



Milwaukee County, WI

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

Contents

| | |
|--------------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Unemployment by Demographics | 4 |
| Historic & Projected Trends | 8 |
| Population Characteristics | 12 |
| Inbound and Outbound Migration | 14 |
| Industry Characteristics | 17 |
| Business Characteristics | 22 |
| Workforce Characteristics | 24 |
| Educational Pipeline | 30 |
| In-Demand Skills | 31 |

Report Parameters

1 County

55079 Milwaukee County, WI

Class of Worker

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

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

Economy Overview

916,205

Population (2023)

Population **decreased by 31,703** over the last 5 years and is projected to **decrease by 30,501** over the next 5 years.

517,176

Total Regional Employment

Jobs **decreased by 21,061** over the last 5 years but are projected to **grow by 214** over the next 5 years.

\$59.3K

Median Household Income (2022)

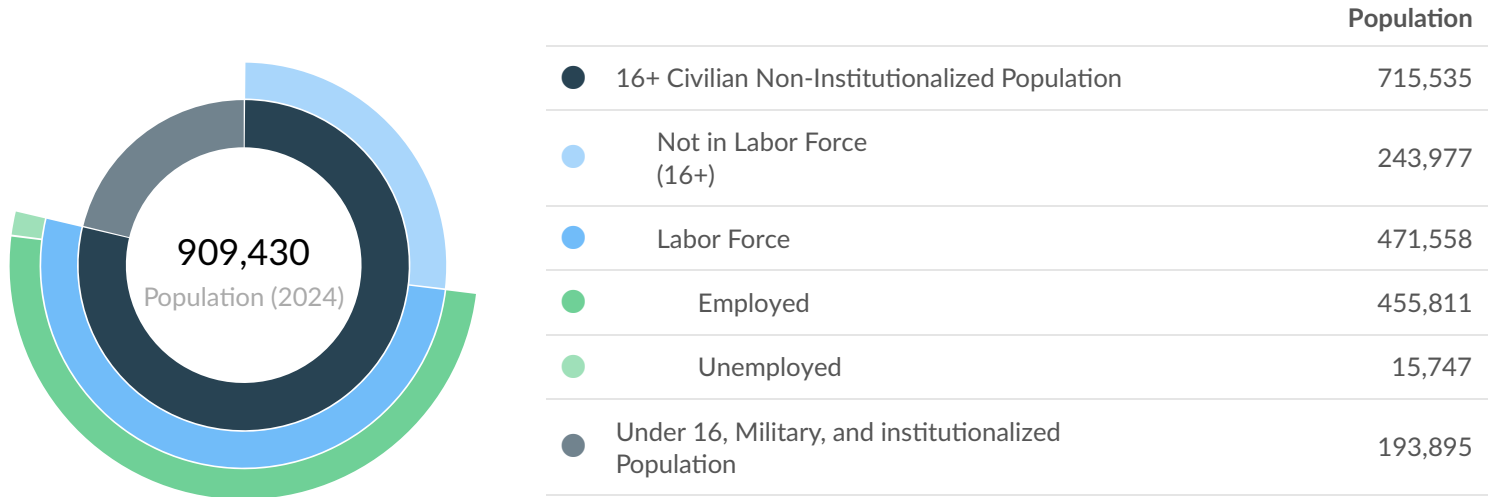
Median household income is **\$15.8K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **declined by 3.3%** since 2018, falling by 31,703. Population is expected to **decrease by 3.3%** between 2023 and 2028, losing 30,501.
- From 2018 to 2023, jobs **declined by 3.9%** in Milwaukee County, WI from 538,237 to **517,176**. This change **fell short of the national growth rate of 4.5% 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, **21.1% 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.

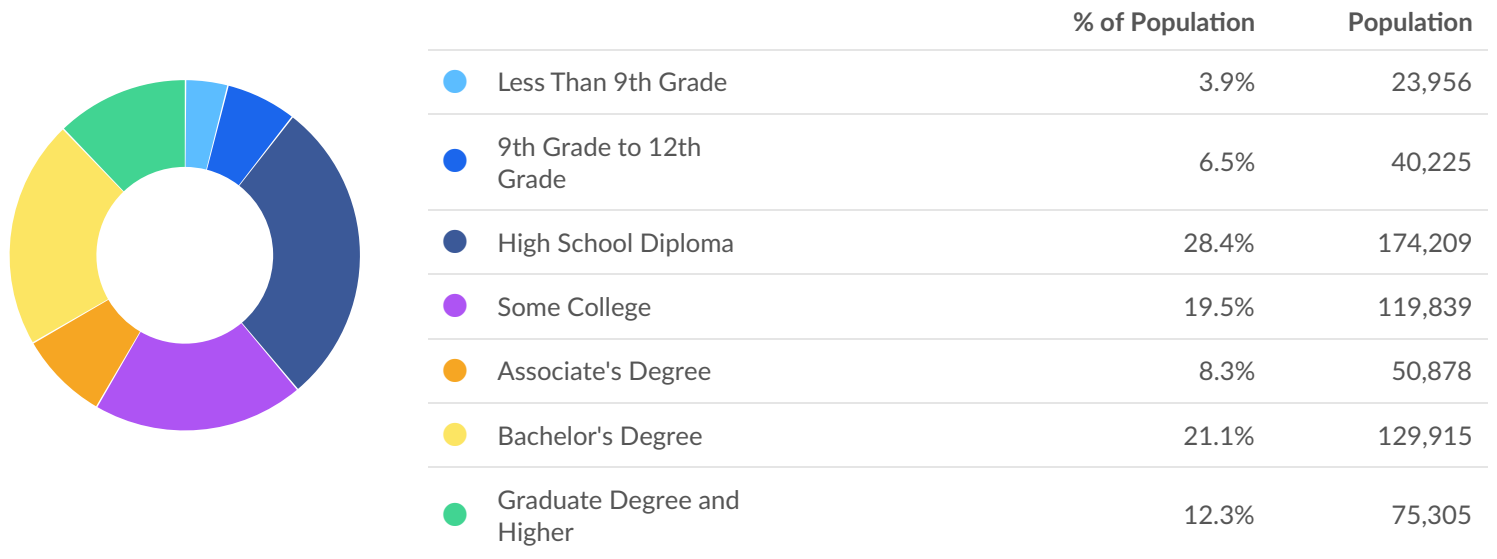
| | Population (2024) | Labor Force (Oct 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 909,430 | 471,558 | 517,176 | 104.5 | \$69.32B | \$57.20B | \$68.87B |
| State | 5,932,800 | 3,179,316 | 3,245,667 | 100.2 | \$412.45B | \$381.77B | \$408.89B |

Oct 2024 Labor Force Breakdown



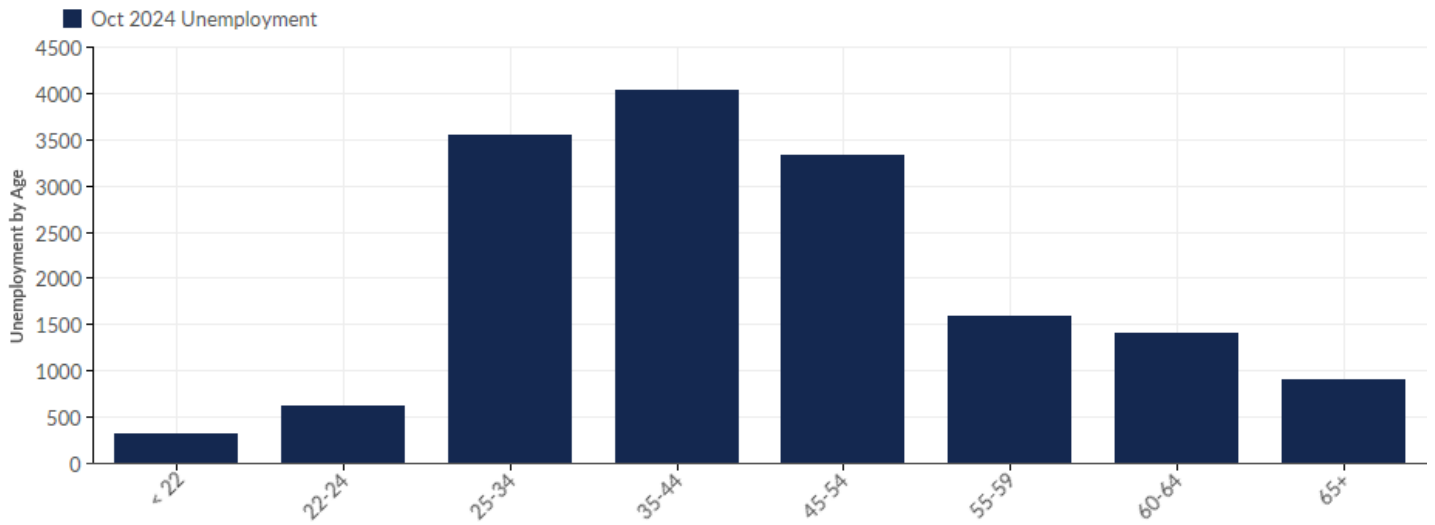
Educational Attainment

Concerning educational attainment, **21.1% 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).



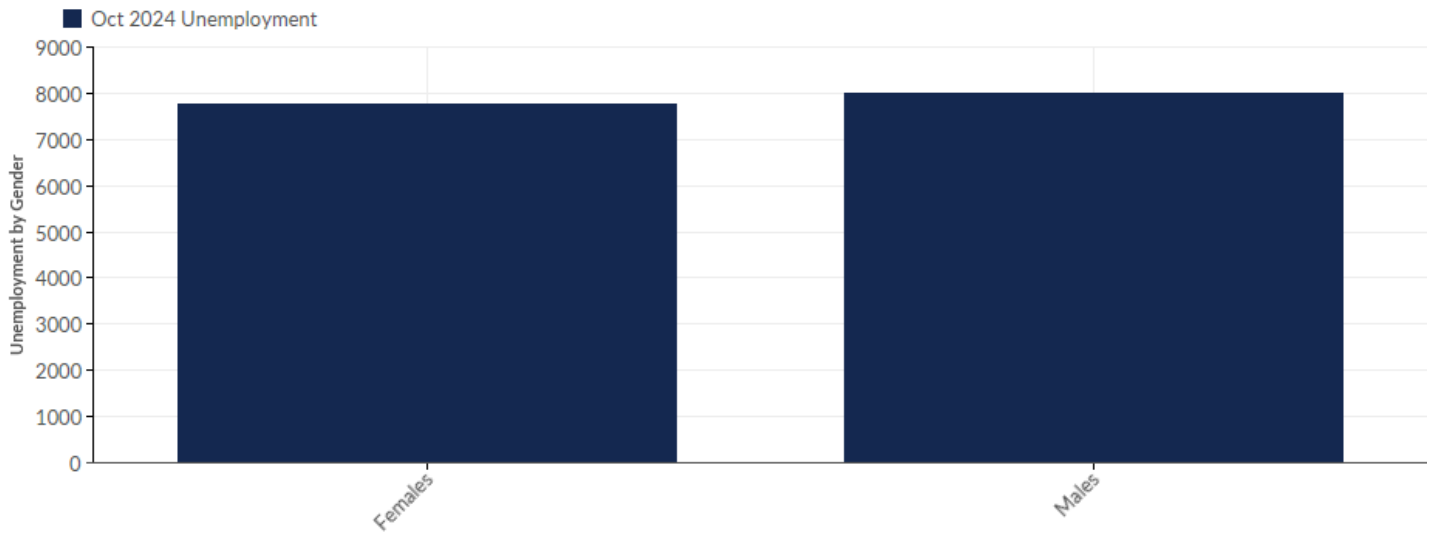
Unemployment by Demographics

Unemployment by Age



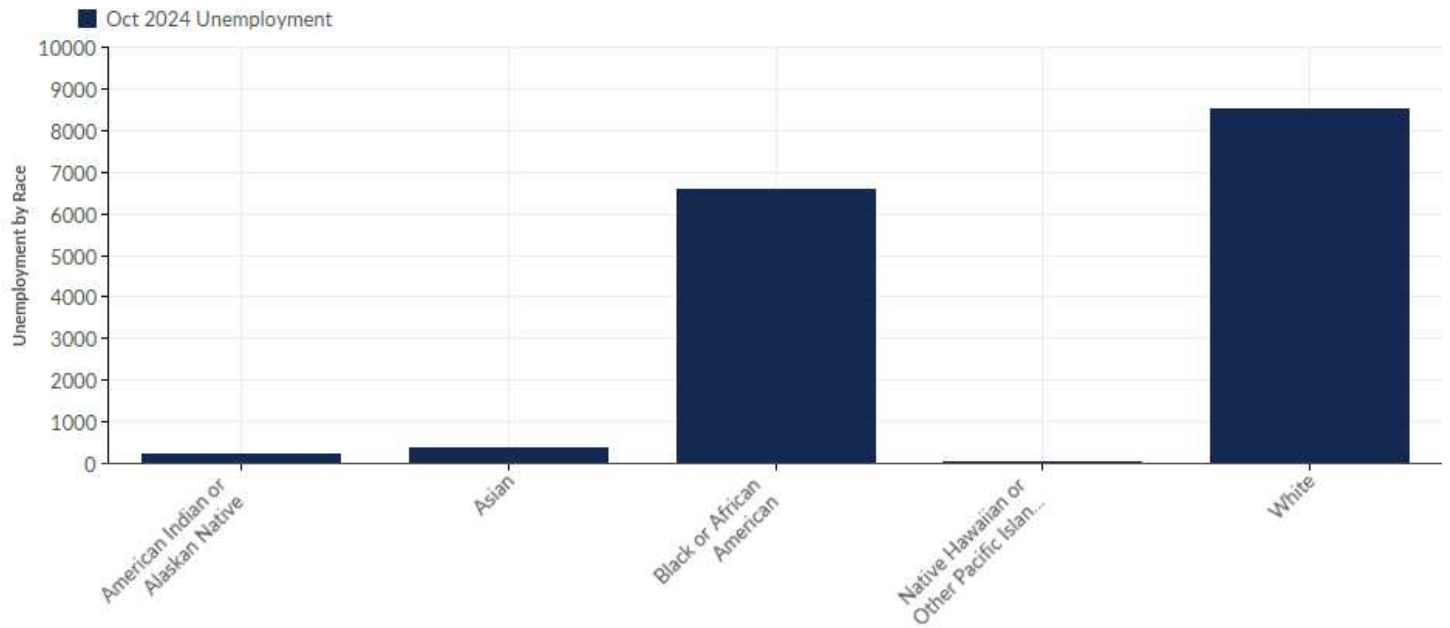
| Age | Unemployment (Oct 2024) | % of Unemployed |
|--------------|-------------------------|-----------------|
| < 22 | 313 | 1.99% |
| 22-24 | 622 | 3.95% |
| 25-34 | 3,550 | 22.54% |
| 35-44 | 4,039 | 25.65% |
| 45-54 | 3,324 | 21.11% |
| 55-59 | 1,592 | 10.11% |
| 60-64 | 1,406 | 8.93% |
| 65+ | 902 | 5.73% |
| Total | 15,747 | 100.00% |

Unemployment by Gender



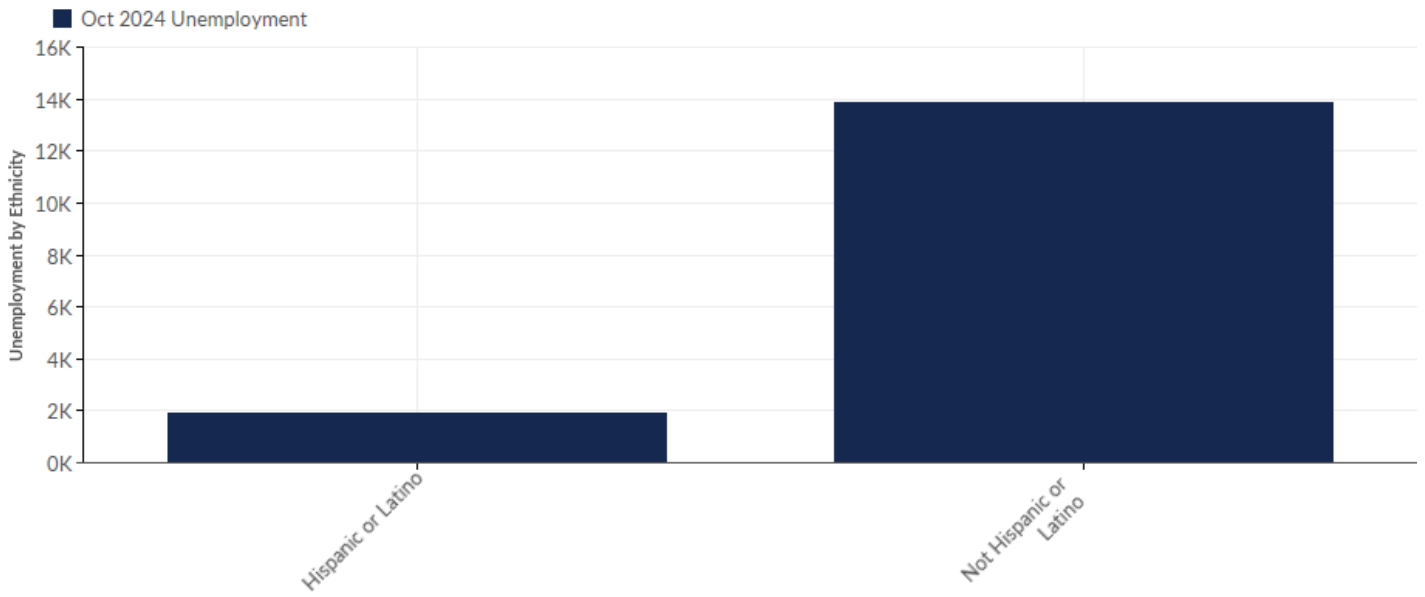
| Gender | Unemployment (Oct 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 7,749 | 49.21% |
| Males | 7,998 | 50.79% |
| Total | 15,747 | 100.00% |

Unemployment by Race



| Race | Unemployment (Oct 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 228 | 1.45% |
| Asian | 382 | 2.43% |
| Black or African American | 6,589 | 41.84% |
| Native Hawaiian or Other Pacific Islander | 28 | 0.18% |
| White | 8,520 | 54.11% |
| Total | 15,747 | 100.00% |

Unemployment by Ethnicity

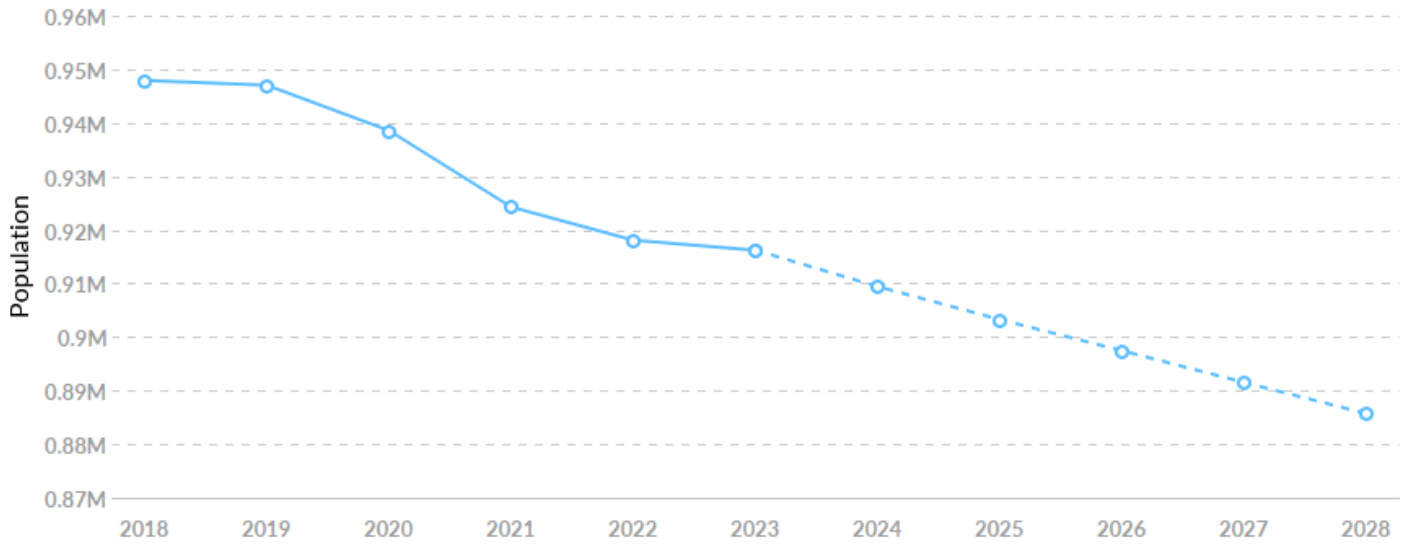


| Ethnicity | Unemployment (Oct 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 1,894 | 12.03% |
| Not Hispanic or Latino | 13,853 | 87.97% |
| Total | 15,747 | 100.00% |

Historic & Projected Trends

Population Trends

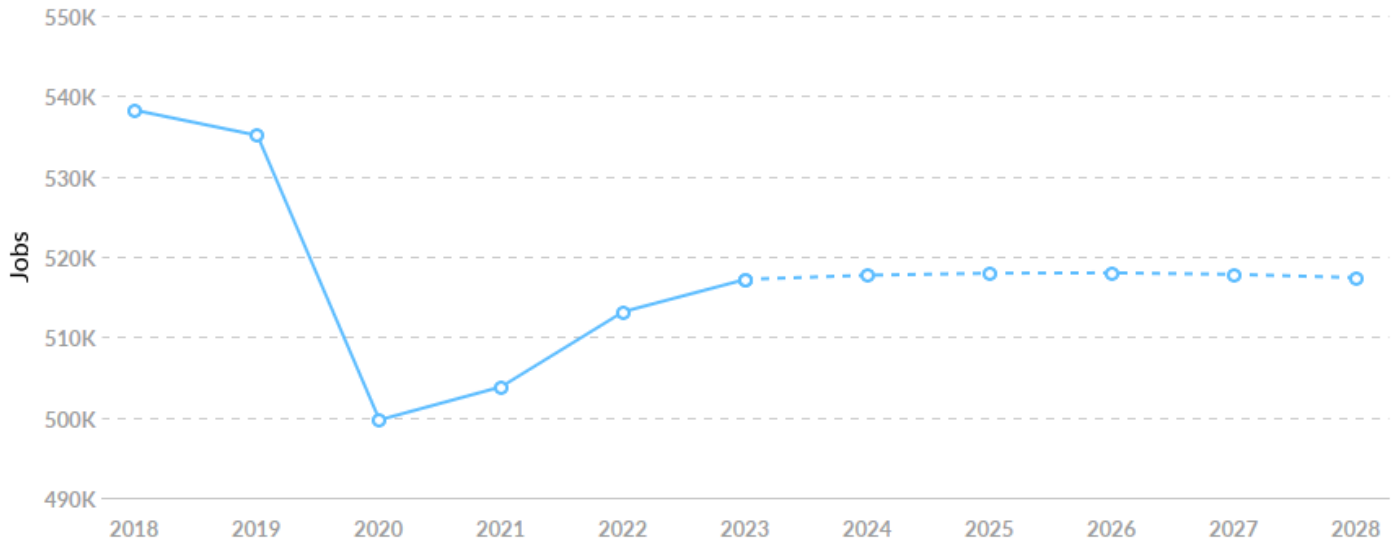
As of 2023 the region's population **declined by 3.3%** since 2018, falling by 31,703. Population is expected to **decrease by 3.3%** between 2023 and 2028, losing 30,501.



| Timeframe | Population |
|-----------|------------|
| 2018 | 947,908 |
| 2019 | 947,011 |
| 2020 | 938,550 |
| 2021 | 924,276 |
| 2022 | 918,078 |
| 2023 | 916,205 |
| 2024 | 909,430 |
| 2025 | 903,258 |
| 2026 | 897,452 |
| 2027 | 891,525 |
| 2028 | 885,704 |

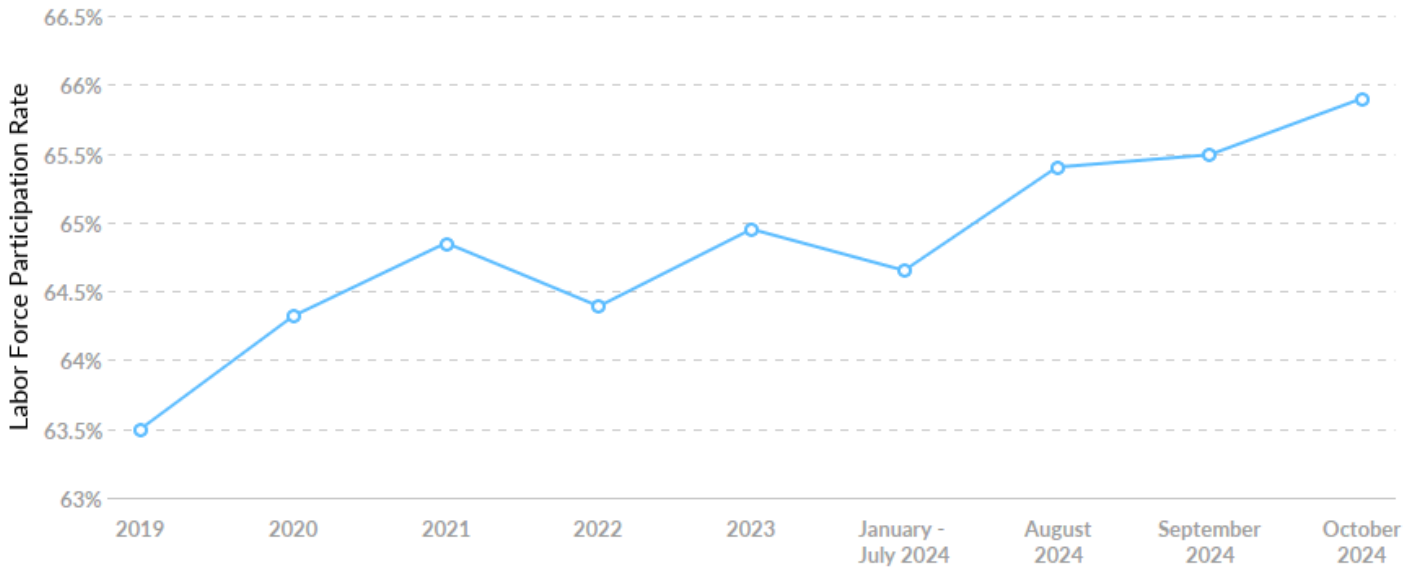
Job Trends

From 2018 to 2023, jobs declined by 3.9% in Milwaukee County, WI from 538,237 to 517,176. This change fell short of the national growth rate of 4.5% by 8.4%.



| Timeframe | Jobs |
|-----------|---------|
| 2018 | 538,237 |
| 2019 | 535,109 |
| 2020 | 499,666 |
| 2021 | 503,804 |
| 2022 | 513,152 |
| 2023 | 517,176 |
| 2024 | 517,694 |
| 2025 | 517,941 |
| 2026 | 517,987 |
| 2027 | 517,803 |
| 2028 | 517,390 |

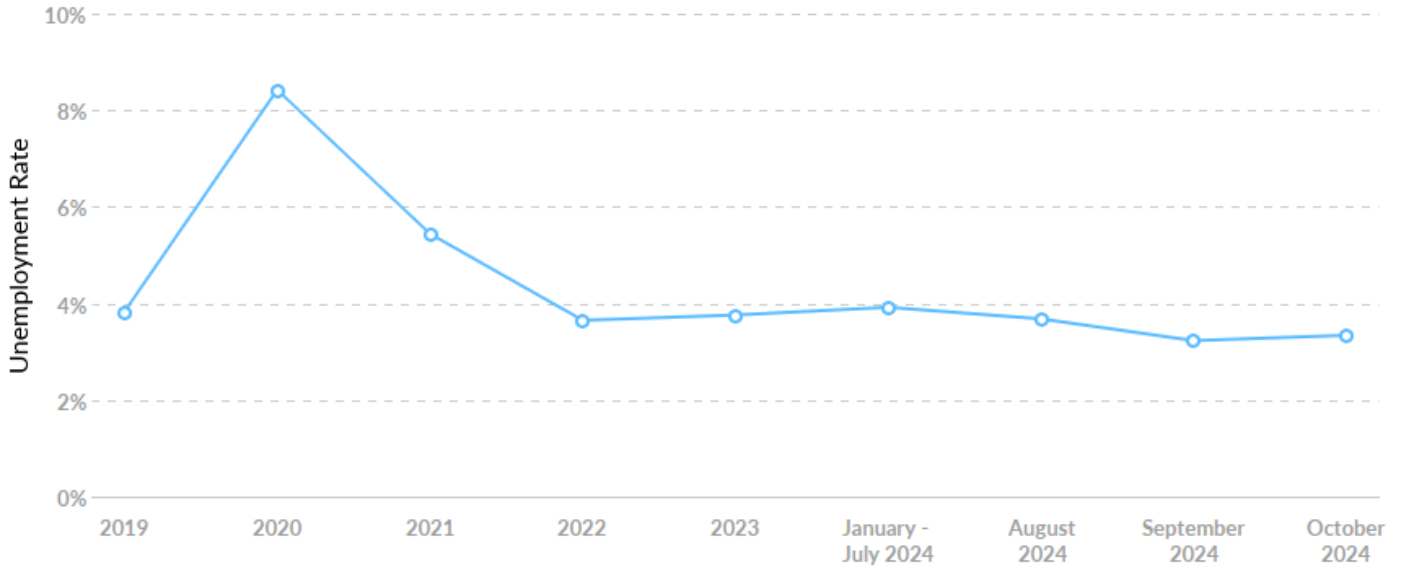
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2019 | 63.50% |
| 2020 | 64.32% |
| 2021 | 64.85% |
| 2022 | 64.39% |
| 2023 | 64.95% |
| January - July 2024 | 64.65% |
| August 2024 | 65.40% |
| September 2024 | 65.49% |
| October 2024 | 65.90% |

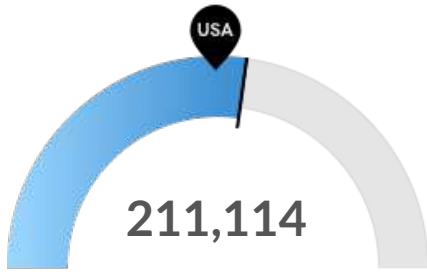
Unemployment Rate Trends

Milwaukee County, WI had an October 2024 unemployment rate of 3.34%, **decreasing from 3.83%** 5 years before.



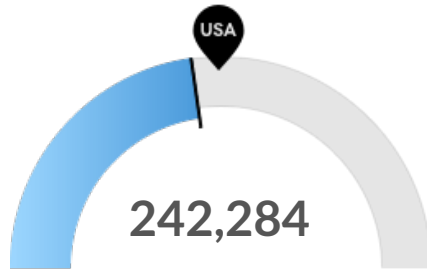
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2019 | 3.83% |
| 2020 | 8.42% |
| 2021 | 5.44% |
| 2022 | 3.65% |
| 2023 | 3.76% |
| January - July 2024 | 3.92% |
| August 2024 | 3.68% |
| September 2024 | 3.23% |
| October 2024 | 3.34% |

Population Characteristics



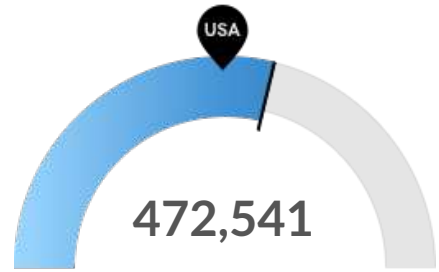
Millennials

Milwaukee County, WI has 211,114 millennials (ages 25-39). The national average for an area this size is 186,158.



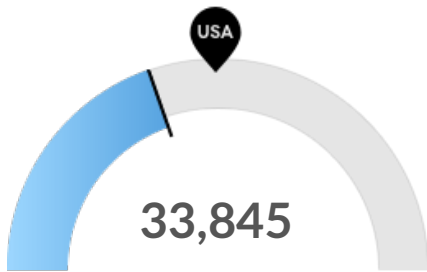
Retiring Soon

Retirement risk is low in Milwaukee County, WI. The national average for an area this size is 276,580 people 55 or older, while there are 242,284 here.



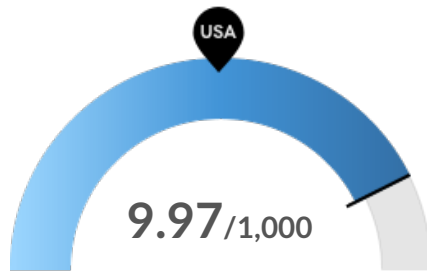
Racial Diversity

Racial diversity is high in Milwaukee County, WI. The national average for an area this size is 381,573 racially diverse people, while there are 472,541 here.



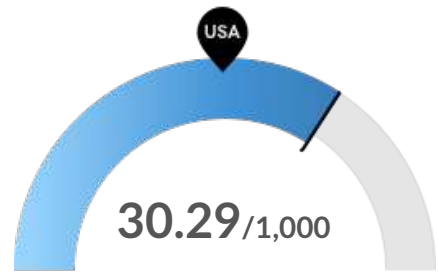
Veterans

Milwaukee County, WI has 33,845 veterans. The national average for an area this size is 46,938.



Violent Crime

Milwaukee County, WI has 9.97 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

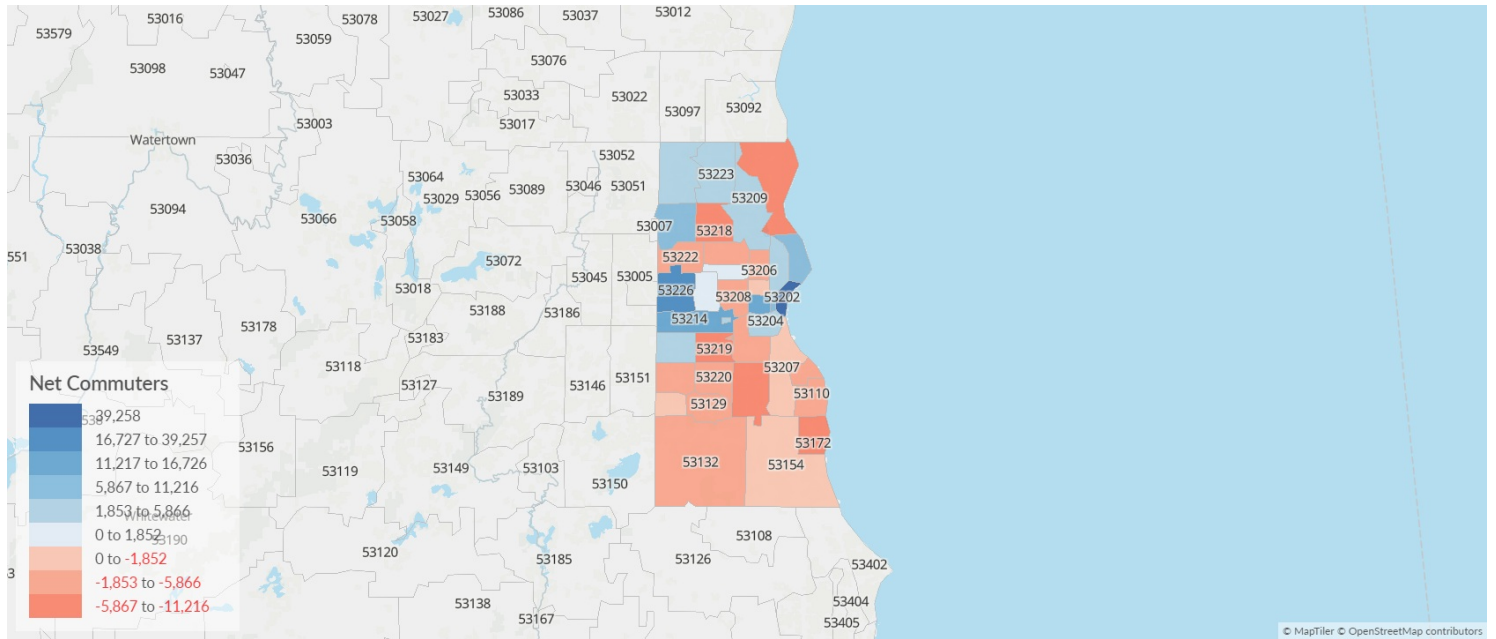


Property Crime

Milwaukee County, WI has 30.29 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... | 57,858 |
| 53214 | Milwaukee, WI (in Milw... | 30,710 |
| 53211 | Milwaukee, WI (in Milw... | 29,154 |
| 53226 | Milwaukee, WI (in Milw... | 28,267 |
| 53209 | Milwaukee, WI (in Milw... | 21,831 |

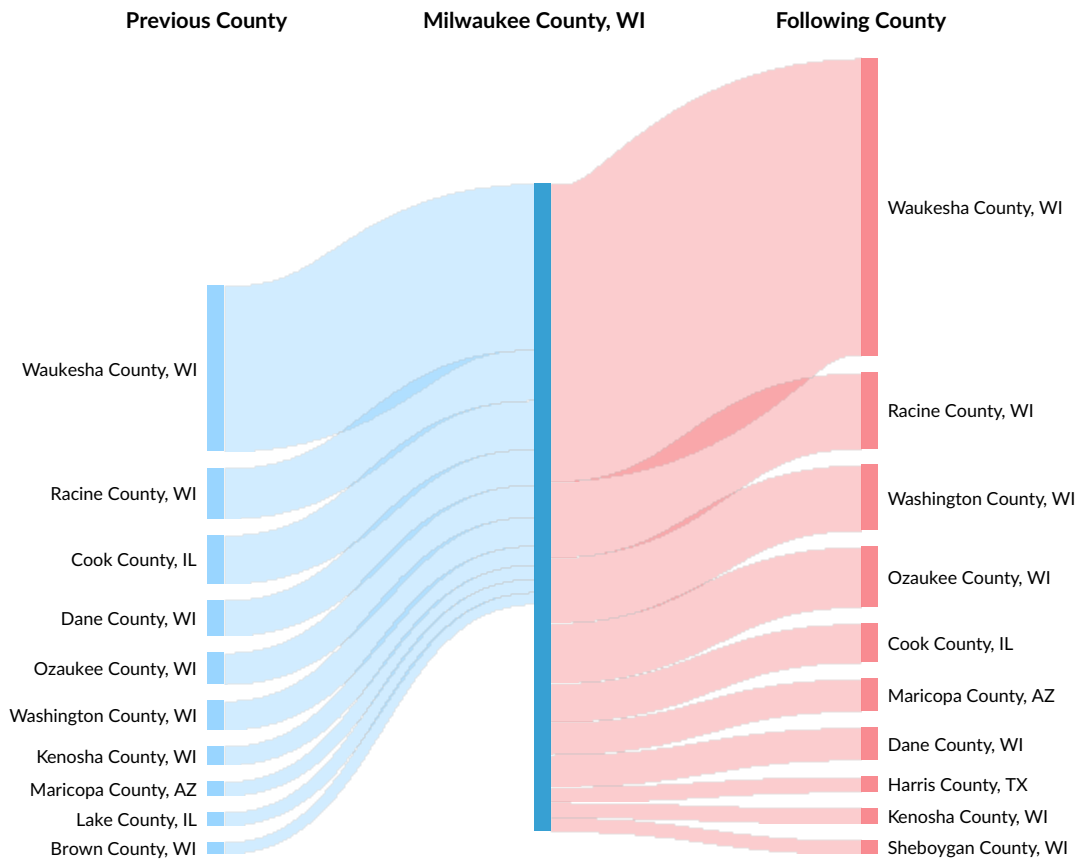
Where Talent Lives

| ZIP | Name | 2023 Workers |
|-------|---------------------------|--------------|
| 53215 | Milwaukee, WI (in Milw... | 22,019 |
| 53207 | Milwaukee, WI (in Milw... | 21,581 |
| 53211 | Milwaukee, WI (in Milw... | 20,117 |
| 53209 | Milwaukee, WI (in Milw... | 19,624 |
| 53214 | Milwaukee, WI (in Milw... | 19,493 |

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 2022, 4,158 people have migrated from Waukesha County, WI to Milwaukee County, WI. In the same year, 7,461 people left Milwaukee County, WI migrating to Waukesha County, WI. The total Net Migration for Milwaukee County, WI in 2022 was -9,002.



| Top Previous Counties | Migrations |
|-----------------------|------------|
| Waukesha County, WI | 4,158 |
| Racine County, WI | 1,269 |
| Cook County, IL | 1,217 |
| Dane County, WI | 902 |
| Ozaukee County, WI | 795 |

| Top Previous Counties | Migrations |
|------------------------|------------|
| Washington County, WI | 727 |
| Kenosha County, WI | 475 |
| Maricopa County, AZ | 355 |
| Lake County, IL | 338 |
| Brown County, WI | 295 |
| Winnebago County, WI | 266 |
| Sheboygan County, WI | 252 |
| Walworth County, WI | 251 |
| Hennepin County, MN | 206 |
| Los Angeles County, CA | 202 |
| Top Following Counties | Migrations |
| Waukesha County, WI | 7,461 |
| Racine County, WI | 1,907 |
| Washington County, WI | 1,640 |
| Ozaukee County, WI | 1,511 |
| Cook County, IL | 971 |
| Maricopa County, AZ | 811 |
| Dane County, WI | 810 |
| Harris County, TX | 390 |
| Kenosha County, WI | 384 |
| Sheboygan County, WI | 349 |
| Brown County, WI | 324 |
| Walworth County, WI | 291 |
| Clark County, NV | 274 |
| Dallas County, TX | 273 |

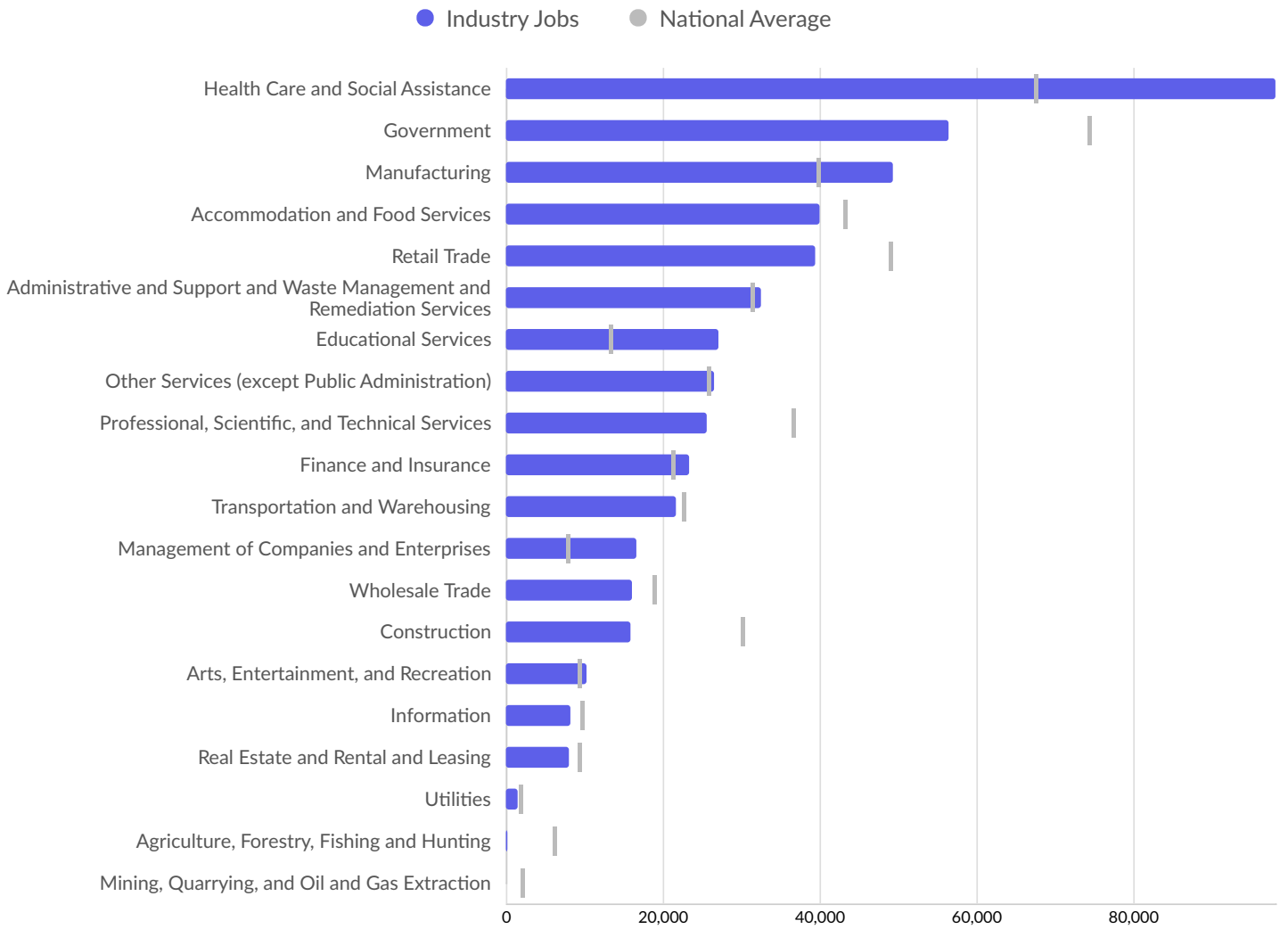
Top Following Counties**Migrations**

Winnebago County, WI

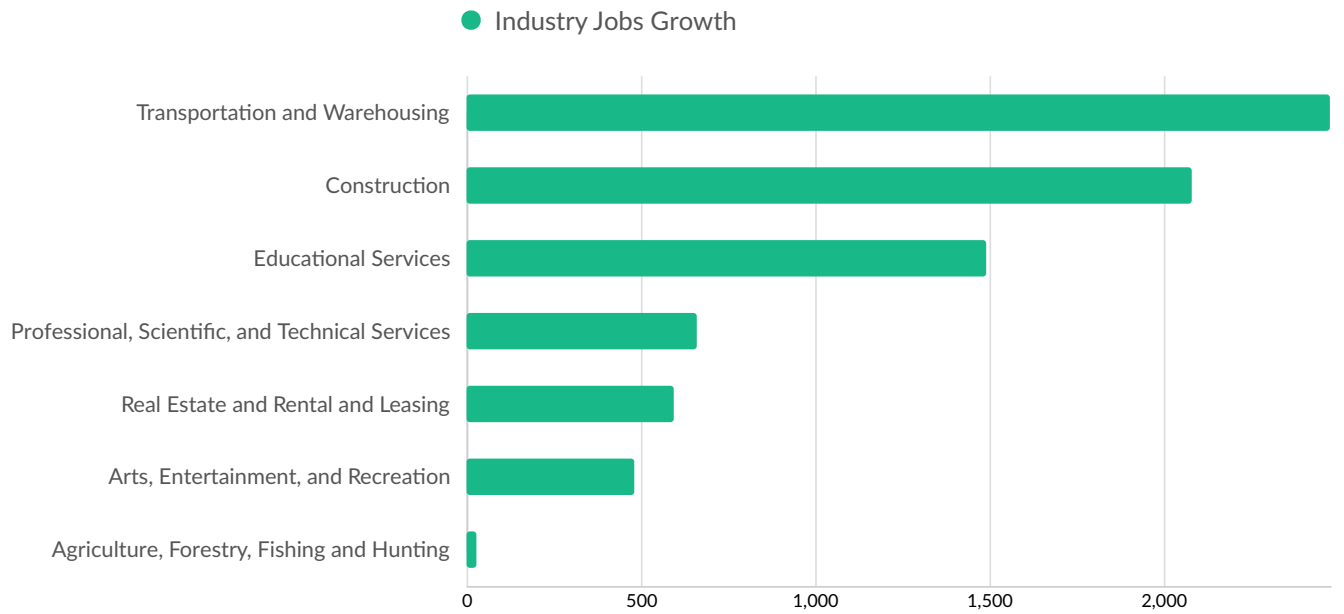
266

Industry Characteristics

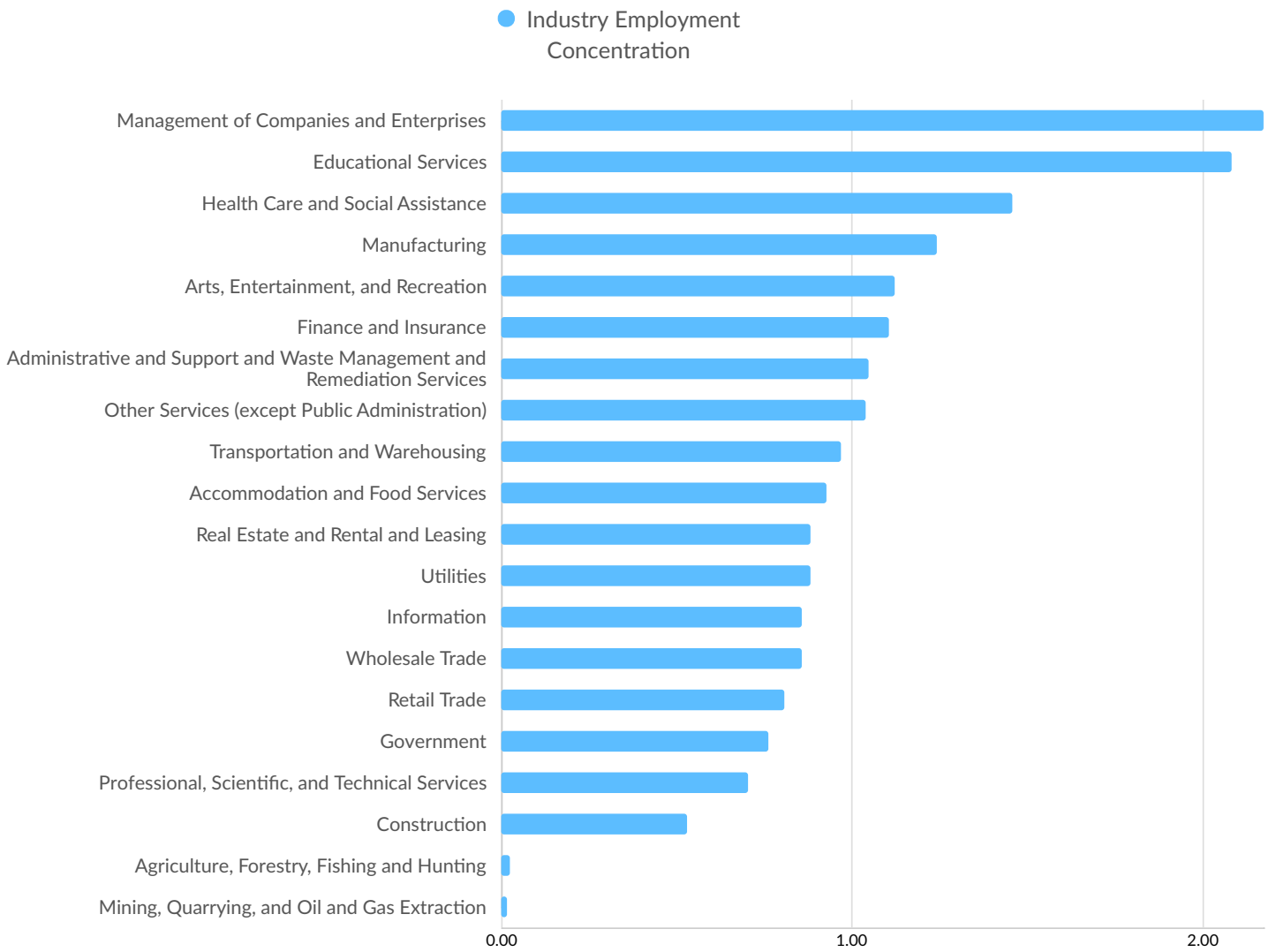
Largest Industries



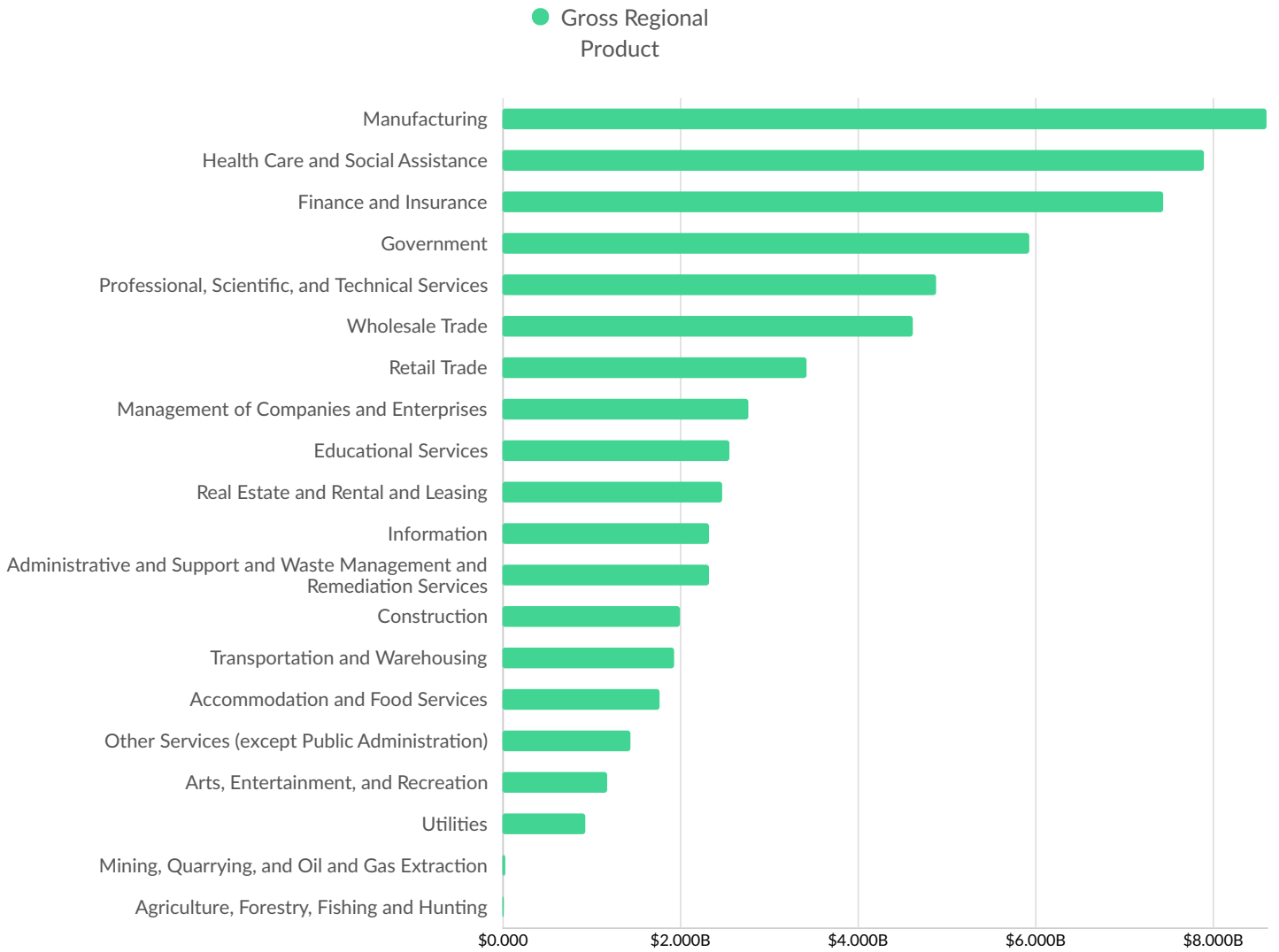
Top Growing Industries



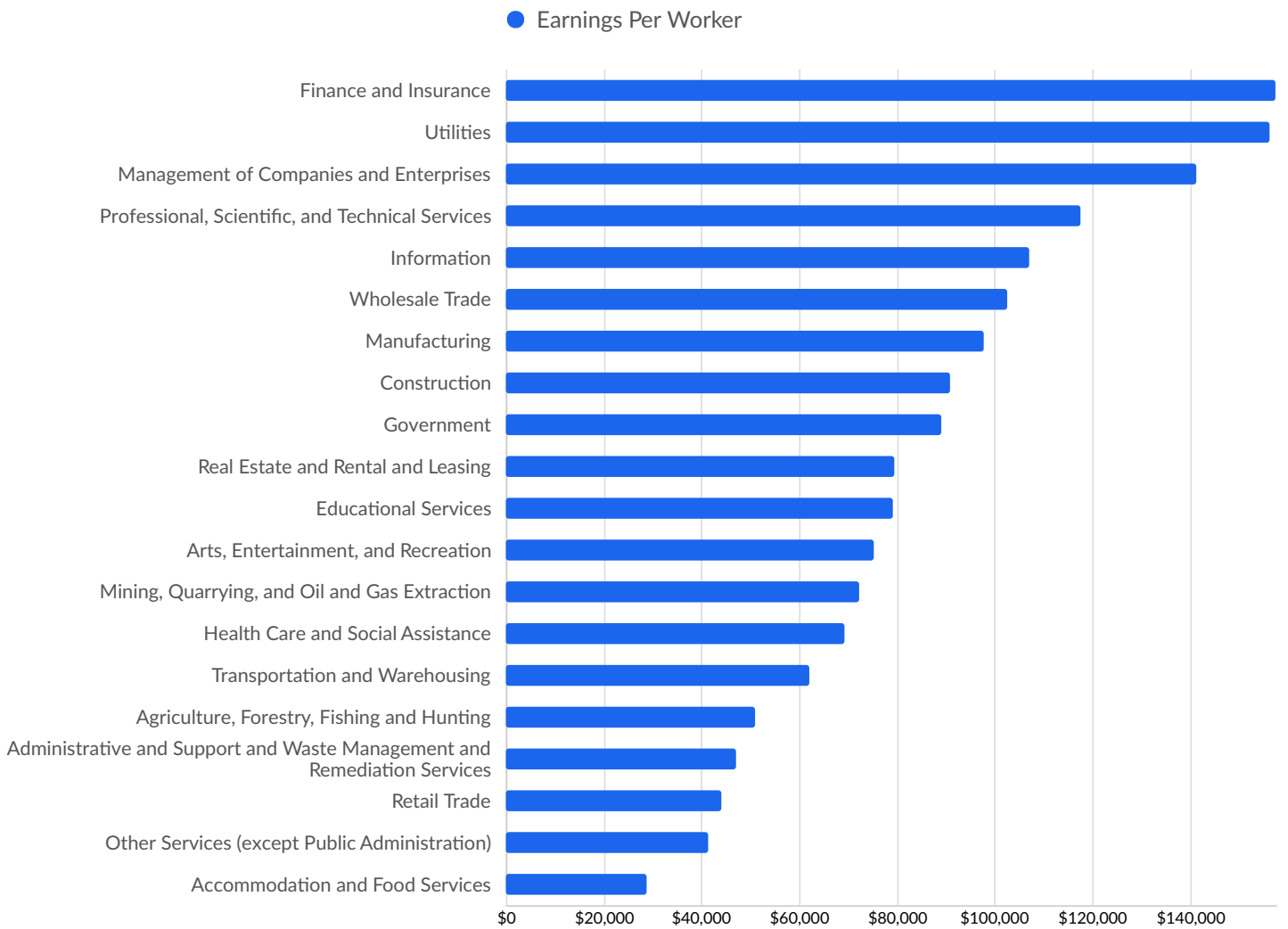
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



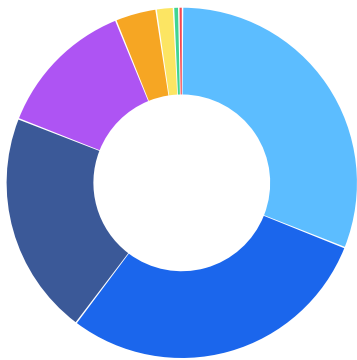
Business Characteristics

92,031 Companies Employ Your Workers

Online profiles for your workers mention 92,031 companies as employers, with the top 10 appearing below. In the last 12 months, 9,979 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 | 8,829  | Advocate Aurora Health | 4,903  |
| University of Wisconsin System | 6,145  | Froedtert & The Medical College... | 3,658  |
| Northwestern Mutual | 5,886  | Ascension | 1,995  |
| Milwaukee Public Schools | 5,774  | Northwestern Mutual | 1,506  |
| Froedtert & The Medical College... | 4,656  | Accenture | 1,031  |
| The Medical College Of Wiscon... | 4,278  | GPAC | 950  |
| Marquette University | 3,246  | Aerotek | 904  |
| Kohl's | 2,877  | The Medical College Of Wiscon... | 890  |
| GE Healthcare | 2,466  | Actalent | 844  |
| Children& X27 S Wisconsin | 2,461  | Deloitte | 812  |

Business Size

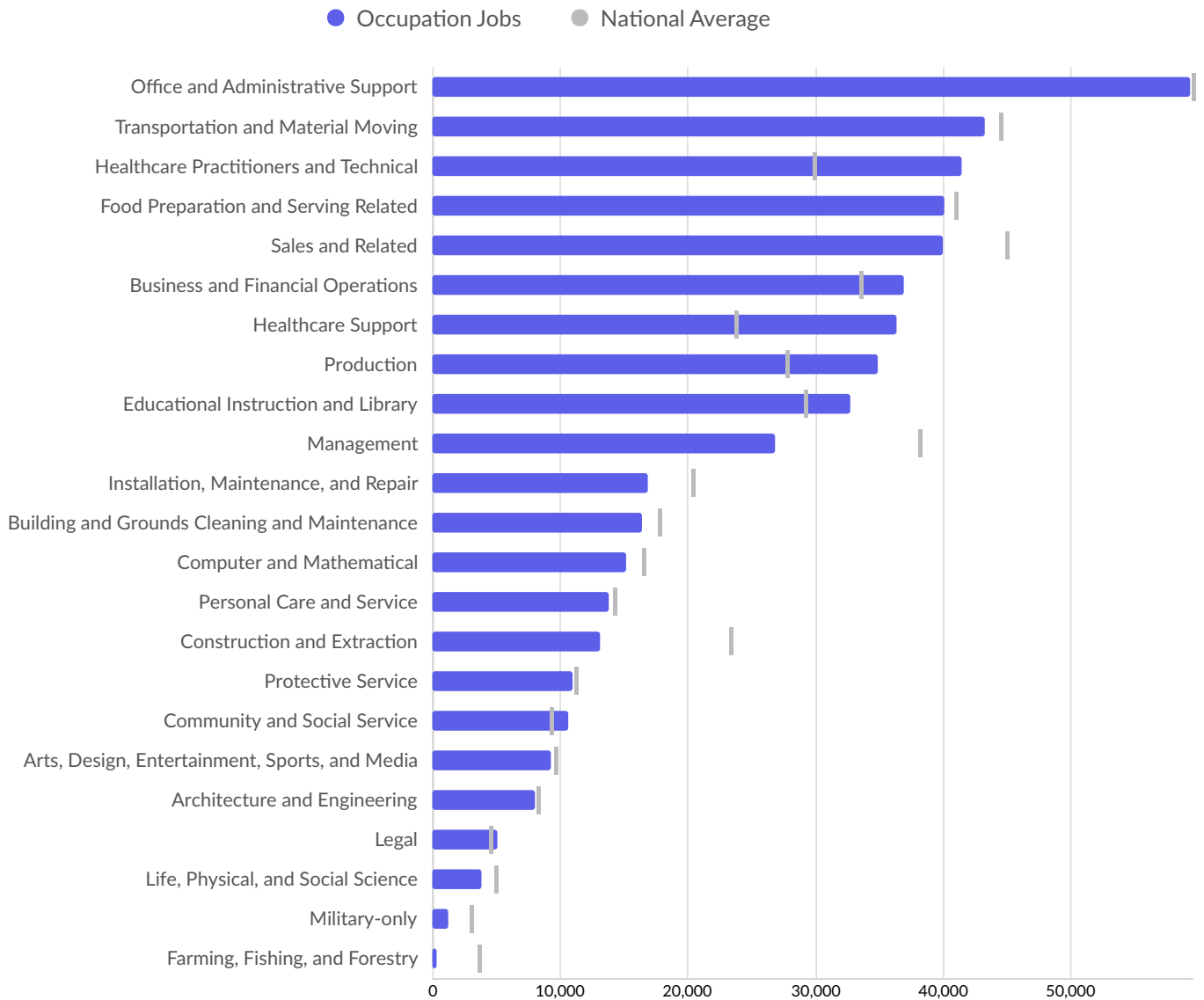


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 31.0% | 10,170 |
| ● 5 to 9 employees | 29.3% | 9,617 |
| ● 10 to 19 employees | 20.7% | 6,789 |
| ● 20 to 49 employees | 12.9% | 4,241 |
| ● 50 to 99 employees | 3.8% | 1,247 |
| ● 100 to 249 employees | 1.6% | 523 |
| ● 250 to 499 employees | 0.5% | 158 |
| ● 500+ employees | 0.3% | 113 |

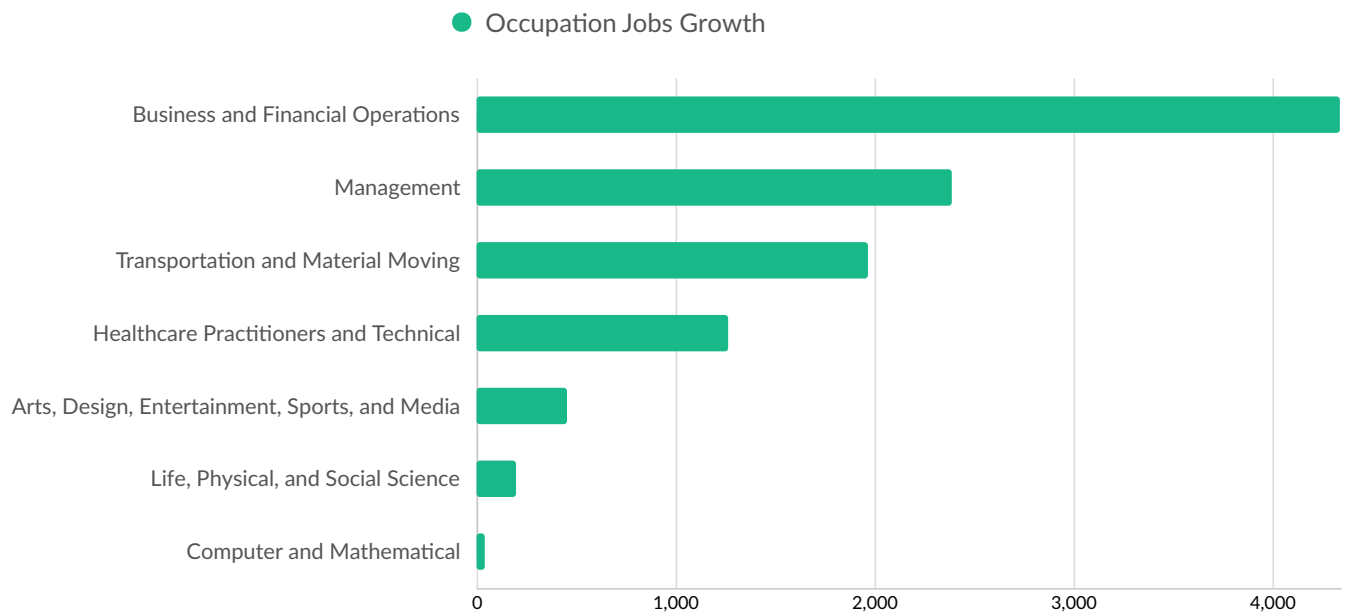
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

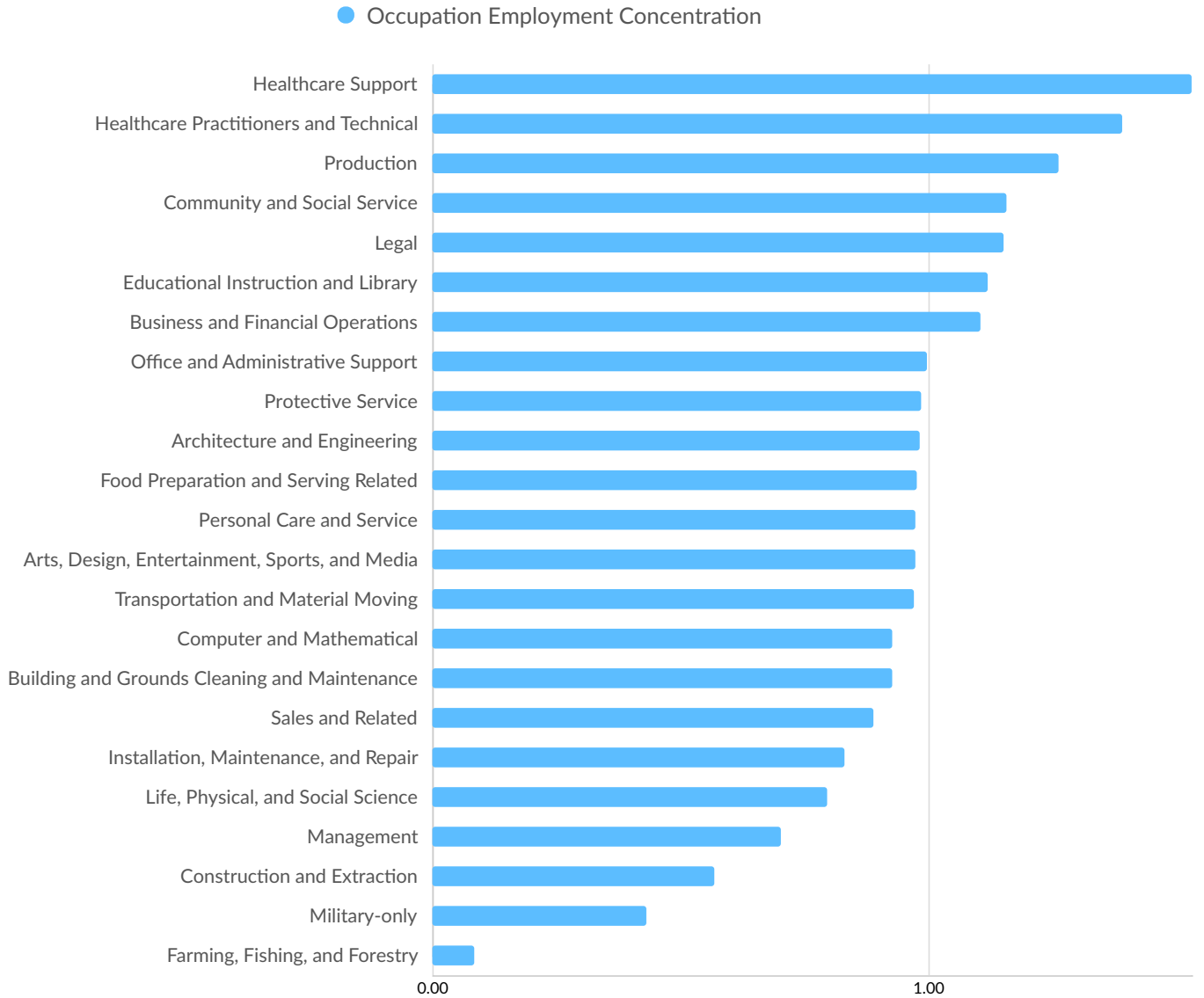
Largest Occupations



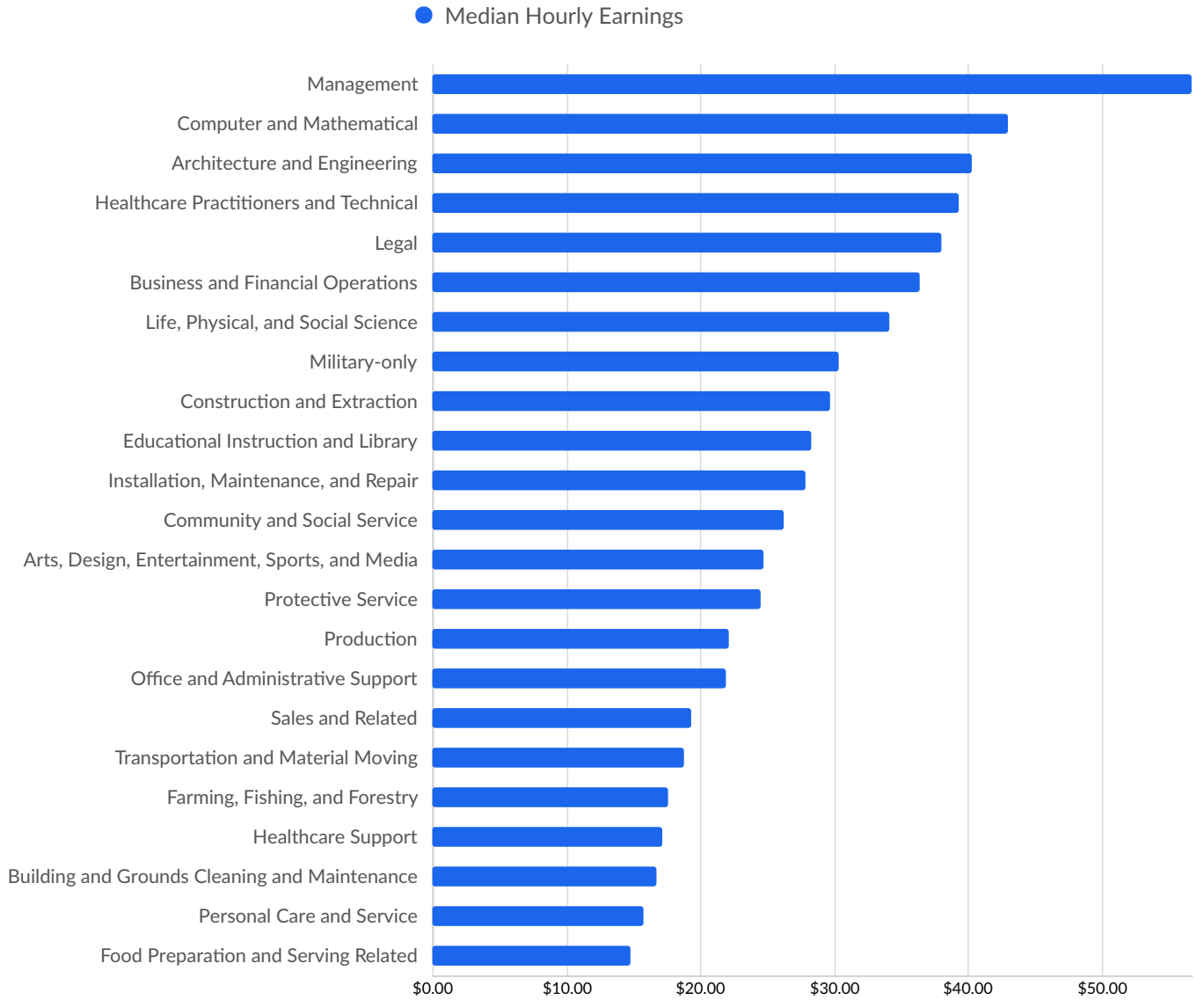
Top Growing Occupations



Top Occupation Employment Concentration



Top Occupation Earnings

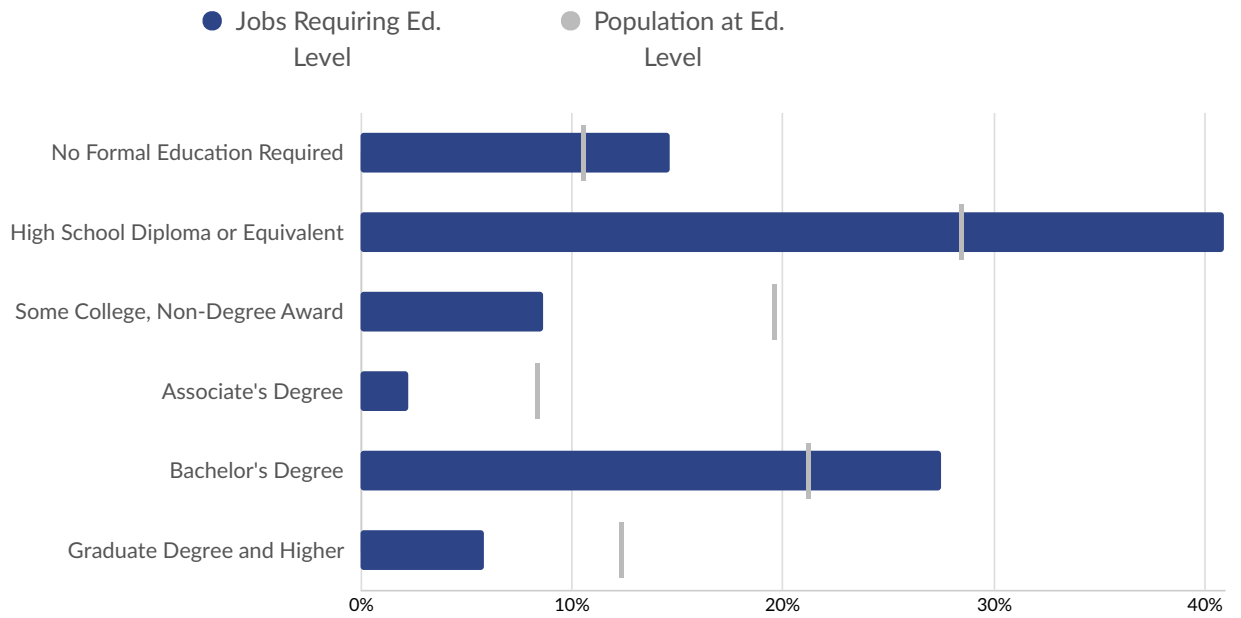


Top Posted Occupations

● Unique Average Monthly Postings



Underemployment



Educational Pipeline

In 2023, there were 16,172 graduates in Milwaukee County, WI. This pipeline has shrunk by 3% over the last 5 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 (2023) | Graduate Trend (2019 - 2023) |
|--------------------------------------|------------------------|------------------------------|
| University of Wisconsin-Milwaukee | 5,847 | |
| Marquette University | 3,708 | |
| Milwaukee Area Technical College | 3,090 | |
| Milwaukee School of Engineering | 644 | |
| Alverno College | 614 | |
| Bryant & Stratton College-Wauwatosa | 417 | |
| Medical College of Wisconsin | 387 | |
| Mount Mary University | 284 | |
| Wisconsin Lutheran College | 250 | |
| The Institute of Beauty and Wellness | 227 | |



In-Demand Skills

