

# 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

**332,271**

**Population (2022)**

Population **grew by 5,369** over the last 5 years and is projected to **grow by 5,320** over the next 5 years.

**172,353**

**Total Regional Employment**

Jobs **decreased by 4,279** over the last 5 years but are projected to **grow by 2,680** over the next 5 years.

**\$64.1K**

**Avg. Earnings Per Job (2022)**

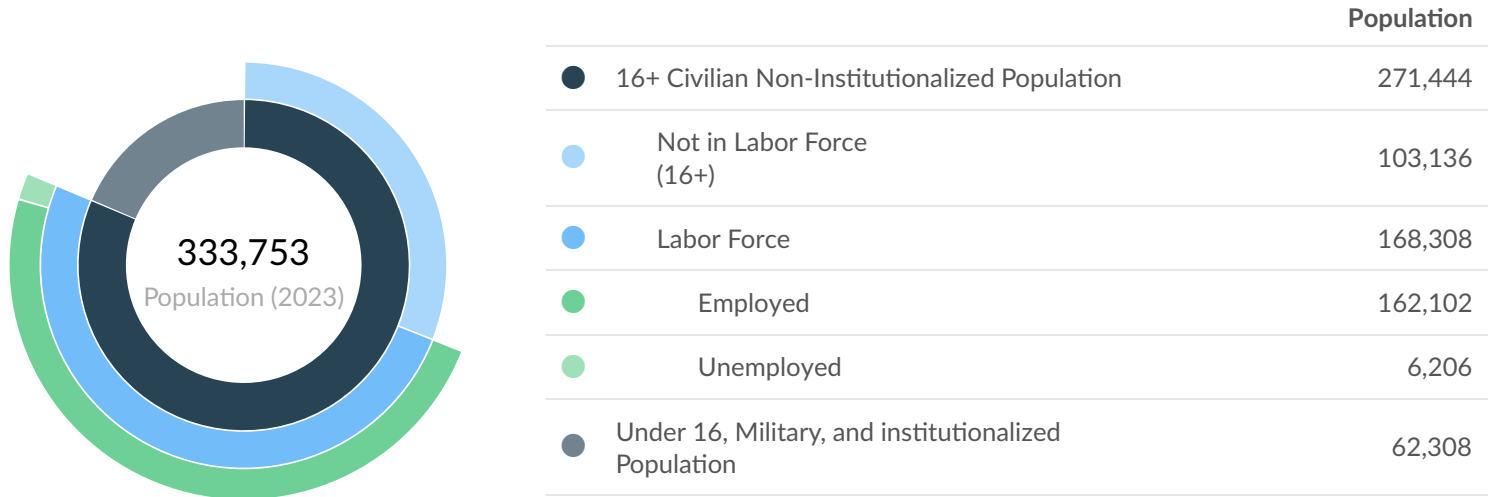
Regional average earnings per job are **\$16.8K below** the national average earnings of \$80.8K per job.

### Takeaways

- As of 2022 the region's population **increased by 1.6%** since 2017, growing by 5,369. Population is expected to **increase by 1.6%** between 2022 and 2027, adding 5,320.
- From 2017 to 2022, jobs **declined by 2.4%** in Centergy from 176,632 to **172,353**. This change **fell short of the national growth rate of 3.8% by 6.2%**. 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, **17.6% 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.

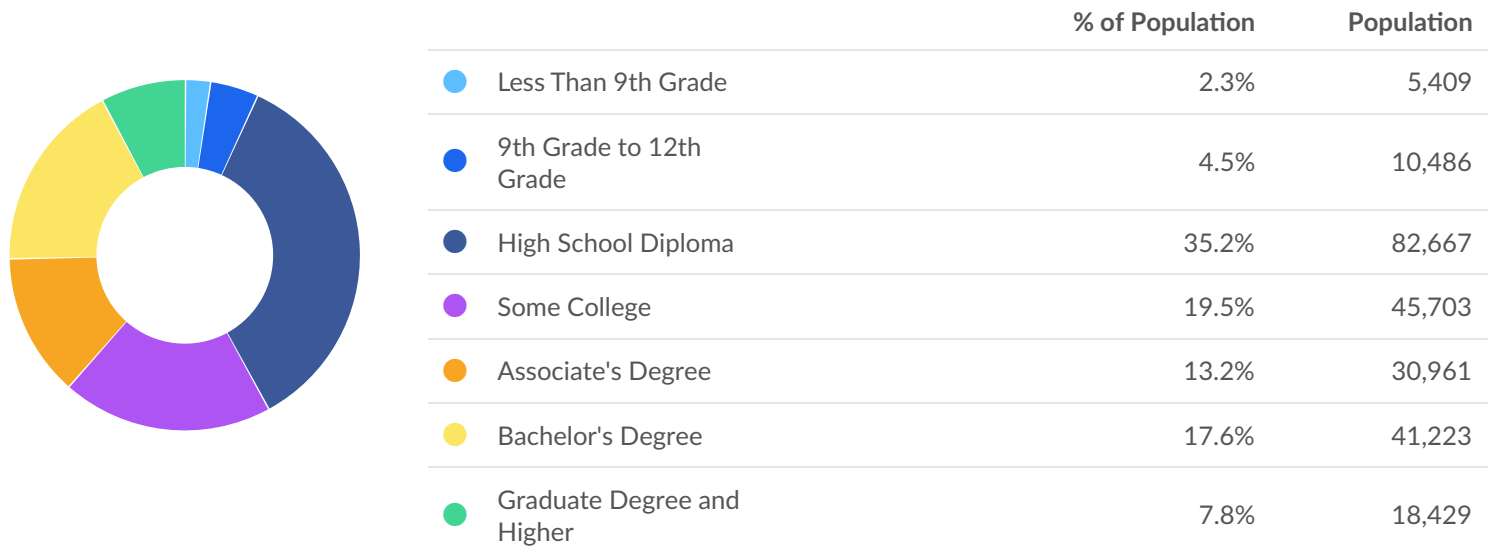
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	333,753	168,308	172,353	99.0	\$20.56B	\$25.68B	\$25.20B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



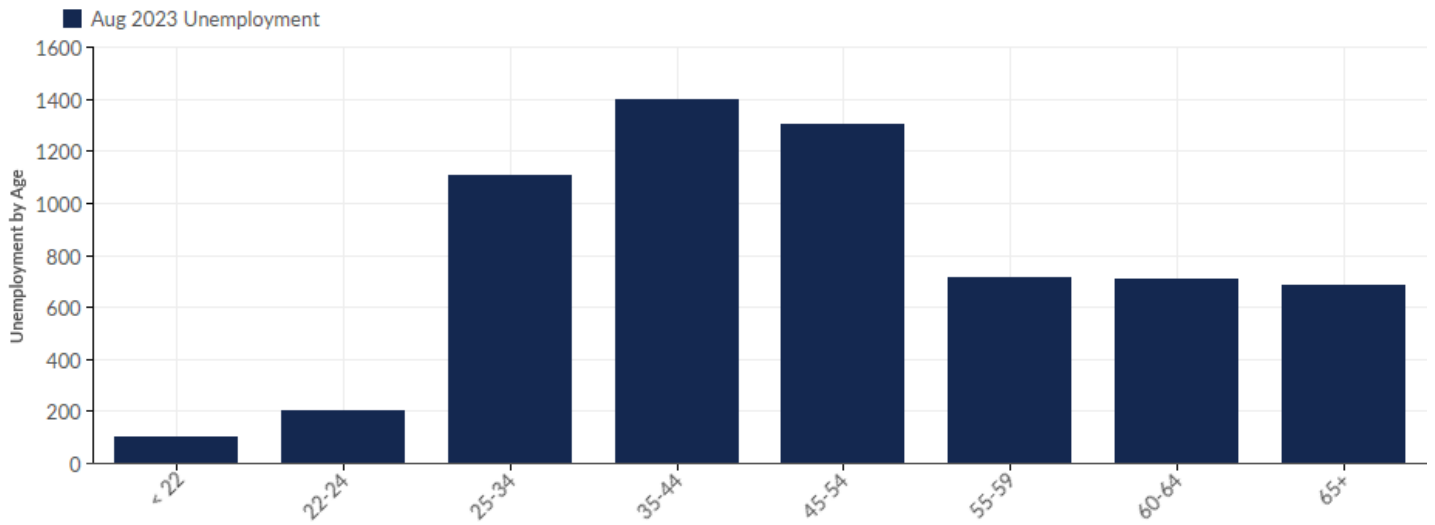
## Educational Attainment

Concerning educational attainment, **17.6% 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).



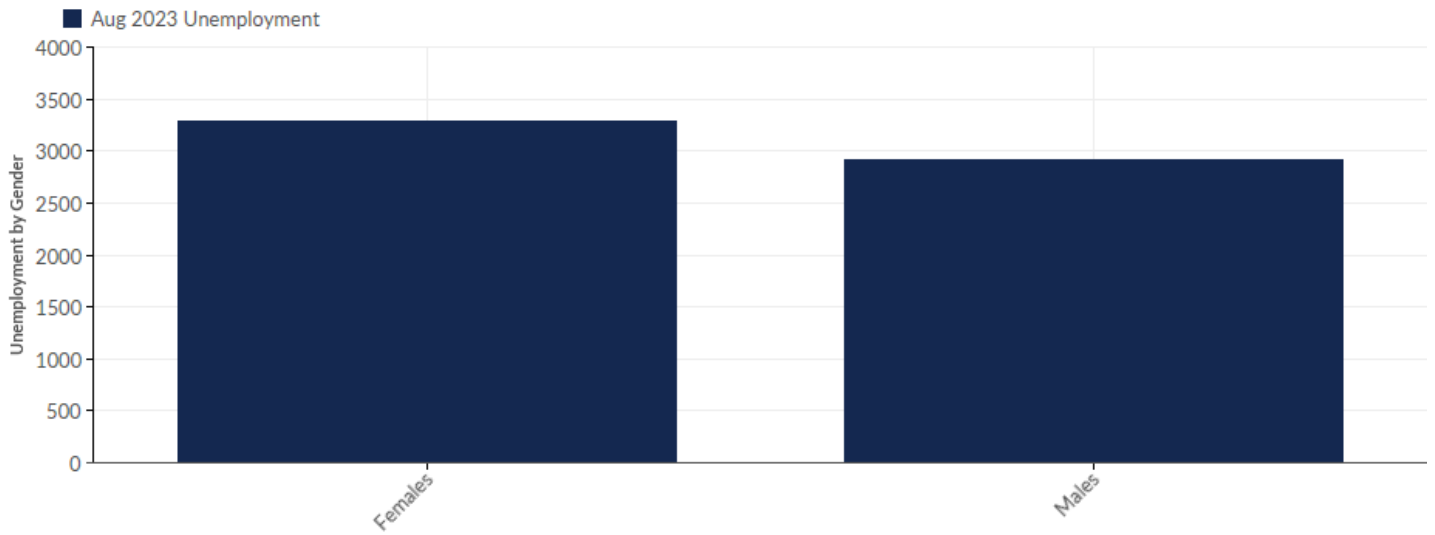
# Unemployment by Demographics

## Unemployment by Age



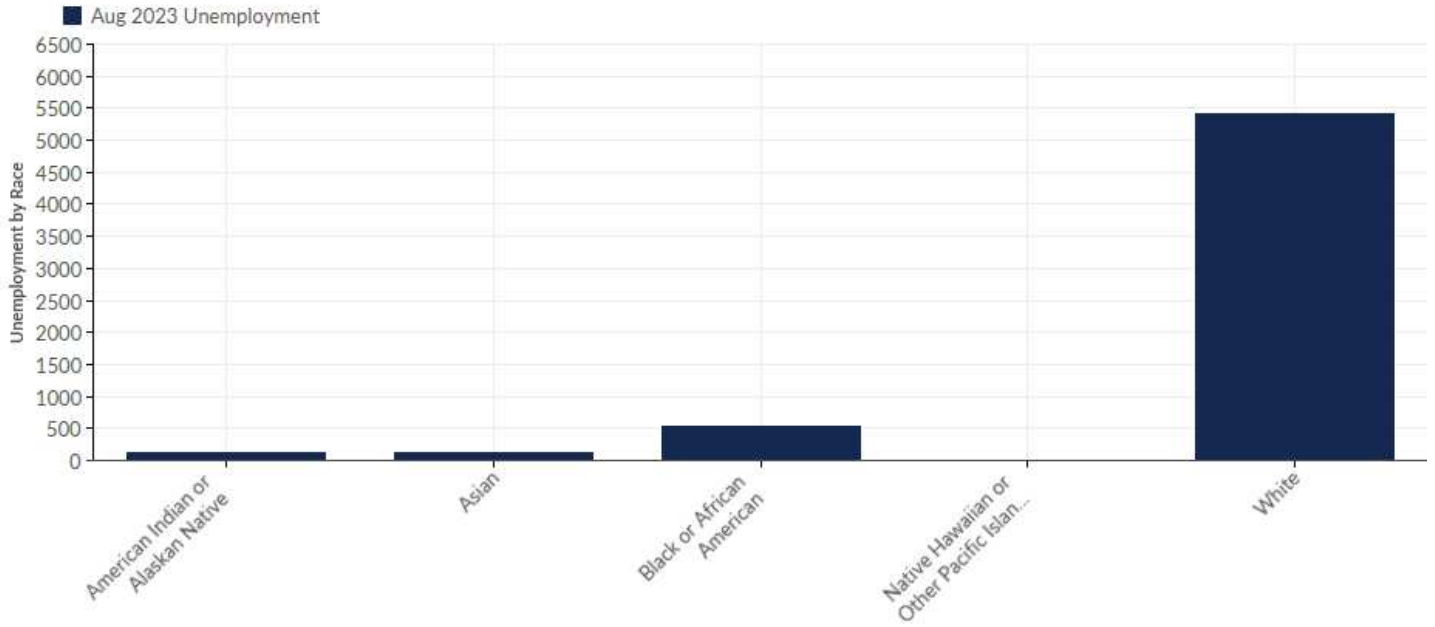
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	102	1.64%
22-24	201	3.24%
25-34	1,104	17.79%
35-44	1,399	22.54%
45-54	1,301	20.96%
55-59	711	11.46%
60-64	706	11.38%
65+	683	11.01%
Total	6,206	100.00%

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	3,290	53.01%
Males	2,916	46.99%
Total	6,206	100.00%

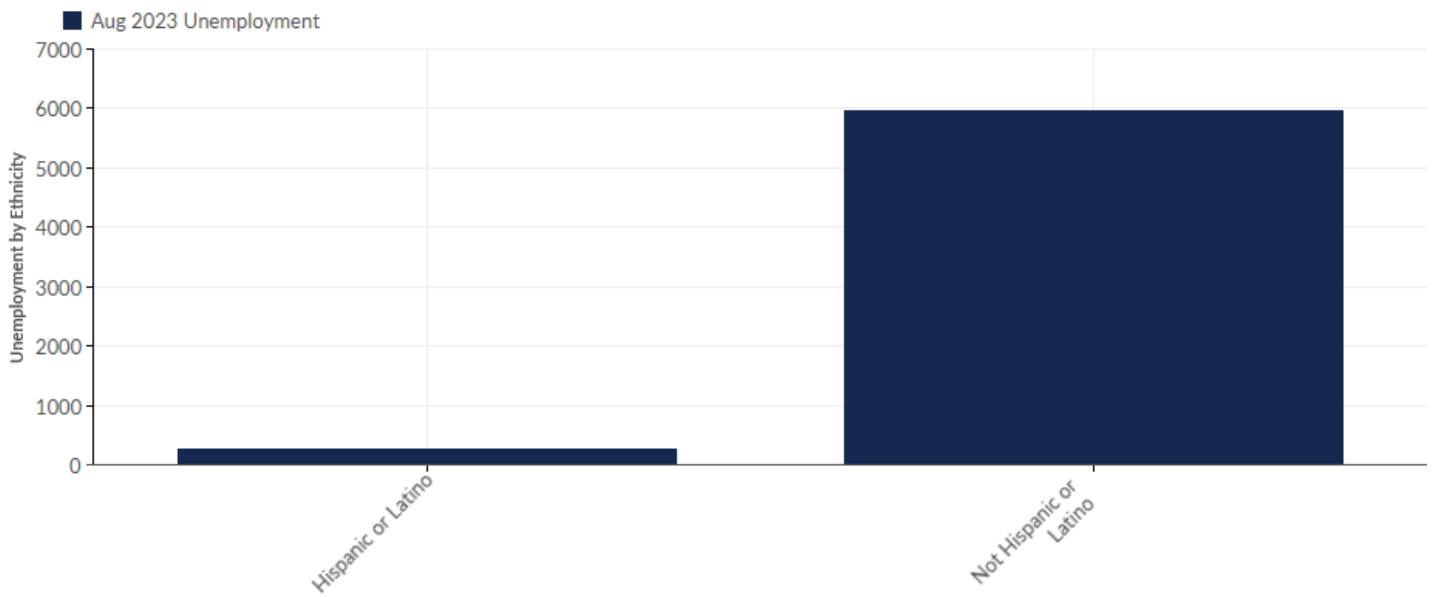
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	111	1.79%
Asian	125	2.01%
Black or African American	541	8.72%
Native Hawaiian or Other Pacific Islander	11	0.18%
White	5,418	87.30%
<b>Total</b>	<b>6,206</b>	<b>100.00%</b>



## Unemployment by Ethnicity

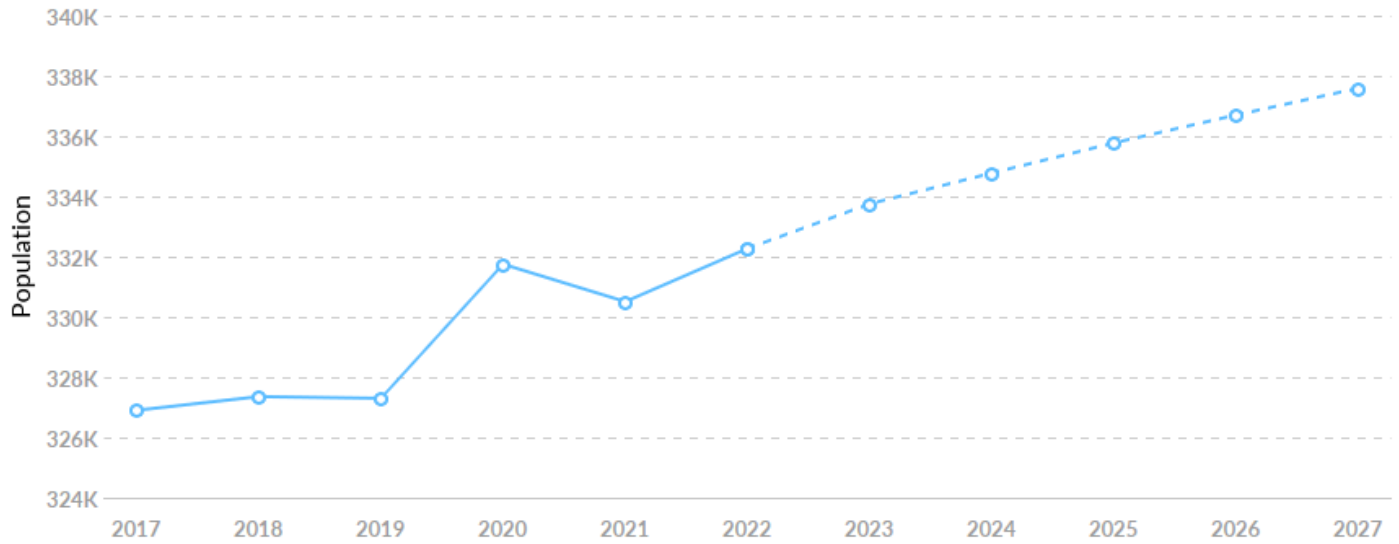


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	252	4.06%
Not Hispanic or Latino	5,954	95.94%
Total	6,206	100.00%

# Historic & Projected Trends

## Population Trends

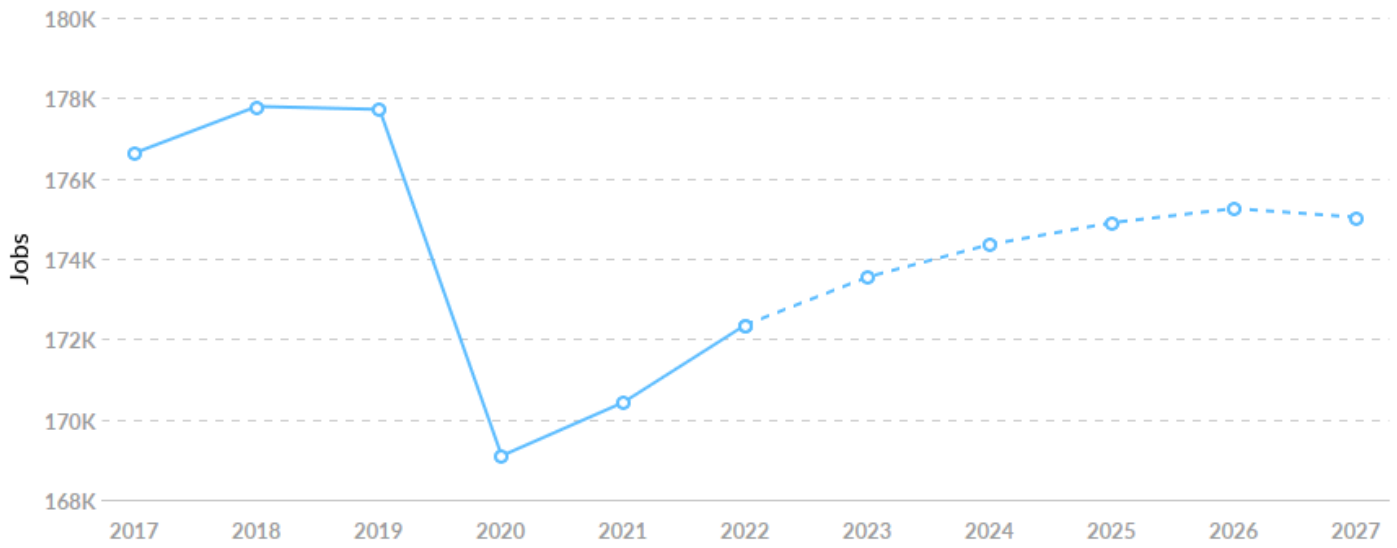
As of 2022 the region's population increased by 1.6% since 2017, growing by 5,369. Population is expected to increase by 1.6% between 2022 and 2027, adding 5,320.



Timeframe	Population
2017	326,902
2018	327,356
2019	327,299
2020	331,750
2021	330,508
2022	332,271
2023	333,753
2024	334,776
2025	335,776
2026	336,703
2027	337,591

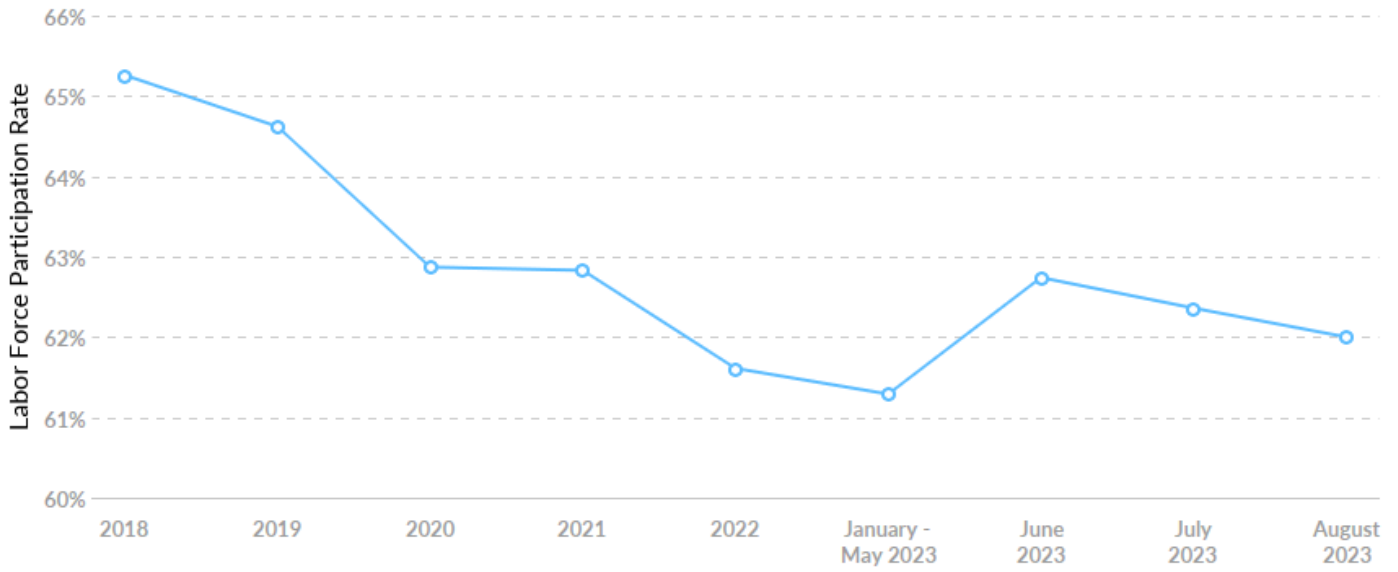
## Job Trends

From 2017 to 2022, jobs declined by 2.4% in Centergy from 176,632 to 172,353. This change fell short of the national growth rate of 3.8% by 6.2%.



Timeframe	Jobs
2017	176,632
2018	177,790
2019	177,717
2020	169,088
2021	170,423
2022	172,353
2023	173,544
2024	174,355
2025	174,896
2026	175,249
2027	175,033

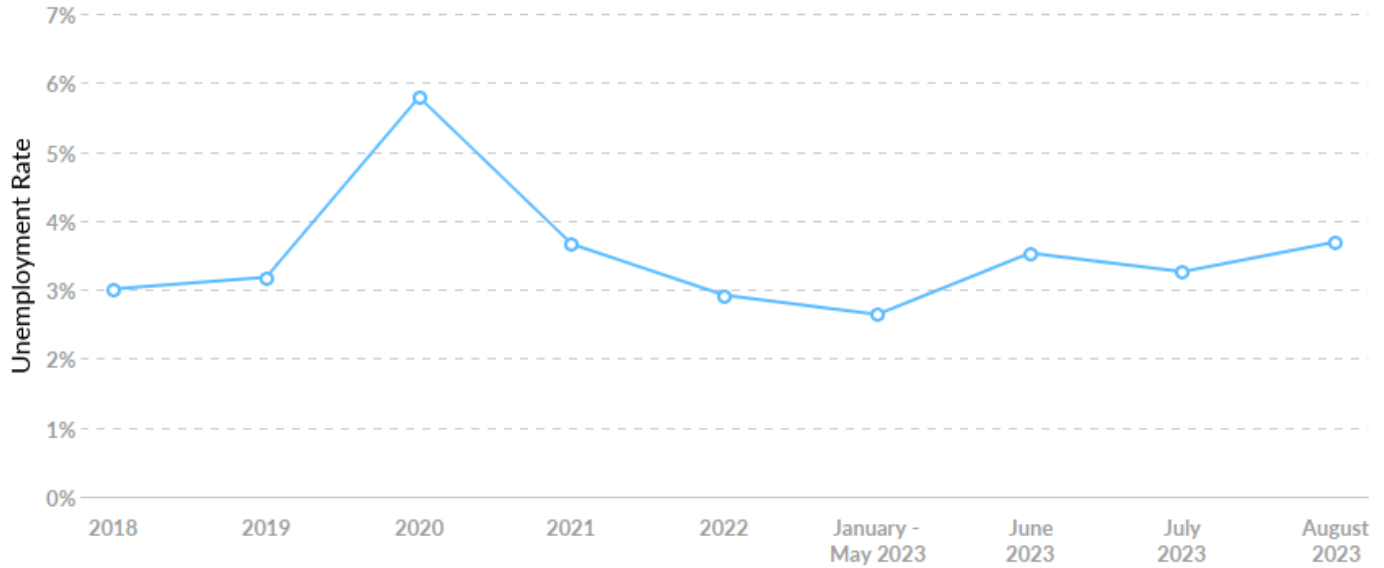
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	65.26%
2019	64.62%
2020	62.87%
2021	62.83%
2022	61.61%
January - May 2023	61.29%
June 2023	62.74%
July 2023	62.36%
August 2023	62.00%

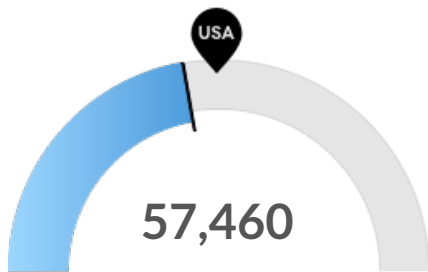
## Unemployment Rate Trends

Your areas had an August 2023 unemployment rate of 3.69%, **increasing from 3.01%** 5 years before.



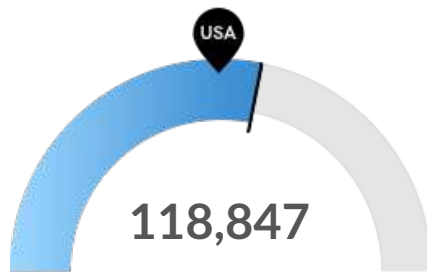
Timeframe	Unemployment Rate
2018	3.01%
2019	3.18%
2020	5.79%
2021	3.66%
2022	2.92%
January - May 2023	2.64%
June 2023	3.53%
July 2023	3.26%
August 2023	3.69%

## Population Characteristics



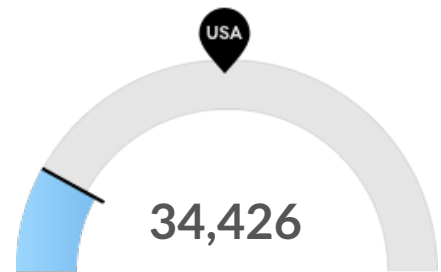
**Millennials**

Your area has 57,460 millennials (ages 25-39). The national average for an area this size is 67,563.



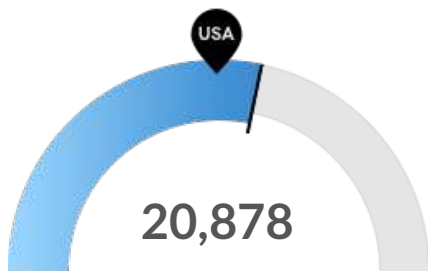
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 99,576 people 55 or older, while there are 118,847 here.



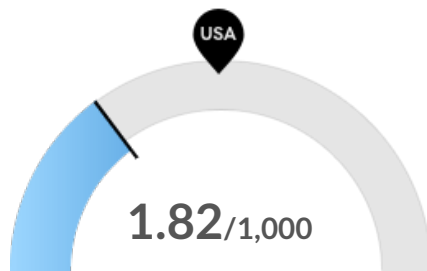
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 136,644 racially diverse people, while there are 34,426 here.



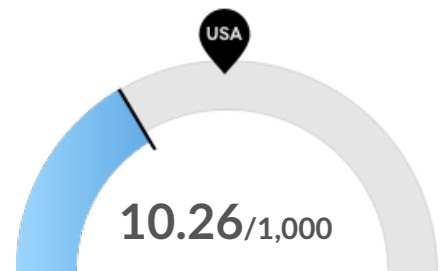
**Veterans**

Your area has 20,878 veterans. The national average for an area this size is 17,351.



**Violent Crime**

Your area has 1.82 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

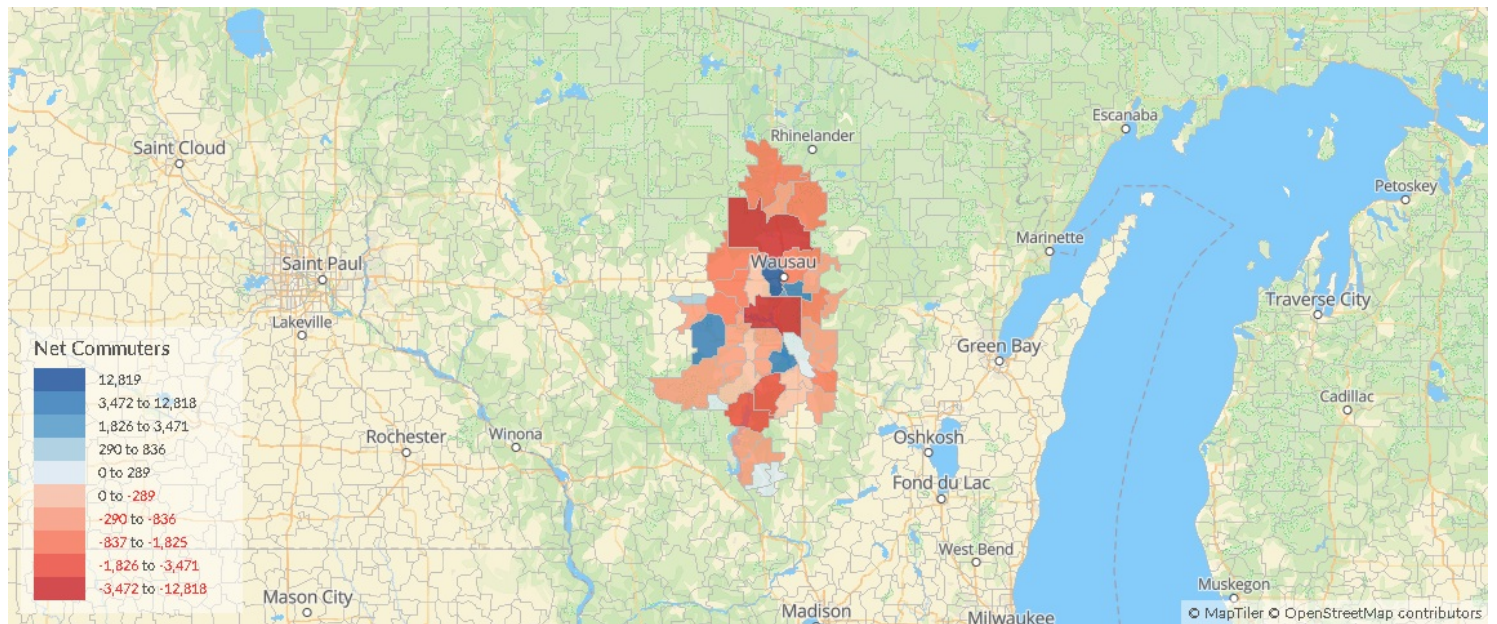


**Property Crime**

Your area has 10.26 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

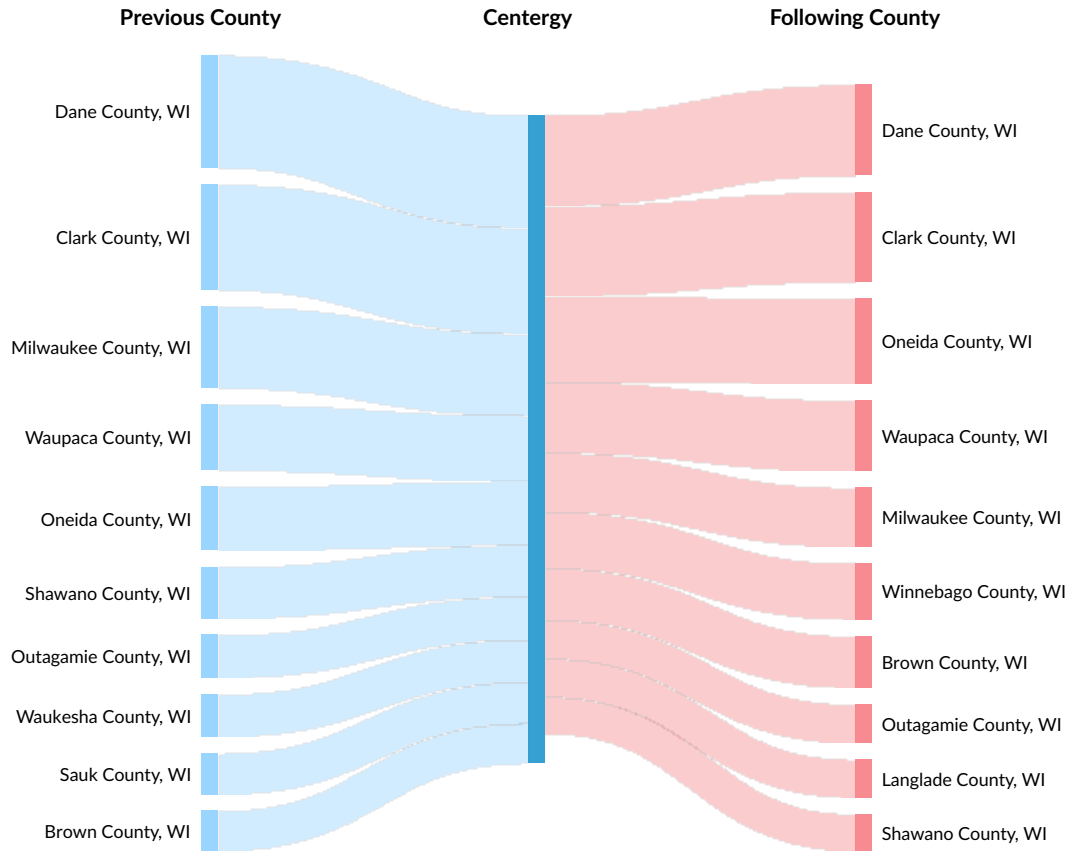
### Where Talent Lives

ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	29,760	54401	Wausau, WI (in Maratho...	16,941
54481	Stevens Point, WI (in Po...	18,050	54481	Stevens Point, WI (in Po...	14,059
54449	Marshfield, WI (in Woo...	17,274	54494	Wisconsin Rapids, WI (i...	13,958
54476	Schofield, WI (in Marath...	14,181	54403	Wausau, WI (in Maratho...	12,522
54494	Wisconsin Rapids, WI (i...	11,959	54449	Marshfield, WI (in Woo...	12,453

# 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**.



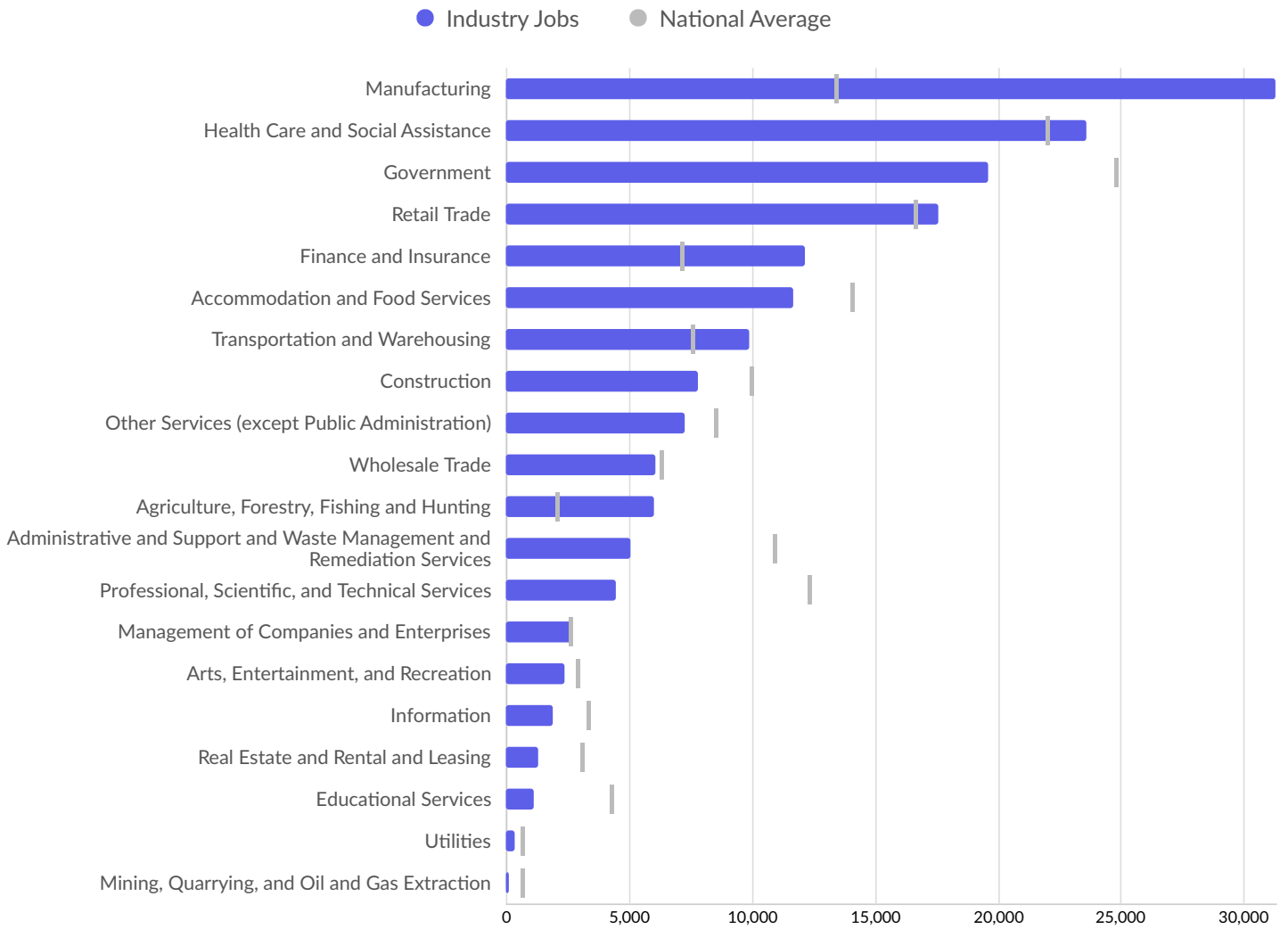
Top Previous Counties	Migrations
Dane County, WI	470
Clark County, WI	441
Milwaukee County, WI	341
Waupaca County, WI	275
Oneida County, WI	267
Shawano County, WI	215



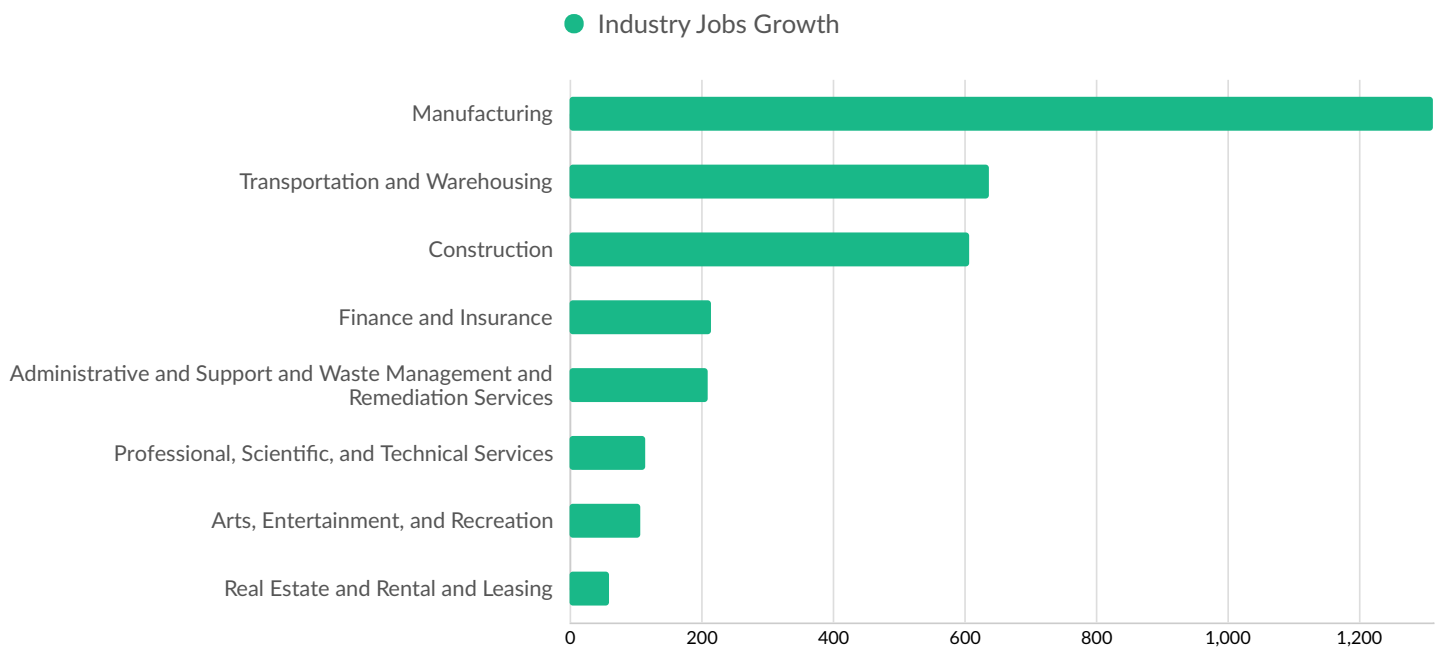
Top Previous Counties	Migrations
Outagamie County, WI	180
Waukesha County, WI	177
Sauk County, WI	172
Brown County, WI	167
Winnebago County, WI	166
Cook County, IL	163
Langlade County, WI	147
Taylor County, WI	145
Waushara County, WI	143
Top Following Counties	Migrations
Dane County, WI	379
Clark County,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

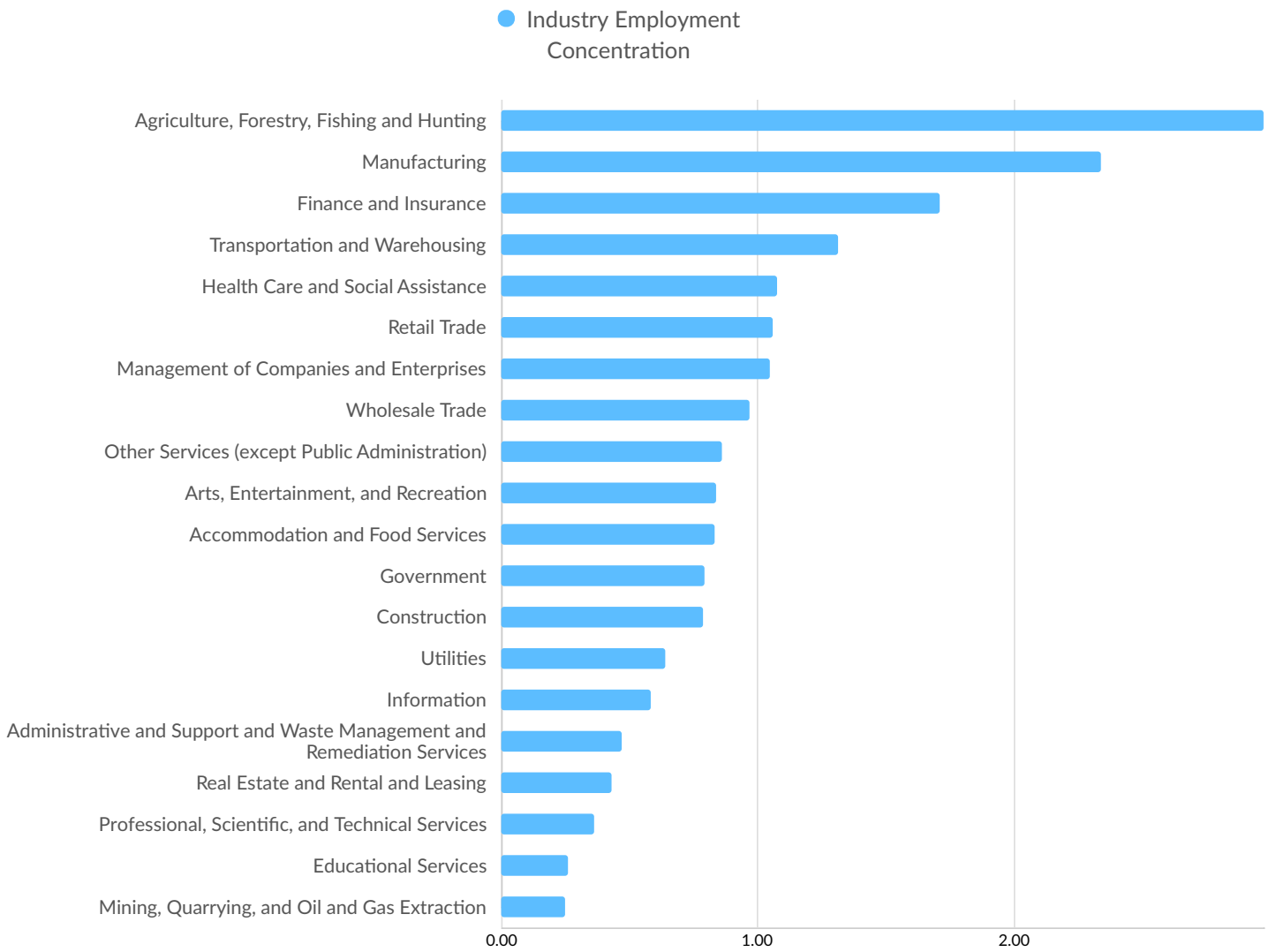
## Largest Industries



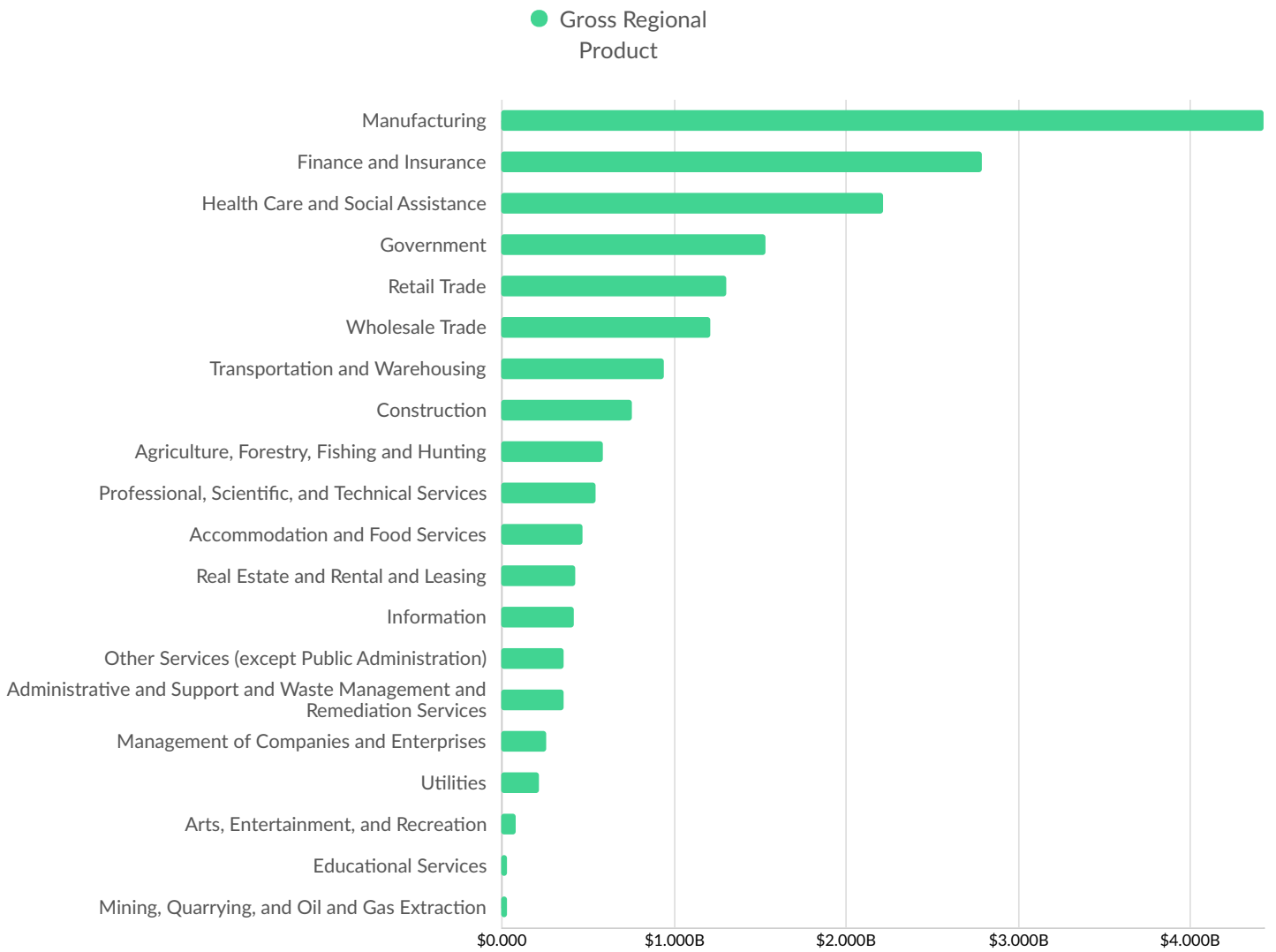
## Top Growing Industries



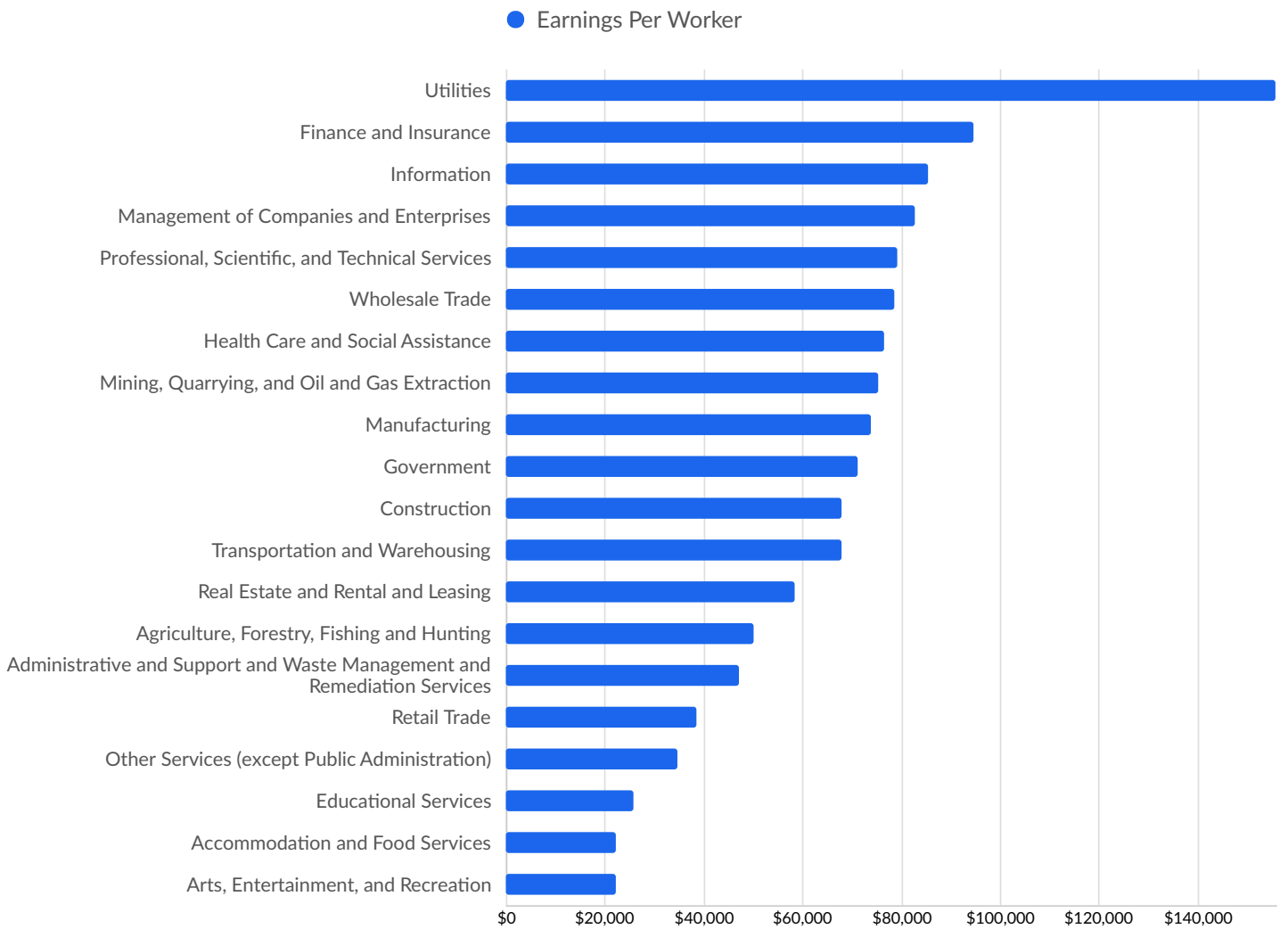
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



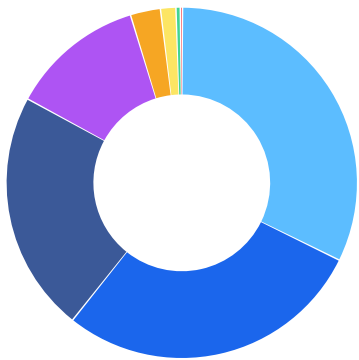
## Business Characteristics

### 20,563 Companies Employ Your Workers

Online profiles for your workers mention 20,563 companies as employers, with the top 10 appearing below. In the last 12 months, 1,611 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,459 	Aspirus	1,387 
Sentry	1,816 	Marshfield Clinic	1,120 
University of Wisconsin System	1,767 	Beaver Dam Community Hospit...	704 
Aspirus	1,563 	Sentry Insurance	534 
Greenheck	678 	ABR Employment Services	285 
Ministry Health Care	575 	Kwik Trip	249 
Church Mutual Insurance Comp...	531 	Walmart	246 
Northcentral Technical College	479 	Festival Foods	216 
Liberty Mutual	440 	LocumTenens.com	209 
Wausau School District	440 	CareInHomes	207 

## Business Size



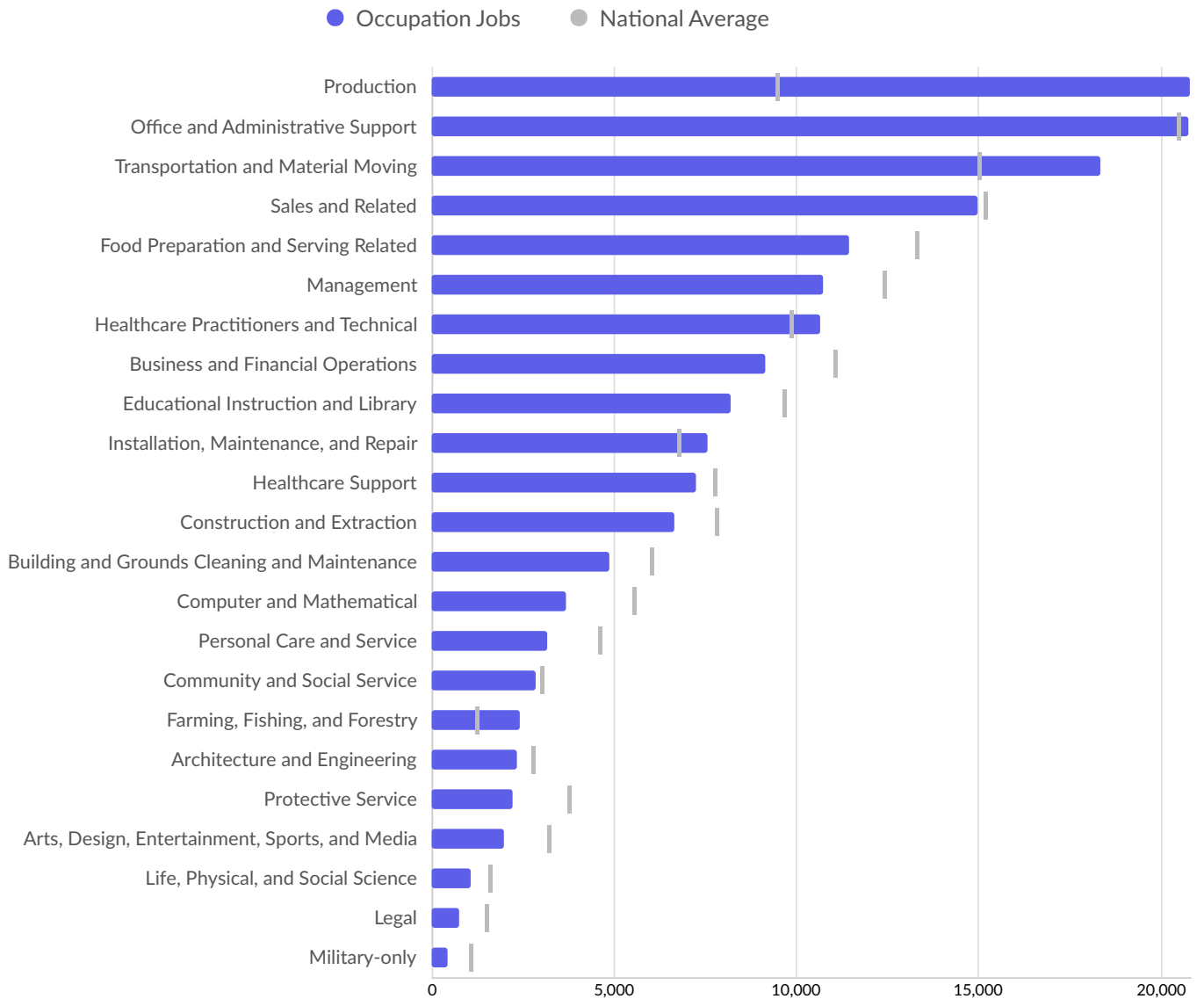
	Percentage	Business Count
● 1 to 4 employees	32.2%	4,116
● 5 to 9 employees	28.4%	3,636
● 10 to 19 employees	22.2%	2,843
● 20 to 49 employees	12.3%	1,578
● 50 to 99 employees	2.8%	355
● 100 to 249 employees	1.4%	181
● 250 to 499 employees	0.4%	51
● 500+ employees	0.2%	26

\*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.

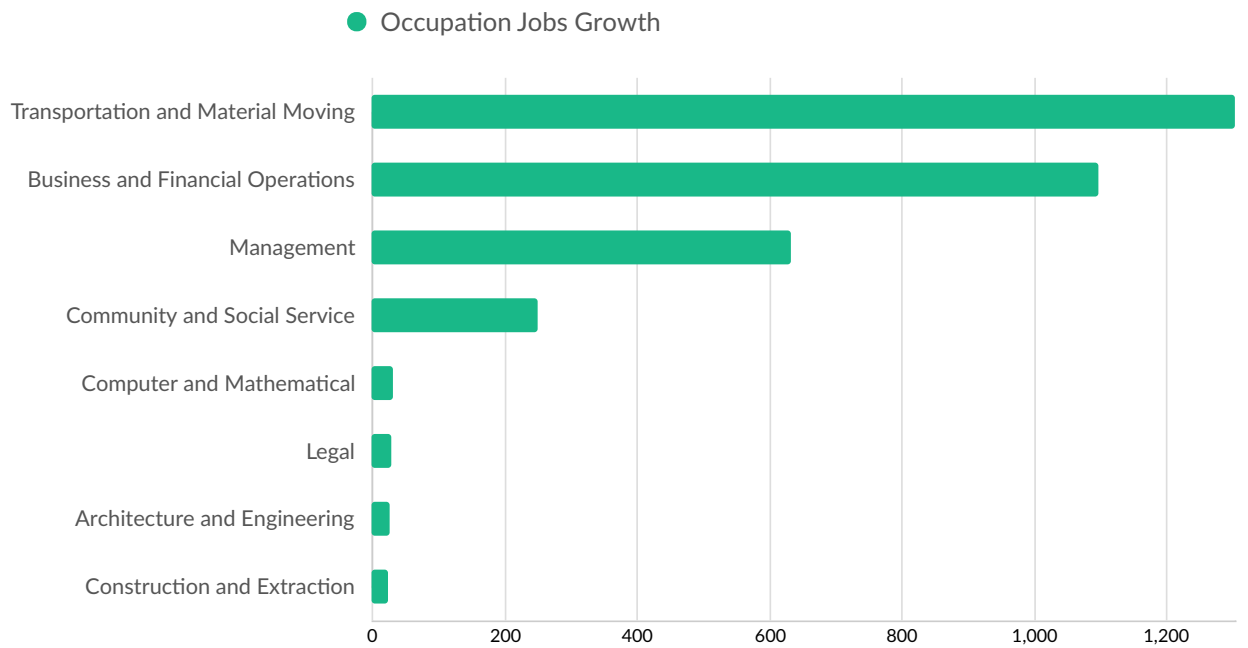


# Workforce Characteristics

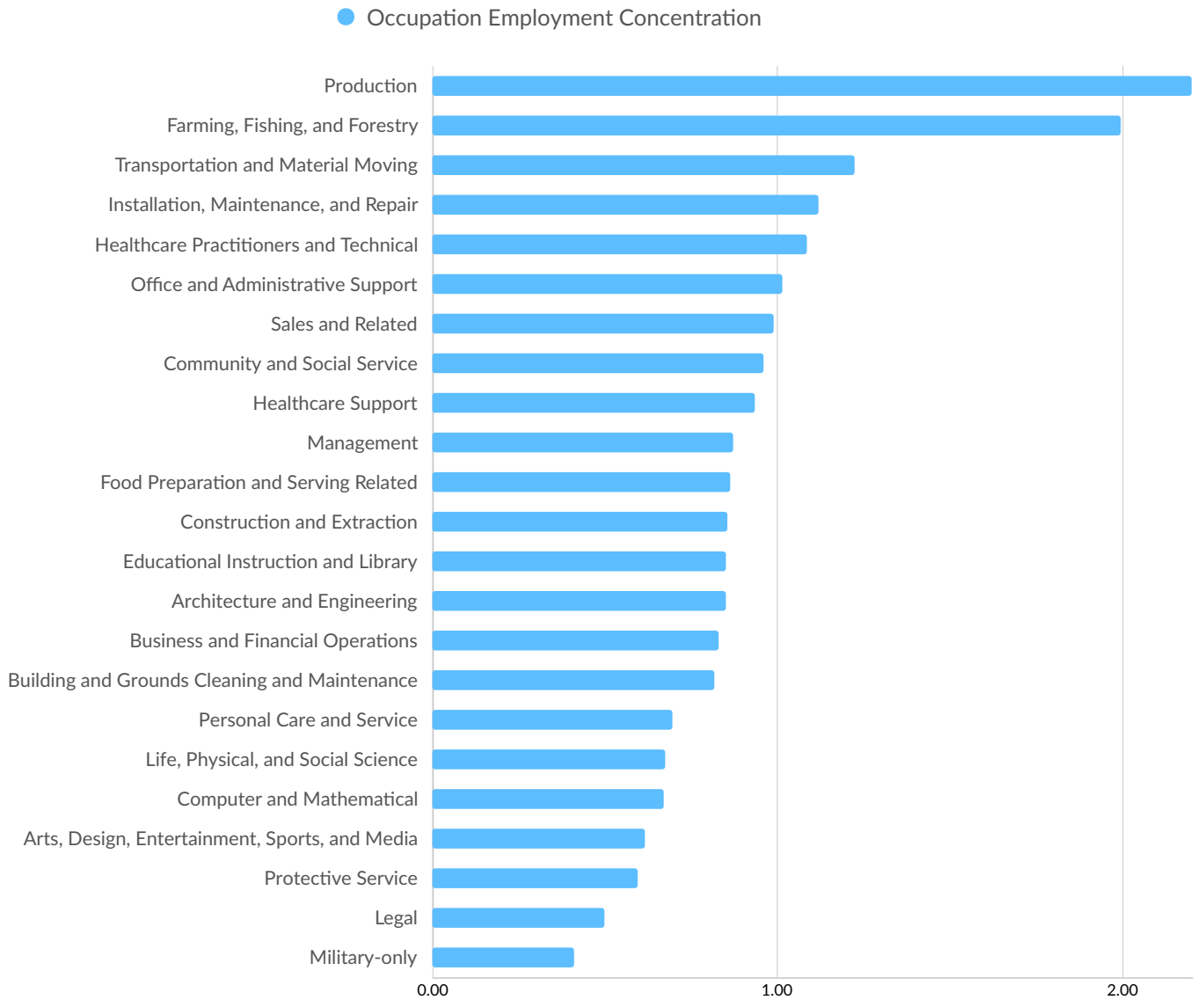
## Largest Occupations



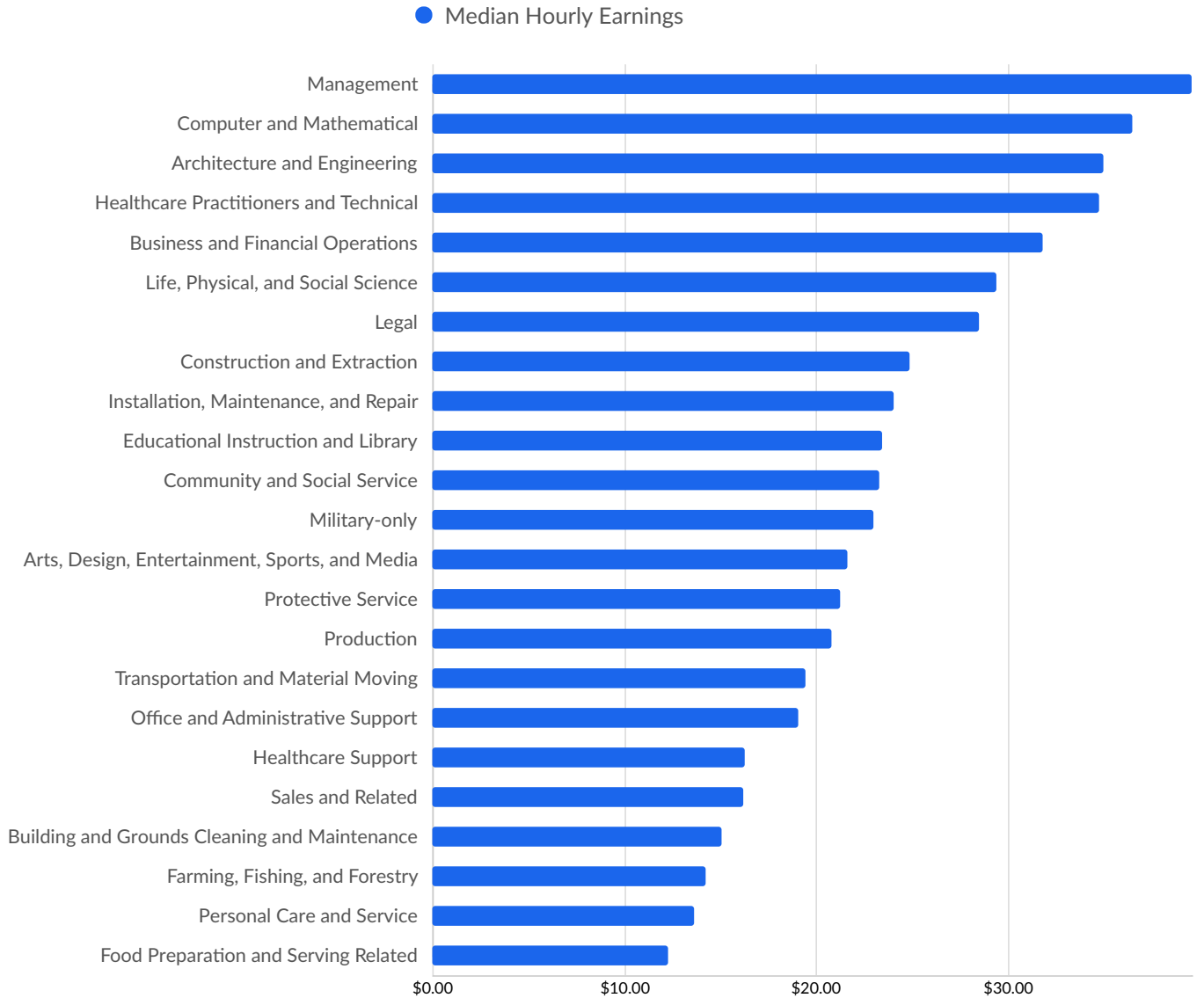
## Top Growing Occupations



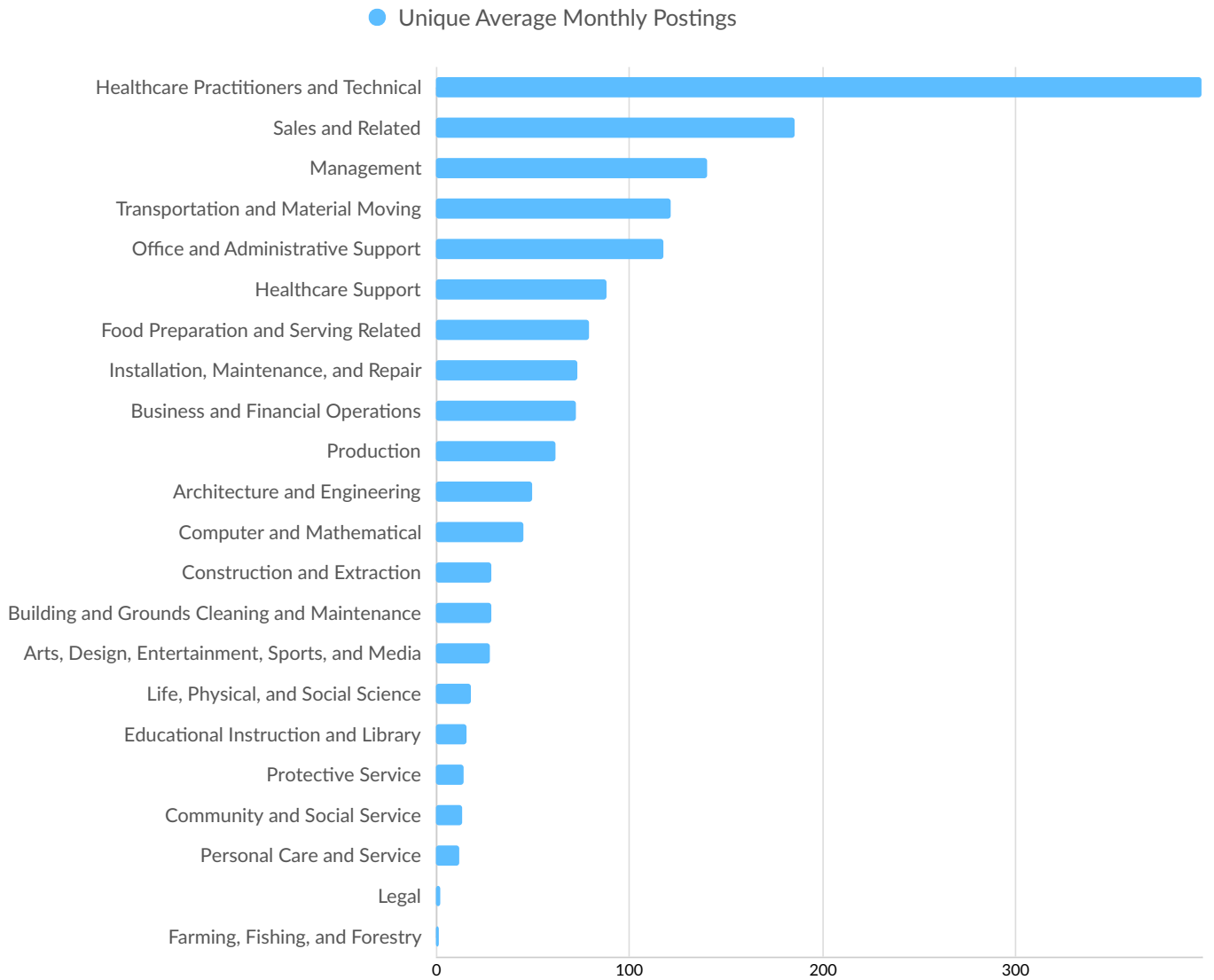
## Top Occupation Employment Concentration



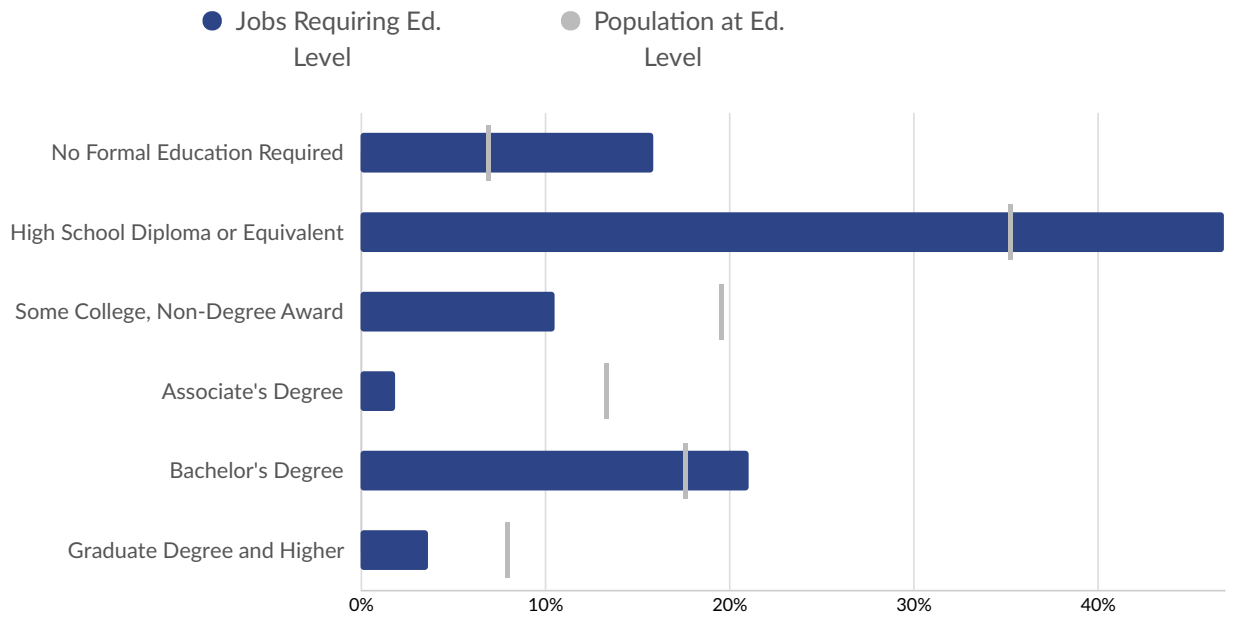
## Top Occupation Earnings



## Top Posted Occupations

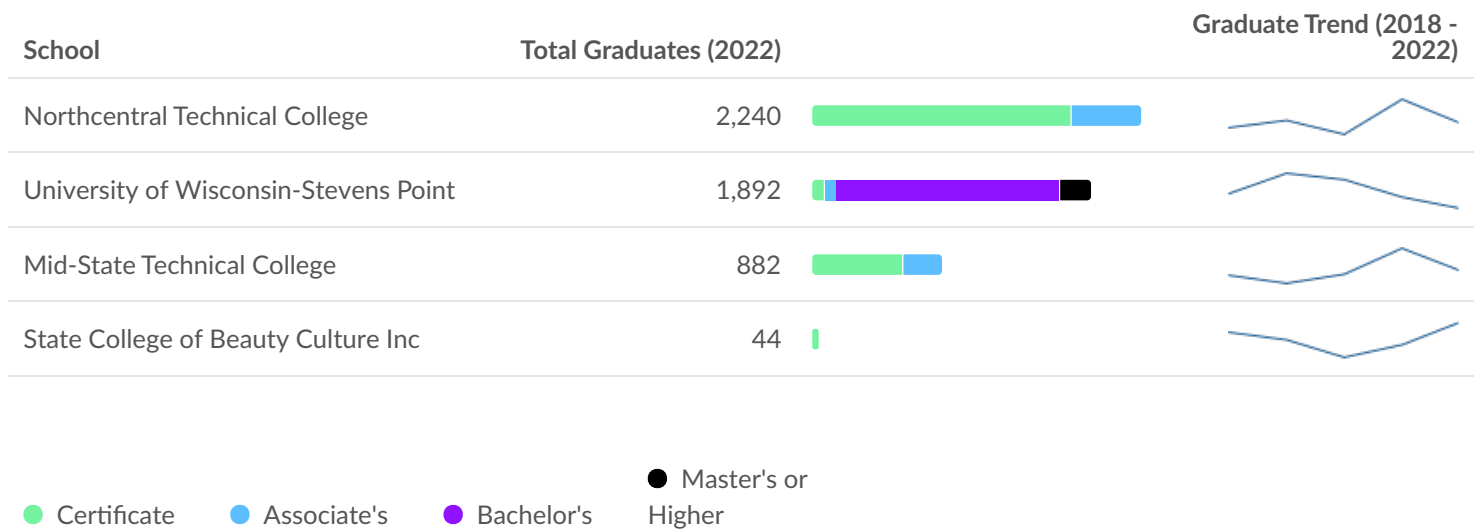


## Underemployment



## Educational Pipeline

In 2022, there were 5,058 graduates in Centergy. This pipeline has shrunk by 3% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



## In-Demand Skills

