

Finance and Insurance in Milwaukee County, WI

Southwest Wisconsin Workforce Development Board



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

1 Industry

52 Finance and Insurance

1 County

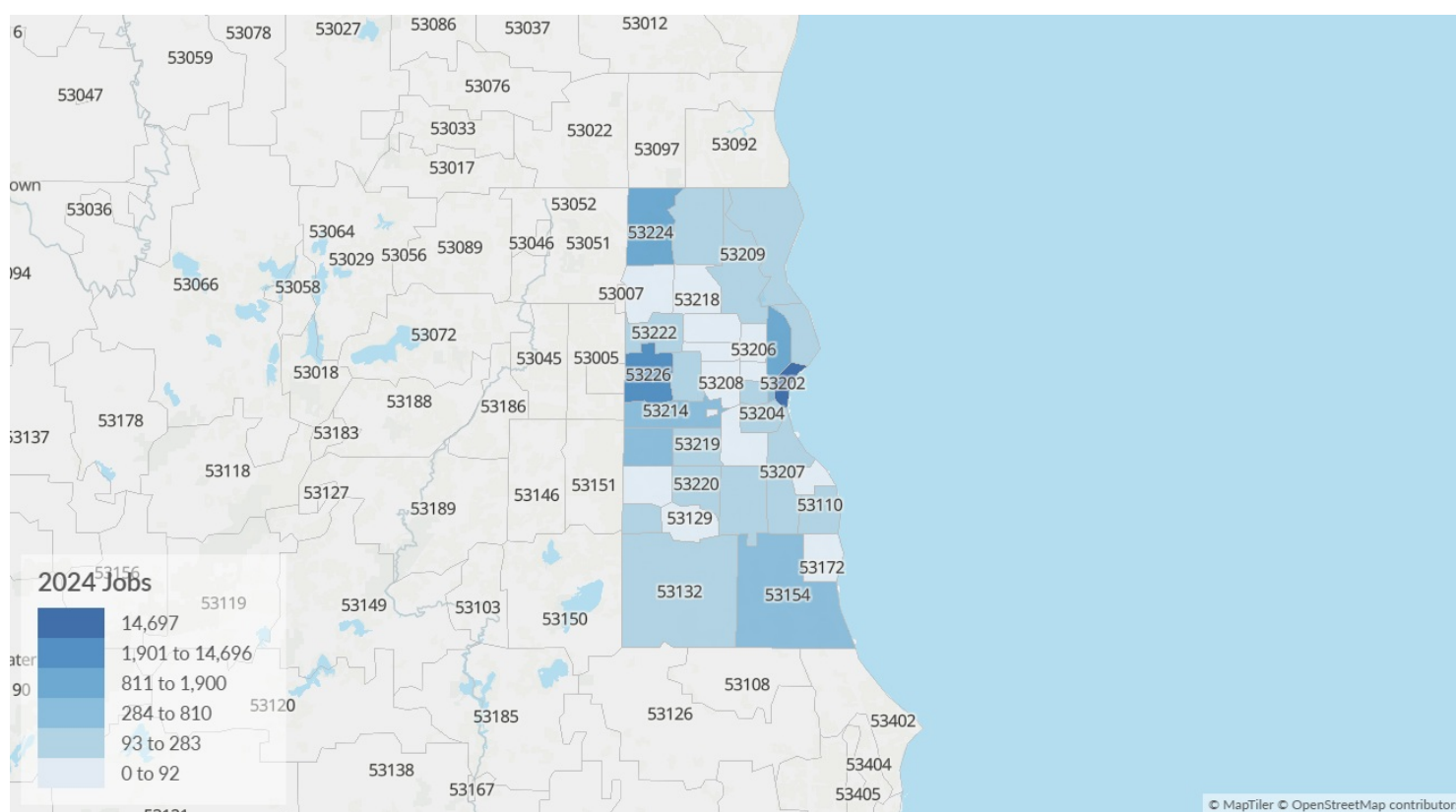
55079 Milwaukee County, WI

Class of Worker

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

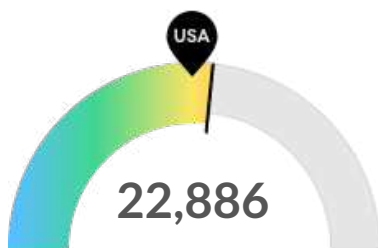
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Aggressive Hiring Competition Over an Average Supply of Regional Talent



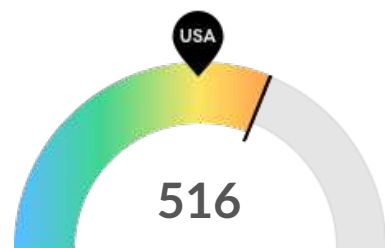
Supply (Jobs)

Milwaukee County, WI is about average for this kind of talent. The national average for an area this size is 20,868* employees, while there are 22,886 here.



Earnings Per Job

Earnings per job are about the same as the national average. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

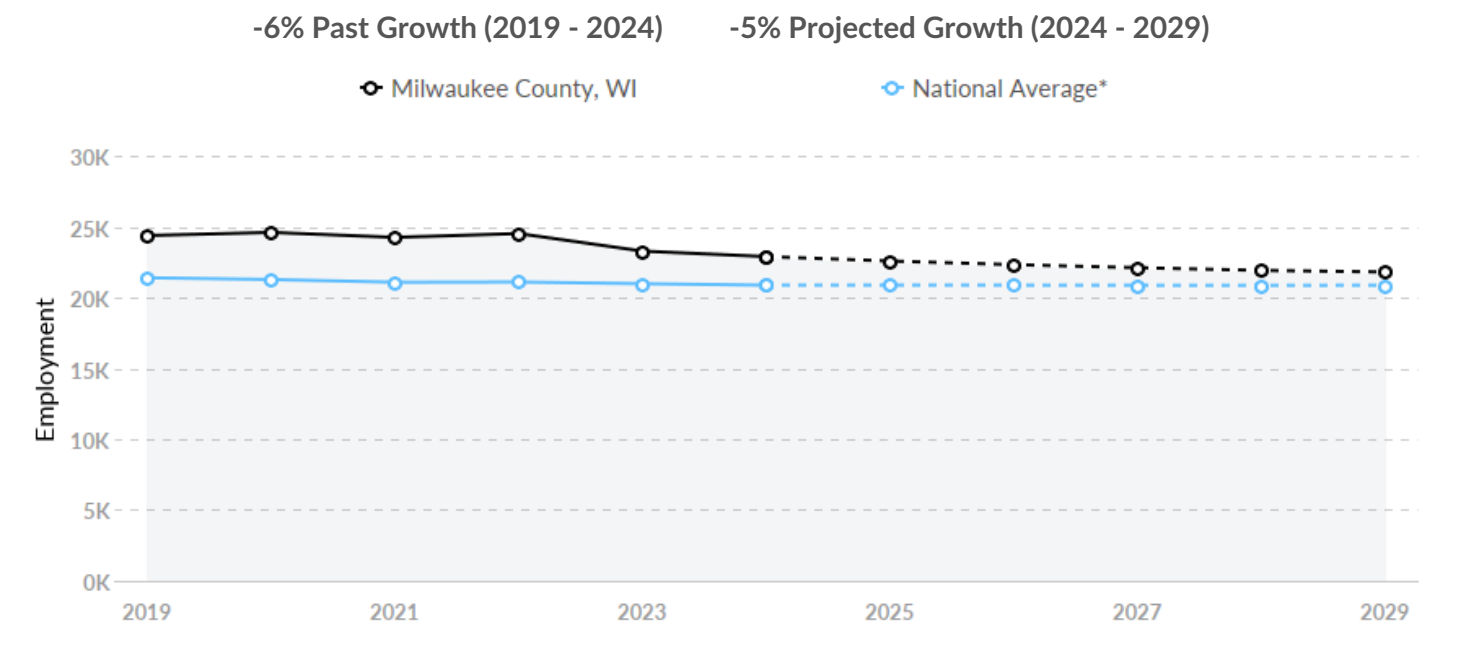
Competition from online job postings is high in Milwaukee County, WI. The national average for an area this size is 366* job postings/mo, while there are 516 here.

*National average values are derived by taking the national value for Finance and Insurance 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)

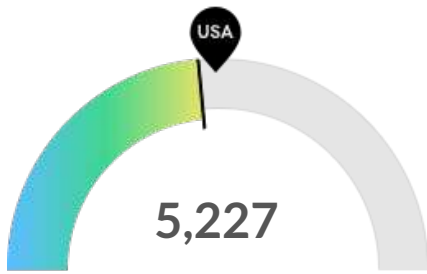
Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of Finance and Insurance 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 20,868* employees, while there are 22,886 here. The gap between expected and actual employment is projected to narrow over the next 5 years.



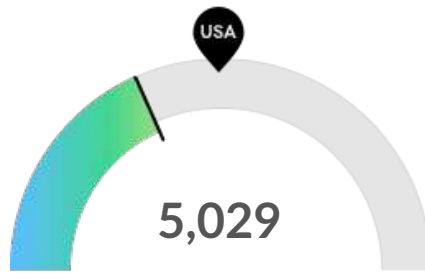
*National average values are derived by taking the national value for Finance and Insurance and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is Low



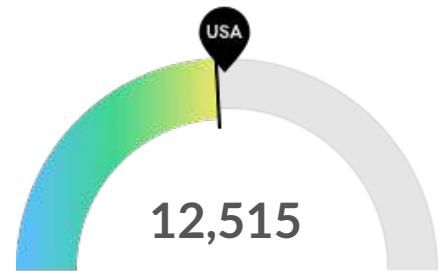
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 5,701* employees 55 or older, while there are 5,227 here.



Racial Diversity

Racial diversity is low in Milwaukee County, WI. The national average for an area this size is 7,629* racially diverse employees, while there are 5,029 here.



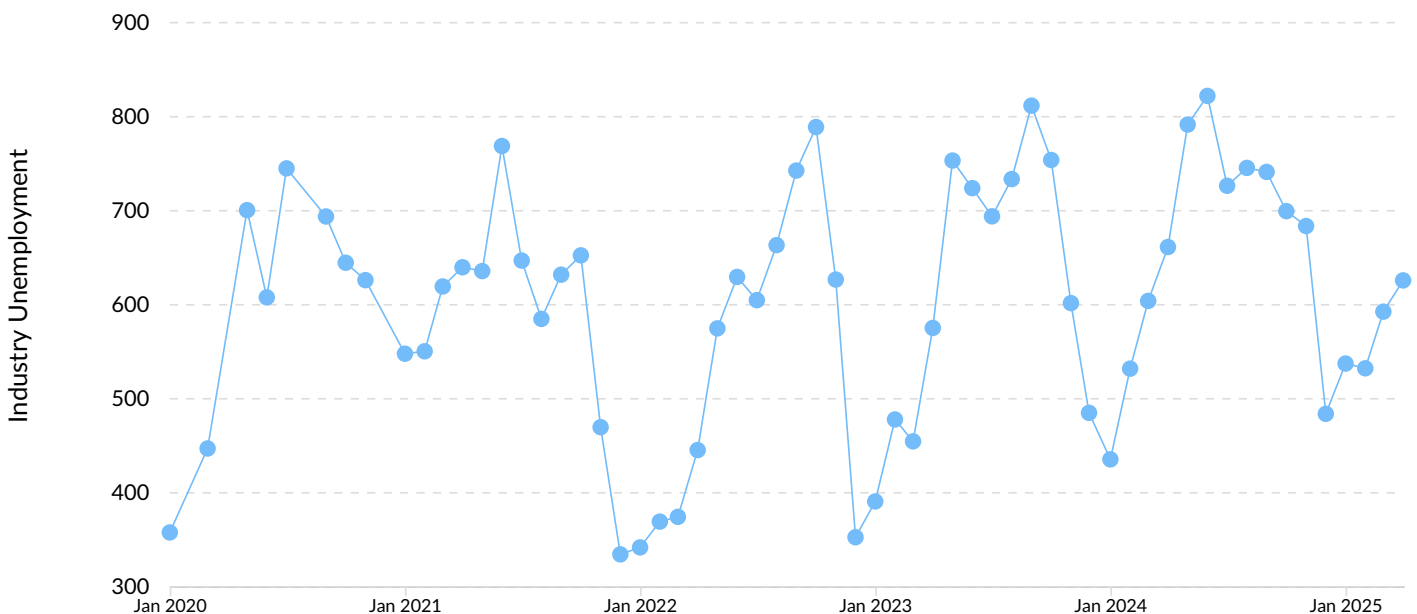
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 13,115* female employees, while there are 12,515 here.

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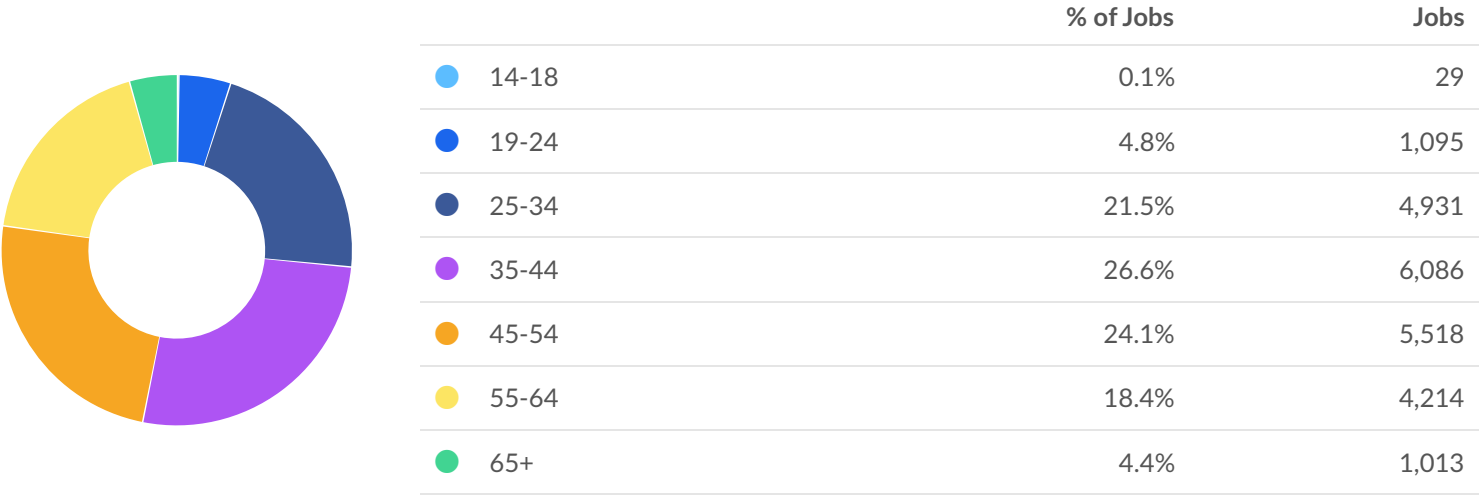
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.

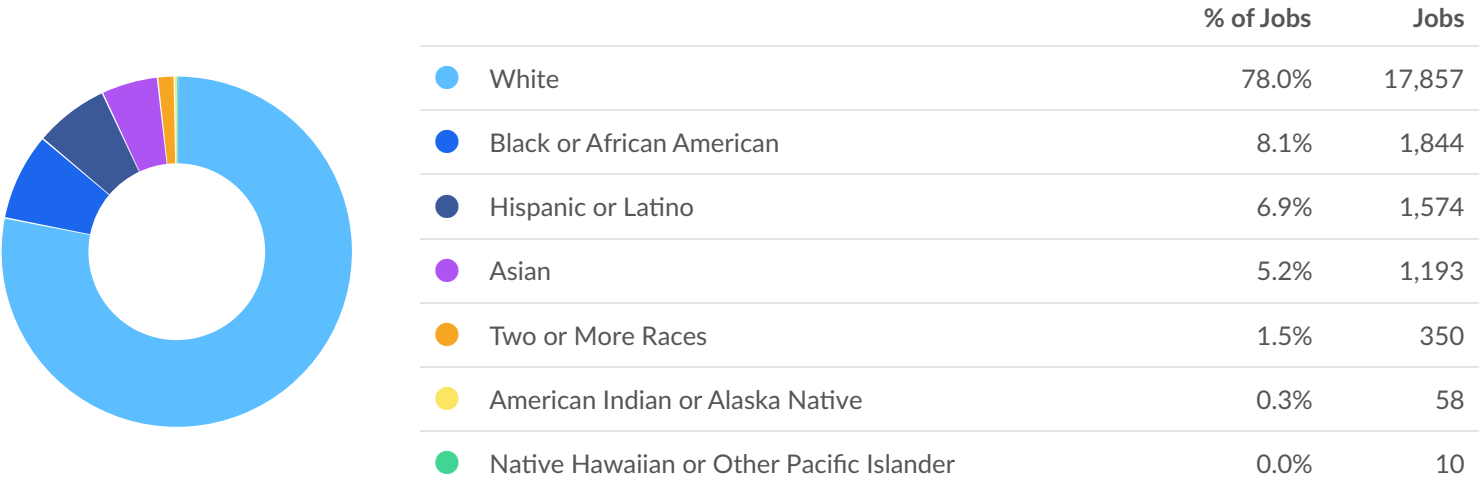


Demographic Details

Industry Age Breakdown



Industry Race/Ethnicity Breakdown

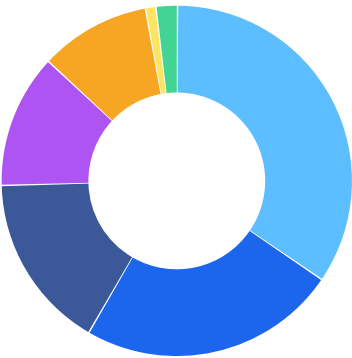


Industry Gender Breakdown



	% of Jobs	Jobs
Males	45.3%	10,371
Females	54.7%	12,515

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



Occupation	% of Industry in Occupation (2024)
Business and Financial Operations Occupations	34.4%
Office and Administrative Support Occupations	23.9%
Sales and Related Occupations	16.2%
Management Occupations	12.3%
Computer and Mathematical Occupations	10.2%
Healthcare Practitioners and Technical Occupations	1.0%
Other	2.0%

Demand



291 Employers Competing

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



6,193 Unique Job Postings

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



28 Day Median Duration

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

Top Companies	Unique Postings
Northwestern Mutual	1,622 <div></div>
US Bank	367 <div></div>
Associated Bank	330 <div></div>
Molina Healthcare	197 <div></div>
Robert W Baird & Company	180 <div></div>

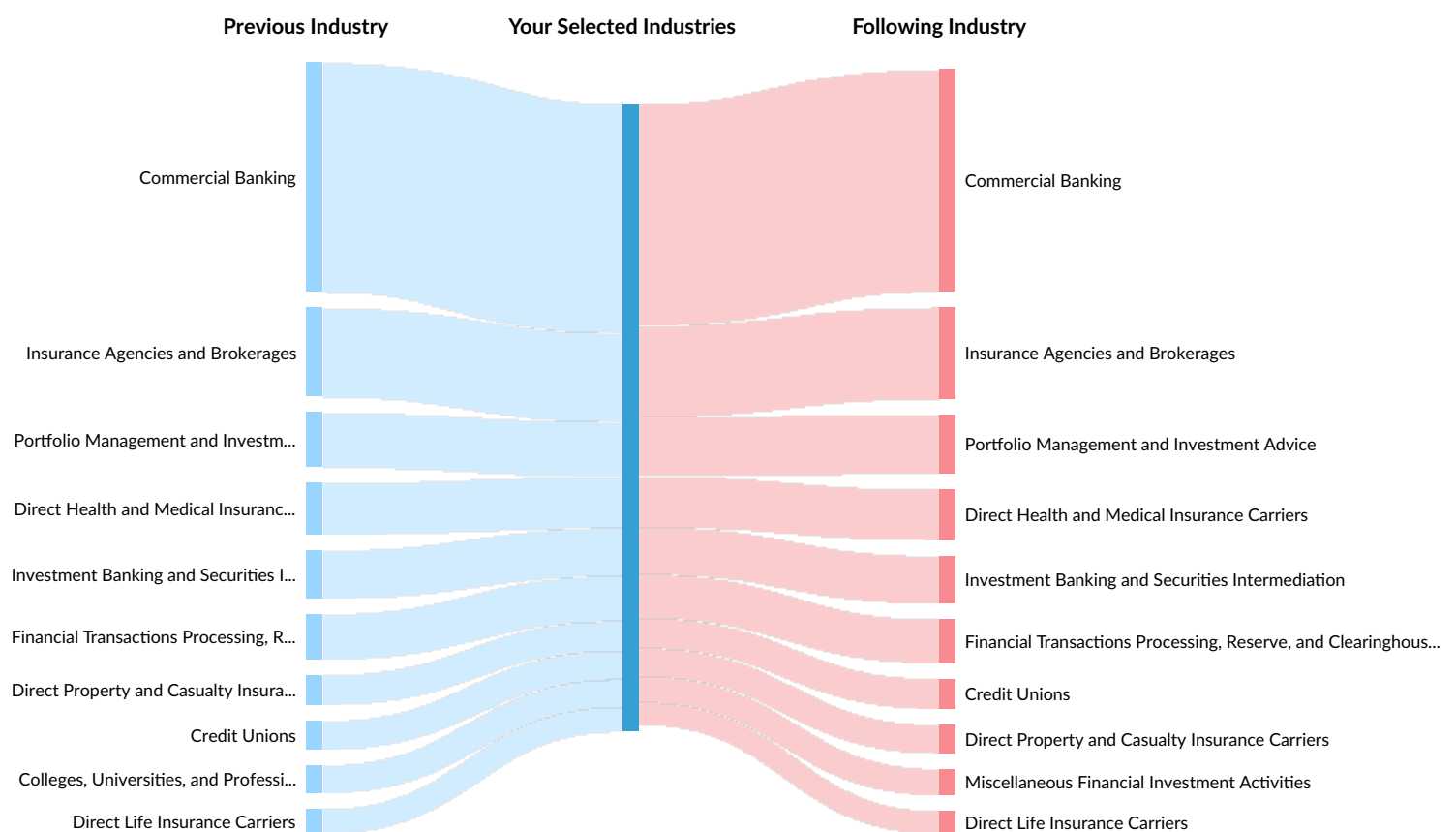
Top Job Titles	Unique Postings
Tellers	84 <div></div>
IT Services Managers	47 <div></div>
Personal Bankers	40 <div></div>
Software Engineers	38 <div></div>
Associate Private Bankers	37 <div></div>

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	904,457
Insurance Agencies and Brokerages	351,543
Portfolio Management and Investment Advice	215,085
Direct Health and Medical Insurance Carriers	202,975

Previous Industries	Transitions
Investment Banking and Securities Intermediation	189,193
Financial Transactions Processing, Reserve, and Clearinghouse Activities	177,741
Direct Property and Casualty Insurance Carriers	116,937
Credit Unions	112,876
Colleges, Universities, and Professional Schools	109,344
Direct Life Insurance Carriers	97,594
Miscellaneous Financial Investment Activities	96,165
Real Estate Credit	91,291
Mortgage and Nonmortgage Loan Brokers	59,659
Custom Computer Programming Services	51,604
Consumer Lending	49,885
Administrative Management and General Management Consulting Services	37,169
Computer Systems Design Services	33,051
All Other Insurance Related Activities	32,220
General Medical and Surgical Hospitals	31,521
Offices of Certified Public Accountants	30,735
Offices of Real Estate Agents and Brokers	29,749
Software Publishers	28,544
Savings Institutions and Other Depository Credit Intermediation	28,040
All Other Professional, Scientific, and Technical Services	27,801
Offices of Lawyers	25,945
Employment Placement Agencies	25,080
International, Secondary Market, and All Other Nondepository Credit Intermediation	24,768
Full-Service Restaurants	24,588

Previous Industries	Transitions
Offices of Physicians (except Mental Health Specialists)	23,078
Other Direct Insurance (except Life, Health, and Medical) Carriers	22,291
Clothing and Clothing Accessories Retailers	21,915
Elementary and Secondary Schools	19,716
Limited-Service Restaurants	19,660
All Other Miscellaneous Retailers	19,598
Wireless Telecommunications Carriers (except Satellite)	19,332
Open-End Investment Funds	18,539
Department Stores	18,340
Miscellaneous Intermediation	17,613
Other Computer Related Services	17,454
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	17,319
Other Activities Related to Credit Intermediation	16,776
Claims Adjusting	16,715
Monetary Authorities-Central Bank	16,534
Credit Card Issuing	16,368
National Security	15,963
Supermarkets and Other Grocery (except Convenience) Stores	15,225
Hotels (except Casino Hotels) and Motels	15,088
Other Management Consulting Services	14,086
Other Financial Vehicles	13,861
Pharmacies and Drug Retailers	13,036
Other Scientific and Technical Consulting Services	12,030
Engineering Services	11,698
Temporary Help Services	11,697

Previous Industries	Transitions
All Other Miscellaneous Ambulatory Health Care Services	11,486
Other Activities Related to Real Estate	10,583
Web Search Portals and All Other Information Services	10,064
Other General Government Support	10,048
Gasoline Stations with Convenience Stores	9,844
All Other Personal Services	9,773
Electronics and Appliance Retailers	9,244
Marketing Consulting Services	9,229
Securities and Commodity Exchanges	8,980
Office Administrative Services	8,524
Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	8,471
Fitness and Recreational Sports Centers	8,387
Offices of Other Holding Companies	8,269
Home Health Care Services	8,166
Other Accounting Services	8,145
Warehouse Clubs and Supercenters	8,064
All Other Support Services	7,862
Electronic Computer Manufacturing	7,565
Sales Financing	7,495
Automobile and Light Duty Motor Vehicle Manufacturing	7,480
Nonresidential Property Managers	7,422
Pharmaceutical Preparation Manufacturing	7,359
Direct Title Insurance Carriers	7,359
Advertising Agencies	7,347
Computer Terminal and Other Computer Peripheral Equipment Manufacturing	7,277

Previous Industries	Transitions
Couriers and Express Delivery Services	7,059
Offices of Bank Holding Companies	6,634
All Other Business Support Services	6,258
Lessors of Residential Buildings and Dwellings	6,249
Offices of All Other Miscellaneous Health Practitioners	6,203
Electronic and Precision Equipment Repair and Maintenance	6,106
Educational Support Services	6,093
Hardware Retailers	6,064
Junior Colleges	6,026
Telecommunications Resellers	6,014
Electrical Contractors and Other Wiring Installation Contractors	5,911
Payroll Services	5,911
Commercial and Institutional Building Construction	5,740
Wholesale Trade Agents and Brokers	5,714
New Car Dealers	5,707
Lessors of Nonresidential Buildings (except Miniwarehouses)	5,641
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	5,506
Telemarketing Bureaus and Other Contact Centers	5,464
Religious Organizations	5,326
Scheduled Passenger Air Transportation	5,325
Residential Property Managers	5,143
Other Individual and Family Services	4,952
Following Industries	Transitions
Commercial Banking	876,219

Following Industries	Transitions
Insurance Agencies and Brokerages	360,383
Portfolio Management and Investment Advice	232,733
Direct Health and Medical Insurance Carriers	199,985
Investment Banking and Securities Intermediation	187,026
Financial Transactions Processing, Reserve, and Clearinghouse Activities	172,810
Credit Unions	118,165
Direct Property and Casualty Insurance Carriers	111,439
Miscellaneous Financial Investment Activities	102,690
Direct Life Insurance Carriers	89,751
Real Estate Credit	89,736
Mortgage and Nonmortgage Loan Brokers	65,168
Colleges, Universities, and Professional Schools	59,344
Consumer Lending	49,875
Custom Computer Programming Services	41,798
Administrative Management and General Management Consulting Services	36,510
Software Publishers	34,224
Offices of Real Estate Agents and Brokers	32,852
All Other Insurance Related Activities	32,671
Savings Institutions and Other Depository Credit Intermediation	28,592
All Other Professional, Scientific, and Technical Services	26,950
General Medical and Surgical Hospitals	26,489
International, Secondary Market, and All Other Nondepository Credit Intermediation	25,954
All Other Miscellaneous Retailers	22,971
Computer Systems Design Services	22,879

Following Industries	Transitions
Other Direct Insurance (except Life, Health, and Medical) Carriers	22,823
Offices of Certified Public Accountants	22,719
Offices of Lawyers	19,871
Miscellaneous Intermediation	19,347
Open-End Investment Funds	19,184
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	18,375
Offices of Physicians (except Mental Health Specialists)	18,190
Employment Placement Agencies	18,185
Other Computer Related Services	17,829
Elementary and Secondary Schools	17,721
Claims Adjusting	17,457
Other Activities Related to Credit Intermediation	16,637
Monetary Authorities-Central Bank	16,537
Credit Card Issuing	16,409
Other Financial Vehicles	15,103
Other Management Consulting Services	13,747
Full-Service Restaurants	13,146
Engineering Services	12,318
Web Search Portals and All Other Information Services	12,276
All Other Miscellaneous Ambulatory Health Care Services	12,242
Other Activities Related to Real Estate	11,181
Other General Government Support	10,330
Pharmacies and Drug Retailers	9,884
All Other Personal Services	9,718
Clothing and Clothing Accessories Retailers	9,576

Following Industries	Transitions
Securities and Commodity Exchanges	9,472
Wireless Telecommunications Carriers (except Satellite)	9,448
Limited-Service Restaurants	9,126
Temporary Help Services	9,063
All Other Support Services	9,031
Offices of Other Holding Companies	8,919
Other Accounting Services	8,796
Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	8,570
Office Administrative Services	8,437
Marketing Consulting Services	8,327
Fitness and Recreational Sports Centers	8,179
Hotels (except Casino Hotels) and Motels	8,175
Home Health Care Services	7,707
Sales Financing	7,706
Offices of Bank Holding Companies	7,620
Direct Title Insurance Carriers	7,610
Other Scientific and Technical Consulting Services	7,361
Lessors of Residential Buildings and Dwellings	7,296
All Other Business Support Services	7,201
National Security	7,047
Nonresidential Property Managers	6,986
Pharmaceutical Preparation Manufacturing	6,911
Gasoline Stations with Convenience Stores	6,897
Payroll Services	6,659
Department Stores	6,341

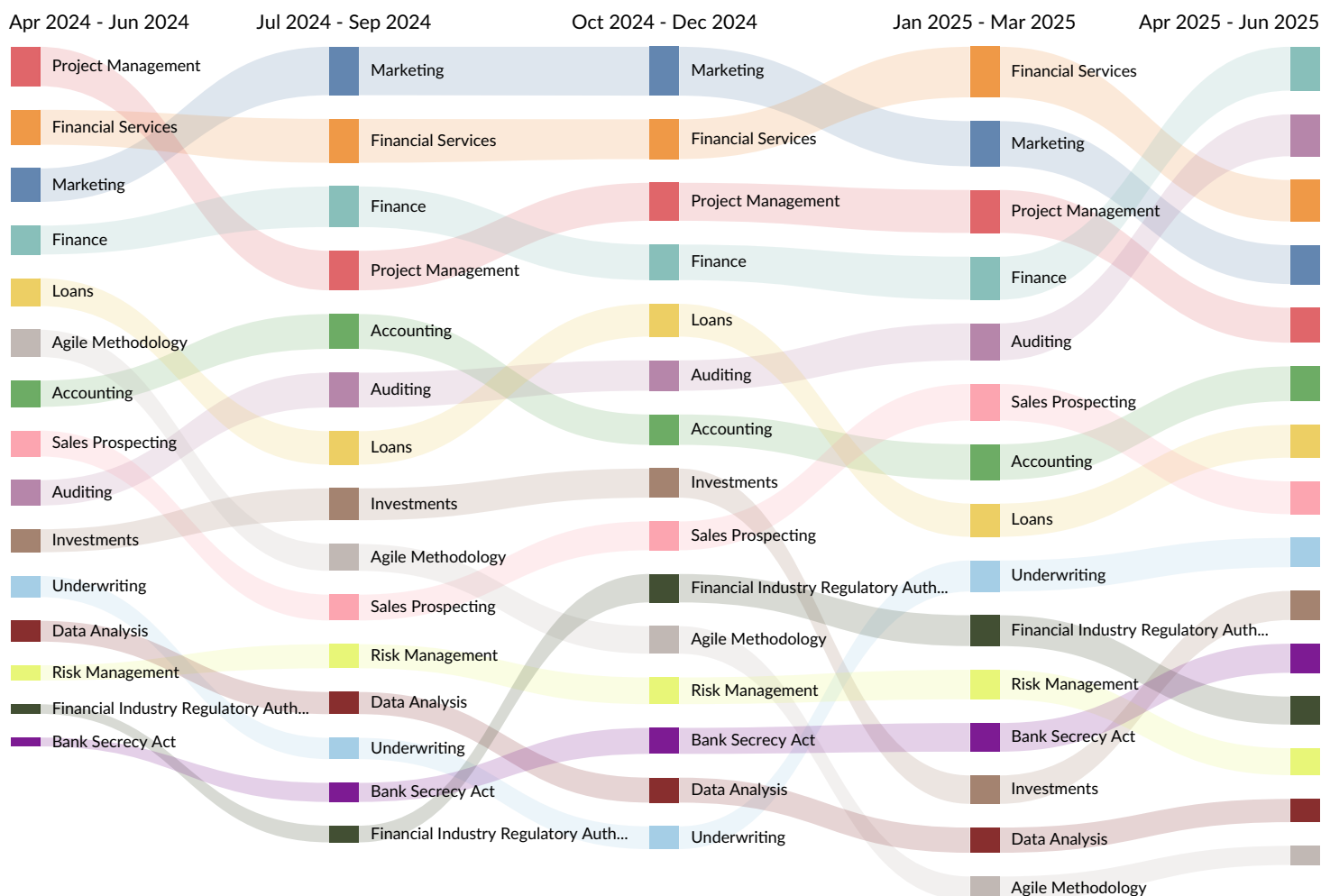
Following Industries	Transitions
Supermarkets and Other Grocery (except Convenience) Stores	6,324
Electrical Contractors and Other Wiring Installation Contractors	6,291
Lessors of Nonresidential Buildings (except Miniwarehouses)	6,243
Automobile and Light Duty Motor Vehicle Manufacturing	6,236
Electronic Computer Manufacturing	5,962
Advertising Agencies	5,950
Commercial and Institutional Building Construction	5,906
Residential Property Managers	5,546
Wholesale Trade Agents and Brokers	5,432
Scheduled Passenger Air Transportation	5,099
Offices of All Other Miscellaneous Health Practitioners	5,091
Warehouse Clubs and Supercenters	5,009
Reinsurance Carriers	4,977
Junior Colleges	4,947
Plumbing, Heating, and Air-Conditioning Contractors	4,894
Other Individual and Family Services	4,657
Religious Organizations	4,652
Computer Terminal and Other Computer Peripheral Equipment Manufacturing	4,620
Electronic and Precision Equipment Repair and Maintenance	4,504
Educational Support Services	4,434
Telecommunications Resellers	4,418
Electronics and Appliance Retailers	4,416
Freight Transportation Arrangement	4,351
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	4,347

Following Industries	Transitions
Couriers and Express Delivery Services	4,322

What skills are they posting for?

Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$5.2B

Earnings (2024)

\$2.2B

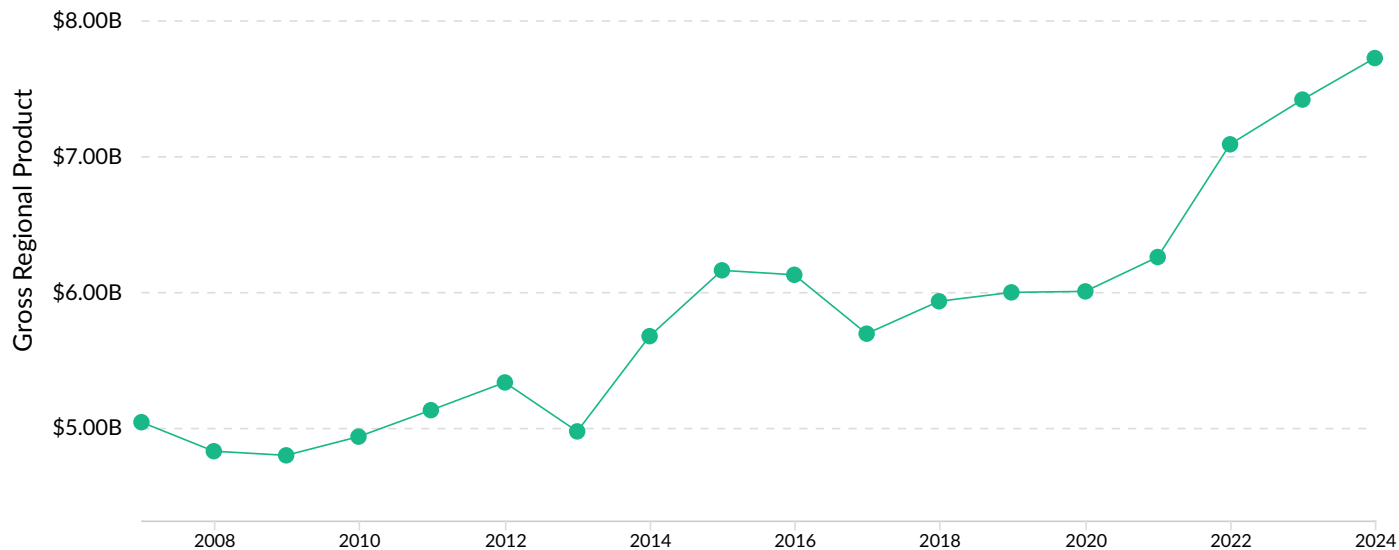
Property Income
(2024)

\$348.3M

Taxes (2024)

\$7.7B

Total GRP (2024)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Insurance Agencies and Brokerages	\$696,212,187	\$644,098,964	\$1,340,311,151
Portfolio Management and Investment Advice	\$445,973,627	\$31,756,018	\$477,729,644
Investment Banking and Securities Intermediation	\$215,792,518	\$16,265	\$215,808,783
Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	\$208,276,945	\$111,746	\$208,388,691
Commercial Banking	\$205,302,288	\$621,573	\$205,923,861