

Finance (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

49 Occupations

11-1021 General and Operations Managers

11-2021 Marketing Managers

11-2032 Public Relations Managers

11-3031 Financial Managers

11-3061 Purchasing Managers

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

13-1028 Buyers and Purchasing Agents

13-1031 Claims Adjusters, Examiners, and
Investigators

13-1032 Insurance Appraisers, Auto Damage

See Appendix A for all 49 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

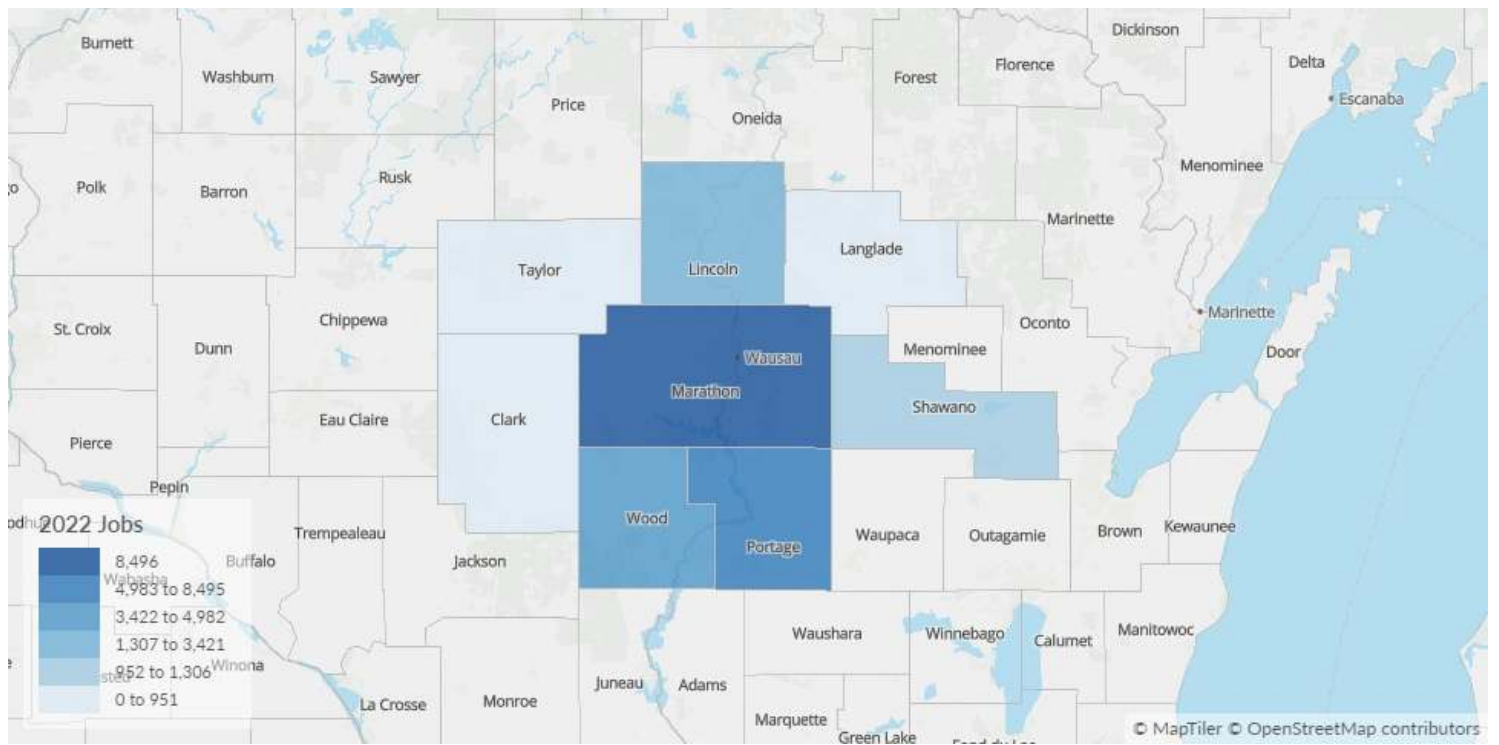
55141 Wood County, WI

Class of Worker

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

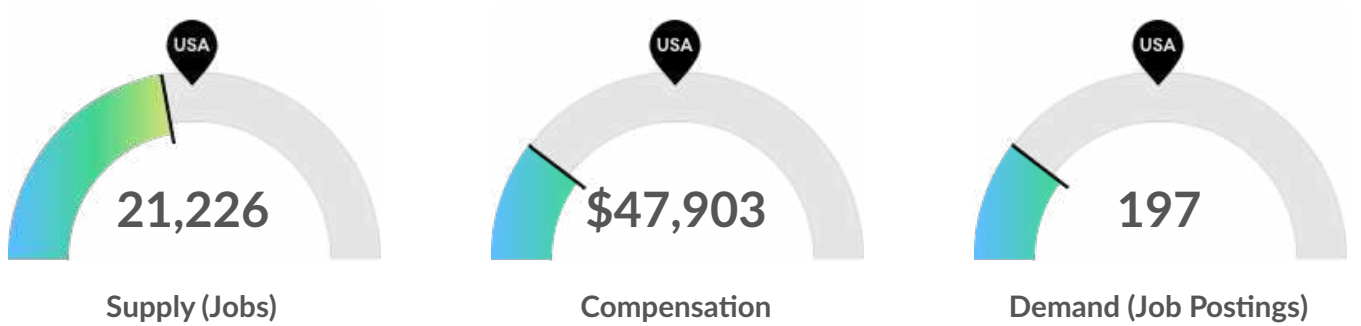
The information in this report pertains to the chosen occupations and geographical areas.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



Your area is not a hotspot for this kind of talent. The national average for an area this size is 25,092* employees, while there are 21,226 here.

The cost for talent is low in your area. The national median salary for your occupations is \$60,374, while you'll pay \$47,903 here.

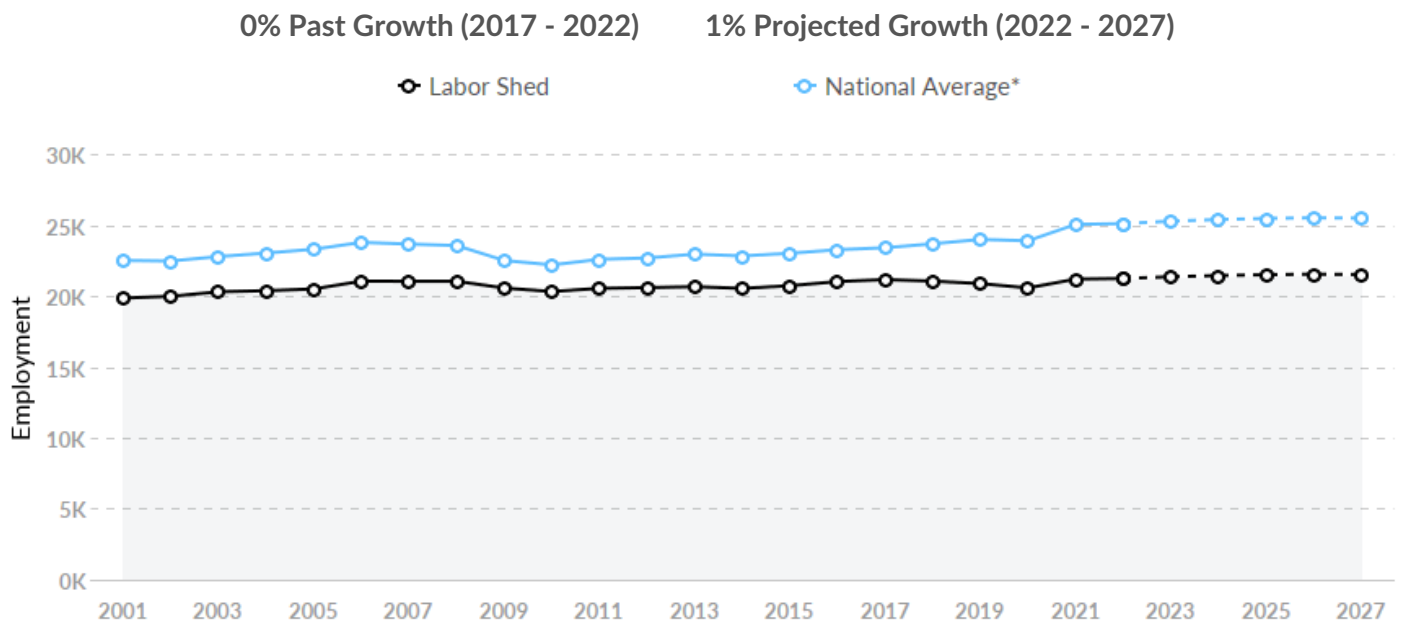
Competition from online job postings is low in your area. The national average for an area this size is 588* job postings/mo, while there are 197 here.

*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)

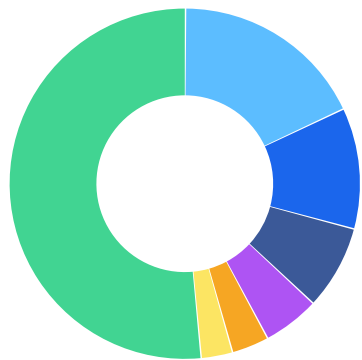
Supply Is Lower Than the National Average








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 25,092* employees, while there are 21,226 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.

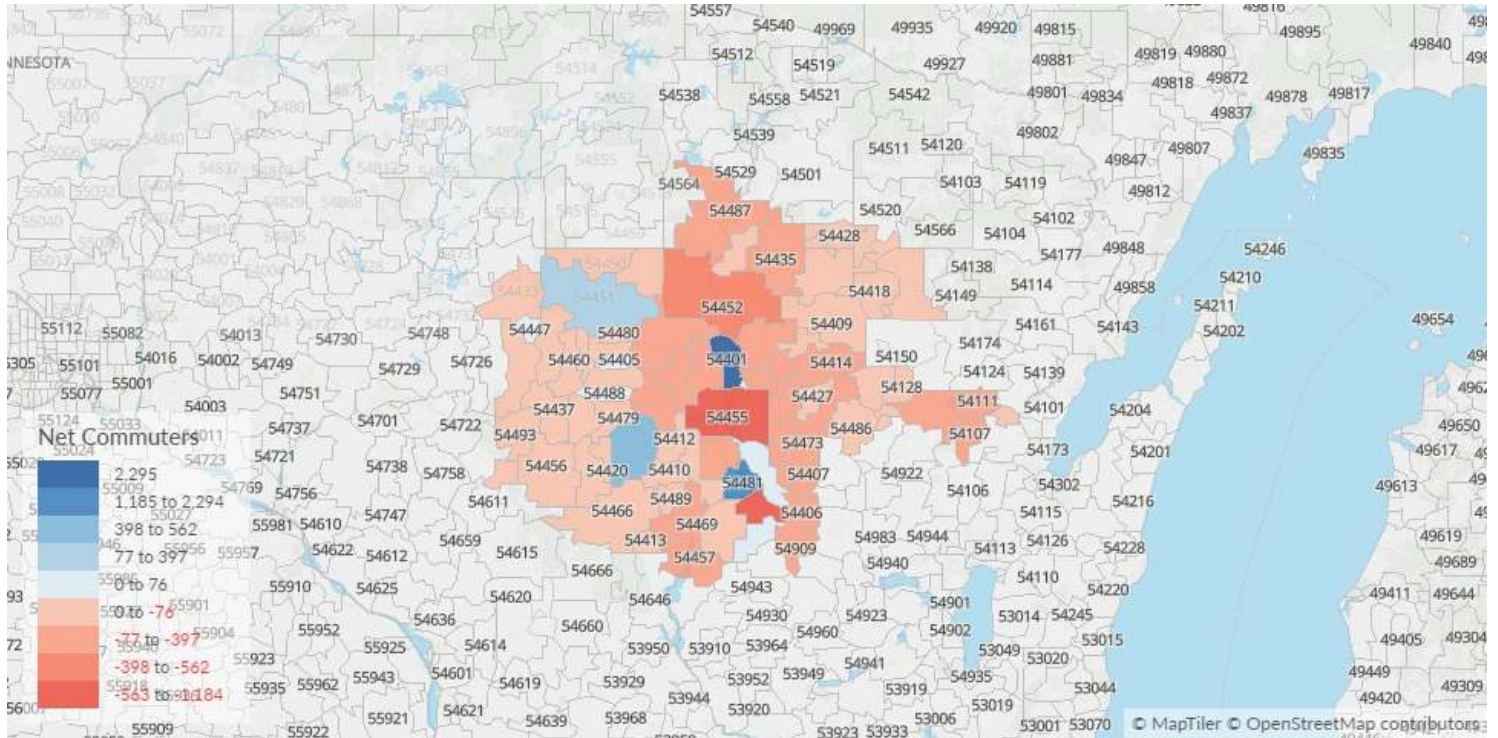
Most Jobs are Found in the Insurance Carriers Industry Sector



Industry	% of Occupation in Industry (2022)
 Insurance Carriers	17.9%
 Depository Credit Intermediation	11.2%
 Agencies, Brokerages, and Other Insurance Related Activities	7.8%
 Management of Companies and Enterprises	5.2%
 Nondepository Credit Intermediation	3.4%
 Local Government, Excluding Education and Hospitals	2.9%
 Other	51.6%

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



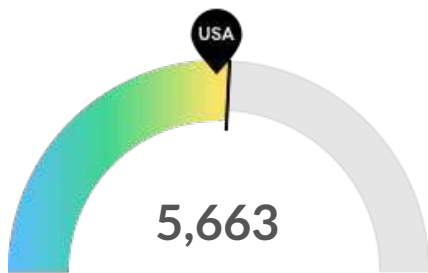
Where Talent Works

Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	4,546
54481	Stevens Point, WI (in Po...	3,283
54403	Wausau, WI (in Maratho...	1,383
54449	Marshfield, WI (in Woo...	1,343
54494	Wisconsin Rapids, WI (i...	1,328

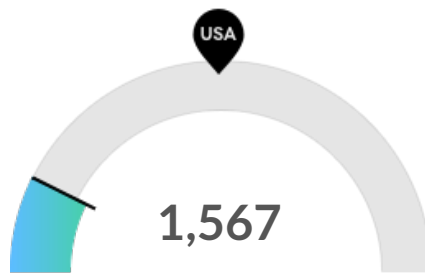
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	2,252
54481	Stevens Point, WI (in Po...	2,099
54403	Wausau, WI (in Maratho...	1,608
54452	Merrill, WI (in Lincoln c...	1,440
54494	Wisconsin Rapids, WI (i...	1,364

Retirement Risk Is About Average, While Overall Diversity Is Low



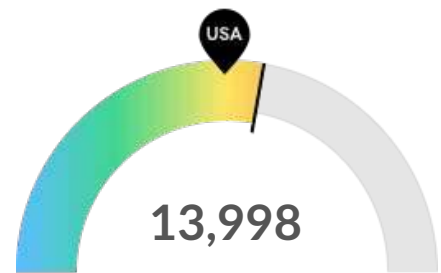
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 5,397* employees 55 or older, while there are 5,663 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 6,844* racially diverse employees, while there are 1,567 here.



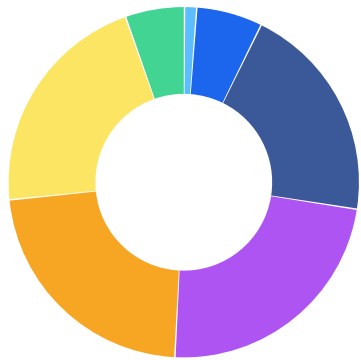
Gender Diversity

Gender diversity is high in your area. The national average for an area this size is 11,916* female employees, while there are 13,998 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.

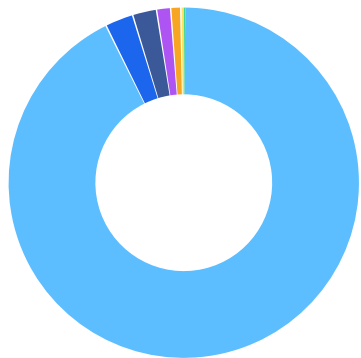
Demographic Details

Occupation Age Breakdown



		% of Jobs	Jobs
●	14-18	1.1%	237
●	19-24	6.1%	1,293
●	25-34	20.2%	4,284
●	35-44	23.4%	4,956
●	45-54	22.6%	4,793
●	55-64	21.2%	4,505
●	65+	5.5%	1,158



Occupation Race/Ethnicity Breakdown



		% of Jobs	Jobs
●	White	92.6%	19,659
●	Asian	2.6%	552
●	Hispanic or Latino	2.2%	471
●	Black or African American	1.3%	275
●	Two or More Races	0.9%	196
●	American Indian or Alaska Native	0.3%	70
●	Native Hawaiian or Other Pacific Islander	0.0%	3

Occupation Gender Breakdown

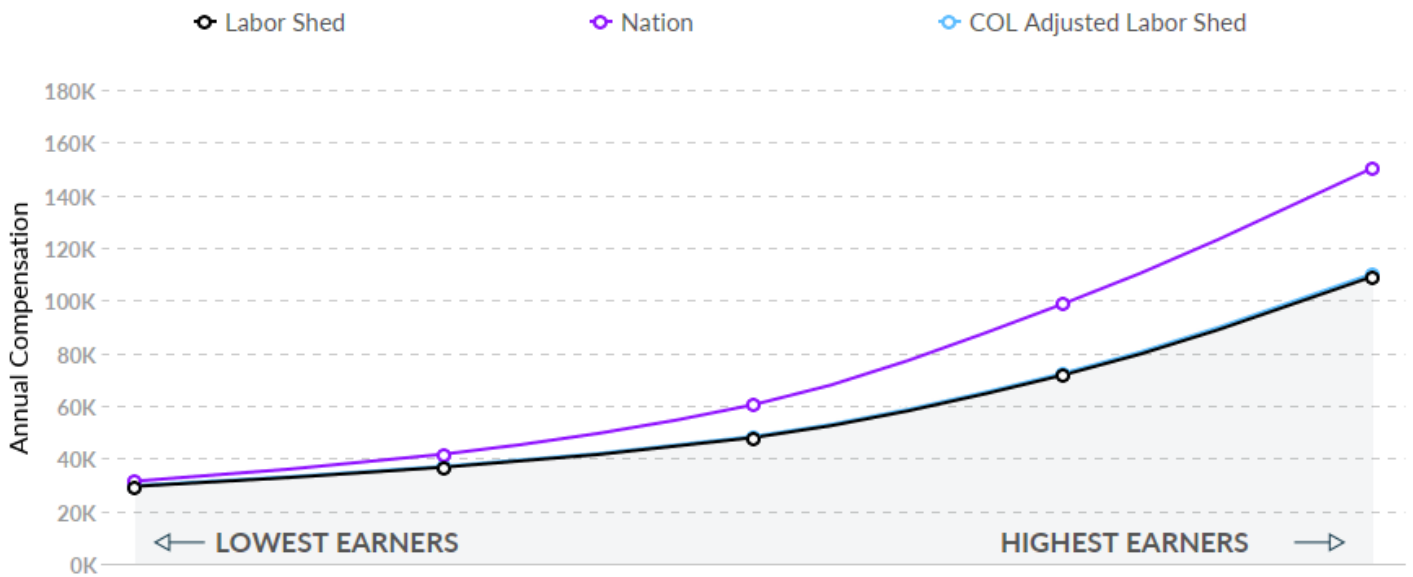


	% of Jobs	Jobs
 Males	34.1%	7,228
 Females	65.9%	13,998

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 \$47,903. Based on the national median wage of \$60,374 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



388 Employers Competing

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



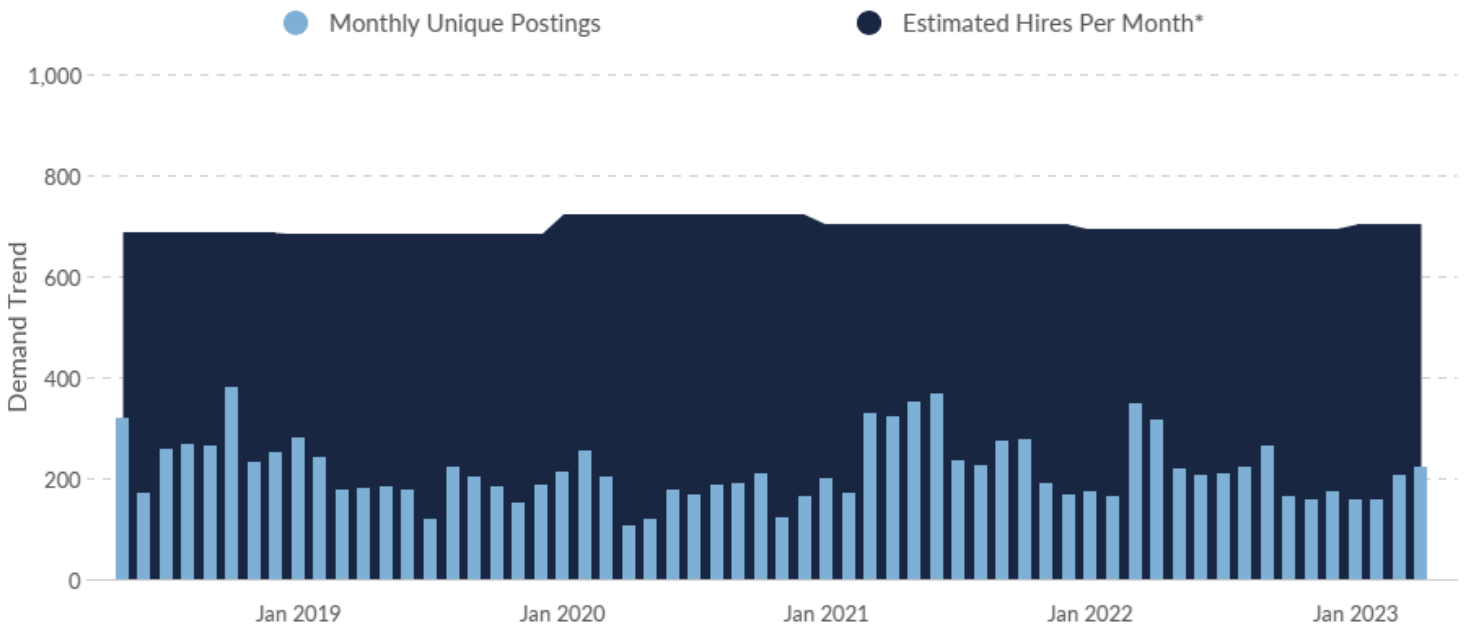
2,365 Unique Job Postings

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



25 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	50	180
General and Operations Managers	16	78
Insurance Sales Agents	6	15
Bookkeeping, Accounting, and Auditing Clerks	8	133

*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)
Financial Managers	12	14
Accountants and Auditors	10	45
Securities, Commodities, and Financial Services Sales Agents	7	9
Insurance Claims and Policy Processing Clerks	6	14
Market Research Analysts and Marketing Specialists	6	22
Tellers	5	19
Buyers and Purchasing Agents	7	17
Claims Adjusters, Examiners, and Investigators	6	8
Marketing Managers	5	5
Financial and Investment Analysts	4	4
Data Scientists	5	2
Real Estate Sales Agents	1	6
Loan Officers	3	13
Network and Computer Systems Administrators	3	10
Computer Network Architects	3	2
Loan Interviewers and Clerks	1	14
Data Entry Keyers	2	6
Compensation, Benefits, and Job Analysis Specialists	3	2
Personal Financial Advisors	3	4
Insurance Underwriters	3	3
Database Administrators	2	1
Purchasing Managers	4	2
Public Relations Managers	3	0
Property, Real Estate, and Community Association Managers	2	3

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Business Operations Specialists, All Other	1	24
Bill and Account Collectors	1	7
Compliance Officers	2	6
Computer Network Support Specialists	1	3
Database Architects	1	0
Tax Preparers	0	6
Actuaries	2	0
Credit Analysts	0	2
Advertising Sales Agents	2	3
Financial Risk Specialists	1	0
Credit Counselors	0	1
Tax Examiners and Collectors, and Revenue Agents	0	0
Title Examiners, Abstractors, and Searchers	1	2
Credit Authorizers, Checkers, and Clerks	0	0
Financial Specialists, All Other	1	2
Insurance Appraisers, Auto Damage	0	0
Financial Examiners	0	1
Real Estate Brokers	0	1
Economists	0	0
Computer, Automated Teller, and Office Machine Repairers	0	4

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Sentry Insurance	222 	Customer Service Representativ...	167 
Marshfield Clinic	76 	Assistant Operations Managers	37 
Beaver Dam Community Hospit...	68 	Accountants	28 
Nicolet National Bank	68 	Customer Service Team Members	27 
Aspirus	63 	Claims Representatives	26 

Top Distinguishing Skills by Demand

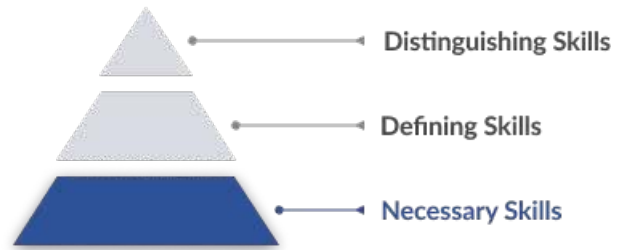
Not enough data to display Distinguishing Skills for this occupation.

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.

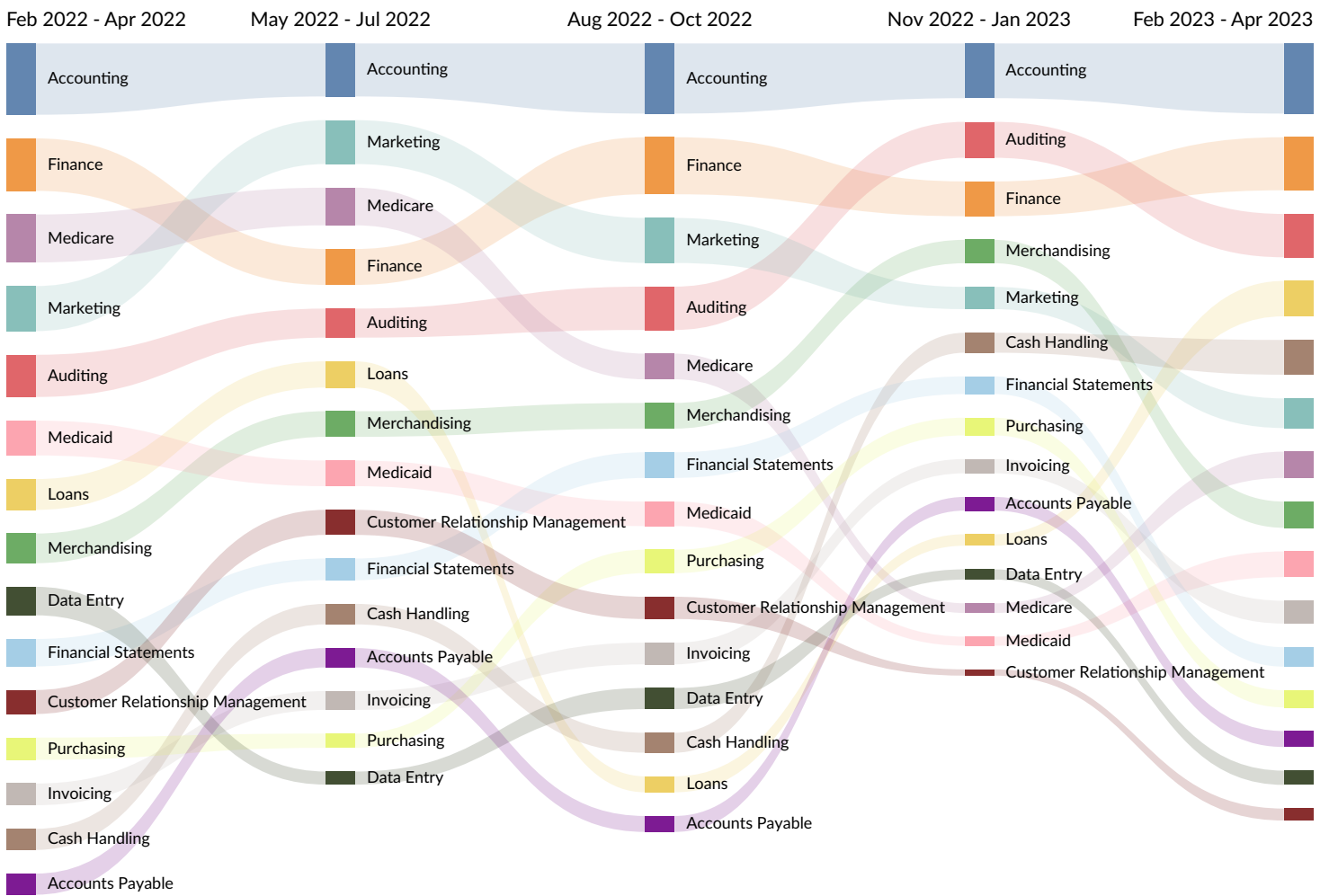


Skill	Salary Boosting	Job Postings Requesting
Accounting	✓	6,160
Auditing	✗	4,061
Loans	✓	3,887
Marketing	✓	3,840
Finance	✓	3,459
Valid Driver's License	✗	2,953
Cash Handling	✗	2,947
Financial Statements	✗	2,471
Data Entry	✗	2,412
Cross-Selling	✓	2,411

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.



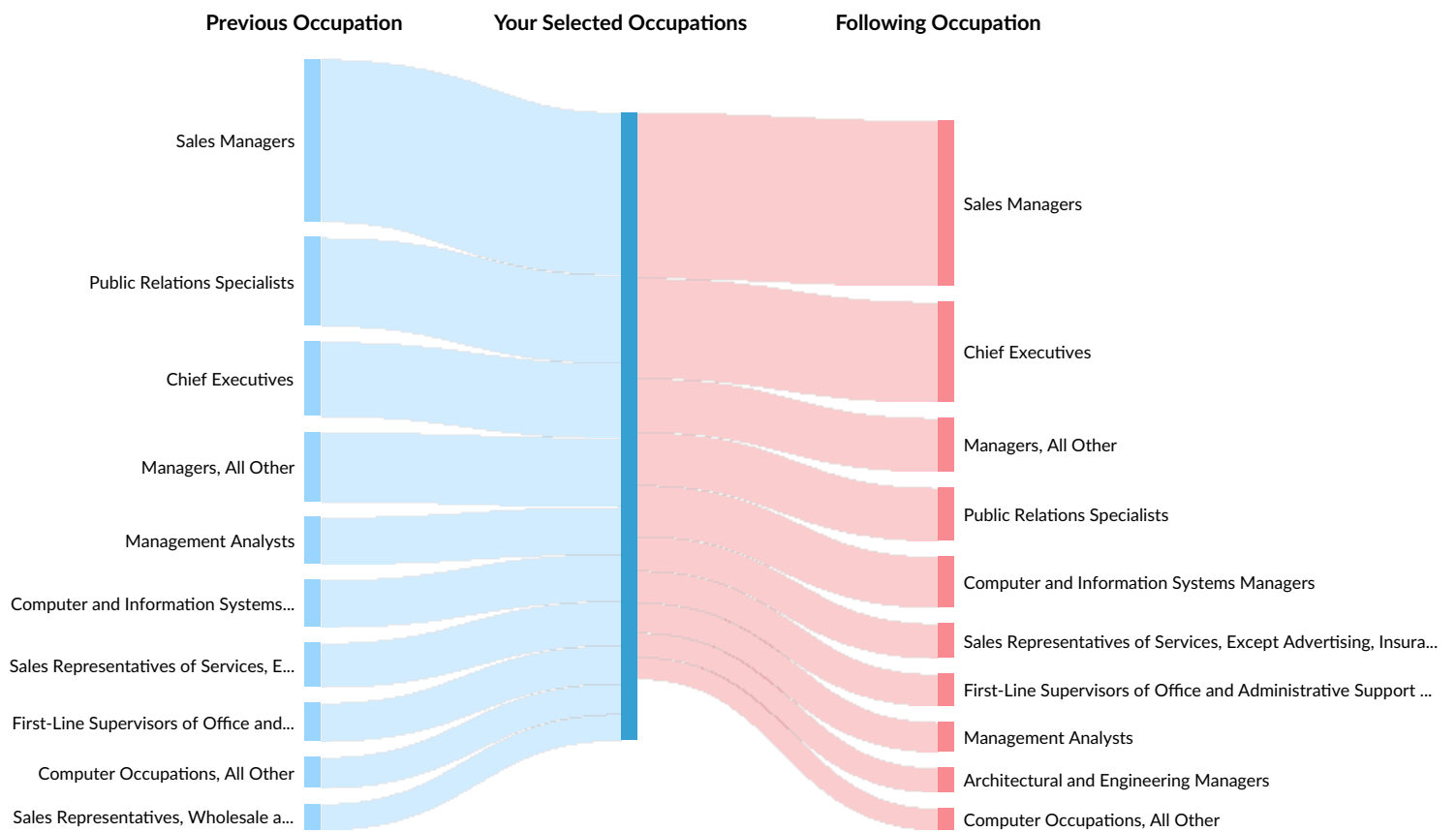
Occupation Gain and Drain

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
Managers, All Other	60,107
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
Computer Occupations, All Other	26,607
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	22,716
Project Management Specialists	21,189
Architectural and Engineering Managers	20,511
Software Developers	17,213
Advertising and Promotions Managers	17,118
Graphic Designers	15,280
Computer Systems Analysts	14,724
Medical and Health Services Managers	13,638
Web Developers	13,145
Human Resources Specialists	13,056
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	12,211
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
Industrial Engineers	8,795

Previous Occupations	Transitions
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
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
Industrial Production Managers	6,264
Meeting, Convention, and Event Planners	6,225
Demonstrators and Product Promoters	5,151
Mechanical Engineers	4,815
Natural Sciences Managers	4,731
Education Administrators, Kindergarten through Secondary	4,270
Education Administrators, Postsecondary	3,956
Operations Research Analysts	3,810
Coaches and Scouts	3,699
Registered Nurses	3,581
Logisticians	3,498
Sales and Related Workers, All Other	3,479
Teaching Assistants, Postsecondary	3,246
Educational, Guidance, and Career Counselors and Advisors	2,921
Food Service Managers	2,537
Construction Managers	2,471

Previous Occupations	Transitions
Lawyers	2,465
Waiters and Waitresses	2,383
Information Security Analysts	2,313
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
First-Line Supervisors of Mechanics, Installers, and Repairers	1,836
Fast Food and Counter Workers	1,358
Stockers and Order Fillers	1,326
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,241
Hotel, Motel, and Resort Desk Clerks	995
Cashiers	888
Paralegals and Legal Assistants	834
Office Clerks, General	714
Following Occupations	Transitions
Sales Managers	143,915
Chief Executives	87,094
Managers, All Other	46,692
Public Relations Specialists	46,265
Computer and Information Systems Managers	44,193
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	30,075

Following Occupations	Transitions
First-Line Supervisors of Office and Administrative Support Workers	27,785
Management Analysts	26,072
Architectural and Engineering Managers	21,199
Computer Occupations, All Other	18,908
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	16,592
Project Management Specialists	16,524
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
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	9,801
Graphic Designers	9,622
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
Transportation, Storage, and Distribution Managers	7,981
Retail Salespersons	7,586
Computer Systems Analysts	7,439
First-Line Supervisors of Non-Retail Sales Workers	6,480
Social and Human Service Assistants	6,287

Following Occupations	Transitions
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
Industrial Engineers	5,507
First-Line Supervisors of Production and Operating Workers	5,421
Education Administrators, Kindergarten through Secondary	5,085
Editors	4,979
Industrial Production Managers	4,958
Natural Sciences Managers	4,281
Meeting, Convention, and Event Planners	4,115
Demonstrators and Product Promoters	4,010
Education Administrators, Postsecondary	3,989
Training and Development Managers	3,838
Teaching Assistants, Postsecondary	3,247
Registered Nurses	3,222
Coaches and Scouts	3,167
Mechanical Engineers	2,670
Sales and Related Workers, All Other	2,522
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
Construction Managers	1,953
Information Security Analysts	1,864

Following Occupations	Transitions
Life, Physical, and Social Science Technicians, All Other	1,788
Teaching Assistants, Except Postsecondary	1,696
Teachers and Instructors, All Other	1,627
First-Line Supervisors of Mechanics, Installers, and Repairers	1,501
Waiters and Waitresses	1,493
Software Quality Assurance Analysts and Testers	1,072
Stockers and Order Fillers	1,009
Engineers, All Other	996
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	908
Paralegals and Legal Assistants	715
Human Resources Assistants, Except Payroll and Timekeeping	658
Office Clerks, General	602

Graduate Pipeline



89 Programs

294 programs can train for this job, while only 89 programs have produced completers in this region.



1,556 Completions (2021)

The completions from all regional institutions for all degree types.



2,776 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
Sociology, General	90
Accounting	89
Communication, General	87

Top Schools	Completions (2021)
University of Wisconsin-Steven...	658
Northcentral Technical College	636
Mid-State Technical College	262

Appendix A (Occupations)

Code	Description
11-1021	General and Operations Managers
11-2021	Marketing Managers
11-2032	Public Relations Managers
11-3031	Financial Managers
11-3061	Purchasing Managers
11-9141	Property, Real Estate, and Community Association Managers
13-1028	Buyers and Purchasing Agents
13-1031	Claims Adjusters, Examiners, and Investigators
13-1032	Insurance Appraisers, Auto Damage
13-1041	Compliance Officers
13-1141	Compensation, Benefits, and Job Analysis Specialists
13-1161	Market Research Analysts and Marketing Specialists

Code	Description
13-1199	Business Operations Specialists, All Other
13-2011	Accountants and Auditors
13-2041	Credit Analysts
13-2051	Financial and Investment Analysts
13-2052	Personal Financial Advisors
13-2053	Insurance Underwriters
13-2054	Financial Risk Specialists
13-2061	Financial Examiners
13-2071	Credit Counselors
13-2072	Loan Officers
13-2081	Tax Examiners and Collectors, and Revenue Agents
13-2082	Tax Preparers

Code	Description
13-2099	Financial Specialists, All Other
15-1231	Computer Network Support Specialists
15-1241	Computer Network Architects
15-1242	Database Administrators
15-1243	Database Architects
15-1244	Network and Computer Systems Administrators
15-2011	Actuaries
15-2051	Data Scientists
19-3011	Economists
23-2093	Title Examiners, Abstractors, and Searchers
41-3011	Advertising Sales Agents
41-3021	Insurance Sales Agents

Code	Description
41-3031	Securities, Commodities, and Financial Services Sales Agents
41-9021	Real Estate Brokers
41-9022	Real Estate Sales Agents
43-3011	Bill and Account Collectors
43-3031	Bookkeeping, Accounting, and Auditing Clerks
43-3071	Tellers
43-4011	Brokerage Clerks
43-4041	Credit Authorizers, Checkers, and Clerks
43-4051	Customer Service Representatives
43-4131	Loan Interviewers and Clerks
43-9021	Data Entry Keyers
43-9041	Insurance Claims and Policy Processing Clerks

Code	Description
49-2011	Computer, Automated Teller, and Office Machine Repairers