

Metro Milwaukee Data Profile

POPULATION/DEMOGRAPHICS

Population (1,2)	2010	2020	2022
Metro Milwaukee	1,555,908	1,574,721	1,559,792
By County			
Milwaukee County	947,735	939,495	918,661
Ozaukee County	86,395	91,499	93,009
Washington County	131,887	136,756	137,688
Waukesha County	389,891	406,971	410,434
By Major Municipality (15,000+ population)			
Milwaukee, city	594,833	577,225	563,305
Waukesha, city	70,718	71,162	70,454
West Allis, city	60,411	60,334	58,950
Wauwatosa, city	46,396	48,382	47,289
Brookfield, city	37,920	41,462	41,958
New Berlin, city	39,584	40,448	40,315
Menomonee Falls, village	35,626	38,529	39,246
Greenfield, city	36,720	37,790	37,071
Oak Creek, city	34,451	36,507	36,087
Franklin, city	35,451	36,817	36,066
West Bend, city	31,078	31,740	31,604
Mequon, city	23,132	25,147	25,337
Muskego, city	24,135	25,037	25,150
Germantown, village	19,749	20,907	21,015
South Milwaukee, city	21,156	20,797	20,309
Oconomowoc, city	15,759	18,198	18,505
Cudahy, city	18,267	18,203	17,796
Pewaukee, city	13,195	15,919	16,169
Hartford, city	14,223	15,654	15,829

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Population/Demographic Characteristics (1,2)	2010	2020	2022	% dist ('22)
Population by age:				
Total	1,555,908	1,574,721	1,559,792	100.0
Under 5	103,565	94,354	90,839	5.8
5 to 13	190,817	181,296	174,952	11.2
14 to 17	88,554	82,921	83,123	5.3
18 to 24	150,305	140,982	138,505	8.9
25 to 34	209,356	216,749	213,174	13.7
35 to 44	200,650	203,239	205,838	13.2
45 to 54	233,471	189,855	182,308	11.7
55 to 64	183,358	210,530	202,146	13.0
65 +	195,832	254,795	268,907	17.2
Median age	36.9	38.3	38.8	
Population by sex:				
Male	756,805	774,095	766,468	49.1
Female	799,103	800,626	793,324	50.9
Population by race:				
White	1,202,957	1,189,409	1,174,451	75.3
Black/African American	265,545	266,635	261,916	16.8
American Indian	10,220	11,687	11,812	0.8
Asian	47,194	67,556	70,452	4.5
Native Hawaiian	790	737	664	0.0
Two or more	29,202	38,697	40,497	2.6
Hispanic/Latino (3)	147,503	178,486	183,097	11.7
Housing/Household Characteristics (2,7)				
Households	622,087	651,032	654,547	
Persons per household	2.45	2.37	2.35	
Housing Occupancy				
All housing units	669,879	693,765	697,624	
Occupied housing units	622,087	651,032	654,547	
Vacant housing units	47,792	42,733	43,077	
Housing Tenure				
Occupied housing units	622,087	651,032	654,547	
Owner-occupied housing units	380,813	383,654	393,128	
Renter-occupied housing units	241,274	267,518	261,419	

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WORK FORCE

Labor Market (4)	Labor Force	Employment	Unemployed	% Unemployed
2013	820,533	761,886	58,647	7.1
2014	821,928	774,500	47,428	5.8
2015	820,645	781,184	39,461	4.8
2016	825,535	790,722	34,813	4.2
2017	830,473	801,369	29,104	3.5
2018	822,521	796,331	26,190	3.2
2019	818,529	791,021	27,508	3.4
2020	816,010	757,355	58,655	7.2
2021	813,479	777,359	36,120	4.4
2022	807,418	781,899	25,519	3.2

Payroll Employment by Industry (5)	2010	2020	2022	% dist. ('22)
Total	770,142	778,348	804,190	100.0
Goods producing	139,680	146,046	148,942	18.5
Natural resource & mining	1,171	1,407	1,483	0.2
Construction	25,561	32,616	33,937	4.2
Manufacturing	112,947	112,023	113,522	14.1
Service providing	630,462	632,302	655,248	81.5
Trade, transportation & utilities	138,505	137,696	143,272	17.8
Wholesale trade	35,498	34,374	35,755	4.4
Retail trade	75,887	74,584	73,944	9.2
Transp., warehousing & utilities	27,120	28,738	33,573	4.2
Information	15,645	12,106	12,005	1.5
Financial activities	53,265	49,342	49,155	6.1
Finance & insurance	43,508	39,373	38,706	4.8
Real estate, rental & leasing	9,757	9,969	10,449	1.3
Professional & business services	106,299	112,722	117,148	14.6
Professional & technical services	35,962	38,941	42,359	5.3
Management of companies	22,072	25,673	25,750	3.2
Administrative & waste services	48,266	48,107	49,038	6.1
Educational & health services	137,780	158,721	158,059	19.7
Educational services	20,791	22,491	23,406	2.9
Health care & social assistance	116,989	136,229	134,653	16.7
Leisure & hospitality	67,922	62,637	75,639	9.4
Arts, entertainment & recreation	10,936	10,545	14,578	1.8
Accommodation & food services	56,986	52,092	61,061	7.6
Other services, excluding public	27,438	23,900	24,582	3.1
Government	83,556	75,180	75,379	9.4

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Employment by Occupation (6)	May 2022	% dist.
Employed population 16 years and over	801,220	100.0
Management occupations	36,770	4.6
Business & financial operations occupations	56,510	7.1
Computer & mathematical occupations	25,100	3.1
Architecture & engineering occupations	17,380	2.2
Life, physical & social science occupations	5,050	0.6
Community & social services occupations	11,190	1.4
Legal occupations	6,840	0.9
Education, training & library occupations	41,360	5.2
Arts, design, entertainment, sports, & media occ.	9,140	1.1
Healthcare practitioner & technical occupations	58,000	7.2
Healthcare support occupations	49,940	6.2
Protective service occupations	14,460	1.8
Food preparation & serving related occupations	60,840	7.6
Building & grounds cleaning & maintenance occ.	22,770	2.8
Personal care & service occupations	14,470	1.8
Sales & related occupations	70,260	8.8
Office & administrative support occupations	97,540	12.2
Farming, fishing & forestry occupations	460	0.1
Construction & extractive occupations	27,020	3.4
Installation, maintenance & repair occupations	28,310	3.5
Production occupations	77,580	9.7
Transportation and material moving occupations	70,230	8.8

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Worker Earnings by Industry - 2022 (5)	Employment	Wages (000)	Average weekly earnings	Annual average earnings
Total	804,190	\$51,465,729	\$1,231	\$63,997
Goods producing	148,942	11,154,476	1,440	74,891
Natural resource & mining	1,483	76,080	986	51,293
Construction	33,937	2,629,518	1,490	77,483
Manufacturing	113,522	8,448,878	1,431	74,425
Service providing	655,248	40,311,252	1,183	61,520
Trade, transportation & utilities	143,272	7,539,435	1,012	52,623
Wholesale trade	35,755	3,118,542	1,677	87,220
Retail trade	73,944	2,622,210	682	35,462
Transp., warehousing & utilities	33,573	1,798,683	1,030	53,575
Information	12,005	1,123,550	1,800	93,591
Financial activities	49,155	5,293,020	2,071	107,681
Finance & insurance	38,706	4,656,012	2,313	120,293
Real estate, rental & leasing	10,449	637,008	1,172	60,963
Professional & business services	117,148	9,315,275	1,529	79,517
Professional & technical services	42,359	4,088,142	1,856	96,511
Management of companies	25,750	3,134,801	2,341	121,738
Administrative & waste services	49,038	2,092,333	821	42,667
Educational & health services	158,059	9,378,328	1,141	59,334
Educational services	23,406	1,674,182	1,376	71,528
Health care & social assistance	134,653	7,704,146	1,100	57,215
Leisure & hospitality	75,639	2,047,155	520	27,065
Arts, entertainment & recreation	14,578	692,497	914	47,502
Accommodation & food services	61,061	1,354,658	427	22,185
Other services, excluding public	24,582	1,055,854	826	42,952
Government	75,379	4,558,275	1,163	60,471

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EDUCATION

Educational Attainment (7)	2022	% dist.
Population 25 years & over	1,073,114	100.0
Less than 9th grade	29,307	2.7
9th to 12th grade, no diploma	43,228	4.0
High school graduate (incl. equivalency)	272,443	25.4
Some college, no degree	208,641	19.4
Associate's degree	97,767	9.1
Bachelor's degree	266,244	24.8
Graduate or professional degree	155,484	14.5
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% high school graduate or higher	93.2	
% bachelor's degree or higher	39.3	

School Enrollment (7)	2022	% dist.
Population 3 yrs. & over enrolled in school	374,567	100.0
Nursery school, preschool	17,207	4.6
Kindergarten	24,515	6.5
Elementary school (grades 1-4)	73,732	19.7
Elementary school (grades 5-8)	81,924	21.9
High school (grades 9-12)	84,368	22.5
College, undergraduate	73,745	19.7
Graduate, professional school	19,076	5.1

Primary & Secondary Education (8)	Private	Public	Total
Enrollment PK-12 ('21-'22)	57,261	219,695	276,956
High school graduates ('20-'21)	2,519	14,944	17,463

Institutions of Higher Education (9)	Enrollment Fall 2021	Certificates awarded 2021/22	Associate's degrees conferred 2021/22	Bachelor's degrees conferred 2021/22	Post Grad degrees conferred 2021/22
Alverno College	1,822	72	6	276	225
Bryant & Stratton College-Wauwatosa	1,229	95	268	61	0
Cardinal Stritch University	1,365	0	4	231	245
Carroll University	3,397	0	0	631	269
Concordia University-Wisconsin	5,204	86	16	664	721
Herzing University-Brookfield	351	119	22	82	5
Marquette University	11,320	38	0	1,905	1,195
Medical College of Wisconsin	1,538	5	0	0	394
Milwaukee Area Technical College	11,828	2,301	1,246	0	0
Milwaukee Career College	172	173	19	0	0
Milwaukee Institute of Art & Design	898	0	0	158	0
Milwaukee School of Engineering	2,747	11	0	540	104
Mount Mary University	1,273	12	0	130	200
Nashotah House	134	2	0	0	14
Ottawa University-Milwaukee	172	0	0	45	32
Sacred Heart Seminary and School of Theology	111	1	0	0	15
University of Wisconsin-Milwaukee	24,459	893	262	3,815	1,539
Waukesha County Technical College	7,357	2,362	639	0	0
Wisconsin Lutheran College	1,147	3	0	225	45
Wisconsin School of Professional Psychology	75	0	0	0	25
Total	76,599	6,173	2,482	8,763	5,028

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ECONOMY/INCOME

Personal Income (10)	Total (000)	Per Capita U.S. per capita	
2013	\$74,247,257	\$47,264	\$44,401
2014	76,535,666	48,627	46,287
2015	79,834,420	50,685	48,060
2016	81,175,227	51,560	48,971
2017	83,904,150	53,341	51,004
2018	87,915,167	55,900	53,309
2019	90,633,374	57,571	55,547
2020	95,297,152	60,530	59,153
2021	104,078,976	66,586	64,430
2022	106,308,070	68,155	65,470

Private Nonfarm Business Establishments (11)	2010	2020	2021
Total	38,424	38,620	39,057
Goods producing	5,787	5,504	5,512
Natural resource & mining	48	45	46
Construction	3,200	3,160	3,217
Manufacturing	2,539	2,299	2,249
Service providing	32,637	33,116	33,545
Trade, transportation & utilities	8,290	7,799	7,885
Wholesale trade	2,471	2,146	2,127
Retail trade	4,714	4,418	4,421
Transp., warehousing & utilities	1,105	1,235	1,337
Information	618	638	641
Financial activities	4,113	4,059	4,108
Finance & insurance	2,781	2,521	2,502
Real estate, rental & leasing	1,332	1,538	1,606
Professional & business services	6,663	6,533	6,636
Professional & technical services	3,892	3,742	3,799
Management of companies	408	381	356
Administrative & waste services	2,363	2,410	2,481
Educational & health services	5,410	6,113	6,267
Educational services	580	591	579
Health care & social assistance	4,830	5,522	5,688
Leisure & hospitality	3,705	4,175	4,237
Arts, entertainment & recreation	594	684	692
Accommodation & food services	3,111	3,491	3,545
Other services, excluding public	3,794	3,754	3,738
Unclassified & auxiliary	44	45	33
Private establishments 1,000+ employees	51	44	40

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Selected Economic Statistics

Median household income (2022) (\$) (7)	70,898
% of population in poverty (2022) (7)	12.4%
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Gross domestic product (2022) (\$000) (10)	120,562,995
Manufacturing shipments (2017) (\$000) (12)	39,363,722
Wholesaler trade revenue (2017) (\$000) (12)	41,868,485
Retail sales (2017) (\$000) (12)	21,564,447

Notes & Sources

- (1) U.S. Census Bureau, 2022 Population Estimates, www.census.gov/programs-surveys/popest.html
- (2) U.S. Census Bureau, 2010 & 2020 Decennial Census, data.census.gov
- (3) Persons of Hispanic/Latino origin may be of any race
- (4) U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS), www.bls.gov/lau/home.htm
- (5) U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), www.bls.gov/cew/home.htm
- (6) U.S. Bureau of Labor Statistics, Occupational Employment & Wage Statistics (OES), www.bls.gov/oes/tables.htm
- (7) U.S. Census Bureau, 2022 1-year estimates, American Community Survey, www.census.gov/programs-surveys/acs/
- (8) Wisconsin Department of Public Instruction, dpi.wi.gov/wisedash/download-files
- (9) National Center for Education Statistics, IPEDS data, nces.ed.gov/ipeds/
- (10) U.S. Bureau of Economic Analysis, Regional Economic Accounts, www.bea.gov/data/by-place-county-metro-local
- (11) U.S. Census Bureau, 2021 County Business Patterns, www.census.gov/programs-surveys/cbp.html
- (12) U.S. Census Bureau, 2017 Economic Census, www.census.gov/programs-surveys/economic-census.html