

Milwaukee County Data Profile

Population/Demographics				
Population (1,6)	1990	2000	2008	
Milwaukee County	959,275	940,164	953,328	
Municipalities				
Milwaukee, city	628,088	596,974	604,477	
West Allis, city	63,221	61,254	59,416	
Wauwatosa, city	49,366	47,271	45,004	
Greenfield, city	33,403	35,476	36,075	
Franklin, city	21,855	29,494	35,500	
Oak Creek, city	19,513	28,456	33,482	
South Milwaukee, city	20,958	21,256	21,129	
Cudahy, city	18,659	18,429	18,809	
Greendale, village	15,128	14,405	13,978	
Whitefish Bay, village	14,272	14,163	13,584	
Shorewood, village	14,116	13,763	13,226	
Glendale, city	14,088	13,367	12,992	
Brown Deer, village	12,236	12,170	11,716	
St. Francis, city	9,245	8,662	9,733	
Hales Corners, village	7,623	7,765	7,574	
Fox Point, village	7,238	7,012	6,816	
Bayside, village	4,789	4,518	4,232	
West Milwaukee, village	3,973	4,201	4,025	
River Hills, village	1,612	1,631	1,657	
Population/Demographic Characteristics (1,6)	1990	2000	2008	% dist (08)
Population by age:				
Total	959,275	940,164	953,328	100.0
14 & under	210,697	207,587	208,576	21.9
15 to 24	139,708	138,547	134,290	14.1
25 to 34	177,056	141,130	119,824	12.6
35 to 44	135,784	143,417	136,520	14.3
45 to 54	84,149	118,257	141,498	14.8
55 to 64	81,294	69,541	102,197	10.7
65 +	130,587	121,685	110,423	11.6
Median age	32.2	33.7	36.1	
Population by sex:				
Male	454,801	450,574	461,596	48.4
Female	504,474	489,950	491,732	51.6
Population by race:				
White	N.A.	659,896	652,132	68.4
Black/African American	N.A.	234,237	245,238	25.7
American Indian	N.A.	7,186	8,384	0.9
Asian	N.A.	25,096	29,719	3.1
Native Hawaiian	N.A.	519	930	0.1
Two or more	N.A.	13,230	16,925	1.8
Hispanic/Latino (2)	44,671	82,406	114,238	12.0

Housing/Household Characteristics (1,6)	1990	2000	2008
Households	373,048	377,729	N.A.
Persons per household	2.50	2.43	N.A.
Housing Occupancy			
All housing units	390,715	400,093	409,865
Occupied housing units	373,048	377,729	N.A.
Vacant housing units	17,667	22,364	N.A.
Housing Tenure			
Occupied housing units	373,048	377,729	N.A.
Owner-occupied housing units	194,221	198,752	N.A.
Renter-occupied housing units	178,827	178,977	N.A.

Labor Force				
Labor Market (3)	Labor Force	Employment	Unemployed	% Unemployed
1998	483,801	465,237	18,564	3.8
1999	482,505	463,949	18,556	3.8
2000	478,376	458,091	20,285	4.2
2001	475,983	450,598	25,385	5.3
2002	467,617	436,867	30,750	6.6
2003	463,069	430,573	32,496	7.0
2004	456,447	427,655	28,792	6.3
2005	453,562	427,163	26,399	5.8
2006	457,017	431,293	25,724	5.6
2007	470,528	444,090	26,438	5.6
2008	467,511	441,519	25,992	5.6

Payroll Employment by Industry (4)	1990	2000	2008	% dist. (08)
Total	518,047	529,031	496,779	100.0
Goods producing	113,283	95,993	74,061	14.9
Natural resource & mining	136	117	102	0.0
Construction	15,449	14,186	14,014	2.8
Manufacturing	97,699	81,690	59,945	12.1
Service providing	404,764	433,039	422,718	85.1
Trade, transportation & utilities	102,071	96,014	81,198	16.3
Wholesale trade	22,502	21,998	18,725	3.8
Retail trade	59,343	50,692	43,454	8.7
Transp., warehousing & utilities	20,226	23,324	19,020	3.8
Information	15,449	14,393	11,824	2.4
Financial activities	40,017	40,163	37,207	7.5
Finance & insurance	29,758	32,904	29,940	6.0
Real estate, rental & leasing	10,259	7,259	7,267	1.5
Professional & business services	62,362	78,554	76,748	15.4
Professional & technical services	23,369	24,587	24,697	5.0
Management of companies	N.A.	9,165	15,235	3.1
Administrative & waste services	29,953	44,802	36,816	7.4
Educational & health services	67,216	87,749	99,747	20.1
Educational services	8,509	11,875	16,480	3.3
Health care & social assistance	58,708	75,873	83,267	16.8
Leisure & hospitality	41,362	40,497	41,572	8.4
Arts, entertainment & recreation	8,361	6,343	6,187	1.2
Accommodation & food services	33,001	34,154	35,385	7.1
Other services, excluding public	19,469	16,838	15,965	3.2
Government	56,764	58,811	58,450	11.8

Employment by Occupation (5)	2000	% dist.
Employed population 16 years and over	436,878	100.0
Management occupations	31,906	7.3
Business & financial operations occupations	19,296	4.4
Computer & mathematical occupations	10,954	2.5
Architecture & engineering occupations	8,312	1.9
Life, physical & social science occupations	3,692	0.8
Community & social services occupations	7,814	1.8
Legal occupations	4,588	1.1
Education, training & library occupations	24,806	5.7

Arts, design, entertainment, sports, & media occ.	8363	1.9
Healthcare practitioner & technical occupations	21,476	4.9
Healthcare support occupations	11,387	2.6
Protective service occupations	9,597	2.2
Food preparation & serving related occupations	22,735	5.2
Building & grounds cleaning & maintenance occ.	13,303	3.0
Personal care & service occupations	10,717	2.5
Sales & related occupations	43,936	10.1
Office & administrative support occupations	75,000	17.2
Farming, fishing & forestry occupations	672	0.2
Construction & extractive occupations	14,521	3.3
Installation, maintenance & repair occupations	13,603	3.1
Production occupations	51,323	11.7
Transportation & material moving occupations	28,877	6.6

Worker Earnings by Industry - 2008 (4)	Employment	Wages (000)	Annual average earnings	Average weekly earnings
Total	496,779	\$22,604,424	\$45,502	\$875
Goods producing	74,067	4,222,707	57,016	1,096
Natural resource & mining	102	7,498	46,919	902
Construction	14,014	843,628	60,200	1,158
Manufacturing	59,945	3,374,281	56,289	1,082
Service providing	422,718	18,381,717	43,485	836
Trade, transportation & utilities	81,198	2,940,720	36,217	696
Wholesale trade	18,725	1,090,275	58,227	1,120
Retail trade	43,454	1,018,582	23,440	451
Transp., warehousing & utilities	19,020	831,863	43,739	841
Information	11,824	730,905	61,817	1,189
Financial activities	37,207	2,482,450	66,721	1,283
Finance & insurance	29,940	2,182,698	72,902	1,402
Real estate, rental & leasing	7,267	299,751	41,250	793
Professional & business services	76,748	3,864,393	50,352	968
Professional & technical services	24,697	1,644,350	66,582	1,280
Management of companies	15,235	1,388,663	91,148	1,753
Administrative & waste services	36,816	831,381	22,582	434
Educational & health services	99,747	4,290,373	43,012	827
Educational services	16,480	829,820	50,352	968
Health care & social assistance	83,267	3,460,553	41,560	799
Leisure & hospitality	41,572	817,936	19,675	378
Arts, entertainment & recreation	6,187	329,414	53,244	1,024
Accommodation & food services	35,385	488,522	13,806	265
Other services, excluding public	15,965	399,126	25,000	481
Government	58,450	2,855,713	48,857	940

Education			
Educational Attainment (6)	1990	2000	% change
Population 25 years & over	610,538	594,387	-2.6
Less than 9th grade	50,674	35,344	-30.3
9th to 12th grade, no diploma	94,265	82,070	-12.9
High school graduate (incl. equivalency)	192,086	174,794	-9.0
Some college, no degree	118,706	125,242	5.5
Associate's degree	36,882	36,477	-1.1
Bachelor's degree	80,064	93,384	16.6
Graduate or professional degree	37,861	47,076	24.3
% high school graduate or higher	76.3	80.2	-
% bachelor's degree or higher	19.3	23.6	-

Primary & Secondary Education (7)	Private	Public	Total
Enrollment PK-12 (08-09)	39,795	141,942	181,737
High school graduates (07-08)	1,957	9,047	11,004

Public School Districts with High Schools (8)					
District (grade span)	Enrollment 08/09	Student teacher ratio 07/08	Current expenditure per student 07/08	Graduates 07/08	ACT composite score 08/09
Brown Deer (PK-12)	1,808	13.26	\$11,564	162	21.2
Cudahy (PK-12)	2,663	12.21	10,471	228	21.9
Franklin Public (PK-12)	4,150	13.40	10,417	334	22.5
Greendale (PK-12)	2,636	13.96	11,087	196	24.4
Greenfield (PK-12)	3,311	14.78	9,132	257	20.6
Milwaukee (PK-12)	85,376	13.37	11,555	4,800	17.2
Nicolet UHS (9-12)	1,196	13.23	15,287	320	25.2
Oak Creek-Franklin (PK-12)	5,995	14.37	8,642	464	21.9
Saint Francis (PK-12)	1,331	14.01	10,344	119	21.2
Shorewood (PK-12)	1,948	13.22	12,106	160	25.9
South Milwaukee (PK-12)	3,334	14.22	9,885	278	21.6
Wauwatosa (PK-12)	6,811	12.33	9,745	518	23.6
West Allis (PK-12)	8,678	12.85	10,347	739	21.7
Whitefish Bay (PK-12)	2,939	13.55	11,502	250	26.1
Whitnall (PK-12)	2,410	14.41	9,533	222	22.4

Economy/Income		
Personal Income (9)	Total (000)	Per Capita
1998	\$25,075,206	\$26,607
1999	25,867,378	27,503
2000	26,959,514	28,688
2001	28,574,888	30,265
2002	29,330,490	30,927
2003	29,889,605	31,427
2004	30,600,378	32,134
2005	31,392,845	33,001
2006	33,341,148	35,008
2007	34,284,550	36,006
2008	35,182,312	36,880

Private Nonfarm Establishments (10)	2000	2007
Total	21,315	20,902
Goods producing	2,666	2,399
Natural resource & mining	12	7
Construction	1,314	1,226
Manufacturing	1,340	1,166
Service providing	18,649	18,503
Trade, transportation & utilities	4,924	4,600
Wholesale trade	1,322	1,055
Retail trade	3,000	2,869
Transp., warehousing & utilities	602	676
Information	377	337
Financial activities	2,233	2,217
Finance & insurance	1,376	1,409
Real estate, rental & leasing	857	808
Professional & business services	3,543	3,466
Professional & technical services	2,151	2,069
Management of companies	236	250
Administrative & waste services	1,156	1,147
Educational & health services	2,978	3,467
Educational services	289	353
Health care & social assistance	2,689	3,114
Leisure & hospitality	1,996	2,166
Arts, entertainment & recreation	264	253
Accommodation & food services	1,732	1,913
Other services, excluding public	2,359	2,229
Unclassified & auxiliary	239	21
Private establishments 1,000+ employees	34	35

Selected Economic Statistics	
Median household income (2008) (\$) (11)	45,909
% of population in poverty (2008) (11)	16.8%
Manufacturing shipments (2002) (\$000) (12)	15,377,699
Wholesale sales (2002) (\$000) (12)	15,157,730
Retail sales (2002) (\$000) (12)	8,851,410
Retail sales per capita (2002) (\$) (12)	9,473

Major Private Sector Employers (13)

Company	Product or service	Employment range
Aurora Health Care	Health care services	1000+
Northwestern Mutual Life Insurance	Life insurance carrier	1000+
Froedtert & Medical College of Wisconsin Inc.	Medical center & college	1000+
Children's Health System Group	Health care services	1000+
Columbia/St. Marys	Health care services	1000+
Roundy's Inc.	Wholesale & retail grocer	1000+
Marshall & Ilsley Corp.	Banking services	1000+
Rockwell Automation	Managing offices	1000+
We Energies	Electric & gas utility	1000+
Wheaton Franciscan Healthcare	Health care services	1000+

Notes & Sources

- (1) U.S. Census Bureau, Population Estimates, www.census.gov/popest/estimates.php
- (2) Persons of Hispanic/Latino origin may be of any race
- (3) U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS), www.bls.gov/lau/home.htm
- (4) U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), www.bls.gov/cew/home.htm
- (5) U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES), www.bls.gov/oes/home.htm
- (6) U.S. Census Bureau, 1990 & 2000 Decennial Census, factfinder.census.gov
- (7) Wisconsin Department of Public Instruction, dpi.wi.gov/sig/dm-demographics.html
- (8) Wisconsin Department of Public Instruction, data.dpi.state.wi.us/data/selschool.asp
- (9) U.S. Bureau of Economic Analysis, Regional Economic Accounts, www.bea.gov/regional/index.htm
- (10) U.S. Census Bureau, County Business Patterns, www.census.gov/econ/cbp/index.html
- (11) U.S. Census Bureau, American Community Survey, <http://www.census.gov/acs/www/>
- (12) U.S. Census Bureau, 2002 Economic Census, www.census.gov/econ/census02
- (13) Wisconsin Department of Workforce Development, worknet.wisconsin.gov/worknet/largemp.aspx?menuselection=ed