

Dane County Economy Fact Sheet

With just over 488,073 residents, Dane County has the fastest growing population of any county in Wisconsin, growing at a rate of over 9% in the last decade 2000-2010. During that time we added 61,547, or over 6 thousand residents per year. Many key industry sectors drive our diverse economy including health care, manufacturing, renewable energy and technology and agriculture. As well, UW Madison continues to be among the top recipients of federal research funding, and is the center of world class high-tech and bio-tech research and facilities.

Our workforce is the result of an outstanding education system; a diverse economy; important partnerships between the private sector and public sectors; and our technical colleges and higher education institutions that are dedicated to ongoing training, retaining and promoting a workforce for the future.

Business Profile

86% of Businesses in Dane County
Employ 10 or fewer people IB Magazine

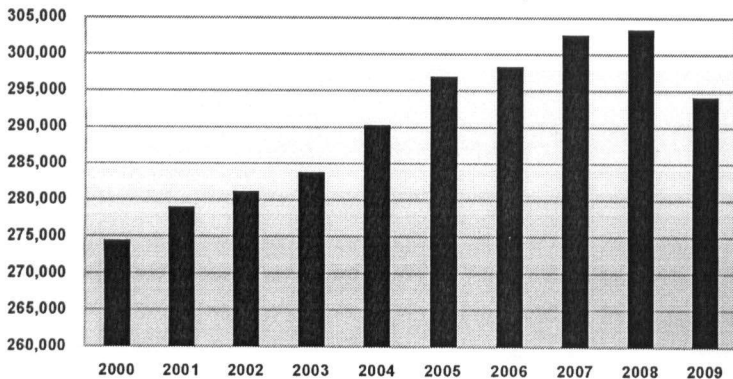
Total Labor Force	2000	2010	
<small>ACS US Census 2000-10</small>	256,180	287,292	+11%

Total Jobs	May 2011	May 2010	
<small>DWD, Worknet</small>	284,443	281,369	+2%

Household Income

2010 Dane County Household Median Income
\$59, 826 up from \$49,223 in 2000 ACS US Census 2009

Average Annual Employment in Dane County: 2000 - 2009



Regional Trends 2009, CARPC.

Top Private Sector Employers

- Epic Systems
- American Family Insurance
- Univ. of Wisconsin Medical Foundation/Health
- SSM Healthcare of Wisconsin
- Meriter Hospitals Inc.
- Dean Medical Center Healthcare
- Wisconsin Physician Service
- American Girl
- Walgreens
- Cuna Mutual Insurance

Education

38% of adults have bachelor degrees or higher compared to 25% nationally

Dane County Population 488,073
US Census 2010

Housing Starts

Jan-June 2011	Jan-June 2010	
336	320	-4.8%
June 2011	June 2010	
56	65	-13.8%

MTD Marketing Services of WI, June, 2011

Sales Tax Revenue

June 2011	June 2010	
\$4,239,286	\$ 3,609,573	+15%

WI DOR

Unemployment Rate

	May 2011	May 2010	
Dane County Unemployment Rate	5.1%	5.6%	-.5%
Wisconsin	7.4 %	8.5%	-.9%
United States	8.7%	9.8%	-1.2%

DWD, 2011. BLS 2010