

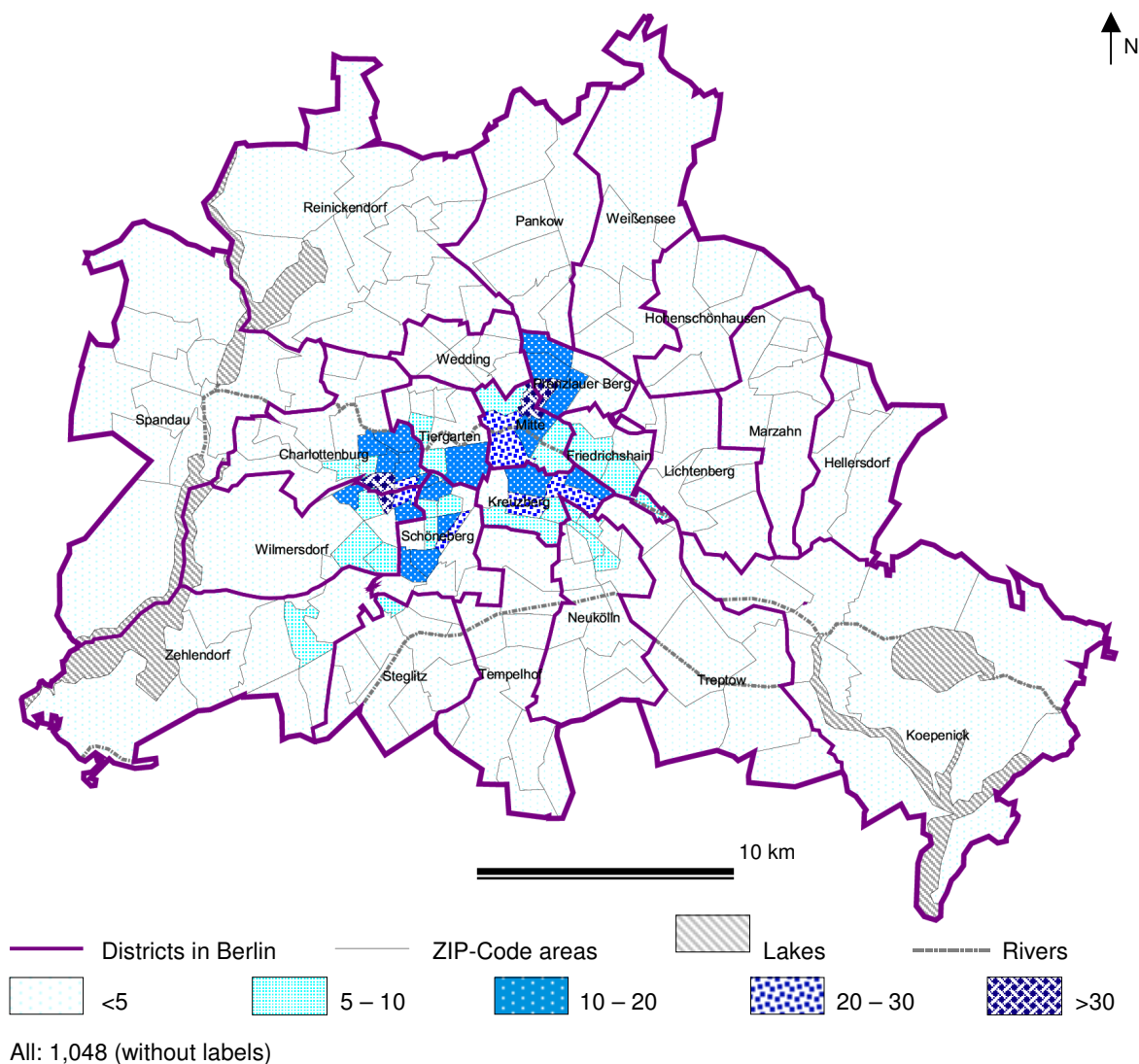
5. Appendix

Table 9: Results of factor analysis for building social and status indices

Variable	Factor coefficients for	
	Social Index	Status Index
Demography and Household Structure		
Share of males	0.7890	0.2820
Persons ages 18 and under	0.2590	-0.7950
Persons ages 18 to 35	0.5810	0.7230
Persons ages 35 to 65	-0.4550	-0.5230
Persons ages 65 and older	-0.7630	-0.1810
Immigrants (excluding EU-citizens)	0.7710	-0.0999
1-Person household ages 65 and younger as share to all households	0.6520	0.6890
Size of households	-0.1830	-0.7250
Single parent with children under 18 years as share to families with children the same age	0.0688	0.5560
Education		
Persons with secondary school only	0.1430	-0.6970
Persons without vocational qualification	0.8740	-0.1470
Persons with entrance qualification to applied science colleges or universities	0.0393	0.9020
Persons with at least an undergraduate degree	-0.2050	0.8240
Professional life		
Unemployment rate	0.9190	-0.1540
Waged workers in labour force	0.4000	-0.6840
Salaried employees in labour force	-0.4590	0.6040
Family members working as freelancers or low-income jobs in labour force	0.0828	0.5540
Income Source		
Persons with vast majority of income from retirement/pension plans	-0.6750	-0.2480
Welfare recipients	0.8990	-0.2940
Average per capita income	-0.8850	0.3110
Average household net income	-0.7440	-0.1960
Persons with earnings less than 500 euro per month	0.7420	-0.3980
Health Condition		
Early death	0.9400	0.1060
Reported Tbc cases per 100,000 in the population	0.8000	-0.1490
Total life expectancy	-0.8800	-0.0347

Source: Senatsverwaltung für Gesundheit, Soziales und Verbraucherschutz (Ed.) (2004): Sozialstrukturatlas Berlin (2003: 21).

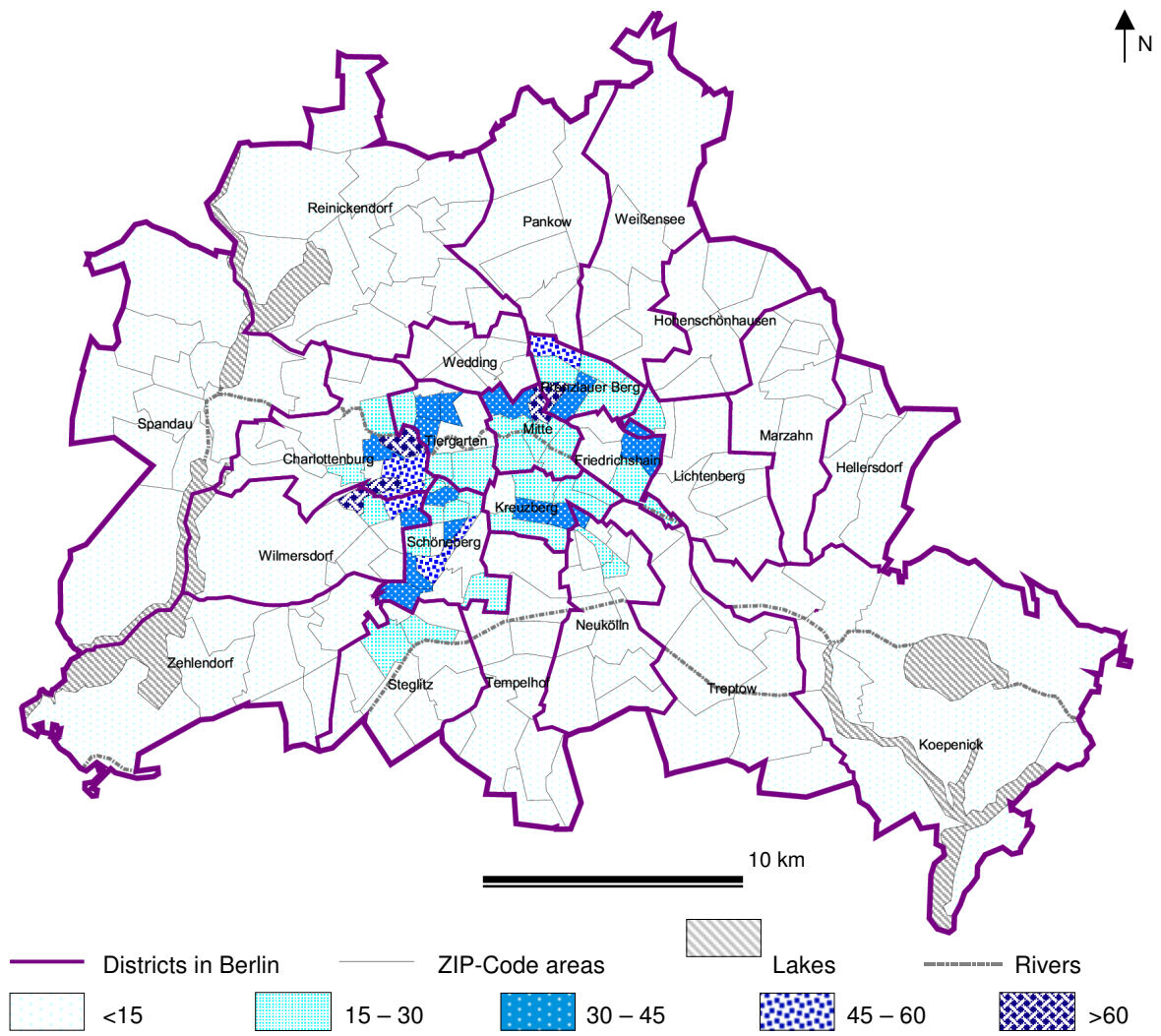
Map 5: Intra-regional spatial distribution of publishing house and newsmen
Density of firms per km²



Source: Chamber of Commerce and Trade Berlin;. Own Illustration.

Map 6: Intra-regional spatial distribution of software/multimedia firms in Berlin

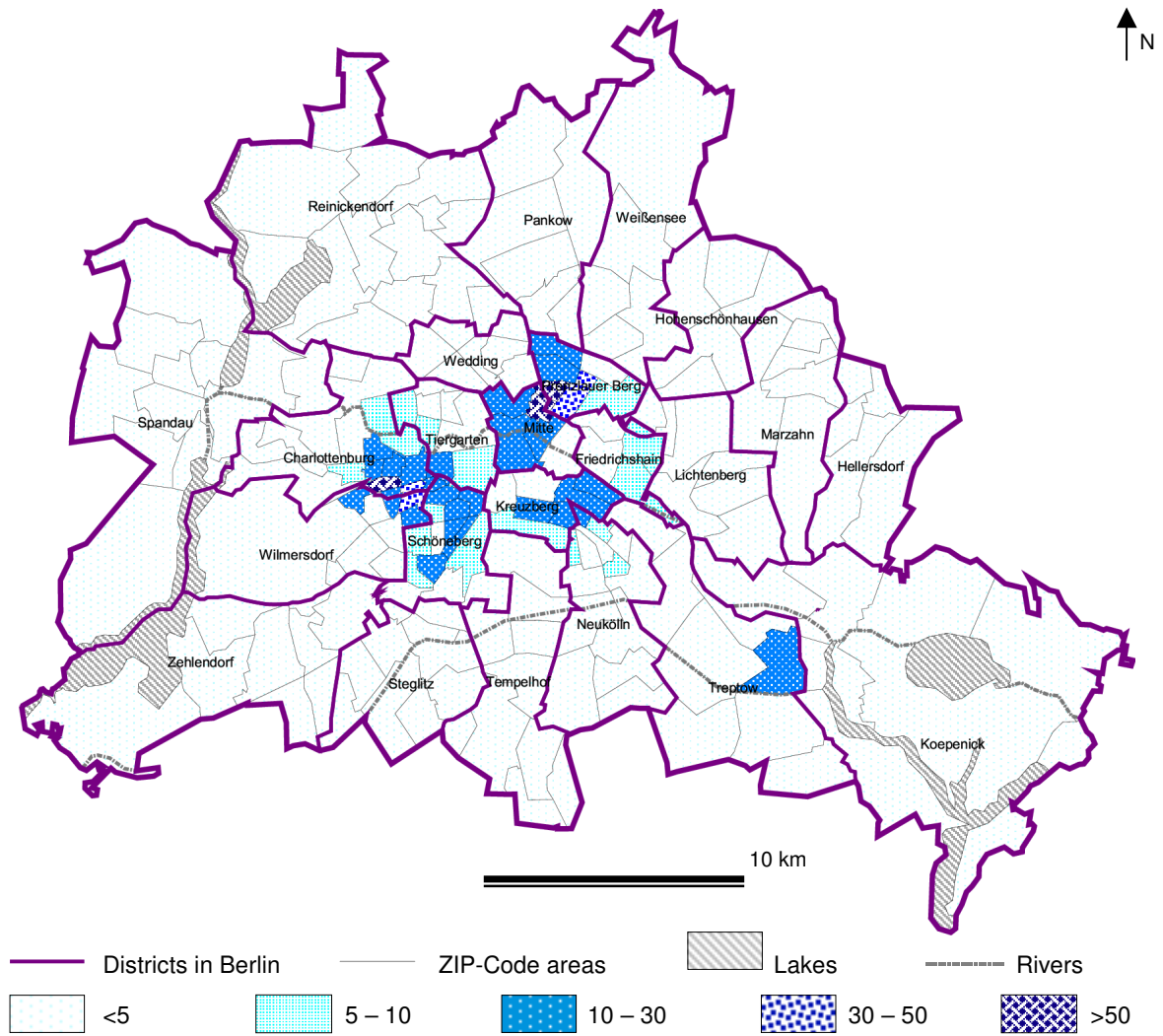
Density of firms per km²



Source: Chamber of Commerce and Trade Berlin. Own illustration.

Map 7: Intra-regional spatial distribution of film/video

Density of firms per km²

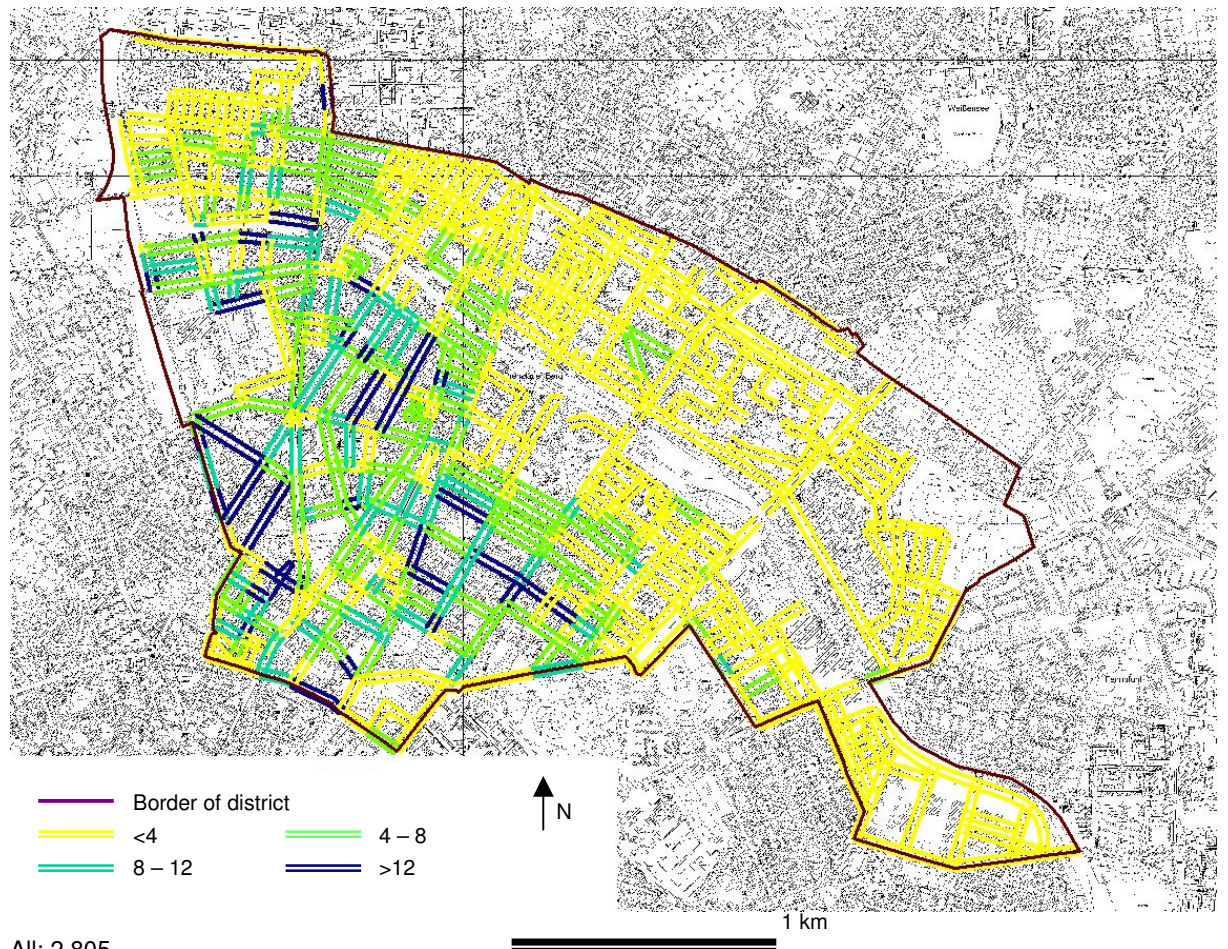


All: 1,219 (without sound studios)

Source: Chamber of Commerce and Trade Berlin. Own illustration.

Map 8: Micro-spatial distribution of agents of CIs in district 'Prenzlauer Berg'

Firms are weighted to Lengths of street segments



All: 2,805

Source: Based on TK 5; Senate Department of Urban Development; October 2003.
Own illustration.

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5.5 List of interviewed partners:

Printing and publishing

Martina Wildner	Authoress (Freelancer)
Gabriela Horn	Translator (Freelancer)
Anke Ziebell	Journalist (Freelancer)
Klaus Wolfram	co-founder of BasisDruck publishing company und member of the board of Robert-Havemann- Gesellschaft

Music industry

Frank Straessner	Uncle sallys
Jörg Fukking	Vielklang
Kerstin Roux	IVG
Mr. Reinsberg	Syndecade Records
Markus Mielke	Rockhit Records
Friedrich Reder	Record Partner GmbH Phonocaster Music Berlin
Mr. Schifer	Crippled Dick Hot Wax
Fitz Braum	Four Music

Film- and TV industry

Geerds, Sigrid	Progress Filmverleih
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Knippel, Patrick Schmidtz Katze/Filmkollektiv

Mr. Raute Cine-Logistik

Mr. Rosié Moser und Rosié Film GmbH

Bäumer, Niklas Junifilm

Kiebuy, Thomas maxfactory Berlin

Art market

Plöchinger, Carola I.O.

Maria Schorr SchmuckAnziehen

Marc Garner Fotograf

Irene Eikmeier MAE Galerie

Performing Art

Busche, Verena Secretariat of Culture

Eichler, Uwe Ballhaus Ost

Ollertz, Ralf cie. Toulia Limnaios

Schmidl, Jens Theaterregisseur

Seeligmüller, Kirsten Dock 11

Suchomski, Guido ZBF Agentur

Wiitenbecher, Thilo Mimezentrum

Mr. Woesner Woesner Brothers

Taube, Olaf Die Chorrupen

Schumann, Joachim Pianist (Freelancer)

Advertising

Kampe, Matthias 3-D-Comic

Wurst, Stefanie Scholz & Friends

Hr. München bbdo campaign GmbH

Blach, Gregor WE DO communication GmbH

Aimaq, André Aimaq Rapp Stolle

Rapp, Andreas Aimaq Rapp Stolle

Software/Multimedia/Internet

Mr. Bitterlich Sussix

Grünenberg, Reginald Dr. Audiantis

Steinbach, Ingo Pro-Web.de

Ulrich, Matthias Ableton AG

Weidner, Claudia Ableton AG

Architecture and cultural heritage

Heyden, Matthias Architect

Blaufelder, Bernd Bund Deutscher Architekten

Mr. Meyer Architekturbüro MBHS

Mücklauch, Uwe Architekturbüro Uwe Mücklauch

Mr. Peters CCP Architektur Visualisierung

Robel, Steffan a24 Landschaftsarchitekturbüro

Visual Artists

Stieger, Anette Werketage e.V. (Visual Artist)

Hölck, Anne meinblau e.V.

Karioth, Jürgen Werketage e.V.

Schöttle, Florian Federal Association of Artists of the Fine Arts of Berlin

Other experts

Sibylle Gernhardt BACKFABRIK

Juretzka, Christa Dr. Local authority Pankow, agency of culture

Gärtner, Andrea Local authority Pankow, agency of economic and culture

Steinmeyer, Bernd IQ-Consult

Moepert, Wilfried Local authority Pankow, business development agency of Pankow

Faltermaier, Monika Senate Department of Urban Development

Mühlhans, Tanja Senate Department of Economics, Labour and Women's Issues

Mrs. Zieseke Department of Science, Research and Culture of the Berlin Senate

Steinweh, Karin Department of Science, Research and Culture of the Berlin Senate

Clemens, Jenny Local authority Friedrichshain/ Kreuzberg, agency of culture

Söndermann, Michael	Independent consultant on cultural statistics and cultural policy research in Montreal, Canada
Keßler, Ina	Business development agency of Berlin
Mr. Pette	ECC Weißensee
Mr. Klemke	Medienhaus
Mr. Wischnewski	Stiftung Pfefferwerk
Mr. Lemnitz	Genossenschaft Gewerbehof Saarbrücker Str. e.G.
Lippold, Uwe	Kulturbrauerei

5.6 Questionnaire: