



**Western Massachusetts
Electric**

The Northeast Utilities System

Western Massachusetts 2010-2011 Economic Review



ISSUED IN JANUARY 2011

Welcome to Western Massachusetts –

A REGION STEEPED IN A HISTORY OF INNOVATION AND RICH IN ECONOMIC DIVERSITY.

The Western Massachusetts Electric Company (WMECo) is pleased to provide you with the *2010-2011 Western Massachusetts Economic Review*. This annual publication serves as a benchmark of the region's economic climate and provides a variety of competitiveness and quality of life measures. We are proud to sponsor what we hope you will find to be a valuable report.



Western Massachusetts is conveniently positioned near the Albany, Boston and New York major market areas, but without the costs and congestion.

What also makes this part of Massachusetts special is access to the nation's second highest concentration of college students. Western Massachusetts is an integral part of the Connecticut River Valley/I-91 region known nationally as "New England's Knowledge Corridor."

If you are looking for an ideal location in New England to locate your business, you've found one! We hope you'll consider Western Massachusetts, a region known for its:

- Economic Strength- a diverse mix of successful industries;
- Productive Workforce- a talented and highly educated labor pool drawn from the area's world-class colleges and universities;
- Excellent Location- proximity to three top metro areas with easy access to global markets; and
- Quality of Life- excellent educational opportunities, cultural attractions and outdoor activities.

I urge you to take a close look at the distinct advantages offered by Western Massachusetts. You'll discover why thousands of companies benefit from doing business here.

Sincerely,

Peter J. Clarke
President and Chief Operating Officer

Western Massachusetts Quick Facts

Population	828,191
Land Area (sq. miles)	2,780
College Enrollment	75,000
Population Aged 25+ Bachelor's Degree or Higher	30.3%
Total Resident Employment	347,000
Manufacturing Employment	36,300
New Housing Permits	700
Per Capita Income	\$38,800

Facts are from latest data available as noted in the *2010-2011 Western Massachusetts Economic Review* exhibits.

If you are interested in expanding in or moving your business to Western Massachusetts and would like to know how WMECo can assist you, please contact our Economic and Community Development department at: 413-787-9333 or visit our website at: wmeco.com



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Western Massachusetts Overview

The four western counties of Massachusetts are home to over 800,000 residents and occupy 2,780 square miles. Springfield is the largest city in Western Massachusetts, with more than 150,000 residents. The region has a rich history and a mix of leading businesses and world-class universities. Many factors make the region highly desirable for employers and workers, including:

■ **Easy access to major markets** – Springfield is only 90 minutes from Boston and 150 minutes from New York City. Bradley International Airport is a 20 minute drive from Springfield.

■ **A national hub for higher education** – 160,000 students attend the numerous colleges and universities in “New England’s Knowledge Corridor,” which includes Western Massachusetts and the Greater Hartford area.

■ **Affordable, pre-permitted land and facilities** – readily available within business parks, bustling metros and industrial hubs.

■ **Low operating costs** – wages below other northeastern metros, as well as significantly lower rates for land and office rentals.

■ **High-tech infrastructure** – fiber optic telecommunications infrastructure for voice lines, high-speed data and Internet access.

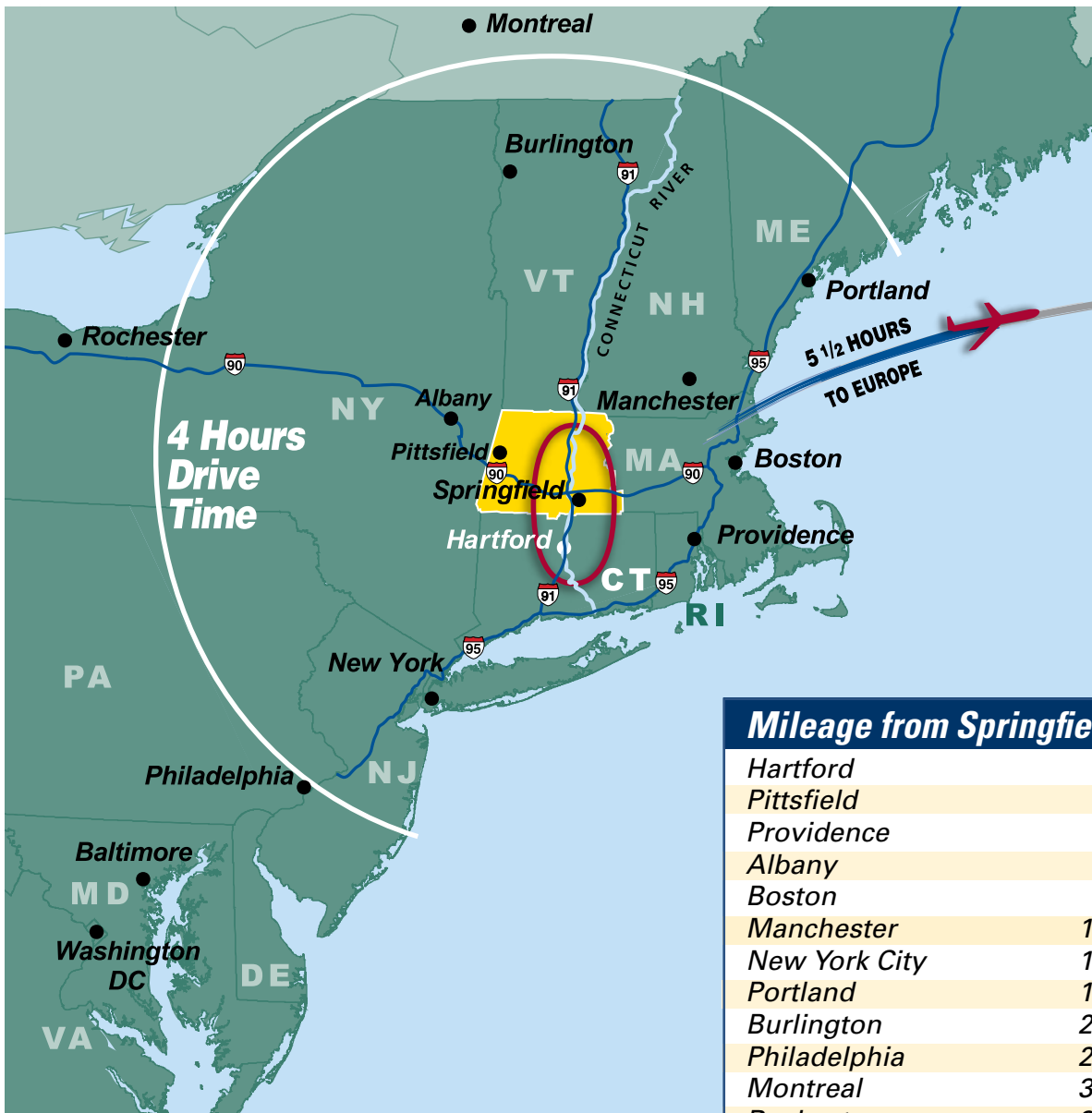
■ **Diverse industry mix** – includes life sciences, financial services, health care, information technology, medical devices, plastics, tourism and high-tech manufacturing.

■ **Broad economic clout** – part of the Hartford-Springfield Economic Partnership, which promotes economic development in the combined Greater Springfield and Greater Hartford metros, with a population of 1.6 million.

■ **Quality of life** – residents enjoy a temperate climate, world-class medical care, and abundant cultural and recreational opportunities.

Western Massachusetts Is Centrally Located Between Boston, Albany and New York

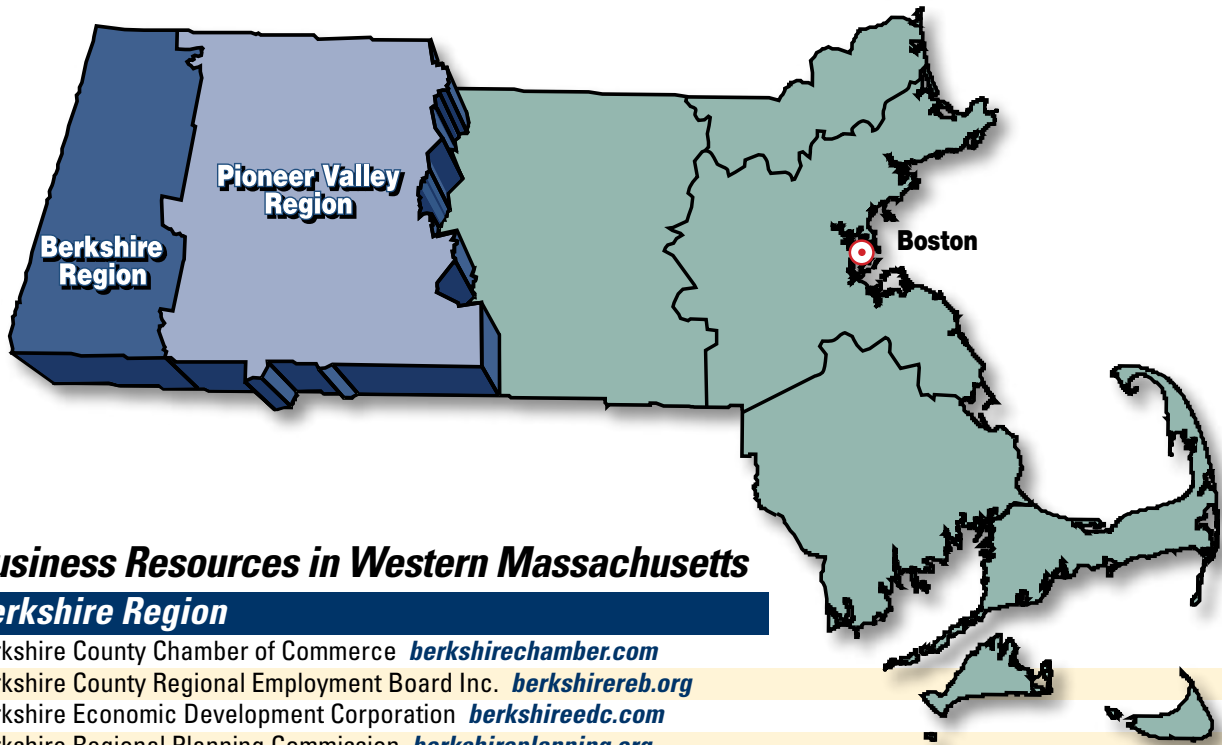
The Connecticut River Valley along I-91, known as **New England's Knowledge Corridor**, is New England's second largest population, education and economic center.



Mileage from Springfield	
Hartford	26
Pittsfield	54
Providence	85
Albany	87
Boston	90
Manchester	126
New York City	142
Portland	192
Burlington	210
Philadelphia	236
Montreal	305
Rochester	309
Baltimore	334
Washington	370

Source: Connecticut Economic Resource Center

Two Distinct Regions Make up Western Massachusetts



Business Resources in Western Massachusetts

Berkshire Region

- Berkshire County Chamber of Commerce berkshirechamber.com
- Berkshire County Regional Employment Board Inc. berkshirereb.org
- Berkshire Economic Development Corporation berkshireedc.com
- Berkshire Regional Planning Commission berkshireplanning.org
- Downtown Inc. downtownpittsfield.com
- Pittsfield Economic Development Authority peda.cc

Pioneer Valley Region

- Affiliated Chambers of Commerce of Greater Springfield Inc. myonlinechamber.com
- Develop Springfield developspringfield.com
- Economic Development Council of Western Massachusetts westernmassedc.com
- Franklin County Chamber of Commerce franklincc.org
- Franklin County Regional Council of Governments frcog.org
- Franklin-Hampshire Regional Employment Board franklinhampshirereb.org
- Hartford-Springfield Economic Partnership hartfordspringfield.com
- Pioneer Valley Planning Commission pvpc.org
- Regional Employment Board of Hampden County Inc. rebhc.org
- Westmass Area Development Corporation westmassdevelopment.com

Greater Western Massachusetts

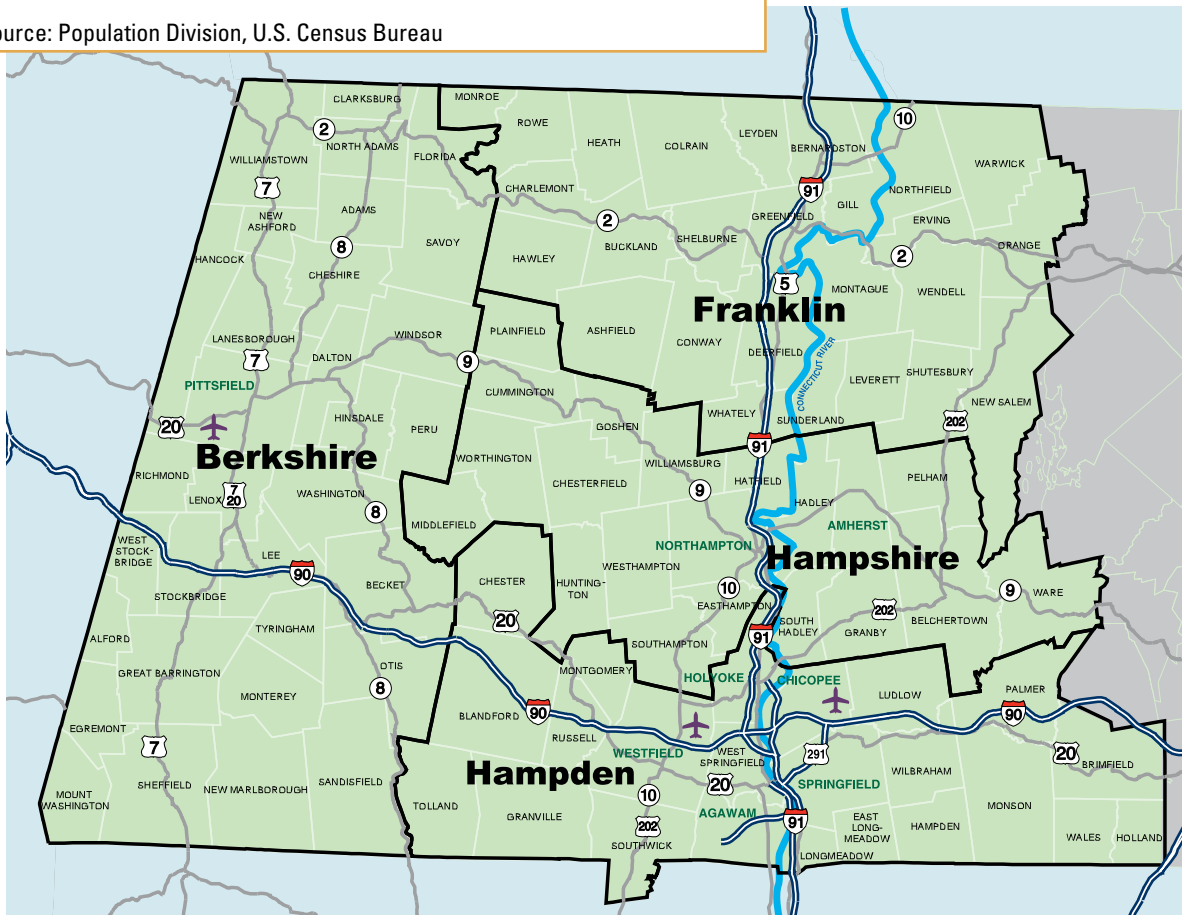
- Associated Industries of Massachusetts aimnet.org
- Massachusetts Executive Office of Housing and Economic Development (EOHED) mass.gov
- Massachusetts Alliance for Economic Development [MassEcon] massecon.com
- Massachusetts Association of Community Development Corporations macdc.org
- Massachusetts Chambers of Commerce masshome.com/cofc.html
- Massachusetts Office of International Trade and Investment moiti.state.ma.us
- Massachusetts Latino Chamber of Commerce masslatinochamber.com
- Massachusetts Small Business Development Center Network msbdc.org
- MassDevelopment massdevelopment.com
- Western Massachusetts Electric Company, Economic and Community Development wmeco.com

Western Massachusetts Comprises 2,780 Square Miles, Four Counties, and 101 Towns and Cities

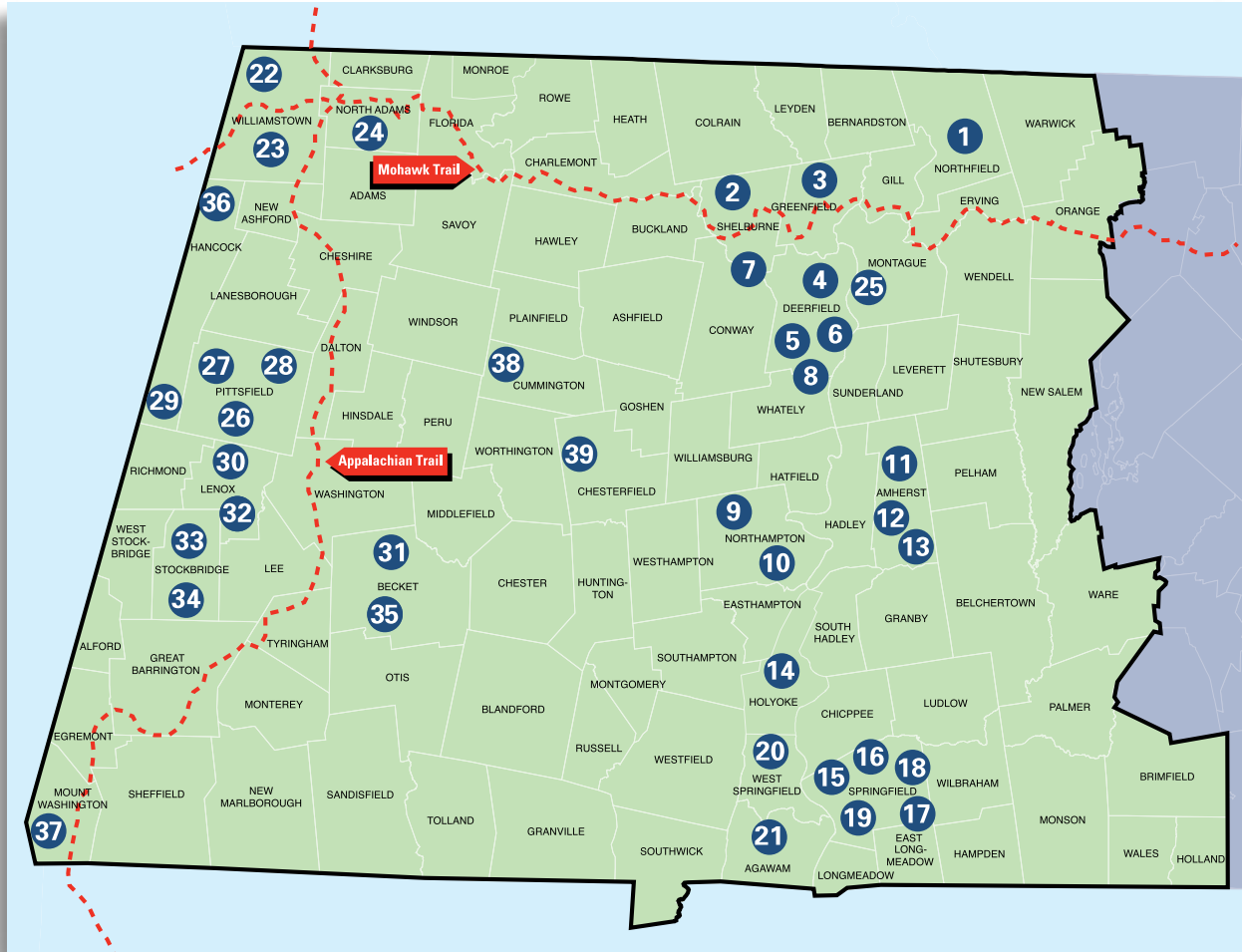
Berkshire, Franklin, Hampshire and Hampden Counties

The Region's Largest Cities	<i>Population Estimates July 1, 2009</i>
Springfield	155,580
Chicopee	55,915
Pittsfield	42,424
Westfield	42,133
Holyoke	40,400
Amherst	36,247
Northampton	28,528
Agawam	28,485
West Springfield	28,137
Ludlow	22,165
Greenfield	17,844

Source: Population Division, U.S. Census Bureau



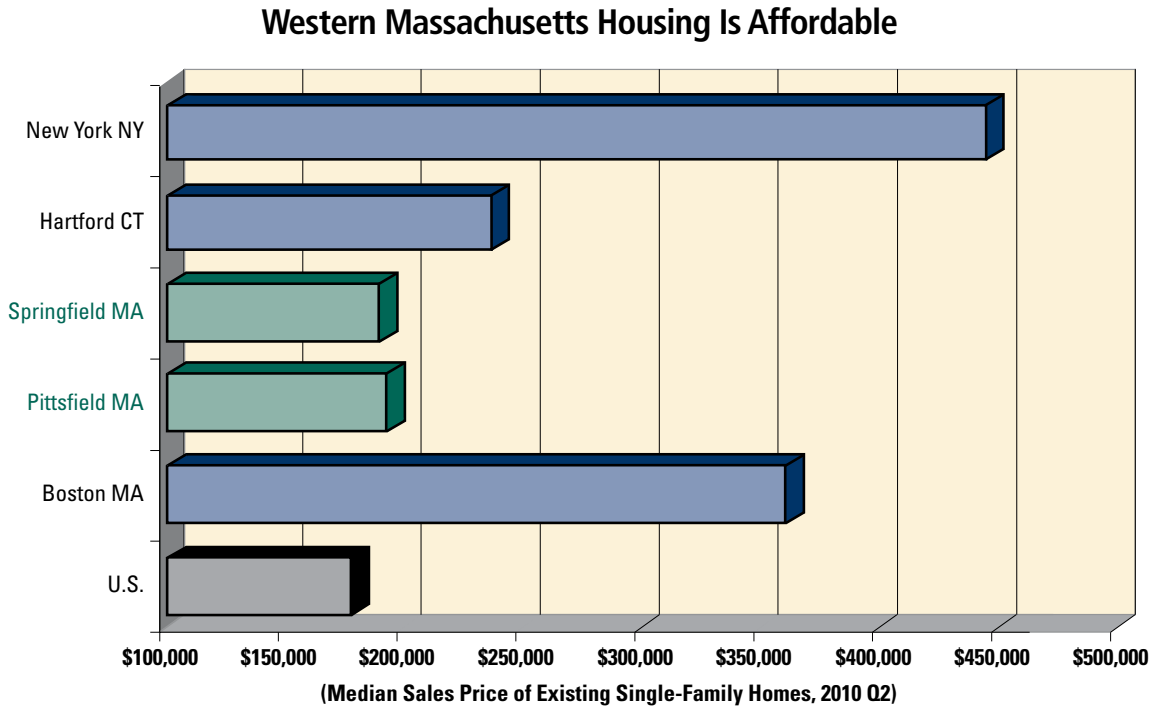
Western Massachusetts Is Rich in History, Cultural Attractions and Outdoor Activities



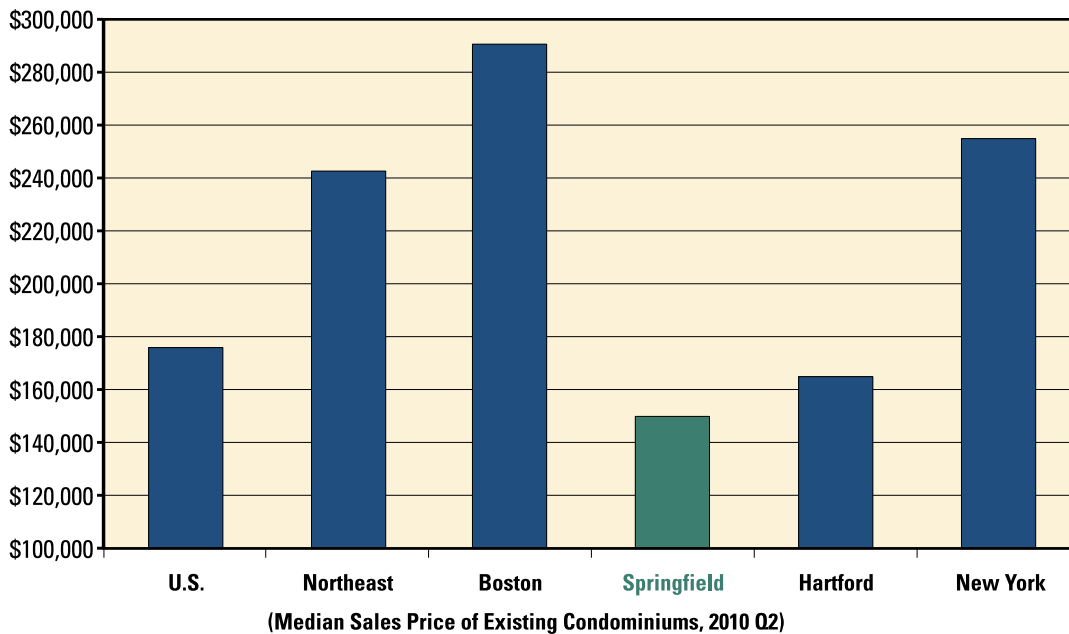
ATTRACTIONS

- | | | |
|--|--|---|
| <p>1 Northfield Mountain Recreation & Environmental Center</p> <p>2 Shelburne Falls Historic Village/ Bridge of Flowers</p> <p>3 Old Greenfield Village</p> <p>4 Historic Deerfield & Museum</p> <p>5 Magic Wings Butterfly Conservatory & Gardens</p> <p>6 Memorial Hall Museum</p> <p>7 Deerfield River (whitewater)</p> <p>8 Yankee Candle</p> <p>9 Northampton Arts & Entertainment District</p> <p>10 Smith College: Lyman Plant House & Botanic Gardens</p> <p>11 Emily Dickinson, Eric Carle and Meade Art Museums, and the National Yiddish Book Center</p> | <p>12 Pratt Museum</p> <p>13 University of Massachusetts</p> <p>14 Holyoke Heritage State Park</p> <p>15 City Stage/Symphony Hall</p> <p>16 Springfield Armory National Historic Site</p> <p>17 Forest Park Zoo</p> <p>18 Springfield Museums at the Quadrangle/Dr. Seuss Memorial</p> <p>19 Naismith Memorial Basketball Hall of Fame</p> <p>20 Eastern States Exposition</p> <p>21 Six Flags New England</p> <p>22 Clark Art Institute</p> <p>23 Williamstown Theatre Festival</p> <p>24 Mass. Museum of Contemporary Art</p> <p>25 Shea Theater</p> | <p>26 The Colonial Theatre</p> <p>27 Berkshire Museum</p> <p>28 Berkshire Athenaeum</p> <p>29 Hancock Shaker Village</p> <p>30 Tanglewood</p> <p>31 Becket Arts Center of the Hilltowns</p> <p>32 The Mount Estate & Gardens Edith Wharton</p> <p>33 Norman Rockwell Museum</p> <p>34 Chesterwood, Daniel Chester French, Lincoln Memorial sculptor</p> <p>35 Jacob's Pillow Dance Festival</p> <p>36 Jiminy Peak Mountain Resort</p> <p>37 Bash Bish Falls State Park</p> <p>38 William Cullen Bryant Homestead</p> <p>39 Chesterfield Gorge</p> |
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Homes Are Affordable in Western Massachusetts



Condominium Median Prices

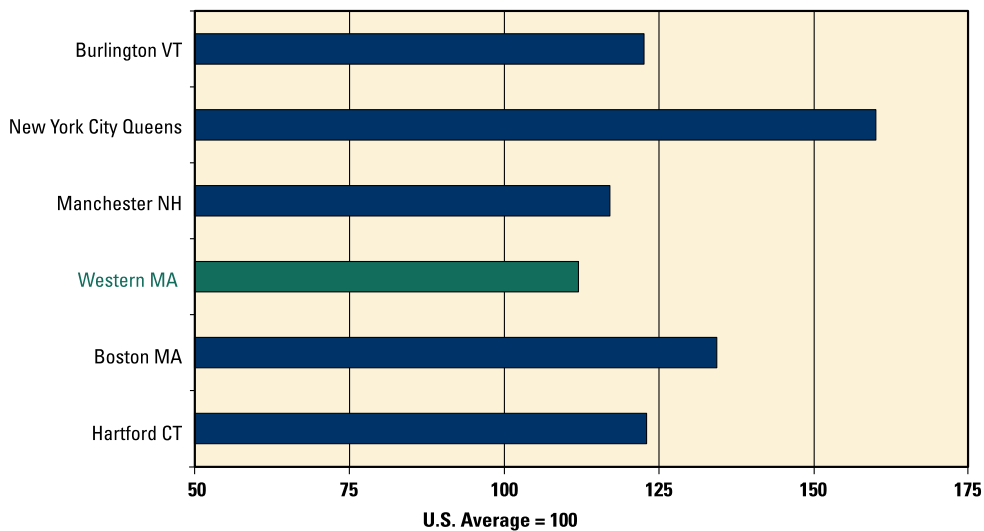


Source: National Association of Realtors

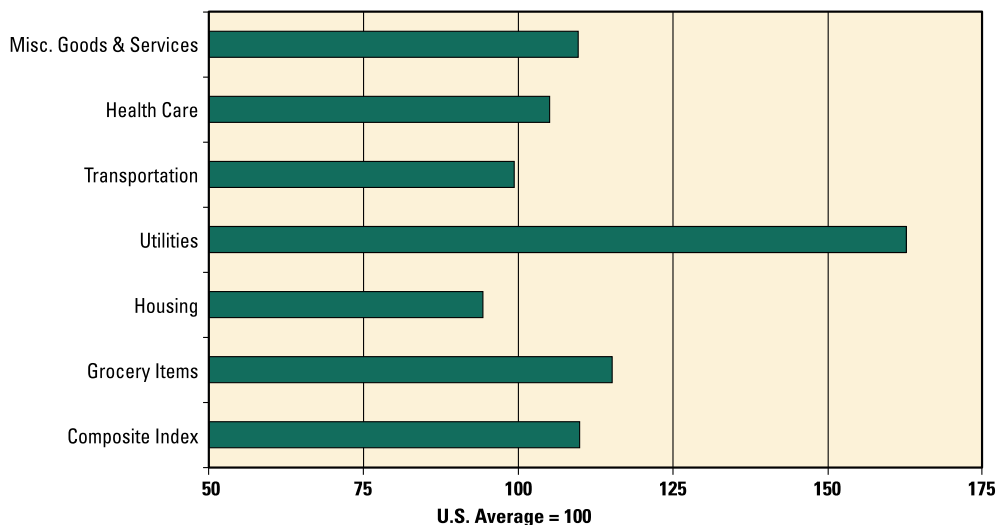
Western Massachusetts Offers Productivity and Affordability

- Real gross domestic product grew by 30 percent in Western Massachusetts and 34 percent in the Pittsfield metropolitan area from 2001 to 2008.
- The region’s cost of living is near the national average, well below neighboring areas.
- Housing is a particular bargain, with costs roughly 6 percent below the national average.

Western Massachusetts Is a Low-Cost Region in the Northeast
2010 ACCRA Composite Cost of Living



Western Massachusetts Is Affordable
2010 ACCRA Cost of Living Index



Sources: U.S. Bureau of Economic Analysis, The Council For Community And Economic Research, ACCRA Cost of Living Index

Section Two

PEOPLE, EDUCATION AND WORKFORCE

Western Massachusetts Has Skilled and Prosperous Residents

There are over 800,000 people in Western Massachusetts in roughly 320,000 households.

Western Massachusetts has more people than do five states: Wyoming, Vermont, North Dakota, Alaska and South Dakota.

An average household spends \$51,000 annually with \$21,700 on retail purchases. Total household spending in the region exceeds \$16 billion annually.

Greater Springfield has a highly educated work force with 12.6% of adults having a graduate or professional degree. In Western Massachusetts 30.3% of adults have a bachelors degree or higher.

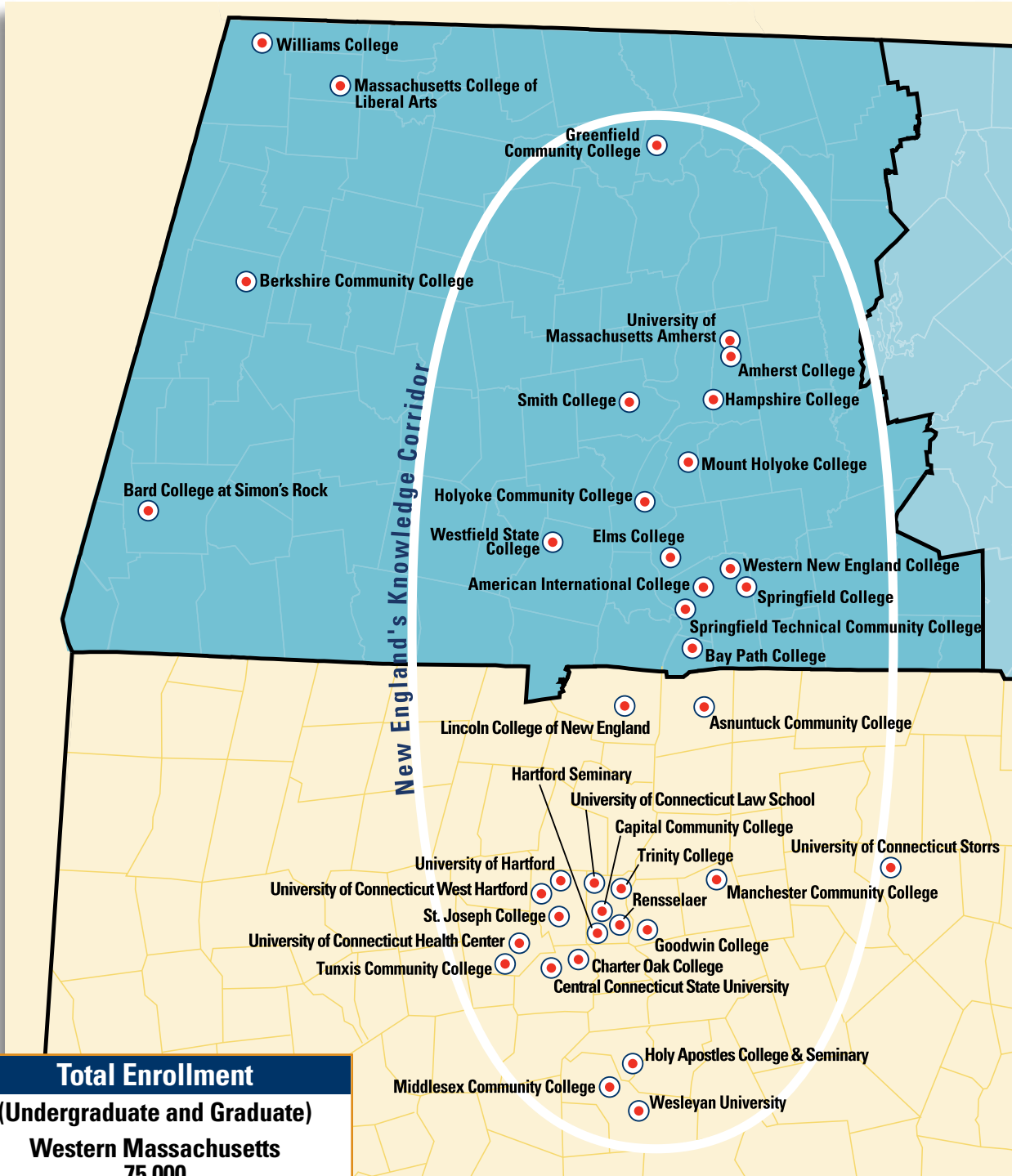
Kiplinger's 2010 Best Cities for the Next Decade ranked Pittsfield 35th of 367 U.S. metropolitan areas and Springfield 114th.

Also, within 100 miles of Springfield, there is a very large market for area products and numerous suppliers for Western Massachusetts businesses. To illustrate, within a 100-mile radius of Springfield there are:

- 15 million people and 5.6 million households with median household income of \$65,300;
- More than 3.7 million people with bachelor's or graduate degrees;
- 6.2 million housing units; and
- 674,000 businesses with 8.4 million workers.



The Region Is Home to Many Prestigious Colleges and Universities

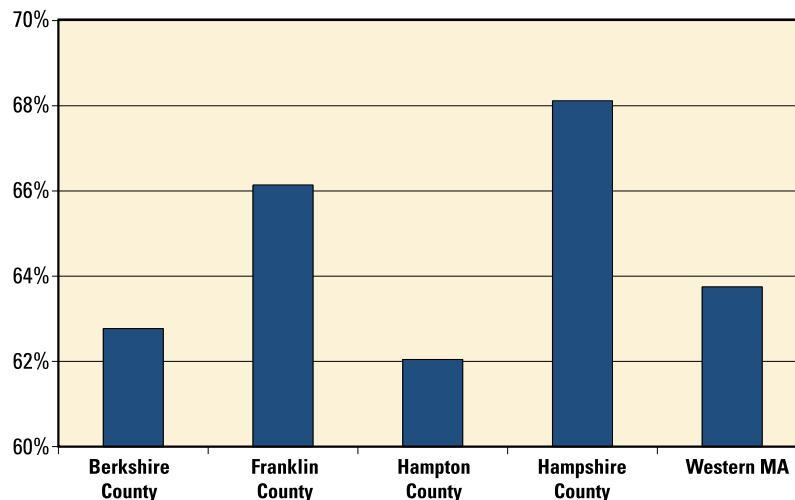


Source: New England Board of Higher Education, *Annual Directory of New England Colleges & Universities, 2009*, and University of Connecticut

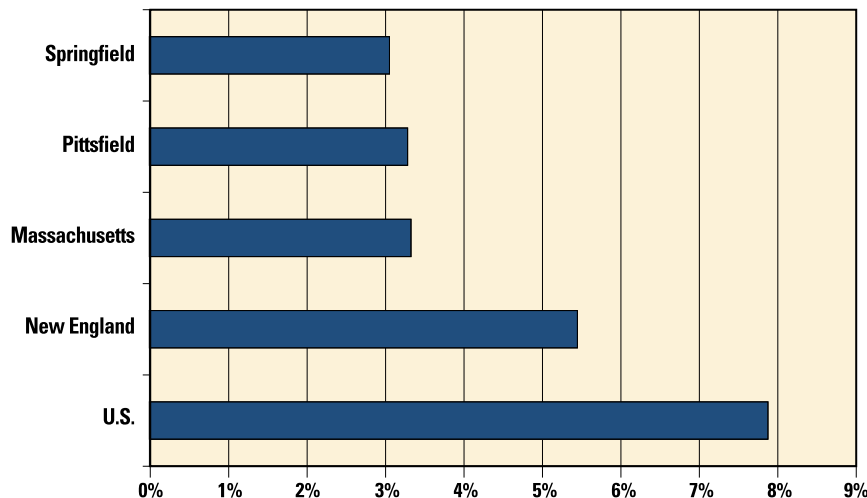
The Labor Force in Western Massachusetts is Productive

- Workers in Western Massachusetts are productive. Real GDP per capita grew by 14.7% and 5.5% in Pittsfield and Springfield, respectively, from 2001 to 2008.
- Unemployment rates follow the national business cycle, averaging 8.9% and 10% in Pittsfield and Springfield, respectively, in 2010.
- Western Massachusetts has outstanding Regional Employment Boards with state-of-art workforce development systems, one-stop career centers and strong working relationships between employers and educators.

Labor Force Participation Rate 2009



**Labor Force Growth
(Percent Change 2000-2010)**



Sources: Connecticut Economic Resource Center, Federal Reserve Bank of Boston, New England Regional Indicators, (2000 & August 2010 12-month Average Data)

Section Three

THE BUSINESS COMMUNITY

The Region Offers Space for Business Growth

Western Massachusetts has many affordable sites suitable for growing businesses. They include numerous industrial parks.

Industrial Park	Town	Acreage
Adams Corporate Park	Adams	8
Agawam Regional Industrial Park	Agawam	13
Airport Industrial Park	Turners Falls	10
Chicopee River Business Park	Chicopee	91
Clark Industrial Park	Westfield	40
Crossroads Development Park	Holyoke	70
Deer Park Industrial Center	East Longmeadow	9
Interstate 91 Industrial Park	Greenfield	5
Northampton Business and Industrial Park	Northampton	30
Quarry Hill Business Park	Lee	38
Springfield Smith & Wesson Industrial Park	Springfield	85
STCC Technology Park	Springfield	Space Available
University Park-Hadley	Hadley	31
Westover Airpark East	Ludlow	19
Westover Airpark North	Chicopee	11
Westover Airpark West	Chicopee	18
Westover Metropolitan Airport	Chicopee	110
Whiting Farms Road Industrial Area - Phase I	Holyoke	6
Whiting Farms Road Industrial Area - Phase II	Holyoke	19
William Stanley Business Park	Pittsfield	52

Sources: Westmass Area Development Corporation; Massachusetts Alliance for Economic Development; Internet Springfieldcityhall.com. Acreage estimates are based on the most recent publicly available data.



Major Employers Are Located in the Interstate 91 Corridor and the Greater Pittsfield Area

Largest Employers in Western Massachusetts by Industry, 2010

Educational Services Employer	Location	Employees
University of Massachusetts	Amherst	7,900
Westfield State University	Westfield	1,800
Williams College	Williamstown	1,000 +
Mount Holyoke College	South Hadley	1,000
Smith College	Northampton	1,000
Holyoke Community College	Holyoke	900
Springfield College	Springfield	900
Springfield Technical Community College	Springfield	900
Amherst College	Amherst	700 +
Western New England College	Springfield	700
Hillcrest Education Centers	Pittsfield	500 +
Hampshire College	Amherst	500
Greenfield Community College	Greenfield	300 +
Massachusetts College of Liberal Arts	North Adams	300 +

Retail/Wholesale Trade & Other Employer	Location	Employees
Big Y Supermarkets	Springfield	9,200
Westover Air Reserve Base	Chicopee	2,400
Friendly Ice Cream Corp.	Wilbraham	1,700
Yankee Candle	Whately	1,500
Verizon	Springfield	1,000
Peter Pan Bus Lines	Springfield	800
Canyon Ranch in the Berkshires	Lenox	700 +
Jiminy Peak the Mountain Resort	Hancock	700 +
C&S Wholesale Grocers Inc.	Brattleboro, VT	700
The Republican	Springfield	600
Berkshire County ARC	Pittsfield	500 +
Country Curtains	Stockbridge	500 +
Petricca Industries	Pittsfield	500 +
F.L. Roberts & Co. Inc.	Springfield	500
Krilalu Center for Yoga & Health	Lenox	400 +
MOLARI Employment, Healthcare & Cleaning Service	Pittsfield	400 +
ISO New England, Inc.	Holyoke	400
J. Polep Distribution Services	Chicopee	400
Boston Symphony Orchestra Tanglewood	Lenox	300 +
Cranwell Resort	Lenox	300 +
Hillcrest Commons	Pittsfield	300 +
Red Lion Inn	Stockbridge	300 +
Avery Dennison Corp.	Chicopee	300
Bay State Gas	Springfield	300
Farmland Foods Inc.	Springfield	300
Western Mass. Electric Co.	Springfield	300

Financial Services Employer	Location	Employees
MassMutual Financial Group	Springfield	6,200
TD Banknorth Massachusetts	Springfield	600
Berkshire Bank	Pittsfield	400 +
Berkshire Life Insurance	Pittsfield	400 +
Liberty Mutual Group	Springfield	350

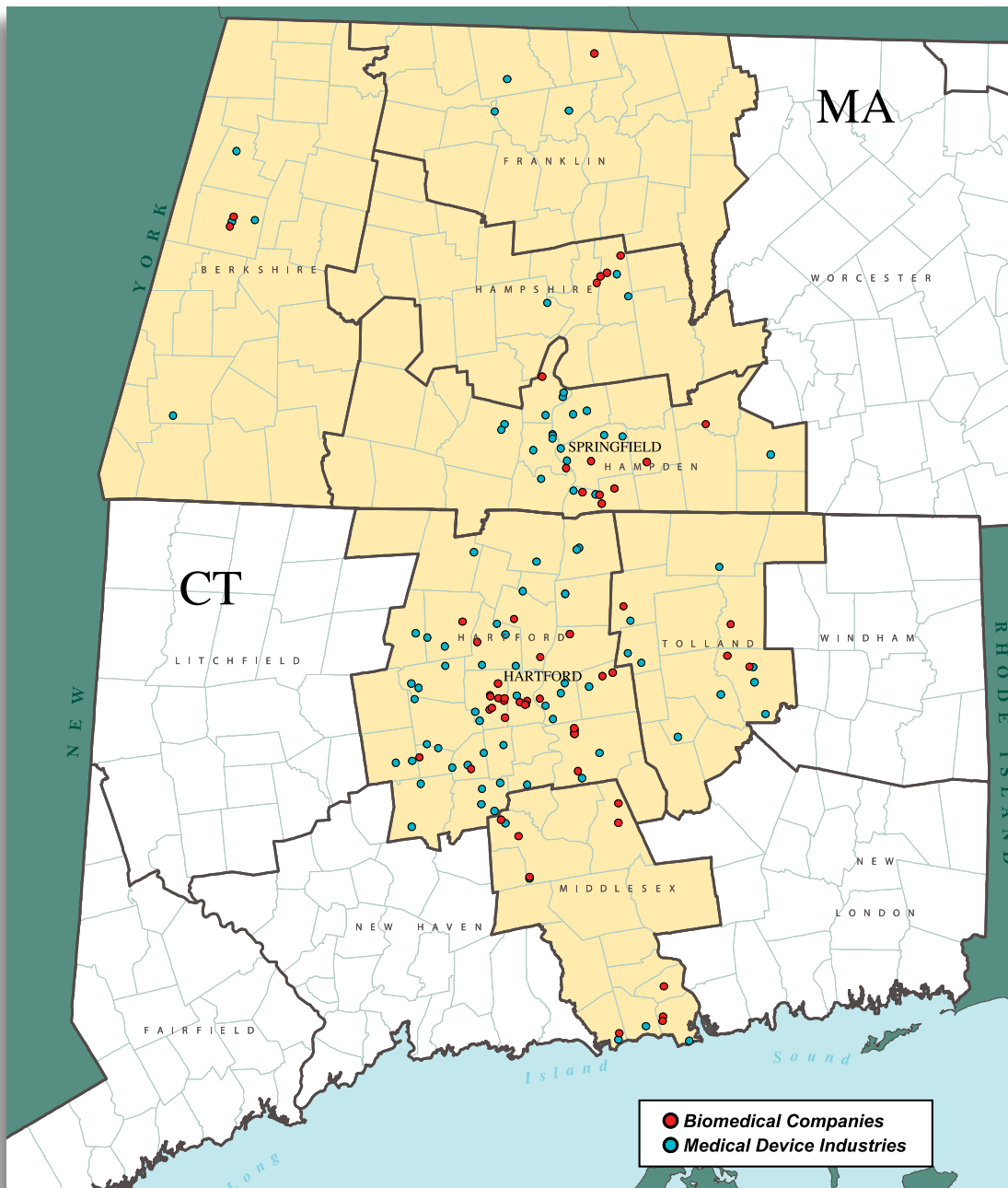
Health Care Employer	Location	Employees
Baystate Health	Springfield	10,300
Sisters of Providence Health System	Springfield	3,400
Berkshire Health Systems	Pittsfield	3,000
Cooley Dickinson Hospital	Northampton	1,800
Holyoke Medical Center	Holyoke	1,200
Center for Human Development/ Behavioral Health Network	Springfield	1,100
Northern Berkshire Health Systems	North Adams	900 +
Wing Memorial Hospital	Palmer	800
Noble Hospital	Westfield	600
Brien Center for Mental Health	Pittsfield	400 +
Parkview Specialty Hospital	Springfield	400
Baystate Mary Lane	Ware	300

Manufacturing Employer	Location	Employees
Hasbro Games (Milton Bradley)	East Longmeadow	1,200
Crane & Company	Dalton	1,000 plus
General Dynamics	Pittsfield	1,000 plus
Smith & Wesson	Springfield	900
Lenox Industrial Tools	East Longmeadow	700
Berry Plastics Corporation	Easthampton	500
Callaway Golf Ball Operations Inc.	Chicopee	500
Solutia Inc.	Springfield	500
Sabic Innovative Plastics	Pittsfield	400 +
Mestek Inc.	Westfield	400
National Envelope Westfield	Westfield	400
Kollmorgen Electro-Optical	Northampton	400
OMG Inc.	Agawam	300
Berkshire Industries	Westfield	300

Sources: *Business West 2009-2010 Resource Guide*; Berkshire Chamber of Commerce; Internet masslive.com; Excludes most government employment; Company estimates do not reflect workers in multiple locations such as supermarket chains.; Estimates are based on the most recent publicly available data.

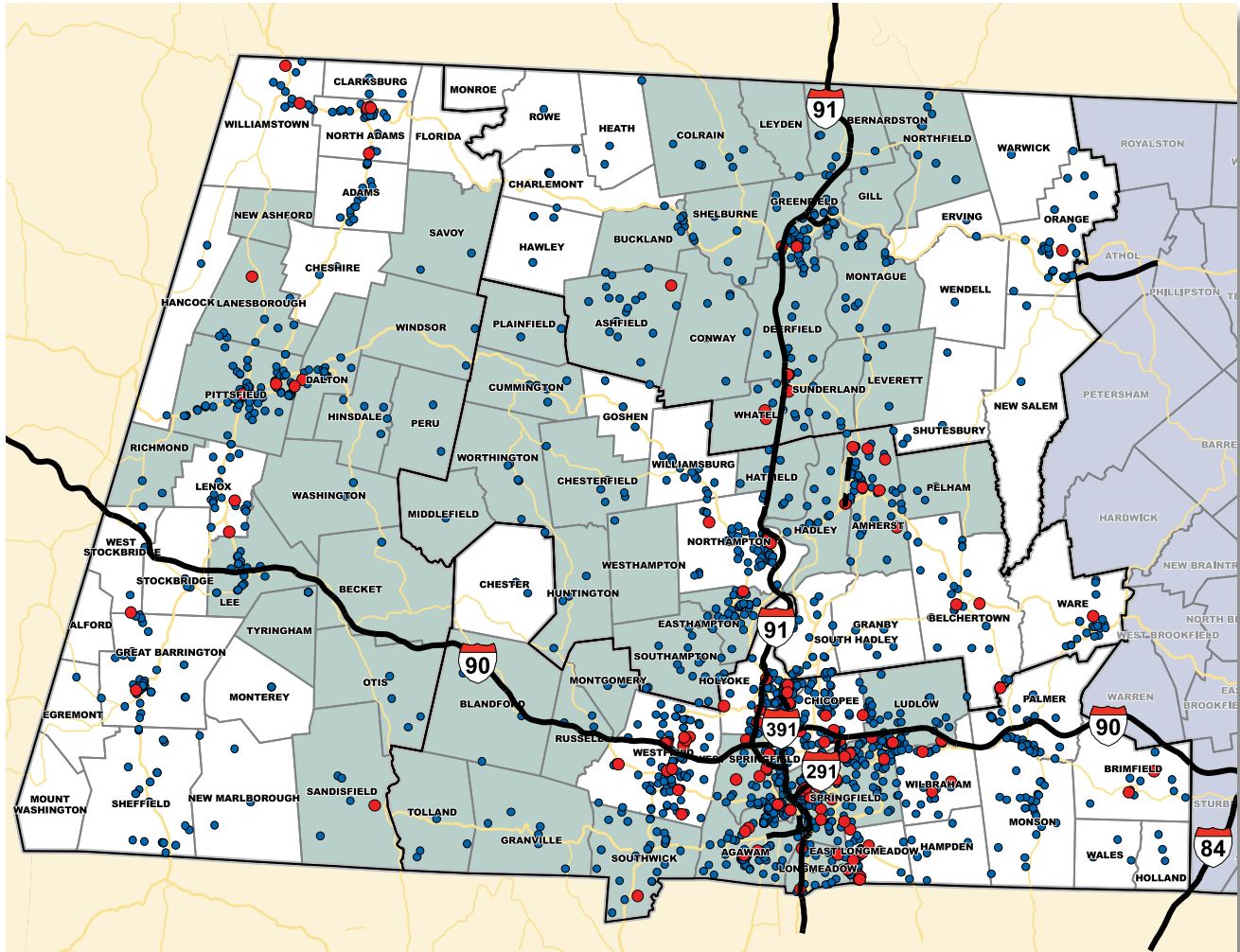
The Biomedical Industry Is Vibrant in Southern New England

- There are more than 50 hospitals in Western Massachusetts and Connecticut with several named among the nation's best.
- Biomedical research is vibrant and well-funded.
- The I-91 corridor from northern Massachusetts to Long Island Sound has one of the highest concentrations of health care-related employment in the nation and is home to more than 300 medical device companies.



Source: CERC DataFinder, 2010

Manufacturing Firms Are Concentrated in Greater Springfield, Pittsfield and along the I-91 Corridor



Sources: Connecticut Economic Resource Center



Section Four

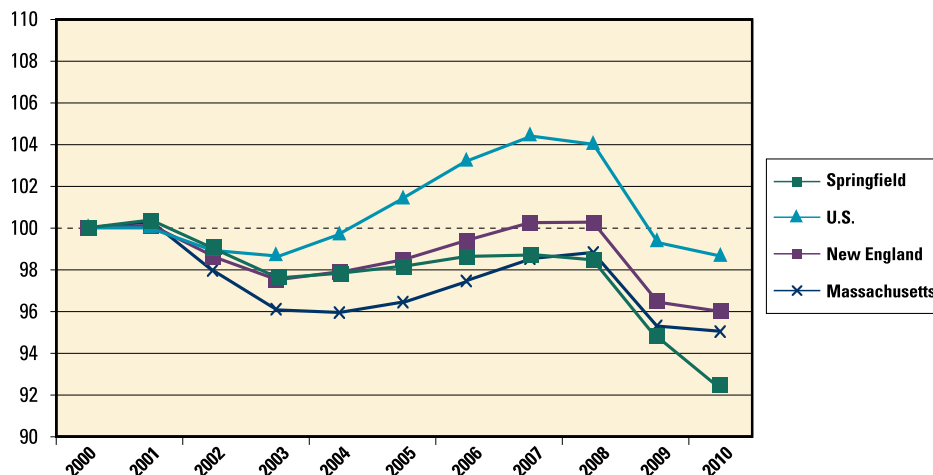
ECONOMIC OVERVIEW

Western Massachusetts Has More People and Higher Incomes Than Five States

- The four counties of Western Massachusetts have more people and higher personal income than five states.
- The per capita income in Western Massachusetts is higher than 28 states.
- The Pittsfield and Springfield metros combined have a higher gross domestic product than Vermont.

	2001	2008	% increase	Compound Growth Rate 2001 to 2008
Personal Income (\$ Billions)				
Western, Mass.	\$24.2	\$32.1	33%	4.1%
Population				
Western, Mass.	815,343	826,440	1%	0.2%
Per Capita Income				
Western, Mass.	\$29,678	\$38,826	31%	3.9%
Total Employment				
Western, Mass.	451,266	464,598	3%	0.4%
Gross Domestic Product (\$ Billions)				
Pittsfield MSA	\$4.1	\$5.5	34%	4.2%
Springfield, MSA	\$17.3	\$22.3	29%	3.7%
Metro Total	\$21.4	\$27.8	30%	3.8%

Regional Employment Follows National Employment Growth, Which Stalled in 2008
(2000 = 100)



Sources: U.S. Bureau of Economic Analysis, Federal Reserve Bank of Boston, New England Regional Indicators

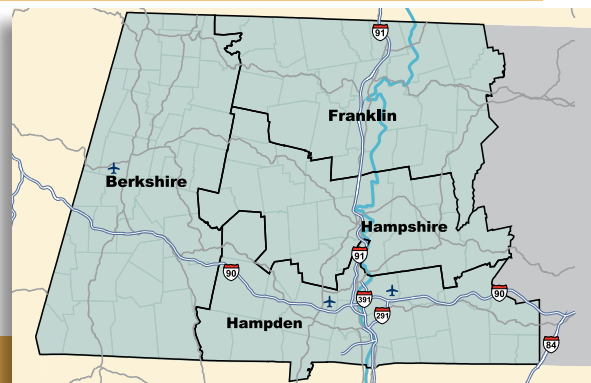
Western Massachusetts is Diversified with Strength in Key Sectors: Manufacturing, Health Care and Education Services

Employment by Industry (NAICS)

	Massachusetts		Western Massachusetts		Berkshire County	Franklin County	Hampden County	Hampshire County
	Employment	% of Total	Employment	% of Total				
Total, All Industries	3,081,232	100.0%	346,956	100.0%	62,490	26,825	198,535	59,106
Goods-Producing Domain								
Agriculture, Forestry, Fishing & Hunting	5,216	0.2%	1,139	0.3%	161	375	241	362
Mining	900	0.0%	201	0.1%	89	0	80	32
Construction	105,047	3.4%	14,636	4.2%	3,418	1,066	7,821	2,331
Manufacturing	251,930	8.2%	36,300	10.5%	5,510	4,251	22,946	3,593
Durable Goods Manufacturing	164,307	5.3%	20,334	5.9%	2,063	2,478	14,061	1,732
Non-Durable Goods Manufacturing	87,623	2.8%	15,967	4.6%	3,447	1,773	8,886	1,861
Service Providing Domain								
Utilities	13,849	0.4%	2,267	0.7%	307	99	1,685	176
Wholesale Trade	121,193	3.9%	9,901	2.9%	1,072	711	6,139	1,979
Retail Trade	329,783	10.7%	42,200	12.2%	8,657	3,121	23,037	7,385
Transportation and Warehousing	94,907	3.1%	12,311	3.5%	1,178	992	8,932	1,209
Information	90,515	2.9%	6,194	1.8%	1,075	649	3,518	952
Finance and Insurance	172,686	5.6%	13,149	3.8%	2,038	587	9,375	1,149
Real Estate and Rental and Leasing	38,553	1.3%	3,955	1.1%	669	161	2,484	641
Professional and Technical Services	251,904	8.2%	10,163	2.9%	2,587	465	5,647	1,464
Management of Companies and Enterprises	56,971	1.8%	4,285	1.2%	440	529	2,808	508
Administrative and Waste Services	143,765	4.7%	11,812	3.4%	2,284	637	7,226	1,665
Educational Services	339,301	11.0%	47,629	13.7%	7,120	4,298	20,302	15,909
Health Care and Social Assistance	517,741	16.8%	60,963	17.6%	11,343	3,491	37,957	8,172
Arts, Entertainment, and Recreation	44,241	1.4%	7,027	2.0%	1,892	486	3,521	1,128
Accommodation and Food Services	238,691	7.7%	28,756	8.3%	7,177	1,898	14,466	5,215
Other Services, Ex. Public Admin	130,690	4.2%	18,667	5.4%	3,126	1,287	11,581	2,673
Public Administration	133,350	4.3%	15,378	4.4%	2,349	1,697	8,769	2,563

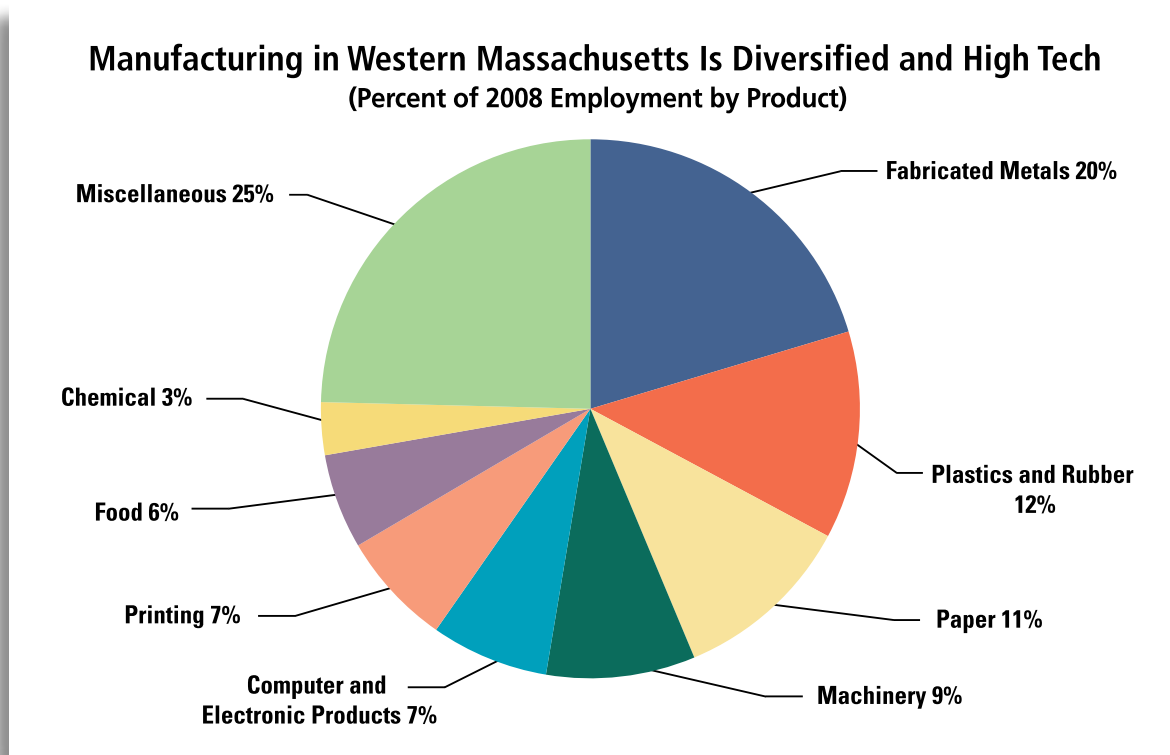
Source: Massachusetts Division of Employment and Training

*2010, 1st Quarter. Employment is by place of work. Public administration is a portion of government employment. Government jobs are also in education and health care.



Manufacturing in Western Massachusetts Is Diversified and High Tech

- Western Massachusetts has precision manufacturing companies as well as a diversified mix of companies serving national and international markets.
- Western Massachusetts is home to more than 200 precision machining companies with over 7,000 employees.
- These companies manufacture precision machining components and assemblies for major commercial manufacturers, aircraft engine builders and military equipment contractors across the globe.
- The concentration of precision machining companies, industry networks and academic support programs enhance the precision machining environment in which manufacturers implement state-of-art new technologies.
- There are numerous sophisticated manufacturers in other sectors such as biomedical and medical device, optical equipment and environmental services.
- Similarly, the region's traditional manufacturing sectors such as plastics, paper and fabricated metals use state-of-art production technologies.

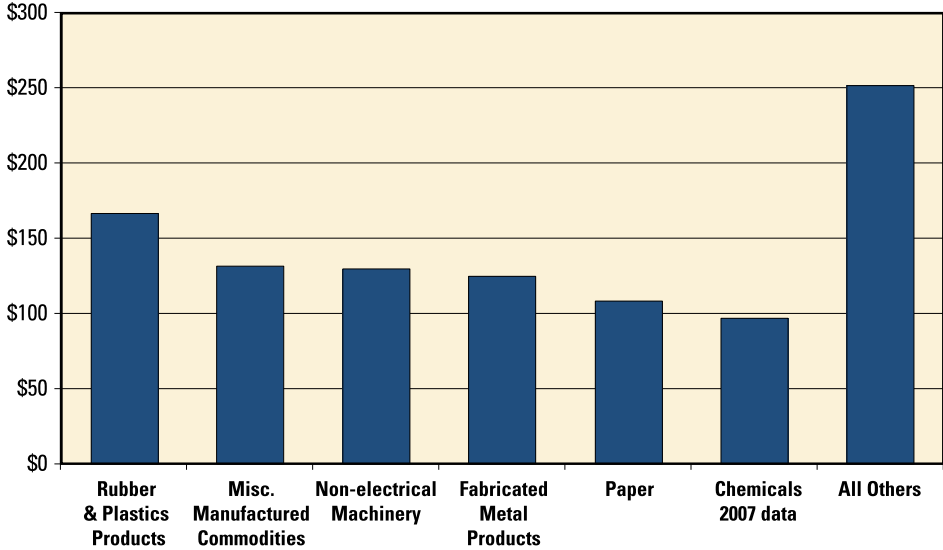


Sources: Economic Development Council of Western Massachusetts, U.S. Census Bureau, 2008 County Business Patterns

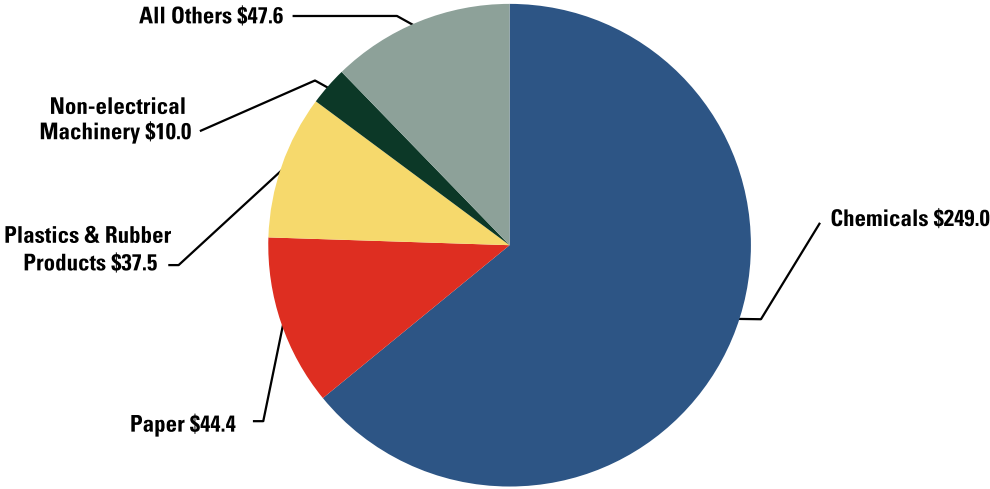
Western Massachusetts Is Competing in Global Markets

- Springfield had \$1,009 million of exports in 2008, Pittsfield had \$389 million.
- Exports were a diversified mix of products primarily going to Canada, Europe and Asia.

Springfield Metro 2008 Exports by Product
\$ Millions



Pittsfield Metro 2008 Exports by Product
\$ Millions

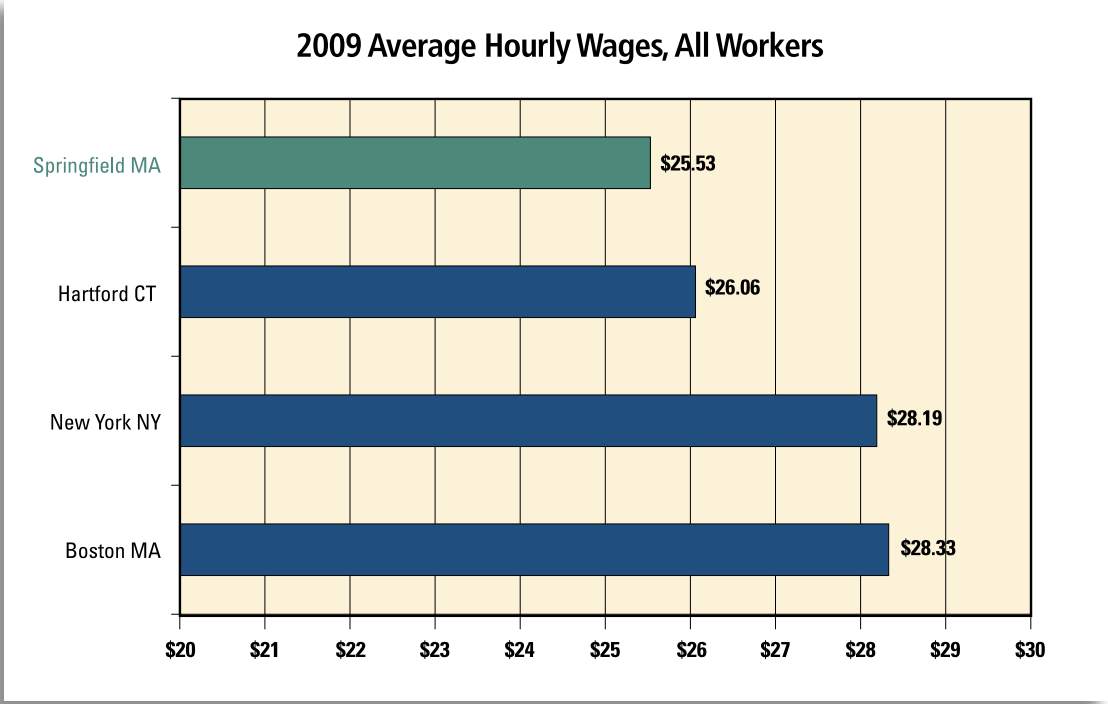


Source: International Trade Administration, Bureau of Census, U.S. Department of Commerce

Manufacturing in Western Massachusetts Is Diversified and High Tech

Average Hourly Wages				
	All Workers	Production Workers	Management Occupations	Engineers
Boston, MA	\$28.33	\$17.04	\$47.16	\$42.86
New York, NY	\$28.19	\$17.40	\$53.32	\$42.53
Hartford, CT	\$26.06	\$17.89	\$46.49	\$37.48
Springfield, MA	\$25.53	\$17.03	\$38.60	\$34.83

Source: U.S. Bureau of Labor Statistics, *National Compensation Survey 2009* [Engineers are 2008 data]



Section Five

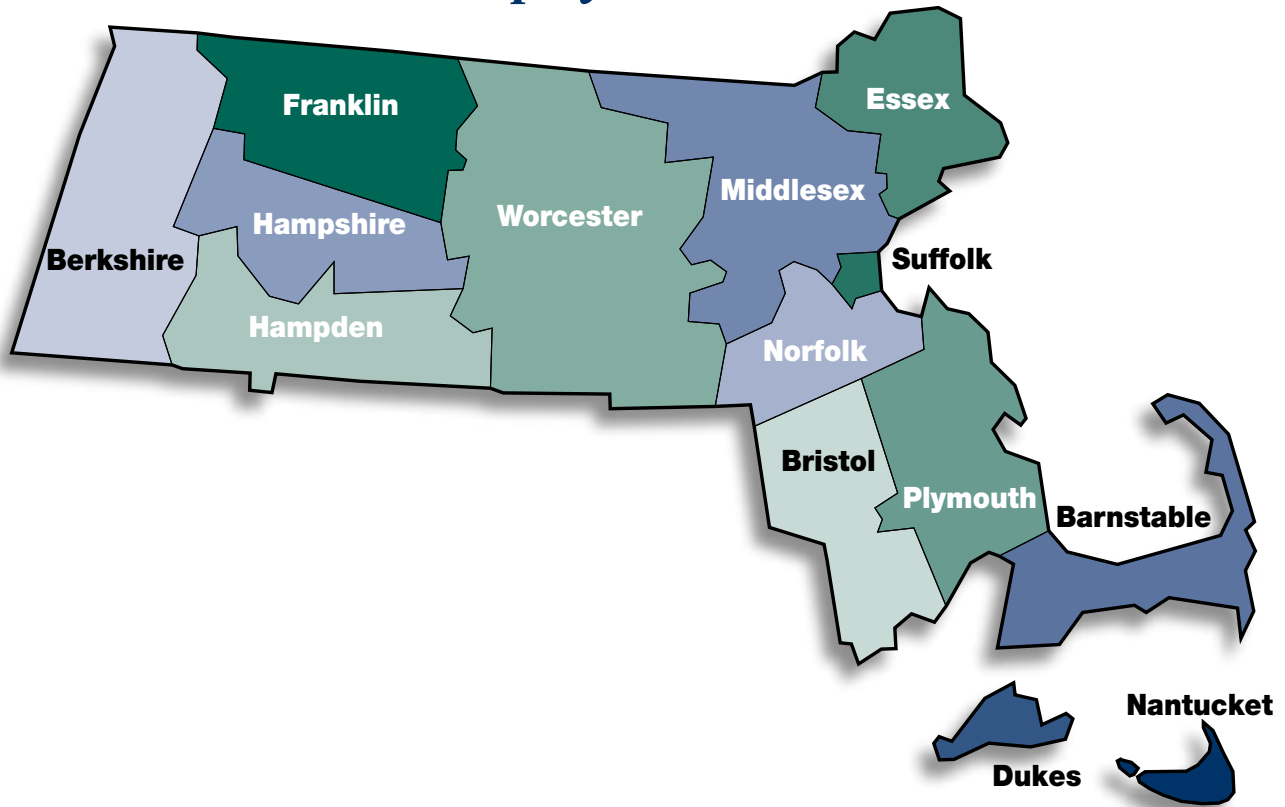
COUNTY DATA

Western Massachusetts Counties at a Glance

	Berkshire County	Franklin County	Hampden County	Hampshire County	Western Mass	Massachusetts	U.S.
Population, 2009	129,288	71,778	471,081	156,044	828,191	6,593,587	307,006,550
% Change 2000-2009	-4.1%	0.4%	3.2%	2.4%	1.6%	3.6%	8.8%
Age, 2009							
% Persons under 5 years	3.7%	3.9%	6.0%	3.7%	5.3%	5.8%	6.8%
% Persons under 20 years	16.9%	16.2%	20.4%	16.9%	18.8%	18.8%	20.2%
% Persons 65 years and over	13.1%	15.3%	14.3%	13.1%	14.8%	13.8%	13.1%
Median Age (years)	36.5	43.5	37.9	36.5	39	39.2	37.1
Race and Ethnicity, 2009							
American Indian, Eskimo, Aleut	1.1%	1.0%	2.0%	3.2%	2.0%	5.0%	5.4%
Asian or Pacific Islander							
Black	4.3%	1.1%	8.4%	2.5%	6.0%	5.7%	12.4%
White	93.8%	94.9%	80.1%	91.0%	85.7%	82.2%	73.9%
Other	0.3%	0.9%	7.5%	1.5%	4.6%	4.1%	5.4%
Multi-Race	0.6%	2.0%	2.0%	1.9%	1.8%	3.0%	2.9%
Hispanic	2.7%	2.7%	19.3%	4.4%	12.4%	8.7%	15.6%
Educational Attainment, 2009							
Total Population Age 25+	89,726	51,315	299,392	102,323	542,756	4,431,220	202,159,128
High School Graduates	90.4%	90.9%	84.0%	92.4%	87.3%	88.7%	85.0%
Bachelor's Degree or Higher	33.1%	32.0%	24.5%	44.1%	30.3%	39.1%	28.0%
Unemployment Rate (%), 2009	8.1%	7.9%	9.7%	6.6%	8.6%	8.4%	9.3%
Mean Travel Time to Work (minutes), 2009 (ACS)	20.2	24.9	22.0	23.2	22.2	27.3	25.2
Per Capita Income, 2008	\$43,237	\$40,778	\$37,516	\$38,203	\$38,826	\$50,897	\$40,166
Owner-Occupied Housing Units, 2009	56.6%	47.3%	58.2%	62.1%	57.5%	58.4%	58.3%
Private Nonfarm Establishments, 2009 (US BLS)	4,520	1,953	14,184	4,278	24,935	206,878	8,709,115
Nonemployer Establishments, 2008	9,900	6,191	22,950	12,487	51,528	455,641	21,351,320
Population Density (per sq. mi.), 2009	134.4	97.2	713.9	279.6	281.6	797.8	85.1

Sources: American Community Survey (ACS) from U.S. Census, CERC DataFinder, Development U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Massachusetts Department of Workforce

Labor Force and Unemployment in Massachusetts



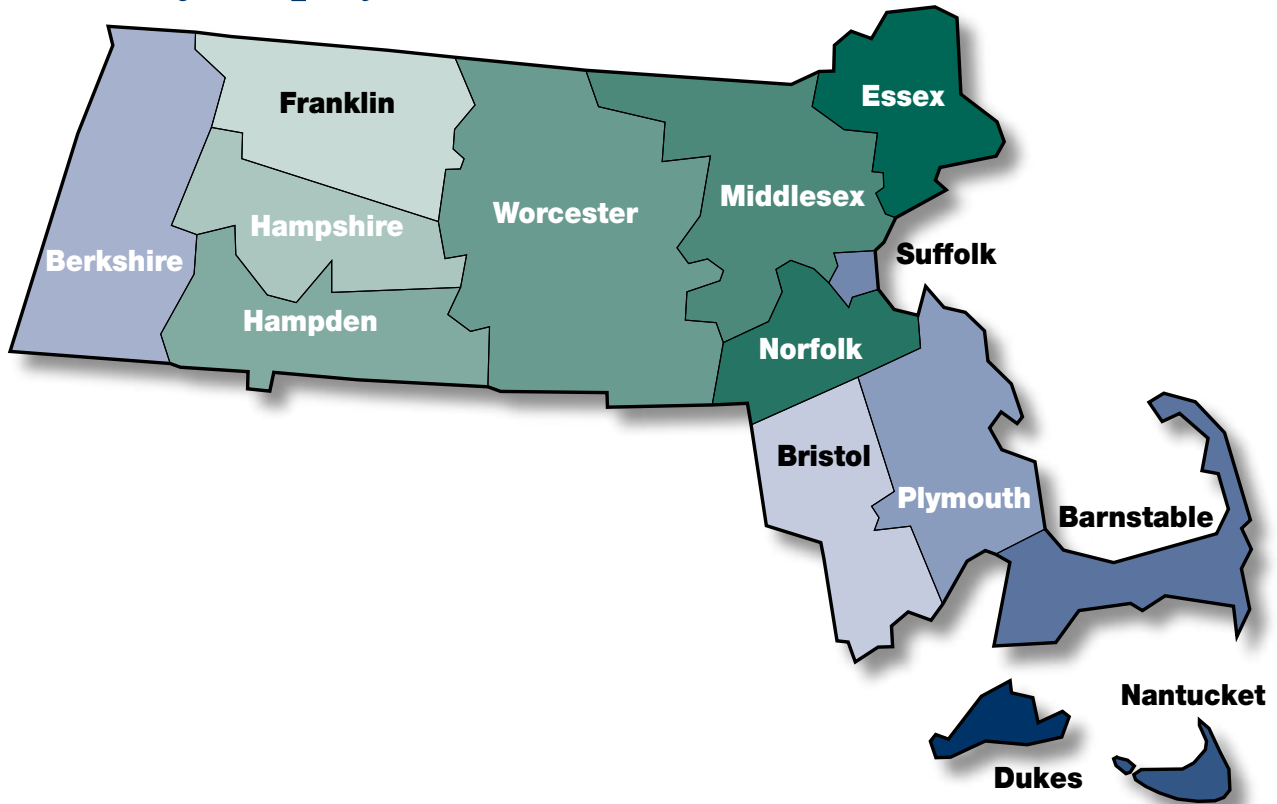
Labor Force Growth, 2000-2010

Area	2000	August 2010	Percent Change, 2000 to 2010	August 2010. Unemployment %
Nantucket County	7,289	10,281	41.0%	4.2%
Dukes County	10,075	14,976	48.6%	4.5%
Barnstable County	113,483	134,931	18.9%	6.8%
Middlesex County	821,797	838,345	2.0%	6.9%
Hampshire County	86,003	84,305	-2.0%	7.2%
Norfolk County	357,141	366,889	2.7%	7.4%
Berkshire County	70,160	74,371	6.0%	7.7%
Franklin County	39,024	37,261	-4.5%	8.1%
Suffolk County	351,086	378,539	7.8%	8.3%
Essex County	372,932	388,291	4.1%	8.6%
Plymouth County	251,363	270,754	7.7%	8.7%
Worcester County	387,940	403,423	4.0%	9.4%
Hampden County	219,216	221,324	1.0%	10.4%
Bristol County	278,067	293,826	5.7%	10.6%
Western Massachusetts	414,403	417,261	0.7%	9.1%
Massachusetts	3,779,979	3,934,777	4.1%	8.3%

Note: Labor force is by place of residence.

Source: Massachusetts Division of Employment and Training

Growth of Employment in Massachusetts



Employment Growth, 2000-2010

Area	2000	August 2010	Percent Change, 2000 to 2010
Dukes County	9,794	14,307	46.1%
Nantucket County	7,181	9,851	37.2%
Barnstable County	109,564	125,783	14.8%
Suffolk County	340,347	346,982	1.9%
Plymouth County	244,511	247,235	1.1%
Berkshire County	68,092	68,669	0.8%
Bristol County	267,626	262,709	-1.8%
Essex County	362,525	354,746	-2.1%
Norfolk County	348,783	339,730	-2.6%
Middlesex County	803,616	780,639	-2.9%
Worcester County	377,187	365,505	-3.1%
Hampden County	211,898	198,325	-6.4%
Hampshire County	84,104	78,221	-7.0%
Franklin County	38,052	34,254	-10.0%
Western Massachusetts	705,424	695,975	-1.3%
Massachusetts	3,273,280	3,226,956	-1.4%

Note: Employment is by place of residence.

Source: Massachusetts Division of Employment and Training

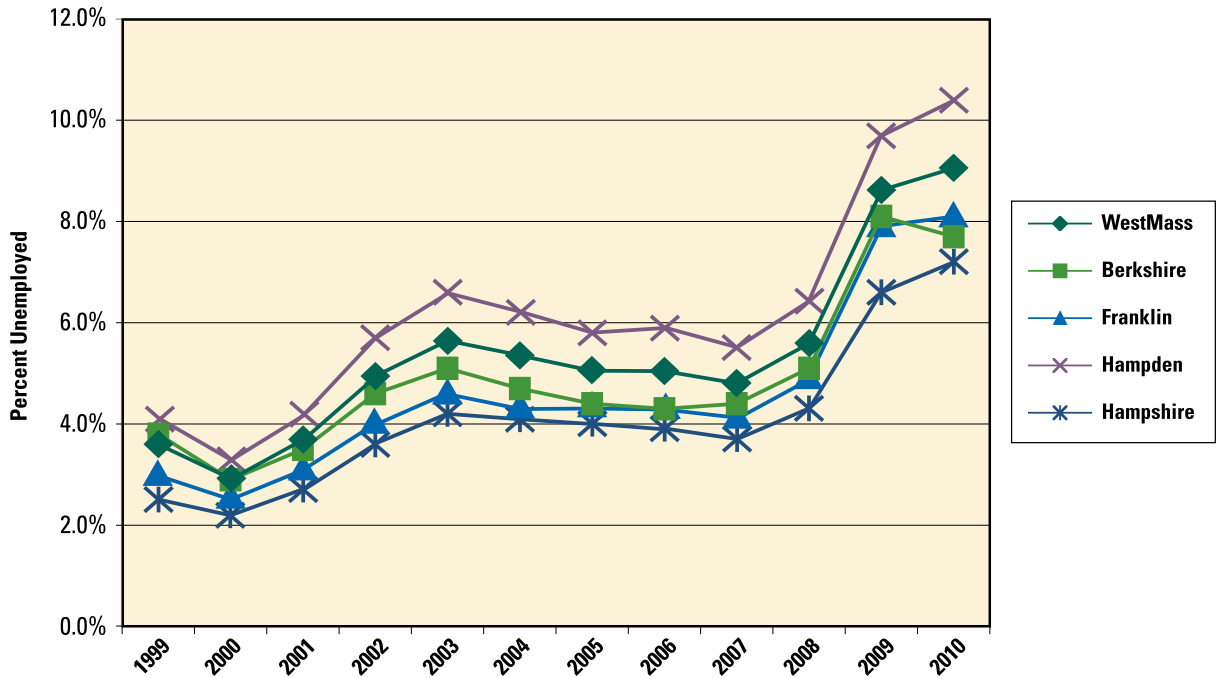
Distribution of Employment by Industry, 2010 First Quarter

	Western Massachusetts	Berkshire County	Franklin County	Hampden County	Hampshire County
Health Care/Social Assistance	18.8%	19.8%	14.1%	20.3%	14.5%
Trade	14.8%	15.5%	14.2%	14.5%	15.5%
Educational Services	15.1%	12.9%	17.1%	11.6%	28.0%
Manufacturing	9.3%	8.0%	14.0%	10.3%	5.6%
Arts/Entertainment/Food Services	10.1%	13.7%	9.2%	8.9%	10.4%
Management, Profession, and Tech Services	7.1%	7.6%	5.7%	7.4%	6.3%
Finance/Insurance/Real Estate	6.5%	6.1%	5.2%	7.5%	4.4%
Other	6.2%	5.5%	6.6%	6.6%	5.5%
Public Administration	4.7%	4.3%	6.5%	4.7%	4.2%
Mining/Construction	4.1%	2.3%	4.3%	5.1%	2.3%
Transportation/Utilities	3.3%	4.3%	3.2%	3.1%	3.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Employment is by place of work.

Source: Massachusetts Division of Employment and Training

Unemployment Rates

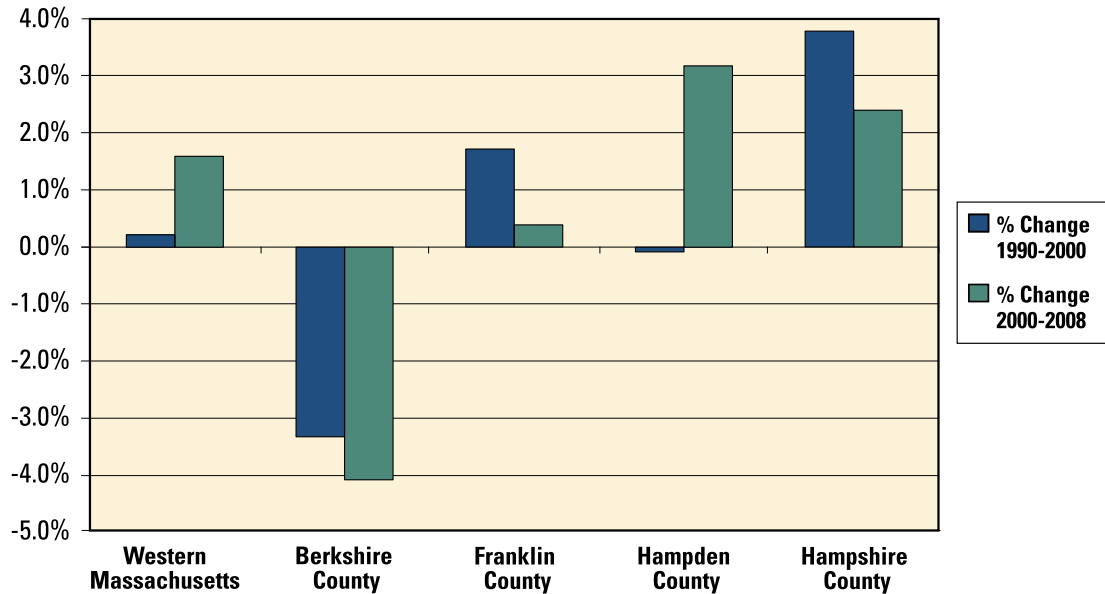


Note: Unemployment is by place of residence [Annual averages and August 2010]

Population Trends, 1970-2009

Year	Western Massachusetts	Berkshire County	Franklin County	Hampden County	Hampshire County
1970	793,308	149,893	59,409	459,785	124,221
1980	791,998	145,081	64,225	443,610	139,082
1990	813,479	139,423	70,291	456,940	146,825
2000	815,240	134,787	71,499	456,573	152,381
2009	828,191	129,288	71,778	471,081	156,044
% Change 1990-2000	0.2%	-3.3%	1.7%	-0.1%	3.8%
% Change 2000-2009	1.6%	-4.1%	0.4%	3.2%	2.4%

Population Change



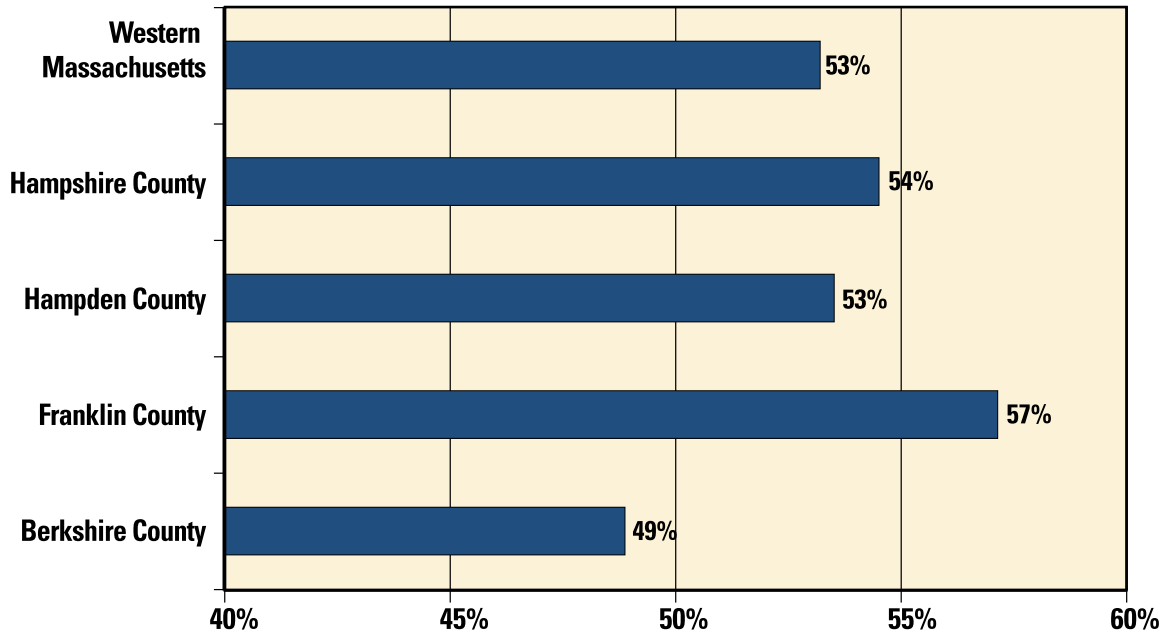
Components of Population Change for Counties of Massachusetts:
April 1, 2000 to July 1, 2009

	Total Population Change	Natural Increase			Net Migration		
		Total	Births	Deaths	Total	Net International	Net Domestic
Western Massachusetts	13,222	10,286	83,109	72,823	-661	18,035	-18,696
Berkshire County	-5,665	-2,548	11,642	14,190	-2,251	1,219	-3,470
Franklin County	243	396	6,327	5,931	287	1,071	-784
Hampden County	14,855	11,872	53,487	41,615	-2,806	12,495	-15,301
Hampshire County	3,789	566	11,653	11,087	4,109	3,250	859

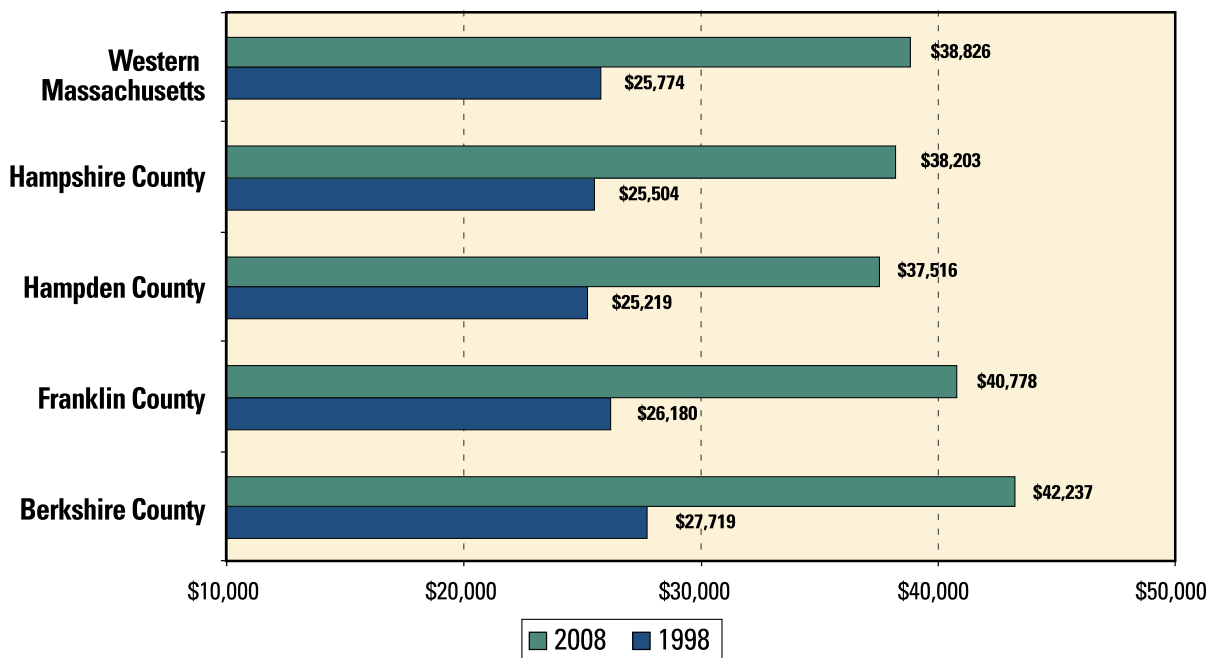
Source All Exhibits: U.S. Census Bureau

COUNTY DATA

Personal Income Growth, 1998-2008



Western Massachusetts Per Capita Income, 1998 and 2008



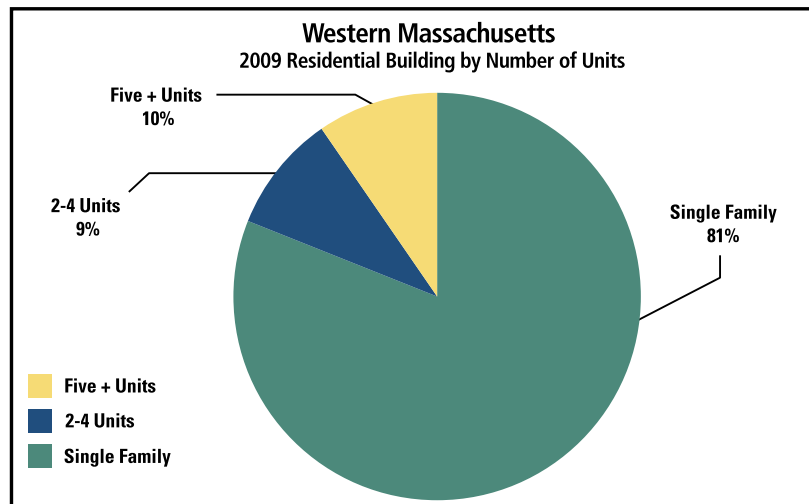
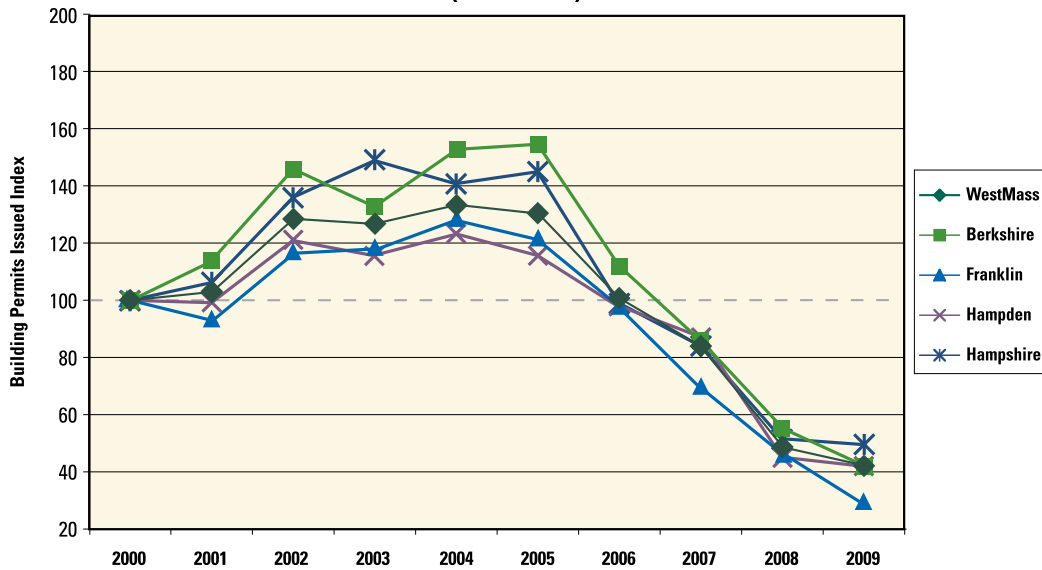
Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce

COUNTY DATA

Residential Building Permits Authorized, 2000-2009 (Single and Multi-Family Structures)

Year	Western Massachusetts	Berkshire County	Franklin County	Hampden County	Hampshire County
2000	1,641	314	207	750	370
2001	1,686	357	192	744	393
2002	2,111	459	241	908	503
2003	2,080	417	244	867	552
2004	2,189	480	265	923	521
2005	2,140	486	251	866	537
2006	1,652	352	202	732	366
2007	1,374	269	143	651	311
2008	796	173	96	337	190
2009	689	132	59	315	183
Average Annual Permits	1,640	340	190	710	390

Residential Construction Weakened in Eastern Massachusetts
(2000 = 100)



Source: U.S. Census

WMECo:

INVESTING IN WESTERN MASSACHUSETTS

WMECo's commitment to Western Massachusetts dates back more than 100 years, to the earliest days of electricity, when the company first began building energy infrastructure in the region. Today, that commitment continues, as we work to enhance the region's economy, energy systems and quality of life by:

- Partnering with local organizations engaged in economic and community development, workforce development and education, and environmental leadership and stewardship.
- Investing in energy delivery and transmission systems to ensure electric reliability, including the recent completion of the largest solar energy facility in New England. The 1.8 megawatt project, at the William Stanley Business Park on Silver Lake Boulevard in Pittsfield, is the first in what will be WMECo's 6 MW solar program.
- Offering valuable load-management, energy efficiency programs and green-energy alternatives that help ratepayers conserve energy and save money while protecting the environment. We recently launched a pilot energy efficiency program, *Western Mass Saves*, that helps customers manage their electric use and rewards energy savings with points that can be redeemed at national and local merchant.
- Collaborating with economic development organizations to market available commercial properties.

WMECo is proud to be investing in the future of Western Massachusetts!

For additional copies of this Review, write to the Economic and Community Development Department, WMECo, P.O. Box 2010, West Springfield, MA 01090, or call 413-787-9333.

PHOTOGRAPHY: Courtesy of the Greater Springfield Convention and Visitors Bureau; Downtown Springfield photograph courtesy of Pioneer Valley Planning Commission; Westmass Area Development Corporation

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