

Occupation Overview

EMSI Q2 2015 Data Set

Business Management Program
October 2015

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

31 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

2016 - 2020

Datarun

2015.2 – Employees

Business Management 2015 (AED) in 8 Counties

SOC	Description	2016 Jobs	2020 Jobs	2016 - 2020 Change	2016 - 2020 % Change	Openings	Annual Openings	Median Hourly Earnings
11-1021	General and Operations Managers	1,672	1,768	96	6%	227	57	\$33.89
11-2011	Advertising and Promotions Managers	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
11-2021	Marketing Managers	66	72	6	9%	12	3	\$38.68
11-2022	Sales Managers	269	279	10	4%	34	9	\$37.27
11-2031	Public Relations and Fundraising Managers	19	21	2	11%	<10	Insf. Data	\$34.81
11-3011	Administrative Services Managers	156	166	10	6%	21	5	\$35.58
11-3051	Industrial Production Managers	240	248	8	3%	26	7	\$39.93
11-3061	Purchasing Managers	44	46	2	5%	<10	Insf. Data	\$36.52
11-3071	Transportation, Storage, and Distribution Managers	120	129	9	8%	20	5	\$33.97
11-9071	Gaming Managers	0	0	0	0%	0	0	\$0.00
11-9081	Lodging Managers	16	17	1	6%	<10	Insf. Data	\$17.79
11-9111	Medical and Health Services Managers	376	404	28	7%	67	17	\$35.58
11-9141	Property, Real Estate, and Community Association Managers	50	54	4	8%	<10	Insf. Data	\$21.24
11-9151	Social and Community Service Managers	168	180	12	7%	27	7	\$29.03
11-9199	Managers, All Other	283	291	8	3%	33	8	\$31.94
13-1021	Buyers and Purchasing Agents, Farm Products	15	16	1	7%	<10	Insf. Data	\$21.41
13-1022	Wholesale and Retail Buyers, Except Farm Products	76	80	4	5%	13	3	\$18.61
13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	301	309	8	3%	30	8	\$24.07
13-1071	Human Resources Specialists	453	462	9	2%	44	11	\$24.39
13-1075	Labor Relations Specialists	80	65	(15)	(19%)	<10	Insf. Data	\$9.50
13-1121	Meeting, Convention, and Event Planners	35	41	6	17%	<10	Insf. Data	\$16.03
13-1199	Business Operations Specialists, All Other	877	899	22	3%	72	18	\$26.43
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	676	725	49	7%	129	32	\$12.77

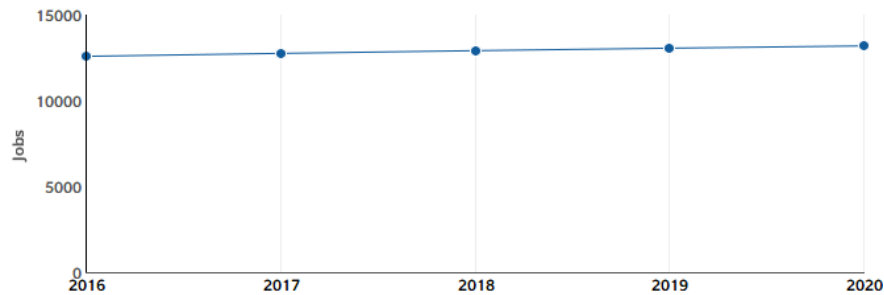
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	125	129	4	3%	16	4	\$18.89
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	54	57	3	6%	<10	Insf. Data	\$23.14
39-1021	First-Line Supervisors of Personal Service Workers	221	227	6	3%	24	6	\$15.74
41-1011	First-Line Supervisors of Retail Sales Workers	1,028	1,098	70	7%	165	41	\$16.23
41-1012	First-Line Supervisors of Non-Retail Sales Workers	232	240	8	3%	20	5	\$27.46
43-1011	First-Line Supervisors of Office and Administrative Support Workers	1,234	1,316	82	7%	204	51	\$20.46
43-4051	Customer Service Representatives	2,588	2,722	134	5%	425	106	\$13.87
51-1011	First-Line Supervisors of Production and Operating Workers	1,128	1,144	16	1%	85	21	\$23.15
		12,609	13,215	606	5%	1,738	435	\$22.98

Occupation Summary for Business Management 2015 (AED)

12,418	4.8%	\$22.98/hr
Jobs (2015)	% Change (2016-2020)	Median Hourly Earnings
12% below National average	Nation: 4.1%	Nation: \$29.28/hr

Growth

12,609 2016 Jobs	13,215 2020 Jobs	606 Change (2016-2020)	4.8% % Change (2016-2020)
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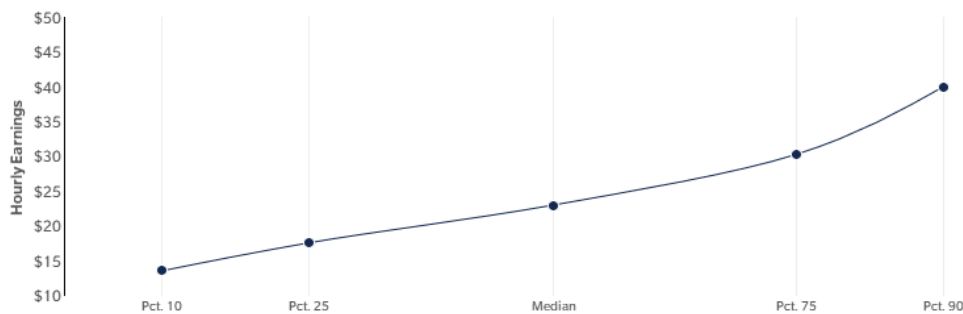
Occupation	2016 Jobs	2020 Jobs	Change	% Change
General and Operations Managers (11-1021)	1,672	1,768	96	6%
Advertising and Promotions Managers (11-2011)	9	9	0	0%
Marketing Managers (11-2021)	66	72	6	9%
Sales Managers (11-2022)	269	279	10	4%
Public Relations and Fundraising Managers (11-2031)	19	21	2	11%
Administrative Services Managers (11-3011)	156	166	10	6%
Industrial Production Managers (11-3051)	240	248	8	3%
Purchasing Managers (11-3061)	44	46	2	5%
Transportation, Storage, and Distribution Managers (11-3071)	120	129	9	8%
Gaming Managers (11-9071)	0	0	0	0%
Lodging Managers (11-9081)	16	17	1	6%
Medical and Health Services Managers (11-9111)	376	404	28	7%
Property, Real Estate, and Community Association	50	54	4	8%

Occupation	2016 Jobs	2020 Jobs	Change	% Change
Managers (11-9141)				
Social and Community Service Managers (11-9151)	168	180	12	7%
Managers, All Other (11-9199)	283	291	8	3%
Buyers and Purchasing Agents, Farm Products (13-1021)	15	16	1	7%
Wholesale and Retail Buyers, Except Farm Products (13-1022)	76	80	4	5%
Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)	301	309	8	3%
Human Resources Specialists (13-1071)	453	462	9	2%
Labor Relations Specialists (13-1075)	80	65	-15	-19%
Meeting, Convention, and Event Planners (13-1121)	35	41	6	17%
Business Operations Specialists, All Other (13-1199)	877	899	22	3%
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	676	725	49	7%
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	125	129	4	3%
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012)	54	57	3	6%
First-Line Supervisors of Personal Service Workers (39-1021)	221	227	6	3%
First-Line Supervisors of Retail Sales Workers (41-1011)	1,028	1,098	70	7%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	232	240	8	3%
First-Line Supervisors of	1,234	1,316	82	7%

Occupation	2016 Jobs	2020 Jobs	Change	% Change
Office and Administrative Support Workers (43-1011)				
Customer Service Representatives (43-4051)	2,588	2,722	134	5%
First-Line Supervisors of Production and Operating Workers (51-1011)	1,128	1,144	16	1%

Percentile Earnings

\$17.55/hr 25th Percentile Earnings	\$22.98/hr Median Earnings	\$30.31/hr 75th Percentile Earnings
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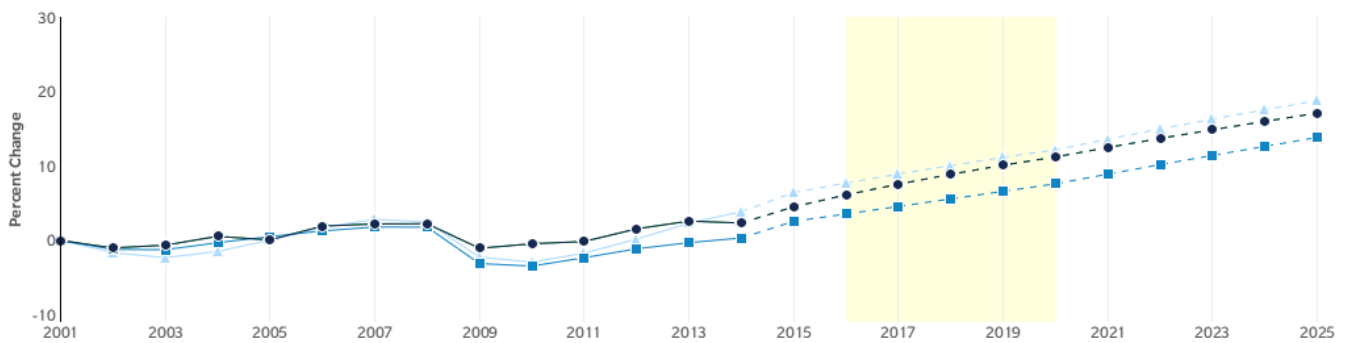


Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
General and Operations Managers (11-1021)	\$22.74	\$33.89	\$50.84
Advertising and Promotions Managers (11-2011)	\$29.09	\$33.71	\$40.02
Marketing Managers (11-2021)	\$27.79	\$38.68	\$52.04
Sales Managers (11-2022)	\$30.45	\$37.27	\$52.70
Public Relations and Fundraising Managers (11-2031)	\$25.99	\$34.81	\$47.85
Administrative Services Managers (11-3011)	\$27.90	\$35.58	\$46.71
Industrial Production Managers (11-3051)	\$31.53	\$39.93	\$52.37
Purchasing Managers (11-3061)	\$28.56	\$36.52	\$46.37
Transportation, Storage, and Distribution Managers (11-3071)	\$23.24	\$33.97	\$49.15
Gaming Managers (11-9071)	\$23.41	\$29.62	\$37.09

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Lodging Managers (11-9081)	\$13.78	\$17.79	\$23.00
Medical and Health Services Managers (11-9111)	\$28.34	\$35.58	\$44.68
Property, Real Estate, and Community Association Managers (11-9141)	\$17.34	\$21.24	\$28.35
Social and Community Service Managers (11-9151)	\$23.83	\$29.03	\$35.84
Managers, All Other (11-9199)	\$24.13	\$31.94	\$42.57
Buyers and Purchasing Agents, Farm Products (13-1021)	\$16.83	\$21.41	\$27.36
Wholesale and Retail Buyers, Except Farm Products (13-1022)	\$14.76	\$18.61	\$25.72
Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)	\$20.06	\$24.07	\$29.03
Human Resources Specialists (13-1071)	\$19.80	\$24.39	\$29.99
Labor Relations Specialists (13-1075)	\$8.10	\$9.50	\$11.12
Meeting, Convention, and Event Planners (13-1121)	\$12.29	\$16.03	\$20.52
Business Operations Specialists, All Other (13-1199)	\$18.76	\$26.43	\$32.99
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$9.90	\$12.77	\$16.39
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	\$14.44	\$18.89	\$23.32
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012)	\$18.16	\$23.14	\$28.56
First-Line Supervisors of Personal Service Workers (39-1021)	\$13.04	\$15.74	\$19.76
First-Line Supervisors of Retail Sales Workers (41-1011)	\$12.91	\$16.23	\$20.54
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$20.05	\$27.46	\$37.54

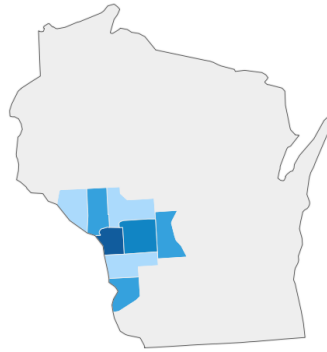
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	\$15.72	\$20.46	\$26.25
Customer Service Representatives (43-4051)	\$11.33	\$13.87	\$16.98
First-Line Supervisors of Production and Operating Workers (51-1011)	\$18.93	\$23.15	\$29.63

Regional Trends



	Region	2016 Jobs	2020 Jobs	Change	% Change
●	Region	12,609	13,215	606	4.8%
●	State	277,249	288,108	10,859	3.9%
●	Nation	14,225,122	14,813,157	588,035	4.1%
●	Western Technical College District	12,609	13,215	606	4.8%

Regional Breakdown



County	2020 Jobs
La Crosse County, WI	7,134
Monroe County, WI	1,809
Trempealeau County, WI	1,240
Crawford County, WI	768
Juneau County, WI	749

Occupation Gender Breakdown



Gender	2015 Jobs	2015 Percent
Males	5,999	48.3%
Females	6,419	51.7%

Occupation Age Breakdown



	Age	2015 Jobs	2015 Percent
●	14-18	84	0.7%
●	19-24	943	7.6% ■
●	25-34	2,613	21.0% ■■
●	35-44	2,687	21.6% ■■■
●	45-54	3,292	26.5% ■■■■
●	55-64	2,358	19.0% ■■■
●	65+	441	3.6% ■

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2015 Jobs	2015 Percent
●	White	11,709	94.3% ■■■■■■
●	Hispanic or Latino	208	1.7% ■
●	Black or African American	196	1.6% ■
●	Asian	196	1.6% ■
●	Two or More Races	58	0.5%
●	American Indian or Alaska Native	49	0.4%
●	Native Hawaiian or Other Pacific Islander	2	0.0%

Occupational Programs

24 Programs (2014)		544 Completions (2014)	542 Openings (2014)
CIP Code	Program	Completions (2014)	
52.0201	Business Administration and Management, General	251	
52.1401	Marketing/Marketing Management, General	109	
51.2208	Community Health and Preventive Medicine	50	
52.0204	Office Management and Supervision	32	
52.0299	Business Administration, Management and Operations, Other	23	

Industries Employing Business Management 2015 (AED)

Industry	Occupation Group Jobs in Industry (2015)	% of Occupation Group in Industry (2015)	% of Total Jobs in Industry (2015)
Federal Government, Civilian, Excluding Postal Service	583	4.7%	18.5%
Corporate, Subsidiary, and Regional Managing Offices	558	4.5%	26.2%
Local Government, Excluding Education and Hospitals	514	4.1%	6.4%
General Medical and Surgical Hospitals	454	3.7%	4.7%
Nonupholstered Wood Household Furniture Manufacturing	421	3.4%	10.9%

Appendix A - Occupations

Code	Description
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers
11-2031	Public Relations and Fundraising Managers
11-3011	Administrative Services Managers
11-3051	Industrial Production Managers
11-3061	Purchasing Managers
11-3071	Transportation, Storage, and Distribution Managers
11-9071	Gaming Managers
11-9081	Lodging Managers
11-9111	Medical and Health Services Managers
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
11-9199	Managers, All Other
13-1021	Buyers and Purchasing Agents, Farm Products
13-1022	Wholesale and Retail Buyers, Except Farm Products
13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products
13-1071	Human Resources Specialists
13-1075	Labor Relations Specialists
13-1121	Meeting, Convention, and Event Planners
13-1199	Business Operations Specialists, All Other
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
39-1021	First-Line Supervisors of Personal Service Workers
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-4051	Customer Service Representatives

Code	Description
51-1011	First-Line Supervisors of Production and Operating Workers

Appendix B - Data Sources and Calculations

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.

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.

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.

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.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

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