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2002 Economic Census

Real Estate and Rental and Leasing

Geographic Area Series



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Introduction to the Economic Census

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 to 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.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers 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 Food Services
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), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. 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 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

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. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were 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 administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

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 service trades in 1933. Censuses of construction, manufacturing, and the other business 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 and 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 report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. 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. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

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. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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Real Estate and Rental and Leasing

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).

Exclusions. The following industries are not included in this sector: real estate investment trusts (REITs), which are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles; and establishments primarily engaged in renting or leasing equipment with operators, which 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 reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, relatively large for this sector, may be examined at www.census.gov/nonemployerimpact.

Definitions. Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 11 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, revenue, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, revenue, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, 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 for detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents product lines data for establishments of firms with payroll by kind of business. Establishments may report negative revenue for selected product lines. Because of this, percentages for product lines may be in excess of 100 or less than 0. Data are presented for the United States only.
- **Establishment and Firm Size (Including Legal Form of Organization).** 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 of firms with payroll; and by revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.

-
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

Other reports. Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for –

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments that consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).

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- d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 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.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). While there were revisions to some industries for 2002, none of those affect this sector.

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 Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

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, as by the percentages shown in the tables. 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. More information on the reliability of the data is included in Appendix C, Methodology.

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. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, 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, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Utilities and Financial Census Branch, 1-800-541-8345 or fcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
S	Withheld because estimates did not meet publication standards
X	Not applicable
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
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city
CDP	Census designated place

Table 1. Summary Statistics for the State: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
WISCONSIN								
53	Real estate and rental and leasing	4 743	3 421 466	630 563	146 333	25 827	21.7	7.4
531	Real estate	3 771	2 398 700	444 272	103 544	17 470	28.7	9.2
5311	Lessors of real estate	1 595	1 153 664	160 709	39 286	7 406	22.9	10.6
53111	Lessors of residential buildings and dwellings	1 019	737 415	94 299	22 834	5 270	24.9	13.4
531110	Lessors of residential buildings and dwellings	1 019	737 415	94 299	22 834	5 270	24.9	13.4
5311101	Lessors of apartment buildings	868	682 254	85 919	20 862	4 799	24.4	13.2
5311109	Lessors of dwellings other than apartment buildings	151	55 161	8 380	1 972	471	30.1	15.7
53112	Lessors of nonresidential buildings (except miniwarehouses)	366	350 577	55 925	14 147	1 615	18.4	4.3
531120	Lessors of nonresidential buildings (except miniwarehouses)	366	350 577	55 925	14 147	1 615	18.4	4.3
5311201	Lessors of professional and other office buildings	160	146 800	24 572	6 514	639	23.3	4.9
5311202	Lessors of manufacturing and industrial buildings	59	56 852	11 113	2 557	238	10.7	2.1
5311203	Lessors of shopping centers and retail stores	99	127 255	17 546	4 510	581	14.3	3.8
5311209	Lessors of other nonresidential buildings and facilities	48	19 670	2 694	566	157	30.4	10.4
53113	Lessors of miniwarehouses and self-storage units	63	16 446	2 810	659	142	26.7	10.9
531130	Lessors of miniwarehouses and self-storage units	63	16 446	2 810	659	142	26.7	10.9
53119	Lessors of other real estate property	147	49 226	7 675	1 646	379	25.3	12.4
531190	Lessors of other real estate property	147	49 226	7 675	1 646	379	25.3	12.4
5311901	Lessors of manufactured (mobile) home sites	122	45 560	7 163	1 537	338	23.7	11.7
5311909	Lessors of other real estate property	25	3 666	512	109	41	45.4	22.1
5312	Offices of real estate agents and brokers	1 217	813 331	114 911	24 903	3 829	35.0	7.6
53121	Offices of real estate agents and brokers	1 217	813 331	114 911	24 903	3 829	35.0	7.6
531210	Offices of real estate agents and brokers	1 217	813 331	114 911	24 903	3 829	35.0	7.6
5312101	Offices of residential real estate agents and brokers	1 054	677 553	74 974	16 319	3 110	36.4	8.5
5312109	Offices of nonresidential real estate agents and brokers	163	135 778	39 937	8 584	719	27.8	3.2
5313	Activities related to real estate	959	431 705	168 652	39 355	6 235	32.1	8.3
53131	Real estate property managers	510	323 257	125 557	30 111	4 871	26.8	8.8
531311	Residential property managers	398	235 558	89 636	21 313	4 034	26.9	11.3
531312	Nonresidential property managers	112	87 699	35 921	8 798	837	26.7	2.3
53132	Offices of real estate appraisers	317	72 105	31 424	6 631	975	43.2	5.4
531320	Offices of real estate appraisers	317	72 105	31 424	6 631	975	43.2	5.4
53139	Other activities related to real estate	132	36 343	11 671	2 613	389	57.0	9.6
531390	Other activities related to real estate	132	36 343	11 671	2 613	389	57.0	9.6
532	Rental and leasing services	941	910 920	174 564	40 073	8 159	6.1	3.6
5321	Automotive equipment rental and leasing	200	411 362	60 401	14 128	2 243	1.7	3.9
53211	Passenger car rental and leasing	71	183 899	27 091	6 131	1 229	2.1	2.0
532111	Passenger car rental	55	121 686	22 454	4 985	1 127	3.0	2.8
532112	Passenger car leasing	16	62 213	4 637	1 146	102	.3	.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	129	227 463	33 310	7 997	1 014	1.3	5.4
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	129	227 463	33 310	7 997	1 014	1.3	5.4
5321201	Truck rental without drivers	43	D	D	D	c	D	D
5321202	Truck leasing	82	200 415	29 225	7 112	857	1.4	5.8
5322	Consumer goods rental	544	285 150	65 029	14 857	4 518	8.1	3.5
53221	Consumer electronics and appliances rental	52	25 528	5 546	1 407	233	.5	4.8
532210	Consumer electronics and appliances rental	52	25 528	5 546	1 407	233	.5	4.8
53222	Formal wear and costume rental	45	17 672	7 972	1 576	434	3.6	7.1
532220	Formal wear and costume rental	45	17 672	7 972	1 576	434	3.6	7.1
53223	Video tape and disc rental	339	157 535	28 837	6 979	3 039	10.9	2.0
532230	Video tape and disc rental	339	157 535	28 837	6 979	3 039	10.9	2.0
53229	Other consumer goods rental	108	84 415	22 674	4 895	812	6.0	5.1
532291	Home health equipment rental	29	44 207	10 957	2 612	303	4.6	6.2
532292	Recreational goods rental	42	8 983	1 874	303	80	21.5	7.7
532299	All other consumer goods rental	37	31 225	9 843	1 980	429	3.4	2.7
5323	General rental centers	54	18 265	5 411	1 085	262	42.6	1.8
53231	General rental centers	54	18 265	5 411	1 085	262	42.6	1.8
532310	General rental centers	54	18 265	5 411	1 085	262	42.6	1.8
5324	Commercial and industrial machinery and equipment rental and leasing	143	196 143	43 723	10 003	1 136	9.3	3.4
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	47	75 354	16 384	4 043	398	5.9	3.8
532411	Commercial air, rail, and water transportation equipment rental and leasing	8	2 305	415	119	18	—	2.7
5324119	Aircraft rental and leasing	7	D	D	D	a	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	39	73 049	15 969	3 924	380	6.1	3.9
5324121	Rental and leasing of heavy construction equipment without operators	39	73 049	15 969	3 924	380	6.1	3.9
53242	Office machinery and equipment rental and leasing	7	10 531	3 652	532	57	24.0	—
532420	Office machinery and equipment rental and leasing	7	10 531	3 652	532	57	24.0	—
53249	Other commercial and industrial machinery and equipment rental and leasing	89	110 258	23 687	5 428	681	10.2	3.4
532490	Other commercial and industrial machinery and equipment rental and leasing	89	110 258	23 687	5 428	681	10.2	3.4
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	13	30 876	4 811	1 209	138	—	.2
5324902	Industrial equipment rental and leasing	69	74 286	16 802	3 890	473	10.7	4.9

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	WISCONSIN—Con.							
53	Real estate and rental and leasing—Con.							
533	Lessors of nonfinancial intangible assets (except copyrighted works)	31	111 846	11 727	2 716	198	.5	.5
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	31	111 846	11 727	2 716	198	.5	.5
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	31	111 846	11 727	2 716	198	.5	.5
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	31	111 846	11 727	2 716	198	.5	.5
5331109	Patent owners and lessors	30	D	D	D	c	D	D

¹Includes revenue information obtained from administrative records of other federal agencies.

²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	269	177 692	34 640	8 072	1 614	19.4	8.5
531	Real estate	200	113 457	23 157	5 335	1 052	27.3	9.4
5311	Lessors of real estate	98	48 982	7 363	1 717	463	28.7	16.3
53111	Lessors of residential buildings and dwellings	59	25 857	4 377	991	279	26.6	19.8
531110	Lessors of residential buildings and dwellings	59	25 857	4 377	991	279	26.6	19.8
5311101	Lessors of apartment buildings	46	20 154	3 066	717	209	30.2	22.0
5311109	Lessors of dwellings other than apartment buildings	13	5 703	1 311	274	70	13.8	11.8
53112	Lessors of nonresidential buildings (except miniwarehouses)	25	D	D	D	c	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	25	D	D	D	c	D	D
5311203	Lessors of shopping centers and retail stores	12	14 490	1 472	406	84	15.9	14.6
5312	Offices of real estate agents and brokers	58	46 929	7 120	1 586	200	24.9	.9
53121	Offices of real estate agents and brokers	58	46 929	7 120	1 586	200	24.9	.9
531210	Offices of real estate agents and brokers	58	46 929	7 120	1 586	200	24.9	.9
5312101	Offices of residential real estate agents and brokers ...	45	40 082	4 529	937	144	19.2	1.0
5312109	Offices of nonresidential real estate agents and brokers	13	6 847	2 591	649	56	57.9	.5
5313	Activities related to real estate	44	17 546	8 674	2 032	389	29.8	13.0
53131	Real estate property managers	19	D	D	D	e	D	D
531311	Residential property managers	18	D	D	D	e	D	D
53132	Offices of real estate appraisers	18	6 110	3 172	704	99	37.4	.2
531320	Offices of real estate appraisers	18	6 110	3 172	704	99	37.4	.2
532	Rental and leasing services	68	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	18	34 070	5 536	1 315	193	—	9.0
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	12	D	D	D	c	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	12	D	D	D	c	D	D
5322	Consumer goods rental	33	17 146	3 424	804	264	8.1	3.2
53223	Video tape and disc rental	23	11 769	2 096	495	212	11.6	1.5
532230	Video tape and disc rental	23	11 769	2 096	495	212	11.6	1.5
5324	Commercial and industrial machinery and equipment rental and leasing	13	D	D	D	b	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
Appleton, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	151	102 187	20 022	4 653	876	18.8	6.7
531	Real estate	111	62 913	12 902	2 992	540	27.7	6.0
5311	Lessors of real estate	45	22 651	2 901	693	179	26.5	14.7
53111	Lessors of residential buildings and dwellings	21	6 361	946	208	53	50.8	10.5
531110	Lessors of residential buildings and dwellings	21	6 361	946	208	53	50.8	10.5
5311101	Lessors of apartment buildings	15	4 763	624	140	37	59.4	14.0
53112	Lessors of nonresidential buildings (except miniwarehouses)	16	14 751	1 714	426	106	16.0	14.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	16	14 751	1 714	426	106	16.0	14.4
5312	Offices of real estate agents and brokers	39	30 194	5 058	1 150	136	27.3	.6
53121	Offices of real estate agents and brokers	39	30 194	5 058	1 150	136	27.3	.6
531210	Offices of real estate agents and brokers	39	30 194	5 058	1 150	136	27.3	.6
5312101	Offices of residential real estate agents and brokers ...	29	24 076	2 573	520	87	19.5	.7
5312109	Offices of nonresidential real estate agents and brokers	10	6 118	2 485	630	49	57.7	.6
5313	Activities related to real estate	27	10 068	4 943	1 149	225	31.6	2.4
53131	Real estate property managers	11	5 140	2 414	569	140	38.5	2.9
531311	Residential property managers	10	D	D	D	c	D	D
53132	Offices of real estate appraisers	10	4 445	2 401	545	77	18.4	.2
531320	Offices of real estate appraisers	10	4 445	2 401	545	77	18.4	.2
532	Rental and leasing services	40	39 274	7 120	1 661	336	4.5	7.8
5321	Automotive equipment rental and leasing	13	22 188	3 770	870	146	—	12.1
5322	Consumer goods rental	17	7 465	1 687	371	127	3.8	4.9
53223	Video tape and disc rental	13	5 278	1 044	246	103	5.4	—
532230	Video tape and disc rental	13	5 278	1 044	246	103	5.4	—

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con.								
Oshkosh-Neenah, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	118	75 505	14 618	3 419	738	20.1	11.0
531	Real estate	89	50 544	10 255	2 343	512	26.8	13.7
5311	Lessors of real estate	53	26 331	4 462	1 024	284	30.7	17.7
53111	Lessors of residential buildings and dwellings	38	19 496	3 431	783	226	18.7	22.8
5311101	Lessors of residential buildings and dwellings	38	19 496	3 431	783	226	18.7	22.8
5311101	Lessors of apartment buildings	31	15 391	2 442	577	172	21.2	24.5
5312	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
53121	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
531210	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
5312101	Offices of residential real estate agents and brokers ...	16	16 006	1 956	417	57	18.7	1.4
5313	Activities related to real estate	17	7 478	3 731	883	164	27.4	27.2
532	Rental and leasing services	28	D	D	D	c	D	D
5322	Consumer goods rental	16	9 681	1 737	433	137	11.4	1.8
53223	Video tape and disc rental	10	6 491	1 052	249	109	16.7	2.8
532230	Video tape and disc rental	10	6 491	1 052	249	109	16.7	2.8
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	9 929	D	D	D	I	D	D
531	Real estate	7 904	9 849 355	1 941 426	478 766	51 663	20.3	12.0
5311	Lessors of real estate	2 829	5 204 325	598 450	160 117	20 127	14.8	9.6
53111	Lessors of residential buildings and dwellings	1 621	2 972 069	355 675	90 053	13 255	12.8	10.0
531110	Lessors of residential buildings and dwellings	1 621	2 972 069	355 675	90 053	13 255	12.8	10.0
5311101	Lessors of apartment buildings	1 440	2 847 610	337 747	85 732	12 656	11.8	9.6
5311109	Lessors of dwellings other than apartment buildings	181	124 459	17 928	4 321	599	37.4	20.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	828	2 001 090	206 318	62 074	5 318	17.0	9.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	828	2 001 090	206 318	62 074	5 318	17.0	9.1
5311201	Lessors of professional and other office buildings	397	D	D	D	g	D	D
5311202	Lessors of manufacturing and industrial buildings	123	D	D	D	f	D	D
5311203	Lessors of shopping centers and retail stores	222	486 117	45 247	12 477	1 386	23.1	9.7
5311209	Lessors of other nonresidential buildings and facilities ..	86	D	D	D	f	D	D
53113	Lessors of miniwarehouses and self-storage units	240	D	D	D	f	D	D
531130	Lessors of miniwarehouses and self-storage units	240	D	D	D	f	D	D
53119	Lessors of other real estate property	140	D	D	D	f	D	D
531190	Lessors of other real estate property	140	D	D	D	f	D	D
5311901	Lessors of manufactured (mobile) home sites	106	D	D	D	e	D	D
5311909	Lessors of other real estate property	34	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	2 528	2 530 150	427 093	100 681	10 449	28.7	14.3
53121	Offices of real estate agents and brokers	2 528	2 530 150	427 093	100 681	10 449	28.7	14.3
531210	Offices of real estate agents and brokers	2 528	2 530 150	427 093	100 681	10 449	28.7	14.3
5312101	Offices of residential real estate agents and brokers ...	2 041	D	D	D	i	D	D
5312109	Offices of nonresidential real estate agents and brokers ..	487	D	D	D	h	D	D
5313	Activities related to real estate	2 547	2 114 880	915 883	217 968	21 087	23.8	15.1
53131	Real estate property managers	1 497	1 436 360	670 521	160 553	16 820	21.2	18.3
531311	Residential property managers	977	828 148	379 493	89 735	11 624	24.3	22.7
531312	Nonresidential property managers	520	608 212	291 028	70 818	5 196	17.0	12.3
53132	Offices of real estate appraisers	504	177 948	62 843	14 490	1 459	42.9	9.0
531320	Offices of real estate appraisers	504	177 948	62 843	14 490	1 459	42.9	9.0
53139	Other activities related to real estate	546	500 572	182 519	42 925	2 808	24.5	8.0
531390	Other activities related to real estate	546	500 572	182 519	42 925	2 808	24.5	8.0
532	Rental and leasing services	1 951	D	D	D	j	D	D
5321	Automotive equipment rental and leasing	367	1 467 807	212 819	50 094	6 406	15.9	4.1
53211	Passenger car rental and leasing	146	976 505	158 625	36 851	4 932	22.8	4.8
532111	Passenger car rental	101	D	D	D	h	D	D
532112	Passenger car leasing	45	D	D	D	g	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	221	491 302	54 194	13 243	1 474	2.0	2.6
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	221	491 302	54 194	13 243	1 474	2.0	2.6
5321201	Truck rental without drivers	102	D	D	D	e	D	D
5321202	Truck leasing	110	D	D	D	f	D	D
5322	Consumer goods rental	997	D	D	D	i	D	D
53221	Consumer electronics and appliances rental	110	69 637	16 061	3 982	505	4.5	4.9
532210	Consumer electronics and appliances rental	110	69 637	16 061	3 982	505	4.5	4.9
53222	Formal wear and costume rental	81	D	D	D	f	D	D
532220	Formal wear and costume rental	81	D	D	D	f	D	D
53223	Video tape and disc rental	644	350 625	66 698	16 333	5 356	9.6	3.4
532230	Video tape and disc rental	644	350 625	66 698	16 333	5 356	9.6	3.4
53229	Other consumer goods rental	162	D	D	D	g	D	D
532291	Home health equipment rental	43	D	D	D	f	D	D
532292	Recreational goods rental	31	D	D	D	b	D	D
532299	All other consumer goods rental	88	D	D	D	g	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.							
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services—Con.							
5323	General rental centers	163	D	D	D	g	D	D
53231	General rental centers	163	D	D	D	g	D	D
532310	General rental centers	163	D	D	D	g	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	424	3 287 564	374 022	100 272	7 700	3.0	3.2
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	131	D	D	D	h	D	D
532411	Commercial air, rail, and water transportation equipment rental and leasing	31	D	D	D	g	D	D
5324112	Railroad car rental and leasing	19	1 806 616	106 479	31 143	1 936	—	1.7
5324119	Aircraft rental and leasing	12	D	D	D	b	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	100	D	D	D	g	D	D
5324121	Rental and leasing of heavy construction equipment without operators	98	D	D	D	g	D	D
53242	Office machinery and equipment rental and leasing	66	668 207	83 153	25 333	1 164	2.6	.5
532420	Office machinery and equipment rental and leasing	66	668 207	83 153	25 333	1 164	2.6	.5
5324201	Office machine rental and leasing	26	D	D	D	c	D	D
5324209	Computer rental and leasing	40	D	D	D	f	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	227	D	D	D	h	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	227	D	D	D	h	D	D
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	44	D	D	D	f	D	D
5324902	Industrial equipment rental and leasing	152	D	D	D	h	D	D
5324903	Motion picture equipment rental	16	D	D	D	c	D	D
5324909	Theatrical equipment rental	15	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
5331109	Patent owners and lessors	72	D	D	D	f	D	D
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area							
53	Real estate and rental and leasing	9 755	15 662 914	2 743 629	681 089	75 491	15.4	8.9
531	Real estate	7 775	9 783 095	1 932 777	476 887	51 311	20.1	12.0
5311	Lessors of real estate	2 770	5 165 381	594 359	159 202	19 939	14.7	9.6
53111	Lessors of residential buildings and dwellings	1 596	2 959 825	354 202	89 686	13 184	12.8	10.0
531110	Lessors of residential buildings and dwellings	1 596	2 959 825	354 202	89 686	13 184	12.8	10.0
5311101	Lessors of apartment buildings	1 419	2 836 667	336 556	85 436	12 593	11.7	9.6
5311109	Lessors of dwellings other than apartment buildings	177	123 158	17 646	4 250	591	37.4	20.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	810	1 982 361	204 977	61 796	5 256	16.9	9.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	810	1 982 361	204 977	61 796	5 256	16.9	9.2
5311201	Lessors of professional and other office buildings	386	967 633	90 236	23 659	2 414	16.2	11.1
5311202	Lessors of manufacturing and industrial buildings	122	468 071	55 788	22 491	788	9.9	2.6
5311203	Lessors of shopping centers and retail stores	217	472 937	44 549	12 320	1 349	23.4	9.9
5311209	Lessors of other nonresidential buildings and facilities	85	73 720	14 404	3 326	705	28.6	22.0
53113	Lessors of miniwarehouses and self-storage units	235	114 621	17 292	4 028	908	17.1	4.7
531130	Lessors of miniwarehouses and self-storage units	235	114 621	17 292	4 028	908	17.1	4.7
53119	Lessors of other real estate property	129	108 574	17 888	3 692	591	22.9	9.4
531190	Lessors of other real estate property	129	108 574	17 888	3 692	591	22.9	9.4
5311901	Lessors of manufactured (mobile) home sites	95	D	D	D	e	D	D
5311909	Lessors of other real estate property	34	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	2 490	2 510 309	424 319	100 060	10 353	28.4	14.2
53121	Offices of real estate agents and brokers	2 490	2 510 309	424 319	100 060	10 353	28.4	14.2
531210	Offices of real estate agents and brokers	2 490	2 510 309	424 319	100 060	10 353	28.4	14.2
5312101	Offices of residential real estate agents and brokers	2 006	1 874 084	215 226	50 829	7 218	31.5	15.1
5312109	Offices of nonresidential real estate agents and brokers	484	636 225	209 093	49 231	3 135	19.0	11.8
5313	Activities related to real estate	2 515	2 107 405	914 099	217 625	21 019	23.7	15.1
53131	Real estate property managers	1 479	1 431 510	669 390	160 358	16 780	21.1	18.3
531311	Residential property managers	966	826 635	378 819	89 591	11 594	24.2	22.7
531312	Nonresidential property managers	513	604 875	290 571	70 767	5 186	16.9	12.3
53132	Offices of real estate appraisers	494	176 463	62 336	14 377	1 437	42.6	9.0
531320	Offices of real estate appraisers	494	176 463	62 336	14 377	1 437	42.6	9.0
53139	Other activities related to real estate	542	499 432	182 373	42 890	2 802	24.3	8.0
531390	Other activities related to real estate	542	499 432	182 373	42 890	2 802	24.3	8.0
532	Rental and leasing services	1 906	D	D	D	j	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services—Con.							
5321	Automotive equipment rental and leasing	361	1 463 568	212 204	49 932	6 386	15.9	4.0
53211	Passenger car rental and leasing	146	976 505	158 625	36 851	4 932	22.8	4.8
532111	Passenger car rental	101	D	D	D	h	D	D
532112	Passenger car leasing	45	D	D	D	g	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	215	487 063	53 579	13 081	1 454	1.9	2.5
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	215	487 063	53 579	13 081	1 454	1.9	2.5
5321201	Truck rental without drivers	100	85 797	13 348	2 988	489	4.0	.9
5321202	Truck leasing	106	395 486	39 228	9 894	932	1.4	2.7
5322	Consumer goods rental	970	676 692	155 853	37 695	8 474	10.6	6.2
53221	Consumer electronics and appliances rental	103	65 372	15 071	3 736	473	4.5	3.7
532210	Consumer electronics and appliances rental	103	65 372	15 071	3 736	473	4.5	3.7
53222	Formal wear and costume rental	79	36 004	10 835	2 434	640	3.3	35.2
532220	Formal wear and costume rental	79	36 004	10 835	2 434	640	3.3	35.2
53223	Video tape and disc rental	630	343 481	65 438	16 014	5 239	9.7	3.4
532230	Video tape and disc rental	630	343 481	65 438	16 014	5 239	9.7	3.4
53229	Other consumer goods rental	158	231 835	64 509	15 511	2 122	14.8	6.5
532291	Home health equipment rental	41	D	D	D	f	D	D
532292	Recreational goods rental	30	D	D	D	b	D	D
532299	All other consumer goods rental	87	D	D	D	g	D	D
5323	General rental centers	157	D	D	D	f	D	D
53231	General rental centers	157	D	D	D	f	D	D
532310	General rental centers	157	D	D	D	f	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	418	3 284 098	373 284	100 228	7 693	3.0	3.2
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	129	2 050 813	161 051	43 802	3 133	1.4	2.6
532411	Commercial air, rail, and water transportation equipment rental and leasing	30	1 814 305	107 571	31 356	2 000	.2	1.9
5324112	Railroad car rental and leasing	19	1 806 616	106 479	31 143	1 936	—	1.7
5324119	Aircraft rental and leasing	11	7 689	1 092	213	64	48.5	47.4
532412	Construction, mining, and forestry machinery and equipment rental and leasing	99	236 508	53 480	12 446	1 133	10.7	7.7
5324121	Rental and leasing of heavy construction equipment without operators	97	D	D	D	g	D	D
53242	Office machinery and equipment rental and leasing	66	668 207	83 153	25 333	1 164	2.6	.5
532420	Office machinery and equipment rental and leasing	66	668 207	83 153	25 333	1 164	2.6	.5
5324201	Office machine rental and leasing	26	D	D	D	c	D	D
5324209	Computer rental and leasing	40	D	D	D	f	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	223	565 078	129 080	31 093	3 396	9.1	8.8
532490	Other commercial and industrial machinery and equipment rental and leasing	223	565 078	129 080	31 093	3 396	9.1	8.8
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	41	D	D	D	f	D	D
5324902	Industrial equipment rental and leasing	151	417 989	92 446	22 013	2 558	7.7	10.3
5324903	Motion picture equipment rental	16	D	D	D	c	D	D
5324909	Theatrical equipment rental	15	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	74	D	D	D	f	D	D
5331109	Patent owners and lessors	72	D	D	D	f	D	D
Chicago-Naperville-Joliet, IL Metropolitan Division								
53	Real estate and rental and leasing	8 342	14 500 011	2 545 647	632 518	68 441	14.6	9.0
531	Real estate	6 701	D	D	D	k	D	D
5311	Lessors of real estate	2 372	4 764 087	549 086	148 209	18 145	14.0	9.4
53111	Lessors of residential buildings and dwellings	1 388	2 766 674	333 298	84 696	12 208	12.0	9.7
531110	Lessors of residential buildings and dwellings	1 388	2 766 674	333 298	84 696	12 208	12.0	9.7
5311101	Lessors of apartment buildings	1 240	2 669 613	318 282	81 049	11 702	10.9	9.4
5311109	Lessors of dwellings other than apartment buildings	148	97 061	15 016	3 647	506	41.1	17.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	703	D	D	D	h	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	703	D	D	D	h	D	D
5311201	Lessors of professional and other office buildings	335	D	D	D	g	D	D
5311202	Lessors of manufacturing and industrial buildings	104	442 081	53 543	21 979	728	7.8	2.4
5311203	Lessors of shopping centers and retail stores	192	D	D	D	g	D	D
5311209	Lessors of other nonresidential buildings and facilities	72	D	D	D	f	D	D
53113	Lessors of miniwarehouses and self-storage units	194	D	D	D	f	D	D
531130	Lessors of miniwarehouses and self-storage units	194	D	D	D	f	D	D
53119	Lessors of other real estate property	87	D	D	D	e	D	D
531190	Lessors of other real estate property	87	D	D	D	e	D	D
5311901	Lessors of manufactured (mobile) home sites	60	66 930	10 010	2 103	289	14.1	7.3
5311909	Lessors of other real estate property	27	D	D	D	c	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.							
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.							
	Chicago-Naperville-Joliet, IL Metropolitan Division— Con.							
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5312	Offices of real estate agents and brokers	2 133	2 249 847	385 817	89 778	9 185	27.6	15.0
53121	Offices of real estate agents and brokers	2 133	2 249 847	385 817	89 778	9 185	27.6	15.0
5312101	Offices of residential real estate agents and brokers ...	1 701	D	D	D	i	D	D
5312109	Offices of nonresidential real estate agents and brokers	432	D	D	D	h	D	D
5313	Activities related to real estate	2 196	D	D	D	j	D	D
53131	Real estate property managers	1 308	1 346 636	639 200	153 290	15 813	19.2	18.8
531311	Residential property managers	859	D	D	D	j	D	D
531312	Nonresidential property managers	449	D	D	D	h	D	D
53132	Offices of real estate appraisers	417	159 030	56 171	12 922	1 252	40.2	9.6
531320	Offices of real estate appraisers	417	159 030	56 171	12 922	1 252	40.2	9.6
53139	Other activities related to real estate	471	D	D	D	h	D	D
531390	Other activities related to real estate	471	D	D	D	h	D	D
532	Rental and leasing services	1 575	5 161 546	711 359	179 553	20 862	7.7	4.0
5321	Automotive equipment rental and leasing	303	D	D	D	i	D	D
53211	Passenger car rental and leasing	124	D	D	D	h	D	D
532111	Passenger car rental	86	D	D	D	h	D	D
532112	Passenger car leasing	38	378 518	48 484	12 255	1 036	56.3	2.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	179	D	D	D	g	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	179	D	D	D	g	D	D
5321201	Truck rental without drivers	83	D	D	D	e	D	D
5321202	Truck leasing	87	D	D	D	f	D	D
5322	Consumer goods rental	776	565 843	132 163	32 022	6 932	11.2	6.7
53221	Consumer electronics and appliances rental	76	D	D	D	e	D	D
532210	Consumer electronics and appliances rental	76	D	D	D	e	D	D
53222	Formal wear and costume rental	65	D	D	D	f	D	D
532220	Formal wear and costume rental	65	D	D	D	f	D	D
53223	Video tape and disc rental	507	281 051	53 812	13 231	4 196	9.9	3.7
532230	Video tape and disc rental	507	281 051	53 812	13 231	4 196	9.9	3.7
53229	Other consumer goods rental	128	D	D	D	g	D	D
532291	Home health equipment rental	37	D	D	D	f	D	D
532292	Recreational goods rental	22	D	D	D	b	D	D
532299	All other consumer goods rental	69	118 945	32 288	7 787	1 197	17.8	4.9
5323	General rental centers	131	D	D	D	f	D	D
53231	General rental centers	131	D	D	D	f	D	D
532310	General rental centers	131	D	D	D	f	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	365	3 157 164	349 597	94 076	7 059	2.7	3.3
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	107	1 984 584	150 178	41 127	2 873	1.1	2.7
532411	Commercial air, rail, and water transportation equipment rental and leasing	29	D	D	D	g	D	D
5324112	Railroad car rental and leasing	19	1 806 616	106 479	31 143	1 936	—	1.7
5324119	Aircraft rental and leasing	10	D	D	D	b	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	78	D	D	D	f	D	D
5324121	Rental and leasing of heavy construction equipment without operators	76	D	D	D	f	D	D
53242	Office machinery and equipment rental and leasing	62	D	D	D	g	D	D
532420	Office machinery and equipment rental and leasing	62	D	D	D	g	D	D
5324201	Office machine rental and leasing	24	D	D	D	c	D	D
5324209	Computer rental and leasing	38	626 406	75 212	23 374	953	2.0	.3
53249	Other commercial and industrial machinery and equipment rental and leasing	196	D	D	D	h	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	196	D	D	D	h	D	D
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	37	D	D	D	f	D	D
5324902	Industrial equipment rental and leasing	128	364 213	80 224	18 677	2 216	7.9	11.7
5324903	Motion picture equipment rental	16	D	D	D	c	D	D
5324909	Theatrical equipment rental	15	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	66	D	D	D	f	D	D
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	66	D	D	D	f	D	D
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	66	D	D	D	f	D	D
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	66	D	D	D	f	D	D
5331109	Patent owners and lessors	64	D	D	D	f	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Gary, IN Metropolitan Division								
53	Real estate and rental and leasing	580	402 228	68 159	16 332	2 992	25.6	6.1
531	Real estate	411	D	D	D	g	D	D
5311	Lessors of real estate	176	120 169	14 861	3 592	781	34.1	9.6
53111	Lessors of residential buildings and dwellings	94	73 973	10 287	2 540	564	24.2	4.8
531110	Lessors of residential buildings and dwellings	94	73 973	10 287	2 540	564	24.2	4.8
5311101	Lessors of apartment buildings	82	67 365	9 368	2 328	525	20.7	5.3
5311109	Lessors of dwellings other than apartment buildings	12	6 608	919	212	39	60.0	—
53112	Lessors of nonresidential buildings (except miniwarehouses)	43	D	D	D	c	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	43	D	D	D	c	D	D
5311201	Lessors of professional and other office buildings	25	D	D	D	b	D	D
53113	Lessors of miniwarehouses and self-storage units	22	D	D	D	b	D	D
531130	Lessors of miniwarehouses and self-storage units	22	D	D	D	b	D	D
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
5311901	Lessors of manufactured (mobile) home sites	16	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	134	D	D	D	e	D	D
53121	Offices of real estate agents and brokers	134	D	D	D	e	D	D
531210	Offices of real estate agents and brokers	134	D	D	D	e	D	D
5312101	Offices of residential real estate agents and brokers	121	D	D	D	e	D	D
5312109	Offices of nonresidential real estate agents and brokers	13	D	D	D	a	D	D
5313	Activities related to real estate	101	D	D	D	e	D	D
53131	Real estate property managers	53	18 009	6 019	1 376	250	71.4	10.9
531311	Residential property managers	38	D	D	D	c	D	D
531312	Nonresidential property managers	15	D	D	D	b	D	D
53132	Offices of real estate appraisers	39	7 441	2 688	601	93	57.4	3.0
531320	Offices of real estate appraisers	39	7 441	2 688	601	93	57.4	3.0
532	Rental and leasing services	167	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	34	D	D	D	e	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	25	D	D	D	c	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	25	D	D	D	c	D	D
5321201	Truck rental without drivers	13	D	D	D	b	D	D
5321202	Truck leasing	12	61 971	6 336	1 482	172	1.6	4.1
5322	Consumer goods rental	102	53 451	11 279	2 608	776	8.0	3.6
53221	Consumer electronics and appliances rental	20	D	D	D	b	D	D
532210	Consumer electronics and appliances rental	20	D	D	D	b	D	D
53223	Video tape and disc rental	63	24 666	4 779	1 095	516	13.3	2.7
532230	Video tape and disc rental	63	24 666	4 779	1 095	516	13.3	2.7
53229	Other consumer goods rental	11	D	D	D	c	D	D
5323	General rental centers	10	D	D	D	b	D	D
53231	General rental centers	10	D	D	D	b	D	D
532310	General rental centers	10	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	21	50 950	13 668	3 617	393	13.1	—
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	10	D	D	D	c	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	11	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	11	D	D	D	e	D	D
5324902	Industrial equipment rental and leasing	10	31 885	9 527	2 579	271	7.6	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D
Lake County-Kenosha County, IL-WI Metropolitan Division								
53	Real estate and rental and leasing	833	760 675	129 823	32 239	4 058	24.1	8.2
531	Real estate	663	D	D	D	h	D	D
5311	Lessors of real estate	222	281 125	30 412	7 401	1 013	18.6	12.0
53111	Lessors of residential buildings and dwellings	114	119 178	10 617	2 450	412	25.1	20.3
531110	Lessors of residential buildings and dwellings	114	119 178	10 617	2 450	412	25.1	20.3
5311101	Lessors of apartment buildings	97	99 689	8 906	2 059	366	27.8	16.2
5311109	Lessors of dwellings other than apartment buildings	17	19 489	1 711	391	46	11.3	41.1
53112	Lessors of nonresidential buildings (except miniwarehouses)	64	104 084	11 895	3 214	298	14.2	6.8
531120	Lessors of nonresidential buildings (except miniwarehouses)	64	104 084	11 895	3 214	298	14.2	6.8
5311201	Lessors of professional and other office buildings	26	36 986	3 670	819	113	32.8	5.3
5311202	Lessors of manufacturing and industrial buildings	11	D	D	D	b	D	D
5311203	Lessors of shopping centers and retail stores	18	52 885	6 343	1 958	129	4.2	7.0
53113	Lessors of miniwarehouses and self-storage units	19	D	D	D	c	D	D
531130	Lessors of miniwarehouses and self-storage units	19	D	D	D	c	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.							
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.							
	Lake County-Kenosha County, IL-WI Metropolitan Division—Con.							
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5311	Lessors of real estate—Con.							
53119	Lessors of other real estate property	25	D	D	D	b	D	D
531190	Lessors of other real estate property	25	D	D	D	b	D	D
5311901	Lessors of manufactured (mobile) home sites	19	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	223	D	D	D	f	D	D
53121	Offices of real estate agents and brokers	223	D	D	D	f	D	D
531210	Offices of real estate agents and brokers	223	D	D	D	f	D	D
5312101	Offices of residential real estate agents and brokers ...	184	D	D	D	f	D	D
5312109	Offices of nonresidential real estate agents and brokers	39	D	D	D	c	D	D
5313	Activities related to real estate	218	D	D	D	f	D	D
53131	Real estate property managers	118	66 865	24 171	5 692	717	47.7	10.2
531311	Residential property managers	69	33 773	12 055	2 610	416	61.0	13.0
531312	Nonresidential property managers	49	33 092	12 116	3 082	301	34.2	7.3
53132	Offices of real estate appraisers	38	9 992	3 477	854	92	70.0	3.9
531320	Offices of real estate appraisers	38	9 992	3 477	854	92	70.0	3.9
53139	Other activities related to real estate	62	D	D	D	c	D	D
531390	Other activities related to real estate	62	D	D	D	c	D	D
532	Rental and leasing services	164	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	24	35 030	3 529	857	98	3.0	.7
53211	Passenger car rental and leasing	13	4 459	882	218	34	16.0	5.7
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	11	30 571	2 647	639	64	1.1	—
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	11	30 571	2 647	639	64	1.1	—
5322	Consumer goods rental	92	57 398	12 411	3 065	766	7.2	3.6
53223	Video tape and disc rental	60	37 764	6 847	1 688	527	5.7	1.7
532230	Video tape and disc rental	60	37 764	6 847	1 688	527	5.7	1.7
53229	Other consumer goods rental	19	13 685	4 084	1 036	172	14.3	8.7
532299	All other consumer goods rental	12	12 466	3 810	964	163	14.1	2.0
5323	General rental centers	16	D	D	D	b	D	D
53231	General rental centers	16	D	D	D	b	D	D
532310	General rental centers	16	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	32	75 984	10 019	2 535	241	7.6	.8
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	12	D	D	D	c	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	12	D	D	D	c	D	D
5324121	Rental and leasing of heavy construction equipment without operators	12	D	D	D	c	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	16	D	D	D	b	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	16	D	D	D	b	D	D
5324902	Industrial equipment rental and leasing	13	21 891	2 695	757	71	5.5	2.8
533	Lessors of nonfinancial intangible assets (except copyrighted works)	6	D	D	D	b	D	D
	Kankakee-Bradley, IL Metropolitan Statistical Area							
53	Real estate and rental and leasing	79	D	D	D	e	D	D
531	Real estate	60	28 499	4 100	912	149	45.2	25.0
5311	Lessors of real estate	27	14 265	1 641	353	78	26.1	17.9
53111	Lessors of residential buildings and dwellings	11	5 082	494	125	26	11.5	23.0
531110	Lessors of residential buildings and dwellings	11	5 082	494	125	26	11.5	23.0
5312	Offices of real estate agents and brokers	15	11 331	1 614	390	42	62.7	37.3
53121	Offices of real estate agents and brokers	15	11 331	1 614	390	42	62.7	37.3
531210	Offices of real estate agents and brokers	15	11 331	1 614	390	42	62.7	37.3
5312101	Offices of residential real estate agents and brokers ...	13	D	D	D	b	D	D
5313	Activities related to real estate	18	2 903	845	169	29	70.3	12.0
532	Rental and leasing services	19	D	D	D	c	D	D
5322	Consumer goods rental	14	D	D	D	b	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Michigan City-La Porte, IN Metropolitan Statistical Area								
53	Real estate and rental and leasing	95	48 987	6 648	1 489	315	34.6	5.3
531	Real estate	69	37 761	4 549	967	203	41.5	4.3
5311	Lessors of real estate	32	24 679	2 450	562	110	29.4	2.0
53111	Lessors of residential buildings and dwellings	14	7 162	979	242	45	36.0	4.9
531110	Lessors of residential buildings and dwellings	14	7 162	979	242	45	36.0	4.9
5311101	Lessors of apartment buildings	12	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	23	8 510	1 160	231	54	80.4	12.2
53121	Offices of real estate agents and brokers	23	8 510	1 160	231	54	80.4	12.2
531210	Offices of real estate agents and brokers	23	8 510	1 160	231	54	80.4	12.2
5312101	Offices of residential real estate agents and brokers ...	22	D	D	D	b	D	D
5313	Activities related to real estate	14	4 572	939	174	39	34.3	1.8
53131	Real estate property managers	11	4 003	738	128	29	25.0	2.1
532	Rental and leasing services	26	11 226	2 099	522	112	11.6	8.8
5322	Consumer goods rental	13	5 024	925	237	68	5.5	19.0
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	167	92 338	14 579	3 267	826	29.7	9.8
531	Real estate	132	76 096	11 182	2 491	613	34.3	11.4
5311	Lessors of real estate	54	D	D	D	c	D	D
53111	Lessors of residential buildings and dwellings	35	D	D	D	c	D	D
531110	Lessors of residential buildings and dwellings	35	D	D	D	c	D	D
5311101	Lessors of apartment buildings	29	D	D	D	c	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 and brokers	37	27 864	2 503	573	121	52.0	4.3
53121	Offices of real estate agents and brokers	37	27 864	2 503	573	121	52.0	4.3
531210	Offices of real estate agents and brokers	37	27 864	2 503	573	121	52.0	4.3
5312101	Offices of residential real estate agents and brokers ...	32	D	D	D	c	D	D
5313	Activities related to real estate	41	D	D	D	c	D	D
53131	Real estate property managers	18	D	D	D	c	D	D
531311	Residential property managers	16	D	D	D	c	D	D
53132	Offices of real estate appraisers	20	D	D	D	b	D	D
531320	Offices of real estate appraisers	20	D	D	D	b	D	D
532	Rental and leasing services	33	D	D	D	c	D	D
5322	Consumer goods rental	21	10 202	2 148	480	152	5.7	1.8
53223	Video tape and disc rental	13	D	D	D	b	D	D
532230	Video tape and disc rental	13	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D
Eau Claire, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	136	81 849	13 217	2 944	732	29.1	6.4
531	Real estate	105	66 458	9 855	2 177	523	34.2	7.4
5311	Lessors of real estate	47	36 866	4 560	963	216	18.3	11.5
53111	Lessors of residential buildings and dwellings	30	16 698	2 420	465	122	23.5	22.1
531110	Lessors of residential buildings and dwellings	30	16 698	2 420	465	122	23.5	22.1
5311101	Lessors of apartment buildings	24	9 837	1 578	261	84	39.9	34.2
5312	Offices of real estate agents and brokers	26	22 074	1 732	379	79	55.5	.8
53121	Offices of real estate agents and brokers	26	22 074	1 732	379	79	55.5	.8
531210	Offices of real estate agents and brokers	26	22 074	1 732	379	79	55.5	.8
5312101	Offices of residential real estate agents and brokers ...	22	20 703	1 365	320	69	52.6	.8
5313	Activities related to real estate	32	7 518	3 563	835	228	50.0	7.0
53131	Real estate property managers	15	4 686	2 701	618	181	39.4	11.3
531311	Residential property managers	13	D	D	D	c	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 and leasing services	29	D	D	D	c	D	D
5322	Consumer goods rental	17	9 351	2 113	471	148	3.4	1.9
53223	Video tape and disc rental	10	4 427	838	206	94	4.0	3.4
532230	Video tape and disc rental	10	4 427	838	206	94	4.0	3.4
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 admini-strative records ¹	Estimated ²
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.								
Menomonie, WI Micropolitan Statistical Area								
53	Real estate and rental and leasing	31	10 489	1 362	323	94	34.0	36.2
531	Real estate	27	9 638	1 327	314	90	34.3	39.2
5312	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
53121	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
531210	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	b	D	D
532	Rental and leasing services	4	851	35	9	4	31.3	1.3
FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	118	73 635	11 974	2 655	582	19.1	5.9
531	Real estate	87	32 136	4 645	919	227	37.5	11.3
5311	Lessors of real estate	31	14 024	1 272	282	89	31.5	11.1
53111	Lessors of residential buildings and dwellings	11	3 800	391	82	35	84.2	4.7
531110	Lessors of residential buildings and dwellings	11	3 800	391	82	35	84.2	4.7
5311101	Lessors of apartment buildings	11	3 800	391	82	35	84.2	4.7
5312	Offices of real estate agents and brokers	37	13 098	2 253	421	83	44.9	11.3
53121	Offices of real estate agents and brokers	37	13 098	2 253	421	83	44.9	11.3
531210	Offices of real estate agents and brokers	37	13 098	2 253	421	83	44.9	11.3
5312101	Offices of residential real estate agents and brokers ...	35	D	D	D	b	D	D
5313	Activities related to real estate	19	5 014	1 120	216	55	35.3	11.4
532	Rental and leasing services	31	41 499	7 329	1 736	355	4.7	1.8
5322	Consumer goods rental	22	D	D	D	c	D	D
53223	Video tape and disc rental	14	4 242	1 134	278	151	5.0	11.6
532230	Video tape and disc rental	14	4 242	1 134	278	151	5.0	11.6
Beaver Dam, WI Micropolitan Statistical Area								
53	Real estate and rental and leasing	45	30 499	4 582	1 034	228	15.6	8.6
531	Real estate	31	8 208	1 203	246	66	51.2	23.0
5311	Lessors of real estate	13	3 858	288	69	30	18.6	28.4
5312	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
53121	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
531210	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
5312101	Offices of residential real estate agents and brokers ...	12	3 279	498	103	18	89.2	8.7
532	Rental and leasing services	14	22 291	3 379	788	162	2.4	3.3
5322	Consumer goods rental	10	D	D	D	b	D	D
Fond du Lac, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	73	43 136	7 392	1 621	354	21.5	4.0
531	Real estate	56	23 928	3 442	673	161	32.8	7.2
5311	Lessors of real estate	18	10 166	984	213	59	36.4	4.6
5312	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
53121	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
531210	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
5312101	Offices of residential real estate agents and brokers ...	23	D	D	D	b	D	D
5313	Activities related to real estate	13	3 943	703	142	37	30.6	1.7
532	Rental and leasing services	17	19 208	3 950	948	193	7.4	—
5322	Consumer goods rental	12	5 909	1 694	409	131	.8	—

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MADISON-BARABOO, WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	693	698 064	110 808	26 249	4 425	15.9	5.3
531	Real estate	576	483 237	86 517	20 628	3 330	21.3	6.6
5311	Lessors of real estate	241	D	D	D	g	D	D
53111	Lessors of residential buildings and dwellings	182	D	D	D	f	D	D
531110	Lessors of residential buildings and dwellings	182	D	D	D	f	D	D
5311101	Lessors of apartment buildings	155	D	D	D	f	D	D
5311109	Lessors of dwellings other than apartment buildings	27	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	41	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	41	D	D	D	b	D	D
5311201	Lessors of professional and other office buildings	17	D	D	D	b	D	D
5311203	Lessors of shopping centers and retail stores	10	3 407	812	194	22	39.2	21.4
53119	Lessors of other real estate property	12	D	D	D	b	D	D
531190	Lessors of other real estate property	12	D	D	D	b	D	D
5311901	Lessors of manufactured (mobile) home sites	10	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	167	133 120	17 663	3 830	558	25.3	6.4
53121	Offices of real estate agents and brokers	167	133 120	17 663	3 830	558	25.3	6.4
531210	Offices of real estate agents and brokers	167	133 120	17 663	3 830	558	25.3	6.4
5312101	Offices of residential real estate agents and brokers	141	D	D	D	e	D	D
5312109	Offices of nonresidential real estate agents and brokers	26	D	D	D	c	D	D
5313	Activities related to real estate	168	D	D	D	g	D	D
53131	Real estate property managers	110	D	D	D	g	D	D
531311	Residential property managers	84	D	D	D	g	D	D
531312	Nonresidential property managers	26	D	D	D	c	D	D
53132	Offices of real estate appraisers	39	D	D	D	b	D	D
531320	Offices of real estate appraisers	39	D	D	D	b	D	D
53139	Other activities related to real estate	19	D	D	D	b	D	D
531390	Other activities related to real estate	19	D	D	D	b	D	D
532	Rental and leasing services	110	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	27	D	D	D	e	D	D
53211	Passenger car rental and leasing	11	42 913	3 245	796	172	6.3	3.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	16	D	D	D	c	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	16	D	D	D	c	D	D
5321201	Truck rental without drivers	10	D	D	D	b	D	D
5322	Consumer goods rental	62	D	D	D	f	D	D
53223	Video tape and disc rental	40	D	D	D	e	D	D
532230	Video tape and disc rental	40	D	D	D	e	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	15	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	7	D	D	D	b	D	D
Baraboo, WI Micropolitan Statistical Area								
53	Real estate and rental and leasing	54	45 539	7 536	1 582	230	21.2	4.8
531	Real estate	42	19 515	3 327	668	133	48.2	11.1
5311	Lessors of real estate	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
53121	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
531210	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
5312101	Offices of residential real estate agents and brokers	20	D	D	D	b	D	D
532	Rental and leasing services	10	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	b	D	D
Madison, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	639	652 525	103 272	24 667	4 195	15.6	5.3
531	Real estate	534	463 722	83 190	19 960	3 197	20.1	6.4
5311	Lessors of real estate	227	193 681	23 926	5 753	1 077	21.6	7.3
53111	Lessors of residential buildings and dwellings	173	160 869	19 685	4 895	948	21.9	7.3
531110	Lessors of residential buildings and dwellings	173	160 869	19 685	4 895	948	21.9	7.3
5311101	Lessors of apartment buildings	148	150 203	18 389	4 578	874	21.4	5.8
5311109	Lessors of dwellings other than apartment buildings	25	10 666	1 296	317	74	28.7	27.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	38	27 500	3 548	671	91	19.3	8.0
531120	Lessors of nonresidential buildings (except miniwarehouses)	38	27 500	3 548	671	91	19.3	8.0
5311201	Lessors of professional and other office buildings	16	D	D	D	b	D	D
5311203	Lessors of shopping centers and retail stores	10	3 407	812	194	22	39.2	21.4
53119	Lessors of other real estate property	11	D	D	D	b	D	D
531190	Lessors of other real estate property	11	D	D	D	b	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
	MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.							
	Madison, WI Metropolitan Statistical Area—Con.							
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5312	Offices of real estate agents and brokers	145	122 274	15 719	3 440	485	23.8	6.6
53121	Offices of real estate agents and brokers	145	122 274	15 719	3 440	485	23.8	6.6
531210	Offices of real estate agents and brokers	145	122 274	15 719	3 440	485	23.8	6.6
5312101	Offices of residential real estate agents and brokers ...	121	110 757	11 442	2 290	369	23.7	6.8
5312109	Offices of nonresidential real estate agents and brokers	24	11 517	4 277	1 150	116	24.1	3.9
5313	Activities related to real estate	162	147 767	43 545	10 767	1 635	15.2	5.2
53131	Real estate property managers	105	D	D	D	g	D	D
531311	Residential property managers	79	94 202	26 864	6 657	1 250	12.8	6.8
531312	Nonresidential property managers	26	D	D	D	c	D	D
53132	Offices of real estate appraisers	38	D	D	D	b	D	D
531320	Offices of real estate appraisers	38	D	D	D	b	D	D
53139	Other activities related to real estate	19	D	D	D	b	D	D
531390	Other activities related to real estate	19	D	D	D	b	D	D
532	Rental and leasing services	100	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	24	62 725	5 968	1 433	268	4.3	2.4
53211	Passenger car rental and leasing	11	42 913	3 245	796	172	6.3	3.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	19 812	2 723	637	96	—	—
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	19 812	2 723	637	96	—	—
5322	Consumer goods rental	58	31 852	7 014	1 517	546	10.7	1.9
53223	Video tape and disc rental	38	20 717	3 620	868	391	15.6	.5
532230	Video tape and disc rental	38	20 717	3 620	868	391	15.6	.5
5324	Commercial and industrial machinery and equipment rental and leasing	14	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	5	D	D	D	b	D	D
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA							
53	Real estate and rental and leasing	1 569	1 501 080	304 750	71 395	10 999	17.7	7.0
531	Real estate	1 250	1 052 200	216 612	50 906	7 536	23.5	9.2
5311	Lessors of real estate	576	599 313	84 850	21 633	3 696	18.9	9.6
53111	Lessors of residential buildings and dwellings	389	394 166	49 930	12 334	2 802	21.0	12.9
531110	Lessors of residential buildings and dwellings	389	394 166	49 930	12 334	2 802	21.0	12.9
5311101	Lessors of apartment buildings	340	374 192	46 731	11 560	2 628	20.6	12.7
5311109	Lessors of dwellings other than apartment buildings	49	19 974	3 199	774	174	27.9	16.9
53112	Lessors of nonresidential buildings (except miniwarehouses)	132	184 844	31 875	8 612	740	14.7	2.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	132	184 844	31 875	8 612	740	14.7	2.4
5311201	Lessors of professional and other office buildings	57	D	D	D	e	D	D
5311202	Lessors of manufacturing and industrial buildings	30	D	D	D	b	D	D
5311203	Lessors of shopping centers and retail stores	29	D	D	D	e	D	D
5311209	Lessors of other nonresidential buildings and facilities	16	D	D	D	b	D	D
53113	Lessors of miniwarehouses and self-storage units	27	8 555	1 372	316	65	16.6	7.2
531130	Lessors of miniwarehouses and self-storage units	27	8 555	1 372	316	65	16.6	7.2
53119	Lessors of other real estate property	28	11 748	1 673	371	89	14.0	9.7
531190	Lessors of other real estate property	28	11 748	1 673	371	89	14.0	9.7
5311901	Lessors of manufactured (mobile) home sites	18	9 270	1 348	283	60	8.4	7.3
5311909	Lessors of other real estate property	10	2 478	325	88	29	35.1	18.7
5312	Offices of real estate agents and brokers	309	284 746	48 166	10 164	1 221	25.2	7.9
53121	Offices of real estate agents and brokers	309	284 746	48 166	10 164	1 221	25.2	7.9
531210	Offices of real estate agents and brokers	309	284 746	48 166	10 164	1 221	25.2	7.9
5312101	Offices of residential real estate agents and brokers ...	244	D	D	D	f	D	D
5312109	Offices of nonresidential real estate agents and brokers	65	D	D	D	e	D	D
5313	Activities related to real estate	365	168 141	83 596	19 109	2 619	37.4	10.3
53131	Real estate property managers	211	119 057	62 524	14 691	2 051	32.8	12.1
531311	Residential property managers	157	D	D	D	g	D	D
531312	Nonresidential property managers	54	D	D	D	e	D	D
53132	Offices of real estate appraisers	104	28 960	14 717	2 934	400	37.3	5.8
531320	Offices of real estate appraisers	104	28 960	14 717	2 934	400	37.3	5.8
53139	Other activities related to real estate	50	20 124	6 355	1 484	168	64.8	5.7
531390	Other activities related to real estate	50	20 124	6 355	1 484	168	64.8	5.7

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admini- strative records ¹	Estimated ²
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.							
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services	309	436 946	84 727	19 736	3 403	4.1	1.7
5321	Automotive equipment rental and leasing	77	D	D	D	g	D	D
53211	Passenger car rental and leasing	30	D	D	D	f	D	D
532111	Passenger car rental	20	D	D	D	f	D	D
532112	Passenger car leasing	10	D	D	D	b	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	47	D	D	D	e	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	47	D	D	D	e	D	D
5321201	Truck rental without drivers	17	D	D	D	b	D	D
5321202	Truck leasing	27	D	D	D	e	D	D
5322	Consumer goods rental	171	118 104	26 897	6 331	1 662	7.6	2.6
53221	Consumer electronics and appliances rental	22	D	D	D	b	D	D
532210	Consumer electronics and appliances rental	22	D	D	D	b	D	D
53222	Formal wear and costume rental	18	D	D	D	b	D	D
532220	Formal wear and costume rental	18	D	D	D	b	D	D
53223	Video tape and disc rental	98	59 622	10 809	2 696	1 020	9.6	.9
532230	Video tape and disc rental	98	59 622	10 809	2 696	1 020	9.6	.9
53229	Other consumer goods rental	33	D	D	D	e	D	D
532291	Home health equipment rental	11	18 343	5 467	1 263	136	9.9	5.5
532299	All other consumer goods rental	17	22 512	6 943	1 405	306	1.5	1.5
5323	General rental centers	11	D	D	D	b	D	D
53231	General rental centers	11	D	D	D	b	D	D
532310	General rental centers	11	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	50	D	D	D	f	D	D
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	15	D	D	D	c	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	13	48 355	11 065	2 772	226	2.4	.3
5324121	Rental and leasing of heavy construction equipment without operators	13	48 355	11 065	2 772	226	2.4	.3
53249	Other commercial and industrial machinery and equipment rental and leasing	31	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	31	D	D	D	e	D	D
5324902	Industrial equipment rental and leasing	22	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
5331109	Patent owners and lessors	10	11 934	3 411	753	60	3.8	.9
	Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area							
53	Real estate and rental and leasing	1 446	1 444 365	291 357	68 553	10 396	17.4	6.9
531	Real estate	1 153	1 006 951	205 693	48 604	7 114	23.2	9.2
5311	Lessors of real estate	535	579 899	80 964	20 737	3 503	18.8	9.5
53111	Lessors of residential buildings and dwellings	364	379 433	47 813	11 814	2 702	21.0	13.1
531110	Lessors of residential buildings and dwellings	364	379 433	47 813	11 814	2 702	21.0	13.1
5311101	Lessors of apartment buildings	324	362 123	45 614	11 297	2 584	20.6	12.9
5311109	Lessors of dwellings other than apartment buildings	40	17 310	2 199	517	118	29.7	18.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	120	180 455	30 217	8 249	651	14.5	2.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	120	180 455	30 217	8 249	651	14.5	2.1
5311201	Lessors of professional and other office buildings	51	85 972	17 365	4 914	322	19.0	1.3
5311202	Lessors of manufacturing and industrial buildings	28	19 675	2 706	733	78	18.8	4.7
5311203	Lessors of shopping centers and retail stores	26	67 965	9 378	2 418	204	7.7	1.5
5311209	Lessors of other nonresidential buildings and facilities	15	6 843	768	184	47	14.7	10.2
53113	Lessors of miniwarehouses and self-storage units	23	8 263	1 261	303	61	16.1	6.9
531130	Lessors of miniwarehouses and self-storage units	23	8 263	1 261	303	61	16.1	6.9
53119	Lessors of other real estate property	28	11 748	1 673	371	89	14.0	9.7
531190	Lessors of other real estate property	28	11 748	1 673	371	89	14.0	9.7
5311901	Lessors of manufactured (mobile) home sites	18	9 270	1 348	283	60	8.4	7.3
5311909	Lessors of other real estate property	10	2 478	325	88	29	35.1	18.7
5312	Offices of real estate agents and brokers	278	267 040	44 713	9 452	1 098	23.5	8.4
53121	Offices of real estate agents and brokers	278	267 040	44 713	9 452	1 098	23.5	8.4
531210	Offices of real estate agents and brokers	278	267 040	44 713	9 452	1 098	23.5	8.4
5312101	Offices of residential real estate agents and brokers	214	185 662	19 580	4 389	742	23.4	10.5
5312109	Offices of nonresidential real estate agents and brokers	64	81 378	25 133	5 063	356	24.0	3.4

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.							
	Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area—Con.							
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5313	Activities related to real estate	340	160 012	80 016	18 415	2 513	38.5	9.6
53131	Real estate property managers	200	114 257	60 621	14 363	1 993	33.8	11.1
531311	Residential property managers	148	77 746	39 640	9 410	1 548	33.2	14.3
531312	Nonresidential property managers	52	36 511	20 981	4 953	445	35.1	4.4
53132	Offices of real estate appraisers	95	26 568	13 411	2 668	369	39.2	5.7
531320	Offices of real estate appraisers	95	26 568	13 411	2 668	369	39.2	5.7
53139	Other activities related to real estate	45	19 187	5 984	1 384	151	65.5	6.0
531390	Other activities related to real estate	45	19 187	5 984	1 384	151	65.5	6.0
532	Rental and leasing services	283	425 480	82 253	19 196	3 222	4.0	1.6
5321	Automotive equipment rental and leasing	73	210 242	32 805	7 593	1 163	.3	1.5
53211	Passenger car rental and leasing	27	117 799	19 456	4 383	774	.5	.6
532111	Passenger car rental	18	85 991	16 346	3 618	715	.8	.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	46	92 443	13 349	3 210	389	.1	2.5
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	46	92 443	13 349	3 210	389	.1	2.5
5321201	Truck rental without drivers	17	D	D	D	b	D	D
5321202	Truck leasing	26	82 563	11 790	2 855	336	—	2.0
5322	Consumer goods rental	151	110 744	25 407	5 956	1 521	7.8	2.4
53221	Consumer electronics and appliances rental	20	9 864	2 032	573	85	.3	6.8
532210	Consumer electronics and appliances rental	20	9 864	2 032	573	85	.3	6.8
53222	Formal wear and costume rental	15	5 157	1 062	252	83	8.2	7.2
532220	Formal wear and costume rental	15	5 157	1 062	252	83	8.2	7.2
53223	Video tape and disc rental	84	53 804	9 621	2 382	898	9.9	.4
532230	Video tape and disc rental	84	53 804	9 621	2 382	898	9.9	.4
53229	Other consumer goods rental	32	41 919	12 692	2 749	455	6.6	3.2
532291	Home health equipment rental	11	18 343	5 467	1 263	136	9.9	5.5
532299	All other consumer goods rental	17	22 512	6 943	1 405	306	1.5	1.5
5323	General rental centers	10	3 739	968	167	40	62.3	3.2
53231	General rental centers	10	3 739	968	167	40	62.3	3.2
532310	General rental centers	10	3 739	968	167	40	62.3	3.2
5324	Commercial and industrial machinery and equipment rental and leasing	49	100 755	23 073	5 480	498	5.5	1.1
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	15	D	D	D	c	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	13	48 355	11 065	2 772	226	2.4	.3
5324121	Rental and leasing of heavy construction equipment without operators	13	48 355	11 065	2 772	226	2.4	.3
53249	Other commercial and industrial machinery and equipment rental and leasing	30	48 845	11 473	2 580	263	8.9	2.1
532490	Other commercial and industrial machinery and equipment rental and leasing	30	48 845	11 473	2 580	263	8.9	2.1
5324902	Industrial equipment rental and leasing	21	31 716	7 393	1 739	169	4.2	3.2
533	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	10	11 934	3 411	753	60	3.8	.9
5331109	Patent owners and lessors	10	11 934	3 411	753	60	3.8	.9
	Racine, WI Metropolitan Statistical Area							
53	Real estate and rental and leasing	123	56 715	13 393	2 842	603	26.6	8.1
531	Real estate	97	45 249	10 919	2 302	422	31.7	9.2
5311	Lessors of real estate	41	19 414	3 886	896	193	21.2	10.5
53111	Lessors of residential buildings and dwellings	25	14 733	2 117	520	100	20.5	8.2
531110	Lessors of residential buildings and dwellings	25	14 733	2 117	520	100	20.5	8.2
5311101	Lessors of apartment buildings	16	12 069	1 117	263	44	21.5	8.5
531112	Lessors of nonresidential buildings (except miniwarehouses)	12	4 389	1 658	363	89	22.9	18.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	4 389	1 658	363	89	22.9	18.1
5312	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
53121	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
531210	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
5312101	Offices of residential real estate agents and brokers ...	30	D	D	D	c	D	D
5313	Activities related to real estate	25	8 129	3 580	694	106	16.6	22.8
53131	Real estate property managers	11	4 800	1 903	328	58	10.4	35.0
532	Rental and leasing services	26	11 466	2 474	540	181	6.6	4.2
5322	Consumer goods rental	20	7 360	1 490	375	141	5.3	6.5
53223	Video tape and disc rental	14	5 818	1 188	314	122	5.9	5.0
532230	Video tape and disc rental	14	5 818	1 188	314	122	5.9	5.0

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	4 491	5 181 700	992 507	240 668	30 916	16.5	6.5
531	Real estate	3 820	D	D	D	j	D	D
5311	Lessors of real estate	1 267	D	D	D	i	D	D
53111	Lessors of residential buildings and dwellings	806	D	D	D	h	D	D
531110	Lessors of residential buildings and dwellings	806	D	D	D	h	D	D
5311101	Lessors of apartment buildings	727	D	D	D	h	D	D
5311109	Lessors of dwellings other than apartment buildings	79	D	D	D	c	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	291	D	D	D	g	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	291	D	D	D	g	D	D
5311201	Lessors of professional and other office buildings	139	D	D	D	f	D	D
5311202	Lessors of manufacturing and industrial buildings	30	D	D	D	c	D	D
5311203	Lessors of shopping centers and retail stores	87	D	D	D	f	D	D
5311209	Lessors of other nonresidential buildings and facilities	35	D	D	D	c	D	D
53113	Lessors of miniwarehouses and self-storage units	68	D	D	D	c	D	D
531130	Lessors of miniwarehouses and self-storage units	68	D	D	D	c	D	D
53119	Lessors of other real estate property	102	68 881	9 255	2 284	390	28.8	9.3
531190	Lessors of other real estate property	102	68 881	9 255	2 284	390	28.8	9.3
5311901	Lessors of manufactured (mobile) home sites	87	D	D	D	e	D	D
5311909	Lessors of other real estate property	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	1 536	1 203 807	169 198	37 814	5 051	28.2	4.9
53121	Offices of real estate agents and brokers	1 536	1 203 807	169 198	37 814	5 051	28.2	4.9
531210	Offices of real estate agents and brokers	1 536	1 203 807	169 198	37 814	5 051	28.2	4.9
5312101	Offices of residential real estate agents and brokers	1 316	1 035 668	111 391	24 911	3 858	26.7	5.4
5312109	Offices of nonresidential real estate agents and brokers	220	168 139	57 807	12 903	1 193	37.5	2.1
5313	Activities related to real estate	1 017	D	D	D	i	D	D
53131	Real estate property managers	545	D	D	D	i	D	D
531311	Residential property managers	362	D	D	D	i	D	D
531312	Nonresidential property managers	183	D	D	D	g	D	D
53132	Offices of real estate appraisers	254	D	D	D	f	D	D
531320	Offices of real estate appraisers	254	D	D	D	f	D	D
53139	Other activities related to real estate	218	D	D	D	f	D	D
531390	Other activities related to real estate	218	D	D	D	f	D	D
532	Rental and leasing services	624	D	D	D	i	D	D
5321	Automotive equipment rental and leasing	127	800 941	114 662	27 674	2 949	2.6	4.8
53211	Passenger car rental and leasing	52	D	D	D	g	D	D
532111	Passenger car rental	33	D	D	D	g	D	D
532112	Passenger car leasing	19	399 575	57 887	14 375	1 037	2.3	.1
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	75	D	D	D	f	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	75	D	D	D	f	D	D
5321201	Truck rental without drivers	30	D	D	D	c	D	D
5321202	Truck leasing	43	D	D	D	e	D	D
5322	Consumer goods rental	296	D	D	D	h	D	D
53222	Formal wear and costume rental	27	D	D	D	c	D	D
532220	Formal wear and costume rental	27	D	D	D	c	D	D
53223	Video tape and disc rental	207	D	D	D	g	D	D
532230	Video tape and disc rental	207	D	D	D	g	D	D
53229	Other consumer goods rental	53	D	D	D	t	D	D
532291	Home health equipment rental	12	D	D	D	c	D	D
532292	Recreational goods rental	17	D	D	D	b	D	D
532299	All other consumer goods rental	24	25 721	7 997	1 602	284	22.2	4.1
5323	General rental centers	59	D	D	D	e	D	D
53231	General rental centers	59	D	D	D	e	D	D
532310	General rental centers	59	D	D	D	e	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	142	D	D	D	h	D	D
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	36	D	D	D	e	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	31	D	D	D	e	D	D
5324121	Rental and leasing of heavy construction equipment without operators	31	D	D	D	e	D	D
53242	Office machinery and equipment rental and leasing	24	D	D	D	e	D	D
532420	Office machinery and equipment rental and leasing	24	D	D	D	e	D	D
5324209	Computer rental and leasing	18	D	D	D	c	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	82	D	D	D	g	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	82	D	D	D	g	D	D
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	12	D	D	D	c	D	D
5324902	Industrial equipment rental and leasing	58	D	D	D	g	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
53	Real estate and rental and leasing—Con.							
533	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
5331109	Patent owners and lessors	45	D	D	D	g	D	D
Faribault-Northfield, MN Micropolitan Statistical Area								
53	Real estate and rental and leasing	49	19 775	2 985	659	137	43.5	4.9
531	Real estate	43	16 426	2 067	483	90	52.4	6.0
5311	Lessors of real estate	16	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	10	4 098	526	125	28	59.8	23.6
531110	Lessors of residential buildings and dwellings	10	4 098	526	125	28	59.8	23.6
5312	Offices of real estate agents and brokers	22	8 875	1 074	239	35	50.8	—
53121	Offices of real estate agents and brokers	22	8 875	1 074	239	35	50.8	—
531210	Offices of real estate agents and brokers	22	8 875	1 074	239	35	50.8	—
5312101	Offices of residential real estate agents and brokers ...	18	D	D	D	b	D	D
532	Rental and leasing services	6	3 349	918	176	47	—	—
Hutchinson, MN Micropolitan Statistical Area								
53	Real estate and rental and leasing	26	9 797	1 404	300	55	63.5	6.8
531	Real estate	26	9 797	1 404	300	55	63.5	6.8
5311	Lessors of real estate	11	D	D	D	a	D	D
5312	Offices of real estate agents and brokers	10	6 613	867	185	26	64.3	6.2
53121	Offices of real estate agents and brokers	10	6 613	867	185	26	64.3	6.2
531210	Offices of real estate agents and brokers	10	6 613	867	185	26	64.3	6.2
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	4 199	5 053 094	968 893	235 414	29 698	15.9	6.5
531	Real estate	3 580	3 138 257	599 049	142 211	19 994	23.1	8.4
5311	Lessors of real estate	1 166	1 337 707	159 238	40 782	6 123	18.4	12.4
53111	Lessors of residential buildings and dwellings	747	670 880	78 433	18 745	3 954	23.6	18.0
531110	Lessors of residential buildings and dwellings	747	670 880	78 433	18 745	3 954	23.6	18.0
5311101	Lessors of apartment buildings	676	647 376	73 962	17 608	3 738	22.1	18.3
5311109	Lessors of dwellings other than apartment buildings ...	71	23 504	4 471	1 137	216	64.2	8.5
53112	Lessors of nonresidential buildings (except min Warehouses)	269	579 481	69 502	19 295	1 678	11.2	6.7
531120	Lessors of nonresidential buildings (except min Warehouses)	269	579 481	69 502	19 295	1 678	11.2	6.7
5311201	Lessors of professional and other office buildings	130	321 729	45 109	13 157	900	7.3	5.4
5311202	Lessors of manufacturing and industrial buildings	28	D	D	D	c	D	D
5311203	Lessors of shopping centers and retail stores	81	212 861	15 382	4 036	513	15.0	5.8
5311209	Lessors of other nonresidential buildings and facilities ...	30	D	D	D	c	D	D
53113	Lessors of min Warehouses and self-storage units	65	22 785	2 331	527	125	20.8	4.7
531130	Lessors of min Warehouses and self-storage units	65	22 785	2 331	527	125	20.8	4.7
53119	Lessors of other real estate property	85	64 561	8 972	2 215	366	27.2	9.2
531190	Lessors of other real estate property	85	64 561	8 972	2 215	366	27.2	9.2
5311901	Lessors of manufactured (mobile) home sites	71	50 060	6 346	1 489	285	31.6	11.1
5311909	Lessors of other real estate property	13	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	1 456	1 158 909	163 989	36 666	4 868	27.5	4.9
53121	Offices of real estate agents and brokers	1 456	1 158 909	163 989	36 666	4 868	27.5	4.9
531210	Offices of real estate agents and brokers	1 456	1 158 909	163 989	36 666	4 868	27.5	4.9
5312101	Offices of residential real estate agents and brokers ...	1 246	993 070	106 613	23 858	3 690	26.0	5.4
5312109	Offices of nonresidential real estate agents and brokers	210	165 839	57 376	12 808	1 178	36.6	2.1
5313	Activities related to real estate	958	641 641	275 822	64 763	9 003	24.7	6.5
53131	Real estate property managers	520	435 838	209 370	50 309	7 611	22.0	7.3
531311	Residential property managers	342	289 712	141 379	33 609	5 907	20.3	7.9
531312	Nonresidential property managers	178	146 126	67 991	16 700	1 704	25.3	6.0
53132	Offices of real estate appraisers	230	128 323	40 760	9 140	847	22.6	2.9
531320	Offices of real estate appraisers	230	128 323	40 760	9 140	847	22.6	2.9
53139	Other activities related to real estate	208	77 480	25 692	5 314	545	43.7	8.3
531390	Other activities related to real estate	208	77 480	25 692	5 314	545	43.7	8.3

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con.								
Real estate and rental and leasing—Con.								
53 532	Rental and leasing services	572	D	D	D	i	D	D
5321	Automotive equipment rental and leasing	117	792 581	113 222	27 339	2 899	2.6	4.8
53211	Passenger car rental and leasing	50	621 647	93 409	22 513	2 397	2.4	3.9
532111	Passenger car rental	31	222 072	35 522	8 138	1 360	2.5	10.7
532112	Passenger car leasing	19	399 575	57 887	14 375	1 037	2.3	.1
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	67	170 934	19 813	4 826	502	3.5	8.3
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	67	170 934	19 813	4 826	502	3.5	8.3
5321201	Truck rental without drivers	28	D	D	D	c	D	D
5321202	Truck leasing	37	150 650	16 760	4 147	387	1.6	9.0
5322	Consumer goods rental	267	155 479	34 333	8 104	2 501	13.8	3.5
53222	Formal wear and costume rental	26	11 055	2 978	611	163	5.9	.1
532220	Formal wear and costume rental	26	11 055	2 978	611	163	5.9	.1
53223	Video tape and disc rental	187	98 950	18 528	4 684	1 875	12.7	3.8
532230	Video tape and disc rental	187	98 950	18 528	4 684	1 875	12.7	3.8
53229	Other consumer goods rental	45	D	D	D	e	D	D
532292	Recreational goods rental	16	4 172	1 290	279	89	56.0	1.3
532299	All other consumer goods rental	22	D	D	D	c	D	D
5323	General rental centers	53	D	D	D	e	D	D
53231	General rental centers	53	D	D	D	e	D	D
532310	General rental centers	53	D	D	D	e	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	135	549 151	112 462	29 345	2 719	5.0	3.0
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	35	D	D	D	e	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	30	D	D	D	e	D	D
5324121	Rental and leasing of heavy construction equipment without operators	30	D	D	D	e	D	D
53242	Office machinery and equipment rental and leasing	23	D	D	D	e	D	D
532420	Office machinery and equipment rental and leasing	23	D	D	D	e	D	D
5324209	Computer rental and leasing	17	D	D	D	c	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	77	D	D	D	g	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	77	D	D	D	g	D	D
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	12	D	D	D	c	D	D
5324902	Industrial equipment rental and leasing	53	192 546	55 076	13 980	1 787	8.9	5.1
533	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
5331	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
53311	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
533110	Lessors of nonfinancial intangible assets (except copyrighted works)	47	D	D	D	g	D	D
5331109	Patent owners and lessors	45	D	D	D	g	D	D
Red Wing, MN Micropolitan Statistical Area								
53	Real estate and rental and leasing	48	13 127	2 208	527	144	32.7	8.4
531	Real estate	34	D	D	D	b	D	D
5311	Lessors of real estate	15	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	12	4 034	464	108	23	41.1	1.8
53121	Offices of real estate agents and brokers	12	4 034	464	108	23	41.1	1.8
531210	Offices of real estate agents and brokers	12	4 034	464	108	23	41.1	1.8
5312101	Offices of residential real estate agents and brokers ...	11	D	D	D	b	D	D
532	Rental and leasing services	14	D	D	D	b	D	D
5322	Consumer goods rental	11	D	D	D	b	D	D
St. Cloud, MN Metropolitan Statistical Area								
53	Real estate and rental and leasing	169	85 907	17 017	3 768	882	33.7	5.5
531	Real estate	137	65 656	12 261	2 857	681	41.6	6.6
5311	Lessors of real estate	59	29 184	4 011	986	257	41.3	2.6
53111	Lessors of residential buildings and dwellings	36	16 383	2 645	627	175	58.0	2.7
531110	Lessors of residential buildings and dwellings	36	16 383	2 645	627	175	58.0	2.7
5311101	Lessors of apartment buildings	33	15 772	2 609	615	169	57.5	2.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	15	10 541	1 194	319	69	13.2	3.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	15	10 541	1 194	319	69	13.2	3.1

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
St. Cloud, MN Metropolitan Statistical Area—Con.								
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5312	Offices of real estate agents and brokers	36	25 376	2 804	616	99	39.6	7.5
53121	Offices of real estate agents and brokers	36	25 376	2 804	616	99	39.6	7.5
531210	Offices of real estate agents and brokers	36	25 376	2 804	616	99	39.6	7.5
5312101	Offices of residential real estate agents and brokers ...	33	25 030	2 703	595	94	38.8	7.6
5313	Activities related to real estate	42	11 096	5 446	1 255	325	46.8	14.9
53131	Real estate property managers	22	D	D	D	e	D	D
531311	Residential property managers	17	D	D	D	c	D	D
53132	Offices of real estate appraisers	14	D	D	D	b	D	D
531320	Offices of real estate appraisers	14	D	D	D	b	D	D
532	Rental and leasing services	32	20 251	4 756	911	201	8.1	2.2
5322	Consumer goods rental	15	9 864	2 389	547	142	3.5	4.5
WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA								
53	Real estate and rental and leasing	118	52 266	9 491	2 201	468	28.9	7.9
531	Real estate	89	29 567	5 247	1 264	257	48.4	12.1
5311	Lessors of real estate	33	10 790	1 558	359	100	45.5	18.6
53111	Lessors of residential buildings and dwellings	15	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	15	D	D	D	b	D	D
5311101	Lessors of apartment buildings	14	D	D	D	b	D	D
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 and brokers	29	14 567	1 864	423	85	45.2	8.7
53121	Offices of real estate agents and brokers	29	14 567	1 864	423	85	45.2	8.7
531210	Offices of real estate agents and brokers	29	14 567	1 864	423	85	45.2	8.7
5312101	Offices of residential real estate agents and brokers ...	27	D	D	D	b	D	D
5313	Activities related to real estate	27	4 210	1 825	482	72	66.9	6.8
53131	Real estate property managers	10	1 021	359	83	21	88.3	11.7
53132	Offices of real estate appraisers	12	2 592	1 384	380	45	55.8	1.5
531320	Offices of real estate appraisers	12	2 592	1 384	380	45	55.8	1.5
532	Rental and leasing services	28	D	D	D	c	D	D
5322	Consumer goods rental	11	5 808	1 236	291	97	.7	6.2
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
Merrill, WI Micropolitan Statistical Area								
53	Real estate and rental and leasing	30	6 373	1 642	424	77	64.9	12.4
531	Real estate	27	5 256	1 470	384	62	69.9	15.1
5312	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4
53121	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4
531210	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4
5312101	Offices of residential real estate agents and brokers ...	12	D	D	D	a	D	D
532	Rental and leasing services	3	1 117	172	40	15	41.5	—
Wausau, WI Metropolitan Statistical Area								
53	Real estate and rental and leasing	88	45 893	7 849	1 777	391	23.9	7.3
531	Real estate	62	24 311	3 777	880	195	43.8	11.4
5311	Lessors of real estate	28	9 726	1 309	313	89	49.2	13.0
53111	Lessors of residential buildings and dwellings	14	6 864	697	174	54	51.2	18.4
531110	Lessors of residential buildings and dwellings	14	6 864	697	174	54	51.2	18.4
5311101	Lessors of apartment buildings	13	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2
53121	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2
531210	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2
5312101	Offices of residential real estate agents and brokers ...	15	12 389	1 587	354	66	36.7	10.2
5313	Activities related to real estate	19	2 196	881	213	40	59.4	11.1
532	Rental and leasing services	25	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admini- strative records ¹	Estimated ²
DULUTH, MN-WI METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	235	140 908	21 619	5 141	1 180	28.7	11.0
531	Real estate	172	104 918	14 450	3 532	779	32.7	9.5
5311	Lessors of real estate	87	66 936	7 407	1 797	408	26.3	9.4
53111	Lessors of residential buildings and dwellings	53	23 996	3 155	747	226	42.8	23.1
531110	Lessors of residential buildings and dwellings	53	23 996	3 155	747	226	42.8	23.1
5311101	Lessors of apartment buildings	40	18 581	2 221	528	149	36.6	22.4
5311109	Lessors of dwellings other than apartment buildings	13	5 415	934	219	77	64.1	25.8
53112	Lessors of nonresidential buildings (except miniwarehouses)	20	27 633	3 430	870	153	14.9	2.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	20	27 633	3 430	870	153	14.9	2.7
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 and brokers	59	27 429	3 160	835	152	52.7	12.1
53121	Offices of real estate agents and brokers	59	27 429	3 160	835	152	52.7	12.1
531210	Offices of real estate agents and brokers	59	27 429	3 160	835	152	52.7	12.1
5312101	Offices of residential real estate agents and brokers	55	26 369	2 936	781	143	50.8	12.6
5313	Activities related to real estate	26	10 553	3 883	900	219	21.8	3.3
53131	Real estate property managers	13	D	D	D	c	D	D
53132	Offices of real estate appraisers	10	3 426	1 433	310	55	23.2	—
531320	Offices of real estate appraisers	10	3 426	1 433	310	55	23.2	—
532	Rental and leasing services	62	D	D	D	e	D	D
5322	Consumer goods rental	35	D	D	D	c	D	D
53223	Video tape and disc rental	20	5 887	1 175	272	156	24.5	2.4
532230	Video tape and disc rental	20	5 887	1 175	272	156	24.5	2.4
53229	Other consumer goods rental	12	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	11	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
GREEN BAY, WI METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	253	165 420	30 578	7 420	1 396	24.4	4.9
531	Real estate	191	107 425	18 845	4 640	851	34.7	6.5
5311	Lessors of real estate	70	44 558	5 960	1 473	298	27.3	8.9
53111	Lessors of residential buildings and dwellings	35	24 444	2 878	607	163	34.2	10.9
531110	Lessors of residential buildings and dwellings	35	24 444	2 878	607	163	34.2	10.9
5311101	Lessors of apartment buildings	31	23 438	2 696	565	153	33.0	11.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	25	18 009	2 749	785	118	18.4	7.3
531120	Lessors of nonresidential buildings (except miniwarehouses)	25	18 009	2 749	785	118	18.4	7.3
5311201	Lessors of professional and other office buildings	13	8 084	1 090	255	59	17.0	10.8
5312	Offices of real estate agents and brokers	70	39 168	5 270	1 296	227	44.9	3.8
53121	Offices of real estate agents and brokers	70	39 168	5 270	1 296	227	44.9	3.8
531210	Offices of real estate agents and brokers	70	39 168	5 270	1 296	227	44.9	3.8
5312101	Offices of residential real estate agents and brokers	58	35 401	4 382	1 094	195	40.9	2.8
5312109	Offices of nonresidential real estate agents and brokers	12	3 767	888	202	32	82.9	13.9
5313	Activities related to real estate	51	23 699	7 615	1 871	326	31.9	6.4
53131	Real estate property managers	25	17 803	5 029	1 217	236	30.1	4.4
531311	Residential property managers	18	14 395	4 283	1 052	213	21.9	5.4
53132	Offices of real estate appraisers	16	4 164	1 720	401	57	36.0	13.5
531320	Offices of real estate appraisers	16	4 164	1 720	401	57	36.0	13.5
53139	Other activities related to real estate	10	1 732	866	253	33	41.1	10.0
531390	Other activities related to real estate	10	1 732	866	253	33	41.1	10.0
532	Rental and leasing services	60	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	13	19 226	3 127	652	133	8.5	1.5
5322	Consumer goods rental	33	21 577	4 711	1 137	304	1.1	4.0
53223	Video tape and disc rental	20	8 165	1 349	329	161	2.9	5.4
532230	Video tape and disc rental	20	8 165	1 349	329	161	2.9	5.4
5324	Commercial and industrial machinery and equipment rental and leasing	12	16 097	3 427	916	96	7.1	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D
IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	25	8 700	1 592	411	116	49.5	.8
531	Real estate	18	5 730	1 035	275	79	63.8	—
532	Rental and leasing services	7	2 970	557	136	37	21.9	2.5

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
JANESVILLE, WI METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	111	67 453	9 086	2 071	435	21.5	9.0
531	Real estate	86	56 206	6 988	1 565	269	24.0	10.6
5311	Lessors of real estate	39	39 057	4 525	1 079	170	8.4	12.9
53111	Lessors of residential buildings and dwellings	21	13 916	1 882	400	98	12.7	31.8
531110	Lessors of residential buildings and dwellings	21	13 916	1 882	400	98	12.7	31.8
5311101	Lessors of apartment buildings	17	12 765	1 699	353	79	6.0	33.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	22 966	2 527	652	64	6.2	.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	22 966	2 527	652	64	6.2	.1
5312	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
53121	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
531210	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
5312101	Offices of residential real estate agents and brokers ...	26	D	D	D	b	D	D
5313	Activities related to real estate	19	3 417	1 229	237	44	72.0	1.3
532	Rental and leasing services	24	D	D	D	c	D	D
5322	Consumer goods rental	18	7 185	1 430	360	140	11.0	2.1
53223	Video tape and disc rental	12	5 538	1 068	271	122	13.2	2.7
532230	Video tape and disc rental	12	5 538	1 068	271	122	13.2	2.7
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	118	76 105	20 972	4 263	814	21.1	15.2
531	Real estate	83	D	D	D	e	D	D
5311	Lessors of real estate	42	27 549	7 151	1 590	258	27.9	22.8
53111	Lessors of residential buildings and dwellings	18	D	D	D	c	D	D
531110	Lessors of residential buildings and dwellings	18	D	D	D	c	D	D
5311101	Lessors of apartment buildings	15	D	D	D	c	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	14	14 944	5 278	1 148	84	32.4	1.6
531120	Lessors of nonresidential buildings (except miniwarehouses)	14	14 944	5 278	1 148	84	32.4	1.6
5312	Offices of real estate agents and brokers	19	13 239	1 223	274	65	36.9	11.9
53121	Offices of real estate agents and brokers	19	13 239	1 223	274	65	36.9	11.9
531210	Offices of real estate agents and brokers	19	13 239	1 223	274	65	36.9	11.9
5312101	Offices of residential real estate agents and brokers ...	17	D	D	D	b	D	D
5313	Activities related to real estate	22	D	D	D	c	D	D
53131	Real estate property managers	14	3 854	2 016	468	106	42.3	12.9
531311	Residential property managers	12	D	D	D	c	D	D
532	Rental and leasing services	33	D	D	D	e	D	D
5322	Consumer goods rental	14	9 547	4 603	917	215	7.0	14.3
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D
MANITOWOC, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	37	15 596	3 018	621	194	24.9	15.4
531	Real estate	31	11 682	2 413	496	148	32.0	20.5
5311	Lessors of real estate	11	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	10	2 953	608	154	42	42.2	4.6
531110	Lessors of residential buildings and dwellings	10	2 953	608	154	42	42.2	4.6
5312	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0
53121	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0
531210	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0
5312101	Offices of residential real estate agents and brokers ...	11	D	D	D	b	D	D
532	Rental and leasing services	6	3 914	605	125	46	3.8	—
MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	34	10 271	1 501	346	97	39.4	6.3
531	Real estate	26	6 159	588	137	41	48.6	10.5
5311	Lessors of real estate	11	3 551	397	95	21	29.2	—
53111	Lessors of residential buildings and dwellings	10	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	10	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	15	2 608	191	42	20	75.2	24.8
53121	Offices of real estate agents and brokers	15	2 608	191	42	20	75.2	24.8
531210	Offices of real estate agents and brokers	15	2 608	191	42	20	75.2	24.8
5312101	Offices of residential real estate agents and brokers ...	14	D	D	D	b	D	D
532	Rental and leasing services	8	4 112	913	209	56	25.6	—

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[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MONROE, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	24	8 074	1 190	268	81	21.8	33.1
531	Real estate	18	5 559	626	150	47	25.7	31.9
532	Rental and leasing services	6	2 515	564	118	34	13.4	35.8
PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	47	6 936	1 509	341	103	67.3	6.3
531	Real estate	44	6 570	1 439	330	94	71.1	4.9
5311	Lessors of real estate	27	3 283	465	109	46	68.6	9.2
53111	Lessors of residential buildings and dwellings	16	1 771	149	38	29	80.5	15.3
531110	Lessors of residential buildings and dwellings	16	1 771	149	38	29	80.5	15.3
5311101	Lessors of apartment buildings	16	1 771	149	38	29	80.5	15.3
5312	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
53121	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
531210	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
5312101	Offices of residential real estate agents and brokers ...	12	2 061	343	69	17	84.0	1.0
532	Rental and leasing services	3	366	70	11	9	—	30.9
SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	85	39 295	5 531	1 288	287	33.2	13.6
531	Real estate	70	26 596	3 503	803	179	48.2	11.5
5311	Lessors of real estate	36	14 222	2 044	437	104	47.0	12.1
53111	Lessors of residential buildings and dwellings	18	5 508	570	128	45	72.6	25.7
531110	Lessors of residential buildings and dwellings	18	5 508	570	128	45	72.6	25.7
5311101	Lessors of apartment buildings	17	D	D	D	b	D	D
531112	Lessors of nonresidential buildings (except miniwarehouses)	15	8 173	1 354	283	55	30.0	3.6
531120	Lessors of nonresidential buildings (except miniwarehouses)	15	8 173	1 354	283	55	30.0	3.6
5312	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
53121	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
531210	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
5312101	Offices of residential real estate agents and brokers ...	25	D	D	D	b	D	D
532	Rental and leasing services	14	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	42	24 101	3 624	812	145	19.9	27.2
531	Real estate	32	14 993	2 009	436	74	30.4	9.6
5311	Lessors of real estate	21	4 675	414	94	33	68.4	2.6
53111	Lessors of residential buildings and dwellings	12	3 057	297	73	24	53.3	4.0
531110	Lessors of residential buildings and dwellings	12	3 057	297	73	24	53.3	4.0
532	Rental and leasing services	9	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	60	20 874	3 978	931	203	25.7	13.5
531	Real estate	45	13 354	2 373	539	115	38.4	18.7
5311	Lessors of real estate	16	4 795	991	250	54	8.7	27.5
5312	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
53121	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
531210	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
5312101	Offices of residential real estate agents and brokers ...	16	D	D	D	b	D	D
5313	Activities related to real estate	12	2 321	877	188	35	52.8	—
532	Rental and leasing services	14	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
WHITEWATER, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	102	43 891	7 404	1 763	359	39.7	4.6
531	Real estate	79	34 793	5 588	1 305	242	46.6	5.3
5311	Lessors of real estate	33	12 865	2 939	733	103	49.5	3.2
53111	Lessors of residential buildings and dwellings	19	9 560	2 371	595	76	41.2	2.4
531110	Lessors of residential buildings and dwellings	19	9 560	2 371	595	76	41.2	2.4
5311101	Lessors of apartment buildings	14	8 630	2 273	573	67	36.9	.6
5312	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
53121	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
531210	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
5312101	Offices of residential real estate agents and brokers ...	30	18 242	1 858	402	90	42.0	6.7
5313	Activities related to real estate	16	3 686	791	170	49	58.8	5.9
53131	Real estate property managers	11	2 248	468	92	31	86.5	9.7
532	Rental and leasing services	22	D	D	D	c	D	D
5322	Consumer goods rental	12	3 800	657	199	77	9.4	3.2
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	59	31 629	4 533	955	239	31.5	13.9
531	Real estate	46	18 831	2 237	446	123	52.7	21.2
5311	Lessors of real estate	27	8 060	985	207	58	44.5	29.7
53111	Lessors of residential buildings and dwellings	14	4 235	355	64	22	60.5	37.0
531110	Lessors of residential buildings and dwellings	14	4 235	355	64	22	60.5	37.0
5311101	Lessors of apartment buildings	11	3 221	240	55	20	50.2	46.5
5312	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
53121	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
531210	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
5312101	Offices of residential real estate agents and brokers ...	14	D	D	D	b	D	D
532	Rental and leasing services	13	12 798	2 296	509	116	.4	3.3

¹Includes revenue information obtained from administrative records of other federal agencies.

²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Table 3. Summary Statistics for Counties: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
ADAMS								
53	Real estate and rental and leasing	10	2 363	411	96	22	86.9	7.8
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ASHLAND								
53	Real estate and rental and leasing	14	3 524	847	197	49	52.3	13.3
531	Real estate	11	2 903	711	170	31	46.2	16.2
532	Rental and leasing services	3	621	136	27	18	80.7	—
BARRON								
53	Real estate and rental and leasing	43	16 706	3 030	727	143	30.9	12.3
531	Real estate	34	13 505	2 507	605	107	35.9	15.0
5311	Lessors of real estate	12	5 194	396	87	19	17.2	26.1
5312	Offices of real estate agents and brokers	16	4 993	731	171	53	64.7	12.9
53121	Offices of real estate agents and brokers	16	4 993	731	171	53	64.7	12.9
531210	Offices of real estate agents and brokers	16	4 993	731	171	53	64.7	12.9
5312101	Offices of residential real estate agents and brokers ...	14	D	D	D	b	D	D
532	Rental and leasing services	9	3 201	523	122	36	9.7	.7
BAYFIELD								
53	Real estate and rental and leasing	12	2 871	514	98	28	32.0	32.4
531	Real estate	12	2 871	514	98	28	32.0	32.4
BROWN								
53	Real estate and rental and leasing	225	159 171	29 068	7 084	1 302	23.4	4.8
531	Real estate	166	102 381	17 545	4 354	768	33.5	6.3
5311	Lessors of real estate	59	D	D	D	e	D	D
53111	Lessors of residential buildings and dwellings	31	22 952	2 702	565	150	35.5	11.7
531110	Lessors of residential buildings and dwellings	31	22 952	2 702	565	150	35.5	11.7
5311101	Lessors of apartment buildings	27	21 946	2 520	523	140	34.3	12.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	24	D	D	D	c	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	24	D	D	D	c	D	D
5311201	Lessors of professional and other office buildings	13	8 084	1 090	255	59	17.0	10.8
5312	Offices of real estate agents and brokers	60	37 464	4 784	1 189	211	42.5	4.0
53121	Offices of real estate agents and brokers	60	37 464	4 784	1 189	211	42.5	4.0
531210	Offices of real estate agents and brokers	60	37 464	4 784	1 189	211	42.5	4.0
5312101	Offices of residential real estate agents and brokers ...	49	D	D	D	c	D	D
5312109	Offices of nonresidential real estate agents and brokers	11	D	D	D	b	D	D
5313	Activities related to real estate	47	D	D	D	e	D	D
53131	Real estate property managers	23	D	D	D	c	D	D
531311	Residential property managers	17	D	D	D	c	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 and leasing services	57	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	12	D	D	D	c	D	D
5322	Consumer goods rental	32	D	D	D	e	D	D
53223	Video tape and disc rental	19	D	D	D	c	D	D
532230	Video tape and disc rental	19	D	D	D	c	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	11	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D
BUFFALO								
53	Real estate and rental and leasing	10	D	D	D	b	D	D
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BURNETT								
53	Real estate and rental and leasing	16	3 932	698	130	28	76.2	—
531	Real estate	14	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
CALUMET								
53	Real estate and rental and leasing	27	7 377	1 017	252	80	34.7	12.2
531	Real estate	25	D	D	D	b	D	D
5311	Lessors of real estate	14	2 440	348	82	37	23.9	35.1
532	Rental and leasing services	2	D	D	D	b	D	D
CHIPPEWA								
53	Real estate and rental and leasing	32	18 763	2 365	447	121	16.3	14.7
531	Real estate	23	15 176	1 764	290	69	18.0	17.5
5311	Lessors of real estate	12	12 221	1 463	218	50	8.1	19.5
532	Rental and leasing services	8	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
CLARK								
53	Real estate and rental and leasing	15	2 268	438	111	32	42.0	19.5
531	Real estate	11	1 239	316	78	22	76.8	23.2
532	Rental and leasing services	4	1 029	122	33	10	—	15.2
COLUMBIA								
53	Real estate and rental and leasing	39	D	D	D	b	D	D
531	Real estate	38	D	D	D	b	D	D
5311	Lessors of real estate	16	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	10	D	D	D	a	D	D
531110	Lessors of residential buildings and dwellings	10	D	D	D	a	D	D
5312	Offices of real estate agents and brokers	18	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	18	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	18	D	D	D	b	D	D
5312101	Offices of residential real estate agents and brokers ...	18	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
CRAWFORD								
53	Real estate and rental and leasing	12	D	D	D	b	D	D
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
DANE								
53	Real estate and rental and leasing	591	D	D	D	h	D	D
531	Real estate	488	D	D	D	h	D	D
5311	Lessors of real estate	209	D	D	D	g	D	D
53111	Lessors of residential buildings and dwellings	162	D	D	D	f	D	D
531110	Lessors of residential buildings and dwellings	162	D	D	D	f	D	D
5311101	Lessors of apartment buildings	140	D	D	D	f	D	D
5311109	Lessors of dwellings other than apartment buildings ...	22	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	33	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	33	D	D	D	b	D	D
5311201	Lessors of professional and other office buildings	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	121	116 340	15 006	3 296	446	23.2	6.9
53121	Offices of real estate agents and brokers	121	116 340	15 006	3 296	446	23.2	6.9
531210	Offices of real estate agents and brokers	121	116 340	15 006	3 296	446	23.2	6.9
5312101	Offices of residential real estate agents and brokers ...	97	104 823	10 729	2 146	330	23.2	7.2
5312109	Offices of nonresidential real estate agents and brokers	24	11 517	4 277	1 150	116	24.1	3.9
5313	Activities related to real estate	158	D	D	D	g	D	D
53131	Real estate property managers	102	D	D	D	g	D	D
531311	Residential property managers	76	D	D	D	g	D	D
531312	Nonresidential property managers	26	D	D	D	c	D	D
53132	Offices of real estate appraisers	38	D	D	D	b	D	D
531320	Offices of real estate appraisers	38	D	D	D	b	D	D
53139	Other activities related to real estate	18	D	D	D	b	D	D
531390	Other activities related to real estate	18	D	D	D	b	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 admini-strative records ¹	Estimated ²
	DANE—Con.							
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services	98	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	24	62 725	5 968	1 433	268	4.3	2.4
53211	Passenger car rental and leasing	11	42 913	3 245	796	172	6.3	3.5
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	19 812	2 723	637	96	—	—
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	19 812	2 723	637	96	—	—
5322	Consumer goods rental	57	D	D	D	f	D	D
53223	Video tape and disc rental	37	D	D	D	e	D	D
532230	Video tape and disc rental	37	D	D	D	e	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	13	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	5	D	D	D	b	D	D
	DODGE							
53	Real estate and rental and leasing	45	30 499	4 582	1 034	228	15.6	8.6
531	Real estate	31	8 208	1 203	246	66	51.2	23.0
5311	Lessors of real estate	13	3 858	288	69	30	18.6	28.4
5312	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
53121	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
531210	Offices of real estate agents and brokers	12	3 279	498	103	18	89.2	8.7
5312101	Offices of residential real estate agents and brokers ...	12	3 279	498	103	18	89.2	8.7
532	Rental and leasing services	14	22 291	3 379	788	162	2.4	3.3
5322	Consumer goods rental	10	D	D	D	b	D	D
	DOOR							
53	Real estate and rental and leasing	52	20 323	4 299	875	219	51.1	9.6
531	Real estate	44	17 332	3 449	732	182	59.8	11.2
5312	Offices of real estate agents and brokers	25	10 573	1 309	257	52	63.4	5.3
53121	Offices of real estate agents and brokers	25	10 573	1 309	257	52	63.4	5.3
531210	Offices of real estate agents and brokers	25	10 573	1 309	257	52	63.4	5.3
5312101	Offices of residential real estate agents and brokers ...	24	D	D	D	b	D	D
5313	Activities related to real estate	10	2 782	1 218	268	62	55.8	.9
532	Rental and leasing services	8	2 991	850	143	37	.8	—
	DOUGLAS							
53	Real estate and rental and leasing	30	10 493	1 747	419	93	35.5	8.0
531	Real estate	21	8 748	1 229	306	66	30.7	9.4
5311	Lessors of real estate	15	6 613	897	223	50	26.0	10.2
53111	Lessors of residential buildings and dwellings	10	3 399	500	121	31	4.8	19.9
531110	Lessors of residential buildings and dwellings	10	3 399	500	121	31	4.8	19.9
532	Rental and leasing services	9	1 745	518	113	27	59.7	1.0
	DUNN							
53	Real estate and rental and leasing	31	10 489	1 362	323	94	34.0	36.2
531	Real estate	27	9 638	1 327	314	90	34.3	39.2
5312	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
53121	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
531210	Offices of real estate agents and brokers	11	5 790	771	194	42	38.3	17.6
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	b	D	D
532	Rental and leasing services	4	851	35	9	4	31.3	1.3

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 admini-strative records ¹	Estimated ²
EAU CLAIRE								
53	Real estate and rental and leasing	104	63 086	10 852	2 497	611	33.0	3.9
531	Real estate	82	51 282	8 091	1 887	454	39.0	4.4
5311	Lessors of real estate	35	24 645	3 097	745	166	23.3	7.5
53111	Lessors of residential buildings and dwellings	24	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	24	D	D	D	b	D	D
5311101	Lessors of apartment buildings	18	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	21	19 422	1 511	328	66	55.2	—
53121	Offices of real estate agents and brokers	21	19 422	1 511	328	66	55.2	—
531210	Offices of real estate agents and brokers	21	19 422	1 511	328	66	55.2	—
5312101	Offices of residential real estate agents and brokers ...	17	18 051	1 144	269	56	51.8	—
5313	Activities related to real estate	26	7 215	3 483	814	222	49.2	6.0
53131	Real estate property managers	12	4 502	2 661	607	178	39.0	9.6
531311	Residential property managers	10	D	D	D	c	D	D
53132	Offices of real estate appraisers	12	D	D	D	b	D	D
531320	Offices of real estate appraisers	12	D	D	D	b	D	D
532	Rental and leasing services	21	D	D	D	c	D	D
5322	Consumer goods rental	13	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
FLORENCE								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
FOND DU LAC								
53	Real estate and rental and leasing	73	43 136	7 392	1 621	354	21.5	4.0
531	Real estate	56	23 928	3 442	673	161	32.8	7.2
5311	Lessors of real estate	18	10 166	984	213	59	36.4	4.6
5312	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
53121	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
531210	Offices of real estate agents and brokers	25	9 819	1 755	318	65	30.0	12.2
5312101	Offices of residential real estate agents and brokers ...	23	D	D	D	b	D	D
5313	Activities related to real estate	13	3 943	703	142	37	30.6	1.7
532	Rental and leasing services	17	19 208	3 950	948	193	7.4	—
5322	Consumer goods rental	12	5 909	1 694	409	131	.8	—
FOREST								
53	Real estate and rental and leasing	6	2 168	180	42	18	89.5	—
531	Real estate	6	2 168	180	42	18	89.5	—
GRANT								
53	Real estate and rental and leasing	47	6 936	1 509	341	103	67.3	6.3
531	Real estate	44	6 570	1 439	330	94	71.1	4.9
5311	Lessors of real estate	27	3 283	465	109	46	68.6	9.2
53111	Lessors of residential buildings and dwellings	16	1 771	149	38	29	80.5	15.3
531110	Lessors of residential buildings and dwellings	16	1 771	149	38	29	80.5	15.3
5311101	Lessors of apartment buildings	16	1 771	149	38	29	80.5	15.3
5312	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
53121	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
531210	Offices of real estate agents and brokers	12	2 061	343	69	17	84.0	1.0
5312101	Offices of residential real estate agents and brokers ...	12	2 061	343	69	17	84.0	1.0
532	Rental and leasing services	3	366	70	11	9	—	30.9
GREEN								
53	Real estate and rental and leasing	24	8 074	1 190	268	81	21.8	33.1
531	Real estate	18	5 559	626	150	47	25.7	31.9
532	Rental and leasing services	6	2 515	564	118	34	13.4	35.8
GREEN LAKE								
53	Real estate and rental and leasing	13	6 435	1 296	314	90	67.9	11.7
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	b	D	D
IOWA								
53	Real estate and rental and leasing	9	D	D	D	b	D	D
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	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 ¹	Estimated ²
IRON								
53	Real estate and rental and leasing	7	4 261	678	172	38	11.0	1.7
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
JACKSON								
53	Real estate and rental and leasing	12	2 272	366	86	25	67.8	.8
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
JEFFERSON								
53	Real estate and rental and leasing	60	20 874	3 978	931	203	25.7	13.5
531	Real estate	45	13 354	2 373	539	115	38.4	18.7
5311	Lessors of real estate	16	4 795	991	250	54	8.7	27.5
5312	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
53121	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
531210	Offices of real estate agents and brokers	17	6 238	505	101	26	55.9	18.9
5312101	Offices of residential real estate agents and brokers ...	16	D	D	D	b	D	D
5313	Activities related to real estate	12	2 321	877	188	35	52.8	—
532	Rental and leasing services	14	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
JUNEAU								
53	Real estate and rental and leasing	14	2 448	377	80	36	84.8	1.6
531	Real estate	11	1 966	290	61	17	98.0	2.0
532	Rental and leasing services	3	482	87	19	19	31.3	—
KENOSHA								
53	Real estate and rental and leasing	122	69 366	10 528	2 371	510	35.1	7.7
531	Real estate	98	D	D	D	e	D	D
5311	Lessors of real estate	42	33 210	3 908	832	156	24.6	11.7
53111	Lessors of residential buildings and dwellings	22	20 048	1 514	391	77	29.2	12.0
531110	Lessors of residential buildings and dwellings	22	20 048	1 514	391	77	29.2	12.0
5311101	Lessors of apartment buildings	18	17 068	1 350	331	66	29.8	14.1
53119	Lessors of other real estate property	11	D	D	D	b	D	D
531190	Lessors of other real estate property	11	D	D	D	b	D	D
5311901	Lessors of manufactured (mobile) home sites	10	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	29	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	29	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	29	D	D	D	b	D	D
5312101	Offices of residential real estate agents and brokers ...	25	D	D	D	b	D	D
5313	Activities related to real estate	27	D	D	D	c	D	D
53131	Real estate property managers	17	4 692	1 447	363	95	59.2	18.6
531311	Residential property managers	14	D	D	D	b	D	D
532	Rental and leasing services	24	D	D	D	c	D	D
5322	Consumer goods rental	20	9 412	2 039	472	145	7.4	6.1
53223	Video tape and disc rental	13	7 519	1 272	310	117	8.0	5.1
532230	Video tape and disc rental	13	7 519	1 272	310	117	8.0	5.1
KEWAUNEE								
53	Real estate and rental and leasing	8	531	118	25	9	85.9	—
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²	
LA CROSSE									
53	Real estate and rental and leasing	112	D	D	D	D	f	D	D
531	Real estate	78	D	D	D	D	e	D	D
5311	Lessors of real estate	39	D	D	D	D	c	D	D
53111	Lessors of residential buildings and dwellings	16	D	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	16	D	D	D	D	b	D	D
5311101	Lessors of apartment buildings	14	D	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	13	D	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	13	D	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	17	D	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	17	D	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	17	D	D	D	D	b	D	D
5312101	Offices of residential real estate agents and brokers ...	16	D	D	D	D	b	D	D
5313	Activities related to real estate	22	D	D	D	D	c	D	D
53131	Real estate property managers	14	3 854	2 016	468	106	42.3	12.9	D
531311	Residential property managers	12	D	D	D	c	D	D	D
532	Rental and leasing services	32	D	D	D	e	D	D	D
5322	Consumer goods rental	14	9 547	4 603	917	215	7.0	14.3	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D	D
LAFAYETTE									
53	Real estate and rental and leasing	5	1 058	54	12	6	57.4	—	—
531	Real estate	5	1 058	54	12	6	57.4	—	—
LANGLADE									
53	Real estate and rental and leasing	15	4 748	981	196	36	33.2	4.7	—
531	Real estate	13	D	D	D	b	D	D	D
532	Rental and leasing services	2	D	D	D	a	D	D	D
LINCOLN									
53	Real estate and rental and leasing	30	6 373	1 642	424	77	64.9	12.4	—
531	Real estate	27	5 256	1 470	384	62	69.9	15.1	—
5312	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4	—
53121	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4	—
531210	Offices of real estate agents and brokers	14	2 178	277	69	19	93.4	.4	—
5312101	Offices of residential real estate agents and brokers ...	12	D	D	D	a	D	D	D
532	Rental and leasing services	3	1 117	172	40	15	41.5	—	—
MANITOWOC									
53	Real estate and rental and leasing	37	15 596	3 018	621	194	24.9	15.4	—
531	Real estate	31	11 682	2 413	496	148	32.0	20.5	—
5311	Lessors of real estate	11	D	D	D	b	D	D	D
53111	Lessors of residential buildings and dwellings	10	2 953	608	154	42	42.2	4.6	—
531110	Lessors of residential buildings and dwellings	10	2 953	608	154	42	42.2	4.6	—
5312	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0	—
53121	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0	—
531210	Offices of real estate agents and brokers	13	6 541	1 346	259	69	30.4	10.0	—
5312101	Offices of residential real estate agents and brokers ...	11	D	D	D	b	D	D	D
532	Rental and leasing services	6	3 914	605	125	46	3.8	—	—
MARATHON									
53	Real estate and rental and leasing	88	45 893	7 849	1 777	391	23.9	7.3	—
531	Real estate	62	24 311	3 777	880	195	43.8	11.4	—
5311	Lessors of real estate	28	9 726	1 309	313	89	49.2	13.0	—
53111	Lessors of residential buildings and dwellings	14	6 864	697	174	54	51.2	18.4	—
531110	Lessors of residential buildings and dwellings	14	6 864	697	174	54	51.2	18.4	—
5311101	Lessors of apartment buildings	13	D	D	D	b	D	D	D
5312	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2	—
53121	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2	—
531210	Offices of real estate agents and brokers	15	12 389	1 587	354	66	36.7	10.2	—
5312101	Offices of residential real estate agents and brokers ...	15	12 389	1 587	354	66	36.7	10.2	—
5313	Activities related to real estate	19	2 196	881	213	40	59.4	11.1	—
532	Rental and leasing services	25	D	D	D	c	D	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D	D

See footnotes at end of table.

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

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							From admini- strative records ¹	Estimated ²
MARINETTE								
53	Real estate and rental and leasing	22	5 304	610	140	46	47.1	12.2
531	Real estate	19	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	13	D	D	D	a	D	D
53121	Offices of real estate agents and brokers	13	D	D	D	a	D	D
531210	Offices of real estate agents and brokers	13	D	D	D	a	D	D
5312101	Offices of residential real estate agents and brokers ..	12	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
MARQUETTE								
53	Real estate and rental and leasing	15	2 392	316	68	32	71.8	13.8
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
MILWAUKEE								
53	Real estate and rental and leasing	843	878 227	175 689	42 149	6 030	17.1	7.3
531	Real estate	656	623 288	126 507	30 930	4 161	22.5	9.4
5311	Lessors of real estate	360	411 859	59 233	15 375	2 306	17.0	10.6
53111	Lessors of residential buildings and dwellings	253	270 131	31 902	7 833	1 721	20.5	14.7
531110	Lessors of residential buildings and dwellings	253	270 131	31 902	7 833	1 721	20.5	14.7
5311101	Lessors of apartment buildings	224	260 942	30 706	7 549	1 653	19.9	14.1
5311109	Lessors of dwellings other than apartment buildings ..	29	9 189	1 196	284	68	38.3	31.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	75	127 555	25 352	7 061	482	9.8	2.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	75	127 555	25 352	7 061	482	9.8	2.4
5311201	Lessors of professional and other office buildings	33	59 353	14 733	4 320	223	11.7	1.1
5311202	Lessors of manufacturing and industrial buildings	18	13 294	1 359	344	43	20.4	6.3
5311203	Lessors of shopping centers and retail stores	16	48 570	8 682	2 256	181	4.7	2.0
53113	Lessors of miniwarehouses and self-storage units	17	7 115	1 093	269	53	17.8	2.8
531130	Lessors of miniwarehouses and self-storage units	17	7 115	1 093	269	53	17.8	2.8
53119	Lessors of other real estate property	15	7 058	886	212	50	13.5	7.9
531190	Lessors of other real estate property	15	7 058	886	212	50	13.5	7.9
5312	Offices of real estate agents and brokers	126	124 939	22 733	4 666	427	28.0	3.5
53121	Offices of real estate agents and brokers	126	124 939	22 733	4 666	427	28.0	3.5
531210	Offices of real estate agents and brokers	126	124 939	22 733	4 666	427	28.0	3.5
5312101	Offices of residential real estate agents and brokers ..	93	67 702	6 644	1 512	256	32.3	5.6
5312109	Offices of nonresidential real estate agents and brokers	33	57 237	16 089	3 154	171	23.0	1.1
5313	Activities related to real estate	170	86 490	44 541	10 889	1 428	40.8	12.6
53131	Real estate property managers	107	62 734	33 790	8 428	1 143	36.5	15.4
531311	Residential property managers	83	44 671	22 872	5 430	886	31.2	19.2
531312	Nonresidential property managers	24	18 063	10 918	2 998	257	49.5	6.0
53132	Offices of real estate appraisers	40	11 352	6 322	1 384	185	49.4	1.7
531320	Offices of real estate appraisers	40	11 352	6 322	1 384	185	49.4	1.7
53139	Other activities related to real estate	23	12 404	4 429	1 077	100	54.9	8.6
531390	Other activities related to real estate	23	12 404	4 429	1 077	100	54.9	8.6
532	Rental and leasing services	183	252 429	47 815	10 902	1 850	3.6	2.1
5321	Automotive equipment rental and leasing	57	125 715	17 033	3 897	624	.4	1.9
53211	Passenger car rental and leasing	19	D	D	D	e	D	D
532111	Passenger car rental	13	D	D	D	e	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	38	D	D	D	e	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	38	D	D	D	e	D	D
5321201	Truck rental without drivers	16	D	D	D	b	D	D
5321202	Truck leasing	19	D	D	D	e	D	D
5322	Consumer goods rental	95	68 935	16 384	3 883	947	5.8	2.5
53221	Consumer electronics and appliances rental	19	D	D	D	b	D	D
532210	Consumer electronics and appliances rental	19	D	D	D	b	D	D
53222	Formal wear and costume rental	10	3 779	817	198	61	11.2	4.7
532220	Formal wear and costume rental	10	3 779	817	198	61	11.2	4.7
53223	Video tape and disc rental	47	31 832	6 058	1 506	523	4.5	.5
532230	Video tape and disc rental	47	31 832	6 058	1 506	523	4.5	.5
53229	Other consumer goods rental	19	D	D	D	e	D	D
532299	All other consumer goods rental	11	D	D	D	c	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	27	57 012	14 249	3 113	276	6.8	1.9
53249	Other commercial and industrial machinery and equipment rental and leasing	19	23 074	6 712	1 377	140	16.9	4.3
532490	Other commercial and industrial machinery and equipment rental and leasing	19	23 074	6 712	1 377	140	16.9	4.3
5324902	Industrial equipment rental and leasing	13	16 796	4 261	964	85	5.1	6.0
533	Lessors of nonfinancial intangible assets (except copyrighted works)	4	2 510	1 367	317	19	4.7	4.1
MONROE								
53	Real estate and rental and leasing	21	6 335	966	212	88	49.8	8.1
531	Real estate	16	4 109	527	101	43	67.1	11.5
532	Rental and leasing services	5	2 226	439	111	45	17.8	1.8

See footnotes at end of table.

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							From admini- strative records ¹	Estimated ²
OCONTO								
53	Real estate and rental and leasing	20	5 718	1 392	311	85	46.1	10.0
531	Real estate	19	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ONEIDA								
53	Real estate and rental and leasing	58	28 750	5 059	1 053	194	20.9	18.0
531	Real estate	43	22 881	3 647	739	125	23.7	21.3
5311	Lessors of real estate	16	2 652	258	49	22	18.1	24.0
5312	Offices of real estate agents and brokers	19	17 897	2 702	551	67	23.7	23.6
53121	Offices of real estate agents and brokers	19	17 897	2 702	551	67	23.7	23.6
531210	Offices of real estate agents and brokers	19	17 897	2 702	551	67	23.7	23.6
5312101	Offices of residential real estate agents and brokers ...	18	D	D	D	b	D	D
532	Rental and leasing services	15	5 869	1 412	314	69	10.0	5.1
OUTAGAMIE								
53	Real estate and rental and leasing	124	94 810	19 005	4 401	796	17.5	6.3
531	Real estate	86	D	D	D	e	D	D
5311	Lessors of real estate	31	20 211	2 553	611	142	26.8	12.2
53111	Lessors of residential buildings and dwellings	13	4 941	763	169	41	60.9	2.8
531110	Lessors of residential buildings and dwellings	13	4 941	763	169	41	60.9	2.8
5311101	Lessors of apartment buildings	10	D	D	D	b	D	D
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 and brokers	33	29 103	4 933	1 121	129	24.7	.5
53121	Offices of real estate agents and brokers	33	29 103	4 933	1 121	129	24.7	.5
531210	Offices of real estate agents and brokers	33	29 103	4 933	1 121	129	24.7	.5
5312101	Offices of residential real estate agents and brokers ...	24	D	D	D	b	D	D
5313	Activities related to real estate	22	D	D	D	c	D	D
53131	Real estate property managers	10	D	D	D	c	D	D
532	Rental and leasing services	38	D	D	D	e	D	D
5321	Automotive equipment rental and leasing	11	D	D	D	c	D	D
5322	Consumer goods rental	17	7 465	1 687	371	127	3.8	4.9
53223	Video tape and disc rental	13	5 278	1 044	246	103	5.4	—
532230	Video tape and disc rental	13	5 278	1 044	246	103	5.4	—
OZAUKEE								
53	Real estate and rental and leasing	89	62 748	9 338	2 167	395	21.2	10.6
531	Real estate	79	57 482	8 498	1 963	325	21.2	11.5
5311	Lessors of real estate	28	26 640	2 004	478	98	11.1	4.4
53111	Lessors of residential buildings and dwellings	17	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	17	D	D	D	b	D	D
5311101	Lessors of apartment buildings	11	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	10	16 450	716	172	22	9.3	.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	10	16 450	716	172	22	9.3	.2
5312	Offices of real estate agents and brokers	21	23 224	2 874	675	102	22.4	19.9
53121	Offices of real estate agents and brokers	21	23 224	2 874	675	102	22.4	19.9
531210	Offices of real estate agents and brokers	21	23 224	2 874	675	102	22.4	19.9
5312101	Offices of residential real estate agents and brokers ...	20	D	D	D	c	D	D
5313	Activities related to real estate	30	7 618	3 620	810	125	52.8	11.2
53131	Real estate property managers	15	4 936	2 827	627	90	53.6	15.8
531311	Residential property managers	14	D	D	D	b	D	D
53132	Offices of real estate appraisers	10	D	D	D	a	D	D
531320	Offices of real estate appraisers	10	D	D	D	a	D	D
532	Rental and leasing services	9	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
PEPIN								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
PIERCE								
53	Real estate and rental and leasing	21	7 006	1 566	276	57	32.4	6.7
531	Real estate	18	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
POLK								
53	Real estate and rental and leasing	32	8 220	696	160	68	38.7	10.5
531	Real estate	25	7 237	498	108	36	41.3	12.0
5312	Offices of real estate agents and brokers	14	5 598	253	55	16	31.0	13.1
53121	Offices of real estate agents and brokers	14	5 598	253	55	16	31.0	13.1
531210	Offices of real estate agents and brokers	14	5 598	253	55	16	31.0	13.1
5312101	Offices of residential real estate agents and brokers ...	13	D	D	D	a	D	D
532	Rental and leasing services	7	983	198	52	32	19.6	—
PORTAGE								
53	Real estate and rental and leasing	42	24 101	3 624	812	145	19.9	27.2
531	Real estate	32	14 993	2 009	436	74	30.4	9.6
5311	Lessors of real estate	21	4 675	414	94	33	68.4	2.6
53111	Lessors of residential buildings and dwellings	12	3 057	297	73	24	53.3	4.0
531110	Lessors of residential buildings and dwellings	12	3 057	297	73	24	53.3	4.0
532	Rental and leasing services	9	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
PRICE								
53	Real estate and rental and leasing	11	3 182	436	102	32	98.4	—
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
RACINE								
53	Real estate and rental and leasing	123	56 715	13 393	2 842	603	26.6	8.1
531	Real estate	97	45 249	10 919	2 302	422	31.7	9.2
5311	Lessors of real estate	41	19 414	3 886	896	193	21.2	10.5
53111	Lessors of residential buildings and dwellings	25	14 733	2 117	520	100	20.5	8.2
531110	Lessors of residential buildings and dwellings	25	14 733	2 117	520	100	20.5	8.2
5311101	Lessors of apartment buildings	16	12 069	1 117	263	44	21.5	8.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	4 389	1 658	363	89	22.9	18.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	4 389	1 658	363	89	22.9	18.1
5312	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
53121	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
531210	Offices of real estate agents and brokers	31	17 706	3 453	712	123	50.2	1.4
5312101	Offices of residential real estate agents and brokers ...	30	D	D	D	c	D	D
5313	Activities related to real estate	25	8 129	3 580	694	106	16.6	22.8
53131	Real estate property managers	11	4 800	1 903	328	58	10.4	35.0
532	Rental and leasing services	26	11 466	2 474	540	181	6.6	4.2
5322	Consumer goods rental	20	7 360	1 490	375	141	5.3	6.5
53223	Video tape and disc rental	14	5 818	1 188	314	122	5.9	5.0
532230	Video tape and disc rental	14	5 818	1 188	314	122	5.9	5.0
RICHLAND								
53	Real estate and rental and leasing	9	2 489	369	92	30	30.7	10.4
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ROCK								
53	Real estate and rental and leasing	111	67 453	9 086	2 071	435	21.5	9.0
531	Real estate	86	56 206	6 988	1 565	269	24.0	10.6
5311	Lessors of real estate	39	39 057	4 525	1 079	170	8.4	12.9
53111	Lessors of residential buildings and dwellings	21	13 916	1 882	400	98	12.7	31.8
531110	Lessors of residential buildings and dwellings	21	13 916	1 882	400	98	12.7	31.8
5311101	Lessors of apartment buildings	17	12 765	1 699	353	79	6.0	33.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	22 966	2 527	652	64	6.2	.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	22 966	2 527	652	64	6.2	.1
5312	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
53121	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
531210	Offices of real estate agents and brokers	28	13 732	1 234	249	55	56.5	6.3
5312101	Offices of residential real estate agents and brokers ...	26	D	D	D	b	D	D
5313	Activities related to real estate	19	3 417	1 229	237	44	72.0	1.3
532	Rental and leasing services	24	D	D	D	c	D	D
5322	Consumer goods rental	18	7 185	1 430	360	140	11.0	2.1
53223	Video tape and disc rental	12	5 538	1 068	271	122	13.2	2.7
532230	Video tape and disc rental	12	5 538	1 068	271	122	13.2	2.7
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
RUSK								
53	Real estate and rental and leasing	11	2 038	287	78	33	88.8	6.5
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
ST. CROIX								
53	Real estate and rental and leasing	72	38 220	5 090	1 106	220	46.0	5.5
531	Real estate	61	D	D	D	c	D	D
5311	Lessors of real estate	18	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	15	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	15	D	D	D	b	D	D
5311101	Lessors of apartment buildings	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	35	21 749	1 860	393	74	50.9	3.2
53121	Offices of real estate agents and brokers	35	21 749	1 860	393	74	50.9	3.2
531210	Offices of real estate agents and brokers	35	21 749	1 860	393	74	50.9	3.2
5312101	Offices of residential real estate agents and brokers ...	31	D	D	D	b	D	D
532	Rental and leasing services	11	D	D	D	b	D	D
SAUK								
53	Real estate and rental and leasing	54	45 539	7 536	1 582	230	21.2	4.8
531	Real estate	42	19 515	3 327	668	133	48.2	11.1
5311	Lessors of real estate	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
53121	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
531210	Offices of real estate agents and brokers	22	10 846	1 944	390	73	42.4	5.2
5312101	Offices of residential real estate agents and brokers ...	20	D	D	D	b	D	D
532	Rental and leasing services	10	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	b	D	D
SAWYER								
53	Real estate and rental and leasing	29	8 751	1 222	282	79	51.2	13.7
531	Real estate	26	7 981	1 083	245	61	51.8	15.0
5312	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
53121	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
531210	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
5312101	Offices of residential real estate agents and brokers ...	18	D	D	D	b	D	D
532	Rental and leasing services	3	770	139	37	18	44.5	—
SHAWANO								
53	Real estate and rental and leasing	18	6 519	1 315	299	80	22.8	.2
531	Real estate	15	5 061	987	227	58	29.4	.2
532	Rental and leasing services	3	1 458	328	72	22	—	—
SHEBOYGAN								
53	Real estate and rental and leasing	85	39 295	5 531	1 288	287	33.2	13.6
531	Real estate	70	26 596	3 503	803	179	48.2	11.5
5311	Lessors of real estate	36	14 222	2 044	437	104	47.0	12.1
53111	Lessors of residential buildings and dwellings	18	5 508	570	128	45	72.6	25.7
531110	Lessors of residential buildings and dwellings	18	5 508	570	128	45	72.6	25.7
5311101	Lessors of apartment buildings	17	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	15	8 173	1 354	283	55	30.0	3.6
531120	Lessors of nonresidential buildings (except miniwarehouses)	15	8 173	1 354	283	55	30.0	3.6
5312	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
53121	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
531210	Offices of real estate agents and brokers	26	11 412	1 282	326	64	51.1	6.0
5312101	Offices of residential real estate agents and brokers ...	25	D	D	D	b	D	D
532	Rental and leasing services	14	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
TAYLOR								
53	Real estate and rental and leasing	11	2 479	534	161	15	58.7	2.9
531	Real estate	8	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
TREMPEALEAU								
53	Real estate and rental and leasing	11	2 559	435	82	21	55.1	19.9
531	Real estate	7	1 572	178	35	14	67.7	32.3
532	Rental and leasing services	4	987	257	47	7	35.2	—

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	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 admini-strative records ¹	Estimated ²
VERNON								
53	Real estate and rental and leasing	19	2 532	474	107	40	52.8	25.1
531	Real estate	16	2 324	433	99	33	52.4	27.3
532	Rental and leasing services	3	208	41	8	7	57.2	—
VILAS								
53	Real estate and rental and leasing	35	12 634	1 925	385	82	62.1	12.9
531	Real estate	31	12 232	1 770	353	75	63.6	13.4
5312	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
53121	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
531210	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
5312101	Offices of residential real estate agents and brokers ...	14	7 063	675	135	32	47.7	16.2
5313	Activities related to real estate	11	2 203	643	125	25	93.6	.4
532	Rental and leasing services	4	402	155	32	7	16.4	—
WALWORTH								
53	Real estate and rental and leasing	102	43 891	7 404	1 763	359	39.7	4.6
531	Real estate	79	34 793	5 588	1 305	242	46.6	5.3
5311	Lessors of real estate	33	12 865	2 939	733	103	49.5	3.2
53111	Lessors of residential buildings and dwellings	19	9 560	2 371	595	76	41.2	2.4
531110	Lessors of residential buildings and dwellings	19	9 560	2 371	595	76	41.2	2.4
5311101	Lessors of apartment buildings	14	8 630	2 273	573	67	36.9	.6
5312	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
53121	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
531210	Offices of real estate agents and brokers	30	18 242	1 858	402	90	42.0	6.7
5312101	Offices of residential real estate agents and brokers ...	30	18 242	1 858	402	90	42.0	6.7
5313	Activities related to real estate	16	3 686	791	170	49	58.8	5.9
53131	Real estate property managers	11	2 248	468	92	31	86.5	9.7
532	Rental and leasing services	22	D	D	D	c	D	D
5322	Consumer goods rental	12	3 800	657	199	77	9.4	3.2
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
WASHBURN								
53	Real estate and rental and leasing	24	18 830	2 718	722	67	42.8	8.5
531	Real estate	21	18 322	2 666	706	62	41.7	8.7
5312	Offices of real estate agents and brokers	11	16 709	2 218	605	40	43.4	7.0
53121	Offices of real estate agents and brokers	11	16 709	2 218	605	40	43.4	7.0
531210	Offices of real estate agents and brokers	11	16 709	2 218	605	40	43.4	7.0
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	b	D	D
532	Rental and leasing services	3	508	52	16	5	83.7	—
WASHINGTON								
53	Real estate and rental and leasing	74	47 784	7 146	1 617	317	23.3	1.4
531	Real estate	55	24 816	3 790	813	164	28.3	2.2
5311	Lessors of real estate	21	7 419	915	190	40	29.9	3.9
5312	Offices of real estate agents and brokers	17	12 505	1 056	213	41	20.8	1.9
53121	Offices of real estate agents and brokers	17	12 505	1 056	213	41	20.8	1.9
531210	Offices of real estate agents and brokers	17	12 505	1 056	213	41	20.8	1.9
5312101	Offices of residential real estate agents and brokers ...	15	D	D	D	b	D	D
5313	Activities related to real estate	17	4 892	1 819	410	83	45.0	—
53131	Real estate property managers	11	3 087	1 246	310	65	29.2	—
532	Rental and leasing services	18	D	D	D	c	D	D
5322	Consumer goods rental	12	D	D	D	c	D	D
53223	Video tape and disc rental	10	D	D	D	c	D	D
532230	Video tape and disc rental	10	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admini- strative records ¹	Estimated ²
WAUKESHA								
53	Real estate and rental and leasing	440	455 606	99 184	22 620	3 654	16.8	6.3
531	Real estate	363	301 365	66 898	14 898	2 464	24.5	9.0
5311	Lessors of real estate	126	133 981	18 812	4 694	1 059	25.1	7.7
53111	Lessors of residential buildings and dwellings	85	93 636	14 103	3 580	891	22.7	9.5
531110	Lessors of residential buildings and dwellings	85	93 636	14 103	3 580	891	22.7	9.5
5311101	Lessors of apartment buildings	80	92 201	13 980	3 551	884	21.6	9.6
53112	Lessors of nonresidential buildings (except miniwarehouses)	28	35 817	3 935	963	134	33.0	1.6
531120	Lessors of nonresidential buildings (except miniwarehouses)	28	35 817	3 935	963	134	33.0	1.6
5311201	Lessors of professional and other office buildings	13	26 067	2 426	548	93	33.8	1.8
5312	Offices of real estate agents and brokers	114	106 372	18 050	3 898	528	18.8	12.3
53121	Offices of real estate agents and brokers	114	106 372	18 050	3 898	528	18.8	12.3
531210	Offices of real estate agents and brokers	114	106 372	18 050	3 898	528	18.8	12.3
5312101	Offices of residential real estate agents and brokers ...	86	82 517	9 058	1 997	345	16.6	13.4
5312109	Offices of nonresidential real estate agents and brokers	28	23 855	8 992	1 901	183	26.5	8.7
5313	Activities related to real estate	123	61 012	30 036	6 306	877	32.9	5.9
53131	Real estate property managers	67	43 500	22 758	4 998	695	28.0	5.3
531311	Residential property managers	42	26 367	12 843	3 078	511	34.6	6.7
531312	Nonresidential property managers	25	17 133	9 915	1 920	184	17.7	3.0
53132	Offices of real estate appraisers	40	12 668	6 062	1 079	147	27.4	9.8
531320	Offices of real estate appraisers	40	12 668	6 062	1 079	147	27.4	9.8
53139	Other activities related to real estate	16	4 844	1 216	229	35	91.1	1.9
531390	Other activities related to real estate	16	4 844	1 216	229	35	91.1	1.9
532	Rental and leasing services	73	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	14	D	D	D	f	D	D
5322	Consumer goods rental	38	32 845	7 266	1 674	404	4.8	2.6
53223	Video tape and disc rental	22	14 624	2 296	565	217	9.0	—
532230	Video tape and disc rental	22	14 624	2 296	565	217	9.0	—
53229	Other consumer goods rental	10	D	D	D	c	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	18	D	D	D	c	D	D
53249	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	c	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	4	D	D	D	b	D	D
WAUPACA								
53	Real estate and rental and leasing	32	12 212	1 683	309	108	62.0	14.6
531	Real estate	25	10 590	1 279	262	85	62.7	16.8
5312	Offices of real estate agents and brokers	11	8 869	832	158	55	65.7	16.4
53121	Offices of real estate agents and brokers	11	8 869	832	158	55	65.7	16.4
531210	Offices of real estate agents and brokers	11	8 869	832	158	55	65.7	16.4
5312101	Offices of residential real estate agents and brokers ...	11	8 869	832	158	55	65.7	16.4
532	Rental and leasing services	7	1 622	404	47	23	57.0	—
WAUSHARA								
53	Real estate and rental and leasing	13	3 477	729	150	22	25.6	2.7
531	Real estate	13	3 477	729	150	22	25.6	2.7
WINNEBAGO								
53	Real estate and rental and leasing	118	75 505	14 618	3 419	738	20.1	11.0
531	Real estate	89	50 544	10 255	2 343	512	26.8	13.7
5311	Lessors of real estate	53	26 331	4 462	1 024	284	30.7	17.7
53111	Lessors of residential buildings and dwellings	38	19 496	3 431	783	226	18.7	22.8
531110	Lessors of residential buildings and dwellings	38	19 496	3 431	783	226	18.7	22.8
5311101	Lessors of apartment buildings	31	15 391	2 442	577	172	21.2	24.5
5312	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
53121	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
531210	Offices of real estate agents and brokers	19	16 735	2 062	436	64	20.5	1.3
5312101	Offices of residential real estate agents and brokers ...	16	16 006	1 956	417	57	18.7	1.4
5313	Activities related to real estate	17	7 478	3 731	883	164	27.4	27.2
532	Rental and leasing services	28	D	D	D	c	D	D
5322	Consumer goods rental	16	9 681	1 737	433	137	11.4	1.8
53223	Video tape and disc rental	10	6 491	1 052	249	109	16.7	2.8
532230	Video tape and disc rental	10	6 491	1 052	249	109	16.7	2.8
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	WOOD							
53	Real estate and rental and leasing	59	31 629	4 533	955	239	31.5	13.9
531	Real estate	46	18 831	2 237	446	123	52.7	21.2
5311	Lessors of real estate	27	8 060	985	207	58	44.5	29.7
53111	Lessors of residential buildings and dwellings	14	4 235	355	64	22	60.5	37.0
531110	Lessors of residential buildings and dwellings	14	4 235	355	64	22	60.5	37.0
5311101	Lessors of apartment buildings	11	3 221	240	55	20	50.2	46.5
5312	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
53121	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
531210	Offices of real estate agents and brokers	15	10 026	1 099	228	58	55.8	15.8
5312101	Offices of residential real estate agents and brokers ...	14	D	D	D	b	D	D
532	Rental and leasing services	13	12 798	2 296	509	116	.4	3.3

¹Includes revenue information obtained from administrative records of other federal agencies.

²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Table 4. Summary Statistics for Places: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
ALGOMA								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ALLOUEZ								
53	Real estate and rental and leasing	30	19 379	2 949	681	137	41.6	11.0
531	Real estate	26	13 554	1 742	372	77	59.5	13.5
5312	Offices of real estate agents and brokers	14	8 986	737	138	24	60.2	8.9
53121	Offices of real estate agents and brokers	14	8 986	737	138	24	60.2	8.9
531210	Offices of real estate agents and brokers	14	8 986	737	138	24	60.2	8.9
5312101	Offices of residential real estate agents and brokers ...	12	D	D	D	b	D	D
532	Rental and leasing services	4	5 825	1 207	309	60	—	5.0
ALTOONA								
53	Real estate and rental and leasing	7	2 613	1 080	270	85	34.2	4.8
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
AMERY								
53	Real estate and rental and leasing	7	1 965	311	75	18	39.4	13.6
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ANTIGO								
53	Real estate and rental and leasing	9	3 922	871	177	31	26.1	1.5
531	Real estate	7	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
APPLETON								
53	Real estate and rental and leasing	65	53 586	10 933	2 591	564	15.6	7.5
531	Real estate	48	31 157	7 396	1 736	360	22.1	9.1
5311	Lessors of real estate	18	9 552	1 850	437	143	24.1	27.0
5312	Offices of real estate agents and brokers	15	15 521	2 666	638	64	19.7	.2
53121	Offices of real estate agents and brokers	15	15 521	2 666	638	64	19.7	.2
531210	Offices of real estate agents and brokers	15	15 521	2 666	638	64	19.7	.2
5313	Activities related to real estate	15	6 084	2 880	661	153	25.2	3.6
532	Rental and leasing services	17	22 429	3 537	855	204	6.5	5.3
APPLETON (PART - CALUMET COUNTY)								
53	Real estate and rental and leasing	5	2 742	335	88	33	25.7	11.9
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	b	D	D
APPLETON (PART - OUTAGAMIE COUNTY)								
53	Real estate and rental and leasing	56	44 286	8 671	2 040	422	17.2	8.4
531	Real estate	41	D	D	D	e	D	D
5311	Lessors of real estate	15	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	13	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	13	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	13	D	D	D	b	D	D
5313	Activities related to real estate	13	D	D	D	c	D	D
532	Rental and leasing services	15	D	D	D	c	D	D
APPLETON (PART - WINNEBAGO COUNTY)								
53	Real estate and rental and leasing	4	6 558	1 927	463	109	—	—
531	Real estate	3	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ASHLAND								
53	Real estate and rental and leasing	7	2 756	720	163	33	50.0	10.4
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
ASHWAUBENON								
53	Real estate and rental and leasing	33	35 304	6 552	1 721	285	13.5	1.8
531	Real estate	21	12 452	2 294	631	125	33.6	5.1
532	Rental and leasing services	12	22 852	4 258	1 090	160	2.6	—
BALDWIN								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
BARABOO								
53	Real estate and rental and leasing	14	D	D	D	b	D	D
531	Real estate	12	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BARRON								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BAYSIDE								
53	Real estate and rental and leasing	11	3 088	822	216	37	85.0	15.0
531	Real estate	11	3 088	822	216	37	85.0	15.0
BAYSIDE (PART - MILWAUKEE COUNTY)								
53	Real estate and rental and leasing	11	3 088	822	216	37	85.0	15.0
531	Real estate	11	3 088	822	216	37	85.0	15.0
BEAVER DAM								
53	Real estate and rental and leasing	15	5 563	923	188	60	41.2	26.1
531	Real estate	11	4 317	561	111	34	44.4	32.5
532	Rental and leasing services	4	1 246	362	77	26	30.4	3.7
BELLEVUE								
53	Real estate and rental and leasing	11	8 663	1 701	479	85	13.1	1.2
531	Real estate	11	8 663	1 701	479	85	13.1	1.2
BELOIT								
53	Real estate and rental and leasing	18	28 242	3 649	918	139	5.6	3.2
531	Real estate	13	25 779	3 034	758	90	5.5	3.5
5311	Lessors of real estate	10	23 395	2 723	696	75	4.1	3.9
532	Rental and leasing services	5	2 463	615	160	49	6.9	—
BERLIN								
53	Real estate and rental and leasing	6	1 393	300	74	30	4.6	1.4
531	Real estate	5	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BERLIN (PART - GREEN LAKE COUNTY)								
53	Real estate and rental and leasing	6	1 393	300	74	30	4.6	1.4
531	Real estate	5	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BLACK RIVER FALLS								
53	Real estate and rental and leasing	9	1 971	333	78	22	63.8	—
531	Real estate	7	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BLOOMER								
53	Real estate and rental and leasing	6	1 284	223	48	22	91.3	8.7
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BOSCOBEL								
53	Real estate and rental and leasing	6	1 204	151	45	13	96.9	1.7
531	Real estate	6	1 204	151	45	13	96.9	1.7

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admini- strative records ¹	Estimated ²
BRILLION								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BRODHEAD								
53	Real estate and rental and leasing	3	290	27	6	2	70.3	29.7
531	Real estate	3	290	27	6	2	70.3	29.7
BRODHEAD (PART - GREEN COUNTY)								
53	Real estate and rental and leasing	3	290	27	6	2	70.3	29.7
531	Real estate	3	290	27	6	2	70.3	29.7
BROOKFIELD								
53	Real estate and rental and leasing	109	99 311	28 601	6 131	946	11.8	11.8
531	Real estate	91	78 455	24 212	4 984	774	14.8	14.7
5311	Lessors of real estate	25	22 527	3 603	878	159	15.4	5.0
53111	Lessors of residential buildings and dwellings	10	12 470	1 979	431	112	14.4	.3
531110	Lessors of residential buildings and dwellings	10	12 470	1 979	431	112	14.4	.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	11	9 353	1 550	429	42	17.0	5.0
531120	Lessors of nonresidential buildings (except miniwarehouses)	11	9 353	1 550	429	42	17.0	5.0
5312	Offices of real estate agents and brokers	31	30 011	6 859	1 495	260	16.4	30.8
53121	Offices of real estate agents and brokers	31	30 011	6 859	1 495	260	16.4	30.8
531210	Offices of real estate agents and brokers	31	30 011	6 859	1 495	260	16.4	30.8
5312101	Offices of residential real estate agents and brokers ..	22	21 025	2 354	467	134	19.3	41.5
5313	Activities related to real estate	35	25 917	13 750	2 611	355	12.4	4.4
53131	Real estate property managers	20	20 424	10 867	2 176	297	12.9	1.7
531311	Residential property managers	11	9 914	5 178	1 145	183	19.2	—
53132	Offices of real estate appraisers	13	D	D	D	b	D	D
531320	Offices of real estate appraisers	13	D	D	D	b	D	D
532	Rental and leasing services	17	D	D	D	c	D	D
5322	Consumer goods rental	10	5 208	1 146	248	81	—	3.8
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BROWN DEER								
53	Real estate and rental and leasing	7	12 159	1 228	317	60	—	4.7
531	Real estate	5	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	b	D	D
BURLINGTON								
53	Real estate and rental and leasing	11	3 828	708	175	49	66.9	6.3
531	Real estate	7	2 463	403	98	19	97.2	2.8
532	Rental and leasing services	4	1 365	305	77	30	12.3	12.5
BURLINGTON (PART - RACINE COUNTY)								
53	Real estate and rental and leasing	11	3 828	708	175	49	66.9	6.3
531	Real estate	7	2 463	403	98	19	97.2	2.8
532	Rental and leasing services	4	1 365	305	77	30	12.3	12.5
CALEDONIA								
53	Real estate and rental and leasing	10	5 191	1 240	319	80	8.4	3.3
531	Real estate	7	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
CEDARBURG								
53	Real estate and rental and leasing	12	7 641	1 171	257	57	16.4	24.8
531	Real estate	12	7 641	1 171	257	57	16.4	24.8
CHILTON								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
CHIPPEWA FALLS								
53	Real estate and rental and leasing	11	9 761	900	199	52	15.4	2.9
531	Real estate	7	8 698	688	145	28	13.6	3.3
532	Rental and leasing services	4	1 063	212	54	24	30.0	—

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
CLINTONVILLE								
53	Real estate and rental and leasing	3	D	D	D	b	D	D
531	Real estate	2	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
COLUMBUS								
53	Real estate and rental and leasing	8	2 099	264	63	15	76.0	4.0
531	Real estate	8	2 099	264	63	15	76.0	4.0
COLUMBUS (PART - COLUMBIA COUNTY)								
53	Real estate and rental and leasing	8	2 099	264	63	15	76.0	4.0
531	Real estate	8	2 099	264	63	15	76.0	4.0
COTTAGE GROVE								
53	Real estate and rental and leasing	3	D	D	D	b	D	D
531	Real estate	3	D	D	D	b	D	D
CROSS PLAINS								
53	Real estate and rental and leasing	5	D	D	D	a	D	D
531	Real estate	4	1 546	196	47	6	95.8	—
532	Rental and leasing services	1	D	D	D	a	D	D
CUDAHY								
53	Real estate and rental and leasing	14	6 152	1 070	227	53	27.2	—
531	Real estate	9	3 709	681	161	31	39.1	—
532	Rental and leasing services	5	2 443	389	66	22	9.2	—
DEFOREST								
53	Real estate and rental and leasing	5	D	D	D	b	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	b	D	D
DELAFIELD								
53	Real estate and rental and leasing	10	9 960	1 406	278	49	1.7	1.9
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
DEHAVAN								
53	Real estate and rental and leasing	11	5 162	474	105	28	49.8	3.4
531	Real estate	8	2 747	253	48	15	93.6	6.4
532	Rental and leasing services	3	2 415	221	57	13	—	—
DE PERE								
53	Real estate and rental and leasing	16	10 100	2 094	484	73	37.6	.1
531	Real estate	11	3 882	901	201	37	97.9	.3
532	Rental and leasing services	5	6 218	1 193	283	36	—	—
DODGEVILLE								
53	Real estate and rental and leasing	6	D	D	D	a	D	D
531	Real estate	6	D	D	D	a	D	D
EAST TROY								
53	Real estate and rental and leasing	7	837	180	46	18	27.7	1.2
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
EAU CLAIRE								
53	Real estate and rental and leasing	87	60 326	8 834	1 963	446	32.2	2.5
531	Real estate	67	47 068	5 907	1 313	274	39.6	2.9
5311	Lessors of real estate	30	24 309	3 082	688	133	23.1	5.0
53111	Lessors of residential buildings and dwellings	22	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	22	D	D	D	b	D	D
5311101	Lessors of apartment buildings	17	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	18	18 970	1 590	349	71	54.3	—
53121	Offices of real estate agents and brokers	18	18 970	1 590	349	71	54.3	—
531210	Offices of real estate agents and brokers	18	18 970	1 590	349	71	54.3	—
5312101	Offices of residential real estate agents and brokers ...	15	D	D	D	b	D	D
5313	Activities related to real estate	19	3 789	1 235	276	70	72.1	3.7
53132	Offices of real estate appraisers	11	2 140	707	180	38	63.8	—
531320	Offices of real estate appraisers	11	2 140	707	180	38	63.8	—
532	Rental and leasing services	19	D	D	D	c	D	D
5322	Consumer goods rental	11	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
EAU CLAIRE (PART - CHIPPEWA COUNTY)								
53	Real estate and rental and leasing	5	4 891	953	187	41	—	—
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
EAU CLAIRE (PART - EAU CLAIRE COUNTY)								
53	Real estate and rental and leasing	82	55 435	7 881	1 776	405	35.0	2.7
531	Real estate	65	D	D	D	e	D	D
5311	Lessors of real estate	29	D	D	D	c	D	D
53111	Lessors of residential buildings and dwellings	21	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	21	D	D	D	b	D	D
5311101	Lessors of apartment buildings	16	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	17	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	17	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	17	D	D	D	b	D	D
5312101	Offices of residential real estate agents and brokers ...	14	D	D	D	b	D	D
5313	Activities related to real estate	19	3 789	1 235	276	70	72.1	3.7
53132	Offices of real estate appraisers	11	2 140	707	180	38	63.8	—
531320	Offices of real estate appraisers	11	2 140	707	180	38	63.8	—
532	Rental and leasing services	16	D	D	D	c	D	D
5322	Consumer goods rental	11	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
EDGERTON								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	945	109	23	7	93.4	—
532	Rental and leasing services	1	D	D	D	a	D	D
EDGERTON (PART - ROCK COUNTY)								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	945	109	23	7	93.4	—
532	Rental and leasing services	1	D	D	D	a	D	D
ELKHORN								
53	Real estate and rental and leasing	15	4 084	834	210	48	29.1	12.4
531	Real estate	10	2 708	399	91	23	43.9	18.7
532	Rental and leasing services	5	1 376	435	119	25	—	—
ELLSWORTH								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
ELM GROVE								
53	Real estate and rental and leasing	21	9 538	1 858	429	65	67.9	12.5
531	Real estate	21	9 538	1 858	429	65	67.9	12.5

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 admini-strative records ¹	Estimated ²
EVANSVILLE								
53	Real estate and rental and leasing	6	D	D	D	a	D	D
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
FITCHBURG								
53	Real estate and rental and leasing	26	22 586	4 264	916	180	15.6	2.1
531	Real estate	20	18 813	2 488	594	98	12.8	1.2
5311	Lessors of real estate	12	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	10	10 901	1 251	301	45	11.8	1.1
531110	Lessors of residential buildings and dwellings	10	10 901	1 251	301	45	11.8	1.1
5311101	Lessors of apartment buildings	10	10 901	1 251	301	45	11.8	1.1
532	Rental and leasing services	6	3 773	1 776	322	82	29.5	6.8
FOND DU LAC								
53	Real estate and rental and leasing	48	33 632	5 580	1 219	236	20.9	2.8
531	Real estate	39	18 671	2 812	541	117	36.0	5.0
5311	Lessors of real estate	15	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	16	8 028	1 471	258	47	28.6	5.1
53121	Offices of real estate agents and brokers	16	8 028	1 471	258	47	28.6	5.1
531210	Offices of real estate agents and brokers	16	8 028	1 471	258	47	28.6	5.1
5312101	Offices of residential real estate agents and brokers ..	15	D	D	D	b	D	D
532	Rental and leasing services	9	14 961	2 768	678	119	2.0	—
FORT ATKINSON								
53	Real estate and rental and leasing	16	6 910	1 439	346	74	27.2	19.6
531	Real estate	11	4 457	840	196	36	42.2	23.4
532	Rental and leasing services	5	2 453	599	150	38	—	12.8
FOX POINT								
53	Real estate and rental and leasing	12	6 179	500	119	28	60.3	7.7
531	Real estate	12	6 179	500	119	28	60.3	7.7
FRANKLIN								
53	Real estate and rental and leasing	13	9 508	1 181	310	72	24.3	10.4
531	Real estate	8	6 509	722	185	41	34.3	11.6
532	Rental and leasing services	5	2 999	459	125	31	2.6	7.7
GERMANTOWN								
53	Real estate and rental and leasing	11	4 465	1 187	250	49	41.2	—
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
GLENDALE								
53	Real estate and rental and leasing	33	28 562	7 103	1 739	302	16.1	10.1
531	Real estate	30	26 525	6 751	1 650	278	17.3	10.9
5311	Lessors of real estate	14	D	D	D	c	D	D
53111	Lessors of residential buildings and dwellings	12	10 806	1 495	374	109	25.7	26.0
531110	Lessors of residential buildings and dwellings	12	10 806	1 495	374	109	25.7	26.0
5313	Activities related to real estate	11	D	D	D	c	D	D
532	Rental and leasing services	3	2 037	352	89	24	—	—
GRAFTON								
53	Real estate and rental and leasing	11	4 706	1 553	387	80	65.7	—
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
GRAND CHUTE								
53	Real estate and rental and leasing	32	30 849	6 423	1 484	185	10.1	2.3
531	Real estate	23	27 736	5 630	1 327	157	10.8	—
532	Rental and leasing services	9	3 113	793	157	28	4.7	22.3

See footnotes at end of table.

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

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							From admini- strative records ¹	Estimated ²
GREEN BAY								
53	Real estate and rental and leasing	102	76 827	13 736	3 271	609	20.9	5.8
531	Real estate	73	57 042	9 522	2 350	382	25.1	6.4
5311	Lessors of real estate	30	22 288	3 734	980	166	31.1	10.3
53111	Lessors of residential buildings and dwellings	13	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	13	D	D	D	b	D	D
5311101	Lessors of apartment buildings	13	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	16	13 648	2 404	714	99	13.2	—
531120	Lessors of nonresidential buildings (except miniwarehouses)	16	13 648	2 404	714	99	13.2	—
5311201	Lessors of professional and other office buildings	10	7 030	1 017	236	55	18.3	—
5312	Offices of real estate agents and brokers	22	21 184	2 197	533	96	26.5	2.8
53121	Offices of real estate agents and brokers	22	21 184	2 197	533	96	26.5	2.8
531210	Offices of real estate agents and brokers	22	21 184	2 197	533	96	26.5	2.8
5312101	Offices of residential real estate agents and brokers	16	19 090	1 868	457	83	19.2	2.9
5313	Activities related to real estate	21	13 570	3 591	837	120	13.2	5.5
532	Rental and leasing services	29	19 785	4 214	921	227	8.9	4.3
5322	Consumer goods rental	22	13 669	3 023	723	180	—	6.2
53223	Video tape and disc rental	10	D	D	D	b	D	D
532230	Video tape and disc rental	10	D	D	D	b	D	D
GREENDALE								
53	Real estate and rental and leasing	16	31 239	2 187	541	116	9.7	16.2
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
GREENFIELD								
53	Real estate and rental and leasing	48	37 889	7 008	1 663	318	18.5	5.3
531	Real estate	39	26 804	5 432	1 290	244	26.2	7.0
5311	Lessors of real estate	20	18 247	2 800	702	163	9.0	8.3
53111	Lessors of residential buildings and dwellings	14	16 612	2 419	613	144	7.4	8.5
531110	Lessors of residential buildings and dwellings	14	16 612	2 419	613	144	7.4	8.5
5311101	Lessors of apartment buildings	12	D	D	D	c	D	D
5313	Activities related to real estate	10	4 282	2 162	494	65	64.7	8.8
532	Rental and leasing services	9	11 085	1 576	373	74	—	1.1
HALES CORNERS								
53	Real estate and rental and leasing	19	24 193	2 616	581	115	50.6	1.1
531	Real estate	18	D	D	D	c	D	D
5311	Lessors of real estate	10	10 659	758	181	61	38.7	2.3
532	Rental and leasing services	1	D	D	D	a	D	D
HARTFORD								
53	Real estate and rental and leasing	13	4 973	504	106	34	76.9	—
531	Real estate	8	3 073	231	41	11	98.2	—
532	Rental and leasing services	5	1 900	273	65	23	42.4	—
HARTFORD (PART - WASHINGTON COUNTY)								
53	Real estate and rental and leasing	13	4 973	504	106	34	76.9	—
531	Real estate	8	3 073	231	41	11	98.2	—
532	Rental and leasing services	5	1 900	273	65	23	42.4	—
HARTLAND								
53	Real estate and rental and leasing	13	7 495	1 177	216	38	9.7	.2
531	Real estate	12	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HOLMEN								
53	Real estate and rental and leasing	5	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HORICON								
53	Real estate and rental and leasing	5	1 554	427	94	57	11.5	28.6
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	4	D	D	D	b	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admini- strative records ¹	Estimated ²
HOWARD								
53	Real estate and rental and leasing	10	4 971	695	161	38	27.7	4.2
531	Real estate	6	3 837	436	99	18	25.4	5.5
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
HOWARD (PART - BROWN COUNTY)								
53	Real estate and rental and leasing	10	4 971	695	161	38	27.7	4.2
531	Real estate	6	3 837	436	99	18	25.4	5.5
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
HOWARDS GROVE								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
HUDSON								
53	Real estate and rental and leasing	34	18 719	2 097	452	73	28.9	4.6
531	Real estate	30	D	D	D	b	D	D
5311	Lessors of real estate	11	3 919	347	80	20	31.5	5.1
53111	Lessors of residential buildings and dwellings	11	3 919	347	80	20	31.5	5.1
531110	Lessors of residential buildings and dwellings	11	3 919	347	80	20	31.5	5.1
5311101	Lessors of apartment buildings	11	3 919	347	80	20	31.5	5.1
5312	Offices of real estate agents and brokers	16	11 742	1 116	232	32	20.1	5.6
53121	Offices of real estate agents and brokers	16	11 742	1 116	232	32	20.1	5.6
531210	Offices of real estate agents and brokers	16	11 742	1 116	232	32	20.1	5.6
5312101	Offices of residential real estate agents and brokers ...	13	11 526	1 007	203	28	19.0	5.3
532	Rental and leasing services	4	D	D	D	a	D	D
JACKSON								
53	Real estate and rental and leasing	3	562	232	53	9	37.0	16.7
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
JANESVILLE								
53	Real estate and rental and leasing	60	32 709	4 649	975	234	30.1	11.3
531	Real estate	49	25 494	3 411	680	142	36.6	14.4
5311	Lessors of real estate	19	13 302	1 622	335	78	11.6	22.0
53111	Lessors of residential buildings and dwellings	12	10 921	1 450	292	68	7.5	26.5
531110	Lessors of residential buildings and dwellings	12	10 921	1 450	292	68	7.5	26.5
5312	Offices of real estate agents and brokers	17	9 724	890	187	38	62.5	7.3
53121	Offices of real estate agents and brokers	17	9 724	890	187	38	62.5	7.3
531210	Offices of real estate agents and brokers	17	9 724	890	187	38	62.5	7.3
5312101	Offices of residential real estate agents and brokers ...	15	D	D	D	b	D	D
5313	Activities related to real estate	13	2 468	899	158	26	69.4	1.9
532	Rental and leasing services	11	7 215	1 238	295	92	7.3	.3
JEFFERSON								
53	Real estate and rental and leasing	4	1 264	154	38	12	48.1	—
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
KAUKAUNA								
53	Real estate and rental and leasing	10	13 299	2 516	574	85	13.6	8.8
531	Real estate	4	2 089	265	63	14	86.5	—
532	Rental and leasing services	6	11 210	2 251	511	71	—	10.4

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
KENOSHA								
53	Real estate and rental and leasing	86	50 946	7 502	1 762	365	36.0	3.7
531	Real estate	64	D	D	D	c	D	D
5311	Lessors of real estate	24	20 650	1 875	453	92	28.5	4.1
53111	Lessors of residential buildings and dwellings	15	13 392	1 029	267	53	38.9	6.4
531110	Lessors of residential buildings and dwellings	15	13 392	1 029	267	53	38.9	6.4
5311101	Lessors of apartment buildings	14	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	21	14 150	1 656	365	55	59.3	.2
53121	Offices of real estate agents and brokers	21	14 150	1 656	365	55	59.3	.2
531210	Offices of real estate agents and brokers	21	14 150	1 656	365	55	59.3	.2
5312101	Offices of residential real estate agents and brokers ...	17	D	D	D	b	D	D
5313	Activities related to real estate	19	D	D	D	b	D	D
53131	Real estate property managers	13	4 063	1 290	328	62	63.9	20.6
531311	Residential property managers	11	D	D	D	b	D	D
532	Rental and leasing services	22	D	D	D	c	D	D
5322	Consumer goods rental	18	D	D	D	c	D	D
53223	Video tape and disc rental	11	D	D	D	c	D	D
532230	Video tape and disc rental	11	D	D	D	c	D	D
KEWASKUM								
53	Real estate and rental and leasing	3	300	80	17	7	29.0	21.0
531	Real estate	3	300	80	17	7	29.0	21.0
KEWAUNEE								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
KIEL								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
KIEL (PART - MANITOWOC COUNTY)								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
KIMBERLY								
53	Real estate and rental and leasing	3	1 595	301	54	12	100.0	-
531	Real estate	3	1 595	301	54	12	100.0	-
LA CROSSE								
53	Real estate and rental and leasing	73	54 451	17 642	3 520	574	21.3	8.5
531	Real estate	50	30 622	8 866	2 001	269	35.1	8.7
5311	Lessors of real estate	27	19 320	5 964	1 346	127	33.4	5.3
53111	Lessors of residential buildings and dwellings	14	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	14	D	D	D	b	D	D
5311101	Lessors of apartment buildings	13	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
5313	Activities related to real estate	15	D	D	D	c	D	D
53131	Real estate property managers	10	D	D	D	b	D	D
532	Rental and leasing services	22	D	D	D	e	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
LADYSMITH								
53	Real estate and rental and leasing	7	1 471	147	46	23	93.3	6.7
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
LAKE GENEVA								
53	Real estate and rental and leasing	22	14 208	1 744	434	104	30.3	1.6
531	Real estate	17	12 837	1 523	349	76	30.8	.8
532	Rental and leasing services	5	1 371	221	85	28	26.0	8.9
LAKE MILLS								
53	Real estate and rental and leasing	6	D	D	D	a	D	D
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
LANCASTER								
53	Real estate and rental and leasing	7	610	52	14	8	87.7	—
531	Real estate	7	610	52	14	8	87.7	—
LITTLE CHUTE								
53	Real estate and rental and leasing	4	539	125	31	17	52.3	—
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
LODI								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D
MCFARLAND								
53	Real estate and rental and leasing	6	D	D	D	b	D	D
531	Real estate	4	952	219	58	18	61.1	22.1
532	Rental and leasing services	2	D	D	D	a	D	D
MADISON								
53	Real estate and rental and leasing	361	465 888	71 005	16 893	2 676	12.8	3.3
531	Real estate	299	305 285	57 188	13 515	2 057	17.6	4.3
5311	Lessors of real estate	136	144 244	17 591	4 416	822	18.5	3.5
53111	Lessors of residential buildings and dwellings	108	123 759	15 239	3 843	747	19.0	3.2
531110	Lessors of residential buildings and dwellings	108	123 759	15 239	3 843	747	19.0	3.2
5311101	Lessors of apartment buildings	95	116 937	14 611	3 688	714	18.1	2.8
5311109	Lessors of dwellings other than apartment buildings	13	6 822	628	155	33	33.6	10.9
53112	Lessors of nonresidential buildings (except miniwarehouses)	20	17 311	1 942	448	53	18.2	5.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	20	17 311	1 942	448	53	18.2	5.4
5312	Offices of real estate agents and brokers	63	67 389	10 766	2 281	291	18.4	6.0
53121	Offices of real estate agents and brokers	63	67 389	10 766	2 281	291	18.4	6.0
531210	Offices of real estate agents and brokers	63	67 389	10 766	2 281	291	18.4	6.0
5312101	Offices of residential real estate agents and brokers	46	56 819	7 019	1 273	193	18.1	6.4
5312109	Offices of nonresidential real estate agents and brokers	17	10 570	3 747	1 008	98	20.2	4.3
5313	Activities related to real estate	100	93 652	28 831	6 818	944	15.8	4.2
53131	Real estate property managers	67	85 079	25 386	6 102	861	15.2	3.7
531311	Residential property managers	50	51 716	17 317	3 996	686	16.9	6.1
531312	Nonresidential property managers	17	33 363	8 069	2 106	175	12.6	—
53132	Offices of real estate appraisers	20	3 583	1 573	355	45	35.6	1.6
531320	Offices of real estate appraisers	20	3 583	1 573	355	45	35.6	1.6
53139	Other activities related to real estate	13	4 990	1 872	361	38	11.9	14.1
531390	Other activities related to real estate	13	4 990	1 872	361	38	11.9	14.1
532	Rental and leasing services	57	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	18	54 212	4 815	1 161	223	4.7	—
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	11	D	D	D	b	D	D
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	11	D	D	D	b	D	D
5322	Consumer goods rental	28	15 089	2 765	642	241	19.1	1.1
53223	Video tape and disc rental	17	11 780	2 078	488	185	23.0	—
532230	Video tape and disc rental	17	11 780	2 078	488	185	23.0	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	5	D	D	D	b	D	D
MANITOWOC								
53	Real estate and rental and leasing	20	8 538	1 877	400	111	24.1	13.9
531	Real estate	17	6 874	1 503	313	80	30.0	17.3
532	Rental and leasing services	3	1 664	374	87	31	—	—
MARINETTE								
53	Real estate and rental and leasing	8	4 096	457	104	17	36.7	10.6
531	Real estate	7	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
MARSHALL								
53	Real estate and rental and leasing	3	851	416	82	11	77.8	—
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MARSHFIELD								
53	Real estate and rental and leasing	27	20 005	2 833	630	151	31.1	10.4
531	Real estate	17	D	D	D	b	D	D
5311	Lessors of real estate	13	3 960	353	77	26	48.5	41.6
532	Rental and leasing services	10	D	D	D	c	D	D
MARSHFIELD (PART - MARATHON COUNTY)								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
MARSHFIELD (PART - WOOD COUNTY)								
53	Real estate and rental and leasing	25	D	D	D	c	D	D
531	Real estate	17	D	D	D	b	D	D
5311	Lessors of real estate	13	3 960	353	77	26	48.5	41.6
532	Rental and leasing services	8	D	D	D	b	D	D
MAUSTON								
53	Real estate and rental and leasing	6	D	D	D	a	D	D
531	Real estate	5	1 263	155	32	10	96.8	3.2
532	Rental and leasing services	1	D	D	D	a	D	D
MAYVILLE								
53	Real estate and rental and leasing	6	D	D	D	b	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
MEDFORD								
53	Real estate and rental and leasing	10	D	D	D	a	D	D
531	Real estate	8	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
MENASHA CITY								
53	Real estate and rental and leasing	14	6 150	1 236	279	59	20.7	23.5
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	4	D	D	D	b	D	D
MENASHA CITY (PART - CALUMET COUNTY)								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MENASHA CITY (PART - WINNEBAGO COUNTY)								
53	Real estate and rental and leasing	13	D	D	D	b	D	D
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	4	D	D	D	b	D	D
MENASHA TOWN								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
MENOMONEE FALLS								
53	Real estate and rental and leasing	31	25 722	7 104	1 673	295	19.7	.5
531	Real estate	24	17 718	4 529	1 125	224	28.2	.8
5312	Offices of real estate agents and brokers	10	7 248	1 172	275	34	26.0	—
53121	Offices of real estate agents and brokers	10	7 248	1 172	275	34	26.0	—
531210	Offices of real estate agents and brokers	10	7 248	1 172	275	34	26.0	—
5312101	Offices of residential real estate agents and brokers	10	7 248	1 172	275	34	26.0	—
532	Rental and leasing services	6	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
MENOMONIE								
53	Real estate and rental and leasing	23	8 652	1 185	285	78	37.7	26.1
531	Real estate	19	7 801	1 150	276	74	38.4	28.8
532	Rental and leasing services	4	851	35	9	4	31.3	1.3

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
MEQUON								
53	Real estate and rental and leasing	45	47 044	5 917	1 384	207	15.0	9.7
531	Real estate	39	43 660	5 403	1 252	176	14.9	10.5
5311	Lessors of real estate	14	23 091	1 414	349	60	6.7	2.0
5312	Offices of real estate agents and brokers	11	16 412	2 009	452	56	18.0	21.9
53121	Offices of real estate agents and brokers	11	16 412	2 009	452	56	18.0	21.9
531210	Offices of real estate agents and brokers	11	16 412	2 009	452	56	18.0	21.9
5312101	Offices of residential real estate agents and brokers ...	11	16 412	2 009	452	56	18.0	21.9
5313	Activities related to real estate	14	4 157	1 980	451	60	47.6	12.8
532	Rental and leasing services	5	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
MERRILL								
53	Real estate and rental and leasing	10	1 814	265	66	24	31.1	25.4
531	Real estate	8	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
MIDDLETON								
53	Real estate and rental and leasing	34	53 635	8 424	2 433	486	6.4	5.2
531	Real estate	30	51 722	8 014	2 343	458	6.6	4.5
5313	Activities related to real estate	17	38 181	7 004	2 077	424	3.8	5.0
53131	Real estate property managers	11	36 535	6 559	1 983	409	2.3	4.1
532	Rental and leasing services	4	1 913	410	90	28	—	24.2
MILTON								
53	Real estate and rental and leasing	7	1 253	146	31	17	22.7	40.9
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
MILWAUKEE								
53	Real estate and rental and leasing	474	500 484	114 913	28 011	3 568	14.6	7.2
531	Real estate	362	346 174	88 399	21 867	2 485	20.1	9.4
5311	Lessors of real estate	203	226 346	40 009	10 609	1 243	13.6	9.5
53111	Lessors of residential buildings and dwellings	136	140 070	17 722	4 410	867	16.4	13.4
531110	Lessors of residential buildings and dwellings	136	140 070	17 722	4 410	867	16.4	13.4
5311101	Lessors of apartment buildings	118	134 240	16 820	4 187	815	16.3	12.4
5311109	Lessors of dwellings other than apartment buildings ...	18	5 830	902	223	52	17.3	35.9
53112	Lessors of nonresidential buildings (except miniwarehouses)	49	78 560	21 426	5 992	323	8.9	2.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	49	78 560	21 426	5 992	323	8.9	2.7
5311201	Lessors of professional and other office buildings	24	56 489	14 339	4 227	209	8.5	.7
5311202	Lessors of manufacturing and industrial buildings	13	8 135	866	207	21	17.0	3.9
53113	Lessors of miniwarehouses and self-storage units	11	4 312	481	114	32	7.1	4.6
531130	Lessors of miniwarehouses and self-storage units	11	4 312	481	114	32	7.1	4.6
5312	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
53121	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
531210	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
5312101	Offices of residential real estate agents and brokers ...	36	12 620	1 921	488	87	25.8	18.5
5312109	Offices of nonresidential real estate agents and brokers	26	47 081	15 297	2 957	145	20.6	1.3
5313	Activities related to real estate	97	60 127	31 172	7 813	1 010	43.2	13.6
53131	Real estate property managers	73	51 005	27 480	6 901	917	39.1	14.4
531311	Residential property managers	55	34 078	17 331	4 073	691	33.4	19.4
531312	Nonresidential property managers	18	16 927	10 149	2 828	226	50.6	4.2
53132	Offices of real estate appraisers	10	1 822	674	154	23	72.2	—
531320	Offices of real estate appraisers	10	1 822	674	154	23	72.2	—
53139	Other activities related to real estate	14	7 300	3 018	758	70	64.2	11.8
531390	Other activities related to real estate	14	7 300	3 018	758	70	64.2	11.8

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

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							From admini- strative records ¹	Estimated ²
MILWAUKEE—Con.								
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services	111	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	42	103 089	14 190	3 204	543	.3	1.8
53211	Passenger car rental and leasing	13	44 120	5 823	1 235	284	.7	.2
532111	Passenger car rental	11	D	D	D	e	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	29	58 969	8 367	1 969	259	—	3.0
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	29	58 969	8 367	1 969	259	—	3.0
5321201	Truck rental without drivers	13	D	D	D	b	D	D
5321202	Truck leasing	14	51 975	7 458	1 772	221	—	2.1
5322	Consumer goods rental	53	33 801	7 608	1 916	443	6.8	3.1
53221	Consumer electronics and appliances rental	16	D	D	D	b	D	D
532210	Consumer electronics and appliances rental	16	D	D	D	b	D	D
53223	Video tape and disc rental	24	12 870	2 880	717	249	9.7	.2
532230	Video tape and disc rental	24	12 870	2 880	717	249	9.7	.2
53229	Other consumer goods rental	10	D	D	D	c	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	13	15 502	3 789	820	83	.1	3.8
53249	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
MILWAUKEE (PART - MILWAUKEE COUNTY)								
53	Real estate and rental and leasing	472	D	D	D	h	D	D
531	Real estate	360	D	D	D	g	D	D
5311	Lessors of real estate	202	D	D	D	g	D	D
53111	Lessors of residential buildings and dwellings	136	140 070	17 722	4 410	867	16.4	13.4
531110	Lessors of residential buildings and dwellings	136	140 070	17 722	4 410	867	16.4	13.4
5311101	Lessors of apartment buildings	118	134 240	16 820	4 187	815	16.3	12.4
5311109	Lessors of dwellings other than apartment buildings	18	5 830	902	223	52	17.3	35.9
53112	Lessors of nonresidential buildings (except miniwarehouses)	49	78 560	21 426	5 992	323	8.9	2.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	49	78 560	21 426	5 992	323	8.9	2.7
5311201	Lessors of professional and other office buildings	24	56 489	14 339	4 227	209	8.5	.7
5311202	Lessors of manufacturing and industrial buildings	13	8 135	866	207	21	17.0	3.9
53113	Lessors of miniwarehouses and self-storage units	11	4 312	481	114	32	7.1	4.6
531130	Lessors of miniwarehouses and self-storage units	11	4 312	481	114	32	7.1	4.6
5312	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
53121	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
531210	Offices of real estate agents and brokers	62	59 701	17 218	3 445	232	21.7	4.9
5312101	Offices of residential real estate agents and brokers	36	12 620	1 921	488	87	25.8	18.5
5312109	Offices of nonresidential real estate agents and brokers	26	47 081	15 297	2 957	145	20.6	1.3
5313	Activities related to real estate	96	D	D	D	f	D	D
53131	Real estate property managers	72	D	D	D	f	D	D
531311	Residential property managers	54	D	D	D	f	D	D
531312	Nonresidential property managers	18	16 927	10 149	2 828	226	50.6	4.2
53132	Offices of real estate appraisers	10	1 822	674	154	23	72.2	—
531320	Offices of real estate appraisers	10	1 822	674	154	23	72.2	—
53139	Other activities related to real estate	14	7 300	3 018	758	70	64.2	11.8
531390	Other activities related to real estate	14	7 300	3 018	758	70	64.2	11.8
532	Rental and leasing services	111	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	42	103 089	14 190	3 204	543	.3	1.8
53211	Passenger car rental and leasing	13	44 120	5 823	1 235	284	.7	.2
532111	Passenger car rental	11	D	D	D	e	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	29	58 969	8 367	1 969	259	—	3.0
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	29	58 969	8 367	1 969	259	—	3.0
5321201	Truck rental without drivers	13	D	D	D	b	D	D
5321202	Truck leasing	14	51 975	7 458	1 772	221	—	2.1
5322	Consumer goods rental	53	33 801	7 608	1 916	443	6.8	3.1
53221	Consumer electronics and appliances rental	16	D	D	D	b	D	D
532210	Consumer electronics and appliances rental	16	D	D	D	b	D	D
53223	Video tape and disc rental	24	12 870	2 880	717	249	9.7	.2
532230	Video tape and disc rental	24	12 870	2 880	717	249	9.7	.2
53229	Other consumer goods rental	10	D	D	D	c	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	13	15 502	3 789	820	83	.1	3.8
53249	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	10	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
MILWAUKEE (PART - WASHINGTON COUNTY)								
53	Real estate and rental and leasing	2	D	D	D	b	D	D
531	Real estate	2	D	D	D	b	D	D
MONDOVI								
53	Real estate and rental and leasing	6	D	D	D	b	D	D
531	Real estate	5	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
MONONA								
53	Real estate and rental and leasing	22	24 916	3 227	843	129	14.0	.2
531	Real estate	16	13 798	1 655	461	70	25.3	.4
532	Rental and leasing services	6	11 118	1 572	382	59	—	—
MONROE								
53	Real estate and rental and leasing	13	6 272	881	181	49	19.2	37.0
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	4	D	D	D	b	D	D
MOSINEE								
53	Real estate and rental and leasing	5	D	D	D	b	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	3	6 677	971	225	37	—	—
MOUNT HOREB								
53	Real estate and rental and leasing	7	D	D	D	a	D	D
531	Real estate	6	2 167	254	44	9	85.1	10.7
532	Rental and leasing services	1	D	D	D	a	D	D
MOUNT PLEASANT								
53	Real estate and rental and leasing	19	6 508	1 937	418	77	26.1	3.1
531	Real estate	17	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
MUKWONAGO								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MUKWONAGO (PART - WAUKESHA COUNTY)								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MUSKEGO								
53	Real estate and rental and leasing	12	10 141	1 992	445	103	3.8	14.6
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
NEENAH								
53	Real estate and rental and leasing	17	21 022	3 321	793	126	11.7	4.3
531	Real estate	10	7 579	1 167	265	47	26.8	.5
532	Rental and leasing services	7	13 443	2 154	528	79	3.1	6.4
NEILLSVILLE								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
NEKOOSA								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
NEW BERLIN								
53	Real estate and rental and leasing	33	43 293	6 595	1 511	274	24.1	.8
531	Real estate	27	30 115	3 191	742	147	34.3	.7
5311	Lessors of real estate	14	D	D	D	c	D	D
53111	Lessors of residential buildings and dwellings	12	21 868	2 182	515	105	35.9	—
531110	Lessors of residential buildings and dwellings	12	21 868	2 182	515	105	35.9	—
5311101	Lessors of apartment buildings	12	21 868	2 182	515	105	35.9	—
532	Rental and leasing services	6	13 178	3 404	769	127	.9	.9

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							From admini- strative records ¹	Estimated ²
NEW HOLSTEIN								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
NEW LONDON								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
NEW LONDON (PART - WAUPACA COUNTY)								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
NEW RICHMOND								
53	Real estate and rental and leasing	9	3 324	276	60	19	76.5	-
531	Real estate	9	3 324	276	60	19	76.5	-
NORTH FOND DU LAC								
53	Real estate and rental and leasing	2	D	D	D	b	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	b	D	D
NORTH HUDSON								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
OAK CREEK								
53	Real estate and rental and leasing	25	31 034	5 363	1 096	251	31.7	5.1
531	Real estate	20	21 812	2 406	550	124	44.5	7.2
5311	Lessors of real estate	14	19 441	1 639	368	102	47.5	-
53111	Lessors of residential buildings and dwellings	10	17 940	1 266	279	73	47.8	-
531110	Lessors of residential buildings and dwellings	10	17 940	1 266	279	73	47.8	-
5311101	Lessors of apartment buildings	10	17 940	1 266	279	73	47.8	-
532	Rental and leasing services	4	D	D	D	c	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
OCONOMOWOC								
53	Real estate and rental and leasing	18	16 528	2 702	559	114	19.5	4.3
531	Real estate	15	15 002	2 523	520	98	18.0	4.7
532	Rental and leasing services	3	1 526	179	39	16	34.9	-
OCONTO								
53	Real estate and rental and leasing	3	D	D	D	b	D	D
531	Real estate	3	D	D	D	b	D	D
OCONTO FALLS								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
ONALASKA								
53	Real estate and rental and leasing	20	11 828	1 702	370	92	20.1	13.6
531	Real estate	14	D	D	D	b	D	D
532	Rental and leasing services	6	D	D	D	b	D	D
OOSTBURG								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
OREGON								
53	Real estate and rental and leasing	7	3 121	624	168	27	23.0	-
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
OSHKOSH								
53	Real estate and rental and leasing	64	35 595	6 752	1 567	392	25.8	12.9
531	Real estate	51	28 512	5 343	1 219	299	28.5	14.3
5311	Lessors of real estate	35	15 760	2 186	484	143	36.0	19.3
53111	Lessors of residential buildings and dwellings	27	12 457	1 663	374	104	25.9	24.4
531110	Lessors of residential buildings and dwellings	27	12 457	1 663	374	104	25.9	24.4
5311101	Lessors of apartment buildings	21	D	D	D	b	D	D
532	Rental and leasing services	12	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
PADDOCK LAKE								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
PARK FALLS								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
PESHTIGO								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
PEWAUKEE CITY								
53	Real estate and rental and leasing	21	36 872	6 683	1 780	173	9.0	9.2
531	Real estate	15	19 398	4 197	1 087	107	17.2	17.5
532	Rental and leasing services	6	17 474	2 486	693	66	—	—
PEWAUKEE VILLAGE								
53	Real estate and rental and leasing	16	16 426	4 354	1 191	199	12.8	13.9
531	Real estate	13	6 714	2 863	824	145	31.4	33.9
532	Rental and leasing services	3	9 712	1 491	367	54	—	—
PLATTEVILLE								
53	Real estate and rental and leasing	20	3 541	771	156	41	51.2	9.1
531	Real estate	19	D	D	D	b	D	D
5311	Lessors of real estate	13	2 037	202	32	19	57.4	11.2
53111	Lessors of residential buildings and dwellings	10	1 342	84	21	17	82.9	17.1
531110	Lessors of residential buildings and dwellings	10	1 342	84	21	17	82.9	17.1
5311101	Lessors of apartment buildings	10	1 342	84	21	17	82.9	17.1
532	Rental and leasing services	1	D	D	D	a	D	D
PLEASANT PRAIRIE								
53	Real estate and rental and leasing	18	9 242	1 316	294	74	32.2	4.5
531	Real estate	17	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
PLOVER								
53	Real estate and rental and leasing	8	2 709	440	92	34	9.4	—
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
PLYMOUTH								
53	Real estate and rental and leasing	14	5 196	597	133	47	50.7	12.4
531	Real estate	12	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
PORTAGE								
53	Real estate and rental and leasing	11	D	D	D	b	D	D
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
PORT WASHINGTON								
53	Real estate and rental and leasing	5	1 043	178	32	9	66.5	—
531	Real estate	5	1 043	178	32	9	66.5	—
PRAIRIE DU CHIEN								
53	Real estate and rental and leasing	10	D	D	D	a	D	D
531	Real estate	9	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

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

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							From admini- strative records ¹	Estimated ²
PRAIRIE DU SAC								
53	Real estate and rental and leasing	7	23 306	3 609	799	72	5.5	2.3
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	b	D	D
PRESCOTT								
53	Real estate and rental and leasing	4	594	64	11	6	19.0	12.3
531	Real estate	4	594	64	11	6	19.0	12.3
PULASKI								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	715	128	30	7	71.9	—
532	Rental and leasing services	1	D	D	D	a	D	D
PULASKI (PART - BROWN COUNTY)								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	715	128	30	7	71.9	—
532	Rental and leasing services	1	D	D	D	a	D	D
RACINE								
53	Real estate and rental and leasing	61	33 962	6 485	1 351	271	24.2	9.8
531	Real estate	47	26 432	4 750	1 001	161	28.9	11.9
5311	Lessors of real estate	26	11 871	1 255	276	52	30.9	16.0
53111	Lessors of residential buildings and dwellings	17	9 857	942	210	34	30.7	11.3
531110	Lessors of residential buildings and dwellings	17	9 857	942	210	34	30.7	11.3
5311101	Lessors of apartment buildings	12	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	11	11 094	2 382	447	65	35.8	2.2
53121	Offices of real estate agents and brokers	11	11 094	2 382	447	65	35.8	2.2
531210	Offices of real estate agents and brokers	11	11 094	2 382	447	65	35.8	2.2
5312101	Offices of residential real estate agents and brokers ..	11	11 094	2 382	447	65	35.8	2.2
5313	Activities related to real estate	10	3 467	1 113	278	44	—	28.8
532	Rental and leasing services	14	7 530	1 735	350	110	7.4	2.5
5322	Consumer goods rental	10	D	D	D	b	D	D
REEDSBURG								
53	Real estate and rental and leasing	11	5 753	808	189	42	17.8	—
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
RHINELANDER								
53	Real estate and rental and leasing	17	5 537	725	165	52	16.3	—
531	Real estate	13	3 621	387	85	28	25.0	—
532	Rental and leasing services	4	1 916	338	80	24	—	—
RICE LAKE								
53	Real estate and rental and leasing	18	9 784	1 001	236	82	28.8	12.5
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	5	D	D	D	b	D	D
RICHFIELD								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
RICHLAND CENTER								
53	Real estate and rental and leasing	8	D	D	D	b	D	D
531	Real estate	7	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
RIPON								
53	Real estate and rental and leasing	11	4 998	608	125	43	33.2	13.9
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D

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RIVER FALLS								
53	Real estate and rental and leasing	12	6 167	1 425	246	42	22.5	6.4
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
RIVER FALLS (PART - PIERCE COUNTY)								
53	Real estate and rental and leasing	11	D	D	D	b	D	D
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
RIVER FALLS (PART - ST. CROIX COUNTY)								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
ROTHSCHILD								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D
ST. FRANCIS								
53	Real estate and rental and leasing	9	10 242	1 699	405	81	6.4	3.8
531	Real estate	6	4 366	635	163	49	—	8.9
532	Rental and leasing services	3	5 876	1 064	242	32	11.2	—
SAUK CITY								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
SAUKVILLE								
53	Real estate and rental and leasing	3	266	32	8	12	63.9	—
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
SHAWANO								
53	Real estate and rental and leasing	12	5 842	1 243	282	69	14.0	—
531	Real estate	9	4 384	915	210	47	18.7	—
532	Rental and leasing services	3	1 458	328	72	22	—	—
SHEBOYGAN								
53	Real estate and rental and leasing	43	28 199	3 944	956	187	27.5	13.3
531	Real estate	33	16 372	2 076	502	100	47.4	9.1
5311	Lessors of real estate	22	D	D	D	b	D	D
53111	Lessors of residential buildings and dwellings	11	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	11	D	D	D	b	D	D
5311101	Lessors of apartment buildings	10	4 135	350	80	29	73.3	26.7
53112	Lessors of nonresidential buildings (except miniwarehouses)	10	6 167	952	228	35	27.0	4.8
531120	Lessors of nonresidential buildings (except miniwarehouses)	10	6 167	952	228	35	27.0	4.8
532	Rental and leasing services	9	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
SHEBOYGAN FALLS								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
SHOREWOOD								
53	Real estate and rental and leasing	23	20 999	2 127	459	117	21.1	7.4
531	Real estate	20	19 644	1 882	405	95	22.6	7.4
532	Rental and leasing services	2	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
SLINGER								
53	Real estate and rental and leasing	6	1 666	533	85	21	27.7	—
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
SOUTH MILWAUKEE								
53	Real estate and rental and leasing	5	3 784	833	179	34	4.7	—
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
SPARTA								
53	Real estate and rental and leasing	5	D	D	D	b	D	D
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
SPOONER								
53	Real estate and rental and leasing	13	10 976	2 223	621	50	23.4	3.6
531	Real estate	12	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
STEVENS POINT								
53	Real estate and rental and leasing	15	8 396	1 188	283	59	16.6	67.2
531	Real estate	11	1 874	261	61	18	69.7	28.7
532	Rental and leasing services	4	6 522	927	222	41	1.4	78.3
STOUGHTON								
53	Real estate and rental and leasing	12	9 663	1 415	341	57	71.3	1.4
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
STURGEON BAY								
53	Real estate and rental and leasing	27	8 043	1 675	389	120	37.4	17.3
531	Real estate	24	7 101	1 448	338	105	42.4	19.6
5312	Offices of real estate agents and brokers	12	2 407	258	62	12	36.5	1.3
53121	Offices of real estate agents and brokers	12	2 407	258	62	12	36.5	1.3
531210	Offices of real estate agents and brokers	12	2 407	258	62	12	36.5	1.3
5312101	Offices of residential real estate agents and brokers ...	11	D	D	D	a	D	D
532	Rental and leasing services	3	942	227	51	15	—	—
SUN PRAIRIE								
53	Real estate and rental and leasing	25	17 679	2 096	318	68	20.1	10.0
531	Real estate	21	15 577	1 701	225	35	22.8	10.7
5312	Offices of real estate agents and brokers	11	6 541	458	100	16	30.9	23.8
53121	Offices of real estate agents and brokers	11	6 541	458	100	16	30.9	23.8
531210	Offices of real estate agents and brokers	11	6 541	458	100	16	30.9	23.8
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	a	D	D
532	Rental and leasing services	4	2 102	395	93	33	—	5.3
SUPERIOR								
53	Real estate and rental and leasing	25	D	D	D	b	D	D
531	Real estate	18	8 458	1 184	295	58	29.8	9.7
5311	Lessors of real estate	12	6 323	852	212	42	24.6	10.7
532	Rental and leasing services	7	D	D	D	b	D	D
SUSSEX								
53	Real estate and rental and leasing	6	D	D	D	b	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
THIENSVILLE								
53	Real estate and rental and leasing	7	871	308	61	16	95.4	4.6
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
TOMAH								
53	Real estate and rental and leasing	13	4 236	659	162	52	24.9	12.1
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	4	D	D	D	b	D	D
TOMAHAWK								
53	Real estate and rental and leasing	12	3 121	942	275	30	97.2	2.8
531	Real estate	12	3 121	942	275	30	97.2	2.8
TWIN LAKES								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
TWO RIVERS								
53	Real estate and rental and leasing	8	D	D	D	b	D	D
531	Real estate	7	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
UNION GROVE								
53	Real estate and rental and leasing	6	1 773	806	161	21	20.0	.4
531	Real estate	5	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
VERONA								
53	Real estate and rental and leasing	6	D	D	D	b	D	D
531	Real estate	5	1 670	826	185	55	32.0	4.4
532	Rental and leasing services	1	D	D	D	a	D	D
VIROQUA								
53	Real estate and rental and leasing	4	547	112	24	8	91.2	—
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WATERFORD								
53	Real estate and rental and leasing	4	797	153	35	15	87.3	—
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WATERLOO								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WATERTOWN								
53	Real estate and rental and leasing	17	7 389	1 372	330	70	32.7	7.6
531	Real estate	13	3 778	638	136	38	61.8	14.9
532	Rental and leasing services	4	3 611	734	194	32	2.3	—
WATERTOWN (PART - DODGE COUNTY)								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WATERTOWN (PART - JEFFERSON COUNTY)								
53	Real estate and rental and leasing	14	D	D	D	b	D	D
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
WAUKESHA								
53	Real estate and rental and leasing	81	120 974	26 234	6 126	1 018	17.9	3.6
531	Real estate	61	54 966	11 900	2 819	458	36.4	5.4
5311	Lessors of real estate	22	26 350	5 074	1 432	287	39.8	8.6
53111	Lessors of residential buildings and dwellings	17	18 206	3 553	1 091	227	14.7	12.4
531110	Lessors of residential buildings and dwellings	17	18 206	3 553	1 091	227	14.7	12.4
5311101	Lessors of apartment buildings	16	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	20	19 473	1 986	395	50	25.9	3.1
53121	Offices of real estate agents and brokers	20	19 473	1 986	395	50	25.9	3.1
531210	Offices of real estate agents and brokers	20	19 473	1 986	395	50	25.9	3.1
5312101	Offices of residential real estate agents and brokers ...	14	16 152	1 316	321	44	12.5	3.8
5313	Activities related to real estate	19	9 143	4 840	992	121	48.9	.9
53131	Real estate property managers	12	7 661	4 315	886	106	47.2	.1
532	Rental and leasing services	20	66 008	14 334	3 307	560	2.5	2.0
WAUNAKEE								
53	Real estate and rental and leasing	9	D	D	D	b	D	D
531	Real estate	7	1 656	304	81	9	55.1	35.8
532	Rental and leasing services	2	D	D	D	b	D	D
WAUPACA								
53	Real estate and rental and leasing	11	4 509	684	126	39	39.5	32.3
531	Real estate	8	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
WAUPUN								
53	Real estate and rental and leasing	7	1 246	230	49	23	64.4	—
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
WAUPUN (PART - DODGE COUNTY)								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
WAUPUN (PART - FOND DU LAC COUNTY)								
53	Real estate and rental and leasing	4	D	D	D	b	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
WAUSAU								
53	Real estate and rental and leasing	39	20 605	3 396	807	187	39.9	9.6
531	Real estate	34	17 588	2 779	663	144	46.7	11.3
5311	Lessors of real estate	14	6 292	684	173	56	57.7	9.2
53111	Lessors of residential buildings and dwellings	10	6 039	600	153	47	56.0	9.6
531110	Lessors of residential buildings and dwellings	10	6 039	600	153	47	56.0	9.6
5311101	Lessors of apartment buildings	10	6 039	600	153	47	56.0	9.6
5313	Activities related to real estate	11	1 459	726	181	31	45.5	10.1
532	Rental and leasing services	5	3 017	617	144	43	—	—
WAUWATOSA								
53	Real estate and rental and leasing	58	58 335	9 724	2 305	342	14.4	5.7
531	Real estate	46	48 123	7 139	1 733	258	16.9	6.9
5311	Lessors of real estate	19	28 823	3 510	930	158	7.9	11.0
53111	Lessors of residential buildings and dwellings	14	14 294	1 878	479	112	10.8	18.0
531110	Lessors of residential buildings and dwellings	14	14 294	1 878	479	112	10.8	18.0
5311101	Lessors of apartment buildings	12	D	D	D	c	D	D
5313	Activities related to real estate	18	6 360	2 448	534	73	39.0	.8
532	Rental and leasing services	12	10 212	2 585	572	84	2.3	—
WEST ALLIS								
53	Real estate and rental and leasing	59	84 397	15 456	3 552	458	16.7	2.8
531	Real estate	39	35 620	4 145	988	184	26.0	5.0
5311	Lessors of real estate	20	27 149	2 580	645	125	16.9	5.3
53111	Lessors of residential buildings and dwellings	12	17 740	1 576	385	85	21.3	5.8
531110	Lessors of residential buildings and dwellings	12	17 740	1 576	385	85	21.3	5.8
5311101	Lessors of apartment buildings	12	17 740	1 576	385	85	21.3	5.8
5312	Offices of real estate agents and brokers	10	6 654	871	170	31	62.9	2.3
53121	Offices of real estate agents and brokers	10	6 654	871	170	31	62.9	2.3
531210	Offices of real estate agents and brokers	10	6 654	871	170	31	62.9	2.3
532	Rental and leasing services	20	48 777	11 311	2 564	274	9.9	1.2
WEST BEND								
53	Real estate and rental and leasing	16	11 959	1 192	253	79	19.3	.6
531	Real estate	13	9 597	736	153	26	12.9	.7
532	Rental and leasing services	2	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
WEST MILWAUKEE								
53	Real estate and rental and leasing	5	7 716	993	221	55	—	71.1
531	Real estate	4	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WESTON								
53	Real estate and rental and leasing	13	6 924	1 196	264	59	11.1	9.4
531	Real estate	7	2 805	347	79	15	27.5	23.3
532	Rental and leasing services	6	4 119	849	185	44	—	—
WEST SALEM								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
WHITEFISH BAY								
53	Real estate and rental and leasing	12	3 406	1 604	400	64	48.2	20.6
531	Real estate	10	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
WHITEWATER								
53	Real estate and rental and leasing	16	9 052	2 074	520	67	31.0	8.6
531	Real estate	15	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WHITEWATER (PART - WALWORTH COUNTY)								
53	Real estate and rental and leasing	16	9 052	2 074	520	67	31.0	8.6
531	Real estate	15	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
WISCONSIN RAPIDS								
53	Real estate and rental and leasing	28	11 179	1 709	347	96	28.2	17.9
531	Real estate	23	D	D	D	b	D	D
5311	Lessors of real estate	11	D	D	D	b	D	D
532	Rental and leasing services	5	D	D	D	b	D	D
BALANCE OF ADAMS COUNTY								
53	Real estate and rental and leasing	10	2 363	411	96	22	86.9	7.8
531	Real estate	9	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF ASHLAND COUNTY								
53	Real estate and rental and leasing	7	768	127	34	16	60.4	24.0
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF BARRON COUNTY								
53	Real estate and rental and leasing	22	D	D	D	b	D	D
531	Real estate	19	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
BALANCE OF BAYFIELD COUNTY								
53	Real estate and rental and leasing	12	2 871	514	98	28	32.0	32.4
531	Real estate	12	2 871	514	98	28	32.0	32.4
BALANCE OF BROWN COUNTY								
53	Real estate and rental and leasing	19	D	D	D	b	D	D
531	Real estate	15	2 236	821	192	37	57.8	—
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF BUFFALO COUNTY								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF BURNETT COUNTY								
53	Real estate and rental and leasing	16	3 932	698	130	28	76.2	—
531	Real estate	14	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF CALUMET COUNTY								
53	Real estate and rental and leasing	15	2 479	376	96	35	68.6	17.1
531	Real estate	15	2 479	376	96	35	68.6	17.1
BALANCE OF CHIPPEWA COUNTY								
53	Real estate and rental and leasing	10	2 827	289	13	6	13.5	83.8
531	Real estate	9	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
BALANCE OF CLARK COUNTY								
53	Real estate and rental and leasing	13	D	D	D	b	D	D
531	Real estate	9	D	D	D	a	D	D
532	Rental and leasing services	4	1 029	122	33	10	—	15.2
BALANCE OF COLUMBIA COUNTY								
53	Real estate and rental and leasing	16	4 346	589	104	20	38.3	12.7
531	Real estate	16	4 346	589	104	20	38.3	12.7
BALANCE OF CRAWFORD COUNTY								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF DANE COUNTY								
53	Real estate and rental and leasing	60	26 468	5 799	1 364	243	32.0	39.1
531	Real estate	51	22 209	4 736	1 120	184	32.8	41.5
5311	Lessors of real estate	27	13 924	1 723	394	85	23.3	50.9
53111	Lessors of residential buildings and dwellings	19	12 712	1 365	305	76	23.1	48.7
531110	Lessors of residential buildings and dwellings	19	12 712	1 365	305	76	23.1	48.7
5311101	Lessors of apartment buildings	11	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	11	2 780	336	76	24	61.9	38.1
53121	Offices of real estate agents and brokers	11	2 780	336	76	24	61.9	38.1
531210	Offices of real estate agents and brokers	11	2 780	336	76	24	61.9	38.1
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	b	D	D
5313	Activities related to real estate	13	5 505	2 677	650	75	41.9	19.5
532	Rental and leasing services	9	4 259	1 063	244	59	27.8	26.2
BALANCE OF DODGE COUNTY								
53	Real estate and rental and leasing	13	2 396	380	78	19	29.8	27.0
531	Real estate	11	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF DOOR COUNTY								
53	Real estate and rental and leasing	25	12 280	2 624	486	99	60.1	4.5
531	Real estate	20	10 231	2 001	394	77	71.9	5.4
5312	Offices of real estate agents and brokers	13	8 166	1 051	195	40	71.3	6.5
53121	Offices of real estate agents and brokers	13	8 166	1 051	195	40	71.3	6.5
531210	Offices of real estate agents and brokers	13	8 166	1 051	195	40	71.3	6.5
5312101	Offices of residential real estate agents and brokers ...	13	8 166	1 051	195	40	71.3	6.5
532	Rental and leasing services	5	2 049	623	92	22	1.1	—
BALANCE OF DOUGLAS COUNTY								
53	Real estate and rental and leasing	5	D	D	D	a	D	D
531	Real estate	3	290	45	11	8	56.6	—
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF DUNN COUNTY								
53	Real estate and rental and leasing	8	1 837	177	38	16	16.6	83.4
531	Real estate	8	1 837	177	38	16	16.6	83.4
BALANCE OF EAU CLAIRE COUNTY								
53	Real estate and rental and leasing	15	5 038	1 891	451	121	9.5	16.0
531	Real estate	11	D	D	D	c	D	D
532	Rental and leasing services	4	D	D	D	a	D	D
BALANCE OF FLORENCE COUNTY								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
BALANCE OF FOND DU LAC COUNTY								
53	Real estate and rental and leasing	8	550	153	32	10	75.8	17.8
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
BALANCE OF FOREST COUNTY								
53	Real estate and rental and leasing	6	2 168	180	42	18	89.5	—
531	Real estate	6	2 168	180	42	18	89.5	—

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							From admini- strative records ¹	Estimated ²
BALANCE OF GRANT COUNTY								
53	Real estate and rental and leasing	14	1 581	535	126	41	73.0	5.8
531	Real estate	12	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF GREEN COUNTY								
53	Real estate and rental and leasing	8	1 512	282	81	30	23.6	17.7
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF GREEN LAKE COUNTY								
53	Real estate and rental and leasing	7	5 042	996	240	60	85.4	14.6
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF IOWA COUNTY								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF IRON COUNTY								
53	Real estate and rental and leasing	7	4 261	678	172	38	11.0	1.7
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	b	D	D
BALANCE OF JACKSON COUNTY								
53	Real estate and rental and leasing	3	301	33	8	3	94.0	6.0
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF JEFFERSON COUNTY								
53	Real estate and rental and leasing	19	7 053	1 467	343	52	8.0	12.7
531	Real estate	14	D	D	D	b	D	D
532	Rental and leasing services	4	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF JUNEAU COUNTY								
53	Real estate and rental and leasing	8	D	D	D	b	D	D
531	Real estate	6	703	135	29	7	100.0	—
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF KENOSHA COUNTY								
53	Real estate and rental and leasing	12	5 923	1 172	212	44	18.1	51.3
531	Real estate	12	5 923	1 172	212	44	18.1	51.3
BALANCE OF KEWAUNEE COUNTY								
53	Real estate and rental and leasing	5	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF LA CROSSE COUNTY								
53	Real estate and rental and leasing	10	D	D	D	b	D	D
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF LAFAYETTE COUNTY								
53	Real estate and rental and leasing	5	1 058	54	12	6	57.4	—
531	Real estate	5	1 058	54	12	6	57.4	—
BALANCE OF LANGLADE COUNTY								
53	Real estate and rental and leasing	6	826	110	19	5	66.8	20.1
531	Real estate	6	826	110	19	5	66.8	20.1
BALANCE OF LINCOLN COUNTY								
53	Real estate and rental and leasing	8	1 438	435	83	23	37.4	17.0
531	Real estate	7	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D

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							From admini-strative records ¹	Estimated ²
BALANCE OF MANITOWOC COUNTY								
53	Real estate and rental and leasing	8	4 423	831	145	59	7.2	9.7
531	Real estate	6	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF MARATHON COUNTY								
53	Real estate and rental and leasing	25	9 550	1 834	381	81	13.4	6.6
531	Real estate	15	D	D	D	b	D	D
532	Rental and leasing services	9	6 984	1 332	277	53	3.2	8.4
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF MARINETTE COUNTY								
53	Real estate and rental and leasing	11	D	D	D	b	D	D
531	Real estate	9	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF MARQUETTE COUNTY								
53	Real estate and rental and leasing	15	2 392	316	68	32	71.8	13.8
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF MILWAUKEE COUNTY								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
BALANCE OF MONROE COUNTY								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
BALANCE OF OCONTO COUNTY								
53	Real estate and rental and leasing	14	4 404	837	188	38	30.1	13.0
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF ONEIDA COUNTY								
53	Real estate and rental and leasing	41	23 213	4 334	888	142	22.0	22.2
531	Real estate	30	19 260	3 260	654	97	23.5	25.3
5312	Offices of real estate agents and brokers	16	D	D	D	b	D	D
53121	Offices of real estate agents and brokers	16	D	D	D	b	D	D
531210	Offices of real estate agents and brokers	16	D	D	D	b	D	D
5312101	Offices of residential real estate agents and brokers ..	15	D	D	D	b	D	D
532	Rental and leasing services	11	3 953	1 074	234	45	14.8	7.5
BALANCE OF OUTAGAMIE COUNTY								
53	Real estate and rental and leasing	19	4 242	969	218	75	51.1	8.3
531	Real estate	13	2 954	620	127	48	67.7	11.2
532	Rental and leasing services	6	1 288	349	91	27	13.0	1.8
BALANCE OF OZAUKEE COUNTY								
53	Real estate and rental and leasing	6	1 177	179	38	14	17.3	9.1
531	Real estate	6	1 177	179	38	14	17.3	9.1
BALANCE OF PEPIN COUNTY								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF PIERCE COUNTY								
53	Real estate and rental and leasing	4	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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BALANCE OF POLK COUNTY								
53	Real estate and rental and leasing	25	6 255	385	85	50	38.4	9.6
531	Real estate	19	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	12	D	D	D	a	D	D
53121	Offices of real estate agents and brokers	12	D	D	D	a	D	D
531210	Offices of real estate agents and brokers	12	D	D	D	a	D	D
5312101	Offices of residential real estate agents and brokers ...	12	D	D	D	a	D	D
532	Rental and leasing services	6	D	D	D	b	D	D
BALANCE OF PORTAGE COUNTY								
53	Real estate and rental and leasing	19	12 996	1 996	437	52	24.1	7.0
531	Real estate	16	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF PRICE COUNTY								
53	Real estate and rental and leasing	9	D	D	D	a	D	D
531	Real estate	7	1 182	167	58	13	95.7	—
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF RACINE COUNTY								
53	Real estate and rental and leasing	12	4 656	2 064	383	90	24.8	14.5
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF RICHLAND COUNTY								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
BALANCE OF ROCK COUNTY								
53	Real estate and rental and leasing	16	3 107	356	79	21	42.5	26.2
531	Real estate	12	2 125	222	52	14	55.7	38.3
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF RUSK COUNTY								
53	Real estate and rental and leasing	4	567	140	32	10	77.1	6.2
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF ST. CROIX COUNTY								
53	Real estate and rental and leasing	22	D	D	D	b	D	D
531	Real estate	18	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	14	7 434	560	121	27	84.9	.5
53121	Offices of real estate agents and brokers	14	7 434	560	121	27	84.9	.5
531210	Offices of real estate agents and brokers	14	7 434	560	121	27	84.9	.5
5312101	Offices of residential real estate agents and brokers ...	14	7 434	560	121	27	84.9	.5
532	Rental and leasing services	4	D	D	D	b	D	D
BALANCE OF SAUK COUNTY								
53	Real estate and rental and leasing	21	10 829	1 629	293	54	49.7	9.7
531	Real estate	17	D	D	D	b	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF SAWYER COUNTY								
53	Real estate and rental and leasing	29	8 751	1 222	282	79	51.2	13.7
531	Real estate	26	7 981	1 083	245	61	51.8	15.0
5312	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
53121	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
531210	Offices of real estate agents and brokers	19	6 799	631	147	35	49.2	17.6
5312101	Offices of residential real estate agents and brokers ...	18	D	D	D	b	D	D
532	Rental and leasing services	3	770	139	37	18	44.5	—
BALANCE OF SHAWANO COUNTY								
53	Real estate and rental and leasing	6	677	72	17	11	98.5	1.5
531	Real estate	6	677	72	17	11	98.5	1.5

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							From admini- strative records ¹	Estimated ²
BALANCE OF SHEBOYGAN COUNTY								
53	Real estate and rental and leasing	23	5 229	779	192	50	38.0	17.5
531	Real estate	20	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	11	2 550	383	108	14	42.4	25.1
53121	Offices of real estate agents and brokers	11	2 550	383	108	14	42.4	25.1
531210	Offices of real estate agents and brokers	11	2 550	383	108	14	42.4	25.1
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	a	D	D
532	Rental and leasing services	3	D	D	D	a	D	D
BALANCE OF TAYLOR COUNTY								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
BALANCE OF TREMPLEAU COUNTY								
53	Real estate and rental and leasing	11	2 559	435	82	21	55.1	19.9
531	Real estate	7	1 572	178	35	14	67.7	32.3
532	Rental and leasing services	4	987	257	47	7	35.2	—
BALANCE OF VERNON COUNTY								
53	Real estate and rental and leasing	15	1 985	362	83	32	42.2	32.0
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF VILAS COUNTY								
53	Real estate and rental and leasing	35	12 634	1 925	385	82	62.1	12.9
531	Real estate	31	12 232	1 770	353	75	63.6	13.4
5312	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
53121	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
531210	Offices of real estate agents and brokers	14	7 063	675	135	32	47.7	16.2
5312101	Offices of residential real estate agents and brokers ...	14	7 063	675	135	32	47.7	16.2
5313	Activities related to real estate	11	2 203	643	125	25	93.6	.4
532	Rental and leasing services	4	402	155	32	7	16.4	—
BALANCE OF WALWORTH COUNTY								
53	Real estate and rental and leasing	31	10 548	2 098	448	94	60.0	3.2
531	Real estate	25	7 772	1 377	310	67	70.2	3.7
5312	Offices of real estate agents and brokers	12	3 956	416	84	23	74.9	2.7
53121	Offices of real estate agents and brokers	12	3 956	416	84	23	74.9	2.7
531210	Offices of real estate agents and brokers	12	3 956	416	84	23	74.9	2.7
5312101	Offices of residential real estate agents and brokers ...	12	3 956	416	84	23	74.9	2.7
532	Rental and leasing services	5	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
BALANCE OF WASHBURN COUNTY								
53	Real estate and rental and leasing	11	7 854	495	101	17	69.9	15.4
531	Real estate	9	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
BALANCE OF WASHINGTON COUNTY								
53	Real estate and rental and leasing	17	22 004	2 343	581	60	10.8	.2
531	Real estate	13	6 297	701	136	28	28.6	.6
532	Rental and leasing services	4	15 707	1 642	445	32	3.7	—
BALANCE OF WAUKESHA COUNTY								
53	Real estate and rental and leasing	68	57 131	9 896	2 137	337	19.3	3.6
531	Real estate	61	44 254	7 311	1 501	266	24.7	4.7
5311	Lessors of real estate	26	32 272	2 989	676	170	20.7	6.5
53111	Lessors of residential buildings and dwellings	13	11 914	1 671	395	120	41.9	16.6
531110	Lessors of residential buildings and dwellings	13	11 914	1 671	395	120	41.9	16.6
5311101	Lessors of apartment buildings	13	11 914	1 671	395	120	41.9	16.6
5312	Offices of real estate agents and brokers	12	7 879	2 433	432	37	23.3	—
53121	Offices of real estate agents and brokers	12	7 879	2 433	432	37	23.3	—
531210	Offices of real estate agents and brokers	12	7 879	2 433	432	37	23.3	—
5313	Activities related to real estate	23	4 103	1 889	393	59	58.2	—
53132	Offices of real estate appraisers	12	2 951	1 430	287	40	57.0	—
531320	Offices of real estate appraisers	12	2 951	1 430	287	40	57.0	—
532	Rental and leasing services	5	D	D	D	b	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	2	D	D	D	a	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (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 admini-strative records ¹	Estimated ²
BALANCE OF WAUPACA COUNTY								
53	Real estate and rental and leasing	14	5 406	435	102	34	90.1	6.0
531	Real estate	14	5 406	435	102	34	90.1	6.0
BALANCE OF WAUSHARA COUNTY								
53	Real estate and rental and leasing	13	3 477	729	150	22	25.6	2.7
531	Real estate	13	3 477	729	150	22	25.6	2.7
BALANCE OF WINNEBAGO COUNTY								
53	Real estate and rental and leasing	16	5 047	1 198	278	48	39.6	28.0
531	Real estate	13	3 712	925	216	33	53.8	38.1
532	Rental and leasing services	3	1 335	273	62	15	—	—
BALANCE OF WOOD COUNTY								
53	Real estate and rental and leasing	5	732	111	10	7	54.5	45.5
531	Real estate	5	732	111	10	7	54.5	45.5

¹Includes revenue information obtained from administrative records of other federal agencies.

²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Appendix A.

Explanation of Terms

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 and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Excluded are 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 IRS on Form 941.

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted. It is not necessarily identical to 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 2002.

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.

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

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

leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

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 (including Hawaii's General Excise Tax) collected from customers and paid directly by the firm to a local, state, or federal tax agency.

Appendix B.

NAICS Codes, Titles, and Descriptions

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 include 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 236, Construction of Buildings. Establishments primarily engaged in subdividing and improving raw land for subsequent sale to builders are classified in Subsector 237, Heavy and Civil Engineering Construction.

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 industry group includes establishments classified in the following NAICS industries: 53111, Lessors of Residential Buildings and Dwellings; 53112, Lessors of Nonresidential Buildings (except Miniwarehouses); 53113, Lessors of Miniwarehouses and Self-Storage Units; and 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.

5311101 LESSORS OF APARTMENT BUILDINGS

This industry comprises establishments primarily engaged in leasing (renting) apartment buildings (with 5 or more housing units per building) that are used as residences. Included are establishments that may lease (rent) apartments and then act as lessors in subleasing to others.

5311109 LESSORS OF DWELLINGS OTHER THAN APARTMENT BUILDINGS

This industry comprises 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 that 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 miniwarehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are: (1) owner-lessors of nonresidential buildings; (2) establishments renting real estate and then acting as lessors in subleasing it to others; and (3) establishments providing full service office space, whether on a lease or service contract basis. 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 miniwarehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are: (1) owner-lessors of nonresidential buildings; (2) establishments renting real estate and then acting as lessors in subleasing it to others; and (3) establishments providing full service office space, whether on a lease or service contract basis. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

5311201 LESSORS OF PROFESSIONAL AND OTHER OFFICE BUILDINGS

This industry comprises 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

This industry comprises 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

This industry comprises 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

This industry comprises 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.

531113 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.

531119 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.

5311901 LESSORS OF MANUFACTURED (MOBILE) HOME SITES

This industry comprises 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

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

5311909 LESSORS OF OTHER REAL PROPERTY

This industry comprises 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 industry group includes establishments classified in the following NAICS industry: 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.

5312101 OFFICES OF RESIDENTIAL REAL ESTATE AGENTS AND BROKERS

This industry comprises 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

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

531312 NONRESIDENTIAL PROPERTY MANAGERS

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

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.

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).

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

532112 PASSENGER CAR LEASING

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

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).

5321201 TRUCK RENTAL, WITHOUT DRIVERS

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

5321202 TRUCK LEASING

This industry comprises 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

This industry comprises 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.

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).

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.

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

532292 RECREATIONAL GOODS RENTAL

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

532299 ALL OTHER CONSUMER GOODS RENTAL

This 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.

5323 GENERAL RENTAL CENTERS

This industry group includes establishments classified in the following NAICS industry: 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: audiovisual 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: audiovisual 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.

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

5324111 COMMERCIAL VESSEL RENTAL AND LEASING WITHOUT CREW

This industry comprises establishments primarily engaged in renting or leasing commercial vessels or barges (without crew).

5324112 RAILROAD CAR RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing railroad cars.

5324119 AIRCRAFT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing air transportation equipment (without operators).

532412 CONSTRUCTION, MINING, AND FORESTRY MACHINERY AND EQUIPMENT RENTAL AND LEASING

This 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.

5324121 RENTAL AND LEASING OF HEAVY CONSTRUCTION EQUIPMENT WITHOUT OPERATORS

This industry comprises 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

This industry comprises 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.

5324201 OFFICE MACHINE RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment.

5324209 COMPUTER RENTAL AND LEASING

This industry comprises 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.

5324901 MEDICAL EQUIPMENT RENTAL AND LEASING (EXCEPT HOME HEALTH EQUIPMENT)

This industry comprises establishments primarily engaged in renting or leasing medical equipment (except invalid supplies or home health equipment).

5324902 INDUSTRIAL EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing industrial machinery and equipment.

5324903 MOTION PICTURE EQUIPMENT RENTAL

This industry comprises 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

This industry comprises 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 franchiser, 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 industry group includes establishments classified in the following NAICS industry: 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.

5331101 OIL ROYALTY TRADING COMPANIES

This industry comprises 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

This industry comprises establishments primarily engaged in collecting royalties or licensing fees from patents, trademarks, and/or franchise agreements.

Appendix C.

Methodology

SOURCES OF THE DATA

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

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
 - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 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 precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
 - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total revenue of establishments covered in the census. Data on revenue, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms subject to federal income tax with no paid employees during 2002. Revenue information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total revenue of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. There were no changes between the 2002 edition and the 1997 edition affecting this sector. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

1. Establishments that returned a report form were classified on the basis of their self-designation, product line revenue, and responses to other industry-specific inquiries.
2. Establishments without a report form:
 - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 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 in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- 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 Product Lines 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 report forms 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, such as gross revenue from federal income tax records and employment and payroll from payroll tax records. 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.

Key tables in this report include a column for "Percent of revenue from administrative records." This includes revenue information obtained from administrative records of other federal agencies. The "Percent of revenue estimated" includes revenue information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

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, and number of employees, 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 form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for 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 of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the revenue of establishments responding to the industry-specific inquiry as a percent of total revenue for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

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. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D.

Geographic Notes

WISCONSIN

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Baldwin is now tabulated separately due to a population increase. This change deletes territory from the Balance of St. Croix County.

Bayside is in Milwaukee and Ozaukee Counties.

Bellevue town is now tabulated separately due to a population increase. This change deletes territory from the Balance of Brown County.

Berlin is in Green Lake and Waushara Counties.

Brodhead is in Green and Rock Counties; it annexed into Rock County in February 2000. This change deletes territory from the Balance of Rock County.

Burlington is in Racine and Walworth Counties.

Columbus is in Columbia and Dodge Counties.

Cottage Grove is now tabulated separately due to a population increase. This change deletes territory from the Balance of Dane County.

DeForest name corrected from De Forest.

Eau Claire is in Chippewa and Eau Claire Counties.

Edgerton is in Dane and Rock Counties; it annexed into Dane County in February 1997. This change deletes territory from the Balance of Dane County.

Hartford is in Dodge and Washington Counties.

Howard is in Brown and Outagamie Counties; it annexed into Outagamie County in November 1998. This change deletes territory from the Balance of Outagamie County.

Kewaskum in Washington County was erroneously reported in Fond du Lac County for the 1997 Economic Census. This change adds territory to the Balance of Fond du Lac County.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Menasha city 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.

Oostburg is now tabulated separately due to a population increase. This change deletes territory from the Balance of Sheboygan County.

Pulaski is in Brown, Oconto, and Shawano Counties; it is now tabulated separately due to a population increase. This change deletes territory from the Balances of Brown, Oconto, and Shawano 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.

Balance of Brown County no longer includes Bellevue town and Pulaski (part), which are tabulated separately due to a population increase.

Balance of Dane County lost territory due to the annexation of Edgerton into the county and no longer includes Cottage Grove, which is tabulated separately due to a population increase.

Balance of Fond du Lac County includes Kewaskum (part), erroneously reported in the county in 1997.

Balance of Oconto County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Outagamie County lost territory due to the annexation of Howard into the county.

Balance of Rock County lost territory due to the annexation of Brodhead into the county.

Balance of St. Croix County no longer includes Baldwin, which is tabulated separately due to a population increase.

Balance of Shawano County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Sheboygan County no longer includes Oostburg, which is tabulated separately due to a population increase.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA

Appleton, WI Metropolitan Statistical Area

Calumet County, WI

Outagamie County, WI

Oshkosh-Neenah, WI Metropolitan Statistical Area

Winnebago County, WI

CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA

Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area

Chicago-Naperville-Joliet, IL Metropolitan Division

Cook County, IL

DeKalb County, IL

DuPage County, IL

Grundy County, IL

Kane County, IL

Kendall County, IL

McHenry County, IL

Will County, IL

Gary, IN Metropolitan Division

Jasper County, IN

Lake County, IN

Newton County, IN

Porter County, IN

Lake County-Kenosha County, IL-WI Metropolitan Division

Lake County, IL

Kenosha County, WI

Kankakee-Bradley, IL Metropolitan Statistical Area

Kankakee County, IL

Michigan City-La Porte, IN Metropolitan Statistical Area

LaPorte County, IN

EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA

Eau Claire, WI Metropolitan Statistical Area

Chippewa County, WI

Eau Claire County, WI

Menomonie, WI Micropolitan Statistical Area

Dunn County, WI

FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA

Beaver Dam, WI Micropolitan Statistical Area

Dodge County, WI

Fond du Lac, WI Metropolitan Statistical Area

Fond du Lac County, WI

MADISON-BARABOO, WI COMBINED STATISTICAL AREA

Baraboo, WI Micropolitan Statistical Area

Sauk County, WI

Madison, WI Metropolitan Statistical Area

Columbia County, WI

Dane County, WI

Iowa County, WI

MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA

Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area

Milwaukee County, WI

Ozaukee County, WI

Washington County, WI

Waukesha County, WI

Racine, WI Metropolitan Statistical Area

Racine County, WI

MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA

Faribault-Northfield, MN Micropolitan Statistical Area

Rice County, MN

Hutchinson, MN Micropolitan Statistical Area

McLeod County, MN

Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area

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
Washington County, MN
Wright County, MN
Pierce County, WI
St. Croix County, WI

Red Wing, MN Micropolitan Statistical Area

Goodhue County, MN

St. Cloud, MN Metropolitan Statistical Area

Benton County, MN
Stearns County, MN

WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA

Merrill, WI Micropolitan Statistical Area

Lincoln County, WI

Wausau, WI Metropolitan Statistical Area

Marathon County, WI

DULUTH, MN-WI METROPOLITAN STATISTICAL AREA

Carlton County, MN
St. Louis County, MN
Douglas County, WI

GREEN BAY, WI METROPOLITAN STATISTICAL AREA

Brown County, WI
Kewaunee County, WI
Oconto County, WI

IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA

Dickinson County, MI
Florence County, WI

JANESVILLE, WI METROPOLITAN STATISTICAL AREA

Rock County, WI

LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA

Houston County, MN

La Crosse County, WI

MANITOWOC, WI MICROPOLITAN STATISTICAL AREA

Manitowoc County, WI

MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA

Menominee County, MI

Marinette County, WI

MONROE, WI MICROPOLITAN STATISTICAL AREA

Green County, WI

PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA

Grant County, WI

SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA

Sheboygan County, WI

STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA

Portage County, WI

WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA

Jefferson County, WI

WHITEWATER, WI MICROPOLITAN STATISTICAL AREA

Walworth County, WI

WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA

Wood County, WI

