

Learning about Madison's job industries

What industry employs the most people in the Madison metro area? What industry is adding the most new employees and which is paying the most for new hires? Industry Focus, a free online tool developed by the U.S. Census provides recent data to help answer questions like these for every county and metro area in Wisconsin. For example, the most recent data available (2007) reveals that food services and drinking places employed the most people (21,120) in the Madison metro area. It also ranked first for new hires with an average of 2,921 per quarter. In addition to identifying the top industries

in an area, Industry Focus lets users focus on specific industries and demographic characteristics of the workers in that industry. To access Industry Focus simply go to: www.census.gov, select Local Employment Dynamics in the Business and Industry section and then, select Industry Focus. The Census Bureau also provides a more comprehensive tour of Industry Focus at: http://lehd.did.census.gov/led/datatools/elearning/Industry_focus/index.htm. As with any secondary data it is important to understand how the data was collected, compiled, and reported before drawing any conclusions.

Largest industries in the Madison metro area private sector

Excludes all public sector jobs. For the year ending June 30, 2007:

	Number of employees	Growth from year prior
Food service and drinking places	21,120	-1.9%
Professional, scientific, technical	17,471	7.7%
Insurance	16,264	-4.3%
Administrative and support	15,553	3.1%
Ambulatory health care	11,639	-1.8%
Specialty trade contractors	9,954	2.4%
Merchant wholesalers, durable goods	7,750	-2.0%
Non-store retailers	7,211	-0.8%
Social assistance	6,904	0.3%
Nursing and residential care facilities	6,859	1.6%

SOURCE: U.S. Census Industry Focus

PART 3 of this month's series on U.S. Census tools

QUESTIONS? Contact Professor Bill Pinkovitz, Center for Community and Economic Development, UW-Extension at bill.pinkovitz@ces.uwex.edu.

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