

Information Technology (5-Digit SOC) in Marathon County, WI



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Wausau, Wisconsin 54403-5530

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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

63 Occupations

11-2032 Public Relations Managers

11-3012 Administrative Services Managers

11-3021 Computer and Information Systems
Managers

11-3071 Transportation, Storage, and Distribution
Managers

11-3131 Training and Development Managers

13-1041 Compliance Officers

13-1111 Management Analysts

13-1161 Market Research Analysts and Marketing
Specialists

13-1199 Business Operations Specialists, All Other

See Appendix A for all 63 Occupations

1 County

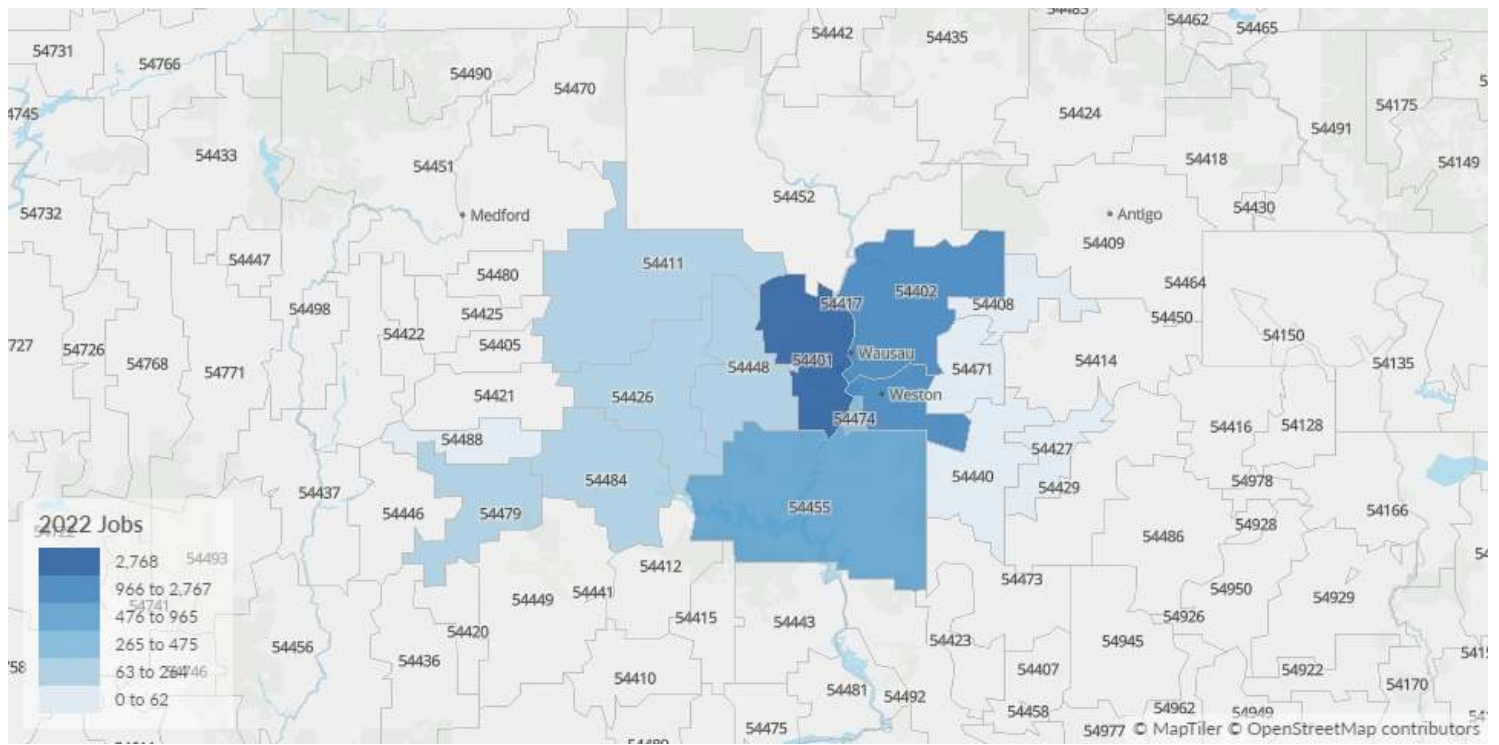
55073 Marathon County, WI

Class of Worker

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

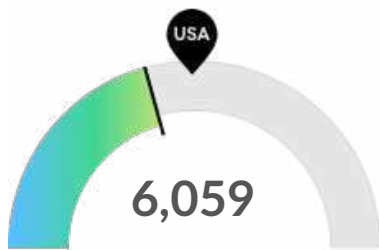
The information in this report pertains to the chosen occupations and geographical area.

Workforce Map



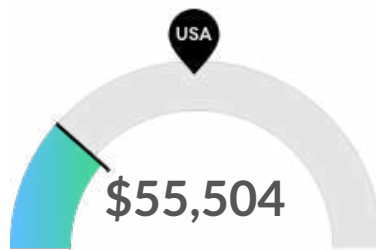
Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



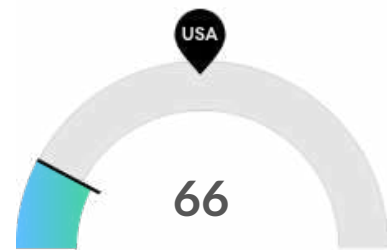
Supply (Jobs)

Marathon County, WI is not a hotspot for this kind of talent. The national average for an area this size is 7,847* employees, while there are 6,059 here.



Compensation

The cost for talent is low in Marathon County, WI. The national median salary for your occupations is \$68,599, while you'll pay \$55,504 here.



Demand (Job Postings)

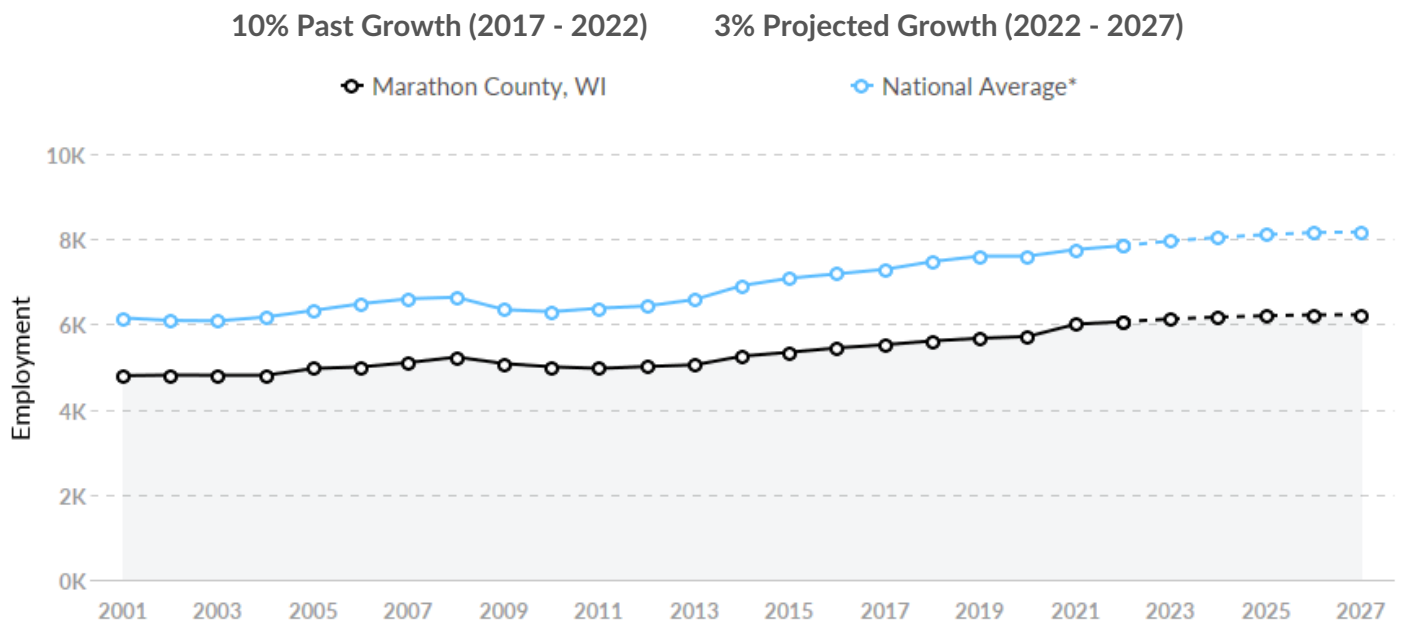
Competition from online job postings is low in Marathon County, WI. The national average for an area this size is 274* job postings/mo, while there are 66 here.

*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 Marathon County, WI. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

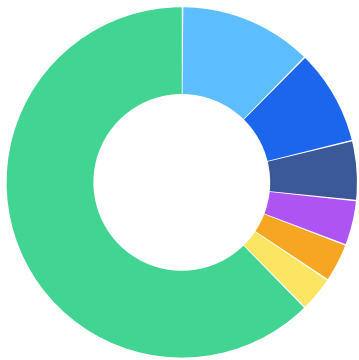
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for Marathon County, WI, and how it is changing relative to the nation. An average area of this size would have 7,847* employees, while there are 6,059 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 Marathon County, WI. In other words, the values represent the national average adjusted for region size.

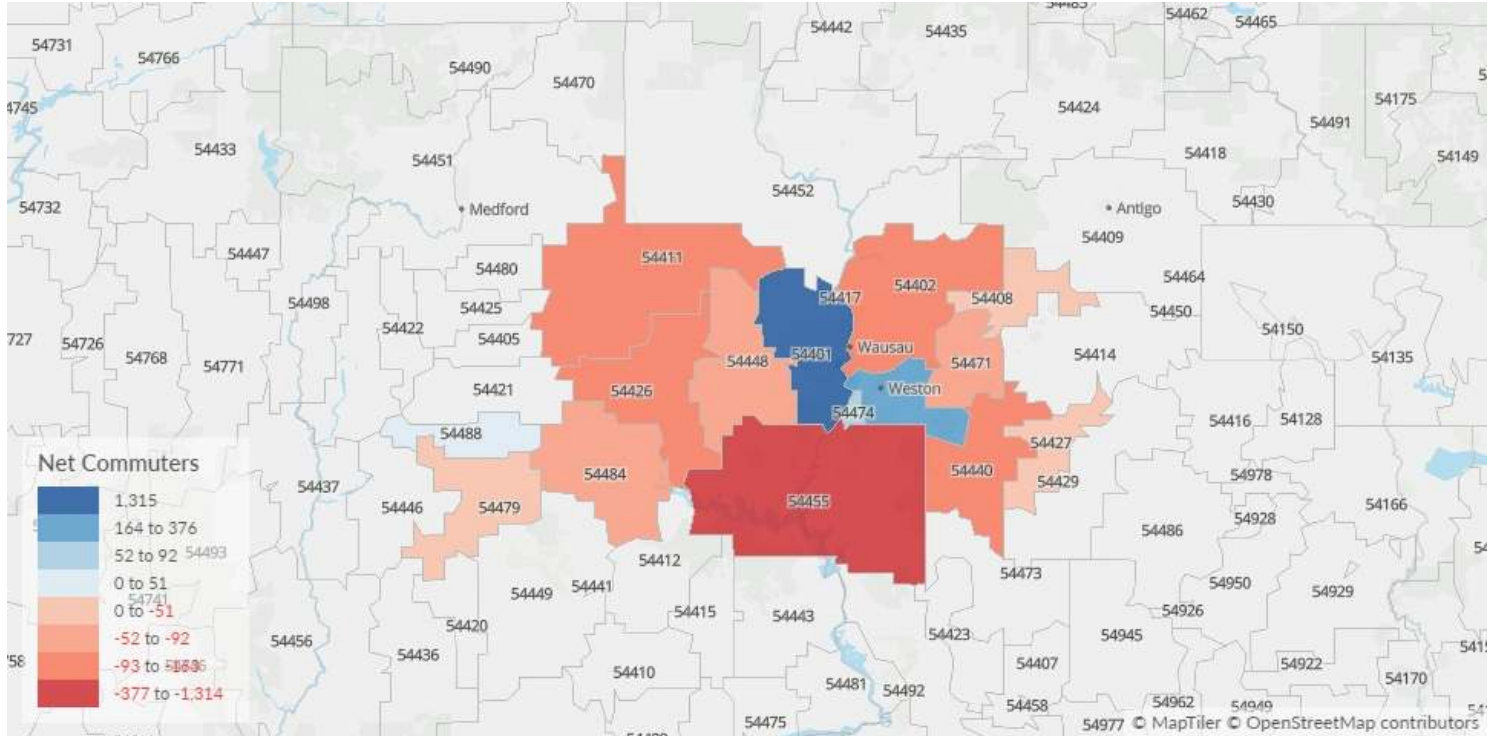
Most Jobs are Found in the Management of Companies and Enterprises Industry Sector



Industry	% of Occupation in Industry (2022)
Management of Companies and Enterprises	12.3%
Insurance Carriers	8.8%
Depository Credit Intermediation	5.5%
Agencies, Brokerages, and Other Insurance Related Activities	4.2%
Education and Hospitals (Local Government)	3.6%
Nondepository Credit Intermediation	3.3%
Other	62.4%

Place of Work vs Place of Residence

Understanding where talent in Marathon County, WI currently works compared to where talent lives can help you optimize site decisions.



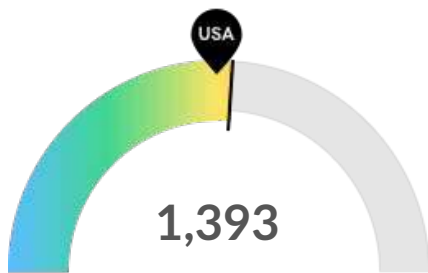
Where Talent Works

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	2,768
54476	Schofield, WI (in Marath...	1,007
54403	Wausau, WI (in Maratho...	966
54455	Mosinee, WI (in Marath...	476
54474	Rothschild, WI (in Marat...	265

Where Talent Lives

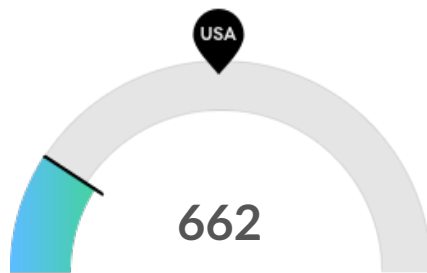
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	1,453
54403	Wausau, WI (in Maratho...	1,092
54455	Mosinee, WI (in Marath...	852
54476	Schofield, WI (in Marath...	843
54474	Rothschild, WI (in Marat...	201

Retirement Risk Is About Average, While Overall Diversity Is Low



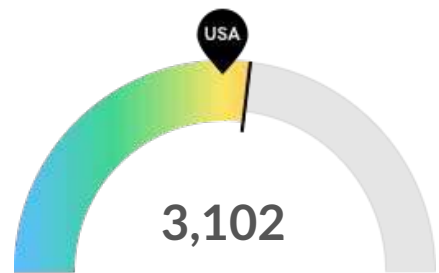
Retiring Soon

Retirement risk is about average in Marathon County, WI. The national average for an area this size is 1,310* employees 55 or older, while there are 1,393 here.



Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 2,259* racially diverse employees, while there are 662 here.



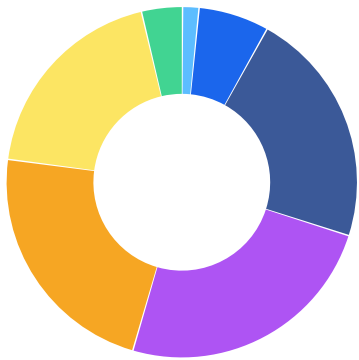
Gender Diversity

Gender diversity is high in Marathon County, WI. The national average for an area this size is 2,776* female employees, while there are 3,102 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 Marathon County, WI. In other words, the values represent the national average adjusted for region size.

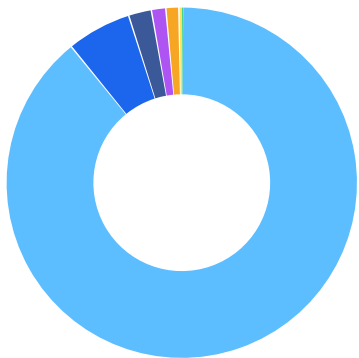
Demographic Details

Occupation Age Breakdown



	% of Jobs	Jobs
14-18	1.5%	92
19-24	6.5%	394
25-34	21.8%	1,323
35-44	24.6%	1,489
45-54	22.6%	1,368
55-64	19.2%	1,164
65+	3.8%	228

Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	89.1%	5,397
Asian	6.0%	361
Hispanic or Latino	2.1%	128
Black or African American	1.3%	80
Two or More Races	1.2%	72
American Indian or Alaska Native	0.3%	19
Native Hawaiian or Other Pacific Islander	0.0%	1

Occupation Gender Breakdown

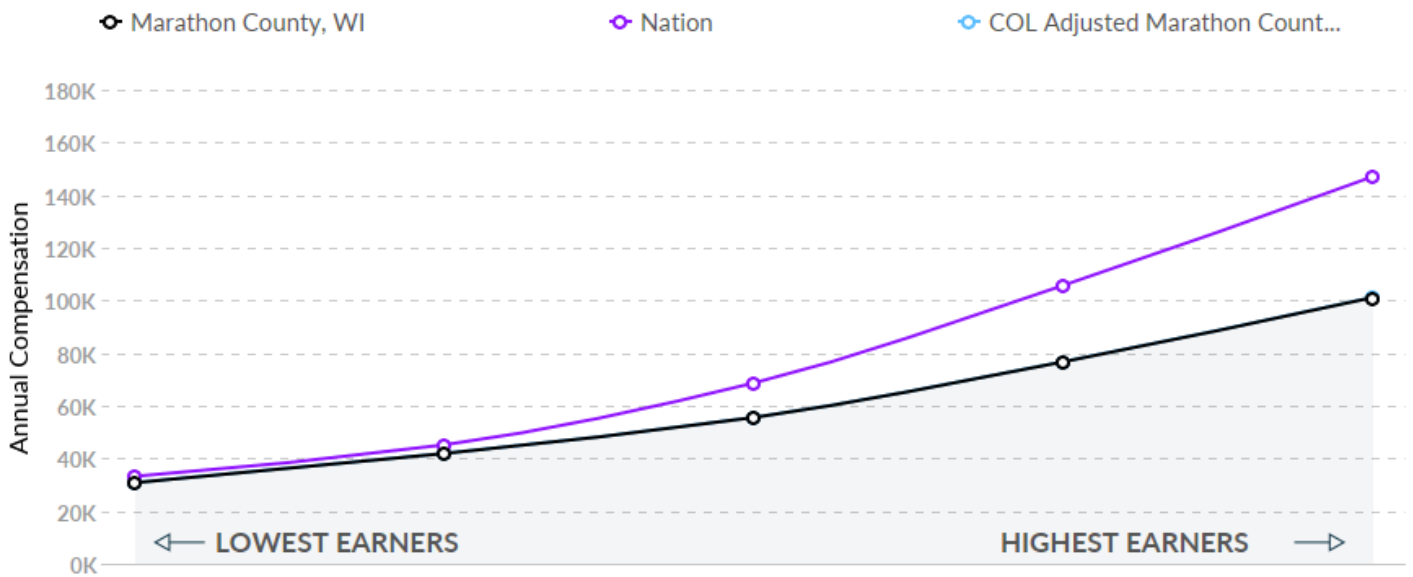


	% of Jobs	Jobs
● Males	48.8%	2,957
● Females	51.2%	3,102

Compensation

Talent Is 19% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in Marathon County, WI is \$55,504. Based on the national median wage of \$68,599 for this position, this means you will spend about 19% less to employ your occupations here. However, their actual purchasing power will be 19% less than the national median when we adjust for regional cost of living (which is 0% lower than average). This may make it harder to attract talent to the region at this price.



Demand



169 Employers Competing

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



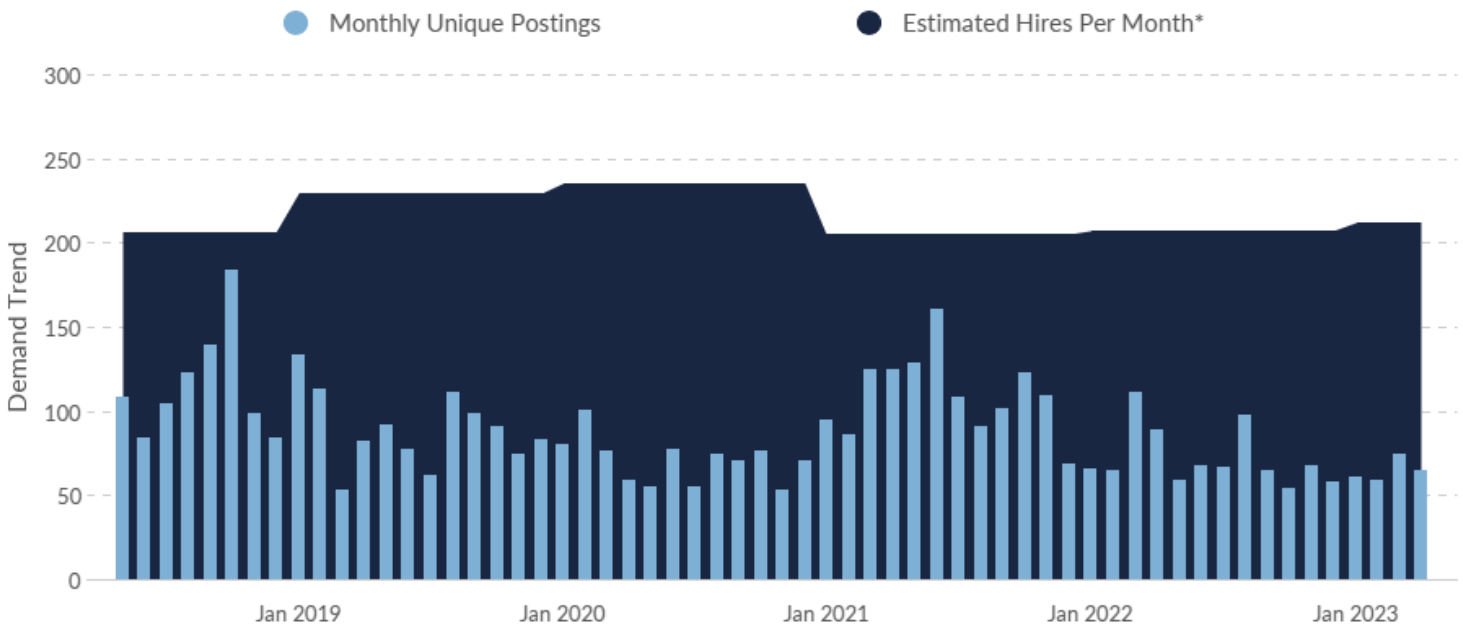
797 Unique Job Postings

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



31 Day Median Duration

Posting duration is 5 days 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	13	77
Software Developers	6	7
Industrial Engineering Technologists and Technicians	6	0
Computer User Support Specialists	4	8

*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)
Computer Occupations, All Other	3	2
First-Line Supervisors of Office and Administrative Support Workers	3	26
Computer Systems Analysts	3	6
Management Analysts	3	8
Industrial Engineers	4	7
Electrical Engineers	2	1
Electrical and Electronic Engineering Technologists and Technicians	2	0
Computer Network Architects	1	0
Market Research Analysts and Marketing Specialists	1	9
Data Entry Keyers	1	2
Transportation, Storage, and Distribution Managers	2	2
Network and Computer Systems Administrators	2	5
Data Scientists	1	0
Computer Programmers	1	2
Web Developers	0	1
Database Administrators	1	0
Information Security Analysts	1	2
Telecommunications Equipment Installers and Repairers, Except Line Installers	1	3
Software Quality Assurance Analysts and Testers	0	1
Operations Research Analysts	1	0
Computer Numerically Controlled Tool Programmers	0	0
Computer Network Support Specialists	0	1
Engineers, All Other	1	0
Public Relations Managers	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Business Operations Specialists, All Other	0	10
Producers and Directors	1	1
Engineering Technologists and Technicians, Except Drafters, All Other	0	0
Administrative Services Managers	1	2
Graphic Designers	0	2
Public Safety Telecommunicators	0	0
Telecommunications Line Installers and Repairers	0	2
Compliance Officers	0	2
Credit Authorizers, Checkers, and Clerks	0	0
Survey Researchers	0	0
Mechanical Engineering Technologists and Technicians	0	3
Writers and Authors	0	0
Computer and Information Systems Managers	0	2
Database Architects	0	0
Instructional Coordinators	0	3
Sound Engineering Technicians	0	0
Audio and Video Technicians	0	0
Computer and Information Research Scientists	0	0
Librarians and Media Collections Specialists	0	2
Training and Development Managers	0	0
Web and Digital Interface Designers	0	0
Computer Hardware Engineers	1	0
Editors	0	0
Technical Writers	0	0
Camera Operators, Television, Video, and Film	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Health Information Technologists and Medical Registrars	0	0
Electronics Engineers, Except Computer	0	0
Special Effects Artists and Animators	0	0

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Greenheck Fan Corporation	73 	Customer Service Representativ...	45 
UnitedHealth Group	42 	Maintenance Technicians	27 
Aspirus	41 	Manufacturing Engineers	20 
Internal Revenue Service	39 	Management and Program Anal...	12 
Wausau Supply Company	27 	Controls Engineers	10 

Top Distinguishing Skills by Demand

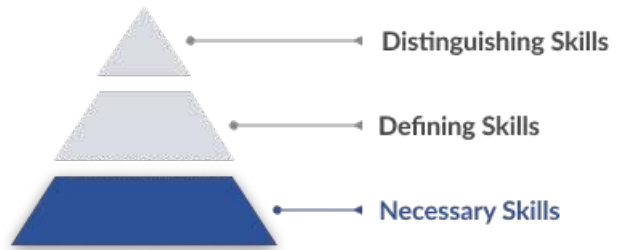
Not enough data to display Distinguishing Skills for this occupation.

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.

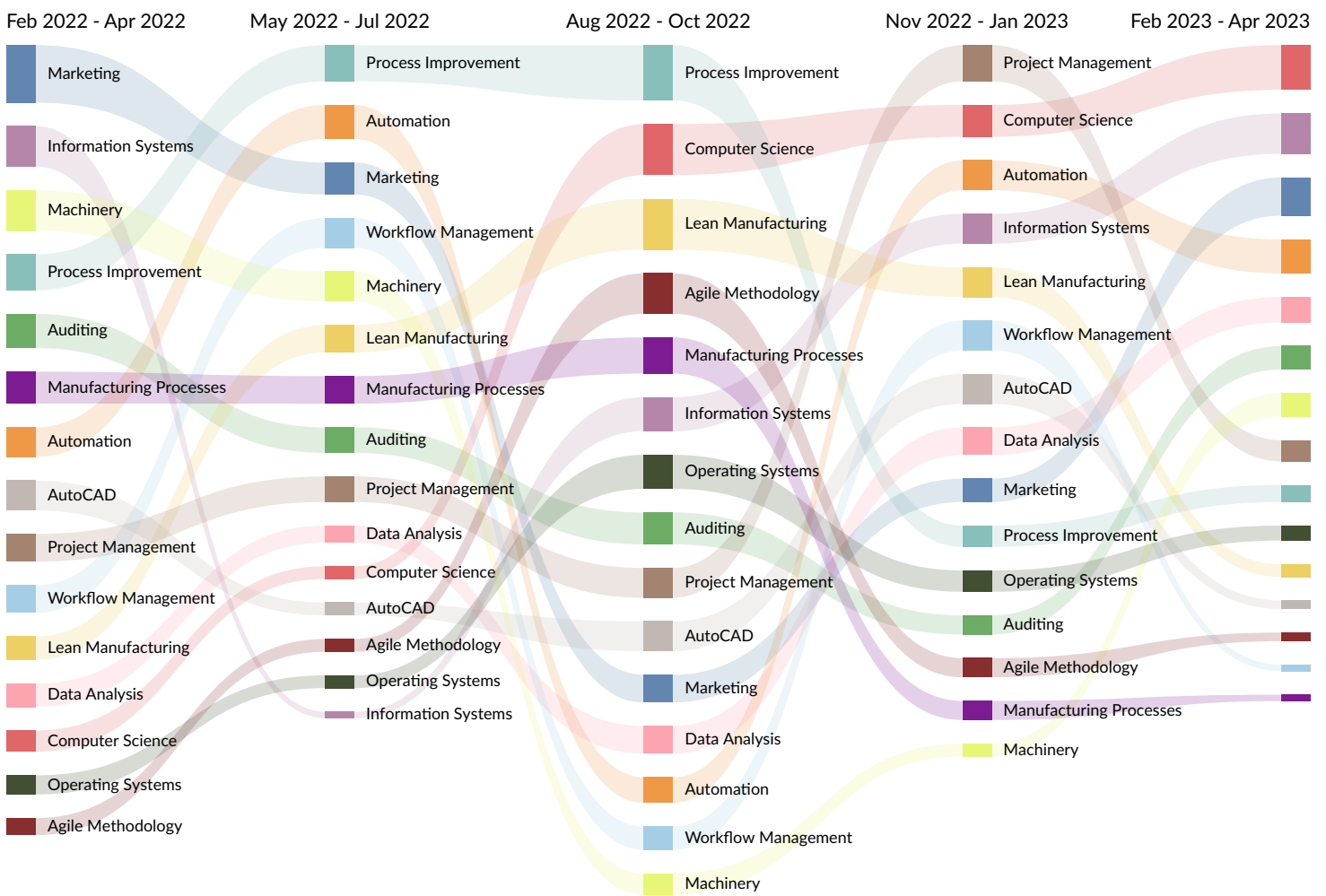


Skill	Salary Boosting	Job Postings Requesting
Marketing	✓	1,535
Valid Driver's License	✗	1,406
Computer Science	✓	1,090
SQL (Programming Language)	✗	915
Data Entry	✗	860
Auditing	✓	806
Billing	✗	780
Workflow Management	✗	773
Operating Systems	✗	751
Process Improvement	✗	727

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.



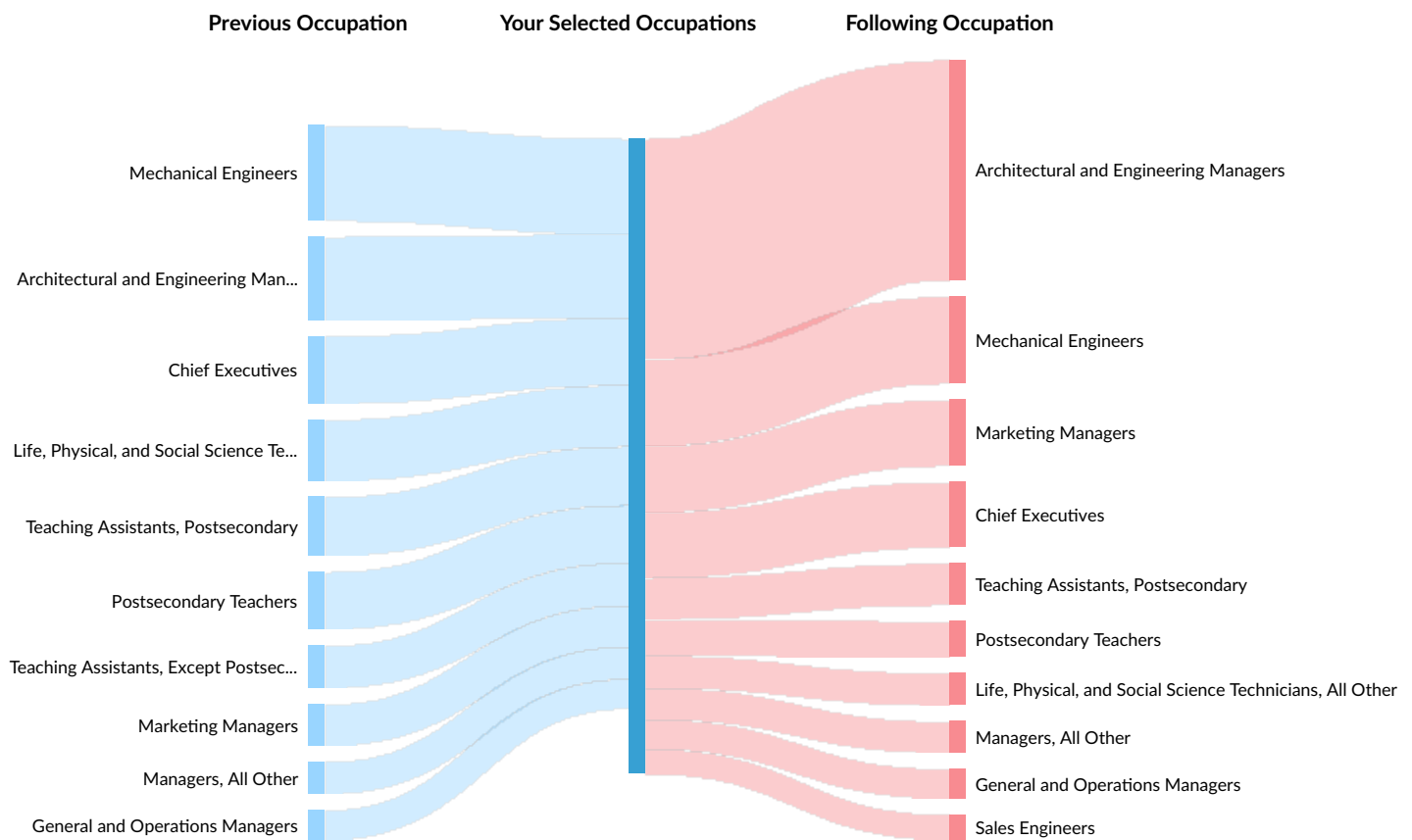
Occupation Gain and Drain

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
Mechanical Engineers	24,841
Architectural and Engineering Managers	21,688
Chief Executives	17,533

Previous Occupations	Transitions
Life, Physical, and Social Science Technicians, All Other	15,903
Teaching Assistants, Postsecondary	15,306
Postsecondary Teachers	14,956
Teaching Assistants, Except Postsecondary	11,071
Marketing Managers	10,796
Managers, All Other	8,341
General and Operations Managers	7,750
Sales Engineers	6,732
Project Management Specialists	4,524
Civil Engineers	4,343
Retail Salespersons	4,291
Sales Managers	4,005
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,600
Teachers and Instructors, All Other	3,381
Training and Development Specialists	3,375
First-Line Supervisors of Production and Operating Workers	3,252
Social and Human Service Assistants	3,225
Financial Managers	3,058
Human Resources Specialists	2,622
Secondary School Teachers, Except Special and Career/Technical Education	2,292
Medical Scientists, Except Epidemiologists	2,097
Public Relations Specialists	2,089
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,078
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,013

Previous Occupations	Transitions
Financial and Investment Analysts	1,982
Accountants and Auditors	1,759
First-Line Supervisors of Mechanics, Installers, and Repairers	1,613
Educational, Guidance, and Career Counselors and Advisors	1,567
Natural Sciences Managers	1,497
Coaches and Scouts	1,398
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,357
Industrial Production Managers	1,334
Stockers and Order Fillers	1,315
Executive Secretaries and Executive Administrative Assistants	1,262
Waiters and Waitresses	1,244
Maintenance and Repair Workers, General	1,237
Social and Community Service Managers	1,149
Fast Food and Counter Workers	1,075
Human Resources Managers	999
Medical and Health Services Managers	965
Demonstrators and Product Promoters	961
Securities, Commodities, and Financial Services Sales Agents	940
First-Line Supervisors of Retail Sales Workers	914
Art Directors	883
Logisticians	875
Registered Nurses	862
Cashiers	858
Education Administrators, Postsecondary	821
Bookkeeping, Accounting, and Auditing Clerks	810

Previous Occupations	Transitions
Real Estate Sales Agents	759
Buyers and Purchasing Agents	628
First-Line Supervisors of Non-Retail Sales Workers	612
Hotel, Motel, and Resort Desk Clerks	581
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	554
Lawyers	498
Meeting, Convention, and Event Planners	467
News Analysts, Reporters, and Journalists	378
Insurance Sales Agents	366
Purchasing Managers	346
Advertising and Promotions Managers	335
Following Occupations	Transitions
Architectural and Engineering Managers	57,313
Mechanical Engineers	22,628
Marketing Managers	17,213
Chief Executives	17,035
Teaching Assistants, Postsecondary	10,789
Postsecondary Teachers	9,400
Life, Physical, and Social Science Technicians, All Other	8,347
Managers, All Other	8,159
General and Operations Managers	7,678
Sales Engineers	6,576
Teaching Assistants, Except Postsecondary	5,665
Project Management Specialists	5,079
Sales Managers	4,206

Following Occupations	Transitions
Civil Engineers	3,195
Financial Managers	2,887
Human Resources Specialists	2,585
Training and Development Specialists	2,528
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,447
First-Line Supervisors of Production and Operating Workers	2,328
Retail Salespersons	2,195
Social and Human Service Assistants	2,143
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,957
Teachers and Instructors, All Other	1,765
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,588
Industrial Production Managers	1,362
First-Line Supervisors of Mechanics, Installers, and Repairers	1,345
Public Relations Specialists	1,311
Education Administrators, Kindergarten through Secondary	1,223
Medical Scientists, Except Epidemiologists	1,221
Natural Sciences Managers	1,204
Social and Community Service Managers	1,185
Executive Secretaries and Executive Administrative Assistants	1,169
Medical and Health Services Managers	1,158
Educational, Guidance, and Career Counselors and Advisors	1,135
Coaches and Scouts	1,017
Accountants and Auditors	964
Financial and Investment Analysts	961

Following Occupations	Transitions
Human Resources Managers	960
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	864
Construction Managers	753
Real Estate Sales Agents	725
Education Administrators, Postsecondary	709
Demonstrators and Product Promoters	659
Art Directors	655
Securities, Commodities, and Financial Services Sales Agents	640
Registered Nurses	598
Personal Financial Advisors	576
Stockers and Order Fillers	534
First-Line Supervisors of Retail Sales Workers	529
First-Line Supervisors of Non-Retail Sales Workers	480
Logisticians	470
Waiters and Waitresses	442
Bookkeeping, Accounting, and Auditing Clerks	441
Lawyers	378
Buyers and Purchasing Agents	362
Property, Real Estate, and Community Association Managers	354
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	346
Purchasing Managers	337
Advertising and Promotions Managers	275
News Analysts, Reporters, and Journalists	266
Insurance Sales Agents	256
Loan Officers	256

Following Occupations**Transitions**

Meeting, Convention, and Event Planners228

Graduate Pipeline



82 Programs

471 programs can train for this job, while only 82 programs have produced completers in this region.



912 Completions (2021)

The completions from all regional institutions for all degree types.



693 Openings (2021)

The average number of openings for an occupation in the region is 13.

Top Programs	Completions (2021)
Business Administration and Ma...	57
Computer Programming/Progra...	53
Electromechanical/Electromech...	47
Early Childhood Education and T...	46
Accounting	45

Top Schools	Completions (2021)
Northcentral Technical College	912

Appendix A (Occupations)

Code	Description
11-2032	Public Relations Managers
11-3012	Administrative Services Managers
11-3021	Computer and Information Systems Managers
11-3071	Transportation, Storage, and Distribution Managers
11-3131	Training and Development Managers
13-1041	Compliance Officers
13-1111	Management Analysts
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
15-1211	Computer Systems Analysts
15-1212	Information Security Analysts
15-1221	Computer and Information Research Scientists

Code	Description
15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1242	Database Administrators
15-1243	Database Architects
15-1244	Network and Computer Systems Administrators
15-1251	Computer Programmers
15-1252	Software Developers
15-1253	Software Quality Assurance Analysts and Testers
15-1254	Web Developers
15-1255	Web and Digital Interface Designers
15-1299	Computer Occupations, All Other

Code	Description
15-2031	Operations Research Analysts
15-2041	Statisticians
15-2051	Data Scientists
17-2061	Computer Hardware Engineers
17-2071	Electrical Engineers
17-2072	Electronics Engineers, Except Computer
17-2112	Industrial Engineers
17-2199	Engineers, All Other
17-3023	Electrical and Electronic Engineering Technologists and Technicians
17-3026	Industrial Engineering Technologists and Technicians
17-3027	Mechanical Engineering Technologists and Technicians
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other

Code	Description
19-3022	Survey Researchers
25-4022	Librarians and Media Collections Specialists
25-9031	Instructional Coordinators
27-1014	Special Effects Artists and Animators
27-1024	Graphic Designers
27-2012	Producers and Directors
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Technicians
27-4014	Sound Engineering Technicians

Code	Description
27-4031	Camera Operators, Television, Video, and Film
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other
29-9021	Health Information Technologists and Medical Registrars
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-4041	Credit Authorizers, Checkers, and Clerks
43-4051	Customer Service Representatives
43-5031	Public Safety Telecommunicators

Code	Description
43-9021	Data Entry Keyers
43-9031	Desktop Publishers
43-9111	Statistical Assistants
49-2021	Radio, Cellular, and Tower Equipment Installers and Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-9052	Telecommunications Line Installers and Repairers
51-9162	Computer Numerically Controlled Tool Programmers