

# Advancing Workforce Equity



## Milwaukee-Waukesha, WI Regional Economy Overview

**National Equity Atlas**

**Emsi**

**burning  
glass**



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## Report Parameters

### 1 MSA

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33340 Milwaukee-Waukesha, 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

1,582,664

Population (2021)

Population grew by 6,142 over the last 5 years and is projected to grow by 8,672 over the next 5 years.

868,067

Total Regional Employment

Jobs decreased by 32,793 over the last 5 years and are projected to decrease by 5,456 over the next 5 years.

\$62.4K

Median Household Income (2019)

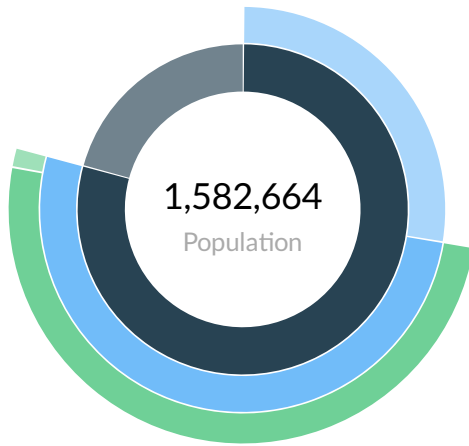
Median household income is \$454 below the national median household income of \$62.8K.

## Takeaways

- As of 2021 the region's population increased by 0.4% since 2016, growing by 6,142. Population is expected to increase by 0.5% between 2021 and 2026, adding 8,672.
- From 2016 to 2021, jobs declined by 3.6% in Milwaukee-Waukesha, WI from 900,860 to 868,067. This change fell short of the national growth rate of 0.7% by 4.3%. As the number of jobs declined, the labor force participation rate decreased from 66.1% to 65.2% between 2016 and 2021.
- Concerning educational attainment, 23.6% of Milwaukee-Waukesha, WI residents possess a Bachelor's Degree (3.3% above the national average), and 8.9% hold an Associate's Degree (0.2% above the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	1,582,664	817,582	868,067	107.4	\$107.09B	\$87.99B	\$94.34B
United States	331,820,028	162,302,777	161,875,556	100.0	\$22.09T	\$0	\$10.75T

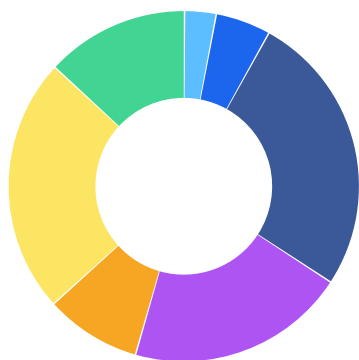
## Dec 2021 Labor Force Breakdown



	Population
● 16+ Civilian Non-Institutionalized Population	1,253,077
● Not in Labor Force (16+)	435,495
● Labor Force	817,582
● Employed	796,196
● Unemployed	21,386
● Under 16, Military, and institutionalized Population	329,587

## Educational Attainment

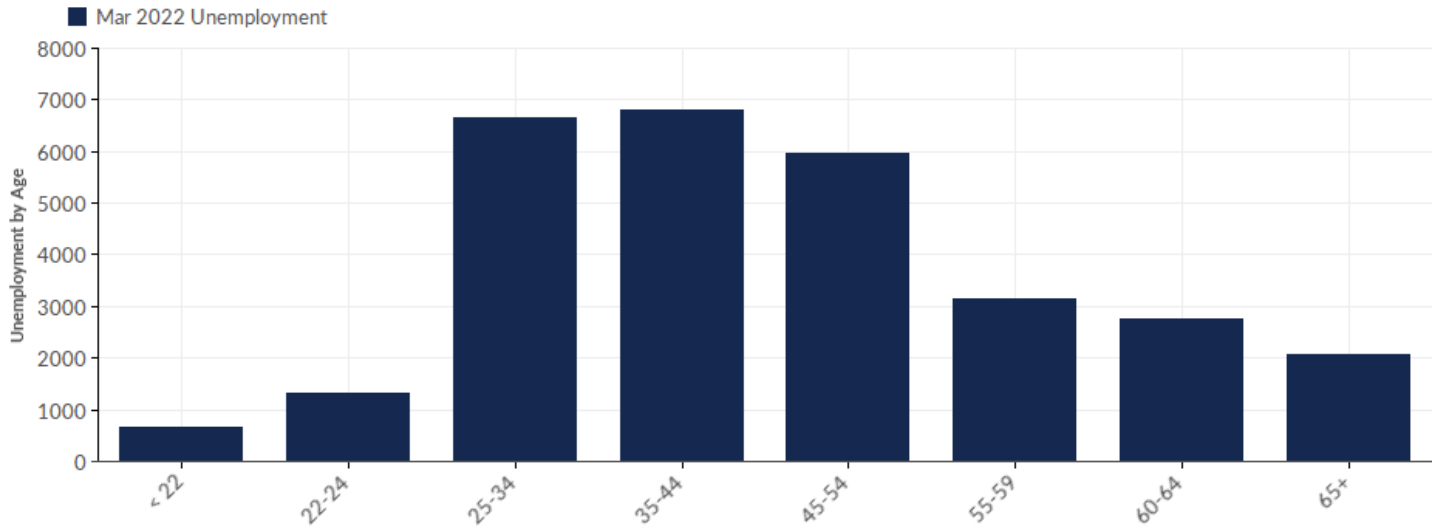
Concerning educational attainment, **23.6% of Milwaukee-Waukesha, WI residents possess a Bachelor's Degree** (3.3% above the national average), and **8.9% hold an Associate's Degree** (0.2% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.9%	31,673
● 9th Grade to 12th Grade	5.1%	55,398
● High School Diploma	26.1%	284,335
● Some College	20.2%	220,320
● Associate's Degree	8.9%	96,401
● Bachelor's Degree	23.6%	256,414
● Graduate Degree and Higher	13.2%	143,717

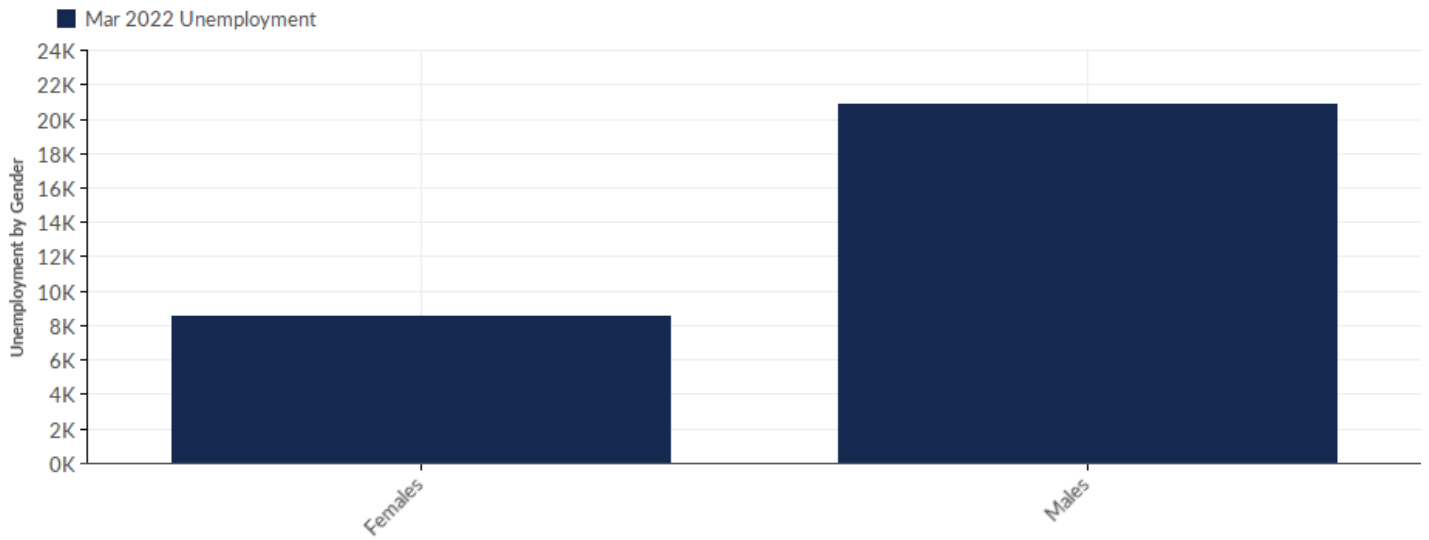
# Unemployment by Demographics

## Unemployment by Age



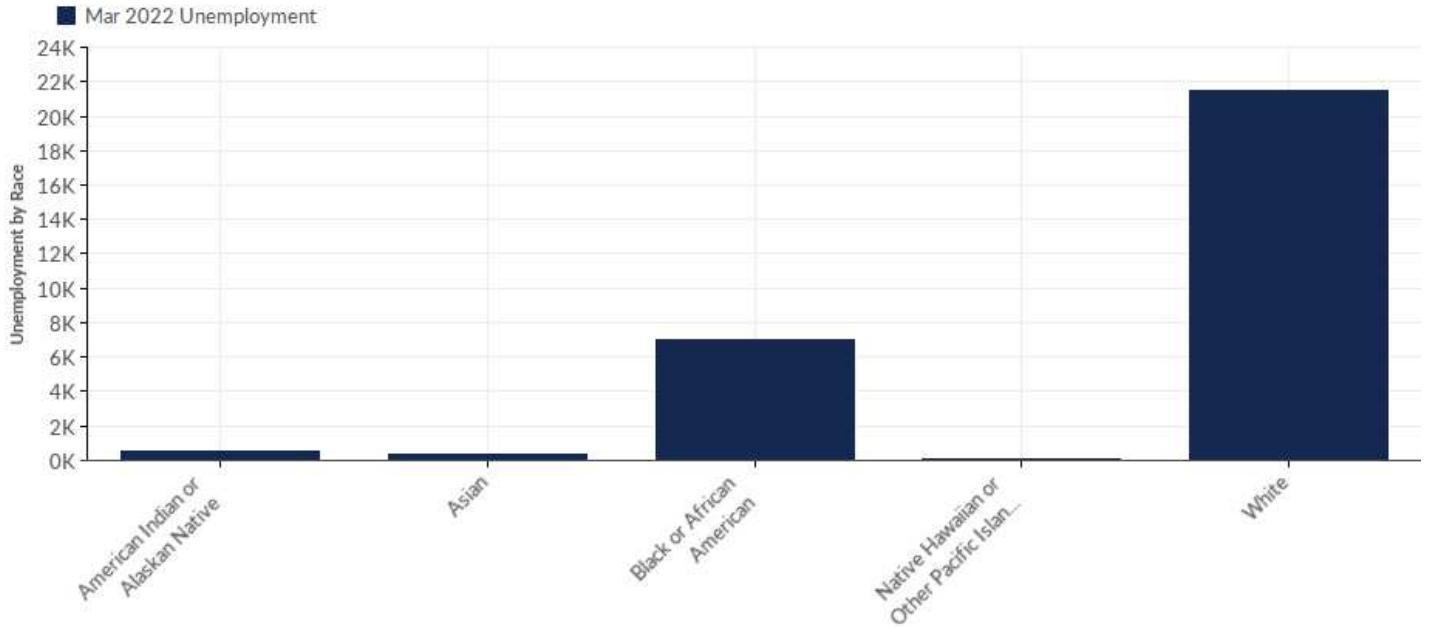
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	671	2.28%
22-24	1,321	4.50%
25-34	6,663	22.68%
35-44	6,790	23.11%
45-54	5,948	20.25%
55-59	3,141	10.69%
60-64	2,771	9.43%
65+	2,072	7.05%
Total	29,378	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2022)	% of Unemployed
Females	8,560	29.14%
Males	20,818	70.86%
Total	29,378	100.00%

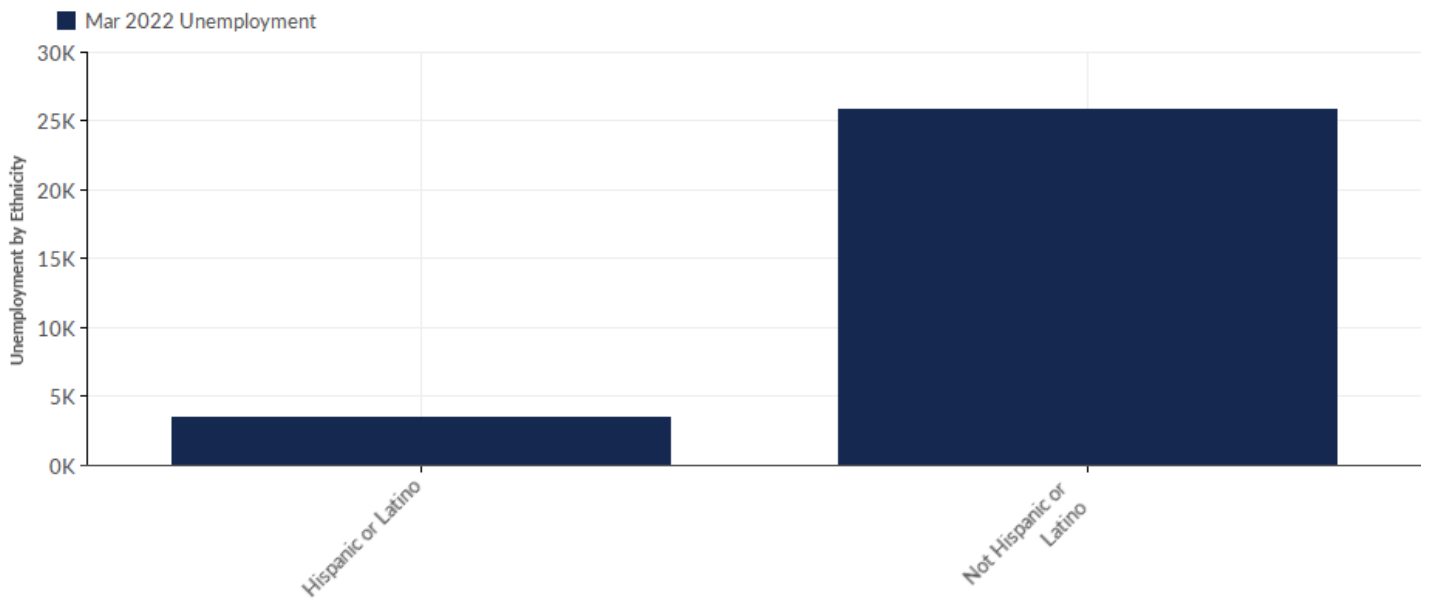
## Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	533	1.81%
Asian	351	1.19%
Black or African American	6,970	23.73%
Native Hawaiian or Other Pacific Islander	48	0.16%
White	21,476	73.10%
Total	29,378	100.00%



## Unemployment by Ethnicity

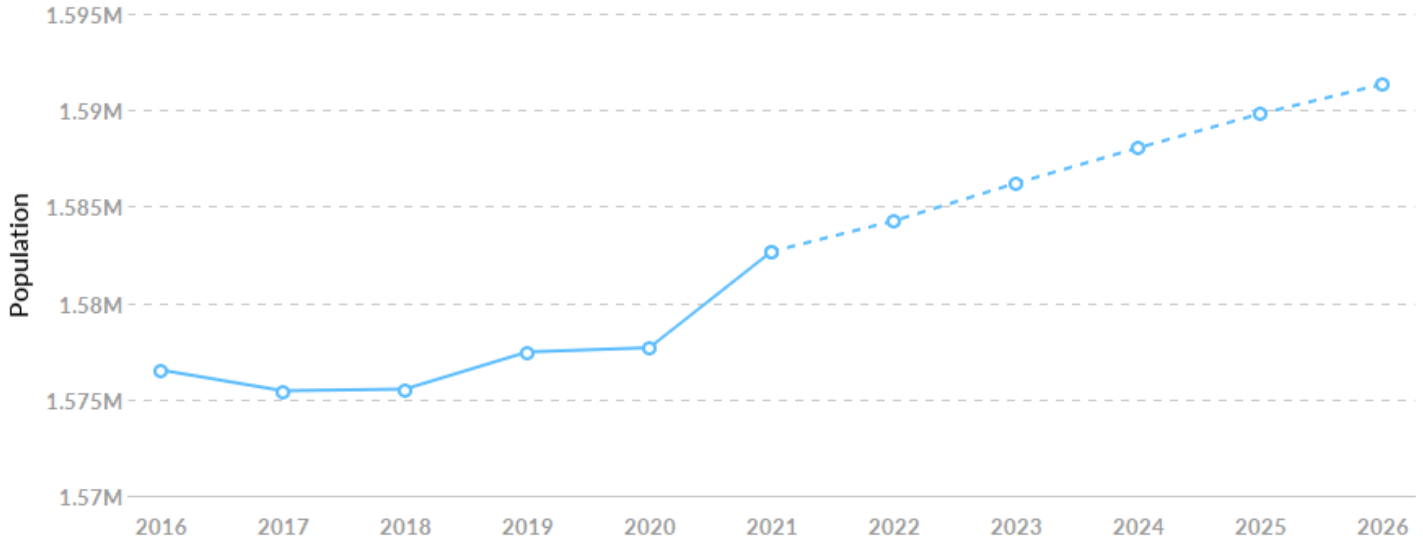


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	3,530	12.02%
Not Hispanic or Latino	25,848	87.98%
Total	29,378	100.00%

# Historic & Projected Trends

## Population Trends

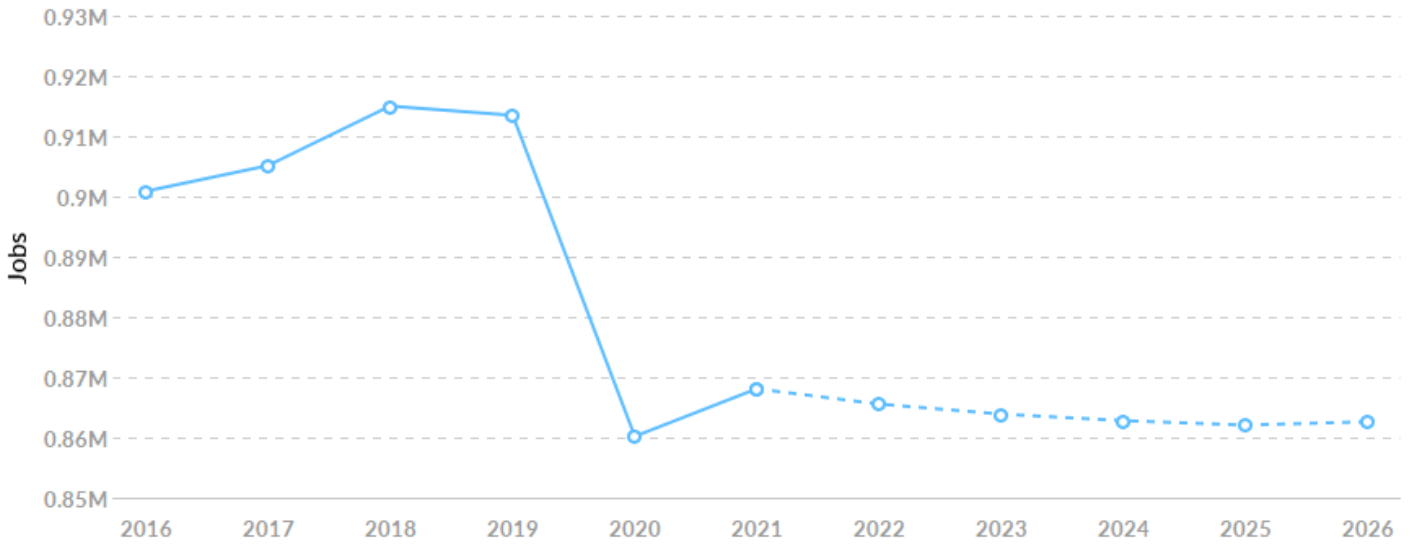
As of 2021 the region's population increased by 0.4% since 2016, growing by 6,142. Population is expected to increase by 0.5% between 2021 and 2026, adding 8,672.



Timeframe	Population
2016	1,576,522
2017	1,575,443
2018	1,575,530
2019	1,577,455
2020	1,577,676
2021	1,582,664
2022	1,584,252
2023	1,586,205
2024	1,588,039
2025	1,589,809
2026	1,591,336

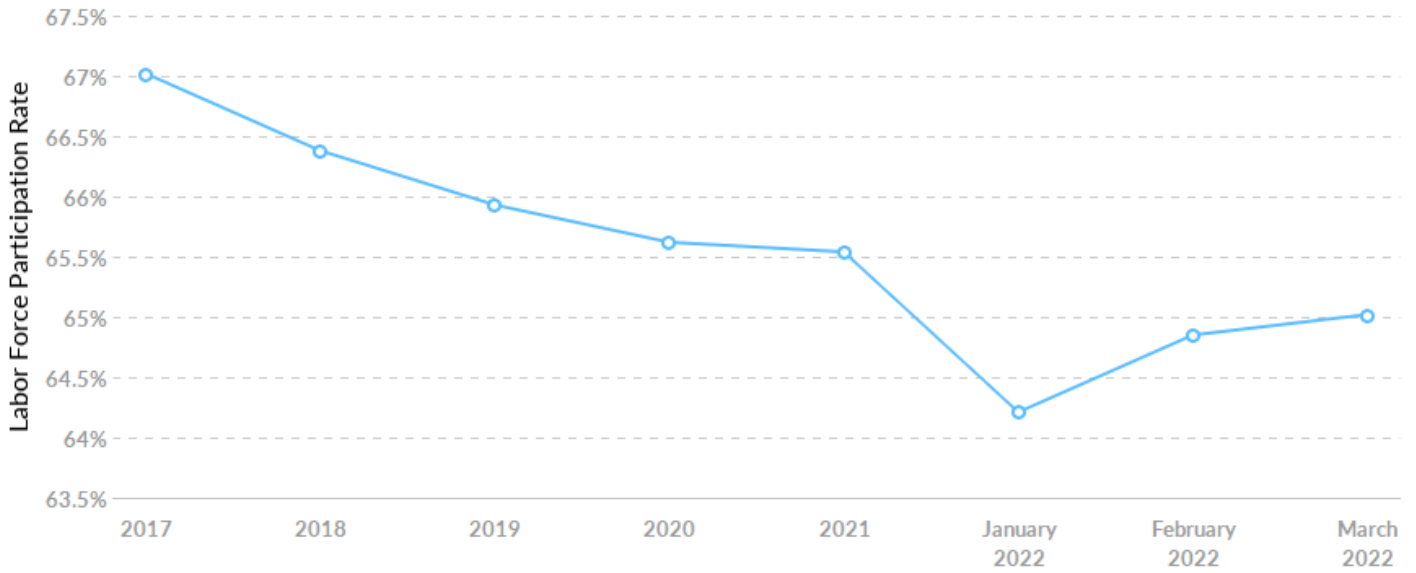
## Job Trends

From 2016 to 2021, jobs declined by 3.6% in Milwaukee-Waukesha, WI from 900,860 to **868,067**. This change fell short of the national growth rate of 0.7% by 4.3%.



Timeframe	Jobs
2016	900,860
2017	905,115
2018	914,997
2019	913,466
2020	860,151
2021	868,067
2022	865,550
2023	863,878
2024	862,793
2025	862,050
2026	862,612

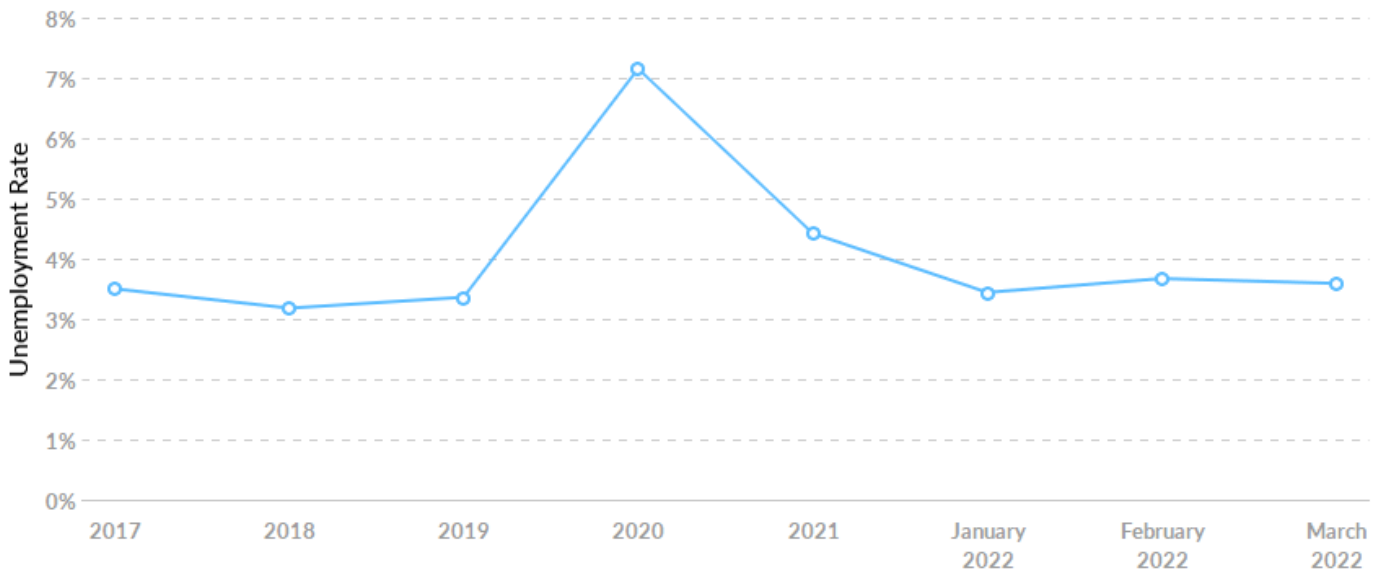
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	67.02%
2018	66.38%
2019	65.93%
2020	65.62%
2021	65.54%
January 2022	64.21%
February 2022	64.85%
March 2022	65.02%

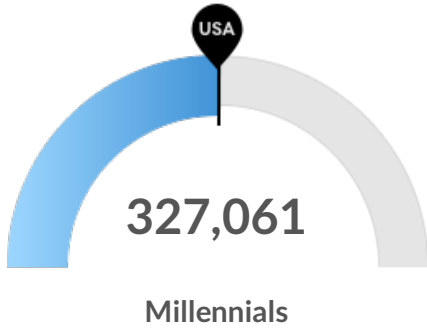
## Unemployment Rate Trends

Milwaukee-Waukesha, WI had a March 2022 unemployment rate of 3.59%, **increasing from 3.50% 5 years before.**



Timeframe	Unemployment Rate
2017	3.50%
2018	3.18%
2019	3.36%
2020	7.15%
2021	4.42%
January 2022	3.44%
February 2022	3.67%
March 2022	3.59%

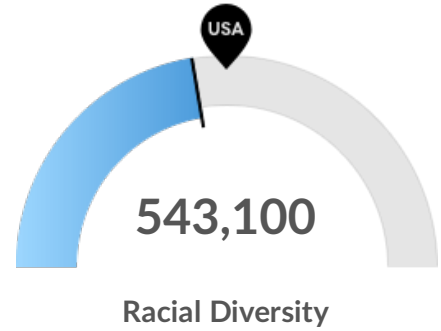
## Population Characteristics



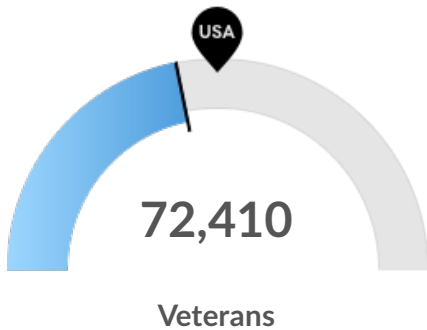
Milwaukee-Waukesha, WI has 327,061 millennials (ages 25-39). The national average for an area this size is 325,117.



Retirement risk is about average in Milwaukee-Waukesha, WI. The national average for an area this size is 469,557 people 55 or older, while there are 470,700 here.



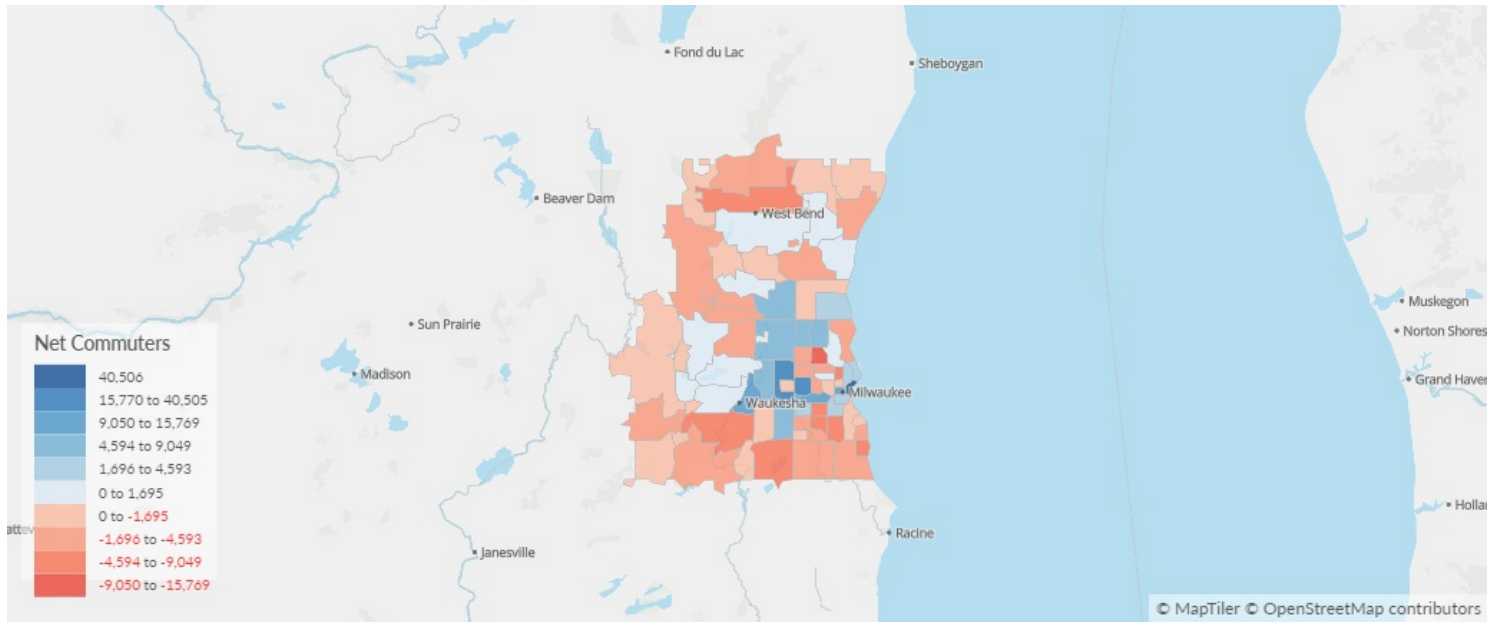
Racial diversity is low in Milwaukee-Waukesha, WI. The national average for an area this size is 635,462 racially diverse people, while there are 543,100 here.



Milwaukee-Waukesha, WI has 72,410 veterans. The national average for an area this size is 87,587.

## Place of Work vs Place of Residence

Understanding where talent in Milwaukee-Waukesha, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #17 for resident workers. The top ZIP for resident workers is 53215.



### Where Talent Works

ZIP	Name	2021 Employment
53202	Milwaukee, WI (in Milw...	57,123
53186	Waukesha, WI (in Wauk...	29,450
53214	Milwaukee, WI (in Milw...	28,941
53226	Milwaukee, WI (in Milw...	28,351
53005	Brookfield, WI (in Wauk...	28,209

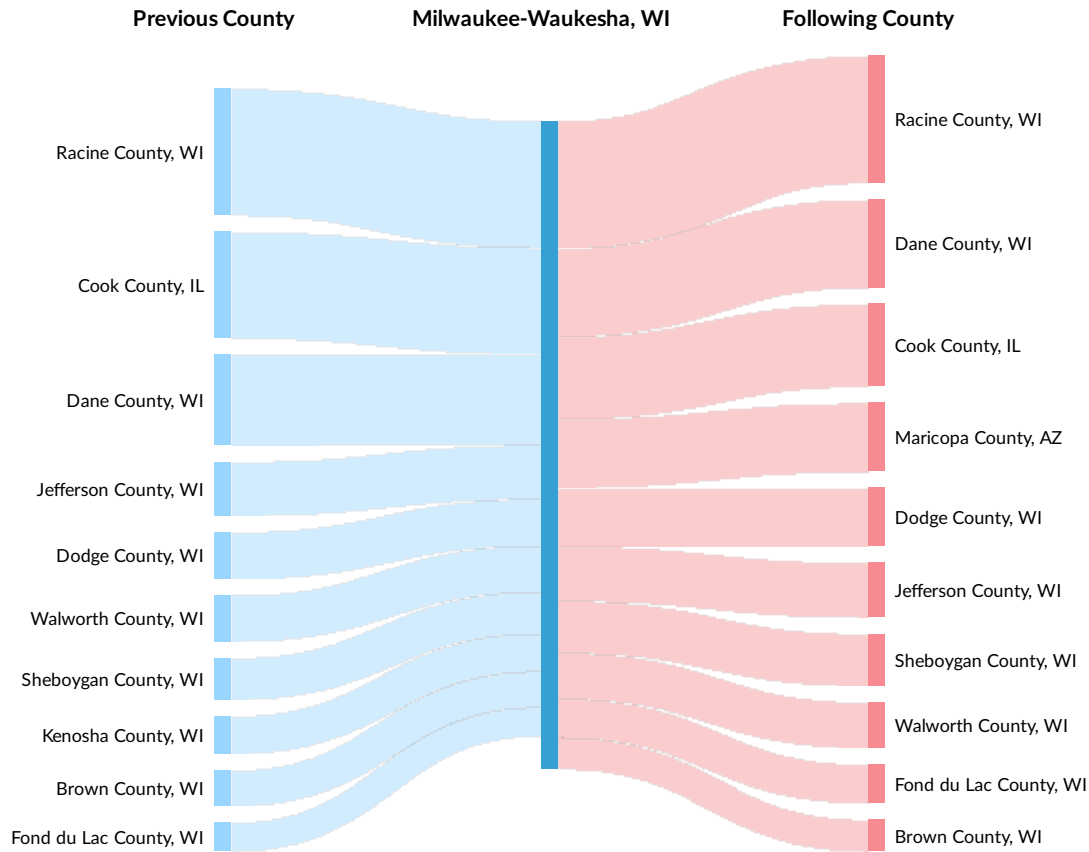
### Where Talent Lives

ZIP	Name	2021 Workers
53215	Milwaukee, WI (in Milw...	21,278
53051	Menomonee Falls, WI (i...	20,696
53207	Milwaukee, WI (in Milw...	20,589
53209	Milwaukee, WI (in Milw...	20,381
53066	Oconomowoc, WI (in W...	19,673

# Inbound and Outbound Migration

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

As of 2019, 2,010 people have migrated from Racine County, WI to Milwaukee-Waukesha, WI. In the same year, 2,024 people left Milwaukee-Waukesha, WI migrating to Racine County, WI. The total Net Migration for Milwaukee-Waukesha, WI in 2019 was -3,498.



Top Previous Counties	Migrations
Racine County, WI	2,010
Cook County, IL	1,692
Dane County, WI	1,445
Jefferson County, WI	855
Dodge County, WI	743



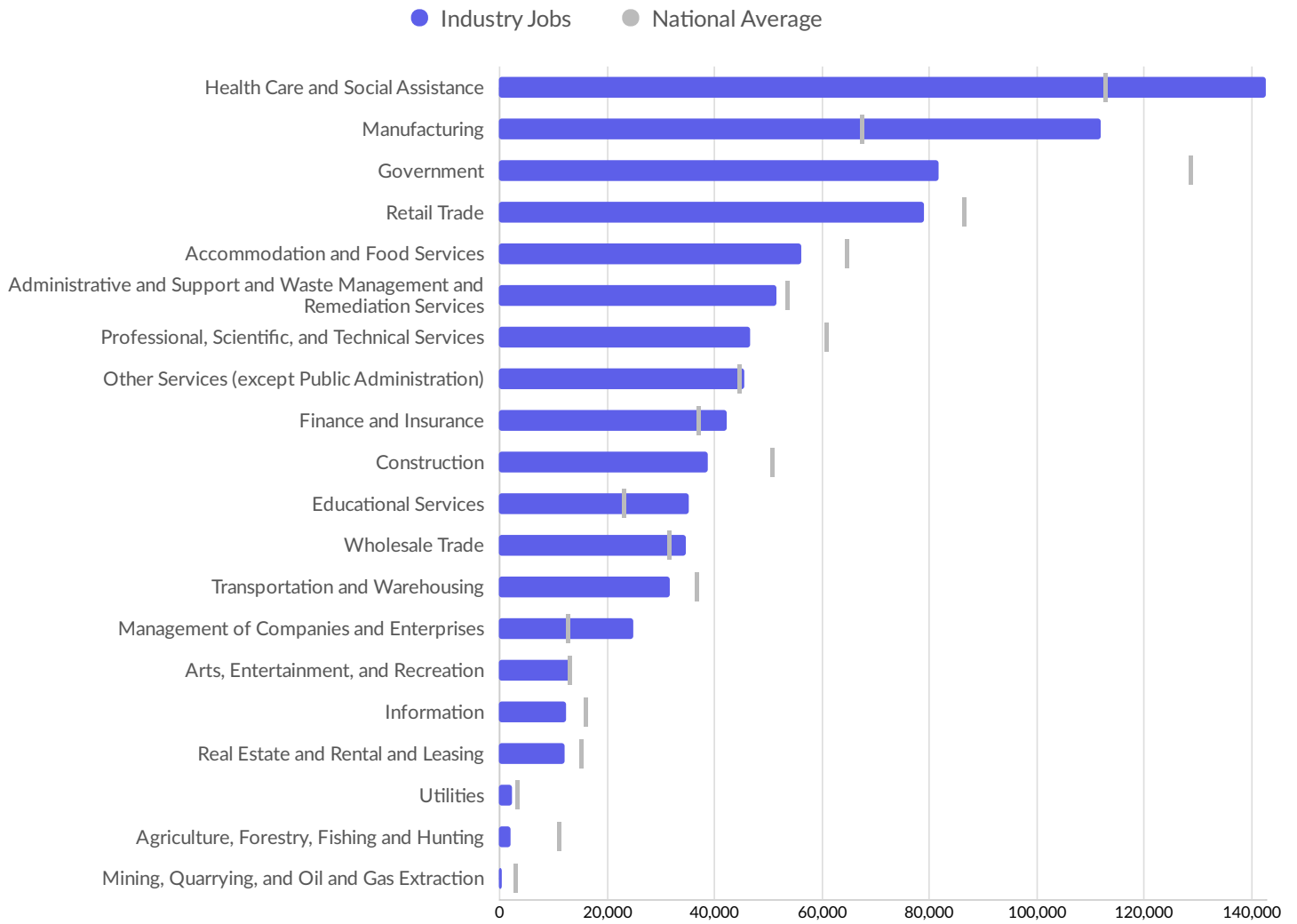


Top Previous Counties	Migrations
Walworth County, WI	734
Sheboygan County, WI	663
Kenosha County, WI	598
Brown County, WI	570
Fond du Lac County, WI	459
Lake County, IL	448
Maricopa County, AZ	426
Winnebago County, WI	405
Hennepin County, MN	366
Outagamie County, WI	320

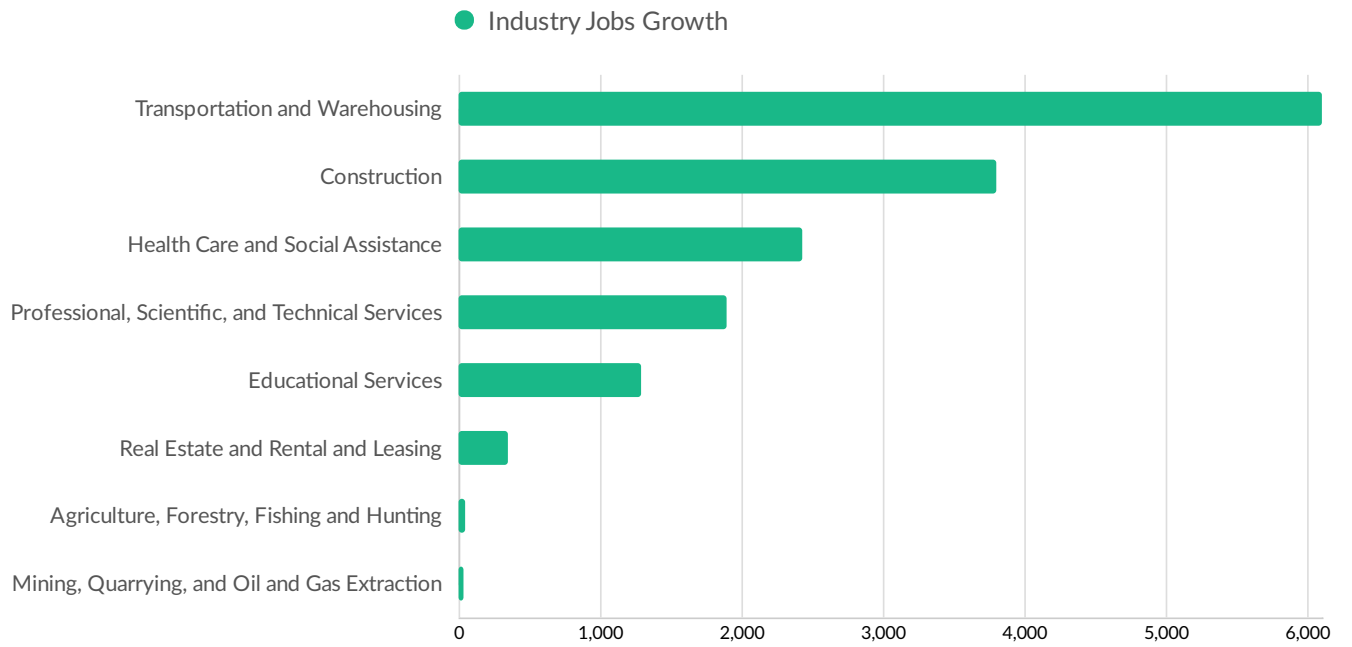
Top Following Counties	Migrations
Racine County, WI	2,024
Dane County, WI	1,402
Cook County, IL	1,311
Maricopa County, AZ	1,092
Dodge County, WI	927
Jefferson County, WI	867
Sheboygan County, WI	826
Walworth County, WI	728
Fond du Lac County, WI	616
Brown County, WI	503
Hennepin County, MN	469
Kenosha County, WI	468
Winnebago County, WI	393
Outagamie County, WI	379
Clark County, NV	355

# Industry Characteristics

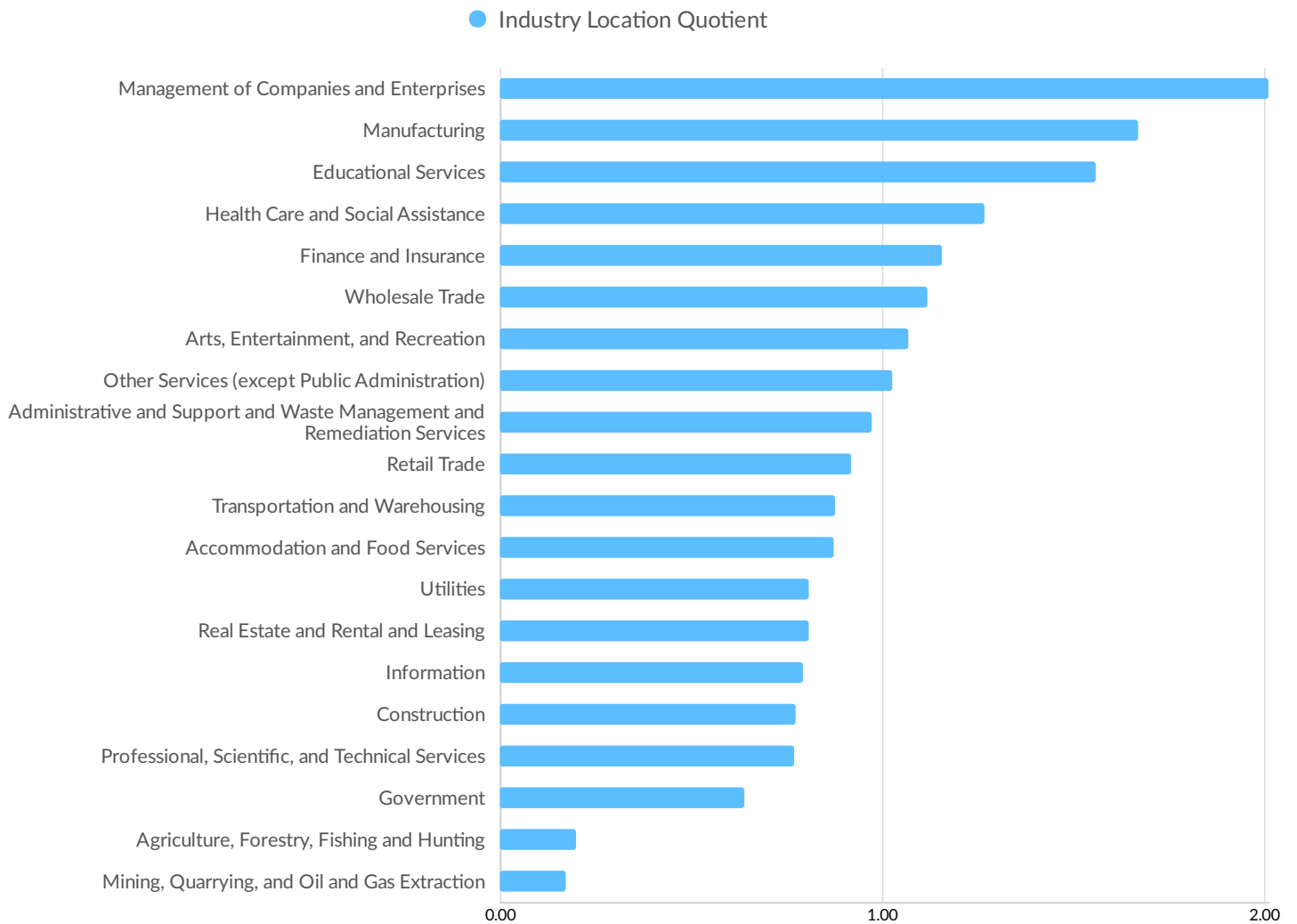
## Largest Industries



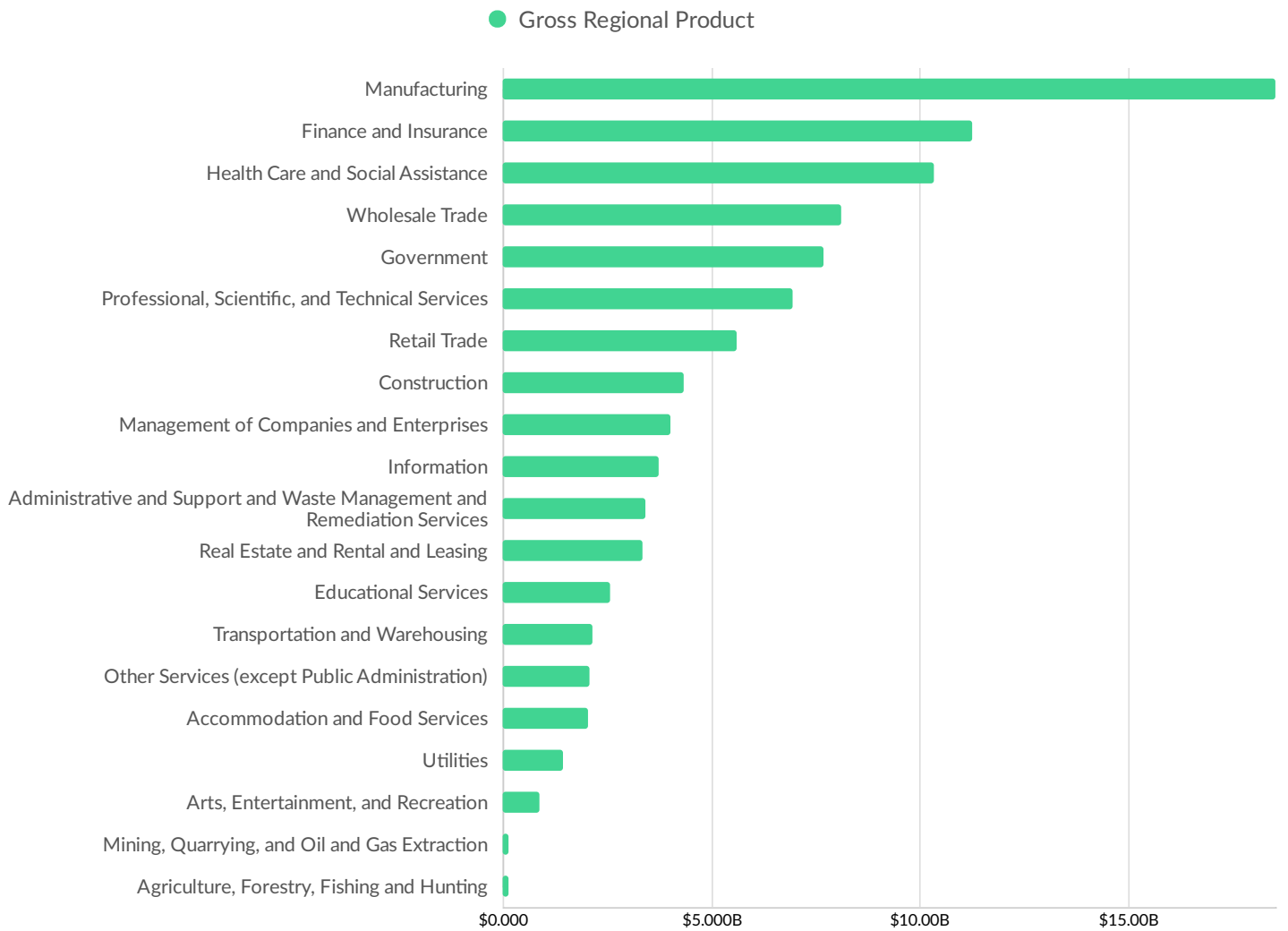
## Top Growing Industries



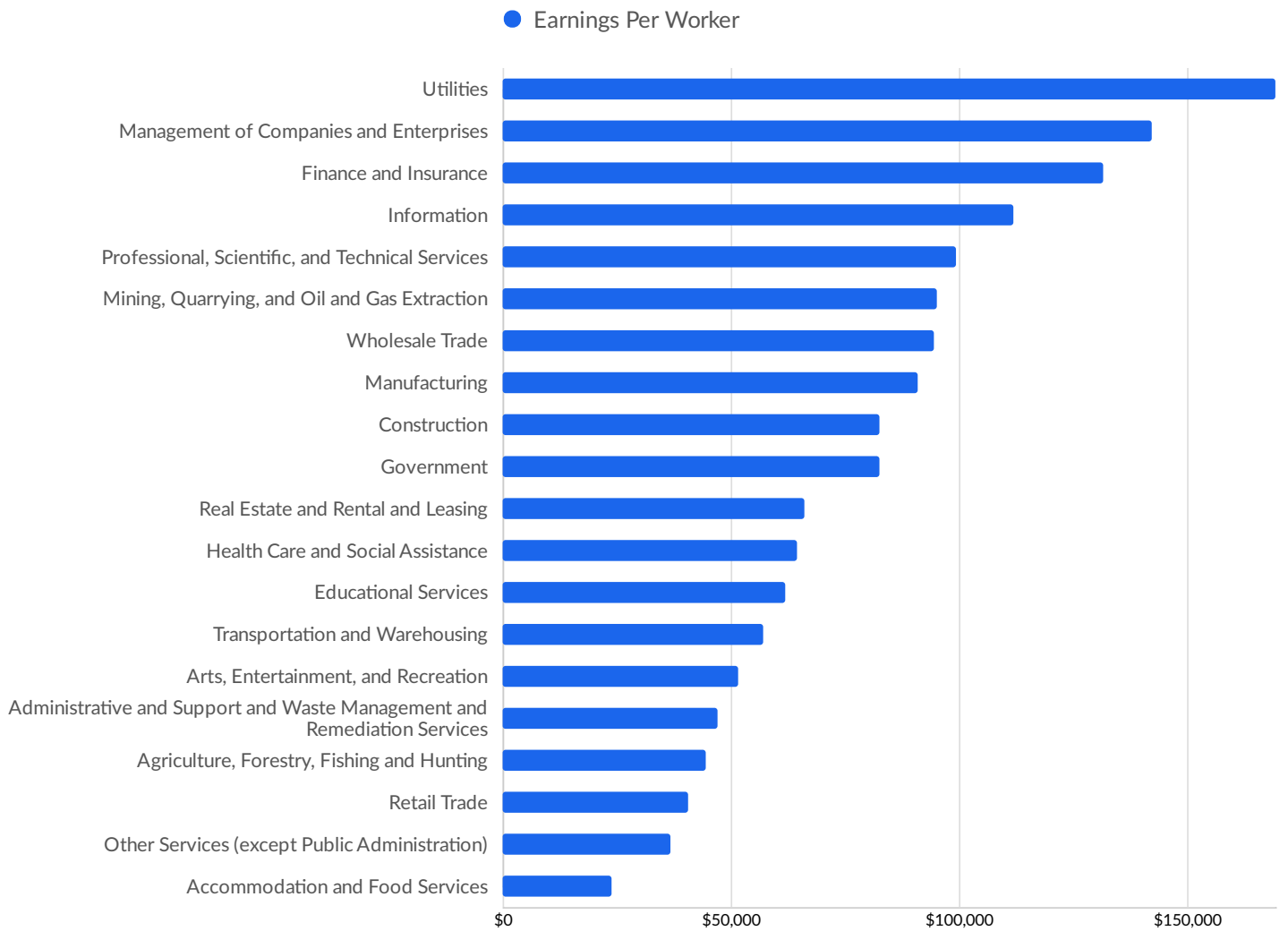
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



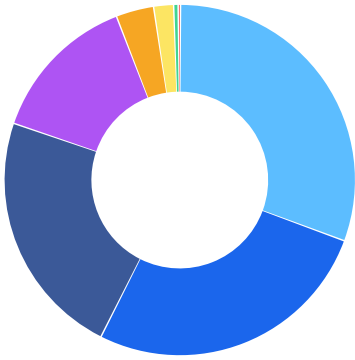
# Business Characteristics

## 69,927 Companies Employ Your Workers

Online profiles for your workers mention 69,927 companies as employers, with the top 10 appearing below. In the last 12 months, 17,851 companies in Milwaukee-Waukesha, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aurora Health Care	8,199	Froedtert & The Medical College...	6,647
Northwestern Mutual	6,610	Aurora Health Care	5,251
Milwaukee Public Schools	5,572	ProHealth Care	4,092
Kohl's	5,151	Ascension	4,021
Ge Healthcare	4,793	Northwestern Mutual	3,097
The Medical College Of Wiscon...	4,678	Rockwell Automation	2,112
University Of Wisconsin Milwau...	4,087	Robert Half	2,097
Marquette University	3,144	ManpowerGroup	2,033
Children's Hospital Of Wisconsin	2,941	Quad	1,946
US Bank	2,917	Randstad	1,862

## Business Size



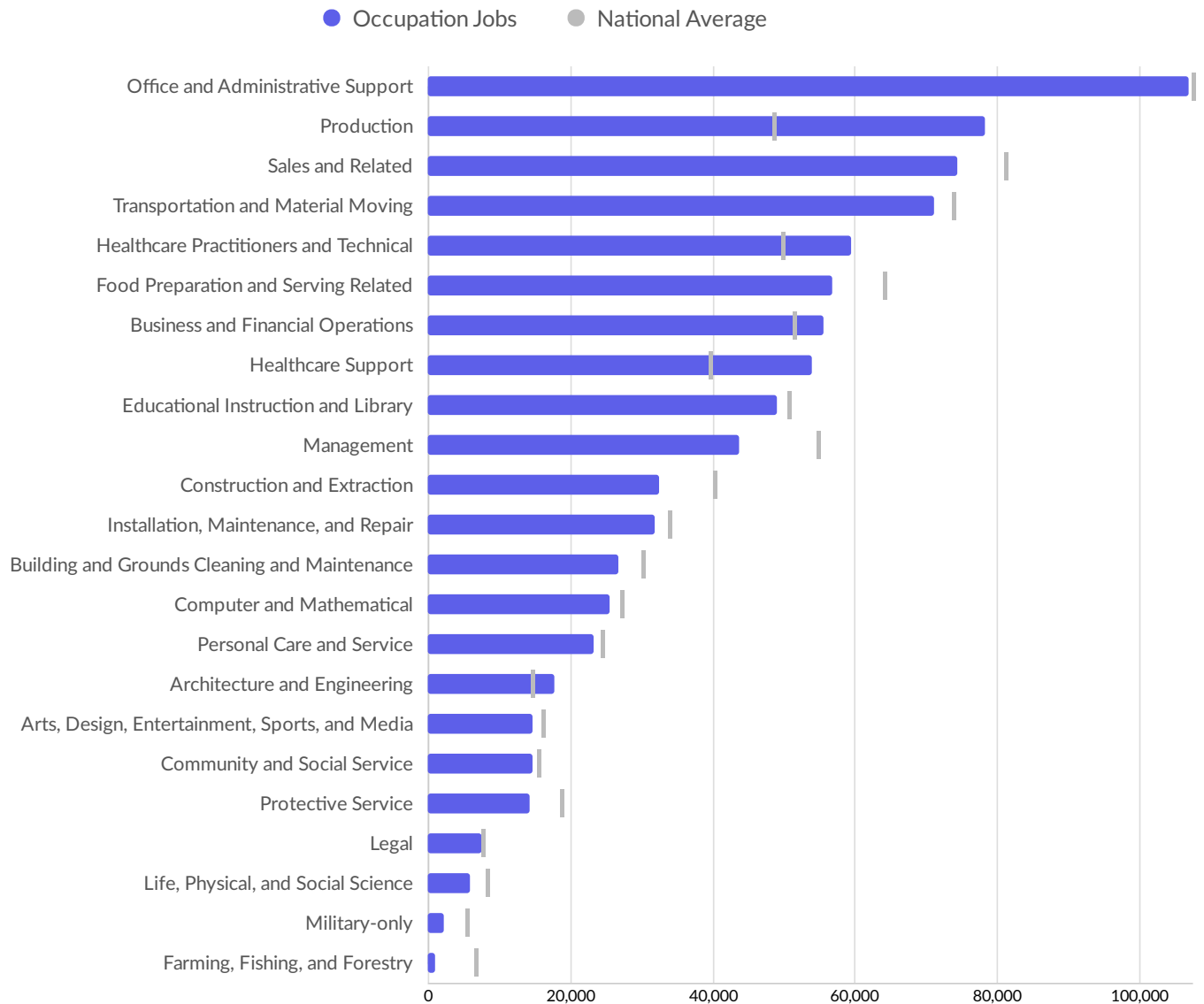
	Percentage	Business Count
1 to 4 employees	30.6%	16,300
5 to 9 employees	26.8%	14,287
10 to 19 employees	22.8%	12,172
20 to 49 employees	13.9%	7,405
50 to 99 employees	3.5%	1,858
100 to 249 employees	1.8%	978
250 to 499 employees	0.4%	220
500+ employees	0.2%	116

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

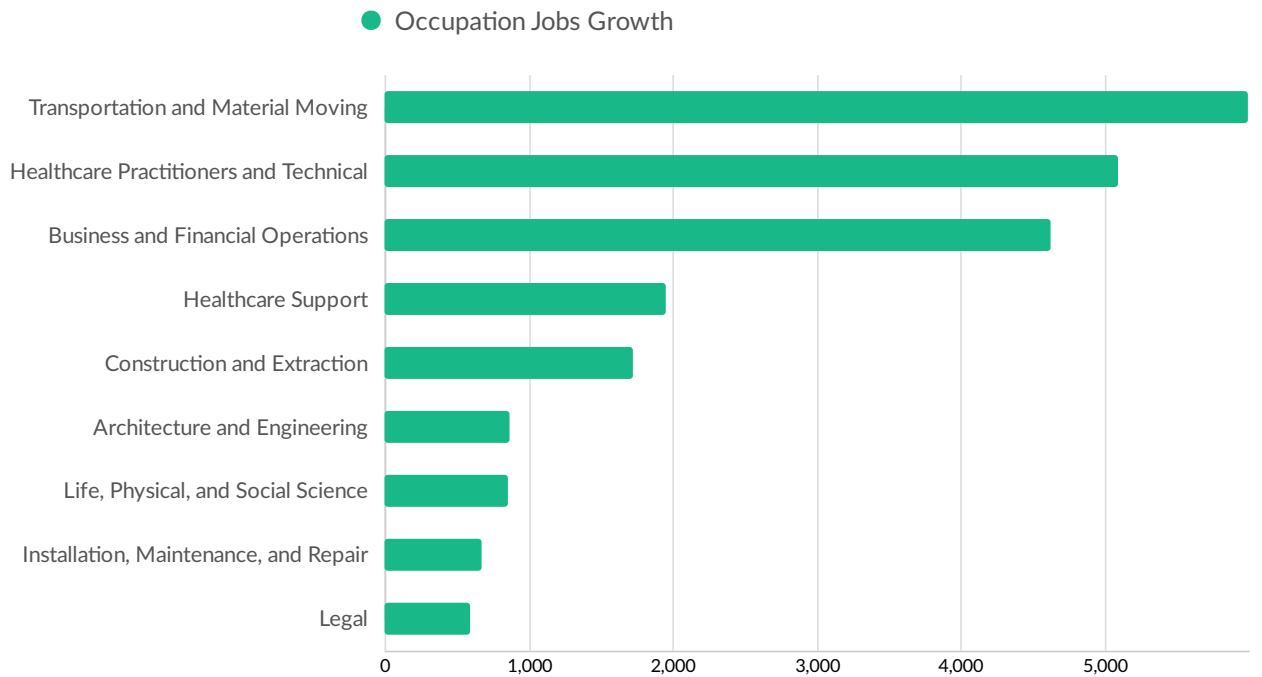


# Workforce Characteristics

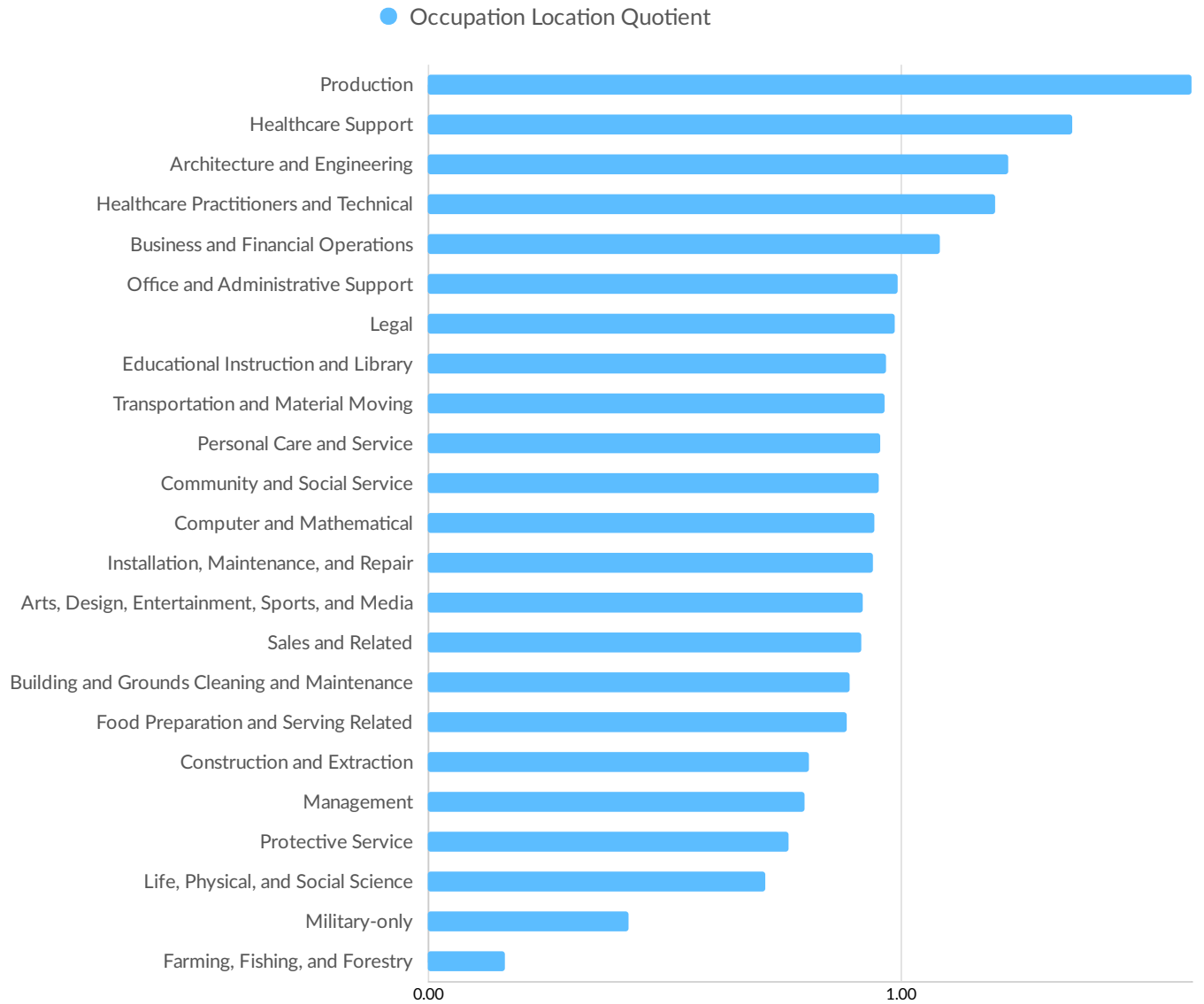
## Largest Occupations



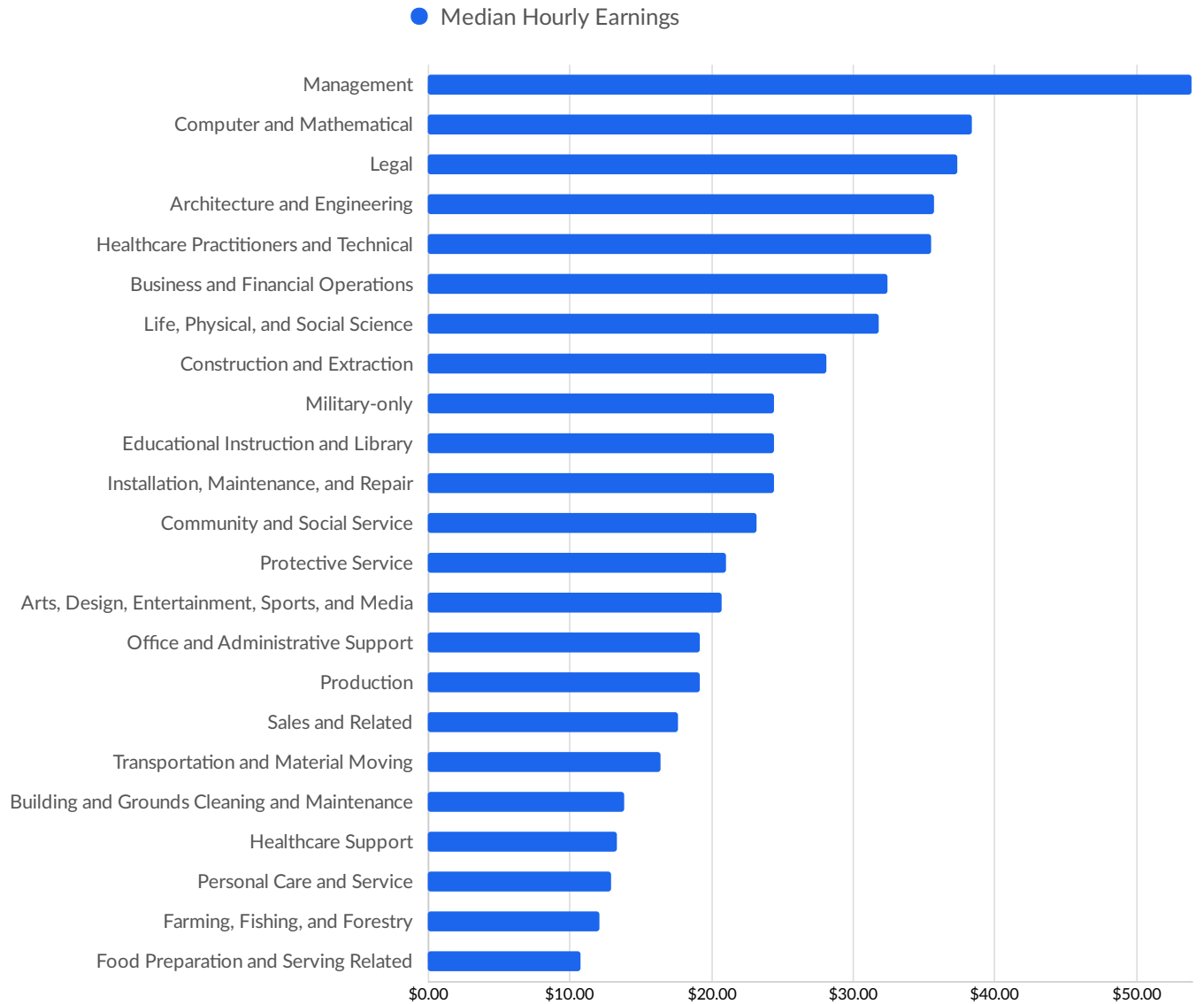
## Top Growing Occupations



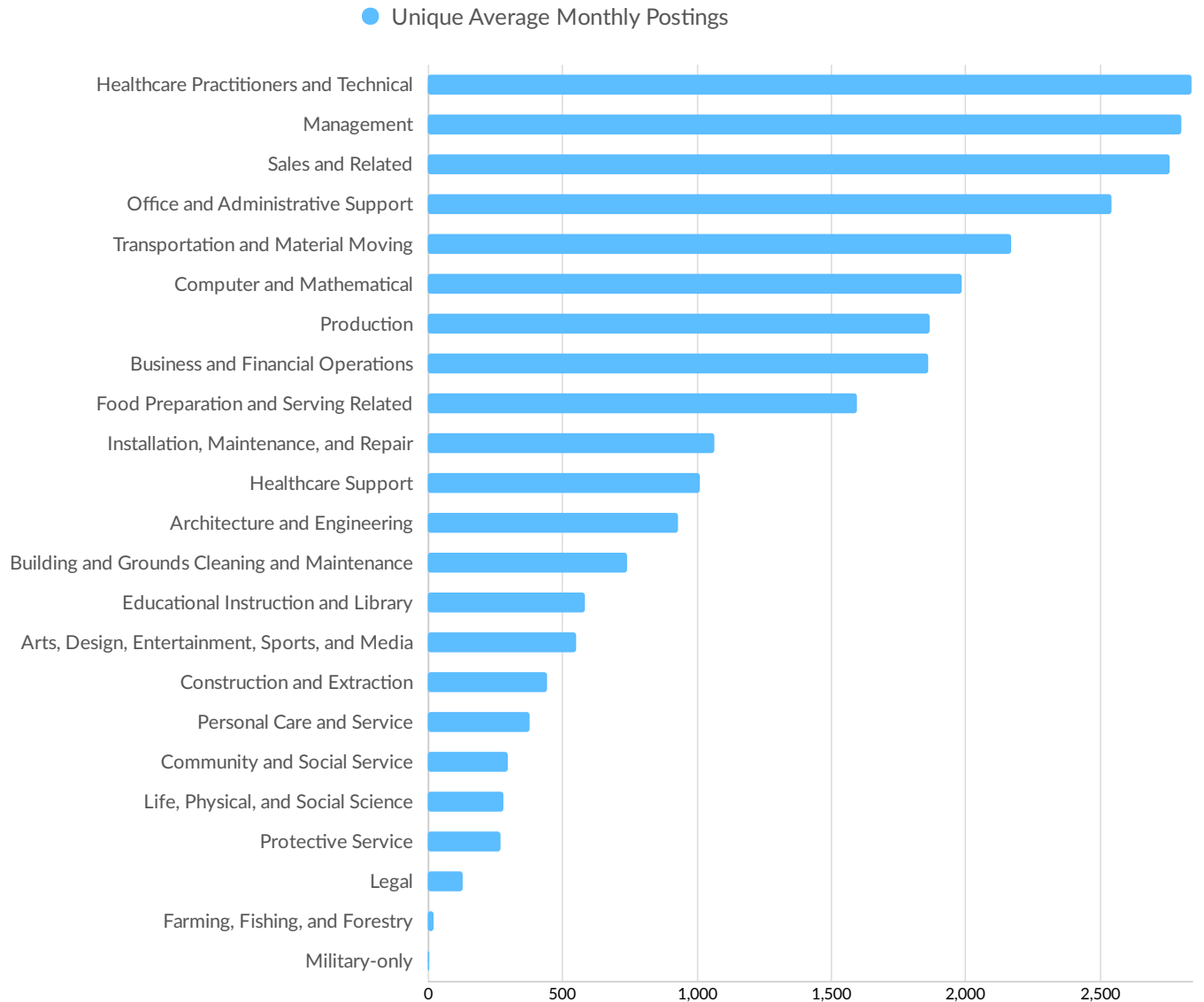
## Top Occupation Location Quotient



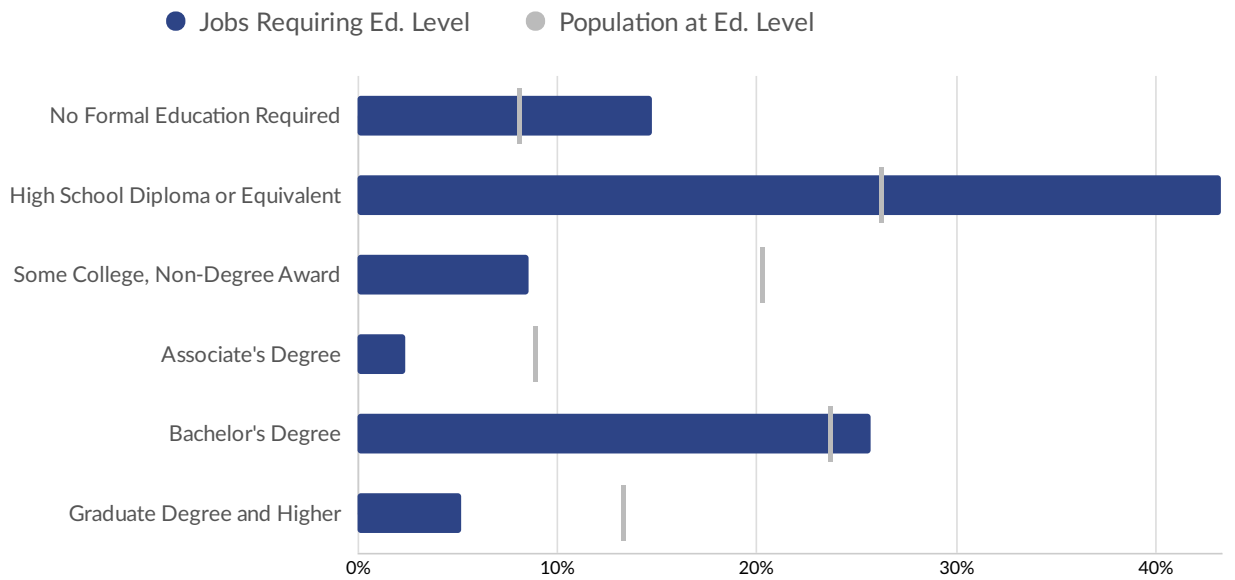
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



# Educational Pipeline

In 2020, there were 20,960 graduates in Milwaukee-Waukesha, WI. This pipeline has shrunk by 1% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, Nursing Assistant/Aide and Patient Care Assistant/Aide, and "Business Administration and Management, General".

School	Total Graduates (2020)	Graduate Trend (2016 - 2020)
University of Wisconsin-Milwaukee	6,823	
Marquette University	3,402	
Milwaukee Area Technical College	2,477	
Waukesha County Technical College	1,946	
Concordia University-Wisconsin	1,250	
Carroll University	803	
Milwaukee School of Engineering	709	
Cardinal Stritch University	614	
Alverno College	510	
Medical College of Wisconsin	366	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher

# In-Demand Skills

