

# 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

**334,380**

**Population (2023)**

Population **grew by 7,024** over the last 5 years and is projected to **grow by 5,739** over the next 5 years.

**172,749**

**Total Regional Employment**

Jobs **decreased by 5,040** over the last 5 years but are projected to **grow by 1,307** over the next 5 years.

**\$66.3K**

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

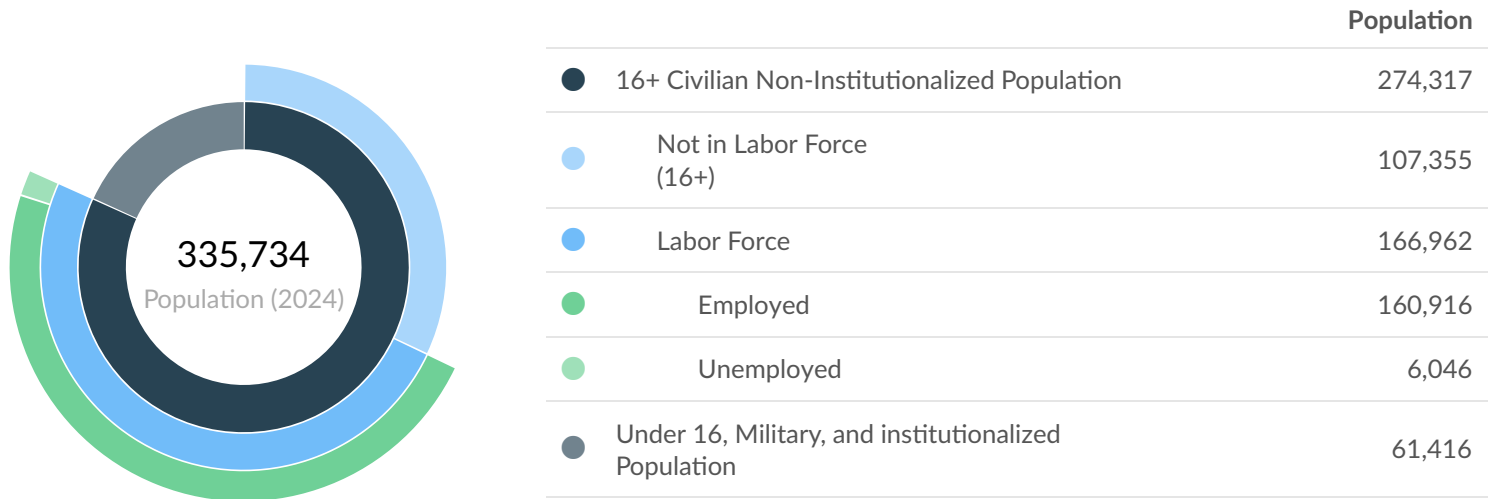
Regional average earnings per job are **\$17.0K below** the national average earnings of \$83.3K per job.

### Takeaways

- As of 2023 the region's population **increased by 2.1%** since 2018, growing by 7,024. Population is expected to **increase by 1.7%** between 2023 and 2028, adding 5,739.
- From 2018 to 2023, jobs **declined by 2.8%** in Centergy from 177,789 to **172,749**. This change **fell short of the national growth rate of 4.3% by 7.1%**. As the number of jobs declined, the **labor force participation rate decreased from 64.9% to 60.9% 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.

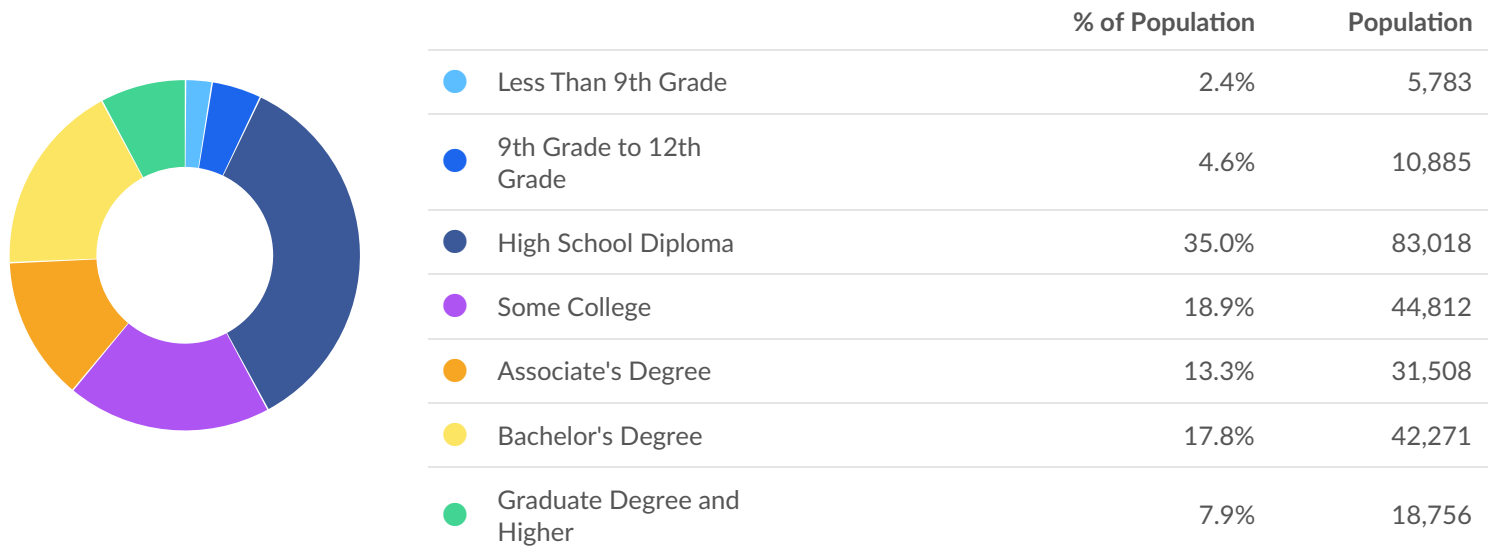
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	335,734	166,962	172,749	98.9	\$21.81B	\$26.65B	\$26.20B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

## Mar 2024 Labor Force Breakdown



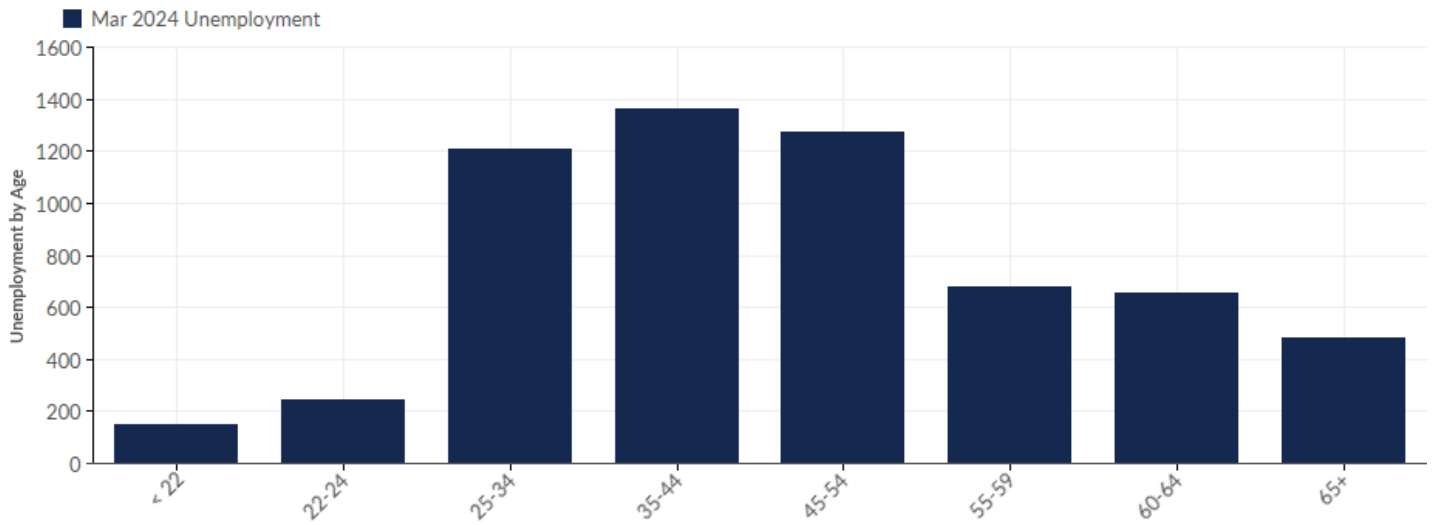
## Educational Attainment

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).



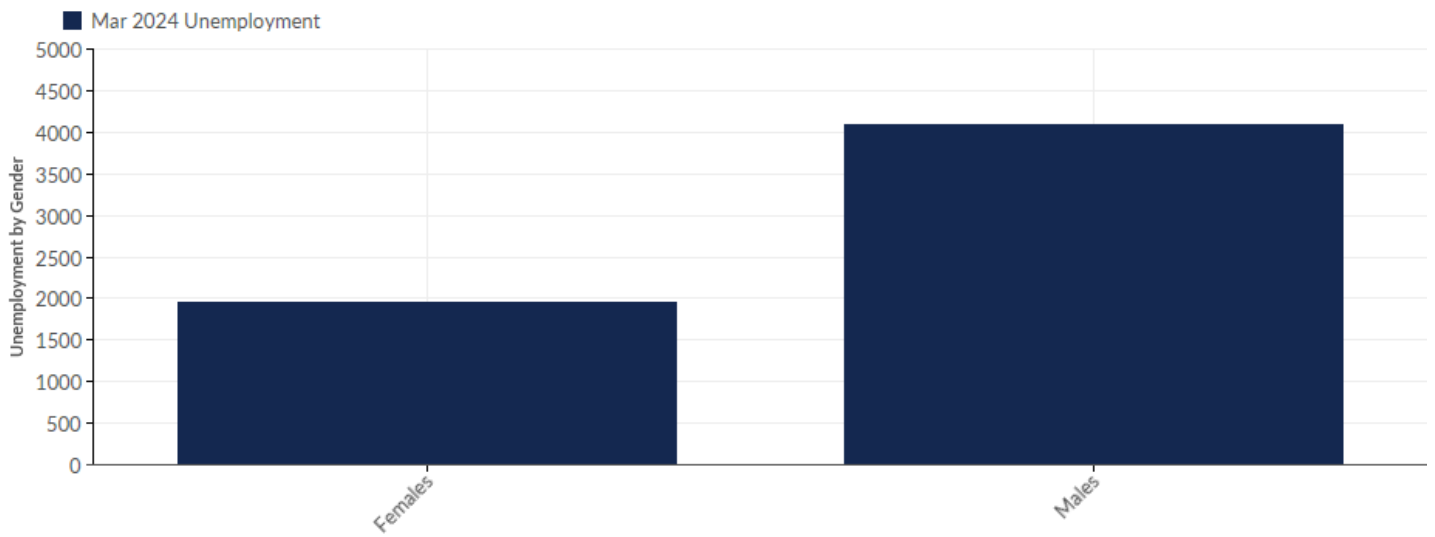
# Unemployment by Demographics

## Unemployment by Age



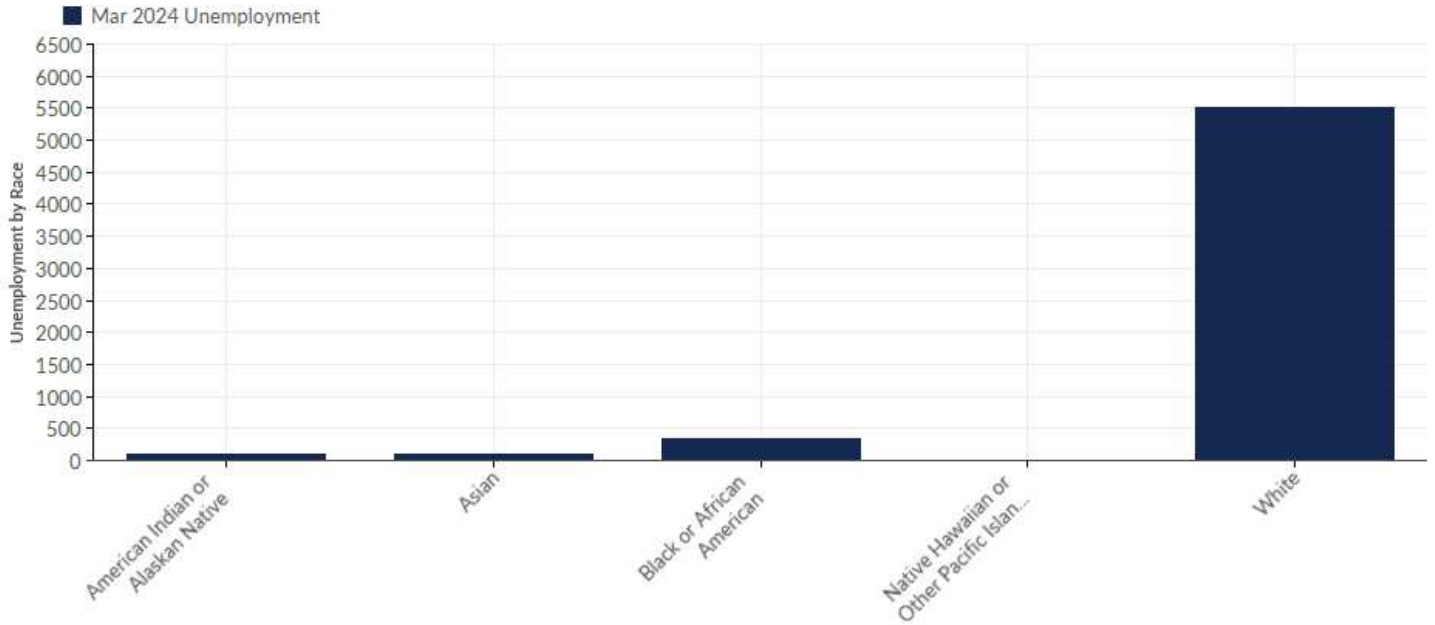
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	151	2.50%
22-24	244	4.04%
25-34	1,208	19.98%
35-44	1,360	22.49%
45-54	1,274	21.07%
55-59	676	11.18%
60-64	652	10.78%
65+	481	7.96%
Total	6,046	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2024)	% of Unemployed
Females	1,950	32.25%
Males	4,096	67.75%
Total	6,046	100.00%

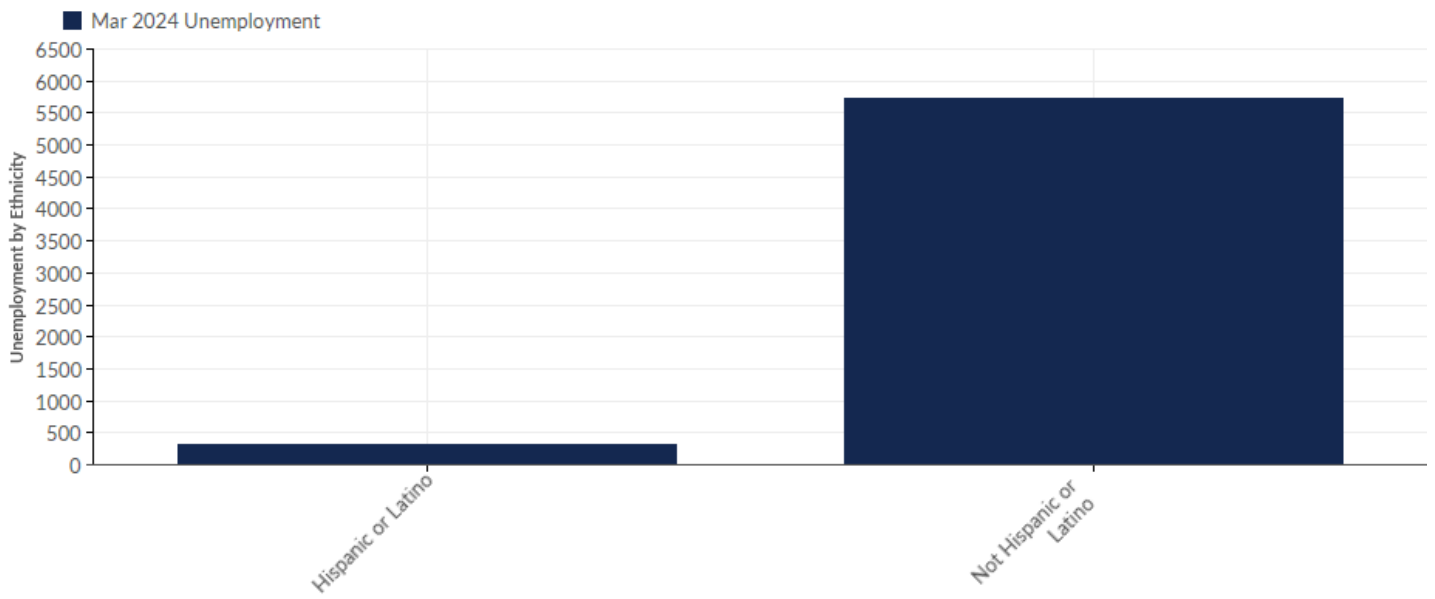
## Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	96	1.59%
Asian	96	1.59%
Black or African American	335	5.54%
Native Hawaiian or Other Pacific Islander	6	0.10%
White	5,513	91.18%
<b>Total</b>	<b>6,046</b>	<b>100.00%</b>



## Unemployment by Ethnicity

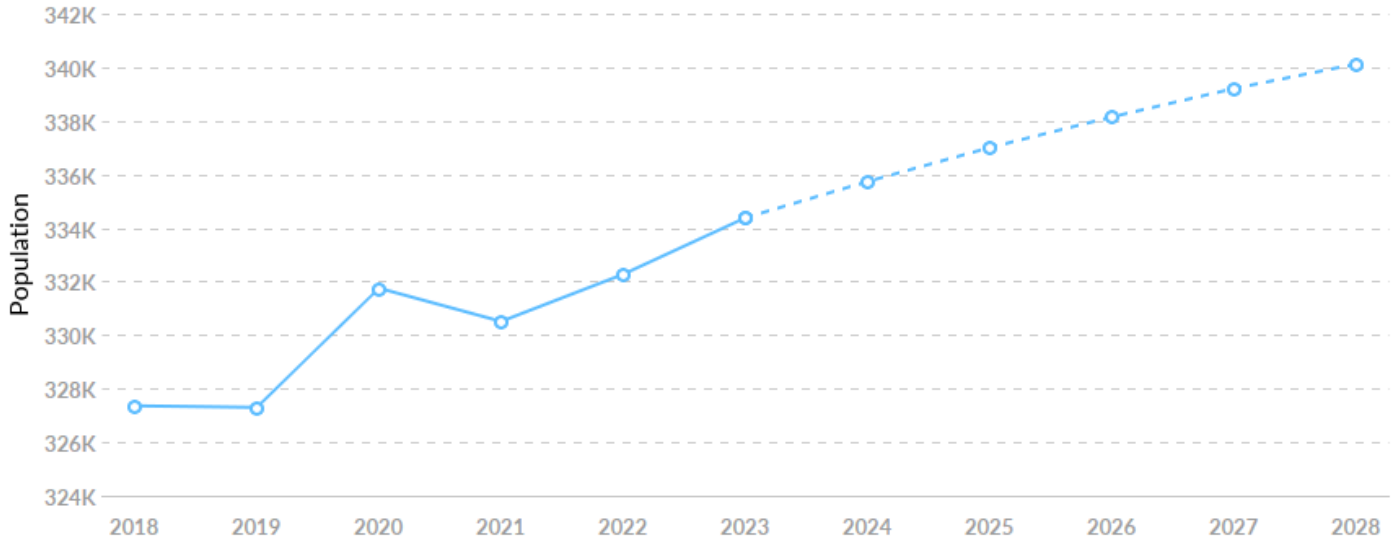


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	315	5.21%
Not Hispanic or Latino	5,731	94.79%
Total	6,046	100.00%

# Historic & Projected Trends

## Population Trends

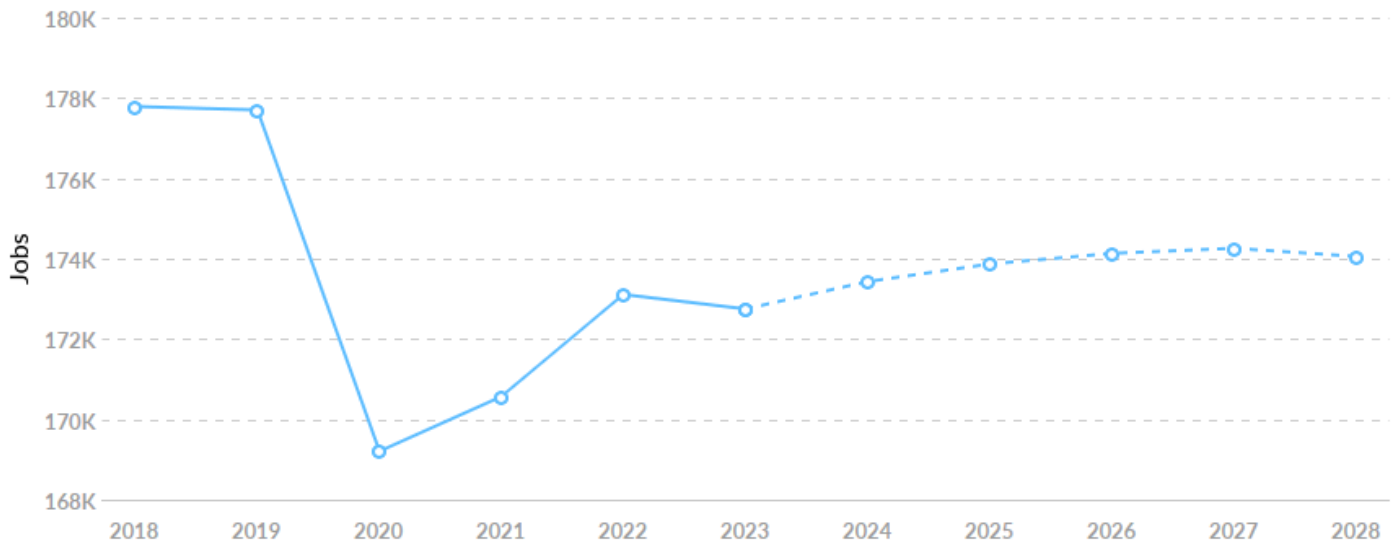
As of 2023 the region's population increased by 2.1% since 2018, growing by 7,024. Population is expected to increase by 1.7% between 2023 and 2028, adding 5,739.



Timeframe	Population
2018	327,356
2019	327,299
2020	331,750
2021	330,508
2022	332,271
2023	334,380
2024	335,734
2025	337,000
2026	338,145
2027	339,206
2028	340,120

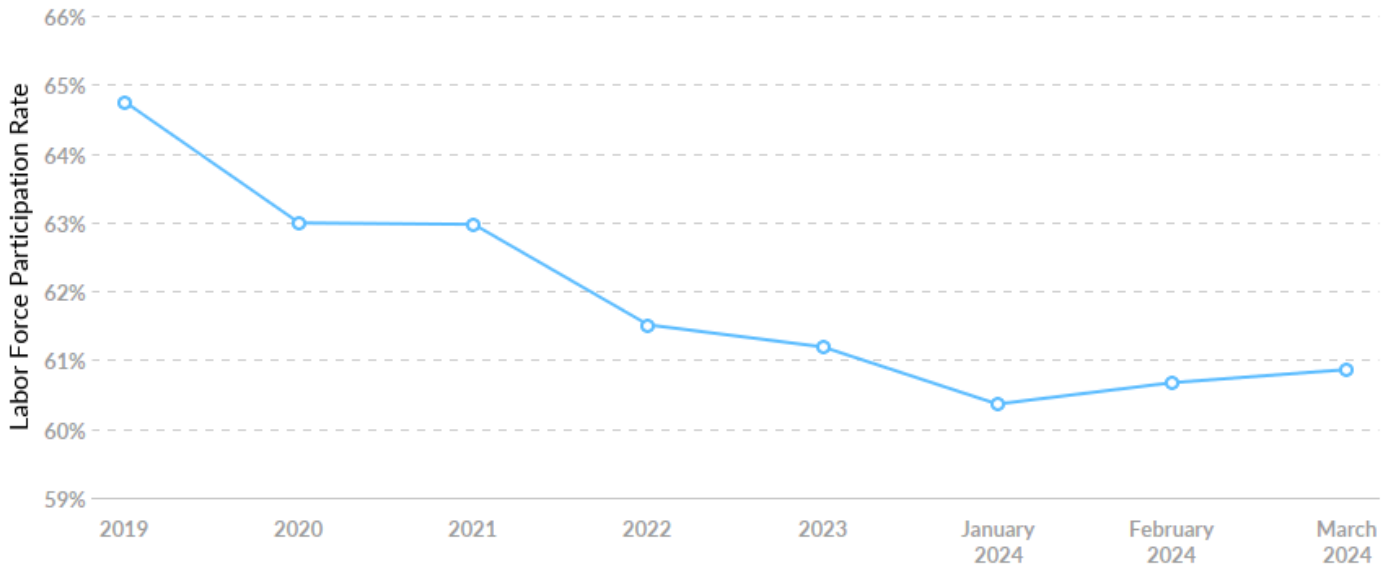
## Job Trends

From 2018 to 2023, jobs declined by 2.8% in Centergy from 177,789 to 172,749. This change fell short of the national growth rate of 4.3% by 7.1%.



Timeframe	Jobs
2018	177,789
2019	177,703
2020	169,202
2021	170,566
2022	173,109
2023	172,749
2024	173,430
2025	173,868
2026	174,133
2027	174,259
2028	174,056

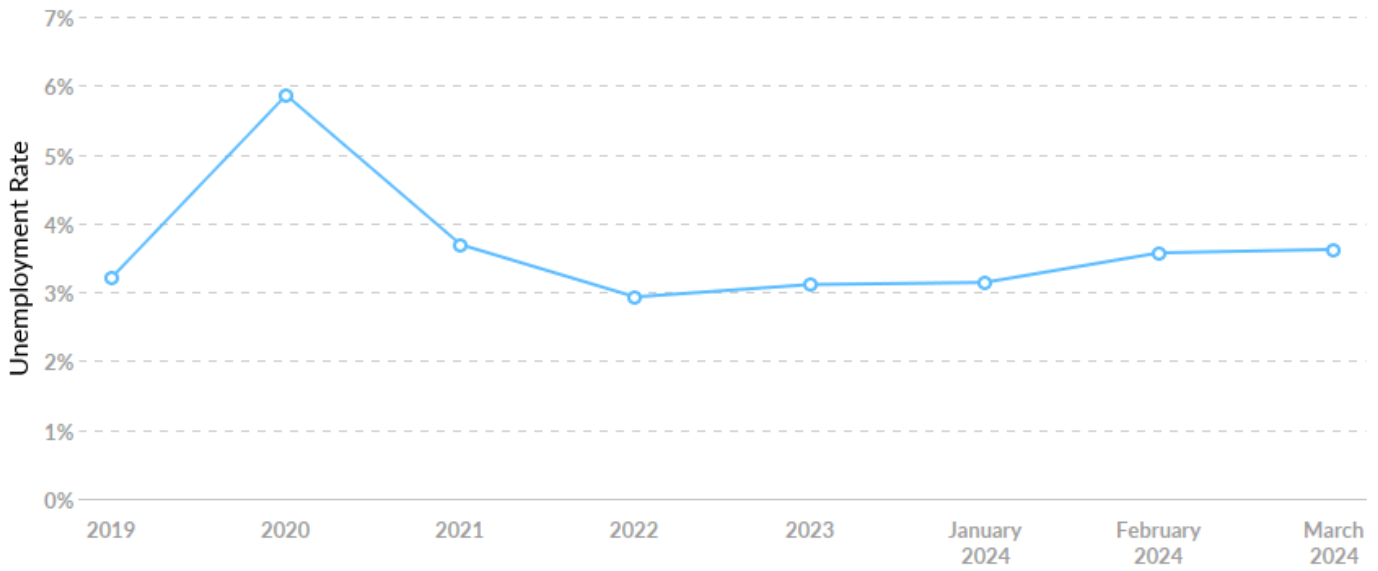
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	64.75%
2020	62.99%
2021	62.97%
2022	61.51%
2023	61.19%
January 2024	60.36%
February 2024	60.67%
March 2024	60.86%

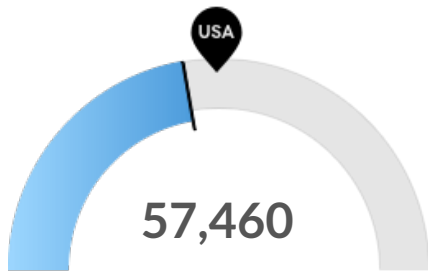
## Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.62%, **increasing from 3.21% 5 years before.**



Timeframe	Unemployment Rate
2019	3.21%
2020	5.86%
2021	3.69%
2022	2.93%
2023	3.11%
January 2024	3.14%
February 2024	3.57%
March 2024	3.62%

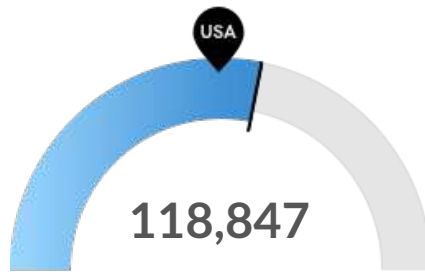
## Population Characteristics



**57,460**

**Millennials**

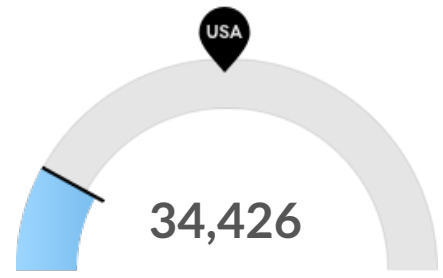
Your area has 57,460 millennials (ages 25-39). The national average for an area this size is 67,563.



**118,847**

**Retiring Soon**

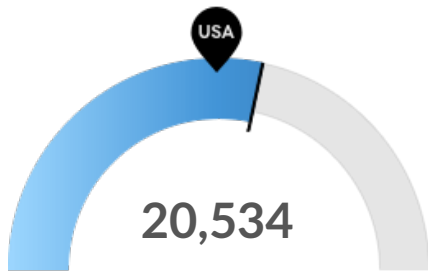
Retirement risk is high in your area. The national average for an area this size is 99,576 people 55 or older, while there are 118,847 here.



**34,426**

**Racial Diversity**

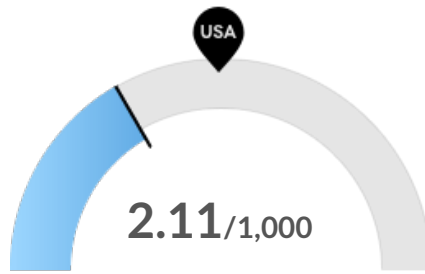
Racial diversity is low in your area. The national average for an area this size is 136,644 racially diverse people, while there are 34,426 here.



**20,534**

**Veterans**

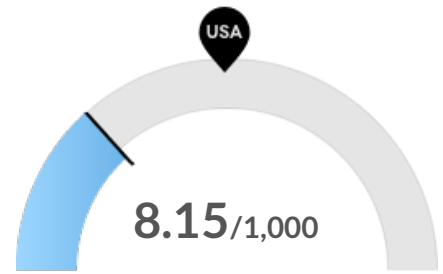
Your area has 20,534 veterans. The national average for an area this size is 16,987.



**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.



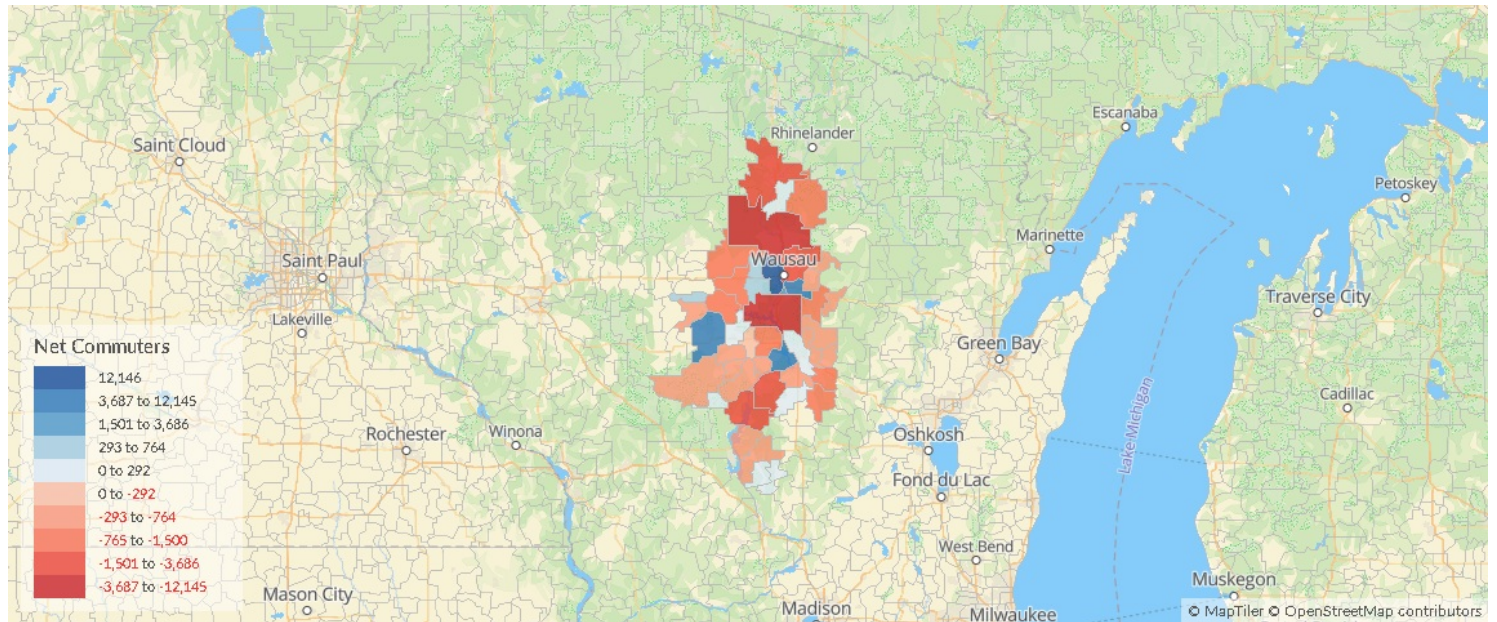
**8.15/1,000**

**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

### Where Talent Lives

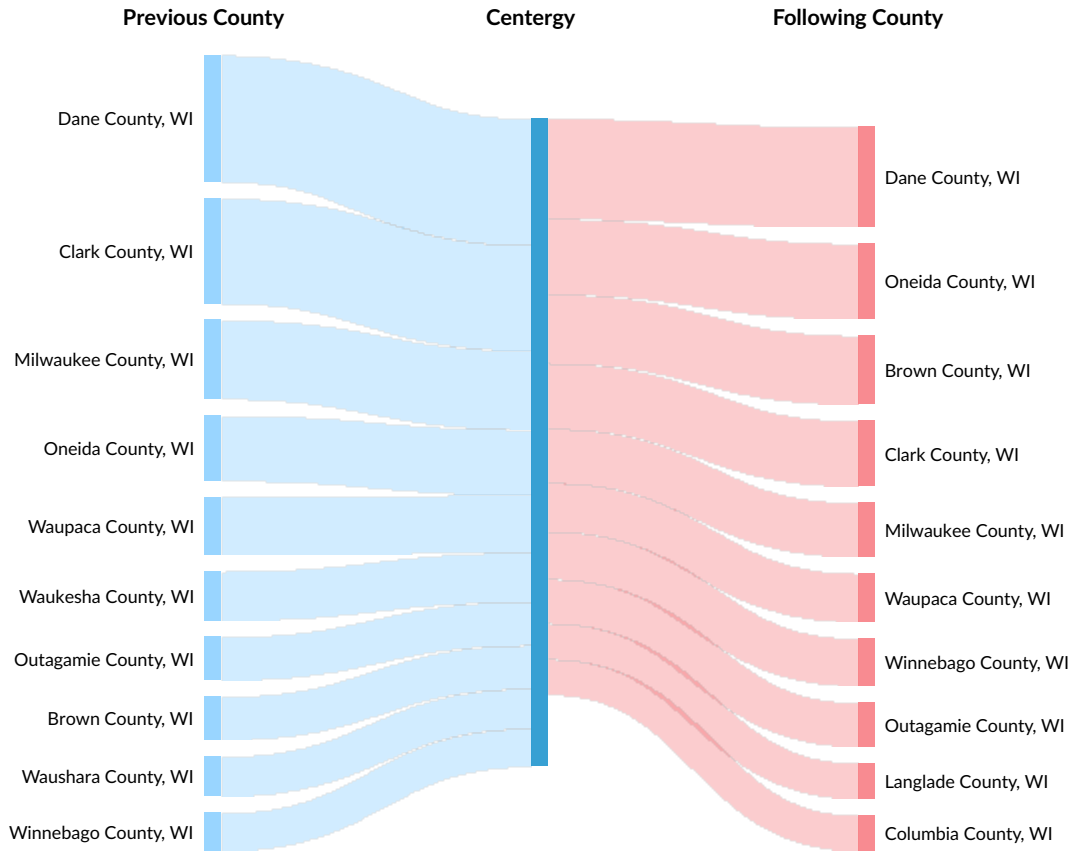
ZIP	Name	2023 Employment
54401	Wausau, WI (in Maratho...	28,674
54481	Stevens Point, WI (in Po...	18,512
54449	Marshfield, WI (in Woo...	17,301
54476	Schofield, WI (in Marath...	14,637
54494	Wisconsin Rapids, WI (i...	12,366

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,527
54494	Wisconsin Rapids, WI (i...	14,275
54481	Stevens Point, WI (in Po...	14,180
54449	Marshfield, WI (in Woo...	12,831
54403	Wausau, WI (in Maratho...	12,387

# 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**.



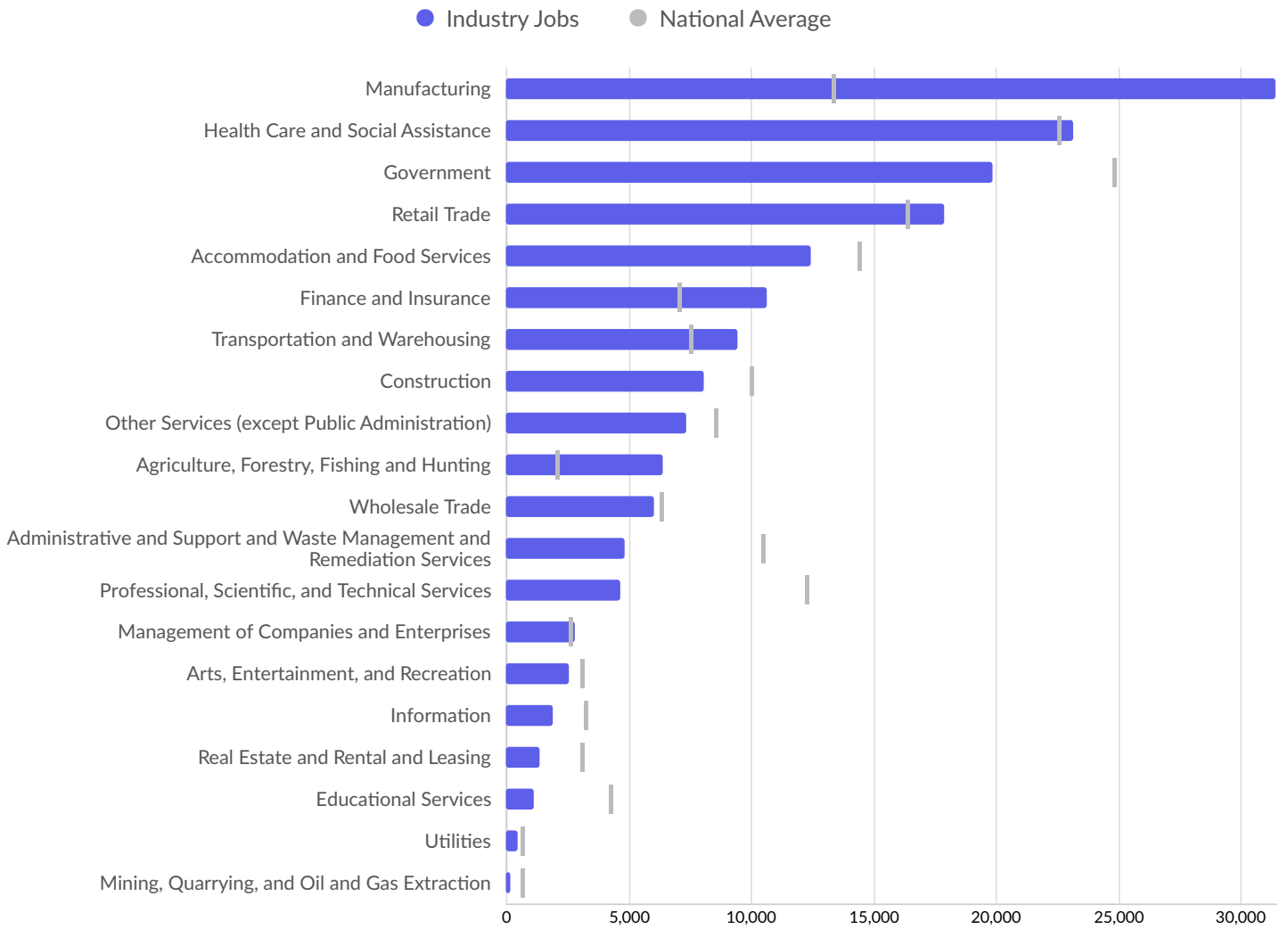
Top Previous Counties	Migrations
Dane County, WI	576
Clark County, WI	479
Milwaukee County, WI	359
Oneida County, WI	297
Waupaca County, WI	262
Waukesha County, WI	223



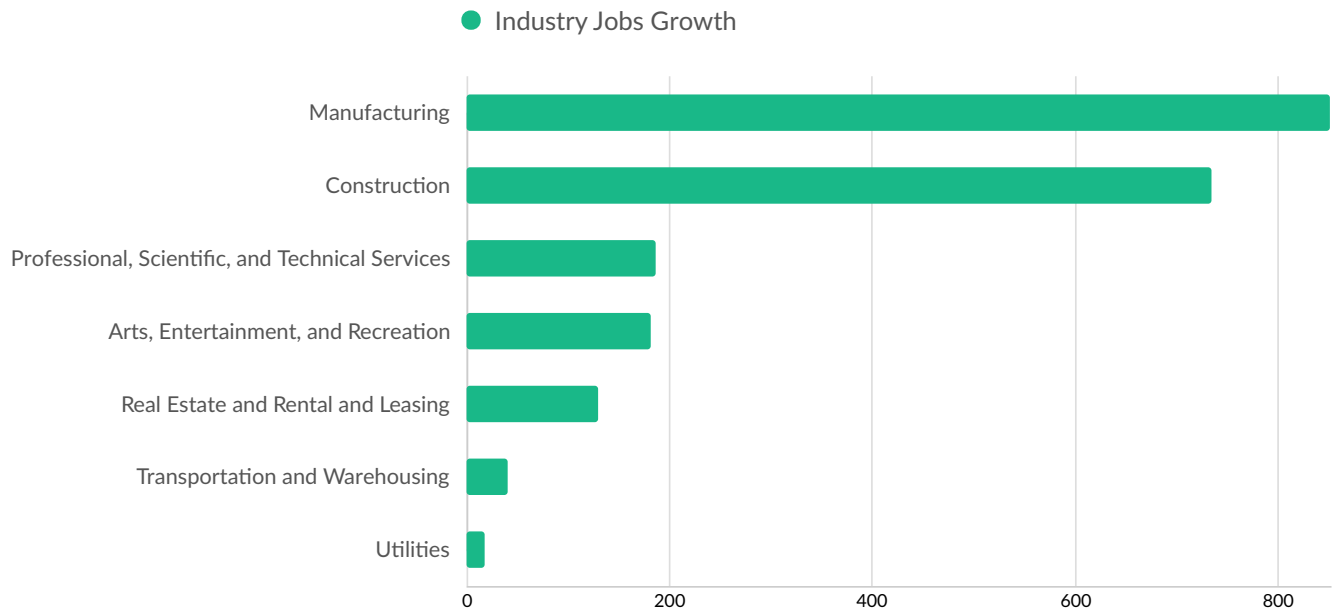
Top Previous Counties	Migrations
Outagamie County, WI	198
Brown County, WI	197
Waushara County, WI	181
Winnebago County, WI	173
Langlade County, WI	160
Rock County, WI	154
Sauk County, WI	152
Cook County, IL	146
Hennepin County, MN	137
Top Following Counties	Migrations
Dane County, WI	456
Oneida County, 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



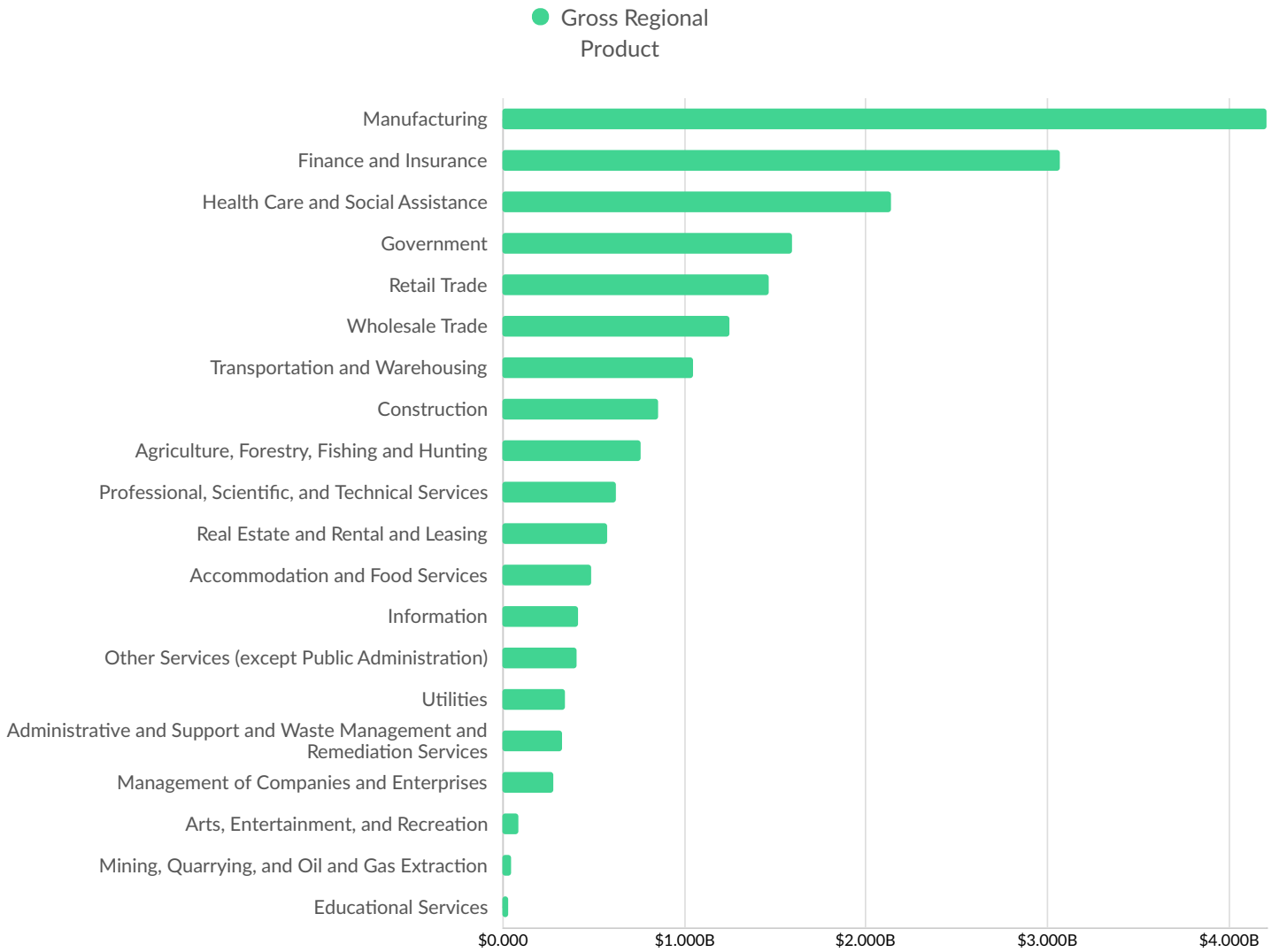
### Top Growing Industries



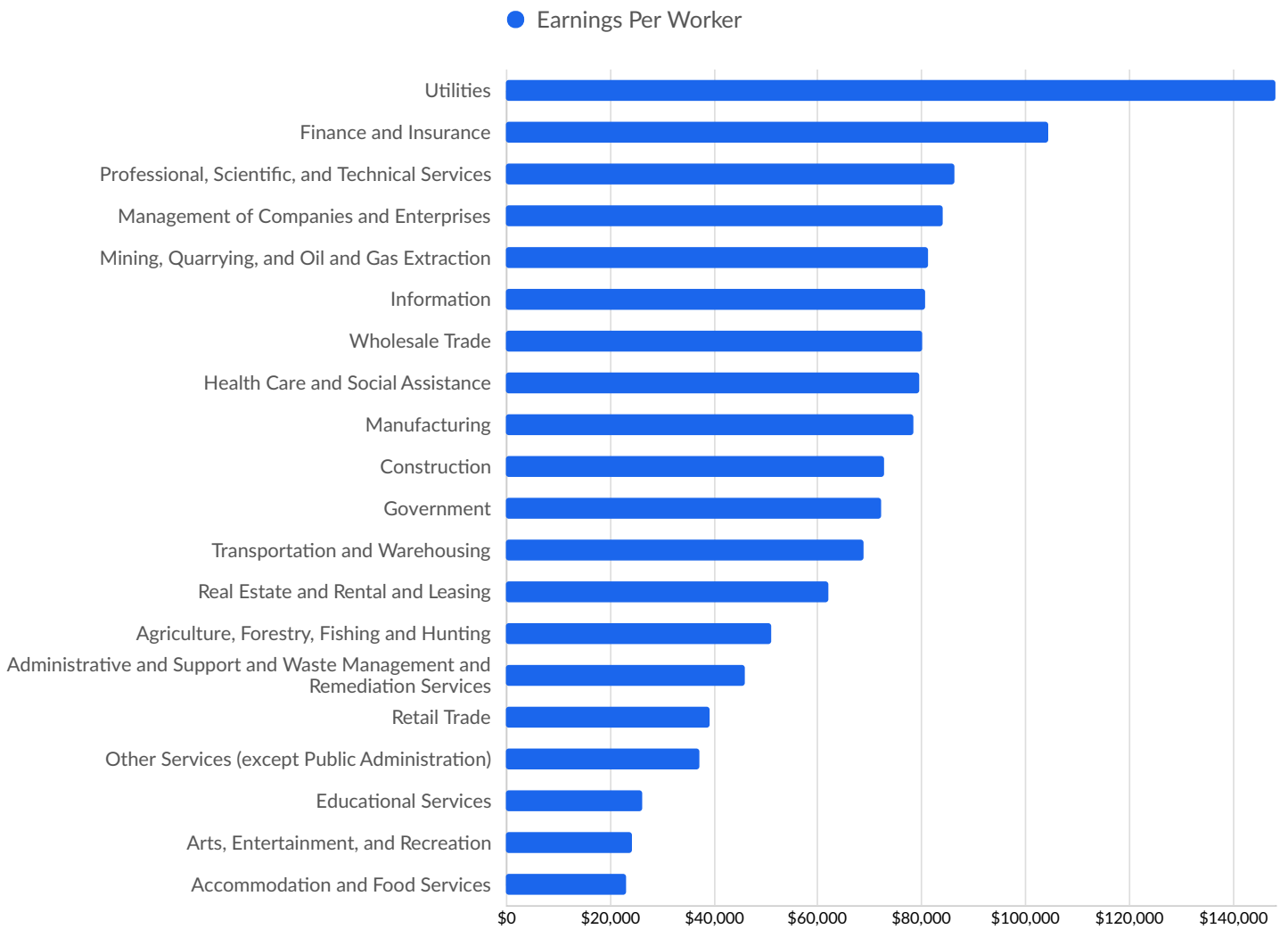
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



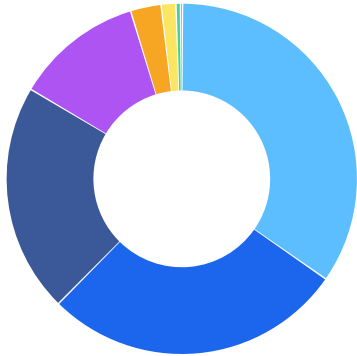
## Business Characteristics

### 19,868 Companies Employ Your Workers

Online profiles for your workers mention 19,868 companies as employers, with the top 10 appearing below. In the last 12 months, 2,041 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,224 	Aspirus	1,532 
University of Wisconsin System	1,679 	Marshfield Clinic	813 
Sentry	1,644 	Beaver Dam Community Hospit...	516 
Aspirus	1,367 	CompHealth	314 
Greenheck	611 	CareInHomes	273 
Ministry Health Care	539 	Kroger	222 
Church Mutual Insurance Comp...	463 	Sentry Insurance	212 
Northcentral Technical College	435 	University of Wisconsin System	203 
Liberty Mutual	373 	Walgreens Boots Alliance	188 
Wausau School District	373 	Fleet Farm	183 

## Business Size



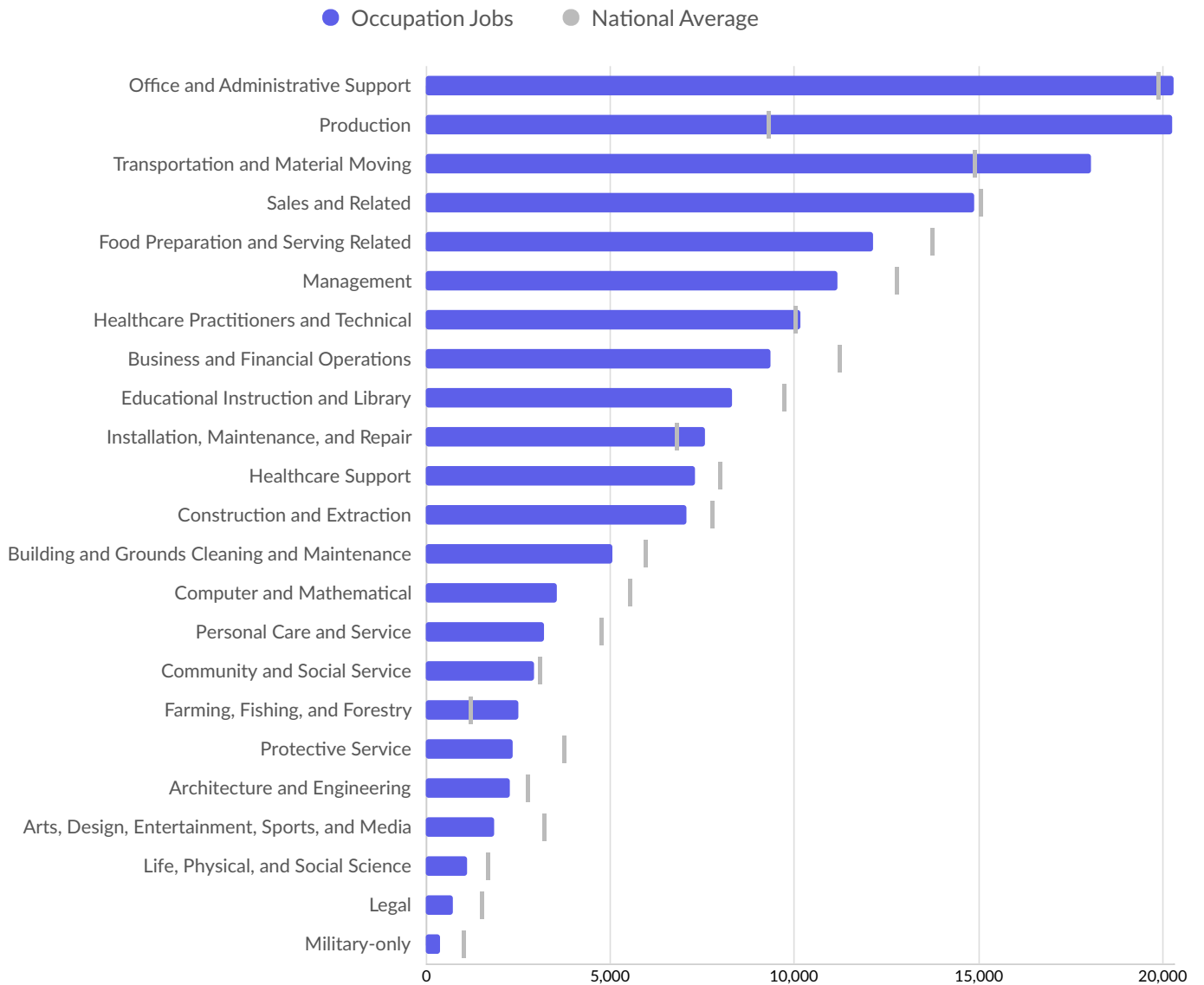
	Percentage	Business Count
● 1 to 4 employees	34.6%	5,064
● 5 to 9 employees	27.7%	4,059
● 10 to 19 employees	21.1%	3,089
● 20 to 49 employees	11.8%	1,723
● 50 to 99 employees	2.8%	413
● 100 to 249 employees	1.4%	199
● 250 to 499 employees	0.4%	60
● 500+ employees	0.2%	28

\*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.

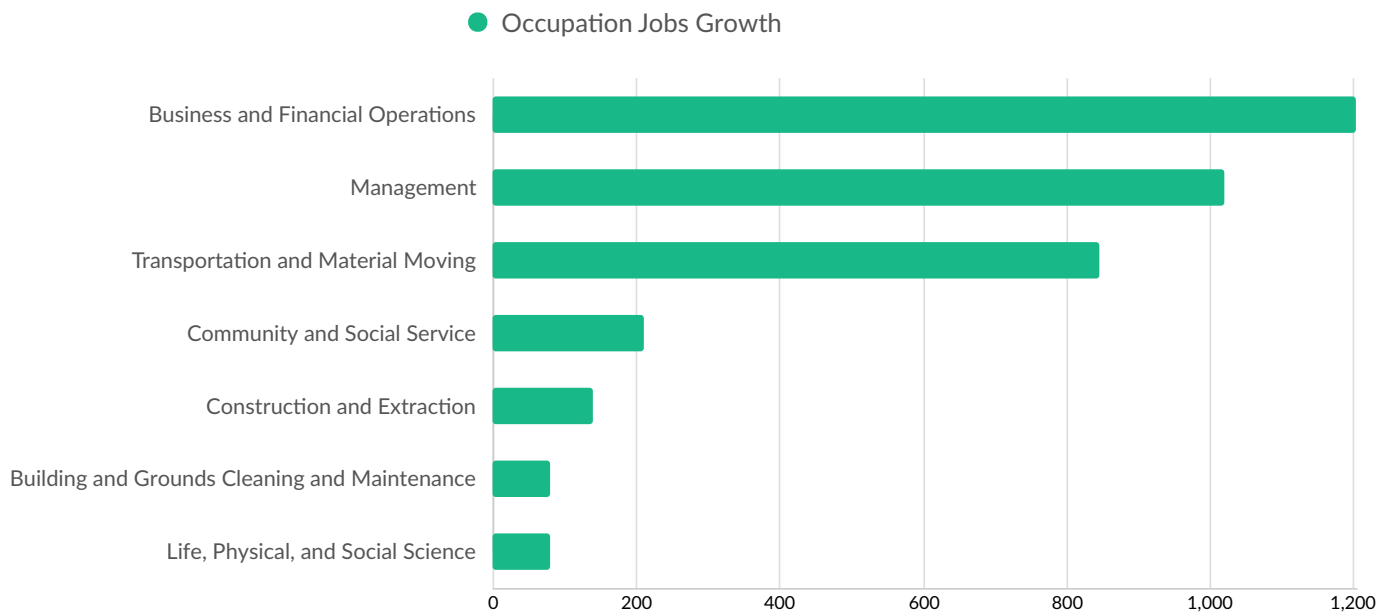


# Workforce Characteristics

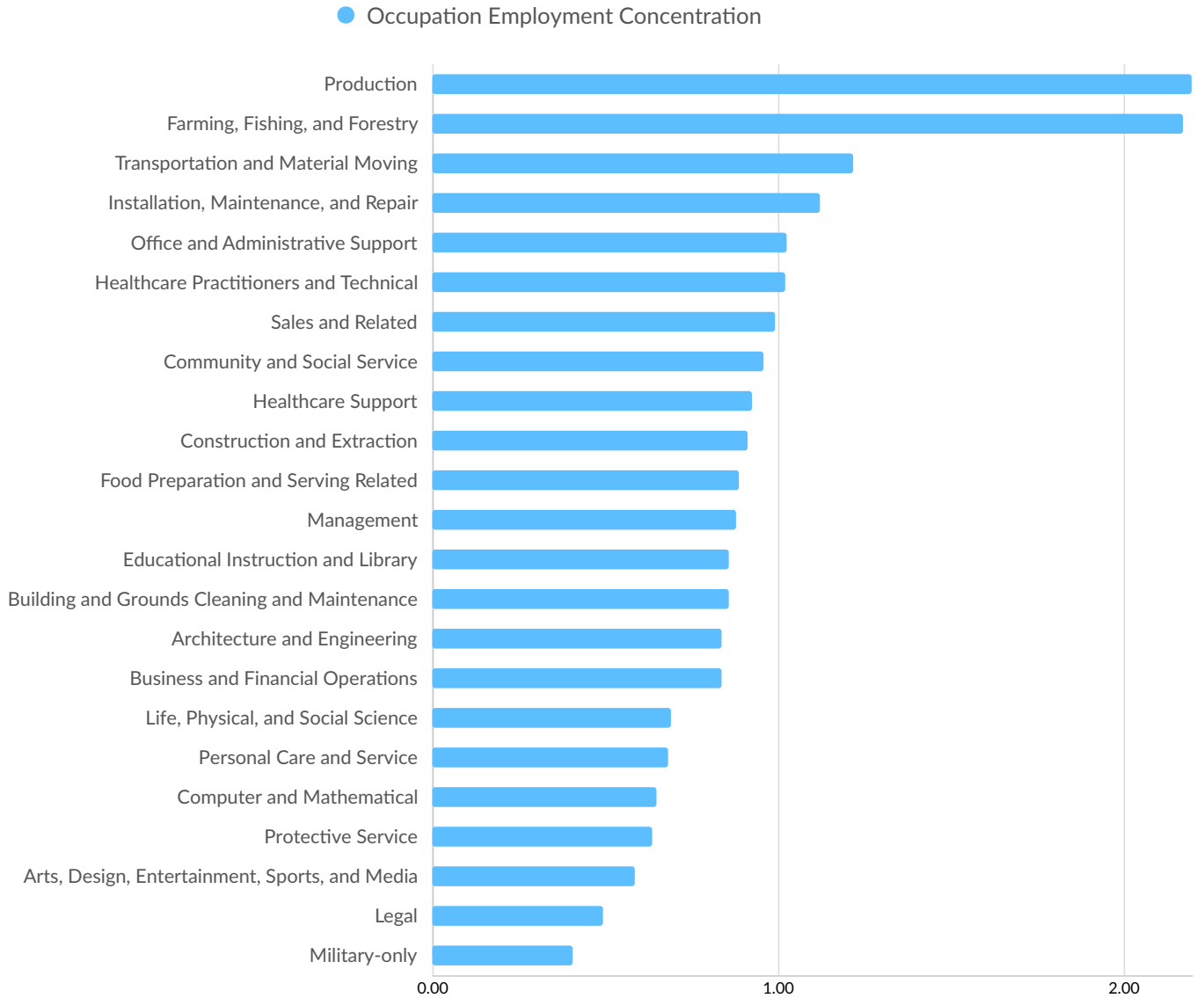
## Largest Occupations



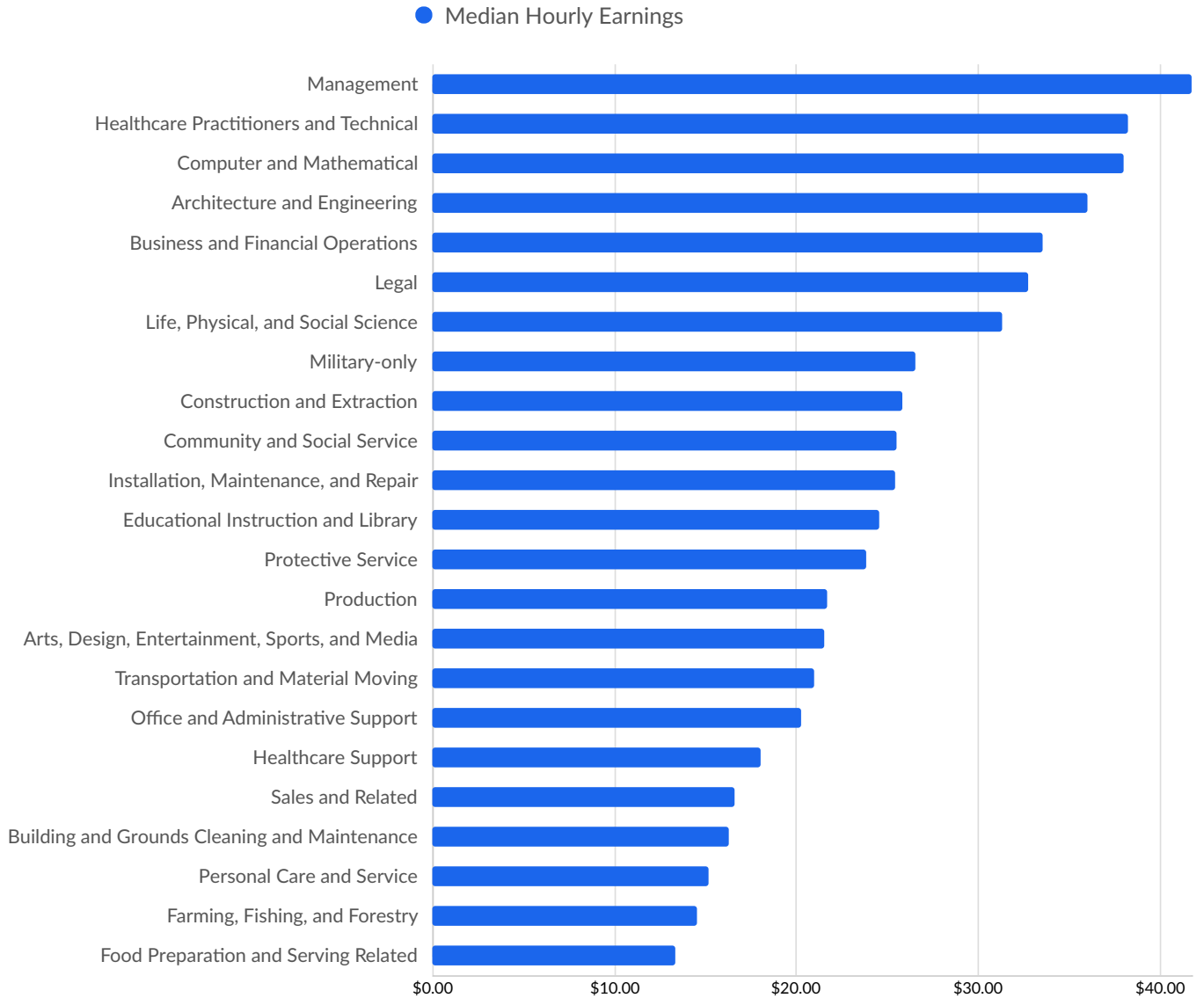
## Top Growing Occupations



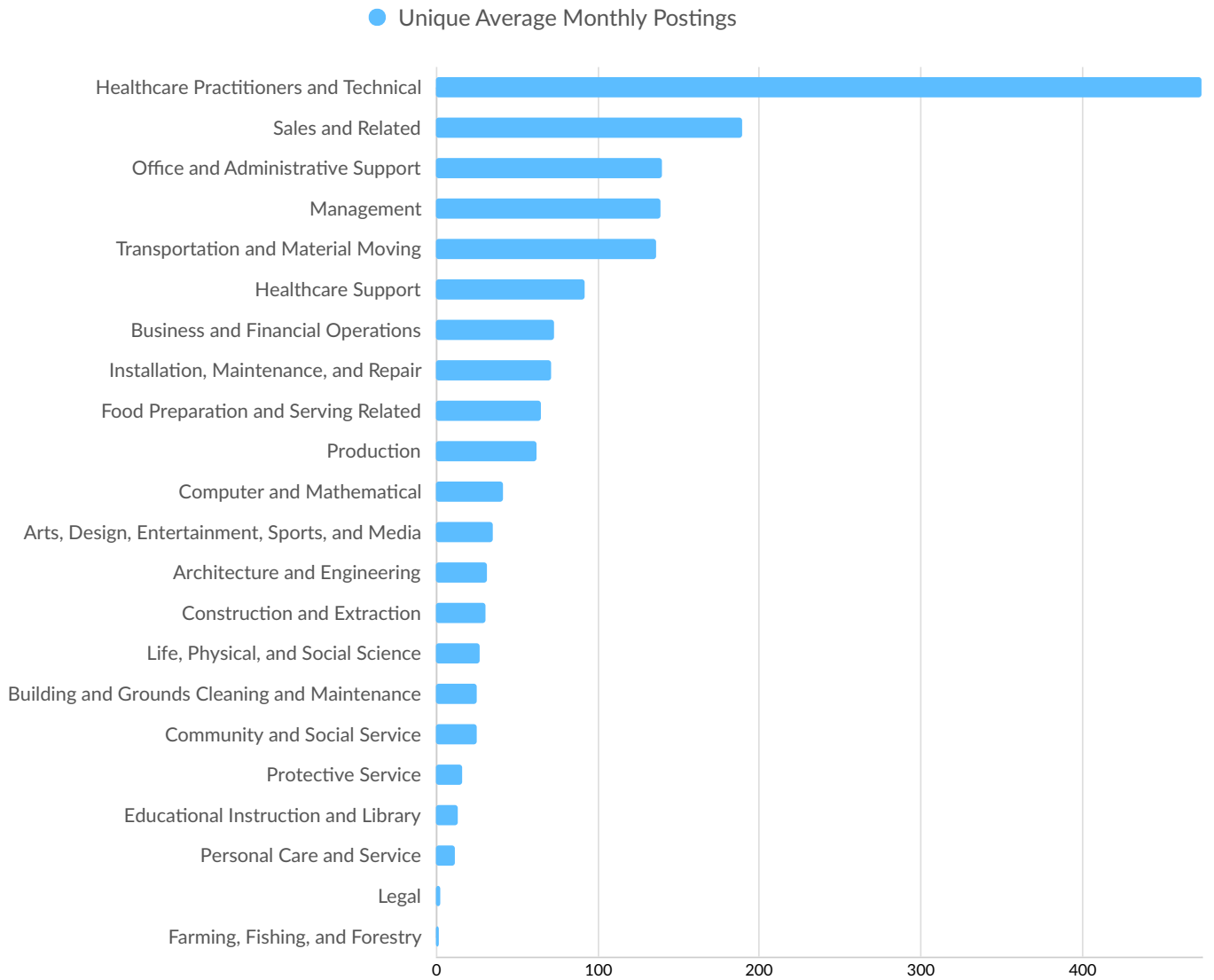
## Top Occupation Employment Concentration



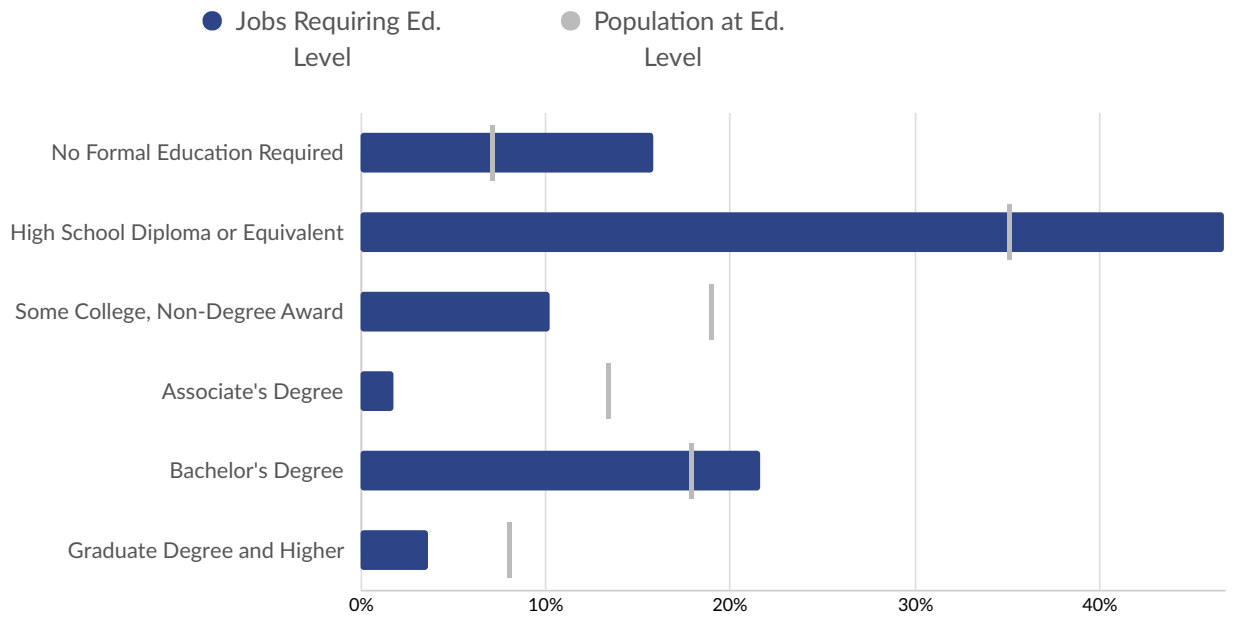
## Top Occupation Earnings



## Top Posted Occupations











## Underemployment



## Educational Pipeline

In 2022, there were 5,058 graduates in Centergy. This pipeline has shrunk by 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

