

Occupation Overview

Emsi Q1 2019 Data Set

March 2019

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

2019 - 2025

Datarun

2019.1 – Employees

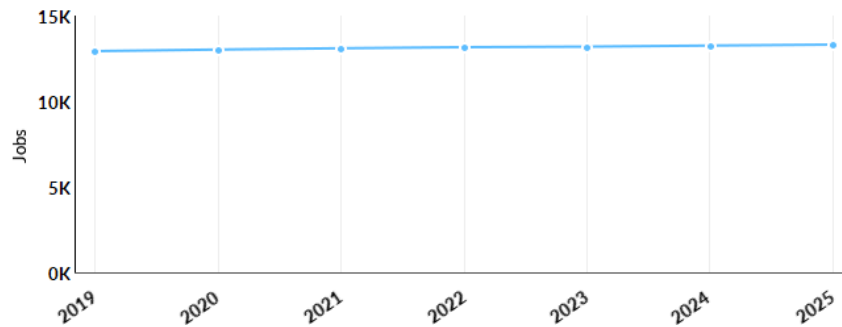
Sales Representative - March 2019 in Western Technical College District

Occupation Summary for Sales Representative - March 2019

12,923 Jobs (2019) 10% below National average	2.9% % Change (2019-2025) Nation: 4.4%	\$14.36/hr Median Hourly Earnings Nation: \$15.56/hr
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Growth

12,923 2019 Jobs	13,304 2025 Jobs	381 Change (2019-2025)	2.9% % Change (2019-2025)
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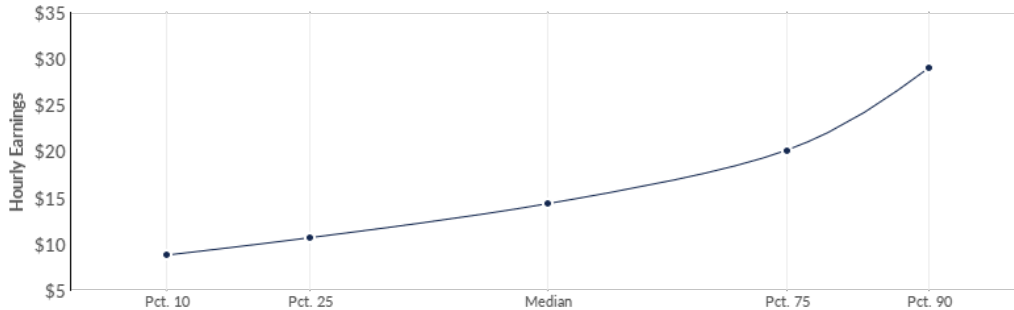


Occupation	2019 Jobs	2025 Jobs	Change	% Change
Fundraisers (13-1131)	68	73	5	7%
First-Line Supervisors of Retail Sales Workers (41-1011)	874	912	38	4%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	170	177	7	4%
Parts Salespersons (41-2022)	336	351	15	4%
Retail Salespersons (41-2031)	3,892	3,960	68	2%
Advertising Sales Agents (41-3011)	88	80	-8	-9%
Insurance Sales Agents (41-3021)	613	615	2	0%
Sales Representatives, Services, All Other (41-3099)	640	694	54	8%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	116	126	10	9%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	1,481	1,550	69	5%
Real Estate Sales Agents (41-9022)	81	89	8	10%

Occupation	2019 Jobs	2025 Jobs	Change	% Change
Sales and Related Workers, All Other (41-9099)	123	126	3	2%
Tellers (43-3071)	953	949	-4	0%
Customer Service Representatives (43-4051)	2,649	2,722	73	3%
Receptionists and Information Clerks (43-4171)	840	880	40	5%

Percentile Earnings

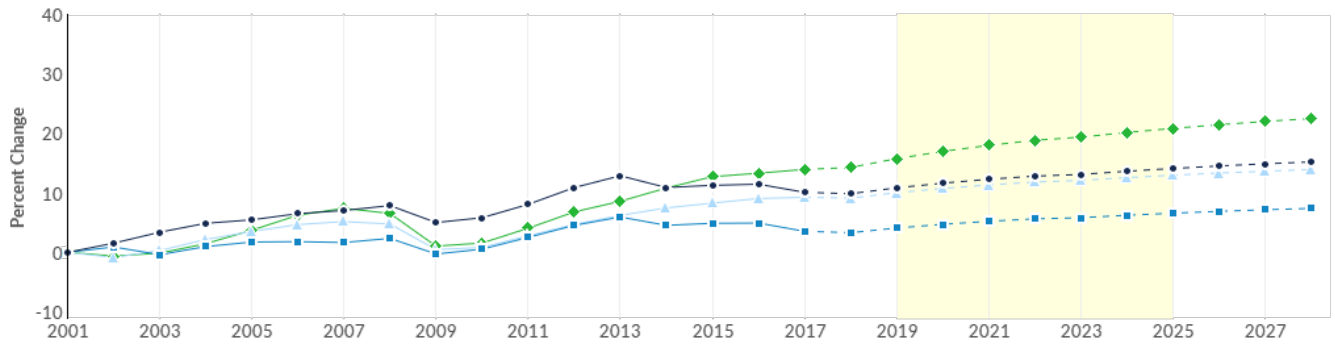
\$10.68/hr 25th Percentile Earnings	\$14.36/hr Median Earnings	\$20.12/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Fundraisers (13-1131)	\$23.81	\$32.06	\$45.02
First-Line Supervisors of Retail Sales Workers (41-1011)	\$14.12	\$17.81	\$22.67
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$25.24	\$35.26	\$47.76
Parts Salespersons (41-2022)	\$13.15	\$17.20	\$21.34
Retail Salespersons (41-2031)	\$8.72	\$10.20	\$13.10
Advertising Sales Agents (41-3011)	\$13.73	\$18.77	\$26.39
Insurance Sales Agents (41-3021)	\$17.93	\$23.87	\$35.28
Sales Representatives, Services, All Other (41-3099)	\$12.67	\$16.90	\$24.08
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$21.61	\$31.32	\$45.34
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$18.90	\$25.74	\$33.92
Real Estate Sales Agents (41-9022)	\$19.26	\$26.21	\$33.64
Sales and Related Workers, All Other (41-9099)	\$10.82	\$13.24	\$17.20
Tellers (43-3071)	\$11.01	\$12.87	\$15.06
Customer Service	\$12.24	\$14.75	\$17.96

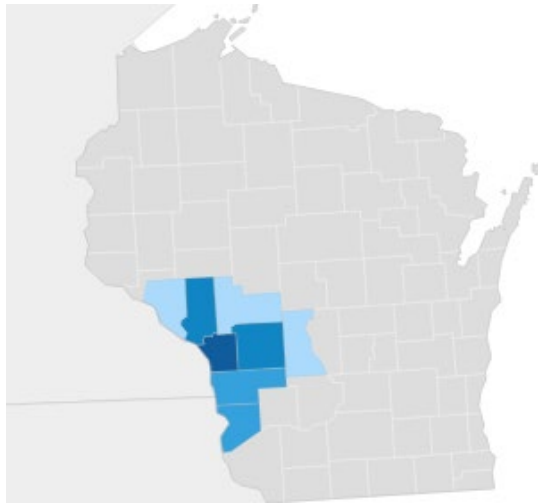
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
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Representatives (43-4051)			
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Receptionists and Information Clerks (43-4171)	\$11.07	\$13.40	\$16.02

Regional Trends




	Region	2019 Jobs	2025 Jobs	Change	% Change
●	Region	12,923	13,304	381	2.9%
●	7 Rivers Region	16,154	16,542	388	2.4%
●	State	291,214	299,026	7,812	2.7%
●	Nation	14,686,183	15,332,005	645,822	4.4%

Regional Breakdown



County	2025 Jobs
La Crosse County, WI	7,959
Monroe County, WI	1,506
Trempealeau County, WI	909
Vernon County, WI	829
Crawford County, WI	719

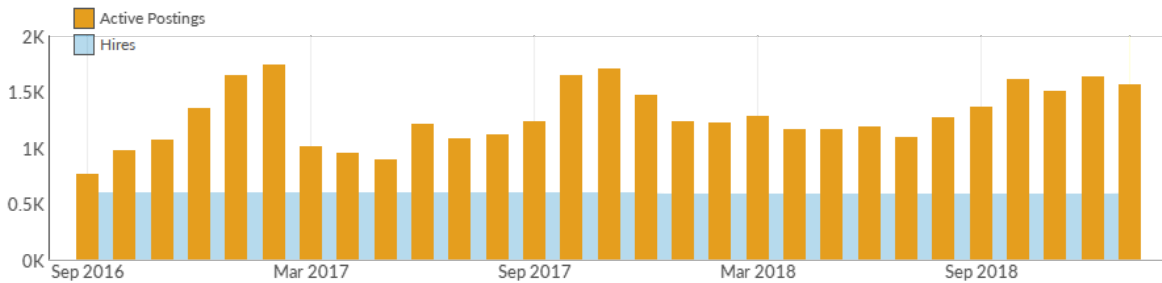
Job Postings Summary

<p style="text-align: center;">1,565 Unique Postings</p> <p style="text-align: center;">10,311 Total Postings</p>	<p style="text-align: center;">7 : 1 Posting Intensity</p> <p style="text-align: center;">Regional Average: 7 : 1</p> 	<p style="text-align: center;">45 days Median Posting Duration</p> <p style="text-align: center;">Regional Average: 37 days</p>
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There were **10,311** total job postings for your selection in January 2019, of which **1,565** were unique. These numbers give us a Posting Intensity of **7-to-1**, meaning that for every 7 postings there is 1 unique job posting. This is close to the Posting Intensity for all other occupations and companies in the region (7-to-1), indicating that they are putting average effort toward hiring for this position.

Job Postings vs. Hires

1,565 Avg. Monthly Postings (Jan 2019)	597 Avg. Monthly Hires (Jan 2019)
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Occupation	Avg Monthly Postings (Jan 2019)	Avg Monthly Hires (Jan 2019)
Retail Salespersons	395	233
First-Line Supervisors of Retail Sales Workers	377	49
Customer Service Representatives	283	117
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	128	50
Sales Representatives, Services, All Other	96	34
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	89	3
Insurance Sales Agents	74	20
Receptionists and Information Clerks	31	35
Parts Salespersons	28	12
First-Line Supervisors of Non-Retail Sales Workers	25	6
Tellers	20	20
Advertising Sales Agents	14	3
Real Estate Sales Agents	4	4
Sales and Related Workers, All Other	1	7
Fundraisers	0	4

Occupation Gender Breakdown



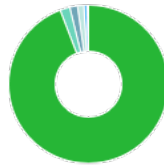
	Gender	2018 Jobs	2018 Percent
•	Males	5,636	44.0%
•	Females	7,173	56.0%

Occupation Age Breakdown



	Age	2018 Jobs	2018 Percent
●	14-18	450	3.5%
●	19-24	1,804	14.1%
●	25-34	2,688	21.0%
●	35-44	2,222	17.3%
●	45-54	2,362	18.4%
●	55-64	2,385	18.6%
●	65+	897	7.0%

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2018 Jobs	2018 Percent
●	White	12,067	94.2%
●	Hispanic or Latino	255	2.0%
●	Asian	201	1.6%
●	Black or African American	163	1.3%
●	Two or More Races	89	0.7%
●	American Indian or Alaska Native	31	0.2%
●	Native Hawaiian or Other Pacific Islander	3	0.0%

Occupational Programs

1			4			1,632		
Programs (2017)			Completions (2017)			Openings (2017)		
CIP Code	Program					Completions (2017)		
52.1804	Selling Skills and Sales Operations					4		

Industries Employing Sales Representative - March 2019

Industry	Occupation Group Jobs in Industry (2018)	% of Occupation Group in Industry (2018)	% of Total Jobs in Industry (2018)
Warehouse Clubs and Supercenters	814	6.4%	37.3%
Commercial Banking	639	5.0%	47.3%
Insurance Agencies and Brokerages	552	4.3%	70.3%
Credit Unions	435	3.4%	46.4%
New Car Dealers	415	3.2%	32.4%

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

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.

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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: Iowa Workforce Development; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information