

Vital Signs

Benchmarking Metro Milwaukee

2013

Project Co-Sponsors

Greater Milwaukee Foundation
United Way of Greater Milwaukee
The Faye McBeath Foundation
Greater Milwaukee Committee

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Benchmarking Metro Milwaukee 2013

MAY 2013

May 2013

Dear Partners,

We often hear observations about our region's strengths and challenges. Frequently, these observations are based on perception. *Vital Signs: Benchmarking Metro Milwaukee* provides us with facts. It is with great excitement that we offer this new look at our region's strength, well-being, and vitality. *Vital Signs* provides a new, objective look at our region's standing compared to 15 other regions. The regions were selected to compare with other Midwestern metro areas or allow examination of regions that are often seen as leading edge communities.

Whether our interests are primarily related to education, economic matters,

or who we are as the people of southeastern Wisconsin, *Vital Signs* provides a comprehensive look at the quality of life in the region. We launched this effort in order to provide civic leaders and the broader public with a tool to gauge how our region is faring. It is our hope that *Vital Signs* will be used by planners, policymakers, researchers and others to move all of us forward. This report tells us a great deal about where we stand; it is up to all of us to work together to discover where we can go as a region and how we will get there. *Vital Signs* is a new conversation starter. We hope you find this useful and further hope that you will join us in moving our region forward.

Sincerely,



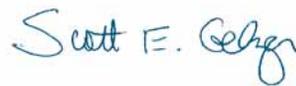
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Introduction

About Community Benchmarking

Benchmarking is a process in which standardized, measurable indicators are used to track and assess how a community is doing. Communities can benchmark in several ways against: best practices, policies, or leaders in a field; other communities; the state and nation; or community-established goals, targets, or trends.

The indicator data used for benchmarking might address areas such as demographics, economics, education, health and safety, civic participation, transportation, arts and culture, and the environment.

In 2007 Community Research Partners (CRP), a nonprofit research center based in Columbus, Ohio, designed and implemented a benchmarking project for central Ohio at the request of a group of local business leaders interested in civic improvement. Now in the process of creating the fifth edition of *Benchmarking Central Ohio*, CRP has developed a useful resource that is used to help strengthen the central Ohio community through data, information, and knowledge.

In December 2011, the Greater Milwaukee Foundation, a family of more than 1,000 individual charitable funds serving the Milwaukee metropolitan area and beyond, approached CRP about producing a similar benchmarking study for Milwaukee. Building upon the success of *Benchmarking Central Ohio* and the legacy of *Vital Signs*, a program developed by the Greater Milwaukee Foundation to measure the basic needs in metropolitan Milwaukee through data, CRP has created *Vital Signs: Benchmarking Metro Milwaukee 2013*.

Principles Guiding the Project

This benchmarking project is designed to reflect the following principles:

Benchmark against both similar and best-in-class communities.

Compare Milwaukee with 15 metropolitan areas that represent both “peer communities” (similar demographics/geography) and “best-in-class communities” (having characteristics that other communities emulate).

Select indicators from a broad framework, with a focus on economic competitiveness. Identify indicators that describe characteristics of the population, economy, and quality of life that contribute to the economic competitiveness of the region.

Use easily accessible, recent data. Collect data from existing, centralized sources. The process will not include conducting new research or collecting data from individual communities. If possible, the report will use indicator data no more than three years old that can also be regularly updated.

Produce a product that is useful to a wide audience. Prepare a report that (1) is easy for a variety of users to understand, (2) can be used to guide program and policy development, (3) informs the community about how Milwaukee stacks up, and (4) inspires the community to act.

Provide regular updates. After the initial release, produce updates to assess progress and trends.

The Indicator Groups

The indicators in *Vital Signs: Benchmarking Metro Milwaukee 2013* are organized within five sections, each describing a facet of the community that contributes to economic competitiveness:

1. **Population Vitality:** indicators of population growth, diversity, age, and households
2. **Economic Strength:** indicators of industries and innovation, business growth, business size and ownership, productivity, employment, and workforce
3. **Personal Prosperity:** indicators of income, economic equity and hardship, homeownership, and housing affordability
4. **Lifelong Learning:** indicators of literacy and language, school attendance and enrollment, educational attainment, and school nutrition
5. **Community Well-being:** indicators of health, safety, civic life, transportation, environmental quality, and cultural opportunities

The Metro Areas

This report compares the Milwaukee metro area with 15 others across the country. For most of the indicators, these are the Metropolitan Statistical Area (MSA) geographies defined by the U.S. Office of Management and Budget in June 2003 and used by the Census Bureau and other federal agencies for statistical purposes. They are composed of counties and county equivalents. For a list of all 16 metro areas benchmarked in this report and their corresponding Census definitions, see the table on the right.

The indicator data in the report reflect the geography used by the data source. Although data available by county can be tallied up to the MSA level in most cases, some sources report data for an incompatible geography such as the Census-defined Urbanized Areas, which cover only the core of an MSA. These are identified on the applicable indicator pages.

CRP has also collected much of the indicator data for the top 100 MSAs by population. Where possible these data are used to create an average for comparison purposes. In addition to this report, there is also an online resource which includes the data collected for the top 100 MSAs to enable users to perform their own benchmarking comparisons:

http://communityresearchpartners.org/uploads/publications//VitalSigns2013_Top100.xlsx

A map of the top 100 MSAs, highlighting Milwaukee and the 15 benchmarking metros, can be found on page iv.

Organization of the Report

Each section begins with an introduction that provides an overview of the data in the section. This includes an analysis, in both narrative and graphic format, of how the Milwaukee metro area compares to the other 15 communities.

The report comprises 81 topics, each with a primary indicator and one or more related indicators. Each topic (with two exceptions) is displayed on one page. The indicator pages include data sources and definitions, a table, and a

bar graph that together provide multiple dimensions of the indicator topic. Where historical data are available, a *Milwaukee Trends* line graph presents the data for Milwaukee on the primary indicator over time.

About the Rankings

The format of the report is intended to let the data speak for themselves. Unlike some benchmarking reports, there are neither letter grades nor up and down arrows to compare the metro areas. However, each indicator section contains a bar graph that rank-orders the metro areas, and there are rankings in the data tables as well. Many of the graphs display data as a percentage or rate to enable apples-to-apples comparisons of metro areas with different populations.

In ranking most of the indicators, **1** indicates both “highest” and “best,” and **16** indicates both “lowest” and “worst.” For some indicators (e.g., unemployment rate, poverty rate, crime rate), the lowest number is actually a positive sign and so is ranked 1. On the other hand, achieving the highest number for an indicator like these means that the MSA would be ranked 16. A footnote indicates the rank-order system used on each page. Tied metro areas (identified with **T**) are each assigned the next number in the ranking sequence. The ranking then skips over the number(s) that would have been assigned if there were no tie (e.g., 1, 2, T-3, T-3, 5).

Finally, ranking should be considered within the context of the specific indicator. For data where the spread between the highest and lowest figures is small, ranking may be a less useful tool for analysis.

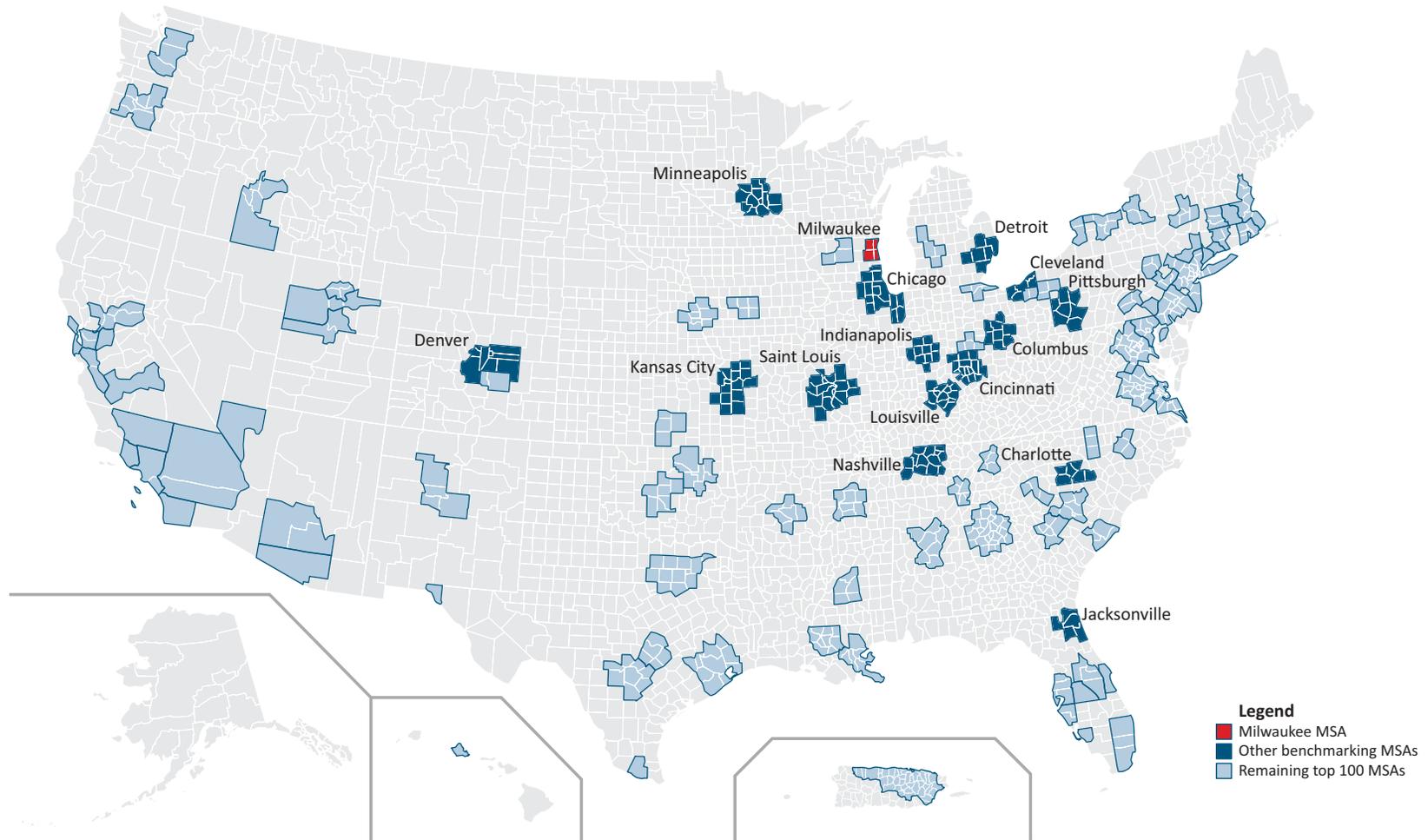
Caveats About Accuracy

CRP has been careful in collecting, analyzing, and presenting data from a variety of sources to prepare this report. CRP has judged its data sources to be reliable, but it was not possible to authenticate all data. If careful readers of the report discover data or typographical errors, CRP welcomes this feedback and will incorporate corrections into future versions of the report.

Benchmarking Metro Area Definitions

Metro Area	U.S. Census Bureau MSA	2003 MSA Geography (counties and states)
Charlotte	Charlotte-Gastonia-Rock Hill, NC-SC	Anson, Cabarrus, Gaston, Mecklenburg, Union, NC; York, SC
Chicago	Chicago-Joliet-Naperville, IL-IN-WI	Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry, Will, IL; Jasper, Lake, Newton, Porter, IN; Kenosha, WI
Cincinnati	Cincinnati-Middletown, OH-KY-IN	Brown, Butler, Clermont, Hamilton, Warren, OH; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton, KY; Dearborn, Franklin, Ohio, IN
Cleveland	Cleveland-Elyria-Mentor, OH	Cuyahoga, Geauga, Lake, Lorain, Medina, OH
Columbus	Columbus, OH	Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway, Union, OH
Denver	Denver-Aurora-Broomfield, CO	Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, Park, CO
Detroit	Detroit-Warren-Livonia, MI	Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne, MI
Indianapolis	Indianapolis-Carmel, IN	Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Putnam, Shelby, IN
Jacksonville	Jacksonville, FL	Baker, Clay, Duval, Nassau, St. Johns, FL
Kansas City	Kansas City, MO-KS	Bates, Caldwell, Cass, Clay, Clinton, Jackson, Lafayette, Platte, Ray, MO; Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte, KS
Louisville	Louisville/Jefferson County, KY-IN	Bullitt, Henry, Jefferson, Meade, Nelson, Oldham, Shelby, Spencer, Trimble, KY; Clark, Floyd, Harrison, Washington, IN
Milwaukee	Milwaukee-Waukesha-West Allis, WI	Milwaukee, Ozaukee, Washington, Waukesha, WI
Minneapolis	Minneapolis-St. Paul-Bloomington, MN-WI	Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, Wright, MN; Pierce, St. Croix, WI
Nashville	Nashville-Davidson-Murfreesboro-Franklin, TN	Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson, TN
Pittsburgh	Pittsburgh, PA	Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, Westmoreland, PA
Saint Louis	St. Louis, MO-IL	Franklin, Jefferson, Lincoln, St. Charles, St. Louis, St. Louis (city), Warren, Washington, MO; Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe, St. Clair, IL

Top 100 MSAs by Population, 2011*



*CRP has provided indicators data in an online resource for all of the top 100 MSAs by population (including Milwaukee and the 15 other benchmarking MSAs) to enable users to do their own benchmarking comparisons:
http://communityresearchpartners.org/uploads/publications/VitalSigns2013_Top100.xlsx

Section 1: Population Vitality

This section includes indicators of population growth, diversity, age, and households that describe the vitality of the metro area populations.

The following are the Population Vitality indicator categories:

- 1.01 Population Growth**
- 1.02 Birth Rate**
- 1.03 Foreign Born Population**
- 1.04 Race and Ethnicity**
- 1.05 Residential Segregation**
- 1.06 Child Population**
- 1.07 Senior Population**
- 1.08 Median Age**
- 1.09 Households**
- 1.10 Same-sex Couples**

Population Vitality Overview

This section includes demographic indicators measuring population growth, migration, diversity, age, and household size and composition. These help describe the vitality of the metro area populations. Faster-growing, more diverse, and younger metro areas tend to be more economically competitive.

The table on the right shows where the rankings in this section fall. For the most part, Milwaukee tends to rank in the middle or toward the bottom tier when it comes to population vitality. It is a slow-growth metropolitan area with a moderate amount of diversity and a population that is neither relatively young nor relatively old. This is not at all surprising considering the city's industrial roots.

Diversity

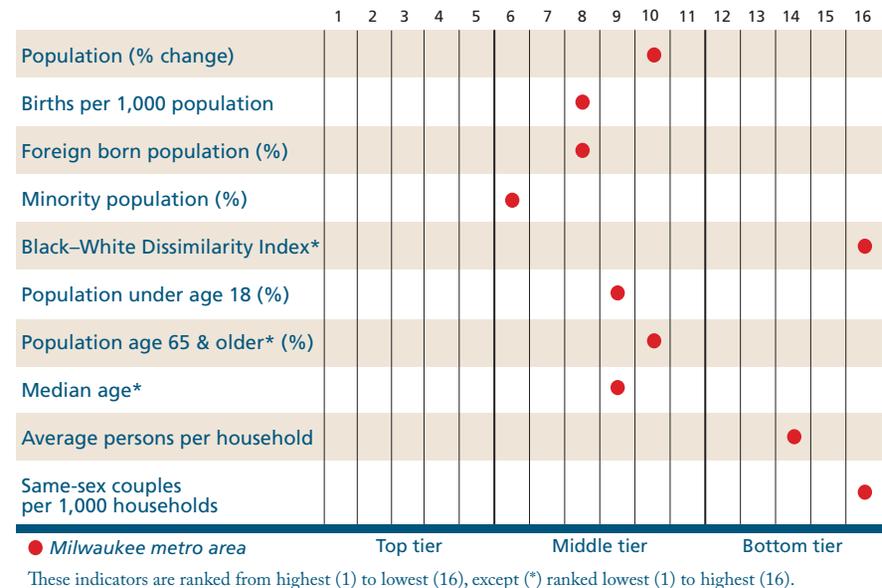
Milwaukee has a long history of cultural diversity, with its notable German-, Polish- and African American communities. Indeed, the metro area ranks near the top tier in the percentage of the population of a racial or ethnic minority and even has the 4th highest percentage of people of Hispanic or Latino ethnicity (Indicator 1.04). However, Milwaukee ranks in last place in the number of same-sex couples per 1,000 households (1.10). There is a paradox here that suggests a more mixed picture of Milwaukee's overall diversity.

Racial Disparities

Although the metro population may be racially and ethnically diverse, there is a wide divide between the White and non-White populations in metro Milwaukee, both literally and figuratively. To begin with, there is a tremendous age disparity between Whites and non-Whites—the White population is one of the oldest among the 16 metros, whereas the African American, Asian, and Hispanic populations are all among the youngest (1.08). Racial disparities in quality of life can be seen throughout the report as well—in household income, poverty rates, and infant mortality. But perhaps most jarring, Milwaukee has the worst residential segregation, both between Whites and African Americans and between Whites and Hispanics (1.05).

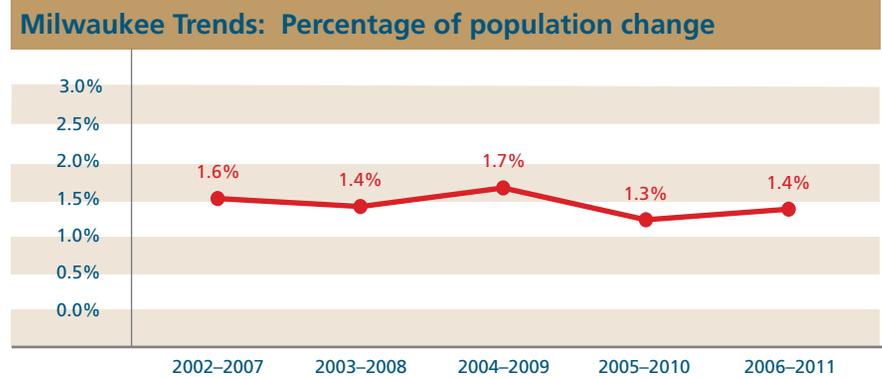
Population Vitality: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Population Vitality section.

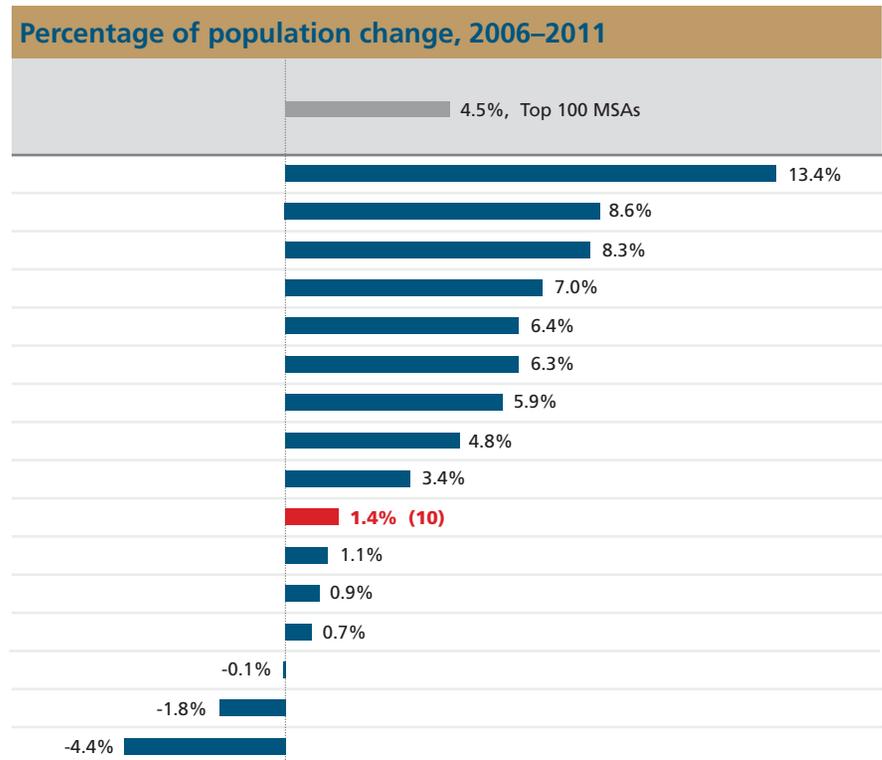


Indicator 1.01: Population Growth

This indicator includes U.S. Census Bureau data on the total metro area populations in 2006 and 2011 and the increase or decrease in population from 2006 to 2011.



Total population, 2006 and 2011		
Metro Area	Total population 2006	Total population 2011
Charlotte	1,583,869	1,795,472
Nashville	1,489,156	1,617,142
Denver	2,399,620	2,599,504
Columbus	1,737,170	1,858,464
Indianapolis	1,671,898	1,778,568
Jacksonville	1,279,132	1,360,251
Louisville	(16) 1,222,544	(16) 1,294,849
Minneapolis	3,167,666	3,318,486
Kansas City	1,984,954	2,052,676
Milwaukee	(13) 1,540,301	(14) 1,562,216
Chicago	(1) 9,398,855	(1) 9,504,753
Saint Louis	2,791,682	2,817,355
Cincinnati	2,122,711	2,138,038
Pittsburgh	2,361,482	2,359,746
Cleveland	2,106,336	2,068,283
Detroit	4,484,542	4,285,832



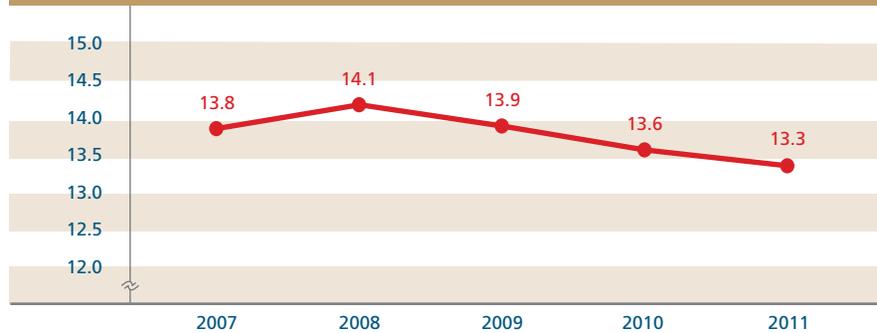
Source: U.S. Census Bureau, Population Estimates

(#) Ranked from highest (1) to lowest (16)

Indicator 1.02: Birth Rate

This indicator includes data on birth rates from the U.S. Census Bureau. The birth rate is the total number of live births occurring to residents of an area as a percentage of an area's population. The rate is estimated using reports from the Census Bureau's Federal-State Cooperative Program for Population Estimates and the National Center for Health Statistics.

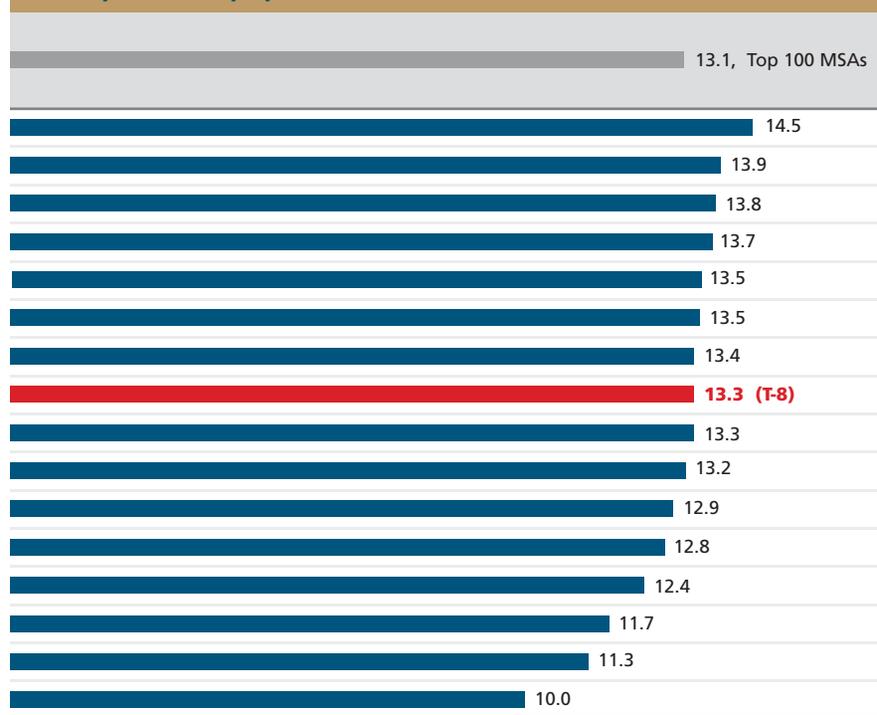
Milwaukee Trends: Births per 1,000 population



Total births, 2011

Metro Area	Total births
Indianapolis	25,734
Columbus	25,789
Kansas City	28,301
Charlotte	24,619
Denver	35,028
Chicago	(1) 128,052
Cincinnati	28,550
Milwaukee	(14) 20,839
Nashville	21,555
Minneapolis	43,858
Jacksonville	17,601
Louisville	(16) 16,542
Saint Louis	34,833
Detroit	50,037
Cleveland	23,371
Pittsburgh	23,690

Births per 1,000 population, 2011



Source: U.S. Census Bureau, Population Estimates

(#) Ranked from highest (1) to lowest (16)

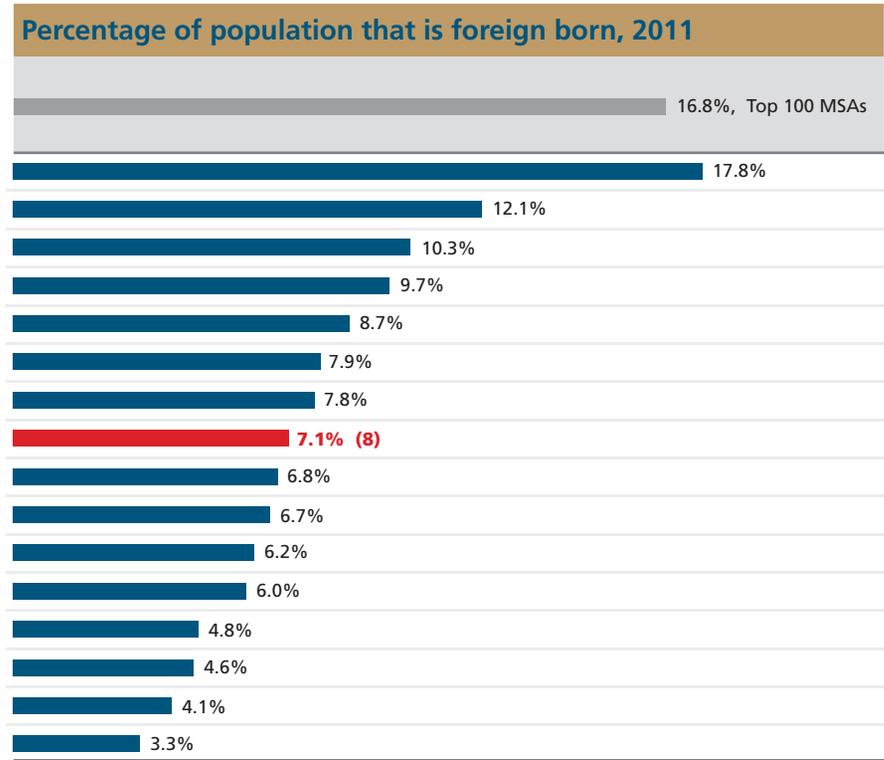
Indicator 1.03: Foreign Born Population

This indicator includes data from the American Community Survey on the number and percentage of the total population who were not U.S. citizens at birth. The percentage of foreign born persons who arrived in the United States in 2000 or later provides a picture of new immigrants in a metro area.

Milwaukee Trends: Percentage of foreign born population



Foreign born population, 2011		
Metro Area	Total foreign born population	Percentage entered United States, 2000 or after
Chicago	(1) 1,689,862	(16) 32.2%
Denver	314,716	40.8%
Charlotte	184,314	44.6%
Minneapolis	322,725	47.6%
Detroit	372,801	34.9%
Nashville	127,776	49.1%
Jacksonville	106,318	35.9%
Milwaukee	(12) 110,426	(11) 42.8%
Columbus	126,297	(1) 54.7%
Kansas City	136,513	47.1%
Indianapolis	111,052	54.0%
Cleveland	124,779	33.3%
Louisville	(16) 62,150	53.6%
Saint Louis	130,636	48.6%
Cincinnati	87,518	52.4%
Pittsburgh	76,990	44.6%

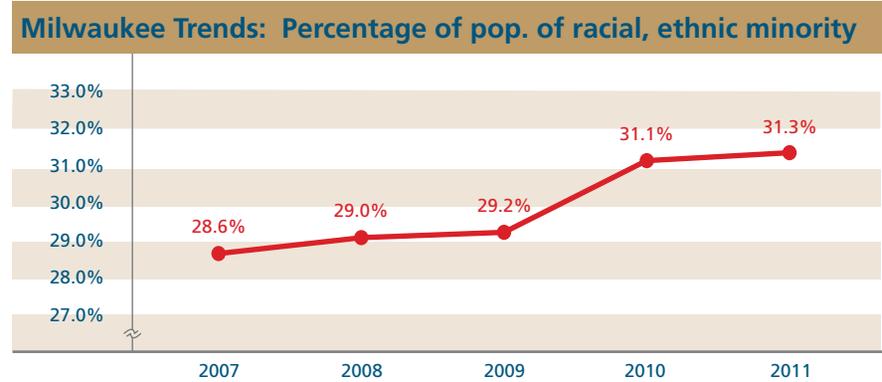


Source: U.S. Census Bureau, American Community Survey

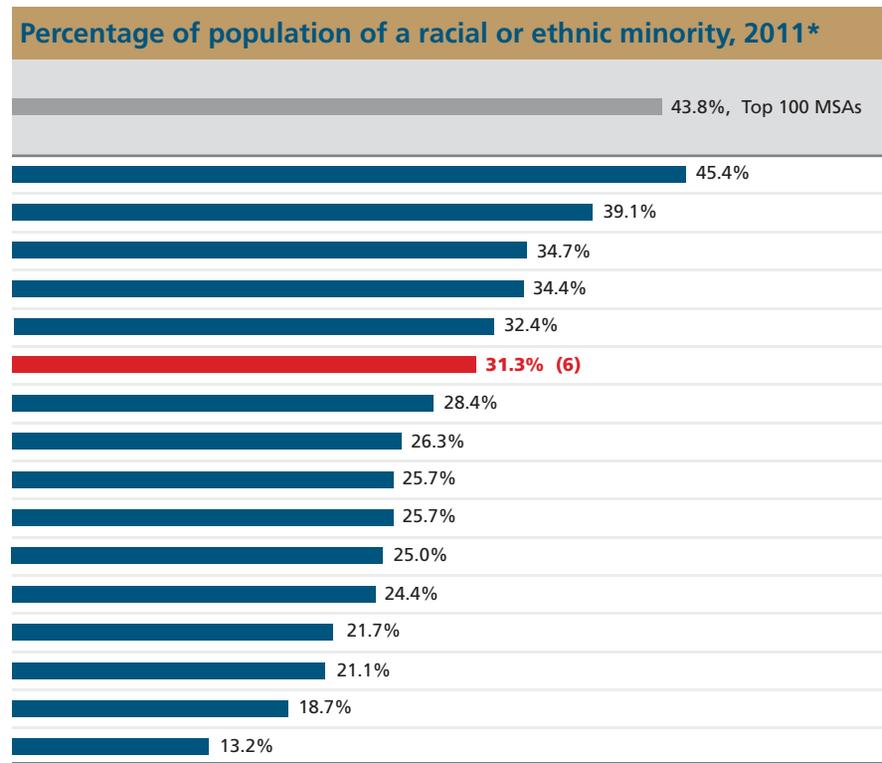
(#) Ranked from highest (1) to lowest (16)

Indicator 1.04: Race and Ethnicity

This indicator includes data from the American Community Survey on the racial and ethnic diversity of the metro areas. These data reflect self-identification by people according to the race or races with which they most closely identify. The percentages in the data table do not total 100% for two reasons. First, there are additional Census race classifications, including “some other race” and “two or more races,” not shown on the table. Second, Hispanic or Latino is an ethnicity, not a race. Persons who identify as Hispanic or Latino may be “of any race” (i.e. Hispanic White, Hispanic Black, etc.).



Population by race and ethnicity, 2011				
Metro Area	White	Black or African American	Asian	Hispanic or Latino (of any race)
Chicago	(16) 66.5%	17.1%	(1) 5.7%	21.1%
Charlotte	67.0%	(1) 24.0%	3.2%	10.0%
Jacksonville	70.7%	21.9%	3.3%	7.2%
Denver	81.4%	(16) 5.5%	3.7%	(1) 22.7%
Detroit	70.4%	22.6%	3.4%	4.0%
Milwaukee	(11) 75.0%	(7) 16.5%	(8) 2.9%	(4) 9.7%
Cleveland	74.8%	19.7%	2.0%	4.8%
Nashville	77.4%	15.4%	2.3%	6.7%
Indianapolis	77.7%	15.0%	2.2%	6.3%
Kansas City	79.5%	12.1%	2.3%	8.3%
Saint Louis	76.9%	18.1%	2.1%	2.7%
Columbus	77.7%	14.6%	3.1%	3.8%
Minneapolis	81.4%	7.4%	5.7%	5.5%
Louisville	81.2%	13.5%	(16) 1.5%	4.0%
Cincinnati	83.2%	12.2%	1.9%	2.7%
Pittsburgh	(1) 87.7%	8.4%	1.8%	(16) 1.4%



Source: U.S. Census Bureau, American Community Survey

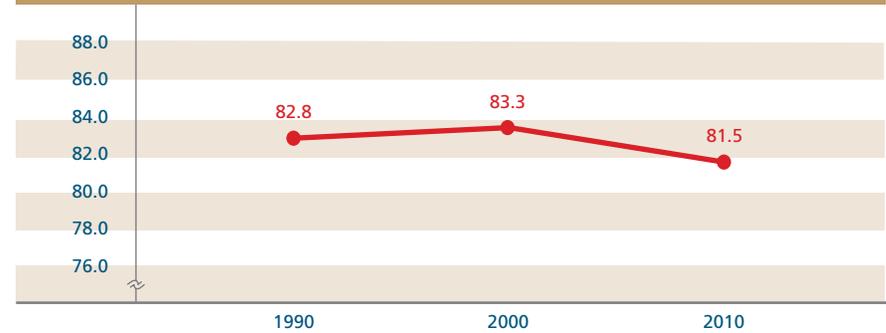
(#) Ranked from highest (1) to lowest (16)

*All racial groups except non-Hispanic White are included.

Indicator 1.05: Residential Segregation

This indicator includes data from the Population Studies Center at the University of Michigan. A dissimilarity index can be used to measure racial and ethnic residential segregation in a community. It calculates the evenness with which two groups are distributed across a defined area. An index of 0 means complete integration, and an index of 100 means complete segregation. The dissimilarity index was based on an analysis of 2010 Decennial Census tract data.

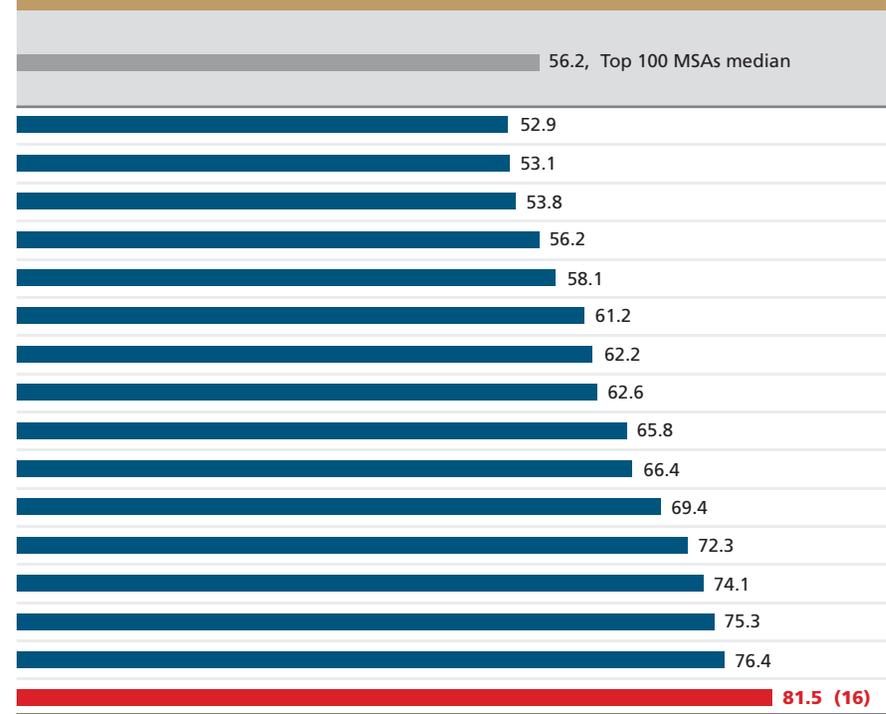
Milwaukee Trends: Black-White Dissimilarity Index



Asian-White and Hispanic-White Dissimilarity Indices, 2010

Metro Area	Asian-White dissimilarity index	Hispanic-White dissimilarity index
Minneapolis	42.8	42.5
Jacksonville	37.5	(1) 27.6
Charlotte	43.6	47.6
Nashville	41.0	47.9
Louisville	42.2	38.7
Kansas City	38.4	44.4
Columbus	43.3	41.5
Denver	(1) 33.4	48.8
Pittsburgh	(16) 52.4	28.6
Indianapolis	41.6	47.3
Cincinnati	46.0	36.9
Saint Louis	44.3	30.7
Cleveland	41.3	52.3
Detroit	50.6	43.3
Chicago	44.9	56.3
Milwaukee	(4) 40.7	(16) 57.0

Black-White Dissimilarity Index, 2010



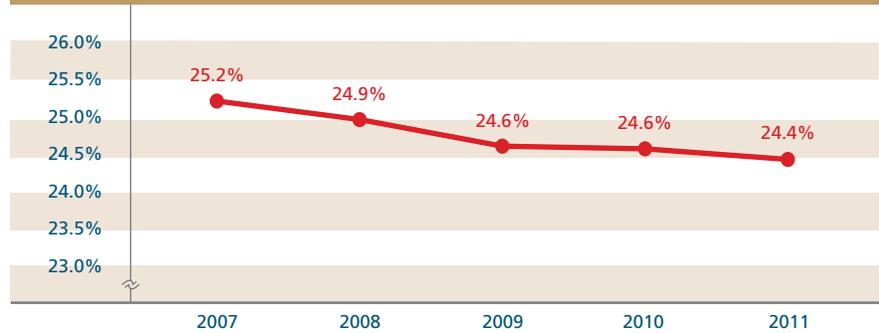
Source: University of Michigan, Population Studies Center

(#) Ranked from lowest (1) to highest (16)

Indicator 1.06: Child Population

This indicator includes data from the American Community Survey on the number and percentage of individuals under age 18. The child dependency ratio is a ratio of the population under age 18, who typically are economically inactive, to the population ages 18 to 64.

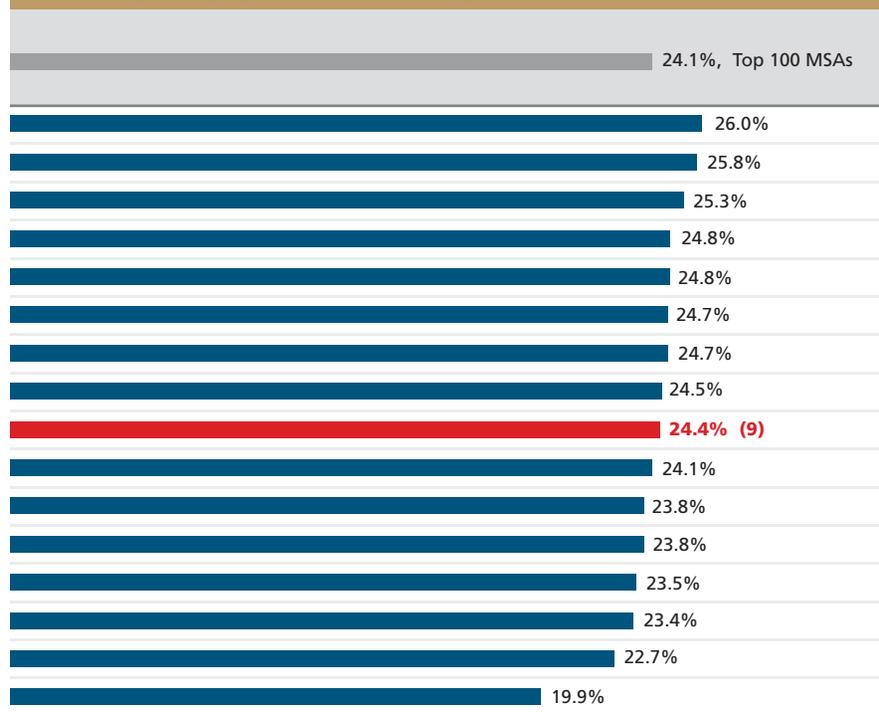
Milwaukee Trends: Percentage of population under age 18



Population under age 18, 2011

Metro Area	Total population under age 18	Child dependency ratio
Indianapolis	461,727	(1) 0.413
Charlotte	463,350	0.403
Kansas City	518,349	0.404
Chicago	(1) 2,355,575	0.390
Cincinnati	529,382	0.394
Minneapolis	819,189	0.383
Denver	641,183	0.379
Columbus	455,089	0.378
Milwaukee	(14) 381,168	(6) 0.388
Nashville	390,936	0.372
Detroit	1,020,342	0.380
Louisville	(16) 308,404	0.376
Saint Louis	661,831	0.374
Jacksonville	317,695	0.366
Cleveland	469,808	0.367
Pittsburgh	468,902	(16) 0.316

Percentage of population under age 18, 2011

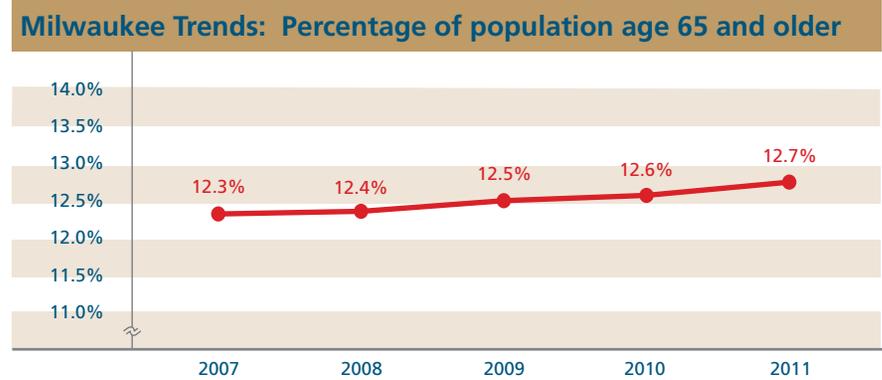


Source: U.S. Census Bureau, American Community Survey

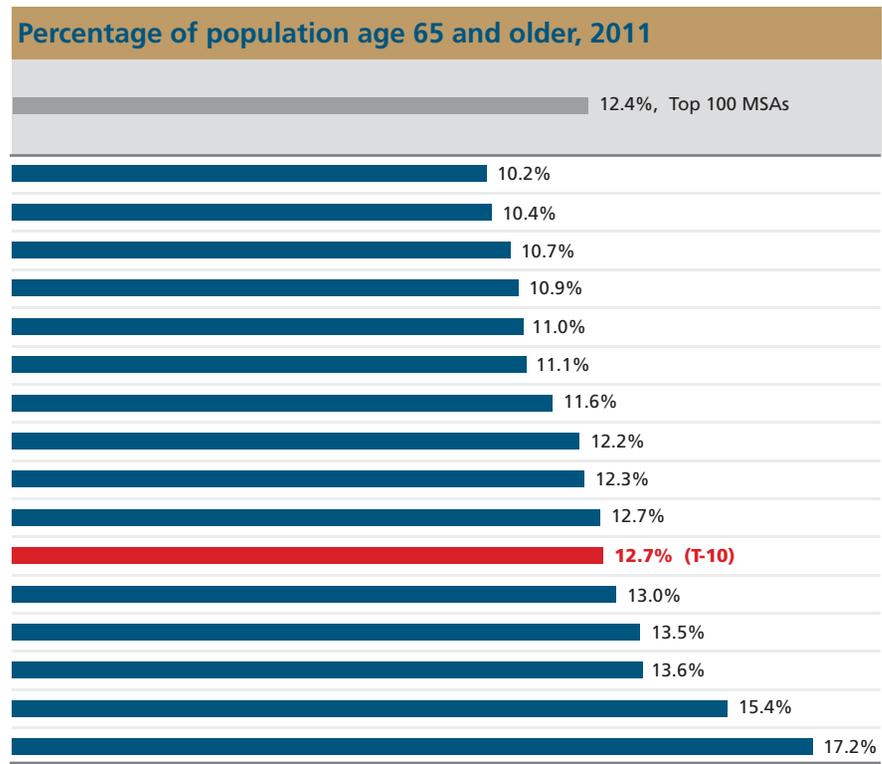
(#) Ranked from highest (1) to lowest (16)

Indicator 1.07: Senior Population

This indicator includes data from the American Community Survey on the number and percentage of individuals age 65 and older. The old-age dependency ratio is a ratio of the population age 65 and over, who typically become economically dependent, to the population ages 18 to 64.



Metro Area	Total population age 65 and older	Old-age dependency ratio
Charlotte	183,553	0.160
Denver	269,288	(1) 0.159
Columbus	199,751	0.166
Minneapolis	362,326	0.170
Nashville	178,192	0.170
Indianapolis	196,765	0.176
Chicago	(16) 1,105,610	0.183
Kansas City	249,821	0.195
Cincinnati	263,516	0.196
Jacksonville	172,271	0.198
Milwaukee	(6) 198,666	(11) 0.202
Louisville	(1) 168,911	0.206
Detroit	578,691	0.215
Saint Louis	382,148	0.216
Cleveland	318,908	0.249
Pittsburgh	406,711	(16) 0.274



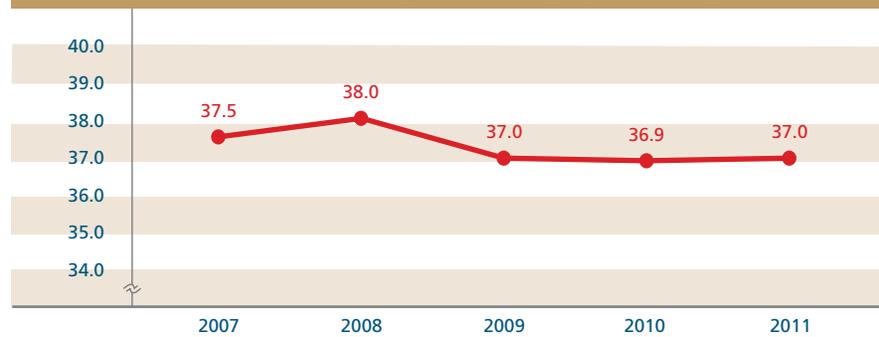
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Indicator 1.08: Median Age

This indicator includes data from the American Community Survey on the median age of the metro area populations. The median age, which is expressed in years, is the age that divides the population into two groups of equal size. Half the population is older than the median age, and half is younger. This indicator includes median age data for the total population as well as the median age for selected racial and ethnic subgroups.

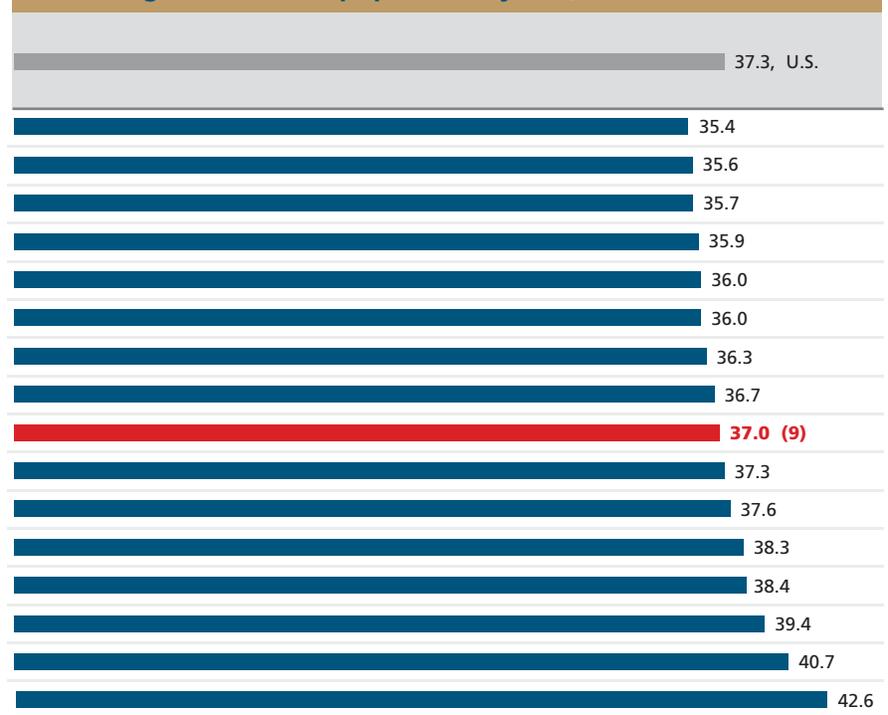
Milwaukee Trends: Median age of total population (years)



Median age (years) by race and ethnicity, 2011*

Metro Area	White	Black or African American	Asian	Hispanic or Latino
Columbus	(1) 37.4	31.2	32.1	25.2
Charlotte	38.4	32.3	32.7	25.8
Indianapolis	38.0	31.1	33.3	(1) 23.8
Denver	37.4	33.7	34.4	26.6
Nashville	38.3	31.2	33.3	25.5
Chicago	38.8	34.0	35.6	27.1
Minneapolis	39.7	(1) 27.6	(1) 27.9	24.3
Kansas City	38.9	33.5	33.3	25.4
Milwaukee	(13) 40.9	(2) 28.4	(2) 29.0	(4) 24.5
Cincinnati	39.0	31.7	33.9	24.0
Jacksonville	40.5	31.0	(16) 37.7	(16) 28.8
Louisville	40.3	33.6	33.0	25.6
Saint Louis	40.6	32.6	33.5	25.7
Detroit	41.9	34.9	34.7	25.9
Cleveland	43.2	(16) 35.5	34.5	25.8
Pittsburgh	(16) 44.5	33.0	32.0	26.0

Median age of the total population (years), 2011



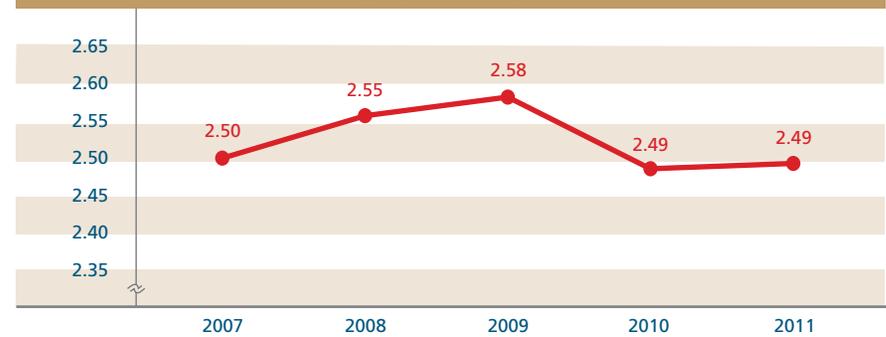
Source: U.S. Census Bureau, American Community Survey
 *See Indicator 1.04 for Census definitions of race and ethnicity

(#) Ranked from lowest (1) to highest (16)

Indicator 1.09: Households

This indicator includes data from the American Community Survey on the number and type of households in the metro areas. A household is defined as an occupied housing unit, and households are categorized into types based on the characteristics of the primary householder and their relationship with others in the household. Examples of household types include married couples, persons living alone, and female-headed households with children. Average household size is calculated by dividing the total number of people living in households in an area by the total number of households.

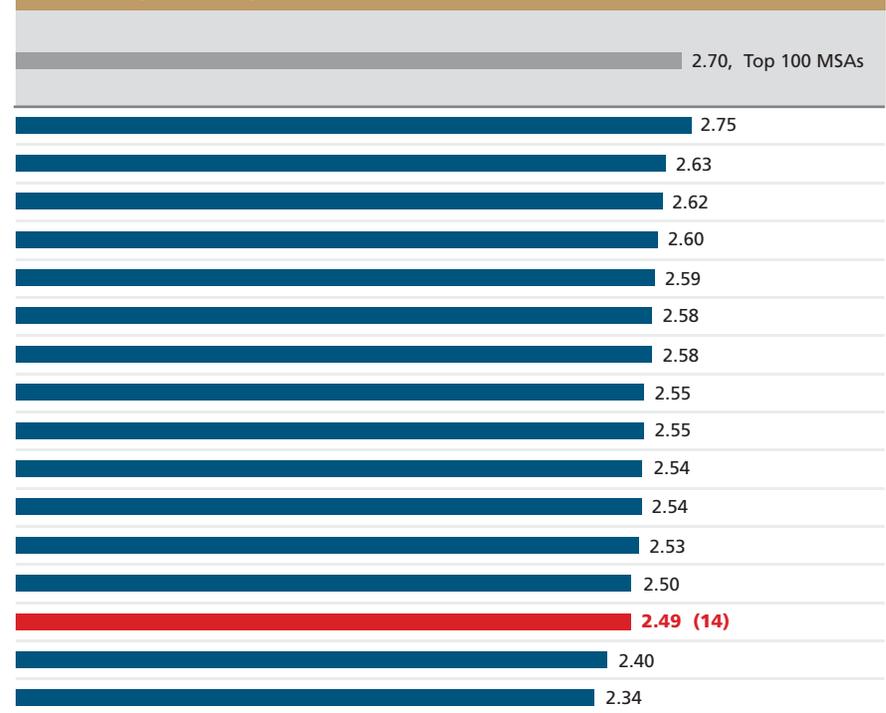
Milwaukee Trends: Average persons per household



Number and percentage of households by type, 2011

Metro Area	Total households	Married couple households	Persons living alone*	Female-headed households with children*
Chicago	(1) 3,403,363	47.4%	28.4%	8.9%
Charlotte	671,191	49.4%	(1) 27.4%	(16) 9.9%
Jacksonville	508,966	47.2%	27.7%	9.7%
Cincinnati	805,714	49.4%	28.0%	9.1%
Detroit	1,635,840	45.5%	30.1%	9.3%
Indianapolis	674,976	48.0%	28.3%	9.4%
Nashville	613,496	49.1%	28.7%	8.2%
Denver	1,007,022	46.5%	30.2%	7.3%
Louisville	(16) 499,056	47.1%	28.9%	9.3%
Minneapolis	1,281,260	(1) 49.7%	28.6%	(1) 7.2%
Kansas City	794,197	48.6%	28.3%	9.1%
Columbus	715,770	46.0%	30.4%	9.2%
Saint Louis	1,105,266	47.6%	28.9%	9.1%
Milwaukee	(13) 615,107	(15) 44.6%	(14) 31.3%	(T-10) 9.3%
Cleveland	844,779	(16) 42.9%	(16) 33.6%	9.3%
Pittsburgh	980,405	46.2%	32.3%	7.4%

Average persons per household, 2011



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16) except (*) ranked from lowest to highest

Indicator 1.10: Same-sex Couples

This indicator includes data from the American Community Survey on same-sex partner households. The number includes both married and unmarried same-sex couples and it is a measure of a community's openness to diversity.

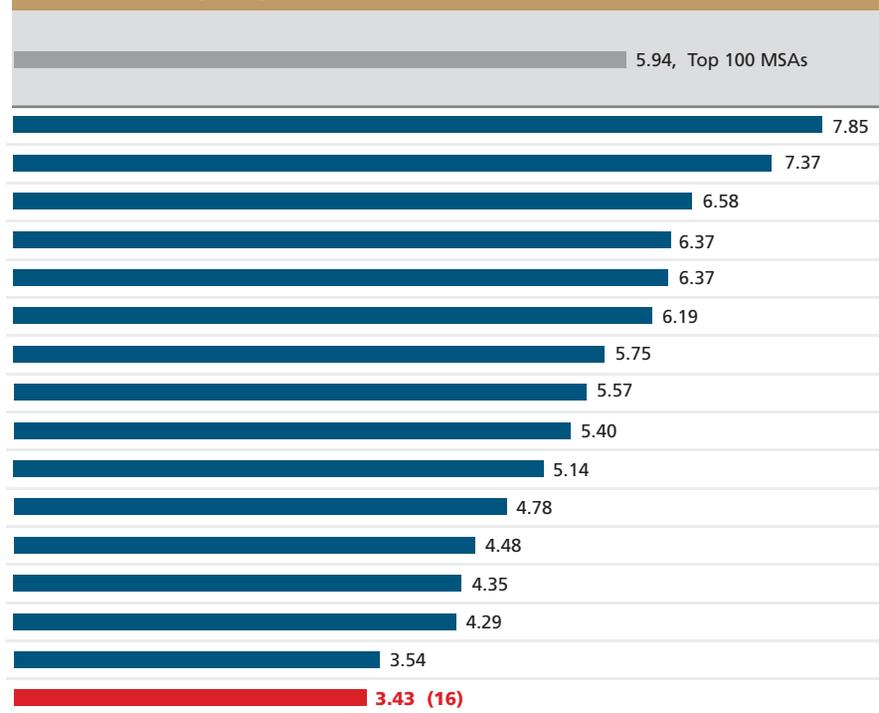
Milwaukee Trends: Same-sex couples per 1,000 households



Same-sex couples by sex, 2011

Metro Area	Male couples	Female couples
Denver	4,236	3,668
Minneapolis	4,305	5,139
Louisville	1,810	1,473
Indianapolis	1,599	2,703
Columbus	2,361	2,196
Cleveland	2,176	3,053
Nashville	1,452	2,073
Kansas City	1,966	2,458
Chicago	(1) 9,746	(1) 8,641
Jacksonville	1,067	1,551
Saint Louis	2,160	3,121
Pittsburgh	1,927	2,465
Charlotte	1,172	1,748
Cincinnati	(16) 950	2,507
Detroit	2,919	2,878
Milwaukee	(14) 1,089	(16) 1,019

Same-sex couples per 1,000 households, 2011



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Section 2: Economic Strength

This section includes indicators of industries and innovation, business growth, business size and ownership, productivity, employment, and workforce that describe the strength of the metro area economies.

The following are the Economic Strength indicator categories:

- | | |
|---|--|
| 2.01 Industry Sector Employment | 2.11 Female Business Ownership |
| 2.02 Employment Change by Industry | 2.12 Gross Metropolitan Product |
| 2.03 High Tech Industries | 2.13 Exports |
| 2.04 Patents | 2.14 Income and Wages |
| 2.05 Entrepreneurship | 2.15 Occupations |
| 2.06 Fortune 1,000 Companies | 2.16 Workforce |
| 2.07 Business Firms | 2.17 Creative Workforce |
| 2.08 Small Business Startups | 2.18 Green Jobs |
| 2.09 Small Business Firms | 2.19 Unemployment |
| 2.10 Minority Business Ownership | 2.20 Brain Gain |

Economic Strength Overview

This section includes economic indicators measuring industrial specialization and growth, business development, diversity in business ownership, innovation, productivity, income and wages, workforce vitality and creativity, the clean economy, and brain gain. These help describe the strength of the metro area economies. A growing, diverse, innovative, and clean economy—and workforce—can drive the economic competitiveness of a region.

The table on the next page shows where the rankings in this section fall. They provide a mixed economic picture for Milwaukee, with a nearly equal number of indicators in the top and bottom tiers. Like other Midwest cities, Milwaukee has been transitioning from an economy based on manufacturing, which has been in steady decline nationally for decades, to one centered around education and health services, industries that tend to be more resilient. As a result we see a metro area economy that is firmly grounded in its blue-collar roots, yet evolving to meet changing economic and demographic demands.

Industrial Evolution

Historically famous for its breweries, Milwaukee's manufacturing sector has also evolved over time. In doing so manufacturing has remained strong—second only to the education and health services sector in employment—with Milwaukee ranking 1st in manufacturing as a percentage of total employment. At the same time, the metro area also ranks in the top tier for education and health services as a percentage of total employment (Indicator 2.01). The strength of both sectors is a good indication of an economy in transition.

Despite ranking near the top in education and health services employment, the metro area ranks toward the bottom in terms of employment growth in that sector (2.02). Although this may seem paradoxical, it is worth noting that Milwaukee shares this distinction with four other metro areas, all of them in the old manufacturing belt: Cleveland, Detroit, Pittsburgh, and Saint Louis. In fact, these five metros make up the top tier of the former indicator and the bottom tier of the latter.

Workforce Dynamics

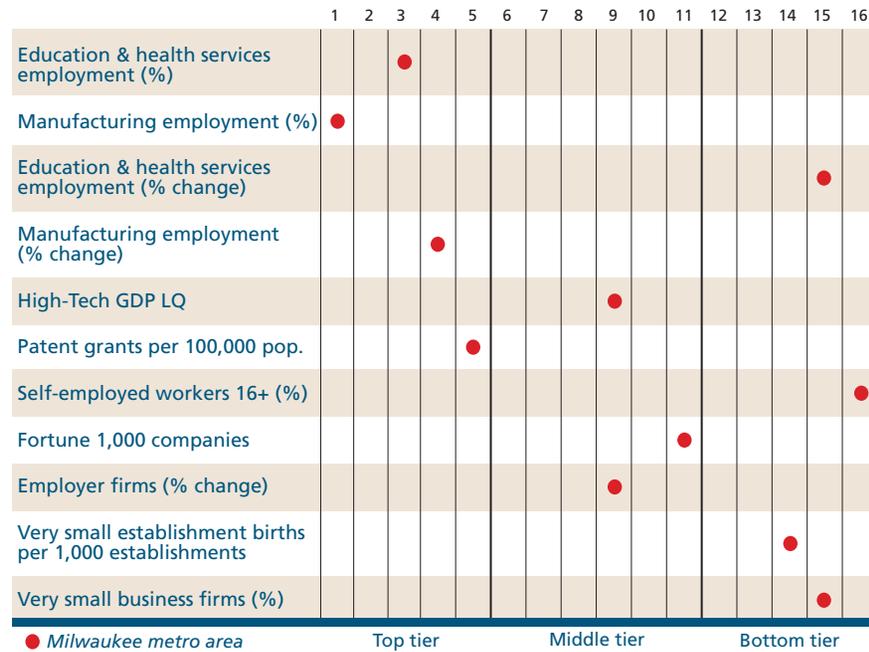
For better or worse, a strong manufacturing sector often means an abundance of low-paying blue-collar jobs. When all benchmarking metro areas are adjusted to Milwaukee's cost of living, Milwaukee ranks near the bottom in per capita income (2.14). The metro area also ranks in the bottom tier for management and professional occupations as a percentage of total employment (2.15).

This workforce also appears to be older. Milwaukee ranks near the bottom for the percentage of the population of prime working age (2.16). And yet, unlike the other metros ranking in the bottom tier—Cincinnati, Cleveland, Detroit, and Pittsburgh—Milwaukee boasts one of the better workforce entry to exit ratios, with many more young people entering the workforce than baby boomers leaving it.

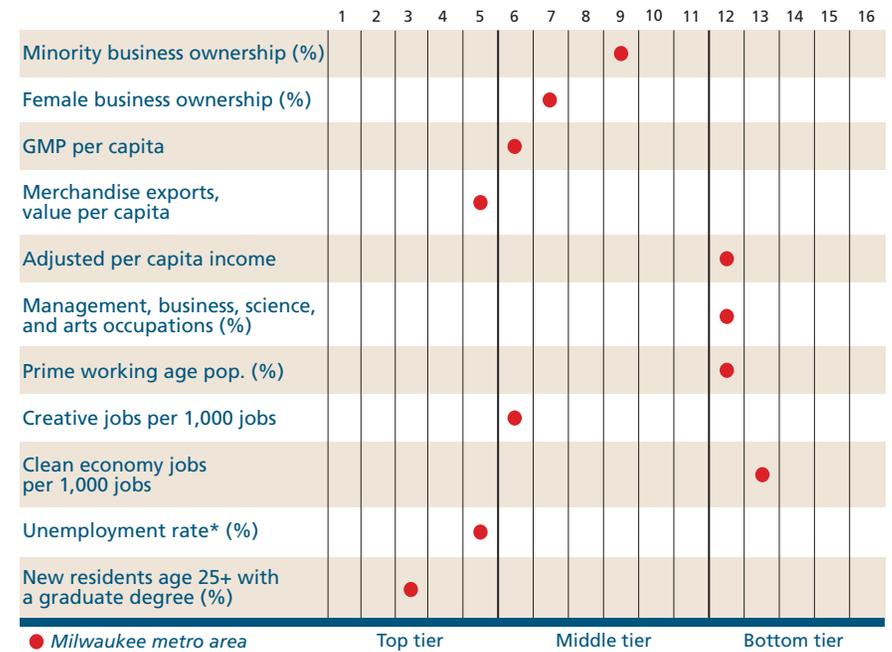
On top of that, Milwaukee boasts the 3rd highest percentage of new residents age 25 and over with a graduate degree (2.20). This influx of younger, more educated workers is another sign of an economy that is evolving.

Economic Strength: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Economic Strength section.



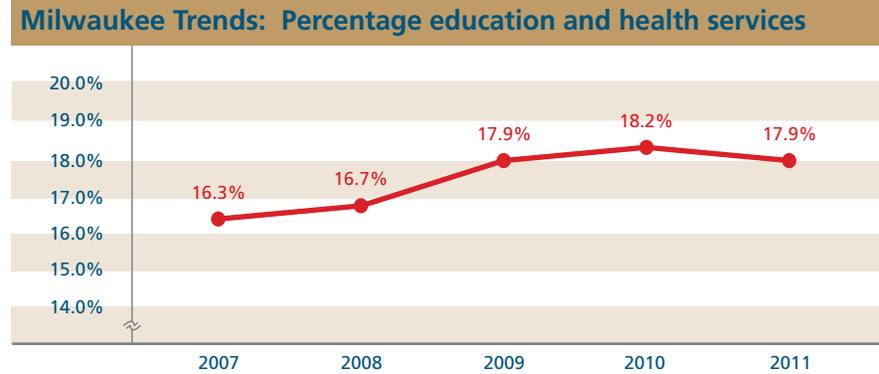
These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).



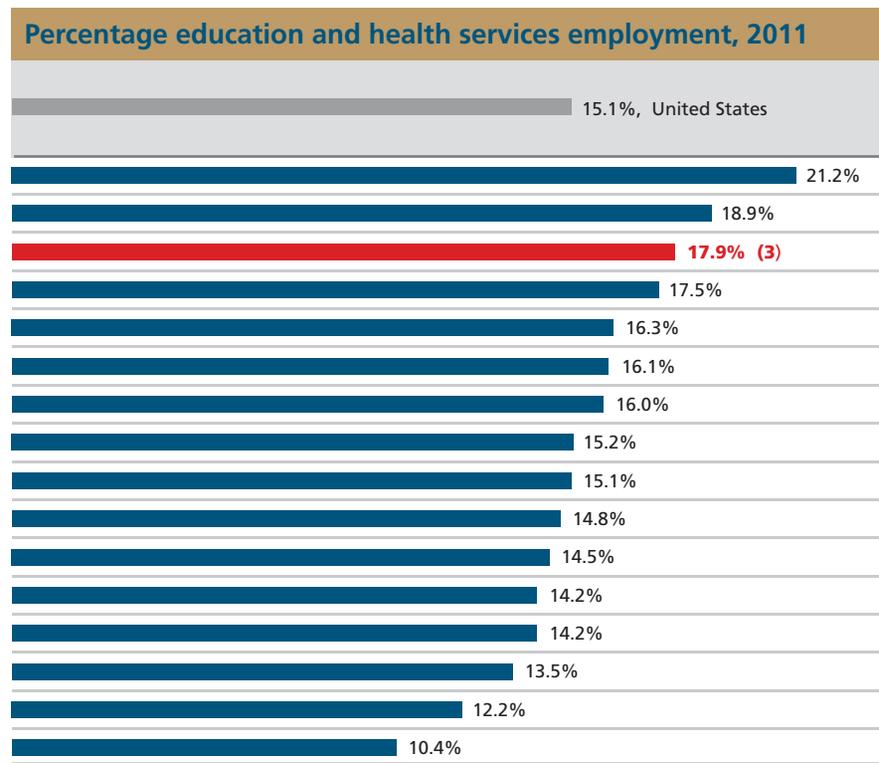
These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

Indicator 2.01: Industry Sector Employment (1 of 2)

This indicator includes data from the Bureau of Labor Statistics (BLS) on the distribution of employment by industry. The BLS uses the North American Industry Classification, which groups similar establishments into industry groups or sectors. Descriptions of the selected industry sectors used in this indicator are in the Appendix.



Metro Area	Professional and business services	Financial activities	Information	Government
Pittsburgh	14.3%	6.1%	1.6%	(16) 10.9%
Cleveland	13.8%	6.5%	1.5%	13.5%
Milwaukee	(T-14) 13.8%	(T-7) 6.8%	(7) 1.9%	(T-14) 11.1%
Saint Louis	14.8%	6.2%	2.3%	12.9%
Detroit	(1) 18.3%	(16) 5.5%	1.5%	11.1%
Nashville	14.2%	6.2%	2.5%	13.9%
Minneapolis	15.3%	8.0%	2.2%	13.4%
Chicago	16.5%	6.6%	1.8%	12.9%
Cincinnati	15.4%	6.3%	(16) 1.4%	12.7%
Jacksonville	15.6%	(1) 9.8%	1.6%	13.0%
Indianapolis	14.5%	6.6%	1.6%	13.9%
Louisville	(16) 12.6%	6.8%	1.6%	13.5%
Columbus	16.3%	7.7%	1.8%	(1) 16.9%
Kansas City	15.4%	7.3%	2.9%	15.4%
Denver	17.4%	7.5%	(1) 3.7%	14.6%
Charlotte	16.8%	8.7%	2.6%	14.1%

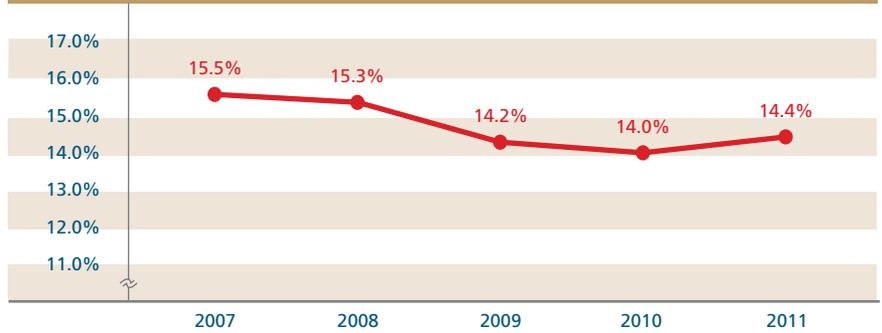


Source: Bureau of Labor Statistics, Current Employment Statistics
 Note: All industry sectors are not included, so percentages do not total 100%.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.01: Industry Sector Employment (2 of 2)

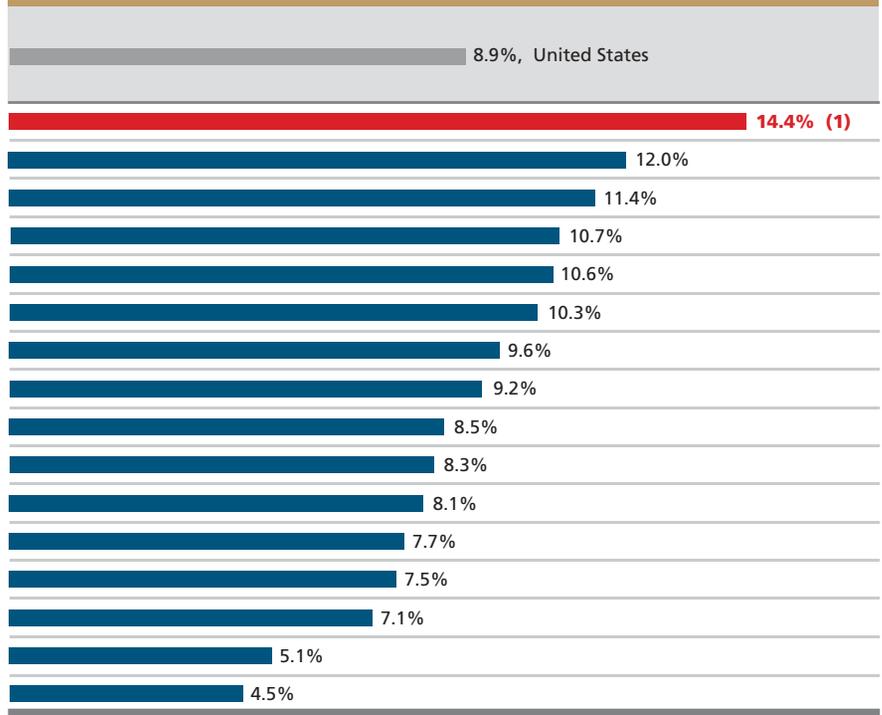
Milwaukee Trends: Percentage manufacturing employment



Percentage of total employment by industry sector, 2011

Metro Area	Transportation and utilities	Retail trade	Wholesale trade	Leisure and hospitality
Milwaukee	(14) 3.4%	(16) 9.3%	(T-13) 4.3%	(16) 8.5%
Cleveland	(16) 3.0%	10.0%	4.8%	8.6%
Detroit	3.2%	10.9%	4.6%	9.6%
Cincinnati	3.9%	10.2%	(1) 5.6%	10.6%
Louisville	(1) 7.2%	10.3%	4.7%	10.2%
Minneapolis	3.6%	9.9%	4.6%	9.1%
Chicago	4.6%	10.2%	5.4%	9.3%
Indianapolis	5.9%	10.2%	5.0%	10.0%
Saint Louis	3.5%	10.7%	4.6%	10.5%
Nashville	3.9%	11.2%	4.9%	10.3%
Charlotte	4.0%	11.0%	5.4%	10.7%
Pittsburgh	3.7%	11.1%	(T-15) 4.1%	9.6%
Kansas City	4.5%	10.6%	5.0%	9.7%
Columbus	4.7%	10.7%	(T-15) 4.1%	9.6%
Denver	3.7%	10.2%	5.1%	10.7%
Jacksonville	5.1%	(1) 11.8%	4.3%	(1) 11.1%

Percentage manufacturing employment, 2011

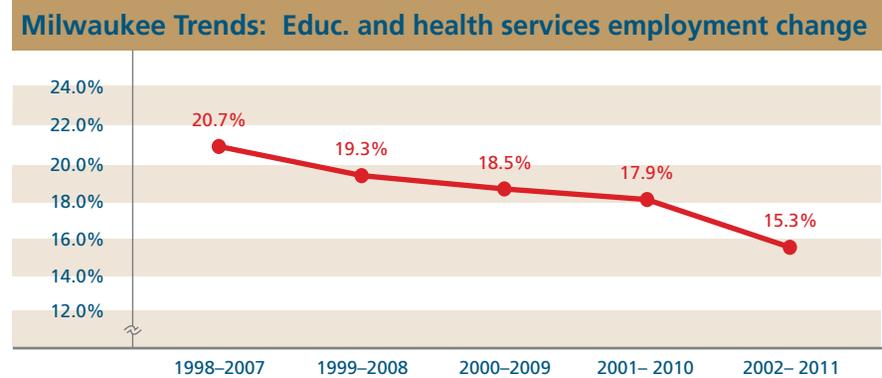


Source: Bureau of Labor Statistics, Current Employment Statistics
 Note: All industry sectors are not included so percentages do not total 100%

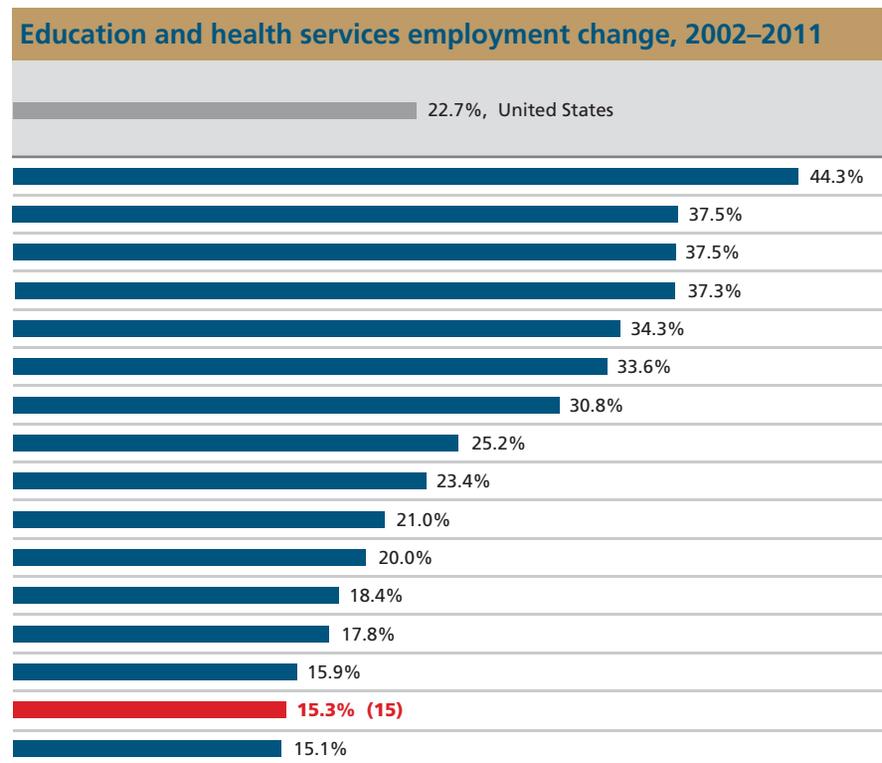
(#) Ranked from highest (1) to lowest (16)

Indicator 2.02: **Employment Change by Industry** (1 of 2)

This indicator uses Bureau of Labor Statistics data to measure the percentage of employment change (an increase or decrease in jobs) for selected industry sectors for the period from 2002 to 2011. Descriptions of the selected industry sectors used in this indicator are in the Appendix.



Employment change by industry sector, 2002-2011					
Metro Area	Professional and business services	Financial activities	Information	Government	
Charlotte	21.8%	(1) 12.2%	-6.1%	(1) 23.4%	
Minneapolis	7.5%	1.2%	-18.9%	-2.6%	
Jacksonville	7.5%	0.3%	-27.3%	8.7%	
Columbus	15.6%	-8.7%	-21.1%	3.1%	
Denver	15.5%	-4.6%	-24.7%	8.4%	
Nashville	(1) 22.4%	7.6%	-13.0%	13.1%	
Indianapolis	19.0%	-6.6%	-13.3%	9.4%	
Kansas City	20.5%	0.4%	(16) -44.1%	7.8%	
Chicago	4.3%	-12.0%	-26.8%	-2.5%	
Louisville	20.1%	6.3%	-19.1%	6.0%	
Cincinnati	9.4%	-2.3%	-21.9%	-3.4%	
Saint Louis	7.2%	3.5%	(1) -0.7%	-0.6%	
Pittsburgh	20.4%	1.8%	-29.0%	-3.0%	
Detroit	(16) -11.9%	(16) -15.4%	-23.1%	(16) -15.4%	
Milwaukee	(10) 8.1%	(10) -3.6%	(7) -19.3%	(14) -4.7%	
Cleveland	2.2%	-14.7%	-30.6%	-7.0%	

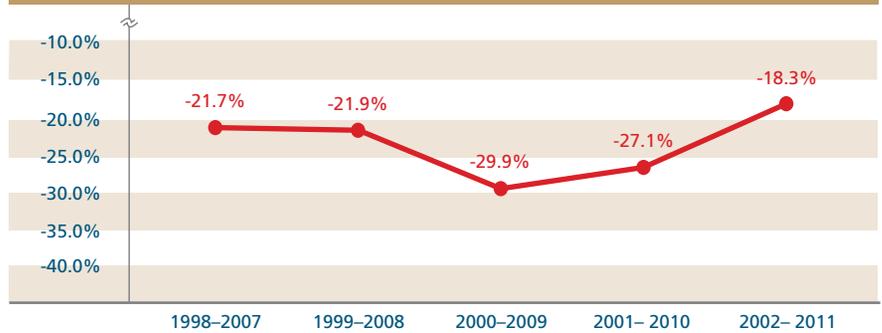


Source: Bureau of Labor Statistics, Current Employment Statistics

(#) Ranked from highest (1) to lowest (16)

Indicator 2.02: Employment Change by Industry (2 of 2)

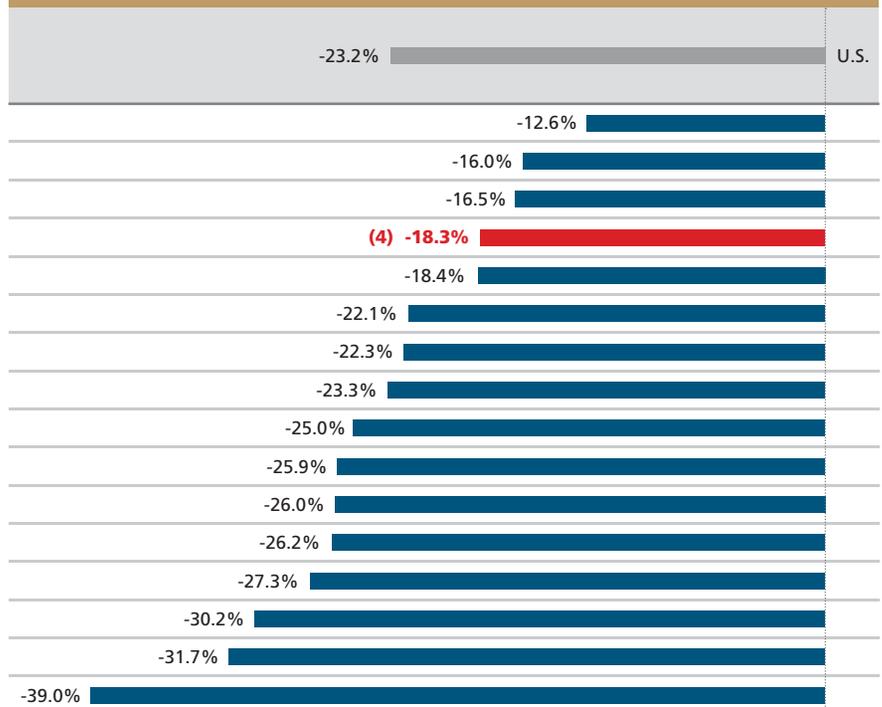
Milwaukee Trends: Manufacturing employment change



Employment change by industry sector, 2002-2011

Metro Area	Transportation and utilities	Retail trade	Wholesale trade	Leisure and hospitality
Kansas City	-3.1%	-5.7%	1.9%	6.0%
Minneapolis	-8.1%	-8.6%	-4.4%	5.8%
Denver	-7.3%	0.6%	-3.9%	12.6%
Milwaukee	(11) -9.0%	(12) -9.7%	(15) -13.3%	(7) 7.5%
Cincinnati	-9.6%	-10.1%	-5.5%	7.0%
Jacksonville	-1.0%	1.9%	-2.7%	24.2%
Indianapolis	9.8%	-7.6%	-5.9%	6.7%
Pittsburgh	(16) -18.0%	-8.0%	3.9%	7.4%
Chicago	-2.4%	-6.5%	-7.3%	8.3%
Nashville	13.0%	9.8%	5.1%	11.5%
Cleveland	-14.1%	-13.0%	-11.8%	(16) -5.7%
Louisville	11.1%	-8.9%	-4.1%	11.3%
Columbus	(1) 20.9%	-15.3%	-3.4%	5.4%
Saint Louis	-17.5%	-5.9%	(1) 6.4%	3.0%
Charlotte	-7.3%	(1) 10.2%	-4.5%	(1) 29.9%
Detroit	-14.3%	(16) -16.0%	(16) -17.0%	-3.7%

Manufacturing employment change, 2002-2011

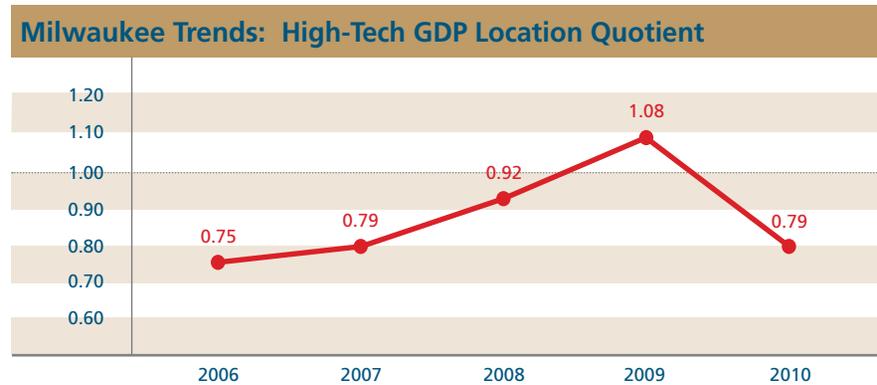


Source: Bureau of Labor Statistics, Current Employment Statistics

(#) Ranked from highest (1) to lowest (16)

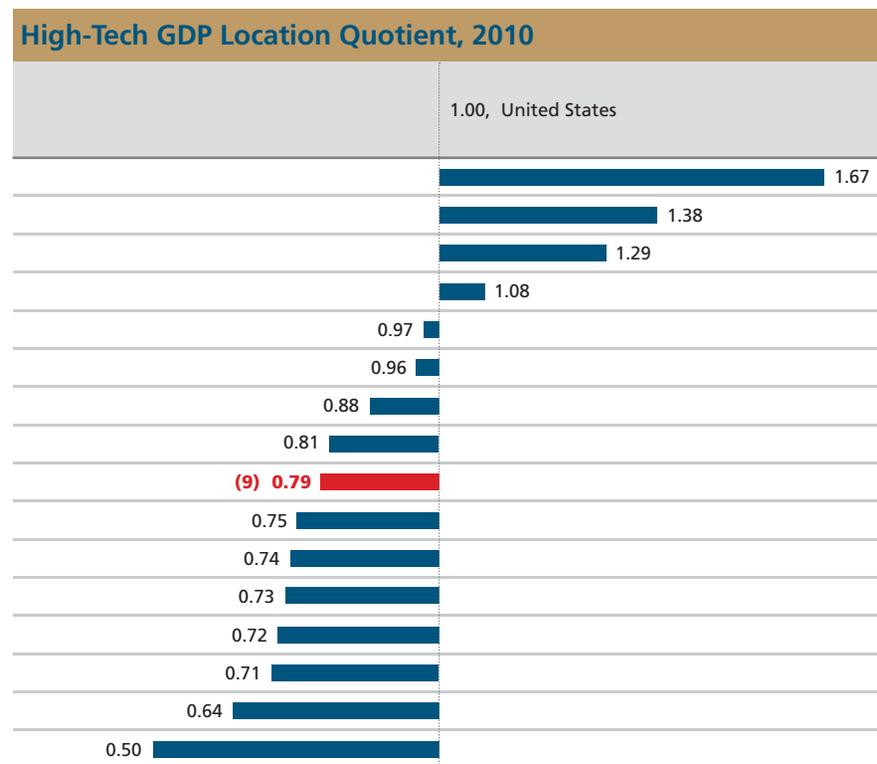
Indicator 2.03: High Tech Industries

This indicator includes data that provide two perspectives on high tech industries. The first is Bureau of Labor Statistics data on information technology (IT) occupations, which include computer, information systems, and database occupations. The second source is the Milken Institute's High-Tech GDP Location Quotient (LQ). The LQ is a measure of the extent to which a metro area's high tech concentration is above or below the U.S. concentration (LQ = 1.0).



IT occupations, 2010

Metro Area	Total IT occupations	IT occupations as a percentage of all occupations
Denver	56,750	4.7%
Indianapolis	24,480	2.8%
Kansas City	34,000	3.6%
Saint Louis	46,510	3.7%
Minneapolis	73,180	4.3%
Columbus	42,500	(1) 4.8%
Pittsburgh	30,360	2.7%
Chicago	(1) 115,070	2.7%
Milwaukee	(13) 23,800	(T-8) 3.0%
Nashville	18,510	2.6%
Cincinnati	29,630	3.1%
Detroit	50,870	3.0%
Charlotte	28,560	3.4%
Jacksonville	13,280	2.3%
Cleveland	25,200	2.6%
Louisville	(16) 12,390	(16) 2.1%



Sources: Bureau of Labor Statistics, Occupational Employment Statistics; Milken Institute, Best Performing Cities

(#) Ranked from highest (1) to lowest (16)

Indicator 2.04: Patents

This indicator includes data from the U.S. Patent and Trademark Office on utility patent grants. A utility patent is a form of intellectual property that protects the way in which an invention is used and works. This is to be distinguished from a design patent, which protects the ornamental design of a item without changing its function.

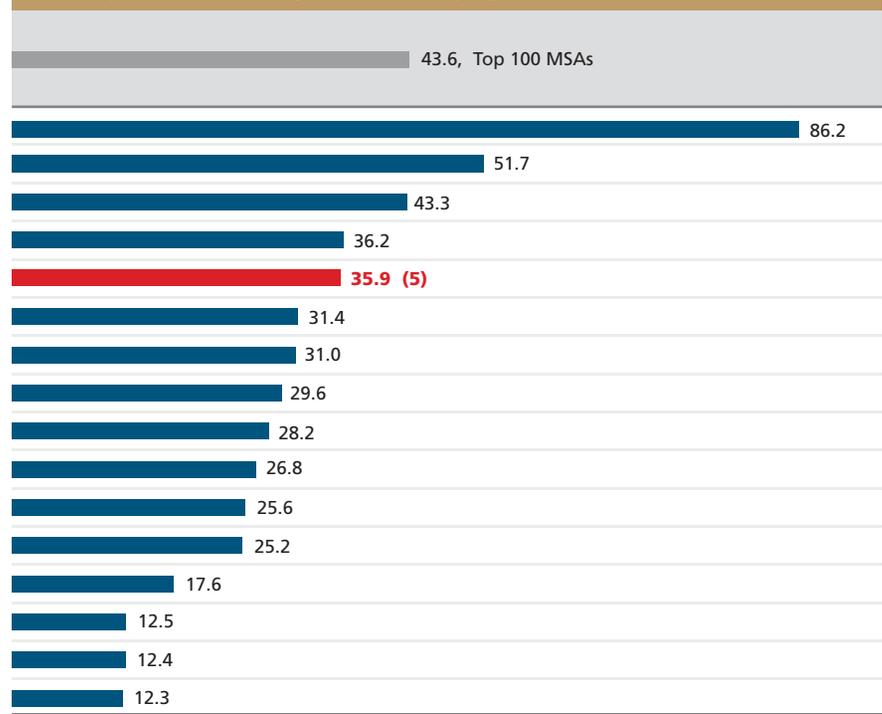
Milwaukee Trends: Utility patent grants per 100,000 population



Utility patent grants, 2010

Metro Area	Utility patent grants
Minneapolis	2,827
Detroit	2,222
Cincinnati	923
Cleveland	751
Milwaukee	(9) 559
Pittsburgh	740
Chicago	(1) 2,933
Denver	754
Indianapolis	495
Kansas City	545
Saint Louis	721
Columbus	463
Charlotte	309
Jacksonville	168
Louisville	(16) 159
Nashville	196

Utility patent grants per 100,000 population, 2010

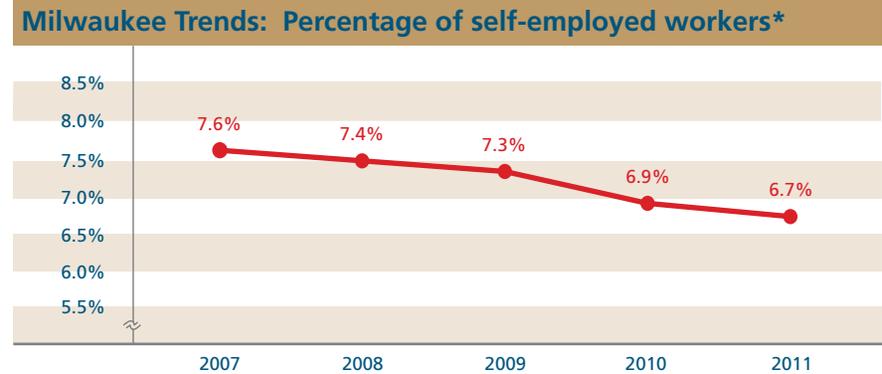


Source: U.S. Patent and Trademark Office

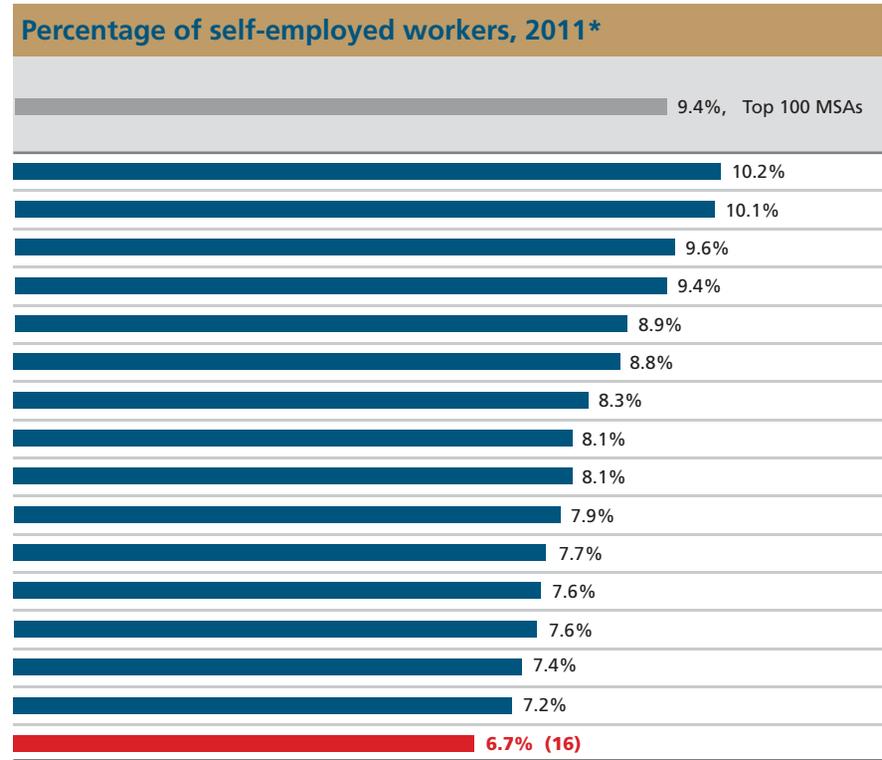
(#) Ranked from highest (1) to lowest (16)

Indicator 2.05: Entrepreneurship

This indicator uses data from the American Community Survey on self-employment. Workers are considered self-employed if they work in their own company, business, professional practice, or farm. The indicator measures local business entrepreneurship.



Self-employed workers age 16 and over by incorporation, 2011			
Metro Area	Self-employed workers in their own incorporated business		Self-employed workers in their own business, not incorporated
Nashville	20,486		59,338
Denver	57,610		75,895
Jacksonville	30,015		28,042
Charlotte	33,518		46,081
Minneapolis	69,028		84,266
Kansas City	32,937		54,666
Detroit	68,344		81,917
Saint Louis	42,378		65,411
Chicago	(1) 158,117	(1) 198,891	
Columbus	24,302		46,982
Pittsburgh	32,338		53,554
Cincinnati	28,860		47,600
Cleveland	29,737		41,927
Louisville	(16) 17,048	(16) 26,935	
Indianapolis	23,103		37,033
Milwaukee	(15) 19,867	(14) 30,101	



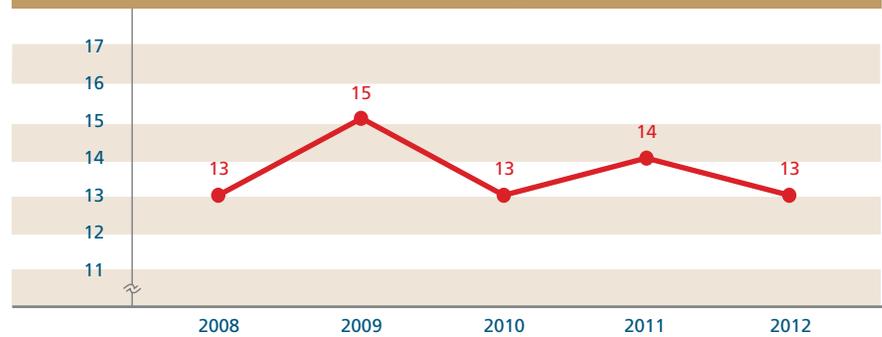
Source: U.S. Census Bureau, American Community Survey
 * Self-employed workers as a percentage of the civilian employed population age 16 and over

(#) Ranked from highest (1) to lowest (16)

Indicator 2.06: Fortune 1,000 Companies

This indicator includes data from the Fortune 1,000 list of companies. The list ranks the 1,000 largest American companies based on revenues. Companies eligible for the list are any for which revenues are publicly available.

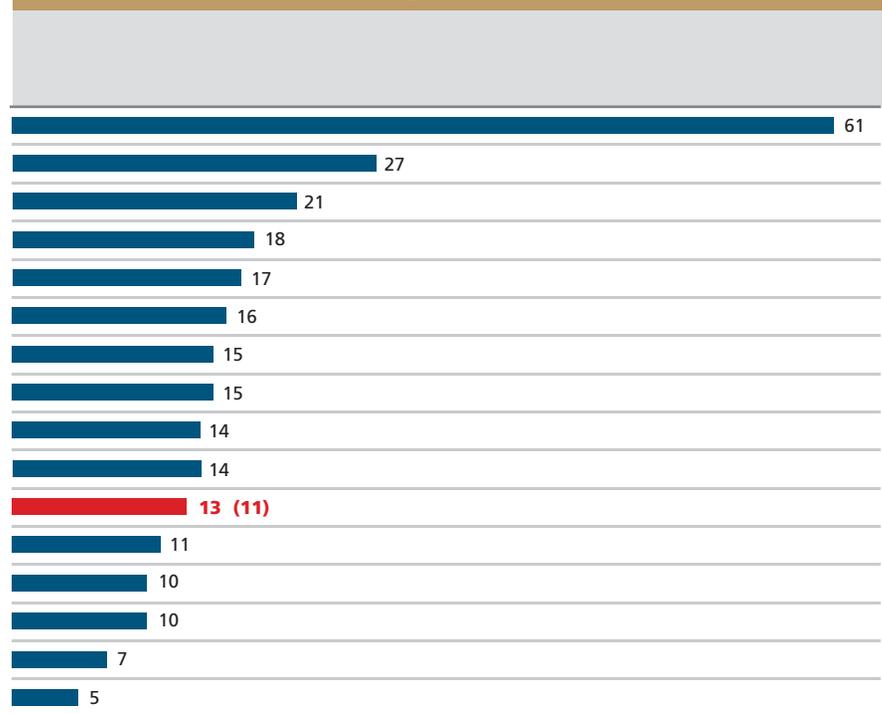
Milwaukee Trends: Fortune 1,000 companies



Fortune 1,000 companies by total revenue, 2012

Metro Area	Total revenues (in \$ millions)
Chicago	(1) 671,092
Minneapolis	480,997
Saint Louis	160,898
Detroit	407,061
Denver	117,148
Cleveland	97,799
Columbus	195,485
Pittsburgh	105,215
Cincinnati	255,706
Charlotte	207,502
Milwaukee	(8) 143,906
Kansas City	64,077
Indianapolis	110,799
Nashville	83,775
Jacksonville	(16) 36,428
Louisville	59,648

Number of Fortune 1,000 companies, 2012

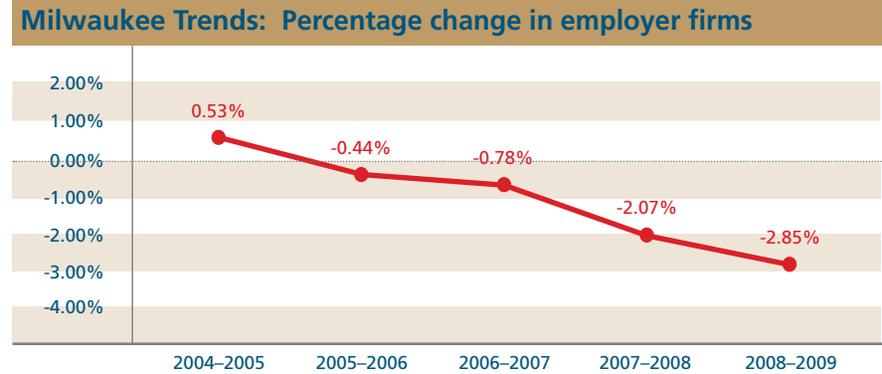


Source: CNNMoney.com, Fortune 500+ (web application)

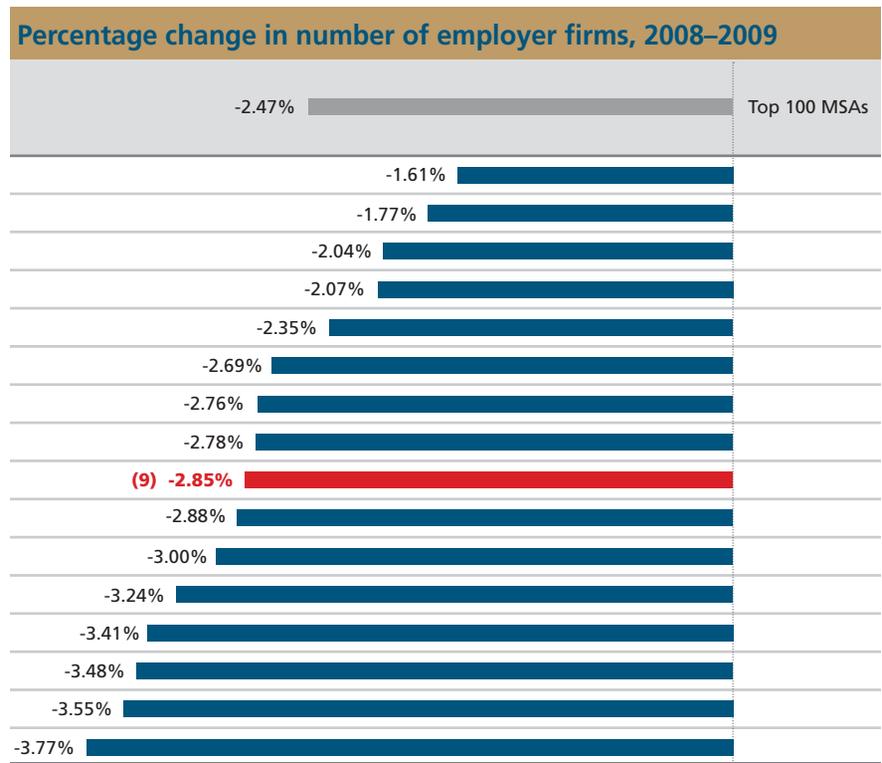
(#) Ranked from highest (1) to lowest (16)

Indicator 2.07: Business Firms

This indicator includes data on employer firms from the Small Business Administration. An *employer firm* is a business organization, under common ownership or control and with one or more establishments, that has some annual payroll. An *establishment* is a physical location where business is conducted or services or operations are performed. Multi-establishment firms in the same industry within a metro area are counted as one firm. *Employment* consists of all full- and part-time employees on the payroll in March.



Metro Area	Employer firms, total employment, 2009	Employer firms, employment change, 2008-2009	Total number of employer firms, 2009
Pittsburgh	1,042,405	(1) -2.41%	46,751
Saint Louis	1,205,316	-4.52%	55,582
Minneapolis	1,625,406	-3.31%	73,437
Denver	1,062,780	-7.09%	60,887
Chicago	(1) 3,918,027	-6.38%	(1) 194,743
Kansas City	893,093	-3.83%	40,529
Louisville	525,101	-5.57%	(16) 23,743
Indianapolis	762,105	-4.21%	33,024
Milwaukee	(13) 755,162	(8) -5.02%	(12) 31,367
Columbus	761,889	-3.92%	29,933
Nashville	669,162	-7.92%	29,547
Cincinnati	904,386	-4.53%	35,881
Cleveland	896,741	-5.62%	42,384
Detroit	1,565,724	(16) -8.17%	79,974
Charlotte	765,726	-6.08%	34,980
Jacksonville	(16) 508,838	-5.82%	27,465



Source: Small Business Administration, Office of Advocacy

(#) Ranked from highest (1) to lowest (16)

Indicator 2.08: Small Business Startups

This indicator includes data on employer business establishment births from the Small Business Administration. “Births” are defined as establishments that have zero employment in the first quarter of the initial year and positive employment in the first quarter of the subsequent year. A “small business” is defined as an employer business firm with fewer than 500 employees, and a “very small business” is defined as one with fewer than 20 employees. Very small businesses, the vast majority of all business firms, are critical to economic growth.

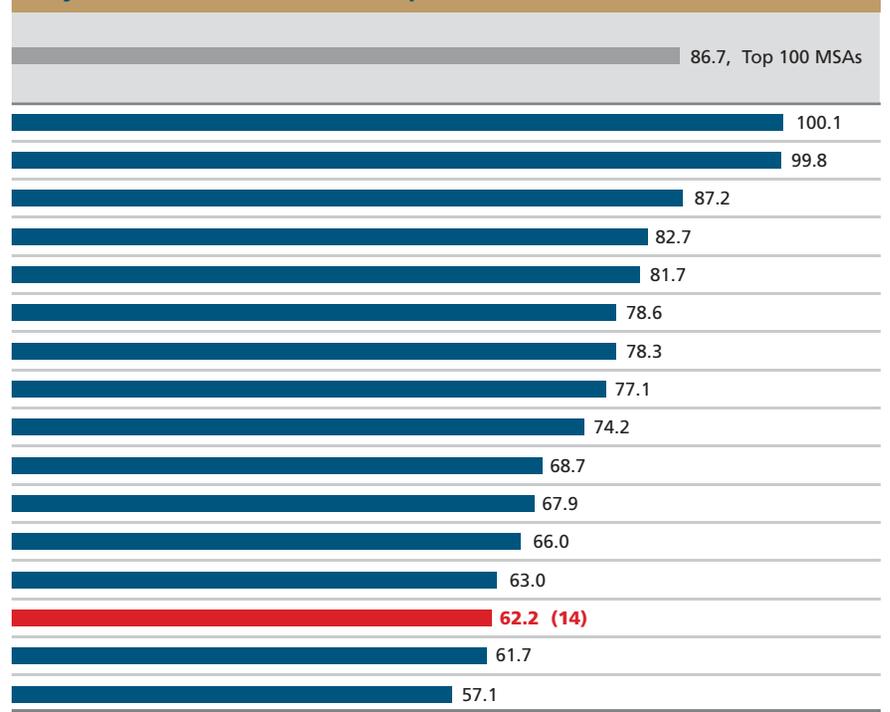
Milwaukee Trends: Very small est. births per 1,000 establishments



New business establishments and establishment births, 2007-2008

Metro Area	Total number of new establishments	Total establishment births per 1,000 establishments	New very small establishments (<20 employees)
Jacksonville	4,151	(1) 129.0	3,221
Denver	8,481	128.1	6,607
Charlotte	5,128	124.4	3,593
Chicago	(1) 23,157	107.4	(1) 17,843
Nashville	4,110	116.0	2,894
Minneapolis	8,286	100.9	6,455
Indianapolis	4,294	107.4	3,130
Detroit	9,382	100.7	7,184
Kansas City	4,768	99.5	3,557
Louisville	(16) 2,640	94.2	(16) 1,925
Saint Louis	6,338	95.5	4,504
Columbus	3,598	95.6	2,484
Cleveland	4,307	85.6	3,173
Milwaukee	(15) 3,254	(14) 88.3	(15) 2,291
Cincinnati	4,012	88.8	2,785
Pittsburgh	4,519	(16) 80.5	3,207

Very small business est. births per 1,000 establishments, 2007-2008



Source: Small Business Administration, Office of Advocacy

(#) Ranked from highest (1) to lowest (16)

Indicator 2.09: Small Business Firms

This indicator includes data from the Small Business Administration on small employer business firms. The data include information on small employer business firms and their employment by firm size. A “small business” is defined as an employer business firm with fewer than 500 employees, and a “very small business” is defined as one with fewer than 20 employees. Very small businesses, the vast majority of all business firms, are critical to economic growth.

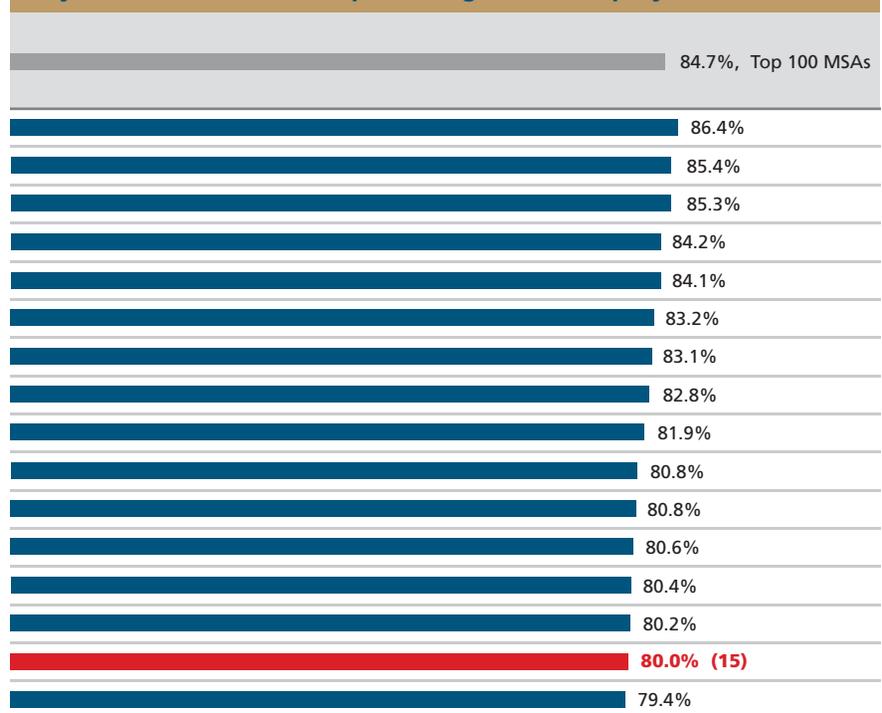
Milwaukee Trends: Very small firms, percentage of all firms



Small business firms and their employment, by firm size, 2009

Metro Area	Small firm (20-499) employment as a percentage of total employment*	Small firms (20-499) as a percentage of all employer firms	Very small firm (<20) employment as a percentage of total employment*
Chicago	30.9%	11.6%	16.3%
Detroit	32.9%	11.9%	(1) 17.7%
Denver	29.5%	10.7%	17.3%
Minneapolis	32.4%	12.8%	14.4%
Jacksonville	(16) 25.5%	(16) 10.2%	16.1%
Pittsburgh	31.5%	13.0%	16.3%
Saint Louis	30.6%	13.1%	15.9%
Cleveland	31.2%	13.0%	16.6%
Kansas City	30.3%	13.4%	15.2%
Nashville	28.0%	13.2%	15.4%
Charlotte	27.2%	13.2%	14.6%
Indianapolis	30.6%	13.9%	14.5%
Louisville	31.5%	13.7%	15.6%
Cincinnati	30.6%	14.6%	14.1%
Milwaukee	(1) 33.2%	(1) 15.2%	(11) 15.0%
Columbus	28.0%	14.7%	(16) 13.7%

Very small business firms, percentage of all employer firms, 2009



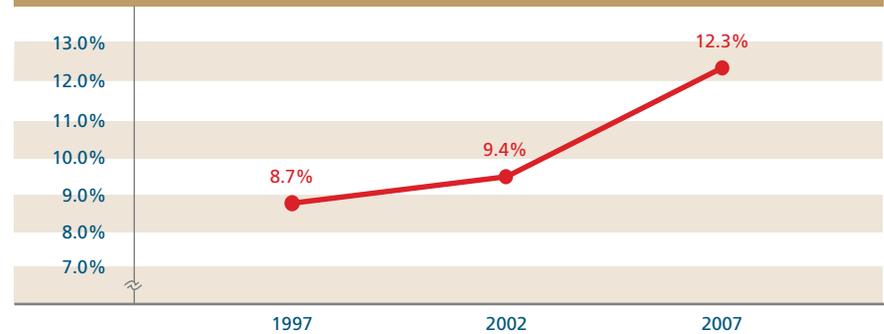
Source: Small Business Administration, Office of Advocacy

(#) Ranked from highest (1) to lowest (16)

Indicator 2.10: Minority Business Ownership

This indicator includes data from the Census Bureau’s Survey of Business Owners on minority business ownership. Minority-owned firms are those where the sole proprietor, or 51% of the ownership in the case of multiple owners, is Black, Hispanic, Asian, Pacific Islander, or American Indian/Alaska Native. These data are collected every five years; the most recent data are from 2007.

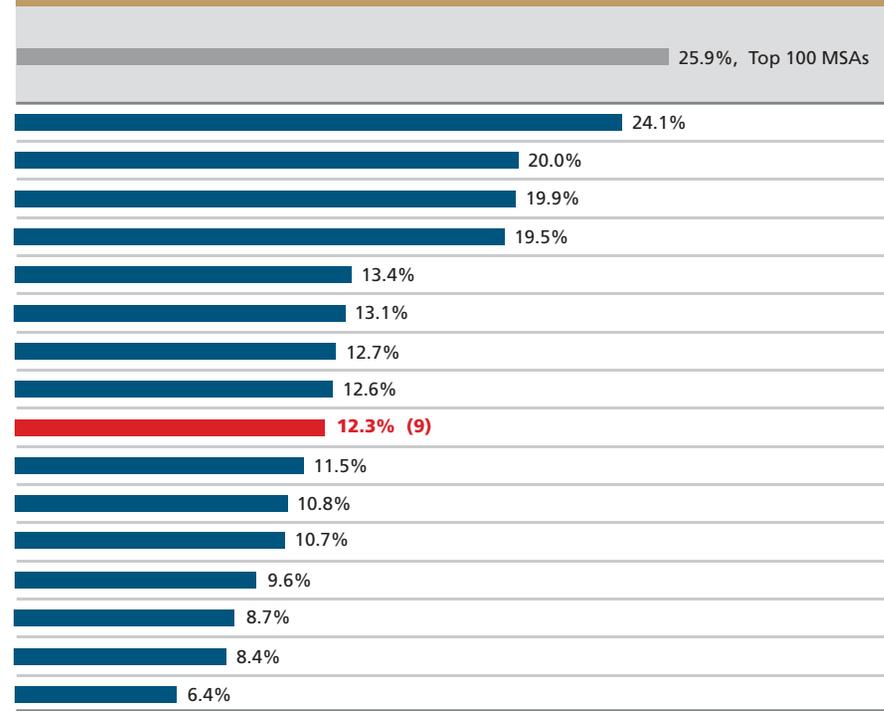
Milwaukee Trends: Percentage of minority-owned businesses



Number of businesses by race and ethnicity of owner, 2007

Metro Area	Number of Hispanic-owned businesses	Number of racial minority-owned businesses (non-Hispanic)
Chicago	(1) 55,086	(1) 155,951
Detroit	5,045	68,480
Jacksonville	6,119	16,117
Charlotte	5,675	24,374
Denver	18,804	17,044
Columbus	2,257	17,731
Cleveland	2,321	20,012
Saint Louis	2,819	25,225
Milwaukee	(11) 2,296	(14) 11,564
Nashville	3,473	14,846
Indianapolis	2,286	13,399
Kansas City	4,070	14,418
Louisville	1,731	(16) 8,453
Cincinnati	1,598	13,089
Minneapolis	3,926	22,656
Pittsburgh	(16) 1,319	10,253

Minority-owned businesses, percentage of all businesses, 2007

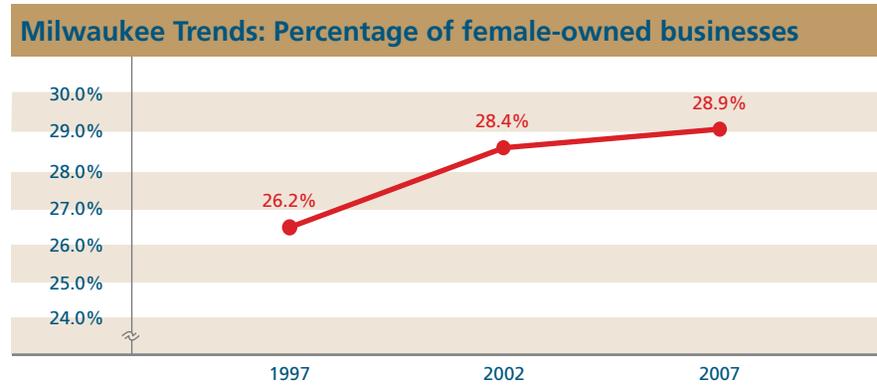


Source: U.S. Census Bureau, Survey of Business Owners

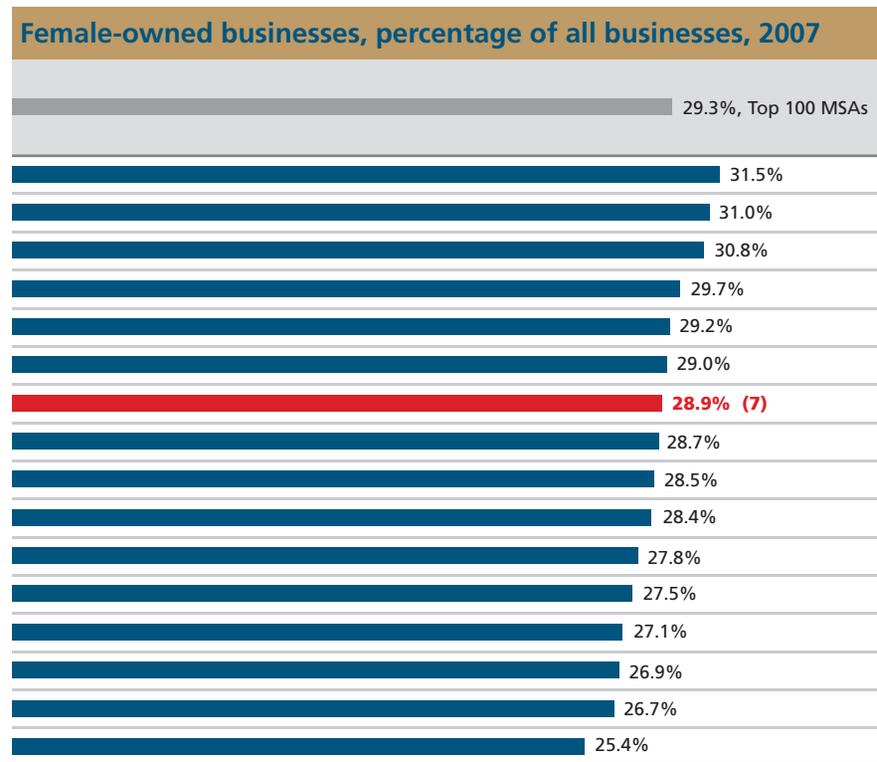
(#) Ranked from highest (1) to lowest (16)

Indicator 2.11: Female Business Ownership

This indicator includes data from the Census Bureau's Survey of Business Owners on the number and percentage of all businesses owned by females. Female-owned firms are those where the sole proprietor, or 51% of the ownership in the case of multiple owners, is female. These data are collected every five years; the most recent data are from 2007.



Number of female-owned businesses, 2007	
Metro Area	Number of businesses owned by women
Detroit	115,787
Chicago	(1) 271,086
Columbus	46,749
Denver	79,547
Charlotte	45,038
Jacksonville	32,392
Milwaukee	(14) 32,479
Minneapolis	90,372
Saint Louis	63,303
Kansas City	49,027
Cincinnati	46,757
Indianapolis	40,056
Cleveland	47,433
Louisville	(16) 28,586
Pittsburgh	48,360
Nashville	40,428

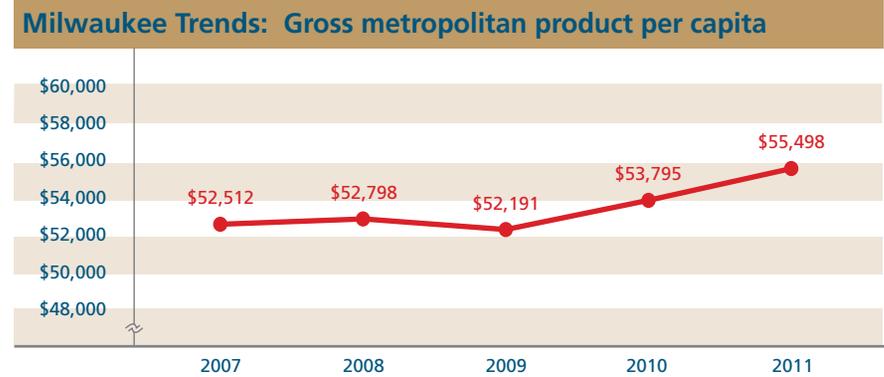


Source: U.S. Census Bureau, Survey of Business Owners

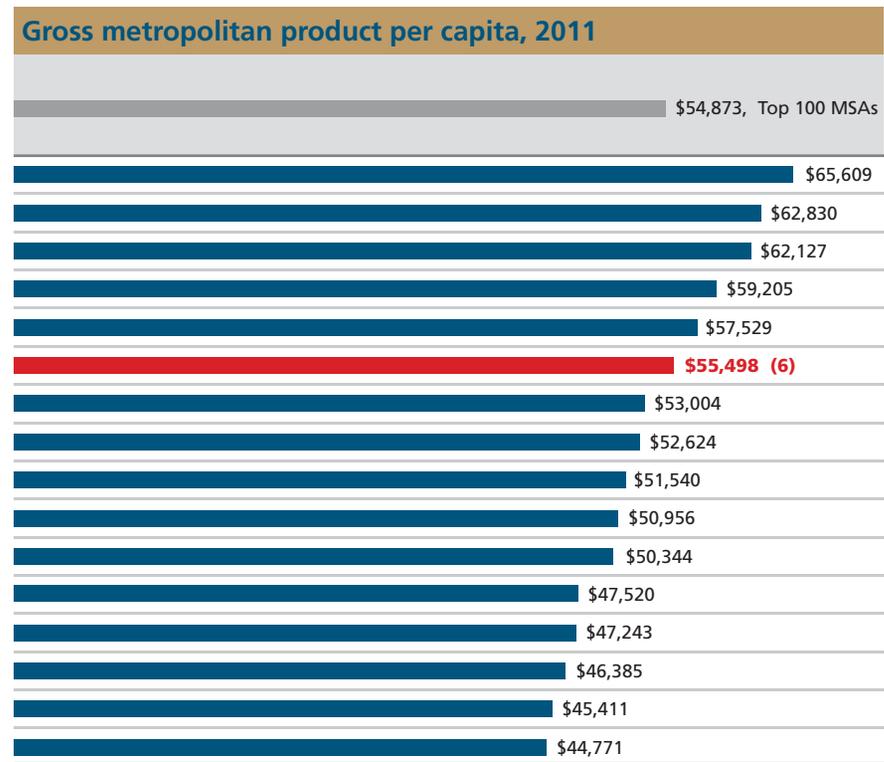
(#) Ranked from highest (1) to lowest (16)

Indicator 2.12: Gross Metropolitan Product

This indicator uses data compiled for the U.S. Conference of Mayors that measure gross metropolitan product (GMP). GMP is a concept analogous to the gross domestic product, the commonly accepted measure nations use to calculate the total annual value of goods and services they have produced. GMP growth is the increase over time in the value of the goods and services produced by a metropolitan economy. GMP per capita is calculated by dividing the value of goods and services by the total population of a metro area.



Gross metropolitan product, 2011		
Metro Area	2011 GMP (in \$ billions)	Average annual growth rate 2008-2011
Charlotte	117.8	1.7%
Minneapolis	208.5	2.6%
Denver	161.5	1.7%
Indianapolis	105.3	2.4%
Chicago	(1) 546.8	1.6%
Milwaukee	(13) 86.7	(6) 2.0%
Kansas City	108.8	1.6%
Nashville	85.1	(1) 3.0%
Cleveland	106.6	(T-14) 1.0%
Columbus	94.7	2.2%
Pittsburgh	118.8	2.3%
Cincinnati	101.6	1.4%
Saint Louis	133.1	1.1%
Detroit	198.8	(T-14) 1.0%
Louisville	(16) 58.8	1.9%
Jacksonville	60.9	(T-14) 1.0%



Source: The U.S. Conference of Mayors, U.S. Metro Economies

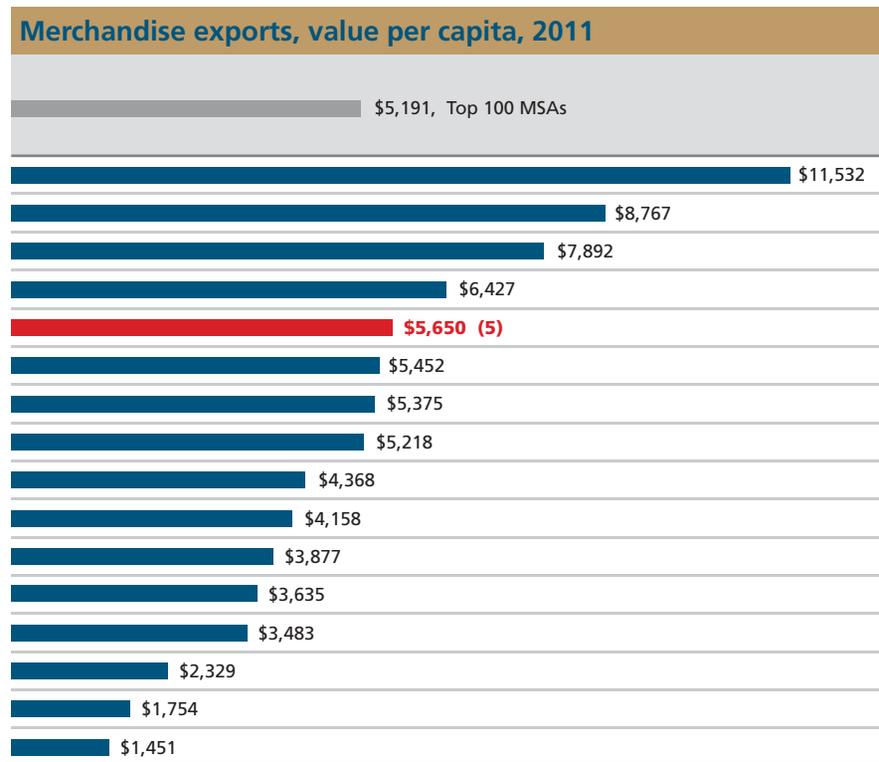
(#) Ranked from highest (1) to lowest (16)

Indicator 2.13: Exports

This indicator includes data from the International Trade Administration on the dollar value of all merchandise exports based on their origin of movement. A merchandise export is a good that can be physically transported across the U.S. border. This is to be distinguished from a services export.



Metro Area	Value of merchandise exports by origin of movement (in \$ billions)
Detroit	(1) 49.4
Cincinnati	18.7
Minneapolis	26.2
Pittsburgh	15.2
Milwaukee	(9) 8.8
Cleveland	11.3
Indianapolis	9.6
Louisville	6.8
Saint Louis	12.3
Chicago	39.5
Kansas City	8.0
Nashville	5.9
Charlotte	6.3
Columbus	4.3
Jacksonville	(16) 2.4
Denver	3.8



Source: International Trade Administration

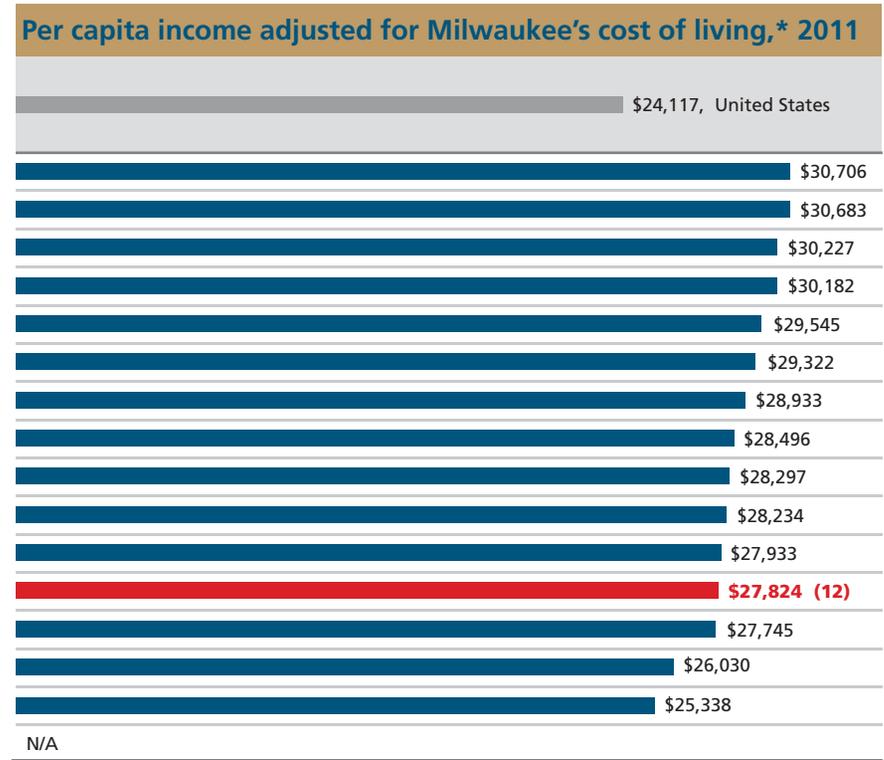
(#) Ranked from highest (1) to lowest (16)

Indicator 2.14: Income and Wages

This indicator uses data from the Bureau of Labor Statistics and the American Community Survey to compare median hourly wages and per capita income for the metro areas. Per capita income is an average obtained by dividing aggregate income by the total population of an area; it does not reflect income distribution. The Cost of Living Index was used to adjust the data on the bar graph to Milwaukee MSA dollars. This results in a lower per capita income for high cost of living locations such as Chicago and Minneapolis and a higher per capita income for lower cost of living areas such as Columbus and Nashville.



Metro Area	Median hourly wage (in unadjusted \$)	Per capita income (in unadjusted \$)
Saint Louis	16.70	28,170
Columbus	16.70	27,902
Nashville	15.63	27,457
Denver	(T-1) 18.86	31,914
Charlotte	16.72	27,760
Pittsburgh	16.45	27,993
Minneapolis	(T-1) 18.86	(1) 32,226
Jacksonville	(16) 15.56	26,946
Cincinnati	16.21	26,587
Kansas City	16.89	28,262
Louisville	15.69	(16) 25,795
Milwaukee	(5) 17.22	(8) 27,824
Detroit	17.80	26,180
Cleveland	16.57	26,580
Chicago	17.58	29,268
Indianapolis	16.47	26,707



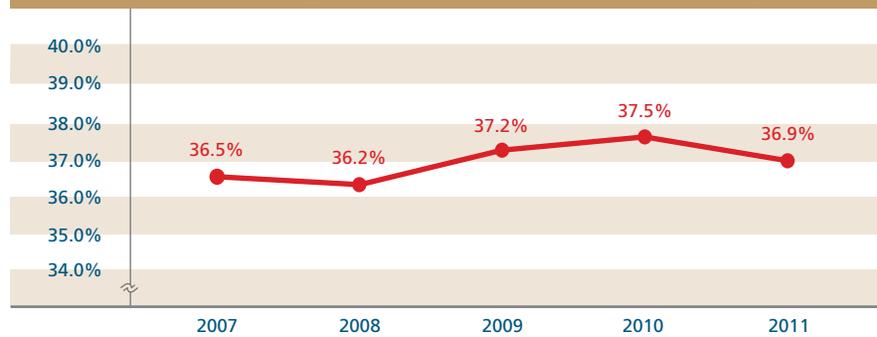
Sources: U.S. Census Bureau, American Community Survey; Bureau of Labor Statistics, Occupational Employment Statistics (May 2011) *C2ER Cost of Living Index, 2011 annual average, used to adjust to Milwaukee \$.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.15: Occupations

This indicator includes data from the American Community Survey on the distribution of jobs in five selected major occupational categories. Occupations describe a set of activities or tasks that employees are paid to perform. Some occupations are concentrated in a few particular industries, whereas others are found in many industries.

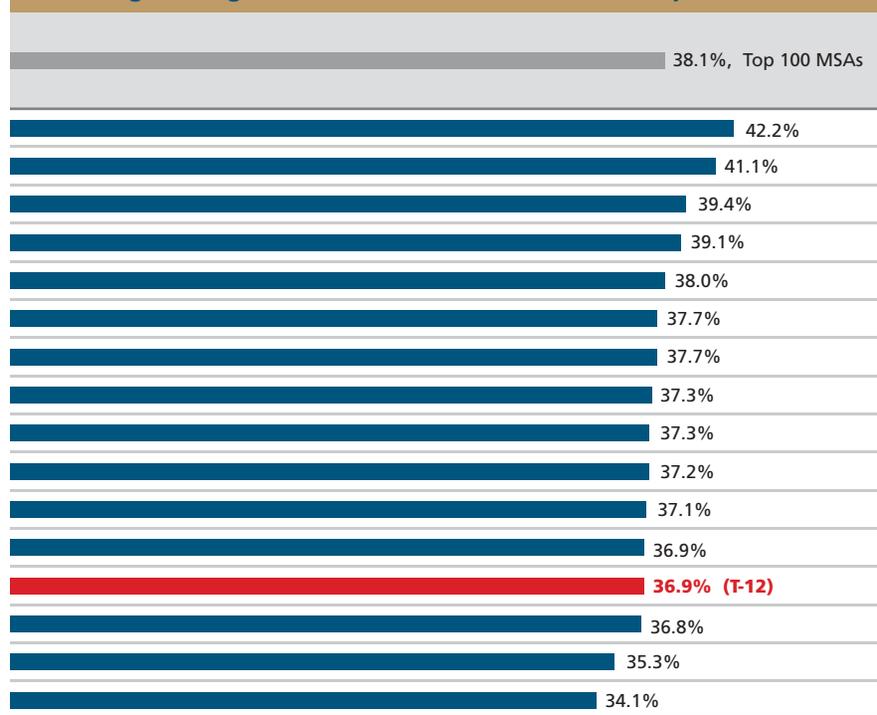
Milwaukee Trends: Mgmt., business, science, & arts occupations



Percentage of total employment by occupational categories, 2011

Metro Area	Service	Sales and office	Natural resources, construction, maintenance	Production, transportation, material moving
Minneapolis	(16) 15.7%	(T-14) 24.8%	6.3%	11.0%
Denver	15.8%	25.6%	8.4%	(16) 9.2%
Kansas City	16.5%	24.9%	8.3%	10.9%
Columbus	16.6%	26.5%	(16) 6.0%	11.7%
Charlotte	16.5%	24.9%	8.4%	12.2%
Nashville	16.2%	26.6%	7.7%	11.8%
Pittsburgh	17.6%	25.0%	7.7%	12.1%
Chicago	17.0%	25.5%	7.0%	13.2%
Indianapolis	16.8%	25.4%	7.5%	13.0%
Cincinnati	17.2%	26.0%	7.1%	12.5%
Detroit	17.9%	(T-14) 24.8%	6.6%	13.6%
Saint Louis	17.9%	25.8%	8.1%	11.3%
Milwaukee	(T-7) 17.0%	(T-6) 25.6%	(14) 6.5%	(2) 14.0%
Cleveland	18.0%	25.0%	7.0%	13.3%
Jacksonville	(1) 19.0%	(1) 27.5%	7.6%	10.6%
Louisville	16.1%	(T-14) 24.8%	(1) 8.6%	(1) 16.4%

Percentage of mgmt., business, science, & arts occupations, 2011



Source: U.S. Census Bureau, American Community Survey
 Note: Does not include all occupations, so percentages do not total 100%.

(#) Ranked from highest (1) to lowest (16)

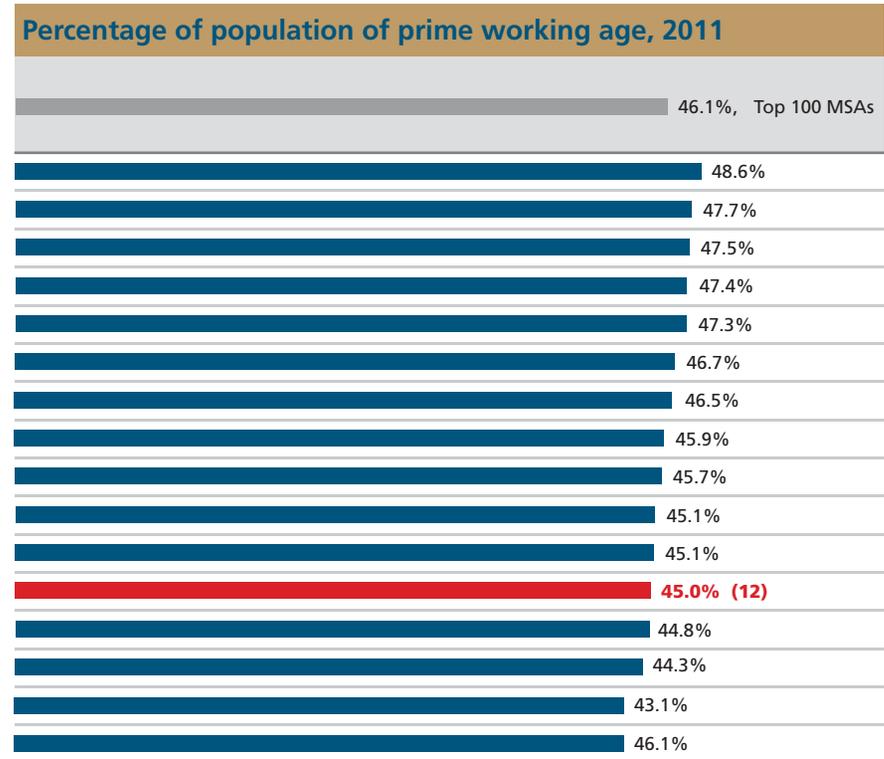
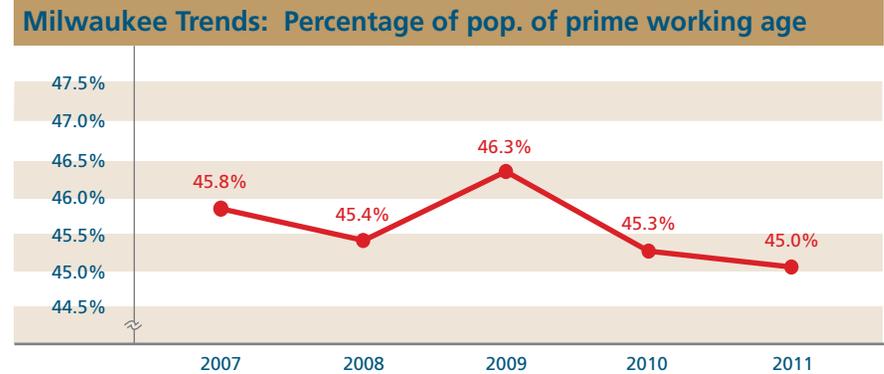
Indicator 2.16: Workforce

This indicator uses data from the American Community Survey to describe the working age population. The entry age group consists of the population ages 15 to 24, and the exit age group consists of the population ages 55 to 64. The ratio compares the size of the population in the age group entering the workforce to that of the exit age group. The workforce participation rate is the proportion of the population in the labor force, including persons who are employed and those unemployed and looking for work. The 25–34 age bracket represents the population segment that includes young professionals. Persons ages 22 to 54 are considered to be of prime working age.

Workforce entry and exit ratio and participation rate, 2011				
Metro Area	Ratio of workforce entry (ages 15–24) to exit (ages 55–64) populations	Workforce participation rate (ages 16–64)	Percentage of population ages 25–34	
Denver	1.06	79.9%	(1)	15.5%
Charlotte	1.17	77.4%		14.5%
Nashville	1.15	75.5%		14.9%
Minneapolis	1.11	(1) 81.4%		14.6%
Columbus	(1) 1.24	76.0%		14.8%
Chicago	1.19	76.2%		14.5%
Indianapolis	1.17	76.4%		14.2%
Kansas City	1.03	78.6%		14.1%
Jacksonville	1.10	74.5%		13.4%
Saint Louis	1.05	76.9%		13.3%
Louisville	1.00	75.3%		13.2%
Milwaukee	(6) 1.12	(4) 78.0%	(9)	13.7%
Cincinnati	1.08	76.0%		13.0%
Detroit	1.01	(16) 72.6%		11.9%
Cleveland	0.93	75.6%	(16)	11.8%
Pittsburgh	(16) 0.89	74.8%		12.0%

Source: U.S. Census Bureau, American Community Survey

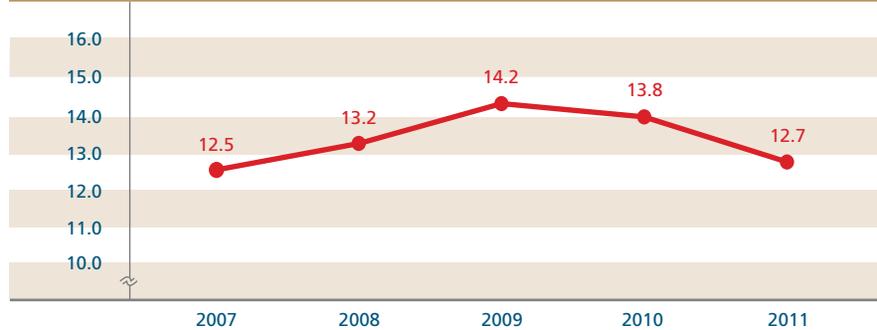
(#) Ranked from highest (1) to lowest (16)



Indicator 2.17: Creative Workforce

This indicator uses data from the Bureau of Labor Statistics. The creative workforce is broadly defined to include jobs in the arts, design, and marketing and strategy. The attraction of creative workers is a key contributor to economic development. Descriptions of the occupational categories used in this indicator are in the Appendix.

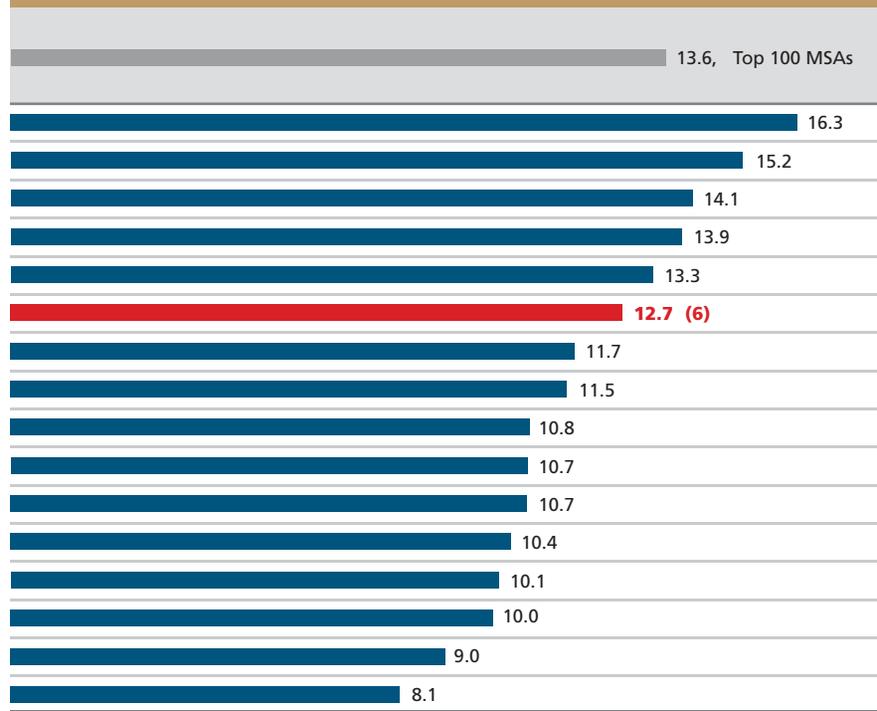
Milwaukee Trends: Creative jobs per 1,000 jobs



Creative jobs by occupational category, 2011

Metro Area	Arts jobs	Design jobs	Marketing and strategy jobs
Minneapolis	7,510	9,810	10,630
Denver	4,200	7,220	6,780
Nashville	4,460	2,400	3,310
Kansas City	4,200	4,630	4,490
Chicago	(1) 16,150	(1) 19,970	(1) 19,870
Milwaukee	(11) 2,860	(8) 3,790	(10) 3,490
Indianapolis	2,760	3,380	3,970
Saint Louis	3,790	5,230	5,620
Cleveland	4,020	3,430	3,110
Charlotte	2,320	3,200	3,380
Detroit	4,500	8,460	5,410
Cincinnati	3,010	3,940	3,150
Columbus	2,280	3,210	3,530
Pittsburgh	3,360	3,100	4,720
Louisville	1,520	(T-15) 1,720	2,030
Jacksonville	(16) 1,180	(T-15) 1,720	(16) 1,750

Creative jobs per 1,000 jobs, 2011



Source: Bureau of Labor Statistics, Occupational Employment Statistics

(#) Ranked from highest (1) to lowest (16)

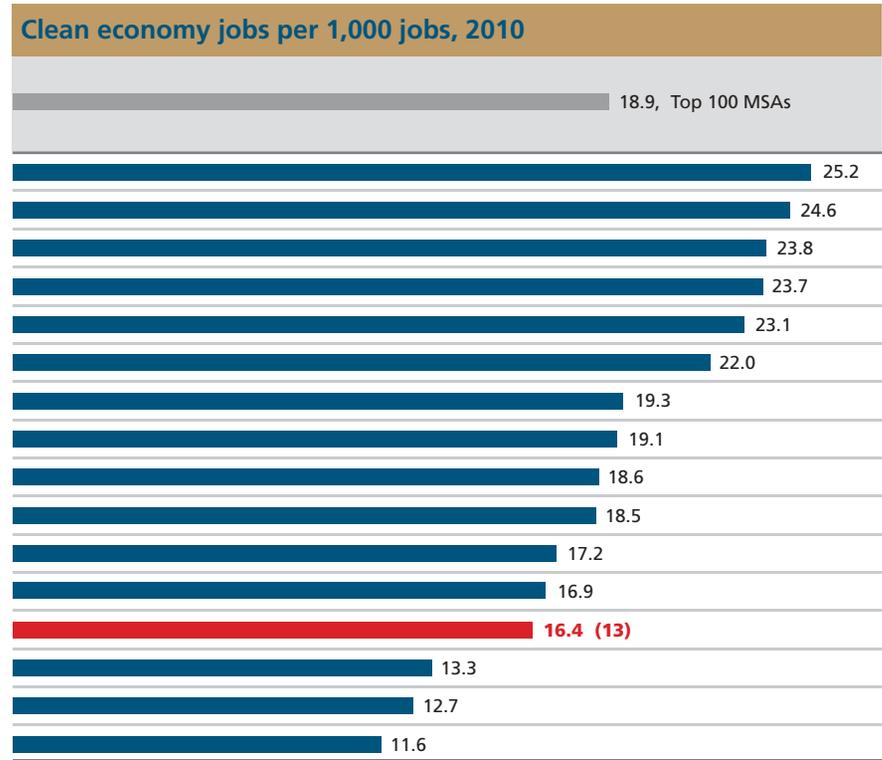
Indicator 2.18: Green Jobs

This indicator uses data from the Brookings Institution on clean economy jobs, also known as green jobs. Brookings defines clean economy jobs as those making goods or providing services that increase environmental sustainability, increase energy efficiency, or facilitate the use of energy from renewable sources as well as jobs enforcing or assisting in the compliance of environmental laws, educating workers for jobs that benefit the environment, or working to conserve natural resources or natural food systems.

Milwaukee Trends: Clean economy jobs per 1,000 jobs



Clean economy jobs, 2010	
Metro Area	Total clean economy jobs
Kansas City	25,039
Cleveland	24,664
Louisville	14,447
Nashville	17,913
Denver	27,929
Minneapolis	37,750
Pittsburgh	21,963
Charlotte	15,485
Cincinnati	18,525
Chicago	(1) 79,388
Indianapolis	15,183
Columbus	15,498
Milwaukee	(15) 13,471
Saint Louis	17,553
Jacksonville	(16) 7,679
Detroit	20,323



Source: Brookings Institution

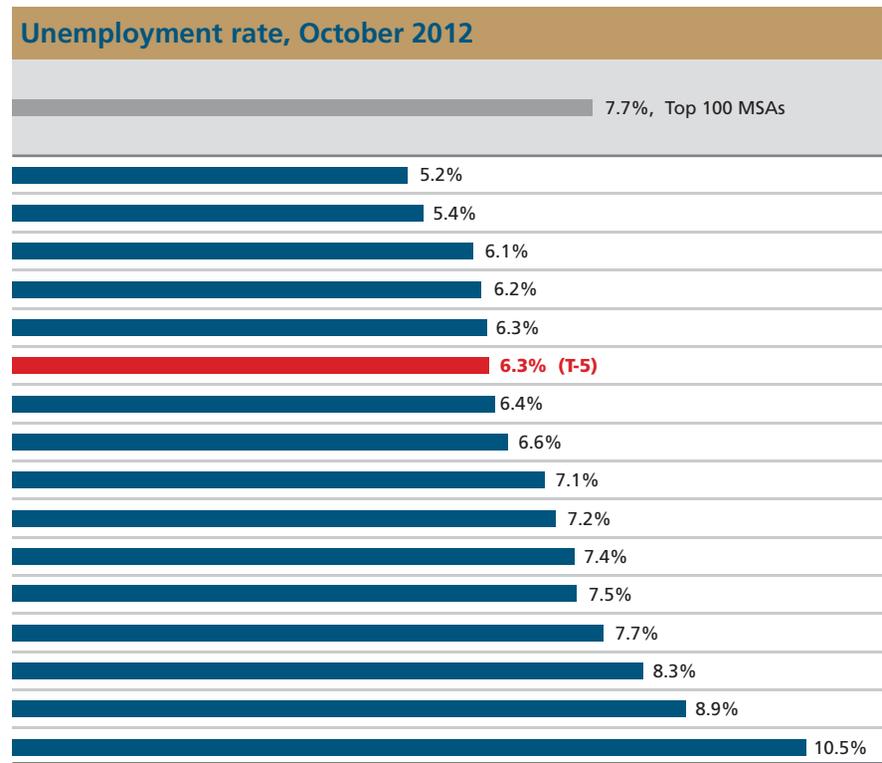
(#) Ranked from highest (1) to lowest (16)

Indicator 2.19: Unemployment

This indicator uses data on employment and unemployment from the Bureau of Labor Statistics. A person is considered unemployed if he or she is willing and able to work for pay but is unable to find work. The unemployment rate is the percentage of all persons in the civilian workforce who are unemployed. (See Appendix A for additional notes.)



Number in workforce and unemployed, October 2012		
Metro Area	Number in the workforce*	Number unemployed
Minneapolis	1,867,813	97,636
Columbus	967,469	52,709
Cleveland	1,065,387	64,857
Kansas City	1,042,648	64,776
Cincinnati	1,115,359	70,165
Milwaukee	(14) 792,159	(2) 50,100
Nashville	837,789	53,365
Pittsburgh	1,268,572	83,380
Indianapolis	891,506	62,992
Saint Louis	1,439,625	103,389
Denver	1,416,440	105,338
Louisville	(16) 641,691	(1) 48,055
Jacksonville	699,750	54,067
Chicago	(1) 4,920,885	(16) 410,836
Charlotte	920,487	81,983
Detroit	2,028,651	212,816



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

(#) Ranked from lowest (1) to highest (16); except (*) ranked highest (1) to lowest (16)

Indicator 2.20: Brain Gain

This indicator includes data from the American Community Survey on the educational attainment of persons age 25 and older who moved into a metro area from a different state or from abroad in the past year. The data for attainment of graduate or bachelor's degrees indicate an area's "brain gain."

Milwaukee Trends: Percentage new residents with a grad. degree



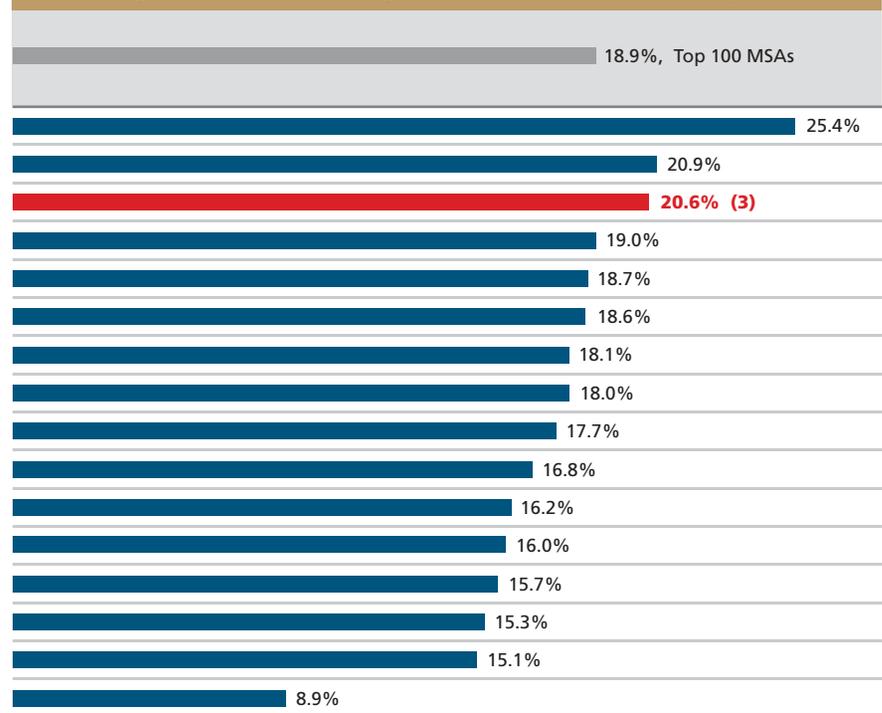
Level of education among new residents age 25+, 2011

Metro Area	Percentage without high school diploma*	Percentage with high school diploma only*	Percentage with bachelor's degree
Pittsburgh	6.2%	17.6%	50.6%
Saint Louis	(1) 5.1%	16.6%	(1) 51.0%
Milwaukee	(T-8) 10.9%	(2) 15.8%	(7) 46.0%
Cincinnati	6.5%	22.7%	42.3%
Cleveland	12.9%	19.9%	44.9%
Columbus	9.6%	17.1%	48.8%
Chicago	11.4%	17.2%	47.1%
Minneapolis	10.9%	18.0%	50.2%
Denver	11.3%	(1) 14.0%	49.7%
Kansas City	9.0%	15.8%	43.7%
Nashville	9.2%	23.8%	36.7%
Detroit	13.9%	24.8%	36.3%
Louisville	(16) 16.6%	23.3%	(16) 34.5%
Indianapolis	13.4%	(16) 26.9%	35.7%
Charlotte	7.9%	20.4%	43.0%
Jacksonville	12.9%	21.7%	39.8%

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16); except (*) ranked lowest (1) to highest (16)

Percentage new residents age 25+ with a graduate degree, 2011



Section 3: Personal Prosperity

This section includes indicators of income, economic equity and hardship, homeownership, and housing affordability that describe the prosperity of residents of the metro areas.

The following are the Personal Prosperity indicator categories:

3.01 Total Personal Income

3.02 Household Income

3.03 Income \$75,000 and Above

3.04 Income Gap

3.05 Pay Equity

3.06 Poverty

3.07 Self-sufficiency Income

3.08 Income Supports

3.09 Teen Pregnancy

3.10 Parental Employment

3.11 Households Without a Vehicle

3.12 New Housing Starts

3.13 Homeownership

3.14 Foreclosures

3.15 Owner Housing Affordability

3.16 Rental Housing Affordability

Personal Prosperity Overview

This section includes economic indicators measuring income equality, financial hardship, self-sufficiency, vehicle access, homeownership, and housing affordability. These help describe the prosperity of metro area residents. A more equitable and self-sufficient workforce with fewer hardships, greater housing choices, and a better quality of life can help to improve a region's economic competitiveness.

The table on the right shows where the rankings in this section fall. Milwaukee tends to rank in the middle and bottom tiers, indicating greater financial hardships for metro area residents. With Milwaukee's historical abundance of lower-paying manufacturing jobs this may not be surprising. However, this is likely just one of several factors affecting the quality of life of metro area residents.

Housing

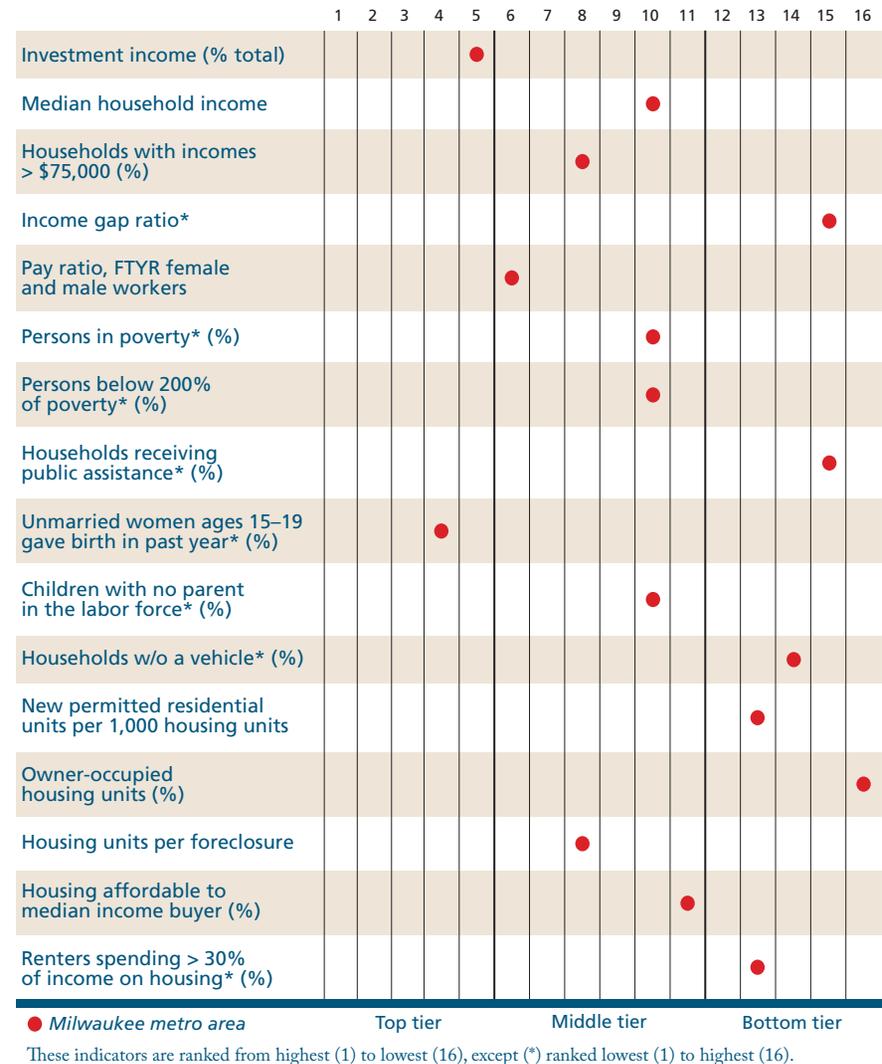
Perhaps the biggest concern facing metro area residents is the housing market. To begin with, there are relatively few new housing units under construction in the metro area; Milwaukee ranks in the bottom tier for new permitted units per 1,000 total housing units (Indicator 3.12). This may be a result of low demand related to the region's slow population growth; but when considered along with the indicators around affordability, it may also indicate a lack of adequate housing supply.

Fewer housing starts tend to be linked to higher interest rates and as such can be a leading indicator for housing affordability. Milwaukee ranks near the bottom in affordability for both owners and renters. Despite having the 4th highest median family income, Milwaukee has a relatively low percentage of housing affordable to median income buyers (3.15). Renters have it worse. More than half spend over 30% of their household income on rent and utilities, a threshold at which housing costs have an impact on the ability to pay for other subsistence costs such as food and transportation (3.16).

With potential homeowners unable to find properties within their price range, and renters presumably unable to save for a down payment on a home, homeownership rates tend to drop. Milwaukee ranks last in homeownership, with the lowest number of owner-occupied housing units as a percentage of all households (3.13).

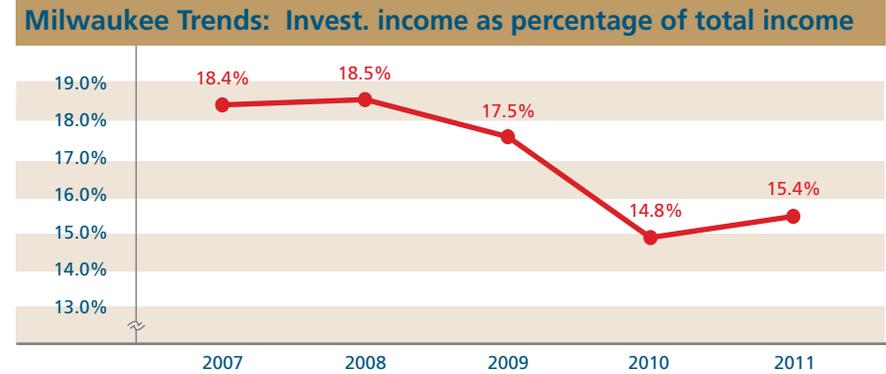
Personal Prosperity: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Personal Prosperity section.

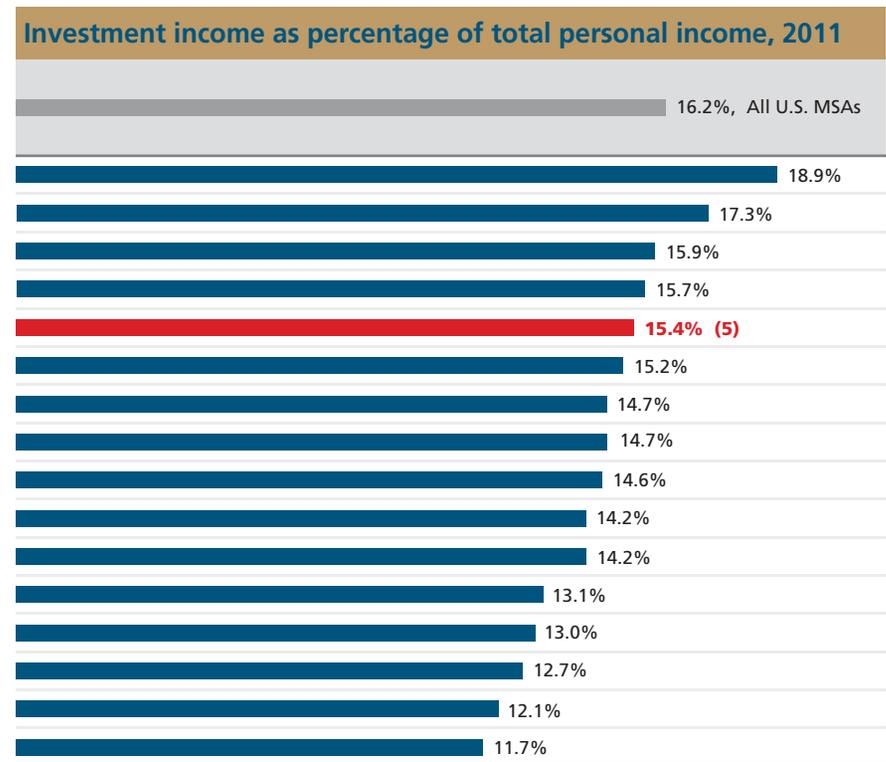


Indicator 3.01: Total Personal Income

This indicator includes data from the Bureau of Economic Analysis (BEA) on aggregate personal income for the metro areas. Personal income includes that which is received by, or on behalf of, all the individuals who live in a metro area. All dollar estimates are in 2009 dollars. The BEA divides total personal income into three components—net earnings, investment income, and transfer receipts—which are described in the Appendix.



Total personal income, 2011			
Metro Area	Total personal income (in \$ thousands)	Net earnings as percentage of total personal income	Transfer receipts as percentage of total personal income
Jacksonville	55,374,659	(16) 63.5%	17.6%
Saint Louis	120,763,454	65.6%	17.2%
Minneapolis	161,468,259	70.5%	13.6%
Chicago	(1) 436,998,041	69.9%	14.4%
Milwaukee	(13) 69,691,155	(10) 67.5%	(8) 17.1%
Denver	127,324,066	(1) 73.6%	(16) 11.2%
Louisville	(16) 50,546,480	66.2%	19.0%
Cincinnati	87,484,877	67.7%	17.6%
Kansas City	88,391,888	69.8%	15.6%
Pittsburgh	106,145,736	64.8%	20.9%
Cleveland	87,622,449	65.4%	20.4%
Charlotte	72,219,671	71.6%	15.3%
Detroit	171,472,741	65.8%	(1) 21.3%
Indianapolis	72,160,847	71.3%	16.0%
Nashville	68,129,213	72.7%	15.3%
Columbus	74,688,025	71.4%	16.9%

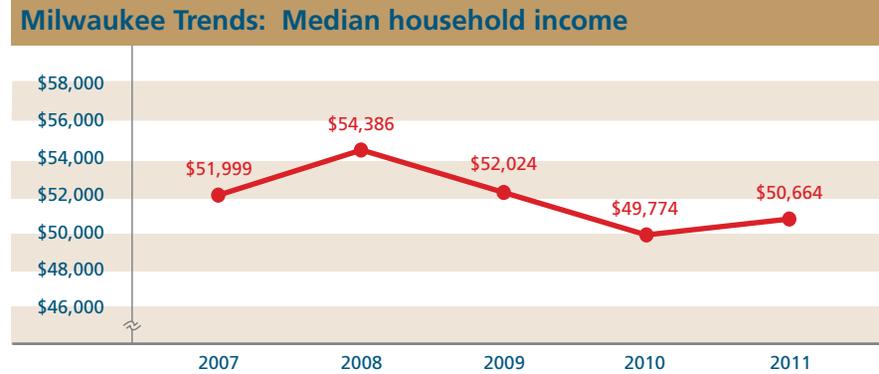


Source: U.S. Department of Commerce, Bureau of Economic Analysis

(#) Ranked from highest (1) to lowest (16)

Indicator 3.02: Household Income

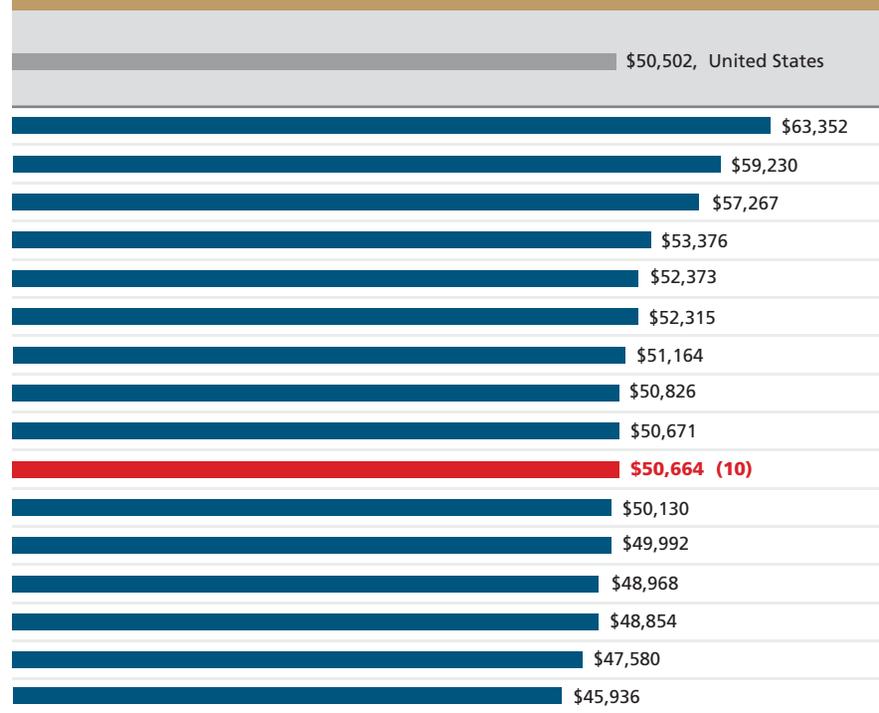
This indicator includes data from the American Community Survey on median household income for the metro area populations and selected racial and ethnic groups. The median income divides all households into two equal groups, one with incomes above the median and the other with incomes below the median. Household income includes: wages and salary; interest; dividends; Social Security; Supplemental Security Income; public assistance or welfare payments; and any other sources of income received regularly, such as unemployment compensation, child support, or alimony.



Median household income by race and ethnicity, 2011*

Metro Area	White (\$)	Black or African American (\$)	Asian (\$)	Hispanic (\$)
Minneapolis	(1) 67,195	29,593	62,187	39,361
Denver	61,844	(1) 37,350	65,085	41,837
Chicago	64,896	35,038	72,203	42,839
Kansas City	57,623	31,630	72,493	37,799
Cincinnati	56,386	26,637	71,468	39,234
Columbus	58,234	30,087	75,858	35,219
Saint Louis	56,478	30,324	61,375	(1) 46,143
Indianapolis	55,414	30,719	61,524	(16) 31,602
Charlotte	59,129	35,095	61,817	35,784
Milwaukee	(6) 58,174	(16) 24,466	(7) 65,765	(14) 35,140
Jacksonville	55,264	34,202	61,734	43,284
Nashville	53,185	32,596	62,667	36,592
Detroit	56,319	28,675	82,252	36,314
Pittsburgh	(16) 51,115	24,955	(16) 55,198	37,567
Louisville	51,173	28,700	(1) 83,041	34,590
Cleveland	52,825	25,946	65,621	35,620

Median household income, 2011



Source: U.S. Census Bureau, American Community Survey
*See Indicator 1.04 for Census definitions of race and ethnicity

(#) Ranked from highest (1) to lowest (16)

Indicator 3.03: Income \$75,000 and Above

This indicator includes data from the American Community Survey on the percentage of all households in the metro areas with a household income of \$75,000 or above as well as the percentages of racial and ethnic subgroups at this income level.

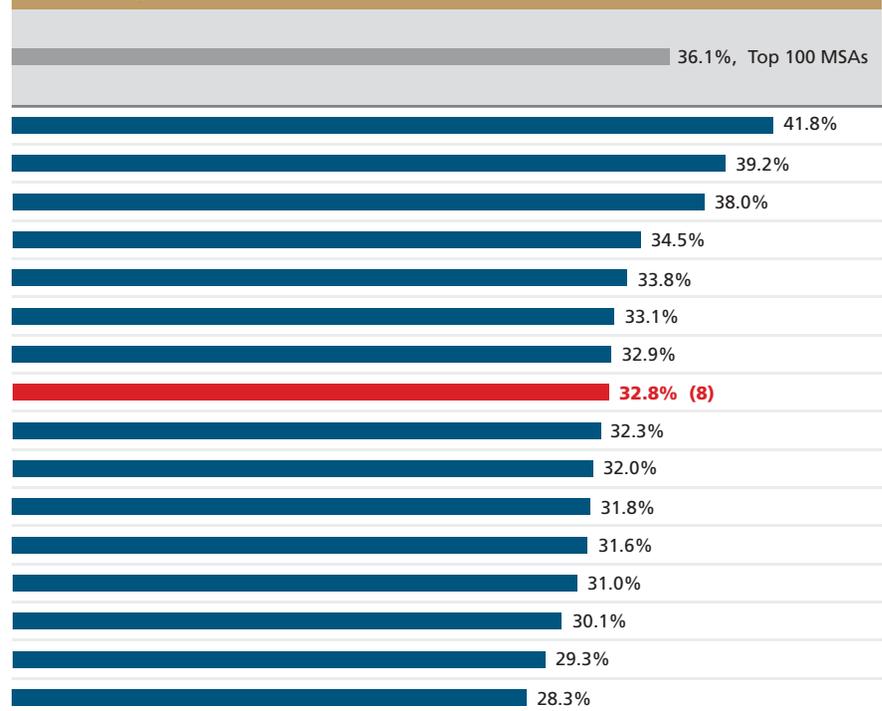
Milwaukee Trends: Percentage households w/income ≥ \$75,000



Household income \$75,000 and above by race and ethnicity, 2011*

Metro Area	White	Black or African American	Asian	Hispanic
Minneapolis	(1) 44.5%	16.5%	39.8%	21.1%
Denver	41.3%	(1) 24.5%	40.1%	21.4%
Chicago	43.3%	19.9%	48.8%	22.5%
Kansas City	37.6%	16.2%	48.5%	18.1%
Columbus	37.4%	12.1%	50.7%	20.9%
Cincinnati	36.0%	13.6%	47.3%	(1) 28.6%
Saint Louis	37.1%	14.0%	42.1%	28.3%
Milwaukee	(T-5) 37.6%	(16) 10.1%	(12) 41.3%	(11) 17.7%
Charlotte	38.3%	17.6%	42.8%	14.9%
Indianapolis	35.5%	15.5%	43.6%	(16) 12.6%
Detroit	36.6%	14.3%	55.3%	22.0%
Nashville	34.4%	18.7%	40.2%	16.3%
Jacksonville	35.2%	15.7%	42.1%	27.6%
Pittsburgh	31.8%	11.2%	(16) 38.2%	20.4%
Louisville	(16) 31.6%	14.9%	(1) 60.9%	13.2%
Cleveland	33.1%	10.2%	44.4%	15.0%

Percentage of households with income \$75,000 and above, 2011

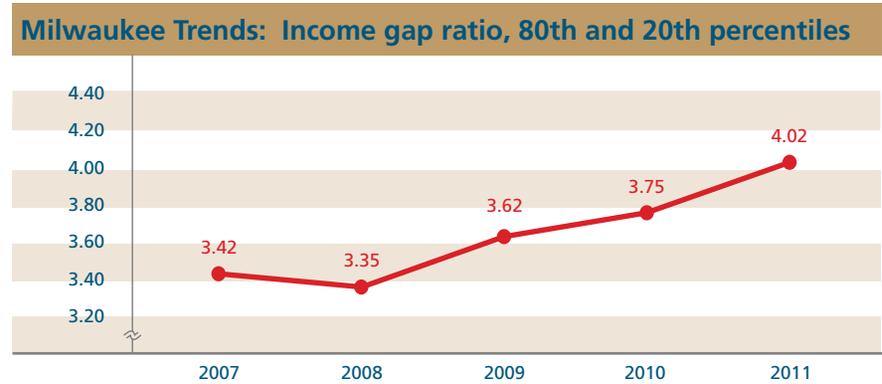


Source: U.S. Census Bureau, American Community Survey
 *See Indicator 1.04 for Census definitions of race and ethnicity

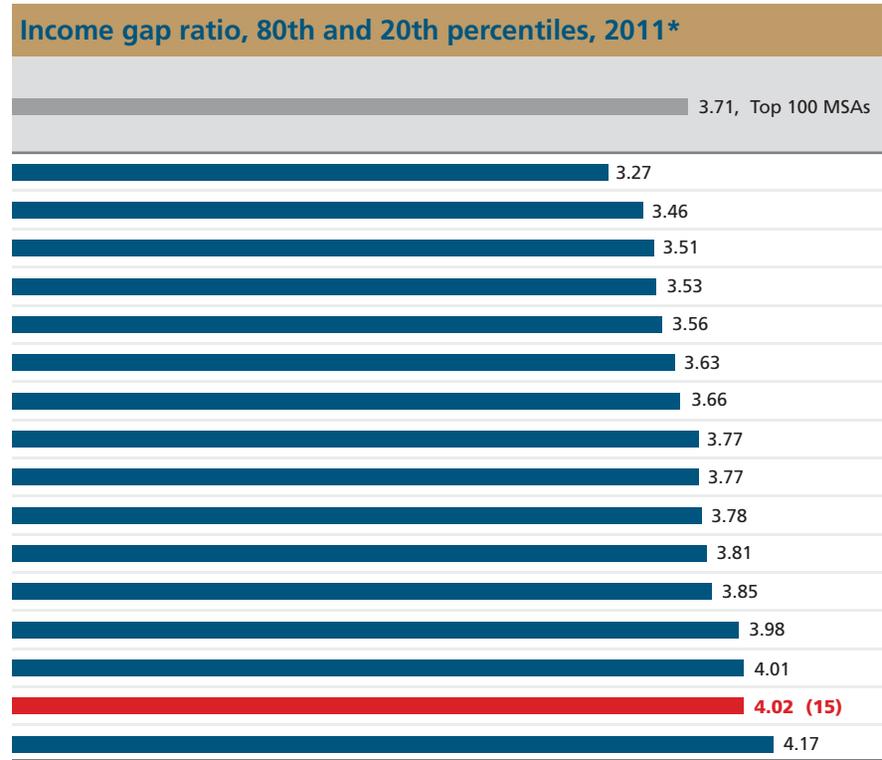
(#) Ranked from highest (1) to lowest (16)

Indicator 3.04: Income Gap

This indicator includes data from the American Community Survey on household income distribution and the gap between those in the highest income (top 20%) and lowest income (bottom 20%) groups. The income gap ratio is the difference between the income levels at the 80th and 20th percentiles, divided by the income level at the 20th percentile. The higher the ratio, the greater the gap, or disparity, between the top and bottom 20% of households.



Household incomes at 20th and 80th percentiles, 2011			
Metro Area		Income level 20 th percentile (\$)	Income level 80 th percentile (\$)
Minneapolis	(1)	27,493	(1) 117,358
Indianapolis		22,279	99,378
Denver		25,549	115,341
Kansas City		23,064	104,558
Nashville		21,639	98,700
Jacksonville		21,127	97,917
Saint Louis		21,681	101,092
Columbus		21,624	103,082
Louisville		19,633	93,621
Cincinnati		21,375	102,118
Charlotte		21,454	103,153
Pittsburgh		19,962	96,724
Chicago		22,808	113,689
Cleveland	(16)	18,411	(16) 92,199
Milwaukee	(12)	20,104	(9) 100,922
Detroit		19,279	99,654

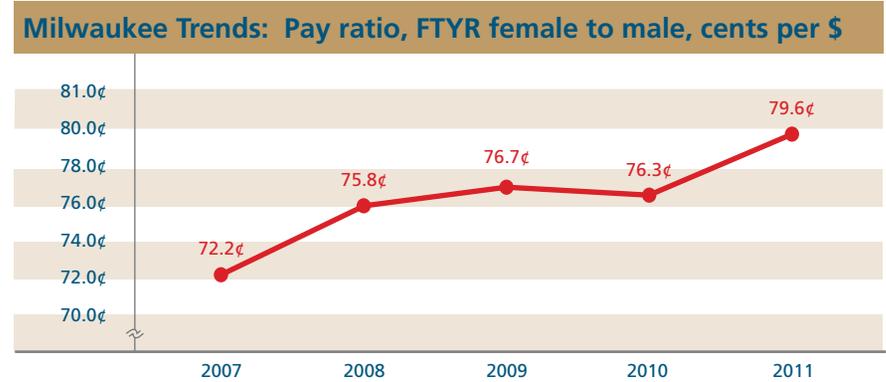


Source: U.S. Census Bureau, American Community Survey

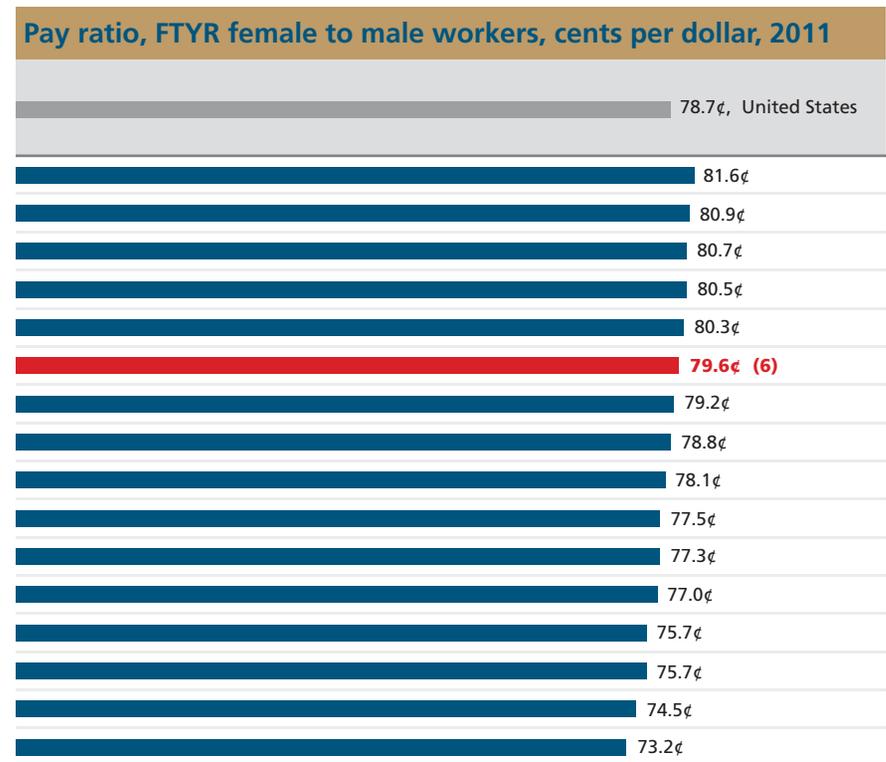
(#) Income levels ranked from highest (1) to lowest (16);
income gap ranked from lowest (1) to highest (16)

Indicator 3.05: Pay Equity

This indicator includes data from the American Community Survey on disparities in median income between men and women working “full-time, year-round” (FTYR). It measures women’s pay equity with men working the same amount of work in terms of cents on the dollar.



Women’s median income, 2011		
Metro Area	Median income for all female workers (\$)	Median income for FTYR female workers (\$)
Nashville	21,345	37,417
Minneapolis	(1) 26,638	(1) 45,323
Columbus	22,964	40,662
Louisville	21,016	37,123
Denver	25,705	43,936
Milwaukee	(8) 21,715	(5) 40,686
Cincinnati	21,367	40,113
Chicago	22,640	42,308
Kansas City	22,919	40,079
Cleveland	20,285	38,873
Jacksonville	21,670	(16) 36,876
Saint Louis	21,519	39,705
Charlotte	21,825	38,292
Indianapolis	22,051	37,975
Pittsburgh	(16) 19,751	37,930
Detroit	19,930	41,205



Source: U.S. Census Bureau, American Community Survey

(#) Income levels ranked from highest (1) to lowest (16)

Indicator 3.06: Poverty

This indicator includes data from the American Community Survey on poverty rates of the metro area populations and selected racial and ethnic groups. The poverty rate is the percentage of the population in households living below the poverty threshold as defined by the U.S. Census Bureau.

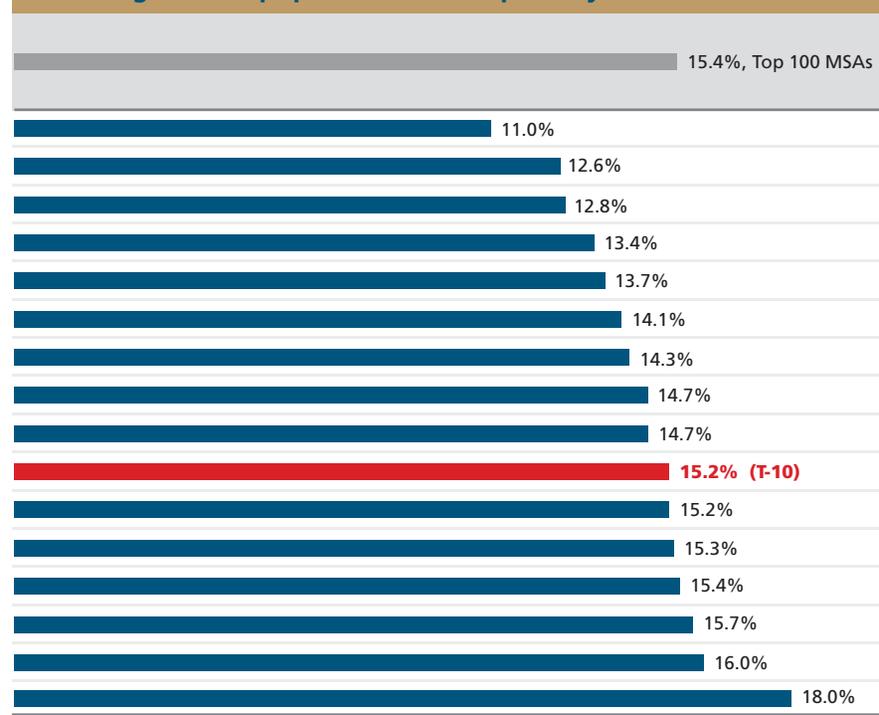
Milwaukee Trends: Percentage population below poverty level*



Percentage below poverty level by race and ethnicity, 2011*

Metro Area	White	Black or African American	Asian	Hispanic origin (of any race)
Minneapolis	(1) 7.4%	35.7%	16.4%	23.4%
Pittsburgh	10.1%	33.5%	(14) 20.2%	24.9%
Denver	10.5%	27.8%	11.7%	23.5%
Kansas City	10.1%	28.9%	14.3%	28.1%
Saint Louis	9.6%	30.3%	13.2%	22.6%
Indianapolis	10.6%	27.8%	11.6%	35.5%
Cincinnati	10.9%	34.8%	9.9%	(16) 37.3%
Nashville	11.4%	25.9%	16.4%	29.3%
Chicago	9.9%	29.1%	10.7%	22.4%
Milwaukee	(2) 8.8%	(16) 38.8%	(11) 16.1%	(T-11) 29.3%
Jacksonville	11.5%	29.2%	n/a	(1) 18.4%
Louisville	11.7%	31.9%	n/a	31.5%
Columbus	11.4%	34.3%	11.6%	24.6%
Charlotte	11.2%	(1) 24.7%	13.6%	31.0%
Cleveland	10.8%	34.7%	(1) 8.7%	27.3%
Detroit	(16) 12.2%	35.4%	12.9%	28.2%

Percentage of the population below poverty level, 2011*



Source: U.S. Census Bureau, American Community Survey

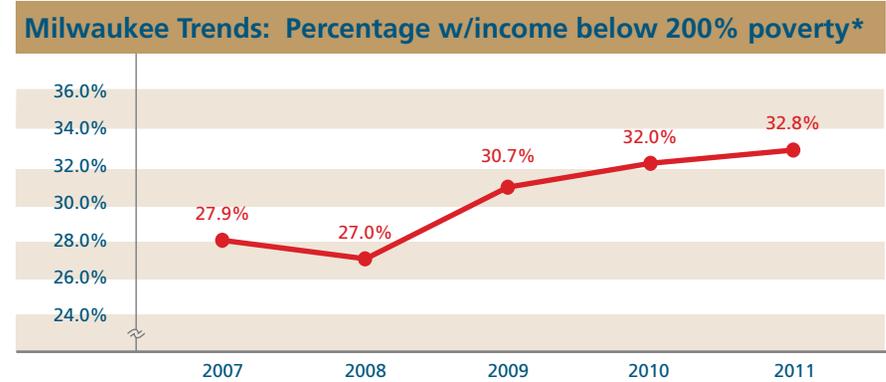
* Population for whom poverty status is determined (i.e. population in households);

See Indicator 1.04 for Census definitions of race and ethnicity

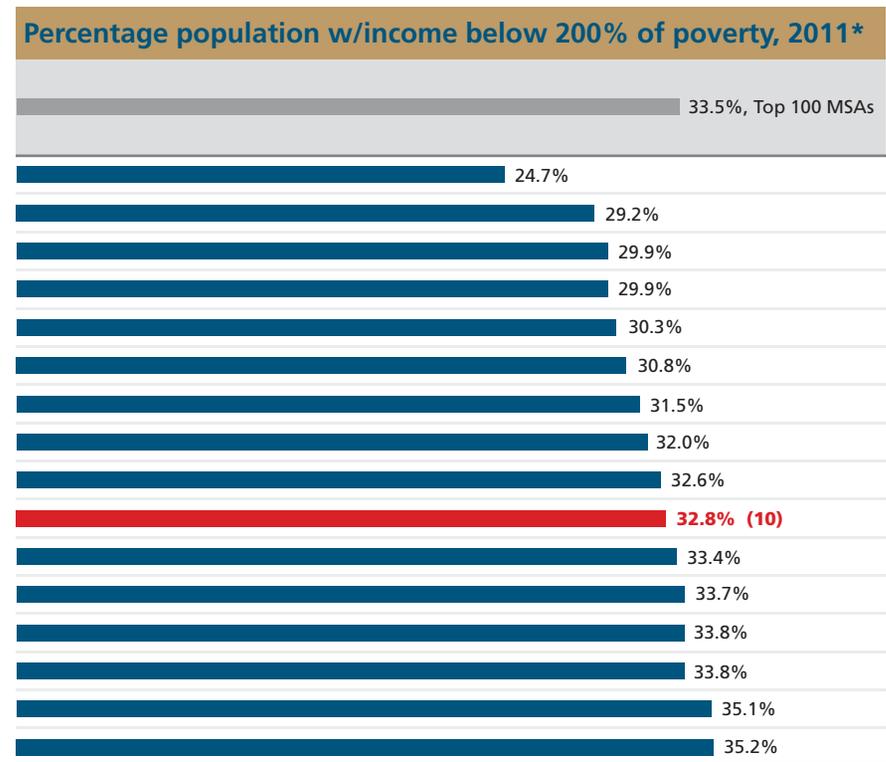
(#) Ranked from lowest (1) to highest (16)

Indicator 3.07: Self-sufficiency Income

This indicator includes data from the American Community Survey on persons with incomes below 200% of the poverty level. According to researchers, an income of at least 200% of poverty is needed by households to maintain a safe and decent standard of living and avoid serious hardships.



Population with income below 200% of the poverty level, 2011*			
Metro Area	Pop. for whom poverty status is determined**		Number of persons below 200% of poverty level
Minneapolis			806,314
Denver			751,155
Pittsburgh			687,709
Cincinnati			625,452
Kansas City			610,513
Saint Louis			849,098
Columbus			570,047
Chicago	(1)	9,352,044	(16) 2,988,919
Indianapolis			566,909
Milwaukee	(14)	1,533,168	(3) 502,626
Cleveland			676,804
Louisville	(16)	1,270,123	(1) 428,272
Jacksonville			450,761
Nashville			534,859
Charlotte			620,992
Detroit			1,495,463

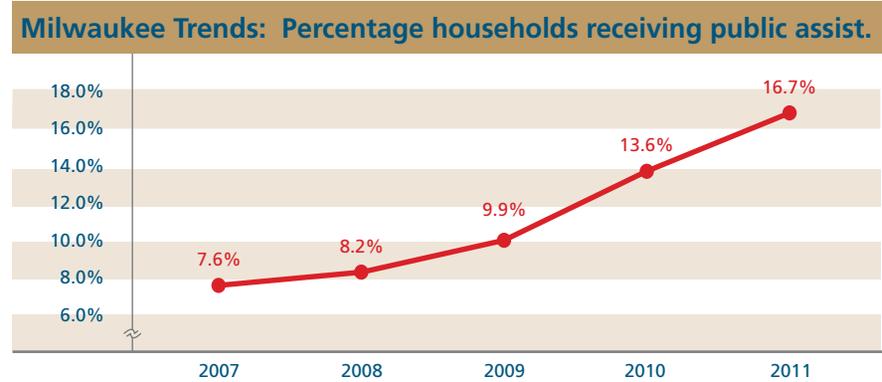


Source: U.S. Census Bureau, American Community Survey
 * Population for whom poverty status is determined (i.e. population in households);
 See Indicator 1.04 for Census definitions of race and ethnicity

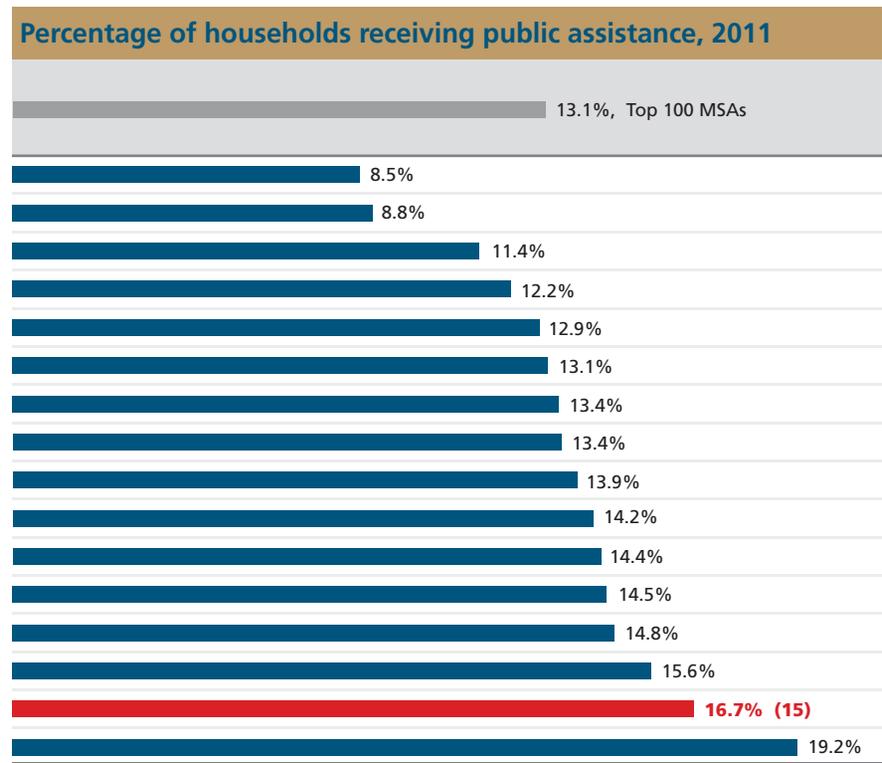
(#) Ranked from lowest (1) to highest (16),
 except (**) ranked highest to lowest

Indicator 3.08: Income Supports

This indicator includes data from the American Community Survey on households that received government income supports in the previous 12 months. Income supports include public assistance payments from state or local government, food stamps, and Supplemental Security Income (SSI).



Households receiving SSI, cash assistance, and food stamps, 2011			
Metro Area	Number receiving SSI	Number receiving cash public assistance	Number receiving food stamps
Denver	34,083	20,855	78,280
Minneapolis	50,338	46,410	103,864
Kansas City	30,581	19,898	86,418
Indianapolis	28,802	15,714	78,972
Chicago	(16) 147,193	(16) 88,979	(16) 413,159
Saint Louis	52,828	22,674	138,772
Cincinnati	37,981	22,190	101,121
Pittsburgh	59,112	33,703	125,889
Jacksonville	24,023	(1) 12,168	(1) 67,074
Nashville	23,829	21,067	84,154
Charlotte	(1) 21,674	12,252	93,060
Louisville	30,267	15,900	68,252
Columbus	36,412	21,970	101,257
Cleveland	48,726	30,719	125,168
Milwaukee	(8) 34,570	(5) 18,330	(8) 97,376
Detroit	102,637	64,674	301,340



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Indicator 3.09: Teen Pregnancy

This indicator includes data from the American Community Survey on unmarried women ages 15 to 19 that gave birth in the previous 12 months. Beyond the biological risk of low birth weight that is connected with the age of the mother, there are several socioeconomic risks with teen pregnancy, including lower educational levels, higher rates of poverty, and poorer quality of life for children of teenage mothers.

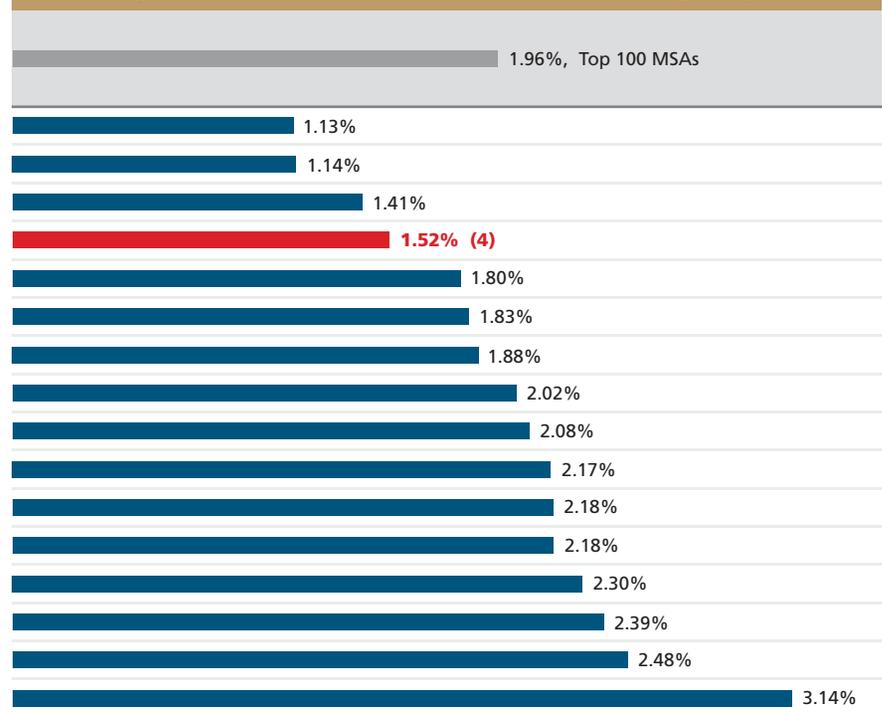
Milwaukee Trends: Unmarried women 15–19 gave birth past yr.



Number of unmarried women ages 15–19, 2011

Metro Area	Total number of unmarried women age 15–19*	Number of unmarried women age 15–19 who gave birth in last 12 months
Cincinnati	69,716	789
Pittsburgh	73,340	838
Saint Louis	93,568	1,322
Milwaukee	(13) 52,816	(3) 801
Cleveland	69,016	1,245
Jacksonville	42,898	(1) 786
Detroit	145,185	2,724
Louisville	(16) 41,441	839
Kansas City	62,784	1,308
Charlotte	57,592	1,248
Chicago	(1) 324,088	(16) 7,055
Nashville	50,091	1,094
Denver	76,753	1,764
Columbus	61,466	1,467
Minneapolis	108,526	2,693
Indianapolis	59,380	1,865

Percentage unmarried women 15–19 gave birth in past year, 2011



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest to lowest

Indicator 3.10: Parental Employment

This indicator includes data from the American Community Survey on families in which no parent is in the labor force. It is a measure of security and stability for children. Children with both parents outside the labor force are economically vulnerable. This does not include children whose parents are in the labor force but unemployed.

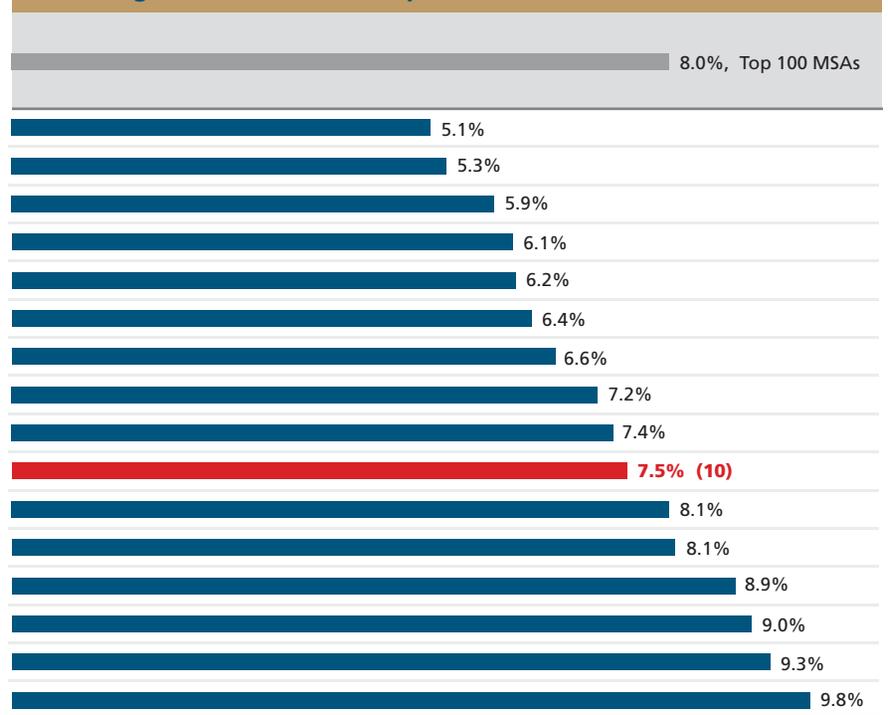
Milwaukee Trends: Percentage under 18 w/no parent in labor force



Population under 18 by number of parents in the labor force, 2011

Metro Area	Population under age 18 living with a parent	Percentage with both parents or only parent in the labor force	Percentage with one parent in the labor force and one not
Minneapolis	793,698	(1) 75.8%	19.0%
Kansas City	494,804	74.3%	20.4%
Charlotte	446,464	70.3%	23.8%
Denver	616,899	70.0%	23.9%
Indianapolis	439,866	74.0%	19.9%
Louisville	(16) 289,187	75.4%	18.2%
Nashville	370,661	69.4%	24.0%
Columbus	433,918	71.0%	21.9%
Chicago	(1) 2,265,395	68.2%	(1) 24.4%
Milwaukee	(14) 366,662	(3) 74.6%	(16) 17.9%
Saint Louis	635,929	73.9%	18.0%
Cincinnati	504,562	72.1%	19.8%
Pittsburgh	451,620	69.9%	21.2%
Cleveland	451,358	70.7%	20.3%
Jacksonville	303,026	70.4%	20.4%
Detroit	981,350	(16) 68.1%	22.1%

Percentage under 18 with no parent in the labor force, 2011*



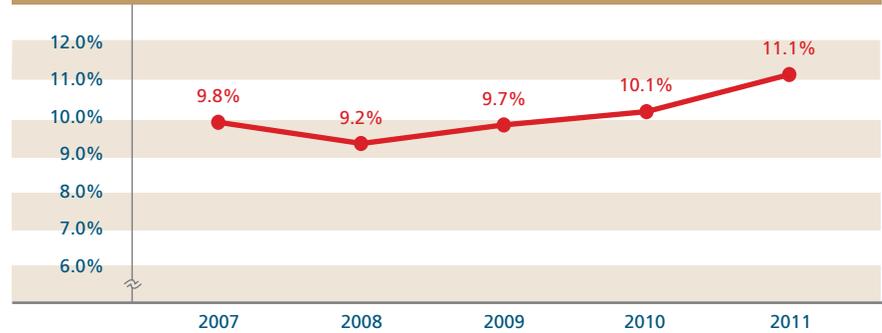
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16), except (*) ranked from lowest (1) to highest (16)

Indicator 3.11 : Households Without a Vehicle

This indicator includes data from the American Community Survey on the number of passenger cars, vans, and pickup or panel trucks of one-ton capacity or less kept at home and available for the use of household members. Vehicles rented or leased for one month or more, company vehicles, and police and government vehicles are included if kept at home and used for non-business purposes. Dismantled or immobile vehicles are excluded as are vehicles kept at home but used only for business purposes.

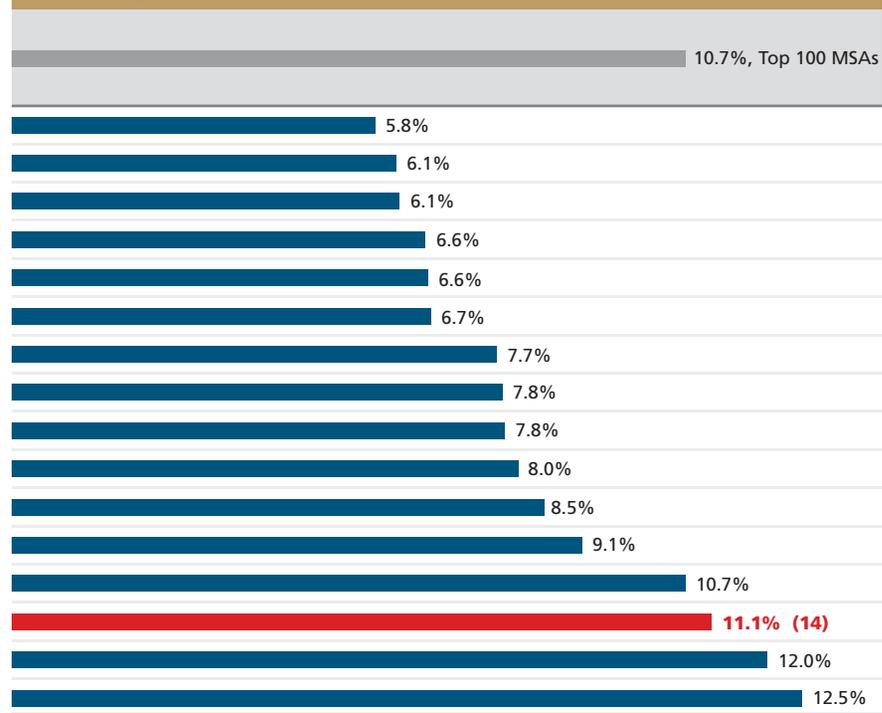
Milwaukee Trends: Percentage of households without a vehicle



Number of households without access to a vehicle, 2011

Metro Area	Households without access to a vehicle
Nashville	35,500
Kansas City	48,343
Charlotte	41,264
Denver	66,190
Jacksonville	(1) 33,564
Indianapolis	44,947
Columbus	55,009
Minneapolis	99,794
Cincinnati	62,955
Saint Louis	88,836
Louisville	42,182
Detroit	148,284
Cleveland	90,297
Milwaukee	(10) 68,298
Pittsburgh	117,759
Chicago	(16) 426,849

Percentage of households without access to a vehicle, 2011

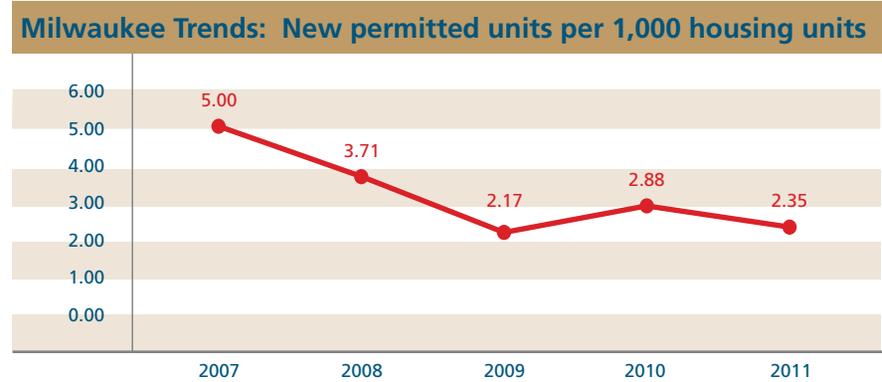


Source: U.S. Census Bureau, American Community Survey

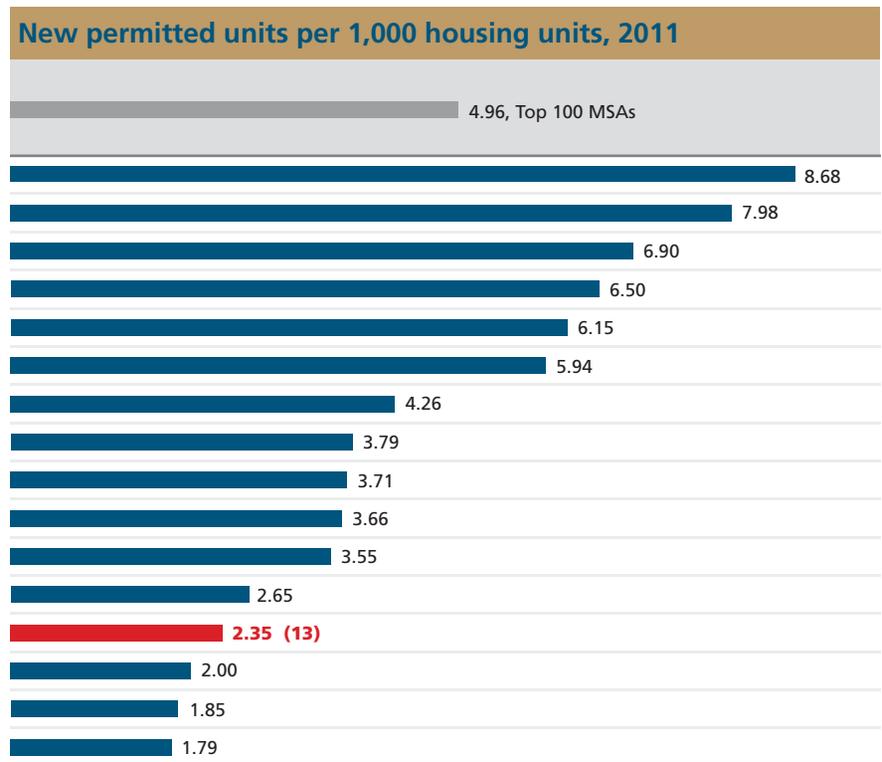
(#) Ranked from lowest (1) to highest (16)

Indicator 3.12: New Housing Starts

This indicator includes data from the Census Bureau on new housing starts. The Census Bureau collects and reports on building permit data from U.S. cities. New housing starts include residential building permits for both single-family and multiple-unit residential buildings.



New housing starts, 2011			
Metro Area	Number of new permitted residential units	Percentage new permitted units within multiunit structures	Total number of housing units
Charlotte	6,446	23.8%	742,559
Nashville	5,394	24.0%	676,139
Indianapolis	5,259	31.3%	762,101
Jacksonville	3,911	17.0%	601,933
Denver	6,673	45.6%	1,084,397
Columbus	4,730	(1) 48.8%	796,946
Louisville	2,397	27.5%	(16) 562,161
Minneapolis	5,148	27.0%	1,359,185
Kansas City	3,287	28.1%	885,237
Cincinnati	3,369	25.2%	919,561
Saint Louis	4,407	25.3%	1,239,878
Pittsburgh	2,914	(16) 8.9%	1,101,310
Milwaukee	(16) 1,578	(4) 43.0%	(14) 671,857
Chicago	(1) 7,593	45.4%	(1) 3,797,411
Cleveland	1,767	10.3%	956,811
Detroit	3,366	15.0%	1,881,683



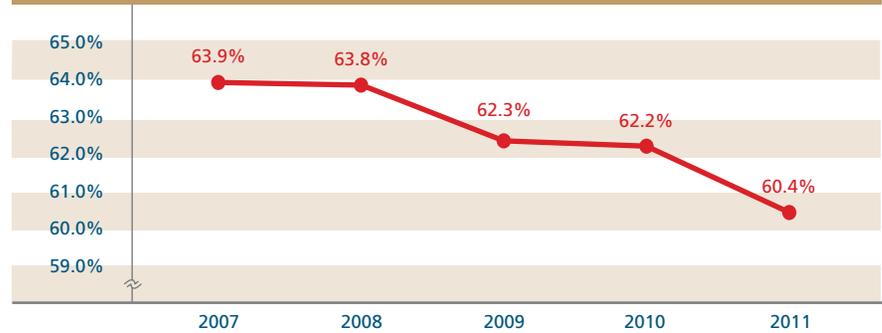
Source: U.S. Census Bureau, Building Permits Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 3.13: Homeownership

This indicator includes data on homeownership from the American Community Survey (ACS). The ACS considers a housing unit to be owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for.

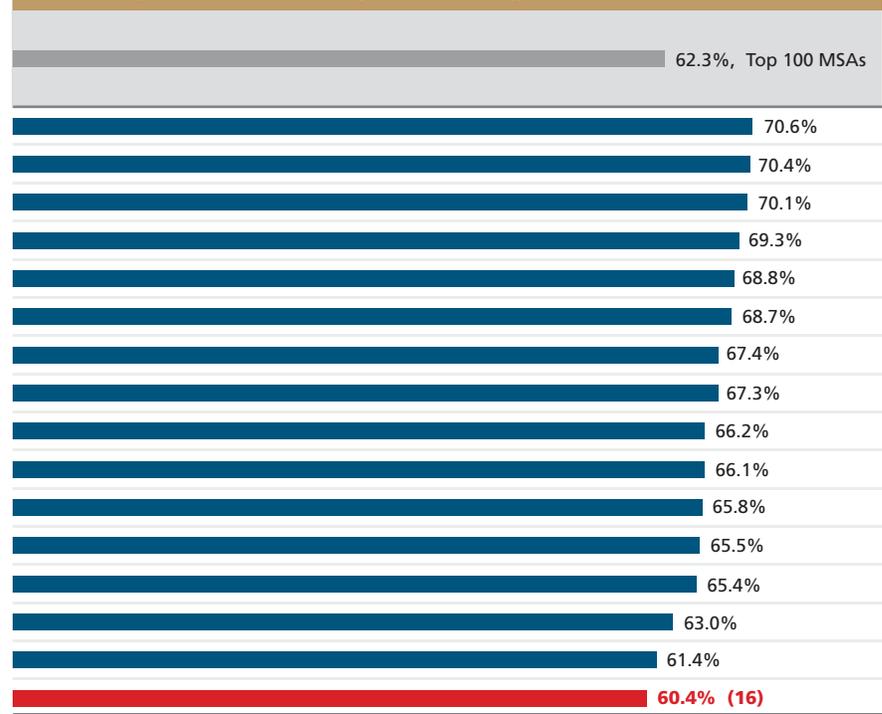
Milwaukee Trends: Percentage owner-occupied housing units



Owner-occupied housing units, 2011

Metro Area	Total occupied housing units	Total owner-occupied housing units
Minneapolis	1,281,260	904,981
Saint Louis	1,105,266	778,562
Detroit	1,635,840	1,146,397
Pittsburgh	980,405	679,166
Cincinnati	805,714	554,054
Louisville	(16) 499,056	(16) 342,917
Jacksonville	508,966	343,246
Kansas City	794,197	534,278
Indianapolis	674,976	446,715
Charlotte	671,191	443,616
Nashville	613,496	403,456
Chicago	(1) 3,403,363	(1) 2,230,462
Cleveland	844,779	552,802
Denver	1,007,022	634,148
Columbus	715,770	439,634
Milwaukee	(13) 615,107	(14) 371,781

Percentage of owner-occupied housing units, 2011



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 3.14: Foreclosures

This indicator includes data on home foreclosures from the RealtyTrac U.S. Metropolitan Foreclosure Market Report. The report counts a single foreclosure as any property in one of the three stages of foreclosure: properties in default, properties sold at auction, and bank-owned properties (also known as real estate owned or REO properties). The number of total housing units per property in foreclosure, often stated as “one in every X housing units,” is a common measure of foreclosures. The *higher* the number of housing units per foreclosure, the *lower* the rate of foreclosure.

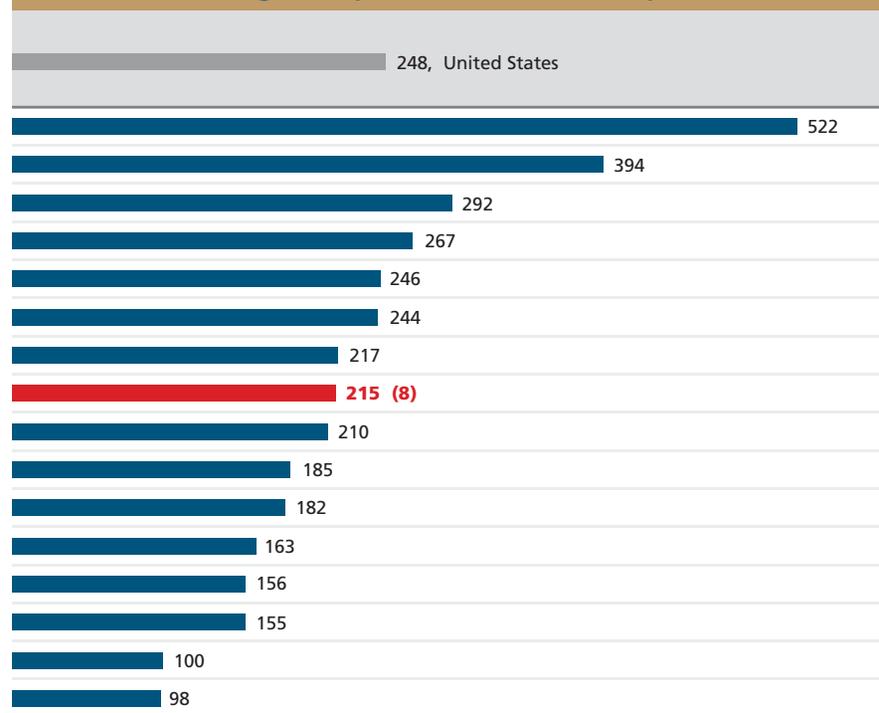
Milwaukee Trends: Number of housing units per foreclosure



Properties in foreclosure by stage, 3rd quarter 2012

Metro Area	Properties in default (number of notices of default or <i>lis pendens</i>)	Properties sold at auction (number of notices of trustee's sale or foreclosure sale)	Bank-owned properties (REO properties)
Pittsburgh	917	(1) 765	(1) 430
Nashville	(T-1) 0	927	766
Kansas City	365	1,521	1,136
Minneapolis	127	2,629	2,318
Saint Louis	782	2,508	1,774
Louisville	853	814	627
Cincinnati	1,617	1,017	1,599
Milwaukee	(10) 1,229	(3) 828	(6) 1,057
Charlotte	378	2,304	827
Denver	(T-1) 0	3,964	1,857
Columbus	1,952	1,389	1,004
Indianapolis	1,815	1,463	1,377
Cleveland	3,213	1,315	1,608
Detroit	2	5,682	6,486
Jacksonville	3,649	916	1,419
Chicago	(16) 18,923	(16) 9,329	(16) 10,415

Number of housing units per foreclosure, third quarter 2012*

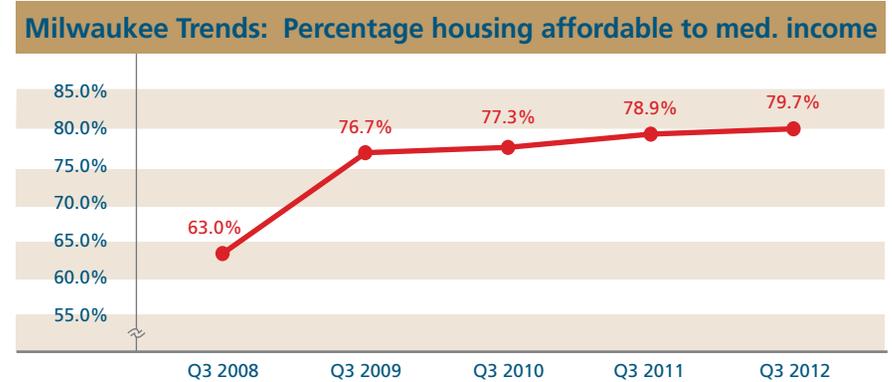


Source: RealtyTrac: U.S. Metropolitan Foreclosure Market Report

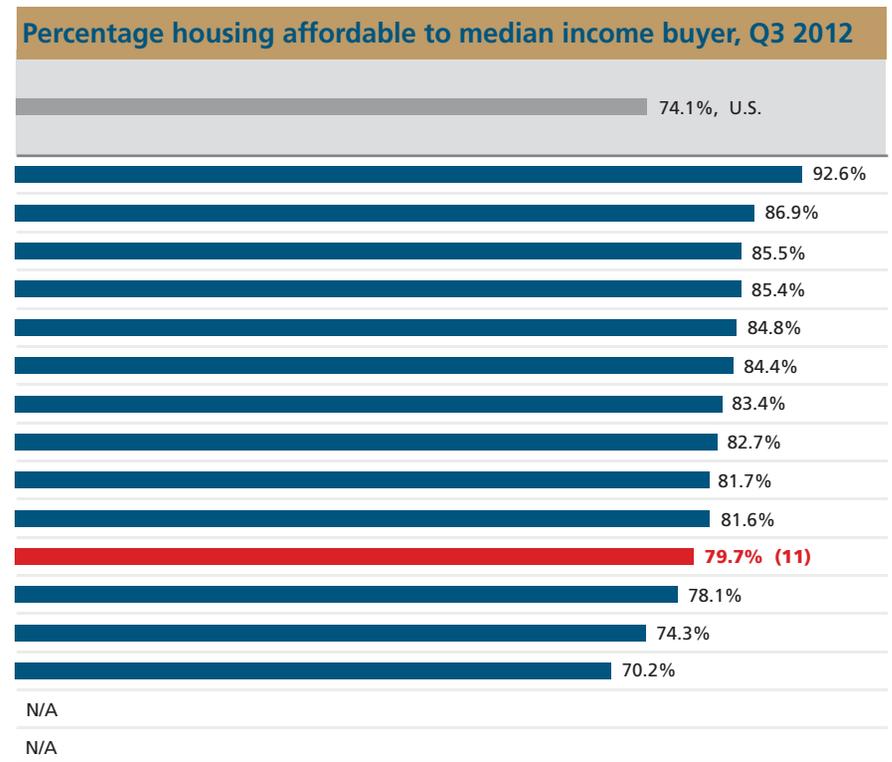
(#) Ranked from lowest (1) to highest (16), except (*) ranked from highest (1) to lowest (16)

Indicator 3.15: Owner Housing Affordability

This indicator includes data compiled by the National Association of Home Builders on owner housing affordability across the nation. The affordability data are based on the U.S. Department of Housing and Urban Development median family income, interest rates, and the price of existing and new homes sold in each market area for a particular quarter. Data on homes sold are collected from court records on sales nationwide.



Median sales price and median family income, third quarter 2012		
Metro Area	Median sale price* (\$)	Median family income (\$)
Indianapolis	119,000	66,900
Cincinnati	130,000	71,300
Saint Louis	140,000	70,400
Cleveland	117,000	63,700
Detroit**	(1) 88,000	(14) 51,200
Louisville	139,000	63,800
Jacksonville	140,000	67,300
Minneapolis	188,000	(1) 83,900
Pittsburgh	135,000	64,900
Columbus	140,000	67,500
Milwaukee	(10) 171,000	(4) 73,200
Denver	(14) 240,000	79,300
Chicago**	185,000	77,300
Charlotte	182,000	68,500
Kansas City	N/A	N/A
Nashville	N/A	N/A

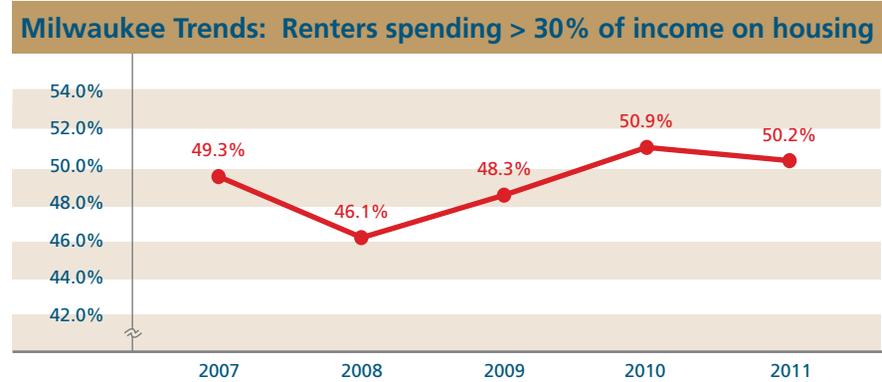


Source: National Association of Home Builders
 **Chicago and Detroit Metro Areas are represented here by the Chicago-Joliet-Naperville, IL and Detroit-Livonia-Dearborn Metropolitan Divisions (not the MSAs)

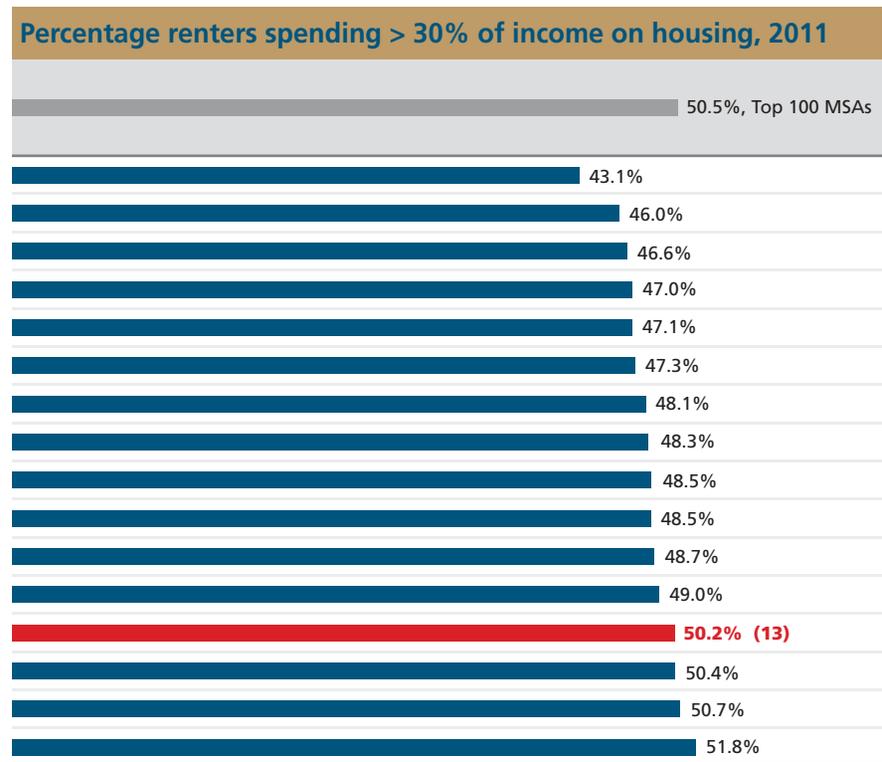
(#) Ranked from highest (1) to lowest (16) except (*) ranked lowest (1) to highest (16)

Indicator 3.16: Rental Housing Affordability

This indicator includes data from the American Community Survey on renter housing units and their affordability to their occupants. According to the U.S. Department of Housing and Urban Development (HUD), housing is affordable if renters pay no more than 30% of their annual household income for rent and utilities. Households who pay more than 30% of their income for housing are considered by HUD to be “cost burdened.”



Renter-occupied housing units and housing cost burden, 2011			
Metro Area		Total renter-occupied housing units*	Number of renters spending over 30% of income on housing
Pittsburgh		301,239	129,740
Louisville	(16)	156,139	(1) 71,757
Columbus		276,136	128,759
Nashville		210,040	98,801
Kansas City		259,919	122,317
Saint Louis		326,704	154,406
Cleveland		291,977	140,570
Cincinnati		251,660	121,548
Minneapolis		376,279	182,595
Denver		372,874	180,982
Charlotte		227,575	110,839
Indianapolis		228,261	111,864
Milwaukee	(11)	243,326	(7) 122,172
Jacksonville		165,720	83,454
Chicago	(1)	1,172,901	(16) 594,317
Detroit		489,443	253,538



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16) except (*) ranked highest (1) to lowest (16)

Section 4: Lifelong Learning

This section includes indicators of literacy and language, school attendance and enrollment, educational attainment, and school nutrition that describe the educational resources of the metro areas.

The following are the Lifelong Learning indicator categories:

- 4.01 **Adult Literacy**
- 4.02 **English Language**
- 4.03 **High School Attendance**
- 4.04 **Higher Education Enrollment**
- 4.05 **Educational Attainment**
- 4.06 **Pre-K Enrollment**
- 4.07 **School Lunch Assistance**
- 4.08 **Libraries**
- 4.09 **Research Universities**

Lifelong Learning Overview

This section includes educational indicators measuring literacy, language skills, educational attainment, school attendance and enrollment, access to free or reduced-price lunch, library attendance, and academic research activity. These indicators help describe the academic and educational potential of the metro area populations. Better language skills, more academic engagement, and greater access to educational resources can increase a metro area's potential to stay economically competitive.

The table on the right shows where the rankings in this section fall. They provide a mixed picture of education in Milwaukee, which has about the same number of indicators ranking in the top and bottom tiers. This is indicative a metropolitan area with educational resources that are reaching some residents but not others.

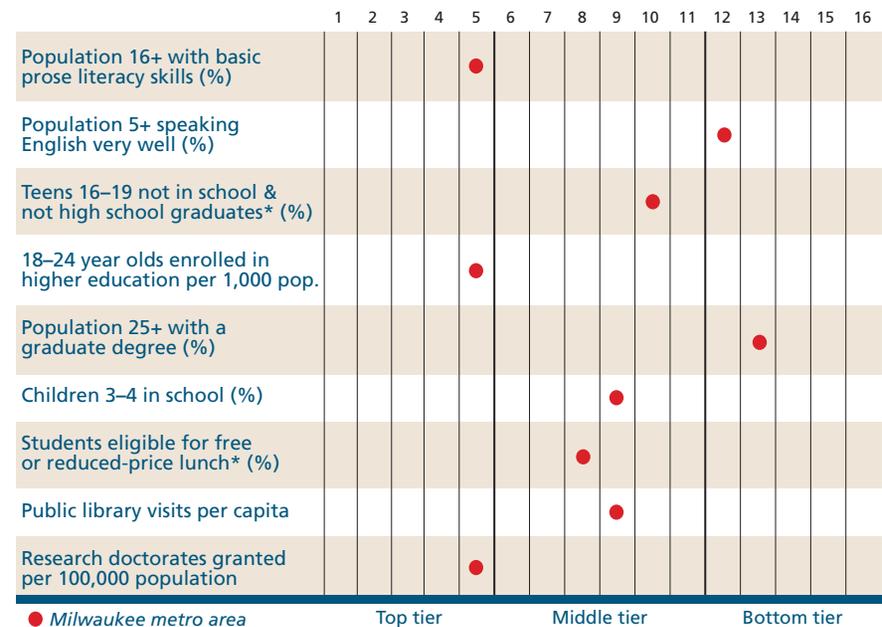
Graduate Education

Although not often considered a college town, Milwaukee's four major universities—the University of Wisconsin–Milwaukee, Marquette University, the Medical College of Wisconsin, and Cardinal Stritch University—place the metro area in the top tier for research doctoral degrees awarded per 100,000 persons in the population, alongside more obvious college towns like Columbus, Minneapolis, and Pittsburgh (Indicator 4.09).

However, despite the presence of these four institutions, Milwaukee ranks in the bottom tier for the percentage of the population age 25 and older with a graduate degree (4.05). On the other hand, Milwaukee has the 3rd highest percentage of new residents age 25 and older with a graduate degree (2.20), a paradox, that indicates although the metro area is good at both producing and attracting graduate-level talent, the overall share of the adult population with graduate degrees has yet to grow. As mentioned in Section 2, these indicators likely point to an economy and workforce in flux; one in which older, less-educated workers in the manufacturing sector are transitioning out as younger, well-educated workers transition into fields such as education and health care.

How Milwaukee Compares

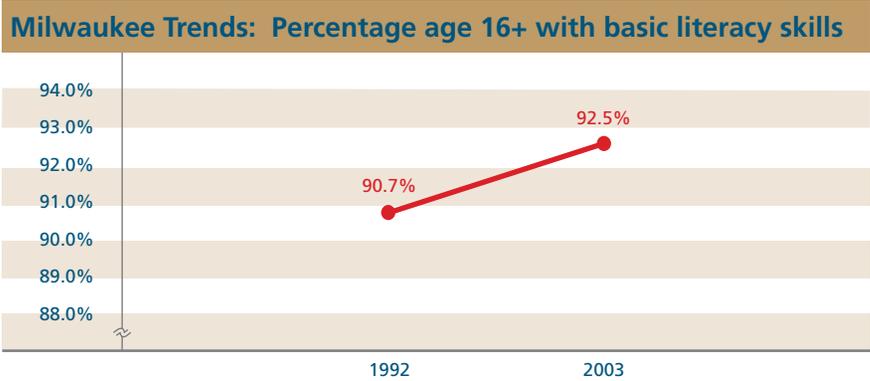
This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Lifelong Learning section.



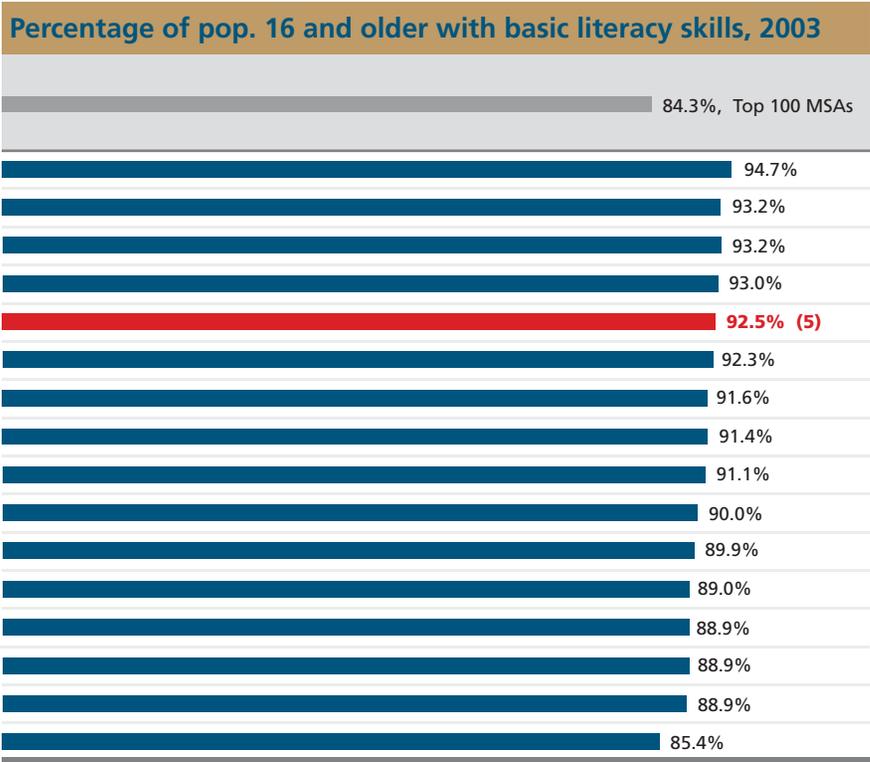
These indicators are ranked from highest (1) to lowest (16), except () ranked lowest (1) to highest (16).

Indicator 4.01: **Adult Literacy**

This indicator includes data from the National Center for Education Statistics on the literacy rate. The most current data are from 2003; these data are collected every 10 years.



Population age 16 and over lacking basic literacy skills, 2003	
Metro Area	Population 16 and over lacking basic literacy skills*
Minneapolis	123,557
Kansas City	97,223
Indianapolis	80,256
Saint Louis	145,378
Milwaukee	(3) 86,083
Cincinnati	118,990
Cleveland	137,265
Louisville	(1) 79,220
Detroit	303,771
Pittsburgh	190,114
Denver	172,491
Nashville	113,881
Jacksonville	98,796
Columbus	139,870
Charlotte	118,830
Chicago	(16) 1,017,922



Source: U.S. Department of Education, National Center for Education Statistics

(#) Ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16)

Indicator 4.02: English Language

This indicator includes data from the American Community Survey on English language abilities. Persons lacking the ability to speak English well can have difficulty functioning in U.S. society.

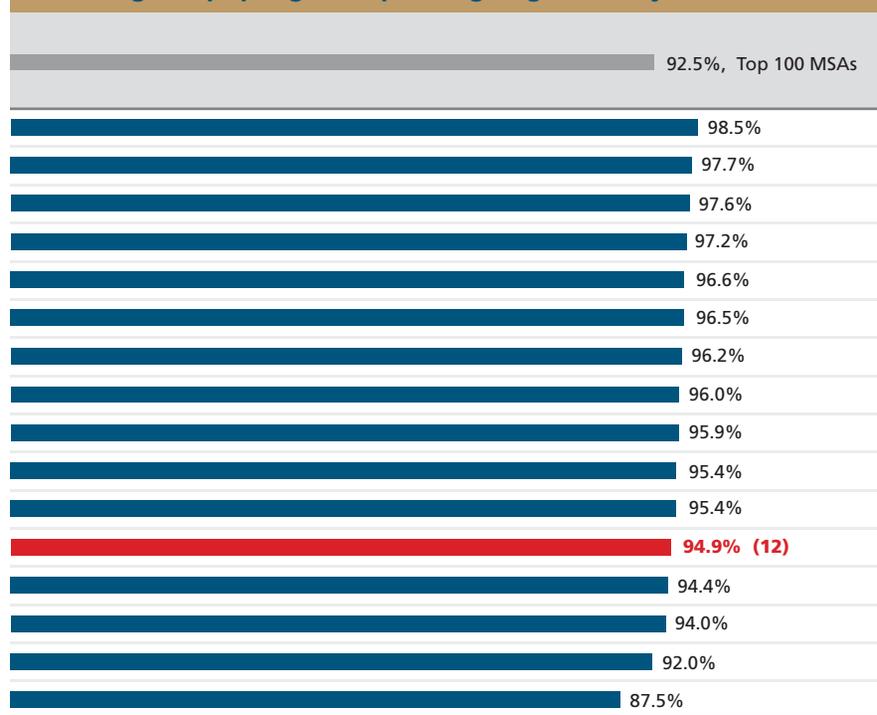
Milwaukee Trends: Pop. age 5+ speaking English "very well"



Limited English Proficiency (LEP) and linguistic isolation, 2011

Metro Area	Percentage K-12 students enrolled in LEP programs*	Percentage households in which no persons age 14+ speak English "very well"*
Pittsburgh	(1) 0.5%	(1) 0.8%
Cincinnati	2.3%	1.3%
Saint Louis	1.9%	1.3%
Louisville	3.8%	1.5%
Columbus	5.1%	2.2%
Cleveland	2.4%	2.0%
Kansas City	5.6%	2.0%
Indianapolis	5.8%	2.5%
Jacksonville	2.3%	2.2%
Detroit	5.1%	2.4%
Nashville	5.1%	2.7%
Milwaukee	(10) 5.3%	(12) 2.9%
Minneapolis	7.0%	3.2%
Charlotte	7.5%	3.3%
Denver	(16) 15.3%	4.0%
Chicago	10.6%	(16) 6.7%

Percentage of pop. age 5+ speaking English "very well," 2011



Source: U.S. Census Bureau, American Community Survey; U.S. Department of Education, National Center for Education Statistics

(#) Ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16)

Indicator 4.03: High School Attendance

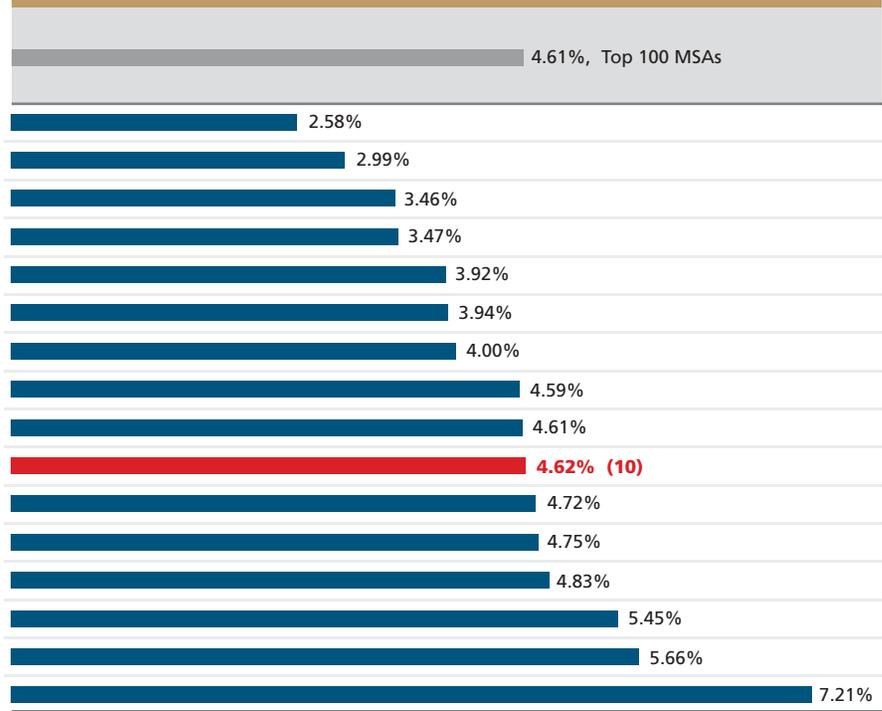
This indicator includes data from the American Community Survey on high school attendance. It measures the percentage of teens ages 16 to 19 who neither are currently enrolled in school nor hold a high school diploma. This is known as the status dropout rate. High school drop-outs are less likely to have the minimum skills and credentials needed to function in society and are more likely to live in poverty and require government assistance.

Milwaukee Trends: Status dropout rate, ages 16 to 19



Idle teens, ages 16–19, 2011	
Metro Area	Percentage of population ages 16–19 not in school and not in the labor force
Nashville	4.50%
Minneapolis	(1) 2.56%
Cincinnati	3.92%
Pittsburgh	3.96%
Saint Louis	4.81%
Columbus	4.19%
Louisville	3.31%
Chicago	4.58%
Indianapolis	5.48%
Milwaukee	(12) 5.00%
Kansas City	4.95%
Jacksonville	(16) 6.48%
Cleveland	4.24%
Charlotte	3.94%
Detroit	5.87%
Denver	5.55%

Status dropout rate, ages 16 to 19, 2011



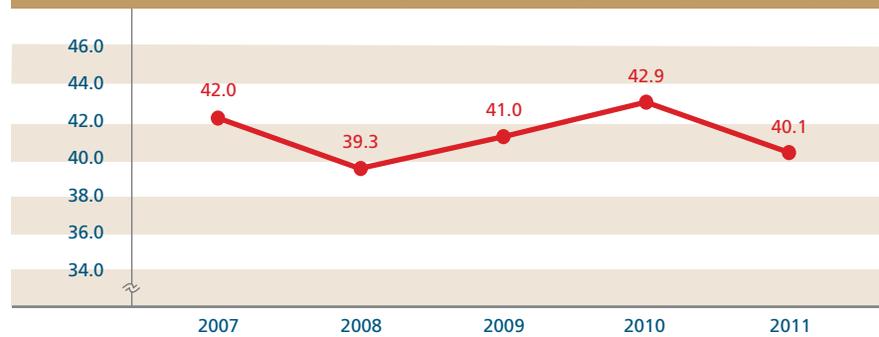
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Indicator 4.04: Higher Education Enrollment

This indicator includes data from the American Community Survey on enrollment in college and graduate school. The ACS includes people living in student housing at the time of the survey if they have been there, or will be there, more than two months.

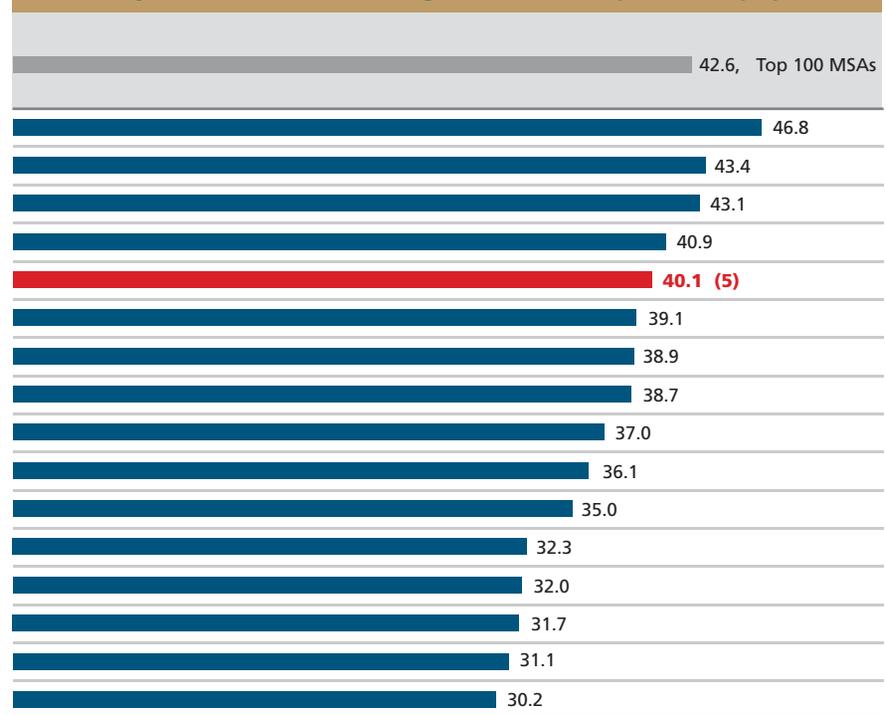
Milwaukee Trends: 18- to 24-year-olds in higher ed. per 1,000 pop.



Number and age of persons enrolled in higher education, 2011

Metro Area	Number of persons enrolled in college	Number enrolled in graduate or professional school	Number of 18- to 24-year-olds enrolled in higher education
Columbus	132,900	32,542	86,955
Pittsburgh	129,982	35,229	102,452
Cincinnati	135,894	31,422	92,173
Nashville	90,358	21,794	66,145
Milwaukee	(12) 97,881	(12) 21,412	(12) 62,685
Chicago	(1) 543,543	(1) 166,291	(1) 371,953
Saint Louis	170,290	43,425	109,484
Minneapolis	197,581	53,918	128,260
Jacksonville	80,884	(16) 13,567	50,326
Detroit	263,250	57,061	154,876
Cleveland	121,013	29,587	72,433
Louisville	(16) 67,931	18,446	(16) 41,778
Charlotte	98,959	20,721	57,426
Kansas City	107,098	30,211	65,004
Indianapolis	91,206	21,007	55,262
Denver	142,864	42,069	78,634

18- to 24-year-olds enrolled in higher education per 1,000 pop., 2011

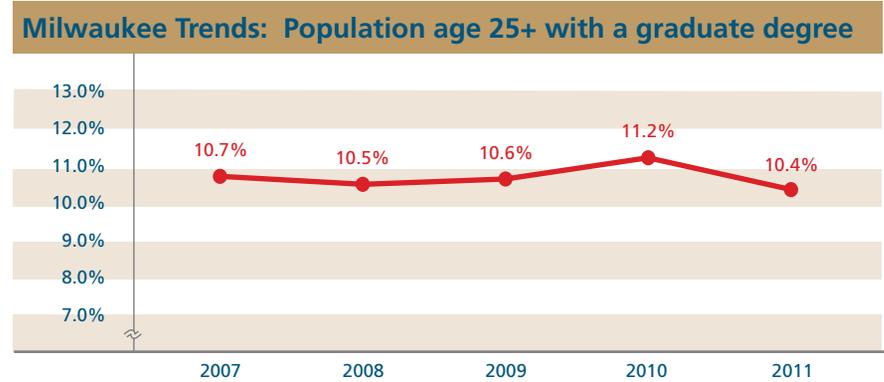


Source: U.S. Census Bureau, American Community Survey

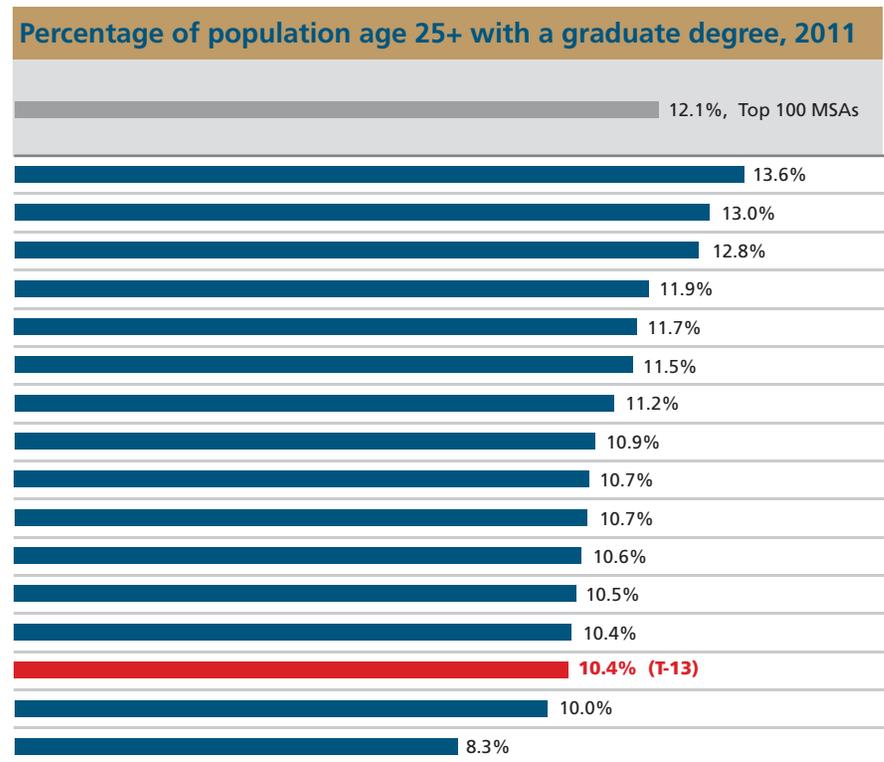
(#) Ranked from highest (1) to lowest (16)

Indicator 4.05: Educational Attainment

This indicator includes data from the American Community Survey on the educational attainment of the adult population (persons age 25 years and older).



Educational attainment, population 25 years and older, 2011				
Metro Area	Percentage without a high school diploma*	Percentage with only a high school diploma*	Percentage with some college or an associate degree	Percentage with a bachelor's degree or higher
Denver	10.3%	(1) 21.5%	29.8%	38.4%
Chicago	(16) 13.5%	25.4%	26.9%	34.2%
Minneapolis	(1) 7.2%	22.9%	31.4%	(1) 38.5%
Saint Louis	9.9%	27.8%	31.6%	30.7%
Columbus	10.0%	28.8%	28.2%	32.9%
Kansas City	9.6%	26.6%	31.0%	32.9%
Pittsburgh	8.1%	(16) 36.3%	(16) 26.2%	29.4%
Cincinnati	11.4%	31.0%	28.0%	29.6%
Detroit	12.0%	28.5%	31.7%	27.8%
Cleveland	11.4%	30.9%	29.8%	27.9%
Louisville	12.8%	31.5%	30.2%	(16) 25.5%
Indianapolis	11.1%	29.9%	27.9%	31.1%
Nashville	12.6%	29.1%	27.6%	30.6%
Milwaukee	(7) 10.4%	(7) 28.1%	(9) 29.7%	(7) 31.8%
Charlotte	12.4%	24.7%	29.6%	33.3%
Jacksonville	11.6%	29.6%	(1) 31.9%	26.9%



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16); except (*) ranked from lowest (1) to highest (16)

Indicator 4.06: Pre-K Enrollment

This indicator includes data from the American Community Survey on school enrollment for children ages 3 and 4, including the type of school (public or private). The data do not represent all nursery and preschool enrollment because these education levels include children outside the age range of 3 to 4.

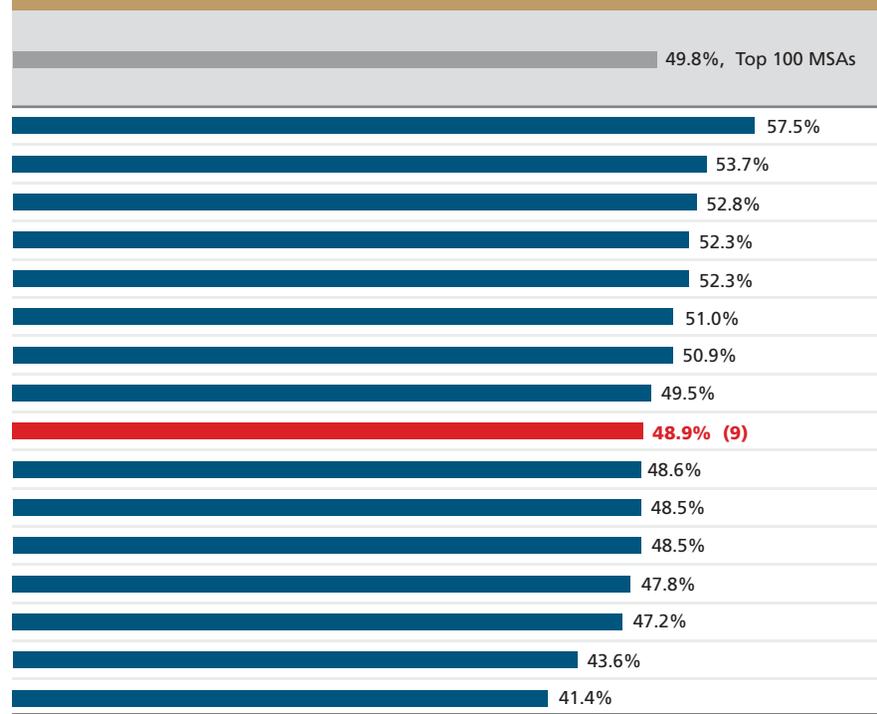
Milwaukee Trends: Percentage ages 3–4 enrolled in school



Number of children ages 3–4 enrolled in school, 2011

Metro Area	Number of children ages 3–4 enrolled in public school	Number of children ages 3–4 enrolled in private school
Saint Louis	23,596	18,002
Chicago	(1) 79,342	(1) 64,256
Denver	22,440	16,598
Cleveland	15,369	10,503
Pittsburgh	14,062	14,014
Jacksonville	9,940	8,882
Detroit	35,570	18,845
Charlotte	11,658	14,888
Milwaukee	(10) 12,478	(15) 8,327
Minneapolis	23,235	21,577
Louisville	(16) 8,595	(16) 8,008
Columbus	11,235	13,659
Cincinnati	15,332	13,282
Kansas City	15,573	13,776
Indianapolis	9,794	13,974
Nashville	8,961	9,770

Percentage of children ages 3–4 enrolled in school, 2011



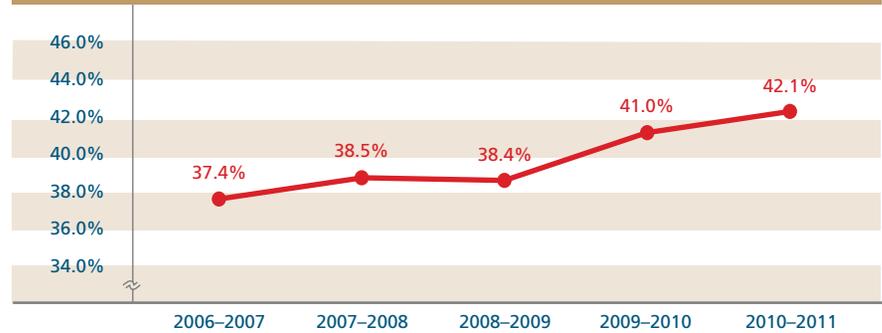
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 4.07: School Lunch Assistance

This indicator includes data from the National Center for Education Statistics on K–12 students who are eligible for free or reduced-price lunch (FRPL).

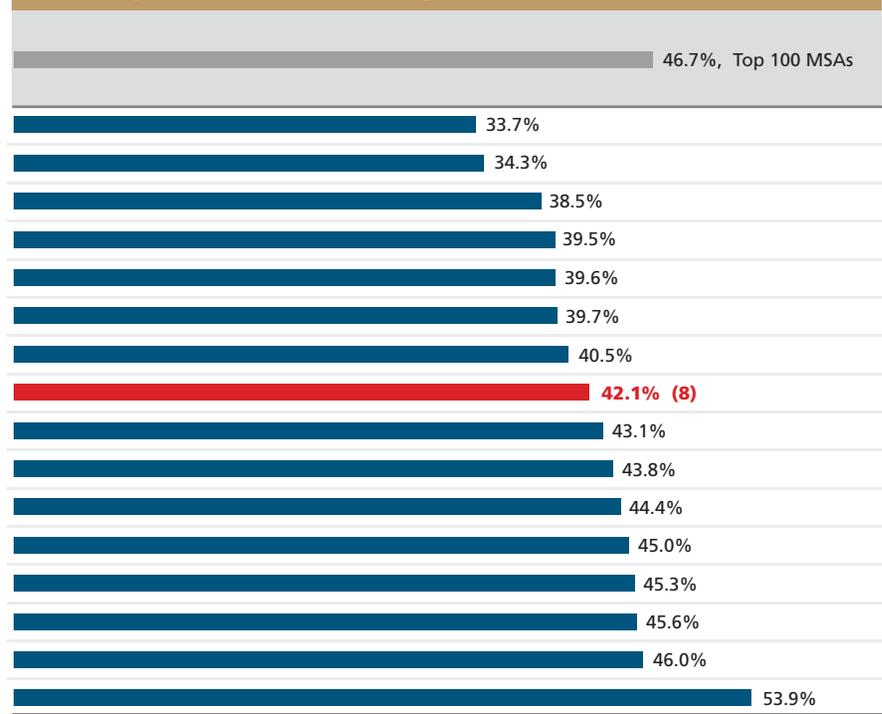
Milwaukee Trends: Percentage of K–12 students eligible for FRPL



K–12 students eligible for free or reduced-price lunch, 2010–2011

Metro Area	Number of K–12 students eligible for free lunch	Number of K–12 students eligible for reduced-price lunch
Pittsburgh	90,308	16,755
Minneapolis	148,026	36,009
Cincinnati	108,729	15,415
Kansas City	111,522	23,045
Saint Louis	144,605	21,765
Columbus	105,314	13,696
Denver	150,478	26,509
Milwaukee	(3) 89,572	(1) 10,544
Cleveland	114,027	15,236
Indianapolis	110,133	20,921
Chicago	(16) 625,733	(16) 76,224
Jacksonville	(1) 82,057	11,077
Detroit	285,206	30,059
Nashville	98,476	14,811
Charlotte	105,718	30,140
Louisville	88,160	13,897

Percentage of K–12 students eligible for FRPL, 2010–2011



Source: U.S. Department of Education, National Center for Education Statistics

(#) Ranked from lowest (1) to highest (16)

Indicator 4.08: Libraries

This indicator includes data from the Institute of Museum and Library Services on public library statistics. A public library is a library accessible to the public and generally funded from public sources.

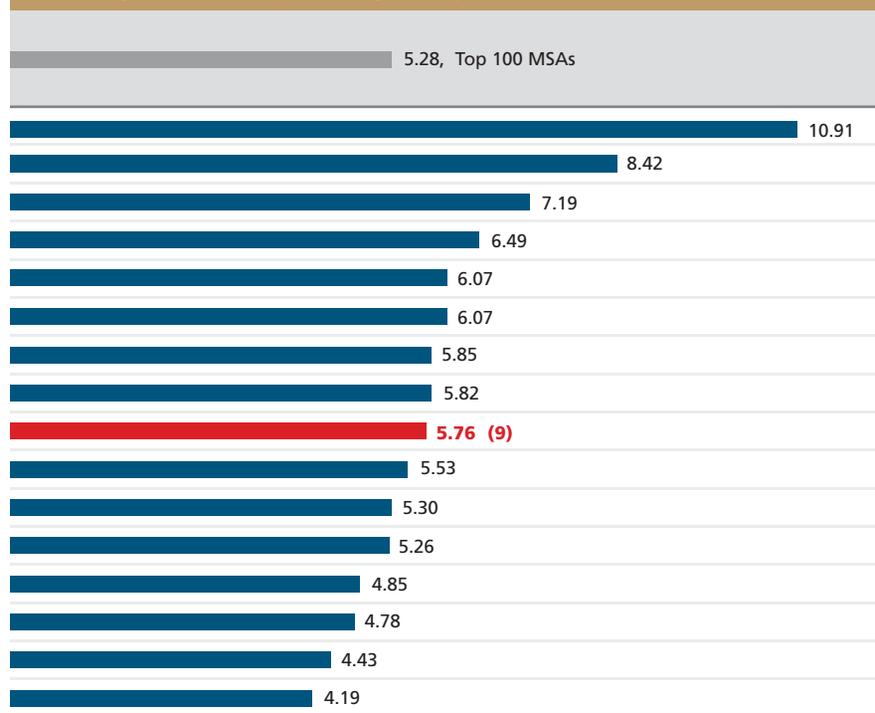
Milwaukee Trends: Annual public library visits per capita



Circulation, program attendance, library cards, and library visits, 2010

Metro Area	Total annual circulation	Total annual attendance for library programs	Total registered borrowers	Total annual public library visits
Cleveland	52,354,429	1,089,757	2,085,522	22,663,992
Columbus	30,241,919	755,134	1,401,312	15,462,358
Chicago	(1) 99,346,540	(1) 3,454,325	(1) 4,471,495	(1) 68,020,366
Kansas City	23,919,550	705,564	1,429,359	13,217,270
Cincinnati	30,731,152	833,491	1,255,085	12,923,848
Detroit	35,647,378	1,136,608	2,183,447	26,063,865
Denver	35,860,542	825,923	1,502,878	14,875,418
Indianapolis	26,690,988	728,108	1,126,947	10,229,632
Milwaukee	(11) 15,713,716	(14) 416,784	(13) 1,093,775	(12) 8,967,230
Saint Louis	27,870,733	613,757	1,263,633	15,550,887
Minneapolis	41,205,223	648,270	3,185,179	17,386,107
Jacksonville	11,763,014	(16) 334,029	914,174	7,072,289
Pittsburgh	14,380,113	745,960	1,209,106	11,417,968
Charlotte	11,290,687	504,949	1,192,590	8,406,317
Louisville	(16) 7,044,924	383,066	(16) 781,176	(16) 5,682,760
Nashville	8,804,563	420,219	787,369	6,658,726

Annual public library visits per capita, 2010

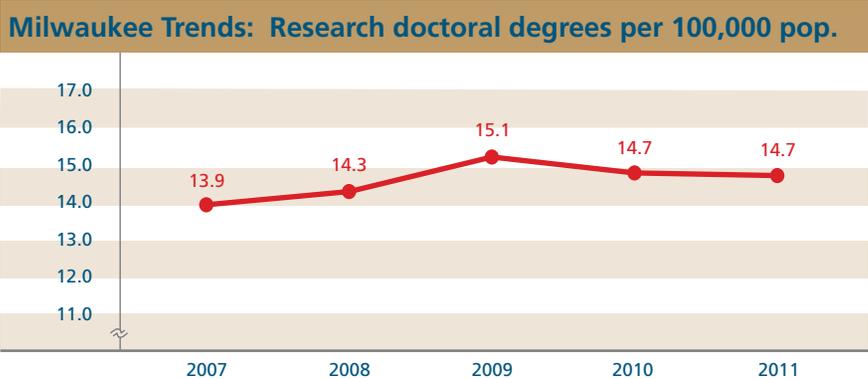


Source: Institute of Museum and Library Services, Public Libraries in the United States Survey

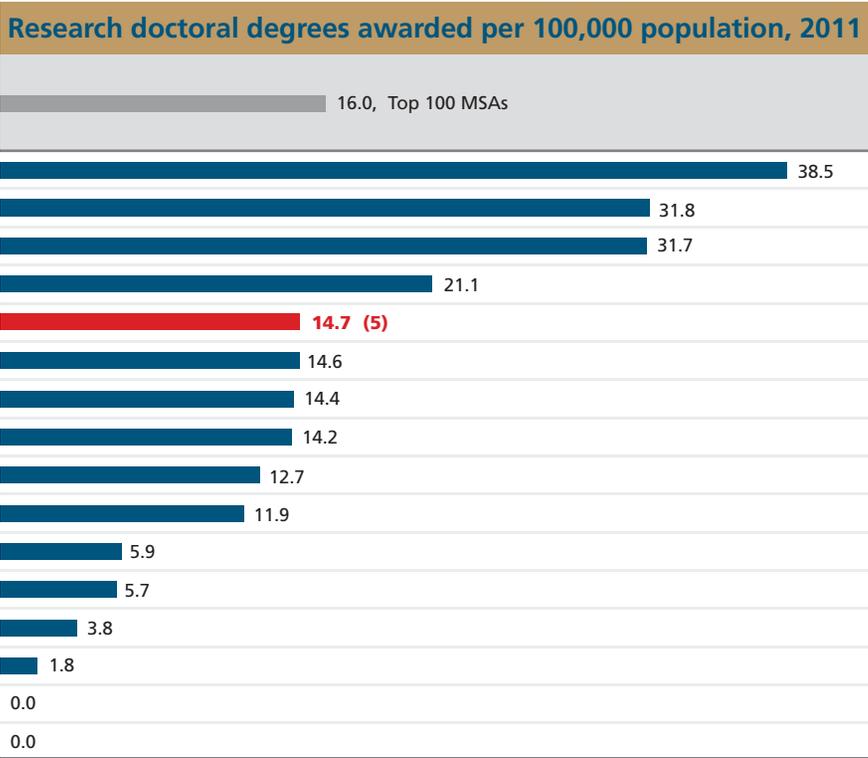
(#) Ranked from highest (1) to lowest (16)

Indicator 4.09: Research Universities

This indicator includes data from the National Science Foundation on doctorate-granting institutions. It measures the annual number of research doctoral degrees (which excludes all professional doctoral degrees, such as doctorates in medicine and law) awarded at area colleges and universities.



Research universities and research doctoral degrees, 2011			
Metro Area	Number of institutions granting research doctoral degrees	Number of research doctoral degrees awarded	
Columbus	1	716	
Minneapolis	3	1,056	
Pittsburgh	3	747	
Nashville	4	342	
Milwaukee	(T-2) 4	(10) 229	
Chicago	(1) 14	(1) 1,388	
Saint Louis	4	405	
Louisville	2	184	
Cincinnati	3	272	
Cleveland	2	247	
Detroit	3	254	
Denver	4	148	
Charlotte	1	68	
Kansas City	1	37	
Indianapolis	(T-16) 0	(T-16) 0	
Jacksonville	(T-16) 0	(T-16) 0	



Source: National Science Foundation

(#) Ranked from highest (1) to lowest (16)

Section 5: Community Well-being

This section includes indicators of health, safety, civic life, transportation, environmental quality, and cultural opportunities that describe the well-being of the metro areas.

The following are the Community Well-being indicator categories:

5.01 Local Foods

5.02 Obesity

5.03 Diabetes

5.04 Smoking

5.05 Infant Mortality

5.06 Health Care

5.07 Hospitals and Physicians

5.08 Crime

5.09 Charitable Contributions

5.10 Volunteering

5.11 Voter Participation

5.12 Diversity in Political Leadership

5.13 Women in Political Leadership

5.14 Local Government

5.15 Bridges

5.16 Public Transportation

5.17 Traffic Congestion

5.18 Commute Time

5.19 Commute Mode

5.20 Air Travel

5.21 Professional Sports

5.22 Creative Establishments

5.23 Festivals and Celebrations

5.24 Air Quality

5.25 Green Building

5.26 Energy Use

Community Well-being Overview

This section includes a wide variety of indicators measuring health and safety, civic engagement, transportation, arts and culture, and the environment that help describe the general community well-being of the metro areas. Effective public services and infrastructure, a healthy and engaged citizenry, broad opportunities for recreation and entertainment, and a clean environment are important quality of life components that give the metro area an competitive edge in attracting and retaining residents and businesses.

The table on the following page shows where the rankings in this section fall. Overall, in terms of community well-being, Milwaukee is in great shape, with more than half of the indicators falling in the top tier. Despite its economic hardships, Milwaukee is a robust metropolitan area with a healthy and civically engaged population.

Health and Wellness

For the most part, Milwaukee residents are relatively healthy. Metro area adults are less obese (Indicator 5.02) and have fewer cases of type 1 or 2 diabetes (5.03) than their counterparts in the comparison metro areas, ranking in the top tier for both indicators. This might have something to do with the metro area's excellent health care coverage. Milwaukee ranks 2nd in the percentage of adults with any kind of health care coverage (5.06). It might also be related to the high number of physicians per 100,000 people, placing the metro in the top tier (5.07).

Unfortunately, Milwaukee ranks also in the bottom tier for smoking, with a comparatively high percentage of adults who currently smoke (5.04). Sadly, the metro area also ranks in the bottom tier for infant mortality, with a high number of infant deaths per 1,000 live births (5.05). We get a better

understanding of the problem when we analyze the data by race or ethnicity of the mother. African American mothers in Milwaukee are almost twice as likely to experience the death of a child who is less than one year old as White mothers. However, when compared to the other metro areas, Milwaukee's infant mortality rate among African Americans is in the middle of the rankings, whereas the rate among Whites is relatively high, falling in the bottom tier.

Environmental Well-being

There is a definite connection between the health and wellness of residents, and the general health of the environment. The metro area ranks in the top tier for green building, having a relatively large amount of square footage per capita in LEED-certified projects (5.25). Milwaukee also ranks near the top for air quality (5.24) and energy use, having a relatively low amount of carbon emissions per capita (5.26).

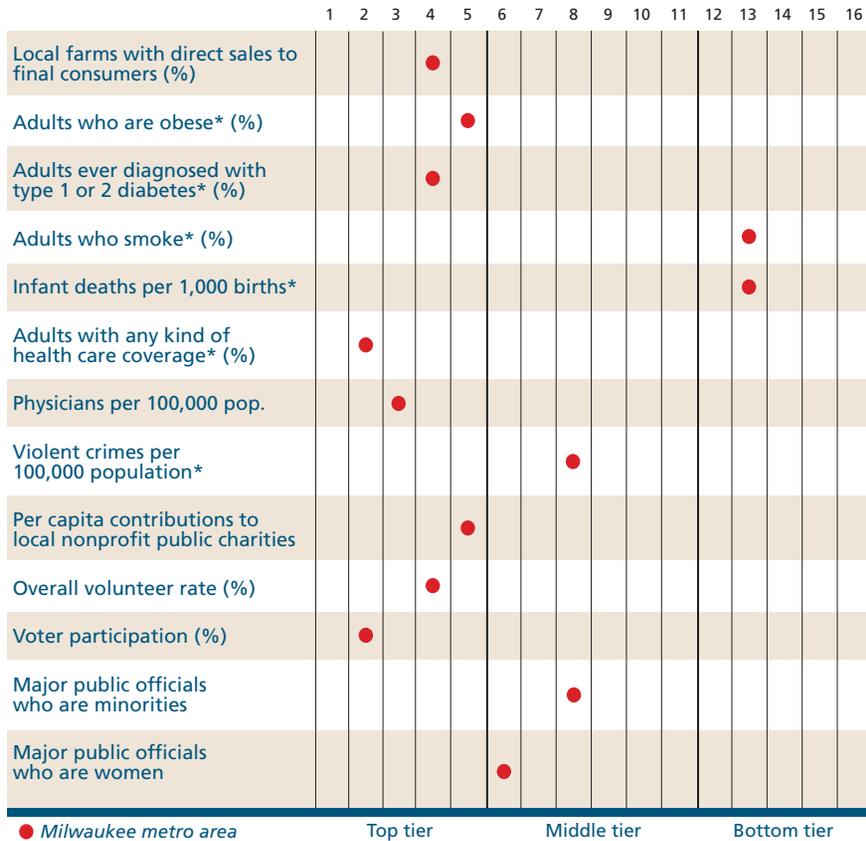
Civic Engagement

Milwaukee residents are some of the most civically engaged in the cohort of metro areas. The metropolitan area ranks 2nd in voter participation based on the 2012 U.S. presidential election (5.11). Milwaukee residents also rank in the top tier for volunteerism with one of the highest overall volunteer rates (5.10).

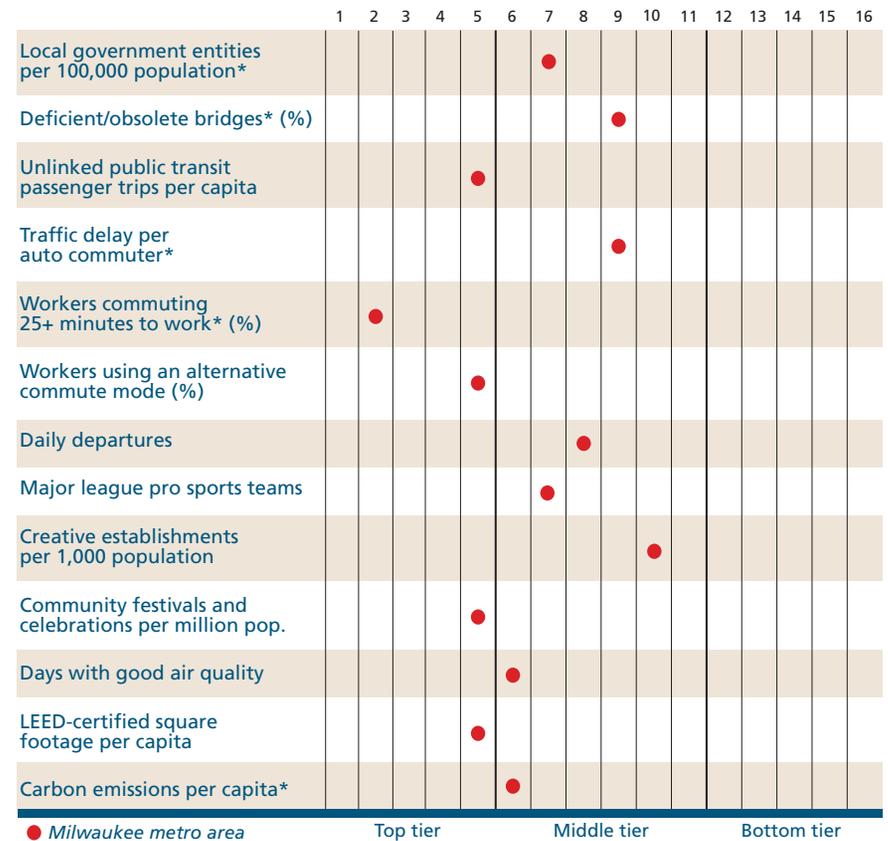
Milwaukee's nonprofit public charities also benefit from a relatively large amount of private charitable contributions and government grants per capita when compared to other metro areas (5.09). Finally, Milwaukee boasts the 2nd highest number of nonprofit charitable organizations per 10,000 people.

How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Community Well-being section.



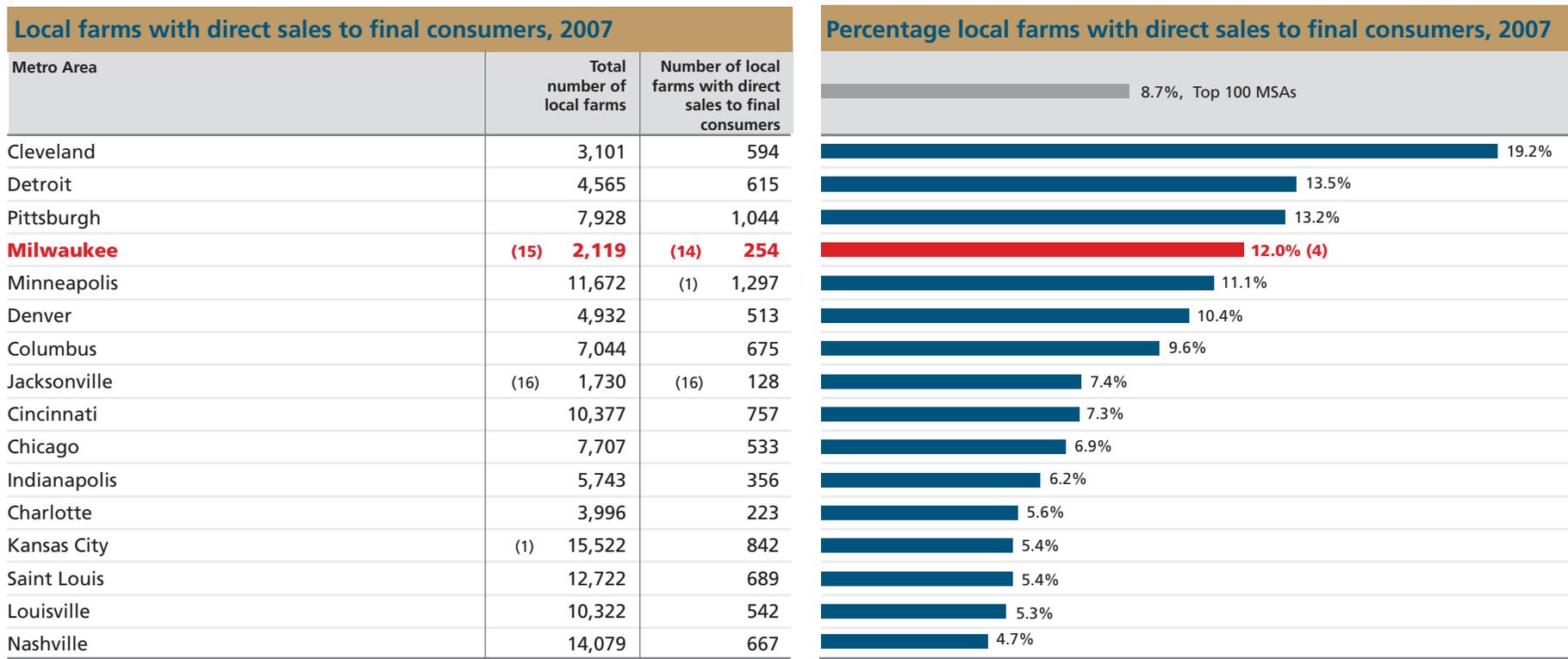
● Milwaukee metro area
 These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).



● Milwaukee metro area
 These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

Indicator 5.01: Local Foods

This indicator includes data from the U.S. Department of Agriculture’s Food Environment Atlas on farms and farmers’ markets. The percentage of local farms selling goods directly to final consumers—whether at rural farm stands or urban farmers’ markets—is a measure of sustainability in local food economies. These data are collected every five years; the most recent data are from 2007. No trending data are available.

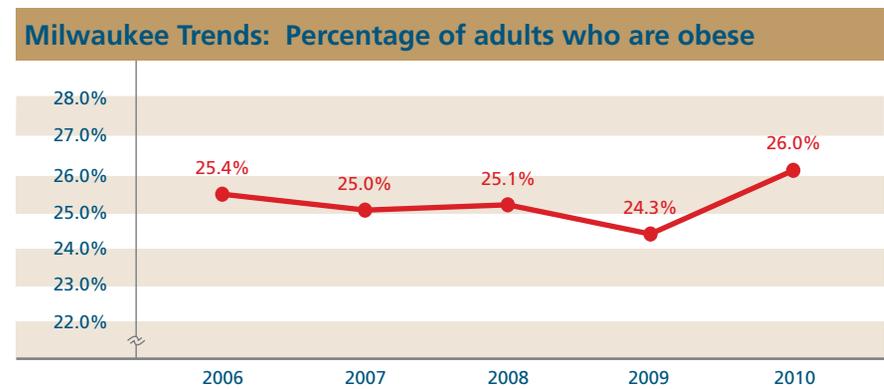


Source: U.S. Department of Agriculture, Food Environment Atlas

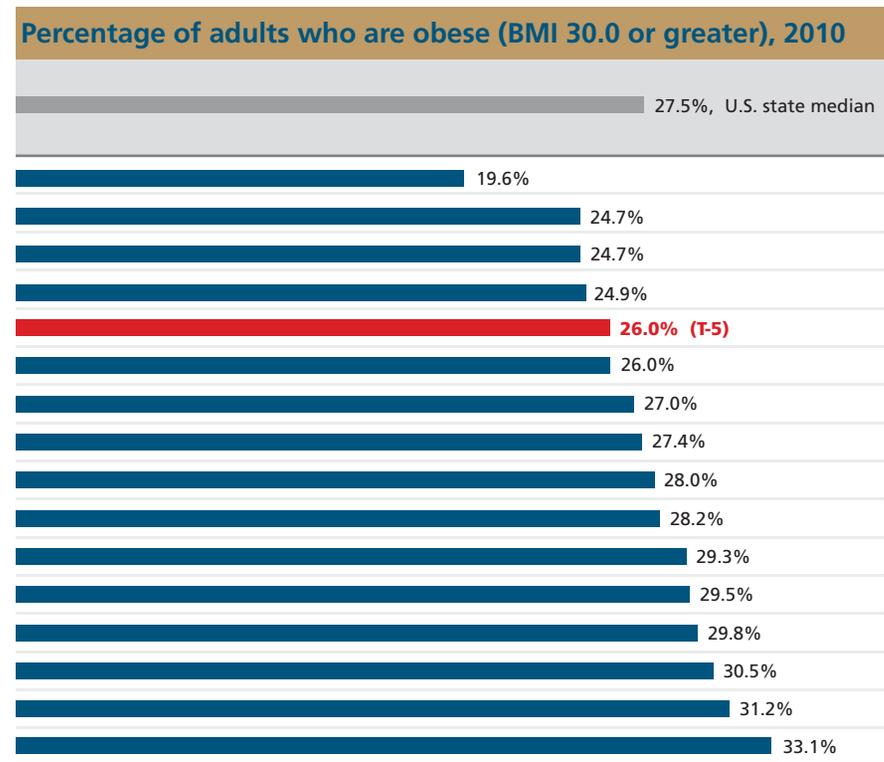
(#) Ranked from highest (1) to lowest (16)

Indicator 5.02: Obesity

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey a body mass index (BMI) of 25.0 or greater. BMI is calculated as weight (in kilograms) divided by height (in meters) squared. A BMI of 25.0 to 29.9 indicates the individual is overweight, whereas a BMI of 30.0 or greater indicates obesity. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention.



Percentage of adults who are overweight or obese, 2010	
Metro Area	Percentage of adults who are overweight or obese (BMI 25.0 or greater)
Denver	(1) 57.0%
Nashville	62.1%
Cleveland	65.6%
Minneapolis	61.6%
Milwaukee	(2) 61.0%
Jacksonville	61.4%
Chicago	61.2%
Cincinnati	61.8%
Charlotte	63.0%
Indianapolis	63.9%
Pittsburgh	65.0%
Kansas City	65.5%
Saint Louis	63.7%
Columbus	65.5%
Louisville	66.3%
Detroit	(16) 67.1%

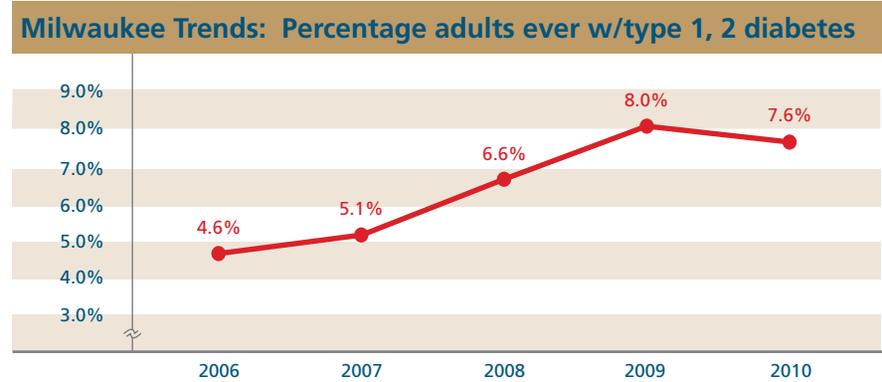


Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

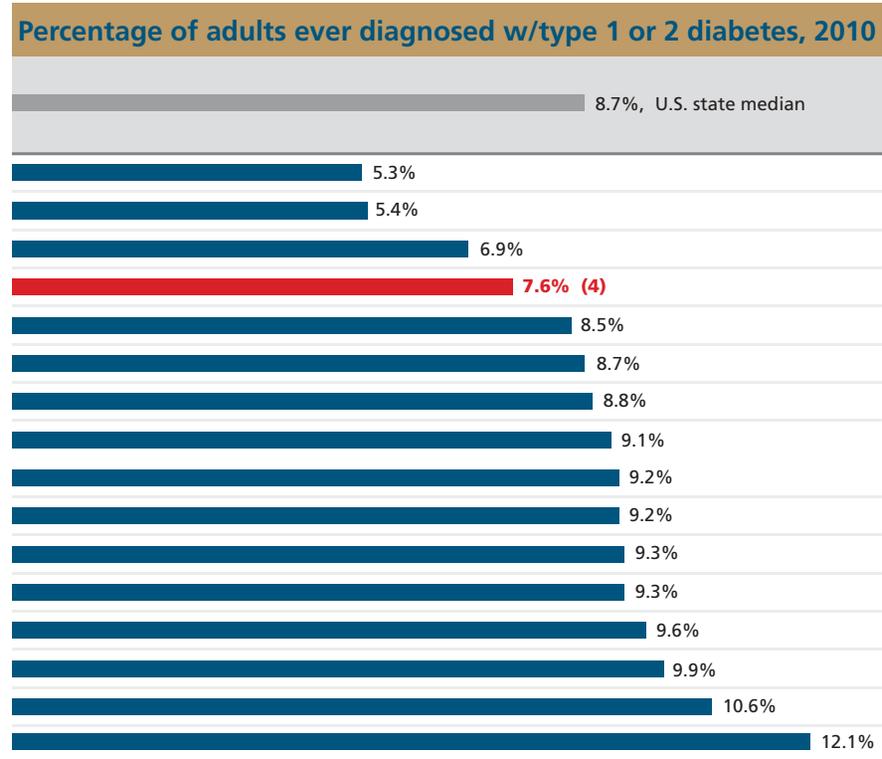
(#) Ranked from lowest (1) to highest (16)

Indicator 5.03: Diabetes

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey that they have ever been diagnosed with diabetes. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention.



Adults ever diagnosed w/prediabetes or gestational diabetes, 2010*		
Metro Area	Percentage of adults ever diagnosed with prediabetes*	Percentage of adult women ever diagnosed with gestational diabetes*
Minneapolis	1.5%	(T-1) 0.8%
Denver	0.9%	1.0%
Louisville	0.8%	2.0%
Milwaukee	(1) 0.4%	(T-7) 1.4%
Saint Louis	1.1%	(16) 3.6%
Nashville	(16) 4.7%	1.0%
Chicago	0.9%	1.4%
Kansas City	1.1%	1.2%
Pittsburgh	1.1%	1.4%
Charlotte	1.2%	1.8%
Columbus	1.3%	1.2%
Jacksonville	0.7%	3.4%
Indianapolis	1.2%	2.0%
Cincinnati	1.1%	2.0%
Cleveland	2.7%	(T-1) 0.8%
Detroit	1.0%	2.0%



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

(#) Ranked from lowest (1) to highest (16)

* Does not include adults who have also ever been diagnosed with type 1 or 2 diabetes.

Indicator 5.04: Smoking

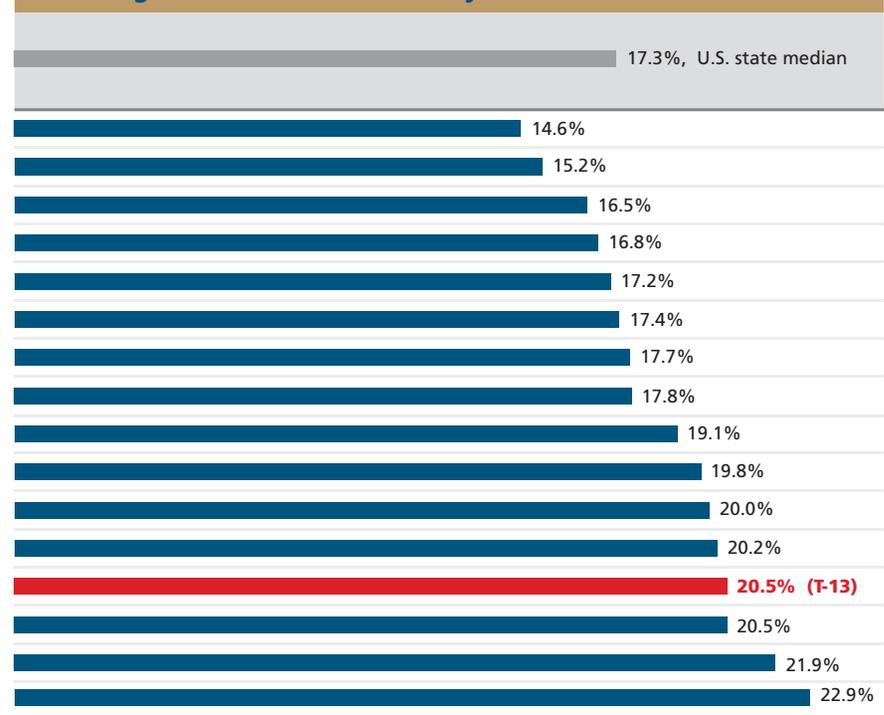
This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey that they smoked at least 100 cigarettes in their lifetime and that they currently smoke. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention.

Milwaukee Trends: Percentage of adults who currently smoke



Adults by smoking habits, 2010			
Metro Area	Percentage adults who have never smoked or have smoked fewer than 100 cigarettes*	Rank	Percentage of adults who smoke daily
Denver	59.5%	(1)	9.8%
Minneapolis	59.6%		11.4%
Charlotte	(1) 60.9%		10.4%
Chicago	59.6%		11.3%
Pittsburgh	54.9%		13.5%
Nashville	58.8%		14.4%
Jacksonville	56.3%		12.6%
Saint Louis	59.6%		14.2%
Kansas City	55.7%		14.5%
Indianapolis	54.6%		13.9%
Columbus	57.6%		15.8%
Detroit	57.4%		12.8%
Milwaukee	(14) 54.0%	(5)	12.0%
Cleveland	54.2%		15.6%
Cincinnati	53.8%		17.6%
Louisville	(16) 50.0%	(16)	17.7%

Percentage of adults who currently smoke, 2011



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

(#) Ranked from lowest (1) to highest (16), except (*) ranked from highest to lowest

Indicator 5.05: Infant Mortality

This indicator includes data from the Centers for Disease Control and Prevention on deaths of children under one year of age. Linked birth and death records are tied to the county of the mother's residence rather than the county of infant's birth or death. The CDC only reports county-level infant death data for counties with populations larger than 250,000. Race and ethnicity data are limited to those counties in which there are 10 or more deaths reported for a particular racial or ethnic group. The metro area figures below include only those counties that meet these criteria. The most recent data are from 2008.

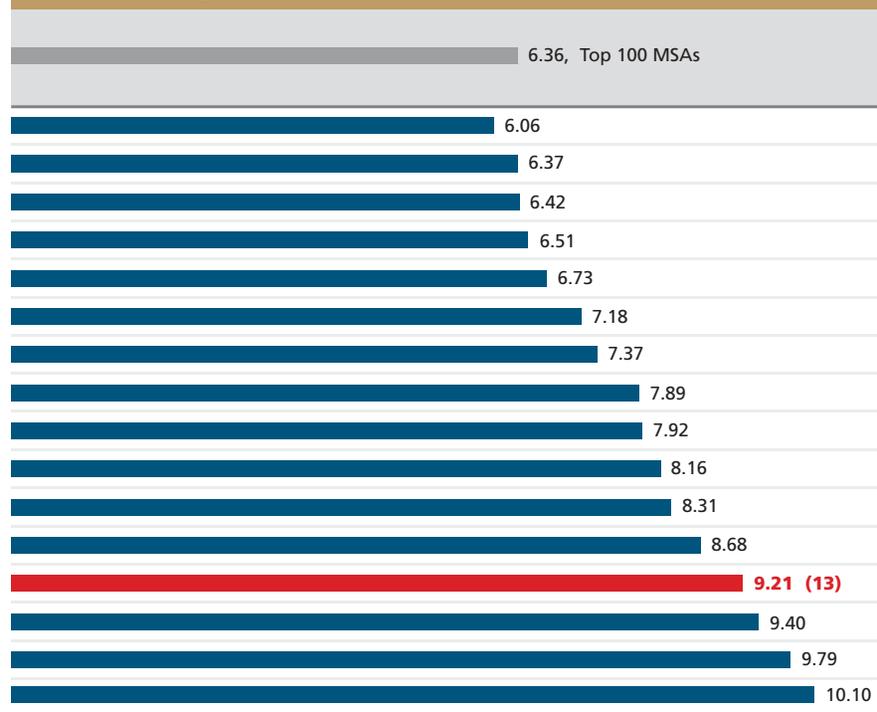
Milwaukee Trends: Infant deaths per 1,000 live births



Infant deaths per 1,000 live births, by mother's race/ethnicity, 2008

Metro Area	White	Black or African American	Hispanic or Latino
Louisville	4.50	(1) 9.70	N/A
Charlotte	(1) 4.07	10.67	(1) 5.45
Minneapolis	4.42	13.45	6.36
Denver	6.16	11.03	8.33
Nashville	4.95	10.68	7.00
Chicago	5.53	13.77	5.92
Saint Louis	4.57	14.12	N/A
Indianapolis	6.05	12.53	6.42
Pittsburgh	6.57	15.12	N/A
Kansas City	6.58	14.71	N/A
Columbus	6.32	12.87	9.21
Detroit	6.22	14.61	7.56
Milwaukee	(15) 7.18	(8) 13.71	(10) 10.44
Cincinnati	6.77	(16) 18.00	N/A
Cleveland	5.68	17.39	N/A
Jacksonville	(16) 7.22	14.38	9.38

Infant deaths per 1,000 live births, 2008



Source: Centers for Disease Control and Prevention, Linked Birth / Infant Death Records
N/A = data not available.

(#) Ranked from lowest (1) to highest (16)

Indicator 5.06: Health Care

This indicator includes data on the percentage of adults in the Behavioral Risk Factor Surveillance System survey who reported having any kind of health care coverage. Adults surveyed were also asked to describe their general health on a scale from excellent to poor. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention.

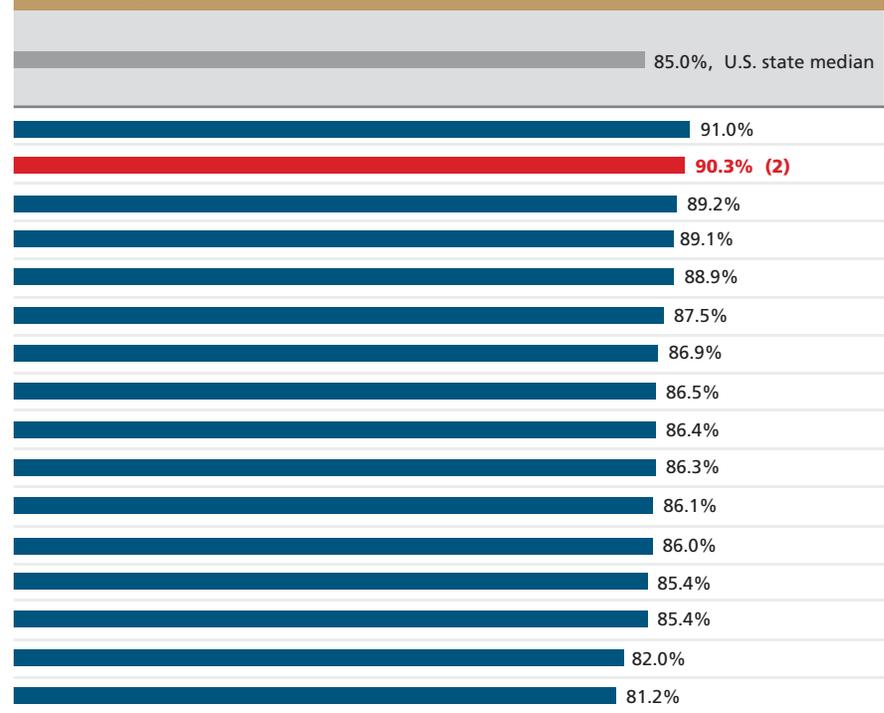
Milwaukee Trends: Percentage of adults w/health care coverage



Health-related quality of life, 2010

Metro Area	Percentage of adults reporting their general health is excellent	Percentage of adults reporting their general health is poor*
Minneapolis	(1) 25.8%	(1) 2.1%
Milwaukee	(T-6) 20.5%	(T-8) 4.0%
Cleveland	20.5%	4.0%
Pittsburgh	19.4%	3.7%
Columbus	17.8%	3.3%
Kansas City	20.1%	3.2%
Denver	25.3%	2.3%
Indianapolis	19.6%	4.5%
Saint Louis	19.6%	3.7%
Louisville	16.6%	(16) 5.6%
Cincinnati	20.5%	3.8%
Nashville	21.6%	5.0%
Chicago	20.1%	4.1%
Jacksonville	23.4%	5.0%
Detroit	(16) 13.9%	4.5%
Charlotte	24.0%	4.3%

Percentage of adults with any kind of health care coverage, 2010

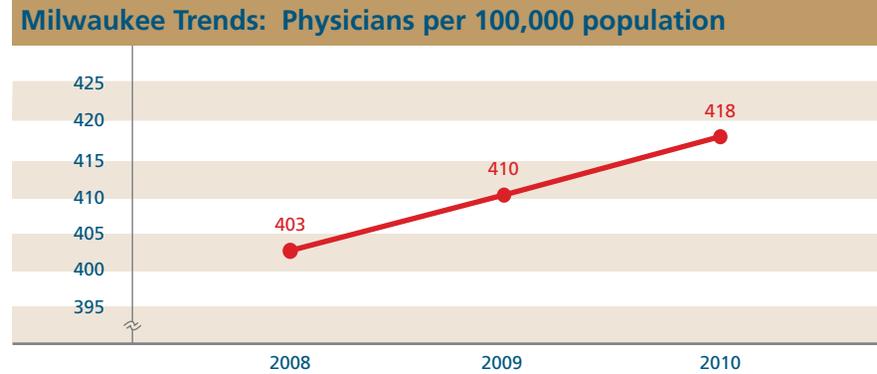


Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

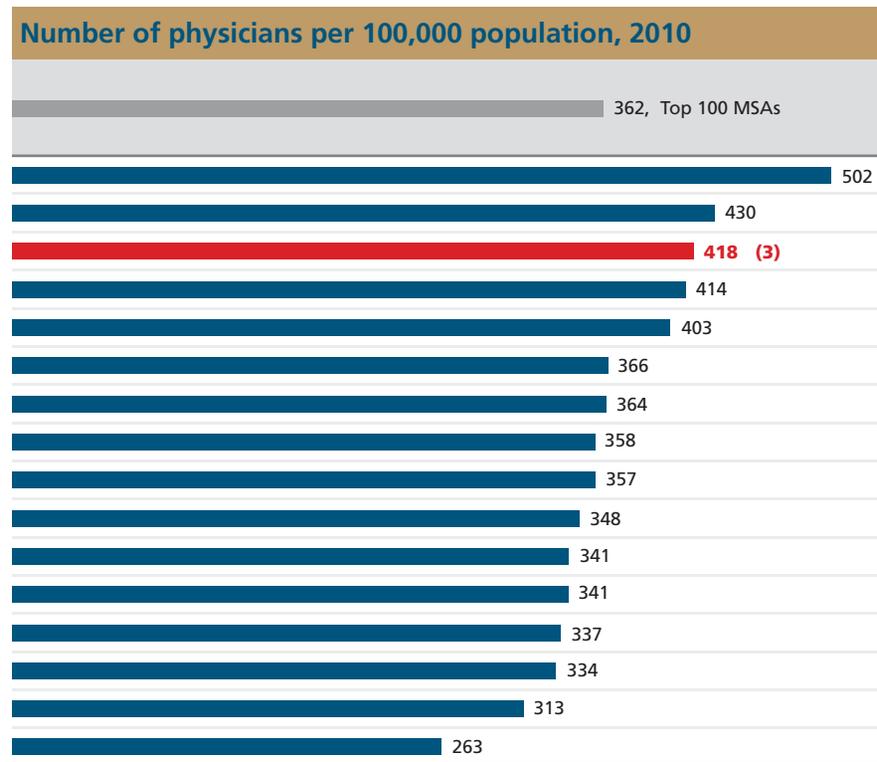
(#) Ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16)

Indicator 5.07: Hospitals and Physicians

This indicator includes data from the American Medical Association on the number of physicians and from the American Hospital Association on the number of hospitals and hospital beds.



Numbers of hospitals and beds, 2010				
Metro Area	Number of hospitals	Number of hospital beds	Number of hospital beds per 100,000 population	Number of physicians
Cleveland	31	7,889	(1) 380	10,437
Pittsburgh	36	8,832	375	10,137
Milwaukee	(12) 21	(13) 4,090	(10) 263	(10) 6,497
Indianapolis	26	5,444	310	7,267
Nashville	27	4,974	313	6,404
Chicago	(1) 97	(1) 24,435	258	(1) 34,633
Saint Louis	42	9,730	346	10,228
Denver	23	5,051	(T-15) 199	9,101
Louisville	19	3,754	292	(16) 4,585
Cincinnati	26	5,508	259	7,408
Columbus	19	5,143	280	6,267
Jacksonville	(16) 13	3,773	280	4,591
Minneapolis	35	6,539	(T-15) 199	11,041
Detroit	49	10,813	252	14,352
Kansas City	37	5,887	289	6,377
Charlotte	15	(16) 3,721	212	4,624

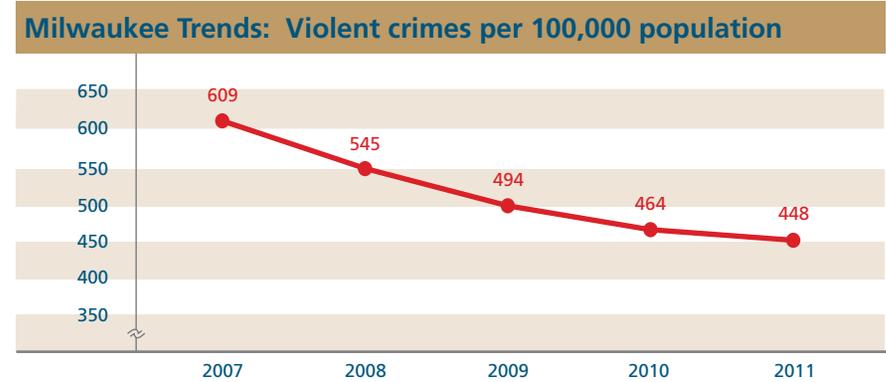


Source: American Medical Association, *Physician Characteristics and Distribution in the U.S.*; American Hospital Association, *Hospital Statistics*; U.S. Census Bureau, Population Estimates

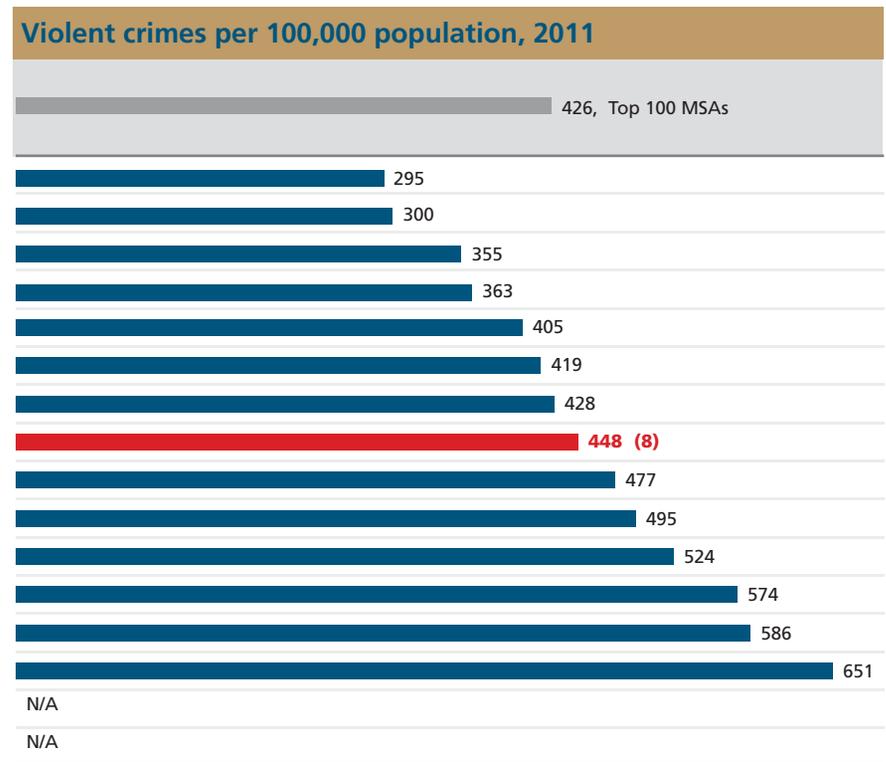
(#) Ranked from highest (1) to lowest (16)

Indicator 5.08: Crime

This indicator includes data on violent and property crime from the Federal Bureau of Investigation's Uniform Crime Reporting Program (UCR). The UCR defines violent crimes as those involving force or threat of force. Violent crimes include criminal homicide, forcible rape, robbery, and aggravated assault. Property crimes include the offenses of burglary, larceny-theft, motor vehicle theft, and arson.



Property crime and violent crime, 2011			
Metro Area	Number of property crimes	Property crimes per 100,000 population	Number of violent crimes
Cincinnati	74,691	3,499	6,287
Pittsburgh	(1) 45,480	(1) 1,924	7,084
Denver	70,741	2,734	9,181
Columbus	76,800	(16) 4,179	6,664
Cleveland	61,589	2,963	8,411
Louisville	48,790	3,776	(1) 5,413
Charlotte	61,156	3,436	7,621
Milwaukee	(4) 51,249	(8) 3,280	(4) 7,003
Kansas City	69,682	3,407	9,750
Saint Louis	88,365	3,129	13,992
Jacksonville	50,233	3,683	7,141
Detroit	123,574	2,879	(14) 24,633
Indianapolis	66,511	3,768	10,348
Nashville	53,243	3,319	10,440
Chicago	(16) 264,951	2,792	N/A
Minneapolis	94,005	2,845	N/A

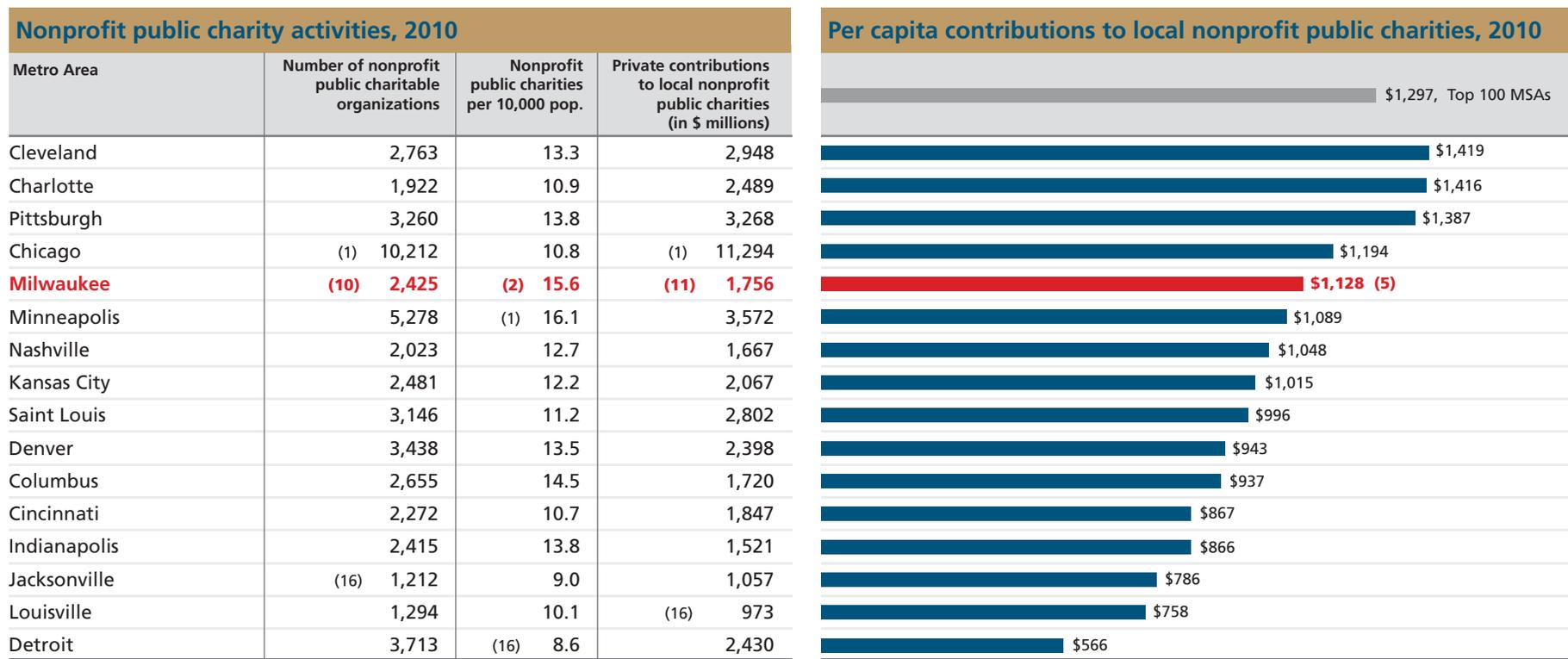


Source: Federal Bureau of Investigation, Uniform Crime Reporting Program
N/A = data not available

(#) Ranked from lowest (1) to highest (16)

Indicator 5.09: Charitable Contributions

This indicator includes data from the Urban Institute’s National Center for Charitable Statistics on private contributions and government grants received by local nonprofit public charitable organizations that file annually with the Internal Revenue Service. Contributions may come from outside the metropolitan area. No trending data are available.



Source: Urban Institute, National Center for Charitable Statistics

(#) Ranked from highest (1) to lowest (16)

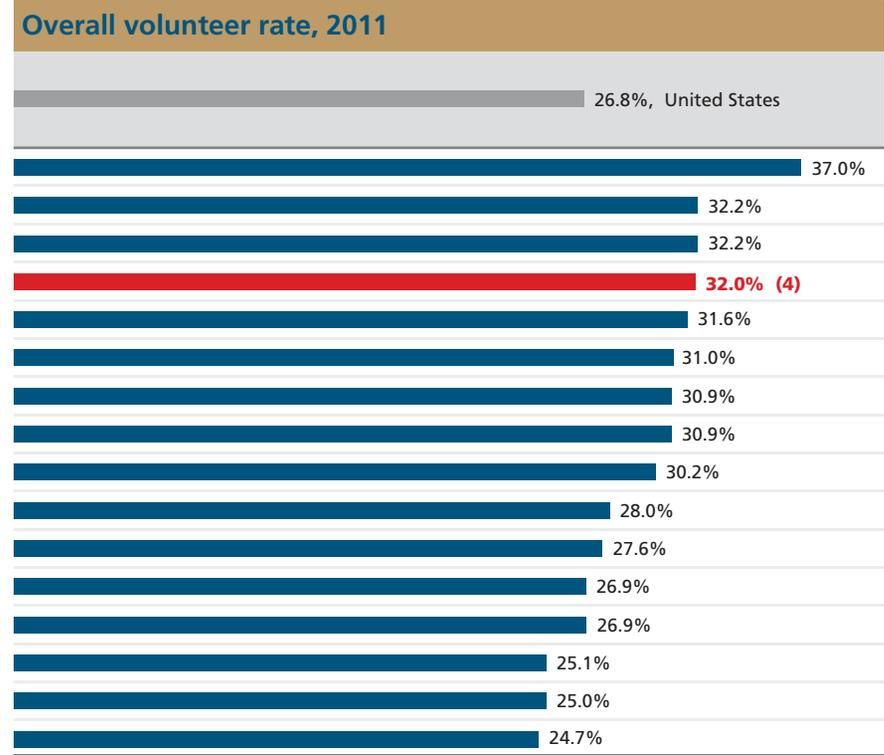
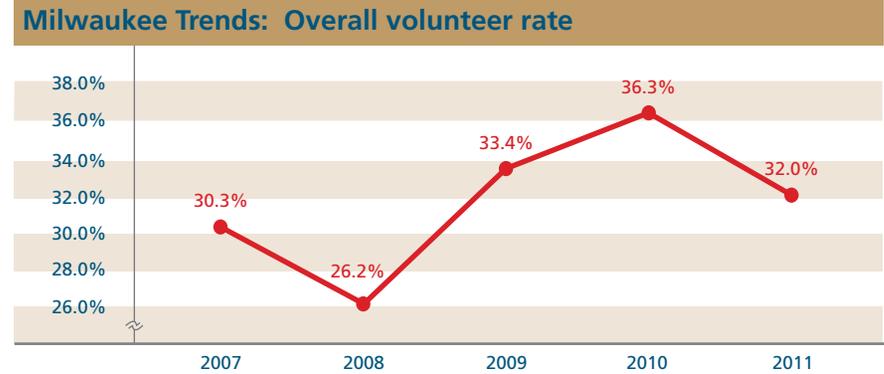
Indicator 5.10: Volunteering

This indicator uses data from the Corporation for National & Community Service (CNCS). Through the Volunteering and Civic Life in America program, CNCS collects and reports a wide variety of information for states and metro areas across the country, including the items provided below. The volunteer rate is the percentage of individuals who responded on the Current Population Survey's Volunteer Supplement that they had performed unpaid volunteer activities at any point during the 12-month period that preceded the survey. The volunteer retention rate is the proportion of volunteers who also performed volunteer service in the previous year.

Volunteer rates and average annual hours, 2011		
Metro Area	Average annual volunteer hours per resident	Volunteer retention rate
Minneapolis	34.9	(1) 73.5%
Jacksonville	N/A	N/A
Denver	34.5	67.9%
Milwaukee	(8) 30.0	(4) 69.2%
Saint Louis	30.7	72.1%
Kansas City	29.2	65.1%
Nashville	N/A	N/A
Louisville	28.9	64.2%
Charlotte	(1) 41.5	(14) 60.5%
Columbus	27.9	72.4%
Pittsburgh	31.8	67.7%
Cincinnati	39.7	68.7%
Indianapolis	22.4	63.5%
Cleveland	25.4	61.6%
Detroit	(14) 19.6	63.3%
Chicago	35.3	64.8%

Source: Corporation for National & Community Service, Volunteering and Civic Life in America

(#) Ranked from highest (1) to lowest (16)



Indicator 5.11: Voter Participation

This indicator includes data compiled by the *New York Times* on the results of the 2012 U.S. presidential election between President Barack Obama and Governor Mitt Romney, and data from the American Community Survey on the population age 18 and over. Voter participation is measured by comparing the total votes cast to the voting age population. It is important to note that although the voting age population is not the same as the voting eligible population, the latter is far more difficult to calculate, but both have been shown to yield relatively similar statistics.

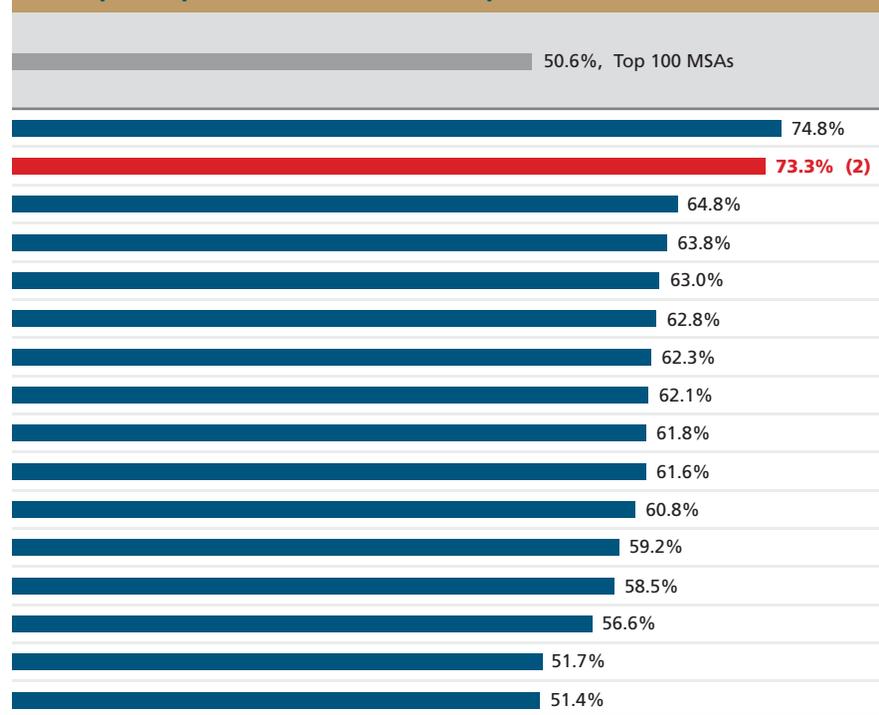
Milwaukee Trends: Voter participation in presidential elections



Voting age population and 2012 U.S. presidential election results

Metro Area	Percentage of votes cast for Obama, 2012	Percentage of votes cast for Romney, 2012	Total votes cast for president, 2012	Voting age population (18 and over), 2011
Minneapolis	55.1%	43.0%	1,869,614	2,499,297
Milwaukee	(8) 51.7%	(9) 47.4%	(11) 866,151	(14) 1,181,048
Jacksonville	(16) 40.0%	(1) 59.1%	674,873	1,040,898
Detroit	59.6%	39.6%	2,082,526	3,265,490
Saint Louis	52.5%	45.9%	1,356,647	2,151,849
Cleveland	60.9%	37.8%	1,003,263	1,598,475
Cincinnati	40.8%	57.6%	1,002,437	1,608,353
Denver	55.3%	42.6%	1,216,235	1,959,411
Columbus	52.3%	46.2%	867,026	1,403,375
Charlotte	50.4%	48.6%	821,034	1,332,122
Kansas City	47.5%	50.6%	930,524	1,531,424
Pittsburgh	48.7%	50.1%	1,119,915	1,890,844
Louisville	47.7%	50.7%	(16) 578,615	(16) 988,416
Indianapolis	45.1%	53.1%	745,380	1,315,957
Nashville	41.2%	57.3%	635,297	1,229,467
Chicago	(1) 63.6%	(16) 34.9%	(1) 3,672,891	(1) 7,148,449

Voter participation in the 2012 U.S. presidential election



Source: *New York Times*; U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 5.12: Diversity in Political Leadership

This indicator includes data from the National Governors Association, the U.S. Conference of Mayors, the United States Senate, and the United States House of Representatives on the number of major public officials by race and ethnicity. Major public officials include all governors, mayors of cities and towns with a population of 100,000 or more, and members of Congress (Senators and Representatives). Public officials are counted in the table if they publicly identify with a racial identity other than White or as Hispanic or Latino of any race.

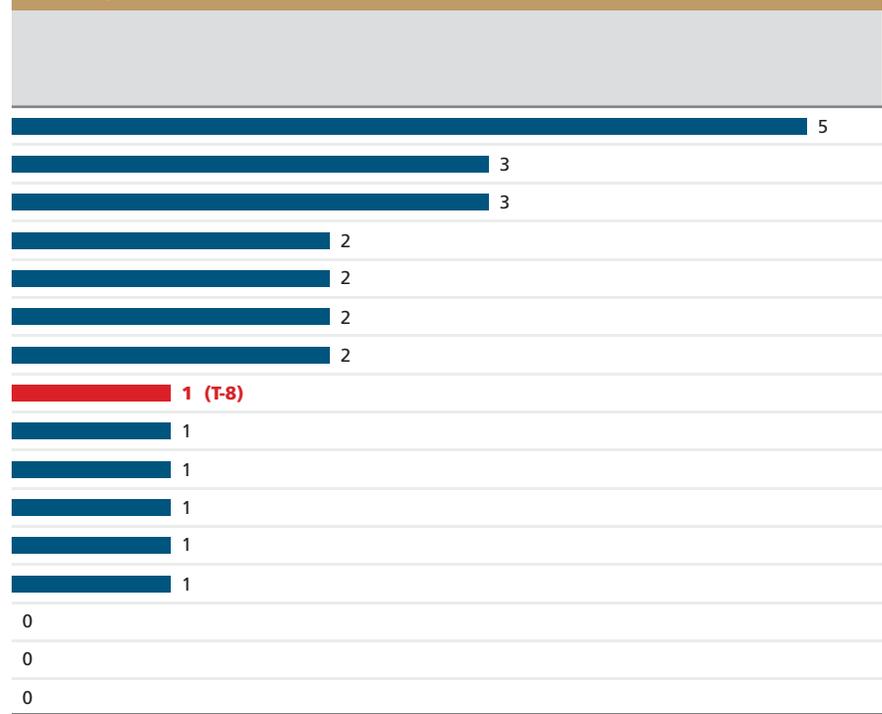
Milwaukee Trends: Major public officials who are minorities



Minority public officials by office, 2013

Metro Area	Governors	Mayors (cities greater than 100,000 pop.)	U.S. Senators	U.S. Representatives
Chicago	0	0	0	5
Jacksonville	0	1	1	1
Charlotte	1	1	1	0
Columbus	0	1	0	1
Cleveland	0	1	0	1
Detroit	0	1	0	1
Kansas City	0	1	0	1
Milwaukee	0	0	0	1
Indianapolis	0	0	0	1
Saint Louis	0	0	0	1
Cincinnati	0	1	0	0
Denver	0	1	0	0
Minneapolis	0	0	0	1
Nashville	0	0	0	0
Louisville	0	0	0	0
Pittsburgh	0	0	0	0

Major public officials who are minorities, 2013



Source: National Governors Association; U.S. Conference of Mayors; United States Senate; United States House of Representatives

(#) Ranked from highest (1) to lowest (16)

Indicator 5.13: Women in Political Leadership

This indicator includes data from the National Governors Association, the U.S. Conference of Mayors, the United States Senate, and the United States House of Representatives on the number of major public officials who are women. Major public officials include all governors, mayors of cities and towns with a population of 100,000 or more, and members of Congress (Senators and Representatives).

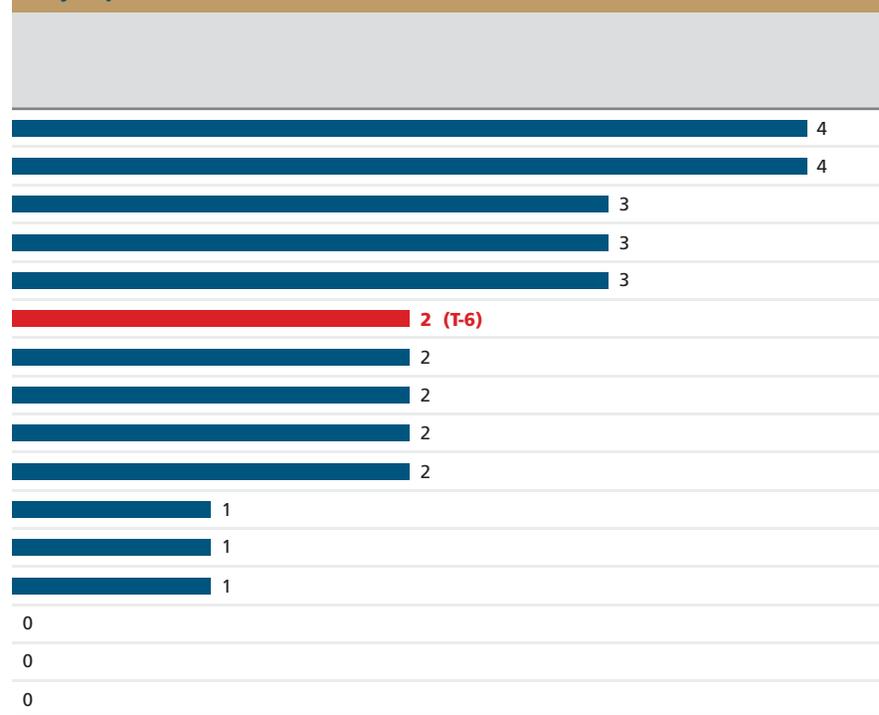
Milwaukee Trends: Major public officials who are women



Female public officials by office, 2013

Metro Area	Governors	Mayors (cities greater than 100,000 pop.)	U.S. Senators	U.S. Representatives
Denver	0	3	0	1
Minneapolis	0	0	2	2
Saint Louis	0	0	1	2
Kansas City	0	0	1	2
Chicago	0	0	1	2
Milwaukee	0	0	1	1
Nashville	0	0	0	2
Cleveland	0	0	0	2
Charlotte	1	0	1	0
Detroit	0	0	1	1
Jacksonville	0	0	0	1
Columbus	0	0	0	1
Indianapolis	0	0	0	1
Cincinnati	0	0	0	0
Louisville	0	0	0	0
Pittsburgh	0	0	0	0

Major public officials who are women, 2013



Source: National Governors Association; U.S. Conference of Mayors; United States Senate; United States House of Representatives

(#) Ranked from highest (1) to lowest (16)

Indicator 5.14: Local Government

This indicator includes data from the U.S. Census Bureau on local government entities. A local government entity is one that has a clearly defined territory and population at the local level, such as a city, town, village, township, or county. The presence of many government entities within a metro area may result in competition among jurisdictions and pose challenges to efficient governance and addressing regional issues. The data are collected every five years; the most recent data are from 2007.

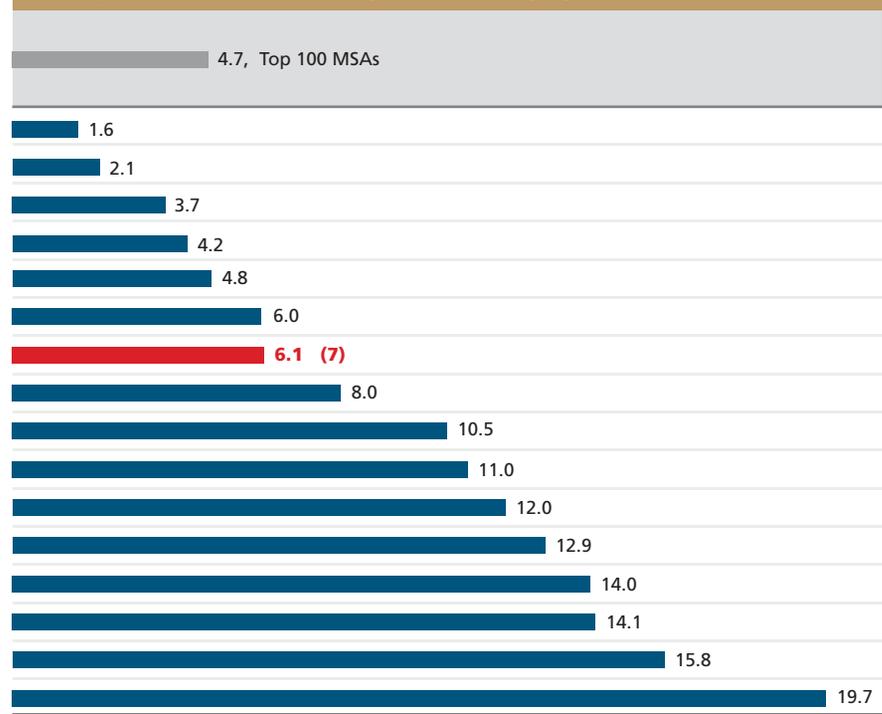
Milwaukee Trends: Local government entities per 100,000 pop.



Local government entities, 2007

Metro Area	Counties	Municipalities	Other local government entities*	Total units of local government
Jacksonville	5	(1) 16	(T-1) 0	(1) 21
Denver	8	44	(T-1) 0	52
Charlotte	6	55	(T-1) 0	61
Nashville	11	53	(T-1) 0	64
Detroit	6	109	100	215
Chicago	14	(16) 347	(16) 211	(16) 572
Milwaukee	(1) 4	(5) 59	(5) 31	(5) 94
Cleveland	5	104	58	167
Minneapolis	13	193	131	337
Indianapolis	9	73	105	187
Cincinnati	(T-15) 15	143	97	255
Columbus	8	86	132	226
Kansas City	14	171	93	278
Saint Louis	(T-15) 15	274	107	396
Louisville	12	141	42	195
Pittsburgh	7	255	202	464

Local government entities per 100,000 population, 2007



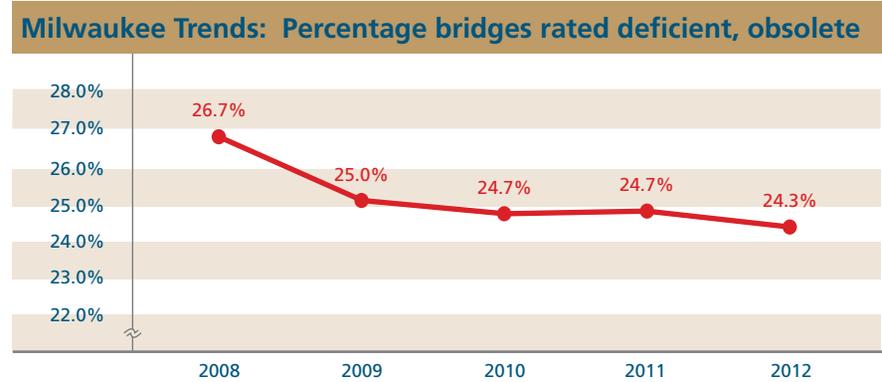
Sources: U.S. Census Bureau, Census of Governments, 2007

*Other local government entities include minor civil divisions such as townships, which are not found in all states.

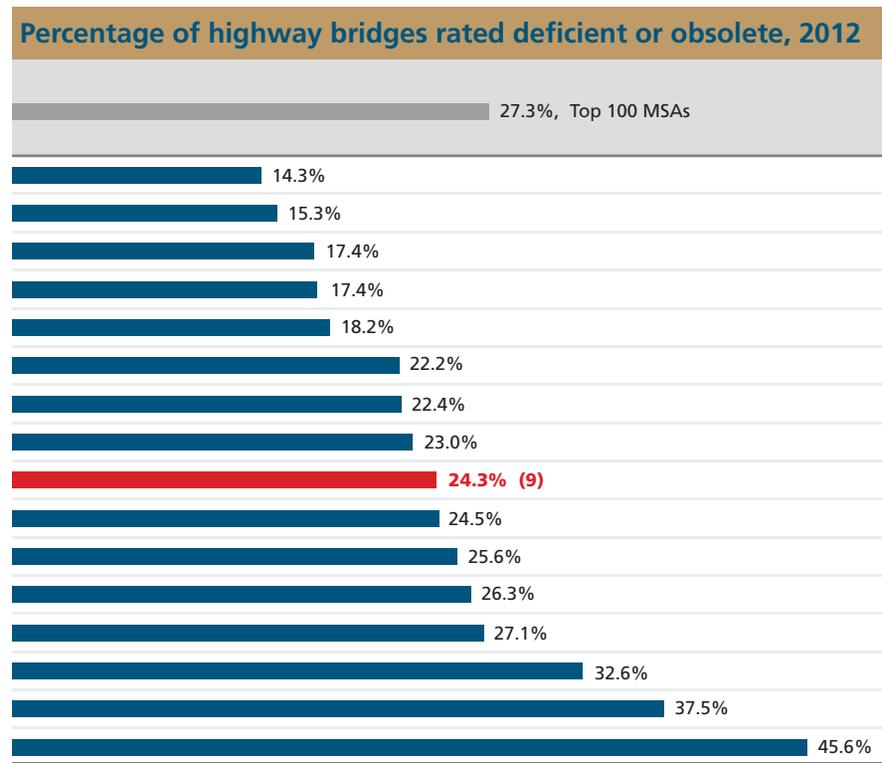
(#) Ranked from lowest (1) to highest (16)

Indicator 5.15: Bridges

This indicator includes data from the Federal Highway Administration’s National Bridge Inventory on the condition and functionality of bridges on federal-aid highways, including overpasses. It is a measure of aging infrastructure. Bridges are considered “structurally deficient” if their physical condition poses serious safety concerns such as the threat of collapse. Bridges are considered “functionally obsolete” if their roadway alignment, width, or under-clearances fail to meet current standards based on their present use.



Structurally deficient, functionally obsolete highway bridges, 2012			
Metro Area	Total bridges on and off of Federal-aid highways*	Number of bridges rated structurally deficient	Number of bridges rated functionally obsolete
Minneapolis	2,613	171	203
Jacksonville	(16) 1,106	(1) 42	(1) 127
Denver	2,295	139	260
Nashville	3,995	132	564
Saint Louis	4,569	364	468
Kansas City	5,177	513	638
Columbus	2,844	294	344
Louisville	1,952	146	303
Milwaukee	(15) 1,472	(2) 123	(3) 235
Indianapolis	3,228	379	412
Charlotte	1,807	193	269
Cincinnati	3,064	203	602
Chicago	(1) 5,178	526	(16) 877
Detroit	2,536	226	602
Cleveland	1,827	208	477
Pittsburgh	3,819	(16) 1,024	719

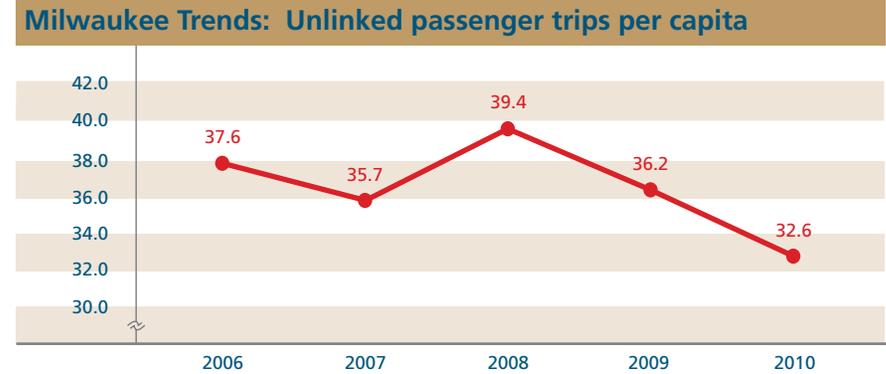


Source: Federal Highway Administration, National Bridge Inventory

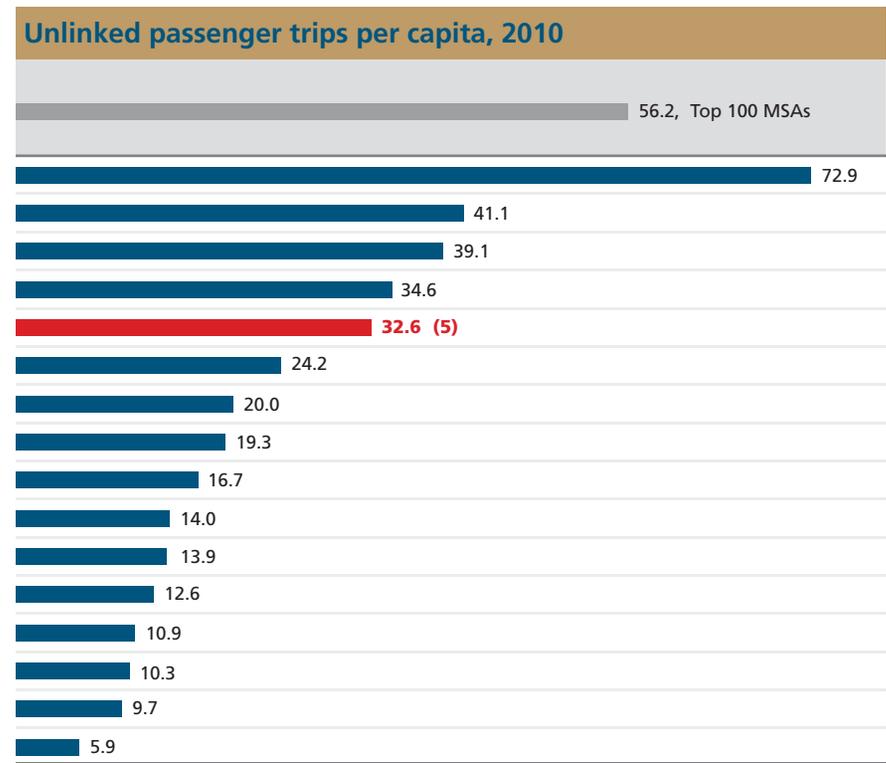
(#) Ranked from lowest (1) to highest (16) except (*) ranked highest (1) to lowest (16)

Indicator 5.16: Public Transportation

This indicator includes data from the American Public Transportation Association on the frequency of public transit use. Unlinked passenger trips are defined as the number of passengers who board public transportation vehicles. Passengers are counted each time they board a vehicle no matter how many vehicles they use to travel from their origin to their destination. These data are for urban areas within the metro areas.



Metro Area	Urban area population	Unlinked passenger trips (millions)
Chicago	(1) 8,608,208	(1) 627.8
Denver	2,374,203	97.6
Pittsburgh	1,733,853	67.8
Minneapolis	2,650,890	91.7
Milwaukee	(11) 1,376,476	(6) 44.9
Cleveland	1,780,673	43.1
Saint Louis	2,150,706	43.0
Charlotte	1,249,442	24.1
Louisville	972,546	16.2
Cincinnati	1,624,827	22.7
Detroit	3,734,090	52.0
Columbus	1,368,035	17.3
Jacksonville	1,065,219	11.6
Kansas City	1,519,417	15.7
Nashville	(16) 969,587	9.4
Indianapolis	1,487,483	(16) 8.8

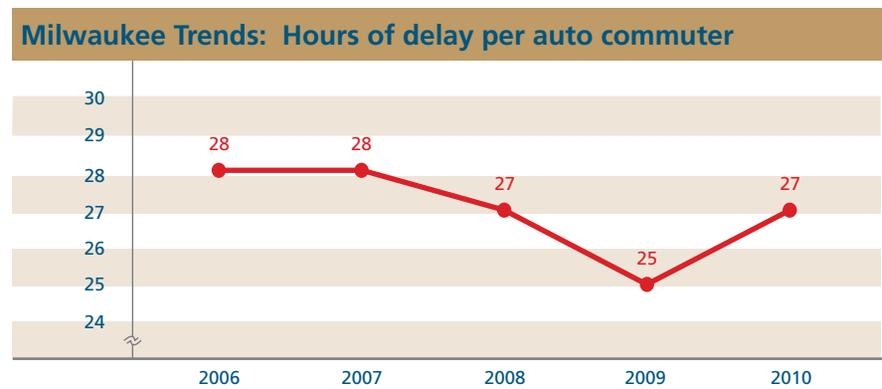


Source: American Public Transportation Association

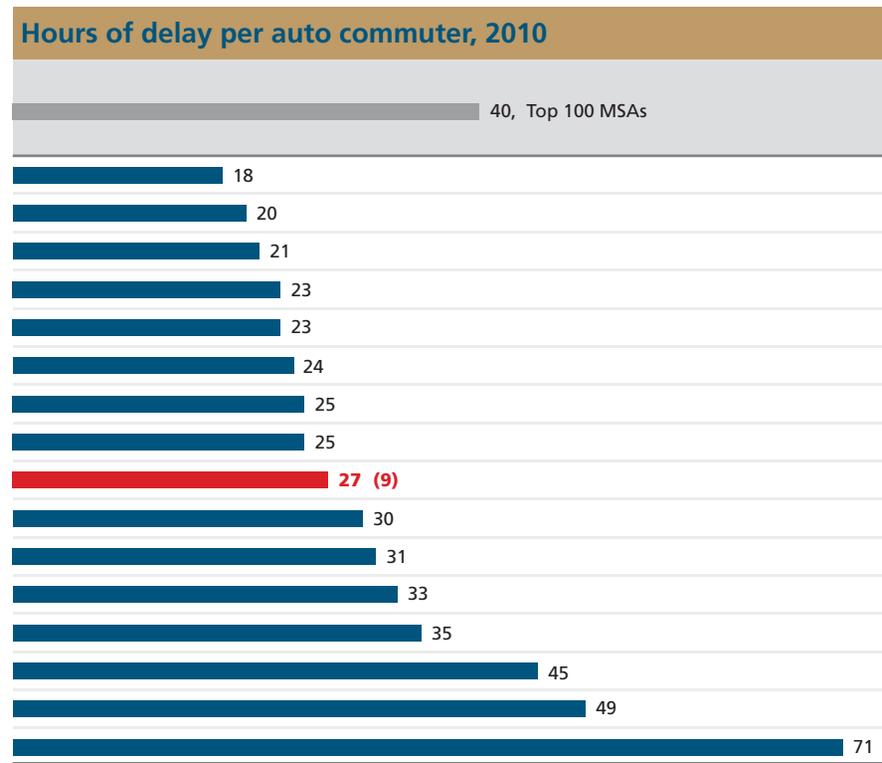
(#) Ranked from highest (1) to lowest (16)

Indicator 5.17: Traffic Congestion

This indicator includes data from the Texas A&M Transportation Institute on traffic congestion. Hours of delay per auto commuter is the sum of all extra travel time due to traffic congestion over the course of one year divided by the number of auto commuters. Other measures include the percentage of all automobile travel (measured in vehicle-miles traveled, or VMT) congested during peak hours, and the percentage of the freeway system (measured in lane-miles) that is congested during peak hours. These data are for urban areas within the metro areas.



Percentage VMT and lane-miles congested during peak hours, 2010			
Metro Area		Percentage VMT congested during peak hours	Percentage lane-miles congested during peak hours
Columbus		48.1%	35.8%
Cleveland	(1)	21.5%	(1) 20.6%
Cincinnati		46.9%	35.2%
Kansas City		23.0%	23.0%
Louisville		56.7%	48.8%
Indianapolis		61.5%	56.3%
Jacksonville		54.5%	49.9%
Charlotte		58.0%	50.6%
Milwaukee	(5)	34.4%	(4) 26.1%
Saint Louis		30.9%	25.3%
Pittsburgh		24.7%	33.6%
Detroit		60.5%	46.9%
Nashville		46.9%	48.0%
Minneapolis		49.4%	34.5%
Denver		70.9%	58.0%
Chicago	(16)	87.9%	(16) 69.9%



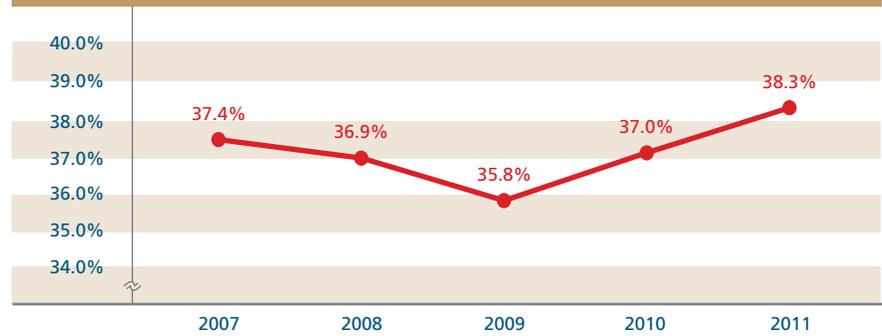
Source: Texas A&M Transportation Institute

(#) Ranked from lowest (1) to highest (16)

Indicator 5.18: Commute Time

This indicator uses data from the American Community Survey on travel to work times. Commute time is reported for two groups: (1) persons who travel by car (including company cars but excluding taxicabs), truck (of one-ton capacity or less), or van and (2) persons who travel by public transportation (bus or trolley bus, streetcar or trolley car, subway or elevated railway, or ferryboat).

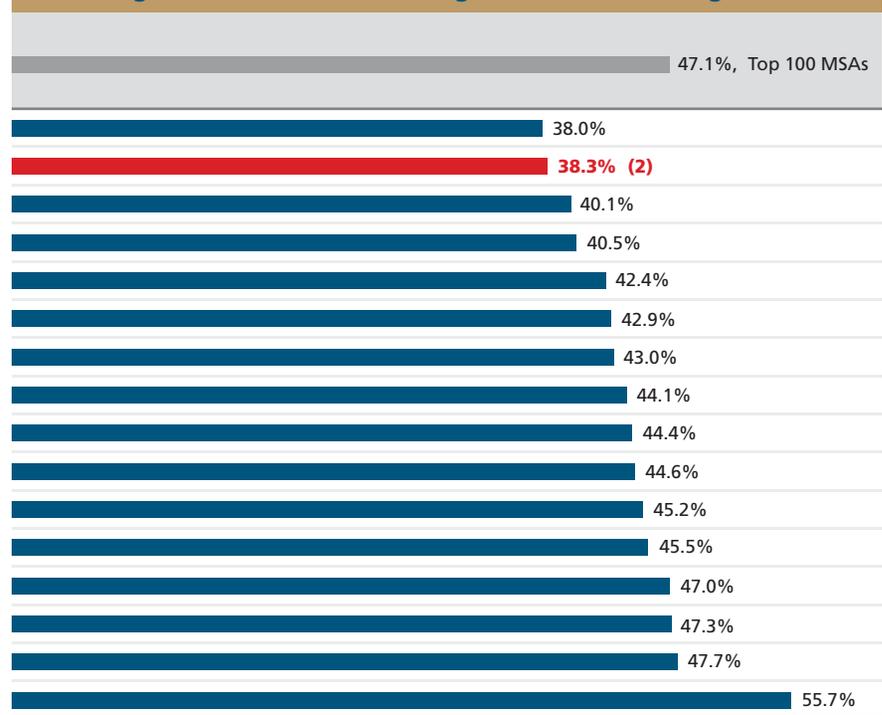
Milwaukee Trends: Percentage commuting 25 minutes or longer



Average commute time by mode, 2011

Metro Area	Average commute time by car, truck or van (minutes)	Average commute time by public transportation (minutes)
Kansas City	22.7	39.4
Milwaukee	(1) 22.4	(7) 41.8
Columbus	23.3	(1) 37.5
Louisville	23.9	40.1
Cincinnati	24.1	38.8
Cleveland	23.7	46.5
Saint Louis	24.6	46.3
Minneapolis	24.4	38.7
Pittsburgh	25.5	42.0
Charlotte	24.7	47.9
Indianapolis	24.6	42.4
Jacksonville	24.5	39.7
Detroit	26.1	(16) 52.1
Nashville	25.7	46.9
Denver	25.8	45.5
Chicago	(16) 28.9	49.2

Percentage of workers commuting 25 minutes or longer, 2011

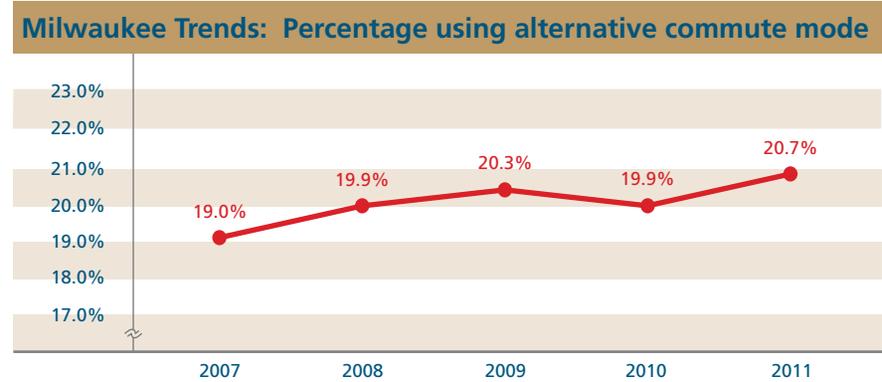


Source: U.S. Census Bureau, American Community Survey,

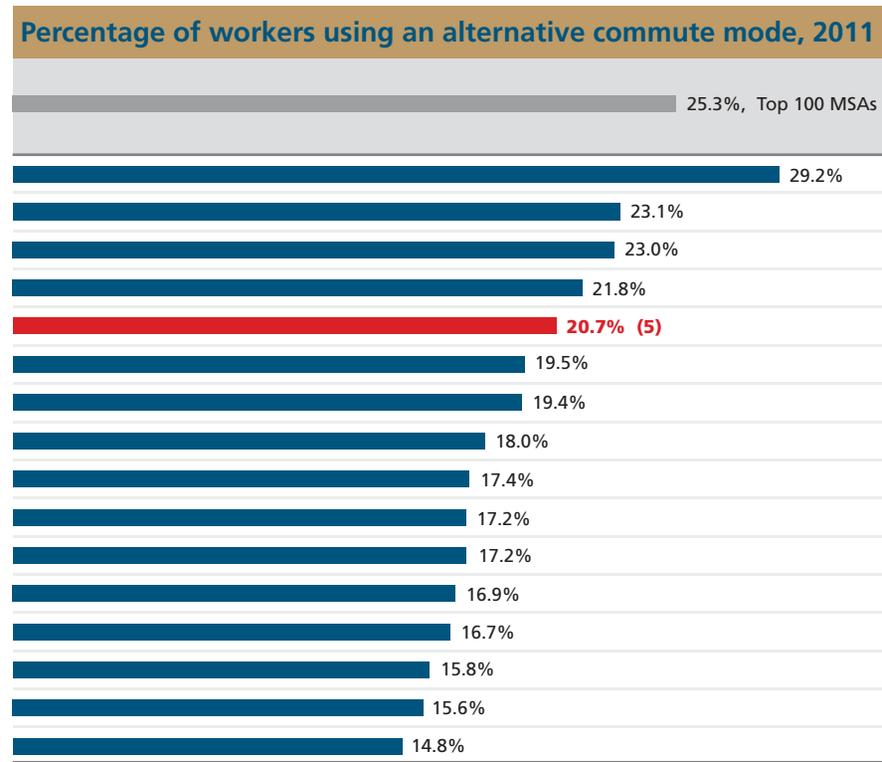
(#) Ranked from lowest (1) to highest (16)

Indicator 5.19: Commute Mode

This indicator includes data from the American Community Survey on the usual mode of transportation to work for commuters age 16 and over. Alternative commute modes include all means of getting to work except driving a car, truck, or van alone. The percentages in the data table do not total 100% because there are additional alternative commute modes, including taxicab and motorcycle.



Alternative commute modes for workers age 16 and over, 2011					
Metro Area	Carpooling to work	Using public transit to work	Walking to work	Biking to work	Working from home
Chicago	8.57%	(1) 11.65%	3.11%	0.63%	4.17%
Denver	8.96%	4.31%	2.06%	(1) 0.93%	(1) 5.85%
Pittsburgh	9.15%	5.55%	(1) 3.39%	0.23%	3.72%
Minneapolis	8.82%	4.69%	2.10%	0.77%	4.59%
Milwaukee	(6) 9.12%	(5) 4.00%	(3) 2.83%	(4) 0.48%	(11) 3.60%
Charlotte	9.50%	2.33%	1.55%	(16) 0.09%	5.14%
Jacksonville	(1) 10.08%	1.54%	(16) 1.13%	0.44%	4.90%
Nashville	9.70%	1.40%	1.45%	0.16%	4.52%
Cleveland	7.66%	3.22%	2.11%	0.33%	3.21%
Kansas City	9.42%	1.20%	1.26%	0.13%	4.34%
Cincinnati	8.27%	2.05%	2.04%	0.15%	3.91%
Columbus	(16) 7.36%	1.75%	2.21%	0.33%	4.31%
Saint Louis	8.06%	2.40%	1.82%	0.19%	3.46%
Detroit	8.59%	1.63%	1.37%	0.17%	3.21%
Louisville	7.73%	1.92%	1.83%	0.15%	(16) 2.82%
Indianapolis	8.02%	(16) 1.18%	1.68%	0.33%	2.97%



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 5.20: Air Travel

This indicator includes data from the Bureau of Transportation Statistics on air travel from area airports. Daily departures and passenger boardings are averages based on annual figures. Daily nonstop destinations are the number of airports (domestic and international) with at least one scheduled nonstop flight from area airports on average, per day.

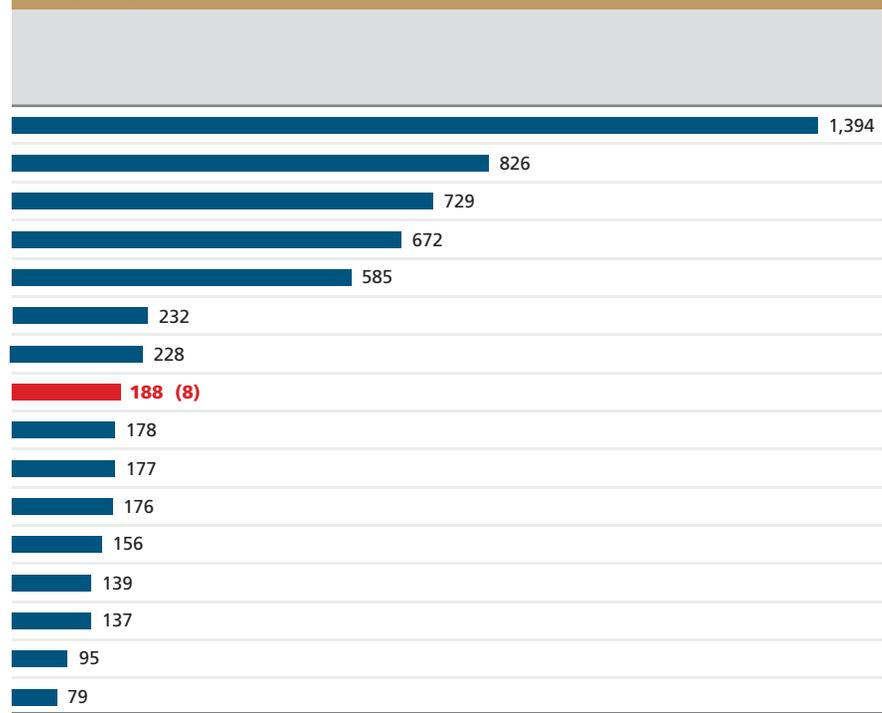
Milwaukee Trends: Daily departures



Daily nonstop destinations and passenger boardings, 2011

Metro Area	Daily nonstop destinations	Daily passenger boardings
Chicago	(1) 179	(1) 112,426
Denver	155	70,254
Minneapolis	136	43,517
Charlotte	121	52,277
Detroit	133	43,058
Cleveland	68	12,054
Saint Louis	56	16,843
Milwaukee	(9) 48	(9) 12,714
Kansas City	43	13,746
Cincinnati	57	9,370
Nashville	47	12,758
Pittsburgh	34	11,010
Indianapolis	31	9,935
Columbus	31	8,569
Jacksonville	27	7,377
Louisville	(16) 26	(16) 4,491

Daily departures, 2011



Source: Bureau of Transportation Statistics

(#) Ranked from highest (1) to lowest (16),

Indicator 5.21 Professional Sports

This indicator includes data from Wikipedia on major professional sports leagues in North American cities. Included in the count are teams in the National Football League (NFL), Major League Baseball (MLB), the National Hockey League (NHL), the National Basketball Association (NBA), Major League Soccer (MLS), the Women's National Basketball Association (WNBA), the Arena Football League (AFL), the National Lacrosse League (NLL), and Major League Lacrosse (MLL).

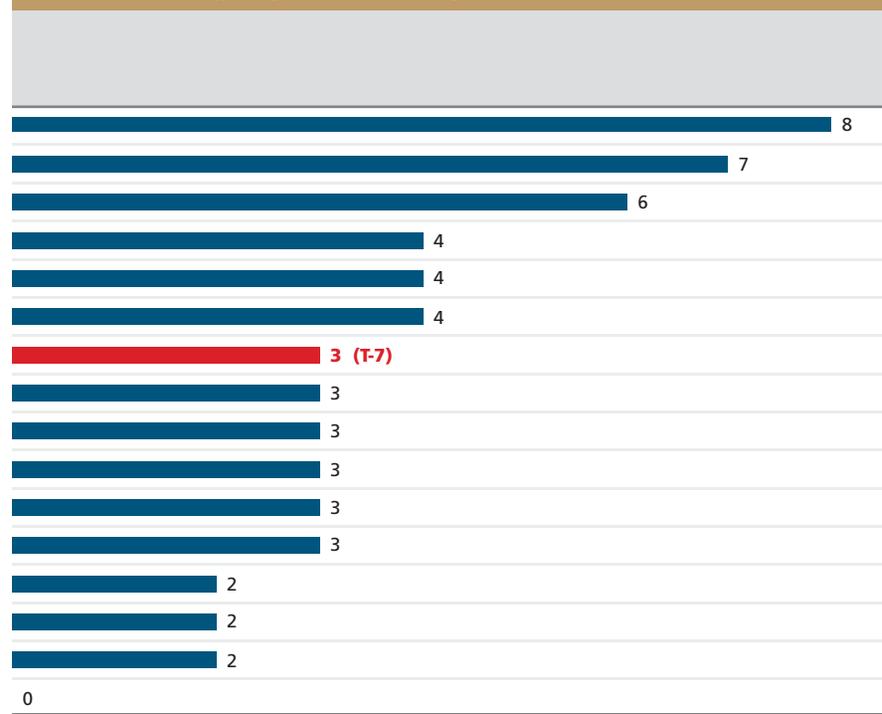
Milwaukee Trends: Total major league professional sports teams



Major league professional sports teams by league, 2013

Metro Area	NFL	MLB	NHL	NBA	MLS	WNBA	Other*
Chicago	1	2	1	1	1	1	1
Denver	1	1	1	1	1	0	2
Minneapolis	1	1	1	1	0	1	1
Cleveland	1	1	0	1	0	0	1
Detroit	1	1	1	1	0	0	0
Pittsburgh	1	1	1	0	0	0	1
Milwaukee	0	1	0	1	0	0	1
Charlotte	1	0	0	1	0	0	1
Columbus	0	0	1	0	1	0	1
Indianapolis	1	0	0	1	0	1	0
Kansas City	1	1	0	0	1	0	0
Saint Louis	1	1	1	0	0	0	0
Cincinnati	1	1	0	0	0	0	0
Jacksonville	1	0	0	0	0	0	1
Nashville	1	0	1	0	0	0	0
Louisville	0	0	0	0	0	0	0

Total major league professional sports teams, 2013



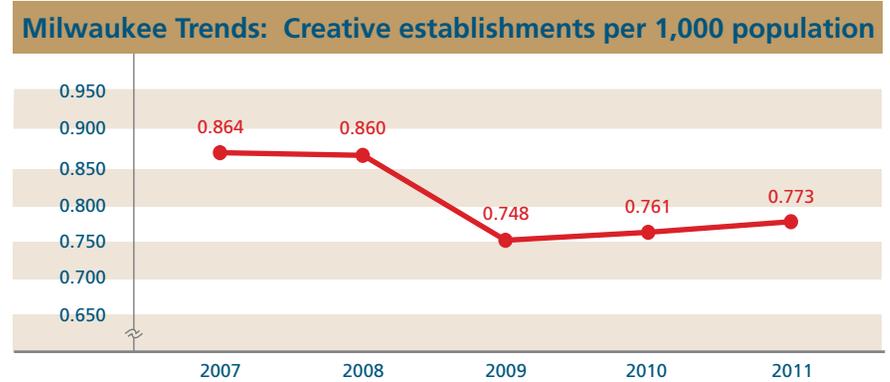
Source: Wikipedia

*Other includes teams from the AFL, NLL, and MLL.

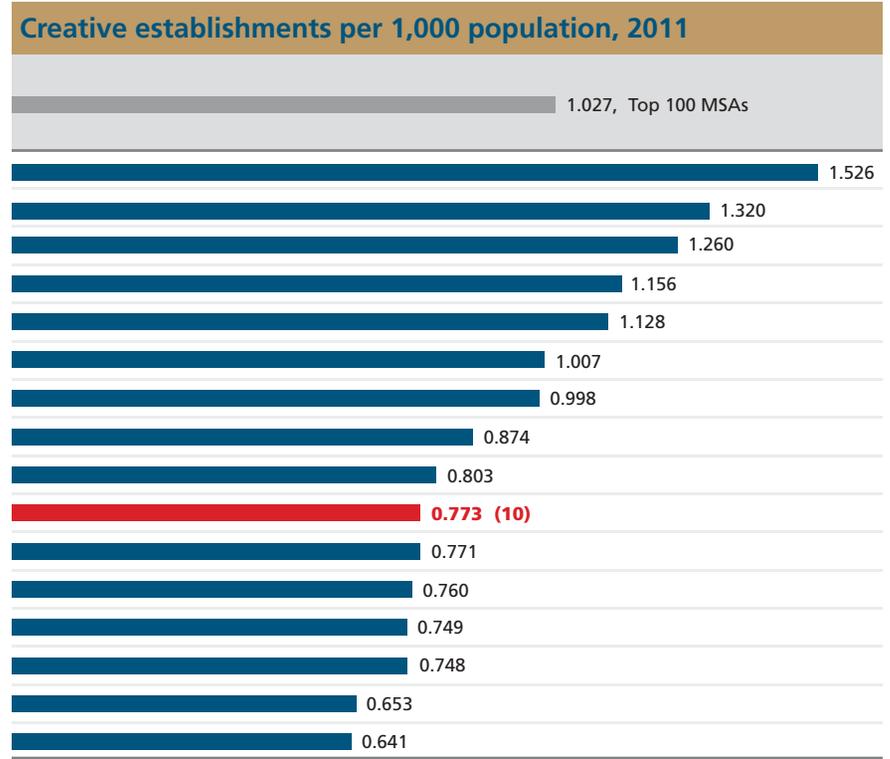
(#) Ranked from highest (1) to lowest (16)

Indicator 5.22: Creative Establishments

This indicator includes data from the Bureau of Labor Statistics. Creative establishments are broadly defined to include business establishments and institutions in the arts, creative professional services, media, and marketing and advertising. Descriptions of the industrial categories used in this indicator are in the Appendix.



Creative establishments by industrial category, 2011						
Metro Area	Arts	Creative professional services	Media	Marketing and advertising		
Denver	517	1,165	905	1,379		
Chicago	(1) 1,690	(1) 4,429	(1) 2,204	(1) 4,224		
Nashville	597	400	629	411		
Minneapolis	648	1,215	826	1,146		
Charlotte	235	628	390	772		
Kansas City	250	589	440	788		
Jacksonville	200	460	271	427		
Indianapolis	203	477	350	525		
Cleveland	233	545	373	510		
Milwaukee	(13) 202	(15) 320	(15) 269	(13) 416		
Saint Louis	316	734	482	640		
Louisville	(16) 139	(16) 297	(16) 222	(16) 326		
Cincinnati	215	511	382	494		
Columbus	165	456	334	436		
Pittsburgh	276	486	371	408		
Detroit	440	868	612	826		

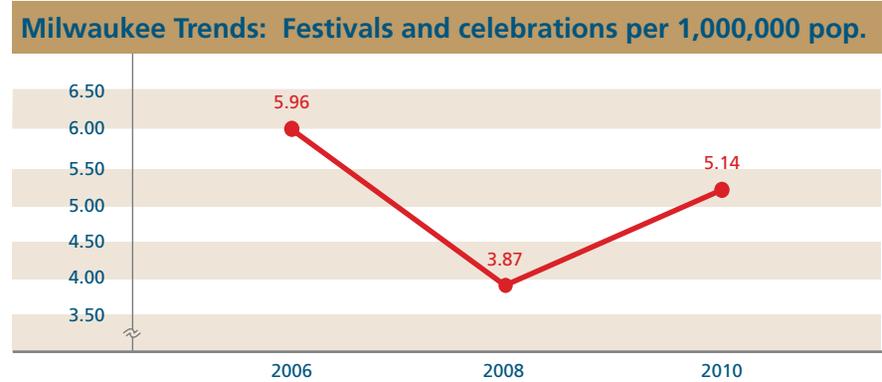


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages

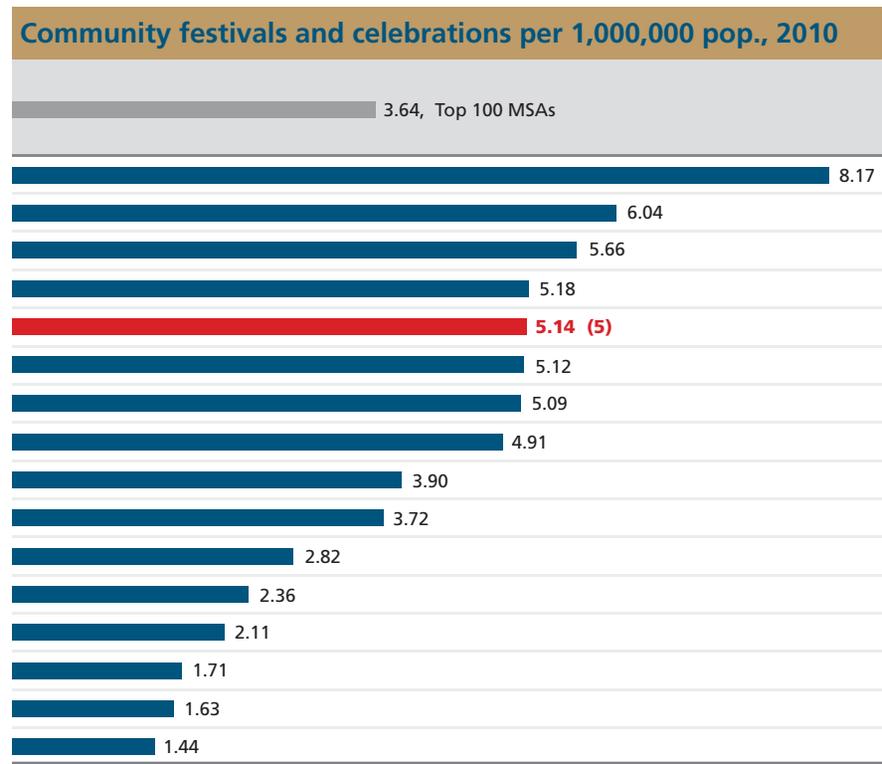
(#) Ranked from highest (1) to lowest (16)

Indicator 5.23: Festivals and Celebrations

This includes data from the Urban Institute’s National Center for Charitable Statistics on nonprofit community festivals and celebrations. These are broadly defined to include: fairs and festivals (including antique fairs, county and state fairs, street fairs, festivals, and parades, but excluding ethnic festivals, and music festivals); commemorative events (activities that celebrate, memorialize and sometimes recreate important events in history, such as Fourth of July parades and battle reenactments); and community celebrations (including community and public celebratory events such as arts festivals and First Night events).



Nonprofit community festivals and celebrations, 2010				
Metro Area	Fairs and festivals	Commemorative events	Community celebrations	Total nonprofit community festivals and celebrations
Columbus	8	5	2	15
Saint Louis	(T-1) 12	3	2	17
Nashville	7	2	(T-10) 0	9
Minneapolis	7	(1) 8	2	17
Milwaukee	(T-10) 4	(T-6) 3	(T-5) 1	(9) 8
Indianapolis	5	4	(T-10) 0	9
Pittsburgh	6	6	(T-10) 0	12
Kansas City	7	2	1	10
Louisville	3	2	(T-10) 0	5
Jacksonville	4	1	(T-10) 0	5
Cincinnati	4	1	1	6
Denver	6	(16) 0	(T-10) 0	6
Chicago	(T-1) 12	5	(1) 3	(1) 20
Charlotte	(T-15) 1	1	1	(T-15) 3
Detroit	4	3	(T-10) 0	7
Cleveland	(T-15) 1	1	1	(T-15) 3



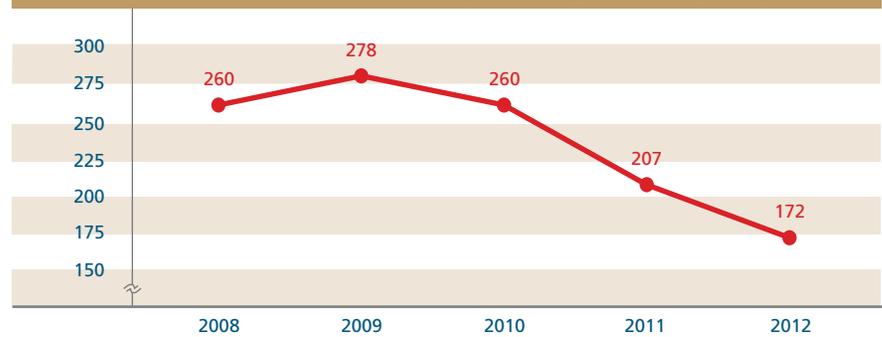
Source: Urban Institute, National Center for Charitable Statistics

(#) Ranked from highest (1) to lowest (16)

Indicator 5.24: Air Quality

This indicator includes data from the U.S. Environmental Protection Agency’s Air Quality Index (AQI). The AQI is used to report the level of pollution in the air, including ground-level ozone, particle pollution, carbon monoxide, sulfur dioxide, and nitrogen dioxide. An AQI between 0 and 50 is considered good air quality. Values between 51 and 100 are considered moderate pollution levels. A value between 101 and 150 is unhealthy for “sensitive groups,” including people with lung disease, older adults, and children. An AQI greater than 150 is considered unhealthy for everyone.

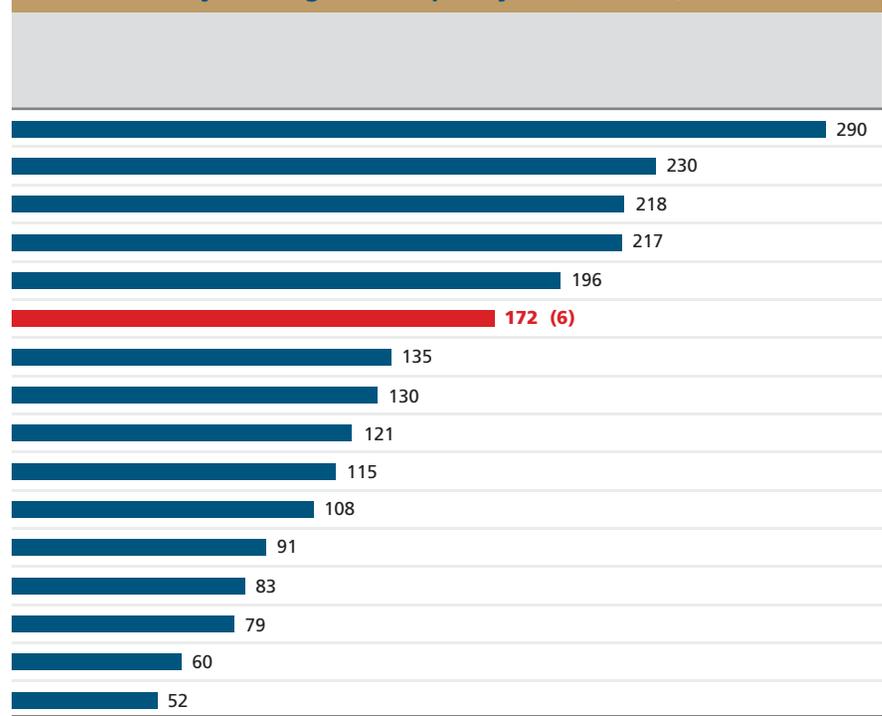
Milwaukee Trends: Number of days with good air quality



Days with unhealthy air quality (AQI over 100), 2012

Metro Area	Number of days with unhealthy air quality for sensitive groups	Number of days with unhealthy air quality for everyone
Jacksonville	(T-1) 4	(T-1) 1
Charlotte	10	(T-1) 1
Minneapolis	(T-1) 4	(T-1) 1
Columbus	13	(T-1) 1
Nashville	22	(T-1) 1
Milwaukee	(7) 24	(T-6) 2
Denver	23	3
Detroit	35	3
Louisville	40	5
Cincinnati	39	4
Cleveland	54	5
Indianapolis	27	2
Kansas City	68	4
Pittsburgh	55	4
Saint Louis	(16) 78	(16) 19
Chicago	37	11

Number of days with good air quality (AQI 0 to 50), 2012

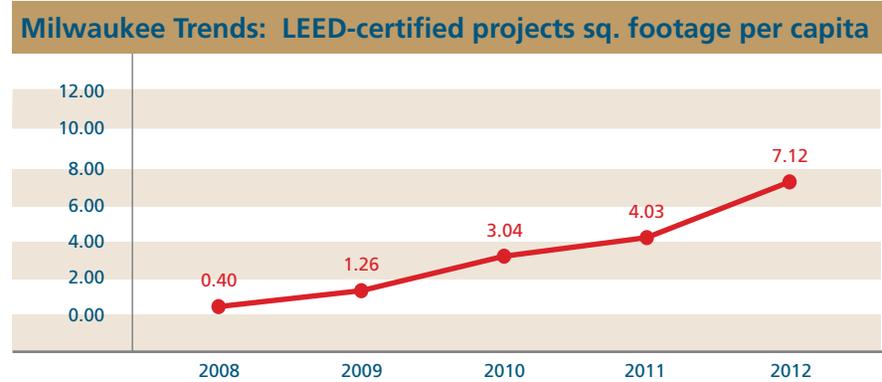


Source: U.S. Environmental Protection Agency, Air Quality Index Report

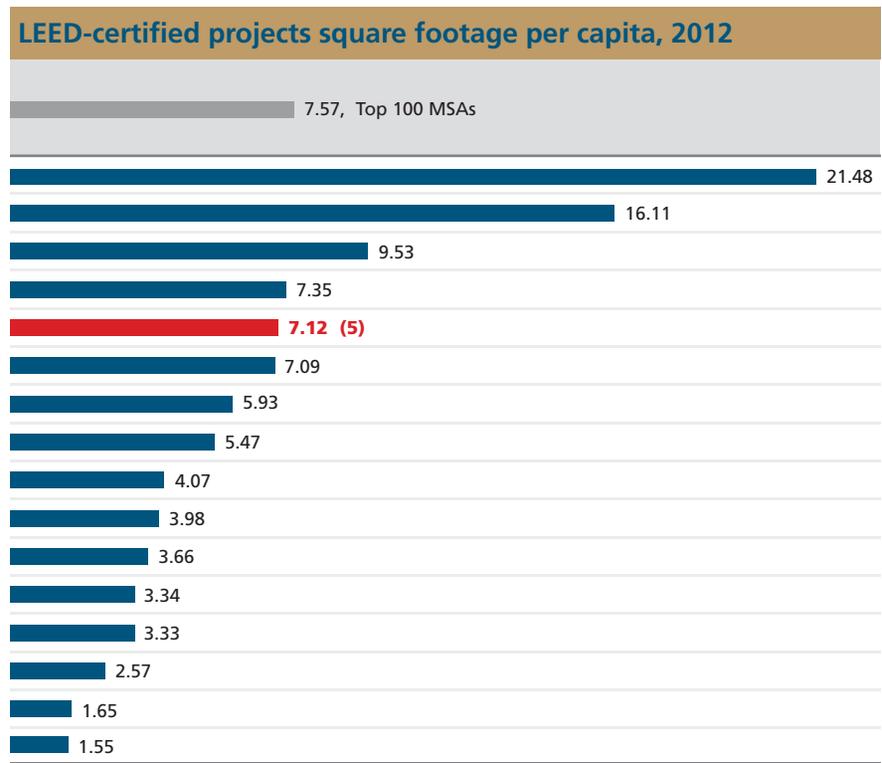
(#) Good days ranked from highest (1) to lowest (16); unhealthy days ranked from lowest (1) to highest (16)

Indicator 5.25: Green Building

This indicator uses data from the U.S. Green Building Council on the number and square footage of buildings certified under the Leadership in Energy and Environmental Design (LEED) green building rating system. LEED certification is obtained upon demonstration of compliance with requirements for sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and innovation and design process. Levels of certification can increase from Certified to Silver, Gold, and Platinum as an application garners more points in the rating system.



LEED-certified projects and square footage, 2012			
Metro Area	Total number of projects certified	Total number of projects certified Gold or above	Square footage of all certified projects
Denver	195	102	55,827,346
Chicago	(1) 477	(1) 215	(1) 153,090,529
Minneapolis	133	50	31,641,234
Charlotte	97	44	13,199,295
Milwaukee	(9) 79	(9) 27	(8) 11,117,765
Nashville	59	19	11,458,646
Pittsburgh	127	46	13,993,579
Cleveland	85	30	11,311,640
Columbus	63	26	7,557,936
Cincinnati	84	31	8,511,348
Jacksonville	41	11	4,978,074
Saint Louis	90	32	9,413,035
Kansas City	63	22	6,842,056
Indianapolis	42	23	4,567,768
Detroit	60	15	7,076,368
Louisville	(16) 33	(16) 9	(16) 2,007,081

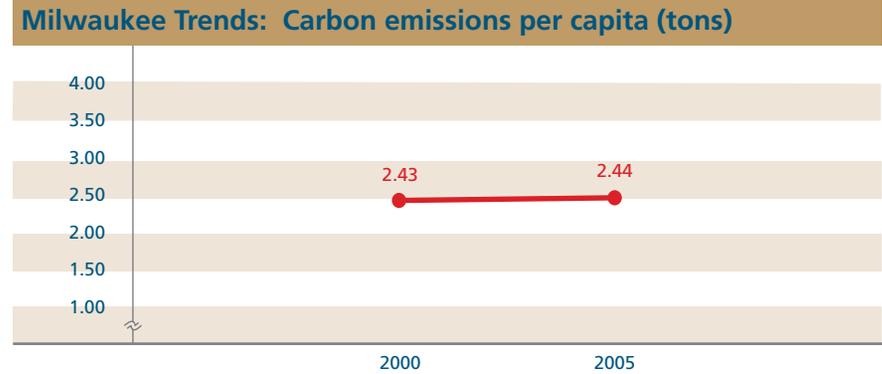


Source: U.S. Green Building Council

(#) Ranked from highest (1) to lowest (16)

Indicator 5.26: Energy Use

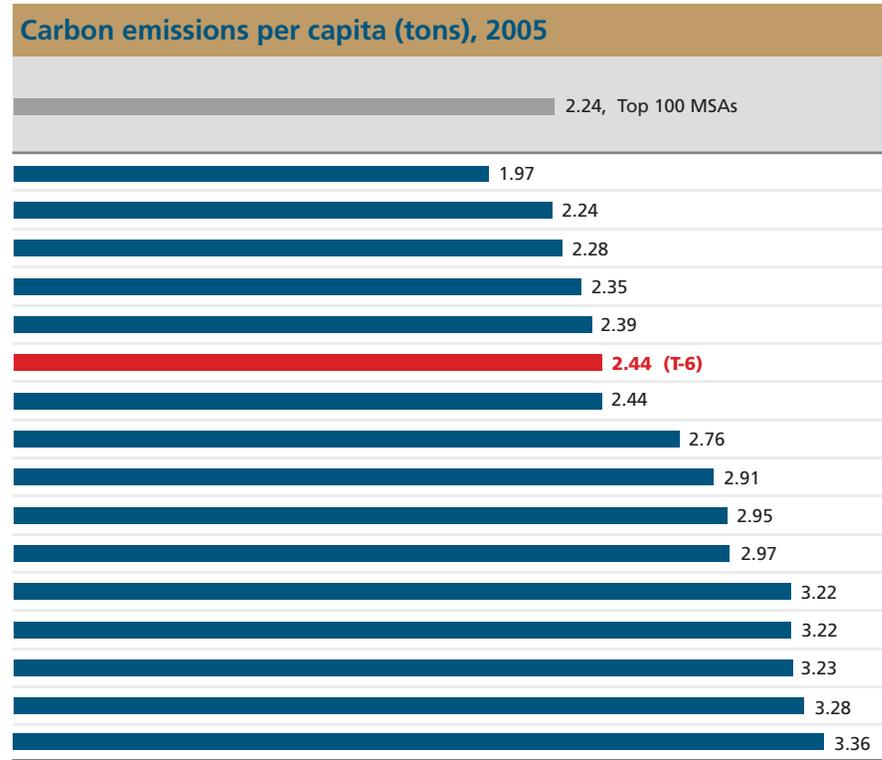
This indicator includes data compiled by the Brookings Institution on the metropolitan carbon footprint from residential and transportation uses. It measures the environmental impact of a growing population, an expanding economy, and the consumption of fossil fuels, all of which leads to an increased amount of greenhouse gases. Carbon dioxide is a greenhouse gas that contributes to global warming.



Carbon emissions per capita (tons) by use, 2005					
Metro Area	Cars	Trucks	Electricity at home	Residential heating fuels	
Chicago	(1) 0.82	0.31	(1) 0.37	0.46	
Cleveland	0.84	0.23	0.69	0.47	
Pittsburgh	0.91	0.27	0.54	0.55	
Detroit	1.13	(1) 0.22	0.39	(16) 0.62	
Denver	1.12	0.25	0.63	0.40	
Milwaukee	(4) 1.04	(T-5) 0.27	(T-6) 0.69	(9) 0.43	
Minneapolis	1.09	0.26	0.66	0.44	
Charlotte	1.26	0.47	0.85	0.19	
Jacksonville	(16) 1.44	0.47	0.98	(1) 0.02	
Columbus	1.18	0.48	0.82	0.48	
Kansas City	1.16	0.47	1.02	0.32	
Saint Louis	1.24	0.47	1.20	0.31	
Nashville	1.32	0.57	1.15	0.19	
Louisville	1.13	0.57	(16) 1.32	0.22	
Cincinnati	1.14	0.44	1.26	0.45	
Indianapolis	1.13	(16) 0.61	1.24	0.40	

Source: Brookings Institution

(#) Ranked from lowest (1) to highest (16)



Data Sources

The following are the web addresses for the data sources used in this report:

American Hospital Association, *Hospital Statistics*
<http://ahadata.adagetechnologies.com/book-cd-products/AHA-Statistics/>

American Medical Association, *Physician Characteristics and Distribution in the U.S.*
<https://commerce.ama-assn.org/store/>

American Public Transportation Association, *Public Transportation Fact Book*
<http://www.apta.com/resources/statistics/Pages/transitstats.aspx>

Brookings Institution, Metropolitan Policy Program, Sizing the Clean Economy
<http://www.brookings.edu/about/programs/metro/clean-economy>

Brookings Institution, Metropolitan Policy Program,
Shrinking the Carbon Footprint in Metropolitan America
http://www.brookings.edu/reports/2008/05_carbon_footprint_sarzynski.aspx

Corporation for National and Community Service,
Volunteering and Civic Life in America
<http://www.volunteeringinamerica.gov/>

CNNMoney.com, Fortune 500+ Web Application
<http://money.cnn.com/services/500plus/>

Council for Community and Economic Research, Cost of Living Index
<http://www.coli.org/>

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Data Sources

The following are the web addresses for the data sources used in this report:

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<http://www.sba.gov/advo/research/data.html>

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Appendix

The following are descriptions for industry sectors used in Indicators 2.01 and 2.02:

- **Professional and business services:** includes professional, scientific, and technical services, management of companies and enterprises, and administrative and routine support services
- **Financial activities:** includes the finance and insurance sector and the real estate and rental and leasing sectors
- **Information:** includes publishing, motion picture and sound recording, broadcasting, telecommunications, Internet services providers and web search portals, data processing, and information services
- **Government:** publicly-owned establishments, including federal, state, and local government, public schools, and public hospitals
- **Education and health services:** includes the educational services sector (schools, colleges, universities, and training centers) and the health and social assistance sector (health care and social assistance for individuals)
- **Transportation and utilities:** industries providing transportation of passengers and cargo, warehousing and storage of goods, and provision of utility services (electric, gas, water, sewer)
- **Retail trade:** establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise
- **Wholesale trade:** establishments engaged in selling merchandise for resale, capital or durable non-consumer goods, and raw and intermediate materials and supplies used in production
- **Leisure and hospitality:** includes the arts, entertainment, and recreation sector and the accommodation and food services sector
- **Manufacturing:** establishments engaged in the mechanical, physical or chemical transformation of materials, substances, or components into new products

The following are descriptions for occupational categories used in Indicator 2.17:

- **Arts jobs:** includes actors, art directors, postsecondary art, drama, and music teachers, broadcast news analysts, choreographers, craft artists, curators, dancers, fine artists (including painters, sculptors, and illustrators), multimedia artists and animators, music directors and composers, musicians and singers, photographers, producers and directors, reporters and correspondents, writers and authors, and all other artists, entertainers, performers and related workers
- **Design jobs:** includes architects, postsecondary architecture teachers, cartographers and photogrammetrists, commercial and industrial designers, fashion designers, floral designers, graphic designers, interior designers, landscape architects, merchandise displays and window trimmers, set and exhibit designers, and all other designers
- **Marketing and strategy jobs:** includes advertising and promotions managers, marketing managers, public relations and fundraising managers, public relations specialists, survey researchers, and urban and regional planners

The following are descriptions for income categories used in Indicator 3.01:

- **Net earnings:** wages and salaries (minus contributions for government social insurance), supplements to wages and salaries, and proprietor's income
- **Investment income:** personal dividend, interest, and rental income (includes rental of real property and royalties from patents and copyrights)
- **Transfer receipts:** government retirement, disability, medical, income maintenance, unemployment, and veterans benefits, and student loans; business liability payments to individuals; and payments to nonprofit institutions from government and corporations

Appendix

The following are descriptions for industrial categories used in Indicator 5.22:

- **Arts:** includes art dealers, fine arts schools, theater companies and dinner theaters, dance companies, musical groups and artists, independent artists, writers, and performers, museums, historical sites, zoos and botanical gardens, nature parks, and other related industries
- **Creative professional services:** includes architectural services, landscape architectural services, interior design services, industrial design services, graphic design services, photographic services, and other related industries
- **Media:** includes newspaper publishers, periodical publishers, book publishers, software publishers, motion picture and video production, motion picture and video distribution, motion picture theaters, drive-in motion picture theaters, teleproduction and other postproduction services, record production, integrated record production/distribution, music publishers, sound recording studios, radio networks, radio stations, television broadcasting, cable and other subscription programming, libraries and archives, Internet publishing and web search portals, and other related industries
- **Marketing and advertising:** includes marketing consulting services, advertising agencies, public relations agencies, media buying agencies, media representatives, outdoor advertising, direct mail advertising, advertising material distribution services, and other related industries



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