

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 – 1.5 million
- Total 7-County MKE area – 2 million

MILWAUKEE AREA EMPLOYMENT BY INDUSTRY IN THOUSANDS

(Source: Bureau of Labor Statistics)

- Total nonfarm – 853
- Mining and logging – 0.5
- Construction – 38.3
- Manufacturing – 114.6
- Trade, transportation, and utilities – 150.1
- Information - 12.4
- Financial activities – 47.9
- Professional and business services – 125.7
- Education and health services – 163.9
- Leisure and hospitality – 79.9
- Other services – 43.0
- Government – 76.7

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

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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.

MILWAUKEE AREA 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 – 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