

Retail Trade 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

44 Retail Trade

1 County

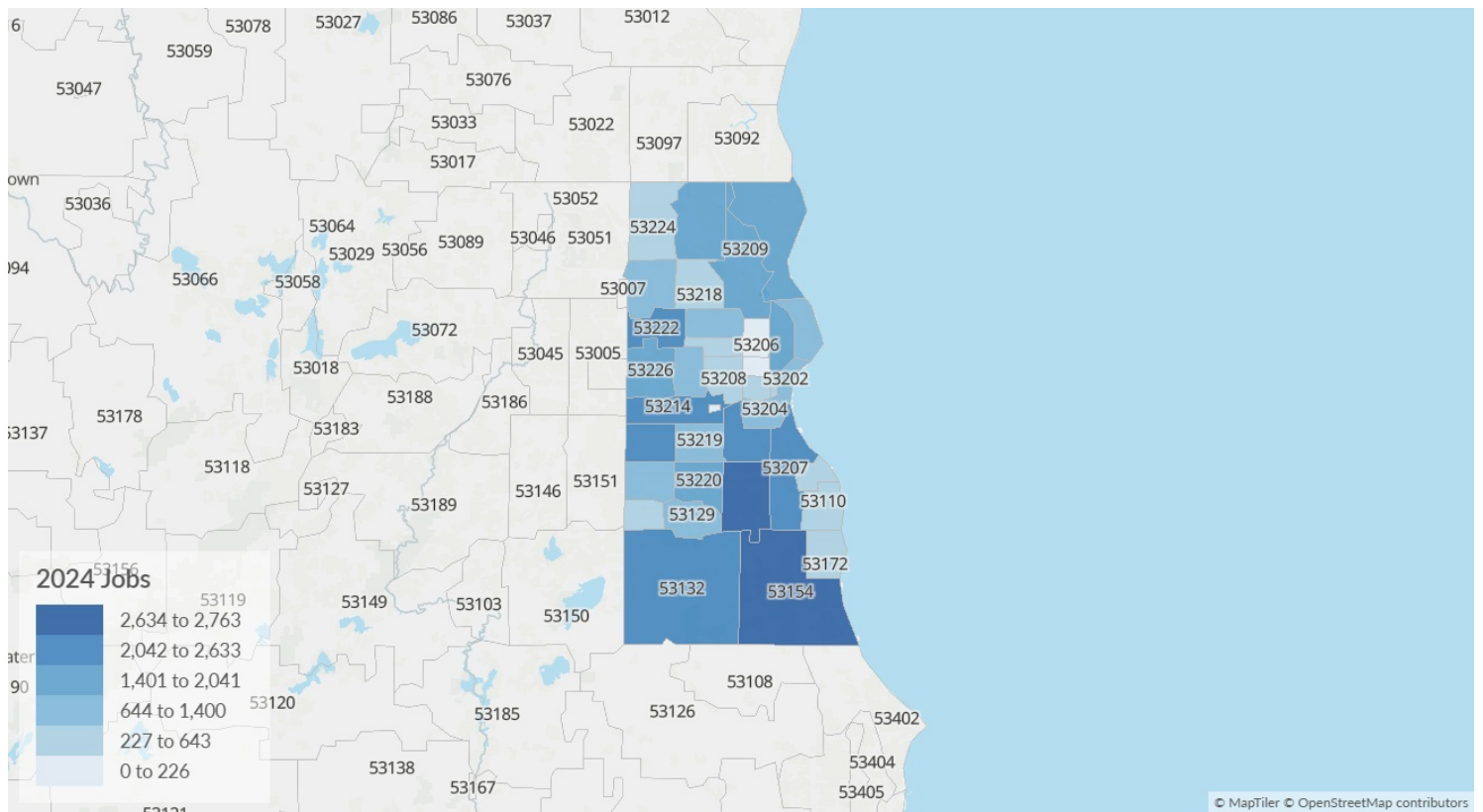
55079 Milwaukee County, WI

Class of Worker

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

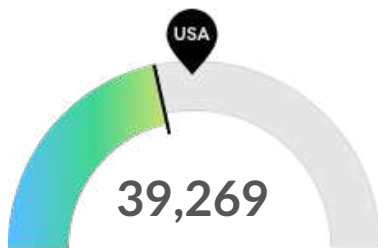
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Average Hiring Competition Over a Thin Supply of Regional Talent



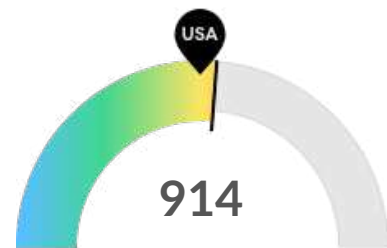
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 48,278* employees, while there are 39,269 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)

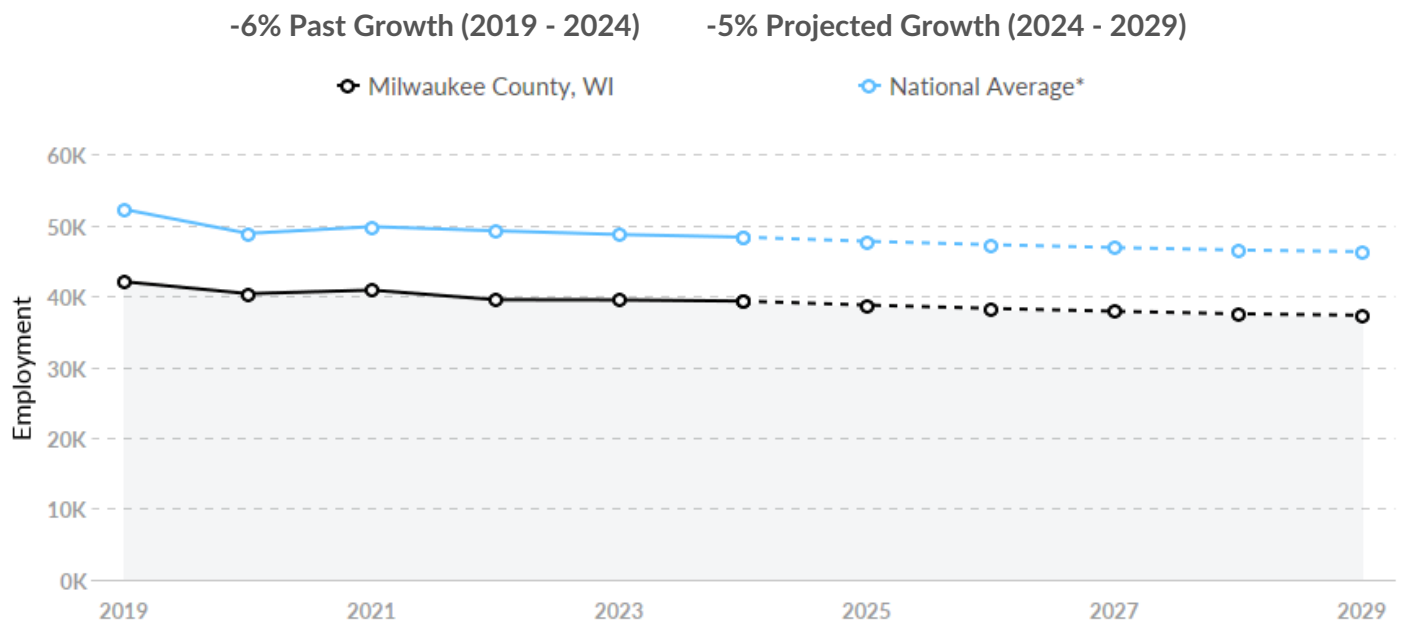
Competition from online job postings is about average in Milwaukee County, WI. The national average for an area this size is 850* job postings/mo, while there are 914 here.

*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)

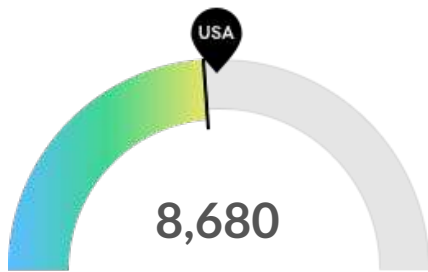
Supply Is Lower Than the National Average

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 48,278* employees, while there are 39,269 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.



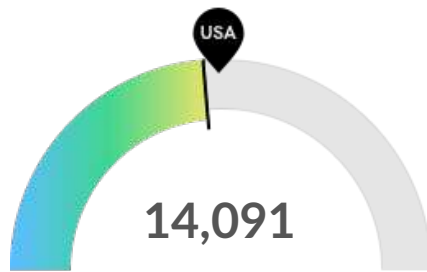
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

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



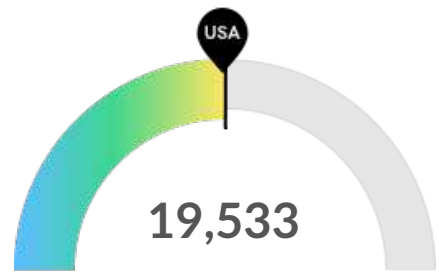
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 9,291* employees 55 or older, while there are 8,680 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 15,242* racially diverse employees, while there are 14,091 here.



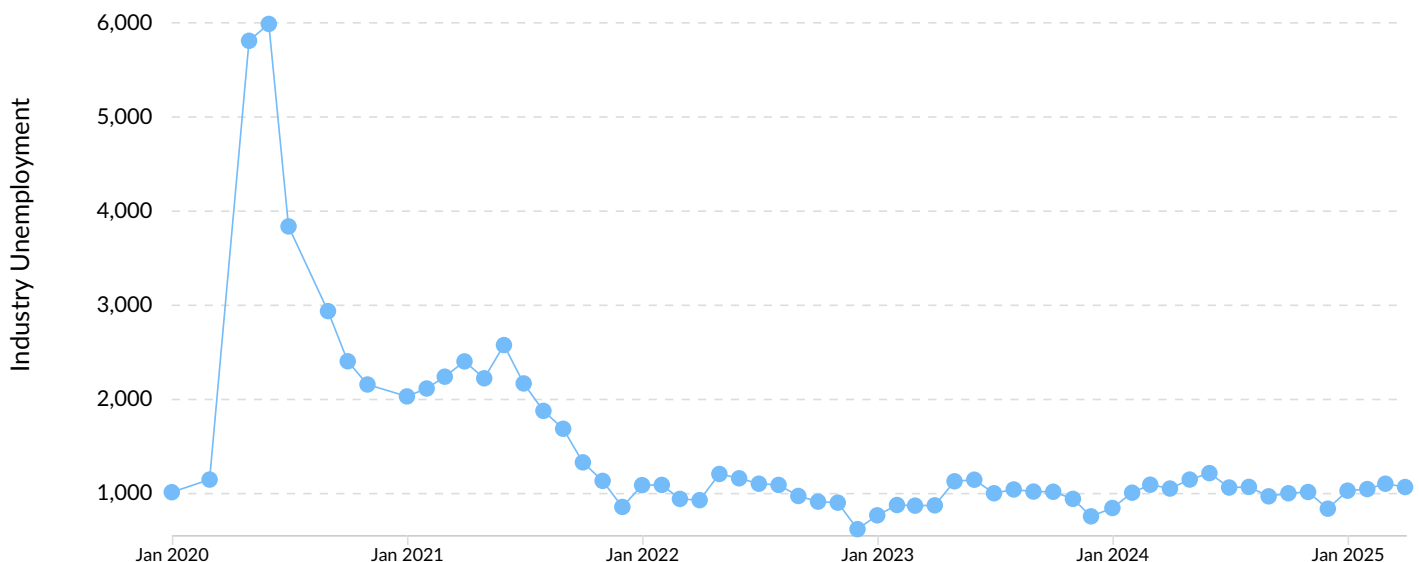
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 19,453* female employees, while there are 19,533 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.

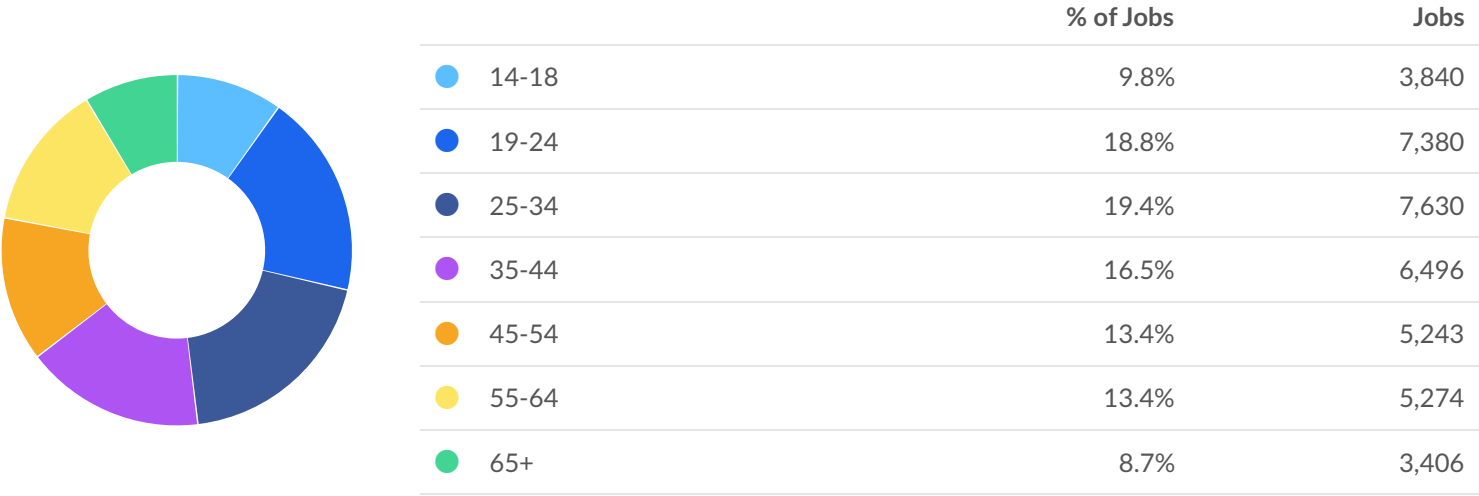
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.

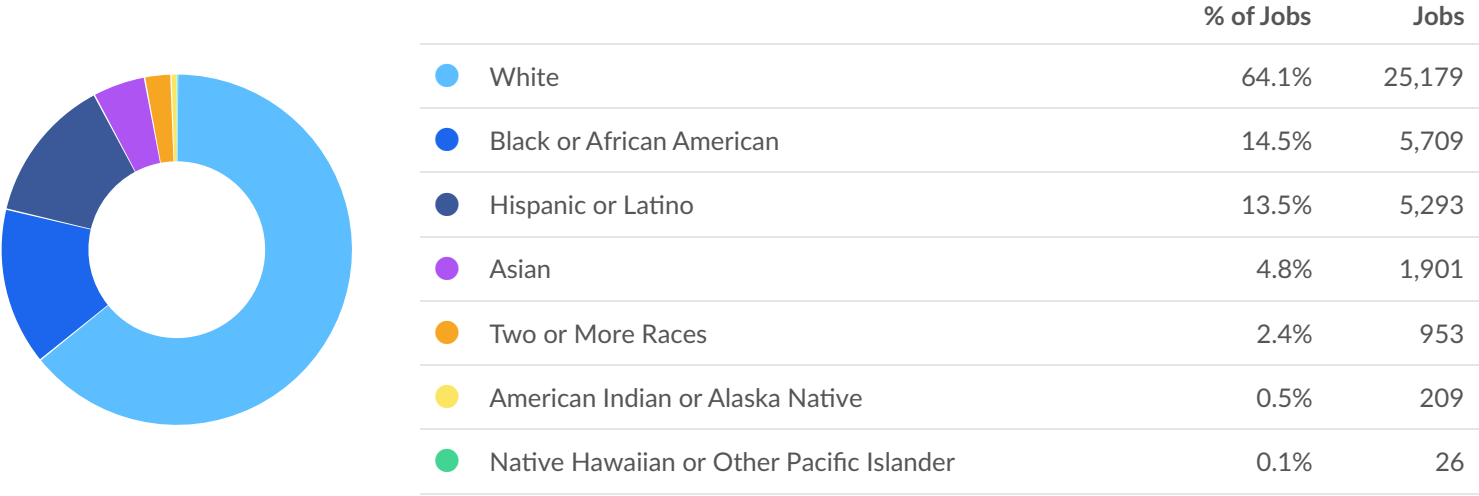


Demographic Details

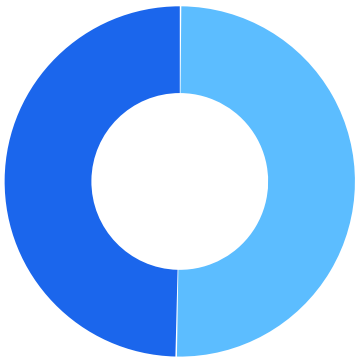
Industry Age Breakdown



Industry Race/Ethnicity Breakdown

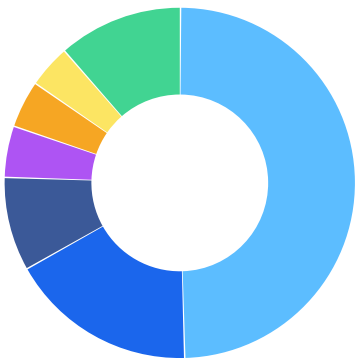


Industry Gender Breakdown



	% of Jobs	Jobs
Males	50.3%	19,737
Females	49.7%	19,533

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



Occupation	% of Industry in Occupation (2024)
Sales and Related Occupations	49.5%
Transportation and Material Moving Occupations	17.3%
Office and Administrative Support Occupations	8.7%
Healthcare Practitioners and Technical Occupations	4.7%
Installation, Maintenance, and Repair Occupations	4.4%
Food Preparation and Serving Related Occupations	4.0%
Other	11.5%

Demand



597 Employers Competing

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



10,966 Unique Job Postings

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



29 Day Median Duration

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

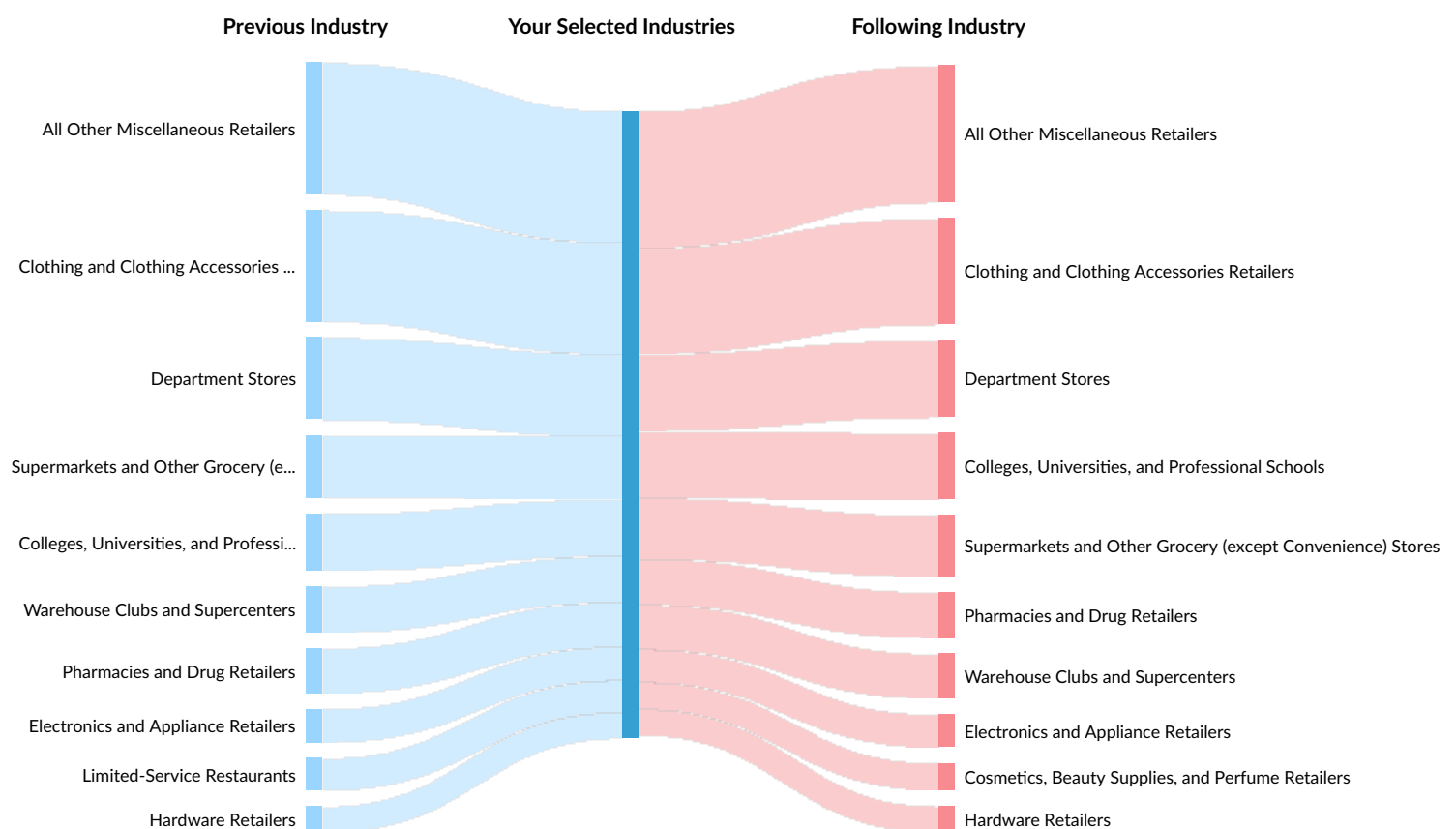
Top Companies		Unique Postings		Top Job Titles		Unique Postings	
Pick And Save	1,002	<div></div>		Sales Associates	192	<div></div>	
Walmart	1,000	<div></div>		Pharmacy Technicians	183	<div></div>	
Walgreens Boots Alliance	490	<div></div>		Cashiers	181	<div></div>	
Kroger	419	<div></div>		Store Managers	164	<div></div>	
Metro Market	260	<div></div>		Assistant Store Managers	160	<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
All Other Miscellaneous Retailers	315,677
Clothing and Clothing Accessories Retailers	267,303
Department Stores	196,798
Supermarkets and Other Grocery (except Convenience) Stores	150,090

Previous Industries	Transitions
Colleges, Universities, and Professional Schools	136,371
Warehouse Clubs and Supercenters	110,361
Pharmacies and Drug Retailers	107,393
Electronics and Appliance Retailers	79,844
Limited-Service Restaurants	77,216
Hardware Retailers	62,401
Cosmetics, Beauty Supplies, and Perfume Retailers	61,321
Full-Service Restaurants	59,349
Home Centers	45,710
Sporting Goods Retailers	40,893
All Other Home Furnishings Retailers	40,432
New Car Dealers	40,069
Gasoline Stations with Convenience Stores	39,458
All Other General Merchandise Retailers	35,466
Software Publishers	33,499
Furniture Retailers	33,442
Custom Computer Programming Services	31,416
Commercial Banking	30,187
Elementary and Secondary Schools	29,357
General Medical and Surgical Hospitals	27,903
Convenience Retailers	27,597
Automotive Parts and Accessories Retailers	26,011
National Security	25,572
Shoe Retailers	25,297
Used Car Dealers	24,323
Jewelry Retailers	23,586

Previous Industries	Transitions
Employment Placement Agencies	21,414
Hotels (except Casino Hotels) and Motels	20,956
All Other Professional, Scientific, and Technical Services	20,947
Pet and Pet Supplies Retailers	20,518
Gift, Novelty, and Souvenir Retailers	20,047
Computer Systems Design Services	19,931
Offices of Physicians (except Mental Health Specialists)	19,038
Administrative Management and General Management Consulting Services	18,894
Couriers and Express Delivery Services	18,003
Insurance Agencies and Brokerages	16,639
Wireless Telecommunications Carriers (except Satellite)	15,891
Offices of Real Estate Agents and Brokers	15,703
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	15,286
Automobile and Light Duty Motor Vehicle Manufacturing	14,621
Hobby, Toy, and Game Retailers	14,190
Other Computer Related Services	13,767
Engineering Services	12,772
Fitness and Recreational Sports Centers	12,592
Marketing Consulting Services	12,435
Other Gasoline Stations	12,046
Motorcycle, ATV, and All Other Motor Vehicle Dealers	11,824
Office Supplies and Stationery Retailers	11,766
Book Retailers and News Dealers	11,540
Other Building Material Dealers	11,453
Direct Health and Medical Insurance Carriers	10,761

Previous Industries	Transitions
Offices of Lawyers	10,405
Advertising Agencies	10,268
Junior Colleges	10,206
All Other Personal Services	10,203
Beer, Wine, and Liquor Retailers	10,070
Other Miscellaneous Durable Goods Merchant Wholesalers	10,003
Child Care Services	9,942
All Other Specialty Food Retailers	9,853
Web Search Portals and All Other Information Services	9,628
Offices of Certified Public Accountants	9,519
Electronic Computer Manufacturing	9,396
Temporary Help Services	9,243
Floor Covering Retailers	9,069
Food (Health) Supplement Retailers	9,002
Motion Picture and Video Production	8,803
Commercial and Institutional Building Construction	8,712
Tire Dealers	8,692
Other General Government Support	8,550
Religious Organizations	8,505
Other Management Consulting Services	8,382
General Warehousing and Storage	8,179
Office Administrative Services	7,904
Snack and Nonalcoholic Beverage Bars	7,897
Financial Transactions Processing, Reserve, and Clearinghouse Activities	7,815
All Other Health and Personal Care Retailers	7,670

Previous Industries	Transitions
Child and Youth Services	7,567
Pharmaceutical Preparation Manufacturing	7,553
Home Health Care Services	7,542
Civic and Social Organizations	7,536
Golf Courses and Country Clubs	7,494
Educational Support Services	7,373
Portfolio Management and Investment Advice	7,326
Local Messengers and Local Delivery	7,245
Wholesale Trade Agents and Brokers	7,188
Footwear Manufacturing	6,864
Cut and Sew Apparel Manufacturing (except Contractors)	6,735
Security Guards and Patrol Services	6,618
Electrical Contractors and Other Wiring Installation Contractors	6,576
Plumbing, Heating, and Air-Conditioning Contractors	6,486
Other Scientific and Technical Consulting Services	6,374
All Other Support Services	6,221
General Freight Trucking, Long-Distance, Truckload	6,152
Beauty Salons	6,136
Optical Goods Retailers	6,057
All Other Miscellaneous Ambulatory Health Care Services	5,974
Following Industries	Transitions
All Other Miscellaneous Retailers	327,846
Clothing and Clothing Accessories Retailers	254,631
Department Stores	184,442
Colleges, Universities, and Professional Schools	159,908

Following Industries	Transitions
Supermarkets and Other Grocery (except Convenience) Stores	146,266
Pharmacies and Drug Retailers	109,447
Warehouse Clubs and Supercenters	107,225
Electronics and Appliance Retailers	78,674
Cosmetics, Beauty Supplies, and Perfume Retailers	64,690
Hardware Retailers	63,250
General Medical and Surgical Hospitals	57,494
Commercial Banking	49,918
Home Centers	48,948
Full-Service Restaurants	47,818
Limited-Service Restaurants	47,348
Software Publishers	43,932
New Car Dealers	42,336
Sporting Goods Retailers	41,413
Elementary and Secondary Schools	41,019
Gasoline Stations with Convenience Stores	40,033
All Other Home Furnishings Retailers	38,236
Furniture Retailers	36,572
Offices of Physicians (except Mental Health Specialists)	35,756
Custom Computer Programming Services	35,132
All Other General Merchandise Retailers	33,355
All Other Professional, Scientific, and Technical Services	27,733
Convenience Retailers	27,568
Automotive Parts and Accessories Retailers	27,047
Insurance Agencies and Brokerages	27,042
Jewelry Retailers	25,985

Following Industries	Transitions
Used Car Dealers	25,866
Employment Placement Agencies	25,496
Offices of Real Estate Agents and Brokers	23,955
Shoe Retailers	23,479
Administrative Management and General Management Consulting Services	22,761
Hotels (except Casino Hotels) and Motels	22,580
Pet and Pet Supplies Retailers	22,480
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	20,627
Engineering Services	20,330
Couriers and Express Delivery Services	20,276
Computer Systems Design Services	19,793
Gift, Novelty, and Souvenir Retailers	19,545
Web Search Portals and All Other Information Services	19,126
Automobile and Light Duty Motor Vehicle Manufacturing	18,558
National Security	17,627
Other Computer Related Services	17,098
Wireless Telecommunications Carriers (except Satellite)	16,262
Direct Health and Medical Insurance Carriers	15,499
Offices of Lawyers	15,485
Marketing Consulting Services	15,097
Hobby, Toy, and Game Retailers	14,188
Fitness and Recreational Sports Centers	13,916
Offices of Certified Public Accountants	13,345
Other Miscellaneous Durable Goods Merchant Wholesalers	12,696
Junior Colleges	12,659

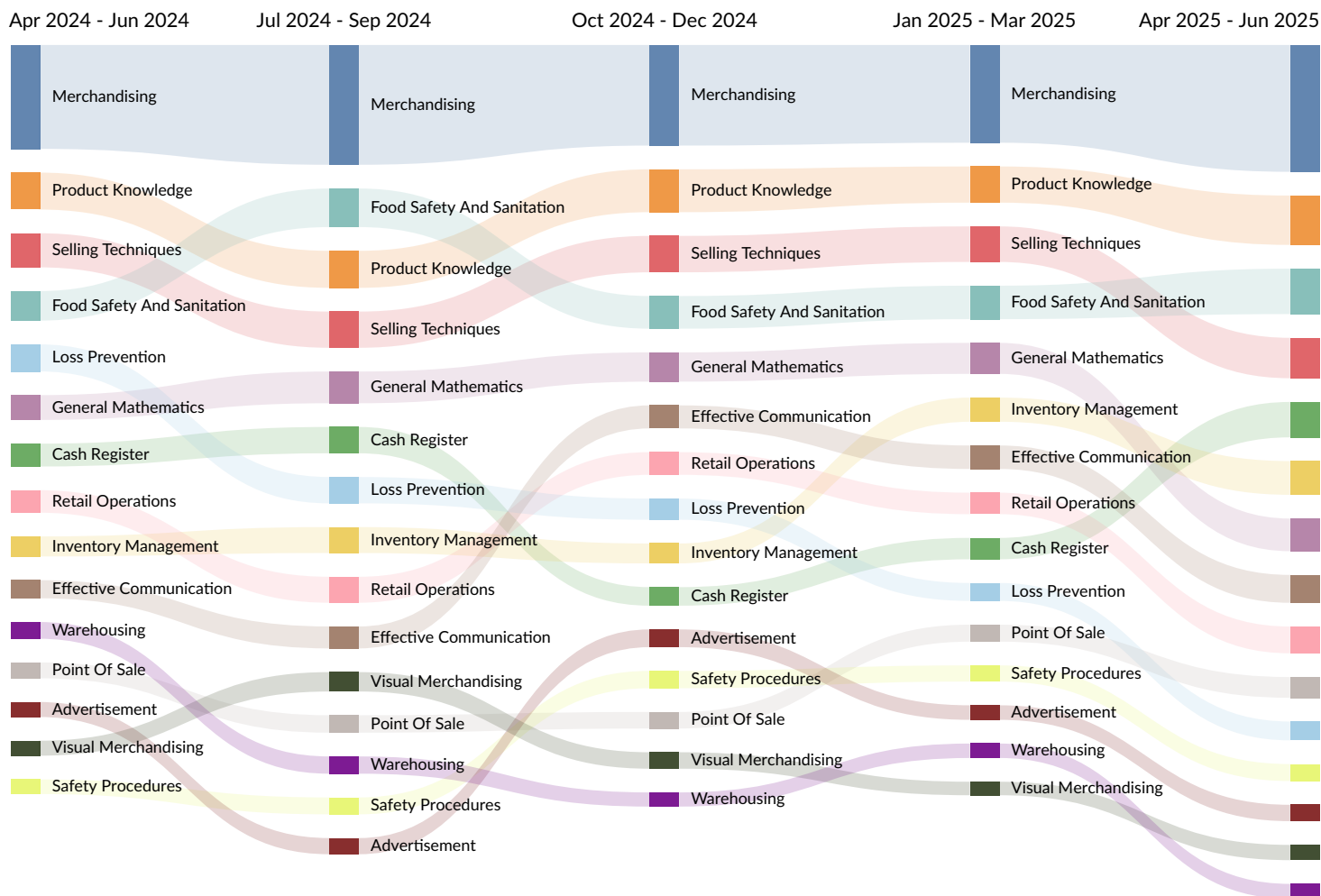
Following Industries	Transitions
Portfolio Management and Investment Advice	12,628
Temporary Help Services	12,540
Other Building Material Dealers	12,336
Motorcycle, ATV, and All Other Motor Vehicle Dealers	12,297
All Other Personal Services	12,278
Other General Government Support	12,147
Other Gasoline Stations	12,031
Child Care Services	12,012
Pharmaceutical Preparation Manufacturing	12,006
Commercial and Institutional Building Construction	11,850
Electronic Computer Manufacturing	11,723
Financial Transactions Processing, Reserve, and Clearinghouse Activities	11,691
Home Health Care Services	11,558
Beer, Wine, and Liquor Retailers	11,422
Book Retailers and News Dealers	11,220
Office Supplies and Stationery Retailers	10,906
Other Management Consulting Services	10,896
Office Administrative Services	10,692
All Other Miscellaneous Ambulatory Health Care Services	10,553
Advertising Agencies	10,534
All Other Specialty Food Retailers	9,792
Credit Unions	9,734
Wholesale Trade Agents and Brokers	9,725
Motion Picture and Video Production	9,401
Local Messengers and Local Delivery	9,268

Following Industries	Transitions
Floor Covering Retailers	9,220
Electrical Contractors and Other Wiring Installation Contractors	9,129
Food (Health) Supplement Retailers	9,128
Plumbing, Heating, and Air-Conditioning Contractors	9,093
Security Guards and Patrol Services	9,091
General Warehousing and Storage	9,070
Religious Organizations	9,068
Tire Dealers	9,047
Other Individual and Family Services	9,041
General Freight Trucking, Long-Distance, Truckload	8,383
Freight Transportation Arrangement	8,342
Nursing Care Facilities (Skilled Nursing Facilities)	8,300
Direct Property and Casualty Insurance Carriers	8,288
All Other Support Services	8,161
All Other Health and Personal Care Retailers	8,112
Educational Support Services	7,889
Cut and Sew Apparel Manufacturing (except Contractors)	7,829
Child and Youth Services	7,826
Offices of All Other Miscellaneous Health Practitioners	7,816
Civic and Social Organizations	7,775

What skills are they posting for?

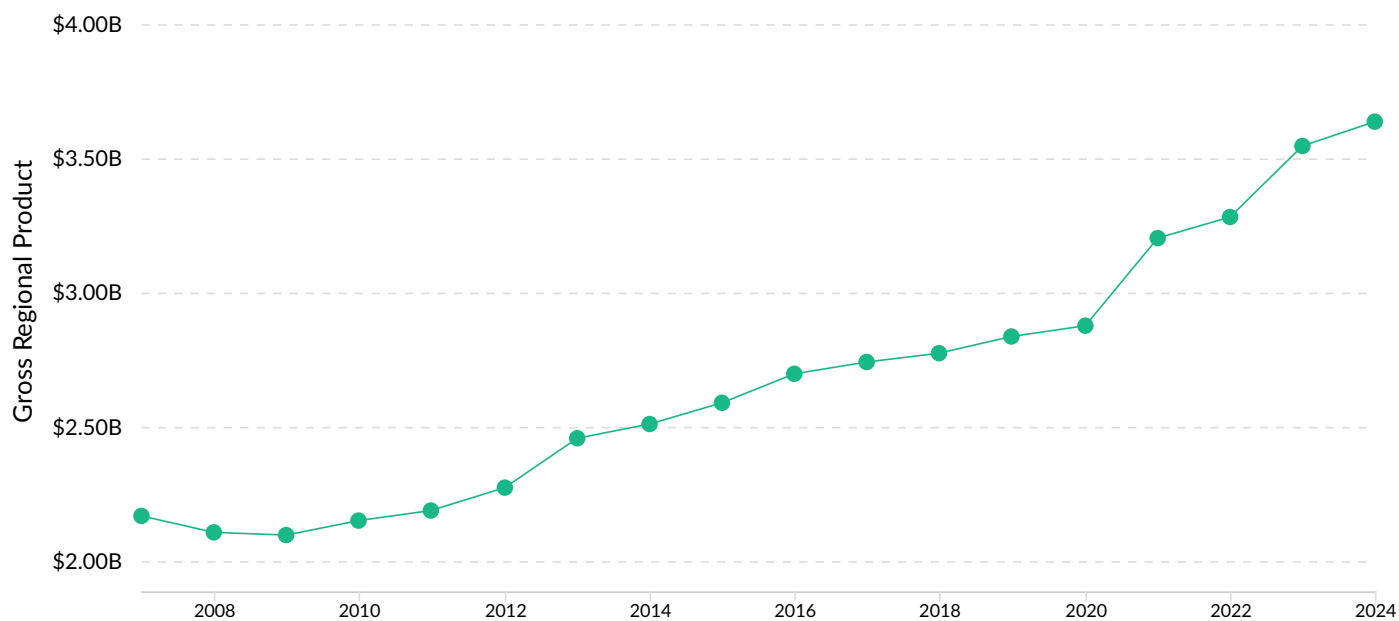
Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$2.0B	\$984.0M	\$684.0M	\$3.6B
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	\$129,486,859	\$676,622	\$130,163,481
Lessors of Residential Buildings and Dwellings	\$124,686,247	\$488,756	\$125,175,003
General Warehousing and Storage	\$78,209,376	\$46,319,188	\$124,528,565
Offices of Real Estate Agents and Brokers	\$60,735,468	\$45,739,197	\$106,474,665
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$73,335,099	\$13,641,404	\$86,976,502