

Retail Trade

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

1 Industry

44 Retail Trade

1 County

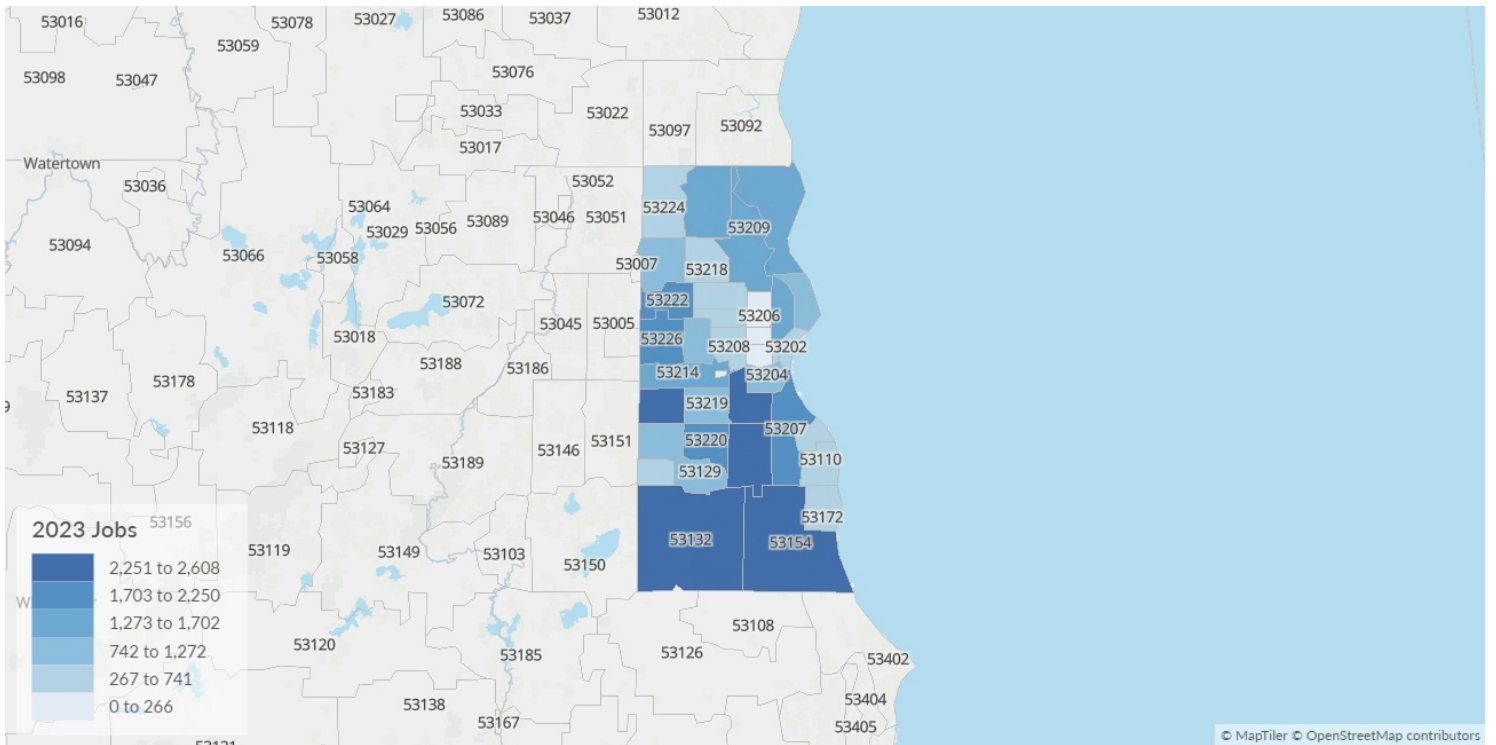
55079 Milwaukee County, WI

Class of Worker

QCEW Employees and Non-QCEW Employees

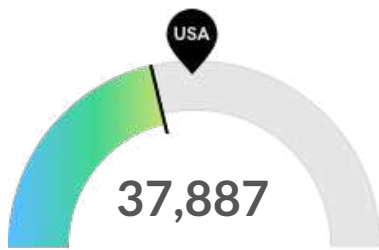
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



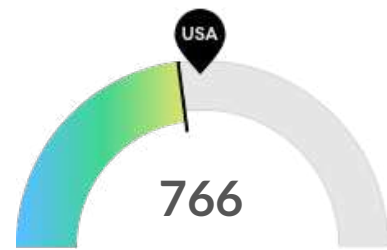
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 47,468* employees, while there are 37,887 here.



Earnings Per Job

Earnings per job are below the national average. The national average salary for Retail Trade in an area this size is \$48,984, while in Milwaukee County, WI it is \$43,974. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

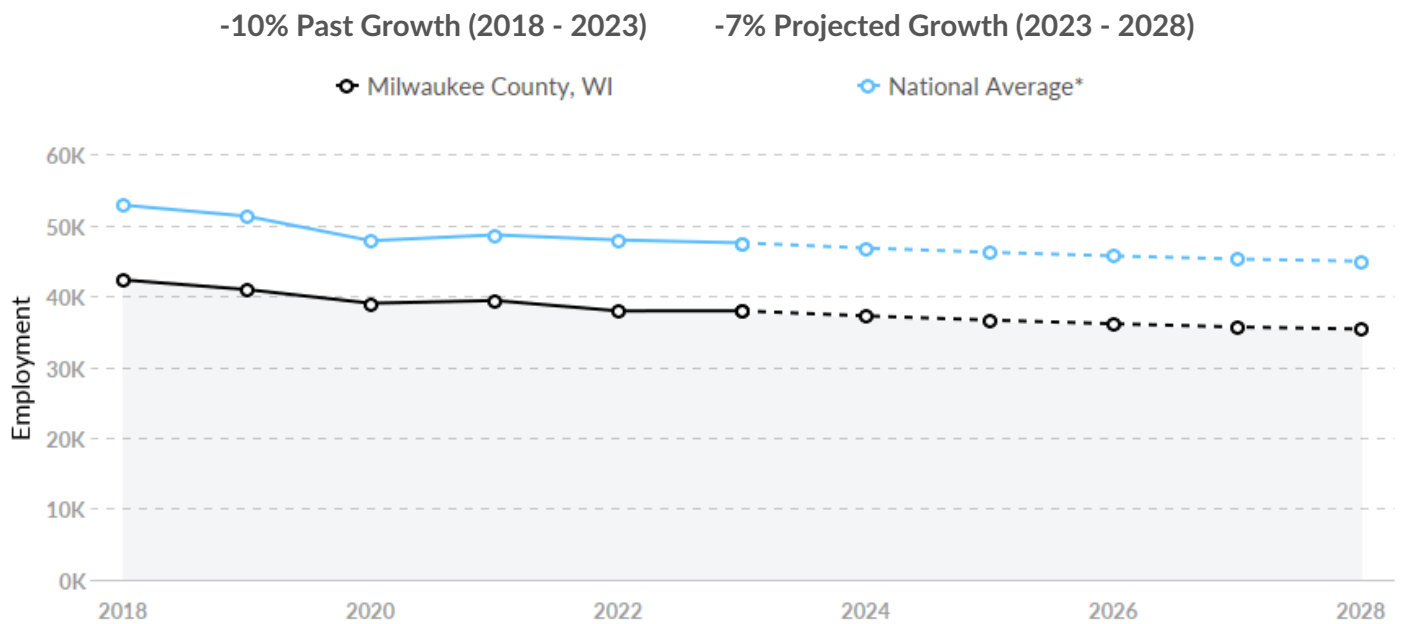
Competition from online job postings is low in Milwaukee County, WI. The national average for an area this size is 866* job postings/mo, while there are 766 here.

*National average values are derived by taking the national value for Retail Trade 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)

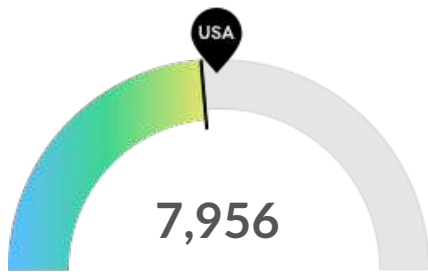
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of Retail Trade 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 47,468* employees, while there are 37,887 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.



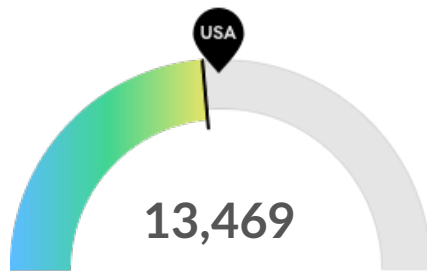
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is About Average



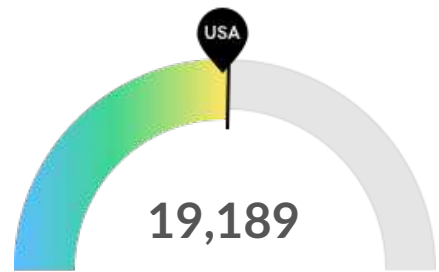
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 8,607* employees 55 or older, while there are 7,956 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 14,609* racially diverse employees, while there are 13,469 here.



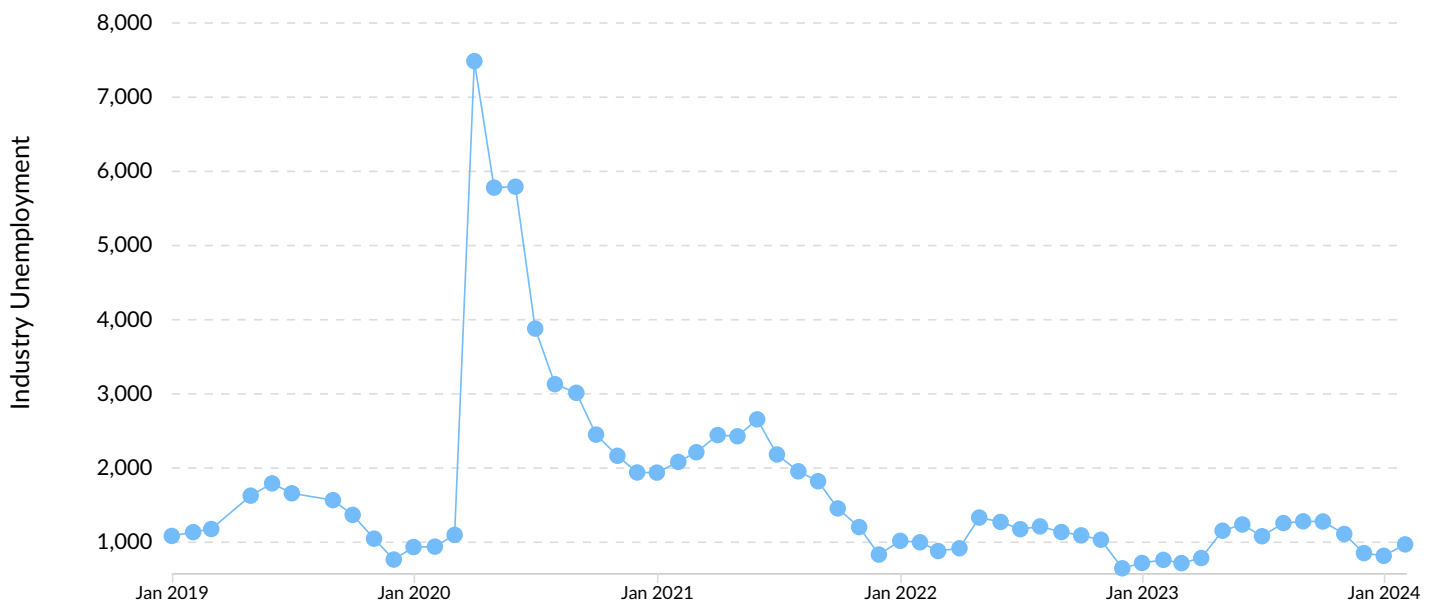
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 18,842* female employees, while there are 19,189 here.

*National average values are derived by taking the national value for Retail Trade 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 sector level.



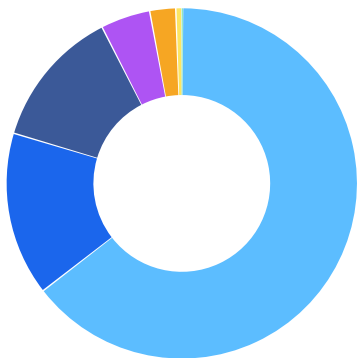
Demographic Details

Industry Age Breakdown



	% of Jobs	Jobs
14-18	10.8%	4,097
19-24	19.5%	7,372
25-34	19.8%	7,510
35-44	16.1%	6,106
45-54	12.8%	4,848
55-64	13.2%	5,004
65+	7.8%	2,951

Industry Race/Ethnicity Breakdown



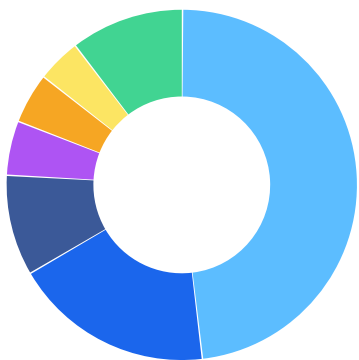
	% of Jobs	Jobs
White	64.4%	24,418
Black or African American	15.1%	5,721
Hispanic or Latino	12.9%	4,876
Asian	4.6%	1,733
Two or More Races	2.4%	905
American Indian or Alaska Native	0.6%	210
Native Hawaiian or Other Pacific Islander	0.1%	24

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	49.4%	18,699
● Females	50.6%	19,189

Most Jobs are Found in the Sales and Related Occupations Industry Sector



Occupation	% of Industry in Occupation (2023)
● Sales and Related Occupations	48.0%
● Transportation and Material Moving Occupations	18.5%
● Office and Administrative Support Occupations	9.3%
● Healthcare Practitioners and Technical Occupations	5.0%
● Installation, Maintenance, and Repair Occupations	4.7%
● Food Preparation and Serving Related Occupations	4.0%
● Other	10.5%

Demand



597 Employers Competing

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



9,195 Unique Job Postings

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



28 Day Median Duration

Posting duration is 2 days longer than what's typical in the region.

Top Companies	Unique Postings
Walgreens Boots Alliance	414
Kroger	351
Sendik's Food Market	238
Walmart	231
Festival Foods	223

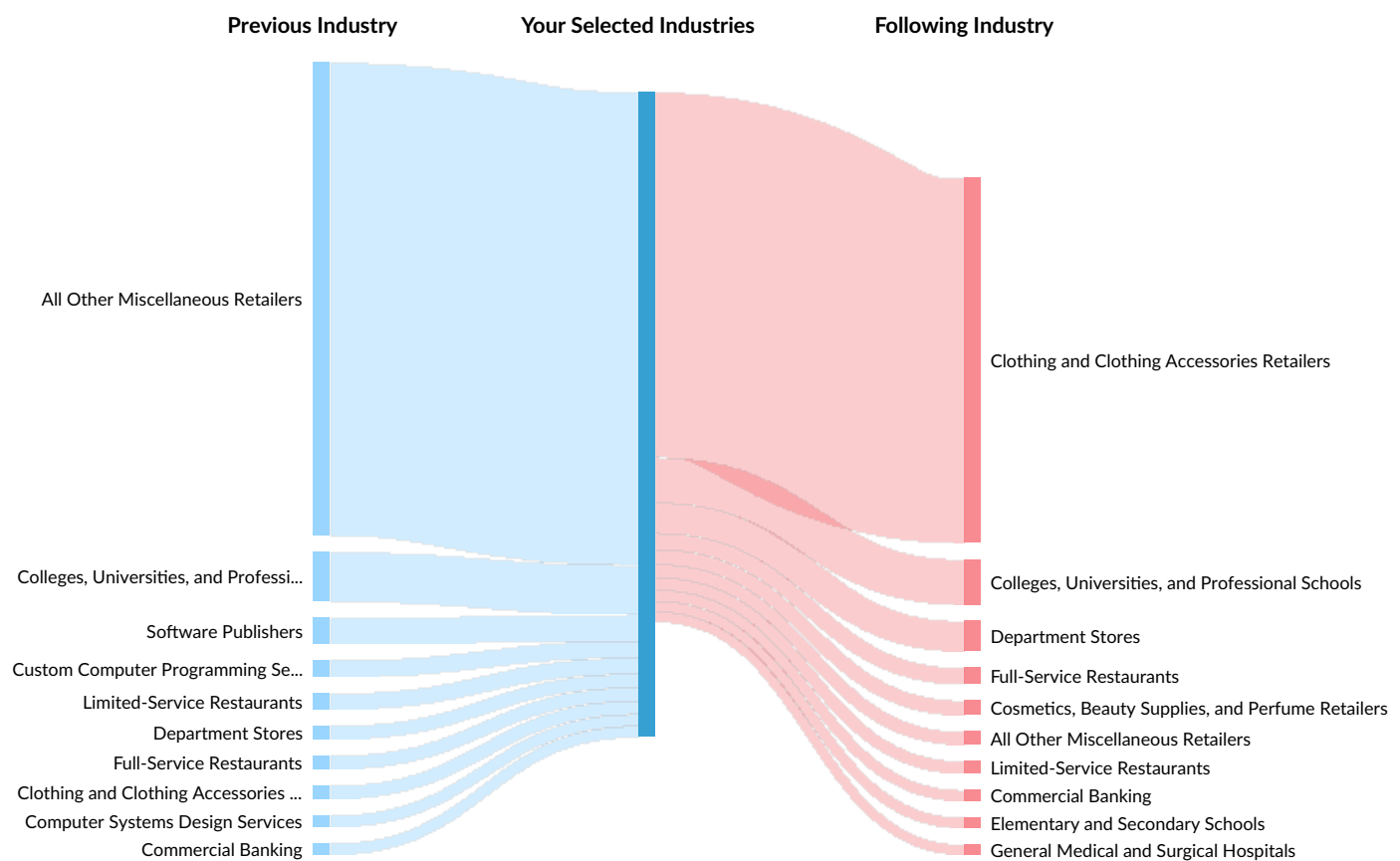
Top Job Titles	Unique Postings
Sales Associates	210
Retail Sales Associates	191
Cashiers	161
Assistant Store Managers	160
Store Managers	159

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
All Other Miscellaneous Retailers	244,277
Colleges, Universities, and Professional Schools	25,508
Software Publishers	13,512
Custom Computer Programming Services	8,695

Previous Industries	Transitions
Limited-Service Restaurants	8,298
Department Stores	7,000
Full-Service Restaurants	6,948
Clothing and Clothing Accessories Retailers	6,872
Computer Systems Design Services	6,062
Commercial Banking	5,861
National Security	5,787
Administrative Management and General Management Consulting Services	5,109
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	4,606
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	4,522
Other Computer Related Services	4,486
Warehouse Clubs and Supercenters	4,401
All Other Professional, Scientific, and Technical Services	4,292
Couriers and Express Delivery Services	4,218
Web Search Portals and All Other Information Services	3,978
Elementary and Secondary Schools	3,602
General Medical and Surgical Hospitals	3,382
Employment Placement Agencies	3,339
Wireless Telecommunications Carriers (except Satellite)	3,213
Electronic Computer Manufacturing	3,165
Hotels (except Casino Hotels) and Motels	2,908
Insurance Agencies and Brokerages	2,872
Engineering Services	2,821
Offices of Real Estate Agents and Brokers	2,585

Previous Industries	Transitions
Offices of Physicians (except Mental Health Specialists)	2,487
Electronics and Appliance Retailers	2,441
Temporary Help Services	2,347
Offices of Lawyers	2,248
Financial Transactions Processing, Reserve, and Clearinghouse Activities	2,233
Offices of Certified Public Accountants	2,021
Pharmacies and Drug Retailers	1,947
Marketing Consulting Services	1,899
Advertising Agencies	1,746
Automobile and Light Duty Motor Vehicle Manufacturing	1,701
Other Management Consulting Services	1,681
Hardware Retailers	1,677
Other Scientific and Technical Consulting Services	1,585
Motion Picture and Video Production	1,583
All Other Personal Services	1,579
Commercial and Institutional Building Construction	1,579
Other General Government Support	1,537
Fitness and Recreational Sports Centers	1,507
Junior Colleges	1,489
Security Guards and Patrol Services	1,398
Portfolio Management and Investment Advice	1,387
Office Administrative Services	1,378
Local Messengers and Local Delivery	1,363
Wholesale Trade Agents and Brokers	1,337
All Other Home Furnishings Retailers	1,316

Previous Industries	Transitions
Direct Health and Medical Insurance Carriers	1,278
Educational Support Services	1,275
Electrical Contractors and Other Wiring Installation Contractors	1,219
Home Centers	1,197
Cosmetics, Beauty Supplies, and Perfume Retailers	1,142
All Other General Merchandise Retailers	1,109
Child Care Services	1,098
Home Health Care Services	1,084
Other Miscellaneous Durable Goods Merchant Wholesalers	1,079
Convenience Retailers	1,066
Sporting Goods Retailers	1,060
General Warehousing and Storage	1,028
Pharmaceutical Preparation Manufacturing	992
Child and Youth Services	968
Religious Organizations	965
General Freight Trucking, Long-Distance, Truckload	914
All Other Miscellaneous Ambulatory Health Care Services	896
Gasoline Stations with Convenience Stores	826
Furniture Retailers	794
Surgical and Medical Instrument Manufacturing	783
Footwear Manufacturing	747
Pet and Pet Supplies Retailers	693
New Car Dealers	686
Shoe Retailers	675
Nursing Care Facilities (Skilled Nursing Facilities)	669

Previous Industries	Transitions
Automotive Parts and Accessories Retailers	668
Snack and Nonalcoholic Beverage Bars	658
Civic and Social Organizations	648
Beauty Salons	625
Cut and Sew Apparel Manufacturing (except Contractors)	595
Golf Courses and Country Clubs	585
Gift, Novelty, and Souvenir Retailers	570
Used Car Dealers	543
Hobby, Toy, and Game Retailers	492
Jewelry Retailers	472
All Other Specialty Food Retailers	398
Office Supplies and Stationery Retailers	354
Book Retailers and News Dealers	337
Motorcycle, ATV, and All Other Motor Vehicle Dealers	324
Food (Health) Supplement Retailers	286
Beer, Wine, and Liquor Retailers	282
Used Merchandise Retailers	230
Other Gasoline Stations	209
Other Building Material Dealers	208
Floor Covering Retailers	166
All Other Health and Personal Care Retailers	131
Tire Dealers	90
Following Industries	Transitions
Clothing and Clothing Accessories Retailers	188,573
Colleges, Universities, and Professional Schools	23,414

Following Industries	Transitions
Department Stores	15,622
Full-Service Restaurants	8,455
Cosmetics, Beauty Supplies, and Perfume Retailers	7,623
All Other Miscellaneous Retailers	6,872
Limited-Service Restaurants	6,320
Commercial Banking	5,780
Elementary and Secondary Schools	5,598
General Medical and Surgical Hospitals	5,164
Offices of Physicians (except Mental Health Specialists)	4,100
Employment Placement Agencies	3,960
Software Publishers	3,923
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	3,777
Offices of Real Estate Agents and Brokers	3,740
All Other Professional, Scientific, and Technical Services	3,734
Jewelry Retailers	3,686
Fitness and Recreational Sports Centers	3,484
Hotels (except Casino Hotels) and Motels	3,403
Custom Computer Programming Services	3,315
Insurance Agencies and Brokerages	3,162
Cut and Sew Apparel Manufacturing (except Contractors)	3,136
Shoe Retailers	3,125
Administrative Management and General Management Consulting Services	2,858
All Other General Merchandise Retailers	2,673
Offices of Lawyers	2,604
Sporting Goods Retailers	2,448

Following Industries	Transitions
All Other Home Furnishings Retailers	2,440
Footwear Manufacturing	2,402
Civic and Social Organizations	2,374
Child Care Services	2,220
Marketing Consulting Services	2,189
Warehouse Clubs and Supercenters	2,180
Furniture Retailers	2,143
Pharmacies and Drug Retailers	2,090
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	2,079
All Other Personal Services	2,065
Advertising Agencies	1,876
General Warehousing and Storage	1,832
Computer Systems Design Services	1,787
Offices of Certified Public Accountants	1,702
Temporary Help Services	1,673
Other Computer Related Services	1,666
Gift, Novelty, and Souvenir Retailers	1,653
Other Management Consulting Services	1,629
Couriers and Express Delivery Services	1,579
Religious Organizations	1,573
Motion Picture and Video Production	1,562
Engineering Services	1,513
Electronics and Appliance Retailers	1,508
Gasoline Stations with Convenience Stores	1,508
Portfolio Management and Investment Advice	1,500

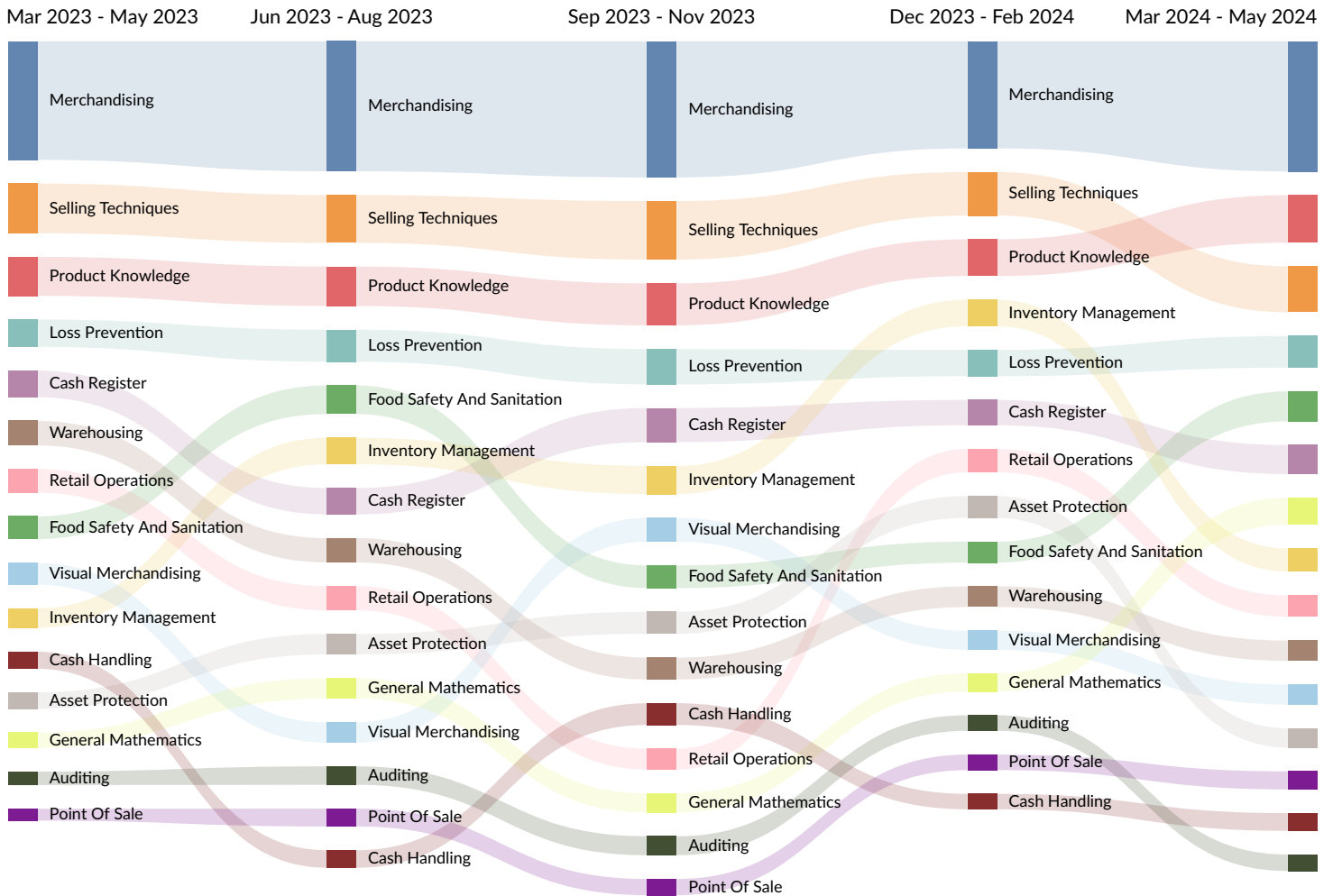
Following Industries	Transitions
Electronic Computer Manufacturing	1,445
Wireless Telecommunications Carriers (except Satellite)	1,407
Hardware Retailers	1,403
Other Miscellaneous Durable Goods Merchant Wholesalers	1,396
Junior Colleges	1,378
Child and Youth Services	1,331
Financial Transactions Processing, Reserve, and Clearinghouse Activities	1,303
National Security	1,230
Office Administrative Services	1,204
Web Search Portals and All Other Information Services	1,198
Other General Government Support	1,196
Credit Unions	1,168
Other Individual and Family Services	1,140
Commercial and Institutional Building Construction	1,137
Educational Support Services	1,131
Home Centers	1,104
Home Health Care Services	1,098
Wholesale Trade Agents and Brokers	1,034
All Other Miscellaneous Ambulatory Health Care Services	1,023
Offices of All Other Miscellaneous Health Practitioners	1,012
Direct Health and Medical Insurance Carriers	1,002
Nursing Care Facilities (Skilled Nursing Facilities)	957
Direct Property and Casualty Insurance Carriers	952
Hobby, Toy, and Game Retailers	943
Automobile and Light Duty Motor Vehicle Manufacturing	927

Following Industries	Transitions
Freight Transportation Arrangement	874
Pet and Pet Supplies Retailers	853
Local Messengers and Local Delivery	742
Pharmaceutical Preparation Manufacturing	725
Electrical Contractors and Other Wiring Installation Contractors	699
New Car Dealers	668
Security Guards and Patrol Services	663
Plumbing, Heating, and Air-Conditioning Contractors	652
Convenience Retailers	626
Book Retailers and News Dealers	616
Floor Covering Retailers	599
All Other Specialty Food Retailers	595
Motorcycle, ATV, and All Other Motor Vehicle Dealers	517
General Freight Trucking, Long-Distance, Truckload	513
Used Car Dealers	471
Food (Health) Supplement Retailers	470
Beer, Wine, and Liquor Retailers	433
Automotive Parts and Accessories Retailers	414
Office Supplies and Stationery Retailers	308
All Other Health and Personal Care Retailers	216
Other Building Material Dealers	209
Other Gasoline Stations	86
Tire Dealers	82

What skills are they posting for?

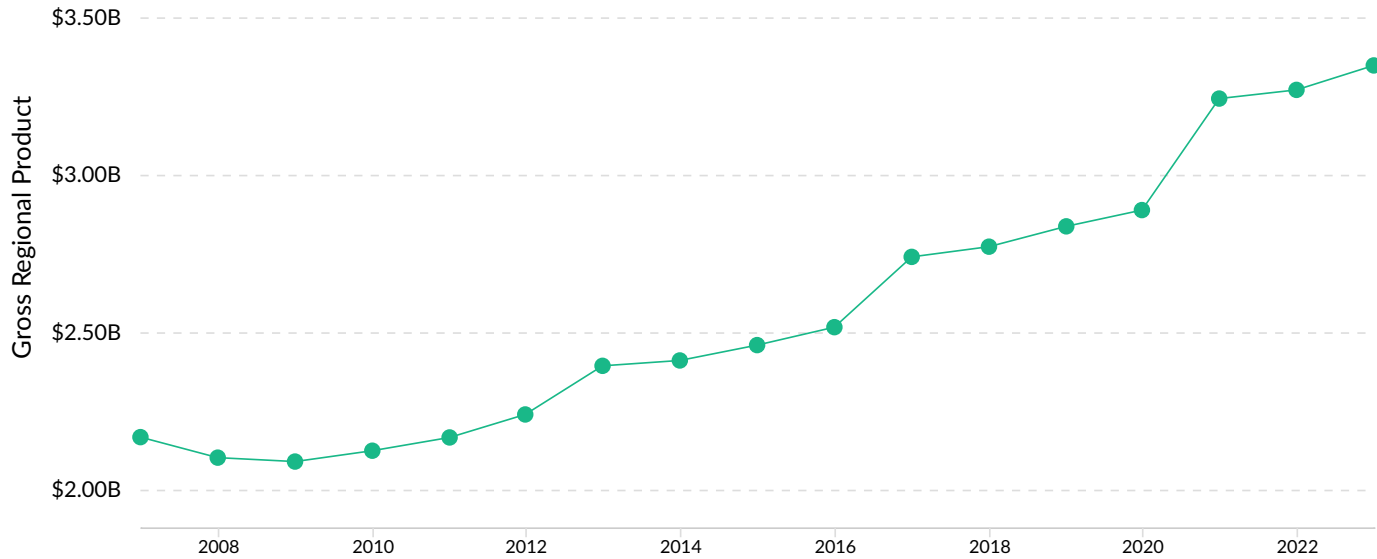
Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$1.9B	\$817.0M	\$634.5M	\$3.3B
Earnings (2023)	Property Income (2023)	Taxes (2023)	Total GRP (2023)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$138,121,643	\$752,505	\$138,874,148
General Warehousing and Storage	\$82,644,950	\$45,083,311	\$127,728,261
Lessors of Residential Buildings and Dwellings	\$120,183,094	\$261,878	\$120,444,972
Offices of Real Estate Agents and Brokers	\$59,933,182	\$41,836,679	\$101,769,860
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$80,566,695	\$11,198,059	\$91,764,754