



## SEASONAL HOUSING AND TOURISM

Area residents constitute much of the demand for outdoor recreation, but a certain amount of demand also comes from non-residents, like seasonal home-owners and tourists. Table 2 shows the importance of seasonal housing and tourism in the Southern Gateways Region. Seasonal housing is not particularly important in this Region, with less than 2% of all housing units being for seasonal or recreational use, compared to 6.3% for the state as a whole. Still, Richland, Sauk, Columbia, and Iowa Counties have moderate proportions of seasonal housing.

Measuring the number of tourists who visit the Southern Gateways Region is more difficult because good data is not readily available. Table 2 shows the percent of all workers age 16 and over who are employed in arts, entertainment, recreation, accommodation, and/or food services industries. We provide this employment measure with the idea that the more tourists who are visiting an area, the more people will be employed in tourism-related work. Tourism-related employment is particularly important in Sauk County due to the influence of Wisconsin Dells.

**Table 2**  
**Seasonal Housing and Tourism in the Southern Gateways Region, 2000**

	Population	Housing Units	% Seasonal	% Employed in Tourism
Columbia County	52,468	22,685	5.5%	6.8%
Dane County	426,526	180,398	0.6%	7.1%
Dodge County	85,897	33,672	2.4%	5.2%
Green County	33,647	13,878	1.1%	5.2%
Iowa County	22,780	9,579	4.3%	5.5%
Jefferson County	74,021	30,092	2.6%	6.5%
Lafayette County	16,137	6,674	1.6%	4.9%
Richland County	17,924	8,164	7.8%	5.5%
Rock County	152,307	62,187	1.2%	6.8%
Sauk County	55,225	24,297	6.5%	12.1%
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>391,626</b>	<b>1.9%</b>	<b>6.9%</b>

Source: Census 2000, Summary File 1

Figures 4 and 5 show the distribution of seasonal housing and tourism at the Census Block Group level. Seasonal housing tends to be clustered around lakes, on the banks of the Wisconsin River, near Wisconsin Dells, and in the hills of Richland County. Tourism employment is most prevalent around Wisconsin Dells in the northeast corner of Sauk County. In some areas over 25% of all housing units are for seasonal use and at least 20% of all workers are employed in tourism-related industries.



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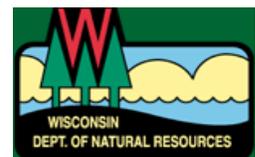
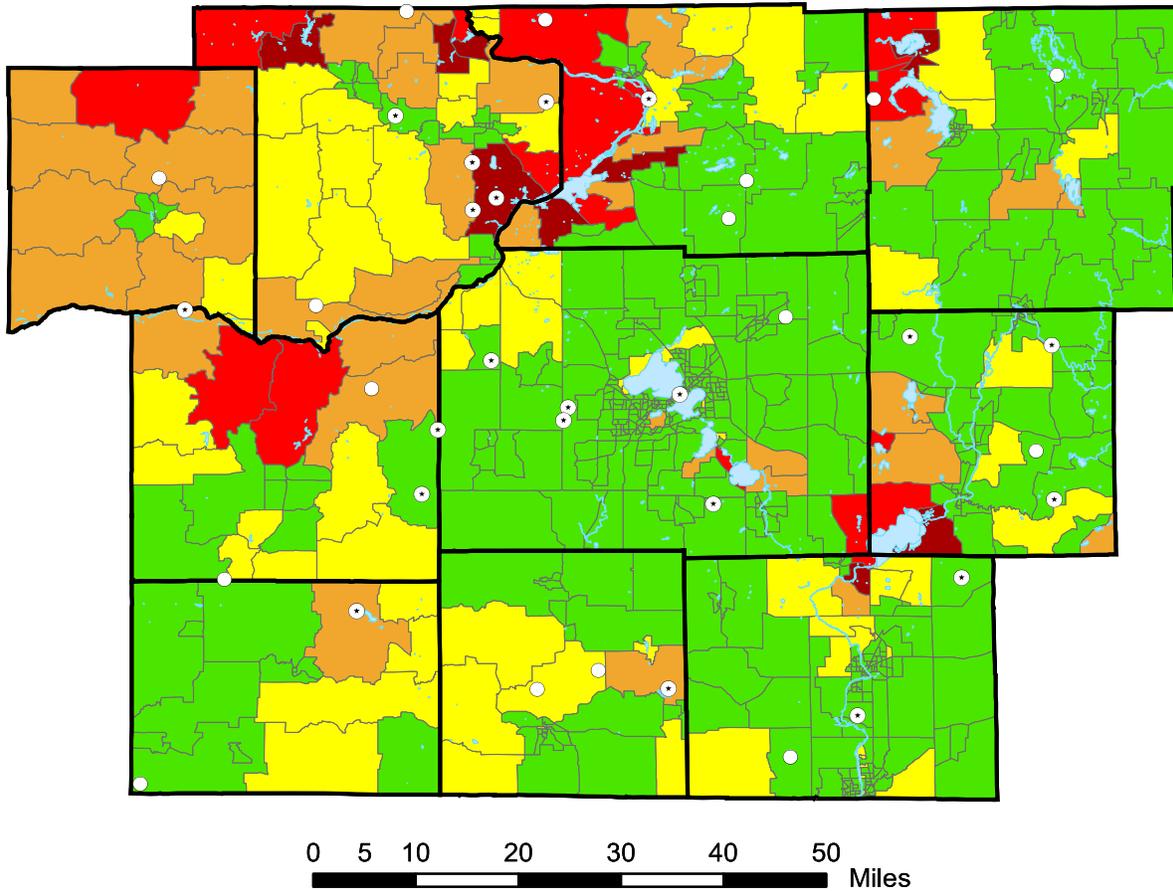


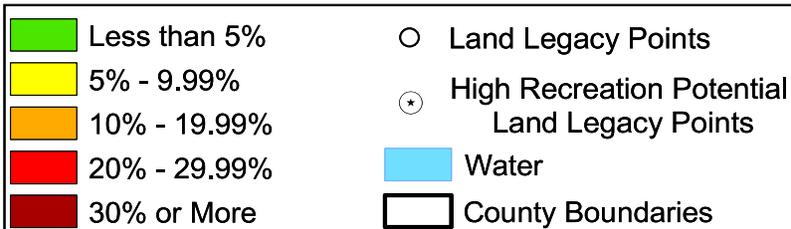


Figure 4

# Seasonal Housing Calculated at Block Group Level



### Percent of Housing Units Which are Seasonal



State Seasonal Housing = 6.3%

Sources: TIGER 2000, Census 2000



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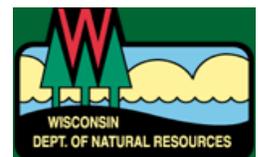
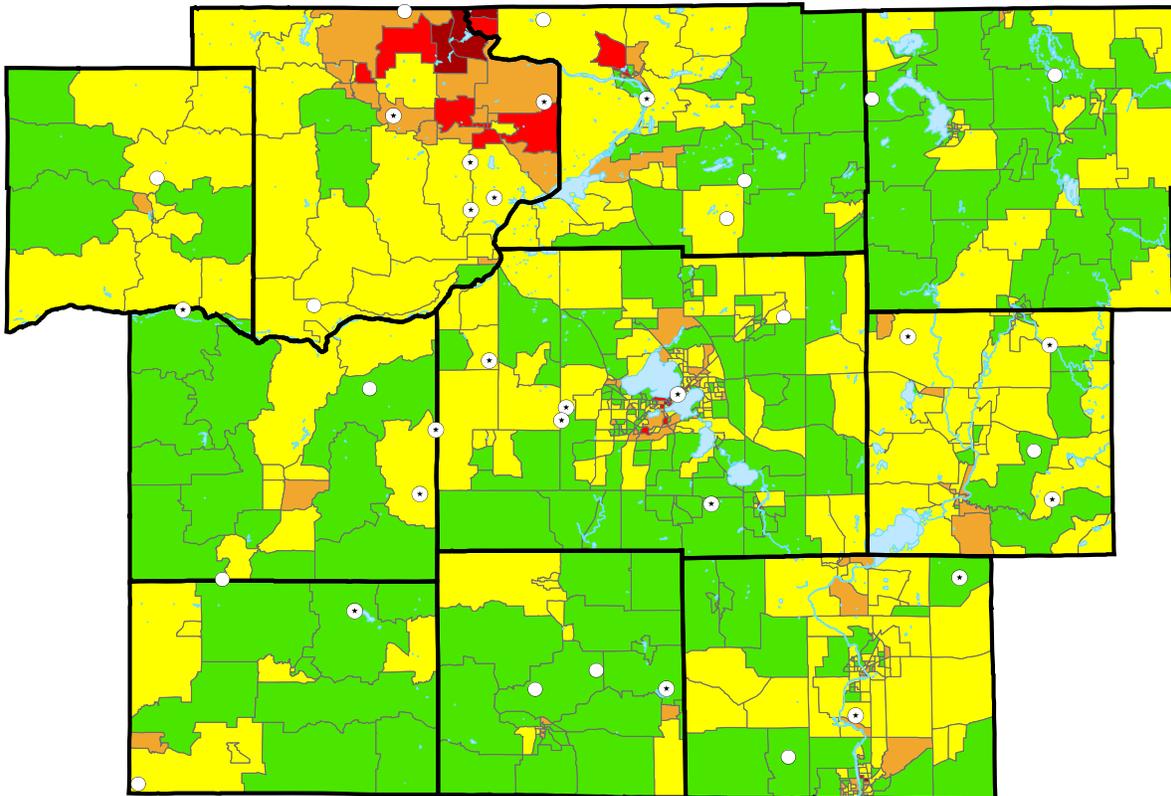




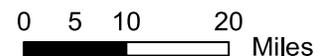
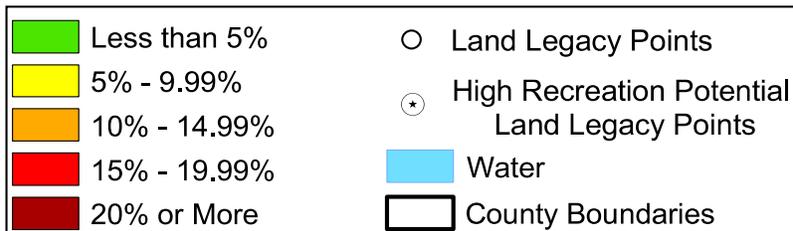
Figure 5

# Tourism Industry Employment Calculated at Block Group Level



## Percent Employed In Tourism-Related Industry

Shows place of residence for workers aged 16 and older who are employed in arts, entertainment, recreation, accomodation or food services

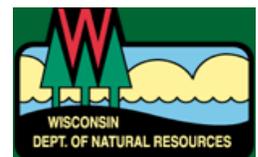


Source: TIGER 2000, Census 2000



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## DEMOGRAPHIC CHARACTERISTICS

Social and economic characteristics of the population also influence participation in outdoor recreation. For instance, older people tend to participate in different recreational activities than young people; income may influence ability to participate in particular outdoor activities, like golfing; and education may have something to do with whether or not someone engages in nature study. These types of social and economic characteristics of the population vary across space. Near urban centers, people tend to make more money; near universities, people tend to be younger and more highly educated.

Table 3 provides a summary of social and economic characteristics by county. Figures 6-11 show how these characteristics vary across space.

**Table 3**  
**Demographic Characteristics in the Southern Gateways Region**

	Total Population	Median Age	Female	College Educated	Hispanic	Asian	Black	Median HH Income	Median Housing Value
Columbia County	52,468	38.0	49.6%	17%	1.6%	0.3%	0.9%	\$45,064	\$115,000
Dane County	426,526	33.2	50.5%	41%	3.4%	3.5%	4.0%	\$49,223	\$146,900
Dodge County	85,897	37.0	47.7%	13%	2.5%	0.3%	2.5%	\$45,190	\$105,800
Green County	33,647	37.9	50.8%	17%	1.0%	0.3%	0.3%	\$43,228	\$97,700
Iowa County	22,780	37.1	50.2%	18%	0.3%	0.3%	0.2%	\$42,518	\$91,800
Jefferson County	74,021	36.6	50.4%	17%	4.1%	0.4%	0.3%	\$46,901	\$123,800
Lafayette County	16,137	38.1	50.1%	13%	0.6%	0.2%	0.1%	\$37,220	\$74,600
Richland County	17,924	39.2	50.4%	14%	0.9%	0.2%	0.2%	\$33,998	\$75,200
Rock County	152,307	35.9	50.8%	17%	3.9%	0.8%	4.6%	\$45,517	\$98,200
Sauk County	55,225	37.3	50.6%	18%	1.7%	0.3%	0.3%	\$41,941	\$107,500
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>35.2</b>	<b>50.2%</b>	<b>27%</b>	<b>3.0%</b>	<b>1.8%</b>	<b>2.9%</b>	<b>\$46,588</b>	<b>\$123,748</b>

Source: Census 2000

Note: Regional "medians" represent the weighted average of constituent county medians;

Percent college educated calculated for persons age 25 and older; Housing value calculated for owner occupied housing units.

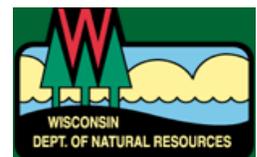
In comparison with other Regions, the Southern Gateways Region has a relatively young population. Median age for the state of Wisconsin as a whole is 36 years, compared to only 35 years in the Southern Gateways. The population in Dane County is especially young, with a median age of only 33 years. On the other hand, the population is older than the state average in Richland, Columbia, Lafayette, Green, Sauk, Iowa, and Dodge Counties.

Sex and race are two more important demographic characteristics that might impact participation in outdoor recreation. In terms of sex ratios, the Southern Gateways Region has more females than males. Racially, the Region is predominately (91%) White and Non-Hispanic. Hispanics and Blacks each make up about 3% of the Region's total population, with larger populations living in Dane and Rock Counties. Asians also make up a significant proportion of the population in Dane County.



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Income, housing values, and college education rates are relatively high in the Southern Gateways Region, mostly due to the impact of the City of Madison. Dane County stands out, with a remarkably high median income, median housing value, and rate of college education. Richland and Lafayette Counties (farther from Madison) have the lowest incomes, housing values, and college education rates. In general, housing values and median incomes are lower in the western part of the Region and higher in the east.



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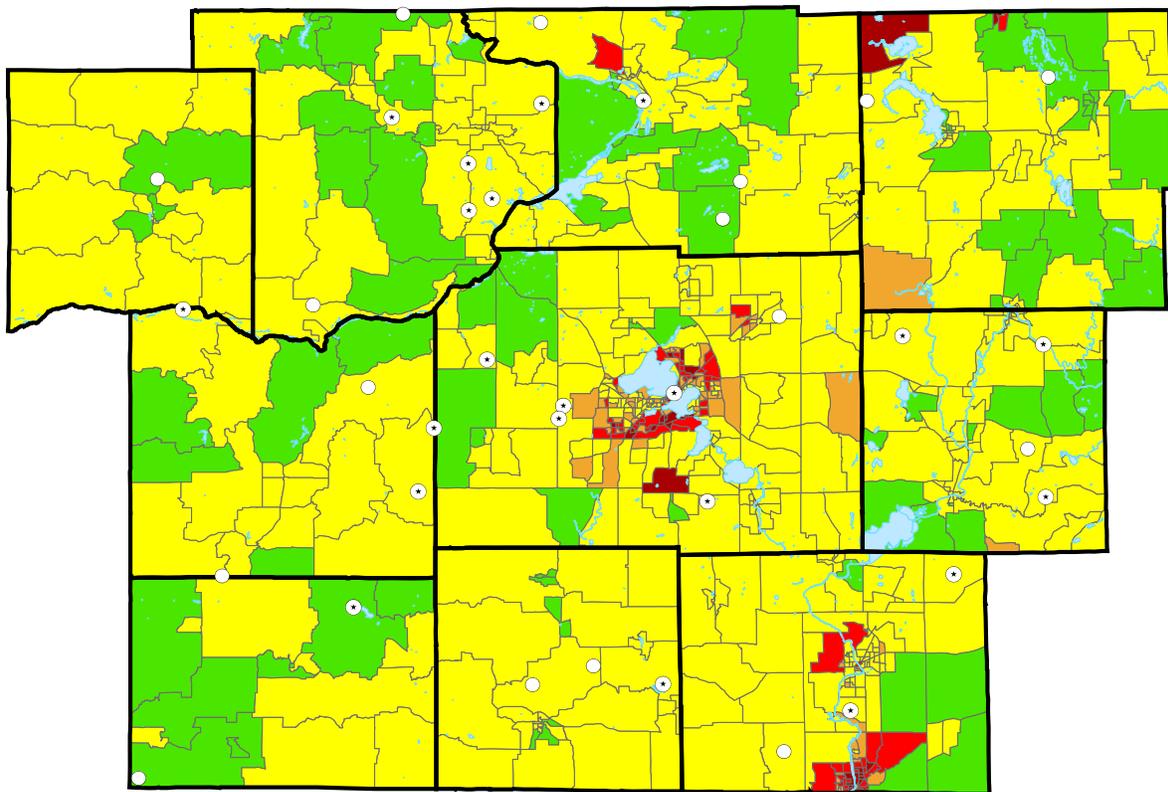
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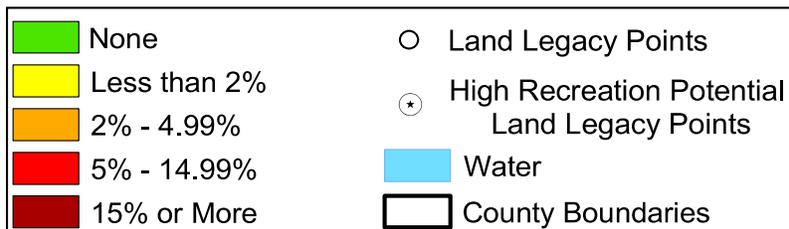
Figure 6

# African American Population Calculated at Block Group Level



0 5 10 20 30 40 50 Miles

### Percent African American



Source: TIGER 2000, Census 2000



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