Arts, A/V Technology & Communications (5-Digit SOC)
in Labor Shed

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

67 Occupations

15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1254	Web Developers
15-1255	Web and Digital Interface Designers

25-4011	Archivists
25-4012	Curators
25-4022	Librarians and Media Collections Specialists
27-1011	Art Directors
See Appendix A for all 67 Occupations	

8 Counties

55019	Clark County, WI
55067	Langlade County, WI
55069	Lincoln County, WI
55073	Marathon County, WI

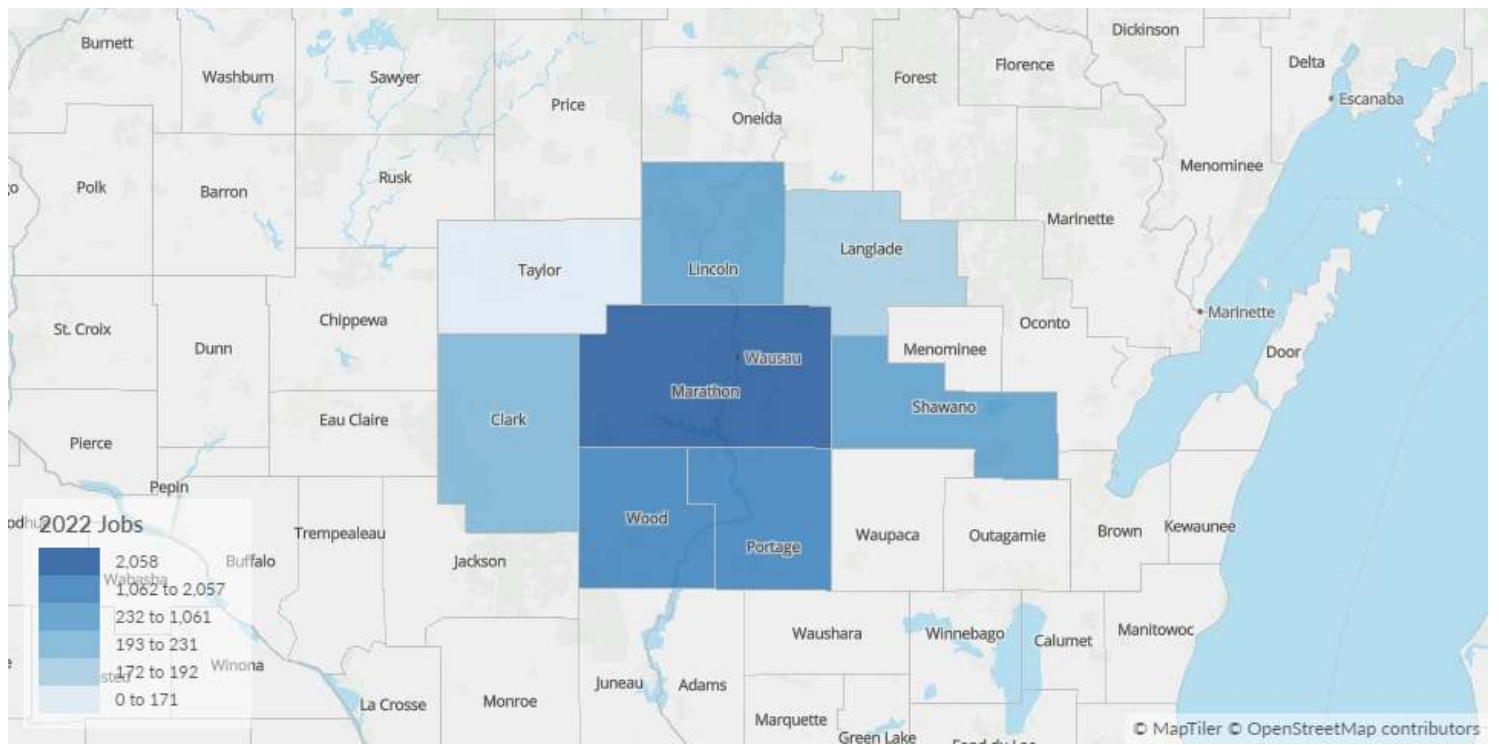|	
55097	Portage County, WI
55115	Shawano County, WI
55119	Taylor County, WI
55141	Wood County, WI

Class of Worker

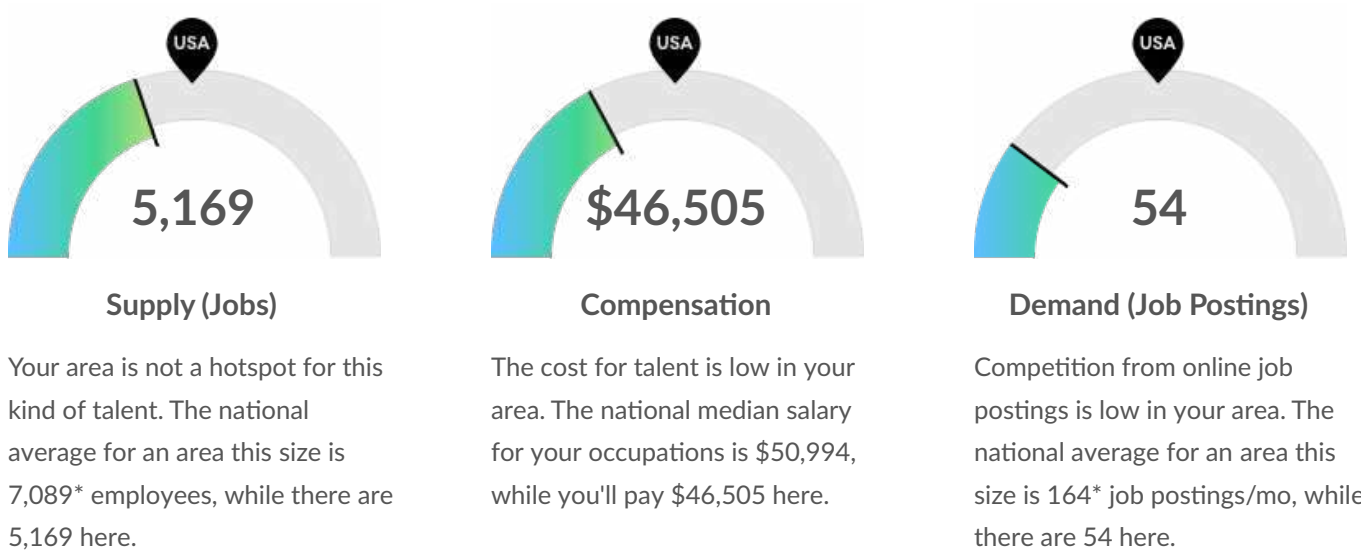QCEW Employees, Non-QCEW Employees, and Self-Employed

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

5,169

Supply (Jobs)

Your area is not a hotspot for this kind of talent. The national average for an area this size is 7,089* employees, while there are 5,169 here.

$46,505

Compensation

The cost for talent is low in your area. The national median salary for your occupations is $50,994, while you'll pay $46,505 here.

54

Demand (Job Postings)

Competition from online job postings is low in your area. The national average for an area this size is 164* job postings/mo, while there are 54 here.
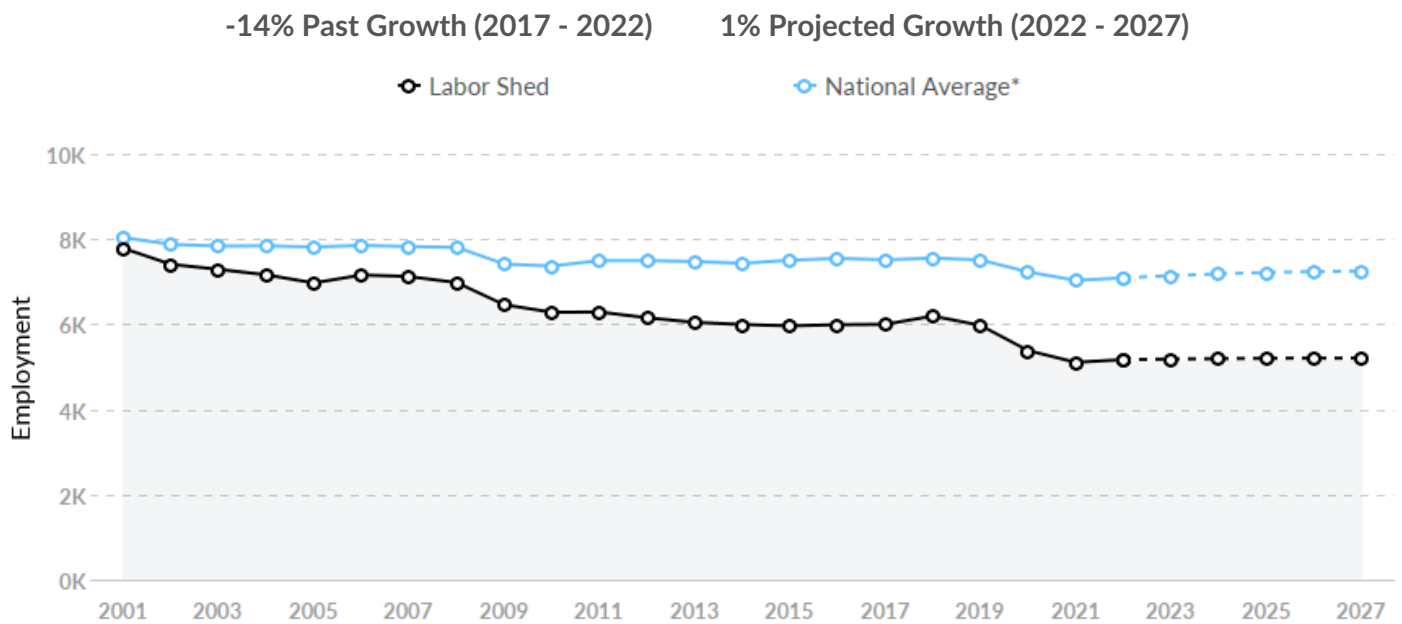
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

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 7,089* employees, while there are 5,169 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.

-14% Past Growth (2017 - 2022)   **1% Projected Growth (2022 - 2027)**

◆ Labor Shed   ◆ National Average*

*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 Pulp, Paper, and Paperboard Mills Industry Sector
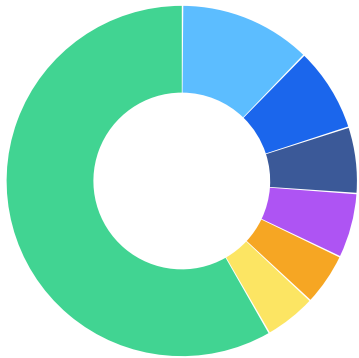
Industry	% of Occupation in Industry (2022)
● Pulp, Paper, and Paperboard Mills	12.2%
● Converted Paper Product Manufacturing	7.8%
● Personal Care Services	6.1%
● Printing and Related Support Activities	6.0%
● Religious Organizations	4.8%
● Local Government, Excluding Education and Hospitals	4.8%
● Other	58.4%

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. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54494.
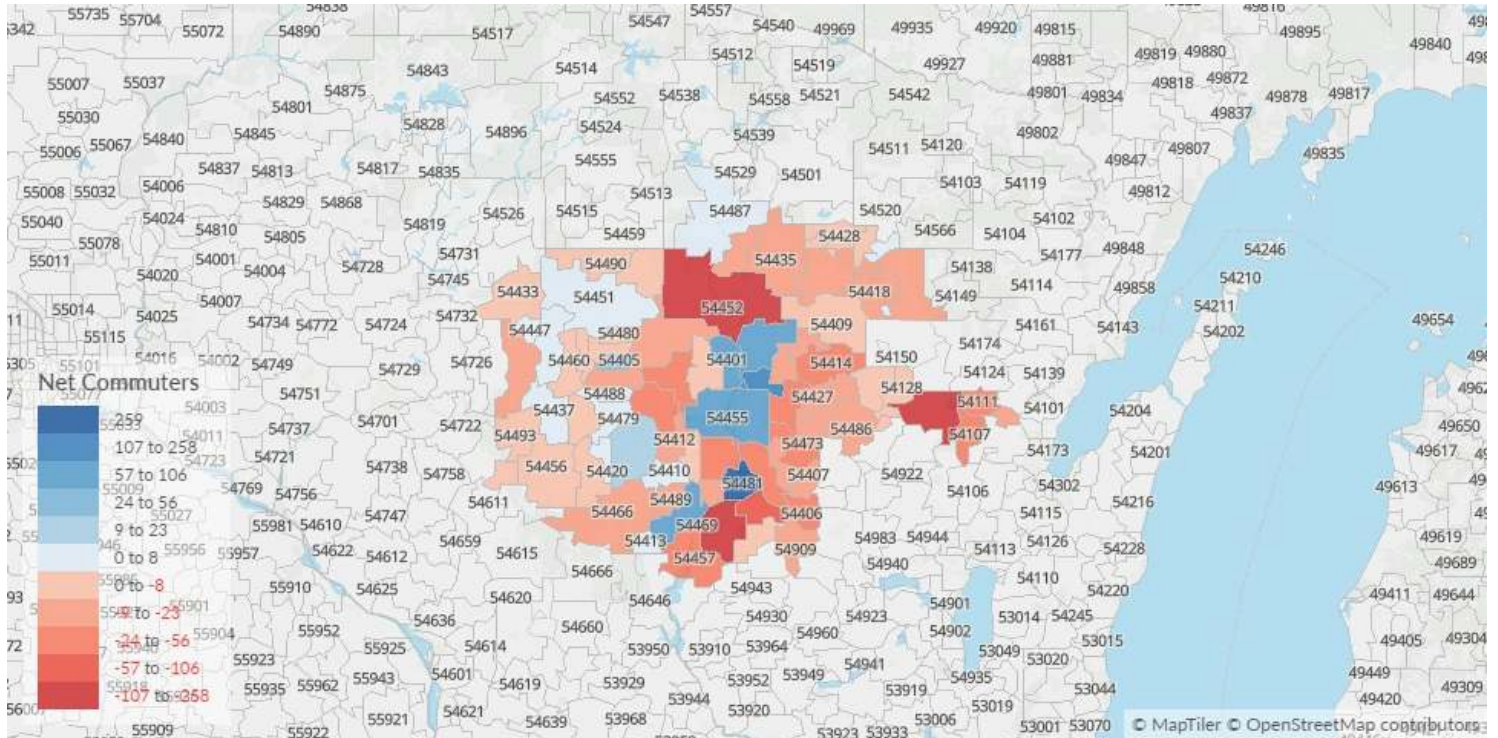
Where Talent Works		
ZIP	Name	2022 Employment
54481	Stevens Point, WI (in Po…	664
54401	Wausau, WI (in Maratho…	513
54494	Wisconsin Rapids, WI (i…	401
54403	Wausau, WI (in Maratho…	391
54476	Schofield, WI (in Marath…	385

Where Talent Lives		
ZIP	Name	2022 Workers
54494	Wisconsin Rapids, WI (i…	509
54401	Wausau, WI (in Maratho…	423
54481	Stevens Point, WI (in Po…	406
54403	Wausau, WI (in Maratho…	328
54455	Mosinee, WI (in Marath…	308

Retirement Risk Is High, While Overall Diversity Is Low
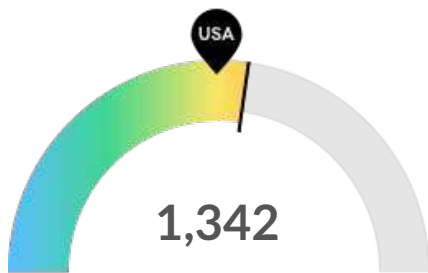
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 1,179* employees 55 or older, while there are 1,342 here.

1,342
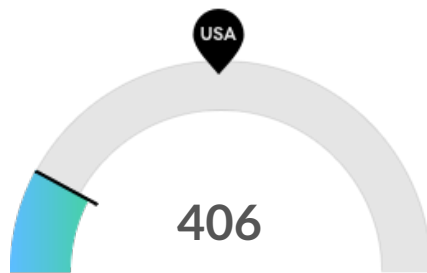
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 1,639* racially diverse employees, while there are 406 here.

406
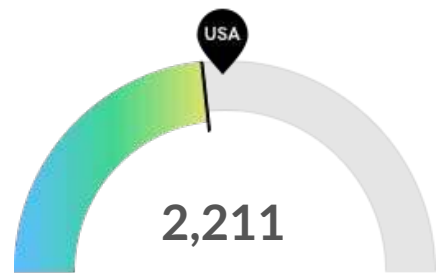
Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 2,449* female employees, while there are 2,211 here.

2,211

*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
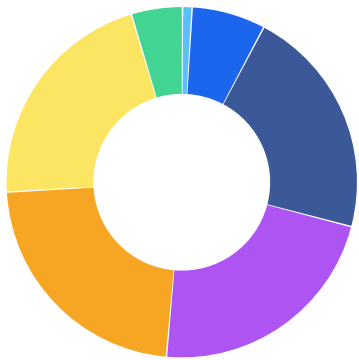
		% of Jobs	Jobs
🔵	14-18	0.9%	45
🔵	19-24	6.8%	352
🔵	25-34	21.3%	1,102
🟣	35-44	22.3%	1,154
🟠	45-54	22.7%	1,174
🟡	55-64	21.3%	1,099
🟢	65+	4.7%	244

Occupation Race/Ethnicity Breakdown
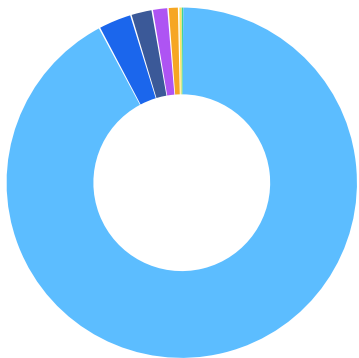
		% of Jobs	Jobs
🔵	White	92.2%	4,763
🔵	Asian	3.1%	159
🔵	Hispanic or Latino	2.0%	103
🟣	Black or African American	1.4%	75
🟠	Two or More Races	1.0%	50
🟡	American Indian or Alaska Native	0.3%	18
🟢	Native Hawaiian or Other Pacific Islander	0.0%	1

Occupation Gender Breakdown

	% of Jobs	Jobs
Males	57.2%	2,957
Females	42.8%	2,211

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 $46,505. Based on the national median wage of $50,994 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.
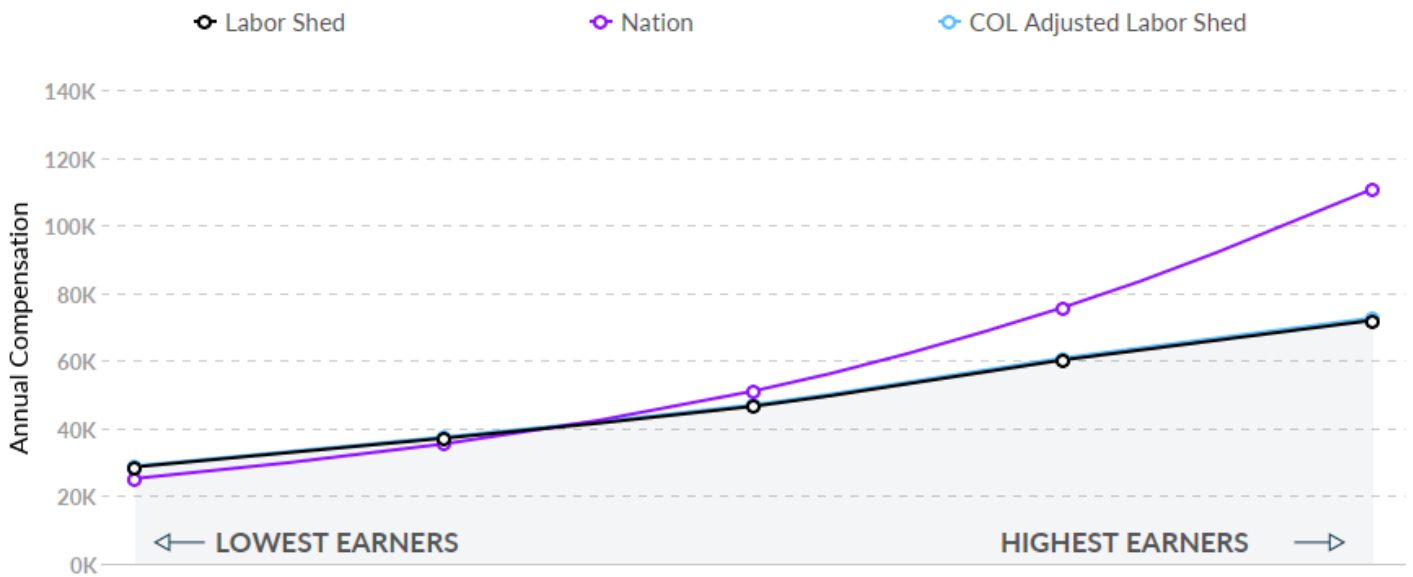
Demand

144 Employers Competing

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

648 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.

⬤ Monthly Unique Postings   ⬤ Estimated Hires Per Month*
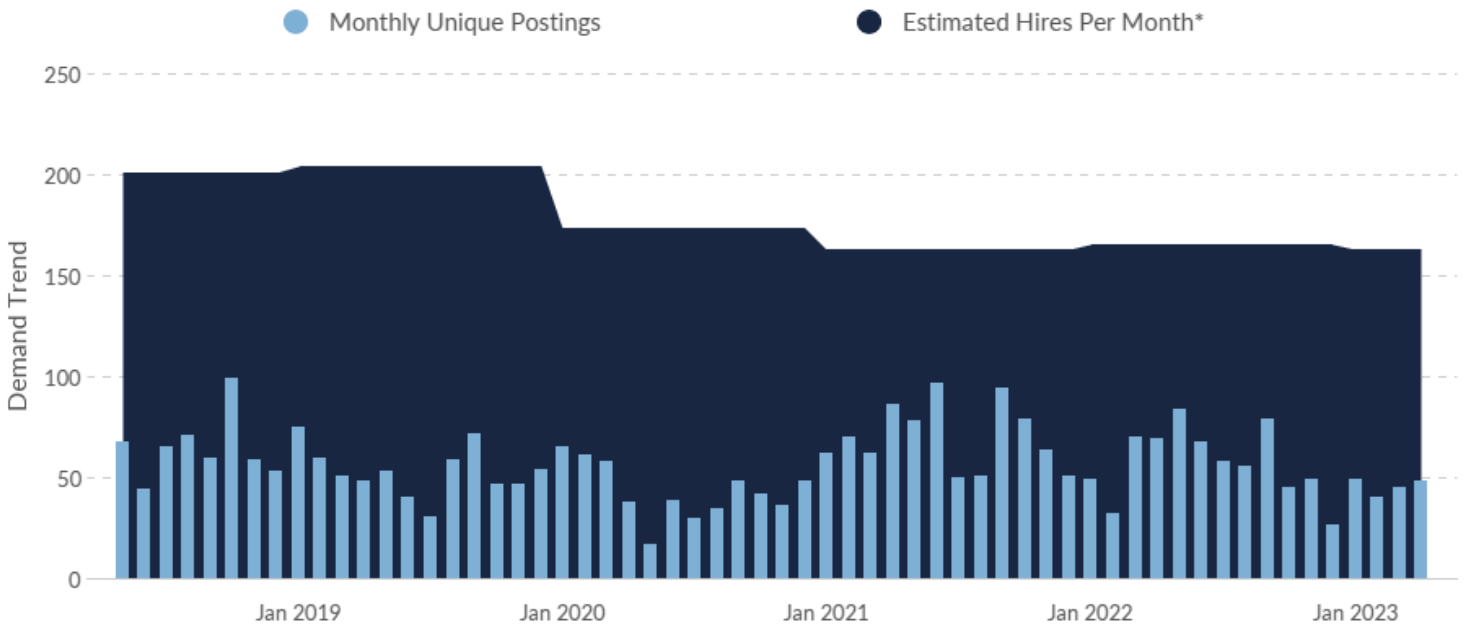
Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Computer User Support Specialists	11	18
Production, Planning, and Expediting Clerks	8	22
Hairdressers, Hairstylists, and Cosmetologists	6	15

*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)
Web Developers	3	4
Computer Network Architects	3	2
Telecommunications Equipment Installers and Repairers, Except Line Installers	3	7
Public Relations Specialists	2	7
Printing Press Operators	1	10
Commercial and Industrial Designers	2	0
Computer Network Support Specialists	1	3
Telecommunications Line Installers and Repairers	1	4
News Analysts, Reporters, and Journalists	2	2
Public Safety Telecommunicators	1	3
Advertising Sales Agents	2	3
Telephone Operators	0	0
Photographic Process Workers and Processing Machine Operators	0	0
Graphic Designers	0	6
Textile, Apparel, and Furnishings Workers, All Other	0	0
Writers and Authors	1	0
Producers and Directors	1	3
Interior Designers	1	2
Librarians and Media Collections Specialists	0	5
Editors	1	3
Photographers	0	0
Audiovisual Equipment Installers and Repairers	1	0
Broadcast Announcers and Radio Disc Jockeys	0	1
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Audio and Video Technicians	0	2
Sound Engineering Technicians	1	0
Craft Artists	0	0
Technical Writers	1	0
Broadcast Technicians	0	0
Fine Artists, Including Painters, Sculptors, and Illustrators	0	0
Textile Bleaching and Dyeing Machine Operators and Tenders	0	0
Prepress Technicians and Workers	0	2
Audiologists	0	0
Web and Digital Interface Designers	0	1
Textile Cutting Machine Setters, Operators, and Tenders	0	0
Actors	0	4
Music Directors and Composers	0	2
Set and Exhibit Designers	0	0
Camera Operators, Television, Video, and Film	0	0
Proofreaders and Copy Markers	0	0
Curators	0	0
Musicians and Singers	0	5
Art Directors	0	0
Special Effects Artists and Animators	0	0
Fashion Designers	0	0
Entertainers and Performers, Sports and Related Workers, All Other	0	0
Lighting Technicians	0	0
Dancers	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Makeup Artists, Theatrical and Performance	0	0
Models	0	0
Communications Equipment Operators, All Other	0	0
Musical Instrument Repairers and Tuners	0	0
Paper Goods Machine Setters, Operators, and Tenders	0	19

Top Companies	Unique Postings		Top Job Titles	Unique Postings	
Great Clips	33		Hair Stylists	41	
Aspirus	27		Field Technicians	17	
Best Buy	26		Stylists	17	
Greenheck Fan Corporation	20		Advertising Assistants	14	
Marshfield Clinic	19		Maintenance Planners	14	

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.

Feb 2022 - Apr 2022	May 2022 - Jul 2022	Aug 2022 - Oct 2022	Nov 2022 - Jan 2023	Feb 2023 - Apr 2023
Marketing	Marketing	Marketing	Marketing	
Help Desk Support	Cosmetology	Help Desk Support	Technical Support	
Workflow Management	Help Desk Support	Operating Systems	Inventory Management	
Computer Science	Inventory Management	Warehousing	Operating Systems	
Cosmetology	Medicaid	Cosmetology	Purchasing	
Warehousing	Medicare	Workflow Management	Computer Science	
Data Entry	Computer Science	Customer Support	Help Desk Support	
Customer Support	Purchasing	Computer Science	Information Systems	
Operating Systems	Operating Systems	Purchasing	Data Entry	
Information Systems	Technical Support	Inventory Management	Medicaid	
Medicaid	Data Entry	Data Entry	Medicare	
Medicare	Workflow Management	Information Systems	Cosmetology	
Technical Support	Warehousing	Technical Support	Warehousing	
Purchasing	Information Systems	Medicaid	Customer Support	
Inventory Management	Customer Support	Medicare	Workflow Management	

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:
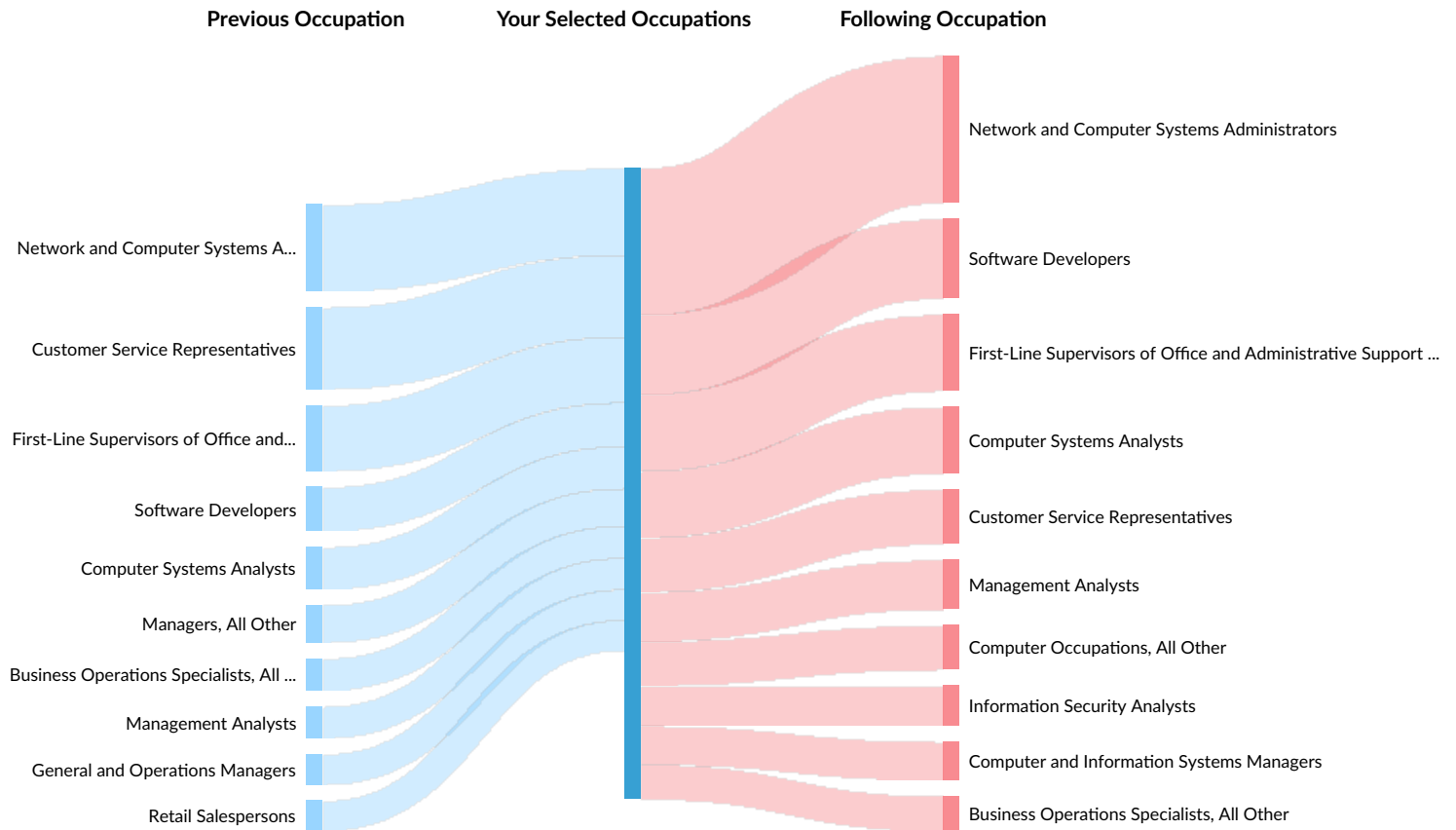
Previous Occupations	Transitions
Network and Computer Systems Administrators	42,877
Customer Service Representatives	40,522

Previous Occupations	Transitions
First-Line Supervisors of Office and Administrative Support Workers	32,507
Software Developers	21,728
Computer Systems Analysts	20,803
Managers, All Other	18,453
Business Operations Specialists, All Other	15,863
Management Analysts	15,617
General and Operations Managers	15,065
Retail Salespersons	14,959
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	14,950
Computer Occupations, All Other	13,605
Social and Human Service Assistants	11,341
Chief Executives	10,402
Market Research Analysts and Marketing Specialists	10,360
Computer and Information Systems Managers	10,178
Sales Managers	10,027
Information Security Analysts	9,569
Postsecondary Teachers	9,197
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,821
Marketing Managers	8,451
Training and Development Specialists	8,252
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	8,154
First-Line Supervisors of Production and Operating Workers	7,737
Human Resources Specialists	7,463
Stockers and Order Fillers	5,792

Previous Occupations	Transitions
Life, Physical, and Social Science Technicians, All Other	5,778
Industrial Engineers	5,763
Executive Secretaries and Executive Administrative Assistants	5,317
First-Line Supervisors of Retail Sales Workers	5,006
Software Quality Assurance Analysts and Testers	4,689
Bookkeeping, Accounting, and Auditing Clerks	4,661
Financial Managers	4,509
Project Management Specialists	4,506
Maintenance and Repair Workers, General	4,498
Teaching Assistants, Except Postsecondary	4,419
Waiters and Waitresses	4,152
Securities, Commodities, and Financial Services Sales Agents	4,077
Teaching Assistants, Postsecondary	4,015
Accountants and Auditors	3,952
Educational, Guidance, and Career Counselors and Advisors	3,944
Mechanical Engineers	3,927
Cashiers	3,708
First-Line Supervisors of Mechanics, Installers, and Repairers	3,692
Teachers and Instructors, All Other	3,442
Registered Nurses	3,342
Coaches and Scouts	3,072
Fast Food and Counter Workers	3,038
Hotel, Motel, and Resort Desk Clerks	3,014
Logisticians	2,859
Human Resources Managers	2,794
Office Clerks, General	2,705

Previous Occupations	Transitions
Buyers and Purchasing Agents	2,683
Real Estate Sales Agents	2,682
Public Relations Managers	2,593
Secondary School Teachers, Except Special and Career/Technical Education	2,583
Computer Programmers	2,362
First-Line Supervisors of Food Preparation and Serving Workers	2,348
Social and Community Service Managers	2,262
Demonstrators and Product Promoters	2,204
Medical and Health Services Managers	2,183
Compliance Officers	2,050
Receptionists and Information Clerks	2,009
Architectural and Engineering Managers	1,960
Meeting, Convention, and Event Planners	1,952
Recreation Workers	1,939
Tutors	1,787
Exercise Trainers and Group Fitness Instructors	1,697
Helpers--Production Workers	1,516
Industrial Production Managers	1,417
Education Administrators, Postsecondary	1,177
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	1,053
Advertising and Promotions Managers	674
Designers, All Other	254

Following Occupations	Transitions
Network and Computer Systems Administrators	72,672

Following Occupations	Transitions
Software Developers	39,414
First-Line Supervisors of Office and Administrative Support Workers	37,722
Computer Systems Analysts	32,931
Customer Service Representatives	26,962
Management Analysts	24,370
Computer Occupations, All Other	21,886
Information Security Analysts	19,872
Computer and Information Systems Managers	18,993
Business Operations Specialists, All Other	17,226
Managers, All Other	16,763
General and Operations Managers	15,416
Marketing Managers	11,644
Sales Managers	11,558
Market Research Analysts and Marketing Specialists	11,400
Chief Executives	10,085
Training and Development Specialists	9,245
Social and Human Service Assistants	9,201
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	9,130
Human Resources Specialists	8,926
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	8,371
Retail Salespersons	7,878
Postsecondary Teachers	7,662
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,358
First-Line Supervisors of Production and Operating Workers	7,289

Following Occupations	Transitions
Industrial Engineers	7,255
Project Management Specialists	7,218
Software Quality Assurance Analysts and Testers	6,145
Life, Physical, and Social Science Technicians, All Other	5,614
Engineers, All Other	5,532
Financial Managers	5,381
Mechanical Engineers	5,076
Accountants and Auditors	4,779
Executive Secretaries and Executive Administrative Assistants	4,423
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	4,325
Operations Research Analysts	4,146
Bookkeeping, Accounting, and Auditing Clerks	3,736
Registered Nurses	3,639
Teaching Assistants, Postsecondary	3,600
First-Line Supervisors of Mechanics, Installers, and Repairers	3,541
Human Resources Managers	3,532
Educational, Guidance, and Career Counselors and Advisors	3,393
Architectural and Engineering Managers	3,245
Real Estate Sales Agents	3,233
Teaching Assistants, Except Postsecondary	3,157
Stockers and Order Fillers	3,105
Computer Programmers	3,062
Buyers and Purchasing Agents	2,825
Securities, Commodities, and Financial Services Sales Agents	2,714
Social and Community Service Managers	2,697

Following Occupations	Transitions
First-Line Supervisors of Retail Sales Workers	2,679
Logisticians	2,598
Public Relations Managers	2,472
Coaches and Scouts	2,395
Medical and Health Services Managers	2,395
Compliance Officers	2,216
Hotel, Motel, and Resort Desk Clerks	2,022
Teachers and Instructors, All Other	1,986
Insurance Sales Agents	1,957
Waiters and Waitresses	1,839
Demonstrators and Product Promoters	1,561
Industrial Production Managers	1,518
Secondary School Teachers, Except Special and Career/Technical Education	1,515
Meeting, Convention, and Event Planners	1,484
Cashiers	1,484
Fast Food and Counter Workers	1,373
Exercise Trainers and Group Fitness Instructors	1,236
Education Administrators, Postsecondary	1,147
Recreation Workers	1,117
Helpers--Production Workers	1,115
Lawyers	817
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	620
Advertising and Promotions Managers	570
Designers, All Other	224

Graduate Pipeline

73 Programs

261 programs can train for this job, while only 73 programs have produced completers in this region.

1,333 Completions (2021)

The completions from all regional institutions for all degree types.

875 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	
Communication, General	87	
Computer Programming/Progra...	64	
Communication Sciences and Di...	62	

Top Schools	Completions (2021)	
University of Wisconsin-Steven...	722	
Northcentral Technical College	453	
Mid-State Technical College	147	
State College of Beauty Culture ...	11	

Appendix A (Occupations)

Code	Description
15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1254	Web Developers
15-1255	Web and Digital Interface Designers
25-4011	Archivists
25-4012	Curators
25-4022	Librarians and Media Collections Specialists
27-1011	Art Directors
27-1012	Craft Artists
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1014	Special Effects Artists and Animators

Code	Description
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1022	Fashion Designers
27-1024	Graphic Designers
27-1025	Interior Designers
27-1027	Set and Exhibit Designers
27-2011	Actors
27-2012	Producers and Directors
27-2031	Dancers
27-2032	Choreographers
27-2041	Music Directors and Composers
27-2042	Musicians and Singers

Code	Description
27-2091	Disc Jockeys, Except Radio
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3011	Broadcast Announcers and Radio Disc Jockeys
27-3023	News Analysts, Reporters, and Journalists
27-3031	Public Relations Specialists
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-4011	Audio and Video Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4015	Lighting Technicians

Code	Description
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Film
27-4032	Film and Video Editors
29-1181	Audiologists
39-3021	Motion Picture Projectionists
39-3092	Costume Attendants
39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5091	Makeup Artists, Theatrical and Performance
41-3011	Advertising Sales Agents
41-9012	Models
43-2021	Telephone Operators
43-2099	Communications Equipment Operators, All Other

Code	Description
43-5031	Public Safety Telecommunicators
43-5061	Production, Planning, and Expediting Clerks
43-9031	Desktop Publishers
43-9081	Proofreaders and Copy Markers
49-2021	Radio, Cellular, and Tower Equipment Installers and Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-2097	Audiovisual Equipment Installers and Repairers
49-9052	Telecommunications Line Installers and Repairers
49-9061	Camera and Photographic Equipment Repairers
49-9063	Musical Instrument Repairers and Tuners

Code	Description
51-5111	Prepress Technicians and Workers
51-5112	Printing Press Operators
51-6061	Textile Bleaching and Dyeing Machine Operators and Tenders
51-6062	Textile Cutting Machine Setters, Operators, and Tenders
51-6063	Textile Knitting and Weaving Machine Setters, Operators, and Tenders
51-6064	Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders
51-6099	Textile, Apparel, and Furnishings Workers, All Other
51-9151	Photographic Process Workers and Processing Machine Operators
51-9196	Paper Goods Machine Setters, Operators, and Tenders