

# Centergy

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 5 Counties

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

328,156

Population (2021)

Population **grew by 1,489** over the last 5 years and is projected to **grow by 1,629** over the next 5 years.

170,584

Total Regional Employment

Jobs **decreased by 5,945** over the last 5 years but are projected to **grow by 2,230** over the next 5 years.

\$61.9K

Avg. Earnings Per Job (2021)

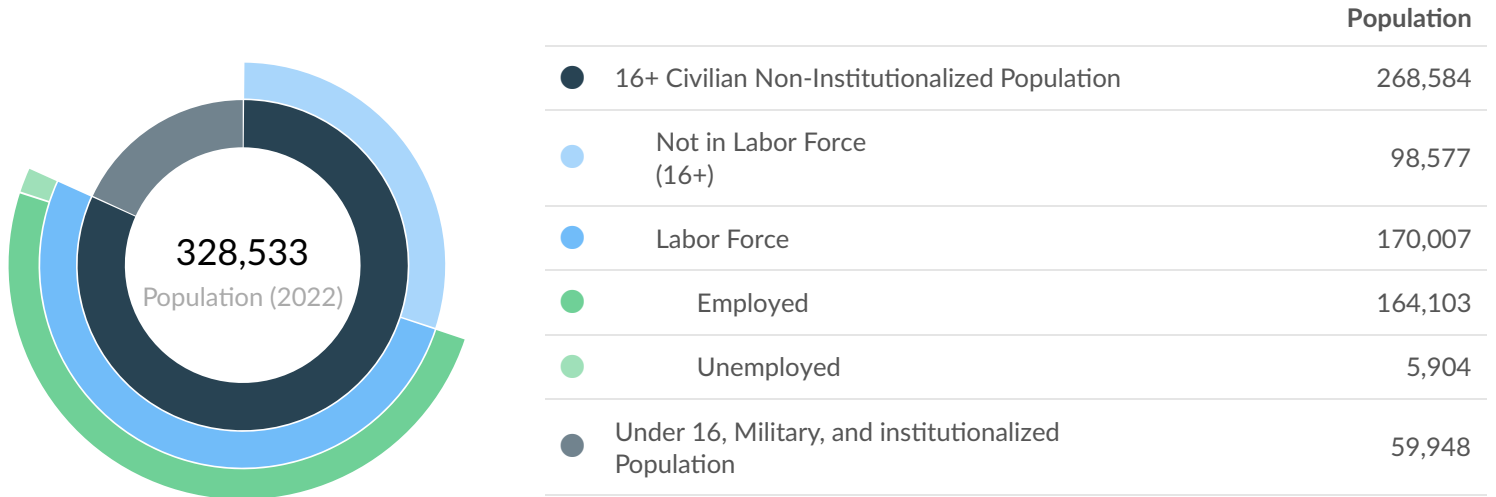
Regional average earnings per job are **\$15.9K below** the national average earnings of \$77.8K per job.

## Takeaways

- As of 2021 the region's population **increased by 0.5%** since 2016, growing by 1,489. Population is expected to **increase by 0.5%** between 2021 and 2026, adding 1,629.
- From 2016 to 2021, jobs **declined by 3.4%** in Centergy from 176,529 to **170,584**. This change **fell short of the national growth rate of 1.8% by 5.2%**. As the number of jobs declined, the **labor force participation rate decreased from 64.5% to 63.5% between 2016 and 2021**.
- Concerning educational attainment, **17.4% of the selected regions' residents possess a Bachelor's Degree** (2.9% below the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

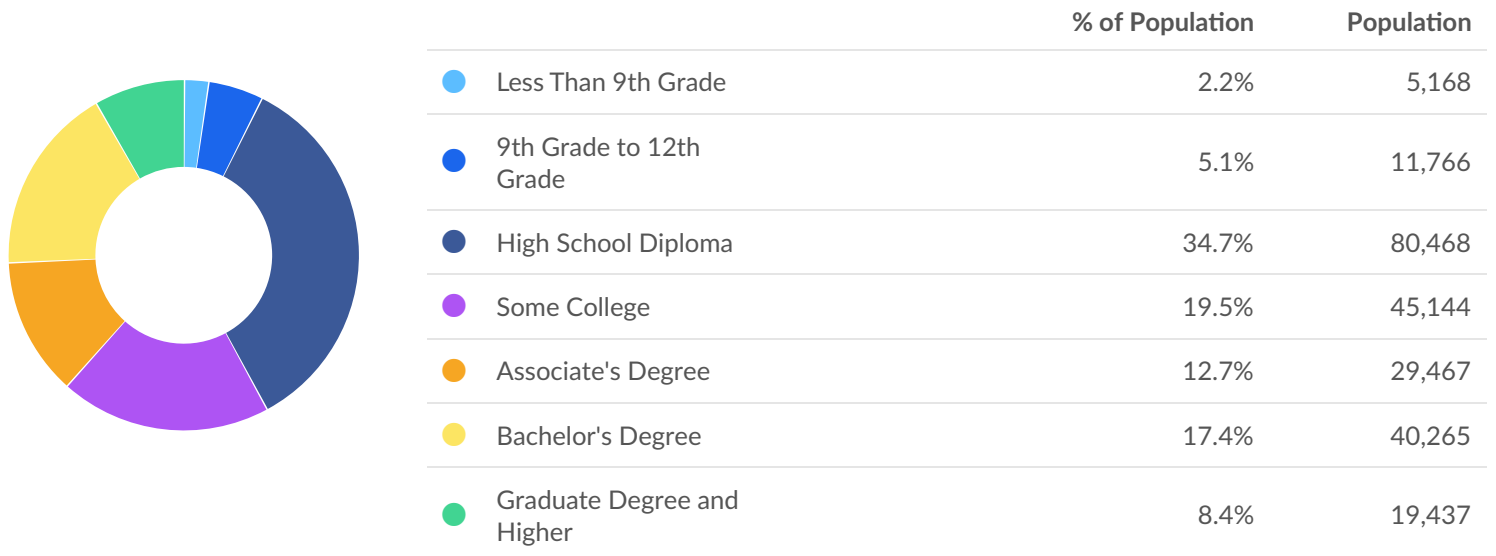
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	328,533	170,007	170,584	99.2	\$18.95B	\$23.77B	\$22.92B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

## Jun 2022 Labor Force Breakdown



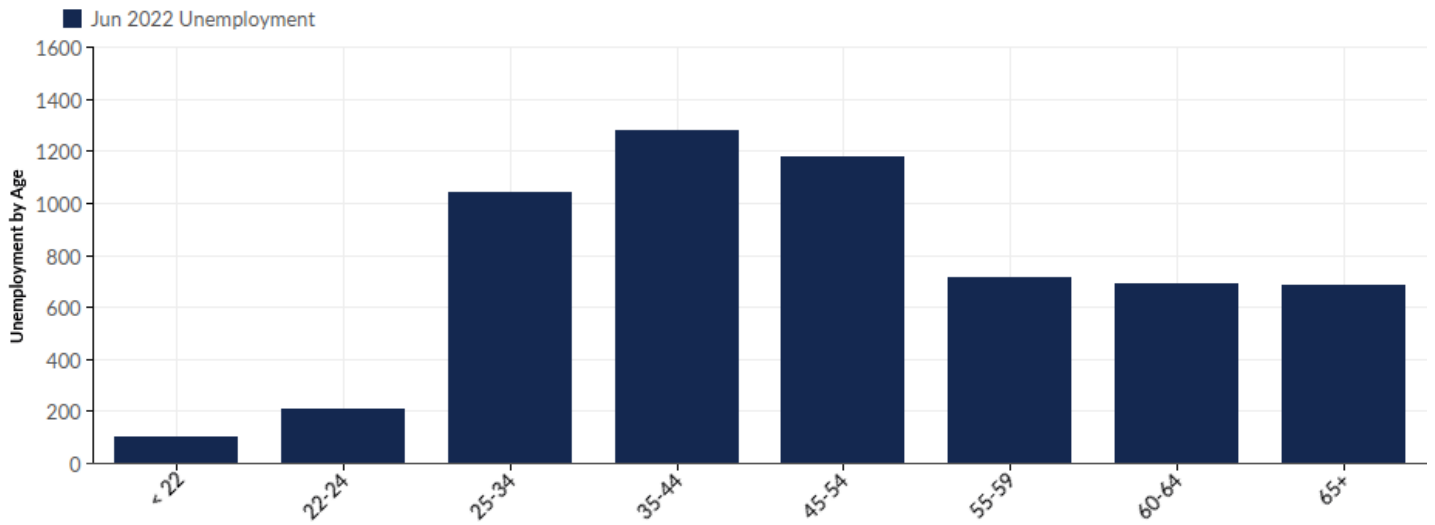
## Educational Attainment

Concerning educational attainment, **17.4% of the selected regions' residents possess a Bachelor's Degree** (2.9% below the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).



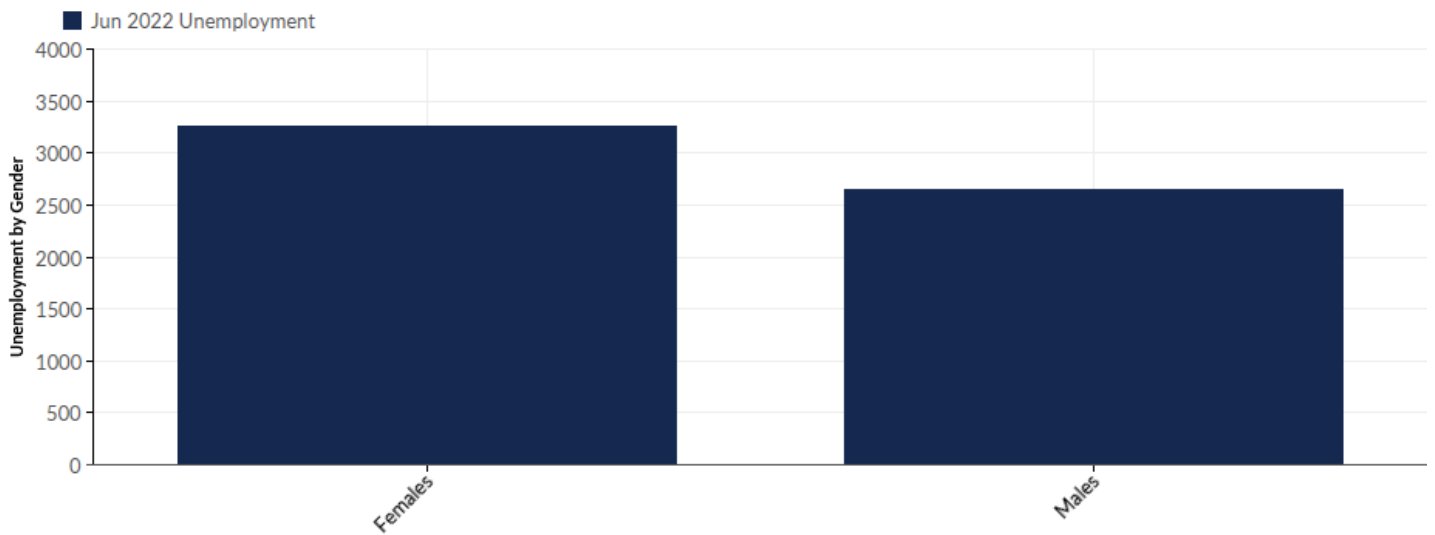
# Unemployment by Demographics

## Unemployment by Age



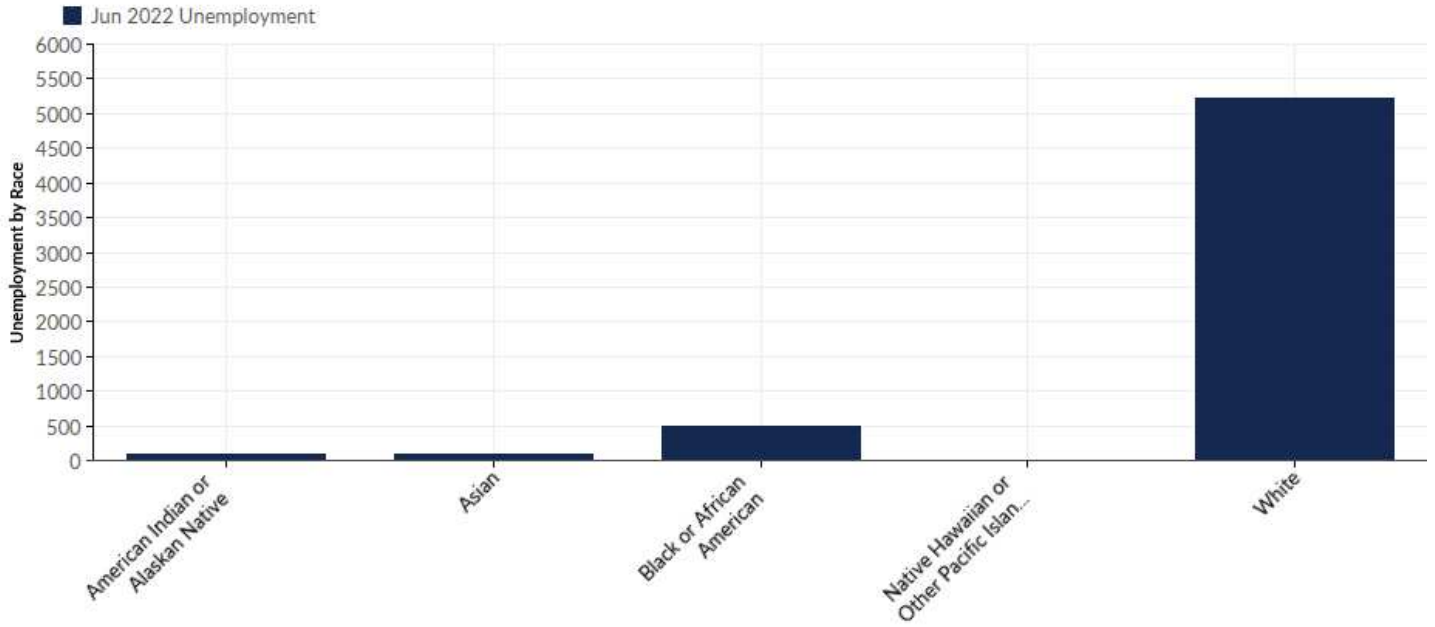
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	99	1.68%
22-24	210	3.56%
25-34	1,043	17.67%
35-44	1,281	21.70%
45-54	1,180	19.99%
55-59	715	12.11%
60-64	692	11.72%
65+	683	11.57%
<b>Total</b>	<b>5,904</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jun 2022)	% of Unemployed
Females	3,262	55.25%
Males	2,642	44.75%
Total	5,904	100.00%

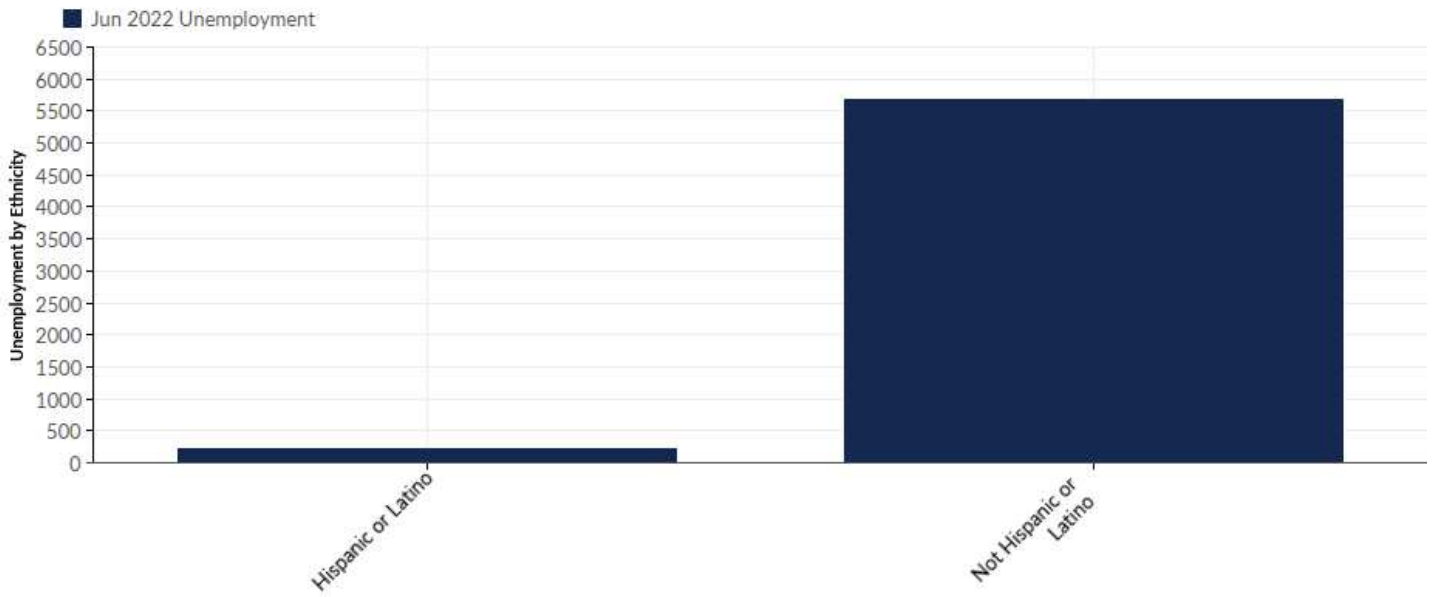
## Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	89	1.51%
Asian	95	1.61%
Black or African American	488	8.27%
Native Hawaiian or Other Pacific Islander	6	0.10%
White	5,225	88.50%
Total	5,904	100.00%



## Unemployment by Ethnicity

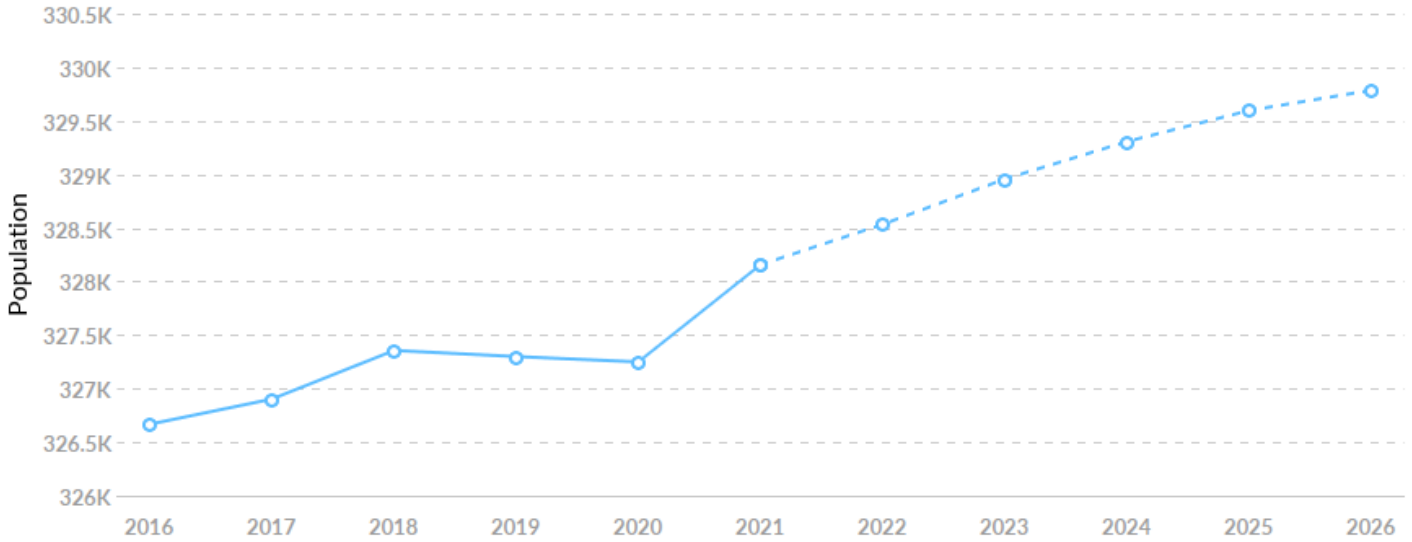


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	222	3.76%
Not Hispanic or Latino	5,682	96.24%
Total	5,904	100.00%

# Historic & Projected Trends

## Population Trends

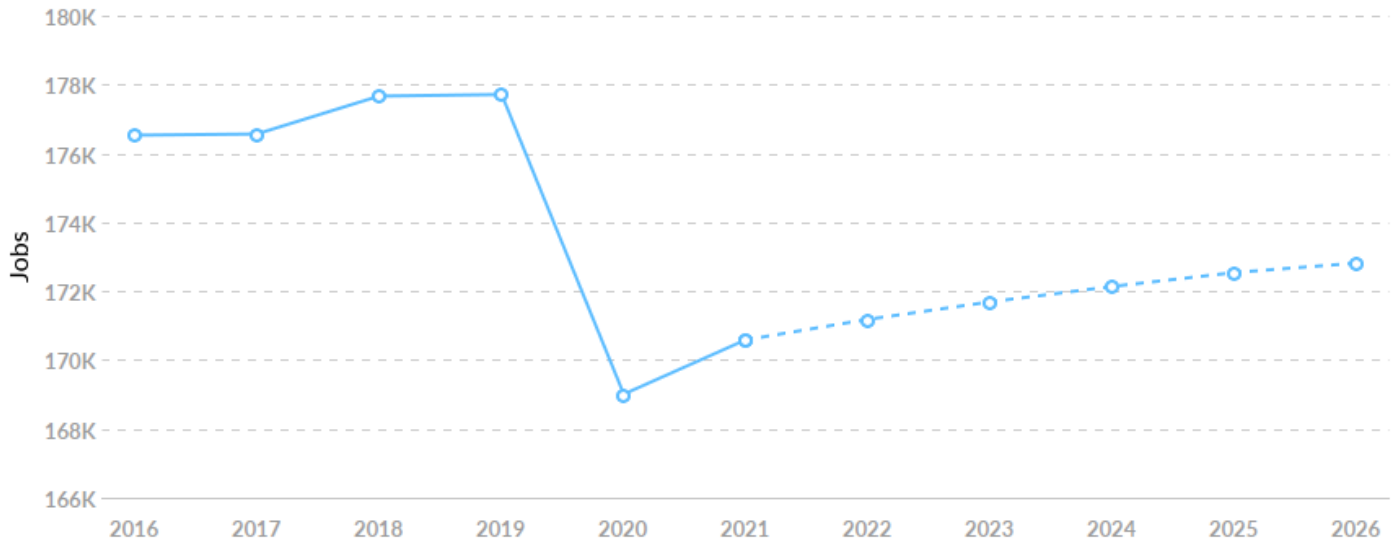
As of 2021 the region's population increased by 0.5% since 2016, growing by 1,489. Population is expected to increase by 0.5% between 2021 and 2026, adding 1,629.



Timeframe	Population
2016	326,667
2017	326,902
2018	327,356
2019	327,299
2020	327,249
2021	328,156
2022	328,533
2023	328,956
2024	329,306
2025	329,596
2026	329,785

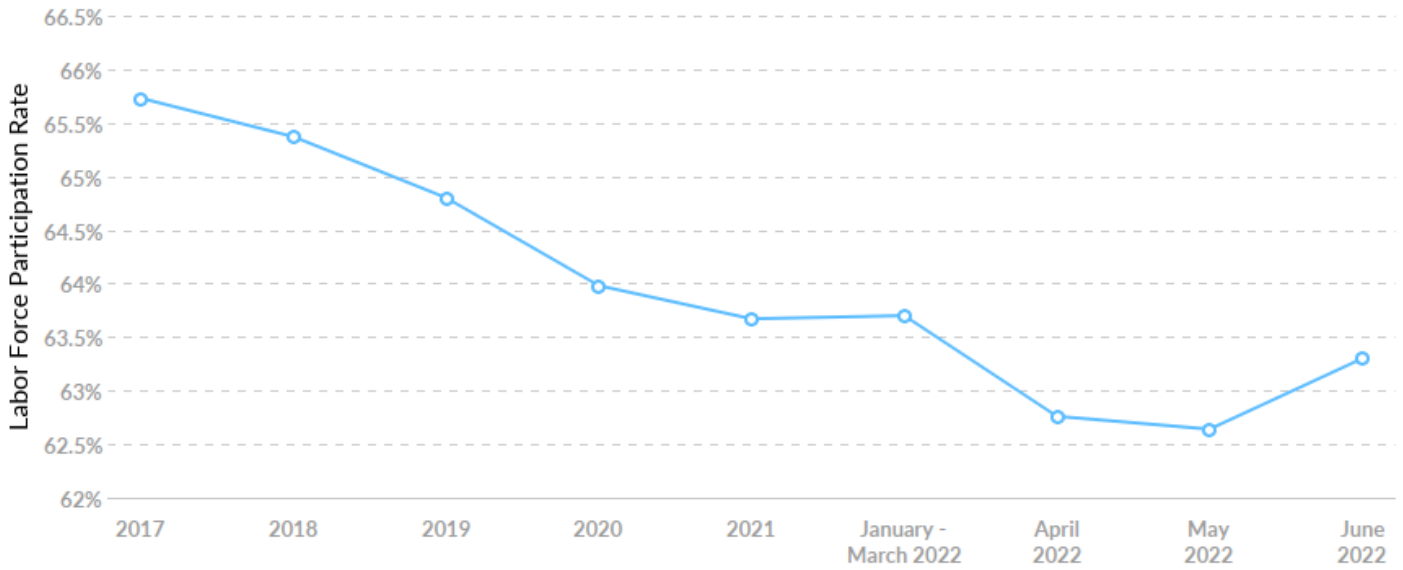
## Job Trends

From 2016 to 2021, jobs **declined by 3.4%** in Centergy from 176,529 to **170,584**. This change **fell short of the national growth rate of 1.8% by 5.2%**.



Timeframe	Jobs
2016	176,529
2017	176,563
2018	177,664
2019	177,710
2020	169,002
2021	170,584
2022	171,179
2023	171,687
2024	172,134
2025	172,539
2026	172,814

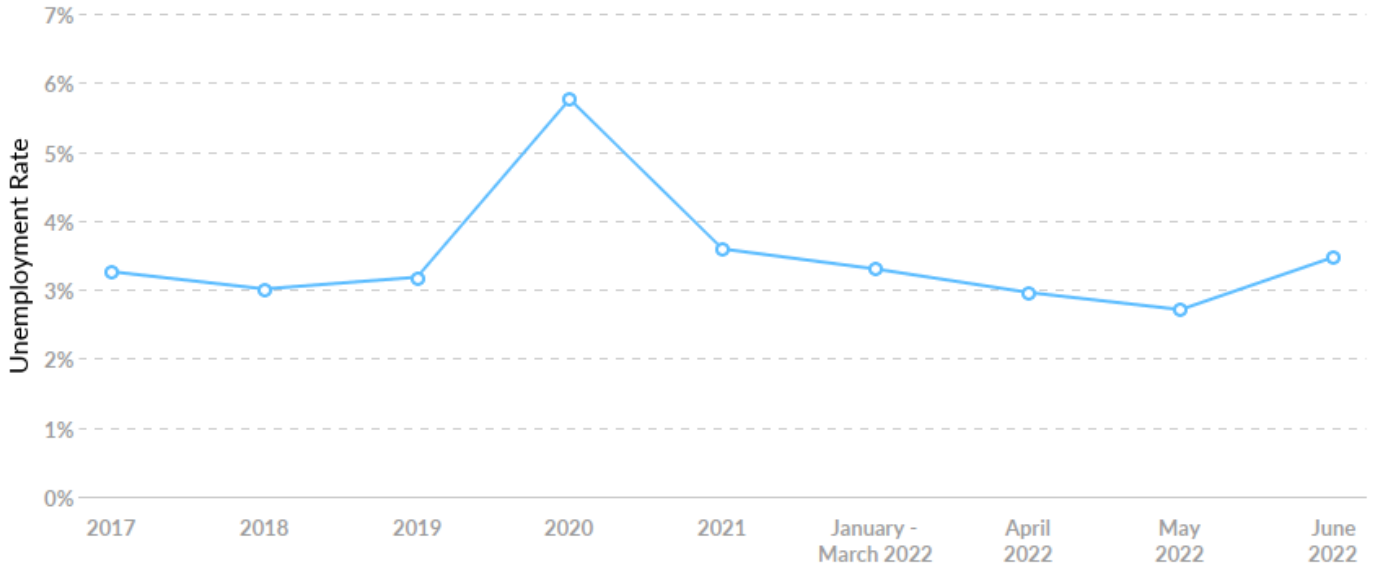
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	65.73%
2018	65.37%
2019	64.80%
2020	63.98%
2021	63.67%
January - March 2022	63.70%
April 2022	62.76%
May 2022	62.64%
June 2022	63.30%

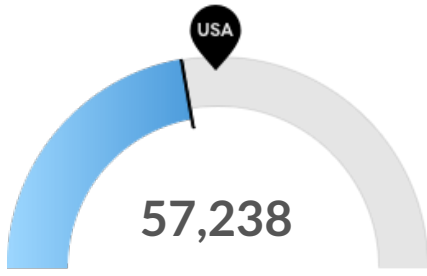
## Unemployment Rate Trends

Your areas had a June 2022 unemployment rate of 3.47%, **increasing from 3.26%** 5 years before.



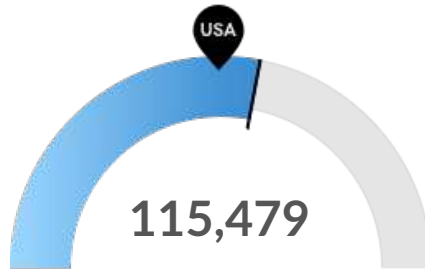
Timeframe	Unemployment Rate
2017	3.26%
2018	3.01%
2019	3.18%
2020	5.76%
2021	3.59%
January - March 2022	3.30%
April 2022	2.96%
May 2022	2.71%
June 2022	3.47%

## Population Characteristics



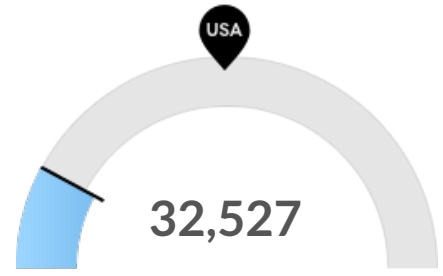
**Millennials**

Your area has 57,238 millennials (ages 25-39). The national average for an area this size is 67,437.



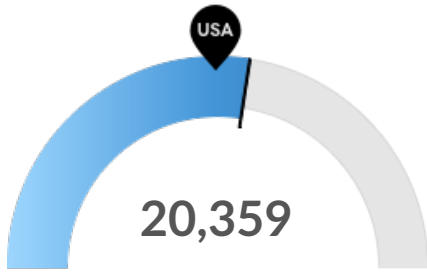
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 97,398 people 55 or older, while there are 115,479 here.



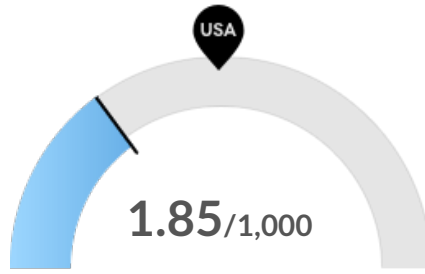
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 131,810 racially diverse people, while there are 32,527 here.



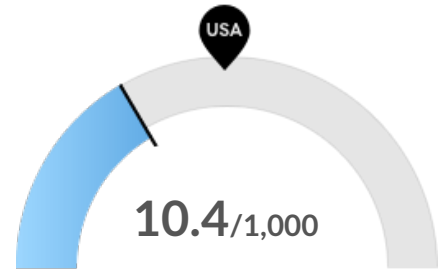
**Veterans**

Your area has 20,359 veterans. The national average for an area this size is 17,714.



**Violent Crime**

Your area has 1.85 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

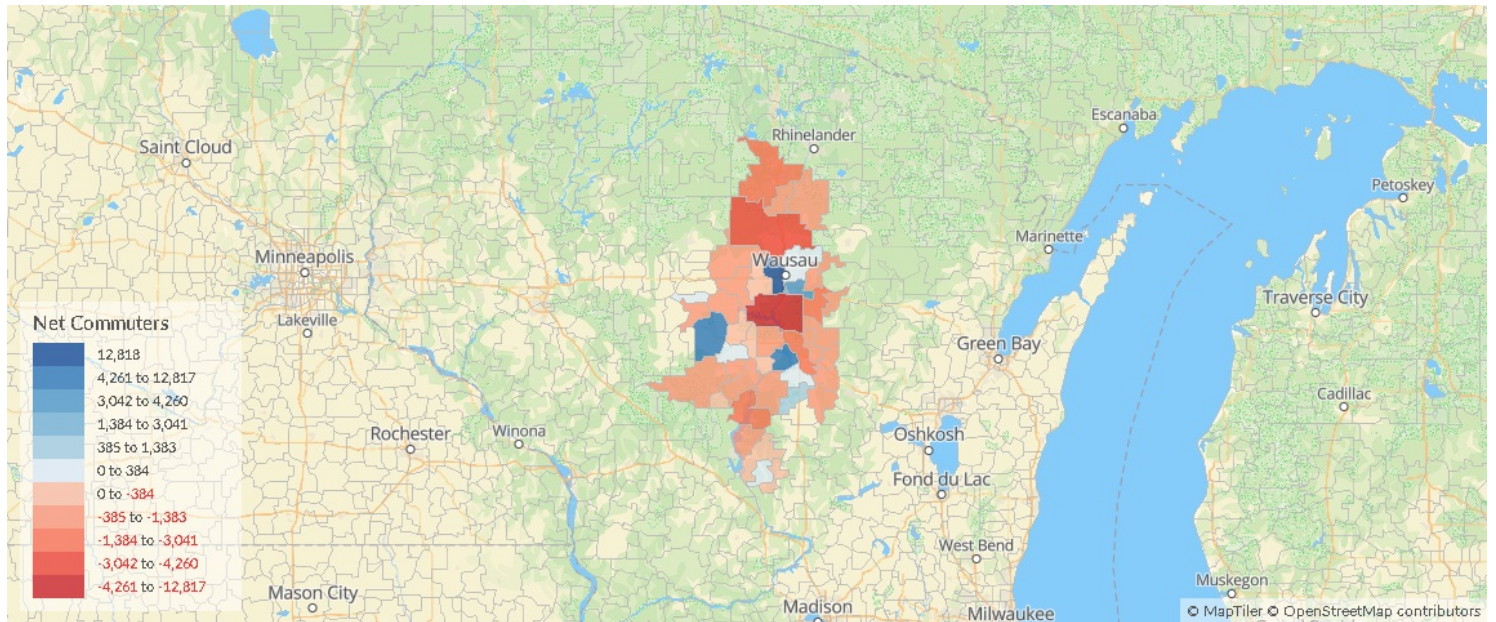


**Property Crime**

Your area has 10.4 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54401	Wausau, WI (in Maratho...	29,571
54481	Stevens Point, WI (in Po...	17,704
54449	Marshfield, WI (in Woo...	17,525
54476	Schofield, WI (in Marath...	13,762
54494	Wisconsin Rapids, WI (i...	12,268

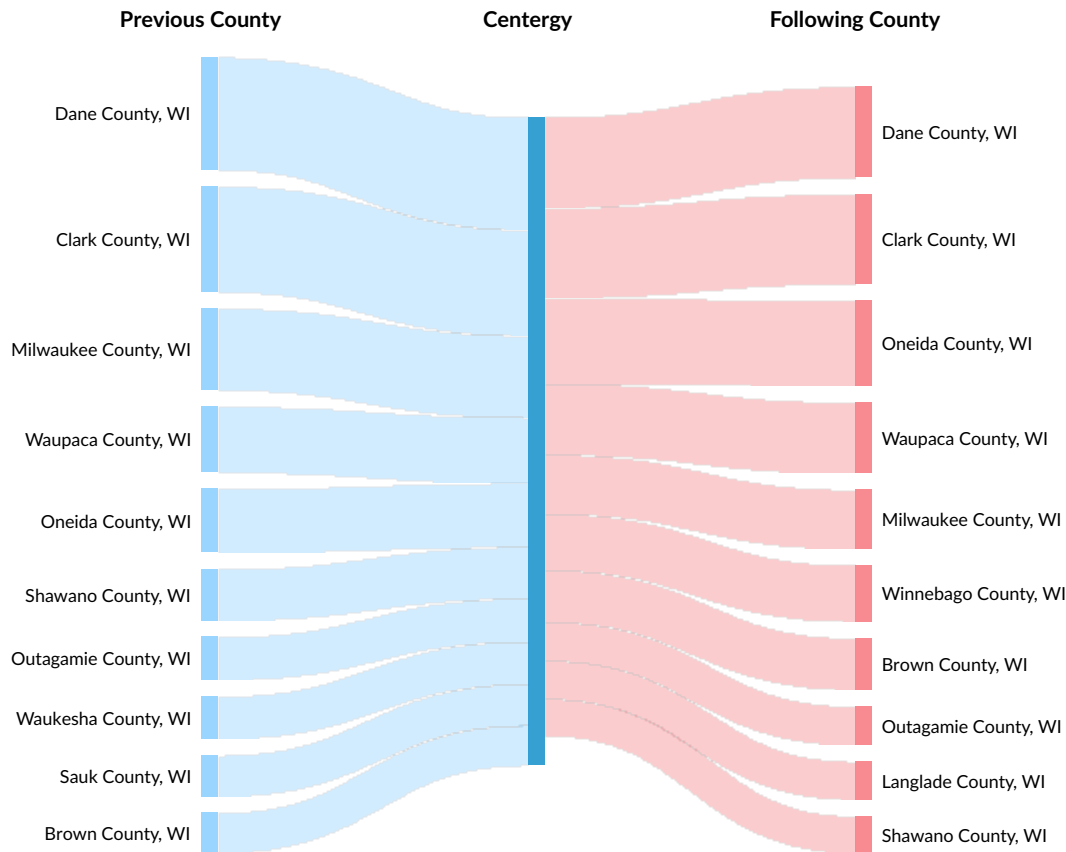
### Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Maratho...	16,753
54481	Stevens Point, WI (in Po...	13,443
54494	Wisconsin Rapids, WI (i...	13,068
54449	Marshfield, WI (in Woo...	12,538
54455	Mosinee, WI (in Marath...	11,257

# Inbound and Outbound Migration

The table below analyzes past and current residents of Centergy. The left column shows residents of other counties migrating to Centergy. The right column shows residents migrating from Centergy to other counties.

As of 2020, 470 people have migrated from Dane County, WI to Centergy. In the same year, 379 people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2020 was 352.



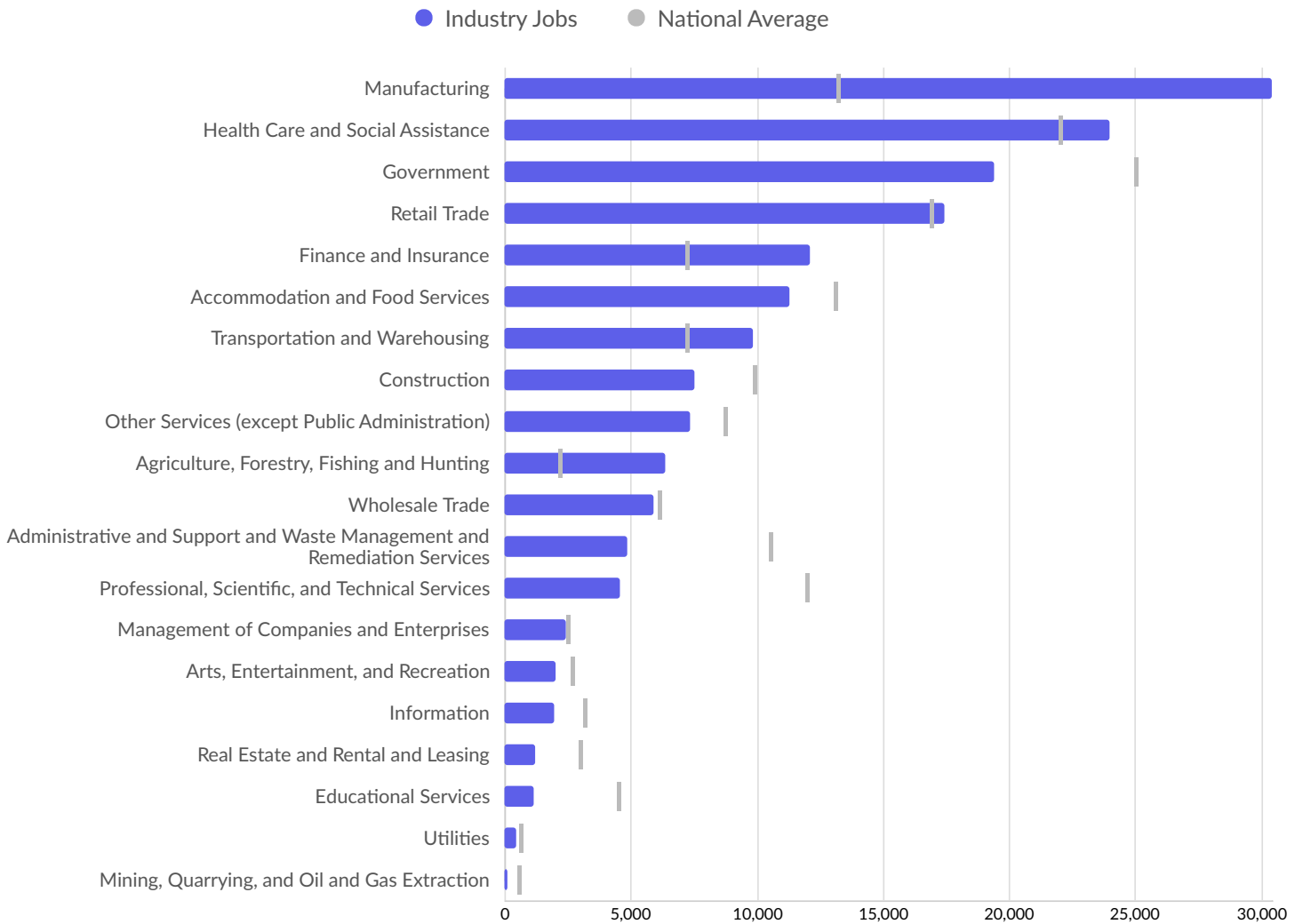
Top Previous Counties	Migrations
Dane County, WI	470
Clark County, WI	441
Milwaukee County, WI	341
Waupaca County, WI	275
Oneida County, WI	267
Shawano County, WI	215



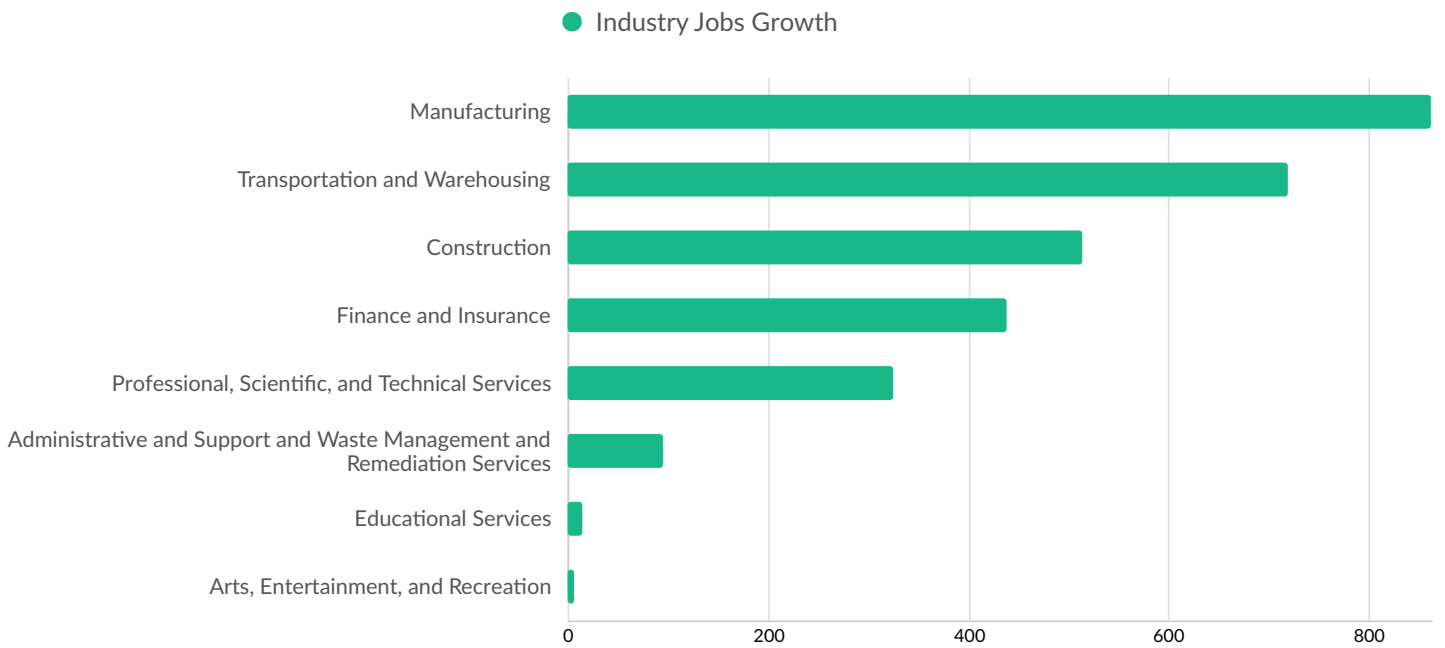
<b>Top Previous Counties</b>	<b>Migrations</b>
Outagamie County, WI	180
Waukesha County, WI	177
Sauk County, WI	172
Brown County, WI	167
Winnebago County, WI	166
Cook County, IL	163
Langlade County, WI	147
Taylor County, WI	145
Waushara County, WI	143
<b>Top Following Counties</b>	<b>Migrations</b>
Dane County, WI	379
Clark County, WI	376
Oneida County, WI	357
Waupaca County, WI	296
Milwaukee County, WI	247
Winnebago County, WI	235
Brown County, WI	216
Outagamie County, WI	162
Langlade County, WI	159
Shawano County, WI	154
Sauk County, WI	140
Eau Claire County, WI	138
Juneau County, WI	130
Waushara County, WI	127
Hennepin County, MN	124

# Industry Characteristics

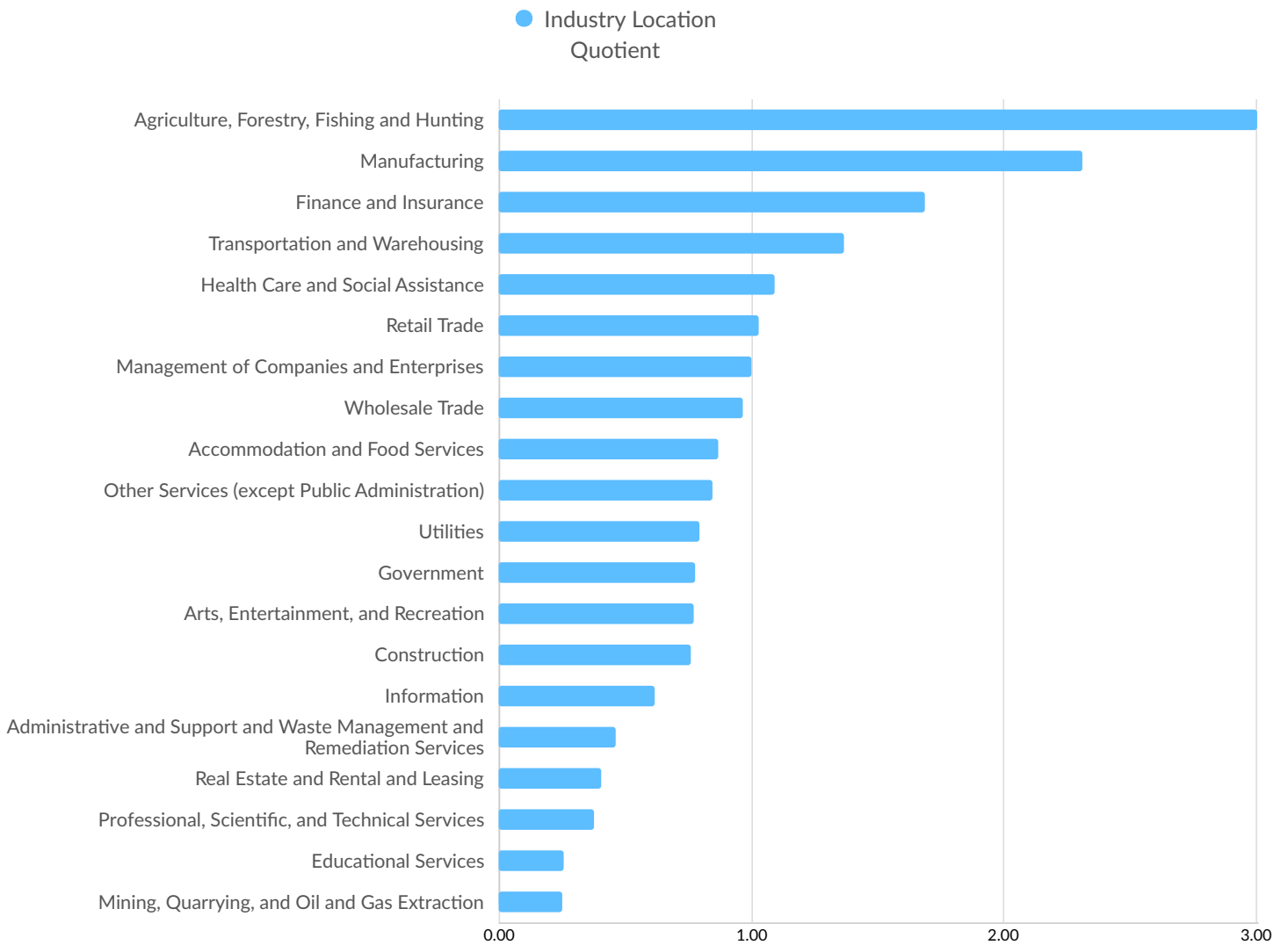
## Largest Industries



## Top Growing Industries



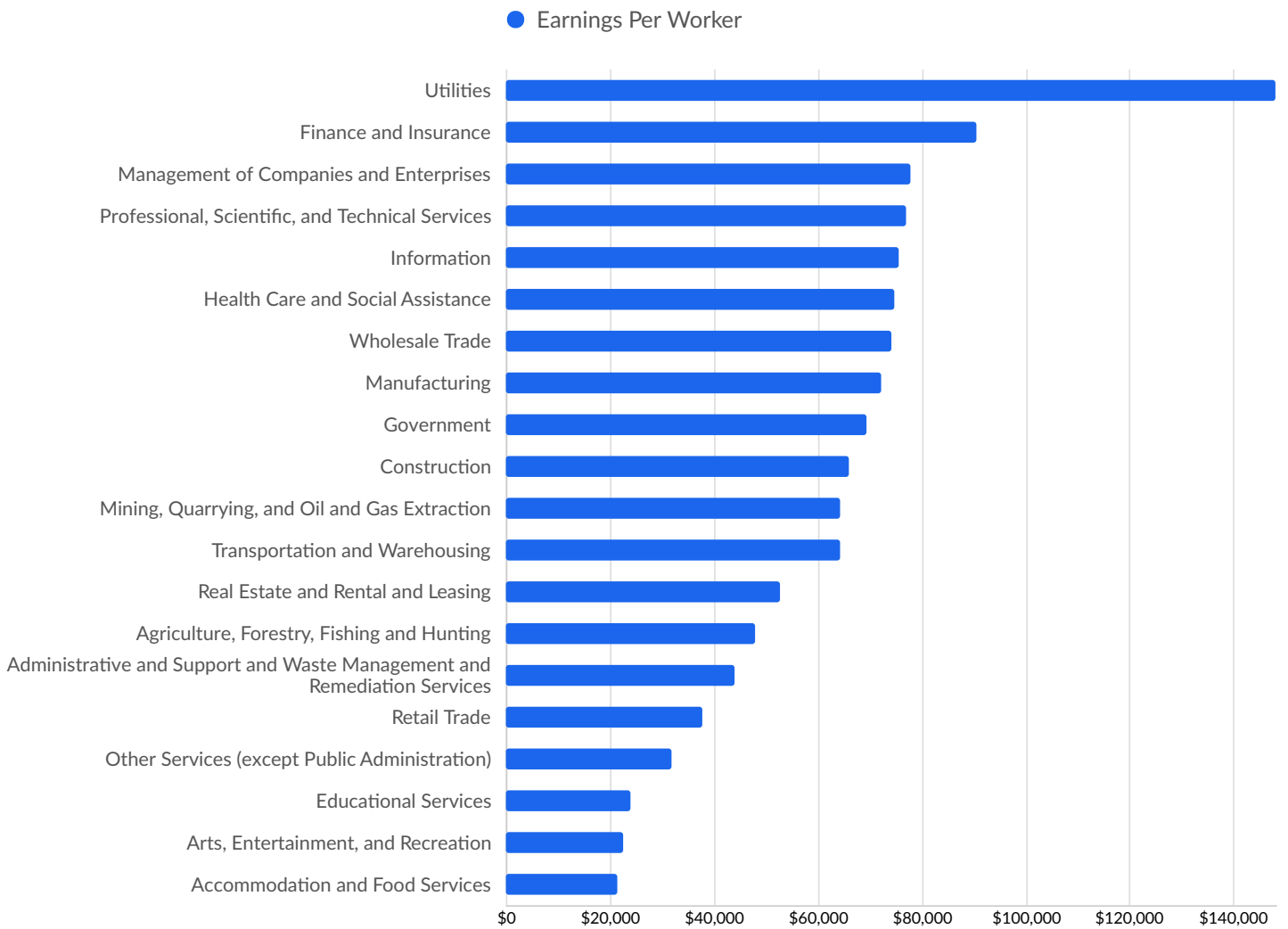
## Top Industry Location Quotient



## Top Industry GRP






















## Top Industry Earnings



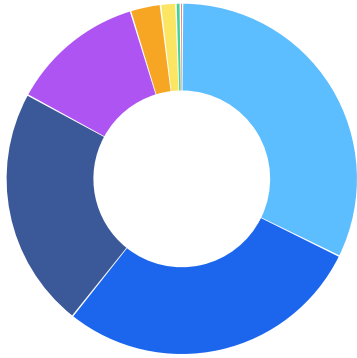
## Business Characteristics

### 17,488 Companies Employ Your Workers

Online profiles for your workers mention 17,488 companies as employers, with the top 10 appearing below. In the last 12 months, 1,389 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,392 	Marshfield Clinic	1,743 
Aspirus	1,458 	Aspirus	1,446 
University Of Wisconsin - Steve...	1,419 	Beaver Dam Community Hospit...	1,009 
Sentry	1,276 	Sentry Insurance	561 
Greenheck	639 	Kwik Trip	431 
Ministry Health Care	597 	FedEx	387 
Church Mutual Insurance Comp...	517 	Walmart	304 
Sentry Insurance	509 	Festival Foods	297 
Wausau School District	480 	ABR Employment Services	282 
Walmart	452 	CareInHomes	224 

## Business Size



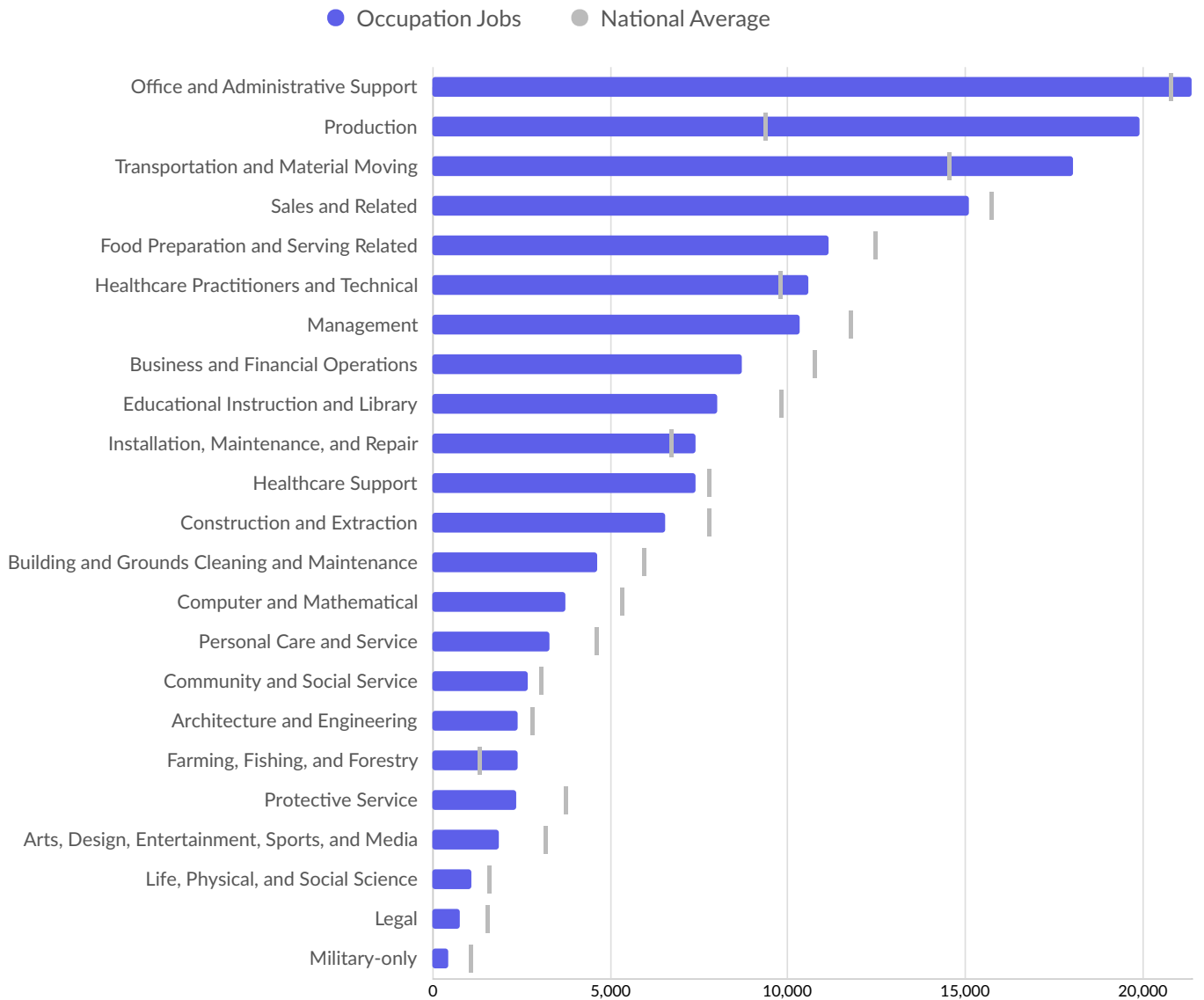
	Percentage	Business Count
● 1 to 4 employees	32.2%	4,116
● 5 to 9 employees	28.4%	3,636
● 10 to 19 employees	22.2%	2,843
● 20 to 49 employees	12.3%	1,578
● 50 to 99 employees	2.8%	355
● 100 to 249 employees	1.4%	181
● 250 to 499 employees	0.4%	51
● 500+ employees	0.2%	26

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

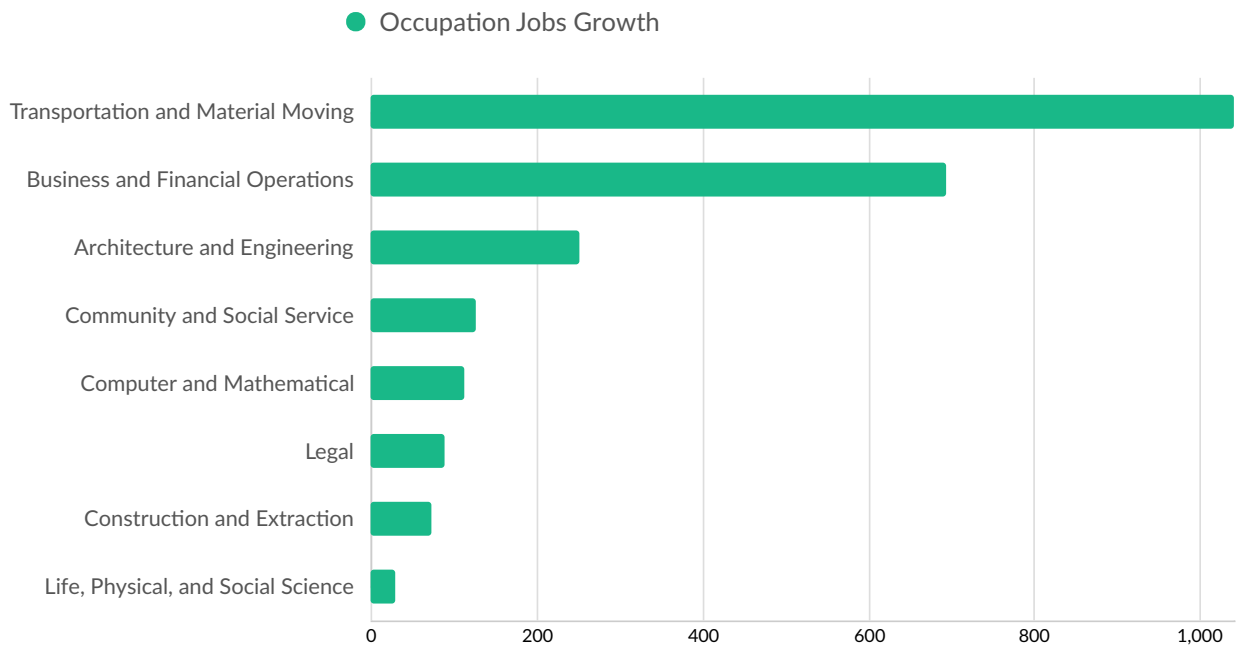


# Workforce Characteristics

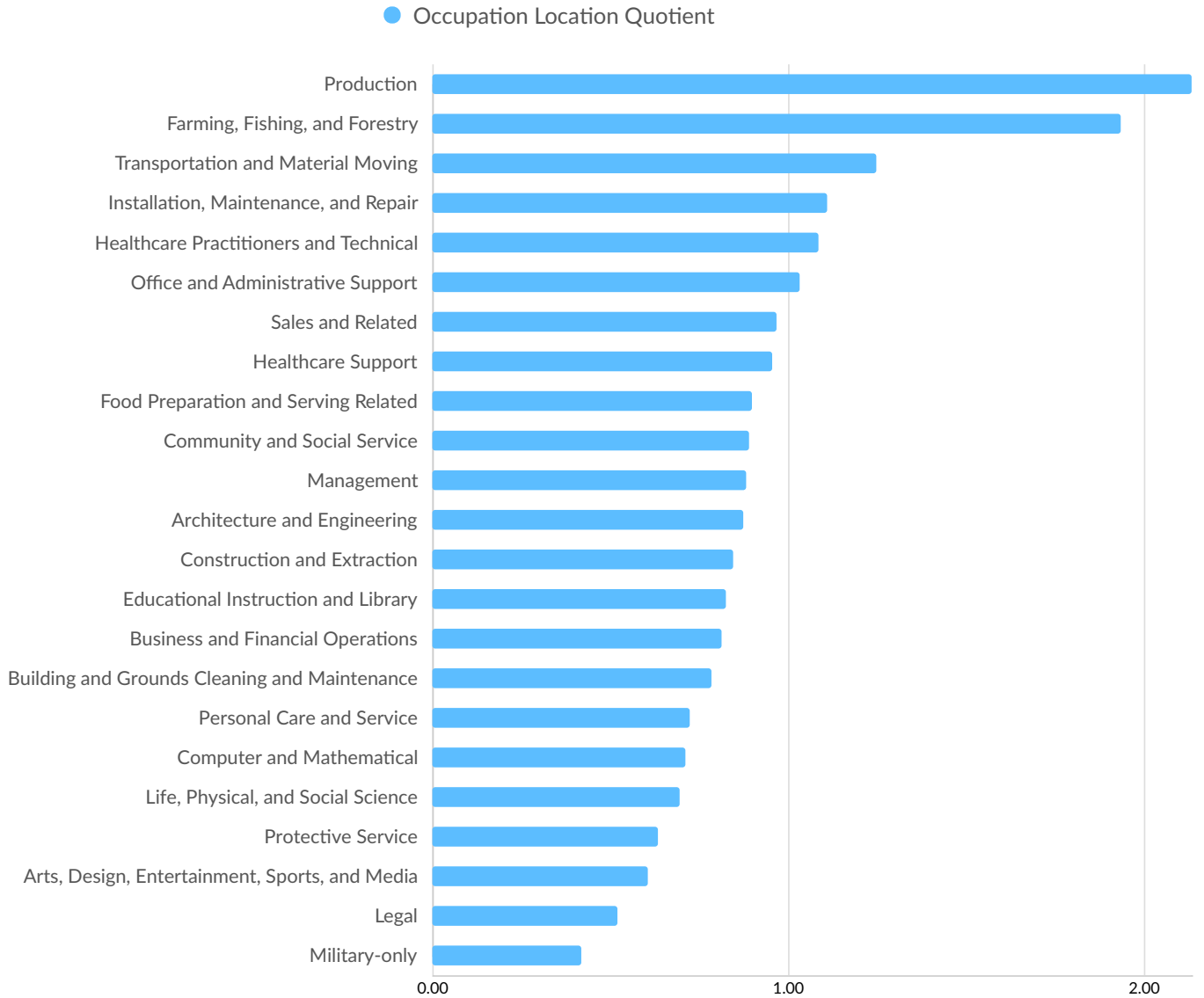
## Largest Occupations



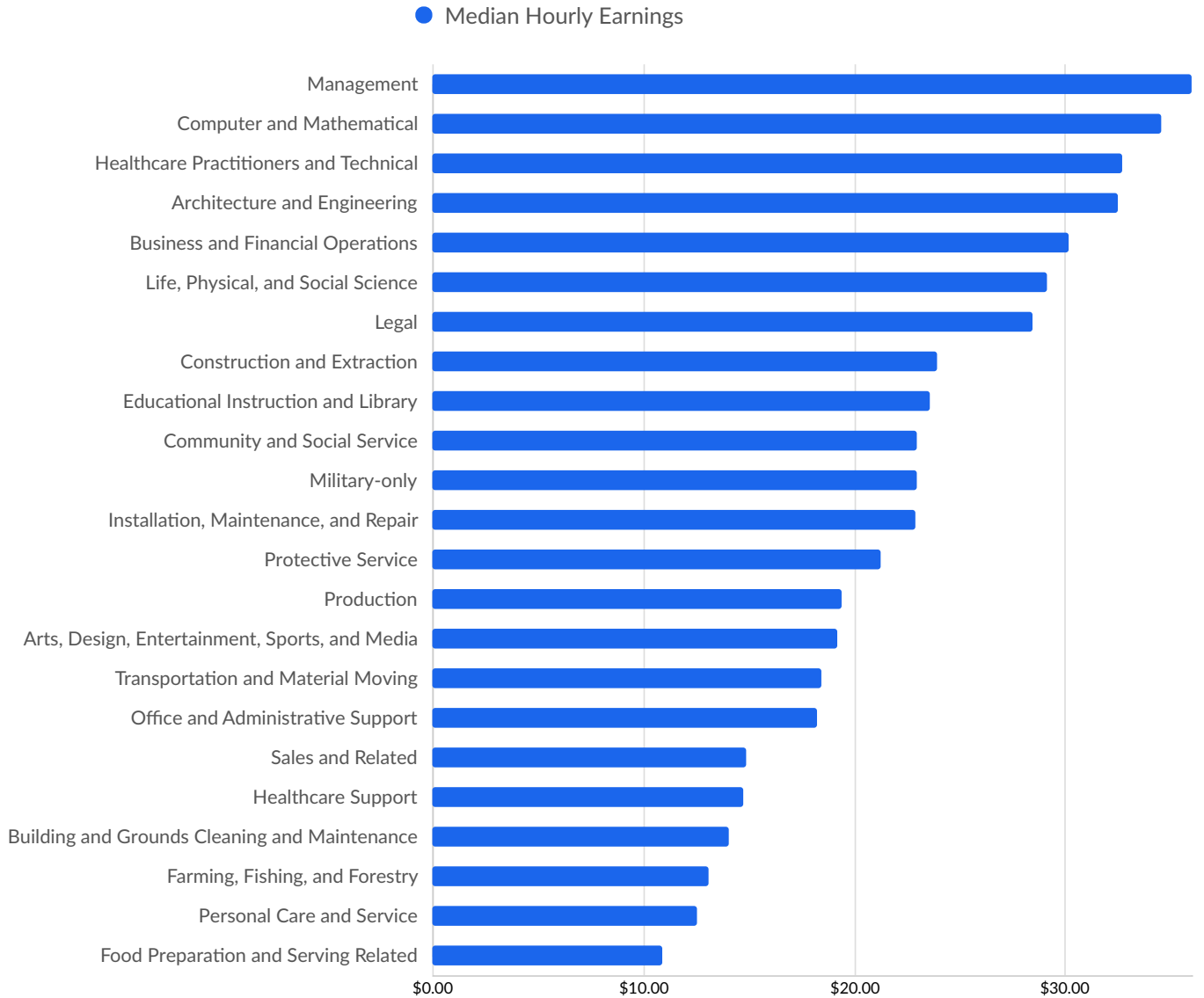
## Top Growing Occupations



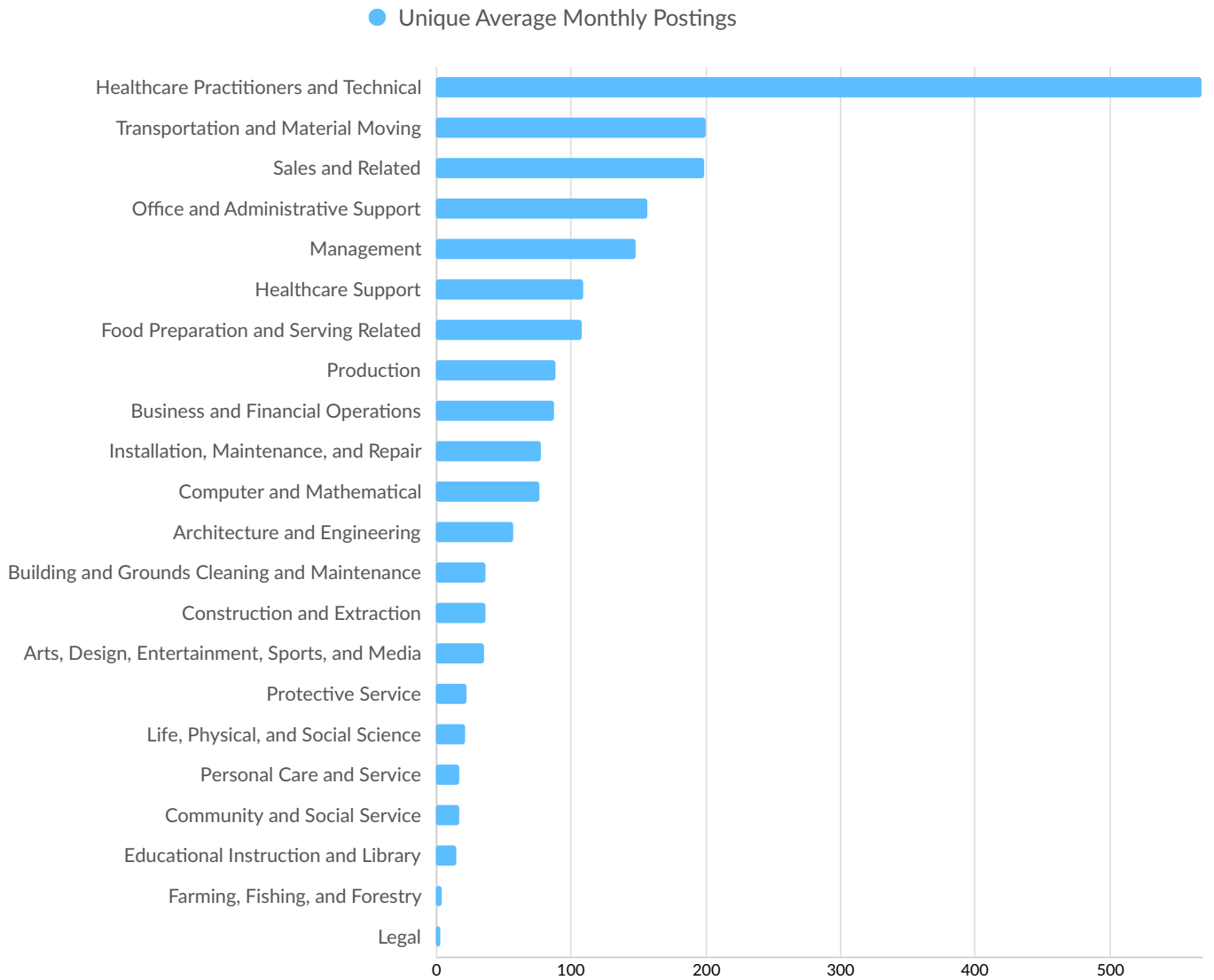
## Top Occupation Location Quotient



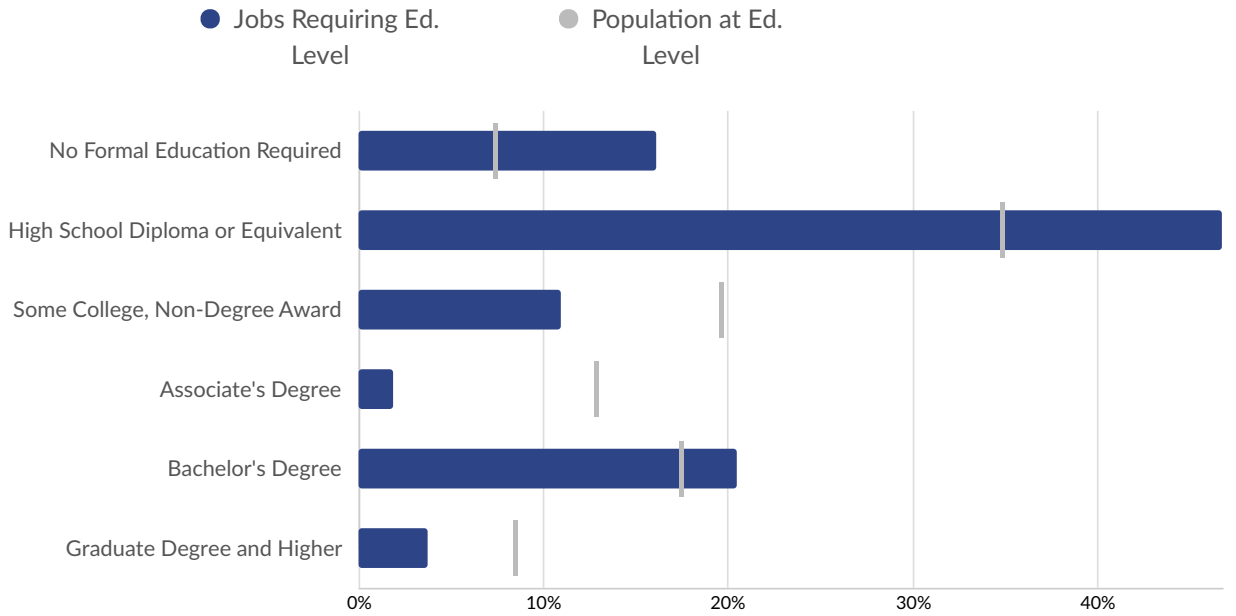
## Top Occupation Earnings



## Top Posted Occupations

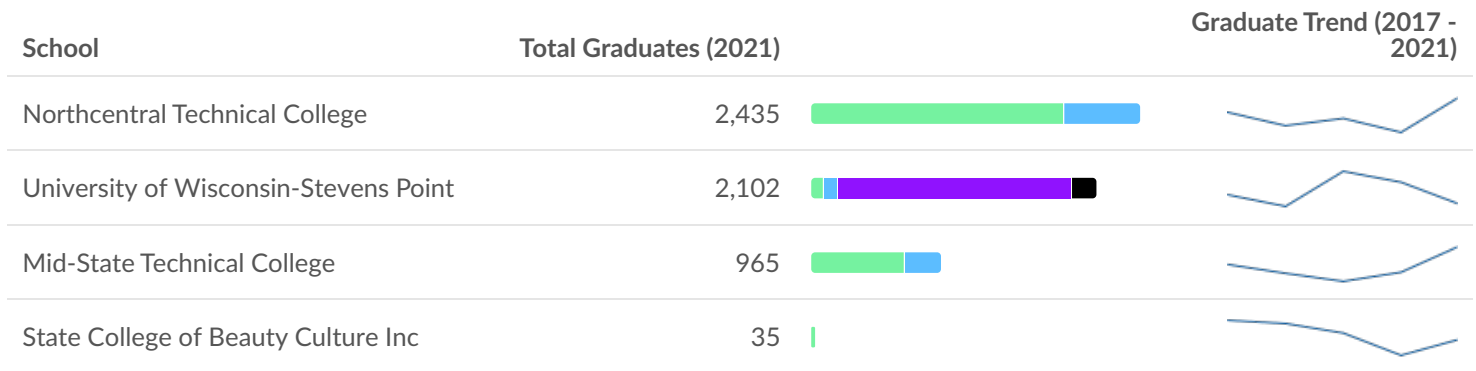


## Underemployment



# Educational Pipeline

In 2021, there were 5,537 graduates in Centergy. This pipeline has grown by 2% 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

