

Occupation Overview

Emsi Q1 2017 Data Set

April 2017

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

15 items selected. See Appendix A for details.

Regions

Code	Description
55011	Buffalo County, WI
55023	Crawford County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

Timeframe

2018 - 2022

Datarun

2017.1 – Employees

Sales Representative 2017 (AED) in Western Technical College District

SOC	Description	2018 Jobs	2022 Jobs	2018 - 2022 Change	2018 - 2022 % Change	2018 - 2022 Openings	Annual Openings	Median Hourly Earnings
13-1131	Fundraisers	43	45	2	5%	<10	Insf. Data	\$21.21
41-1011	First-Line Supervisors of Retail Sales Workers	906	946	40	4%	124	31	\$16.40
41-1012	First-Line Supervisors of Non-Retail Sales Workers	226	235	9	4%	20	5	\$30.59
41-2022	Parts Salespersons	297	308	11	4%	40	10	\$15.38
41-2031	Retail Salespersons	4,157	4,235	78	2%	692	173	\$9.77
41-3011	Advertising Sales Agents	91	89	(2)	(2%)	14	4	\$19.08
41-3021	Insurance Sales Agents	346	340	(6)	(2%)	39	10	\$21.99
41-3099	Sales Representatives, Services, All Other	537	555	18	3%	65	16	\$19.99
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	73	81	8	11%	14	4	\$26.33
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,749	1,854	105	6%	255	64	\$25.04
41-9022	Real Estate Sales Agents	66	69	3	5%	<10	Insf. Data	\$17.68
41-9099	Sales and Related Workers, All Other	169	175	6	4%	16	4	\$19.71
43-3071	Tellers	849	841	(8)	(1%)	142	36	\$11.69
43-4051	Customer Service Representatives	2,155	2,204	49	2%	266	67	\$14.33
43-4171	Receptionists and Information Clerks	718	748	30	4%	113	28	\$11.74
		12,383	12,726	343	3%	1,811	453	\$15.07

Occupation Summary for Sales Representative 2017 (AED)

12,097 Jobs (2016) 15% below National average	2.8% % Change (2018-2022) Nation: 3.6%	\$15.07/hr Median Hourly Earnings Nation: \$17.13/hr
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Growth

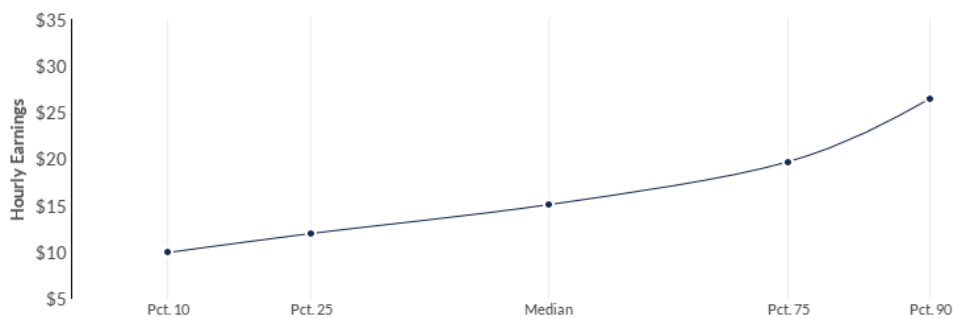
12,383 2018 Jobs	12,726 2022 Jobs	343 Change (2018-2022)	2.8% % Change (2018-2022)
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Occupation	2018 Jobs	2022 Jobs	Change	% Change
Fundraisers (13-1131)	43	45	2	5%
First-Line Supervisors of Retail Sales Workers (41-1011)	906	946	40	4%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	226	235	9	4%
Parts Salespersons (41-2022)	297	308	11	4%
Retail Salespersons (41-2031)	4,157	4,235	78	2%
Advertising Sales Agents (41-3011)	91	89	-2	-2%
Insurance Sales Agents (41-3021)	346	340	-6	-2%
Sales Representatives, Services, All Other (41-3099)	537	555	18	3%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	73	81	8	11%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	1,749	1,854	105	6%
Real Estate Sales Agents (41-9022)	66	69	3	5%
Sales and Related Workers,	169	175	6	4%

Occupation	2018 Jobs	2022 Jobs	Change	% Change
All Other (41-9099)				
Tellers (43-3071)	849	841	-8	-1%
Customer Service Representatives (43-4051)	2,155	2,204	49	2%
Receptionists and Information Clerks (43-4171)	718	748	30	4%

Percentile Earnings

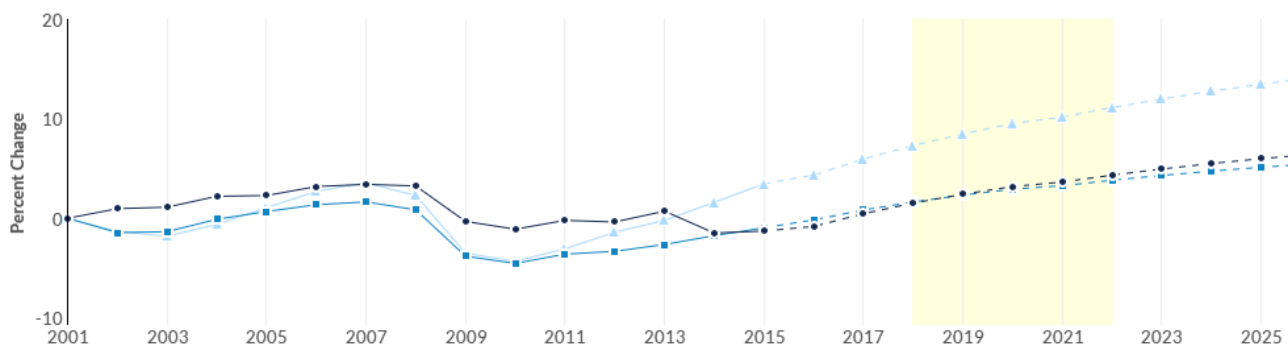
\$11.95/hr 25th Percentile Earnings	\$15.07/hr Median Earnings	\$19.66/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Fundraisers (13-1131)	\$17.09	\$21.21	\$26.38
First-Line Supervisors of Retail Sales Workers (41-1011)	\$13.14	\$16.40	\$20.43
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$22.35	\$30.59	\$41.24
Parts Salespersons (41-2022)	\$11.80	\$15.38	\$18.58
Retail Salespersons (41-2031)	\$8.66	\$9.77	\$12.82
Advertising Sales Agents (41-3011)	\$14.44	\$19.08	\$24.14
Insurance Sales Agents (41-3021)	\$16.49	\$21.99	\$31.50
Sales Representatives, Services, All Other (41-3099)	\$13.99	\$19.99	\$30.44
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$18.47	\$26.33	\$36.29

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$18.56	\$25.04	\$33.67
Real Estate Sales Agents (41-9022)	\$12.03	\$17.68	\$27.26
Sales and Related Workers, All Other (41-9099)	\$14.10	\$19.71	\$24.79
Tellers (43-3071)	\$10.05	\$11.69	\$13.62
Customer Service Representatives (43-4051)	\$11.43	\$14.33	\$17.65
Receptionists and Information Clerks (43-4171)	\$9.18	\$11.74	\$14.14

Regional Trends



Region	2018 Jobs	2022 Jobs	Change	% Change
● Region	12,383	12,726	343	2.8%
● Wisconsin	283,700	289,789	6,089	2.1%
● United States	14,604,963	15,124,999	520,036	3.6%

Regional Breakdown

County	2022 Jobs
La Crosse County, WI	7,457
Monroe County, WI	1,392
Trempealeau County, WI	936

County	2022 Jobs
Crawford County, WI	837
Vernon County, WI	775

Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent
Males	5,427	44.9%
Females	6,670	55.1%

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent
14-18	406	3.4%
19-24	1,764	14.6%
25-34	2,556	21.1%
35-44	2,066	17.1%
45-54	2,437	20.1%
55-64	2,149	17.8%
65+	718	5.9%

Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent
White	11,484	94.9%
Hispanic or Latino	198	1.6%
Asian	167	1.4%
Black or African American	148	1.2%

	Race/Ethnicity	2016 Jobs	2016 Percent
•	Two or More Races	71	0.6%
•	American Indian or Alaska Native	28	0.2%
•	Native Hawaiian or Other Pacific Islander	2	0.0%

Occupational Programs

	6 Programs (2015)	0 Completions (2015)	452 Openings (2015)
CIP Code	Program		Completions (2015)
51.0703	Health Unit Coordinator/Ward Clerk		0
52.0408	General Office Occupations and Clerical Services		0
52.1801	Sales, Distribution, and Marketing Operations, General		0
52.1803	Retailing and Retail Operations		0
52.1902	Fashion Merchandising		0

Industries Employing Sales Representative 2017 (AED)

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Warehouse Clubs and Supercenters	797	6.6%	36.2%
Commercial Banking	619	5.1%	44.2%
Discount Department Stores	436	3.6%	50.1%
Home Centers	391	3.2%	54.0%
Credit Unions	372	3.1%	42.4%

Appendix A - Occupations

Code	Description
13-1131	Fundraisers

Code	Description
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
41-2022	Parts Salespersons
41-2031	Retail Salespersons
41-3011	Advertising Sales Agents
41-3021	Insurance Sales Agents
41-3099	Sales Representatives, Services, All Other
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9022	Real Estate Sales Agents
41-9099	Sales and Related Workers, All Other
43-3071	Tellers
43-4051	Customer Service Representatives
43-4171	Receptionists and Information Clerks

Appendix B - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections; Iowa Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information