MILWAUKEE ECONOMIC DRIVERS

POPULATION
(Source: US Census Bureau Estimates, July 2022)

- City of Milwaukee – 563,305
- Milwaukee County – 918,661
- Waukesha County – 410,434
- Washington County – 137,688
- Ozaukee County – 93,009
- Total 4-County MKE area – 1.5 million
- Total 7-County MKE area – 2 million

MILWAUKEE AREA EMPLOYMENT
BY INDUSTRY IN THOUSANDS
(Source: Bureau of Labor Statistics)

- Total nonfarm – 846.8
- Mining and logging – 0.5
- Construction – 35.2
- Manufacturing – 113.4
- Trade, transportation and utilities – 144.6
- Information – 11.2
- Financial activities – 48
- Professional and business services – 113.7
- Education and health services – 176.1
- Leisure and hospitality – 77.1
- Other services – 42.4
- Government – 84.6

LARGEST EMPLOYERS IN THE MILWAUKEE AREA BY NUMBER OF EMPLOYEES
(Source: Metro Milwaukee Association of Commerce)

- Advocate Aurora Health Care - 32,000
- Froedtert Health - 14,000
- Ascension Wisconsin – 10,750
- Quad/Graphics, Inc. - 7,500
- Medical College of Wisconsin – 6,225
- Kohl’s Corp. – 6,200
- GE Healthcare Technologies - 6,000
- Northwestern Mutual - 6,000
- Goodwill Industries of SE Wisconsin – 4,700
- Rockwell Automation – 4,000
- WEC Energy Group - 3,300
- Harley-Davidson Inc - 2,320
- Milwaukee Tool – 2,300
- Johnson Controls - 1,900
- Baird – 1,500
- Fiserv, Inc. - 900
- ManpowerGroup - 750
MILWAUKEE ECONOMIC DRIVERS

MILWAUKEE AREA
2023 FORTUNE 500 COMPANIES
(Source: Fortune.com)
• 111 – Northwestern Mutual Life Insurance Co.
• 202 – ManpowerGroup
• 226 – Kohl’s Corp.
• 230 – Fiserv, Inc.
• 404 – WEC Energy Group
• 476 – Rockwell Automation, Inc.

MILWAUKEE AREA
2023 FORTUNE 1000 COMPANIES
(Source: Fortune.com)
• 592 – Harley-Davidson, Inc.
• 661 – Snap-On, Inc.
• 690 – Generac Holdings
• 780 – A.O. Smith Corp.
• 866 – Quad/Graphics, Inc.

MILWAUKEE AREA
UNIVERSITIES AND COLLEGES
• Alverno College – 1,596 students
• Carroll University – 3,303
• Concordia University – 4,983
• Marquette University – 11,320
• Medical College of Wisconsin – 1,615
  (includes Milwaukee, Green Bay, and Central Wisconsin campuses)
• Milwaukee Area Technical College – 28,682
• Milwaukee Institute of Art & Design – 900
• Milwaukee School of Engineering – 2,729
• Mount Mary University – 1,228
• University of Wisconsin-Milwaukee – 23,155
• University of Wisconsin–Milwaukee at Waukesha – 810
• Waukesha County Technical College – 17,343
• Wisconsin Lutheran College – 1,076