

Finance (5-Digit SOC) in Wisconsin



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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

1 State

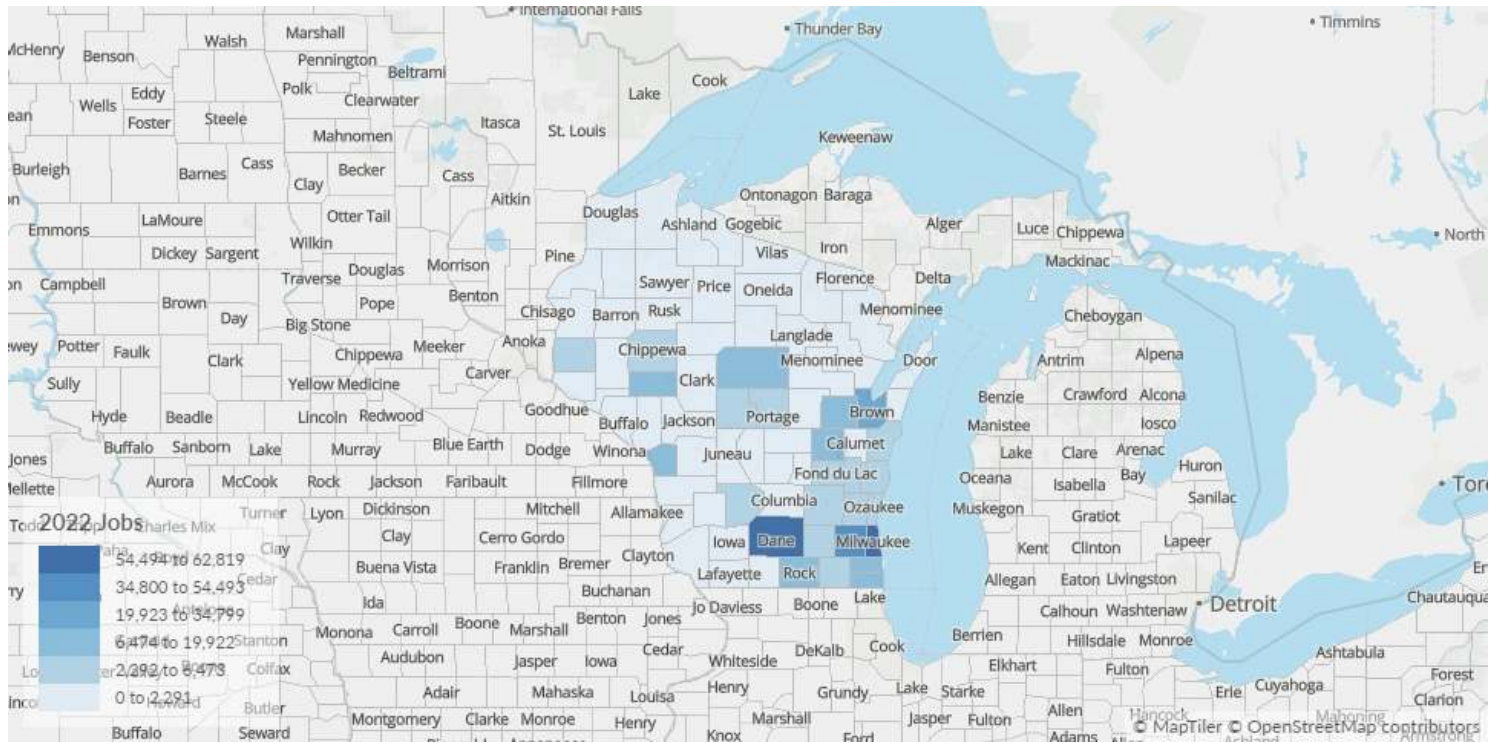
55 Wisconsin

Class of Worker

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

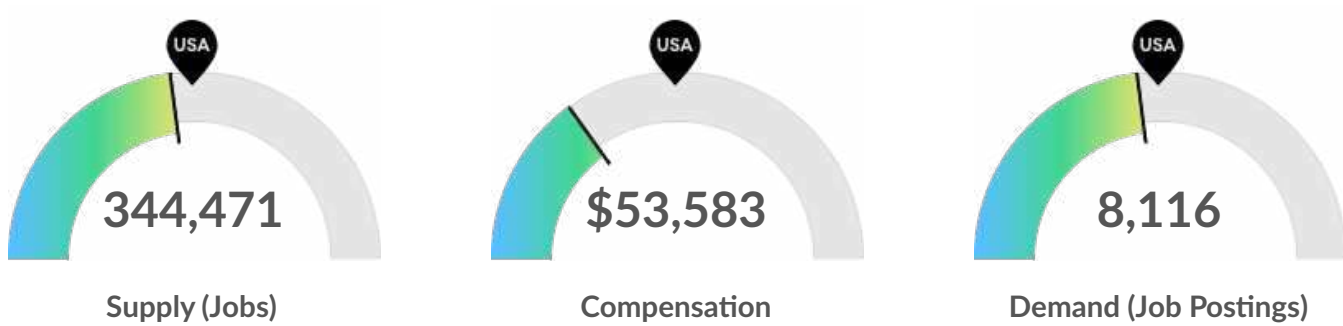
The information in this report pertains to the chosen occupations and geographical area.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



Wisconsin is not a hotspot for this kind of talent. The national average for an area this size is 389,367* employees, while there are 344,471 here.

The cost for talent is low in Wisconsin. The national median salary for your occupations is \$60,374, while you'll pay \$53,583 here.

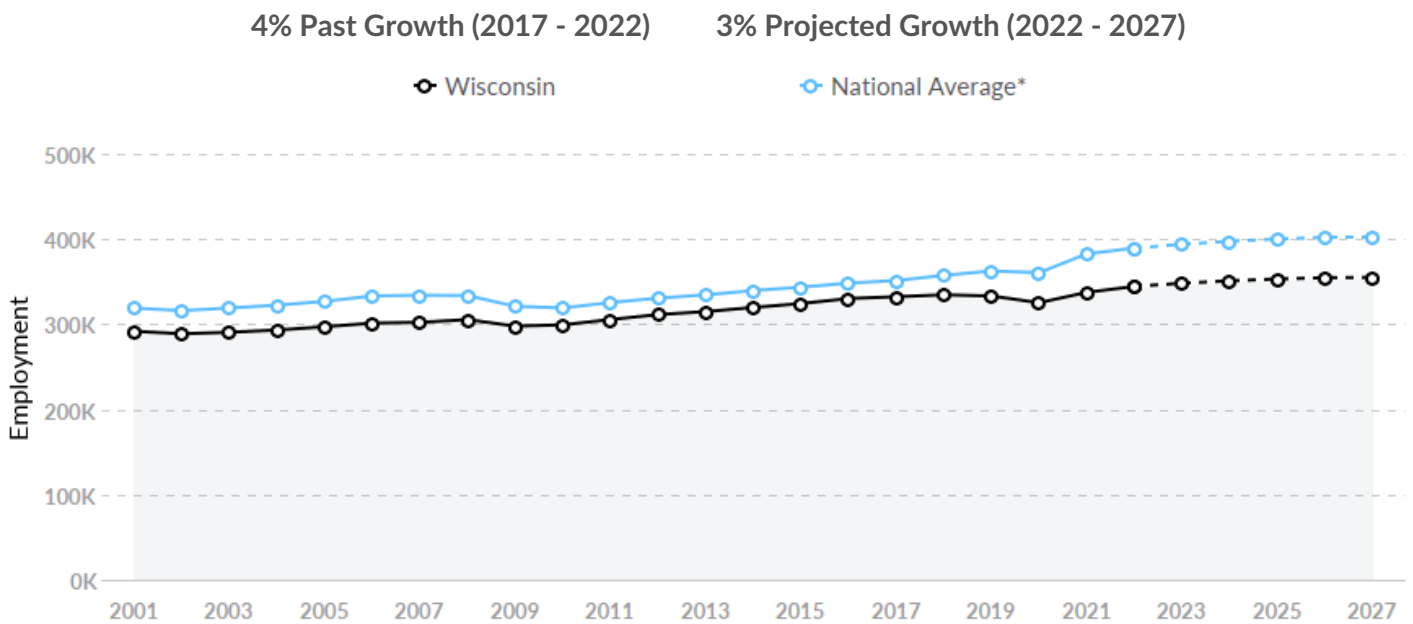
Competition from online job postings is low in Wisconsin. The national average for an area this size is 9,129* job postings/mo, while there are 8,116 here.

*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)

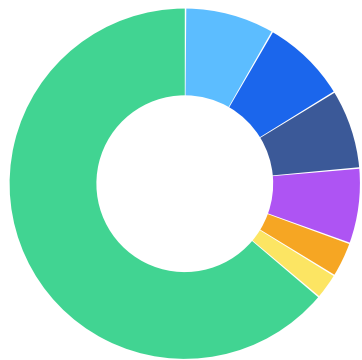
Supply Is Lower Than the National Average

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 389,367* employees, while there are 344,471 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 Wisconsin. In other words, the values represent the national average adjusted for region size.

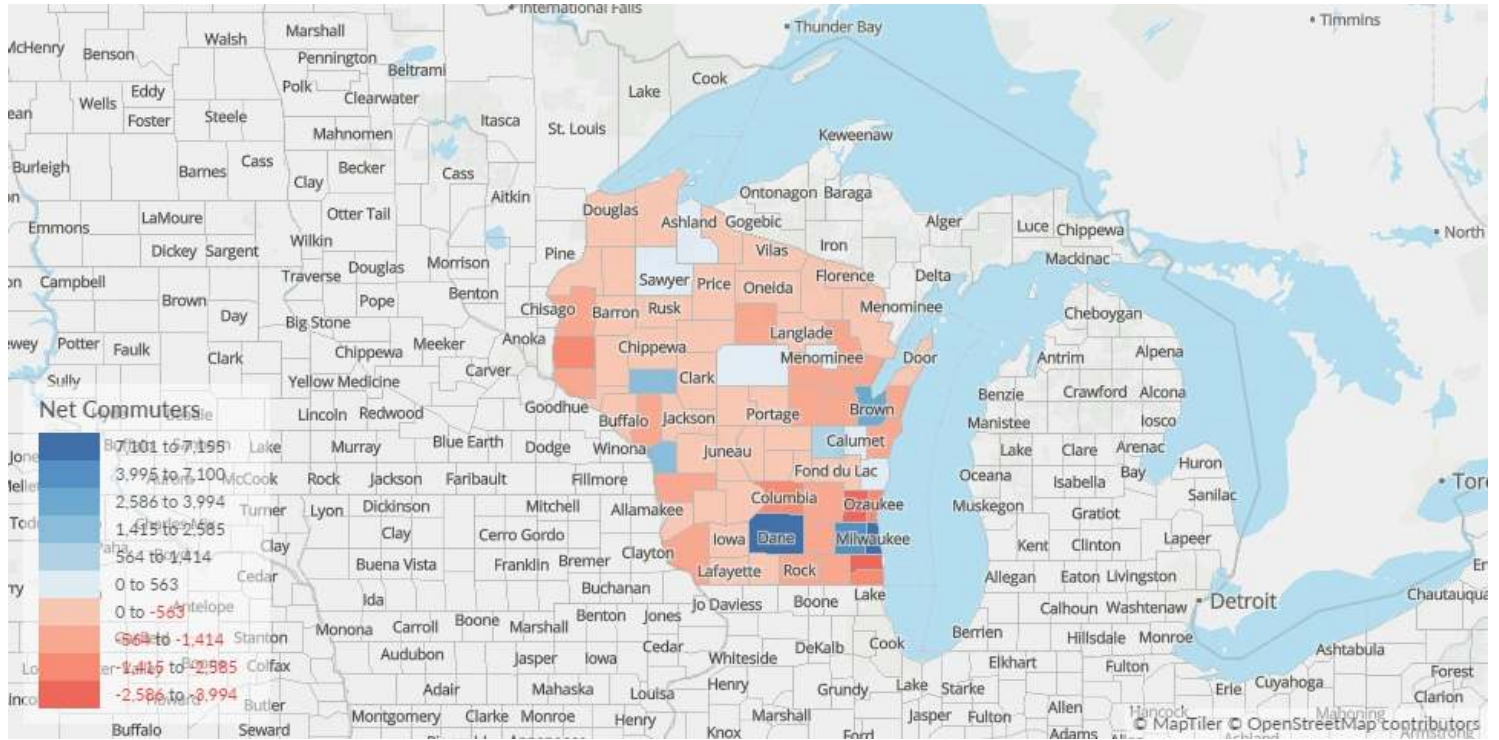
Most Jobs are Found in the Depository Credit Intermediation Industry Sector



Industry	% of Occupation in Industry (2022)
Depository Credit Intermediation	8.3%
Insurance Carriers	7.9%
Agencies, Brokerages, and Other Insurance Related Activities	7.3%
Management of Companies and Enterprises	7.0%
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	3.2%
Local Government, Excluding Education and Hospitals	2.4%
Other	63.9%

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.



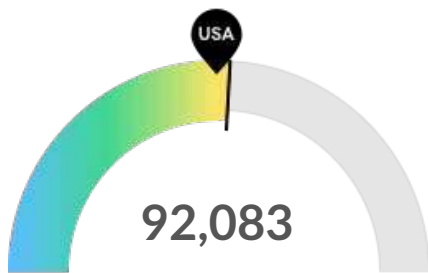
Where Talent Works

Where Talent Lives

County	Name	2022 Employment
55079	Milwaukee County, WI	62,819
55025	Dane County, WI	54,494
55133	Waukesha County, WI	34,800
55999	[Wisconsin, county not ...]	21,087
55009	Brown County, WI	19,923

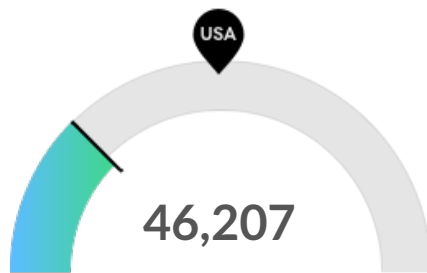
County	Name	2022 Workers
55079	Milwaukee County, WI	55,718
55025	Dane County, WI	47,339
55133	Waukesha County, WI	30,805
55999	[Wisconsin, county not ...]	21,060
55009	Brown County, WI	17,064

Retirement Risk Is About Average, While Overall Diversity Is Low



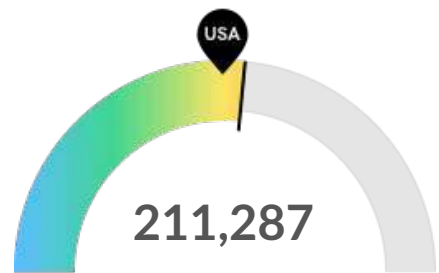
Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 87,589* employees 55 or older, while there are 92,083 here.



Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 111,071* racially diverse employees, while there are 46,207 here.



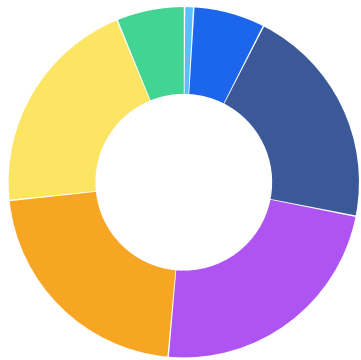
Gender Diversity

Gender diversity is about average in Wisconsin. The national average for an area this size is 193,378* female employees, while there are 211,287 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.

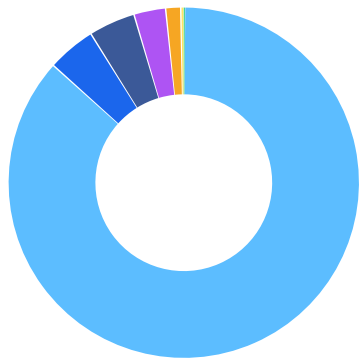
Demographic Details

Occupation Age Breakdown



		% of Jobs	Jobs
●	14-18	0.8%	2,889
●	19-24	6.6%	22,753
●	25-34	20.6%	70,925
●	35-44	23.3%	80,329
●	45-54	21.9%	75,492
●	55-64	20.5%	70,459
●	65+	6.3%	21,625

Occupation Race/Ethnicity Breakdown



		% of Jobs	Jobs
●	White	86.6%	298,264
●	Hispanic or Latino	4.5%	15,378
●	Black or African American	4.3%	14,795
●	Asian	2.9%	10,077
●	Two or More Races	1.4%	4,763
●	American Indian or Alaska Native	0.3%	1,095
●	Native Hawaiian or Other Pacific Islander	0.0%	101

Occupation Gender Breakdown

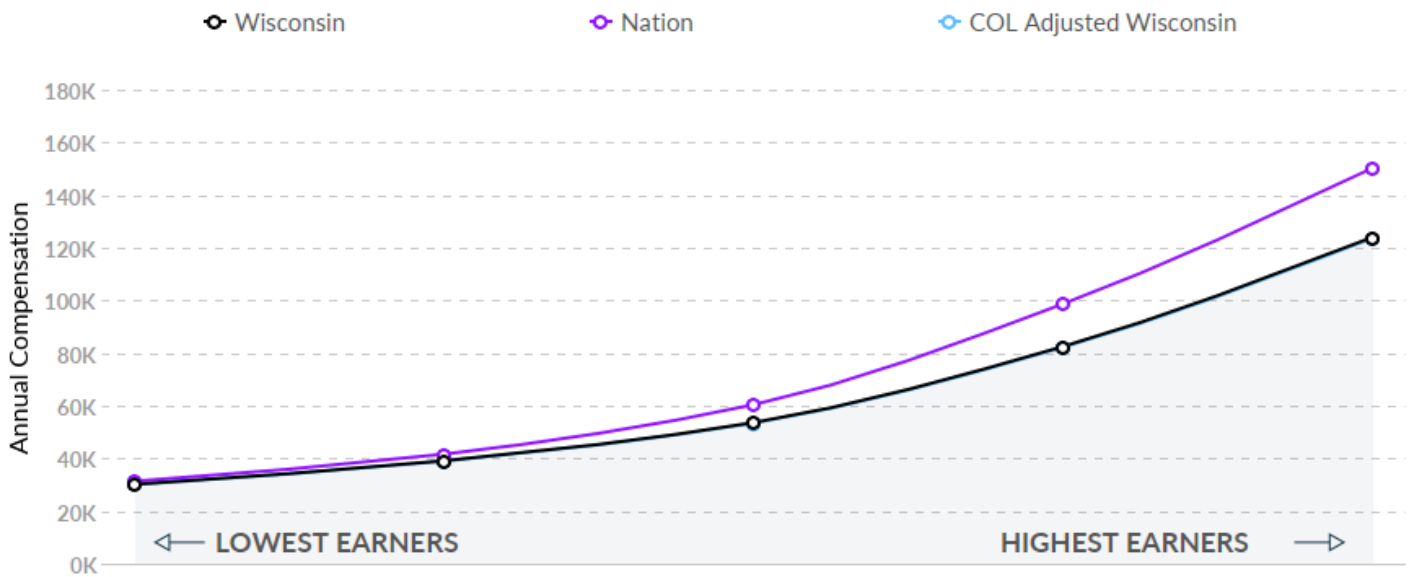


	% of Jobs	Jobs
● Males	38.7%	133,184
● Females	61.3%	211,287

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 \$53,583. Based on the national median wage of \$60,374 for this position, this means you will spend about 11% less to employ your occupations here. However, their actual purchasing power will be 12% 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



9,241 Employers Competing

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



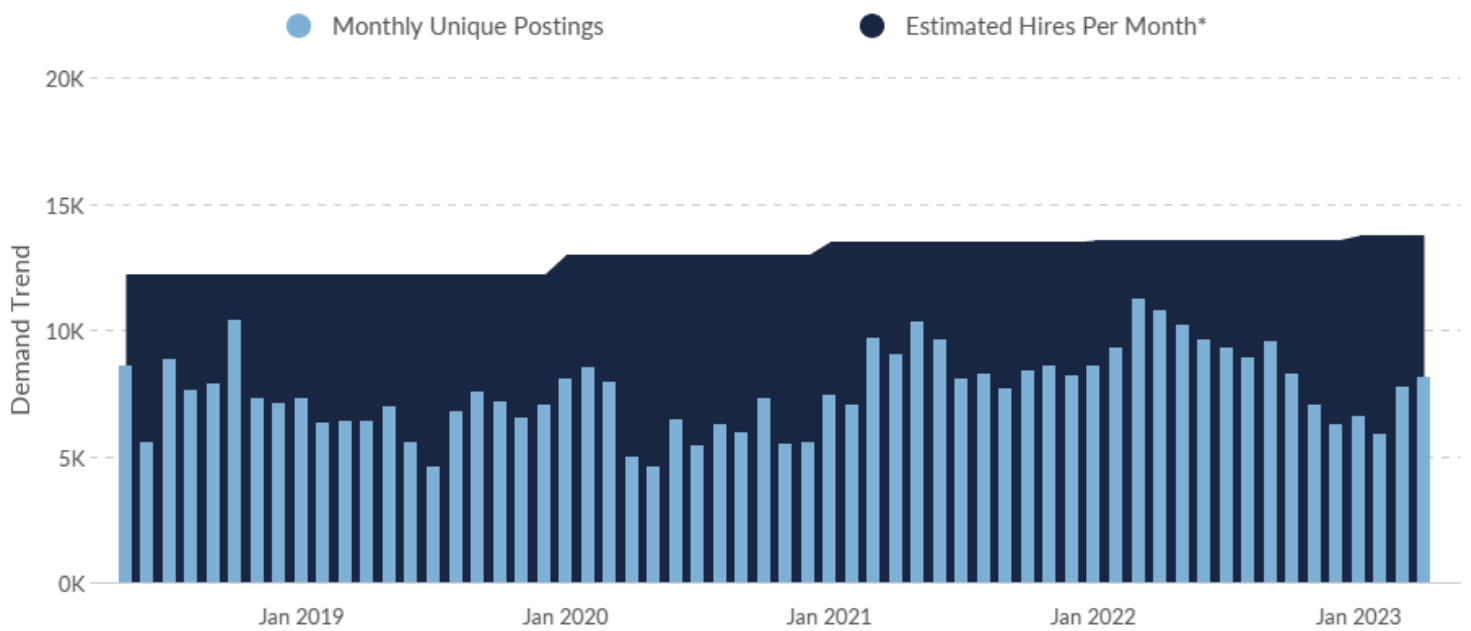
97,392 Unique Job Postings

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



30 Day Median Duration

Posting duration is the same as 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
General and Operations Managers	708	1,510
Accountants and Auditors	494	897
Bookkeeping, Accounting, and Auditing Clerks	504	2,062

*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)
Marketing Managers	459	106
Financial Managers	469	255
Market Research Analysts and Marketing Specialists	348	588
Insurance Sales Agents	169	246
Data Scientists	256	61
Financial and Investment Analysts	267	103
Securities, Commodities, and Financial Services Sales Agents	229	144
Buyers and Purchasing Agents	268	328
Tellers	168	247
Network and Computer Systems Administrators	140	251
Real Estate Sales Agents	149	138
Database Administrators	148	38
Database Architects	107	24
Computer Network Architects	156	77
Loan Officers	85	148
Property, Real Estate, and Community Association Managers	141	91
Business Operations Specialists, All Other	111	594
Public Relations Managers	145	26
Data Entry Keyers	88	236
Personal Financial Advisors	90	105
Purchasing Managers	114	33
Compensation, Benefits, and Job Analysis Specialists	94	61
Compliance Officers	94	141
Claims Adjusters, Examiners, and Investigators	102	118

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Tax Preparers	27	87
Loan Interviewers and Clerks	32	148
Insurance Claims and Policy Processing Clerks	60	189
Bill and Account Collectors	55	132
Tax Examiners and Collectors, and Revenue Agents	45	15
Actuaries	36	11
Computer Network Support Specialists	45	95
Credit Analysts	35	31
Financial Risk Specialists	38	15
Insurance Underwriters	31	42
Advertising Sales Agents	17	78
Credit Counselors	17	25
Title Examiners, Abstractors, and Searchers	15	18
Financial Specialists, All Other	13	47
Insurance Appraisers, Auto Damage	12	4
Credit Authorizers, Checkers, and Clerks	6	8
Financial Examiners	7	30
Real Estate Brokers	4	27
Computer, Automated Teller, and Office Machine Repairers	4	76
Economists	4	10
Brokerage Clerks	3	20

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Uline	2,029 	Customer Service Representativ...	4,487 
Robert Half	1,656 	Accountants	1,502 
Aston Carter	1,085 	Financial Analysts	954 
University Of Wisconsin-Madiso...	1,021 	Operations Managers	831 
Nicolet National Bank	716 	Buyers	805 

Top Distinguishing Skills by Demand

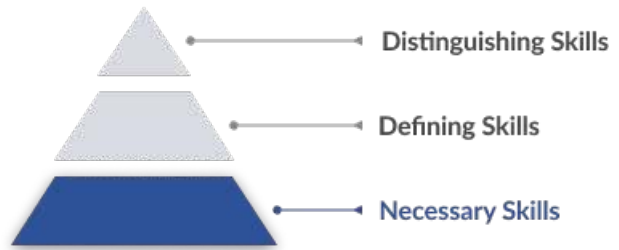
Not enough data to display Distinguishing Skills for this occupation.

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.

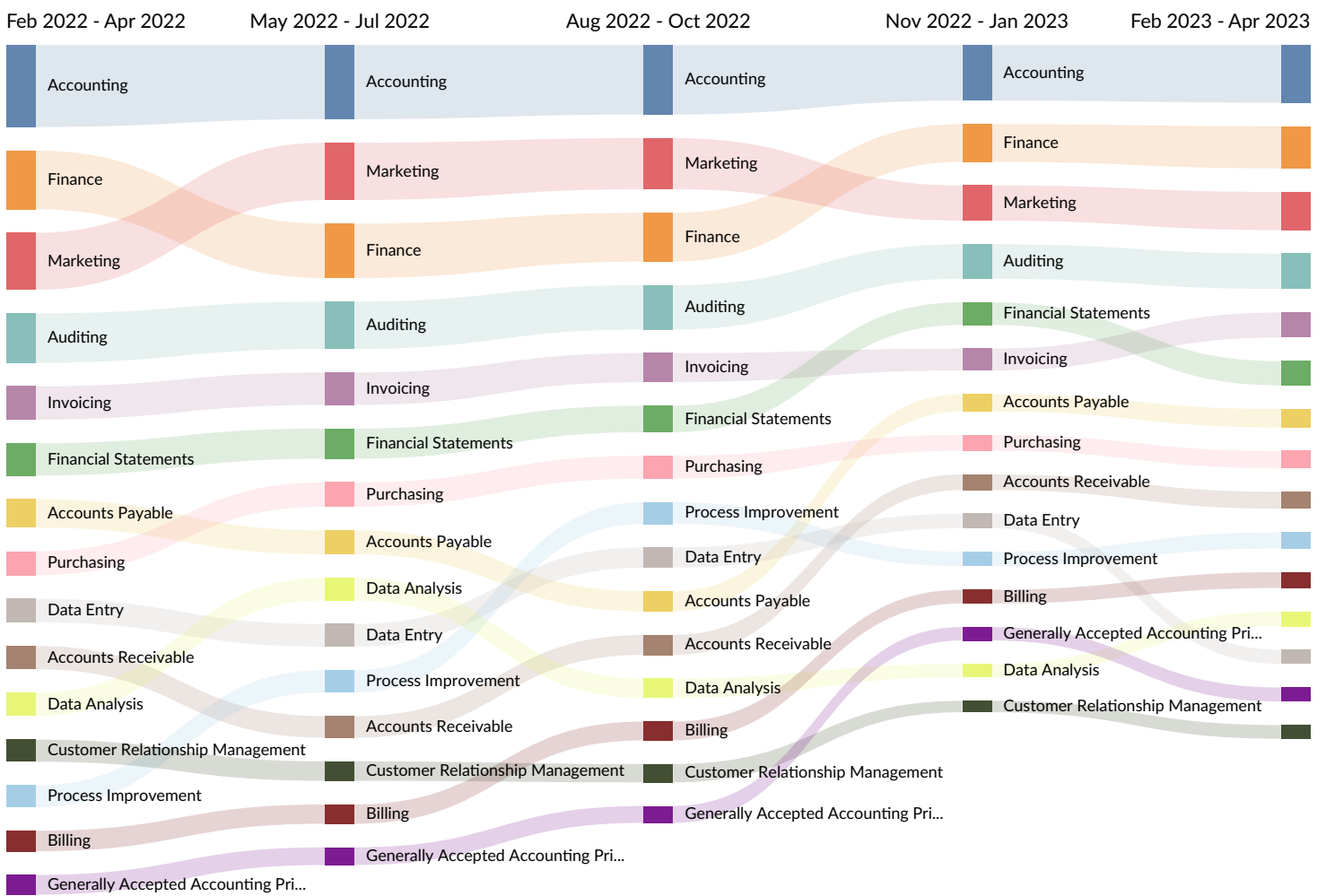


Skill	Salary Boosting	Job Postings Requesting
Accounting	✓	182,353
Marketing	✓	125,207
Finance	✓	123,233
Auditing	✗	111,034
Financial Statements	✗	68,659
Loans	✓	65,281
Invoicing	✗	64,359
Data Entry	✗	56,625
Accounts Payable	✗	54,822
Valid Driver's License	✗	54,098

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.



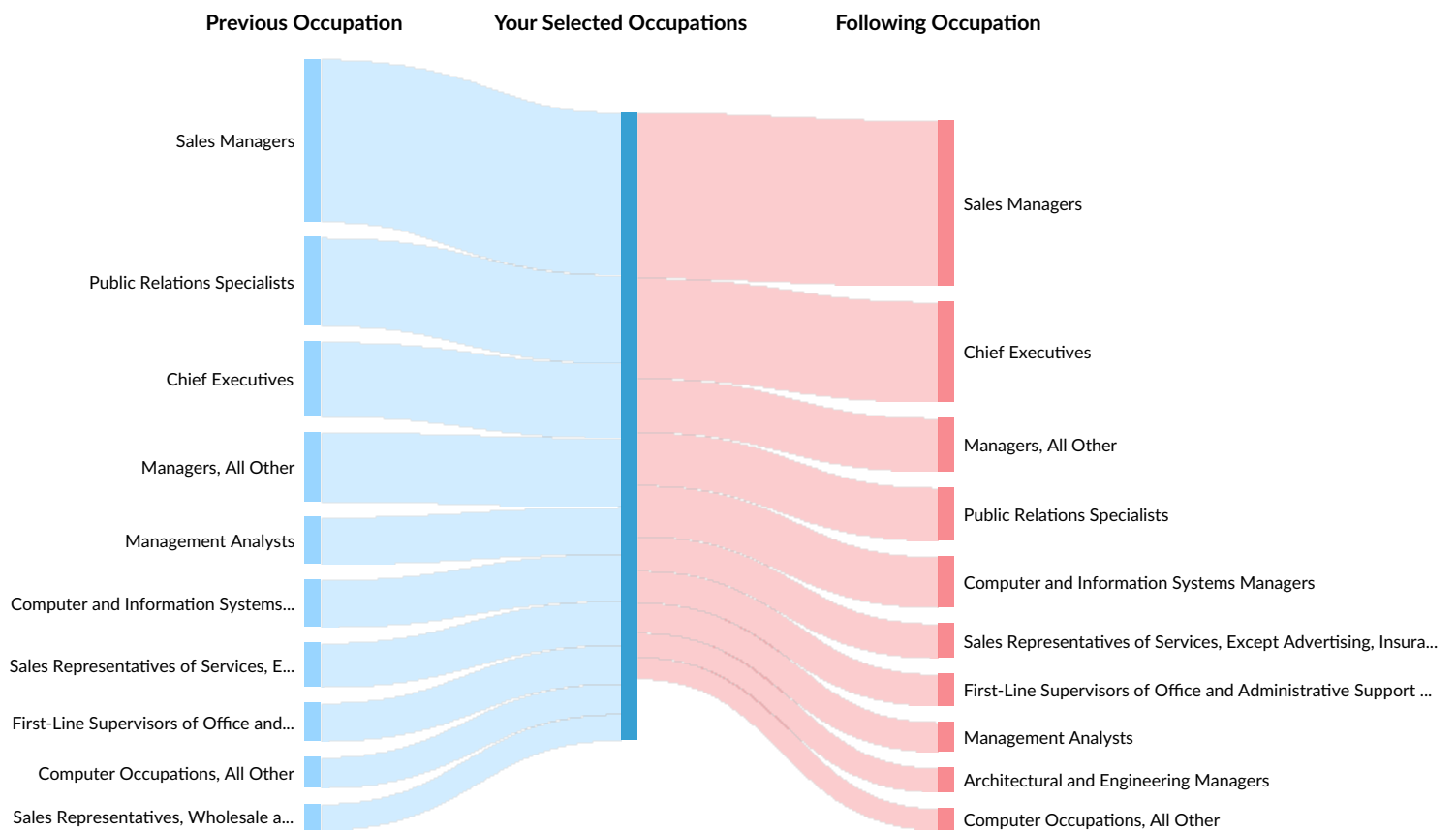
Occupation Gain and Drain

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



223 Programs

294 programs can train for this job, while only 223 programs have produced completers in this region.



32,929 Completions (2021)

The completions from all regional institutions for all degree types.



45,898 Openings (2021)

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

Top Programs	Completions (2021)
Business Administration and Ma...	4,121
Accounting	1,632
Liberal Arts and Sciences, Gener...	1,572
Marketing/Marketing Managem...	1,550
Computer and Information Scien...	1,473

Top Schools	Completions (2021)
University of Wisconsin-Madison	7,525
University of Wisconsin-Milwau...	2,580
University of Wisconsin-Whitew...	1,699
University of Wisconsin-Eau Cla...	1,354
Marquette University	1,303

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