

Thrive looks at how Madison region rates against peers

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Economic Snapshot is a weekly feature provided by the



According to Thrive’s first “State of the Madison Region Report,” this area ranked highest among six regions in 2006 in the percentage of total employment in manufacturing. The Madison region ranked below average in the percentage of total employment in public administration.

Between 2000 and 2006, the Madison region fared better than all but one peer region in total growth in employment and retaining manufacturing jobs.

The Economic Snapshots this month will feature highlights from the Thrive report.

Thrive is the regional economic development enterprise for these eight counties: Columbia, Dane, Dodge, Iowa, Green, Jefferson, Rock and Sauk.

The report is intended to provide a measure of the

Thrive report
Week 1:
The region

economic, social, cultural and environmental health of the region, with comparisons to peer regions.

The following chart lists the peer regions. Each is a state capital and home to a major university, but not the primary metro region for that state.

Minneapolis/St. Paul and Austin, Texas, which often are used in comparisons with Madison, are absent. The Minneapolis metro area is the largest in Minnesota, accounting for almost 60 percent of the state’s population. The Austin region includes only 6 percent of the population of Texas and lacks the economic and political clout of Madison.

The complete report is available for free at: www.thrivehere.org/regionalmetrics.

Thrive: How Madison compares with other similar regions

Region	Population	Percent of state pop.	Pop. growth 2000-07
Columbia, S.C.	716,000	15%	10.6%
Columbus, Ohio	1,754,300	15%	8.8%
Lincoln, Neb.	342,300	19%	8%
Madison	977,500	17%	8.3%
Richmond, Va.	1,220,000	15%	11.2%
Salem, Ore.	925,000	25%	8.8%

SOURCE: U.S. Census population estimates, 2000-07