

MILWAUKEE ECONOMIC DRIVERS

POPULATION

(Source: US Census Bureau 2020 decennial census)

- City of Milwaukee – 577,222
- Milwaukee County – 939,489
- Waukesha County – 406,978
- Washington County – 136,761
- Ozaukee County – 91,503
- Total 4-County MKE area – 1.6 million
- Total 7-County MKE area – 2.1 million

MILWAUKEE AREA EMPLOYMENT BY INDUSTRY IN THOUSANDS

(Source: Bureau of Labor Statistics)

- Total nonfarm – 837.3
- Mining and logging - 0.4
- Construction - 31.8
- Manufacturing – 120.2
- Trade, transportation, and utilities - 145.1
- Information - 12.1
- Financial activities – 46.5
- Professional and business services – 122.8
- Education and health services – 161.6
- Leisure and hospitality – 72.5
- Other services – 44.8
- Government – 79.5

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 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 - Zurn Water Solutions
- 962 - Modine Manufacturing Co.

MILWAUKEE AREA UNIVERSITIES AND COLLEGES

- Alverno College – 1,876 students
- Cardinal Stritch University – 1,896
- Carroll University – 3,480
- Concordia University – 7,040
- Marquette University – 11,550
- Medical College of Wisconsin – 1,413
(includes Milwaukee, Green Bay,
and Central Wisconsin campuses)
- Milwaukee Area Technical College – 31,197
- Milwaukee Institute of Art & Design – 920
- Milwaukee School of Engineering – 2,673
- Mount Mary University – 1,200
- University of Wisconsin-Milwaukee – 24,725
- University of Wisconsin-Waukesha – 1,221
- Waukesha County Technical College – 17,836
- Wisconsin Lutheran College – 1,200