

Human Services (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

77 Occupations

11-2022 Sales Managers

11-2032 Public Relations Managers

11-2033 Fundraising Managers

11-3111 Compensation and Benefits Managers

11-9031 Education and Childcare Administrators,
Preschool and Daycare

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

11-9151 Social and Community Service Managers

11-9161 Emergency Management Directors

11-9171 Funeral Home Managers

See Appendix A for all 77 Occupations

1 State

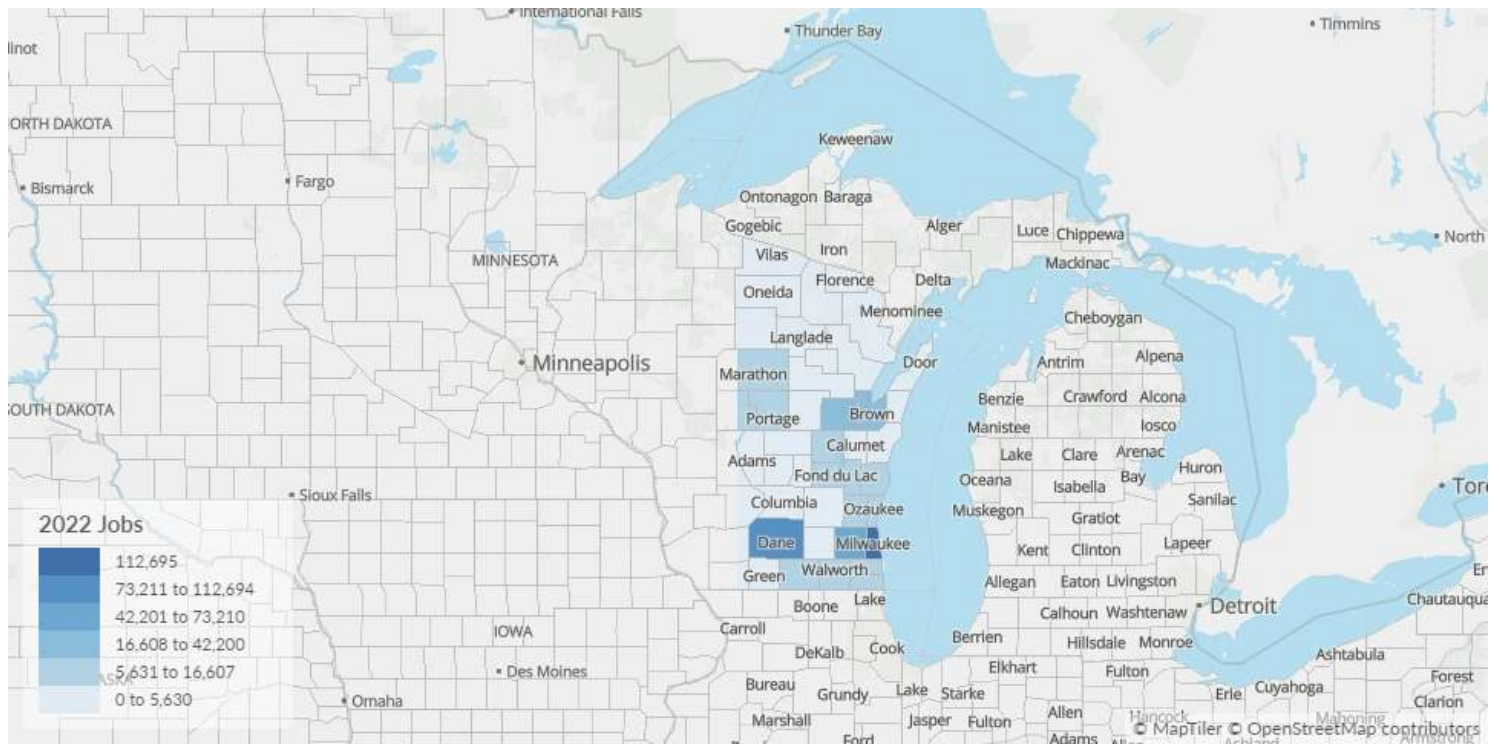
55 Wisconsin

Class of Worker

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

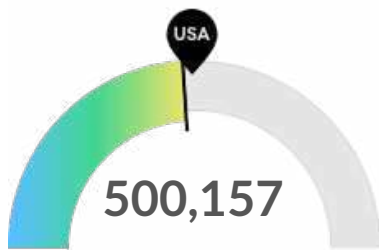
The information in this report pertains to the chosen occupations and geographical area.

Workforce Map



Executive Summary

Average Hiring Competition Over an Average Supply of Regional Talent



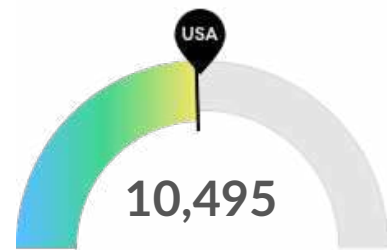
Supply (Jobs)

Wisconsin is about average for this kind of talent. The national average for an area this size is 530,235* employees, while there are 500,157 here.



Compensation

The cost for talent is low in Wisconsin. The national median salary for your occupations is \$39,506, while you'll pay \$36,941 here.



Demand (Job Postings)

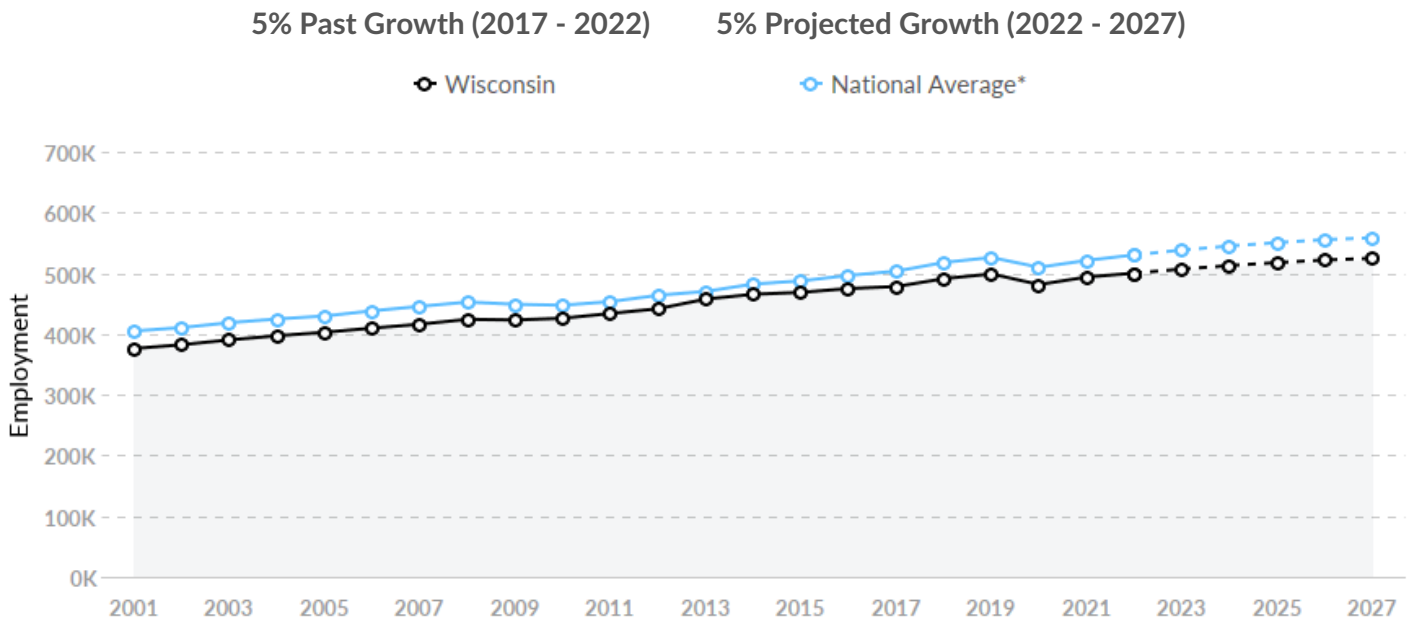
Competition from online job postings is about average in Wisconsin. The national average for an area this size is 10,815* job postings/mo, while there are 10,495 here.

*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)

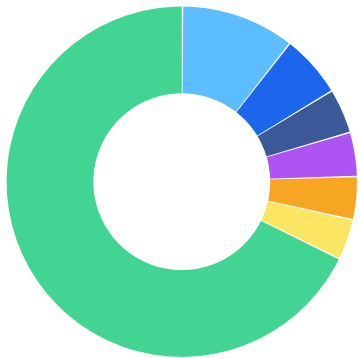
Supply Is About Equal to the National Average








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 530,235* employees, while there are 500,157 here. The gap between expected and actual employment is expected to increase 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.

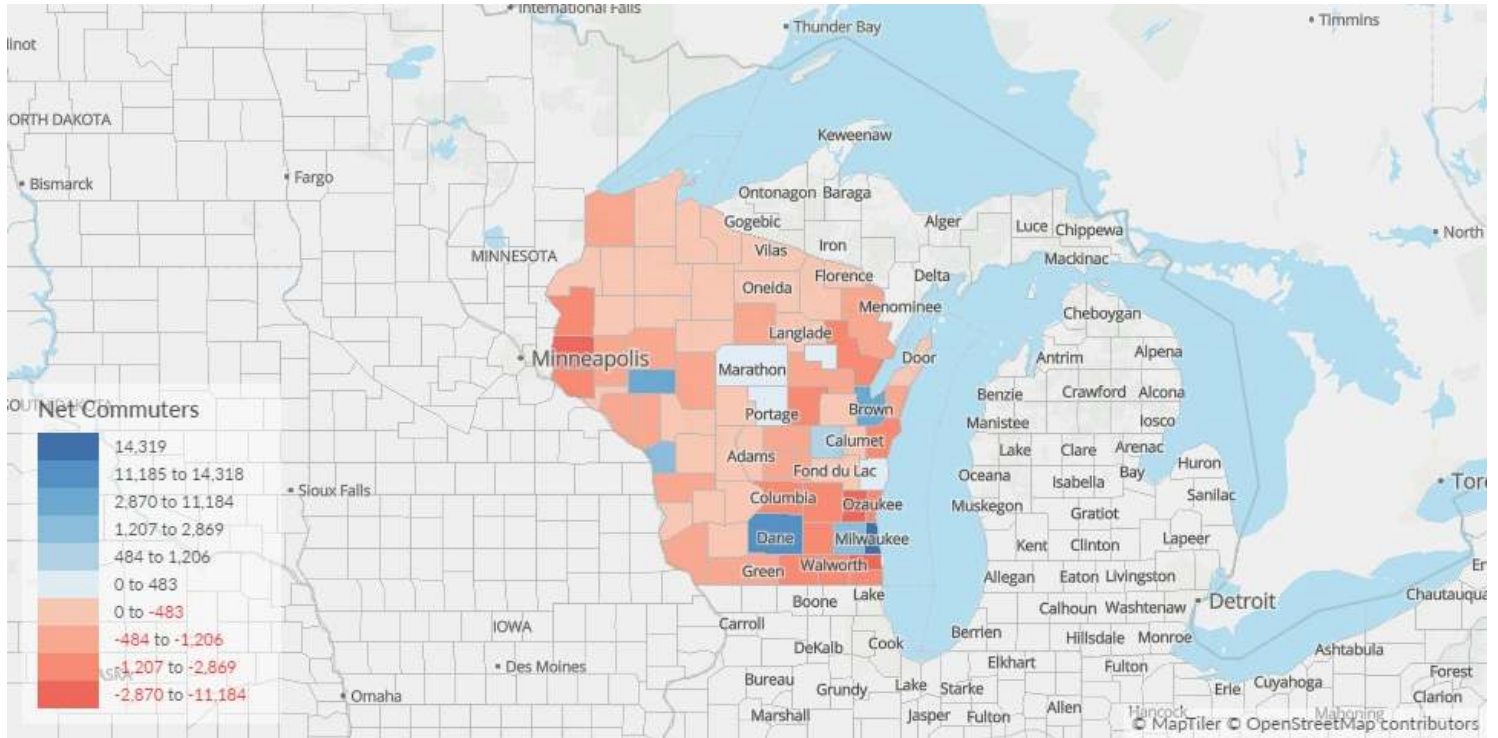
Most Jobs are Found in the Individual and Family Services Industry Sector



Industry	% of Occupation in Industry (2022)
 Individual and Family Services	10.5%
 Education and Hospitals (Local Government)	5.8%
 Child Day Care Services	4.1%
 Local Government, Excluding Education and Hospitals	4.1%
 Agencies, Brokerages, and Other Insurance Related Activities	4.0%
 Insurance Carriers	3.8%
 Other	67.8%

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.



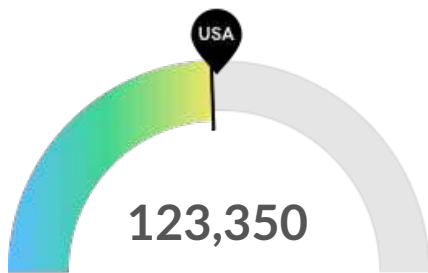
Where Talent Works

County	Name	2022 Employment
55079	Milwaukee County, WI	112,695
55025	Dane County, WI	73,211
55133	Waukesha County, WI	42,201
55009	Brown County, WI	25,153
55999	[Wisconsin, county not ...]	18,616

Where Talent Lives

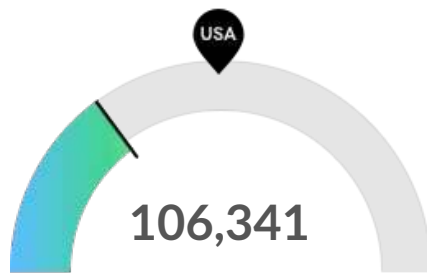
County	Name	2022 Workers
55079	Milwaukee County, WI	98,376
55025	Dane County, WI	62,026
55133	Waukesha County, WI	40,253
55009	Brown County, WI	21,572
55999	[Wisconsin, county not ...]	18,567

Retirement Risk Is About Average, While Overall Diversity Is Low



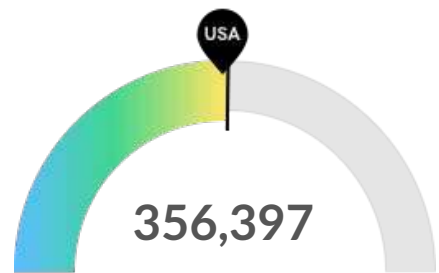
Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 127,458* employees 55 or older, while there are 123,350 here.



Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 208,084* racially diverse employees, while there are 106,341 here.



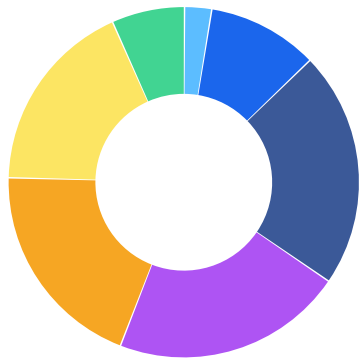
Gender Diversity

Gender diversity is about average in Wisconsin. The national average for an area this size is 350,767* female employees, while there are 356,397 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.

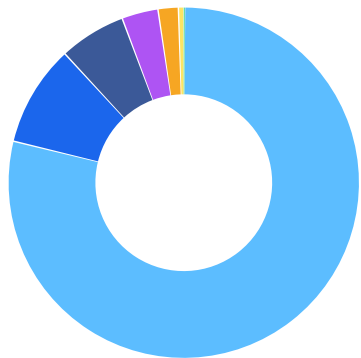
Demographic Details

Occupation Age Breakdown



	% of Jobs	Jobs
14-18	2.5%	12,473
19-24	10.2%	51,055
25-34	21.8%	108,856
35-44	21.3%	106,782
45-54	19.5%	97,641
55-64	17.9%	89,697
65+	6.7%	33,653

Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	78.7%	393,816
Black or African American	9.3%	46,693
Hispanic or Latino	6.1%	30,741
Asian	3.4%	16,764
Two or More Races	1.9%	9,340
American Indian or Alaska Native	0.5%	2,584
Native Hawaiian or Other Pacific Islander	0.0%	219

Occupation Gender Breakdown

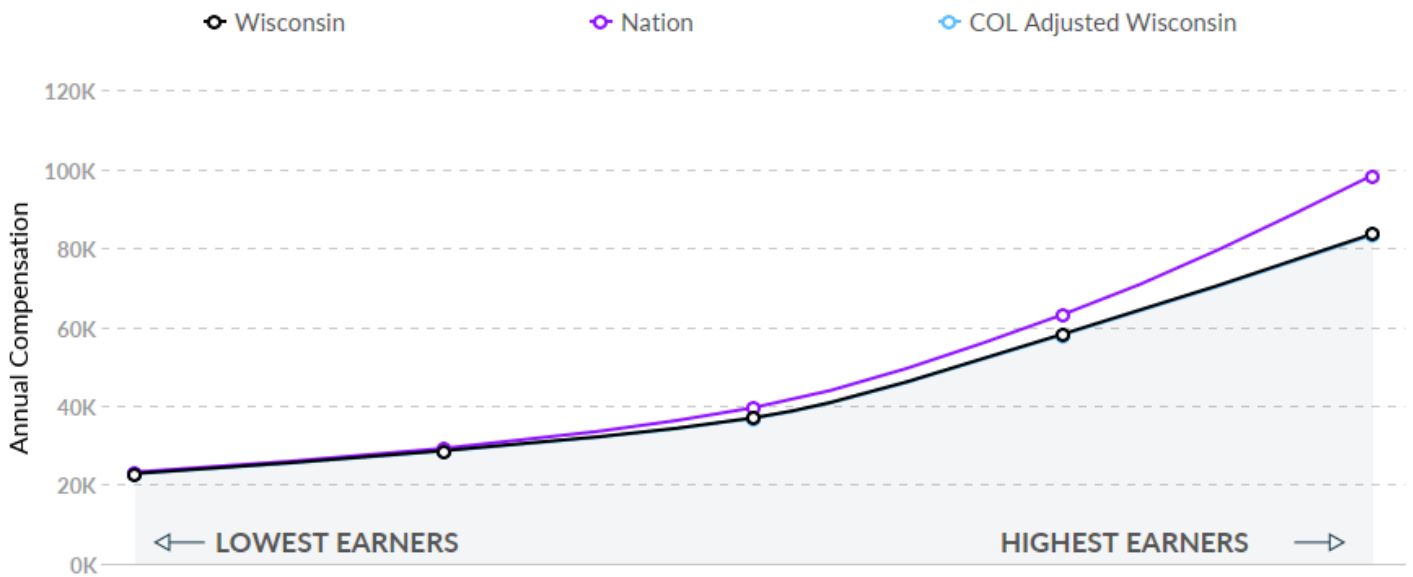


	% of Jobs	Jobs
● Males	28.7%	143,759
● Females	71.3%	356,397

Compensation

Talent Is 6% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in Wisconsin is \$36,941. Based on the national median wage of \$39,506 for this position, this means you will spend about 6% less to employ your occupations here. However, their actual purchasing power will be 7% less than the national median when we adjust for regional cost of living (which is 0% higher than average). This may make it harder to attract talent to the region at this price.



Demand



10,142 Employers Competing

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



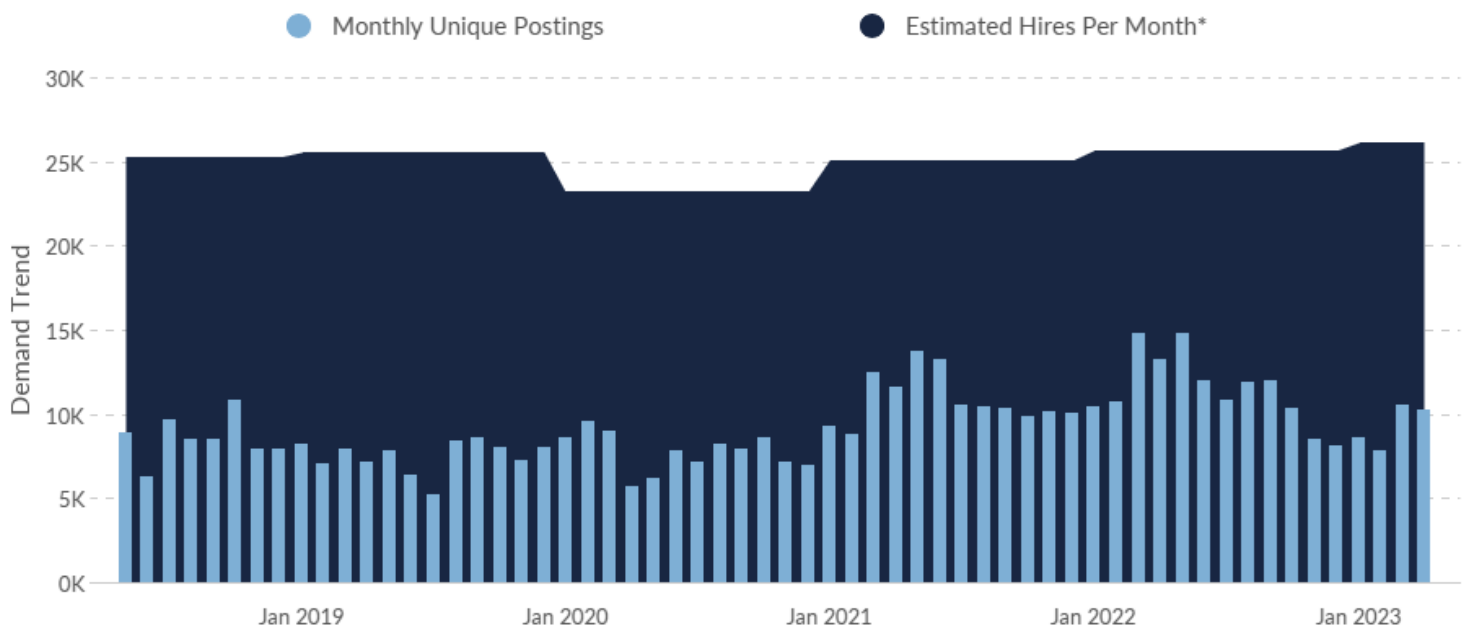
125,936 Unique Job Postings

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)
Customer Service Representatives	1,509	3,877
Home Health and Personal Care Aides	1,419	5,584
Human Resources Specialists	567	1,035
Sales Managers	549	198

*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)
Merchandise Displayers and Window Trimmers	532	144
Accountants and Auditors	494	897
Maids and Housekeeping Cleaners	507	1,931
Market Research Analysts and Marketing Specialists	348	588
Insurance Sales Agents	169	246
Preschool Teachers, Except Special Education	349	581
Childcare Workers	185	849
Financial and Investment Analysts	267	103
Medical Secretaries and Administrative Assistants	269	221
Buyers and Purchasing Agents	268	328
Real Estate Sales Agents	149	138
Educational, Guidance, and Career Counselors and Advisors	179	181
Hairdressers, Hairstylists, and Cosmetologists	139	356
Teaching Assistants, Except Postsecondary	147	1,227
Dietitians and Nutritionists	158	41
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	151	258
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	106	160
Property, Real Estate, and Community Association Managers	141	91
Business Operations Specialists, All Other	111	594
Public Relations Managers	145	26
Public Relations Specialists	115	189
Food Preparation Workers	113	1,804
Personal Financial Advisors	90	105
Social and Human Service Assistants	119	426
Exercise Trainers and Group Fitness Instructors	104	655

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Meeting, Convention, and Event Planners	103	166
Social and Community Service Managers	75	124
Residential Advisors	76	99
Insurance Claims and Policy Processing Clerks	60	189
Clinical and Counseling Psychologists	64	54
Child, Family, and School Social Workers	60	227
Marriage and Family Therapists	47	26
Massage Therapists	37	100
Healthcare Social Workers	50	150
Emergency Medical Technicians	50	125
Insurance Underwriters	31	42
Emergency Medicine Physicians	35	6
Clergy	33	207
Counselors, All Other	29	22
Compensation and Benefits Managers	29	5
Education and Childcare Administrators, Preschool and Daycare	28	41
Locker Room, Coatroom, and Dressing Room Attendants	23	49
Fundraisers	23	117
Athletic Trainers	28	19
School Psychologists	21	34
Credit Counselors	17	25
Emergency Management Directors	13	9
Financial Specialists, All Other	13	47
Recreational Therapists	13	14

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Mental Health and Substance Abuse Social Workers	15	95
Insurance Appraisers, Auto Damage	12	4
Urban and Regional Planners	11	17
Barbers	11	11
Career/Technical Education Teachers, Secondary School	14	34
Psychologists, All Other	11	8
Directors, Religious Activities and Education	11	162
Manicurists and Pedicurists	5	92
Rehabilitation Counselors	8	90
Firefighters	9	261
Skincare Specialists	6	41
Industrial-Organizational Psychologists	5	0
Funeral Home Managers	11	6
Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors	5	29
Sociologists	4	0
Personal Care and Service Workers, All Other	3	62
Funeral Attendants	1	28
Fundraising Managers	2	21
Ambulance Drivers and Attendants, Except Emergency Medical Technicians	1	20
Religious Workers, All Other	0	89
Morticians, Undertakers, and Funeral Arrangers	0	29
Embalmers	0	0
Career/Technical Education Teachers, Middle School	0	7

Top Companies	Unique Postings	Top Job Titles	Unique Postings
CareInHomes	5,284 	Caregivers	4,903 
University Of Wisconsin-Madiso...	1,294 	Customer Service Representativ...	4,483 
Uline	1,092 	Housekeepers	2,856 
Aston Carter	895 	Accountants	1,502 
Advocate Aurora Health	876 	Retail Merchandisers	1,476 

Top Distinguishing Skills by Demand

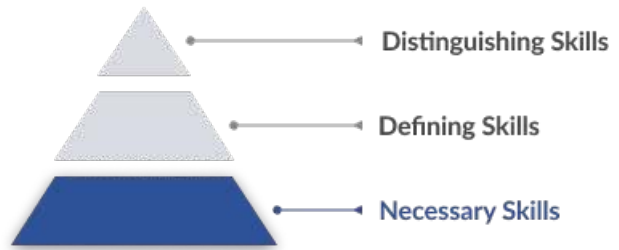
Not enough data to display Distinguishing Skills for this occupation.

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.

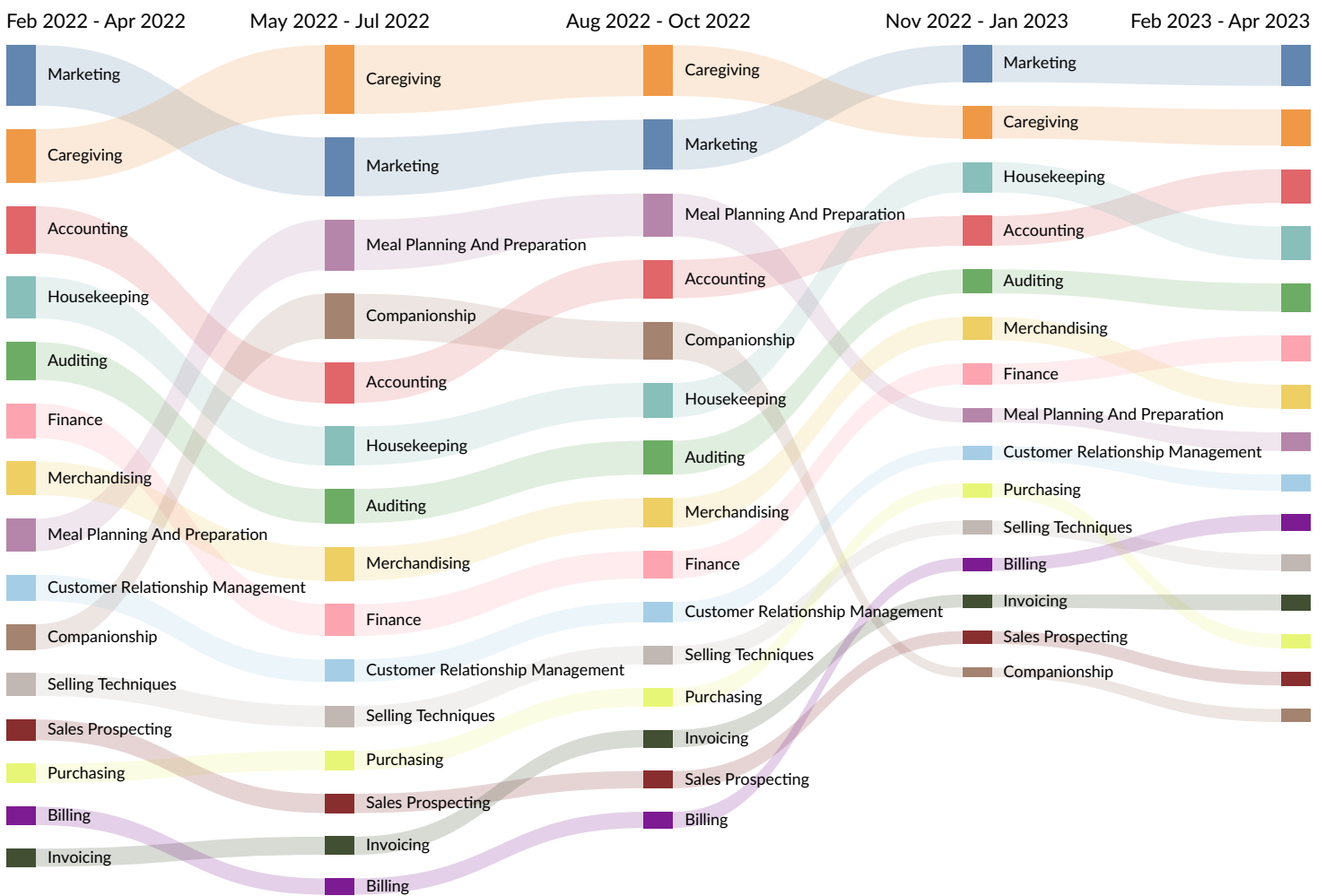


Skill	Salary Boosting	Job Postings Requesting
Valid Driver's License	✘	125,314
Marketing	✔	115,302
Accounting	✘	93,976
Merchandising	✔	76,852
Housekeeping	✔	69,206
Auditing	✘	67,573
Finance	✔	64,388
Caregiving	✘	60,815
Selling Techniques	✘	55,381
Sales Prospecting	✔	45,106

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.



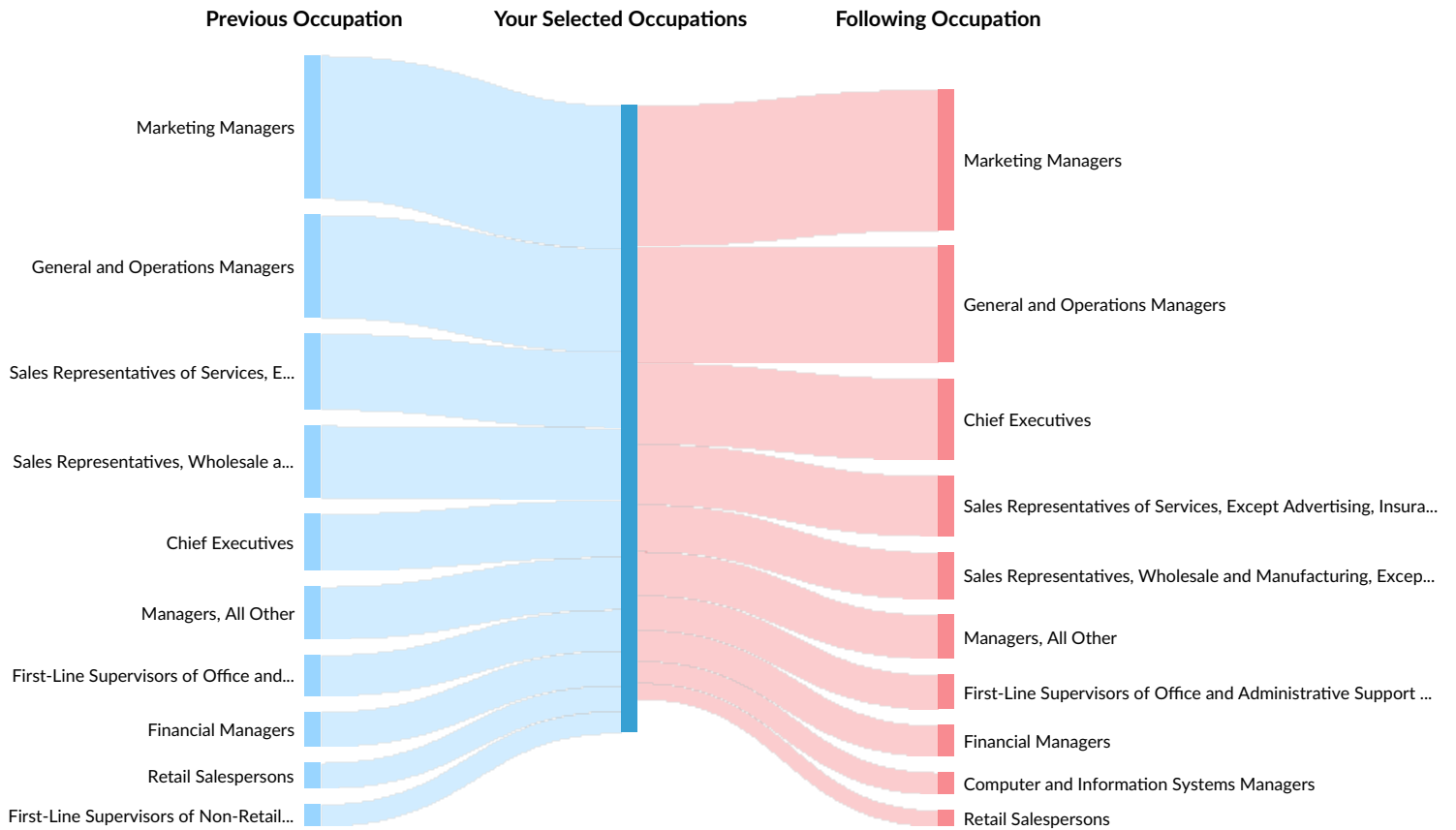
Occupation Gain and Drain

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
Marketing Managers	143,915
General and Operations Managers	103,699

Previous Occupations	Transitions
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	76,130
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	72,571
Chief Executives	57,177
Managers, All Other	52,803
First-Line Supervisors of Office and Administrative Support Workers	41,166
Financial Managers	34,964
Retail Salespersons	25,689
First-Line Supervisors of Non-Retail Sales Workers	22,131
Computer and Information Systems Managers	20,685
Management Analysts	17,158
First-Line Supervisors of Retail Sales Workers	16,709
Medical and Health Services Managers	12,076
Sales and Related Workers, All Other	11,800
Computer User Support Specialists	11,558
Securities, Commodities, and Financial Services Sales Agents	11,149
Project Management Specialists	9,897
Training and Development Specialists	9,724
Computer Occupations, All Other	8,681
Architectural and Engineering Managers	8,285
Transportation, Storage, and Distribution Managers	7,512
Human Resources Managers	7,492
Advertising and Promotions Managers	6,662
Loan Officers	6,437
Executive Secretaries and Executive Administrative Assistants	6,366

Previous Occupations	Transitions
First-Line Supervisors of Production and Operating Workers	5,882
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,067
Computer Systems Analysts	4,642
Postsecondary Teachers	4,635
Purchasing Managers	4,535
Registered Nurses	4,244
Software Developers	4,206
Coaches and Scouts	3,547
Producers and Directors	3,259
Education Administrators, Kindergarten through Secondary	3,064
Demonstrators and Product Promoters	2,908
Network and Computer Systems Administrators	2,851
Education Administrators, Postsecondary	2,822
Industrial Engineers	2,346
First-Line Supervisors of Food Preparation and Serving Workers	2,056
Logisticians	1,927
Web Developers	1,827
Waiters and Waitresses	1,824
Natural Sciences Managers	1,791
Lawyers	1,734
Compliance Officers	1,606
Graphic Designers	1,528
Compensation, Benefits, and Job Analysis Specialists	1,419
Bookkeeping, Accounting, and Auditing Clerks	1,378
Stockers and Order Fillers	1,343

Previous Occupations	Transitions
Teachers and Instructors, All Other	1,162
Hotel, Motel, and Resort Desk Clerks	1,138
Editors	1,133
Operations Research Analysts	1,128
Teaching Assistants, Postsecondary	998
Cashiers	947
Recreation Workers	915
Secondary School Teachers, Except Special and Career/Technical Education	881
Fast Food and Counter Workers	836
Life, Physical, and Social Science Technicians, All Other	831
Community and Social Service Specialists, All Other	697
Paralegals and Legal Assistants	582
News Analysts, Reporters, and Journalists	576
Receptionists and Information Clerks	543
Human Resources Assistants, Except Payroll and Timekeeping	481
Office Clerks, General	476
Medical Assistants	439
Tutors	315
Following Occupations	Transitions
Marketing Managers	141,271
General and Operations Managers	117,273
Chief Executives	81,570
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	60,671
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	47,211

Following Occupations	Transitions
Managers, All Other	43,988
First-Line Supervisors of Office and Administrative Support Workers	34,843
Financial Managers	31,177
Computer and Information Systems Managers	21,930
Retail Salespersons	16,136
Management Analysts	15,816
First-Line Supervisors of Non-Retail Sales Workers	14,565
First-Line Supervisors of Retail Sales Workers	13,282
Medical and Health Services Managers	11,981
Computer User Support Specialists	10,027
Project Management Specialists	8,455
Human Resources Managers	8,373
Architectural and Engineering Managers	8,010
Securities, Commodities, and Financial Services Sales Agents	7,907
Computer Occupations, All Other	7,772
Training and Development Specialists	7,484
Transportation, Storage, and Distribution Managers	7,318
Loan Officers	6,436
Executive Secretaries and Executive Administrative Assistants	6,315
Sales and Related Workers, All Other	6,270
Advertising and Promotions Managers	5,632
First-Line Supervisors of Production and Operating Workers	4,614
Postsecondary Teachers	4,387
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	4,325
Purchasing Managers	4,147

Following Occupations	Transitions
Software Developers	4,005
Computer Systems Analysts	3,769
Registered Nurses	3,544
Producers and Directors	3,536
Education Administrators, Kindergarten through Secondary	3,413
Coaches and Scouts	2,951
Education Administrators, Postsecondary	2,853
Network and Computer Systems Administrators	2,557
Real Estate Brokers	2,444
Demonstrators and Product Promoters	2,157
Web Developers	1,787
Information Security Analysts	1,767
Compliance Officers	1,751
Industrial Engineers	1,681
Logisticians	1,578
Natural Sciences Managers	1,558
Lawyers	1,524
Bookkeeping, Accounting, and Auditing Clerks	1,502
Graphic Designers	1,304
Compensation, Benefits, and Job Analysis Specialists	1,254
Waiters and Waitresses	1,196
Stockers and Order Fillers	1,171
Operations Research Analysts	1,100
Teaching Assistants, Postsecondary	1,015
Teachers and Instructors, All Other	991
Claims Adjusters, Examiners, and Investigators	935

Following Occupations	Transitions
Editors	915
Recreation Workers	845
Hotel, Motel, and Resort Desk Clerks	779
Life, Physical, and Social Science Technicians, All Other	771
Secondary School Teachers, Except Special and Career/Technical Education	730
Fast Food and Counter Workers	681
Human Resources Assistants, Except Payroll and Timekeeping	646
Paralegals and Legal Assistants	603
Cashiers	599
Receptionists and Information Clerks	583
Medical Assistants	402

Graduate Pipeline



327 Programs

470 programs can train for this job, while only 327 programs have produced completers in this region.



51,055 Completions (2021)

The completions from all regional institutions for all degree types.



73,066 Openings (2021)

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

Top Programs	Completions (2021)
Nursing Assistant/Aide and Pati...	5,218
Business Administration and Ma...	4,121
Psychology, General	2,258
Emergency Medical Technology/...	1,743
Accounting	1,632

Top Schools	Completions (2021)
University of Wisconsin-Madison	7,974
University of Wisconsin-Milwau...	3,864
University of Wisconsin-Whitew...	2,328
Madison Area Technical College	1,998
University of Wisconsin-Eau Cla...	1,956

Appendix A (Occupations)

Code	Description
11-2022	Sales Managers
11-2032	Public Relations Managers
11-2033	Fundraising Managers
11-3111	Compensation and Benefits Managers
11-9031	Education and Childcare Administrators, Preschool and Daycare
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
11-9161	Emergency Management Directors
11-9171	Funeral Home Managers
13-1028	Buyers and Purchasing Agents
13-1032	Insurance Appraisers, Auto Damage
13-1071	Human Resources Specialists

Code	Description
13-1121	Meeting, Convention, and Event Planners
13-1131	Fundraisers
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
13-2011	Accountants and Auditors
13-2051	Financial and Investment Analysts
13-2052	Personal Financial Advisors
13-2053	Insurance Underwriters
13-2071	Credit Counselors
13-2099	Financial Specialists, All Other
19-3032	Industrial-Organizational Psychologists
19-3033	Clinical and Counseling Psychologists

Code	Description
19-3034	School Psychologists
19-3039	Psychologists, All Other
19-3041	Sociologists
19-3051	Urban and Regional Planners
21-1012	Educational, Guidance, and Career Counselors and Advisors
21-1013	Marriage and Family Therapists
21-1015	Rehabilitation Counselors
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors
21-1019	Counselors, All Other
21-1021	Child, Family, and School Social Workers
21-1022	Healthcare Social Workers
21-1023	Mental Health and Substance Abuse Social Workers

Code	Description
21-1093	Social and Human Service Assistants
21-2011	Clergy
21-2021	Directors, Religious Activities and Education
21-2099	Religious Workers, All Other
25-2011	Preschool Teachers, Except Special Education
25-2023	Career/Technical Education Teachers, Middle School
25-2032	Career/Technical Education Teachers, Secondary School
25-3011	Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors
25-9045	Teaching Assistants, Except Postsecondary
27-1026	Merchandise Displayers and Window Trimmers
27-3031	Public Relations Specialists
29-1031	Dietitians and Nutritionists

Code	Description
29-1125	Recreational Therapists
29-1214	Emergency Medicine Physicians
29-2042	Emergency Medical Technicians
29-9091	Athletic Trainers
31-1128	Home Health and Personal Care Aides
31-9011	Massage Therapists
33-2011	Firefighters
35-2021	Food Preparation Workers
37-2012	Maids and Housekeeping Cleaners
39-3093	Locker Room, Coatroom, and Dressing Room Attendants
39-4011	Embalmers
39-4021	Funeral Attendants

Code	Description
39-4031	Morticians, Undertakers, and Funeral Arrangers
39-5011	Barbers
39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5092	Manicurists and Pedicurists
39-5093	Shampooers
39-5094	Skincare Specialists
39-9011	Childcare Workers
39-9031	Exercise Trainers and Group Fitness Instructors
39-9041	Residential Advisors
39-9099	Personal Care and Service Workers, All Other
41-3021	Insurance Sales Agents
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Code	Description
41-9022	Real Estate Sales Agents
43-4051	Customer Service Representatives
43-6013	Medical Secretaries and Administrative Assistants

Code	Description
43-9041	Insurance Claims and Policy Processing Clerks
53-3011	Ambulance Drivers and Attendants, Except Emergency Medical Technicians