

Business Management & Administration (5-Digit SOC) in Labor Shed



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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

140 Occupations

11-1011 Chief Executives

11-1021 General and Operations Managers

11-2011 Advertising and Promotions Managers

11-2021 Marketing Managers

11-2022 Sales Managers

11-2032 Public Relations Managers

11-2033 Fundraising Managers

11-3012 Administrative Services Managers

11-3013 Facilities Managers

See Appendix A for all 140 Occupations

8 Counties

55019 Clark County, WI

55067 Langlade County, WI

55069 Lincoln County, WI

55073 Marathon County, WI

55097 Portage County, WI

55115 Shawano County, WI

55119 Taylor County, WI

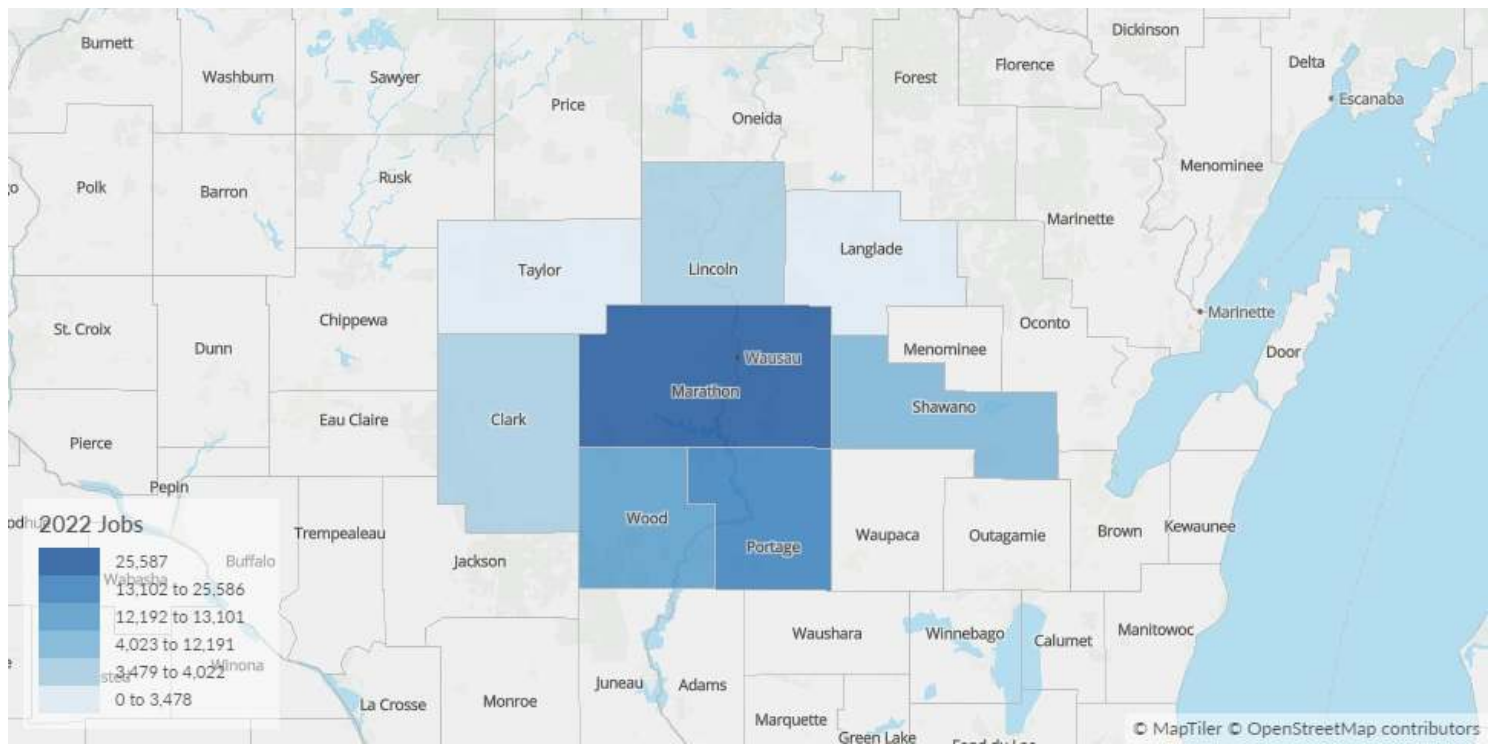
55141 Wood County, WI

Class of Worker

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

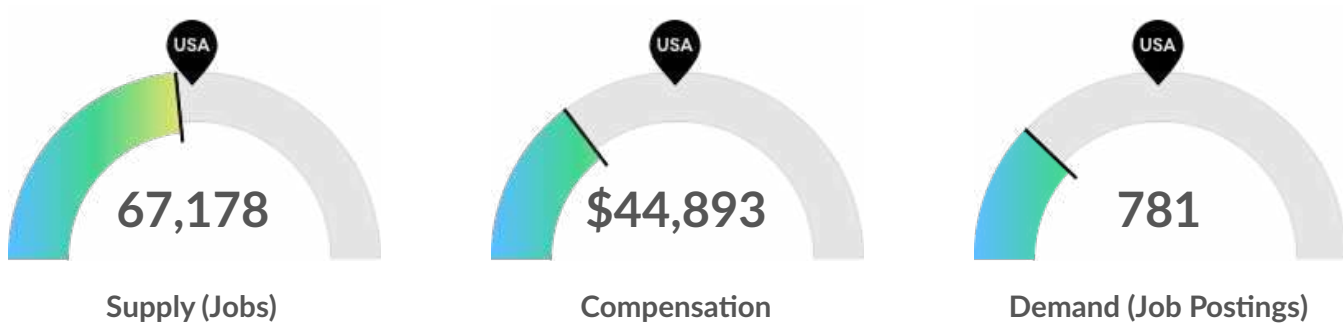
The information in this report pertains to the chosen occupations and geographical areas.

Workforce Map



Executive Summary

Light Hiring Competition Over an Average Supply of Regional Talent



Your area is about average for this kind of talent. The national average for an area this size is 73,762* employees, while there are 67,178 here.

The cost for talent is low in your area. The national median salary for your occupations is \$50,546, while you'll pay \$44,893 here.

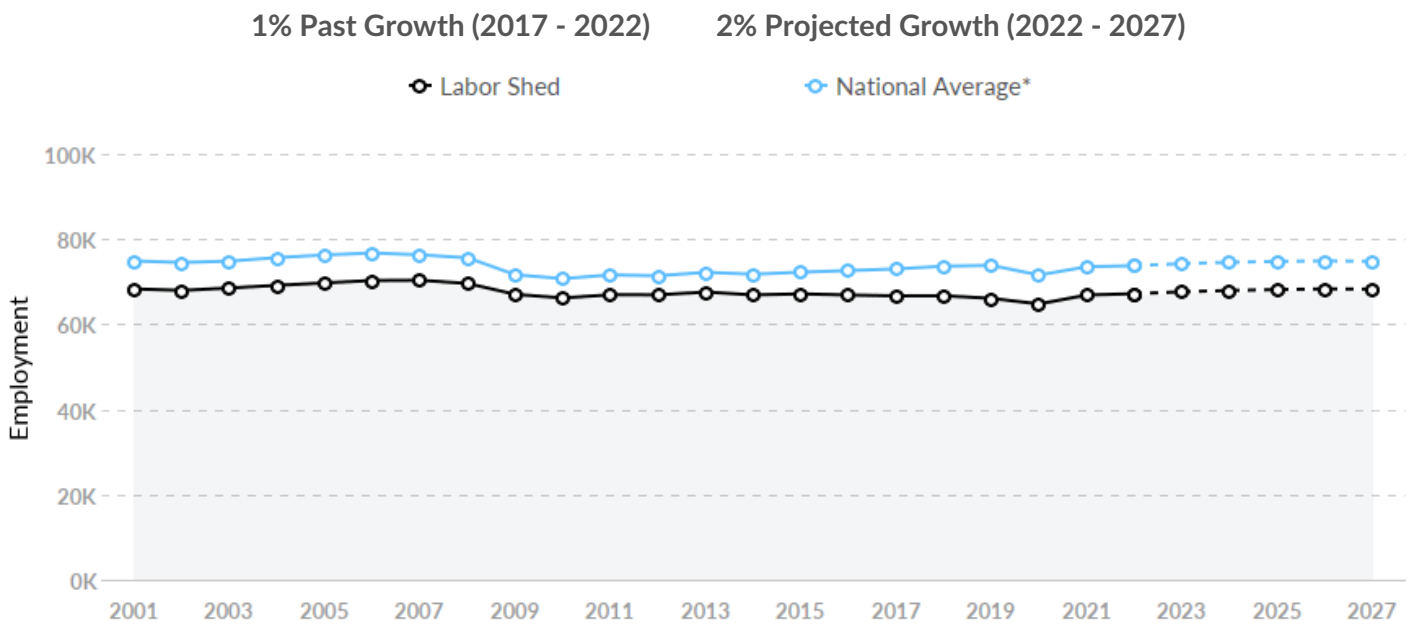
Competition from online job postings is low in your area. The national average for an area this size is 1,955* job posting/mo, while there are 781 here.

*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 your area. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

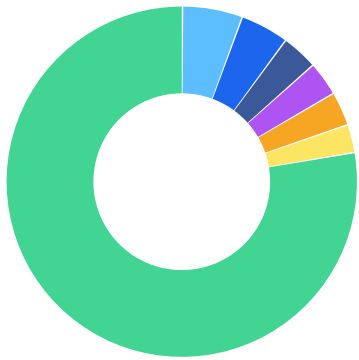
Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 73,762* employees, while there are 67,178 here. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



*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 your area. In other words, the values represent the national average adjusted for region size.

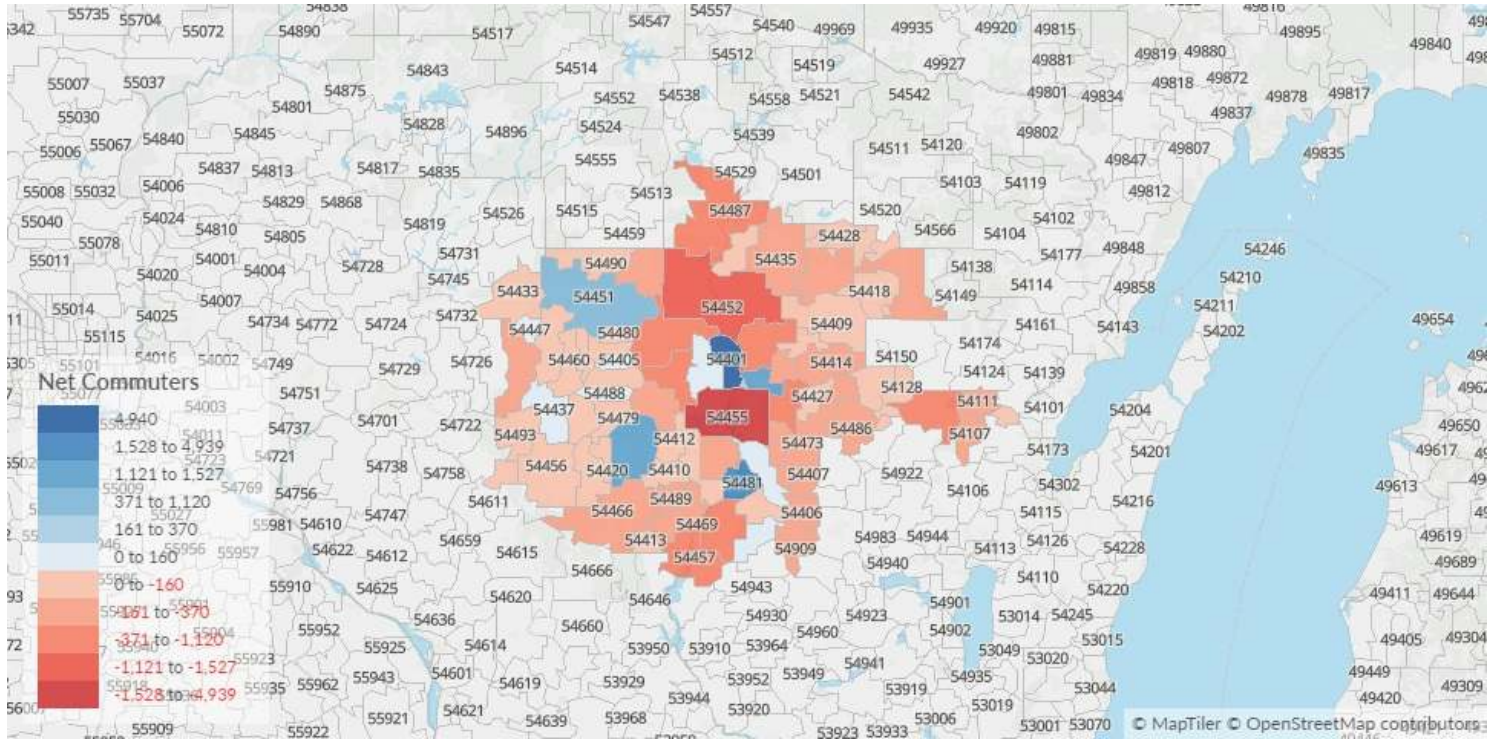
Most Jobs are Found in the Insurance Carriers Industry Sector



Industry	% of Occupation in Industry (2022)
Insurance Carriers	5.5%
Local Government, Excluding Education and Hospitals	4.5%
Animal Production	3.3%
Crop Production	3.2%
Management of Companies and Enterprises	3.1%
Agencies, Brokerages, and Other Insurance Related Activities	2.6%
Other	77.7%

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



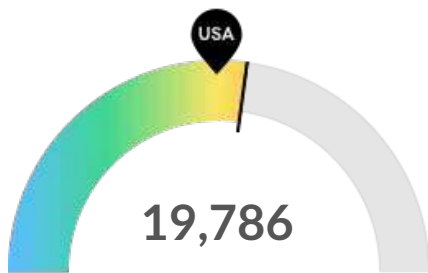
Where Talent Works

Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	10,623
54481	Stevens Point, WI (in Po...	6,491
54449	Marshfield, WI (in Woo...	4,980
54476	Schofield, WI (in Marath...	4,493
54494	Wisconsin Rapids, WI (i...	4,081

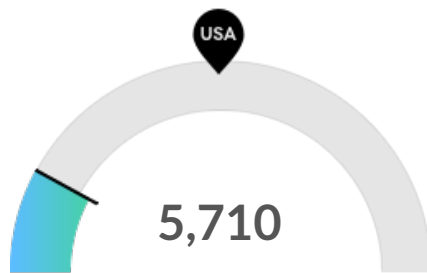
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	5,683
54481	Stevens Point, WI (in Po...	4,813
54494	Wisconsin Rapids, WI (i...	4,482
54403	Wausau, WI (in Maratho...	4,193
54449	Marshfield, WI (in Woo...	3,748

Retirement Risk Is High, While Overall Diversity Is Low



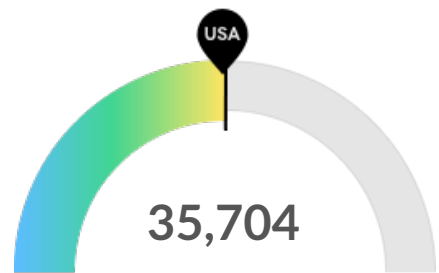
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 17,497* employees 55 or older, while there are 19,786 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 22,850* racially diverse employees, while there are 5,710 here.



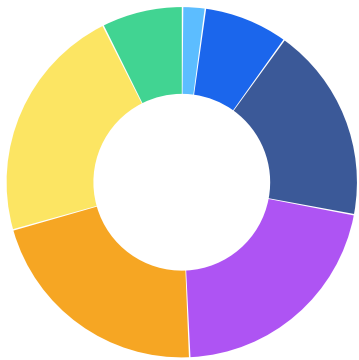
Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 35,532* female employees, while there are 35,704 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 your area. In other words, the values represent the national average adjusted for region size.

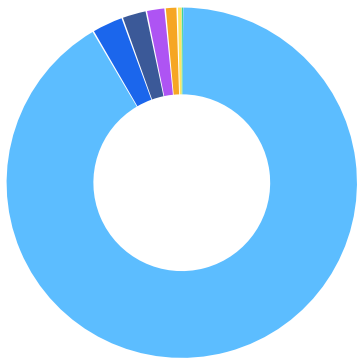
Demographic Details

Occupation Age Breakdown



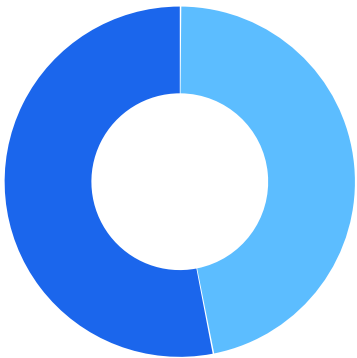
	% of Jobs	Jobs
14-18	2.1%	1,400
19-24	7.8%	5,221
25-34	18.0%	12,119
35-44	21.3%	14,317
45-54	21.3%	14,334
55-64	22.0%	14,764
65+	7.5%	5,023



Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	91.5%	61,468
Hispanic or Latino	2.9%	1,955
Asian	2.3%	1,525
Black or African American	1.7%	1,159
Two or More Races	1.1%	743
American Indian or Alaska Native	0.5%	312
Native Hawaiian or Other Pacific Islander	0.0%	16

Occupation Gender Breakdown

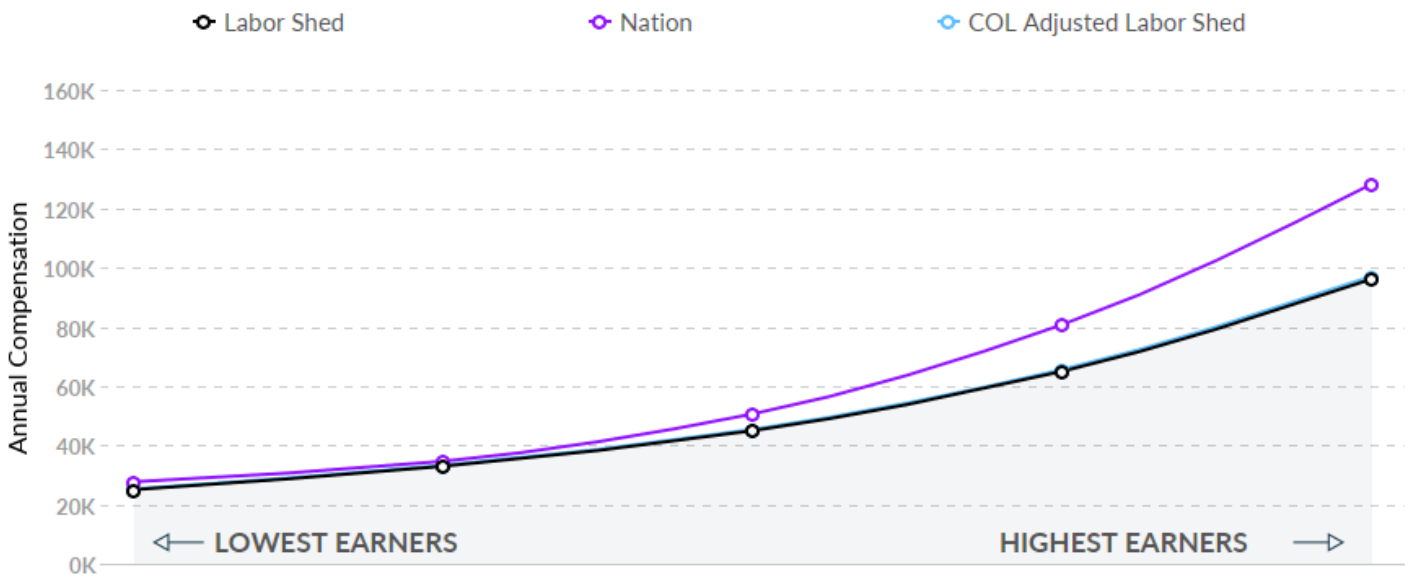


	% of Jobs	Jobs
 Males	46.9%	31,474
 Females	53.1%	35,704

Compensation

Talent Is 11% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$44,893. Based on the national median wage of \$50,546 for this position, this means you will spend about 11% less to employ your occupations here. However, their actual purchasing power will be 10% less than the national median when we adjust for regional cost of living (which is 1% lower than average). This may make it harder to attract talent to the region at this price.



Demand



874 Employers Competing

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



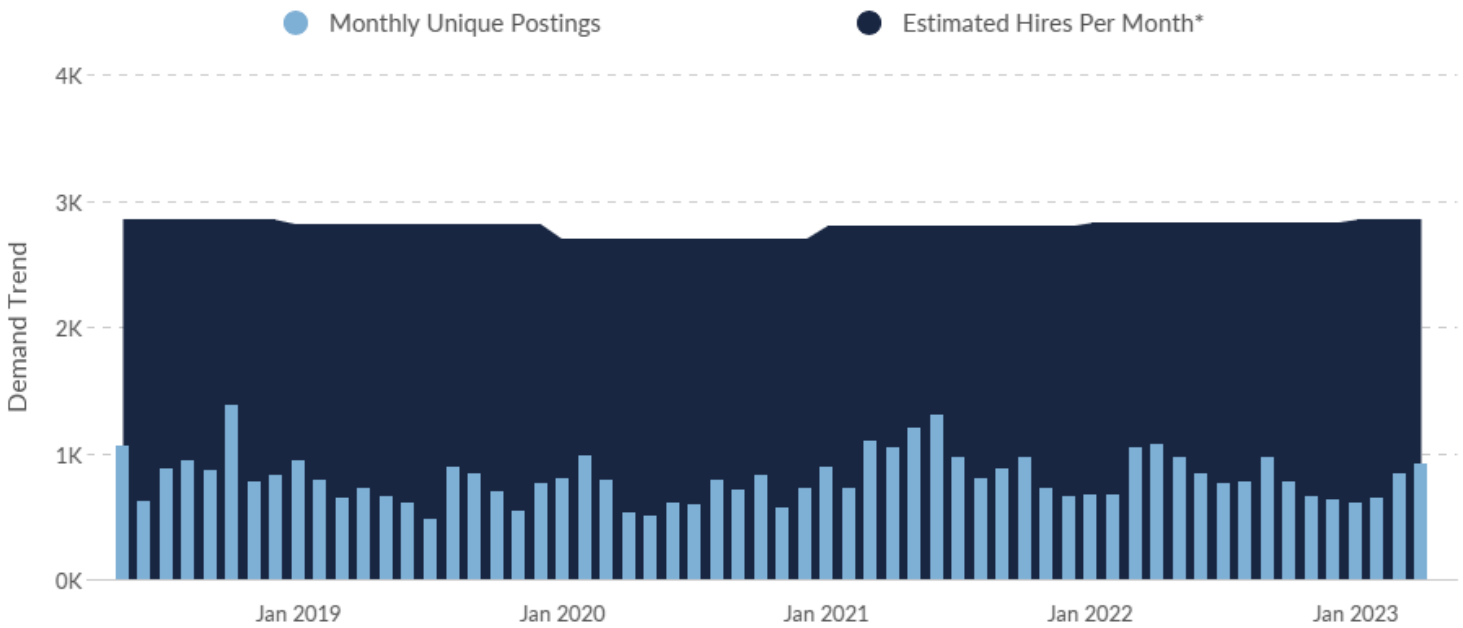
9,370 Unique Job Postings

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



27 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Retail Salespersons	62	293
Laborers and Freight, Stock, and Material Movers, Hand	66	315
First-Line Supervisors of Retail Sales Workers	80	69
Customer Service Representatives	50	180

*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)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	36	71
Medical and Health Services Managers	23	13
Merchandise Displayers and Window Trimmers	25	11
Food Service Managers	38	15
Managers, All Other	17	17
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	18	76
First-Line Supervisors of Production and Operating Workers	15	65
General and Operations Managers	16	78
First-Line Supervisors of Food Preparation and Serving Workers	17	112
Human Resources Specialists	12	39
Insurance Sales Agents	6	15
Occupational Therapists	11	4
Sales Managers	11	10
Bookkeeping, Accounting, and Auditing Clerks	8	133
Computer User Support Specialists	11	18
Financial Managers	12	14
Accountants and Auditors	10	45
First-Line Supervisors of Mechanics, Installers, and Repairers	10	28
Computer Occupations, All Other	11	4
First-Line Supervisors of Office and Administrative Support Workers	8	61
Production, Planning, and Expediting Clerks	8	22
Industrial Production Managers	9	11
Office Clerks, General	5	219
Securities, Commodities, and Financial Services Sales Agents	7	9

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	5	40
First-Line Supervisors of Non-Retail Sales Workers	6	13
Shipping, Receiving, and Inventory Clerks	6	42
Management Analysts	5	17
Market Research Analysts and Marketing Specialists	6	22
Project Management Specialists	7	19
Buyers and Purchasing Agents	7	17
Receptionists and Information Clerks	6	94
Human Resources Managers	4	4
Claims Adjusters, Examiners, and Investigators	6	8
Marketing Managers	5	5
Financial and Investment Analysts	4	4
Educational, Guidance, and Career Counselors and Advisors	3	10
Coaches and Scouts	3	19
Transportation, Storage, and Distribution Managers	3	5
Construction Managers	5	12
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	5	38
Real Estate Sales Agents	1	6
Sales and Related Workers, All Other	2	20
Demonstrators and Product Promoters	3	1
Social and Human Service Assistants	2	28
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3	12
Network and Computer Systems Administrators	3	10
Architectural and Engineering Managers	3	3

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Training and Development Specialists	2	11
Data Entry Keyers	2	6
Compensation, Benefits, and Job Analysis Specialists	3	2
Operations Research Analysts	2	2
Facilities Managers	4	3
Occupational Health and Safety Specialists	3	3
Human Resources Assistants, Except Payroll and Timekeeping	2	4
Occupational Therapy Assistants	4	3
Public Relations Specialists	2	7
First-Line Supervisors of Housekeeping and Janitorial Workers	1	13
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2	4
Purchasing Managers	4	2
Logisticians	3	9
Natural Sciences Managers	3	0
Public Relations Managers	3	0
Property, Real Estate, and Community Association Managers	2	3
Business Operations Specialists, All Other	1	24
Social and Community Service Managers	1	7
Administrative Services Managers	2	6
Cargo and Freight Agents	1	2
Bill and Account Collectors	1	7
Billing and Posting Clerks	1	19
Payroll and Timekeeping Clerks	1	6
Compliance Officers	2	6

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Executive Secretaries and Executive Administrative Assistants	2	10
First-Line Supervisors of Construction Trades and Extraction Workers	2	34
Dispatchers, Except Police, Fire, and Ambulance	1	17
Office and Administrative Support Workers, All Other	1	4
Paralegals and Legal Assistants	1	8
Chief Executives	1	6
Meeting, Convention, and Event Planners	1	6
Farmers, Ranchers, and Other Agricultural Managers	1	52
Interpreters and Translators	1	1
Occupational Health and Safety Technicians	1	0
Eligibility Interviewers, Government Programs	1	3
Public Safety Telecommunicators	1	3
Interviewers, Except Eligibility and Loan	1	3
Credit Analysts	0	2
Advertising Sales Agents	2	3
Financial Risk Specialists	1	0
Lodging Managers	1	6
Word Processors and Typists	1	2
Clinical and Counseling Psychologists	2	3
Computer and Information Systems Managers	1	7
Producers and Directors	1	3
Credit Counselors	0	1
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	0	6
Personal Service Managers, All Other	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Librarians and Media Collections Specialists	0	5
Compensation and Benefits Managers	0	0
Tax Examiners and Collectors, and Revenue Agents	0	0
Occupational Therapy Aides	0	0
Credit Authorizers, Checkers, and Clerks	0	0
Training and Development Managers	0	0
Library Technicians	0	12
Sales Engineers	0	1
Traffic Technicians	0	0
Directors, Religious Activities and Education	0	10
First-Line Supervisors of Firefighting and Prevention Workers	0	1
First-Line Supervisors of Farming, Fishing, and Forestry Workers	0	11
First-Line Supervisors of Gambling Services Workers	0	0
First-Line Supervisors of Personal Service Workers	0	11
Legal Secretaries and Administrative Assistants	0	4
Web and Digital Interface Designers	0	1
Labor Relations Specialists	0	13
Medical Transcriptionists	0	4
First-Line Supervisors of Police and Detectives	0	3
First-Line Supervisors of Protective Service Workers, All Other	0	1
Funeral Home Managers	0	0
Real Estate Brokers	0	1
Power Distributors and Dispatchers	0	0
Advertising and Promotions Managers	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Budget Analysts	0	0
Information and Record Clerks, All Other	0	6
Rehabilitation Counselors	0	6
First-Line Supervisors of Security Workers	0	2
Entertainment and Recreation Managers, Except Gambling	0	1
Fundraising Managers	0	0
Arbitrators, Mediators, and Conciliators	0	0
Agents and Business Managers of Artists, Performers, and Athletes	0	0
First-Line Supervisors of Correctional Officers	0	1
Communications Equipment Operators, All Other	0	0
Transportation Inspectors	0	1

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Sentry Insurance	259 	Assistant Managers	304 
M & R Stores	252 	Customer Service Representativ...	167 
Aspirus	243 	Warehouse Package Handlers	129 
Marshfield Clinic	228 	General Managers	128 
Kwik Trip	197 	Sales Associates/Cashiers	107 

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.

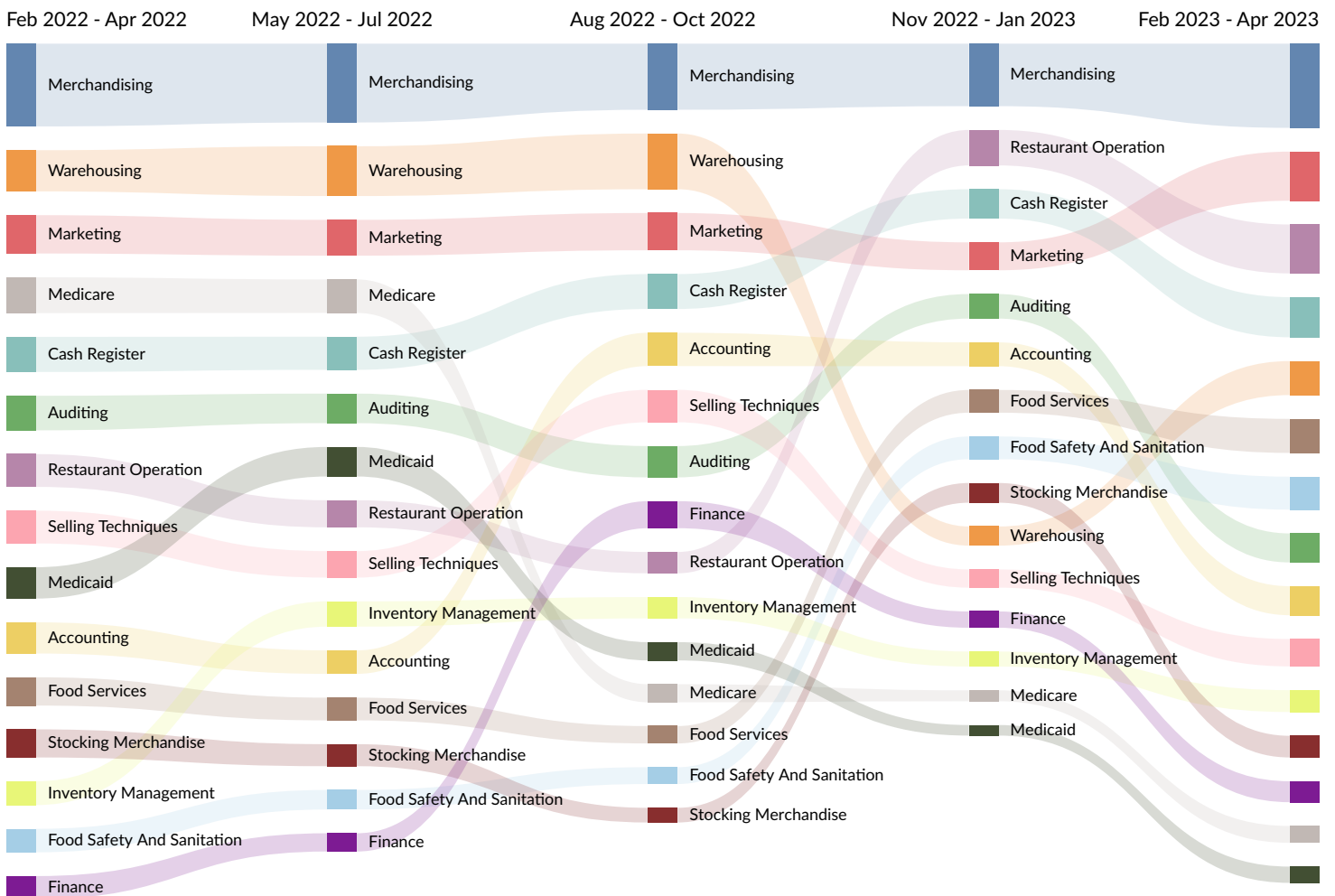
Top Necessary Skills by Demand

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
Software Developers	17,213
Graphic Designers	15,280
Computer Systems Analysts	14,724
Web Developers	13,145
Postsecondary Teachers	11,625
Industrial Engineers	8,795
Editors	7,113
Mechanical Engineers	4,815
Personal Financial Advisors	4,366
Education Administrators, Kindergarten through Secondary	4,270
Education Administrators, Postsecondary	3,956
Registered Nurses	3,581
Teaching Assistants, Postsecondary	3,246
Lawyers	2,465
Waiters and Waitresses	2,383
Loan Officers	2,343
Information Security Analysts	2,313
Software Quality Assurance Analysts and Testers	2,224

Previous Occupations	Transitions
Exercise Trainers and Group Fitness Instructors	2,150
Life, Physical, and Social Science Technicians, All Other	1,951
Teachers and Instructors, All Other	1,930
Teaching Assistants, Except Postsecondary	1,840
Engineers, All Other	1,714
Fast Food and Counter Workers	1,358
Stockers and Order Fillers	1,326
Recreation Workers	1,319
Hotel, Motel, and Resort Desk Clerks	995
Cashiers	888
Mental Health and Substance Abuse Social Workers	742
Following Occupations	Transitions
Postsecondary Teachers	11,172
Software Developers	10,796
Web Developers	9,984
Graphic Designers	9,622
Computer Systems Analysts	7,439
Industrial Engineers	5,507
Education Administrators, Kindergarten through Secondary	5,085
Editors	4,979
Personal Financial Advisors	4,961
Education Administrators, Postsecondary	3,989
Teaching Assistants, Postsecondary	3,247
Registered Nurses	3,222
Mechanical Engineers	2,670

Following Occupations	Transitions
Loan Officers	2,579
Lawyers	2,430
Exercise Trainers and Group Fitness Instructors	1,917
Information Security Analysts	1,864
Life, Physical, and Social Science Technicians, All Other	1,788
Teaching Assistants, Except Postsecondary	1,696
Teachers and Instructors, All Other	1,627
Waiters and Waitresses	1,493
Software Quality Assurance Analysts and Testers	1,072
Fast Food and Counter Workers	1,049
Stockers and Order Fillers	1,009
Engineers, All Other	996
Cashiers	612
Mental Health and Substance Abuse Social Workers	592

Graduate Pipeline



201 Programs

999 programs can train for this job, while only 201 programs have produced completers in this region.



3,663 Completions (2021)

The completions from all regional institutions for all degree types.



8,802 Openings (2021)

The average number of openings for an occupation in the region is 37.

Top Programs	Completions (2021)
Business Administration and Ma...	248
Welding Technology/Welder	206
Emergency Medical Technology/...	185
Registered Nursing/Registered N...	165
Psychology, General	115

Top Schools	Completions (2021)
University of Wisconsin-Steven...	1,577
Northcentral Technical College	1,454
Mid-State Technical College	621
State College of Beauty Culture ...	11

Appendix A (Occupations)

Code	Description
11-1011	Chief Executives
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers
11-2032	Public Relations Managers
11-2033	Fundraising Managers
11-3012	Administrative Services Managers
11-3013	Facilities Managers
11-3021	Computer and Information Systems Managers
11-3031	Financial Managers
11-3051	Industrial Production Managers

Code	Description
11-3061	Purchasing Managers
11-3071	Transportation, Storage, and Distribution Managers
11-3111	Compensation and Benefits Managers
11-3121	Human Resources Managers
11-3131	Training and Development Managers
11-9013	Farmers, Ranchers, and Other Agricultural Managers
11-9021	Construction Managers
11-9041	Architectural and Engineering Managers
11-9051	Food Service Managers
11-9071	Gambling Managers
11-9072	Entertainment and Recreation Managers, Except Gambling
11-9081	Lodging Managers

Code	Description
11-9111	Medical and Health Services Managers
11-9121	Natural Sciences Managers
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
11-9171	Funeral Home Managers
11-9179	Personal Service Managers, All Other
11-9199	Managers, All Other
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
13-1028	Buyers and Purchasing Agents
13-1031	Claims Adjusters, Examiners, and Investigators
13-1041	Compliance Officers
13-1071	Human Resources Specialists

Code	Description
13-1075	Labor Relations Specialists
13-1081	Logisticians
13-1082	Project Management Specialists
13-1111	Management Analysts
13-1121	Meeting, Convention, and Event Planners
13-1141	Compensation, Benefits, and Job Analysis Specialists
13-1151	Training and Development Specialists
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
13-2011	Accountants and Auditors
13-2031	Budget Analysts
13-2041	Credit Analysts

Code	Description
13-2051	Financial and Investment Analysts
13-2054	Financial Risk Specialists
13-2071	Credit Counselors
13-2081	Tax Examiners and Collectors, and Revenue Agents
15-1232	Computer User Support Specialists
15-1244	Network and Computer Systems Administrators
15-1255	Web and Digital Interface Designers
15-1299	Computer Occupations, All Other
15-2031	Operations Research Analysts
19-3033	Clinical and Counseling Psychologists
19-5011	Occupational Health and Safety Specialists
19-5012	Occupational Health and Safety Technicians

Code	Description
21-1012	Educational, Guidance, and Career Counselors and Advisors
21-1015	Rehabilitation Counselors
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors
21-1093	Social and Human Service Assistants
21-2021	Directors, Religious Activities and Education
23-1022	Arbitrators, Mediators, and Conciliators
23-2011	Paralegals and Legal Assistants
25-4022	Librarians and Media Collections Specialists
25-4031	Library Technicians
27-1026	Merchandise Displayers and Window Trimmers
27-2012	Producers and Directors
27-2022	Coaches and Scouts

Code	Description
27-3031	Public Relations Specialists
27-3091	Interpreters and Translators
27-3092	Court Reporters and Simultaneous Captioners
29-1122	Occupational Therapists
31-2011	Occupational Therapy Assistants
31-2012	Occupational Therapy Aides
31-9094	Medical Transcriptionists
33-1011	First-Line Supervisors of Correctional Officers
33-1012	First-Line Supervisors of Police and Detectives
33-1021	First-Line Supervisors of Firefighting and Prevention Workers
33-1091	First-Line Supervisors of Security Workers
33-1099	First-Line Supervisors of Protective Service Workers, All Other

Code	Description
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
39-1013	First-Line Supervisors of Gambling Services Workers
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
39-1022	First-Line Supervisors of Personal Service Workers
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
41-2031	Retail Salespersons
41-3011	Advertising Sales Agents
41-3021	Insurance Sales Agents
41-3031	Securities, Commodities, and Financial Services Sales Agents

Code	Description
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9011	Demonstrators and Product Promoters
41-9021	Real Estate Brokers
41-9022	Real Estate Sales Agents
41-9031	Sales Engineers
41-9099	Sales and Related Workers, All Other
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-2099	Communications Equipment Operators, All Other
43-3011	Bill and Account Collectors
43-3021	Billing and Posting Clerks

Code	Description
43-3031	Bookkeeping, Accounting, and Auditing Clerks
43-3051	Payroll and Timekeeping Clerks
43-4011	Brokerage Clerks
43-4041	Credit Authorizers, Checkers, and Clerks
43-4051	Customer Service Representatives
43-4061	Eligibility Interviewers, Government Programs
43-4111	Interviewers, Except Eligibility and Loan
43-4161	Human Resources Assistants, Except Payroll and Timekeeping
43-4171	Receptionists and Information Clerks
43-4199	Information and Record Clerks, All Other
43-5011	Cargo and Freight Agents
43-5031	Public Safety Telecommunicators

Code	Description	Code	Description
43-5032	Dispatchers, Except Police, Fire, and Ambulance	43-9199	Office and Administrative Support Workers, All Other
43-5061	Production, Planning, and Expediting Clerks	45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers
43-5071	Shipping, Receiving, and Inventory Clerks	47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
43-6011	Executive Secretaries and Executive Administrative Assistants	49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers
43-6012	Legal Secretaries and Administrative Assistants	51-1011	First-Line Supervisors of Production and Operating Workers
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	51-8012	Power Distributors and Dispatchers
43-9021	Data Entry Keyers	53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors
43-9022	Word Processors and Typists	53-6041	Traffic Technicians
43-9031	Desktop Publishers	53-6051	Transportation Inspectors
43-9061	Office Clerks, General	53-7062	Laborers and Freight, Stock, and Material Movers, Hand