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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

11-1011	Chief Executives
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers

See Append	See Appendix A for all 119 Occupations		
11-3111	Compensation and Benefits Managers		
Managers			
11-3071	Transportation, Storage, and Distribution		
11-3013	Facilities Managers		
11-3012	Administrative Services Managers		

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.



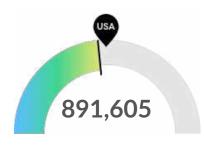
Workforce Map





Executive Summary

Average Hiring Competition Over an Average Supply of Regional Talent



Supply (Jobs)

Wisconsin is about average for this kind of talent. The national average for an area this size is 979,917* employees, while there are 891,605 here.



Compensation

The cost for talent is about average in Wisconsin. The national median salary for your occupations is \$37,082, while you'll pay \$36,327 here.



Demand (Job Postings)

Competition from online job postings is about average in Wisconsin. The national average for an area this size is 23,680* job postings/mo, while there are 23,744 here.

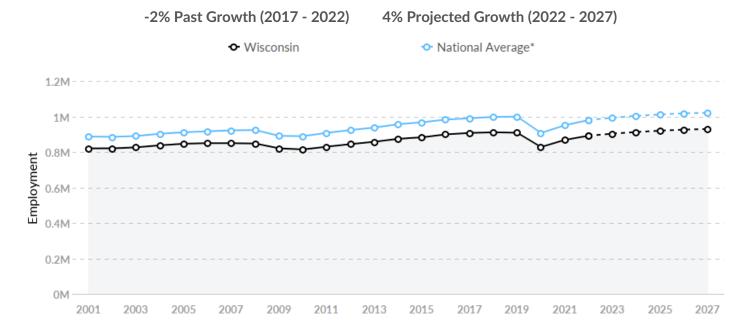
^{*}National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Wisconsin. In other words, the values represent the national average adjusted for region size.



Supply (Jobs)

Supply Is About Equal to the National Average

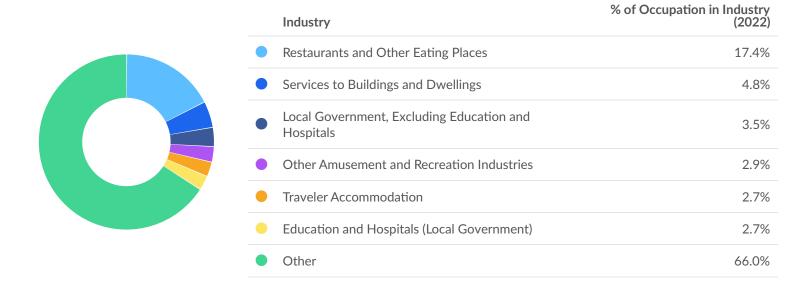
The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for Wisconsin, and how it is changing relative to the nation. An average area of this size would have 979,917* employees, while there are 891,605 here. The gap between expected 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 Wisconsin. In other words, the values represent the national average adjusted for region size.



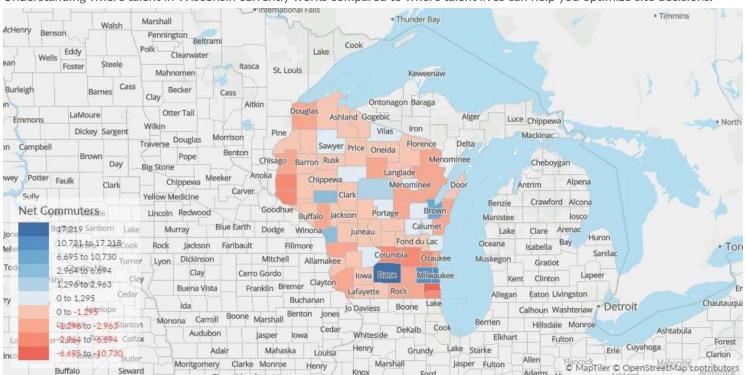
Most Jobs are Found in the Restaurants and Other Eating Places Industry Sector





Place of Work vs Place of Residence

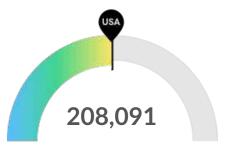
Understanding where talent in Wisconsin currently works compared to where talent lives can help you optimize site decisions.



	Where Talent Works			Where Talent Lives	
County	Name	2022 Employment	County	Name	2022 Workers
55079	Milwaukee County, WI	161,461	55079	Milwaukee County, WI	147,649
55025	Dane County, WI	116,412	55025	Dane County, WI	99,192
55133	Waukesha County, WI	75,535	55133	Waukesha County, WI	64,804
55009	Brown County, WI	46,126	55009	Brown County, WI	39,431
55087	Outagamie County, WI	32,347	55087	Outagamie County, WI	31,845

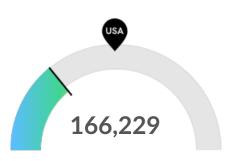


Retirement Risk Is About Average, While Overall Diversity Is Low



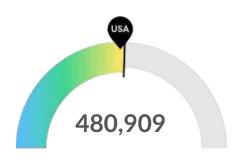
Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 207,861* employees 55 or older, while there are 208,091 here.



Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 347,175* racially diverse employees, while there are 166,229 here.



Gender Diversity

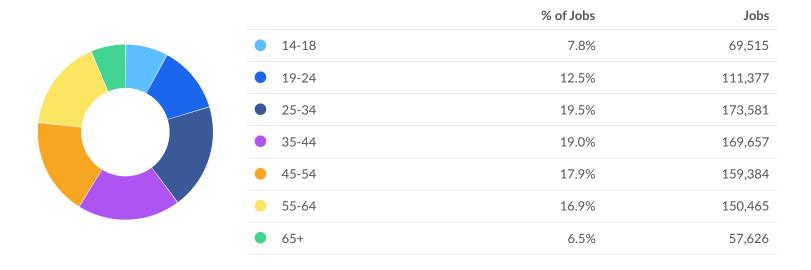
Gender diversity is about average in Wisconsin. The national average for an area this size is 466,418* female employees, while there are 480,909 here.

^{*}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

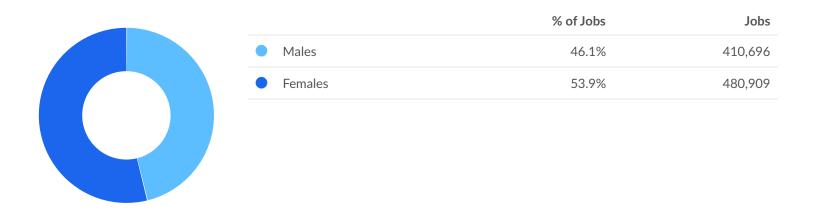


Occupation Race/Ethnicity Breakdown





Occupation Gender Breakdown

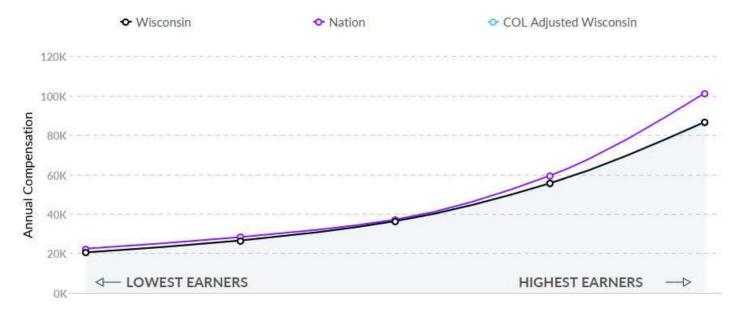




Compensation

Talent Is 2% Cheaper

In 2021, the median compensation for your occupations in Wisconsin is \$36,327. Based on the national median wage of \$37,082 for this position, this means you will spend about 2% less to employ your occupations here. However, their actual purchasing power will be 2% less than the national median when we adjust for regional cost of living (which is 0% higher than average).





Demand



17,849 Employers Competing

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



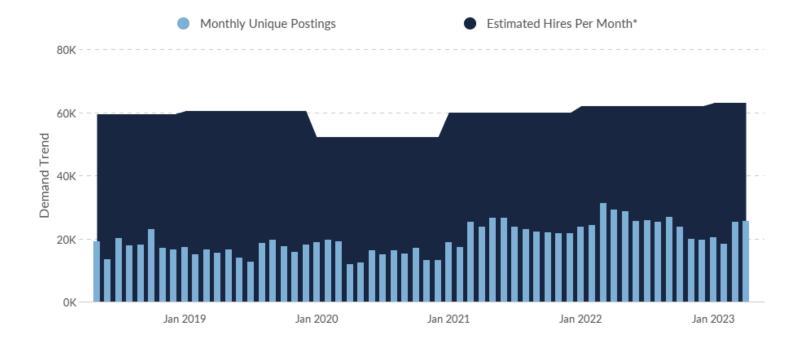
284,933 Unique Job Postings

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



31 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,615	1,242
Customer Service Representatives	1,509	3,877
First-Line Supervisors of Retail Sales Workers	1,910	1,028
Fast Food and Counter Workers	1,549	6,885

^{*}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)
Maintenance and Repair Workers, General	1,163	1,697
Managers, All Other	1,065	300
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	795	3,299
Food Service Managers	963	288
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	716	1,445
General and Operations Managers	708	1,510
Human Resources Specialists	567	1,035
Sales Managers	549	198
Computer User Support Specialists	575	455
First-Line Supervisors of Food Preparation and Serving Workers	592	1,881
Maids and Housekeeping Cleaners	507	1,931
Marketing Managers	459	106
Waiters and Waitresses	493	4,332
Cooks, Restaurant	404	2,445
Security Guards	468	877
First-Line Supervisors of Office and Administrative Support Workers	392	1,107
Market Research Analysts and Marketing Specialists	348	588
Hotel, Motel, and Resort Desk Clerks	304	799
Receptionists and Information Clerks	281	1,508
Transportation, Storage, and Distribution Managers	258	85
Bartenders	248	2,468
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	186	1,010
Landscaping and Groundskeeping Workers	192	1,665



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Human Resources Managers	224	105
Dishwashers	197	867
Computer Network Architects	156	77
Bakers	162	252
Coaches and Scouts	190	307
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	176	904
Demonstrators and Product Promoters	128	77
Dietitians and Nutritionists	158	41
First-Line Supervisors of Non-Retail Sales Workers	131	296
Recreation Workers	162	825
Property, Real Estate, and Community Association Managers	141	91
Sales and Related Workers, All Other	106	233
Business Operations Specialists, All Other	111	594
Dining Room and Cafeteria Attendants and Bartender Helpers	158	552
Food Preparation Workers	113	1,804
Chefs and Head Cooks	118	147
Social and Human Service Assistants	119	426
First-Line Supervisors of Housekeeping and Janitorial Workers	98	227
Payroll and Timekeeping Clerks	87	134
Executive Secretaries and Executive Administrative Assistants	109	241
Exercise Trainers and Group Fitness Instructors	104	655
Administrative Services Managers	101	135
Facilities Managers	128	56
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Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Meeting, Convention, and Event Planners	103	166
Counter and Rental Clerks	74	383
Animal Caretakers	99	555
Human Resources Assistants, Except Payroll and Timekeeping	76	106
Social and Community Service Managers	75	124
Residential Advisors	76	99
Laundry and Dry-Cleaning Workers	64	217
Amusement and Recreation Attendants	81	818
Lodging Managers	92	111
Parking Attendants	69	144
Protective Service Workers, All Other	65	287
Natural Sciences Managers	67	30
Cooks, Short Order	49	209
Office and Administrative Support Workers, All Other	41	102
Interpreters and Translators	43	53
Chief Executives	50	104
Personal Service Managers, All Other	56	3
Shuttle Drivers and Chauffeurs	40	219
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	44	413
Producers and Directors	30	108
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	28	119
Concierges	33	41
Food Batchmakers	30	786
Compensation and Benefits Managers	29	5



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Locker Room, Coatroom, and Dressing Room Attendants	23	49
Advertising Sales Agents	17	78
Librarians and Media Collections Specialists	23	95
Bus Drivers, Transit and Intercity	17	105
Athletic Trainers	28	19
Food Servers, Nonrestaurant	11	412
Community and Social Service Specialists, All Other	18	53
Tour and Travel Guides	15	76
Conservation Scientists	17	28
Travel Agents	15	45
Cooks, Fast Food	11	654
Baggage Porters and Bellhops	10	26
Reservation and Transportation Ticket Agents and Travel Clerks	10	72
Food Scientists and Technologists	9	21
Animal Trainers	13	55
Urban and Regional Planners	11	17
First-Line Supervisors of Personal Service Workers	9	230
Dietetic Technicians	9	21
Advertising and Promotions Managers	7	5
Cooks, Institution and Cafeteria	6	845
Zoologists and Wildlife Biologists	8	12
Ushers, Lobby Attendants, and Ticket Takers	6	431
First-Line Supervisors of Gambling Services Workers	7	9
First-Line Supervisors of Security Workers	7	59
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Gambling Dealers447Entertainment and Recreation Managers, Except Gambling329Personal Care and Service Workers, All Other362Set and Exhibit Designers26Gambling Cage Workers38Coin, Vending, and Amusement Machine Servicers and Repairers234Communications Equipment Operators, All Other02Archivists38Historians30Museum Technicians and Conservators311Gambling Surveillance Officers and Gambling Investigators28Food Preparation and Serving Related Workers, All Other2166Gambling and Sports Book Writers and Runners18First-Line Supervisors of Entertainment and Recreation1102Workers, Except Gambling Services120Entertainers and Performers, Sports and Related Workers, All Other120Gambling Change Persons and Booth Cashiers141Grounds Maintenance Workers, All Other018Cooks, Private Household02	Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Entertainment and Recreation Managers, Except Gambling Personal Care and Service Workers, All Other Set and Exhibit Designers Coin, Vending, and Amusement Machine Servicers and Repairers Coin, Vending, and Amusement Machine Servicers and Repairers Communications Equipment Operators, All Other O Archivists 3 Museum Technicians and Conservators 3 11 Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Cambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Cambling Change Persons and Booth Cashiers 1 Crounds Maintenance Workers, All Other O 2 Cooks, Private Household O 2 6 6 6 6 6 6 6 7 7 7 7 7 7	Curators	4	13
Personal Care and Service Workers, All Other Set and Exhibit Designers Coin, Vending, and Amusement Machine Servicers and Repairers Coin, Vending, and Amusement Machine Servicers and Repairers Communications Equipment Operators, All Other Archivists 3 8 Historians 3 0 Museum Technicians and Conservators 3 11 Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Cambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers 1 Cooks, Private Household O 2 6 6 6 6 6 6 6 6 7 7 7 7 7	Gambling Dealers	4	47
Set and Exhibit Designers 2 6 Gambling Cage Workers 3 8 Coin, Vending, and Amusement Machine Servicers and Repairers 2 34 Communications Equipment Operators, All Other 0 2 Archivists 3 8 Historians 3 00 Museum Technicians and Conservators 3 11 Gambling Surveillance Officers and Gambling Investigators 2 8 Food Preparation and Serving Related Workers, All Other 2 166 Gambling and Sports Book Writers and Runners 1 1 8 First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services 1 1 20 Entertainers and Performers, Sports and Related Workers, All Other 0 18 Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household 0 2	Entertainment and Recreation Managers, Except Gambling	3	29
Gambling Cage Workers 3 8 Coin, Vending, and Amusement Machine Servicers and Repairers Communications Equipment Operators, All Other O 2 Archivists Historians 3 8 Historians 3 00 Museum Technicians and Conservators 3 111 Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Cambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other O 18 Cooks, Private Household O 2	Personal Care and Service Workers, All Other	3	62
Coin, Vending, and Amusement Machine Servicers and Repairers Communications Equipment Operators, All Other Archivists Historians Museum Technicians and Conservators Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Gambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers Cooks, Private Household 2 34 34 34 38 38 30 31 31 31 31 32 31 31 32 34 34 34 34 35 36 37 37 38 38 39 30 30 31 31 31 31 32 32 38 31 31 32 34 34 34 35 36 37 37 38 38 39 30 30 30 30 30 30 30 30 30	Set and Exhibit Designers	2	6
Repairers Communications Equipment Operators, All Other O Archivists Historians Historians Museum Technicians and Conservators Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Gambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers 1 Cooks, Private Household O 2 34 42 43 44 45 46 46 47 47 48 48 49 40 40 40 40 40 40 40 40 40	Gambling Cage Workers	3	8
Archivists 3 8 Historians 3 00 Museum Technicians and Conservators 3 111 Gambling Surveillance Officers and Gambling Investigators 2 8 Food Preparation and Serving Related Workers, All Other 2 166 Gambling and Sports Book Writers and Runners 1 8 First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services 1 102 Entertainers and Performers, Sports and Related Workers, All Other 1 20 Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household 0 2		2	34
Historians Museum Technicians and Conservators 3 11 Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Cambling and Sports Book Writers and Runners First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Cambling Change Persons and Booth Cashiers 1 20 Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other Cooks, Private Household O 2	Communications Equipment Operators, All Other	0	2
Museum Technicians and Conservators Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Gambling and Sports Book Writers and Runners first-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers frounds Maintenance Workers, All Other Cooks, Private Household 3 11 20 21 21 22 23 24 25 26 26 27 28 27 28 27 28 27 28 28 28 29 20 20 20 20 20 20 20 20 20 20 20 20 20	Archivists	3	8
Gambling Surveillance Officers and Gambling Investigators Food Preparation and Serving Related Workers, All Other Gambling and Sports Book Writers and Runners 1 8 First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services 1 102 Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other Cooks, Private Household 2 8 8 7 8 8 7 8 7 8 8 7 8 8 7 8 8 7 8 8 7 8 8 7 8 8 7 8 8 7 8 8 8 7 8 8 8 7 8 8 8 7 8 8 8 8 7 8	Historians	3	0
Food Preparation and Serving Related Workers, All Other 2 166 Gambling and Sports Book Writers and Runners 1 8 First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services 1 102 Entertainers and Performers, Sports and Related Workers, All Other 1 20 Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household 0 2	Museum Technicians and Conservators	3	11
Gambling and Sports Book Writers and Runners 1 8 First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services 1 102 Entertainers and Performers, Sports and Related Workers, All Other 1 20 Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household	Gambling Surveillance Officers and Gambling Investigators	2	8
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other Cooks, Private Household 1 20 21 22 23 24 25 26 27 27 28 29 20 20 20 20 20 20 20 20 20 20 20 20 20	Food Preparation and Serving Related Workers, All Other	2	166
Workers, Except Gambling Services Entertainers and Performers, Sports and Related Workers, All Other 1 20 Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household 0 2	Gambling and Sports Book Writers and Runners	1	8
Other Gambling Change Persons and Booth Cashiers 1 41 Grounds Maintenance Workers, All Other Cooks, Private Household 0 2		1	102
Grounds Maintenance Workers, All Other 0 18 Cooks, Private Household 0 2		1	20
Cooks, Private Household 0 2	Gambling Change Persons and Booth Cashiers	1	41
	Grounds Maintenance Workers, All Other	0	18
Gambling Managers 0 2	Cooks, Private Household	0	2
	Gambling Managers	0	2



Top Companies	Unique Postings	Top Job Titles	Unique Postings
Kwik Trip	9,030	Customer Service Representativ	4,492
University Of Wisconsin-Madiso	2,704	Assistant Managers	3,500
Uline	2,454	Assistant Store Managers	2,970
Festival Foods	2,176	Maintenance Technicians	2,965
Walgreens Boots Alliance	2,005	Administrative Assistants	2,951

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

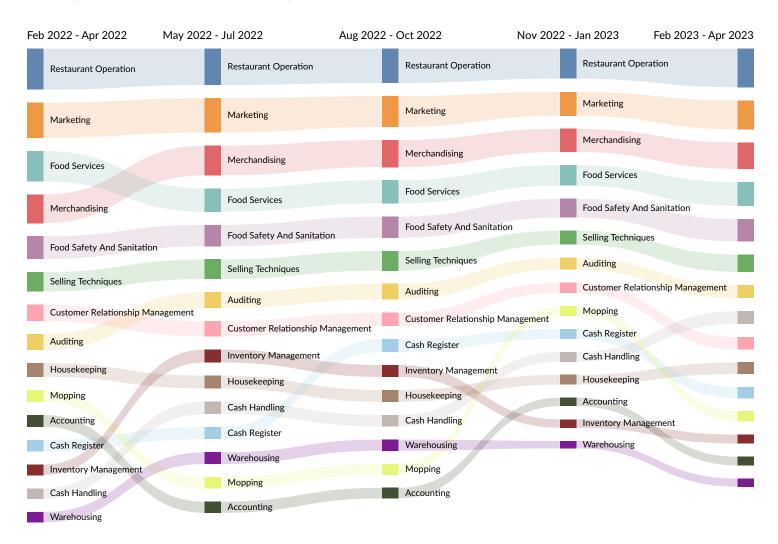
Not enough data to display Necessary Skills for this occupation.



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.





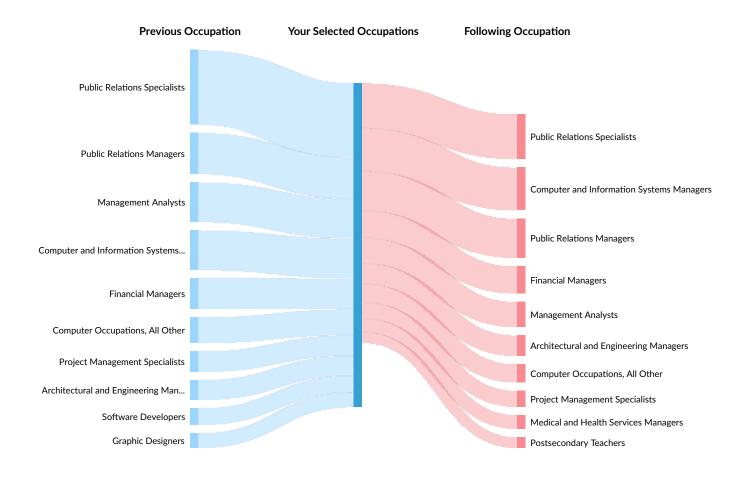
Occupation Gain and Drain

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
Public Relations Specialists	76,648
Public Relations Managers	42,351
Management Analysts	40,916

Computer and Information Systems Managers 40.843 Financial Managers 31.618 Computer Occupations, All Other 26.607 Project Management Specialists 21.189 Architectural and Engineering Managers 20.511 Software Developers 17.213 Graphic Designers 15.280 Computer Systems Analysts 14.724 Medical and Health Services Managers 13.638 Web Developers 13.145 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products 12.211 Postsecondary Teachers 11.625 Retail Salespersons 10.244 Buyers and Purchasing Agents 9.056 Industrial Engineers 9.056 Industrial Engineers 9.056 Iditors 7.132 Editors 7.132 Editors 7.132 Industrial Engineers 6.05 Iditors 7.132 Industrial Production and Operating Workers 7.329 Editors 7.131 Industrial Production Managers 6.06	Previous Occupations	Transitions
Computer Occupations, All Other26,607Project Management Specialists21,189Architectural and Engineering Managers20,511Software Developers17,213Graphic Designers15,280Computer Systems Analysts14,724Medical and Health Services Managers13,638Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,329Editors7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,253	Computer and Information Systems Managers	40,843
Project Management Specialists 21,189 Architectural and Engineering Managers 20,511 Software Developers 17,213 Graphic Designers 15,280 Computer Systems Analysts 14,724 Medical and Health Services Managers 13,638 Web Developers 13,145 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products 11,625 Retail Salespersons 11,625 Retail Salespersons 10,294 Buyers and Purchasing Agents 9,056 Industrial Engineers 8,795 Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 5,255 Recal Estate Sales Agents 5,255 Accountants and Auditors 5,537	Financial Managers	31,618
Architectural and Engineering Managers 20,511 Software Developers 17,213 Graphic Designers 15,280 Computer Systems Analysts 14,724 Medical and Health Services Managers 13,638 Web Developers 13,145 Sales Representatives, Wholesale and Manufacturings, Technical and Scientific Products Postsecondary Teachers 11,625 Retail Salespersons 10,294 Buyers and Purchasing Agents 9,271 Purchasing Managers 9,056 Industrial Engineers 7,329 Editors First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,645 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,808 Real Estate Sales Agents 5,255 Accountants and Auditors	Computer Occupations, All Other	26,607
Software Developers17,213Graphic Designers15,280Computer Systems Analysts14,724Medical and Health Services Managers13,638Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,213Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237	Project Management Specialists	21,189
Graphic Designers15,280Computer Systems Analysts14,724Medical and Health Services Managers13,638Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237	Architectural and Engineering Managers	20,511
Computer Systems Analysts14,724Medical and Health Services Managers13,638Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,329Editors7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,808Real Estate Sales Agents5,255Accountants and Auditors5,237	Software Developers	17,213
Medical and Health Services Managers13,438Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,329Editors7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237	Graphic Designers	15,280
Web Developers13,145Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products12,211Postsecondary Teachers11,625Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,329Editors7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237	Computer Systems Analysts	14,724
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products Postsecondary Teachers Retail Salespersons Retail Salespersons 10,294 Buyers and Purchasing Agents 9,271 Purchasing Managers 9,056 Industrial Engineers 8,795 Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 10,080 Real Estate Sales Agents 5,237 Accountants and Auditors	Medical and Health Services Managers	13,638
Technical and Scientific Products Postsecondary Teachers Retail Salespersons 10,294 Buyers and Purchasing Agents 9,271 Purchasing Managers 9,056 Industrial Engineers 7,329 First-Line Supervisors of Production and Operating Workers First-Line Supervisors of Production and Operating Workers 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents Accountants and Auditors 11,625 11	Web Developers	13,145
Retail Salespersons10,294Buyers and Purchasing Agents9,271Purchasing Managers9,056Industrial Engineers8,795Training and Development Specialists8,594First-Line Supervisors of Production and Operating Workers7,329Editors7,113Financial and Investment Analysts6,451Industrial Production Managers6,264Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237		12,211
Buyers and Purchasing Agents 9,271 Purchasing Managers 9,056 Industrial Engineers 8,795 Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Postsecondary Teachers	11,625
Purchasing Managers 9,056 Industrial Engineers 8,795 Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Retail Salespersons	10,294
Industrial Engineers 8,795 Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Buyers and Purchasing Agents	9,271
Training and Development Specialists 8,594 First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Purchasing Managers	9,056
First-Line Supervisors of Production and Operating Workers 7,329 Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Industrial Engineers	8,795
Editors 7,113 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Training and Development Specialists	8,594
Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	First-Line Supervisors of Production and Operating Workers	7,329
Industrial Production Managers 6,264 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Editors	7,113
Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Financial and Investment Analysts	6,451
Real Estate Sales Agents 5,255 Accountants and Auditors 5,237	Industrial Production Managers	6,264
Accountants and Auditors 5,237	Securities, Commodities, and Financial Services Sales Agents	6,080
· · · · · · · · · · · · · · · · · · ·	Real Estate Sales Agents	5,255
Personal Financial Advisors 4,366	Accountants and Auditors	5,237
	Personal Financial Advisors	4,366

Previous Occupations	Transitions
Education Administrators, Kindergarten through Secondary	4,270
Training and Development Managers	4,023
Education Administrators, Postsecondary	3,956
Network and Computer Systems Administrators	3,892
Operations Research Analysts	3,810
Registered Nurses	3,581
Logisticians	3,498
Insurance Sales Agents	3,334
Teaching Assistants, Postsecondary	3,246
Educational, Guidance, and Career Counselors and Advisors	2,921
Compliance Officers	2,680
Construction Managers	2,471
Lawyers	2,465
Loan Officers	2,343
Information Security Analysts	2,313
Life, Physical, and Social Science Technicians, All Other	1,951
Teachers and Instructors, All Other	1,930
Teaching Assistants, Except Postsecondary	1,840
First-Line Supervisors of Mechanics, Installers, and Repairers	1,836
Bookkeeping, Accounting, and Auditing Clerks	1,555
Secondary School Teachers, Except Special and Career/Technical Education	1,381
Stockers and Order Fillers	1,326
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,241
Cashiers	888
Paralegals and Legal Assistants	834
Paralegals and Legal Assistants Lightcast Q2 2023 Data Set lightcast.io	834

Previous Occupations	Transitions
Office Clerks, General	714
Medical Secretaries and Administrative Assistants	640
Following Occupations	Transitions
Public Relations Specialists	46,265
Computer and Information Systems Managers	44,193
Public Relations Managers	40,510
Financial Managers	28,149
Management Analysts	26,072
Architectural and Engineering Managers	21,199
Computer Occupations, All Other	18,908
Project Management Specialists	16,524
Medical and Health Services Managers	14,181
Postsecondary Teachers	11,172
Software Developers	10,796
Web Developers	9,984
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	9,801
Graphic Designers	9,622
Purchasing Managers	8,280
Real Estate Sales Agents	7,992
Retail Salespersons	7,586
Computer Systems Analysts	7,439
Training and Development Specialists	6,067
Industrial Engineers	5,507
First-Line Supervisors of Production and Operating Workers	5,421
Buyers and Purchasing Agents	5,240
Lightcast Q2 2023 Data Set lightcast.io	23



Following Occupations	Transitions
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
Education Administrators, Postsecondary	3,989
Training and Development Managers	3,838
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
Network and Computer Systems Administrators	3,084
Loan Officers	2,579
Compliance Officers	2,509
Educational, Guidance, and Career Counselors and Advisors	2,453
Lawyers	2,430
Operations Research Analysts	2,175
Logisticians	2,115
Information Security Analysts	1,864
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
Bookkeeping, Accounting, and Auditing Clerks	1,310



Following Occupations	Transitions
Secondary School Teachers, Except Special and Career/Technical Education	1,177
Stockers and Order Fillers	1,009
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	908
Paralegals and Legal Assistants	715
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	697
Cashiers	612
Office Clerks, General	602
Mental Health and Substance Abuse Social Workers	592
Compensation, Benefits, and Job Analysis Specialists	591



Graduate Pipeline



481 Programs

779 programs can train for this job, while only 481 programs have produced completers in this region.



55,251 Completions (2021)

The completions from all regional institutions for all degree types.



148,891 Openings (2021)

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

Top Programs	Completions (2021)	Top Schools	Completions (2021)
Business Administration and Ma	4,121	University of Wisconsin-Madison	12,438
Psychology, General	2,258	University of Wisconsin-Milwau	4,289
Biology/Biological Sciences, Gen	1,859	University of Wisconsin-Whitew	2,641
Emergency Medical Technology/	1,743	University of Wisconsin-Eau Cla	2,362
Accounting	1,632	Marquette University	2,077



Appendix A (Occupations)

Code	Description
11-1011	Chief Executives
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers
11-3012	Administrative Services Managers
11-3013	Facilities Managers
11-3071	Transportation, Storage, and Distribution Managers
11-3111	Compensation and Benefits Managers
11-3121	Human Resources Managers
11-9051	Food Service Managers
11-9071	Gambling Managers

Code	Description
11-9072	Entertainment and Recreation Managers, Except Gambling
11-9081	Lodging Managers
11-9121	Natural Sciences Managers
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
11-9179	Personal Service Managers, All Other
11-9199	Managers, All Other
13-1071	Human Resources Specialists
13-1121	Meeting, Convention, and Event Planners
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
15-1232	Computer User Support Specialists



Code	Description
15-1241	Computer Network Architects
19-1012	Food Scientists and Technologists
19-1023	Zoologists and Wildlife Biologists
19-1031	Conservation Scientists
19-3051	Urban and Regional Planners
19-3093	Historians
21-1093	Social and Human Service Assistants
21-1099	Community and Social Service Specialists, All Other
25-4011	Archivists
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-4022	Librarians and Media Collections Specialists

Code	Description
27-1027	Set and Exhibit Designers
27-2012	Producers and Directors
27-2022	Coaches and Scouts
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3091	Interpreters and Translators
29-1031	Dietitians and Nutritionists
29-2051	Dietetic Technicians
29-9091	Athletic Trainers
33-1091	First-Line Supervisors of Security Workers
33-9031	Gambling Surveillance Officers and Gambling Investigators
33-9032	Security Guards
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers



Code	Description
33-9099	Protective Service Workers, All Other
35-1011	Chefs and Head Cooks
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
35-2011	Cooks, Fast Food
35-2012	Cooks, Institution and Cafeteria
35-2013	Cooks, Private Household
35-2014	Cooks, Restaurant
35-2015	Cooks, Short Order
35-2021	Food Preparation Workers
35-3011	Bartenders
35-3023	Fast Food and Counter Workers
35-3031	Waiters and Waitresses

Code	Description
35-3041	Food Servers, Nonrestaurant
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers
35-9021	Dishwashers
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
35-9099	Food Preparation and Serving Related Workers, All Other
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
37-2012	Maids and Housekeeping Cleaners
37-3011	Landscaping and Groundskeeping Workers
37-3019	Grounds Maintenance Workers, All Other
39-1013	First-Line Supervisors of Gambling Services Workers



Code	Description
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
39-1022	First-Line Supervisors of Personal Service Workers
39-2011	Animal Trainers
39-2021	Animal Caretakers
39-3011	Gambling Dealers
39-3012	Gambling and Sports Book Writers and Runners
39-3031	Ushers, Lobby Attendants, and Ticket Takers
39-3091	Amusement and Recreation Attendants
39-3093	Locker Room, Coatroom, and Dressing Room Attendants
39-3099	Entertainment Attendants and Related Workers, All Other
39-6011	Baggage Porters and Bellhops
39-6012	Concierges

Code	Description
39-7018	Tour and Travel Guides
39-9031	Exercise Trainers and Group Fitness Instructors
39-9032	Recreation Workers
39-9041	Residential Advisors
39-9099	Personal Care and Service Workers, All Other
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
41-2012	Gambling Change Persons and Booth Cashiers
41-2021	Counter and Rental Clerks
41-3011	Advertising Sales Agents
41-3041	Travel Agents
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel



Code	Description
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9011	Demonstrators and Product Promoters
41-9099	Sales and Related Workers, All Other
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-2099	Communications Equipment Operators, All Other
43-3041	Gambling Cage Workers
43-3051	Payroll and Timekeeping Clerks
43-4051	Customer Service Representatives
43-4081	Hotel, Motel, and Resort Desk Clerks
43-4161	Human Resources Assistants, Except Payroll and Timekeeping
43-4171	Receptionists and Information Clerks
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks

Code	Description
43-6011	Executive Secretaries and Executive Administrative Assistants
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
43-9199	Office and Administrative Support Workers, All Other
49-9071	Maintenance and Repair Workers, General
49-9091	Coin, Vending, and Amusement Machine Servicers and Repairers
51-3011	Bakers
51-3092	Food Batchmakers
51-6011	Laundry and Dry-Cleaning Workers
53-3052	Bus Drivers, Transit and Intercity
53-3053	Shuttle Drivers and Chauffeurs
53-6021	Parking Attendants