



# Milwaukee County, WI

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
Waukesha, Wisconsin 53187

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## Report Parameters

### 1 County

55079 Milwaukee County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**909,628**

**Population (2023)**

Population **decreased by 38,280** over the last 5 years and is projected to **decrease by 46,714** over the next 5 years.

**514,037**

**Total Regional Employment**

Jobs **decreased by 24,202** over the last 5 years and are projected to **decrease by 4,121** over the next 5 years.

**\$54.8K**

**Median Household Income (2022)**

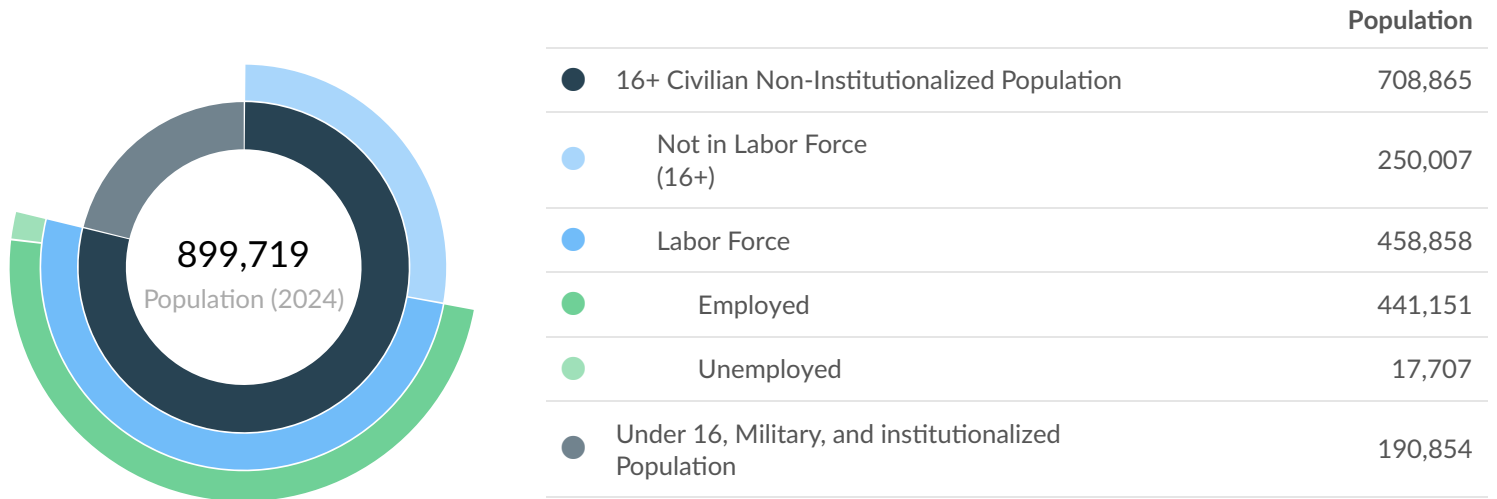
Median household income is **\$14.2K below** the national median household income of \$69.0K.

## Takeaways

- As of 2023 the region's population **declined by 4.0%** since 2018, falling by 38,280. Population is expected to **decrease by 5.1%** between 2023 and 2028, losing 46,714.
- From 2018 to 2023, jobs **declined by 4.5%** in Milwaukee County, WI from 538,239 to **514,037**. This change **fell short of the national growth rate of 3.9% by 8.4%**. As the number of jobs declined, the **labor force participation rate increased from 63.3% to 64.9% between 2018 and 2023**.
- Concerning educational attainment, **21.2% of Milwaukee County, WI residents possess a Bachelor's Degree** (the same as the national average), and **8.3% hold an Associate's Degree** (0.6% below the national average).
- The top three industries in 2023 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Individual and Family Services.

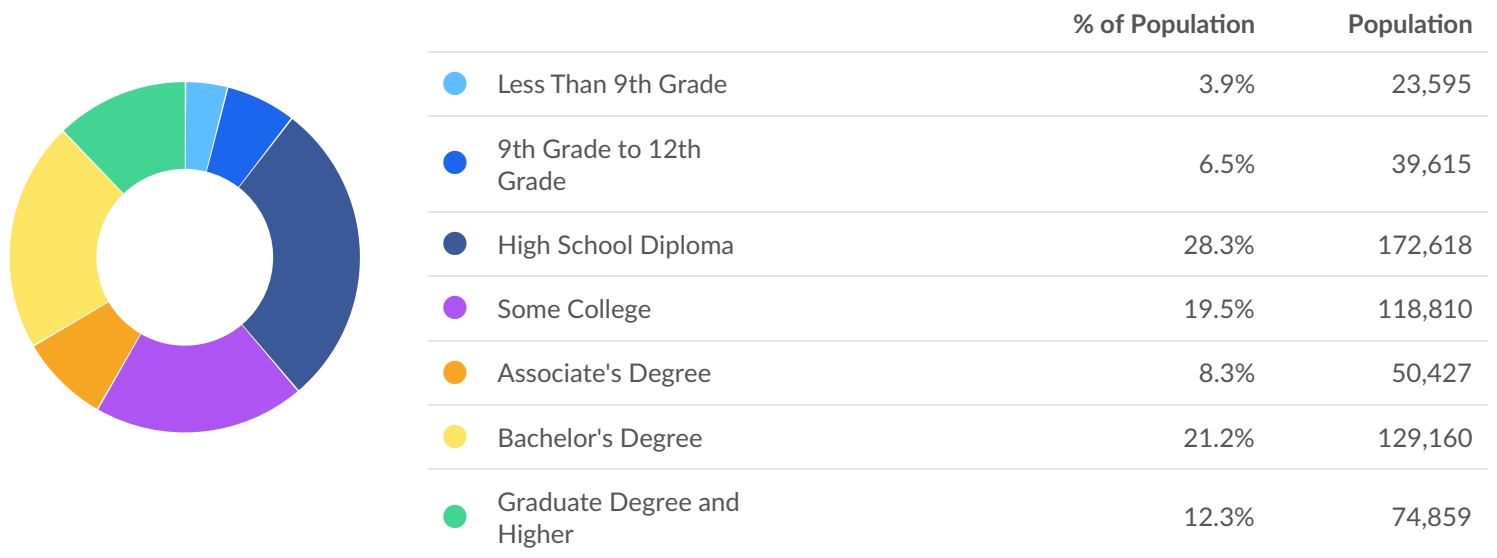
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	899,719	458,858	514,037	104.5	\$67.81B	\$56.58B	\$68.19B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



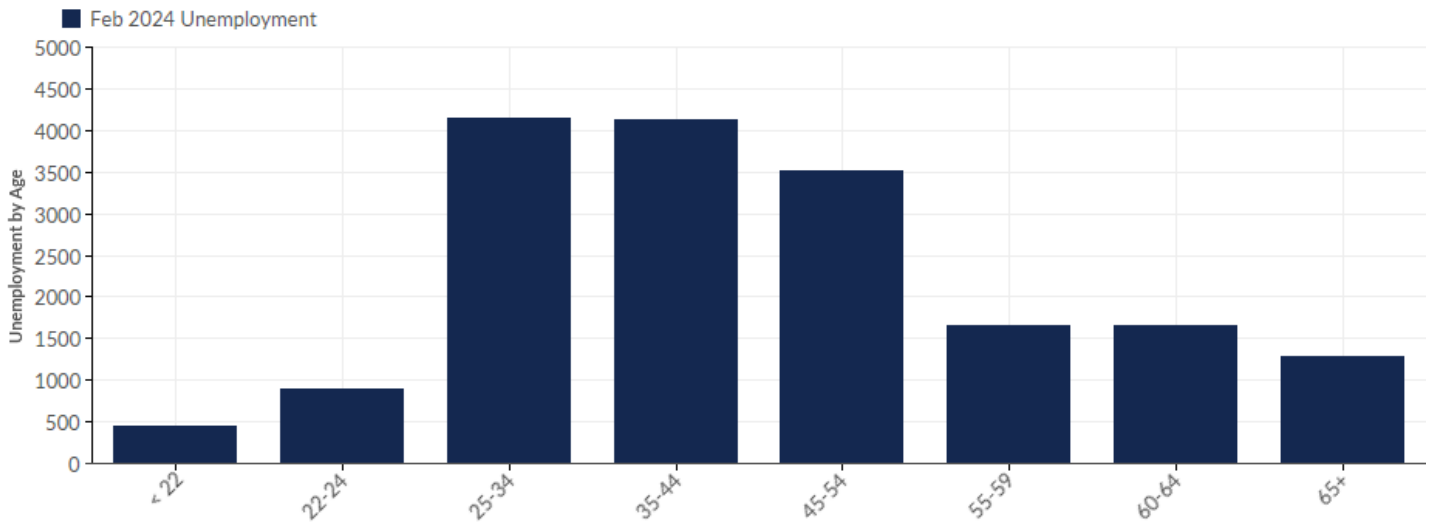
## Educational Attainment

Concerning educational attainment, **21.2% of Milwaukee County, WI residents possess a Bachelor's Degree** (the same as the national average), and **8.3% hold an Associate's Degree** (0.6% below the national average).



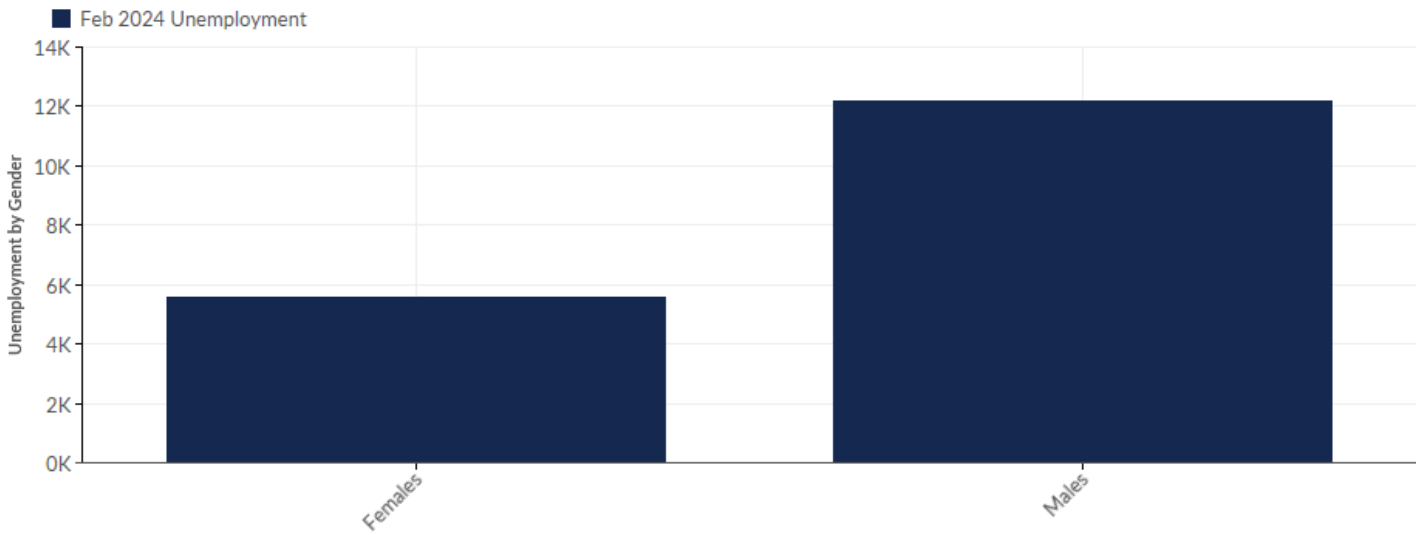
# Unemployment by Demographics

## Unemployment by Age



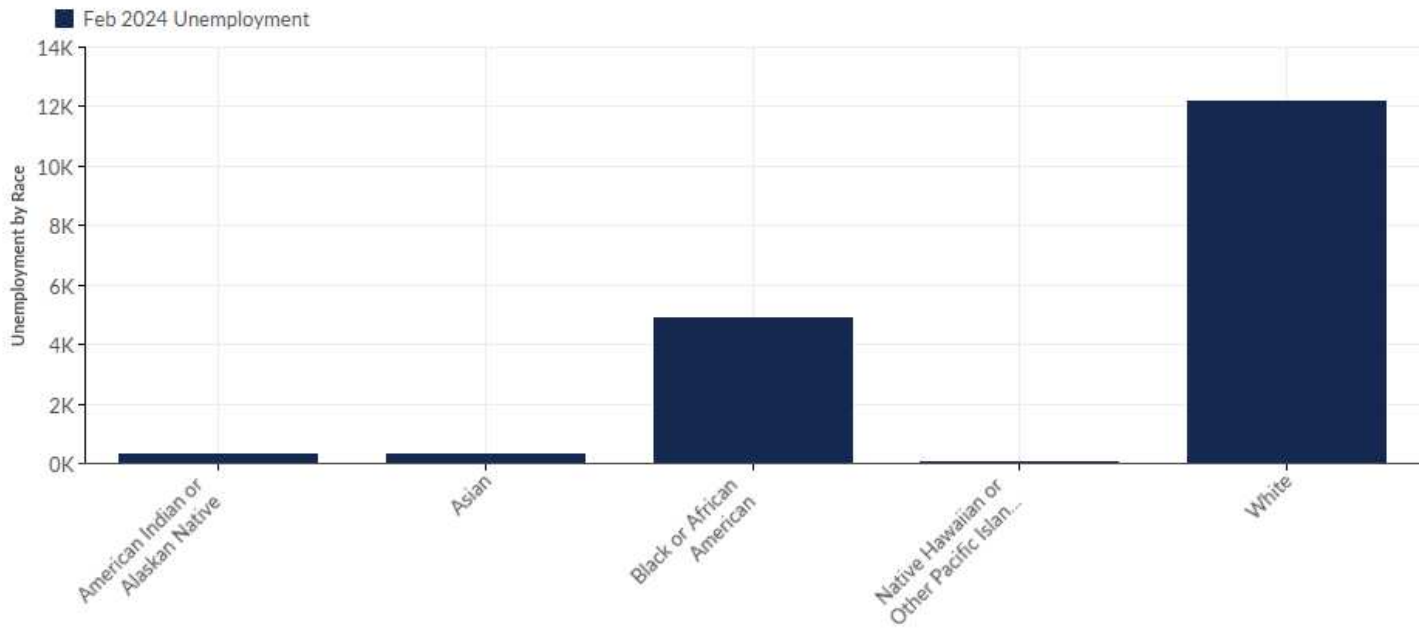
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	445	2.51%
22-24	899	5.08%
25-34	4,145	23.41%
35-44	4,118	23.26%
45-54	3,512	19.83%
55-59	1,657	9.36%
60-64	1,646	9.30%
65+	1,285	7.26%
Total	17,707	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	5,549	31.34%
Males	12,158	68.66%
Total	17,707	100.00%

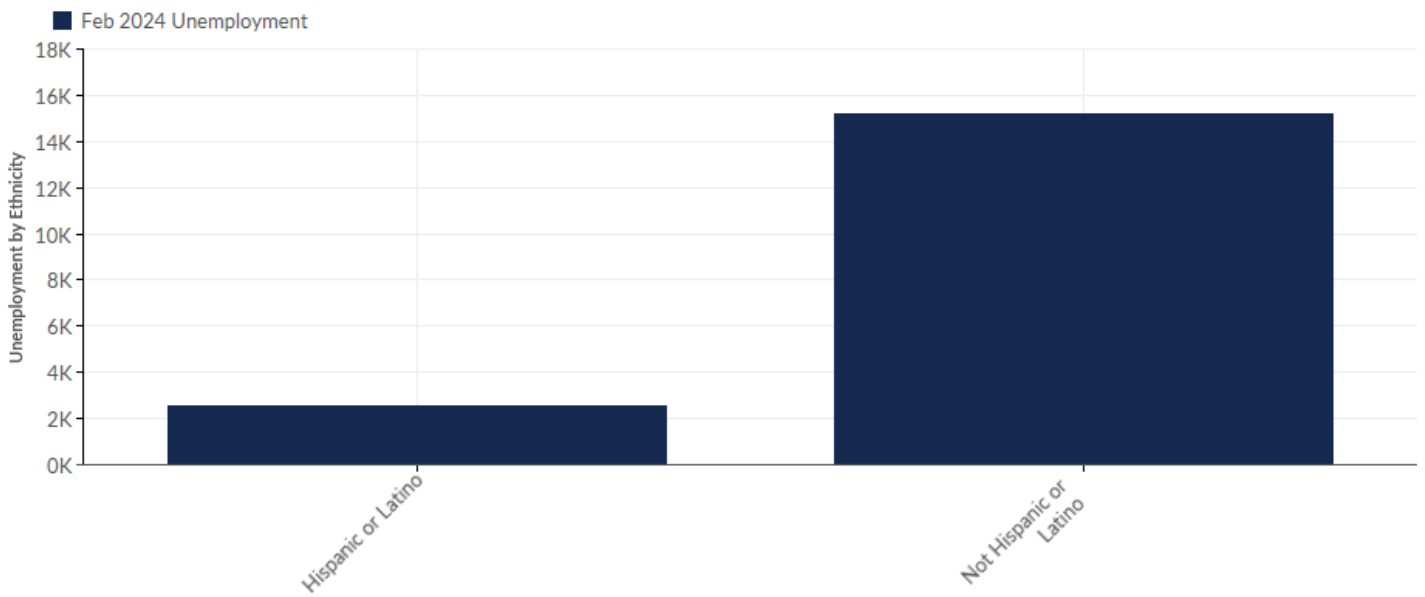
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	307	1.73%
Asian	324	1.83%
Black or African American	4,880	27.56%
Native Hawaiian or Other Pacific Islander	38	0.21%
White	12,158	68.66%
Total	17,707	100.00%



## Unemployment by Ethnicity

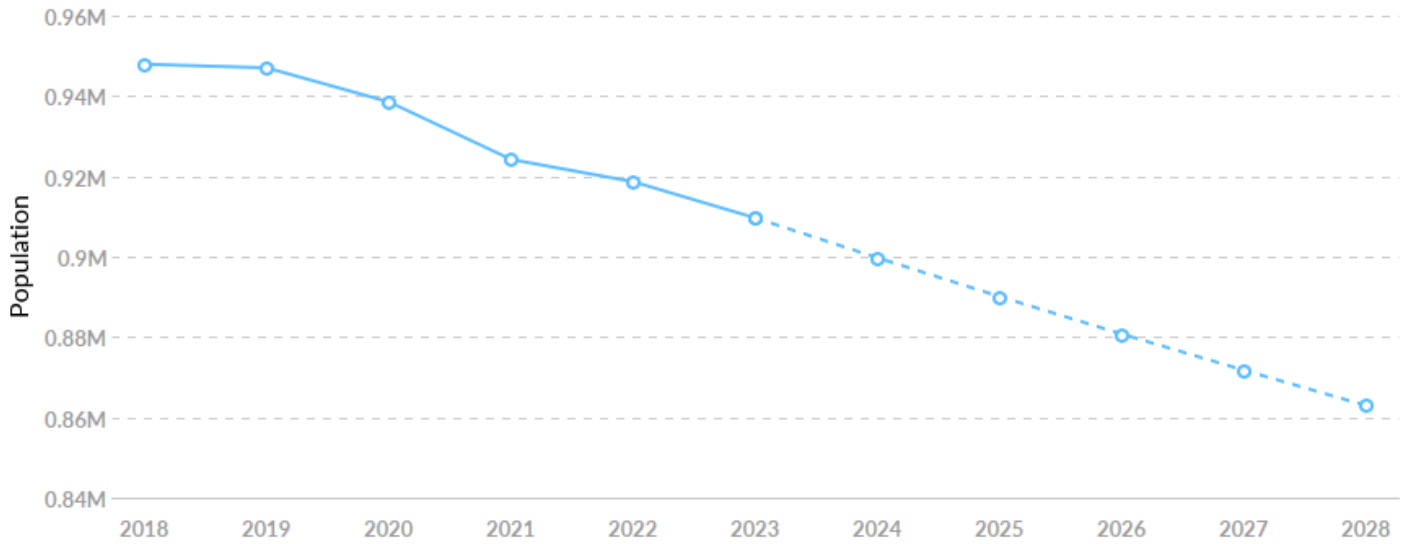


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	2,530	14.29%
Not Hispanic or Latino	15,177	85.71%
Total	17,707	100.00%

# Historic & Projected Trends

## Population Trends

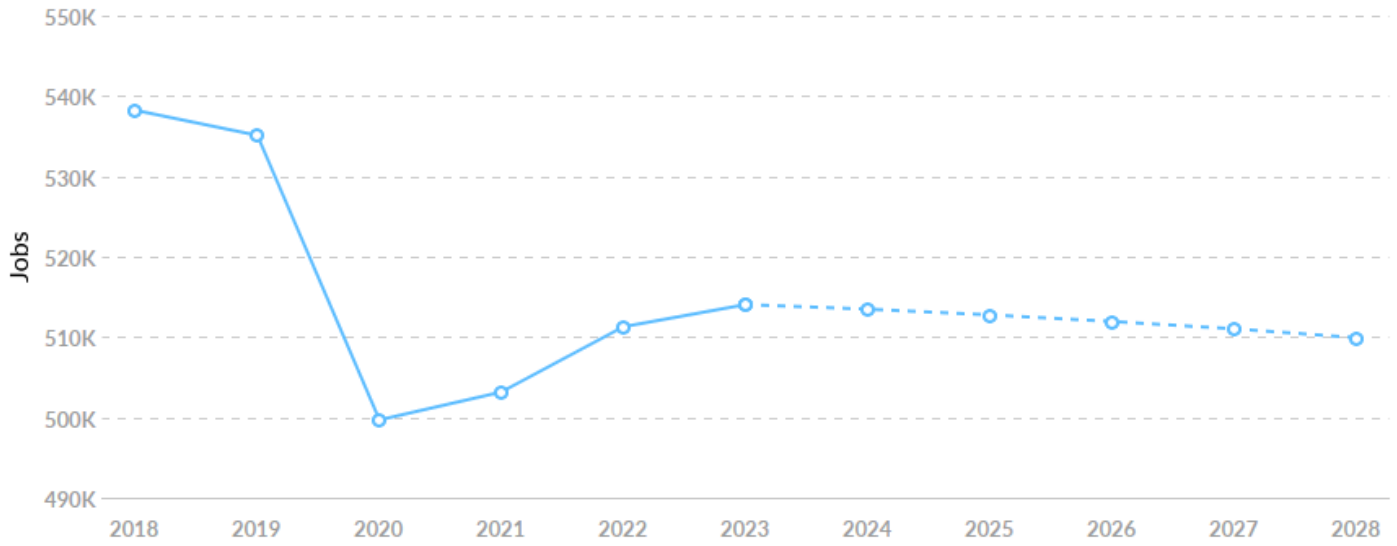
As of 2023 the region's population **declined by 4.0%** since 2018, falling by 38,280. Population is expected to **decrease by 5.1%** between 2023 and 2028, losing 46,714.



Timeframe	Population
2018	947,908
2019	947,011
2020	938,527
2021	924,207
2022	918,661
2023	909,628
2024	899,719
2025	890,060
2026	880,734
2027	871,730
2028	862,914

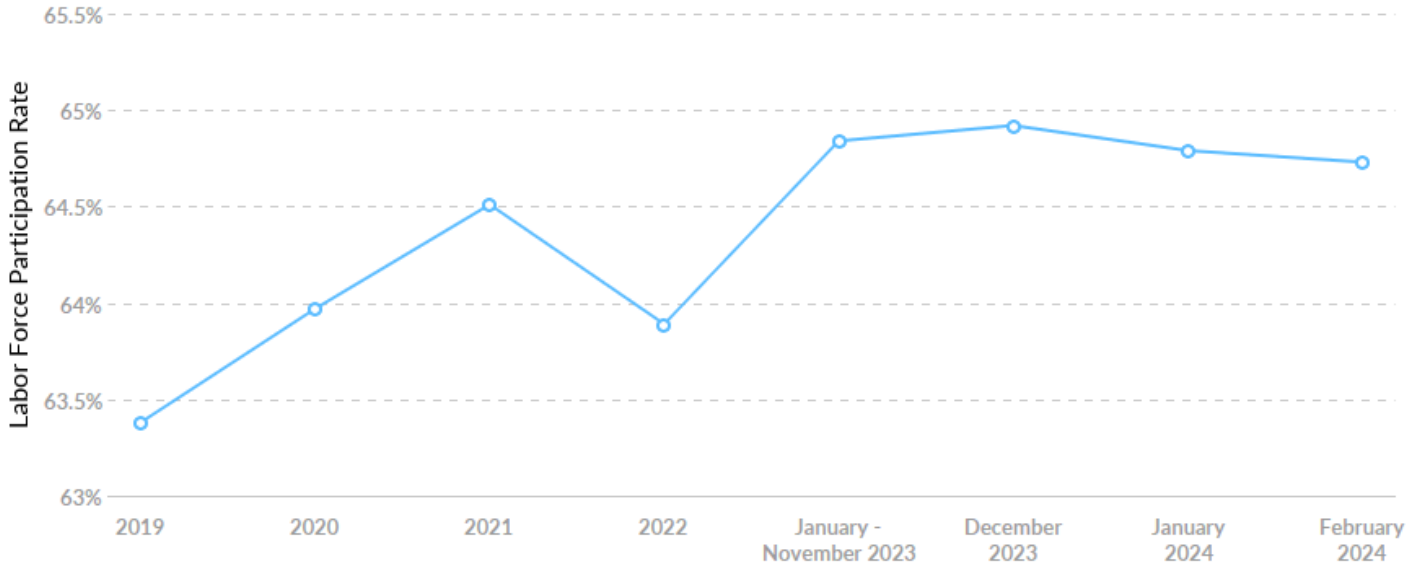
## Job Trends

From 2018 to 2023, jobs declined by 4.5% in Milwaukee County, WI from 538,239 to 514,037. This change fell short of the national growth rate of 3.9% by 8.4%.



Timeframe	Jobs
2018	538,239
2019	535,113
2020	499,671
2021	503,149
2022	511,278
2023	514,037
2024	513,472
2025	512,758
2026	511,934
2027	511,020
2028	509,916

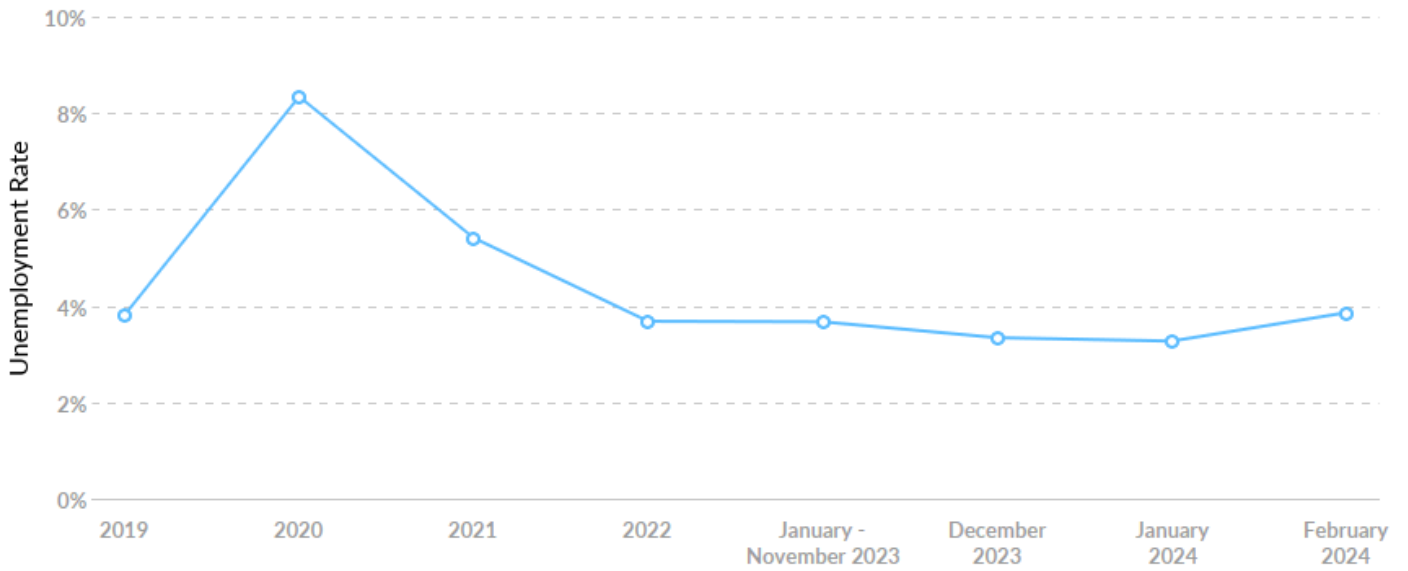
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	63.38%
2020	63.97%
2021	64.51%
2022	63.89%
January - November 2023	64.84%
December 2023	64.92%
January 2024	64.79%
February 2024	64.73%

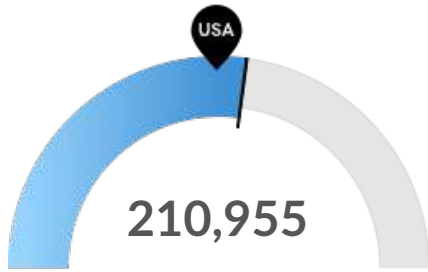
## Unemployment Rate Trends

Milwaukee County, WI had a February 2024 unemployment rate of 3.86%, **increasing from 3.81%** 5 years before.



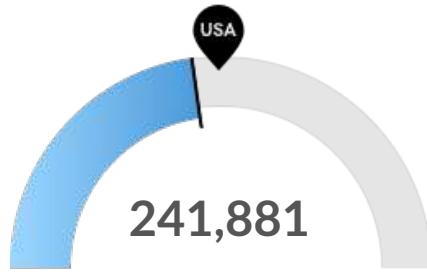
Timeframe	Unemployment Rate
2019	3.81%
2020	8.34%
2021	5.41%
2022	3.68%
January - November 2023	3.67%
December 2023	3.34%
January 2024	3.27%
February 2024	3.86%

## Population Characteristics



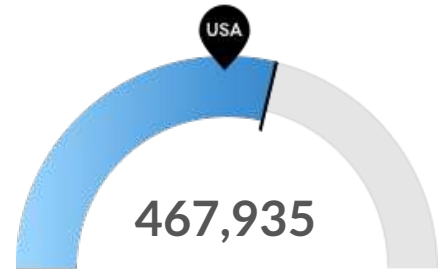
**Millennials**

Milwaukee County, WI has 210,955 millennials (ages 25-39). The national average for an area this size is 186,797.



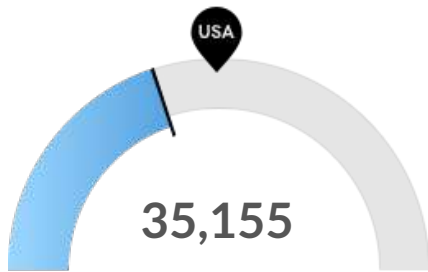
**Retiring Soon**

Retirement risk is low in Milwaukee County, WI. The national average for an area this size is 275,306 people 55 or older, while there are 241,881 here.



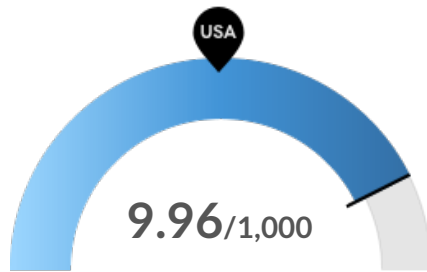
**Racial Diversity**

Racial diversity is high in Milwaukee County, WI. The national average for an area this size is 377,791 racially diverse people, while there are 467,935 here.



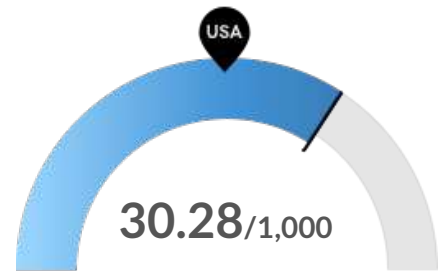
**Veterans**

Milwaukee County, WI has 35,155 veterans. The national average for an area this size is 48,047.



**Violent Crime**

Milwaukee County, WI has 9.96 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

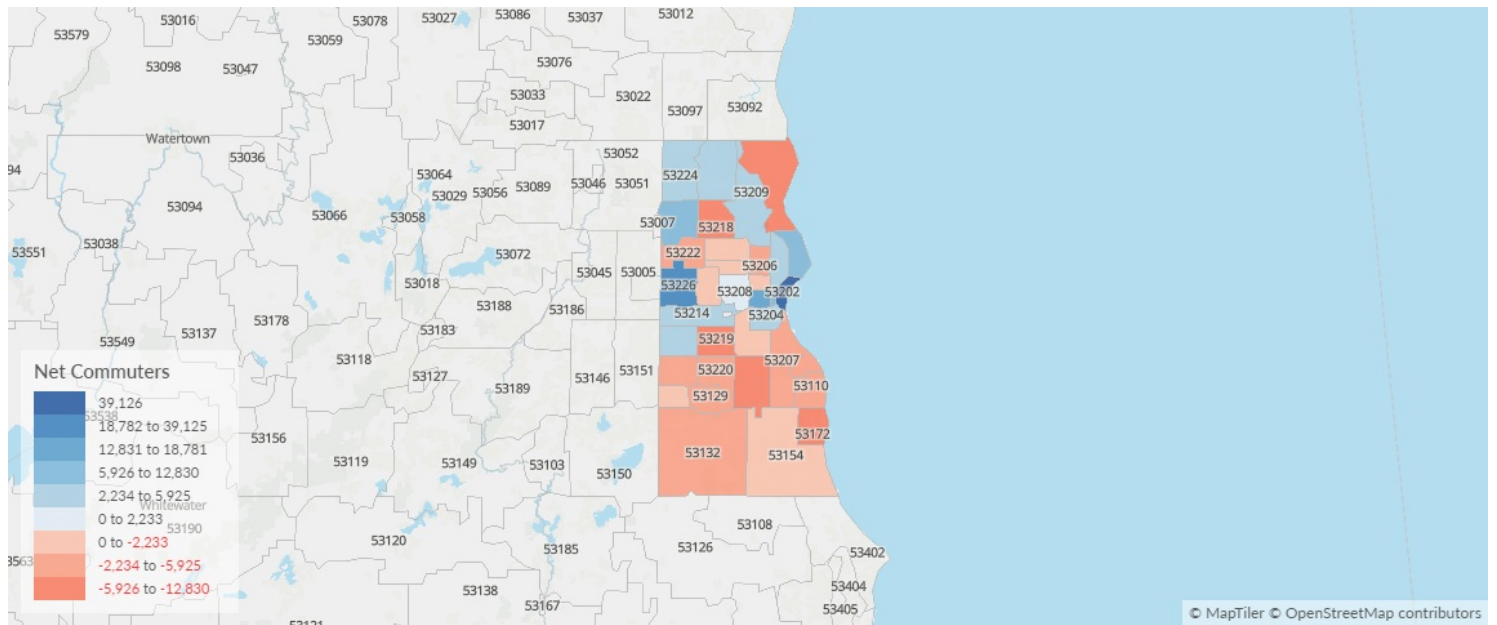


**Property Crime**

Milwaukee County, WI has 30.28 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Milwaukee County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #7 for resident workers. The top ZIP for resident workers is 53215.



### Where Talent Works

ZIP	Name	2023 Employment
53202	Milwaukee, WI (in Milw...	57,733
53226	Milwaukee, WI (in Milw...	30,220
53211	Milwaukee, WI (in Milw...	25,388
53209	Milwaukee, WI (in Milw...	24,092
53214	Milwaukee, WI (in Milw...	22,229

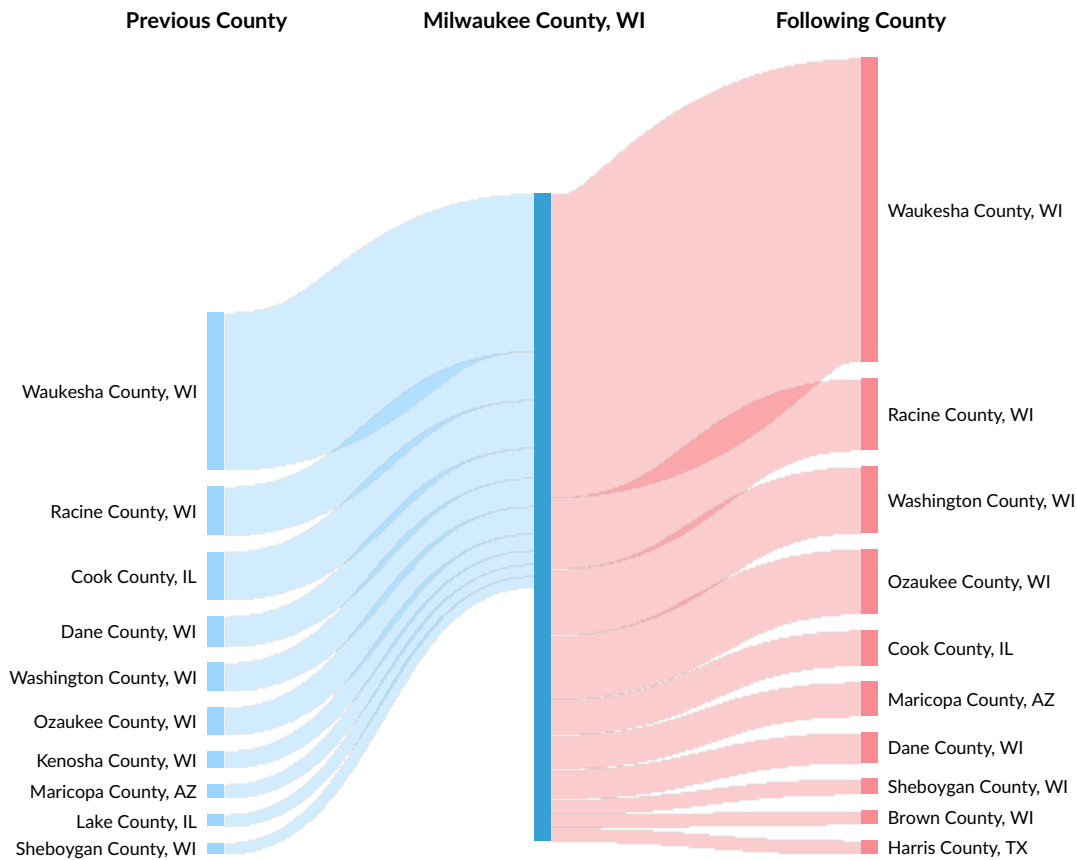
### Where Talent Lives

ZIP	Name	2023 Workers
53215	Milwaukee, WI (in Milw...	21,934
53207	Milwaukee, WI (in Milw...	21,409
53209	Milwaukee, WI (in Milw...	19,663
53211	Milwaukee, WI (in Milw...	19,462
53214	Milwaukee, WI (in Milw...	19,221

# Inbound and Outbound Migration

The table below analyzes past and current residents of Milwaukee County, WI. The left column shows residents of other counties migrating to Milwaukee County, WI. The right column shows residents migrating from Milwaukee County, WI to other counties.

As of 2021, **4,284** people have migrated from Waukesha County, WI to Milwaukee County, WI. In the same year, **8,266** people left Milwaukee County, WI migrating to Waukesha County, WI. The total Net Migration for Milwaukee County, WI in 2021 was **-11,922**.



Top Previous Counties	Migrations
Waukesha County, WI	4,284
Racine County, WI	1,330
Cook County, IL	1,305
Dane County, WI	817
Washington County, WI	766



Top Previous Counties	Migrations
Ozaukee County, WI	739
Kenosha County, WI	459
Maricopa County, AZ	373
Lake County, IL	325
Sheboygan County, WI	297
Walworth County, WI	263
Winnebago County, WI	260
Brown County, WI	244
Hennepin County, MN	242
Los Angeles County, CA	176
Top Following Counties	Migrations
Waukesha County, WI	8,266
Racine County, WI	1,944
Washington County, WI	1,801
Ozaukee County, WI	1,753
Cook County, IL	961
Maricopa County, AZ	927
Dane County, WI	817
Sheboygan County, WI	412
Brown County, WI	368
Harris County, TX	366
Kenosha County, WI	352
Walworth County, WI	352
Winnebago County, WI	323
Jefferson County, WI	296

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**Top Following Counties****Migrations**

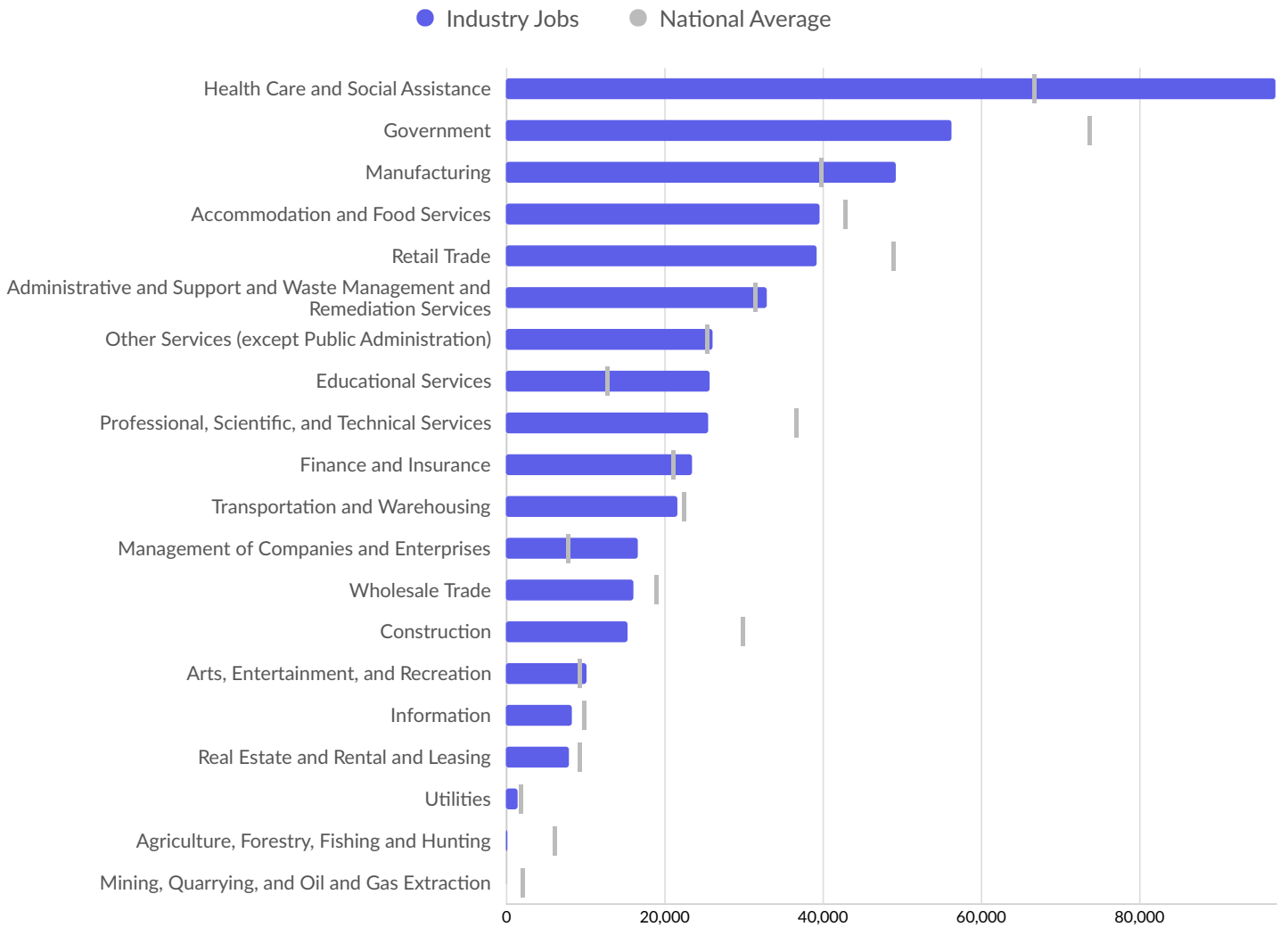
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Dodge County, WI289

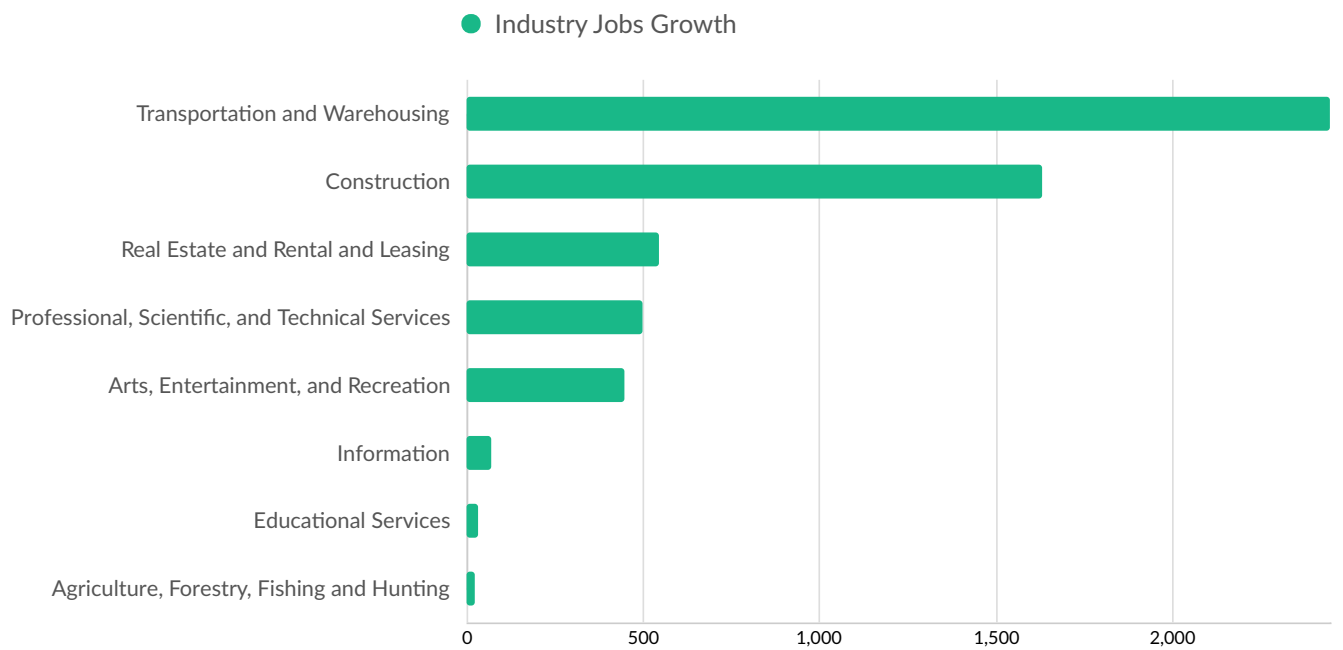
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# Industry Characteristics

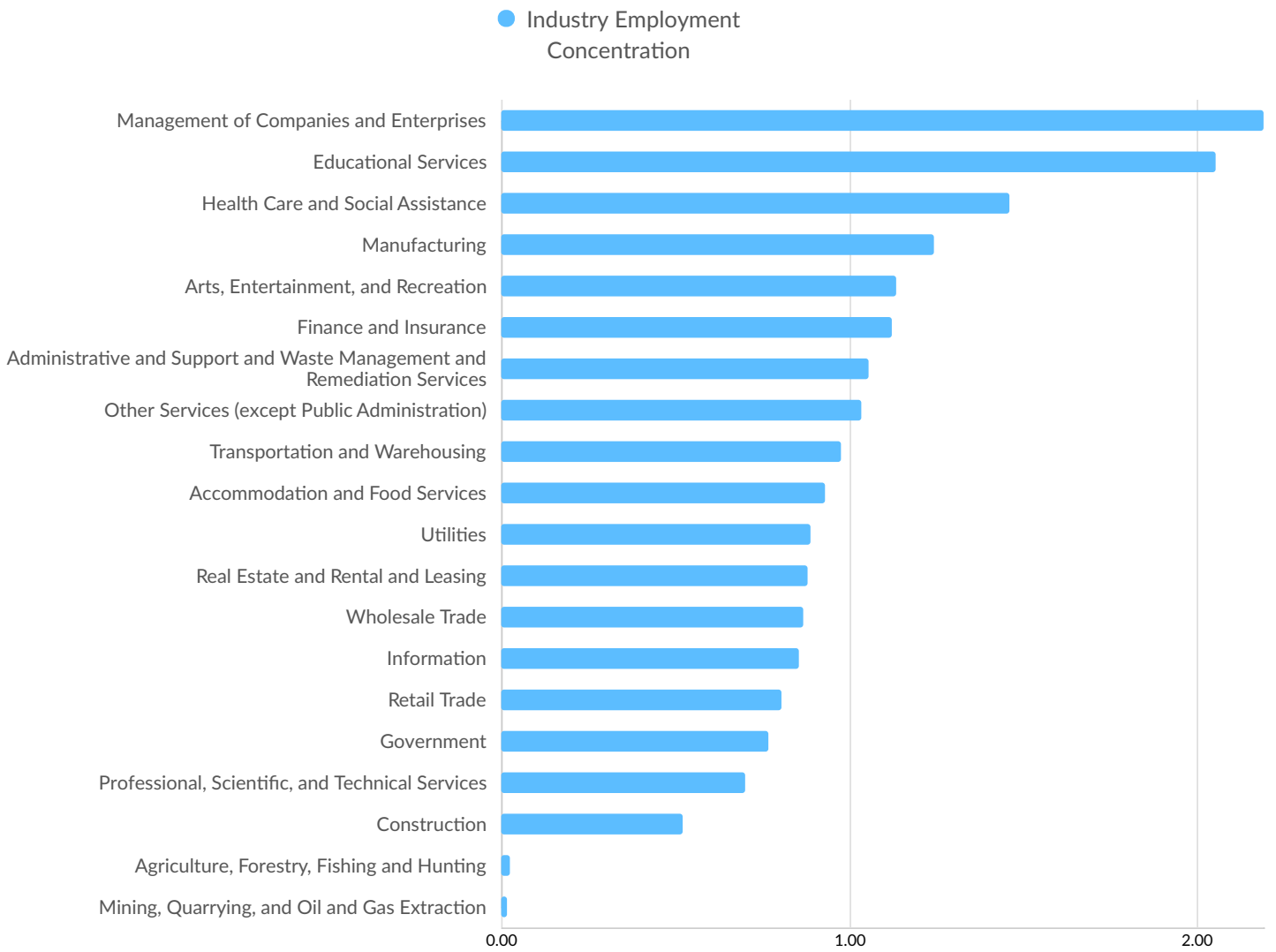
## Largest Industries



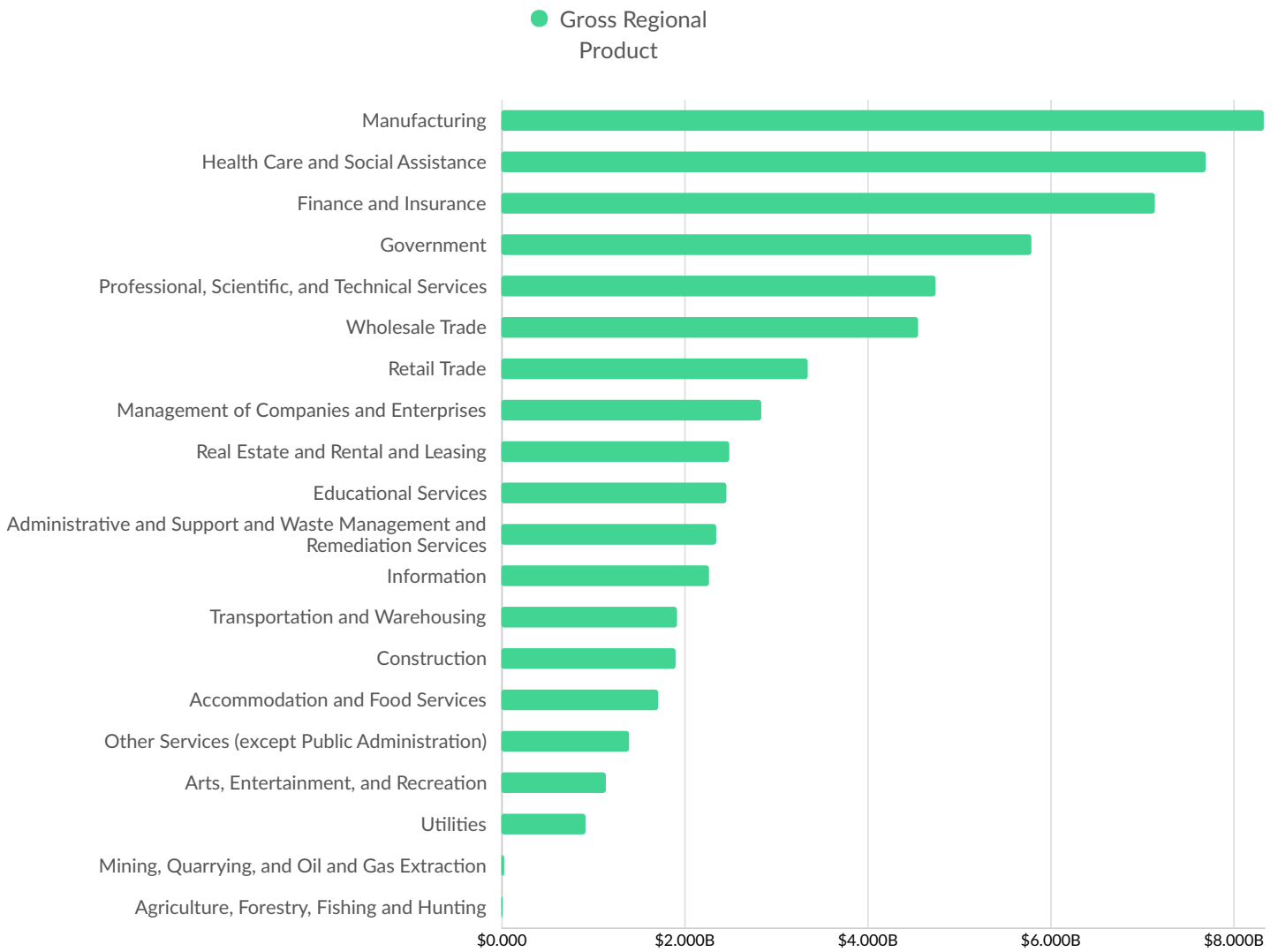
## Top Growing Industries



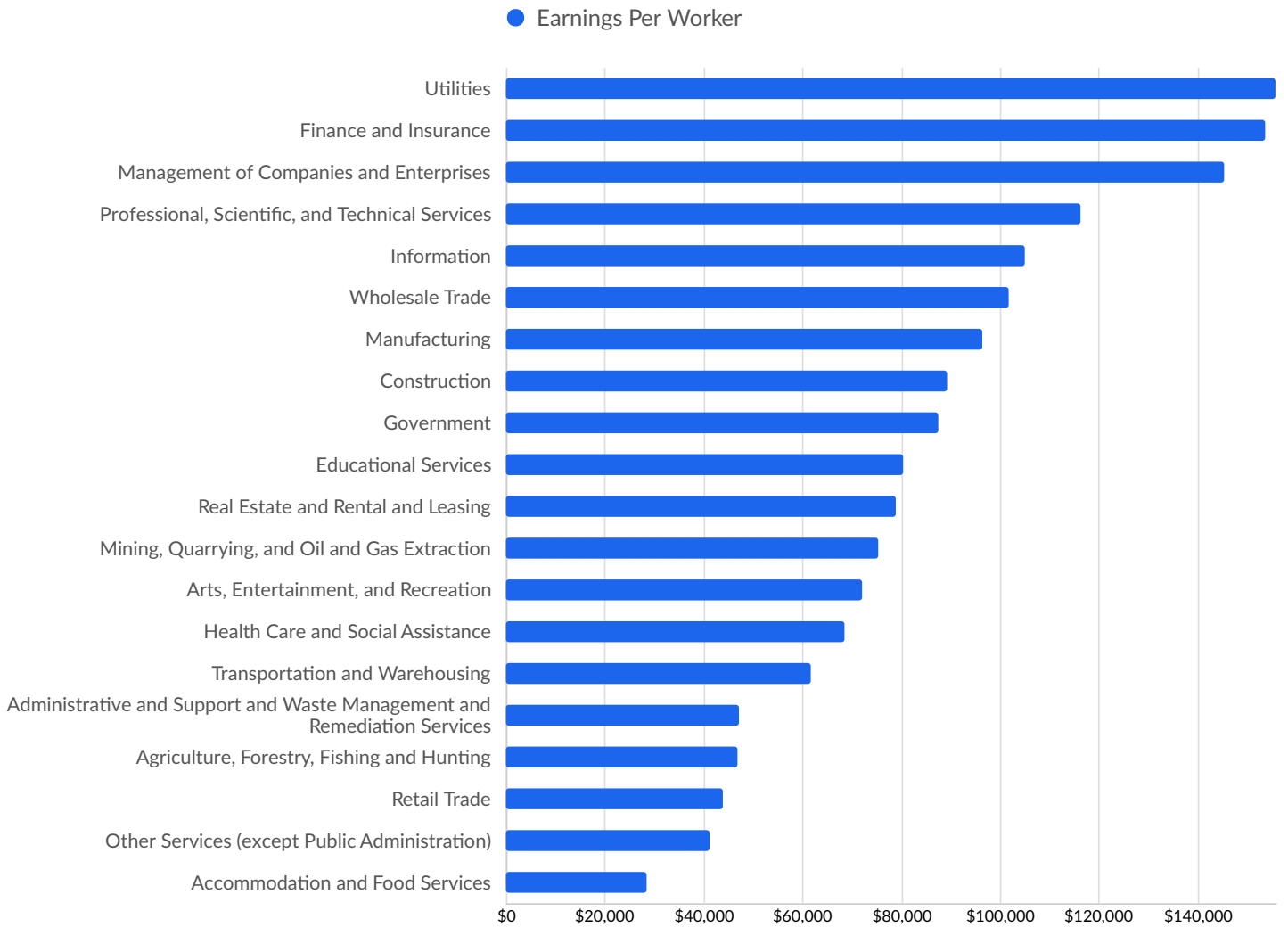
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



## Business Characteristics

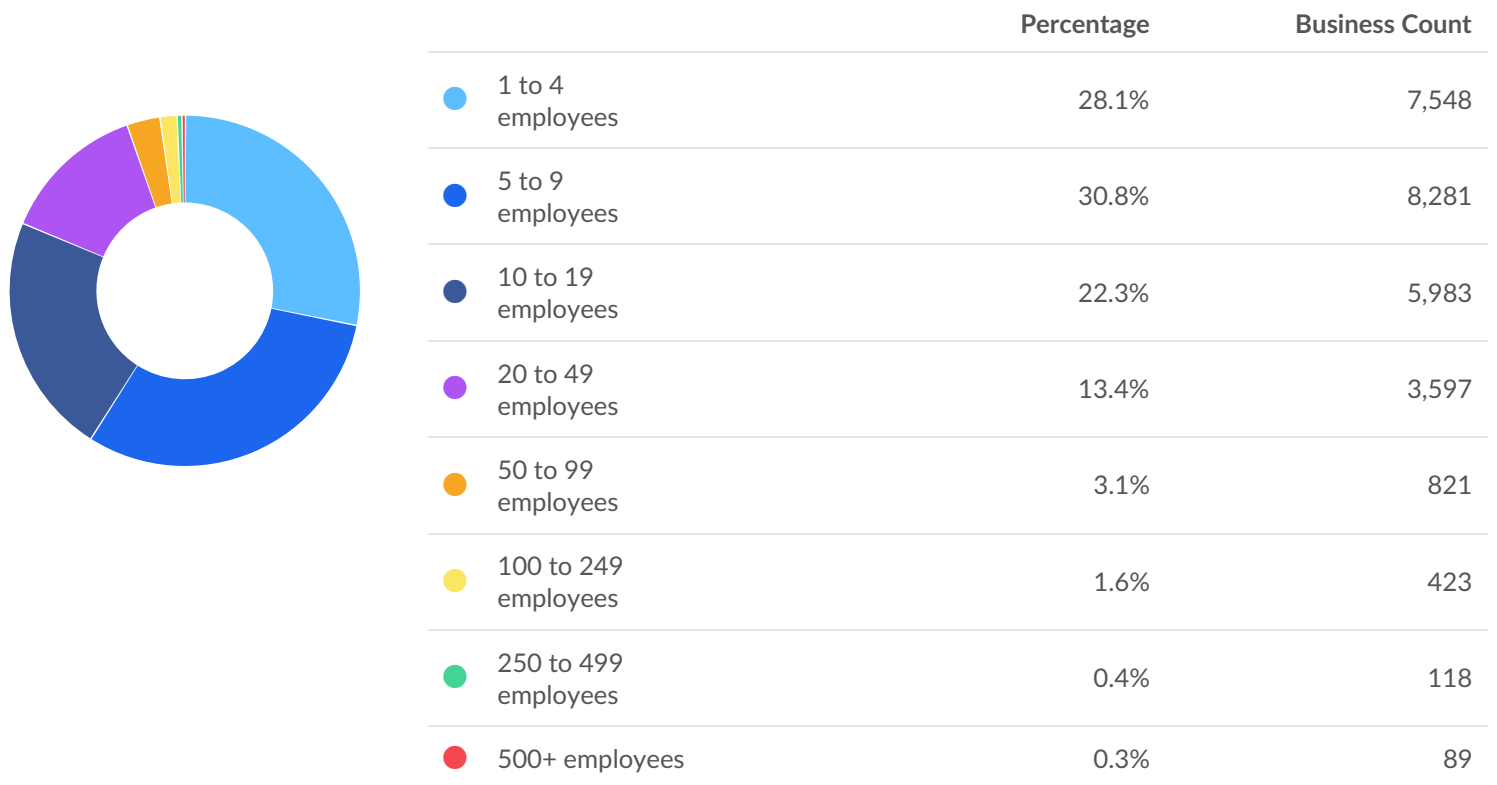
### 97,898 Companies Employ Your Workers

Online profiles for your workers mention 97,898 companies as employers, with the top 10 appearing below. In the last 12 months, 10,782 companies in Milwaukee County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Advocate Aurora Health	8,506 	Advocate Aurora Health	5,046 
University of Wisconsin System	6,142 	Froedtert & The Medical College...	2,573 
Northwestern Mutual	5,716 	Ascension	2,359 
Milwaukee Public Schools	5,405 	Northwestern Mutual	986 
Froedtert & The Medical College...	4,516 	Actalent	865 
The Medical College Of Wiscon...	4,087 	Rockwell Automation	861 
Marquette University	3,175 	The Medical College Of Wiscon...	843 
Kohl's	2,849 	GPAC	796 
Milwaukee County	2,412 	Milwaukee Public Schools	775 
Children& X27 S Wisconsin	2,401 	Uline	764 



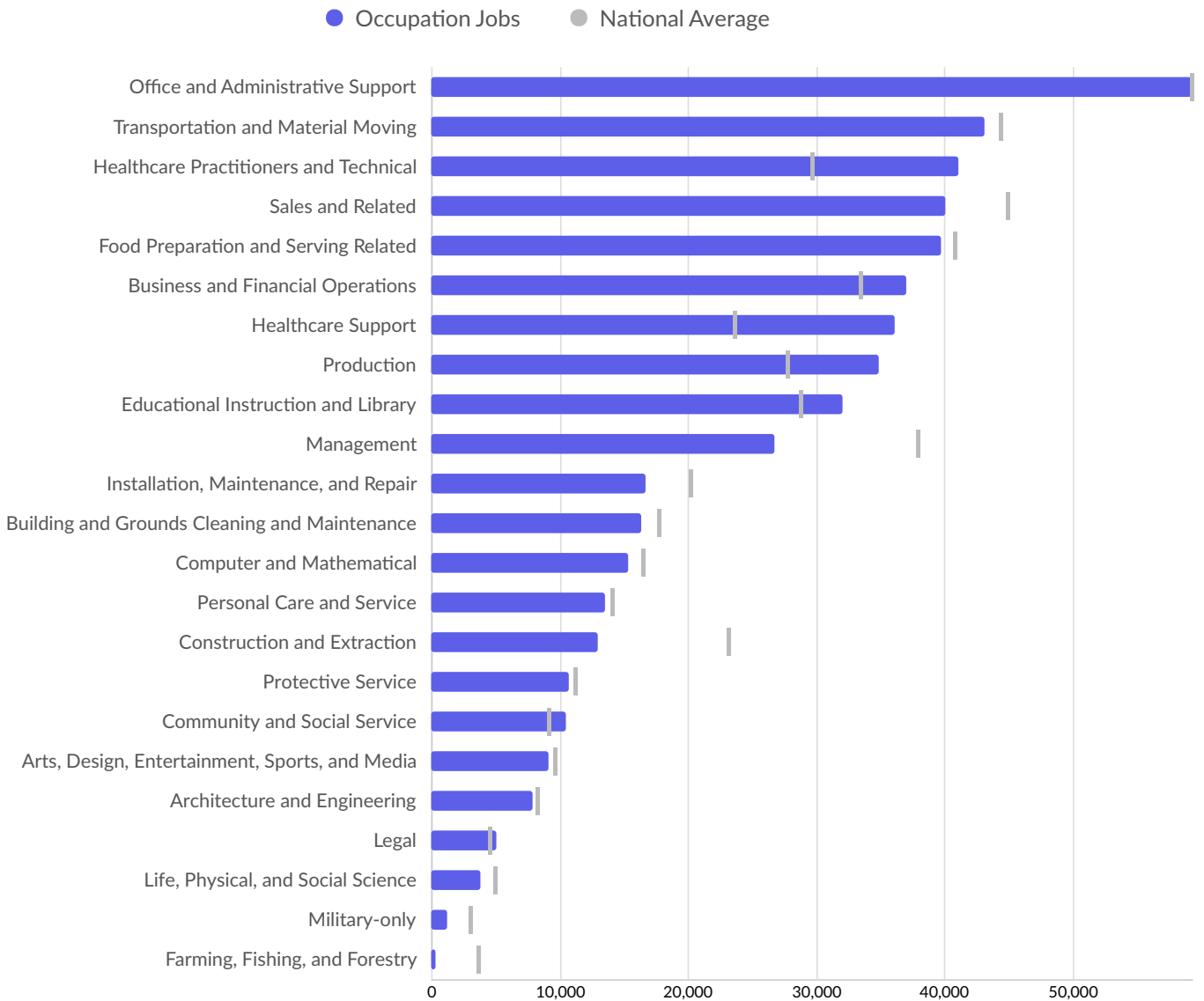
## Business Size



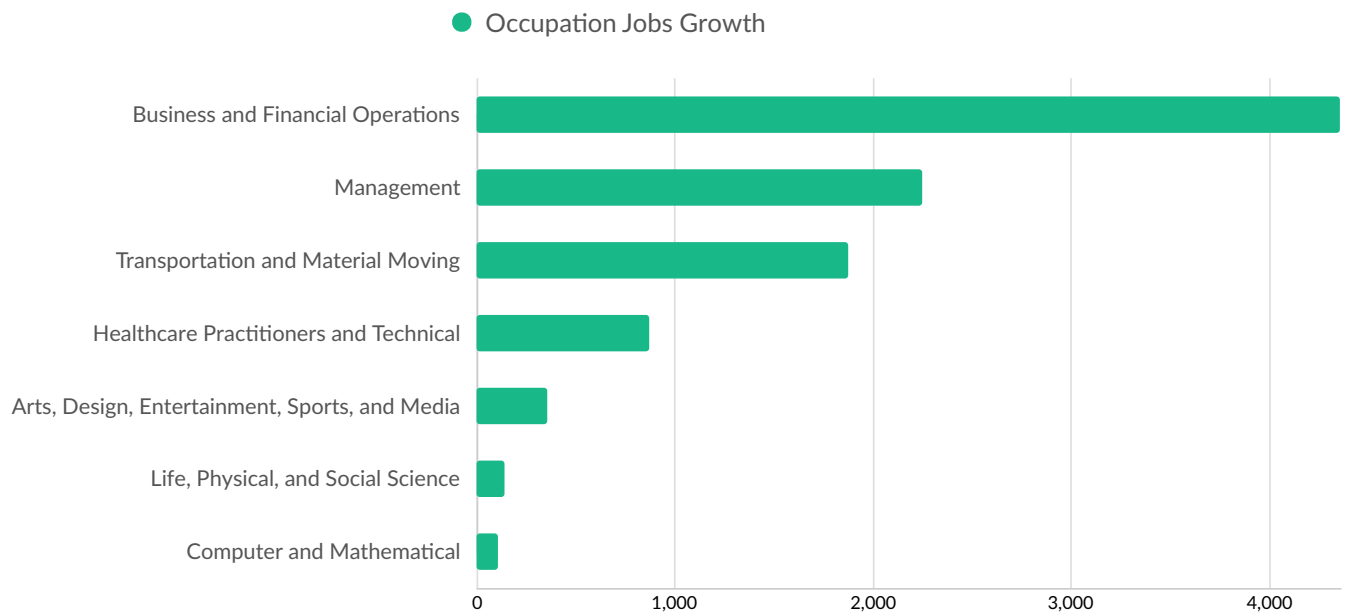
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

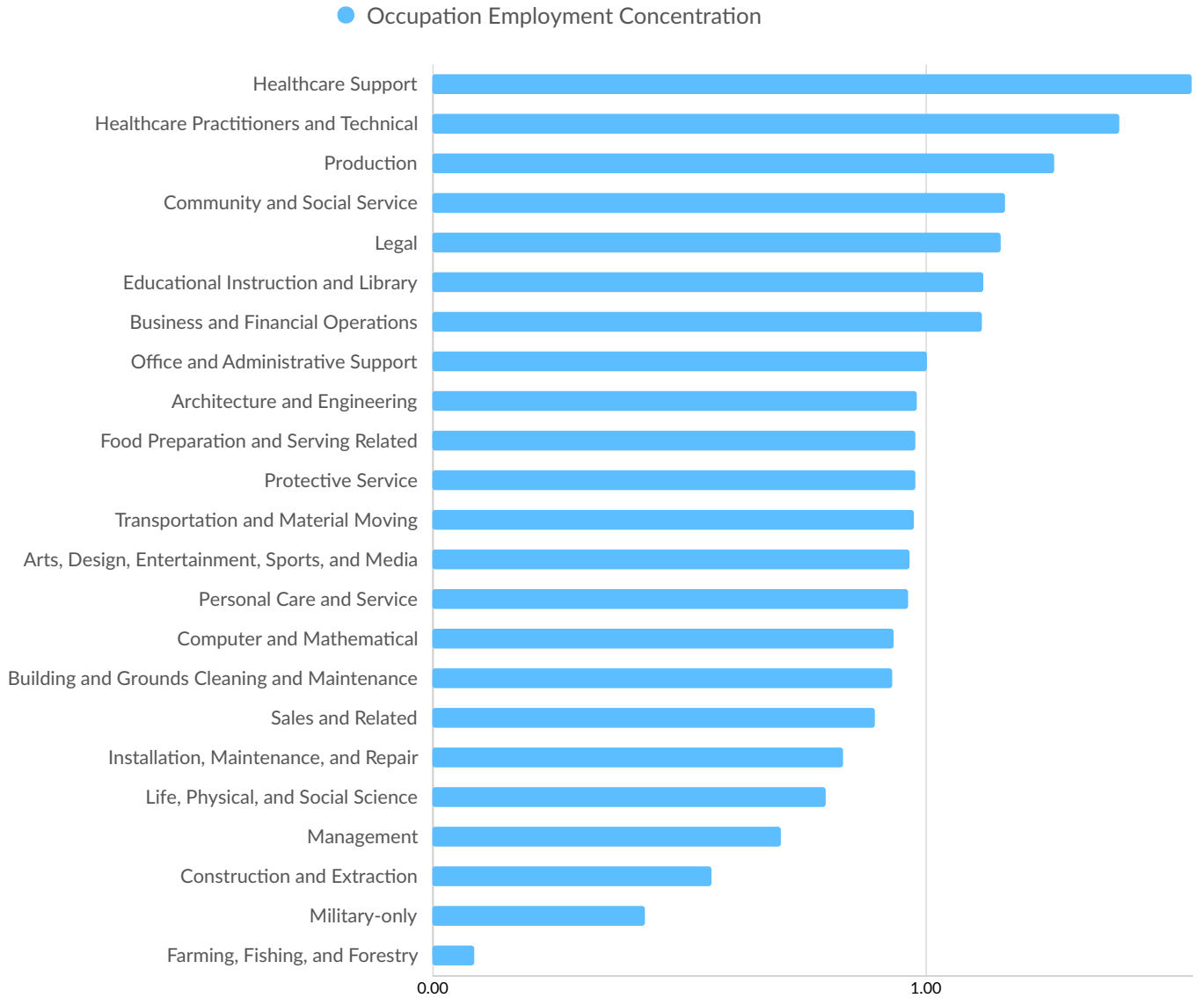
## Largest Occupations



## Top Growing Occupations



## Top Occupation Employment Concentration

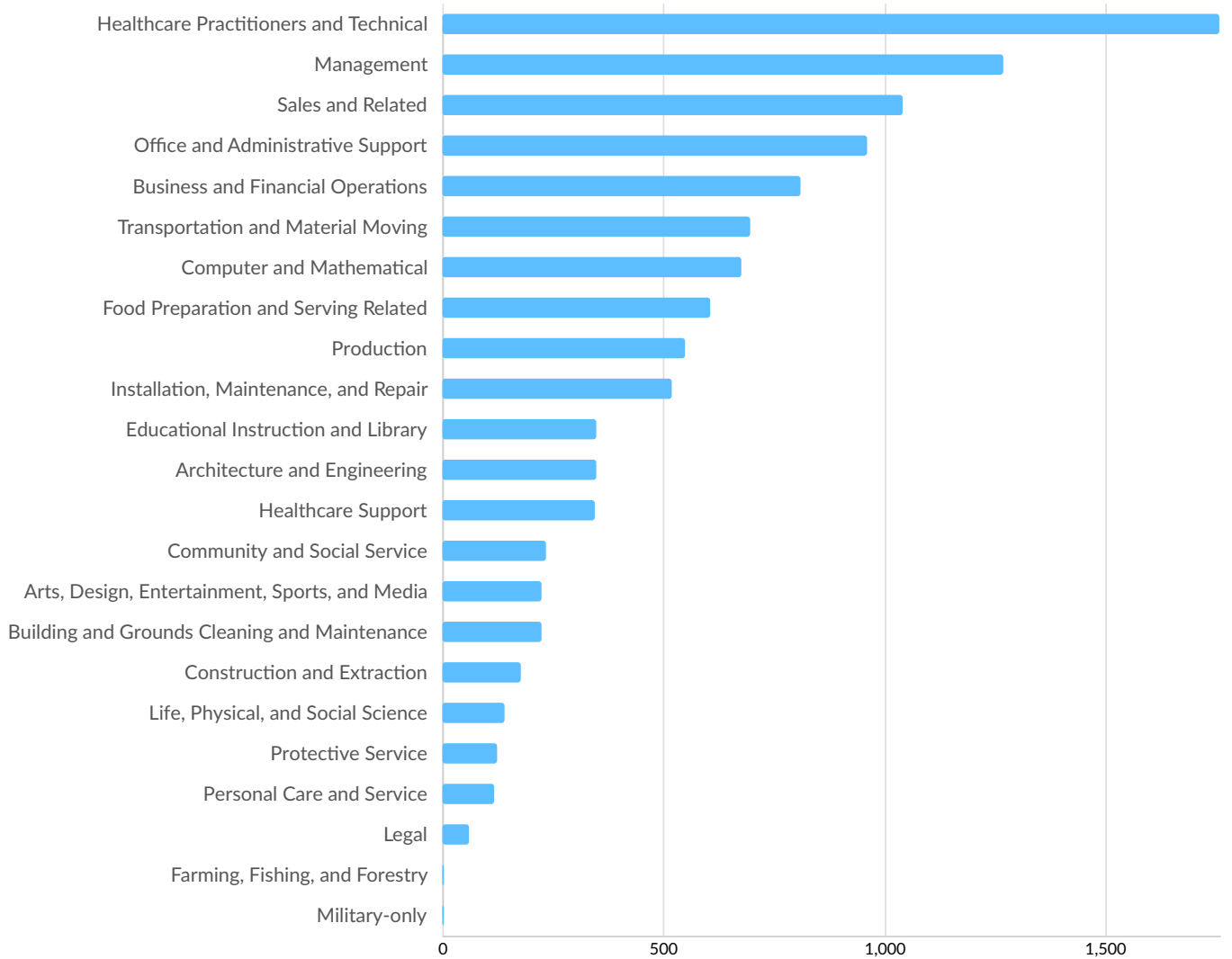


## Top Occupation Earnings

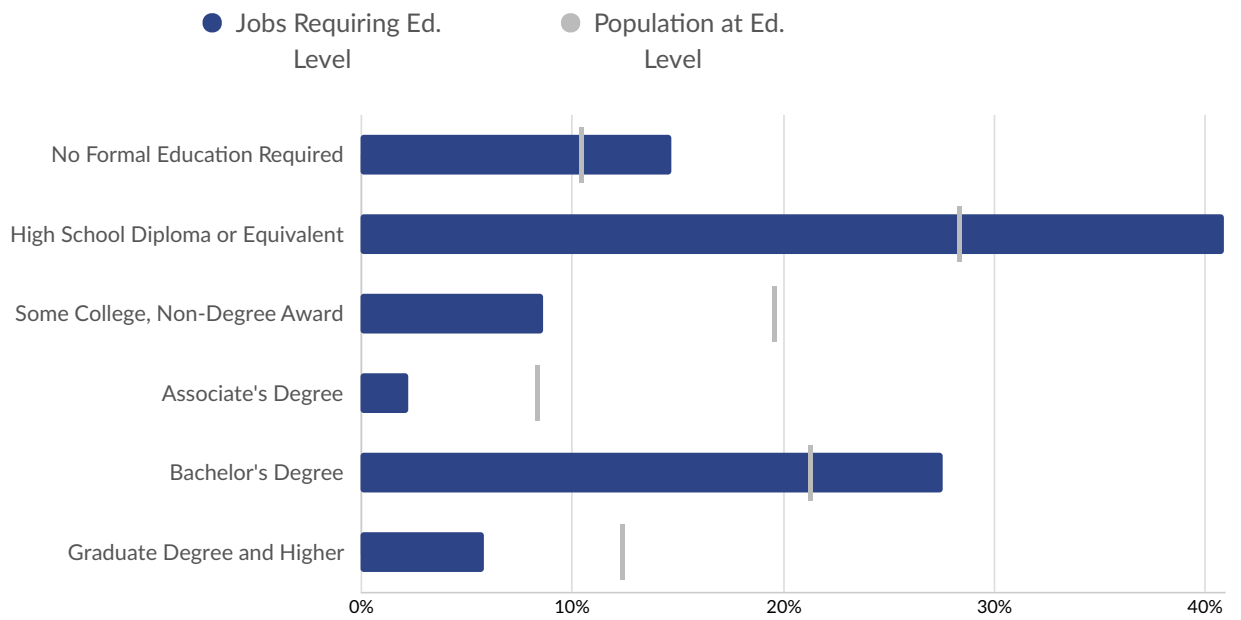


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



# Educational Pipeline

In 2022, there were 16,141 graduates in Milwaukee County, WI. This pipeline has shrunk by 3% over the last 4 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Marketing/Marketing Management, General" (Bachelor's), and "Psychology, General" (Bachelor's).

School	Total Graduates (2022)	Graduate Trend (2019 - 2022)
University of Wisconsin-Milwaukee	5,838	
Marquette University	3,721	
Milwaukee Area Technical College	2,697	
Milwaukee School of Engineering	653	
Alverno College	564	
Cardinal Stritch University	429	
Bryant & Stratton College-Wauwatosa	357	
Medical College of Wisconsin	349	
Mount Mary University	335	
Wisconsin Lutheran College	293	





## In-Demand Skills

