Retail Trade
in Milwaukee County, WI

Fox Valley Workforce Development Board

FOX VALLEY WORKFORCE DEVELOPMENT BOARD, INC.
Building a world class workforce

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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

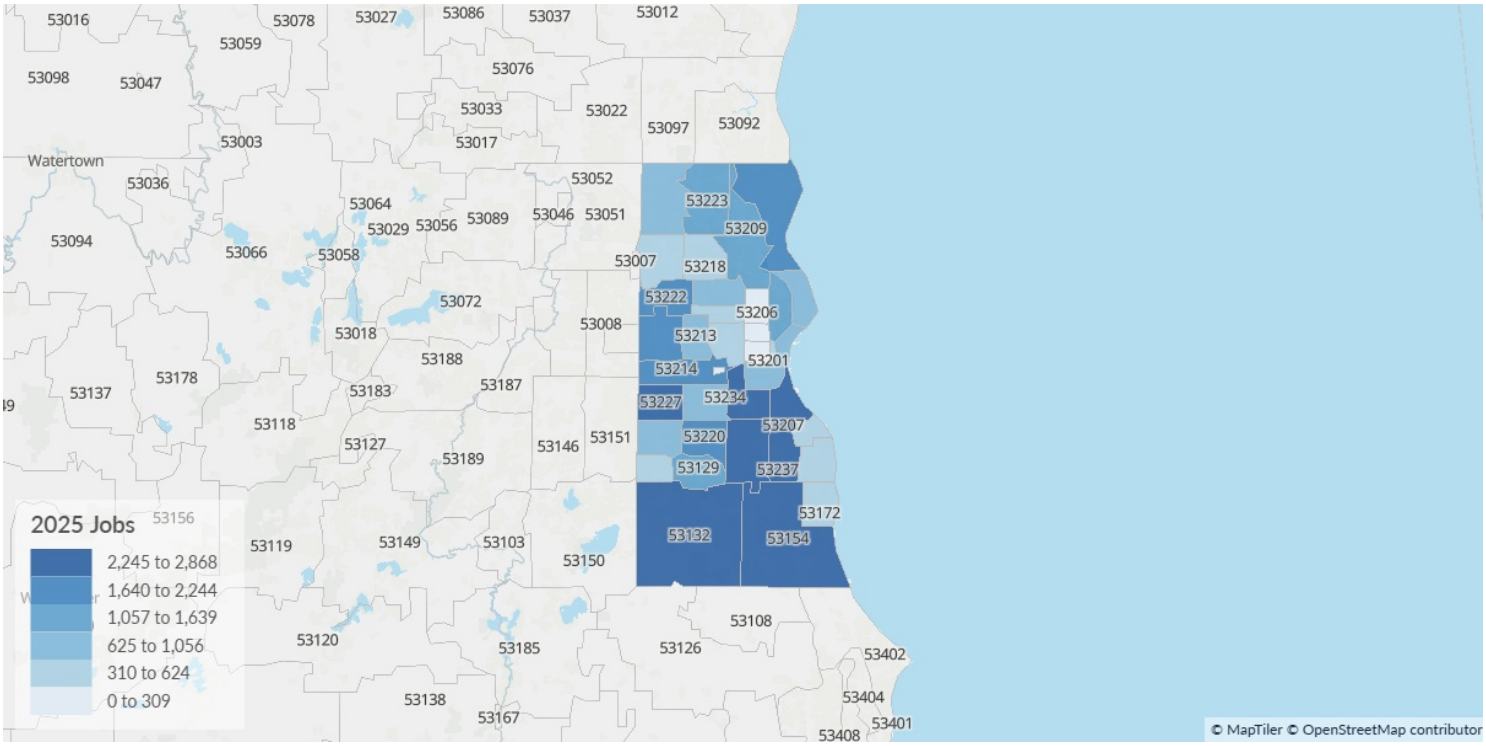
55079	Milwaukee County, WI

Class of Worker

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

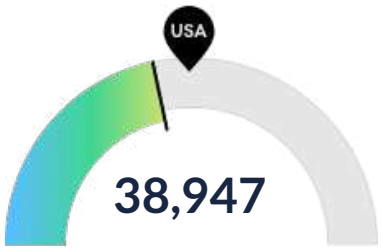
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



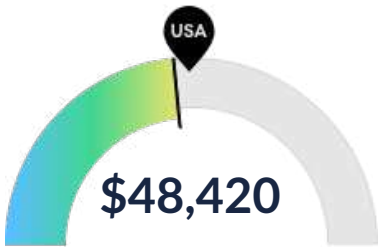
Executive Summary

Average Hiring Competition Over a Thin Supply of Regional Talent



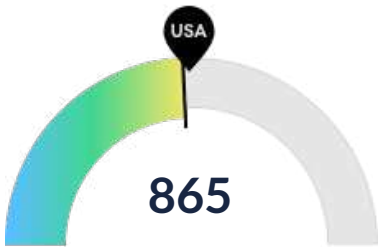
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 47,536* employees, while there are 38,947 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)

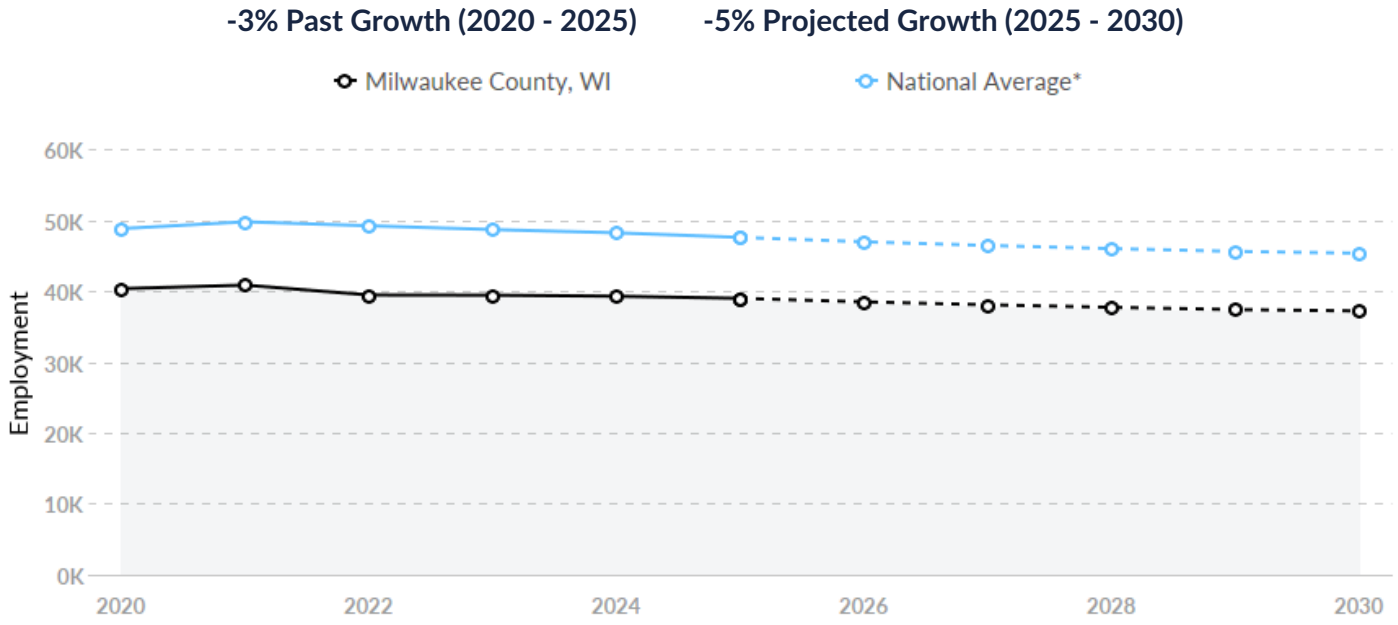
Competition from online job postings is about average in Milwaukee County, WI. The national average for an area this size is 903* job postings/mo, while there are 865 here.

*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)

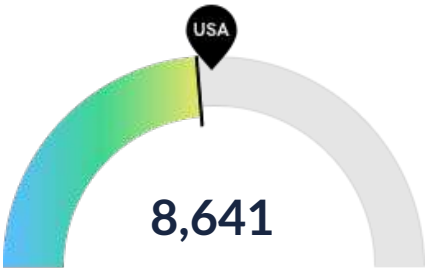
Supply Is Lower Than the National Average

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 47,536* employees, while there are 38,947 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.



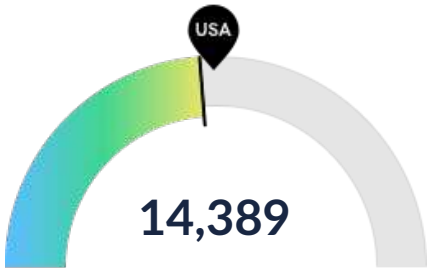
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

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



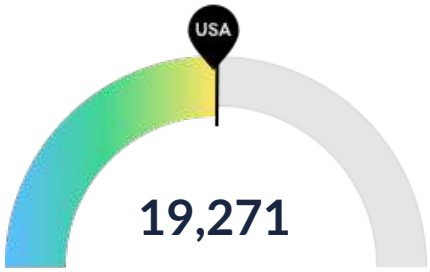
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 9,323* employees 55 or older, while there are 8,641 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 15,453* racially diverse employees, while there are 14,389 here.



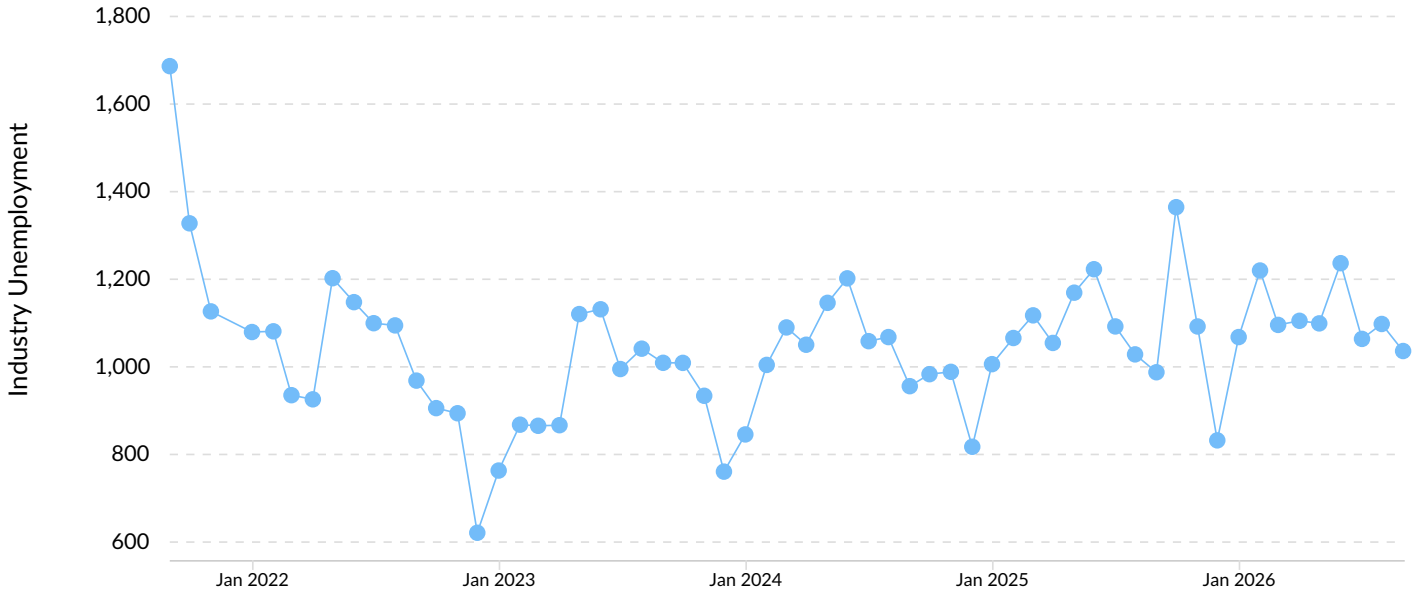
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 19,123* female employees, while there are 19,271 here.

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Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



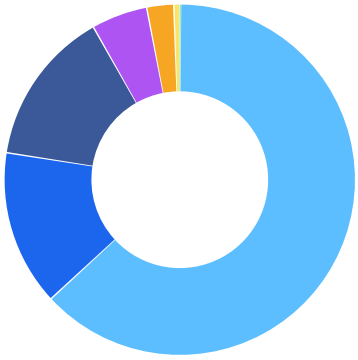
Demographic Details

Industry Age Breakdown



	% of Jobs	Jobs
14-18	8.9%	3,473
19-24	18.9%	7,377
25-34	19.6%	7,648
35-44	16.8%	6,555
45-54	13.5%	5,254
55-64	12.9%	5,021
65+	9.3%	3,620

Industry Race/Ethnicity Breakdown



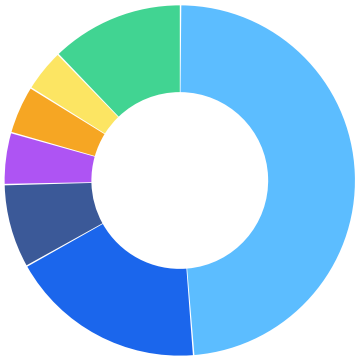
	% of Jobs	Jobs
White	63.1%	24,558
Hispanic or Latino	14.3%	5,585
Black or African American	14.3%	5,583
Asian	5.2%	2,015
Two or More Races	2.5%	966
American Indian or Alaska Native	0.6%	214
Native Hawaiian or Other Pacific Islander	0.1%	26

Industry Gender Breakdown



	% of Jobs	Jobs
Males	50.5%	19,676
Females	49.5%	19,271

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



Occupation	% of Industry in Occupation (2025)
Sales and Related Occupations	48.7%
Transportation and Material Moving Occupations	18.1%
Office and Administrative Support Occupations	7.7%
Healthcare Practitioners and Technical Occupations	4.8%
Installation, Maintenance, and Repair Occupations	4.4%
Food Preparation and Serving Related Occupations	3.9%
Other	12.3%

Demand



548 Companies Posting

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



10,385 Unique Job Postings

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



29 Day Median Duration

Posting duration is 4 days longer than what's typical in the region.

Top Companies	Unique Postings
Kroger	1,056
Pick And Save	715
Walgreens Boots Alliance	501
Walmart	415
Metro Market	340

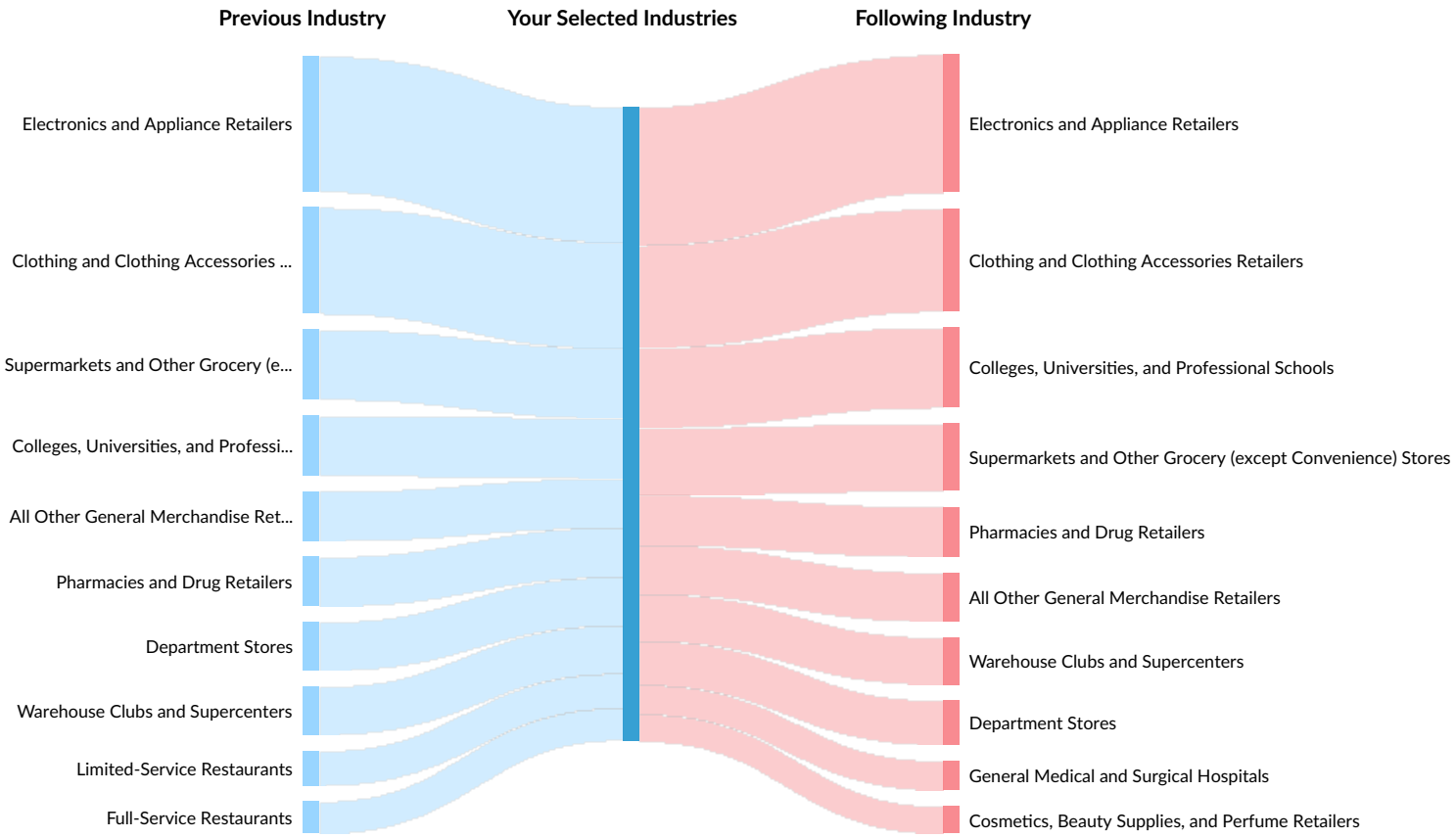
Top Job Titles	Unique Postings
Cashiers	227
Pharmacy Technicians	183
Sales Associates	168
Retail Sales Associates	159
Grocery Clerks	146

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
Electronics and Appliance Retailers	449,901
Clothing and Clothing Accessories Retailers	351,832
Supermarkets and Other Grocery (except Convenience) Stores	231,519
Colleges, Universities, and Professional Schools	199,824

Previous Industries	Transitions
All Other General Merchandise Retailers	164,085
Pharmacies and Drug Retailers	163,337
Department Stores	160,723
Warehouse Clubs and Supercenters	160,052
Limited-Service Restaurants	114,386
Full-Service Restaurants	106,638
Cosmetics, Beauty Supplies, and Perfume Retailers	85,234
Hardware Retailers	83,237
All Other Miscellaneous Retailers	73,495
Home Centers	62,812
New Car Dealers	61,682
Sporting Goods Retailers	59,051
Furniture Retailers	55,636
Elementary and Secondary Schools	49,999
Gasoline Stations with Convenience Stores	49,362
General Medical and Surgical Hospitals	48,787
Commercial Banking	47,605
Software Publishers	43,772
Custom Computer Programming Services	42,043
Convenience Retailers	40,354
All Other Home Furnishings Retailers	37,729
Automotive Parts and Accessories Retailers	37,376
Shoe Retailers	36,371
National Security	34,721
Snack and Nonalcoholic Beverage Bars	33,530
Jewelry Retailers	33,437

Previous Industries	Transitions
Used Car Dealers	32,725
Computer Systems Design Services	31,578
Pet and Pet Supplies Retailers	28,841
Offices of Physicians (except Mental Health Specialists)	28,520
Employment Placement Agencies	27,949
All Other Professional, Scientific, and Technical Services	27,695
Couriers and Express Delivery Services	26,800
Administrative Management and General Management Consulting Services	26,620
Gift, Novelty, and Souvenir Retailers	26,520
Hotels (except Casino Hotels) and Motels	26,031
Hobby, Toy, and Game Retailers	25,402
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	23,036
Automobile and Light Duty Motor Vehicle Manufacturing	22,191
Offices of Real Estate Agents and Brokers	21,233
Wireless Telecommunications Carriers (except Satellite)	20,709
Fitness and Recreational Sports Centers	20,302
Insurance Agencies and Brokerages	20,189
Engineering Services	17,642
Other Building Material Dealers	16,853
Book Retailers and News Dealers	16,706
Marketing Consulting Services	16,326
Other Computer Related Services	16,279
All Other Specialty Food Retailers	15,772
Other Gasoline Stations	15,707
Direct Health and Medical Insurance Carriers	15,505

Previous Industries	Transitions
Junior Colleges	15,454
Child Care Services	15,438
Nursery, Garden Center, and Farm Supply Retailers	14,897
Offices of Lawyers	14,760
Beer, Wine, and Liquor Retailers	14,456
Cut and Sew Apparel Manufacturing (except Contractors)	14,240
All Other Personal Services	14,230
Web Search Portals and All Other Information Services	14,133
Other Miscellaneous Durable Goods Merchant Wholesalers	14,102
Office Supplies and Stationery Retailers	13,946
Religious Organizations	13,798
Offices of Certified Public Accountants	13,734
Motion Picture and Video Production	12,859
Golf Courses and Country Clubs	12,837
Advertising Agencies	12,780
Pharmaceutical Preparation Manufacturing	12,760
Home Health Care Services	12,404
Child and Youth Services	12,350
Electronic Computer Manufacturing	12,176
Other Management Consulting Services	12,159
Temporary Help Services	12,120
Food (Health) Supplement Retailers	11,780
Commercial and Institutional Building Construction	11,511
Other General Government Support	11,369
Motorcycle, ATV, and All Other Motor Vehicle Dealers	11,222
Floor Covering Retailers	11,185

Previous Industries	Transitions
Civic and Social Organizations	11,180
Baked Goods Retailers	11,109
Optical Goods Retailers	10,780
Portfolio Management and Investment Advice	10,775
Used Merchandise Retailers	10,629
Other Individual and Family Services	10,572
Direct Property and Casualty Insurance Carriers	10,311
General Warehousing and Storage	9,883
Security Guards and Patrol Services	9,829
Office Administrative Services	9,783
All Other Miscellaneous Ambulatory Health Care Services	9,762
Nursing Care Facilities (Skilled Nursing Facilities)	9,438
Investment Banking and Securities Intermediation	9,342
Footwear Manufacturing	9,204
Plumbing, Heating, and Air-Conditioning Contractors	9,156
Beauty Salons	8,890
Electrical Contractors and Other Wiring Installation Contractors	8,845
Wholesale Trade Agents and Brokers	8,664
Other Scientific and Technical Consulting Services	8,636

Following Industries	Transitions
Electronics and Appliance Retailers	458,598
Clothing and Clothing Accessories Retailers	340,926
Colleges, Universities, and Professional Schools	266,017
Supermarkets and Other Grocery (except Convenience) Stores	223,771
Pharmacies and Drug Retailers	165,193

Following Industries	Transitions
All Other General Merchandise Retailers	162,142
Warehouse Clubs and Supercenters	156,243
Department Stores	146,698
General Medical and Surgical Hospitals	97,144
Cosmetics, Beauty Supplies, and Perfume Retailers	90,668
Full-Service Restaurants	87,241
Hardware Retailers	84,287
Commercial Banking	77,231
All Other Miscellaneous Retailers	76,162
Elementary and Secondary Schools	65,871
New Car Dealers	65,694
Home Centers	65,159
Limited-Service Restaurants	62,792
Sporting Goods Retailers	60,270
Furniture Retailers	59,162
Software Publishers	57,867
Offices of Physicians (except Mental Health Specialists)	52,151
Gasoline Stations with Convenience Stores	49,961
Custom Computer Programming Services	44,621
Convenience Retailers	40,145
Automotive Parts and Accessories Retailers	38,577
Jewelry Retailers	37,050
All Other Professional, Scientific, and Technical Services	35,153
All Other Home Furnishings Retailers	35,066
Used Car Dealers	34,326
Shoe Retailers	33,792

Following Industries	Transitions
Snack and Nonalcoholic Beverage Bars	33,104
Employment Placement Agencies	32,863
Computer Systems Design Services	32,278
Insurance Agencies and Brokerages	31,761
Hotels (except Casino Hotels) and Motels	31,341
Administrative Management and General Management Consulting Services	31,336
Pet and Pet Supplies Retailers	30,883
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	29,999
Offices of Real Estate Agents and Brokers	29,438
Couriers and Express Delivery Services	29,194
Automobile and Light Duty Motor Vehicle Manufacturing	27,554
Engineering Services	27,417
National Security	26,970
Web Search Portals and All Other Information Services	26,599
Gift, Novelty, and Souvenir Retailers	25,259
Hobby, Toy, and Game Retailers	25,005
Fitness and Recreational Sports Centers	23,148
Junior Colleges	22,233
Wireless Telecommunications Carriers (except Satellite)	21,997
Offices of Lawyers	21,569
Direct Health and Medical Insurance Carriers	20,668
Other Computer Related Services	19,981
Child Care Services	19,808
Marketing Consulting Services	19,581
Home Health Care Services	18,837

Following Industries	Transitions
Pharmaceutical Preparation Manufacturing	18,756
Offices of Certified Public Accountants	18,632
Other Miscellaneous Durable Goods Merchant Wholesalers	17,962
Other Building Material Dealers	17,927
Portfolio Management and Investment Advice	17,578
Direct Property and Casualty Insurance Carriers	17,131
All Other Personal Services	17,123
All Other Miscellaneous Ambulatory Health Care Services	16,835
Book Retailers and News Dealers	16,748
Other General Government Support	16,540
Cut and Sew Apparel Manufacturing (except Contractors)	16,461
Nursery, Garden Center, and Farm Supply Retailers	16,241
Commercial and Institutional Building Construction	16,220
Beer, Wine, and Liquor Retailers	16,184
Other Gasoline Stations	15,991
Other Individual and Family Services	15,829
Electronic Computer Manufacturing	15,654
Other Management Consulting Services	15,649
All Other Specialty Food Retailers	15,634
Temporary Help Services	15,317
Motion Picture and Video Production	14,920
Religious Organizations	14,805
Security Guards and Patrol Services	14,432
Plumbing, Heating, and Air-Conditioning Contractors	13,391
Child and Youth Services	13,263
Credit Unions	13,212

Following Industries	Transitions
Nursing Care Facilities (Skilled Nursing Facilities)	13,098
Advertising Agencies	13,030
Office Supplies and Stationery Retailers	13,023
Investment Banking and Securities Intermediation	12,757
Electrical Contractors and Other Wiring Installation Contractors	12,394
Optical Goods Retailers	12,246
Office Administrative Services	12,174
Civic and Social Organizations	12,077
Food (Health) Supplement Retailers	12,041
Direct Life Insurance Carriers	12,005
Wholesale Trade Agents and Brokers	11,872
Golf Courses and Country Clubs	11,867
Motorcycle, ATV, and All Other Motor Vehicle Dealers	11,866
Floor Covering Retailers	11,809
Financial Transactions Processing, Reserve, and Clearinghouse Activities	11,335
Freight Transportation Arrangement	10,842
Footwear Manufacturing	10,752
General Warehousing and Storage	10,718

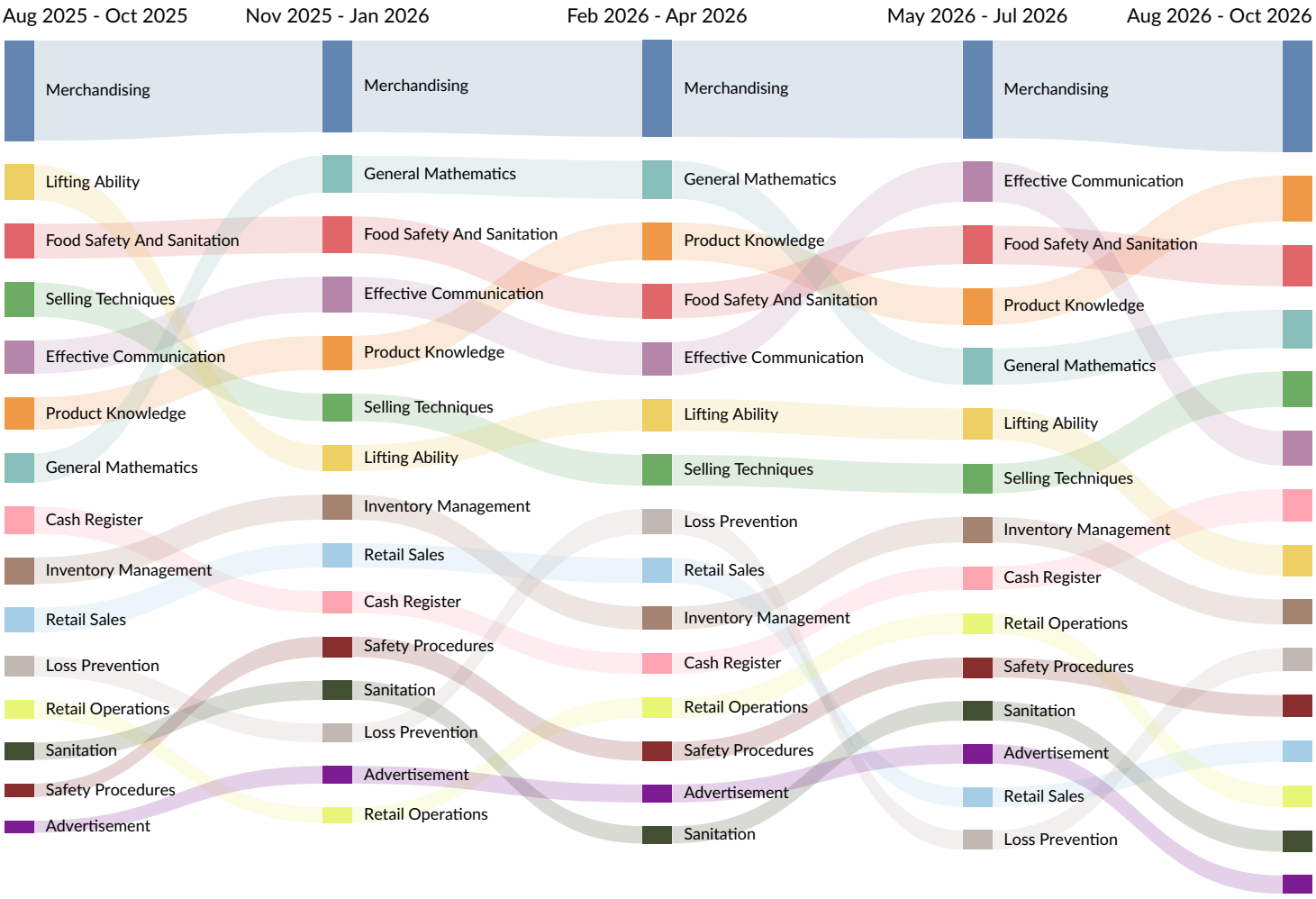
Layoff Activity (Reported WARN Notices)

No WARN layoff events were found for the selected industry and time period.

What skills are they posting for?

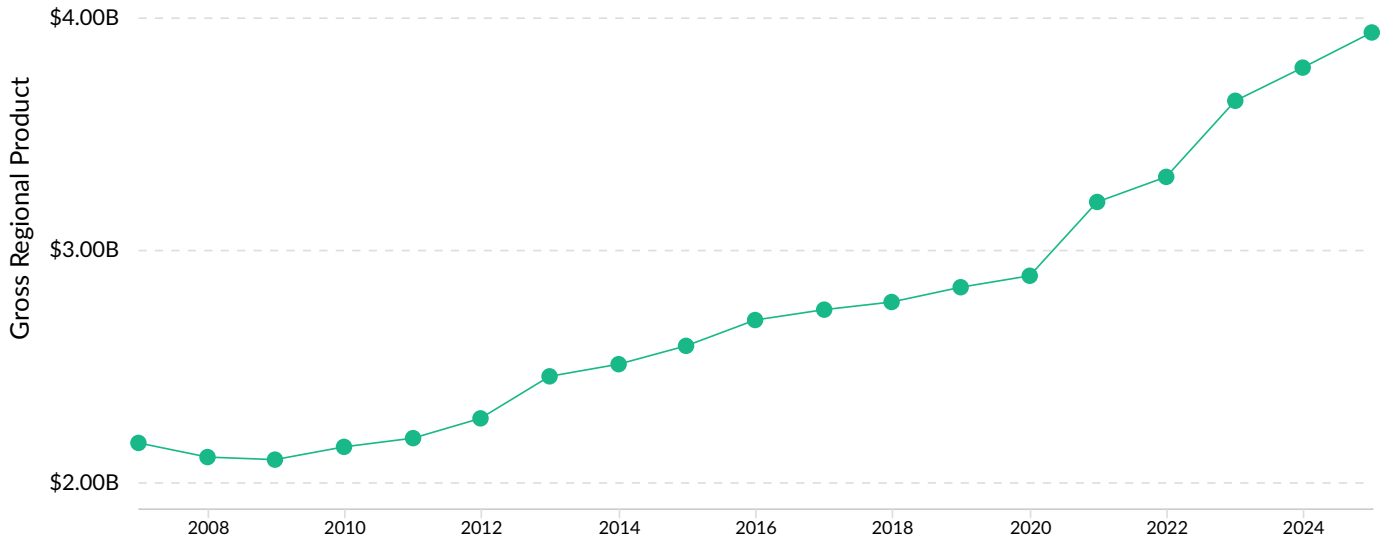
Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

$2.1B	$1.0B	$771.9M	$3.9B
Earnings (2025)	Property Income (2025)	Taxes (2025)	Total GRP (2025)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Lessors of Residential Buildings and Dwellings	$117,419,531	$16,187,503	$133,607,034
Corporate, Subsidiary, and Regional Managing Offices	$126,603,345	$123,806	$126,727,151
General Warehousing and Storage	$81,821,310	$42,882,522	$124,703,832
Offices of Real Estate Agents and Brokers	$51,348,641	$47,396,737	$98,745,378
Lessors of Nonresidential Buildings (except Miniwarehouses)	$53,555,118	$35,978,796	$89,533,914