

Centergy

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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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

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.

171,814

Total Regional Employment

Jobs **decreased by 4,796** over the last 5 years but are projected to **grow by 2,760** over the next 5 years.

\$64.1K

Avg. Earnings Per Job (2022)

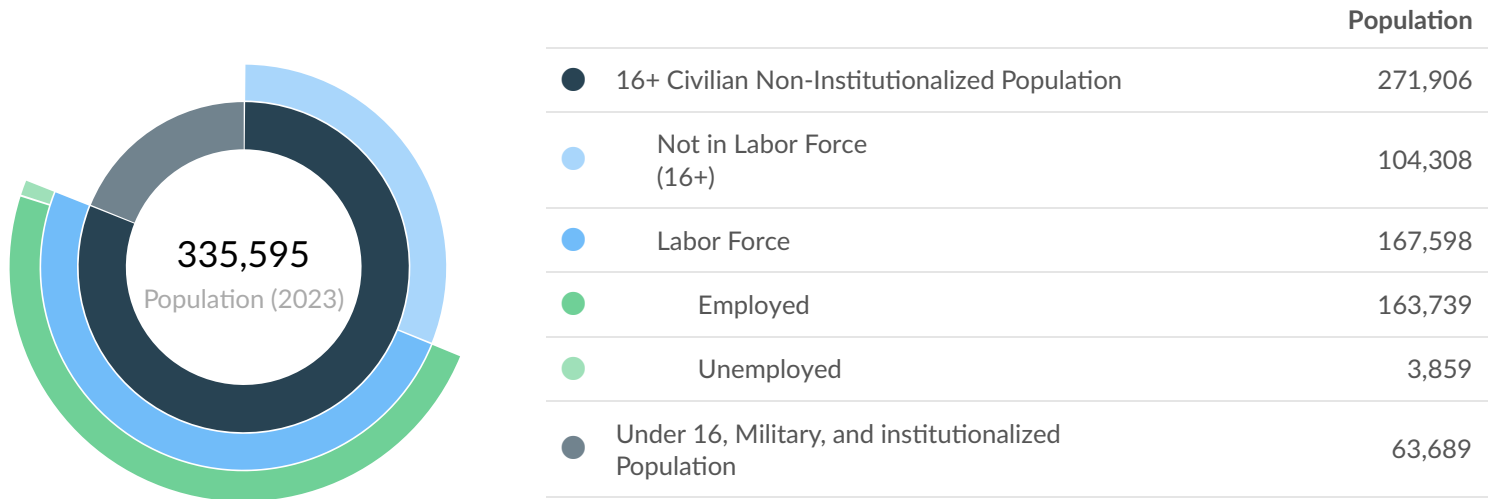
Regional average earnings per job are **\$16.7K below** the national average earnings of \$80.8K per job.

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 2.7%** in Centergy from 176,610 to **171,814**. This change **fell short of the national growth rate of 3.8% by 6.5%**. As the number of jobs declined, the **labor force participation rate decreased from 64.9% to 60.5% 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.

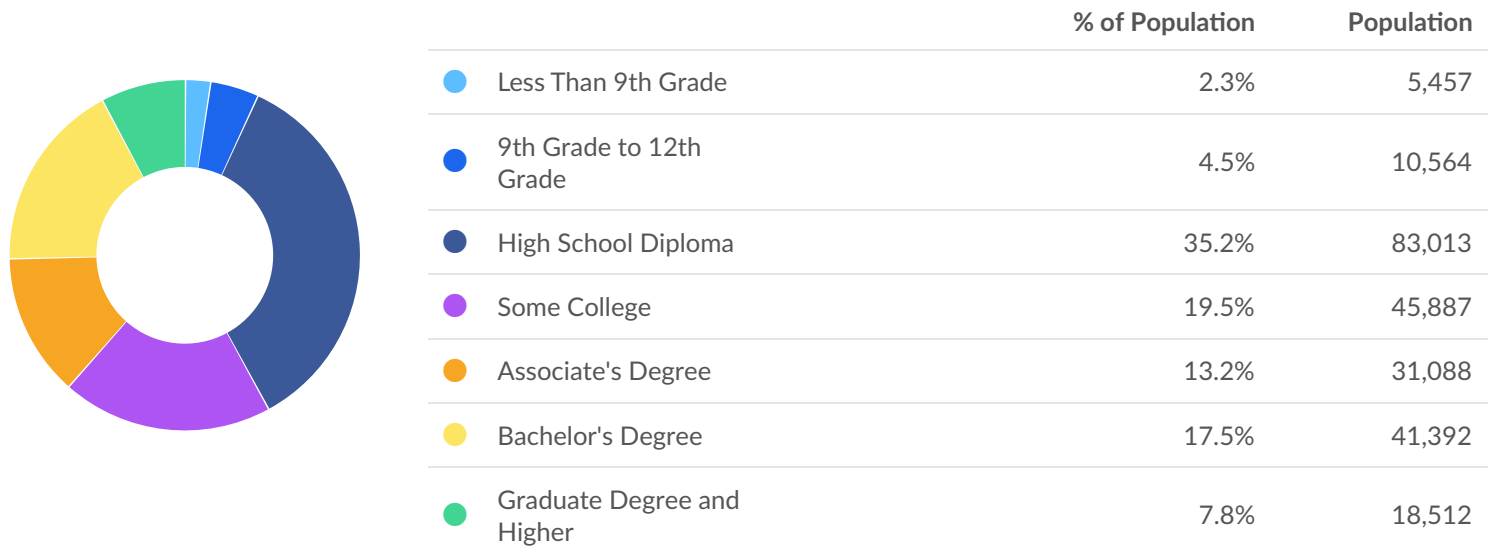
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	335,595	167,598	171,814	99.2	\$20.56B	\$25.57B	\$25.18B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



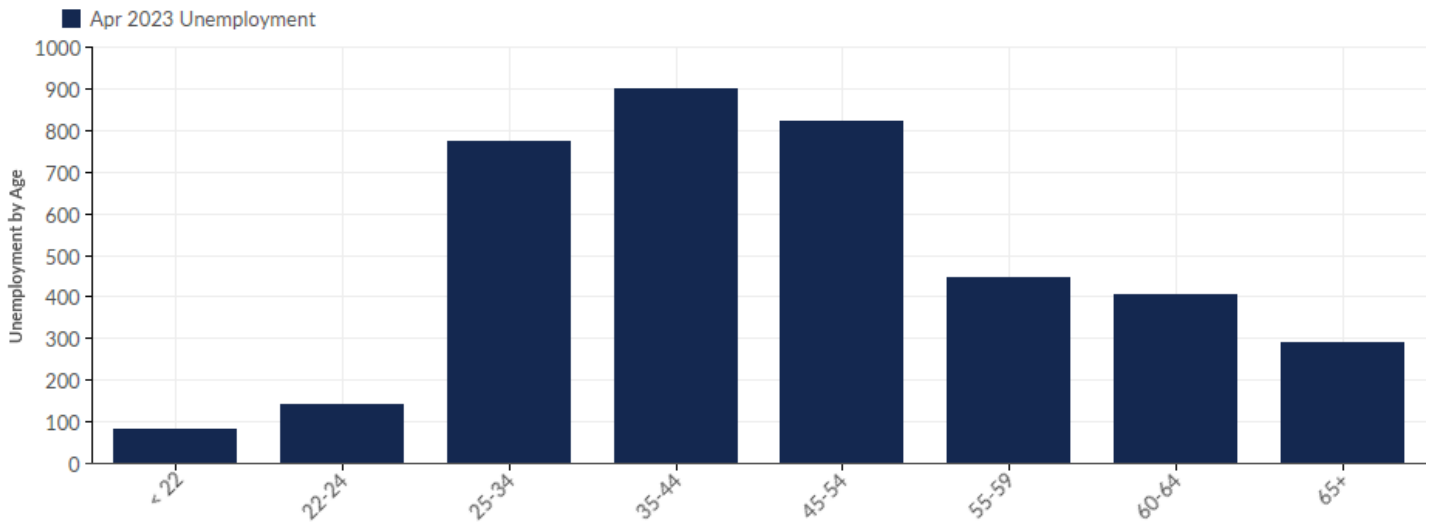
Educational Attainment

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).



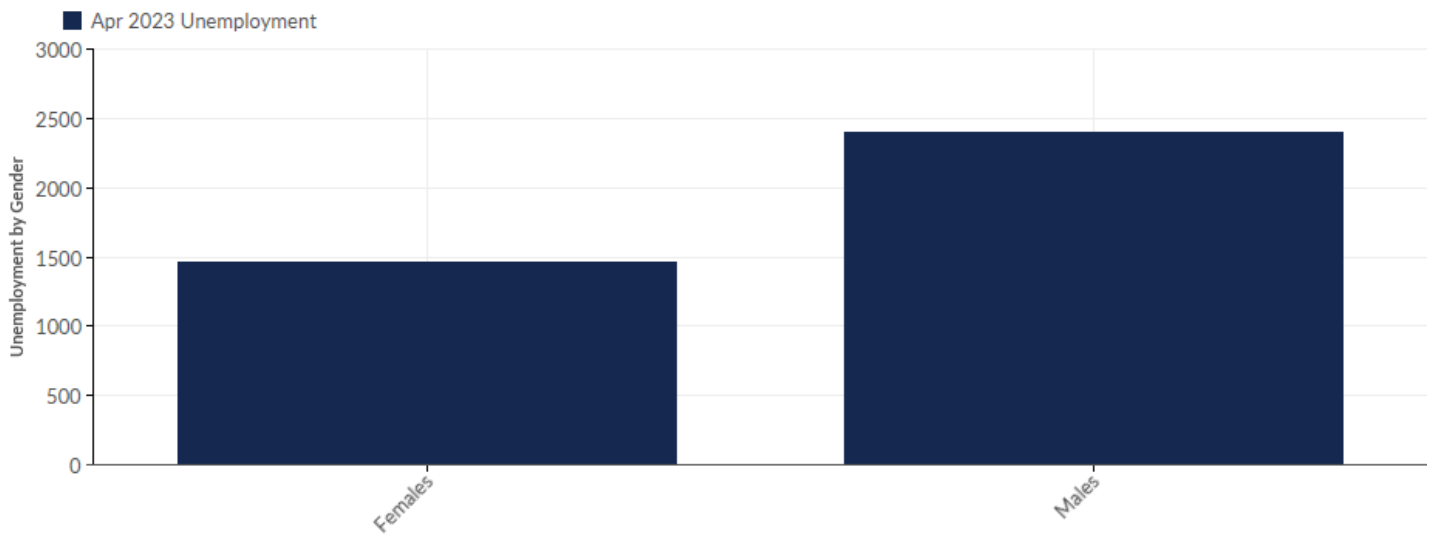
Unemployment by Demographics

Unemployment by Age



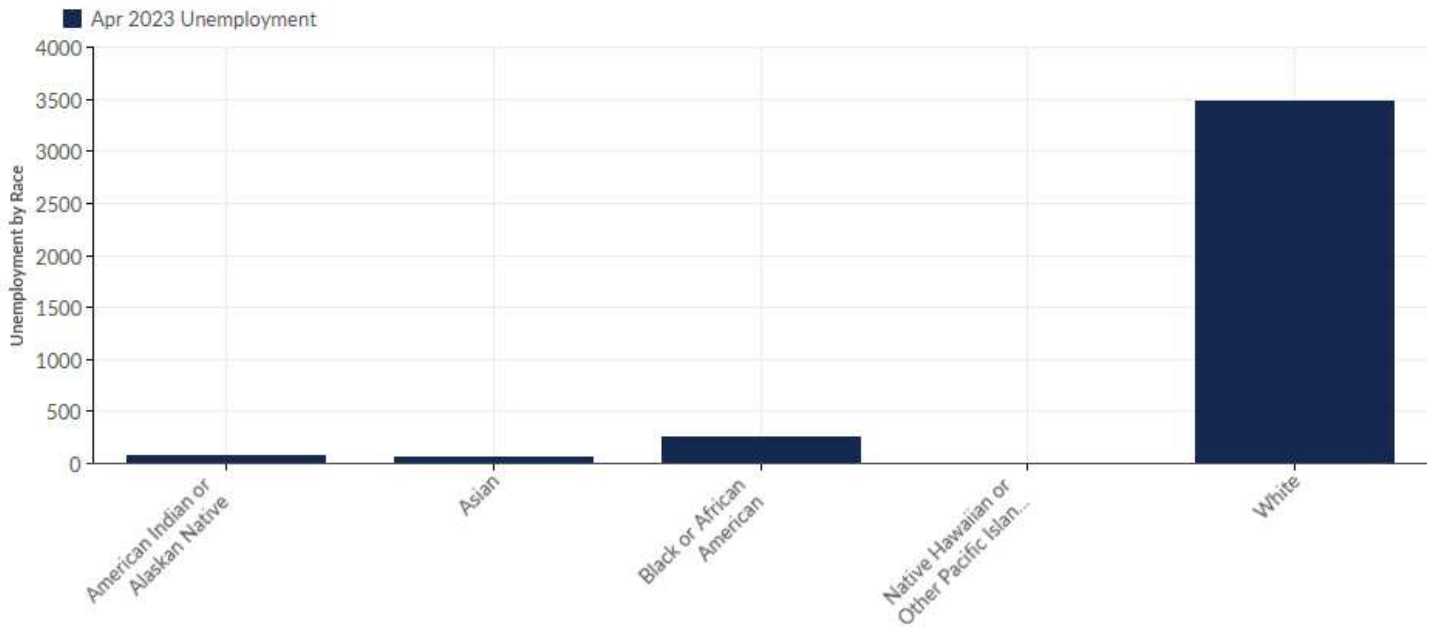
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	81	2.10%
22-24	143	3.71%
25-34	775	20.08%
35-44	898	23.27%
45-54	820	21.25%
55-59	447	11.58%
60-64	404	10.47%
65+	291	7.54%
Total	3,859	100.00%

Unemployment by Gender



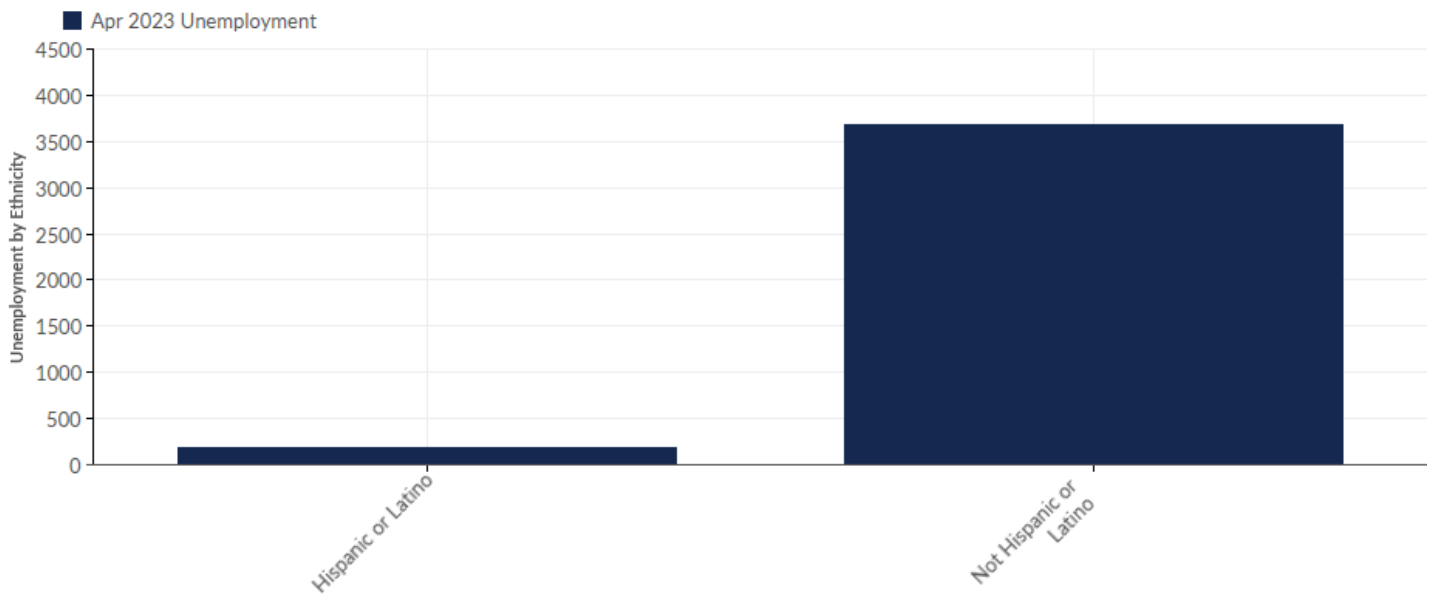
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	1,458	37.78%
Males	2,401	62.22%
Total	3,859	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	74	1.92%
Asian	59	1.53%
Black or African American	246	6.37%
Native Hawaiian or Other Pacific Islander	4	0.10%
White	3,477	90.10%
Total	3,859	100.00%

Unemployment by Ethnicity

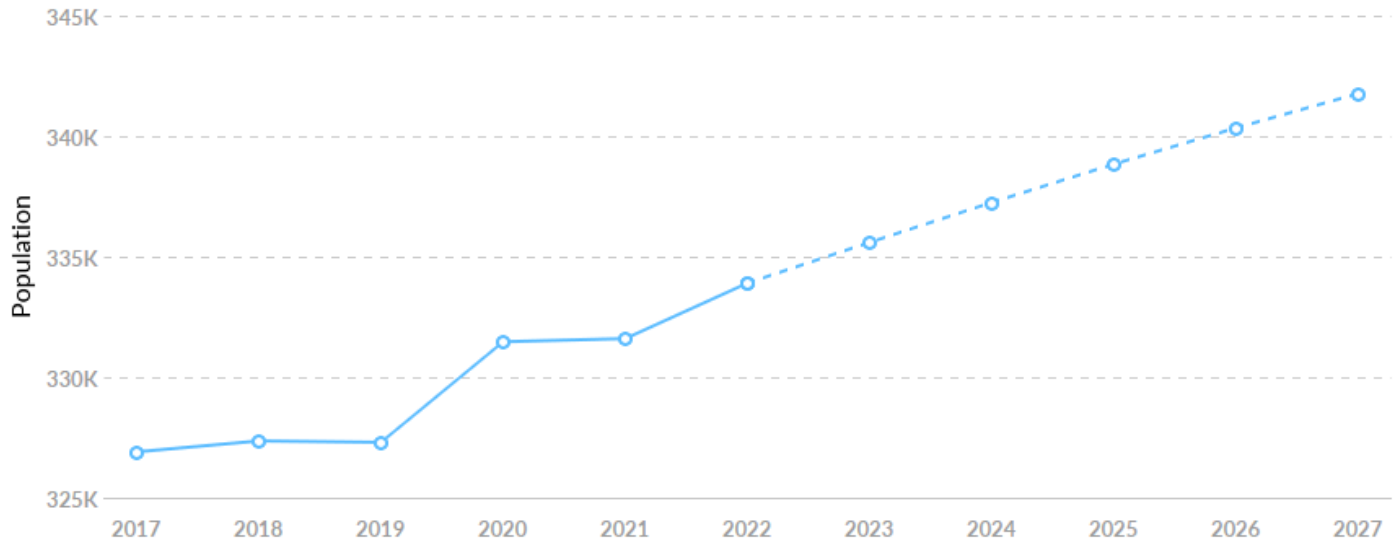


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	180	4.66%
Not Hispanic or Latino	3,679	95.34%
Total	3,859	100.00%

Historic & Projected Trends

Population Trends

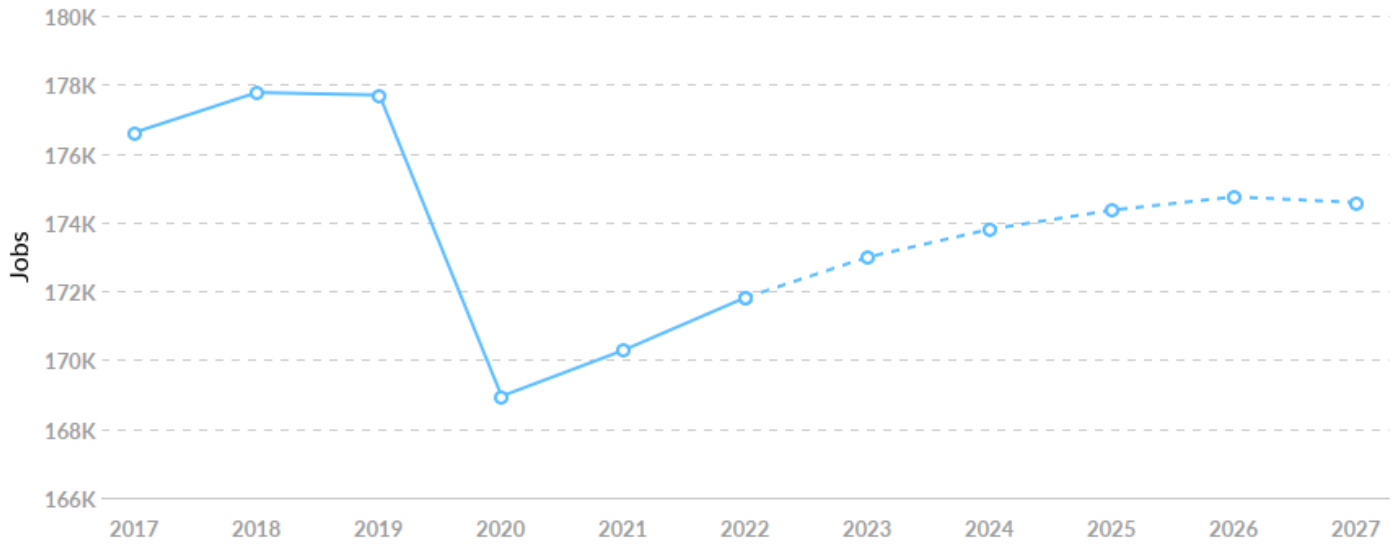
As of 2022 the region's population increased by 2.1% since 2017, growing by 7,003. Population is expected to increase by 2.4% between 2022 and 2027, adding 7,864.



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

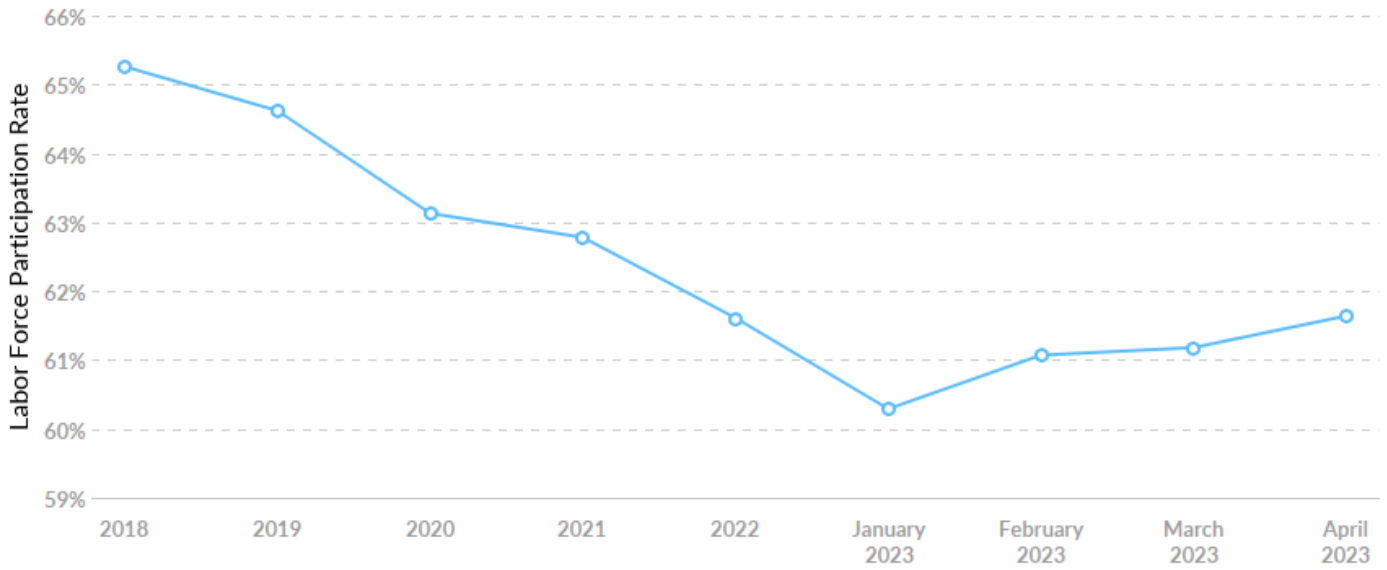
Job Trends

From 2017 to 2022, jobs declined by 2.7% in Centergy from 176,610 to 171,814. This change fell short of the national growth rate of 3.8% by 6.5%.



Timeframe	Jobs
2017	176,610
2018	177,769
2019	177,694
2020	168,944
2021	170,282
2022	171,814
2023	172,988
2024	173,797
2025	174,352
2026	174,738
2027	174,574

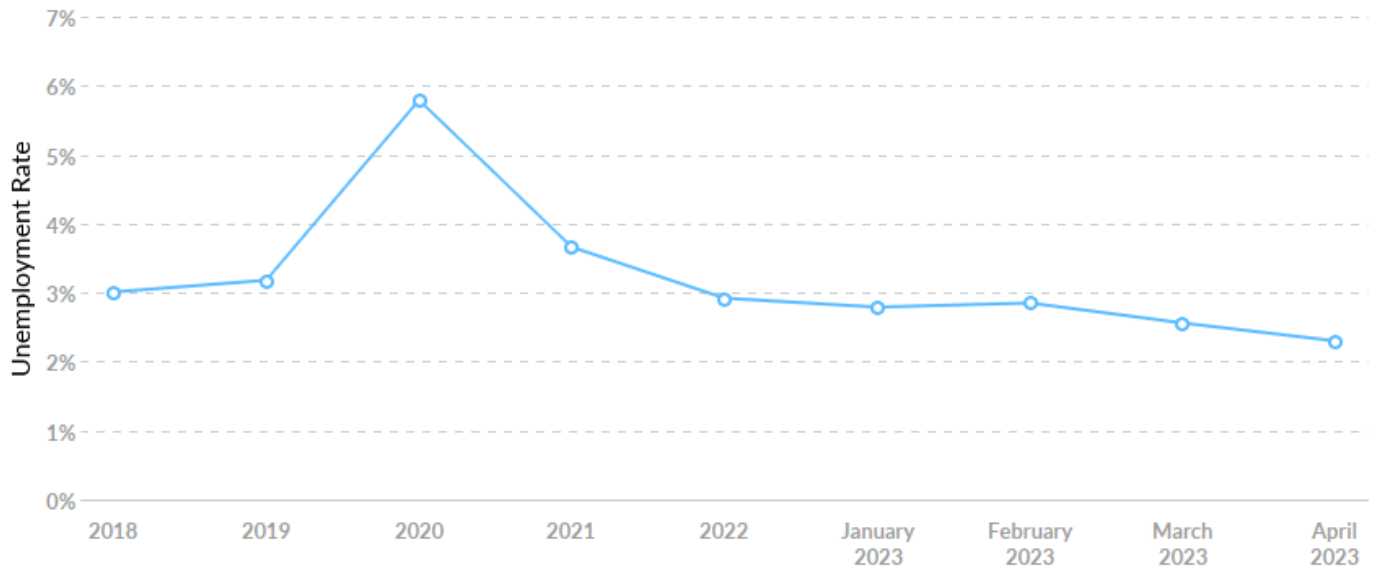
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	65.26%
2019	64.62%
2020	63.13%
2021	62.78%
2022	61.61%
January 2023	60.29%
February 2023	61.07%
March 2023	61.18%
April 2023	61.64%

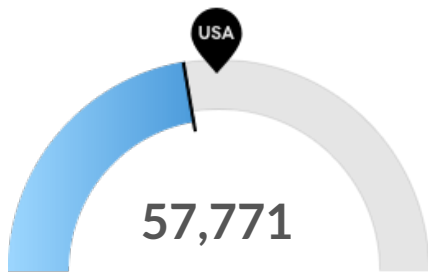
Unemployment Rate Trends

Your areas had an April 2023 unemployment rate of 2.30%, decreasing from 3.01% 5 years before.



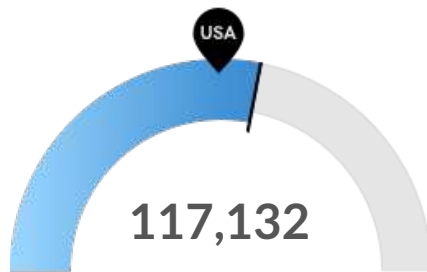
Timeframe	Unemployment Rate
2018	3.01%
2019	3.18%
2020	5.79%
2021	3.66%
2022	2.92%
January 2023	2.79%
February 2023	2.85%
March 2023	2.56%
April 2023	2.30%

Population Characteristics



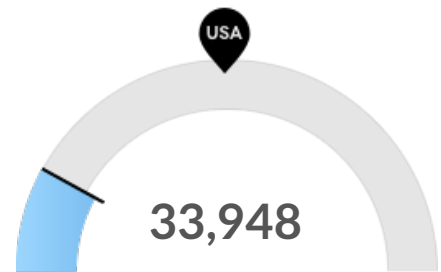
Millennials

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



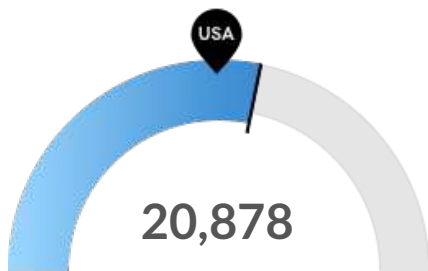
Retiring Soon

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.



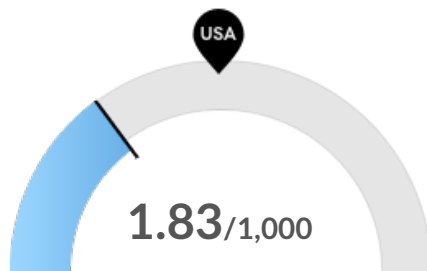
Racial Diversity

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.



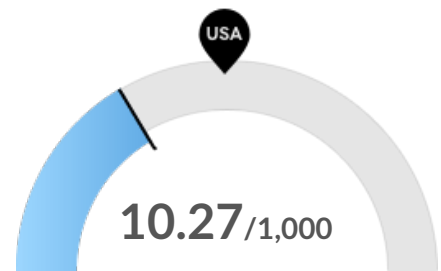
Veterans

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.

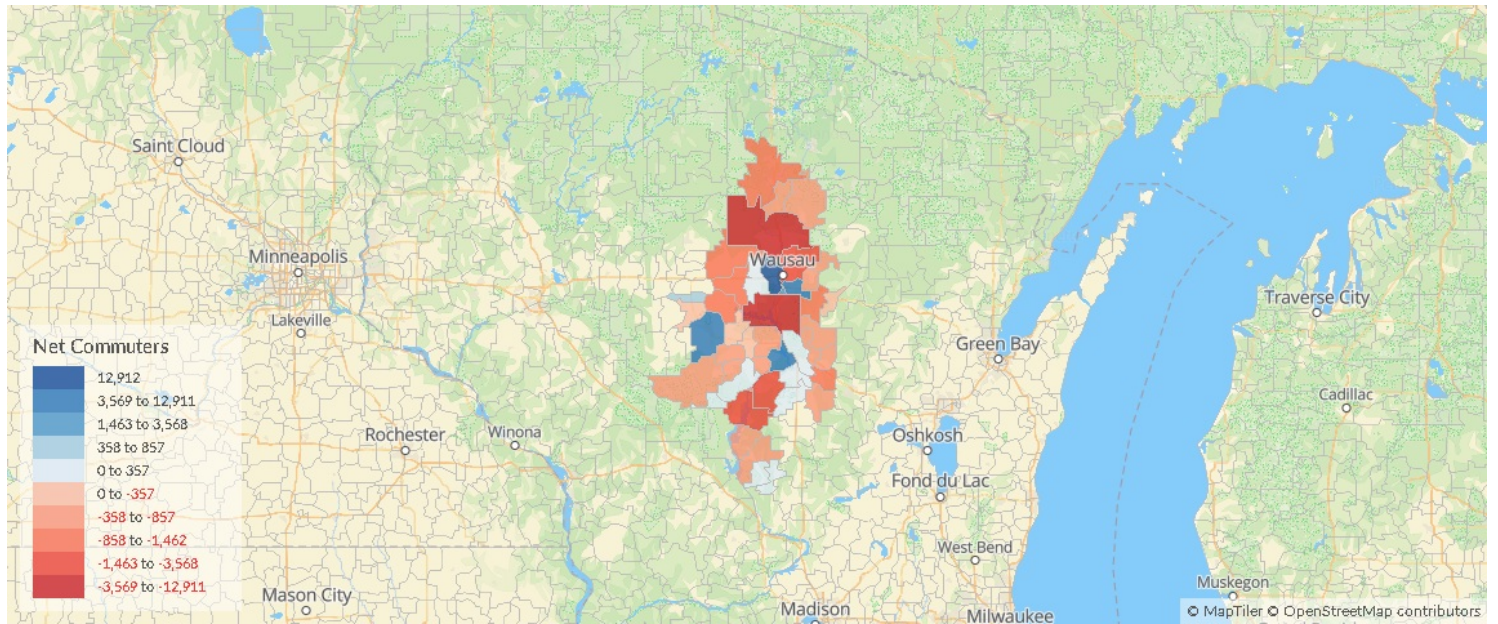


Property Crime

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

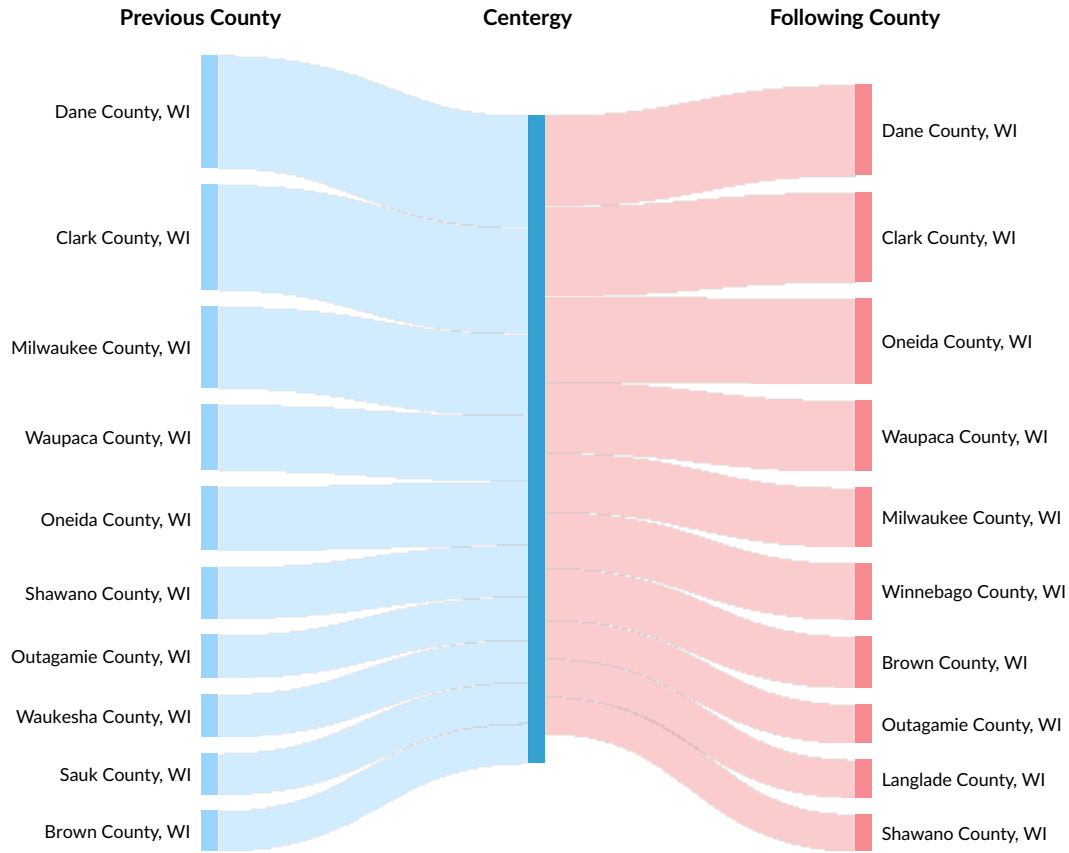
ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	29,635
54481	Stevens Point, WI (in Po...	17,929
54449	Marshfield, WI (in Woo...	17,251
54476	Schofield, WI (in Marath...	14,195
54494	Wisconsin Rapids, WI (i...	12,029

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,723
54481	Stevens Point, WI (in Po...	14,071
54494	Wisconsin Rapids, WI (i...	13,954
54449	Marshfield, WI (in Woo...	12,873
54403	Wausau, WI (in Maratho...	12,642

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.

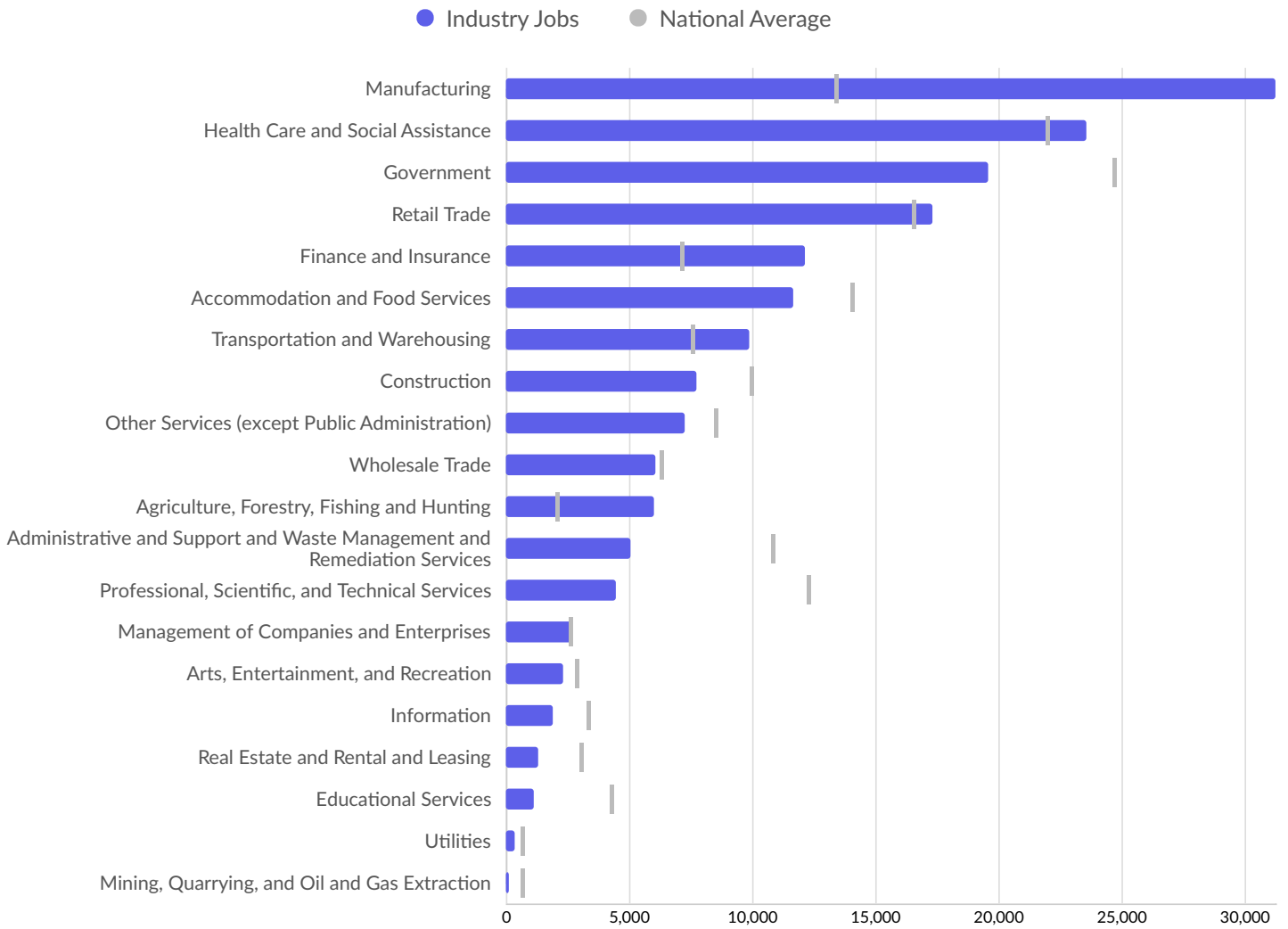


Top Previous Counties	Migrations
Dane County, WI	470
Clark County, WI	441
Milwaukee County, WI	341
Waupaca County, WI	275
Oneida County, WI	267
Shawano County, WI	215

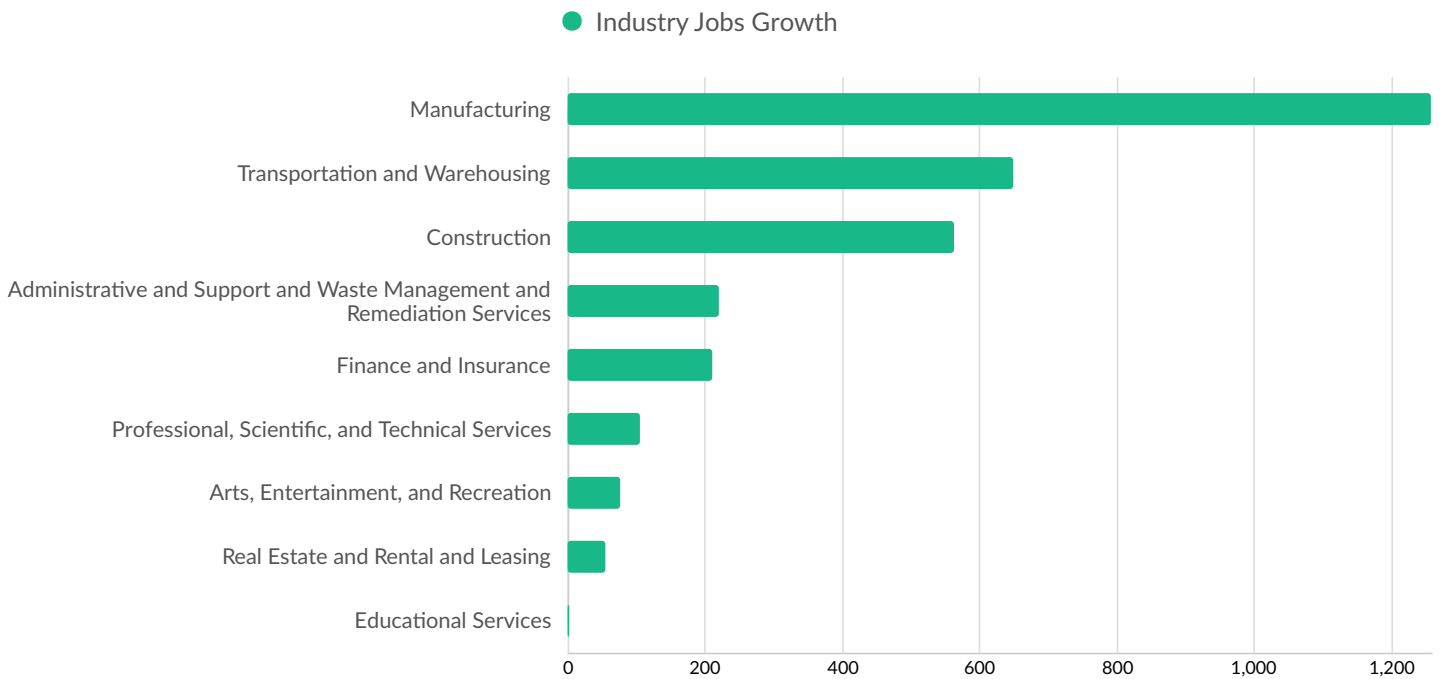
Top Previous Counties	Migrations
Outagamie County, WI	180
Waukesha County, WI	177
Sauk County, WI	172
Brown County, WI	167
Winnebago County, WI	166
Cook County, IL	163
Langlade County, WI	147
Taylor County, WI	145
Waushara County, WI	143
Top Following Counties	Migrations
Dane County, WI	379
Clark County,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

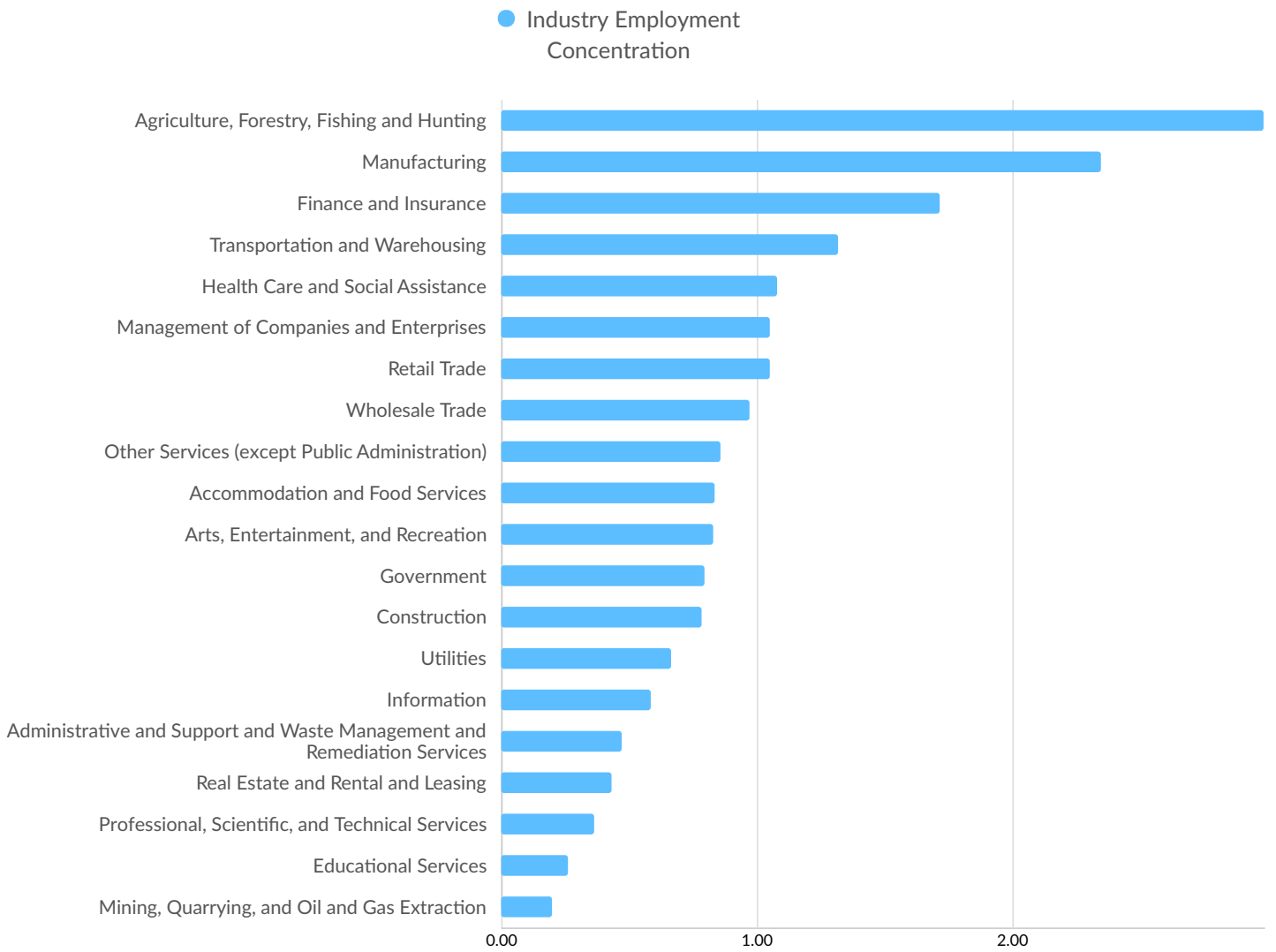
Largest Industries



Top Growing Industries



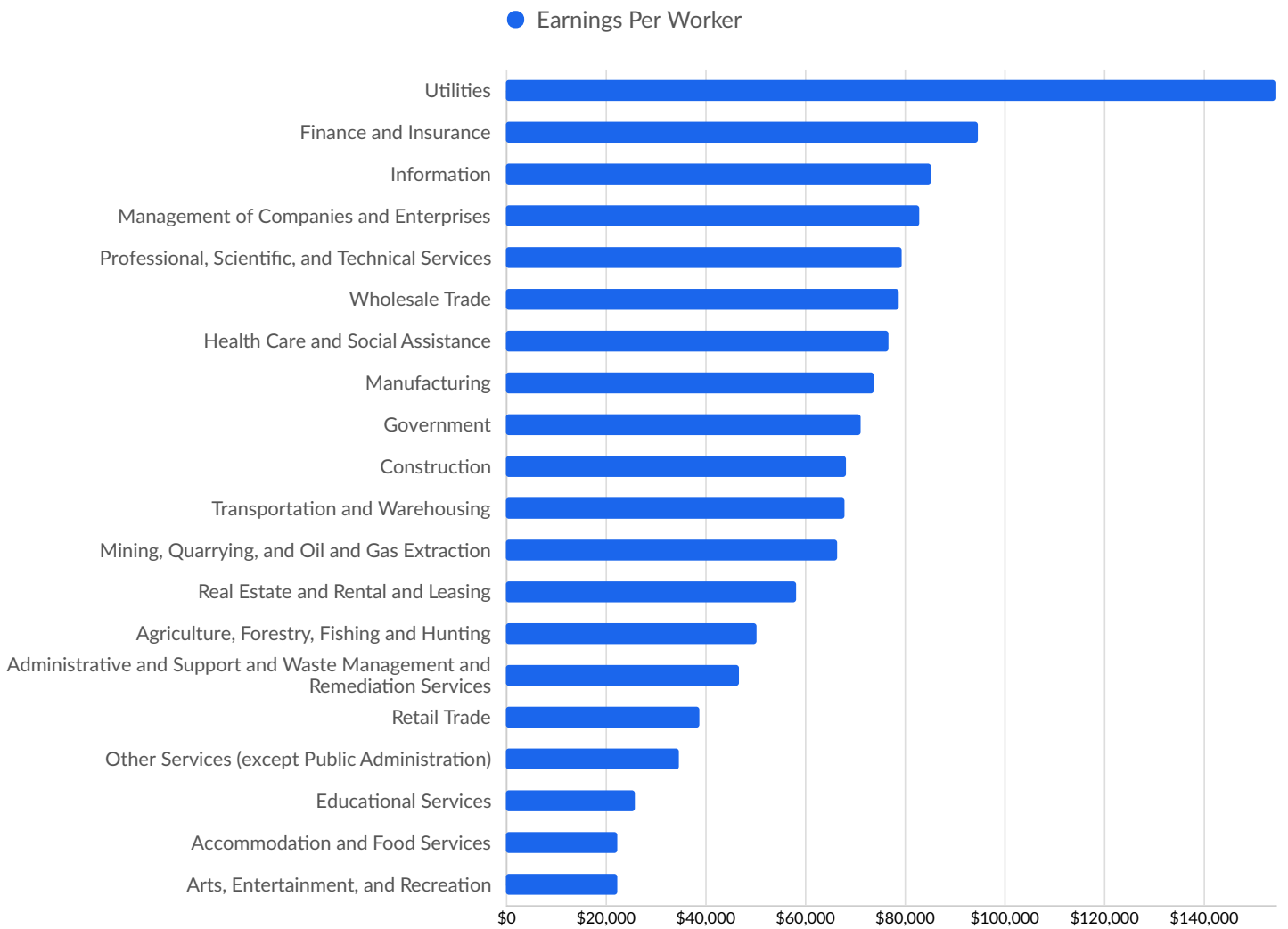
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



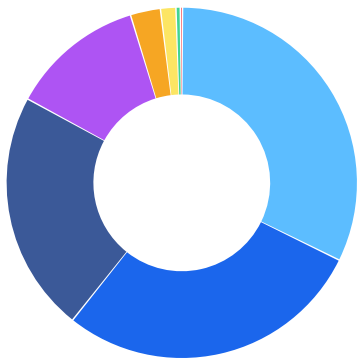
Business Characteristics

20,787 Companies Employ Your Workers

Online profiles for your workers mention 20,787 companies as employers, with the top 10 appearing below. In the last 12 months, 1,597 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,288 	Aspirus	1,277 
Sentry	1,700 	Marshfield Clinic	1,201 
University of Wisconsin System	1,681 	Beaver Dam Community Hospit...	686 
Aspirus	1,461 	Sentry Insurance	592 
Greenheck	649 	Kwik Trip	286 
Ministry Health Care	562 	ABR Employment Services	274 
Church Mutual Insurance Comp...	531 	Fleet Farm	238 
Northcentral Technical College	459 	CompHealth	233 
Liberty Mutual	425 	Greenheck Fan Corporation	190 
Wausau School District	419 	M & R Stores	186 

Business Size

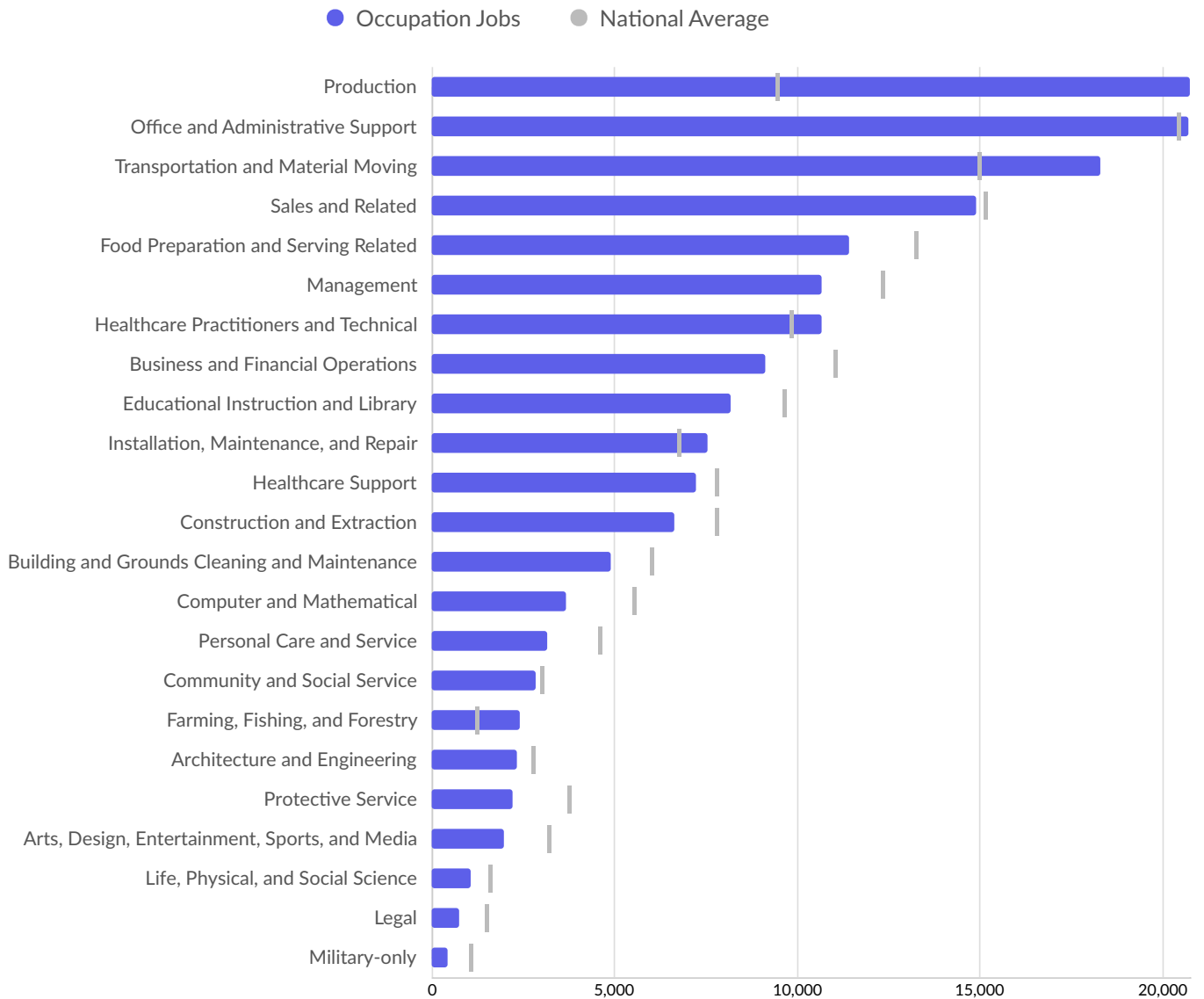


	Percentage	Business Count
● 1 to 4 employees	32.2%	4,116
● 5 to 9 employees	28.4%	3,636
● 10 to 19 employees	22.2%	2,843
● 20 to 49 employees	12.3%	1,578
● 50 to 99 employees	2.8%	355
● 100 to 249 employees	1.4%	181
● 250 to 499 employees	0.4%	51
● 500+ employees	0.2%	26

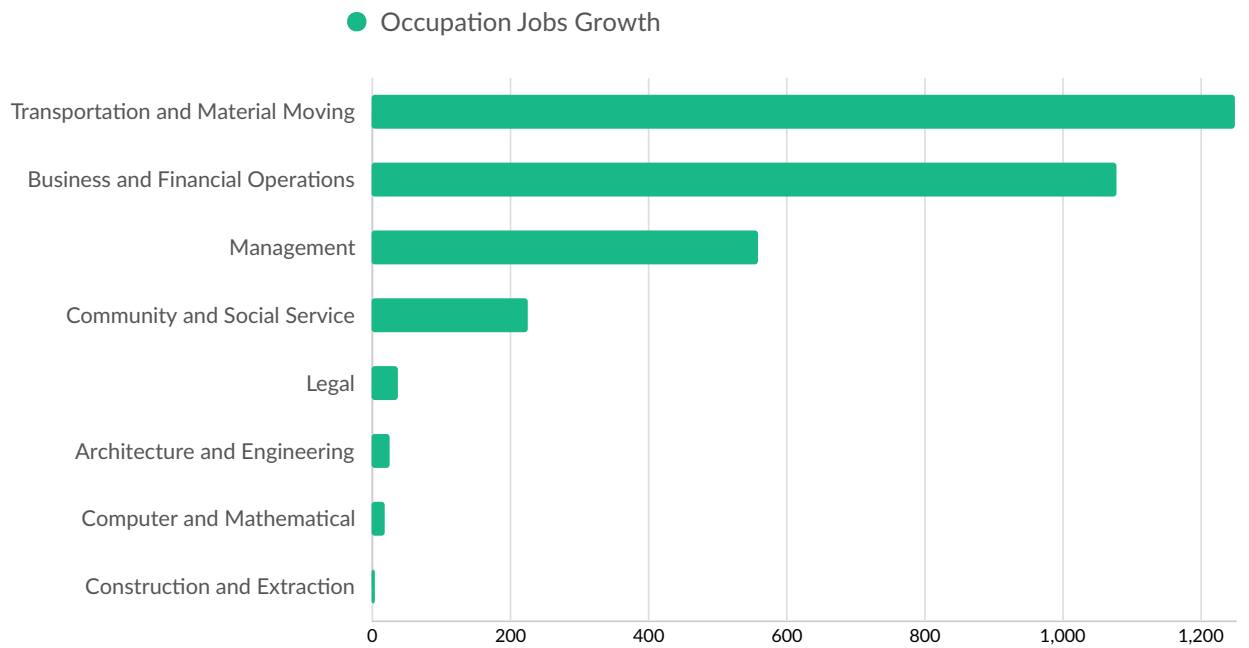
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

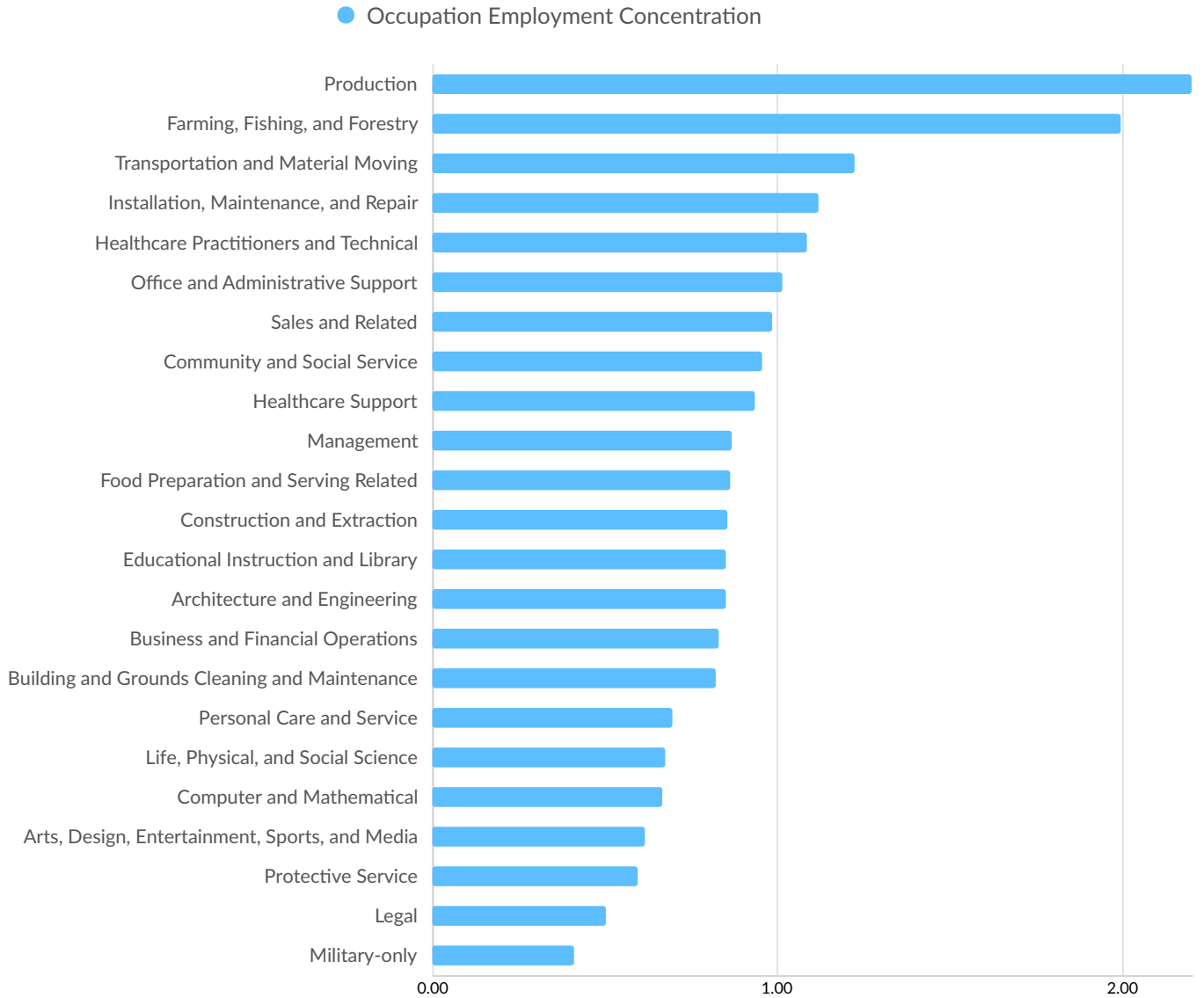
Largest Occupations



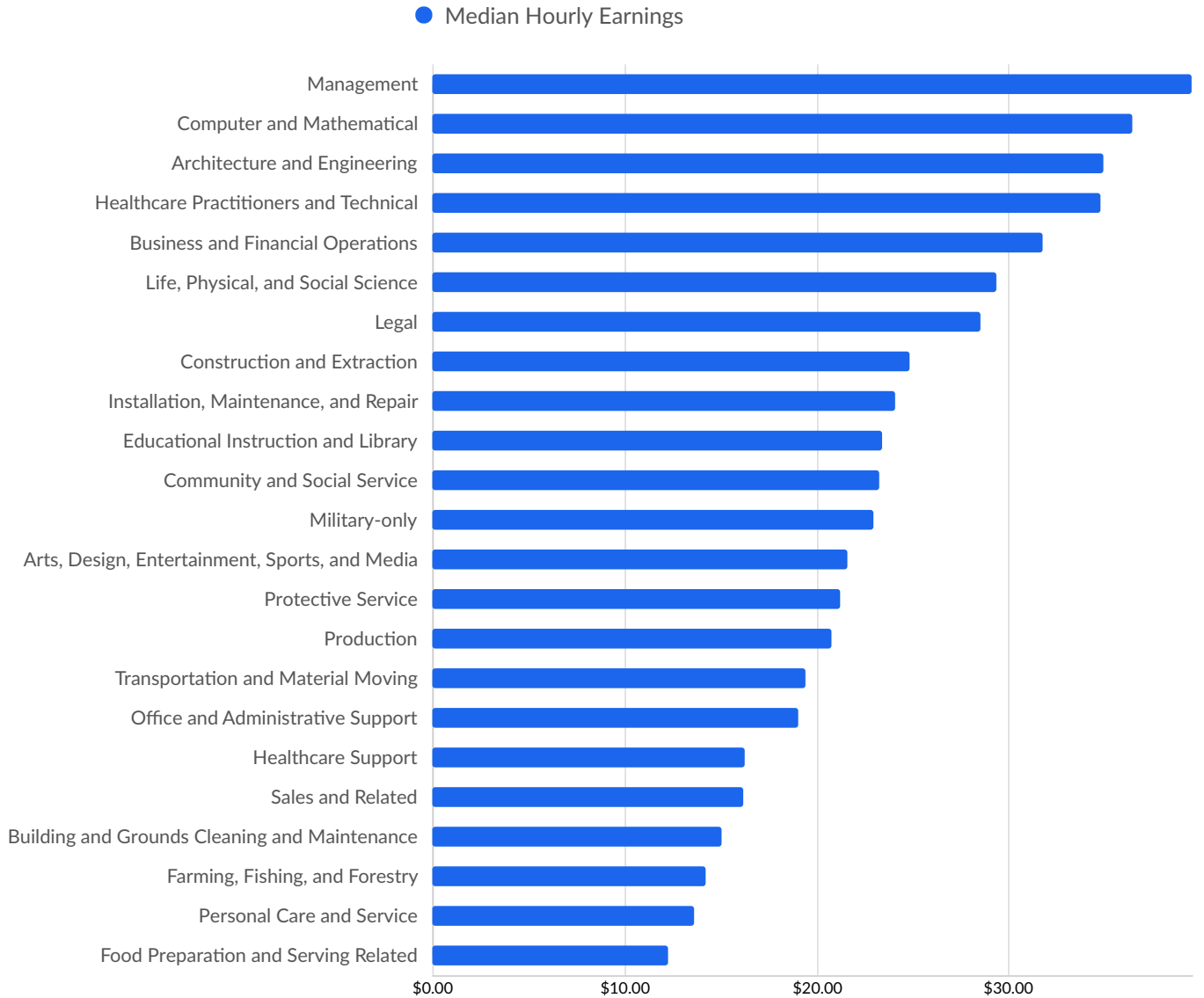
Top Growing Occupations



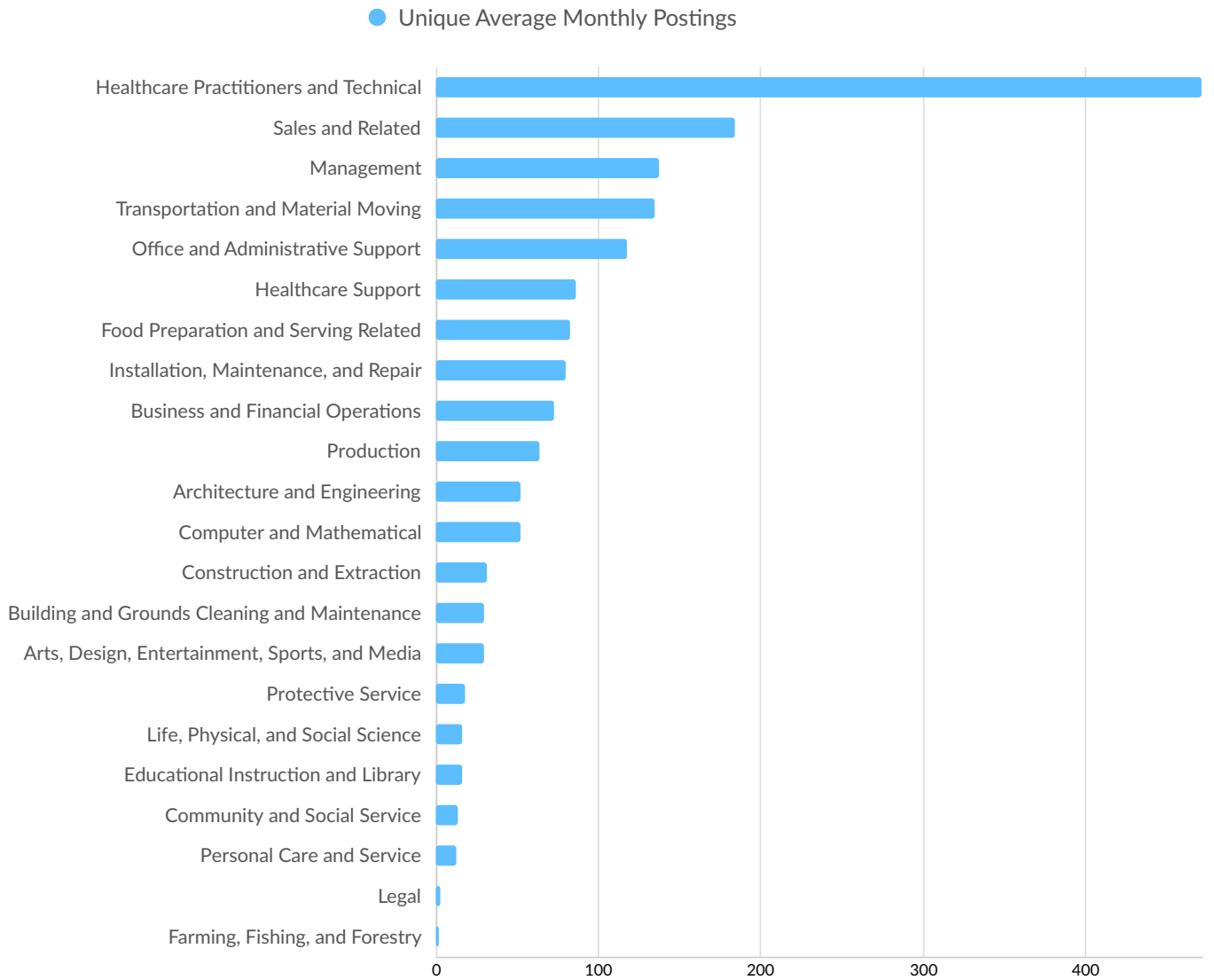
Top Occupation Employment Concentration



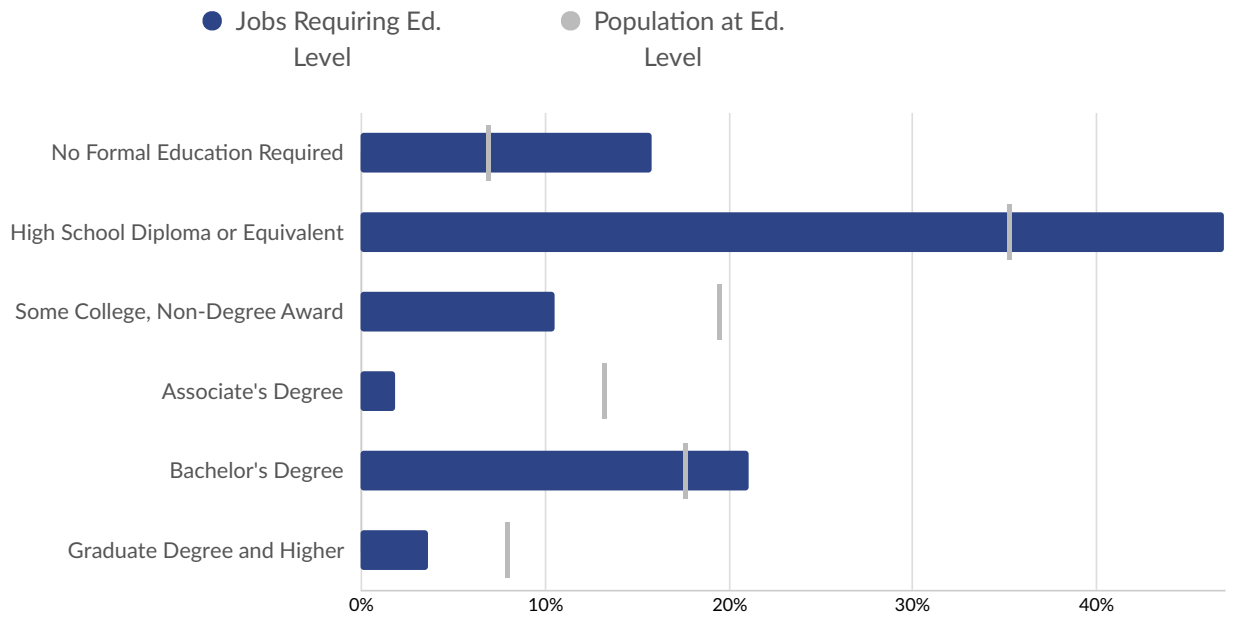
Top Occupation Earnings



Top Posted Occupations

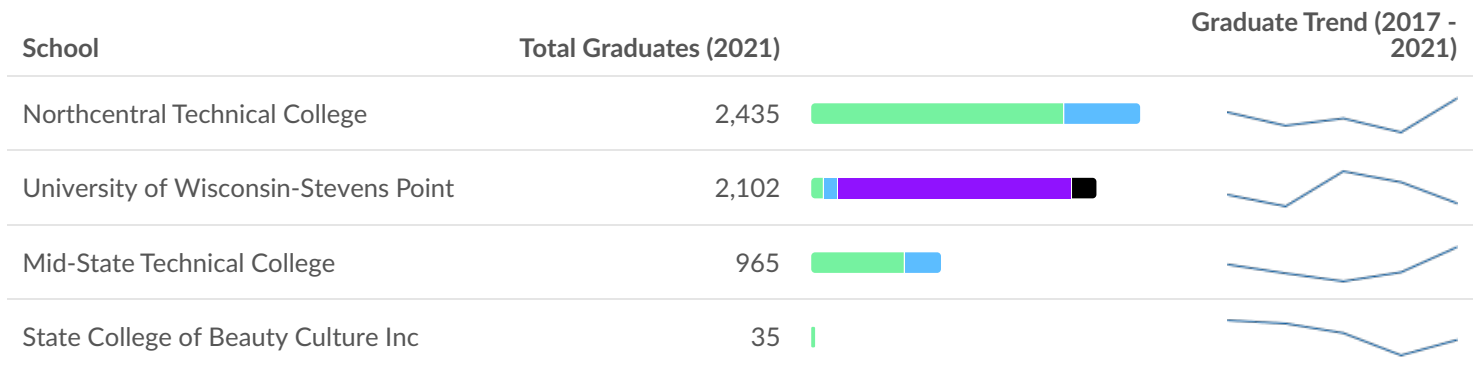


Underemployment



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

