Milwaukee’s workforce is concentrated in education and health industries, according to 2010 ACS data.

An estimated 70,500 city of Milwaukee residents (or 28% of the total employed labor force) worked for educational institutions, health establishments, and social service agencies, according to the U.S. Census Bureau’s American Community Survey 2010, released in December. Federal, state and local governmental supports for these industries are key to the economic health of the city’s workforce. Fourteen percent of Milwaukee workers were employed in manufacturing, 11% in retail trade, and another 11% in business services (including temp agencies) and waste management.

<table>
<thead>
<tr>
<th>Industries Employing Milwaukee Workers</th>
<th>Est. Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education, health care, social services</td>
<td>70,496</td>
<td>28%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>34,710</td>
<td>14%</td>
</tr>
<tr>
<td>Business services and waste management</td>
<td>28,587</td>
<td>11%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>27,904</td>
<td>11%</td>
</tr>
<tr>
<td>Food service, accommodations, entertainment</td>
<td>26,357</td>
<td>10%</td>
</tr>
<tr>
<td>Finance, insurance, real estate</td>
<td>14,192</td>
<td>6%</td>
</tr>
<tr>
<td>Transportation, warehousing, utilities</td>
<td>11,377</td>
<td>4%</td>
</tr>
<tr>
<td>Public administration</td>
<td>10,864</td>
<td>4%</td>
</tr>
<tr>
<td>Construction</td>
<td>7,126</td>
<td>3%</td>
</tr>
<tr>
<td>Information</td>
<td>5,811</td>
<td>2%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>4,387</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>12,733</td>
<td>5%</td>
</tr>
<tr>
<td>ESTIMATED TOTAL, ACS 2010</td>
<td>254,544</td>
<td>100%</td>
</tr>
</tbody>
</table>

According to ACS 2010, 30% of workers living in Milwaukee were employed as managers, professionals, and technicians. About a fourth of Milwaukee workers had sales and office occupations, and another fourth worked in service occupations.

Most (70%) Milwaukee workers drove alone to work, while 13% carpooled, 8% used public transportation, 5% walked to work, 2% used other means, and 2% worked at home.

See the Census Bureau website (at www.census.gov) for definitions of industries, occupations, and means of commute to work.

Economic Indicators for Milwaukee County
- The Milwaukee County unemployment rate in October 2011 was estimated at 8.5%, down from 8.8% in September and 9.2% in August.
- In November Frontier Airlines announced a planned mass layoff for 120 workers.
- As of early December 32,300 laid-off workers in the county were receiving weekly UI payments.

Drilldown Data Sources: Wisconsin departments of Children and Families, Health Services, and Workforce Development (12/20/2011); U.S. Census Bureau American Community Survey.
Monthly employment for temp agencies rises to pre-recessionary levels. Manufacturing jobs increase but are still below 2008 levels, according to CES data for the 4-county area.

In October of 2011 estimated employment of workers for temp agencies and job placement agencies totaled 26,200, up to the levels seen in 2008 before the recession hit, according to the CES (Current Employment Statistics) data for the 4-county Milwaukee metro area (i.e., Milwaukee, Ozaukee, Washington and Waukesha counties).

Employment in manufacturing in the four-county area was estimated at 118,900 in October 2011, above the 110,700 reported in February 2010 but well below the 132,000 levels seen in 2008 before the recession.

**Monthly Economic Data for Milwaukee County**

**Unemployment:** The Milwaukee County unemployment rate in October 2011 was estimated at 8.5%, down from 8.8% in September and 9.2% in August. The October estimates show a one-month decrease of 2,830 employed workers and a decrease of 1,437 unemployed Milwaukee County residents looking for work.

**Unemployment insurance:** 31,618 laid-off workers in the county were receiving weekly UI payments in mid-November.

**Plant closing and mass layoff notices:** In October one Wauwatosa establishment (Walgreen’s Home Care Inc. with 69 workers) announced a planned closing.

**Families receiving W-2:** 10,639 Milwaukee County families received W-2 cash assistance in October 2011.

**Wisconsin Shares:** 24,899 children from 13,819 Milwaukee County families received subsidized child care in October. Subsidy payments totaled $10.8 million.

**FoodShare:** 231,841 county residents (yet another monthly high) received federal FoodShare benefits in October.

**BadgerCare Plus:** 204,738 county residents were in the BadgerCare Plus program in October, also the highest level seen.

**Data Sources:** Wisconsin departments of Children and Families, Health Services, Revenue, and Workforce Development. (11/25/2011).
Enrollments of children in BadgerCare Plus are up by 4% over last year. Enrollments of non-parent adults in the Core Plan are down by almost 40%.

- In September 2011, 129,400 children and 75,200 adults in Milwaukee County were enrolled in the BadgerCare Plus program. Enrollments of children and their parents/caretakers continue to increase. At the same time, the number of non-parent adults allowed in the Core Plan has dropped by over 13,000 since January of 2010.

### Milwaukee County Residents Enrolled in BadgerCare Plus: 2009 – 2011

<table>
<thead>
<tr>
<th></th>
<th>Jul-09</th>
<th>Jan-10</th>
<th>Jul-10</th>
<th>Jan-11</th>
<th>Jul-11</th>
<th>Sep-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>115,246</td>
<td>129,403</td>
<td>126,060</td>
<td>129,403</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adults/Caretakers</td>
<td>57,747</td>
<td>60,652</td>
<td>57,747</td>
<td>60,652</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adults - Core Plan</td>
<td>22,963</td>
<td>22,963</td>
<td>14,028</td>
<td>14,028</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pregnant Women</td>
<td>9,750</td>
<td>9,765</td>
<td>9,750</td>
<td>9,765</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- One in 3 children (under age 18) in Milwaukee County (and 60% of Milwaukee city children) are now in the BadgerCare Plus program. Nearly all of the children covered (99.6%) are in cases with income below 250% of poverty.

- 27% of the Wisconsin children enrolled in BadgerCare Plus live in Milwaukee County, compared to 23% of the pregnant women covered by BadgerCare Plus.

- **Statewide**, over half (55%) of the adults on BadgerCare Plus are employed but do not have private health insurance coverage. Likewise, 58% of Wisconsin children on BadgerCare Plus have adults who are employed but are without private health insurance coverage for the family. The largest number of uninsured participants had family members reported employed at Wal-Mart, MacDonald’s, Aurora, Menard’s, Manpower, and Roundy’s.

Data Sources: Wisconsin departments of Children and Families, Health Services, Revenue, and Workforce Development. (10/21/2011).

### Monthly Economic Data for Milwaukee County

**Plant closing and mass layoff notices in September for 326 workers:** One Milwaukee company announced a plant closing – Golden Living Midwest Billing Office (47 employees), and 3 companies announced anticipated new layoffs – Frontier Airlines (213 employees), US Bancorp (35), and Wells Fargo & Co (31).

**Unemployment:** The Milwaukee County unemployment rate in August 2011 was estimated at 9.2%. (The September rate will be released on 10/26/2011.)

**Unemployment insurance:** 32,278 laid-off workers in the county were receiving weekly UI payments in mid-October, down by over 8,300 from the spike in mid-August when laid-off workers received an extension of their UI benefits.

**Families receiving W-2:** 10,825 Milwaukee County families received W-2 cash assistance in September 2011, a small decline from the prior month.

**Wisconsin Shares:** 25,632 children from 13,800 Milwaukee County families received subsidized child care in September. Subsidy payments totaled $10.9 million.

**FoodShare:** 228,092 county residents (yet another monthly high) received federal FoodShare benefits in September.

**BadgerCare Plus:** 204,570 county residents were in the BC+ program in September, up from 200,778 a year ago.
Milwaukee County working age tax filers reported a 3.6% decline (-$637 million) in adjusted gross income for 2010 tax returns compared to 2007. 95% of inner city single parents remained in the workforce, according to state tax return data.

Tax returns filed with the Wisconsin Department of Revenue in 2011 (for 2010 income) showed 106,751 married and 238,643 single working age Milwaukee County tax filers (with and without dependents). The continuing effects of the recession can be seen in the drop infilers (-9,545) and reduction in total adjusted gross income reported (-$637,589,673). Income earnings varied significantly by ZIP code areas of the county. Note: elderly filers, individuals claimed as dependents on other tax returns, and filers with negative income are excluded from this analysis. The filing unit may include more than one earner.

<table>
<thead>
<tr>
<th>Average Adjusted Gross Income for Working Age Single and Married Tax Filers by Milwaukee County ZIP Code: 2007 and 2010 (Avg. filing unit AGI is shown for 2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>53217</td>
</tr>
</tbody>
</table>

Monthly Economic Data for Milwaukee County

**Unemployment**: The Milwaukee County unemployment rate in August 2011 was 9.2%, with an estimated 433,257 workers employed and 43,840 looking for work.

**Plant closings**: No new plant closings or mass layoffs were announced in August.

**Unemployment insurance**: 33,614 laid-off workers in the county were receiving weekly UI payments in mid-September, down from over 40,000 in mid-August.

Families receiving **W-2**: 10,852
Milwaukee County families received W-2 cash assistance in August 2011, the highest W-2 level to date.

**Wisconsin Shares**: 25,629 children from 13,600 Milwaukee County families received subsidized child care in August. The number of families served was down by 658 from July.

**FoodShare**: 225,703 county residents (another monthly high) received federal FoodShare benefits in August.

**BadgerCare Plus**: 203,932 county residents were in the BC+ program in August. The number of non-parent adults allowed in the Core Plan is continuing to drop.

Data Sources: Wisconsin departments of Children and Families, Health Services, Revenue, and Workforce Development. (8/21/2011)
New 2010 census data show minority populations in the Milwaukee metro area reaching 50% among youth.

The white populations are peaking in their fifties, with a modest baby boom echo among 20-year-olds while minority populations are showing steady growth by age. Engagement of African Americans, Hispanics, Asians, Native Americans and other non-whites will be key for the coming-of-age labor force.

Racial isolation of African American youth is continuing, according to the 2010 Census. In the metro area, 92% of the African American youth under age 15 live in the city of Milwaukee, while only 5% live in the Milwaukee County suburbs, and even fewer (3%) live in the three WOW counties.

For the Hispanic population, the 2010 Census reported 69% of the youth under age 15 living in the city of Milwaukee, 16% in the Milwaukee County suburbs, and 15% in the WOW counties.

Meanwhile, 60% of white youth under age 15 live in the WOW counties, 26% live in the Milwaukee County suburbs, and only 14% live in the city of Milwaukee.

Data Sources: 2010 U.S. decennial census; Wisconsin departments of Children and Families, Health Services, and Workforce Development. (8/10/2011)
In May 2011 there were 4.7 unemployed jobseekers per job opening in the U.S. The last Milwaukee area job openings survey (in May 2009) found 13 jobseekers per FT opening.

The Department of Labor’s monthly Job Openings and Labor Turnover Survey (JOLTS) showed 4.7 unemployed persons seeking work for every 1 full- and part-time job opening reported in May 2011. The department surveys 16,000 U.S. employers monthly to estimate job demand. National job shortages reached a peak in July of 2009 when the job gap was estimated at 6.9 to 1.

The Employment and Training Institute has conducted job vacancy studies since 1993 in collaboration with MAWIB (and formerly the PIC). The last survey, conducted in May 2009, found a full-time job gap of 13 to 1 for the seven-county region, with 13 job seekers for every 1 full-time job opening, and a job gap in the Milwaukee innercity of 25 to 1. The largest numbers of openings were in the health fields. (The ETI survey draws on responses from a large sample of over 3,800 employers in the region.)

### Job Gaps in the Milwaukee Region: May 2009

<table>
<thead>
<tr>
<th>Labor Force Area</th>
<th>JOB GAP (for total openings)</th>
<th>JOB GAP (for full-time openings)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDBG 9 ZIP codes</td>
<td>10 to 1</td>
<td>25 to 1</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>9 to 1</td>
<td>13 to 1</td>
</tr>
<tr>
<td>WOW (Waukesha, Ozaukee, Washington counties)</td>
<td>9 to 1</td>
<td>12 to 1</td>
</tr>
<tr>
<td>Tri-County (Racine, Kenosha, Walworth)</td>
<td>10 to 1</td>
<td>18 to 1</td>
</tr>
<tr>
<td>7-County Region</td>
<td>9 to 1</td>
<td>13 to 1</td>
</tr>
</tbody>
</table>

### Data Sources:
Profile of the Milwaukee area employed workforce (ACS2009)

The largest number of workers employed in service occupations and production, transportation and material moving occupations live in the City of Milwaukee. The WOW workers (Waukesha, Ozaukee and Washington counties) dominate the management and professional occupations, according to U.S. Census Bureau American Community Survey (2009).

Milwaukee area employed workers by occupation and place of residence, 2009

An estimated 120,000 workers living in Milwaukee County, or 1 out of 4, were employed in educational services, health care and social services establishments.

Milwaukee area employed workers by industry and place of residence (2009)

Monthly Economic Data for Milwaukee County

Unemployment: The county unemployment rate was estimated at 8.4% in April, down from 9.1% in February.

Plant closings: In May Rock Tenn Company and Adaptive Micro Systems reported expected layoffs of 270 workers.

Unemployment insurance: In mid-June 32,080 laid-off workers in Milwaukee County were receiving UI. The rolls are down by 14,000 from last year, as some workers returned to work and others exhausted their benefits.

Families receiving W-2: The W-2 program reported 10,414 Milwaukee County families receiving cash assistance in May 2011, the highest level to date.

Wisconsin Shares: 25,408 children from 13,687 Milwaukee County families received subsidized child care in May.

BadgerCare Plus: In May 203,100 county residents were in the program. Enrollments of non-parent adults in the Core Plan are down 36% since a year ago.

FoodShare: Enrollments in FoodShare are at an all-time high again in Milwaukee County, with 219,801 residents receiving benefits in April.

Data Sources: U.S. Census Bureau American Community Survey (2009) estimates of employed workforce (ages 16+). Occupations do not show farming, fishing, forestry; industries do not show agriculture, forestry, fishing, hunting, mining. Monthly drilldown data are from the Wisconsin departments of Children and Families, Health Services, and Workforce Development. (6/16/2011)
Layoffs up in April in Milwaukee and WOW Counties

Firm closings and mass layoff notices reported to the state were up in April with Milwaukee County firms expecting to lay off 645 workers, up from 64 in January, 0 in February, and 152 in March. April layoff announcements included: TMP Directional Marketing (167 workers), Lamer’s Bus Lines (150 workers), Pyramid Health Care Solutions (111 workers – expected to be offered jobs by Froedtert Health), T-Shirt International (99 workers), Atlas Transit (83 workers – may be hired by firm purchaser), and Dana Sealing Products (35 workers). In the first half of May, two additional manufacturing firms (Rock Tenn Company and Adaptive Micro Systems) announced new plant closings affecting 270 workers.

New Plant Closings and Mass Layoff Notices in Milwaukee County

Firm closings and mass layoff notices in the WOW (Waukesha, Ozaukee and Washington) counties totaled 219 in April, up from 0 in January, 0 in February, and 96 in March. 140 of the layoffs were for bus transportation firms that reported losing contracts with Milwaukee Public Schools and a suburban district. 47 food service workers at Kohl’s Department Store were expected to be rehired by Kohl’s food service vendor firm.

UI Payment Rolls Continue to Drop

In the second week of May 2011, 32,983 laid-off workers in Milwaukee County were receiving weekly unemployment insurance checks, down by over 6,100 from mid-March. Over half (52%) of new claimants for UI are minorities.

Monthly Economic Data for Milwaukee County

Unemployment: The City of Milwaukee unemployment rate was estimated at 10.4% for March 2011. Suburban unemployment was estimated at 6.3%.

Families receiving W-2: The W-2 program reported 10,165 Milwaukee County families receiving cash assistance in April 2011, the highest level to date.

Wisconsin Shares: 25,632 children received subsidized child care in April 2011, up since last winter, but below the 27,000+ levels seen previously in 2009 and 2010.

BadgerCare Plus: In April 203,701 county residents were in the BadgerCare Plus program, with enrollments of non-parent adults in the Core Plan down 23% since six months ago. Enrollments included 127,560 children, 59,637 parents/caretakers, 4,544 pregnant women, and 11,960 single adults.

FoodShare: For yet another month, enrollments in FoodShare are at an all-time high in Milwaukee County, with 219,801 residents receiving benefits.

Drilldown Data Sources: Wisconsin departments of Children and Families, Health Services, and Workforce Development. (5/23/2011)

The employment trends shown below are based on Current Employment Statistics (CES) survey data from employers in Milwaukee, Ozaukee, Washington, and Waukesha counties.

Manufacturing

Construction

Retail Trade

Wholesale Trade

Health and Social Assistance

Employment Services

Unemployment: The March 2011 unemployment rate in Milwaukee County was reported at 8.8% with an estimated 426,821 workers employed and 40,969 unemployed workers actively seeking work.

Workers on UI: In mid-April 36,354 laid-off workers in Milwaukee County were receiving unemployment insurance, down by 2,400 from a month earlier.

Drilldown Data Sources: Wisconsin departments of Children and Families, Health Services, and Workforce Development (4/25/2011). The CES is a federal-state cooperative monthly survey of business establishments; employment estimates are adjusted annually, principally using tax report data.

Firm closings and layoffs: In March firms in Milwaukee County reported 152 anticipated new plant closings to the state: CSM Bakery Products in Oak Creek (100) and JC Penney Asset Recovery Center in Wauwatosa (52).

Wisconsin Shares: 13,506 Milwaukee County families received child care subsidies for 25,194 children in March.

Families receiving W-2: 10,116 families in the county received W-2 cash support.

FoodShare: Enrollments in FoodShare were at an all-time high in Milwaukee County, with 218,276 individuals (children and adults) receiving benefits in March.

BadgerCare Plus: Enrollments totaled 202,114 in March, with enrollments in the non-parent Adult Core Plan (N=12,985) down 11% from December.

In January 2011 private service-producing firms accounted for 573,000 jobs (71%), private goods-producing firms accounted for 137,500 jobs (17%), and governments (local, federal and state) accounted for 92,600 jobs (12%), according to the Current Employment Statistics (CES) estimates for the Milwaukee metro area.

Private sector employment, both service-producing and goods-producing, was down from highs earlier in Fall of 2010 while above the levels seen in January 2010.

The estimated unemployment rate for Milwaukee County residents, which had dropped to 8.1% in December, was back up to 9.0% in January 2011.

Workers on UI: In early March, 39,161 laid-off workers in Milwaukee County were receiving weekly unemployment insurance payments.

Firm closings and layoffs: No new plant closing or mass layoff notices were issued by firms in Milwaukee County in February.

Families receiving W-2: In February 10,005 families in the county received W-2 cash support.

Wisconsin Shares: 12,937 Milwaukee County families received subsidized child care in February 2011, down by 560 from the prior month.

FoodShare: Enrollments in FoodShare are at an all-time high in Milwaukee County, with 217,100 individuals (children and adults) receiving benefits.

BadgerCare Plus: One in 5 Milwaukee County residents is enrolled in BadgerCare Plus. Enrollments totaled 202,000 in February 2011. Enrollments of adults without children (in the Core Plan) were down 4% over January.

Drilldown Data Sources: Wisconsin departments of Children and Families Health Services, and Workforce Development. Jobs data are not seasonally adjusted. (3/16/2011)
MAWIB dislocated worker clients live throughout the county, most are not receiving unemployment insurance payments, and nearly 2/3 have driver’s license issues.

The Employment and Training Institute reviewed records for MAWIB clients in the dislocated worker program to help improve the effectiveness of services.

Few clients are currently receiving unemployment insurance payments. Only 12% have UI benefits remaining, 51% have exhausted their benefits, and 37% showed no recent UI payments. (Half of the 12% of clients still receiving UI payments have less than 12 weeks left.)

The driver’s license status of dislocated worker clients was reviewed to assess workers’ ability to access jobs throughout the metro area. A majority (63%) of clients faced license problems:
- 22% had a license but with recent suspensions and revocations.
- 21% lost their license since 2008.
- 20% had no license (including 2% with no license but recorded suspensions and revocations).

Only 37% of the clients had a current license and no recent suspensions and revocations.

Monthly Economic Data for Milwaukee County

Unemployment: The City of Milwaukee unemployment rate was estimated at 9.7% for December 2010. Suburban unemployment was estimated at 5.8%.

Workers on UI: In the second week of February 2011, 41,645 Milwaukee County workers were laid-off and receiving weekly unemployment insurance checks, and 4,280 more claimants (54% males, 46% females) applied for benefits. Half of the new claimants were minorities.

Firm closings and mass layoffs: 1 firm (U.S. Bancorp) issued a new mass layoff notice for 64 workers in January 2011.

FoodShare: Enrollments in FoodShare are at an all-time high in Milwaukee County, with 216,801 residents receiving benefits in January. One in 5 Milwaukee County residents is using the FoodShare program to help meet their food costs, with the number of residents using the program increasing every month in the last 2 years. (Ozaukee and Waukesha counties have also seen monthly FS increases for the past 2 years.)

BadgerCare Plus: Enrollments totaled 202,285 Milwaukee County residents (including 126,060 children) in January. One in 2 Milwaukee County children (under age 19) meets the qualifications (i.e., without private family health insurance and income eligible) and is enrolled in the BadgerCare Plus program.

Families receiving W-2: The W-2 program reported 10,141 Milwaukee County families receiving cash assistance in January 2011.

Wisconsin Shares: A total of 13,498 Milwaukee County families were receiving child care subsidies through the Shares program in January 2011.

Drilldown Data Sources: Wisconsin departments of Children and Families, Health Services, and Workforce Development. (2/21/2011)
The Year in Review

The number of laid-off workers in Milwaukee County receiving unemployment insurance payments started out 2010 at a record high of 57,000 and then declined as some workers returned to work while others exhausted their benefits. In August the rolls jumped with the federal approval of longer benefit periods for those not finding work. The week of December 25, 2010 saw 40,660 laid-off workers receiving UI instead of paychecks.

After beginning 2010 with estimated unemployment at 10.3%, for the last 3 months unemployment finally stayed below 9%.

202,554 county residents were enrolled in BadgerCare Plus at the year’s end. The program showed only a 1,200 increase in enrollments during 2010, compared to a 28,600 increase in 2009.

There were 1,446 new plant closing and mass lay-off notices reported by Milwaukee County companies in 2010, less than half the number reported in 2009 (N=3,521).

Housing foreclosures filed in circuit court, while down from the record levels reported in 2009, are still continuing at very high levels. There were 7,177 foreclosure filings in 2009; 6,410 filings in 2010.

The dramatic increase in FoodShare enrollments in Milwaukee County (30% in the past 2 years) was outstripped by 63% increases in the rest of the state. One in 5 Milwaukee County residents has sought out and qualified for FoodShare support.

10,029 families received W-2 income support, up by 3,500 over last December. Employed parents are ineligible for W-2 cash payments.

12,893 Milwaukee County families received Wisconsin Shares child care subsidies in December, down by 1,100 over last December.

Drilldown Data Sources: Wisconsin departments of Children and Families, Health Services, and Workforce Development; Wisconsin Consolidated Court Automation Program (CCAP). (1/21/2011).