

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

333,905

Population (2022)

Population **grew by 7,003** over the last 5 years and is projected to **grow by 7,864** over the next 5 years.

166,472

Total Regional Employment

Jobs **decreased by 5,692** over the last 5 years but are projected to **grow by 2,279** over the next 5 years.

\$64.8K

Avg. Earnings Per Job (2022)

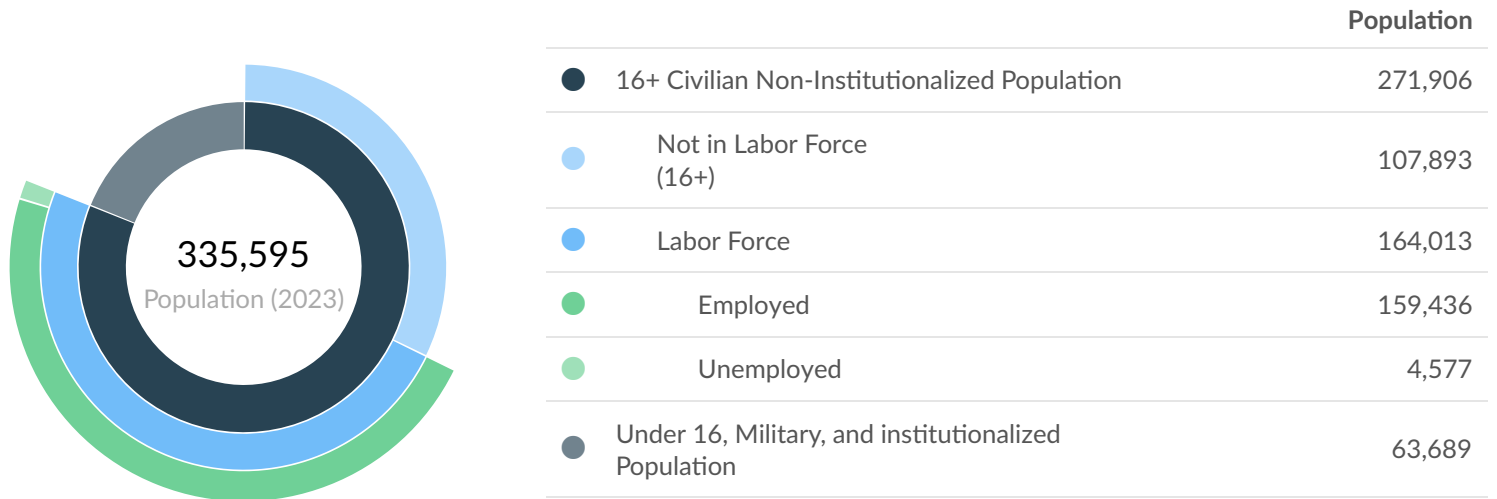
Regional average earnings per job are **\$16.2K below** the national average earnings of \$80.9K per job.

Takeaways

- As of 2022 the region's population **increased by 2.1%** since 2017, growing by 7,003. Population is expected to **increase by 2.4%** between 2022 and 2027, adding 7,864.
- From 2017 to 2022, jobs **declined by 3.3%** in Centergy from 172,164 to **166,472**. This change **fell short of the national growth rate of 3.4% by 6.7%**. As the number of jobs declined, the **labor force participation rate decreased from 64.9% to 60.7% between 2017 and 2022**.
- Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.2% hold an Associate's Degree** (4.4% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

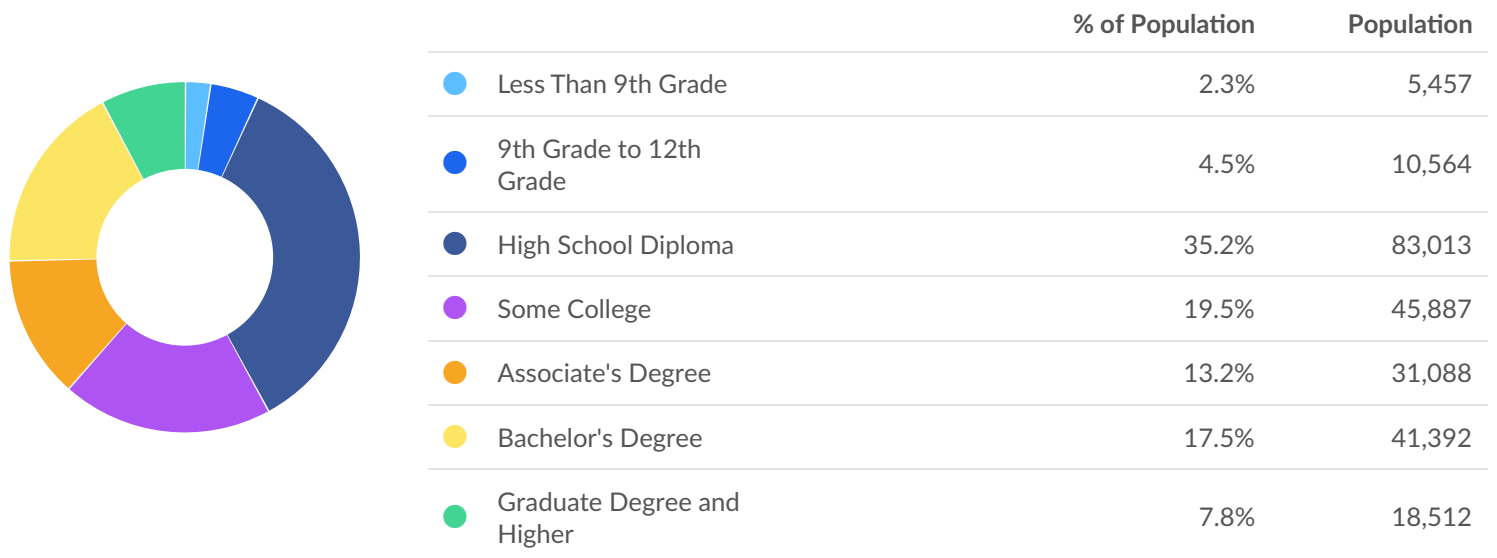
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	335,595	164,013	166,472	99.2	\$20.16B	\$25.40B	\$24.97B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



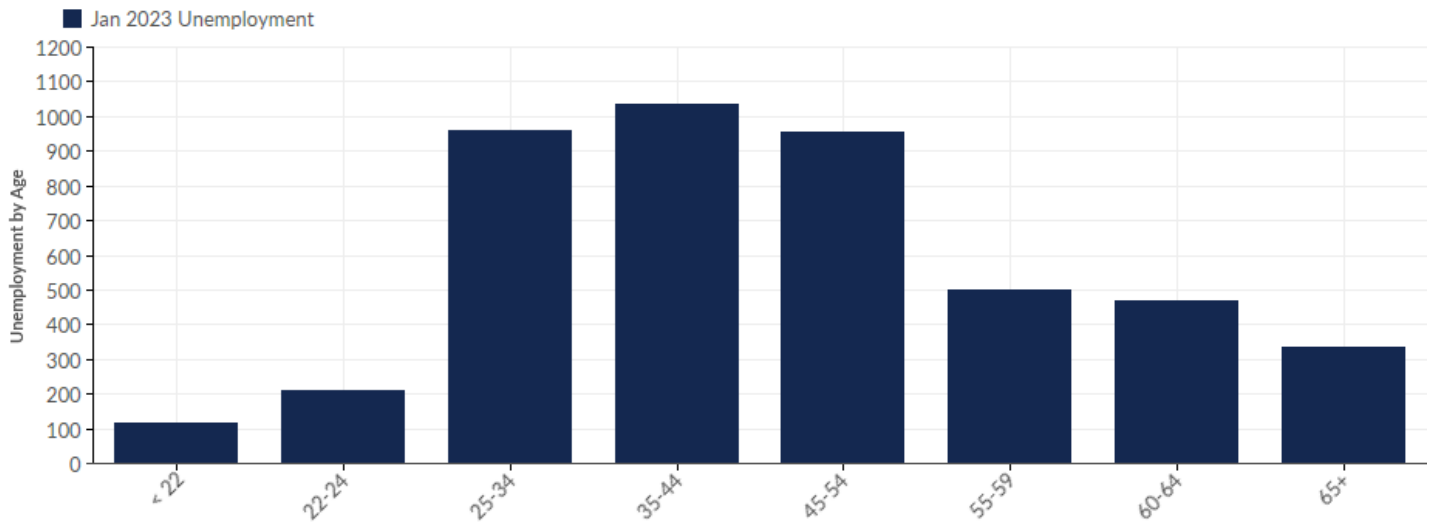
Educational Attainment

Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.2% hold an Associate's Degree** (4.4% above the national average).



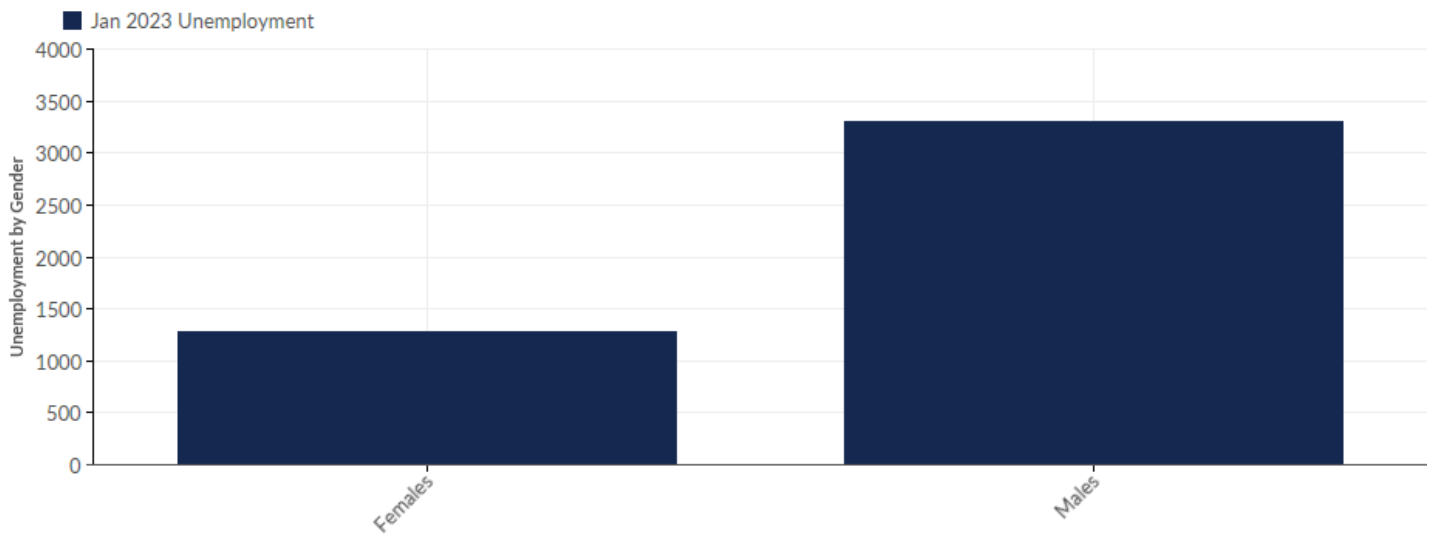
Unemployment by Demographics

Unemployment by Age



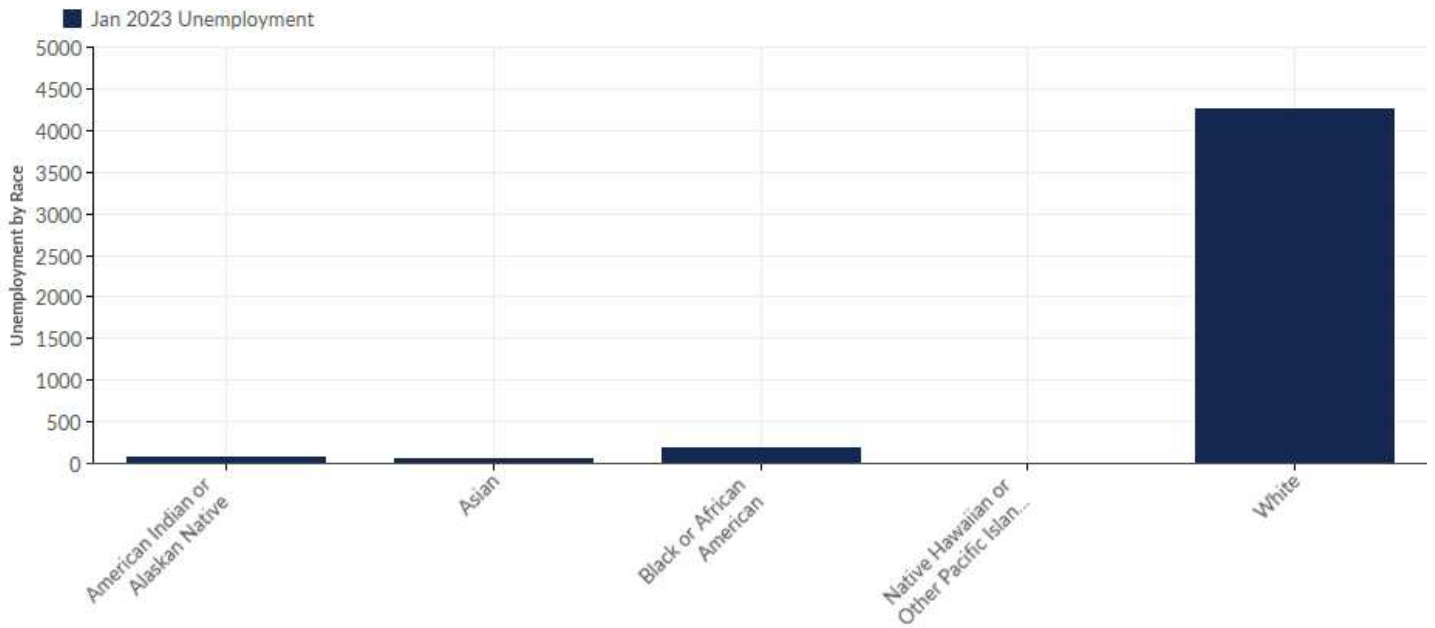
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	117	2.56%
22-24	208	4.54%
25-34	960	20.97%
35-44	1,034	22.59%
45-54	955	20.87%
55-59	498	10.88%
60-64	469	10.25%
65+	337	7.36%
Total	4,577	100.00%

Unemployment by Gender



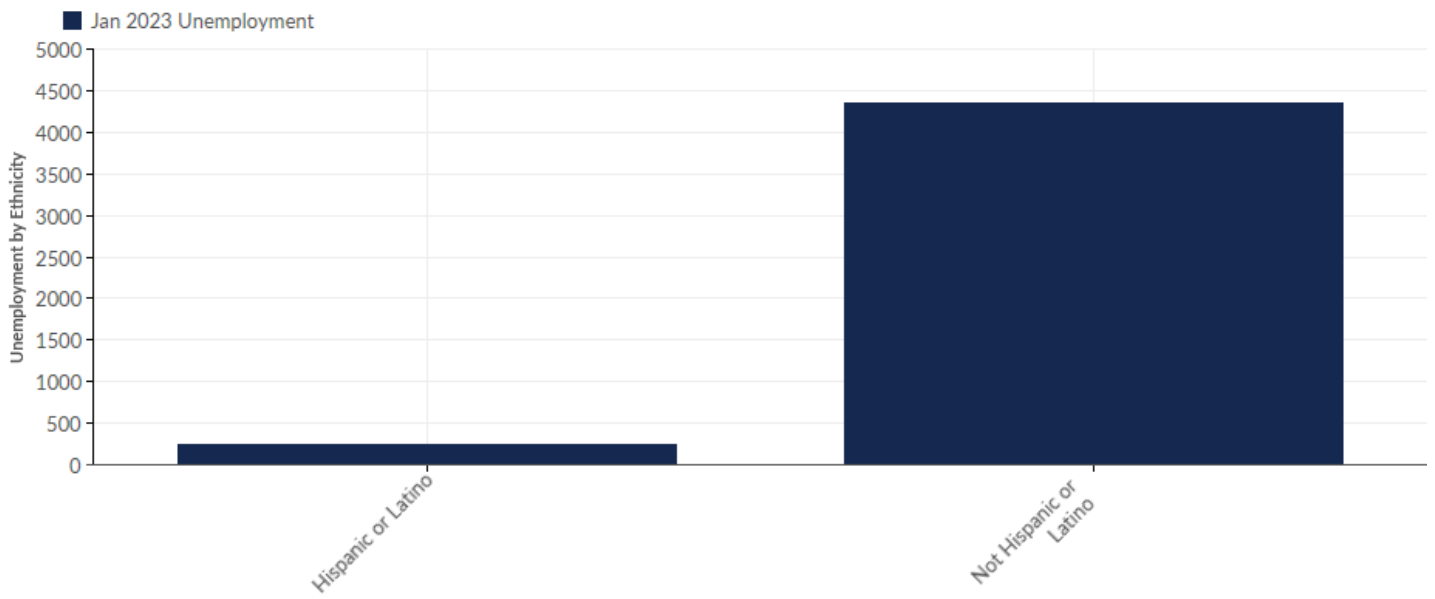
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	1,280	27.97%
Males	3,297	72.03%
Total	4,577	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	73	1.59%
Asian	50	1.09%
Black or African American	186	4.06%
Native Hawaiian or Other Pacific Islander	5	0.11%
White	4,264	93.16%
Total	4,577	100.00%

Unemployment by Ethnicity

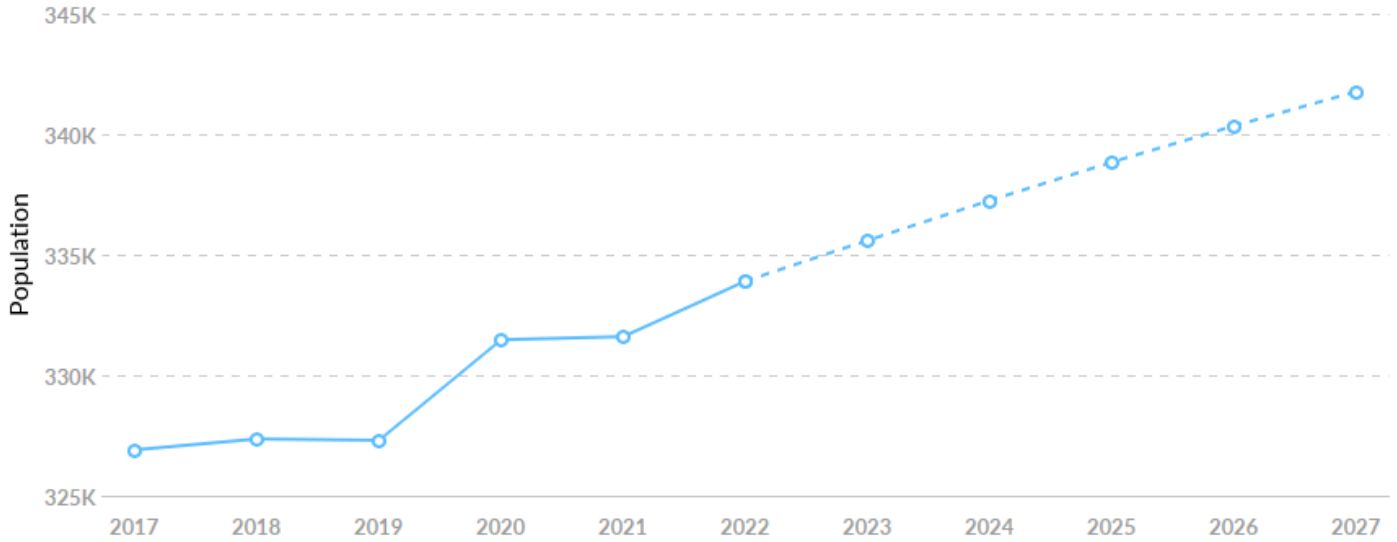


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	234	5.11%
Not Hispanic or Latino	4,343	94.89%
Total	4,577	100.00%

Historic & Projected Trends

Population Trends

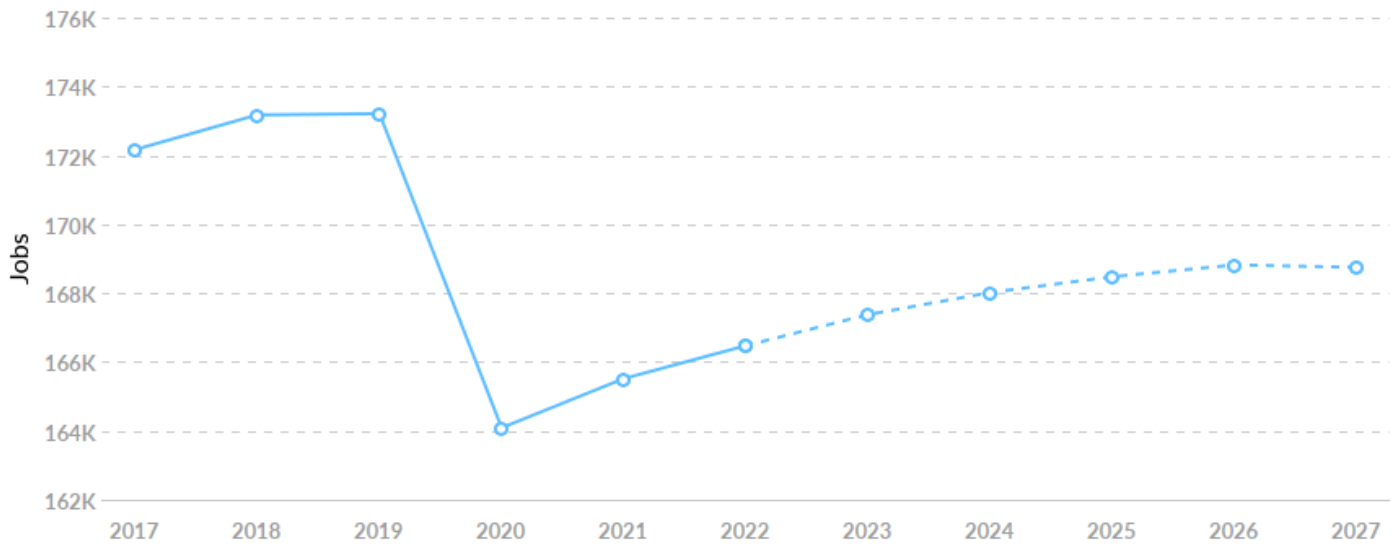
As of 2022 the region's population increased by 2.1% since 2017, growing by 7,003. Population is expected to increase by 2.4% between 2022 and 2027, adding 7,864.



Timeframe	Population
2017	326,902
2018	327,356
2019	327,299
2020	331,470
2021	331,602
2022	333,905
2023	335,595
2024	337,251
2025	338,843
2026	340,343
2027	341,769

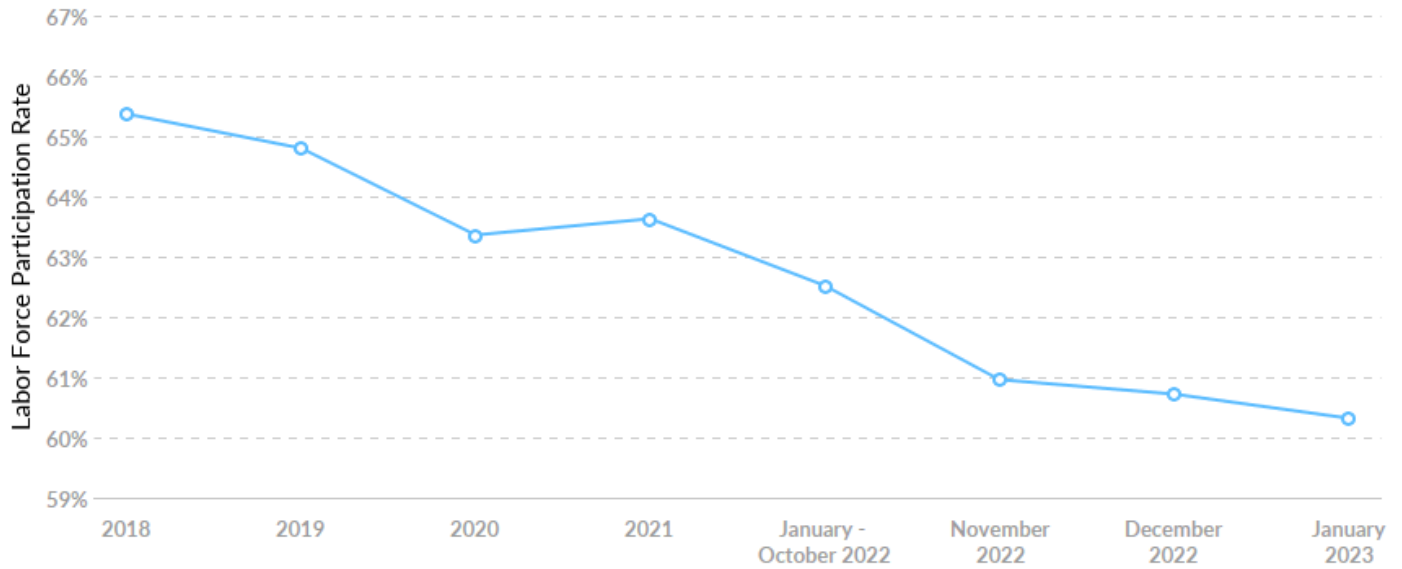
Job Trends

From 2017 to 2022, jobs declined by 3.3% in Centergy from 172,164 to 166,472. This change fell short of the national growth rate of 3.4% by 6.7%.



Timeframe	Jobs
2017	172,164
2018	173,174
2019	173,212
2020	164,083
2021	165,513
2022	166,472
2023	167,374
2024	168,016
2025	168,475
2026	168,819
2027	168,750

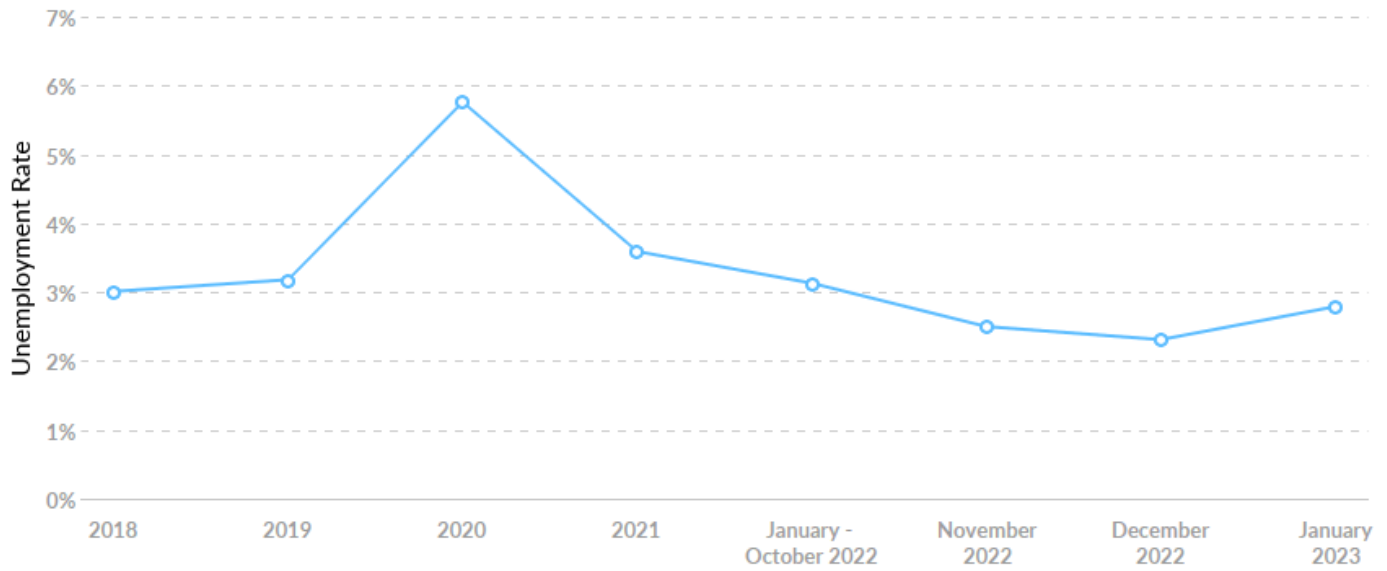
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	65.37%
2019	64.80%
2020	63.36%
2021	63.63%
January - October 2022	62.52%
November 2022	60.96%
December 2022	60.72%
January 2023	60.32%

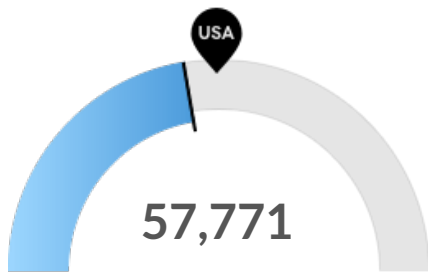
Unemployment Rate Trends

Your areas had a January 2023 unemployment rate of 2.79%, decreasing from 3.01% 5 years before.



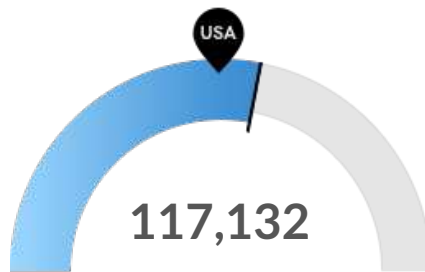
Timeframe	Unemployment Rate
2018	3.01%
2019	3.18%
2020	5.76%
2021	3.59%
January - October 2022	3.13%
November 2022	2.50%
December 2022	2.31%
January 2023	2.79%

Population Characteristics



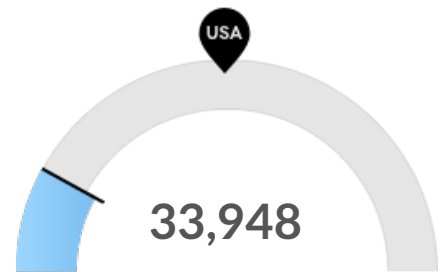
Millennials

Your area has 57,771 millennials (ages 25-39). The national average for an area this size is 67,735.



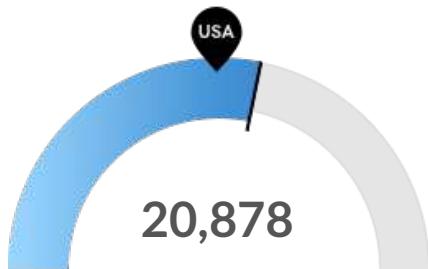
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 98,564 people 55 or older, while there are 117,132 here.



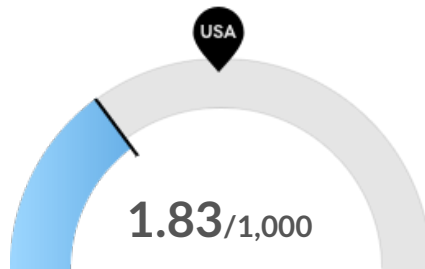
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 134,942 racially diverse people, while there are 33,948 here.



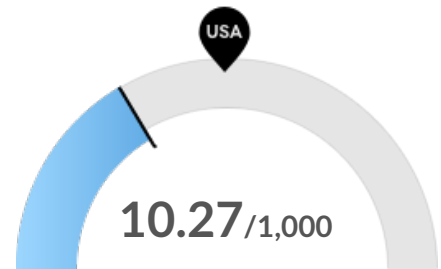
Veterans

Your area has 20,878 veterans. The national average for an area this size is 17,416.



Violent Crime

Your area has 1.83 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

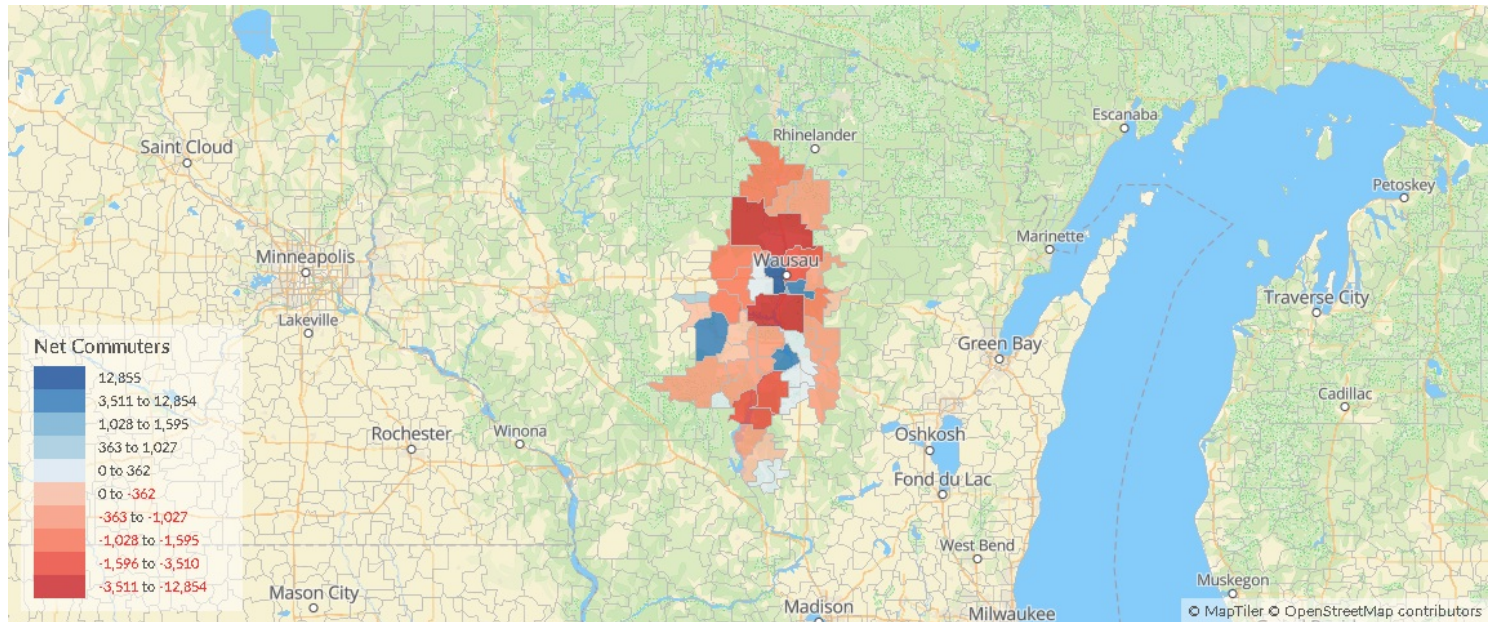


Property Crime

Your area has 10.27 property crimes per 1,000 people. The national rate is 17.8 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

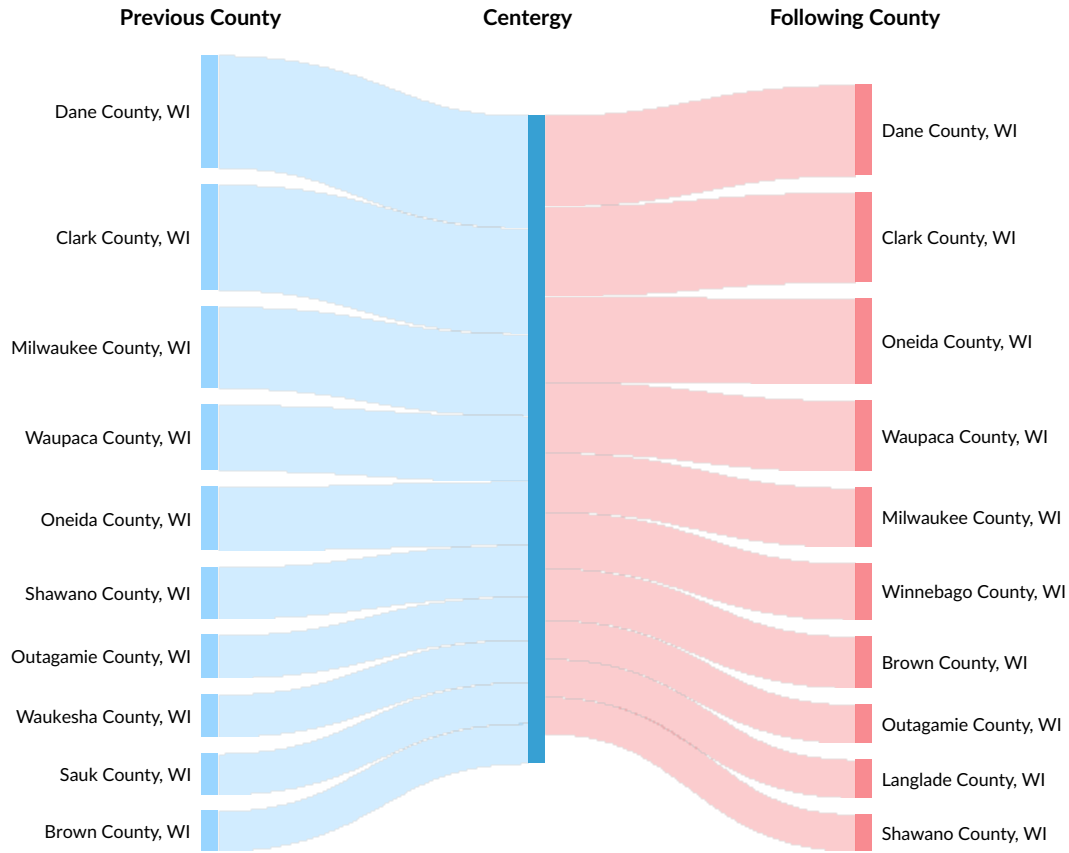
Where Talent Lives

ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	29,060	54401	Wausau, WI (in Maratho...	16,205
54449	Marshfield, WI (in Woo...	17,251	54494	Wisconsin Rapids, WI (i...	13,494
54481	Stevens Point, WI (in Po...	17,175	54481	Stevens Point, WI (in Po...	13,475
54476	Schofield, WI (in Marath...	14,124	54449	Marshfield, WI (in Woo...	12,640
54494	Wisconsin Rapids, WI (i...	11,899	54403	Wausau, WI (in Maratho...	12,125

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.

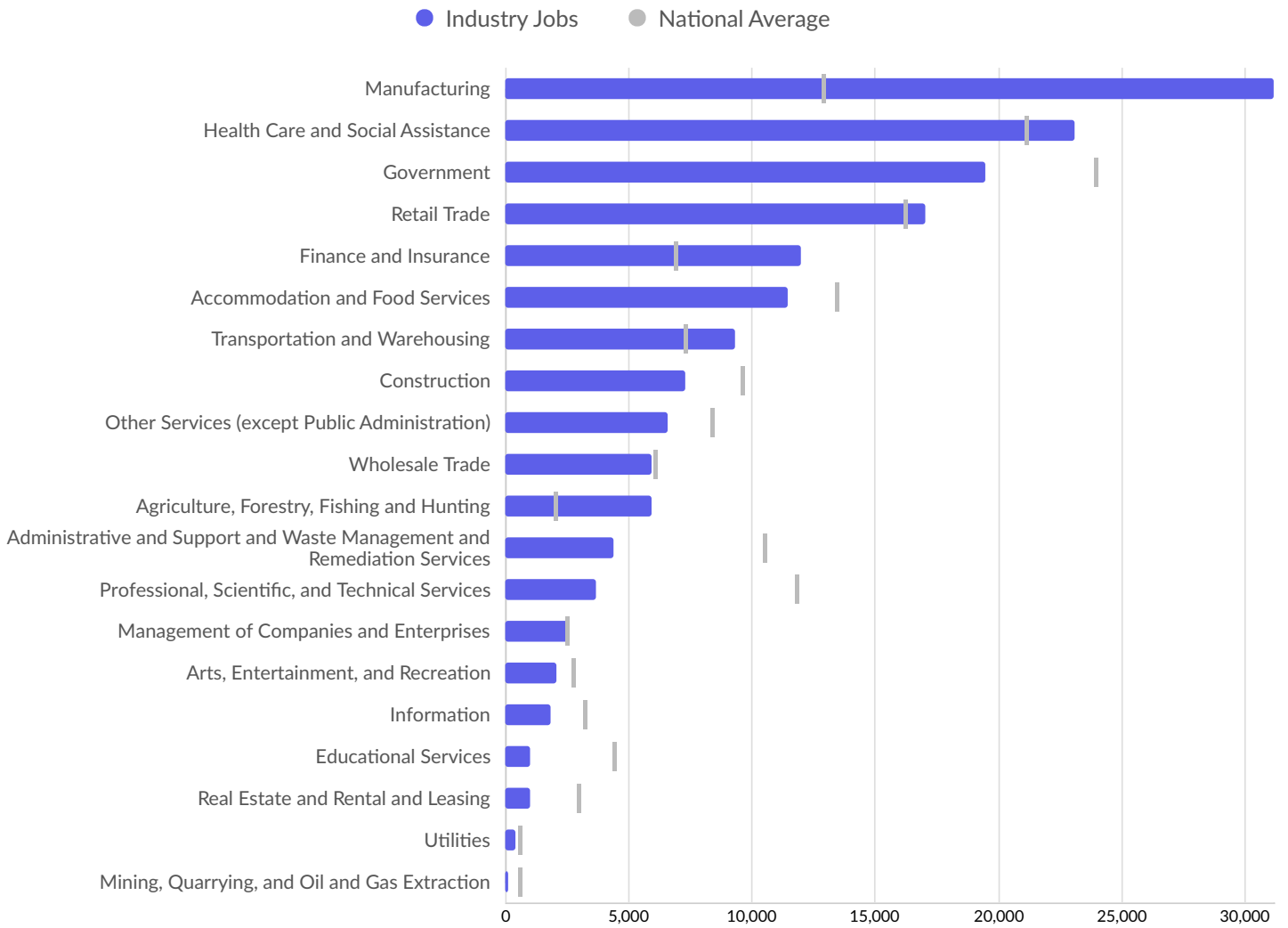


Top Previous Counties	Migrations
Dane County, WI	470
Clark County, WI	441
Milwaukee County, WI	341
Waupaca County, WI	275
Oneida County, WI	267
Shawano County, WI	215

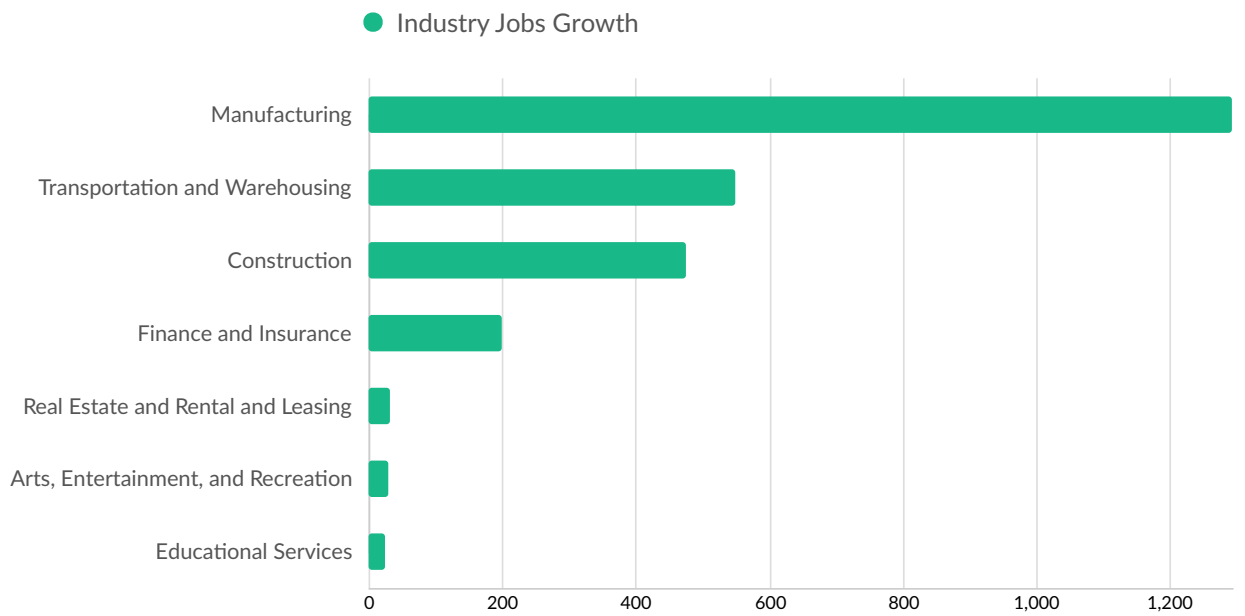
Top Previous Counties	Migrations
Outagamie County, WI	180
Waukesha County, WI	177
Sauk County, WI	172
Brown County, WI	167
Winnebago County, WI	166
Cook County, IL	163
Langlade County, WI	147
Taylor County, WI	145
Waushara County, WI	143
Top Following Counties	Migrations
Dane County, WI	379
Clark County, 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

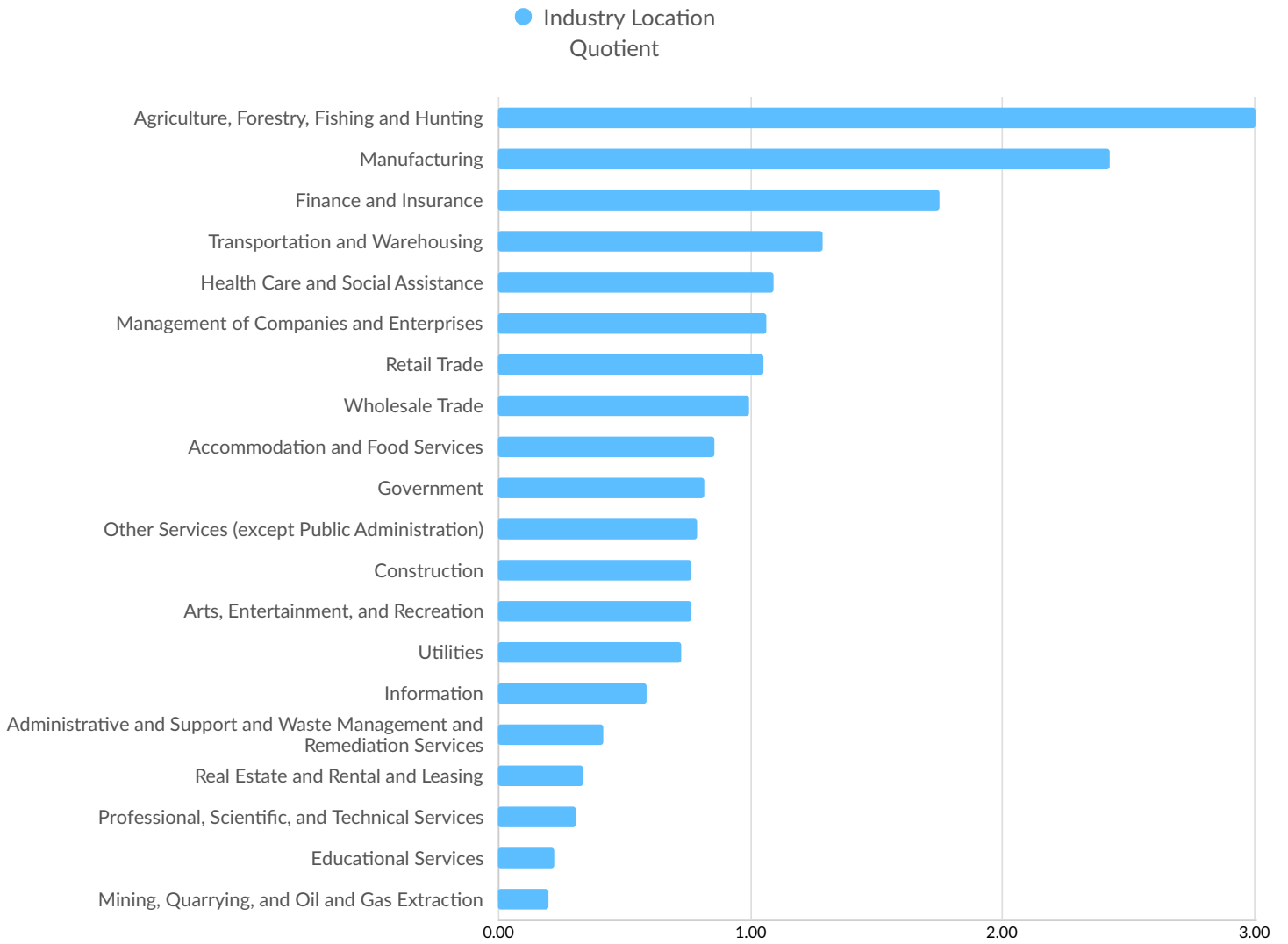
Largest Industries



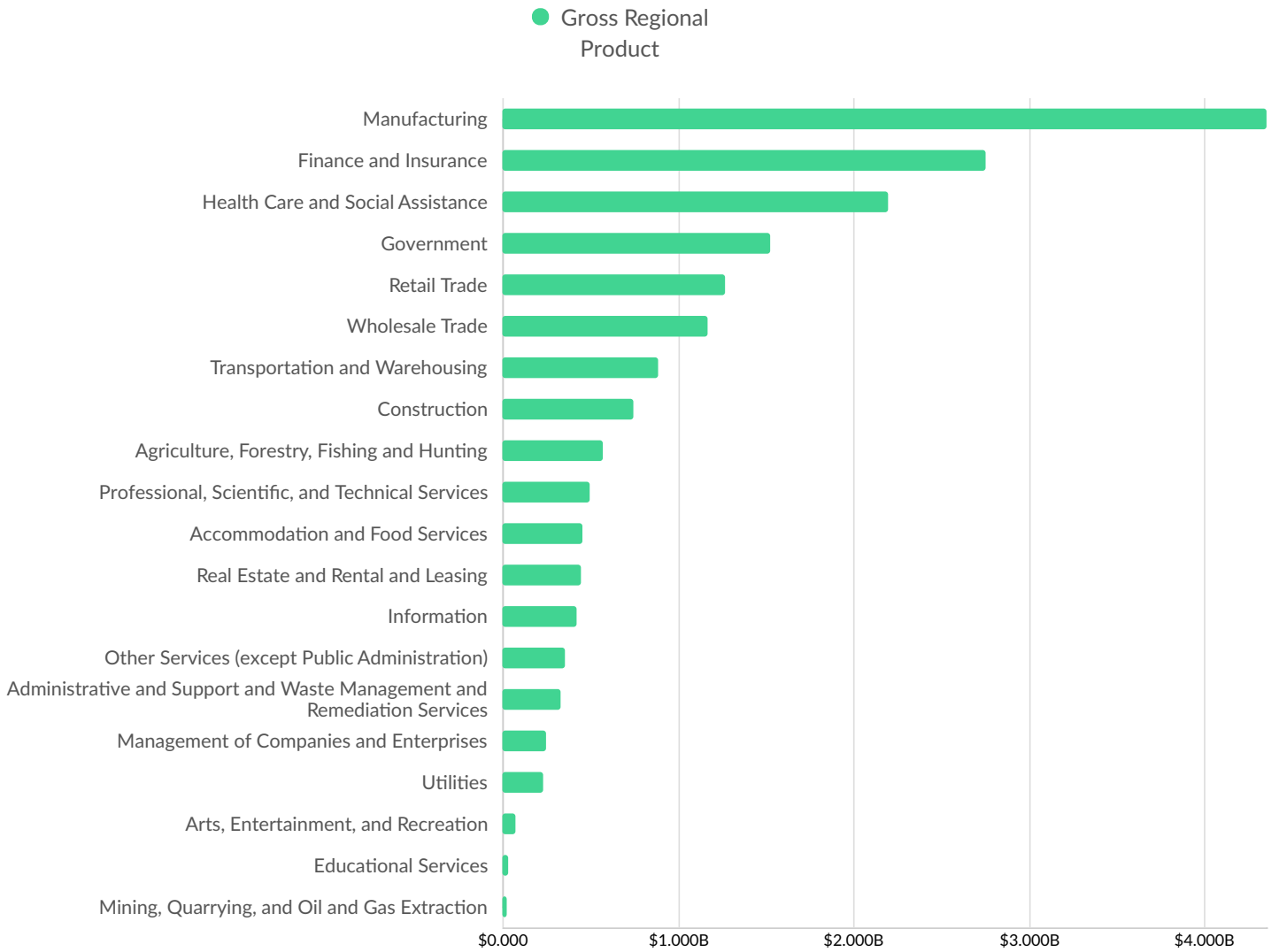
Top Growing Industries



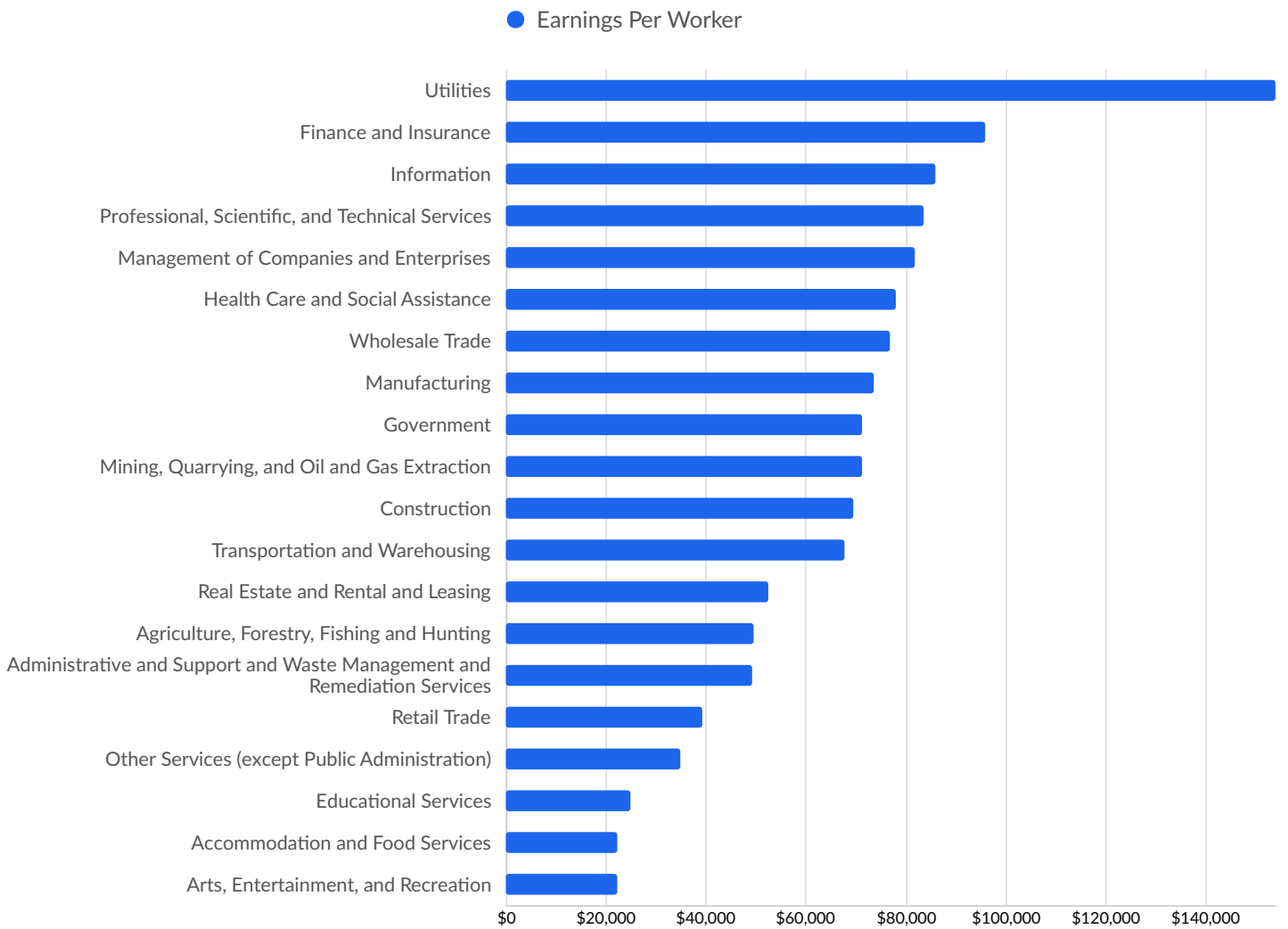
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



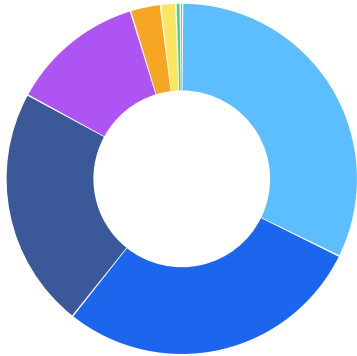
Business Characteristics

20,554 Companies Employ Your Workers

Online profiles for your workers mention 20,554 companies as employers, with the top 10 appearing below. In the last 12 months, 1,446 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,244 	Marshfield Clinic	1,480 
Sentry	1,667 	Aspirus	1,304 
Aspirus	1,418 	Beaver Dam Community Hospit...	780 
University Of Wisconsin - Steve...	1,418 	Sentry Insurance	585 
Greenheck	639 	Kwik Trip	371 
Ministry Health Care	561 	FedEx	327 
Church Mutual Insurance Comp...	519 	Walmart	287 
Northcentral Technical College	455 	ABR Employment Services	286 
Wausau School District	422 	Festival Foods	240 
Liberty Mutual	418 	Greenheck Fan Corporation	216 

Business Size

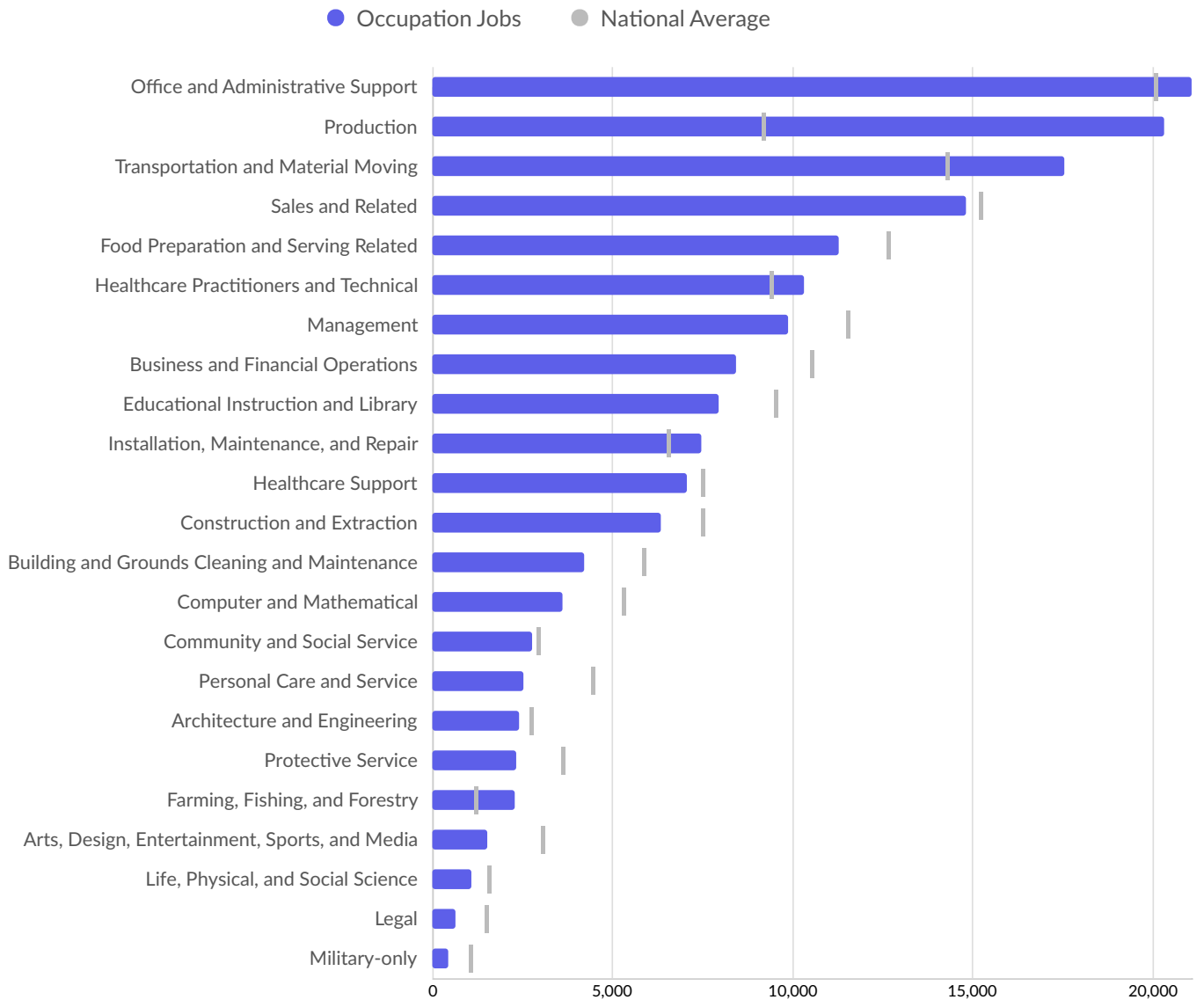


	Percentage	Business Count
● 1 to 4 employees	32.2%	4,116
● 5 to 9 employees	28.4%	3,636
● 10 to 19 employees	22.2%	2,843
● 20 to 49 employees	12.3%	1,578
● 50 to 99 employees	2.8%	355
● 100 to 249 employees	1.4%	181
● 250 to 499 employees	0.4%	51
● 500+ employees	0.2%	26

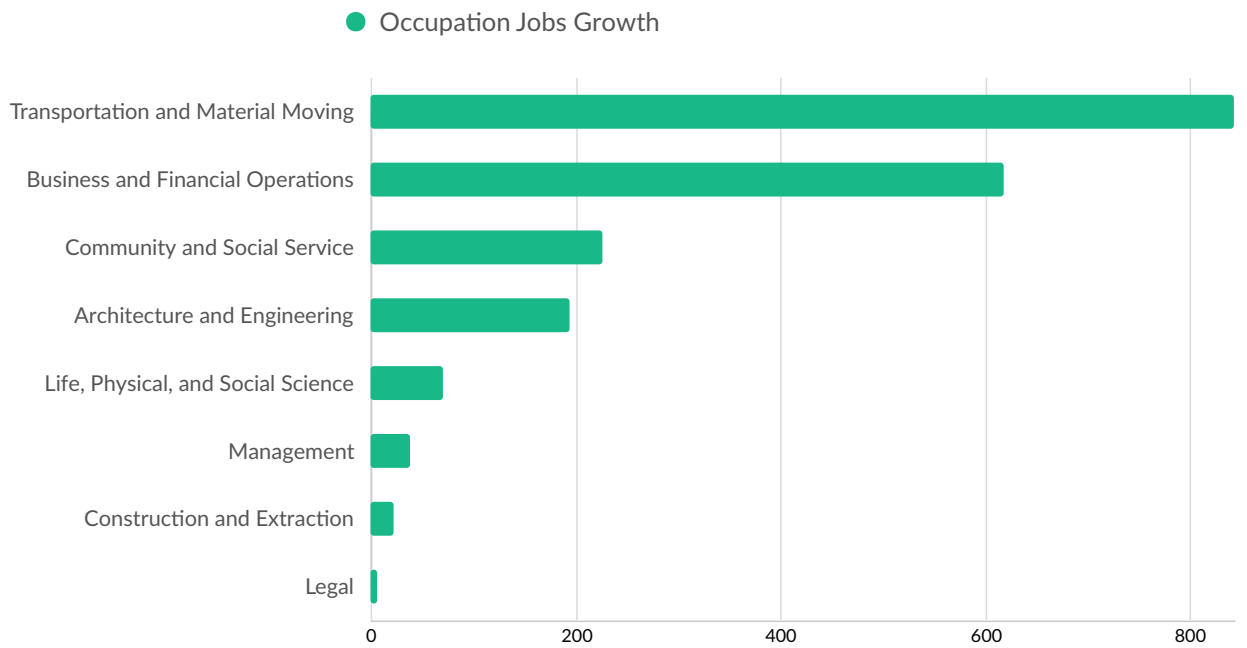
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

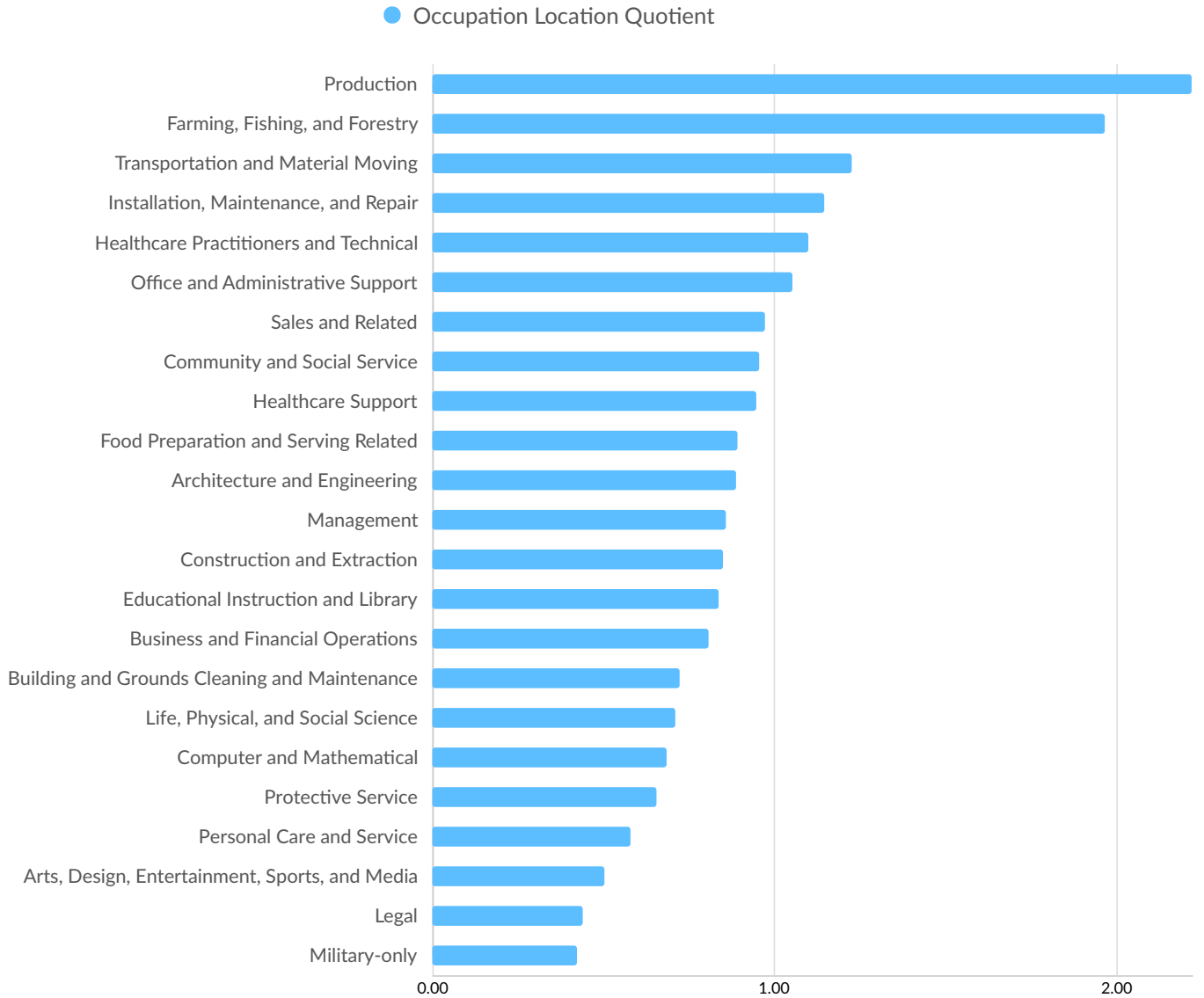
Largest Occupations



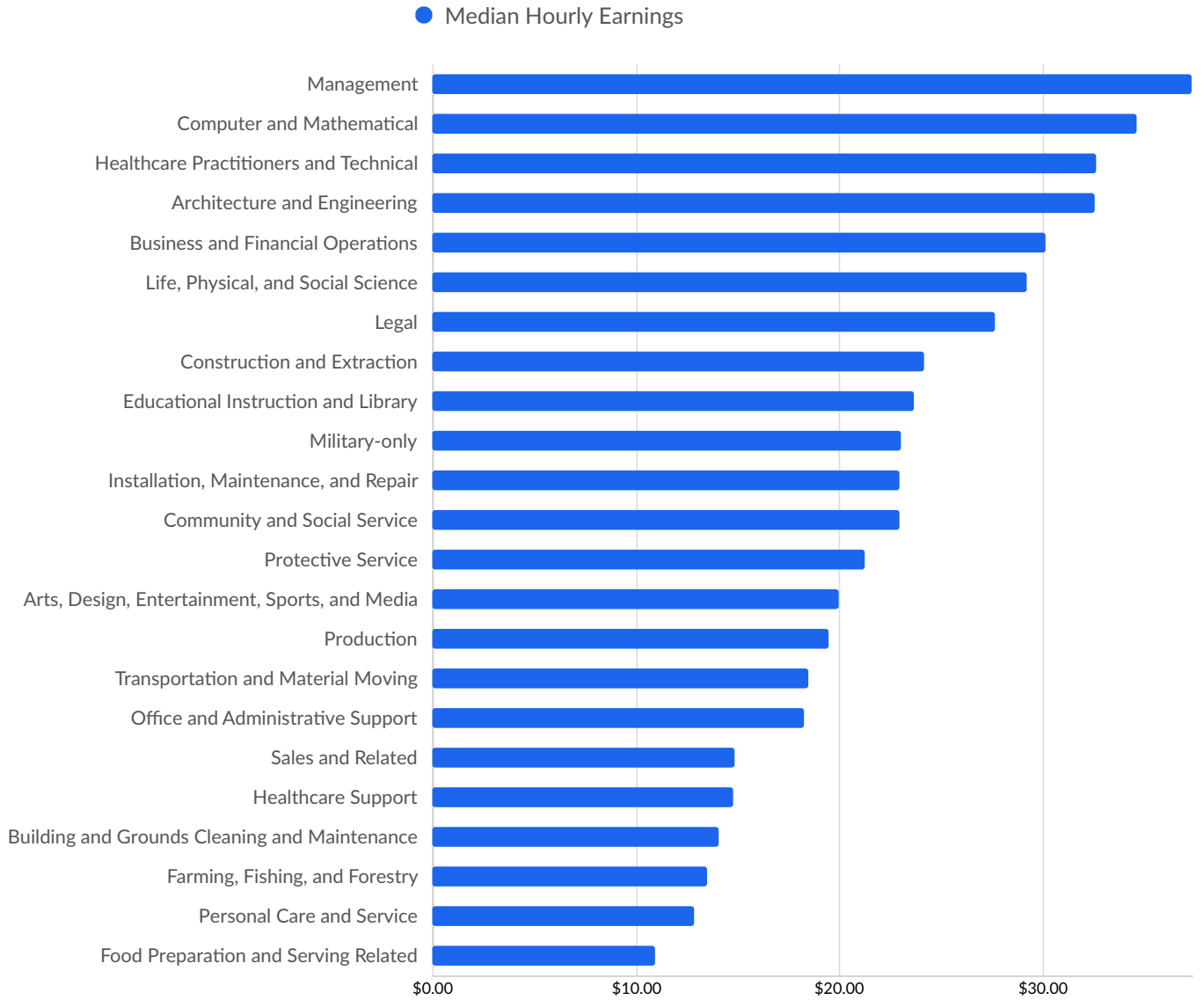
Top Growing Occupations



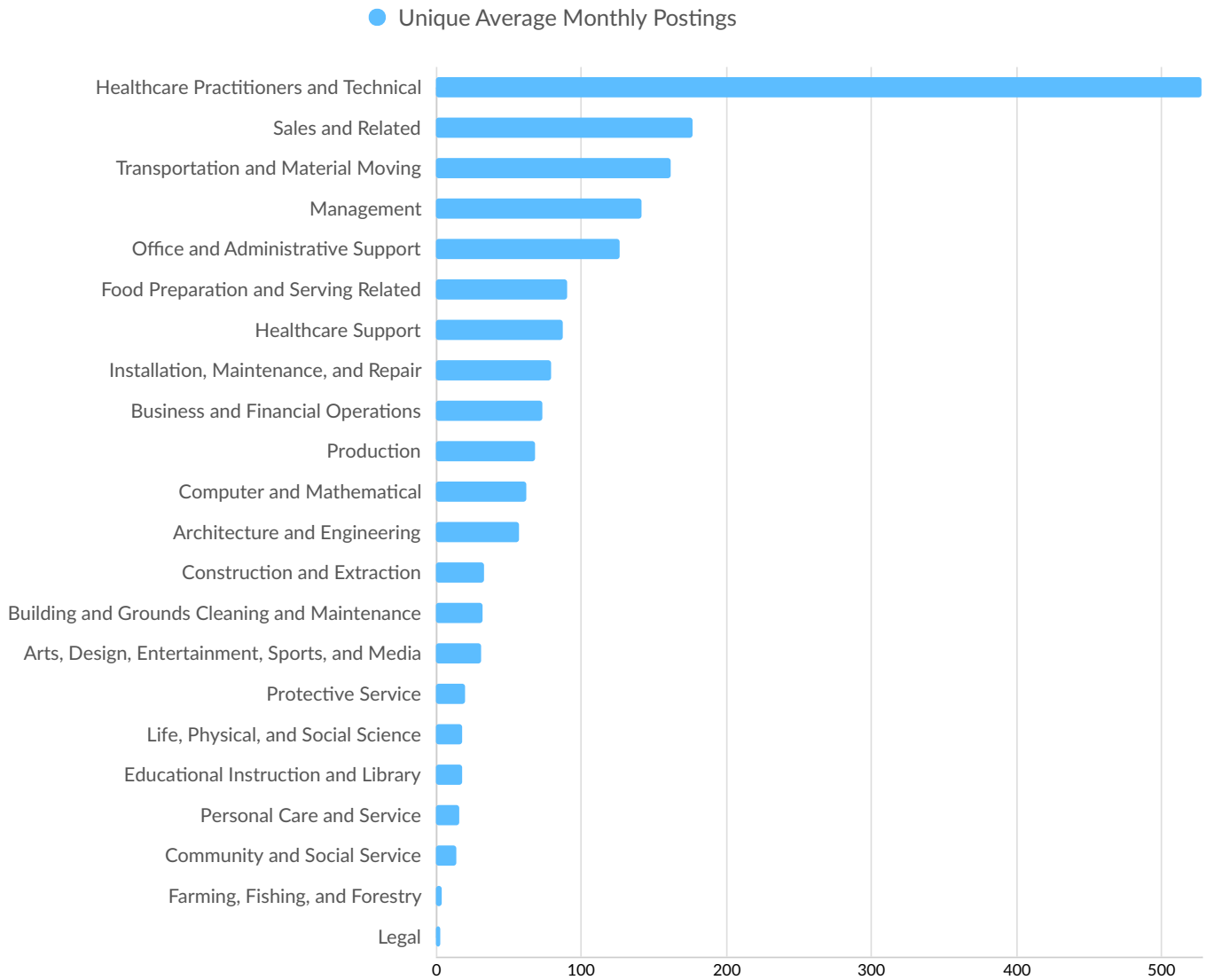
Top Occupation Location Quotient



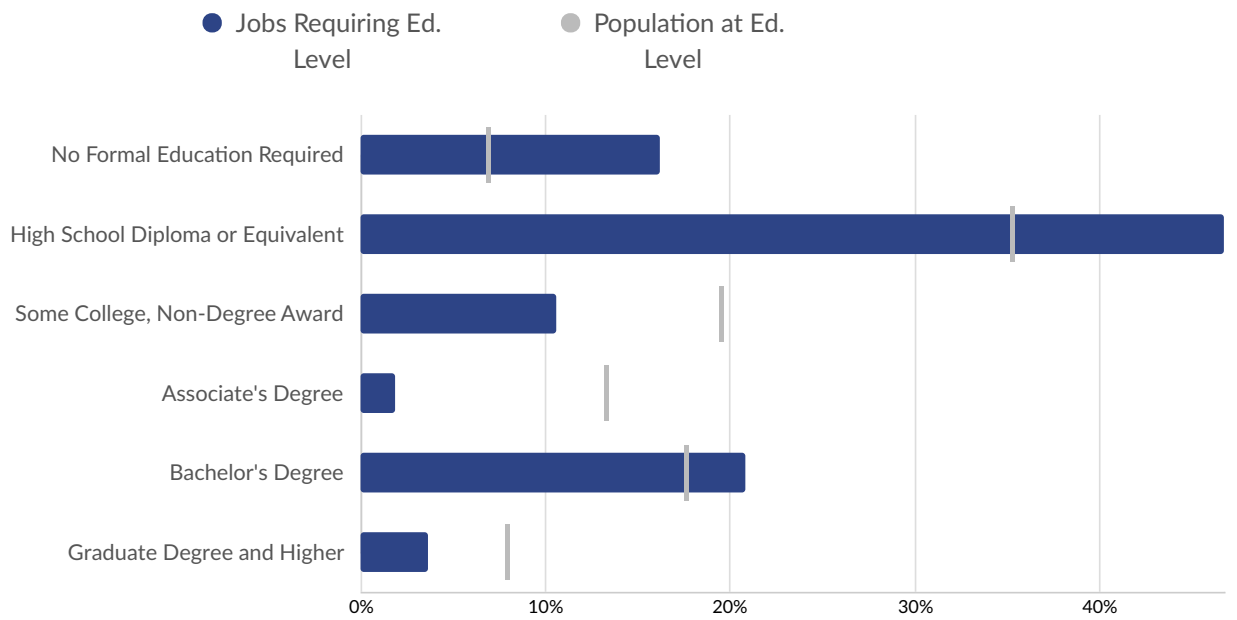
Top Occupation Earnings



Top Posted Occupations

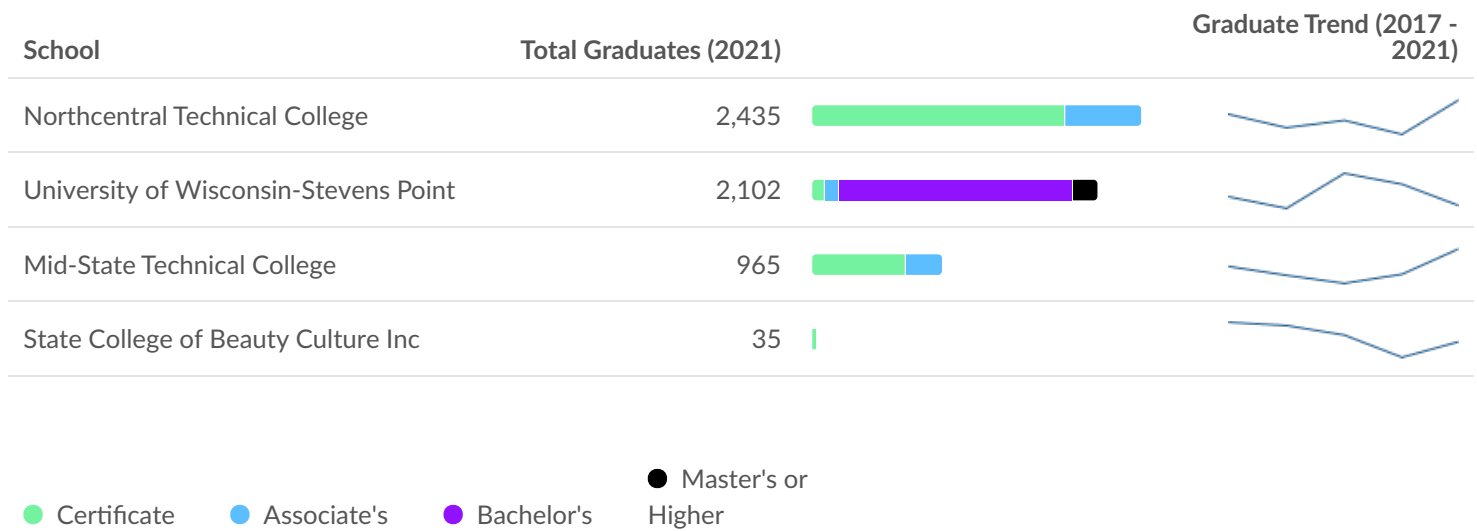


Underemployment



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" (Certificate), "Welding Technology/Welder" (Certificate), and "Business Administration and Management, General" (Bachelor's).



In-Demand Skills

