

Vital Signs

Benchmarking Metro Milwaukee

2015

Project Cosponsors

Greater Milwaukee Foundation
United Way of Greater Milwaukee & Waukesha County
Greater Milwaukee Committee

Project Staff

Community Research Partners

Lynnette Cook, *Executive Director*
Megan Johanson, *Director of Research and Data Services*
Devin Keithley, *Senior Research Associate*
Haleh Dolati, *Research Associate*
Shaun Fontanella, *Research Assistant*
Grant Holmes, *Research Assistant*

Vital Signs

Benchmarking Metro Milwaukee 2015

JULY 2015

July 2015

Dear Partners,

In 2013 we commissioned Vital Signs, a compilation of quality of life indicators, comparing Greater Milwaukee to 15 metro regions across the country. Vital Signs 2013 was used by many community residents and stakeholders to spark conversation and dialogue, and inform the work of nonprofits, businesses, government leaders, and residents.

Vital Signs 2015 shows movement since 2013 regarding our region's strength, well-being, and vitality. The new report retains many of the same indicators as the 2013 report and compares Milwaukee to the same 15 regions, facilitating analysis and highlighting important trends.

Both reports have provided empirical evidence reinforcing previous studies and years of anecdotal observation that sharp racial and ethnic disparities persist in numerous indicators of regional vitality. We believe that as metro Milwaukee becomes an increasingly diverse region, it is critical to our region's future strength and vitality that we advance the well-being of all residents. It is incumbent upon all of us to use this powerful information to direct the important work of moving our region forward. We can only accomplish this goal together, and we look forward to working with you to make it happen.

Sincerely,



Ellen Gilligan

*President and CEO,
Greater Milwaukee Foundation*



Julia H. Taylor

*President,
Greater Milwaukee Committee*



Mary Lou Young

*President and CEO,
United Way of Greater Milwaukee
& Waukesha County*

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Introduction

About Community Benchmarking

Benchmarking is a process in which standardized, measurable indicators are used to track and assess how a community is doing. Communities can benchmark in several ways against best practices, policies, or leaders in a field; other communities; the state and nation; or community-established goals, targets, or trends.

In December 2011, the Greater Milwaukee Foundation, a family of more than 1,200 individual charitable funds serving the Milwaukee metropolitan area and beyond, approached Community Research Partners (CRP) about producing a benchmarking study. Building upon the legacy of *Vital Signs*, a program developed by the Greater Milwaukee Foundation to measure the basic needs in metropolitan Milwaukee through data, CRP designed and implemented the metro area's first benchmarking report.

Cosponsored by the Greater Milwaukee Foundation, the United Way of Greater Milwaukee & Waukesha County, and the Greater Milwaukee Committee, *Vital Signs: Benchmarking Metro Milwaukee 2015* represents the second edition of the benchmarking project.

Principles Guiding the Project

This benchmarking project is designed to reflect the following principles:

- Benchmark against both similar and best-in-class communities.** Compare Milwaukee with 15 metropolitan areas that represent both “peer communities” (similar demographics/geography) and “best-in-class communities” (having characteristics that other communities emulate).
- Select indicators from a broad framework, with a focus on economic competitiveness.** Identify indicators that describe characteristics of the population, economy, and quality of life that contribute to the economic competitiveness of the region.

Use easily accessible, recent data. Collect data from existing, centralized sources. The process does not include conducting new research or collecting data from individual communities. If possible, the report uses indicator data no more than three years old that can also be regularly updated.

Produce a product that is useful to a wide audience. Prepare a report that (1) is easy for a variety of users to understand, (2) can be used to guide program and policy development, (3) informs the community about how Milwaukee stacks up, and (4) inspires the community to act.

Provide regular updates. After the initial release, produce updates to assess progress and trends.

The Indicator Groups

The indicators in *Vital Signs: Benchmarking Metro Milwaukee 2015* are organized within five sections, each describing a facet of the community that contributes to economic competitiveness:

1. **Population Vitality:** indicators of population growth, diversity, age, and households
2. **Economic Strength:** indicators of industries and innovation, business growth, business size and ownership, productivity, employment, and workforce
3. **Personal Prosperity:** indicators of income, economic equity and hardship, homeownership, and housing affordability
4. **Lifelong Learning:** indicators of educational attainment, language, school attendance, and enrollment
5. **Community Well-being:** indicators of health, safety, civic life, transportation, and environmental quality

The Metro Areas

This report compares the Milwaukee metro area with 15 others across the country. For most of the indicators, these are the Metropolitan Statistical Areas (MSAs) defined by the U.S. Office of Management and Budget (OMB) in February 2013 and used by the Census Bureau and other federal agencies for statistical purposes. They are composed of counties and county equivalents. For a list of all 16 metro areas benchmarked in this report and their corresponding geographic definitions, see the table on the facing page.

The OMB redefines MSA geographies every 10 years based on new data from the Decennial Census. About two-thirds of the indicators in this report use the current definitions, however many data sources continue to use the June 2003 MSA definitions and these are identified on the applicable indicator pages. While the Milwaukee metro area has remained the same, the definitions for eight of the comparison MSAs have changed. The June 2003 definitions for the 16 metro areas benchmarked in this report can be found in Appendix C.

CRP has also collected much of the indicator data for the top 100 MSAs by population. Where possible, these data are used to create an average for comparison purposes. In addition to this report, an online resource includes the data collected for the top 100 MSAs to enable users to perform their own benchmarking comparisons:

http://www.communityresearchpartners.org/wp-content/uploads/2015/06/VitalSigns2015_Top100.xlsx

A map of the top 100 MSAs, highlighting Milwaukee and the 15 benchmarking metros, can be found on page iv.

Organization of the Report

Each section begins with an overview of the data in the section. These introductions include an analysis, in both narrative and graphic format, of how the Milwaukee metro area compares to the other 15 communities.

The report comprises 74 topics, each with a primary indicator and one or more related indicators. Each topic (with two exceptions) is displayed on one page. The indicator pages include data sources and definitions, a table, and a bar graph that together illustrate multiple dimensions of the indicator topic. Where historical data are available, a *Milwaukee Trends* line graph presents the data for Milwaukee on the primary indicator over time.

About the Rankings

The format of the report is intended to highlight the data. Unlike some benchmarking reports, there are neither letter grades nor up and down arrows to compare the metro areas. However, each indicator section contains a bar graph that rank-orders the metro areas, and there are rankings in the data tables as well. Many of the graphs display data as a percentage or rate to enable apples-to-apples comparisons of metro areas with different populations.

In ranking most of the indicators, **1** indicates both “highest” and “best,” and **16** indicates both “lowest” and “worst.” For some indicators (e.g., unemployment rate, poverty rate, crime rate), the lowest number is actually a positive sign and so is ranked 1, whereas the MSA with the highest number is ranked 16. A footnote indicates the rank-order system used on each page. Tied metro areas (identified with **T**) are each assigned the next number in the ranking sequence. The ranking then skips over the number(s) that would have been assigned if there were no tie (e.g., 1, 2, T-3, T-3, 5).

Finally, ranking should be considered within the context of the specific indicator. For data where the spread between the highest and lowest figures is small, ranking may be a less useful tool for analysis.

Benchmarking Metro Areas, February 2013 Definitions

Metro area	U.S. Census Bureau MSA	Component counties and county equivalents
Charlotte*	Charlotte-Concord-Gastonia, NC-SC	Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Union, NC; Anderson, Chester, York, SC
Chicago	Chicago-Naperville-Elgin, IL-IN-WI	Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry, Will, IL; Jasper, Lake, Newton, Porter, IN; Kenosha, WI
Cincinnati	Cincinnati, OH-KY-IN	Brown, Butler, Clermont, Hamilton, Warren, OH; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton, KY; Dearborn, Franklin, Ohio, IN
Cleveland	Cleveland-Elyria, OH	Cuyahoga, Geauga, Lake, Lorain, Medina, OH
Columbus*	Columbus, OH	Delaware, Fairfield, Franklin, Hocking, Licking, Madison, Morrow, Perry, Pickaway, Union, OH
Denver	Denver-Aurora-Lakewood, CO	Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, Park, CO
Detroit	Detroit-Warren-Dearborn, MI	Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne, MI
Indianapolis*	Indianapolis-Carmel-Anderson, IN	Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, Putnam, Shelby, IN
Jacksonville	Jacksonville, FL	Baker, Clay, Duval, Nassau, St. Johns, FL
Kansas City*	Kansas City, MO-KS	Bates, Caldwell, Cass, Clay, Clinton, Jackson, Lafayette, Platte, Ray, MO; Johnson, Leavenworth, Linn, Miami, Wyandotte, KS
Louisville*	Louisville/Jefferson County, KY-IN	Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, Trimble, KY; Clark, Floyd, Harrison, Scott, Washington, IN
Milwaukee	Milwaukee-Waukesha-West Allis, WI	Milwaukee, Ozaukee, Washington, Waukesha, WI
Minneapolis*	Minneapolis-St. Paul-Bloomington, MN-WI	Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Le Sueur, Mille Lacs, Ramsey, Scott, Sherburne, Sibley, Washington, Wright, MN; Pierce, St. Croix, WI
Nashville*	Nashville-Davidson–Murfreesboro–Franklin, TN	Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Maury, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson, TN
Pittsburgh	Pittsburgh, PA	Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, Westmoreland, PA
Saint Louis*	St. Louis, MO-IL	Franklin, Jefferson, Lincoln, St. Charles, St. Louis, St. Louis (city), Warren, MO; Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe, St. Clair, IL

Note: Most of the indicators in this report use the February 2013 metro area definitions. The definitions for eight of the comparison MSAs, indicated with an asterisk (*), changed from 2003 to 2013. For the June 2003 definitions, see Appendix C.

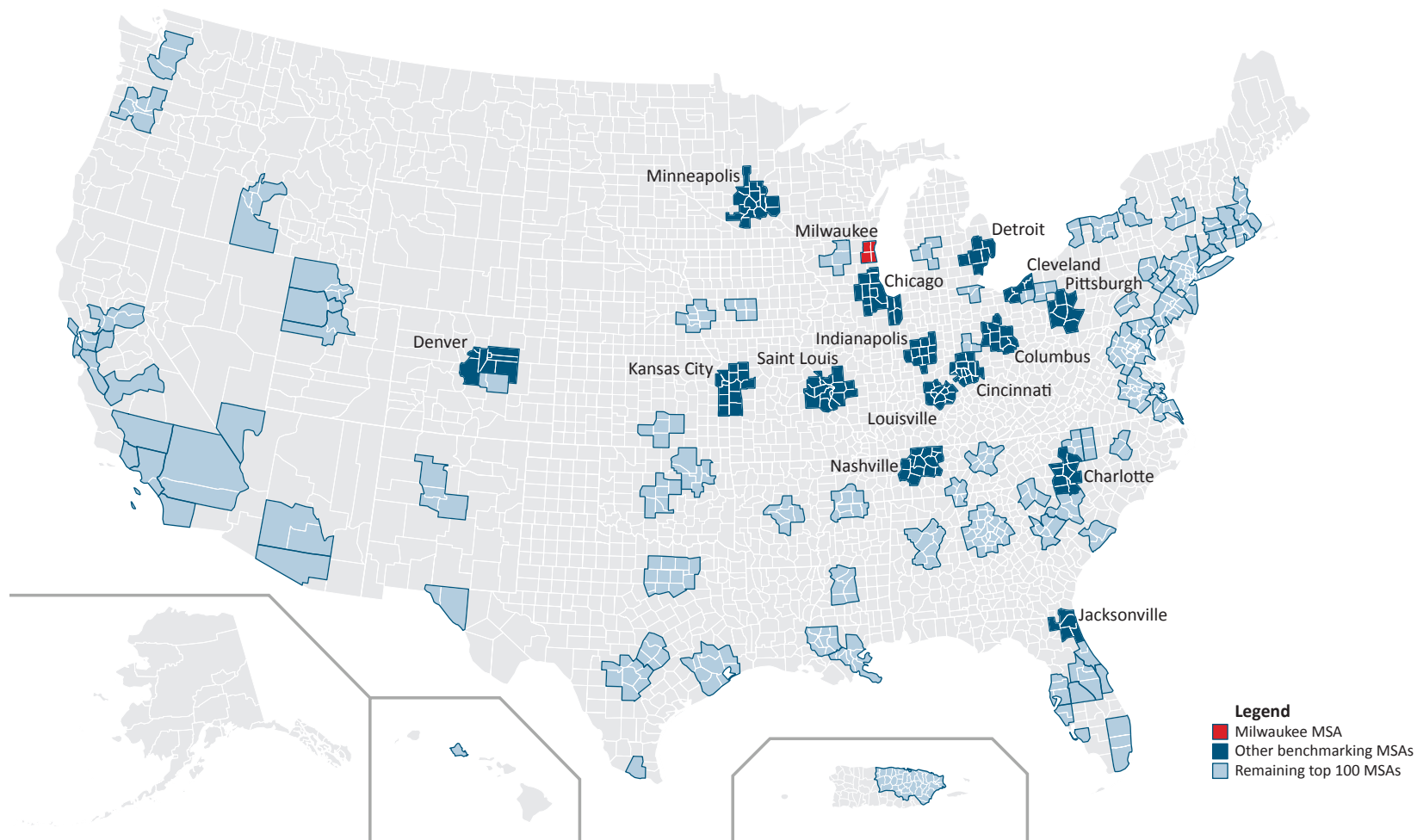
Caveats About Accuracy

Some of the data sources used in this report are based on surveys—such as the American Community Survey—that provide estimates along with a margin of error. It is important to note that the margin of error may affect the accuracy of the rankings and trends over time. However, given the nature of this report, the margin of error can be confusing and distracts from the big picture. Furthermore, the design of this report makes it difficult to display

the margin of error in a comprehensible way. For these reasons estimates are presented without the margin of error.

CRP has been careful in collecting, analyzing, and presenting data from a variety of sources to prepare this report. Data sources are judged to be reliable, but it was not possible to authenticate all data. If careful readers of the report discover data or typographical errors, feedback is welcome and any corrections will be incorporated into future versions of the report.

Top 100 MSAs by Population, 2013*



Note: This map reflects the February 2013 metro area definitions

*CRP has provided indicators data in an online resource for all of the top 100 MSAs by population (including Milwaukee and the 15 other benchmarking MSAs) to enable users to perform their own benchmarking comparisons:

http://www.communityresearchpartners.org/wp-content/uploads/2015/06/VitalSigns2015_Top100.xlsx

Section 1: Population Vitality

This section includes indicators of population growth, diversity, age, and households that describe the vitality of the metro area populations.

The following are the Population Vitality indicator categories:

- 1.01 Population Growth**
- 1.02 Birth Rate**
- 1.03 Foreign-born Population**
- 1.04 Race and Ethnicity**
- 1.05 Residential Segregation**
- 1.06 Child Population**
- 1.07 Senior Population**
- 1.08 Median Age**
- 1.09 Households**
- 1.10 Same-sex Couples**

Population Vitality Overview

This section includes demographic indicators measuring population growth, migration, diversity, age, and household size and composition. These help describe the vitality of the metro area populations. Faster growing, more diverse, and younger metro areas tend to be more economically competitive.

The table on the right shows where the rankings in this section fall. For the most part, the rankings have not changed much from the last benchmarking report. Milwaukee still tends to rank in the middle or toward the bottom tier when it comes to population vitality. However, there are signs the population will be getting younger and more diverse in the near future. This demographic transition will pose new challenges if the racial divide continues to widen.

Age and Diversity

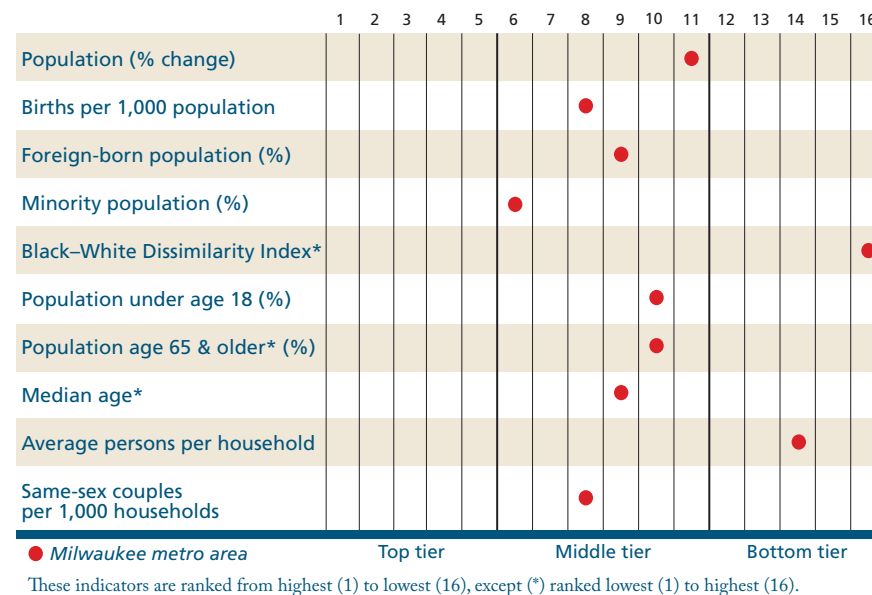
Milwaukee currently has a moderate level of diversity. The metro area still ranks near the top tier in the percentage of the population of a racial or ethnic minority (Indicator 1.04). At the same time, the population is aging slightly. Although ranks have not changed much, the percentage of the population age 65 and older (1.07) has grown and the percentage under 18 has dropped from the last report (1.06). All of these demographic changes reflect national trends. However, there is a large age disparity in Milwaukee between Whites and non-Whites—the non-Hispanic White population is one of the oldest among the 16 metros, whereas the African American and Asian populations are among the youngest (1.08). This suggests that as older Whites reach the end of life, the younger non-White population, who tend to have higher birth rates, will grow and reverse the aging trend.

Racial Disparities

As the population becomes more racially and ethnically diverse, the divide—both literal and figurative—between the White and non-White populations in metro Milwaukee may continue to grow as well. Although the data have not been updated since the last report, it is worth restating that Milwaukee has the worst residential segregation between Whites and African Americans (1.05). Also, as mentioned above, there is a disparity in age between races.

Population Vitality: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Population Vitality section.



These racial disparities can be seen throughout the report. African American and Hispanic households have among the lowest median incomes in the cohort, whereas non-Hispanic White households in the metro area earn more than twice as much (3.01). Likewise, the percentages of African Americans, Asians, and Hispanics in poverty are all among the highest; African Americans in Milwaukee have the highest poverty rate among the 16 metro areas, but the poverty rate among non-Hispanic Whites is one of the lowest (3.05). Perhaps most devastating, African American mothers in metropolitan Milwaukee experience one of the highest infant mortality rates in the cohort, whereas White mothers in the community experience one of the lowest rates (5.05).

Indicator 1.01: Population Growth

This indicator includes U.S. Census Bureau data on the total metro area populations in 2010 and 2013 and the increase or decrease in population from 2010 to 2013. This indicator has been modified from the 2013 report (see Appendix A).

Milwaukee Trends: Percentage of population change

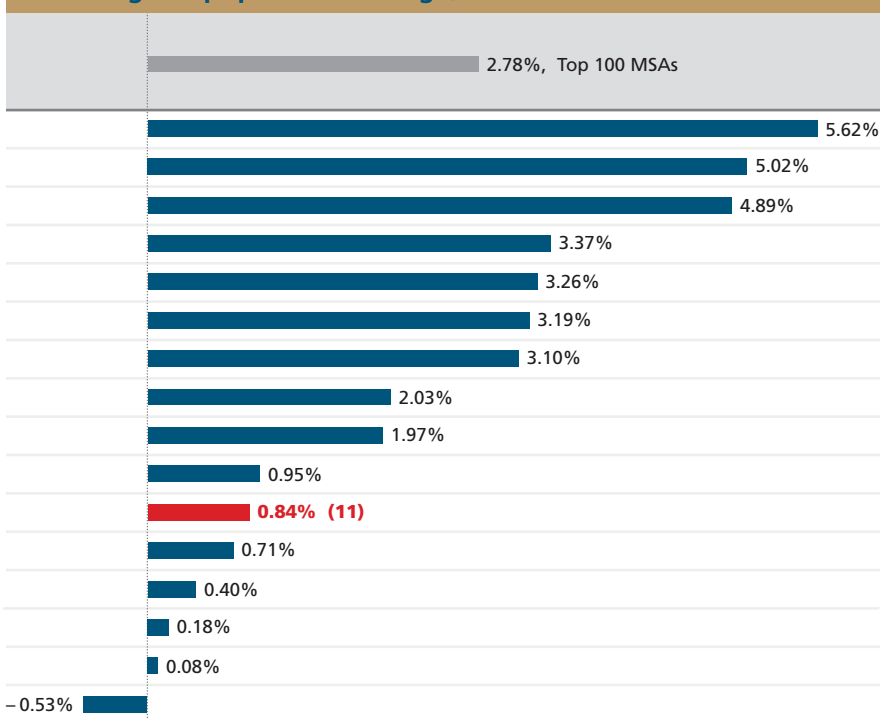


Total population, 2010 and 2013

Metro area	Total population 2010	Total population 2013
Denver	2,553,829	2,697,476
Charlotte	2,223,635	2,335,358
Nashville	1,675,945	1,757,912
Jacksonville	1,349,095	1,394,624
Indianapolis	1,892,323	1,953,961
Columbus	1,906,243	1,967,066
Minneapolis	3,355,167	3,459,146
Kansas City	2,013,691	2,054,473
Louisville	(16) 1,237,851	(16) 1,262,261
Cincinnati	2,117,344	2,137,406
Milwaukee	(14) 1,556,549	(14) 1,569,659
Chicago	(1) 9,470,335	(1) 9,537,289
Saint Louis	2,789,893	2,801,056
Pittsburgh	2,356,658	2,360,867
Detroit	4,291,400	4,294,983
Cleveland	2,075,690	2,064,725

Source: U.S. Census Bureau, Population Estimates

Percentage of population change, 2010-2013

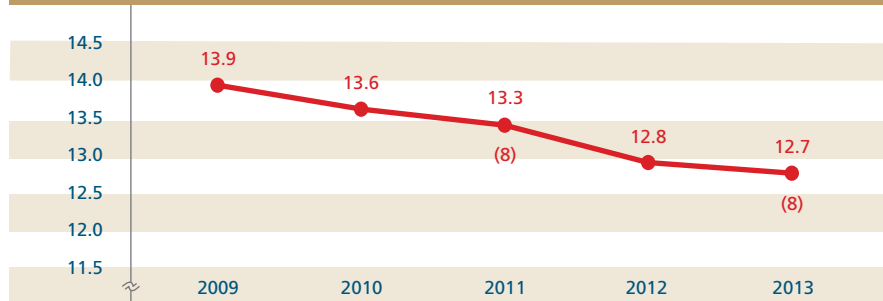


(#) Ranked from highest (1) to lowest (16)

Indicator 1.02: Birth Rate

This indicator includes data on birth rates from the U.S. Census Bureau. The birth rate is the total number of live births occurring to residents of an area expressed as a percentage of an area's population. The rate is estimated using reports from the Census Bureau's Federal-State Cooperative Program for Population Estimates and the National Center for Health Statistics.

Milwaukee Trends: Births per 1,000 population



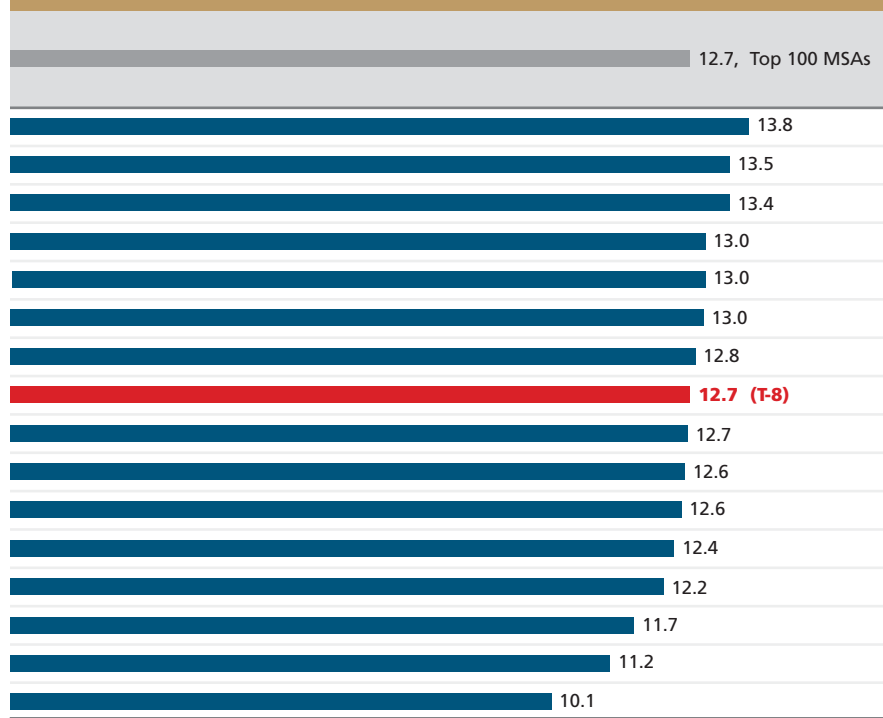
(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Total births, 2013

Metro area	Total births
Indianapolis	27,021
Columbus	26,464
Kansas City	27,632
Minneapolis	44,980
Nashville	22,821
Denver	34,971
Cincinnati	27,366
Milwaukee	(14) 19,963
Chicago	(1) 120,920
Charlotte	29,505
Jacksonville	17,510
Louisville	(16) 15,698
Saint Louis	34,204
Detroit	50,105
Cleveland	23,204
Pittsburgh	23,938

Source: U.S. Census Bureau, Population Estimates

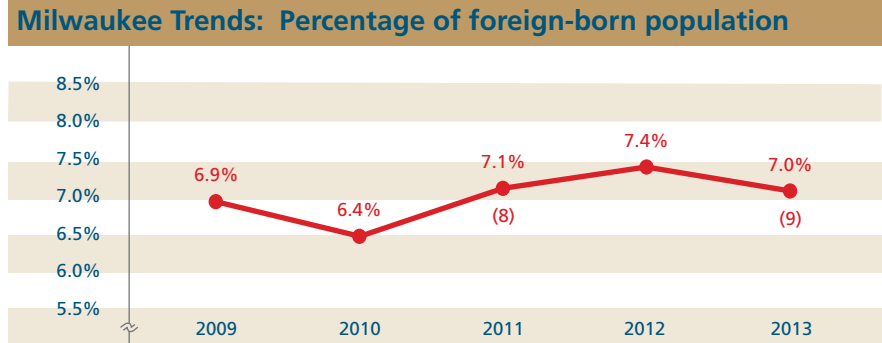
Births per 1,000 population, 2013



(#) Ranked from highest (1) to lowest (16)

Indicator 1.03: Foreign-born Population

This indicator includes data from the American Community Survey on the number and percentage of the total population who were not U.S. citizens at birth. The percentage of foreign-born persons who arrived in the United States in 2000 or later provides a picture of new immigrants in a metro area.

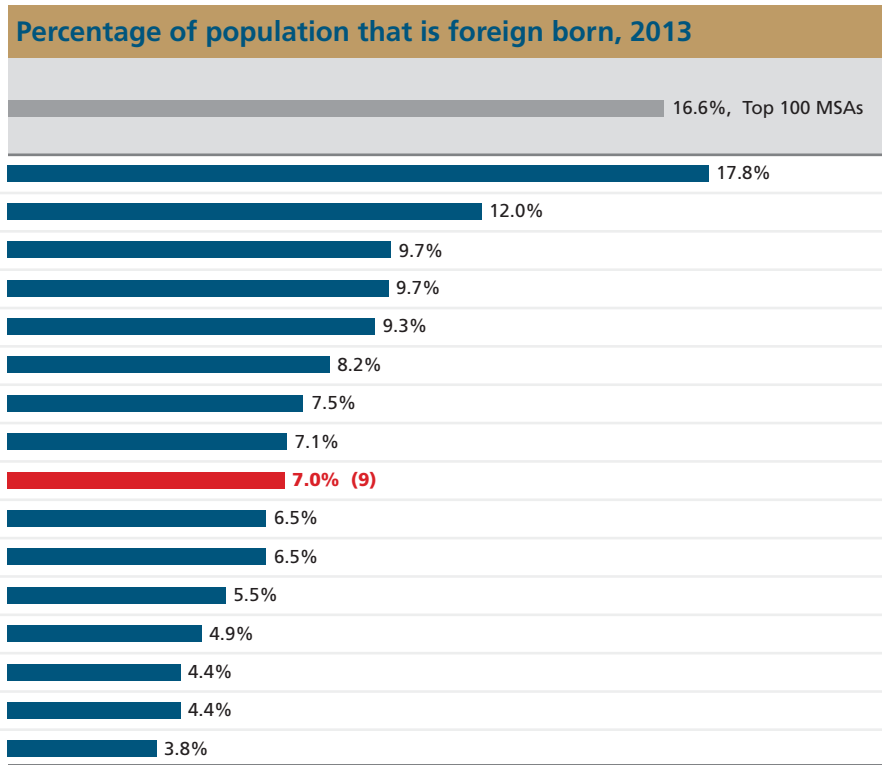


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Foreign-born population, 2013		
Metro area	Total foreign-born population	Percentage entered United States, 2000 or after
Chicago	(1) 1,694,826	35.4%
Denver	324,111	42.9%
Minneapolis	336,263	49.8%
Charlotte	225,673	49.4%
Detroit	400,284	42.1%
Jacksonville	113,671	41.9%
Nashville	131,415	55.5%
Columbus	139,562	54.8%
Milwaukee	(13) 110,618	(11) 44.1%
Kansas City	134,385	50.3%
Indianapolis	127,767	59.6%
Cleveland	114,501	(16) 33.8%
Louisville	(16) 62,494	(1) 63.2%
Cincinnati	93,691	55.5%
Saint Louis	122,762	44.3%
Pittsburgh	88,999	48.6%

Source: U.S. Census Bureau, American Community Survey

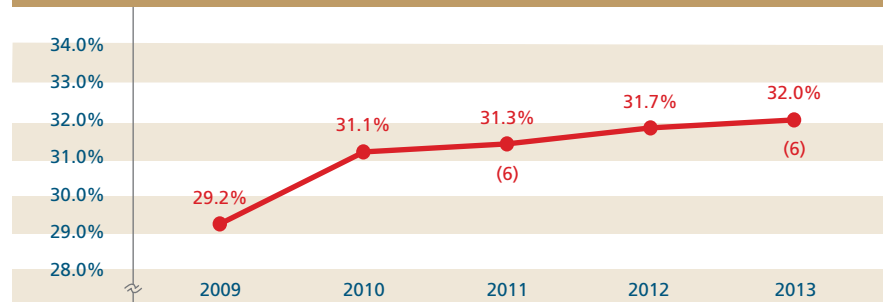
(#) Ranked from highest (1) to lowest (16)



Indicator 1.04: Race and Ethnicity

This indicator includes data from the American Community Survey on the racial and ethnic diversity of the metro areas. These data reflect self-identification by people according to the race and ethnicity with which they most closely identify. The percentages in the data table do not total 100% because there are additional Census race classifications not shown on the table.

Milwaukee Trends: Percentage of pop. of racial, ethnic minority



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Population by race and ethnicity, 2013

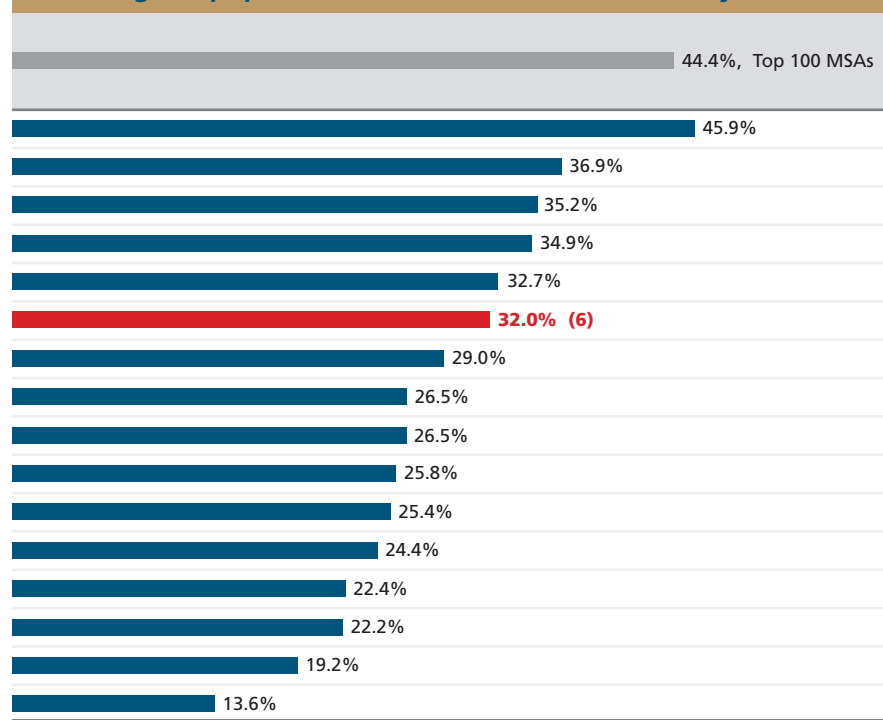
Metro area	White, non-Hispanic	Black or African American, non-Hispanic	Asian, non-Hispanic	Hispanic or Latino (of any race)
Chicago	(16) 54.3%	16.6%	(T-1) 6.0%	21.4%
Charlotte	63.3%	22.0%	3.0%	9.6%
Jacksonville	64.9%	21.2%	3.6%	7.7%
Denver	65.4%	(16) 5.2%	3.7%	(1) 22.7%
Detroit	67.5%	(1) 22.3%	3.8%	4.1%
Milwaukee	(11) 68.1%	(7) 16.3%	(T-6) 3.2%	(3) 10.1%
Cleveland	71.1%	19.6%	2.1%	5.1%
Kansas City	73.7%	12.4%	2.5%	8.6%
Nashville	73.7%	15.3%	2.4%	6.7%
Indianapolis	74.5%	14.6%	2.5%	6.3%
Saint Louis	74.7%	18.1%	2.3%	2.8%
Columbus	75.7%	14.4%	3.2%	3.7%
Minneapolis	77.8%	7.4%	(T-1) 6.0%	5.6%
Louisville	77.8%	13.9%	(16) 1.6%	4.3%
Cincinnati	80.9%	11.9%	2.1%	2.8%
Pittsburgh	(1) 86.5%	8.1%	2.0%	(16) 1.5%

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

*All racial groups except non-Hispanic White are included.

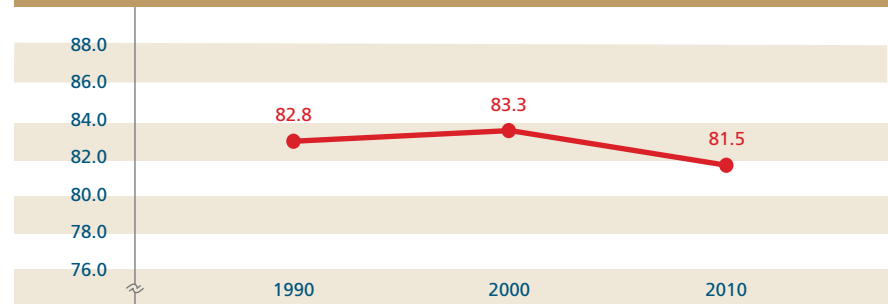
Percentage of population of a racial or ethnic minority, 2013*



Indicator 1.05: Residential Segregation

This indicator includes data from the Population Studies Center at the University of Michigan. A dissimilarity index can be used to measure racial and ethnic residential segregation in a community. It calculates the evenness with which two groups are distributed across a defined area. An index of 0 means complete integration, and an index of 100 means complete segregation. The dissimilarity index was based on an analysis of 2010 Decennial Census tract data. These data are for metro areas based on June 2003 definitions. New data were not available to update the indicator for the 2015 report.

Milwaukee Trends: Black-White Dissimilarity Index



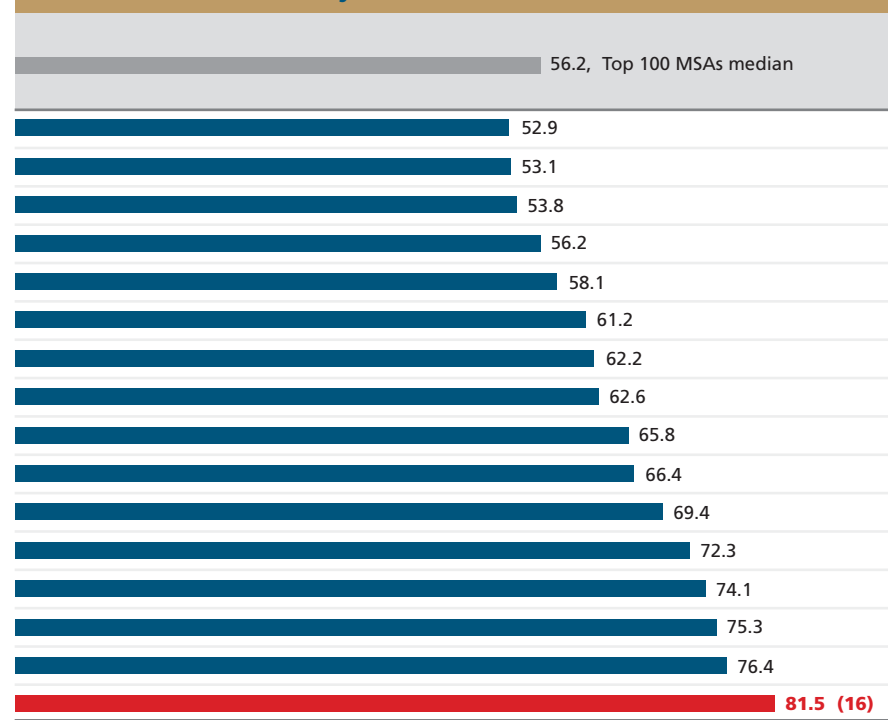
Asian-White and Hispanic-White Dissimilarity Indices, 2010

Metro area	Asian-White dissimilarity index	Hispanic-White dissimilarity index
Minneapolis	42.8	42.5
Jacksonville	37.5	(1) 27.6
Charlotte	43.6	47.6
Nashville	41.0	47.9
Louisville	42.2	38.7
Kansas City	38.4	44.4
Columbus	43.3	41.5
Denver	(1) 33.4	48.8
Pittsburgh	(16) 52.4	28.6
Indianapolis	41.6	47.3
Cincinnati	46.0	36.9
Saint Louis	44.3	30.7
Cleveland	41.3	52.3
Detroit	50.6	43.3
Chicago	44.9	56.3
Milwaukee	(4) 40.7	(16) 57.0

Source: University of Michigan, Population Studies Center

(#) Ranked from lowest (1) to highest (16)

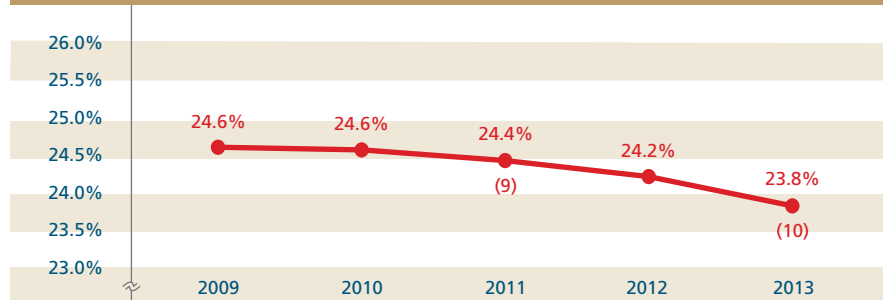
Black-White Dissimilarity Index, 2010



Indicator 1.06: Child Population

This indicator includes data from the American Community Survey on the number and percentage of individuals under age 18. A larger share of children in a population is an indicator of a family-friendly community and a vibrant, growing workforce.

Milwaukee Trends: Percentage of population under age 18

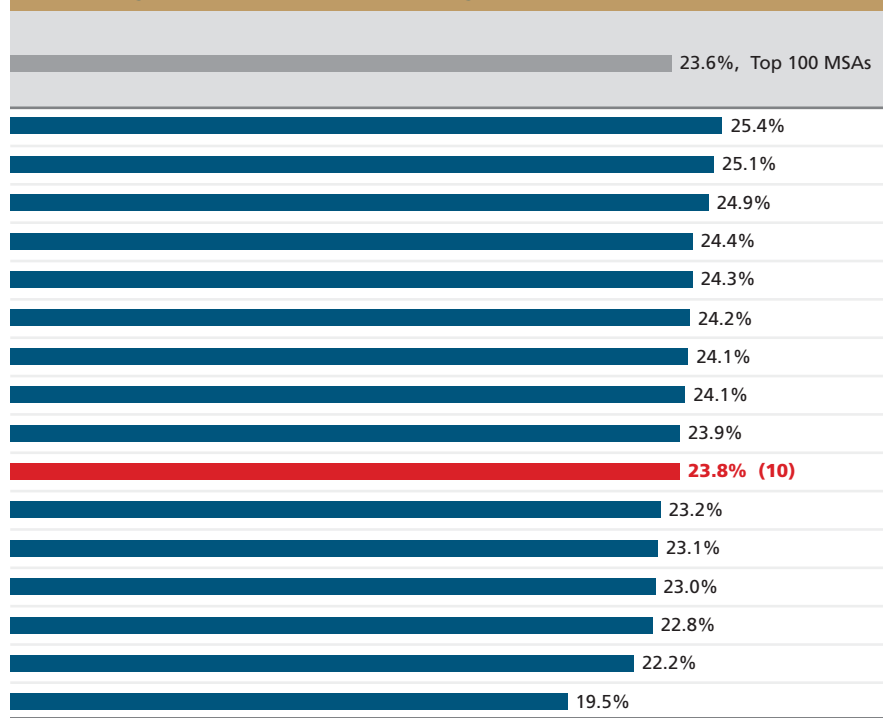


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Population under age 18, 2013

Metro area	Total population under age 18
Indianapolis	496,260
Kansas City	514,098
Charlotte	580,589
Cincinnati	519,692
Minneapolis	840,956
Columbus	476,407
Denver	649,551
Chicago	(1) 2,294,736
Nashville	419,370
Milwaukee	(14) 373,796
Detroit	996,014
Louisville	(16) 291,455
Saint Louis	643,436
Jacksonville	318,542
Cleveland	458,268
Pittsburgh	459,307

Percentage of population under age 18, 2013

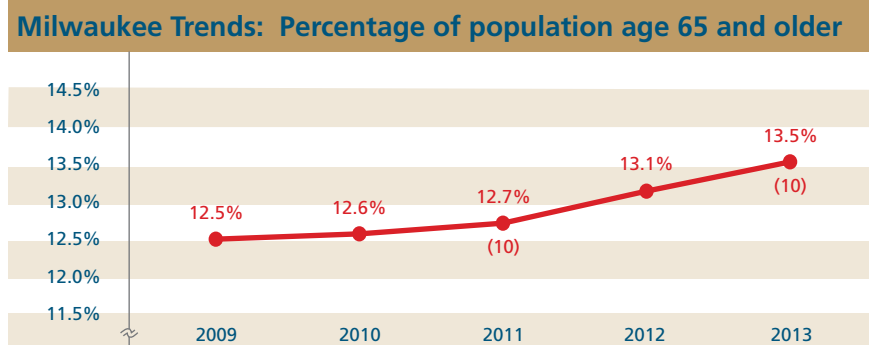


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 1.07: Senior Population

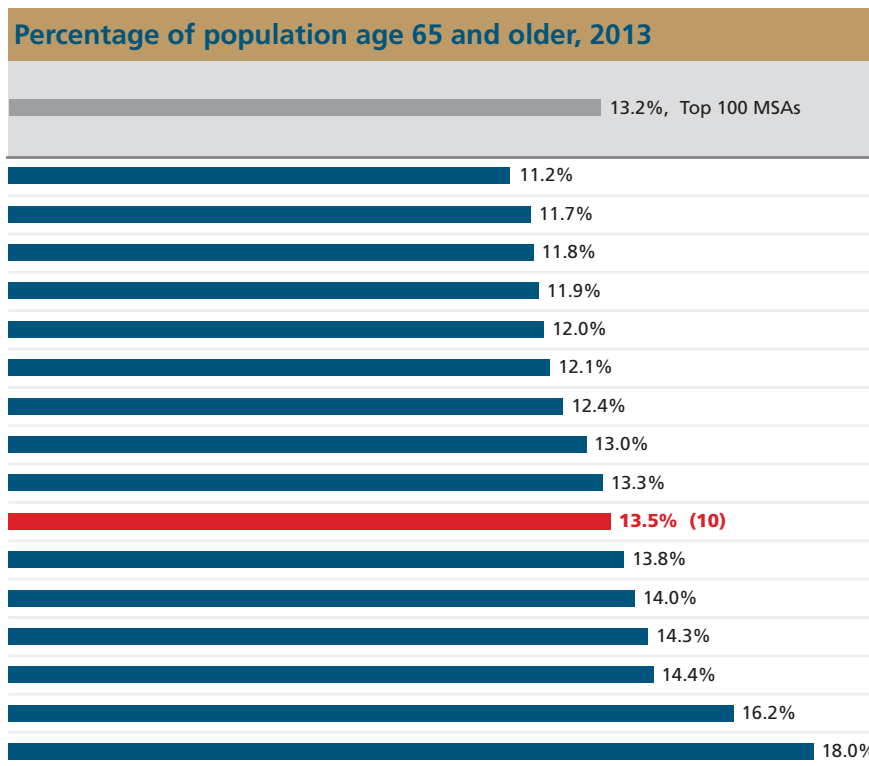
This indicator includes data from the American Community Survey on the number and percentage of individuals age 65 and older. As baby boomers age, the senior population across the country grows, posing new challenges. A larger share of seniors in a population is an indicator of a community with greater health care needs and more people exiting the workforce and becoming economically dependent on the working-age population.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Population age 65 and older, 2013	
Metro area	Total population age 65 and older
Denver	303,346
Columbus	229,647
Nashville	206,771
Minneapolis	411,028
Charlotte	280,572
Indianapolis	236,165
Chicago	(16) 1,184,616
Kansas City	266,047
Cincinnati	284,077
Milwaukee	(4) 211,820
Jacksonville	192,450
Louisville	(1) 177,340
Detroit	616,038
Saint Louis	404,480
Cleveland	334,796
Pittsburgh	425,433

Source: U.S. Census Bureau, American Community Survey

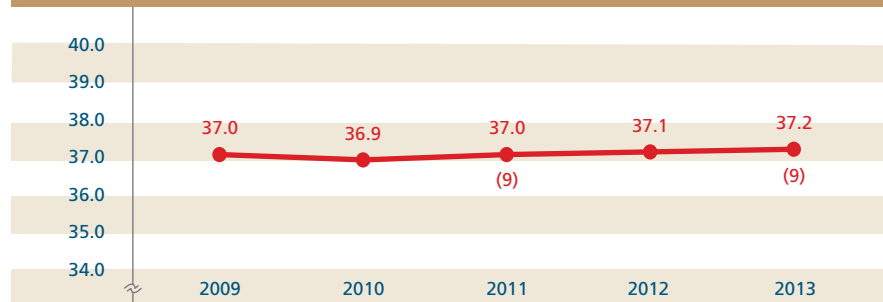


(#) Ranked from lowest (1) to highest (16)

Indicator 1.08: Median Age

This indicator includes data from the American Community Survey on the median age of the metro area populations. The median age, which is expressed in years, is the age that divides the population into two groups of equal size. Half the population is older than the median age, and half is younger. This indicator includes median age data for the total population as well as the median age for selected racial and ethnic subgroups.

Milwaukee Trends: Median age of total population (years)



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

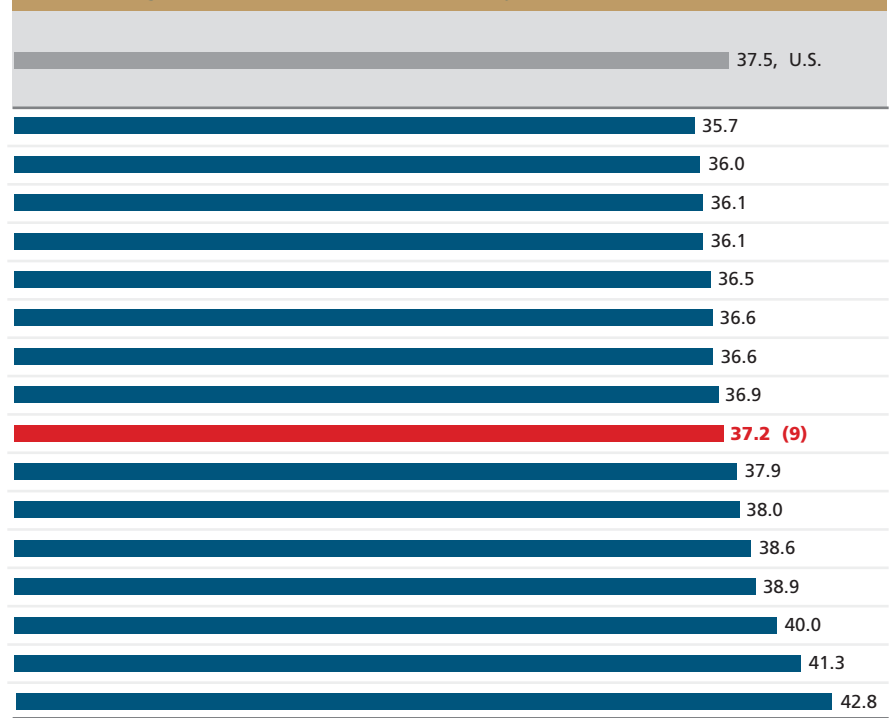
Median age (years) by race and ethnicity, 2013

Metro area		White, non-Hispanic	Black or African American	Asian	Hispanic or Latino (of any race)
Columbus	(1)	38.5	31.5	32.5	24.6
Indianapolis		39.2	31.4	32.9	(1) 24.4
Denver		40.6	33.7	35.2	27.2
Nashville		39.5	31.6	33.1	24.8
Chicago		42.4	34.5	36.5	27.7
Kansas City		40.2	33.1	32.8	25.5
Minneapolis		40.9	(1) 27.2	(1) 28.7	24.6
Charlotte		41.4	32.8	32.1	25.8
Milwaukee	(14)	43.5	(2) 29.0	(2) 29.7	(6) 25.1
Cincinnati		40.3	32.3	32.1	24.6
Jacksonville		42.5	31.3	38.9	30.0
Saint Louis		41.8	33.2	33.7	25.8
Louisville		41.5	32.2	31.5	27.3
Detroit		43.3	(16) 35.2	(16) 34.6	(16) 26.3
Cleveland		44.6	35.1	35.1	26.5
Pittsburgh	(16)	45.0	33.5	31.0	25.8

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Median age of the total population (years), 2013



Indicator 1.09: Households

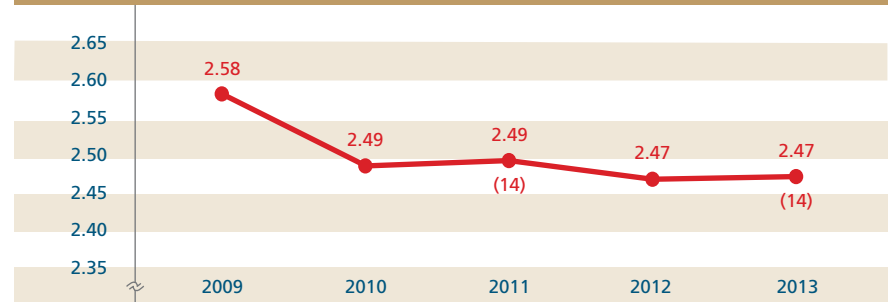
This indicator includes data from the American Community Survey on the number and type of households in the metro areas. A household is defined as an occupied housing unit, and households are categorized into types based on the characteristics of the primary householder and his or her relationship with others in the household. Examples of household types include married couples, persons living alone, and single mothers with children and no husband present. Average household size is calculated by dividing the total number of people living in households in an area by the total number of households.

Number and percentage of households by type, 2013				
Metro area	Total households	Married couple households	Persons living alone*	Women with children (no husband present)*
Chicago	(1) 3,450,331	47.7%	28.6%	8.4%
Charlotte	859,709	48.4%	(1) 26.8%	9.4%
Jacksonville	516,144	46.7%	28.8%	8.6%
Nashville	662,187	48.2%	28.7%	8.1%
Indianapolis	739,503	47.2%	28.7%	(16) 9.5%
Denver	1,035,096	47.6%	29.4%	7.3%
Detroit	1,658,085	45.2%	29.8%	9.1%
Columbus	750,394	46.3%	28.6%	8.6%
Minneapolis	1,332,110	(1) 50.1%	27.8%	7.1%
Cincinnati	822,005	48.0%	27.8%	9.1%
Kansas City	798,618	47.9%	28.6%	8.8%
Louisville	(16) 494,276	46.3%	29.1%	8.8%
Saint Louis	1,105,652	47.3%	29.0%	8.9%
Milwaukee	(14) 622,962	(15) 44.7%	(14) 30.5%	(7-11) 9.1%
Cleveland	844,428	(16) 42.4%	(16) 33.0%	9.2%
Pittsburgh	988,106	46.1%	32.9%	(1) 6.4%

Source: U.S. Census Bureau, American Community Survey

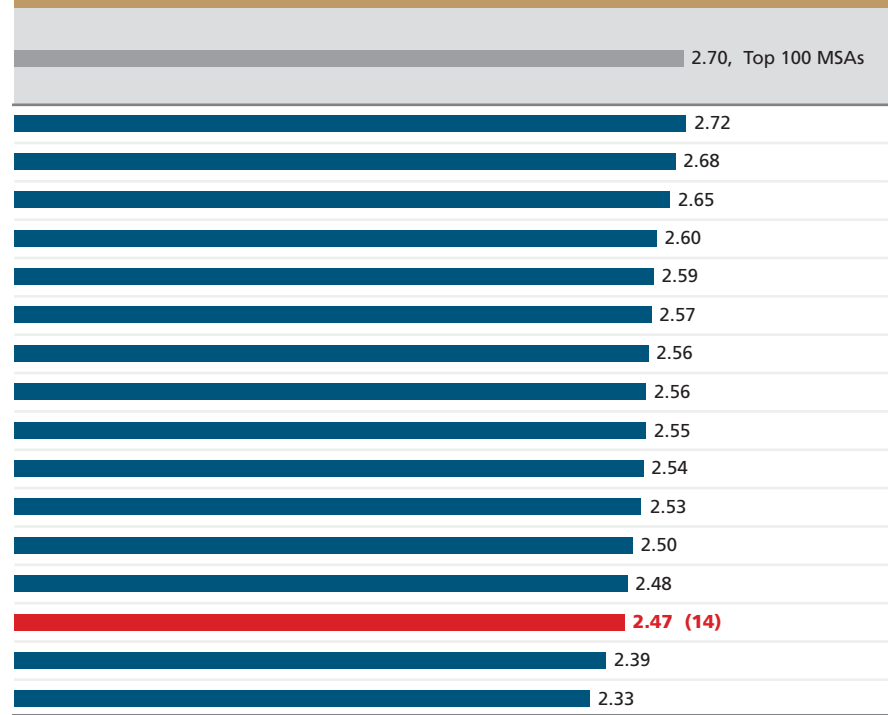
(#) Ranked from highest (1) to lowest (16)
except (*) ranked from lowest to highest

Milwaukee Trends: Average persons per household



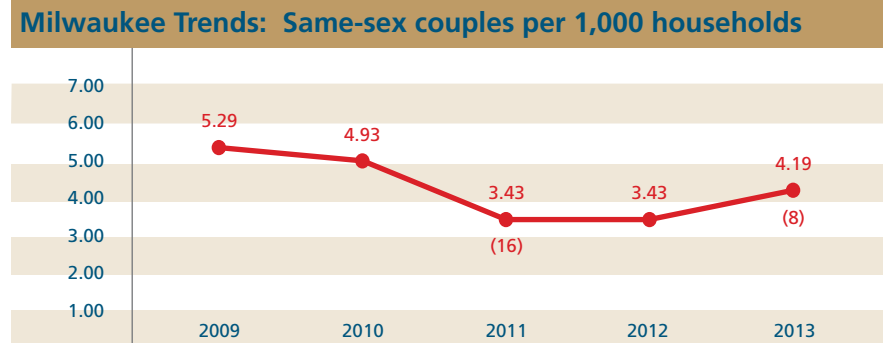
(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Average persons per household, 2013



Indicator 1.10: Same-sex Couples

This indicator includes data from the American Community Survey on same-sex partner households. The number includes both married and unmarried same-sex couples.

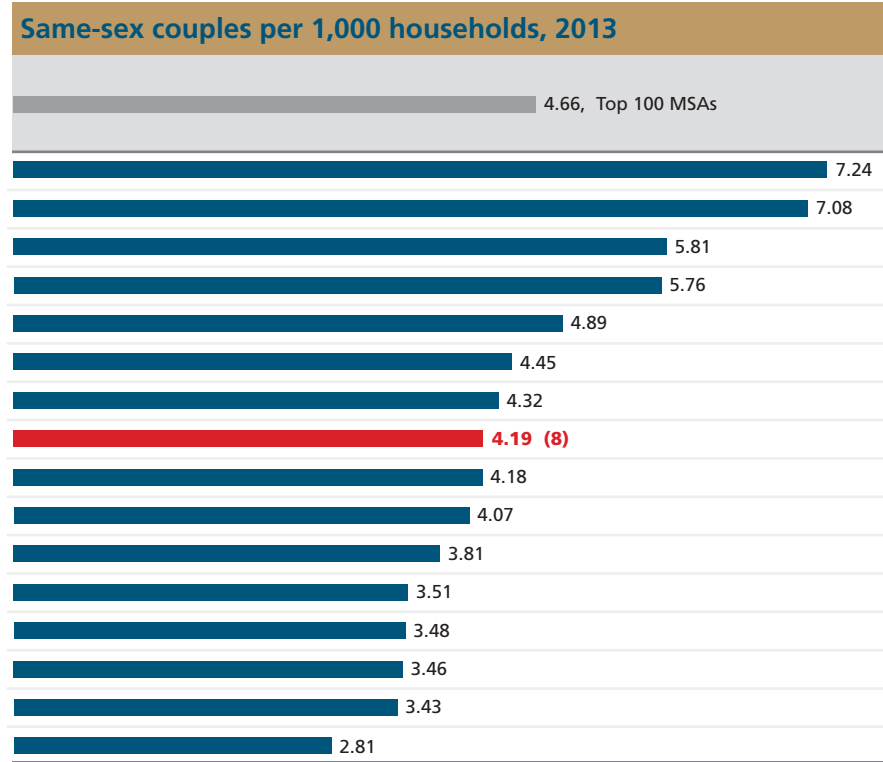


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Same-sex couples by sex, 2013		
Metro area	Male couples	Female couples
Denver	4,542	2,950
Columbus	2,857	2,454
Indianapolis	1,564	2,731
Minneapolis	3,735	3,936
Jacksonville	(16) 988	1,535
Kansas City	1,892	1,658
Louisville	1,063	1,073
Milwaukee	(11) 1,529	(14) 1,079
Saint Louis	1,870	2,749
Pittsburgh	2,399	1,620
Nashville	1,540	(16) 980
Cincinnati	1,428	1,460
Detroit	2,403	3,363
Cleveland	1,365	1,559
Chicago	(1) 7,381	(1) 4,445
Charlotte	1,178	1,242

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)



Section 2: Economic Strength

This section includes indicators of industries and innovation, business growth, business size and ownership, productivity, employment, and workforce that describe the strength of the metro area economies.

The following are the Economic Strength indicator categories:

- | | |
|---|--|
| 2.01 Industry Sector Employment | 2.12 Women's Business Ownership |
| 2.02 Employment Change by Industry | 2.13 Gross Metropolitan Product |
| 2.03 High-tech Industries | 2.14 Exports |
| 2.04 Patents | 2.15 Income and Wages |
| 2.05 Entrepreneurship | 2.16 Occupations |
| 2.06 Fortune 1000 Companies | 2.17 Workforce |
| 2.07 Venture Capital | 2.18 Creative Jobs |
| 2.08 Business Firms | 2.19 Green Jobs |
| 2.09 Small Business Firms | 2.20 Unemployment |
| 2.10 Small Business Startups | 2.21 Brain Gain |
| 2.11 Minority Business Ownership | |

Economic Strength Overview

This section includes economic indicators measuring industrial specialization and growth, business development, diversity in business ownership, innovation, productivity, income and wages, workforce vitality and creativity, the clean economy, and brain gain. These help describe the strength of the metro area economies. A growing, diverse, and innovative economy—and workforce—can drive the economic competitiveness of a region.

The table on the next page shows where the rankings in this section fall. They provide a troubling economic picture for Milwaukee, which has twice as many indicators in the bottom tier as in the top tier. Milwaukee continues to transition from declining industries to more resilient ones, but the metro area is falling behind in other areas.

Business Development

The metro area still has a solid manufacturing sector—second only to the education and health services sector in employment—remaining in first place for manufacturing as a percentage of total employment (Indicator 2.01). Manufacturing in Milwaukee has endured because it has evolved and specialized over time to keep up with demand. At the same time though, the metro area has become one of the slowest in terms of business development.

Milwaukee ranks in the bottom tier for venture capital (2.07) and in last place for the percentage of business owners in the workforce (2.05). This lack of investment and entrepreneurship can begin to explain the inability to create new businesses. The region ranks in the bottom tier for growth in the number of employer firms (2.08), very small businesses as a percentage of all employer firms (2.09), and very small business startups (2.10).

Jobs

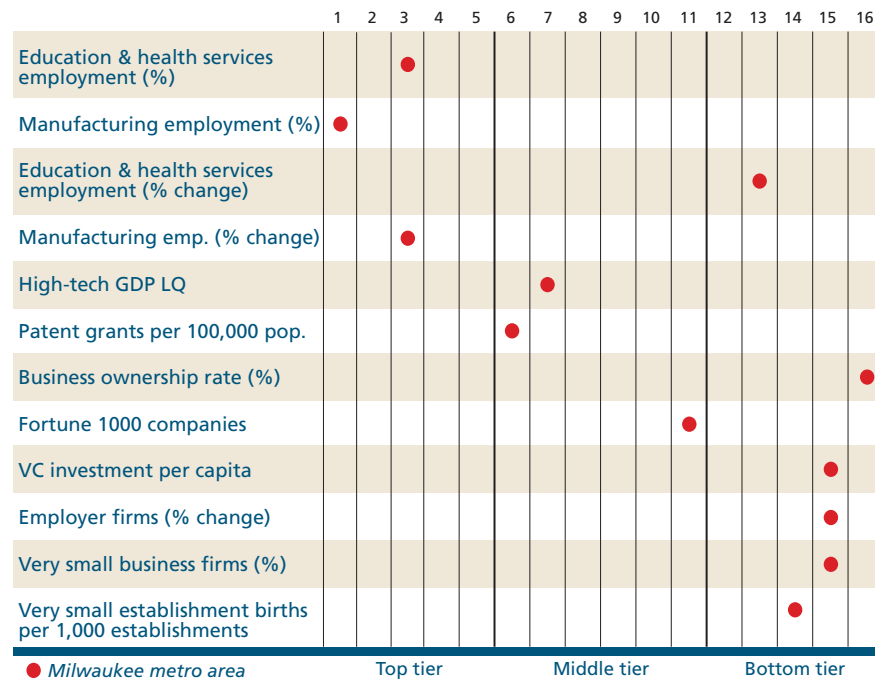
For better or worse, a robust manufacturing sector often means an abundance of low-paying blue-collar jobs. When all benchmarking metro areas are adjusted to Milwaukee's cost of living, Milwaukee ranks in the bottom tier for per capita income (2.15).

The unemployment rate currently falls in the middle tier. However, it is worth noting that in the last report, Milwaukee ranked in the top tier for this indicator, with one of the lowest rates among the 16 metro areas (2.20). Although the unemployment rate is lower now than it was two years ago, the substantial drop in rank indicates that the unemployment rate is falling faster in other cities and that the economic recovery from the Great Recession has slowed down in Milwaukee.

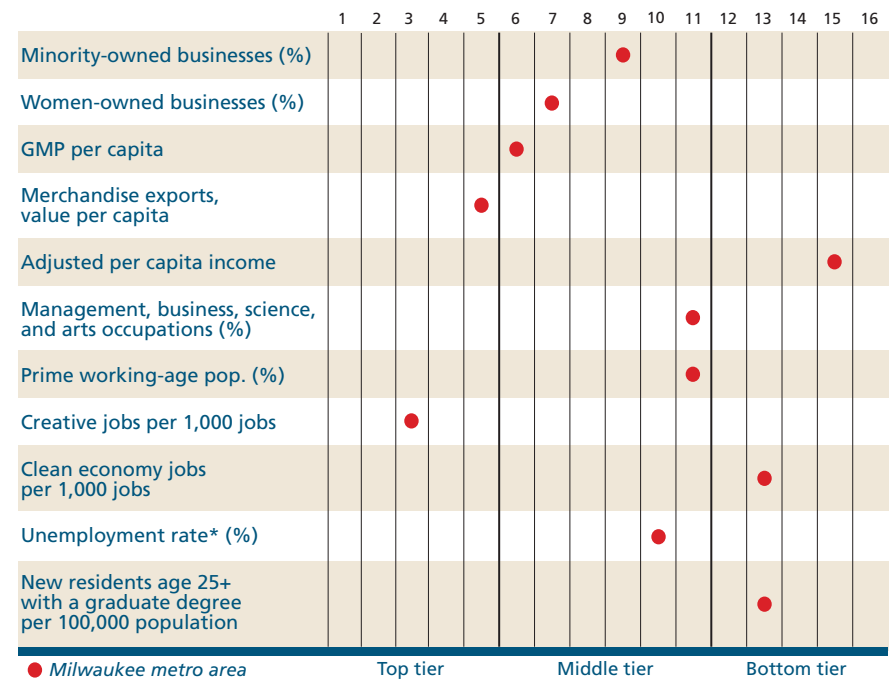
Milwaukee has moved into the top tier for creative jobs as a proportion of all jobs (2.18). At the same time, the metro ranks near the bottom tier for management and professional occupations as a percentage of total employment (2.16), with only a slight improvement from the last report. The lack of these jobs helps explain why Milwaukee is relatively poor at attracting graduate degree-level talent. The metro area ranks in the bottom tier for the number of new residents age 25 and older with a graduate degree per 100,000 persons in the population (2.21).

Economic Strength: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Economic Strength section.



These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

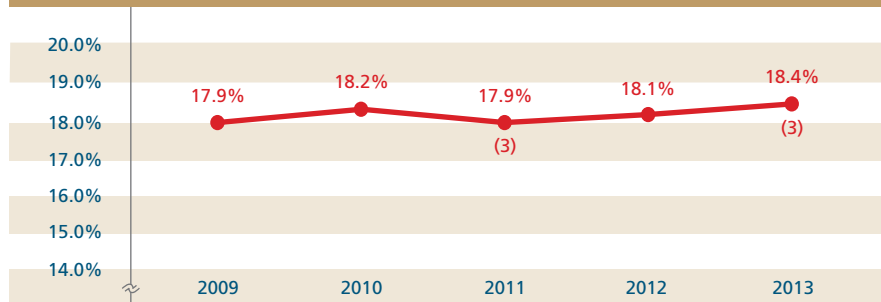


These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

Indicator 2.01: Industry Sector Employment (1 of 2)

This indicator includes data from the Bureau of Labor Statistics (BLS) on the distribution of employment by industry. The BLS uses the North American Industry Classification System, which groups similar establishments into industry groups or sectors. Descriptions of the selected industry sectors used in this indicator are in Appendix B. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Percentage education and health services



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

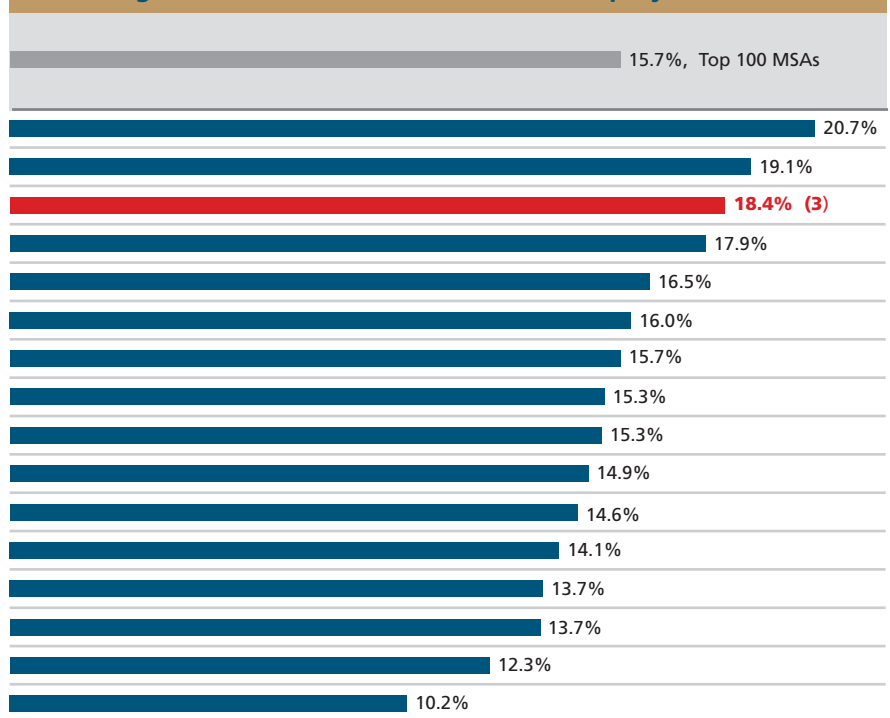
Percentage of total employment by industry sector, 2013

Metro area	Professional and business services	Financial activities	Information	Government
Pittsburgh	15.1%	6.2%	1.6%	10.3%
Cleveland	14.2%	6.1%	1.5%	12.9%
Milwaukee	(14) 14.3%	(8) 6.6%	(1-8) 1.8%	(14) 10.7%
Saint Louis	15.0%	6.5%	2.3%	12.3%
Minneapolis	15.3%	7.9%	2.2%	13.1%
Detroit	(1) 19.2%	(16) 5.5%	1.5%	(16) 10.1%
Nashville	15.0%	6.3%	2.5%	12.8%
Cincinnati	16.0%	6.4%	(16) 1.4%	12.4%
Chicago	17.3%	6.5%	1.8%	12.4%
Jacksonville	15.5%	(1) 10.0%	1.5%	12.1%
Indianapolis	15.2%	6.3%	1.7%	12.9%
Columbus	16.7%	7.7%	1.9%	(1) 16.7%
Kansas City	16.0%	7.4%	3.0%	14.7%
Louisville	(16) 12.5%	6.9%	1.5%	13.4%
Denver	18.0%	7.4%	(1) 3.4%	14.2%
Charlotte	16.5%	8.5%	2.5%	13.8%

Source: Bureau of Labor Statistics, Current Employment Statistics
Note: All industry sectors are not included, so percentages do not total 100%.

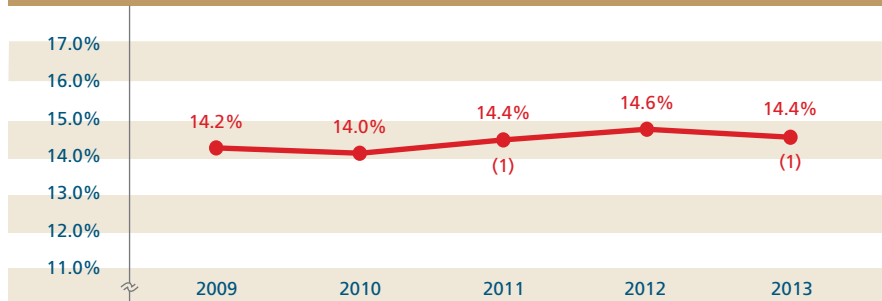
(#) Ranked from highest (1) to lowest (16)

Percentage education and health services employment, 2013



Indicator 2.01: Industry Sector Employment (2 of 2)

Milwaukee Trends: Percentage manufacturing employment



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

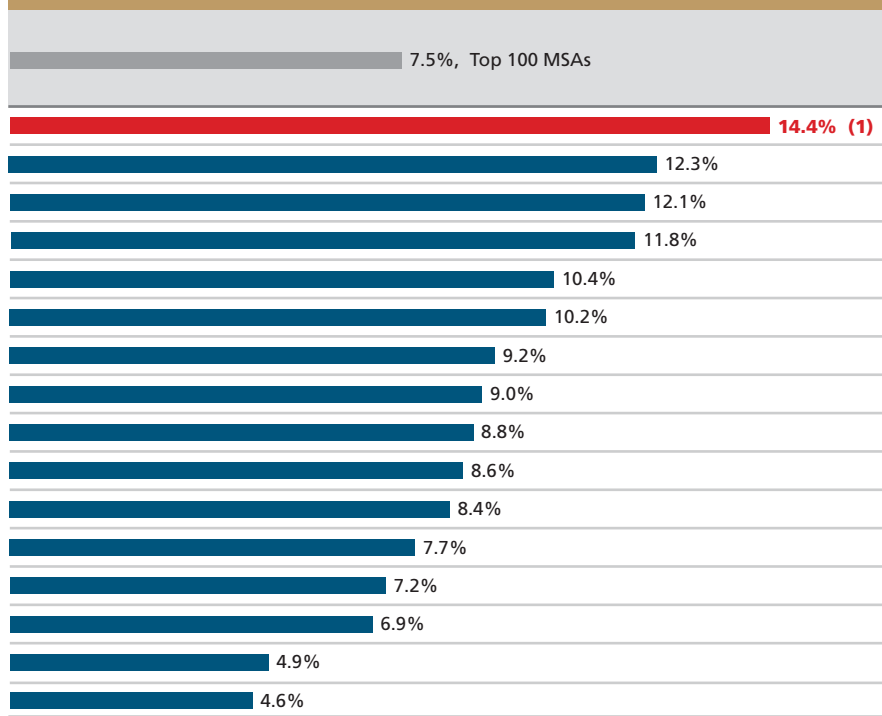
Percentage of total employment by industry sector, 2013

Metro area	Transportation and utilities	Retail trade	Wholesale trade	Leisure and hospitality
Milwaukee	(15) 3.2%	(16) 9.4%	(13) 4.3%	(16) 8.8%
Detroit	3.3%	10.8%	4.6%	9.6%
Cleveland	(16) 3.0%	9.9%	4.8%	9.3%
Louisville	(1) 6.8%	10.1%	4.7%	10.4%
Cincinnati	3.8%	10.1%	(1) 5.8%	10.8%
Minneapolis	3.5%	9.8%	4.6%	9.3%
Chicago	4.6%	10.2%	5.4%	9.6%
Indianapolis	6.0%	10.3%	4.9%	10.1%
Nashville	4.3%	10.6%	4.9%	10.9%
Saint Louis	3.5%	10.6%	4.6%	10.8%
Charlotte	4.3%	11.1%	5.3%	11.1%
Pittsburgh	3.7%	10.9%	(16) 3.9%	9.9%
Kansas City	4.5%	10.4%	5.0%	9.8%
Columbus	4.7%	10.2%	4.0%	10.0%
Denver	3.8%	9.9%	5.0%	10.9%
Jacksonville	5.1%	(1) 11.8%	4.1%	(1) 11.9%

Source: Bureau of Labor Statistics, Current Employment Statistics
Note: All industry sectors are not included so percentages do not total 100%

(#) Ranked from highest (1) to lowest (16)

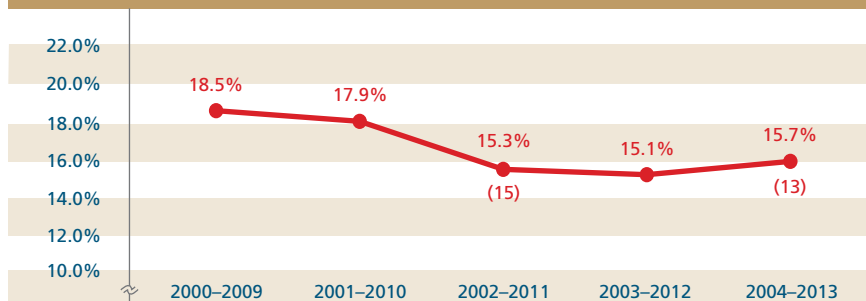
Percentage manufacturing employment, 2013



Indicator 2.02: **Employment Change by Industry** (1 of 2)

This indicator uses Bureau of Labor Statistics data to measure the percentage of employment change (an increase or decrease in jobs) for selected industry sectors for the period from 2002 to 2011. Descriptions of the selected industry sectors used in this indicator are in Appendix B. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Educ. and health services employment change

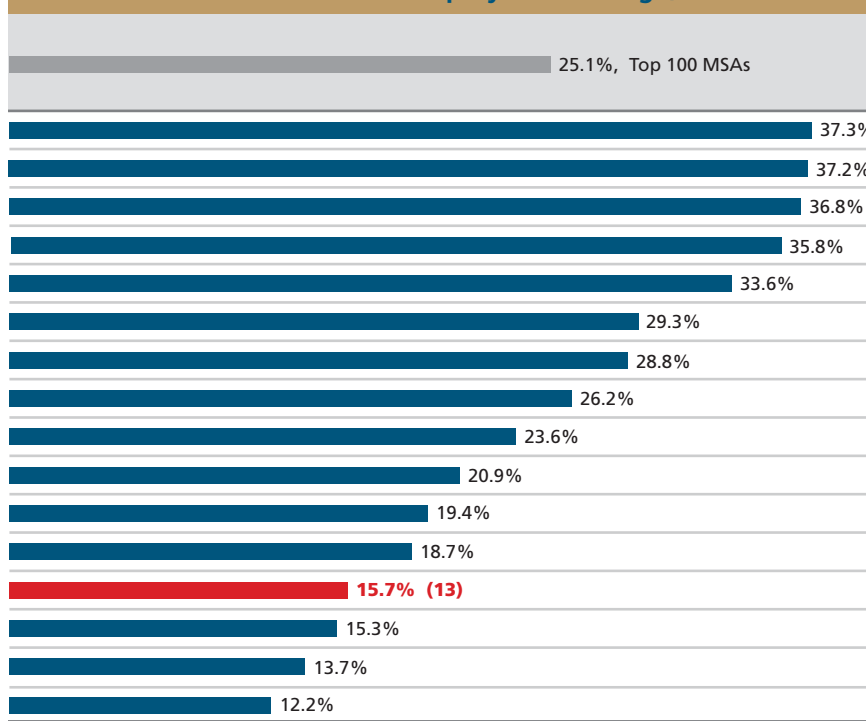


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Employment change by industry sector, 2004-2013

Metro area	Professional and business services	Financial activities	Information	Government
Minneapolis	12.2%	0.5%	- 10.6%	- 2.1%
Denver	25.9%	- 2.3%	- 14.6%	12.6%
Charlotte	26.6%	8.3%	3.7%	(1) 24.1%
Columbus	21.2%	1.9%	- 7.6%	6.2%
Jacksonville	20.1%	4.5%	- 21.6%	1.0%
Nashville	(1) 32.8%	(1) 14.4%	(1) 5.2%	7.9%
Indianapolis	21.9%	- 6.3%	- 2.4%	5.8%
Kansas City	23.4%	7.1%	(16) - 34.1%	3.1%
Chicago	12.5%	- 10.8%	- 15.3%	- 2.1%
Saint Louis	9.8%	10.6%	0.7%	- 3.1%
Cincinnati	11.2%	1.1%	- 11.9%	- 4.5%
Cleveland	6.1%	(16) - 18.3%	- 24.1%	- 6.5%
Milwaukee	(10) 12.6%	(12) - 6.2%	(12) - 20.7%	(12) - 3.5%
Detroit	(16) - 1.2%	- 12.1%	- 15.3%	(16) - 20.6%
Louisville	20.2%	10.5%	- 5.9%	9.3%
Pittsburgh	24.7%	2.7%	- 23.3%	- 6.9%

Education and health services employment change, 2004-2013

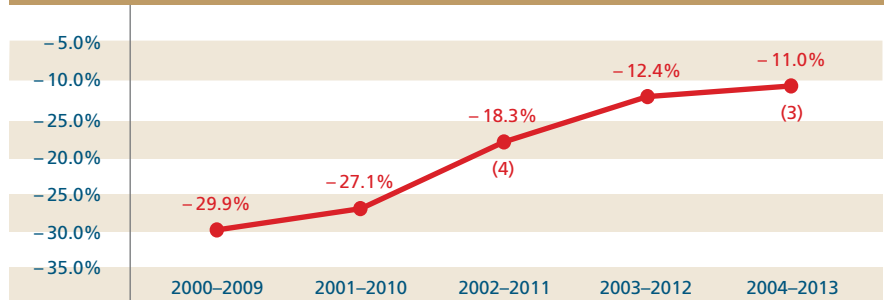


Source: Bureau of Labor Statistics, Current Employment Statistics

(#) Ranked from highest (1) to lowest (16)

Indicator 2.02: **Employment Change by Industry** (2 of 2)

Milwaukee Trends: Manufacturing employment change



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

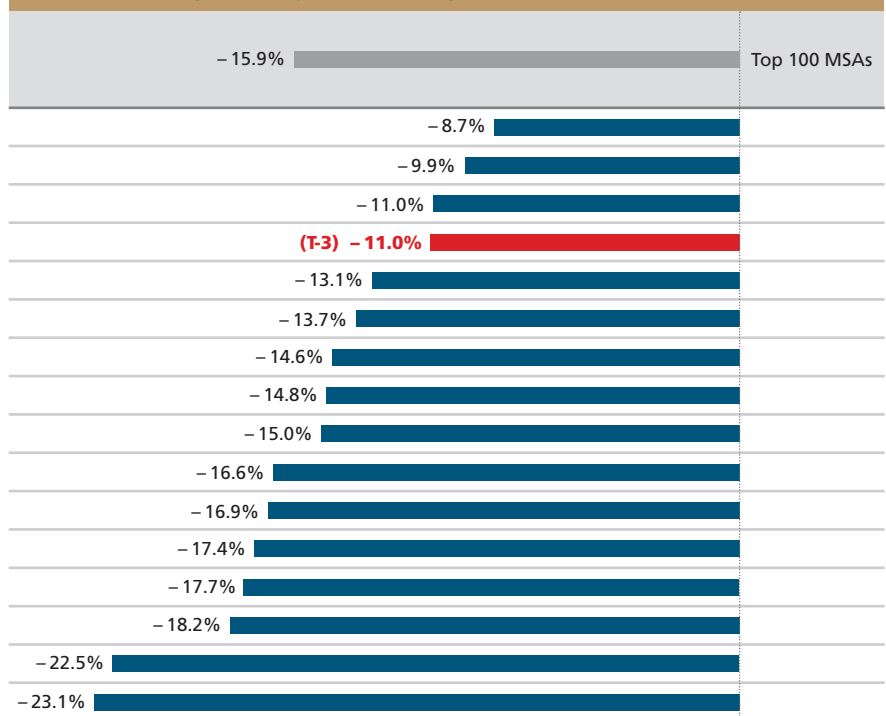
Employment change by industry sector, 2004-2013

Metro area	Transportation and utilities	Retail trade	Wholesale trade	Leisure and hospitality
Louisville	16.6%	-3.5%	0.3%	12.9%
Minneapolis	-6.8%	-5.3%	-3.0%	8.2%
Denver	-1.2%	5.6%	5.0%	19.8%
Milwaukee	(16) -12.5%	(11) -5.9%	(15) -9.4%	(9) 9.2%
Pittsburgh	-9.9%	-8.2%	-1.9%	9.0%
Kansas City	0.4%	-5.1%	8.4%	7.0%
Cincinnati	-10.3%	-6.6%	5.5%	7.4%
Charlotte	0.8%	(1) 16.5%	-1.7%	(1) 32.9%
Nashville	(1) 22.9%	3.1%	(1) 15.0%	22.2%
Columbus	18.3%	-8.2%	6.5%	13.0%
Jacksonville	3.7%	1.0%	-6.7%	27.5%
Indianapolis	20.0%	0.0%	-0.4%	11.8%
Cleveland	-6.5%	(16) -9.8%	(16) -9.5%	2.9%
Chicago	2.6%	-2.9%	-0.9%	11.5%
Saint Louis	-4.8%	-4.5%	3.4%	3.0%
Detroit	-5.8%	-9.7%	-9.1%	(16) -2.6%

Source: Bureau of Labor Statistics, Current Employment Statistics

(#) Ranked from highest (1) to lowest (16)

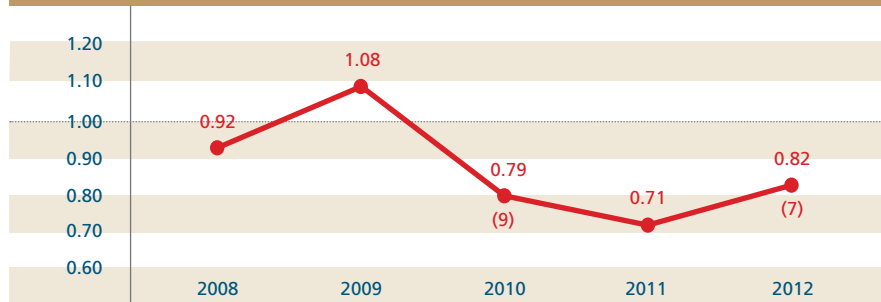
Manufacturing employment change, 2004-2013



Indicator 2.03: High-tech Industries

This indicator includes data that provide two perspectives on high-tech industries. The first is Bureau of Labor Statistics data on information technology (IT) occupations, which include computer, information systems, and database occupations. The second source is the Milken Institute's High-tech GDP Location Quotient (LQ). The LQ is a measure of the extent to which a metro area's high tech concentration is above or below the U.S. concentration (LQ = 1.0). These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: High-tech GDP Location Quotient



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

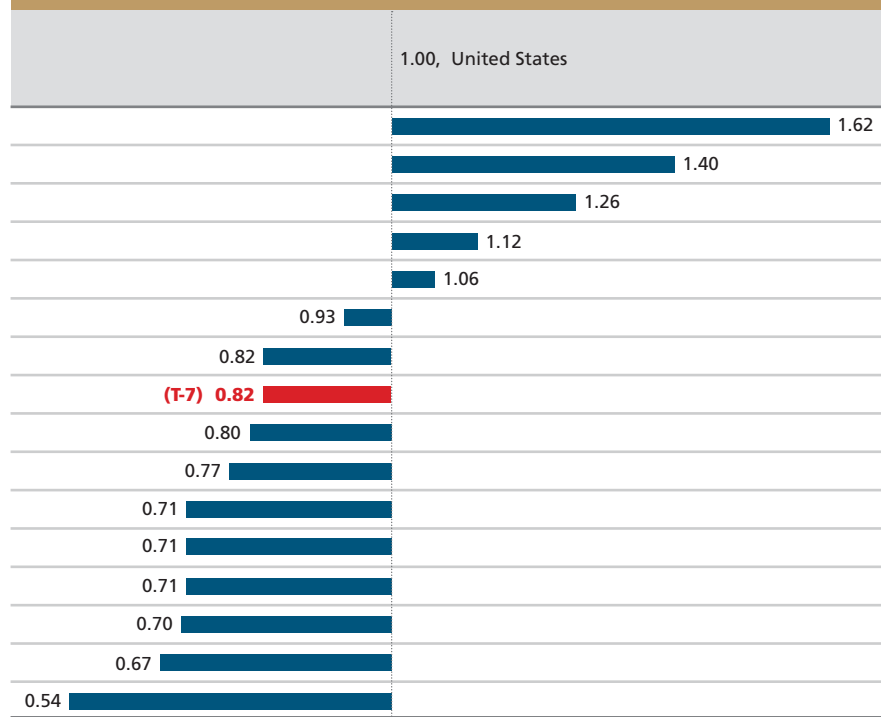
IT occupations, May 2013

Metro area		Total IT occupations	IT occupations as a percentage of all occupations
Denver		52,830	(1) 4.12%
Indianapolis		23,740	2.60%
Kansas City		32,450	3.29%
Minneapolis		60,180	3.36%
Saint Louis		39,930	3.09%
Pittsburgh		30,060	2.66%
Chicago	(1)	111,210	2.56%
Milwaukee	(13)	21,640	(T-9) 2.66%
Columbus		36,850	3.92%
Cincinnati		26,910	2.70%
Detroit		53,900	2.97%
Charlotte		29,580	3.37%
Nashville		18,860	2.38%
Jacksonville	(16)	10,980	1.87%
Cleveland		25,120	2.49%
Louisville		11,290	(16) 1.85%

Sources: Bureau of Labor Statistics, Occupational Employment Statistics; Milken Institute, Best-Performing Cities

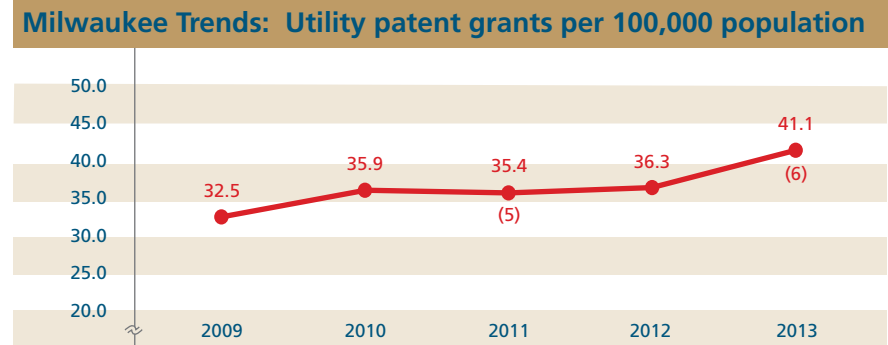
(#) Ranked from highest (1) to lowest (16)

High-tech GDP Location Quotient, 2012



Indicator 2.04: Patents

This indicator includes data from the U.S. Patent and Trademark Office on utility patent grants. A utility patent is a form of intellectual property that protects the way in which an invention is used and works. This is to be distinguished from a design patent, which protects the ornamental design of an item without changing its function.

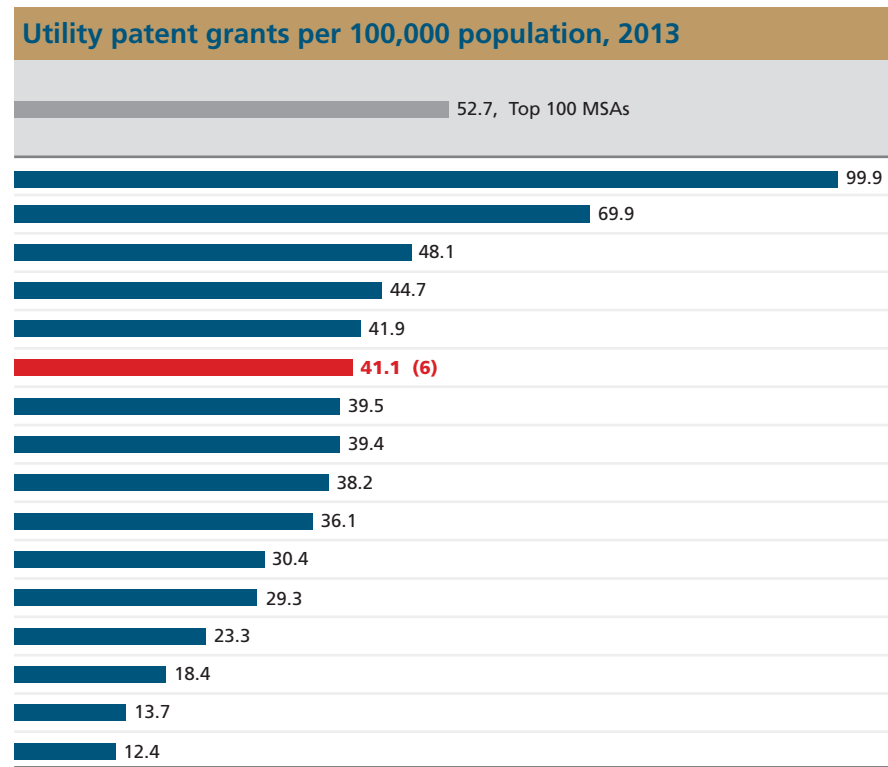


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Utility patent grants, 2013		
Metro area	Utility patent grants	
Minneapolis		3,457
Detroit		3,001
Cincinnati		1,028
Kansas City		918
Cleveland		865
Milwaukee	(11)	645
Chicago	(1)	3,766
Denver		1,063
Pittsburgh		902
Indianapolis		706
Saint Louis		851
Columbus		576
Charlotte		544
Louisville		232
Nashville		241
Jacksonville	(16)	173

Source: U.S. Patent and Trademark Office

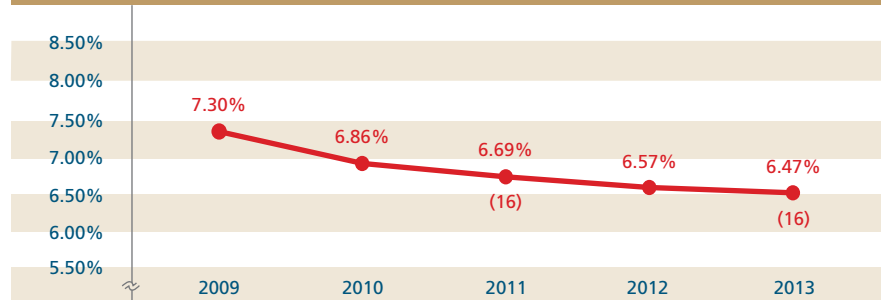
(#) Ranked from highest (1) to lowest (16)



Indicator 2.05: Entrepreneurship

This indicator uses data from the American Community Survey on business ownership. Workers are considered business owners if they report being self-employed in their own business. Business owners can be classified by incorporation, as either a majority shareholder of a privately held corporation or as a partner or sole proprietor of an unincorporated company, professional practice, or farm.

Milwaukee Trends: Rate of business ownership*



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

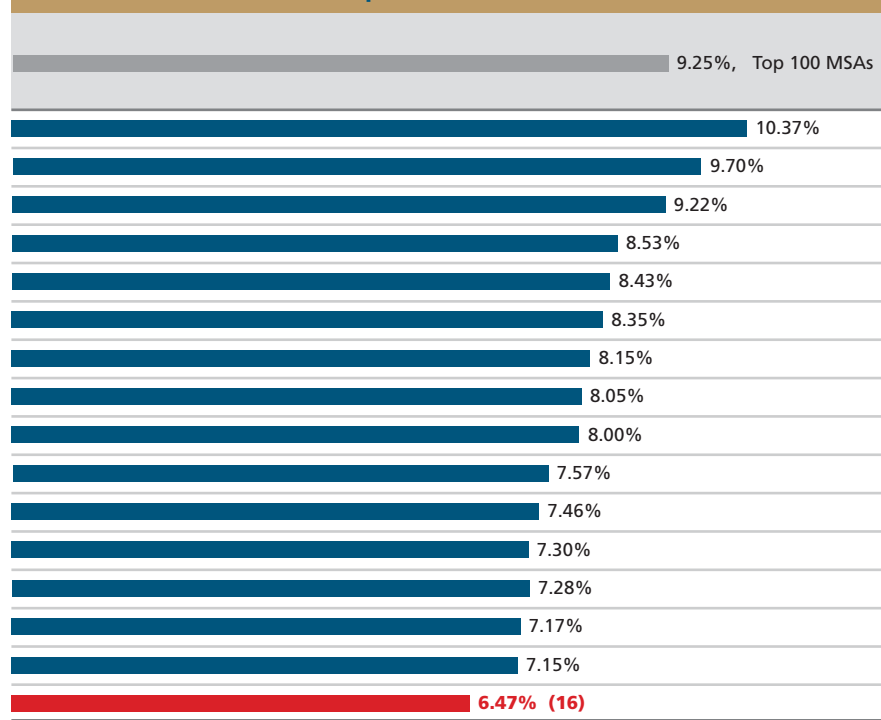
Business owners age 16 and older by incorporation, 2013

Metro area	Majority shareholders of privately held corporations	Partners or sole proprietors of unincorporated businesses
Denver	65,498	77,960
Nashville	22,056	61,976
Jacksonville	31,485	26,556
Minneapolis	72,051	85,349
Kansas City	32,375	53,624
Charlotte	39,292	53,257
Detroit	68,809	86,718
Chicago	(1) 168,471	(1) 198,114
Indianapolis	33,442	41,157
Cleveland	31,742	41,722
Cincinnati	27,897	47,722
Columbus	25,697	45,305
Pittsburgh	30,852	52,376
Saint Louis	40,489	56,536
Louisville	(16) 16,730	(16) 26,238
Milwaukee	(15) 20,459	(14) 29,280

Source: U.S. Census Bureau, American Community Survey
 * Self-employed workers as a percentage of the civilian employed population age 16 and older

(#) Ranked from highest (1) to lowest (16)

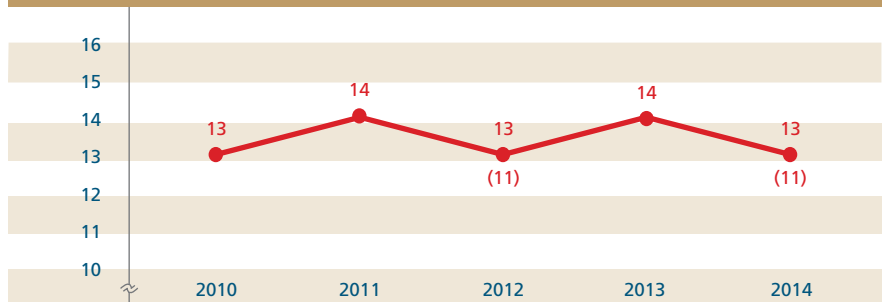
Rate of business ownership, 2013*



Indicator 2.06: **Fortune 1000 Companies**

This indicator includes data from the Fortune 1000 list of companies. The list ranks the 1,000 largest U.S. companies based on revenues. Companies eligible for the list are any for which revenues are publicly available.

Milwaukee Trends: Fortune 1000 companies



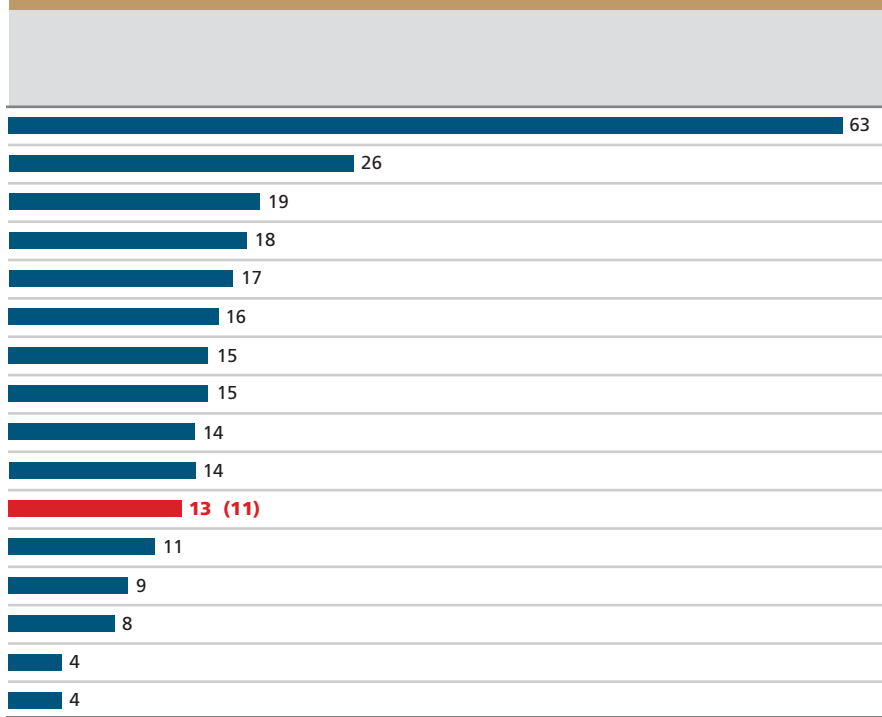
(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Fortune 1000 companies by total revenue, 2014

Metro area	Total revenues (in \$ millions)
Chicago	(1) 695,457
Minneapolis	517,591
Denver	125,073
Saint Louis	214,949
Detroit	426,293
Charlotte	258,332
Columbus	199,137
Pittsburgh	107,720
Cincinnati	266,660
Cleveland	84,430
Milwaukee	(8) 148,354
Nashville	100,096
Indianapolis	118,777
Kansas City	(16) 26,802
Louisville	63,040
Jacksonville	29,356

Source: *Fortune*, Fortune 500; Geo Lounge

Number of Fortune 1000 companies, 2014



(#) Ranked from highest (1) to lowest (16)

Indicator 2.07: Venture Capital

This indicator uses data from PricewaterhouseCoopers and the National Venture Capital Association on venture capital investment activity. Investment analytics are based on data from Thomson Reuters. Venture capital is a source of financing for startup companies and new or turnaround ventures that involve investment risk but offer the prospect for above average future profits. These data are for metro areas based on June 1993 definitions. This indicator is new to the 2015 report.

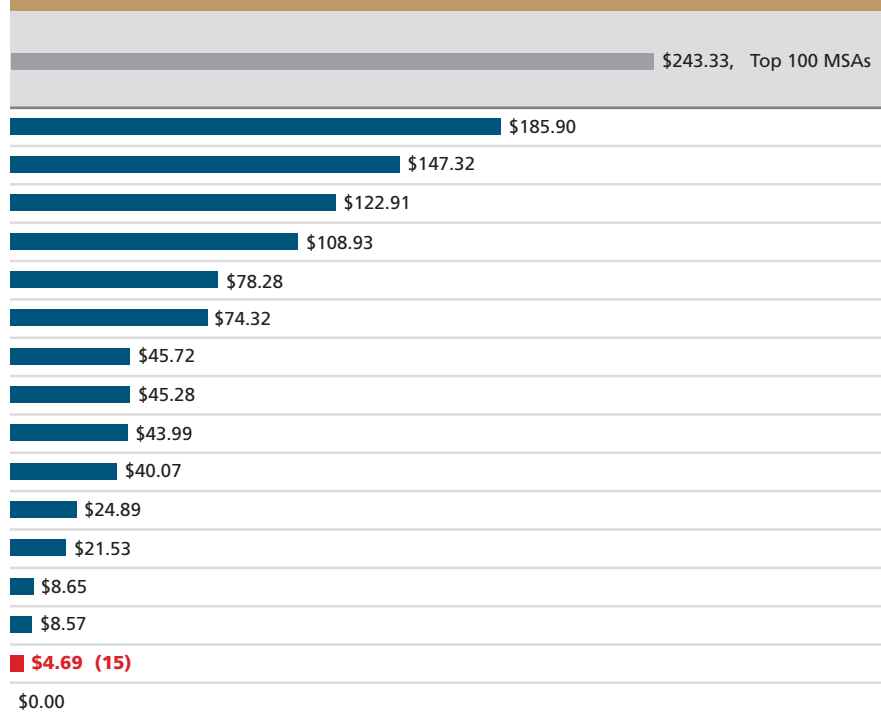
Milwaukee Trends: Venture capital investment per capita



Venture capital investment and deals, 2014

Metro area		Number of deals	Total investments (in \$ millions)
Denver		43	480
Pittsburgh		79	338
Chicago	(1)	94	(1) 1,065
Minneapolis		38	369
Cincinnati		37	137
Nashville		48	118
Saint Louis		41	125
Kansas City		13	91
Cleveland		17	95
Louisville		5	46
Detroit		18	106
Indianapolis		15	41
Charlotte		6	18
Columbus		12	16
Milwaukee	(15)	2	(15) 7
Jacksonville	(16)	0	(16) 0

Venture capital investment per capita, 2014



Source: PricewaterhouseCoopers/National Venture Capital Association, MoneyTree Report

(#) Ranked from highest (1) to lowest (16)

Indicator 2.08: Business Firms

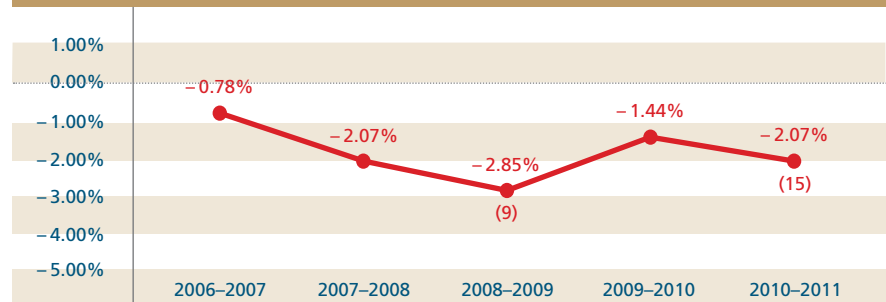
This indicator includes data on employer firms from the Small Business Administration. An *employer firm* is a business organization, under common ownership or control and with one or more establishments, that has some annual payroll. An *establishment* is a physical location where business is conducted or services or operations are performed. Multi-establishment firms in the same industry within a metro area are counted as one firm. *Employment* consists of all full- and part-time employees on the payroll in March. These data are for metro areas based on June 2003 definitions.

Employer firms and change in employment, 2011			
Metro area	Employer firms, total employment, 2011	Employer firms, employment change, 2010–2011	Total number of employer firms, 2011
Columbus	757,339	0.93%	29,672
Denver	1,049,564	1.10%	60,553
Chicago	(1) 3,845,021	1.24%	(1) 194,309
Detroit	1,554,363	(1) 3.56%	78,677
Minneapolis	1,596,823	1.55%	72,315
Indianapolis	752,263	1.26%	32,511
Kansas City	859,449	(16) –0.14%	39,627
Charlotte	736,199	1.21%	34,555
Cleveland	889,949	2.27%	41,408
Pittsburgh	1,058,939	2.72%	45,936
Nashville	665,865	1.98%	29,007
Jacksonville	(16) 483,329	0.21%	26,833
Cincinnati	875,217	0.08%	34,768
Saint Louis	1,174,986	0.46%	54,434
Milwaukee	(12) 745,662	(9) 1.14%	(12) 30,275
Louisville	517,444	0.47%	(16) 23,239

Source: Small Business Administration, Office of Advocacy

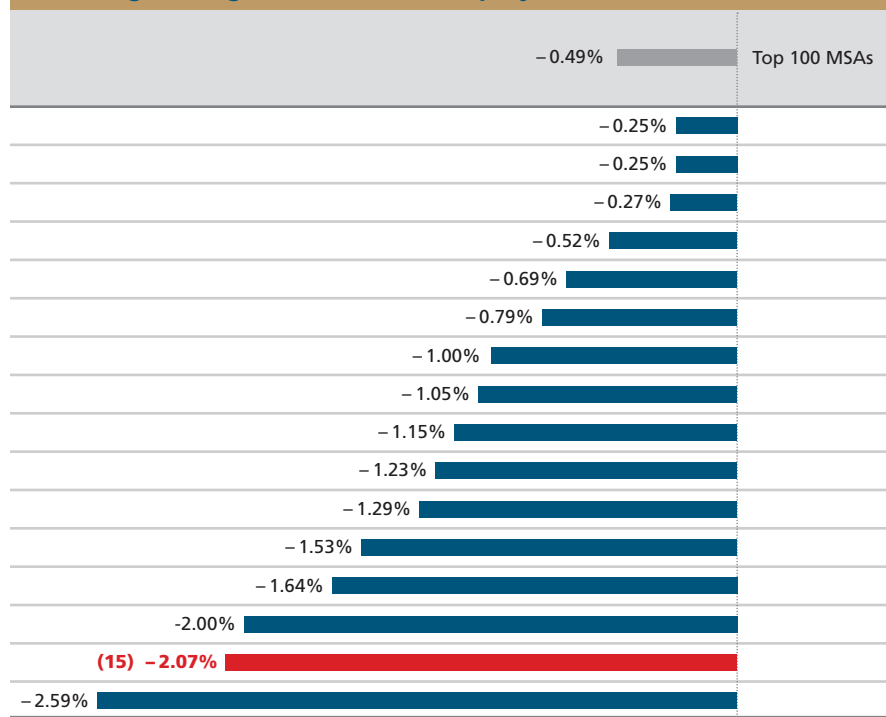
(#) Ranked from highest (1) to lowest (16)

Milwaukee Trends: Percentage change in employer firms



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

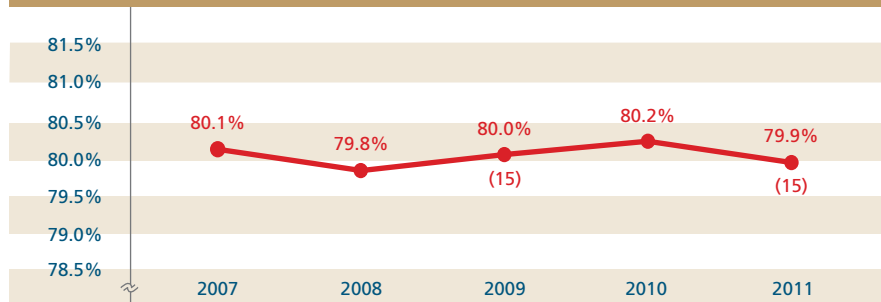
Percentage change in number of employer firms, 2010–2011



Indicator 2.09: Small Business Firms

This indicator includes data from the Small Business Administration on small employer business firms. The data include information on small employer business firms and their employment by firm size. A “small business” is defined as an employer business firm with fewer than 500 employees, and a “very small business” is defined as one with fewer than 20 employees. Very small businesses, the vast majority of all business firms, are critical to economic growth. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Very small firms, percentage of all firms



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

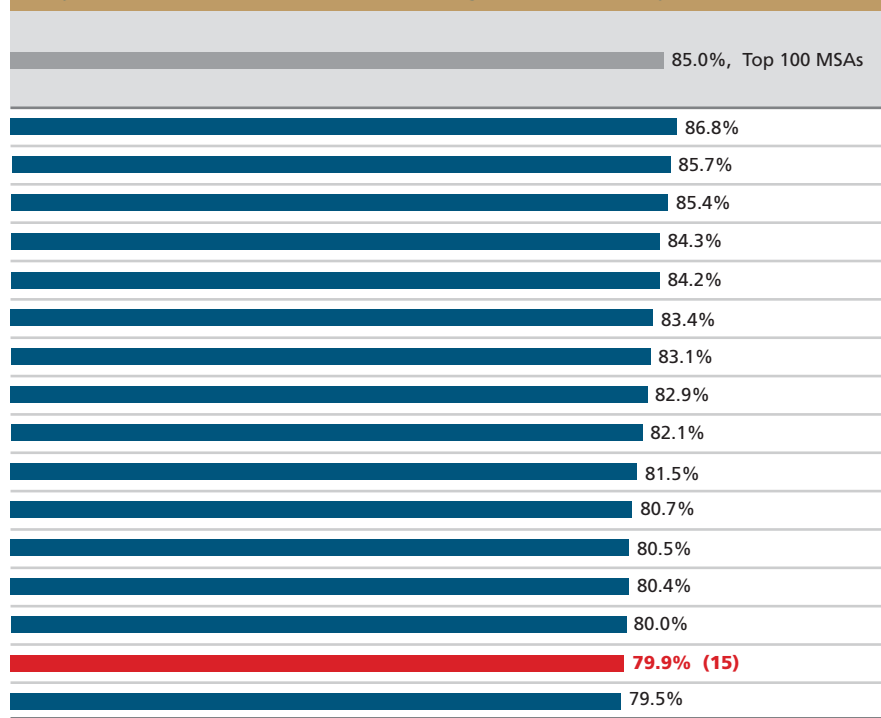
Small business firms and their employment, by firm size, 2011

Metro area	Small firm (< 500) employment as a percentage of total employment	Small firms (< 500) as a percentage of all employer firms	Very small firm (< 20) employment as a percentage of total employment
Chicago	46.6%	(1) 98.0%	16.1%
Detroit	(1) 49.8%	97.3%	(1) 17.4%
Denver	46.5%	96.0%	17.3%
Minneapolis	46.4%	97.0%	14.1%
Jacksonville	42.2%	94.3%	16.5%
Saint Louis	46.7%	96.2%	15.9%
Cleveland	47.0%	95.9%	16.2%
Pittsburgh	46.6%	96.1%	15.7%
Kansas City	45.8%	95.2%	15.3%
Charlotte	42.0%	94.1%	14.8%
Louisville	45.6%	94.0%	15.4%
Indianapolis	44.2%	94.4%	14.2%
Nashville	43.4%	(16) 93.9%	14.9%
Cincinnati	43.4%	94.6%	14.0%
Milwaukee	(2) 47.2%	(9) 95.1%	(12) 14.4%
Columbus	(16) 41.1%	94.0%	(16) 13.6%

Source: Small Business Administration, Office of Advocacy

(#) Ranked from highest (1) to lowest (16)

Very small business firms, percentage of all employer firms, 2011



Indicator 2.10: Small Business Startups

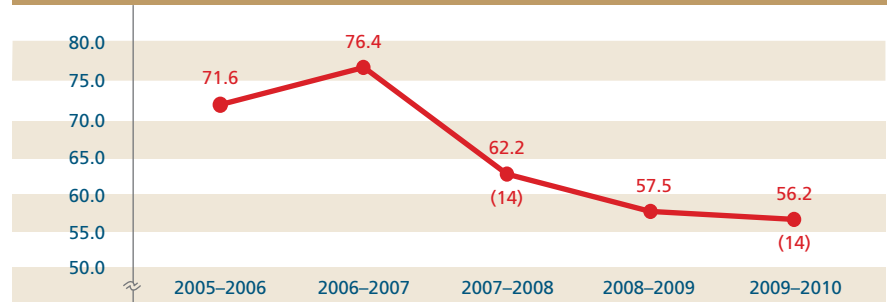
This indicator includes data on employer business establishment births from the Small Business Administration. “Births” are defined as establishments that have zero employment in the first quarter of the initial year and positive employment in the first quarter of the subsequent year. A “small business” is defined as an employer business firm with fewer than 500 employees, and a “very small business” is defined as one with fewer than 20 employees. Very small businesses, the vast majority of all business firms, are critical to economic growth. These data are for metro areas based on June 2003 definitions.

Business establishment births, 2009–2010				
Metro area	Total number of business establishment births	Total business est. births per 1,000 establishments	Very small business establishment births (< 20 employees)	
Jacksonville	3,803	(1) 123.8	2,932	
Denver	7,720	119.2	6,106	
Charlotte	4,558	112.7	3,321	
Chicago	(1) 20,736	99.2	(1)	16,695
Minneapolis	7,451	94.5	5,958	
Detroit	8,000	90.9	6,530	
Saint Louis	6,044	93.7	4,577	
Nashville	3,304	94.4	2,485	
Kansas City	4,205	91.0	3,205	
Indianapolis	3,509	90.4	2,685	
Louisville	(16) 2,293	83.8	(16)	1,672
Columbus	3,123	85.6	2,171	
Cleveland	3,794	79.6	2,766	
Milwaukee	(15) 2,716	(15) 76.0	(15)	2,010
Cincinnati	3,381	78.1	2,361	
Pittsburgh	4,073	(16) 74.3	2,855	

Source: Small Business Administration, Office of Advocacy

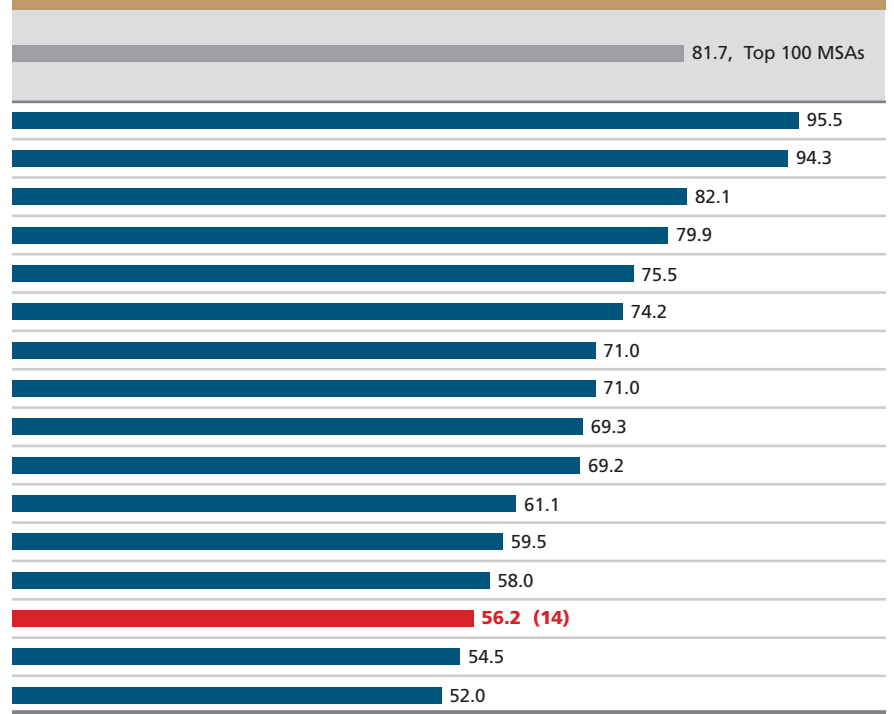
(#) Ranked from highest (1) to lowest (16)

Milwaukee Trends: Very small est. births per 1,000 establishments



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

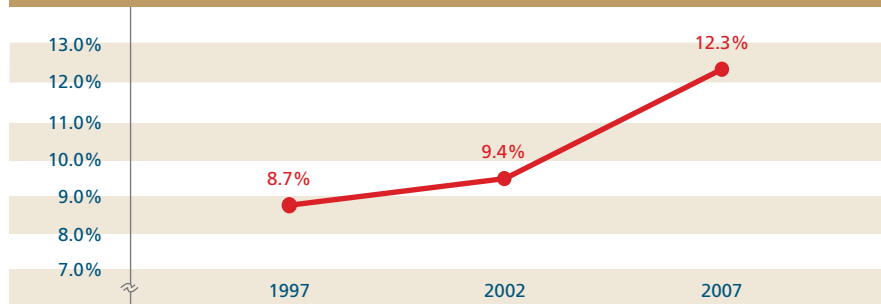
Very small business est. births per 1,000 establishments, 2009–2010



Indicator 2.11: Minority Business Ownership

This indicator includes data from the Census Bureau's Survey of Business Owners on the number and percentage of all businesses owned by persons of a racial or ethnic minority. Minority-owned firms are those where the sole proprietor or majority owner is Black, Hispanic, Asian, Pacific Islander, or American Indian. These data are for metro areas based on June 2003 definitions and are collected every five years. New data were not available to update the indicator for the 2015 report.

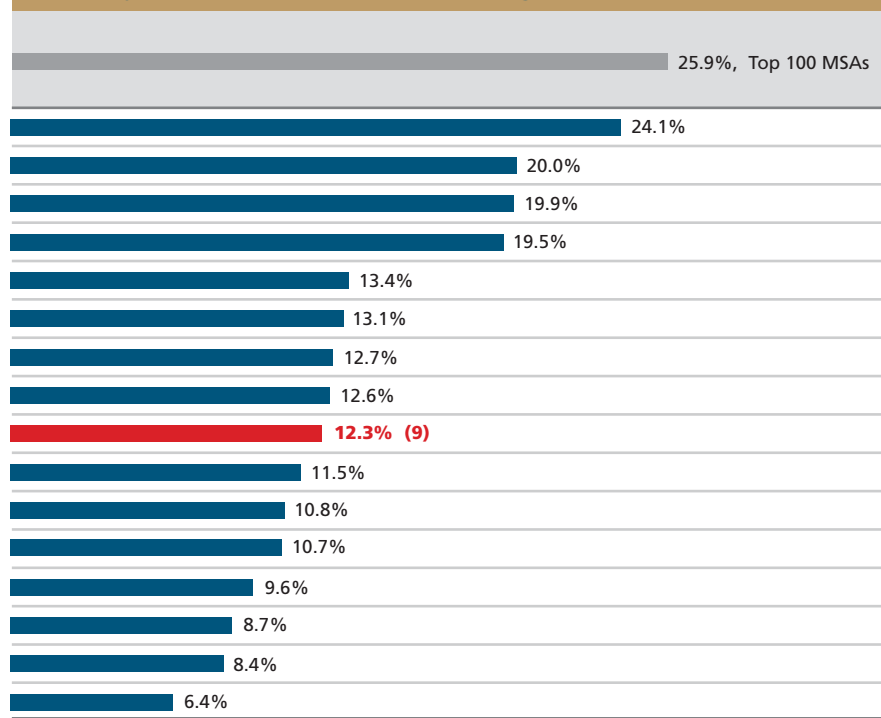
Milwaukee Trends: Percentage of minority-owned businesses



Number of businesses by race and ethnicity of owner, 2007

Metro area		Number of Hispanic-owned businesses	Number of non-Hispanic minority-owned businesses
Chicago	(1)	55,086	(1) 155,951
Detroit		5,045	68,480
Jacksonville		6,119	16,117
Charlotte		5,675	24,374
Denver		18,804	17,044
Columbus		2,257	17,731
Cleveland		2,321	20,012
Saint Louis		2,819	25,225
Milwaukee	(11)	2,296	(14) 11,564
Nashville		3,473	14,846
Indianapolis		2,286	13,399
Kansas City		4,070	14,418
Louisville		1,731	(16) 8,453
Cincinnati		1,598	13,089
Minneapolis		3,926	22,656
Pittsburgh	(16)	1,319	10,253

Minority-owned businesses, percentage of all businesses, 2007



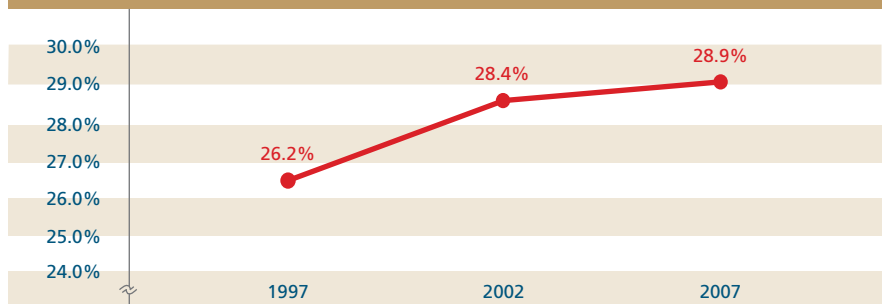
Source: U.S. Census Bureau, Survey of Business Owners

(#) Ranked from highest (1) to lowest (16)

Indicator 2.12: Women's Business Ownership

This indicator includes data from the Census Bureau's Survey of Business Owners on the number and percentage of all businesses owned by women. Women-owned firms are those where the sole proprietor or majority owner is a woman. These data are for metro areas based on June 2003 definitions and are collected every five years. New data were not available to update the indicator for the 2015 report.

Milwaukee Trends: Percentage of women-owned businesses



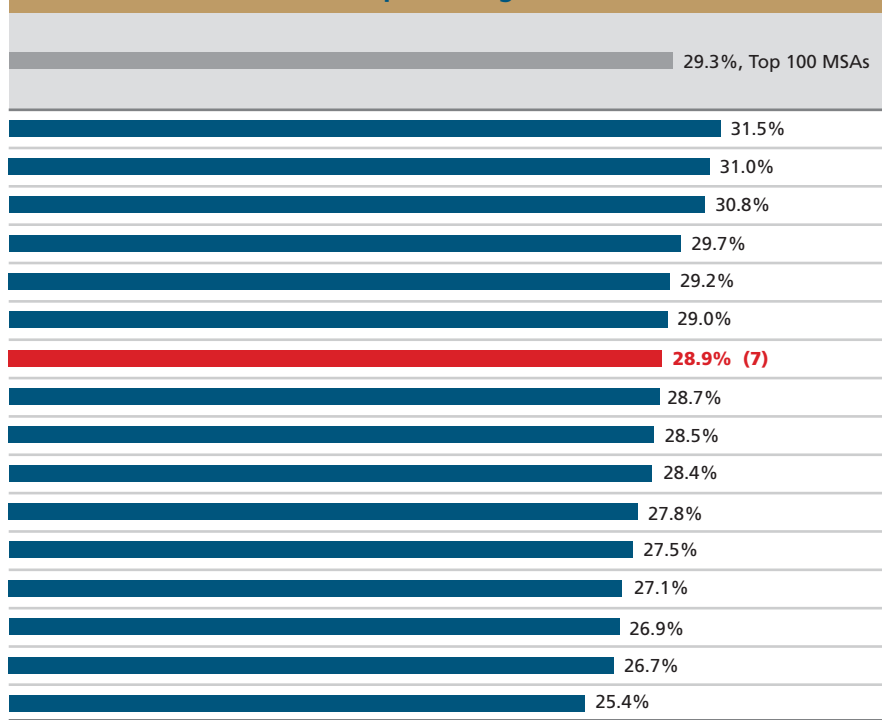
Number of women-owned businesses, 2007

Metro area	Number of businesses owned by women
Detroit	115,787
Chicago	(1) 271,086
Columbus	46,749
Denver	79,547
Charlotte	45,038
Jacksonville	32,392
Milwaukee	(14) 32,479
Minneapolis	90,372
Saint Louis	63,303
Kansas City	49,027
Cincinnati	46,757
Indianapolis	40,056
Cleveland	47,433
Louisville	(16) 28,586
Pittsburgh	48,360
Nashville	40,428

Source: U.S. Census Bureau, Survey of Business Owners

(#) Ranked from highest (1) to lowest (16)

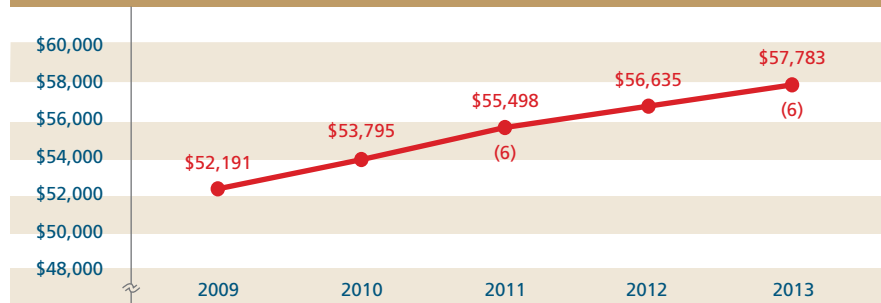
Women-owned businesses, percentage of all businesses, 2007



Indicator 2.13: Gross Metropolitan Product

This indicator uses data compiled for the U.S. Conference of Mayors that measure gross metropolitan product (GMP). GMP is a concept analogous to the gross domestic product, the commonly accepted measure nations use to calculate the total annual value of goods and services they have produced. The GMP growth rate is the increase over time in the value of the goods and services produced by a metropolitan economy. GMP per capita is calculated by dividing the value of goods and services by the total population of a metro area. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: GMP per capita



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

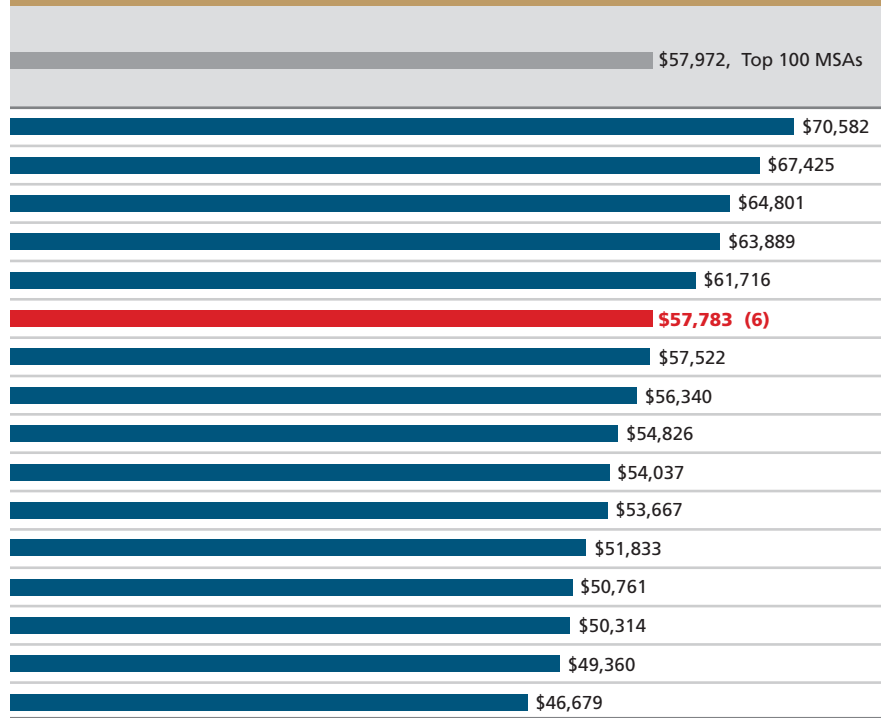
Gross metropolitan product, 2013

Metro area	GMP (in \$ billions)	Average annual GMP growth rate, 2010–2013
Charlotte	131.7	5.15%
Minneapolis	228.6	4.54%
Denver	174.8	4.13%
Indianapolis	116.5	4.55%
Chicago	(1) 588.6	3.70%
Milwaukee	(14) 90.7	(16) 2.72%
Nashville	96.3	(1) 5.81%
Kansas City	117.2	3.60%
Cleveland	113.2	3.14%
Columbus	102.8	4.08%
Pittsburgh	126.7	3.71%
Cincinnati	111.6	4.34%
Louisville	66.6	5.29%
Saint Louis	142.2	3.22%
Detroit	212.0	3.80%
Jacksonville	(16) 65.1	3.11%

Source: The U.S. Conference of Mayors, U.S. Metro Economies

(#) Ranked from highest (1) to lowest (16)

GMP per capita, 2013



Indicator 2.14: Exports

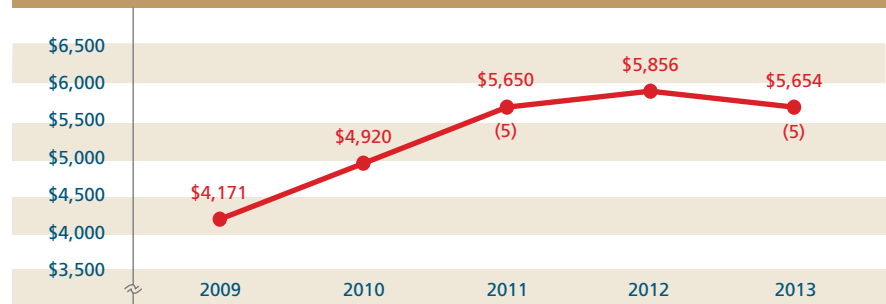
This indicator includes data from the International Trade Administration on the dollar value of all merchandise exports based on their origin of movement. A merchandise export is a good that can be physically transported across the U.S. border. Services exports are not included in this indicator.

Value of merchandise exports, 2013		
Metro area	Value of merchandise exports by origin of movement (in \$ billions)	
Detroit	(1)	53.9
Cincinnati		21.0
Louisville		8.9
Minneapolis		23.7
Milwaukee	(T-10)	8.9
Cleveland		11.1
Indianapolis		9.7
Nashville		8.7
Chicago		44.9
Charlotte		10.7
Saint Louis		12.4
Pittsburgh		10.4
Kansas City		8.0
Columbus		5.7
Jacksonville	(16)	2.5
Denver		3.6

Source: International Trade Administration

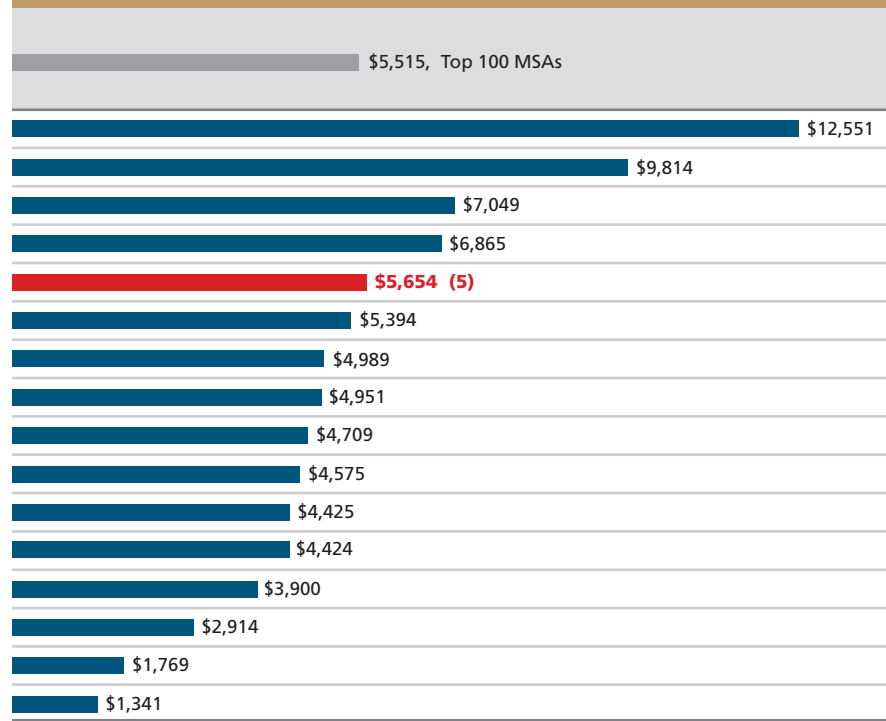
(#) Ranked from highest (1) to lowest (16)

Milwaukee Trends: Merchandise exports, value per capita



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

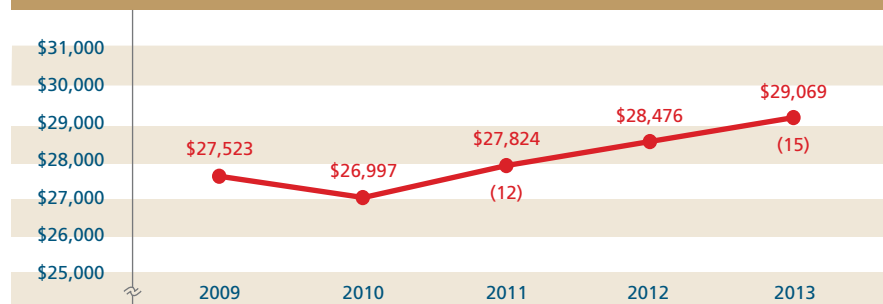
Merchandise exports, value per capita, 2013



Indicator 2.15: Income and Wages

This indicator uses data from the Bureau of Labor Statistics and the American Community Survey to compare median hourly wages and per capita income for the metro areas. Per capita income is an average obtained by dividing aggregate income by the total population of an area; it does not reflect income distribution. The Cost of Living Index was used to adjust the data on the bar graph to Milwaukee MSA dollars. This results in a lower per capita income for high cost of living locations such as Chicago and Minneapolis and a higher per capita income for lower cost of living areas such as Columbus and Nashville.

Milwaukee Trends: Per capita income



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Median hourly wages and per capita income, 2013

Metro area	Median hourly wage (unadjusted \$)**	Per capita income (unadjusted \$)
Columbus	17.00	28,601
Denver	19.21	33,636
Nashville	16.17	28,013
Pittsburgh	16.91	29,985
Cincinnati	17.01	29,014
Saint Louis	17.07	29,675
Minneapolis	(1) 19.40	(1) 34,029
Louisville	16.01	27,739
Indianapolis	16.78	(16) 27,657
Kansas City	17.30	29,688
Detroit	18.50	28,080
Jacksonville	(16) 15.53	27,958
Charlotte	16.99	28,003
Cleveland	17.12	28,686
Milwaukee	(5) 17.44	(7) 29,069
Chicago	17.79	31,302

Per capita income adjusted for Milwaukee's cost of living, 2013*

\$28,752, United States
\$33,451
\$32,921
\$32,606
\$32,559
\$32,262
\$32,119
\$31,530
\$30,974
\$30,676
\$30,522
\$29,953
\$29,932
\$29,845
\$29,236
\$29,069 (15)
\$27,703

Sources: U.S. Census Bureau, American Community Survey;
Bureau of Labor Statistics, Occupational Employment Statistics (May 2013)
*C2ER Cost of Living Index, 2013 annual average, used to adjust to Milwaukee dollars
**These data are for metro areas based on June 2003 definitions.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.16: Occupations

This indicator includes data from the American Community Survey on the distribution of jobs in five selected major occupational categories. Occupations describe a set of activities or tasks that employees are paid to perform. Some occupations are concentrated in a few particular industries, whereas others are found in many industries.

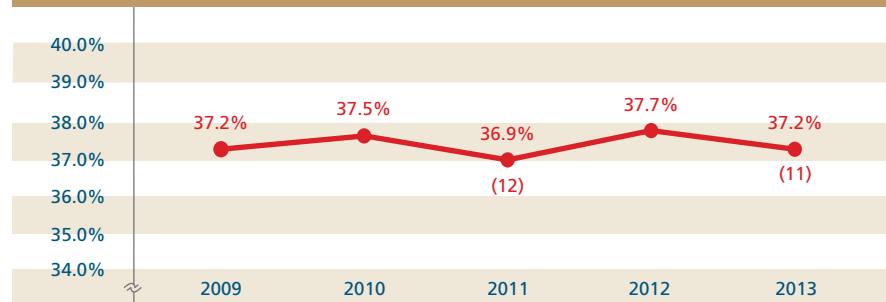
Percentage of total employment by occupational categories, 2013				
Metro area	Service	Sales and office	Natural resources, construction, maintenance	Production, transportation, material moving
Minneapolis	16.1%	(16) 23.9%	(16) 6.3%	11.7%
Denver	16.7%	24.6%	8.2%	(16) 8.8%
Columbus	16.8%	24.0%	6.7%	12.3%
Kansas City	16.6%	25.7%	7.4%	11.7%
Pittsburgh	17.3%	24.7%	7.9%	11.5%
Saint Louis	17.2%	25.6%	7.5%	11.1%
Cincinnati	17.0%	25.5%	6.8%	12.7%
Cleveland	17.8%	24.4%	6.5%	13.3%
Chicago	17.2%	25.0%	6.6%	13.5%
Nashville	(16) 15.5%	26.1%	(T-1) 8.5%	12.5%
Milwaukee	(T-4) 17.3%	(10) 24.8%	(15) 6.4%	(2) 14.2%
Charlotte	17.1%	25.4%	(T-1) 8.5%	12.1%
Indianapolis	16.4%	24.5%	8.3%	14.0%
Jacksonville	(1) 18.3%	(1) 26.8%	7.9%	10.3%
Detroit	17.5%	25.0%	6.7%	14.1%
Louisville	16.1%	25.0%	7.6%	(1) 16.9%

Source: U.S. Census Bureau, American Community Survey

Note: Does not include all occupations, so percentages do not total 100%.

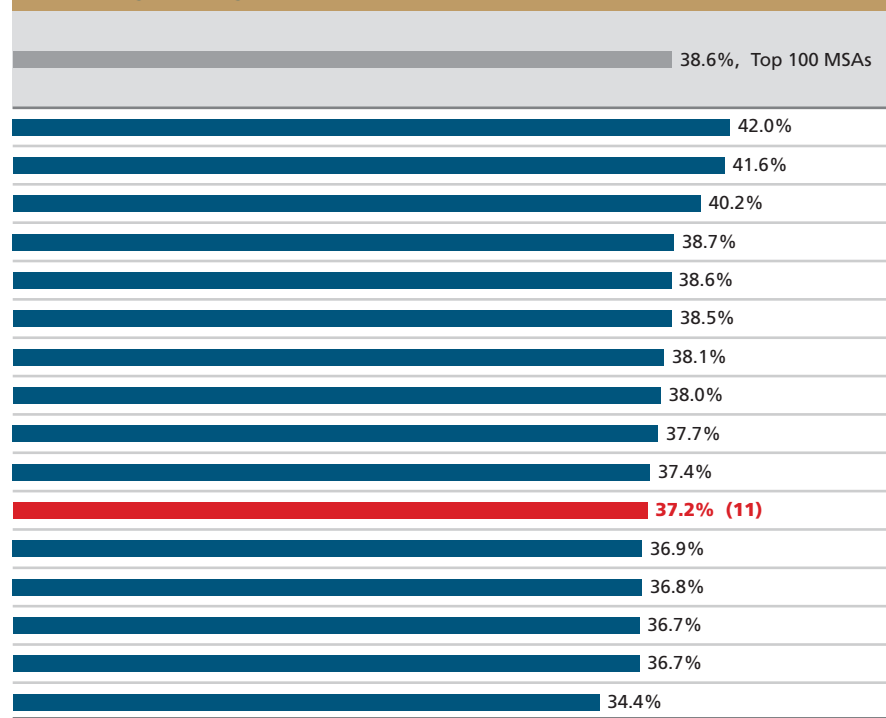
(#) Ranked from highest (1) to lowest (16)

Milwaukee Trends: Mgmt., business, science, & arts occupations



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

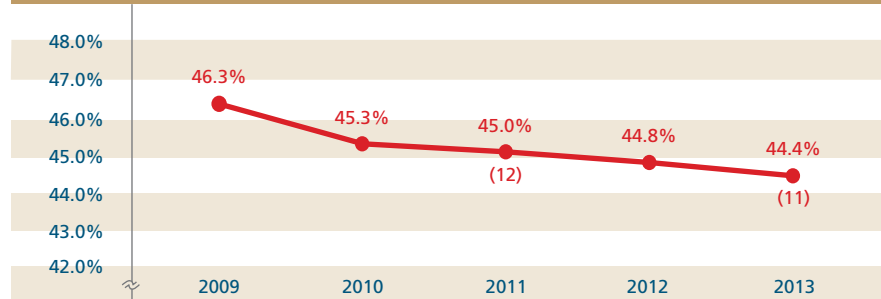
Percentage of mgmt., business, science, & arts occupations, 2013



Indicator 2.17: **Workforce**

This indicator uses data from the American Community Survey to describe the working age population. The entry age group consists of the population ages 15 to 24 and the exit population ages 55 to 64. The ratio compares the size of the population in the age group entering the workforce to that of the exit age group. The workforce participation rate is the proportion of the population in the labor force, including persons who are employed and those unemployed and looking for work. The 25–34 age bracket represents the population segment that includes young professionals. Persons ages 22 to 54 are considered to be of prime working age.

Milwaukee Trends: Percentage of pop. of prime working age



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

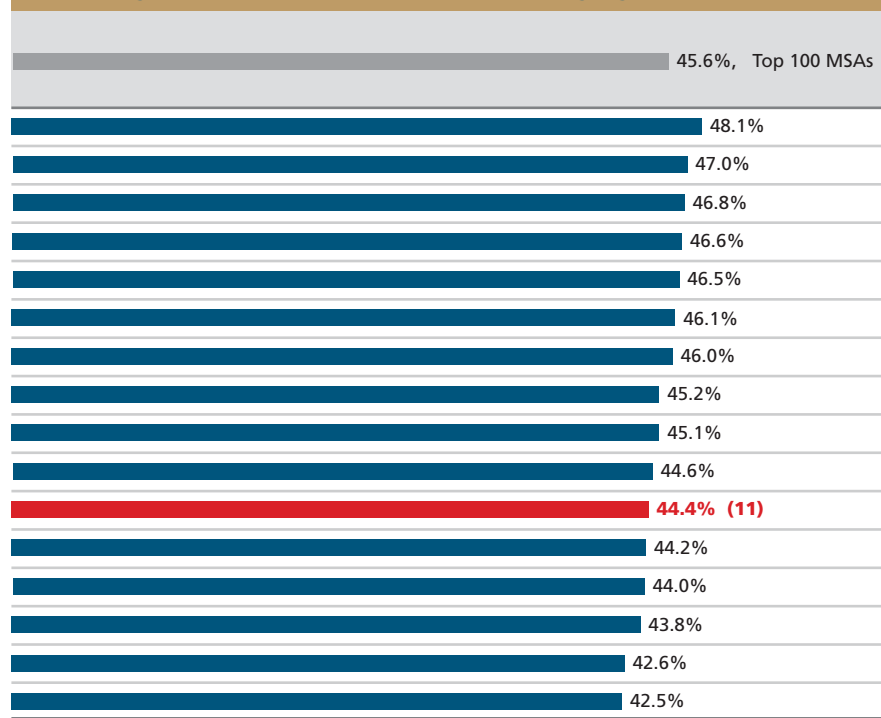
Workforce entry and exit ratio and participation rate, 2013

Metro area	Ratio of workforce entry (ages 15–24) to exit (ages 55–64) populations	Workforce participation rate (ages 16–64)	Percentage of population ages 25–34
Denver	1.02	78.6%	(1) 15.7%
Nashville	1.14	75.7%	14.7%
Columbus	(1) 1.16	76.1%	15.1%
Minneapolis	1.04	(1) 81.7%	14.8%
Charlotte	1.15	76.7%	13.5%
Chicago	1.14	76.6%	14.4%
Indianapolis	1.11	76.5%	14.2%
Kansas City	1.01	78.1%	14.2%
Jacksonville	1.03	73.3%	13.9%
Louisville	0.95	75.3%	13.4%
Milwaukee	(T-7) 1.04	(4) 77.6%	(T-8) 13.9%
Saint Louis	0.99	76.9%	13.4%
Cincinnati	1.05	75.5%	13.0%
Detroit	0.98	(16) 73.0%	(16) 12.0%
Pittsburgh	(16) 0.85	75.6%	12.6%
Cleveland	0.91	76.1%	12.1%

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

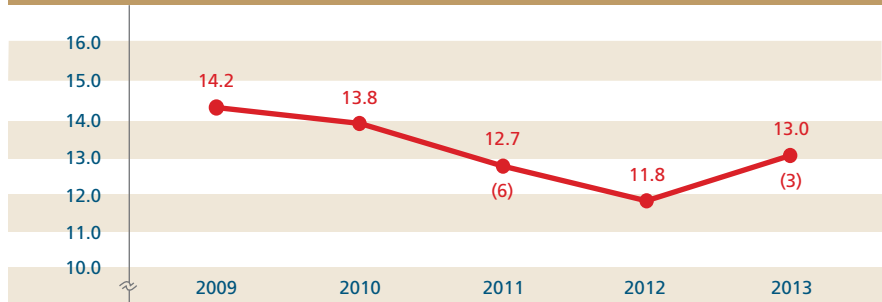
Percentage of population of prime working age, 2013



Indicator 2.18: Creative Jobs

This indicator uses data from the Bureau of Labor Statistics. Creative jobs are broadly defined to include occupations in the arts, design, and marketing and strategy fields. The attraction of creative workers is a key contributor to economic development. Descriptions of the occupational categories used in this indicator are in Appendix B. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Creative jobs per 1,000 jobs



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

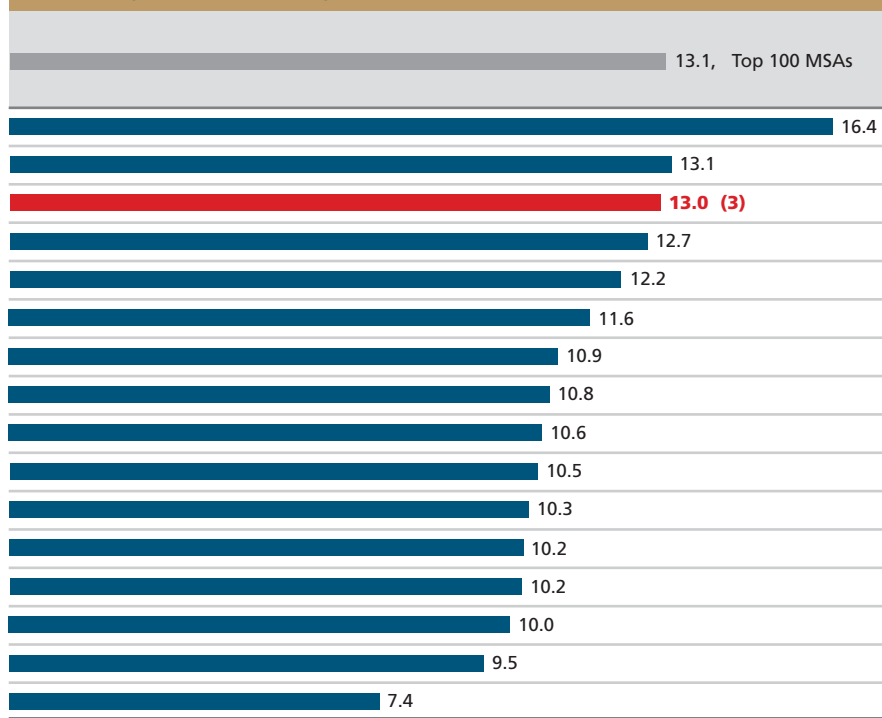
Creative jobs by occupational category, 2013

Metro area	Arts jobs	Design jobs	Marketing and strategy jobs
Minneapolis	9,760	10,380	9,220
Denver	6,660	7,330	2,850
Milwaukee	(11) 4,390	(8) 3,800	(6) 2,360
Kansas City	5,470	4,810	2,230
Chicago	(1) 20,760	(1) 18,270	(1) 13,810
Cincinnati	4,770	4,620	2,130
Indianapolis	4,700	3,200	2,070
Saint Louis	5,830	5,470	2,590
Columbus	4,200	3,660	2,110
Nashville	3,440	2,590	2,290
Cleveland	5,530	3,120	1,800
Charlotte	3,630	3,060	2,270
Detroit	6,710	8,310	3,400
Pittsburgh	5,300	3,610	2,350
Louisville	2,470	2,170	1,120
Jacksonville	(16) 1,980	(16) 1,570	(16) 770

Source: Bureau of Labor Statistics, Occupational Employment Statistics

(#) Ranked from highest (1) to lowest (16)

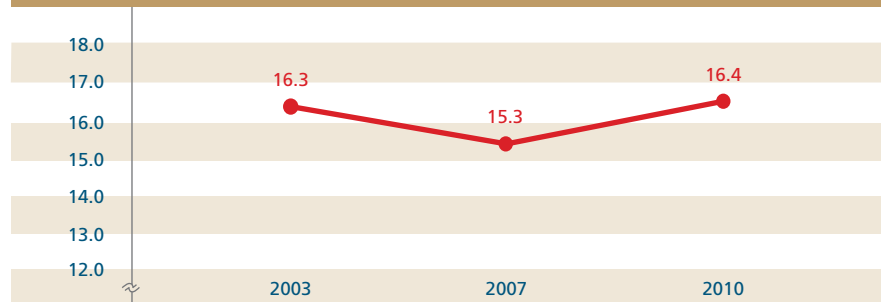
Creative jobs per 1,000 jobs, 2013



Indicator 2.19: Green Jobs

This indicator uses data from the Brookings Institution on clean economy jobs, also known as green jobs. Brookings defines clean economy jobs as those making goods or providing services that increase environmental sustainability, increase energy efficiency, or facilitate the use of energy from renewable sources as well as jobs enforcing or assisting in the compliance of environmental laws, educating workers for jobs that benefit the environment, or working to conserve natural resources or natural food systems. These data are for metro areas based on June 2003 definitions. New data were not available to update the indicator for the 2015 report.

Milwaukee Trends: Clean economy jobs per 1,000 jobs



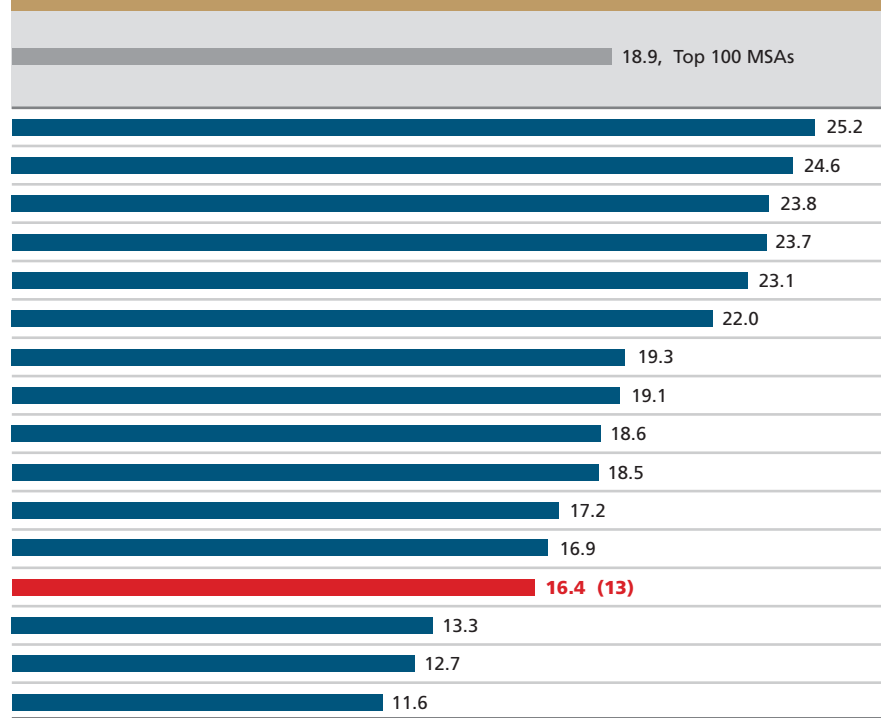
Clean economy jobs, 2010

Metro area	Total clean economy jobs
Kansas City	25,039
Cleveland	24,664
Louisville	14,447
Nashville	17,913
Denver	27,929
Minneapolis	37,750
Pittsburgh	21,963
Charlotte	15,485
Cincinnati	18,525
Chicago	(1) 79,388
Indianapolis	15,183
Columbus	15,498
Milwaukee	(15) 13,471
Saint Louis	17,553
Jacksonville	(16) 7,679
Detroit	20,323

Source: Brookings Institution

(#) Ranked from highest (1) to lowest (16)

Clean economy jobs per 1,000 jobs, 2010



Indicator 2.20: Unemployment

This indicator uses data on employment and unemployment from the Bureau of Labor Statistics. A person is considered unemployed if he or she is willing and able to work for pay but is unable to find work. The unemployment rate is the percentage of all persons in the civilian workforce who are unemployed. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Unemployment rate



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

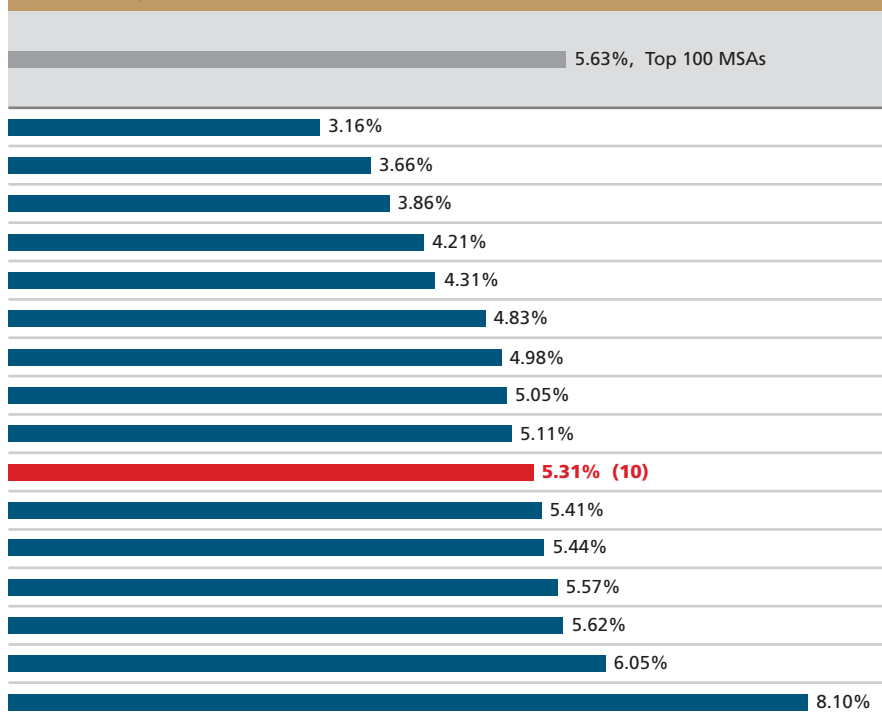
Number in civilian workforce and unemployed, October 2014

Metro area		Number in the civilian workforce*		Number unemployed
Minneapolis		1,885,827		59,585
Denver		1,469,151		53,763
Columbus		987,101		38,150
Pittsburgh		1,242,611		52,263
Cincinnati		1,099,949		47,388
Kansas City		1,036,359		50,019
Indianapolis		951,783		47,402
Nashville		854,209		43,118
Louisville	(16)	626,846	(1)	32,059
Milwaukee	(14)	809,336	(4)	42,998
Saint Louis		1,421,737		76,936
Cleveland		1,041,427		56,608
Jacksonville		734,947		40,931
Charlotte		932,796		52,411
Chicago	(1)	4,914,253	(16)	297,409
Detroit		2,036,072		164,877

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

(#) Ranked from lowest (1) to highest (16);
except (*) ranked highest (1) to lowest (16)

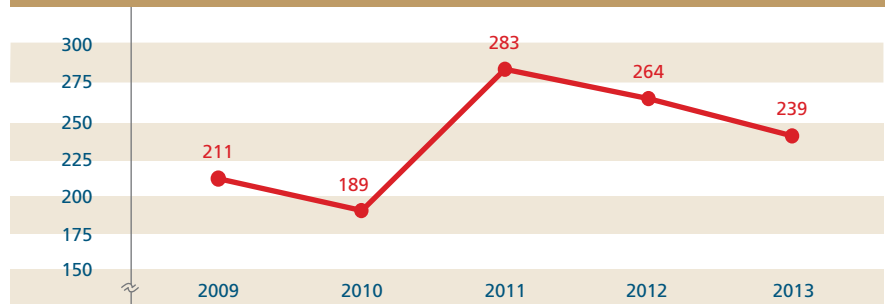
Unemployment rate, October 2014



Indicator 2.21: Brain Gain

This indicator includes data from the American Community Survey on the educational attainment of persons age 25 and older who moved into a metro area from a different state or from abroad in the past year. The data for attainment of graduate or bachelor's degrees indicate an area's "brain gain." This indicator has been modified from the 2013 report (see Appendix A).

Milwaukee Trends: New residents w/grad. degree per 100,000 pop.



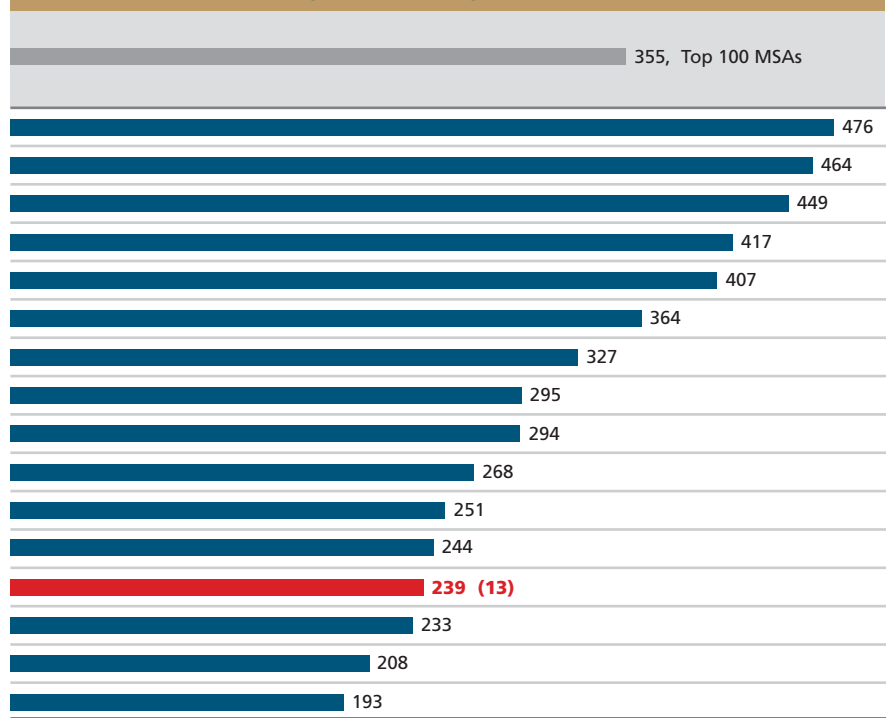
New residents age 25+ by level of education, 2013

Metro area	New residents age 25+ with a bachelor's degree	New residents age 25+ with a bachelor's degree per 100,000 pop.	New residents age 25+ with a graduate degree
Nashville	20,620	1,173	8,357
Denver	33,553	(1) 1,244	12,514
Kansas City	21,514	1,048	9,223
Cincinnati	20,048	939	8,901
Charlotte	26,698	1,143	9,507
Minneapolis	30,001	867	12,605
Chicago	(1) 73,405	770	(1) 31,206
Indianapolis	12,586	644	5,763
Columbus	14,605	742	5,792
Saint Louis	21,202	757	7,498
Pittsburgh	15,083	639	5,937
Jacksonville	10,488	752	3,409
Milwaukee	(15) 8,569	(13) 546	(14) 3,747
Cleveland	9,005	(16) 436	4,805
Louisville	(16) 6,781	537	(16) 2,623
Detroit	19,805	461	8,286

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

New residents 25+ w/graduate degree per 100,000 pop., 2013



Section 3: Personal Prosperity

This section includes indicators of income, economic equity and hardship, homeownership, and housing affordability that describe the prosperity of residents of the metro areas.

The following are the Personal Prosperity indicator categories:

3.01 Household Income

3.02 Income \$75,000 and Above

3.03 Income Gap

3.04 Pay Equity

3.05 Poverty

3.06 Low Income

3.07 Income Supports

3.08 Earned Income Tax Credit

3.09 Teen Pregnancy

3.10 Parental Employment

3.11 New Housing Starts

3.12 Homeownership

3.13 Foreclosures

3.14 Owner Housing Affordability

3.15 Rental Housing Affordability

Personal Prosperity Overview

This section includes economic indicators measuring income equality, financial hardship, homeownership, and housing affordability. These help describe the prosperity of metro area residents. A more equitable and financially stable workforce with fewer hardships, greater housing choices, and a better quality of life can help to improve a region's economic competitiveness.

The table on the right shows where the rankings in this section fall. With a few exceptions, the ranks have not changed much from the last report; Milwaukee still tends to fall in the middle and bottom tiers. Many metro area residents continue to face great financial hardships even as the country begins to rebound from the Great Recession.

Poverty and Low Income

One major change from the last report stands out. Milwaukee has dropped from the middle to bottom tier in poverty rate (Indicator 3.05). In fact, Milwaukee is one of only four metro areas with an increase in the poverty rate from two years prior. This indicates that Milwaukee's economic recovery may be failing to keep up with national trends.

Low income is defined here as those persons living in households with income below 200% of the federal poverty level (FPL) and includes the population in poverty. Milwaukee has one of the highest percentages of the population living in low-income households (3.06), dropping from the middle to bottom tier in this indicator. Paradoxically, Milwaukee has one of the lowest percentages of tax returns claiming the Earned Income Tax Credit (EITC), a federal income tax credit for low-income workers (3.08). Milwaukee's rank suggests that the EITC is under-utilized by metro area households, however it may also be due in part to the relatively high number of unemployed workers, who would be ineligible for the tax credit (2.20).

Although typically related to poverty and low income, the teen pregnancy rate in Milwaukee is surprisingly low. The metro area remains in the top tier for this indicator; it has one of the lowest percentages of unmarried women ages 15 to 19 that gave birth in the prior year (3.09).

Housing and Affordability

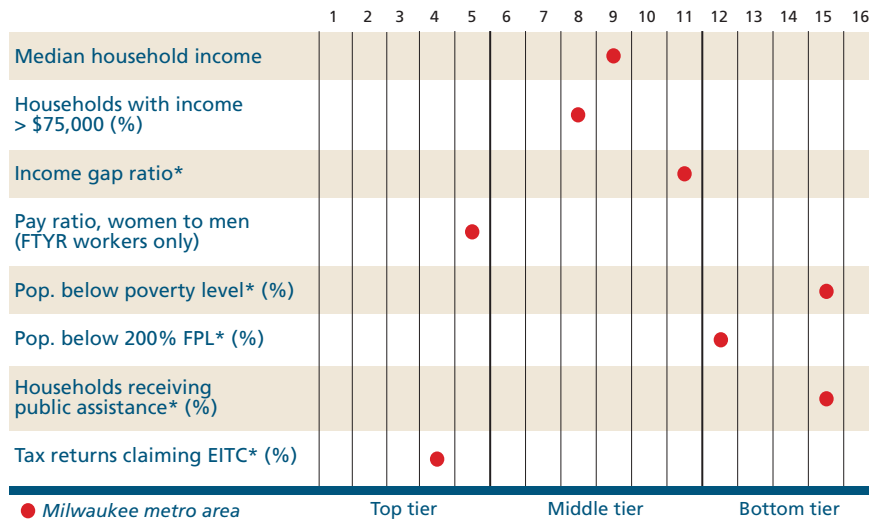
As was the case two years ago, another issue facing metro area residents is the housing market. In keeping with the national trend, foreclosure activity in the metro area has begun to slow down (3.13). Across the country, new housing starts have nearly doubled. Milwaukee, however, has seen relatively little growth in construction rates and still ranks in the bottom tier for new permitted units per 1,000 total housing units (3.11).

Fewer housing choices affect affordability for both renters and owners. Milwaukee ranks in the middle in terms of owner housing affordability (3.14). Slightly fewer than half of renters spend more than 30% of their household income on rent and utilities, a threshold under which the U.S. Department of Housing and Urban Development considers housing to be affordable (3.15).

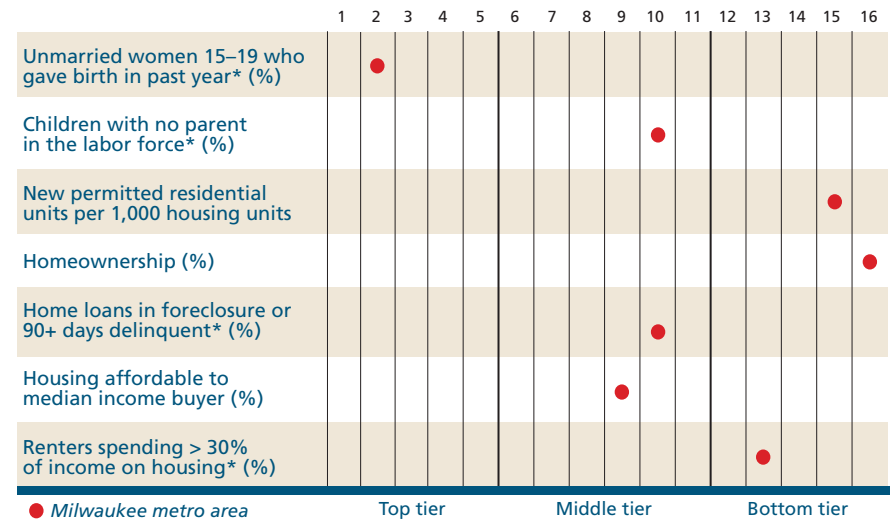
With the slow economic recovery and many renters unable to save for a down payment on a home, the housing market is shifting to one with fewer homebuyers and more renters. This shift is certainly apparent in Milwaukee. The metro area continues to rank last in homeownership—with the lowest number of owner-occupied housing units as a percentage of all households (3.12).

Personal Prosperity: How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Personal Prosperity section.



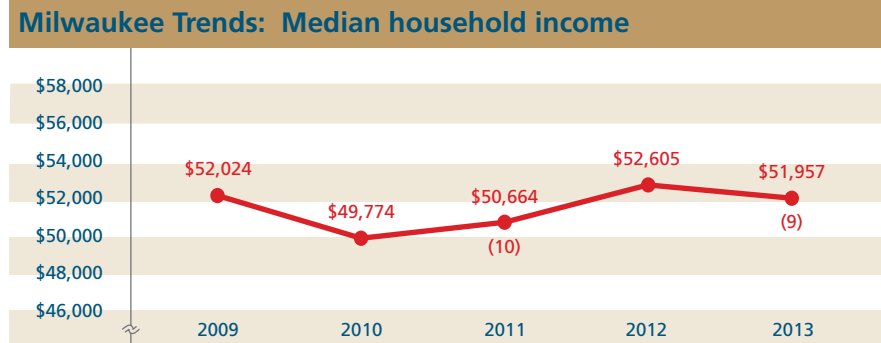
These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).



These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

Indicator 3.01: Household Income

This indicator includes data from the American Community Survey on median household income for the metro area populations and selected racial and ethnic groups. The median income divides all households into two equal groups, one with incomes above the median and the other with incomes below the median. Household income includes wages and salary; interest; dividends; Social Security; Supplemental Security Income; public assistance or welfare payments; and any other sources of income received regularly, such as unemployment compensation, child support, or alimony.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

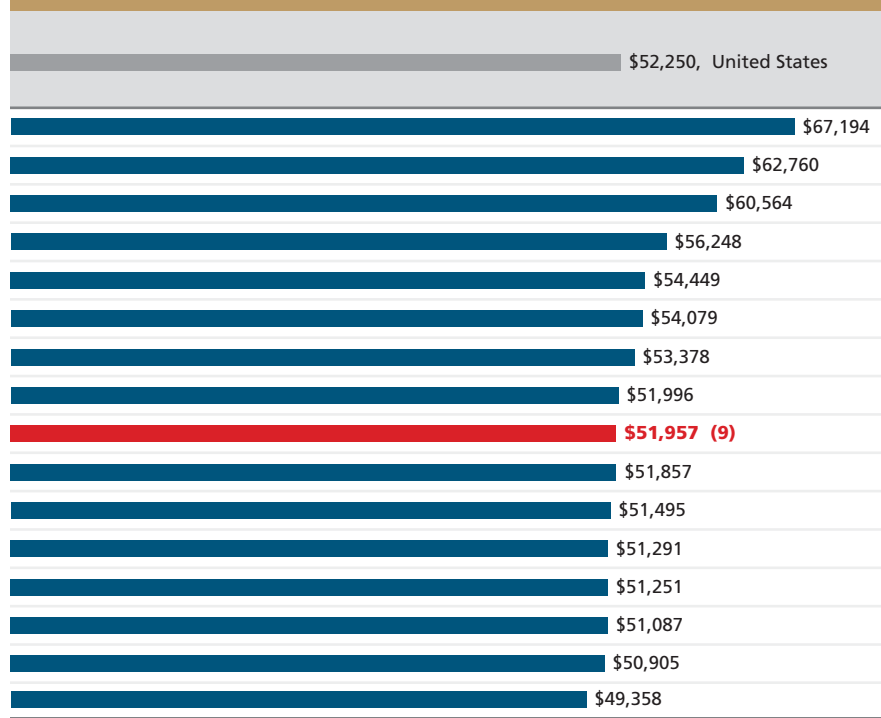
Median household income by race and ethnicity, 2013

Metro area	White, non-Hispanic (\$)	Black or African American (\$)	Asian (\$)	Hispanic or Latino (of any race) (\$)
Minneapolis	(1) 72,014	31,564	65,594	42,764
Denver	70,593	(1) 41,215	74,137	42,071
Chicago	71,910	34,287	77,151	45,349
Kansas City	61,783	35,277	62,456	40,432
Saint Louis	61,254	31,215	66,044	50,570
Columbus	58,582	33,451	74,689	38,520
Cincinnati	58,779	28,684	75,104	42,271
Nashville	56,673	37,716	69,273	36,458
Milwaukee	(4) 62,031	(15) 27,438	(7) 69,363	(15) 32,308
Detroit	60,079	30,162	(1) 82,212	41,276
Jacksonville	57,430	32,469	66,581	50,171
Pittsburgh	(16) 53,227	28,088	67,076	(1) 55,108
Charlotte	58,539	36,522	76,094	38,843
Indianapolis	57,612	31,452	62,225	(16) 27,293
Louisville	55,463	28,826	(16) 60,026	35,571
Cleveland	57,108	(16) 26,646	65,813	38,762

Source: U.S. Census Bureau, American Community Survey

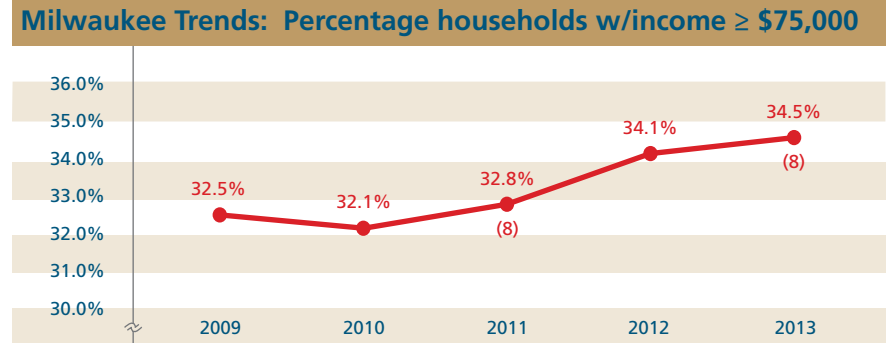
(#) Ranked from highest (1) to lowest (16)

Median household income, 2013



Indicator 3.02: **Income \$75,000 and Above**

This indicator includes data from the American Community Survey on the percentage of all households in the metro areas with a household income of \$75,000 or above as well as the percentages of racial and ethnic subgroups at this income level.

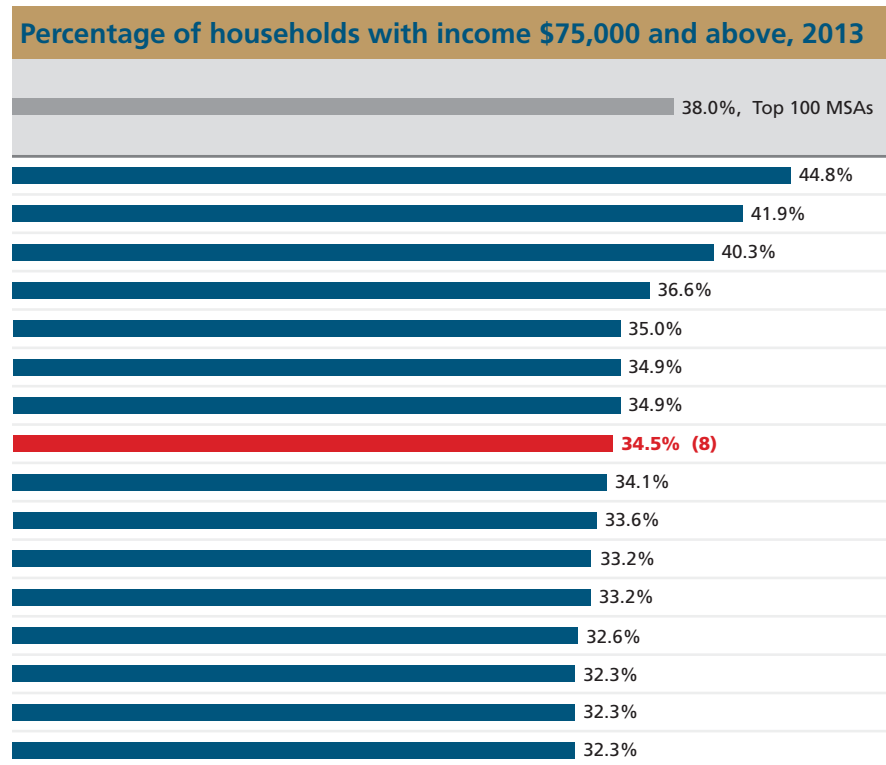


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Household income \$75,000 and above by race and ethnicity, 2013				
Metro area	White, non-Hispanic	Black or African American	Asian	Hispanic or Latino (of any race)
Minneapolis	48.0%	17.4%	42.8%	28.4%
Denver	47.1%	(1) 22.4%	49.5%	24.4%
Chicago	(1) 48.1%	20.4%	51.7%	26.4%
Kansas City	41.0%	17.6%	(16) 38.7%	18.6%
Cincinnati	38.3%	13.1%	50.0%	25.1%
Columbus	38.3%	18.9%	49.7%	18.6%
Saint Louis	39.6%	14.2%	46.0%	31.5%
Milwaukee	(5) 40.8%	(16) 12.6%	(12) 44.7%	(15) 14.8%
Detroit	39.5%	15.8%	(1) 55.7%	27.8%
Charlotte	39.2%	18.8%	51.2%	18.4%
Pittsburgh	(16) 34.6%	15.0%	48.3%	(1) 36.1%
Nashville	36.7%	19.4%	45.1%	15.4%
Jacksonville	36.9%	16.3%	46.6%	27.7%
Cleveland	37.9%	13.2%	45.9%	22.4%
Indianapolis	36.7%	14.7%	40.6%	(16) 12.4%
Louisville	35.6%	16.1%	41.3%	21.4%

Source: U.S. Census Bureau, American Community Survey

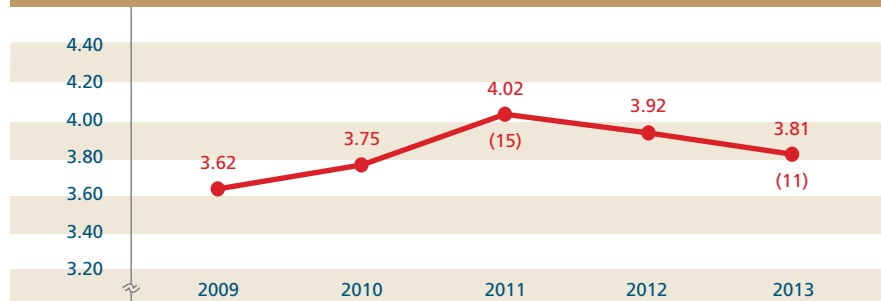
(#) Ranked from highest (1) to lowest (16)



Indicator 3.03: Income Gap

This indicator includes data from the American Community Survey on household income distribution and the gap between those in the highest income (top 20%) and lowest income (bottom 20%) groups. The income gap ratio is the difference between the income levels at the 80th and 20th percentiles, divided by the income level at the 20th percentile. The higher the ratio, the greater the gap, or disparity, between the top and bottom 20% of households.

Milwaukee Trends: Income gap ratio, 80th and 20th percentiles



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

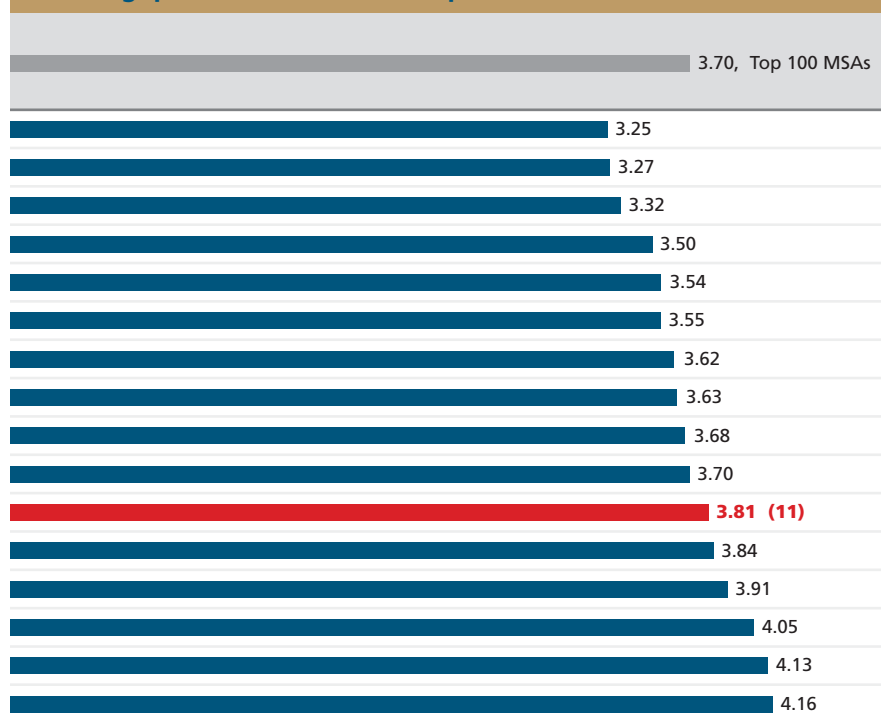
Household incomes at 20th and 80th percentiles, 2013*

Metro area	Income level 20th percentile (\$)	Income level 80th percentile (\$)
Minneapolis	(1) 29,054	(1) 123,457
Nashville	23,537	100,540
Kansas City	24,622	106,346
Jacksonville	22,554	101,562
Denver	26,905	122,280
Louisville	21,658	(16) 98,519
Columbus	23,083	106,633
Indianapolis	21,717	100,481
Saint Louis	22,580	105,586
Charlotte	22,219	104,502
Milwaukee	(13) 21,496	(10) 103,399
Cincinnati	22,006	106,509
Pittsburgh	20,676	101,522
Chicago	23,823	120,393
Cleveland	(16) 19,578	100,478
Detroit	20,295	104,690

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16);
except (*) ranked from highest (1) to lowest (16)

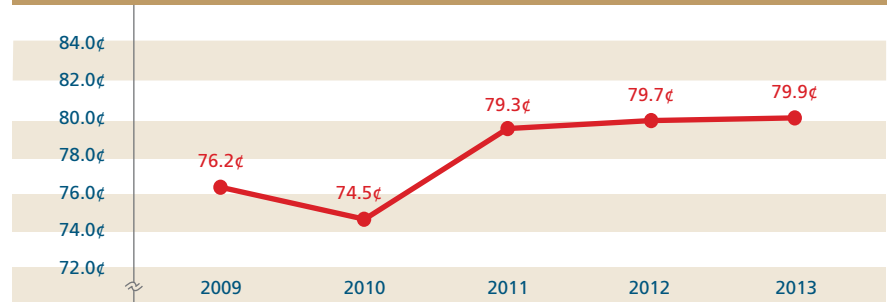
Income gap ratio, 80th and 20th percentiles, 2013



Indicator 3.04: Pay Equity

This indicator includes data from the American Community Survey on disparities in median earnings between men and women working full time, year round (FTYR). It measures women's pay equity with men working the same amount in terms of cents on the dollar. This indicator has been modified from the 2013 report (see Appendix A).

Milwaukee Trends: Pay ratio, women to men, cents per dollar



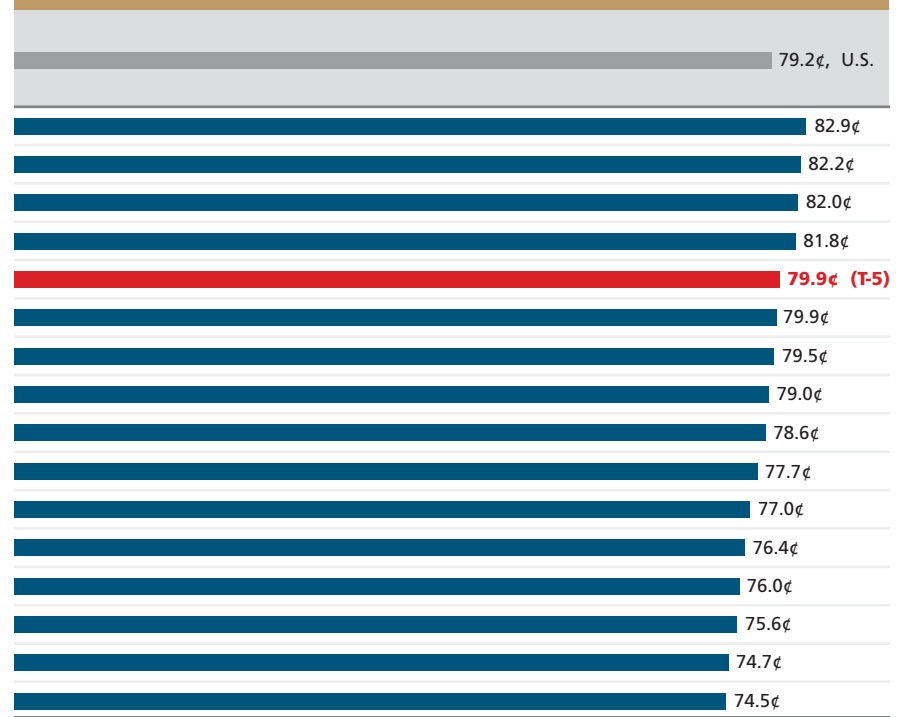
Women's median earnings, 2013

Metro area	Median earnings for all workers who are women (\$)	Median earnings for FTYR workers who are women (\$)
Nashville	26,441	37,256
Columbus	27,047	40,593
Minneapolis	(1) 30,776	(1) 45,412
Denver	29,400	42,832
Milwaukee	(9) 26,332	(4) 40,794
Charlotte	25,807	37,496
Jacksonville	26,989	(16) 36,245
Chicago	27,698	42,229
Louisville	25,863	36,760
Cleveland	26,257	39,474
Kansas City	27,571	39,319
Cincinnati	(16) 25,060	38,914
Saint Louis	27,051	39,161
Detroit	25,661	40,731
Indianapolis	25,859	37,433
Pittsburgh	25,804	38,145

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

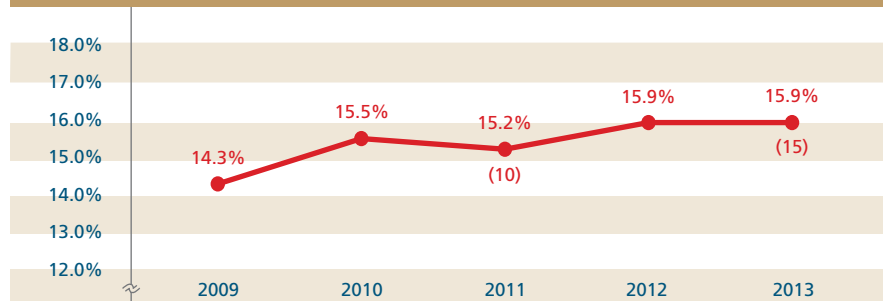
Pay ratio, women to men (FTYR workers only), cents per \$, 2013



Indicator 3.05: **Poverty**

This indicator includes data from the American Community Survey on poverty rates of the metro area populations and selected racial and ethnic groups. The poverty rate is the percentage of the population in households living below the poverty threshold as defined by the U.S. Census Bureau.

Milwaukee Trends: Percentage population* below poverty level



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Percentage population* below poverty level by race/ethnicity, 2013

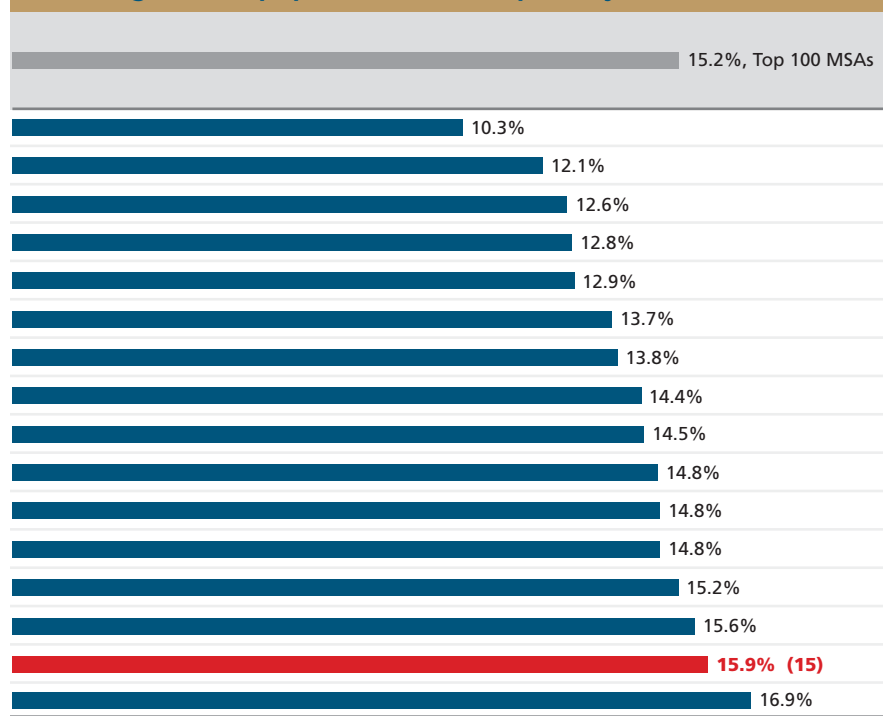
Metro area	White, non-Hispanic	Black or African American	Asian	Hispanic origin (of any race)
Minneapolis	(1) 6.4%	31.3%	18.1%	22.5%
Denver	7.4%	25.2%	10.9%	22.7%
Kansas City	8.6%	25.6%	15.2%	25.6%
Pittsburgh	10.3%	33.0%	(16) 20.6%	21.7%
Saint Louis	8.3%	30.1%	13.7%	16.1%
Nashville	10.6%	(1) 22.4%	(1) 7.4%	27.8%
Louisville	10.6%	26.2%	13.4%	29.9%
Chicago	7.3%	30.4%	11.3%	20.6%
Cincinnati	10.9%	33.8%	13.1%	28.6%
Charlotte	9.6%	24.9%	13.4%	26.1%
Jacksonville	10.9%	28.1%	9.3%	(1) 14.3%
Columbus	11.0%	31.0%	9.0%	29.1%
Indianapolis	10.4%	29.9%	9.3%	(16) 37.4%
Cleveland	9.7%	33.6%	10.3%	25.6%
Milwaukee	(5) 8.5%	(16) 38.1%	(13) 14.2%	(14) 29.3%
Detroit	(16) 11.2%	33.1%	10.4%	23.4%

Source: U.S. Census Bureau, American Community Survey

* Population for whom poverty status is determined (i.e., population in households)

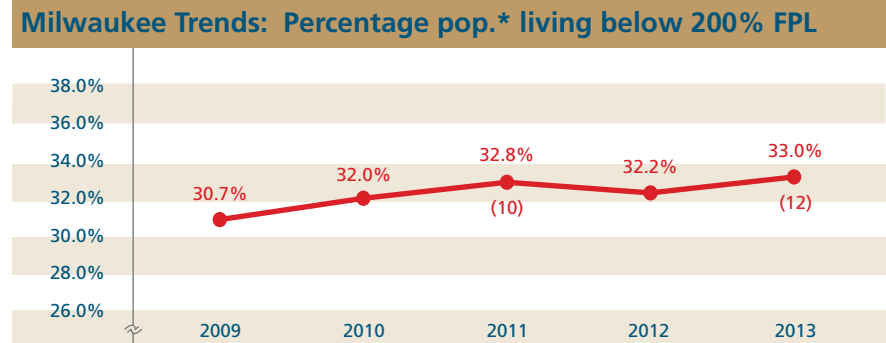
(#) Ranked from lowest (1) to highest (16)

Percentage of the population* below poverty level, 2013



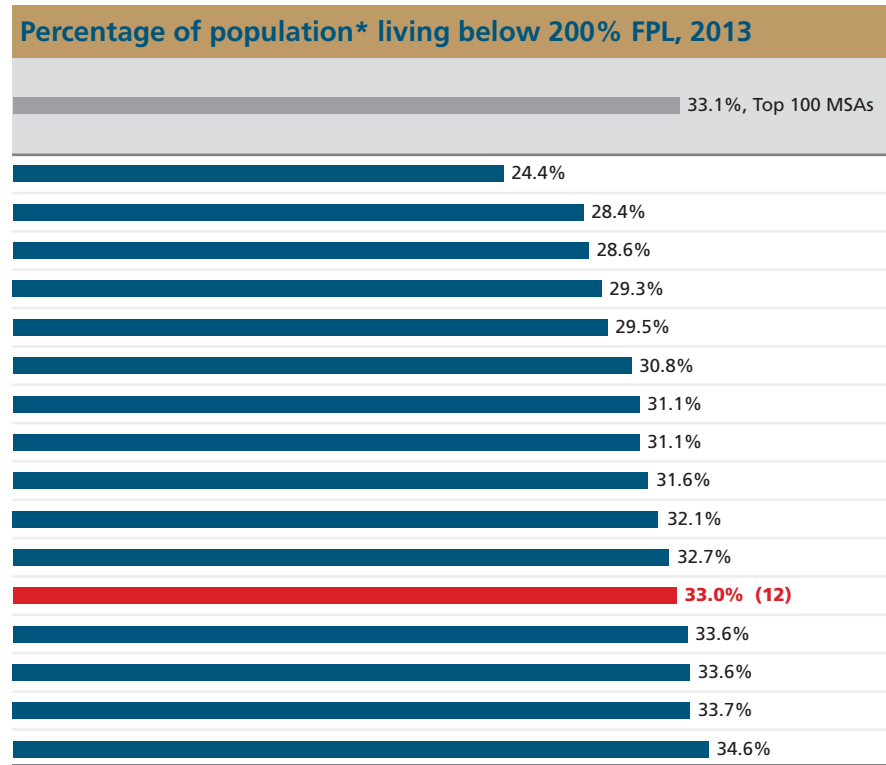
Indicator 3.06: Low Income

This indicator includes data from the American Community Survey on persons living in households with incomes below 200% of the federal poverty level (FPL). This is a common threshold for identifying low-income households. Furthermore, eligibility for public assistance to low-income households is typically capped at or near 200% FPL.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Population* living below 200% of FPL, 2013		
Metro area	Population for whom poverty status is determined**	Population in households with incomes below 200% FPL
Minneapolis	3,397,278	827,847
Denver	2,663,509	756,249
Pittsburgh	2,300,779	658,954
Saint Louis	2,740,729	802,810
Kansas City	2,018,783	596,290
Cincinnati	2,084,132	641,175
Chicago	(1) 9,375,444	(16) 2,915,559
Louisville	(16) 1,237,895	(1) 385,547
Columbus	1,913,546	604,163
Cleveland	2,023,498	649,215
Nashville	1,718,322	561,187
Milwaukee	(14) 1,539,233	(3) 508,021
Jacksonville	1,366,441	458,960
Detroit	4,252,247	1,430,712
Indianapolis	1,909,800	643,605
Charlotte	2,298,466	794,572



Source: U.S. Census Bureau, American Community Survey

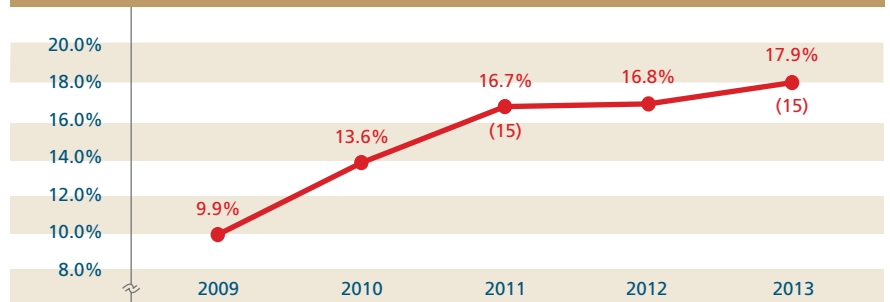
* Population for whom poverty status is determined (i.e., population in households)

(#) Ranked from lowest (1) to highest (16), except (**) ranked highest to lowest

Indicator 3.07: Income Supports

This indicator includes data from the American Community Survey on households that received government income supports in the previous 12 months. Income supports include public assistance payments from state or local government, food stamps, and Supplemental Security Income (SSI).

Milwaukee Trends: Percentage households receiving public assist.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

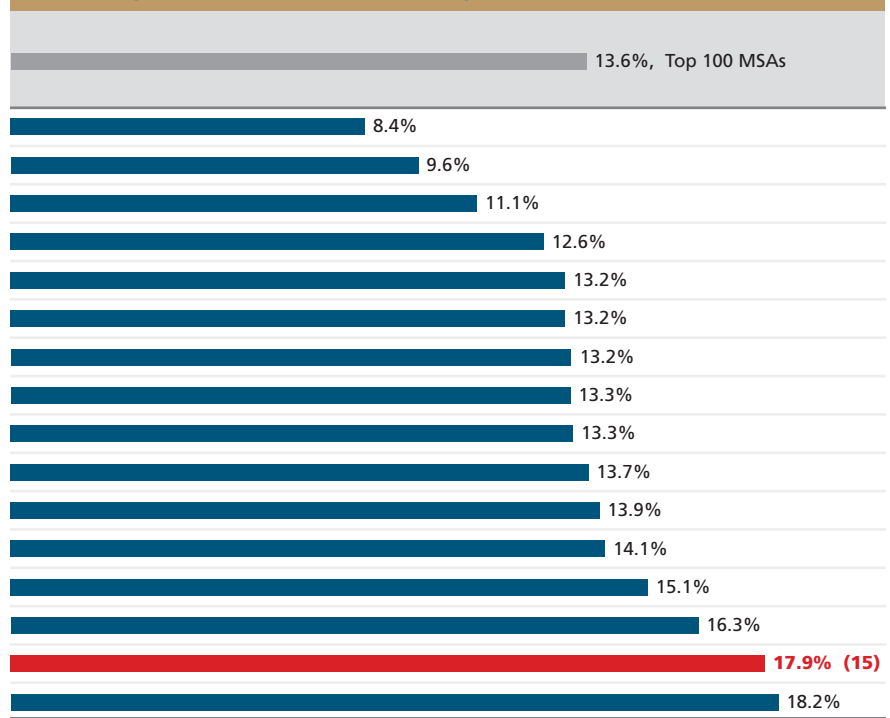
Households receiving SSI, cash assistance, and food stamps, 2013

Metro area		Number receiving SSI	Number receiving cash public assistance	Number receiving food stamps
Denver		31,669	18,219	81,054
Minneapolis		48,776	46,941	119,003
Kansas City		33,891	16,604	84,107
Pittsburgh		56,114	26,832	118,834
Saint Louis		50,578	23,292	138,863
Charlotte		34,200	15,823	108,957
Louisville		27,514	(1) 12,271	(1) 62,811
Nashville		25,714	26,963	84,582
Cincinnati		44,280	20,488	105,366
Jacksonville	(1)	24,610	12,662	67,702
Indianapolis		29,324	14,349	99,660
Chicago	(16)	162,610	(16) 94,546	(16) 459,515
Columbus		39,196	22,368	109,818
Cleveland		47,503	28,670	131,941
Milwaukee	(8)	35,656	(6) 16,673	(8) 106,710
Detroit		112,100	53,823	290,820

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

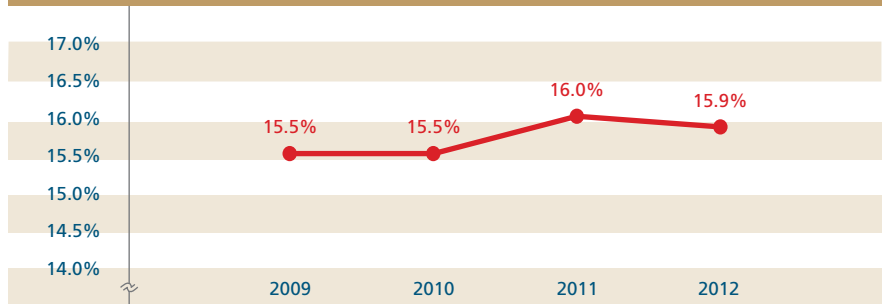
Percentage of households receiving public assistance, 2013



Indicator 3.08: Earned Income Tax Credit

This indicator includes data from the Brookings Institution on tax returns claiming the Earned Income Tax Credit (EITC). The EITC is a federal income tax credit for low-income workers that reduces the amount of tax an individual owes and may be returned in the form of a refund. The study was based on an analysis of tax returns filed with the Internal Revenue Service between the months of January and June. These data are for metro areas based on June 2003 definitions. This indicator is new to the 2015 report.

Milwaukee Trends: Percentage of tax returns claiming the EITC



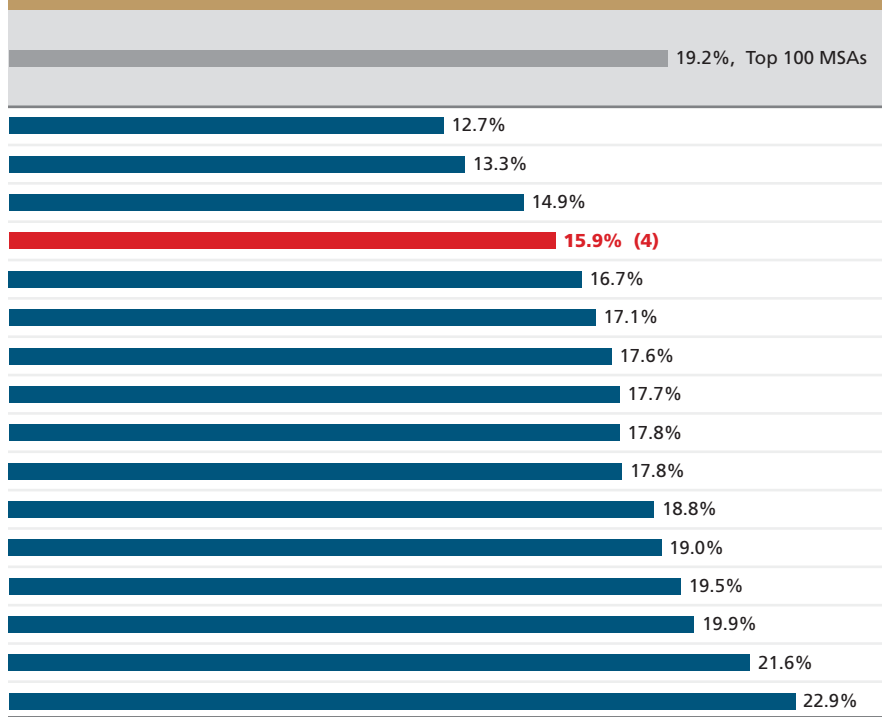
Number of tax returns, 2012

Metro area	Total number of tax returns*	Number of tax returns claiming the EITC
Minneapolis	1,545,738	195,588
Pittsburgh	1,128,335	149,915
Denver	1,148,260	171,642
Milwaukee	(13) 714,321	(1) 113,363
Kansas City	889,653	148,701
Cincinnati	955,371	162,955
Chicago	(1) 4,184,721	(16) 734,981
Columbus	851,992	151,177
Cleveland	959,843	170,665
Saint Louis	1,259,337	224,637
Indianapolis	808,087	151,836
Detroit	1,915,876	364,071
Nashville	708,192	138,211
Louisville	(16) 576,535	114,903
Charlotte	750,777	161,934
Jacksonville	594,571	135,991

Source: Brookings Institution, EITC Interactive

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest to lowest

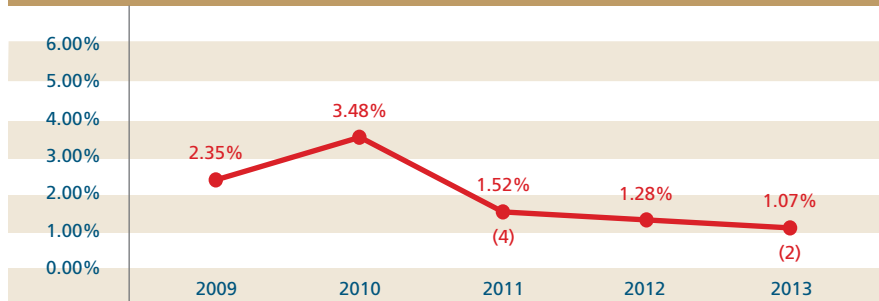
Percentage of tax returns claiming the EITC, 2012



Indicator 3.09: Teen Pregnancy

This indicator includes data from the American Community Survey on unmarried women ages 15 to 19 that gave birth in the previous 12 months. Beyond the biological risk of low birth weight that is connected with the age of the mother, there are several socioeconomic risks with teen pregnancy, including lower educational levels, higher rates of poverty, and poorer quality of life for children of teenage mothers.

Milwaukee Trends: Unmarried women 15–19 gave birth past yr.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

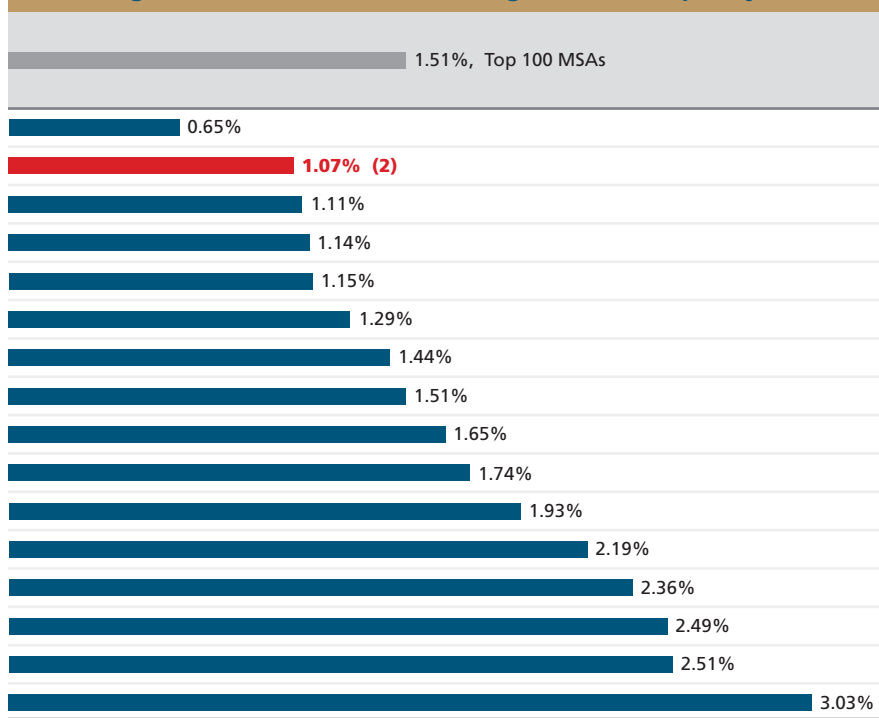
Number of unmarried women ages 15–19, 2013

Metro area	Total number of unmarried women ages 15–19*	Number of unmarried women ages 15–19 who gave birth in last 12 months
Denver	75,293	(1) 489
Milwaukee	(14) 50,713	(3) 545
Jacksonville	44,417	493
Kansas City	62,734	717
Saint Louis	89,250	1,029
Minneapolis	108,046	1,399
Pittsburgh	72,215	1,043
Chicago	(1) 315,232	(16) 4,750
Charlotte	74,740	1,236
Columbus	63,120	1,100
Cleveland	65,176	1,260
Detroit	139,838	3,062
Indianapolis	60,203	1,421
Cincinnati	69,583	1,735
Louisville	(16) 38,609	971
Nashville	53,882	1,635

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest to lowest

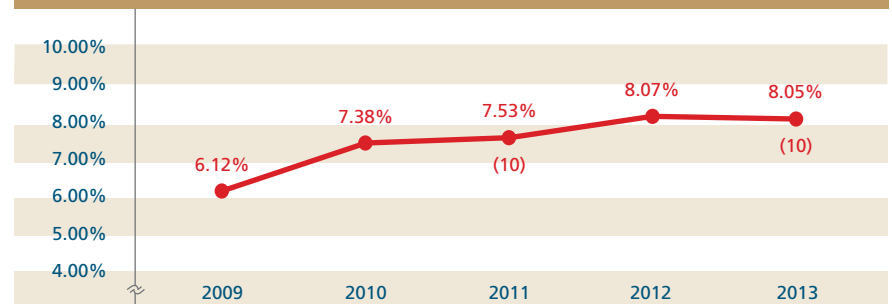
Percentage unmarried women 15–19 gave birth in past year, 2013



Indicator 3.10: Parental Employment

This indicator includes data from the American Community Survey on families in which no parent is in the labor force. It is a measure of security and stability for children. Children with all parents outside the labor force are economically vulnerable. This does not include children whose parents are in the labor force but unemployed.

Milwaukee Trends: Percentage under 18 w/no parent in labor force



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

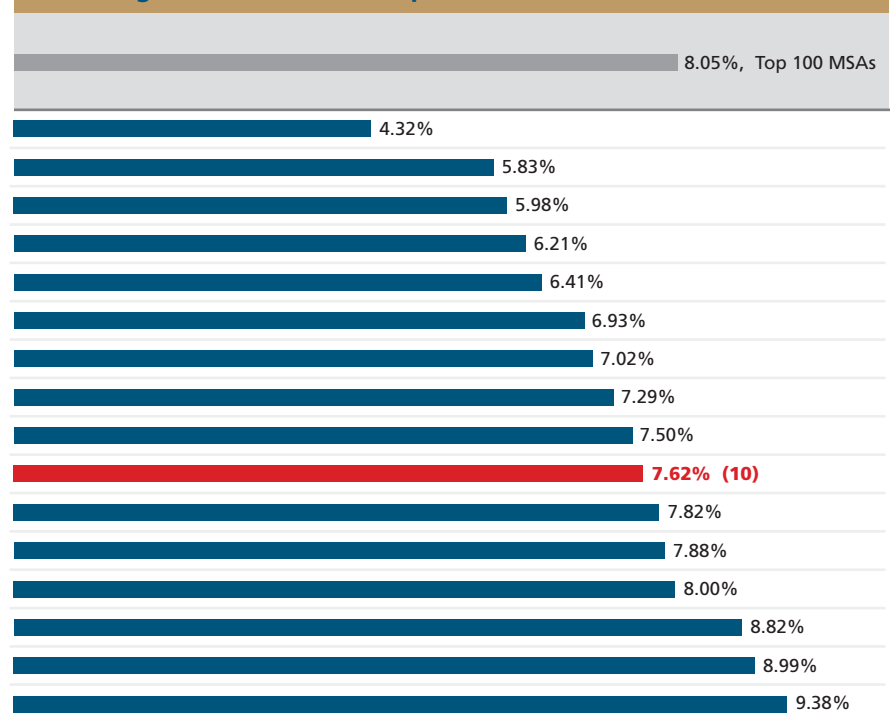
Population under 18 with all parents in the labor force, 2013

Metro area	Population under age 18 living with a parent	Percentage with both parents or only parent in the labor force
Minneapolis	811,385	(1) 76.0%
Denver	626,050	69.4%
Charlotte	553,538	71.4%
Chicago	(1) 2,204,929	69.5%
Saint Louis	610,461	74.6%
Kansas City	490,042	72.0%
Columbus	456,316	73.9%
Indianapolis	471,922	72.4%
Nashville	396,902	(16) 67.3%
Milwaukee	(14) 357,805	(3) 74.3%
Cincinnati	492,729	70.7%
Louisville	(16) 271,699	72.9%
Pittsburgh	439,712	70.2%
Jacksonville	301,151	70.5%
Cleveland	437,356	72.0%
Detroit	954,050	68.1%

Source: U.S. Census Bureau, American Community Survey

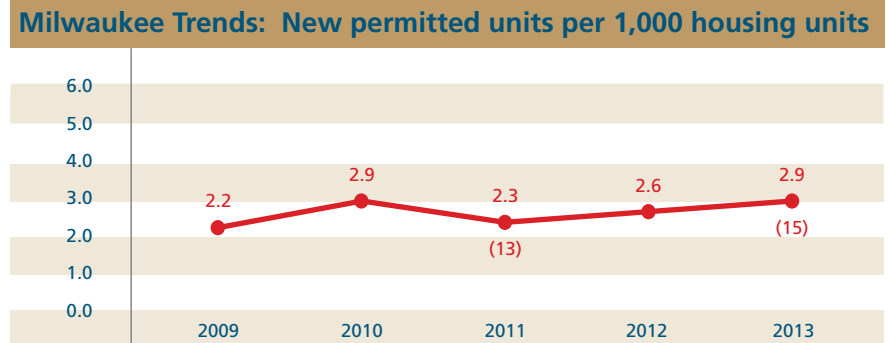
(#) Ranked from highest (1) to lowest (16), except (*) ranked from lowest (1) to highest (16)

Percentage under 18 with no parent in the labor force, 2013*



Indicator 3.11: New Housing Starts

This indicator includes data from the Census Bureau on new housing starts. The Census Bureau collects and reports on building permit data from U.S. cities. New housing starts include residential building permits for both single-family and multiple-unit residential buildings.

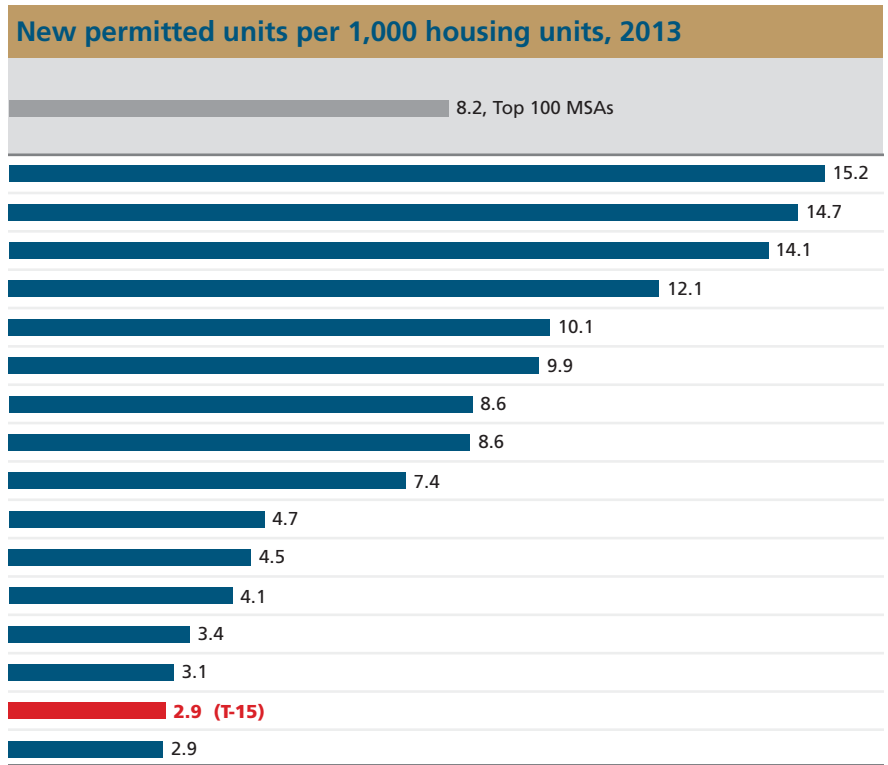


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

New housing starts, 2013			
Metro area	Number of new permitted residential units	Percentage new permitted units within multiunit structures	Total number of housing units
Nashville	10,889	35.5%	718,572
Charlotte	14,009	37.2%	955,454
Denver	(1) 15,475	55.0%	1,097,911
Jacksonville	7,358	14.6%	609,262
Columbus	8,363	(1) 58.2%	831,380
Indianapolis	8,151	38.5%	827,489
Kansas City	7,532	43.9%	876,401
Minneapolis	12,033	40.4%	1,406,054
Louisville	4,017	36.5%	(16) 544,586
Cincinnati	4,330	23.6%	914,522
Saint Louis	5,548	16.3%	1,229,930
Pittsburgh	4,563	28.8%	1,100,717
Detroit	6,352	(16) 14.3%	1,887,929
Chicago	11,627	37.6%	(1) 3,791,588
Milwaukee	(16) 1,949	(10) 34.6%	(14) 669,901
Cleveland	2,741	18.2%	953,523

Source: U.S. Census Bureau, Building Permits Survey

(#) Ranked from highest (1) to lowest (16)



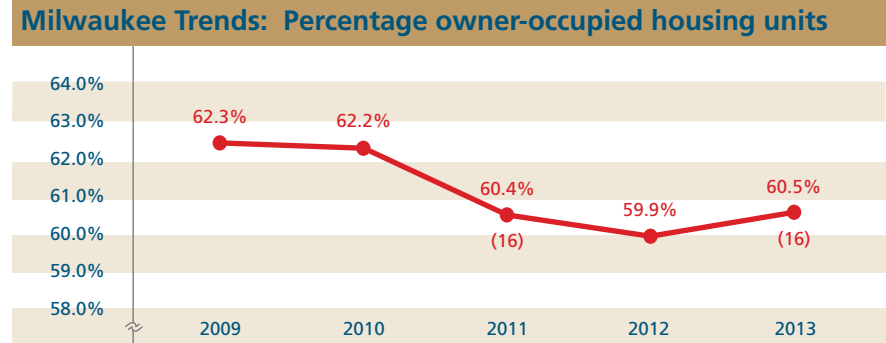
Indicator 3.12: Homeownership

This indicator includes data on homeownership from the American Community Survey (ACS). The ACS considers a housing unit to be owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for.

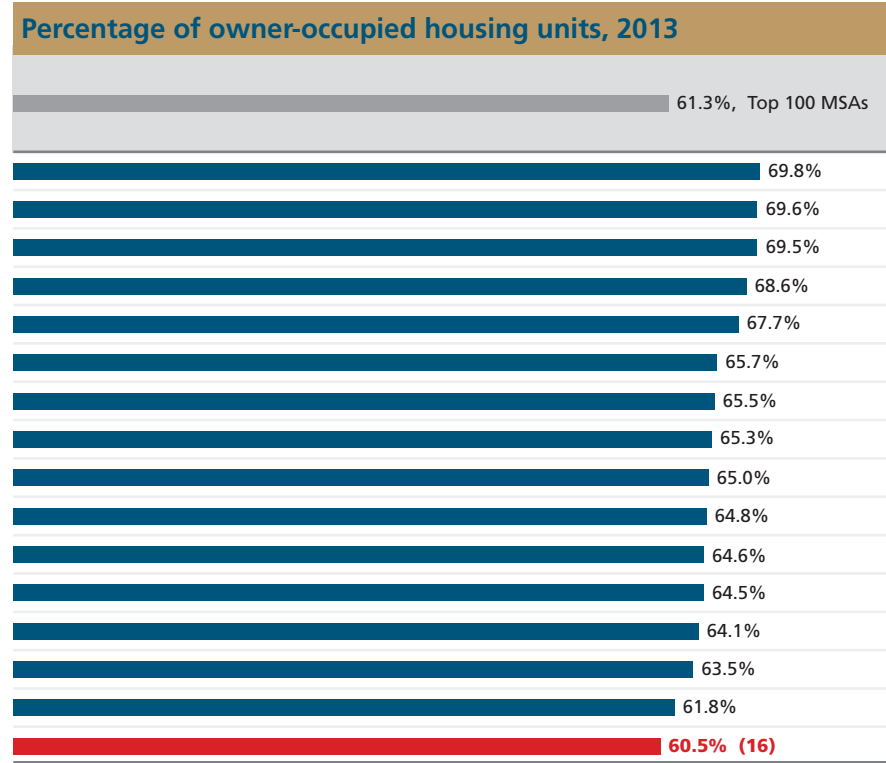
Owner-occupied housing units, 2013		
Metro area	Total occupied housing units	Total owner-occupied housing units
Pittsburgh	988,106	689,627
Saint Louis	1,105,652	769,289
Minneapolis	1,332,110	925,512
Detroit	1,658,085	1,137,245
Louisville	(16) 494,276	(16) 334,631
Nashville	662,187	435,026
Cincinnati	822,005	538,676
Jacksonville	516,144	336,866
Charlotte	859,709	558,635
Cleveland	844,428	547,584
Indianapolis	739,503	477,758
Kansas City	798,618	514,952
Chicago	(1) 3,450,331	(1) 2,211,699
Denver	1,035,096	657,099
Columbus	750,394	463,918
Milwaukee	(14) 622,962	(14) 377,065

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses



Indicator 3.13: Foreclosures

This indicator includes data from the Center for Housing Policy, the Local Initiatives Support Corporation, and the Urban Institute on foreclosure activity. Traditional measures typically only include properties that have already gone into foreclosure. The Serious Delinquency Rate was designed to better assess the level of mortgage distress by combining the percentage of all home mortgage loans in foreclosure with those that are 90 or more days delinquent but have not yet entered foreclosure. These data are for metro areas based on June 2003 definitions. This indicator has been modified from the 2013 report (see Appendix A).

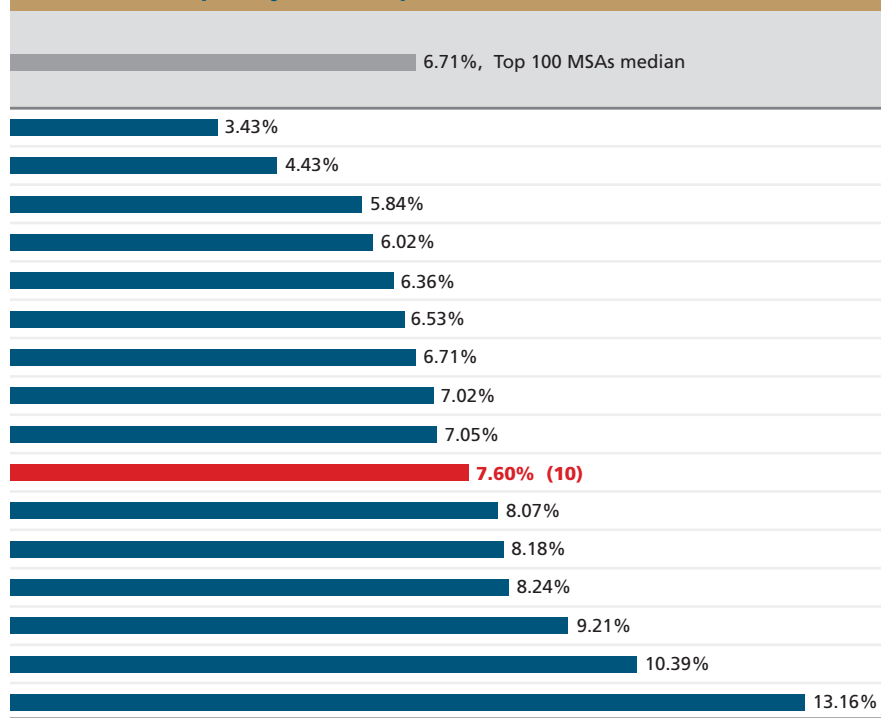
Milwaukee Trends: Serious Delinquency Rate



Foreclosures and home mortgage delinquencies, September 2013

Metro area	Percentage of all home mortgage loans in foreclosure	Percentage of all home mortgage loans 90 or more days delinquent
Minneapolis	(1) 1.89%	(1) 1.54%
Denver	2.62%	1.81%
Charlotte	2.92%	2.92%
Kansas City	3.10%	2.92%
Nashville	3.39%	2.97%
Saint Louis	3.46%	3.07%
Pittsburgh	4.01%	2.70%
Detroit	3.27%	3.74%
Louisville	4.28%	2.77%
Milwaukee	(10) 4.39%	(11) 3.21%
Cincinnati	4.94%	3.13%
Indianapolis	4.94%	3.24%
Columbus	4.99%	3.25%
Chicago	6.03%	3.17%
Cleveland	6.20%	4.19%
Jacksonville	(16) 8.59%	(16) 4.57%

Serious Delinquency Rate, September 2013



Source: National Housing Conference + Center for Housing Policy/
Local Initiatives Support Corporation/Urban Institute, Foreclosure-Response.org

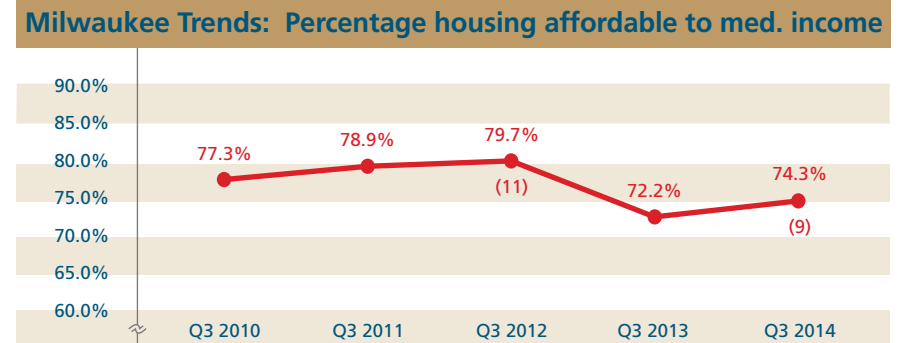
(#) Ranked from lowest (1) to highest (16)

Indicator 3.14: Owner Housing Affordability

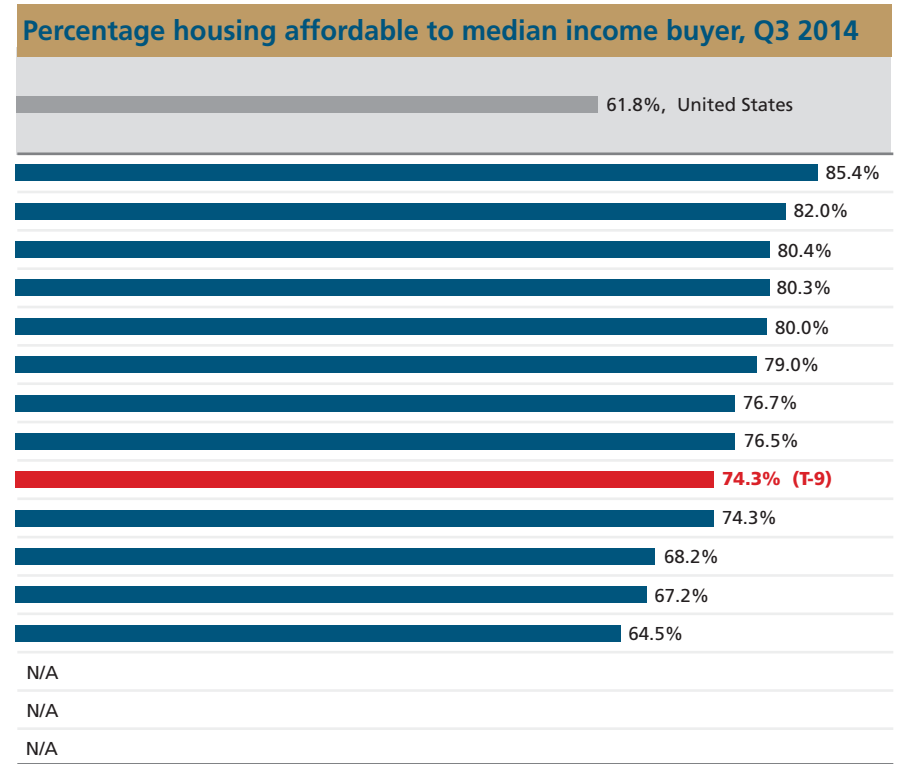
This indicator includes data compiled by the National Association of Home Builders on owner housing affordability across the nation. The affordability data are based on the U.S. Department of Housing and Urban Development median family income, interest rates, and the price of existing and new homes sold in each market area for a particular quarter. Data on homes sold are collected from court records on sales nationwide. These data are for metro areas based on June 2003 definitions.

Median sales price and median family income, third quarter 2014		
Metro area	Median sale price (\$)	Median family income (\$)
Indianapolis	131,000	64,300
Cincinnati	141,000	68,500
Cleveland	(12) 125,000	(12) 62,600
Saint Louis	154,000	67,100
Louisville	150,000	64,300
Pittsburgh	140,000	65,600
Detroit	N/A	N/A
Minneapolis	210,000	(1) 82,900
Milwaukee	(5) 170,000	(3) 70,300
Jacksonville	156,000	63,200
Columbus	175,000	70,000
Charlotte	189,000	64,200
Denver	(1) 278,000	76,700
Chicago	N/A	N/A
Kansas City	N/A	N/A
Nashville	N/A	N/A

Source: National Association of Home Builders
N/A = data not available



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

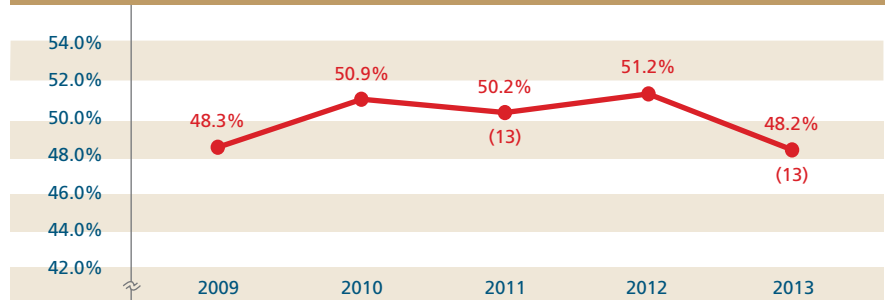


(#) Ranked from highest (1) to lowest (16)

Indicator 3.15: Rental Housing Affordability

This indicator includes data from the American Community Survey on renter housing units and their affordability to their occupants. According to the U.S. Department of Housing and Urban Development (HUD), housing is affordable if renters pay no more than 30% of their annual household income for rent and utilities. Households who pay more than 30% of their income for housing are considered by HUD to be “cost burdened.”

Milwaukee Trends: Renters spending > 30% of income on housing



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

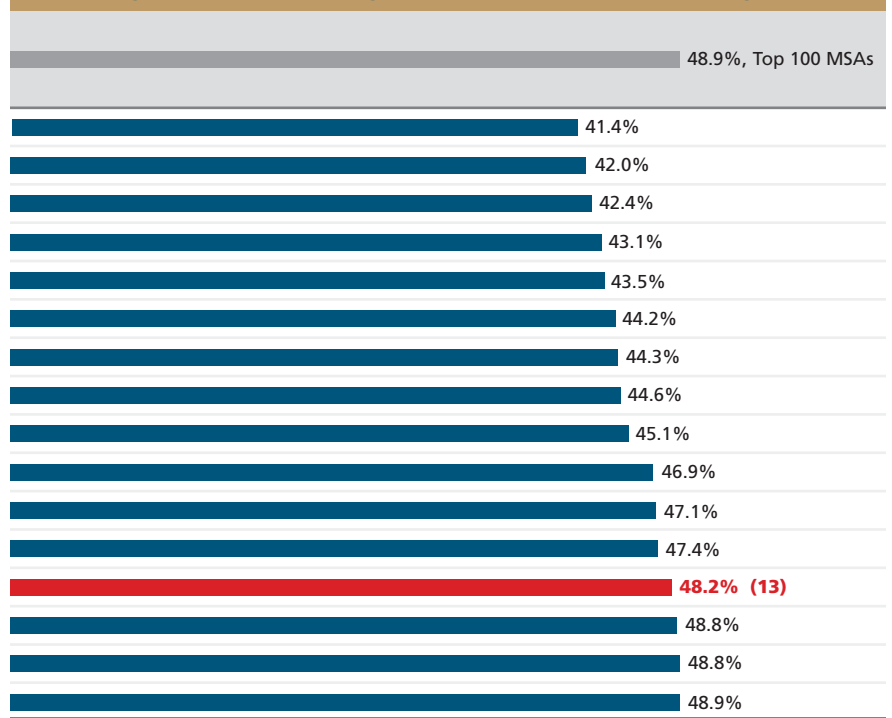
Renter-occupied housing units and housing cost burden, 2013

Metro area		Total renter-occupied housing units*		Number of renters spending > 30% of income on housing
Louisville	(16)	159,645	(1)	66,027
Pittsburgh		298,479		125,292
Cincinnati		283,329		120,116
Columbus		286,476		123,537
Kansas City		283,666		123,310
Saint Louis		336,363		148,739
Nashville		227,161		100,642
Charlotte		301,074		134,257
Minneapolis		406,598		183,556
Cleveland		296,844		139,195
Chicago	(1)	1,238,632	(16)	583,976
Indianapolis		261,745		123,952
Milwaukee	(13)	245,897	(4)	118,546
Denver		377,997		184,283
Detroit		520,840		254,335
Jacksonville		179,278		87,703

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest (1) to lowest (16)

Percentage renters spending > 30% of income on housing, 2013



Section 4: Lifelong Learning

This section includes indicators of educational attainment, language, school attendance, and enrollment that describe the educational resources of the metro areas.

The following are the Lifelong Learning indicator categories:

4.01 Educational Attainment

4.02 English Language

4.03 Pre-K Enrollment

4.04 School Lunch Assistance

4.05 High School Attendance

4.06 Higher Education Enrollment

4.07 Research Doctorates

Lifelong Learning Overview

This section includes indicators measuring educational attainment, language skills, school attendance and enrollment, access to free or reduced-price lunch, and academic research. These indicators help describe the academic and educational potential of the metro area populations. Better language skills, more academic engagement, and greater access to educational resources can increase a metro area's potential to stay economically competitive.

The table on the right shows where the rankings in this section fall. Milwaukee's overall educational outlook is fair—an improvement from the last report. More than half of the indicators in this section now fall in or near the top tier. There are signs, however, that although the metro area is good at educating people, it is failing to attract or retain a highly educated workforce.

High School Attendance

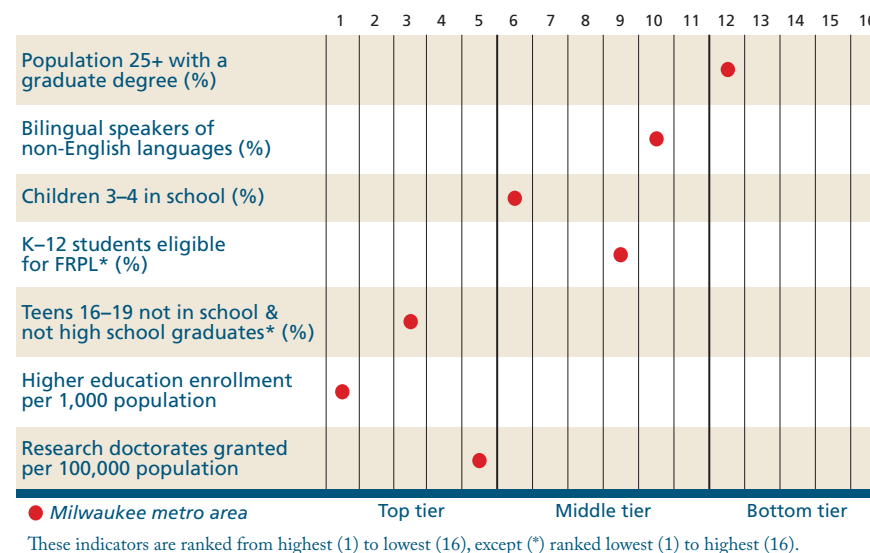
Milwaukee has seen dramatic improvement in high school attendance since the last report. The metro area has moved into the top tier for this indicator, with a substantial decrease in the status dropout rate, or the percentage of teens ages 16 to 19 who are neither in school nor high school graduates (Indicator 4.05).

Higher Education

With four major institutions of higher learning—the University of Wisconsin-Milwaukee, Marquette University, the Medical College of Wisconsin, and Cardinal Stritch University—the metro area remains in the top tier for research doctoral degrees awarded per 100,000 persons in the population (4.07). These institutions also have helped move Milwaukee into first place for enrollment in college or graduate school per 1,000 people in the metro area (4.06).

How Milwaukee Compares

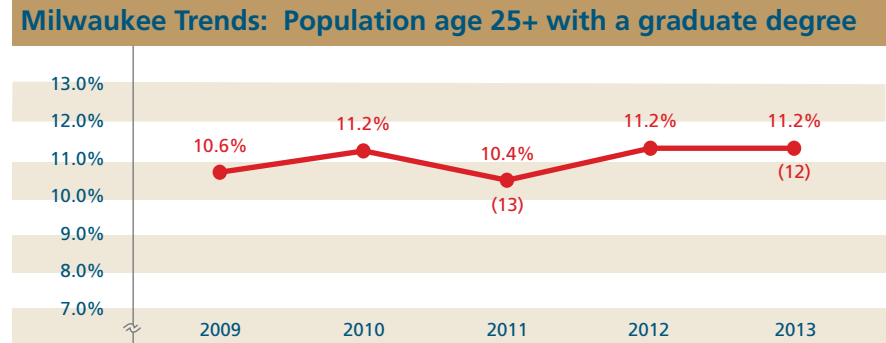
This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Lifelong Learning section.



At the same time it appears these students are not staying in the area once they graduate. Milwaukee still ranks in the bottom tier for the percentage of residents age 25 and older with a graduate degree (4.01). In addition, the metro area is doing a poor job of attracting graduate degree-level talent. As mentioned in Section 2, Milwaukee ranks in the bottom tier for new residents with a graduate degree (2.21). These indicators suggest that the metro area lacks the type of jobs that attract or help retain human capital.

Indicator 4.01: Educational Attainment

This indicator includes data from the American Community Survey on the educational attainment of the adult population (persons age 25 years and older).

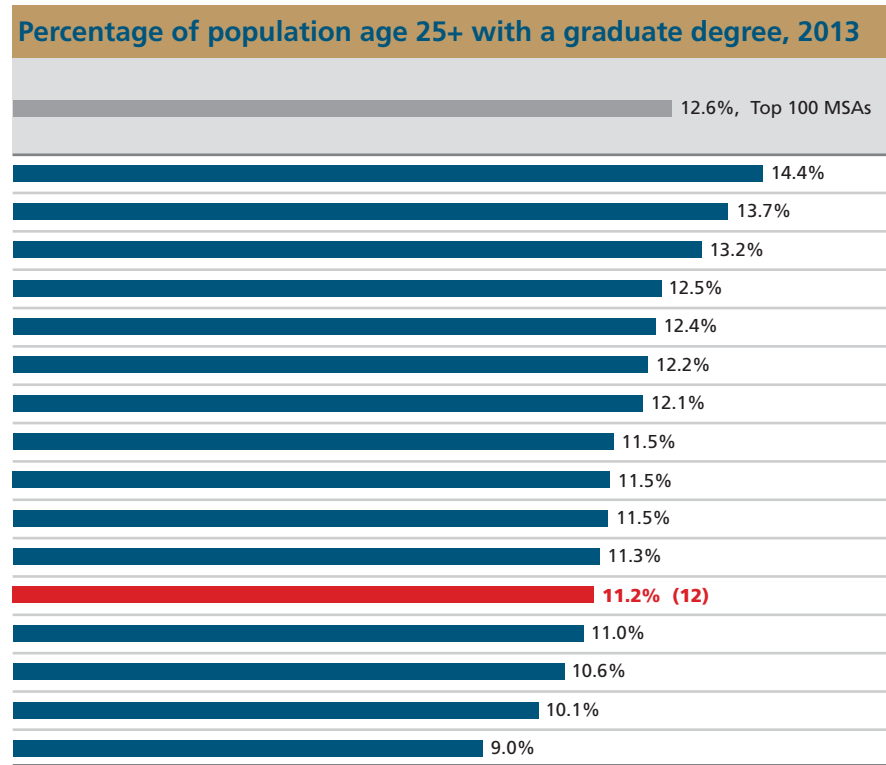


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Educational attainment, population 25 years and older, 2013				
Metro area	Percentage without a high school diploma*	Percentage with no higher than a high school diploma*	Percentage with a bachelor's degree or higher	
Denver	9.9%	(1) 20.4%	(1) 40.3%	
Chicago	12.8%	24.8%	35.1%	
Minneapolis	(1) 7.0%	22.8%	39.3%	
Pittsburgh	7.5%	(16) 34.6%	32.2%	
Saint Louis	9.1%	26.5%	32.5%	
Kansas City	8.8%	26.5%	33.7%	
Columbus	10.0%	29.4%	33.7%	
Cincinnati	10.4%	30.4%	31.2%	
Detroit	11.4%	27.3%	29.0%	
Cleveland	10.6%	29.7%	29.8%	
Nashville	11.8%	28.6%	32.3%	
Milwaukee	(7) 10.0%	(7) 27.2%	(6) 33.2%	
Indianapolis	11.3%	28.8%	30.8%	
Louisville	11.7%	31.1%	(16) 27.0%	
Charlotte	(16) 13.1%	25.0%	32.0%	
Jacksonville	9.7%	28.0%	28.3%	

Source: U.S. Census Bureau, American Community Survey

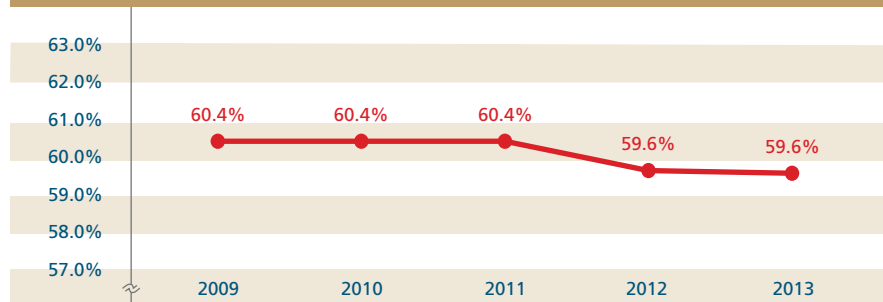
(#) Ranked from highest (1) to lowest (16); except (*) ranked from lowest (1) to highest (16)



Indicator 4.02: English Language

This indicator includes data from the American Community Survey on English-speaking ability among the population speaking another language at home. Bilingual speakers of non-English languages are defined here as the population age 5 and older speaking English “very well” while also speaking a language other than English at home. Persons lacking the ability to speak English well can have difficulty functioning in U.S. society. This indicator has been modified from the 2013 report (see Appendix A).

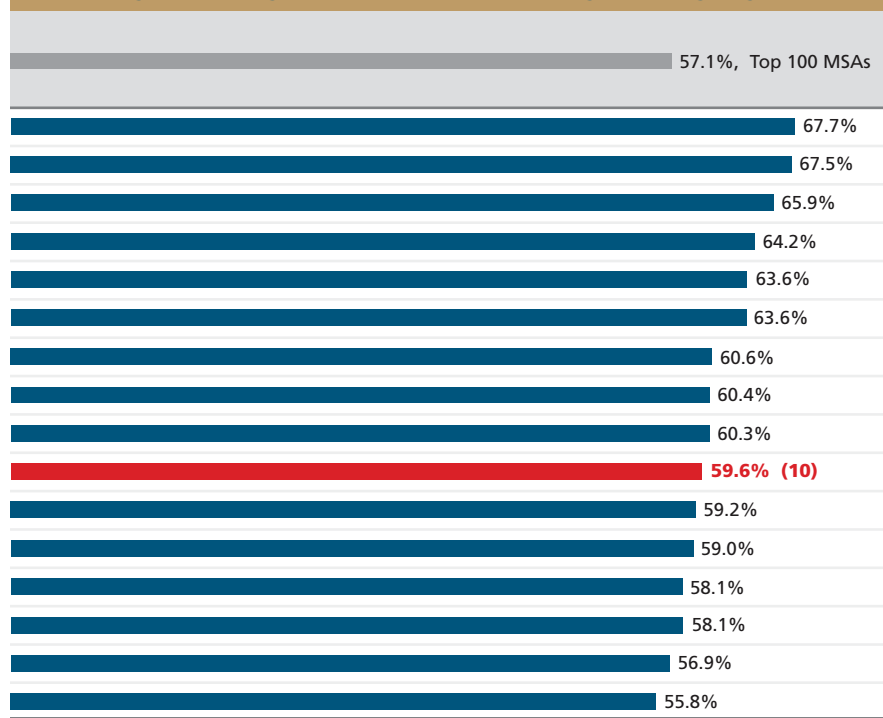
Milwaukee Trends: Bilingual speakers of non-English languages



Speakers of non-English languages by English-speaking ability, 2013

Metro area	Population age 5 and older speaking a language other than English at home	Bilingual speakers of non-English languages age 5 and older
Pittsburgh	118,902	80,500
Saint Louis	159,143	107,480
Jacksonville	143,668	94,705
Cleveland	183,629	117,832
Detroit	510,758	324,889
Cincinnati	117,038	74,387
Columbus	174,507	105,821
Nashville	160,966	97,203
Denver	500,236	301,459
Milwaukee	(7) 182,189	(7) 108,533
Minneapolis	428,334	253,439
Chicago	(1) 2,585,693	(1) 1,524,517
Indianapolis	164,455	95,561
Kansas City	180,679	104,906
Charlotte	287,533	163,685
Louisville	(16) 76,018	(16) 42,448

Percentage of bilingual speakers of non-English languages, 2013*



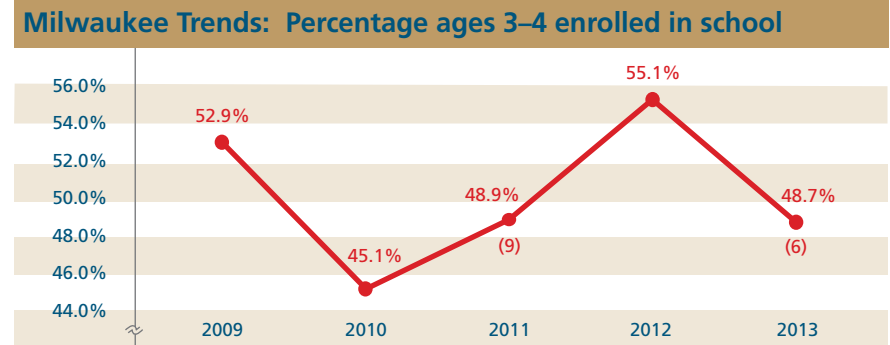
Source: U.S. Census Bureau, American Community Survey

* Percentage of the population age 5 and older speaking English “very well” while also speaking a language other than English at home

(#) Ranked from highest (1) to lowest (16)

Indicator 4.03: Pre-K Enrollment

This indicator includes data from the American Community Survey on school enrollment for children ages 3 and 4, including the type of school (public or private). The data do not represent all nursery school and preschool enrollment because these education levels include children outside the age range of 3 to 4.

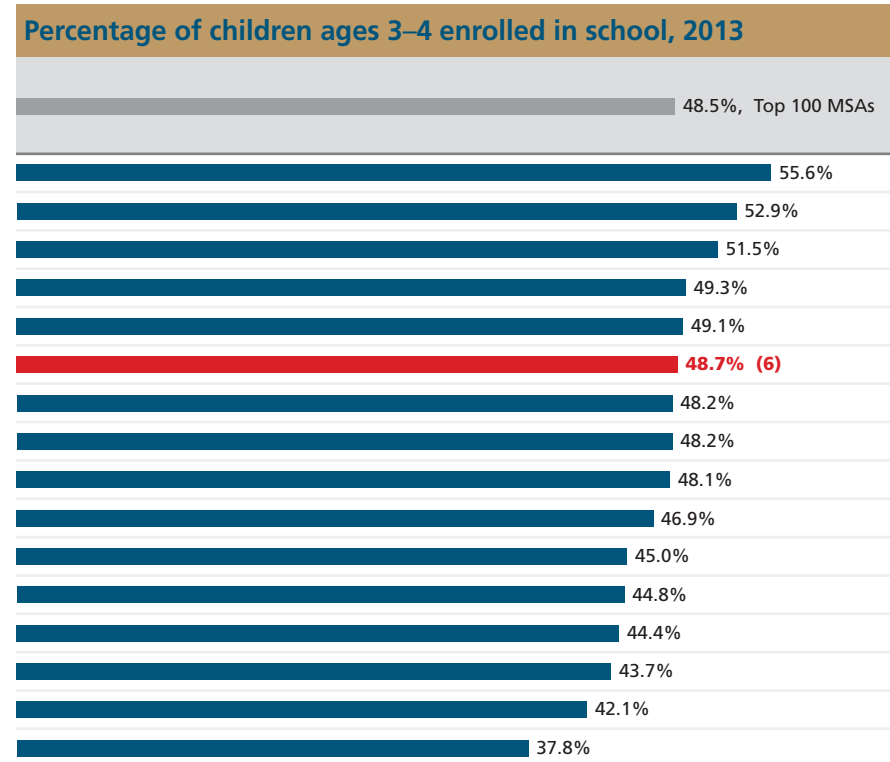


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Number of children ages 3–4 enrolled in school, 2013		
Metro area	Number of children ages 3–4 enrolled in public school	Number of children ages 3–4 enrolled in private school
Saint Louis	21,844	18,177
Denver	21,468	16,220
Chicago	(1) 78,510	(1) 56,349
Jacksonville	9,293	8,850
Pittsburgh	11,983	12,996
Milwaukee	(10) 13,342	(16) 7,137
Columbus	13,638	11,181
Charlotte	15,146	15,490
Cleveland	10,208	12,644
Detroit	31,983	17,003
Minneapolis	24,501	18,318
Cincinnati	15,193	12,267
Kansas City	13,928	11,546
Louisville	(16) 6,081	8,251
Nashville	11,467	9,032
Indianapolis	10,840	10,595

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)



Indicator 4.04: School Lunch Assistance

This indicator includes data from the National Center for Education Statistics on K–12 students who are eligible for free or reduced-price lunch (FRPL). These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Percentage of K–12 students eligible for FRPL

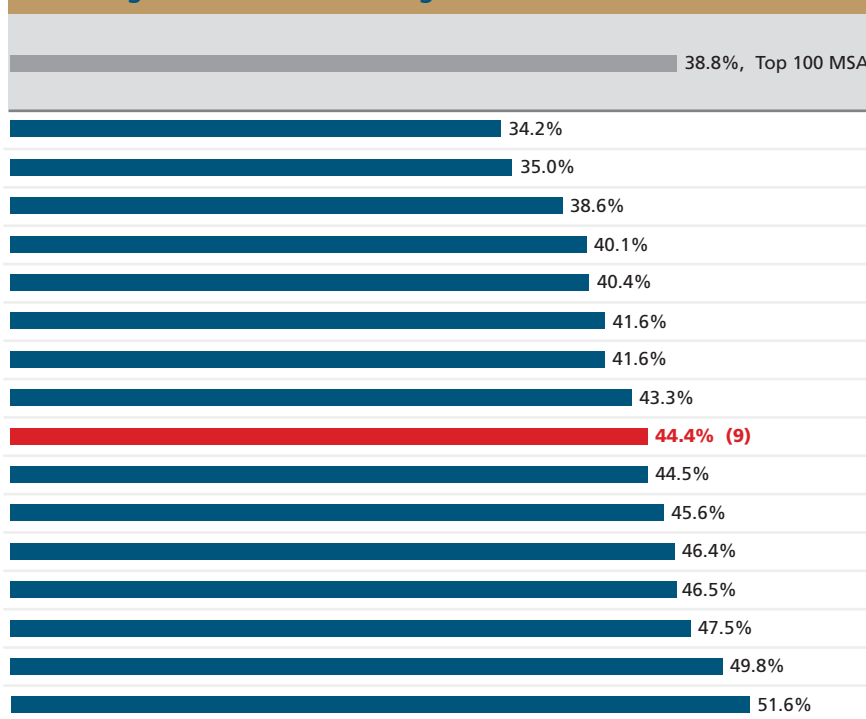


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

K–12 students eligible for free or reduced-price lunch, 2011–2012

Metro area		Number of K–12 students eligible for free lunch	Number of K–12 students eligible for reduced-price lunch
Pittsburgh		92,673	16,070
Minneapolis		155,319	33,399
Saint Louis		122,761	38,908
Columbus		107,648	14,348
Cincinnati		112,480	16,136
Kansas City		119,998	22,847
Denver		157,103	28,515
Cleveland		113,333	15,373
Milwaukee	(4)	93,809	(1) 10,867
Indianapolis		114,164	21,775
Jacksonville	(1)	84,204	11,304
Nashville		105,332	14,609
Detroit		292,462	30,895
Charlotte		112,453	31,397
Chicago	(16)	364,386	(16) 422,346
Louisville		85,383	13,145

Percentage of K–12 students eligible for FRPL, 2011–2012



Source: U.S. Department of Education, National Center for Education Statistics

(#) Ranked from lowest (1) to highest (16)

Indicator 4.05: High School Attendance

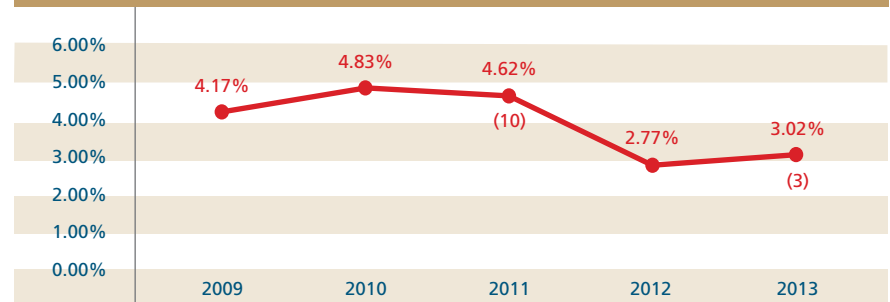
This indicator includes data from the American Community Survey on high school attendance. It measures the percentage of teens ages 16 to 19 who neither are currently enrolled in school nor hold a high school diploma. This is known as the status dropout rate. High school dropouts are less likely to have the minimum skills and credentials needed to function in society and are more likely to live in poverty and require government assistance. The idle teen rate is another measure of high school attendance. This is the percentage of the same age group who neither are currently enrolled in school nor are in the labor force.

Idle teens, ages 16–19, 2013		
Metro area		Percentage of population ages 16–19 not in school and not in the labor force
Pittsburgh	(1)	1.95%
Cincinnati		3.41%
Milwaukee	(6)	4.41%
Chicago		4.50%
Minneapolis		2.53%
Columbus		4.55%
Nashville		4.25%
Kansas City		4.35%
Jacksonville	(16)	6.89%
Saint Louis		5.01%
Louisville		4.59%
Charlotte		4.95%
Detroit		5.25%
Cleveland		4.46%
Indianapolis		6.20%
Denver		4.45%

Source: U.S. Census Bureau, American Community Survey

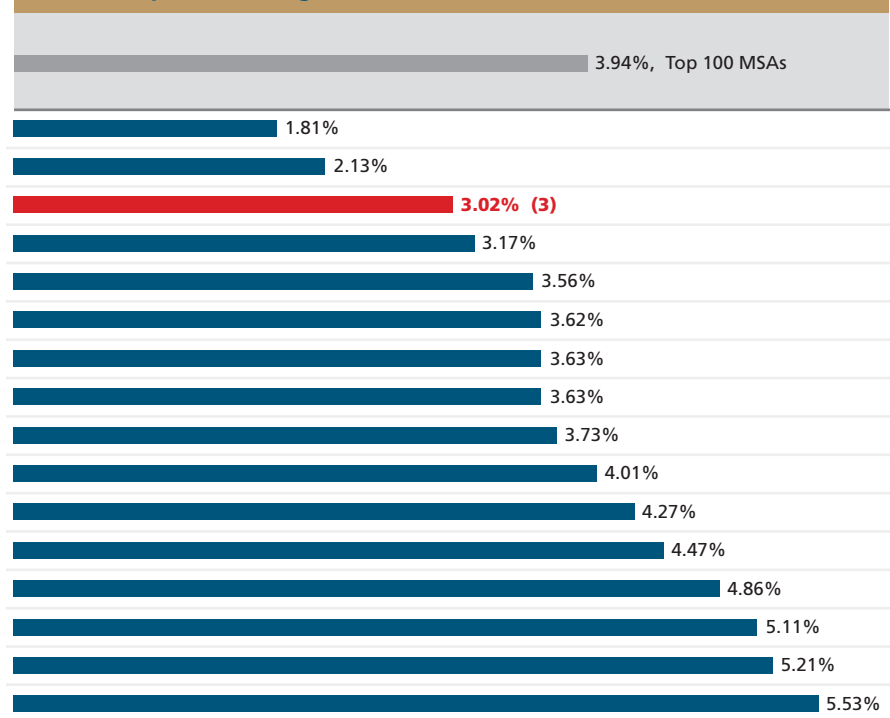
(#) Ranked from lowest (1) to highest (16)

Milwaukee Trends: Status dropout rate, ages 16 to 19



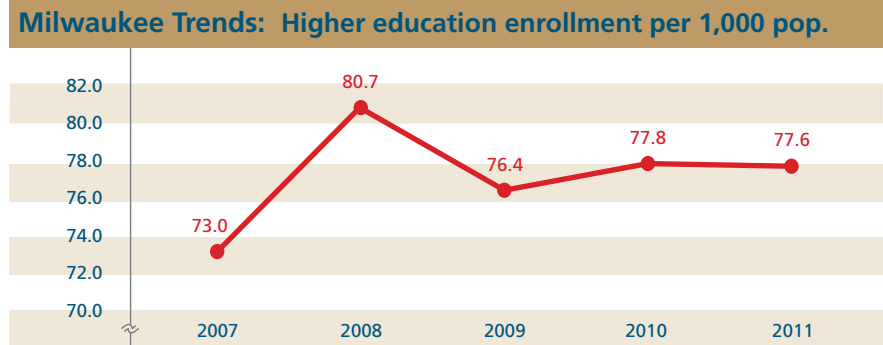
(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Status dropout rate, ages 16 to 19, 2013



Indicator 4.06: Higher Education Enrollment

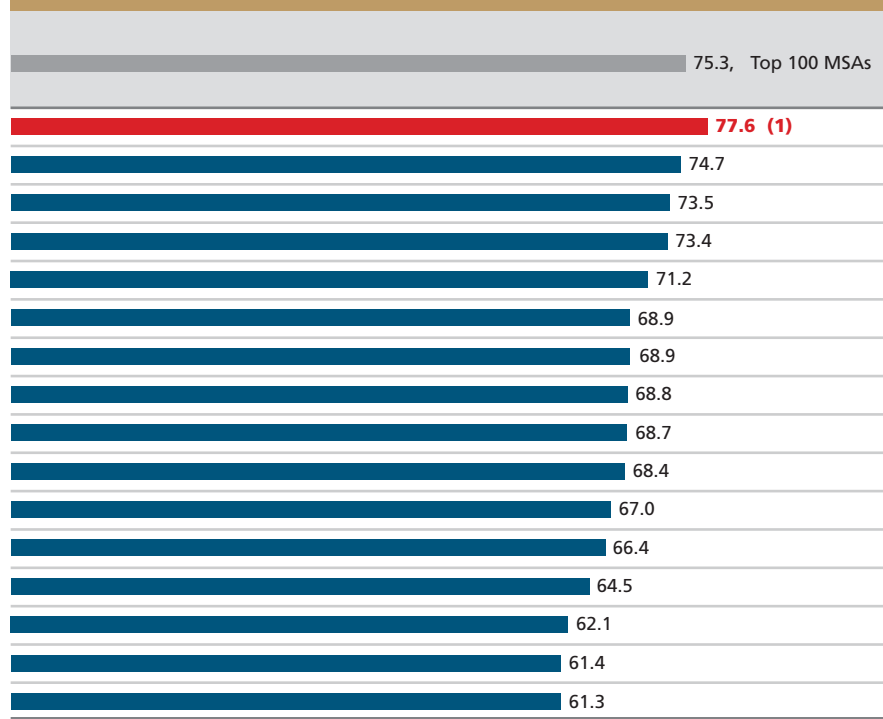
This indicator includes data from the American Community Survey on enrollment in college and graduate school. The ACS includes people living in student housing at the time of the survey if they have been there, or will be there, more than two months. This indicator has been modified from the 2013 report (see Appendix A).



College and graduate/professional enrollment, 2013

Metro area	Number of persons enrolled in college	Number enrolled in graduate or professional school
Milwaukee	(12) 99,888	(13) 21,951
Columbus	114,374	32,484
Saint Louis	160,664	45,210
Chicago	(1) 549,148	(1) 150,394
Minneapolis	193,502	52,769
Nashville	97,250	23,920
Detroit	241,852	54,217
Jacksonville	79,024	16,966
Denver	139,595	45,767
Cleveland	112,772	28,354
Cincinnati	116,746	26,253
Pittsburgh	122,643	34,087
Charlotte	123,893	26,717
Louisville	(16) 63,438	(16) 15,019
Kansas City	97,290	28,661
Indianapolis	101,378	18,470

Higher education enrollment per 1,000 population, 2013



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 4.07: Research Doctorates

This indicator includes data from the National Science Foundation on doctoral research. It measures the annual number of research doctoral degrees (which excludes all professional doctoral degrees, such as doctorates in medicine and law) granted at area colleges and universities.

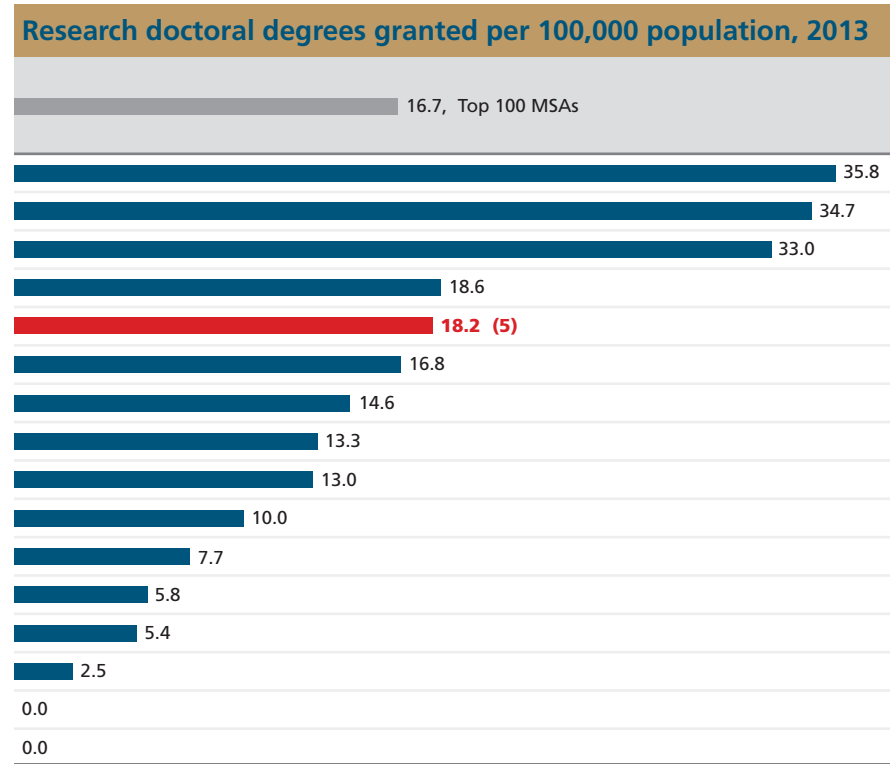


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Research universities and research doctoral degrees, 2013			
Metro area	Number of institutions granting research doctoral degrees		Number of research doctoral degrees awarded
Columbus	1		705
Minneapolis	3		1,202
Pittsburgh	3		778
Nashville	4		327
Milwaukee	(T-2) 4	(7)	286
Chicago	(1) 16	(1)	1,605
Saint Louis	4		410
Cincinnati	3		285
Louisville	2		164
Cleveland	2		206
Denver	4		209
Detroit	4		249
Charlotte	1		125
Kansas City	1		52
Indianapolis	(T-15) 0	(T-15)	0
Jacksonville	(T-15) 0	(T-15)	0

Source: National Science Foundation

(#) Ranked from highest (1) to lowest (16)



Section 5: Community Well-being

This section includes indicators of health, safety, civic life, transportation, and environmental quality that describe the well-being of the metro areas.

The following are the Community Well-being indicator categories:

5.01 Local Foods

5.02 Obesity

5.03 Diabetes

5.04 Smoking

5.05 Infant Mortality

5.06 Health Insurance

5.07 Hospitals and Physicians

5.08 Charitable Giving

5.09 Volunteering

5.10 Local Government

**5.11 Diversity in Political
Leadership**

**5.12 Women in Political
Leadership**

**5.13 Women in Corporate
Leadership**

5.14 Crime

5.15 Road Safety

5.16 Traffic Congestion

5.17 Commute Time

5.18 Commute Mode

5.19 Carbon Footprint

5.20 Air Quality

5.21 Green Building

Community Well-being Overview

This section includes a wide variety of indicators measuring health and safety, civic engagement, leadership, transportation, and the environment that help describe the general community well-being of the metro areas. Healthy and engaged citizens, equitable leadership, safe streets, smart transportation choices, and a clean environment are important quality of life components that give the metro area a competitive edge in attracting and retaining residents and businesses.

The table on the following page shows where the rankings in this section fall. Half of the rankings remain in the top tier or near the top for community well-being. Milwaukee is still a robust metropolitan area, though there are definite areas of concern.

Health and Wellness

Milwaukee has not seen much change in rankings for health indicators; however, there are some troubling trends. The metro area continues to rank in the top tier for both the number of physicians per 100,000 persons in the population (Indicator 5.07) and the percentage of adults with health care coverage (5.06). Research shows, however, that health insurance is more often used to treat health problems than for preventive care that might address the root of these problems.

Since the last report, Milwaukee has had a huge increase in the obesity rate, and thus dropped from the top tier to the bottom (5.02). At the same time, the metro area ranks in the top tier for the number of local farmers' markets per million people (5.01), indicating that area residents are not taking advantage of the opportunity to purchase fresh, nutritious, locally grown food.

The infant mortality rate has improved from the last report, and the metro area no longer ranks in the bottom tier for that indicator. When we analyze the data by race of the mother, however, it becomes apparent that this lower rate is due entirely to a substantial drop in the number of infant deaths among White mothers. At the same time, African American mothers in

Milwaukee saw an increase in the number of infant deaths and are now more than three times as likely to experience the death of a child who is less than one year old compared to White mothers. This is the greatest racial disparity in infant mortality rates among the 16 metro areas (5.05).

Community Service

Milwaukee remains one of the most civically engaged of the comparison metros, with adults reporting among the highest levels of community service in the metro areas. Milwaukee continues to rank in the top tier for volunteerism, with the second highest volunteer rate of the 16 metros. Remarkably, the average metro resident performed more than 10 extra annual hours of volunteer service than two years earlier, giving Milwaukee the second highest average number of volunteer hours per year (5.09).

The metro area also ranks in the top tier for charitable giving, with the second highest percentage of adults donating more than \$25 to charitable organizations. Based on tax returns, however, Milwaukee ranks near the bottom in terms of charitable contributions as a percentage of income (5.08).

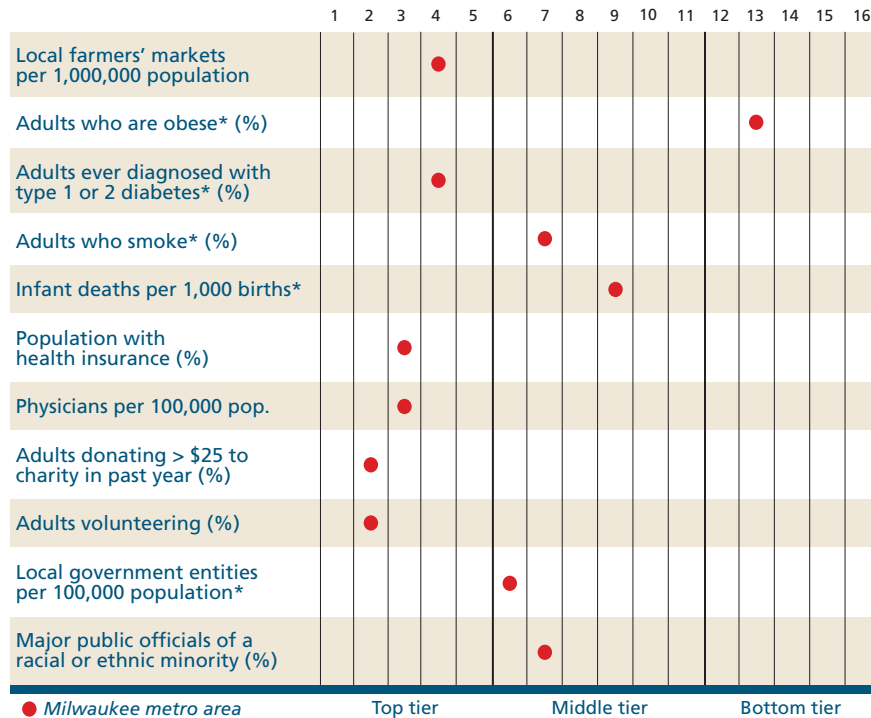
Transportation Choices and the Environment

Commuters in the metro area enjoy a relatively short drive to work (5.17) and among the fewest hours of traffic delay (5.16) of the comparison metros. The ease of driving alone, however, does not stop Milwaukee workers from using alternative commute modes. The metro area boasts among the highest percentages of workers using public transportation, walking, and biking to get to work (5.18).

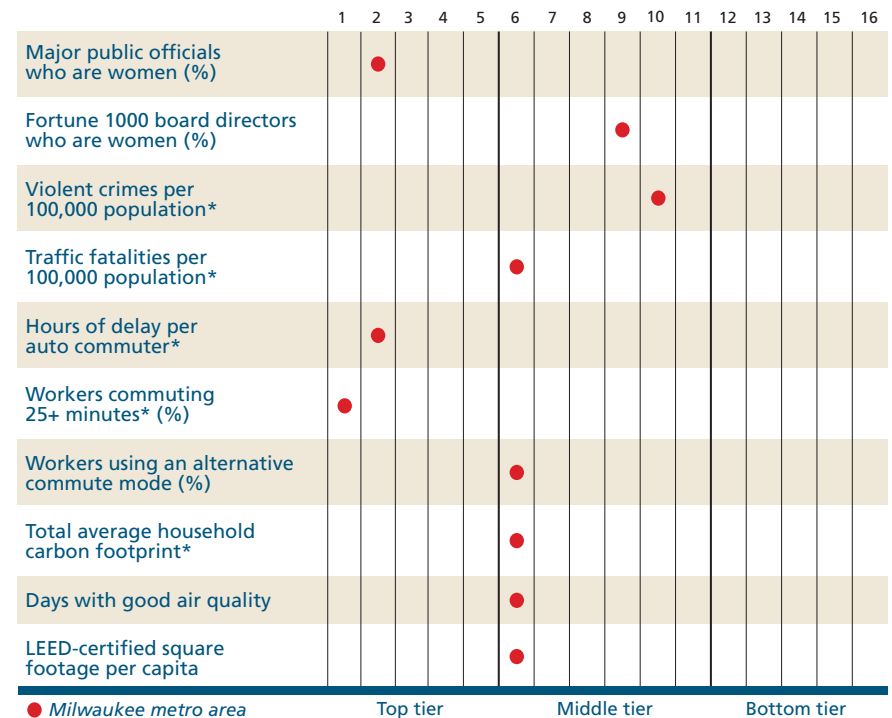
These smart transportation choices help contribute to a cleaner environment. Milwaukee is one of the greener metro areas and ranks near the top in household carbon footprint (5.19), number of days with good air quality (5.20), and green building square footage per capita (5.21).

How Milwaukee Compares

This figure depicts how the Milwaukee metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Community Well-being section.



These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).



These indicators are ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16).

Indicator 5.01: Local Foods

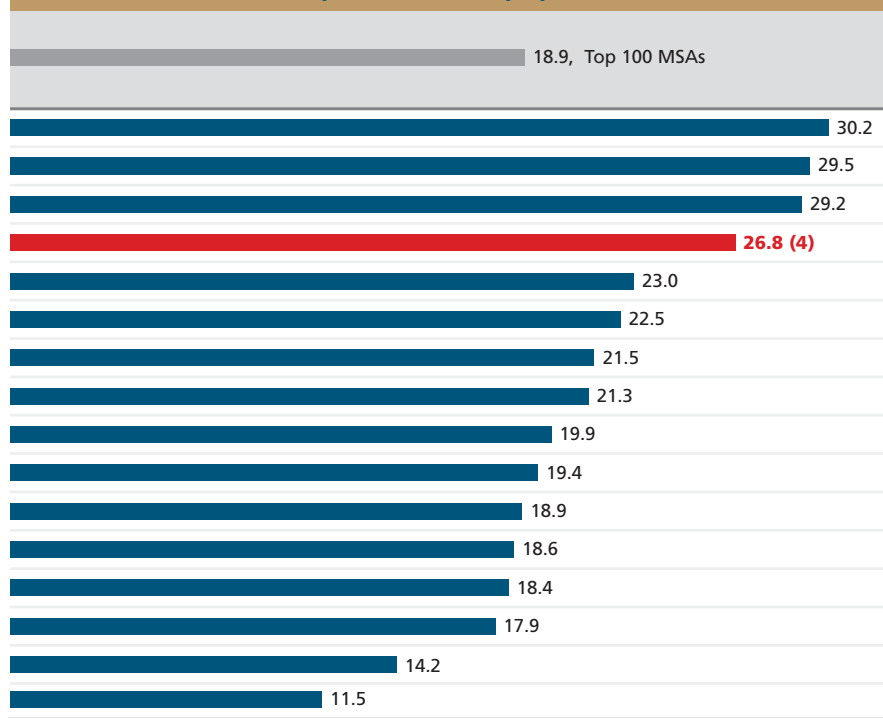
This indicator includes data from the U.S. Department of Agriculture's Food Environment Atlas on access to farmers' markets. By providing consumers the opportunity to purchase fresh, nutritious, locally grown food, rural farm stands and urban farmers' markets contribute to the general health of the community and the sustainability of the local economy. This indicator has been modified from the 2013 report (see Appendix A).



Number of local farmers' markets, 2013

Metro area	Number of local farmers' markets
Kansas City	62
Columbus	58
Minneapolis	101
Milwaukee	(12) 42
Louisville	29
Chicago	(1) 215
Cincinnati	46
Cleveland	44
Pittsburgh	47
Indianapolis	38
Denver	51
Saint Louis	52
Charlotte	43
Detroit	77
Nashville	25
Jacksonville	(16) 16

Local farmers' markets per 1,000,000 population, 2013



Source: U.S. Department of Agriculture, Food Environment Atlas

(#) Ranked from highest (1) to lowest (16)

Indicator 5.02: Obesity

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey a body mass index (BMI) of 25.0 or greater. BMI is calculated as weight (in kilograms) divided by height (in meters) squared. A BMI of 25.0 to 29.9 indicates the individual is overweight, whereas a BMI of 30.0 or greater indicates obesity. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention. These data are for metro areas based on June 2003 definitions.

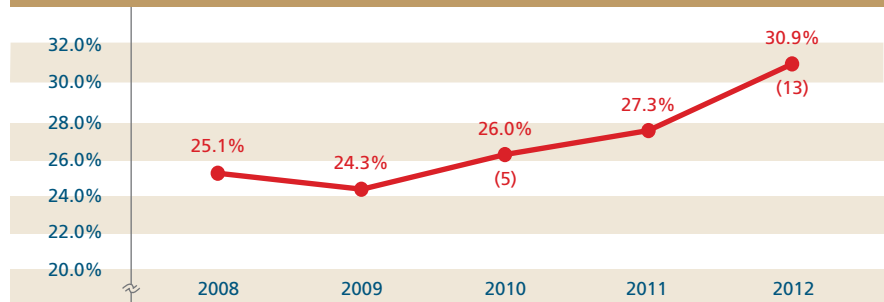
Percentage of adults who are overweight or obese, 2012

Metro area	Percentage of adults who are overweight or obese (BMI 25.0 or greater)
Denver	(1) 55.6%
Minneapolis	60.9%
Chicago	62.3%
Pittsburgh	64.4%
Cleveland	64.5%
Charlotte	64.3%
Cincinnati	63.6%
Kansas City	64.0%
Nashville	63.4%
Jacksonville	65.9%
Indianapolis	64.9%
Columbus	63.6%
Milwaukee	(13) 66.2%
Saint Louis	67.6%
Louisville	(16) 67.7%
Detroit	66.7%

Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

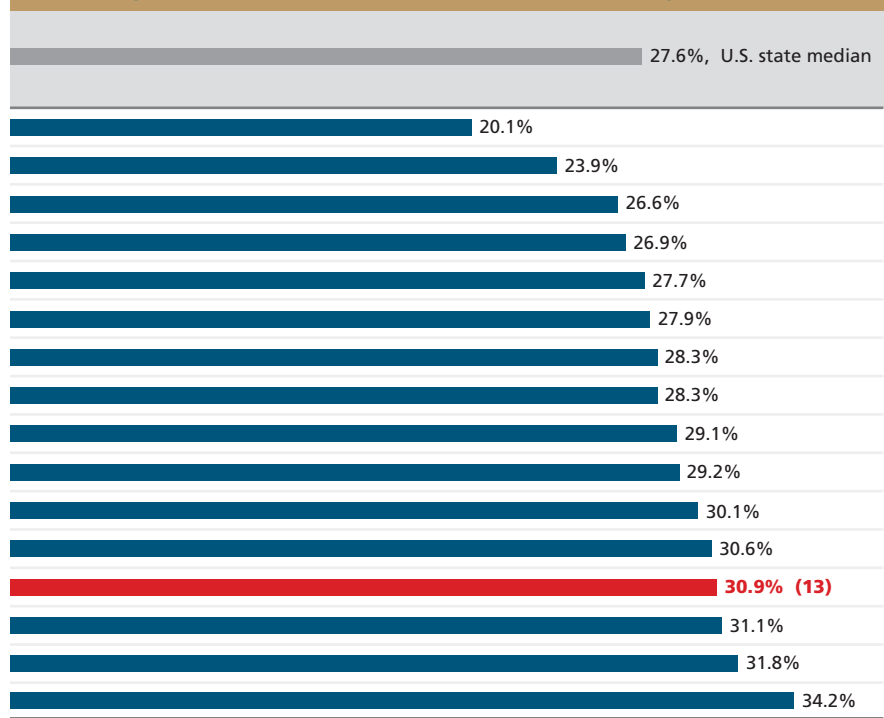
(#) Ranked from lowest (1) to highest (16)

Milwaukee Trends: Percentage of adults who are obese



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

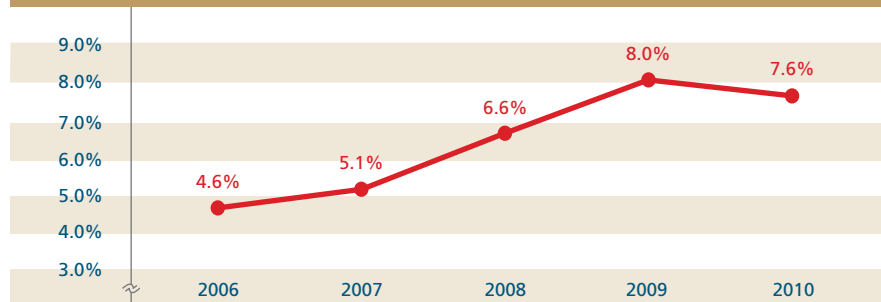
Percentage of adults who are obese (BMI 30.0 or greater), 2012



Indicator 5.03: Diabetes

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey that they have ever been diagnosed with diabetes. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention. These data are for metro areas based on June 2003 definitions. New data were not available to update the indicator for the 2015 report.

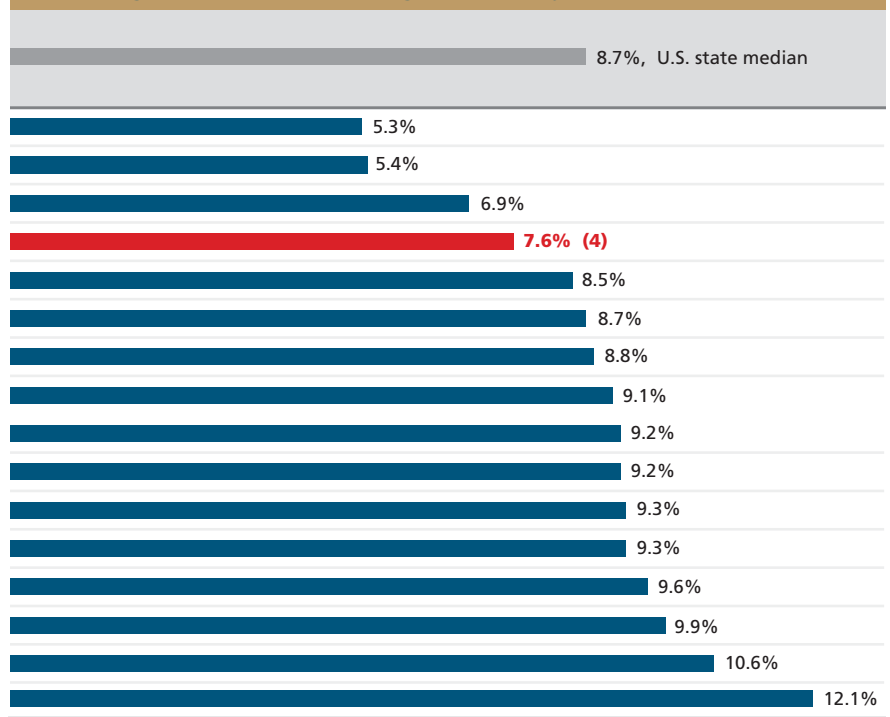
Milwaukee Trends: Percentage adults ever w/type 1, 2 diabetes



Adults ever diagnosed w/prediabetes or gestational diabetes, 2010*

Metro area	Percentage of adults ever diagnosed with prediabetes*	Percentage of adult women ever diagnosed with gestational diabetes*
Minneapolis	1.5%	(T-1) 0.8%
Denver	0.9%	1.0%
Louisville	0.8%	2.0%
Milwaukee	(1) 0.4%	(T-7) 1.4%
Saint Louis	1.1%	(16) 3.6%
Nashville	(16) 4.7%	1.0%
Chicago	0.9%	1.4%
Kansas City	1.1%	1.2%
Pittsburgh	1.1%	1.4%
Charlotte	1.2%	1.8%
Columbus	1.3%	1.2%
Jacksonville	0.7%	3.4%
Indianapolis	1.2%	2.0%
Cincinnati	1.1%	2.0%
Cleveland	2.7%	(T-1) 0.8%
Detroit	1.0%	2.0%

Percentage of adults ever diagnosed w/type 1 or 2 diabetes, 2010



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

* Does not include adults who have also ever been diagnosed with type 1 or 2 diabetes.

(#) Ranked from lowest (1) to highest (16)

Indicator 5.04: Smoking

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance System (BRFSS) survey that they smoked at least 100 cigarettes in their lifetime and that they currently smoke. The BRFSS is administered by the Wisconsin Department of Health Services in conjunction with the Centers for Disease Control and Prevention. These data are for metro areas based on June 2003 definitions.

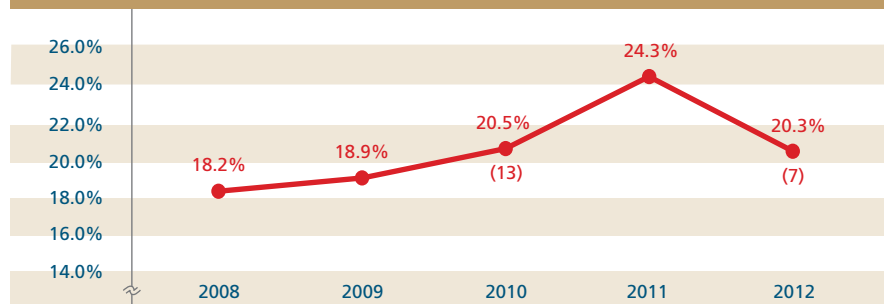
Adults by smoking habits, 2012

Metro area	Percentage adults who have never smoked or have smoked fewer than 100 cigarettes*	Percentage of adults who smoke daily
Chicago	(1) 58.8%	11.9%
Denver	55.8%	(1) 11.7%
Minneapolis	55.1%	12.6%
Charlotte	56.3%	13.2%
Columbus	56.4%	15.5%
Saint Louis	54.8%	14.1%
Milwaukee	(6) 55.3%	(T-3) 12.6%
Jacksonville	58.5%	13.5%
Indianapolis	53.4%	15.7%
Kansas City	53.6%	16.2%
Cleveland	52.5%	16.9%
Pittsburgh	52.5%	17.3%
Cincinnati	51.9%	17.9%
Nashville	52.8%	17.9%
Detroit	53.7%	18.0%
Louisville	(16) 49.0%	(16) 22.0%

Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System

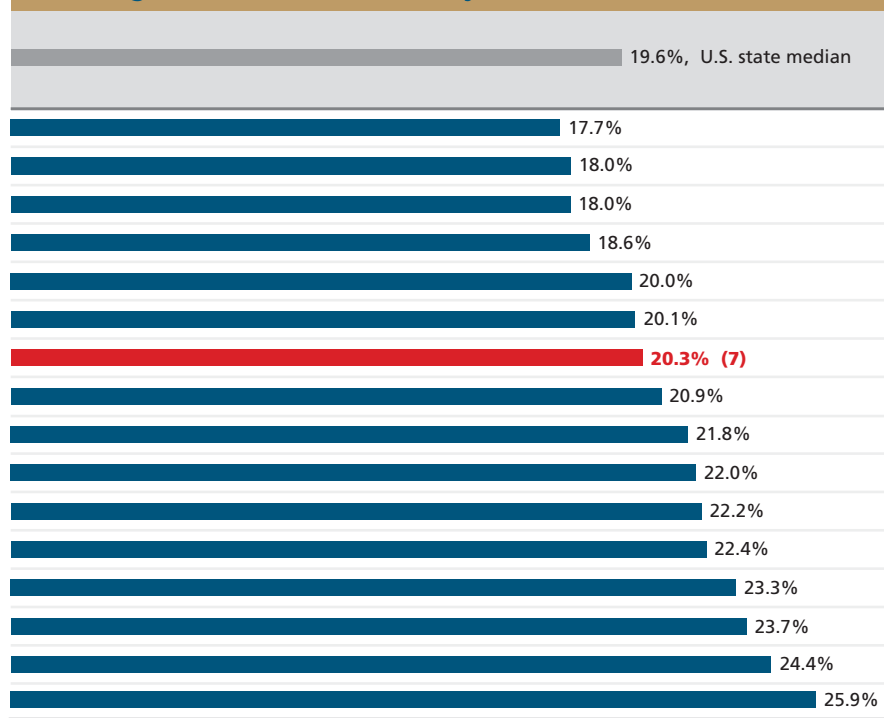
(#) Ranked from lowest (1) to highest (16), except (*) ranked from highest to lowest

Milwaukee Trends: Percentage of adults who currently smoke



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

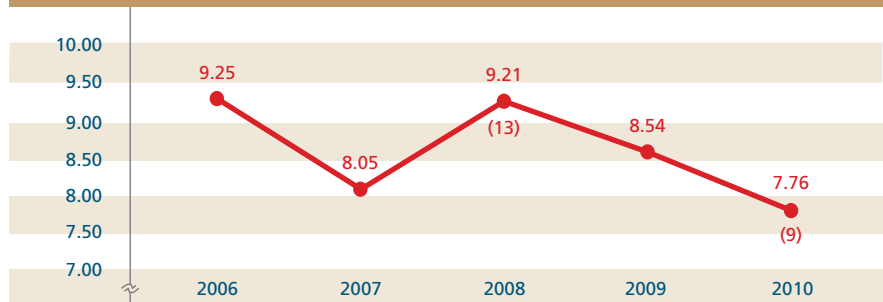
Percentage of adults who currently smoke, 2012



Indicator 5.05: Infant Mortality

This indicator includes data from the Centers for Disease Control and Prevention (CDC) on deaths of children under one year of age. Linked birth and death records are tied to the county of the mother's residence rather than the county of an infant's birth or death. The CDC only reports county-level infant death data for counties with populations larger than 250,000. Race and ethnicity data are limited to those counties in which there are 10 or more deaths reported for a particular racial or ethnic group. The metro area figures below are for only those counties within the metro areas that meet these criteria. The most recent data are from 2010.

Milwaukee Trends: Infant deaths per 1,000 live births



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

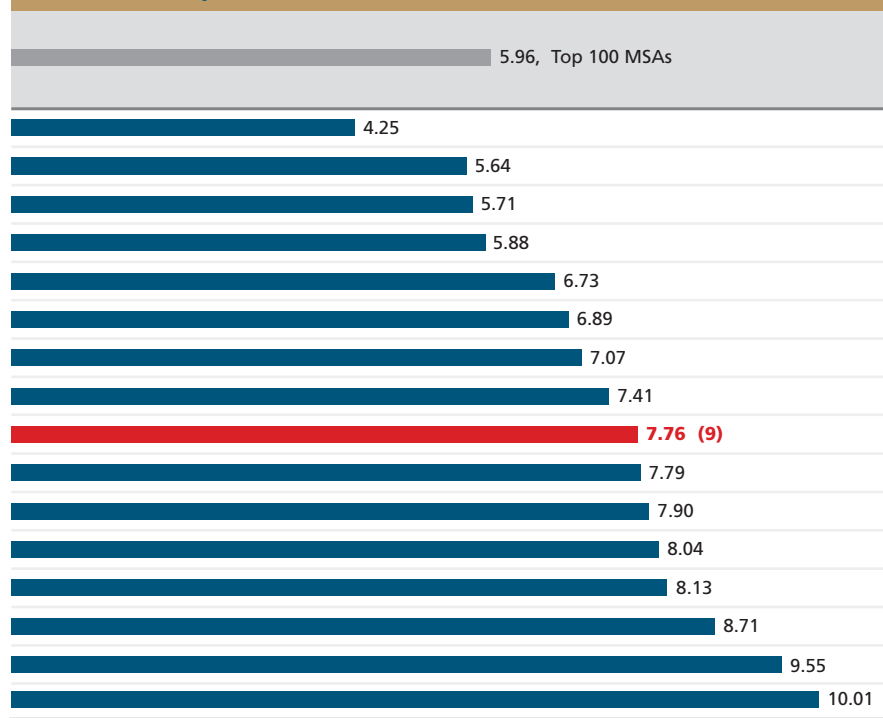
Infant deaths per 1,000 live births, by mother's race/ethnicity, 2010

Metro area	White	Black or African American
Minneapolis	3.57	8.67
Kansas City	5.06	(1) 8.24
Charlotte	(1) 3.23	9.24
Denver	5.15	14.84
Nashville	5.55	12.23
Chicago	5.25	12.62
Saint Louis	4.67	11.99
Louisville	6.27	10.22
Milwaukee	(4) 4.72	(13) 14.79
Jacksonville	5.94	10.62
Columbus	6.50	10.96
Pittsburgh	6.73	14.29
Detroit	5.10	13.90
Cleveland	5.05	15.51
Cincinnati	6.50	(16) 17.96
Indianapolis	(16) 8.22	13.82

Source: Centers for Disease Control and Prevention, Linked Birth/Infant Death Records

(#) Ranked from lowest (1) to highest (16)

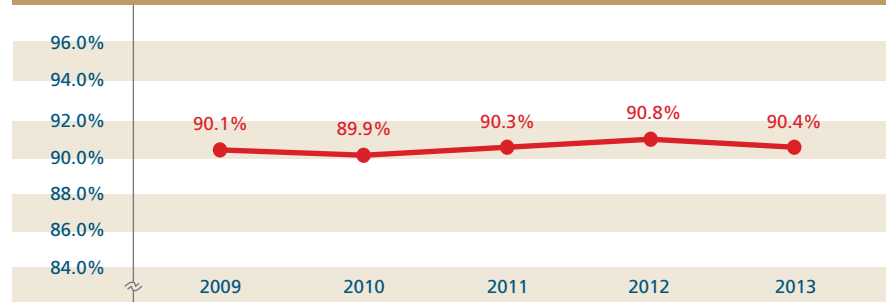
Infant deaths per 1,000 live births, 2010



Indicator 5.06: Health Insurance

This indicator includes data from the American Community Survey on the health insurance coverage of the civilian noninstitutionalized population as well as selected racial and ethnic groups. This indicator has been modified from the 2013 report (see Appendix A).

Milwaukee Trends: Percentage of pop. with health insurance



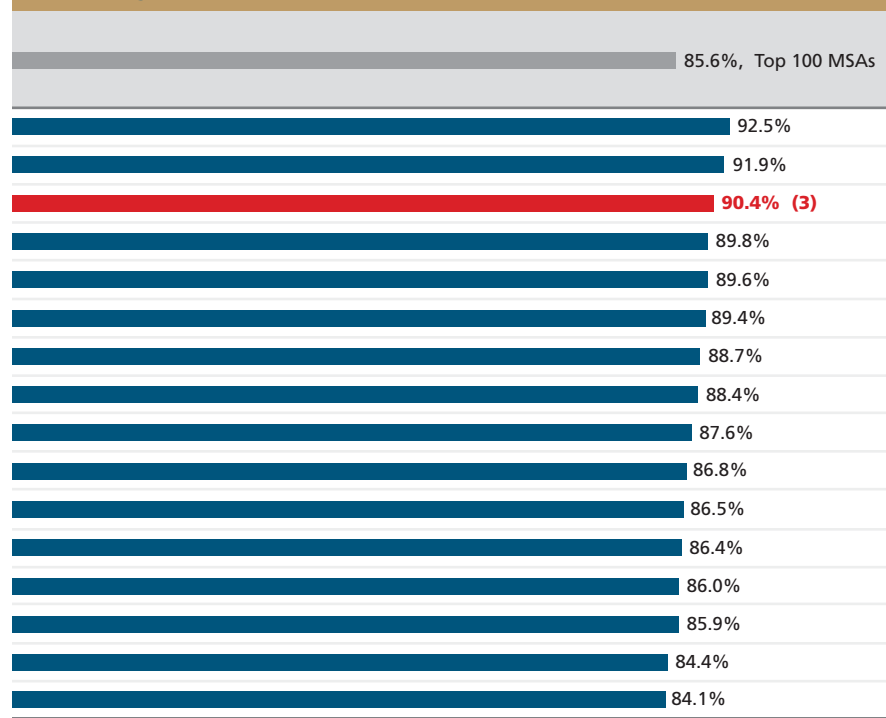
Percentage with health insurance by race and ethnicity, 2013*

Metro area	White, non-Hispanic	Black or African American	Asian	Hispanic origin (of any race)
Pittsburgh	93.1%	(1) 87.6%	(1) 89.6%	(1) 87.0%
Minneapolis	(1) 94.6%	84.4%	89.1%	69.8%
Milwaukee	(2) 93.9%	(4) 85.9%	(5) 86.9%	(5) 75.7%
Cleveland	91.2%	86.3%	87.1%	84.5%
Saint Louis	92.1%	81.3%	86.4%	76.4%
Cincinnati	91.0%	83.7%	85.2%	72.1%
Detroit	91.0%	83.5%	88.5%	79.5%
Columbus	90.4%	85.0%	84.1%	64.2%
Louisville	89.7%	83.7%	78.5%	66.6%
Kansas City	90.3%	80.9%	80.9%	66.8%
Nashville	89.5%	86.8%	(16) 75.1%	(16) 58.1%
Indianapolis	89.3%	81.4%	76.1%	67.8%
Chicago	91.8%	82.4%	85.5%	74.1%
Denver	90.2%	85.4%	85.2%	73.4%
Jacksonville	(16) 86.5%	82.3%	81.8%	74.6%
Charlotte	89.1%	(16) 80.5%	82.1%	60.2%

Source: U.S. Census Bureau, American Community Survey
 * Civilian noninstitutionalized population

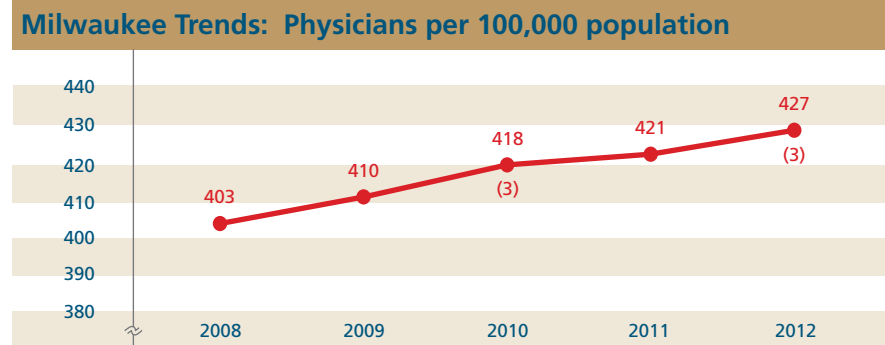
(#) Ranked from highest (1) to lowest (16)

Percentage of the population with health insurance, 2013*



Indicator 5.07: Hospitals and Physicians

This indicator includes data from the American Medical Association on the number of physicians and from the American Hospital Association on the number of hospitals and hospital beds. These data are for metro areas based on June 2003 definitions.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

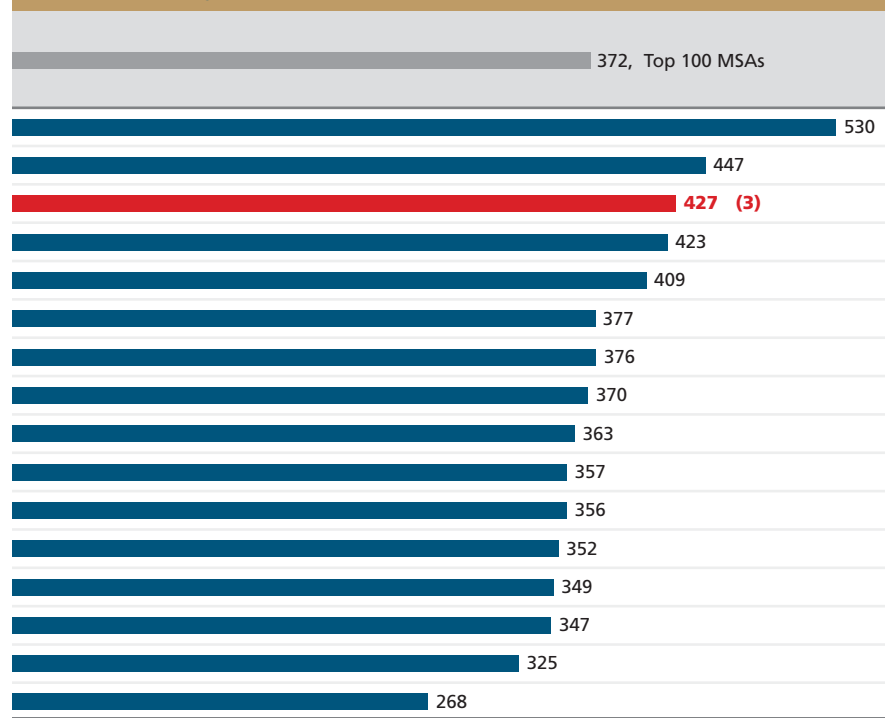
Numbers of hospitals and beds, 2012

Metro area	Number of hospitals	Number of hospital beds	Number of hospital beds per 100,000 population	Number of physicians
Cleveland	29	7,616	369	10,946
Pittsburgh	36	8,876	(1) 376	10,548
Milwaukee	(T-7) 24	(11) 3,970	(8) 253	(13) 6,694
Indianapolis	24	5,050	281	7,607
Nashville	27	5,123	311	6,719
Chicago	(1) 75	(1) 20,061	211	(1) 35,873
Saint Louis	30	7,892	280	10,599
Denver	24	5,190	196	9,805
Louisville	(T-14) 13	(16) 3,047	234	(16) 4,719
Columbus	19	5,200	277	6,708
Cincinnati	22	4,572	213	7,639
Jacksonville	(T-14) 13	3,964	288	4,850
Detroit	23	3,714	(16) 87	14,992
Minneapolis	30	6,361	190	11,640
Kansas City	23	3,714	180	6,718
Charlotte	(T-14) 13	3,595	196	4,895

Source: American Medical Association, *Physician Characteristics and Distribution in the U.S.*; American Hospital Association, *AHA Hospital Statistics*

(#) Ranked from highest (1) to lowest (16)

Number of physicians per 100,000 population, 2012



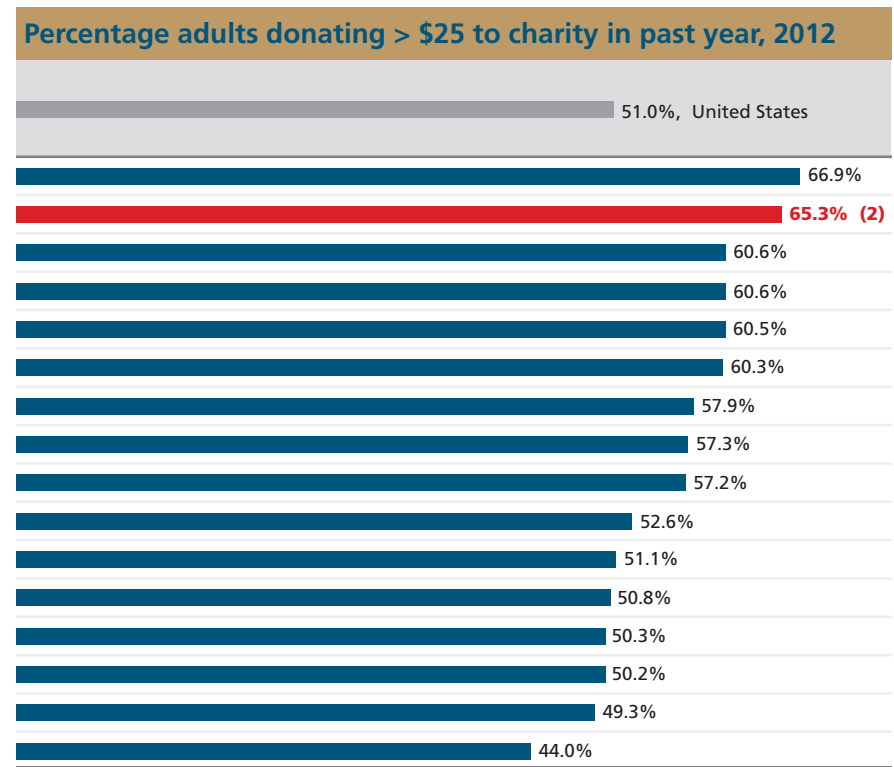
Indicator 5.08: Charitable Giving

This indicator includes data on charitable giving. The first set of data, from the *Chronicle of Philanthropy*, is based on tax returns. The giving ratio is defined as charitable contributions as a percentage of adjusted gross income. The second data set, from the Corporation for National & Community Service, is based on a survey of adults who reported donating money, assets, or property with a combined value of more than \$25 to charitable or religious organizations in the prior year. These data are for metro areas based on June 2003 definitions. This indicator has been modified from the 2013 report (see Appendix A).

Charitable contributions and giving ratio, 2012			
Metro area	Total charitable contributions (\$ millions)	Total adjusted gross income (\$ millions)	Giving ratio
Indianapolis	1,143	35,113	3.26%
Milwaukee	(14) 971	(12) 35,669	(11) 2.72%
Charlotte	1,386	40,588	3.41%
Louisville	(16) 768	(16) 22,806	3.37%
Minneapolis	2,520	95,683	2.63%
Kansas City	1,390	43,289	3.21%
Saint Louis	1,880	60,628	3.10%
Chicago	(1) 6,737	(1) 244,894	2.75%
Nashville	1,175	29,732	3.95%
Denver	1,888	69,785	2.71%
Detroit	2,255	84,917	2.66%
Jacksonville	963	23,609	(1) 4.08%
Pittsburgh	1,091	44,374	(16) 2.46%
Cleveland	1,130	40,718	2.78%
Columbus	1,044	37,865	2.76%
Cincinnati	1,160	43,139	2.69%

Source: Corporation for National & Community Service, Volunteering and Civic Life in America; *Chronicle of Philanthropy*, How America Gives

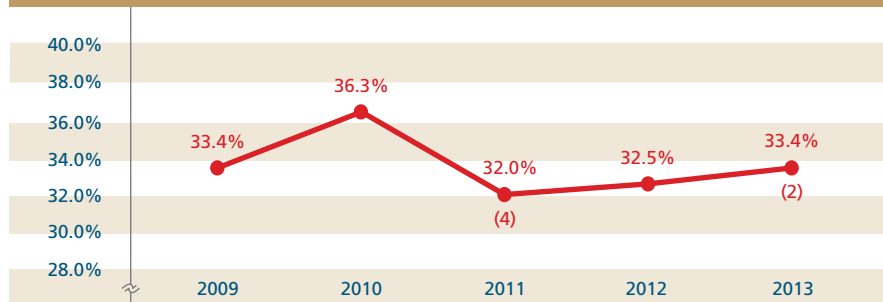
(#) Ranked from highest (1) to lowest (16)



Indicator 5.09: Volunteering

This indicator uses data from the Corporation for National & Community Service. The data set is based on a survey of adults who reported performing unpaid volunteer activities. The volunteer rate is the percentage of adults surveyed who volunteered in the prior year. The volunteer retention rate is the proportion of volunteers who volunteered in both of the prior two years. These data are for metro areas based on June 2003 definitions.

Milwaukee Trends: Overall volunteer rate

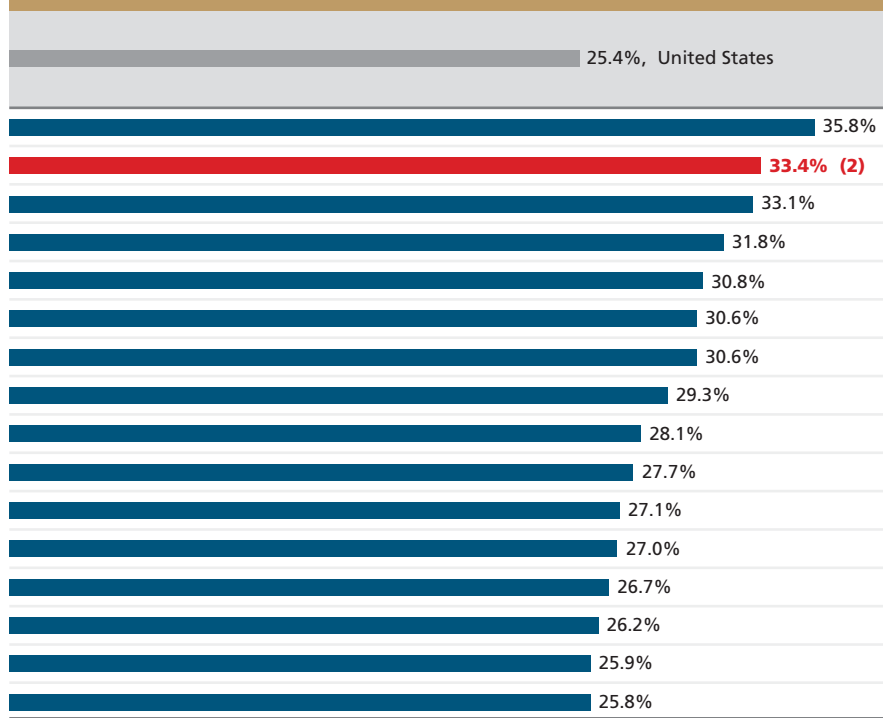


(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Volunteer rates and average annual hours, 2013

Metro area	Average annual volunteer hours per resident	Volunteer retention rate
Minneapolis	35.8	71.5%
Milwaukee	(2) 41.2	(5) 70.7%
Charlotte	(1) 45.3	67.8%
Kansas City	35.2	71.3%
Denver	31.4	67.8%
Saint Louis	30.5	(1) 72.4%
Indianapolis	34.1	64.0%
Jacksonville	37.1	N/A
Columbus	38.8	71.8%
Pittsburgh	32.1	66.1%
Nashville	34.7	68.2%
Detroit	(16) 26.6	63.9%
Louisville	32.9	62.6%
Cincinnati	33.3	68.2%
Chicago	32.5	66.5%
Cleveland	28.1	(15) 56.6%

Overall volunteer rate, 2013



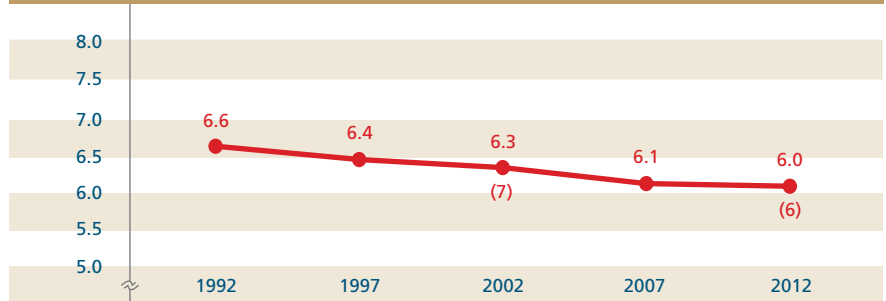
Source: Corporation for National & Community Service, Volunteering and Civic Life in America
N/A/ = data not available

(#) Ranked from highest (1) to lowest (16)

Indicator 5.10: Local Government

This indicator includes data from the U.S. Census Bureau on local government entities. A local government entity is one that has a clearly defined territory and population at the local level, such as a city, town, village, township, or county. The presence of many government entities within a metro area may result in competition among jurisdictions and pose challenges to efficient governance and addressing regional issues.

Milwaukee Trends: Local government entities per 100,000 pop.



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Local government entities, 2012

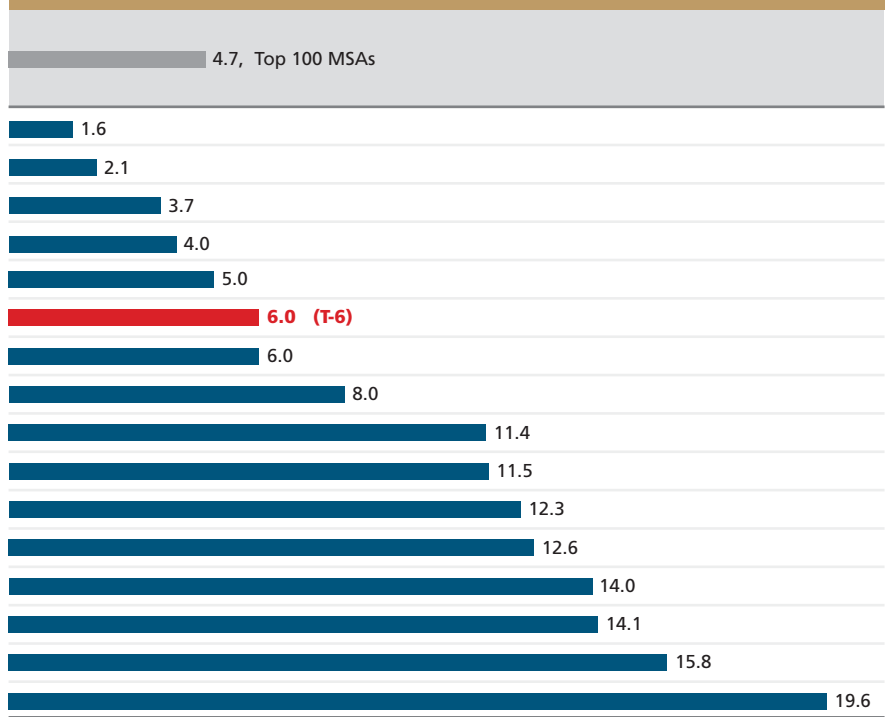
Metro area	Counties	Municipalities	Other local government entities*	Total units of local government
Jacksonville	(T-1) 4	(1) 17	(T-1) 0	(1) 21
Denver	8	45	(T-1) 0	53
Charlotte	10	71	(T-1) 0	81
Nashville	12	55	(T-1) 0	67
Detroit	6	109	98	213
Milwaukee	(T-1) 4	(4) 61	(5) 29	(5) 94
Chicago	14	(16) 348	(16) 210	(16) 572
Cleveland	5	104	58	167
Indianapolis	10	89	117	216
Cincinnati	15	139	90	244
Minneapolis	(16) 16	218	178	412
Kansas City	13	165	76	254
Columbus	10	100	157	267
Saint Louis	14	273	107	394
Louisville	11	137	47	195
Pittsburgh	7	254	202	463

Sources: U.S. Census Bureau, Census of Governments

*Other local government entities include minor civil divisions such as townships, which are not found in all states.

(#) Ranked from lowest (1) to highest (16)

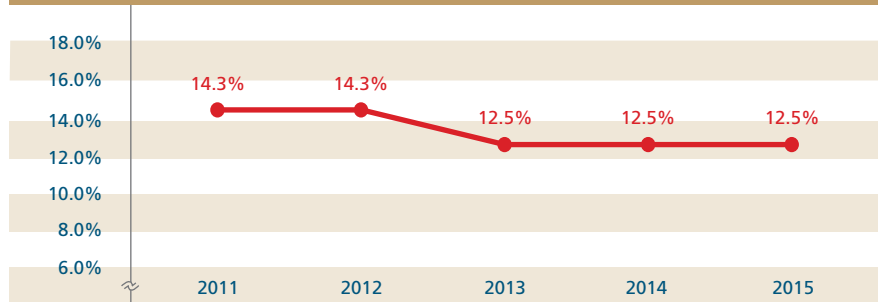
Local government entities per 100,000 population, 2012



Indicator 5.11: Diversity in Political Leadership

This indicator includes data from the National Governors Association, the U.S. Conference of Mayors, the United States Senate, and the United States House of Representatives on the number of major public officials by race and ethnicity. Major public officials include all governors, mayors of cities and towns with a population of 100,000 or more, and members of Congress (Senators and Representatives). Public officials are counted in the table if they publicly identify with a racial identity other than White or as Hispanic or Latino of any race. This indicator has been modified from the 2013 report (see Appendix A).

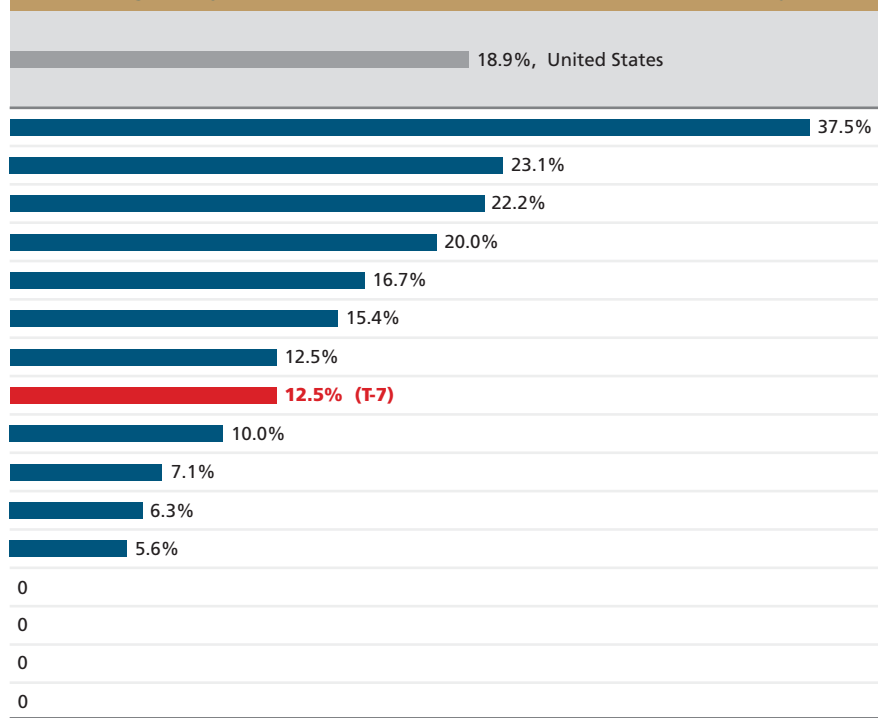
Milwaukee Trends: Maj. public officials of racial/ethnic minority



Major public officials of a racial/ethnic minority by office, 2015

Metro area	Governors	Mayors (cities greater than 100,000 pop.)	U.S. Senators	U.S. Representatives	Total major public officials of a racial/ethnic minority
Jacksonville	0	1	1	1	3
Charlotte	1	0	1	1	3
Columbus	0	1	0	1	2
Cleveland	0	1	0	1	2
Chicago	0	0	0	5	(1) 5
Detroit	0	0	0	2	2
Kansas City	0	1	0	1	2
Milwaukee	0	0	0	1	(T-8) 1
Indianapolis	0	0	0	1	1
Saint Louis	0	0	0	1	1
Denver	0	1	0	0	1
Minneapolis	0	0	0	1	1
Cincinnati	0	0	0	0	(T-13) 0
Louisville	0	0	0	0	(T-13) 0
Nashville	0	0	0	0	(T-13) 0
Pittsburgh	0	0	0	0	(T-13) 0

Percentage major public officials of a racial/ethnic minority, 2015



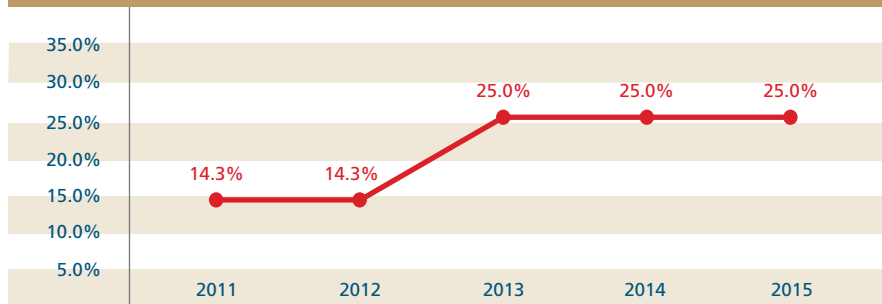
Source: National Governors Association; U.S. Conference of Mayors; United States Senate; United States House of Representatives

(#) Ranked from highest (1) to lowest (16)

Indicator 5.12: Women in Political Leadership

This indicator includes data from the National Governors Association, the U.S. Conference of Mayors, the United States Senate, and the United States House of Representatives on the number of major public officials who are women. Major public officials include all governors, mayors of cities and towns with a population of 100,000 or more, and members of Congress (Senators and Representatives). This indicator has been modified from the 2013 report (see Appendix A).

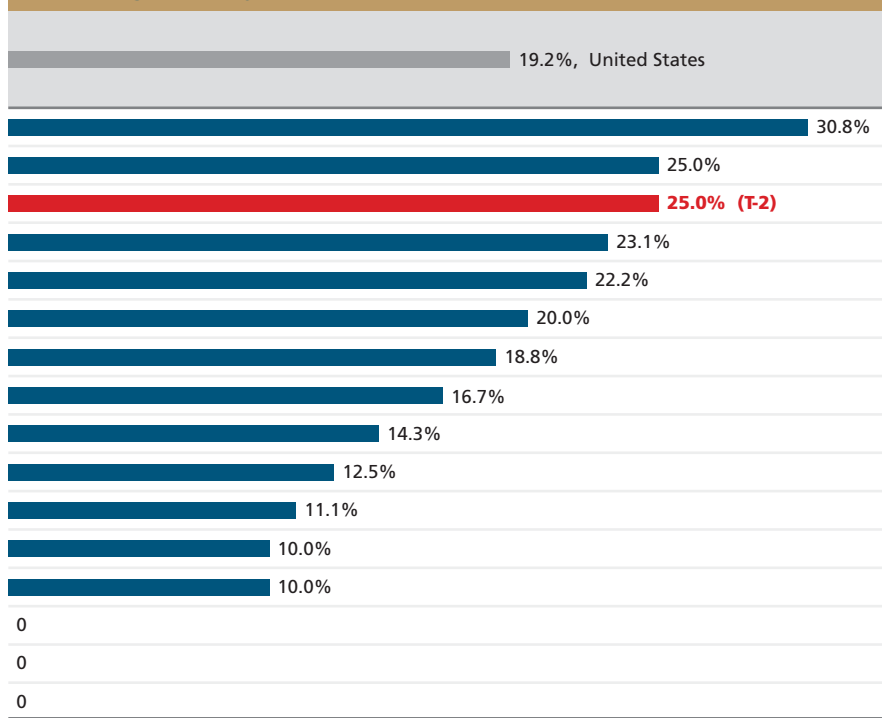
Milwaukee Trends: Major public officials who are women



Major public officials who are women by office, 2015

Metro area	Governors	Mayors (cities greater than 100,000 pop.)	U.S. Senators	U.S. Representatives	Total major public officials who are women
Detroit	0	0	1	3	(T-1) 4
Kansas City	0	1	1	2	(T-1) 4
Milwaukee	0	0	1	1	(T-7) 2
Charlotte	1	0	0	2	3
Nashville	0	0	0	2	2
Cleveland	0	0	0	2	2
Denver	0	2	0	1	3
Minneapolis	0	1	1	1	3
Saint Louis	0	0	1	1	2
Jacksonville	0	0	0	1	1
Columbus	0	0	0	1	1
Chicago	0	0	1	2	3
Indianapolis	0	0	0	1	1
Cincinnati	0	0	0	0	(T-14) 0
Louisville	0	0	0	0	(T-14) 0
Pittsburgh	0	0	0	0	(T-14) 0

Percentage of major public officials who are women, 2015



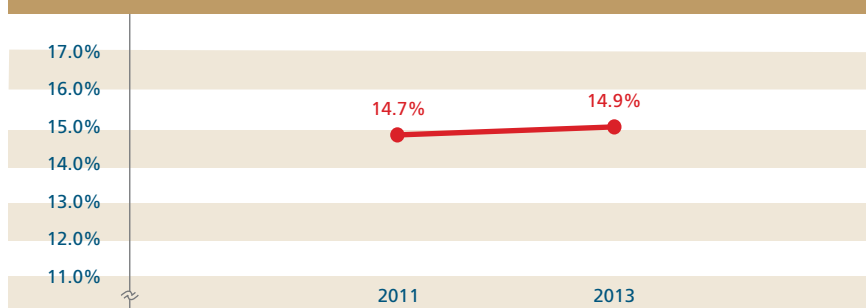
Source: National Governors Association; U.S. Conference of Mayors; United States Senate; United States House of Representatives

(#) Ranked from highest (1) to lowest (16)

Indicator 5.13: Women in Corporate Leadership

This indicator includes data from 2020 Women on Boards on women serving on the boards of directors of local Fortune 1000 companies. This indicator is new to the 2015 Benchmarking report.

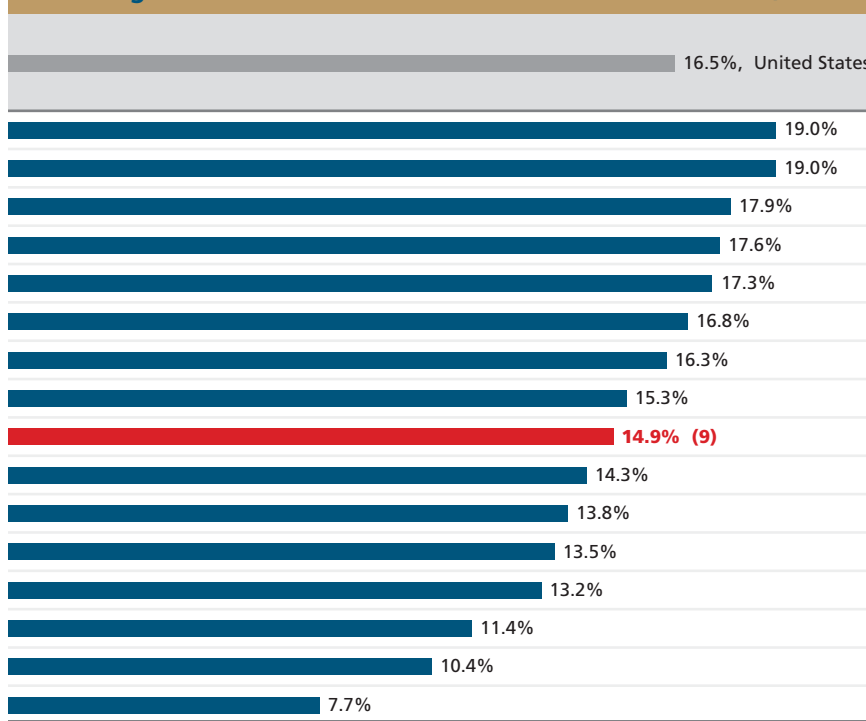
Milwaukee Trends: Fortune 1000 board directors who are women



Fortune 1000 board directors, 2013

Metro area	Total Fortune 1000 board directors	Fortune 1000 board directors who are women
Columbus	158	30
Cincinnati	153	29
Minneapolis	291	52
Cleveland	142	25
Chicago	(1) 611	(1) 106
Detroit	173	29
Louisville	43	7
Charlotte	157	24
Milwaukee	(11) 134	(T-9) 20
Saint Louis	161	23
Nashville	94	13
Indianapolis	89	12
Pittsburgh	152	20
Denver	175	20
Kansas City	67	7
Jacksonville	(16) 39	(16) 3

Percentage Fortune 1000 board directors who are women, 2013



Source: 2020 Women on Boards; Geo Lounge

(#) Ranked from highest (1) to lowest (16)

Indicator 5.14: Crime

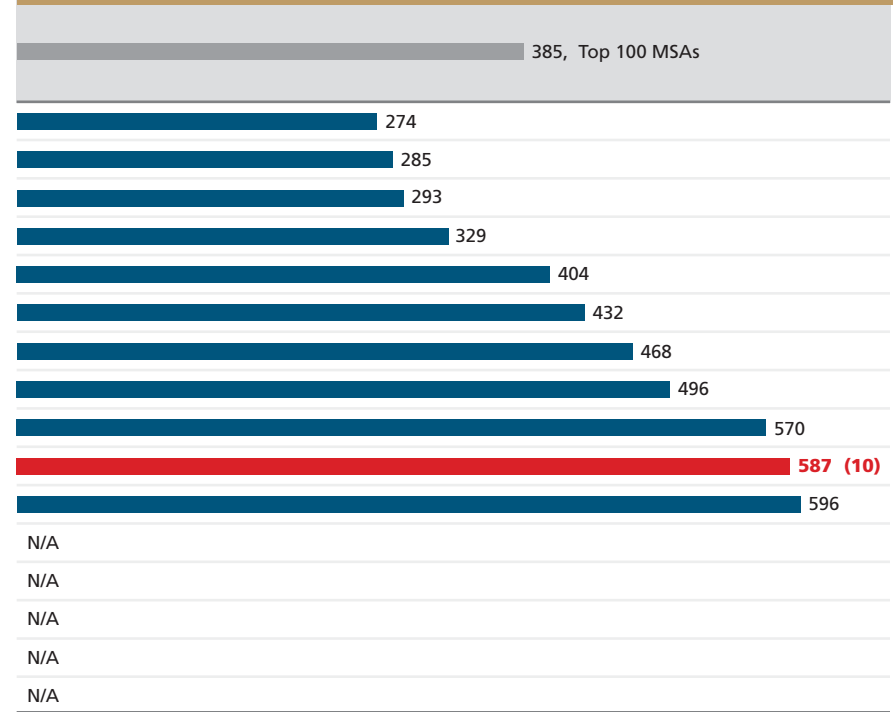
This indicator includes data on violent and property crime from the Federal Bureau of Investigation's Uniform Crime Reporting Program (UCR). The UCR defines violent crimes as those involving force or threat of force. Violent crimes include criminal homicide, forcible rape, robbery, and aggravated assault. Property crimes include the offenses of burglary, larceny-theft, motor vehicle theft, and arson. No trending data could be reported (see Appendix A).

Property crime and violent crime, 2013			
Metro area	Number of property crimes	Property crimes per 100,000 population	Number of violent crimes
Minneapolis	89,681	2,595	9,466
Cincinnati	67,244	3,147	(1) 6,094
Pittsburgh	43,827	(1) 1,857	6,913
Denver	73,981	2,747	8,848
Charlotte	69,430	2,981	9,419
Saint Louis	74,862	2,670	12,103
Kansas City	66,696	3,254	9,601
Jacksonville	44,974	3,229	6,904
Detroit	110,816	2,579	(11) 24,475
Milwaukee	(5) 48,153	(9) 3,064	(5) 9,226
Nashville	47,448	2,718	10,405
Chicago	(14) 223,102	2,339	N/A
Indianapolis	67,521	(14) 3,469	N/A
Louisville	(1) 43,134	3,430	N/A
Cleveland	N/A	N/A	N/A
Columbus	N/A	N/A	N/A

Source: Federal Bureau of Investigation, Uniform Crime Reporting Program
N/A = data not available

(#) Ranked from lowest (1) to highest (16)

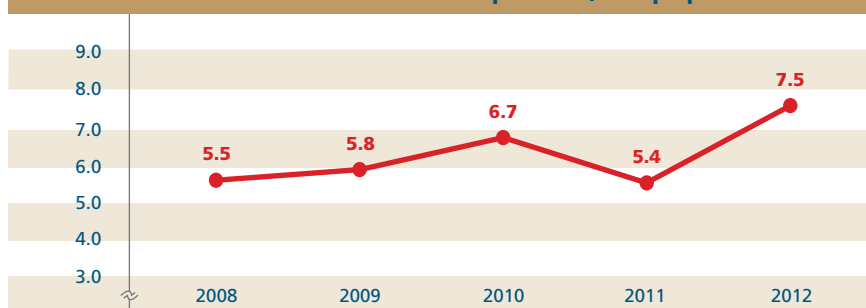
Violent crimes per 100,000 population, 2013



Indicator 5.15: Road Safety

This indicator includes data from the National Highway Traffic Safety Administration on fatalities resulting from a motor vehicle traffic accident. A fatality is counted when a motorist's or nonmotorist's death occurs within 30 days of a crash involving at least one motor vehicle in transport. Nonmotorists include pedestrians; bicyclists; persons in parked motor vehicles; persons in buildings; and persons traveling by skateboard, wheelchair, animal, or animal-drawn conveyance. This indicator is new to the 2015 report.

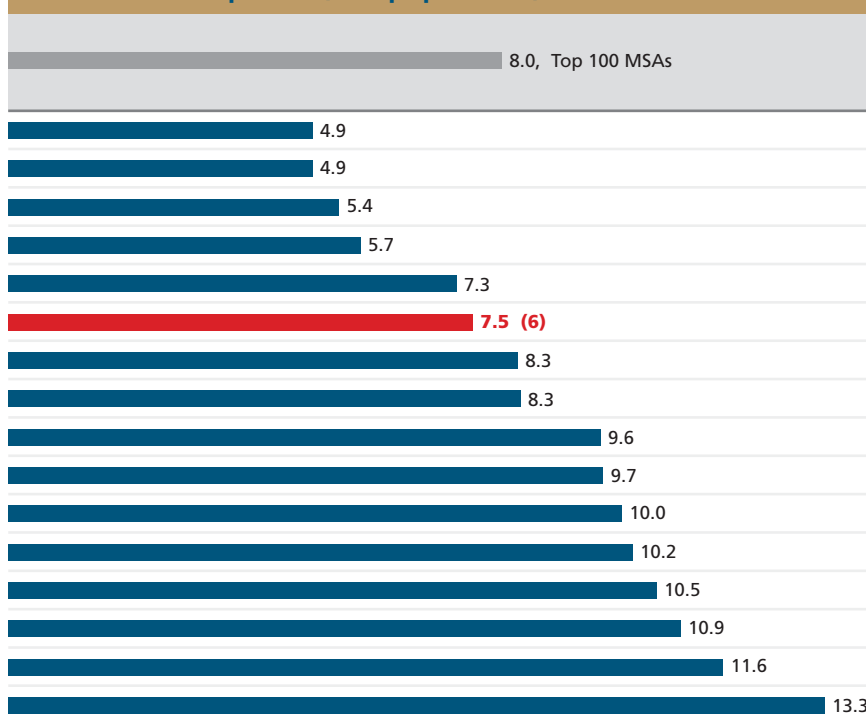
Milwaukee Trends: Traffic fatalities per 100,000 population



Traffic fatalities, 2012

Metro area		Total traffic fatalities	Nonmotorists as a percentage of all traffic fatalities
Minneapolis		169	18.9%
Cleveland	(1)	102	18.6%
Chicago	(16)	513	23.0%
Denver		152	(16) 34.9%
Detroit		313	23.0%
Milwaukee	(2)	118	(11) 21.2%
Indianapolis		160	16.9%
Columbus		162	14.2%
Cincinnati		205	(1) 9.3%
Pittsburgh		228	11.4%
Charlotte		229	21.4%
Saint Louis		284	13.0%
Kansas City		215	14.4%
Louisville		137	11.7%
Nashville		201	11.9%
Jacksonville		183	25.7%

Traffic fatalities per 100,000 population, 2012



Source: National Highway Traffic Safety Administration, Fatality Analysis Reporting System

(#) Ranked from lowest (1) to highest (16)

Indicator 5.16: Traffic Congestion

This indicator includes data from the Texas A&M Transportation Institute on traffic congestion. Hours of delay per auto commuter is the sum of all extra travel time due to traffic congestion over the course of one year divided by the number of auto commuters. Other measures include the percentage of all automobile travel (measured in vehicle-miles traveled, or VMT) congested during peak hours and the percentage of the freeway system (measured in lane-miles) that is congested during peak hours. The metro area figures below are for Census-defined urban areas within the metro areas. Trending data have been revised from the 2013 report (see Appendix A).

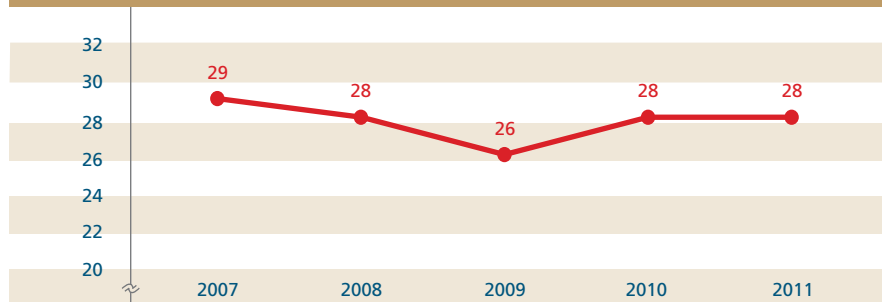
Percentage VMT and lane-miles congested during peak hours, 2011

Metro area	Percentage VMT congested during peak hours	Percentage lane-miles congested during peak hours
Kansas City	23%	23%
Milwaukee	(5) 34%	(4) 26%
Jacksonville	55%	50%
Cleveland	(1) 21%	(1) 21%
Saint Louis	31%	25%
Minneapolis	50%	35%
Louisville	57%	49%
Cincinnati	47%	35%
Pittsburgh	25%	34%
Columbus	49%	36%
Detroit	60%	47%
Charlotte	59%	51%
Indianapolis	62%	57%
Denver	72%	59%
Nashville	48%	49%
Chicago	(16) 88%	(16) 70%

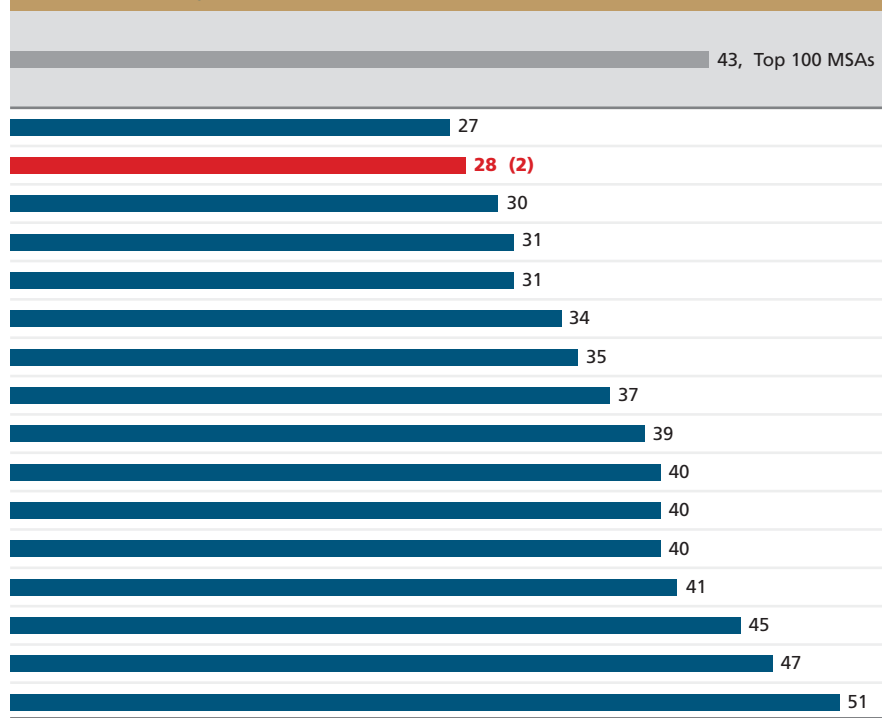
Source: Texas A&M Transportation Institute

(#) Ranked from lowest (1) to highest (16)

Milwaukee Trends: Hours of delay per auto commuter



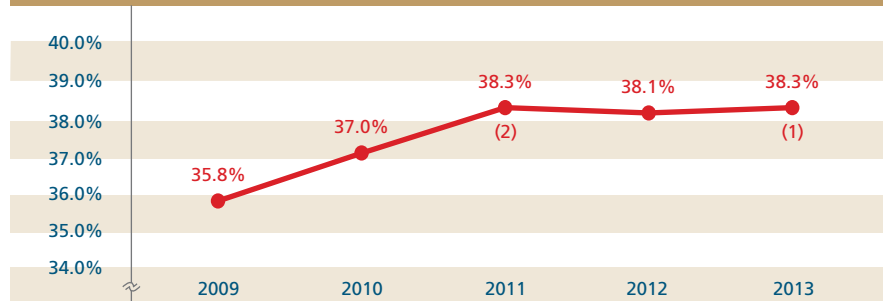
Hours of delay per auto commuter, 2011



Indicator 5.17: Commute Time

This indicator uses data from the American Community Survey on travel to work times. Commute time is reported for two groups: (1) persons who travel by car (including company cars but excluding taxicabs), truck (of one-ton capacity or less), or van and (2) persons who travel by public transportation (bus or trolley bus, streetcar or trolley car, subway or elevated railway, or ferryboat).

Milwaukee Trends: Percentage commuting 25 minutes or longer



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

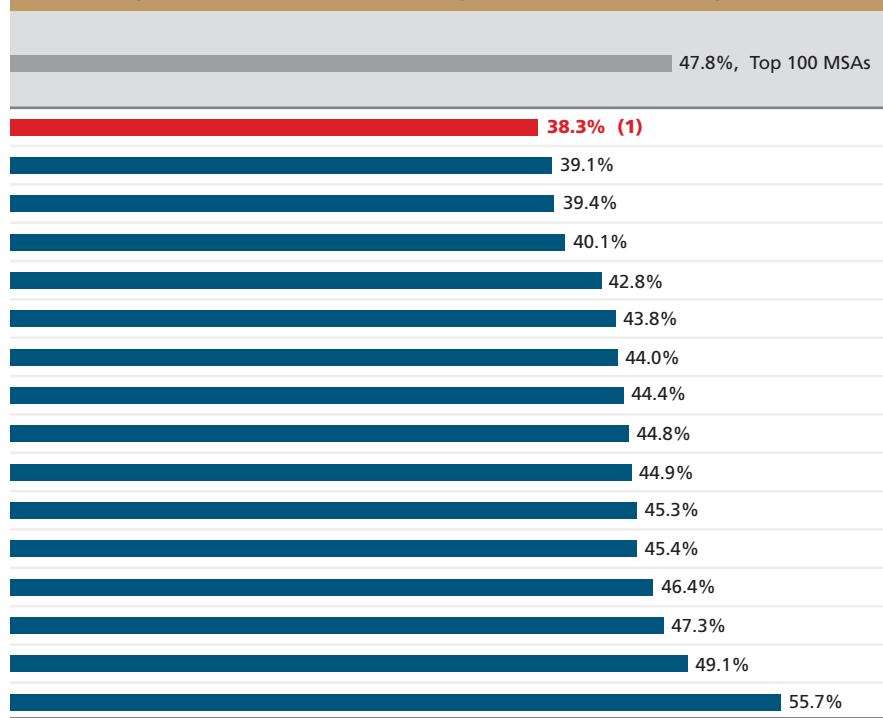
Average commute time by mode, 2013

Metro area	Average commute time by driving alone (minutes)	Average commute time by public transportation (minutes)
Milwaukee	(2) 22.7	(9) 46.4
Kansas City	(1) 22.5	39.5
Columbus	23.1	(1) 38.0
Louisville	22.9	40.6
Cincinnati	23.9	41.7
Indianapolis	24.4	40.4
Cleveland	24.0	47.2
Charlotte	25.2	46.1
Minneapolis	24.5	40.7
Saint Louis	24.4	47.1
Jacksonville	25.3	47.5
Pittsburgh	25.5	41.6
Nashville	25.8	48.5
Detroit	26.0	(16) 52.0
Denver	26.0	47.1
Chicago	(16) 28.7	48.7

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Percentage of workers commuting 25 minutes or longer, 2013



Indicator 5.18: Commute Mode

This indicator includes data from the American Community Survey on the usual mode of transportation to work for commuters age 16 and over. Alternative commute modes include all means of getting to work except driving a car, truck, or van alone. The percentages in the data table do not total 100% because there are additional alternative commute modes, including taxicab and motorcycle.

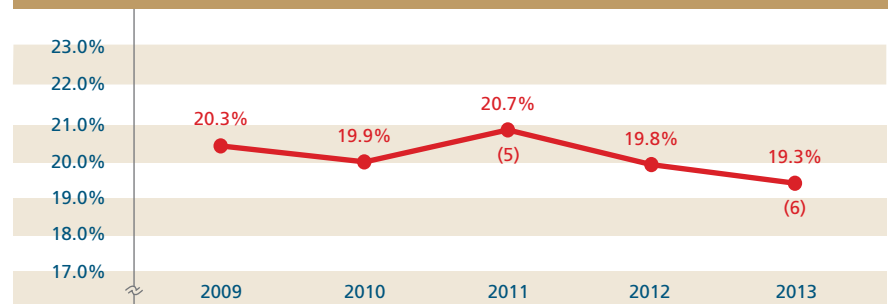
Alternative commute modes for workers age 16 and over, 2013

Metro area	Carpooling to work	Using public transit to work	Walking to work	Biking to work	Working from home
Chicago	8.02%	(1) 11.75%	3.16%	0.62%	4.32%
Denver	8.89%	4.41%	2.22%	0.82%	(1) 7.14%
Pittsburgh	8.49%	4.89%	(1) 3.30%	0.39%	3.71%
Minneapolis	8.10%	4.64%	2.27%	(1) 0.95%	4.88%
Charlotte	(1) 10.03%	1.74%	1.44%	0.13%	5.19%
Milwaukee	(14) 7.73%	(5) 3.65%	(3) 3.05%	(3) 0.63%	(15) 3.52%
Jacksonville	9.15%	1.07%	(16) 1.16%	0.48%	4.99%
Cleveland	(16) 7.12%	3.25%	2.03%	0.41%	3.80%
Columbus	8.04%	1.69%	2.21%	0.55%	4.14%
Nashville	9.06%	(16) 1.02%	1.36%	0.26%	4.50%
Cincinnati	8.10%	2.17%	2.11%	(16) 0.11%	3.85%
Saint Louis	7.15%	2.91%	1.59%	0.25%	4.09%
Indianapolis	8.85%	1.12%	1.50%	0.27%	3.93%
Kansas City	8.70%	1.22%	1.42%	0.25%	4.08%
Detroit	8.49%	1.68%	1.27%	0.25%	3.52%
Louisville	8.33%	1.71%	1.37%	0.30%	(16) 2.77%

Source: U.S. Census Bureau, American Community Survey

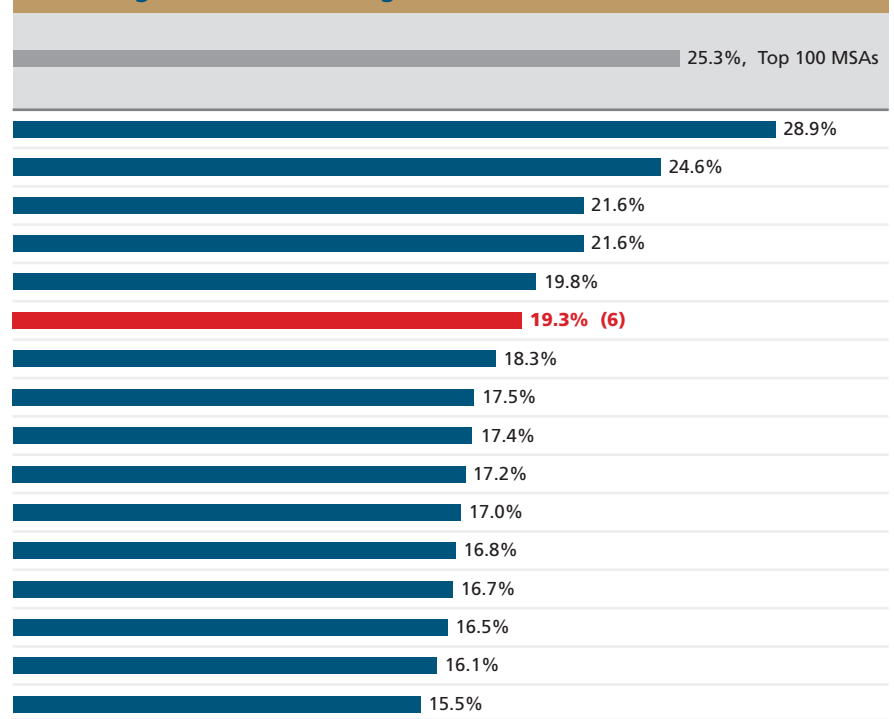
(#) Ranked from highest (1) to lowest (16)

Milwaukee Trends: Percentage using alternative commute mode



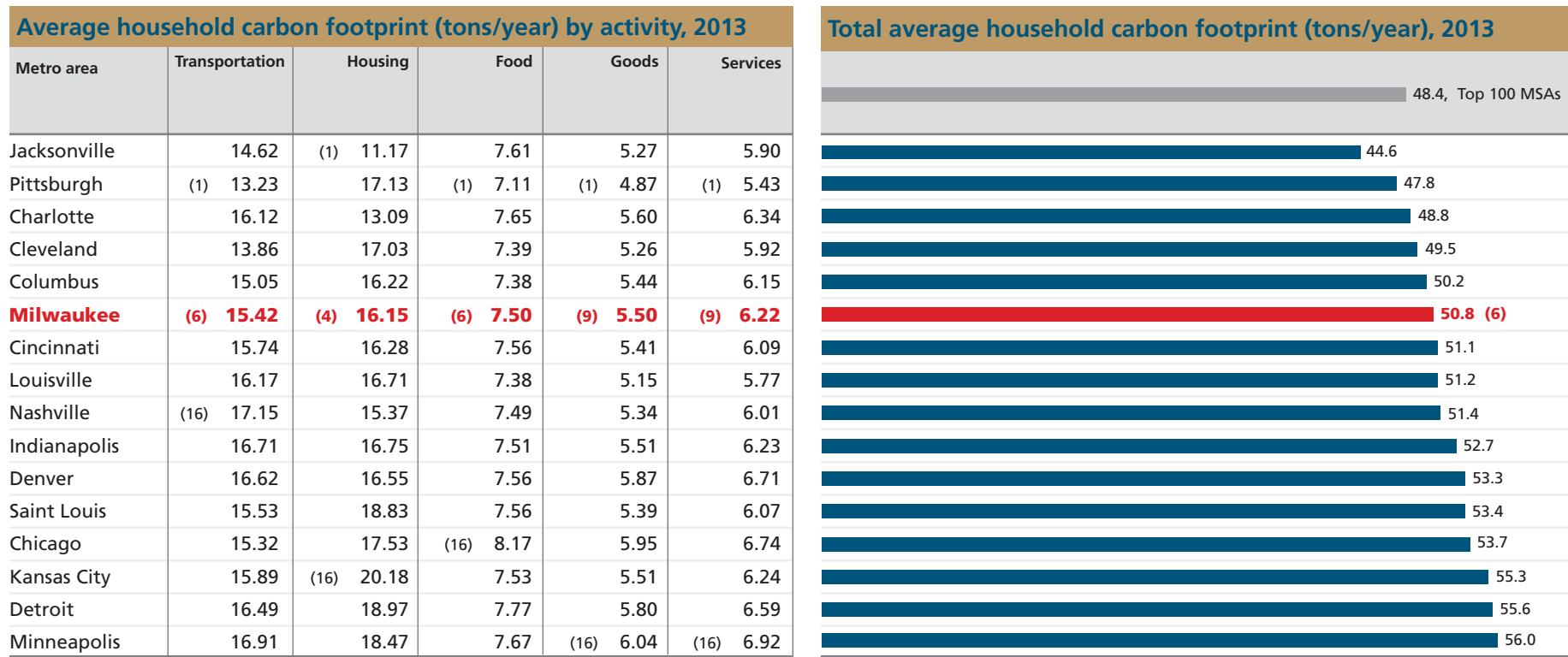
(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Percentage of workers using an alternative commute mode, 2013



Indicator 5.19: Carbon Footprint

This indicator includes data from the CoolClimate Network at the University of California, Berkeley, on the average household carbon footprint. It measures carbon dioxide emissions in tons per year. The model includes both direct emissions from the consumption of fossil fuels used to run cars and heat homes as well as indirect emissions embodied in the production of electricity, water, waste, food, goods, and services. Carbon dioxide is a greenhouse gas that contributes to climate change. These data are for metro areas based on June 2003 definitions. No trending data are available. This indicator has been modified from the 2013 report (see Appendix A).



Source: University of California, Berkeley, CoolClimate Network

(#) Ranked from lowest (1) to highest (16)

Indicator 5.20: Air Quality

This indicator includes data from the U.S. Environmental Protection Agency's Air Quality Index (AQI). The AQI is used to report the level of pollution in the air, including ground-level ozone, particle pollution, carbon monoxide, sulfur dioxide, and nitrogen dioxide. An AQI between 0 and 50 is considered good air quality. Values between 51 and 100 are considered moderate pollution levels. A value between 101 and 150 is unhealthy for "sensitive groups," including people with lung disease, older adults, and children. An AQI greater than 150 is considered unhealthy for everyone. These data are for metro areas based on June 2003 definitions.

Median AQI and days with unhealthy air quality (AQI > 100), 2013*

Metro area	Median AQI	Number of days with unhealthy air quality (AQI > 100)
Jacksonville	(1) 38	2
Charlotte	42	(T-1) 0
Columbus	43	2
Nashville	45	1
Minneapolis	44	2
Milwaukee	(T-5) 45	(T-1) 0
Detroit	52	7
Cincinnati	54	11
Cleveland	55	13
Louisville	53	1
Denver	54	27
Pittsburgh	56	18
Kansas City	58	(16) 42
Saint Louis	(T-15) 59	35
Indianapolis	(T-15) 59	12
Chicago	58	12

Source: U.S. Environmental Protection Agency, Air Quality Index Report

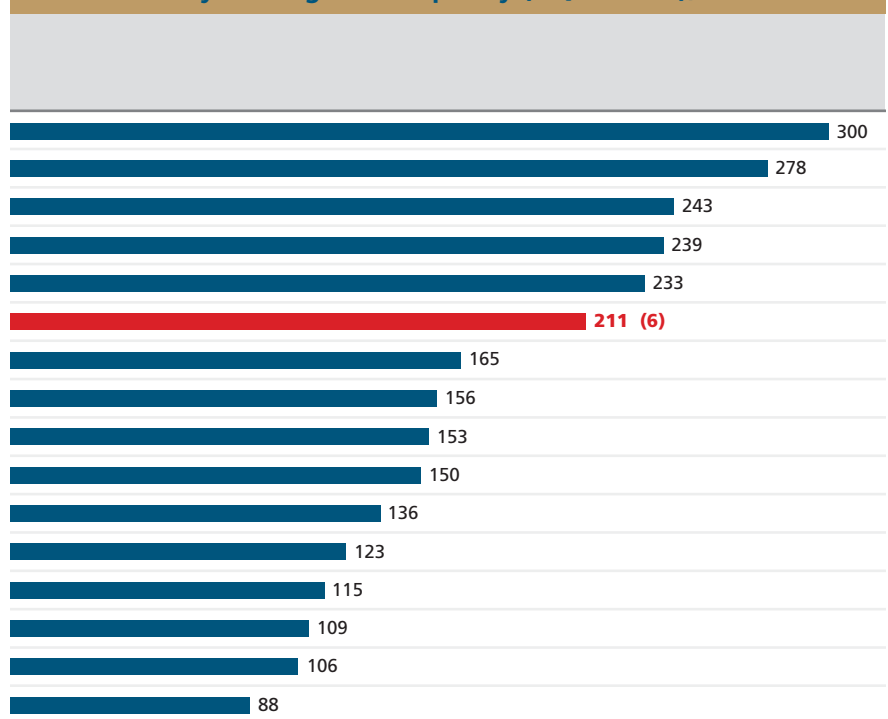
(#) Ranked from highest (1) to lowest (16), except (*) ranked lowest (1) to highest (16)

Milwaukee Trends: Number of days with good air quality



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

Number of days with good air quality (AQI 0 to 50), 2013



Indicator 5.21: Green Building

This indicator uses data from the U.S. Green Building Council on green building certification under the Leadership in Energy and Environmental Design (LEED) rating system. Buildings gain LEED certification by demonstrating compliance with requirements for sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and innovation and design process. Levels of certification can increase from Certified to Silver, Gold, and Platinum. These data are for metro areas based on June 2003 definitions. All counts are cumulative.

Milwaukee Trends: LEED-certified square footage per capita



(#) Milwaukee metro area rank from current and previous *Vital Signs* reports shown in parentheses

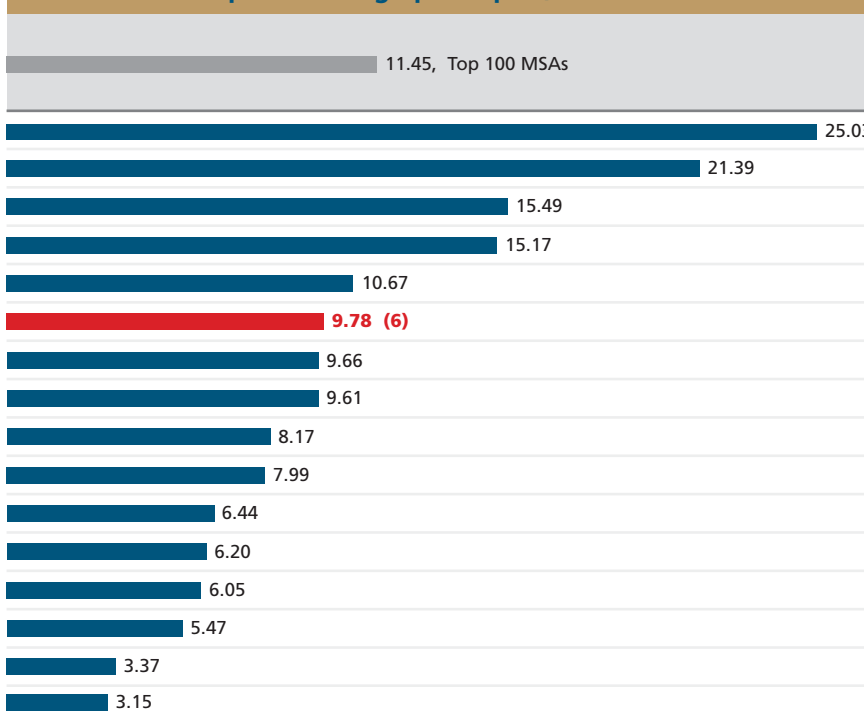
LEED certifications and square footage, 2014

Metro area	Total LEED certifications	Total LEED certifications of Gold or above	Total LEED-certified square footage (millions)
Denver	363	232	67.5
Chicago	(1) 925	(1) 398	(1) 204.0
Minneapolis	225	83	52.5
Charlotte	188	79	28.3
Pittsburgh	227	75	25.2
Milwaukee	(T-12) 117	(12) 35	(10) 15.4
Cleveland	180	65	19.9
Columbus	147	54	18.3
Cincinnati	166	45	17.6
Nashville	117	42	13.4
Kansas City	119	38	13.4
Jacksonville	92	23	8.6
Indianapolis	79	33	11.0
Saint Louis	153	54	15.5
Louisville	(16) 58	(16) 19	(16) 4.4
Detroit	118	25	13.5

Source: U.S. Green Building Council, Green Building Information Gateway

(#) Ranked from highest (1) to lowest (16)

LEED-certified square footage per capita, 2014



Data Sources

The following are the web addresses for the data sources used in this report:

2020 Women on Boards, 2020 Gender Diversity Directory
<http://www.2020wob.com/companies/>

American Hospital Association, *AHA Hospital Statistics*
<http://ahadata.adagetechnologies.com/book-cd-products/AHA-Statistics/>

American Medical Association, *Physician Characteristics and Distribution in the U.S.*
<https://commerce.ama-assn.org/store/catalog/>

Brookings Institution, Metropolitan Policy Program,
Earned Income Tax Credit (EITC) Interactive
<http://www.brookings.edu/research/interactives/eitc>

Brookings Institution, Metropolitan Policy Program, Sizing the Clean Economy
<http://www.brookings.edu/about/programs/metro/clean-economy>

Chronicle of Philanthropy, How America Gives
<http://philanthropy.com/article/Interactive-Explore-How/149107/#search>

Corporation for National and Community Service,
Volunteering and Civic Life in America
<http://www.volunteeringinamerica.gov/rankings.cfm>

Council for Community and Economic Research (C2ER) Cost of Living Index
<http://www.coli.org/>

Fortune, Fortune 500
<http://fortune.com/fortune500/>

Geo Lounge, Geography of Fortune 1000 Companies in 2014
<http://www.geolounge.com/geography-fortune-1000-2014/>

Milken Institute, Best-Performing Cities
<http://best-cities.org/bestcities.taf?rankyear=2013&type=large-cities-rankings>

National Association of Home Builders, Housing Opportunity Index
<http://www.nahb.org/en/research/housing-economics/housing-indexes/housing-opportunity-index.aspx>

National Governors Association, Current Governors
<http://www.nga.org/cms/governors/bios>

National Housing Conference + Center for Housing Policy/Local Initiatives Support Corporation/Urban Institute, Foreclosure-Response.org
<http://www.foreclosure-response.org/>

National Science Foundation, Science and Engineering Doctorates
<http://www.nsf.gov/statistics/sed/2013/data-tables.cfm>

PricewaterhouseCoopers/National Venture Capital Association, MoneyTree Report
<http://nvca.org/pressreleases/u-s-venture-capital-investment-spanned-160-cities-2014/>

Texas A&M University, Texas A&M Transportation Institute,
Urban Mobility Information, Annual Urban Mobility Report
<http://mobility.tamu.edu/ums/>

U.S. Conference of Mayors, Council on Metro Economies and the New American City,
"GMP and Employment 2013–2015," *U.S. Metro Economies*, June 2014
<http://www.usmayors.org/metroeconomies/>

U.S. Conference of Mayors, Meet the Mayors
<http://usmayors.org/meetmayors/mayorsatglance.asp>

U.S. Department of Agriculture, Economic Research Service, Food Environment Atlas
<http://www.ers.usda.gov/data-products/food-environment-atlas/data-access-and-documentation-downloads.aspx>

U.S. Department of Commerce, Bureau of the Census,
American Community Survey 1-Year Estimates
<http://www.census.gov/acs/www/>

U.S. Department of Commerce, Bureau of the Census, Building Permits Survey
<http://www.census.gov/construction/bps/>

U.S. Department of Commerce, Bureau of the Census, Census of Governments
<http://www.census.gov/govs/cog/>

U.S. Department of Commerce, Bureau of the Census, Population Estimates
<http://www.census.gov/popest/data/metro/totals/2013/index.html>

U.S. Department of Commerce, Bureau of the Census, Survey of Business Owners
<http://www.census.gov/econ/sbo/>

Data Sources

The following are the web addresses for the data sources used in this report:

U.S. Department of Commerce, International Trade Administration,
Office of Trade Policy & Analysis, Metropolitan Export Series
<http://www.trade.gov/mas/ian/metroreport/index.asp>

U.S. Department of Commerce, U.S. Patent and Trademark Office,
Patent Technology Monitoring Team, General Patent Statistics Reports
http://www.uspto.gov/web/offices/ac/ido/oeip/taf/reports_cbsa.htm

U.S. Department of Education, Institute of Education Sciences,
National Center for Education Statistics, Common Core of Data
<http://nces.ed.gov/ccd/>

U.S. Department of Health and Human Services, Centers for Disease Control and
Prevention, National Center for Health Statistics, National Vital Statistics System,
Linked Birth and Infant Death Data
<http://www.cdc.gov/nchs/linked.htm>

U.S. Department of Health and Human Services, Centers for Disease Control and
Prevention, Office of Surveillance, Epidemiology, and Laboratory Services,
Public Health Surveillance Program, Behavioral Risk Factor Surveillance System,
Selected Metropolitan/Micropolitan Area Risk Trends
<http://apps.nccd.cdc.gov/brfss-smart/index.asp>

U.S. Department of Justice, Federal Bureau of Investigation,
Uniform Crime Reporting Program, Crime in the United States
<http://www.fbi.gov/about-us/cjis/ucr>

U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics
<http://www.bls.gov/sae/home.htm>

U.S. Department of Labor, Bureau of Labor Statistics,
Local Area Unemployment Statistics
<http://www.bls.gov/lau/home.htm>

U.S. Department of Labor, Bureau of Labor Statistics,
Occupational Employment Statistics
<http://www.bls.gov/oes/home.htm>

U.S. Department of Transportation, National Highway Traffic Safety Administration,
Fatality Analysis Reporting System
<http://www-fars.nhtsa.dot.gov/Main/index.aspx>

U.S. Environmental Protection Agency, Office of Air Quality Planning and Standards,
Air Quality Analysis Group, AirData, Air Quality Index Report
http://www.epa.gov/airdata/ad_rep_aqi.html

U.S. Green Building Council, Green Building Information Gateway
<http://www.gbgl.org/>

U.S. House of Representatives, Directory of Representatives
<http://www.house.gov/representatives/>

U.S. Senate, Senators of the 114th Congress
http://www.senate.gov/general/contact_information/senators_cfm.cfm

U.S. Small Business Administration, Office of Advocacy
<http://archive.sba.gov/advo/research/data.html>

University of California, Berkeley; CoolClimate Network
<http://coolclimate.berkeley.edu/data>

University of Michigan, Population Studies Center
<http://www.psc.isr.umich.edu/dis/census/segregation2010.html>

Appendix A: Indicator Changes and Caveats

No.	Indicator	Description of changes and caveats
Section 1: Population Vitality		
1.01	Population Growth	Modified indicator. In the previous report, the primary indicator for this topic was the percentage of population change over five years, based on 2003 MSA geographies. The primary indicator was changed for the 2015 report to the percentage of population change over three years because the Census Bureau used 2013 MSA geographies, which are only measured back to 2010.
1.02	Birth Rate	
1.03	Foreign-born Population	
1.04	Race and Ethnicity	
1.05	Residential Segregation	
1.06	Child Population	
1.07	Senior Population	
1.08	Median Age	
1.09	Households	
1.10	Same-sex Couples	
Section 2: Economic Strength		
2.01	Industry Sector Employment	
2.02	Employment Change by Industry	
2.03	High-tech Industries	
2.04	Patents	
2.05	Entrepreneurship	
2.06	Fortune 1000 Companies	In the previous report, the data source was CNNMoney.com's Fortune 500+ web application, which has not been updated.
2.07	Venture Capital	New indicator
2.08	Business Firms	
2.09	Small Business Firms	
2.10	Small Business Startups	
2.11	Minority Business Ownership	
2.12	Women's Business Ownership	Previously called "Female Business Ownership"
2.13	Gross Metropolitan Product	
2.14	Exports	
2.15	Income and Wages	
2.16	Occupations	
2.17	Workforce	
2.18	Creative Jobs	
2.19	Green Jobs	
2.20	Unemployment	
2.21	Brain Gain	Modified indicator. In the previous report, the primary indicator for this topic was the percentage of new residents age 25 and older with a graduate degree. The primary indicator was changed for the 2015 report to the number of new residents age 25 and older with a graduate degree per 100,000 population.

Appendix A

No.	Indicator	Description of changes and caveats
Section 3: Personal Prosperity		
3.01	Household Income	
3.02	Income \$75,000 and Above	
3.03	Income Gap	
3.04	Pay Equity	Modified indicator. In the previous report, the primary indicator for this topic was the ratio of women's median income to men's median income for the population age 16 and older working full-time, year round. The primary indicator was changed for the 2015 report to the ratio of women's median earnings to men's median earnings for the population age 16 and older working full-time, year round.
3.06	Poverty	
3.05	Low Income	Previously called "Self-sufficiency Income"
3.07	Income Supports	
3.08	Earned Income Tax Credit	New indicator
3.09	Teen Pregnancy	
3.10	Parental Employment	
3.11	New Housing Starts	
3.12	Homeownership	
3.13	Foreclosures	Modified indicator. In the previous report, the primary indicator for this topic was the number of housing units per foreclosure. These data were from the RealtyTrac U.S. Metropolitan Foreclosure Market Report. The data source and primary indicator were changed to Foreclosure-Response.org and the percentage of all home mortgage loans 90 or more days delinquent or in foreclosure.
3.14	Owner Housing Affordability	
3.15	Renter Housing Affordability	
Section 4: Lifelong Learning		
4.01	Educational Attainment	
4.02	English Language	Modified indicator. In the previous report, the primary indicator for this topic was the percentage of the population age 5 and older who speak English "very well." The primary indicator was changed for the 2015 report to the percentage of non-English speakers (those who speak a language other than English at home) age 5 and older who speak English "very well."
4.03	Pre-K Enrollment	
4.04	School Lunch Assistance	
4.05	High School Attendance	
4.06	Higher Education Enrollment	Modified indicator. In the previous report, the primary indicator for this topic was the number of 18- to 24-year-olds enrolled in higher education per 1,000 population. The primary indicator was changed for the 2015 report to the total higher education enrollment per 1,000 population.
4.07	Research Doctorates	Previously called "Research Universities"

Appendix A

No.	Indicator	Description of changes and caveats
Section 5: Community Well-being		
5.01	Local Foods	Modified indicator. In the previous report, the primary indicator for this topic was the percentage of local farms with direct sales to final consumers, an indicator that the U.S. Department of Agriculture (USDA) updates only once every five years. The primary indicator was changed for the 2015 report to the number of local farmers' markets per 1,000,000 population, a figure the USDA updates annually.
5.02	Obesity	Modified indicator. Previously called "Health Care." In the previous report, the primary indicator for this topic was the percentage of adults with any kind of health care coverage. These data were from the Behavioral Risk Factor Surveillance System. The data source and primary indicator were changed for the 2015 report to the American Community Survey and the percentage of the civilian noninstitutionalized population with health insurance.
5.03	Diabetes	
5.04	Smoking	
5.05	Infant Mortality	
5.06	Health Insurance	
5.07	Hospitals and Physicians	Modified indicator. Previously called "Charitable Contributions." In the previous report, the primary indicator for this topic was the amount of contributions per capita to local nonprofit public charities. These data were from the Urban Institute's National Center for Charitable Statistics. The data source and primary indicator were changed for the 2015 report to the Corporation for National & Community Service and the percentage of adults who reported donating money, assets, or property with a combined value of more than \$25 to charitable or religious organizations in the prior year.
5.08	Charitable Giving	
5.09	Volunteering	Modified indicator. In the previous report, the primary indicator for this topic was the number of major public officials who publicly identify with a racial identity other than White or as Hispanic or Latino of any race. The primary indicator was changed for the 2015 report to the percentage of major public officials who publicly identify with a racial identity other than White or as Hispanic or Latino of any race.
5.10	Local Government	
5.11	Diversity in Political Leadership	
5.12	Women in Political Leadership	Modified indicator. In the previous report the primary indicator for this topic was the number of major public officials who are women. The primary indicator was changed for the 2015 report to the percentage of major public officials who are women.
5.13	Women in Corporate Leadership	New indicator.
5.14	Crime	Because of a change in the Milwaukee Police Department's reporting of violent crimes, current crime data are not comparable to previous years.
5.15	Road Safety	New indicator.
5.16	Traffic Congestion	Because of a change in methodology, the Texas A&M Transportation Institute revised the traffic congestion data for previous years.
5.17	Commute Time	Modified indicator. Previously called "Energy Use." In the previous report, the primary indicator for this topic was the average carbon footprint per capita, which considered only direct carbon emissions. These data were from the Brookings Institution and have not been updated. The data source and primary indicator were changed for the 2015 report to the CoolClimate Network at the University of California, Berkeley, and the average household carbon footprint, which considers both direct and indirect emissions.
5.18	Commute Mode	
5.19	Carbon Footprint	
5.20	Air Quality	
5.21	Green Building	

Appendix B

The following are descriptions for industry sectors used in Indicators 2.01 and 2.02:

- **Professional and business services:** professional, scientific, and technical services, management of companies and enterprises, and administrative and routine support services
- **Financial activities:** the finance and insurance sector and the real estate and rental and leasing sectors
- **Information:** publishing, motion picture and sound recording, broadcasting, telecommunications, Internet service providers and web search portals, data processing, and information services
- **Government:** publicly owned establishments, including federal, state, and local government; public schools; and public hospitals
- **Education and health services:** the educational services sector (schools, colleges, universities, and training centers) and the health and social assistance sector (health care and social assistance for individuals)
- **Transportation and utilities:** industries providing transportation of passengers and cargo; warehousing and storage of goods; and provision of utility services (electric, gas, water, sewer)
- **Retail trade:** establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise
- **Wholesale trade:** establishments engaged in selling merchandise for resale, capital or durable nonconsumer goods, and raw and intermediate materials and supplies used in production
- **Leisure and hospitality:** includes the arts, entertainment, and recreation sector and the accommodation and food services sector
- **Manufacturing:** establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products

The following are descriptions for occupational categories used in Indicator 2.18:

- **Arts jobs:** actors; art directors; postsecondary art, drama, and music teachers; broadcast news analysts; choreographers; craft artists; curators; dancers; fine artists (including painters, sculptors, and illustrators); multimedia artists and animators; music directors and composers; musicians and singers; photographers, producers, and directors; reporters and correspondents; writers and authors; and all other artists, entertainers, performers and related workers
- **Design jobs:** architects, postsecondary architecture teachers, cartographers and photogrammetrists, commercial and industrial designers, fashion designers, floral designers, graphic designers, interior designers, landscape architects, merchandise displays and window trimmers, set and exhibit designers, and all other designers
- **Marketing and strategy jobs:** advertising and promotions managers, marketing managers, public relations and fundraising managers, public relations specialists, survey researchers, and urban and regional planners

Appendix C

Benchmarking Metro Areas, June 2003 Definitions

Metro Area	U.S. Census Bureau MSA	Component counties and county equivalents
Charlotte	Charlotte-Gastonia-Rock Hill, NC-SC	Anson, Cabarrus, Gaston, Mecklenburg, Union, NC; York, SC
Chicago	Chicago-Joliet-Naperville, IL-IN-WI	Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry, Will, IL; Jasper, Lake, Newton, Porter, IN; Kenosha, WI
Cincinnati	Cincinnati-Middletown, OH-KY-IN	Brown, Butler, Clermont, Hamilton, Warren, OH; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton, KY; Dearborn, Franklin, Ohio, IN
Cleveland	Cleveland-Elyria-Mentor, OH	Cuyahoga, Geauga, Lake, Lorain, Medina, OH
Columbus	Columbus, OH	Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway, Union, OH
Denver	Denver-Aurora-Broomfield, CO	Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, Park, CO
Detroit	Detroit-Warren-Livonia, MI	Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne, MI
Indianapolis	Indianapolis-Carmel, IN	Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Putnam, Shelby, IN
Jacksonville	Jacksonville, FL	Baker, Clay, Duval, Nassau, St. Johns, FL
Kansas City	Kansas City, MO-KS	Bates, Caldwell, Cass, Clay, Clinton, Jackson, Lafayette, Platte, Ray, MO; Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte, KS
Louisville	Louisville/Jefferson County, KY-IN	Bullitt, Henry, Jefferson, Meade, Nelson, Oldham, Shelby, Spencer, Trimble, KY; Clark, Floyd, Harrison, Washington, IN
Milwaukee	Milwaukee-Waukesha-West Allis, WI	Milwaukee, Ozaukee, Washington, Waukesha, WI
Minneapolis	Minneapolis-St. Paul-Bloomington, MN-WI	Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, Wright, MN; Pierce, St. Croix, WI
Nashville	Nashville-Davidson-Murfreesboro-Franklin, TN	Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson, TN
Pittsburgh	Pittsburgh, PA	Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, Westmoreland, PA
Saint Louis	St. Louis, MO-IL	Franklin, Jefferson, Lincoln, St. Charles, St. Louis, St. Louis (city), Warren, Washington, MO; Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe, St. Clair, IL

Note: Most of the indicators in this report use the February 2013 metro area definitions. For those definitions, see the Introduction, page iii.



Greater Milwaukee Foundation
101 West Pleasant Street, Suite 210
Milwaukee, Wisconsin 53212
(414) 272-5805

www.greatermilwaukeefoundation.org



United Way of Greater Milwaukee & Waukesha County
225 West Vine Street
Milwaukee, Wisconsin 53212
(414) 263-8100

www.unitedwaygmmc.org



Greater Milwaukee Committee
247 Freshwater Way, Suite 400
Milwaukee, Wisconsin 53204
(414) 272-0588

www.gmconline.org



Community Research Partners
399 East Main Street, Suite 100
Columbus, Ohio 43215
(614) 224-5917

www.researchpartners.org