

# Information Technology (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

### 63 Occupations

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11-2032 Public Relations Managers

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11-3012 Administrative Services Managers

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11-3021 Computer and Information Systems  
Managers

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11-3071 Transportation, Storage, and Distribution  
Managers

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11-3131 Training and Development Managers

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13-1041 Compliance Officers

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13-1111 Management Analysts

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13-1161 Market Research Analysts and Marketing  
Specialists

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13-1199 Business Operations Specialists, All Other

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*See Appendix A for all 63 Occupations*

### 8 Counties

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55019 Clark County, WI

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55067 Langlade County, WI

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55069 Lincoln County, WI

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55073 Marathon County, WI

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55097 Portage County, WI

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55115 Shawano County, WI

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55119 Taylor County, WI

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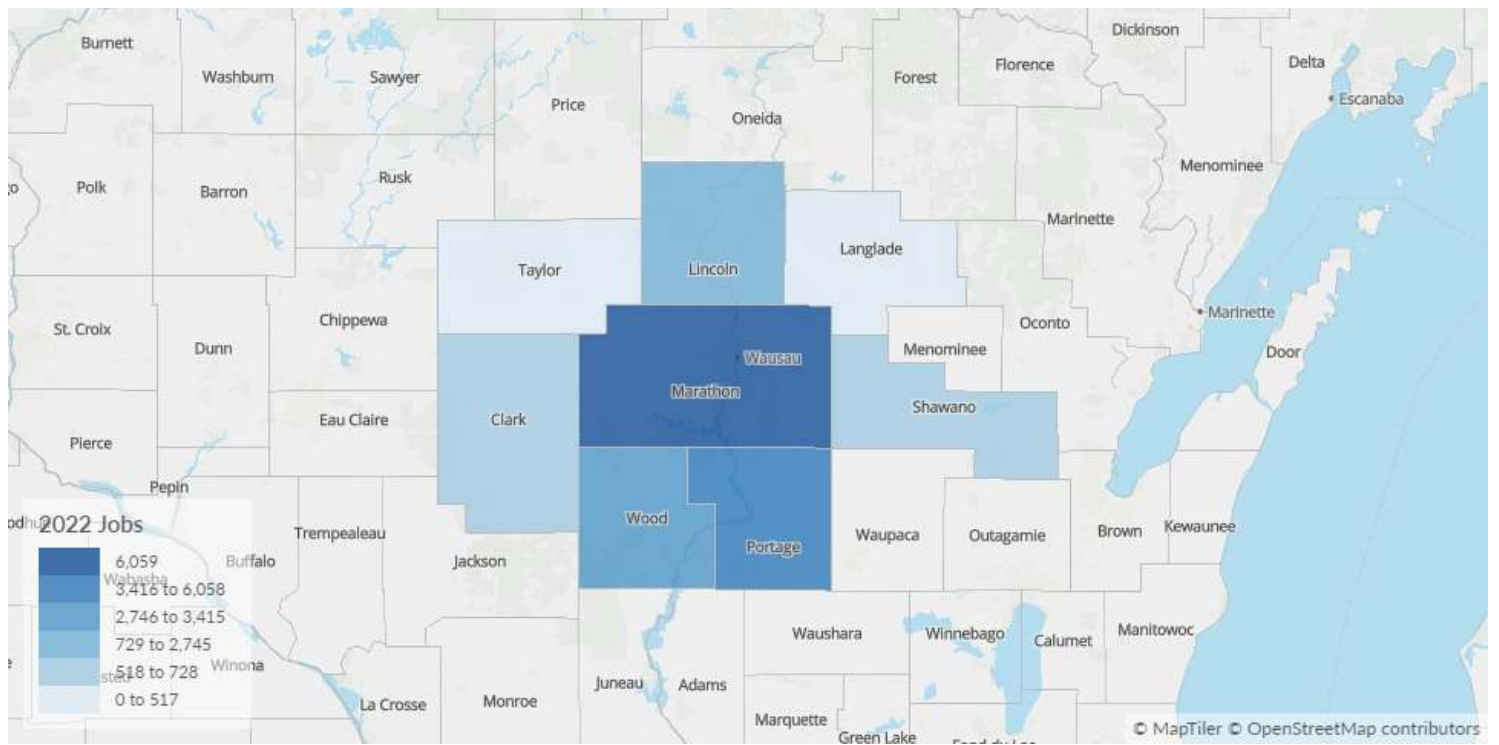
55141 Wood County, WI

### Class of Worker

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

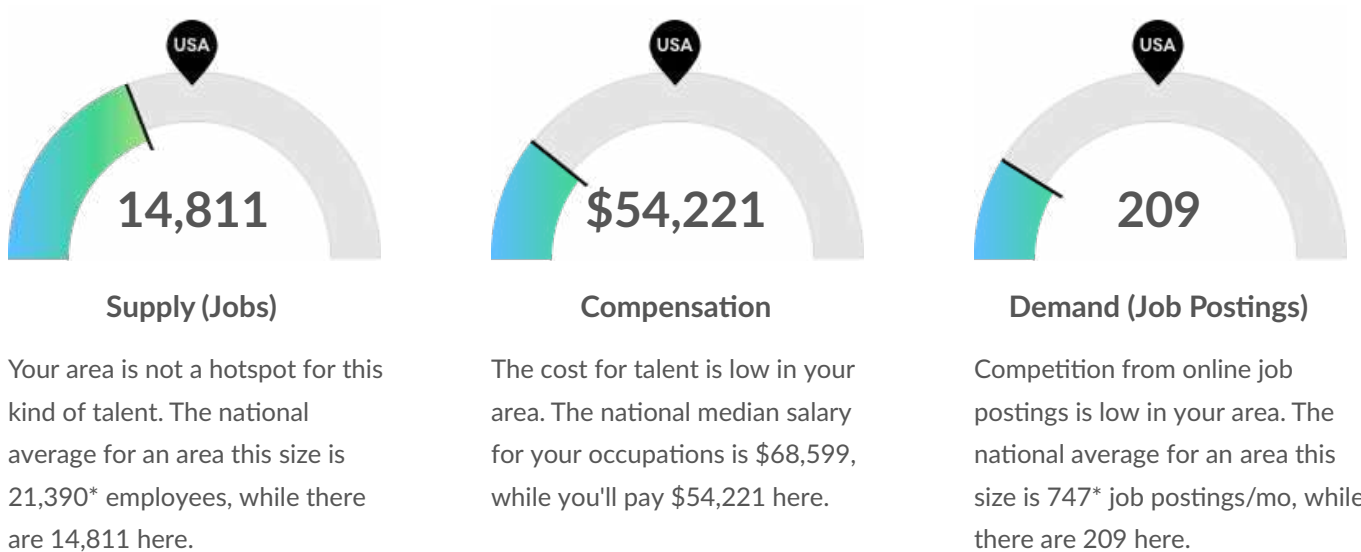
The information in this report pertains to the chosen occupations and geographical areas.

# Workforce Map



## Executive Summary

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

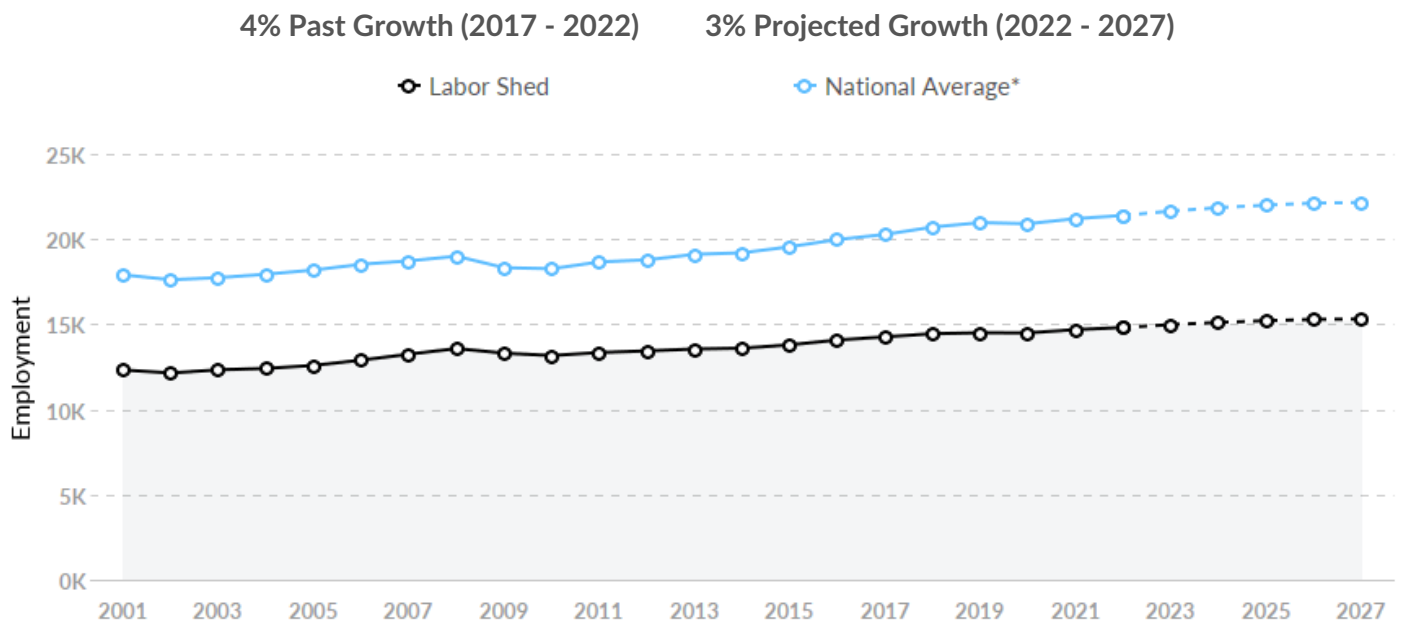


\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Supply (Jobs)

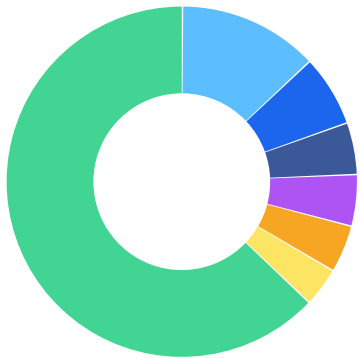
## Supply Is Lower Than the National Average








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 21,390\* employees, while there are 14,811 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 Insurance Carriers Industry Sector

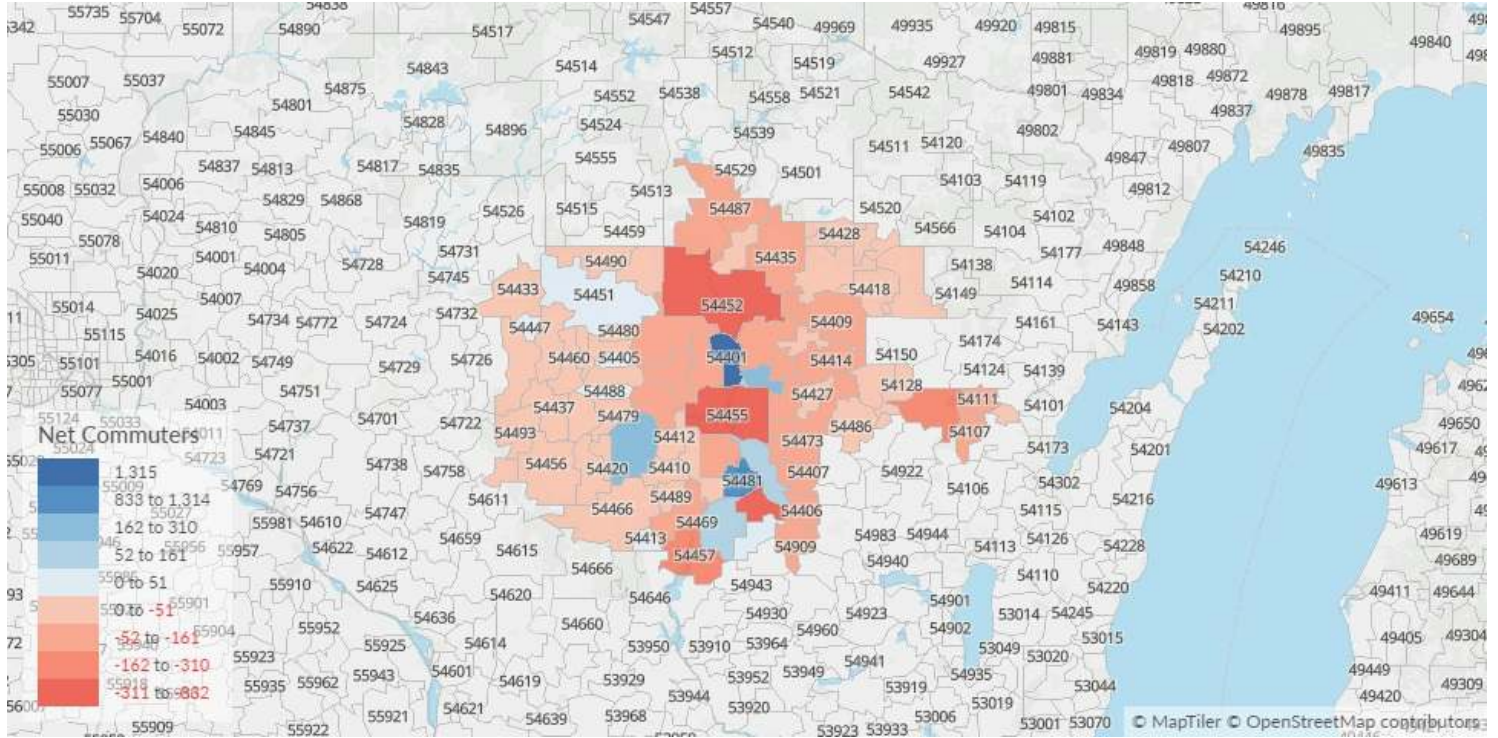


Industry	% of Occupation in Industry (2022)
 Insurance Carriers	12.9%
 Management of Companies and Enterprises	6.6%
 Local Government, Excluding Education and Hospitals	4.8%
 Computer Systems Design and Related Services	4.7%
 Depository Credit Intermediation	4.4%
 Agencies, Brokerages, and Other Insurance Related Activities	3.6%
 Other	63.0%



## 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.



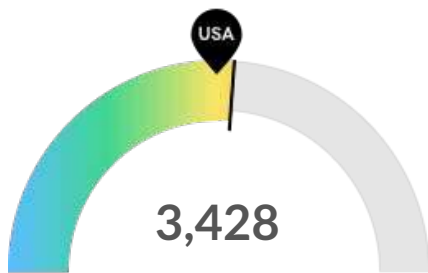
### Where Talent Works

### Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	2,768
54481	Stevens Point, WI (in Po...	2,173
54494	Wisconsin Rapids, WI (i...	1,298
54476	Schofield, WI (in Marath...	1,007
54403	Wausau, WI (in Maratho...	966

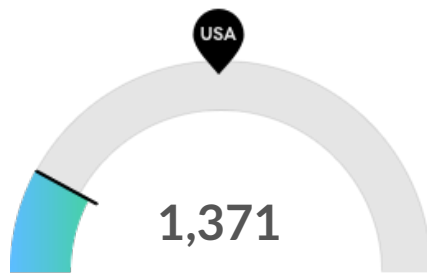
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	1,453
54481	Stevens Point, WI (in Po...	1,339
54494	Wisconsin Rapids, WI (i...	1,185
54403	Wausau, WI (in Maratho...	1,092
54455	Mosinee, WI (in Marath...	852

## Retirement Risk Is About Average, While Overall Diversity Is Low



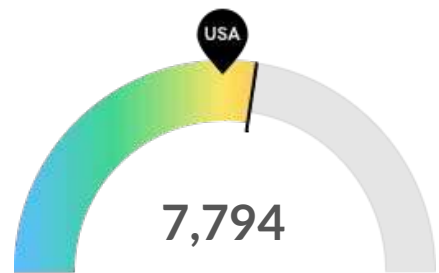
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 3,202\* employees 55 or older, while there are 3,428 here.



**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 5,521\* racially diverse employees, while there are 1,371 here.



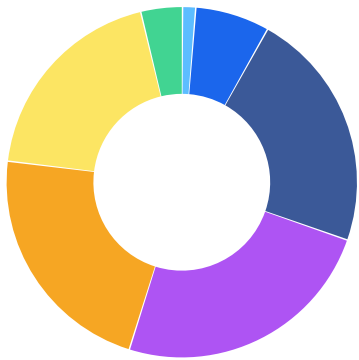
**Gender Diversity**

Gender diversity is high in your area. The national average for an area this size is 6,786\* female employees, while there are 7,794 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 your area. In other words, the values represent the national average adjusted for region size.

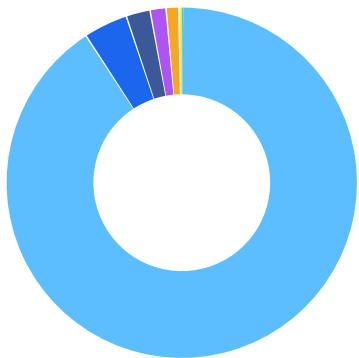
# Demographic Details

## Occupation Age Breakdown



	% of Jobs	Jobs
14-18	1.2%	179
19-24	6.9%	1,016
25-34	22.2%	3,290
35-44	24.5%	3,628
45-54	22.1%	3,270
55-64	19.3%	2,860
65+	3.8%	568

## Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	90.7%	13,440
Asian	4.1%	603
Hispanic or Latino	2.2%	328
Black or African American	1.5%	217
Two or More Races	1.2%	172
American Indian or Alaska Native	0.3%	49
Native Hawaiian or Other Pacific Islander	0.0%	2

## Occupation Gender Breakdown

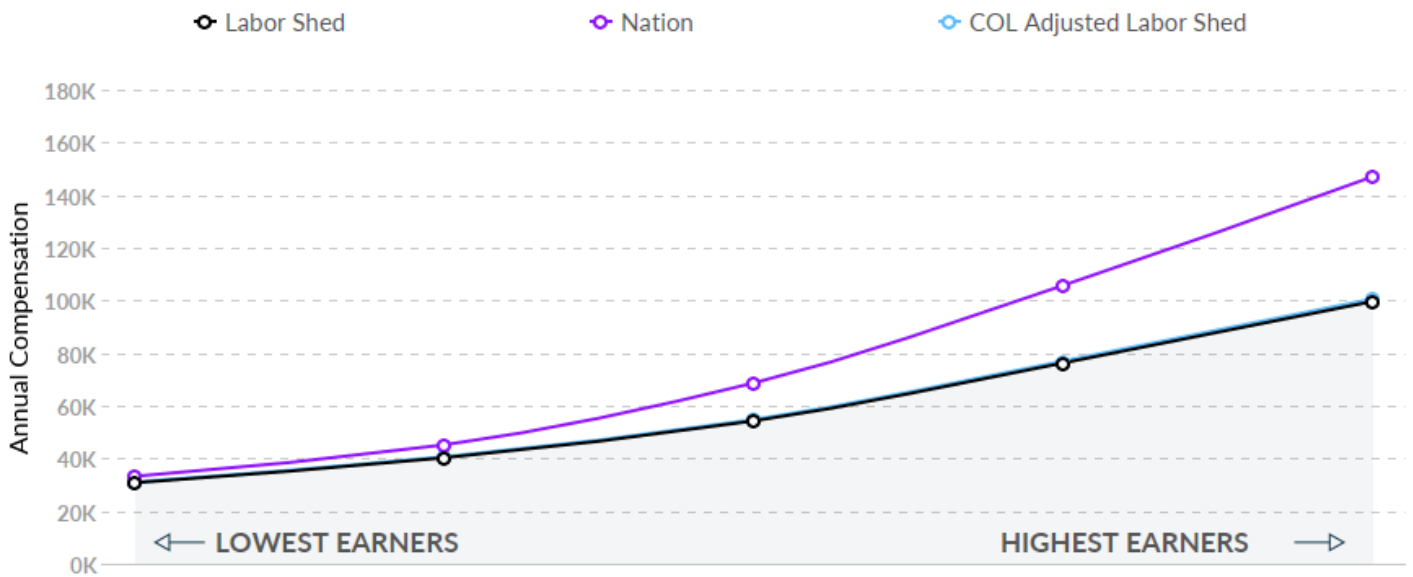


	% of Jobs	Jobs
<span style="color: #00AEEF;">●</span> Males	47.4%	7,017
<span style="color: #0070C0;">●</span> Females	52.6%	7,794

# Compensation

## Talent Is 21% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$54,221. Based on the national median wage of \$68,599 for this position, this means you will spend about 21% less to employ your occupations here. However, their actual purchasing power will be 20% 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



## 412 Employers Competing

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



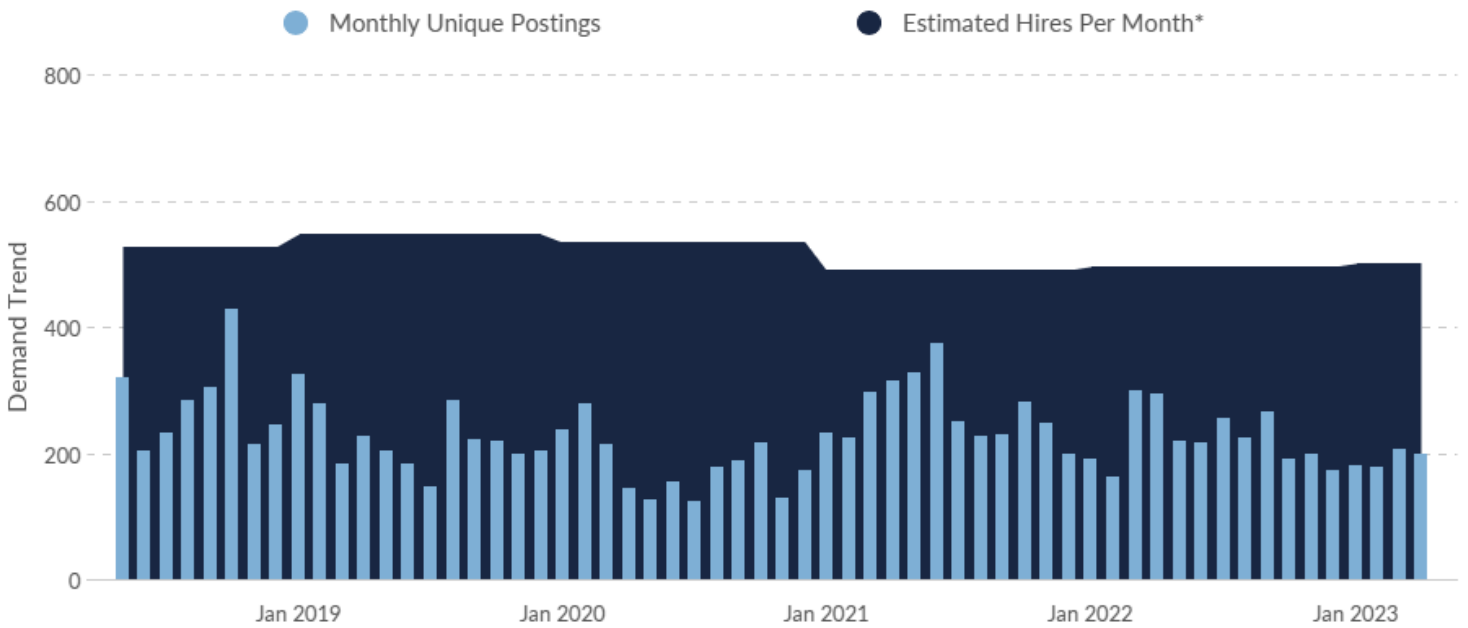
## 2,511 Unique Job Postings

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)
Customer Service Representatives	50	180
Software Developers	18	19
Industrial Engineering Technologists and Technicians	17	2
Computer User Support Specialists	11	18





\*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)
Computer Occupations, All Other	11	4
First-Line Supervisors of Office and Administrative Support Workers	8	61
Industrial Engineers	10	14
Computer Systems Analysts	7	11
Electrical and Electronic Engineering Technologists and Technicians	6	2
Management Analysts	5	17
Market Research Analysts and Marketing Specialists	6	22
Electrical Engineers	6	3
Data Scientists	5	2
Transportation, Storage, and Distribution Managers	3	5
Web Developers	3	4
Network and Computer Systems Administrators	3	10
Computer Network Architects	3	2
Information Security Analysts	3	4
Data Entry Keyers	2	6
Telecommunications Equipment Installers and Repairers, Except Line Installers	3	7
Computer Programmers	1	3
Operations Research Analysts	2	2
Database Administrators	2	1
Software Quality Assurance Analysts and Testers	1	4
Public Relations Managers	3	0
Business Operations Specialists, All Other	1	24
Administrative Services Managers	2	6
Compliance Officers	2	6

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Engineering Technologists and Technicians, Except Drafters, All Other	1	2
Computer Network Support Specialists	1	3
Database Architects	1	0
Computer Numerically Controlled Tool Programmers	0	2
Engineers, All Other	1	2
Telecommunications Line Installers and Repairers	1	4
Public Safety Telecommunicators	1	3
Mechanical Engineering Technologists and Technicians	1	5
Graphic Designers	0	6
Survey Researchers	1	0
Writers and Authors	1	0
Computer and Information Systems Managers	1	7
Producers and Directors	1	3
Instructional Coordinators	0	6
Librarians and Media Collections Specialists	0	5
Editors	1	3
Credit Authorizers, Checkers, and Clerks	0	0
Training and Development Managers	0	0
Audio and Video Technicians	0	2
Computer Hardware Engineers	1	0
Sound Engineering Technicians	1	0
Technical Writers	1	0
Statisticians	0	0
Computer and Information Research Scientists	0	0
Web and Digital Interface Designers	0	1



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Electronics Engineers, Except Computer	0	0
Camera Operators, Television, Video, and Film	0	0
Health Information Technologists and Medical Registrars	0	1
Special Effects Artists and Animators	0	0

Top Companies	Unique Postings
Sentry Insurance	144 
Greenheck Fan Corporation	73 
Sentry	69 
Marshfield Clinic	66 
Beaver Dam Community Hospit...	55 

Top Job Titles	Unique Postings
Customer Service Representativ...	167 
Maintenance Technicians	82 
Manufacturing Engineers	44 
Software Engineers	35 
Customer Service Team Members	27 

## Top Distinguishing Skills by Demand

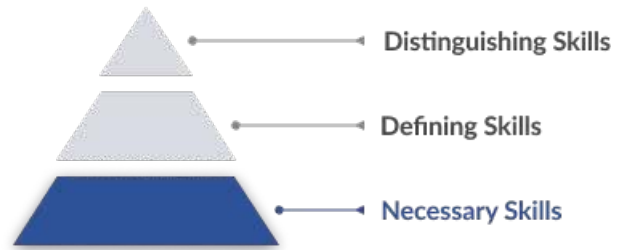
Not enough data to display Distinguishing Skills for this occupation.

## 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.

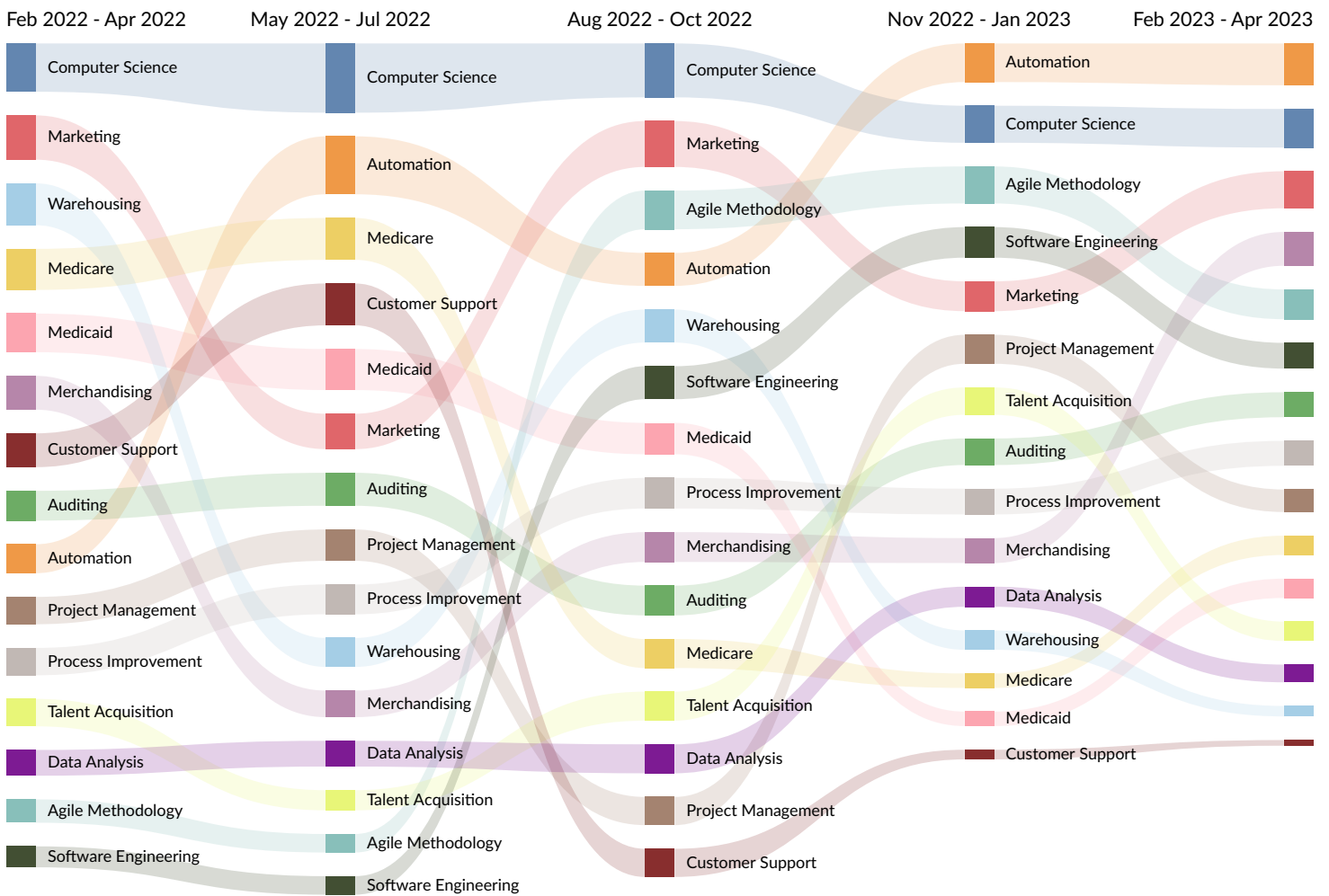


Skill	Salary Boosting	Job Postings Requesting
Valid Driver's License	✗	3,468
Marketing	✓	2,842
Computer Science	✓	2,716
SQL (Programming Language)	✗	2,278
Merchandising	✗	2,102
Auditing	✓	1,944
Data Entry	✗	1,885
Operating Systems	✗	1,692
Workflow Management	✗	1,675
Automation	✗	1,587

# 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.



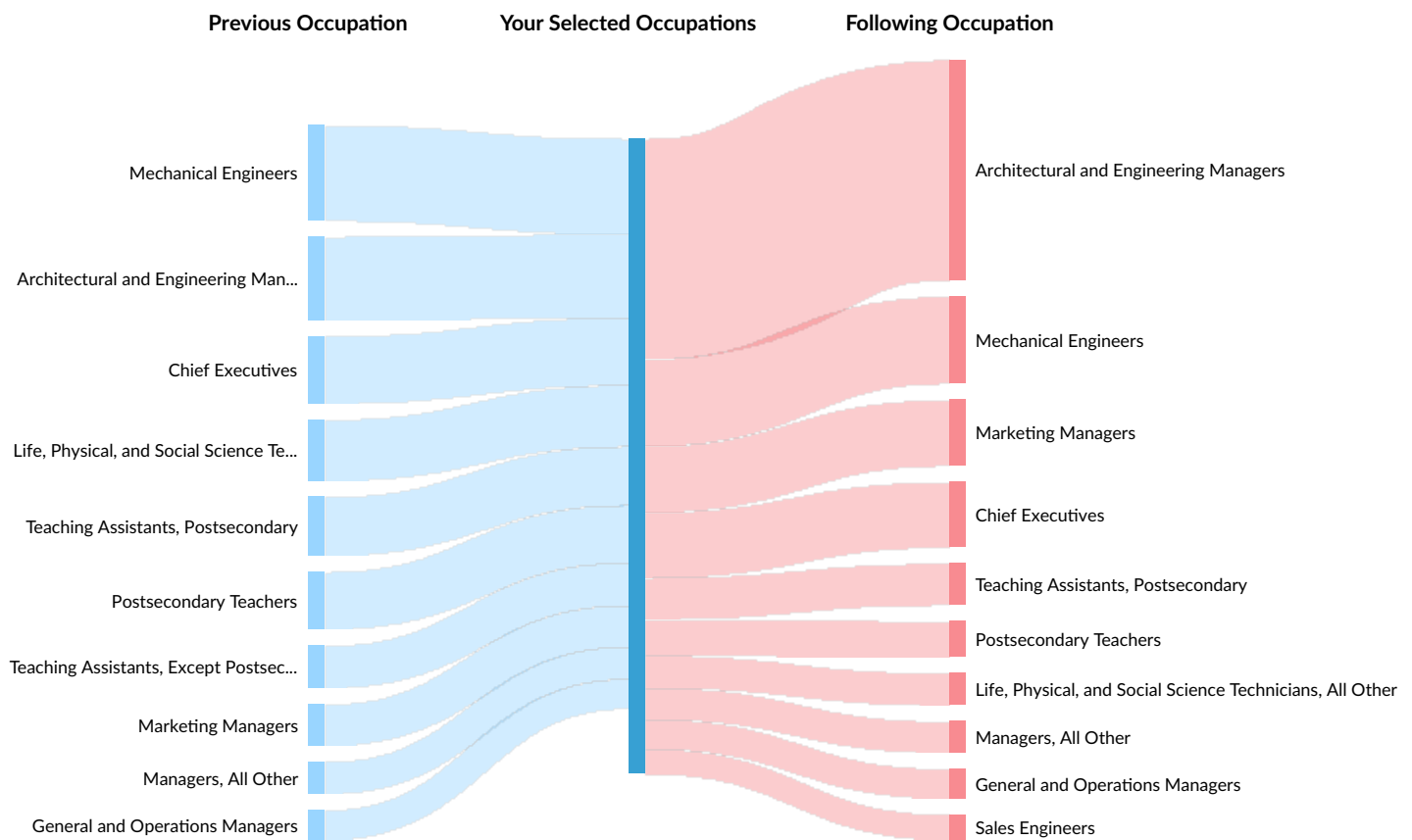
# Occupation Gain and Drain

## 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
Mechanical Engineers	24,841
Architectural and Engineering Managers	21,688
Chief Executives	17,533

Previous Occupations	Transitions
Life, Physical, and Social Science Technicians, All Other	15,903
Teaching Assistants, Postsecondary	15,306
Postsecondary Teachers	14,956
Teaching Assistants, Except Postsecondary	11,071
Marketing Managers	10,796
Managers, All Other	8,341
General and Operations Managers	7,750
Sales Engineers	6,732
Project Management Specialists	4,524
Civil Engineers	4,343
Retail Salespersons	4,291
Sales Managers	4,005
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,600
Teachers and Instructors, All Other	3,381
Training and Development Specialists	3,375
First-Line Supervisors of Production and Operating Workers	3,252
Social and Human Service Assistants	3,225
Financial Managers	3,058
Human Resources Specialists	2,622
Secondary School Teachers, Except Special and Career/Technical Education	2,292
Medical Scientists, Except Epidemiologists	2,097
Public Relations Specialists	2,089
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,078
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,013

Previous Occupations	Transitions
Financial and Investment Analysts	1,982
Accountants and Auditors	1,759
First-Line Supervisors of Mechanics, Installers, and Repairers	1,613
Educational, Guidance, and Career Counselors and Advisors	1,567
Natural Sciences Managers	1,497
Coaches and Scouts	1,398
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,357
Industrial Production Managers	1,334
Stockers and Order Fillers	1,315
Executive Secretaries and Executive Administrative Assistants	1,262
Waiters and Waitresses	1,244
Maintenance and Repair Workers, General	1,237
Social and Community Service Managers	1,149
Fast Food and Counter Workers	1,075
Human Resources Managers	999
Medical and Health Services Managers	965
Demonstrators and Product Promoters	961
Securities, Commodities, and Financial Services Sales Agents	940
First-Line Supervisors of Retail Sales Workers	914
Art Directors	883
Logisticians	875
Registered Nurses	862
Cashiers	858
Education Administrators, Postsecondary	821
Bookkeeping, Accounting, and Auditing Clerks	810

Previous Occupations	Transitions
Real Estate Sales Agents	759
Buyers and Purchasing Agents	628
First-Line Supervisors of Non-Retail Sales Workers	612
Hotel, Motel, and Resort Desk Clerks	581
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	554
Lawyers	498
Meeting, Convention, and Event Planners	467
News Analysts, Reporters, and Journalists	378
Insurance Sales Agents	366
Purchasing Managers	346
Advertising and Promotions Managers	335
Following Occupations	Transitions
Architectural and Engineering Managers	57,313
Mechanical Engineers	22,628
Marketing Managers	17,213
Chief Executives	17,035
Teaching Assistants, Postsecondary	10,789
Postsecondary Teachers	9,400
Life, Physical, and Social Science Technicians, All Other	8,347
Managers, All Other	8,159
General and Operations Managers	7,678
Sales Engineers	6,576
Teaching Assistants, Except Postsecondary	5,665
Project Management Specialists	5,079
Sales Managers	4,206

Following Occupations	Transitions
Civil Engineers	3,195
Financial Managers	2,887
Human Resources Specialists	2,585
Training and Development Specialists	2,528
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,447
First-Line Supervisors of Production and Operating Workers	2,328
Retail Salespersons	2,195
Social and Human Service Assistants	2,143
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,957
Teachers and Instructors, All Other	1,765
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,588
Industrial Production Managers	1,362
First-Line Supervisors of Mechanics, Installers, and Repairers	1,345
Public Relations Specialists	1,311
Education Administrators, Kindergarten through Secondary	1,223
Medical Scientists, Except Epidemiologists	1,221
Natural Sciences Managers	1,204
Social and Community Service Managers	1,185
Executive Secretaries and Executive Administrative Assistants	1,169
Medical and Health Services Managers	1,158
Educational, Guidance, and Career Counselors and Advisors	1,135
Coaches and Scouts	1,017
Accountants and Auditors	964
Financial and Investment Analysts	961



Following Occupations	Transitions
Human Resources Managers	960
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	864
Construction Managers	753
Real Estate Sales Agents	725
Education Administrators, Postsecondary	709
Demonstrators and Product Promoters	659
Art Directors	655
Securities, Commodities, and Financial Services Sales Agents	640
Registered Nurses	598
Personal Financial Advisors	576
Stockers and Order Fillers	534
First-Line Supervisors of Retail Sales Workers	529
First-Line Supervisors of Non-Retail Sales Workers	480
Logisticians	470
Waiters and Waitresses	442
Bookkeeping, Accounting, and Auditing Clerks	441
Lawyers	378
Buyers and Purchasing Agents	362
Property, Real Estate, and Community Association Managers	354
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	346
Purchasing Managers	337
Advertising and Promotions Managers	275
News Analysts, Reporters, and Journalists	266
Insurance Sales Agents	256
Loan Officers	256

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**Following Occupations****Transitions**

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Meeting, Convention, and Event Planners228

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## Graduate Pipeline



### 136 Programs

471 programs can train for this job, while only 136 programs have produced completers in this region.



### 2,200 Completions (2021)

The completions from all regional institutions for all degree types.



### 1,904 Openings (2021)

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

Top Programs	Completions (2021)
Business Administration and Ma...	248
Liberal Arts and Sciences, Gener...	94
Biology/Biological Sciences, Gen...	92
Sociology, General	90
Accounting	89

Top Schools	Completions (2021)
University of Wisconsin-Steven...	1,001
Northcentral Technical College	912
Mid-State Technical College	287

## Appendix A (Occupations)

Code	Description
11-2032	Public Relations Managers
11-3012	Administrative Services Managers
11-3021	Computer and Information Systems Managers
11-3071	Transportation, Storage, and Distribution Managers
11-3131	Training and Development Managers
13-1041	Compliance Officers
13-1111	Management Analysts
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
15-1211	Computer Systems Analysts
15-1212	Information Security Analysts
15-1221	Computer and Information Research Scientists

Code	Description
15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1242	Database Administrators
15-1243	Database Architects
15-1244	Network and Computer Systems Administrators
15-1251	Computer Programmers
15-1252	Software Developers
15-1253	Software Quality Assurance Analysts and Testers
15-1254	Web Developers
15-1255	Web and Digital Interface Designers
15-1299	Computer Occupations, All Other

Code	Description
15-2031	Operations Research Analysts
15-2041	Statisticians
15-2051	Data Scientists
17-2061	Computer Hardware Engineers
17-2071	Electrical Engineers
17-2072	Electronics Engineers, Except Computer
17-2112	Industrial Engineers
17-2199	Engineers, All Other
17-3023	Electrical and Electronic Engineering Technologists and Technicians
17-3026	Industrial Engineering Technologists and Technicians
17-3027	Mechanical Engineering Technologists and Technicians
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other

Code	Description
19-3022	Survey Researchers
25-4022	Librarians and Media Collections Specialists
25-9031	Instructional Coordinators
27-1014	Special Effects Artists and Animators
27-1024	Graphic Designers
27-2012	Producers and Directors
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Technicians
27-4014	Sound Engineering Technicians

Code	Description
27-4031	Camera Operators, Television, Video, and Film
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other
29-9021	Health Information Technologists and Medical Registrars
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-4041	Credit Authorizers, Checkers, and Clerks
43-4051	Customer Service Representatives
43-5031	Public Safety Telecommunicators

Code	Description
43-9021	Data Entry Keyers
43-9031	Desktop Publishers
43-9111	Statistical Assistants
49-2021	Radio, Cellular, and Tower Equipment Installers and Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-9052	Telecommunications Line Installers and Repairers
51-9162	Computer Numerically Controlled Tool Programmers