

Health Care and Social Assistance 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

62 Health Care and Social Assistance

1 County

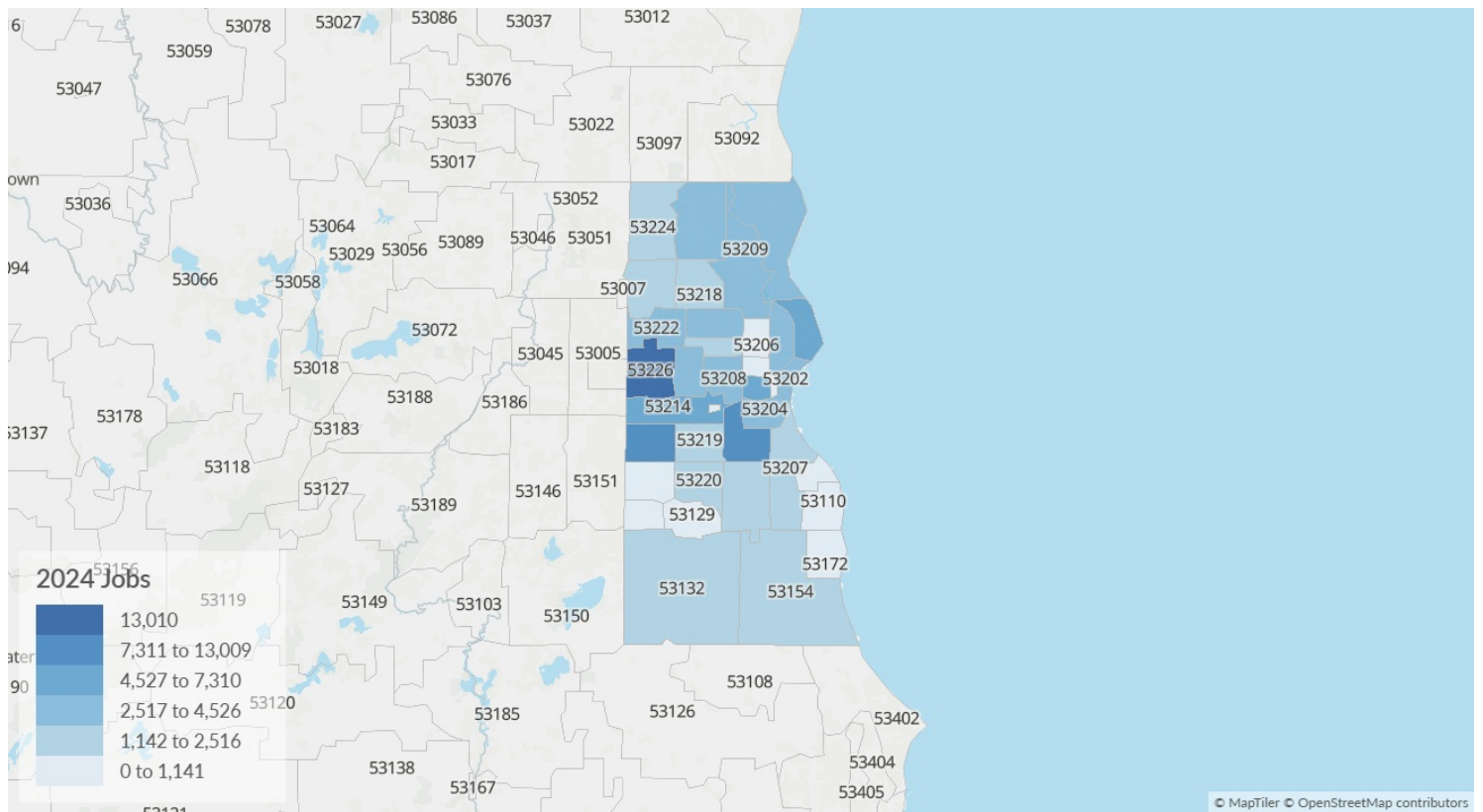
55079 Milwaukee County, WI

Class of Worker

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

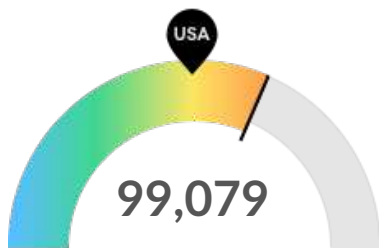
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Aggressive Hiring Competition Over a Deep Supply of Regional Talent



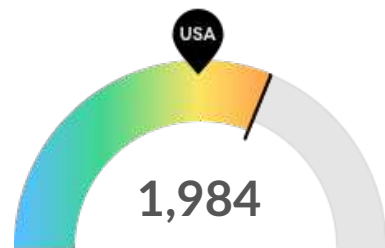
Supply (Jobs)

Milwaukee County, WI is a hotspot for this kind of talent. The national average for an area this size is 68,937* employees, while there are 99,079 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)

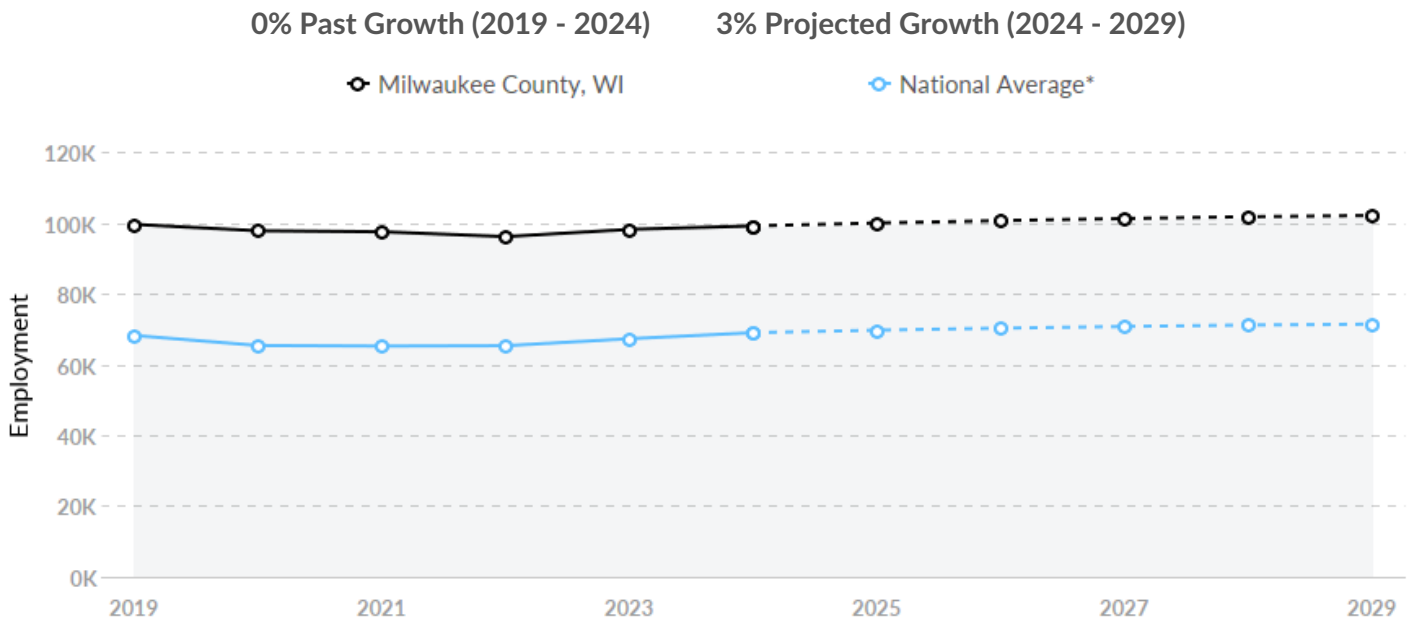
Competition from online job postings is high in Milwaukee County, WI. The national average for an area this size is 1,403* job posting/mo, while there is 1,984 here.

*National average values are derived by taking the national value for Health Care and Social Assistance 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)

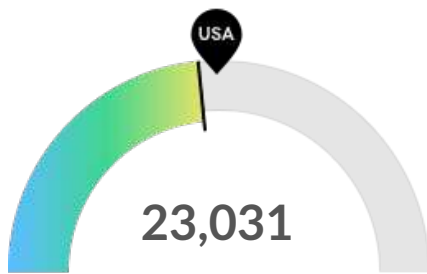
Supply Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of Health Care and Social Assistance 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 68,937* employees, while there are 99,079 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



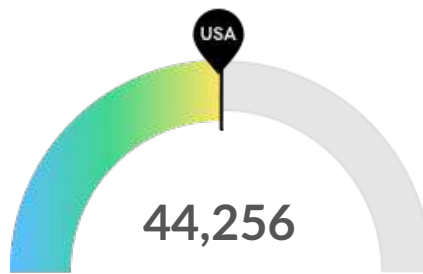
*National average values are derived by taking the national value for Health Care and Social Assistance and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region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

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



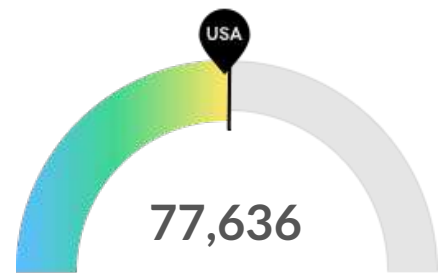
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 25,228* employees 55 or older, while there are 23,031 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 44,111* racially diverse employees, while there are 44,256 here.



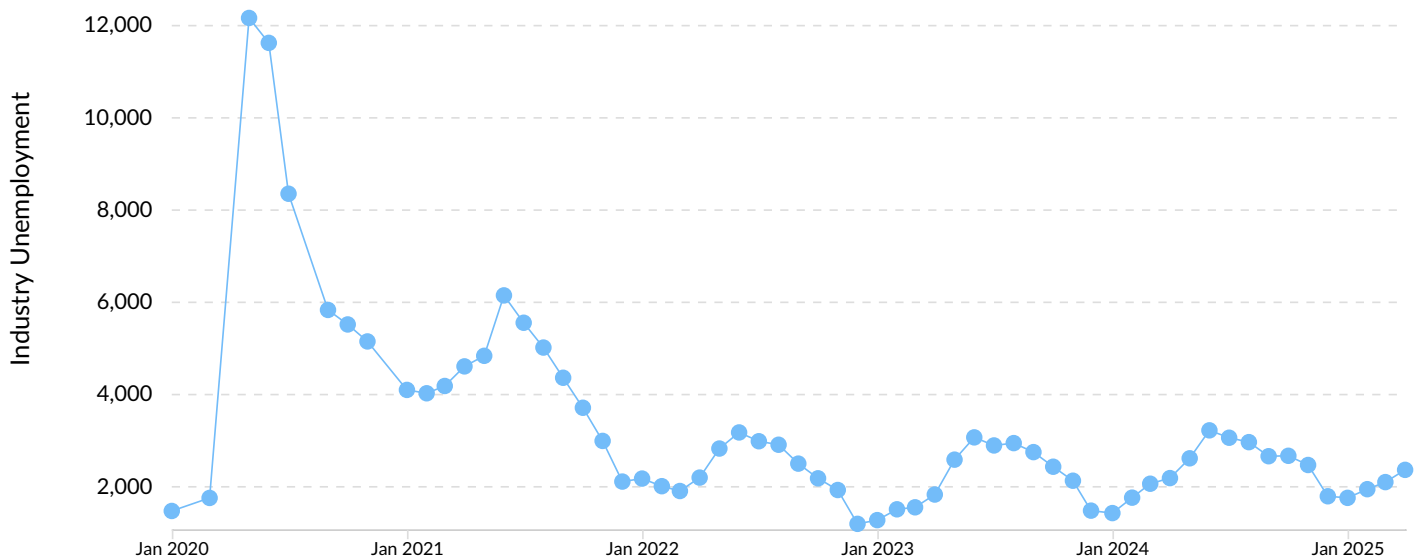
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 76,581* female employees, while there are 77,636 here.

*National average values are derived by taking the national value for Health Care and Social Assistance 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.

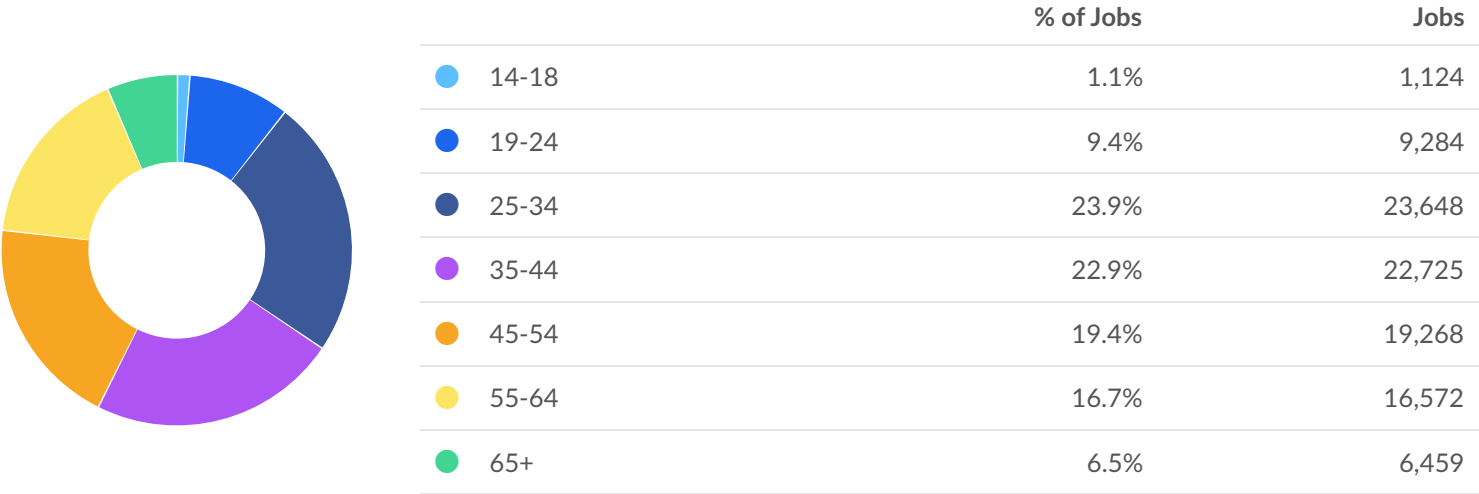
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.

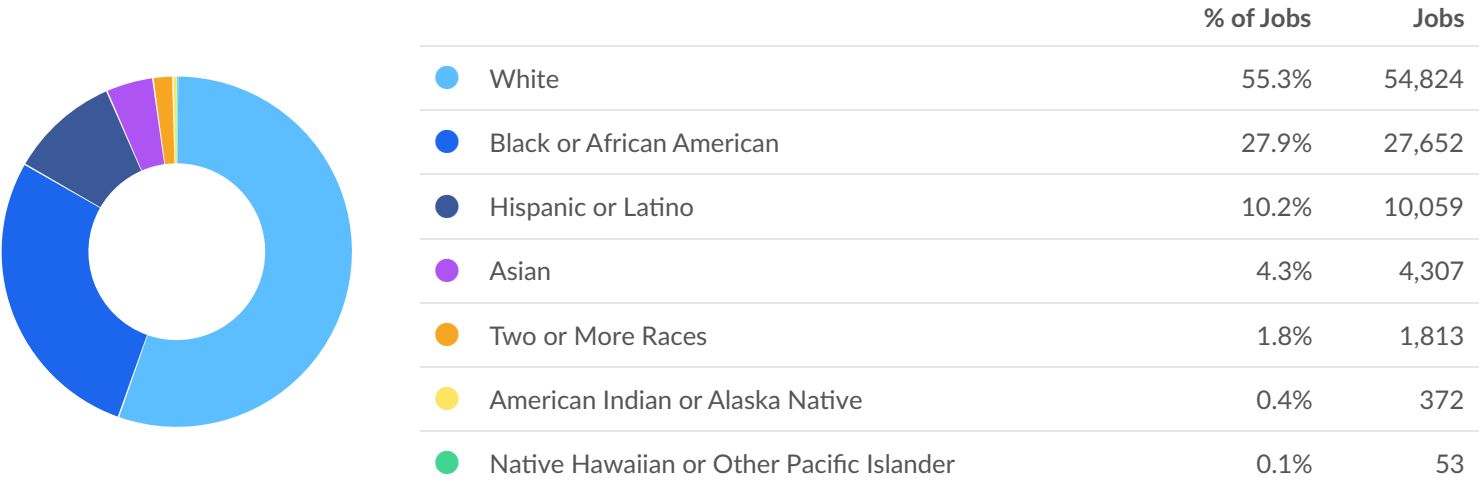


Demographic Details

Industry Age Breakdown





Industry Race/Ethnicity Breakdown

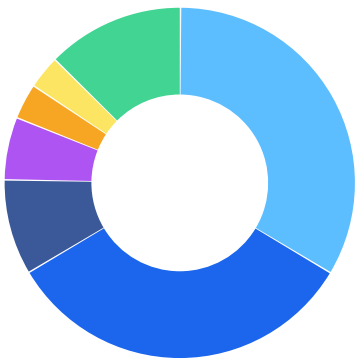


Industry Gender Breakdown



	% of Jobs	Jobs
 Males	21.6%	21,443
 Females	78.4%	77,636

Most Jobs are Found in the Healthcare Practitioners and Technical Occupations Industry Sector



Occupation	% of Industry in Occupation (2024)
 Healthcare Practitioners and Technical Occupations	33.5%
 Healthcare Support Occupations	32.9%
 Office and Administrative Support Occupations	8.8%
 Community and Social Service Occupations	5.8%
 Educational Instruction and Library Occupations	3.3%
 Management Occupations	3.1%
 Other	12.7%

Demand



860 Employers Competing

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



23,807 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
Froedtert & The Medical College...	4,602
Advocate Aurora Health	4,557
Ascension	1,952
Children& X27 S Wisconsin	827
Bay Area Medical Center	446

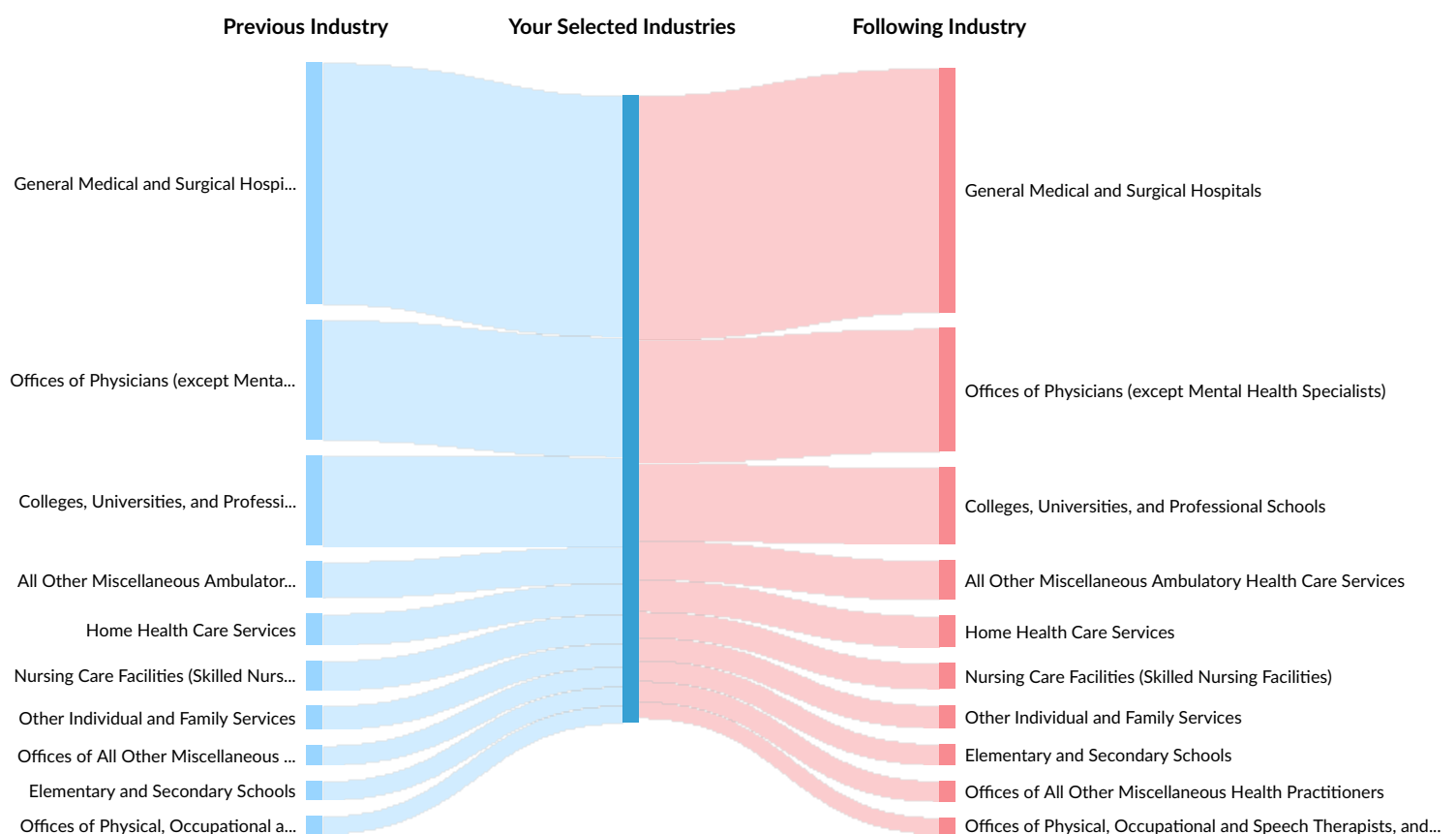
Top Job Titles	Unique Postings
Registered Nurses	359
Certified Nursing Assistants	277
Caregivers	216
Medical Surgical Registered Nur...	209
Staff Nurses	199

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
General Medical and Surgical Hospitals	977,258
Offices of Physicians (except Mental Health Specialists)	485,465
Colleges, Universities, and Professional Schools	364,335
All Other Miscellaneous Ambulatory Health Care Services	146,564

Previous Industries	Transitions
Home Health Care Services	126,548
Nursing Care Facilities (Skilled Nursing Facilities)	117,731
Other Individual and Family Services	95,029
Offices of All Other Miscellaneous Health Practitioners	79,918
Elementary and Secondary Schools	76,972
Offices of Physical, Occupational and Speech Therapists, and Audiologists	71,041
Child and Youth Services	66,389
Child Care Services	65,743
Medical Laboratories	61,158
All Other Outpatient Care Centers	51,985
Assisted Living Facilities for the Elderly	49,146
Offices of Dentists	46,283
Freestanding Ambulatory Surgical and Emergency Centers	45,833
Outpatient Mental Health and Substance Abuse Centers	41,969
Employment Placement Agencies	40,639
Full-Service Restaurants	38,082
All Other Professional, Scientific, and Technical Services	37,503
Offices of Mental Health Practitioners (except Physicians)	36,728
Specialty (except Psychiatric and Substance Abuse) Hospitals	36,452
Psychiatric and Substance Abuse Hospitals	34,497
Offices of Physicians, Mental Health Specialists	34,118
Direct Health and Medical Insurance Carriers	34,115
Pharmacies and Drug Retailers	33,812
Temporary Help Services	32,680
Limited-Service Restaurants	32,506

Previous Industries	Transitions
Vocational Rehabilitation Services	32,204
Clothing and Clothing Accessories Retailers	30,980
Department Stores	28,660
Kidney Dialysis Centers	28,588
Continuing Care Retirement Communities	27,858
Services for the Elderly and Persons with Disabilities	27,295
National Security	26,826
Junior Colleges	25,652
Other Residential Care Facilities	25,537
Supermarkets and Other Grocery (except Convenience) Stores	23,556
Ambulance Services	22,990
Administrative Management and General Management Consulting Services	22,579
Diagnostic Imaging Centers	21,361
Custom Computer Programming Services	21,140
Residential Mental Health and Substance Abuse Facilities	20,922
Commercial Banking	20,688
Other General Government Support	19,800
Software Publishers	18,509
All Other Miscellaneous Retailers	18,243
Insurance Agencies and Brokerages	18,139
Hotels (except Casino Hotels) and Motels	17,937
HMO Medical Centers	17,048
Religious Organizations	16,992
Computer Systems Design Services	16,740
Fitness and Recreational Sports Centers	16,434

Previous Industries	Transitions
Offices of Optometrists	15,209
Educational Support Services	14,928
Offices of Lawyers	14,659
Residential Intellectual and Developmental Disability Facilities	14,432
Pharmaceutical Preparation Manufacturing	14,213
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	13,646
Office Administrative Services	13,399
All Other Personal Services	12,922
Offices of Real Estate Agents and Brokers	12,556
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	12,260
Civic and Social Organizations	11,880
Warehouse Clubs and Supercenters	11,763
Offices of Chiropractors	10,868
Blood and Organ Banks	10,863
Emergency and Other Relief Services	10,751
Other Management Consulting Services	10,527
Other Social Advocacy Organizations	10,281
Other Computer Related Services	9,975
Temporary Shelters	9,649
Engineering Services	9,524
All Other Miscellaneous Schools and Instruction	9,493
Other Grantmaking and Giving Services	9,322
Administration of Veterans' Affairs	8,855
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	8,741

Previous Industries	Transitions
Family Planning Centers	8,529
Administration of Public Health Programs	8,278
Offices of Certified Public Accountants	8,111
Surgical and Medical Instrument Manufacturing	7,886
Other Community Housing Services	7,702
Research and Development in Biotechnology (except Nanobiotechnology)	7,678
Community Food Services	7,676
Marketing Consulting Services	7,078
Food Service Contractors	6,826
Lessors of Residential Buildings and Dwellings	6,674
Electronics and Appliance Retailers	6,638
Cosmetics, Beauty Supplies, and Perfume Retailers	6,537
Wireless Telecommunications Carriers (except Satellite)	6,517
Couriers and Express Delivery Services	6,420
Beauty Salons	6,411
Other Scientific and Technical Consulting Services	6,285
Portfolio Management and Investment Advice	6,236
All Other Support Services	6,161
Drugs and Druggists' Sundries Merchant Wholesalers	6,149
Executive Offices	5,909
Other Accounting Services	5,884
Professional Organizations	5,725
Following Industries	Transitions
General Medical and Surgical Hospitals	990,497
Offices of Physicians (except Mental Health Specialists)	498,519

Following Industries	Transitions
Colleges, Universities, and Professional Schools	312,079
All Other Miscellaneous Ambulatory Health Care Services	159,487
Home Health Care Services	128,426
Nursing Care Facilities (Skilled Nursing Facilities)	104,592
Other Individual and Family Services	92,784
Elementary and Secondary Schools	84,602
Offices of All Other Miscellaneous Health Practitioners	83,587
Offices of Physical, Occupational and Speech Therapists, and Audiologists	65,563
Medical Laboratories	61,943
Child and Youth Services	60,379
Child Care Services	58,647
All Other Outpatient Care Centers	53,739
Freestanding Ambulatory Surgical and Emergency Centers	48,957
Direct Health and Medical Insurance Carriers	47,771
Employment Placement Agencies	46,001
Offices of Dentists	45,603
Outpatient Mental Health and Substance Abuse Centers	41,344
Assisted Living Facilities for the Elderly	41,248
Offices of Mental Health Practitioners (except Physicians)	40,509
Offices of Physicians, Mental Health Specialists	37,732
All Other Professional, Scientific, and Technical Services	37,650
Specialty (except Psychiatric and Substance Abuse) Hospitals	36,352
Temporary Help Services	35,224
Psychiatric and Substance Abuse Hospitals	34,091
Vocational Rehabilitation Services	31,612

Following Industries	Transitions
Kidney Dialysis Centers	28,662
Administrative Management and General Management Consulting Services	27,348
Services for the Elderly and Persons with Disabilities	27,286
Continuing Care Retirement Communities	25,899
Junior Colleges	24,951
Insurance Agencies and Brokerages	23,218
Other Residential Care Facilities	22,892
Custom Computer Programming Services	22,413
Software Publishers	22,292
Diagnostic Imaging Centers	22,060
Other General Government Support	21,731
Pharmaceutical Preparation Manufacturing	20,458
Pharmacies and Drug Retailers	19,890
Residential Mental Health and Substance Abuse Facilities	19,611
Full-Service Restaurants	19,018
Ambulance Services	18,905
All Other Miscellaneous Retailers	18,296
Commercial Banking	18,063
HMO Medical Centers	17,392
Administration of Veterans' Affairs	17,175
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	16,586
Offices of Real Estate Agents and Brokers	16,254
Clothing and Clothing Accessories Retailers	16,057
Offices of Lawyers	15,929
Office Administrative Services	15,583

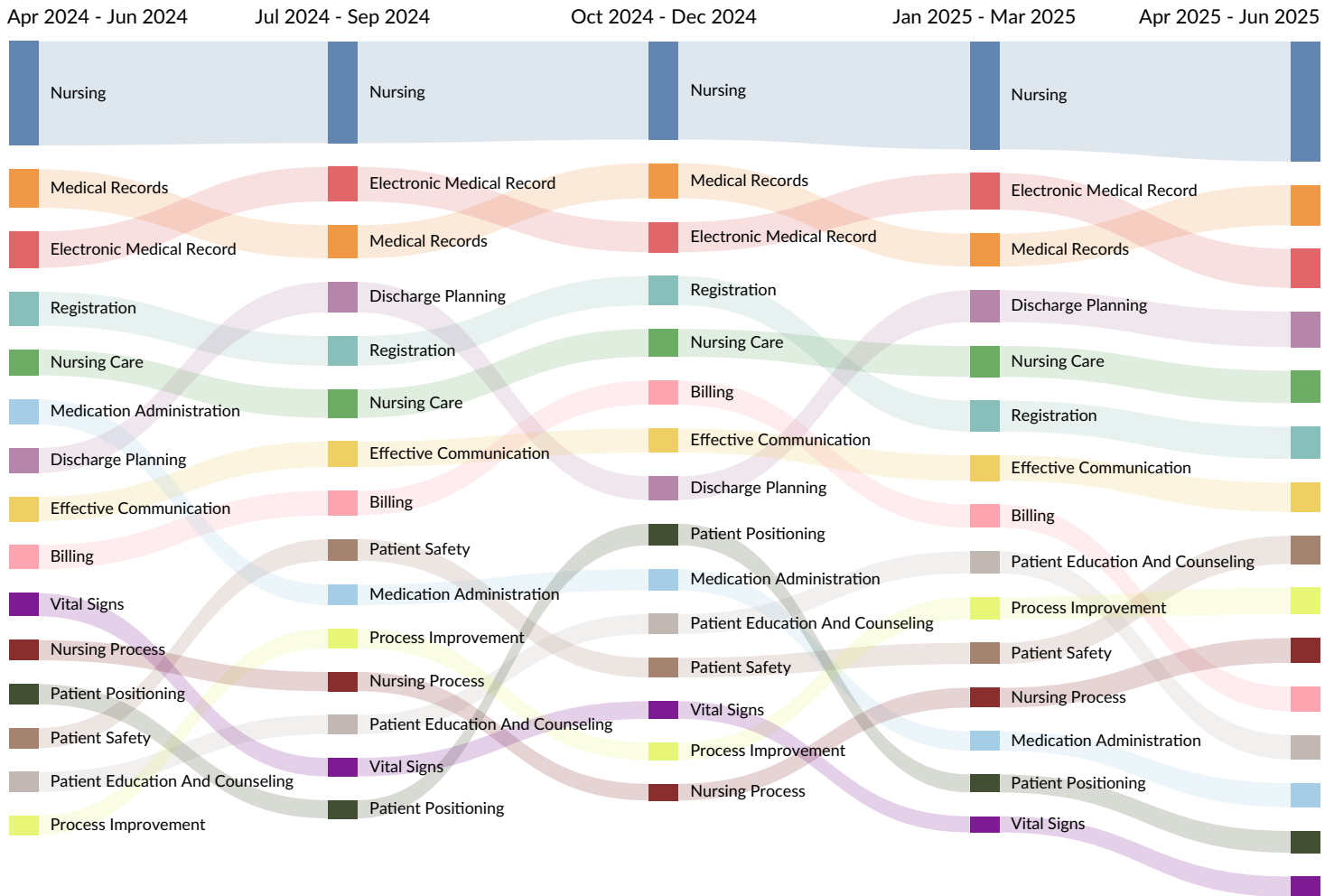
Following Industries	Transitions
Computer Systems Design Services	15,503
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	15,406
National Security	13,826
Limited-Service Restaurants	13,752
Offices of Optometrists	13,745
Educational Support Services	13,595
Religious Organizations	13,594
Research and Development in Biotechnology (except Nanobiotechnology)	12,951
Residential Intellectual and Developmental Disability Facilities	12,771
Other Management Consulting Services	12,694
Surgical and Medical Instrument Manufacturing	12,477
Other Computer Related Services	12,062
Engineering Services	11,923
Fitness and Recreational Sports Centers	11,631
All Other Personal Services	11,629
Hotels (except Casino Hotels) and Motels	11,398
Emergency and Other Relief Services	10,953
Department Stores	10,890
Blood and Organ Banks	10,802
Supermarkets and Other Grocery (except Convenience) Stores	10,459
Civic and Social Organizations	10,372
Administration of Public Health Programs	10,341
Other Social Advocacy Organizations	9,922
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	9,807

Following Industries	Transitions
Offices of Chiropractors	9,405
Temporary Shelters	9,042
Offices of Certified Public Accountants	8,930
Other Grantmaking and Giving Services	8,850
Family Planning Centers	8,774
All Other Miscellaneous Schools and Instruction	8,532
Community Food Services	7,787
Other Community Housing Services	7,771
Portfolio Management and Investment Advice	7,707
Other Accounting Services	7,303
Other Scientific and Technical Consulting Services	7,132
Marketing Consulting Services	7,125
Executive Offices	7,117
Lessors of Residential Buildings and Dwellings	6,870
Drugs and Druggists' Sundries Merchant Wholesalers	6,778
All Other Support Services	6,145
Warehouse Clubs and Supercenters	6,069
Professional Organizations	5,985
Analytical Laboratory Instrument Manufacturing	5,603
Commercial and Institutional Building Construction	5,585
Police Protection	5,508
Beauty Salons	5,146
Food Service Contractors	5,134
Wholesale Trade Agents and Brokers	5,051

What skills are they posting for?

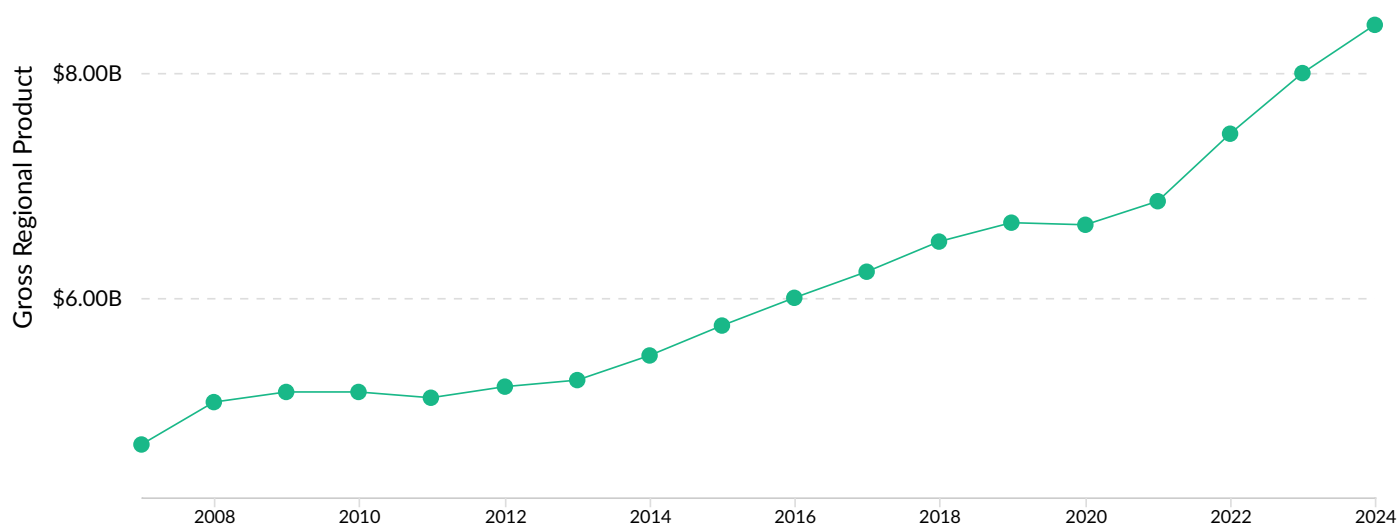
Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$7.4B	\$886.2M	\$159.4M	\$8.4B
Earnings (2024)	Property Income (2024)	Taxes (2024)	Total GRP (2024)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$245,769,843	\$1,284,248	\$247,054,091
Lessors of Residential Buildings and Dwellings	\$243,857,402	\$955,894	\$244,813,296
Offices of Real Estate Agents and Brokers	\$118,802,579	\$89,468,884	\$208,271,463
Temporary Help Services	\$200,690,177	\$5,555	\$200,695,732
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$143,507,705	\$26,694,537	\$170,202,242