

2 Industries

in Milwaukee County, WI



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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*.

 The Atlantic Forbes Harvard Business Review The New York Times WSJ USA TODAY

Report Parameters

2 Industries

52 Finance and Insurance

53 Real Estate and Rental and Leasing

1 County

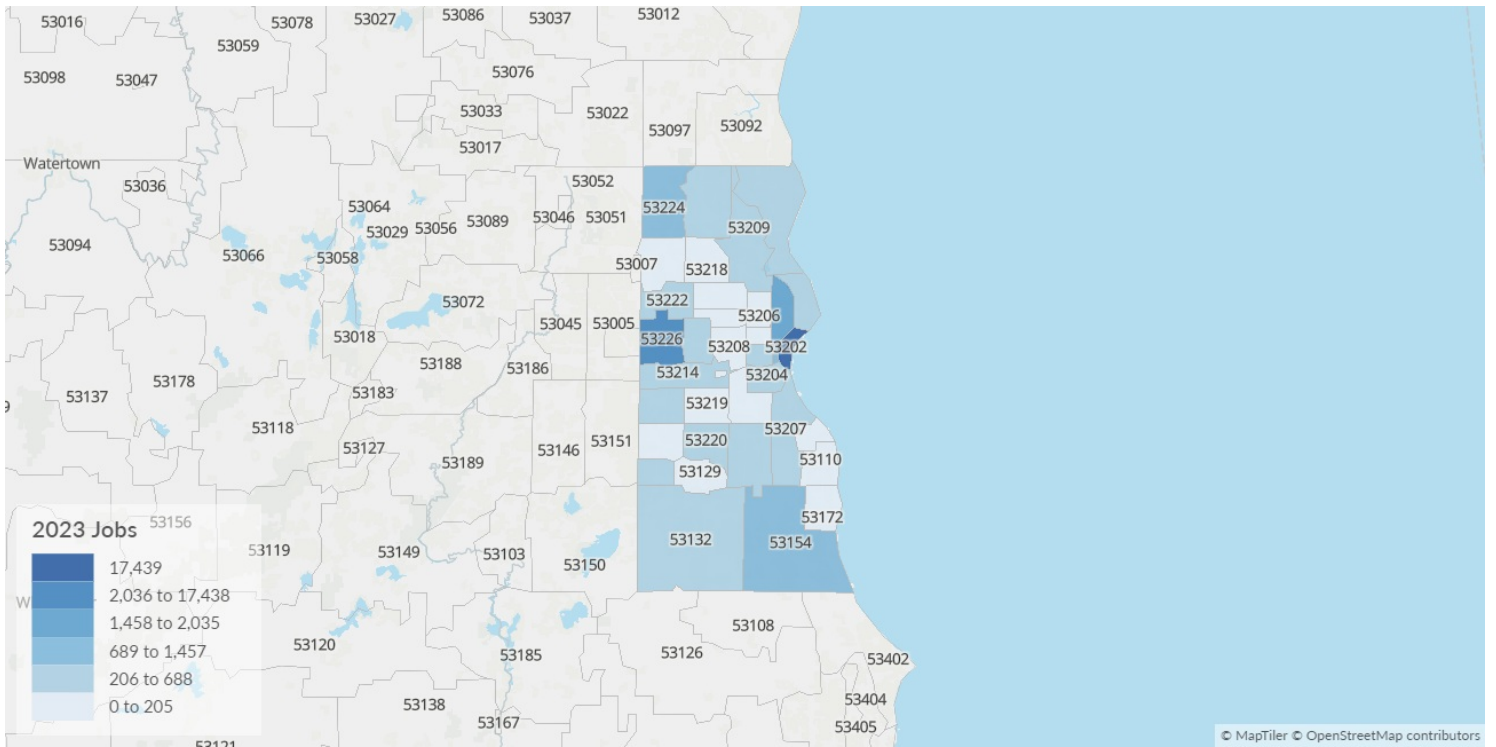
55079 Milwaukee County, WI

Class of Worker

QCEW Employees and Non-QCEW Employees

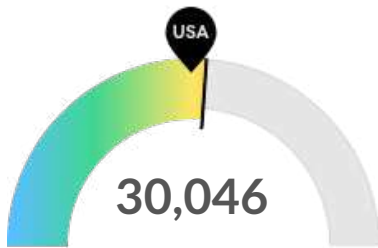
The information in this report pertains to the chosen industries and geographical area.

Workforce Map



Executive Summary

Aggressive Hiring Competition Over an Average Supply of Regional Talent



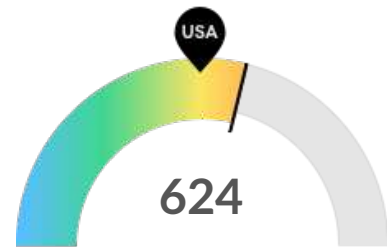
Supply (Jobs)

Milwaukee County, WI is about average for this kind of talent. The national average for an area this size is 28,143* employees, while there are 30,046 here.



Earnings Per Job

Earnings per job are about the same as the national average. The national average salary for your industries in an area this size is \$135,126, while in Milwaukee County, WI it is \$137,012. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

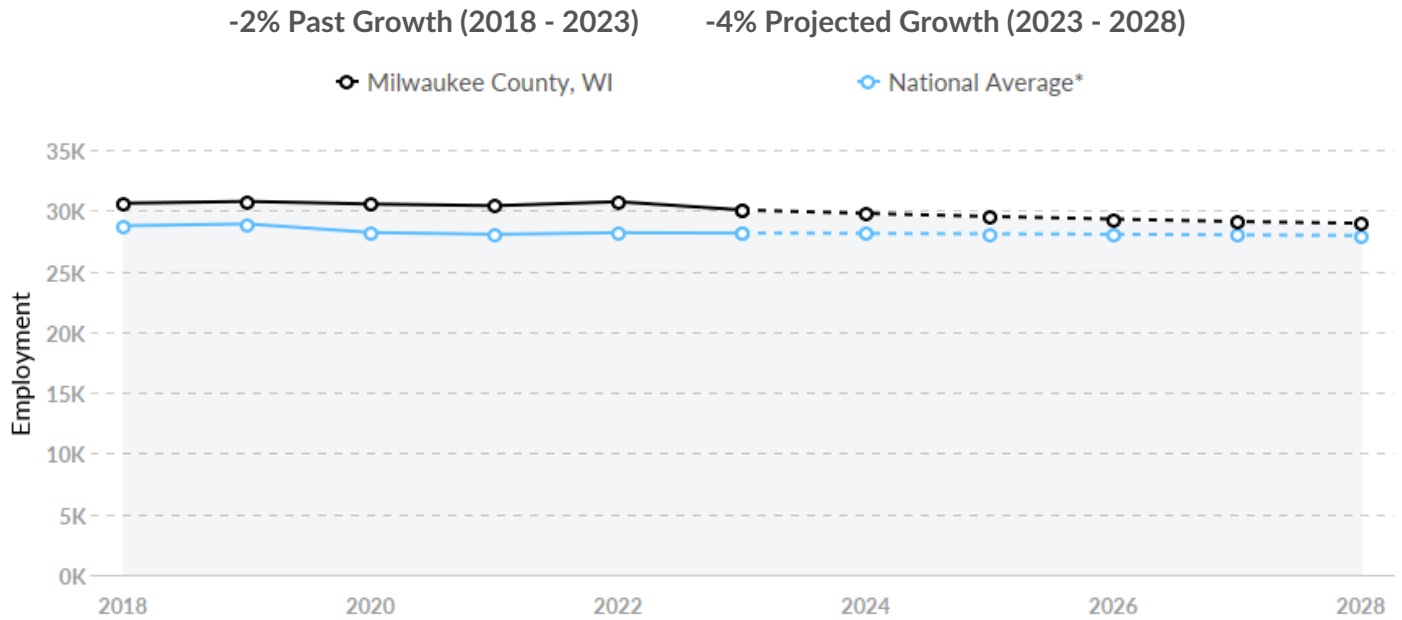
Competition from online job postings is high in Milwaukee County, WI. The national average for an area this size is 502* job postings/mo, while there are 624 here.

*National average values are derived by taking the national value for your industries and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

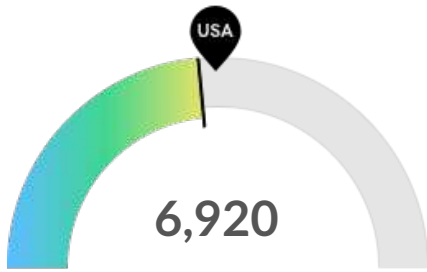
Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of your industries is a strength or weakness for Milwaukee County, WI, and how it is changing relative to the nation. An average area of this size would have 28,143* employees, while there are 30,046 here. The gap between expected and actual employment is projected to narrow over the next 5 years.



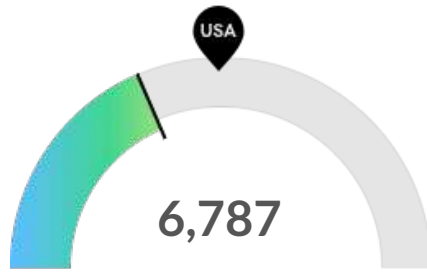
*National average values are derived by taking the national value for your industries and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is Low



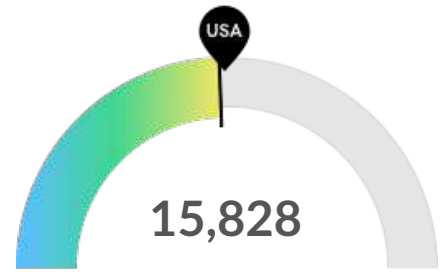
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 7,548* employees 55 or older, while there are 6,920 here.



Racial Diversity

Racial diversity is low in Milwaukee County, WI. The national average for an area this size is 10,170* racially diverse employees, while there are 6,787 here.



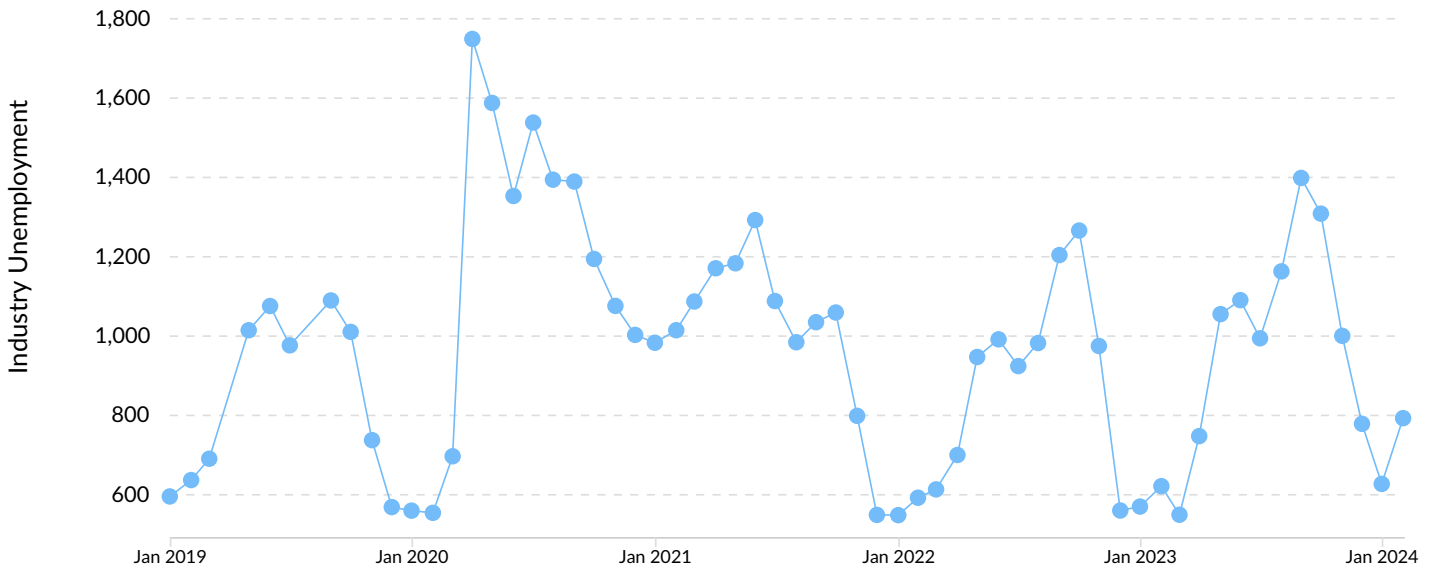
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 16,367* female employees, while there are 15,828 here.

*National average values are derived by taking the national value for your industries and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

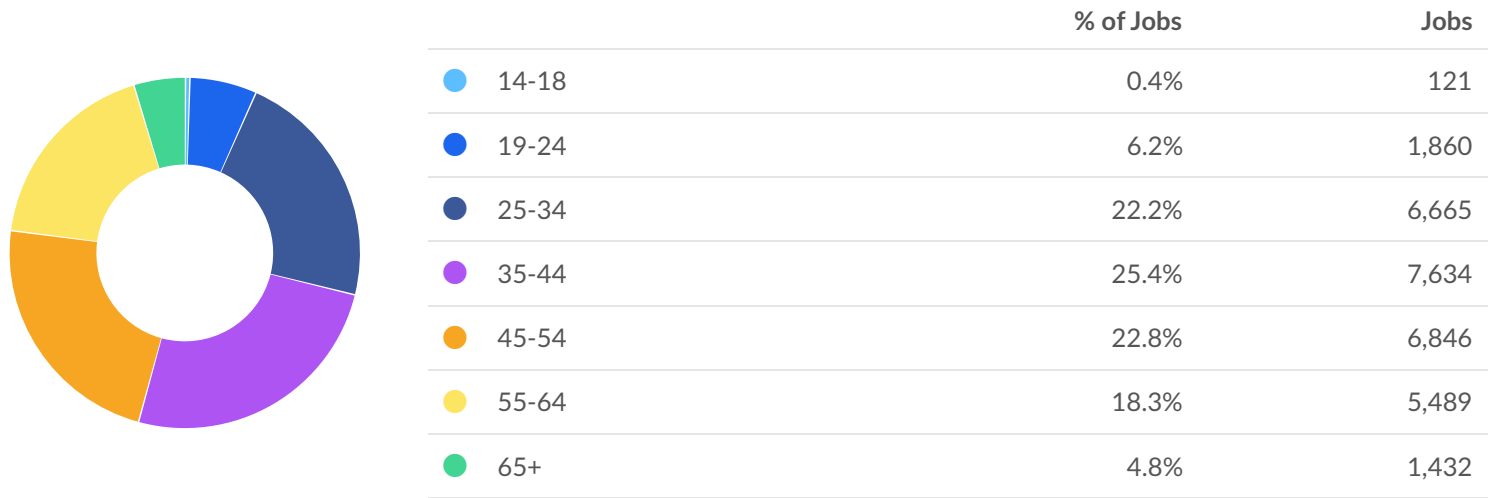
Unemployment Rate Trends

Unemployment shown at the 2-digit sectors level.



Demographic Details

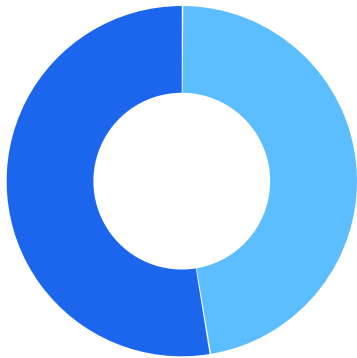
Industry Age Breakdown



Industry Race/Ethnicity Breakdown

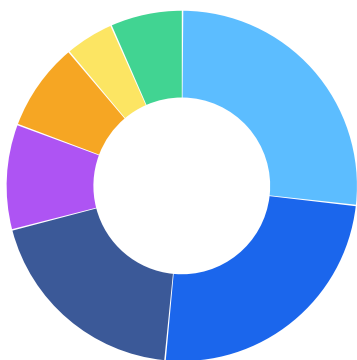


Industry Gender Breakdown



	% of Jobs	Jobs
Males	47.3%	14,218
Females	52.7%	15,828

Most Jobs are Found in the Business and Financial Operations Occupations Industry Sector



Occupation	% of Industry in Occupation (2023)
Business and Financial Operations Occupations	26.7%
Office and Administrative Support Occupations	24.7%
Sales and Related Occupations	19.4%
Management Occupations	9.7%
Computer and Mathematical Occupations	8.2%
Installation, Maintenance, and Repair Occupations	4.5%
Other	6.7%

Demand



551 Employers Competing

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



7,483 Unique Job Postings

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



25 Day Median Duration

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

Top Companies	Unique Postings
Northwestern Mutual	993
FIS	512
US Bank	396
Associated Bank	207
Robert W Baird & Company	203

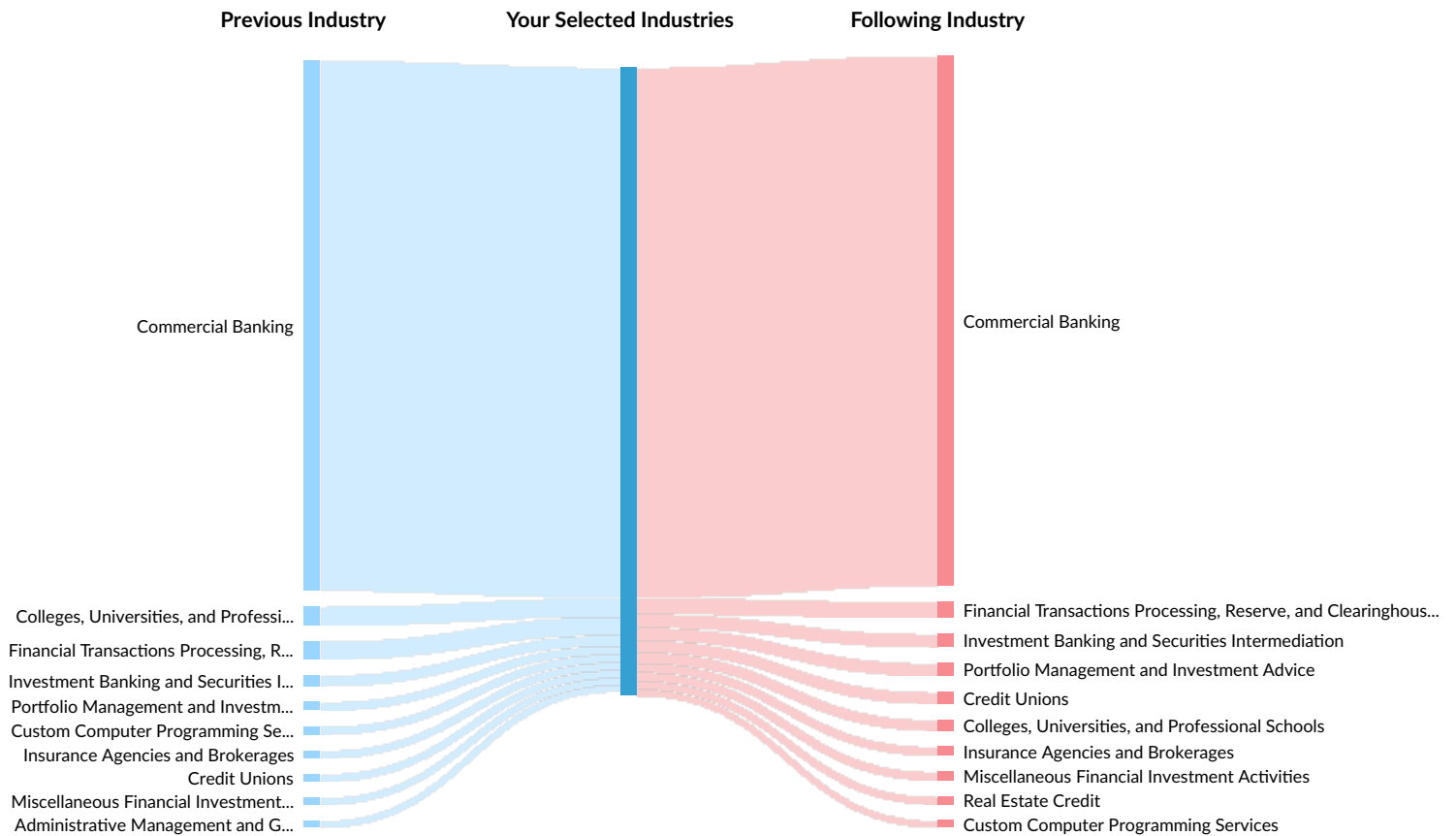
Top Job Titles	Unique Postings
Maintenance Technicians	115
Customer Service Representativ...	50
Property Managers	44
Tellers	44
Branch Managers	35

Industry Gain and Drain

The table below analyzes the profiles of current and past people in your selected industries. The left column shows job transitions from other industries to your selected industries. The right column shows job transitions from your selected industries to other industries.

Please note, results are only available at the national level and the 6-digit NAICS level. Also your selection has been limited to 100 industries.

The following represents the job transitions of employees in your selected industries in the United States:



Previous Industries	Transitions
Commercial Banking	697,703
Colleges, Universities, and Professional Schools	24,728
Financial Transactions Processing, Reserve, and Clearinghouse Activities	23,948

Previous Industries	Transitions
Investment Banking and Securities Intermediation	14,095
Portfolio Management and Investment Advice	11,242
Custom Computer Programming Services	10,695
Insurance Agencies and Brokerages	10,083
Credit Unions	10,002
Miscellaneous Financial Investment Activities	9,445
Administrative Management and General Management Consulting Services	8,863
Computer Systems Design Services	8,468
Real Estate Credit	8,284
Offices of Bank Holding Companies	8,163
Offices of Certified Public Accountants	7,723
Savings Institutions and Other Depository Credit Intermediation	6,966
Department Stores	6,052
Clothing and Clothing Accessories Retailers	5,780
Wireless Telecommunications Carriers (except Satellite)	5,623
Full-Service Restaurants	5,551
All Other Professional, Scientific, and Technical Services	5,224
Limited-Service Restaurants	5,224
Offices of Real Estate Agents and Brokers	5,172
Mortgage and Nonmortgage Loan Brokers	5,166
Software Publishers	5,047
Consumer Lending	4,842
Offices of Lawyers	4,822
Gasoline Stations with Convenience Stores	4,784
Employment Placement Agencies	4,622

Previous Industries	Transitions
Direct Life Insurance Carriers	4,500
Direct Health and Medical Insurance Carriers	4,376
Other Computer Related Services	4,130
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	4,029
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	3,965
National Security	3,815
All Other Miscellaneous Retailers	3,546
General Medical and Surgical Hospitals	3,466
Hotels (except Casino Hotels) and Motels	3,314
Direct Property and Casualty Insurance Carriers	3,216
Elementary and Secondary Schools	3,216
Temporary Help Services	3,185
Other Scientific and Technical Consulting Services	2,815
Electronics and Appliance Retailers	2,701
Offices of Physicians (except Mental Health Specialists)	2,666
Monetary Authorities-Central Bank	2,439
Pharmacies and Drug Retailers	2,377
Warehouse Clubs and Supercenters	2,308
International, Secondary Market, and All Other Nondepository Credit Intermediation	2,257
Other Management Consulting Services	2,249
Other General Government Support	2,116
All Other Personal Services	2,088
Engineering Services	1,895
Other Activities Related to Credit Intermediation	1,793

Previous Industries	Transitions
Other Activities Related to Real Estate	1,777
Marketing Consulting Services	1,765
Other Accounting Services	1,764
Electronic Computer Manufacturing	1,744
Web Search Portals and All Other Information Services	1,690
Credit Card Issuing	1,661
Couriers and Express Delivery Services	1,608
Automobile and Light Duty Motor Vehicle Manufacturing	1,552
All Other Business Support Services	1,532
Educational Support Services	1,510
Advertising Agencies	1,461
Electrical Contractors and Other Wiring Installation Contractors	1,445
Fitness and Recreational Sports Centers	1,442
Hardware Retailers	1,432
Wholesale Trade Agents and Brokers	1,422
Junior Colleges	1,410
All Other Insurance Related Activities	1,372
Offices of Other Holding Companies	1,279
Pharmaceutical Preparation Manufacturing	1,264
All Other Support Services	1,254
Office Administrative Services	1,239
Sales Financing	1,212
All Other Miscellaneous Ambulatory Health Care Services	1,187
Commercial and Institutional Building Construction	1,086
Lessors of Nonresidential Buildings (except Miniwarehouses)	1,078

Previous Industries	Transitions
New Car Dealers	1,066
Miscellaneous Intermediation	998
Home Health Care Services	996
Lessors of Residential Buildings and Dwellings	989
Religious Organizations	928
Open-End Investment Funds	887
Residential Property Managers	794
Other Financial Vehicles	682
Offices of All Other Miscellaneous Health Practitioners	653
Plumbing, Heating, and Air-Conditioning Contractors	598
Passenger Car Leasing	577
New Single-Family Housing Construction (except For-Sale Builders)	499
Securities and Commodity Exchanges	402
Direct Title Insurance Carriers	400
Lessors of Other Real Estate Property	385
New Multifamily Housing Construction (except For-Sale Builders)	364
Other Direct Insurance (except Life, Health, and Medical) Carriers	361
Nonresidential Property Managers	349
Passenger Car Rental	342
Other Commercial and Industrial Machinery and Equipment Rental and Leasing	271
Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	229
Claims Adjusting	195
Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	158

Following Industries	Transitions
Commercial Banking	697,703
Financial Transactions Processing, Reserve, and Clearinghouse Activities	21,189
Investment Banking and Securities Intermediation	17,699
Portfolio Management and Investment Advice	16,948
Credit Unions	15,614
Colleges, Universities, and Professional Schools	14,422
Insurance Agencies and Brokerages	11,892
Miscellaneous Financial Investment Activities	11,782
Real Estate Credit	10,573
Custom Computer Programming Services	9,210
Administrative Management and General Management Consulting Services	8,475
Software Publishers	7,681
Savings Institutions and Other Depository Credit Intermediation	7,632
Offices of Real Estate Agents and Brokers	7,297
Offices of Certified Public Accountants	6,992
Offices of Bank Holding Companies	6,908
Mortgage and Nonmortgage Loan Brokers	6,854
Consumer Lending	6,310
All Other Miscellaneous Retailers	5,861
Computer Systems Design Services	5,816
All Other Professional, Scientific, and Technical Services	5,607
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	4,930
Direct Health and Medical Insurance Carriers	4,918
General Medical and Surgical Hospitals	4,625

Following Industries	Transitions
Other Computer Related Services	4,211
Offices of Lawyers	4,114
Direct Life Insurance Carriers	3,837
Elementary and Secondary Schools	3,720
Employment Placement Agencies	3,315
Web Search Portals and All Other Information Services	3,273
Gasoline Stations with Convenience Stores	3,169
Direct Property and Casualty Insurance Carriers	3,037
Offices of Physicians (except Mental Health Specialists)	2,971
International, Secondary Market, and All Other Nondepository Credit Intermediation	2,954
Wireless Telecommunications Carriers (except Satellite)	2,917
Full-Service Restaurants	2,898
Other General Government Support	2,511
Monetary Authorities-Central Bank	2,482
Other Activities Related to Real Estate	2,425
Temporary Help Services	2,389
Other Management Consulting Services	2,316
Clothing and Clothing Accessories Retailers	2,254
All Other Personal Services	2,234
Engineering Services	2,116
Other Accounting Services	2,114
Department Stores	2,029
Hotels (except Casino Hotels) and Motels	1,936
Other Activities Related to Credit Intermediation	1,908
Limited-Service Restaurants	1,886

Following Industries	Transitions
National Security	1,885
Credit Card Issuing	1,672
Electrical Contractors and Other Wiring Installation Contractors	1,669
All Other Business Support Services	1,664
Other Scientific and Technical Consulting Services	1,635
Miscellaneous Intermediation	1,631
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	1,612
Electronic Computer Manufacturing	1,601
Pharmacies and Drug Retailers	1,575
Payroll Services	1,568
Marketing Consulting Services	1,549
Sales Financing	1,540
Office Administrative Services	1,529
Wholesale Trade Agents and Brokers	1,525
All Other Support Services	1,507
Offices of Other Holding Companies	1,501
Lessors of Nonresidential Buildings (except Miniwarehouses)	1,445
Open-End Investment Funds	1,435
All Other Miscellaneous Ambulatory Health Care Services	1,416
All Other Insurance Related Activities	1,381
Automobile and Light Duty Motor Vehicle Manufacturing	1,356
Commercial and Institutional Building Construction	1,316
Pharmaceutical Preparation Manufacturing	1,292
Fitness and Recreational Sports Centers	1,283
Electronics and Appliance Retailers	1,244

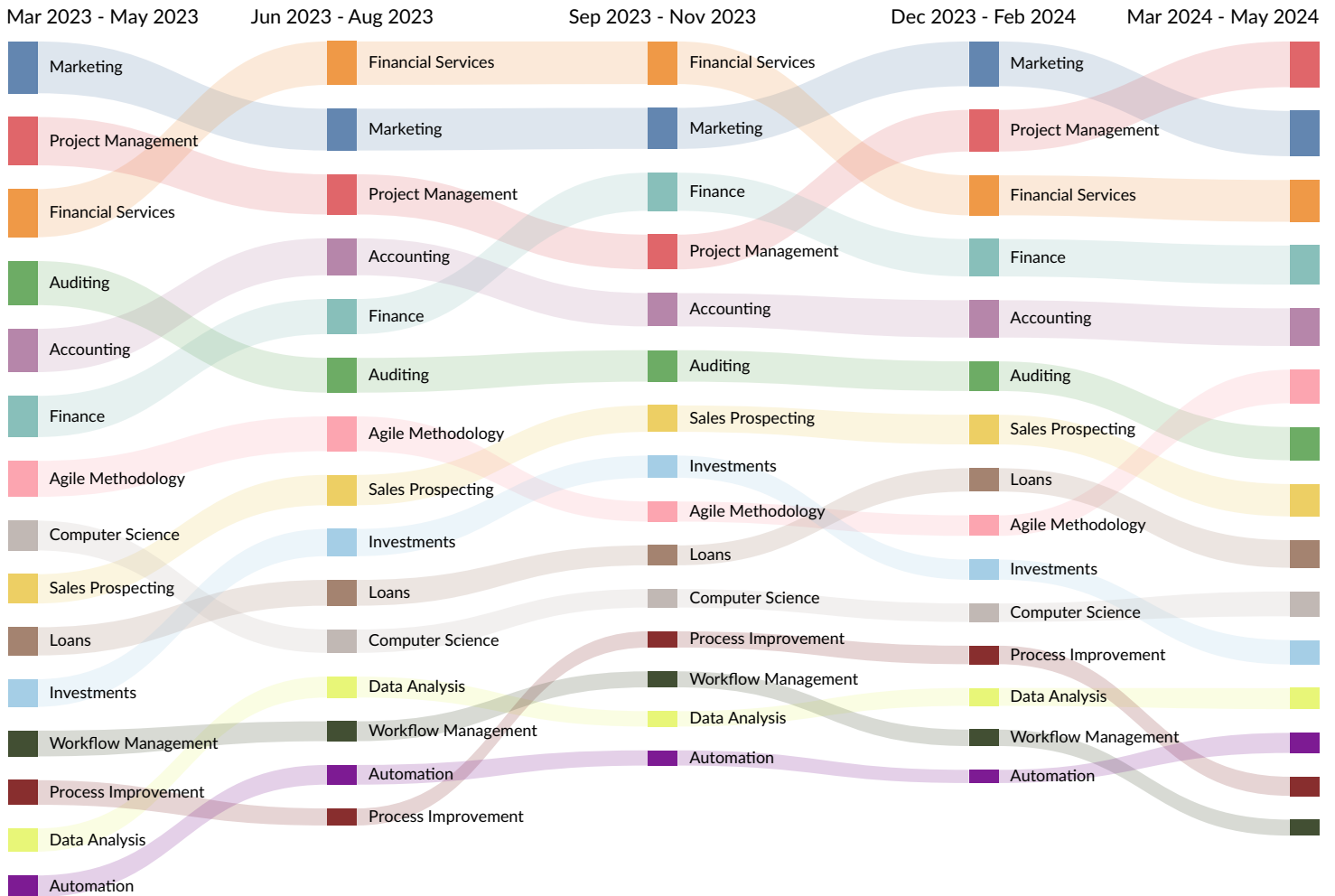
Following Industries	Transitions
Other Financial Vehicles	1,239
Junior Colleges	1,226
Advertising Agencies	1,217
Home Health Care Services	1,152
Lessors of Residential Buildings and Dwellings	1,147
Educational Support Services	1,112
Residential Property Managers	1,106
Couriers and Express Delivery Services	1,103
Religious Organizations	1,076
Freight Transportation Arrangement	980
Offices of All Other Miscellaneous Health Practitioners	839
Plumbing, Heating, and Air-Conditioning Contractors	835
Securities and Commodity Exchanges	643
New Single-Family Housing Construction (except For-Sale Builders)	620
Direct Title Insurance Carriers	539
Other Direct Insurance (except Life, Health, and Medical) Carriers	533
New Multifamily Housing Construction (except For-Sale Builders)	532
Lessors of Other Real Estate Property	513
Nonresidential Property Managers	370
Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	315
Claims Adjusting	296
Passenger Car Leasing	294
Passenger Car Rental	259

Following Industries	Transitions
Other Commercial and Industrial Machinery and Equipment Rental and Leasing	250
Lessors of Miniwarehouses and Self-Storage Units	169
Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	145

What skills are they posting for?

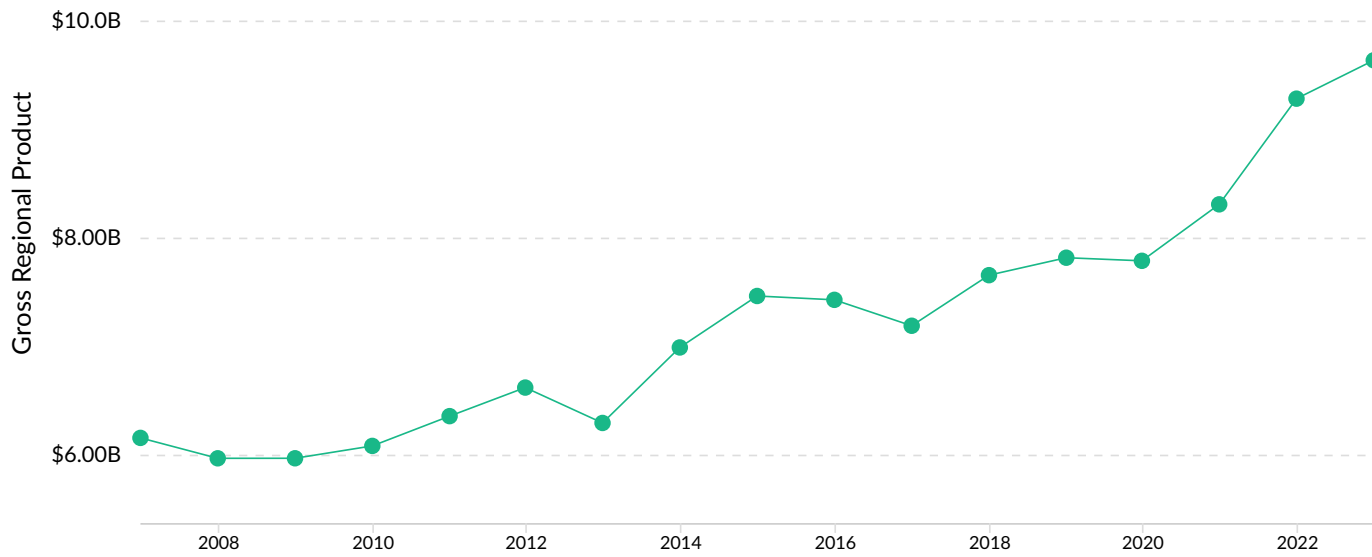
Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$6.5B Earnings (2023)	\$2.7B Property Income (2023)	\$433.5M Taxes (2023)	\$9.6B Total GRP (2023)
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Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Insurance Agencies and Brokerages	\$567,454,869	\$556,098,570	\$1,123,553,440
Portfolio Management and Investment Advice	\$403,427,562	\$24,975,484	\$428,403,047
Commercial Banking	\$343,563,205	\$283,921	\$343,847,126
Investment Banking and Securities Intermediation	\$270,215,756	\$179,371	\$270,395,127
Lessors of Residential Buildings and Dwellings	\$186,335,052	\$406,023	\$186,741,074