

# 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

**333,753**

**Population (2023)**

Population **grew by 6,397** over the last 5 years and is projected to **grow by 4,630** over the next 5 years.

**173,274**

**Total Regional Employment**

Jobs **decreased by 4,515** over the last 5 years but are projected to **grow by 1,140** over the next 5 years.

**\$66.2K**

**Avg. Earnings Per Job (2023)**

Regional average earnings per job are **\$16.3K below** the national average earnings of \$82.5K per job.

### Takeaways

- As of 2023 the region's population **increased by 2.0%** since 2018, growing by 6,397. Population is expected to **increase by 1.4%** between 2023 and 2028, adding 4,630.
- From 2018 to 2023, jobs **declined by 2.5%** in Centergy from 177,789 to **173,274**. This change **fell short of the national growth rate of 3.6% by 6.1%**. As the number of jobs declined, the **labor force participation rate decreased from 65.1% to 61.9% between 2018 and 2023**.
- Concerning educational attainment, **17.9% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

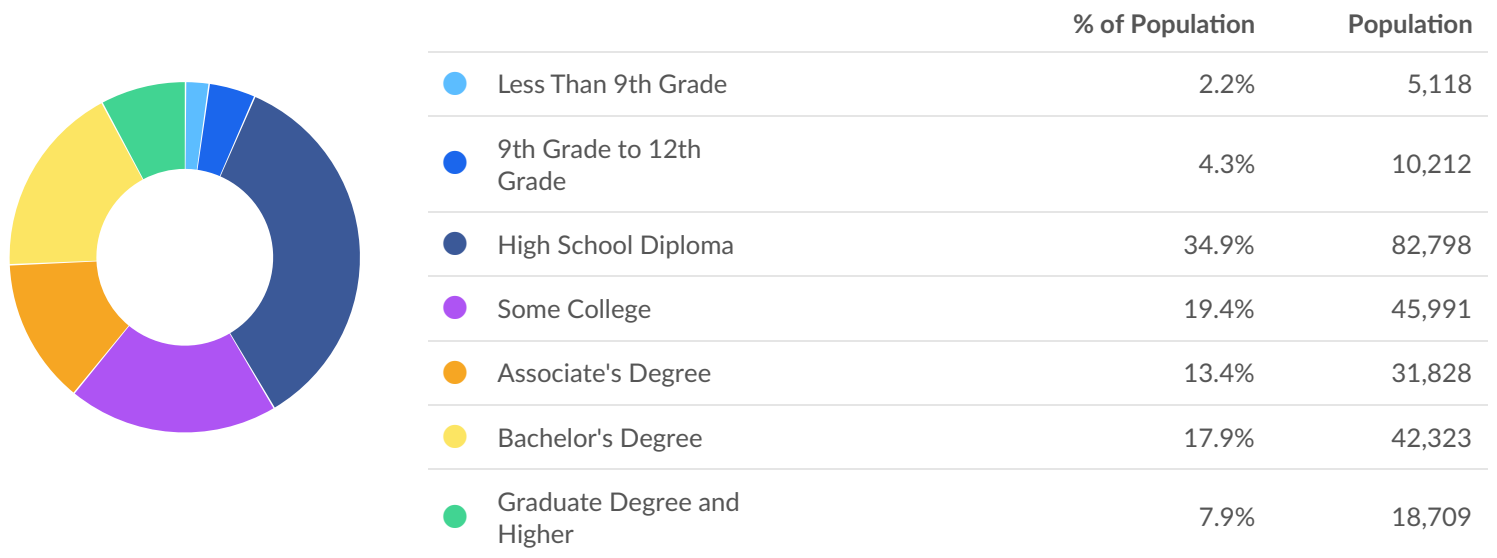
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	333,753	167,933	173,274	99.0	\$20.40B	\$25.87B	\$25.30B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

## Sep 2023 Labor Force Breakdown



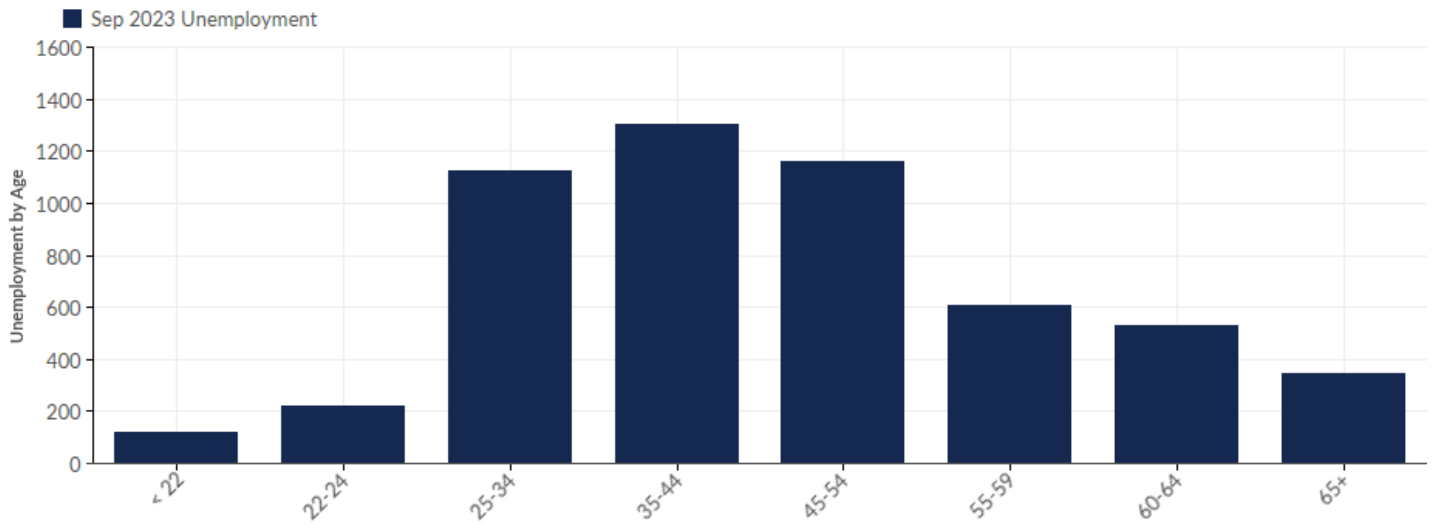
## Educational Attainment

Concerning educational attainment, **17.9% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).



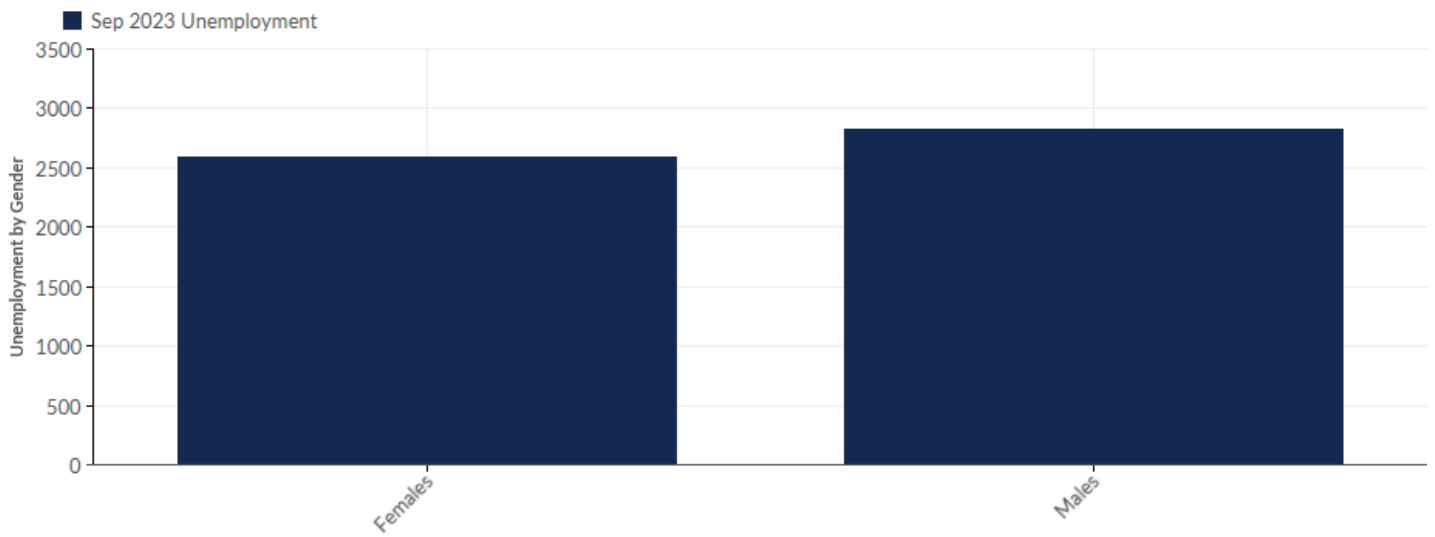
# Unemployment by Demographics

## Unemployment by Age



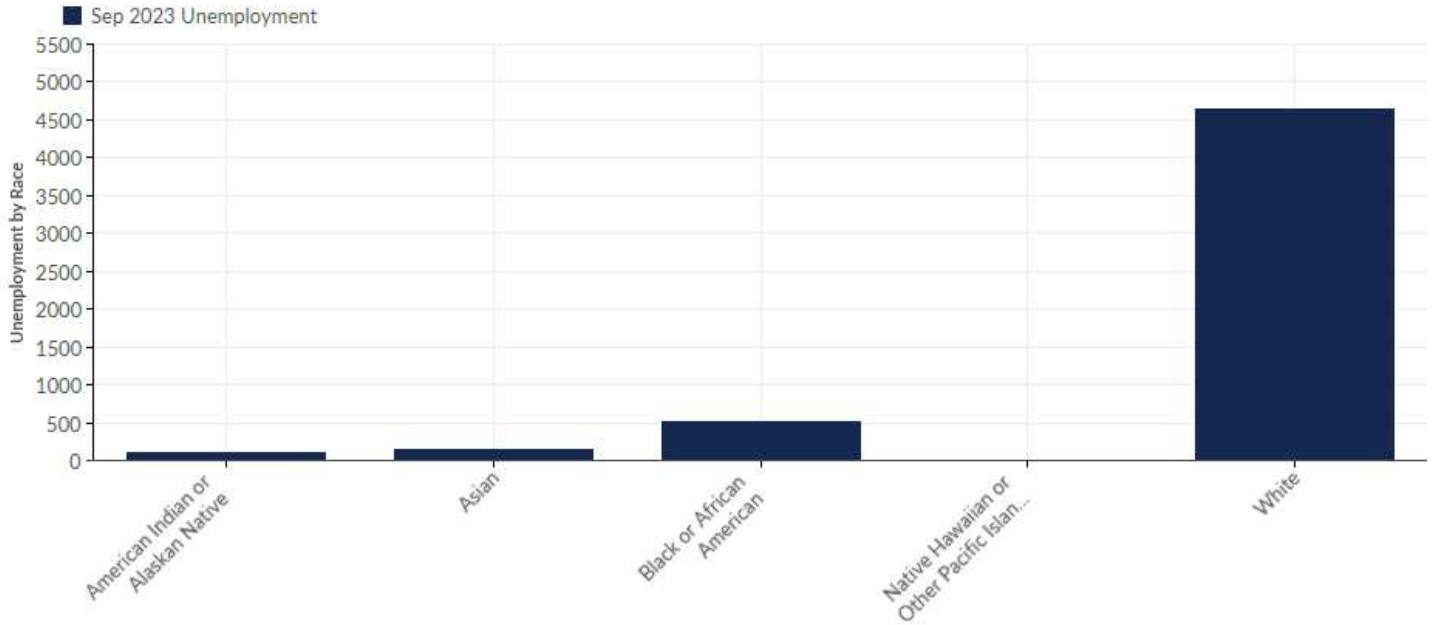
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	117	2.16%
22-24	218	4.03%
25-34	1,126	20.83%
35-44	1,303	24.10%
45-54	1,163	21.51%
55-59	606	11.21%
60-64	530	9.80%
65+	343	6.34%
<b>Total</b>	<b>5,406</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2023)	% of Unemployed
Females	2,588	47.87%
Males	2,818	52.13%
Total	5,406	100.00%

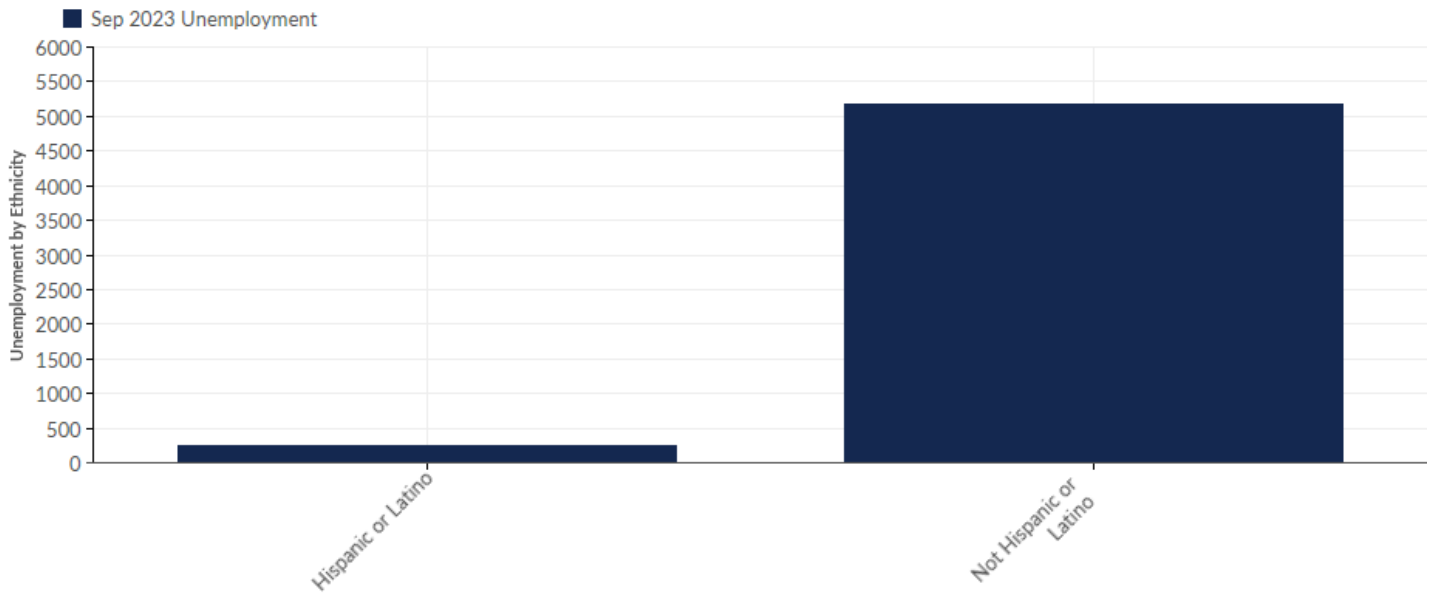
## Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	98	1.81%
Asian	143	2.65%
Black or African American	507	9.38%
Native Hawaiian or Other Pacific Islander	8	0.15%
White	4,651	86.03%
<b>Total</b>	<b>5,406</b>	<b>100.00%</b>



## Unemployment by Ethnicity

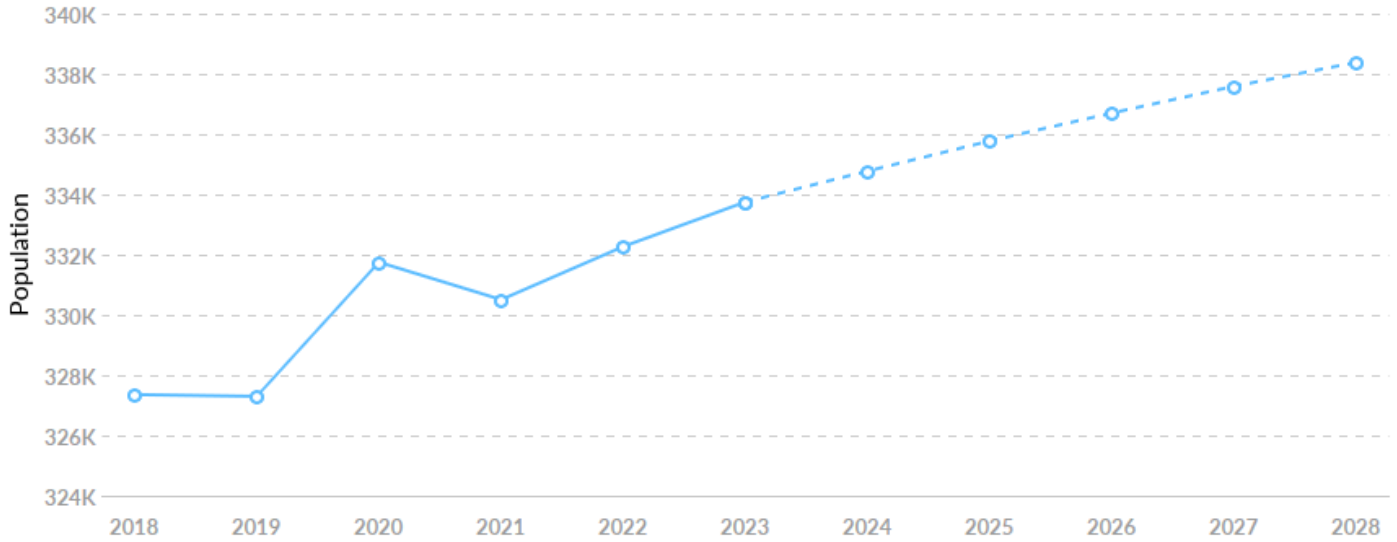


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	235	4.35%
Not Hispanic or Latino	5,171	95.65%
Total	5,406	100.00%

# Historic & Projected Trends

## Population Trends

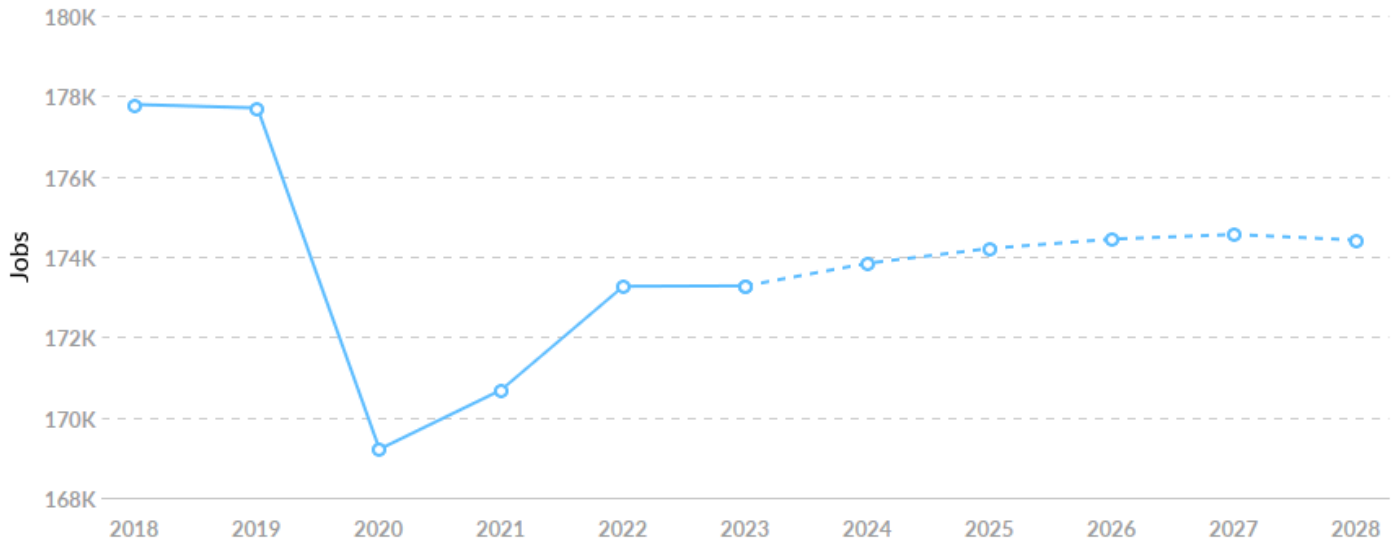
As of 2023 the region's population increased by 2.0% since 2018, growing by 6,397. Population is expected to increase by 1.4% between 2023 and 2028, adding 4,630.



Timeframe	Population
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
2028	338,383

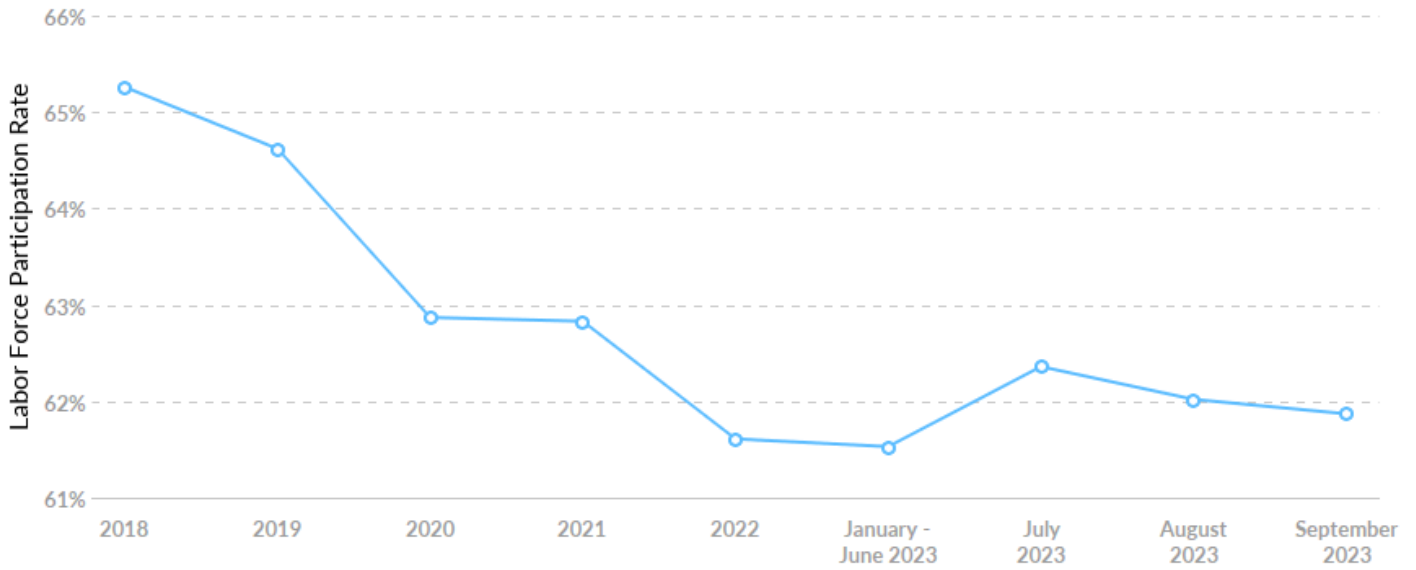
## Job Trends

From 2018 to 2023, jobs declined by 2.5% in Centergy from 177,789 to 173,274. This change fell short of the national growth rate of 3.6% by 6.1%.



Timeframe	Jobs
2018	177,789
2019	177,703
2020	169,202
2021	170,683
2022	173,263
2023	173,274
2024	173,837
2025	174,206
2026	174,438
2027	174,553
2028	174,414

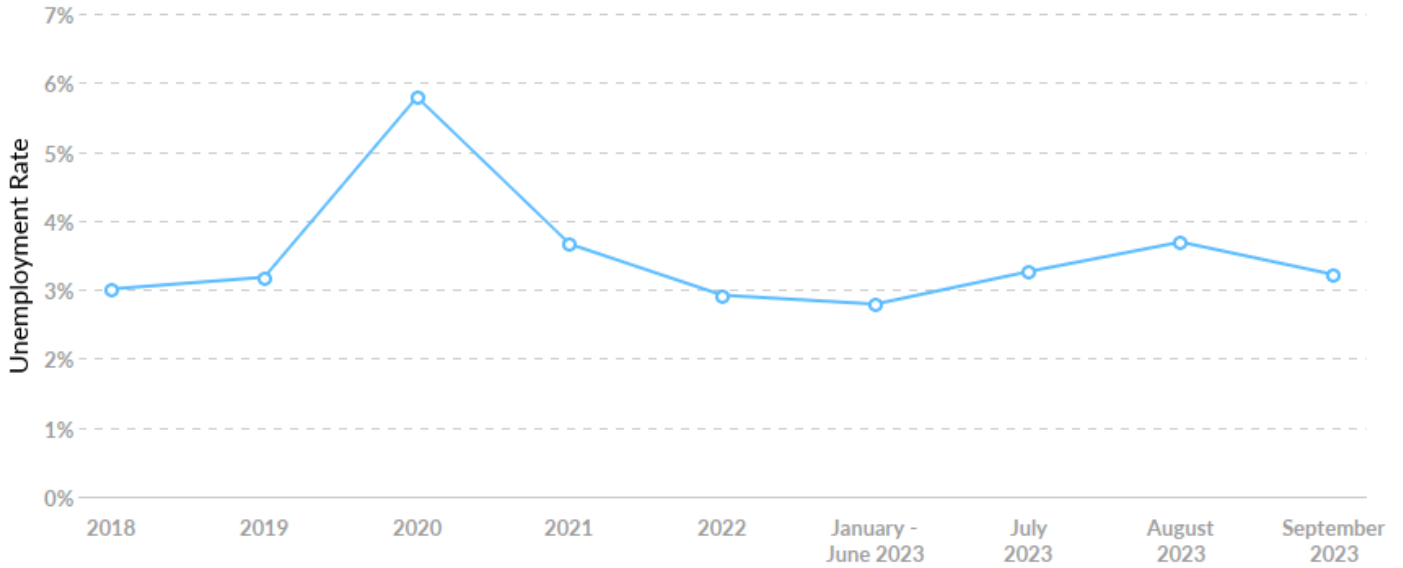
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	65.26%
2019	64.62%
2020	62.87%
2021	62.83%
2022	61.61%
January - June 2023	61.53%
July 2023	62.36%
August 2023	62.02%
September 2023	61.87%

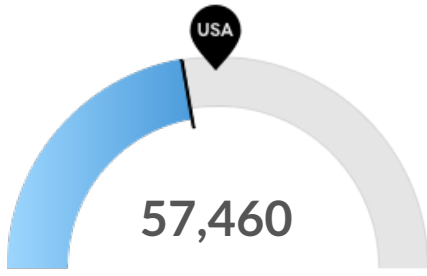
## Unemployment Rate Trends

Your areas had a September 2023 unemployment rate of 3.22%, **increasing from 3.01% 5 years before.**



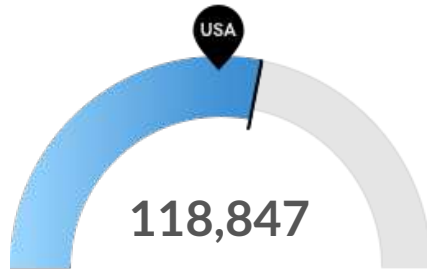
Timeframe	Unemployment Rate
2018	3.01%
2019	3.18%
2020	5.79%
2021	3.66%
2022	2.92%
January - June 2023	2.79%
July 2023	3.26%
August 2023	3.69%
September 2023	3.22%

## Population Characteristics



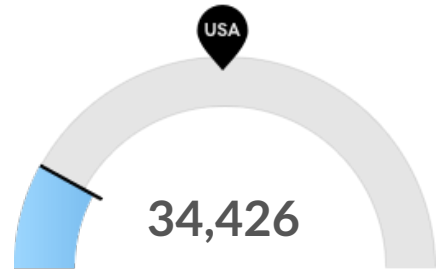
**Millennials**

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



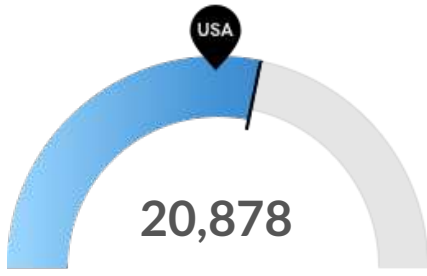
**Retiring Soon**

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.



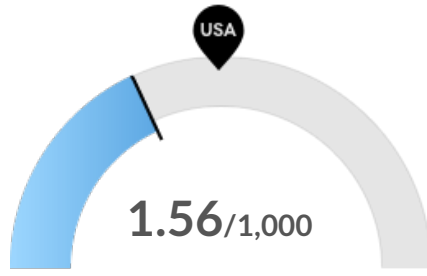
**Racial Diversity**

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.



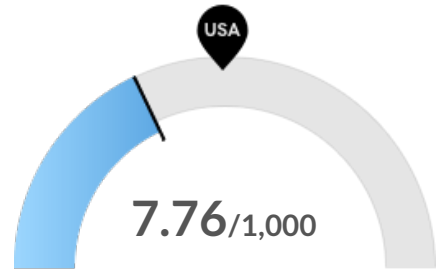
**Veterans**

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



**Violent Crime**

Your area has 1.56 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

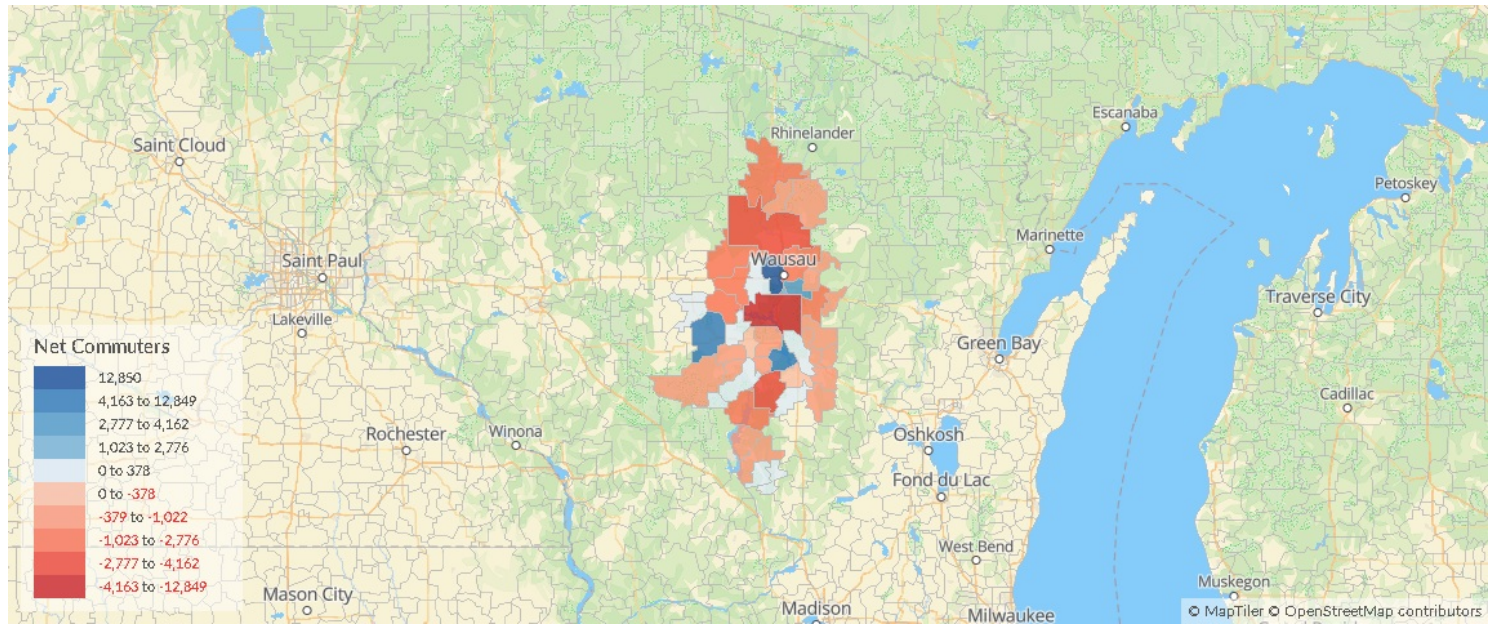


**Property Crime**

Your area has 7.76 property crimes per 1,000 people. The national rate is 12.12 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

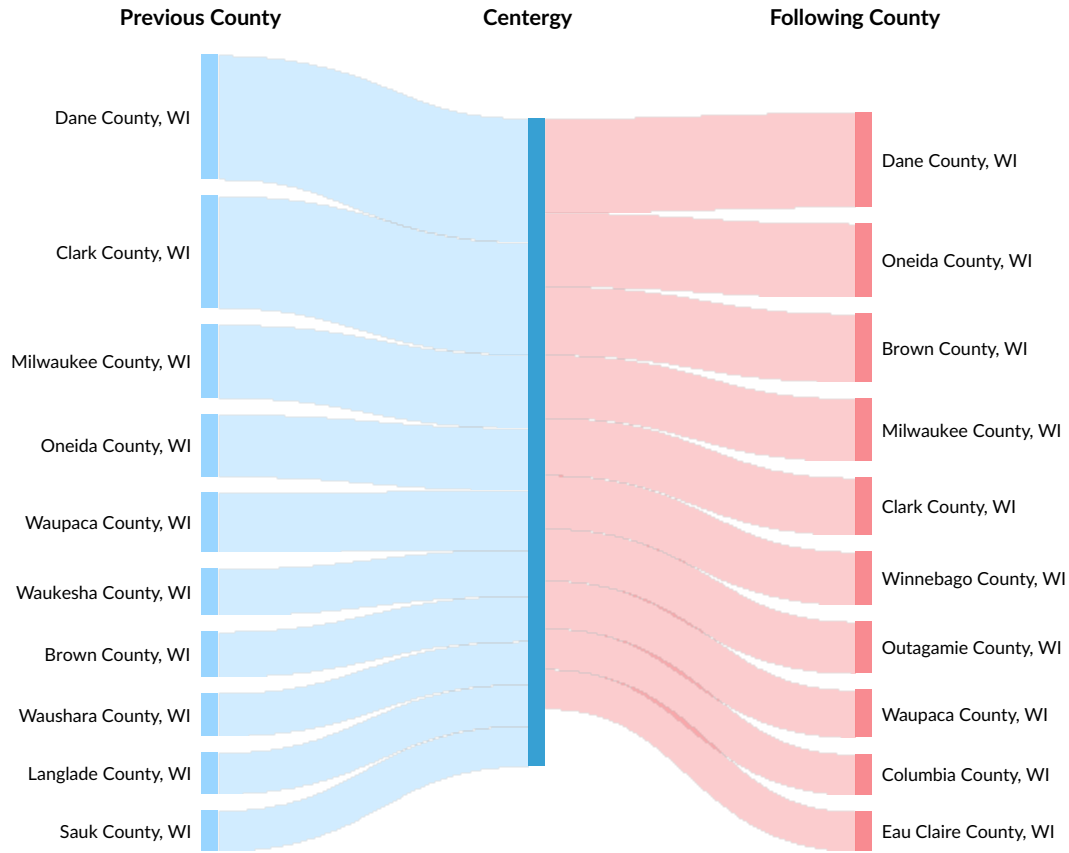
### Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	29,517	54401	Wausau, WI (in Maratho...	16,667
54481	Stevens Point, WI (in Po...	18,282	54481	Stevens Point, WI (in Po...	14,119
54449	Marshfield, WI (in Woo...	17,606	54494	Wisconsin Rapids, WI (i...	14,078
54476	Schofield, WI (in Marath...	14,149	54449	Marshfield, WI (in Woo...	13,037
54494	Wisconsin Rapids, WI (i...	11,301	54403	Wausau, WI (in Maratho...	12,480

# 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 2021, **582** people have migrated from Dane County, WI to Centergy. In the same year, **443** people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2021 was **1,189**.



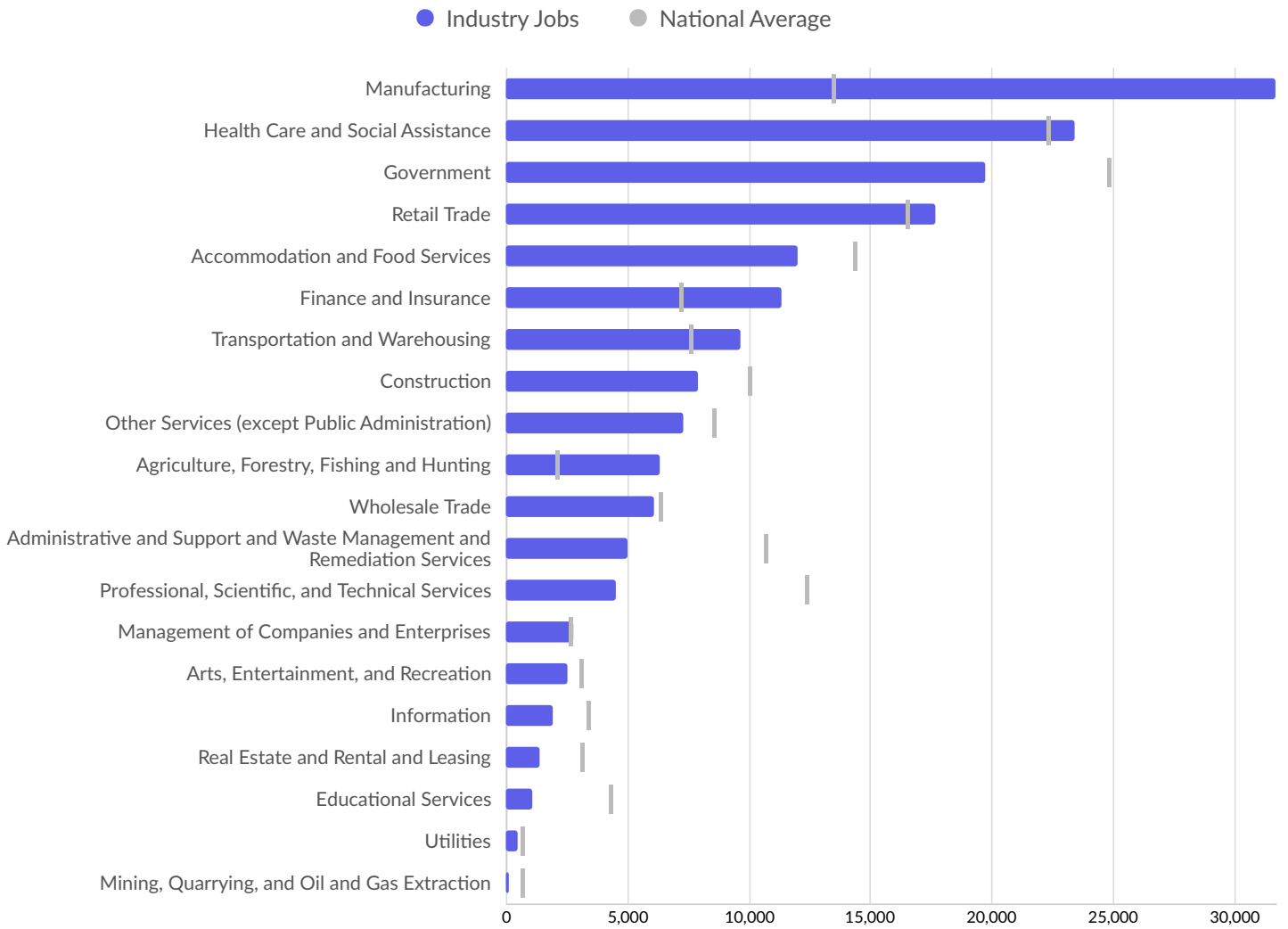
Top Previous Counties	Migrations
Dane County, WI	582
Clark County, WI	528
Milwaukee County, WI	345
Oneida County, WI	293
Waupaca County, WI	278
Waukesha County, WI	218



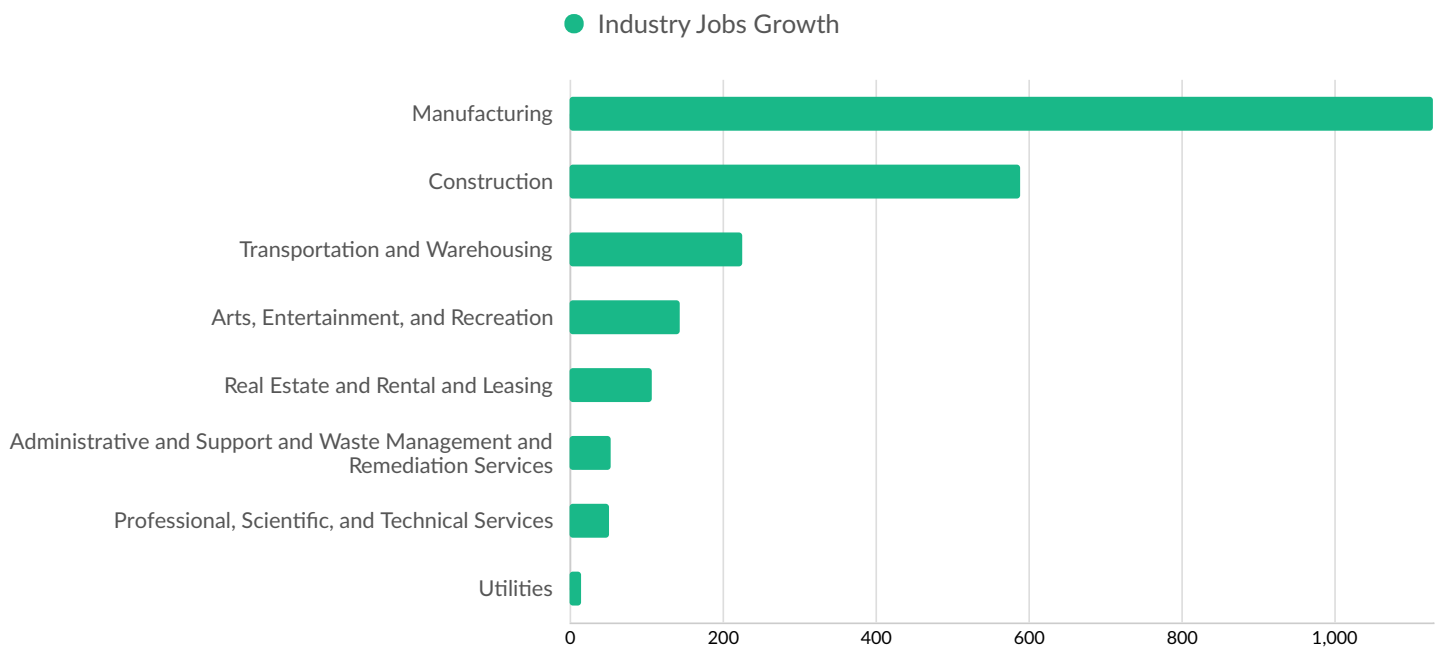
Top Previous Counties	Migrations
Brown County, WI	212
Waushara County, WI	202
Langlade County, WI	195
Sauk County, WI	191
Shawano County, WI	188
Winnebago County, WI	179
Taylor County, WI	175
Outagamie County, WI	175
Rock County, WI	168
Top Following Counties	Migrations
Dane County, WI	443
Oneida County, WI	347
Brown County, WI	321
Milwaukee County, WI	295
Clark County, WI	270
Winnebago County, WI	251
Outagamie County, WI	244
Waupaca County, WI	224
Columbia County, WI	192
Eau Claire County, WI	186
Waukesha County, WI	167
Langlade County, WI	166
Shawano County, WI	160
La Crosse County, WI	148
Taylor County, WI	137

# Industry Characteristics

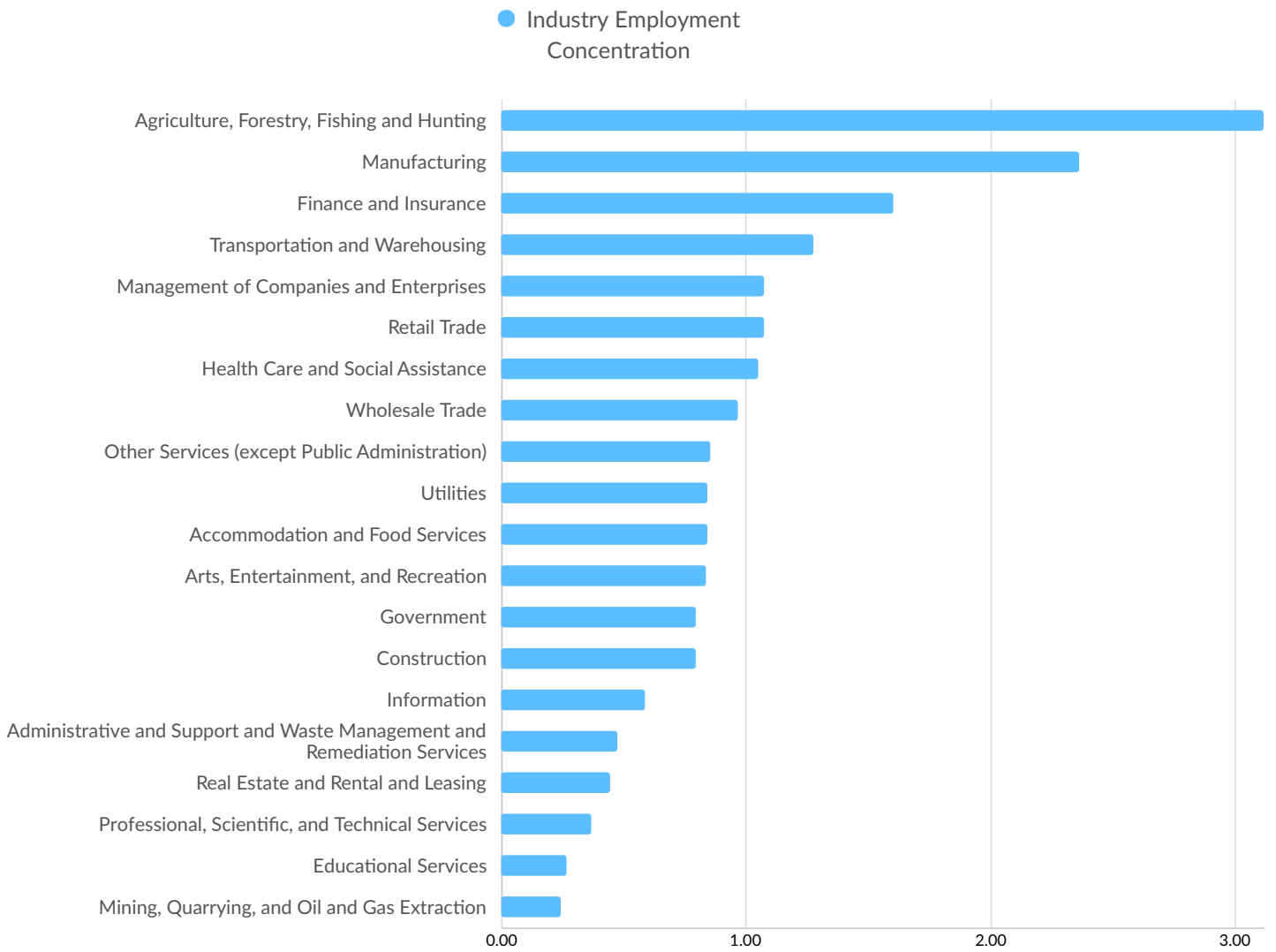
## Largest Industries



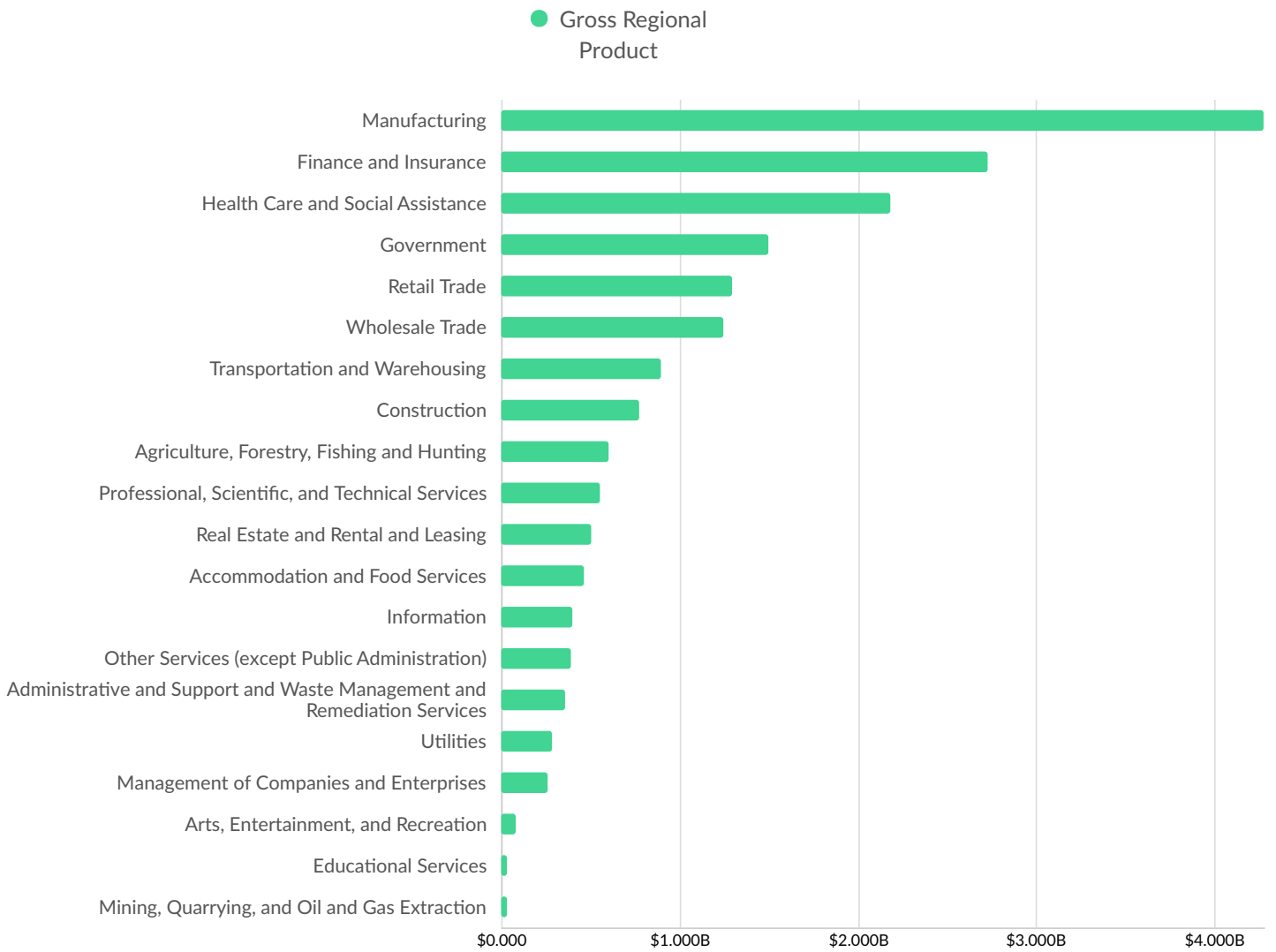
## Top Growing Industries



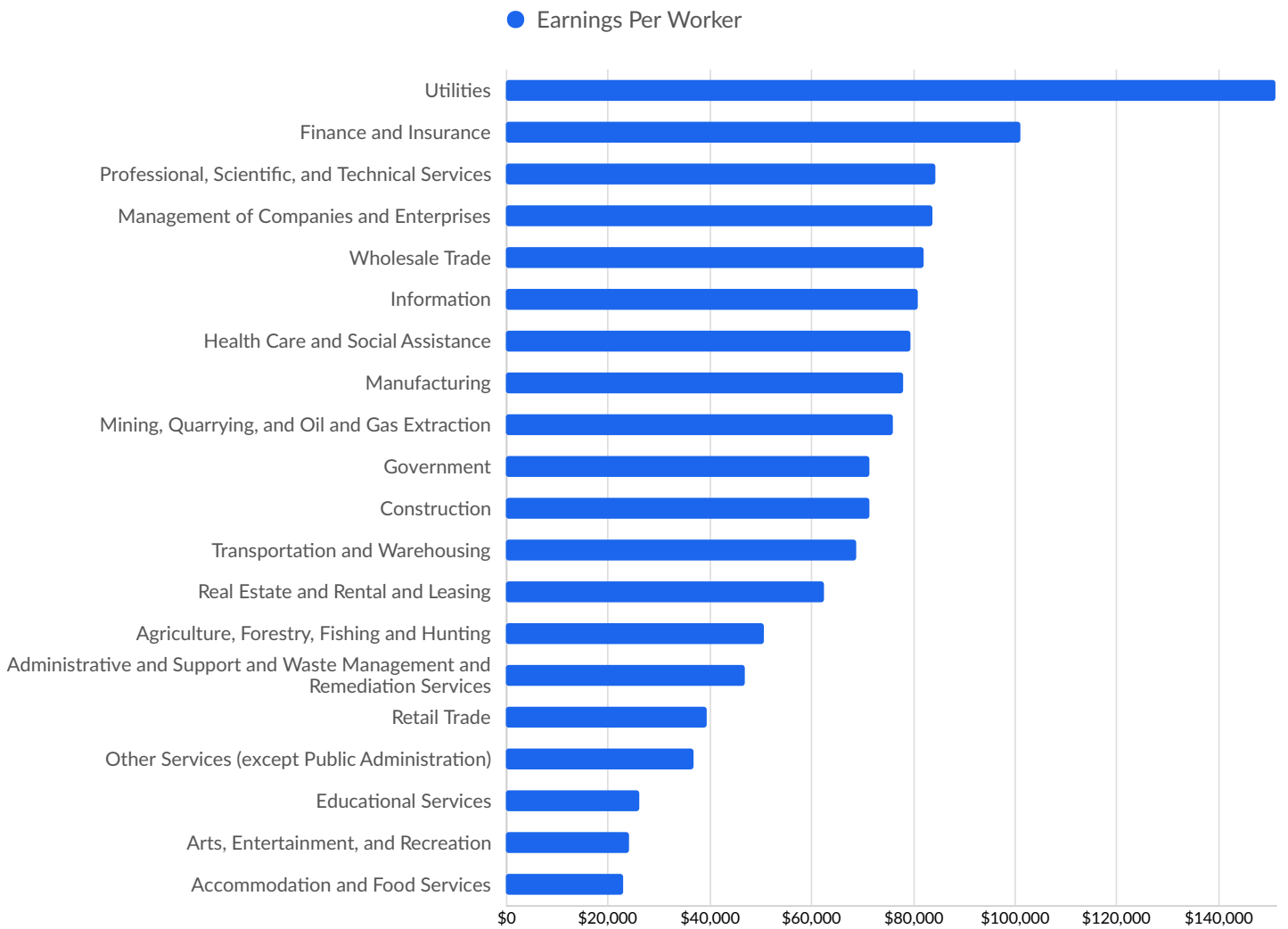
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



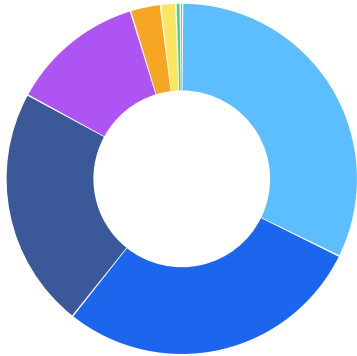
## Business Characteristics

### 21,876 Companies Employ Your Workers

Online profiles for your workers mention 21,876 companies as employers, with the top 10 appearing below. In the last 12 months, 1,771 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,442 	Aspirus	1,475 
University of Wisconsin System	1,863 	Marshfield Clinic	882 
Aspirus	1,578 	Beaver Dam Community Hospit...	528 
Greenheck	678 	Sentry Insurance	382 
Ministry Health Care	601 	CareInHomes	256 
Church Mutual Insurance Comp...	524 	ABR Employment Services	242 
Northcentral Technical College	495 	Festival Foods	209 
Wausau School District	458 	CompHealth	198 
Liberty Mutual	453 	Kwik Trip	195 
Walmart	445 	Greenheck Fan Corporation	192 

## 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

● Occupation Jobs    ● National Average

### Top Growing Occupations

● Occupation Jobs Growth

### Top Occupation Employment Concentration

● Occupation Employment Concentration

### Top Occupation Earnings

● Median Hourly Earnings

### Top Posted Occupations

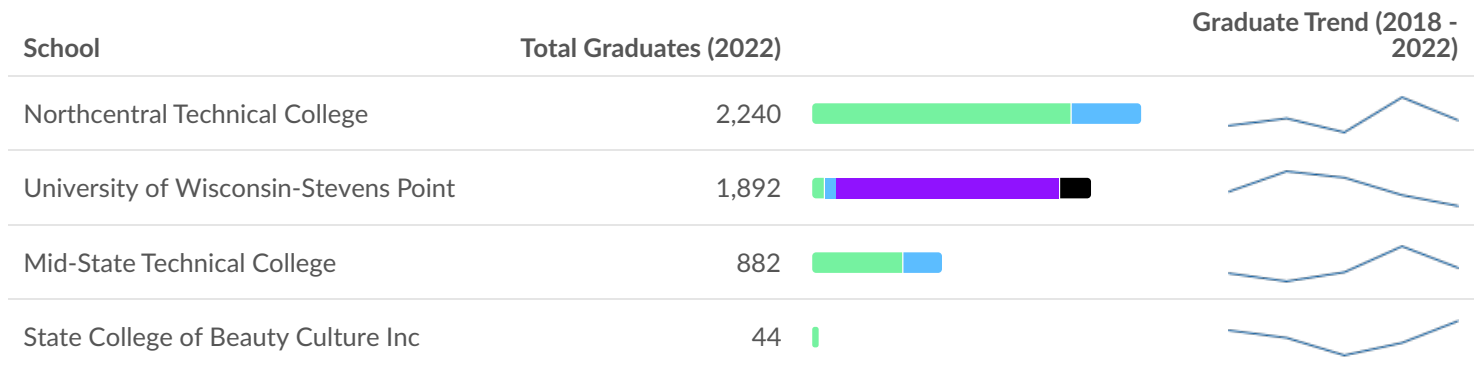
● Unique Average Monthly Postings

### Underemployment

● Jobs Requiring Ed. Level    ● Population at Ed. Level

## 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

● Top Specialized Skills    ● National Average