Centergy

North Central Wisconsin Regional Planning Commission

NCWRPC

210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

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

333,752

Population (2023)

Population **grew by 6,396** over the last 5 years and is projected to **grow by 4,633** over the next 5 years.

173,059

Total Regional Employment

Jobs **decreased by 4,730** over the last 5 years but are projected to **grow by 1,161** over the next 5 years.
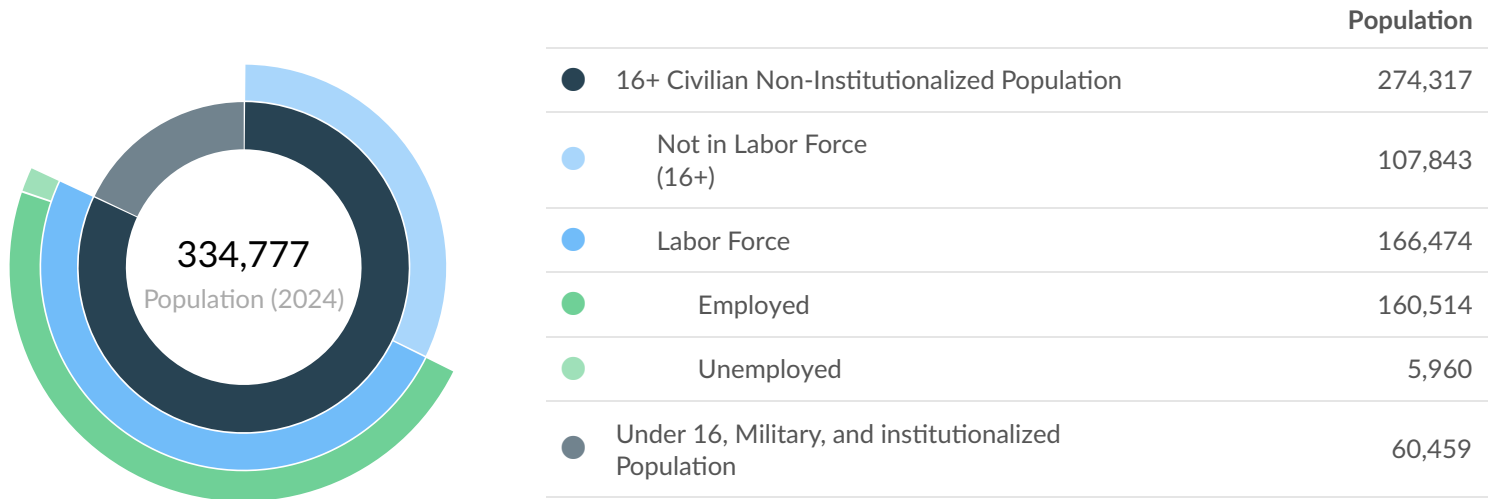
$66.0K

Avg. Earnings Per Job (2023)

Regional average earnings per job are **$16.6K below** the national average earnings of $82.6K per job.

Takeaways

- As of 2023 the region's population **increased by 2.0%** since 2018, growing by 6,396. Population is expected to **increase by 1.4%** between 2023 and 2028, adding 4,633.

- From 2018 to 2023, jobs **declined by 2.7%** in Centergy from 177,789 to **173,059**. This change **fell short of the national growth rate of 3.9% by 6.6%**. As the number of jobs declined, the **labor force participation rate decreased from 64.9% to 61.4% between 2018 and 2023**.

- Concerning educational attainment, **17.8% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.3% 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.
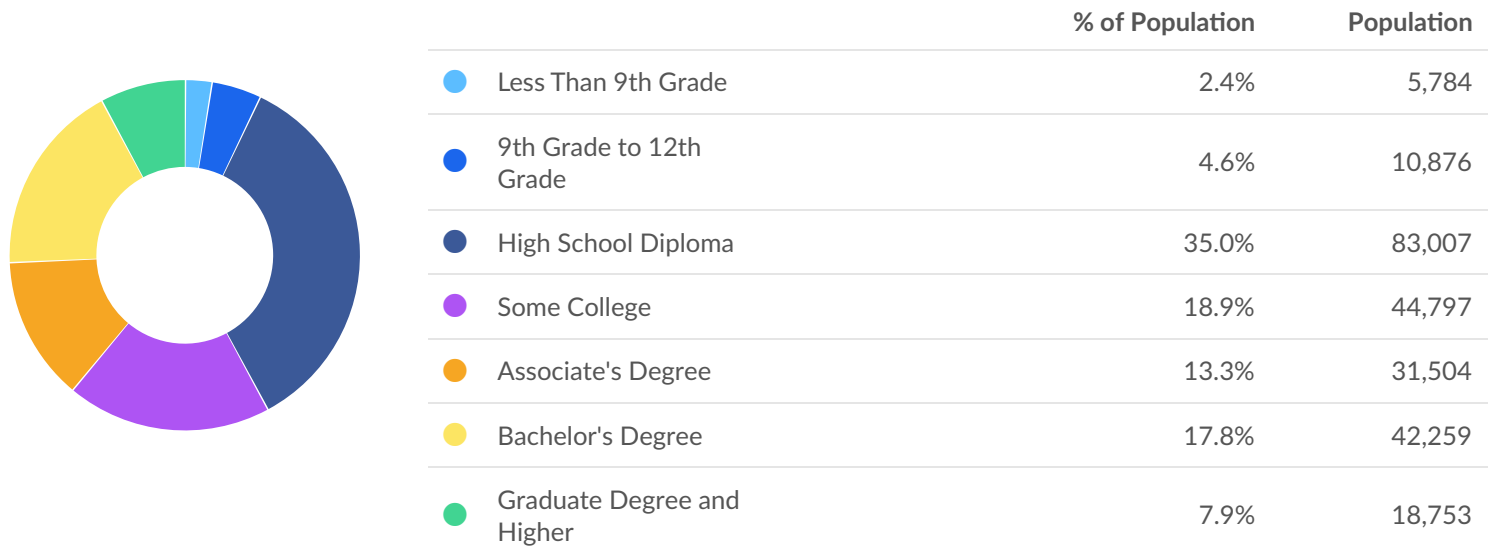
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	334,777	166,474	173,059	99.0	$21.20B	$26.53B	$25.90B
State	5,942,701	3,116,137	3,233,104	100.2	$403.20B	$378.85B	$404.51B

Feb 2024 Labor Force Breakdown

334,777
Population (2024)

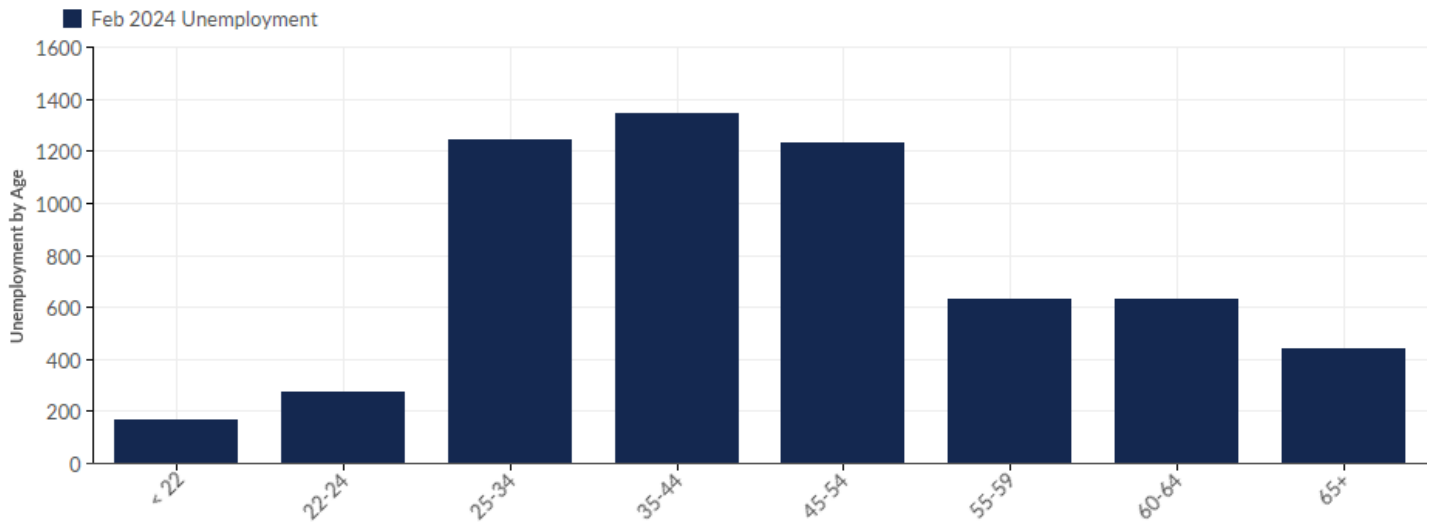|		Population
●	16+ Civilian Non-Institutionalized Population	274,317
●	Not in Labor Force (16+)	107,843
●	Labor Force	166,474
●	Employed	160,514
●	Unemployed	5,960
●	Under 16, Military, and institutionalized Population	60,459

Educational Attainment

Concerning educational attainment, **17.8% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.3% hold an Associate's Degree** (4.5% above the national average).


		% of Population	Population
●	Less Than 9th Grade	2.4%	5,784
●	9th Grade to 12th Grade	4.6%	10,876
●	High School Diploma	35.0%	83,007
●	Some College	18.9%	44,797
●	Associate's Degree	13.3%	31,504
●	Bachelor's Degree	17.8%	42,259
●	Graduate Degree and Higher	7.9%	18,753

Unemployment by Demographics

Unemployment by Age

Age	Unemployment (Feb 2024)	% of Unemployed
< 22	167	2.80%
22-24	276	4.63%
25-34	1,242	20.84%
35-44	1,343	22.53%
45-54	1,231	20.65%
55-59	632	10.60%
60-64	628	10.54%
65+	441	7.40%
Total	5,960	100.00%

Unemployment by Gender
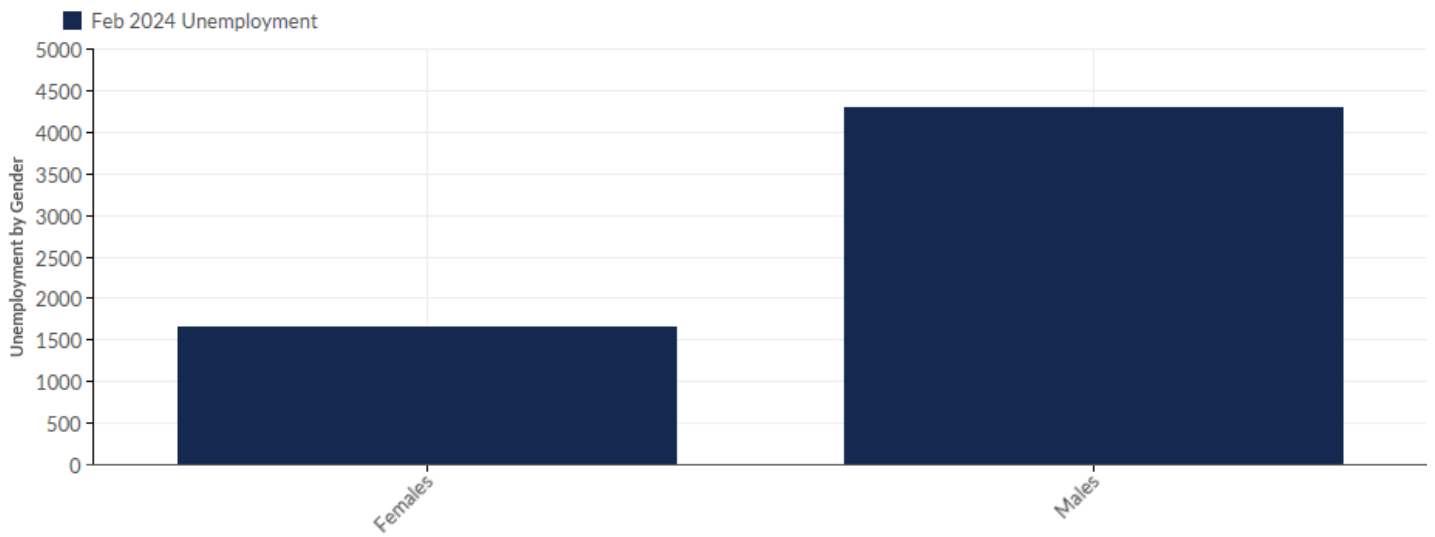
Gender		Unemployment (Feb 2024)	% of Unemployed
Females		1,660	27.85%
Males		4,300	72.15%
	Total	5,960	100.00%

Unemployment by Race
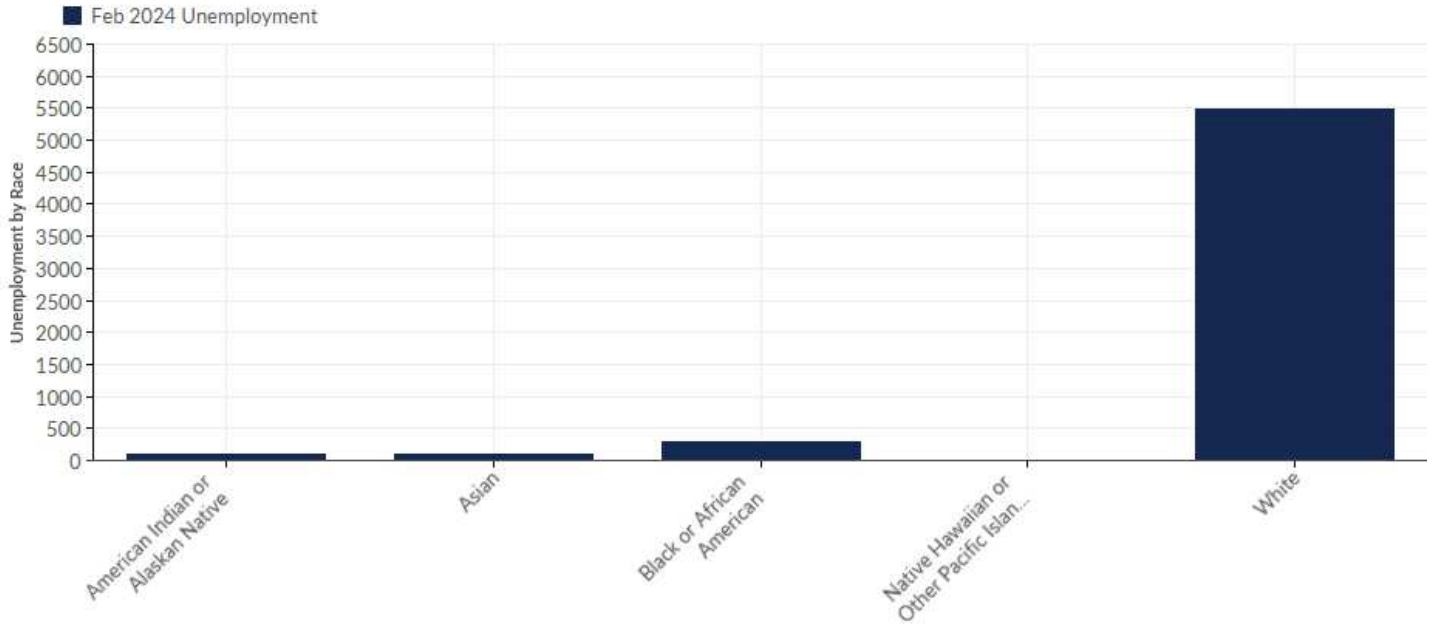
Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	89	1.49%
Asian	88	1.48%
Black or African American	281	4.71%
Native Hawaiian or Other Pacific Islander	6	0.10%
White	5,495	92.20%
Total	5,960	100.00%

Unemployment by Ethnicity
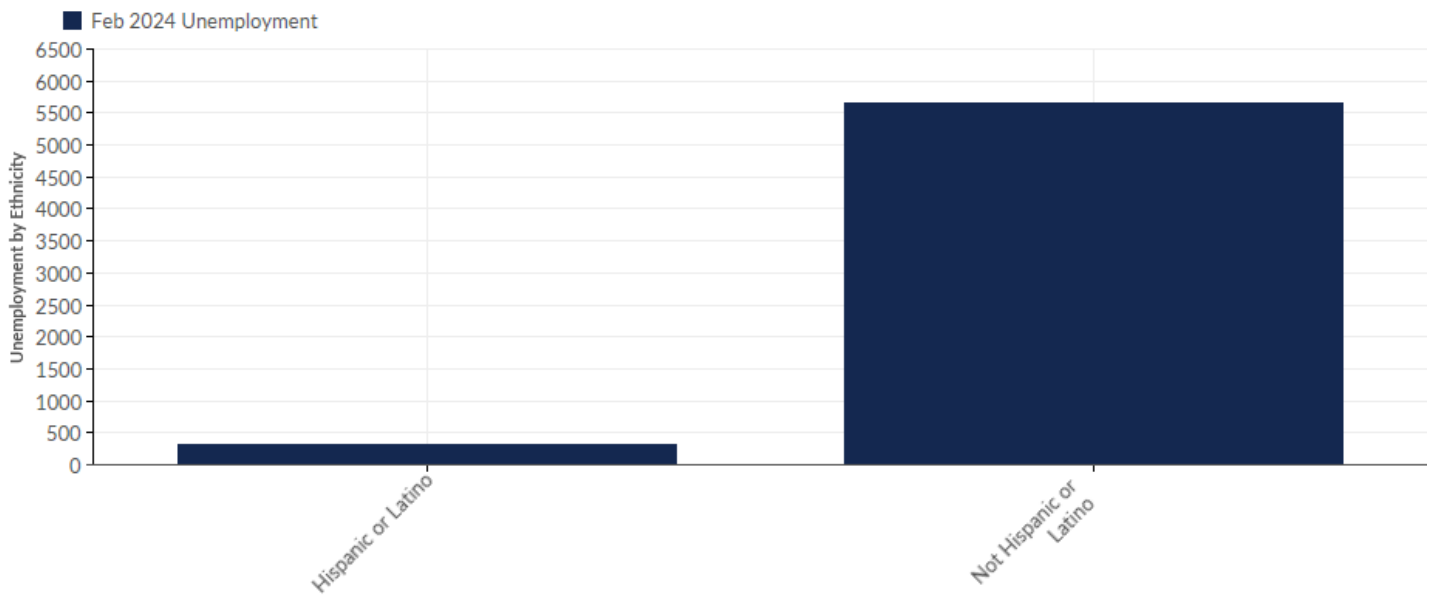
Ethnicity		Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino		317	5.32%
Not Hispanic or Latino		5,643	94.68%
	Total	5,960	100.00%

# Historic & Projected Trends

Population Trends

As of 2023 the region's population **increased by 2.0%** since 2018, growing by 6,396. Population is expected to **increase by 1.4%** between 2023 and 2028, adding 4,633.
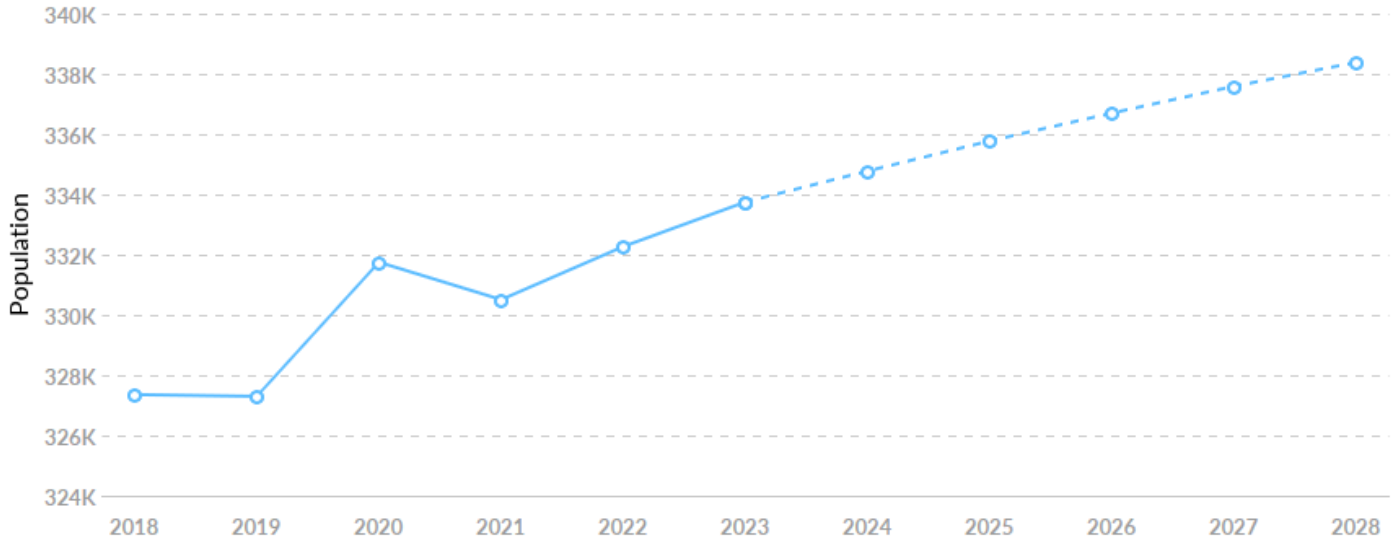
| Timeframe	Population
2018	327,356
2019	327,299
2020	331,750
2021	330,508
2022	332,271
2023	333,752
2024	334,777
2025	335,776
2026	336,701
2027	337,591
2028	338,385

Job Trends

From 2018 to 2023, jobs **declined by 2.7%** in Centergy from 177,789 to **173,059**. This change **fell short of the national growth rate of 3.9% by 6.6%**.
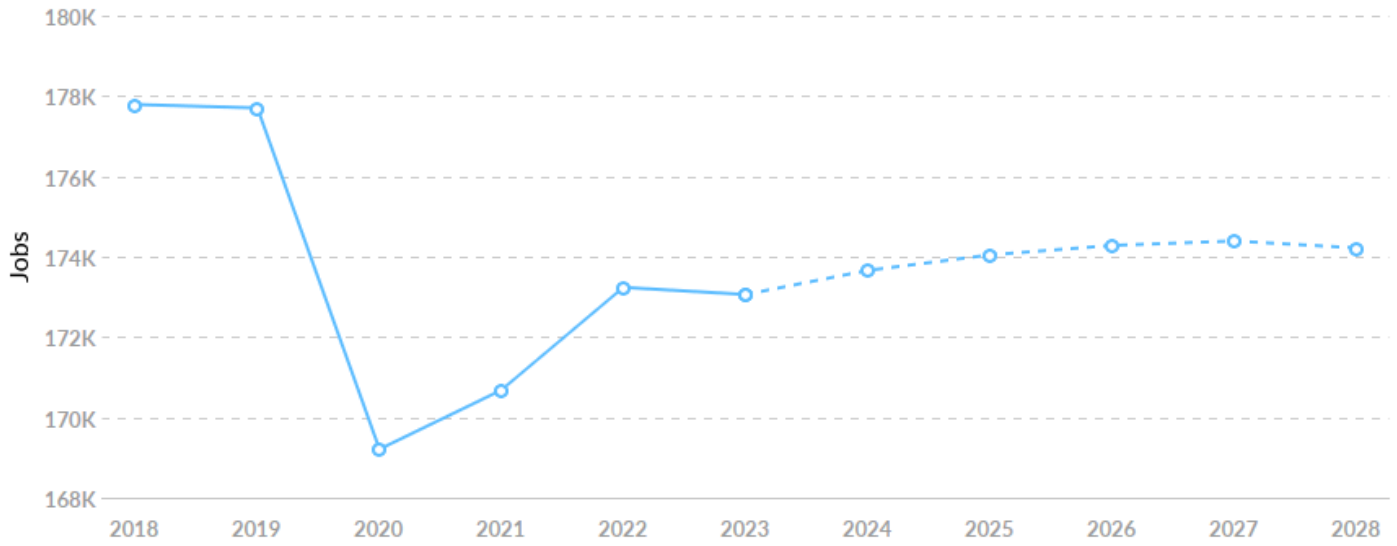
Timeframe	Jobs
2018	177,789
2019	177,703
2020	169,202
2021	170,677
2022	173,236
2023	173,059
2024	173,658
2025	174,044
2026	174,280
2027	174,391
2028	174,219

Labor Force Participation Rate Trends
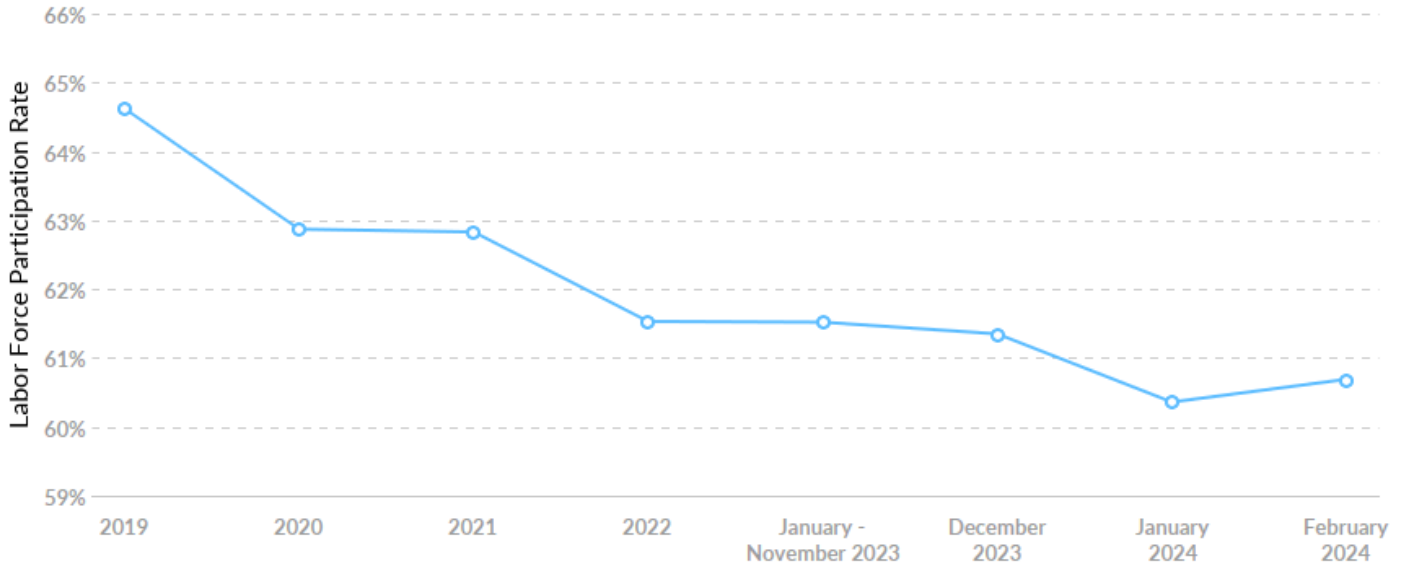
| Timeframe	Labor Force Participation Rate
2019	64.62%
2020	62.87%
2021	62.83%
2022	61.53%
January - November 2023	61.52%
December 2023	61.35%
January 2024	60.36%
February 2024	60.69%

Unemployment Rate Trends

Your areas had a February 2024 unemployment rate of 3.58%, **increasing from 3.18%** 5 years before.
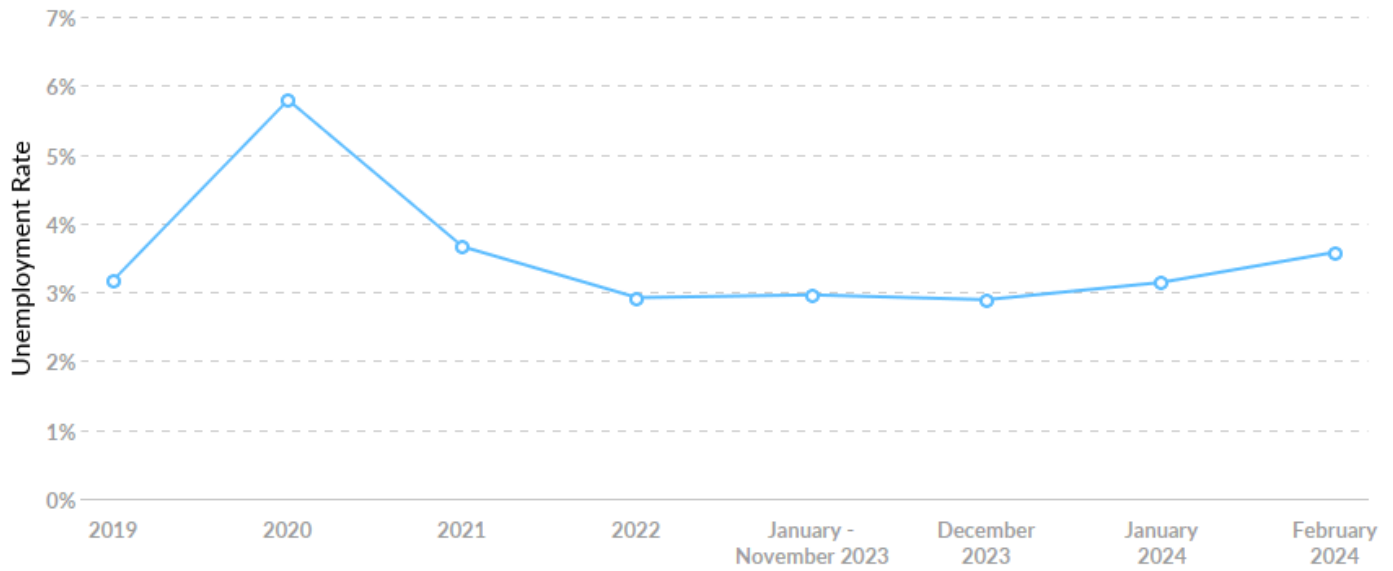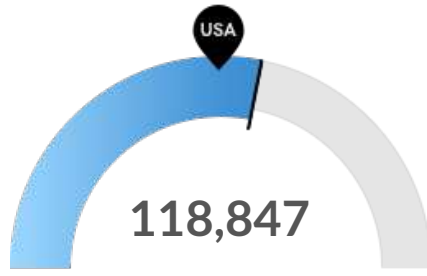

| Timeframe	Unemployment Rate
2019	3.18%
2020	5.79%
2021	3.66%
2022	2.92%
January - November 2023	2.96%
December 2023	2.89%
January 2024	3.14%
February 2024	3.58%

Population Characteristics
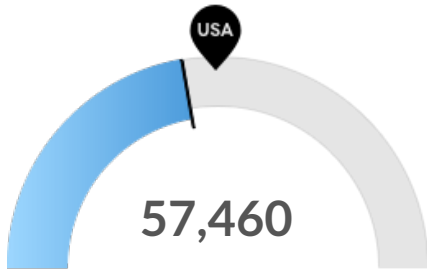
57,460

Millennials

Your area has 57,460 millennials (ages 25-39). The national average for an area this size is 67,563.
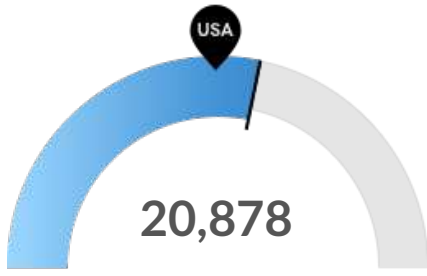
118,847

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.
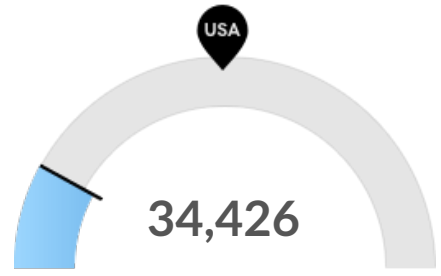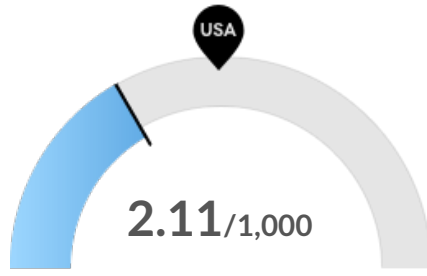
34,426

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.
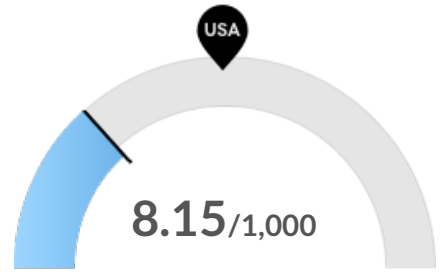
20,878

Veterans

Your area has 20,878 veterans. The national average for an area this size is 17,378.

2.11/1,000

Violent Crime

Your area has 2.11 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.
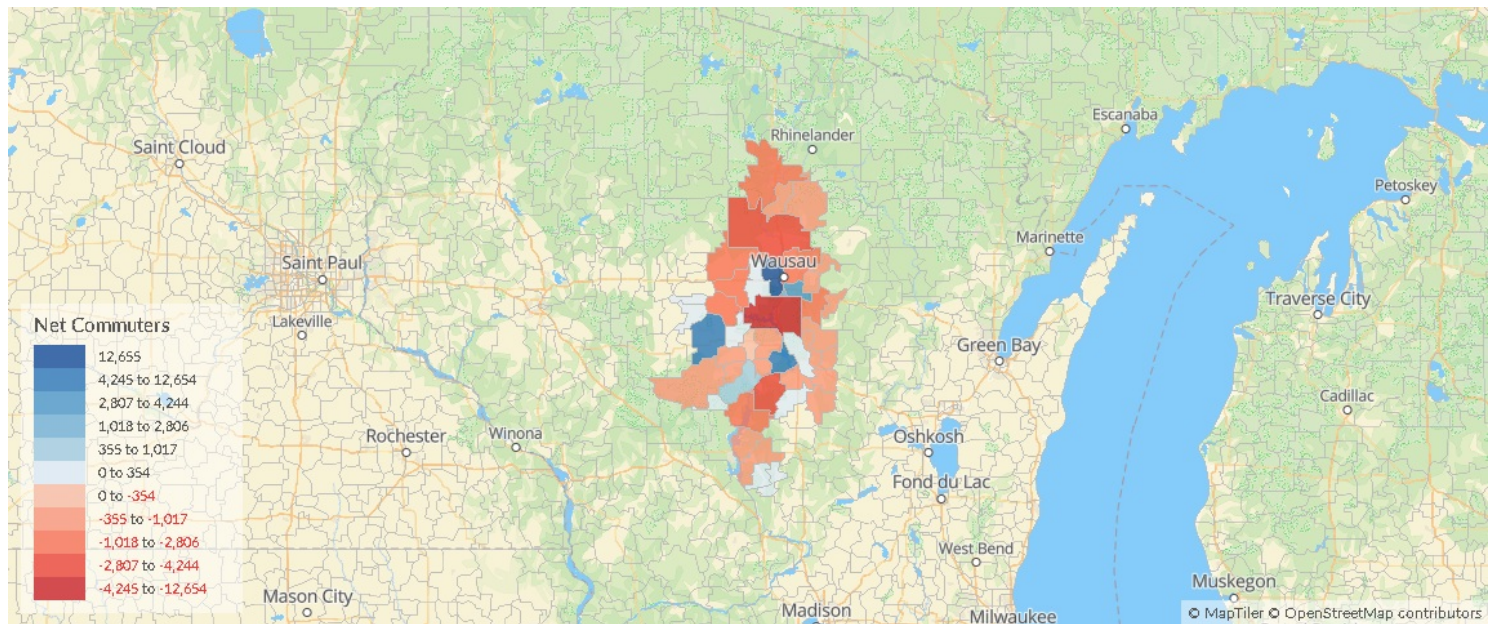
8.15/1,000

Property Crime

Your area has 8.15 property crimes per 1,000 people. The national rate is 18.22 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	2023 Employment
54401	Wausau, WI (in Maratho…	29,265
54481	Stevens Point, WI (in Po…	18,387
54449	Marshfield, WI (in Woo…	17,470
54476	Schofield, WI (in Marath…	14,265
54494	Wisconsin Rapids, WI (i…	11,286

Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho…	16,610
54481	Stevens Point, WI (in Po…	14,142
54494	Wisconsin Rapids, WI (i…	14,093
54449	Marshfield, WI (in Woo…	12,987
54403	Wausau, WI (in Maratho…	12,439

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, 576 people have migrated from Dane County, WI to Centergy. In the same year, 456 people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2021 was 1,205.

Previous County	Centergy	Following County
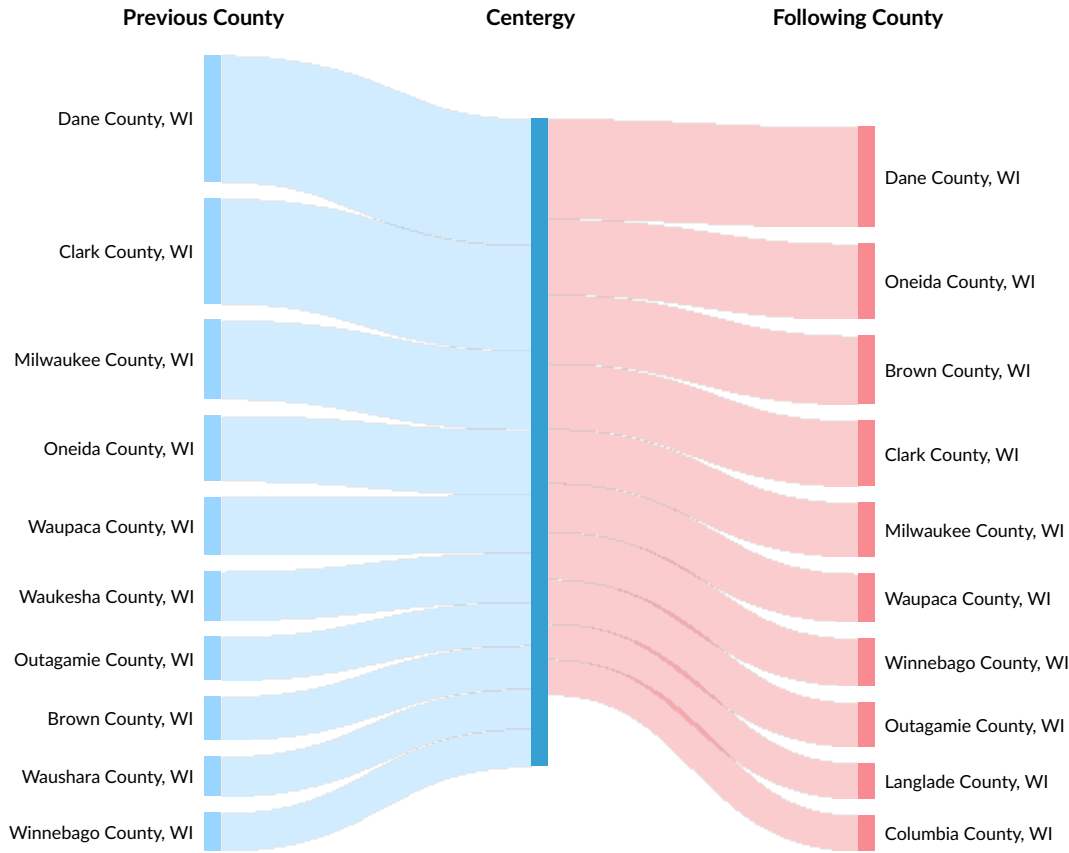
Top Previous Counties	Migrations
Dane County, WI	576
Clark County, WI	479
Milwaukee County, WI	359
Oneida County, WI	297
Waupaca County, WI	262
Waukesha County, WI	223

Top Previous Counties	Migrations
Outagamie County, WI	198
Brown County, WI	197
Waushara County, WI	181
Winnebago County, WI	173
Langlade County, WI	160
Rock County, WI	154
Sauk County, WI	152
Cook County, IL	146
Hennepin County, MN	137

Top Following Counties	Migrations
Dane County, WI	456
Oneida County, WI	343
Brown County, WI	313
Clark County, WI	298
Milwaukee County, WI	246
Waupaca County, WI	221
Winnebago County, WI	216
Outagamie County, WI	201
Langlade County, WI	163
Columbia County, WI	162
Shawano County, WI	147
Waushara County, WI	127
Waukesha County, WI	122
Taylor County, WI	121
Sauk County, WI	114

Industry Characteristics

Largest Industries

● Industry Jobs   ● National Average

Top Growing Industries

● Industry Jobs Growth

Industry	
Manufacturing	
Construction	
Arts, Entertainment, and Recreation	
Transportation and Warehousing	
Professional, Scientific, and Technical Services	
Real Estate and Rental and Leasing	
Utilities	

(x-axis: 0, 200, 400, 600, 800)

Top Industry Employment Concentration

● Industry Employment
Concentration

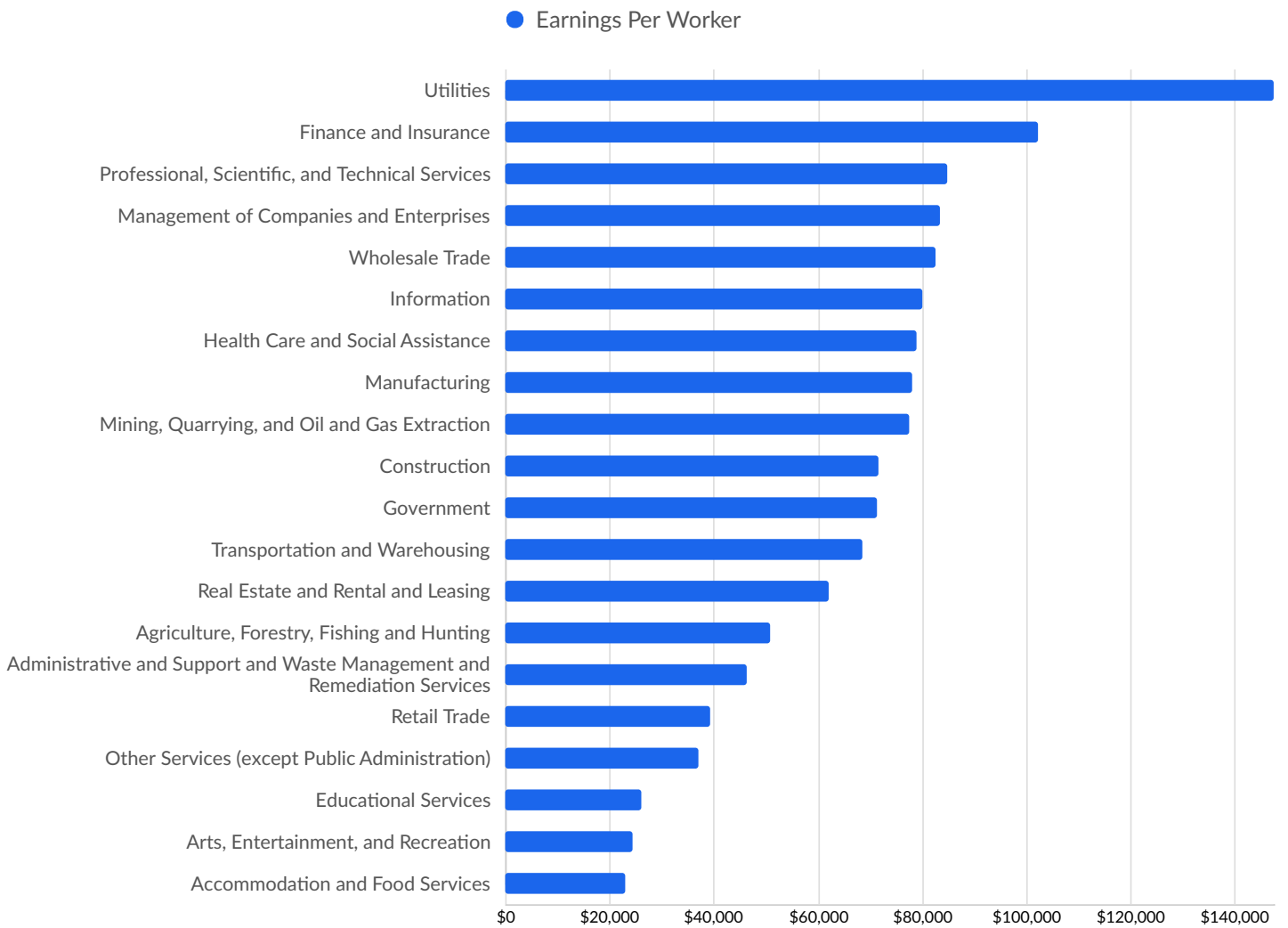| Industry	Concentration
Agriculture, Forestry, Fishing and Hunting	
Manufacturing	
Finance and Insurance	
Transportation and Warehousing	
Retail Trade	
Management of Companies and Enterprises	
Health Care and Social Assistance	
Wholesale Trade	
Other Services (except Public Administration)	
Accommodation and Food Services	
Utilities	
Arts, Entertainment, and Recreation	
Construction	
Government	
Information	
Administrative and Support and Waste Management and Remediation Services	
Real Estate and Rental and Leasing	
Professional, Scientific, and Technical Services	
Mining, Quarrying, and Oil and Gas Extraction	
Educational Services	

0.00   1.00   2.00   3.00

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Top Industry GRP

● Gross Regional
Product

Industry	GRP
Manufacturing	
Finance and Insurance	
Health Care and Social Assistance	
Government	
Retail Trade	
Wholesale Trade	
Transportation and Warehousing	
Construction	
Agriculture, Forestry, Fishing and Hunting	
Professional, Scientific, and Technical Services	
Real Estate and Rental and Leasing	
Accommodation and Food Services	
Other Services (except Public Administration)	
Information	
Administrative and Support and Waste Management and Remediation Services	
Utilities	
Management of Companies and Enterprises	
Arts, Entertainment, and Recreation	
Mining, Quarrying, and Oil and Gas Extraction	
Educational Services	

$0.000 $1.000B $2.000B $3.000B $4.000B

Top Industry Earnings

● Earnings Per Worker

Industry	Earnings Per Worker
Utilities	
Finance and Insurance	
Professional, Scientific, and Technical Services	
Management of Companies and Enterprises	
Wholesale Trade	
Information	
Health Care and Social Assistance	
Manufacturing	
Mining, Quarrying, and Oil and Gas Extraction	
Construction	
Government	
Transportation and Warehousing	
Real Estate and Rental and Leasing	
Agriculture, Forestry, Fishing and Hunting	
Administrative and Support and Waste Management and Remediation Services	
Retail Trade	
Other Services (except Public Administration)	
Educational Services	
Arts, Entertainment, and Recreation	
Accommodation and Food Services	

$0 $20,000 $40,000 $60,000 $80,000 $100,000 $120,000 $140,000

Business Characteristics

20,103 Companies Employ Your Workers

Online profiles for your workers mention 20,103 companies as employers, with the top 10 appearing below. In the last 12 months, 1,865 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles		Top Companies Posting	Unique Postings	
Marshfield Clinic	2,342		Aspirus	1,533	
University of Wisconsin System	1,759		Marshfield Clinic	782	
Sentry	1,706		Beaver Dam Community Hospit...	485	
Aspirus	1,469		CompHealth	275	
Greenheck	642		CareInHomes	270	
Ministry Health Care	564		Sentry Insurance	244	
Church Mutual Insurance Comp...	489		Kroger	201	
Northcentral Technical College	467		Walgreens Boots Alliance	200	
Liberty Mutual	418		ABR Employment Services	193	
Wausau School District	413		University of Wisconsin System	191	

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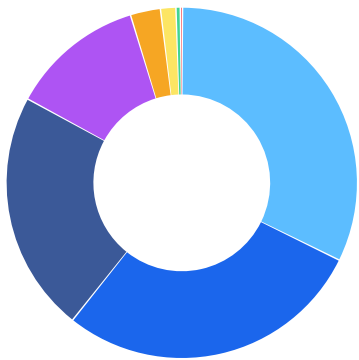
		Percentage	Business Count
●	1 to 4 employees	32.2%	4,116
●	5 to 9 employees	28.4%	3,636
●	10 to 19 employees	22.2%	2,843
●	20 to 49 employees	12.3%	1,578
●	50 to 99 employees	2.8%	355
●	100 to 249 employees	1.4%	181
●	250 to 499 employees	0.4%	51
●	500+ employees	0.2%	26

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.

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Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average
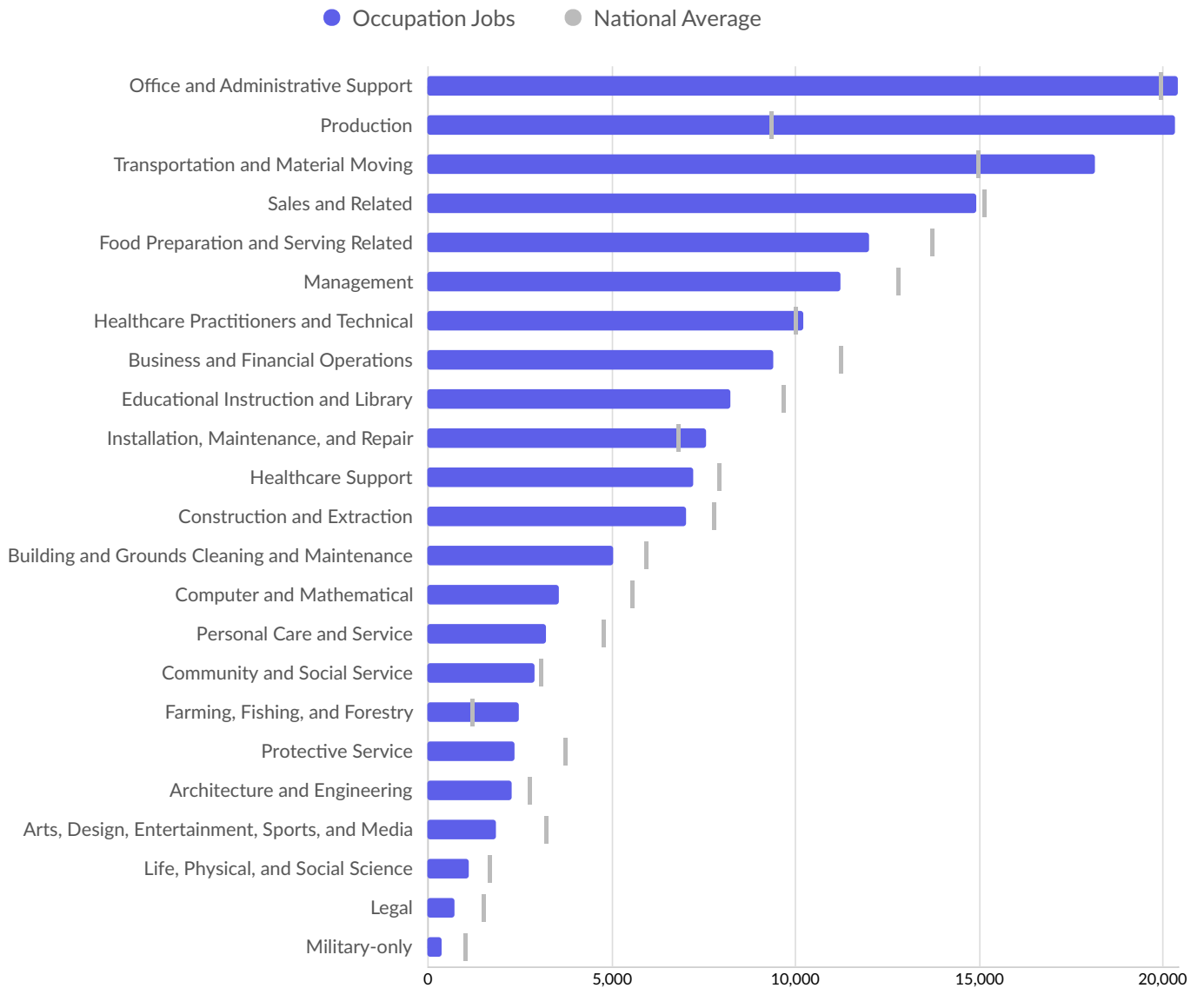
Top Growing Occupations

● Occupation Jobs Growth

Top Occupation Employment Concentration
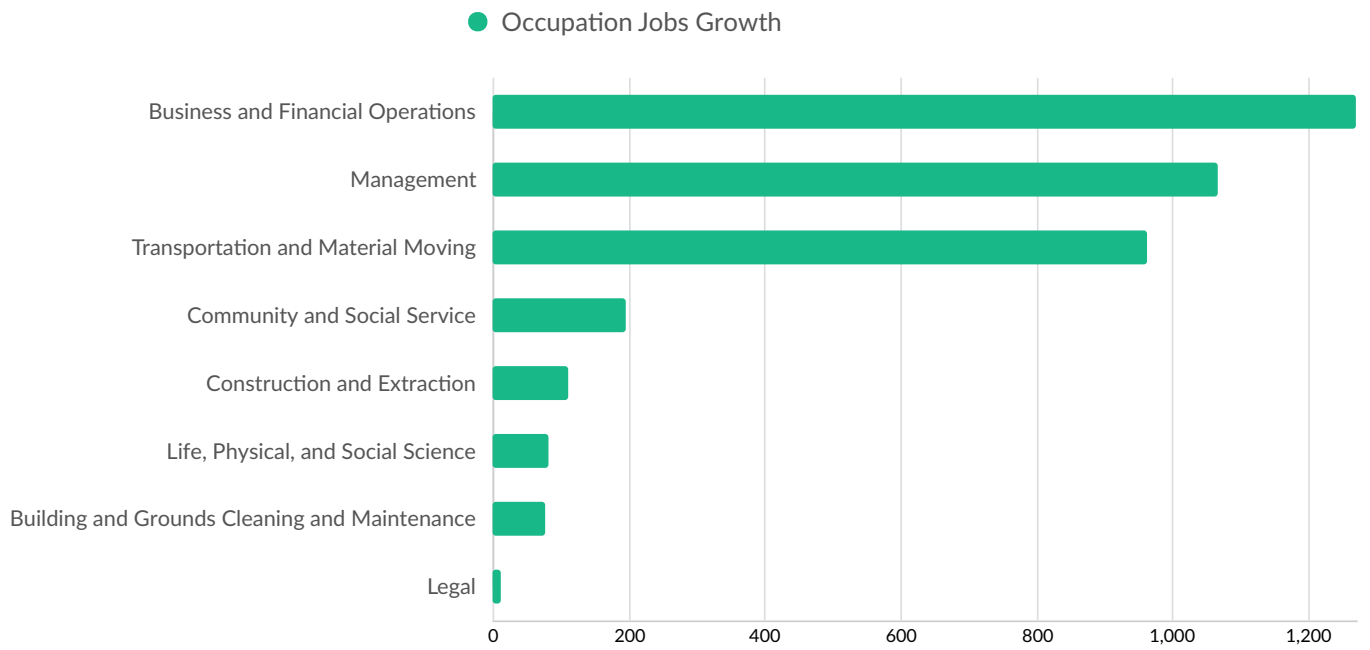
● Occupation Employment Concentration
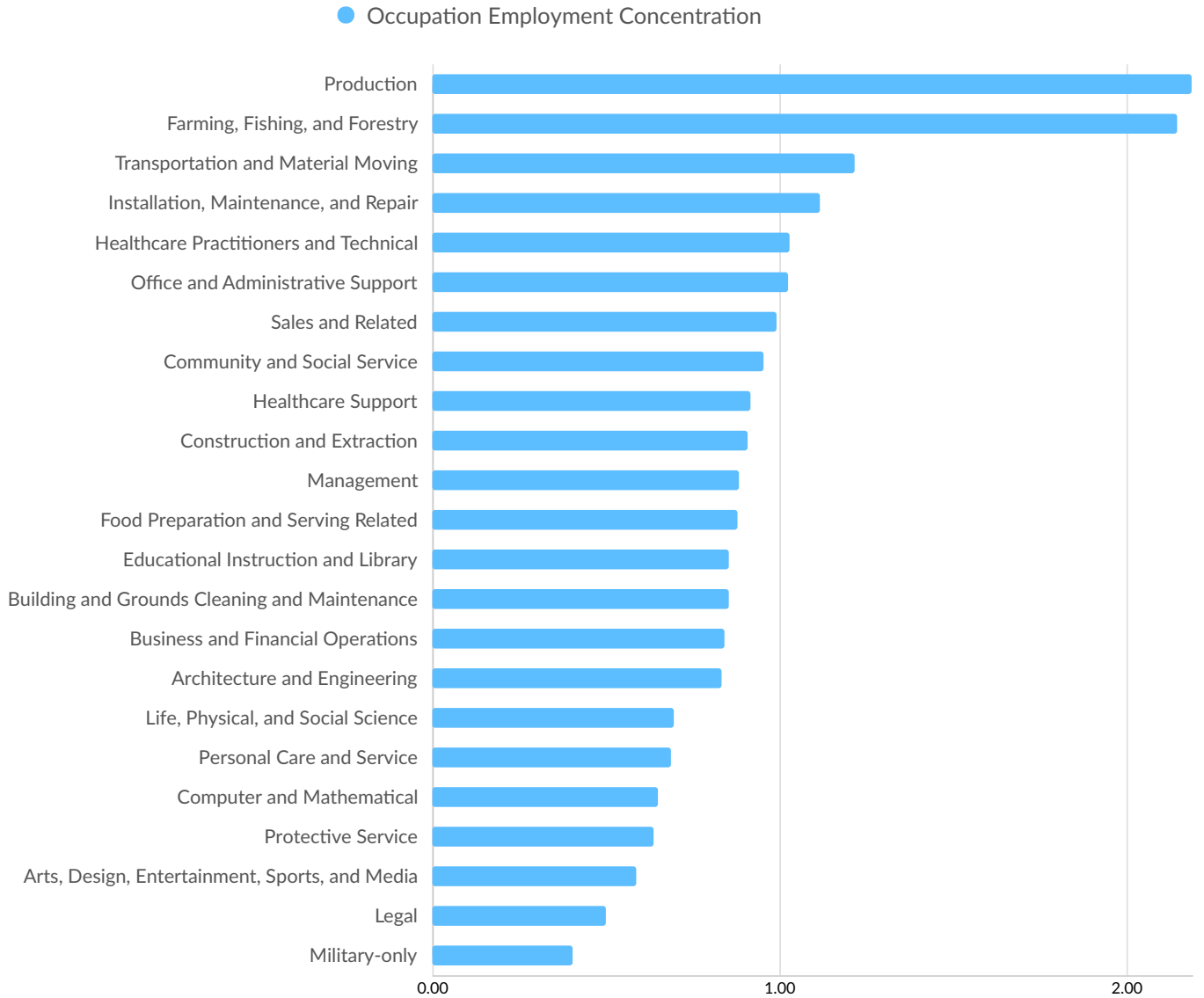
Top Occupation Earnings

● Median Hourly Earnings

Occupation	
Management	
Healthcare Practitioners and Technical	
Computer and Mathematical	
Architecture and Engineering	
Business and Financial Operations	
Legal	
Life, Physical, and Social Science	
Military-only	
Construction and Extraction	
Community and Social Service	
Installation, Maintenance, and Repair	
Educational Instruction and Library	
Protective Service	
Production	
Arts, Design, Entertainment, Sports, and Media	
Transportation and Material Moving	
Office and Administrative Support	
Healthcare Support	
Sales and Related	
Building and Grounds Cleaning and Maintenance	
Personal Care and Service	
Farming, Fishing, and Forestry	
Food Preparation and Serving Related	

$0.00 $10.00 $20.00 $30.00 $40.00

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Top Posted Occupations

● Unique Average Monthly Postings

Underemployment

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

No Formal Education Required	
High School Diploma or Equivalent	
Some College, Non-Degree Award	
Associate's Degree	
Bachelor's Degree	
Graduate Degree and Higher	

0%   10%   20%   30%   40%
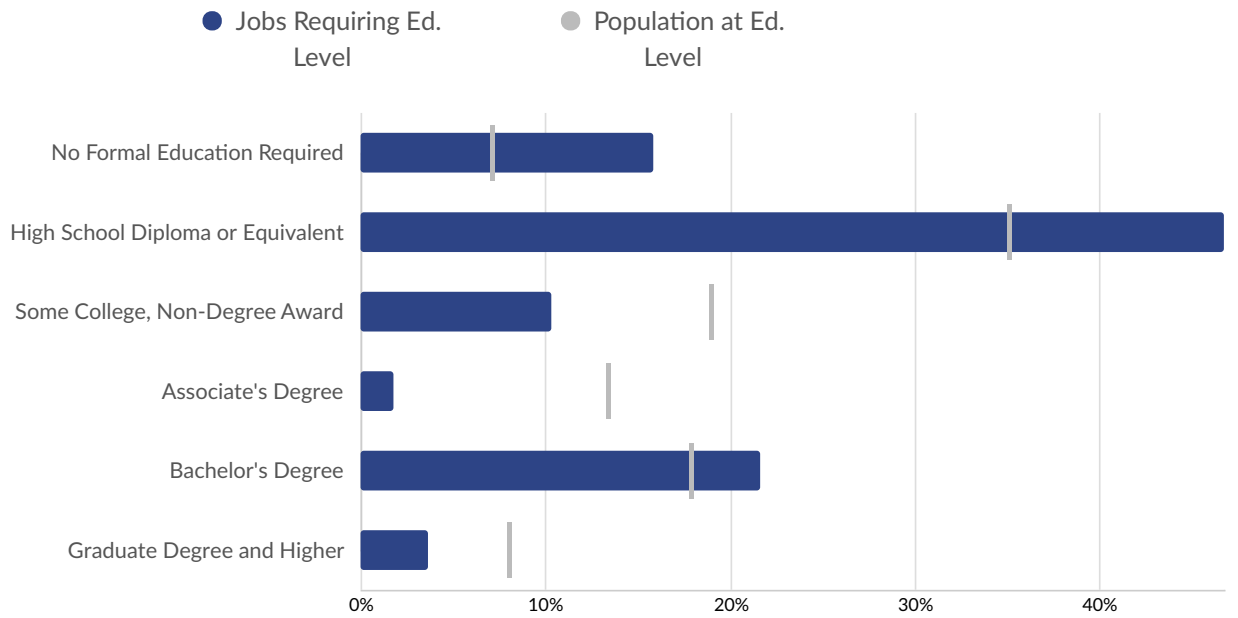
Educational Pipeline

In 2022, there were 5,058 graduates in Centergy. This pipeline has shrunk by 8% over the last 4 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).
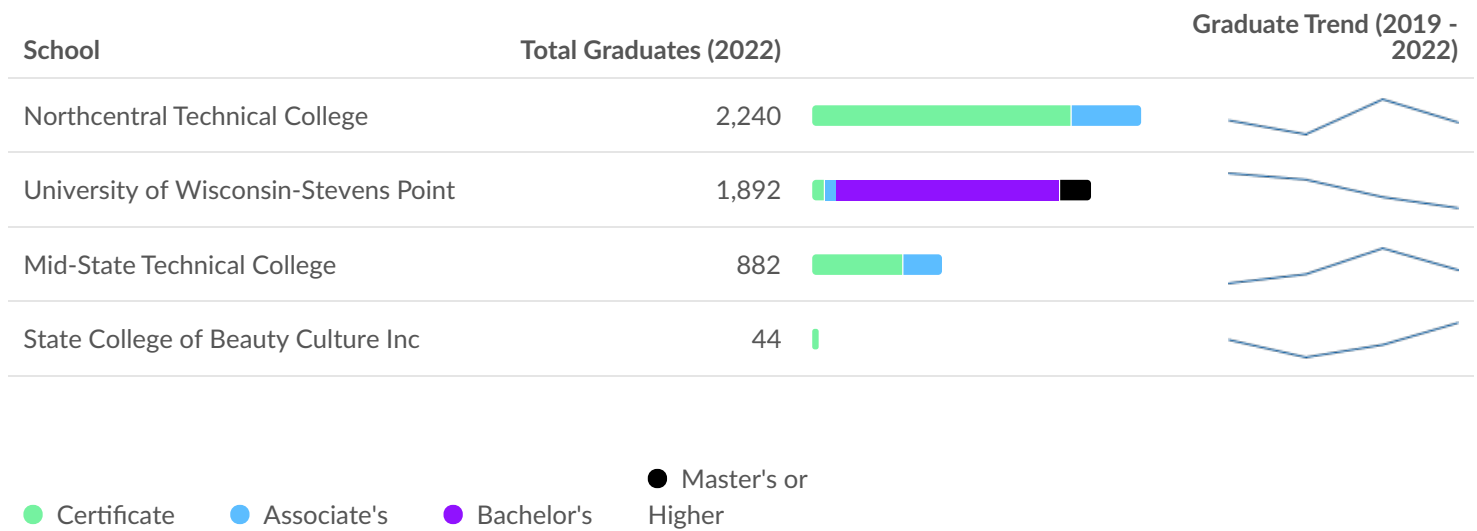
School	Total Graduates (2022)		Graduate Trend (2019 - 2022)
Northcentral Technical College	2,240		
University of Wisconsin-Stevens Point	1,892		
Mid-State Technical College	882		
State College of Beauty Culture Inc	44		

● Certificate   ● Associate's   ● Bachelor's   ● Master's or Higher

In-Demand Skills

● Top Specialized Skills   ● National Average

Skill	Value
Medicare	~3,800
Merchandising	~3,750
Medicaid	~3,750
Nursing	~3,450
Higher Education	~2,150
Warehousing	~1,900
Restaurant Operation	~1,900
Marketing	~1,750
Auditing	~1,750
Cash Register	~1,750