



Centergy

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	26
In-Demand Skills	27

Report Parameters

5 Counties

55001	Adams County, WI
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55069	Lincoln County, WI
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55073	Marathon County, WI
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55097	Portage County, WI
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55141	Wood County, WI
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Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

327,328

Population (2019)

Population **decreased by 148** over the last 5 years but is projected to **grow by 684** over the next 5 years.

176,783

Total Regional Employment

Jobs **grew by 5,383** over the last 5 years and are projected to **grow by 3,722** over the next 5 years.

\$54.6K

Avg. Earnings Per Job (2019)

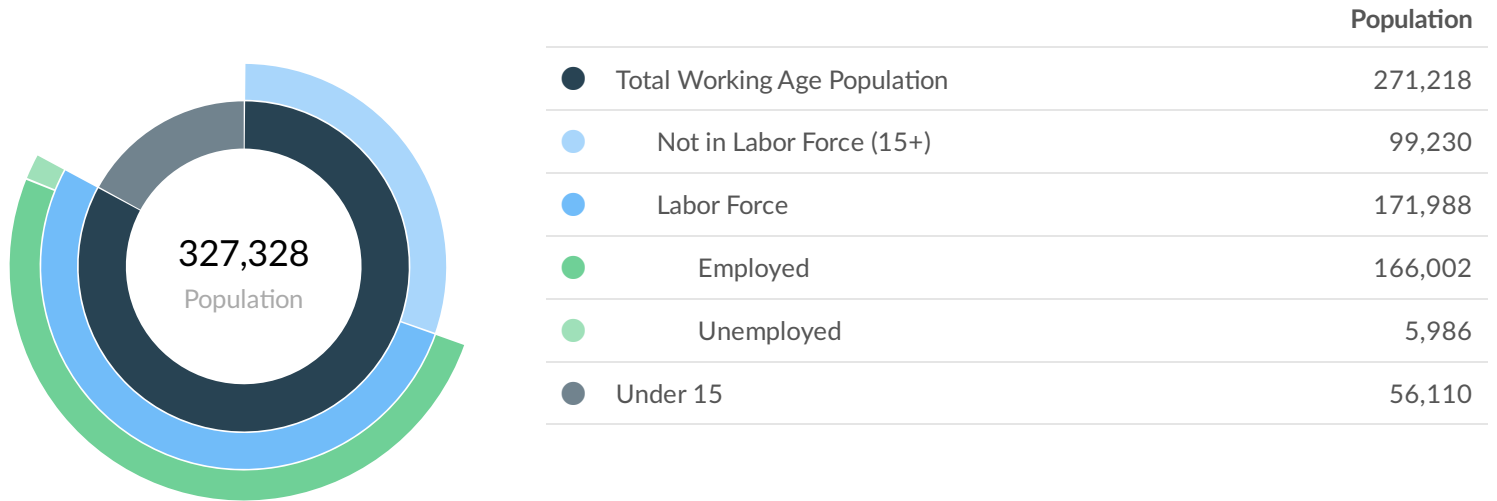
Regional average earnings per job are **\$12.7K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **declined by 0.0%** since 2014, falling by 148. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 684.
- From 2014 to 2019, jobs **increased by 3.1%** in Centergy from 171,400 to **176,783**. This change **fell short of the national growth rate of 6.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 63.0% to 63.4% between 2014 and 2019**.
- Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

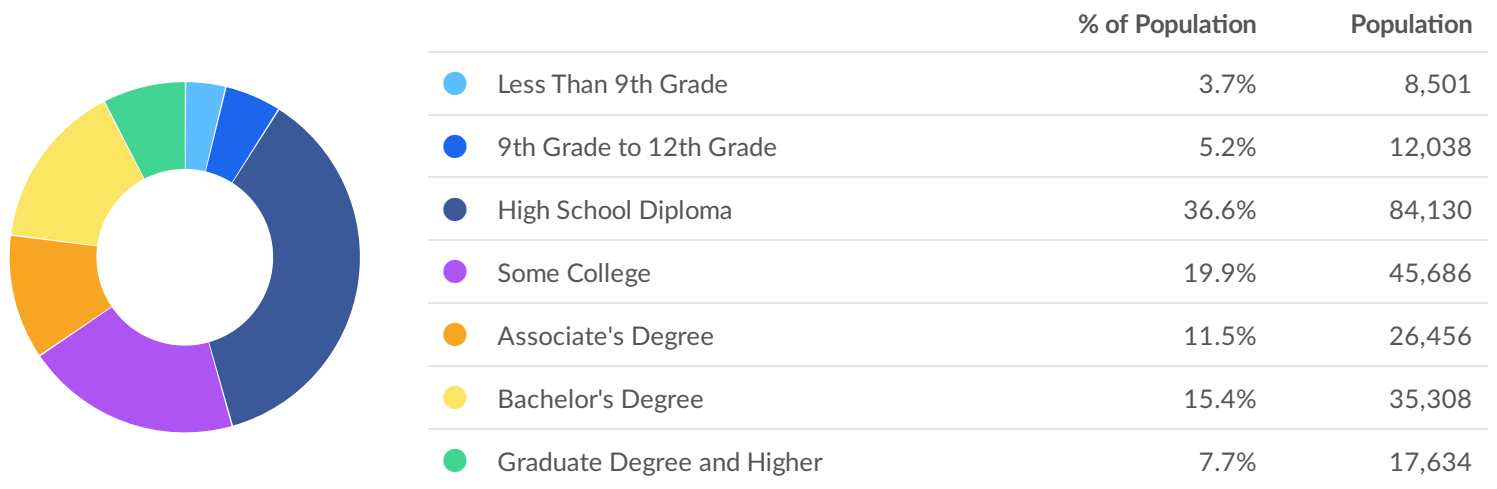
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	327,328	171,988	176,783	98.6	\$17.63B	\$21.50B	\$21.42B
Grow North	195,459	102,870	84,367	100.9	\$7.59B	\$12.33B	\$9.74B
NCWRPC	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

2019 Labor Force Breakdown



Educational Attainment

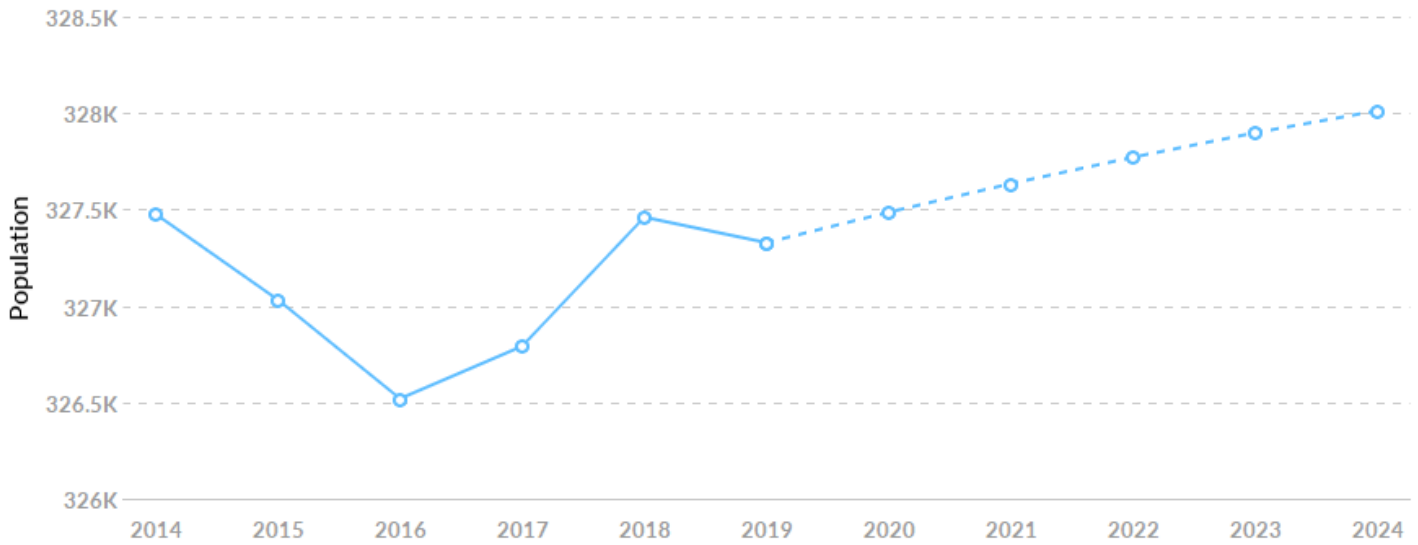
Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).



Historic & Projected Trends

Population Trends

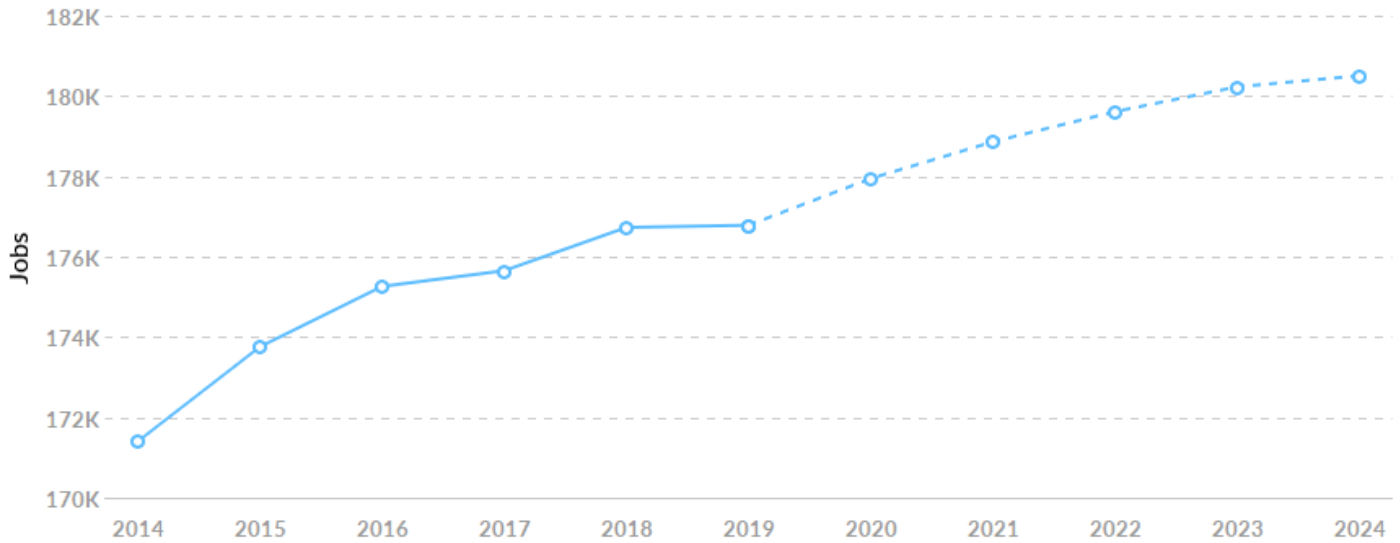
As of 2019 the region's population **declined by 0.0%** since 2014, falling by 148. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 684.



Timeframe	Population
2014	327,476
2015	327,032
2016	326,519
2017	326,791
2018	327,460
2019	327,328
2020	327,486
2021	327,634
2022	327,771
2023	327,898
2024	328,012

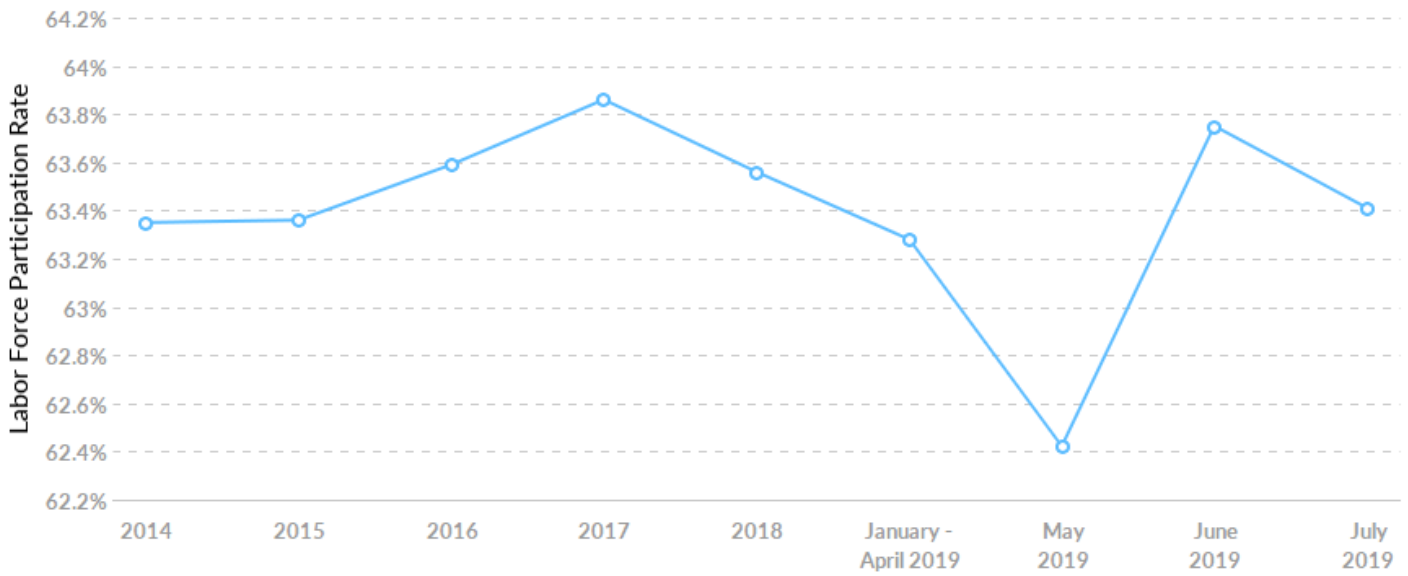
Job Trends

From 2014 to 2019, jobs increased by 3.1% in Centergy from 171,400 to 176,783. This change fell short of the national growth rate of 6.9% by 3.8%.



Timeframe	Jobs
2014	171,400
2015	173,756
2016	175,260
2017	175,651
2018	176,728
2019	176,783
2020	177,945
2021	178,860
2022	179,611
2023	180,229
2024	180,504

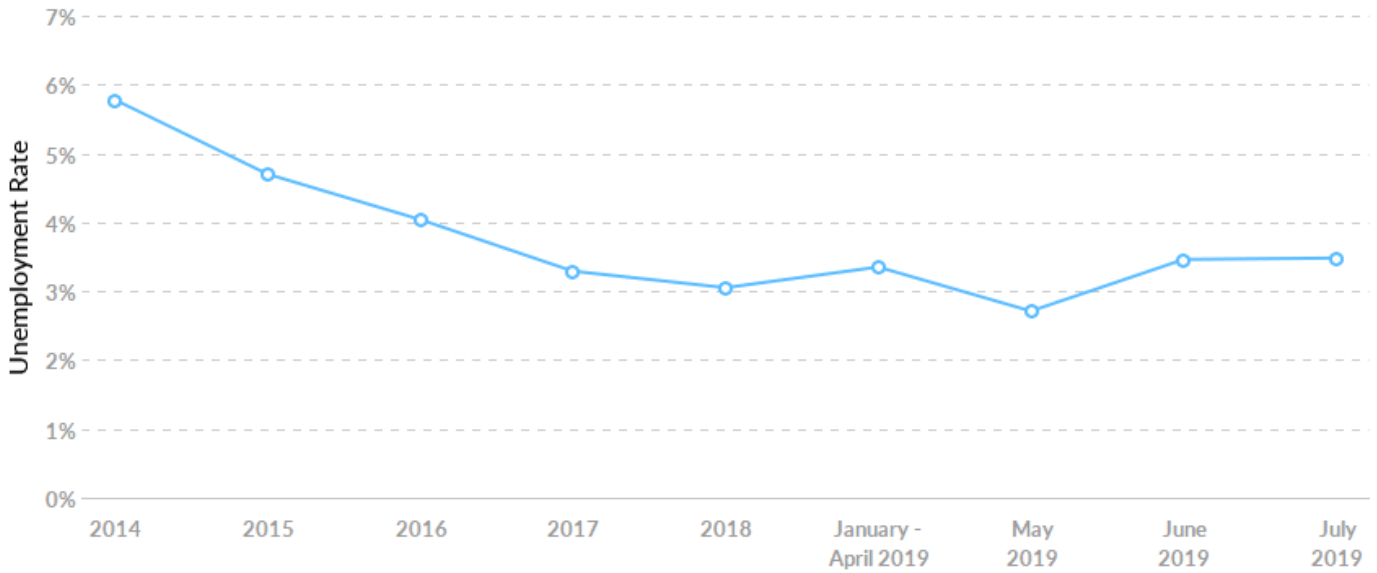
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	63.35%
2015	63.36%
2016	63.59%
2017	63.86%
2018	63.56%
January - April 2019	63.28%
May 2019	62.42%
June 2019	63.75%
July 2019	63.41%

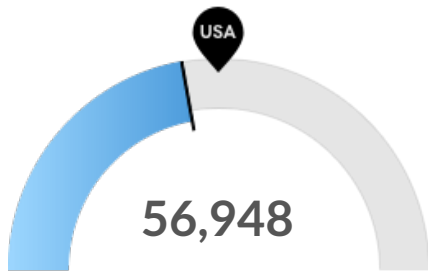
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 3.48%, decreasing from 5.78% 5 years before.



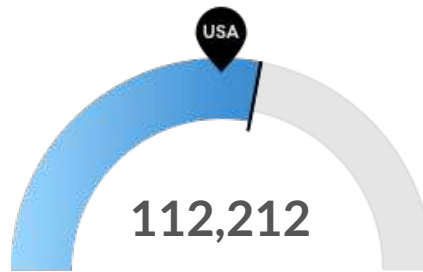
Timeframe	Unemployment Rate
2014	5.78%
2015	4.70%
2016	4.04%
2017	3.29%
2018	3.05%
January - April 2019	3.35%
May 2019	2.71%
June 2019	3.46%
July 2019	3.48%

Population Characteristics



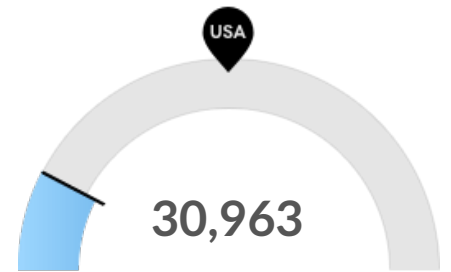
Millennials

Your area has 56,948 millennials (ages 25-39). The national average for an area this size is 67,322.



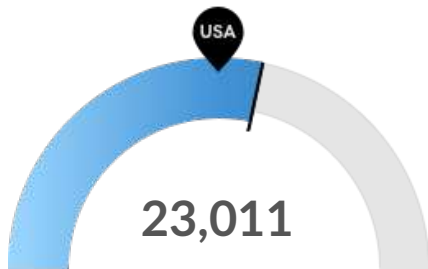
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 94,789 people 55 or older, while there are 112,212 here.



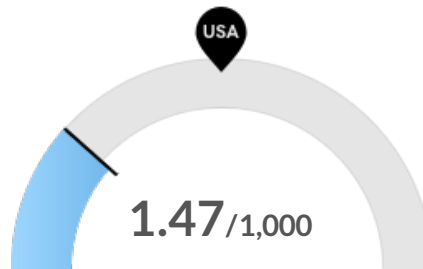
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 129,737 racially diverse people, while there are 30,963 here.



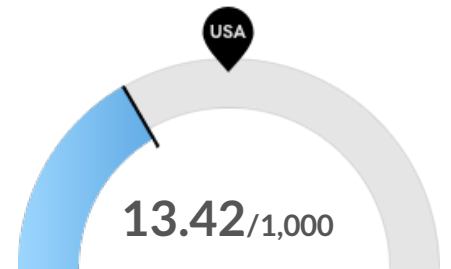
Veterans

Your area has 23,011 veterans. The national average for an area this size is 19,035.



Violent Crime

Your area has 1.47 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

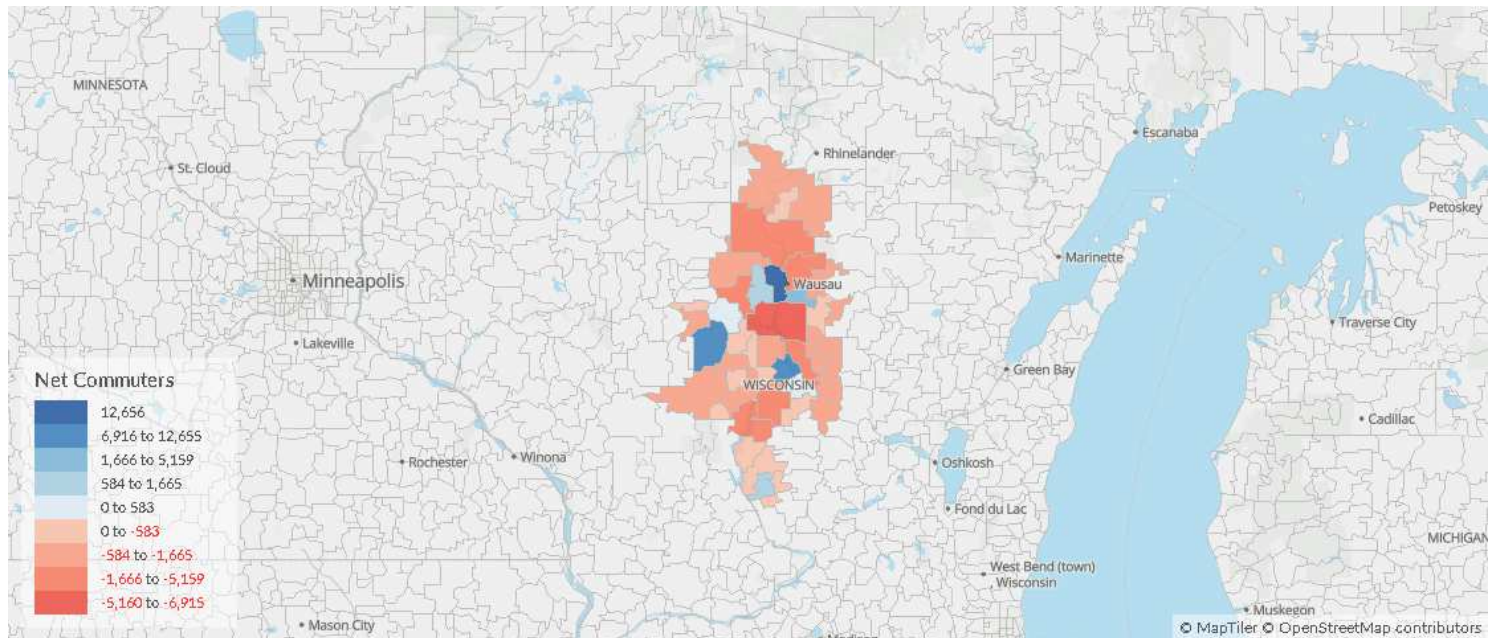


Property Crime

Your area has 13.42 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

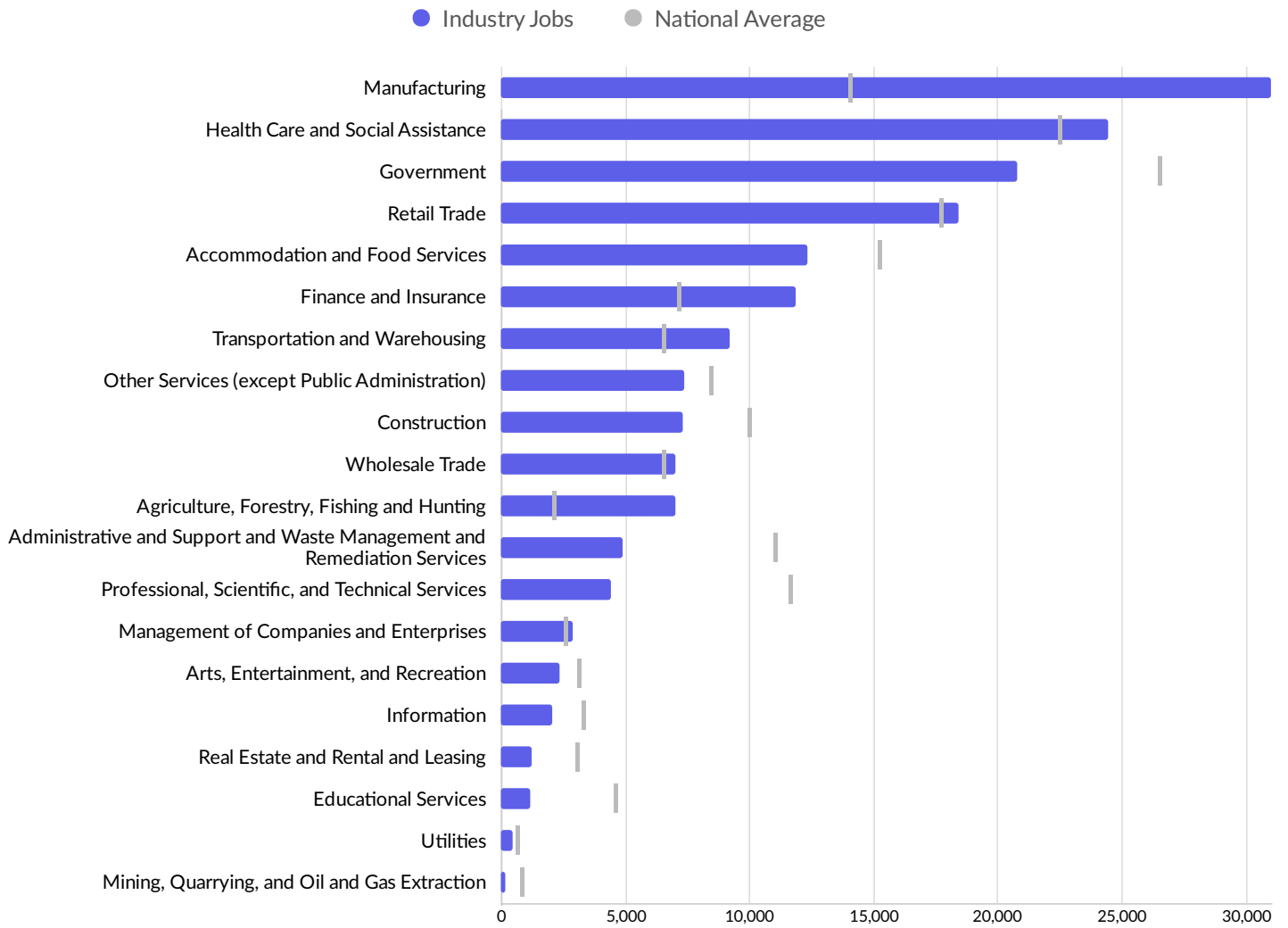
ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,621
54481	Stevens Point, WI (in Po...	23,076
54449	Marshfield, WI (in Woo...	20,817
54476	Schofield, WI (in Marath...	13,523
54494	Wisconsin Rapids, WI (i...	11,633

Where Talent Lives

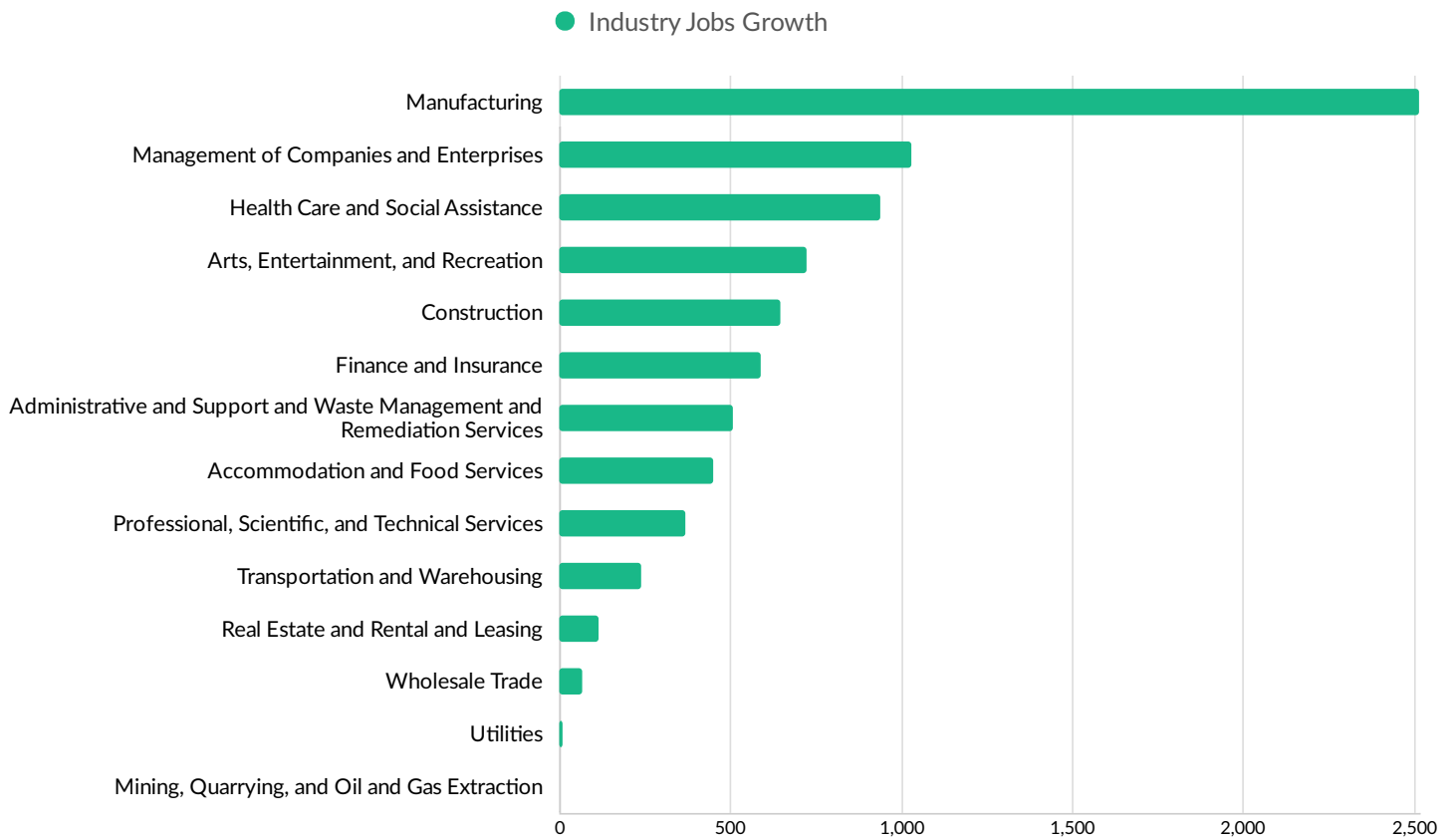
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	16,965
54481	Stevens Point, WI (in Po...	15,205
54449	Marshfield, WI (in Woo...	13,901
54494	Wisconsin Rapids, WI (i...	13,299
54403	Wausau, WI (in Marath...	12,728

Industry Characteristics

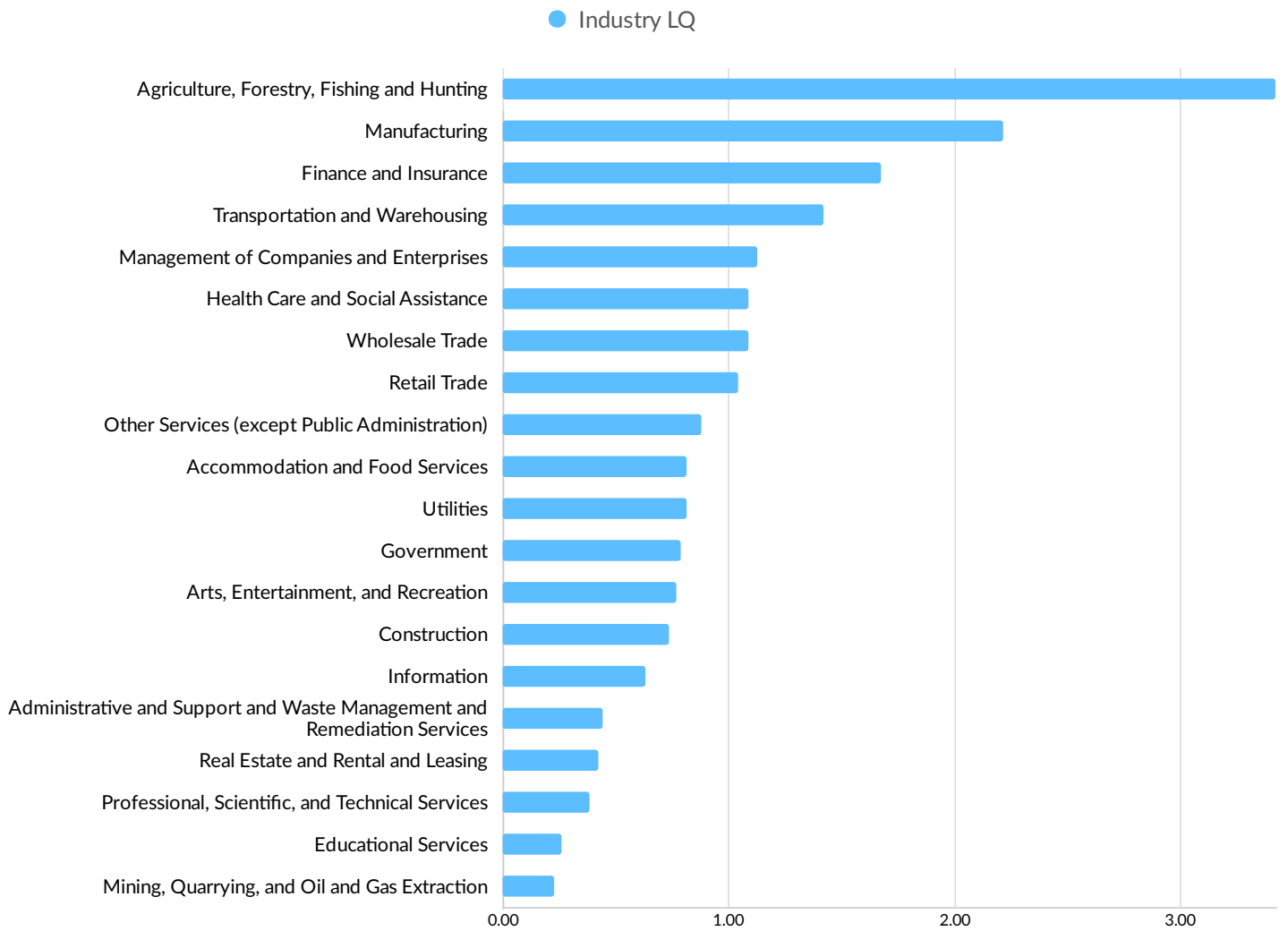
Largest Industries



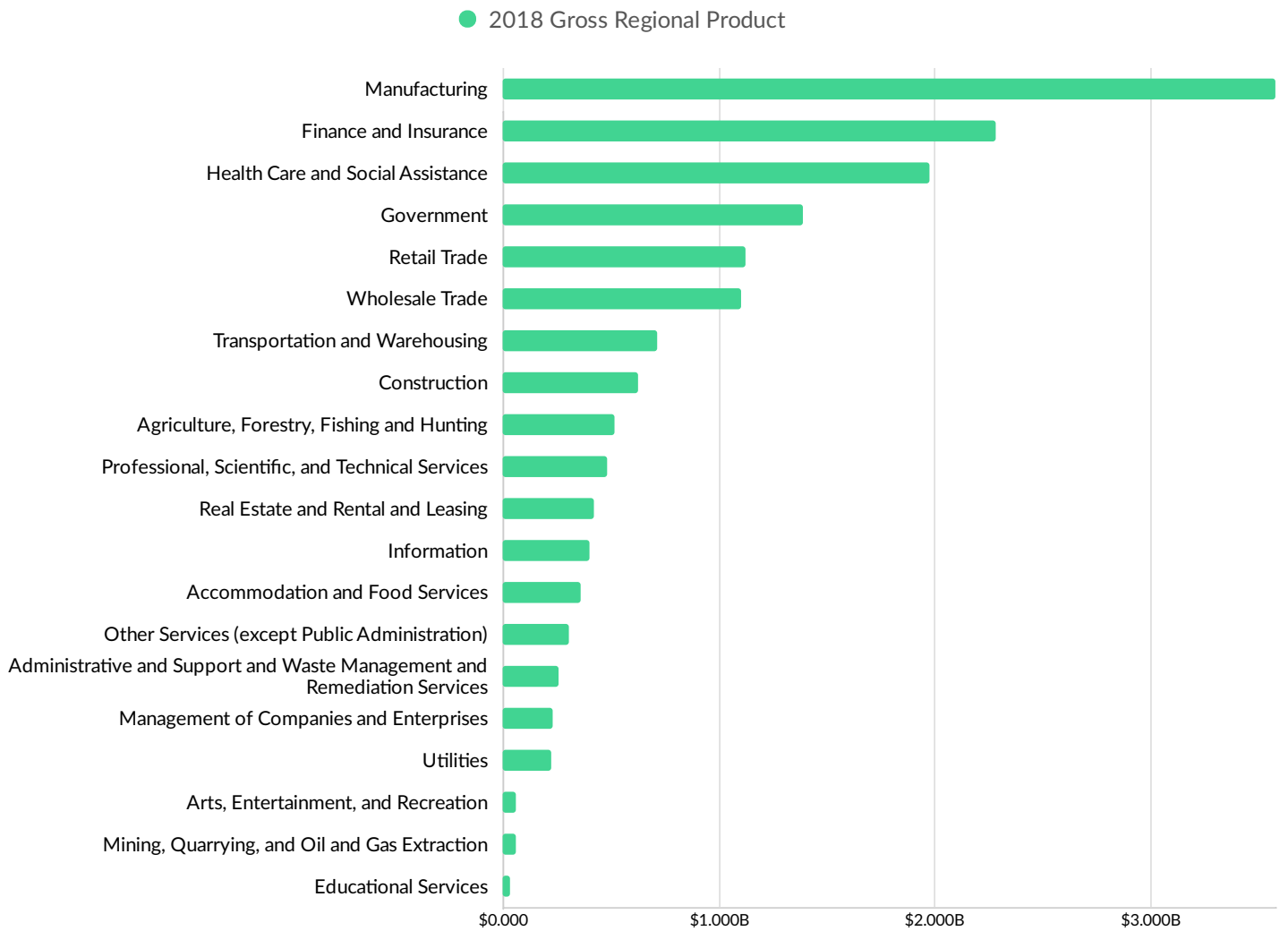
Top Growing Industries



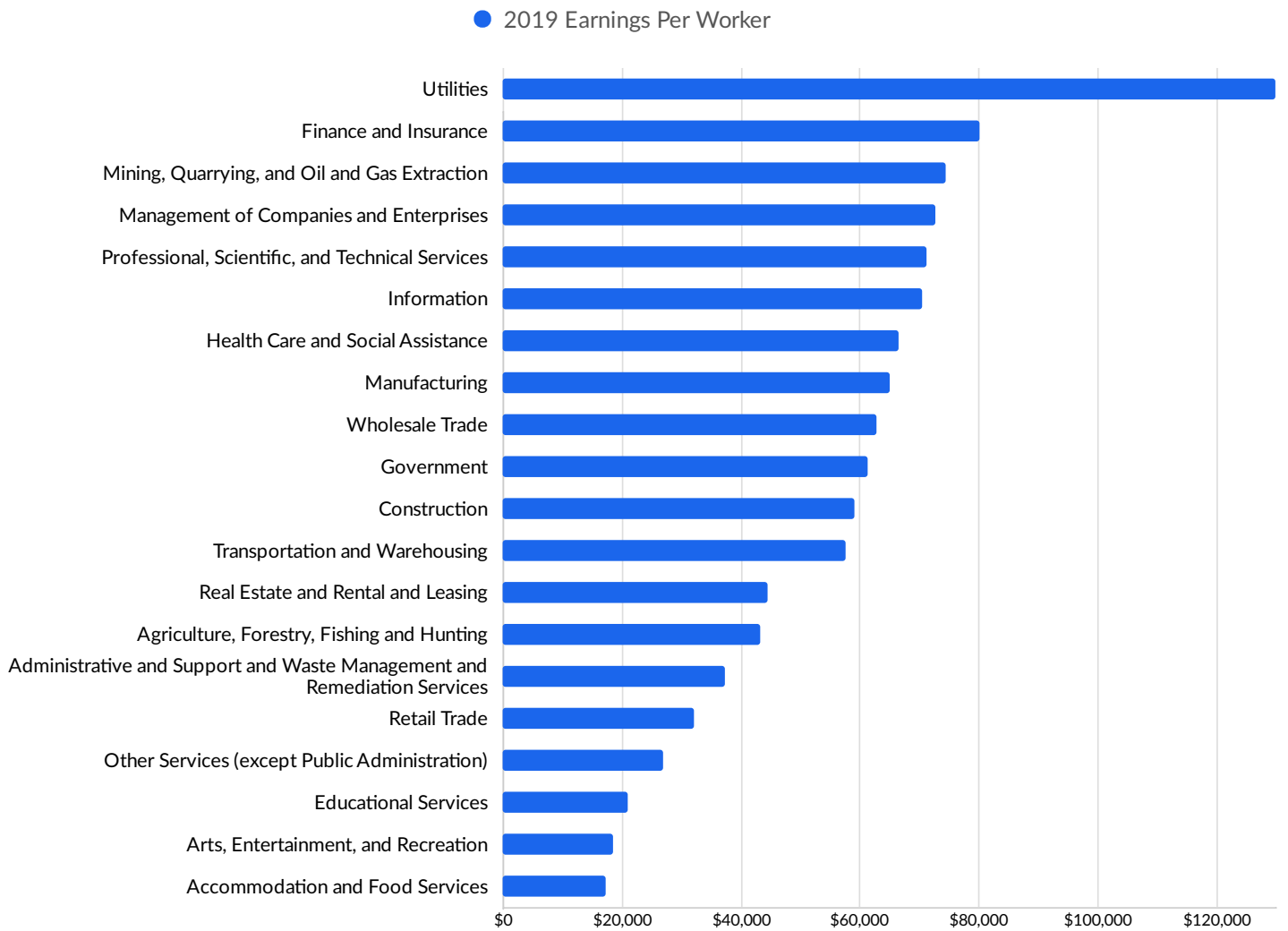
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Manufacturing	28,513	31,029	2,516	+9%	2.22	\$65,135	\$3.58B
Health Care and Social Assistance	23,508	24,445	937	+4%	1.09	\$66,674	\$1.98B
Government	21,381	20,824	-557	-3%	0.79	\$61,304	\$1.39B
Retail Trade	20,077	18,421	-1,656	-8%	1.04	\$32,065	\$1.13B
Accommodation and Food Services	11,908	12,360	452	+4%	0.81	\$17,211	\$362.01M
Finance and Insurance	11,312	11,901	589	+5%	1.68	\$80,313	\$2.28B
Transportation and Warehousing	9,009	9,248	239	+3%	1.42	\$57,681	\$714.98M
Other Services (except Public Administration)	7,777	7,403	-374	-5%	0.88	\$27,068	\$305.18M
Construction	6,707	7,355	648	+10%	0.74	\$59,083	\$624.45M
Wholesale Trade	6,972	7,040	68	+1%	1.09	\$62,949	\$1.11B
Agriculture, Forestry, Fishing and Hunting	7,101	7,004	-97	-1%	3.42	\$43,207	\$517.36M
Administrative and Support and Waste Management and Remediation Services	4,394	4,900	506	+12%	0.44	\$37,261	\$261.58M
Professional, Scientific, and Technical Services	4,088	4,455	367	+9%	0.38	\$71,188	\$485.57M
Management of Companies and Enterprises	1,839	2,869	1,030	+56%	1.13	\$72,784	\$234.60M
Arts, Entertainment, and Recreation	1,646	2,371	725	+44%	0.77	\$18,496	\$63.33M
Information	2,148	2,042	-106	-5%	0.63	\$70,562	\$399.74M
Real Estate and Rental and Leasing	1,146	1,259	113	+10%	0.42	\$44,640	\$421.92M
Educational Services	1,220	1,196	-24	-2%	0.26	\$21,078	\$31.04M
Utilities	479	489	10	+2%	0.81	\$129,947	\$225.12M
Mining, Quarrying, and Oil and Gas Extraction	171	172	1	+1%	0.23	\$74,457	\$58.89M

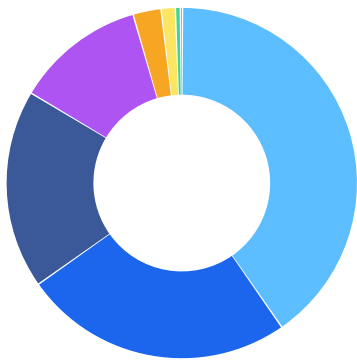
Business Characteristics

25,548 Companies Employ Your Workers

Online profiles for your workers mention 25,548 companies as employers, with the top 10 appearing below. In the last 12 months, 4,906 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,198 	Marshfield Clinic	3,010 
Aspirus Wausau Hospital, Inc.	1,862 	Roehl Transport, Inc.	1,954 
Sentry Insurance	1,272 	Aspirus Wausau Hospital, Inc.	1,827 
University of Wisconsin Stevens...	1,058 	HealthCare Employment Netwo...	1,582 
Ministry Health Care, Inc.	902 	Platinum Supplemental Insuranc...	1,441 
Greenheck Fan Corporation	712 	Remedy Intelligent Staffing	1,165 
Foot Locker, Inc.	642 	Ascension Health	1,044 
Liberty Mutual Insurance Comp...	585 	Eatstreet	847 
Wausau School District	573 	CompHealth, Inc.	783 
Wal-Mart Stores, Inc.	482 	U.S. Xpress, Inc.	745 

Business Size

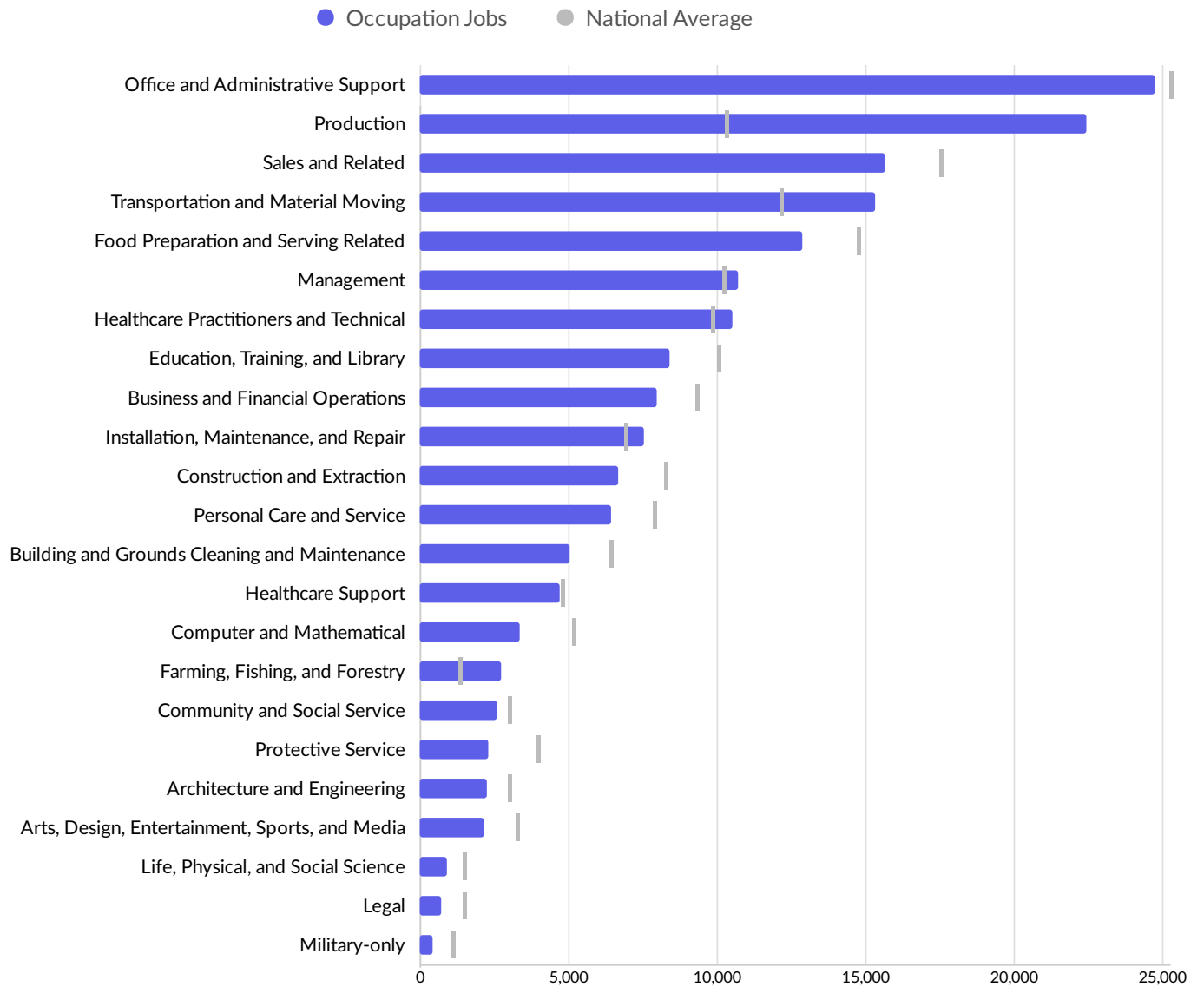


	Percentage	Business Count
1 to 4 employees	40.3%	5,519
5 to 9 employees	24.9%	3,409
10 to 19 employees	18.3%	2,514
20 to 49 employees	12.0%	1,638
50 to 99 employees	2.6%	355
100 to 249 employees	1.3%	179
250 to 499 employees	0.5%	63
500+ employees	0.2%	27

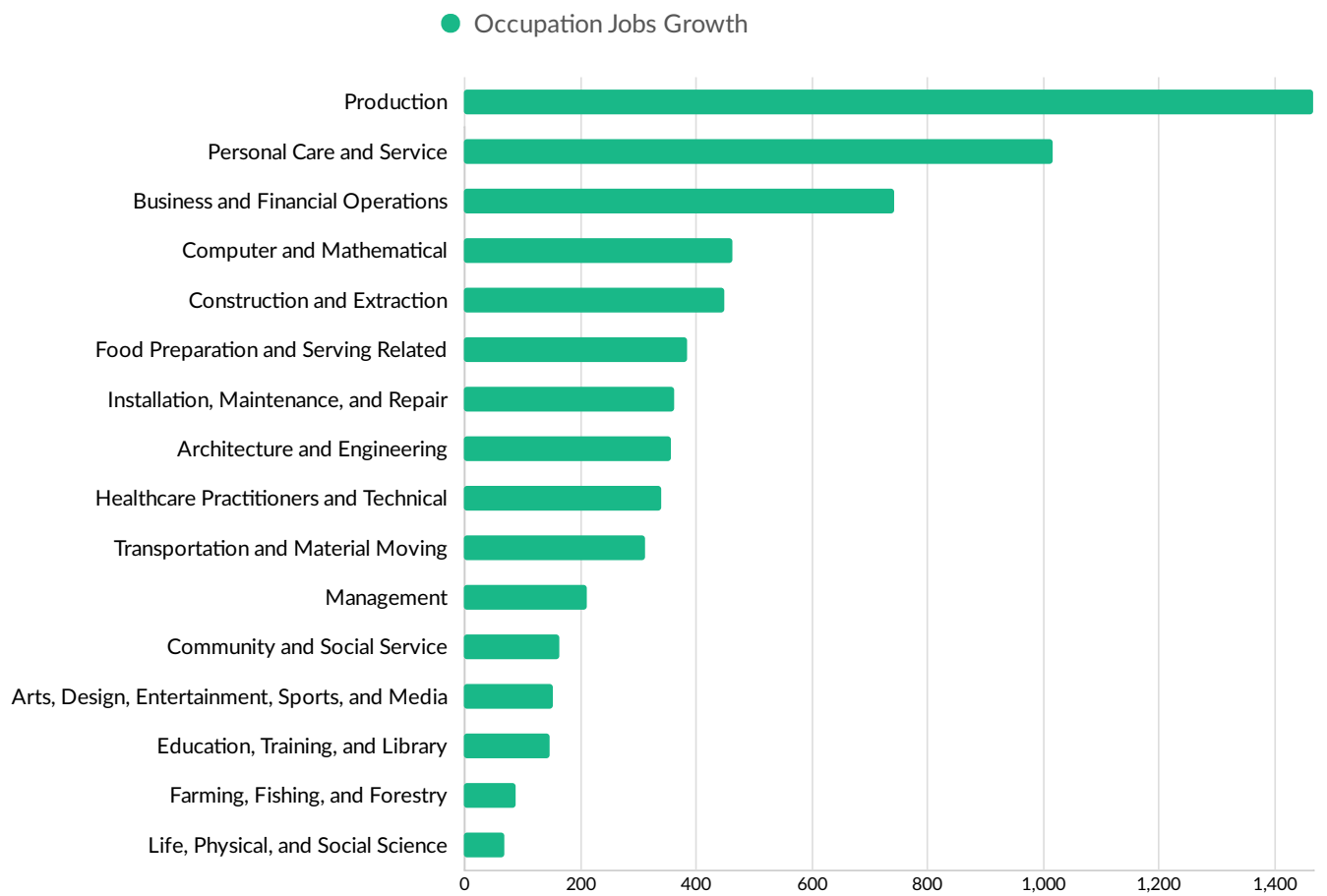
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

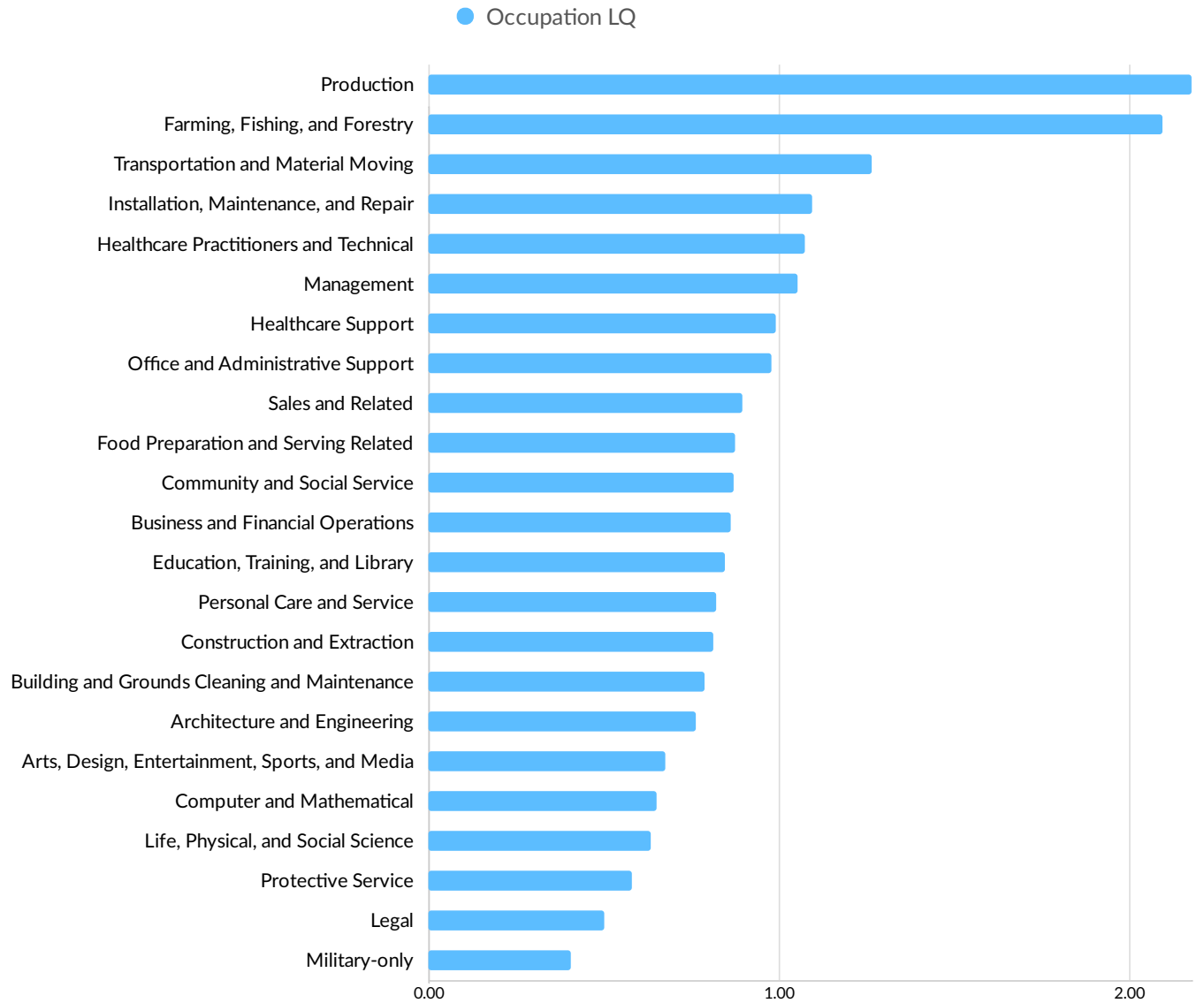
Largest Occupations



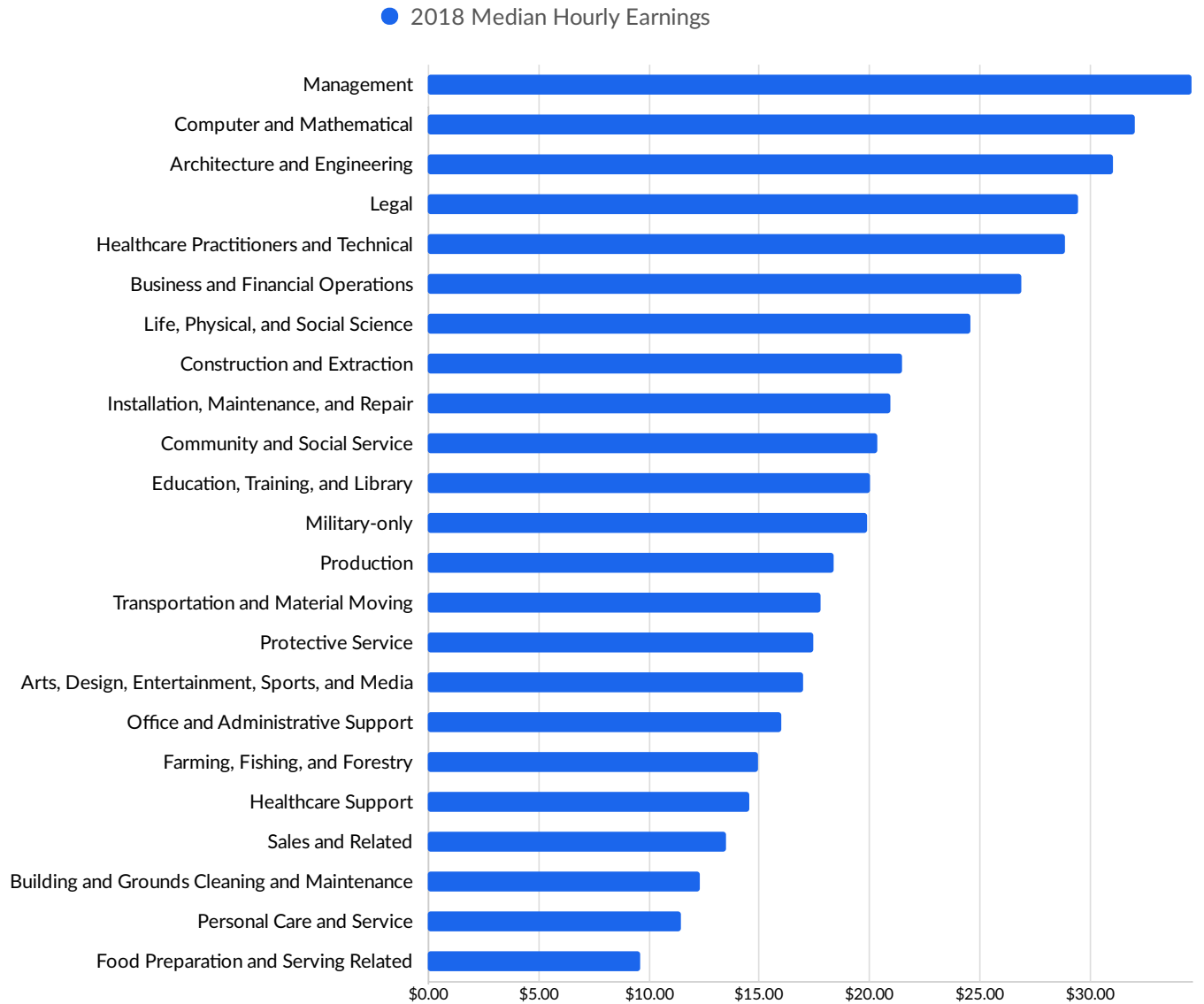
Top Growing Occupations



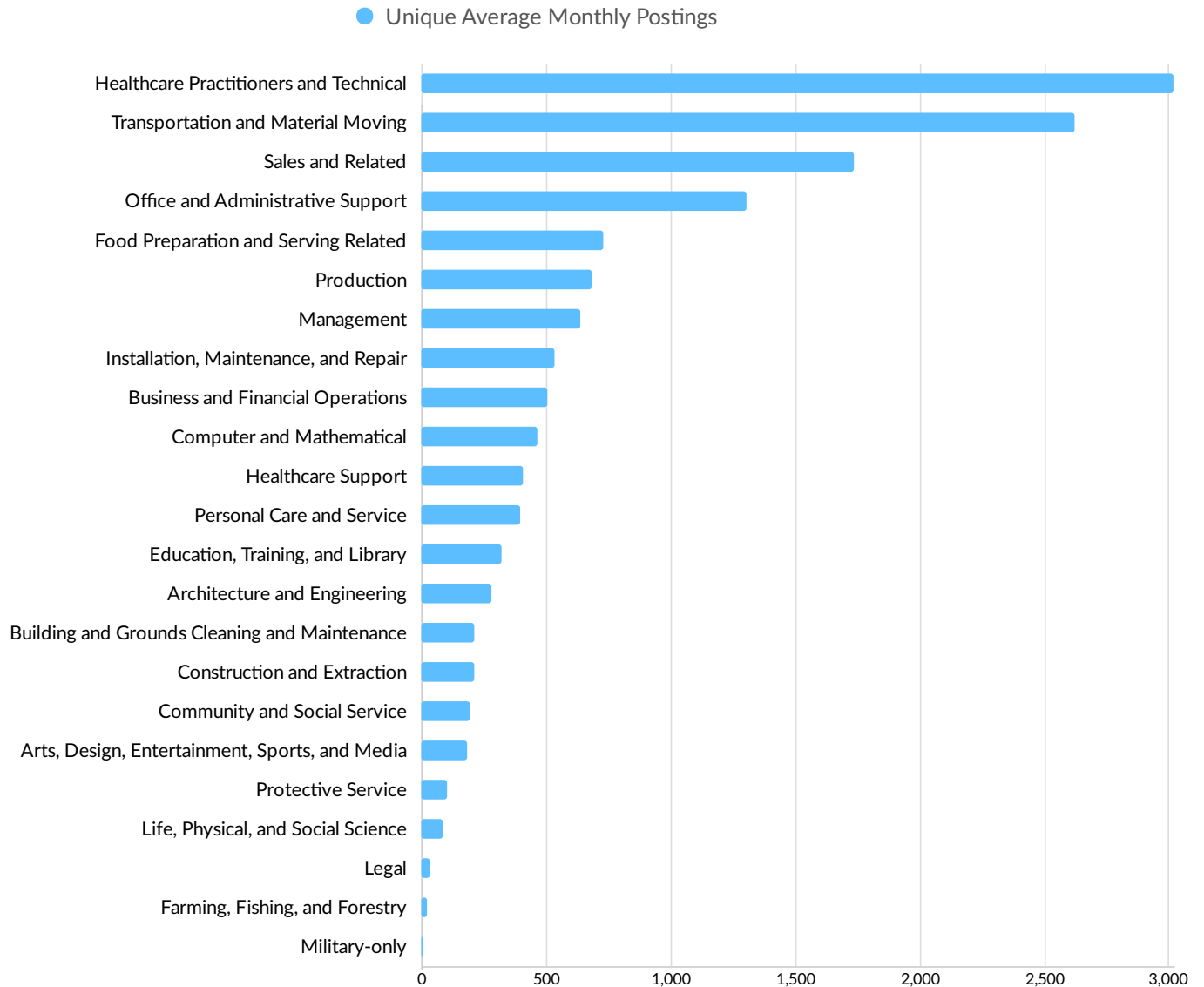
Top Occupation LQ



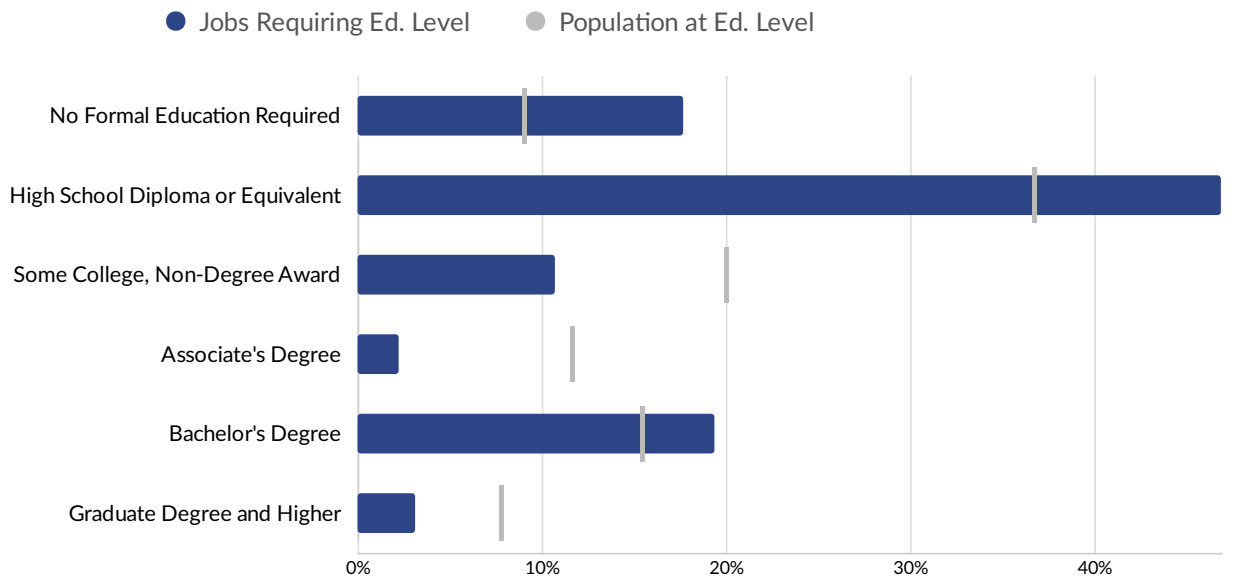
Top Occupation Earnings



Top Posted Occupations



Underemployment

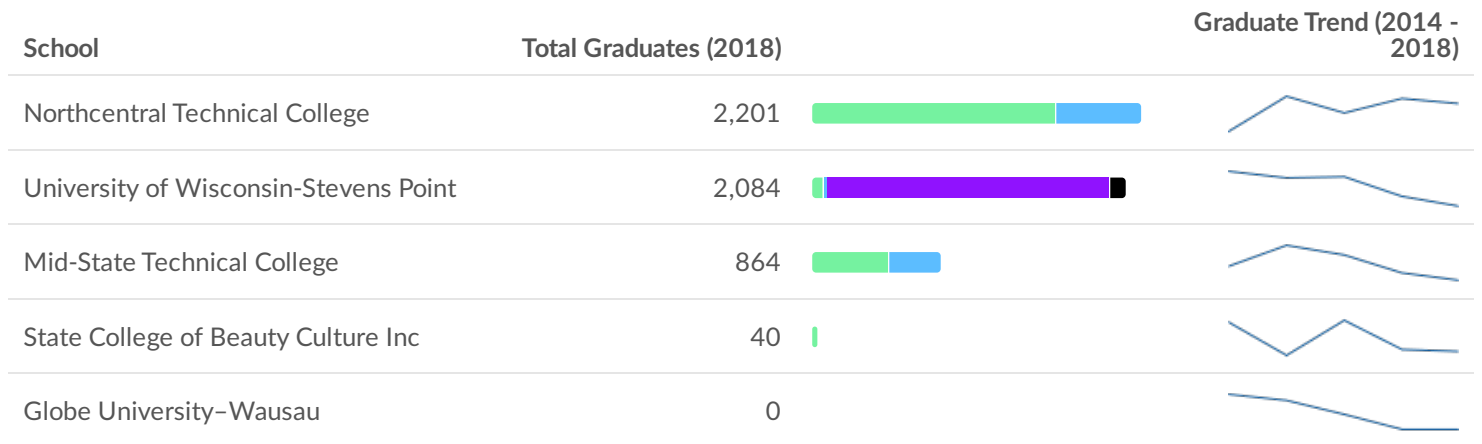


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	25,574	24,777	-797	-3%	0.98	\$16.03	1,305
Production	20,977	22,444	1,467	+7%	2.18	\$18.42	684
Sales and Related	15,888	15,698	-190	-1%	0.90	\$13.53	1,737
Transportation and Material Moving	15,045	15,358	313	+2%	1.27	\$17.83	2,621
Food Preparation and Serving Related	12,493	12,879	386	+3%	0.87	\$9.62	731
Management	10,511	10,723	212	+2%	1.05	\$34.65	641
Healthcare Practitioners and Technical	10,207	10,549	342	+3%	1.07	\$28.88	3,021
Education, Training, and Library	8,296	8,443	147	+2%	0.85	\$20.07	320
Business and Financial Operations	7,257	8,000	743	+10%	0.86	\$26.91	504
Installation, Maintenance, and Repair	7,193	7,556	363	+5%	1.10	\$20.97	535
Construction and Extraction	6,219	6,668	449	+7%	0.81	\$21.54	211
Personal Care and Service	5,428	6,446	1,018	+19%	0.82	\$11.49	396
Building and Grounds Cleaning and Maintenance	5,103	5,043	-60	-1%	0.79	\$12.36	215
Healthcare Support	4,861	4,698	-163	-3%	0.99	\$14.57	409
Computer and Mathematical	2,882	3,346	464	+16%	0.65	\$32.06	469
Farming, Fishing, and Forestry	2,672	2,762	90	+3%	2.10	\$14.96	22
Community and Social Service	2,426	2,590	164	+7%	0.87	\$20.38	196
Protective Service	2,403	2,293	-110	-5%	0.58	\$17.47	101

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Architecture and Engineering	1,905	2,264	359	+19%	0.76	\$31.09	280
Arts, Design, Entertainment, Sports, and Media	2,014	2,169	155	+8%	0.67	\$17.02	185
Life, Physical, and Social Science	840	909	69	+8%	0.64	\$24.63	84
Legal	752	738	-14	-2%	0.50	\$29.50	35
Military-only	455	430	-25	-5%	0.41	\$19.94	7

Educational Pipeline

In 2018, there were 5,189 graduates in Centergy. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and "Business Administration and Management, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

