

# PROFILE: Madison and Dane County, Wisconsin

February, 2005

Compiled by the Greater Madison Chamber of Commerce and the Dane County Community Analysis & Planning Division  
in cooperation with the City of Madison Department of Planning and Development

## Location

### Nearby Metropolitan Cities

Beloit	50 miles south
Chicago	142 miles southeast
Dubuque	95 miles southwest
Green Bay	132 miles northeast
Janesville	41 miles south
Milwaukee	77 miles east
Minneapolis	256 miles northwest
Wisconsin Dells	52 miles north

**Average Elevation** 845.6 feet above mean sea level

**Topography** Rolling

**Area of Dane County** 793,335 ac. (approx. 1,240 sq. mi.)

**Area of Madison** 57,221 ac. (89.4 sq. mi., incl. water)

**Area of county lakes** 26,748 ac. (42 sq. mi.)

**Number of county lakes** 35 (25 w/public access)

**Madison** Long. 89° West; Lat. 43° North

## Population

	Madison	Dane County
<b>2020 (Forecast)</b>	245,079	527,828
<b>2010 (Forecast)</b>	228,154	480,573
<b>2004 (Estimate)</b>	217,935	450,730
<b>2002 (Estimate)</b>	213,679	438,881
<b>2000 (Census)</b>	208,054	426,526
<b>2000 Persons/sq. mi.</b>	3,020	353

### Race and Hispanic Origin

% Distribution: 2000	Madison	Dane County
White, Non-Hispanic	82.0%	87.3%
Black or African Amer.	5.8	3.9
Asian & Pacific Islander	5.8	3.5
Native American	0.3	0.3
Other or Mixed	2.0	1.6
Hispanic or Latino	4.1	3.4

Age Distribution	Madison		Dane County	
	Number	Percent	Number	Percent
Under 20	49,355	23.7	113,156	26.5
20 - 44	99,373	47.8	182,480	42.8
45 - 64	40,142	19.3	91,021	21.3
65 & Over	19,184	9.2	39,869	9.4
Median Age	30.6	100.0	33.2	100.0

Sex Ratio	Male	Female	Male	Female
Total % Population	49.1	50.9	49.5	50.5

Source: U.S. Census Bureau and Wisconsin Department of Administration

Note: A brochure showing population trends, etc., for Madison and Dane County is available from the Greater Madison Chamber of Commerce.

## Income

	Madison	Dane County
<b>Median Household Income—2000 Census</b>	\$41,941	\$49,223
<b>Median Household Income—2003 ESRI</b>		53,703
% of Households by Income Group		
Under \$25,000		19.3
\$25,000—\$49,999		26.8
\$50,000+		49.2

### Per Capita Income — 2002 BEA

United States	Wisconsin	Dane County	City of Madison
\$30,906	\$30,050	\$35,414	\$33,306

Source: U.S. Bureau of Census (2000), Economic Analysis (2002) and ESRI Business Information Solutions, Vienna, VA (2003)

## Government

**Federal** U.S. Senator Russell Feingold (D)  
U.S. Senator Herb Kohl (D)  
U.S. Representative Tammy Baldwin (D) — District 2

**State** Governor Jim Doyle (D)  
Lt. Governor Barbara Lawton (D)  
Secretary of State Douglas LaFollette (D)

State Treasurer Jack Voight (R)  
Attorney General Peg Lautenschlager (D)

**Senate** Scott Fitzgerald (R) — District 13  
Mark Miller (D) — District 16  
Fred Risser (D) — District 26  
Jon Erpenbach (D) — District 27

**Assembly** David Ward (R) — District 37  
Gary Hebl (D) — District 46  
Eugene Hahn (R) — District 47  
Joseph Parisi (D) — District 48  
Terese Berceau (D) — District 76  
Spencer Black (D) — District 77  
Mark Pocan (D) — District 78  
Sondy Pope-Roberts (D) — District 79  
Brett H. Davis (R) — District 80  
David Travis (D) — District 81

### Dane County — Kathleen Falk, County Executive

Dane County residents elect a county executive to administer county services. In addition, 37 supervisors are elected to represent the 37 districts in the county. Over 45 committees, boards and commissions are in place to address countywide issues.

### City of Madison — Dave Cieslewicz, Mayor

The City of Madison operates under the mayor/aldermanic form of government. City residents elect a mayor and alderpersons to represent 20 districts in the city. Over 60 committees, boards and commissions play an instrumental role in the decision-making process.

### Other Communities in Dane County

In addition to the City of Madison, Dane County includes 8 cities, 19 villages and 34 towns. Many of these communities have become small industrial centers and are home to commuters to Madison. Residents in these areas elect representatives at the local level.

## Housing

Dane County Housing Units	1990	2000	2005
No. Single-Family Homes	147,851	180,398	204,087
	84,909	105,903	117,535

Dane County	2002	2003	2004
Median Sale Price	\$172,000	\$183,100	\$196,900
Average Sale Price	\$196,398	\$211,941	\$226,644

Dane County	Average	Median
Sold Price (Average 2004)		
0 - 2 bedrooms	\$162,891	\$151,800
3 bedrooms	213,408	196,000
4 bedrooms or more	315,881	274,900
Condo	180,456	162,700

Fair Market Rent (2005)	Average
1-bedroom apartment	\$604
2-bedroom apartment	746
3-bedroom apartment	1,019
4 or more bedroom apartment	1,297

Source: Dane County Community Analysis & Planning Division, Realtors Association of South Central Wisconsin and U.S. of Housing & Urban Development

## Employment

Industry Type (Dane County)	June 2004 Employment <sup>1</sup>	Average Weekly Wages
Total	280,699	\$717
Natural Resources & Mining	1,309	\$1,194
Construction	15,371	\$837
Manufacturing	27,171	\$847
Wholesale & Retail Trade	41,612	\$529
Transportation & Utilities	8,340	\$622
Finance & Insurance & Real Estate	26,584	\$836
Professional & Business Services	30,869	\$791
Educational & Health Services	69,023	\$828
Leisure & Hospitality	26,463	\$234
Other Private Services	10,466	\$526
Public Administration	23,491	\$897

**Unemployment Rate (2004)** 2.6%  
 Total Number of Employing Establishments (June 2004): 13,385

<sup>1</sup>All figures rounded; self-employed persons not included.

Source: Wisconsin Department of Workforce Development and U.S. Census Bureau.

## Wages—Selected Occupations

Occupation	Mean Wage	Median Wage
Accountants	25.13	24.11
Executive & Administrative Assistants	16.68	16.12
Assemblers, team	11.49	11.20
Clerks, General Office	12.19	11.60
Computer Programmers	27.00	25.34
Construction Laborers	17.72	18.01
Computer Support Specialists	19.77	18.75
Personal and Home Care Aides	9.87	10.05
Drafters, Mechanical	18.86	18.13
Drivers / Sales Workers	10.70	8.76
Mechanical Engineers	27.74	25.46
Chief Executive Officers	75.48	Not available
Food Preparation Workers	8.82	8.39
Machinists	16.86	16.37
Janitors	10.31	9.40
Maintenance and Repair Workers	15.65	15.38
Machinists	16.86	16.37
Supervisors and Managers of Offices	22.82	21.00
Managers, Food Services	20.75	19.43
Computer Systems Analysts	27.04	26.73
Registered Nurses	24.76	24.65
Paralegals and Legal Assistants	19.04	18.29
Receptionists and Information Clerks	10.89	10.64
Sales Representatives	26.66	23.90
Retail Salespersons	10.96	8.91
Secretaries, except legal, medical & executive	13.86	13.38
Social and Community Service Managers	21.90	18.76
Teller	10.16	9.94
Truck Drivers, heavy and tractor-trailer	16.76	16.05
Truck Drivers, light and delivery services	11.53	10.88
Auto service technicians & mechanics	18.08	17.50
Waiters & Waitresses	8.37	6.78

Source: U.S. Department of Labor Bureau of Labor Statistics 2003 Metropolitan Area Occupational Employment and Wage Estimates.

## Medical Services

Dane County	Number
General Medical Hospitals	Five with 1,477 beds
Clinics (includes urgent care centers)	490
Psychiatric Hospital	1
Center for Developmentally Disabled	1
Health Maintenance Organizations	4
Hospice	26
Home Health Care Services	21

Note: The brochure *Madison Area Health Care Providers* is available from the Greater Madison Chamber of Commerce.

## Major Employers

Employer	Number of Employees <sup>1</sup>
<b>Public Sector<sup>2</sup></b>	
Wisconsin, State of	41,151
Includes UW-Madison	26,300
UW Hospital & Clinics	6,095
Madison Metropolitan School District	4,950
United States Government	4,587
Madison, City of	3,071
Dane County Government	2,672
Madison Area Technical College (MATC)	1,800
Middleton-Cross Plains Area School District	1,100
Verona Area School District	892
Sun Prairie Area School District	738
<b>Private Employers</b>	
Wisconsin Physicians Service Insurance Corp.	3,919
American Family Mutual Insurance Group	3,700
Meriter Health Services	3,208
Dean Health System	3,187
CUNA Mutual Group	3,000
University of Wisconsin Medical Foundation	3,000
St. Marys Hospital Medical Center	2,409
Oscar Mayer Foods – Division of Kraft Foods	2,200
Telephone and Data Systems, Inc. (TDS)	2,077
Covance, Inc.	1,500
Epic Systems	1,500
Alliant Energy Corporation	1,100
McDonald's/Missoula Mac, Inc.	1,100
QTI Group	900
Springs Window Fashion Division, Inc.	818
Life Style Staffing	800
General Casualty Companies	775
GE Health Care (formerly Datex-Ohmeda)	750
American Girl (formerly Pleasant Company)	733
Madison Gas & Electric Company	730
Adtec Staffing Services	724
Lands' End	700
Famous Footwear	678
Great Lakes Higher Education Corporation	650
Stoughton Trailer, Inc.	650
Webcrafters, Inc.	650
Capital Newspapers	618
Pizza Hut of Southern Wisconsin, Inc.	580
Madison-Kipp Corporation	550
J.H. Findorff & Sons, Inc.	500
Manpower Staffing, Inc.	500
Promega Corporation	500
Sarah Lee Gardner Bakery	500
Rayovac Corporation	454
YMCA of Dane County, Inc.	425
J.H. Findorff & Sons, Inc.	500

<sup>1</sup>2004

<sup>2</sup>Figures for state, county and city governments are estimates and fluctuate.

## Education

16 public school districts and 22 private schools serve Dane County. Madison Metropolitan School District is the largest in Dane County. The district office is at 545 W. Dayton Street, Madison, WI 53703, and the telephone number is (608) 663-1879.

	No. Of Schools <sup>1</sup>	2003 Fall Enrollment
Elementary (K–5)	31	10,990
Middle School (6–8)	11	5,464
High School (9–12)	9	8,459

<sup>1</sup>Includes enrollment of four alternative education middle and high schools, and other special programs.

Colleges and Universities	2003 Fall Enrollment	Phone Number
Concordia University	400	277-7900
Edgewood College	2,300	257-4861
Herzing College of Technology	584	249-6611
Lakeland College (Madison)	280	244-2725
Madison Area Technical College	14,246	246-6100
University of Wisconsin–Madison	41,246	262-1234
Upper Iowa University (Adult Program)	340	278-0350

Source: Admissions office at each school

Note: The Chamber offers a complete listing of Madison-area schools.

## Transportation

### Highways

Interstate Highways 90 and 94; U.S. Highways 12, 14, 18, 51, 151; State Trunk Highways 19, 30, 69, 73, 92 and 113.

### Railroads

Chicago & Northwestern, Soo/Milwaukee, and Wisconsin & Calumet.

### Motor Freight Carriers

More than 40 common carrier truck lines serve the Madison area.

### Air

Airport	Dane County Regional Airport Longest runway: 9,055 feet
Commercial Service	Northwest, United Express, Midwest Connection, Midwest, ATA Connection, Continental Express, American Connection, Mesaba, ACA Pinnacle, Comair, & American Eagle
Scheduled Passenger Flights Daily	93 takeoffs and landings
Communities Served Nonstop	Chicago (2 airports), Cincinnati, Cleveland, Denver, Detroit, Newark, Memphis, Milwaukee, Minneapolis & St. Louis.
Total Passengers (2003) (Arrivals & departures)	1.6 million
Air Cargo	Two carriers: Federal Express, Airborne
Total Weight of Freight and Mail	In 2003, commercial airlines carried 12,996 tons of freight (90% by major carriers) and commercial carriers carried 121 tons of mail.

### Bus Service

Intercity service	Badger Coaches, Greyhound Bus Lines, Coach USA/Van Galder Bus
Intra-city service	Madison Metro 266-4904 Metro Plus (for elderly and persons with disabilities) 267-8787

## Taxes

Each Dane County community determines its own local real estate tax mill rate. Contact local governmental offices for more information.

Property Taxes Collected 2003	County Average	Madison
To School District	50.1%	48.6%
To Vocational-Technical District	5.9	5.5
To Dane County	12.4	10.9
To Local Government	27.8	31.6
To State and Others	3.8	3.4
Total (\$1,000s)	\$783,359	\$392,863
Per Capita	\$1,759	\$1,821
Effective Full Value Rate (per \$1,000)	\$21.07	\$22.65

<b>City of Madison Sales Tax</b>	None
<b>City of Madison Room Tax</b>	7.0%
<b>Dane County Sales Tax</b>	0.5
<b>State of Wisconsin</b>	
Retail Sales Tax	5.0
Corporate Income Tax	8.0

**Individual Income Tax:** Every resident of Wisconsin who has a gross income exceeding a certain amount is subject to Wisconsin income taxes, regardless of where the income is earned. For information, write to Wisconsin Department of Revenue, PO Box 8906, Madison, WI 53708, or call (608) 266-2772.

Note: The Greater Madison Chamber of Commerce has two tax-related brochures—*Wisconsin Personal Taxes* and *Wisconsin Corporation Taxes*.

## Technology

Biotechnology, medical/biomedical research, microelectronics, software and other computer-related firms dominate Dane County's research community; more than 450 businesses employ more than 25,000 people.

The University of Wisconsin-Madison has the highest research budget of any university in the nation for non-classified research. It maintains numerous resources for businesses interested in accessing research facilities.

Available from other resources are grants, venture capital and loans to help businesses further their research and development goals. A *Greater Madison Area Directory of High-Tech Companies* is published by Madison Gas & Electric Company (MG&E) and the City of Madison. To obtain a directory or more business information, call MG&E's Economic Development Unit at (608) 252-7116, e-mail [jmohrbacher@mge.com](mailto:jmohrbacher@mge.com), or visit the MG&E web site at [www.mge.com/ecodev](http://www.mge.com/ecodev) or [www.businessmadison.com](http://www.businessmadison.com).

## Agriculture

Dane County is a major agricultural area in the state. According to the U.S. Census of Agriculture in 2002 Dane County had 515,475 acres of farmland with 2,887 farms located in Dane County, and the average farm size was 179 acres.

## Weather

The absolute temperature range is 107° F to -37° F. Winter temperatures average 20° F and the summer average is 68° F. Daily temperatures average below 32° F for 120 days and above 42° F for 210 days of the year. Average annual precipitation is 30.84 inches. The ground is covered with an inch or more of snow 60% of the time from mid-December to March in an average winter. Lakes are normally frozen from December 17 to April 5.

## Utilities and Services

### Electricity and Natural Gas

Madison Gas & Electric	(608) 252-7000
WE Energies	(800) 242-9137
Alliant Energy	(800) 862-6222

### Telephone

SBC/Ameritech	
(Outside Wisconsin)	(800) 523-1428
(Within Wisconsin)	(800) 924-1000
Century Tel	(800) 872-4016
Global Crossing	(800) 236-2233
McCleod USA	(800) 593-1177
TDS Metrocom	(800) 909-3012
Verizon	(800) 483-4000

### Water

Madison Water Utility	(608) 266-4651
Serves City of Madison, Village of Shorewood Hills, Town of Madison and Village of Maple Bluff. Madison's water source is 24 wells, with an average depth of 785 feet. Total hardness of water measures 342 milligrams per liter. Approximately 54,000 clients are served; approximately 80% of those are residential.	

Dane County is served by 26 water utilities.

### Sanitation

Madison Metropolitan Sewerage District	(608) 222-1201
Solid Waste Disposal	Yes
Stormwater Management	Yes

To preserve the area's natural resources, control floods and protect the quality of the lakes, Madison and most Dane County municipalities have erosion and stormwater runoff control ordinances.

A total of 18 wastewater treatment plants provide public sanitary sewer service for Dane County urban areas.

## Media

### Newspapers (circulation as of 2004)

Daily (M-F):	<i>Wisconsin State Journal</i>	(89,000)	(608) 252-6363
	<i>The Capital Times</i>	(20,000)	(608) 252-6363
Saturday	<i>Wisconsin State Journal</i>	(102,000)	
	<i>The Capital Times</i>	(22,000)	
Sunday:	<i>Wisconsin State Journal</i>	(155,000)	(608) 252-6363
Weekly:	<i>Isthmus</i>	(64,000)	(608) 251-5627
Weekly:	<i>Madison Times</i>	(24,000)	(608) 256-2122
Weekly:	<i>La Comunidad</i>	(5,000)	(608) 255-2805
Monthly:	<i>Madison Magazine</i>	(18,500)	(608) 270-3600
Monthly:	<i>InBusiness Magazine</i>	(15,000)	(608) 204-9655

### Radio Stations

FM	88.7 (WERN)	94.9 (WOLX)	104.1 (WZEE)
	89.9 (WORT)	96.3 (WCJZ)	105.1 (WBZU)
	91.7 (WSUM)	98.1 (WMGN)	105.5 (WMMM)
	92.1 (WMAD)	100.5 (WYKY)	106.3 (WWQM)
	93.1 (WHIT)	101.5 (WIBA)	107.3 (WSJY)
	94.1 (WJJO)	102.5 (WNWC)	
AM	970 (WHA)	1310 (WIBA)	1670 (WTDY)
	1070 (WTSO)	1480 (WLMV)	
	1190 (WNWC)	1550 (WTUX)	

### Television Stations

PBS	Channel 21 (WHA)	CBS	Channel 3 (WISC)
ABC	Channel 27 (WKOW)	NBC	Channel 15 (WMTV)
FOX	Channel 47 (WMSN)	WB	Channel 57 (WBUW)
Cable	Community 4 (WYOU)	Cable	Channel 12 Madison City

Cable and pay television are offered throughout Dane County, depending on location in the Madison area.

Charter Communications	(608) 274-3511 and (800) 581-0081
Sky Cable	(608) 271-6999

## Recreational Facilities

### Public Land Designated for Recreational Use

Federal Lands	74 parcels: 1,411 acres
State Lands	3,080+ parcels: 20,887 acres
State Parks	4 areas totaling: 1,122 acres
County	25 areas totaling: 4,252 acres
Local or Private, open to the public	3,660+ parcels: 9,440 acres
2004 Total	37,112 acres

### Water-Related Recreation Areas/Facilities (Dane County)

Canoeing	48 miles
Swimming	32 areas; 92 miles of shoreland
Boating	40 launching sites
Fishing (sample species)	Panfish, walleye, bass, northern, cisco, muskie, trout

### Land-Related Recreation Areas/Facilities (Dane County)

Public Golf Courses (# holes)	1 (27); 11 (18); 6 (9)
Camping	170 sites in Dane County Parks
Major Hiking Trails	72 miles
Bike Trails/Paths	150 miles
Hunting	8,548 acres
Snowmobile Trails	240 miles
Downhill Skiing	1 area, 6 runs
Cross-Country Skiing	14 areas, 100+ miles
Sledding Trails	13 hills
Skating Facilities	40

Source: *Dane County Parks & Land Use Inventory 2000 and County parcel base 2004*

Dane County Parks Department (608) 246-3896  
Madison City Parks Division (608) 266-4711

## Crime

Among cities of similar population and diversity, Madison consistently has one of the lowest crime rates. Based on incidents per 100,000 persons, Madison has the lowest murder and assault rates among cities of the same size, and is among the lowest in robbery, rape, and arson and burglary rates.

## Public Facilities

### Libraries

South Central Library System serves Dane County through 18 libraries and Madison's 7 branches. The University of Wisconsin-Madison has 34 libraries, and there are many special and state agency libraries.

### Public Museums

Elvehjem Museum of Art	(608) 263-2246
Madison Museum of Contemporary Art	(608) 257-0158
Madison Children's Museum	(608) 256-6445
Wisconsin Historical Museum	(608) 264-6555
Wisconsin Veterans Museum	(608) 267-1799

### Overture Center For The Arts

Houses the 2,250-seat Overture Hall, Capitol Theater, Rotunda Stage, The Playhouse and Promenade Hall. (608) 258-4141

### Alliant Energy Center of Dane County

The Veteran's Memorial Coliseum seats 10,200, has 66,000 square feet of exhibit space, and accommodates sporting and concert events. The Exhibition Hall has in excess of 100,000 square feet. The Center is the home to the World Dairy Expo and Dane County Fair. (608) 267-3976

### Monona Terrace Community and Convention Center

This Frank Lloyd Wright-designed facility has 250,000 square feet of convention and meeting space overlooking Lake Monona in Downtown Madison. (608) 261-4000

### Cultural

A variety of organizations present art, live theater, concerts, ensembles and jazz performances, including numerous museums, Madison Repertory Theater, the Festival Choir, Madison Symphony Orchestra and Wisconsin Chamber Orchestra.

Note: For more information about Dane County, *Discover Madison and Its Surroundings* can be mailed for a fee or picked up free at the Chamber office.

## For Additional Information

To obtain more specific information on Madison and the 61 municipalities in Dane County, contact the Chamber and the following offices:

### City of Madison Department of Planning and Development

215 Martin Luther King, Jr. Blvd.  
Madison, Wisconsin 53710  
(608) 266-4635  
FAX: (608) 267-8739  
E-mail: [planning@cityofmadison.com](mailto:planning@cityofmadison.com)  
<http://www.cityofmadison.com> or <http://www.businessmadison.com>

### Dane County Community Analysis & Planning Division

30 W. Mifflin Street, Suite 402  
Madison, Wisconsin 53703  
(608) 266-4137  
FAX: (608) 266-9117  
E-mail: [info@danecorp.org](mailto:info@danecorp.org)  
<http://www.danecorp.org>

### Greater Madison Convention and Visitors Bureau

615 E. Washington Avenue  
Madison, Wisconsin 53703  
(608) 255-2537 or (800) 373-6376  
<http://www.visitmadison.com>

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