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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

119 Occupations

| 11-1021 | General and Operations Managers |
|---------|---------------------------------|
| 11-2021 | Marketing Managers |
| 11-3013 | Facilities Managers |
| 11-3061 | Purchasing Managers |
| 11-9021 | Construction Managers |

| 11-9033 | Education Administrators, Postsecondary | |
|--|---|--|
| 11-9041 | Architectural and Engineering Managers | |
| 11-9199 | Managers, All Other | |
| 13-1041 | Compliance Officers | |
| See Appendix A for all 119 Occupations | | |

1 County

55073 Marathon County, WI

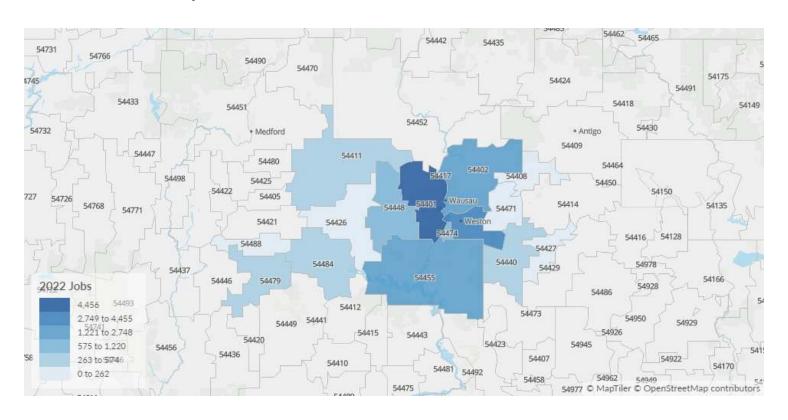
Class of Worker

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

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



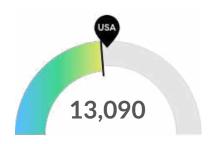
Workforce Map





Executive Summary

Light Hiring Competition Over an Average Supply of Regional Talent



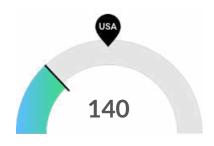
Supply (Jobs)

Marathon County, WI is about average for this kind of talent. The national average for an area this size is 14,072* employees, while there are 13,090 here.



Compensation

The cost for talent is low in Marathon County, WI. The national median salary for your occupations is \$54,486, while you'll pay \$50,863 here.



Demand (Job Postings)

Competition from online job postings is low in Marathon County, WI. The national average for an area this size is 325* job postings/mo, while there are 140 here.

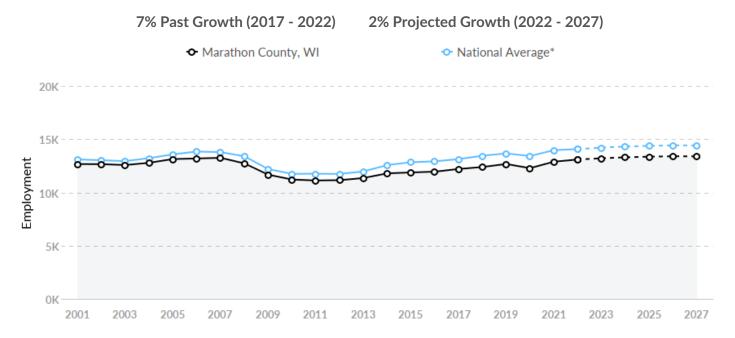
^{*}National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Marathon County, WI. In other words, the values represent the national average adjusted for region size.



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 Marathon County, WI, and how it is changing relative to the nation. An average area of this size would have 14,072* employees, while there are 13,090 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 Marathon County, WI. In other words, the values represent the national average adjusted for region size.



Most Jobs are Found in the Building Equipment Contractors Industry Sector

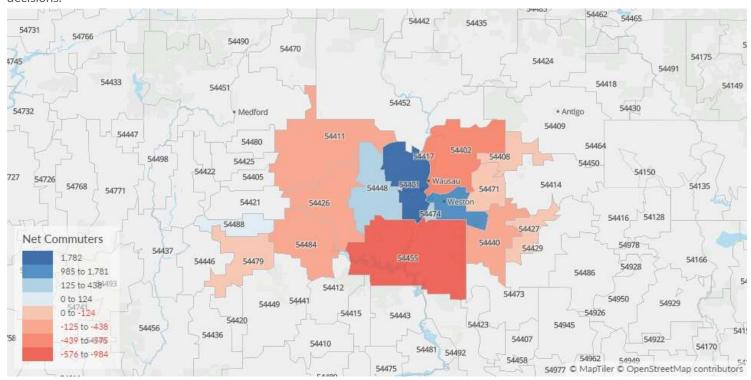


| Industry | % of Occupation in Industry (2022) |
|---|---------------------------------------|
| Building Equipment Contractors | 7.6% |
| Management of Companies and Enterprises | 4.2% |
| Local Government, Excluding Education and Hospitals | 3.7% |
| Foundation, Structure, and Building Exterior Contractors | 3.4% |
| Other Wood Product Manufacturing | 3.2% |
| General Freight Trucking | 2.7% |
| Other | 75.2% |



Place of Work vs Place of Residence

Understanding where talent in Marathon County, WI currently works compared to where talent lives can help you optimize site decisions.



2022

594

| Where | Tal | ent | W | or | ks |
|-------|-----|-----|---|----|----|
|-------|-----|-----|---|----|----|

ZIP Name Employment 54401 Wausau, WI (in Maratho... 4,456 54476 Schofield, WI (in Marath... 2,749 54403 Wausau, WI (in Maratho... 1,568 54455 Mosinee, WI (in Marath... 1,221

Rothschild, WI (in Marat...

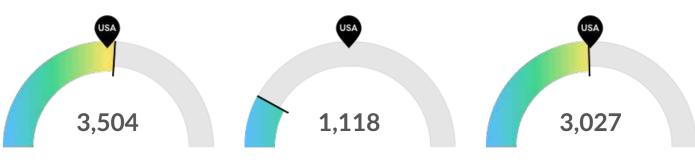
Where Talent Lives

| ZIP | Name | Workers |
|-------|--------------------------|---------|
| 54401 | Wausau, WI (in Maratho | 2,674 |
| 54403 | Wausau, WI (in Maratho | 2,007 |
| 54455 | Mosinee, WI (in Marath | 1,798 |
| 54476 | Schofield, WI (in Marath | 1,764 |
| 54411 | Athens, WI (in Maratho | 550 |

54474



Retirement Risk Is About Average, While Overall Diversity Is Low



Retiring Soon

Retirement risk is about average in Marathon County, WI. The national average for an area this size is 3,301* employees 55 or older, while there are 3,504 here.

Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 4,466* racially diverse employees, while there are 1,118 here.

Gender Diversity

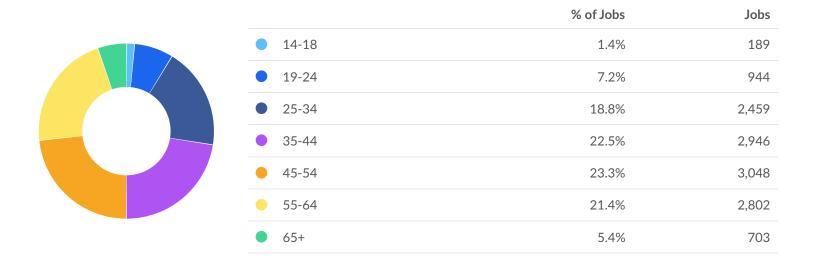
Gender diversity is about average in Marathon County, WI. The national average for an area this size is 3,098* female employees, while there are 3,027 here.

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

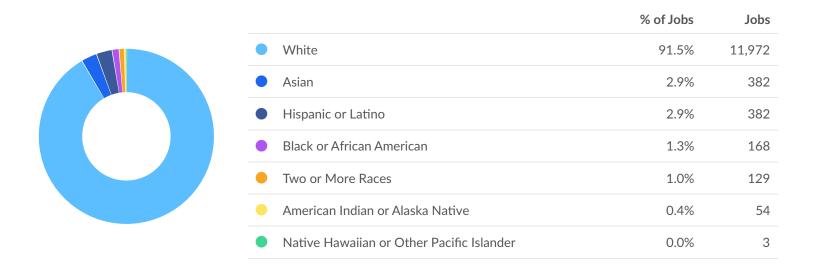


Demographic Details

Occupation Age Breakdown

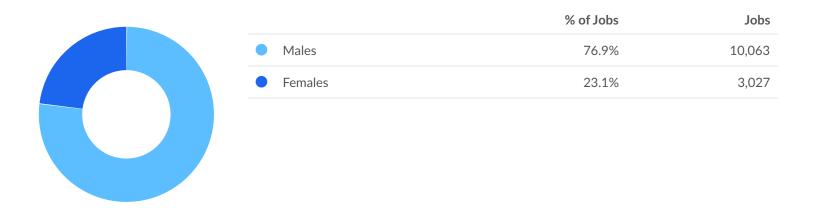


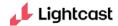
Occupation Race/Ethnicity Breakdown





Occupation Gender Breakdown

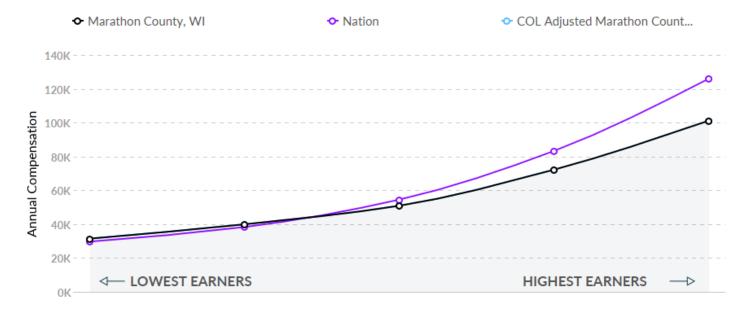




Compensation

Talent Is 7% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in Marathon County, WI is \$50,863. Based on the national median wage of \$54,486 for this position, this means you will spend about 7% less to employ your occupations here. However, their actual purchasing power will be 7% less than the national median when we adjust for regional cost of living (which is 0% lower than average). This may make it harder to attract talent to the region at this price.





Demand



306 Employers Competing

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



1,681 Unique Job Postings

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



30 Day Median Duration

Posting duration is 4 days longer than what's typical in the region.



| Occupation | Avg Monthly Postings (May 2022 - Apr 2023) | Avg Monthly Hires (May 2022 - Apr 2023) |
|--|---|--|
| Heavy and Tractor-Trailer Truck Drivers | 22 | 57 |
| Customer Service Representatives | 13 | 77 |
| Maintenance and Repair Workers, General | 15 | 40 |
| Managers, All Other | 5 | 5 |

^{*}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) |
|---|---|--|
| Construction Laborers | 6 | 28 |
| Industrial Engineering Technologists and Technicians | 6 | 0 |
| General and Operations Managers | 6 | 31 |
| Production, Planning, and Expediting Clerks | 4 | 10 |
| First-Line Supervisors of Mechanics, Installers, and Repairers | 3 | 9 |
| Project Management Specialists | 4 | 8 |
| Carpenters | 2 | 15 |
| Industrial Engineers | 4 | 7 |
| Electrical Engineers | 2 | 1 |
| Mechanical Engineers | 3 | 4 |
| Civil Engineers | 2 | 2 |
| Cost Estimators | 2 | 5 |
| Marketing Managers | 3 | 2 |
| Construction Managers | 2 | 4 |
| Electrical and Electronic Engineering Technologists and Technicians | 2 | 0 |
| Market Research Analysts and Marketing Specialists | 1 | 9 |
| Painters, Construction and Maintenance | 1 | 3 |
| Electricians | 2 | 11 |
| Mechanical Drafters | 3 | 3 |
| Architectural and Engineering Managers | 1 | 1 |
| First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors | 2 | 12 |
| Heating, Air Conditioning, and Refrigeration Mechanics and Installers | 1 | 4 |
| Glaziers | 2 | 1 |
| Inspectors, Testers, Sorters, Samplers, and Weighers | 2 | 19 |
| Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products | 1 | 1 |
| ightcast Q2 2023 Data Set lightcast.io | | 1 |



| Occupation | Avg Monthly Postings (May 2022 - Apr 2023) | Avg Monthly Hires (May 2022 - Apr 2023) |
|--|--|--|
| Cement Masons and Concrete Finishers | 1 | 5 |
| Roofers | 1 | 2 |
| Computer Programmers | 1 | 2 |
| Occupational Health and Safety Specialists | 1 | 1 |
| Drafters, All Other | 1 | 0 |
| Mobile Heavy Equipment Mechanics, Except Engines | 1 | 3 |
| Information Security Analysts | 1 | 2 |
| Landscaping and Groundskeeping Workers | 1 | 28 |
| Telecommunications Equipment Installers and Repairers, Except Line Installers | 1 | 3 |
| First-Line Supervisors of Construction Trades and Extraction Workers | 1 | 11 |
| Purchasing Managers | 1 | 0 |
| Education Administrators, Postsecondary | 1 | 2 |
| Installation, Maintenance, and Repair Workers, All Other | 0 | 2 |
| Facilities Managers | 1 | 2 |
| Engineers, All Other | 1 | 0 |
| Operating Engineers and Other Construction Equipment Operators | 0 | 11 |
| Sheet Metal Workers | 1 | 1 |
| Engineering Technologists and Technicians, Except Drafters, All Other | 0 | 0 |
| Civil Engineering Technologists and Technicians | 0 | 0 |
| Graphic Designers | 0 | 2 |
| Health and Safety Engineers, Except Mining Safety Engineers and Inspectors | 0 | 0 |
| Electrical Power-Line Installers and Repairers | 1 | 0 |
| Plumbers, Pipefitters, and Steamfitters | 0 | 6 |



| Occupation | Avg Monthly Postings (May 2022 - Apr 2023) | Avg Monthly Hires (May 2022 - Apr 2023) |
|---|---|--|
| Highway Maintenance Workers | 0 | 6 |
| Telecommunications Line Installers and Repairers | 0 | 2 |
| Structural Iron and Steel Workers | 0 | 1 |
| Compliance Officers | 0 | 2 |
| Interior Designers | 1 | 0 |
| Control and Valve Installers and Repairers, Except Mechanical Door | 1 | 0 |
| Mechanical Engineering Technologists and Technicians | 0 | 3 |
| Security and Fire Alarm Systems Installers | 0 | 0 |
| Electrical and Electronics Drafters | 1 | 0 |
| Occupational Health and Safety Technicians | 0 | 0 |
| Insulation Workers, Floor, Ceiling, and Wall | 1 | 0 |
| Millwrights | 0 | 0 |
| Property Appraisers and Assessors | 0 | 1 |
| Architectural and Civil Drafters | 0 | 1 |
| Construction and Building Inspectors | 0 | 0 |
| Hazardous Materials Removal Workers | 0 | 0 |
| Surveyors | 0 | 0 |
| Explosives Workers, Ordnance Handling Experts, and Blasters | 0 | 0 |
| Drywall and Ceiling Tile Installers | 0 | 1 |
| Environmental Engineers | 1 | 0 |
| Fire Inspectors and Investigators | 0 | 0 |
| Tile and Stone Setters | 0 | 0 |
| Miscellaneous Construction and Related Workers | 0 | 0 |
| Architects, Except Landscape and Naval | 0 | 0 |



| Occupation | Avg Monthly Postings (May 2022 - Apr 2023) | Avg Monthly Hires (May 2022 - Apr 2023) |
|---|---|--|
| Career/Technical Education Teachers, Secondary School | 0 | 2 |
| First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers | 0 | 2 |
| Helpers, Construction Trades, All Other | 0 | 0 |
| HelpersCarpenters | 0 | 0 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 0 | 0 |
| Set and Exhibit Designers | 0 | 0 |
| Meter Readers, Utilities | 0 | 0 |
| Model Makers, Metal and Plastic | 0 | 0 |
| Electronics Engineers, Except Computer | 0 | 0 |
| Surveying and Mapping Technicians | 0 | 0 |
| Brickmasons and Blockmasons | 0 | 0 |
| Stationary Engineers and Boiler Operators | 0 | 0 |
| Water and Wastewater Treatment Plant and System Operators | 0 | 2 |
| Stonemasons | 0 | 0 |
| Carpet Installers | 0 | 0 |
| Floor Layers, Except Carpet, Wood, and Hard Tiles | 0 | 0 |
| HelpersBrickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters | 0 | 0 |
| HelpersElectricians | 0 | 1 |
| Excavating and Loading Machine and Dragline Operators, Surface Mining | 0 | 0 |
| Agricultural Engineers | 0 | 0 |
| Materials Engineers | 0 | 0 |
| Conservation Scientists | 0 | 0 |
| Urban and Regional Planners | 0 | 0 |
| Plasterers and Stucco Masons | 0 | 0 |
| ightcast Q2 2023 Data Set lightcast.io | | 16 |



| Occupation | Avg Monthly Postings (May 2022 - Apr 2023) | Avg Monthly Hires (May 2022 - Apr 2023) |
|--------------------|--|---|
| Model Makers, Wood | 0 | 0 |

| Top Companies | Unique Postings | Top Job Titles | Unique Postings |
|---------------------------|-----------------|--------------------------------|-----------------|
| Actalent | 78 | CDL-A Truck Drivers | 80 |
| Greenheck Fan Corporation | 77 | Maintenance Technicians | 52 |
| Aspirus | 46 | Customer Service Representativ | 45 |
| Efco Corporation | 45 | Project Managers | 36 |
| Apogee Enterprises | 43 | Field Service Technicians | 30 |

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

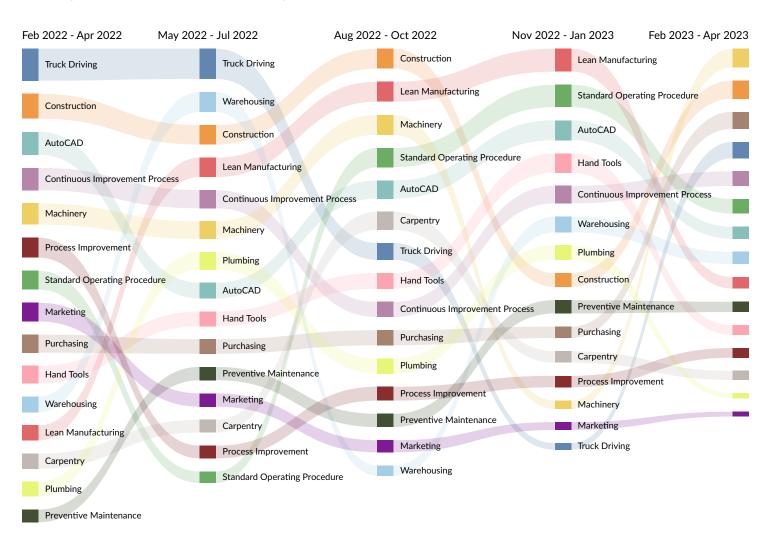
Not enough data to display Necessary Skills for this occupation.



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.





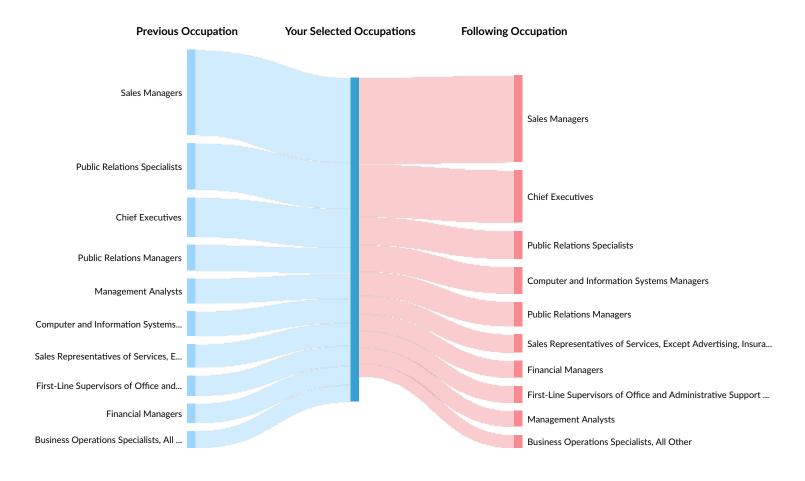
Occupation Gain and Drain

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 |
|------------------------------|-------------|
| Sales Managers | 141,271 |
| Public Relations Specialists | 76,648 |
| Chief Executives | 64,822 |



| Previous Occupations | Transitions |
|---|-------------|
| Public Relations Managers | 42,351 |
| Management Analysts | 40,916 |
| Computer and Information Systems Managers | 40,843 |
| Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel | 38,211 |
| First-Line Supervisors of Office and Administrative Support Workers | 33,354 |
| Financial Managers | 31,618 |
| Business Operations Specialists, All Other | 27,826 |
| Computer Occupations, All Other | 26,607 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 22,716 |
| Software Developers | 17,213 |
| Advertising and Promotions Managers | 17,118 |
| Computer Systems Analysts | 14,724 |
| Medical and Health Services Managers | 13,638 |
| Web Developers | 13,145 |
| Human Resources Specialists | 13,056 |
| Computer User Support Specialists | 11,644 |
| Postsecondary Teachers | 11,625 |
| Executive Secretaries and Executive Administrative Assistants | 10,516 |
| Retail Salespersons | 10,294 |
| Human Resources Managers | 9,512 |
| First-Line Supervisors of Non-Retail Sales Workers | 9,311 |
| Buyers and Purchasing Agents | 9,271 |
| Training and Development Specialists | 8,594 |
| Transportation, Storage, and Distribution Managers | 8,574 |
| | |



| First-Line Supervisors of Retail Sales Workers 8,362 Social and Community Service Managers 8,251 Producers and Directors 8,094 Art Directors 7,953 Secretaries and Administrative Assistants. Except Legal. 7,538 Medical, and Executive 7,329 Social and Human Service Assistants 7,149 Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,814 Natural Sciences Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,891 Operations Research Analysts 3,891 Coaches and Scouts 3,693 Teaching Assistants, Postsecondary 3,246 <th>Previous Occupations</th> <th>Transitions</th> | Previous Occupations | Transitions |
|--|--|-------------|
| Producers and Directors 8,094 Art Directors 7,953 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive 7,538 First-Line Supervisors of Production and Operating Workers 7,329 Social and Human Service Assistants 7,149 Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,814 Natural Sciences Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,810 Coaches and Scouts 3,699 Registered Nurses 3,581 Logisticians 3,498 | First-Line Supervisors of Retail Sales Workers | 8,362 |
| Art Directors 7,953 Secretaries and Administrative Assistants, Except Legal, Redical, and Executive 7,538 First-Line Supervisors of Production and Operating Workers 7,329 Social and Human Service Assistants 7,149 Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,224 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 5,255 Accountants and Auditors 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,891 Registered Nurses 3,381 Logisticians 3,498 | Social and Community Service Managers | 8,251 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive First-Line Supervisors of Production and Operating Workers Social and Human Service Assistants 7.149 Editors 7.113 Sales Engineers 6.659 Financial and Investment Analysts 6.451 Industrial Production Managers 6.264 Meeting, Convention, and Event Planners 6.225 Securities, Commodities, and Financial Services Sales Agents 6.080 Real Estate Sales Agents 5.237 Demonstrators and Auditors 5.237 Demonstrators and Product Promoters 5.151 Property, Real Estate, and Community Association Managers 4.814 Natural Sciences Managers 4.731 Education Administrators, Kindergarten through Secondary Network and Computer Systems Administrators Operations Research Analysts 3.810 Coaches and Scouts 8.628 | Producers and Directors | 8,094 |
| Medical, and Executive7,338First-Line Supervisors of Production and Operating Workers7,329Social and Human Service Assistants7,149Editors7,113Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Art Directors | 7,953 |
| Social and Human Service Assistants7,149Editors7,113Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | | 7,538 |
| Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,814 Natural Sciences Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,699 Registered Nurses 3,581 Logisticians 3,498 | First-Line Supervisors of Production and Operating Workers | 7,329 |
| Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Social and Human Service Assistants | 7,149 |
| Financial and Investment Analysts6.451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Editors | 7,113 |
| Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Sales Engineers | 6,659 |
| Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Financial and Investment Analysts | 6,451 |
| Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Industrial Production Managers | 6,264 |
| Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Meeting, Convention, and Event Planners | 6,225 |
| Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Securities, Commodities, and Financial Services Sales Agents | 6,080 |
| Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Real Estate Sales Agents | 5,255 |
| Property, Real Estate, and Community Association Managers 4,814 Natural Sciences Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,810 Coaches and Scouts 3,699 Registered Nurses 3,581 Logisticians | Accountants and Auditors | 5,237 |
| Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Demonstrators and Product Promoters | 5,151 |
| Education Administrators, Kindergarten through Secondary Network and Computer Systems Administrators 3,892 Operations Research Analysts Coaches and Scouts Registered Nurses 1,270 3,892 3,810 2,270 3,892 3,810 3,699 3,699 3,581 Logisticians | Property, Real Estate, and Community Association Managers | 4,814 |
| Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Natural Sciences Managers | 4,731 |
| Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Education Administrators, Kindergarten through Secondary | 4,270 |
| Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498 | Network and Computer Systems Administrators | 3,892 |
| Registered Nurses 3,581 Logisticians 3,498 | Operations Research Analysts | 3,810 |
| Logisticians 3,498 | Coaches and Scouts | 3,699 |
| | Registered Nurses | 3,581 |
| Teaching Assistants, Postsecondary 3,246 | Logisticians | 3,498 |
| | Teaching Assistants, Postsecondary | 3,246 |

| Previous Occupations | Transitions |
|---|-------------|
| Educational, Guidance, and Career Counselors and Advisors | 2,921 |
| Food Service Managers | 2,537 |
| Lawyers | 2,465 |
| Waiters and Waitresses | 2,383 |
| Software Quality Assurance Analysts and Testers | 2,224 |
| Life, Physical, and Social Science Technicians, All Other | 1,951 |
| Teachers and Instructors, All Other | 1,930 |
| First-Line Supervisors of Food Preparation and Serving Workers | 1,905 |
| Teaching Assistants, Except Postsecondary | 1,840 |
| Bookkeeping, Accounting, and Auditing Clerks | 1,555 |
| Fast Food and Counter Workers | 1,358 |
| Stockers and Order Fillers | 1,326 |
| Cashiers | 888 |
| Security Guards | 734 |
| Following Occupations | Transitions |
| Sales Managers | 143,915 |
| Chief Executives | 87,094 |
| Public Relations Specialists | 46,265 |
| Computer and Information Systems Managers | 44,193 |
| Public Relations Managers | 40,510 |
| Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel | 30,075 |
| Financial Managers | 28,149 |
| First-Line Supervisors of Office and Administrative Support Workers | 27,785 |
| Management Analysts | 26,072 |
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| Following Occupations | Transitions |
|---|-------------|
| Business Operations Specialists, All Other | 21,544 |
| Computer Occupations, All Other | 18,908 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 16,592 |
| Medical and Health Services Managers | 14,181 |
| Advertising and Promotions Managers | 14,080 |
| Human Resources Specialists | 12,730 |
| Postsecondary Teachers | 11,172 |
| Software Developers | 10,796 |
| Human Resources Managers | 10,236 |
| Web Developers | 9,984 |
| Producers and Directors | 8,586 |
| Computer User Support Specialists | 8,451 |
| Social and Community Service Managers | 8,282 |
| Executive Secretaries and Executive Administrative Assistants | 7,993 |
| Real Estate Sales Agents | 7,992 |
| Transportation, Storage, and Distribution Managers | 7,981 |
| Retail Salespersons | 7,586 |
| Computer Systems Analysts | 7,439 |
| Art Directors | 7,142 |
| First-Line Supervisors of Non-Retail Sales Workers | 6,480 |
| Social and Human Service Assistants | 6,287 |
| Training and Development Specialists | 6,067 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 5,602 |
| First-Line Supervisors of Retail Sales Workers | 5,588 |
| First-Line Supervisors of Production and Operating Workers | 5,421 |
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| Following Occupations | Transitions |
|--|-------------|
| Buyers and Purchasing Agents | 5,240 |
| Education Administrators, Kindergarten through Secondary | 5,085 |
| Editors | 4,979 |
| Personal Financial Advisors | 4,961 |
| Industrial Production Managers | 4,958 |
| Securities, Commodities, and Financial Services Sales Agents | 4,938 |
| Property, Real Estate, and Community Association Managers | 4,524 |
| Natural Sciences Managers | 4,281 |
| Demonstrators and Product Promoters | 4,010 |
| Training and Development Managers | 3,838 |
| Sales Engineers | 3,738 |
| Accountants and Auditors | 3,398 |
| Financial and Investment Analysts | 3,370 |
| Insurance Sales Agents | 3,269 |
| Teaching Assistants, Postsecondary | 3,247 |
| Registered Nurses | 3,222 |
| Coaches and Scouts | 3,167 |
| Network and Computer Systems Administrators | 3,084 |
| Loan Officers | 2,579 |
| Educational, Guidance, and Career Counselors and Advisors | 2,453 |
| Lawyers | 2,430 |
| Operations Research Analysts | 2,175 |
| Logisticians | 2,115 |
| Food Service Managers | 2,097 |
| Life, Physical, and Social Science Technicians, All Other | 1,788 |
| Teaching Assistants, Except Postsecondary | 1,696 |
| ightcast Q2 2023 Data Set lightcast.io | 24 |



| Following Occupations | Transitions |
|---|-------------|
| Waiters and Waitresses | 1,493 |
| Bookkeeping, Accounting, and Auditing Clerks | 1,310 |
| Software Quality Assurance Analysts and Testers | 1,072 |
| Stockers and Order Fillers | 1,009 |
| Security Guards | 673 |



Graduate Pipeline



87 Programs

642 programs can train for this job, while only 87 programs have produced completers in this region.



974 Completions (2021)

The completions from all regional institutions for all degree types.



1,571 Openings (2021)

The average number of openings for an occupation in the region is 13.

| Top Programs | Completions (2021) |
|--------------------------------|--------------------|
| Welding Technology/Welder | 170 |
| Business Administration and Ma | 57 |
| Computer Programming/Progra | 53 |
| Electromechanical/Electromech | 47 |
| Truck and Bus Driver/Commerci | 41 |

| Top Schools | Completions (2021) |
|--------------------------------|--------------------|
| Northcentral Technical College | 974 |



Appendix A (Occupations)

| Code | Description |
|---------|---|
| 11-1021 | General and Operations Managers |
| 11-2021 | Marketing Managers |
| 11-3013 | Facilities Managers |
| 11-3061 | Purchasing Managers |
| 11-9021 | Construction Managers |
| 11-9033 | Education Administrators, Postsecondary |
| 11-9041 | Architectural and Engineering Managers |
| 11-9199 | Managers, All Other |
| 13-1041 | Compliance Officers |
| 13-1051 | Cost Estimators |
| 13-1082 | Project Management Specialists |
| 13-1161 | Market Research Analysts and Marketing Specialists |
| | |

| Code | Description |
|---------|--|
| 13-2028 | Property Appraisers and Assessors |
| 15-1212 | Information Security Analysts |
| 15-1251 | Computer Programmers |
| 17-1011 | Architects, Except Landscape and Naval |
| 17-1012 | Landscape Architects |
| 17-1022 | Surveyors |
| 17-2021 | Agricultural Engineers |
| 17-2051 | Civil Engineers |
| 17-2071 | Electrical Engineers |
| 17-2072 | Electronics Engineers, Except Computer |
| 17-2081 | Environmental Engineers |
| 17-2111 | Health and Safety Engineers, Except Mining Safety Engineers and Inspectors |



| Code | Description |
|---------|--|
| 17-2112 | Industrial Engineers |
| 17-2131 | Materials Engineers |
| 17-2141 | Mechanical Engineers |
| 17-2199 | Engineers, All Other |
| 17-3011 | Architectural and Civil Drafters |
| 17-3012 | Electrical and Electronics Drafters |
| 17-3013 | Mechanical Drafters |
| 17-3019 | Drafters, All Other |
| 17-3022 | Civil Engineering Technologists and Technicians |
| 17-3023 | Electrical and Electronic Engineering Technologists and Technicians |
| 17-3025 | Environmental Engineering Technologists and Technicians |
| 17-3026 | Industrial Engineering Technologists and Technicians |

| Code | Description |
|---------|--|
| 17-3027 | Mechanical Engineering Technologists and Technicians |
| 17-3029 | Engineering Technologists and Technicians, Except Drafters, All Other |
| 17-3031 | Surveying and Mapping Technicians |
| 19-1031 | Conservation Scientists |
| 19-2043 | Hydrologists |
| 19-3051 | Urban and Regional Planners |
| 19-4044 | Hydrologic Technicians |
| 19-5011 | Occupational Health and Safety Specialists |
| 19-5012 | Occupational Health and Safety Technicians |
| 25-2032 | Career/Technical Education Teachers, Secondary School |
| 27-1013 | Fine Artists, Including Painters, Sculptors, and Illustrators |
| 27-1024 | Graphic Designers |



| Code | Description |
|---------|---|
| 27-1025 | Interior Designers |
| 27-1027 | Set and Exhibit Designers |
| 33-1091 | First-Line Supervisors of Security Workers |
| 33-2021 | Fire Inspectors and Investigators |
| 37-1012 | First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers |
| 37-3011 | Landscaping and Groundskeeping Workers |
| 41-4011 | Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products |
| 43-4051 | Customer Service Representatives |
| 43-5041 | Meter Readers, Utilities |
| 43-5061 | Production, Planning, and Expediting Clerks |
| 47-1011 | First-Line Supervisors of Construction Trades and Extraction Workers |
| 47-2011 | Boilermakers |

| Code | Description |
|---------|---|
| 47-2021 | Brickmasons and Blockmasons |
| 47-2022 | Stonemasons |
| 47-2031 | Carpenters |
| 47-2041 | Carpet Installers |
| 47-2042 | Floor Layers, Except Carpet, Wood, and Hard Tiles |
| 47-2044 | Tile and Stone Setters |
| 47-2051 | Cement Masons and Concrete Finishers |
| 47-2053 | Terrazzo Workers and Finishers |
| 47-2061 | Construction Laborers |
| 47-2073 | Operating Engineers and Other Construction Equipment Operators |
| 47-2081 | Drywall and Ceiling Tile Installers |
| 47-2111 | Electricians |



| Code | Description |
|---------|---|
| 47-2121 | Glaziers |
| 47-2131 | Insulation Workers, Floor, Ceiling, and Wall |
| 47-2132 | Insulation Workers, Mechanical |
| 47-2141 | Painters, Construction and Maintenance |
| 47-2142 | Paperhangers |
| 47-2151 | Pipelayers |
| 47-2152 | Plumbers, Pipefitters, and Steamfitters |
| 47-2161 | Plasterers and Stucco Masons |
| 47-2181 | Roofers |
| 47-2211 | Sheet Metal Workers |
| 47-2221 | Structural Iron and Steel Workers |
| 47-3011 | HelpersBrickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters |

| Code | Description |
|---------|---|
| 47-3012 | HelpersCarpenters |
| 47-3013 | HelpersElectricians |
| 47-3014 | HelpersPainters, Paperhangers, Plasterers, and Stucco Masons |
| 47-3015 | HelpersPipelayers, Plumbers, Pipefitters, and Steamfitters |
| 47-3016 | HelpersRoofers |
| 47-3019 | Helpers, Construction Trades, All Other |
| 47-4011 | Construction and Building Inspectors |
| 47-4021 | Elevator and Escalator Installers and Repairers |
| 47-4041 | Hazardous Materials Removal Workers |
| 47-4051 | Highway Maintenance Workers |
| 47-4098 | Miscellaneous Construction and Related Workers |
| 47-5022 | Excavating and Loading Machine and Dragline Operators, Surface Mining |

| Code | Description |
|---------|---|
| 47-5032 | Explosives Workers, Ordnance Handling Experts, and Blasters |
| 49-1011 | First-Line Supervisors of Mechanics, Installers, and Repairers |
| 49-2022 | Telecommunications Equipment Installers and Repairers, Except Line Installers |
| 49-2095 | Electrical and Electronics Repairers, Powerhouse, Substation, and Relay |
| 49-2098 | Security and Fire Alarm Systems Installers |
| 49-3042 | Mobile Heavy Equipment Mechanics, Except Engines |
| 49-9012 | Control and Valve Installers and Repairers, Except Mechanical Door |
| 49-9021 | Heating, Air Conditioning, and Refrigeration Mechanics and Installers |
| 49-9044 | Millwrights |
| 49-9045 | Refractory Materials Repairers, Except Brickmasons |
| 49-9051 | Electrical Power-Line Installers and Repairers |
| 49-9052 | Telecommunications Line Installers and Repairers |

| Code | Description |
|---------|---|
| 49-9071 | Maintenance and Repair Workers, General |
| 49-9099 | Installation, Maintenance, and Repair Workers, All Other |
| 51-4023 | Rolling Machine Setters, Operators, and Tenders, Metal and Plastic |
| 51-4061 | Model Makers, Metal and Plastic |
| 51-7031 | Model Makers, Wood |
| 51-8012 | Power Distributors and Dispatchers |
| 51-8021 | Stationary Engineers and Boiler Operators |
| 51-8031 | Water and Wastewater Treatment Plant and System Operators |
| 51-9061 | Inspectors, Testers, Sorters, Samplers, and Weighers |
| 53-1047 | First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors |
| 53-3032 | Heavy and Tractor-Trailer Truck Drivers |