

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*.



Report Parameters

1 Industry

44 Retail Trade

1 County

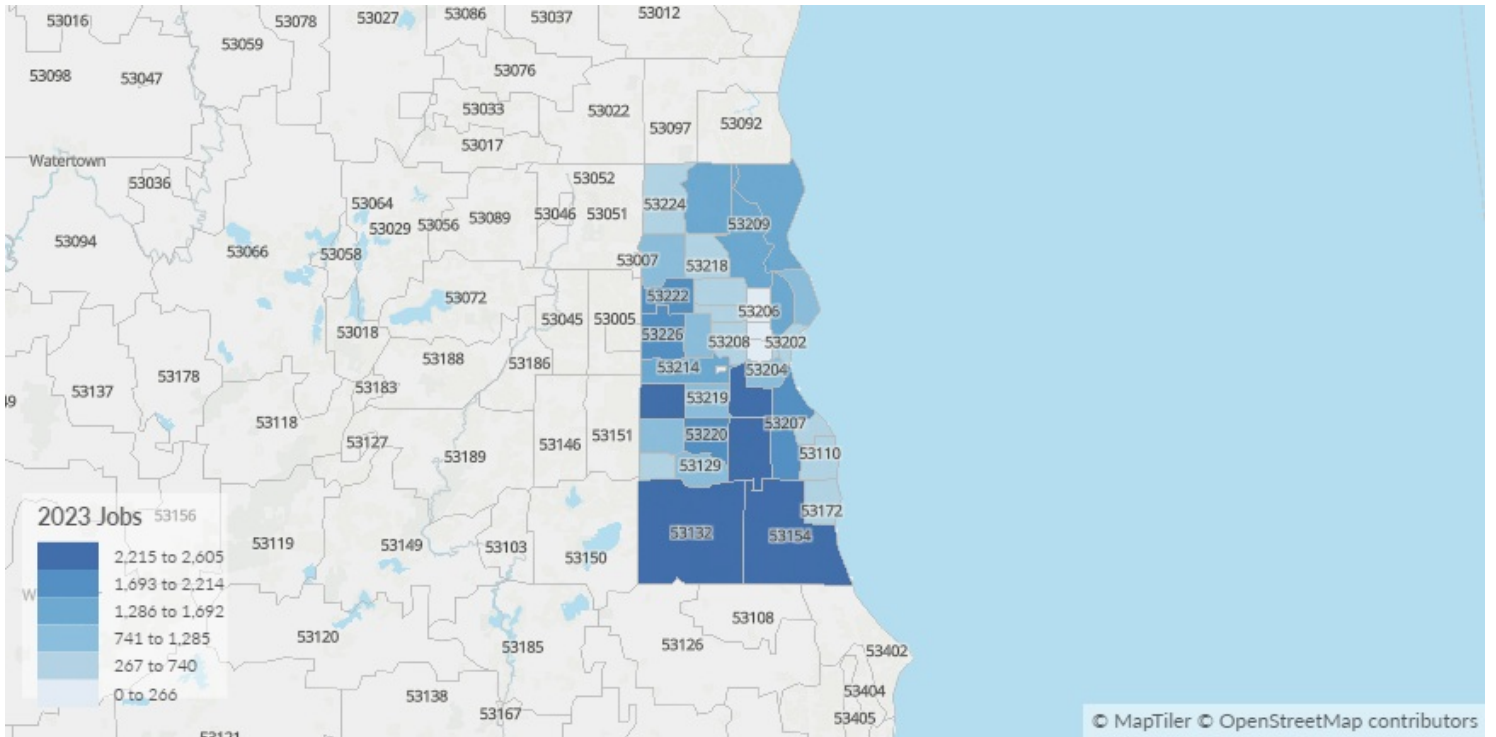
55079 Milwaukee County, WI

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



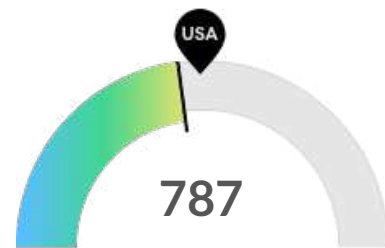
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 47,531* employees, while there are 37,864 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 \$49,232, while in Milwaukee County, WI it is \$44,071. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

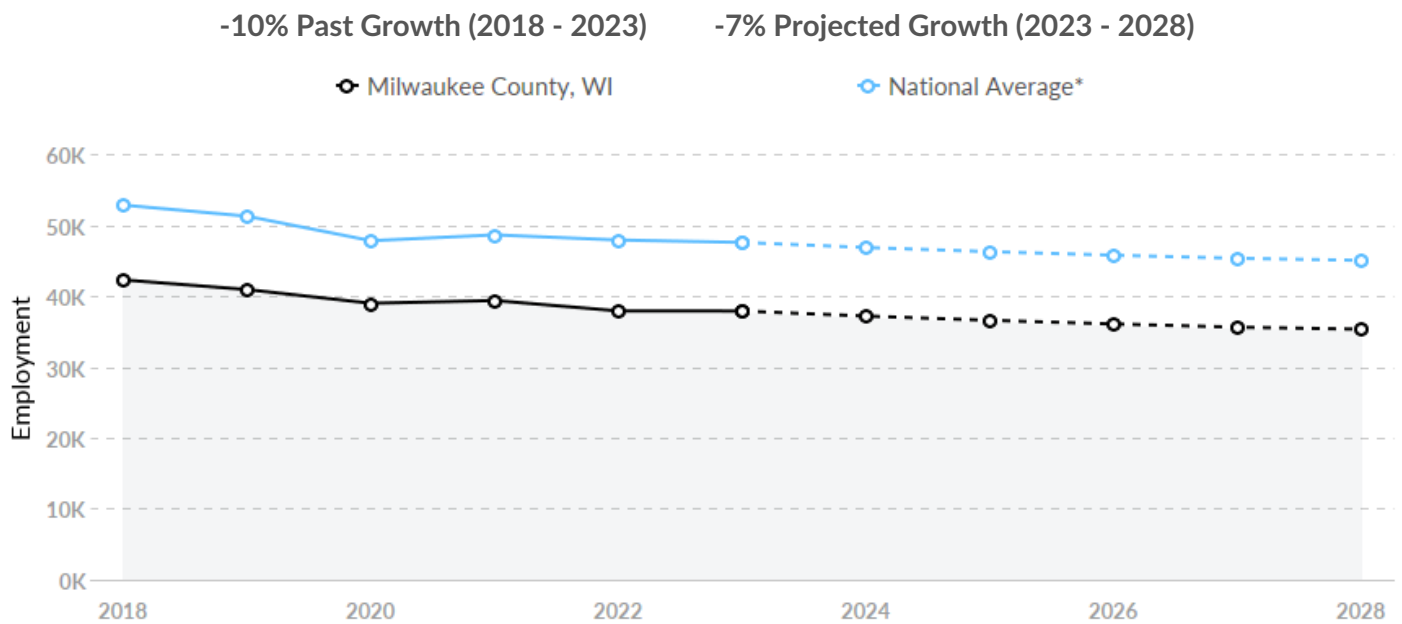
Competition from online job postings is low in Milwaukee County, WI. The national average for an area this size is 890* job postings/mo, while there are 787 here.

*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)

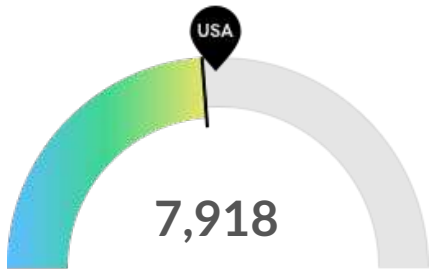
Supply Is Lower Than the National Average

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 47,531* employees, while there are 37,864 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.



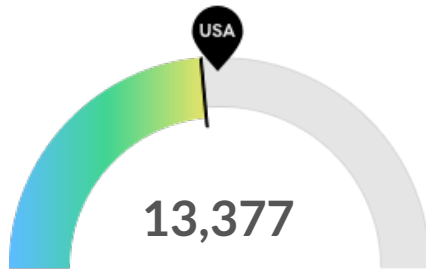
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

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



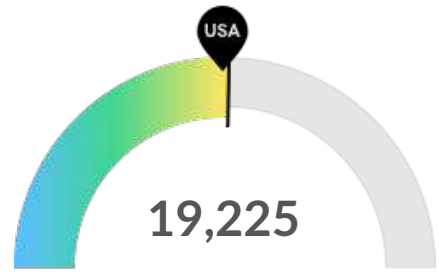
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 8,487* employees 55 or older, while there are 7,918 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 14,540* racially diverse employees, while there are 13,377 here.



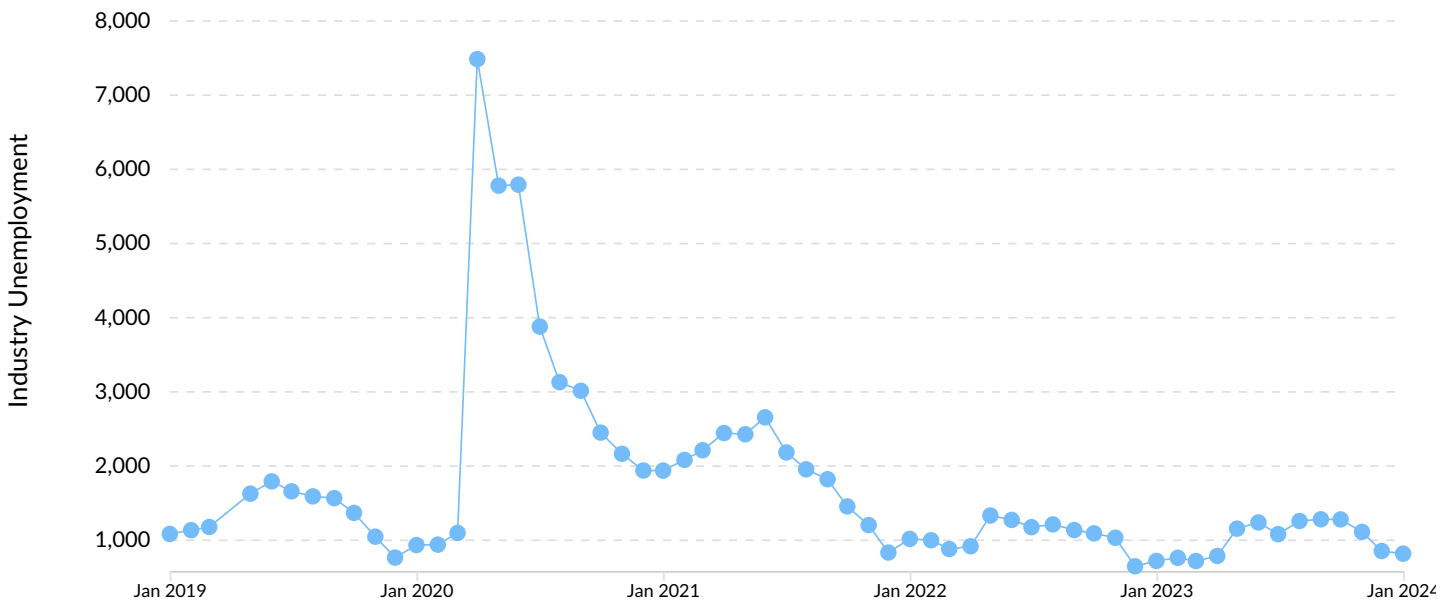
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 18,844* female employees, while there are 19,225 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.



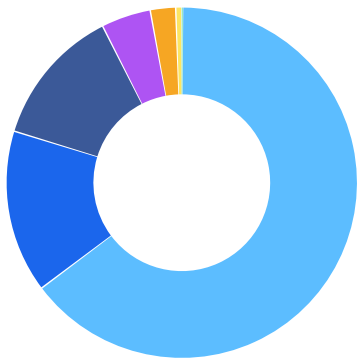
Demographic Details

Industry Age Breakdown



	% of Jobs	Jobs
14-18	10.8%	4,089
19-24	19.7%	7,444
25-34	19.9%	7,529
35-44	16.0%	6,051
45-54	12.8%	4,834
55-64	13.3%	5,038
65+	7.6%	2,879

Industry Race/Ethnicity Breakdown



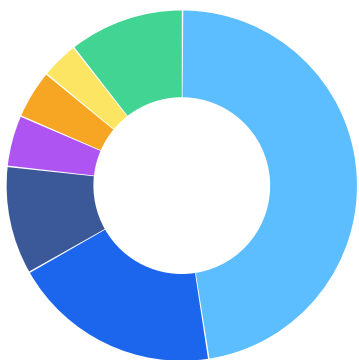
	% of Jobs	Jobs
White	64.7%	24,488
Black or African American	15.0%	5,683
Hispanic or Latino	12.8%	4,846
Asian	4.6%	1,729
Two or More Races	2.3%	883
American Indian or Alaska Native	0.6%	211
Native Hawaiian or Other Pacific Islander	0.1%	26

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	49.2%	18,640
● Females	50.8%	19,225

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



Occupation	% of Industry in Occupation (2023)
● Sales and Related Occupations	47.5%
● Transportation and Material Moving Occupations	19.2%
● Office and Administrative Support Occupations	10.0%
● Healthcare Practitioners and Technical Occupations	4.7%
● Installation, Maintenance, and Repair Occupations	4.5%
● Food Preparation and Serving Related Occupations	3.5%
● Other	10.6%

Demand



641 Employers Competing

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



9,438 Unique Job Postings

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



30 Day Median Duration

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

Top Companies	Unique Postings
Walgreens Boots Alliance	413
Kroger	283
Walmart	261
Sendik's Food Market	254
Sendik's Food Markets	227

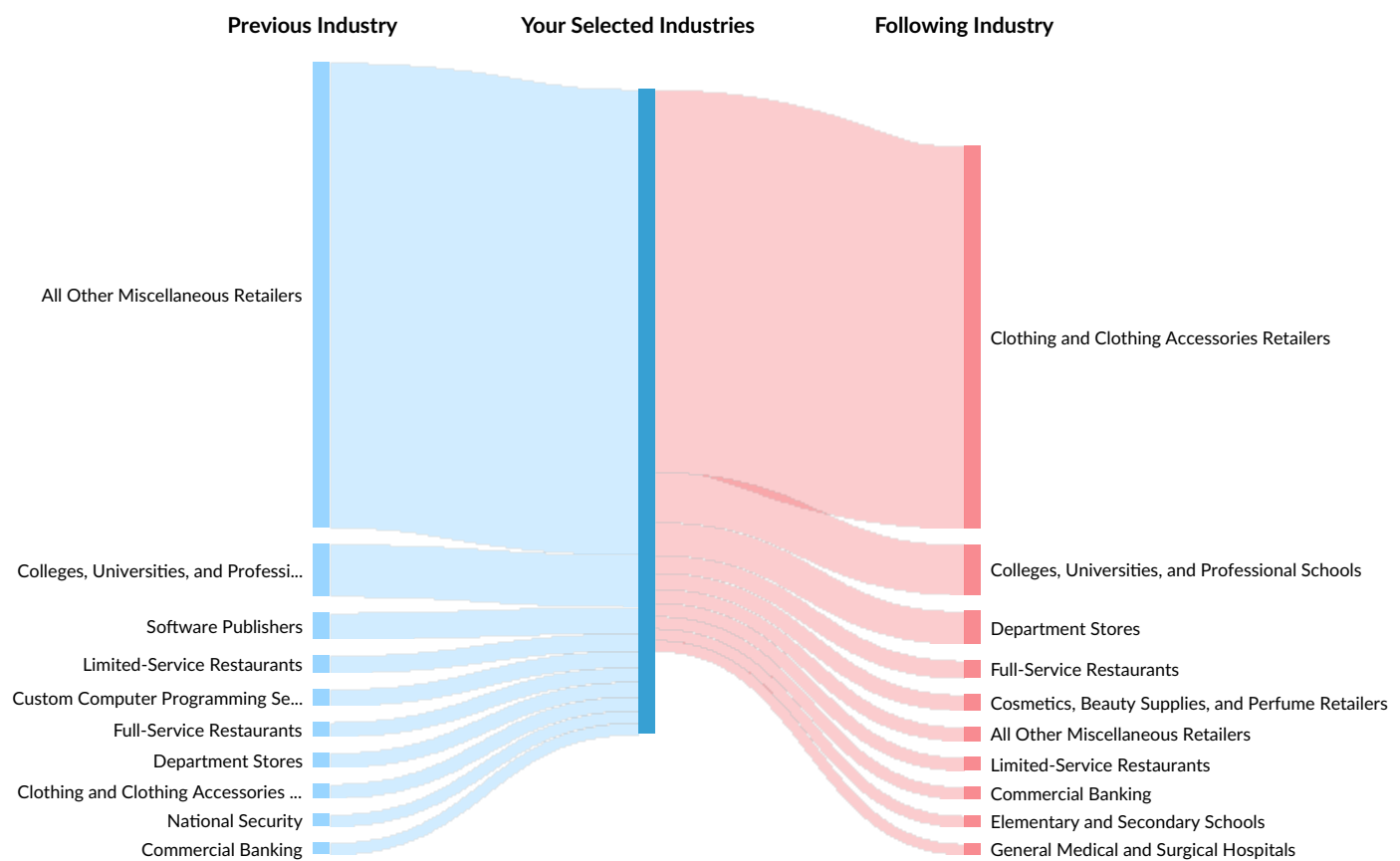
Top Job Titles	Unique Postings
Sales Associates	200
Retail Sales Associates	183
Store Managers	171
Assistant Store Managers	164
Cashiers	158

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	211,992
Colleges, Universities, and Professional Schools	23,772
Software Publishers	12,099
Limited-Service Restaurants	7,914

Previous Industries	Transitions
Custom Computer Programming Services	7,464
Full-Service Restaurants	6,646
Department Stores	6,632
Clothing and Clothing Accessories Retailers	6,433
National Security	5,505
Commercial Banking	5,391
Computer Systems Design Services	5,333
Administrative Management and General Management Consulting Services	4,708
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	4,328
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	4,107
Warehouse Clubs and Supercenters	4,098
Other Computer Related Services	4,053
All Other Professional, Scientific, and Technical Services	3,971
Couriers and Express Delivery Services	3,952
Web Search Portals and All Other Information Services	3,498
Elementary and Secondary Schools	3,332
Employment Placement Agencies	3,183
Wireless Telecommunications Carriers (except Satellite)	2,974
General Medical and Surgical Hospitals	2,880
Electronic Computer Manufacturing	2,871
Hotels (except Casino Hotels) and Motels	2,730
Insurance Agencies and Brokerages	2,586
Engineering Services	2,559
Computer Terminal and Other Computer Peripheral Equipment Manufacturing	2,556

Previous Industries	Transitions
Offices of Real Estate Agents and Brokers	2,372
Electronics and Appliance Retailers	2,310
Temporary Help Services	2,221
Offices of Physicians (except Mental Health Specialists)	2,194
Financial Transactions Processing, Reserve, and Clearinghouse Activities	2,013
Offices of Lawyers	1,969
Offices of Certified Public Accountants	1,845
Pharmacies and Drug Retailers	1,743
Marketing Consulting Services	1,740
Automobile and Light Duty Motor Vehicle Manufacturing	1,728
Advertising Agencies	1,623
Hardware Retailers	1,592
Commercial and Institutional Building Construction	1,522
Other Management Consulting Services	1,516
Other Scientific and Technical Consulting Services	1,475
Motion Picture and Video Production	1,471
All Other Personal Services	1,458
Other General Government Support	1,424
Fitness and Recreational Sports Centers	1,411
Junior Colleges	1,389
All Other Home Furnishings Retailers	1,302
Security Guards and Patrol Services	1,302
Local Messengers and Local Delivery	1,277
Office Administrative Services	1,271
Portfolio Management and Investment Advice	1,245

Previous Industries	Transitions
Cosmetics, Beauty Supplies, and Perfume Retailers	1,233
Wholesale Trade Agents and Brokers	1,223
Educational Support Services	1,186
Direct Health and Medical Insurance Carriers	1,167
Electrical Contractors and Other Wiring Installation Contractors	1,152
Home Centers	1,137
All Other General Merchandise Retailers	1,040
Other Miscellaneous Durable Goods Merchant Wholesalers	1,033
Child Care Services	1,027
Sporting Goods Retailers	987
Convenience Retailers	975
Home Health Care Services	944
General Warehousing and Storage	942
Pharmaceutical Preparation Manufacturing	939
Religious Organizations	911
Child and Youth Services	887
General Freight Trucking, Long-Distance, Truckload	866
All Other Miscellaneous Ambulatory Health Care Services	781
Gasoline Stations with Convenience Stores	775
Furniture Retailers	720
Footwear Manufacturing	709
Surgical and Medical Instrument Manufacturing	704
New Car Dealers	653
Snack and Nonalcoholic Beverage Bars	630
Shoe Retailers	627

Previous Industries	Transitions
Pet and Pet Supplies Retailers	615
Automotive Parts and Accessories Retailers	613
Nursing Care Facilities (Skilled Nursing Facilities)	591
Gift, Novelty, and Souvenir Retailers	583
Golf Courses and Country Clubs	583
Beauty Salons	564
Cut and Sew Apparel Manufacturing (except Contractors)	551
Used Car Dealers	498
Hobby, Toy, and Game Retailers	454
Jewelry Retailers	419
All Other Specialty Food Retailers	371
Office Supplies and Stationery Retailers	337
Book Retailers and News Dealers	318
Motorcycle, ATV, and All Other Motor Vehicle Dealers	295
Food (Health) Supplement Retailers	270
Beer, Wine, and Liquor Retailers	266
Other Building Material Dealers	204
Used Merchandise Retailers	200
Other Gasoline Stations	174
Floor Covering Retailers	154
All Other Health and Personal Care Retailers	120
Tire Dealers	79
Following Industries	Transitions
Clothing and Clothing Accessories Retailers	174,379
Colleges, Universities, and Professional Schools	22,838

Following Industries	Transitions
Department Stores	14,972
Full-Service Restaurants	8,082
Cosmetics, Beauty Supplies, and Perfume Retailers	7,284
All Other Miscellaneous Retailers	6,433
Limited-Service Restaurants	6,071
Commercial Banking	5,568
Elementary and Secondary Schools	5,305
General Medical and Surgical Hospitals	5,007
Offices of Physicians (except Mental Health Specialists)	4,012
Employment Placement Agencies	3,926
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	3,643
Offices of Real Estate Agents and Brokers	3,591
Software Publishers	3,538
All Other Professional, Scientific, and Technical Services	3,506
Jewelry Retailers	3,412
Fitness and Recreational Sports Centers	3,392
Hotels (except Casino Hotels) and Motels	3,214
Shoe Retailers	2,988
Cut and Sew Apparel Manufacturing (except Contractors)	2,972
Custom Computer Programming Services	2,948
Insurance Agencies and Brokerages	2,925
Administrative Management and General Management Consulting Services	2,708
All Other Home Furnishings Retailers	2,635
All Other General Merchandise Retailers	2,533
Offices of Lawyers	2,487

Following Industries	Transitions
Sporting Goods Retailers	2,353
Footwear Manufacturing	2,276
Child Care Services	2,078
Marketing Consulting Services	2,048
Warehouse Clubs and Supercenters	2,031
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	2,000
All Other Personal Services	1,964
Furniture Retailers	1,908
Pharmacies and Drug Retailers	1,861
Advertising Agencies	1,806
General Warehousing and Storage	1,723
Temporary Help Services	1,658
Computer Systems Design Services	1,619
Offices of Certified Public Accountants	1,610
Gift, Novelty, and Souvenir Retailers	1,607
Religious Organizations	1,541
Other Computer Related Services	1,533
Other Management Consulting Services	1,525
Couriers and Express Delivery Services	1,508
Motion Picture and Video Production	1,499
Portfolio Management and Investment Advice	1,457
Electronics and Appliance Retailers	1,455
Gasoline Stations with Convenience Stores	1,439
Engineering Services	1,394
Wireless Telecommunications Carriers (except Satellite)	1,365

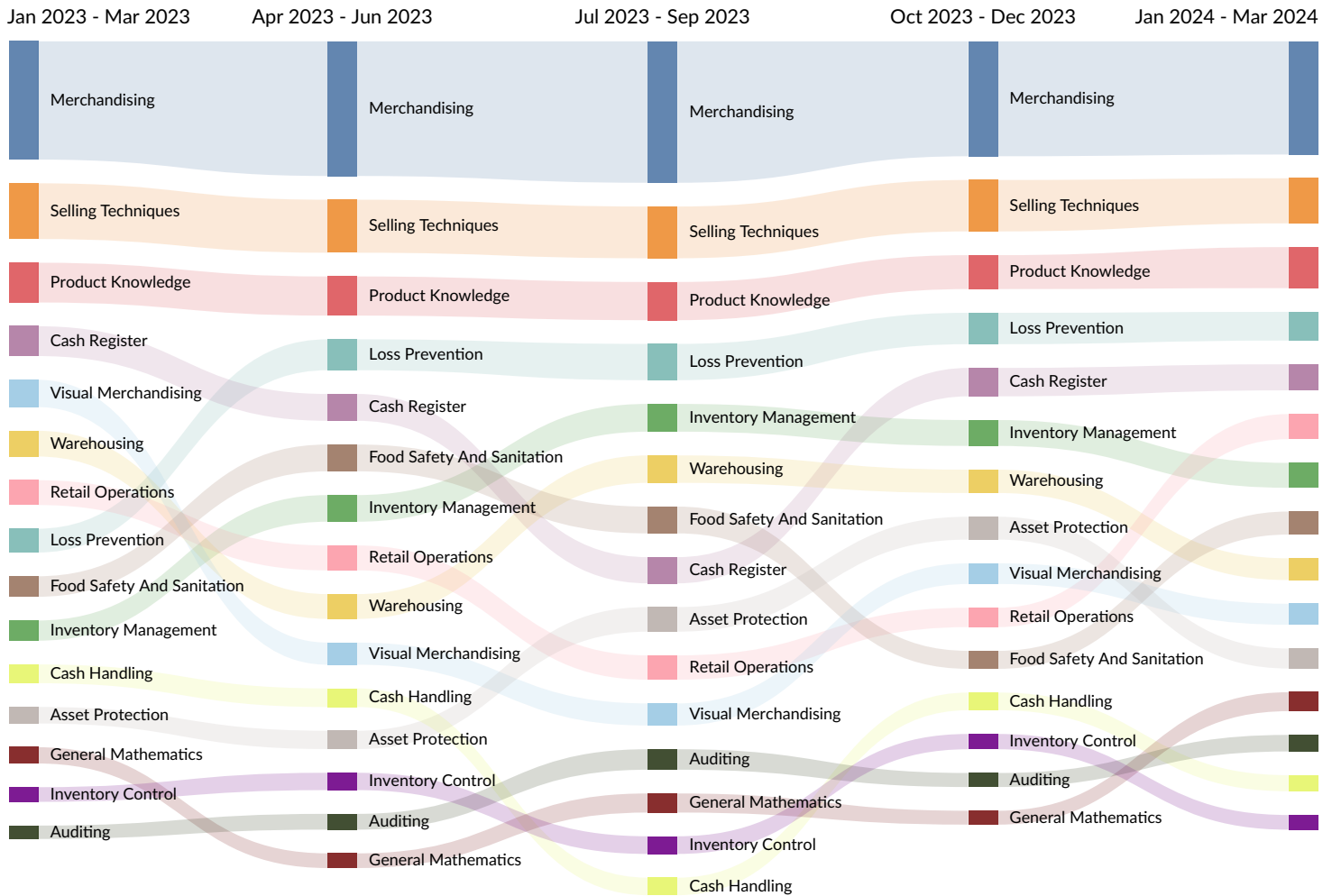
Following Industries	Transitions
Electronic Computer Manufacturing	1,349
Hardware Retailers	1,325
Junior Colleges	1,309
Other Miscellaneous Durable Goods Merchant Wholesalers	1,299
Child and Youth Services	1,276
Financial Transactions Processing, Reserve, and Clearinghouse Activities	1,240
Commercial and Institutional Building Construction	1,145
National Security	1,134
Office Administrative Services	1,125
Other General Government Support	1,118
Credit Unions	1,113
Web Search Portals and All Other Information Services	1,096
Other Individual and Family Services	1,090
Educational Support Services	1,089
Home Centers	1,067
Home Health Care Services	1,044
Surgical and Medical Instrument Manufacturing	1,042
Wholesale Trade Agents and Brokers	984
All Other Miscellaneous Ambulatory Health Care Services	964
Offices of All Other Miscellaneous Health Practitioners	961
Direct Health and Medical Insurance Carriers	936
Direct Property and Casualty Insurance Carriers	933
Nursing Care Facilities (Skilled Nursing Facilities)	933
Hobby, Toy, and Game Retailers	881
Freight Transportation Arrangement	826

Following Industries	Transitions
Pet and Pet Supplies Retailers	807
Automobile and Light Duty Motor Vehicle Manufacturing	750
Local Messengers and Local Delivery	714
Pharmaceutical Preparation Manufacturing	684
Payroll Services	677
Electrical Contractors and Other Wiring Installation Contractors	676
New Car Dealers	658
Plumbing, Heating, and Air-Conditioning Contractors	638
Security Guards and Patrol Services	615
Convenience Retailers	579
Floor Covering Retailers	574
All Other Specialty Food Retailers	569
Book Retailers and News Dealers	565
Motorcycle, ATV, and All Other Motor Vehicle Dealers	500
General Freight Trucking, Long-Distance, Truckload	483
Used Car Dealers	458
Food (Health) Supplement Retailers	444
Beer, Wine, and Liquor Retailers	408
Automotive Parts and Accessories Retailers	363
Office Supplies and Stationery Retailers	289
Other Building Material Dealers	191
Other Gasoline Stations	82
Tire Dealers	75

What skills are they posting for?

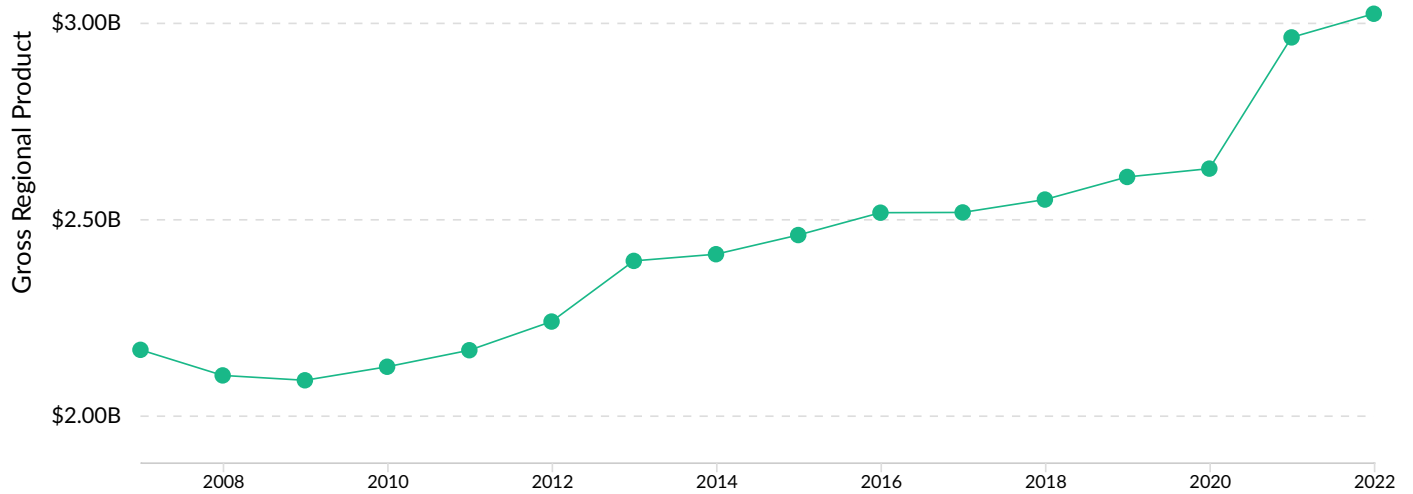
Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$1.9B	\$567.9M	\$597.6M	\$3.0B
Earnings (2022)	Property Income (2022)	Taxes (2022)	Total GRP (2022)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
General Warehousing and Storage	\$93,203,805	\$45,158,028	\$138,361,833
Corporate, Subsidiary, and Regional Managing Offices	\$125,662,629	\$4,867,612	\$130,530,241
Lessors of Residential Buildings and Dwellings	\$99,061,659	\$117,603	\$99,179,262
Offices of Real Estate Agents and Brokers	\$49,558,892	\$37,098,785	\$86,657,677
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$65,687,390	\$10,247,439	\$75,934,828