



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 – 866.7
- Mining and logging – 0.5
- Construction – 36.9
- Manufacturing – 116.4
- Trade, transportation and utilities – 148.6
- Information – 11.9
- Financial activities – 49.8
- Professional and business services – 122.6
- Education and health services – 171.3
- Leisure and hospitality – 86.1
- Other services – 44.8
- Government – 77.8

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



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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