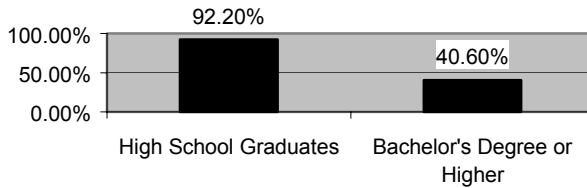


ECONOMIC DEVELOPMENT ELEMENT DATA

Some significant labor force data and trends affecting economic development in Dane County:

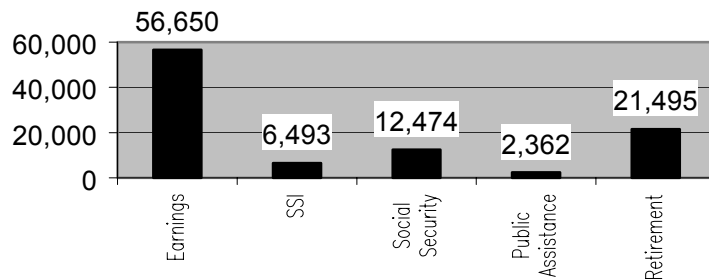
Educational Attainment of Dane County Population over 25: 2000



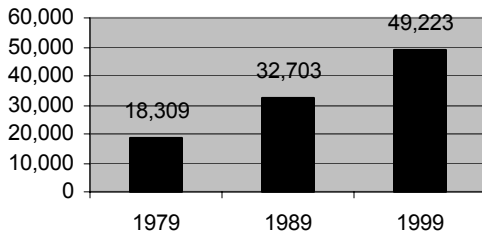
Educational Attainment: Approximately 92% of the Dane County population over age 25 obtained a high school diploma in 2000, compared to 85.1% for Wisconsin. The percentage of those over 25 with a Bachelor's degree or higher in Dane County is 40.6%, compared to 22.4% for Wisconsin.

Income by Type: About 88% of Dane County households have income from earnings, 18% have social security income, 13% have retirement income. In addition, just under 3% of county households receive supplemental security and about 1% receive public assistance.

Dane County Mean Household Income by Type: 1999



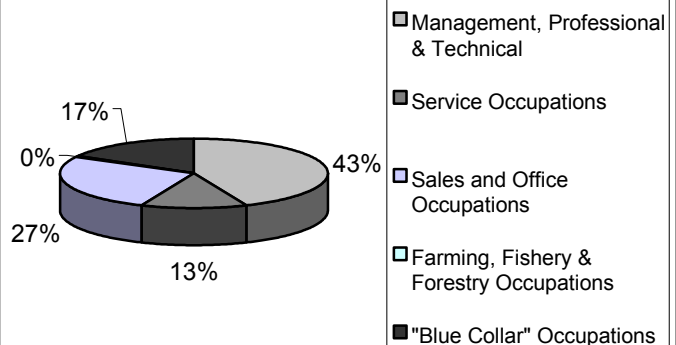
Dane County Median Household Income: 1979-1999



Median Household Income: The U.S. Bureau of the Census showed a 1999 median income of \$49,223 for Dane County, which is a 50% increase from 1989.

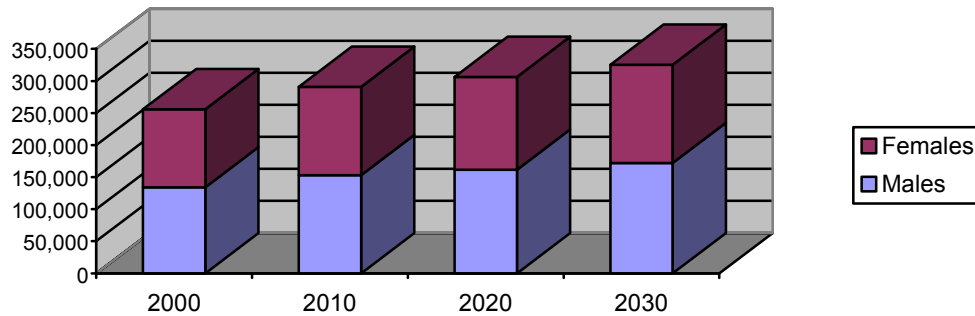
Employment: Dane County had a civilian labor force of 256,000 in Dane County. 96.2% of the labor force was employed, while 3.8% was unemployed. Of those employed, 83% worked in professional, technical or service-related positions.

2000 Dane County Labor Force Occupations



More labor force data impacting future economic development in Dane County:

Labor Force Forecast: 2000-2030

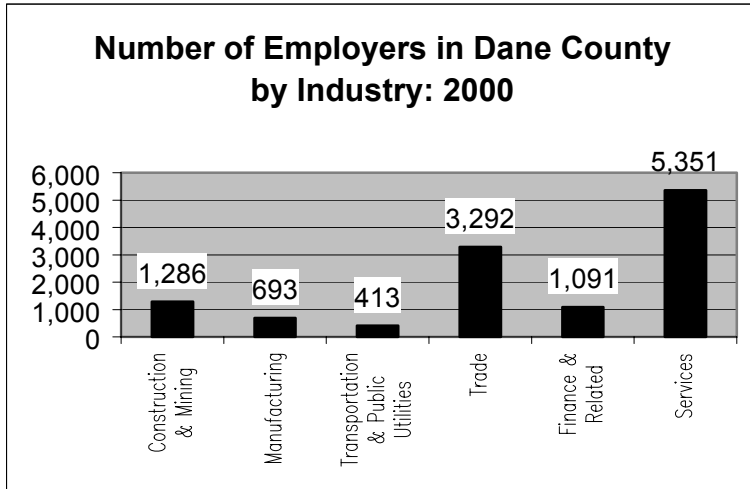


Labor Force Forecasts: 2000-2030:

Labor force forecasts are based on year 2000 labor force data and 2030 population forecasts. Dane County's labor force is expected to increase from 255,791 in 2000 to 290,960 by 2010, to 306,155 by 2020, and to 325,124 by 2030.

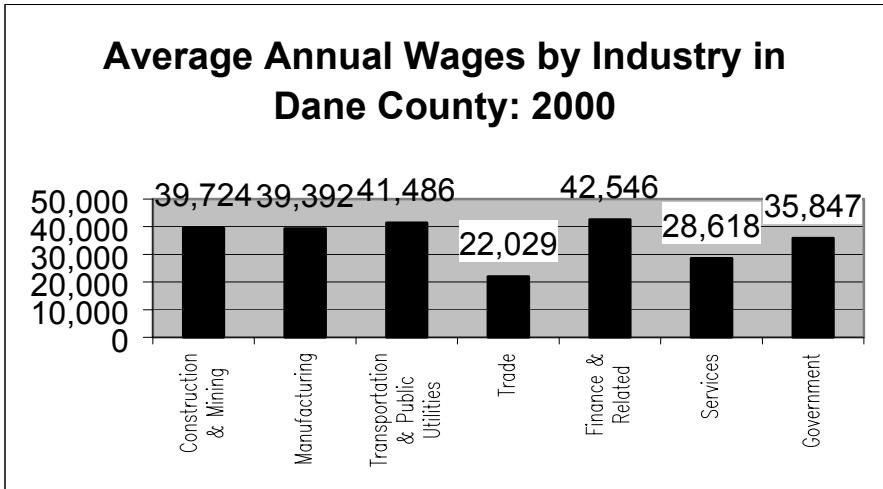
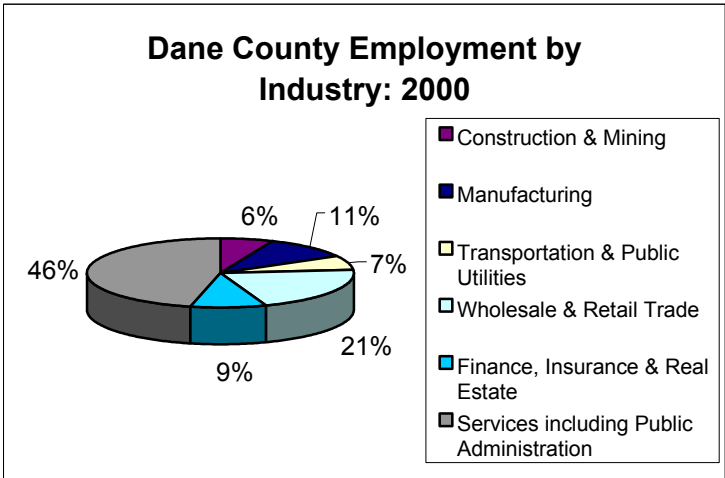
A comparison of labor force forecasts to employment forecasts in Dane County indicates a shortage of available labor for new jobs and a reliance on increased commuting.

Some significant data on the economic base of Dane County:



Employment in Dane County: Overall, the employed labor force has increased 45%, while jobs in Dane County have increased by 70% since 1980. This mismatch has spurred an increase in inter-county commuting in Dane County.

Employment by Industry: The largest employment sector and the greatest number of businesses are in services.



Source: Dane County Comprehensive Plan: Part of Background Chapter, Dane County Regional Planning Commission (DCRPC): Summer 2004.

**Some strengths and obstacles in Dane County's economy
that impact economic development:**

**Strengths of the Dane County
Economy:**

- Large, stable employers—state government, university, regional health care providers
- Social, cultural and natural amenities making it attractive place to live
- Proximity to Chicago, Minneapolis and Milwaukee
- Excellent public education systems

**Obstacles for Attracting and
Retaining Workers in Dane
County:**

- Affordable Housing
- Transportation
- Wages
- Opportunities for Mobility
- Diversity and Class

**Obstacles for Attracting
and Retaining Employers
in Dane County:**

- Availability of labor
- Availability of capital
- Transportation