

# Centergy

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
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 .....	25
In-Demand Skills .....	26

## Report Parameters

### 5 Counties

---

55001	Adams County, WI
-------	------------------

---

55069	Lincoln County, WI
-------	--------------------

---

55073	Marathon County, WI
-------	---------------------

---

55097	Portage County, WI
-------	--------------------

---

55141	Wood County, WI
-------	-----------------

### 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.

**177,468**

**Total Regional Employment**

Jobs **grew by 5,336** over the last 5 years and are projected to **grow by 4,426** over the next 5 years.

**\$55.8K**

**Avg. Earnings Per Job (2019)**

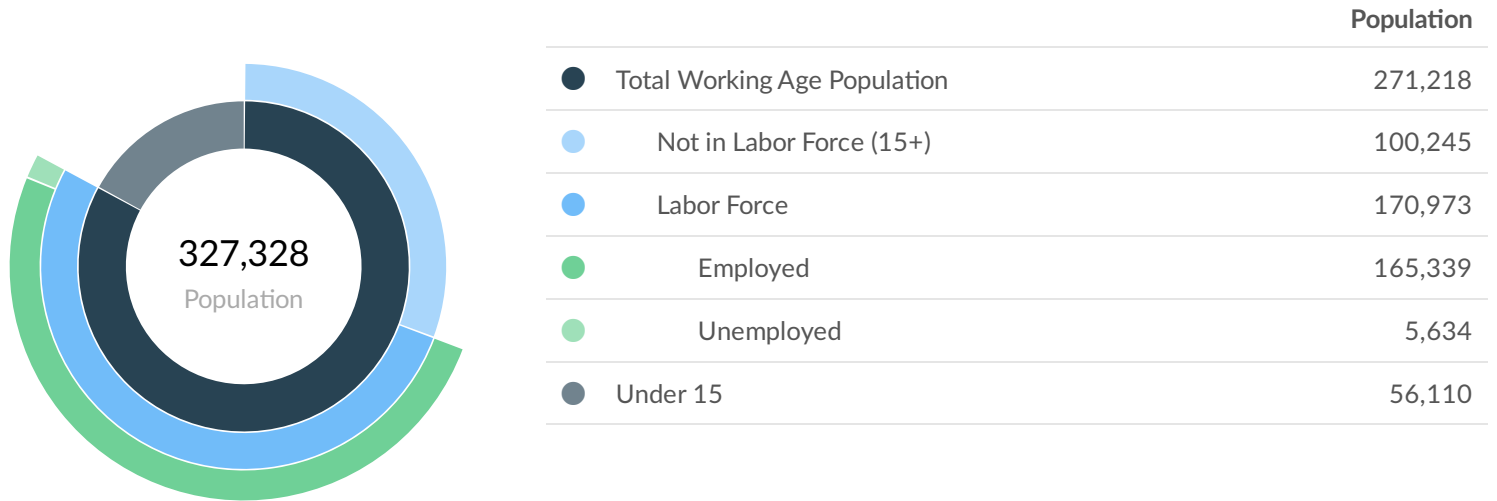
Regional average earnings per job are **\$13.2K below** the national average earnings of \$69.1K per job.

## 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 172,131 to **177,468**. This change **fell short of the national growth rate of 7.9% by 4.8%**. As the number of jobs increased, the **labor force participation rate decreased from 63.1% to 63.0% 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.

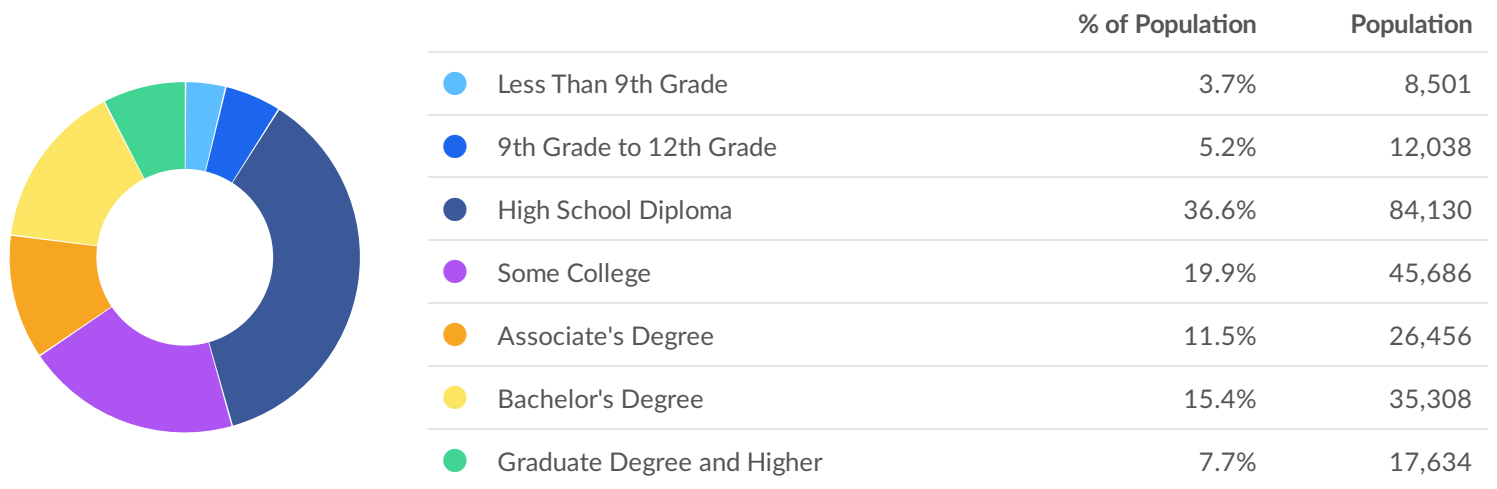
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	327,328	170,973	177,468	99.0	\$18.07B	\$22.90B	\$22.62B
NCWRPC	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

## 2019 Labor Force Breakdown



## Educational Attainment

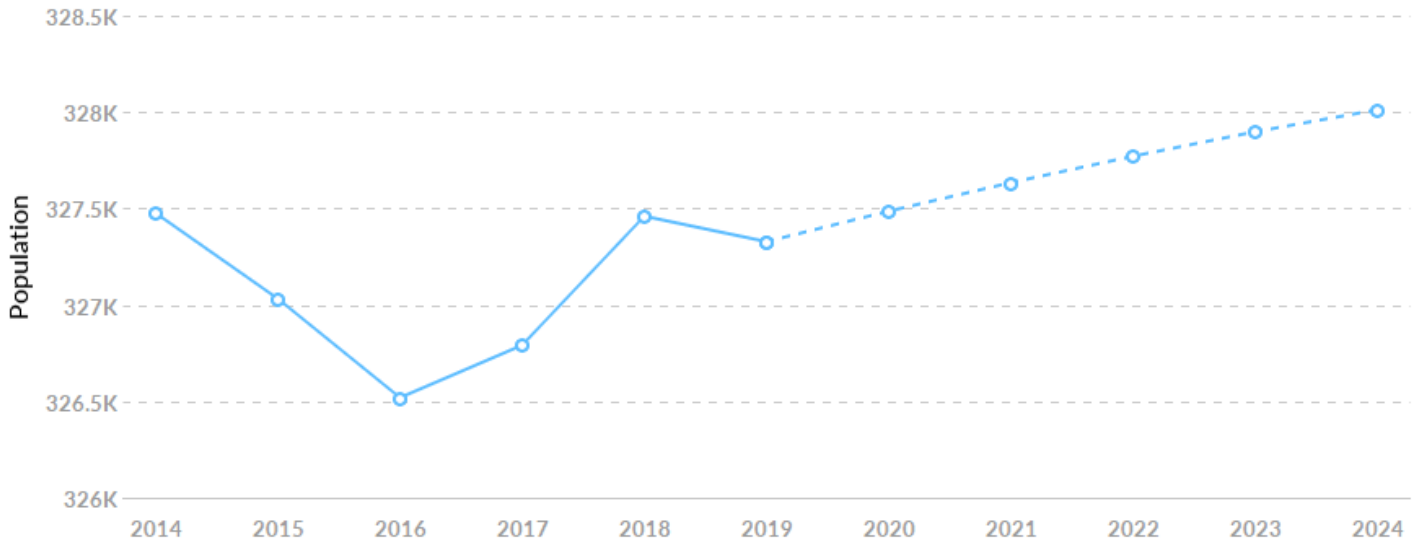
Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).



# Historic & Projected Trends

## Population Trends

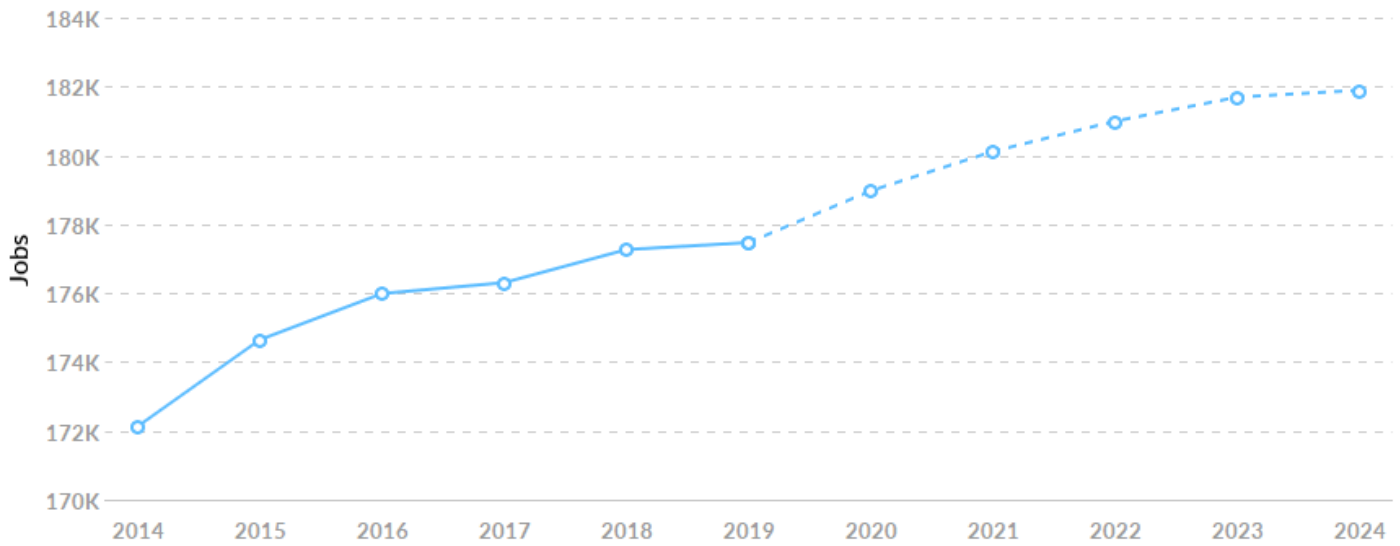
As of 2019 the region's population **declined by 0.0%** since 2014, falling by 148. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 684.



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

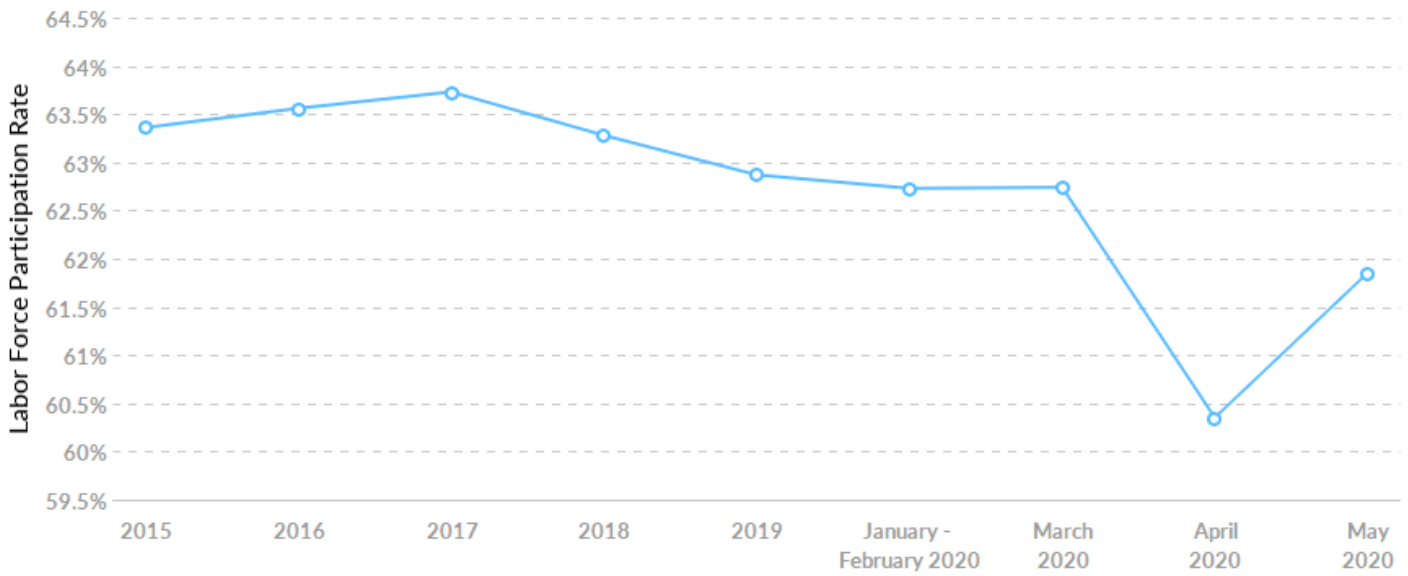
## Job Trends

From 2014 to 2019, jobs increased by 3.1% in Centergy from 172,131 to 177,468. This change fell short of the national growth rate of 7.9% by 4.8%.



Timeframe	Jobs
2014	172,131
2015	174,646
2016	175,987
2017	176,304
2018	177,264
2019	177,468
2020	178,971
2021	180,114
2022	180,994
2023	181,691
2024	181,893

## Labor Force Participation Rate Trends

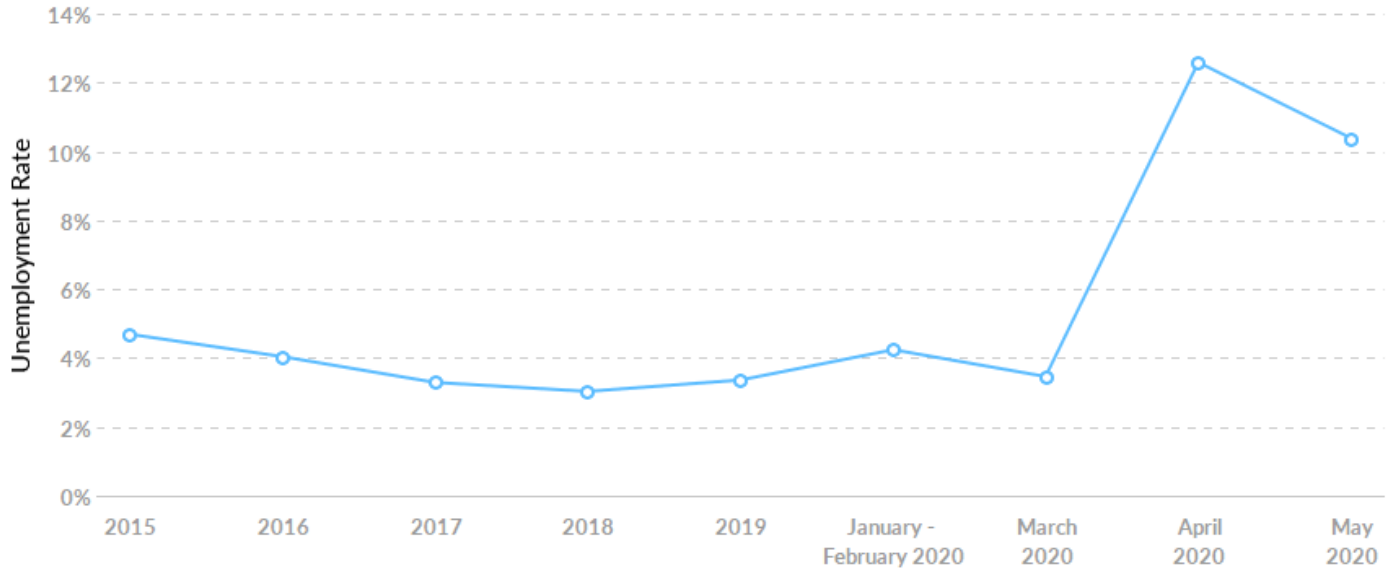


Timeframe	Labor Force Participation Rate
2015	63.36%
2016	63.56%
2017	63.73%
2018	63.28%
2019	62.87%
January - February 2020	62.73%
March 2020	62.74%
April 2020	60.35%
May 2020	61.85%



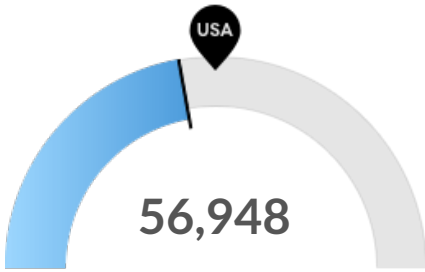
## Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 10.38%, increasing from 4.69% 5 years before.



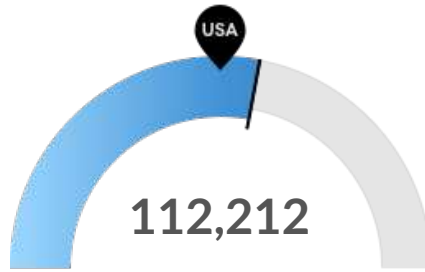
Timeframe	Unemployment Rate
2015	4.69%
2016	4.04%
2017	3.29%
2018	3.03%
2019	3.36%
January - February 2020	4.24%
March 2020	3.46%
April 2020	12.58%
May 2020	10.38%

## Population Characteristics



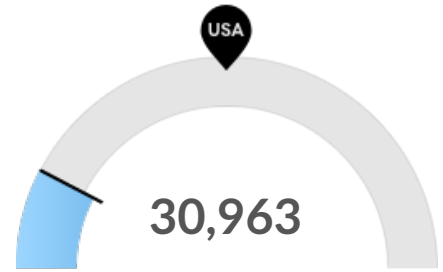
**Millennials**

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



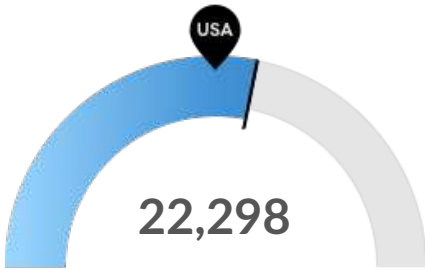
**Retiring Soon**

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.



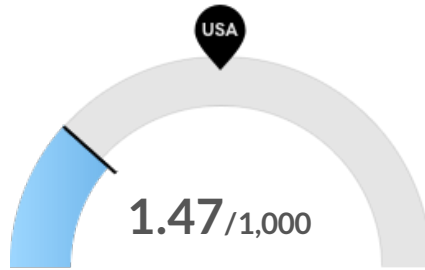
**Racial Diversity**

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.



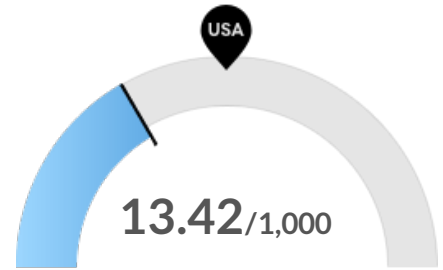
**Veterans**

Your area has 22,298 veterans. The national average for an area this size is 18,628.



**Violent Crime**

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

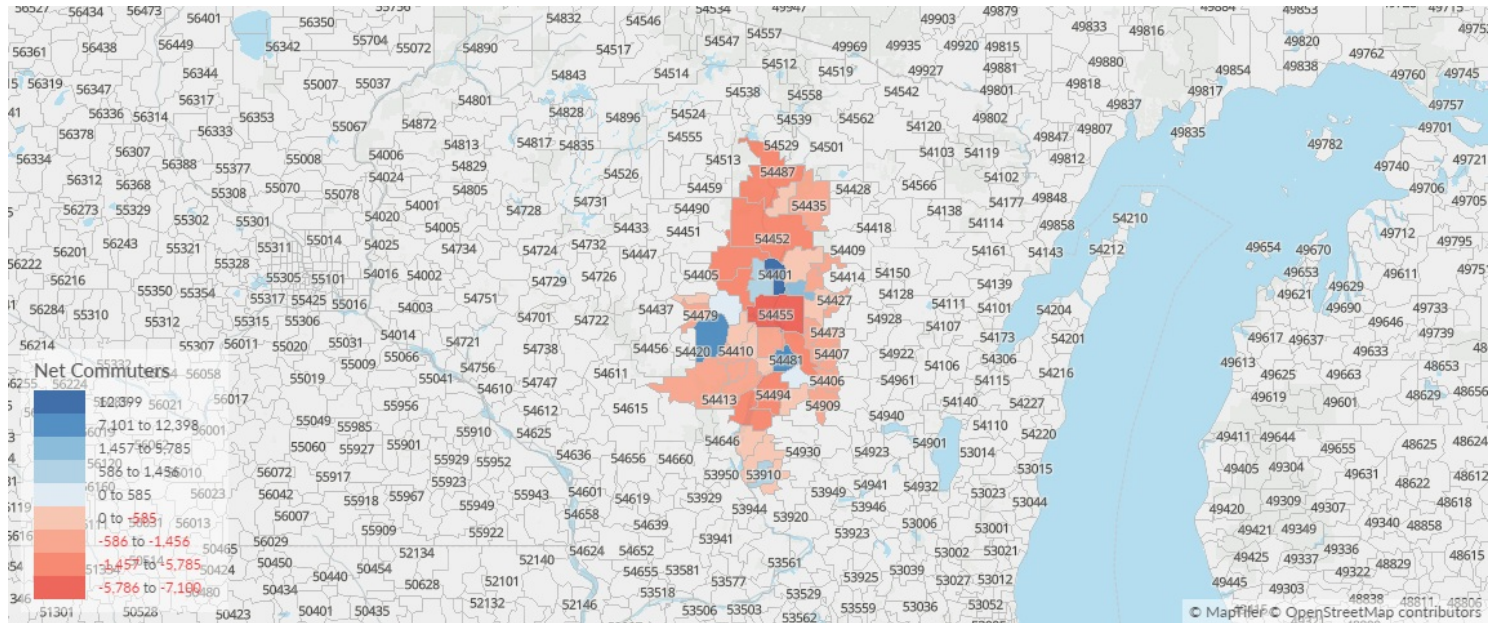


**Property Crime**

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.



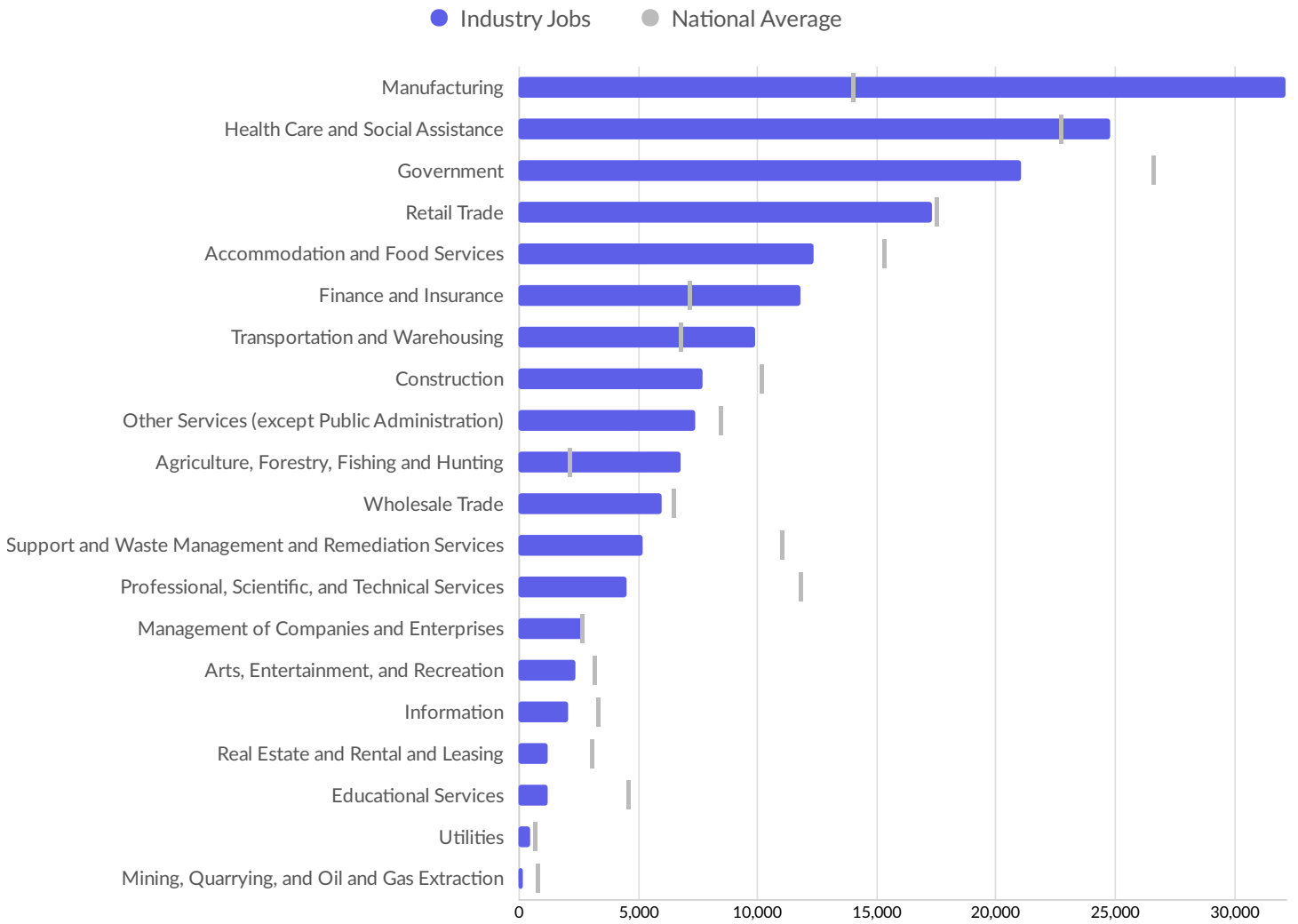
### Where Talent Works

### Where Talent Lives

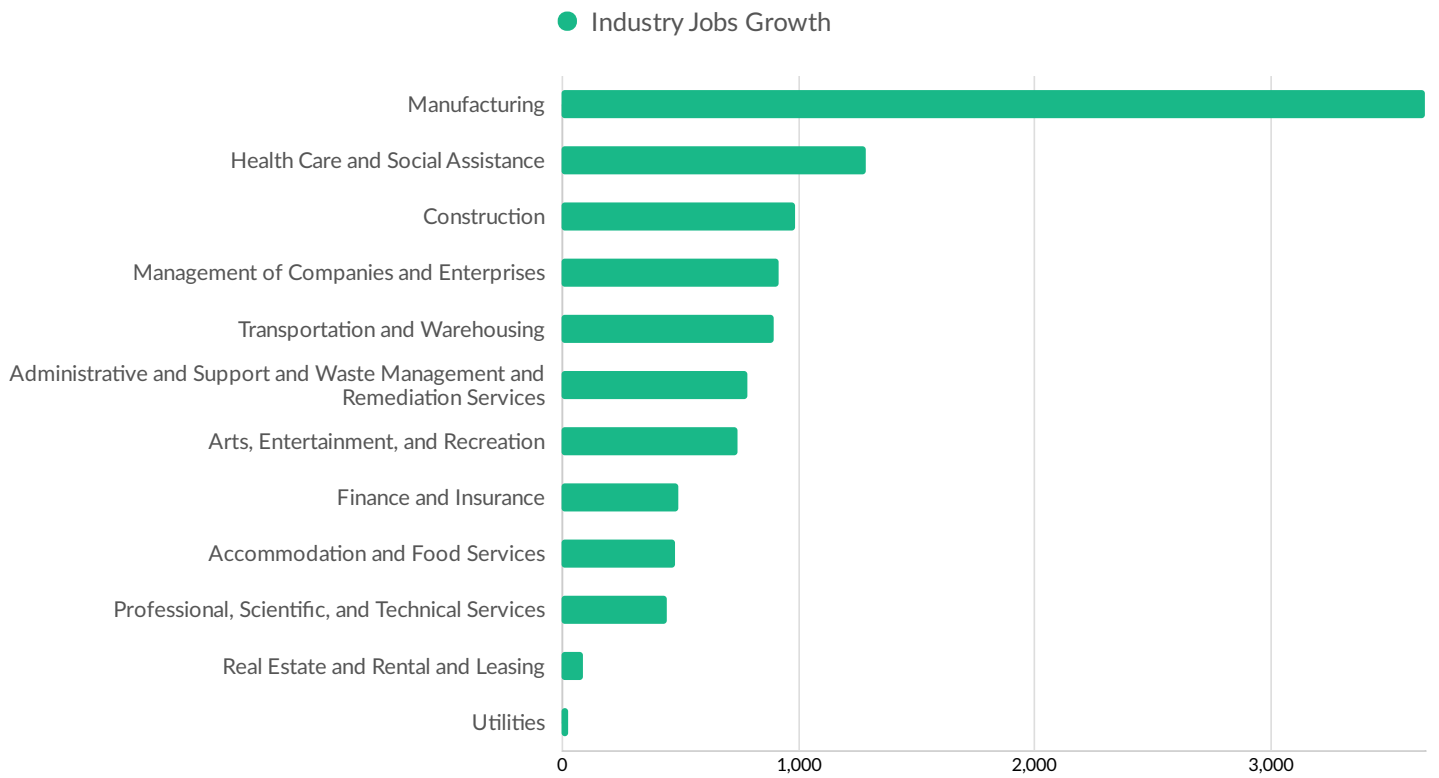
ZIP	Name	2019 Employment	ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	29,588	54401	Wausau, WI (in Marath...	17,189
54481	Stevens Point, WI (in Po...	23,233	54481	Stevens Point, WI (in Po...	15,345
54449	Marshfield, WI (in Woo...	21,050	54449	Marshfield, WI (in Woo...	13,949
54476	Schofield, WI (in Marath...	13,915	54494	Wisconsin Rapids, WI (i...	13,396
54494	Wisconsin Rapids, WI (i...	11,726	54476	Schofield, WI (in Marath...	11,649

# Industry Characteristics

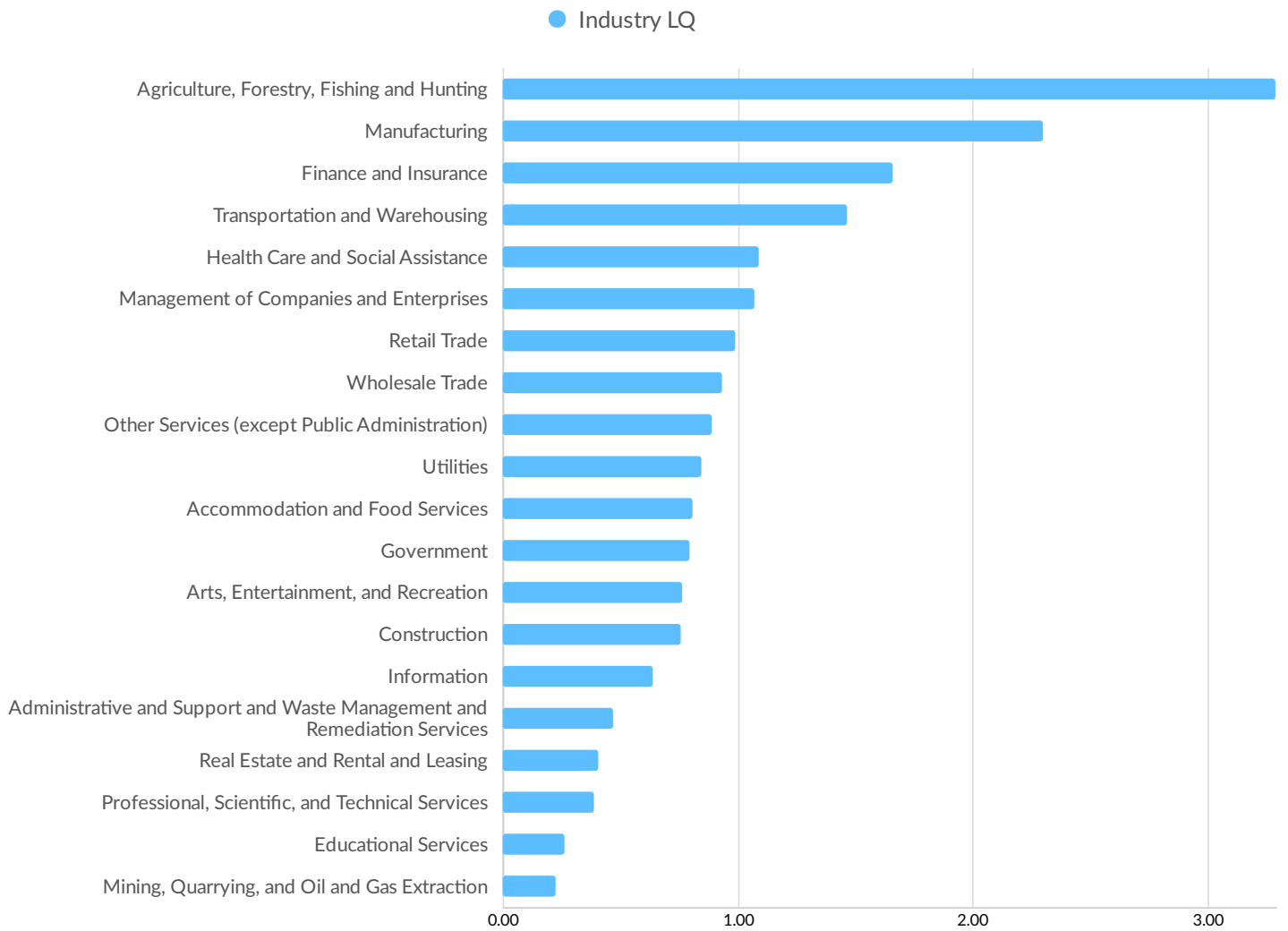
## Largest Industries



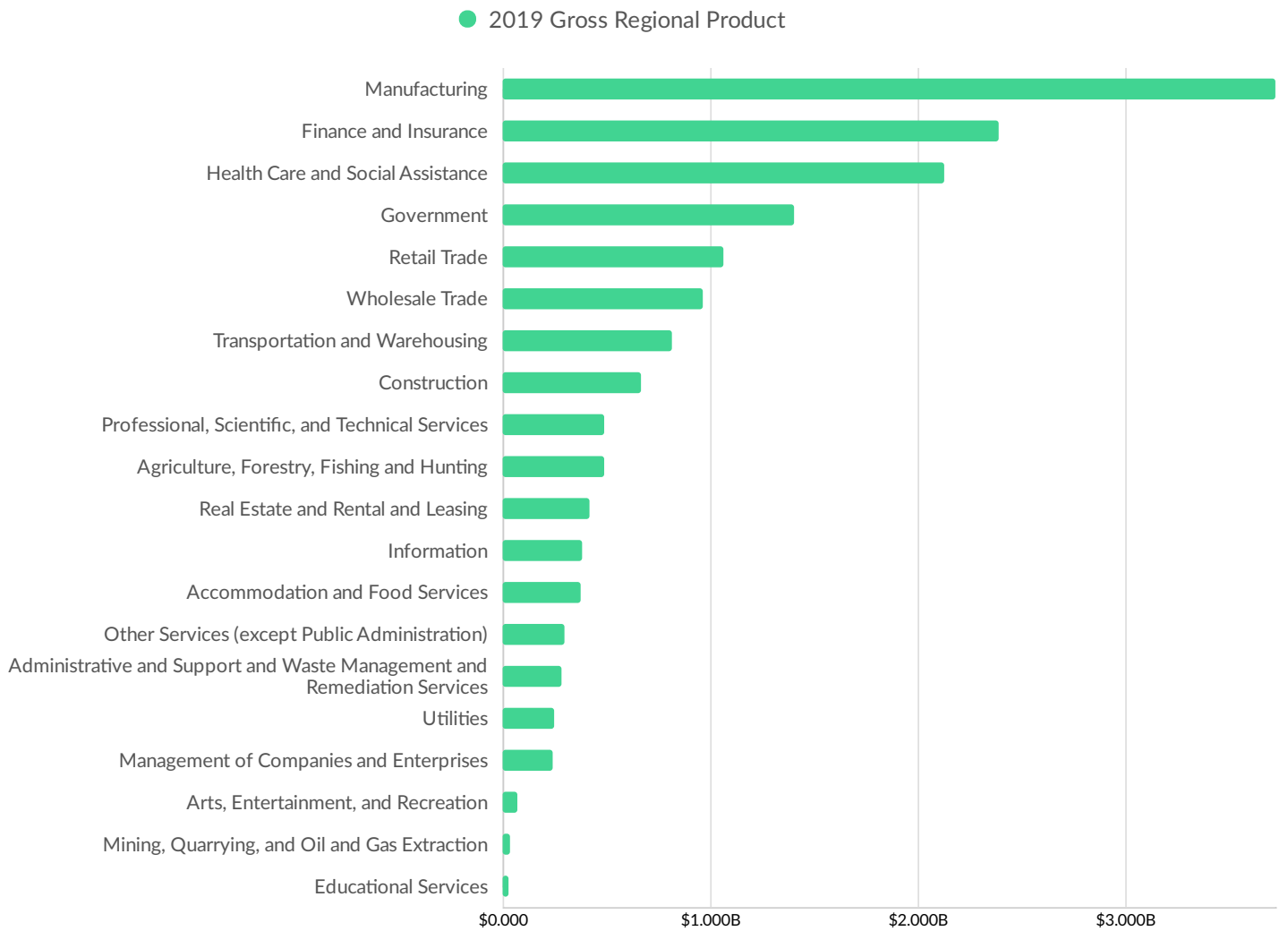
## Top Growing Industries



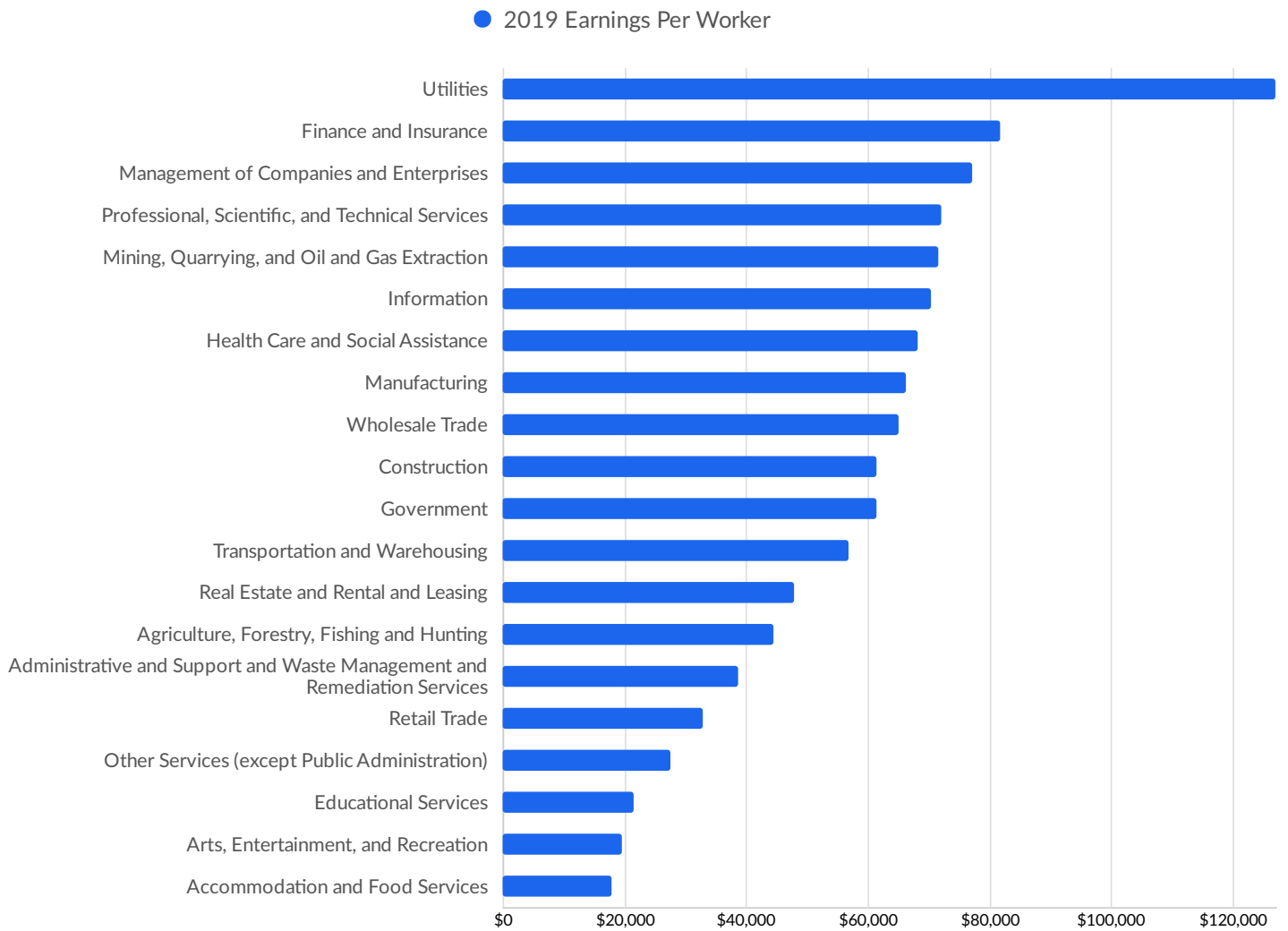
## Top Industry LQ



## Top Industry GRP

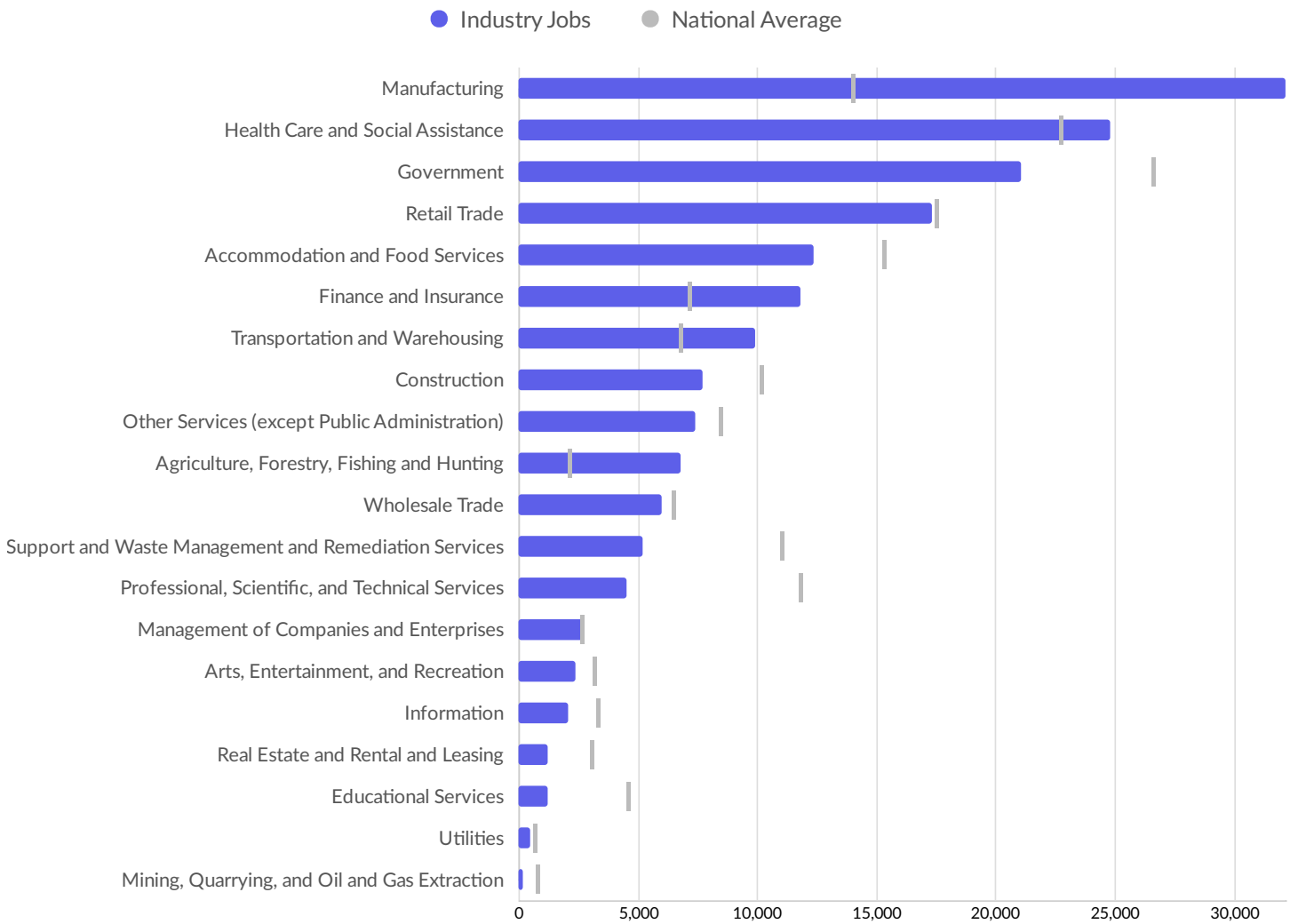


## Top Industry Earnings

























## Largest Industries



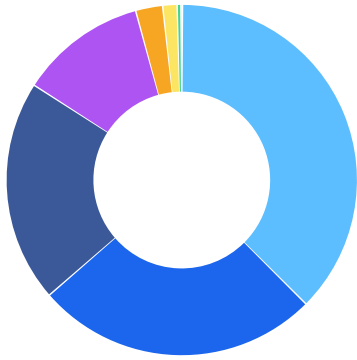
## Business Characteristics

### 22,886 Companies Employ Your Workers

Online profiles for your workers mention 22,886 companies as employers, with the top 10 appearing below. In the last 12 months, 4,000 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,728 	Marshfield Clinic	2,629 
Aspirus Wausau Hospital, Inc.	1,560 	Aspirus Wausau Hospital, Inc.	1,527 
Sentry Insurance	1,022 	Roehl Transport, Inc.	1,351 
University of Wisconsin Stevens...	875 	Platinum Supplemental Insuranc...	1,217 
Ministry Health Care, Inc.	700 	HealthCare Employment Netwo...	1,174 
Greenheck Fan Corporation	597 	Remedy Intelligent Staffing	663 
State of Wisconsin	518 	CompHealth, Inc.	602 
Liberty Mutual Insurance Comp...	490 	Ascension	498 
Wausau School District	471 	CRST International, Inc.	449 
Foot Locker, Inc.	450 	Tradesmen International, LLC	436 

## Business Size

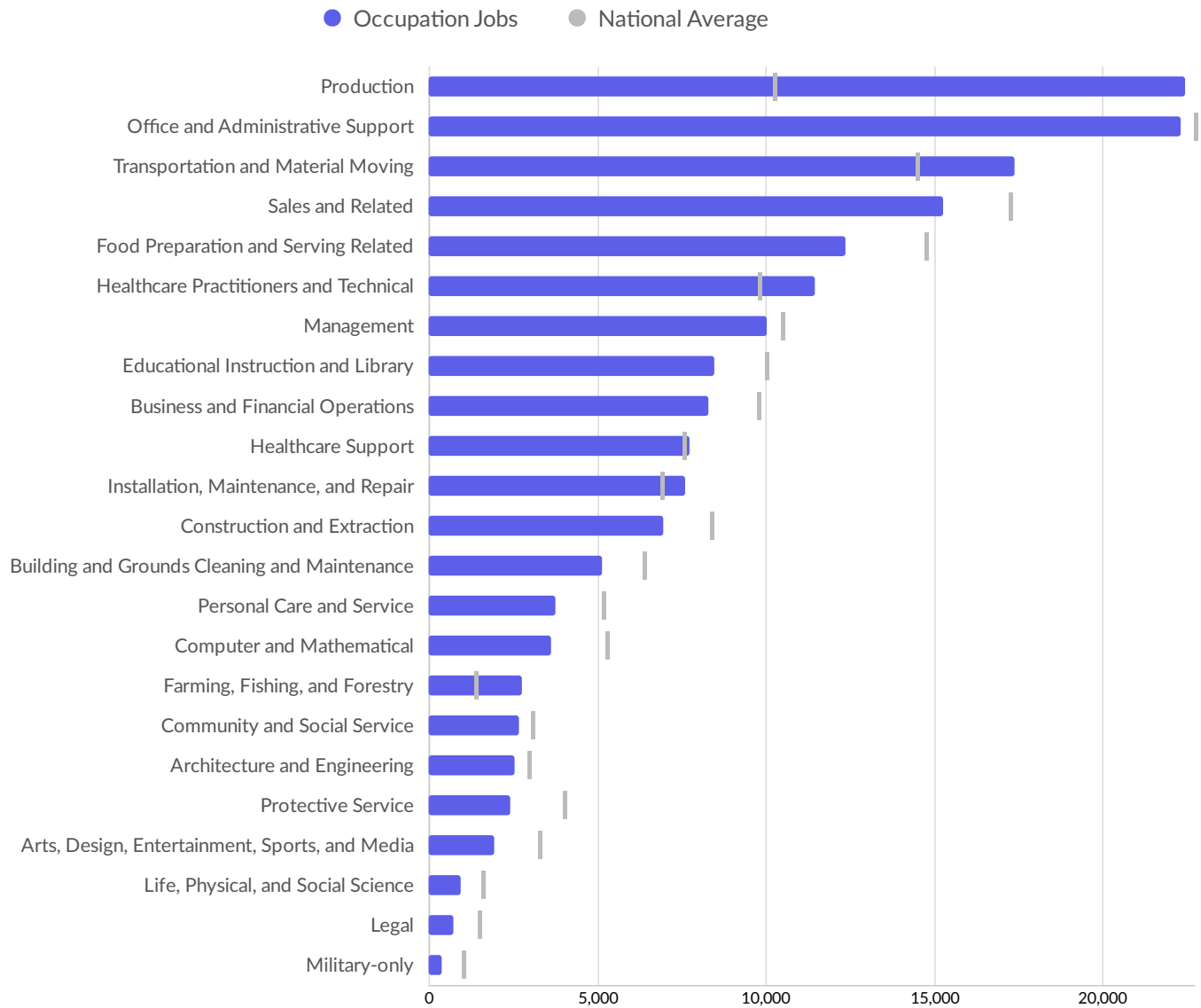


	Percentage	Business Count
1 to 4 employees	37.4%	5,150
5 to 9 employees	26.1%	3,597
10 to 19 employees	20.5%	2,818
20 to 49 employees	11.7%	1,607
50 to 99 employees	2.5%	343
100 to 249 employees	1.3%	182
250 to 499 employees	0.3%	48
500+ employees	0.1%	20

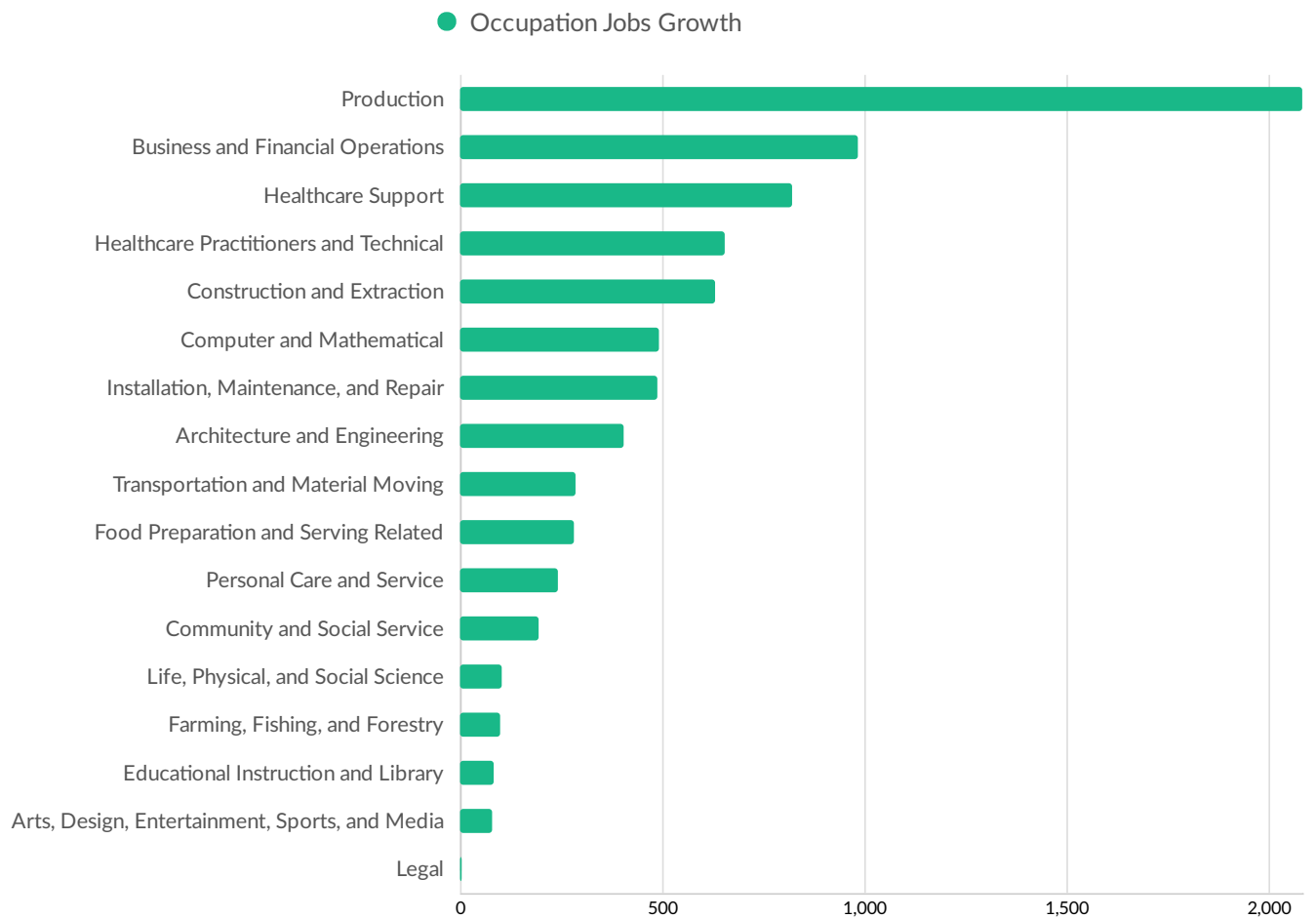
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

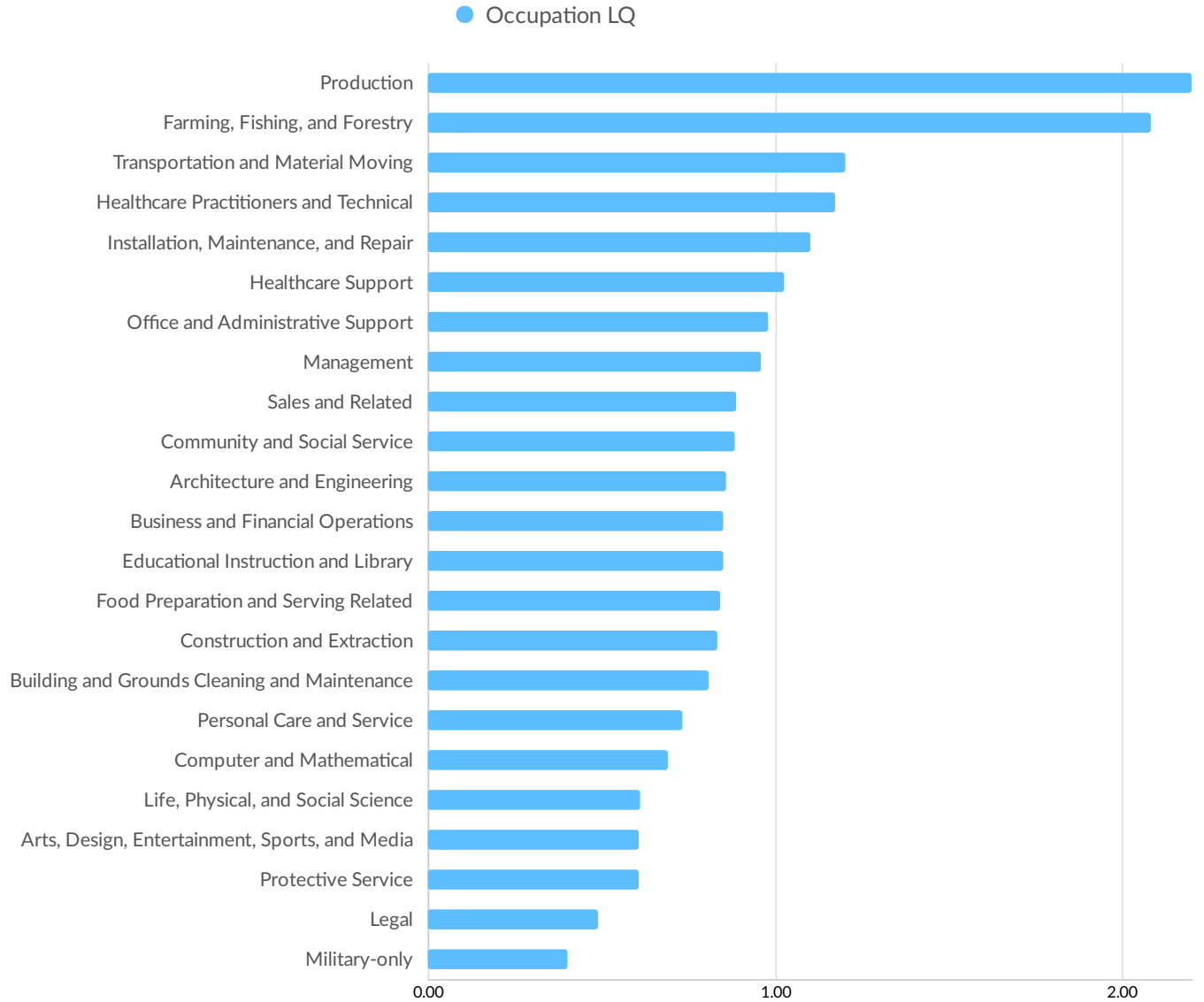
## Largest Occupations



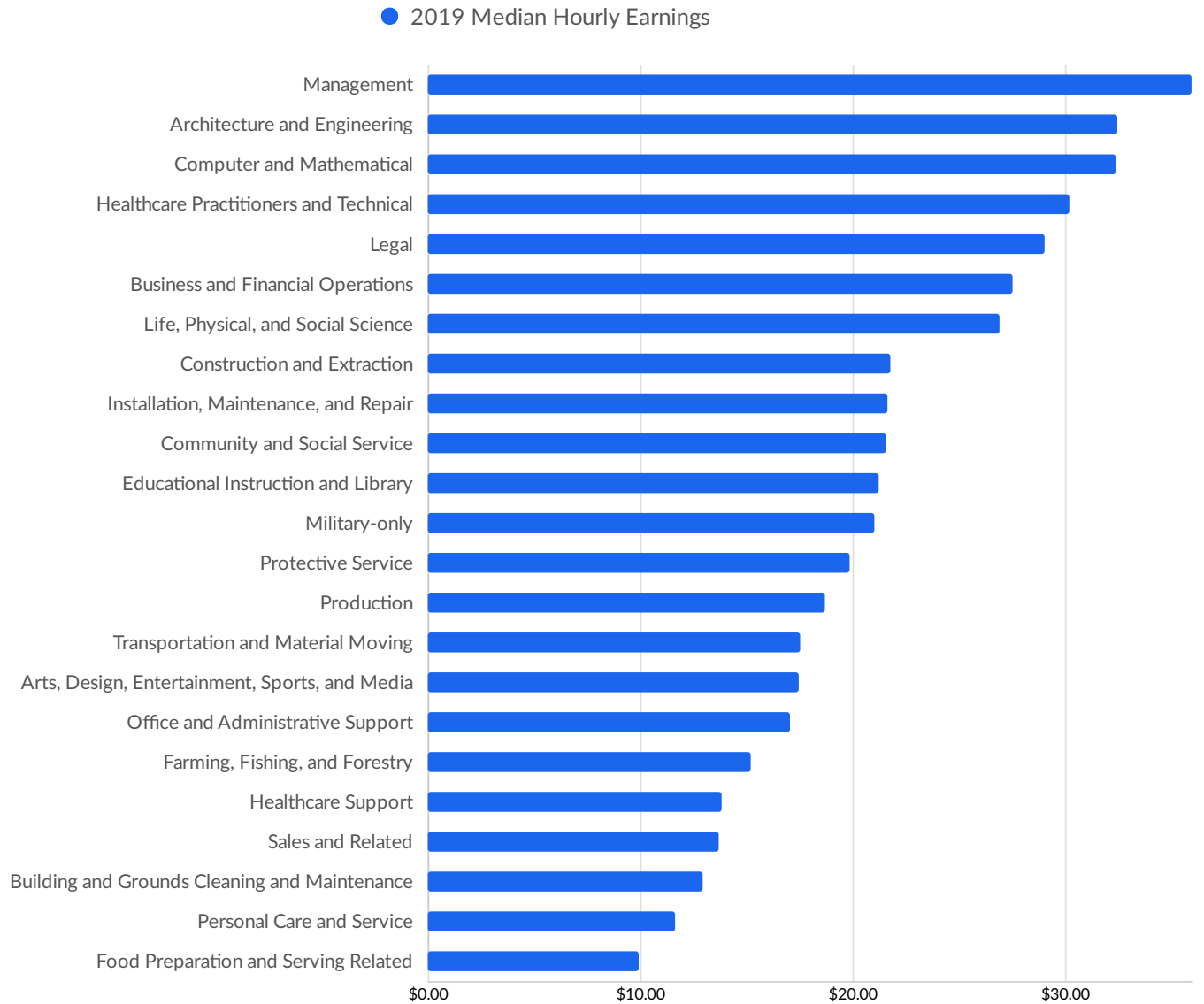
## Top Growing Occupations



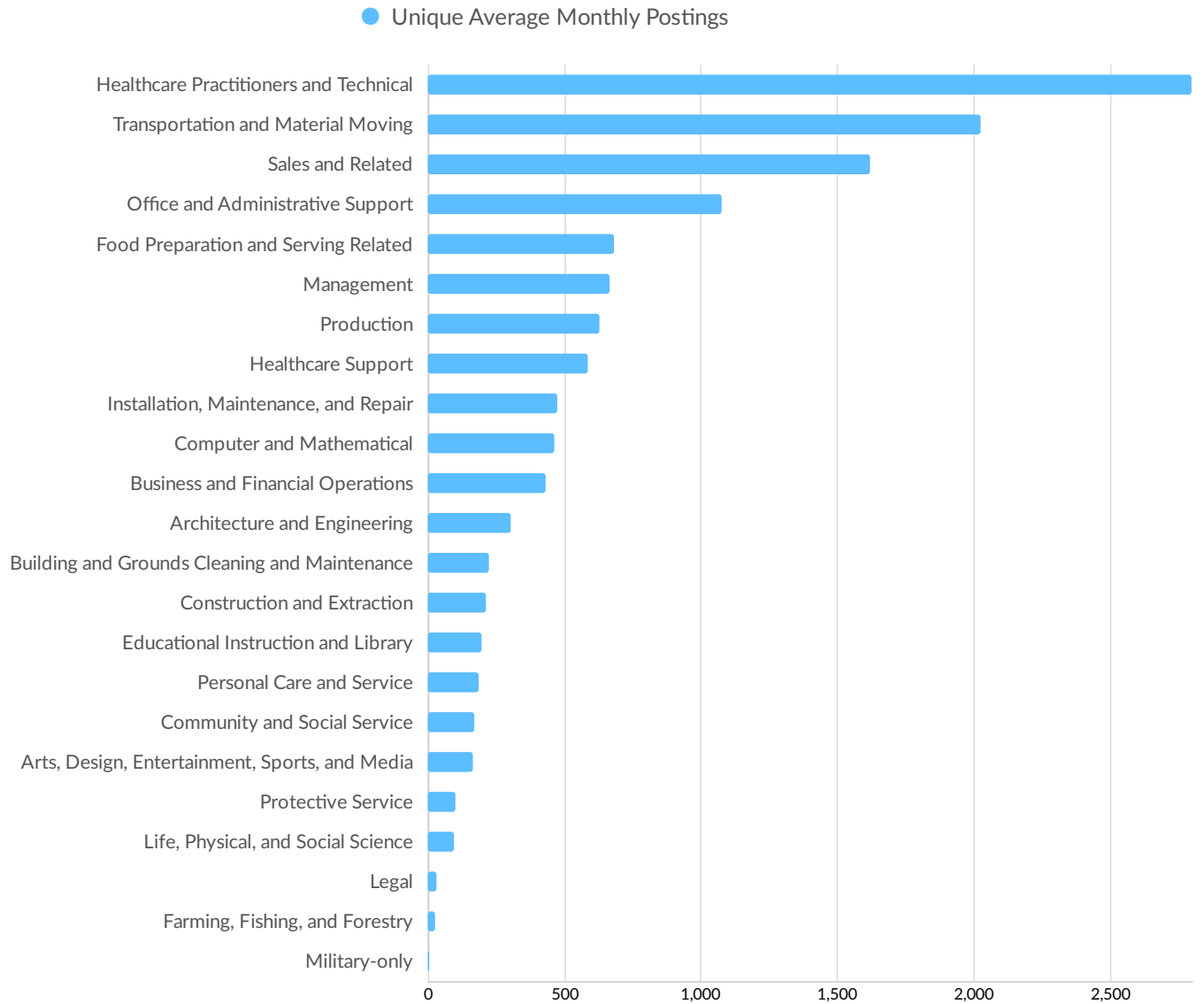
## Top Occupation LQ



## Top Occupation Earnings

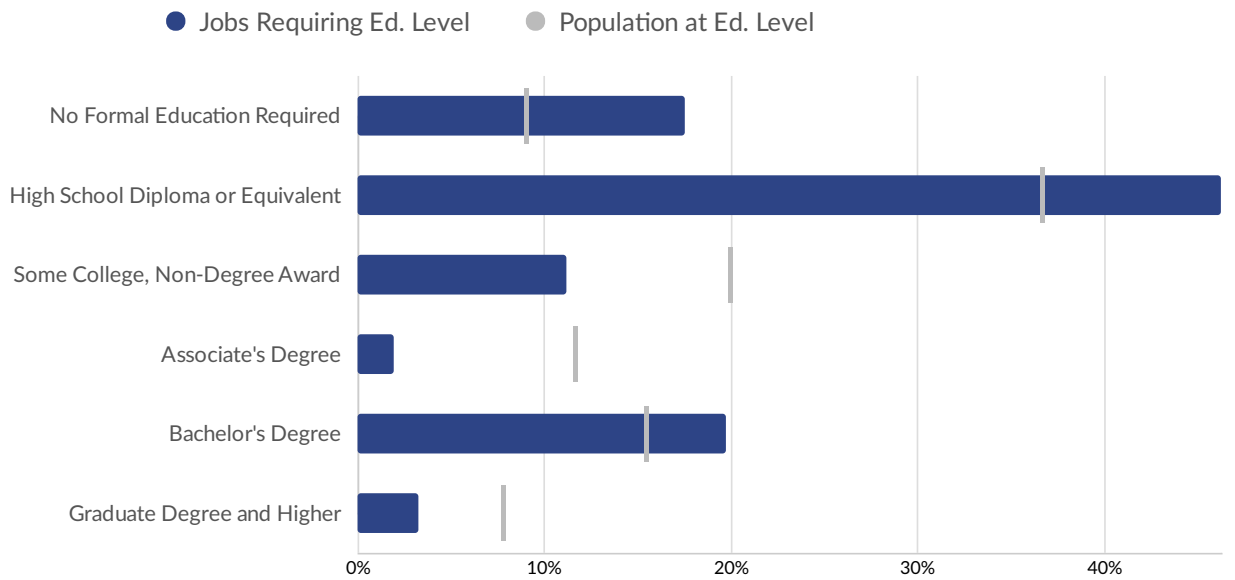


## Top Posted Occupations

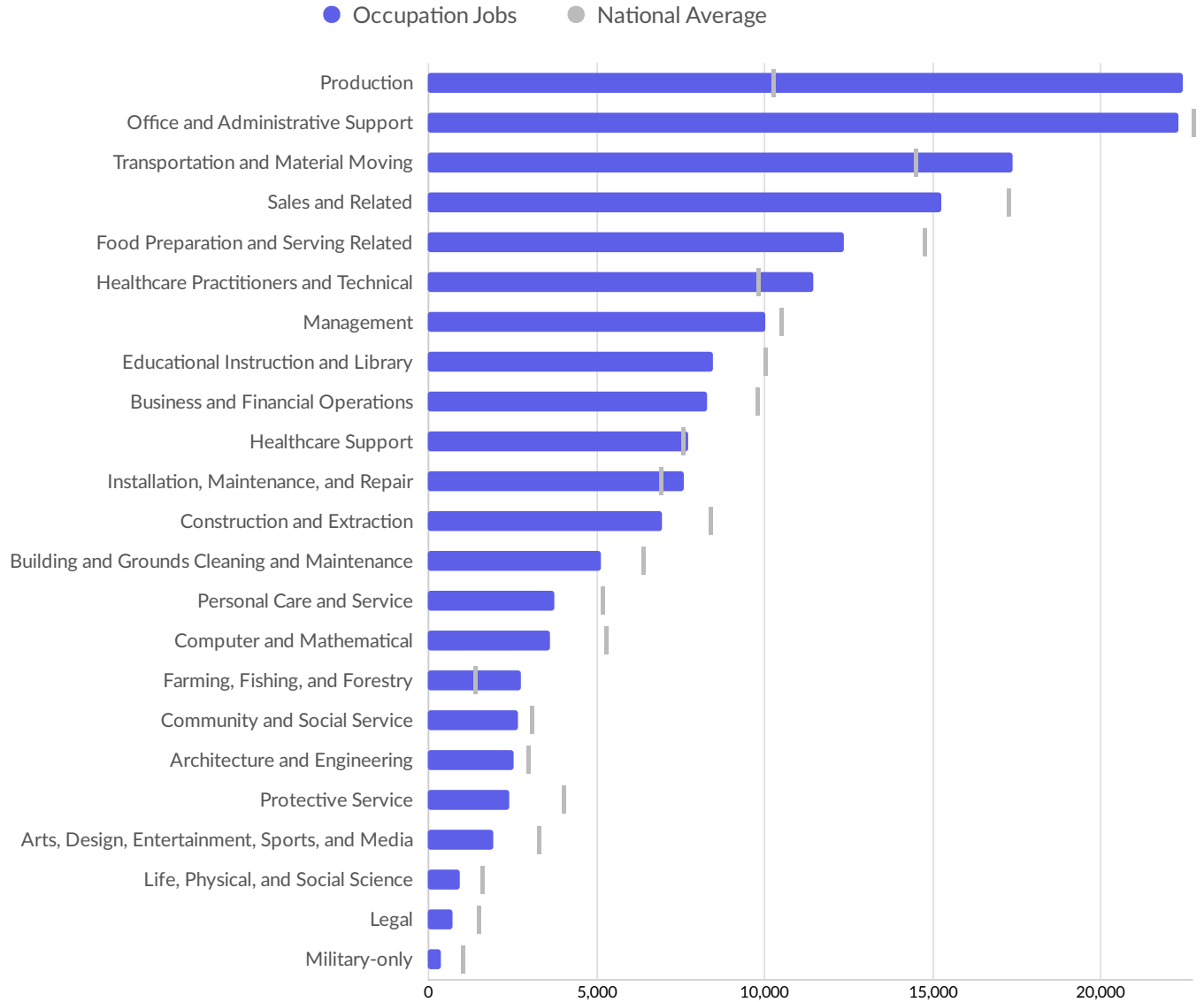




## Underemployment

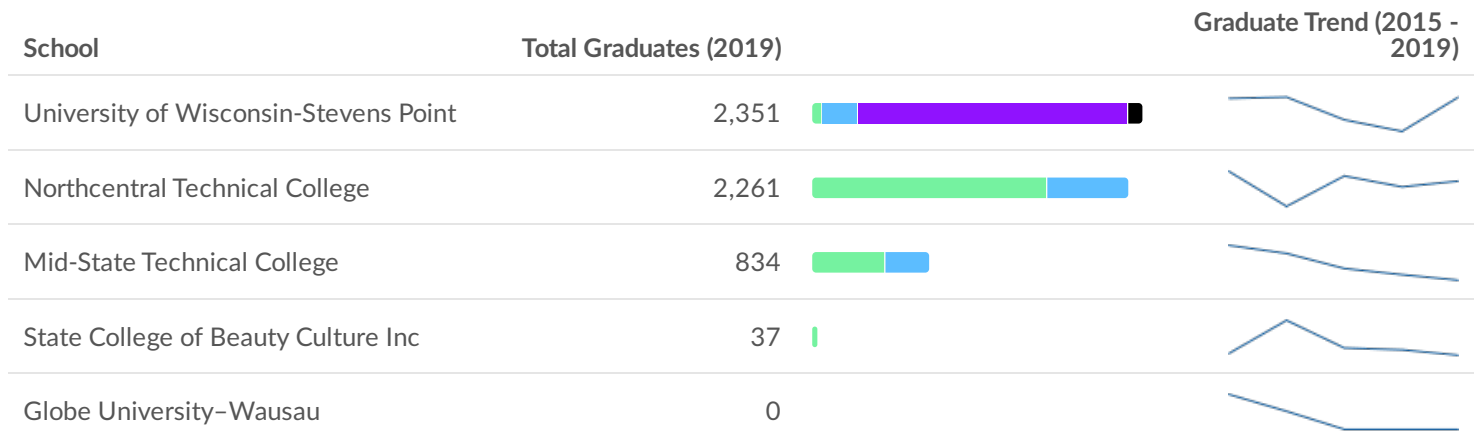


## Largest Occupations



## Educational Pipeline

In 2019, there were 5,483 graduates in Centergy. This pipeline has shrunk by 6% 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

