

Centergy

North Central Wisconsin Regional Planning Commission



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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.

177,036

Total Regional Employment

Jobs **grew by 5,577** over the last 5 years and are projected to **grow by 3,288** over the next 5 years.

\$55.3K

Avg. Earnings Per Job (2019)

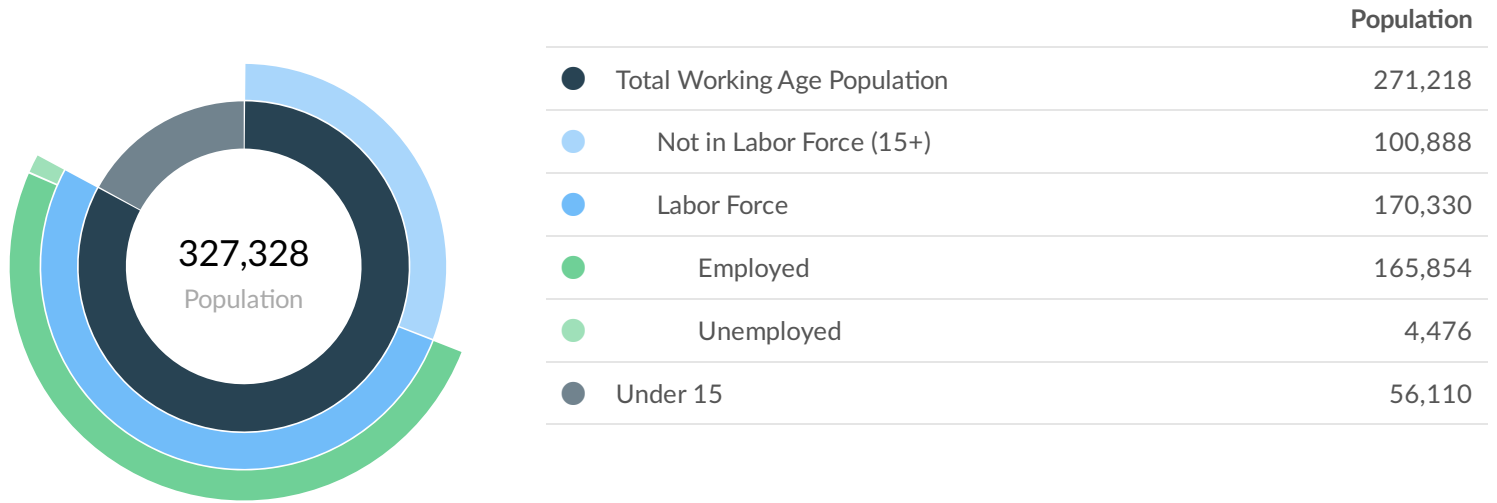
Regional average earnings per job are **\$12.7K below** the national average earnings of \$68.0K per job.

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 3.3%** in Centergy from 171,459 to **177,036**. This change **fell short of the national growth rate of 7.3% by 4.0%**. As the number of jobs increased, the **labor force participation rate decreased from 63.6% to 62.8% 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.

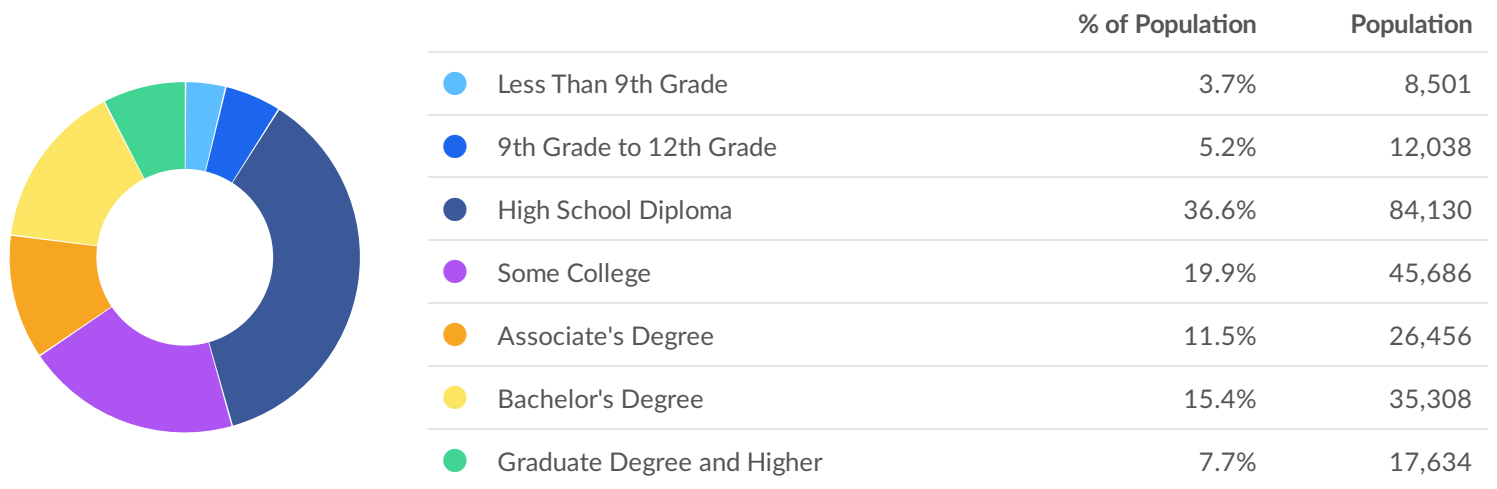
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

2019 Labor Force Breakdown



Educational Attainment

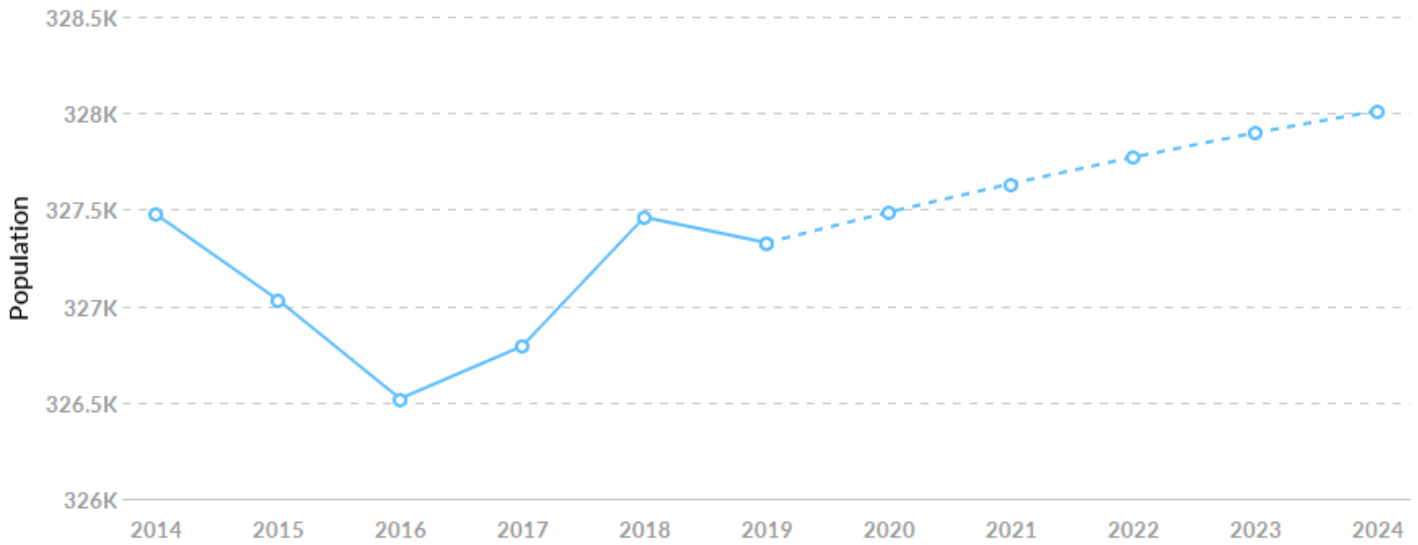
Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).



Historic & Projected Trends

Population Trends

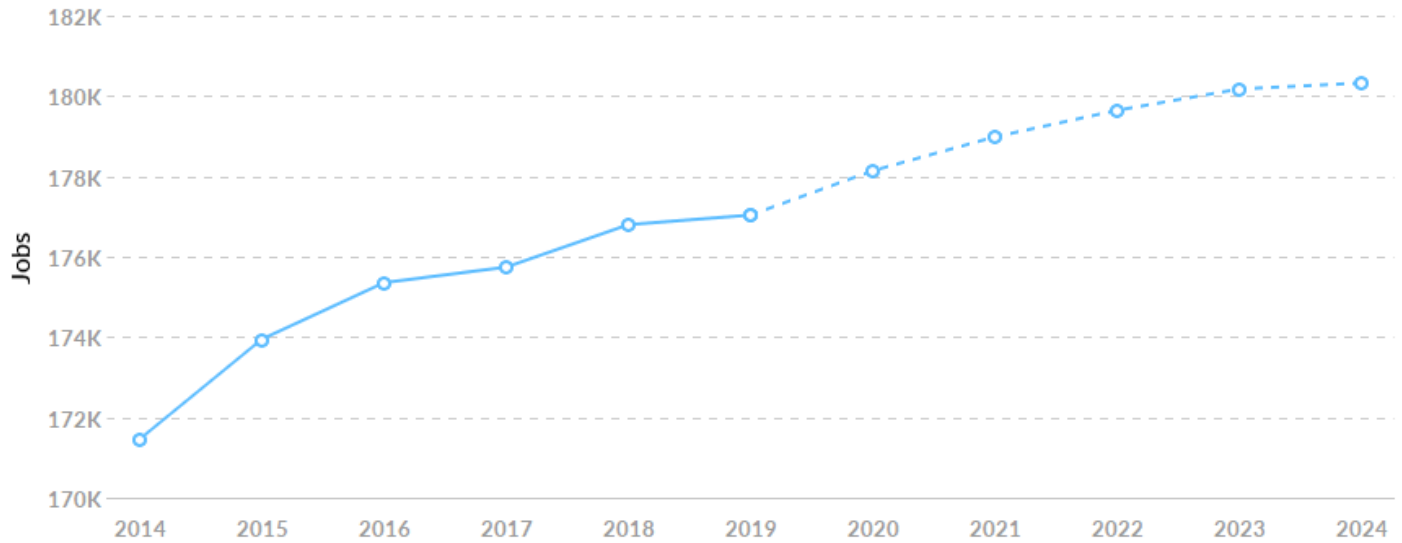
As of 2019 the region's population **declined by 0.0%** since 2014, falling by 148. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 684.



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

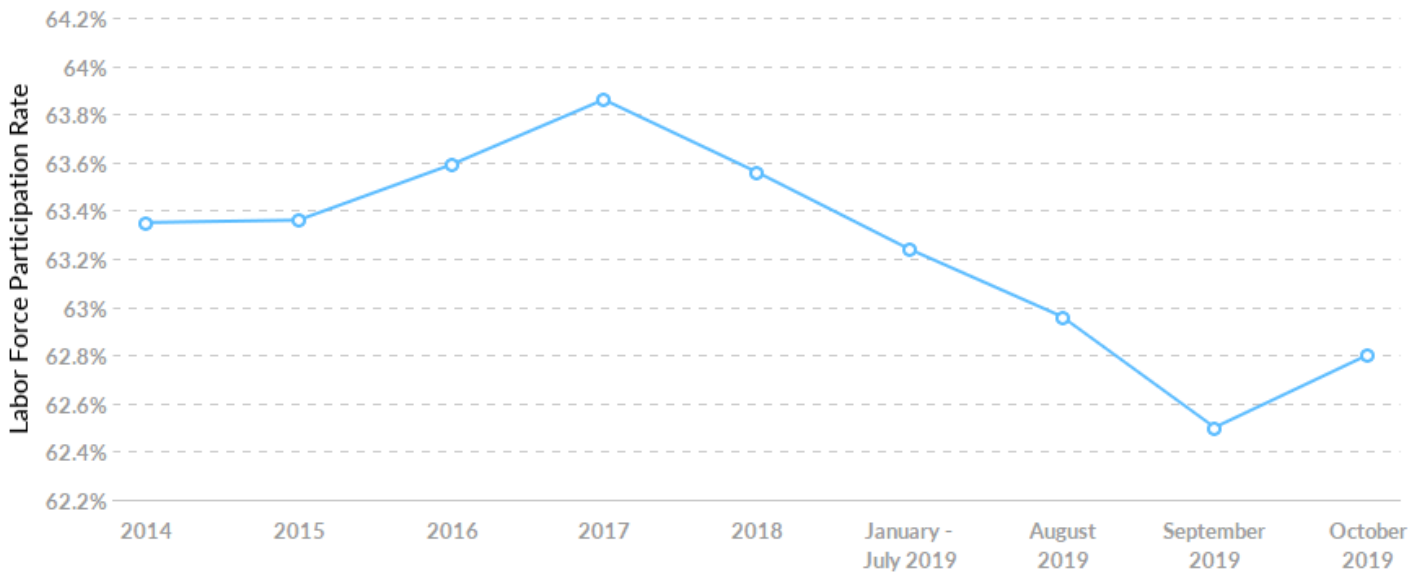
Job Trends

From 2014 to 2019, jobs increased by 3.3% in Centergy from 171,459 to 177,036. This change fell short of the national growth rate of 7.3% by 4.0%.



Timeframe	Jobs
2014	171,459
2015	173,946
2016	175,353
2017	175,740
2018	176,797
2019	177,036
2020	178,139
2021	178,982
2022	179,643
2023	180,174
2024	180,323

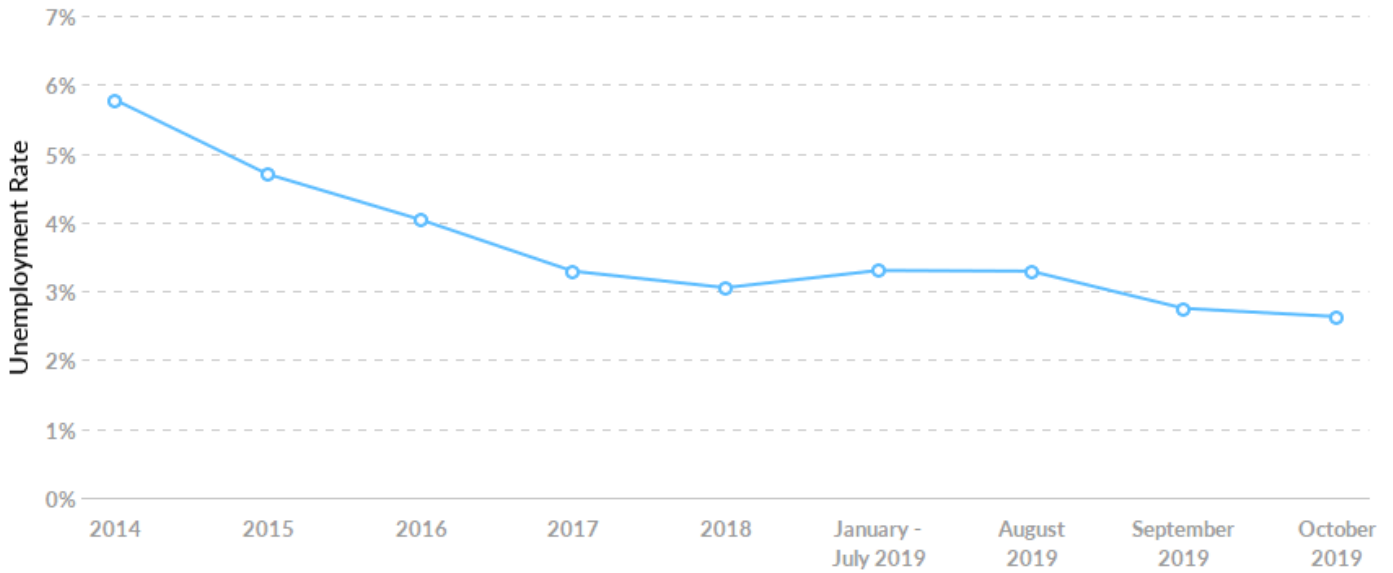
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	63.35%
2015	63.36%
2016	63.59%
2017	63.86%
2018	63.56%
January - July 2019	63.24%
August 2019	62.96%
September 2019	62.50%
October 2019	62.80%

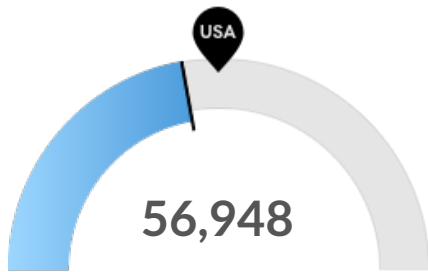
Unemployment Rate Trends

Your areas had an October 2019 unemployment rate of 2.63%, **decreasing from 5.78%** 5 years before.



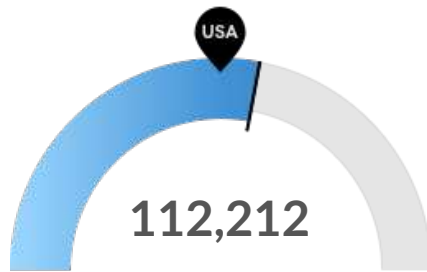
Timeframe	Unemployment Rate
2014	5.78%
2015	4.70%
2016	4.04%
2017	3.29%
2018	3.05%
January - July 2019	3.30%
August 2019	3.29%
September 2019	2.75%
October 2019	2.63%

Population Characteristics



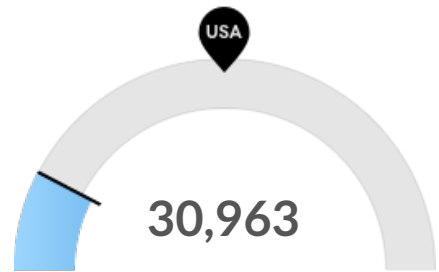
Millennials

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



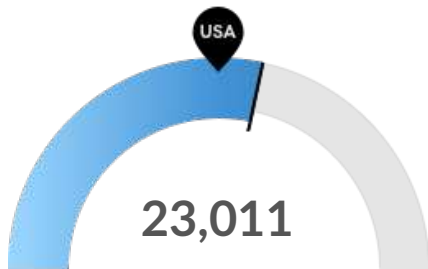
Retiring Soon

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.



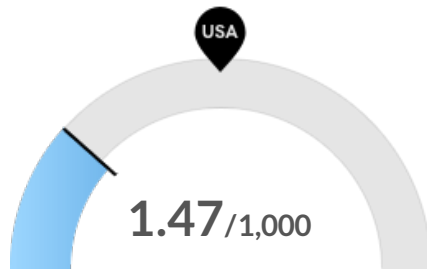
Racial Diversity

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.



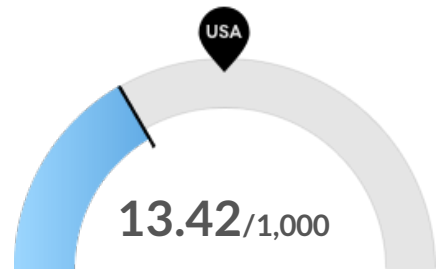
Veterans

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.

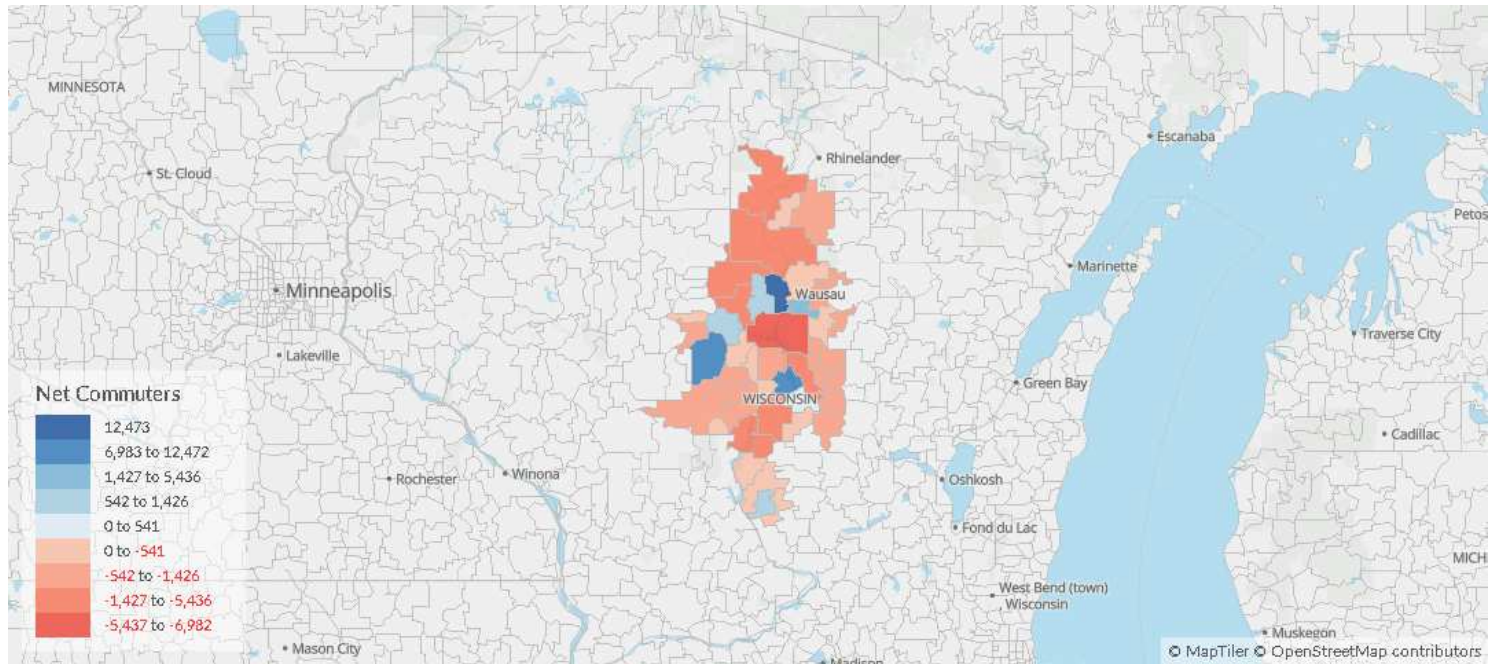


Property Crime

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

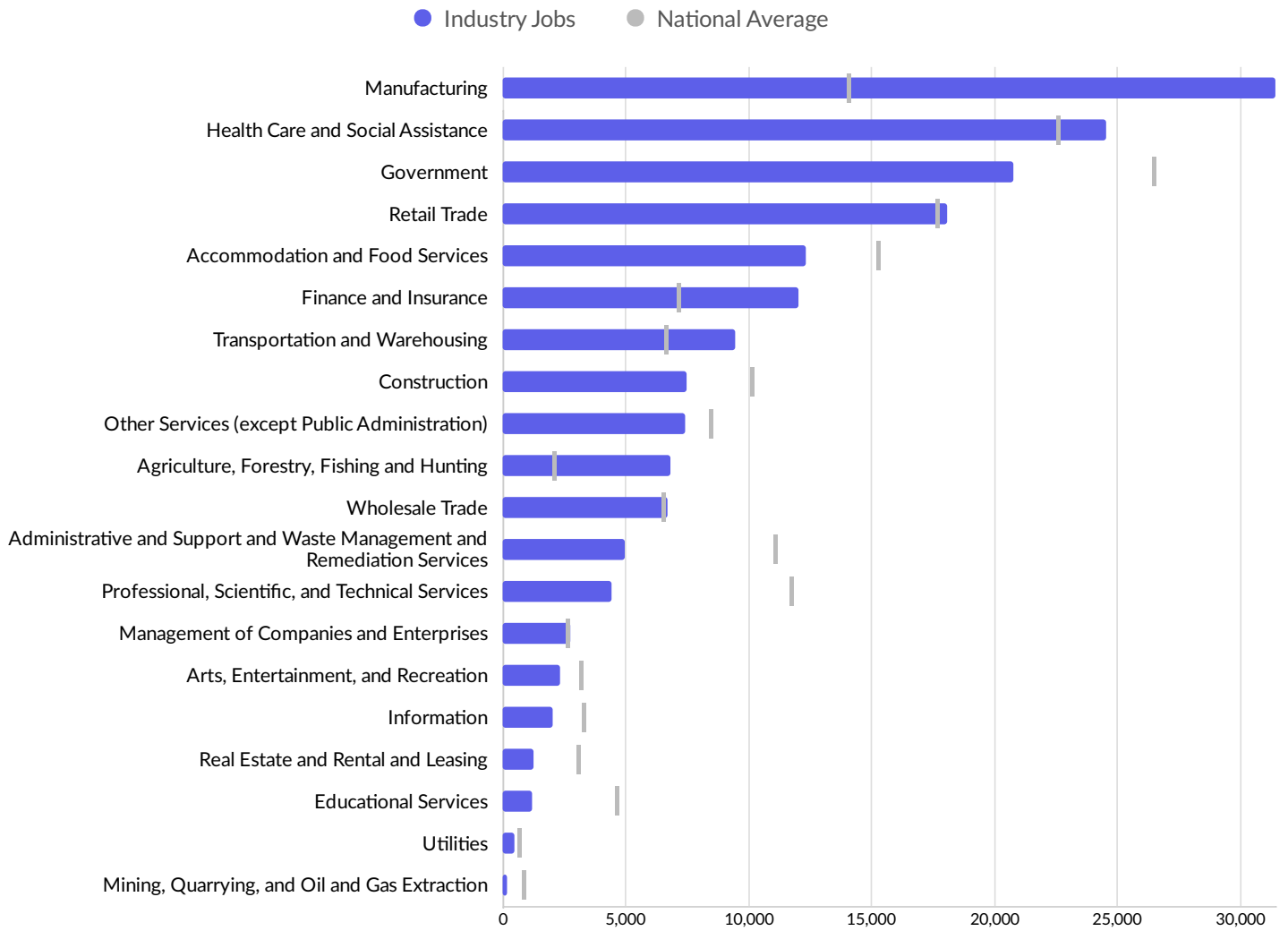
Where Talent Lives

ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,602
54481	Stevens Point, WI (in Po...	23,217
54449	Marshfield, WI (in Woo...	20,958
54476	Schofield, WI (in Marath...	13,673
54494	Wisconsin Rapids, WI (i...	11,620

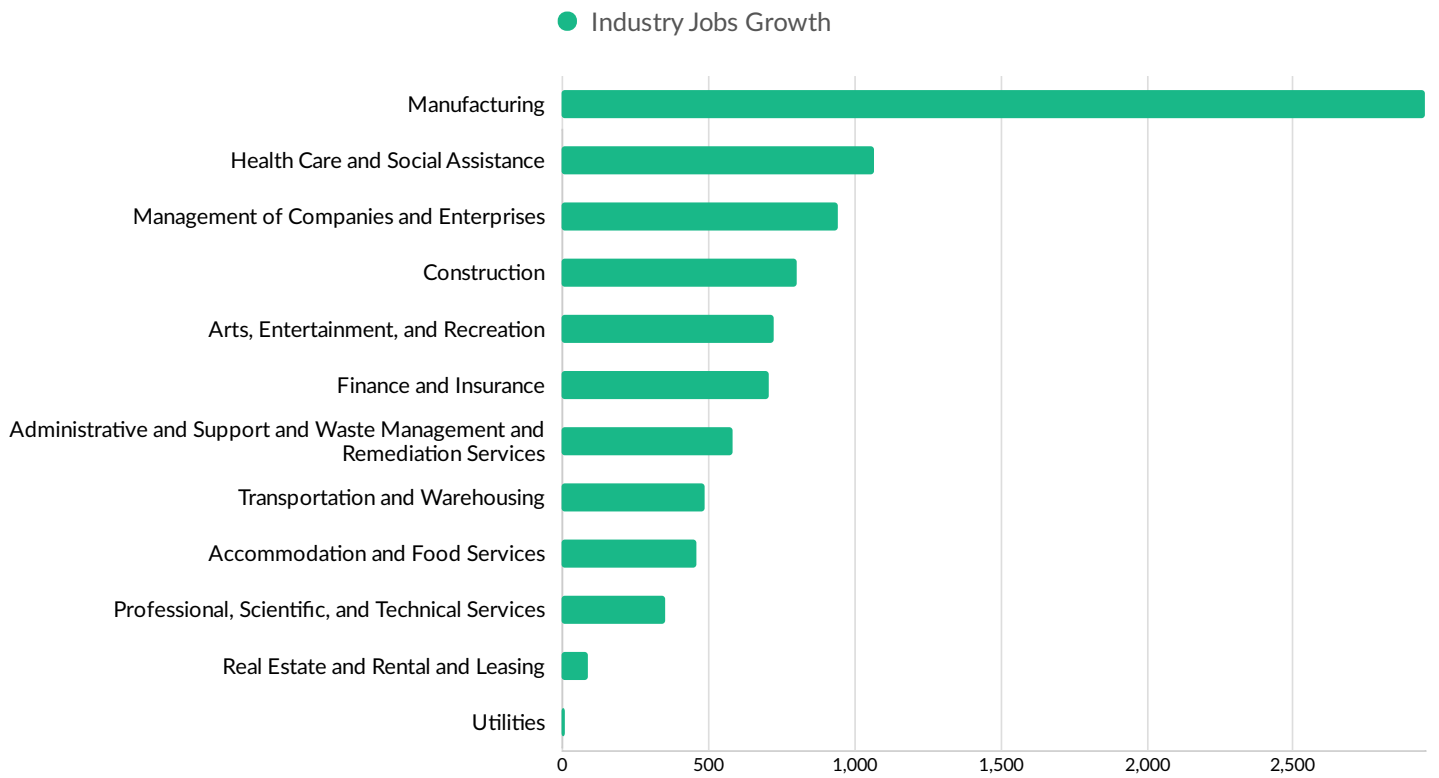
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	17,129
54481	Stevens Point, WI (in Po...	15,325
54449	Marshfield, WI (in Woo...	13,975
54494	Wisconsin Rapids, WI (i...	13,307
54455	Mosinee, WI (in Marath...	11,557

Industry Characteristics

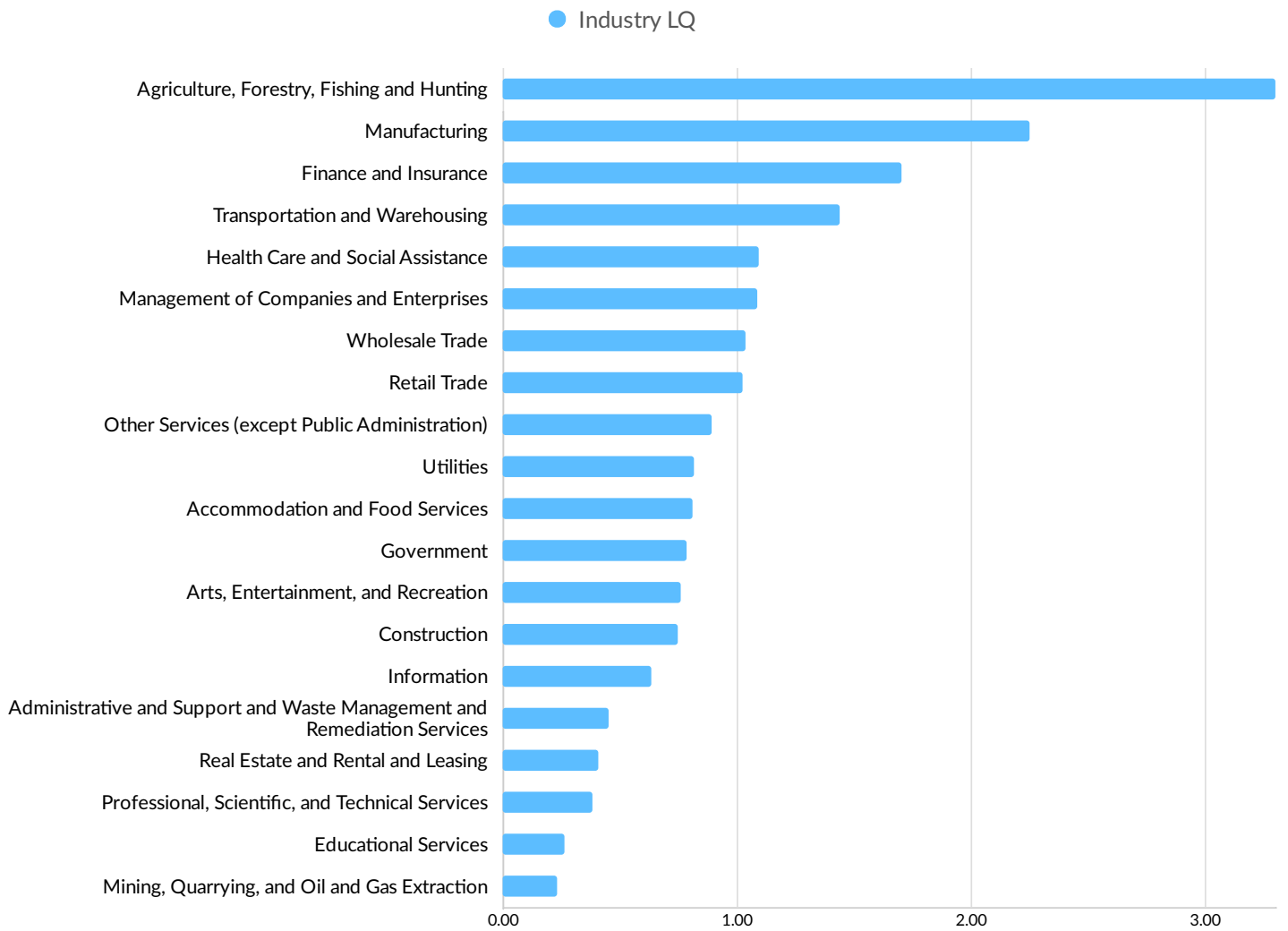
Largest Industries



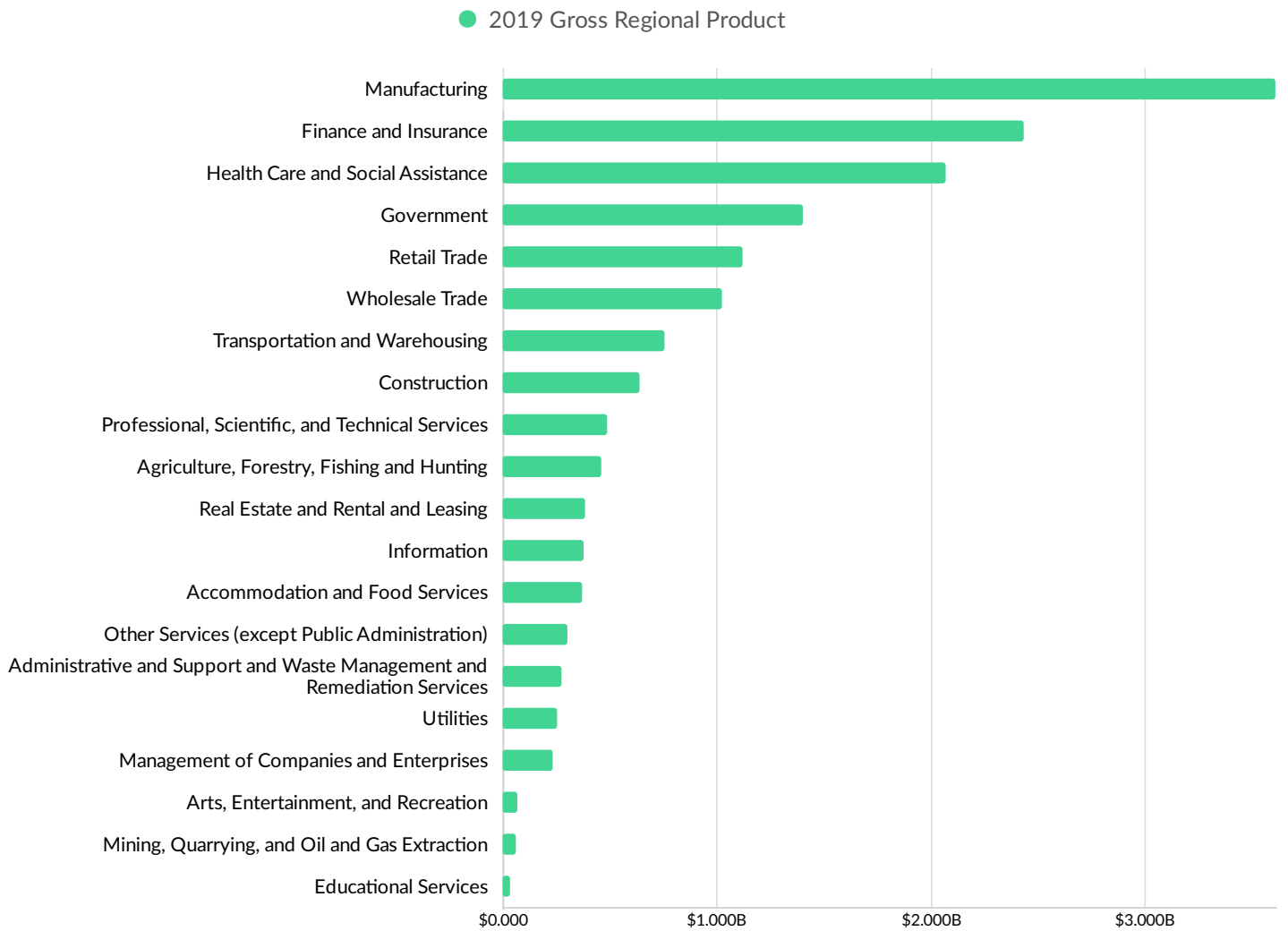
Top Growing Industries



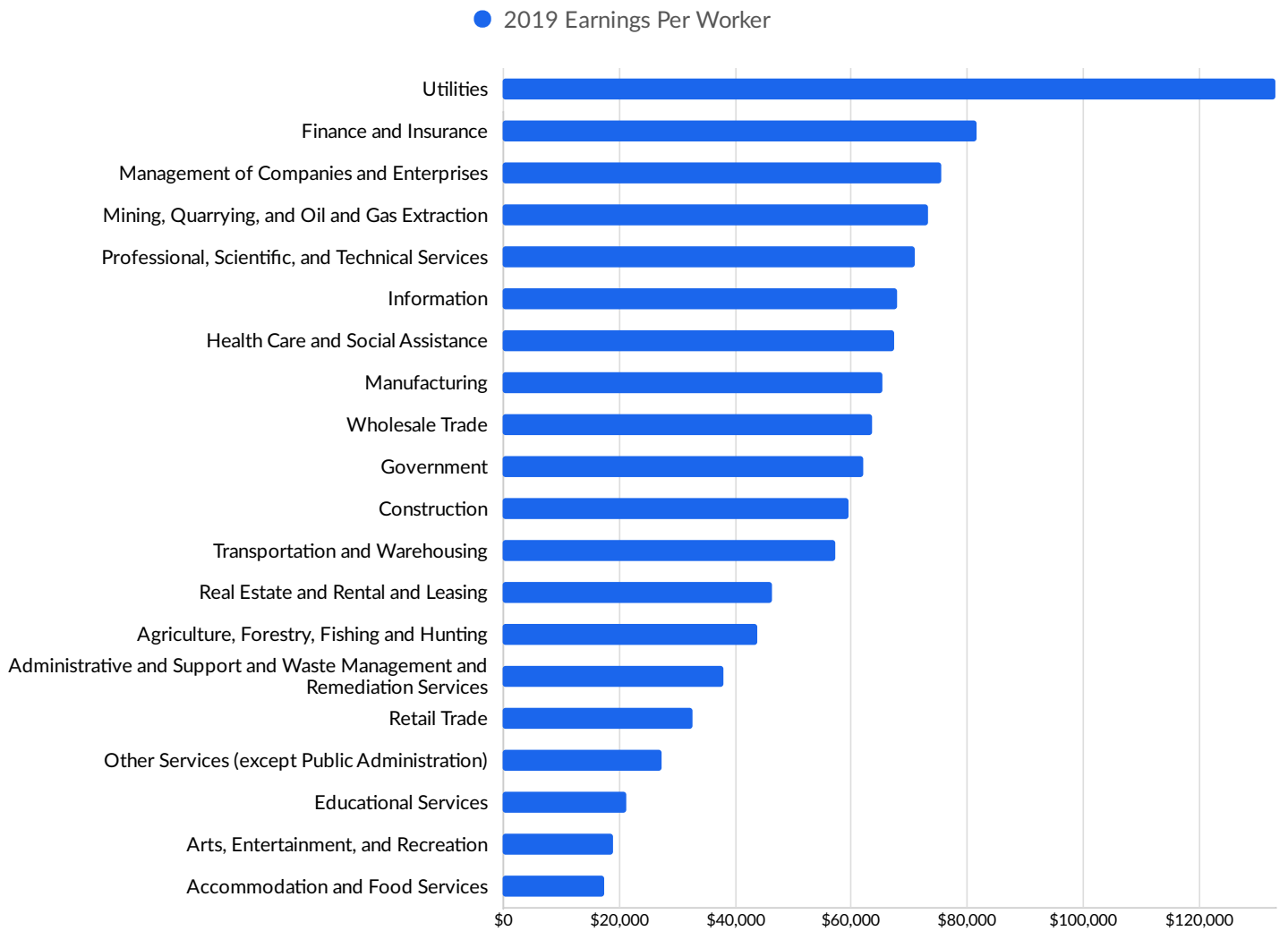
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	28,513	31,466	2,953	+10%	2.25	\$65,507	\$3.61B
Health Care and Social Assistance	23,514	24,581	1,067	+5%	1.09	\$67,555	\$2.07B
Government	21,381	20,791	-590	-3%	0.79	\$62,134	\$1.41B
Retail Trade	20,078	18,071	-2,007	-10%	1.03	\$32,616	\$1.12B
Accommodation and Food Services	11,909	12,371	462	+4%	0.81	\$17,542	\$370.37M
Finance and Insurance	11,361	12,072	711	+6%	1.70	\$81,756	\$2.43B
Transportation and Warehousing	9,009	9,498	489	+5%	1.44	\$57,413	\$759.06M
Construction	6,709	7,513	804	+12%	0.75	\$59,755	\$641.00M
Other Services (except Public Administration)	7,777	7,450	-327	-4%	0.89	\$27,440	\$301.86M
Agriculture, Forestry, Fishing and Hunting	7,102	6,811	-291	-4%	3.30	\$44,013	\$463.22M
Wholesale Trade	6,972	6,699	-273	-4%	1.04	\$63,781	\$1.02B
Administrative and Support and Waste Management and Remediation Services	4,394	4,980	586	+13%	0.45	\$38,161	\$272.02M
Professional, Scientific, and Technical Services	4,090	4,446	356	+9%	0.38	\$71,165	\$489.18M
Management of Companies and Enterprises	1,839	2,786	947	+51%	1.09	\$75,616	\$236.57M
Arts, Entertainment, and Recreation	1,642	2,366	724	+44%	0.76	\$19,025	\$69.72M
Information	2,149	2,047	-102	-5%	0.64	\$68,056	\$379.49M
Real Estate and Rental and Leasing	1,142	1,233	91	+8%	0.41	\$46,437	\$386.95M
Educational Services	1,220	1,191	-29	-2%	0.26	\$21,403	\$31.20M
Utilities	479	490	11	+2%	0.82	\$133,229	\$255.66M
Mining, Quarrying, and Oil and Gas Extraction	176	176	0	0%	0.23	\$73,256	\$59.85M

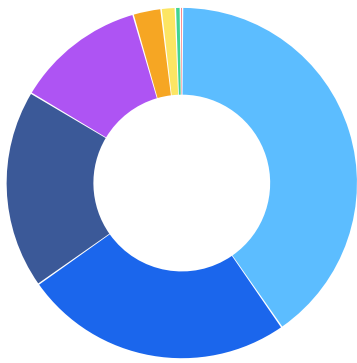
Business Characteristics

26,694 Companies Employ Your Workers

Online profiles for your workers mention 26,694 companies as employers, with the top 10 appearing below. In the last 12 months, 4,812 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,263 	Marshfield Clinic	3,016 
Aspirus Wausau Hospital, Inc.	1,925 	Roehl Transport, Inc.	1,953 
Sentry Insurance	1,282 	Aspirus Wausau Hospital, Inc.	1,820 
University of Wisconsin Stevens...	1,076 	HealthCare Employment Netwo...	1,582 
Ministry Health Care, Inc.	879 	Platinum Supplemental Insuranc...	1,441 
Greenheck Fan Corporation	732 	Remedy Intelligent Staffing	1,165 
Foot Locker, Inc.	649 	Ascension Health	1,025 
Liberty Mutual Insurance Comp...	586 	Eatstreet	847 
Wausau School District	581 	CompHealth, Inc.	783 
Wal-Mart Stores, Inc.	496 	U.S. Xpress, Inc.	745 

Business Size

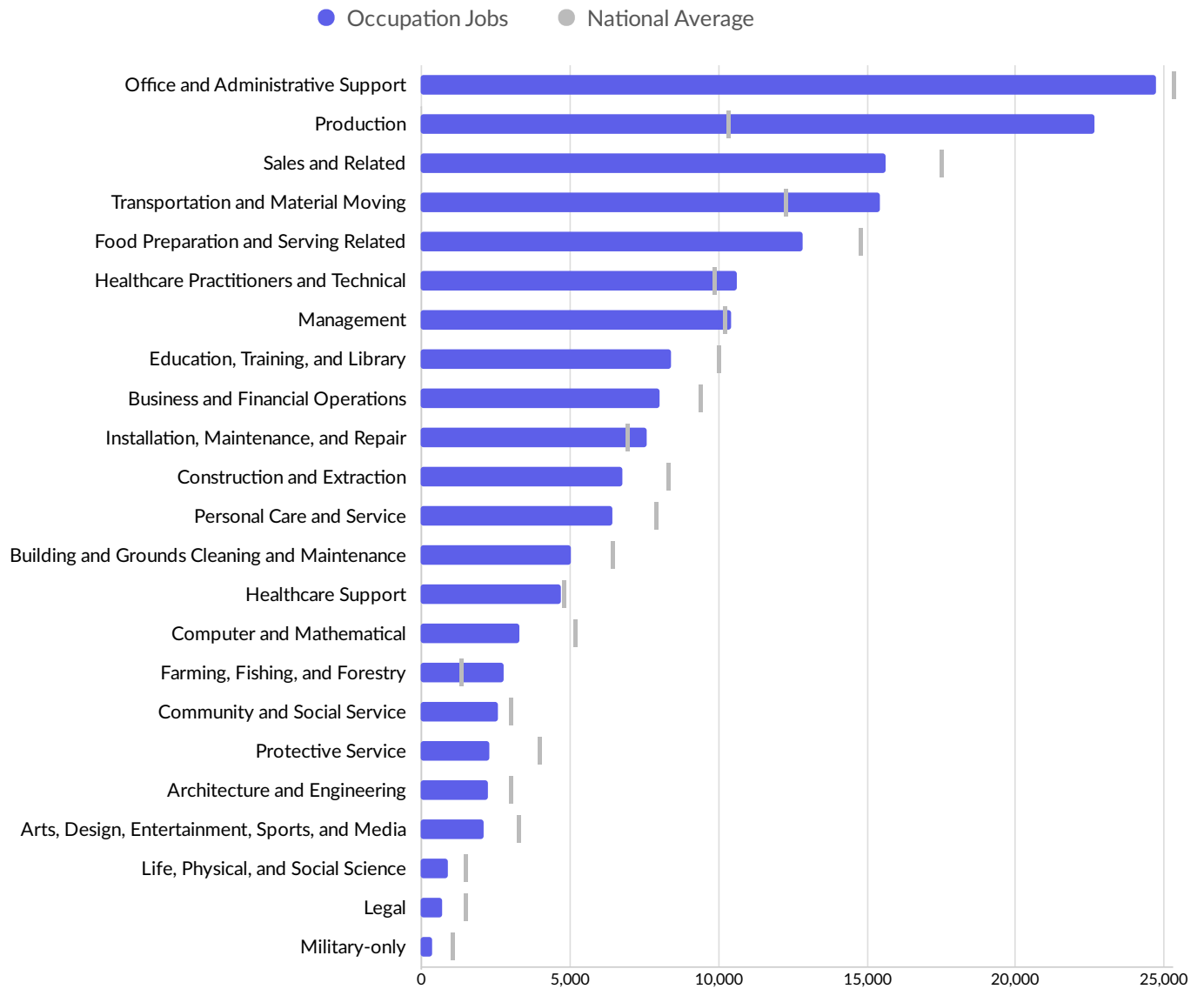


	Percentage	Business Count
1 to 4 employees	40.3%	5,519
5 to 9 employees	24.9%	3,409
10 to 19 employees	18.3%	2,514
20 to 49 employees	12.0%	1,638
50 to 99 employees	2.6%	355
100 to 249 employees	1.3%	179
250 to 499 employees	0.5%	63
500+ employees	0.2%	27

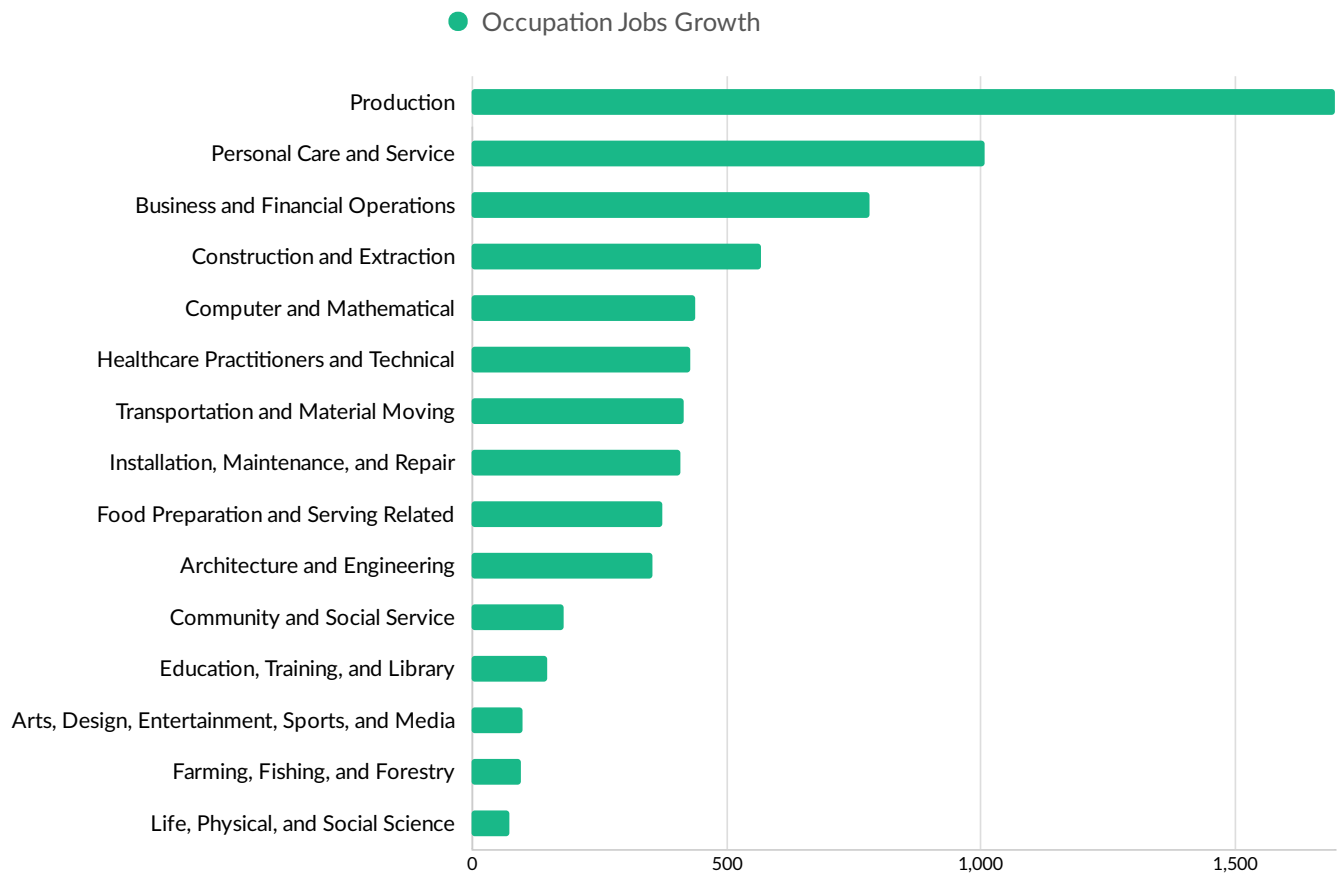
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

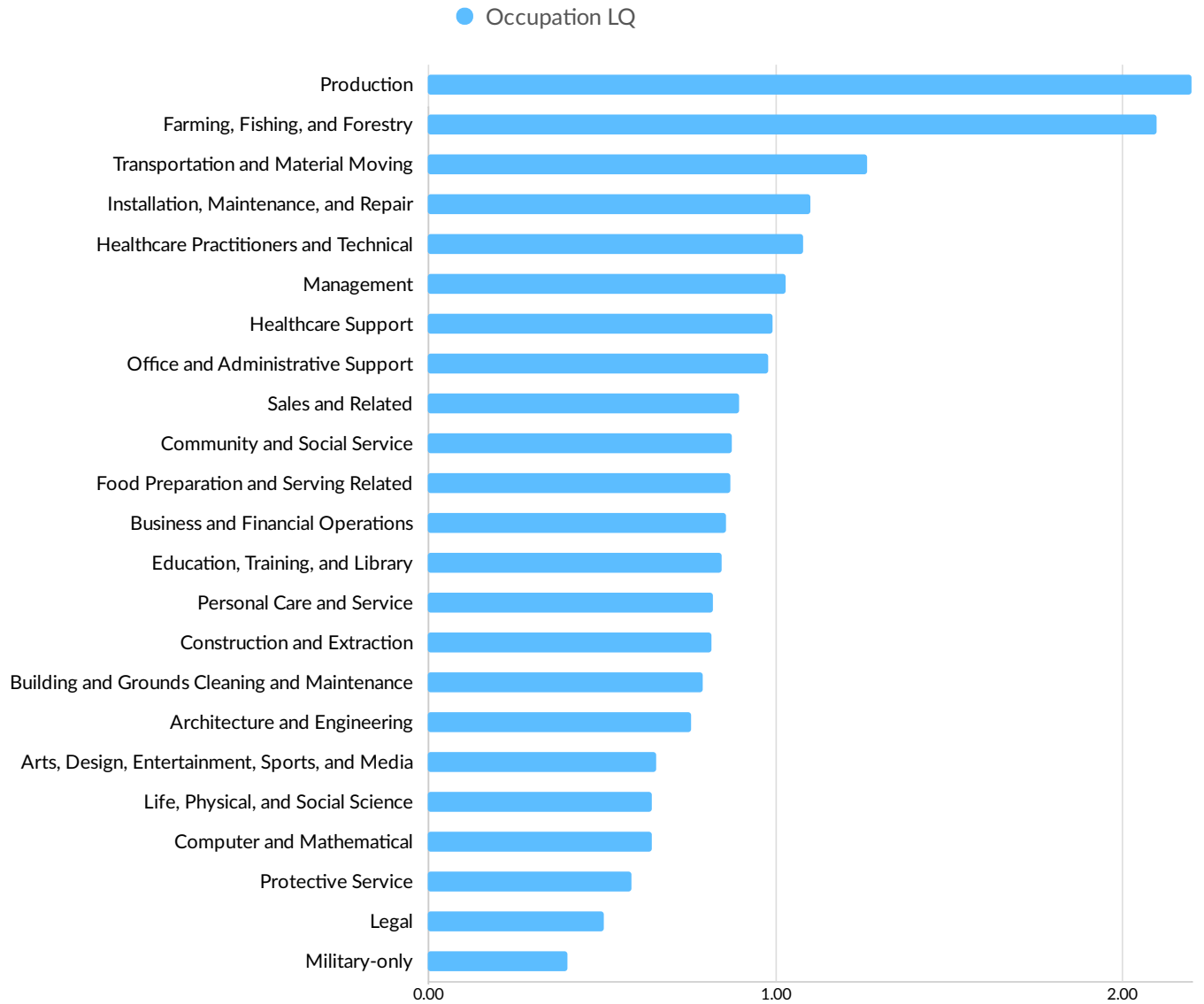
Largest Occupations



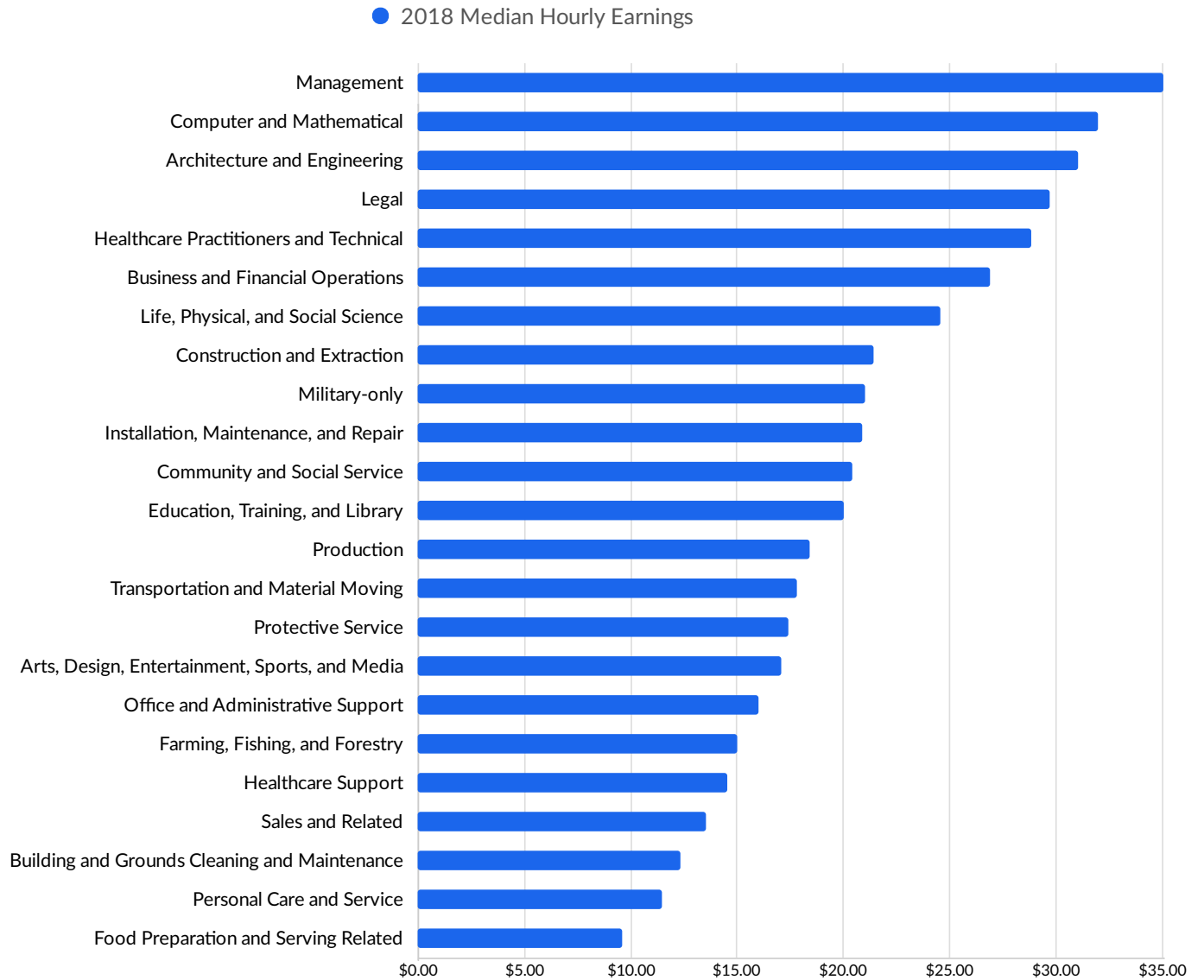
Top Growing Occupations



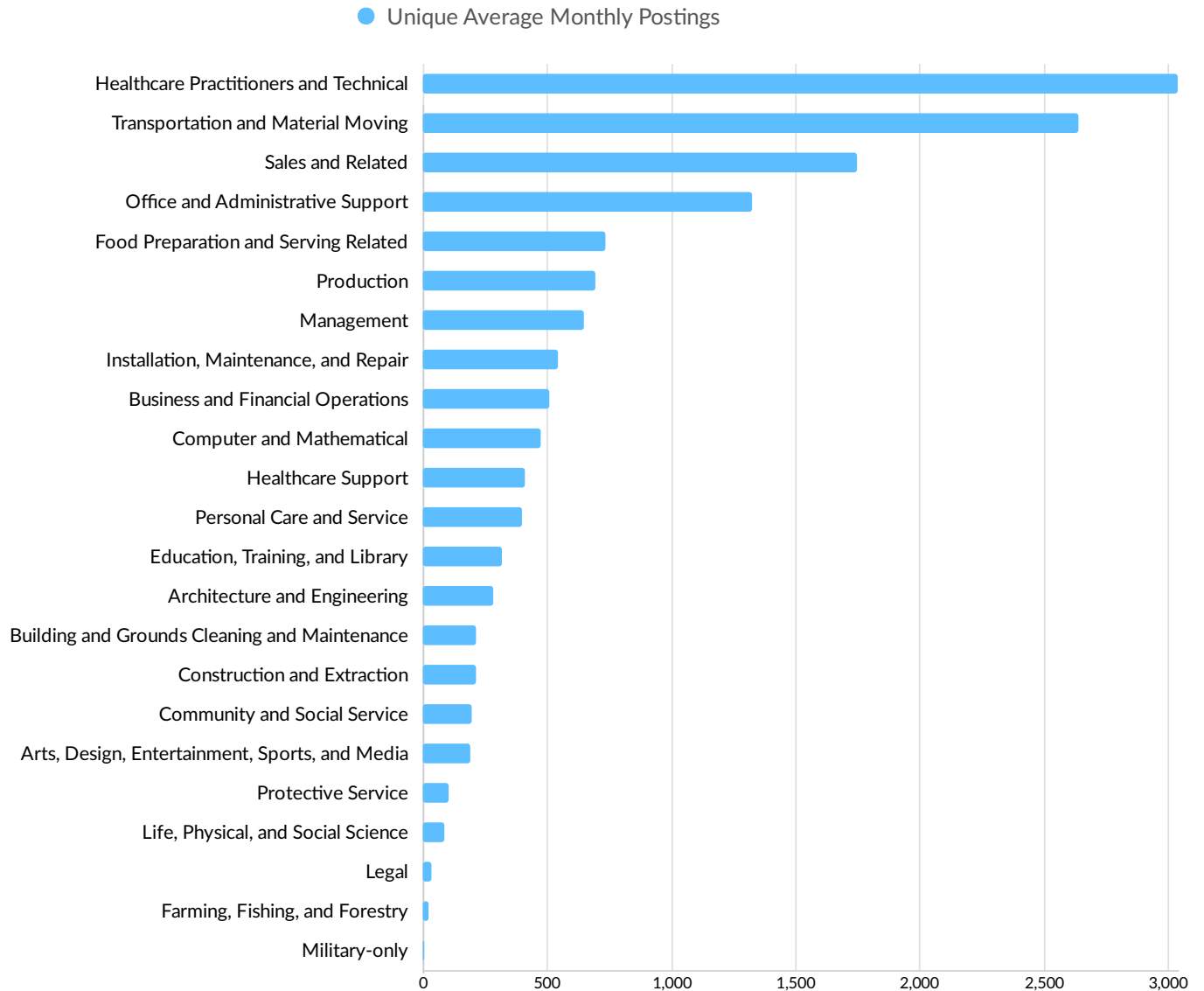
Top Occupation LQ



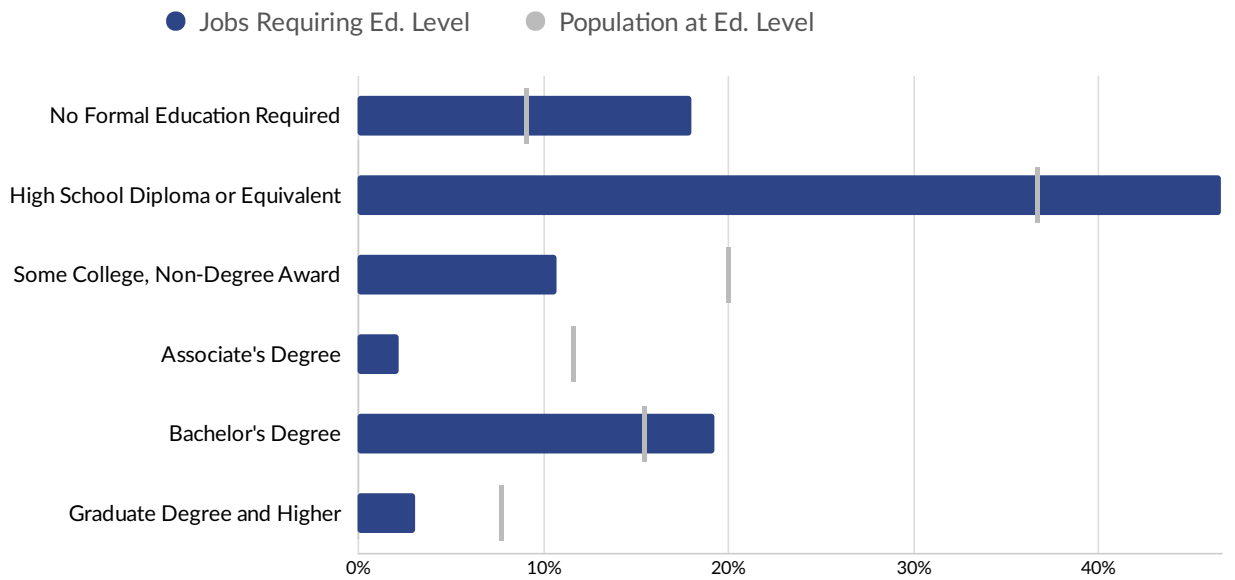
Top Occupation Earnings



Top Posted Occupations



Underemployment

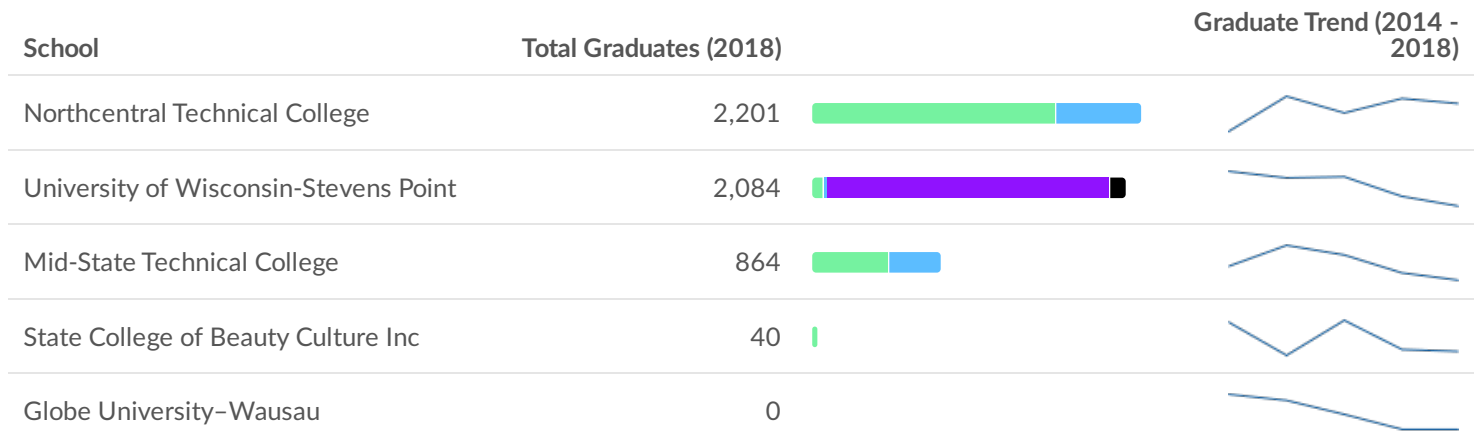


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	25,567	24,742	-825	-3%	0.98	\$16.03	1,324
Production	20,984	22,681	1,697	+8%	2.20	\$18.42	694
Sales and Related	15,919	15,644	-275	-2%	0.89	\$13.57	1,748
Transportation and Material Moving	15,036	15,452	416	+3%	1.27	\$17.82	2,640
Food Preparation and Serving Related	12,494	12,869	375	+3%	0.87	\$9.62	735
Healthcare Practitioners and Technical	10,205	10,634	429	+4%	1.08	\$28.88	3,039
Management	10,519	10,467	-52	0%	1.03	\$35.10	647
Education, Training, and Library	8,294	8,442	148	+2%	0.85	\$20.07	320
Business and Financial Operations	7,264	8,045	781	+11%	0.86	\$26.93	509
Installation, Maintenance, and Repair	7,194	7,606	412	+6%	1.10	\$20.95	543
Construction and Extraction	6,220	6,788	568	+9%	0.82	\$21.46	216
Personal Care and Service	5,429	6,439	1,010	+19%	0.82	\$11.50	402
Building and Grounds Cleaning and Maintenance	5,103	5,064	-39	-1%	0.79	\$12.38	216
Healthcare Support	4,861	4,711	-150	-3%	0.99	\$14.57	411
Computer and Mathematical	2,884	3,324	440	+15%	0.64	\$32.01	475
Farming, Fishing, and Forestry	2,672	2,770	98	+4%	2.10	\$15.03	22
Community and Social Service	2,426	2,606	180	+7%	0.87	\$20.45	197
Protective Service	2,413	2,306	-107	-4%	0.59	\$17.43	103

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	2,260	355	+19%	0.76	\$31.09	284
Arts, Design, Entertainment, Sports, and Media	2,010	2,110	100	+5%	0.66	\$17.09	188
Life, Physical, and Social Science	852	927	75	+9%	0.65	\$24.59	85
Legal	752	740	-12	-2%	0.51	\$29.78	36
Military-only	455	408	-47	-10%	0.40	\$21.08	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

