

Human Services (5-Digit SOC) in Labor Shed



200 Washington St Ste 120
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

77 Occupations

11-2022 Sales Managers

11-2032 Public Relations Managers

11-2033 Fundraising Managers

11-3111 Compensation and Benefits Managers

11-9031 Education and Childcare Administrators,
Preschool and Daycare

11-9141 Property, Real Estate, and Community
Association Managers

11-9151 Social and Community Service Managers

11-9161 Emergency Management Directors

11-9171 Funeral Home Managers

See Appendix A for all 77 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

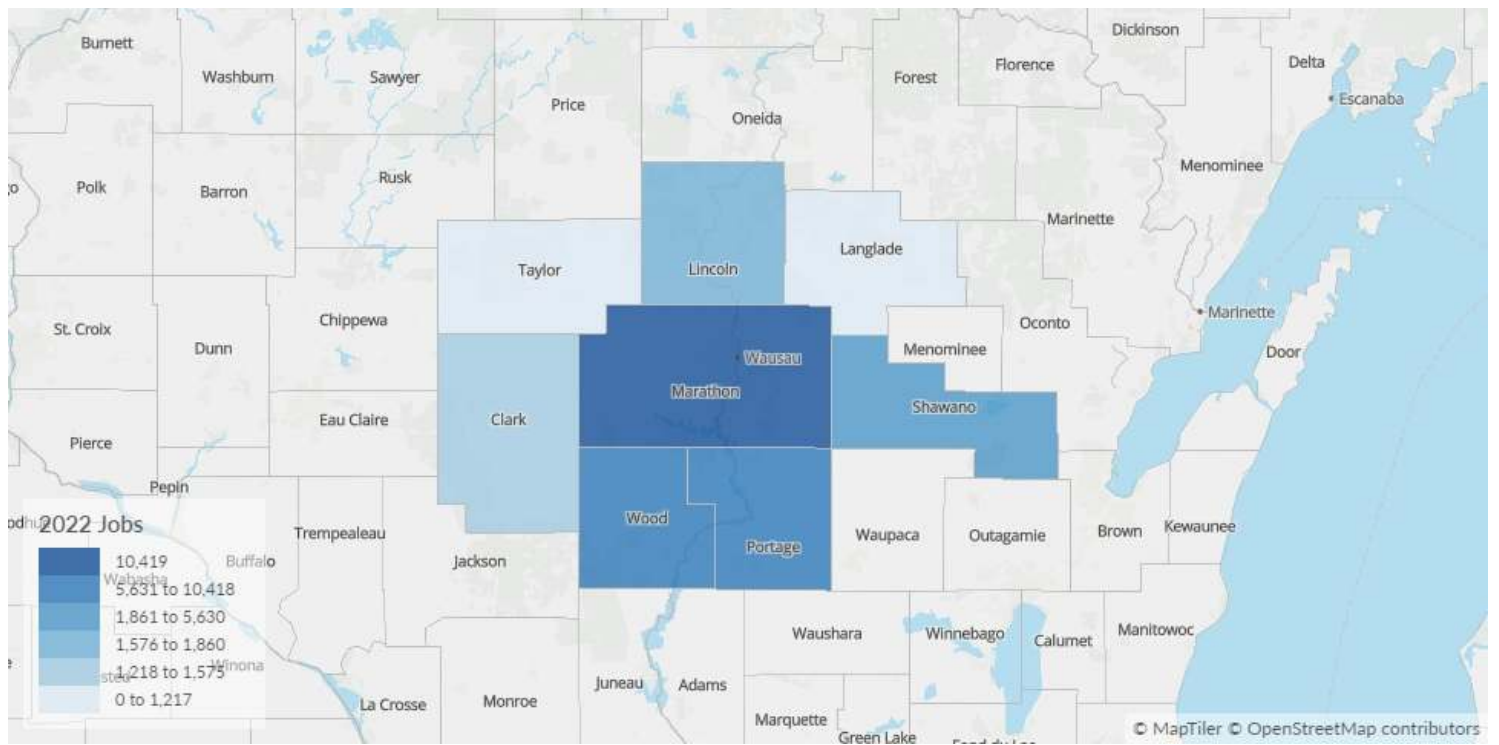
55141 Wood County, WI

Class of Worker

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

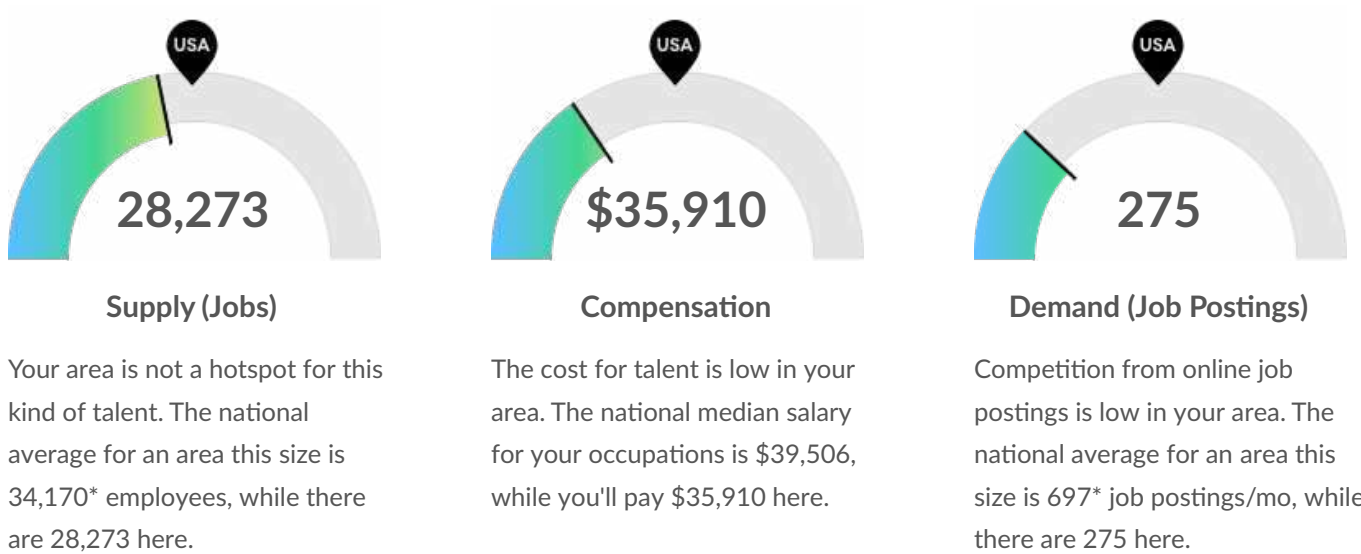
The information in this report pertains to the chosen occupations and geographical areas.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent

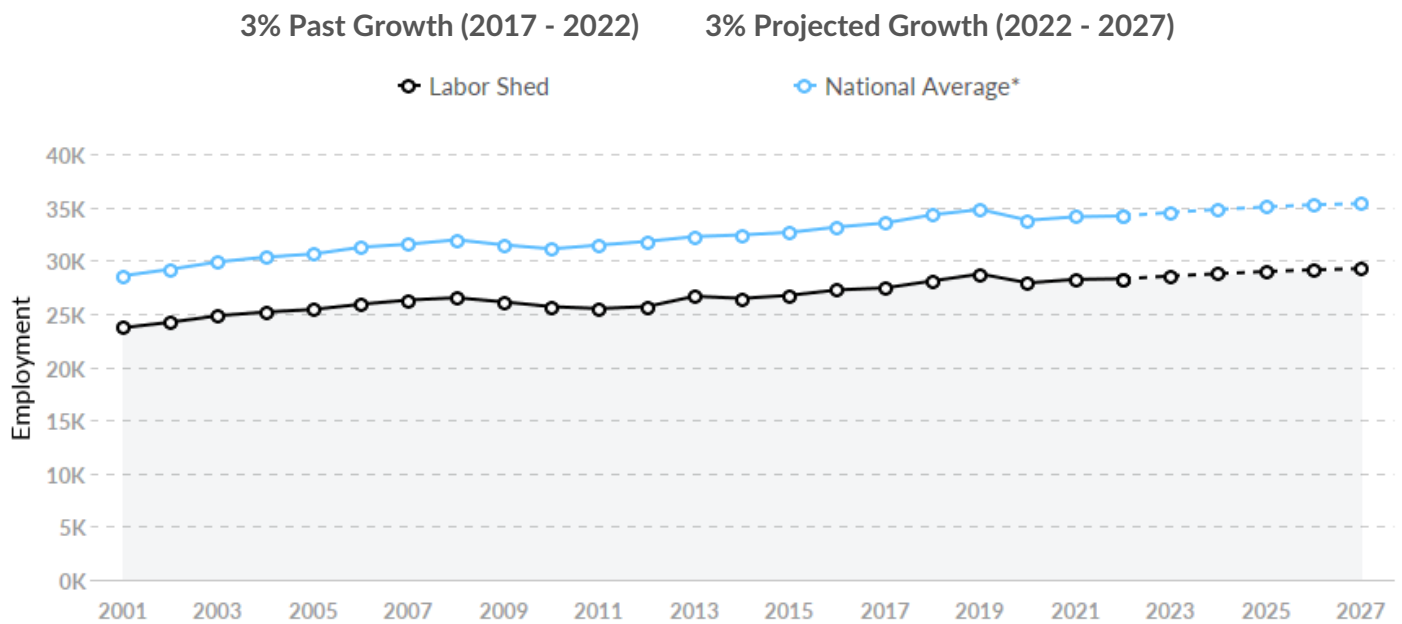


*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

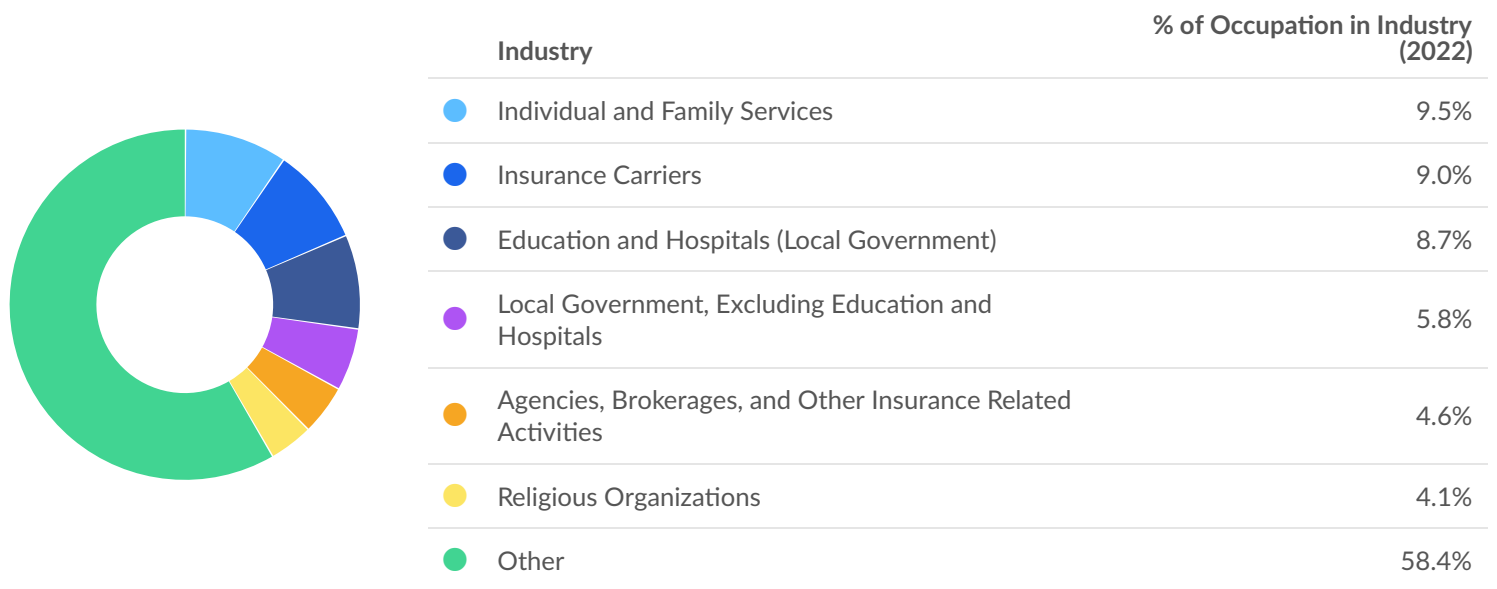
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 34,170* employees, while there are 28,273 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.



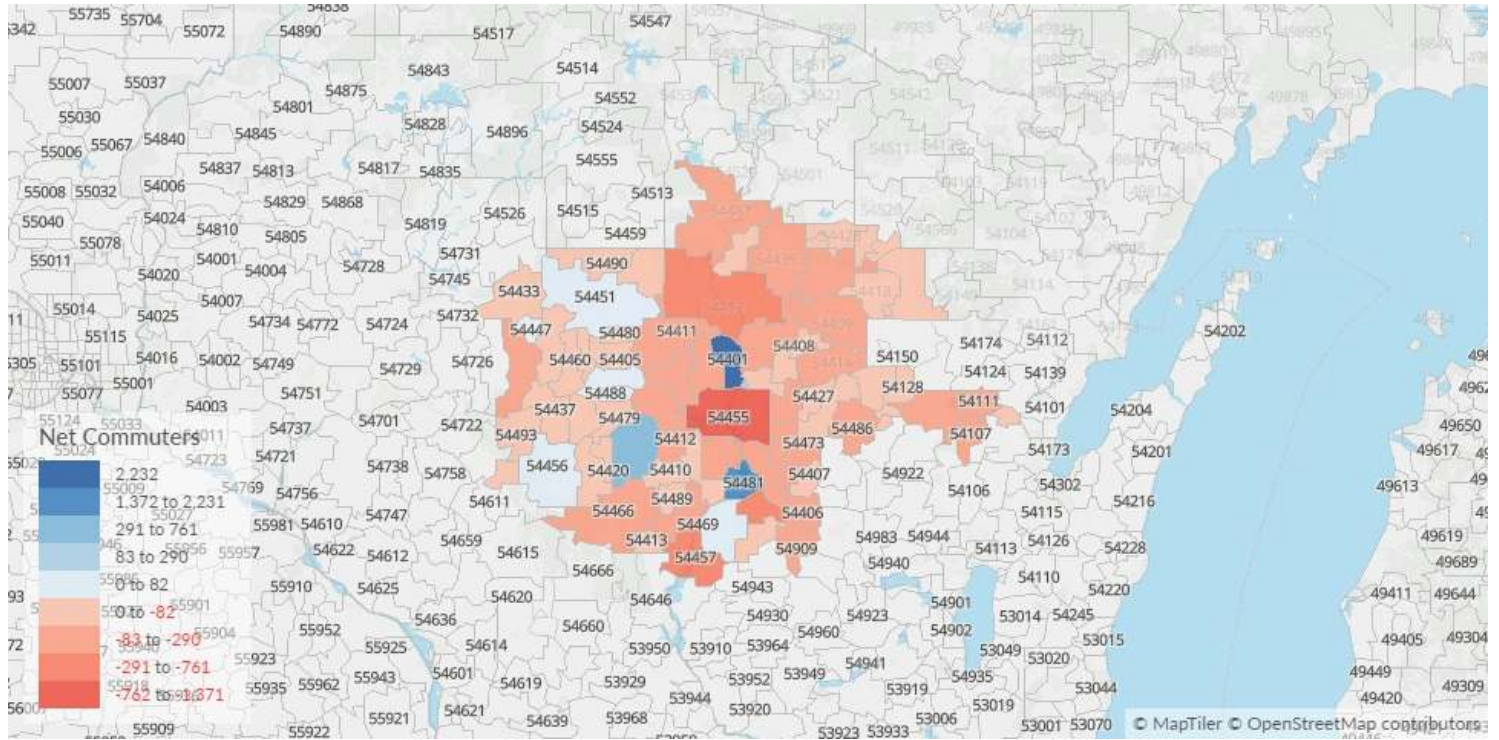
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Most Jobs are Found in the Individual and Family Services Industry Sector



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.



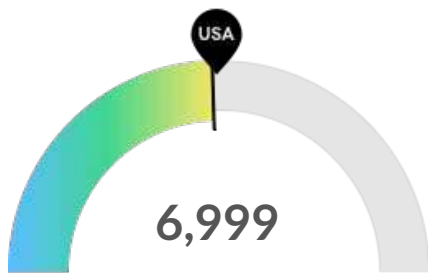
Where Talent Works

Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	4,763
54481	Stevens Point, WI (in Po...	3,698
54449	Marshfield, WI (in Woo...	2,255
54494	Wisconsin Rapids, WI (i...	2,099
54403	Wausau, WI (in Maratho...	1,788

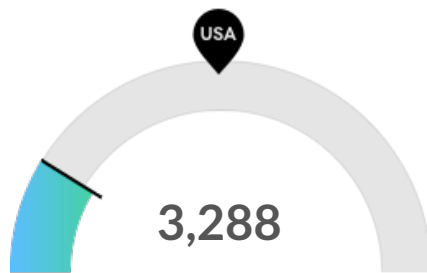
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	2,531
54481	Stevens Point, WI (in Po...	2,326
54494	Wisconsin Rapids, WI (i...	2,025
54403	Wausau, WI (in Maratho...	1,879
54449	Marshfield, WI (in Woo...	1,769

Retirement Risk Is About Average, While Overall Diversity Is Low



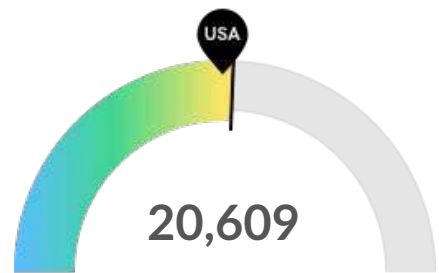
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 7,205* employees 55 or older, while there are 6,999 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 11,763* racially diverse employees, while there are 3,288 here.



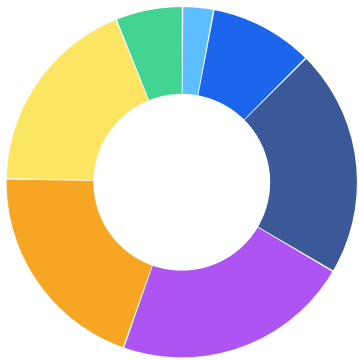
Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 19,828* female employees, while there are 20,609 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.

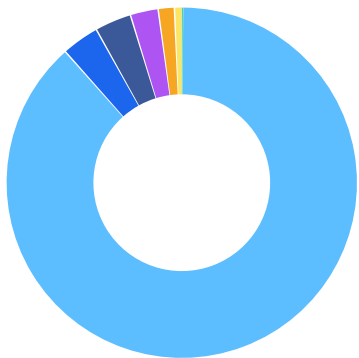
Demographic Details

Occupation Age Breakdown



	% of Jobs	Jobs
14-18	2.9%	808
19-24	9.6%	2,706
25-34	21.0%	5,927
35-44	21.9%	6,199
45-54	19.9%	5,633
55-64	18.6%	5,253
65+	6.2%	1,746

Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	88.4%	24,984
Asian	3.5%	978
Hispanic or Latino	3.4%	952
Black or African American	2.6%	728
Two or More Races	1.5%	421
American Indian or Alaska Native	0.7%	201
Native Hawaiian or Other Pacific Islander	0.0%	9

Occupation Gender Breakdown

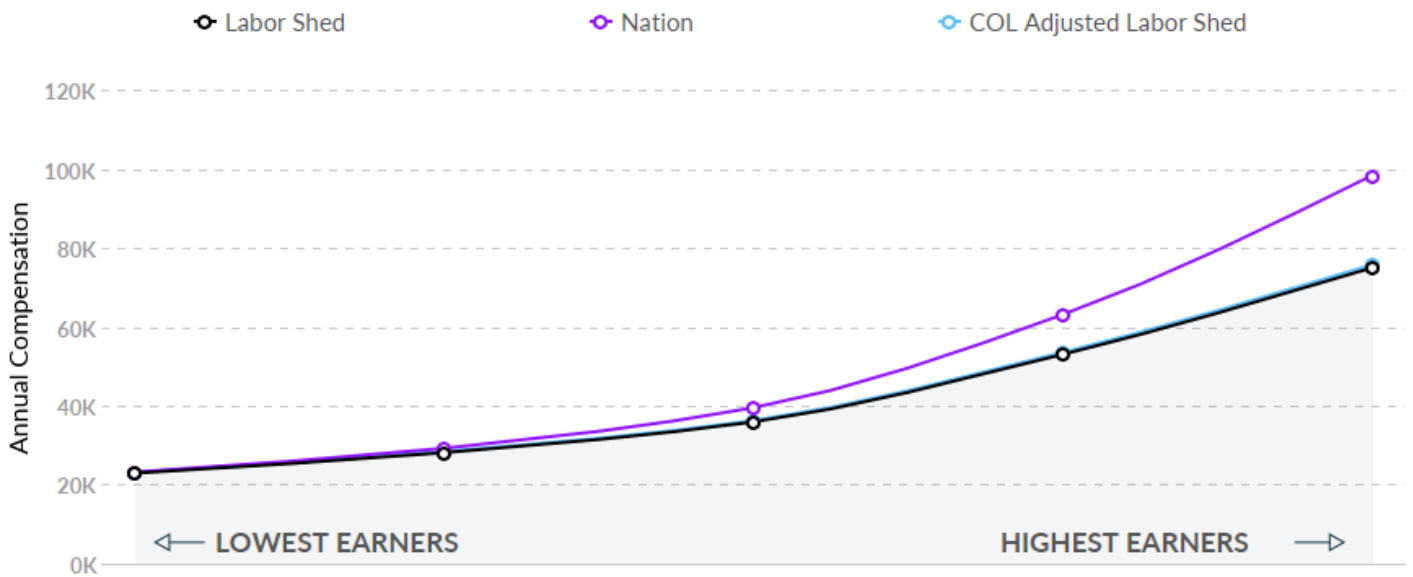


	% of Jobs	Jobs
● Males	27.1%	7,663
● Females	72.9%	20,609

Compensation

Talent Is 9% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$35,910. Based on the national median wage of \$39,506 for this position, this means you will spend about 9% less to employ your occupations here. However, their actual purchasing power will be 8% 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



491 Employers Competing

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



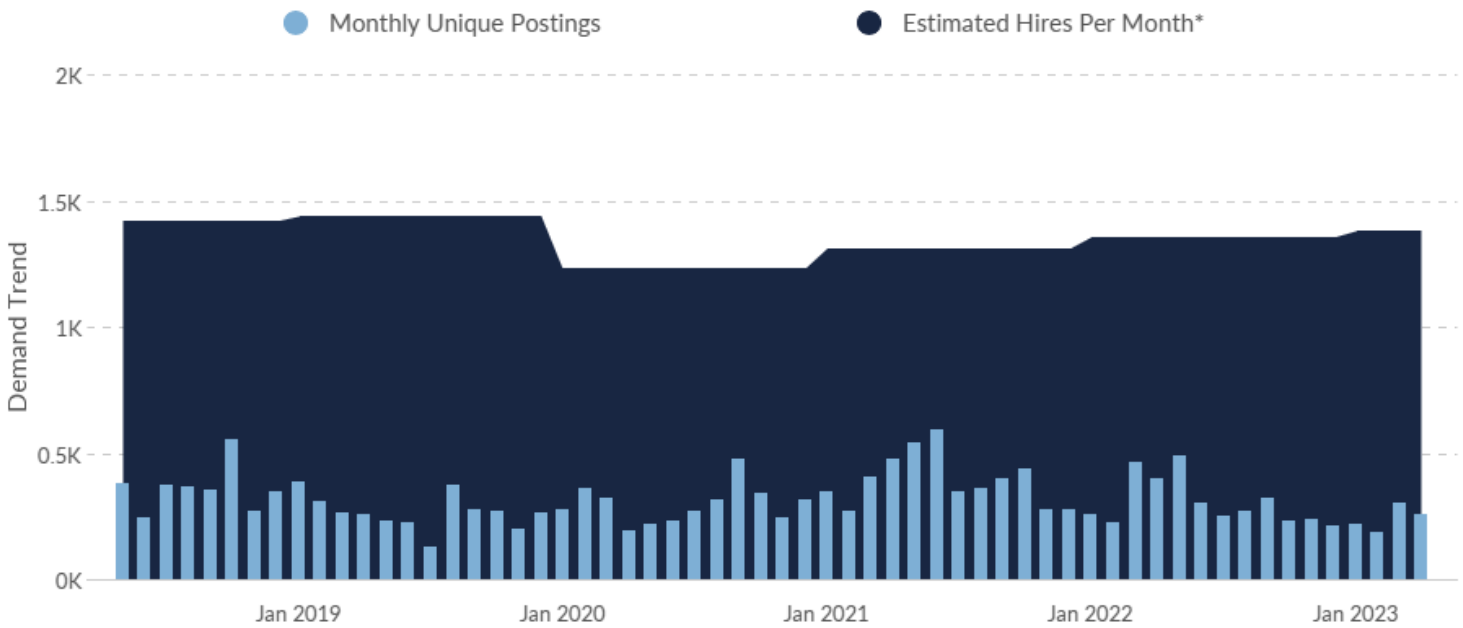
3,294 Unique Job Postings

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



26 Day Median Duration

Posting duration is the same as what's typical in the region.






Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Customer Service Representatives	50	180
Home Health and Personal Care Aides	45	301
Merchandise Displayers and Window Trimmers	25	11
Maids and Housekeeping Cleaners	12	116

*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)
Human Resources Specialists	12	39
Insurance Sales Agents	6	15
Sales Managers	11	10
Medical Secretaries and Administrative Assistants	9	15
Accountants and Auditors	10	45
Insurance Claims and Policy Processing Clerks	6	14
Market Research Analysts and Marketing Specialists	6	22
Buyers and Purchasing Agents	7	17
Dietitians and Nutritionists	6	2
Hairdressers, Hairstylists, and Cosmetologists	6	15
Childcare Workers	6	41
Preschool Teachers, Except Special Education	2	24
Financial and Investment Analysts	4	4
Emergency Medicine Physicians	7	0
Educational, Guidance, and Career Counselors and Advisors	3	10
Real Estate Sales Agents	1	6
Social and Human Service Assistants	2	28
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3	12
Food Preparation Workers	2	100
Teaching Assistants, Except Postsecondary	2	93
Public Relations Specialists	2	7
Personal Financial Advisors	3	4
Insurance Underwriters	3	3
Emergency Medical Technicians	2	8
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2	4

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
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
Residential Advisors	1	8
Healthcare Social Workers	1	7
Counselors, All Other	1	3
Exercise Trainers and Group Fitness Instructors	0	36
Meeting, Convention, and Event Planners	1	6
Marriage and Family Therapists	1	3
Clergy	1	12
Massage Therapists	0	5
Athletic Trainers	1	2
Child, Family, and School Social Workers	0	13
Recreational Therapists	0	0
Clinical and Counseling Psychologists	2	3
Credit Counselors	0	1
Mental Health and Substance Abuse Social Workers	0	4
Emergency Management Directors	0	0
Fundraisers	1	4
Ambulance Drivers and Attendants, Except Emergency Medical Technicians	0	0
Education and Childcare Administrators, Preschool and Daycare	0	3
Compensation and Benefits Managers	0	0
School Psychologists	0	3

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Financial Specialists, All Other	1	2
Urban and Regional Planners	0	0
Firefighters	0	21
Locker Room, Coatroom, and Dressing Room Attendants	0	2
Insurance Appraisers, Auto Damage	0	0
Directors, Religious Activities and Education	0	10
Industrial-Organizational Psychologists	0	0
Career/Technical Education Teachers, Secondary School	0	5
Barbers	0	0
Psychologists, All Other	0	3
Funeral Home Managers	0	0
Personal Care and Service Workers, All Other	0	2
Rehabilitation Counselors	0	6
Fundraising Managers	0	0
Funeral Attendants	0	3
Religious Workers, All Other	0	5
Manicurists and Pedicurists	0	2
Skincare Specialists	0	2

Top Companies	Unique Postings	Top Job Titles	Unique Postings
CareInHomes	205 	Customer Service Representativ...	167 
Sentry Insurance	174 	Caregivers	163 
Aspirus	149 	Retail Merchandisers	97 
Aurora Community Services	136 	Direct Support Professionals/Ca...	82 
Marshfield Clinic	99 	Housekeepers	79 

Top Distinguishing Skills by Demand

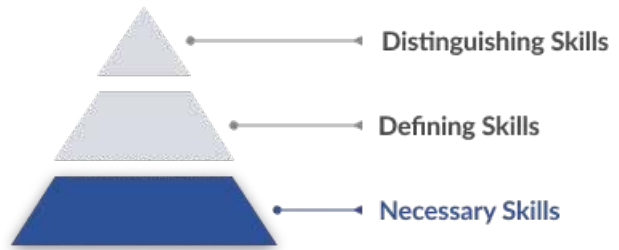
Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

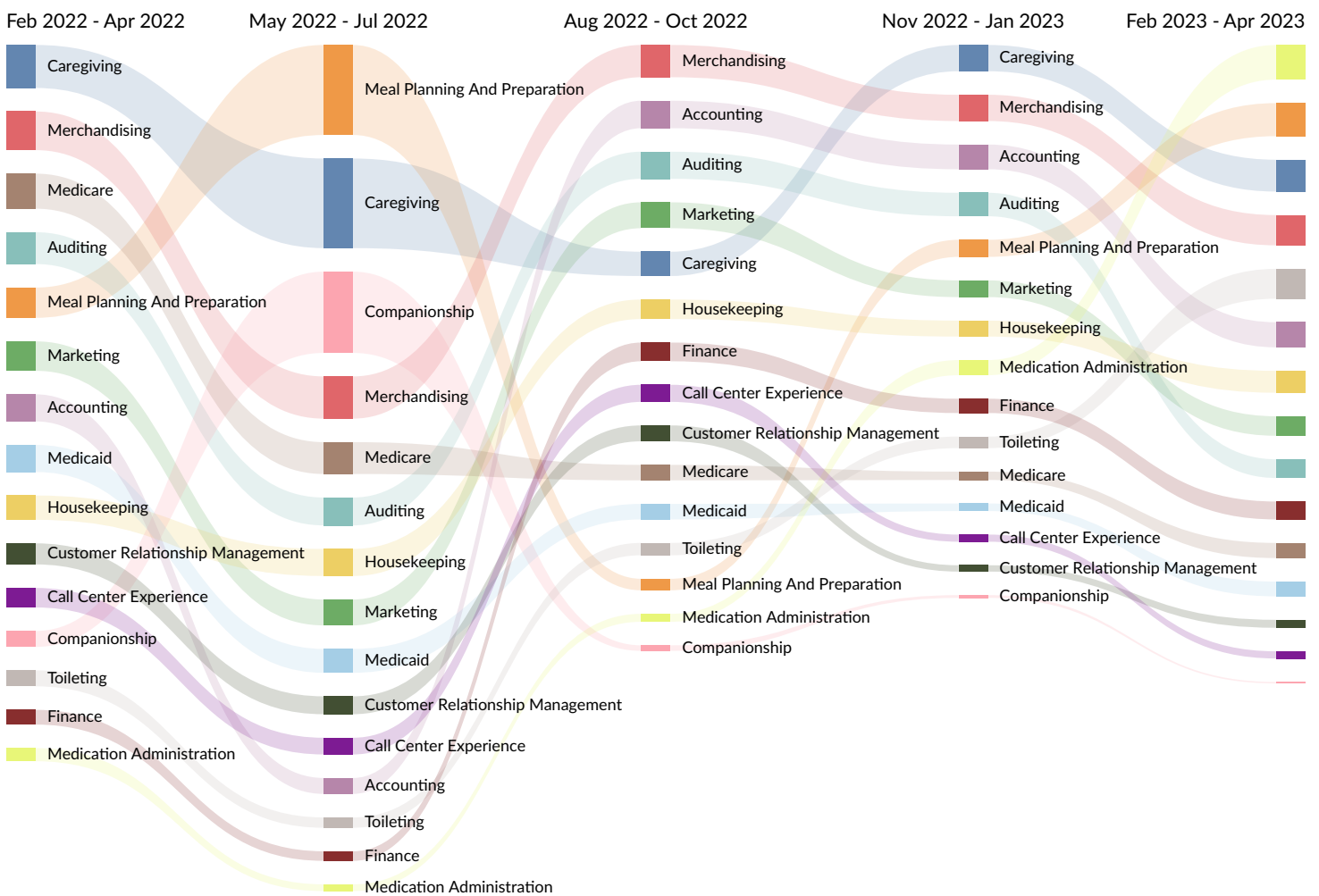


Skill	Salary Boosting	Job Postings Requesting
Valid Driver's License	✗	7,039
Merchandising	✓	5,719
Marketing	✓	4,061
Housekeeping	✓	3,908
Accounting	✗	3,050
Selling Techniques	✗	3,005
Caregiving	✗	2,832
Auditing	✗	2,700
Personal Care	✗	2,425
Meal Planning And Preparation	✗	2,318

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
Marketing Managers	143,915
General and Operations Managers	103,699
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	76,130
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	72,571
Chief Executives	57,177
Managers, All Other	52,803
First-Line Supervisors of Office and Administrative Support Workers	41,166
Financial Managers	34,964
Retail Salespersons	25,689
First-Line Supervisors of Non-Retail Sales Workers	22,131
Computer and Information Systems Managers	20,685
Management Analysts	17,158
First-Line Supervisors of Retail Sales Workers	16,709
Medical and Health Services Managers	12,076
Sales and Related Workers, All Other	11,800
Computer User Support Specialists	11,558
Securities, Commodities, and Financial Services Sales Agents	11,149

Previous Occupations	Transitions
Project Management Specialists	9,897
Training and Development Specialists	9,724
Computer Occupations, All Other	8,681
Architectural and Engineering Managers	8,285
Transportation, Storage, and Distribution Managers	7,512
Human Resources Managers	7,492
Advertising and Promotions Managers	6,662
Loan Officers	6,437
Executive Secretaries and Executive Administrative Assistants	6,366
First-Line Supervisors of Production and Operating Workers	5,882
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,067
Computer Systems Analysts	4,642
Postsecondary Teachers	4,635
Purchasing Managers	4,535
Registered Nurses	4,244
Software Developers	4,206
Coaches and Scouts	3,547
Producers and Directors	3,259
Education Administrators, Kindergarten through Secondary	3,064
Demonstrators and Product Promoters	2,908
Network and Computer Systems Administrators	2,851
Education Administrators, Postsecondary	2,822
Industrial Engineers	2,346
First-Line Supervisors of Food Preparation and Serving Workers	2,056
Logisticians	1,927

Previous Occupations	Transitions
Web Developers	1,827
Waiters and Waitresses	1,824
Natural Sciences Managers	1,791
Lawyers	1,734
Compliance Officers	1,606
Graphic Designers	1,528
Compensation, Benefits, and Job Analysis Specialists	1,419
Bookkeeping, Accounting, and Auditing Clerks	1,378
Stockers and Order Fillers	1,343
Teachers and Instructors, All Other	1,162
Hotel, Motel, and Resort Desk Clerks	1,138
Editors	1,133
Operations Research Analysts	1,128
Teaching Assistants, Postsecondary	998
Cashiers	947
Recreation Workers	915
Secondary School Teachers, Except Special and Career/Technical Education	881
Fast Food and Counter Workers	836
Life, Physical, and Social Science Technicians, All Other	831
Community and Social Service Specialists, All Other	697
Paralegals and Legal Assistants	582
News Analysts, Reporters, and Journalists	576
Receptionists and Information Clerks	543
Human Resources Assistants, Except Payroll and Timekeeping	481
Office Clerks, General	476

Previous Occupations	Transitions
Medical Assistants	439
Tutors	315
Following Occupations	Transitions
Marketing Managers	141,271
General and Operations Managers	117,273
Chief Executives	81,570
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	60,671
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	47,211
Managers, All Other	43,988
First-Line Supervisors of Office and Administrative Support Workers	34,843
Financial Managers	31,177
Computer and Information Systems Managers	21,930
Retail Salespersons	16,136
Management Analysts	15,816
First-Line Supervisors of Non-Retail Sales Workers	14,565
First-Line Supervisors of Retail Sales Workers	13,282
Medical and Health Services Managers	11,981
Computer User Support Specialists	10,027
Project Management Specialists	8,455
Human Resources Managers	8,373
Architectural and Engineering Managers	8,010
Securities, Commodities, and Financial Services Sales Agents	7,907
Computer Occupations, All Other	7,772
Training and Development Specialists	7,484

Following Occupations	Transitions
Transportation, Storage, and Distribution Managers	7,318
Loan Officers	6,436
Executive Secretaries and Executive Administrative Assistants	6,315
Sales and Related Workers, All Other	6,270
Advertising and Promotions Managers	5,632
First-Line Supervisors of Production and Operating Workers	4,614
Postsecondary Teachers	4,387
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	4,325
Purchasing Managers	4,147
Software Developers	4,005
Computer Systems Analysts	3,769
Registered Nurses	3,544
Producers and Directors	3,536
Education Administrators, Kindergarten through Secondary	3,413
Coaches and Scouts	2,951
Education Administrators, Postsecondary	2,853
Network and Computer Systems Administrators	2,557
Real Estate Brokers	2,444
Demonstrators and Product Promoters	2,157
Web Developers	1,787
Information Security Analysts	1,767
Compliance Officers	1,751
Industrial Engineers	1,681
Logisticians	1,578
Natural Sciences Managers	1,558

Following Occupations	Transitions
Lawyers	1,524
Bookkeeping, Accounting, and Auditing Clerks	1,502
Graphic Designers	1,304
Compensation, Benefits, and Job Analysis Specialists	1,254
Waiters and Waitresses	1,196
Stockers and Order Fillers	1,171
Operations Research Analysts	1,100
Teaching Assistants, Postsecondary	1,015
Teachers and Instructors, All Other	991
Claims Adjusters, Examiners, and Investigators	935
Editors	915
Recreation Workers	845
Hotel, Motel, and Resort Desk Clerks	779
Life, Physical, and Social Science Technicians, All Other	771
Secondary School Teachers, Except Special and Career/Technical Education	730
Fast Food and Counter Workers	681
Human Resources Assistants, Except Payroll and Timekeeping	646
Paralegals and Legal Assistants	603
Cashiers	599
Receptionists and Information Clerks	583
Medical Assistants	402

Graduate Pipeline



112 Programs

470 programs can train for this job, while only 112 programs have produced completers in this region.



2,978 Completions (2021)

The completions from all regional institutions for all degree types.



4,089 Openings (2021)

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

Top Programs	Completions (2021)
Nursing Assistant/Aide and Pati...	568
Business Administration and Ma...	248
Emergency Medical Technology/...	185
Psychology, General	115
Liberal Arts and Sciences, Gener...	94

Top Schools	Completions (2021)
Northcentral Technical College	1,185
University of Wisconsin-Steven...	1,139
Mid-State Technical College	619
State College of Beauty Culture ...	35

Appendix A (Occupations)

Code	Description
11-2022	Sales Managers
11-2032	Public Relations Managers
11-2033	Fundraising Managers
11-3111	Compensation and Benefits Managers
11-9031	Education and Childcare Administrators, Preschool and Daycare
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
11-9161	Emergency Management Directors
11-9171	Funeral Home Managers
13-1028	Buyers and Purchasing Agents
13-1032	Insurance Appraisers, Auto Damage
13-1071	Human Resources Specialists

Code	Description
13-1121	Meeting, Convention, and Event Planners
13-1131	Fundraisers
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
13-2011	Accountants and Auditors
13-2051	Financial and Investment Analysts
13-2052	Personal Financial Advisors
13-2053	Insurance Underwriters
13-2071	Credit Counselors
13-2099	Financial Specialists, All Other
19-3032	Industrial-Organizational Psychologists
19-3033	Clinical and Counseling Psychologists

Code	Description
19-3034	School Psychologists
19-3039	Psychologists, All Other
19-3041	Sociologists
19-3051	Urban and Regional Planners
21-1012	Educational, Guidance, and Career Counselors and Advisors
21-1013	Marriage and Family Therapists
21-1015	Rehabilitation Counselors
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors
21-1019	Counselors, All Other
21-1021	Child, Family, and School Social Workers
21-1022	Healthcare Social Workers
21-1023	Mental Health and Substance Abuse Social Workers

Code	Description
21-1093	Social and Human Service Assistants
21-2011	Clergy
21-2021	Directors, Religious Activities and Education
21-2099	Religious Workers, All Other
25-2011	Preschool Teachers, Except Special Education
25-2023	Career/Technical Education Teachers, Middle School
25-2032	Career/Technical Education Teachers, Secondary School
25-3011	Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors
25-9045	Teaching Assistants, Except Postsecondary
27-1026	Merchandise Displayers and Window Trimmers
27-3031	Public Relations Specialists
29-1031	Dietitians and Nutritionists

Code	Description
29-1125	Recreational Therapists
29-1214	Emergency Medicine Physicians
29-2042	Emergency Medical Technicians
29-9091	Athletic Trainers
31-1128	Home Health and Personal Care Aides
31-9011	Massage Therapists
33-2011	Firefighters
35-2021	Food Preparation Workers
37-2012	Maids and Housekeeping Cleaners
39-3093	Locker Room, Coatroom, and Dressing Room Attendants
39-4011	Embalmers
39-4021	Funeral Attendants

Code	Description
39-4031	Morticians, Undertakers, and Funeral Arrangers
39-5011	Barbers
39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5092	Manicurists and Pedicurists
39-5093	Shampooers
39-5094	Skincare Specialists
39-9011	Childcare Workers
39-9031	Exercise Trainers and Group Fitness Instructors
39-9041	Residential Advisors
39-9099	Personal Care and Service Workers, All Other
41-3021	Insurance Sales Agents
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Code	Description
41-9022	Real Estate Sales Agents
43-4051	Customer Service Representatives
43-6013	Medical Secretaries and Administrative Assistants

Code	Description
43-9041	Insurance Claims and Policy Processing Clerks
53-3011	Ambulance Drivers and Attendants, Except Emergency Medical Technicians