

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

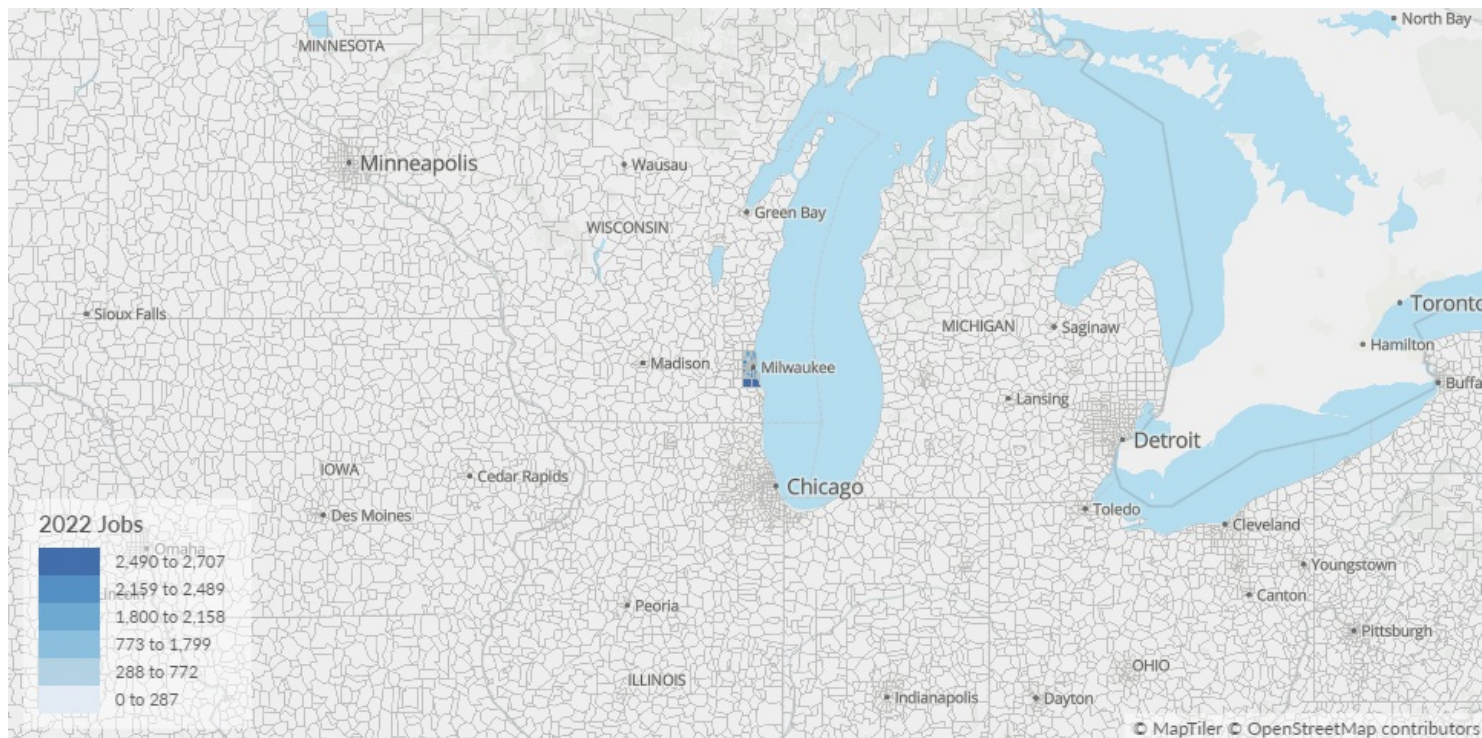
55079 Milwaukee County, WI

Class of Worker

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

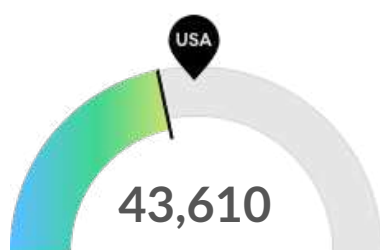
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



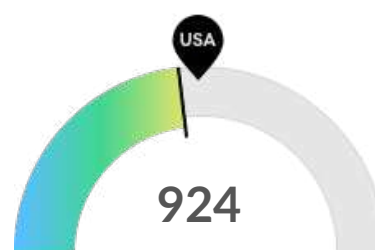
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 53,258* employees, while there are 43,610 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 \$48,358, while in Milwaukee County, WI it is \$43,102. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

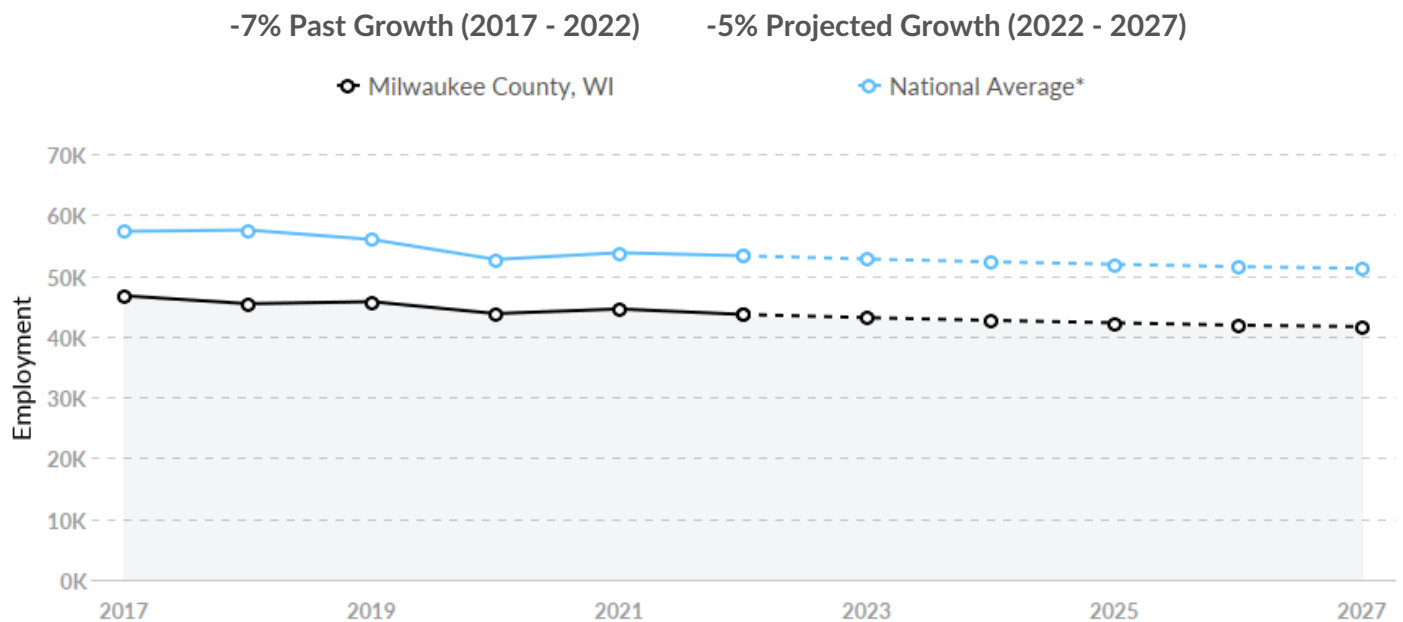
Competition from online job postings is low in Milwaukee County, WI. The national average for an area this size is 1,032* job posting/mo, while there are 924 here.

*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)

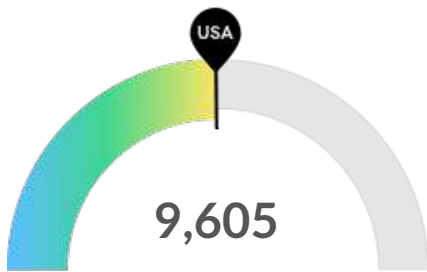
Supply Is Lower Than the National Average

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 53,258* employees, while there are 43,610 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.



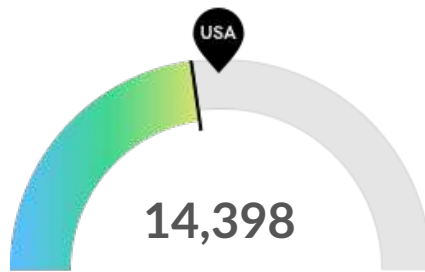
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

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



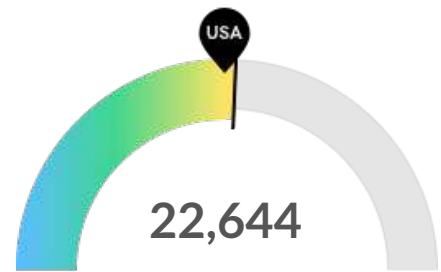
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 9,679* employees 55 or older, while there are 9,605 here.



Racial Diversity

Racial diversity is low in Milwaukee County, WI. The national average for an area this size is 16,432* racially diverse employees, while there are 14,398 here.



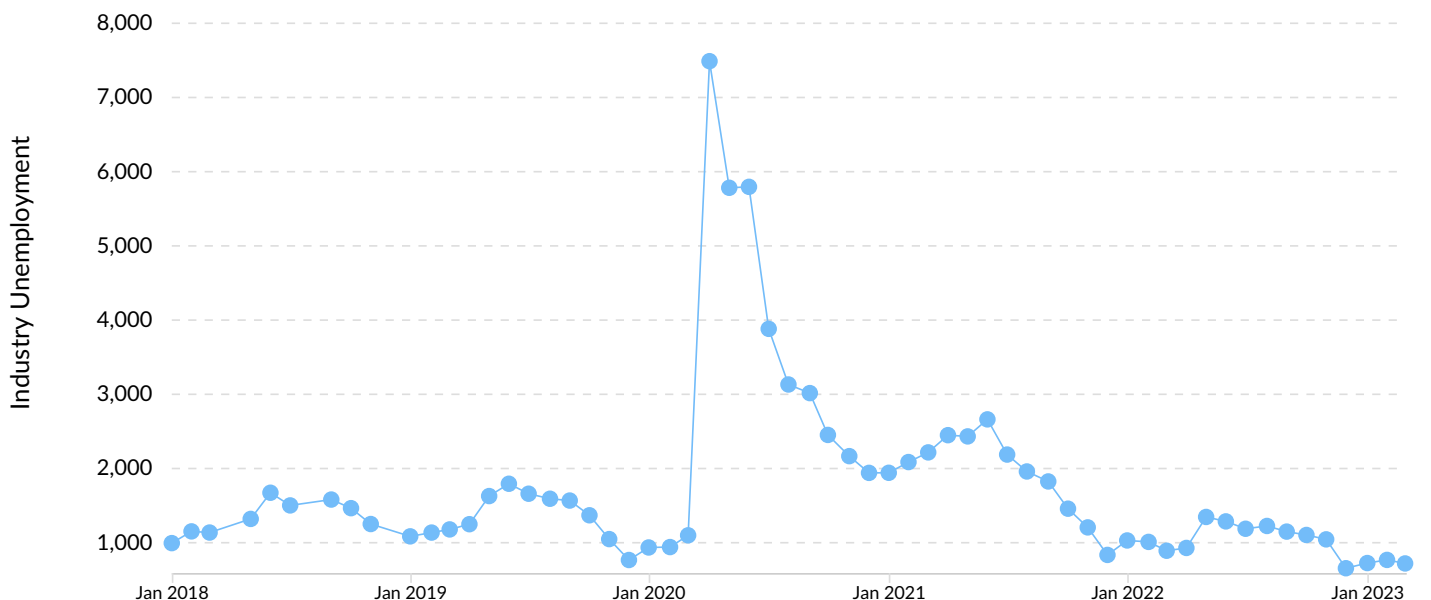
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 21,742* female employees, while there are 22,644 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.



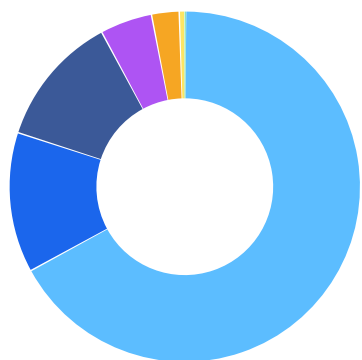
Demographic Details

Industry Age Breakdown



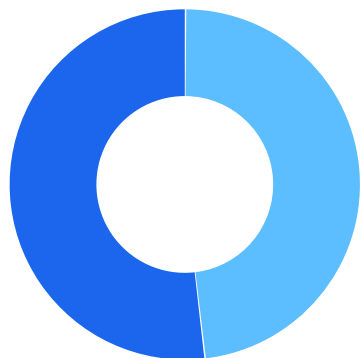
	% of Jobs	Jobs
14-18	9.1%	3,965
19-24	19.1%	8,311
25-34	20.5%	8,945
35-44	15.8%	6,905
45-54	13.5%	5,879
55-64	14.3%	6,248
65+	7.7%	3,357

Industry Race/Ethnicity Breakdown



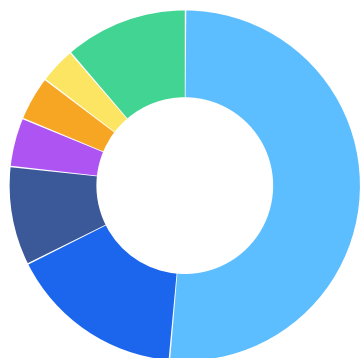
	% of Jobs	Jobs
White	67.0%	29,213
Black or African American	12.9%	5,639
Hispanic or Latino	12.2%	5,304
Asian	4.8%	2,095
Two or More Races	2.5%	1,109
American Indian or Alaska Native	0.5%	225
Native Hawaiian or Other Pacific Islander	0.1%	27

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	48.1%	20,966
● Females	51.9%	22,644

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



Occupation	% of Industry in Occupation (2022)
● Sales and Related Occupations	51.3%
● Transportation and Material Moving Occupations	16.2%
● Office and Administrative Support Occupations	9.1%
● Healthcare Practitioners and Technical Occupations	4.5%
● Installation, Maintenance, and Repair Occupations	4.1%
● Food Preparation and Serving Related Occupations	3.3%
● Other	11.4%

Demand



593 Employers Competing

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



11,089 Unique Job Postings

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



33 Day Median Duration

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

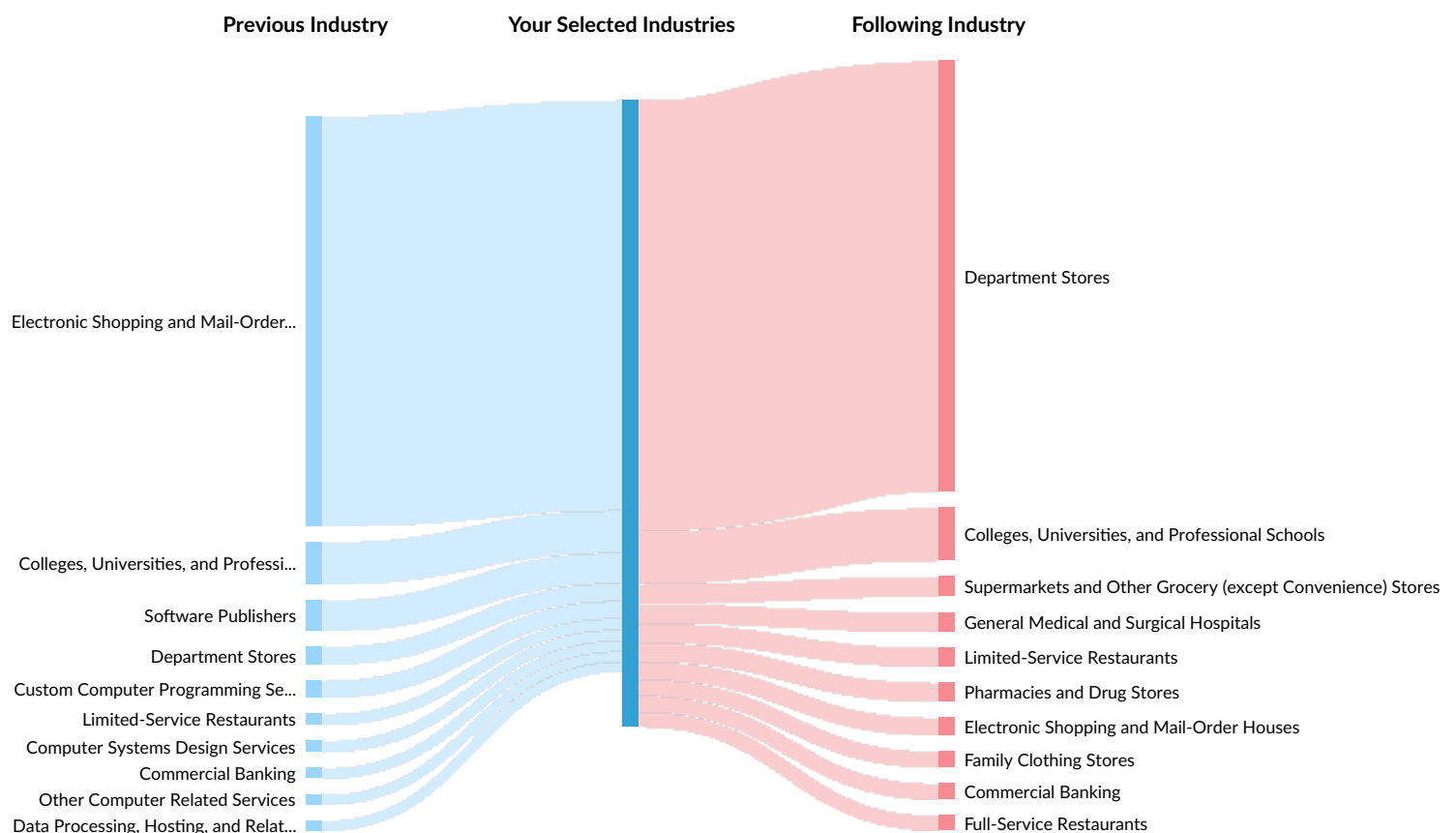
Top Companies		Unique Postings		Top Job Titles		Unique Postings	
Walgreens Boots Alliance	431	<div></div>		Assistant Store Managers	217	<div></div>	
Festival Foods	358	<div></div>		Retail Sales Associates	168	<div></div>	
Walmart	329	<div></div>		Store Managers	162	<div></div>	
Meijer	261	<div></div>		Sales Associates	160	<div></div>	
Sendik's Food Markets	253	<div></div>		Cashiers	130	<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
Electronic Shopping and Mail-Order Houses	154,570
Colleges, Universities, and Professional Schools	15,936
Software Publishers	11,546
Department Stores	6,709

Previous Industries	Transitions
Custom Computer Programming Services	6,514
Limited-Service Restaurants	4,258
Computer Systems Design Services	4,215
Commercial Banking	3,984
Other Computer Related Services	3,880
Data Processing, Hosting, and Related Services	3,786
Full-Service Restaurants	3,678
Administrative Management and General Management Consulting Services	3,575
National Security	3,536
All Other Professional, Scientific, and Technical Services	3,287
All Other Information Services	3,207
Semiconductor and Related Device Manufacturing	2,849
Electronic Computer Manufacturing	2,844
Family Clothing Stores	2,475
Couriers and Express Delivery Services	2,447
Supermarkets and Other Grocery (except Convenience) Stores	2,384
Wireless Telecommunications Carriers (except Satellite)	2,253
Employment Placement Agencies	2,079
Elementary and Secondary Schools	1,857
Insurance Agencies and Brokerages	1,765
Temporary Help Services	1,635
General Medical and Surgical Hospitals	1,597
Engineering Services	1,594
Financial Transactions Processing, Reserve, and Clearinghouse Activities	1,569
Offices of Certified Public Accountants	1,568

Previous Industries	Transitions
Hotels (except Casino Hotels) and Motels	1,485
Electronics Stores	1,477
Automobile Manufacturing	1,381
Offices of Real Estate Agents and Brokers	1,378
Other Scientific and Technical Consulting Services	1,353
Marketing Consulting Services	1,315
Motion Picture and Video Production	1,214
Offices of Physicians (except Mental Health Specialists)	1,115
Offices of Lawyers	1,108
Pharmacies and Drug Stores	1,093
Women's Clothing Stores	1,079
Wholesale Trade Agents and Brokers	1,015
Hardware Stores	951
All Other Home Furnishings Stores	907
Advertising Agencies	865
Other Management Consulting Services	852
Junior Colleges	842
Cosmetics, Beauty Supplies, and Perfume Stores	840
Fitness and Recreational Sports Centers	833
Other Clothing Stores	819
Other Miscellaneous Durable Goods Merchant Wholesalers	798
All Other Personal Services	794
Direct Health and Medical Insurance Carriers	767
Educational Support Services	759
Pharmaceutical Preparation Manufacturing	680
Home Centers	676

Previous Industries	Transitions
All Other Miscellaneous Store Retailers (except Tobacco Stores)	667
Other General Government Support	652
Commercial and Institutional Building Construction	651
Sporting Goods Stores	639
General Warehousing and Storage	606
Child Day Care Services	577
Other Direct Selling Establishments	563
Religious Organizations	553
Offices of Other Holding Companies	553
Gasoline Stations with Convenience Stores	519
Home Health Care Services	517
Convenience Stores	502
Child and Youth Services	477
All Other General Merchandise Stores	465
Furniture Stores	450
Other Individual and Family Services	448
Shoe Stores	440
Pet and Pet Supplies Stores	432
Civic and Social Organizations	429
Drugs and Druggists' Sundries Merchant Wholesalers	401
New Car Dealers	360
Automotive Parts and Accessories Stores	346
Beauty Salons	343
Gift, Novelty, and Souvenir Stores	333
Golf Courses and Country Clubs	318

Previous Industries	Transitions
Jewelry Stores	292
Snack and Nonalcoholic Beverage Bars	276
Used Car Dealers	273
Men's Clothing Stores	256
Warehouse Clubs and Supercenters	248
Hobby, Toy, and Game Stores	226
Clothing Accessories Stores	209
Office Supplies and Stationery Stores	205
Book Stores	199
All Other Specialty Food Stores	171
Food (Health) Supplement Stores	149
Beer, Wine, and Liquor Stores	133
Motorcycle, ATV, and All Other Motor Vehicle Dealers	126
Children's and Infants' Clothing Stores	120
Vending Machine Operators	118
Other Gasoline Stations	116
Floor Covering Stores	96
All Other Health and Personal Care Stores	91
Other Building Material Dealers	81
Tire Dealers	75
Following Industries	Transitions
Department Stores	162,541
Colleges, Universities, and Professional Schools	19,829
Supermarkets and Other Grocery (except Convenience) Stores	7,550
General Medical and Surgical Hospitals	7,277

Following Industries	Transitions
Limited-Service Restaurants	7,224
Pharmacies and Drug Stores	7,218
Electronic Shopping and Mail-Order Houses	6,709
Family Clothing Stores	6,116
Commercial Banking	6,073
Full-Service Restaurants	5,747
Elementary and Secondary Schools	3,938
Home Centers	3,923
Offices of Physicians (except Mental Health Specialists)	3,678
Cosmetics, Beauty Supplies, and Perfume Stores	3,569
Women's Clothing Stores	3,309
Hardware Stores	3,238
All Other General Merchandise Stores	3,085
Insurance Agencies and Brokerages	2,831
All Other Professional, Scientific, and Technical Services	2,793
Couriers and Express Delivery Services	2,753
Other Clothing Stores	2,536
Employment Placement Agencies	2,451
Other Miscellaneous Durable Goods Merchant Wholesalers	2,396
Electronics Stores	2,381
Hotels (except Casino Hotels) and Motels	2,334
Custom Computer Programming Services	2,196
Sporting Goods Stores	2,152
Software Publishers	2,102
Junior Colleges	2,092
National Security	2,009

Following Industries	Transitions
Furniture Stores	1,765
All Other Home Furnishings Stores	1,761
Wireless Telecommunications Carriers (except Satellite)	1,715
Data Processing, Hosting, and Related Services	1,671
Marketing Consulting Services	1,638
Computer Systems Design Services	1,634
Offices of Real Estate Agents and Brokers	1,628
Temporary Help Services	1,610
Direct Health and Medical Insurance Carriers	1,506
Security Guards and Patrol Services	1,492
Administrative Management and General Management Consulting Services	1,480
Other Computer Related Services	1,426
Child Day Care Services	1,408
Shoe Stores	1,394
Gasoline Stations with Convenience Stores	1,385
Offices of Certified Public Accountants	1,350
Other General Government Support	1,342
Pet and Pet Supplies Stores	1,322
Engineering Services	1,306
Fitness and Recreational Sports Centers	1,304
Credit Unions	1,249
General Warehousing and Storage	1,242
Financial Transactions Processing, Reserve, and Clearinghouse Activities	1,236
Offices of Lawyers	1,223
Home Health Care Services	1,222

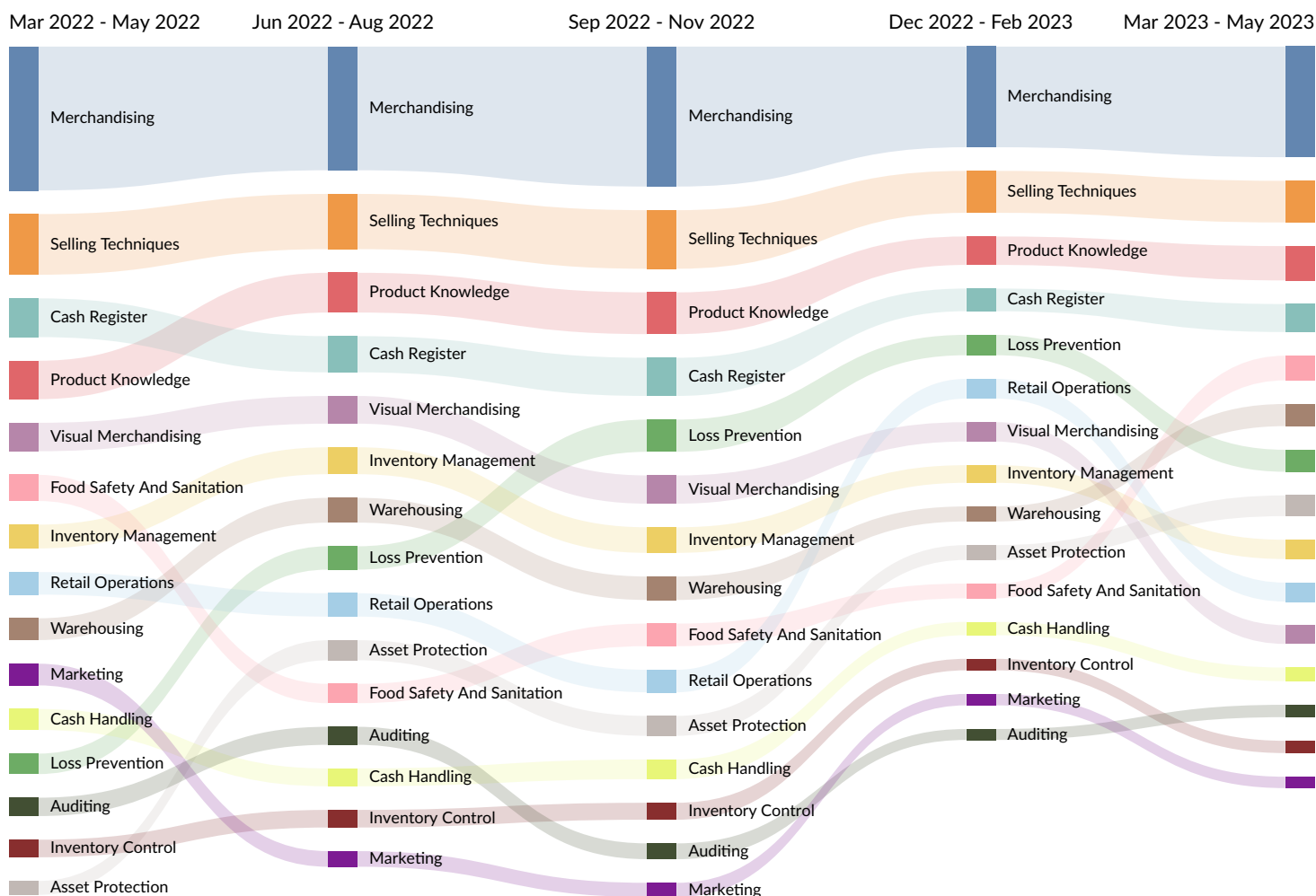
Following Industries	Transitions
Convenience Stores	1,207
Other Individual and Family Services	1,183
Nursing Care Facilities (Skilled Nursing Facilities)	1,179
Local Messengers and Local Delivery	1,170
Commercial and Institutional Building Construction	1,136
Men's Clothing Stores	1,086
Pharmaceutical Preparation Manufacturing	1,035
Hobby, Toy, and Game Stores	1,014
Child and Youth Services	1,007
Automotive Parts and Accessories Stores	989
All Other Miscellaneous Ambulatory Health Care Services	989
Gift, Novelty, and Souvenir Stores	974
Direct Property and Casualty Insurance Carriers	967
All Other Miscellaneous Store Retailers (except Tobacco Stores)	966
Direct Life Insurance Carriers	965
Electronic Computer Manufacturing	918
All Other Information Services	897
Automobile Manufacturing	895
Religious Organizations	855
Motion Picture and Video Production	855
All Other Personal Services	823
Warehouse Clubs and Supercenters	820
Wholesale Trade Agents and Brokers	804
Offices of Other Holding Companies	797
Freight Transportation Arrangement	791

Following Industries	Transitions
Investment Advice	784
Other Direct Selling Establishments	776
Educational Support Services	753
New Car Dealers	735
Drugs and Druggists' Sundries Merchant Wholesalers	722
Jewelry Stores	666
Used Car Dealers	661
Clothing Accessories Stores	639
Other Management Consulting Services	628
Advertising Agencies	560
Book Stores	486
Beer, Wine, and Liquor Stores	485
Office Supplies and Stationery Stores	422
Floor Covering Stores	334
Food (Health) Supplement Stores	288
All Other Specialty Food Stores	254
Other Building Material Dealers	232
Tire Dealers	169
Motorcycle, ATV, and All Other Motor Vehicle Dealers	133
Other Gasoline Stations	74

What skills are they posting for?

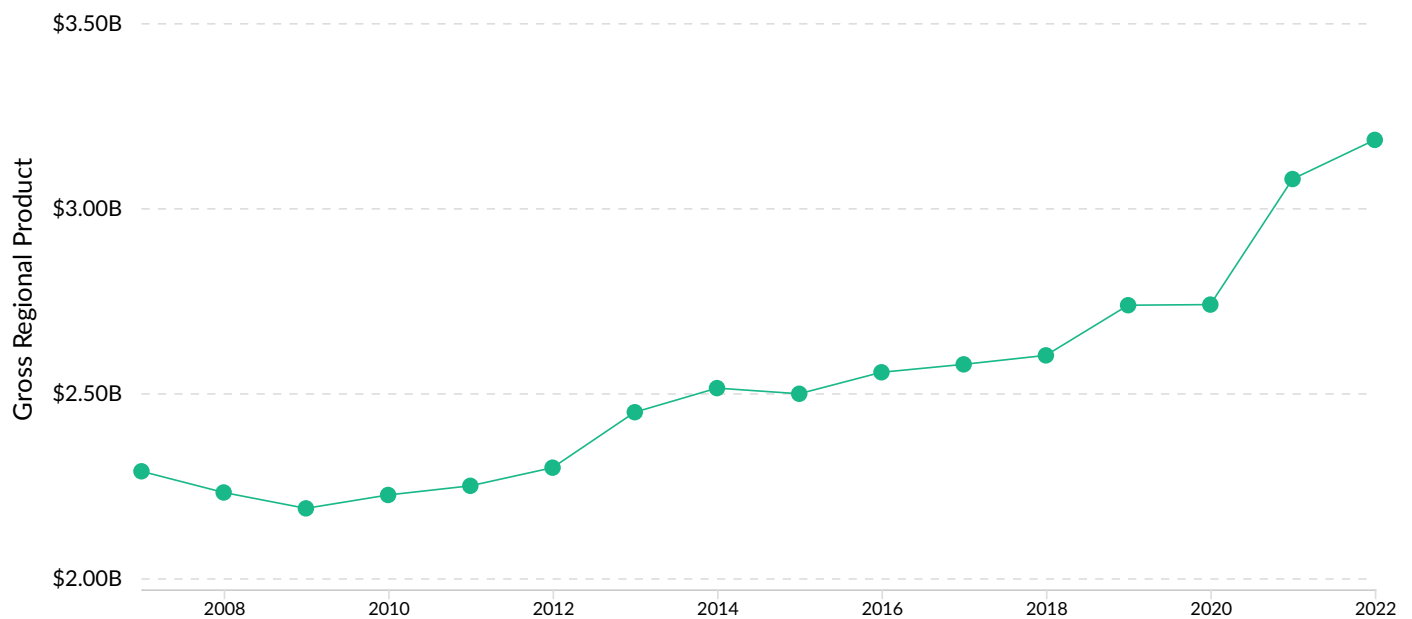
Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$2.0B	\$545.5M	\$635.0M	\$3.2B
Earnings (2022)	Property Income (2022)	Taxes (2022)	Total GRP (2022)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$142,260,453	\$5,374,480	\$147,634,933
General Warehousing and Storage	\$89,065,749	\$58,471,992	\$147,537,741
Lessors of Residential Buildings and Dwellings	\$107,278,284	\$146,665	\$107,424,949
Offices of Real Estate Agents and Brokers	\$49,621,316	\$39,494,983	\$89,116,299
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$53,826,376	\$20,819,478	\$74,645,854