

**DANE COUNTY SALES AND USE TAX COLLECTIONS BY NAICS CODE  
(Calendar Year Basis)**

| <b>NAICS</b> | <b>DESCRIPTION</b>                                                       | <b>2009</b>         | <b>2010</b>         | <b>2011</b>         |
|--------------|--------------------------------------------------------------------------|---------------------|---------------------|---------------------|
| 11           | Agricultural, Forestry, Hunting, & Fishing                               | \$90,648            | \$67,837            | \$86,876            |
| 21           | Mining, Quarrying, and Oil and Gas Extraction                            | \$24,061            | \$22,245            | \$21,996            |
| 22           | Utilities                                                                | \$1,813,568         | \$1,923,806         | \$2,005,026         |
| 23           | Construction                                                             | \$1,151,649         | \$1,040,940         | \$1,170,743         |
| 31-33        | Manufacturing                                                            | \$1,261,847         | \$1,276,882         | \$1,470,230         |
| 42           | Wholesale Trade                                                          | \$3,210,075         | \$3,629,529         | \$4,146,539         |
| 44-45        | Retail Trade                                                             | \$18,628,749        | \$18,804,314        | \$19,405,711        |
| 48-49        | Transportation and Warehousing                                           | \$74,515            | \$50,830            | \$61,777            |
| 51           | Information                                                              | \$3,292,225         | \$3,401,916         | \$3,320,637         |
| 52           | Finance and Insurance                                                    | \$263,982           | \$258,403           | \$300,018           |
| 53           | Real Estate and Rental and Leasing                                       | \$936,123           | \$975,802           | \$988,311           |
| 54           | Professional, Scientific, and Technical Services                         | \$1,546,350         | \$1,417,102         | \$1,540,817         |
| 55           | Management of Companies and Enterprises                                  | \$83,393            | \$68,753            | \$76,821            |
| 56           | Administrative and Support and Waste Management and Remediation Services | \$466,504           | \$514,282           | \$494,173           |
| 61           | Educational Services                                                     | \$471,804           | \$485,687           | \$507,680           |
| 62           | Health Care and Social Assistance                                        | \$104,667           | \$106,278           | \$113,604           |
| 71           | Arts, Entertainment, and Recreation                                      | \$302,248           | \$319,572           | \$322,863           |
| 72           | Accommodation and Food Services                                          | \$4,322,637         | \$4,459,930         | \$4,635,788         |
| 81           | Other Services (Except Public Administration)                            | \$1,574,170         | \$1,618,278         | \$1,640,824         |
| 92           | Public Administration                                                    | \$256,126           | \$324,023           | \$303,143           |
| 99           | Not Reported                                                             | \$152,080           | \$290,794           | \$435,316           |
|              | <b>TOTAL</b>                                                             | <b>\$40,027,421</b> | <b>\$41,057,203</b> | <b>\$43,048,891</b> |

Source: Wisconsin Department of Revenue