

Retail/Hospitality

in Milwaukee County, WI

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What is Emsi Data?

Emsi 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.

Emsi 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

3 Industries

44	Retail Trade
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72	Accommodation and Food Services
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71	Arts, Entertainment, and Recreation
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1 County

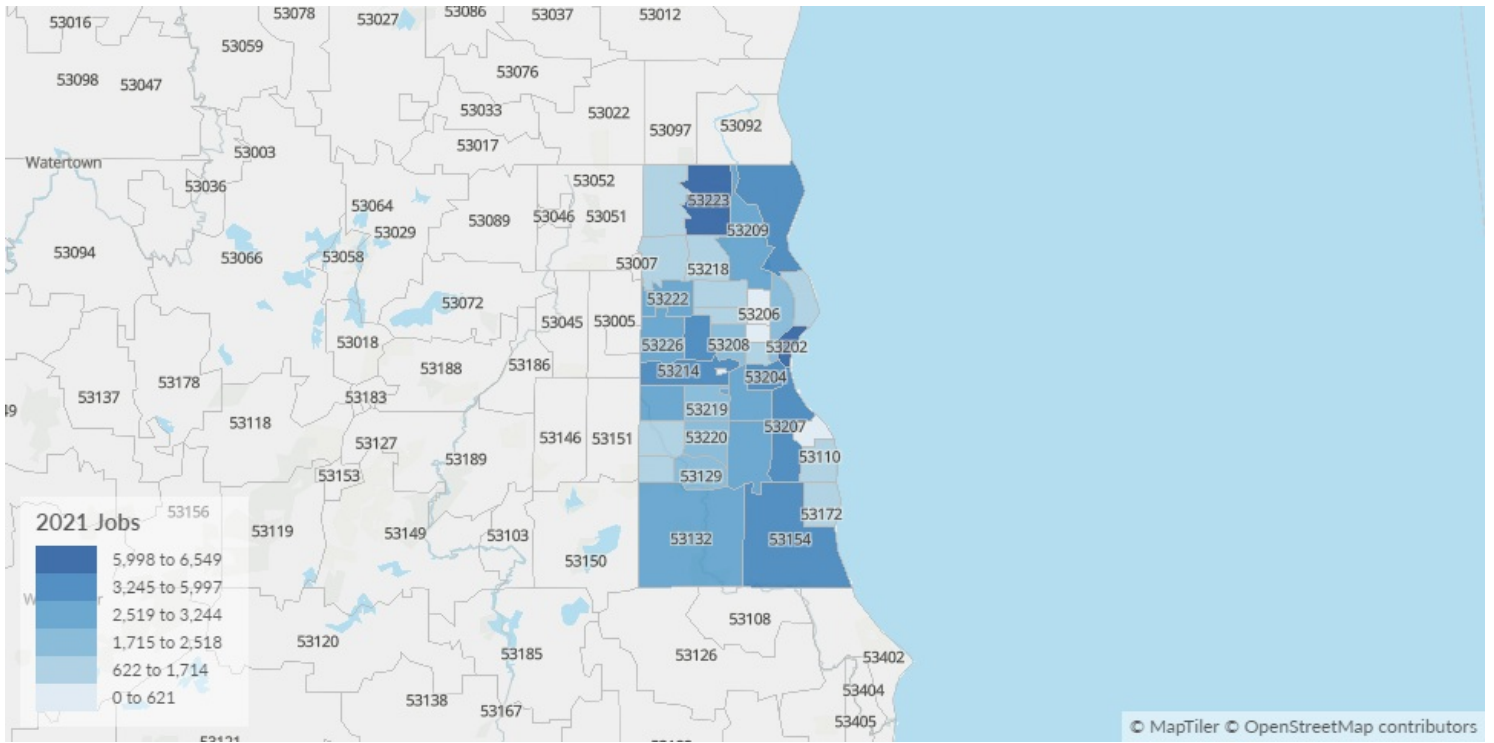
55079	Milwaukee County, WI
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Class of Worker

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

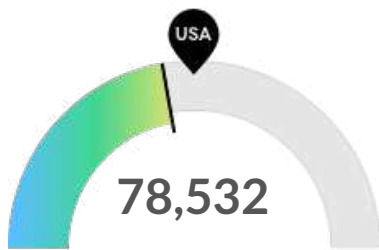
The information in this report pertains to the chosen industries and geographical area.

Workforce Map



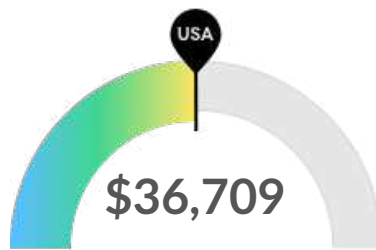
Executive Summary

Aggressive Hiring Competition Over a Thin Supply of Regional Talent



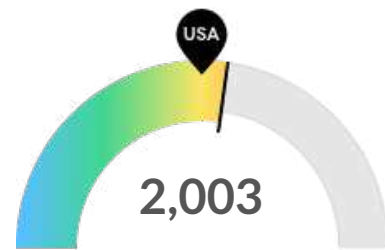
Supply (Jobs)

Milwaukee County, WI is not a hotspot for this kind of talent. The national average for an area this size is 92,524* employees, while there are 78,532 here.



Earnings Per Job

Earnings per job are about the same as the national average. The national average salary for your industries in an area this size is \$39,013, while in Milwaukee County, WI it is \$36,709. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

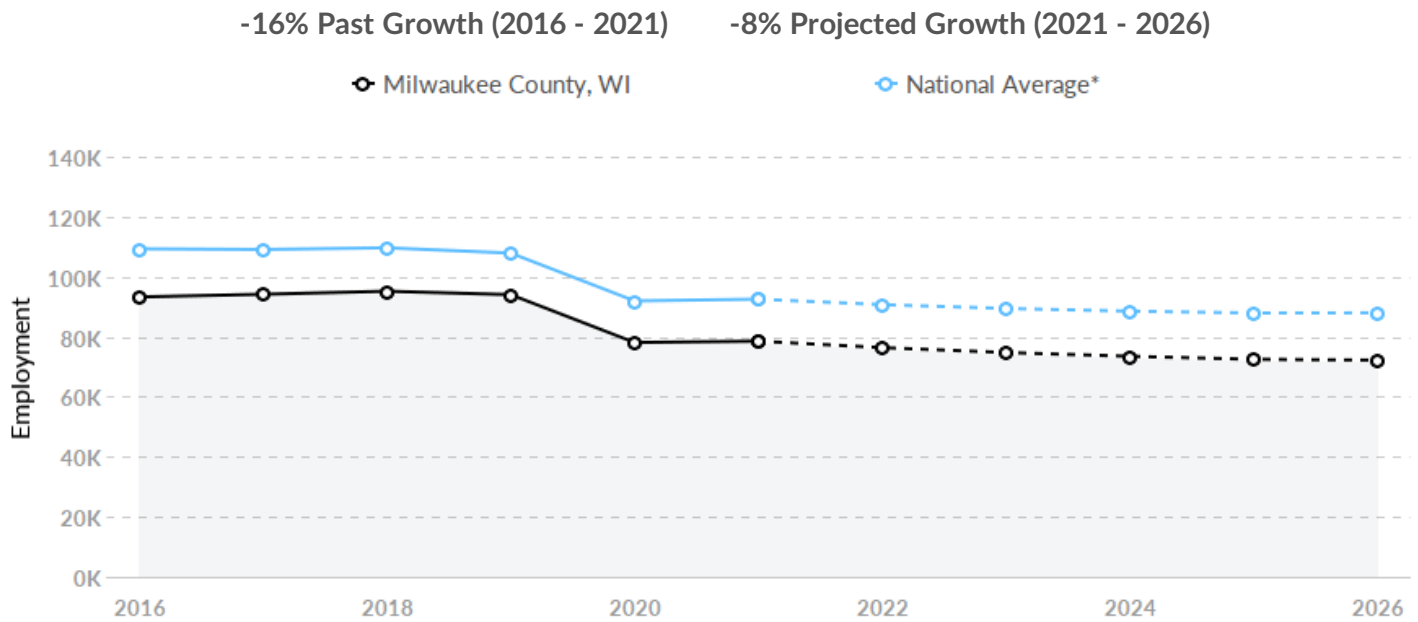
Competition from online job postings is high in Milwaukee County, WI. The national average for an area this size is 1,768* job posting/mo, while there are 2,003 here.

*National average values are derived by taking the national value for your industries 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)

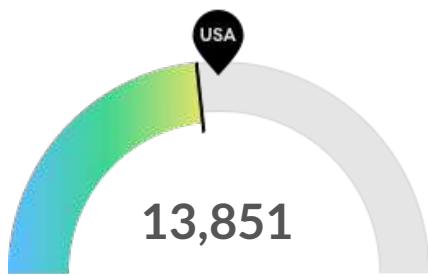
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of your industries 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 92,524* employees, while there are 78,532 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.



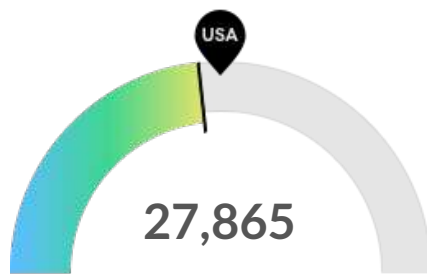
*National average values are derived by taking the national value for your industries and scaling it down to account for the difference in overall workforce size between the nation and Milwaukee County, WI. In other words, the values represent the national average adjusted for region size.

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



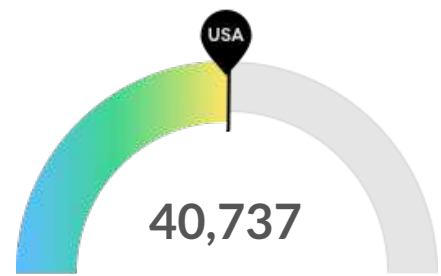
Retiring Soon

Retirement risk is about average in Milwaukee County, WI. The national average for an area this size is 15,292* employees 55 or older, while there are 13,851 here.



Racial Diversity

Racial diversity is about average in Milwaukee County, WI. The national average for an area this size is 30,802* racially diverse employees, while there are 27,865 here.



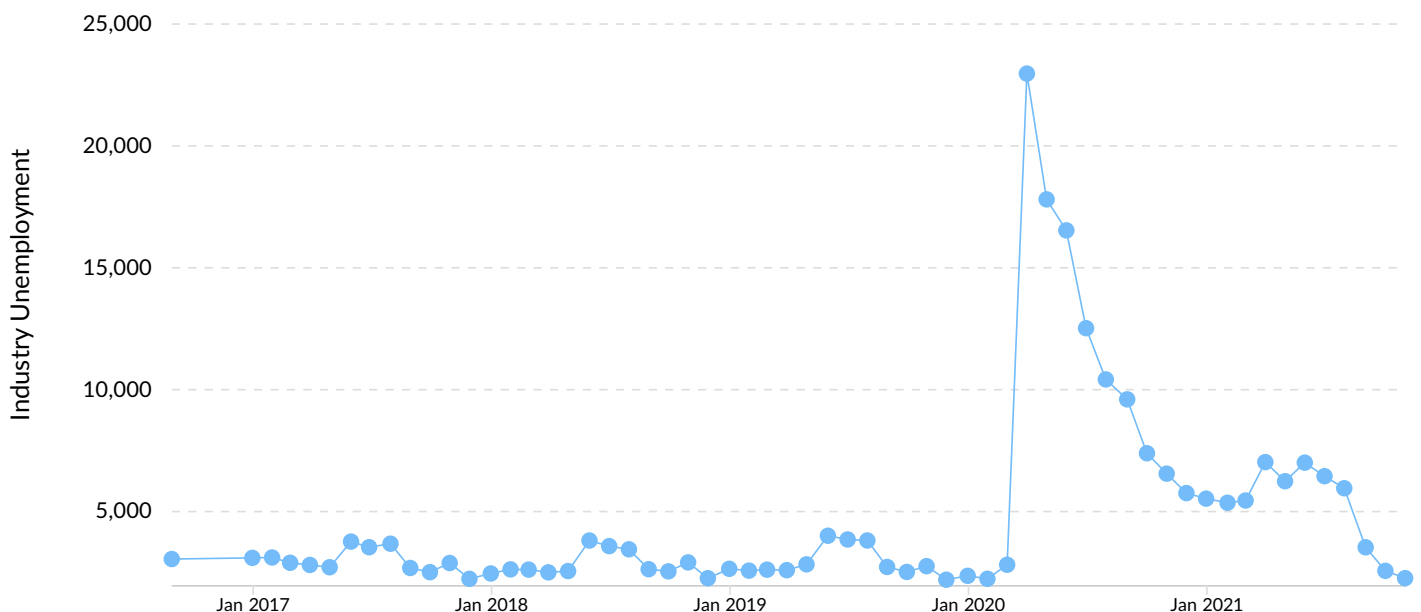
Gender Diversity

Gender diversity is about average in Milwaukee County, WI. The national average for an area this size is 40,304* female employees, while there are 40,737 here.

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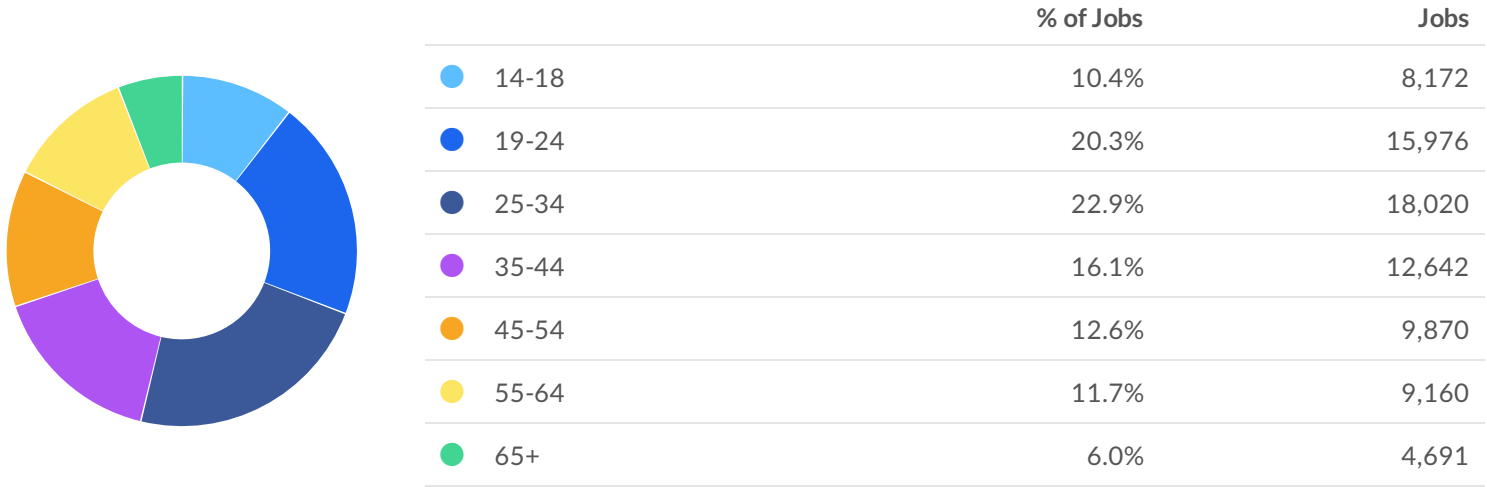
Unemployment Rate Trends

Unemployment shown at the 2-digit sectors level.



Demographic Details

Industry Age Breakdown



Industry Race/Ethnicity Breakdown

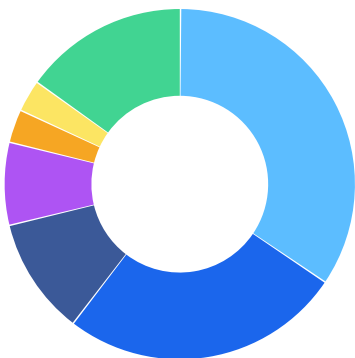


Industry Gender Breakdown



	% of Jobs	Jobs
Males	48.1%	37,796
Females	51.9%	40,737

Most Jobs are Found in the Food Preparation and Serving Related Occupations Industry Sector



Occupation	% of Industry in Occupation (2021)
Food Preparation and Serving Related Occupations	34.4%
Sales and Related Occupations	26.0%
Transportation and Material Moving Occupations	10.8%
Office and Administrative Support Occupations	7.6%
Management Occupations	3.1%
Healthcare Practitioners and Technical Occupations	3.0%
Other	15.2%

Demand



953 Employers Competing

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



24,037 Unique Job Postings

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

Top Companies	Unique Postings
Harley-Davidson	751
Amazon	662
Kroger	626
Festival Foods	537
Walmart	415

Top Job Titles	Unique Postings
Dishwashers	273
Bartenders	243
Team Members	240
Baristas	211
Delivery Drivers	211

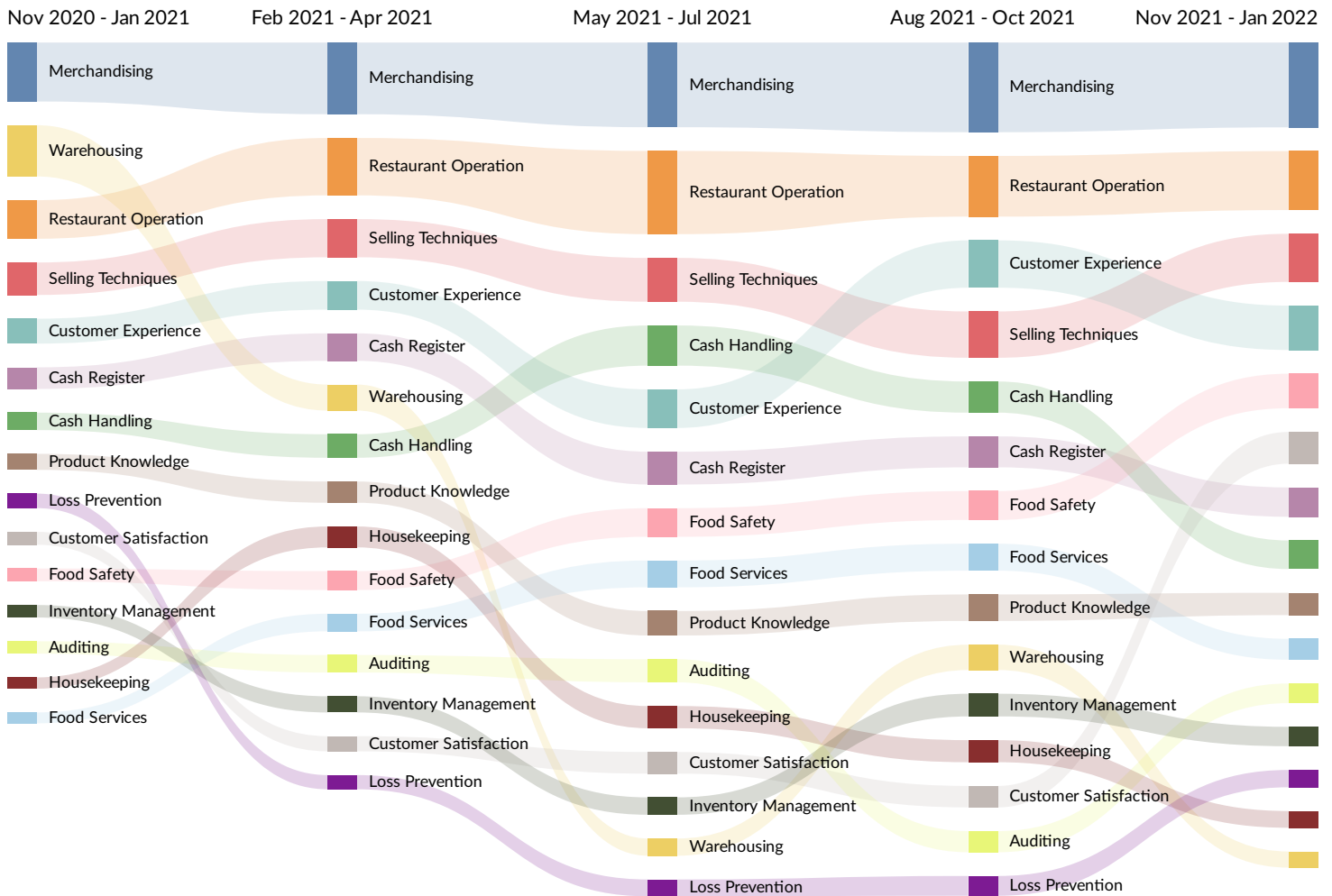
Industry Gain and Drain

Reliable Gain and Drain information is not available for the currently selected industry.

What skills are they posting for?

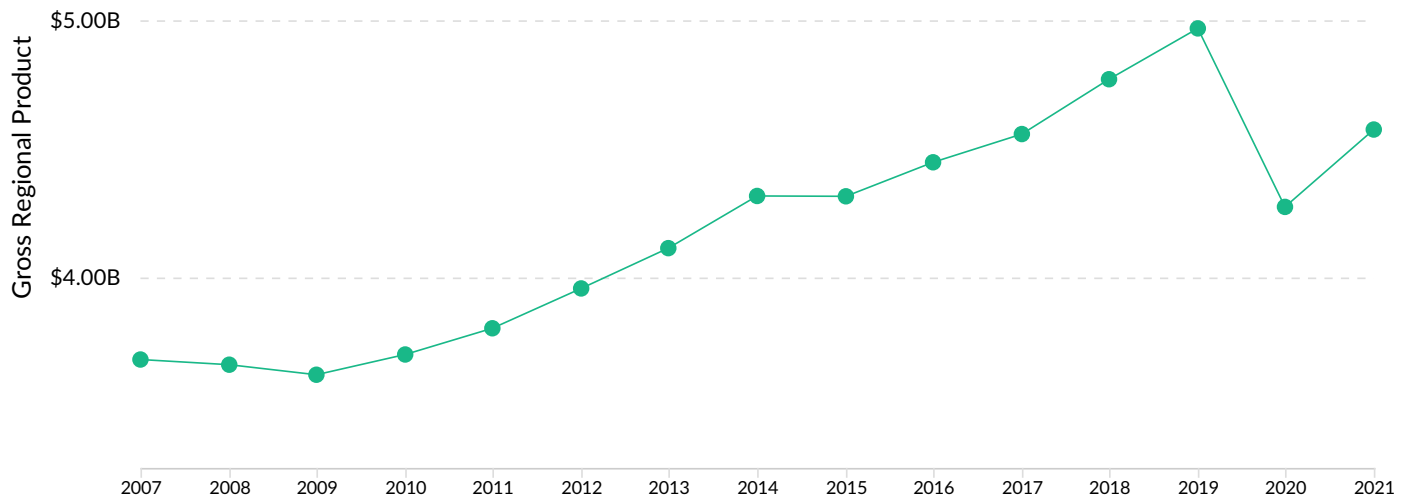
Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$3.1B	\$834.3M	\$672.8M	\$4.6B
Earnings (2021)	Property Income (2021)	Taxes (2021)	Total GRP (2021)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$290,832,375	\$11,149,127	\$301,981,502
Lessors of Residential Buildings and Dwellings	\$146,702,934	\$275,089	\$146,978,022
Offices of Real Estate Agents and Brokers	\$67,525,227	\$52,936,167	\$120,461,394
General Warehousing and Storage	\$72,687,436	\$44,557,914	\$117,245,350
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$65,277,137	\$32,622,430	\$97,899,567