

**THE ECONOMIC IMPACT  
OF EXPENDITURES BY TRAVELERS  
ON WISCONSIN  
CALENDAR YEAR 2010  
COUNTY BY COUNTY REPORT**

*April 2011*

*Prepared for:*

**Wisconsin Department of Tourism**  
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**A. 2010 County by County Traveler Expenditures Ranked Numerically**

## 2010 County by County Tourism Expenditures Ranked Numerically

County	Total Expenditures	Rank	Pct of State		County	Total Expenditures	Rank	Pct of State
MILWAUKEE	1,644,668,195	1	13.37%		JUNEAU	95,688,350	37	0.78%
DANE	1,186,978,064	2	9.65%		SHAWANO	79,373,477	38	0.65%
SAUK	1,038,437,195	3	8.44%		DODGE	77,782,027	39	0.63%
WAUKESHA	616,938,631	4	5.01%		GREEN LAKE	75,795,230	40	0.62%
BROWN	498,309,816	5	4.05%		IRON	72,195,205	41	0.59%
WALWORTH	414,223,646	6	3.37%		GRANT	71,670,994	42	0.58%
DOOR	382,233,373	7	3.11%		POLK	71,490,745	43	0.58%
OUTAGAMIE	322,074,768	8	2.62%		OCONTO	65,322,203	44	0.53%
SHEBOYGAN	294,307,218	9	2.39%		ASHLAND	64,099,294	45	0.52%
VILAS	255,106,797	10	2.07%		WAUSHARA	63,073,324	46	0.51%
MARATHON	247,593,607	11	2.01%		BURNETT	60,779,272	47	0.49%
ROCK	217,425,601	12	1.77%		JACKSON	60,155,188	48	0.49%
RACINE	214,693,902	13	1.75%		WASHBURN	58,127,814	49	0.47%
LA CROSSE	212,778,980	14	1.73%		IOWA	58,059,164	50	0.47%
KENOSHA	212,769,345	15	1.73%		LINCOLN	56,238,744	51	0.46%
ONEIDA	202,029,906	16	1.64%		CRAWFORD	51,457,870	52	0.42%
WINNEBAGO	198,732,979	17	1.62%		DUNN	51,261,446	53	0.42%
ADAMS	187,335,736	18	1.52%		PRICE	50,183,833	54	0.41%
EAU CLAIRE	175,403,115	19	1.43%		MARQUETTE	50,098,798	55	0.41%
COLUMBIA	143,948,992	20	1.17%		VERNON	47,662,784	56	0.39%
PORTAGE	139,421,615	21	1.13%		FOREST	44,782,432	57	0.36%
JEFFERSON	138,010,612	22	1.12%		LANGLADE	43,624,577	58	0.35%
WASHINGTON	136,840,238	23	1.11%		TREMPEALEAU	41,877,648	59	0.34%
SAWYER	136,337,711	24	1.11%		GREEN	40,699,431	60	0.33%
FOND DU LAC	128,720,176	25	1.05%		CLARK	39,358,263	61	0.32%
MONROE	123,786,139	26	1.01%		RUSK	37,008,280	62	0.30%
MANITOWOC	120,239,478	27	0.98%		CALUMET	35,804,457	63	0.29%
BAYFIELD	118,799,311	28	0.97%		PIERCE	32,442,394	64	0.26%
WOOD	115,338,651	29	0.94%		KEWAUNEE	30,095,554	65	0.24%
MARINETTE	114,500,871	30	0.93%		LAFAYETTE	24,474,997	66	0.20%
DOUGLAS	108,872,326	31	0.88%		TAYLOR	23,713,168	67	0.19%
SAINT CROIX	103,960,990	32	0.85%		RICHLAND	22,937,097	68	0.19%
OZAUKEE	101,377,049	33	0.82%		BUFFALO	19,828,400	69	0.16%
BARRON	98,374,659	34	0.80%		FLORENCE	19,291,522	70	0.16%
WAUPACA	98,077,159	35	0.80%		MENOMINEE	12,148,235	71	0.10%
CHIPPEWA	96,405,814	36	0.78%		PEPIN	9,360,903	72	0.08%
					<b>TOTAL</b>	<b>12,303,015,785</b>		<b>100.0%</b>

**B. 2010 County by County Traveler Expenditures by Quarter**

**2010 County by County Tourism Expenditures  
by Quarter**

County	Dec - February Expenditures	% of Total	March - May Expenditures	% of Total	June - August Expenditures	% of Total	Sept - November Expenditures	% of Total	2009-10 Total Expenditures
ADAMS	29,187,253	16%	41,955,789	22%	80,517,754	43%	35,674,940	19%	187,335,736
ASHLAND	9,008,114	14%	11,231,727	18%	28,534,815	45%	15,324,638	24%	64,099,294
BARRON	15,631,080	16%	17,911,215	18%	39,551,720	40%	25,280,644	26%	98,374,659
BAYFIELD	20,672,028	17%	19,594,252	16%	51,111,692	43%	27,421,339	23%	118,799,311
BROWN	101,469,846	20%	110,379,676	22%	153,018,924	31%	133,441,370	27%	498,309,816
BUFFALO	3,571,005	18%	4,076,228	21%	7,818,637	39%	4,362,530	22%	19,828,400
BURNETT	8,499,454	14%	11,441,567	19%	25,024,129	41%	15,814,122	26%	60,779,272
CALUMET	6,615,226	18%	7,091,495	20%	13,999,407	39%	8,098,329	23%	35,804,457
CHIPPEWA	16,569,496	17%	18,577,711	19%	38,413,968	40%	22,844,639	24%	96,405,814
CLARK	6,315,089	16%	6,914,018	18%	16,151,552	41%	9,977,604	25%	39,358,263
COLUMBIA	17,673,765	12%	30,432,634	21%	66,071,310	46%	29,771,283	21%	143,948,992
CRAWFORD	6,707,044	13%	10,091,792	20%	21,434,315	42%	13,224,719	26%	51,457,870
DANE	210,820,501	18%	267,090,307	23%	382,677,272	32%	326,389,984	27%	1,186,978,064
DODGE	14,500,830	19%	15,838,103	20%	29,321,738	38%	18,121,356	23%	77,782,027
DOOR	21,644,243	6%	38,393,371	10%	214,019,752	56%	108,176,007	28%	382,233,373
DOUGLAS	17,226,716	16%	18,630,078	17%	47,456,101	44%	25,559,431	23%	108,872,326
DUNN	10,426,644	20%	9,628,360	19%	18,142,772	35%	13,063,670	25%	51,261,446
EAU CLAIRE	36,718,742	21%	39,042,517	22%	58,940,347	34%	40,701,509	23%	175,403,115
FLORENCE	2,016,791	10%	3,318,927	17%	8,971,914	47%	4,983,890	26%	19,291,522
FOND DU LAC	21,967,005	17%	27,534,264	21%	51,209,094	40%	28,009,813	22%	128,720,176
FOREST	6,522,718	15%	8,058,944	18%	18,777,340	42%	11,423,430	26%	44,782,432
GRANT	10,601,644	15%	13,959,109	19%	30,575,730	43%	16,534,511	23%	71,670,994
GREEN	7,041,751	17%	7,873,686	19%	15,651,294	38%	10,132,700	25%	40,699,431
GREEN LAKE	12,856,029	17%	18,018,782	24%	28,925,431	38%	15,994,988	21%	75,795,230
IOWA	6,389,998	11%	11,655,012	20%	26,567,198	46%	13,446,956	23%	58,059,164
IRON	13,589,611	19%	11,362,106	16%	31,198,394	43%	16,045,094	22%	72,195,205
JACKSON	9,910,854	16%	13,513,259	22%	23,470,935	39%	13,260,140	22%	60,155,188
JEFFERSON	16,496,426	12%	24,198,338	18%	66,138,296	48%	31,177,552	23%	138,010,612
JUNEAU	11,705,866	12%	19,687,036	21%	43,617,752	46%	20,677,696	22%	95,688,350
KENOSHA	41,196,480	19%	43,606,758	20%	78,252,553	37%	49,713,554	23%	212,769,345
KEWAUNEE	3,443,536	11%	4,782,717	16%	14,686,659	49%	7,182,642	24%	30,095,554
LA CROSSE	45,365,379	21%	47,552,693	22%	74,658,983	35%	45,201,925	21%	212,778,980
LAFAYETTE	3,089,663	13%	4,790,045	20%	11,369,589	46%	5,225,700	21%	24,474,997
LANGLADE	7,339,883	17%	7,894,633	18%	18,262,434	42%	10,127,627	23%	43,624,577
LINCOLN	9,476,530	17%	10,283,421	18%	22,882,488	41%	13,596,305	24%	56,238,744
MANITOWOC	18,178,482	15%	22,337,421	19%	45,857,147	38%	33,866,428	28%	120,239,478

**2010 County by County Tourism Expenditures  
by Quarter**

County	Dec - February Expenditures	% of Total	March - May Expenditures	% of Total	June - August Expenditures	% of Total	Sept - November Expenditures	% of Total	2007-08 Total Expenditures
MARATHON	58,640,093	24%	47,616,367	19%	77,967,031	31%	63,370,116	26%	247,593,607
MARINETTE	16,225,107	14%	23,544,184	21%	46,285,672	40%	28,445,908	25%	114,500,871
MARQUETTE	5,136,416	10%	10,398,801	21%	23,187,669	46%	11,375,912	23%	50,098,798
MENOMINEE	1,893,651	16%	2,721,485	22%	4,245,908	35%	3,287,191	27%	12,148,235
MILWAUKEE	315,164,057	19%	368,214,351	22%	556,580,038	34%	404,709,749	25%	1,644,668,195
MONROE	20,570,017	17%	22,640,890	18%	52,006,671	42%	28,568,561	23%	123,786,139
OCONTO	9,764,974	15%	13,713,927	21%	26,403,928	40%	15,439,374	24%	65,322,203
ONEIDA	26,886,039	13%	34,798,087	17%	92,976,926	46%	47,368,854	23%	202,029,906
OUTAGAMIE	62,333,939	19%	72,031,972	22%	104,764,999	33%	82,943,858	26%	322,074,768
OZAUKEE	19,759,330	19%	19,549,631	19%	38,023,739	38%	24,044,349	24%	101,377,049
PEPIN	1,371,021	15%	1,794,499	19%	4,135,356	44%	2,060,027	22%	9,360,903
PIERCE	6,187,532	19%	6,302,584	19%	12,060,947	37%	7,891,331	24%	32,442,394
POLK	11,825,590	17%	13,764,491	19%	27,370,641	38%	18,530,023	26%	71,490,745
PORTAGE	27,464,867	20%	31,865,667	23%	50,306,865	36%	29,784,216	21%	139,421,615
PRICE	7,357,975	15%	9,431,046	19%	20,207,291	40%	13,187,521	26%	50,183,833
RACINE	40,410,943	19%	44,767,486	21%	79,546,217	37%	49,969,256	23%	214,693,902
RICHLAND	4,041,670	18%	4,306,242	19%	9,201,706	40%	5,387,479	23%	22,937,097
ROCK	40,336,572	19%	50,021,239	23%	81,088,812	37%	45,978,978	21%	217,425,601
RUSK	5,008,333	14%	7,464,544	20%	16,859,491	46%	7,675,912	21%	37,008,280
SAINT CROIX	18,329,510	18%	19,102,913	18%	44,230,618	43%	22,297,949	21%	103,960,990
SAUK	166,512,089	16%	221,344,939	21%	490,036,002	47%	160,544,165	15%	1,038,437,195
SAWYER	15,627,188	11%	25,098,678	18%	63,376,069	46%	32,235,776	24%	136,337,711
SHAWANO	12,192,054	15%	15,606,382	20%	31,165,971	39%	20,409,070	26%	79,373,477
SHEBOYGAN	36,293,153	12%	57,846,096	20%	127,050,890	43%	73,117,079	25%	294,307,218
TAYLOR	4,523,940	19%	4,282,596	18%	8,723,029	37%	6,183,603	26%	23,713,168
TREMPEALEAU	7,727,424	18%	8,320,256	20%	17,161,576	41%	8,668,392	21%	41,877,648
VERNON	6,684,041	14%	9,073,073	19%	20,632,256	43%	11,273,414	24%	47,662,784
VILAS	32,453,499	13%	36,934,264	14%	129,099,524	51%	56,619,510	22%	255,106,797
WALWORTH	58,453,961	14%	86,533,352	21%	170,670,524	41%	98,565,809	24%	414,223,646
WASHBURN	7,735,559	13%	10,453,324	18%	25,281,974	43%	14,656,957	25%	58,127,814
WASHINGTON	26,425,484	19%	29,407,858	21%	49,805,435	36%	31,201,461	23%	136,840,238
WAUKESHA	119,960,975	19%	137,617,214	22%	213,389,004	35%	145,971,438	24%	616,938,631
WAUPACA	12,597,524	13%	22,821,535	23%	40,814,480	42%	21,843,620	22%	98,077,159
WAUSHARA	9,041,577	14%	14,336,631	23%	25,864,985	41%	13,830,131	22%	63,073,324
WINNEBAGO	37,103,725	19%	41,332,533	21%	75,877,357	38%	44,419,364	22%	198,732,979
WOOD	23,555,482	20%	25,969,250	23%	41,484,632	36%	24,329,287	21%	115,338,651
<b>Total</b>	<b>2,076,041,033</b>	<b>16.87%</b>	<b>2,529,776,378</b>	<b>20.56%</b>	<b>4,801,163,669</b>	<b>39.02%</b>	<b>2,896,034,705</b>	<b>23.54%</b>	<b>12,303,015,785</b>

**C. 2010 vs. 2009 County by County Traveler Expenditures by Quarter**

**2010 vs 2009 County by County Tourism Expenditures  
by Quarter**

County	Dec 09 - Feb 10 Expenditures	Dec 08 - Feb 09 Expenditures	% change	Mar 10 - May 10 Expenditures	Mar 09 - May 09 Expenditures	% change	Jun 10 - Aug 10 Expenditures	Jun 09 - Aug 09 Expenditures	% change	Sep 10 - Nov 10 Expenditures	Sep 09 - Nov 09 Expenditures	% change
ADAMS	29,187,253	31,920,482	-8.56%	41,955,789	42,853,266	-2.09%	80,517,754	85,378,359	-5.69%	35,674,940	33,651,089	6.01%
ASHLAND	9,008,114	9,292,026	-3.06%	11,231,727	10,510,503	6.86%	28,534,815	26,520,307	7.60%	15,324,638	15,401,851	-0.50%
BARRON	15,631,080	16,027,775	-2.48%	17,911,215	18,390,349	-2.61%	39,551,720	41,560,340	-4.83%	25,280,644	27,937,493	-9.51%
BAYFIELD	20,672,028	21,802,950	-5.19%	19,594,252	21,412,339	-8.49%	51,111,692	52,237,040	-2.15%	27,421,339	34,751,036	-21.09%
BROWN	101,469,846	107,089,466	-5.25%	110,379,676	103,817,402	6.32%	153,018,924	149,228,214	2.54%	133,441,370	128,938,233	3.49%
BUFFALO	3,571,005	3,236,319	10.34%	4,076,228	3,730,544	9.27%	7,818,637	7,788,645	0.39%	4,362,530	4,255,558	2.51%
BURNETT	8,499,454	7,871,940	7.97%	11,441,567	11,045,862	3.58%	25,024,129	24,170,154	3.53%	15,814,122	14,154,208	11.73%
CALUMET	6,615,226	6,989,518	-5.36%	7,091,495	7,097,315	-0.08%	13,999,407	14,124,477	-0.89%	8,098,329	8,614,394	-5.99%
CHIPPEWA	16,569,496	16,868,107	-1.77%	18,577,711	18,580,922	-0.02%	38,413,968	37,702,690	1.89%	22,844,639	20,879,171	9.41%
CLARK	6,315,089	6,524,128	-3.20%	6,914,018	7,083,029	-2.39%	16,151,552	15,558,737	3.81%	9,977,604	9,052,424	10.22%
COLUMBIA	17,673,765	19,372,729	-8.77%	30,432,634	28,688,051	6.08%	66,071,310	64,879,369	1.84%	29,771,283	27,427,872	8.54%
CRAWFORD	6,707,044	5,921,912	13.26%	10,091,792	8,574,061	17.70%	21,434,315	21,997,170	-2.56%	13,224,719	12,886,615	2.62%
DANE	210,820,501	224,309,659	-6.01%	267,090,307	285,827,477	-6.56%	382,677,272	368,049,644	3.97%	326,389,984	301,446,964	8.27%
DODGE	14,500,830	15,865,186	-8.60%	15,838,103	15,354,488	3.15%	29,321,738	28,408,572	3.21%	18,121,356	18,382,932	-1.42%
DOOR*	21,644,243	19,402,210	11.56%	38,393,371	37,475,167	2.45%	214,019,752	215,946,416	-0.89%	108,176,007	104,595,454	3.42%
DOUGLAS	17,226,716	16,217,933	6.22%	18,630,078	17,178,317	8.45%	47,456,101	43,114,045	10.07%	25,559,431	29,042,796	-11.99%
DUNN	10,426,644	10,780,595	-3.28%	9,628,360	9,451,718	1.87%	18,142,772	17,359,979	4.51%	13,063,670	11,358,027	15.02%
EAU CLAIRE	36,718,742	37,992,785	-3.35%	39,042,517	38,571,093	1.22%	58,940,347	57,975,951	1.66%	40,701,509	39,798,275	2.27%
FLORENCE	2,016,791	2,026,324	-0.47%	3,318,927	3,320,336	-0.04%	8,971,914	8,904,099	0.76%	4,983,890	4,858,712	2.58%
FOND DU LAC	21,967,005	23,586,048	-6.86%	27,534,264	26,769,294	2.86%	51,209,094	51,084,524	0.24%	28,009,813	29,297,297	-4.39%
FOREST	6,522,718	6,881,717	-5.22%	8,058,944	8,371,679	-3.74%	18,777,340	18,571,624	1.11%	11,423,430	11,315,320	0.96%
GRANT	10,601,644	10,421,632	1.73%	13,959,109	13,275,813	5.15%	30,575,730	31,493,317	-2.91%	16,534,511	16,382,080	0.93%
GREEN	7,041,751	7,095,124	-0.75%	7,873,686	7,706,935	2.16%	15,651,294	15,475,648	1.13%	10,132,700	10,083,677	0.49%
GREEN LAKE	12,856,029	12,340,241	4.18%	18,018,782	17,486,132	3.05%	28,925,431	30,051,574	-3.75%	15,994,988	15,044,700	6.32%
IOWA	6,389,998	7,286,222	-12.30%	11,655,012	11,142,474	4.60%	26,567,198	26,853,825	-1.07%	13,446,956	12,867,393	4.50%
IRON	13,589,611	12,240,971	11.02%	11,362,106	10,906,954	4.17%	31,198,394	27,894,978	11.84%	16,045,094	15,292,836	4.92%
JACKSON	9,910,854	10,438,951	-5.06%	13,513,259	13,564,289	-0.38%	23,470,935	23,601,745	-0.55%	13,260,140	13,151,500	0.83%
JEFFERSON	16,496,426	18,374,610	-10.22%	24,198,338	22,973,037	5.33%	66,138,296	61,584,588	7.39%	31,177,552	29,404,809	6.03%
JUNEAU	11,705,866	12,474,196	-6.16%	19,687,036	17,969,827	9.56%	43,617,752	44,023,649	-0.92%	20,677,696	17,159,086	20.51%
KENOSHA	41,196,480	47,674,538	-13.59%	43,606,758	47,341,894	-7.89%	78,252,553	78,182,633	0.09%	49,713,554	48,020,163	3.53%
KEWAUNEE	3,443,536	3,490,899	-1.36%	4,782,717	4,738,334	0.94%	14,686,659	14,812,794	-0.85%	7,182,642	7,293,183	-1.52%
LA CROSSE	45,365,379	46,221,474	-1.85%	47,552,693	46,629,878	1.98%	74,658,983	72,384,239	3.14%	45,201,925	45,099,816	0.23%
LAFAYETTE	3,089,663	3,020,911	2.28%	4,790,045	4,347,668	10.18%	11,369,589	12,002,892	-5.28%	5,225,700	5,359,019	-2.49%
LANGLADE	7,339,883	6,990,504	5.00%	7,894,633	7,614,905	3.67%	18,262,434	16,857,696	8.33%	10,127,627	9,232,026	9.70%
LINCOLN	9,476,530	10,071,271	-5.91%	10,283,421	10,303,289	-0.19%	22,882,488	22,254,474	2.82%	13,596,305	13,624,679	-0.21%
MANITOWOC	18,178,482	20,352,469	-10.68%	22,337,421	22,055,158	1.28%	45,857,147	44,701,590	2.59%	33,866,428	32,226,104	5.09%

**2010 vs 2009 County by County Tourism Expenditures  
by Quarter**

County	Dec 09 - Feb 10 Expenditures	Dec 08 - Feb 09 Expenditures	% change	Mar 10 - May 10 Expenditures	Mar 09 - May 09 Expenditures	% change	Jun 10 - Aug 10 Expenditures	Jun 09 - Aug 09 Expenditures	% change	Sep 10 - Nov 10 Expenditures	Sep 09 - Nov 09 Expenditures	% change
MARATHON	58,640,093	61,950,416	-5.34%	47,616,367	50,155,085	-5.06%	77,967,031	74,912,622	4.08%	63,370,116	63,638,264	-0.42%
MARINETTE	16,225,107	17,365,324	-6.57%	23,544,184	22,524,937	4.52%	46,285,672	45,320,074	2.13%	28,445,908	28,017,188	1.53%
MARQUETTE	5,136,416	6,938,283	-25.97%	10,398,801	13,592,769	-23.50%	23,187,669	31,943,492	-27.41%	11,375,912	14,238,596	-20.11%
MENOMINEE	1,893,651	2,184,149	-13.30%	2,721,485	2,546,443	6.87%	4,245,908	3,875,931	9.55%	3,287,191	3,029,619	8.50%
MILWAUKEE	315,164,057	314,138,154	0.33%	368,214,351	329,403,412	11.78%	556,580,038	515,717,697	7.92%	404,709,749	374,218,022	8.15%
MONROE	20,570,017	21,614,751	-4.83%	22,640,890	21,306,161	6.26%	52,006,671	50,699,931	2.58%	28,568,561	24,690,581	15.71%
OCONTO	9,764,974	10,409,314	-6.19%	13,713,927	13,613,089	0.74%	26,403,928	26,818,381	-1.55%	15,439,374	15,506,586	-0.43%
ONEIDA	26,886,039	28,105,960	-4.34%	34,798,087	36,555,897	-4.81%	92,976,926	93,592,195	-0.66%	47,368,854	46,770,686	1.28%
OUTAGAMIE	62,333,939	68,871,141	-9.49%	72,031,972	68,397,893	5.31%	104,764,999	102,581,222	2.13%	82,943,858	80,138,958	3.50%
OZAUKEE	19,759,330	20,148,964	-1.93%	19,549,631	18,964,806	3.08%	38,023,739	33,394,197	13.86%	24,044,349	22,248,959	8.07%
PEPIN	1,371,021	1,413,203	-2.98%	1,794,499	1,649,700	8.78%	4,135,356	4,142,006	-0.16%	2,060,027	2,029,190	1.52%
PIERCE	6,187,532	6,375,114	-2.94%	6,302,584	6,337,320	-0.55%	12,060,947	12,060,907	0.00%	7,891,331	7,492,524	5.32%
POLK	11,825,590	12,026,442	-1.67%	13,764,491	13,759,168	0.04%	27,370,641	27,199,412	0.63%	18,530,023	17,211,361	7.66%
PORTAGE	27,464,867	29,103,236	-5.63%	31,865,667	30,361,675	4.95%	50,306,865	48,758,189	3.18%	29,784,216	29,134,416	2.23%
PRICE	7,357,975	7,562,304	-2.70%	9,431,046	10,071,961	-6.36%	20,207,291	20,143,732	0.32%	13,187,521	13,185,128	0.02%
RACINE	40,410,943	43,346,444	-6.77%	44,767,486	45,012,503	-0.54%	79,546,217	78,695,837	1.08%	49,969,256	50,933,064	-1.89%
RICHLAND	4,041,670	4,087,493	-1.12%	4,306,242	4,060,985	6.04%	9,201,706	8,511,415	8.11%	5,387,479	5,171,315	4.18%
ROCK	40,336,572	42,211,594	-4.44%	50,021,239	49,538,783	0.97%	81,088,812	80,444,816	0.80%	45,978,978	44,446,466	3.45%
RUSK	5,008,333	5,298,076	-5.47%	7,464,544	8,009,934	-6.81%	16,859,491	16,426,917	2.63%	7,675,912	7,601,105	0.98%
SAINT CROIX	18,329,510	18,964,578	-3.35%	19,102,913	19,093,049	0.05%	44,230,618	43,619,808	1.40%	22,297,949	20,069,792	11.10%
SAUK	166,512,089	170,330,469	-2.24%	221,344,939	223,866,631	-1.13%	490,036,002	465,782,781	5.21%	160,544,165	153,594,507	4.52%
SAWYER	15,627,188	16,209,178	-3.59%	25,098,678	26,729,719	-6.10%	63,376,069	63,134,300	0.38%	32,235,776	31,226,547	3.23%
SHAWANO	12,192,054	13,936,482	-12.52%	15,606,382	14,948,023	4.40%	31,165,971	31,245,344	-0.25%	20,409,070	20,037,040	1.86%
SHEBOYGAN	36,293,153	40,567,249	-10.54%	57,846,096	57,260,708	1.02%	127,050,890	119,231,732	6.56%	73,117,079	69,977,424	4.49%
TAYLOR	4,523,940	4,390,016	3.05%	4,282,596	4,444,929	-3.65%	8,723,029	9,271,393	-5.91%	6,183,603	6,132,733	0.83%
TREMPEALEAU	7,727,424	7,632,111	1.25%	8,320,256	7,970,546	4.39%	17,161,576	17,067,417	0.55%	8,668,392	8,635,455	0.38%
VERNON	6,684,041	6,414,389	4.20%	9,073,073	8,498,224	6.76%	20,632,256	20,971,522	-1.62%	11,273,414	10,942,117	3.03%
VILAS	32,453,499	33,353,708	-2.70%	36,934,264	38,732,307	-4.64%	129,099,524	124,567,913	3.64%	56,619,510	55,196,089	2.58%
WALWORTH	58,453,961	60,978,671	-4.14%	86,533,352	75,219,877	15.04%	170,670,524	151,500,543	12.65%	98,565,809	82,806,095	19.03%
WASHBURN	7,735,559	7,991,707	-3.21%	10,453,324	11,236,585	-6.97%	25,281,974	25,527,426	-0.96%	14,656,957	13,220,364	10.87%
WASHINGTON	26,425,484	27,025,694	-2.22%	29,407,858	26,424,317	11.29%	49,805,435	46,581,247	6.92%	31,201,461	31,151,592	0.16%
WAUKESHA	119,960,975	120,555,132	-0.49%	137,617,214	126,309,266	8.95%	213,389,004	193,271,829	10.41%	145,971,438	140,358,231	4.00%
WAUPACA	12,597,524	13,256,077	-4.97%	22,821,535	20,685,132	10.33%	40,814,480	39,873,863	2.36%	21,843,620	20,805,186	4.99%
WAUSHARA	9,041,577	9,336,295	-3.16%	14,336,631	13,997,342	2.42%	25,864,985	27,133,008	-4.67%	13,830,131	13,517,389	2.31%
WINNEBAGO	37,103,725	38,096,759	-2.61%	41,332,533	39,467,436	4.73%	75,877,357	74,830,450	1.40%	44,419,364	43,153,271	2.93%
WOOD	23,555,482	24,494,115	-3.83%	25,969,250	25,194,963	3.07%	41,484,632	40,534,529	2.34%	24,329,287	24,471,888	-0.58%
<b>Total</b>	<b>2,076,041,033</b>	<b>2,165,461,677</b>	<b>-4.13%</b>	<b>2,529,776,378</b>	<b>2,486,706,253</b>	<b>1.73%</b>	<b>4,801,163,669</b>	<b>4,657,809,060</b>	<b>3.08%</b>	<b>2,896,034,705</b>	<b>2,781,768,236</b>	<b>4.11%</b>

\* Note: Revised 2009 figures are shown for Door County. The 2009 estimates were recalculated using a slightly different expenditure modeling approach, which was applied to this county only for 2009 and 2010. The 2009 state totals reflects what was *reported* for the 2009 study year rather than the sum of all counties in the 2009 columns.

**D. 2010 vs. 2009 County by County Traveler Expenditures – Direct Impact**

COUNTY	EXPENDITURES \$			FULL-TIME EQUIVALENT JOBS			RESIDENT INCOME \$			STATE REVENUE \$			LOCAL REVENUE \$		
	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG
ADAMS	187,335,736	193,803,196	-3.34%	2,641	2,659	-0.68%	52,498,715	53,918,081	-2.63%	12,961,149	13,400,583	-3.28%	3,563,173	3,696,797	-3.61%
ASHLAND	64,099,294	61,724,687	3.85%	904	848	6.60%	17,963,099	17,172,454	4.60%	4,434,822	4,267,973	3.91%	1,219,185	1,177,399	3.55%
BARRON	98,374,659	103,915,957	-5.33%	2,425	2,562	-5.35%	27,280,000	28,817,000	-5.33%	5,762,000	6,086,000	-5.32%	2,526,000	2,668,000	-5.32%
BAYFIELD	118,799,311	130,203,365	-8.76%	3,026	3,317	-8.77%	34,539,000	37,855,000	-8.76%	6,684,000	7,326,000	-8.76%	2,930,000	3,211,000	-8.75%
BROWN	498,309,816	489,073,315	1.89%	8,015	7,846	2.15%	138,232,000	135,427,000	2.07%	30,278,000	29,825,000	1.52%	10,858,000	10,639,000	2.06%
BUFFALO	19,828,400	19,011,066	4.30%	280	263	6.46%	5,556,683	5,289,077	5.06%	1,371,862	1,314,528	4.36%	377,142	362,636	4.00%
BURNETT	60,779,272	57,242,164	6.18%	857	786	9.03%	17,032,700	15,925,371	6.95%	4,205,118	3,958,028	6.24%	1,156,037	1,091,895	5.87%
CALUMET	35,804,457	36,825,704	-2.77%	506	504	0.40%	10,033,793	10,245,297	-2.06%	2,477,195	2,546,324	-2.71%	681,009	702,452	-3.05%
CHIPPEWA	96,405,814	94,030,890	2.53%	1,360	1,291	5.34%	27,016,635	26,160,380	3.27%	6,670,006	6,501,796	2.59%	1,833,662	1,793,640	2.23%
CLARK	39,358,263	38,218,318	2.98%	555	524	5.92%	11,029,707	10,632,738	3.73%	2,723,070	2,642,617	3.04%	748,603	729,015	2.69%
COLUMBIA	143,948,992	140,368,021	2.55%	2,029	1,925	5.40%	40,340,070	39,051,855	3.30%	9,959,363	9,705,791	2.61%	2,737,945	2,677,521	2.26%
CRAWFORD	51,457,870	49,379,758	4.21%	724	677	6.94%	14,420,483	13,737,967	4.97%	3,560,203	3,414,380	4.27%	978,741	941,920	3.91%
DANE	1,186,978,064	1,179,633,744	0.62%	19,574	19,369	1.06%	334,872,000	331,202,000	1.11%	70,109,000	70,008,000	0.14%	26,707,000	26,328,000	1.44%
DODGE	77,782,027	78,011,178	-0.29%	1,099	1,070	2.71%	21,797,531	21,703,527	0.43%	5,381,485	5,394,106	-0.23%	1,479,433	1,488,064	-0.58%
DOOR*	382,233,373	377,419,247	1.28%	5,376	5,292	1.59%	100,995,000	99,493,000	1.51%	22,182,000	22,120,000	0.28%	9,216,000	9,168,000	0.52%
DOUGLAS	108,872,326	105,553,091	3.14%	1,535	1,449	5.94%	30,510,233	29,365,977	3.90%	7,532,522	7,298,502	3.21%	2,070,780	2,013,427	2.85%
DUNN	51,261,446	48,950,319	4.72%	723	671	7.75%	14,365,438	13,618,492	5.48%	3,546,612	3,384,684	4.78%	975,004	933,728	4.42%
EAU CLAIRE	175,403,115	174,338,104	0.61%	2,473	2,392	3.39%	49,154,733	48,502,686	1.34%	12,135,571	12,054,663	0.67%	3,336,212	3,325,502	0.32%
FLORENCE	19,291,522	19,109,471	0.95%	272	263	3.42%	5,406,230	5,316,456	1.69%	1,334,718	1,321,332	1.01%	366,929	364,512	0.66%
FOND DU LAC	128,720,176	130,737,163	-1.54%	1,815	1,794	1.17%	36,072,367	36,372,449	-0.83%	8,905,730	9,039,860	-1.48%	2,448,290	2,493,813	-1.83%
FOREST	44,782,432	45,140,340	-0.79%	632	619	2.10%	12,549,767	12,558,517	-0.07%	3,098,350	3,121,243	-0.73%	851,773	861,052	-1.08%
GRANT	71,670,994	71,572,842	0.14%	1,011	982	2.95%	20,084,982	19,912,315	0.87%	4,958,683	4,948,927	0.20%	1,363,200	1,365,252	-0.15%
GREEN	40,699,431	40,361,384	0.84%	983	975	0.82%	11,710,000	11,613,000	0.84%	2,263,000	2,244,000	0.85%	992,000	984,000	0.81%
GREEN LAKE	75,795,230	74,922,647	1.16%	1,069	1,029	3.89%	21,240,753	20,844,266	1.90%	5,244,026	5,180,550	1.23%	1,441,642	1,429,150	0.87%
IOWA	58,059,164	58,149,914	-0.16%	818	798	2.51%	16,270,422	16,177,915	0.57%	4,016,925	4,020,794	-0.10%	1,104,299	1,109,210	-0.44%
IRON	72,195,205	66,335,739	8.83%	1,019	910	11.98%	20,231,886	18,455,300	9.63%	4,994,950	4,586,804	8.90%	1,373,171	1,265,355	8.52%
JACKSON	60,155,188	60,756,485	-0.99%	1,101	1,112	-0.99%	17,216,000	17,388,000	-0.99%	4,085,000	4,126,000	-0.99%	1,791,000	1,809,000	-1.00%
JEFFERSON	138,010,612	132,337,044	4.29%	1,942	1,815	7.00%	38,675,918	36,817,512	5.05%	9,548,507	9,150,482	4.35%	2,625,009	2,524,333	3.99%
JUNEAU	95,688,350	91,626,758	4.43%	1,349	1,257	7.32%	26,815,573	25,491,523	5.19%	6,620,364	6,335,561	4.50%	1,820,014	1,747,782	4.13%
KENOSHA	212,769,345	221,219,228	-3.82%	3,139	3,261	-3.74%	54,742,000	57,072,000	-4.08%	14,271,000	14,829,000	-3.76%	5,520,000	5,837,000	-5.43%
KEWAUNEE	30,095,554	30,335,210	-0.79%	486	490	-0.82%	8,539,000	8,607,000	-0.79%	1,908,000	1,923,000	-0.78%	682,000	687,000	-0.73%
LA CROSSE	212,778,980	210,335,407	1.16%	4,115	4,068	1.16%	63,180,000	62,454,000	1.16%	12,779,000	12,632,000	1.16%	5,602,000	5,538,000	1.16%
LAFAYETTE	24,474,997	24,730,490	-1.03%	345	339	1.77%	6,858,840	6,880,281	-0.31%	1,693,346	1,709,997	-0.97%	465,520	471,735	-1.32%
LANGLADE	43,624,577	40,695,131	7.20%	614	556	10.43%	12,225,291	11,321,814	7.98%	3,018,244	2,813,879	7.26%	829,751	776,259	6.89%
LINCOLN	56,238,744	56,253,713	-0.03%	794	773	2.72%	15,760,271	15,650,371	0.70%	3,890,976	3,889,681	0.03%	1,069,675	1,073,040	-0.31%
MANITOWOC	120,239,478	119,335,321	0.76%	1,940	1,925	0.78%	34,114,000	33,857,000	0.76%	7,623,000	7,566,000	0.75%	2,724,000	2,703,000	0.78%

COUNTY	EXPENDITURES \$			FULL-TIME EQUIVALENT JOBS			RESIDENT INCOME \$			STATE REVENUE \$			LOCAL REVENUE \$		
	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG
MARATHON	247,593,607	250,656,387	-1.22%	3,490	3,439	1.48%	69,385,297	69,735,234	-0.50%	17,130,196	17,331,716	-1.16%	4,709,292	4,781,272	-1.51%
MARINETTE	114,500,871	113,227,523	1.12%	1,615	1,552	4.06%	32,087,567	31,501,085	1.86%	7,921,943	7,829,152	1.19%	2,177,836	2,159,817	0.83%
MARQUETTE	50,098,798	66,713,140	-24.90%	707	915	-22.73%	14,039,619	18,560,295	-24.36%	3,466,174	4,612,901	-24.86%	952,892	1,272,553	-25.12%
MENOMINEE	12,148,235	11,636,142	4.40%	171	161	6.21%	3,404,405	3,237,298	5.16%	840,497	804,586	4.46%	231,062	221,960	4.10%
MILWAUKEE	1,644,668,195	1,533,477,285	7.25%	26,266	24,437	7.48%	465,761,362	432,763,002	7.63%	103,944,424	97,308,060	6.82%	34,800,340	31,974,867	8.84%
MONROE	123,786,139	118,311,424	4.63%	1,747	1,623	7.64%	34,689,658	32,915,479	5.39%	8,564,359	8,180,681	4.69%	2,354,444	2,256,791	4.33%
OCONTO	65,322,203	66,347,370	-1.55%	921	909	1.32%	18,305,806	18,458,535	-0.83%	4,519,430	4,587,610	-1.49%	1,242,443	1,265,576	-1.83%
ONEIDA	202,029,906	205,024,738	-1.46%	3,572	3,625	-1.46%	57,266,000	58,115,000	-1.46%	11,871,000	12,046,000	-1.45%	5,204,000	5,281,000	-1.46%
OUTAGAMIE	322,074,768	319,989,214	0.65%	4,542	4,390	3.46%	90,257,797	89,024,354	1.39%	22,283,305	22,125,756	0.71%	6,125,944	6,103,796	0.36%
OZAUKEE	101,377,049	94,756,926	6.99%	1,619	1,509	7.29%	28,709,444	26,741,374	7.36%	6,407,115	6,012,877	6.56%	2,145,086	1,975,796	8.57%
PEPIN	9,360,903	9,234,099	1.37%	131	127	3.15%	2,623,287	2,569,021	2.11%	647,650	638,494	1.43%	178,048	176,142	1.08%
PIERCE	32,442,394	32,265,865	0.55%	457	445	2.70%	9,091,612	8,976,702	1.28%	2,244,584	2,231,034	0.61%	617,062	615,472	0.26%
POLK	71,490,745	70,196,383	1.84%	1,009	963	4.78%	20,034,469	19,529,369	2.59%	4,946,211	4,853,751	1.90%	1,359,773	1,338,997	1.55%
PORTAGE	139,421,615	137,357,516	1.50%	1,969	1,883	4.57%	39,071,325	38,214,300	2.24%	9,646,128	9,497,628	1.56%	2,651,835	2,620,096	1.21%
PRICE	50,183,833	50,963,125	-1.53%	979	994	-1.51%	14,616,000	14,843,000	-1.53%	3,440,000	3,494,000	-1.55%	1,507,000	1,531,000	-1.57%
RACINE	214,693,902	217,987,848	-1.51%	3,598	3,653	-1.51%	57,562,000	58,601,000	-1.77%	14,480,000	14,635,000	-1.06%	4,307,000	4,477,000	-3.80%
RICHLAND	22,937,097	21,831,208	5.07%	325	299	8.70%	6,427,861	6,073,671	5.83%	1,586,944	1,509,527	5.13%	436,270	416,430	4.76%
ROCK	217,425,601	216,641,659	0.36%	3,067	2,973	3.16%	60,931,056	60,271,979	1.09%	15,042,968	14,979,756	0.42%	4,135,490	4,132,442	0.07%
RUSK	37,008,280	37,336,032	-0.88%	523	512	2.15%	10,371,149	10,387,276	-0.16%	2,560,481	2,581,609	-0.82%	703,907	712,186	-1.16%
SAINT CROIX	103,960,990	101,747,227	2.18%	1,466	1,397	4.94%	29,133,887	28,307,145	2.92%	7,192,724	7,035,344	2.24%	1,977,362	1,940,827	1.88%
SAUK	1,038,437,195	1,013,574,388	2.45%	14,644	13,908	5.29%	291,010,238	281,987,019	3.20%	71,846,090	70,083,920	2.51%	19,751,336	19,333,940	2.16%
SAWYER	136,337,711	137,299,744	-0.70%	2,540	2,558	-0.70%	36,145,000	36,400,000	-0.70%	7,577,000	7,630,000	-0.69%	3,321,000	3,345,000	-0.72%
SHAWANO	79,373,477	80,166,889	-0.99%	1,120	1,100	1.82%	22,243,516	22,303,269	-0.27%	5,491,593	5,543,166	-0.93%	1,509,704	1,529,184	-1.27%
SHEBOYGAN	294,307,218	287,037,113	2.53%	4,152	3,939	5.41%	82,476,258	79,856,733	3.28%	20,362,159	19,847,271	2.59%	5,597,798	5,475,235	2.24%
TAYLOR	23,713,168	24,239,071	-2.17%	334	333	0.30%	6,645,347	6,743,564	-1.46%	1,640,638	1,676,018	-2.11%	451,031	462,360	-2.45%
TREMPEALEAU	41,877,648	41,305,529	1.39%	590	566	4.24%	11,735,735	11,491,631	2.12%	2,897,380	2,856,083	1.45%	796,524	787,903	1.09%
VERNON	47,662,784	46,826,252	1.79%	671	644	4.19%	13,356,953	13,027,554	2.53%	3,297,632	3,237,814	1.85%	906,560	893,211	1.49%
VILAS	255,106,797	251,850,017	1.29%	3,597	3,455	4.11%	71,490,784	70,067,314	2.03%	17,650,009	17,414,249	1.35%	4,852,194	4,804,040	1.00%
WALWORTH	414,223,646	370,505,186	11.80%	5,897	7,130	-17.29%	115,863,000	113,401,000	2.17%	24,766,000	25,058,000	-1.17%	11,762,000	10,984,000	7.08%
WASHBURN	58,127,814	57,976,082	0.26%	820	795	3.14%	16,289,660	16,129,553	0.99%	4,021,674	4,008,775	0.32%	1,105,605	1,105,892	-0.03%
WASHINGTON	136,840,238	131,182,850	4.31%	2,187	2,088	4.74%	38,752,433	37,021,143	4.68%	8,648,419	8,324,315	3.89%	2,895,469	2,735,322	5.85%
WAUKESHA	616,938,631	580,494,458	6.28%	9,851	9,251	6.49%	174,713,761	163,821,481	6.65%	38,991,042	36,835,748	5.85%	13,054,105	12,104,015	7.85%
WAUPACA	98,077,159	94,620,258	3.65%	2,539	2,450	3.63%	30,268,000	29,201,000	3.65%	5,876,000	5,669,000	3.65%	2,576,000	2,485,000	3.66%
WAUSHARA	63,073,324	63,984,034	-1.42%	889	877	1.37%	17,675,584	17,801,030	-0.70%	4,363,839	4,424,196	-1.36%	1,199,671	1,220,495	-1.71%
WINNEBAGO	198,732,979	195,547,916	1.63%	2,802	2,682	4.47%	55,692,663	54,403,480	2.37%	13,749,689	13,521,221	1.69%	3,779,950	3,730,076	1.34%
WOOD	115,338,651	114,695,495	0.56%	1,626	1,574	3.30%	32,322,347	31,909,489	1.29%	7,979,906	7,930,657	0.62%	2,193,768	2,187,818	0.27%
<b>TOTALS</b>	<b>12,303,015,785</b>	<b>12,091,745,226</b>	<b>1.75%</b>	<b>189,979</b>	<b>186,283</b>	<b>1.98%</b>	<b>3,449,782,000</b>	<b>3,382,842,000</b>	<b>1.98%</b>	<b>800,123,000</b>	<b>790,640,000</b>	<b>1.20%</b>	<b>260,034,000</b>	<b>256,079,000</b>	<b>1.54%</b>

\* Note: Revised 2009 figures are shown for Door County. The 2009 estimates were recalculated using a slightly different expenditure modeling approach, which was applied to this county only for 2009 and 2010. The 2009 state totals reflects what was **reported** for the 2009 study year rather than the sum of all counties in the 2009 columns.

**E. 2010 vs. 2009 County by County Traveler Expenditures – Total Impact**

COUNTY	EXPENDITURES \$			FULL-TIME EQUIVALENT JOBS			RESIDENT INCOME \$			STATE REVENUE \$			LOCAL REVENUE \$		
	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG
ADAMS	187,335,736	193,803,196	-3.34%	4,420	4,492	-1.60%	115,854,906	119,960,396	-3.42%	23,005,454	23,754,322	-3.15%	9,692,677	9,974,231	-2.82%
ASHLAND	64,099,294	61,724,687	3.85%	1,513	1,430	5.80%	39,641,222	38,206,377	3.76%	7,871,608	7,565,550	4.05%	3,316,472	3,176,711	4.40%
BARRON	98,374,659	103,915,957	-5.33%	3,039	3,210	-5.33%	39,073,000	41,273,000	-5.33%	8,965,000	9,470,000	-5.33%	4,885,000	5,160,000	-5.33%
BAYFIELD	118,799,311	130,203,365	-8.76%	3,419	3,747	-8.75%	41,116,000	45,063,000	-8.76%	10,060,000	11,026,000	-8.76%	5,481,000	6,007,000	-8.76%
BROWN	498,309,816	489,073,315	1.89%	11,833	11,590	2.10%	252,554,000	247,544,000	2.02%	49,631,000	48,793,000	1.72%	20,437,000	20,032,000	2.02%
BUFFALO	19,828,400	19,011,066	4.30%	468	441	6.12%	12,262,568	11,767,480	4.21%	2,434,993	2,330,172	4.50%	1,025,912	978,419	4.85%
BURNETT	60,779,272	57,242,164	6.18%	1,434	1,326	8.14%	37,588,008	35,431,781	6.09%	7,463,898	7,016,134	6.38%	3,144,695	2,946,012	6.74%
CALUMET	35,804,457	36,825,704	-2.77%	845	855	-1.17%	22,142,716	22,794,394	-2.86%	4,396,908	4,513,701	-2.59%	1,852,508	1,895,264	-2.26%
CHIPPEWA	96,405,814	94,030,890	2.53%	2,272	2,179	4.27%	59,620,693	58,203,287	2.44%	11,838,956	11,525,300	2.72%	4,987,999	4,839,374	3.07%
CLARK	39,358,263	38,218,318	2.98%	930	886	4.97%	24,340,512	23,656,393	2.89%	4,833,327	4,684,393	3.18%	2,036,381	1,966,937	3.53%
COLUMBIA	143,948,992	140,368,021	2.55%	3,397	3,253	4.43%	89,023,043	86,885,065	2.46%	17,677,418	17,204,809	2.75%	7,447,865	7,224,150	3.10%
CRAWFORD	51,457,870	49,379,758	4.21%	1,214	1,143	6.21%	31,823,329	30,565,108	4.12%	6,319,198	6,052,441	4.41%	2,662,411	2,541,367	4.76%
DANE	1,186,978,064	1,179,633,744	0.62%	29,192	28,901	1.01%	646,085,000	639,540,000	1.02%	119,199,000	118,601,000	0.50%	59,657,000	58,965,000	1.17%
DODGE	77,782,027	78,011,178	-0.29%	1,835	1,807	1.55%	48,103,099	48,287,398	-0.38%	9,551,891	9,561,776	-0.10%	4,024,412	4,014,906	0.24%
DOOR*	382,233,373	377,419,247	1.28%	6,767	6,663	1.56%	142,661,000	140,567,000	1.49%	34,019,000	33,783,000	0.70%	16,862,000	16,703,000	0.95%
DOUGLAS	108,872,326	105,553,091	3.14%	2,567	2,446	4.95%	67,330,417	65,335,304	3.05%	13,369,885	12,937,569	3.34%	5,633,011	5,432,372	3.69%
DUNN	51,261,446	48,950,319	4.72%	1,210	1,135	6.61%	31,701,854	30,299,291	4.63%	6,295,077	5,999,806	4.92%	2,652,246	2,519,265	5.28%
EAU CLAIRE	175,403,115	174,338,104	0.61%	4,137	4,042	2.35%	108,475,360	107,911,885	0.52%	21,540,089	21,368,497	0.80%	9,075,290	8,972,443	1.15%
FLORENCE	19,291,522	19,109,471	0.95%	455	444	2.48%	11,930,544	11,828,390	0.86%	2,369,063	2,342,233	1.15%	998,136	983,482	1.49%
FOND DU LAC	128,720,176	130,737,163	-1.54%	3,034	3,030	0.13%	79,605,014	80,923,752	-1.63%	15,807,266	16,024,364	-1.35%	6,659,933	6,728,489	-1.02%
FOREST	44,782,432	45,140,340	-0.79%	1,056	1,045	1.05%	27,695,005	27,940,989	-0.88%	5,499,432	5,532,823	-0.60%	2,317,026	2,323,182	-0.26%
GRANT	71,670,994	71,572,842	0.14%	1,690	1,656	2.05%	44,323,825	44,302,193	0.05%	8,801,438	8,772,633	0.33%	3,708,230	3,683,553	0.67%
GREEN	40,699,431	40,361,384	0.84%	1,212	1,201	0.92%	16,873,000	16,733,000	0.84%	3,636,000	3,606,000	0.83%	1,981,000	1,964,000	0.87%
GREEN LAKE	75,795,230	74,922,647	1.16%	1,788	1,735	3.05%	46,874,396	46,375,657	1.08%	9,307,907	9,183,217	1.36%	3,921,617	3,855,951	1.70%
IOWA	58,059,164	58,149,914	-0.16%	1,369	1,348	1.56%	35,905,797	35,993,662	-0.24%	7,129,858	7,127,395	0.03%	3,003,958	2,992,730	0.38%
IRON	72,195,205	66,335,739	8.83%	1,703	1,539	10.66%	44,648,015	41,060,526	8.74%	8,865,810	8,130,725	9.04%	3,735,351	3,414,019	9.41%
JACKSON	60,155,188	60,756,485	-0.99%	1,321	1,334	-0.97%	21,682,000	21,899,000	-0.99%	5,965,000	6,025,000	-1.00%	3,250,000	3,282,000	-0.98%
JEFFERSON	138,010,612	132,337,044	4.29%	3,252	3,074	5.79%	85,350,551	81,913,971	4.20%	16,948,174	16,220,434	4.49%	7,140,625	6,810,816	4.84%
JUNEAU	95,688,350	91,626,758	4.43%	2,258	2,125	6.26%	59,176,989	56,715,177	4.34%	11,750,848	11,230,627	4.63%	4,950,878	4,715,642	4.99%
KENOSHA	212,769,345	221,219,228	-3.82%	4,197	4,364	-3.83%	85,682,000	89,318,000	-4.07%	21,774,000	22,646,000	-3.85%	10,555,000	11,084,000	-4.77%
KEWAUNEE	30,095,554	30,335,210	-0.79%	708	714	-0.84%	14,960,000	15,079,000	-0.79%	3,174,000	3,199,000	-0.78%	1,238,000	1,248,000	-0.80%
LA CROSSE	212,778,980	210,335,407	1.16%	5,838	5,771	1.16%	102,203,000	101,029,000	1.16%	21,291,000	21,046,000	1.16%	11,600,000	11,467,000	1.16%
LAFAYETTE	24,474,997	24,730,490	-1.03%	577	571	1.05%	15,136,186	15,307,691	-1.12%	3,005,613	3,031,199	-0.84%	1,266,326	1,272,773	-0.51%
LANGLADE	43,624,577	40,695,131	7.20%	1,030	944	9.11%	26,978,951	25,189,494	7.10%	5,357,242	4,987,973	7.40%	2,257,119	2,094,408	7.77%
LINCOLN	56,238,744	56,253,713	-0.03%	1,326	1,304	1.69%	34,779,987	34,819,950	-0.11%	6,906,306	6,894,977	0.16%	2,909,771	2,895,141	0.51%
MANITOWOC	120,239,478	119,335,321	0.76%	2,831	2,810	0.75%	59,770,000	59,320,000	0.76%	12,681,000	12,586,000	0.75%	4,947,000	4,910,000	0.75%

COUNTY	EXPENDITURES \$			FULL-TIME EQUIVALENT JOBS			RESIDENT INCOME \$			STATE REVENUE \$			LOCAL REVENUE \$		
	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG	2010	2009	%CHG
MARATHON	247,593,607	250,656,387	-1.22%	5,841	5,812	0.50%	153,120,459	155,151,413	-1.31%	30,405,324	30,722,779	-1.03%	12,810,397	12,900,224	-0.70%
MARINETTE	114,500,871	113,227,523	1.12%	2,702	2,624	2.97%	70,811,301	70,085,628	1.04%	14,061,089	13,878,217	1.32%	5,924,232	5,827,341	1.66%
MARQUETTE	50,098,798	66,713,140	-24.90%	1,183	1,546	-23.48%	30,982,832	41,294,133	-24.97%	6,152,299	8,176,982	-24.76%	2,592,090	3,433,442	-24.50%
MENOMINEE	12,148,235	11,636,142	4.40%	287	268	7.09%	7,512,890	7,202,546	4.31%	1,491,844	1,426,233	4.60%	628,544	598,863	4.96%
MILWAUKEE	1,644,668,195	1,533,477,285	7.25%	40,712	37,885	7.46%	943,658,591	877,836,882	7.50%	177,656,400	165,897,717	7.09%	85,672,846	79,334,234	7.99%
MONROE	123,786,139	118,311,424	4.63%	2,920	2,743	6.45%	76,553,636	73,232,463	4.54%	15,201,352	14,501,349	4.83%	6,404,647	6,088,987	5.18%
OCONTO	65,322,203	66,347,370	-1.55%	1,540	1,537	0.20%	40,397,512	41,067,727	-1.63%	8,021,785	8,132,149	-1.36%	3,379,746	3,414,620	-1.02%
ONEIDA	202,029,906	205,024,738	-1.46%	4,868	4,940	-1.46%	85,068,000	86,329,000	-1.46%	20,121,000	20,419,000	-1.46%	10,962,000	11,125,000	-1.47%
OUTAGAMIE	322,074,768	319,989,214	0.65%	7,598	7,416	2.45%	199,182,189	198,067,081	0.56%	39,551,856	39,220,853	0.84%	16,664,025	16,468,492	1.19%
OZAUKEE	101,377,049	94,756,926	6.99%	2,510	2,342	7.17%	58,166,944	54,243,467	7.23%	10,950,707	10,251,182	6.82%	5,280,859	4,902,237	7.72%
PEPIN	9,360,903	9,234,099	1.37%	221	215	2.79%	5,789,106	5,715,725	1.28%	1,149,551	1,131,816	1.57%	484,328	475,239	1.91%
PIERCE	32,442,394	32,265,865	0.55%	767	749	2.40%	20,063,500	19,971,940	0.46%	3,984,033	3,954,805	0.74%	1,678,557	1,660,588	1.08%
POLK	71,490,745	70,196,383	1.84%	1,685	1,627	3.56%	44,212,353	43,450,191	1.75%	8,779,302	8,603,923	2.04%	3,698,903	3,612,712	2.39%
PORTAGE	139,421,615	137,357,516	1.50%	3,287	3,184	3.23%	86,223,153	85,021,623	1.41%	17,121,441	16,835,814	1.70%	7,213,620	7,069,212	2.04%
PRICE	50,183,833	50,963,125	-1.53%	1,185	1,204	-1.58%	18,315,000	18,600,000	-1.53%	4,801,000	4,876,000	-1.54%	2,615,000	2,656,000	-1.54%
RACINE	214,693,902	217,987,848	-1.51%	4,657	4,733	-1.61%	89,751,000	91,403,000	-1.81%	21,885,000	22,172,000	-1.29%	9,105,000	9,366,000	-2.79%
RICHLAND	22,937,097	21,831,208	5.07%	542	507	6.90%	14,185,095	13,513,090	4.97%	2,816,753	2,675,837	5.27%	1,186,756	1,123,561	5.62%
ROCK	217,425,601	216,641,659	0.36%	5,130	5,021	2.17%	134,463,523	134,096,959	0.27%	26,700,591	26,553,616	0.55%	11,249,515	11,149,630	0.90%
RUSK	37,008,280	37,336,032	-0.88%	874	866	0.92%	22,887,201	23,110,276	-0.97%	4,544,740	4,576,252	-0.69%	1,914,792	1,921,528	-0.35%
SAINT CROIX	103,960,990	101,747,227	2.18%	2,454	2,358	4.07%	64,293,077	62,979,548	2.09%	12,766,756	12,471,089	2.37%	5,378,901	5,236,502	2.72%
SAUK	1,038,437,195	1,013,574,388	2.45%	24,494	23,493	4.26%	642,205,524	627,382,769	2.36%	127,523,556	124,233,101	2.65%	53,728,336	52,164,388	3.00%
SAWYER	136,337,711	137,299,744	-0.70%	3,205	3,228	-0.71%	48,693,000	49,036,000	-0.70%	11,840,000	11,923,000	-0.70%	6,451,000	6,496,000	-0.69%
SHAWANO	79,373,477	80,166,889	-0.99%	1,872	1,857	0.81%	49,087,305	49,621,740	-1.08%	9,747,328	9,825,999	-0.80%	4,106,754	4,125,850	-0.46%
SHEBOYGAN	294,307,218	287,037,113	2.53%	6,943	6,653	4.36%	182,009,777	177,670,373	2.44%	36,141,909	35,181,937	2.73%	15,227,341	14,772,588	3.08%
TAYLOR	23,713,168	24,239,071	-2.17%	558	562	-0.71%	14,665,044	15,003,513	-2.26%	2,912,055	2,970,965	-1.98%	1,226,911	1,247,484	-1.65%
TREMPEALEAU	41,877,648	41,305,529	1.39%	988	956	3.35%	25,898,587	25,567,316	1.30%	5,142,713	5,062,790	1.58%	2,166,733	2,125,822	1.92%
VERNON	47,662,784	46,826,252	1.79%	1,123	1,087	3.31%	29,476,317	28,984,537	1.70%	5,853,150	5,739,460	1.98%	2,466,055	2,409,950	2.33%
VILAS	255,106,797	251,850,017	1.29%	6,019	5,837	3.12%	157,766,878	155,890,247	1.20%	31,327,967	30,869,080	1.49%	13,199,126	12,961,655	1.83%
WALWORTH	414,223,646	370,505,186	11.80%	7,715	9,171	-15.88%	169,563,000	156,694,000	8.21%	38,357,000	38,459,000	-0.27%	20,460,000	20,953,000	-2.35%
WASHBURN	58,127,814	57,976,082	0.26%	1,371	1,345	1.93%	35,948,253	35,886,064	0.17%	7,138,290	7,106,088	0.45%	3,007,509	2,983,783	0.80%
WASHINGTON	136,840,238	131,182,850	4.31%	3,387	3,242	4.47%	78,514,598	75,095,434	4.55%	14,781,428	14,191,886	4.15%	7,128,181	6,786,728	5.03%
WAUKESHA	616,938,631	580,494,458	6.28%	15,270	14,344	6.46%	353,979,867	332,303,217	6.52%	66,641,465	62,800,215	6.12%	32,137,114	30,031,801	7.01%
WAUPACA	98,077,159	94,620,258	3.65%	3,024	2,917	3.67%	40,139,000	38,724,000	3.65%	8,923,000	8,608,000	3.66%	4,861,000	4,690,000	3.65%
WAUSHARA	63,073,324	63,984,034	-1.42%	1,488	1,482	0.40%	39,006,727	39,604,869	-1.51%	7,745,612	7,842,478	-1.24%	3,263,391	3,292,989	-0.90%
WINNEBAGO	198,732,979	195,547,916	1.63%	4,689	4,531	3.49%	122,903,357	121,040,344	1.54%	24,405,074	23,968,171	1.82%	10,282,365	10,064,022	2.17%
WOOD	115,338,651	114,695,495	0.56%	2,720	2,659	2.29%	71,329,417	70,994,274	0.47%	14,163,971	14,058,147	0.75%	5,967,577	5,902,891	1.10%
<b>TOTALS</b>	<b>12,303,015,785</b>	<b>12,091,745,226</b>	<b>1.75%</b>	<b>291,966</b>	<b>286,396</b>	<b>1.94%</b>	<b>6,849,796,000</b>	<b>6,719,992,000</b>	<b>1.93%</b>	<b>1,369,550,000</b>	<b>1,349,267,000</b>	<b>1.50%</b>	<b>621,838,000</b>	<b>611,112,000</b>	<b>1.76%</b>

\* Note: Revised 2009 figures are shown for Door County. The 2009 estimates were recalculated using a slightly different expenditure modeling approach, which was applied to this county only for 2009 and 2010. The 2009 state total reflects what was *reported* for the 2009 study year rather than the sum of all counties in the 2009 column.

**F. 1997 – 2010 County by County Expenditure Summary**

**1997 to 2010  
County by County Expenditure Summary**

County	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change 1997 - 2010
ADAMS	62,324,224	76,882,354	86,042,916	117,236,680	115,475,120	110,219,991	109,818,872	103,396,995	91,619,274	107,965,621	163,366,199	203,883,329	193,803,196	187,335,736	200.58%
ASHLAND	33,438,254	42,235,600	43,052,109	53,576,427	63,238,207	64,225,017	65,539,736	67,817,914	71,244,252	69,531,098	65,345,440	64,574,340	61,724,687	64,099,294	91.69%
BARRON	60,589,527	67,773,478	80,424,806	95,691,767	102,576,611	102,274,385	104,554,532	105,565,099	108,350,030	111,261,096	109,167,326	108,587,283	103,915,957	98,374,659	62.36%
BAYFIELD	63,526,655	74,186,461	103,037,036	123,475,311	129,200,751	116,644,999	116,888,689	123,464,569	128,757,999	136,942,338	128,991,177	134,149,491	130,203,365	118,799,311	87.01%
BROWN	265,262,343	316,447,874	358,753,108	445,937,784	441,326,296	441,538,220	441,063,966	474,998,270	476,200,629	517,759,817	530,063,686	557,723,866	489,073,315	498,309,816	87.86%
BUFFALO	10,831,645	13,793,159	16,212,036	17,713,741	17,653,256	18,098,838	18,527,569	19,621,827	18,152,372	20,168,292	20,085,476	20,243,235	19,011,066	19,828,400	83.06%
BURNETT	21,236,587	28,419,371	33,533,523	54,282,828	55,262,679	56,894,454	56,585,248	55,957,718	56,300,628	61,648,433	59,638,915	61,100,677	57,242,164	60,779,272	186.20%
CALUMET	18,810,854	19,581,031	22,543,600	27,245,654	27,269,083	29,143,946	33,300,192	34,438,796	35,782,317	39,765,470	38,744,926	39,168,708	36,825,704	35,804,457	90.34%
CHIPPEWA	50,408,694	60,073,940	63,620,405	72,812,334	71,724,174	75,936,035	76,493,634	76,397,501	77,309,001	86,363,753	91,004,256	98,831,413	94,030,890	96,405,814	91.25%
CLARK	20,854,361	22,846,534	25,240,721	29,689,178	29,806,662	31,513,531	32,021,971	31,734,748	36,106,383	40,756,939	40,447,925	40,143,969	38,218,318	39,358,263	88.73%
COLUMBIA	102,790,300	121,664,940	129,451,299	143,691,386	145,560,333	148,345,935	146,117,316	151,010,233	153,270,749	159,929,618	157,619,559	151,311,383	140,368,021	143,948,992	40.04%
CRAWFORD	23,090,004	25,322,533	32,151,899	39,711,543	43,195,978	45,358,136	45,721,424	49,866,224	50,364,153	51,957,382	49,894,747	50,633,266	49,379,758	51,457,870	122.86%
DANE	576,296,737	722,383,876	795,185,467	927,193,368	979,492,298	1,017,060,940	1,035,408,944	1,028,437,939	1,000,812,479	1,200,431,047	1,184,006,867	1,236,982,374	1,179,633,744	1,186,978,064	105.97%
DODGE	50,764,547	50,241,817	55,864,623	70,736,329	73,904,062	74,453,214	75,564,017	77,237,861	80,626,420	86,319,550	86,955,560	86,185,112	78,011,178	77,782,027	53.22%
DOOR*	256,848,754	277,597,316	405,175,579	467,549,881	463,613,525	391,544,741	394,400,304	397,627,137	398,976,143	420,558,457	404,194,590	483,861,040	377,419,247	382,233,373	48.82%
DOUGLAS	72,072,262	85,875,322	89,270,183	103,409,000	114,685,517	116,744,623	119,999,692	125,315,249	127,537,413	126,843,907	126,682,872	110,502,902	105,553,091	108,872,326	51.06%
DUNN	31,059,499	37,300,791	40,110,735	49,072,144	49,252,037	53,999,013	53,951,442	53,214,969	51,805,972	54,350,461	53,174,073	52,586,196	48,950,319	51,261,446	65.04%
EAU CLAIRE	111,063,447	134,149,800	155,894,155	168,075,525	162,038,611	177,244,060	179,337,369	179,989,787	170,544,848	182,413,101	171,235,736	177,343,880	174,338,104	175,403,115	57.93%
FLORENCE	5,578,052	6,474,536	7,757,654	14,061,065	14,429,773	14,551,935	14,804,561	17,531,102	18,038,487	18,529,508	19,310,552	19,107,666	19,109,471	19,291,522	245.85%
FOND DU LAC	104,037,845	113,247,216	115,623,722	135,646,917	131,396,124	128,488,972	130,413,814	128,604,710	132,616,794	142,745,866	144,424,500	149,803,302	130,737,163	128,720,176	23.72%
FOREST	11,758,441	13,056,093	16,942,976	30,374,457	30,831,331	31,239,730	31,745,903	32,024,612	32,502,116	35,789,708	38,095,803	46,427,545	45,140,340	44,782,432	280.85%
GRANT	40,298,977	45,049,647	55,023,581	63,522,605	64,375,858	69,612,306	70,348,846	72,913,479	72,442,291	74,969,023	72,962,697	76,915,689	71,572,842	71,670,994	77.85%
GREEN	28,607,665	33,434,467	36,394,691	40,195,584	39,562,854	39,511,672	40,277,946	42,657,149	42,963,772	43,919,431	43,282,580	42,971,789	40,361,384	40,699,431	42.27%
GREEN LAKE	37,777,613	40,701,753	45,410,143	74,235,278	75,530,219	80,693,424	83,412,081	84,531,872	82,502,701	81,694,859	81,962,932	79,968,791	74,922,647	75,795,230	100.64%
IOWA	27,241,475	35,196,075	42,896,948	47,056,309	50,889,084	54,236,259	54,595,220	55,561,699	54,511,845	55,193,015	57,055,110	67,692,748	58,149,914	58,059,164	113.13%
IRON	41,960,860	51,133,299	48,619,199	56,765,986	62,936,830	56,973,838	56,654,731	61,766,677	73,859,273	73,562,994	73,001,636	70,957,036	66,335,739	72,195,205	72.05%
JACKSON	32,248,075	44,634,010	53,709,988	84,418,740	83,006,317	77,569,538	77,956,035	76,260,278	71,673,993	72,786,813	70,496,617	72,470,920	60,756,484	60,155,188	86.54%
JEFFERSON	63,300,205	74,821,830	84,302,680	165,167,871	160,040,003	159,067,829	111,904,232	115,422,400	122,462,405	134,445,956	141,353,764	139,278,192	132,337,044	138,010,612	118.03%
JUNEAU	55,500,336	69,542,303	81,175,351	88,883,734	82,739,908	85,378,415	85,328,648	89,691,423	84,216,767	90,552,809	89,975,349	93,536,607	91,626,758	95,688,350	72.41%
KENOSHA	100,613,270	137,516,073	165,996,487	198,118,659	208,229,165	198,993,601	202,416,292	205,194,037	211,353,467	222,545,313	224,562,578	225,205,338	221,219,228	212,769,345	111.47%
KEWAUNEE	27,136,503	29,487,899	33,334,568	36,357,391	36,205,936	36,757,423	37,957,637	33,978,548	32,932,526	34,369,467	31,749,824	32,159,513	30,335,210	30,095,554	10.90%
LA CROSSE	132,851,251	166,913,401	208,847,272	217,129,642	216,027,327	214,997,496	217,026,490	212,464,287	205,187,373	213,280,088	211,102,626	217,127,519	210,335,407	212,778,980	60.16%
LAFAYETTE	10,988,500	13,291,930	14,258,736	14,944,235	14,555,289	15,326,734	15,487,905	16,350,707	16,720,420	21,455,157	23,022,519	22,966,799	24,730,490	24,474,997	122.73%
LANGLADE	22,748,747	28,321,342	32,229,943	42,935,731	44,235,996	41,564,859	42,180,221	42,646,083	44,019,213	47,383,583	43,351,596	44,008,807	40,695,131	43,624,577	91.77%
LINCOLN	35,427,779	40,176,112	43,483,000	51,118,579	51,123,477	53,617,482	55,720,065	56,613,670	58,559,564	59,802,883	59,068,254	58,506,532	56,253,713	56,238,744	58.74%

**1997 to 2010  
County by County Expenditure Summary**

County	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change 1997 - 2010
MANITOWOC	84,377,454	86,781,568	100,708,186	123,374,754	122,585,432	132,687,377	134,353,762	137,099,831	126,568,827	131,543,430	131,178,084	132,261,444	119,335,321	120,239,478	42.50%
MARATHON	102,115,106	142,566,287	167,143,617	184,938,520	190,831,564	204,256,258	208,541,383	222,623,416	232,868,889	259,139,332	256,532,866	258,506,360	250,656,387	247,593,607	142.47%
MARINETTE	60,212,844	61,990,523	65,090,686	99,450,891	95,809,050	92,370,402	94,511,305	95,650,915	102,774,704	112,081,429	113,662,512	116,624,094	113,227,523	114,500,871	90.16%
MARQUETTE	29,183,277	33,753,213	35,073,960	44,150,693	42,531,978	47,890,444	48,295,834	48,991,692	47,761,972	69,894,934	73,165,070	70,124,337	66,713,140	50,098,798	71.67%
MENOMINEE	9,118,887	7,762,750	7,583,786	11,853,282	11,566,205	11,385,750	11,431,093	11,657,364	11,966,625	12,144,216	12,673,877	12,765,120	11,636,142	12,148,235	33.22%
MILWAUKEE	1,025,215,521	1,204,495,948	1,260,631,028	1,531,361,643	1,616,399,029	1,593,503,841	1,585,875,196	1,550,162,625	1,545,029,176	1,662,402,040	1,678,432,445	1,727,456,597	1,533,477,285	1,644,668,195	60.42%
MONROE	64,645,526	84,994,375	97,396,633	106,062,715	110,479,742	106,063,439	107,123,631	108,354,273	103,414,639	138,656,438	125,537,168	128,811,350	118,311,424	123,786,139	91.48%
OCONTO	31,347,959	40,955,925	45,620,727	67,683,587	67,685,635	66,558,602	68,373,363	65,034,864	65,542,503	70,130,819	70,602,817	69,117,362	66,347,370	65,322,203	108.38%
ONEIDA	120,973,925	140,427,732	164,000,002	194,706,124	206,856,668	209,506,649	210,641,733	208,638,855	212,007,538	211,726,047	210,209,180	211,183,195	205,024,738	202,029,906	67.00%
OUTAGAMIE	200,451,912	241,643,679	240,805,301	294,655,091	289,240,392	288,447,076	288,248,640	283,343,492	316,849,730	343,647,462	355,812,437	371,997,279	319,989,214	322,074,768	60.67%
OZAUKEE	61,496,070	65,167,170	74,107,014	83,153,101	91,605,076	96,044,685	97,757,350	99,354,674	106,330,602	107,428,574	105,590,309	106,747,259	94,756,926	101,377,049	64.85%
PEPIN	6,412,538	7,069,931	8,188,686	9,019,994	8,868,674	9,320,998	8,905,298	8,135,868	8,035,216	8,151,606	9,005,462	9,573,246	9,234,099	9,360,903	45.98%
PIERCE	22,510,768	22,669,656	26,857,818	31,080,674	29,926,096	31,153,576	31,855,230	32,393,430	33,346,427	35,457,942	35,315,003	35,603,702	32,265,865	32,442,394	44.12%
POLK	34,494,184	39,898,511	43,460,847	64,625,715	66,787,625	70,452,217	70,255,269	68,625,740	69,104,378	76,441,615	75,296,626	74,292,930	70,196,383	71,490,745	107.25%
PORTAGE	83,497,448	99,379,581	124,911,386	142,961,913	141,663,564	140,702,006	141,701,470	129,993,018	124,467,643	130,433,530	131,784,929	140,940,740	137,357,516	139,421,615	66.98%
PRICE	22,655,779	26,147,669	30,926,399	40,058,928	42,539,415	46,509,788	46,720,800	47,046,118	47,548,869	51,754,431	51,179,531	53,187,107	50,963,125	50,183,833	121.51%
RACINE	156,335,660	183,995,507	184,114,336	229,304,769	229,979,786	229,866,808	231,533,448	237,330,692	250,062,409	245,475,167	247,562,433	245,827,233	217,987,848	214,693,902	37.33%
RICHLAND	13,134,867	13,984,128	20,928,343	25,081,106	25,664,108	24,141,191	24,511,627	23,532,203	23,537,500	22,757,657	22,269,437	23,217,698	21,831,208	22,937,097	74.63%
ROCK	159,759,334	187,821,310	197,350,784	223,475,623	229,767,233	246,569,212	252,884,634	259,389,180	257,096,309	248,217,807	233,239,654	237,668,581	216,641,659	217,425,601	36.10%
RUSK	20,822,522	23,290,096	28,774,713	32,306,369	33,268,791	37,090,482	35,983,578	36,728,411	37,835,985	40,294,854	39,089,835	40,285,285	37,336,032	37,008,280	77.73%
SAINT CROIX	54,031,025	62,553,567	78,442,530	87,776,428	88,637,687	94,695,773	97,548,308	99,283,900	98,001,256	101,897,812	107,432,881	106,492,773	101,747,227	103,960,990	92.41%
SAUK	419,998,858	583,278,160	616,458,592	726,940,854	828,423,253	883,714,481	947,221,201	988,558,995	1,073,249,866	1,062,560,911	1,046,905,999	1,050,885,464	1,013,574,388	1,038,437,195	147.25%
SAWYER	74,261,619	84,478,244	99,525,210	134,654,292	142,003,199	138,490,578	135,849,571	133,241,796	136,360,197	147,007,537	143,356,546	143,783,165	137,299,744	136,337,711	83.59%
SHAWANO	46,305,428	52,412,611	58,125,422	71,913,042	69,104,988	72,616,543	73,371,468	73,317,961	81,669,966	88,164,347	87,774,897	87,171,053	80,166,889	79,373,477	71.41%
SHEBOYGAN	126,813,719	128,814,230	202,111,924	238,375,037	262,825,939	261,315,115	264,979,899	271,432,571	283,480,973	345,119,112	352,495,626	344,584,233	287,037,113	294,307,218	132.08%
TAYLOR	10,839,863	12,513,980	16,523,531	20,848,282	20,273,996	21,745,121	22,332,675	23,429,480	24,002,133	25,004,365	25,053,164	25,385,376	24,239,071	23,713,168	118.76%
TREMPEALEAU	21,070,057	22,895,796	30,379,877	32,836,764	34,434,831	37,108,728	37,626,405	38,247,980	37,783,656	41,242,753	40,167,443	42,524,772	41,305,529	41,877,648	98.75%
VERNON	22,980,911	26,959,204	28,674,000	34,133,889	35,311,340	37,946,069	38,883,339	41,591,257	41,682,258	47,471,834	45,895,536	48,412,667	46,826,252	47,662,784	107.40%
VILAS	135,144,835	165,942,636	187,280,119	220,948,547	234,666,200	233,928,154	235,365,516	233,119,713	240,246,443	253,535,833	257,860,387	258,600,830	251,850,017	255,106,797	88.77%
WALWORTH	211,216,595	227,566,168	264,198,404	385,814,845	401,234,840	403,958,158	402,519,129	406,533,612	409,420,108	452,130,934	435,965,314	416,962,009	370,505,186	414,223,646	96.11%
WASHBURN	31,010,755	32,904,641	35,871,624	49,123,523	53,140,995	53,632,185	53,836,535	52,512,565	54,619,954	59,342,207	58,121,892	59,488,256	57,976,082	58,127,814	87.44%
WASHINGTON	73,089,922	89,270,494	98,184,911	121,122,750	121,244,098	130,940,896	131,426,030	133,495,074	134,517,912	140,353,916	145,380,213	145,275,906	131,182,850	136,840,238	87.22%
WAUKESHA	356,707,690	428,352,224	451,421,849	563,078,897	586,757,645	605,600,195	608,854,501	621,833,224	620,019,194	669,365,119	649,198,032	683,310,671	580,494,458	616,938,631	72.95%
WAUPACA	58,989,012	68,095,840	67,331,924	90,096,937	96,882,040	94,568,313	97,174,168	98,128,332	102,206,388	111,417,733	108,301,515	107,831,970	94,620,258	98,077,159	66.26%
WAUSHARA	29,219,615	34,059,491	37,741,696	53,385,357	53,278,161	58,266,651	58,332,126	60,643,277	62,856,338	71,210,039	68,011,013	68,029,306	63,984,034	63,073,324	115.86%
WINNEBAGO	135,452,181	173,361,287	161,444,525	198,257,134	207,956,270	216,019,037	218,726,838	222,627,757	230,464,516	214,780,572	202,281,426	202,277,640	195,547,916	198,732,979	46.72%
WOOD	72,615,411	89,694,510	101,712,104	109,891,611	104,870,285	106,915,898	108,489,434	108,838,667	106,995,099	119,172,698	117,796,465	121,491,811	114,695,495	115,338,651	58.83%
State Total	6,797,853,364	8,117,722,829	9,080,673,633	11,046,539,344	11,446,494,522	11,565,804,289	11,709,866,089	11,781,228,510	11,950,050,300	12,825,549,905	12,775,536,291	13,115,616,078	12,038,662,804	12,303,015,785	80.98%

\* Note: Revised 2009 figure is shown for Door County. The 2009 estimate was recalculated using a slightly different expenditure modeling approach, which was applied to this county only for 2009 and 2010. The 2009 state total reflects what was **reported** for the 2009 study year rather than the sum of all counties in the 2009 column.