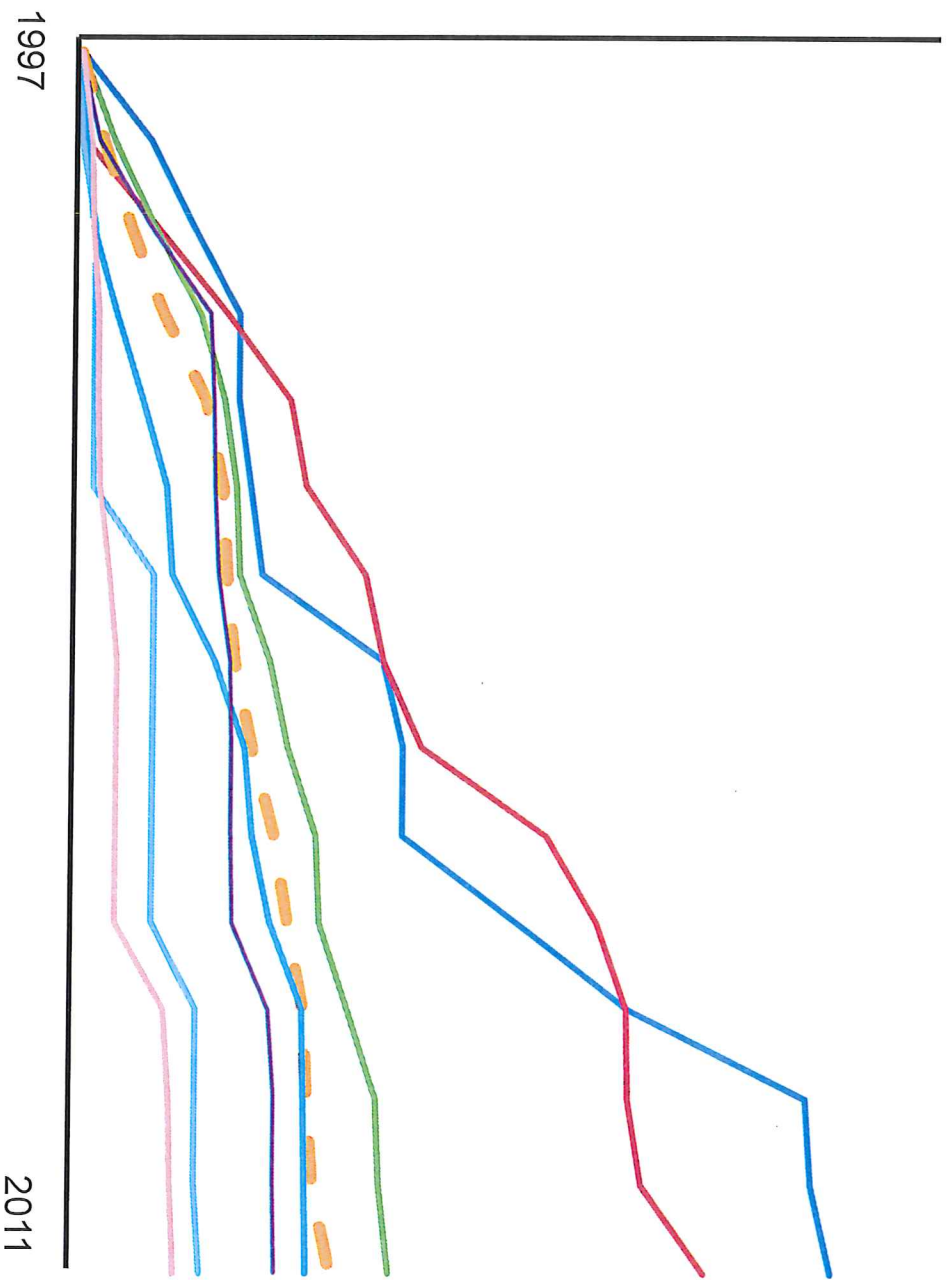


# Pattern in manufacturing is slightly different

Index of Cumulative Growth of Net New Construction – Manufacturing Construction (1997-2011)

INDEX (1997 = 100)

## MANUFACTURING PROPERTY



CAGR

- Verona 7.6%
- Fitchburg 6.7%
- Rest of County 4.0%
- Madison 3.4%
- Middleton 3.2%
- Sun Prairie 2.8%
- Monona 1.9%
- Stoughton 1.5%

Sources: Department of Revenue, analysis

*Q. O'Neil's breakfast  
5-15-13*

INDEX	NAICS Code	Digits	Industry	Dane		Dane Pay -		Location Quotient (2010)	Employment Growth (CAGR)	Employment Growth Relative to US	Pay Relative to US	Pay Growth (CAGR)
				2000	2010	2010	2010					
307	311	311	3 Food manufacturing	1,557,891	3,501	\$	55,324	1.1	-4.1%	-3.3%	36.5%	3.6%
386	312	312	3 Beverage and tobacco product manufacturing	207,566	96	\$	36,594	0.2			-32.2%	
404	313	313	3 Textile mills	378,420	-	\$	-	-				
427	314	314	3 Textile product mills	218,444	46	\$	27,084	0.2	-2.3%	3.6%	-19.9%	3.4%
442	315	315	3 Apparel manufacturing	503,118	10	\$	23,916	0.0			-33.0%	
477	316	316	3 Leather and allied product manufacturing	68,862		\$		-				
494	321	321	3 Wood product manufacturing	614,106	287	\$	31,920	0.4	-9.9%	-4.2%	-11.5%	-0.4%
517	322	322	3 Paper manufacturing	604,776	184	\$	51,080	0.2	-7.0%	-2.8%	-12.8%	2.1%
547	323	323	3 Printing and related support activities	808,065	2,074	\$	42,670	1.9	-4.3%	0.7%	-1.3%	2.0%
563	324	324	3 Petroleum and coal products manufacturing	123,485	-	\$	-	-				
573	325	325	3 Chemical manufacturing	981,005	2,570	\$	63,495	1.4	3.2%	5.4%	-22.9%	4.5%
632	326	326	3 Plastics and rubber products manufacturing	957,016	1,740	\$	49,881	1.2	-4.7%	-0.5%	8.6%	3.3%
662	327	327	3 Nonmetallic mineral product manufacturing	557,828	335	\$	37,290	0.4	-6.8%	-2.7%	-22.2%	1.6%
703	331	331	3 Primary metal manufacturing	622,791	-	\$	-	-				
744	332	332	3 Fabricated metal product manufacturing	1,773,470	1,445	\$	48,660	0.5	-2.4%	0.8%	-1.0%	3.6%
811	333	333	3 Machinery manufacturing	1,456,980	2,598	\$	52,899	1.1	-0.7%	3.1%	-12.6%	2.4%
881	334	334	3 Computer and electronic product manufacturing	1,806,140	2,346	\$	70,079	0.9	-1.0%	3.8%	-24.7%	3.1%
926	335	335	3 Electrical equipment and appliance mfg.	592,137	1,698	\$	58,729	2.1	-1.5%	3.5%	2.3%	3.1%
962	336	336	3 Transportation equipment manufacturing	2,055,985	928	\$	36,824	0.3	-7.6%	-3.3%	-45.1%	1.7%
1015	337	337	3 Furniture and related product manufacturing	685,665	1,095	\$	49,805	1.3	-5.6%	0.7%	32.8%	4.1%
1037	339	339	3 Miscellaneous manufacturing	740,674	1,099	\$	53,447	0.8	-1.2%	1.5%	-0.5%	3.0%

*Gr. 01/15/13*  
5-15-13

INDEX	NAICS Code	Digits	Industry	US Employment - Dane		Dane Pay -		Location Quotient (2010)	Employment Growth (CAGR)	Employment Growth Relative to US	Pay Relative to US	Pay Growth (CAGR)
				2000	2010	2010	2010					
308	3111		4 Animal food manufacturing	53,919	197	\$	66,851	1.7			30.5%	
312	3112		4 Grain and oilseed milling	64,806								
324	3113		4 Sugar and confectionery product manufacturing	92,594	256	\$	42,158	1.7	2.2%	5.5%	-8.3%	5.0%
335	3114		4 Fruit and vegetable preserving and specialty	202,076	-	\$	-	-				
343	3115		4 Dairy product manufacturing	134,899	306	\$	34,752	1.0	-8.4%	-8.0%	-31.6%	1.6%
351	3116		4 Animal slaughtering and processing	508,131	-	\$	-	-				
357	3117		4 Seafood product preparation and packaging	47,607								
361	3118		4 Bakeries and tortilla manufacturing	302,932	664	\$	26,040	1.0	-2.2%	-1.2%	-26.7%	2.3%
372	3119		4 Other food manufacturing	150,928	143	\$	45,619	0.4			-9.5%	
387	3121		4 Beverage manufacturing	175,119	-	\$	-	-				
398	3122		4 Tobacco manufacturing	32,447	-	\$	-	-				
405	3131		4 Fiber, yarn, and thread mills	80,364	-	\$	-	-				
410	3132		4 Fabric mills	190,665								
421	3133		4 Textile and fabric finishing mills	107,392	-	\$	-	-				
428	3141		4 Textile furnishings mills	130,175	14	\$	20,391	0.1			-42.1%	
434	3149		4 Other textile product mills	88,269	32	\$	29,957	0.2			-8.0%	
443	3151		4 Apparel knitting mills	70,892								
450	3152		4 Cut and sew apparel manufacturing	397,707	-	\$	-	-				
471	3159		4 Accessories and other apparel manufacturing	34,520	-	\$	-	-				
478	3161		4 Leather and hide tanning and finishing	11,516								
481	3162		4 Footwear manufacturing	30,355								
488	3169		4 Other leather product manufacturing	26,991								
495	3211		4 Sawmills and wood preservation	136,319	-	\$	-	-				
499	3212		4 Plywood and engineered wood product mfg.	121,943								
506	3219		4 Other wood product manufacturing	355,844	-	\$	-	-				
518	3221		4 Pulp, paper, and paperboard mills	188,961								
526	3222		4 Converted paper product manufacturing	415,815	184	\$	51,080	0.3	-7.0%	-3.2%	-2.5%	2.1%
548	3231		4 Printing and related support activities	808,065	2,074	\$	42,670	1.9	-4.3%	0.7%	-1.3%	2.0%
564	3241		4 Petroleum and coal products manufacturing	123,485	-	\$	-	-				
574	3251		4 Basic chemical manufacturing	187,888	323	\$	67,852	1.0			-19.9%	
591	3252		4 Resin, rubber, and artificial fibers mfg.	134,997								
598	3253		4 Agricultural chemical manufacturing	47,885	350	\$	54,919	4.2			-23.4%	
605	3254		4 Pharmaceutical and medicine manufacturing	273,833	1,686	\$	66,105	2.6	3.3%	3.1%	-35.1%	4.3%
611	3255		4 Paint, coating, and adhesive manufacturing	78,131	-	\$	-	-				
616	3256		4 Soap, cleaning compound, and toiletry mfg.	131,804	-	\$	-	-				
623	3259		4 Other chemical product and preparation mfg.	126,467	82	\$	52,142	0.4	-100.0%	-97.4%	-100.0%	-100.0%
633	3261		4 Plastics product manufacturing	742,962	1,494	\$	48,924	1.3			-16.1%	
653	3262		4 Rubber product manufacturing	214,054	246	\$	55,701	0.9			9.0%	

663	3271	4 Clay product and refractory manufacturing	82,912	30	\$	30,275	0.3	-18.9%	-11.9%	-34.5%	2.6%
674	3272	4 Glass and glass product manufacturing	141,986	-	\$	-	-	-	-	-	-
680	3273	4 Cement and concrete product manufacturing	236,699	181	\$	37,194	0.5	-4.0%	-0.8%	-19.2%	-1.0%
690	3274	4 Lime and gypsum product manufacturing	20,497	-	\$	-	-	-	-	-	-
695	3279	4 Other nonmetallic mineral products	75,734	-	\$	-	-	-	-	-	-
704	3311	4 Iron and steel mills and ferroalloy mfg.	134,506	-	\$	-	-	-	-	-	-
708	3312	4 Steel product mfg. from purchased steel	73,439	-	\$	-	-	-	-	-	-
714	3313	4 Alumina and aluminum production	100,307	-	\$	-	-	-	-	-	-
722	3314	4 Other nonferrous metal production	97,399	-	\$	-	-	-	-	-	-
733	3315	4 Foundries	217,140	-	\$	-	-	-	-	-	-
745	3321	4 Forging and stamping	135,154	126	\$	41,796	0.6	-	-	-19.1%	-
753	3322	4 Cutlery and handtool manufacturing	77,995	-	\$	-	-	-	-	-	-
759	3323	4 Architectural and structural metals mfg.	443,732	522	\$	47,076	0.7	0.0%	3.2%	2.1%	0.6%
768	3324	4 Boiler, tank, and shipping container mfg.	106,686	-	\$	-	-	-	-	-	-
776	3325	4 Hardware manufacturing	50,219	-	\$	-	-	-	-	-	-
779	3326	4 Spring and wire product manufacturing	81,497	-	\$	-	-	-	-	-	-
784	3327	4 Machine shops and threaded product mfg.	366,257	240	\$	40,127	0.3	-4.5%	-2.8%	-16.2%	2.4%
790	3328	4 Coating, engraving, and heat treating metals	177,593	101	\$	36,432	0.4	-	-	-14.5%	-
795	3329	4 Other fabricated metal product manufacturing	334,338	211	\$	43,582	0.4	6.7%	9.8%	-20.0%	4.7%
812	3331	4 Ag., construction, and mining machinery mfg.	222,770	-	\$	-	-	-100.0%	-99.1%	-100.0%	-100.0%
821	3332	4 Industrial machinery manufacturing	161,331	-	\$	-	-	-100.0%	-95.1%	-100.0%	-100.0%
833	3333	4 Commercial and service industry machinery	148,727	432	\$	50,067	2.0	1.2%	5.9%	-22.0%	2.5%
841	3334	4 HVAC and commercial refrigeration equipment	192,686	567	\$	49,442	2.0	-	-	2.2%	-
847	3335	4 Metalworking machinery manufacturing	274,424	86	\$	36,312	0.2	-1.8%	3.8%	-30.9%	-0.5%
856	3336	4 Turbine and power transmission equipment mfg	114,586	-	\$	-	-	-	-	-	-
862	3339	4 Other general purpose machinery manufacturing	342,457	673	\$	58,745	1.3	5.0%	9.1%	-1.0%	4.1%
882	3341	4 Computer and peripheral equipment mfg.	289,684	10	\$	40,631	0.0	-26.8%	-21.0%	-70.4%	-3.4%
888	3342	4 Communications equipment manufacturing	246,484	-	\$	-	-	-	-	-	-
895	3343	4 Audio and video equipment manufacturing	52,063	-	\$	-	-	-	-	-	-
898	3344	4 Semiconductor and electronic component mfg.	674,693	177	\$	57,773	0.2	-0.1%	5.8%	-30.6%	1.3%
909	3345	4 Electronic instrument manufacturing	478,160	1,909	\$	72,476	2.0	1.3%	2.9%	-16.3%	3.0%
921	3346	4 Magnetic media manufacturing and reproducing	65,055	-	\$	-	-	-	-	-	-
927	3351	4 Electric lighting equipment manufacturing	85,331	-	\$	-	-	-	-	-	-
934	3352	4 Household appliance manufacturing	107,348	862	\$	54,651	6.4	-	-	2.4%	-
943	3353	4 Electrical equipment manufacturing	210,881	-	\$	-	-	-	-	-	-
949	3359	4 Other electrical equipment and component mfg.	188,577	-	\$	-	-	-	-	-	-
963	3361	4 Motor vehicle manufacturing	292,247	-	\$	-	-	-	-	-	-
969	3362	4 Motor vehicle body and trailer manufacturing	187,872	-	\$	-	-	-	-	-	-
975	3363	4 Motor vehicle parts manufacturing	834,983	-	\$	-	-	-	-	-	-
995	3364	4 Aerospace product and parts manufacturing	514,270	-	\$	-	-	-	-	-	-
1003	3365	4 Railroad rolling stock manufacturing	32,673	-	\$	-	-	-	-	-	-
1006	3366	4 Ship and boat building	155,032	-	\$	-	-	-	-	-	-
1010	3369	4 Other transportation equipment manufacturing	38,909	-	\$	-	-	-	-	-	-

1016	3371	4 Househoid and institutional furniture mfg.	444,092	-	\$	-	-	-	-	-	-	-
1026	3372	4 Office furniture and fixtures manufacturing	183,277	401	\$	41,629	1.8	-5.8%	0.5%	-4.5%	3.5%	
1032	3379	4 Other furniture related product manufacturing	58,296	-	\$	-	-					
1038	3391	4 Medical equipment and supplies manufacturing	311,118	866	\$	58,290	1.2	-0.5%	-0.3%	-4.1%	2.5%	
1047	3399	4 Other miscellaneous manufacturing	429,555	233	\$	35,399	0.4	-3.3%	1.5%	-22.3%	3.9%	