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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.

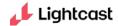
Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Forbes

Harvard Business Review Ehe New Hork Eimes WSJ





Report Parameters

140 Occupations

11-1011 Ch	hief Executives	11-2032	Public Relations Managers
11-1021 G	eneral and Operations Managers	11-2033	Fundraising Managers
11-2011 A	dvertising and Promotions Managers	11-3012	Administrative Services Managers
11-2021 M	larketing Managers	11-3013	Facilities Managers
11-2022 Sa	ales Managers	See Appendix A for all 140 Occupations	

1 State

55 Wisconsin

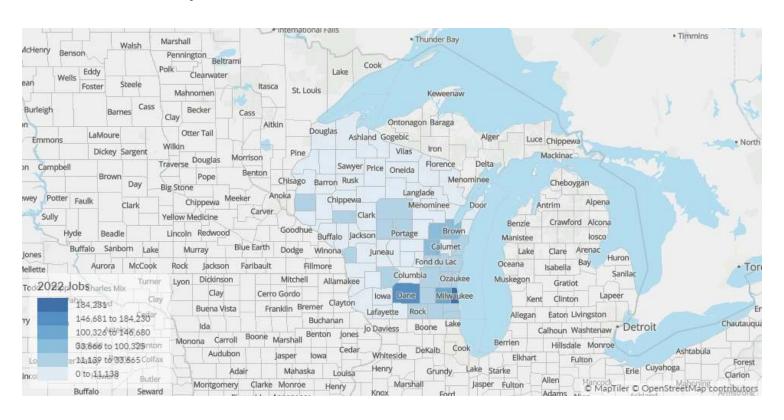
Class of Worker

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

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



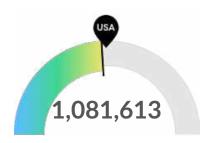
Workforce Map





Executive Summary

Average Hiring Competition Over an Average Supply of Regional Talent



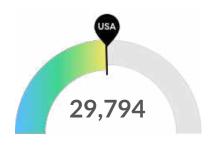
Supply (Jobs)

Wisconsin is about average for this kind of talent. The national average for an area this size is 1,144,594* employees, while there are 1,081,613 here.



Compensation

The cost for talent is about average in Wisconsin. The national median salary for your occupations is \$50,546, while you'll pay \$48,285 here.



Demand (Job Postings)

Competition from online job postings is about average in Wisconsin. The national average for an area this size is 30,345* job postings/mo, while there are 29,794 here.

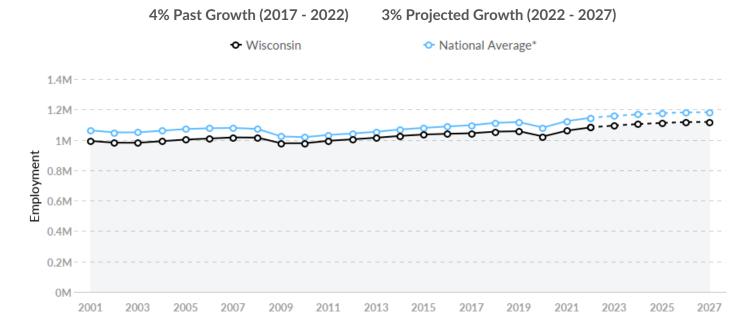
^{*}National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Wisconsin. In other words, the values represent the national average adjusted for region size.



Supply (Jobs)

Supply Is About Equal to the National Average

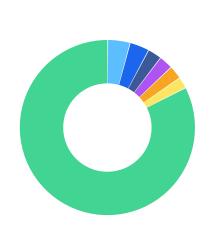
The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for Wisconsin, and how it is changing relative to the nation. An average area of this size would have 1,144,594* employees, while there are 1,081,613 here. The gap between expected 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 Wisconsin. In other words, the values represent the national average adjusted for region size.



Most Jobs are Found in the Management of Companies and Enterprises Industry Sector

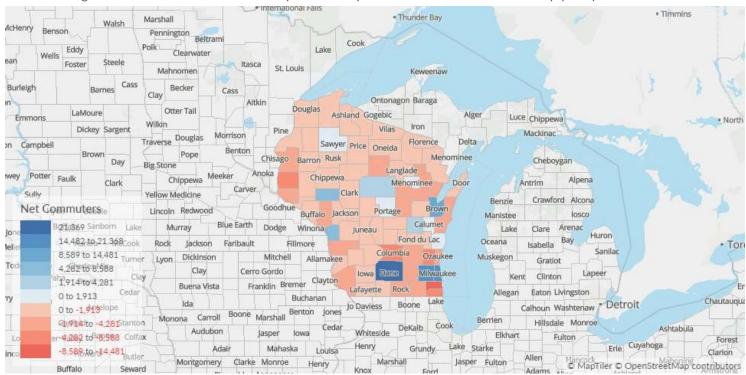


	Industry	% of Occupation in Industry (2022)
	Management of Companies and Enterprises	4.1%
•	Local Government, Excluding Education and Hospitals	3.6%
	Employment Services	2.6%
	Insurance Carriers	2.6%
	Agencies, Brokerages, and Other Insurance Related Activities	2.5%
	Restaurants and Other Eating Places	2.1%
	Other	82.5%



Place of Work vs Place of Residence

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



	Where Talent Works Where Talent Lives				
County	Name	2022 Employment	County	Name	2022 Workers
55079	Milwaukee County, WI	184,231	55079	Milwaukee County, WI	167,924
55025	Dane County, WI	146,681	55025	Dane County, WI	125,312
55133	Waukesha County, WI	100,326	55133	Waukesha County, WI	85,844
55009	Brown County, WI	57,461	55999	[Wisconsin, county not	49,171
55999	[Wisconsin, county not	49,333	55009	Brown County, WI	48,872



Retirement Risk Is About Average, While Overall Diversity Is Low



Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 281,711* employees 55 or older, while there are 298,762 here.

Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 367,899* racially diverse employees, while there are 160,785 here.

Gender Diversity

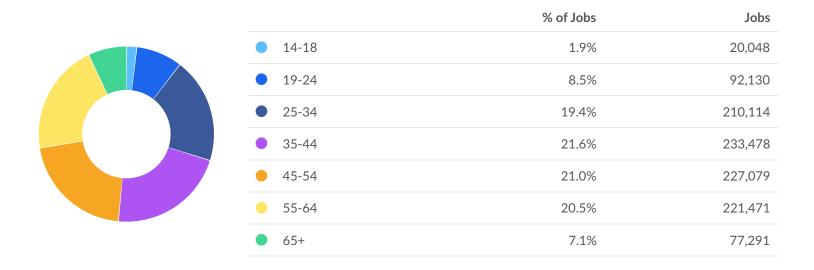
Gender diversity is about average in Wisconsin. The national average for an area this size is 572,087* female employees, while there are 576,182 here.

^{*}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 Wisconsin. In other words, the values represent the national average adjusted for region size.

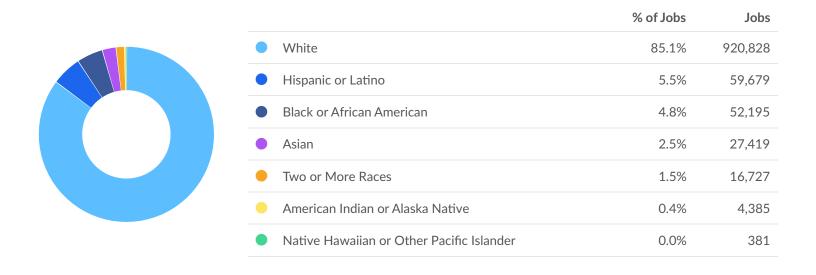


Demographic Details

Occupation Age Breakdown

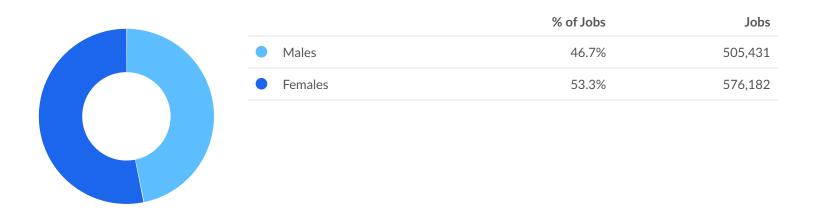


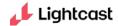
Occupation Race/Ethnicity Breakdown





Occupation Gender Breakdown

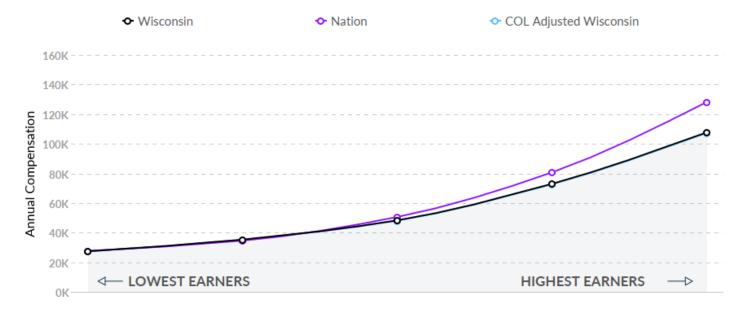




Compensation

Talent Is 4% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in Wisconsin is \$48,285. Based on the national median wage of \$50,546 for this position, this means you will spend about 4% less to employ your occupations here. However, their actual purchasing power will be 5% less than the national median when we adjust for regional cost of living (which is 0% higher than average). This may make it harder to attract talent to the region at this price.





Demand



19,507 Employers Competing

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



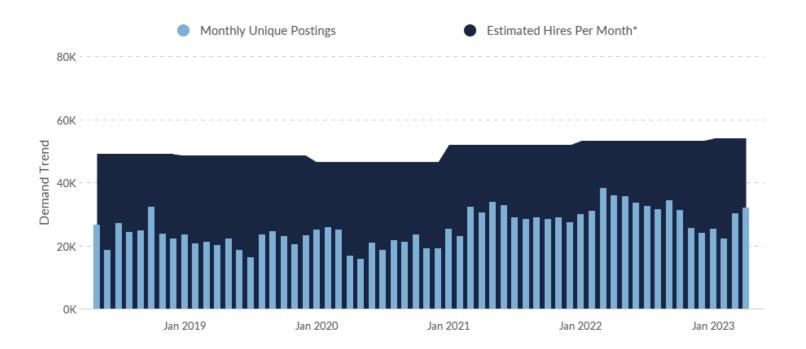
357,530 Unique Job Postings

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



31 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	1,843	4,926
Laborers and Freight, Stock, and Material Movers, Hand	1,637	7,117
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,615	1,242
Customer Service Representatives	1,509	3,877

^{*}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)
First-Line Supervisors of Retail Sales Workers	1,910	1,028
Managers, All Other	1,065	300
Computer Occupations, All Other	725	130
Medical and Health Services Managers	812	210
Food Service Managers	963	288
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	716	1,445
General and Operations Managers	708	1,510
Human Resources Specialists	567	1,035
Sales Managers	549	198
Computer User Support Specialists	575	455
Merchandise Displayers and Window Trimmers	532	144
Accountants and Auditors	494	897
Bookkeeping, Accounting, and Auditing Clerks	504	2,062
First-Line Supervisors of Food Preparation and Serving Workers	592	1,881
Management Analysts	343	550
Marketing Managers	459	106
Financial Managers	469	255
First-Line Supervisors of Production and Operating Workers	450	885
Project Management Specialists	412	525
First-Line Supervisors of Office and Administrative Support Workers	392	1,107
Market Research Analysts and Marketing Specialists	348	588
Insurance Sales Agents	169	246
Office Clerks, General	320	3,768
Shipping, Receiving, and Inventory Clerks	287	823
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Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Production, Planning, and Expediting Clerks	327	425
First-Line Supervisors of Mechanics, Installers, and Repairers	290	428
Receptionists and Information Clerks	281	1,508
Financial and Investment Analysts	267	103
Securities, Commodities, and Financial Services Sales Agents	229	144
Industrial Production Managers	255	168
Buyers and Purchasing Agents	268	328
Transportation, Storage, and Distribution Managers	258	85
Construction Managers	256	234
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	186	1,010
Operations Research Analysts	223	55
Architectural and Engineering Managers	306	89
Human Resources Managers	224	105
Network and Computer Systems Administrators	140	251
Logisticians	193	200
Real Estate Sales Agents	149	138
Educational, Guidance, and Career Counselors and Advisors	179	181
Coaches and Scouts	190	307
Demonstrators and Product Promoters	128	77
Occupational Therapists	148	82
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	151	258
First-Line Supervisors of Non-Retail Sales Workers	131	296
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	106	160
Property, Real Estate, and Community Association Managers	141	91



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Training and Development Specialists	131	271
Sales and Related Workers, All Other	106	233
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	142	615
Business Operations Specialists, All Other	111	594
Public Relations Managers	145	26
Public Relations Specialists	115	189
Data Entry Keyers	88	236
Social and Human Service Assistants	119	426
First-Line Supervisors of Housekeeping and Janitorial Workers	98	227
Purchasing Managers	114	33
Compensation, Benefits, and Job Analysis Specialists	94	61
Compliance Officers	94	141
Paralegals and Legal Assistants	94	167
Payroll and Timekeeping Clerks	87	134
Executive Secretaries and Executive Administrative Assistants	109	241
Administrative Services Managers	101	135
Facilities Managers	128	56
Claims Adjusters, Examiners, and Investigators	102	118
Meeting, Convention, and Event Planners	103	166
Human Resources Assistants, Except Payroll and Timekeeping	76	106
First-Line Supervisors of Construction Trades and Extraction Workers	86	661
Social and Community Service Managers	75	124
Occupational Health and Safety Specialists	101	53
Billing and Posting Clerks	67	256
Lodging Managers	92	111
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Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Natural Sciences Managers	67	30
Bill and Account Collectors	55	132
Clinical and Counseling Psychologists	64	54
Dispatchers, Except Police, Fire, and Ambulance	51	200
Occupational Therapy Assistants	65	95
Tax Examiners and Collectors, and Revenue Agents	45	15
Computer and Information Systems Managers	58	182
Office and Administrative Support Workers, All Other	41	102
Interpreters and Translators	43	53
Chief Executives	50	104
Cargo and Freight Agents	31	44
Personal Service Managers, All Other	56	3
Credit Analysts	35	31
Financial Risk Specialists	38	15
Producers and Directors	30	108
Public Safety Telecommunicators	31	58
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	28	119
Interviewers, Except Eligibility and Loan	28	98
Training and Development Managers	28	17
Occupational Health and Safety Technicians	31	30
Occupational Therapy Aides	24	6
Sales Engineers	22	38
Compensation and Benefits Managers	29	5
Web and Digital Interface Designers	24	36
Advertising Sales Agents	17	78



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Librarians and Media Collections Specialists	23	95
Credit Counselors	17	25
Word Processors and Typists	11	32
Farmers, Ranchers, and Other Agricultural Managers	19	335
Eligibility Interviewers, Government Programs	19	62
Legal Secretaries and Administrative Assistants	13	51
First-Line Supervisors of Personal Service Workers	9	230
Advertising and Promotions Managers	7	5
Directors, Religious Activities and Education	11	162
Credit Authorizers, Checkers, and Clerks	6	8
Rehabilitation Counselors	8	90
Medical Transcriptionists	2	70
Library Technicians	9	160
Transportation Inspectors	7	12
First-Line Supervisors of Firefighting and Prevention Workers	6	24
First-Line Supervisors of Gambling Services Workers	7	9
First-Line Supervisors of Farming, Fishing, and Forestry Workers	5	69
Budget Analysts	7	24
First-Line Supervisors of Security Workers	7	59
Funeral Home Managers	11	6
Real Estate Brokers	4	27
First-Line Supervisors of Police and Detectives	4	37
Labor Relations Specialists	3	163
Information and Record Clerks, All Other	4	167
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Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Traffic Technicians	3	6
Entertainment and Recreation Managers, Except Gambling	3	29
Brokerage Clerks	3	20
Power Distributors and Dispatchers	5	3
First-Line Supervisors of Protective Service Workers, All Other	1	25
Fundraising Managers	2	21
Arbitrators, Mediators, and Conciliators	2	3
Communications Equipment Operators, All Other	0	2
Agents and Business Managers of Artists, Performers, and Athletes	3	9
First-Line Supervisors of Correctional Officers	1	28
Desktop Publishers	1	3
Court Reporters and Simultaneous Captioners	1	5
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	1	102
Gambling Managers	0	2

Top Companies	Unique Postings	Top Job Titles	Unique Postings
University Of Wisconsin-Madiso	4,294	Customer Service Representativ	4,493
Kwik Trip	4,270	Assistant Managers	3,554
Uline	3,648	Administrative Assistants	2,972
Robert Half	2,686	Assistant Store Managers	2,970
Walgreens Boots Alliance	2,342	Material Handlers	2,902

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

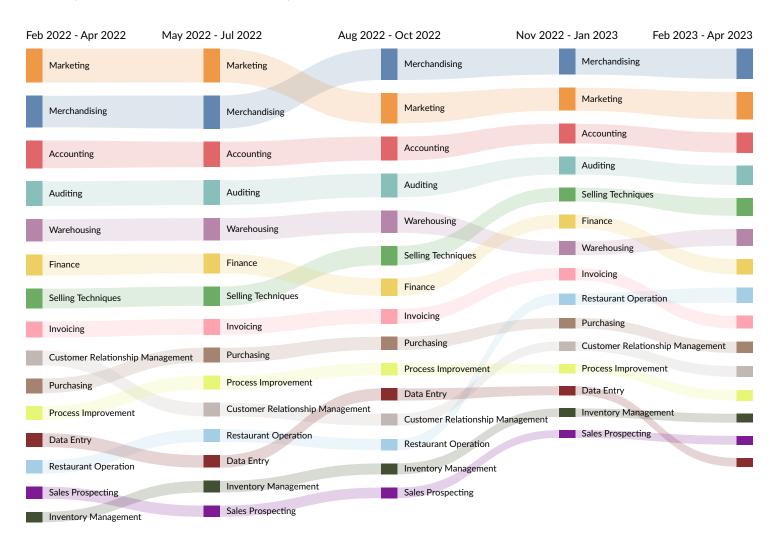
Not enough data to display Necessary Skills for this occupation.



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.





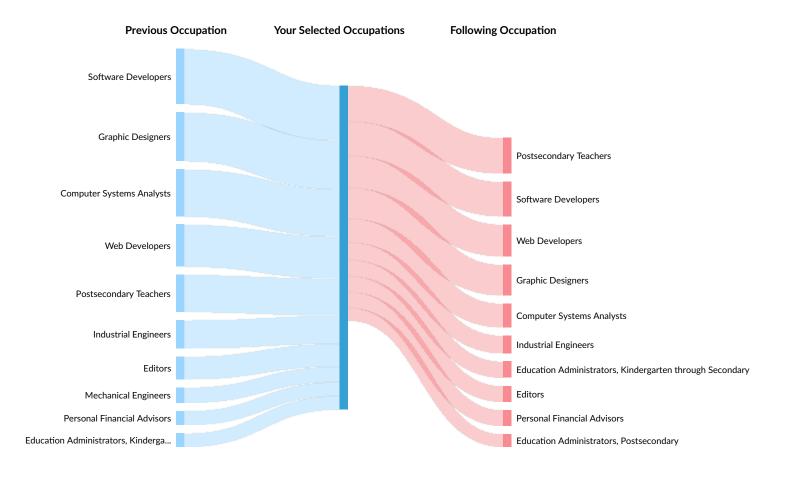
Occupation Gain and Drain

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



Previous Occupations	Transitions
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
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
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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
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
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Following Occupations	Transitions
Mental Health and Substance Abuse Social Workers	592



Graduate Pipeline



617 Programs

999 programs can train for this job, while only 617 programs have produced completers in this region.



69,766 Completions (2021)

The completions from all regional institutions for all degree types.



147,080 Openings (2021)

The average number of openings for an occupation in the region is 585.

Top Programs	Completions (2021)	Top Schools	Completions (2021)
Registered Nursing/Registered N	4,688	University of Wisconsin-Madison	14,778
Business Administration and Ma	4,121	University of Wisconsin-Milwau	5,395
Psychology, General	2,258	Marquette University	2,996
Biology/Biological Sciences, Gen	1,859	University of Wisconsin-Whitew	2,700
Emergency Medical Technology/	1,743	University of Wisconsin-Eau Cla	2,610



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
43-5032	Dispatchers, Except Police, Fire, and Ambulance
43-5061	Production, Planning, and Expediting Clerks
43-5071	Shipping, Receiving, and Inventory Clerks
43-6011	Executive Secretaries and Executive Administrative Assistants
43-6012	Legal Secretaries and Administrative Assistants
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
43-9021	Data Entry Keyers
43-9022	Word Processors and Typists
43-9031	Desktop Publishers
43-9061	Office Clerks, General

Code	Description
43-9199	Office and Administrative Support Workers, All Other
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers
51-1011	First-Line Supervisors of Production and Operating Workers
51-8012	Power Distributors and Dispatchers
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors
53-6041	Traffic Technicians
53-6051	Transportation Inspectors
53-7062	Laborers and Freight, Stock, and Material Movers, Hand