

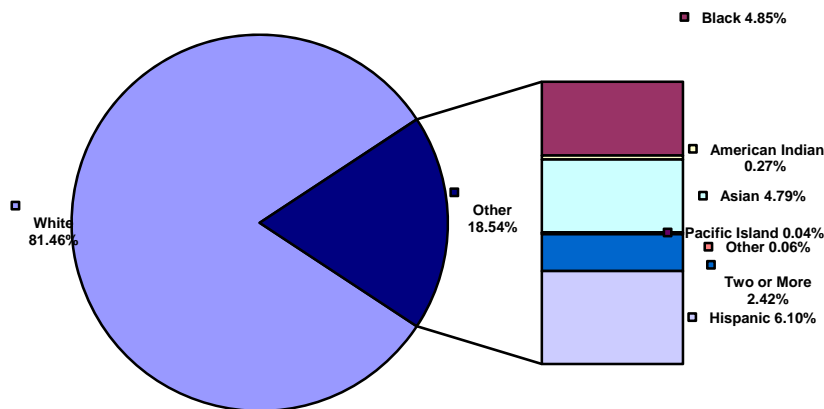
COMMUNITY PROFILE

Dane County was created by the first Wisconsin Territorial legislature in 1836 and was organized as a separate governmental unit in 1839. The County was named after Nathan Dane of Massachusetts, chairman of the committee that drew up the Ordinance of 1787 for the government of the Northwest Territory.

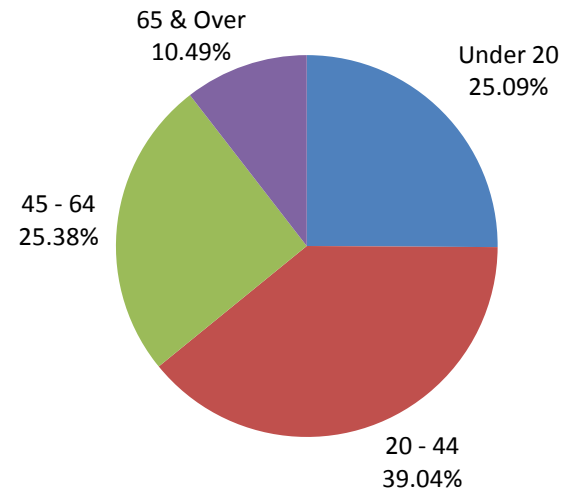
Population and Housing

Dane County is one of the fastest growing counties in Wisconsin. The 2010 census showed a population of 488,073, which was a 14.4% increase over the 2000 census. The County's citizens are well educated, with the 2010 census reporting 94.8 percent of the population age 25 and over as high school graduates, and 47.2 percent having a bachelor's degree or higher.

POPULATION BY RACE AND ORIGIN
2011 American Community Survey Estimates



POPULATION BY AGE
2011 American Community Survey Estimates

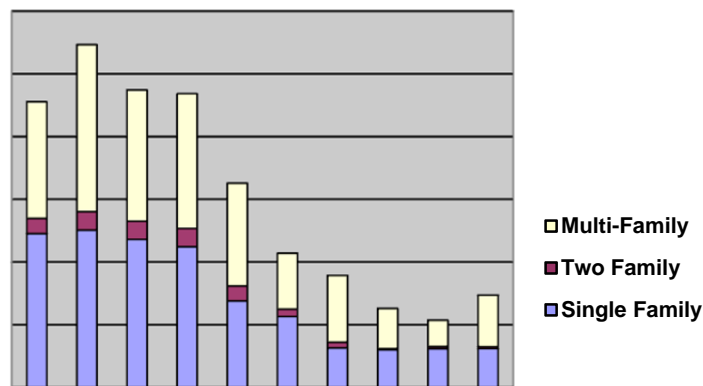


COMMUNITY PROFILE (continued)

With an estimated 2012 population of 491,555, the County is second only to Milwaukee County for population in Wisconsin. Within the County's 1,238 square miles there are 34 townships, 19 villages and 8 cities. The City of Madison is the largest with 48% of the County's population and 45% of the equalized value. The City of Madison is the Capital of Wisconsin and home to the 42,595 student University of Wisconsin-Madison.

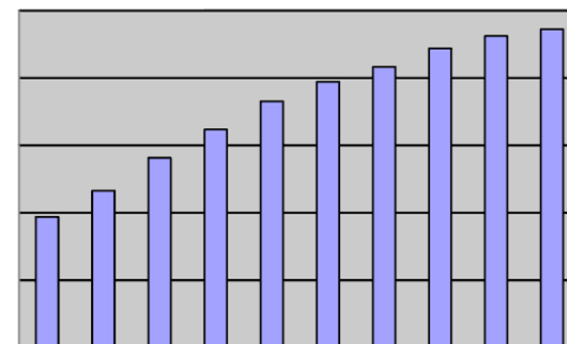
The effects of this population increase can be seen in the number of residential building permits issued and in the number of housing units available.

New Housing Units



Source: Capital Area Regional Planning Commission

Total Housing Units



Source: U.S. Census Bureau

COMMUNITY PROFILE (continued)

Employment and Economic Data

Dane County is home to Oscar Mayer Foods, a leading national meat processing company; Spectrum Brands, a leading international battery manufacturer; CUNA Mutual & Subsidiaries, providing insurance and other services to the world's credit unions; American Family Insurance; Epic Systems, a healthcare software company, and many other businesses and industries. In addition, Dane County is a leading Wisconsin county in agriculture and livestock production.

Dane County has a rapidly growing high-tech business community that has been fostered by the University of Wisconsin-Madison's world-wide leadership and academic teaching in the areas of biotechnology, medical/biomedical research, micro-electronics, pharmaceuticals, contract research and development, and software and other computer-related equipment.

The annual average unemployment rate in Dane County is consistently below state and national averages. The low unemployment rate can be attributed to the stability of the workforce and types of business located in the County.

Annual Unemployment Rates (not seasonally adjusted)			
Year	Dane County	Wisconsin	United States
2002	3.4%	5.3%	5.8%
2003	3.6%	5.6%	6.0%
2004	3.2%	5.0%	5.5%
2005	3.2%	4.8%	5.1%
2006	3.2%	4.7%	4.6%
2007	3.4%	4.8%	4.6%
2008	3.4%	4.8%	5.8%
2009	5.9%	8.7%	9.3%
2010	5.7%	8.5%	9.6%
2011	5.0%	7.5%	8.9%
Source: Wisconsin Department of Workforce Development			

COMMUNITY PROFILE (continued)

Dane County Non-Farm Employment by Industry (NAICS Code) - Annual Averages					
Industry Type	2007	2008	2009	2010	2011
Construction	15,268	14,152	11,778	10,860	10,797
Manufacturing	27,161	25,911	23,000	22,652	23,493
Trade, Transportation & Utilities	52,909	52,356	49,432	49,084	49,490
Information	Suppressed*	Suppressed*	Suppressed*	10,424	11,451
Financial Activities	26,010	25,878	25,521	24,822	24,668
Professional & Business Services	36,826	37,436	35,116	35,982	37,833
Educational & Health Services	71,964	74,060	76,268	77,342	77,698
Leisure & Hospitality	27,132	27,276	27,052	27,313	27,888
Natural Resources & Mining	1,734	1,770	1,709	1,662	1,710
Other Services	11,235	11,483	11,080	11,096	11,110
Public Administration	23,049	23,222	23,291	23,558	23,276
Unclassified	Suppressed*	Suppressed*	Suppressed*	32	3
Total Non-Farm Employment	302,597	303,418	294,150	294,827	299,417

*Note: Source: Wisconsin Department of Workforce Development - *Suppressed by Source*

Dane County's per capita personal income is consistently higher than state and national levels.

Per Capita Personal Income			
Year	Dane County	Wisconsin	United States
2001	\$35,307	\$30,105	\$31,157
2002	\$36,537	\$30,799	\$31,481
2003	\$37,568	\$31,619	\$32,295
2004	\$39,035	\$32,699	\$33,909
2005	\$40,559	\$33,635	\$35,452
2006	\$43,343	\$35,598	\$37,725
2007	\$44,610	\$36,831	\$39,506
2008	\$45,712	\$38,172	\$40,947
2009	\$43,895	\$36,970	\$38,846
2010	\$45,106	\$38,225	\$39,937

DANE COUNTY, WISCONSIN

COMMUNITY PROFILE (continued)

Quality of Life

Approximately half of the population of Dane County lives within the Madison urban area. As demonstrated by the list of awards below, Madison and the surrounding area consistently rank as a top community in which to live, work, play and raise a family. Services provided by Dane County play a large part in such honors.

Madison Ranked #6 Bike-Friendly City

Bicycling Magazine, June, 2012

Madison Ranked #1 “Best City for Young Adults”

Kiplinger, July, 2012

Madison Ranked Most Educated City in America

Men’s Health Magazine, September 2011

Madison Named City with Best Job Market

Portfolio.com, July 2011

Madison Ranked 7th Best City to Relocate to in America

CNBC.com, October, 2010

Madison Ranked 6th Best City for Families

Parenting.com, June, 2011

Top 10 Most Innovative Cities

Forbes, May, 2010

Dane County Farmers Market #1

The Huffington Post, July 24, 2009

The Top Ten Places to Buy a Home

ABC News, August, 2009

Madison #7 Best City to Live and Work

Kiplinger, May 27, 2009

#8 Best City to Raise a Family

Parenting Magazine, July, 2012

One of the Ten Most Livable Cities in the United States

2007 Places Rated Almanac, Spring, 2007

Middleton Rated #4 Best Places to Live

CNN Money’s list of America’s best small towns, August, 2009

Madison Rated a 5-Star Business Opportunity Metro

Expansion Management, August, 2007

Madison Rated One of Five Perfect College Towns

Smarter Travel, August, 2007

#1 Walking City

Prevention, April, 2007

UW-Madison Tabbed Best Game-Day Atmosphere

Sports Illustrated On Campus, September, 2005