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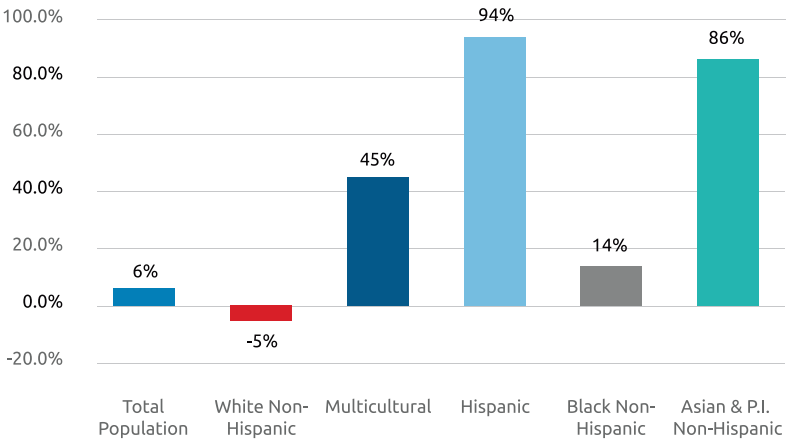
# MARKET SNAPSHOT

## Milwaukee, WI DMA

The DMA for Milwaukee, is the 36th most populous in the United States. The non-Hispanic Asian population in the Milwaukee area grew at 86% between 2000 and 2017 (10% above the National Average), and is forecasted to grow at a similar rate through 2018.

| Population | 2017 Ranking | 2017 Population |
|---|---|---|
| Total | 36 | 2,332,469 |
| Hispanic | 42 | 263,049 |
| White Non-Hispanic | 36 | 1,647,684 |
| Black Non-Hispanic | 38 | 300,562 |
| Asian Non-Hispanic | 34 | 71,117 |

Percent Change – 2000 vs. 2017




The Hispanic population in Milwaukee also continues to show significant growth. In fact, the Hispanic population has experienced 94% growth between 2000 and 2017, and now makes up almost 11.3% of the total population. Today the Milwaukee DMA is home to approximately 263,000 Hispanics.

While White Non-Hispanics make up 70.6.% of the total population of the Milwaukee DMA this segment witnessed a 5% decline between 2000 and 2017. This decline supports the fact that the population in this area is becoming more and more diverse.

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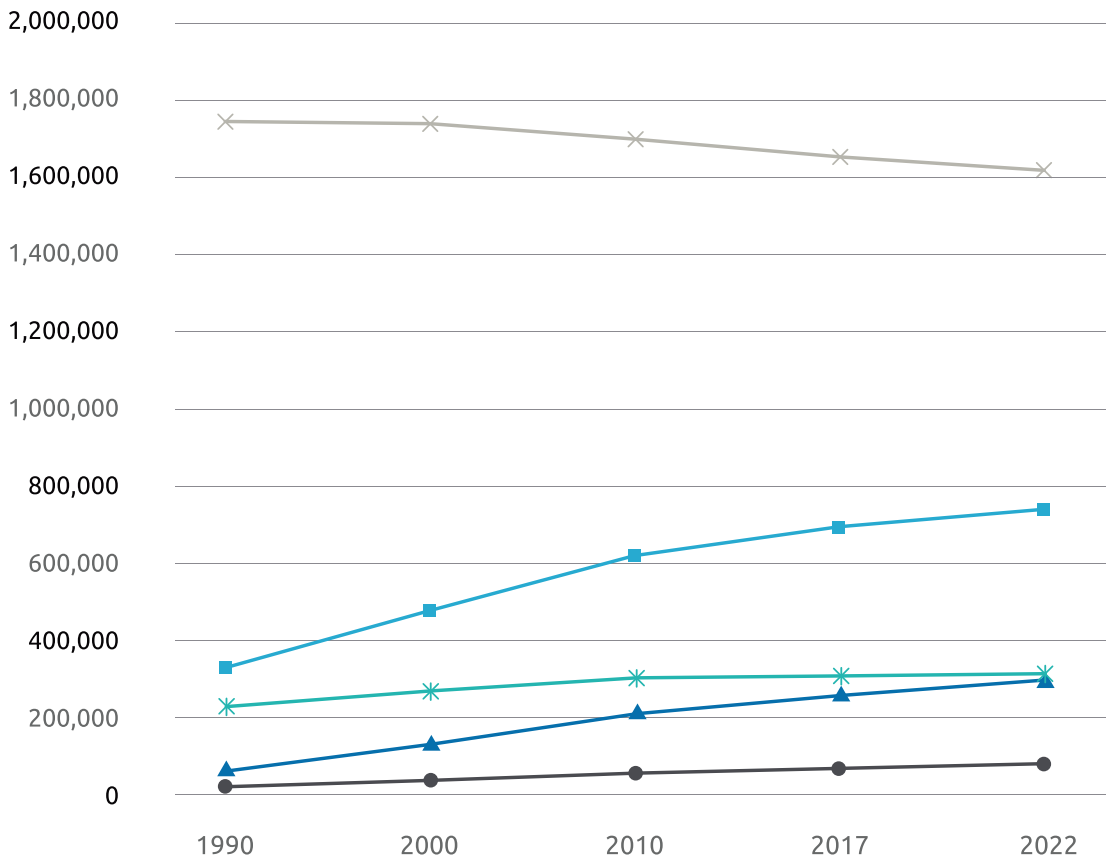
## Facts About Milwaukee Households

In the Milwaukee DMA:

- Over 22% of the population falls between the ages of 18-34. [1]
- The median age of the population is 37.7 (National Average is 37.3) [2]
- The estimated average household income in 2018 is $71,129 (National Average is $71,997) [2]
- Non-family households make up nearly 36% of the total population. [1]
- A little more than 43% of households are comprised of a married couple with no children of their own. [1]

### Population by Race/Ethnicity Counts




| | 1990 | 2000 | 2010 | 2017 | 2022 |
|---|---|---|---|---|---|
| White Non Hispanic | 1,737,343 | 1,732,061 | 1,694,853 | 1,647,684 | 1,617,020 |
| Hispanic Population | 67,511 | 135,399 | 215,625 | 263,049 | 296,732 |
| Black Non-Hispanic | 220,138 | 263,348 | 293,144 | 300,562 | 305,123 |
| Asian & P.I. Non-Hispanic | 23,019 | 38,323 | 57,121 | 71,117 | 80,590 |
| Multicultural Population | 321,247 | 473,411 | 613,069 | 684,785 | 734,267 |

Source 1: Claritas Pop-Facts 2018

Source 2: American Marketscape Datastream (AMDS) 2017

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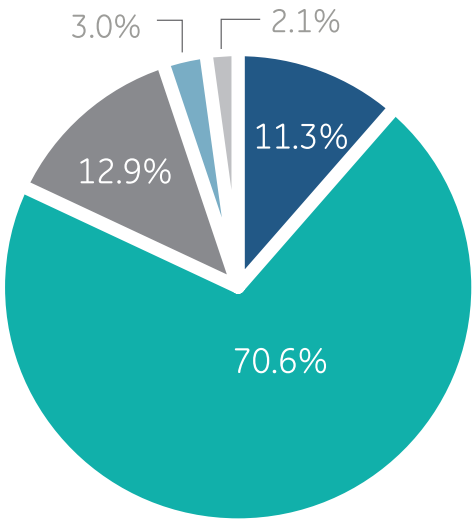
## 2017 POPULATION BY RACE/ETHNICITY
PERCENT

29.4% of the population in the Milwaukee DMA is multicultural. Black Non-Hispanics account for the largest multicultural segment, at nearly 12.9% of the total population.

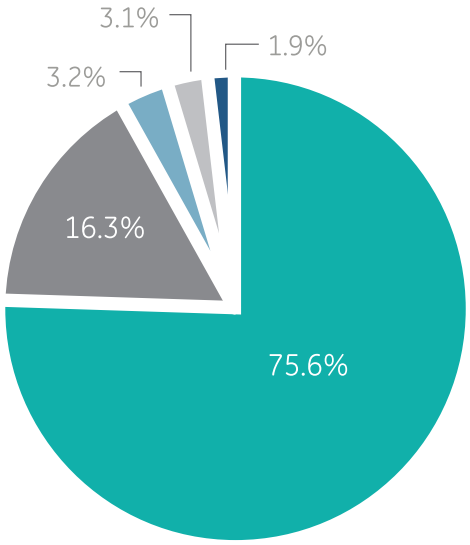
- Hispanic
- White Non-Hispanic
- Black Non-Hispanic
- Asian & P.I. Non-Hispanic
- All Other




## 2017 HISPANIC COUNTRY OF ORIGIN
PERCENT

The majority of the Hispanic population in the Milwaukee DMA is of Mexican descent (75.6%). Individuals of Puerto Rican (Caribbean) descent account for the 2nd largest Hispanic group in the DMA with over 38,197 (14.5%) individuals.

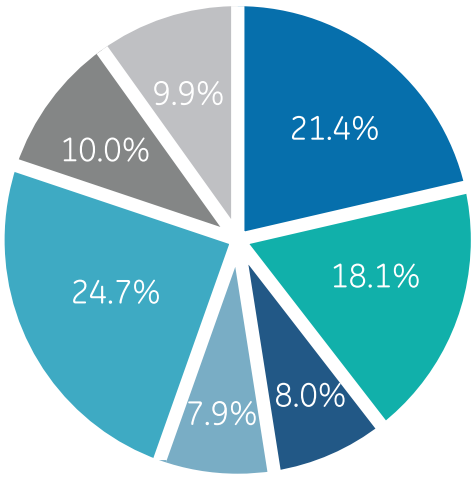
- North American
- Caribbean
- Central American
- South American
- Other Hispanic Region




## 2017 ASIAN POPULATION BY RACE/ETHNICITY
PERCENT

This pie chart shows that the Milwaukee DMA's major Asian Race/Ethnicities are Asian Indian (21.4%) and Other SE Asian (24.7%).

- Asian Indian
- Chinese & Taiwanese
- Korean
- Vietnamese
- Other SE Asian
- Filipino
- All Other

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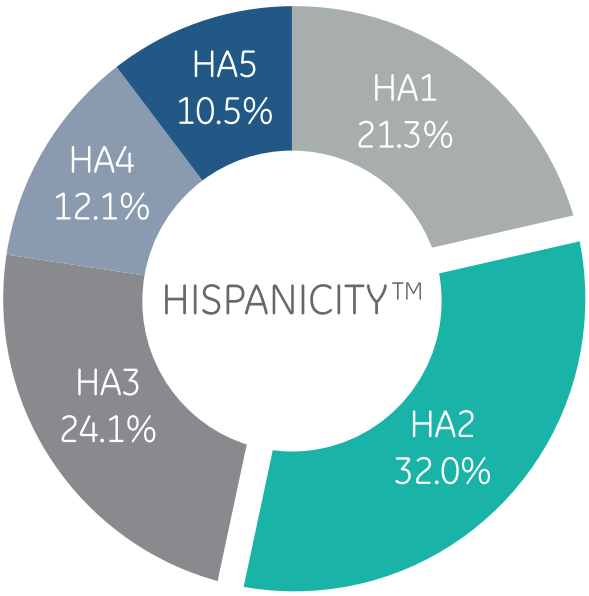
| Hispanicity™ Segments |
|---|
| **HA1: Americanizado (National Avg. 17.1%)** |
| English Dominant (nearly no Spanish) |
| Born in US; 3rd+ generation |
| Few Hispanic cultural practices |
| **HA2: Nueva Latina (National Avg. 29%)** |
| English Preferred (some Spanish) |
| Born in U.S.; 2nd generation |
| Some Hispanic cultural practices; often "retro-acculturate" |
| **HA3: AmBi-Cultural (National Avg. 25.6%)** |
| Bi-Lingual (equal or nearly) |
| Immigrant as child or young adult |
| Many Hispanic cultural practices |
| **HA4: Hispano (National Avg. 15.5%)** |
| Spanish Preferred (some English) |
| Immigrant as adult, in U.S. 10+ years |
| Pre-dominant Hispanic cultural practices |
| **HA5: Latinoamerica (National Avg. 12.8%)** |
| Spanish Dominant (nearly no English) |
| Recent Immigrant as adult (less than 10 years ago) |
| Primarily Hispanic cultural practices |
| Identify with home country more so than U.S. |

## 2017 HISPANICITY™ SEGMENTS
PERCENT




More than 53.3% of the DMA's Hispanic population classifies as Acculturated. These individuals, known as HA1s and HA2s, primarily speak English, are 2nd or 3rd generation born Americans who maintain few to some Hispanic cultural practices.

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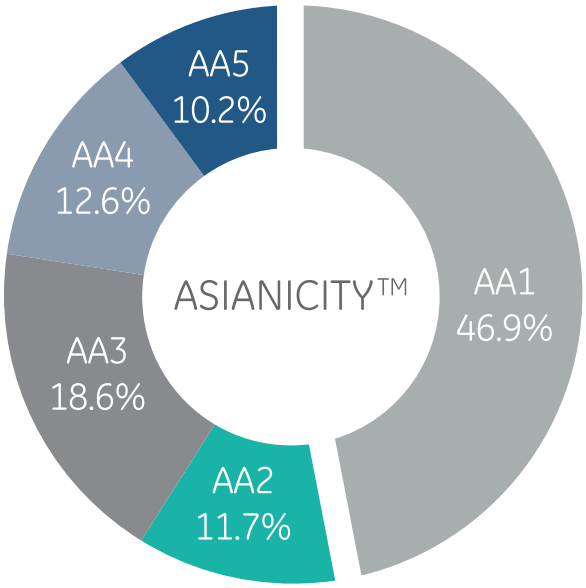
| Asianicity™ Segments |
|---|
| **AA1: Very Westernized (38%)** |
| English Dominant |
| Born in US; 3rd+ generation |
| Few Asian cultural practices |
| **AA2: Bi-cultural Westernized (12.1%)** |
| English Preferred (some home language) |
| Born in U.S.; 2nd generation |
| Some Asian cultural practices; often "retro-acculturate" |
| **AA3: Bi-cultural (19.3%)** |
| Bilingual (equal or nearly) |
| Immigrant as child or young adult |
| Many Asian cultural practices |
| **AA4: Bi-cultural Asian Identity (17.6%)** |
| Asian home language preferred (some English) |
| Immigrant as adult, in U.S. 10+ years |
| Pre-dominant Asian cultural practices |
| **AA5: Very Asian Identity (13%)** |
| Asian home language dominant (nearly no English) |
| Recent Immigrant as adult (less than 10 years ago) |
| Primarily Asian cultural practices |
| Identify with home country more so than Asian - American |

## 2017 ASIANICITY™ SEGMENTS
PERCENT




More than 58.6% of the Milwaukee's DMA's Asian population classifies as Bi-cultural Westernized or Very Westernized (Acculturated). These individuals, known as AA1s and AA2s, primarily speak English and maintain few to some Asian cultural practices.

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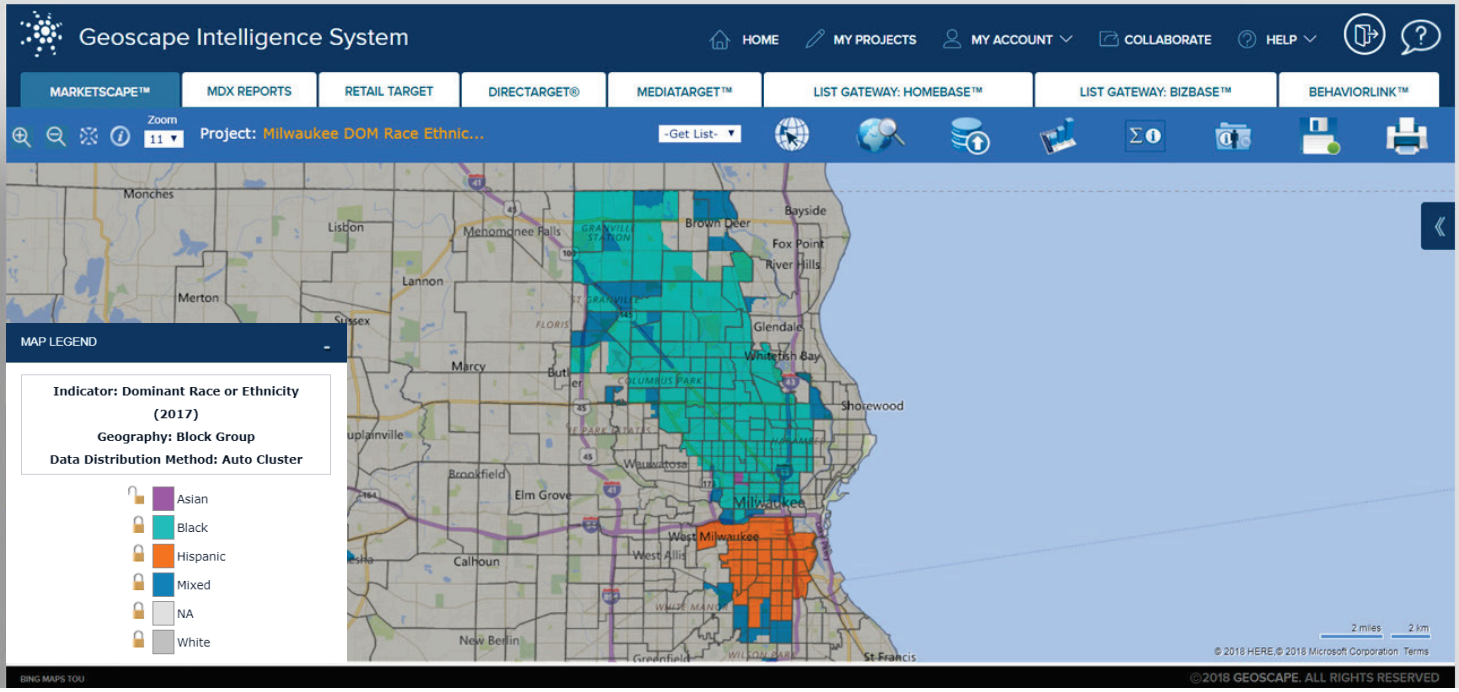


The variation in dominant race or ethnicity is illustrated by Block Group for the Milwaukee DMA. As illustrated on the map, a small pocket of Hispanic households are located just south of the city center and a large pocket of Black households are concentrated just north of the city center. White households are spread further throughout the outlying areas of the DMA.

This Market Snapshot is produced by Geoscape using the Geoscape Intelligence System (GIS). For a FREE test drive of GIS, point our browser to: http://geoscape.com/schedule-a-free-demo/ | Call 888-211-9353 or email info@geoscape.com

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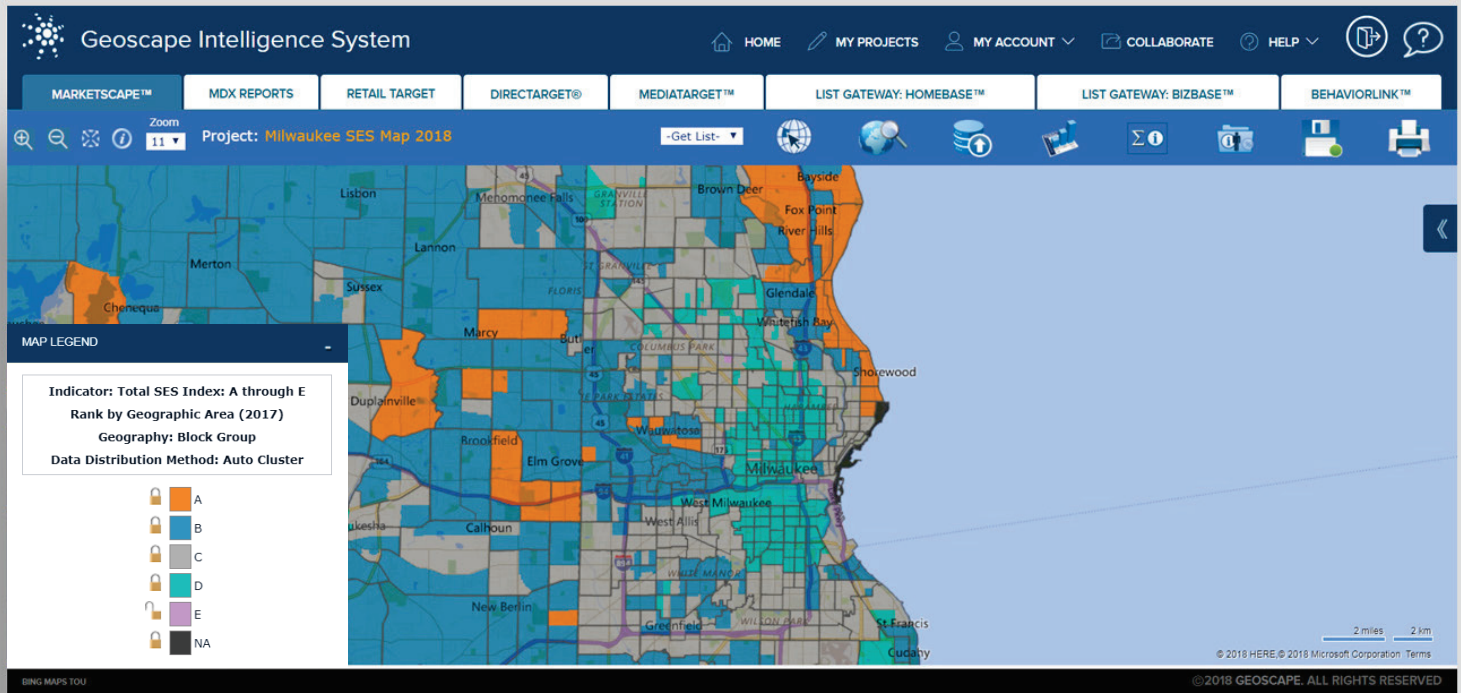


This map illustrates the Socio-Economic Status of all households in the Milwaukee DMA by Block Group. Those households ranked "A" and falling within the orange areas of the map typically have annual incomes over $85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The gray areas indicate a concentration of households ranked "C", typically having annual incomes between $30,000 and $75,000, high school graduates to some college, and employed as skilled labor or service workers.

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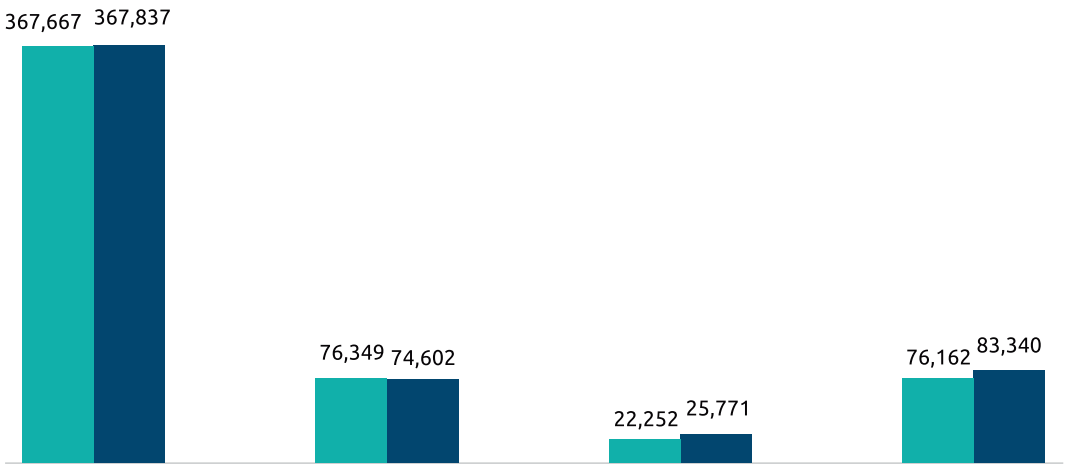
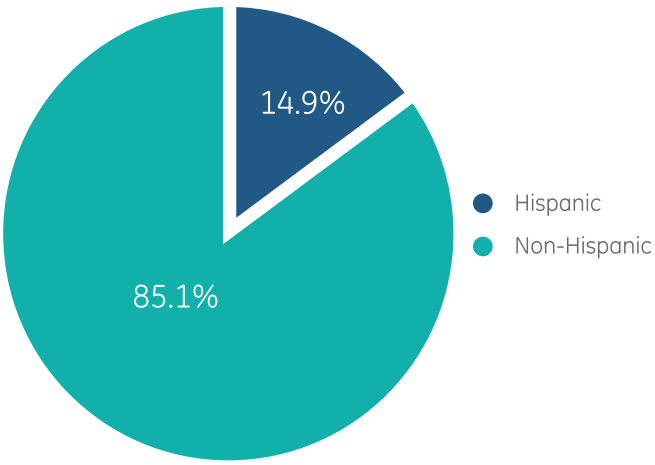
## MILLENNIALS

### MILLENNIALS: PROJECTED POPULATION GROWTH (2017-2022)

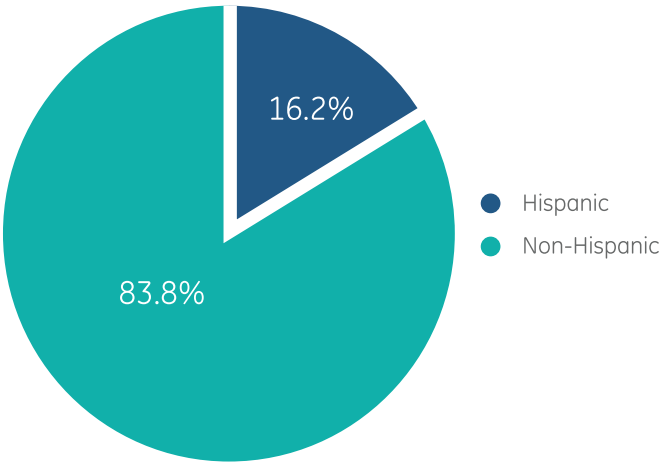



| | White | Black | Asian | Hispanic |
|---|---|---|---|---|
| 2017 | 367,667 | 76,349 | 22,252 | 76,162 |
| 2022 | 367,837 | 74,602 | 25,771 | 83,340 |

## MILLENNIALS (2017)




## MILLENNIALS (2022)

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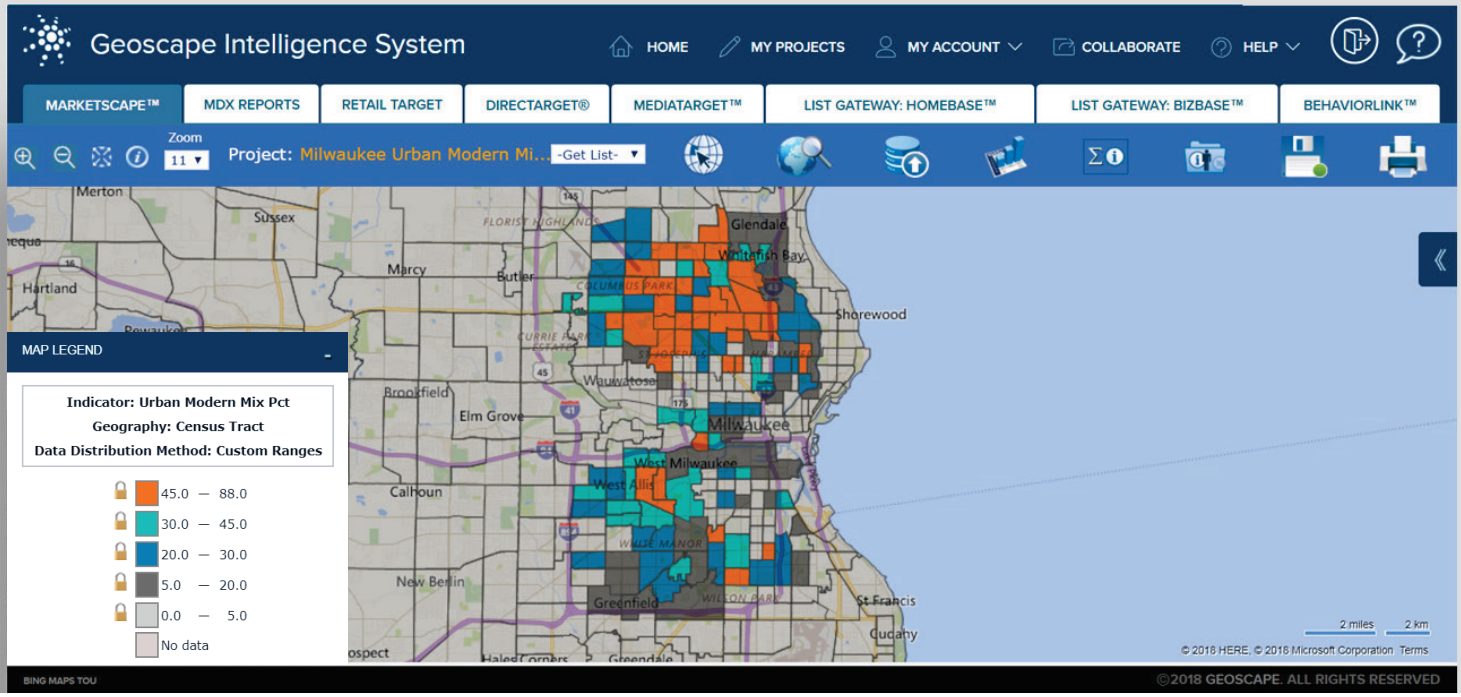


## Claritas PRIZM Premier Segmentation

PRIZM® Premier segmentation helps you find more of your best customers by lifestyles, shopping behaviors and media use with smart insights on what they choose and why they buy. Milwaukee households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Milwaukee DMA.

### SEGMENT 45 – URBAN MODERN MIX

#### Midscale Middle Age Mostly w/o Kids

In Urban Modern Mix, middle class singles and couples reside in ethnically diverse neighborhoods in or near the city center. Despite only average overall technology use, they are frequent online shoppers for everything from jeans to groceries.

#### Urban Modern Mix Households are likely to:

- Own a Kia
- Shop at Burlington
- Follow pro boxing
- Visit casinos
- Watch TV One
- Listen to Urban Adult Contemporary

#### Demographics Traits:

- Urbanicity: Urban
- Income: Midscale
- Income Producing Assets: Low
- Age Ranges: <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Mix
- Employment Levels: Mix
- Education Levels: Some College
- Technology Use: Average

Source: Claritas PRIZM Premier 2018

To learn about segments in your market, visit www.mybestsegments.com.

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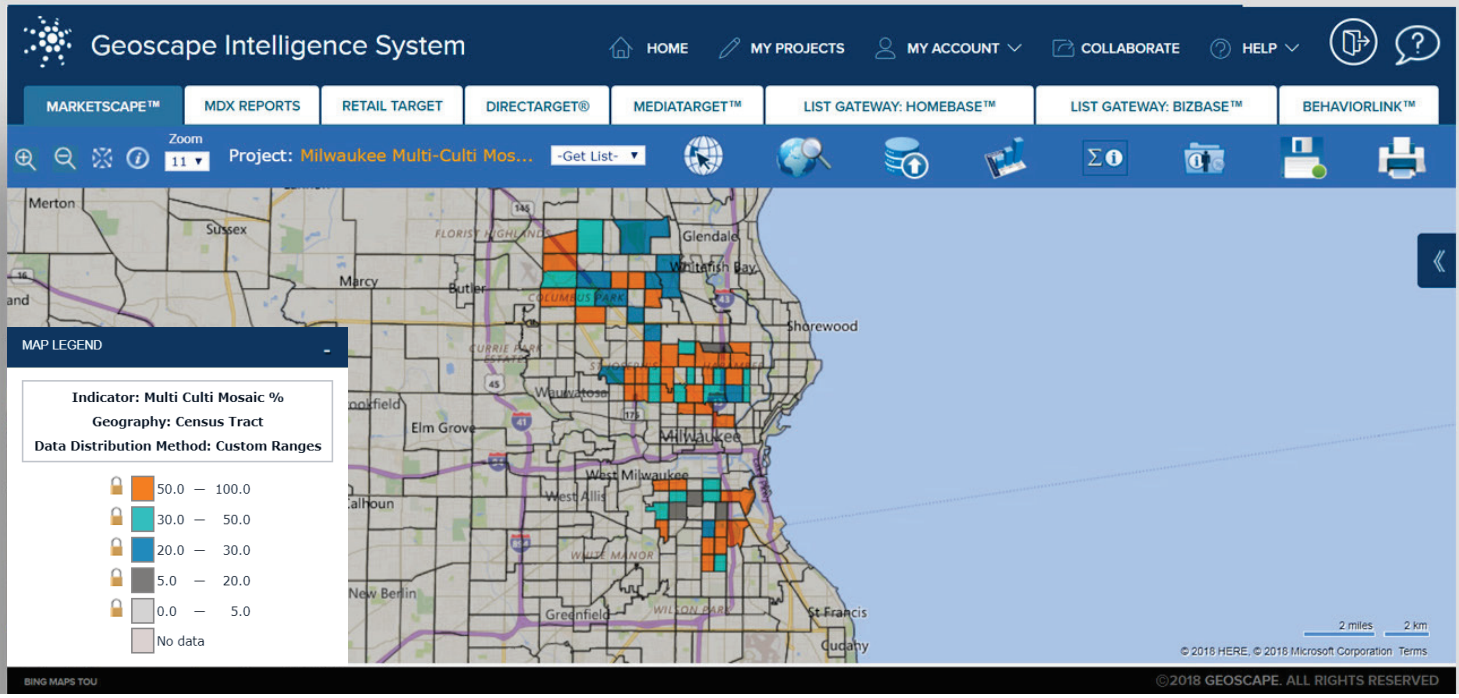


## Claritas PRIZM Premier Segmentation

### SEGMENT 42 – MULTI-CULTI MOSAIC

#### Midscale Middle Age Family Mix

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. This segment is characterized by many first-generation Americans who are striving to improve their economic status.

#### Multi-Culti Mosaic Households are likely to:

- Own a Dodge
- Eat at Little Caesars
- Shop at Foot Locker
- Follow Mexican league soccer
- Visit Mexico
- Watch Univision
- Listen to Urban Adult Contemporary

#### Demographic Traits:

- Urbanicity : Urban
- Income : Midscale
- Income Producing Assets : Above Average
- Age Ranges : <55
- Presence of Kids : Family Mix
- Homeownership : Mix
- Employment Levels : Mix
- Education Levels : Some College
- Technology Use: Average

Source: Claritas PRIZM Premier 2018

To learn about segments in your market, visit www.mybestsegments.com.

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