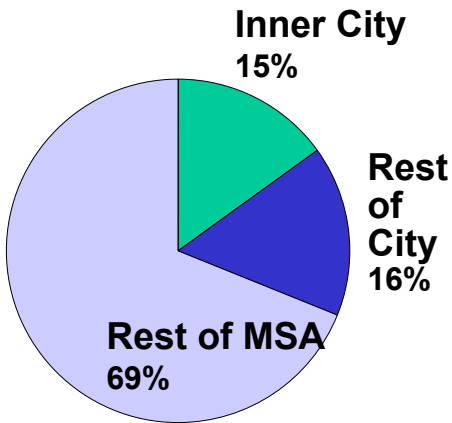


# Appendix B: Survey Response by Location, Employment Size, Industry and Revenue Growth

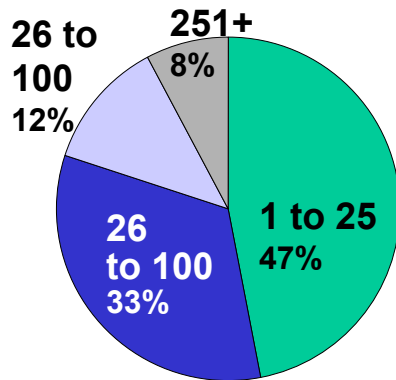
A **sample** of 370 companies was surveyed. According to Don Heinz, the survey's statistician, the sample of 370 firms is statistically representative of the universe of approximately 4,000 manufacturing companies in the region.

## Survey responses by various firm characteristics:

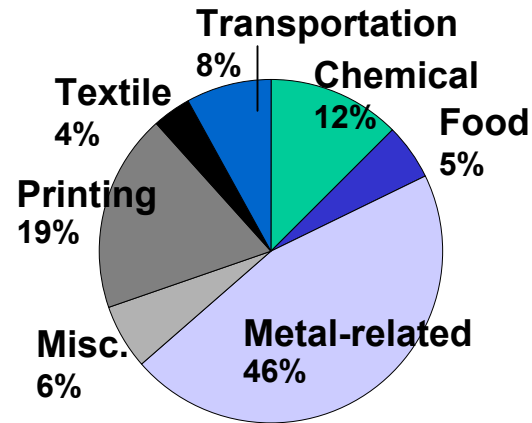
**LOCATION**



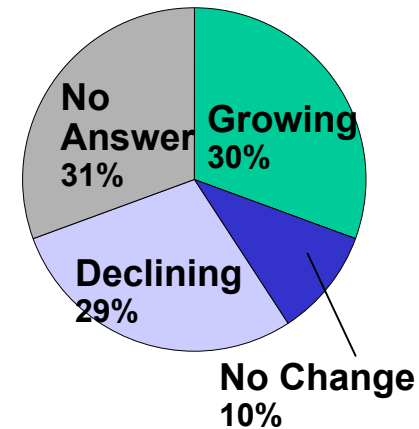
**EMPLOYMENT SIZE**



**INDUSTRY**



**REVENUE GROWTH**



## What is the confidence level of this survey?

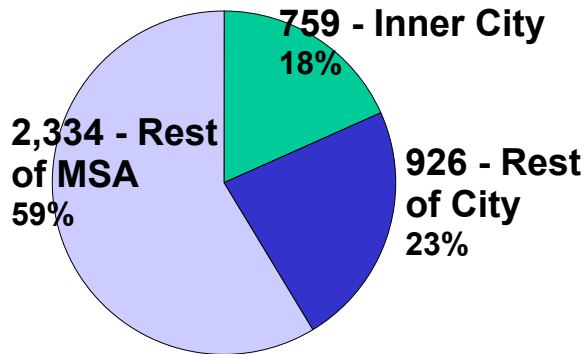
The sample of 370 provides responses with a 95 percent confidence coefficient and a confidence interval of +/- 4.8 percent. This means that if the survey was conducted an infinite number of times, there is a 95 percent probability that the results will be within 4.8 percentage points of reality each time.

# Appendix C: The Milwaukee Four County Area Manufacturing Universe

The survey **universe** of manufacturing companies was derived from a Call List of 4,019 manufacturing companies.

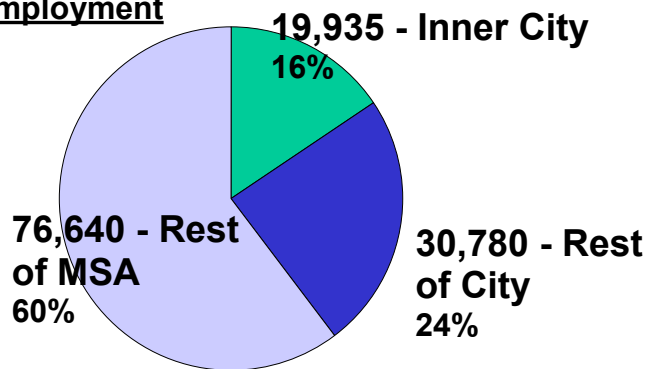
## LOCATION

### Establishments



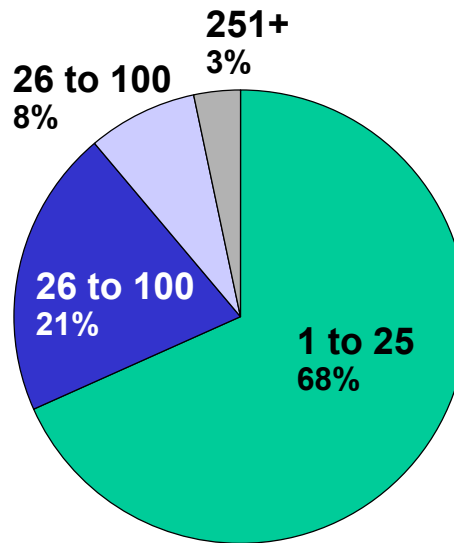
Survey universe - 4,019 est.

### Employment



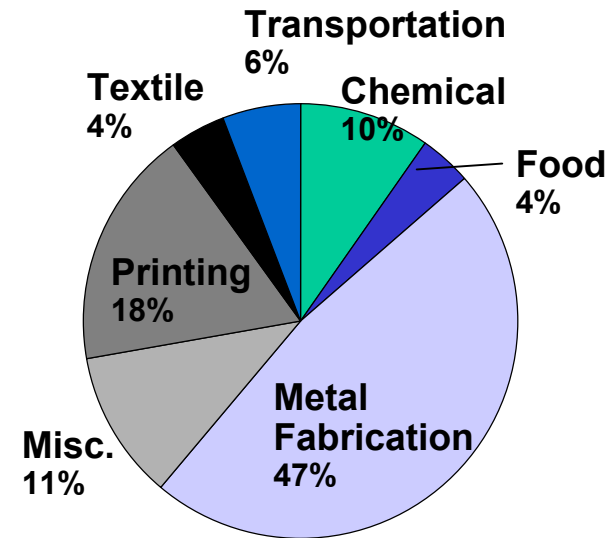
Survey universe - 127,355 emp.

## EMPLOYMENT SIZE



Survey universe - 4,019 est.

## INDUSTRY



Survey universe - 4,019 est.

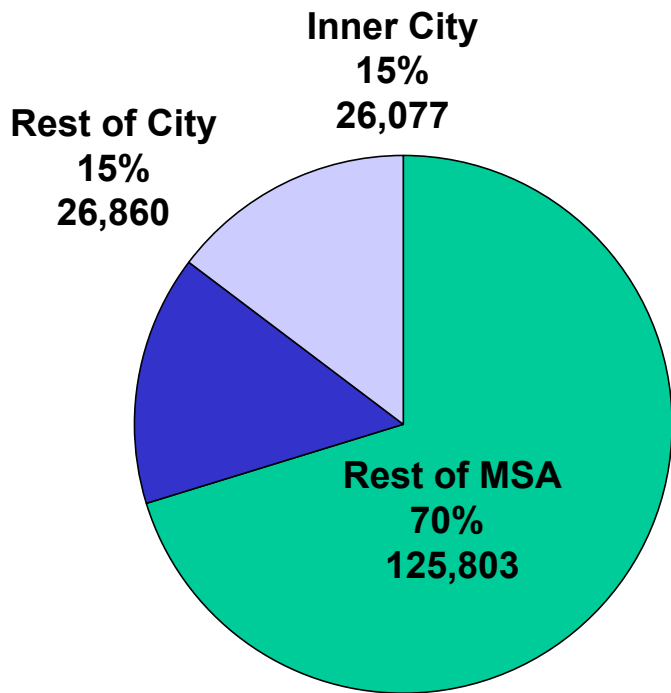
Note: Survey Universe figures for establishments and employment differ from the 2001 ES202 data presented in Appendix D due to biases inherent to the data sources and their collection methods.

# Appendix E: Manufacturing Employment and Firms by Inner City, Rest of City, and Rest of MSA

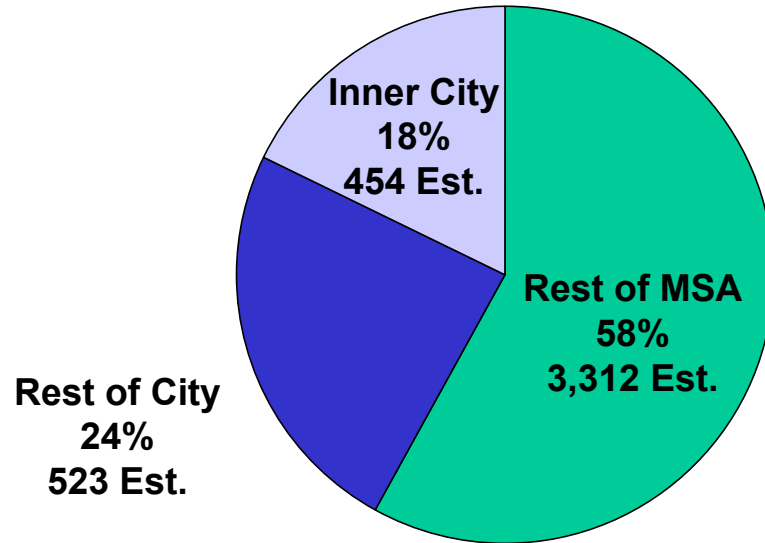


## Manufacturing Across the Four County Region, 2001

### EMPLOYMENT



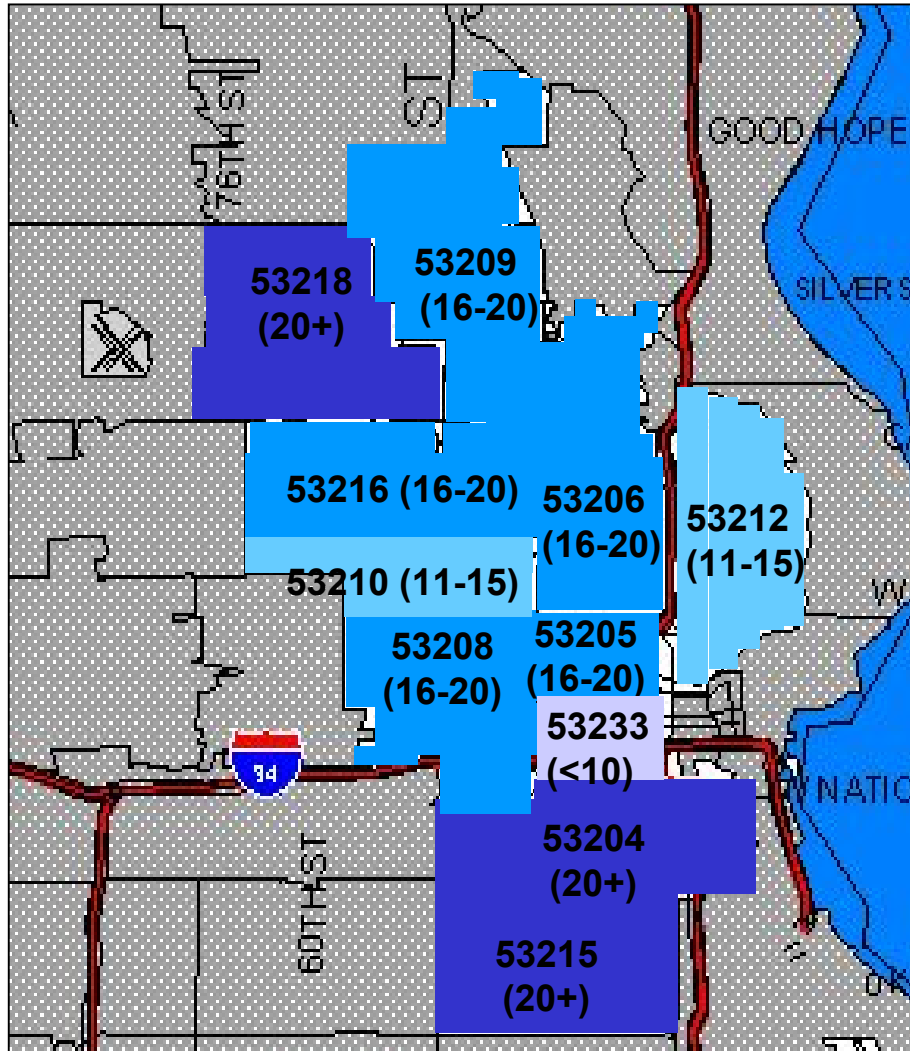
### ESTABLISHMENTS



Source: ES202 data, 2001

Note: 2001 ES202 figures for establishments and employment differ from the Survey Universe data presented in Appendix D due to biases inherent to the data sources and their collection methods.

# Appendix F: Manufacturing Employment by Inner City Zip Code

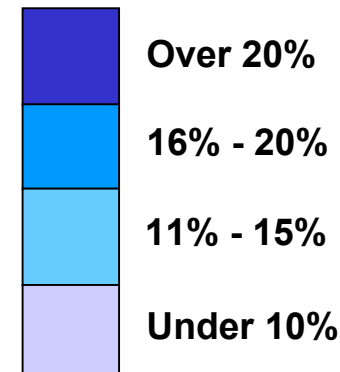


## Basic Facts about Manufacturing

- 1 out of every 5 inner city residents who works holds a manufacturing job.<sup>1</sup>
- 29% of jobs located in the inner city are in the manufacturing sector.<sup>2</sup>

Source: (1) 2000 U.S. Census; (2) ES202 data, 2001

## Percentage of Residents Employed in Manufacturing

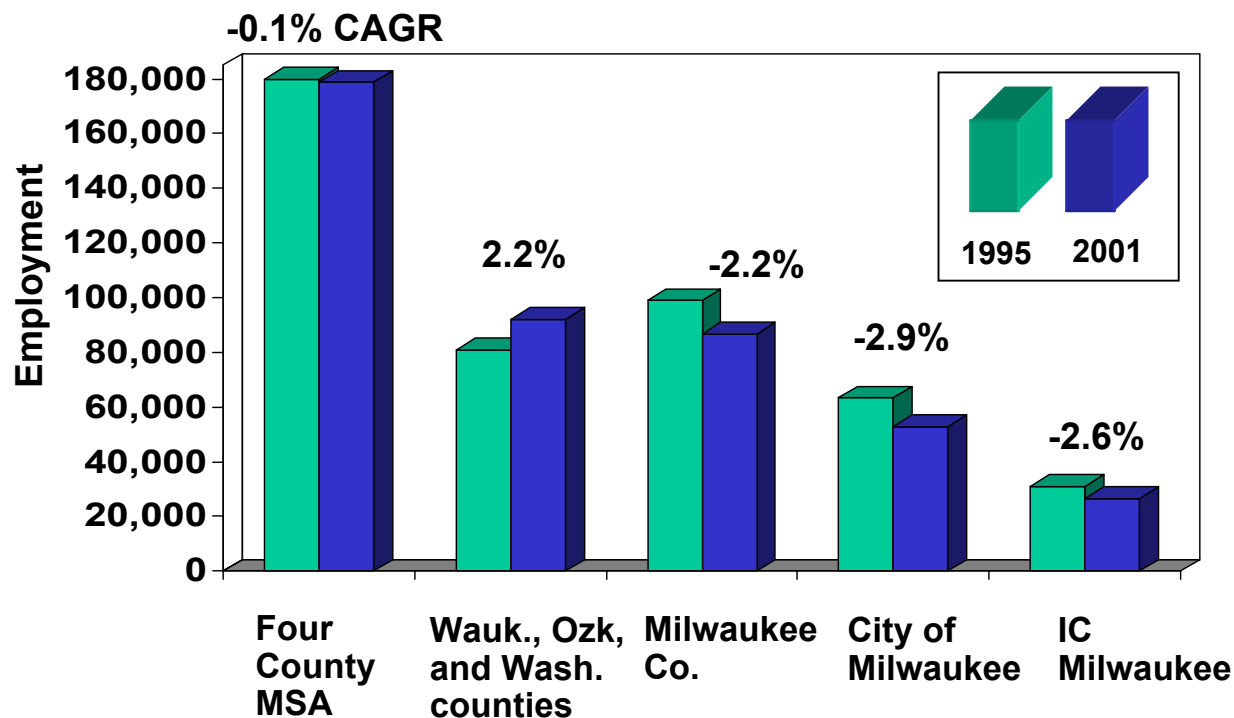


# Appendix G: Change in Manufacturing Employment by Geography in the Milwaukee Four County Area.



## Manufacturing Employment Levels & Growth by County

**Manufacturing Employment by Geography  
1995-2001**



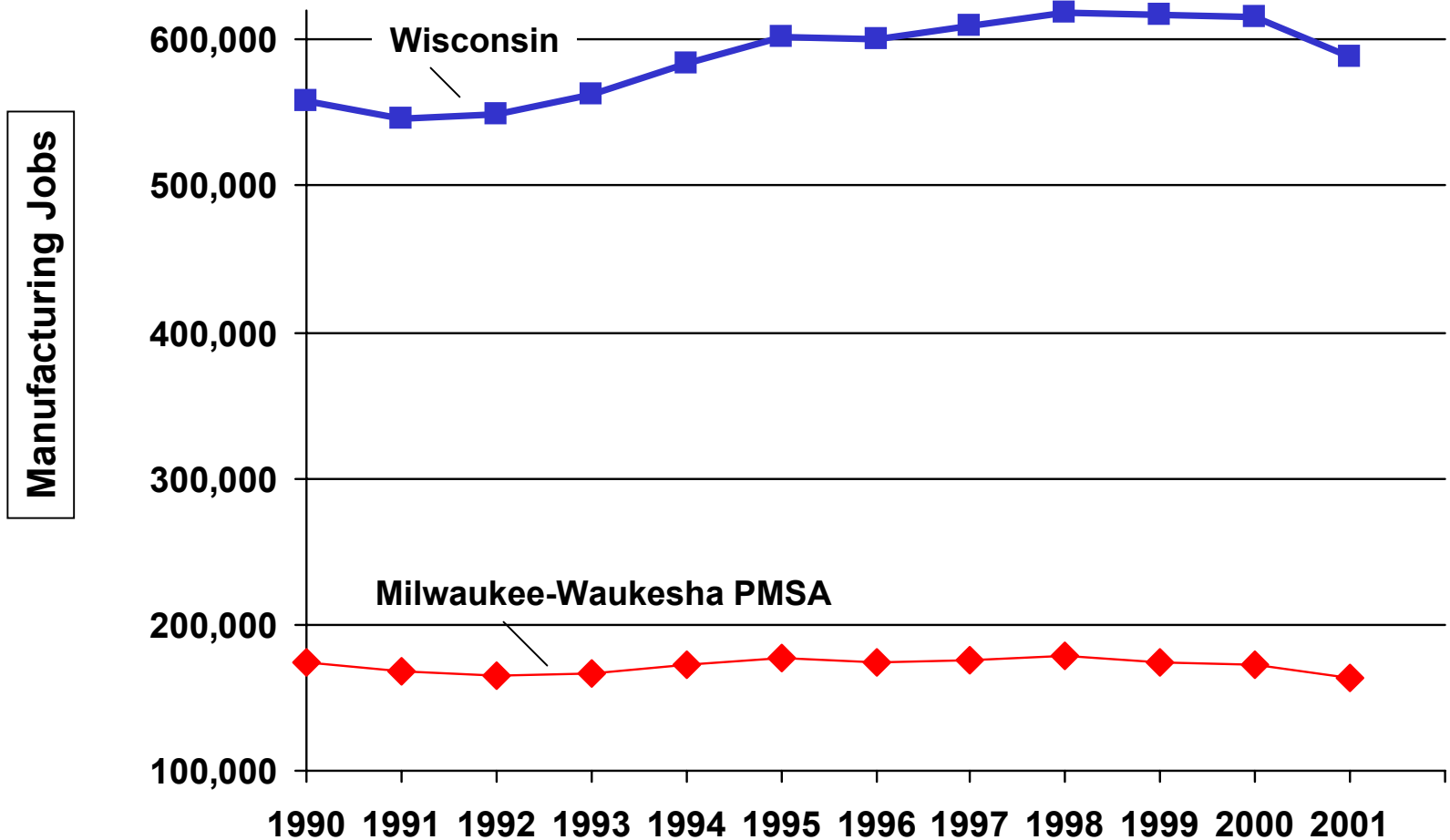
- Manufacturing in the four county MSA remained stable between 1995-2001
- All MSA counties except Milwaukee Co. exhibited manufacturing growth
- The City of Milwaukee accounted for 84% of the MSA's manufacturing employment decline
- Milwaukee's inner city manufacturing losses comprised 44% of the city's share of loss

Milwaukee MSA Net CAGR -0.1%

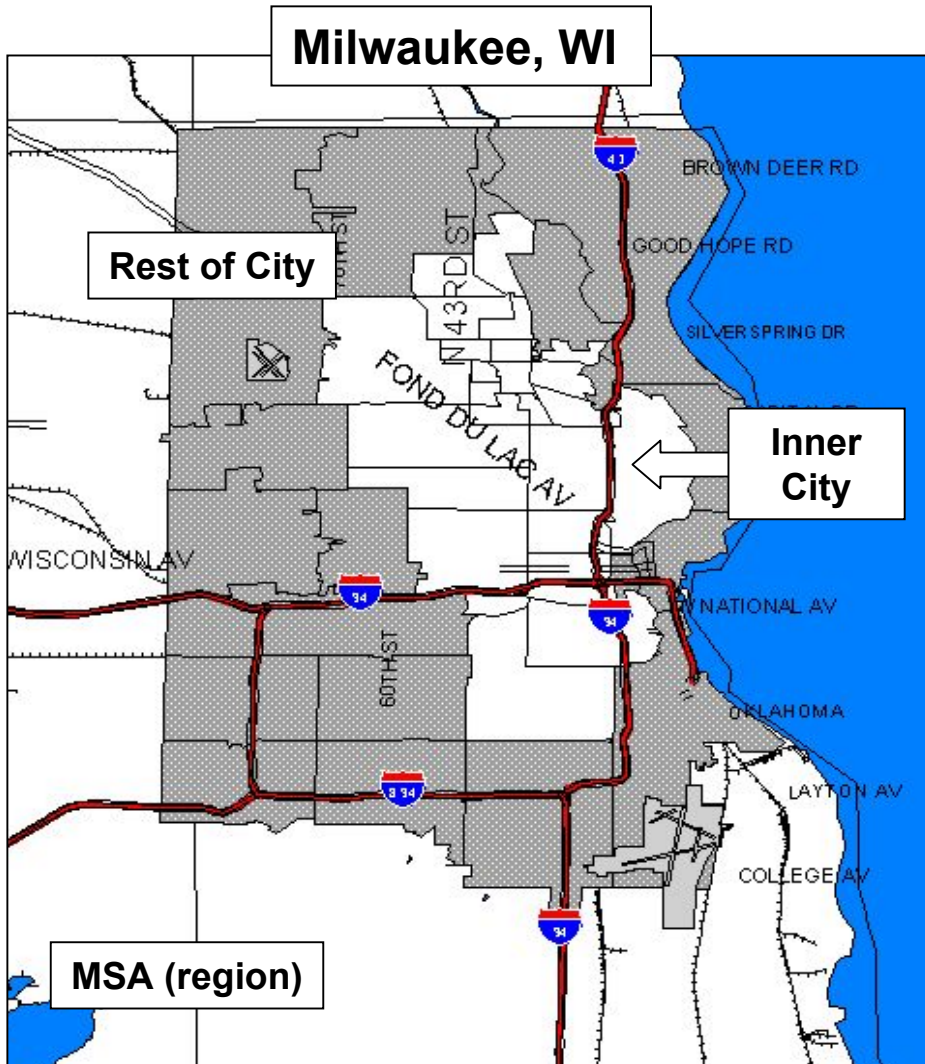
# Appendix H: Change in Manufacturing Employment for Wisconsin and the Milwaukee-Waukesha PMSA.



- During the 1990s, manufacturing employment increased and then declined in Wisconsin and the Milwaukee region.



# Appendix I: Map of Milwaukee's Inner City, Rest of City, and Rest of MSA



## Metrics to Determine the Inner City

**A. Poverty rate > 20%**

or

**B. Poverty rate 50% > MSA  
and  
Median Household  
Income 50% < MSA**

Note: MSA poverty rate= 10.2% MSA median household= \$48,784 MSA equals= Milwaukee, Ozaukee, Washington, Waukesha Counties

Inner City ZIP Codes: 53204, 53205, 53206, 53208, City portion of 53209, 53210, 53212, 53233, 53215, 53216, 53218

# Appendix J: Milwaukee Crime Statistics



<b>Violent Crime Rate<sup>1</sup> per 10,000 residents</b>						
	<b>1994</b>	<b>1995</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Remainder of City	35.5	41.6	34.5	36.5	32.5	37.0
Inner City	159.1	167.9	148.2	137.9	129.4	121.6
<b>Raw Difference</b>	123.5	126.3	113.8	101.4	96.9	84.6
<b>Diff. As % of IC Rate</b>	78%	75%	77%	74%	75%	70%
<b>Ratio of IC to Rest of City</b>	4.5	4.0	4.3	3.8	4.0	3.3
<b>Property Crime Rate - per 10,000 Residents</b>						
	<b>1994</b>	<b>1995</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Remainder of City	472.6	494.5	421.2	437.9	414.8	423.8
Inner City*	611.8	618.2	628.3	612.8	571.0	622.2
<b>Raw Difference</b>	139.3	123.7	207.1	174.9	156.2	198.3
<b>Diff. As % of IC Rate</b>	23%	20%	33%	29%	27%	32%
<b>Ratio of IC to Rest of City</b>	1.3	1.3	1.5	1.4	1.4	1.5
<b>Total Crime Rate (P + V) per 10,000 Residents</b>						
	<b>1994</b>	<b>1995</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Remainder of City	508.1	536.0	455.6	474.4	447.3	460.8
Inner City*	770.9	786.0	776.5	750.6	700.4	743.8
<b>Raw Difference</b>	262.8	250.0	320.9	276.3	253.1	283.0
<b>Diff. As % of IC Rate</b>	34%	32%	41%	37%	36%	38%
<b>Ratio of IC to Rest of City</b>	1.5	1.5	1.7	1.6	1.6	1.6