

# Arts, A/V Technology & Communications (5-Digit SOC) in Marathon County, WI



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Wausau, Wisconsin 54403-5530

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## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 67 Occupations

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15-1231 Computer Network Support Specialists

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15-1232 Computer User Support Specialists

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15-1241 Computer Network Architects

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15-1254 Web Developers

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15-1255 Web and Digital Interface Designers

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25-4011 Archivists

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25-4012 Curators

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25-4022 Librarians and Media Collections  
Specialists

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27-1011 Art Directors

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*See Appendix A for all 67 Occupations*

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### 1 County

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55073 Marathon County, WI

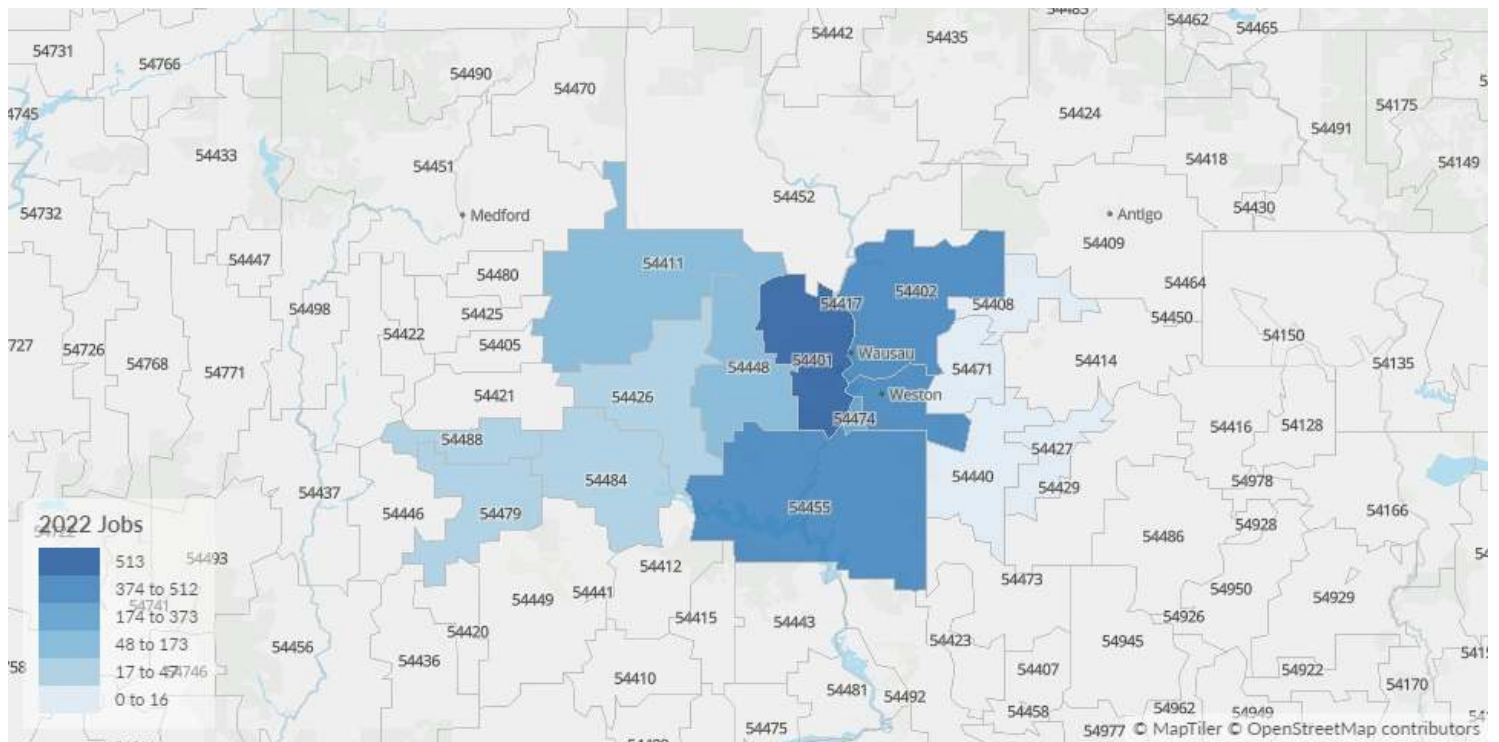
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

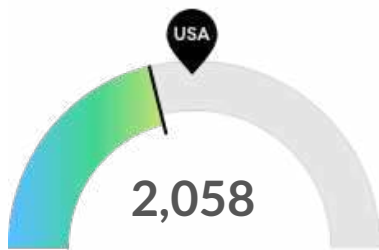
The information in this report pertains to the chosen occupations and geographical area.

# Workforce Map



## Executive Summary

### Light Hiring Competition Over a Thin Supply of Regional Talent



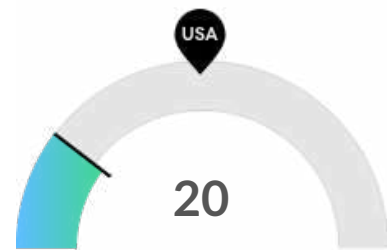
**Supply (Jobs)**

Marathon County, WI is not a hotspot for this kind of talent. The national average for an area this size is 2,601\* employees, while there are 2,058 here.



**Compensation**

The cost for talent is low in Marathon County, WI. The national median salary for your occupations is \$50,994, while you'll pay \$47,700 here.



**Demand (Job Postings)**

Competition from online job postings is low in Marathon County, WI. The national average for an area this size is 60\* job postings/mo, while there are 20 here.

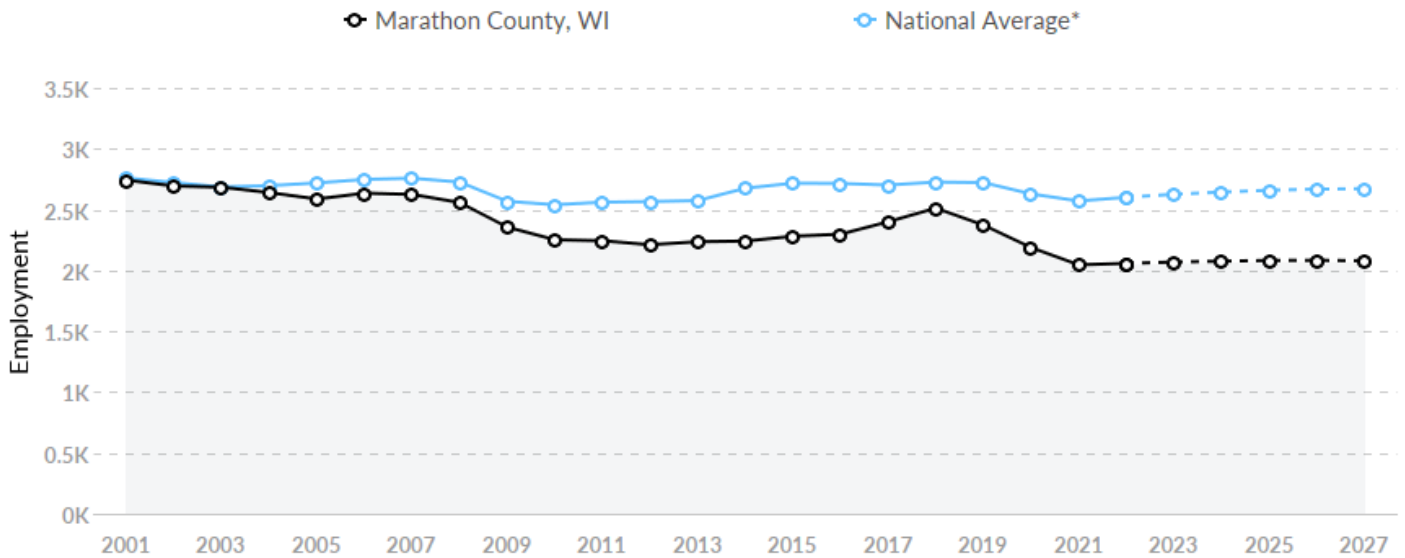
\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Marathon County, WI. In other words, the values represent the national average adjusted for region size.

# Supply (Jobs)

## Supply Is Lower Than the National Average

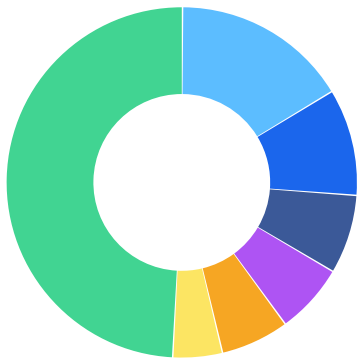
The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for Marathon County, WI, and how it is changing relative to the nation. An average area of this size would have 2,601\* employees, while there are 2,058 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.

**-14% Past Growth (2017 - 2022)**      **1% Projected Growth (2022 - 2027)**



\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Marathon County, WI. In other words, the values represent the national average adjusted for region size.

## Most Jobs are Found in the Pulp, Paper, and Paperboard Mills Industry Sector

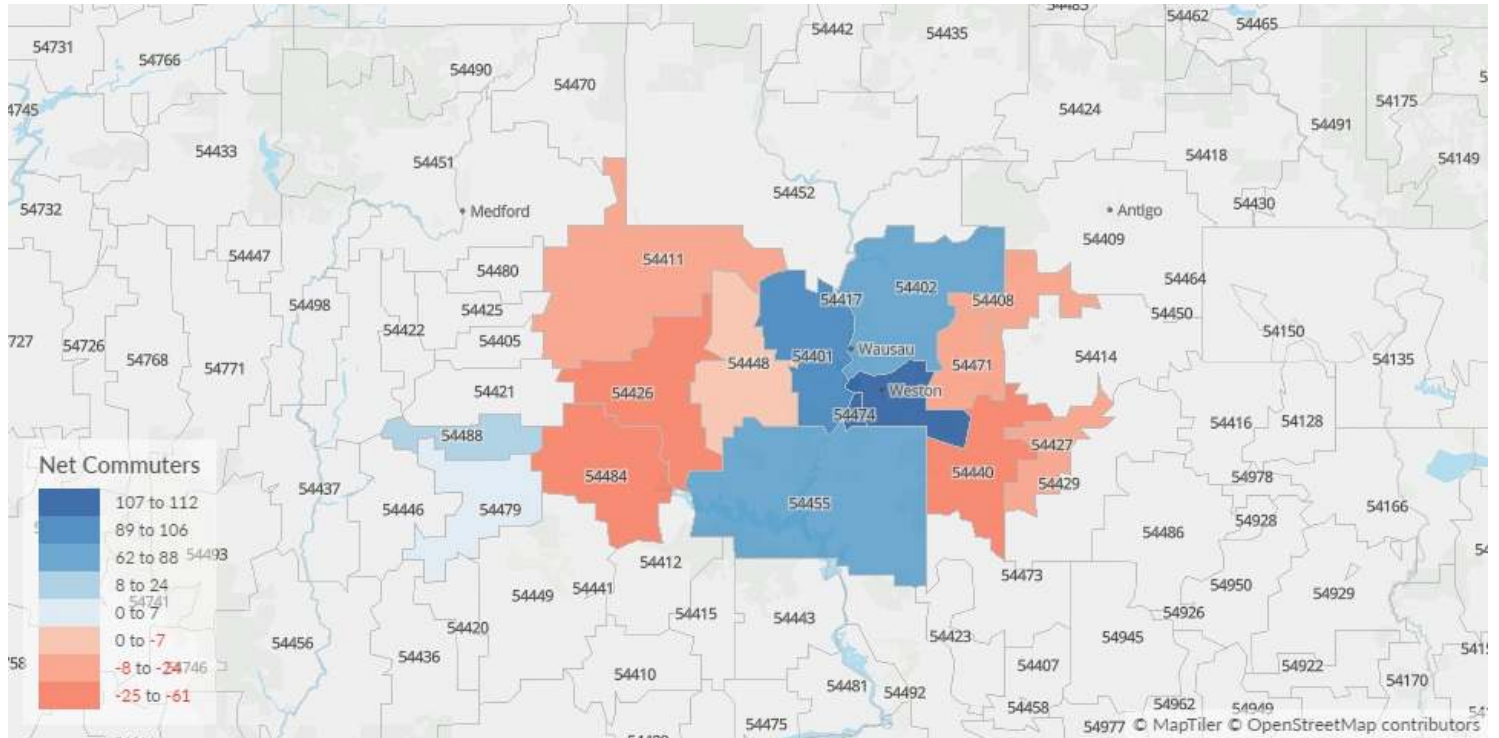


Industry	% of Occupation in Industry (2022)
 Pulp, Paper, and Paperboard Mills	16.3%
 Converted Paper Product Manufacturing	9.9%
 Radio and Television Broadcasting	7.3%
 Management of Companies and Enterprises	6.5%
 Personal Care Services	6.3%
 Printing and Related Support Activities	4.6%
 Other	49.2%



## Place of Work vs Place of Residence

Understanding where talent in Marathon County, WI currently works compared to where talent lives can help you optimize site decisions.

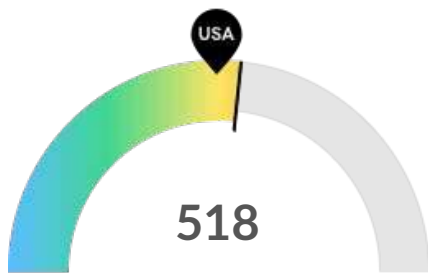


### Where Talent Works

### Where Talent Lives

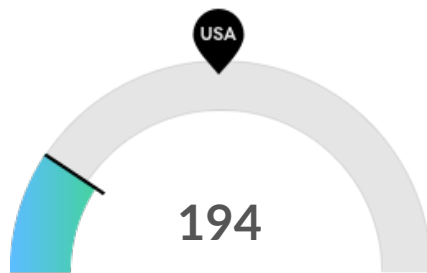
ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	513	54401	Wausau, WI (in Maratho...	423
54403	Wausau, WI (in Maratho...	391	54403	Wausau, WI (in Maratho...	328
54476	Schofield, WI (in Marath...	385	54455	Mosinee, WI (in Marath...	308
54455	Mosinee, WI (in Marath...	374	54476	Schofield, WI (in Marath...	273
54474	Rothschild, WI (in Marat...	174	54474	Rothschild, WI (in Marat...	66

## Retirement Risk Is High, While Overall Diversity Is Low



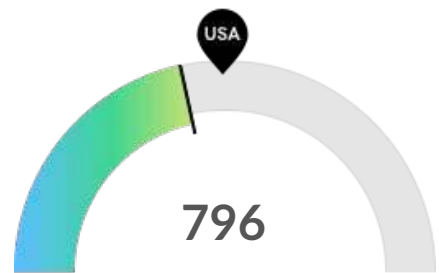
**Retiring Soon**

Retirement risk is high in Marathon County, WI. The national average for an area this size is 469\* employees 55 or older, while there are 518 here.



**Racial Diversity**

Racial diversity is low in Marathon County, WI. The national average for an area this size is 652\* racially diverse employees, while there are 194 here.



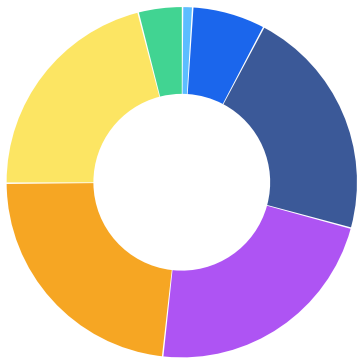
**Gender Diversity**

Gender diversity is low in Marathon County, WI. The national average for an area this size is 975\* female employees, while there are 796 here.

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Marathon County, WI. In other words, the values represent the national average adjusted for region size.

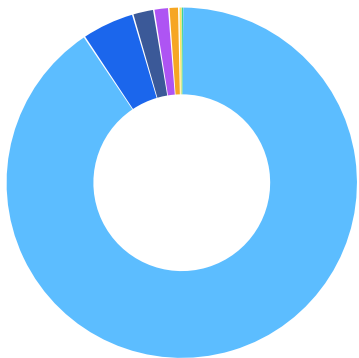
## Demographic Details

### Occupation Age Breakdown



		% of Jobs	Jobs
<span style="color: #42a5f5;">●</span>	14-18	0.9%	19
<span style="color: #2196f3;">●</span>	19-24	6.7%	139
<span style="color: #3949ab;">●</span>	25-34	21.5%	442
<span style="color: #9c27b0;">●</span>	35-44	22.5%	463
<span style="color: #ff9800;">●</span>	45-54	23.2%	477
<span style="color: #ffeb3b;">●</span>	55-64	21.1%	434
<span style="color: #4db6ac;">●</span>	65+	4.1%	84

### Occupation Race/Ethnicity Breakdown



		% of Jobs	Jobs
<span style="color: #42a5f5;">●</span>	White	90.6%	1,864
<span style="color: #2196f3;">●</span>	Asian	4.9%	100
<span style="color: #3949ab;">●</span>	Hispanic or Latino	2.0%	40
<span style="color: #9c27b0;">●</span>	Black or African American	1.4%	28
<span style="color: #ff9800;">●</span>	Two or More Races	0.9%	19
<span style="color: #ffeb3b;">●</span>	American Indian or Alaska Native	0.3%	7
<span style="color: #4db6ac;">●</span>	Native Hawaiian or Other Pacific Islander	0.0%	0

## Occupation Gender Breakdown

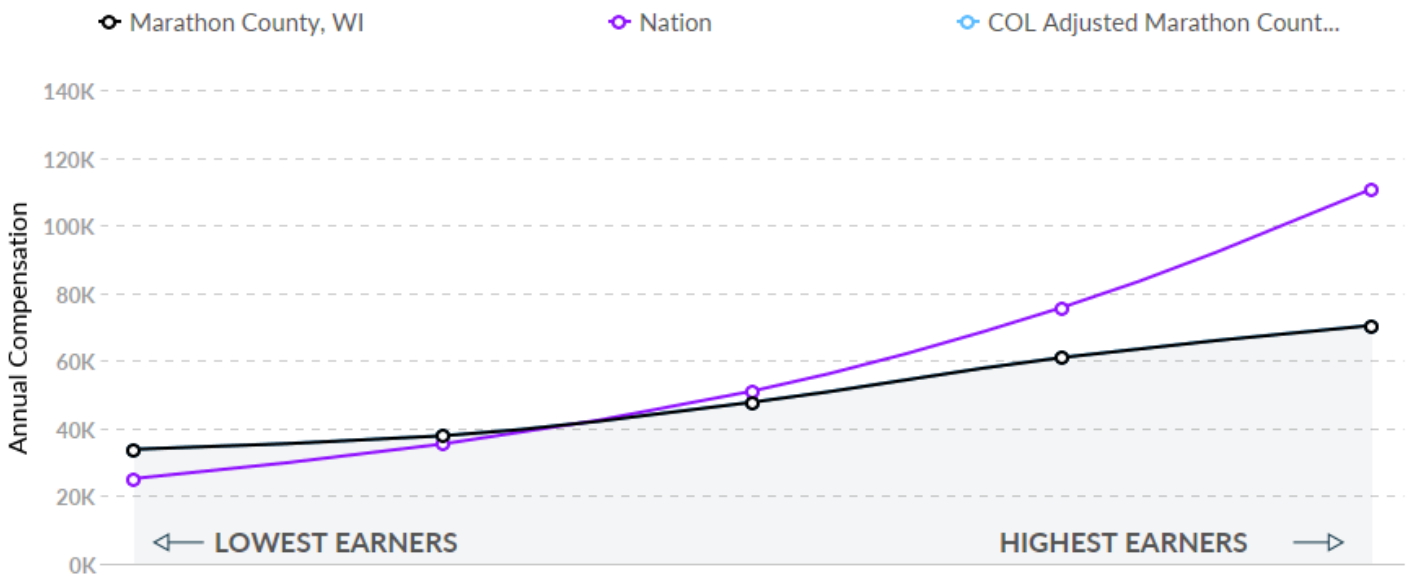


	% of Jobs	Jobs
<span style="color: #00AEEF;">●</span> Males	61.3%	1,262
<span style="color: #0070C0;">●</span> Females	38.7%	796

# Compensation

## Talent Is 6% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in Marathon County, WI is \$47,700. Based on the national median wage of \$50,994 for this position, this means you will spend about 6% less to employ your occupations here. However, their actual purchasing power will be 6% less than the national median when we adjust for regional cost of living (which is 0% lower than average). This may make it harder to attract talent to the region at this price.



# Demand



## 57 Employers Competing

All employers in the region who posted for this job over the last 12 months.



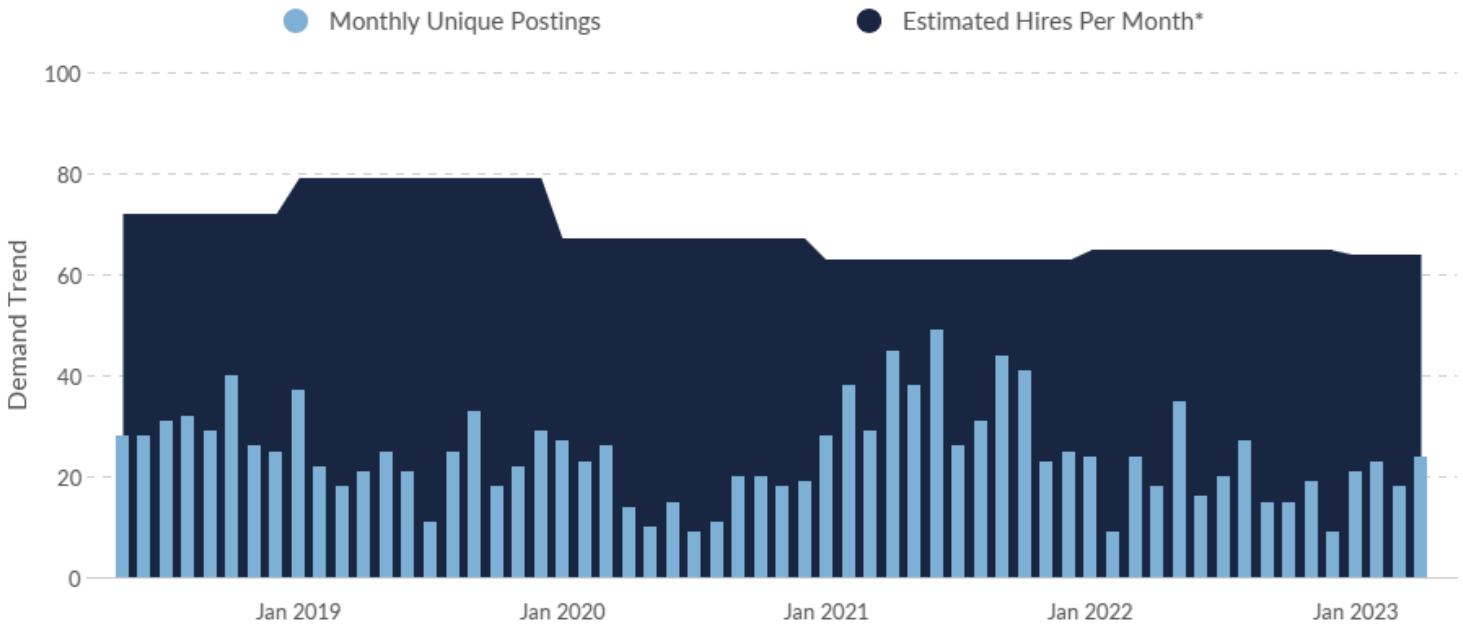
## 242 Unique Job Postings

The number of unique postings for this job over the last 12 months.



## 33 Day Median Duration

Posting duration is 7 days longer than what's typical in the region.













Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Computer User Support Specialists	4	8
Production, Planning, and Expediting Clerks	4	10
Computer Network Architects	1	0

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Hairdressers, Hairstylists, and Cosmetologists	2	6
Commercial and Industrial Designers	1	0
Web Developers	0	1
Public Relations Specialists	1	2
Telecommunications Equipment Installers and Repairers, Except Line Installers	1	3
News Analysts, Reporters, and Journalists	1	0
Printing Press Operators	0	3
Computer Network Support Specialists	0	1
Producers and Directors	1	1
Graphic Designers	0	2
Public Safety Telecommunicators	0	0
Telecommunications Line Installers and Repairers	0	2
Interior Designers	1	0
Textile, Apparel, and Furnishings Workers, All Other	0	0
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	0	0
Audiovisual Equipment Installers and Repairers	0	0
Craft Artists	0	0
Photographers	0	0
Writers and Authors	0	0
Advertising Sales Agents	0	0
Textile Bleaching and Dyeing Machine Operators and Tenders	0	0
Broadcast Announcers and Radio Disc Jockeys	0	0
Sound Engineering Technicians	0	0
Photographic Process Workers and Processing Machine Operators	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Audio and Video Technicians	0	0
Telephone Operators	0	0
Librarians and Media Collections Specialists	0	2
Prepress Technicians and Workers	0	0
Web and Digital Interface Designers	0	0
Editors	0	0
Actors	0	2
Technical Writers	0	0
Camera Operators, Television, Video, and Film	0	0
Textile Cutting Machine Setters, Operators, and Tenders	0	0
Fine Artists, Including Painters, Sculptors, and Illustrators	0	0
Set and Exhibit Designers	0	0
Broadcast Technicians	0	0
Audiologists	0	0
Proofreaders and Copy Markers	0	0
Special Effects Artists and Animators	0	0
Fashion Designers	0	0
Dancers	0	0
Musicians and Singers	0	1
Entertainers and Performers, Sports and Related Workers, All Other	0	0
Lighting Technicians	0	0
Makeup Artists, Theatrical and Performance	0	0
Models	0	0



Top Companies	Unique Postings	Top Job Titles	Unique Postings
Aspirus	24 	Hair Stylists	13 
Greenheck Fan Corporation	20 	Production Schedulers	9 
Gray Television	14 	Field Technicians	8 
Best Buy	13 	Multimedia Journalists	8 
Gray Television Group	13 	Field Service Technicians	7 

## Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

## Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

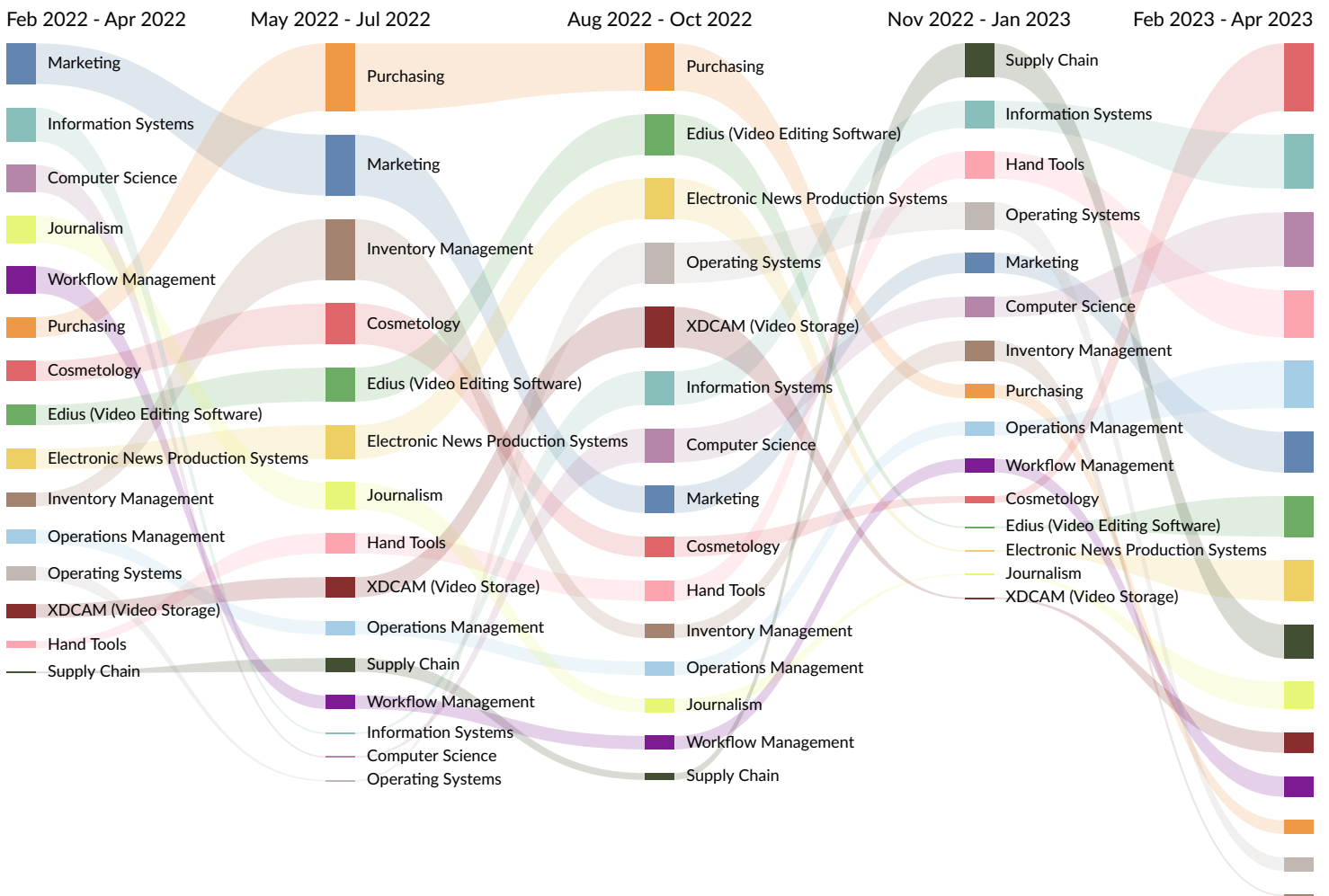
## Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

# What skills are they posting for?

## Top 15 Skills for Your Selected Job Types by Quarter

Skills help us understand the direction an occupation is headed.



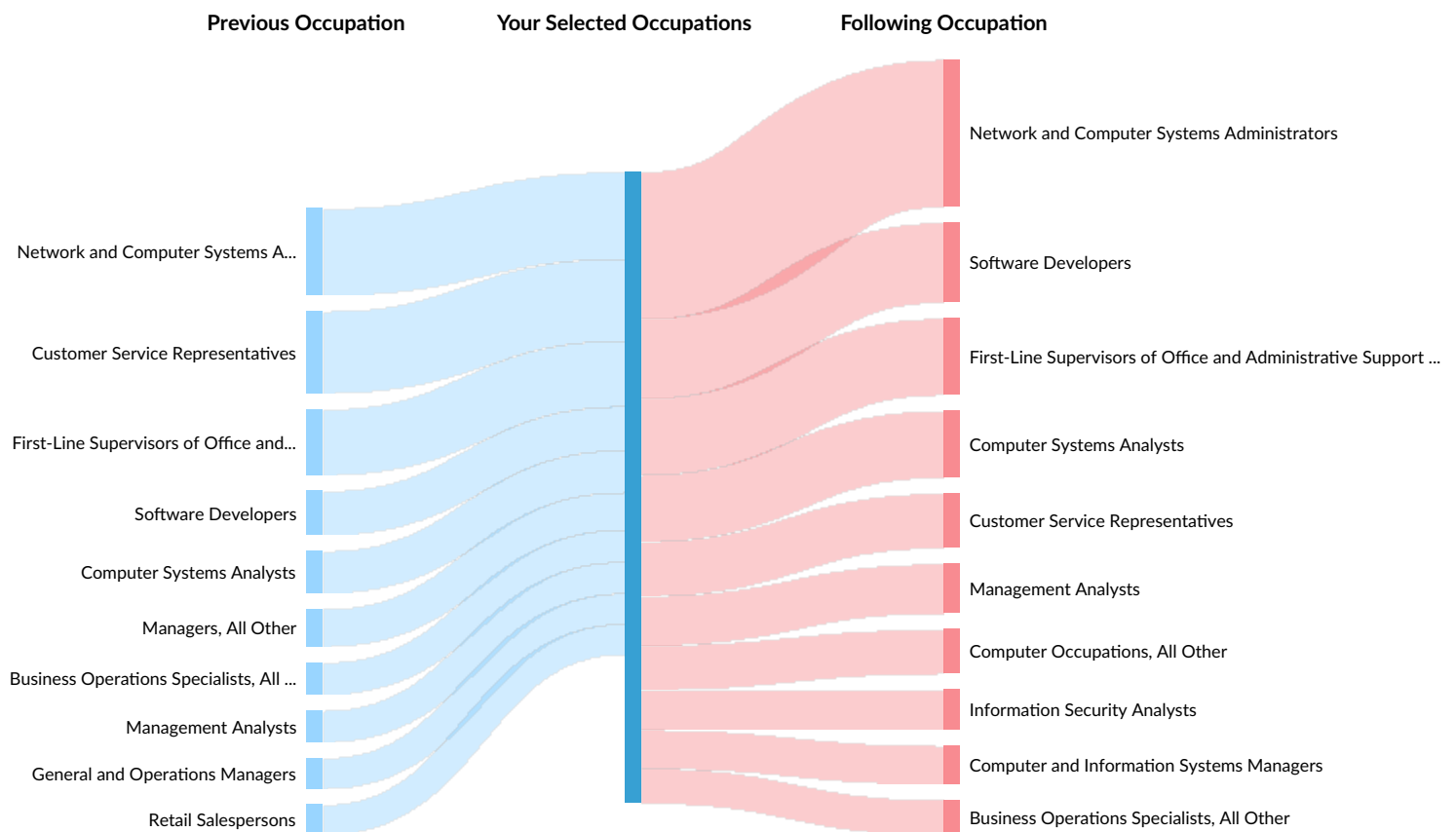
# Occupation Gain and Drain

## Occupation Gain and Drain

The table below analyzes the profiles of current and past people in your selected occupations. The left column shows job transitions from other occupations to your selected occupations. The right column shows job transitions from your selected occupations to other occupations.

Please note, results are only available at the national level and the 2 and 5 digit SOC level. Other SOC levels will be converted to 5-digit SOC. Also your selection has been limited to 100 occupations.

The following represents the job transitions of employees in your selected occupations in the United States:



Previous Occupations	Transitions
Network and Computer Systems Administrators	42,877
Customer Service Representatives	40,522

Previous Occupations	Transitions
First-Line Supervisors of Office and Administrative Support Workers	32,507
Software Developers	21,728
Computer Systems Analysts	20,803
Managers, All Other	18,453
Business Operations Specialists, All Other	15,863
Management Analysts	15,617
General and Operations Managers	15,065
Retail Salespersons	14,959
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	14,950
Computer Occupations, All Other	13,605
Social and Human Service Assistants	11,341
Chief Executives	10,402
Market Research Analysts and Marketing Specialists	10,360
Computer and Information Systems Managers	10,178
Sales Managers	10,027
Information Security Analysts	9,569
Postsecondary Teachers	9,197
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,821
Marketing Managers	8,451
Training and Development Specialists	8,252
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	8,154
First-Line Supervisors of Production and Operating Workers	7,737
Human Resources Specialists	7,463
Stockers and Order Fillers	5,792

Previous Occupations	Transitions
Life, Physical, and Social Science Technicians, All Other	5,778
Industrial Engineers	5,763
Executive Secretaries and Executive Administrative Assistants	5,317
First-Line Supervisors of Retail Sales Workers	5,006
Software Quality Assurance Analysts and Testers	4,689
Bookkeeping, Accounting, and Auditing Clerks	4,661
Financial Managers	4,509
Project Management Specialists	4,506
Maintenance and Repair Workers, General	4,498
Teaching Assistants, Except Postsecondary	4,419
Waiters and Waitresses	4,152
Securities, Commodities, and Financial Services Sales Agents	4,077
Teaching Assistants, Postsecondary	4,015
Accountants and Auditors	3,952
Educational, Guidance, and Career Counselors and Advisors	3,944
Mechanical Engineers	3,927
Cashiers	3,708
First-Line Supervisors of Mechanics, Installers, and Repairers	3,692
Teachers and Instructors, All Other	3,442
Registered Nurses	3,342
Coaches and Scouts	3,072
Fast Food and Counter Workers	3,038
Hotel, Motel, and Resort Desk Clerks	3,014
Logisticians	2,859
Human Resources Managers	2,794
Office Clerks, General	2,705

Previous Occupations	Transitions
Buyers and Purchasing Agents	2,683
Real Estate Sales Agents	2,682
Public Relations Managers	2,593
Secondary School Teachers, Except Special and Career/Technical Education	2,583
Computer Programmers	2,362
First-Line Supervisors of Food Preparation and Serving Workers	2,348
Social and Community Service Managers	2,262
Demonstrators and Product Promoters	2,204
Medical and Health Services Managers	2,183
Compliance Officers	2,050
Receptionists and Information Clerks	2,009
Architectural and Engineering Managers	1,960
Meeting, Convention, and Event Planners	1,952
Recreation Workers	1,939
Tutors	1,787
Exercise Trainers and Group Fitness Instructors	1,697
Helpers--Production Workers	1,516
Industrial Production Managers	1,417
Education Administrators, Postsecondary	1,177
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	1,053
Advertising and Promotions Managers	674
Designers, All Other	254
<b>Following Occupations</b>	<b>Transitions</b>
Network and Computer Systems Administrators	72,672

Following Occupations	Transitions
Software Developers	39,414
First-Line Supervisors of Office and Administrative Support Workers	37,722
Computer Systems Analysts	32,931
Customer Service Representatives	26,962
Management Analysts	24,370
Computer Occupations, All Other	21,886
Information Security Analysts	19,872
Computer and Information Systems Managers	18,993
Business Operations Specialists, All Other	17,226
Managers, All Other	16,763
General and Operations Managers	15,416
Marketing Managers	11,644
Sales Managers	11,558
Market Research Analysts and Marketing Specialists	11,400
Chief Executives	10,085
Training and Development Specialists	9,245
Social and Human Service Assistants	9,201
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	9,130
Human Resources Specialists	8,926
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	8,371
Retail Salespersons	7,878
Postsecondary Teachers	7,662
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,358
First-Line Supervisors of Production and Operating Workers	7,289

Following Occupations	Transitions
Industrial Engineers	7,255
Project Management Specialists	7,218
Software Quality Assurance Analysts and Testers	6,145
Life, Physical, and Social Science Technicians, All Other	5,614
Engineers, All Other	5,532
Financial Managers	5,381
Mechanical Engineers	5,076
Accountants and Auditors	4,779
Executive Secretaries and Executive Administrative Assistants	4,423
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	4,325
Operations Research Analysts	4,146
Bookkeeping, Accounting, and Auditing Clerks	3,736
Registered Nurses	3,639
Teaching Assistants, Postsecondary	3,600
First-Line Supervisors of Mechanics, Installers, and Repairers	3,541
Human Resources Managers	3,532
Educational, Guidance, and Career Counselors and Advisors	3,393
Architectural and Engineering Managers	3,245
Real Estate Sales Agents	3,233
Teaching Assistants, Except Postsecondary	3,157
Stockers and Order Fillers	3,105
Computer Programmers	3,062
Buyers and Purchasing Agents	2,825
Securities, Commodities, and Financial Services Sales Agents	2,714
Social and Community Service Managers	2,697



Following Occupations	Transitions
First-Line Supervisors of Retail Sales Workers	2,679
Logisticians	2,598
Public Relations Managers	2,472
Coaches and Scouts	2,395
Medical and Health Services Managers	2,395
Compliance Officers	2,216
Hotel, Motel, and Resort Desk Clerks	2,022
Teachers and Instructors, All Other	1,986
Insurance Sales Agents	1,957
Waiters and Waitresses	1,839
Demonstrators and Product Promoters	1,561
Industrial Production Managers	1,518
Secondary School Teachers, Except Special and Career/Technical Education	1,515
Meeting, Convention, and Event Planners	1,484
Cashiers	1,484
Fast Food and Counter Workers	1,373
Exercise Trainers and Group Fitness Instructors	1,236
Education Administrators, Postsecondary	1,147
Recreation Workers	1,117
Helpers--Production Workers	1,115
Lawyers	817
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	620
Advertising and Promotions Managers	570
Designers, All Other	224

## Graduate Pipeline



### 46 Programs

261 programs can train for this job, while only 46 programs have produced completers in this region.



### 464 Completions (2021)

The completions from all regional institutions for all degree types.



### 249 Openings (2021)

The average number of openings for an occupation in the region is 13.

Top Programs	Completions (2021)
Business Administration and Ma...	57
Computer Programming/Progra...	53
Computer Support Specialist	36
Digital Marketing	36
Business/Office Automation/Te...	28

Top Schools	Completions (2021)
Northcentral Technical College	453
State College of Beauty Culture ...	11

## Appendix A (Occupations)

Code	Description
15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1254	Web Developers
15-1255	Web and Digital Interface Designers
25-4011	Archivists
25-4012	Curators
25-4022	Librarians and Media Collections Specialists
27-1011	Art Directors
27-1012	Craft Artists
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1014	Special Effects Artists and Animators

Code	Description
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1022	Fashion Designers
27-1024	Graphic Designers
27-1025	Interior Designers
27-1027	Set and Exhibit Designers
27-2011	Actors
27-2012	Producers and Directors
27-2031	Dancers
27-2032	Choreographers
27-2041	Music Directors and Composers
27-2042	Musicians and Singers

Code	Description
27-2091	Disc Jockeys, Except Radio
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3011	Broadcast Announcers and Radio Disc Jockeys
27-3023	News Analysts, Reporters, and Journalists
27-3031	Public Relations Specialists
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-4011	Audio and Video Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4015	Lighting Technicians

Code	Description
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Film
27-4032	Film and Video Editors
29-1181	Audiologists
39-3021	Motion Picture Projectionists
39-3092	Costume Attendants
39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5091	Makeup Artists, Theatrical and Performance
41-3011	Advertising Sales Agents
41-9012	Models
43-2021	Telephone Operators
43-2099	Communications Equipment Operators, All Other

Code	Description
43-5031	Public Safety Telecommunicators
43-5061	Production, Planning, and Expediting Clerks
43-9031	Desktop Publishers
43-9081	Proofreaders and Copy Markers
49-2021	Radio, Cellular, and Tower Equipment Installers and Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-2097	Audiovisual Equipment Installers and Repairers
49-9052	Telecommunications Line Installers and Repairers
49-9061	Camera and Photographic Equipment Repairers
49-9063	Musical Instrument Repairers and Tuners

Code	Description
51-5111	Prepress Technicians and Workers
51-5112	Printing Press Operators
51-6061	Textile Bleaching and Dyeing Machine Operators and Tenders
51-6062	Textile Cutting Machine Setters, Operators, and Tenders
51-6063	Textile Knitting and Weaving Machine Setters, Operators, and Tenders
51-6064	Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders
51-6099	Textile, Apparel, and Furnishings Workers, All Other
51-9151	Photographic Process Workers and Processing Machine Operators
51-9196	Paper Goods Machine Setters, Operators, and Tenders