



Wisconsin Deferred Compensation Program

2010 Annual Statistical Report

For the calendar year ending December 31, 2010





The WDC in 2010 (\$ in millions)

Total Assets

Assets at December 31, 2010	\$2,637.35
Less assets at December 31, 2009	<u>\$2,269.95</u>
Asset change for the year	\$367.40

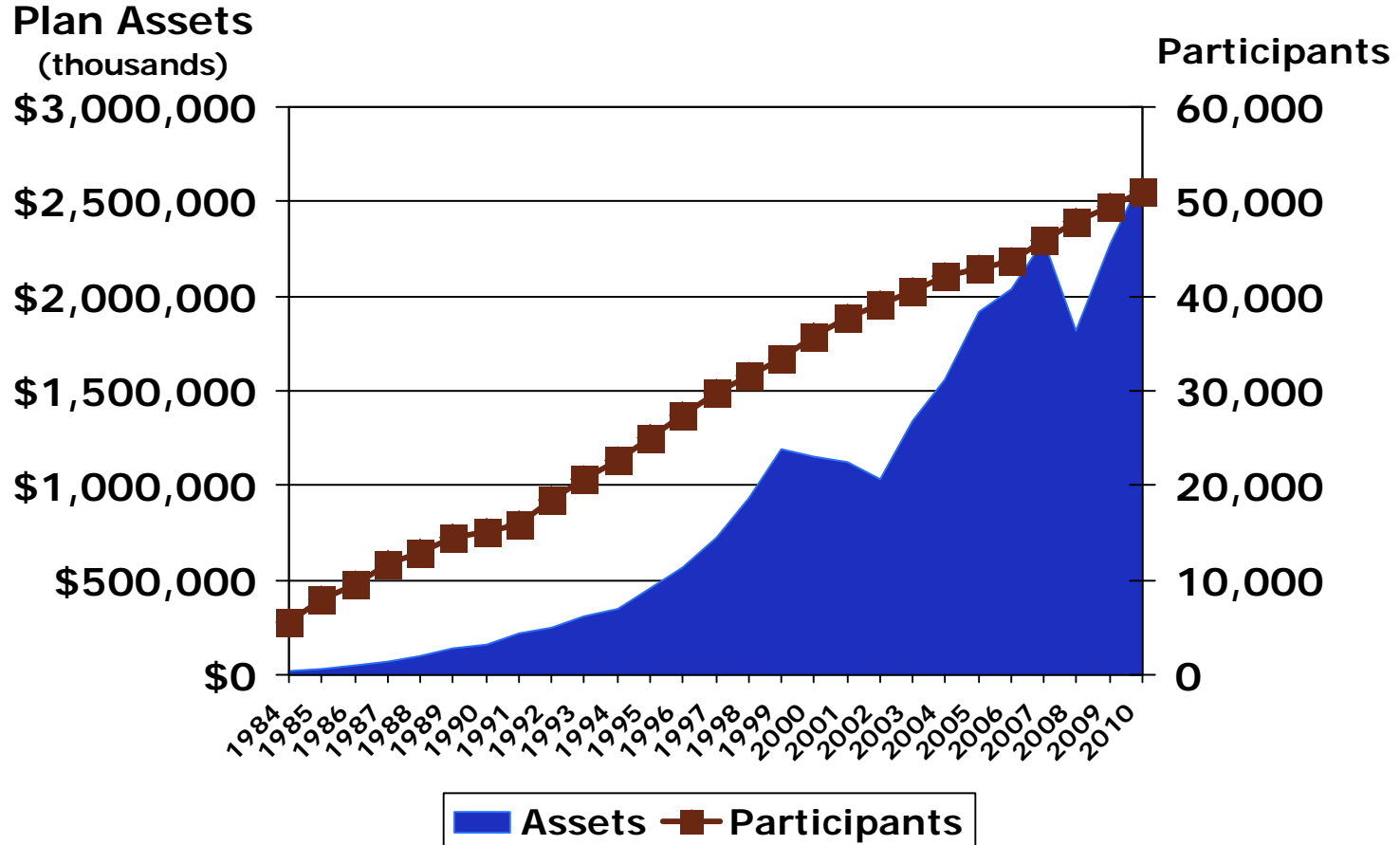
Asset Components

Contributions for the year	\$157.98
Less distributions for the year	-\$92.02
Net investment gain for the year	<u>\$301.44</u>
Asset change for the year	\$367.40



WDC Assets and Participation

As of December 31, 2010



*2005 data is as of transition on 11/30/05.

**2006 data begins new recordkeeping of in-force accounts vs. total.



2010 State and Local Participating Employers

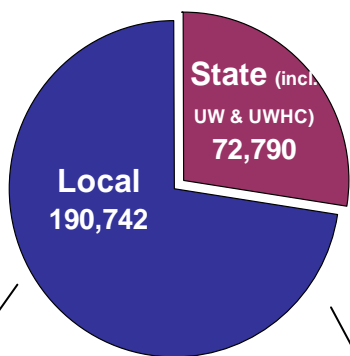
	<u>State</u>	<u>Local</u>	<u>Total</u>
Beginning Balance	1	835	836
# New Employers Added	0	14	14
# Employers Discontinued	0	0	0
Ending Balance	1	849	850



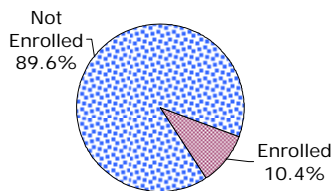
2010 WDC Participant Population

Eligible Public Employees vs. Enrolled

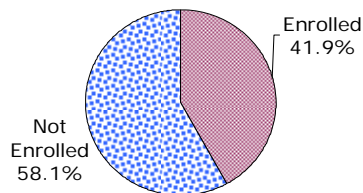
Total Eligible



% of Enrolled Local

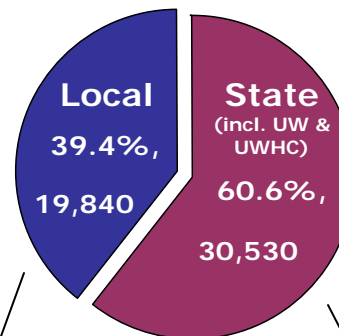


% of Enrolled State

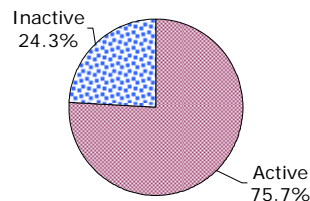


Enrolled vs. Active

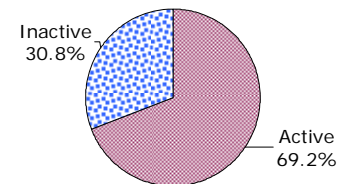
Total Enrolled*



% Active Local



% Active State

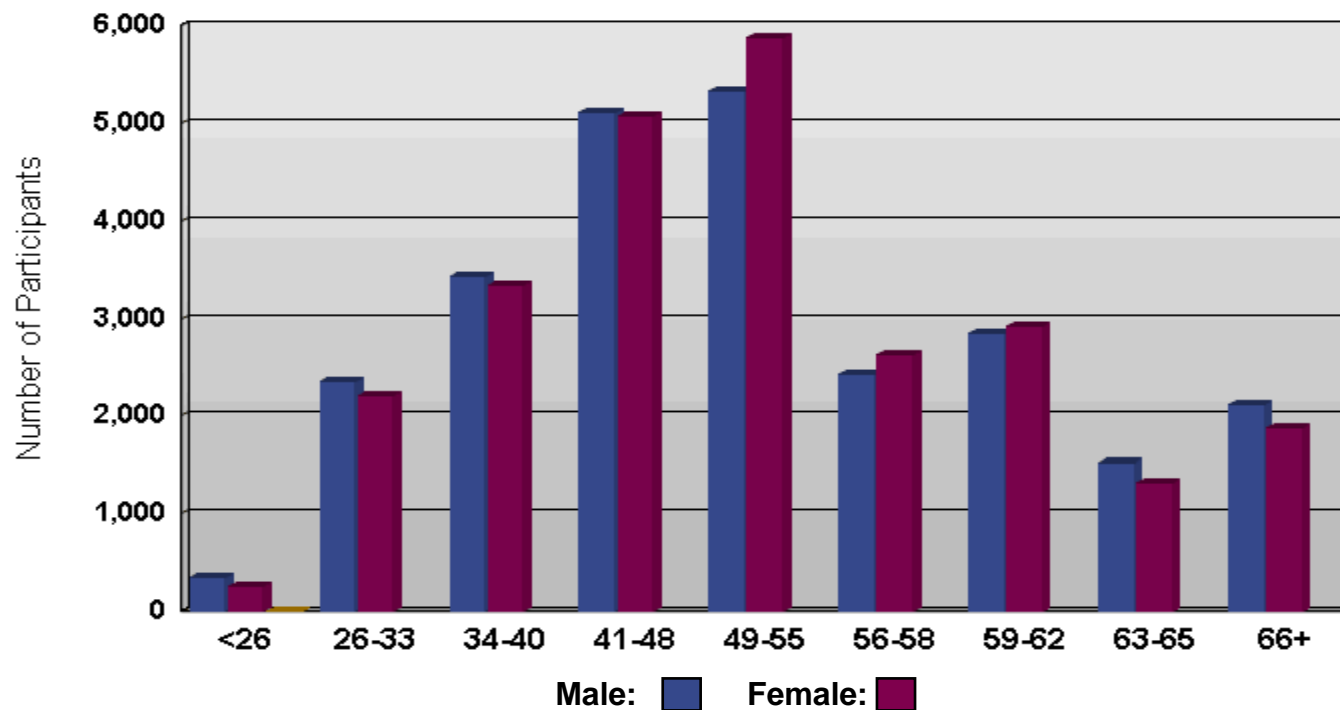


ETF generated a report of # of eligible employees as of 12/31/10.

*Enrolled = participants with a balance as of 12/31/10.



2010 Participation – Age and Gender



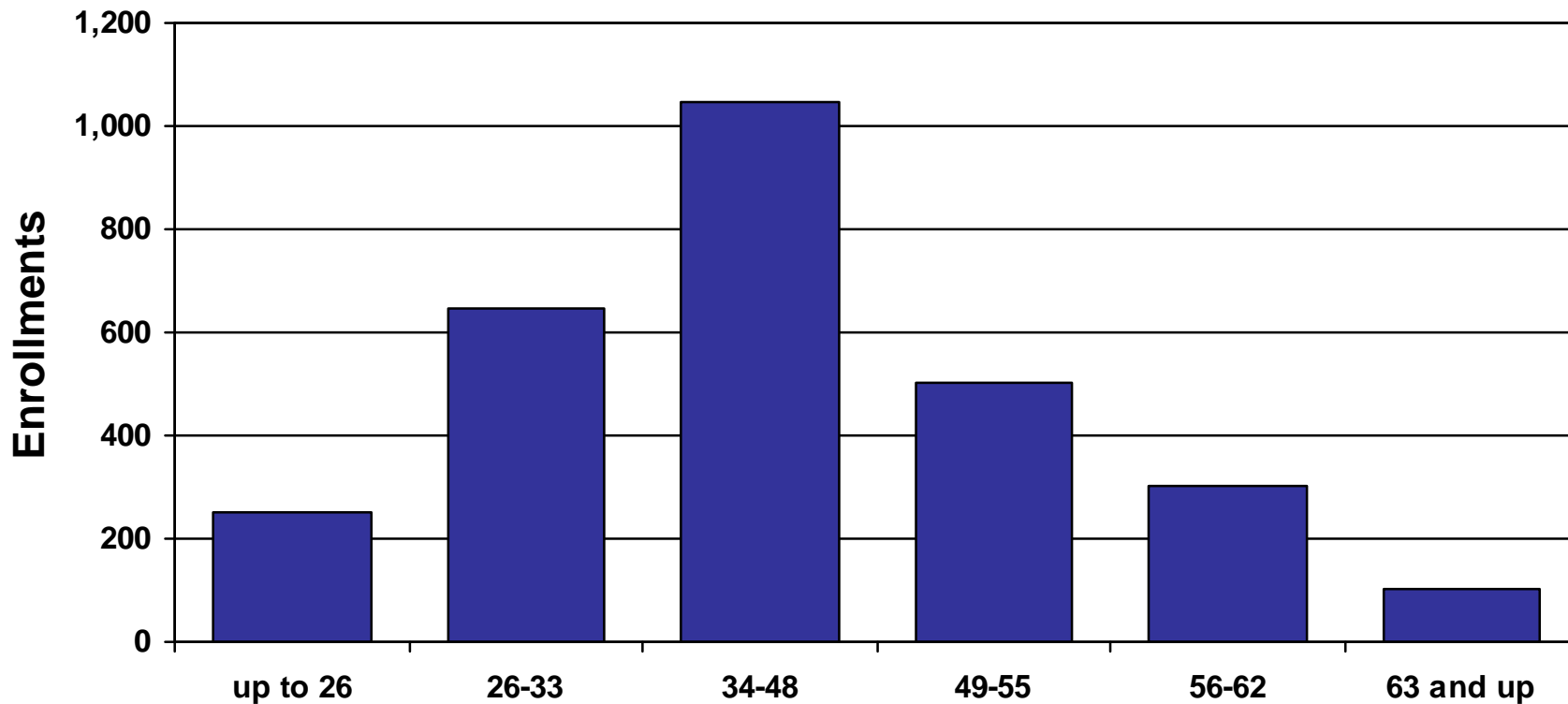
Participant Data	
Total number of participants with an account balance:	50,974
Total number of male participants:	25,484
Total number of female participants:	25,485
Overall average participant age:	49.85
Overall average age of male participants:	49.80
Overall average age of female participants:	49.90

For the purpose of this slide, a participant is defined as an individual with an account balance as of December 31, 2010.



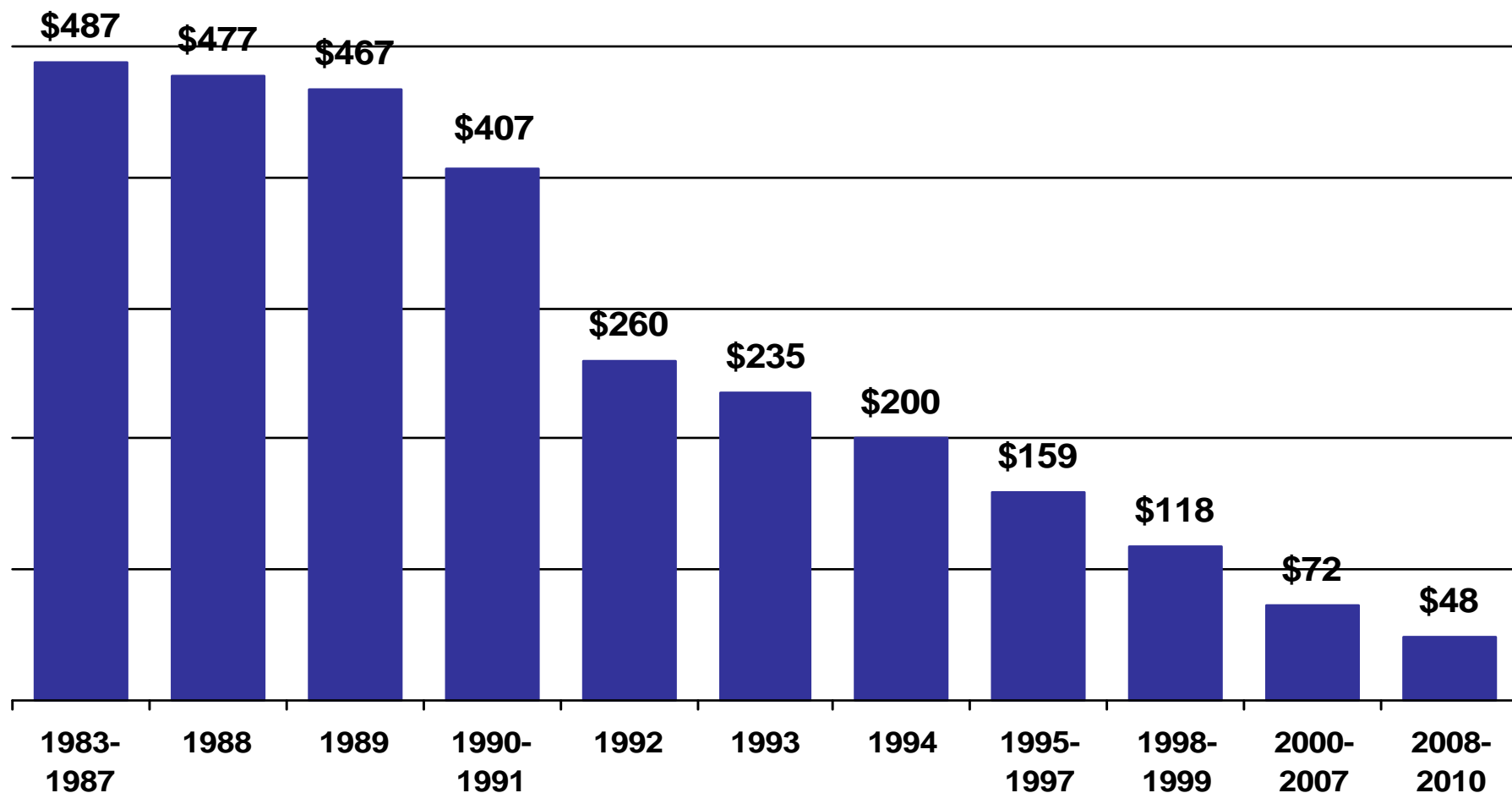
New WDC Enrollments by Participant Age

2010





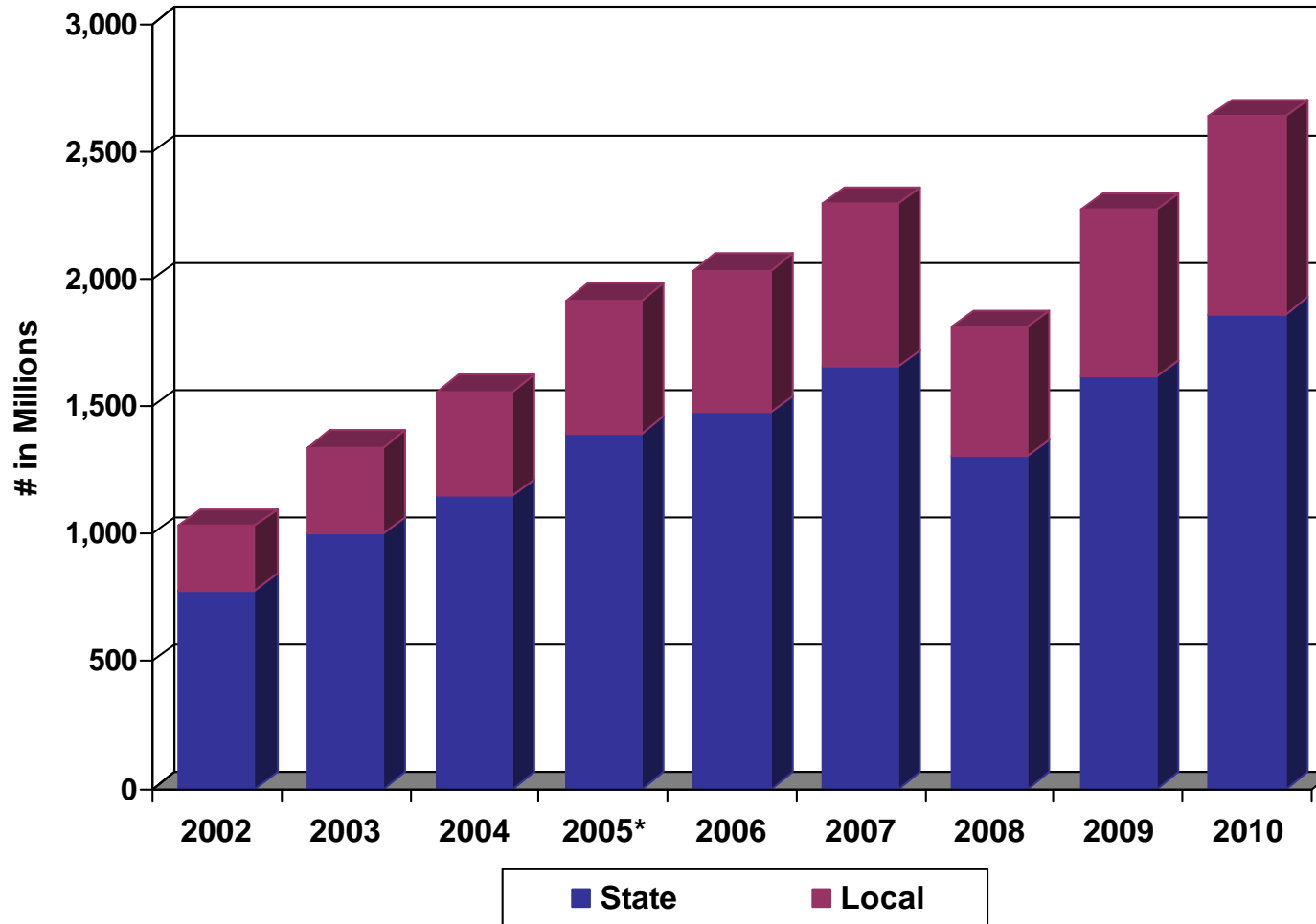
WDC Participant Fee Reduction History



* Example participant fees based on \$50,000 account balance.



WDC Participant Asset Growth 2002 - 2010

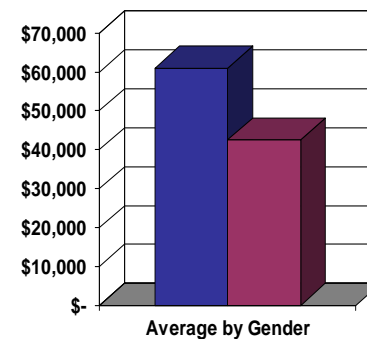
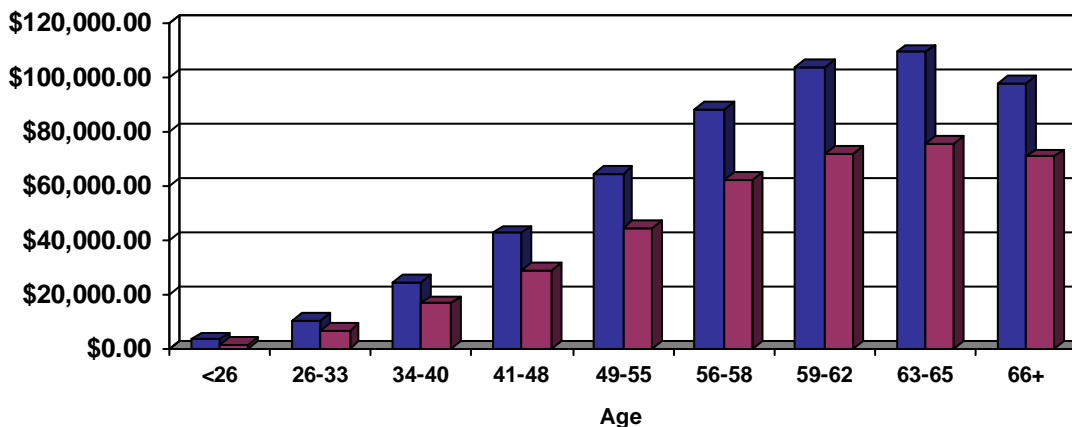


*2005 data is as of transition on 11/30/05.

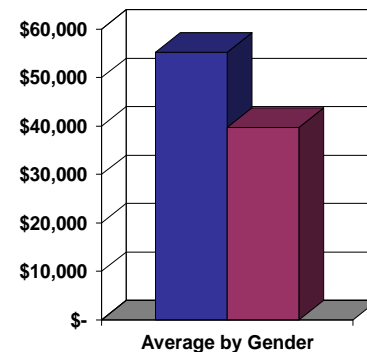
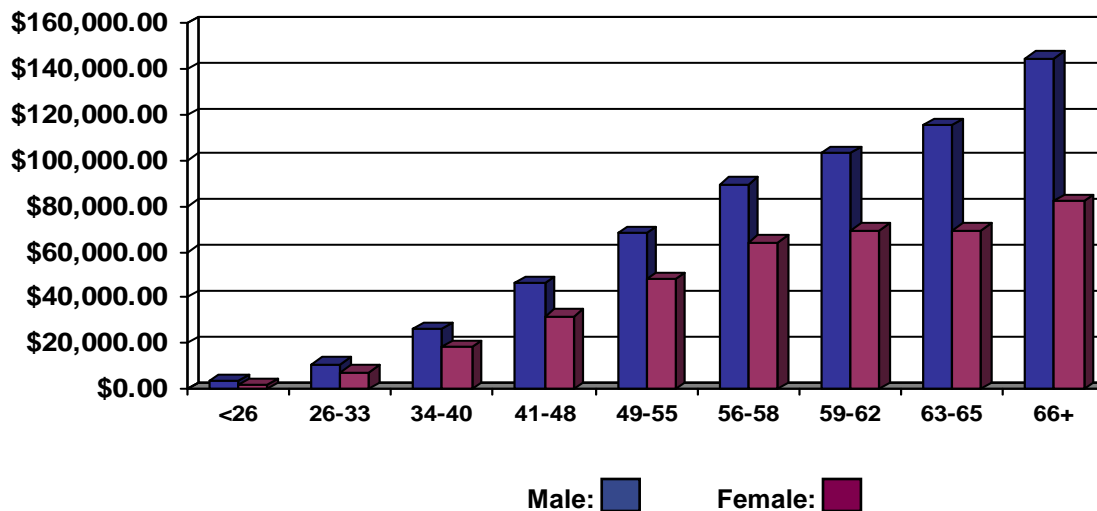


2010 Average WDC Account Balance

All Participants

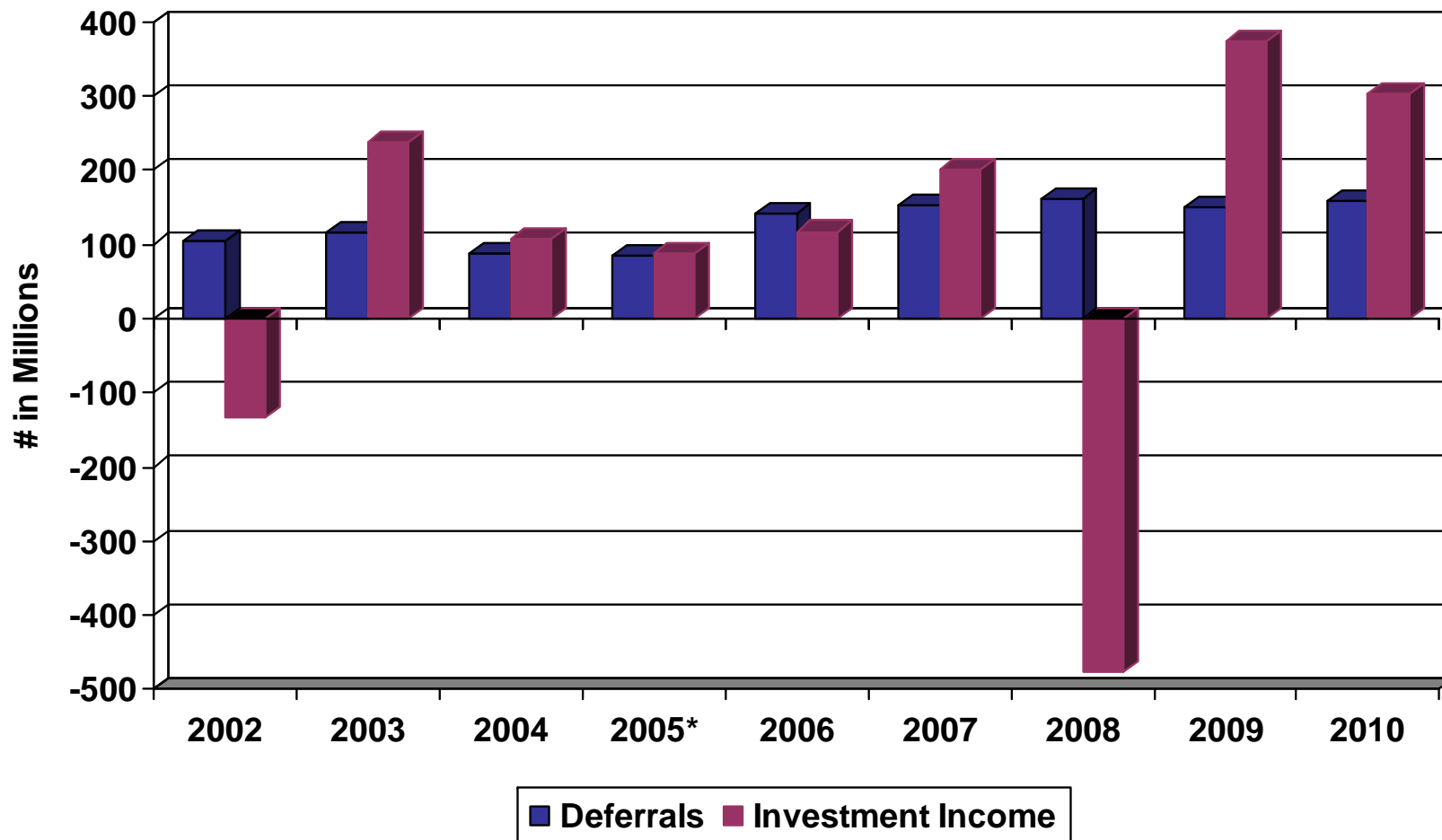


Contributing Participants





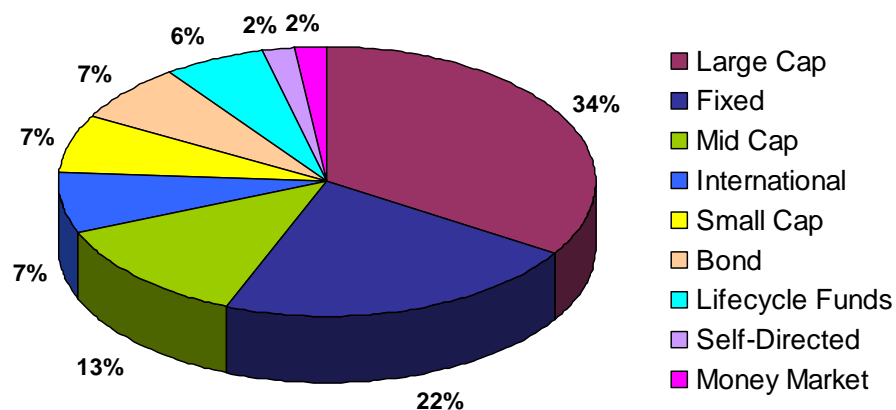
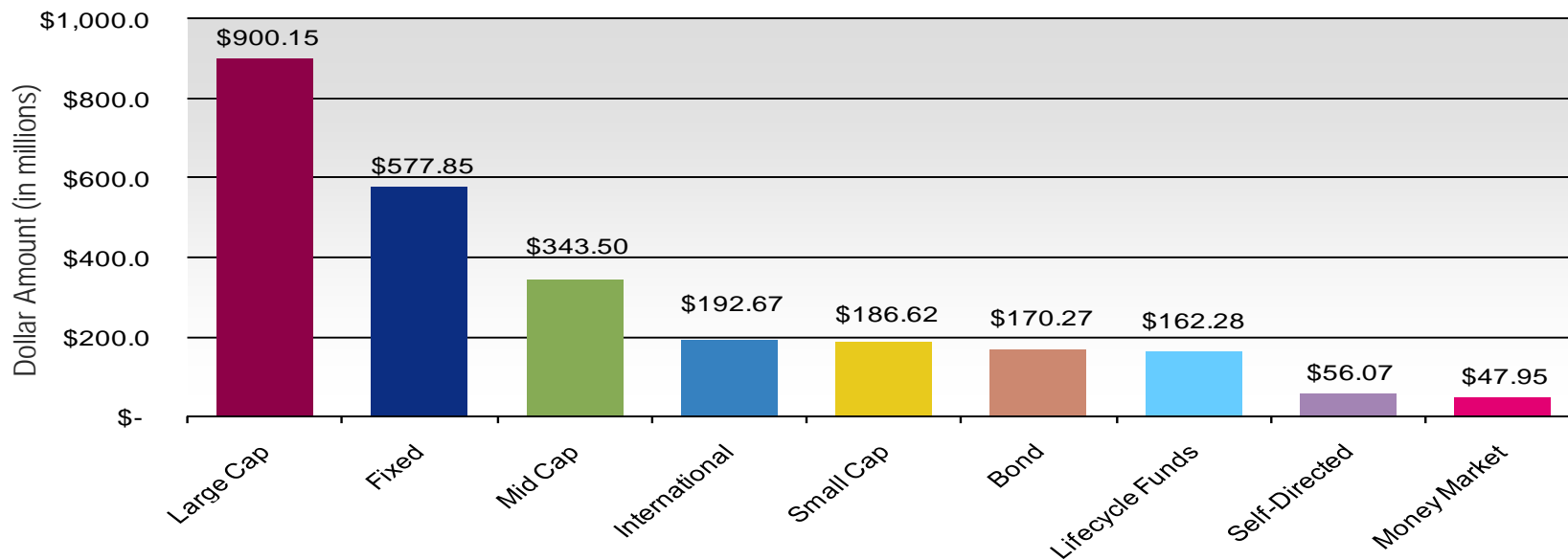
Deferrals and Investment Income 2002 - 2010



*2005 data is as of 11/30/05 per previous record keeper.



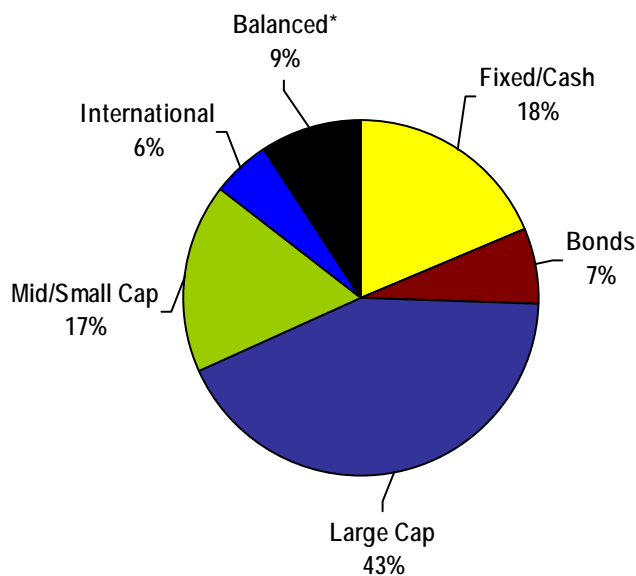
2010 Assets by Asset Class



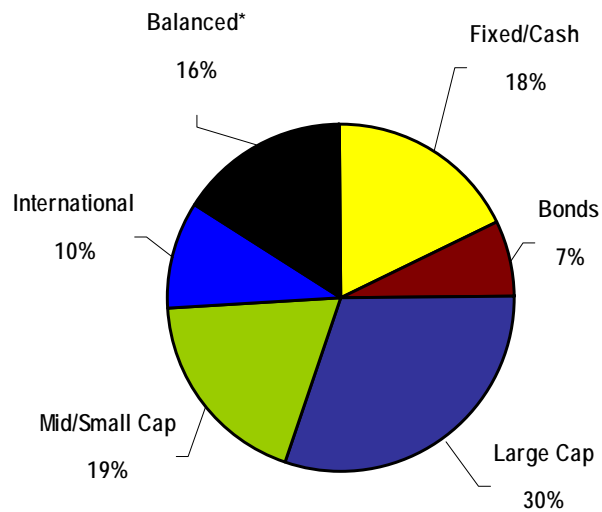


Participant Deferrals by Asset Class 2002 vs. 2010

2002



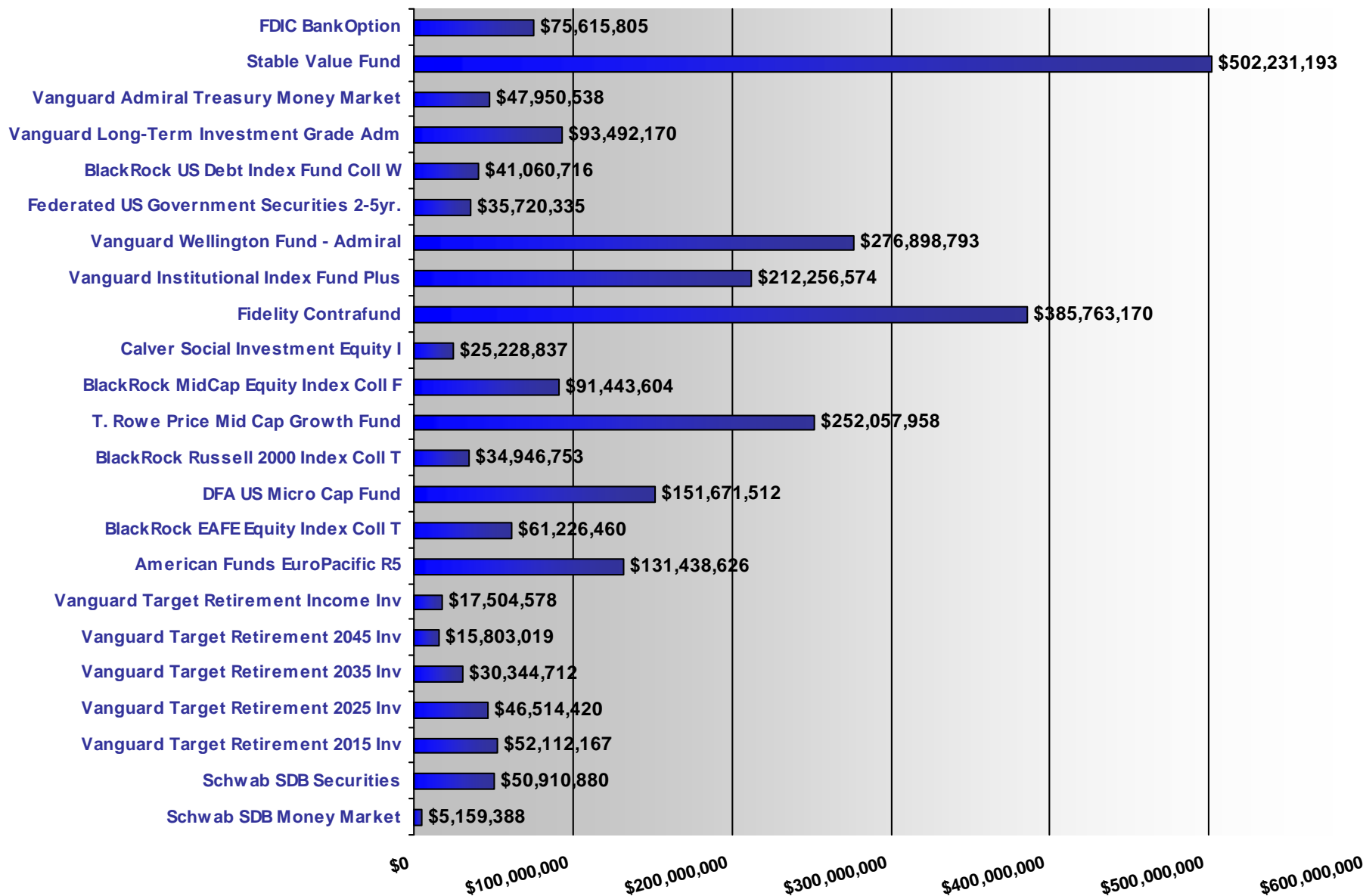
2010



*Balanced represents only the lifecycle funds in 2010; In 2002, these funds were not offered and Balanced represents the Vanguard Wellington Fund.

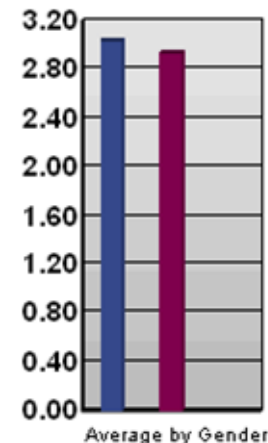
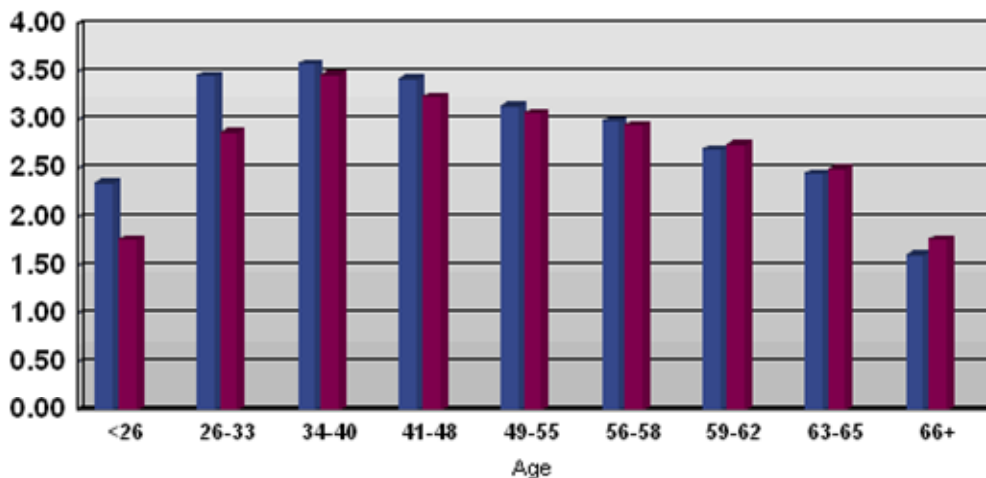


2010 Assets by Investment Option

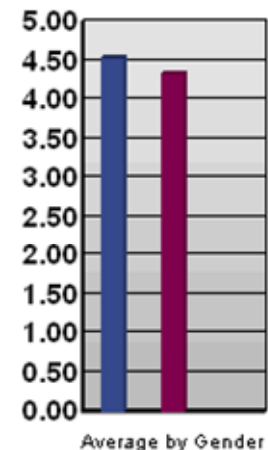
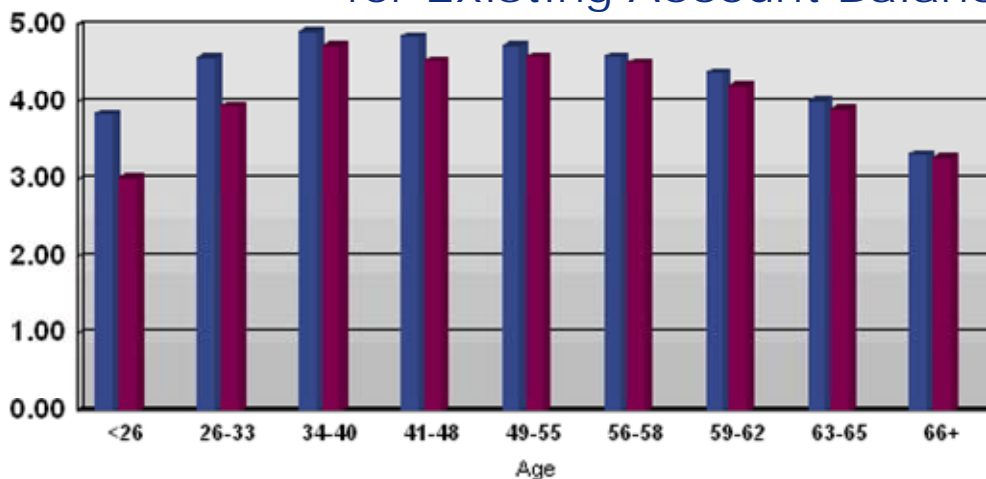




Number of Investment Option Allocations for New Contributions



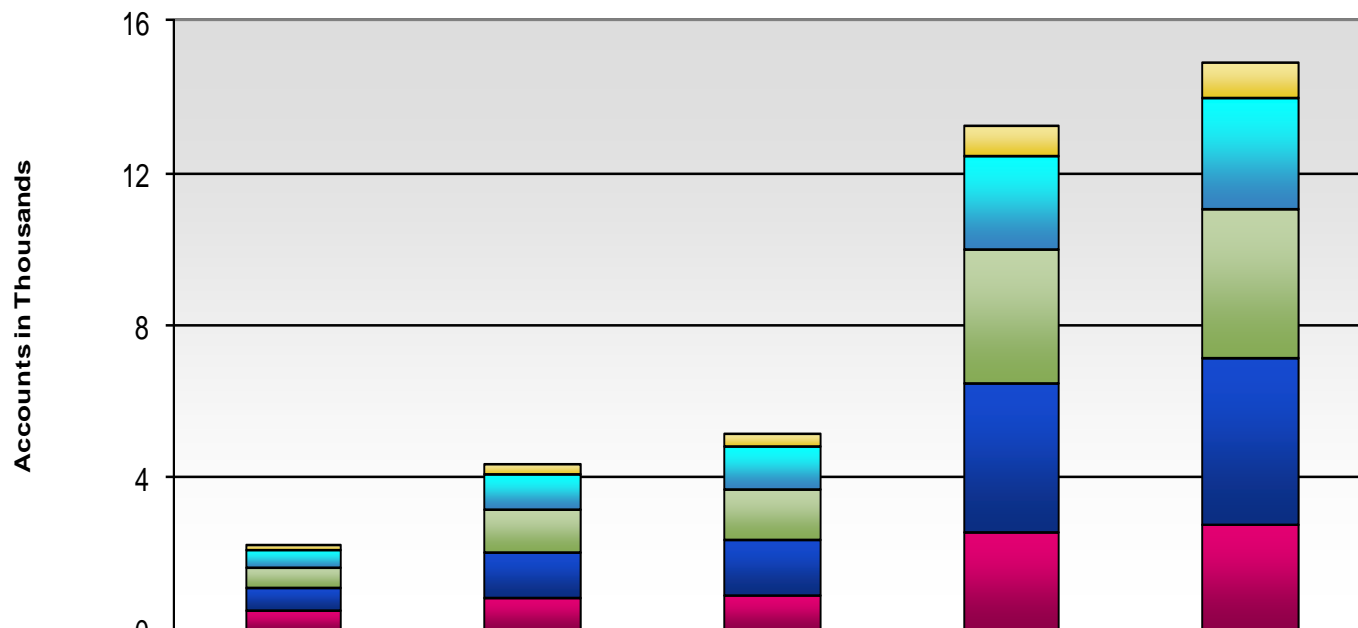
Number of Investment Option Allocations for Existing Account Balance



Male: ■ Female: ■



Lifecycle Fund Use by Number of Participants



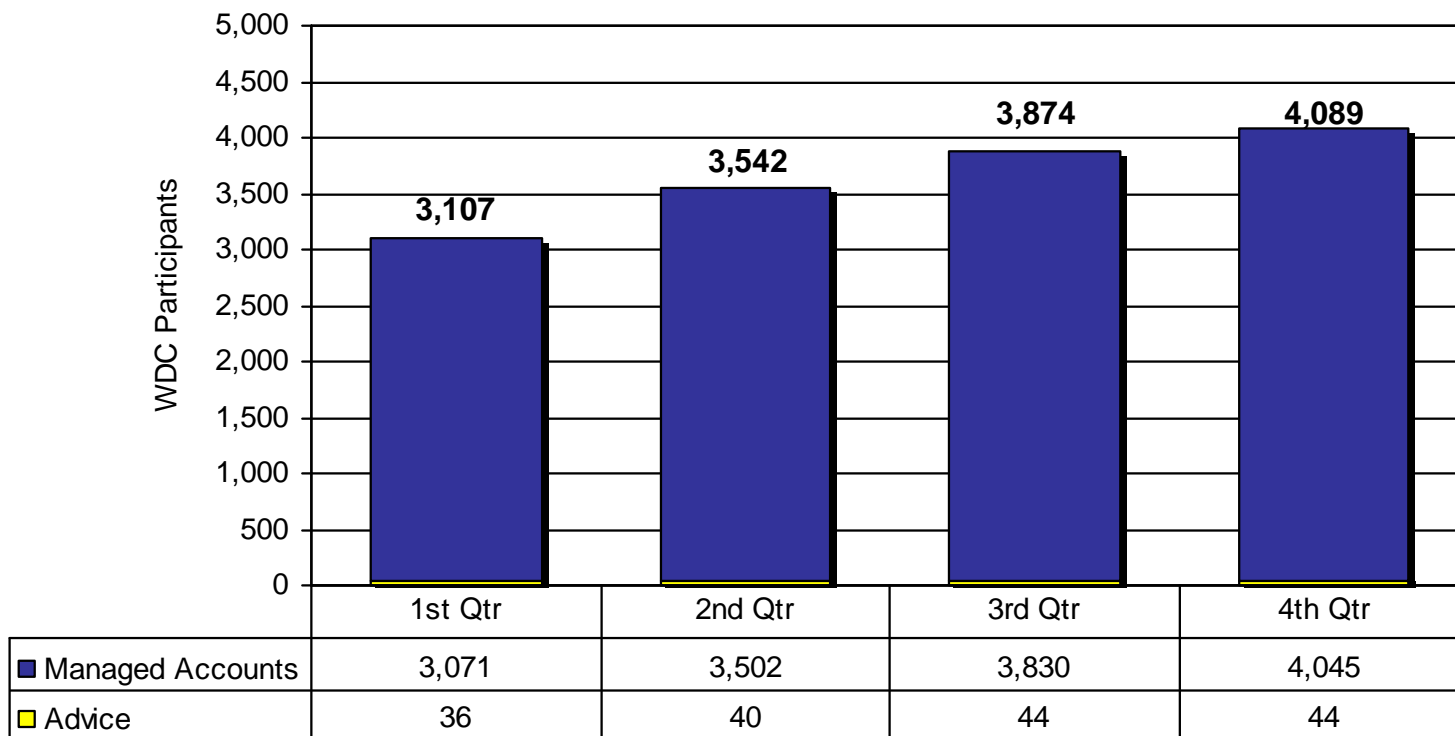
	12/31/2006	12/31/2007	12/31/2008	12/31/2009	12/31/2010
Vanguard Target Retirement Income Inv	126	240	357	800	932
Vanguard Target Retirement 2045 Inv	453	966	1,132	2,423	2,929
Vanguard Target Retirement 2035 Inv	526	1,124	1,358	3,526	3,911
Vanguard Target Retirement 2025 Inv	628	1,193	1,424	3,918	4,336
Vanguard Target Retirement 2015 Inv	513	843	938	2,592	2,813



Reality Investing[®] Usage

- Available to WDC participants since July 2008

2010 Reality Investing Usage





WDC Self-Directed Brokerage Account Usage

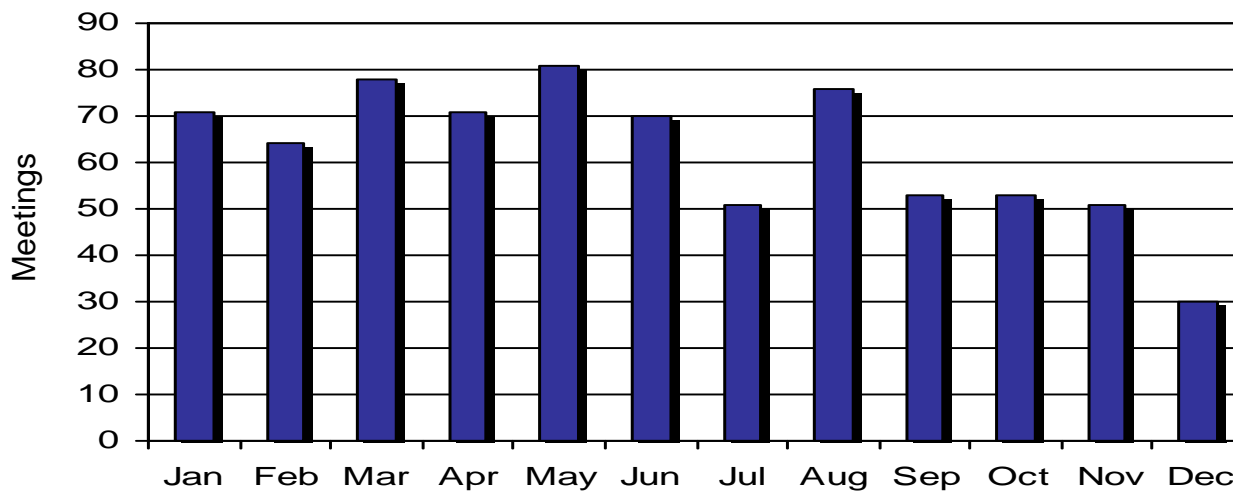
As of December 31, 2010:

- 1.6% of participants in self-directed option via Schwab
- 834 total accounts at Schwab
 - 683, or 46.8% were in the Schwab money market
 - 775, or 53.2% were using Schwab mutual fund options
- \$56.07 million total balance at Schwab
 - \$4.7 million in Schwab money market
 - \$51.37 million in Schwab mutual funds
- Average WDC Schwab self-directed account balance was \$67,231

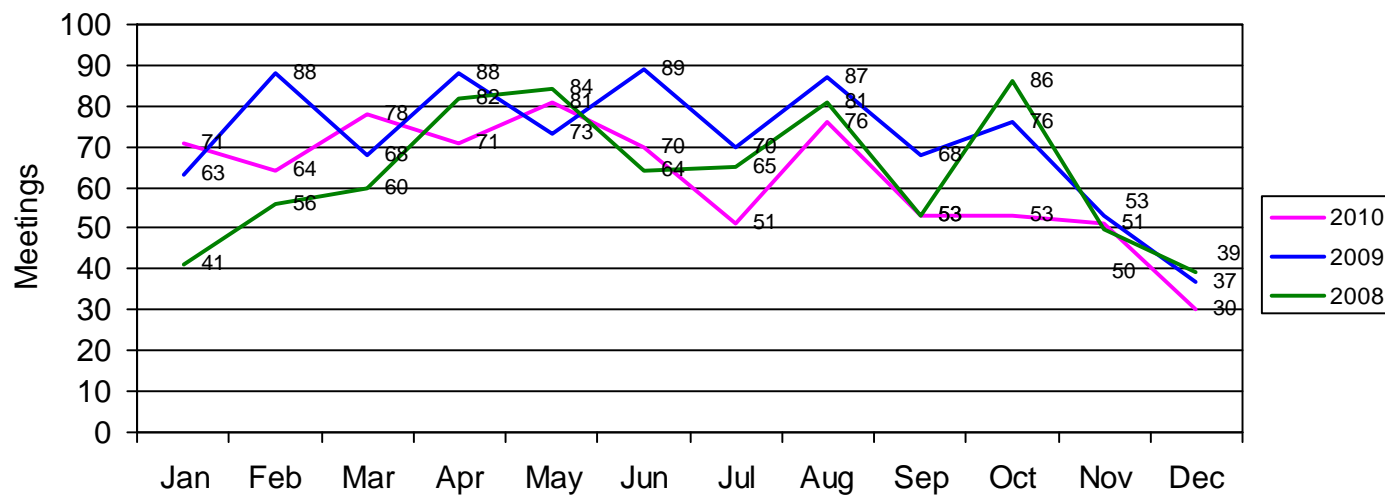


Number of Group Meetings

2010



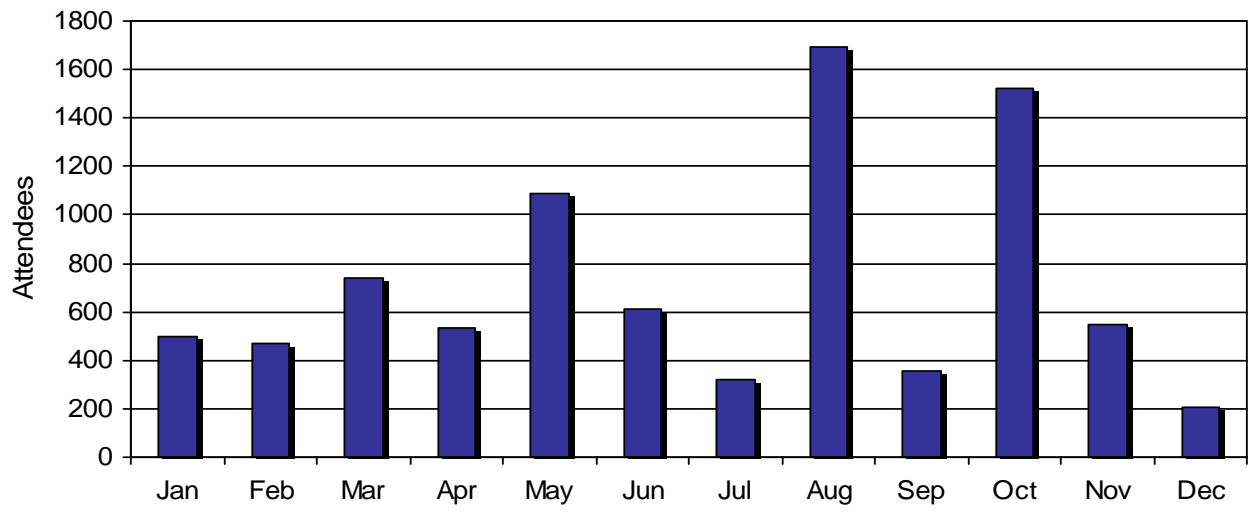
Monthly - 3 Year History



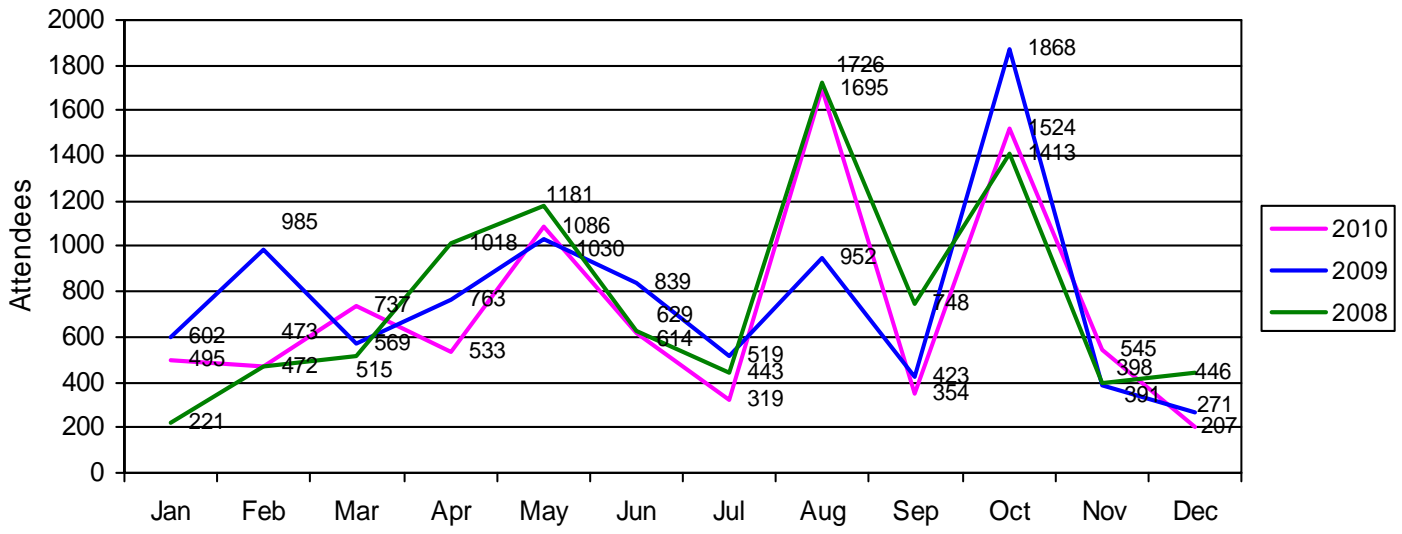


Number of Attendees at Group Meetings

2010



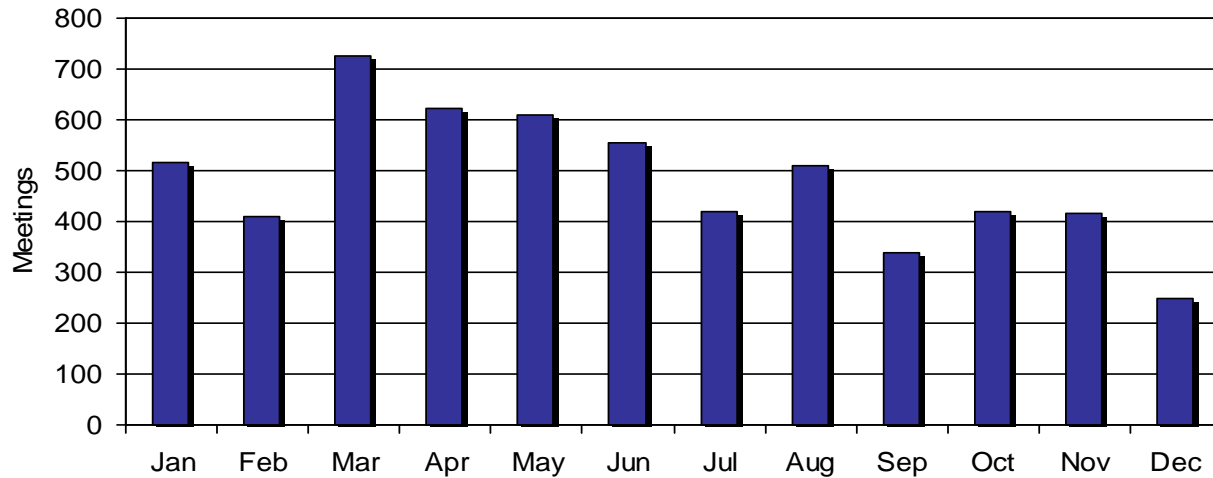
Monthly - 3 Year History



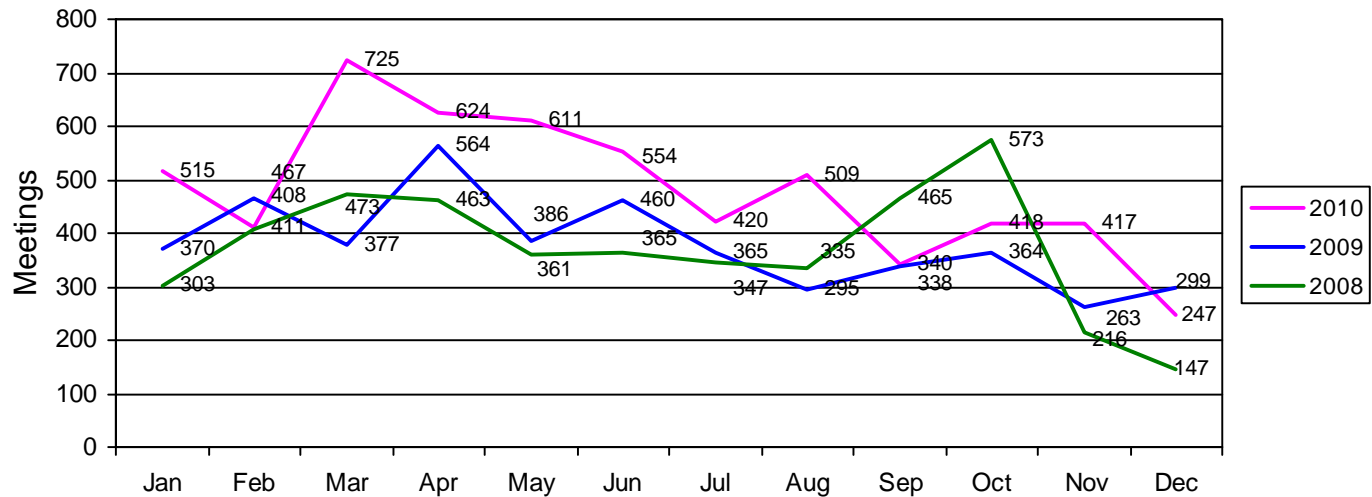


Individual Counseling Sessions

2010

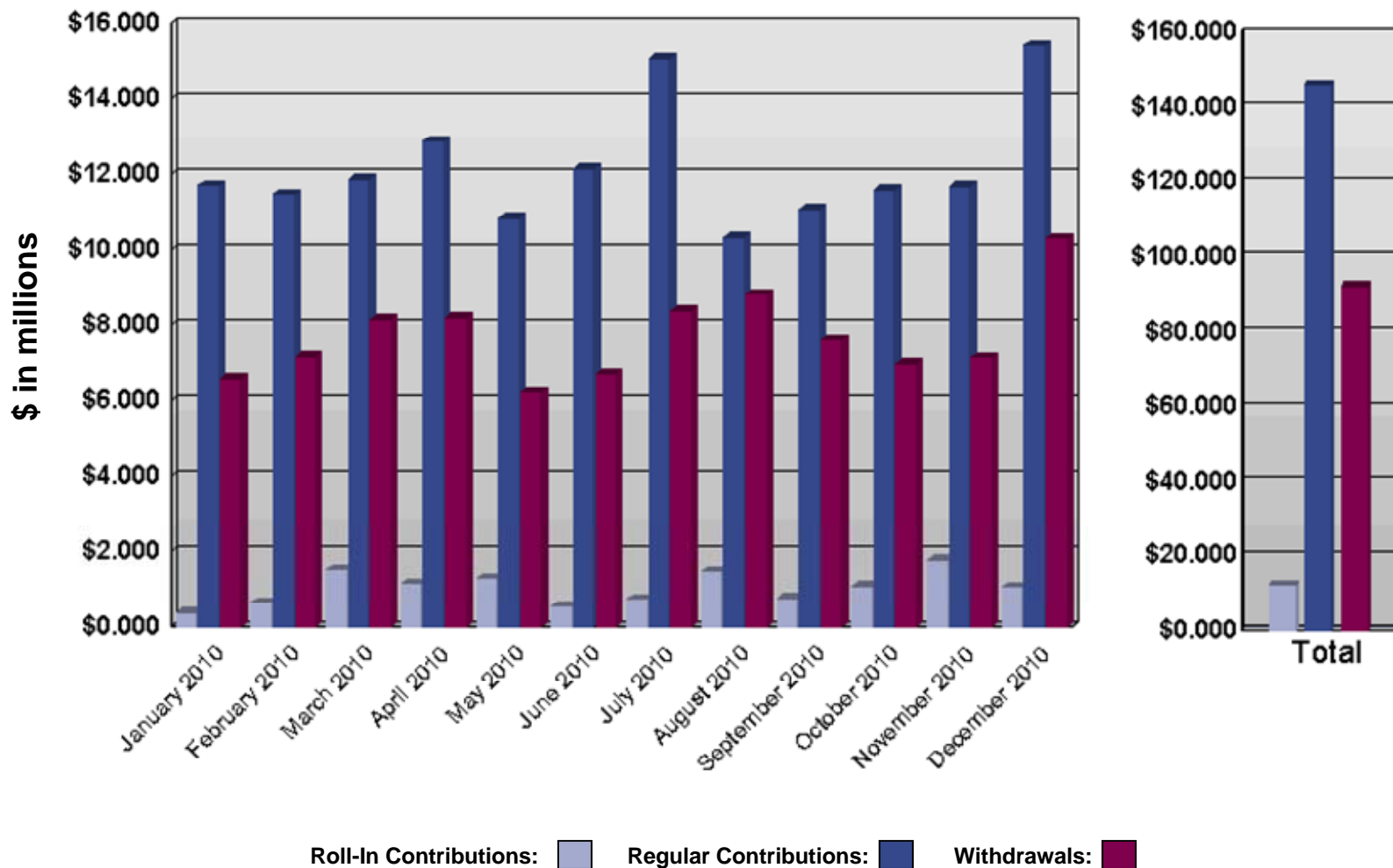


Monthly - 3 Year History



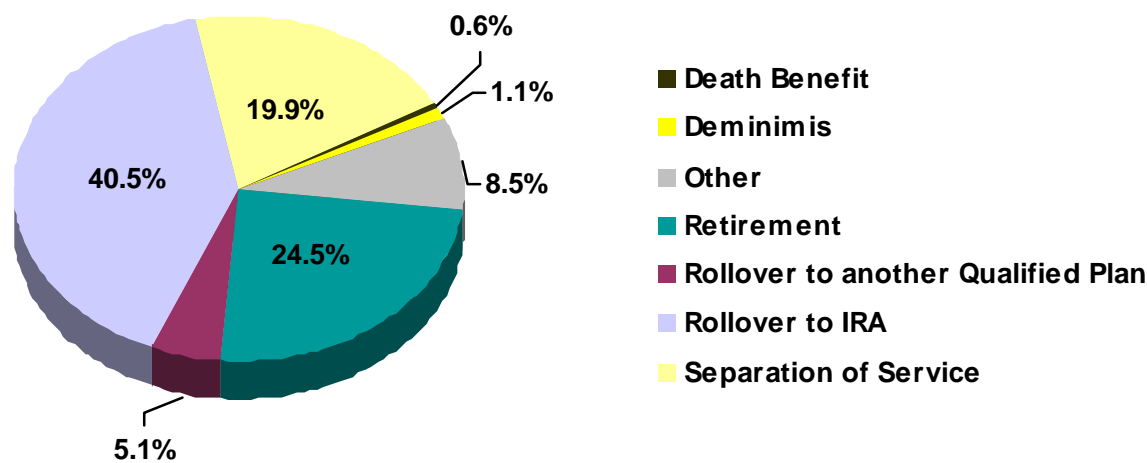
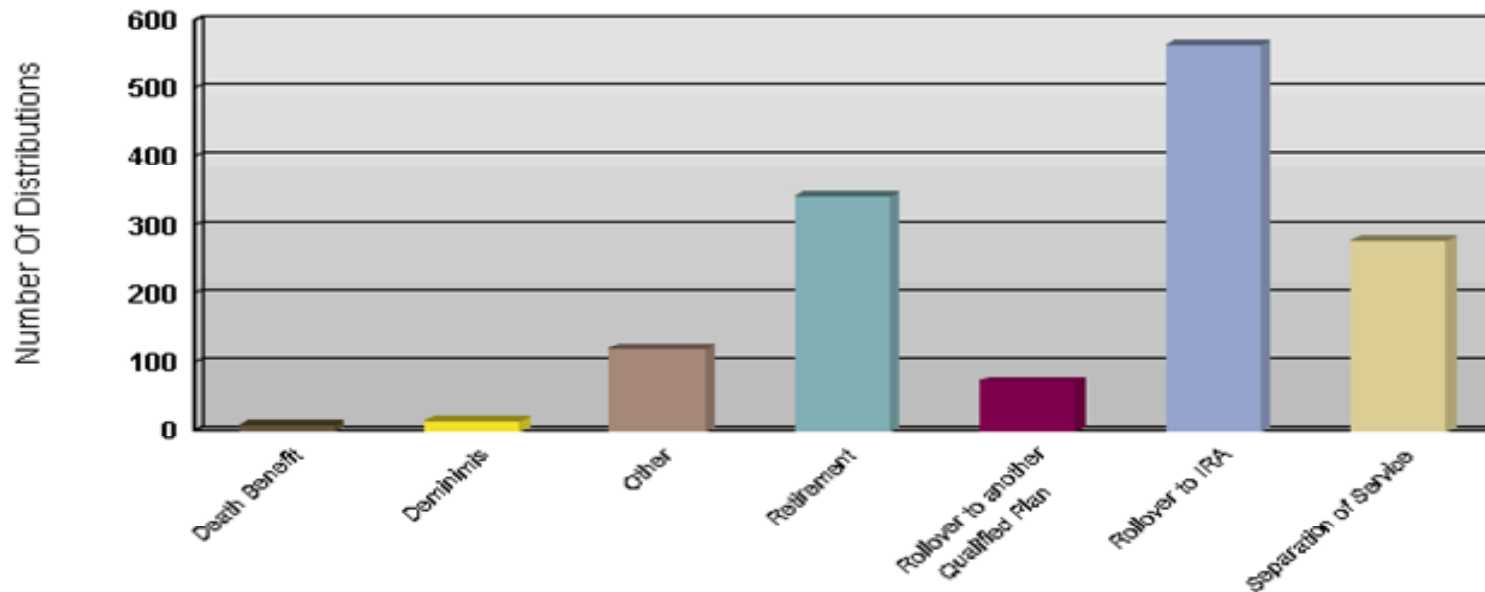


2010 Total Contribution and Withdrawal Summary





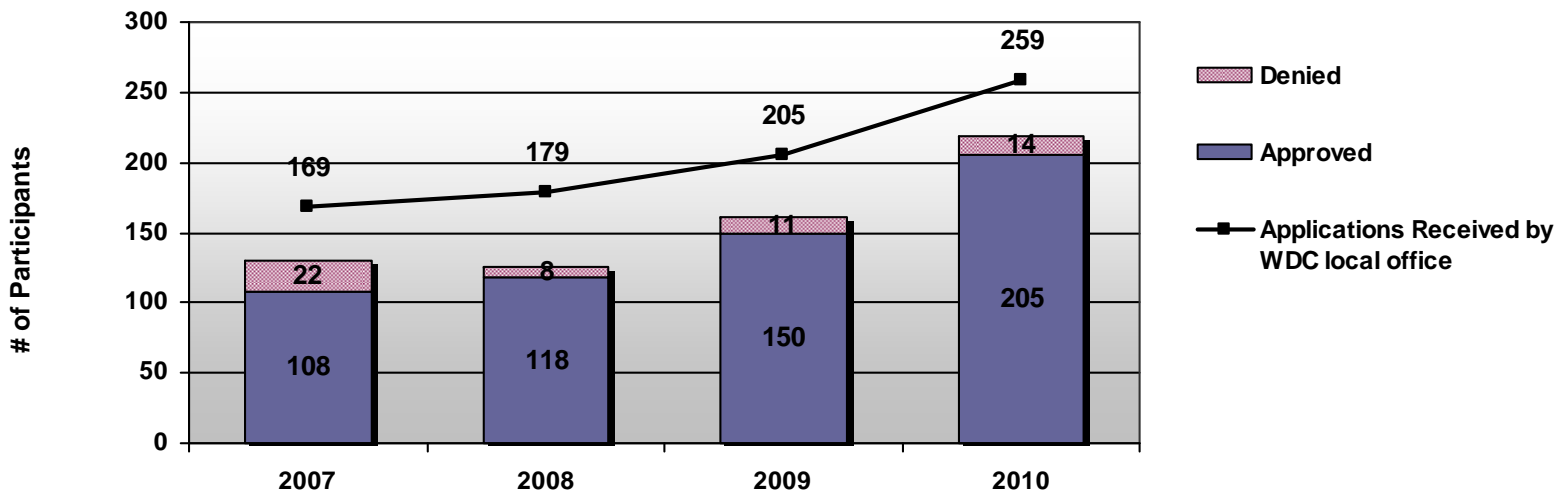
2010 Full Account Distribution by Reason



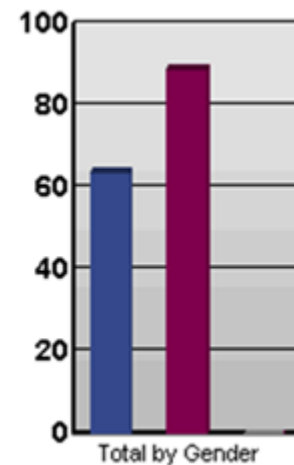
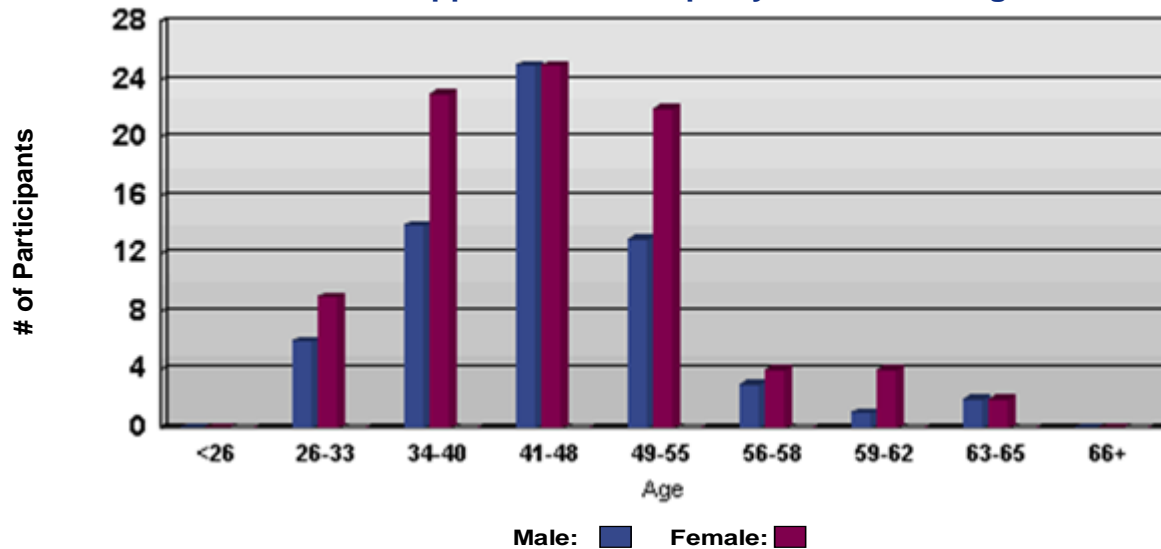


2010 WDC Participant Hardships

Number of Hardship Applications and Status

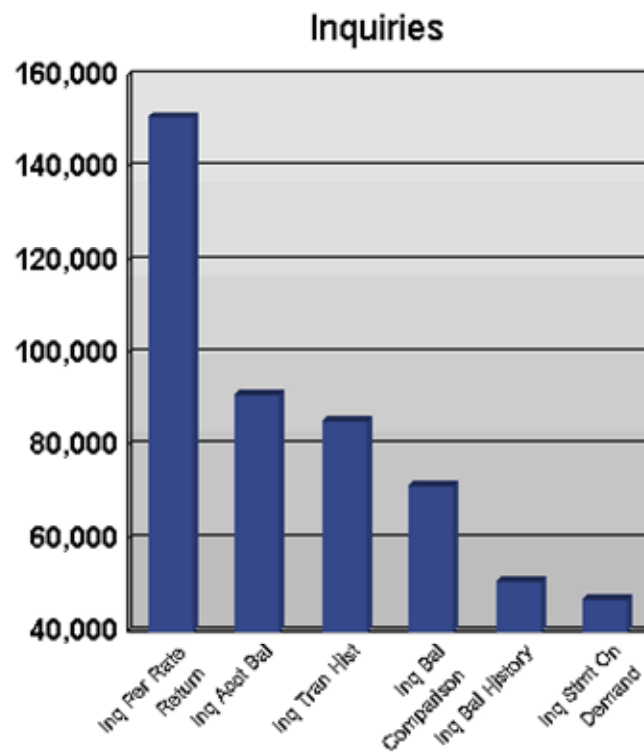
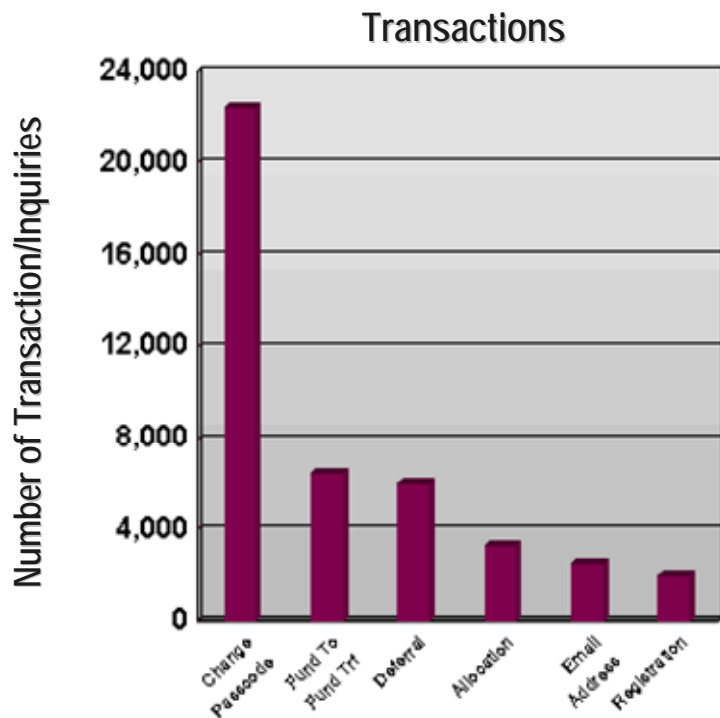


Approved Hardships by Gender and Age

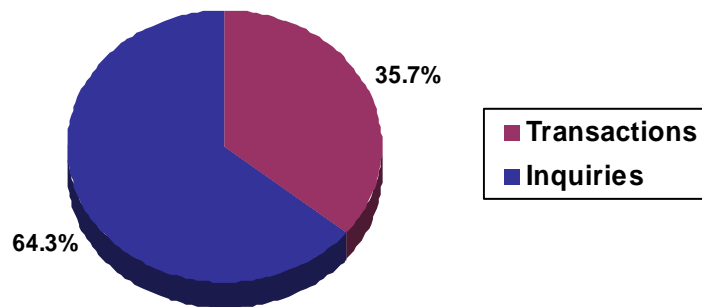




2010 Website Activity

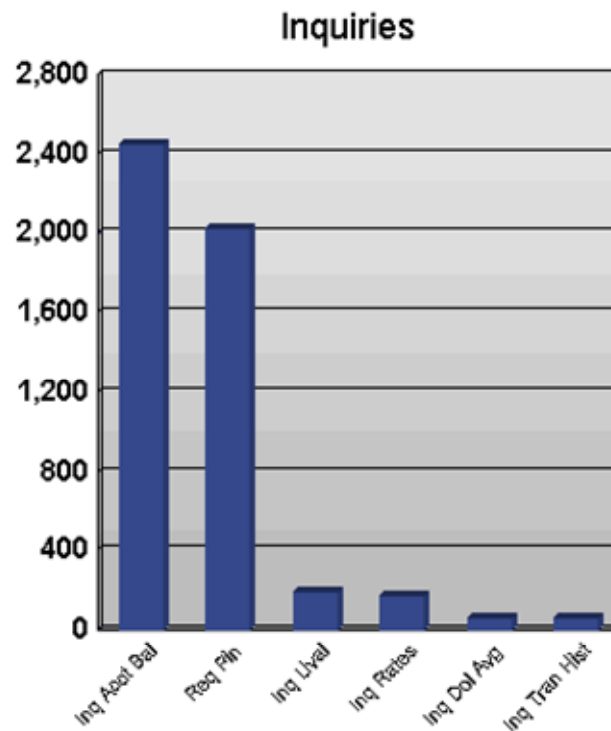
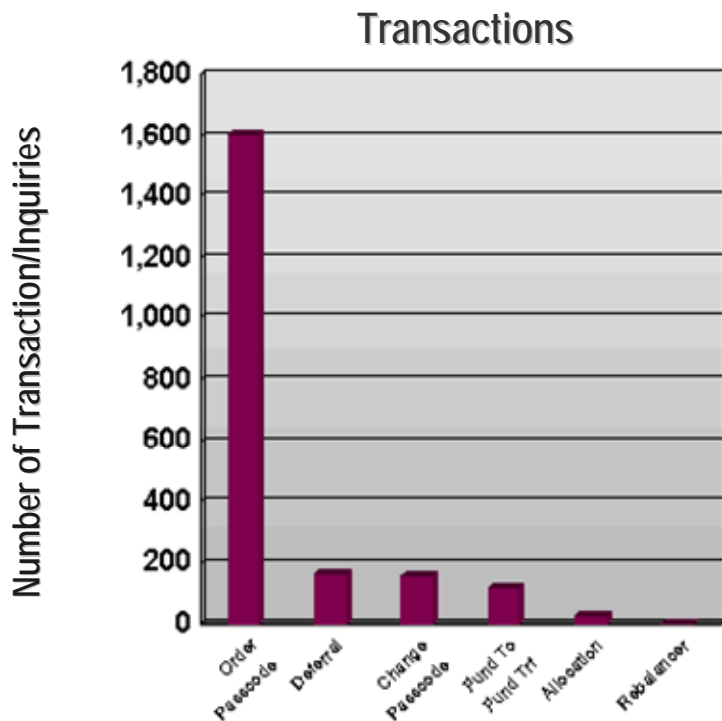


Average number of distinct visitors to the website per month = 7,192
Total number of logins to the website in 2010 = 412,354

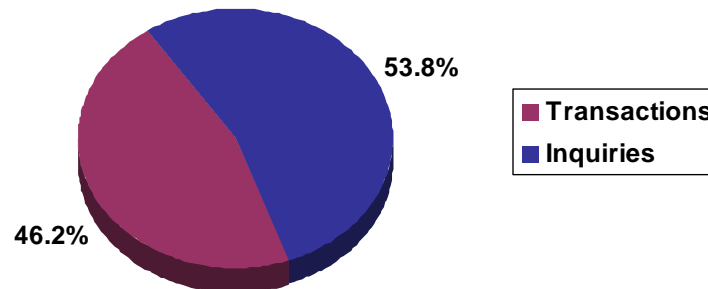




2010 KeyTalk® Activity

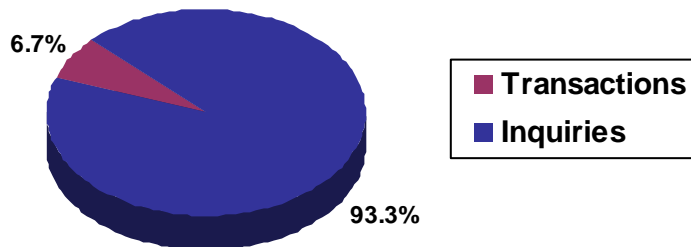
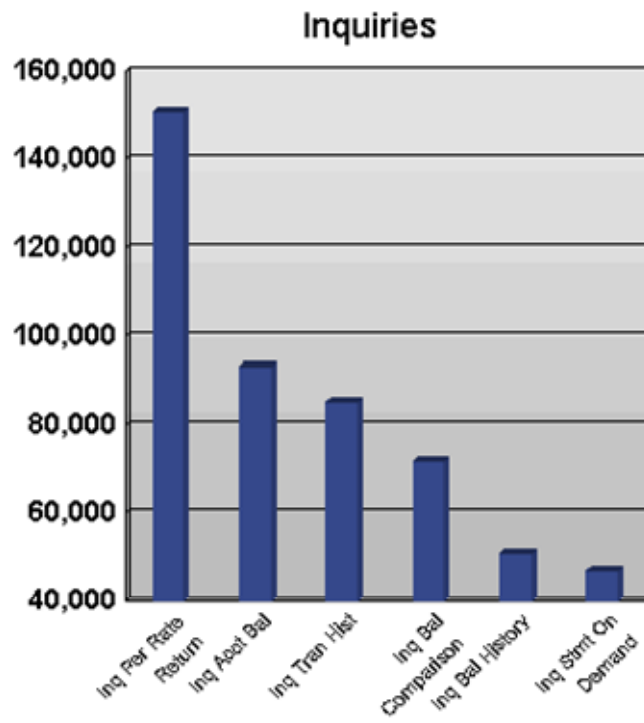
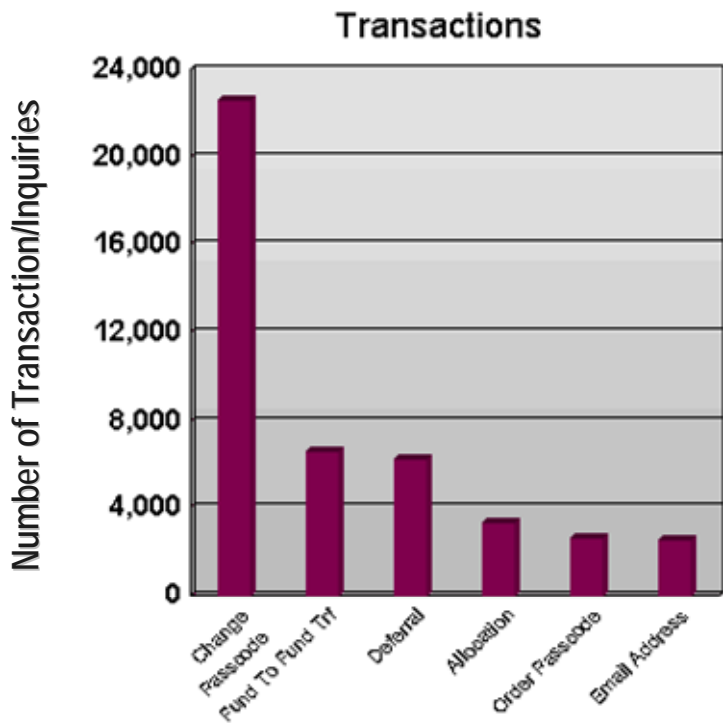


Average number of distinct visitors to KeyTalk® per month = 462
Total number of logins to KeyTalk® in 2010 = 18,062





2010 Total Participant Transactions and Inquiries through the Website and KeyTalk[®]





Joint Retirement “Stepping Stones” Workshops

WRS, Social Security and the WDC

- 476 people attended the 2010 seminars in Platteville, Rice Lake, Wausau and Oshkosh
- Of the surveys turned in, WDC received 4.25 out of possible 5 rating on Value, Clarity, Organization and Style



Wisconsin Deferred Compensation Program

Questions?

Thank You

