
Demographic & Economic Profile - Metro Milwaukee

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Population

Population Trends

The metro Milwaukee area covers four counties – Milwaukee, Ozaukee, Washington, and Waukesha counties – with a combined population of more than 1.5 million persons. This places Milwaukee among the United States' largest population centers, ranking as the 39th largest metro area.

The City of Milwaukee, with 604,477 persons, ranks as the nation's 23rd largest city and accounts for approximately 39% of the metro area population. Milwaukee is both the metro area's and the State of Wisconsin's largest municipality.

Milwaukee County is the most heavily populated county (953,328 persons) of the four-county area, accounting for 62% of the metro population. Waukesha County is the second largest with 380,629 persons. Washington and Ozaukee counties follow with 129,477 and 85,874 respectively.

Milwaukee County's population has posted a modest increase of 1.4% in the 2000 to 2008 period – while the three bordering suburban counties have recorded stronger growth rates. Among metro counties, Washington County, with an estimated 10.2% gain, posted the largest percentage increase over the 2000 to 2008 period. Waukesha (+5.5%) and Ozaukee (+4.3%) counties also recorded sizable gains.

Population

	2000	2008	% chg. 00-08
Metropolitan Milwaukee	1,500,741	1,549,308	3.2
Milwaukee County	940,164	953,328	1.4
Ozaukee County	82,317	85,874	4.3
Washington County	117,493	129,477	10.2
Waukesha County	360,767	380,629	5.5

Larger Municipalities

(15,000 or more persons)

	2000	2008	% chg. 00-08
Milwaukee	596,974	604,477	1.3
Waukesha	64,825	68,008	4.9
West Allis	61,254	59,416	-3.0
Wauwatosa	47,271	45,004	-4.8
Brookfield	38,649	39,020	1.0
New Berlin	38,220	38,649	1.1
Greenfield	35,476	36,075	1.7
Franklin	29,494	35,500	20.4
Menomonee Falls	32,647	34,607	6.0
Oak Creek	28,456	33,482	17.7
West Bend	28,152	29,894	6.2
Mequon	21,823	23,584	8.1
Muskego	21,397	22,234	8.6
South Milwaukee	21,256	21,129	-0.6
Germantown	18,260	19,594	7.3
Cudahy	18,429	18,809	2.1

Population - Historical

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
1950	871,047	23,361	33,902	85,901	1,014,211
1960	1,036,047	38,441	46,119	158,249	1,278,856
1970	1,054,249	54,461	63,839	231,338	1,403,887
1980	964,988	66,981	84,848	280,326	1,397,143
1990	959,275	72,831	95,328	304,715	1,432,149
2000	940,164	82,317	117,493	360,767	1,500,741
2008 est.	953,328	85,874	129,477	380,629	1,549,308

Land Area

By land area the metro area covers 1,460 square miles. The largest county by area is Waukesha County with 556 square miles, while Ozaukee County, with 232 square miles, ranks as the smallest. Milwaukee and Washington counties have 242 and 431 square miles respectively.

Population Characteristics

Race & Ethnicity

Milwaukee's ethnic and racial heritage is rich and diverse. The Black/African American population represents the largest minority group in the metro area. Black persons numbered an estimated 253,345 in 2008 or 16.4% of the population. Persons of Hispanic origin totaled 132,088 or 8.5% of the 2008 population. The Asian population accounted for approximately 2.7% of the metro area's population, or 41,456 people. American Indians numbered 10,176 or 0.7% of the population. Persons identifying themselves as multi-racial, reporting two or more races, numbered 22,161 representing 1.4% of the population.

By ethnic group, persons reporting German heritage make up the metro area's largest ethnic group. Thirty-nine percent of Milwaukeeans have German ancestry according to 2008 census estimates. Other large ancestry groups include the Polish (12.7%), Irish (11.2%), English (5.1%), Italian (5.3%), French (3.6%) and Norwegian (3.5%).

Age & Sex

Metro Milwaukee's age distribution ranks somewhat older than national figures. The median age of the metro Milwaukee population reached an estimated 37.8 years in 2008 vs. the nation's 36.6 years. The metro area's population has aged over the 2000 to 2008 period, from a 2000 median age of 35.4 years to 2008's 37.8 years.

Totals for 2008 indicate large population groupings in the 35 to 44, and 45 to 54 age categories. Of these, the 45 to 54 group was the largest with 244,915 persons. The strongest growth over the 2000 to 2008 period was posted in the 55 to 64 age group, which grew 47.9% in this period. The 45 to 54 age category, up 19.5%, and the 85 and over group, up 16.3%, also posted significant gains.

By sex, 51.1% of 2008 census population estimates were female, while 48.9% were male.

Race & Hispanic Populations

	2000	2008	2008 % dist.
Metro Milwaukee total, all races	1,500,741	1,549,308	100.0
White	1,204,488	1,221,065	78.8
Black/African American	238,214	253,345	16.4
American Indian & Alaska Native	8,476	10,176	0.7
Asian	32,149	41,456	2.7
Native Hawaiian & other Pacific Islander	665	1,105	0.1
Two or more races	16,749	22,161	1.4
Hispanic/Latino population*	94,511	132,088	8.5

* Hispanic/Latino persons may be of any race.

Population by Age & Sex - 2000-2008

	2000	2008	% chg. 00-08
Metro Milwaukee total	1,500,741	1,549,308	3.2

Population by Sex

Male	727,258	757,457	4.2
Female	773,483	791,851	2.4

Population by Age

Under 5	103,276	108,151	4.7
5-14	226,083	210,712	-6.8
15-24	203,579	212,151	4.2
25-34	207,256	185,134	-10.7
35-44	244,843	215,511	-12.0
45-54	204,960	244,915	19.5
55-64	122,056	180,480	47.9
65-74	95,918	97,881	2.1
75-84	67,966	65,537	-3.6
85 years & over	24,804	28,836	16.3
Under 18 years	395,989	386,542	-2.4
18 to 64 years	916,064	970,512	5.9
65 years & over	188,688	192,254	1.9

Median Age	35.4	37.8	-
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Housing & Construction

Housing

According to 2008 estimates, the metro area has 654,514 total housing units. Of the 606,682 occupied units, 63.8% were owner-occupied and 36.2% renter-occupied.

The age of the area's housing stock reflects building spurts of previous decades. Figures from 2008 indicate 36.3% of all housing units were built in the 1940 to 1969 period, a time of significant population growth in the metro area.

More recently built housing units (built from 1990 to 2008) account for 17.3% of the housing stock, while 20.9% were built from 1970 to 1989. Older units, those built in 1939 or earlier, account for 25.4% of all units.

Building & Construction

Construction employment in the metro Milwaukee area averaged 33,600 in 2008, up from 1990's 28,500 construction jobs.

Over the past 10 years, the number of new dwelling unit permits issued in the metro area has averaged 5,243 per year, from a high of 7,173 in 1999 to 2,444 in 2008. In this period, new permits issued have been led largely by single family home activity. Of the 2,444 new dwelling unit permits issued in 2008, 1,234 were single-family unit permits.

Housing Units

	2000	2008	2008 % dist.
Housing Occupancy			
All housing units	618,244	654,514	100.0
Occupied housing units	587,657	606,682	92.7
Vacant housing units	30,587	47,832	7.3
Housing Tenure			
Occupied housing units	587,657	606,682	100.0
Owner-occupied units	358,985	387,131	63.8
Renter-occupied units	228,672	219,551	36.2

New Dwelling Unit Permits Issued

Year	Single Family Units	Two Family Units	Multi-Family Units	Total
1996	3,693	310	2,443	6,446
1997	3,351	482	2,596	6,429
1998	3,844	450	2,847	7,141
1999	4,200	444	2,529	7,173
2000	3,581	408	1,642	5,631
2001	3,564	294	2,021	5,879
2002	3,456	360	2,120	5,936
2003	3,939	344	2,184	6,467
2004	3,840	306	1,756	5,902
2005	3,361	262	1,821	5,444
2006	2,624	142	1,524	4,290
2007	2,082	106	1,078	3,266
2008	1,234	58	1,152	2,444

Construction Activity

	Signed Construction Contracts (\$)		
	Nonresidential	Residential	Total
1996	697,061,000	703,774,000	1,400,835,000
1997	802,029,000	648,116,000	1,450,145,000
1998	583,143,000	689,167,000	1,272,310,000
1999	866,338,000	765,032,000	1,631,370,000
2000	865,598,000	804,611,000	1,670,209,000
2001	1,190,883,000	931,361,000	2,122,244,000
2002	895,817,000	996,418,000	1,892,235,000
2003	891,622,000	1,063,321,000	1,954,943,000
2004	885,005,000	1,429,390,000	2,314,395,000
2005	1,019,669,000	1,322,238,000	2,341,907,000
2006	1,448,116,000	1,011,058,000	2,459,174,000
2007	971,473,000	790,674,000	1,762,147,000
2008	1,111,250,000	563,014,000	1,674,264,000

Income

Personal Income

Total personal income for the metro Milwaukee area was \$66.7 billion in 2008, which translates into a per capita personal income figure of \$43,042. Metro Milwaukee's figure is 8.7% higher than the per capita figure for the United States as a whole. Metro Milwaukee ranks 42nd among the nation's 366 metropolitan areas in per capita personal income.

The metro area's per capita personal income figure rose at a 31.6% pace over the 2000 to 2008 period, while total personal income increased 35.7%.

Household Income

The median household income total for 2008 (from the American Community Survey) reached an estimated \$54,286 for the metro area, up 18.5% from 1999 census figures. Metro Milwaukee's total exceeds the national median by 2.5%.

1999 income totals (from the 2000 census) indicate that among the metro area's four counties, Waukesha County recorded the highest 1999 median household income, at \$62,839. Growth in median household income in the 1989-1999 period was strongest in Washington County, up 48.4%.

Personal Income – Metro Milwaukee

	Total (000)	Per Capita	U.S. Per Capita
1998	44,705,545	29,985	26,883
1999	46,647,037	31,176	27,939
2000	49,151,290	32,718	29,847
2001	50,920,492	33,704	30,582
2002	52,017,249	34,237	30,838
2003	52,909,266	34,663	31,530
2004	54,932,983	35,863	33,157
2005	57,059,840	37,193	34,690
2006	61,083,073	39,697	36,794
2007	64,472,498	41,774	38,615
2008	66,684,848	43,042	39,582

Household Income – Metro Milwaukee

	1999	2008
Total households	588,230	606,682
Households by income Group:		
Under \$10,000	46,112	39,760
\$10,000 - \$14,999	32,211	30,781
\$15,000 - \$24,999	69,656	59,563
\$25,000 - \$34,999	72,941	61,147
\$35,000 - \$49,999	97,854	85,570
\$50,000 - \$74,999	125,622	117,927
\$75,000 - \$99,999	70,854	83,382
\$100,000 - \$149,999	48,278	82,879
\$150,000 - \$199,999	11,810	24,694
\$200,000 or more	12,892	20,979
Median household income	\$45,901	\$54,386

Median Household Income

	1989	1999	% chg. 89-99
Metropolitan Milwaukee	\$32,316	\$45,901	42.0
Milwaukee County	27,867	38,100	36.7
Ozaukee County	42,695	62,745	47.0
Washington County	38,431	57,033	48.4
Waukesha County	44,565	62,839	41.0

Labor Force

Unemployment

Occupational and industry diversity best characterizes the metro Milwaukee area's labor force. This diversity has helped keep annual unemployment rates for the metro area generally under those posted nationally. Over the 1999 to 2008 period, metro Milwaukee's unemployment rate has averaged 0.2 percentage points under the nation's rate. The metro area jobless rate ranked under the nation's in six of these ten years. For 2008, metro Milwaukee's 4.8% rate ranked below the nation's 5.8% rate.

Unemployment Rates

	Metro Milwaukee	U.S.
1999	3.1%	4.2%
2000	3.6%	4.0%
2001	4.6%	4.7%
2002	5.8%	5.8%
2003	6.1%	6.0%
2004	5.4%	5.5%
2005	5.0%	5.1%
2006	4.8%	4.6%
2007	4.9%	4.6%
2008	4.8%	5.8%

Nonfarm Employment

	2001	2002	2003	2004	2005	2006	2007	2008
Total nonfarm payroll employment	856,900	839,500	830,400	832,100	840,700	850,600	857,300	852,200
Construction, mining & nat. res.	34,700	33,800	33,600	33,800	34,200	34,900	35,700	33,600
Manufacturing	154,600	143,400	136,500	134,100	133,500	133,200	133,200	131,300
Trade, transportation & utilities	160,000	154,500	152,400	152,500	153,800	154,400	153,600	150,300
Information	19,900	19,200	18,400	18,400	18,200	17,800	17,500	17,300
Financial activities	58,200	57,700	57,900	57,800	57,200	57,700	58,200	58,000
Professional & business services	105,600	104,100	103,500	105,100	108,500	111,400	114,600	113,500
Educational & health services	124,700	126,400	128,200	131,000	133,100	137,100	139,800	142,800
Leisure & hospitality	64,500	64,200	65,500	66,300	68,900	70,900	71,900	70,300
Other service, exc. public	41,200	41,300	41,000	41,700	41,600	41,400	41,900	42,500
Government	93,600	94,900	93,000	91,500	91,900	91,800	91,000	92,600

Industrial Makeup

The metro area has been evolving from a goods producing employment base to a more service based one. Since 1990, the goods-producing sector has gone from employing 25.2% of Milwaukee's workforce to 19.3% in 2008. Conversely, the service-providing share of jobs has risen from 74.8% in 1990 to 80.6% in 2008.

Nonetheless, the metro area has a much greater share of its workforce in manufacturing (15.4%) than the nation as a whole (9.8%). Of the nation's largest metro areas, Milwaukee has the second largest percentage of its workforce in manufacturing. The metro area's financial activities, professional & business services and educational & health services sectors are also over-represented in employment terms. On the other hand, the construction, trade, transportation & utilities, information, leisure & hospitality, and government sectors are under-represented.

Employment Distribution

	2008	% dist.	U.S. % dist.
Total nonfarm payroll employment	852,200	100.0	100.0
Construction, mining & nat. res.	33,600	3.9	5.9
Manufacturing	131,300	15.4	9.8
Trade, transportation & utilities	150,300	17.6	19.2
Information	17,300	2.0	2.2
Financial activities	58,000	6.8	5.9
Professional & business services	113,500	13.3	13.0
Educational & health services	142,800	16.8	13.8
Leisure & hospitality	70,300	8.2	9.8
Other service, exc. public	42,500	5.0	4.0
Government	92,600	10.9	16.4

Economy

Establishments

For 2007, business establishments in metro Milwaukee numbered 40,322, a 10.8% increase from 1990 levels. Among 2007's total number, 38,970 business establishments have less than 100 employees while 1,352 have 100 or more.

By major industry, the retail trade sector posted the largest number of total establishments with 4,986 and the biggest group of establishments with less than 100 employees. Conversely, the manufacturing sector registered the largest number of establishments with 100 or more employees (311) out of a total number of 2,747.

Retail Trade

Metro Milwaukee represents a substantial retail market. Retail sales reached \$16.2 billion in 2002, according to the U.S. Census Bureau's Economic Census. Retail sales per capita totaled \$16,222 for that year.

By major store group, motor vehicles & parts dealers made up the largest part of retail sales by sales volume, with \$4.4 billion in sales, according to 2002 Economic Census figures. Food & beverage stores, at \$2.5 billion and general merchandise stores, with \$2.2 billion followed in rank order.

Business Establishments by Industry – 2007

	Total	By # of employees	
		<100	≥100
Total, metro Milwaukee	40,322	38,970	1,352
Forestry, fishing, hunting & ag. sup.	22	22	0
Mining	27	25	2
Utilities	59	47	12
Construction	3,751	3,714	37
Manufacturing	2,747	2,436	311
Wholesale trade	2,631	2,556	75
Retail trade	4,986	4,788	198
Transportation & warehousing	1,133	1,077	56
Information	622	583	39
Finance & insurance	2,904	2,824	80
Real estate & rental & leasing	1,478	1,468	10
Professional, scientific & tech. ser.	4,058	4,002	56
Management of companies & enter.	404	354	50
Admin., sup., waste mgt. & remed.	2,299	2,184	115
Educational services	584	558	26
Health care & social assistance	4,862	4,679	183
Arts, entertainment & recreation	575	553	22
Accommodation & food services	3,189	3,141	48
Other services (exc. public admin.)	3,958	3,926	32
Unclassified establishments	33	33	0

Wholesale & Retail Trade Activity - 2002

NAICS	Type of Store	Establishments	2002 Sales (\$000)
Wholesale trade total, metro Milwaukee		2,797	27,902,617
421	Durable goods	1,770	12,828,521
422	Nondurable goods	688	N.A.
423	Wholesale electronic markets & agents & brokers	339	N.A.
Retail trade total, metro Milwaukee		5,062	16,221,891
441	Motor vehicle & parts dealers	529	4,369,406
442	Furniture & home furnishing stores	287	525,424
443	Electronics & appliance stores	232	543,570
444	Building material & garden equip. & supplies dealers	427	1,309,385
445	Food & beverage stores	631	2,530,324
446	Health & personal care stores	466	1,158,011
447	Gasoline stations	501	1,358,079
448	Clothing & clothing accessories stores	652	735,102
451	Sporting goods, hobby, book & music stores	341	408,994
452	General merchandise stores	141	2,223,842
453	Miscellaneous store retailers	586	398,804
454	Nonstore retailers	269	660,950

Economy

Service Sector

Recent job growth in the metro area has largely come in the service-providing sector. Over the 1990 to 2008 period, service-providing jobs grew 21.2%, an addition of 120,400 jobs, and outpaced the 12.6% growth in employment posted overall.

Companies based in the Milwaukee area are national leaders in such diverse service industries as law, health, advertising, banking, securities, air travel, insurance, mutual funds, and data processing.

Industrial Sector

Metro Milwaukee is a leading center of manufacturing activity. Of the nation's largest metro areas, Milwaukee ranks second in the percentage (15.4%) of its workforce in manufacturing. Only San Jose, California ranks higher. By value of shipments, metro Milwaukee (with \$29.3 billion) ranks as the 20th largest metro manufacturing center in the U.S.

Although Milwaukee is known as a brewing center, less than 1% of its workforce is employed in brewing. Over one-third of all manufacturing employees are employed in machinery production. Milwaukee area manufacturers are leaders nationally in the production of x-ray apparatus & tubes, small gasoline engines, malt beverages, iron & steel forgings, mining machinery, construction machinery, speed changers & drives, leather goods and lithographic commercial printing.

Milwaukee is a leading producer of such advanced technology products as medical diagnostic instruments, industrial robots, electronic controls & systems for factory automation, CAD/CAM processing, avionics and advanced ceramics.

Manufacturing Industries - 2002

NAICS	Industry	Value of Shipments (\$000)
Manufacturing total, metro Milwaukee		29,328,356
311	Food	3,275,121
312	Beverage & tobacco products	N.A.
313	Textile mills	51,103
314	Textile product mills	49,397
315	Apparel	40,290
316	Leather & allied products	171,411
321	Wood products	110,465
322	Paper	790,740
323	Printing & related support activities	1,799,377
325	Chemicals	1,378,132
326	Plastics & rubber products	985,043
327	Nonmetallic mineral products	340,573
331	Primary metals	1,249,801
332	Fabricated metal products	3,852,376
333	Machinery	4,204,016
334	Computer & electronic products	2,607,922
335	Electrical equip., appliance & components	3,282,716
336	Transportation equipment	3,001,671
337	Furniture & related products	265,044
339	Miscellaneous	1,157,299

Selected Services - 2002

NAICS	Industry	Sales/Receipts (\$000)
484	Truck transportation	1,164,987
485	Transit & ground passenger transportation	159,479
488	Support activities for transportation	202,127
492	Couriers & messengers	914,940
511	Publishing services (except internet)	1,085,717
515	Broadcasting (except internet)	204,459
518	Internet service providers, web search portals & data processing	749,325
531	Real estate	1,006,951
532	Rental & leasing services	425,480
561	Administrative & support services	2,022,565
562	Waste management & remediation services	293,620
611	Education services (private)	117,310
621	Ambulatory health care services	3,389,041
71	Arts, entertainment & recreation	894,452
721	Accommodations	287,029
722	Food services & drinking places	1,664,555
811	Repair & maintenance	757,436
812	Personal & laundry services	481,629
813	Religious /civic/professional organizations	582,090

Economic Indicators 2004 - 2008

	2004	2005	2006	2007	2008
Nonfarm Payroll Employment					
Total nonfarm payroll employment	832,100	840,700	850,600	857,300	852,200
Construction, mining & nat. res.	33,800	34,200	34,900	35,700	33,600
Manufacturing	134,100	133,500	133,200	133,200	131,300
Trade, transportation & utilities	152,500	153,800	154,400	153,600	150,300
Information	18,400	18,200	17,800	17,500	17,300
Financial activities	57,800	57,200	57,700	58,200	58,000
Professional & business services	105,100	108,500	111,400	114,600	113,500
Educational & health services	131,000	133,100	137,100	139,800	142,800
Leisure & hospitality	66,300	68,900	70,900	71,900	70,300
Other service, exc. public	41,700	41,600	41,400	41,900	42,500
Government	91,500	91,900	91,800	91,000	92,600
Labor Force Data					
Labor Force	786,461	785,622	796,611	807,420	804,253
Employed	743,732	746,230	758,157	768,082	765,322
Unemployed	42,729	39,392	38,454	39,338	38,931
Unemployment Rate (%) - Metro Milwaukee	5.4	5.0	4.8	4.9	4.8
Unemployment Rate (%) - United States	5.5	5.1	4.6	4.6	5.8
Income					
Total Personal Income (\$ mil.)	54,933	57,060	61,084	64,472	66,685
Per Capita Personal Income (\$) - Metro Milwaukee	35,863	37,193	39,697	41,774	43,042
Per Capita Personal Income (\$) - United States	33,157	34,690	36,794	38,615	39,582
Consumer Prices					
Consumer Price Index* CPI-U (Milwaukee)	180.2	185.2	189.9	194.102	203.029
Consumer Price Index* CPI-U (U.S.)	188.9	195.3	201.6	207.342	215.303
Construction & Real Estate					
Const. Permit Value - New Residential (\$000)	1,088,818	1,087,032	852,921	749,760	482,712
Construction Contracts (\$000)	2,314,395	2,341,907	2,459,174	1,762,147	1,674,264
New Dwelling Unit Permits (#)	5,902	5,444	4,290	3,266	2,444
Existing Homes Sold (#)	16,114	16,752	15,369	13,167	10,707
Mortgages Issued (Milwaukee County) (#)	75,400	80,445	70,256	56,514	39,505
Transportation					
Mitchell International Air Passengers (#)	6,661,105	7,268,000	7,299,294	7,712,535	7,956,968
Port of Milw. Waterborne Commerce (tons)	3,155,896	3,805,279	4,007,146	4,019,469	N.A.
New-Car Registrations (#)	40,253	42,335	41,651	41,064	35,162
Miscellaneous Indicators					
Avg. Weekly Wage (\$)	756	773	809	832	855
Business Establishments (#)	40,034	40,303	40,503	40,322	N.A.
Industrial Electricity Sales (Mil KWH)	5,132.1	5,198.0	5,106.4	5,183.7	5,105.1

* Consumer price for urban consumers, 1982-84=100.

Indicators are for metro Milwaukee (Milwaukee, Ozaukee, Washington & Waukesha counties) except where indicated.

Selected indicators are subject to periodic revision.

Sources: F.W. Dodge, Milwaukee County Register of Deeds Office, Mitchell International Airport, Multiple Listing Service, U.S. Army Corps of Engineers, U.S. Department of Commerce, U.S. Department of Labor, Port of Milwaukee, We Energies, Wisconsin Department of Transportation and Wisconsin Department of Workforce Development.

Education

Primary Education

Metro Milwaukee's 51 public school districts have over 238,000 students and produce over 17,000 high school graduates annually. In addition, private schools in the metro area enroll nearly 59,000 students and produce 2,600 high school graduates per year.

The commitment of the Milwaukee area to primary education is evidenced by the strong performance of its students in college entrance exams. Metro Milwaukee public high school students post higher average composite college entrance exam scores (ACT) than the national average. Furthermore, Wisconsin high school students as a whole consistently rank among the top handful of states in performance on ACT and SAT scores.

Colleges & Universities

In the realm of higher education, metro Milwaukee is home to 20 institutions of higher learning, including 14 institutions which primarily grant four-year degrees or higher and six institutions largely granting associate's degrees or technical certificates. These institutions enrolled over 97,000 persons in the 2007-2008 academic year.

Over 17,000 degrees and certificates were conferred over the 2006-2007 academic year by area institutions. Included in this total are 8,300 bachelor's degrees and nearly 4,000 post-graduate degrees.

Overall, metro Milwaukee's population is well educated. Estimates for 2008 indicate that 30.9% of the metro area's 25 year old and over population have a bachelor's degree or higher, larger than comparable state (25.7%) and national (27.7%) figures.

Years of School Completed

(persons 25 years and older)

	2008
Population age 25 years & older	1,016,576
Less than 9th grade	39,917
9th to 12th grade (no diploma)	73,355
High school graduate	288,101
Some college, no degree	227,867
Associate degree	73,560
Bachelor's degree	207,223
Graduate or professional degree	106,553
Percent high school graduates or higher	88.9
Percent Bachelor's degree or higher	30.9

Institutions of Higher Learning

	Enrollment*
Alverno College	2,654
Bryant & Stratton College	1,264
Cardinal Stritch University	6,277
Carroll College	3,324
Concordia University Wisconsin	5,933
ITT Technical Institute	939
Keller Graduate School of Management	273
Marquette University	11,516
Medical College of Wisconsin	1,235
Milwaukee Area Technical College	17,193
Milwaukee Institute of Art & Design	657
Milwaukee School of Engineering	2,516
Mount Mary College	1,702
Ottawa University-Milwaukee	396
University of Phoenix-Milwaukee	674
University of Wisconsin-Milwaukee	29,338
Univ. of Wis. Center-Washington County	1,018
Univ. of Wis. Center-Waukesha County	2,038
Waukesha County Technical College	7,419
Wisconsin Lutheran College	706

* 2007-2008 enrollment in degree & certificate programs.

Transportation

Air Service

Mitchell International Airport
(414) 747-5300

Located eight miles south of Milwaukee's business center, it is the region's primary commercial airport. Mitchell International is served by eight major air carriers and five regional carriers, reaching 48 nonstop destinations daily. Metro Milwaukee is served by four other general aviation airports.

Port Facilities

Port of Milwaukee
(414) 286-3511

Location on one of the five Great Lakes provides Milwaukee with a direct route to the oceans, via the St. Lawrence Seaway. The Port serves both domestic and international locations with waterborne commerce totaling more than 4 million net tons in 2007. High-speed lake ferry service is available seasonally from Milwaukee to Muskegon, Michigan by Lake Express (www.lake-express.com).

Railroads

Milwaukee is served principally by four railroads which provide freight service to other important cities throughout the midwest and North America. Amtrak passenger service is available to all of the U.S. and Canada.

Highways

The metro Milwaukee area is accessible by 151 miles of expressways. Highways include Interstates I-43 and I-94 and U.S. highways 41, 45 and 18. Commute times in the metro area average 22.4 minutes (one-way), among the shortest commutes for major U.S. metro areas.

Mass Transit

Milwaukee County Transit System
(414) 344-6711

Mass transit needs are provided principally by the Milwaukee County Transit System. Its 56 plus routes place nearly 85% of county residents within one-quarter mile of bus service.

General Mitchell International Airport

	2006	2007	2008	% chg 07-08
Passengers	7,299,294	7,712,535	7,956,968	3.2
Air Freight (lbs.)*	194,110	187,352	183,478	-2.1
Air Mail (lbs.)*	10,179	7,212	7,159	-0.7
Available Seats	10,042,412	10,176,174	10,656,852	4.7
Available per day	27,513	27,880	29,197	4.7
Operations:				
Air Carrier, Large	69,941	66,762	63,904	-4.3
Air Carrier, Small	109,060	110,691	100,864	-8.9
General/Civil	20,945	20,396	16,404	-19.6
Military	2,559	2,356	2,106	-10.6
Total	202,505	200,205	183,278	-8.5

* in thousands

Waterborne Commerce – Port of Milwaukee (net tons)

	Total	Domestic	Foreign	Imports	Exports
1998	3,108,428	1,706,454	1,401,974	1,082,303	319,671
1999	3,530,620	2,130,495	1,400,125	901,330	498,795
2000	3,538,522	2,311,449	1,227,073	939,562	287,511
2001	3,372,651	1,727,803	1,644,848	1,182,124	462,724
2002	3,126,642	1,707,539	1,419,103	885,579	533,524
2003	3,001,880	1,557,526	1,444,354	1,119,290	325,064
2004	3,155,896	1,826,504	1,329,392	1,075,511	253,881
2005	3,805,279	2,401,475	1,403,804	1,099,300	304,504
2006	4,007,146	2,588,516	1,418,630	921,629	497,001
2007	4,019,469	2,319,342	1,700,127	1,395,505	304,622

Utilities & Taxes

Utilities

Electricity

We Energies
(800) 242-9137

Electric power is supplied by We Energies. A good balance of fuel resources used in the production of electricity results in an electric rate which compares favorably with the national average. For Wisconsin utilities, revenue per kilowatt hour of electricity averaged 7.1% lower than the national average in 2007.

Gas Service

We Energies
(800) 242-9137

We Energies provides natural gas service to the greater Milwaukee area. Rates for Wisconsin utilities are competitive with national averages. For residential customers, the price per thousand cubic feet of natural gas was 6.4% lower than the U.S. average in 2008.

Water & Sewer

Milwaukee Water Works
(414) 286-2830

Milwaukee Metropolitan Sewerage District
(414) 272-5100

Milwaukee Water Works services most of Milwaukee County, while several cities tap directly into Lake Michigan. Sewerage treatment service for much of the area is provided by the Milwaukee Metropolitan Sewerage District.

Telecommunications

AT&T
(800) 924-1000

AT&T is the metro area's largest local telephone service provider. AT&T provides state-of-the-art business services, including electronic fiber connectivity and a fiber optic ring network in downtown Milwaukee.

Selected Taxes in Metro Milwaukee

Corporate Income Tax (State) 7.9%

Sales/Use (State/County) 5.6%*

Credit for electricity & fuel used for manufacturing Tax Credit

Manufacturing machinery Exempt

Pollution control equipment Exempt

Materials consumed in manufacturing Exempt

Property Tax (Local): Among area municipalities, property tax rates range from \$12.33 to \$26 per \$1,000 of a property's full value. There is no property tax on non-business personal property.

Computers & related equipment Exempt

Manufacturing machinery & equipment Exempt

Manufacturing inventories Exempt

Merchant's inventories Exempt

Pollution control equipment Exempt

Unemployment Compensation (State)

New Employers (3 yrs.), Payroll < than \$500,000 3.25%

New Employers (3 yrs.), Payroll ≥ than \$500,000 3.40%

Base \$12,000

Minimum-Employers < \$500,000 in payroll 0.05%

Minimum-Employers ≥ \$500,000 in payroll 0.10%

Maximum-All employers 9.80%

FUTA penalty 0%

Personal Income (State)

Taxable Income - Married filing jointly
\$0-\$12,930 4.60%

\$12,931-\$25,860 6.15%

\$25,861-\$193,950 6.50%

\$193,950+ 6.75%

Taxable Income - Filing as single
\$0-\$9,700 4.60%

\$9,701-\$19,400 6.15%

\$19,401-\$145,460 6.50%

\$145,460+ 6.75%

Capital Gains (State)

For assets held for more than 12 months 30% exclusion

* Total sales tax in Milwaukee, Ozaukee, and Washington counties is 5.6%, while the total in Waukesha County is 5.1%.

Cost of Living & Corporate Community

Cost of Living

Milwaukee's ACCRA Cost of Living Index for 2009's first quarter was 102.0, slightly above the U.S. city average of 100. Grocery, and miscellaneous goods and services cost less than average. Overall housing, utilities transportation, and health care costs ranked above average.

Milwaukee's overall cost of living compares favorably with other large metro areas. Metro Milwaukee's cost of living falls below 68% of the nation's 20 largest metro areas.

Corporate Center

Metro Milwaukee's central location makes it a significant corporate center. One hundred forty-five business establishments in the Milwaukee area employ 500 or more employees. Fifteen Fortune 1000 companies are headquartered in the metro area, including one of the nation's 40 largest banks, and one of the county's five largest life insurance companies. In addition, more than 50 Fortune 1000 companies have significant operations in the Milwaukee area.

ACCRA Cost of Living Index - First Quarter, 2009

U.S. Average =100	Composite
New York (Manhattan), NY	219.3
San Francisco, CA	164.9
Los Angeles-Long Beach, CA	142.2
Washington-Arlington-Alexandria, DC-VA	138.4
San Diego, CA	132.5
Boston, MA	129.5
Seattle, WA	125.7
Philadelphia, PA	122.6
Baltimore, MD	121.7
Portland, OR	117.1
Chicago, IL	113.5
Minneapolis, MN	112.3
Miami-Dade County, FL	111.0
Milwaukee-Waukesha-West Allis, WI	102.0
Denver, CO	101.9
Detroit, MI	100.1
Cleveland, OH	99.3
Orlando, FL	98.2
Tampa-St. Petersburg,-Clearwater, FL	97.3
Kansas City, MO-KS	95.5
Atlanta, GA	94.9
Columbus, OH	94.7
Dallas, TX	92.9
Cincinnati, OH	92.4
Charlotte, NC	92.3
Pittsburgh, PA	92.2
Houston, TX	89.2
Indianapolis, IN	88.7
St. Louis, MO-IL	87.6

Fortune 1000 Companies Headquartered in Metro Milwaukee

Company (Fortune ranking)	Business type	\$ bil. in revenue ('08)
Johnson Controls, Inc. (58)	Control systems	38.1
Northwestern Mutual (118)	Life insurance	21.7
Manpower Inc. (119)	Temporary employment services	21.5
Kohl's Corp. (155)	Department stores	16.4
Harley-Davidson, Inc. (412)	Motorcycles	6.0
Rockwell Automation (429)	Industrial automation products	5.7
Fiserv, Inc. (482)	Data processing & software	4.9
Wisconsin Energy Corp. (515)	Electric & gas utility	4.4
Marshall & Ilsley Corp. (550)	Banking	4.0
Joy Global Inc. (626)	Mining machinery	3.4
Bucyrus International (775)	Mining machinery	2.5
A.O. Smith Corp. (822)	Electric motors & water heaters	2.3
Briggs & Stratton Corp. (862)	Small engines	2.2
RBS Global-Rexnord (947)	Power transmission equipment	1.9
MGIC Investment (999)	Mortgage insurance	1.7

Notes & Sources

Notes

Statistics given are for the metro Milwaukee area (Milwaukee, Ozaukee, Washington & Waukesha counties) unless otherwise indicated.

Sources

F.W. Dodge
Fortune Magazine
Milwaukee County Register of Deeds Office
Mitchell International Airport
Multiple Listing Service
Port of Milwaukee
U.S. Army Corps of Engineers
U.S. Bureau of Economic Analysis
U.S. Bureau of Labor Statistics
U.S. Census Bureau
U.S. Department of Education, National Center for Education Statistics
Wisconsin Department of Public Instruction
Wisconsin Department of Workforce Development
We Energies
Wisconsin Department of Transportation

Economic Development Contacts

Forward Wisconsin (800-669-1190/www.forwardwisconsin.com)
Metropolitan Milwaukee Association of Commerce (414-287-4100/www.mmac.org)
Milwaukee Department of City Development (414-286-5800/www.mkedcd.org)
Milwaukee 7 (regional economic development organization) (866-596-6463/www.choosemilwaukee.com)
Wisconsin Department of Commerce (608-266-1018/www.commerce.state.wi.us)

For more information contact:

Economic Research Division
Metropolitan Milwaukee Association of Commerce
756 N. Milwaukee Street
Milwaukee, Wisconsin 53202

Web site: www.mmac.org
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MMAC (09-09)

MMAC Metropolitan
Milwaukee
Association of
Commerce
Council of Small Business Executives