

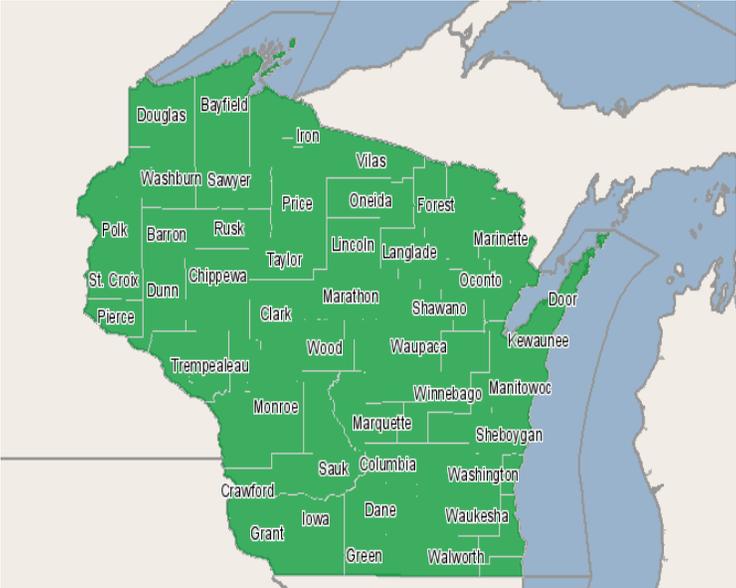
# ManpowerGroup



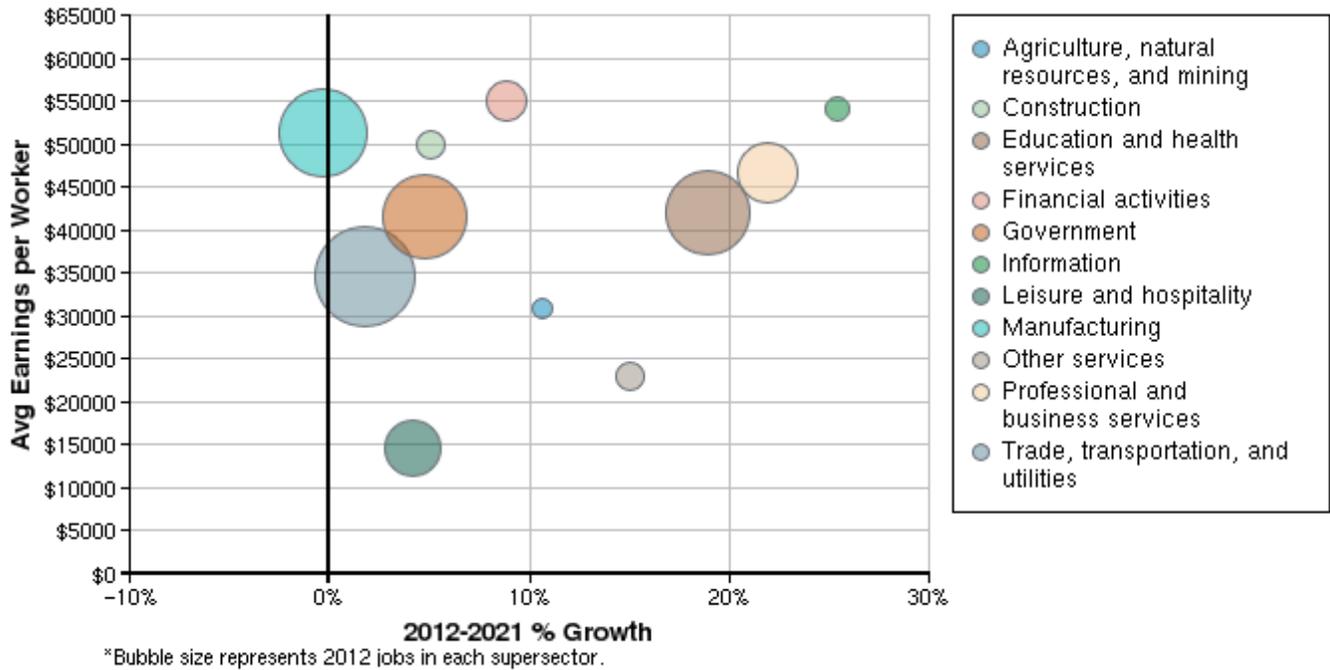
ManpowerGroup™

100 Manpower Place  
Milwaukee, Wisconsin 53212

## Custom Report State of WI



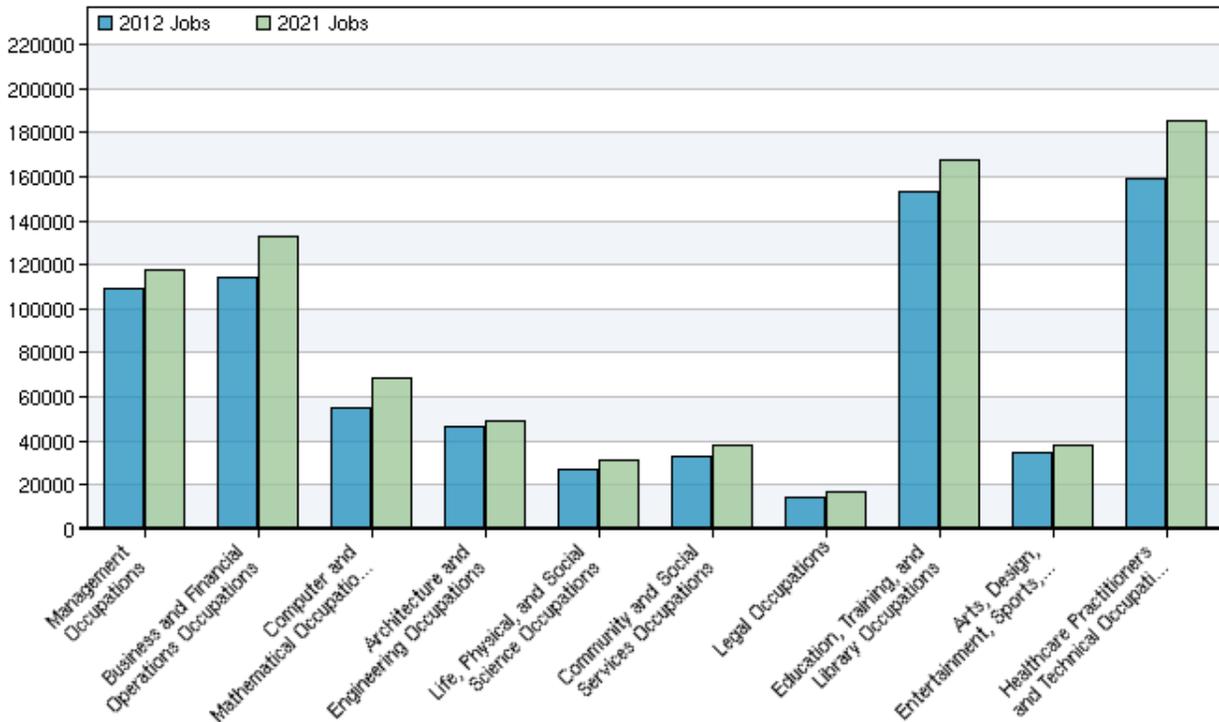
2012 - 2021 Size and Growth



Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	% Regional Jobs
Agriculture, natural resources, and mining	25,326	28,029	2,703	11%	0.9%
Construction	86,332	90,729	4,397	5%	3.2%
Education and health services	408,649	486,008	77,359	19%	15.2%
Financial activities	149,153	162,348	13,195	9%	5.5%
Government	414,953	434,846	19,893	5%	15.4%
Information	47,641	59,751	12,110	25%	1.8%
Leisure and hospitality	257,052	267,677	10,625	4%	9.5%
Manufacturing	429,668	428,326	-1,342	0%	15.9%
Other services	91,450	105,182	13,732	15%	3.4%
Professional and business services	275,859	336,278	60,419	22%	10.2%
Trade, transportation, and utilities	508,073	517,114	9,041	2%	18.9%
<b>Total</b>	<b>2,694,158</b>	<b>2,916,288</b>	<b>222,130</b>	<b>8%</b>	<b>100%</b>

Source: EMSI Covered Employment - 2012.1

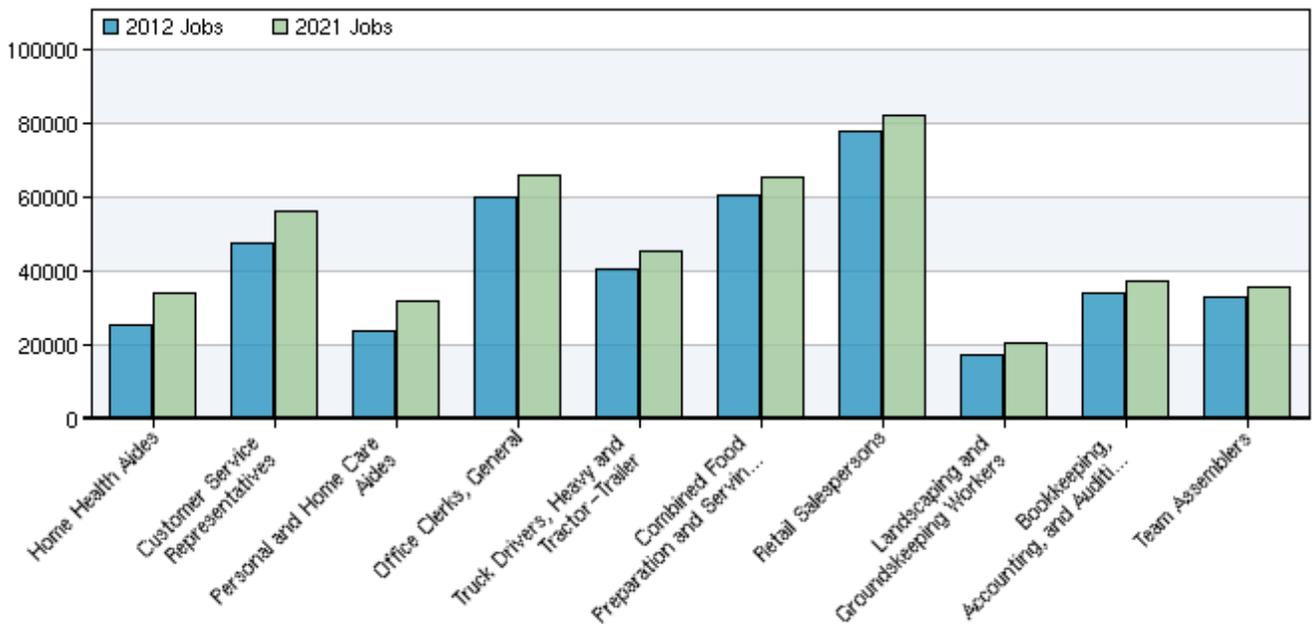
## Occupation Size and Growth



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth %	2011 Median Hourly Earnings
11-0000	Management Occupations	109,359	117,595	8%	\$40.21
13-0000	Business and Financial Operations Occupations	113,967	132,981	17%	\$25.37
15-0000	Computer and Mathematical Occupations	55,383	68,308	23%	\$30.67
17-0000	Architecture and Engineering Occupations	46,217	48,978	6%	\$29.71
19-0000	Life, Physical, and Social Science Occupations	27,117	31,340	16%	\$26.33
21-0000	Community and Social Services Occupations	32,666	38,496	18%	\$19.55
23-0000	Legal Occupations	14,786	16,514	12%	\$31.65
25-0000	Education, Training, and Library Occupations	152,798	167,594	10%	\$21.85
27-0000	Arts, Design, Entertainment, Sports, and Media	34,526	38,117	10%	\$17.93
29-0000	Healthcare Practitioners and Technical Occupations	159,341	185,007	16%	\$32.72
31-0000	Healthcare Support Occupations	100,227	120,129	20%	\$12.65
33-0000	Protective Service Occupations	52,964	57,109	8%	\$18.19
35-0000	Food Preparation and Serving Related Occupations	231,509	241,586	4%	\$8.90
37-0000	Building and Grounds Cleaning and Maintenance	93,905	100,015	7%	\$11.22
39-0000	Personal Care and Service Occupations	90,239	107,590	19%	\$10.25
41-0000	Sales and Related Occupations	263,291	272,596	4%	\$14.04
43-0000	Office and Administrative Support Occupations	422,879	454,310	7%	\$14.72
45-0000	Farming, Fishing, and Forestry Occupations	19,249	21,079	10%	\$11.06
47-0000	Construction and Extraction Occupations	82,624	86,281	4%	\$22.22
49-0000	Installation, Maintenance, and Repair Occupations	97,977	104,405	7%	\$19.68
51-0000	Production Occupations	290,650	297,116	2%	\$15.94
53-0000	Transportation and Material Moving Occupations	193,176	200,535	4%	\$14.42

Source: EMSI Covered Employment - 2012.1

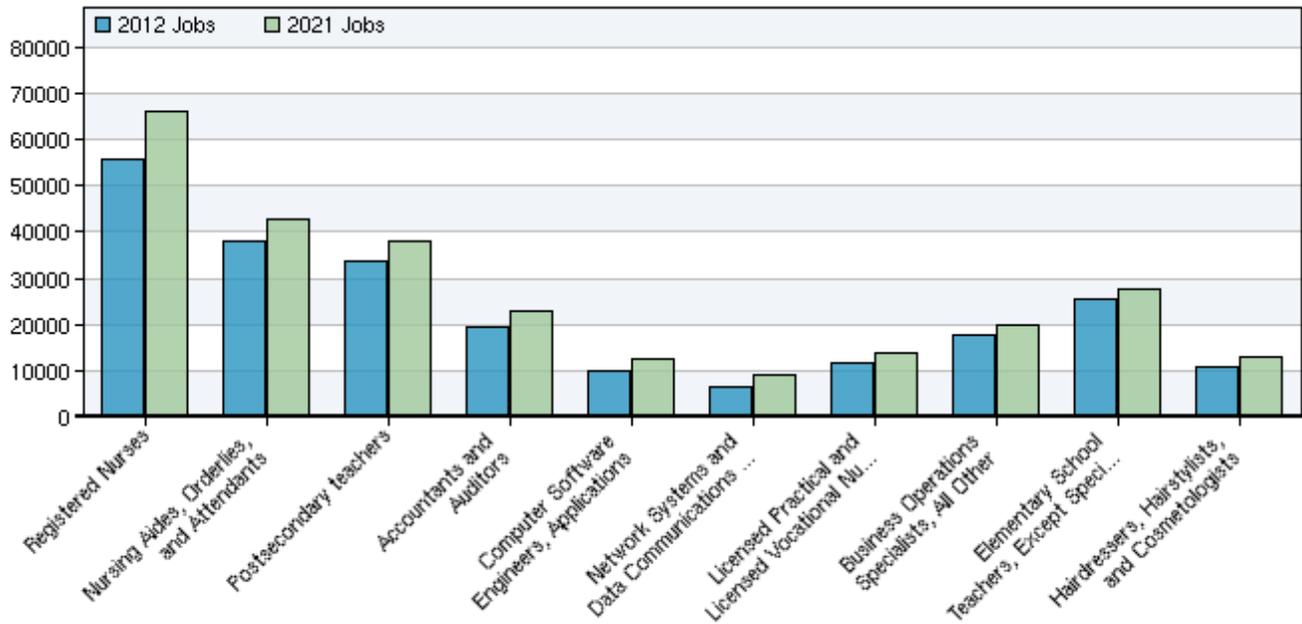
## Fastest Growing Non-Professional Occupations (not requiring a degree)



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2011 Median Hourly Earnings
31-1011	Home Health Aides	25,349	34,306	8,957	35%	\$10.38
43-4051	Customer Service Representatives	47,551	56,398	8,847	19%	\$14.96
39-9021	Personal and Home Care Aides	23,991	32,098	8,107	34%	\$9.67
43-9061	Office Clerks, General	59,798	66,002	6,204	10%	\$13.20
53-3032	Truck Drivers, Heavy and Tractor-Trailer	40,522	45,620	5,098	13%	\$18.22
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	60,718	65,451	4,733	8%	\$7.91
41-2031	Retail Salespersons	77,657	82,162	4,505	6%	\$9.24
37-3011	Landscaping and Groundskeeping Workers	17,490	20,696	3,206	18%	\$12.03
43-3031	Bookkeeping, Accounting, and Auditing Clerks	33,929	37,097	3,168	9%	\$15.34
51-2092	Team Assemblers	32,708	35,660	2,952	9%	\$13.51

Source: EMSI Covered Employment - 2012.1

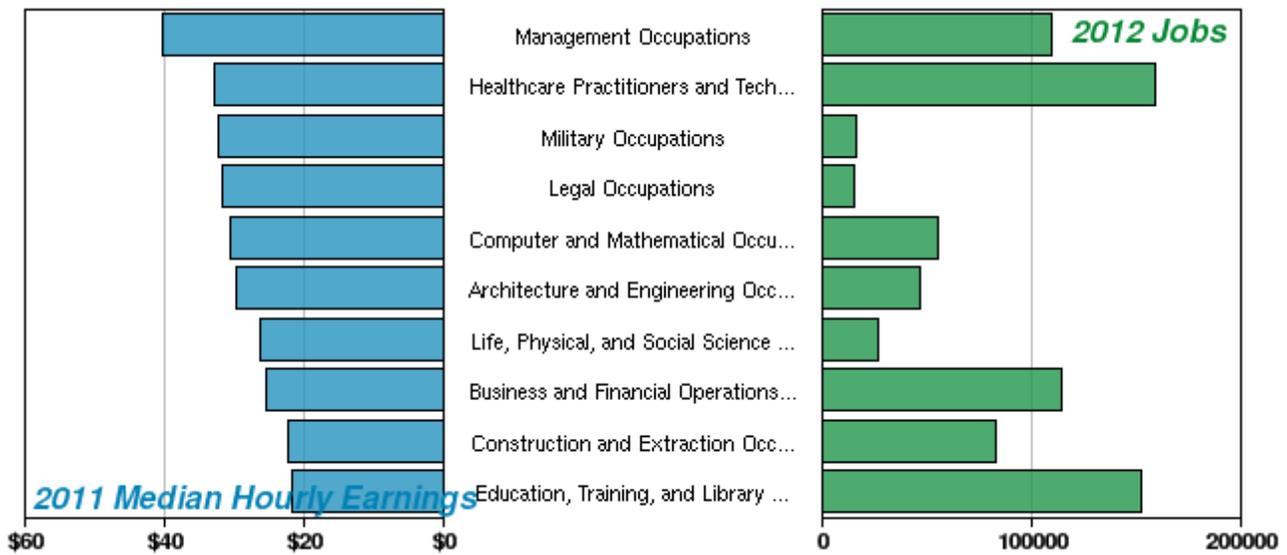
## Fastest Growing Professional Occupations (require Associates, Bachelors' or Higher)



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2011 Median Hourly Earnings
29-1111	Registered Nurses	55,934	66,113	10,179	18%	\$29.73
31-1012	Nursing Aides, Orderlies, and Attendants	38,088	42,737	4,649	12%	\$12.11
25-1099	Postsecondary teachers	33,830	38,111	4,281	13%	\$29.97
13-2011	Accountants and Auditors	19,278	22,961	3,683	19%	\$26.81
15-1031	Computer Software Engineers, Applications	9,814	12,588	2,774	28%	\$35.53
15-1081	Network Systems and Data Communications Analysts	6,408	8,929	2,521	39%	\$29.89
29-2061	Licensed Practical and Licensed Vocational Nurses	11,598	13,808	2,210	19%	\$19.30
13-1199	Business Operations Specialists, All Other	17,886	19,975	2,089	12%	\$26.84
25-2021	Elementary School Teachers, Except Special Education	25,456	27,538	2,082	8%	\$24.33
39-5012	Hairdressers, Hairstylists, and Cosmetologists	10,887	12,924	2,037	19%	\$10.74

Source: EMSI Covered Employment - 2012.1

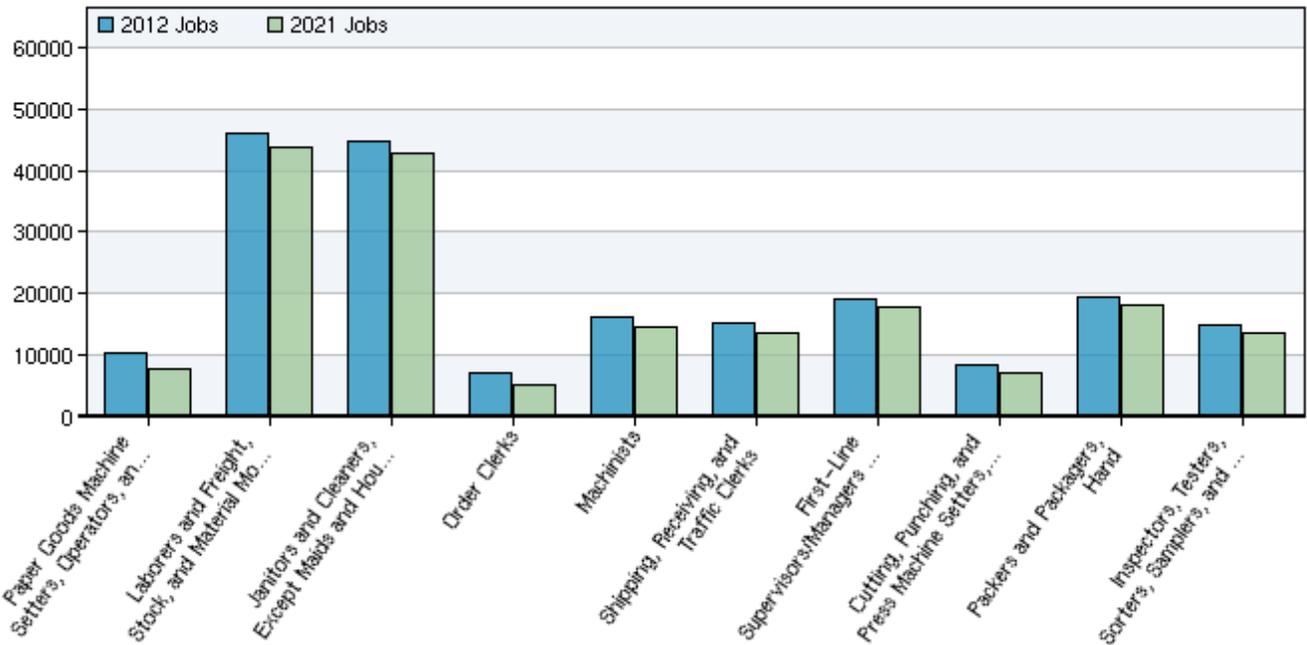
## Highest Paying Occupation Groups



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2011 Median Hourly Earnings
11-0000	Management	109,359	117,595	8,236	8%	\$40.21
29-0000	Healthcare Practitioners and Technical	159,341	185,007	25,666	16%	\$32.72
55-0000	Military	16,079	16,201	122	1%	\$32.33
23-0000	Legal	14,786	16,514	1,728	12%	\$31.65
15-0000	Computer and Mathematical	55,383	68,308	12,925	23%	\$30.67
17-0000	Architecture and Engineering	46,217	48,978	2,761	6%	\$29.71
19-0000	Life, Physical, and Social Science	27,117	31,340	4,223	16%	\$26.33
13-0000	Business and Financial Operations	113,967	132,981	19,014	17%	\$25.37
47-0000	Construction and Extraction	82,624	86,281	3,657	4%	\$22.22
25-0000	Education, Training, and Library	152,798	167,594	14,796	10%	\$21.85

Source: EMSI Covered Employment - 2012.1

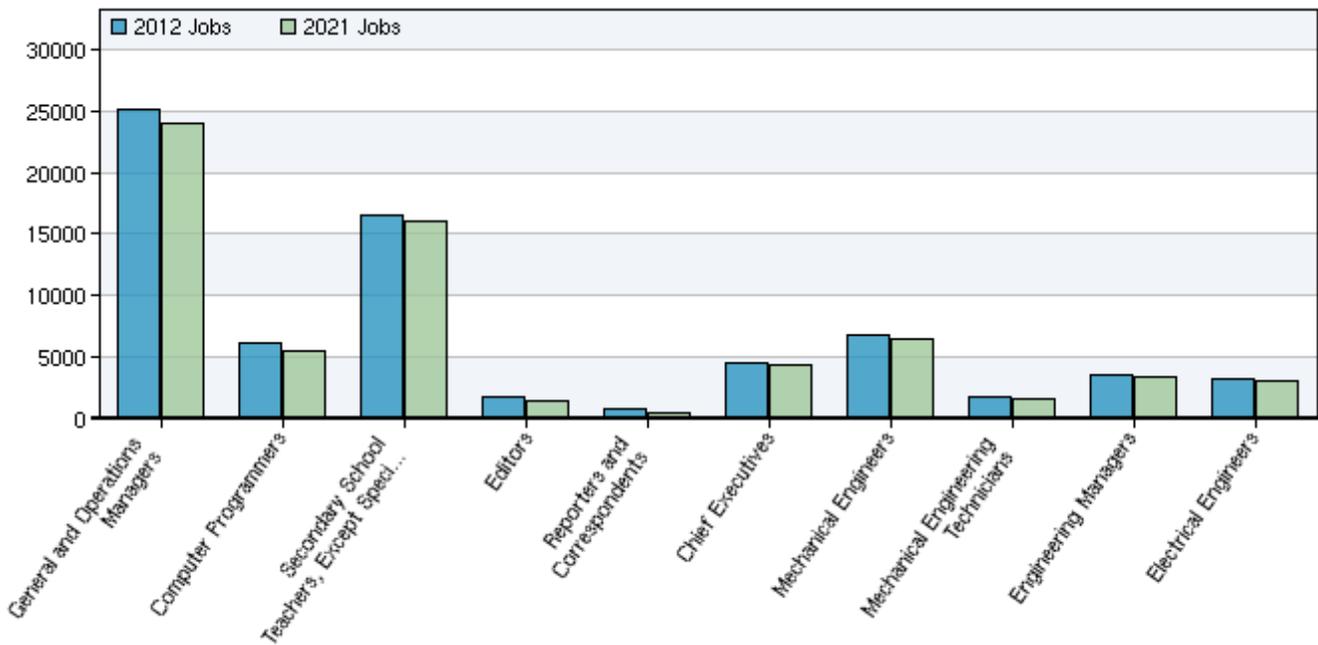
## Fastest Declining Non-Professional Occupations (not requiring a degree)



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2012 Median Hourly Earnings
51-9196	Paper Goods Machine Setters, Operators, and Tenders	10,220	7,708	-2,512	-25%	\$19.39
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	45,899	43,624	-2,275	-5%	\$11.86
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	44,816	42,817	-1,999	-4%	\$10.84
43-4151	Order Clerks	7,124	5,303	-1,821	-26%	\$13.66
51-4041	Machinists	16,153	14,624	-1,529	-9%	\$18.71
43-5071	Shipping, Receiving, and Traffic Clerks	15,246	13,759	-1,487	-10%	\$14.39
51-1011	First-Line Supervisors/Managers of Production and Operating Workers	19,159	17,691	-1,468	-8%	\$25.01
51-4031	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	8,473	7,094	-1,379	-16%	\$15.57
53-7064	Packers and Packagers, Hand	19,372	18,024	-1,348	-7%	\$10.78
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	14,765	13,476	-1,289	-9%	\$15.05

Source: EMSI Covered Employment - 2012.2

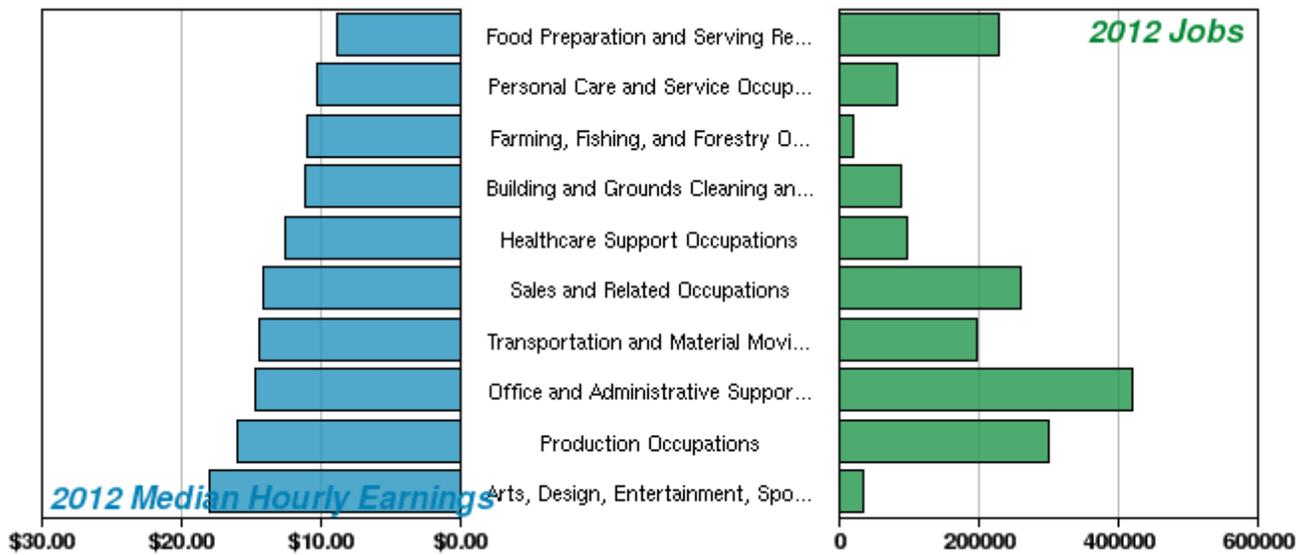
## Fastest Declining Professional Occupations (require Associates, Bachelors' or Higher)



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2012 Median Hourly Earnings
11-1021	General and Operations Managers	25,108	23,965	-1,143	-5%	\$44.46
15-1021	Computer Programmers	6,198	5,463	-735	-12%	\$30.59
25-2031	Secondary School Teachers, Except Special and Vocational Education	16,563	16,007	-556	-3%	\$23.39
27-3041	Editors	1,751	1,401	-350	-20%	\$21.25
27-3022	Reporters and Correspondents	778	495	-283	-36%	\$13.65
11-1011	Chief Executives	4,550	4,324	-226	-5%	\$77.74
17-2141	Mechanical Engineers	6,737	6,545	-192	-3%	\$32.10
17-3027	Mechanical Engineering Technicians	1,732	1,547	-185	-11%	\$22.30
11-9041	Engineering Managers	3,591	3,452	-139	-4%	\$46.01
17-2071	Electrical Engineers	3,274	3,149	-125	-4%	\$35.49

Source: EMSI Covered Employment - 2012.2

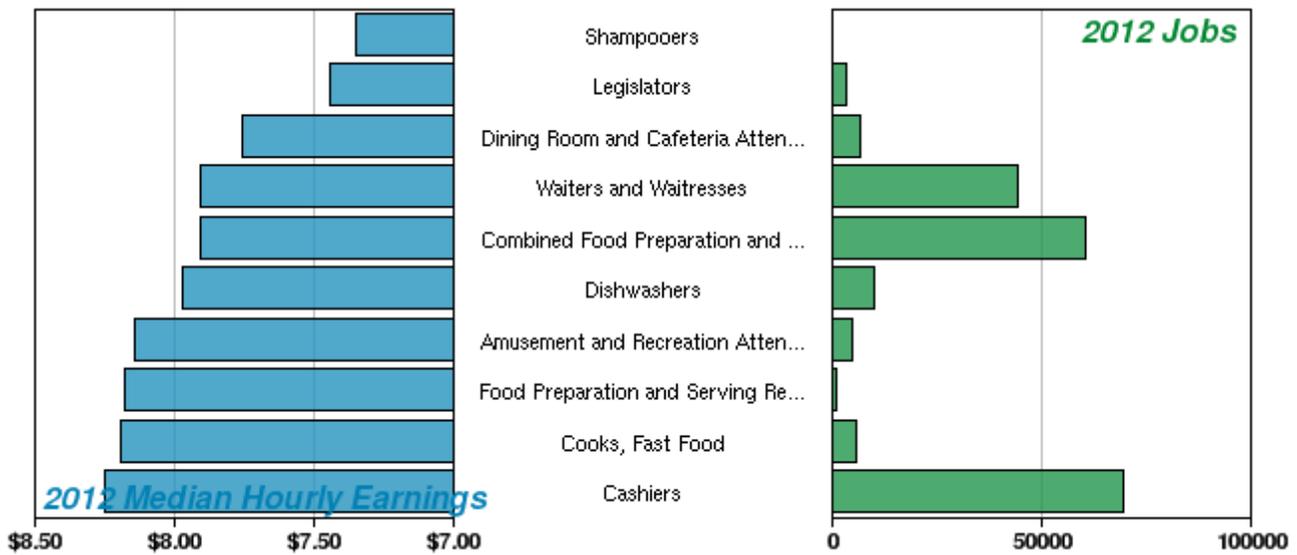
## Lowest Paying Occupation Groups



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2012 Median Hourly Earnings
35-0000	Food Preparation and Serving Related Occupations	227,594	240,602	13,008	6%	\$8.90
39-0000	Personal Care and Service Occupations	83,891	96,545	12,654	15%	\$10.22
45-0000	Farming, Fishing, and Forestry Occupations	19,325	18,887	-438	-2%	\$11.04
37-0000	Building and Grounds Cleaning and Maintenance	89,804	90,239	435	0%	\$11.21
31-0000	Healthcare Support Occupations	97,832	115,781	17,949	18%	\$12.64
41-0000	Sales and Related Occupations	259,838	259,939	101	0%	\$14.13
53-0000	Transportation and Material Moving Occupations	195,782	193,075	-2,707	-1%	\$14.47
43-0000	Office and Administrative Support Occupations	420,921	427,759	6,838	2%	\$14.73
51-0000	Production Occupations	300,277	278,255	-22,022	-7%	\$15.93
27-0000	Arts, Design, Entertainment, Sports, and Media	33,572	33,886	314	1%	\$18.03

Source: EMSI Covered Employment - 2012.2

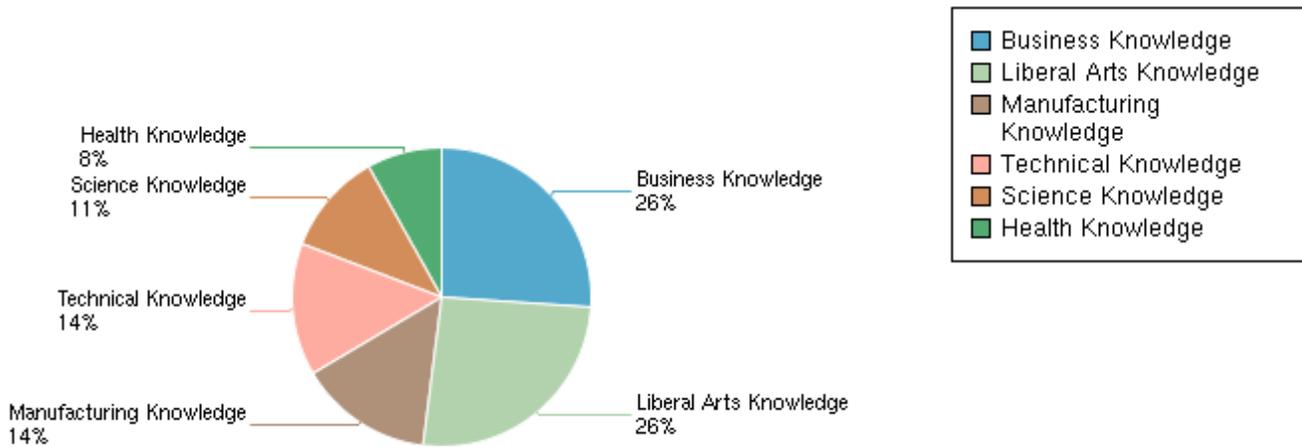
## Lowest Paying Occupations



SOC Code	Description	2012 Jobs	2021 Jobs	2012-2021 Growth	% Growth	2012 Median Hourly Earnings
39-5093	Shampooers	235	237	2	1%	\$7.35
11-1031	Legislators	3,532	3,415	-117	-3%	\$7.44
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	6,699	6,917	218	3%	\$7.76
35-3031	Waiters and Waitresses	44,241	45,402	1,161	3%	\$7.91
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	60,523	66,417	5,894	10%	\$7.91
35-9021	Dishwashers	10,145	10,860	715	7%	\$7.97
39-3091	Amusement and Recreation Attendants	4,853	5,113	260	5%	\$8.14
35-9099	Food Preparation and Serving Related Workers, All Other	798	762	-36	-5%	\$8.18
35-2011	Cooks, Fast Food	5,892	6,206	314	5%	\$8.19
41-2011	Cashiers	69,759	69,741	-18	0%	\$8.25

Source: EMSI Covered Employment - 2012.2

## Knowledge Summary



Knowledge Sector	2012 % of All Knowledge	2012-2021 % Growth
Manufacturing Knowledge	14%	7%
Science Knowledge	11%	8%
Health Knowledge	8%	10%
Liberal Arts Knowledge	26%	9%
Technical Knowledge	14%	8%
Business Knowledge	26%	8%

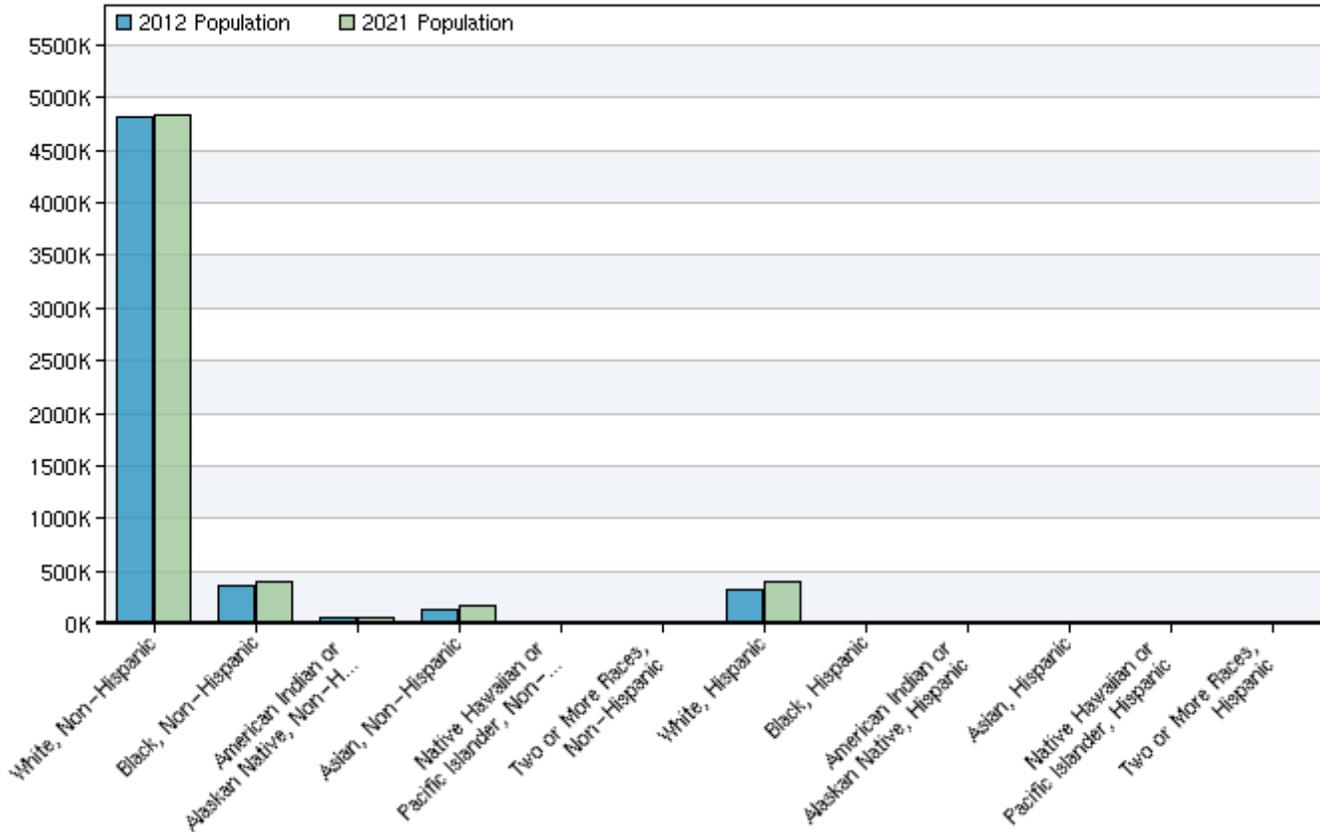
The above chart displays high level overview of competencies embedded in the Wisconsin workforce, highlighting those with the greatest number as well as fastest growth.

Business Knowledge	2012 % of All Knowledge	2012-2021 % Growth
Customer and Personal Service	6.72%	8.81%
Administration and Management	4.84%	7.98%
Sales and Marketing	3.34%	7.81%
Personnel and Human Resources	3.50%	8.50%
Clerical	4.83%	8.77%
Economics and Accounting	2.83%	8.55%

Liberal Arts Knowledge	2012 % of All Knowledge	2012-2021 % Growth
Education and Training	5.32%	8.48%
Public Safety and Security	3.95%	7.79%
English Language	5.76%	8.70%
Philosophy and Theology	1.92%	10.07%
Sociology and Anthropology	2.32%	9.88%
Fine Arts	0.69%	8.48%
Foreign Language	1.57%	8.67%
History and Archeology	1.13%	9.07%
Law and Government	3.26%	9.07%

## Demographic Overview

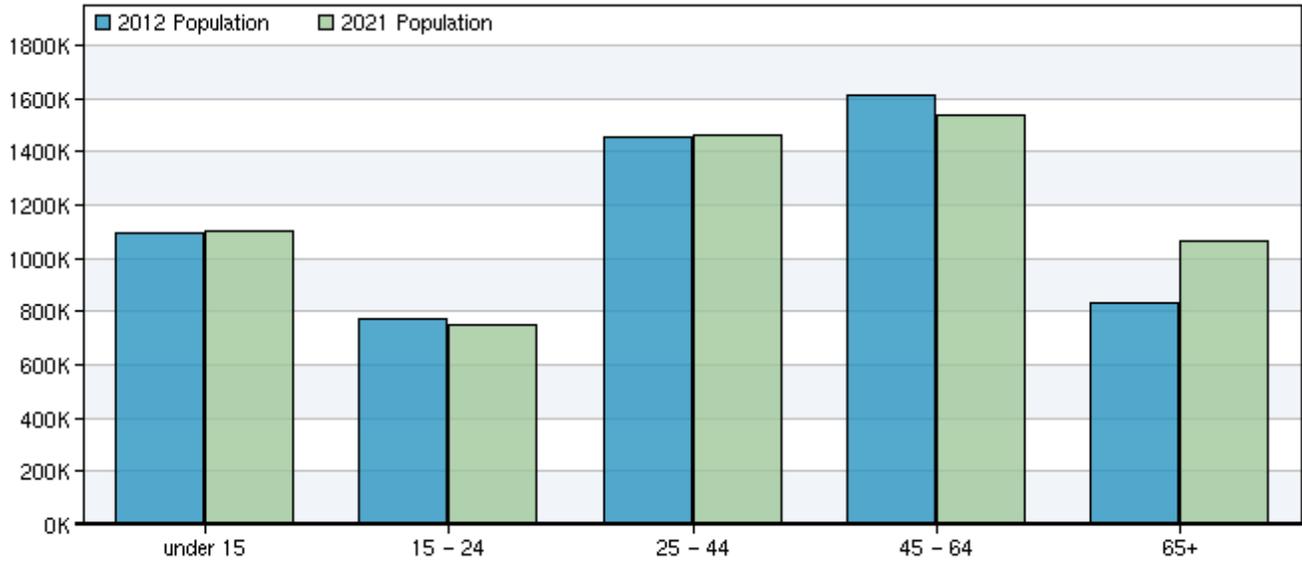
### 2012 - 2021 Race/Ethnicity Size and Growth



Race/Ethnicity	2012 Population	2021 Population	2012-2021 Growth	% Growth	% of Region
White, Non-Hispanic	4,816,550	4,839,085	22,535	0%	83.62%
Black, Non-Hispanic	366,373	390,096	23,723	6%	6.36%
American Indian or Alaskan Native, Non-Hispanic	50,519	54,659	4,140	8%	0.88%
Asian, Non-Hispanic	138,720	161,472	22,752	16%	2.41%
Native Hawaiian or Pacific Islander, Non-Hispanic	1,571	1,257	-314	-20%	0.03%
Two or More Races, Non-Hispanic	13,661	19,890	6,229	46%	0.24%
White, Hispanic	325,727	390,649	64,922	20%	5.65%
Black, Hispanic	16,761	21,089	4,328	26%	0.29%
American Indian or Alaskan Native, Hispanic	12,848	18,079	5,231	41%	0.22%
Asian, Hispanic	2,700	3,660	960	36%	0.05%
Native Hawaiian or Pacific Islander, Hispanic	955	1,198	243	25%	0.02%
Two or More Races, Hispanic	13,765	20,065	6,300	46%	0.24%
<b>Total</b>	<b>5,760,150</b>	<b>5,921,197</b>	<b>161,047</b>	<b>3%</b>	<b>100.0%</b>

Source: EMSI Covered Employment - 2012.1

2012 - 2021 Age Size and Growth



Age	2012 Population	2021 Population	2012-2021 Growth	% Growth
under 15	1,094,336	1,106,182	11,846	1%
15 - 24	769,184	749,514	-19,670	-3%
25 - 44	1,454,407	1,459,476	5,069	0%
45 - 64	1,612,280	1,537,334	-74,946	-5%
65+	829,943	1,068,691	238,748	29%
Total	5,760,150	5,921,197	161,047	3%

Source: EMSI Covered Employment - 2012.1

### Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

### Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

### Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

### Competency Data

The competency data in this report is taken directly from the O\*NET database.

### State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information.