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 – 1.2 million
- Total 7-County MKE area – 1.7 million

MILWAUKEE AREA EMPLOYMENT
BY INDUSTRY IN THOUSANDS
(Source: Bureau of Labor Statistics)
- Total nonfarm – 841.3
- Mining and logging - 0.5
- Construction – 35.4
- Manufacturing – 111.9
- Trade, transportation, and utilities – 146.4
- Information - 12.4
- Financial activities – 47.6
- Professional and business services – 120.9
- Education and health services – 166.6
- Leisure and hospitality – 76.1
- Other services – 42.5
- Government – 81

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
2021 FORTUNE 500 COMPANIES
(Source: Fortune.com)
• 90 - Northwestern Mutual Life Insurance Co.
• 165 - ManpowerGroup
• 195 - Kohl’s Corp.
• 205 – Fiserv, Inc.
• 400 - WEC Energy Group
• 440 - Rockwell Automation, Inc.

MILWAUKEE AREA
2021 FORTUNE 1000 COMPANIES
(Source: BizTimes)
• 614 - Harley-Davidson, Inc.
• 623 - Snap-on, Inc.
• 746 - Quad/Graphics, Inc.
• 767 - A.O. Smith Corp.
• 845 – Generac Holdings
• 902 - REV Group, Inc.
• 960 - Rexnord Corp.
• 962 - Modine Manufacturing Co.

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 – 25,397
• Milwaukee Institute of Art & Design – 900
• Milwaukee School of Engineering – 2,747
• Mount Mary University – 1,200
• University of Wisconsin-Milwaukee – 24,029
• University of Wisconsin–Milwaukee at Waukesha – 1,050
• Waukesha County Technical College – 16,045
• Wisconsin Lutheran College – 1,104