Information Technology (5-Digit SOC)
in Wisconsin

200 Washington St Ste 120
Wausau, Wisconsin 54403-5530

Contents

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

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

See Appendix A for all 63 Occupations

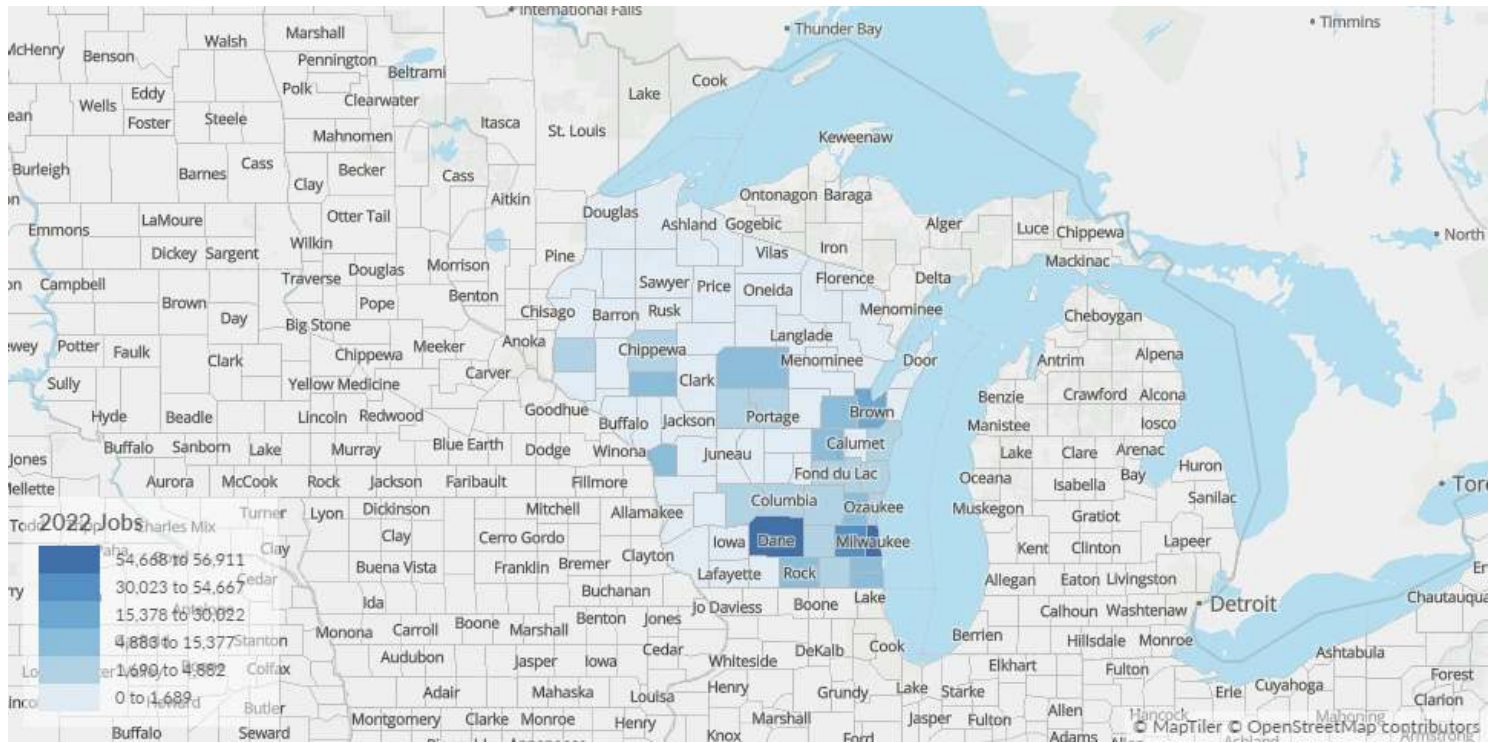## 1 State

55	Wisconsin

Class of Worker

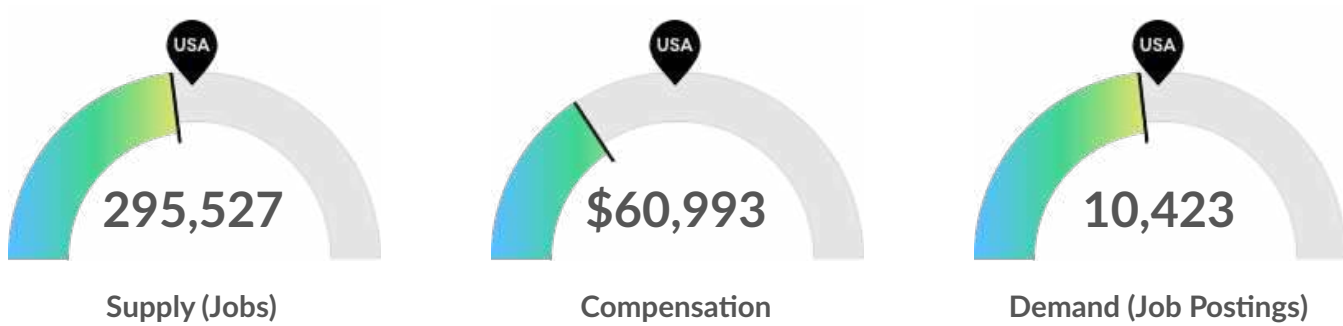QCEW Employees, Non-QCEW Employees, and Self-Employed

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

Workforce Map

Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent

295,527
Supply (Jobs)

Wisconsin is not a hotspot for this kind of talent. The national average for an area this size is 331,913* employees, while there are 295,527 here.

$60,993
Compensation

The cost for talent is low in Wisconsin. The national median salary for your occupations is $68,599, while you'll pay $60,993 here.

10,423
Demand (Job Postings)

Competition from online job postings is low in Wisconsin. The national average for an area this size is 11,598* job postings/mo, while there are 10,423 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 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 Wisconsin, and how it is changing relative to the nation. An average area of this size would have 331,913* employees, while there are 295,527 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.
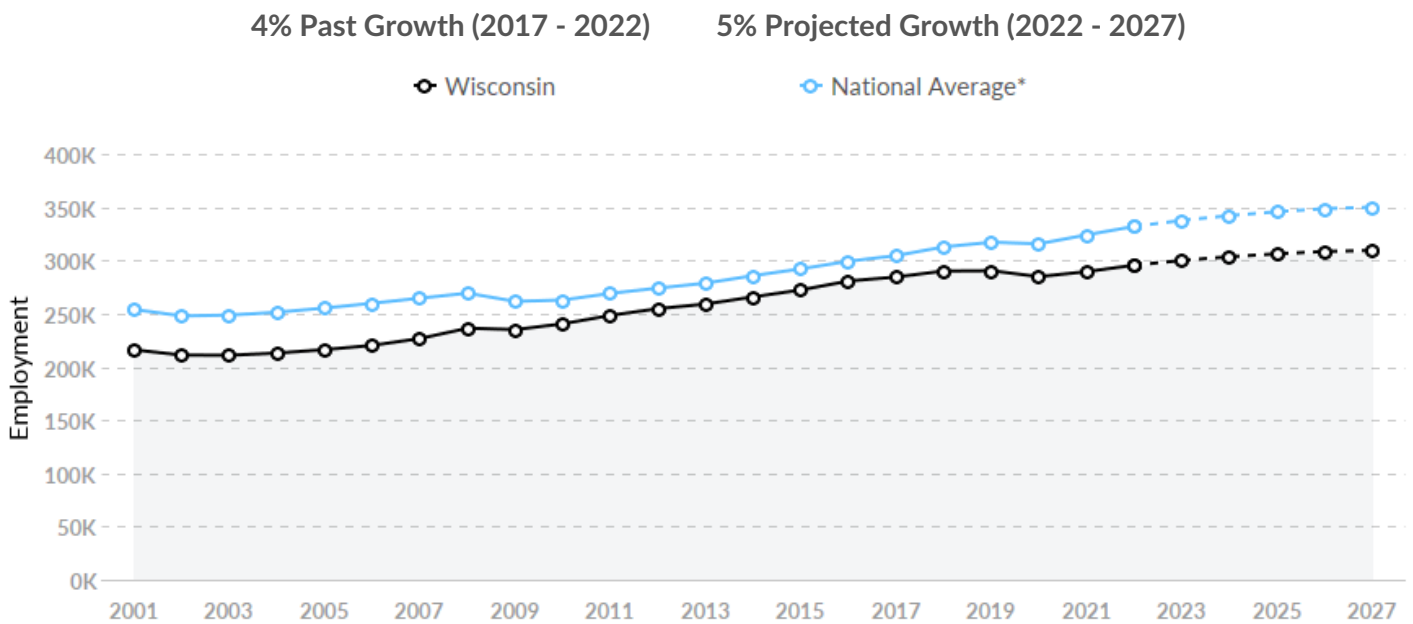
4% Past Growth (2017 - 2022)   5% Projected Growth (2022 - 2027)

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and 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
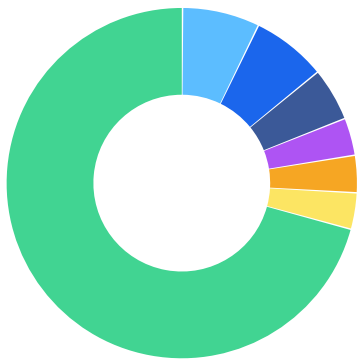
Industry	% of Occupation in Industry (2022)
🔵 Management of Companies and Enterprises	7.1%
🔵 Computer Systems Design and Related Services	6.9%
🔵 Insurance Carriers	4.9%
🟣 Local Government, Excluding Education and Hospitals	3.5%
🟠 Software Publishers	3.4%
🟡 Management, Scientific, and Technical Consulting Services	3.4%
🟢 Other	70.8%

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.
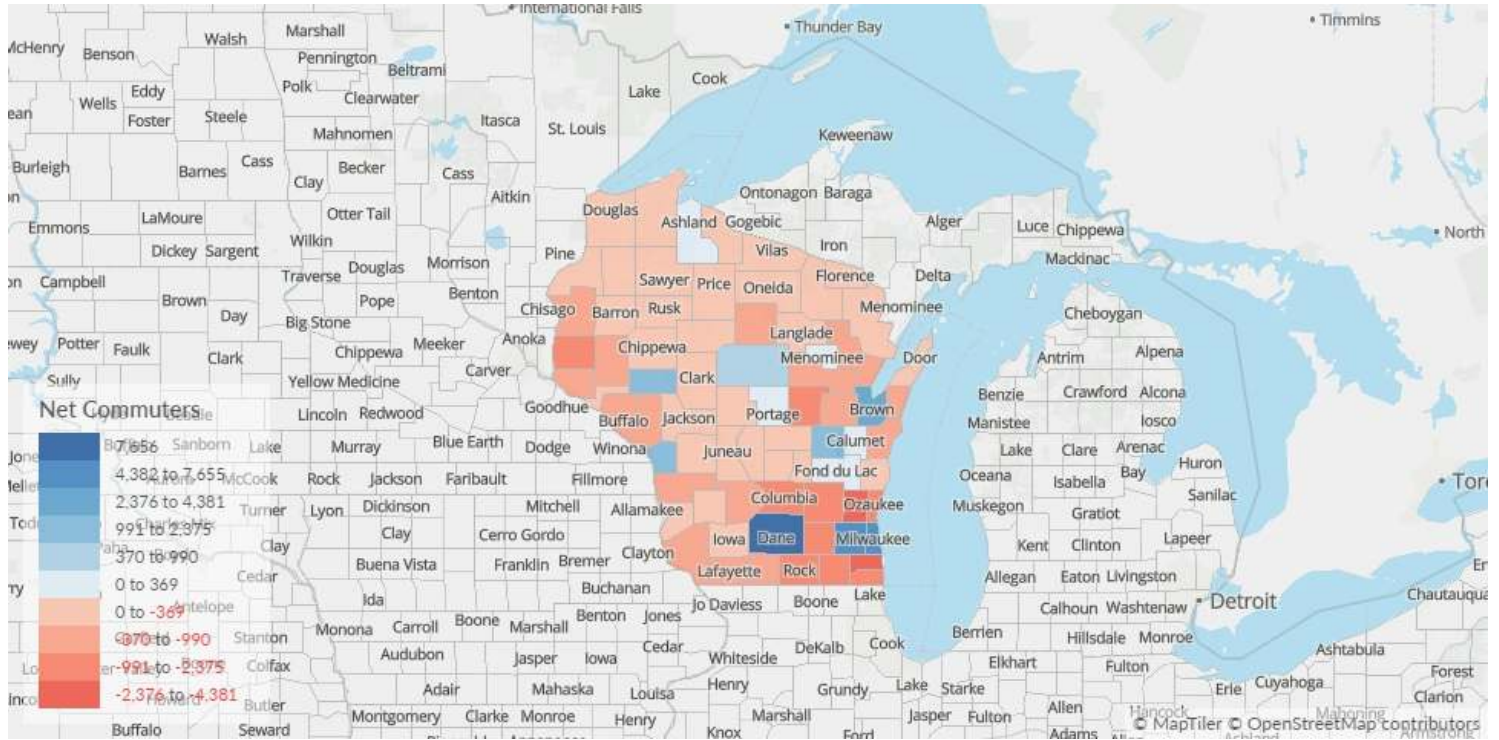
	Where Talent Works				Where Talent Lives	
County	**Name**	**2022 Employment**		**County**	**Name**	**2022 Workers**
55025	Dane County, WI	56,911		55025	Dane County, WI	49,255
55079	Milwaukee County, WI	54,668		55079	Milwaukee County, WI	48,812
55133	Waukesha County, WI	30,023		55133	Waukesha County, WI	25,641
55999	[Wisconsin, county not …	19,643		55999	[Wisconsin, county not …	19,654
55009	Brown County, WI	15,378		55009	Brown County, WI	12,827

Retirement Risk Is About Average, While Overall Diversity Is Low
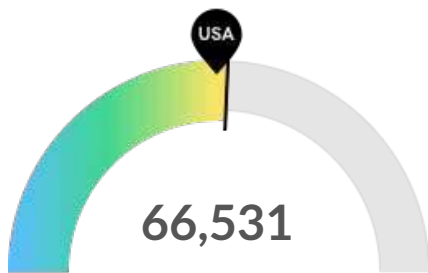
66,531

Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 63,898* employees 55 or older, while there are 66,531 here.
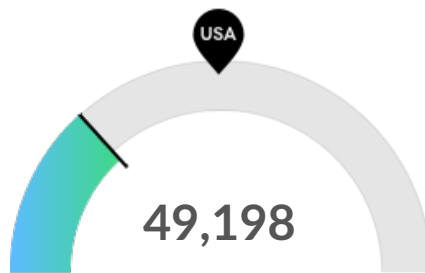
49,198

Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 110,153* racially diverse employees, while there are 49,198 here.
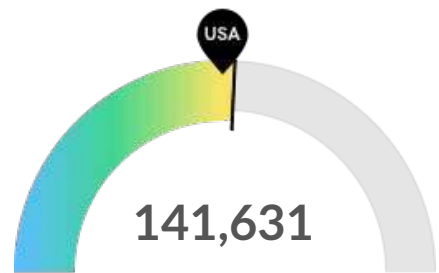
141,631

Gender Diversity

Gender diversity is about average in Wisconsin. The national average for an area this size is 135,394* female employees, while there are 141,631 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
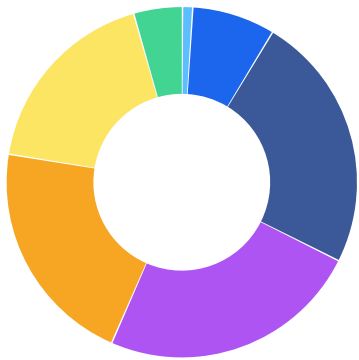
	% of Jobs	Jobs
14-18	0.9%	2,767
19-24	7.7%	22,637
25-34	23.7%	70,092
35-44	24.2%	71,409
45-54	21.0%	62,090
55-64	18.0%	53,244
65+	4.5%	13,287

Occupation Race/Ethnicity Breakdown
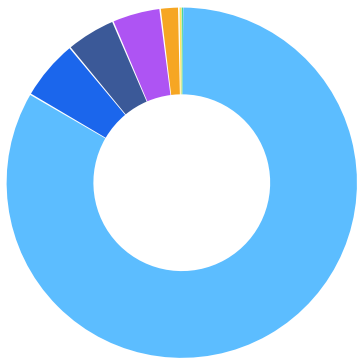
	% of Jobs	Jobs
White	83.4%	246,329
Asian	5.6%	16,474
Black or African American	4.6%	13,508
Hispanic or Latino	4.5%	13,162
Two or More Races	1.7%	5,039
American Indian or Alaska Native	0.3%	924
Native Hawaiian or Other Pacific Islander	0.0%	89

Occupation Gender Breakdown

	% of Jobs	Jobs
Males	52.1%	153,896
Females	47.9%	141,631

Compensation

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

In 2021, the median compensation for your occupations in Wisconsin is $60,993. Based on the national median wage of $68,599 for this position, this means you will spend about 11% less to employ your occupations here. However, their actual purchasing power will be 11% 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.
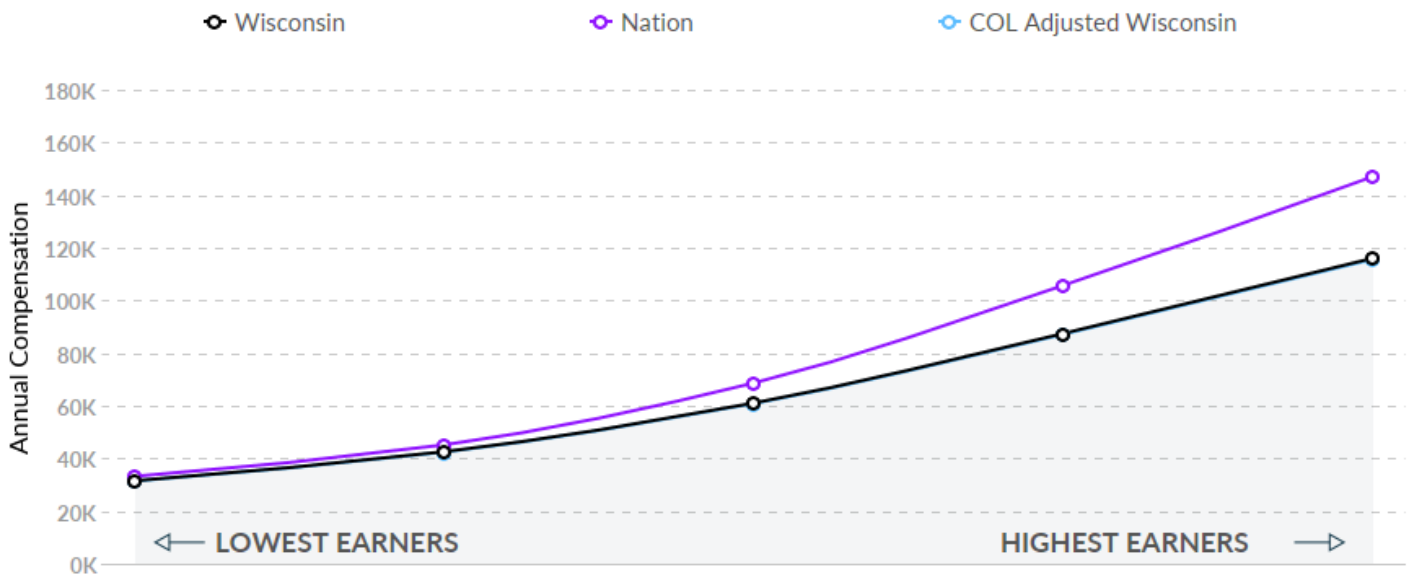
Demand

10,846 Employers Competing

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

125,081 Unique Job Postings

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

29 Day Median Duration

Posting duration is 1 day shorter than what's typical in the region.
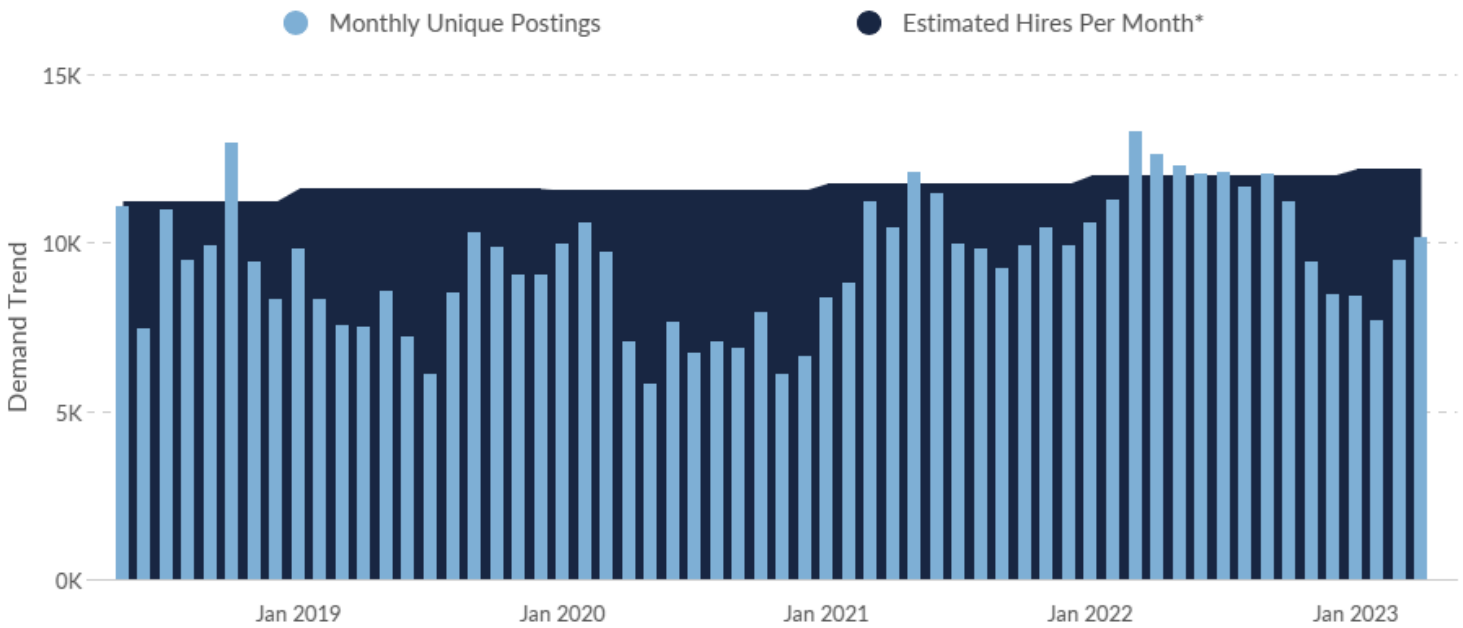
Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Customer Service Representatives	1,509	3,877
Software Developers	1,049	683
Computer Occupations, All Other	725	130
Industrial Engineering Technologists and Technicians	697	56

*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 User Support Specialists	575	455
Management Analysts	343	550
Computer Systems Analysts	348	309
First-Line Supervisors of Office and Administrative Support Workers	392	1,107
Market Research Analysts and Marketing Specialists	348	588
Industrial Engineers	435	284
Data Scientists	256	61
Electrical Engineers	393	103
Web Developers	169	139
Transportation, Storage, and Distribution Managers	258	85
Operations Research Analysts	223	55
Network and Computer Systems Administrators	140	251
Information Security Analysts	169	100
Software Quality Assurance Analysts and Testers	126	99
Database Administrators	148	38
Electrical and Electronic Engineering Technologists and Technicians	178	66
Database Architects	107	24
Computer Network Architects	156	77
Computer Programmers	95	89
Business Operations Specialists, All Other	111	594
Public Relations Managers	145	26
Data Entry Keyers	88	236
Engineering Technologists and Technicians, Except Drafters, All Other	101	57
Engineers, All Other	126	48

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Compliance Officers	94	141
Administrative Services Managers	101	135
Telecommunications Equipment Installers and Repairers, Except Line Installers	74	117
Graphic Designers	65	167
Computer and Information Systems Managers	58	182
Technical Writers	42	34
Telecommunications Line Installers and Repairers	49	82
Computer Network Support Specialists	45	95
Instructional Coordinators	40	110
Writers and Authors	39	39
Producers and Directors	30	108
Public Safety Telecommunicators	31	58
Computer Numerically Controlled Tool Programmers	33	45
Editors	25	58
Statisticians	43	21
Mechanical Engineering Technologists and Technicians	34	68
Training and Development Managers	28	17
Electronics Engineers, Except Computer	30	31
Web and Digital Interface Designers	24	36
Librarians and Media Collections Specialists	23	95
Audio and Video Technicians	24	92
Computer Hardware Engineers	16	16
Camera Operators, Television, Video, and Film	11	15
Survey Researchers	11	2
Special Effects Artists and Animators	9	11

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Credit Authorizers, Checkers, and Clerks	6	8
Computer and Information Research Scientists	10	7
Sound Engineering Technicians	6	14
Media and Communication Workers, All Other	4	12
Film and Video Editors	4	15
Radio, Cellular, and Tower Equipment Installers and Repairers	1	9
Health Information Technologists and Medical Registrars	2	21
Desktop Publishers	1	3
Statistical Assistants	0	2

Top Companies	Unique Postings		Top Job Titles	Unique Postings	
Uline	2,681	▬	Customer Service Representativ…	4,485	▬
University Of Wisconsin-Madiso…	1,849	▬	Maintenance Technicians	2,820	▬
Randstad	1,414	▬	Software Engineers	1,603	▬
Actalent	1,360	▬	Manufacturing Engineers	1,513	▬
Robert Half	1,157	▬	Electrical Engineers	1,403	▬

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.

Distinguishing Skills

Defining Skills

Necessary Skills
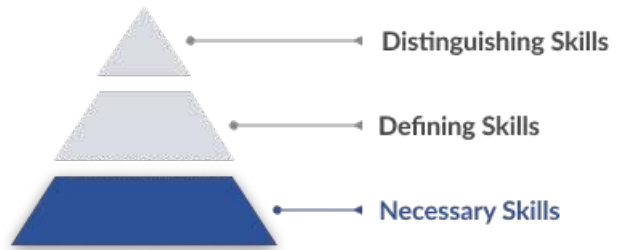
Skill	Salary Boosting	Job Postings Requesting
Computer Science	✅	124,319
SQL (Programming Language)	❌	108,580
Marketing	✅	93,990
Automation	❌	74,521
Agile Methodology	✅	73,454
Project Management	❌	71,881
Auditing	✅	66,397
Process Improvement	❌	63,946
Valid Driver's License	❌	63,166
Business Requirements	❌	62,246

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.

Feb 2022 - Apr 2022	May 2022 - Jul 2022	Aug 2022 - Oct 2022	Nov 2022 - Jan 2023	Feb 2023 - Apr 2023
Computer Science	Computer Science	Computer Science	Computer Science	
Agile Methodology	Marketing	Marketing	Automation	
SQL (Programming Language)	Agile Methodology	Automation	SQL (Programming Language)	
Marketing	Automation	Agile Methodology	Agile Methodology	
Automation	SQL (Programming Language)	SQL (Programming Language)	Marketing	
Workflow Management	Workflow Management	Auditing	Auditing	
Process Improvement	Auditing	Process Improvement	Workflow Management	
Auditing	Software Development	Data Analysis	Process Improvement	
Data Analysis	Process Improvement	Workflow Management	Project Management	
Business Requirements	Data Analysis	Project Management	Data Analysis	
Project Management	Project Management	New Product Development	Software Engineering	
Software Development	New Product Development	Python (Programming Language)	New Product Development	
New Product Development	Software Engineering	Software Engineering	Python (Programming Language)	
Python (Programming Language)	Business Requirements	Software Development	Business Requirements	
Software Engineering	Python (Programming Language)	Business Requirements	Software Development	

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:
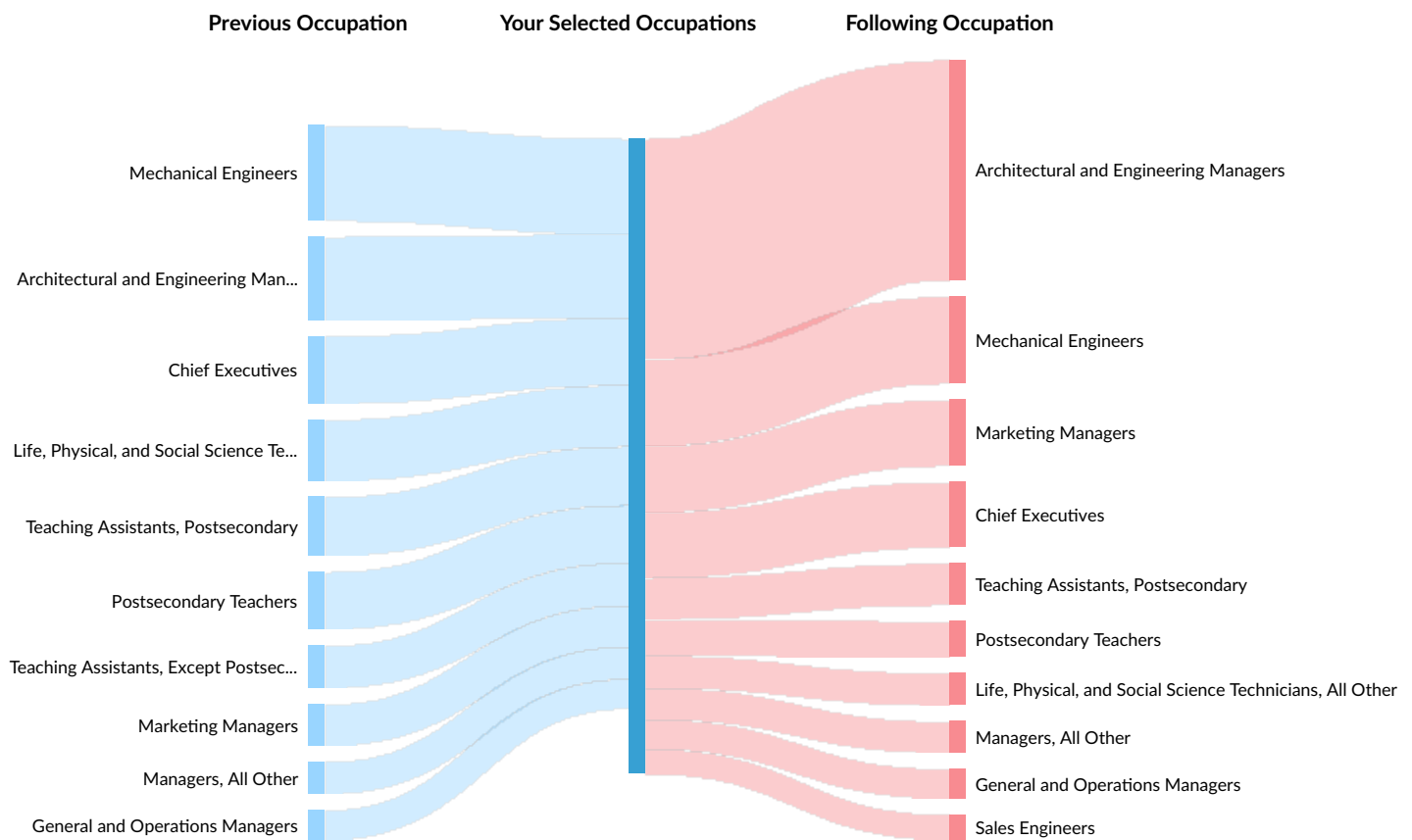
Previous Occupations	Transitions
Mechanical Engineers	24,841
Architectural and Engineering Managers	21,688
Chief Executives	17,533

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

Following Occupations	Transitions
Meeting, Convention, and Event Planners	228

Graduate Pipeline

338 Programs

471 programs can train for this job, while only 338 programs have produced completers in this region.

46,054 Completions (2021)

The completions from all regional institutions for all degree types.

37,202 Openings (2021)

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

Top Programs	Completions (2021)		Top Schools	Completions (2021)	
Business Administration and Ma…	4,121		University of Wisconsin-Madison	9,998	
Biology/Biological Sciences, Gen…	1,859		University of Wisconsin-Milwau…	4,068	
Accounting	1,632		University of Wisconsin-Whitew…	2,294	
Liberal Arts and Sciences, Gener…	1,572		Marquette University	1,873	
Marketing/Marketing Managem…	1,550		University of Wisconsin-Eau Cla…	1,781	

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