

# Occupation Overview

EMSI Q2 2015 Data Set

Sales Representative  
October 2015

## 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

2016 - 2020

## Datarun

2015.2 – Employees

Sales Representative 2015 (AED) in 8 Counties

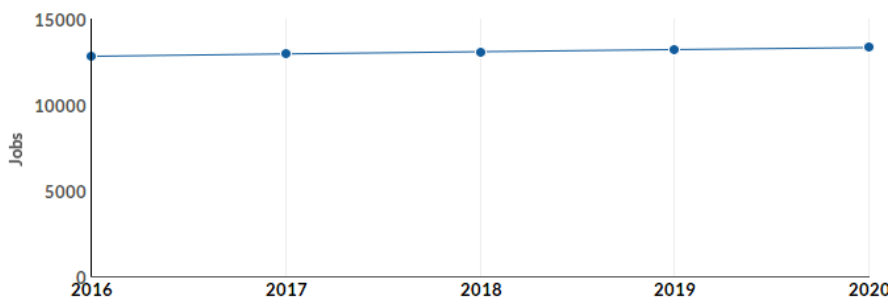
SOC	Description	2016 Jobs	2020 Jobs	2016 - 2020 Change	2016 - 2020 % Change	Openings	Annual Openings	Median Hourly Earnings
13-1131	Fundraisers	49	54	5	10%	<10	Insf. Data	\$20.27
41-1011	First-Line Supervisors of Retail Sales Workers	1,028	1,098	70	7%	165	41	\$16.23
41-1012	First-Line Supervisors of Non-Retail Sales Workers	232	240	8	3%	20	5	\$27.46
41-2022	Parts Salespersons	284	295	11	4%	40	10	\$14.82
41-2031	Retail Salespersons	4,226	4,297	71	2%	728	182	\$9.23
41-3011	Advertising Sales Agents	109	96	(13)	(12%)	14	4	\$18.05
41-3021	Insurance Sales Agents	612	660	48	8%	114	29	\$22.84
41-3099	Sales Representatives, Services, All Other	504	542	38	8%	97	24	\$19.87
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	98	107	9	9%	16	4	\$22.97
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,548	1,612	64	4%	188	47	\$25.85
41-9022	Real Estate Sales Agents	61	67	6	10%	<10	Insf. Data	\$16.60
41-9099	Sales and Related Workers, All Other	62	72	10	16%	16	4	\$12.09
43-3071	Tellers	763	787	24	3%	177	44	\$11.20
43-4051	Customer Service Representatives	2,588	2,722	134	5%	425	106	\$13.87
43-4171	Receptionists and Information Clerks	679	705	26	4%	104	26	\$11.84
		12,844	13,352	508	4%	2,121	530	\$14.72

## Occupation Summary for Sales Representative 2015 (AED)

<b>12,702</b> Jobs (2015) 12% below National average	<b>4.0%</b> % Change (2016-2020) Nation: 3.9%	<b>\$14.72/hr</b> Median Hourly Earnings Nation: \$16.70/hr
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### Growth

<b>12,844</b> 2016 Jobs	<b>13,352</b> 2020 Jobs	<b>508</b> Change (2016-2020)	<b>4.0%</b> % Change (2016-2020)
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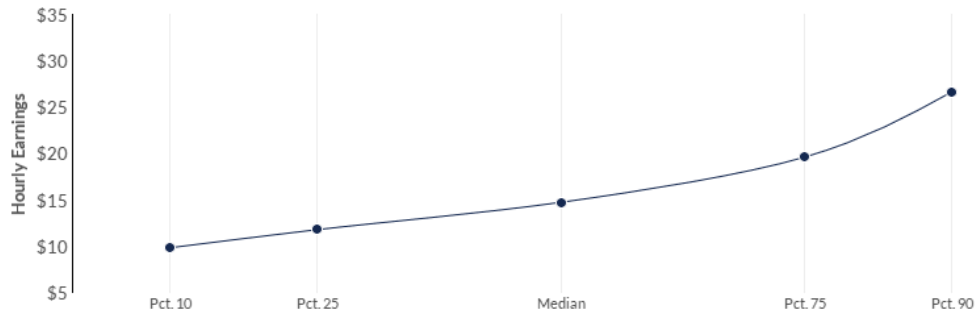


Occupation	2016 Jobs	2020 Jobs	Change	% Change
Fundraisers (13-1131)	49	54	5	10%
First-Line Supervisors of Retail Sales Workers (41-1011)	1,028	1,098	70	7%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	232	240	8	3%
Parts Salespersons (41-2022)	284	295	11	4%
Retail Salespersons (41-2031)	4,226	4,297	71	2%
Advertising Sales Agents (41-3011)	109	96	-13	-12%
Insurance Sales Agents (41-3021)	612	660	48	8%
Sales Representatives, Services, All Other (41-3099)	504	542	38	8%
Sales Representatives, Wholesale and Manufacturing, Technical	98	107	9	9%

<b>Occupation</b>	<b>2016 Jobs</b>	<b>2020 Jobs</b>	<b>Change</b>	<b>% Change</b>
and Scientific Products (41-4011)				
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	1,548	1,612	64	4%
Real Estate Sales Agents (41-9022)	61	67	6	10%
Sales and Related Workers, All Other (41-9099)	62	72	10	16%
Tellers (43-3071)	763	787	24	3%
Customer Service Representatives (43-4051)	2,588	2,722	134	5%
Receptionists and Information Clerks (43-4171)	679	705	26	4%

## Percentile Earnings

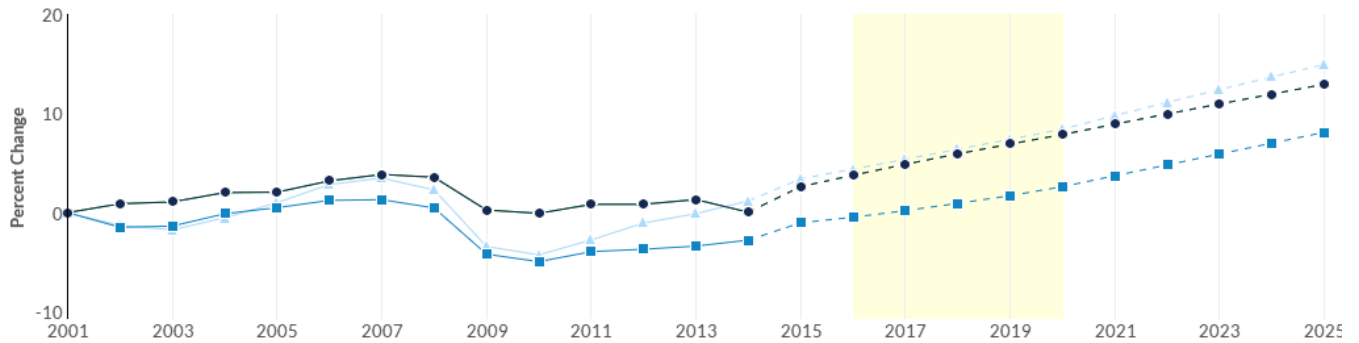
<b>\$11.76/hr</b> 25th Percentile Earnings	<b>\$14.72/hr</b> Median Earnings	<b>\$19.60/hr</b> 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Fundraisers (13-1131)	\$16.10	\$20.27	\$26.86
First-Line 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
Parts Salespersons (41-2022)	\$11.04	\$14.82	\$18.28
Retail Salespersons (41-2031)	\$8.18	\$9.23	\$12.14
Advertising Sales Agents (41-3011)	\$14.48	\$18.05	\$23.55
Insurance Sales Agents (41-3021)	\$17.30	\$22.84	\$35.79
Sales Representatives, Services, All Other (41-3099)	\$13.61	\$19.87	\$29.63
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$17.71	\$22.97	\$33.41
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$19.16	\$25.85	\$36.33
Real Estate Sales Agents (41-9022)	\$12.01	\$16.60	\$25.84
Sales and Related Workers, All Other (41-9099)	\$9.35	\$12.09	\$16.82
Tellers (43-3071)	\$9.81	\$11.20	\$13.39
Customer Service	\$11.33	\$13.87	\$16.98

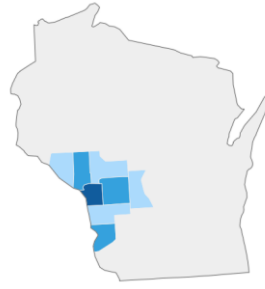
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Representatives (43-4051)			
Receptionists and Information Clerks (43-4171)	\$9.59	\$11.84	\$14.23

## Regional Trends



	Region	2016 Jobs	2020 Jobs	Change	% Change
●	Region	12,844	13,352	508	4.0%
■	State	280,278	288,963	8,685	3.1%
▲	Nation	14,503,500	15,063,182	559,682	3.9%
●	Western Technical College District	12,844	13,352	508	4.0%

## Regional Breakdown



County	2020 Jobs
La Crosse County, WI	8,329
Monroe County, WI	1,267
Trempealeau County, WI	968
Crawford County, WI	819
Vernon County, WI	689

## Occupation Gender Breakdown










Gender	2015 Jobs	2015 Percent
Males	5,589	44.0%
Females	7,113	56.0%










## Occupation Age Breakdown



	Age	2015 Jobs	2015 Percent
●	14-18	405	3.2% 
●	19-24	1,943	15.3% 
●	25-34	2,774	21.8% 
●	35-44	2,161	17.0% 
●	45-54	2,587	20.4% 
●	55-64	2,152	16.9% 
●	65+	681	5.4% 

## Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2015 Jobs	2015 Percent
●	White	12,104	95.3% 
●	Hispanic or Latino	186	1.5% 
●	Asian	176	1.4% 
●	Black or African American	150	1.2% 
●	Two or More Races	63	0.5% 
●	American Indian or Alaska Native	21	0.2% 
●	Native Hawaiian or Other Pacific Islander	3	0.0% 

## Occupational Programs

<b>6</b>		<b>0</b>	<b>703</b>
<b>Programs (2014)</b>		<b>Completions (2014)</b>	<b>Openings (2014)</b>
<b>CIP Code</b>	<b>Program</b>	<b>Completions (2014)</b>	
52.1902	Fashion Merchandising	0	
52.9999	Business, Management, Marketing, and Related Support Services, Other	0	
52.1803	Retailing and Retail Operations	0	
52.1801	Sales, Distribution, and Marketing Operations, General	0	
52.0408	General Office Occupations and Clerical Services	0	

## Industries Employing Sales Representative 2015 (AED)

<b>Industry</b>	<b>Occupation Group Jobs in Industry (2015)</b>	<b>% of Occupation Group in Industry (2015)</b>	<b>% of Total Jobs in Industry (2015)</b>
Commercial Banking	608	4.8%	43.2%
Insurance Agencies and Brokerages	588	4.6%	71.5%
Warehouse Clubs and Supercenters	556	4.4%	34.3%
Discount Department Stores	441	3.5%	51.1%
Home Centers	399	3.1%	52.5%

# Appendix A - Occupations

Code	Description
13-1131	Fundraisers
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

## 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