MILWAUKEE ECONOMIC DRIVERS

POPULATION
(Source: US Census Bureau Estimates, July 2021)
• City of Milwaukee – 569,330
• Milwaukee County – 928,059
• Waukesha County – 408,756
• Washington County – 137,175
• Ozaukee County – 92,497
• Total 4-County MKE area – 1.6 million
• Total 7-County MKE area – 2 million

MILWAUKEE AREA EMPLOYMENT
BY INDUSTRY IN THOUSANDS
(Source: Bureau of Labor Statistics)
• Total nonfarm – 849.6
• Mining and logging – 0.5
• Construction – 34.9
• Manufacturing – 114.6
• Trade, transportation, and utilities – 155.6
• Information - 12.5
• Financial activities – 48.5
• Professional and business services – 121.5
• Education and health services – 167.6
• Leisure and hospitality – 69.4
• Other services – 42.8
• Government – 81.7

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
2022 FORTUNE 500 COMPANIES
(Source: Fortune.com)
- 97 – Northwestern Mutual Life Insurance Co.
- 167 – ManpowerGroup
- 183 – Kohl’s Corp.
- 227 – Fiserv, Inc.
- 416 – WEC Energy Group
- 472 – Rockwell Automation, Inc.

2022 FORTUNE 1000 COMPANIES
(Source: Fortune.com)
- 572 – Harley-Davidson, Inc.
- 641 – Snap-on, Inc.
- 723 – Generac Holdings
- 746 – A.O. Smith Corp.
- 842 – Quad/Graphics, Inc.
- 943 – REV Group, Inc.

MILWAUKEE AREA
UNIVERSITIES AND COLLEGES
- Alverno College – 1,822 students
- Cardinal Stritch University – 1,896
- Carroll University – 3,416
- Concordia University – 5,192
- Marquette University – 11,320
- Medical College of Wisconsin – 1,540
  (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 – 24,029
- University of Wisconsin–Milwaukee at Waukesha – 810
- Waukesha County Technical College – 17,343
- Wisconsin Lutheran College – 1,076