

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

327,271

Population (2020)

Population **grew by 192** over the last 5 years and is projected to **grow by 409** over the next 5 years.

176,579

Total Regional Employment

Jobs **grew by 2,514** over the last 5 years and are projected to **grow by 3,141** over the next 5 years.

\$56.6K

Avg. Earnings Per Job (2020)

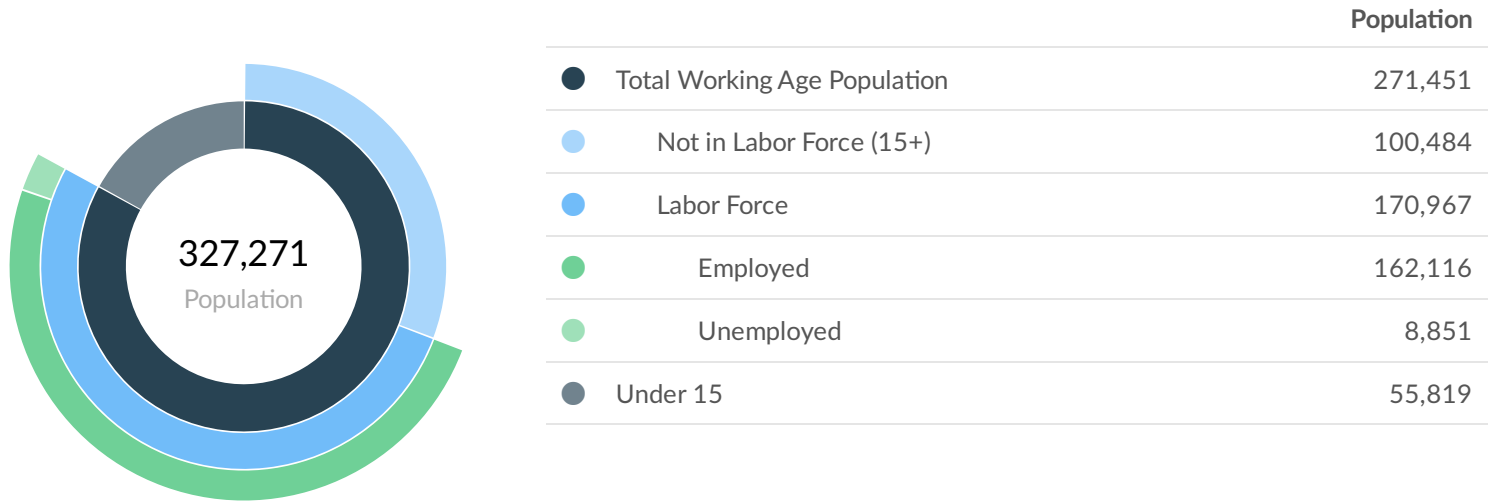
Regional average earnings per job are **\$13.1K below** the national average earnings of \$69.6K per job.

Takeaways

- As of 2020 the region's population **increased by 0.1%** since 2015, growing by 192. Population is expected to **increase by 0.1%** between 2020 and 2025, adding 409.
- From 2015 to 2020, jobs **increased by 1.4%** in Centergy from 174,065 to **176,579**. This change **fell short of the national growth rate of 6.2% by 4.8%**. As the number of jobs increased, the **labor force participation rate increased from 62.9% to 63.0% between 2015 and 2020**.
- Concerning educational attainment, **15.7% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **11.8% hold an Associate's Degree** (3.6% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

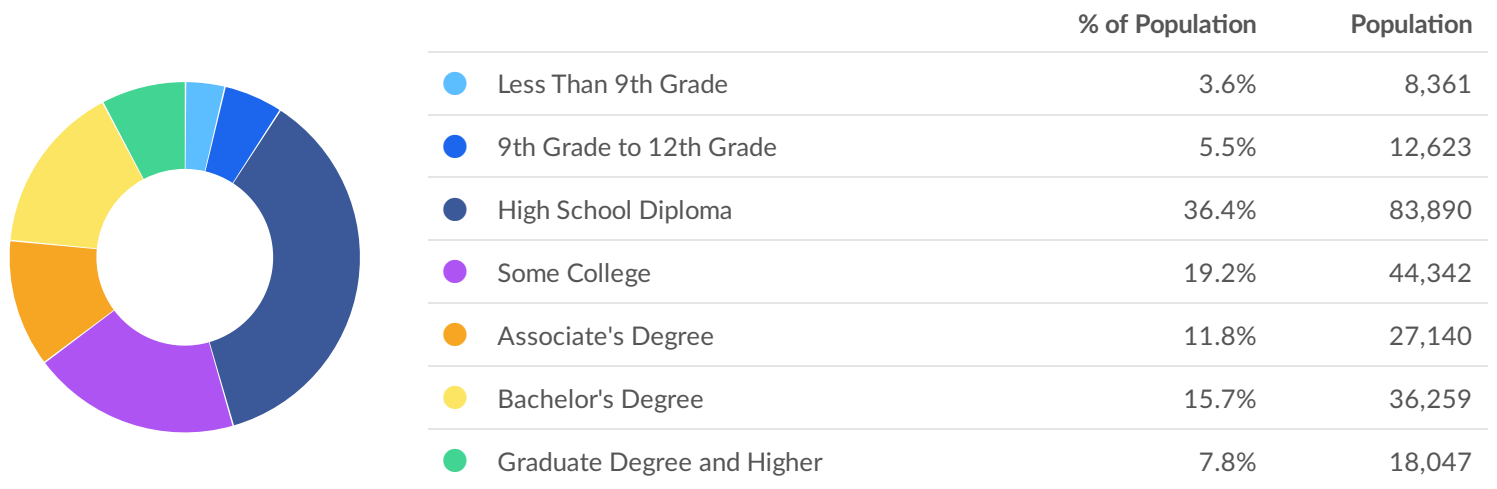
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	327,271	170,967	176,579	99.0	\$18.18B	\$23.06B	\$22.86B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

2020 Labor Force Breakdown



Educational Attainment

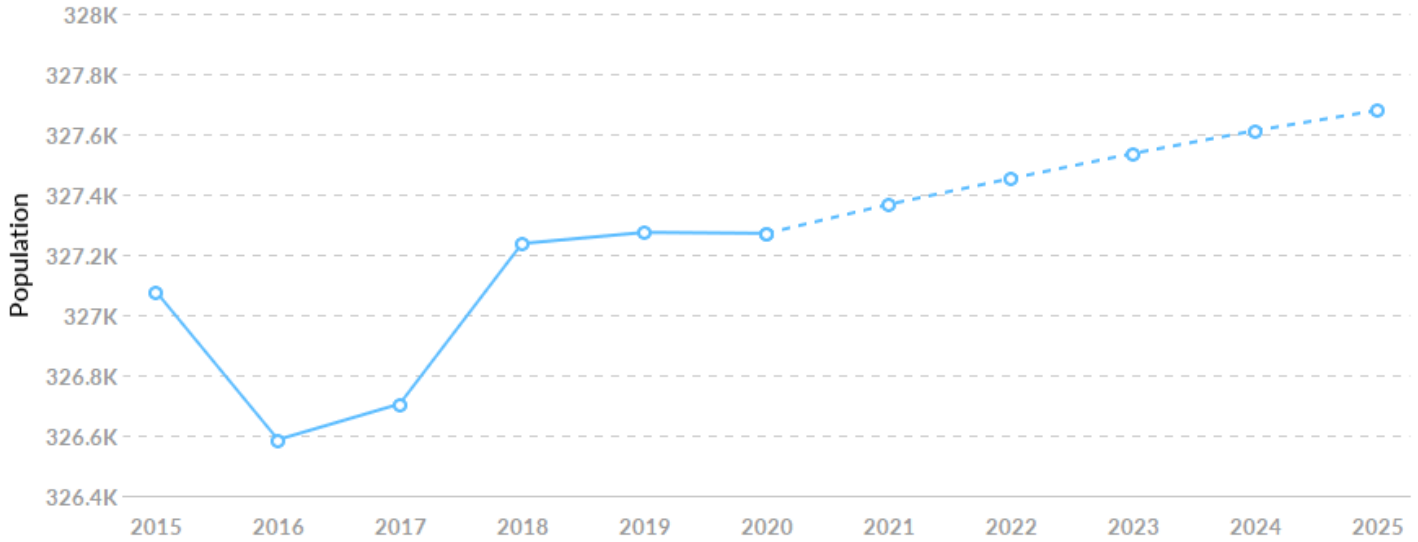
Concerning educational attainment, **15.7%** of the selected regions' residents possess a **Bachelor's Degree** (3.3% below the national average), and **11.8%** hold an **Associate's Degree** (3.6% above the national average).



Historic & Projected Trends

Population Trends

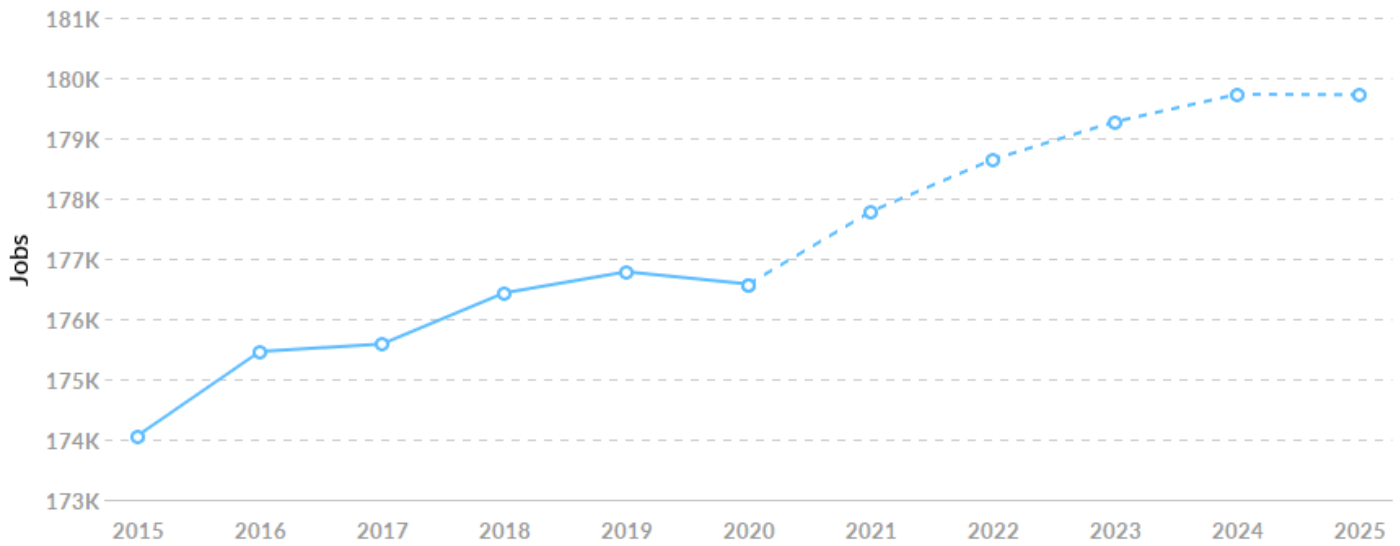
As of 2020 the region's population increased by 0.1% since 2015, growing by 192. Population is expected to increase by 0.1% between 2020 and 2025, adding 409.



Timeframe	Population
2015	327,078
2016	326,586
2017	326,705
2018	327,237
2019	327,274
2020	327,271
2021	327,367
2022	327,453
2023	327,536
2024	327,612
2025	327,679

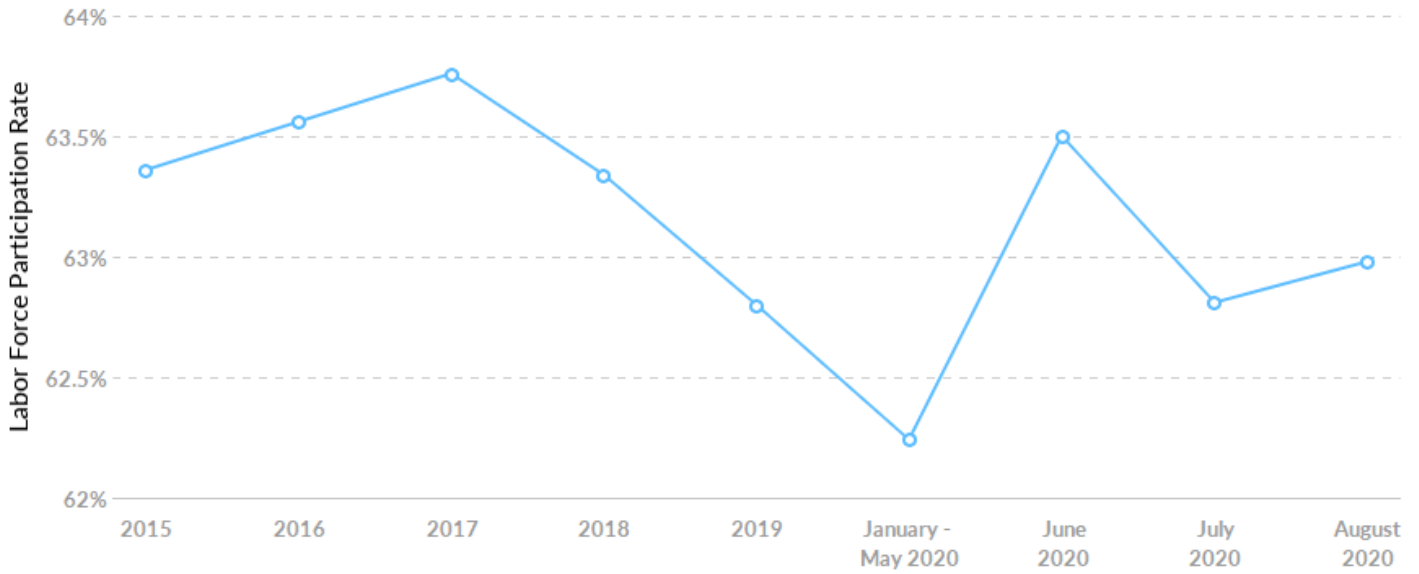
Job Trends

From 2015 to 2020, jobs increased by 1.4% in Centergy from 174,065 to 176,579. This change fell short of the national growth rate of 6.2% by 4.8%.



Timeframe	Jobs
2015	174,065
2016	175,460
2017	175,584
2018	176,432
2019	176,783
2020	176,579
2021	177,782
2022	178,648
2023	179,273
2024	179,728
2025	179,720

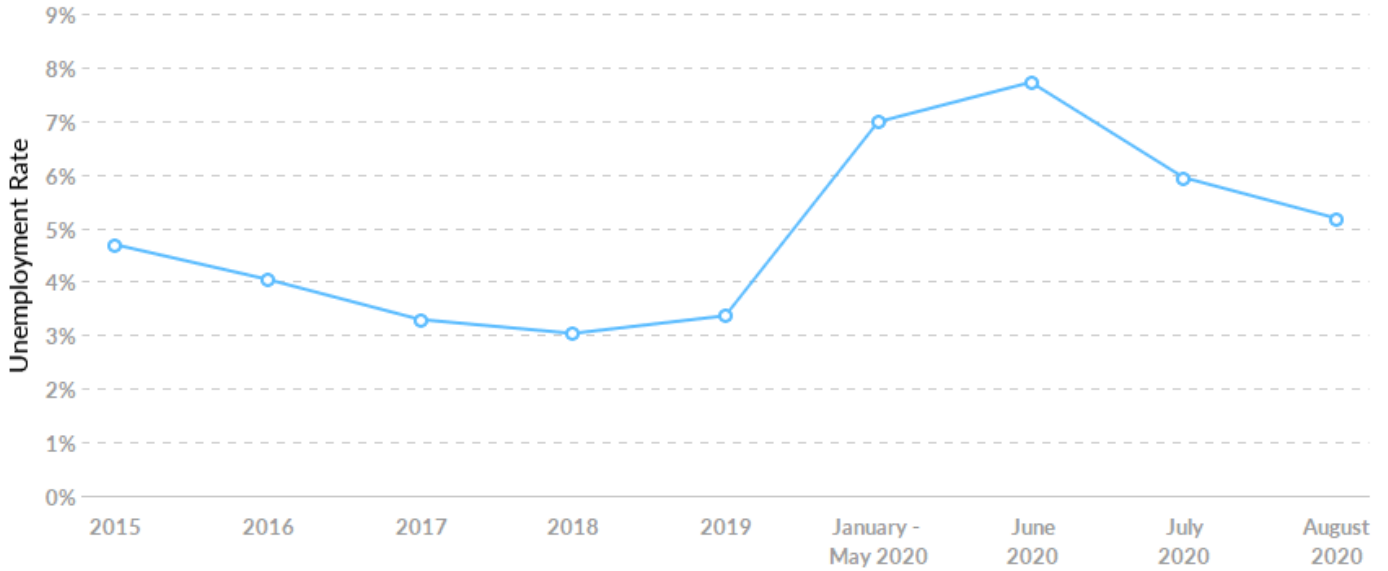
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	63.36%
2016	63.56%
2017	63.76%
2018	63.34%
2019	62.80%
January - May 2020	62.24%
June 2020	63.50%
July 2020	62.81%
August 2020	62.98%

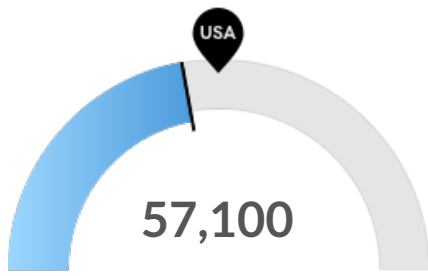
Unemployment Rate Trends

Your areas had an August 2020 unemployment rate of 5.18%, increasing from 4.69% 5 years before.



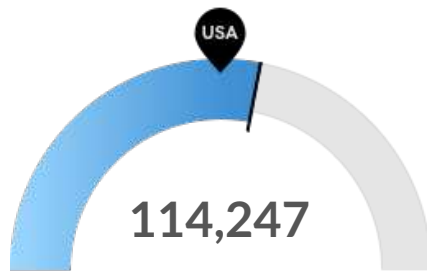
Timeframe	Unemployment Rate
2015	4.69%
2016	4.04%
2017	3.29%
2018	3.03%
2019	3.36%
January - May 2020	6.98%
June 2020	7.72%
July 2020	5.94%
August 2020	5.18%

Population Characteristics



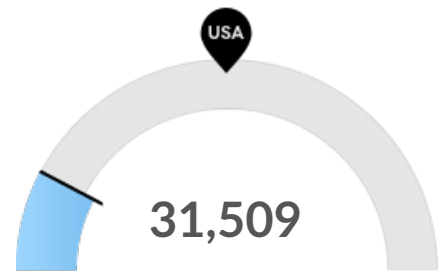
Millennials

Your area has 57,100 millennials (ages 25-39). The national average for an area this size is 67,479.



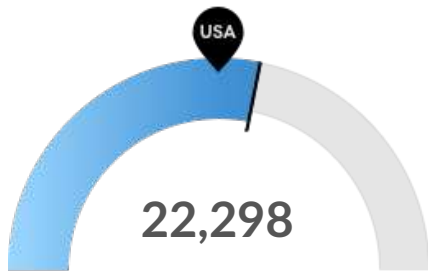
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 96,223 people 55 or older, while there are 114,247 here.



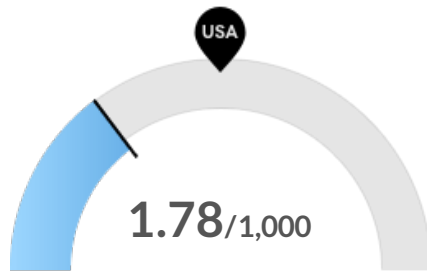
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 130,544 racially diverse people, while there are 31,509 here.



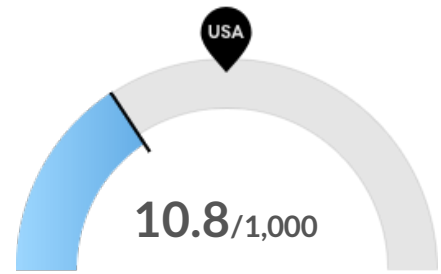
Veterans

Your area has 22,298 veterans. The national average for an area this size is 18,643.



Violent Crime

Your area has 1.78 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

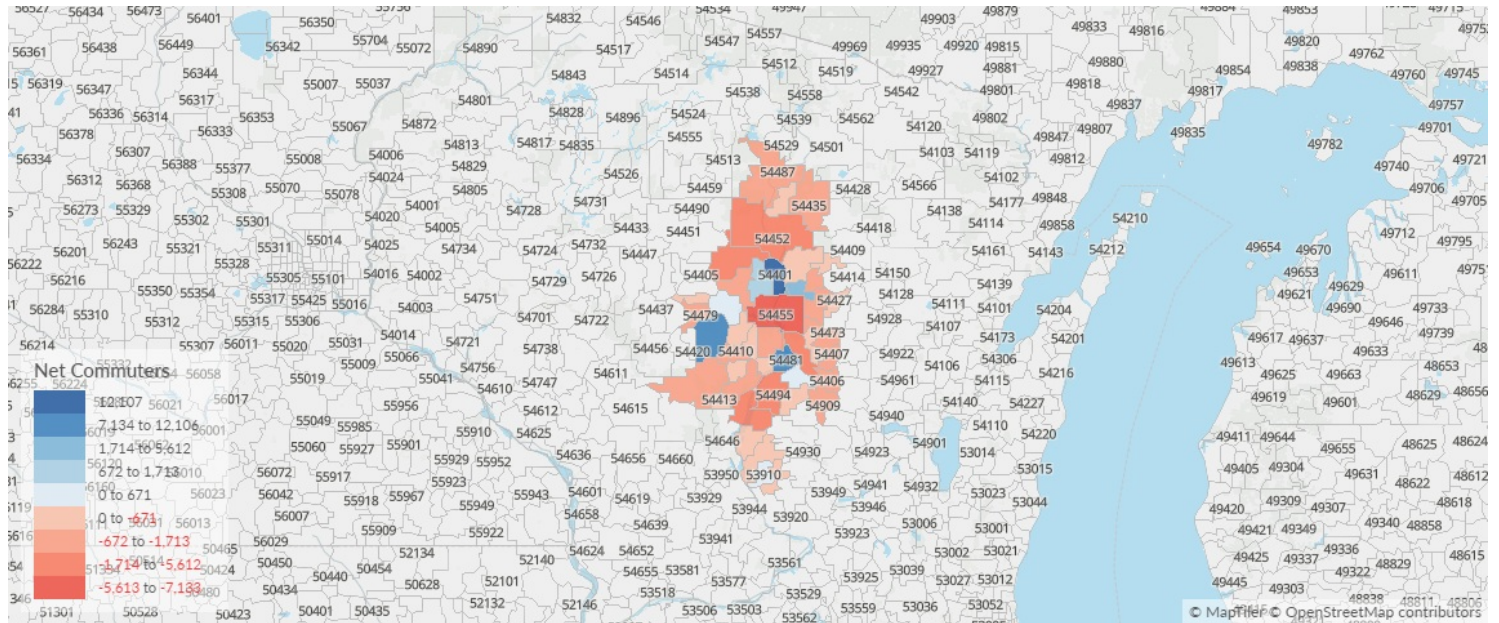


Property Crime

Your area has 10.8 property crimes per 1,000 people. The national rate is 19.79 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.



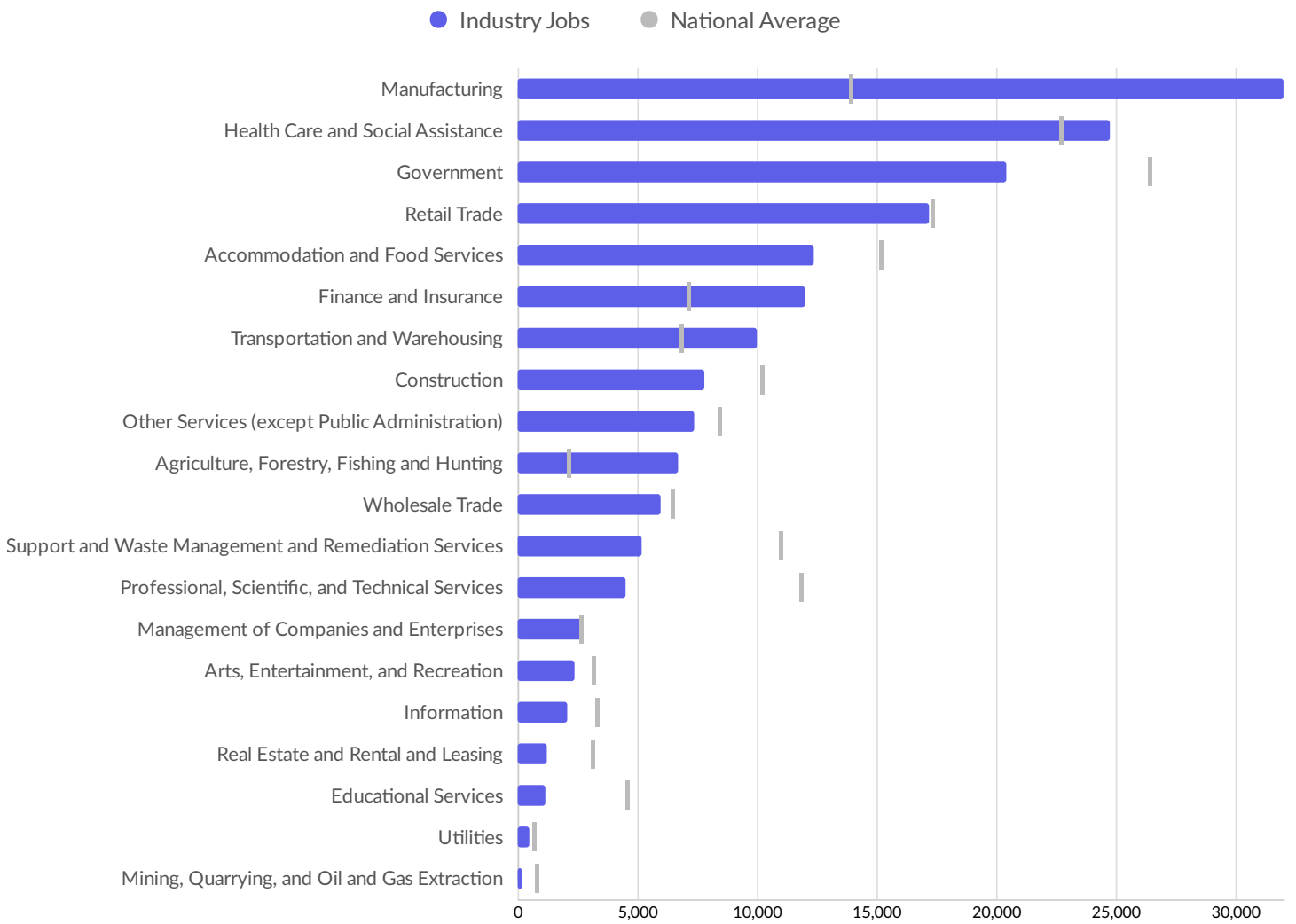
Where Talent Works

Where Talent Lives

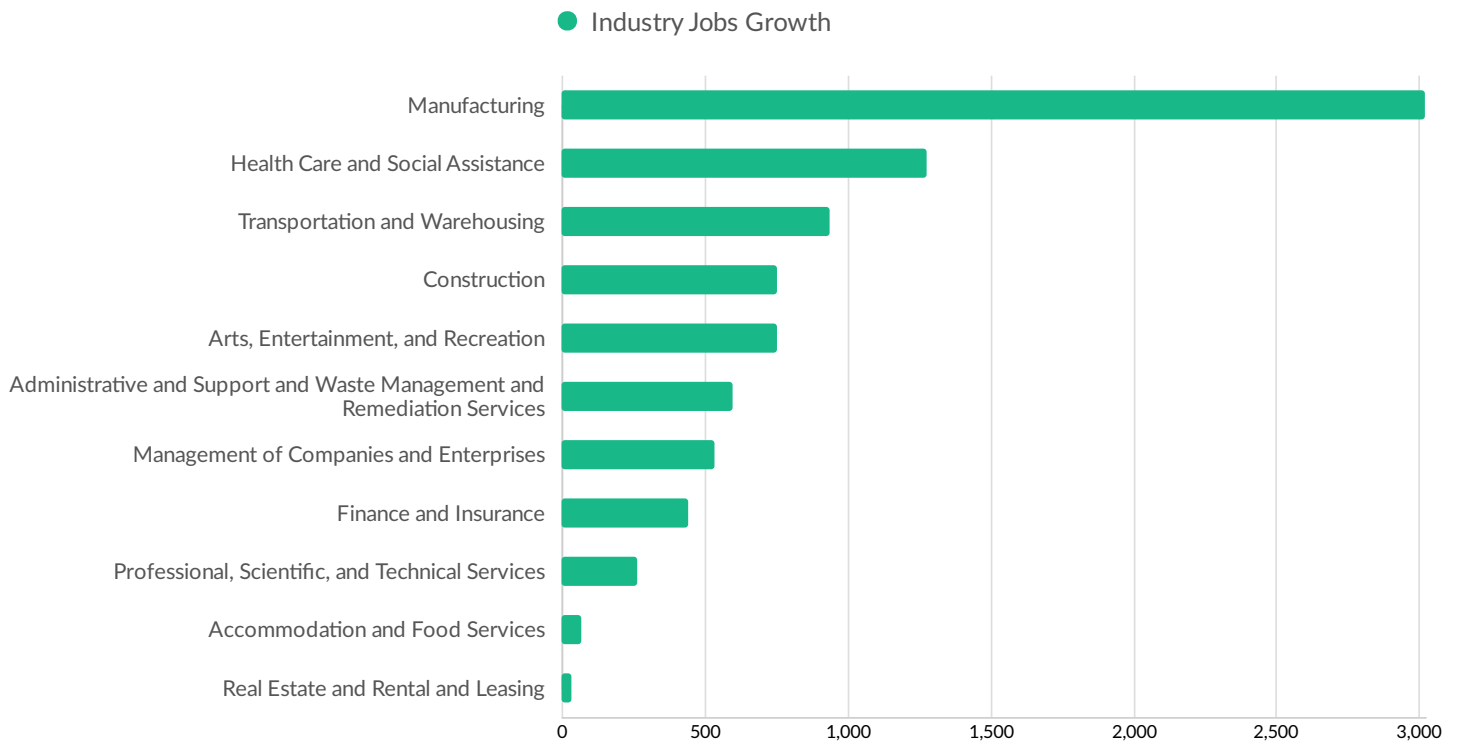
ZIP	Name	2020 Employment	ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	29,263	54401	Wausau, WI (in Marath...	17,156
54481	Stevens Point, WI (in Po...	22,837	54481	Stevens Point, WI (in Po...	15,123
54449	Marshfield, WI (in Woo...	21,003	54449	Marshfield, WI (in Woo...	13,869
54476	Schofield, WI (in Marath...	14,442	54494	Wisconsin Rapids, WI (i...	13,216
54494	Wisconsin Rapids, WI (i...	11,169	54476	Schofield, WI (in Marath...	11,803

Industry Characteristics

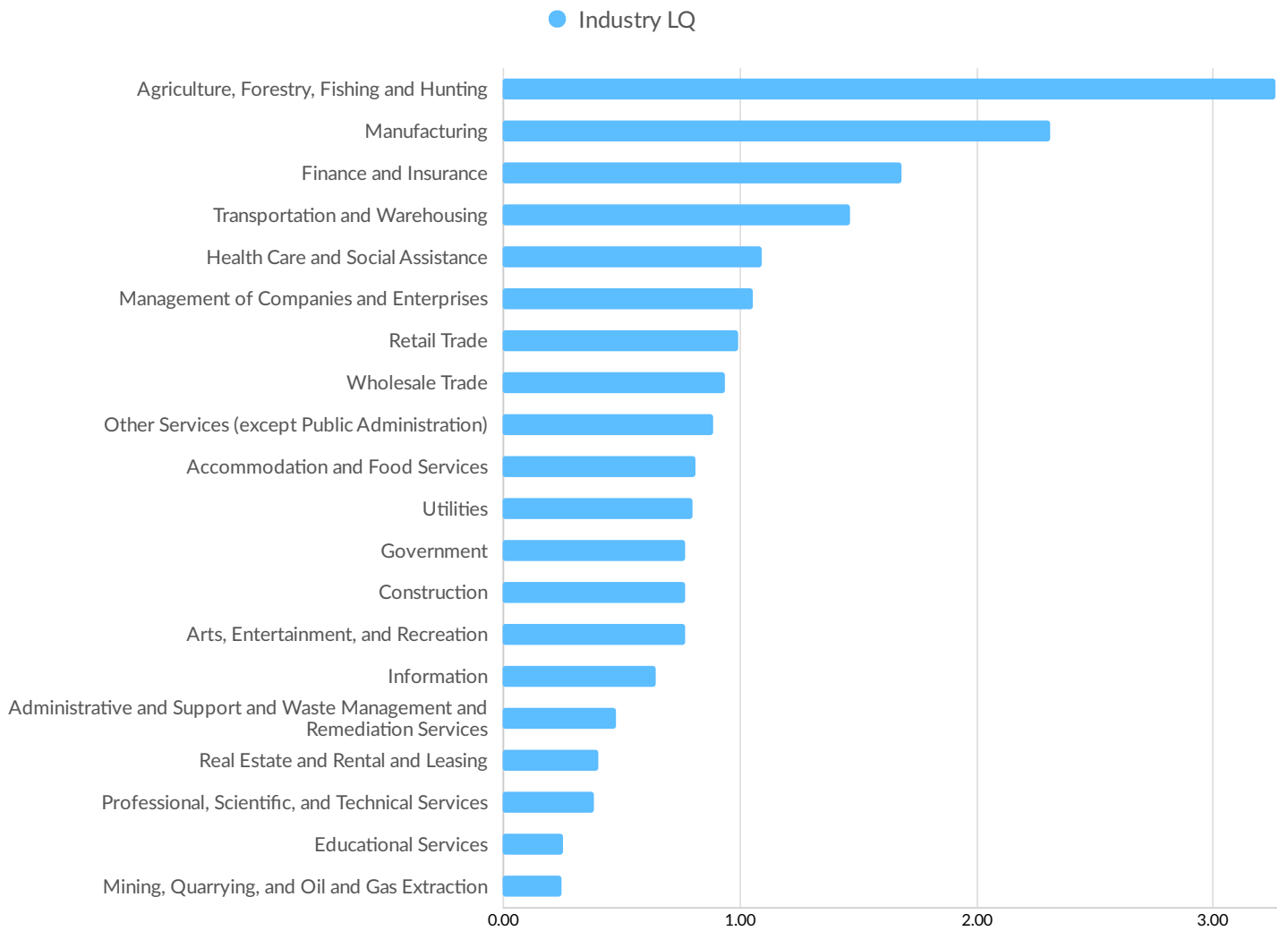
Largest Industries



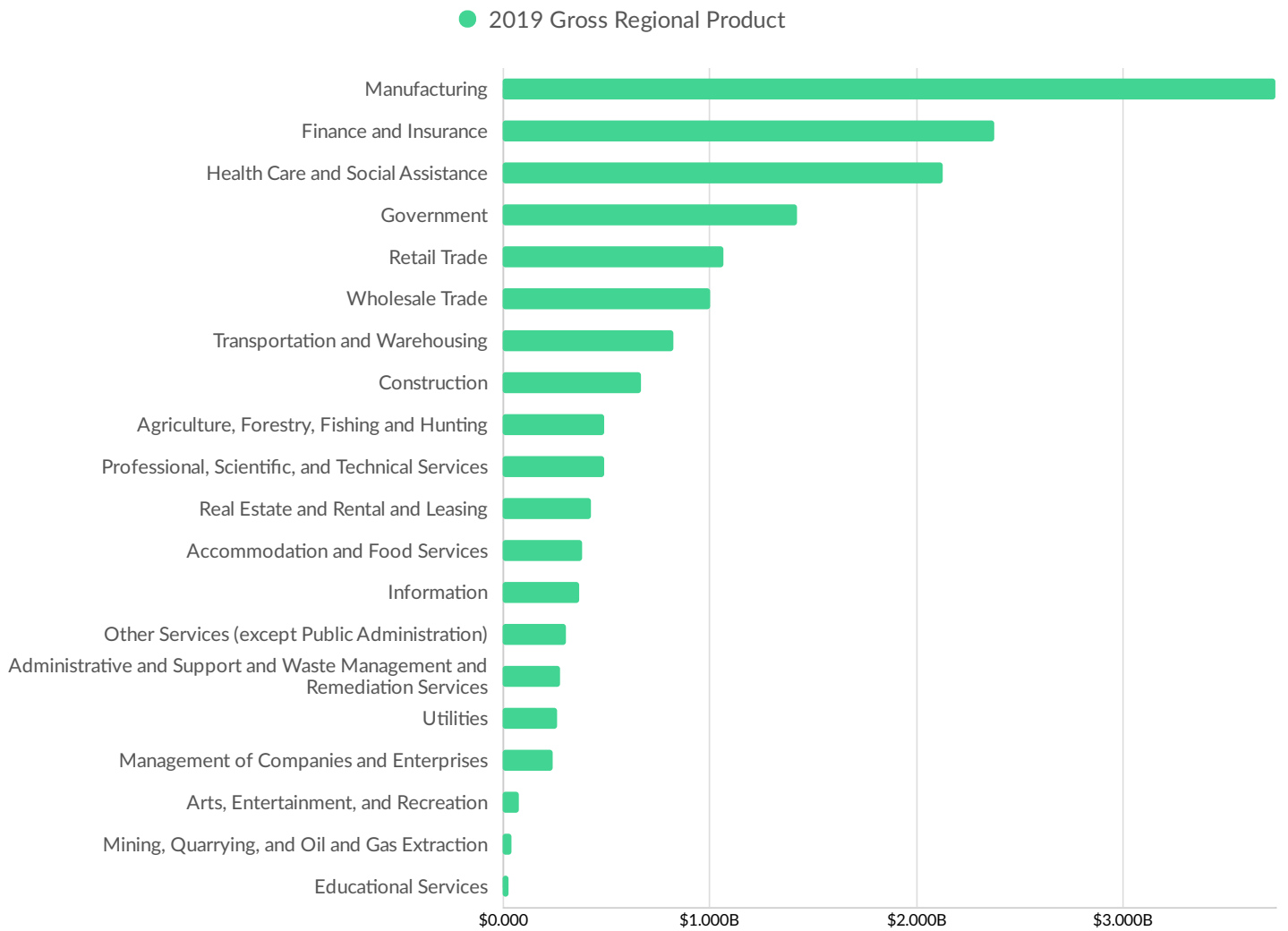
Top Growing Industries



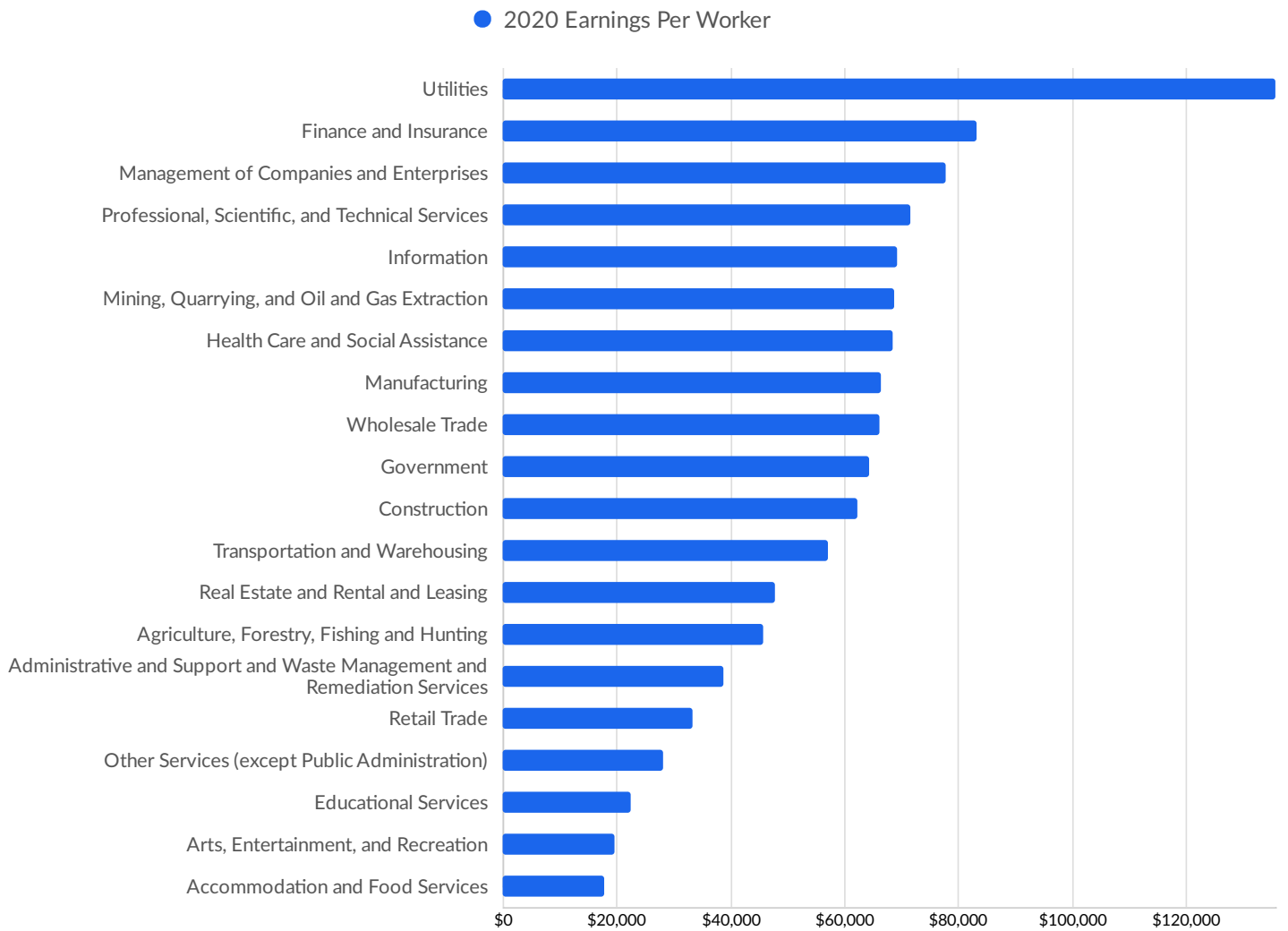
Top Industry LQ



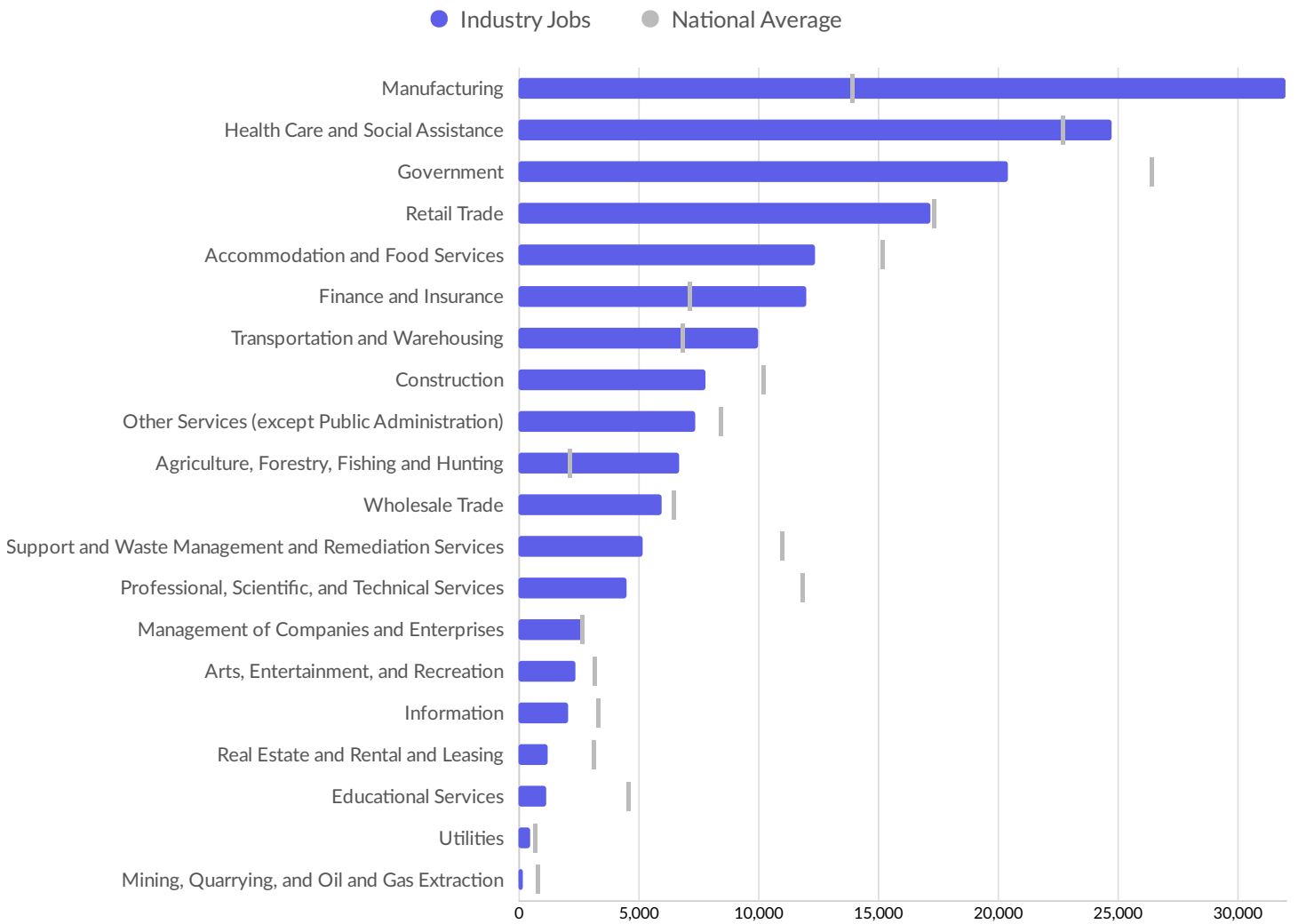
Top Industry GRP



Top Industry Earnings






















Largest Industries



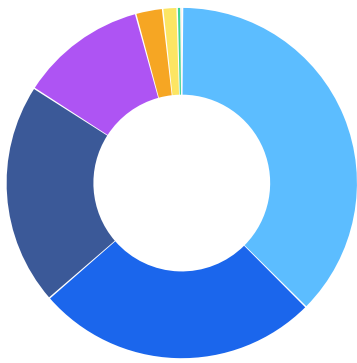
Business Characteristics

22,162 Companies Employ Your Workers

Online profiles for your workers mention 22,162 companies as employers, with the top 10 appearing below. In the last 12 months, 3,963 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,722 	Marshfield Clinic	2,456 
Aspirus Wausau Hospital, Inc.	1,538 	Aspirus Wausau Hospital, Inc.	1,473 
Sentry Insurance	1,026 	Roehl Transport, Inc.	1,284 
University of Wisconsin Stevens...	866 	Platinum Supplemental Insuranc...	986 
Ministry Health Care, Inc.	698 	Remedy Intelligent Staffing	567 
Greenheck Fan Corporation	590 	CompHealth, Inc.	551 
State of Wisconsin	520 	Ascension	442 
Liberty Mutual Insurance Comp...	495 	U.S. Xpress, Inc.	412 
Wausau School District	475 	CRST International, Inc.	407 
Foot Locker, Inc.	453 	The Kroger Co	374 

Business Size

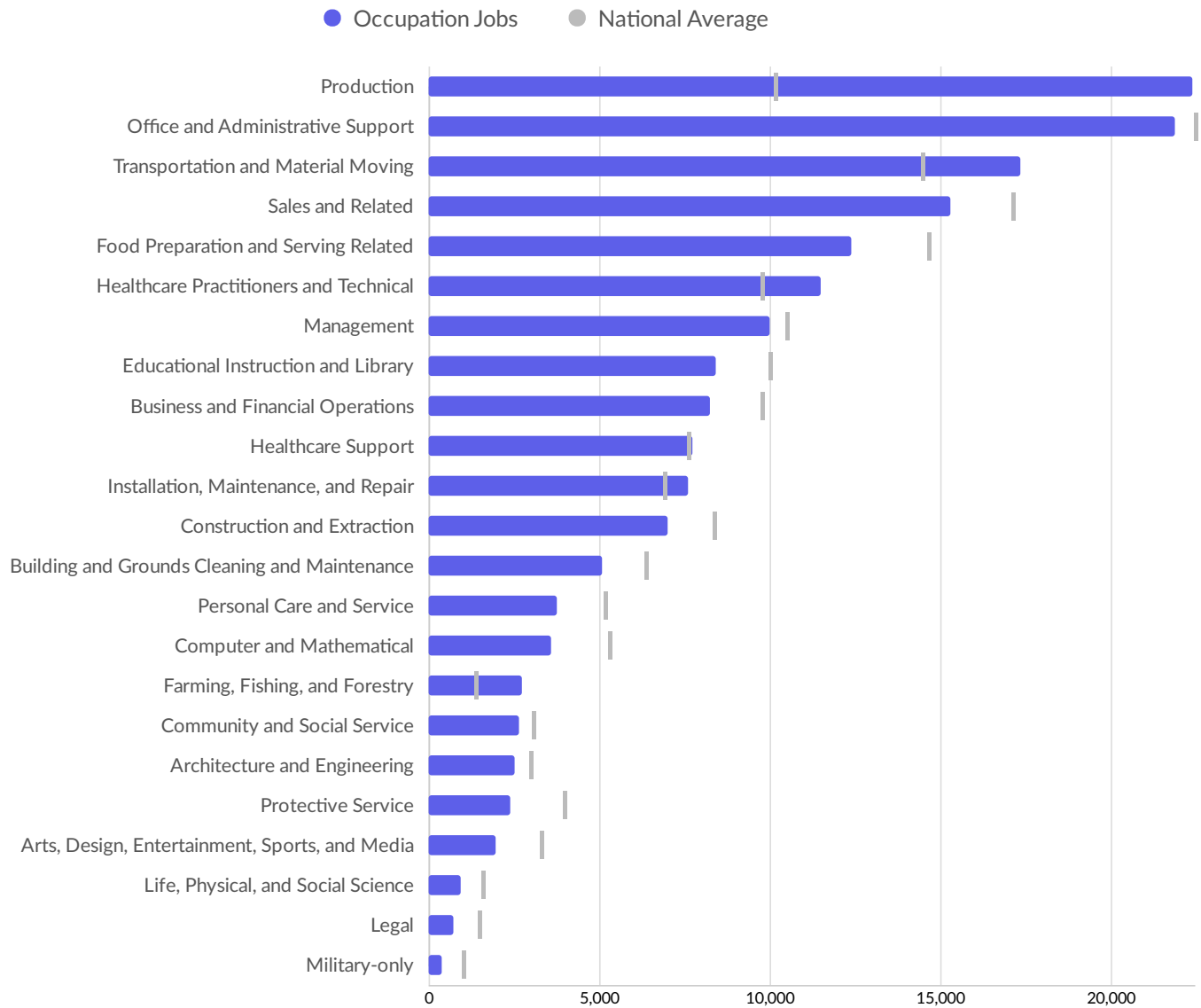


	Percentage	Business Count
1 to 4 employees	37.4%	5,150
5 to 9 employees	26.1%	3,597
10 to 19 employees	20.5%	2,818
20 to 49 employees	11.7%	1,607
50 to 99 employees	2.5%	343
100 to 249 employees	1.3%	182
250 to 499 employees	0.3%	48
500+ employees	0.1%	20

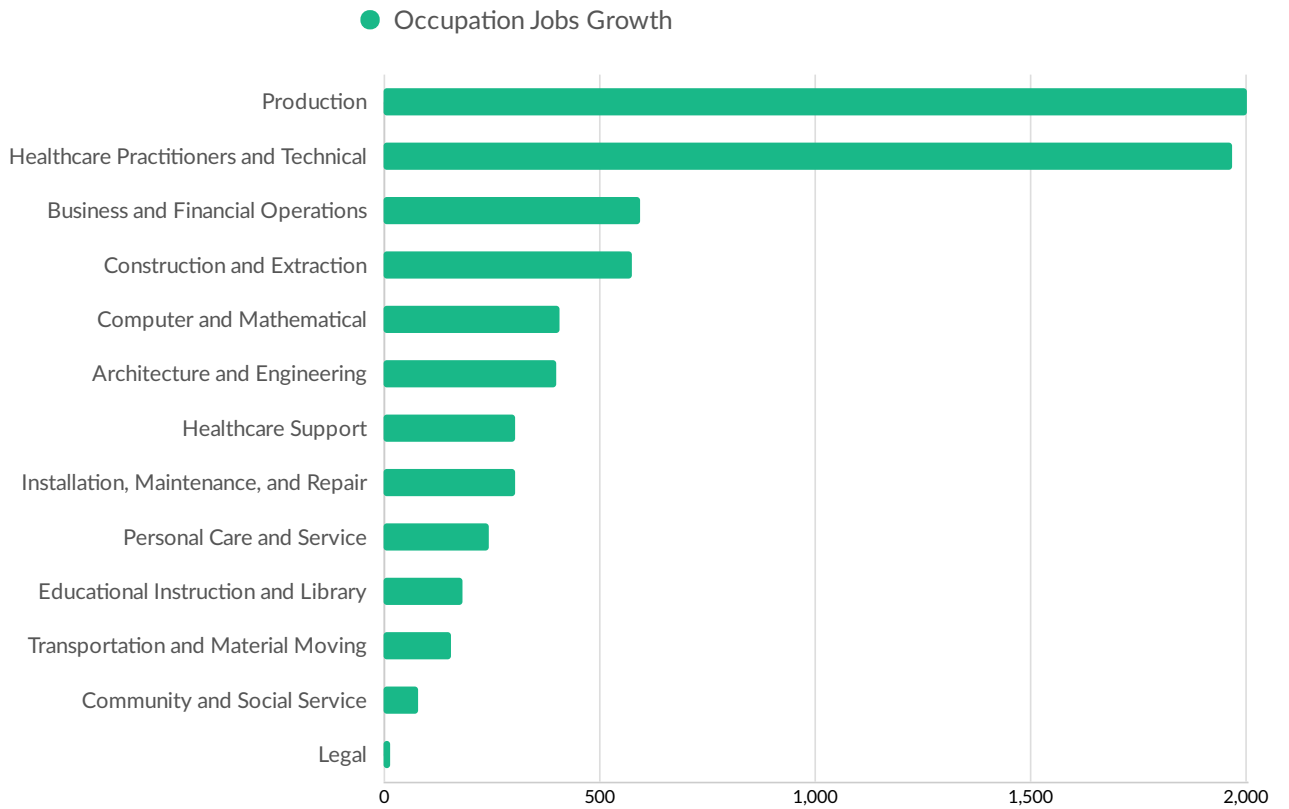
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

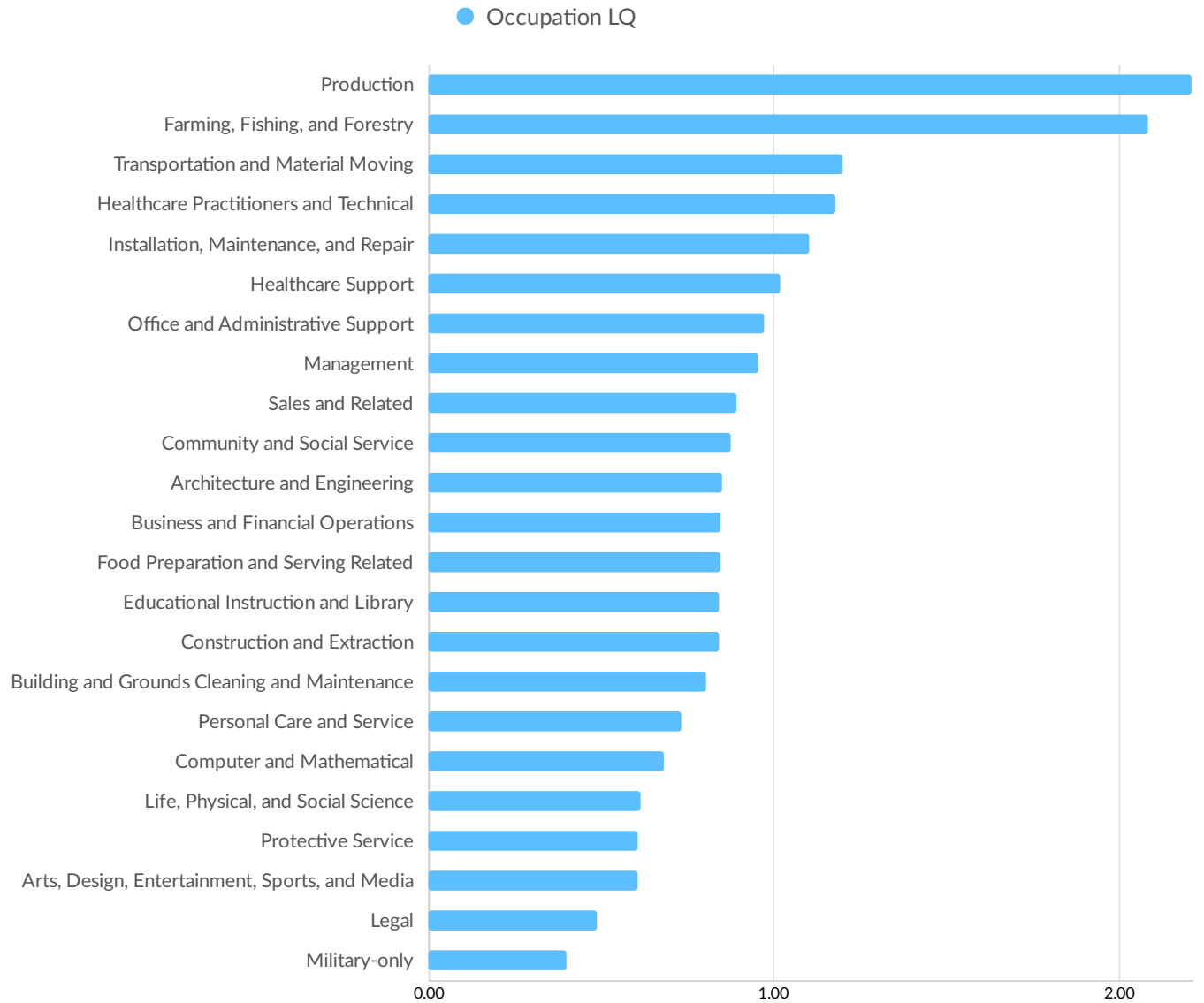
Largest Occupations



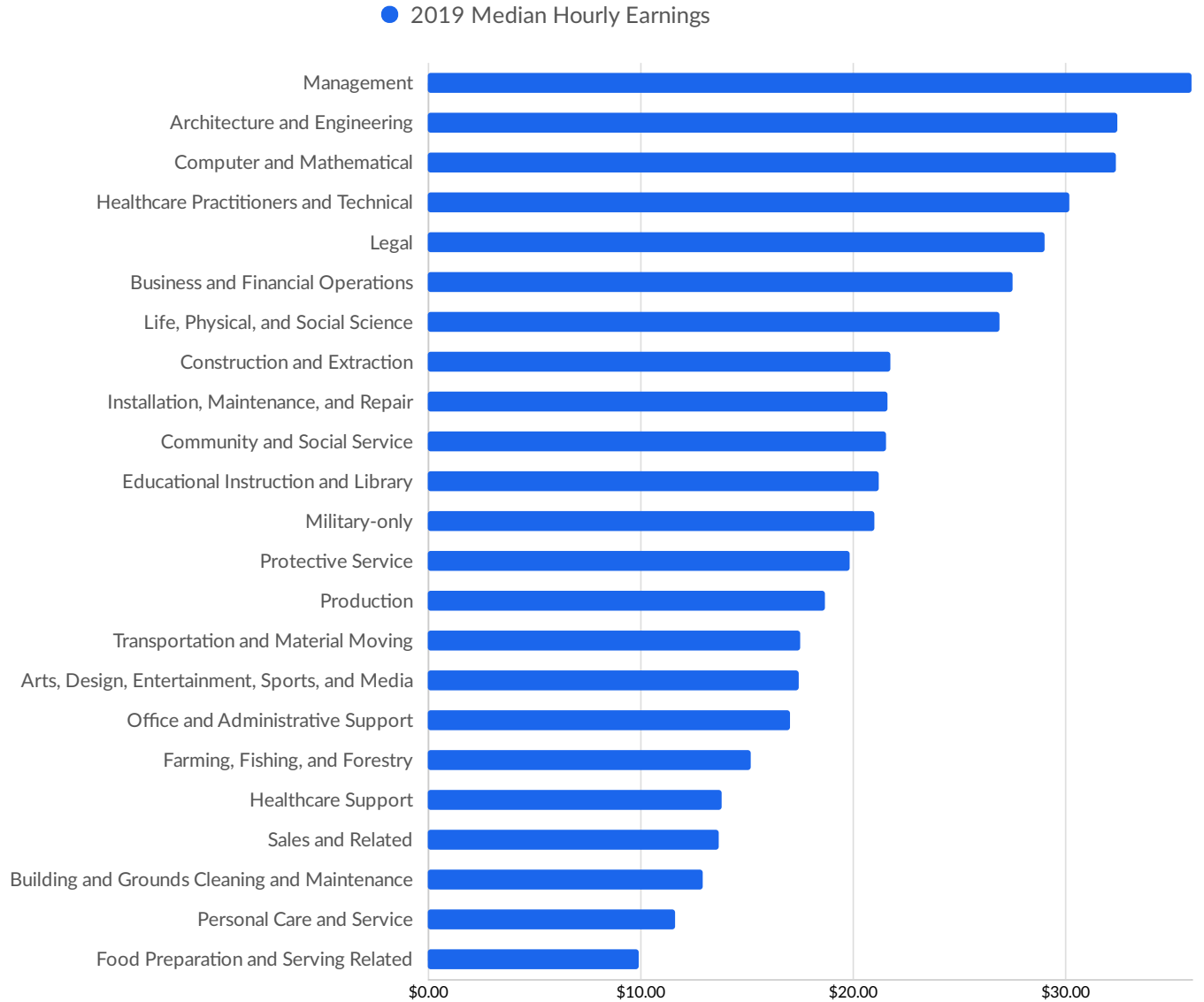
Top Growing Occupations



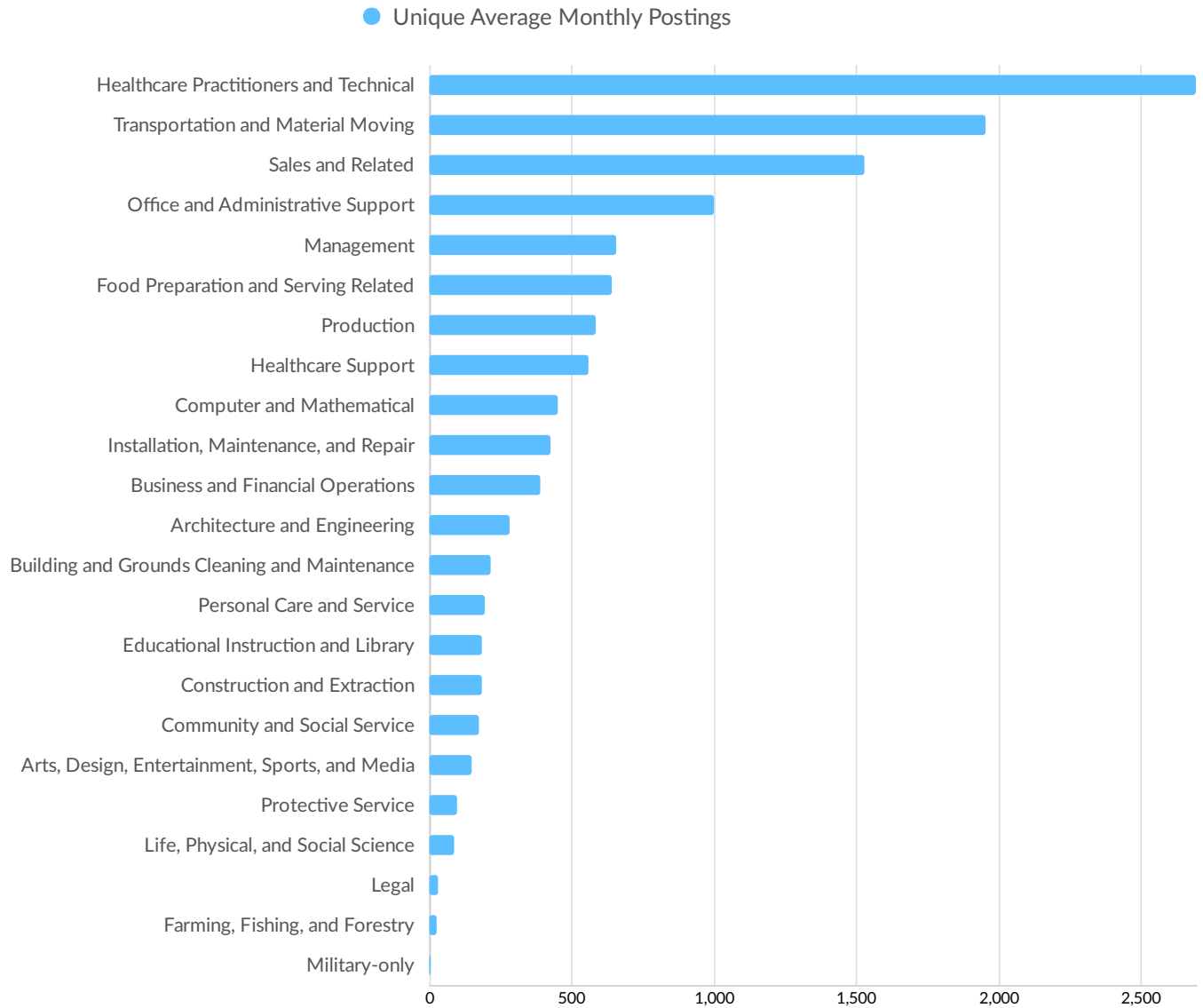
Top Occupation LQ



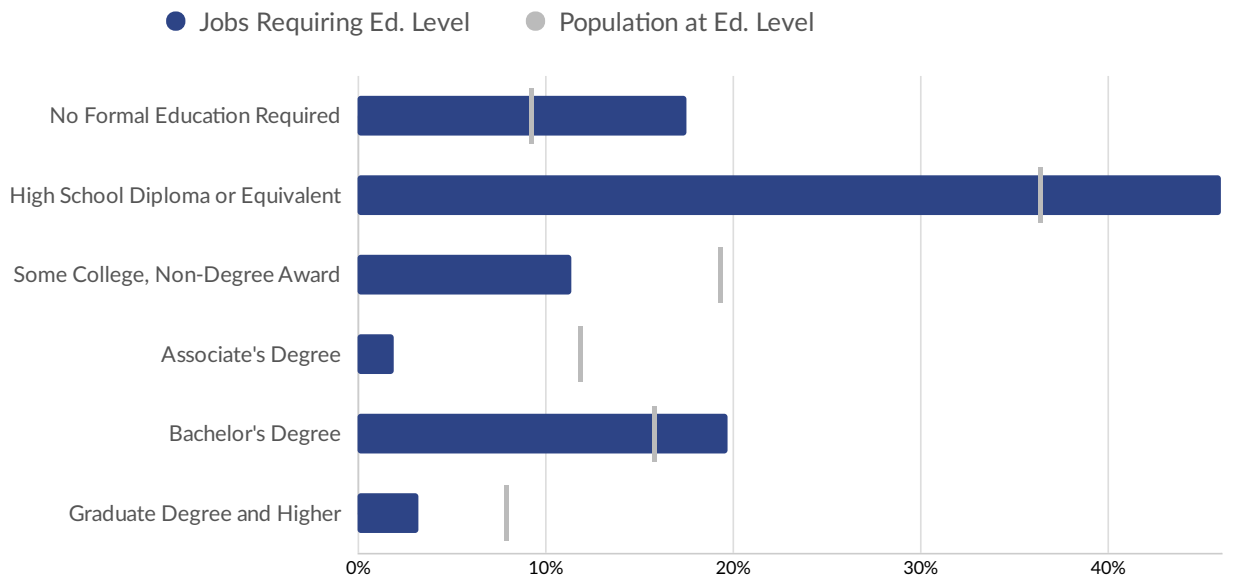
Top Occupation Earnings



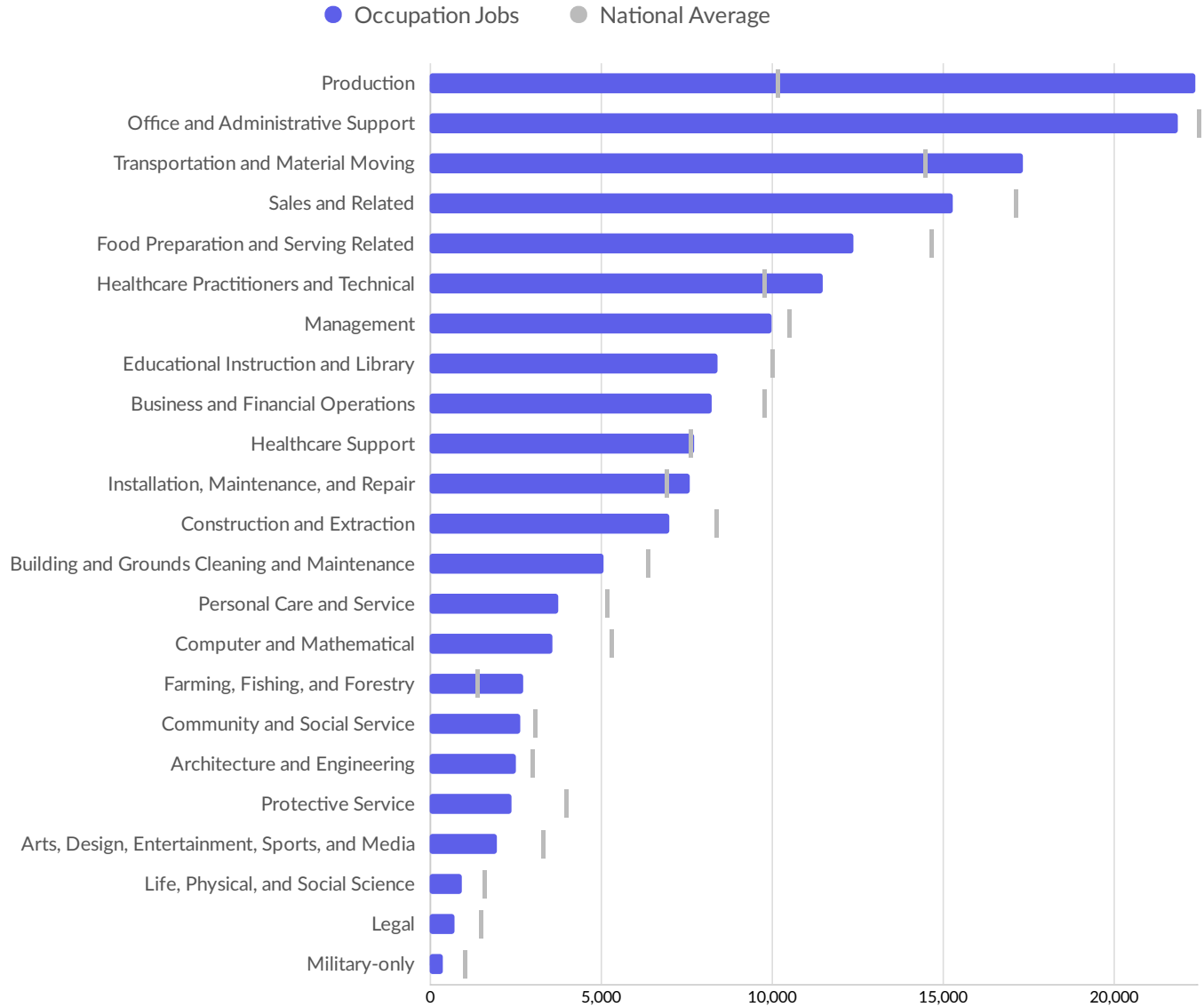
Top Posted Occupations



Underemployment

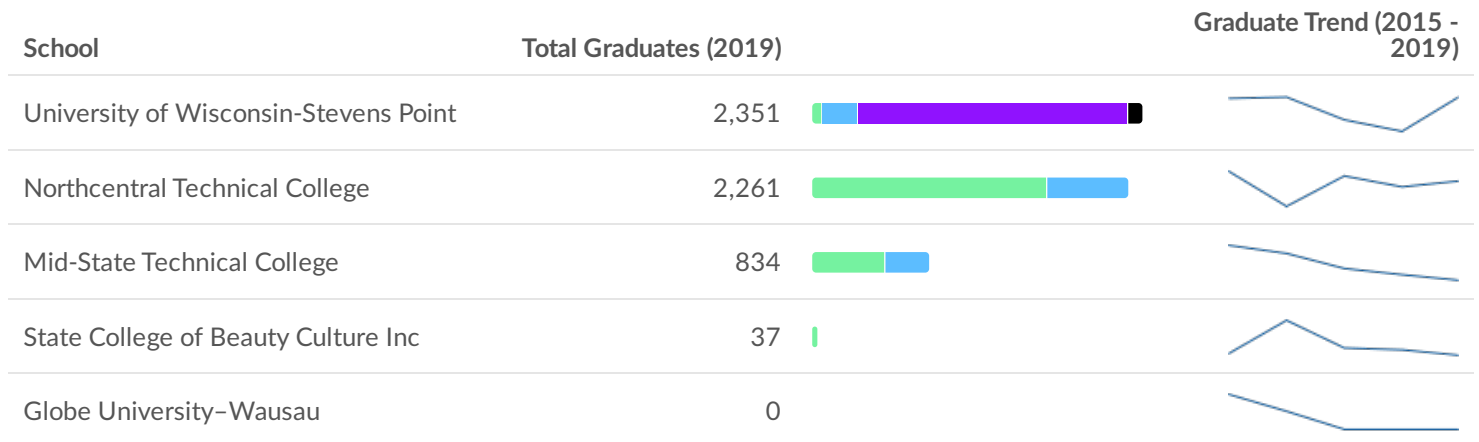


Largest Occupations



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

● Top Hard Skills ● National Average