
Metro Milwaukee Economic Data Book

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Population

The metro Milwaukee area covers four 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 595,351 (2017 est.) persons ranks as the nation's 31st largest city and accounts for 38% of the metro area's population. Milwaukee is both the metro area's and the State of Wisconsin's largest municipality.

Milwaukee County is the most heavily populated county (952,085 persons) in the four-county metro area, accounting for 60% of the metro population. Waukesha County is the second largest with 400,621 persons. Washington and Ozaukee counties follow with 135,101 and 88,429 respectively.

Milwaukee County's population rose an estimated 0.5% in the 2010 to 2017 period, while the three bordering suburban counties recorded somewhat stronger growth rates. Among metro counties, Waukesha County's 2.8% growth ranked as the largest in the 2010 to 2017 period. Washington County and Ozaukee County both registered 2.4% gains.

Population Trend - Metro Milwaukee

	2000	2010	2017	% chg. 00-10	% chg. 10-17
Metro Milwaukee	1,500,741	1,555,908	1,576,236	3.7	1.3
By County					
Milwaukee County	940,164	947,735	952,085	0.8	0.5
Ozaukee County	82,317	86,395	88,429	5.0	2.4
Washington County	117,493	131,887	135,101	12.3	2.4
Waukesha County	360,767	389,891	400,621	8.1	2.8
By Major Municipality (15,000+ population)					
Milwaukee, city	596,974	594,833	595,351	-0.4	0.1
Waukesha, city	64,825	70,718	72,489	9.1	2.5
West Allis, city	61,254	60,411	59,934	-1.4	-0.8
Wauwatosa, city	47,271	46,396	48,277	-1.9	4.1
New Berlin, city	38,220	39,584	39,740	3.6	0.4
Brookfield, city	38,649	37,920	38,045	-1.9	0.3
Menomonee Falls, village	32,647	35,626	37,443	9.1	5.1
Greenfield, city	35,476	36,720	36,827	3.5	0.3
Oak Creek, city	28,456	34,451	36,354	21.1	5.5
Franklin, city	29,494	35,451	36,143	20.2	2.0
West Bend, city	28,152	31,078	31,596	10.4	1.7
Muskego, city	21,397	24,135	24,996	12.8	3.6
Mequon, city	22,643	23,132	24,159	2.2	4.4
South Milwaukee, city	21,256	21,156	20,988	-0.5	-0.8
Germantown, village	18,260	19,749	19,982	8.2	1.2
Cudahy, city	18,429	18,267	18,282	-0.9	0.1
Oconomowoc, city	12,382	15,759	16,717	27.3	6.1
Hartford, city	10,905	14,223	15,064	30.4	5.9

Source: U.S. Census Bureau.

Historic Population

The four-county metro area has shown consistent growth in inter-census periods, posting only one population decline since 1860 in these ten year segments - a small 0.5% decline in the 1970 to 1980 period. For census years, the metro area first surpassed the 1 million population mark in 1950 and registered its largest numeric growth between 1950 and 1960, adding over 250,000 people. A modest 3.7% population gain was posted in the most recent census period, with gains posted in each of the metro area's four counties.

Census Population — Metro Milwaukee

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
Population					
1900	330,017	16,363	23,589	35,229	405,198
1910	433,187	17,123	23,784	37,100	511,194
1920	539,449	16,335	25,713	42,612	624,109
1930	725,263	17,394	26,551	52,358	821,566
1940	766,885	18,985	28,430	62,744	877,044
1950	871,047	23,361	33,902	85,901	1,014,211
1960	1,036,041	38,441	46,119	158,249	1,278,850
1970	1,054,249	54,461	63,839	231,335	1,403,884
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
2010	947,735	86,395	131,887	389,891	1,555,908
Percent Change					
1900-1910	31.3	4.6	0.8	5.3	26.2
1910-1920	24.5	-4.6	8.1	14.9	22.1
1920-1930	34.4	6.5	3.3	22.9	31.6
1930-1940	5.7	9.1	7.1	19.8	6.8
1940-1950	13.6	23.0	19.2	36.9	15.6
1950-1960	18.9	64.6	36.0	84.2	26.1
1960-1970	1.8	41.7	38.4	46.2	9.8
1970-1980	-8.5	23.0	32.9	21.2	-0.5
1980-1990	-0.6	8.7	12.4	8.7	2.5
1990-2000	-2.0	13.0	23.3	18.4	4.8
2000-2010	0.8	5.0	12.3	8.1	3.7

Source: U.S. Census Bureau.

Land Area & Density

By land area the four-county metro area covers 1,455 square miles. The largest county by land area is Waukesha County with 550 square miles, while Ozaukee County, with 233 square miles, ranks as the smallest. Milwaukee and Washington counties have 241 and 431 square miles respectively. Among metro area counties, Milwaukee County registered the highest 2010 population density with 3,926 persons per square mile while Washington County's 306 persons per square miles ranks as the least dense.

Land Area & Density — Metro Milwaukee

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
Land Area (sq. miles)	241.40	233.08	430.70	549.57	1,454.75

Population

1950	871,047	23,361	33,902	85,901	1,014,211
1960	1,036,041	38,441	46,119	158,249	1,278,850
1970	1,054,249	54,461	63,839	231,335	1,403,884
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
2010	947,735	86,395	131,887	389,891	1,555,908

Housing units

1950	253,384	7,046	10,915	27,490	298,835
1960	327,736	11,128	14,519	47,301	400,684
1970	349,762	15,351	18,692	65,241	449,046
1980	378,000	22,520	28,363	92,583	521,466
1990	390,715	26,482	34,382	110,452	562,031
2000	400,093	32,034	45,809	140,309	618,245
2010	418,053	36,267	54,695	160,864	669,879

Population Density - People per Square Mile Land Area

1950	3,608.3	100.2	78.7	156.3	697.2
1960	4,291.8	164.9	107.1	288.0	879.1
1970	4,367.2	233.7	148.2	420.9	965.0
1980	3,997.5	287.4	197.0	510.1	960.4
1990	3,973.8	312.5	221.3	554.5	984.5
2000	3,894.6	353.2	272.8	656.5	1,031.6
2010	3,926.0	370.7	306.2	709.4	1,069.5

Housing Unit Density - Housing Units per Square Mile Land Area

1950	1,049.6	30.2	25.3	50.0	205.4
1960	1,357.6	47.7	33.7	86.1	275.4
1970	1,448.9	65.9	43.4	118.7	308.7
1980	1,565.9	96.6	65.9	168.5	358.5
1990	1,618.5	113.6	79.8	201.0	386.3
2000	1,657.4	137.4	106.4	255.3	425.0
2010	1,731.8	155.6	127.0	292.7	460.5

Age & Sex

Metro Milwaukee's population closely matches the national age profile. The median age of the metro Milwaukee population reached 38 years in 2017, equaling the national figure. The metro area's population has aged over the 2010 to 2017 period, from a 2010 median age of 36.9 years to 2017's 38 years.

Both the absolute size and growth in age categories reflect trends in both the millennial and baby-boom populations. Among adult population groups, the 25 to 34 years, 55 to 64 years and 65 years and over represent the largest age groups, with 14%, 13.5% and 15.2% of the overall population respectively. By growth, the 25 to 34 year group saw a 5.1% increase in the 2010 to 2017 period, while the 55 to 64 year (up 15.6%) and 65 years and over (up 22.1%) groupings posted double-digit gains. Other age categories posted population declines in this period.

By sex, 51.2% of the 2017 population figure were female, while 48.8% were male.

Population by Age & Sex, Metro Milwaukee

	2000	% dist.	2010	% dist.	2017	% dist.	% chg. 00 to 10	% chg. 10 to 17
Total population	1,500,741	100.0	1,555,908	100.0	1,576,236	100.0	3.7	1.3
Population by Sex:								
Male	727,258	48.5	756,805	48.6	768,648	48.8	4.1	1.6
Female	773,483	51.5	799,103	51.4	807,588	51.2	3.3	1.1
Population by Age:								
Under 18 years	395,989	26.4	382,936	24.6	364,642	23.1	-3.3	-4.8
Under 5 years	103,276	6.9	103,565	6.7	97,701	6.2	0.3	-5.7
5 to 13 years	203,540	13.6	190,817	12.3	183,663	11.7	-6.3	-3.7
14 to 17 years	89,173	5.9	88,554	5.7	83,278	5.3	-0.7	-6.0
18 to 64 years	916,064	61.0	977,140	62.8	972,528	61.7	6.7	-0.5
18 to 24 years	136,949	9.1	150,305	9.7	141,790	9.0	9.8	-5.7
25 to 34 years	207,256	13.8	209,356	13.5	219,958	14.0	1.0	5.1
35 to 44 years	244,843	16.3	200,650	12.9	195,684	12.4	-18.0	-2.5
45 to 54 years	204,960	13.7	233,471	15.0	203,059	12.9	13.9	-13.0
55 to 64 years	122,056	8.1	183,358	11.8	212,037	13.5	50.2	15.6
65 years and over	188,688	12.6	195,832	12.6	239,066	15.2	3.8	22.1
Median age (years)	35.4	-	36.9	-	38.0	-	-	-

Source: U.S. Census Bureau, Population Estimates Program.

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. By single race, Black persons numbered an estimated 268,489 in 2017 or 17% of the population. The Hispanic/Latino population totaled 170,268 or 10.8% of the 2017 population. The Asian population accounted for 3.9% of the metro population, or 60,990, while the American Indian population totaled 11,283 (0.7%). Persons identifying themselves as multi-racial, reporting two or more races, numbered 34,599, representing 2.2% of the population.

By ethnic group, persons reporting German heritage make up the metro area's largest ethnic group. Thirty-four percent of Milwaukeeans have German ancestry according to 2016 estimates. Other large ancestry groups include the Polish (11.1%), Irish (10.5%), English (4.4%), Italian (4.1%), French (3.5%), and Norwegian (3.4%).

Race & Hispanic/Latino Population, Metro Milwaukee

	2000	% dist.	2010	% dist.	2017	% dist.	% chg. 00 to 10	% chg. 10 to 17
Total population	1,500,741	100.0	1,555,908	100.0	1,576,236	100.0	3.7	1.3
Population by Race:								
White	1,204,488	80.3	1,202,957	77.3	1,200,175	76.1	-0.1	-0.2
Black	238,214	15.9	265,545	17.1	268,489	17.0	11.5	1.1
American Indian	8,476	0.6	10,220	0.7	11,283	0.7	20.6	10.4
Asian	32,149	2.1	47,194	3.0	60,990	3.9	46.8	29.2
Hawaiian	665	0.0	790	0.1	700	0.0	18.8	-11.4
Two or more	16,749	1.1	29,202	1.9	34,599	2.2	74.4	18.5
Hispanic or Latino Population	94,511	6.3	147,503	9.5	170,268	10.8	56.1	15.4

Note: Hispanic/Latino persons may be of any race.

Source: U.S. Census Bureau, Population Estimates Program.

Housing

According to 2017 estimates, the metro area has 678,822 total housing units. Of the 625,495 occupied units 59.7% were owner-occupied and 40.3% were renter-occupied. Metro Milwaukee's homeowner vacancy rate (1.3%) ranks below the national average while its renter vacancy rate (6.5%) is modestly higher.

Metro Milwaukee ranked better than two-thirds of major metros in the U.S. (those metros with one million or more in population) in housing affordability for 2017, according to the National Association of Home Builders' Housing Opportunity Index.

Housing Characteristics, Metro Milwaukee

	2000	2010	2017	% dist. 2017
Housing Occupancy				
All housing units	618,244	669,879	678,822	100.0
Occupied housing units	587,657	622,087	625,495	92.1
Vacant housing units	30,587	47,792	53,327	7.9
Housing Vacancy Rates				
Homeowner vacancy rate (%)	1.0	1.9	1.3	-
Renter vacancy rate (%)	5.5	7.8	6.5	-
Housing Tenure				
Occupied housing units	587,657	622,087	625,495	100.0
Owner-occupied units	358,985	380,813	373,298	59.7
Renter-occupied units	228,672	241,274	252,197	40.3
Average Household Size				
Avg. household size, owner-occupied units	2.69	2.60	2.63	-
Avg. household size, renter-occupied units	2.20	2.21	2.23	-

Source: U.S. Census Bureau, 2017 American Community Survey, 1-year estimates.

Building Activity

Over the past 10 years, the number of new dwelling unit permits issued in metro Milwaukee has averaged 2,406 per year, from a high of 3,992 in 2016 to a low of 1,427 in 2009. In this period, multi-unit permit activity has notched upward, increasing from 674 units in 2013, to 2,342 in 2016. For 2017, multi-unit permits totaled 2,085, accounting for over one-half of all units permitted (3,644). The value of all permits issued in 2017 totaled \$750.7 million.

New Dwelling Unit Permits Issued - Metro Milwaukee

Year	Total units	One unit	Two units	3 and 4 units	5 or more units	Total permit valuation (\$ thous.)
2000	5,631	3,581	408	130	1,512	797,898
2001	5,879	3,564	294	211	1,810	887,641
2002	5,936	3,456	360	212	1,908	902,397
2003	6,467	3,939	344	155	2,029	1,077,708
2004	5,902	3,840	306	161	1,595	1,088,818
2005	5,444	3,361	262	240	1,581	1,087,032
2006	4,290	2,624	142	196	1,328	852,921
2007	3,266	2,082	106	97	981	749,760
2008	2,425	1,215	58	51	1,101	478,579
2009	1,427	875	50	24	478	299,505
2010	1,929	955	64	7	903	371,214
2011	1,578	900	64	20	594	310,893
2012	1,764	1,035	32	33	664	391,738
2013	1,949	1,275	50	20	604	451,380
2014	2,355	1,257	48	32	1,018	494,068
2015	3,001	1,369	44	0	1,588	634,407
2016	3,992	1,650	38	12	2,292	831,404
2017	3,644	1,559	110	0	1,975	750,742

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

Gross Domestic Product

Metro Milwaukee's gross domestic product reached \$105.4 billion in 2017, or \$92 billion in 2009 dollars. By aggregate GDP, metro Milwaukee ranks as the 37th largest metro economy. In real per capita terms (2009 dollars), metro Milwaukee's \$58,343 figure ranks higher than both the comparable national and state figures (\$55,418 and \$50,431 respectively) and 43rd highest among all 383 U.S. metro areas.

Gross Domestic Product, Metro Milwaukee

	Gross Domestic Product (\$ mil.)	Real GDP (\$ mil.) (2009 \$)	Real Per capita GDP (2009 \$)	Wisconsin Real Per capita GDP (2009 \$)	U.S. Real Per capita GDP (2009 \$)
2001	65,218	77,852	51,652	42,078	44,689
2002	66,637	78,234	51,665	42,694	45,068
2003	69,762	80,767	53,145	43,568	45,831
2004	73,005	82,394	54,124	44,455	47,010
2005	77,660	85,292	56,025	45,131	48,062
2006	82,421	88,165	57,855	45,515	48,880
2007	84,623	88,325	57,710	45,464	49,126
2008	85,724	88,109	57,279	44,622	48,401
2009	85,061	85,061	54,892	43,215	46,680
2010	87,453	86,974	55,871	44,125	47,289
2011	90,910	89,353	57,216	44,936	47,598
2012	93,915	90,230	57,553	45,422	48,174
2013	96,994	91,382	58,141	45,895	48,534
2014	100,051	92,422	58,680	46,456	49,329
2015	99,343	89,404	56,715	47,268	50,301
2016	102,760	90,914	57,681	48,063	50,660
2017	105,427	91,962	58,343	48,666	51,337

Source: U.S. Bureau of Economic Analysis.

Income

Total personal income for the metro Milwaukee area was \$85 billion in 2017, which translates into a per capita personal income of \$53,946, 4.5% higher than the per capita figure for the United States as a whole. Metro Milwaukee ranks 56th among the nation's 383 metropolitan areas in per capita personal income. The metro area's per capita figure rose at a 23.7% pace over the 2010 to 2017 period while total personal income increased 25.2%.

Personal Income

	Total Personal Inc. Metro Milw. (\$000)	Per capita Personal Inc. Metro Milw. (\$)	Per capita Personal Inc. Wisconsin (\$)	Per capita Personal Inc. United States (\$)
2001	53,265,135	35,339	30,852	31,589
2002	54,002,969	35,663	31,436	31,832
2003	54,660,528	35,967	32,098	32,681
2004	56,911,013	37,385	33,354	34,251
2005	59,139,788	38,847	34,353	35,849
2006	63,690,555	41,794	36,297	38,114
2007	66,035,817	43,147	37,764	39,844
2008	67,919,557	44,154	38,914	40,904
2009	66,515,545	42,924	38,085	39,284
2010	67,891,039	43,613	38,995	40,545
2011	71,718,944	45,924	41,112	42,727
2012	75,216,782	47,977	42,947	44,582
2013	74,911,503	47,662	43,079	44,826
2014	77,664,448	49,311	44,785	47,025
2015	80,746,010	51,223	46,571	48,940
2016	82,373,077	52,262	47,426	49,831
2017	85,031,675	53,946	48,941	51,640

Source: U.S. Bureau of Economic Analysis.

Income

The median household income total for 2017 (from the American Community Survey) reached an estimated \$59,448 for the metro area, up 19.4% from 2010. For 2017, metro Milwaukee's median ranks slightly lower than for the nation as a whole (\$60,336). The percentage of people living below the poverty level in the metro area was 13.3% in 2017 vs. the 13.4% rate posted nationally.

Income & Poverty - 2017

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
Household income distribution					
Total households	376,445	35,552	53,985	159,513	625,495
Less than \$10,000	31,430	1,207	1,508	4,713	38,858
\$10,000 to \$14,999	24,695	422	1,095	3,783	29,995
\$15,000 to \$24,999	42,628	2,475	4,262	9,804	59,169
\$25,000 to \$34,999	40,537	3,229	3,601	10,919	58,286
\$35,000 to \$49,999	55,952	2,662	7,220	16,457	82,291
\$50,000 to \$74,999	67,770	6,180	9,080	26,659	109,689
\$75,000 to \$99,999	42,335	5,028	9,183	22,130	78,676
\$100,000 to \$149,999	43,624	7,298	9,626	32,822	93,370
\$150,000 to \$199,999	14,500	2,988	5,176	17,129	39,793
\$200,000 or more	12,974	4,063	3,234	15,097	35,368
Median household income (dollars)	47,591	82,869	75,453	82,248	59,448
Mean household income (dollars)	65,816	116,109	92,422	107,634	81,635
Family income distribution					
Families	207,474	24,772	37,860	110,972	381,078
Less than \$10,000	10,744	342	269	1,336	12,691
\$10,000 to \$14,999	8,987	180	397	1,208	10,772
\$15,000 to \$24,999	16,955	515	1,179	2,945	21,594
\$25,000 to \$34,999	19,552	1,484	1,280	4,936	27,252
\$35,000 to \$49,999	29,763	1,174	4,566	8,086	43,589
\$50,000 to \$74,999	36,429	4,249	7,034	17,033	64,745
\$75,000 to \$99,999	28,224	4,061	7,057	17,517	56,859
\$100,000 to \$149,999	33,673	6,300	8,462	28,487	76,922
\$150,000 to \$199,999	11,922	2,666	4,927	15,666	35,181
\$200,000 or more	11,225	3,801	2,689	13,758	31,473
Median family income (dollars)	62,154	102,170	90,556	103,222	78,954
Mean family income (dollars)	81,273	142,317	105,156	126,965	100,920
Per capita income (dollars)	27,555	47,752	37,847	43,402	33,598
Percentage of people whose income in the past 12 months is below the poverty level					
All people	18.9	5.5	4.9	4.8	13.3

Source: U.S. Census Bureau, 2017 American Community Survey, 1-year estimates.

Employment

Nonfarm payroll employment levels in the metro area numbered 866,600 in 2017. Since 2010, the metro area has added 58,100 jobs. By major industry sector, the largest number of jobs generated in this period were registered in the education & health services sector, adding 20,900 jobs. The largest percentage gain was posted in the construction, mining & and natural resources sector, up 18.8%.

Nonfarm Employment, Metro Milwaukee

Year	Total	Const- ruction & nat. res.	Manuf- acturing	Trade, trans, & utilities	Infor- mation	Financial activities	Prof. & business services	Educ. & health services	Leisure & hospita- lity	Other service	Govt.
Employment in thousands											
2004	836.4	34.0	134.1	155.1	18.5	56.6	106.8	131.4	66.6	41.7	91.5
2005	844.7	34.4	133.5	156.3	18.3	56.0	110.2	133.5	69.1	41.6	91.9
2006	854.7	35.2	133.2	156.9	17.9	56.4	113.2	137.5	71.2	41.4	91.8
2007	861.3	36.0	133.2	156.1	17.6	56.8	116.6	140.0	72.1	41.9	91.0
2008	856.8	34.2	130.8	153.2	17.5	56.8	116.5	142.6	70.2	42.6	92.5
2009	815.9	29.4	115.7	144.8	16.7	55.6	105.3	145.6	68.4	42.6	92.0
2010	808.5	26.1	112.8	141.2	15.8	54.0	109.1	147.2	67.9	44.4	90.1
2011	814.0	24.9	117.0	142.3	15.5	52.8	114.4	145.2	69.0	43.3	89.4
2012	821.1	24.1	119.6	142.8	15.0	52.0	118.6	148.0	70.9	42.2	88.0
2013	833.3	25.8	119.8	143.5	14.8	52.0	122.5	152.6	73.3	42.4	86.6
2014	844.9	27.7	120.2	144.2	14.5	51.7	124.1	157.7	74.5	43.5	86.8
2015	856.3	29.1	120.7	144.8	14.4	52.0	125.1	162.4	76.1	45.5	86.3
2016	863.8	30.1	118.9	145.8	14.2	51.2	126.7	166.5	77.7	46.0	86.8
2017	866.6	31.0	118.1	145.7	13.6	51.3	126.8	168.1	79.0	46.5	86.5
Percent change from previous year											
2005	1.0	1.2	-0.4	0.8	-1.1	-1.1	3.2	1.6	3.8	-0.2	0.4
2006	1.2	2.3	-0.2	0.4	-2.2	0.7	2.7	3.0	3.0	-0.5	-0.1
2007	0.8	2.3	0.0	-0.5	-1.7	0.7	3.0	1.8	1.3	1.2	-0.9
2008	-0.5	-5.0	-1.8	-1.9	-0.6	0.0	-0.1	1.9	-2.6	1.7	1.6
2009	-4.8	-14.0	-11.5	-5.5	-4.6	-2.1	-9.6	2.1	-2.6	0.0	-0.5
2010	-0.9	-11.2	-2.5	-2.5	-5.4	-2.9	3.6	1.1	-0.7	4.2	-2.1
2011	0.7	-4.6	3.7	0.8	-1.9	-2.2	4.9	-1.4	1.6	-2.5	-0.8
2012	0.9	-3.2	2.2	0.4	-3.2	-1.5	3.7	1.9	2.8	-2.5	-1.6
2013	1.5	7.1	0.2	0.5	-1.3	0.0	3.3	3.1	3.4	0.5	-1.6
2014	1.4	7.4	0.3	0.5	-2.0	-0.6	1.3	3.3	1.6	2.6	0.2
2015	1.3	5.1	0.4	0.4	-0.7	0.6	0.8	3.0	2.1	4.6	-0.6
2016	0.9	3.4	-1.5	0.7	-1.4	-1.5	1.3	2.5	2.1	1.1	0.6
2017	0.3	3.0	-0.7	-0.1	-4.2	0.2	0.1	1.0	1.7	1.1	-0.3

Source: U.S. Bureau of Labor Statistics, Current Employment Statistics (CES).

Employment

The metro area has been evolving from a goods-producing employment base to a more service providing one. Since 1990, the goods-producing sector has gone from employing 25% of Milwaukee's workforce to 17.2% in 2017. Conversely the service-providing job share rose from 75% in 1990 to 82.8% in 2017.

Nonetheless, the metro area has a greater share of its workforce in manufacturing (13.6%) than the nation as a whole (8.5%). Likewise, among other major industry sectors, the area's financial activities, professional & business services, education & health services and other services sectors are also over-represented in employment terms relative to national averages. On the other hand, the construction, trade, transportation & utilities, information, leisure & hospitality and government sectors are under-represented.

Employment Distribution – 2017

Industry	Metro-Milw. Employment (In Thous.)	Metro Milwaukee % Dist.*	United States Employment (In Thous.)	United States % Dist.*	Metro-Milw. Location quotient
Total nonfarm payroll employment	866.6	100.0%	146,624	100.0%	1.00
Goods Producing	149.1	17.2%	20,077	13.7%	1.26
Mining & logging	0.5	0.1%	678	0.5%	0.12
Construction	30.6	3.5%	6,955	4.7%	0.74
Manufacturing	118.1	13.6%	12,444	8.5%	1.61
Durable goods	79.1	9.1%	7,740	5.3%	1.73
Non-durable goods	39.0	4.5%	4,704	3.2%	1.40
Service Providing	717.5	82.8%	126,547	86.3%	0.96
Trade, transportation & utilities	145.7	16.8%	27,494	18.8%	0.90
Wholesale trade	38.9	4.5%	5,904	4.0%	1.11
Retail trade	80.5	9.3%	15,869	10.8%	0.86
Transportation & utilities	26.4	3.0%	5,721	3.9%	0.78
Information	13.6	1.6%	2,795	1.9%	0.82
Financial activities	51.3	5.9%	8,455	5.8%	1.03
Finance & insurance	41.1	4.7%	6,266	4.3%	1.11
Professional & business services	126.8	14.6%	20,467	14.0%	1.05
Professional, science & technical services	42.3	4.9%	9,004	6.1%	0.79
Management of companies	27.4	3.2%	2,294	1.6%	2.02
Administrative & waste services	57.1	6.6%	9,170	6.3%	1.05
Educational & health services	168.1	19.4%	23,186	15.8%	1.23
Educational services	28.4	3.3%	3,669	2.5%	1.31
Health care & social assistance	139.7	16.1%	19,517	13.3%	1.21
Leisure & hospitality	79.0	9.1%	16,052	10.9%	0.83
Accommodation & food services	65.7	7.6%	13,728	9.4%	0.81
Other services, exc. public	46.5	5.4%	5,776	3.9%	1.36
Government	86.5	10.0%	22,322	15.2%	0.66

* Subsectors may not sum to totals because of unreported sectors.

Location quotient equals metro Milwaukee distribution percentage divided by the U.S. distribution percentage.

Source: U.S. Bureau of Labor Statistics, Current Employment Statistics (CES).

Labor Market

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 past ten years, metro Milwaukee's unemployment rate has averaged 0.6 percentage points under the nation's rate. The local unemployment rate ranked under the nation's in each of these ten years individually. For 2017, the number of unemployed fell by 6,264 from 2016, pushing the metro area's unemployment rate to 3.5%, below the nation's 4.4% rate.

Labor Market Data - Place of residence base, Metro Milwaukee

	Labor force	Employed	Unemployed	Percent unemployed	Wisconsin percent unemployed	United States percent unemployed
2000	801,413	771,315	30,098	3.8	3.5	4.0
2001	802,086	763,997	38,089	4.7	4.5	4.7
2002	797,858	751,235	46,623	5.8	5.4	5.8
2003	798,224	748,770	49,454	6.2	5.7	6.0
2004	790,131	747,280	42,851	5.4	5.0	5.5
2005	782,821	744,046	38,775	5.0	4.7	5.1
2006	793,628	754,748	38,880	4.9	4.7	4.6
2007	805,649	764,734	40,915	5.1	4.9	4.6
2008	806,087	765,830	40,257	5.0	4.9	5.8
2009	803,143	732,858	70,285	8.8	8.6	9.3
2010	817,490	744,390	73,100	8.9	8.7	9.6
2011	818,137	751,669	66,468	8.1	7.8	8.9
2012	816,526	755,747	60,779	7.4	7.0	8.1
2013	820,924	761,852	59,072	7.2	6.7	7.4
2014	823,154	775,016	48,138	5.8	5.4	6.2
2015	823,371	782,891	40,480	4.9	4.5	5.3
2016	830,836	795,107	35,729	4.3	4.0	4.9
2017	832,234	802,769	29,465	3.5	3.3	4.4

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS).

Occupational Distribution

Occupationally, metro Milwaukee's workforce reflects its strong manufacturing background but also its increasingly important white-collar sector. Production, transportation and material moving occupations total 16.2% of the workforce while construction, extractive and maintenance workers represent 6.7%. Conversely, skilled white-collar workers in management and professional occupations number 269,900 or 32.1% of all workers.

Occupational Employment Estimates, Metro Milwaukee, May, 2017

SOC	Occupation Title	Nonfarm Employ- ment	% dist.	U.S. % dist.	Metro-Milw. Location quotient
00-0000	All occupations	841,550	100.0	100.0	1.00
11-0000	Management occupations	44,010	5.2	5.1	1.02
13-0000	Business and financial operations occupations	48,910	5.8	5.2	1.11
15-0000	Computer and mathematical occupations	26,160	3.1	3.0	1.04
17-0000	Architecture and engineering occupations	16,560	2.0	1.8	1.11
19-0000	Life, physical, and social science occupations	3,880	0.5	0.8	0.57
21-0000	Community and social services occupations	12,900	1.5	1.5	1.04
23-0000	Legal occupations	6,350	0.8	0.8	0.98
25-0000	Education, training, and library occupations	45,280	5.4	6.1	0.88
27-0000	Arts, design, entertainment, sports, and media occupations	12,260	1.5	1.4	1.08
29-0000	Healthcare practitioner and technical occupations	53,570	6.4	6.0	1.07
31-0000	Healthcare support occupations	21,250	2.5	2.9	0.88
33-0000	Protective service occupations	15,710	1.9	2.4	0.78
35-0000	Food preparation and serving related occupations	69,490	8.3	9.3	0.89
37-0000	Building and grounds cleaning and maintenance occupations	24,420	2.9	3.1	0.93
39-0000	Personal care and service occupations	45,370	5.4	3.6	1.49
41-0000	Sales and related occupations	79,920	9.5	10.2	0.93
43-0000	Office and administrative support occupations	122,310	14.5	15.4	0.94
45-0000	Farming, fishing, and forestry occupations	560	0.1	0.3	0.20
47-0000	Construction and extraction occupations	26,880	3.2	4.0	0.79
49-0000	Installation, maintenance, and repair occupations	29,290	3.5	3.9	0.90
51-0000	Production occupations	84,780	10.1	6.3	1.59
53-0000	Transportation and material moving occupations	51,690	6.1	7.0	0.88

Location quotient equals metro Milwaukee distribution percentage divided by the U.S. distribution percentage.

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES).

Occupational Wages

According to U.S. Bureau of Labor Statistics numbers, the median wage in metro Milwaukee for all occupations in aggregate was \$18.59 in May, 2017. This figure ranks 2.6% above the national median for all occupations. Among selected major occupational categories, the metro area ranks below national medians in business & financial, computer, and engineering occupations but higher than the national median in construction, sales, and production occupations.

Occupational Wage Estimates, May, 2017

Metro Milwaukee by place of work

SOC	Occupation Title	Median Hourly Wage	Average Hourly Wage	Annual Avg. Salary	Metro Milw. Median Wage as % of U.S.
00-0000	All occupations	\$18.59	\$24.07	\$50,070	102.6%
11-0000	Management occupations	50.78	57.39	119,380	103.0%
13-0000	Business and financial operations occupations	30.44	34.17	71,080	93.5%
15-0000	Computer and mathematical occupations	35.30	36.88	76,710	86.8%
17-0000	Architecture and engineering occupations	33.77	35.01	72,830	88.7%
19-0000	Life, physical, and social science occupations	29.28	32.52	67,650	94.4%
21-0000	Community and social services occupations	19.42	21.05	43,790	92.1%
23-0000	Legal occupations	33.15	48.17	100,190	86.1%
25-0000	Education, training, and library occupations	22.98	25.50	53,040	98.1%
27-0000	Arts, design, entertainment, sports, and media occup.	20.31	23.01	47,870	87.6%
29-0000	Healthcare practitioner and technical occupations	31.75	40.03	83,250	102.0%
31-0000	Healthcare support occupations	14.60	15.40	32,040	105.8%
33-0000	Protective service occupations	18.41	22.34	46,470	96.8%
35-0000	Food preparation and serving related occupations	9.58	10.65	22,140	91.0%
37-0000	Building and grounds cleaning and maintenance occ.	11.87	13.47	28,010	96.3%
39-0000	Personal care and service occup.	11.11	12.03	25,020	97.9%
41-0000	Sales and related occupations	14.72	21.87	45,490	113.3%
43-0000	Office and administrative support occupations	17.48	18.59	38,660	104.7%
45-0000	Farming, fishing, and forestry occupations	15.38	16.64	34,620	131.1%
47-0000	Construction and extraction occupations	26.79	27.78	57,770	124.5%
49-0000	Installation, maintenance, and repair occupations	22.60	23.42	48,710	105.6%
51-0000	Production occupations	17.36	18.82	39,150	106.2%
53-0000	Transportation and material moving occupations	15.88	17.20	35,770	104.5%

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES).

Business Locations

The number of nonfarm, private sector business establishments in the metro area reached its high point in 2006 with 40,503 establishments. Totals declined during the national recession, falling to 37,705 in 2011. The trend has generally been on the increase since, growing in four of the past five years. Establishment numbers reached 38,402 in 2016 (most recent available), up 1.8% since the 2011 recessionary low.

Number of Business Establishments

Private Nonfarm Payroll Establishments

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
2000	21,315	2,882	3,104	12,569	39,870
2001	21,210	2,866	3,121	12,526	39,723
2002	21,153	2,751	3,248	12,579	39,731
2003	21,037	2,771	3,294	12,590	39,692
2004	21,156	2,815	3,317	12,746	40,034
2005	21,210	2,816	3,357	12,920	40,303
2006	21,286	2,853	3,371	12,993	40,503
2007	20,902	2,888	3,355	13,177	40,322
2008	20,715	2,881	3,297	12,992	39,885
2009	20,309	2,786	3,192	12,702	38,989
2010	20,015	2,747	3,142	12,520	38,424
2011	19,534	2,701	3,116	12,354	37,705
2012	19,384	2,711	3,161	12,472	37,728
2013	19,389	2,732	3,173	12,424	37,718
2014	19,407	2,752	3,189	12,391	37,739
2015	19,557	2,776	3,164	12,473	37,970
2016	19,879	2,774	3,205	12,544	38,402

Source: U.S. Census Bureau, County Business Patterns (CBP).

Business Locations

For 2016, business establishments (with payroll) in metro Milwaukee numbered 38,402. Of this total, 37,051 have less than 100 employees while 1,351 have 100 or more. By major industry, the health care and social assistance sector posted the largest number of total establishments with 5,054. The health care & social assistance sector also had the biggest group of establishments with less than 100 employees (4,839) followed by the retail trade sector (4,475). Conversely, the manufacturing sector registered the largest number of establishments with 100 or more employees with 285 out of 2,418 total manufacturing establishments.

Number of Establishments by Employment-size class - 2016, Metro Milwaukee

	1 to 9	10 to 49	50 to 99	100 to 249	250 to 500	500 to 999	1,000 or more	Total
By Industry								
Total	25,654	9,732	1,665	996	218	103	34	38,402
Forestry, fishing, hunting, & ag. support	26	1	0	0	0	0	0	27
Mining	11	9	0	1	0	0	0	21
Utilities	21	10	13	6	2	0	0	52
Construction	2,447	502	60	23	9	2	0	3,043
Manufacturing	1,064	827	242	200	54	25	6	2,418
Wholesale trade	1,467	646	94	68	10	2	2	2,289
Retail trade	2,934	1,322	219	159	20	0	0	4,654
Transportation & warehousing	699	288	58	38	7	3	1	1,094
Information	414	140	31	22	8	7	0	622
Finance & insurance	2,055	412	60	41	9	10	2	2,589
Real estate & rental & leasing	1,180	208	24	7	1	0	0	1,420
Professional, scientific & technical services	3,054	655	77	62	9	2	0	3,859
Management of companies & enterprises	184	113	43	22	11	15	5	393
Admin, support, waste mgt, remed. services	1,783	463	101	95	27	10	0	2,479
Educational services	330	206	52	18	4	5	5	620
Health care and social assistance	3,241	1,397	201	147	37	19	12	5,054
Arts, entertainment & recreation	425	158	40	22	5	2	1	653
Accommodation & food services	1,433	1,602	281	38	4	1	0	3,359
Other services (except public admin.)	2,826	773	69	27	1	0	0	3,696
Unclassified establishments	60	0	0	0	0	0	0	60
Total by County								
Milwaukee County	13,166	5,049	912	535	130	62	25	19,879
Ozaukee County	1,993	621	95	47	12	5	1	2,774
Washington County	2,173	835	115	59	17	6	0	3,205
Waukesha County	8,322	3,227	543	355	59	30	8	12,544
Metro Milwaukee	25,654	9,732	1,665	996	218	103	34	38,402

Source: U.S. Census Bureau, County Business Patterns (CBP).

Wholesale & Retail Trade

Metro Milwaukee represents a substantial retail market. Retail sales reached \$20.1 billion in 2012, according to the U.S. Census Bureau's Economic Census. Retail sales per capita totaled \$12,819 for that year. By major store group, motor vehicle & parts dealers made up the largest part of retail sales volume, with \$4.5 billion in sales, according to 2012 Economic Census figures. Food & beverage stores, at \$3.4 billion and general merchandise stores, with \$2.8 billion followed in rank order. Metro area wholesale trade activity totaled \$41.1 billion in 2012.

Wholesale & Retail Trade - 2012, Metro Milwaukee

NAICS		Number of establishments	Sales/ Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees
42	Wholesale trade	2,495	41,121,869	2,797,538	43,015
423	Durable goods merchant wholesalers	1,601	24,144,900	2,054,229	28,998
424	Nondurable goods merchant wholesalers	554	12,184,930	615,286	11,000
425	Wholesale electronic markets & agents & brokers	340	4,792,039	128,023	3,017
44-45	Retail trade	4,695	20,086,363	1,806,589	77,813
441	Motor vehicle & parts dealers	477	4,468,685	357,791	9,465
442	Furniture & home furnishings stores	235	448,684	63,080	2,207
443	Electronics & appliance stores	263	572,999	56,767	2,493
444	Building material & garden equip. & supplies dealers	334	1,300,030	170,625	6,190
445	Food & beverage stores	621	3,437,874	297,740	15,441
446	Health & personal care stores	435	1,669,747	181,912	5,996
447	Gasoline stations	509	2,564,808	58,449	3,497
448	Clothing & clothing accessories stores	634	815,453	100,184	6,693
451	Sporting goods, hobby, book, & music stores	247	419,966	53,565	3,323
452	General merchandise stores	173	2,835,825	273,009	14,814
453	Miscellaneous store retailers	482	437,754	71,938	4,291
454	Nonstore retailers	285	1,114,538	121,529	3,403

Source: U.S. Census Bureau, 2012 Economic Census.

Manufacturing

Metro Milwaukee is a leading center of U.S. manufacturing activity. The value of shipments for products manufactured in Milwaukee totaled \$40.9 billion in 2012, the 20th largest manufacturing base among U.S. metro areas. Of the nation's 50 largest metro areas, Milwaukee ranks second in the percentage (13.6%) of its workforce in manufacturing and first in the percentage of its workforce employed in production worker occupations (10.1%).

Manufacturing Industries, Metro Milwaukee - 2012

NAICS		Number of establish- ments	Sales, shps., receipts, rev. (\$1,000)	Annual payroll (\$1,000)	Number of employees
31-33	Manufacturing	2,465	40,901,006	6,604,780	114,114
311	Food mfg	149	4,907,604	416,065	9,242
312	Beverage & tobacco product mfg	13	D	D	1,053
313	Textile mills	7	D	D	20-99
314	Textile product mills	24	D	8,253	240
315	Apparel mfg	12	D	D	20-99
316	Leather & allied product mfg	10	D	D	500-999
321	Wood product mfg	47	D	21,710	644
322	Paper mfg	48	1,162,973	183,417	3,341
323	Printing & related support activities	234	2,021,178	476,805	10,241
324	Petroleum & coal products mfg.	7	D	22,886	271
325	Chemical mfg	120	2,316,551	265,136	4,507
326	Plastics & rubber products mfg	107	1,235,046	249,284	5,062
327	Nonmetallic mineral product mfg	69	367,672	61,455	1,384
331	Primary metal mfg	58	1,787,739	295,900	5,598
332	Fabricated metal product mfg	639	5,136,566	1,125,263	22,211
333	Machinery mfg	373	8,054,488	1,333,712	19,344
334	Computer & electronic product mfg	94	4,581,183	924,005	10,467
335	Electrical equipment, appliance, & component mfg,	87	3,906,578	627,939	9,438
336	Transportation equipment mfg	61	2,388,259	239,871	4,272
337	Furniture & related product mfg	105	280,897	70,473	1,603
339	Miscellaneous mfg	201	823,569	173,253	4,130

Source: U.S. Census Bureau, 2012 Economic Census.

Services

Metro Milwaukee's service sector represents a large and growing part of the local economy. Among selected services, health care & social assistance represented over \$13.7 billion in revenue and 124,000 employees, according to 2012 numbers from the economic census. By employment size, accommodation & food services (59,849), administrative & support (58,837), and finance & insurance (57,310) also represent larger totals.

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.

Selected Services, Metro Milwaukee - 2012

NAICS		Number of establishments	Sales/ Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees
22	Utilities	64	N.A.	N.A.	2,500-4,999
48-49	Transportation & warehousing (part)	1,037	2,867,072	881,219	23,303
484	Truck transportation	556	1,329,800	343,369	7,446
488	Support activities for transportation	195	452,076	96,778	2,089
492	Couriers & messengers	72	509,308	149,071	4,160
493	Warehousing & storage	72	74,803	156,313	3,605
51	Information	631	N.A.	1,111,263	18,810
511	Publishing industries (except Internet)	142	1,050,275	319,784	4,708
517	Telecommunications	245	N.A.	383,492	5,937
518	Data processing, hosting & related services	92	527,050	184,259	3,628
52	Finance & insurance	2,780	N.A.	4,443,692	57,310
522	Credit intermediation & related activities	987	N.A.	1,217,070	19,955
523	Securities intermediation & related activities	611	2,786,084	823,618	6,002
524	Insurance carriers & related activities	1,182	N.A.	2,403,004	31,353
53	Real estate and rental and leasing	1,354	1,636,819	343,626	9,103
531	Real estate	1,147	1,070,623	239,860	6,620
532	Rental & leasing services	198	550,527	100,216	2,403
54	Professional, scientific, and technical services	3,841	6,746,770	2,630,001	40,983
56	Administrative & support & waste management	2,377	3,504,289	1,833,487	58,837
561	Administrative & support services	2,260	3,076,606	1,742,883	57,101
562	Waste management & remediation services	117	427,683	90,604	1,736
61	Educational services	372	222,013	84,253	4,027
62	Health care & social assistance	4,732	13,694,258	5,445,825	123,973
621	Ambulatory health care services	2,780	5,030,794	2,617,653	42,438
622	Hospitals	31	6,162,672	1,778,612	35,262
623	Nursing & residential care facilities	646	1,205,413	532,334	21,684
624	Social assistance	1,275	1,295,379	517,226	24,589
71	Arts, entertainment, & recreation	612	1,364,841	489,674	14,949
711	Performing arts, spectator sports, & related industries	159	482,597	265,150	2,886
713	Amusement, gambling, & recreation industries	416	811,579	201,211	11,199
72	Accommodation & food services	3,179	2,856,473	780,682	59,849
721	Accommodation	153	408,438	104,321	5,410
722	Food services & drinking places	3,026	2,448,035	676,361	54,439
81	Other services (except public administration)	2,736	2,267,027	636,219	20,368
811	Repair & maintenance	1,085	844,316	255,359	6,773
812	Personal & laundry services	1,142	499,692	189,612	8,734

Source: U.S. Census Bureau, 2012 Economic Census.

Economic Indicators 2013 - 2017, Metro Milwaukee

	2013	2014	2015	2016	2017
Nonfarm Payroll Employment					
Total nonfarm payroll employment	833,300	844,900	856,300	863,800	866,600
Construction, mining & nat. res.	25,800	27,700	29,100	30,100	31,000
Manufacturing	119,800	120,200	120,700	118,900	118,100
Trade, transportation & utilities	143,500	144,200	144,800	145,800	145,700
Information	14,800	14,500	14,400	14,200	13,600
Financial activities	52,000	51,700	52,000	51,200	51,300
Professional & business services	122,500	124,100	125,100	126,700	126,800
Educational & health services	152,600	157,700	162,400	166,500	168,100
Leisure & hospitality	73,300	74,500	76,100	77,700	79,000
Other service, exc. public	42,400	43,500	45,500	46,000	46,500
Government	86,600	86,800	86,300	86,800	86,500
Labor Force Data					
Civilian Labor Force	820,924	823,154	823,371	830,836	832,234
Employed	761,852	775,016	782,891	795,107	802,769
Unemployed	59,072	48,138	40,480	35,729	29,465
Unemployment Rate (%)					
Metro Milwaukee	7.2	5.8	4.9	4.3	3.5
Wisconsin	6.7	5.4	4.5	4.0	3.3
United States	7.4	6.2	5.3	4.9	4.4
Hours & Earnings (mfg. production workers)					
Avg. weekly hours	42.8	41.5	41.6	41.2	41.7
Avg. weekly earnings (\$)	783.24	794.73	809.54	823.18	928.66
Avg. hourly earnings (\$)	18.30	19.15	19.46	19.98	22.27
Construction & Real Estate					
Existing Homes Sold (#)	14,472	13,977	15,707	16,814	17,088
Mortgages Issued (Milwaukee County) (#)	30,539	22,712	25,817	26,692	25,519
New Dwelling Unit Permits (#)	1,949	2,355	3,001	3,992	3,644
Const. Permit Value - New Residential (\$000)	451,380	494,068	634,407	831,404	750,742
Transportation					
Mitchell International Air Passengers (#)	6,525,181	6,554,152	6,549,353	6,757,357	6,904,670
Port of Milw. Waterborne Commerce (tons)	3,129,354	2,977,251	2,649,484	2,465,166	N.A.
New-Car Registrations (#)	32,784	32,882	31,375	24,932	22,175
Income					
Total Personal Income (\$ mil.)	74,912	77,664	80,746	82,373	85,032
Per Capita Personal Income (\$) - Metro Milwaukee	47,662	49,311	51,223	52,262	53,946
Per Capita Personal Income (\$) - United States	44,826	47,025	48,940	49,831	51,640
Miscellaneous Indicators					
Consumer Price Index* CPI-U (Milwaukee)(82-84=100)	225.061	227.820	226.602	277.885	232.421
Consumer Price Index* CPI-U (U.S.)(82-84=100)	232.957	236.736	237.017	240.007	245.120
Business Establishments (#)	37,718	37,739	37,970	38,402	N.A.

Sources: U.S. Bureau of Labor Statistics, U.S. Census Bureau, U.S. Bureau of Economic Analysis, Multiple Listing Service, Milwaukee County Register of Deeds office, Mitchell International Airport, Wisconsin Dept. of Transportation.

Education

Metro Milwaukee's population is well educated. Estimates for 2017 indicate that 91.6% of its age 25 and above population completed high school, while 35.8% have a bachelor's degree or higher. The metro total for bachelor's degree or higher rank larger than both the comparable state (30.4%) and national figures (32%).

Educational Enrollment & Attainment - 2017

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
School Enrollment					
Population 3 yrs. & over enrolled in school	247,177	21,544	29,827	93,410	391,958
Nursery school, preschool	9,872	1,080	2,058	5,976	18,986
Kindergarten	18,780	1,157	1,496	6,007	27,440
Elementary school (grades 1-8)	101,537	8,772	13,333	38,011	161,653
High school (grades 9-12)	49,292	4,866	7,991	22,259	84,408
College or graduate school	67,696	5,669	4,949	21,157	99,471
Educational Attainment					
Total population 25 years & over	630,803	61,827	95,324	282,781	1,070,735
Less than 9th grade	26,425	1,278	1,510	3,465	32,678
9th to 12th grade, no diploma	45,162	1,932	2,958	7,024	57,076
High school graduate (includes equivalency)	188,297	11,913	28,287	64,016	292,513
Some college, no degree	128,742	10,857	22,629	53,158	215,386
Associate's degree	48,685	4,511	10,339	26,554	90,089
Bachelor's degree	121,460	19,063	21,264	85,939	247,726
Graduate or professional degree	72,032	12,273	8,337	42,625	135,267
% high school graduates or higher	88.7	94.8	95.3	96.3	91.6
% bachelor's degree or higher	30.7	50.7	31.1	45.5	35.8

Source: U.S. Census Bureau, 2017 American Community Survey, 1-year estimates.

Education

Metro Milwaukee's 51 public schools districts enroll 232,900 students and produce over 15,300 high school graduates annually. In addition, private schools in the metro area enroll nearly 58,000 students and produce 2,700 high school graduates per year. Metro Milwaukee's average composite ACT score for public school students ranks higher than the national average.

Largest Public School Districts in Metro Milwaukee

District (grade span)	Schools	Total Enrollment 15/16	Enrollment PK-8 15/16	Enrollment 9-12 15/16	Student teacher ratio 15/16	Current expenditures per student 15/16	Graduates 15/16	ACT composite score 15/16
Milwaukee (PK-12)	167	75,749	55,554	20,195	16.3	12,317	3,441	16.1
Waukesha (PK-12)	27	13,145	8,805	4,340	13.7	10,924	961	20.5
West Allis (PK-12)	18	9,545	6,364	3,181	12.0	11,495	748	18.1
Wauwatosa (PK-12)	17	7,271	4,910	2,361	13.8	10,164	552	21.8
Elmbrook (PK-12)	10	7,005	4,423	2,582	13.5	11,608	675	24.4
West Bend (PK-12)	12	6,814	4,467	2,347	14.9	9,942	559	21.0
Oak Creek-Franklin (PK-12)	10	6,582	4,494	2,088	15.5	9,315	489	20.4
Oconomowoc Area (PK-12)	8	5,264	3,685	1,579	14.7	9,787	326	21.5
Muskego-Norway (PK-12)	8	4,889	3,263	1,626	15.7	10,300	411	22.7
Mukwonago (PK-12)	8	4,872	3,256	1,616	15.5	9,334	380	21.7
Hamilton (PK-12)	7	4,711	3,214	1,497	15.8	9,940	356	22.3
Franklin Public (PK-12)	7	4,446	2,902	1,544	15.1	11,194	348	22.4
New Berlin (PK-12)	6	4,445	2,847	1,598	14.4	11,007	394	23.7
Menomonee Falls (PK-12)	7	4,041	2,705	1,336	13.5	11,486	322	22.3
Metro totals, 51 public districts	465	232,865	161,733	71,132	N.A.	N.A.	15,328	21.5
Metro totals, private schools	260	58,238	45,945	12,293	N.A.	N.A.	2,451	N.A.

Source: Wisconsin Department of Public Instruction.

Education

Metro Milwaukee is home to 24 institutions of higher learning. This total includes 17 institutions which primarily grant four-year degrees or higher and seven institutions largely granting associate's degrees or technical certificates. In aggregate, these institutions enrolled 88,053 persons in the 2016-17 academic year. In the 2015-16 academic year these institutions conferred 20,038 degrees and certificates. Included in this total are 9,234 bachelor's degrees, 5,037 post-graduate degrees and 5,767 associate's degrees and certificates.

Post Secondary Education - Enrollment & Degrees Conferred, Metro Milwaukee

School	Enrollment Fall 2016	Certificates 15/16	Associate's degrees 15/16	Bachelor's degrees 15/16	Post graduate degrees 15/16
Alverno College	2,017	59	10	382	182
Bryant & Stratton College	1,397	13	361	42	0
Cardinal Stritch University	2,464	30	96	413	569
Carroll University	3,491	20	0	586	164
Columbia College of Nursing	141	0	0	59	4
Concordia University Wisconsin	7,721	60	44	691	878
Herzing University	324	26	31	53	4
Marquette University	11,294	17	0	1,941	1,087
Medical College of Wisconsin	1,297	9	0	0	270
Milwaukee Area Technical College	15,057	1,312	1,353	0	0
Milwaukee Career College	167	177	30	0	0
Milwaukee Institute of Art & Design	630	0	0	122	0
Milwaukee School of Engineering	2,846	0	0	548	110
Mount Mary College	1,404	15	0	148	178
Nashotah House	88	1	0	0	24
Ottawa University - Milwaukee	198	0	0	78	19
Sacred Heart Seminary & School	85	1	0	0	20
University of Phoenix - Wisconsin	58	0	0	32	1
University of Wisconsin - Milwaukee	25,601	0	0	3,896	1,474
University of Wisconsin - Washington County	760	0	139	0	0
University of Wisconsin - Waukesha	1,868	0	177	5	0
Waukesha County Technical College	7,947	1,098	686	0	0
Wisconsin Lutheran College	1,114	2	0	238	23
Wisconsin School of Professional Psychology	84	0	0	0	30
Totals, Metro Milwaukee	88,053	2,840	2,927	9,234	5,037

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS).

Air Service

Mitchell International Airport is located eight miles south of Milwaukee's business center and is the region's primary commercial airport. Mitchell's eight airlines offer roughly 133 daily departures and serve approximately 39 nonstop destinations. Mitchell International served 6.9 million passengers and handled 163 million pounds of air freight in 2017. Metro Milwaukee is served by five other general aviation airports.

Airport Activity - Mitchell International Airport

	Air Passengers	Air Freight (lbs.)	Air Mail (lbs.)	Air Carrier Operations	Military Operations	General Operations	Total Operations
2000	6,076,628	196,861,295	44,195,057	177,937	4,223	39,695	221,855
2001	5,600,060	173,518,560	32,684,971	172,107	4,885	34,520	211,512
2002	5,589,127	190,544,196	15,870,081	179,260	4,814	32,105	216,179
2003	6,142,124	184,605,403	14,882,566	177,756	4,318	29,344	211,418
2004	6,661,105	190,722,532	13,626,856	188,133	3,057	24,040	215,230
2005	7,268,000	193,281,485	9,140,067	193,779	2,518	22,817	219,114
2006	7,299,294	194,110,090	10,178,650	179,001	2,559	20,945	202,505
2007	7,712,535	187,352,112	7,211,524	177,453	2,356	20,396	200,205
2008	7,956,968	183,478,220	7,158,692	164,768	2,106	16,404	183,278
2009	7,935,124	147,390,528	3,381,817	154,107	1,842	13,744	169,693
2010	9,848,377	171,123,070	1,459,633	174,885	1,623	15,045	191,553
2011	9,522,456	165,583,922	3,350,552	157,269	1,368	14,380	173,017
2012	7,515,070	156,582,426	3,924,526	116,644	1,771	14,951	133,366
2013	6,525,181	148,876,177	3,955,380	103,082	2,834	13,633	119,549
2014	6,554,152	143,884,310	3,473,098	98,248	2,145	12,855	113,248
2015	6,549,353	146,992,876	3,448,976	96,670	1,617	13,214	111,501
2016	6,757,357	158,859,190	2,018,705	98,813	2,329	12,388	113,530
2017	6,904,670	162,782,499	2,123,370	97,376	2,258	12,711	112,345

Source: General Mitchell International Airport.

Port Activities

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 2.5 million net tons in 2016 - 1.2 million domestic and 1.3 million international. High-speed lake ferry service is available seasonally from Milwaukee to Muskegon, Michigan by Lake Express.

Waterborne Commerce - Port of Milwaukee (net tons)

	Total	Domestic	Foreign	Imports	Exports
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
2008	3,240,169	2,025,913	1,214,256	1,146,320	67,936
2009	3,381,200	1,682,358	1,698,842	1,515,508	183,334
2010	2,434,985	1,323,427	1,111,558	997,012	114,546
2011	2,901,151	1,530,199	1,370,952	1,287,100	83,852
2012	2,267,094	1,374,856	892,238	892,238	0
2013	3,129,354	1,557,195	1,572,159	1,572,159	0
2014	2,977,251	1,285,817	1,691,434	1,541,744	149,690
2015	2,649,484	1,229,611	1,419,873	1,299,880	119,993
2016	2,465,166	1,155,515	1,309,651	1,054,505	255,146

Source: U.S. Army Corps of Engineers, Waterborne Commerce Statistics Center.

Corporate Center

Metro Milwaukee's central location makes it a significant corporate center. One hundred thirty-seven business establishments in the Milwaukee metro area employ 500 or more employees. Seven Fortune 500 companies are headquartered in the metro area. In addition, more than 40 Fortune 500 companies have significant operations in the Milwaukee area. Metro Milwaukee ranks fourth highest in the number of Fortune 500 headquarters per capita among the 50 largest metros in the U.S.

Fortune 1000 Headquarters (largest public companies)

Metro Milwaukee

Company (rank)	Business Description	HQ City	Revenue (\$M)
Northwestern Mutual (104)	Life & disability insurance & annuities	Milwaukee	29,331
ManpowerGroup (143)	Temporary employment services	Milwaukee	21,034
Kohl's (157)	Department stores	Menomonee Falls	19,095
WEC Energy Group (372)	Electric & gas utility	Milwaukee	7,649
Rockwell Automation (445)	Industrial automation controls & systems	Milwaukee	6,311
Fiserv (487)	Financial services technology	Brookfield	5,696
Harley-Davidson (488)	Motorcycles & accessories	Milwaukee	5,647
Quad/Graphics (593)	Commercial printer	Sussex	4,131
A.O. Smith (732)	Water heating equipment	Milwaukee	2,997
Gardner Denver (854)	Compressors, pumps & blowers	Milwaukee	2,375
REV Group (887)	Specialty vehicles	Milwaukee	2,268
Rexnord (982)	Process & motion control equipment	Milwaukee	1,918

Source: Fortune Magazine, May, 2018.

Cost of Living

Metro Milwaukee's Cost of Living Index for 2018's third quarter was 97.8, below the U.S. city average of 100. Metro area costs for grocery, housing, utilities, transportation and miscellaneous goods & services ranked less than average. Conversely, costs associated with health care ranked above average.

Milwaukee's cost of living compares favorable with other large metro areas. Metro Milwaukee cost of living falls below 64% of the nation's largest metro areas (those with more than two million residents).

Third Quarter 2018 Cost of Living Index - Selected Areas

	Com- posite	Grocery items	Housing	Utilities	Trans- porta- tion	Health care	Misc. goods & services
United States Average = 100							
New York (Manhattan), NY	240.6	138.2	520.8	119.7	117.7	112.8	136.9
Seattle, WA	153.6	125.7	213.1	109.6	137.0	124.7	136.9
Los Angeles-Long Beach, CA	146.8	115.2	233.7	108.1	126.5	107.6	110.3
Chicago, IL	120.8	99.7	154.9	92.8	125.9	101.3	110.6
Minneapolis-St. Paul, MN (1)	107.2	104.6	103.2	97.4	106.9	107.2	114.3
Dallas, TX	103.7	102.7	107.5	104.4	95.7	105.1	102.8
Atlanta, GA	102.7	99.9	108.1	87.0	100.8	108.8	103.5
Cleveland, OH	98.1	108.4	85.0	99.6	103.9	101.6	102.3
Milwaukee-Waukesha-West Allis, WI	97.8	97.8	95.1	96.6	99.2	115.5	97.6
Indianapolis, IN	93.2	93.4	80.0	106.2	96.6	92.2	99.2
St. Louis, MO-IL	88.4	104.8	67.4	101.4	98.2	94.4	92.0

(1) Unweighted average of Minneapolis and St. Paul, MN

Source: C2ER, Cost of Living Index

Notes

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

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