

2013



A Special Place to Grow

WESTERN
MASSACHUSETTS
ECONOMIC
REVIEW

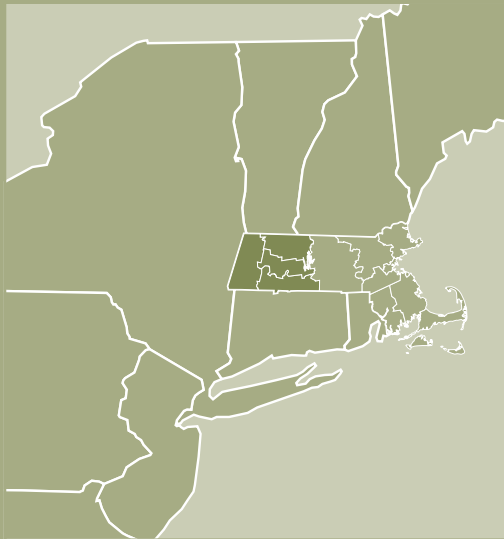


Western Massachusetts
Electric

A Northeast Utilities Company

Western Massachusetts Snapshot

Population	823,662
Area - Four Counties (sq. miles)	2,830
College Enrollment	80,626
Population Aged 25+ with Bachelor's Degree or Higher	28.7%
Total Resident Employment	387,959
Manufacturing Jobs	31,048
Per Capita Personal Income	\$39,415



Massachusetts National Rankings

New Economy Metrics	1st
Energy Efficiency	1st
Venture Capital	1st
Advanced Degrees	1st
Insured Population	1st
Per Capita Income	2nd
Business Research & Development	2nd
Scientists & Engineers	2nd
Healthy Residents	4th
Production Per Energy Unit	5th
Patents	5th
Per Capita Gross State Product	6th

ABOUT THE COVER: The beautiful Pioneer Valley of western Massachusetts, resplendent with fall color, is home to highly educated workers, innovative companies and outstanding institutions of higher education, including the University of Massachusetts Amherst, seen in the distance. The region offers all the resources knowledge-based businesses demand, plus recreational and cultural activities that are second to none.

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Cover Photo: Paul Schnaittacher

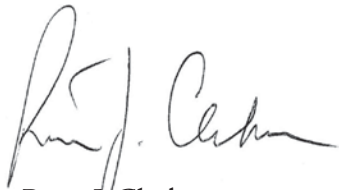
A Special Place to Grow

WELCOME TO WESTERN MASSACHUSETTS, where you'll find a relaxed lifestyle combined with sophisticated amenities, a highly educated and skilled workforce, and ready access to some of the world's most dynamic markets.

This region offers much to a growing business looking to expand. Here is where high productivity melds with lower costs, where modern transportation and broadband networks investments abound, and where world-renowned institutions of higher education are at your doorstep.

The area's long tradition of precision and other high-tech manufacturing is augmented by growing employment in the health care and education sectors. Easy access to major airports, rail service and interstate highways makes business logistics a breeze. And when your day or week is done, four-season recreational and cultural opportunities are everywhere for you, your executive team, and your family.

Western Massachusetts Electric Co. is proud to serve this wonderful region with electric power, delivered by employees who care deeply about the community and the companies that do business here. Please call our economic development team at (413) 787-9333 for more information or personal assistance.



Peter J. Clarke
President & Chief Operating Officer
Western Massachusetts Electric Company



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A Region at the Center of an Economic Powerhouse



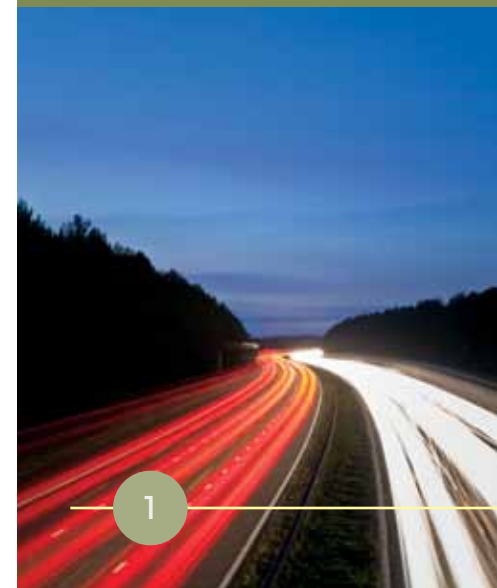
Western Massachusetts is part of New England's Knowledge Corridor, the region's second largest population, education and economic center. A well-developed transportation infrastructure connects the region to the Northeast's most important metro areas.

Mileage from Springfield MA

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

Where Location and Lifestyle Converge

- Offering the best of New England, western Massachusetts combines the many business assets of the Bay State's economy with a relaxed lifestyle, natural beauty, and myriad recreational and cultural opportunities.



Competitive Advantages Abound

- *Affordable real estate and lower operating costs make western Massachusetts a location of choice for companies looking to enhance their productivity and gain significant locational advantages.*



Western Massachusetts' Business Attributes

Business-friendly Environment

- Business incentives and personal service
- Many pre-permitted sites
- Regional wages lower than other metros

Easy Access to Major Markets

- Boston: 90 minutes; New York City: 150 minutes; Bradley International Airport: 20 minutes
- Northern section of New England's Knowledge Corridor

Center of Higher Education

- Among the highest concentrations of colleges/universities in the country
- Nineteen institutions of higher education and 75,000 students
- R&D expenditures are large and growing

High-tech Infrastructure

- Rich and expanding broadband access

Diverse Industry Mix

- Health care, financial services and manufacturing thrive

Quality of Life

- Temperate climate
- World-class medical care
- Healthy, engaged citizens

Source: Massbenchmarks.org via the University of Massachusetts' Donahue Institute

Investments in Western Massachusetts Are Robust

Green High Performance Computing Center

- \$168 million, 90,000 sq. ft. project in Holyoke, completed in 2012
- Increases the region's capacity for large computations associated with sophisticated research initiatives
- Open for business with 1,000 computers on site
- Joint venture of UMass, Harvard, MIT, Boston University, Northeastern University, EMC Corp. and Cisco Systems Inc.

General Dynamics Expansion to Build New Class of Navy Ships in Pittsfield

- Expected hiring of 500 new employees over five years for work on the Littoral Combat Ships
- U.S. Navy will seek to acquire a fleet of 55 ships, estimated to cost \$500 million each to build

Broadband Expansion: MassBroadband 123

- \$80 million fiber optic network project is one of the nation's largest broadband expansions
- Expands broadband access to more than 120 communities in western and north-central Massachusetts
- Leverages investments by network builders, service providers and public entities to create an extensive *last mile* broadband network

Rail Line Improvements and Springfield Union Station Redevelopment

- \$73 million upgrades to north-south Vermonter passenger rail line will speed transit time between New York City and Montreal
- \$45 million secured for redevelopment of Springfield's Union Station, to become multi-modal regional transportation hub
- First phase of the Union Station Regional Intermodal Transportation Center is expected to open in late 2014
- Study moving forward in 2013 to create a new high-speed rail line connecting Springfield to Boston

John W. Olver Transit Center

- \$15 million, 24,000 sq. ft. building will serve as the county's hub to regional transit and intercity bus service
- Constructed with renewable energy and energy efficient technologies – the first zero net energy transit center in the country

Massachusetts College of Liberal Arts Science Center

- \$30 million public investment to create 67,000 sq. ft. project in North Adams
- Consolidates Massachusetts College of Liberal Arts' science programs and prepares students to enter the research pipeline
- Sustainability features include roof garden, outdoor classroom, greenhouse, photovoltaics and heat wheels to recover energy

Hoosac Wind Farm

- \$90 million private investment
- Largest wind farm in southern New England
- 19 turbines will generate 28.5 megawatts of clean, renewable energy

A Growing Regional Economy

■ *From a leading-edge computing center and major transit expansions to high-tech manufacturing and green energy investments, western Massachusetts is making news on many fronts.*

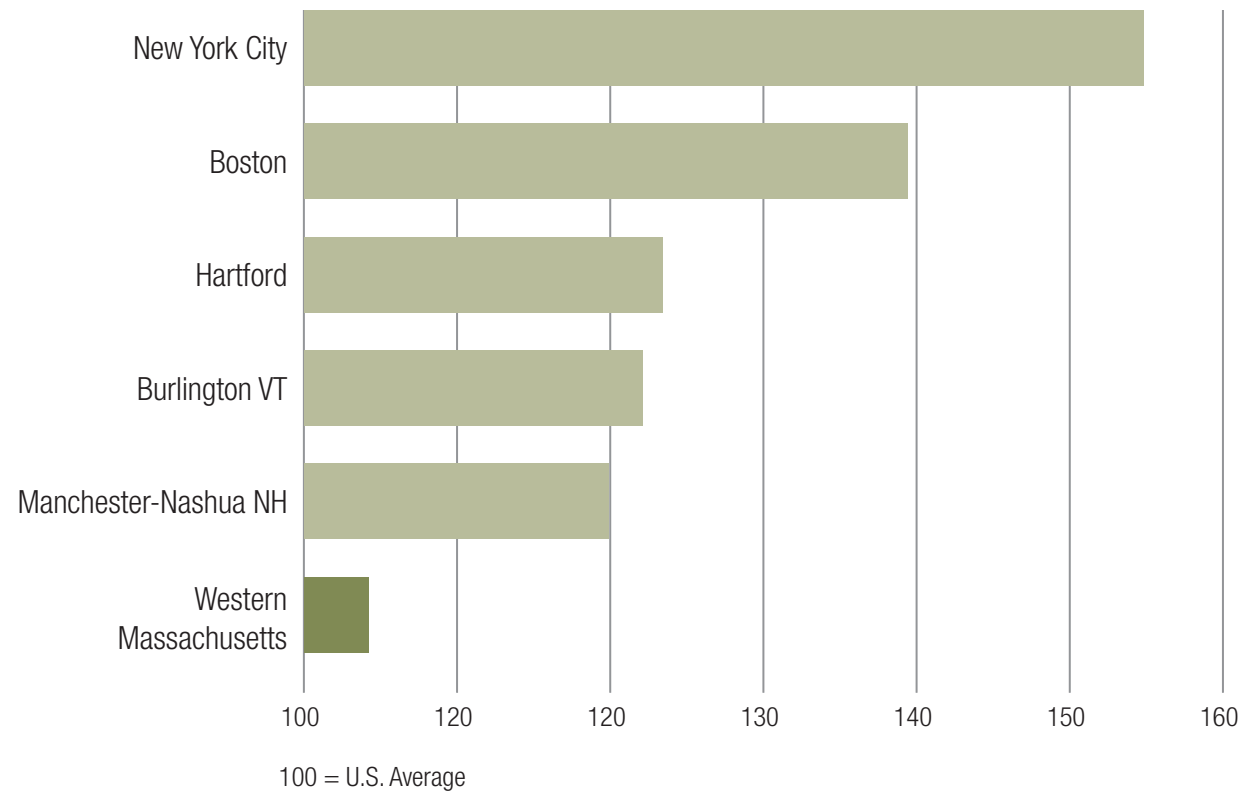


Western Massachusetts Offers a Lower Cost of Living

- *The region's cost of living is near the national average and well below that of nearby metro areas.*
- *Living in western Massachusetts can cost 35 to 50 percent less than New York City or Boston.*

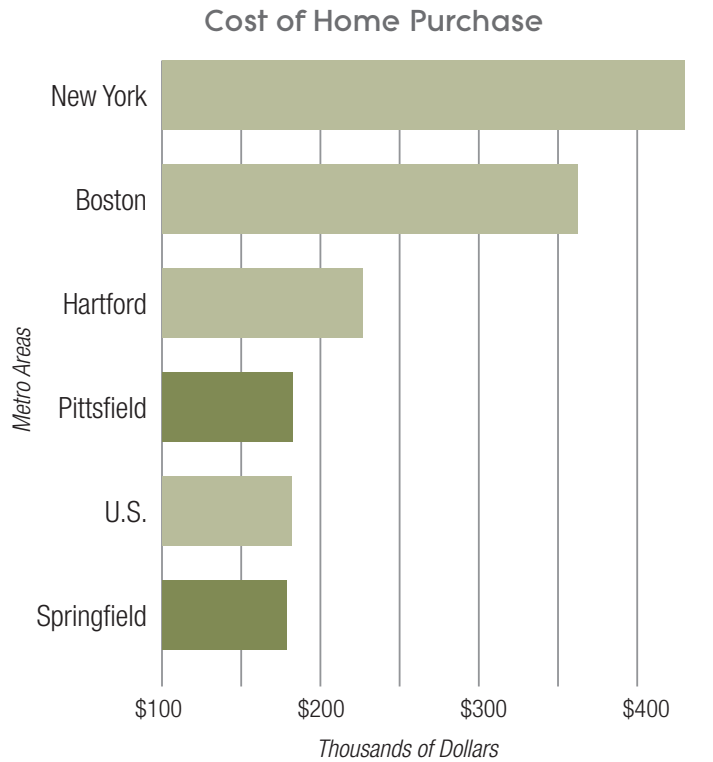


Comparative Living Costs in the Northeast

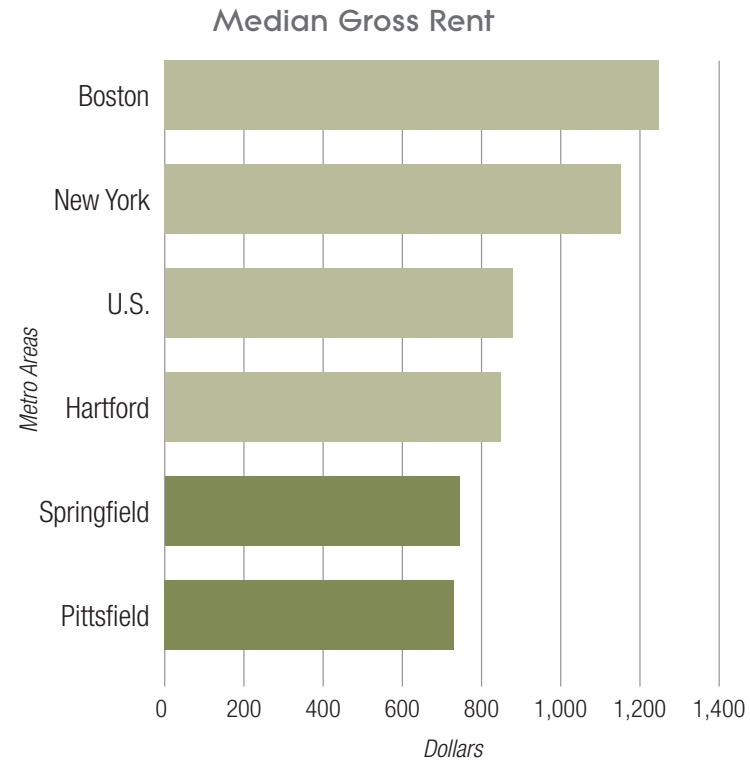


Source: Kiplinger's magazine, 2012

Regional Housing Costs



Median sales price of existing single-family homes, 2012 Q2
Source: National Association of Realtors



Source: U.S. Census Bureau, American Community Survey
2006-2010, 5-year estimates

Homes Are Affordable in Western Massachusetts

■ *The area's housing costs are at the national average, which makes living in western Massachusetts a bargain in the higher-cost Northeast.*



Ready Access to a Skilled Workforce

■ About 12.5 percent of Massachusetts' population lives in its four western counties, with 20 percent of the population between 5 and 19 years old, a higher percentage than the commonwealth.



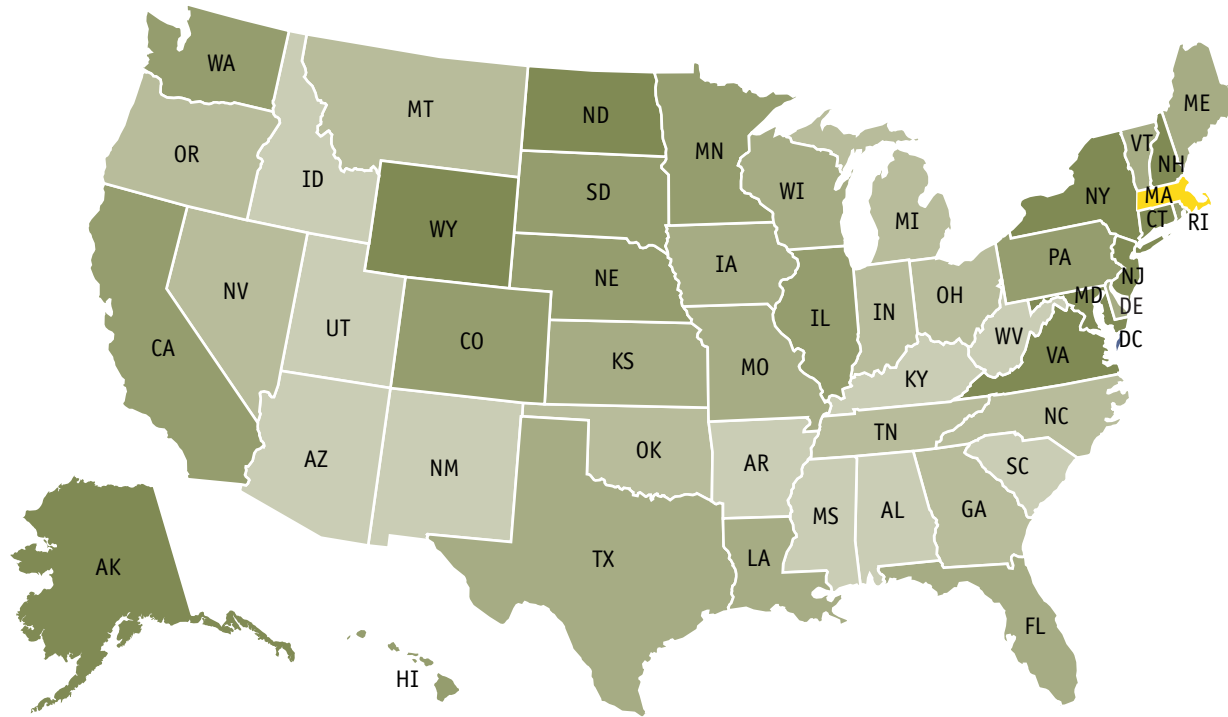
Western Massachusetts at a Glance

	Western Massachusetts	Massachusetts	New England	U.S.
Population	823,662	6,587,536	14,492,360	312,602,730
Age				
Under 5 years (%)	5.2	5.6	5.4	6.4
5 to 19 years (%)	19.8	18.9	19.0	20.0
20 to 64 years (%)	60.1	61.6	61.1	60.0
65 and over (%)	14.9	14.0	14.4	13.5
*Median Age (years)	40	39	40	37.2
Educational Attainment				
Population over 25	542,996	4,382,378	9,740,368	199,726,659
High school graduate or higher (includes equivalency) (%)	86.8	88.7	88.6	85.0
Bachelor's degree or higher (%)	28.7	38.3	35.1	27.9
Race and Ethnicity				
American Indian, Eskimo, Aleut, Asian or Pacific Islander (%)	2.7	5.8	4.4	5.8
Black (%)	5.9	6.8	6.3	12.6
White (%)	84.1	80.5	83.1	74.1
Other (%)	5.1	4.3	3.8	4.7
Multi-Race (%)	2.2	2.6	2.4	2.8
Hispanic Ethnicity (%)	13.8	9.9	9.3	16.7
Per Capita Income	\$39,415	\$51,304	\$48,838	\$39,791
Population Density (per sq. mi.)	297.3	844.5	201.3	88.5

Sources: U.S. Census Bureau American Community Survey, 2006-2010 5-Year-Estimates & 2011 1-Year-Estimates; Decennial Census, U.S. Bureau of Economic Analysis, 2011

*New England per capita income and median age are weighted averages of the six New England states.

Per Capita Income



Massachusetts Ranks High in Income

■ *Massachusetts' highly educated, productive workforce is well compensated and represents significant collective buying power.*

Rank	State	Per Capita Income (\$)
1	Connecticut	57,902
2	Massachusetts	53,471
3	New Jersey	52,430
4	New York	51,126
5	Maryland	50,656
6	Wyoming	47,898
7	North Dakota	47,236
8	Virginia	46,107
9	New Hampshire	45,881
10	Alaska	45,665
11	Minnesota	44,560
12	South Dakota	44,217
13	Colorado	44,053
14	Washington	43,878
15	Rhode Island	43,875
16	Illinois	43,721
17	California	43,647
18	Hawaii	42,925
19	Nebraska	42,450
20	Pennsylvania	42,291
21	Vermont	41,572
22	Delaware	41,449
23	Iowa	41,156
24	Kansas	40,883
25	Texas	40,147
26	Florida	39,636
27	Wisconsin	39,575
28	Louisiana	38,549
29	Maine	38,299
30	Missouri	37,969
31	Ohio	37,836
32	Oklahoma	37,679
33	Oregon	37,527
34	Nevada	36,964
35	Tennessee	36,567
36	Michigan	36,264
37	North Carolina	36,028
38	Montana	36,016
39	Georgia	35,979
40	Indiana	35,689
41	Arizona	35,062
42	Alabama	34,880
43	New Mexico	34,133
44	Kentucky	33,989
45	Arkansas	33,740
46	Utah	33,509
47	West Virginia	33,403
48	South Carolina	33,388
49	Idaho	32,881
50	Mississippi	32,000

U.S. Average 41,560



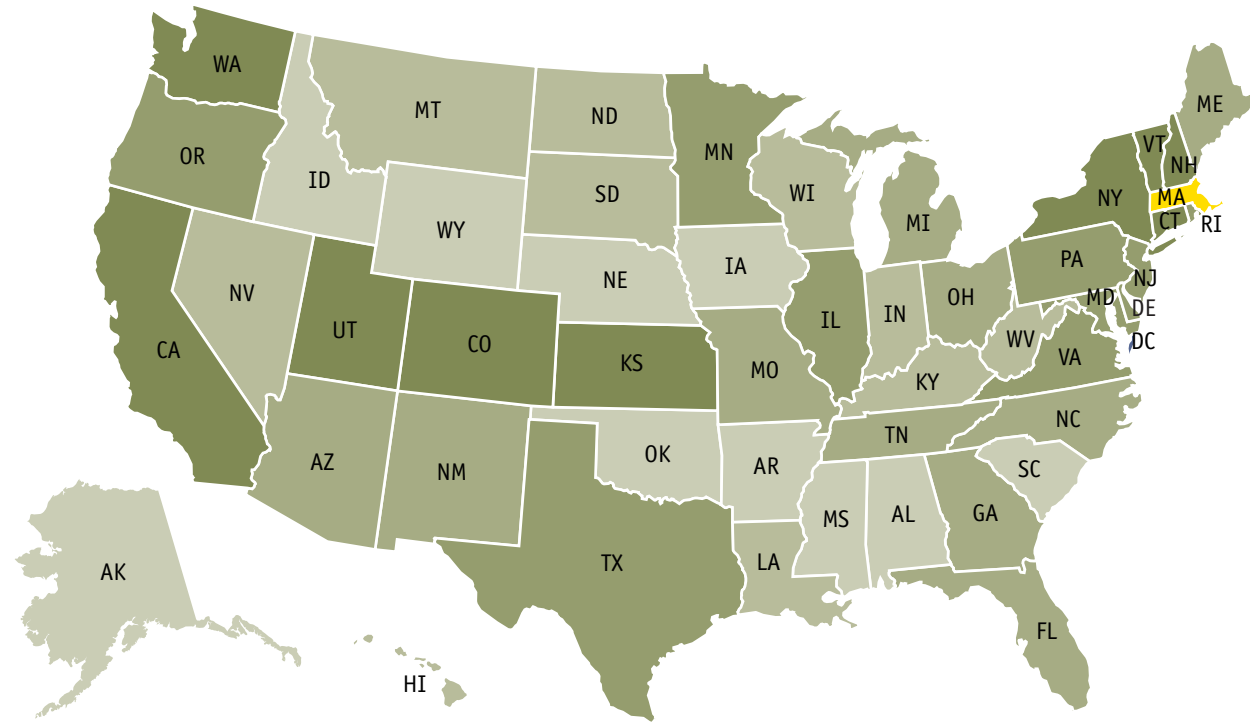
Source: U.S. Department of Commerce, Bureau of Economic Analysis

Western Massachusetts' Businesses Easily Access Capital

■ Massachusetts' top national ranking makes it a haven for the development of small businesses with long-term growth potential.



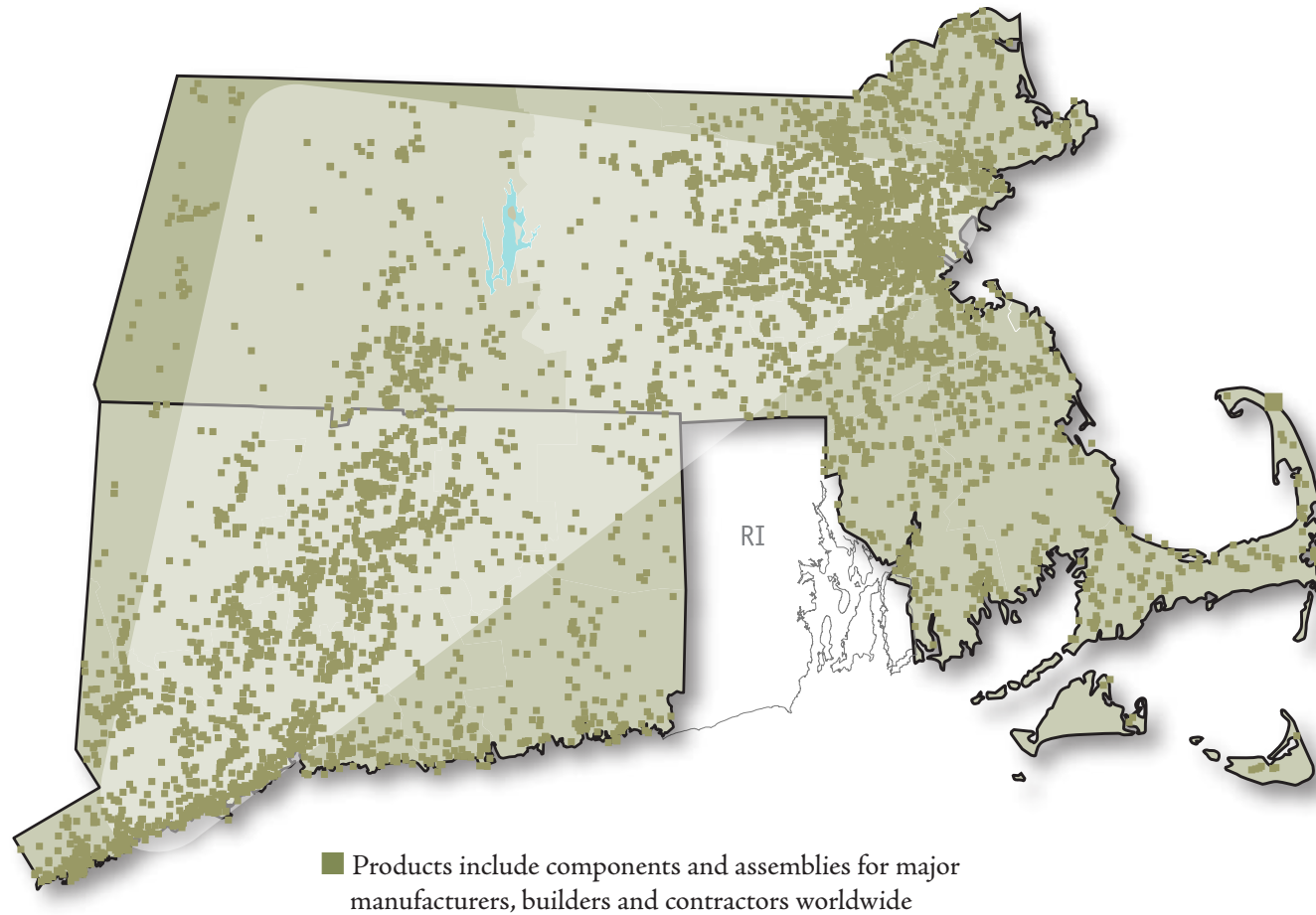
Venture Capital Deals per Million Residents



Rank	State	Venture Capital Deals per Million (Pop.)
1	Massachusetts	58.1
2	California	39.2
3	Colorado	19.2
4	Kansas	17.8
5	Washington	16.7
6	New York	15.9
7	Connecticut	15.4
8	Utah	15.3
9	New Hampshire	14.4
10	Vermont	12.8
11	Maryland	12.7
12	Rhode Island	11.4
13	Pennsylvania	11.4
14	Oregon	10.1
15	Virginia	9.3
16	Delaware	8.8
17	Minnesota	8.4
18	New Jersey	7.5
19	Illinois	6.9
20	Texas	6.0
21	Georgia	5.5
22	Ohio	5.2
23	Tennessee	5.0
24	North Carolina	4.9
25	Maine	4.5
26	Arizona	3.9
27	New Mexico	3.8
28	Missouri	3.7
29	Michigan	3.0
30	Florida	2.5
31	Wisconsin	2.5
32	Hawaii	2.2
33	Indiana	2.2
34	Montana	2.0
35	Louisiana	1.8
36	Nevada	1.5
37	North Dakota	1.5
38	Kentucky	1.4
39	South Dakota	1.2
40	West Virginia	1.1
41	Iowa	1.0
42	South Carolina	0.6
43	Idaho	0.6
44	Oklahoma	0.5
45	Alabama	0.4
46	Arkansas	0.3
47	Alaska	0.0
48	Mississippi	0.0
49	Nebraska	0.0
50	Wyoming	0.0

U.S. Average 11.79

A National Center of Precision Manufacturing



Precision Manufacturing is Concentrated in the Region

■ *There are more than 320 manufacturing companies in the region using state-of-the-art technologies and advanced processes.*



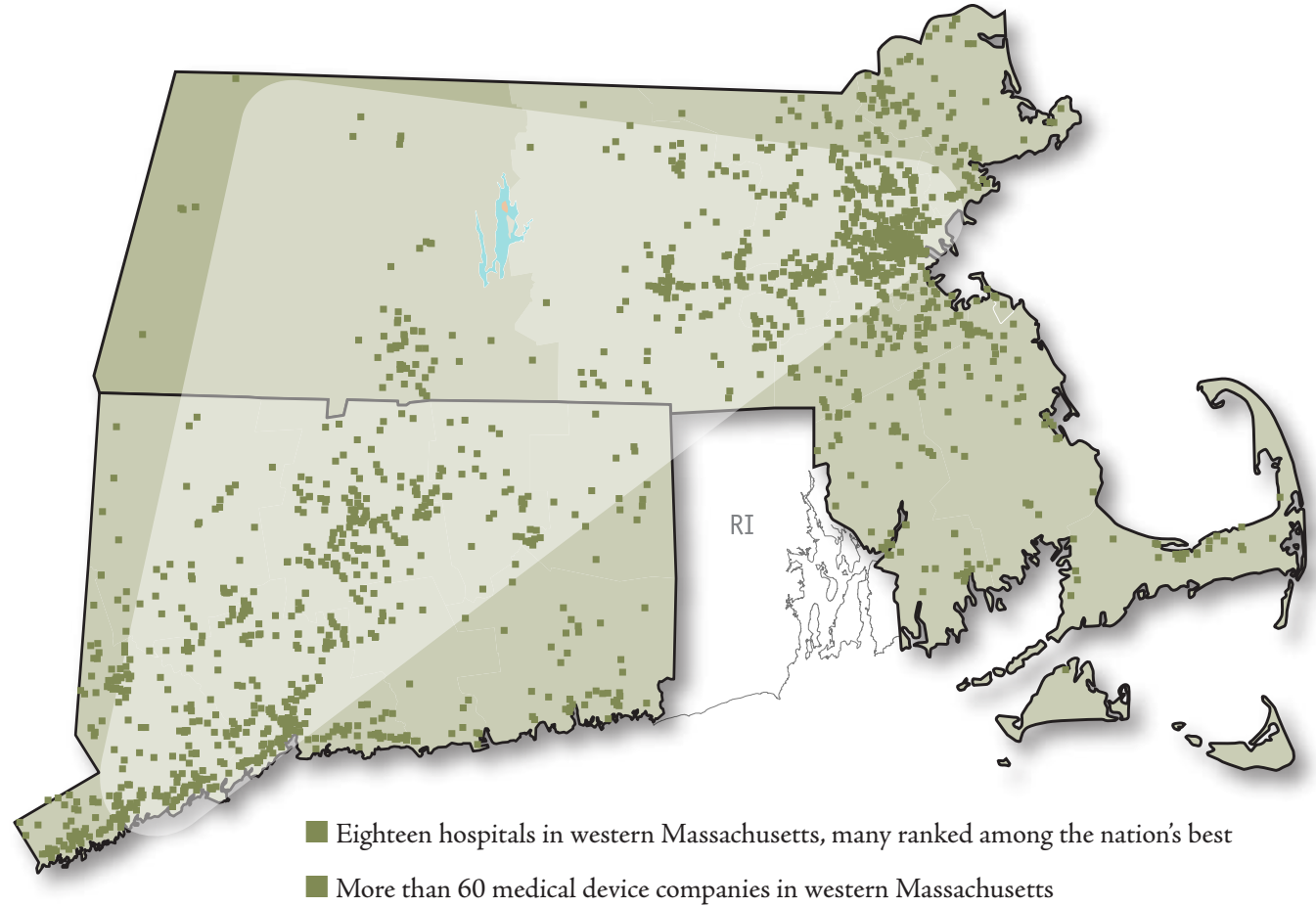
Source: D&B Sales & Marketing Solutions, 2011

A Hub of Health Care and Related Industries

■ *Western Massachusetts has one of the highest concentrations of health care related employment in the nation and a well-funded, rapidly expanding biomedical research sector.*

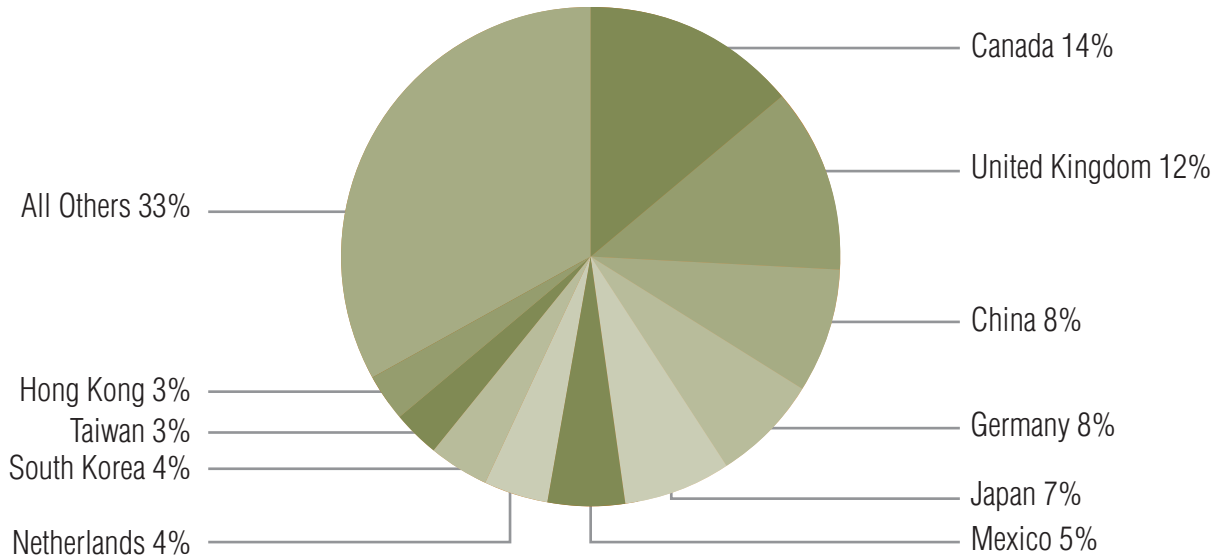


Western Massachusetts Is Within a National Biomedical Hub

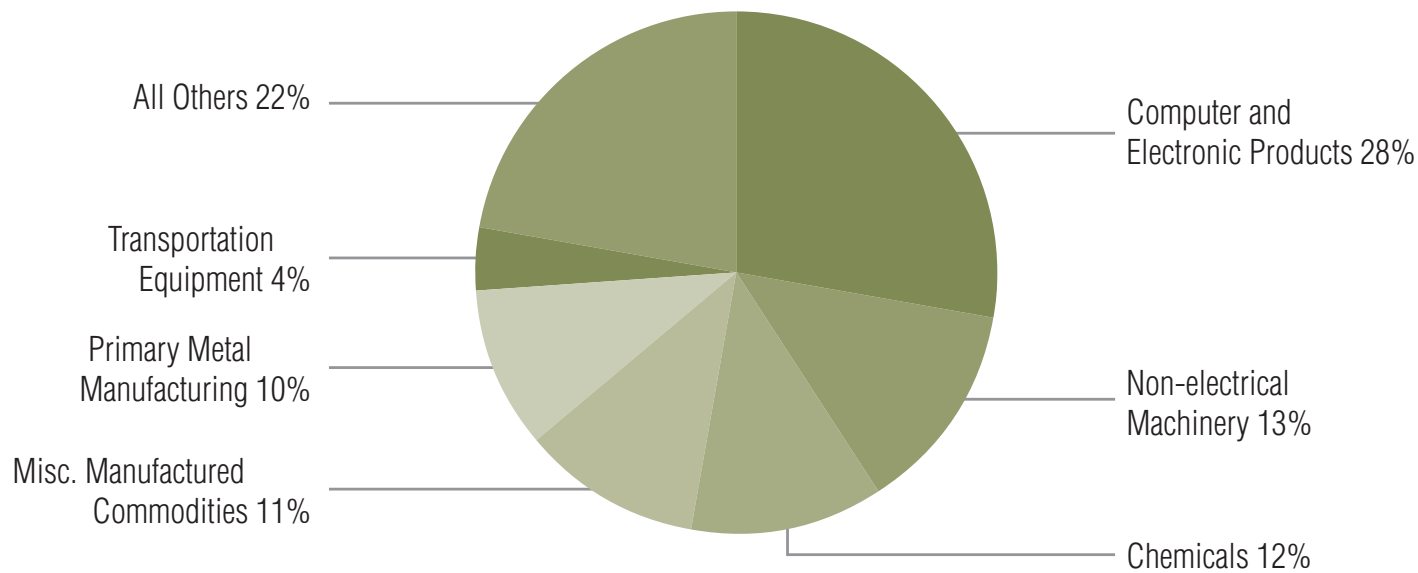


Exports from Massachusetts

Trading Partners



Exports by Product



Computers and Electronics Lead Massachusetts' Exports

■ *European nations and Canada are the commonwealth's largest trading partners, with the growing markets of Asia now purchasing 25 percent of Massachusetts' products and services.*



Sources: Office of Trade and Industry Information (OTII), Manufacturing and Services, International Trade Administration, U.S. Department of Commerce, 2012

Outstanding Employers Span the Region

■ Large employers in western Massachusetts are from multiple industries, primarily education, health care, financial services, retail and manufacturing.



Major Employers in Western Massachusetts

Health Services	Location	Employees
Baystate Health	Springfield	10,000
Sisters of Providence	Springfield	3,400
Berkshire Health Systems	Pittsfield	3,000
Cooley Dickinson Hospital	Northampton	1,680
Holyoke Medical Center	Holyoke	1,223
Center for Human Development	Springfield	1,113
Wing Memorial Hospital	Palmer	826
Baystate Franklin Medical Center	Greenfield	800
Noble Hospital	Westfield	612
Northern Adams Regional Hospital	North Adams	460
Parkview Specialty Hospital	Springfield	363
Baystate Mary Lane Hospital	Ware	334

Educational Services	Location	Employees
UMass Amherst	Amherst	7,900
Westfield State University	Westfield	1,800
Mount Holyoke College	South Hadley	1,000
Smith College	Northampton	1,000
Springfield College	Springfield	1,000
Williams College	Williamstown	1000+
Holyoke Community College	Holyoke	950
Springfield Technical Community College	Springfield	880
Western New England University	Springfield	860
Hillcrest Education Centers	Pittsfield	500+
Hampshire College	Amherst	501
Greenfield Community College	Greenfield	499
Berkshire Community College	Pittsfield	482

Financial Services	Location	Employees
MassMutual	Springfield	6,200
TD Bank	Springfield	621
Berkshire Bank	Pittsfield	400+
Berkshire Life Insurance	Pittsfield	400+
Liberty Mutual Group	Springfield	350

Fortune 500 Companies in Massachusetts

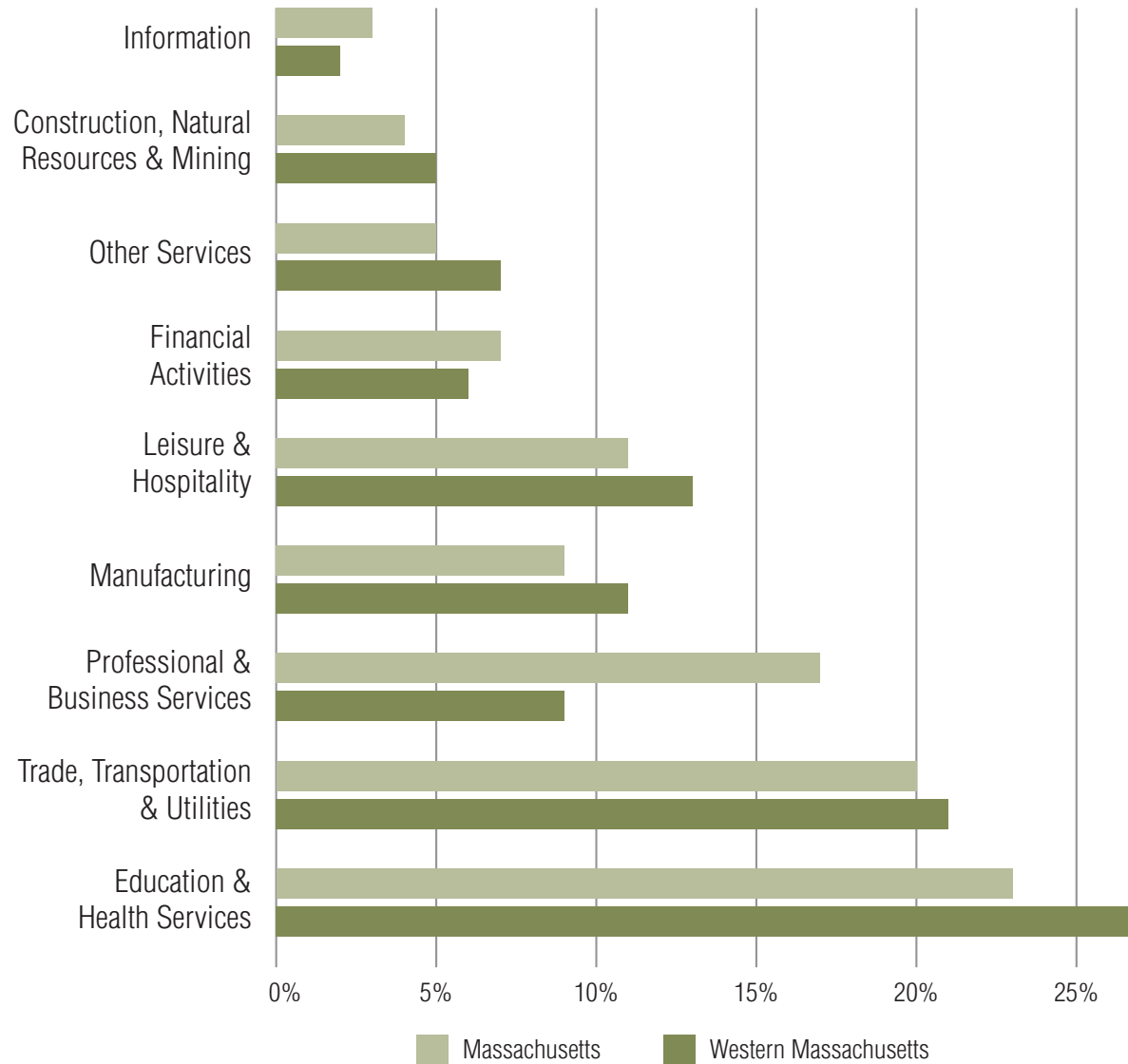
Liberty Mutual	Boston	Global Partners	Waltham
Staples	Framingham	Thermo Fisher Scientific	Waltham
Raytheon	Waltham	State Street Corp.	Boston
Mass Mutual	Springfield	Boston Scientific	Natick
TJX	Framingham	Biogen Idec	Weston
EMC	Hopkinton		

Retail/Wholesale Trade & Other	Location	Employees
Big Y	Springfield	9,200
Westover Air Reserve Base	Chicopee	2,400
Friendly's Ice Cream Corp	Wilbraham	1,700
Yankee Candle	Greenfield	1,500
Servicenet Inc.	Northampton	1,125
Verizon	Springfield	1,000
Peter Pan Bus Lines	Springfield	767
Jiminy Peak the Mountain Resort	Hancock	700+
The Loomis Communities	South Hadley	600
Berkshire County ARC	Pittsfield	594
Canyon Ranch in the Berkshires	Lenox	527
F.L. Roberts & Co. Inc.	Springfield	500
The Republican	Springfield	500
Country Curtains	Stockbridge	500+
Kripalu Center for Yoga & Health	Lenox	469
J. Polep Distribution Services	Chicopee	430
ISO New England	Holyoke	400
The Sandri Companies	Greenfield	400
Bay State Gas	Springfield	300
Farmland Foods Inc.	Springfield	300
Petricca Industries	Pittsfield	300
Western Massachusetts Electric Co.	Springfield	300
Avery Dennison Corp.	Chicopee	250

Manufacturing	Location	Employees
Hasbro	East Longmeadow	1,200
Crane & Company	Dalton	1,000+
General Dynamics Advanced Info Systems	Pittsfield	1,000
Smith & Wesson	Springfield	900
Lenox Industrial Tools	East Longmeadow	730
Callaway Golf Ball Operations Inc.	Chicopee	500
Berry Plastics Corp	Easthampton	530
Solutia Inc.	Springfield	514
Mestek Inc.	Westfield	400
Kollmorgen Electro-Optical	Northampton	350
National Envelope Westfield	Westfield	350
OMG Inc.	Agawam	300
Sabic Innovation Plastic	Pittsfield	300
Berkshire Industries	Westfield	250

Sources: Business West 2011-2012 Resource Guide; Berkshire Chamber of Commerce; www.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 from the Massachusetts Department of Labor and Workforce Development

Percentage of Employment in Key Industries



Sources: U.S. Bureau of Labor Statistics, Massachusetts Executive Office of Labor and Workforce Development
 Western Massachusetts consists of totals for all four counties (Berkshire, Hampden, Hampshire, Franklin).
 Employment is by place of work. Government jobs are also in education and health care.

Western Massachusetts Has a Diverse Employment Mix

■ *Private employment in western Massachusetts is more concentrated in “Eds and Meds” than the state as a whole, as well as in leisure and hospitality employment, indicative of the many recreational attractions in the area.*



The Region Offers Room for Business Growth

■ *Western Massachusetts has many affordable sites suitable for growing businesses, including numerous industrial parks.*

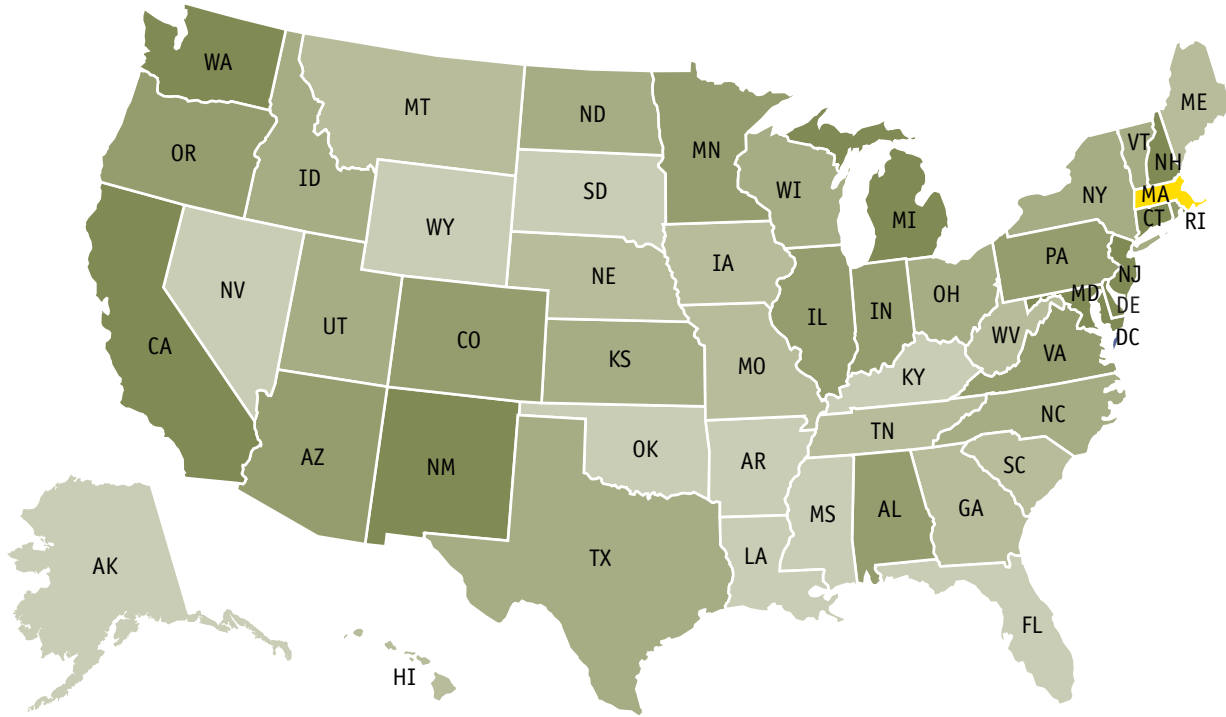


The Region's Sites and Industrial Parks

Site or Industrial Park	Town	Acreage
Ludlow Mills	Ludlow	170
Westover Metropolitan Airport	Chicopee	110
Chicopee River Business Park	Chicopee	97.8
William Stanley Business Park	Pittsfield	52
Randall Pond	Orange	45
Greylock Industrial	Lee	45
Crossroads Development Park	Holyoke	43
Clark Industrial Park	Westfield	40
Quarry Hill Business Park	Lee	38
University Park – Hadley	Hadley	31.1
Northampton Business and Industrial Park	Northampton	30
Springfield Smith & Wesson Industrial Park	Springfield	20
Westover Airpark East	Ludlow	19
Westover Airpark West	Chicopee	18
Southampton Road Industrial Center	Westfield	15
Laurel Mill	Lee	15
Agawam Regional Industrial Park	Agawam	13
Westover Airpark North	Chicopee	11
Airport Industrial Park	Turners Falls	10
Deer Park Industrial Center	East Longmeadow	9.2
Ashuelot Park	Dalton	6
Interstate 91 Industrial Park	Greenfield	5
180 Progress Ave	Springfield	3
STCC Technology Park	Springfield	2.5
Greenfield Corporate Center	Greenfield	2

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

Business R&D per Capita



Rank	State	R&D per Capita
1	Connecticut	3,162
2	Massachusetts	3,050
3	Maryland	2,849
4	New Mexico	2,836
5	Washington	2,444
6	New Jersey	2,348
7	California	2,158
8	New Hampshire	1,893
9	Delaware	1,757
10	Michigan	1,570
11	Virginia	1,417
12	Minnesota	1,253
13	Oregon	1,240
14	Rhode Island	1,173
15	Colorado	1,135
16	Arizona	1,081
17	Pennsylvania	1,026
18	Alabama	1,014
19	Indiana	938
20	Illinois	929
21	Utah	895
22	North Carolina	892
23	Ohio	880
24	Vermont	872
25	Wisconsin	870
26	Idaho	868
27	New York	847
28	Texas	791
29	North Dakota	747
30	Kansas	707
31	Iowa	698
32	Missouri	646
33	Tennessee	605
34	Nebraska	536
35	Georgia	533
36	Hawaii	482
37	South Carolina	446
38	West Virginia	419
39	Montana	402
40	Maine	388
41	Alaska	372
42	Florida	342
43	Nevada	335
44	Kentucky	335
45	South Dakota	308
46	Oklahoma	272
47	Mississippi	271
48	Wyoming	271
49	Louisiana	261
50	Arkansas	254

U.S. Average 1,293

Companies in Massachusetts Innovate and Invest in Their Future

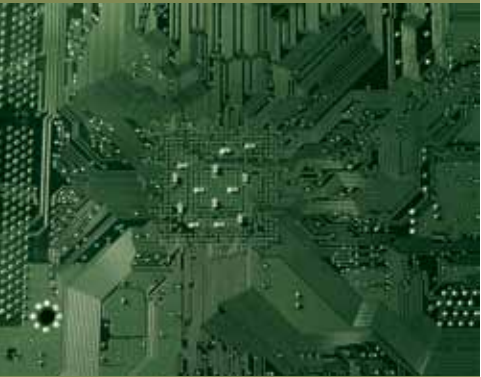
- Business R&D is a leading indicator of new technologies and high-tech startups.
- Massachusetts' R&D per capita figure of \$3,050 is more than twice the national average.



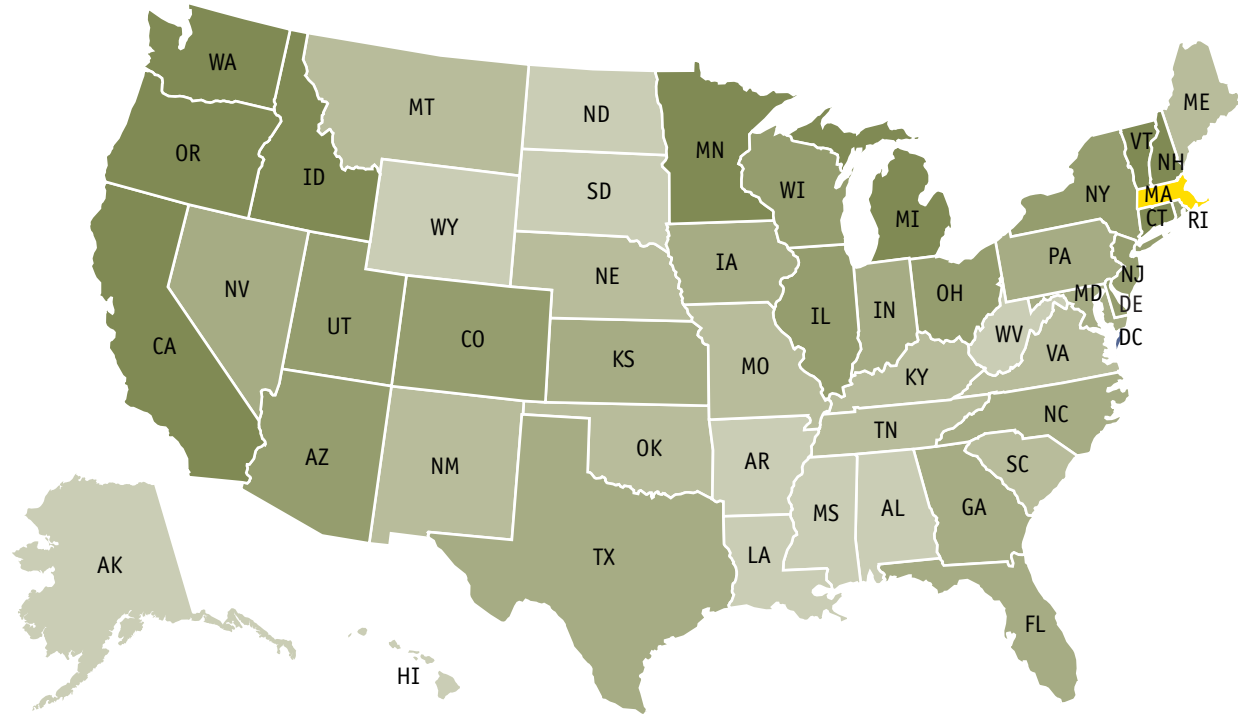
Source: National Science Foundation, Science and Engineering Indicators, 2012; U.S. Census and DataCore Partners calculations

Massachusetts Businesses Generate Ideas

- *Massachusetts' leadership in business R&D results in many new patents.*
- *The commonwealth's rate of patents exceeds the national average by 85 percent.*



Patents per 100,000 Workers

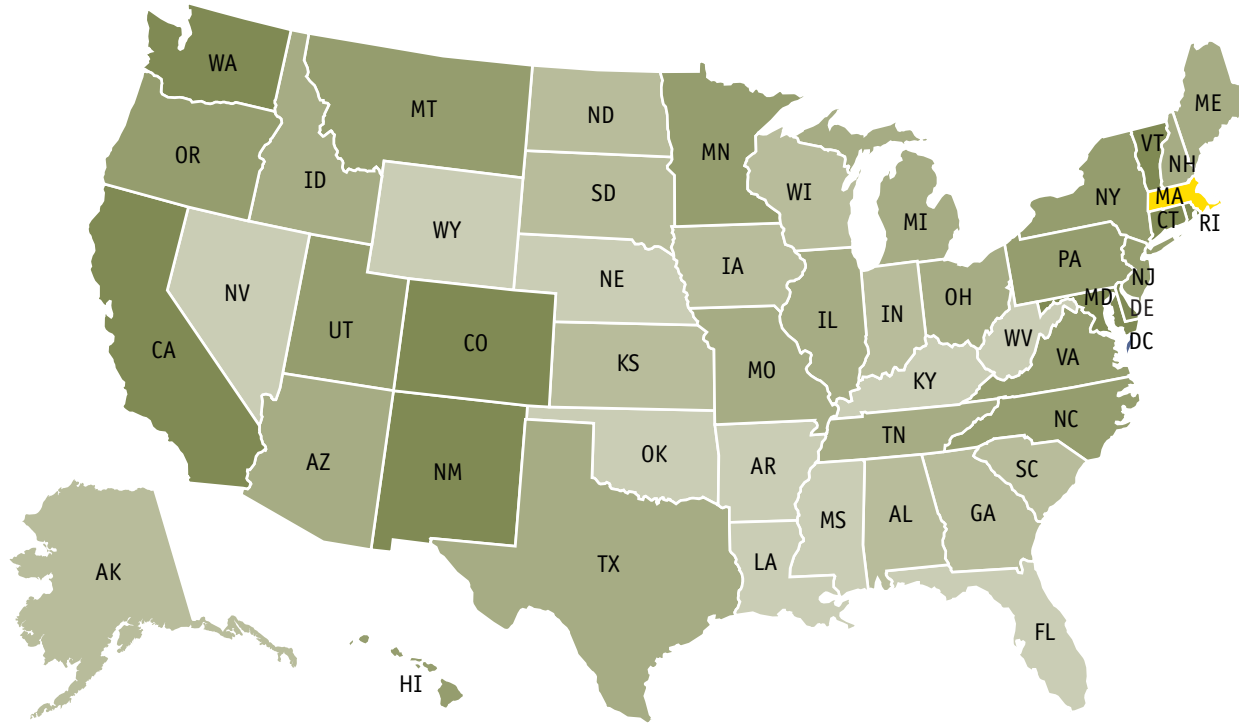


Rank	State	Patents per 100,000 Workers
1	California	218.7
2	Washington	186.7
3	Idaho	179.5
4	Vermont	178.9
5	Massachusetts	172.1
6	Minnesota	158.0
7	Oregon	146.6
8	Connecticut	130.6
9	New Hampshire	128.5
10	Michigan	111.7
11	New Jersey	110.9
12	Delaware	109.5
13	Colorado	106.3
14	Utah	100.6
15	Arizona	93.5
16	New York	90.3
17	Illinois	81.1
18	Wisconsin	78.6
19	Ohio	76.8
20	Rhode Island	76.3
21	Texas	76.2
22	North Carolina	73.5
23	Maryland	64.3
24	Pennsylvania	64.2
25	Kansas	60.3
26	Nevada	59.9
27	Iowa	57.9
28	Indiana	57.7
29	Georgia	56.9
30	Florida	52.8
31	New Mexico	51.2
32	Virginia	47.4
33	South Carolina	43.3
34	Tennessee	40.7
35	Missouri	37.9
36	Oklahoma	34.1
37	Maine	34.0
38	Kentucky	30.8
39	Montana	26.7
40	Nebraska	26.2
41	South Dakota	26.1
42	Wyoming	25.9
43	North Dakota	24.1
44	Alabama	22.3
45	Hawaii	21.6
46	Louisiana	19.3
47	Arkansas	16.2
48	Mississippi	15.8
49	West Virginia	14.5
50	Alaska	9.7

U.S. Average 92.7

Source: U.S. Patent and Trademark Office, Bureau of Labor Statistics, 2012

Scientists and Engineers per 100,000 Employees



Science, Technology and Engineering Drive Massachusetts' Innovation

■ Scientists and engineers are critical components of Massachusetts' high-tech, knowledge-based workforce, with a concentration more than twice the national average.

Rank	State	Scientists & Engineers per 100,000 Emp.
1	Maryland	1,103
2	Massachusetts	1,090
3	New Mexico	970
4	Delaware	791
5	California	681
6	Connecticut	653
7	Washington	628
8	Rhode Island	608
9	Vermont	601
10	Colorado	581
11	Virginia	579
12	New York	564
13	New Jersey	552
14	Hawaii	540
15	Oregon	538
16	Pennsylvania	528
17	North Carolina	512
18	Montana	491
19	Minnesota	471
20	Utah	464
21	New Hampshire	463
22	Idaho	461
23	Illinois	427
24	Michigan	424
25	Ohio	409
26	Maine	388
27	Tennessee	380
28	Texas	378
29	Missouri	377
30	Arizona	366
31	Alaska	365
32	Indiana	364
33	Wisconsin	361
34	Iowa	352
35	Georgia	348
36	South Carolina	344
37	North Dakota	330
38	Kansas	322
39	Alabama	321
40	South Dakota	320
41	Mississippi	303
42	Nebraska	297
43	Oklahoma	290
44	Louisiana	273
45	Kentucky	268
46	West Virginia	265
47	Florida	256
48	Nevada	249
49	Wyoming	245
50	Arkansas	207

U.S. Average 496



Source: National Science Foundation, Science and Engineering Indicators, 2012; U.S. Census Department, DataCore Partners calculations

Western Massachusetts is Poised to Excel

■ *Massachusetts continues to rank first in this key national index among all states, as it has in five previous reports over the past 15 years.*



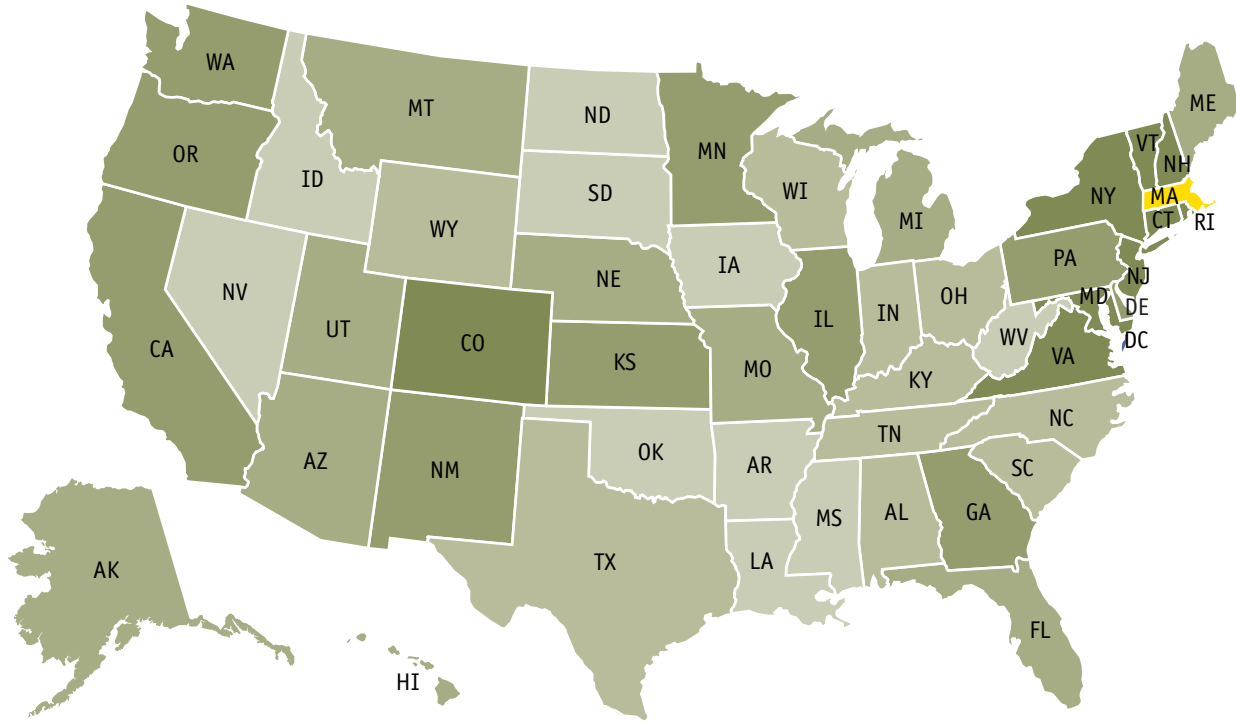
Massachusetts Leads the Nation in 'New Economy' Metrics

Indicators	Rank
OVERALL	1st
Managerial, Professional & Technical Jobs	1st
Workforce Education	1st
High-Tech Jobs	1st
Health IT	2nd
Migration of US Knowledge Workers	2nd
Fast Growing Firms	2nd
Broadband Telecommunication	2nd
Venture Capital	2nd
Online Agriculture	3rd
Initial Public Offerings	3rd
Scientists & Engineers	3rd
Non-industry Investment in R&D	4th
Inventor Patents	5th
Information Technology Jobs	5th
Foreign Direct Investment	6th
Industry Investment in R&D	8th
Patents	9th
High Wage Traded Services	9th
Online Population	11th
Immigration of Knowledge Workers	12th

■ Among all 50 states, Massachusetts placed in the top quartile in 20 of the index's 26 metrics, plus ranked first or second in eight education and job-quality indicators.

Source: The Information Technology & Innovation Foundation, 2012

Adults with Master's, Professional or Doctoral Degrees



Achievement is a Hallmark of Western Massachusetts

■ About 1.1 million people in Massachusetts hold an advanced college degree, a concentration 63 percent greater than the nation.

■ These nation-leading educational achievement levels result in high productivity and income.

Rank	State	Advanced Degrees (%)
1	Massachusetts	16.7
2	Maryland	16.4
3	Connecticut	15.3
4	Virginia	14.2
5	New York	14.0
6	New Jersey	13.3
7	Vermont	13.3
8	Colorado	13.0
9	New Hampshire	12.4
10	Rhode Island	12.2
11	Illinois	11.5
12	Delaware	11.3
13	Washington	11.1
14	California	11.0
15	New Mexico	10.8
16	Kansas	10.5
17	Oregon	10.5
18	Pennsylvania	10.4
19	Minnesota	10.3
20	Georgia	9.8
21	Hawaii	9.6
22	Michigan	9.6
23	Maine	9.5
24	Missouri	9.5
25	Alaska	9.4
26	Utah	9.4
27	Arizona	9.2
28	Florida	9.2
29	Montana	9.0
30	Nebraska	9.0
31	Wisconsin	9.0
32	Ohio	8.9
33	South Carolina	8.8
34	North Carolina	8.7
35	Texas	8.6
36	Tennessee	8.5
37	Wyoming	8.4
38	Indiana	8.1
39	Kentucky	8.1
40	Alabama	8.0
41	Iowa	7.9
42	North Dakota	7.9
43	Idaho	7.7
44	South Dakota	7.7
45	Oklahoma	7.5
46	Nevada	7.4
47	Mississippi	7.1
48	Louisiana	7.0
49	West Virginia	6.6
50	Arkansas	6.3

U.S. Average 10.4



Source: CQ Press, State Fact Finder Series, 2012, from U.S. Census, American Community Survey

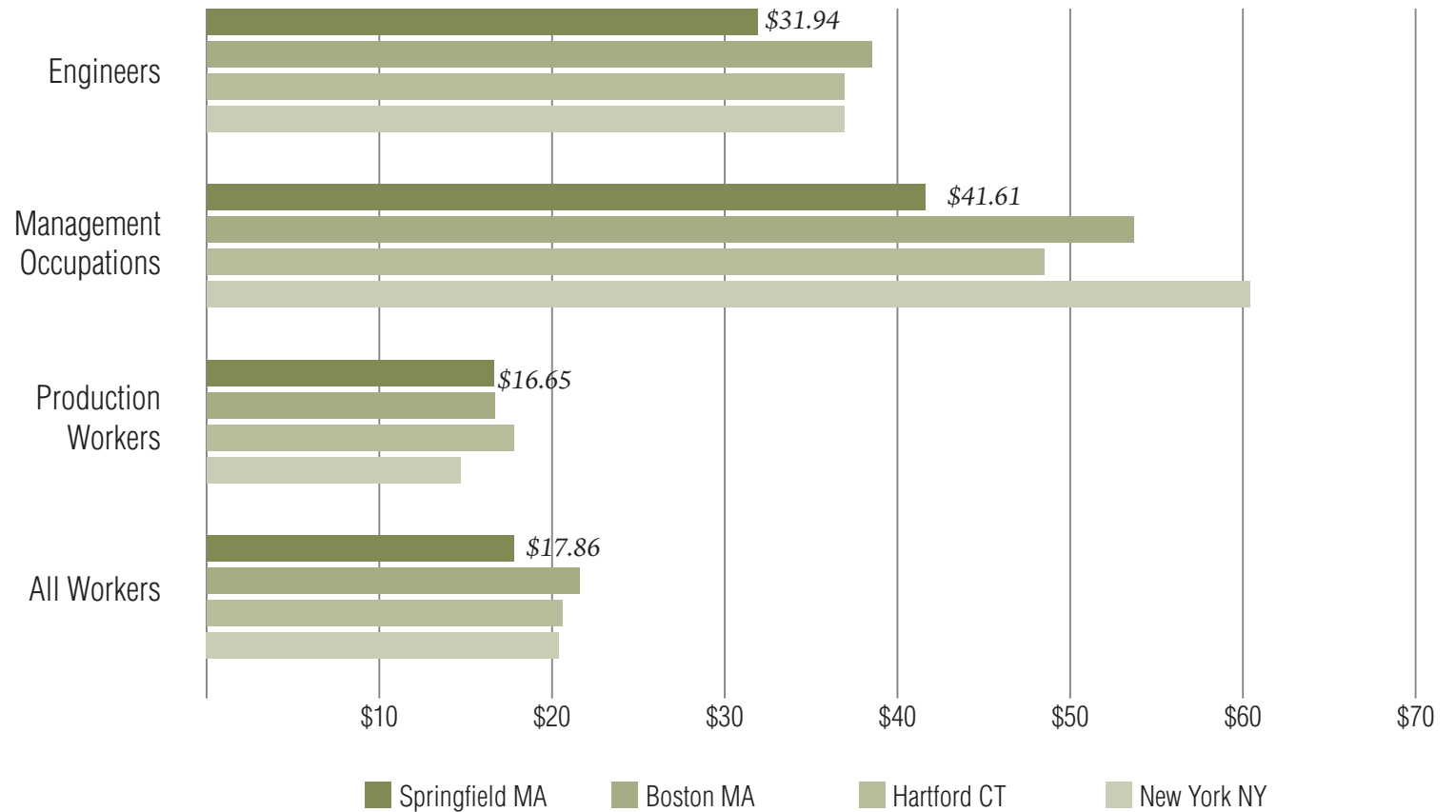
EDUCATION & PRODUCTIVITY

Western Massachusetts Has a Lower-Cost Workforce

■ Highly skilled talent can be employed for less in the western Massachusetts marketplace.

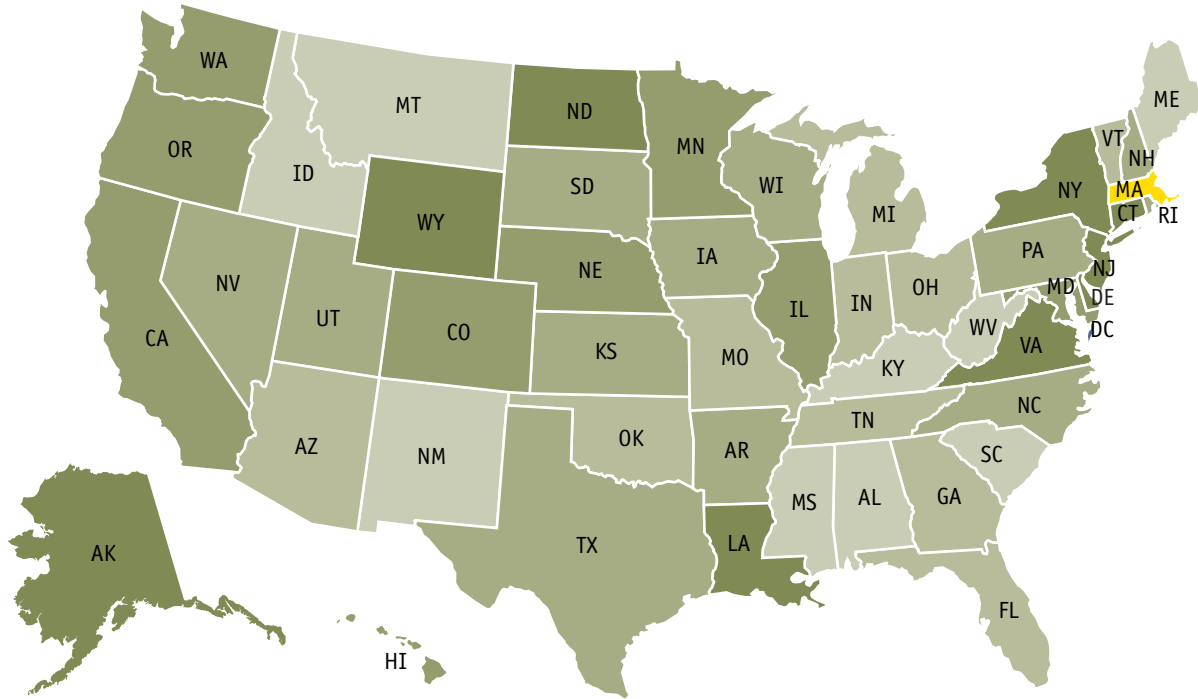


Average Hourly Wage by Occupation



Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics, May 2011 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates

Per Capita Gross State Product



Massachusetts' Residents Are Highly Productive

■ Massachusetts' skilled workforce generates a per capita gross state product that is 24 percent above the national average.

Rank	State	GSP per Capita (\$)
1	Delaware	72,486
2	Alaska	71,087
3	Wyoming	66,209
4	Connecticut	64,258
5	New York	59,489
6	Massachusetts	59,472
7	North Dakota	58,965
8	New Jersey	55,207
9	Louisiana	54,148
10	Virginia	52,974
11	Minnesota	52,707
12	Illinois	52,119
13	Washington	51,988
14	California	51,971
15	Maryland	51,662
16	Colorado	51,655
17	Nebraska	51,101
18	Texas	50,950
19	Oregon	50,297
20	Hawaii	48,727
21	South Dakota	48,681
22	Iowa	48,652
23	New Hampshire	48,214
24	Nevada	47,870
25	Rhode Island	47,647
26	Kansas	45,598
27	North Carolina	45,551
28	Pennsylvania	45,424
29	Wisconsin	44,613
30	Utah	44,186
31	Georgia	42,683
32	Indiana	42,678
33	Ohio	41,920
34	Tennessee	41,623
35	Missouri	41,514
36	Vermont	41,353
37	Oklahoma	40,872
38	Arizona	39,868
39	Florida	39,578
40	Michigan	39,008
41	Maine	38,839
42	New Mexico	38,139
43	Montana	38,059
44	Kentucky	37,717
45	Idaho	36,547
46	Alabama	36,047
47	Arkansas	36,027
48	West Virginia	36,015
49	South Carolina	35,430
50	Mississippi	32,839
U.S. Average		48,079



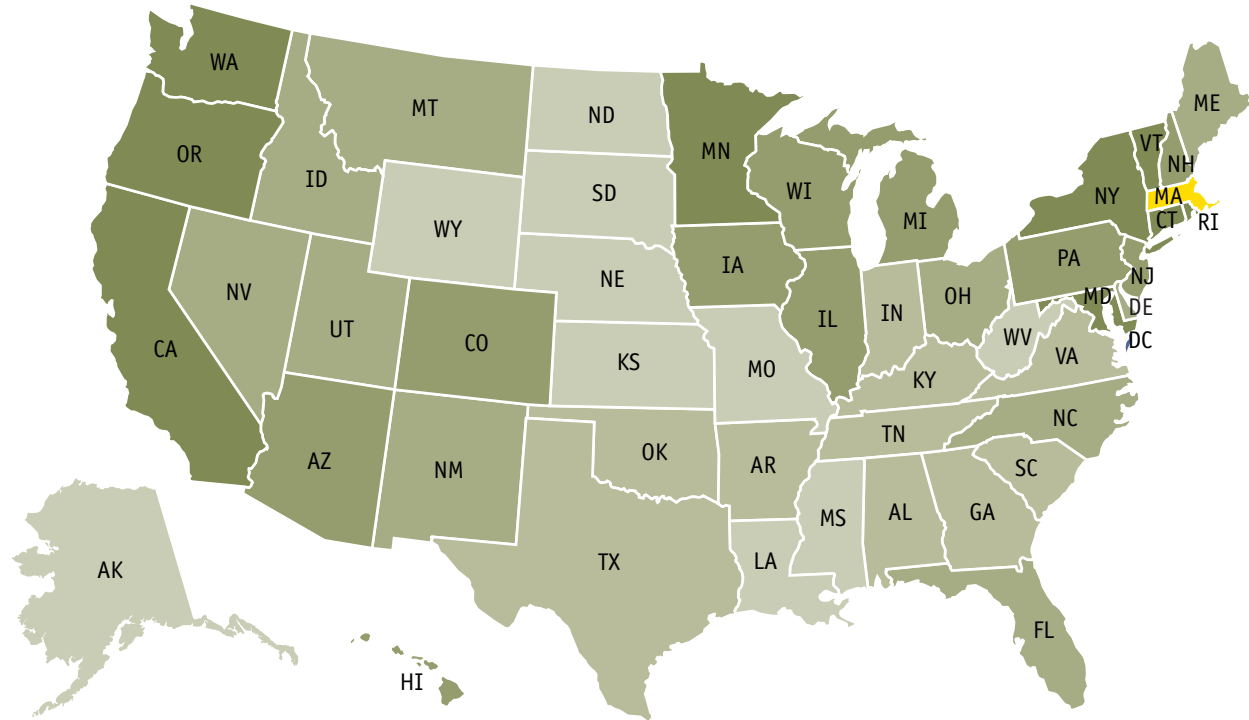
Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2011

Generous Incentives Help Companies and Residents Save Money

■ *Massachusetts helps businesses and homeowners afford the latest, most energy-efficient appliances and machinery, boosting productivity and profits while protecting the environment by minimizing wasteful practices.*



Massachusetts is the Nation's Leader in Energy Efficiency

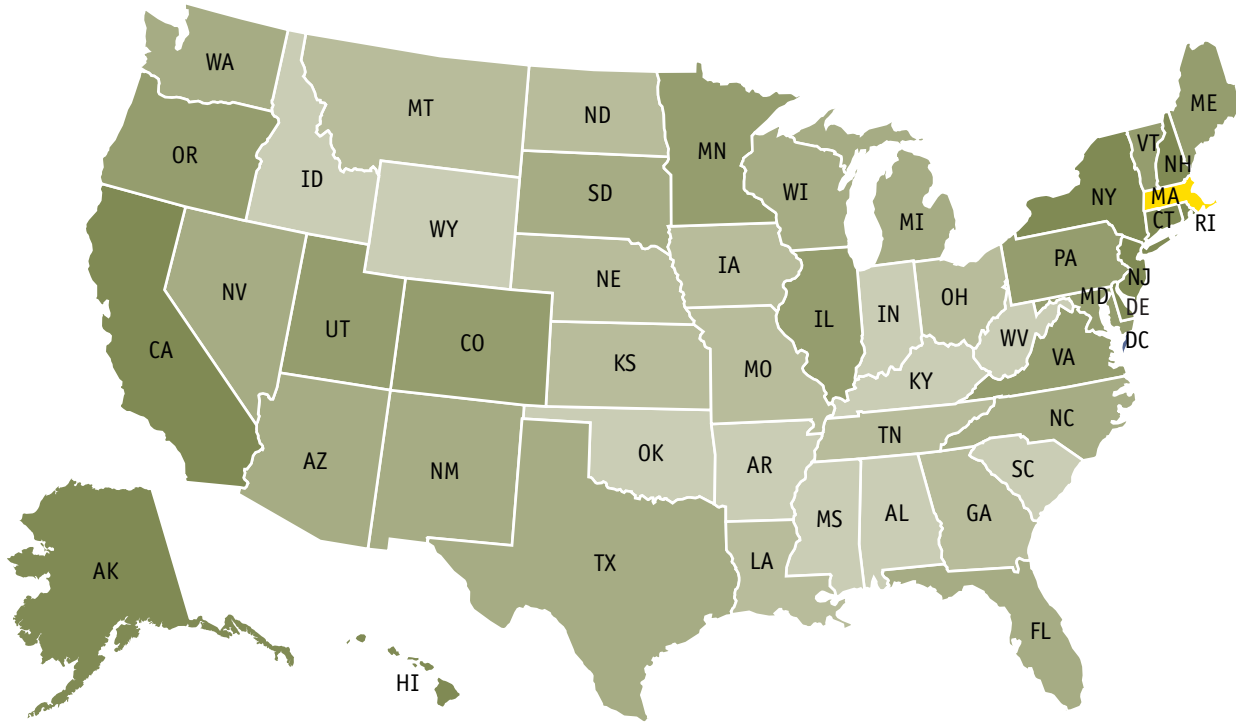


Rank	State	Score	Rank	State	Score	Rank	State	Score	Rank	State	Score			
1	Massachusetts	43.5	11	Iowa	26.5	21	Utah	20.0	31	Tennessee	15.0	41	Nebraska	9.5
2	California	40.5	12	Arizona	26.5	22	Idaho	19.5	32	Georgia	14.0	42	Louisiana	9.0
3	New York	39.0	13	Michigan	25.5	23	North Carolina	19.5	33	Indiana	14.0	43	Missouri	9.0
4	Oregon	37.5	14	Colorado	25.0	24	Ohio	19.5	34	Texas	14.0	44	Kansas	8.5
5	Vermont	35.5	15	Illinois	25.0	25	Maine	19.0	35	Kentucky	13.5	45	Alaska	8.0
6	Connecticut	34.5	16	New Jersey	24.5	26	Montana	19.0	36	Arkansas	13.0	46	South Dakota	8.0
7	Rhode Island	33.0	17	Wisconsin	22.5	27	Delaware	18.5	37	Virginia	13.0	47	Wyoming	6.5
8	Washington	32.0	18	Hawaii	22.0	28	New Mexico	18.5	38	Oklahoma	11.0	48	West Virginia	6.0
9	Maryland	30.0	19	New Hampshire	22.0	29	Florida	17.5	39	Alabama	10.5	49	North Dakota	4.0
10	Minnesota	30.0	20	Pennsylvania	21.5	30	Nevada	16.5	40	South Carolina	10.5	50	Mississippi	2.5

U.S. Average 19.7

Source: American Council for an Energy Efficient Economy (ACEEE), 2012 State Energy Efficiency Scorecard

Gross State Product per Megawatt Hour



Massachusetts Companies Get More for Their Electric Dollar

■ High productivity on display – the commonwealth’s performance on this metric is 76 percent better than the national average.

Rank	State	GSP per Megawatt Hour
1	Alaska	8,129
2	New York	8,039
3	Connecticut	7,706
4	California	7,478
5	Massachusetts	7,050
6	Hawaii	6,725
7	Rhode Island	6,478
8	New Jersey	6,336
9	New Hampshire	5,847
10	Delaware	5,726
11	Colorado	4,944
12	Maryland	4,734
13	Illinois	4,694
14	Vermont	4,668
15	Maine	4,519
16	Utah	4,313
17	Oregon	4,128
18	Minnesota	4,111
19	Pennsylvania	3,891
20	Virginia	3,891
21	Nevada	3,844
22	Washington	3,789
23	Wisconsin	3,714
24	Michigan	3,667
25	Texas	3,478
26	Arizona	3,449
27	New Mexico	3,446
28	South Dakota	3,435
29	North Carolina	3,356
30	Florida	3,351
31	Iowa	3,263
32	Kansas	3,212
33	Nebraska	3,173
34	Ohio	3,127
35	Georgia	3,072
36	Missouri	2,962
37	North Dakota	2,936
38	Louisiana	2,868
39	Montana	2,755
40	Tennessee	2,646
41	Indiana	2,628
42	Oklahoma	2,589
43	Idaho	2,489
44	Arkansas	2,208
45	Wyoming	2,160
46	West Virginia	2,139
47	South Carolina	2,060
48	Mississippi	1,982
49	Alabama	1,945
50	Kentucky	1,841
U.S. Average		3,995

Sources: U.S. Department of Energy, U.S. Bureau of Economic Analysis, 2009

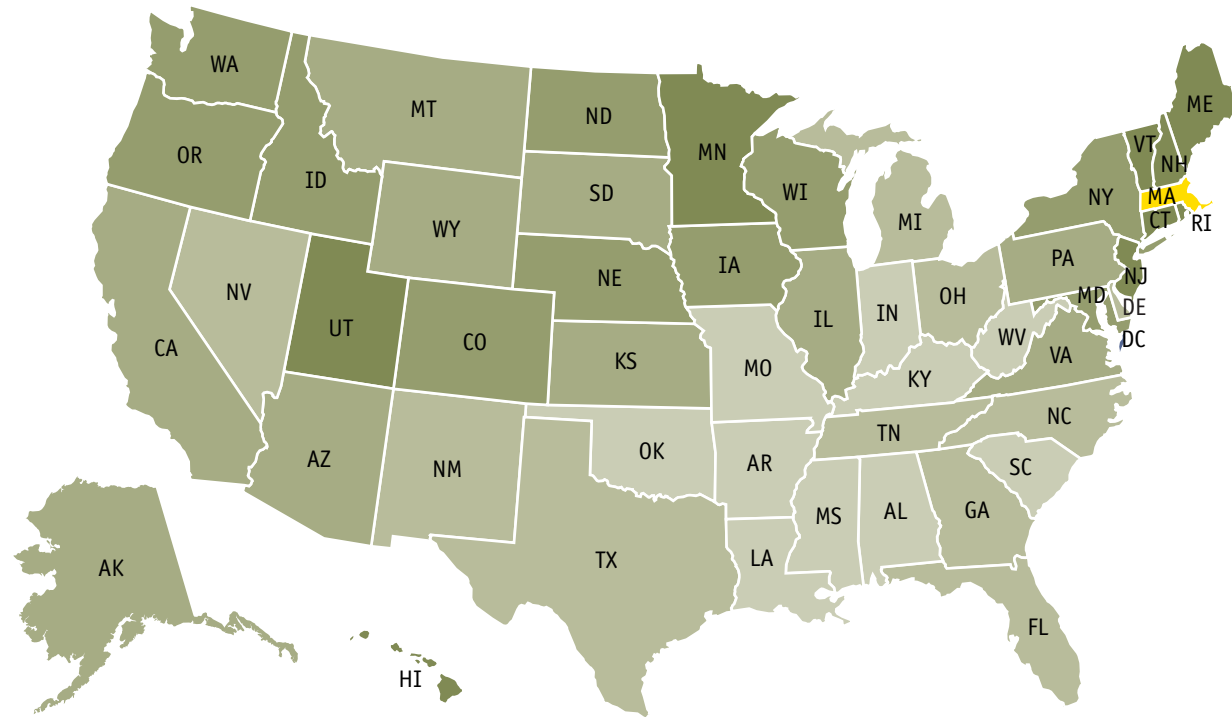


Massachusetts Residents Are Among the Healthiest in the Nation

Ranked the fourth healthiest state in the nation, Massachusetts residents take care of themselves and each other.



State Health Rankings



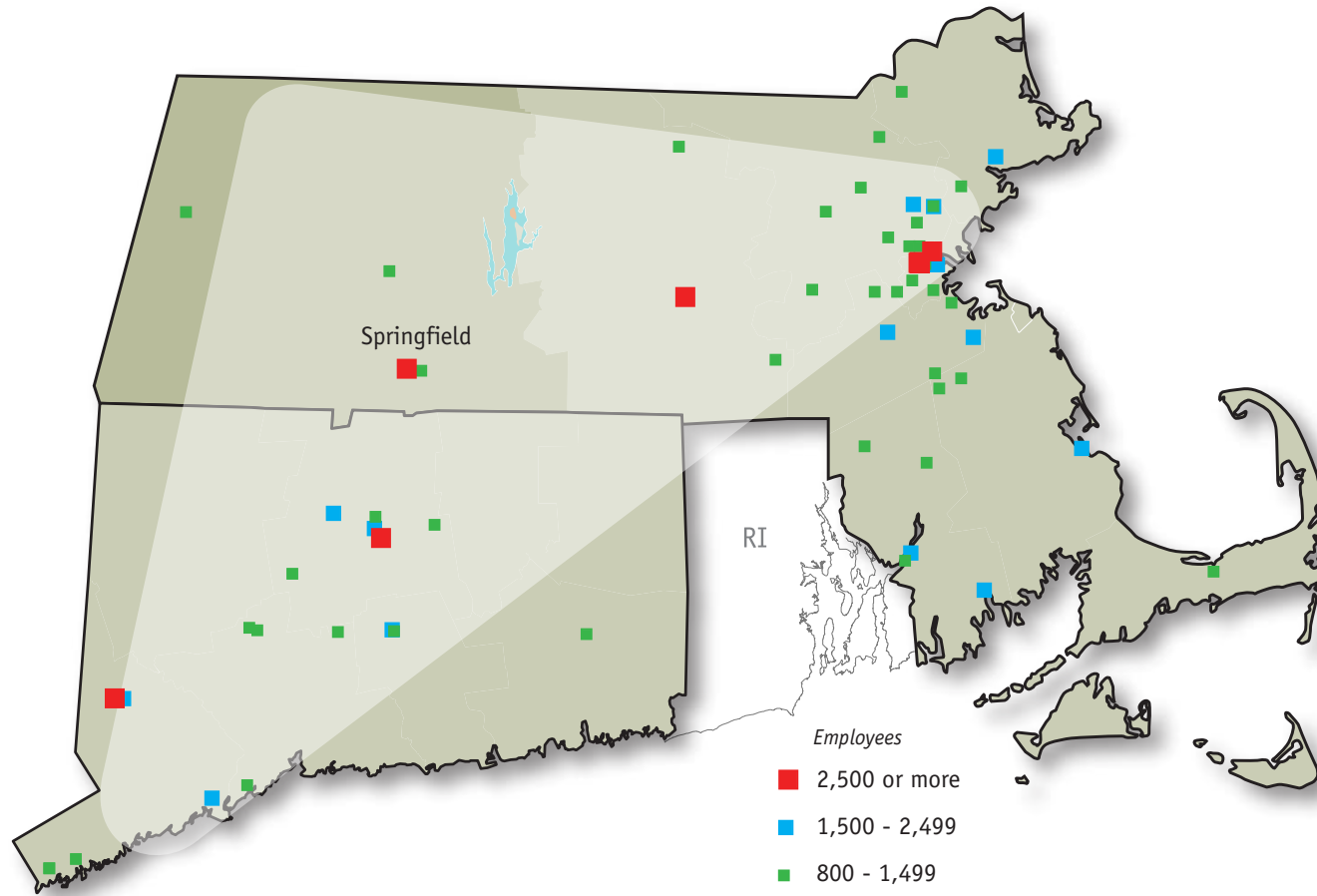
Rank	State	Score*
1	Vermont	1.20
2	Hawaii	0.98
3	New Hampshire	0.90
4	Massachusetts	0.88
5	Minnesota	0.82
6	Connecticut	0.82
7	Utah	0.81
8	New Jersey	0.64
9	Maine	0.62
10	Rhode Island	0.59
11	Colorado	0.55
11	North Dakota	0.54
13	Oregon	0.53
13	Washington	0.53
15	Nebraska	0.51
16	Wisconsin	0.49
17	Idaho	0.43
18	New York	0.40
19	Maryland	0.34
20	Iowa	0.30
21	Virginia	0.27
22	California	0.26
23	Wyoming	0.24
24	Kansas	0.15
25	Arizona	0.14
26	Pennsylvania	0.10
27	South Dakota	0.09
28	Alaska	0.08
29	Montana	0.04
30	Illinois	-0.06
31	Delaware	-0.06
32	New Mexico	-0.07
33	North Carolina	-0.11
34	Florida	-0.14
35	Ohio	-0.25
36	Georgia	-0.26
37	Michigan	-0.27
38	Nevada	-0.28
39	Tennessee	-0.32
40	Texas	-0.33
41	Indiana	-0.34
42	Missouri	-0.40
43	Oklahoma	-0.46
44	Kentucky	-0.47
45	Alabama	-0.52
46	South Carolina	-0.54
47	West Virginia	-0.66
48	Arkansas	-0.72
49	Louisiana	-0.94
50	Mississippi	-0.94

U.S. Average 0.00

Source: America's Health Rankings, United Health Foundation, 2012

*Scores indicate the weighted number of standard deviations a state is above or below the national norm.

Large, Quality Hospitals Serve Area Companies and Residents



In addition to top-ranked Baystate Medical Center more than 70 other highly regarded hospitals and medical centers are located in western Massachusetts, including:

- Sisters of Providence Health System
- Berkshire Health Systems
- Cooley Dickinson Hospital
- Holyoke Medical Center

Additional nationally ranked hospitals are just a short drive from western Massachusetts. The largest include:

- UMass Memorial Medical Center, Worcester, Mass.
- Beth Israel Deaconess Medical Center, Boston, Mass.
- Hartford Hospital, Hartford, Conn.
- Massachusetts General Hospital, Boston, Mass.
- Boston Children's Hospital, Boston, Mass.

Source: D&B Sales and Marketing Solutions, 2011
 Note: Hospitals employing 800 or more employees are shown.

Western Massachusetts Offers Ready Access to World-Class Health Care

■ Springfield, Mass., is home to Baystate Medical Center, a top-ranked academic and research hospital associated with Tufts University School of Medicine.

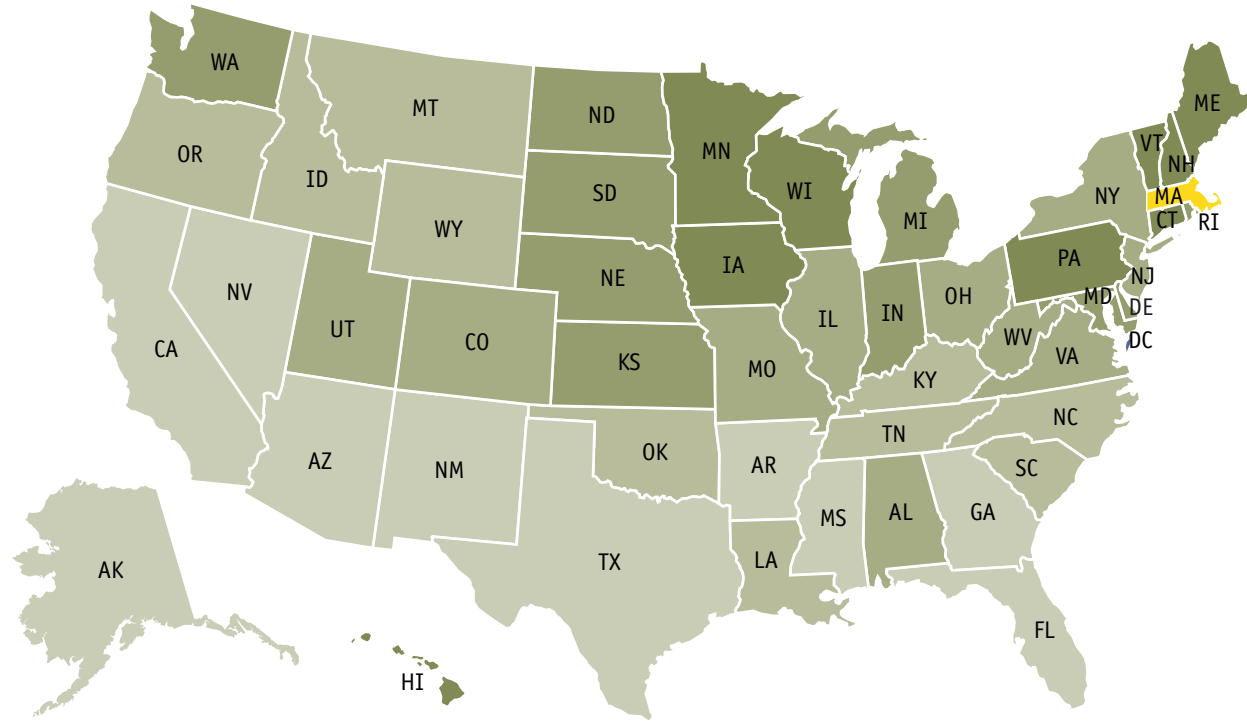


Massachusetts Residents Take Care to Insure Their Health

■ A leading-edge health care plan in Massachusetts gives residents a head start on others in the nation.



Percent of Population with Health Insurance



Rank	State	Insured (%)	Rank	State	Insured (%)	Rank	State	Insured (%)	Rank	State	Insured (%)
1	Massachusetts	95.0	11	Rhode Island	88.5	21	Ohio	87.1	31	Tennessee	85.3
2	Hawaii	92.5	12	Delaware	88.3	22	Virginia	87.1	32	Wyoming	84.7
3	Minnesota	91.3	13	North Dakota	88.3	23	Utah	86.8	33	Kentucky	84.5
4	Wisconsin	90.8	14	Nebraska	88.2	24	Missouri	86.3	34	Montana	83.7
5	Vermont	90.6	15	Kansas	87.5	25	Illinois	86.2	35	Oklahoma	83.7
6	Maine	90.1	16	Michigan	87.5	26	West Virginia	86.1	36	Oregon	83.5
7	New Hampshire	89.9	17	Maryland	87.4	27	New York	85.8	37	Idaho	83.4
8	Connecticut	89.5	18	Indiana	87.2	28	Colorado	85.7	38	North Carolina	83.3
9	Pennsylvania	89.5	19	South Dakota	87.2	29	Alabama	85.6	39	South Carolina	82.4
10	Iowa	89.3	20	Washington	87.2	30	New Jersey	85.6	40	Louisiana	82.0
									41	Alaska	81.7
									42	Arkansas	81.5
									43	Mississippi	81.3
									44	California	81.1
									45	Georgia	81.0
									46	Arizona	80.9
									47	Nevada	80.0
									48	Florida	79.3
									49	New Mexico	78.2
									50	Texas	75.2

U.S. Average 84.2

Source: CQ Press State Rankings, 2012, based on three-year average, 2008-2010



Make Our Special Place All Yours

In western Massachusetts, businesses are in the center of the Northeast's major markets while operating at lower costs, utilizing one of the nation's leading workforces and enjoying a more affordable, higher standard of living in any of our urban, suburban, rural or college town settings.

It is a place known for industry, innovation and bold intellectual ideas. For distinguished, leading-edge institutions of higher education. For an enviable lifestyle, free from big-city stress.

Take the next step! Find out how the business environment of western Massachusetts can prime your company for growth.

The Pioneer Valley

For information regarding business opportunities or site location assistance, contact Michael Graney, senior vice president for business development at the Economic Development Council of Western Massachusetts, at 413.755.1300 or mgraney@westernmassedc.com. Visit www.westernmassedc.com

Franklin County

For a relocation or recruitment packet, or general questions about the area, contact Ann Hamilton, president, Franklin County Chamber of Commerce, at 413.773.5463. Visit www.franklincc.org

The Berkshires

For more information about doing business or relocating to The Berkshires, contact Michael Supranowicz, president & CEO, Berkshire Chamber of Commerce, at 413.499.4000, ext. 114; or msupranowicz@berkshirechamber.com. Visit www.berkshire.org

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Naismith Memorial National
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