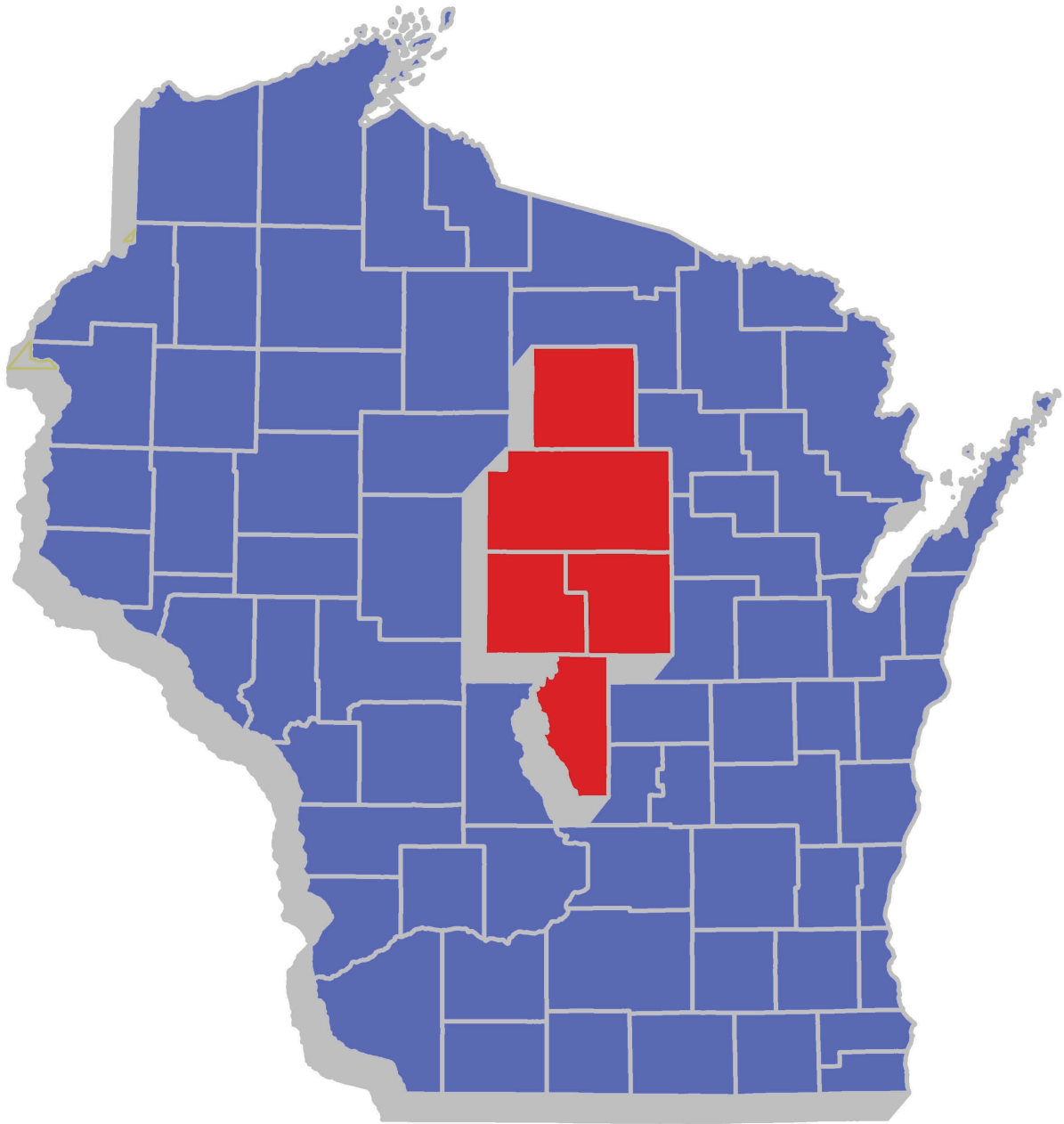


# Centergy Economic Development Region Brief for WEDC

Adams, Lincoln, Marathon, Portage and Wood counties  
From Wisconsin's Department of Workforce Development  
As Prepared by the Office of Economic Advisors



# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## I. Population and Demographics

### Population

|           | <u>2000 Census</u> | <u>2010 Census</u> | <u>10-yr. #<br/>Change</u> | <u>10-yr. %<br/>Change</u> | <u>2010 - 2020<br/>Projected<br/>Growth Rate*</u> |
|-----------|--------------------|--------------------|----------------------------|----------------------------|---|
| U.S.      | 281,421,906        | 309,050,816        | 27,628,910                 | 9.8%                       | 8.7%  |
| Wisconsin | 5,363,675          | 5,664,218          | 300,543                    | 5.6%                       | 7.5%  |
| Centergy  | 287,214            | 295,094            | 7,880                      | 2.7%                       | 6.4%  |

Source: U.S. Census and WI Department of Administration, Demographic Services

\*Projected population growth rates to be revised based upon full release of 2010 Census

### Share of Total Population by Age

| Age Group | U.S.   | Wisconsin | Centergy |
|-----------|--------|-----------|----------|
| 0-4       | 6.9%   | 6.4%      | 5.9%     |
| 5-17      | 17.7%  | 17.2%     | 16.9%    |
| 18-24     | 9.9%   | 10.5%     | 10.8%    |
| 25-34     | 13.4%  | 12.3%     | 10.7%    |
| 35-44     | 14.2%  | 14.0%     | 13.7%    |
| 45-54     | 14.5%  | 15.4%     | 15.7%    |
| 55-64     | 10.8%  | 11.1%     | 11.7%    |
| 65-74     | 6.5%   | 6.6%      | 7.4%     |
| 75+       | 6.1%   | 6.6%      | 7.2%     |
| Total     | 100.0% | 100.0%    | 100.0%   |

|                              |       |       |       |
|------------------------------|-------|-------|-------|
| Median Age                   | 36.5  | 37.8  | 39.3  |
| Percent Working Age (18-64)  | 62.8% | 63.2% | 62.7% |
| Percent Retirement Age (65+) | 12.6% | 13.2% | 14.6% |

Source: U.S. Census, 2005-2009 American Community Survey

### Highest Educational Attainment (Ages 25+)

|                                | U.S.   | Wisconsin | Centergy |
|--------------------------------|--------|-----------|----------|
| Less than High School Graduate | 15.4%  | 11.0%     | 11.8%    |
| High School Graduate/GED       | 29.3%  | 34.3%     | 38.2%    |
| Some College, no degree        | 20.3%  | 20.5%     | 19.6%    |
| Associate Degree               | 7.4%   | 8.8%      | 9.7%     |
| Bachelor's Degree              | 17.4%  | 17.0%     | 13.8%    |
| Graduate/Professional Degree   | 10.1%  | 8.4%      | 6.9%     |
| Total                          | 100.0% | 100.0%    | 100.0%   |

Source: U.S. Census, 2005-2009 American Community Survey

# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## II. Labor Market and Job Base

### Labor Force and Unemployment Rate (Annual Average)

|                      | 2000        |           |          |
|----------------------|-------------|-----------|----------|
|                      | U.S.        | Wisconsin | Centergy |
| Labor Force          | 142,583,000 | 2,996,100 | 177,368  |
| Number of Employed   | 136,891,000 | 2,894,900 | 171,053  |
| Number of Unemployed | 5,692,000   | 101,200   | 6,315    |
| Unemployment Rate    | 4.0%        | 3.4%      | 3.6%     |

|                      | 2010        |           |          |
|----------------------|-------------|-----------|----------|
|                      | U.S.        | Wisconsin | Centergy |
| Labor Force          | 153,889,000 | 3,062,600 | 181,558  |
| Number of Employed   | 139,064,000 | 2,807,300 | 165,701  |
| Number of Unemployed | 14,825,000  | 255,300   | 15,857   |
| Unemployment Rate    | 9.6%        | 8.3%      | 8.7%     |

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Program (LAUS) and Current Population Survey (CPS)

### 2000-2010 Labor Force Growth

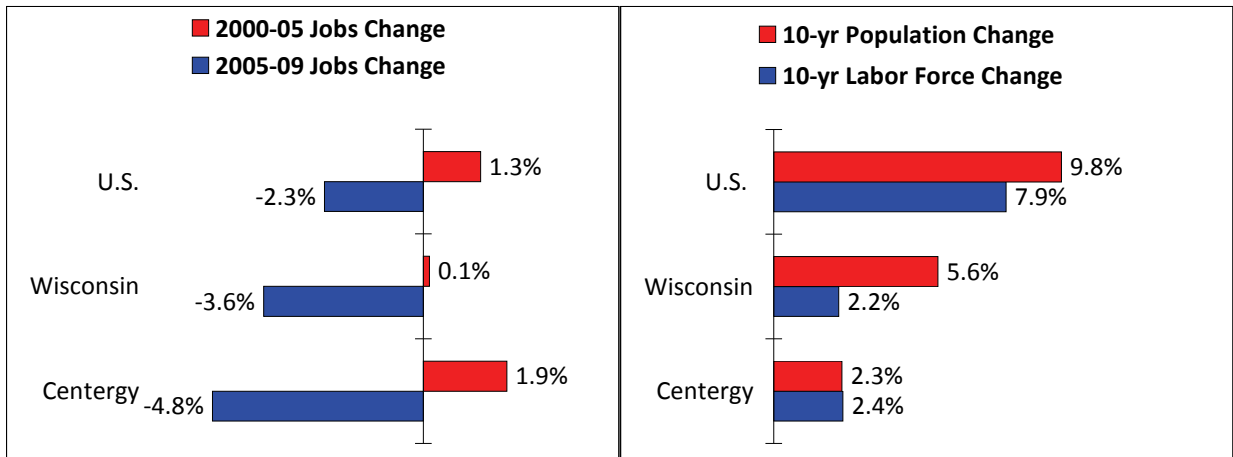
|                      | U.S.   | Wisconsin | Centergy |
|----------------------|--------|-----------|----------|
| Labor Force          | 7.9%   | 2.2%      | 2.4%     |
| Number of Employed   | 1.6%   | -3.0%     | -3.1%    |
| Number of Unemployed | 160.5% | 152.3%    | 151.1%   |

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Program (LAUS) and Current Population Survey (CPS)

### Labor Force Participation Rate (Ages 16-64), 2005-2009 Average

|           |       |
|-----------|-------|
| U.S.      | 74.7% |
| Wisconsin | 79.9% |
| Centergy  | 80.5% |

Source: U.S. Census, 2005-2009 American Community Survey



# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## III. Labor Market Information

### Industry Employment Share of Job Base, 2005-2009

|  | U.S    | Wisconsin | Centergy |
|--|--------|-----------|----------|
| Total, All Industries                                    | 100.0% | 100.0%    | 100.0%   |
| Agriculture, forestry, fishing and hunting               | 1.4%   | 2.4%      | 3.4%     |
| Mining, quarrying, and oil and gas extraction            | 0.5%   | 0.1%      | 0.1%     |
| Construction   | 7.4%   | 6.3%      | 5.8%     |
| Manufacturing  | 11.2%  | 18.9%     | 21.2%    |
| Wholesale trade  | 3.2%   | 3.1%      | 3.0%     |
| Retail trade   | 11.5%  | 11.6%     | 12.2%    |
| Transportation and warehousing                           | 4.2%   | 3.8%      | 4.1%     |
| Utilities  | 0.8%   | 0.8%      | 0.6%     |
| Information  | 2.4%   | 2.0%      | 1.8%     |
| Finance and insurance                                    | 5.0%   | 5.1%      | 6.2%     |
| Real estate and rental and leasing                       | 2.1%   | 1.3%      | 0.9%     |
| Professional, scientific, and technical services         | 6.2%   | 4.3%      | 2.6%     |
| Management of companies and enterprises                  | 0.1%   | 0.1%      | 0.0%     |
| Administrative and support and waste management services | 4.0%   | 3.1%      | 2.4%     |
| Educational services                                     | 9.0%   | 8.3%      | 7.0%     |
| Health care and social assistance                        | 12.5%  | 13.3%     | 14.7%    |
| Arts, entertainment, and recreation                      | 2.0%   | 1.8%      | 1.6%     |
| Accommodation and food services                          | 6.7%   | 6.4%      | 6.2%     |
| Other services, except public administration             | 4.8%   | 4.0%      | 3.7%     |
| Public administration                                    | 4.7%   | 3.4%      | 2.5%     |

Source: U.S. Bureau of Census, 2005-2009 ACS, Table C24030

### Occupational Share of Job Base, 2009

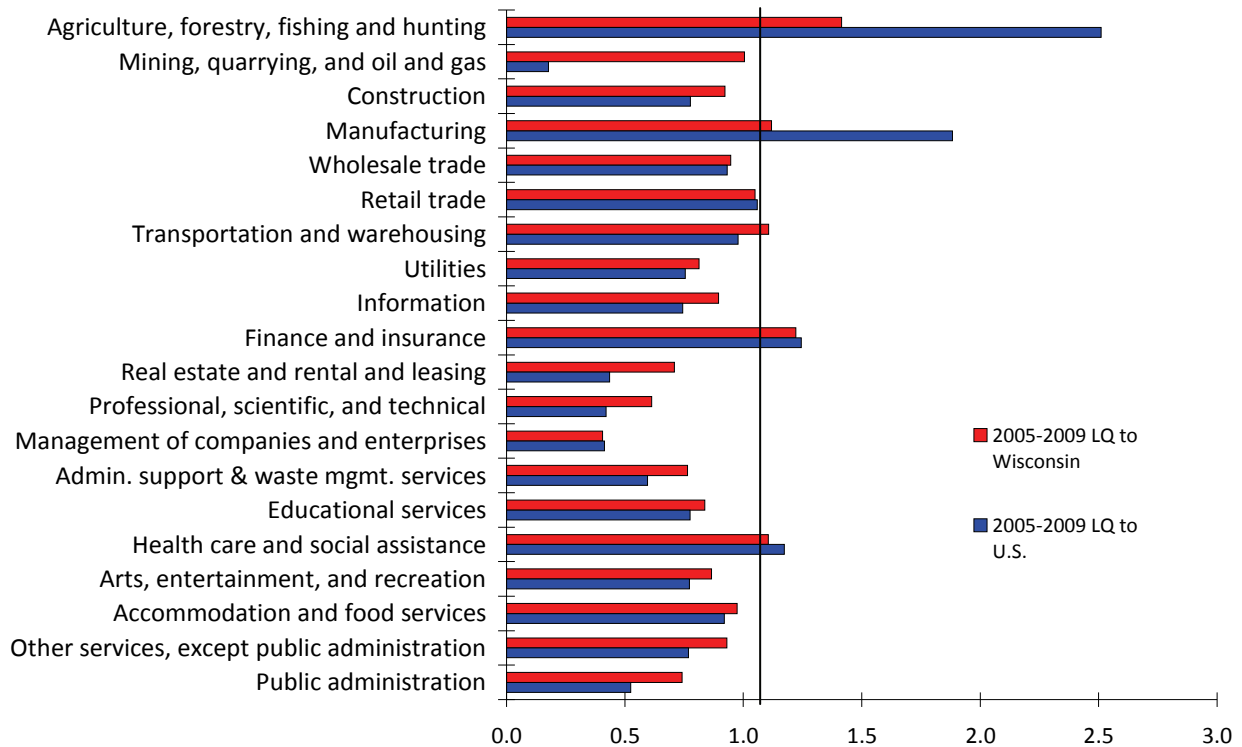
|  | U.S    | Wisconsin | Centergy |
|--|--------|-----------|----------|
| Total, All Occupations                         | 100.0% | 100.0%    | 100.0%   |
| Management                                     | 4.7%   | 4.0%      | 3.9%     |
| Business and financial operations              | 4.6%   | 4.2%      | 4.4%     |
| Computer and mathematical science              | 2.5%   | 2.0%      | 2.1%     |
| Architecture and engineering                   | 1.8%   | 1.7%      | 1.3%     |
| Life, physical, and social science             | 1.0%   | 0.9%      | 0.6%     |
| Community and social services                  | 1.4%   | 1.2%      | 1.1%     |
| Legal  | 0.8%   | 0.5%      | 0.4%     |
| Education, training, and library               | 6.5%   | 5.8%      | 4.4%     |
| Arts, design, entertainment, sports, and media | 1.3%   | 1.3%      | 1.3%     |
| Healthcare practitioner and technical          | 5.5%   | 5.7%      | 6.7%     |
| Healthcare support                             | 3.0%   | 3.4%      | 3.7%     |
| Protective service                             | 2.4%   | 2.0%      | 1.6%     |
| Food preparation and serving related           | 8.6%   | 8.8%      | 7.8%     |
| Building and grounds cleaning and maintenance  | 3.3%   | 3.2%      | 3.0%     |
| Personal care and service                      | 2.6%   | 2.8%      | 1.9%     |
| Sales and related                              | 10.5%  | 10.1%     | 8.8%     |
| Office and administrative support              | 17.1%  | 15.7%     | 17.9%    |
| Farming, fishing, and forestry                 | 0.3%   | 0.2%      | 0.3%     |
| Construction and extraction                    | 4.4%   | 3.7%      | 3.2%     |
| Installation, maintenance, and repair          | 3.9%   | 3.8%      | 3.9%     |
| Production                                     | 6.8%   | 11.4%     | 12.4%    |
| Transportation and material moving             | 6.8%   | 7.6%      | 9.4%     |

Source: U.S. Bureau of Labor Statistics, OES Program, and DWD, OEA Section, EDS Program

# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## Centergy Industry Sector Location Quotients

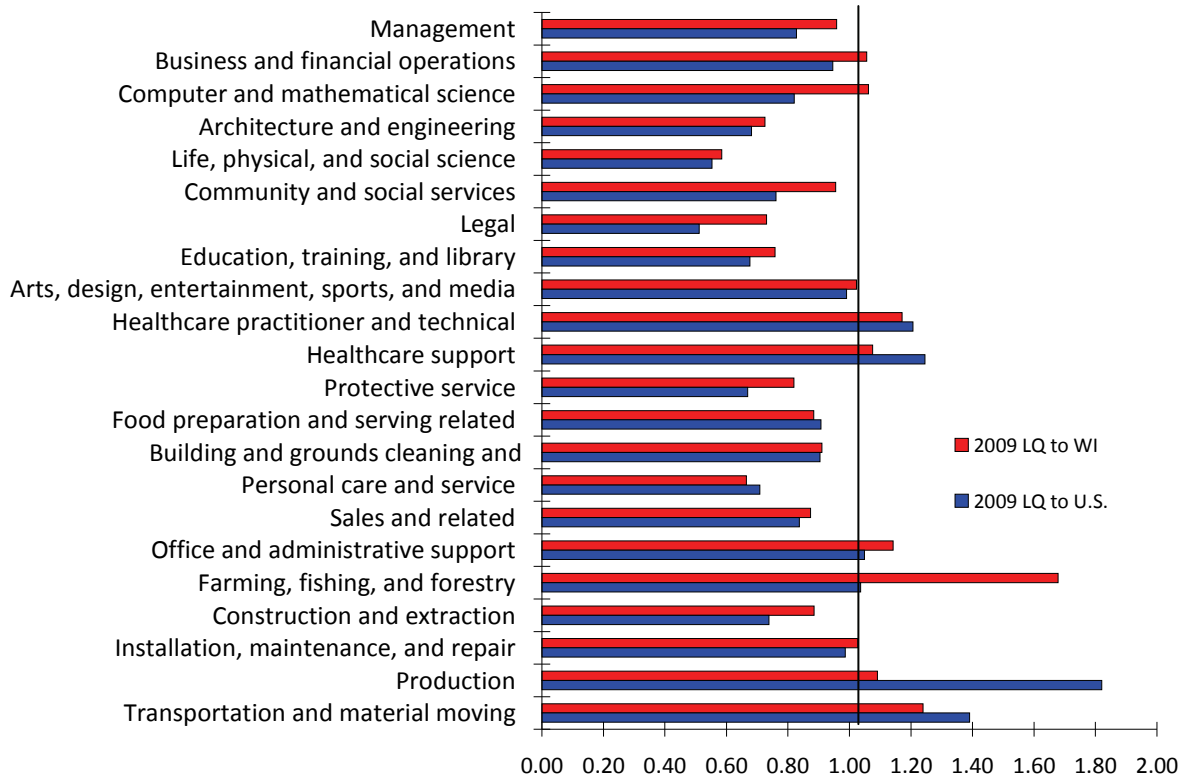


|  | 2005-2009 LQ to Wisconsin | 2005-2009 LQ to U.S. |
|--|---------------------------|----------------------|
| Agriculture, forestry, fishing and hunting       | 1.41                      | 2.51                 |
| Mining, quarrying, and oil and gas extraction    | 1.00                      | 0.18                 |
| Construction                                     | 0.92                      | 0.78                 |
| Manufacturing                                    | 1.12                      | 1.88                 |
| Wholesale trade                                  | 0.95                      | 0.93                 |
| Retail trade                                     | 1.05                      | 1.06                 |
| Transportation and warehousing                   | 1.11                      | 0.98                 |
| Utilities  | 0.81                      | 0.76                 |
| Information                                      | 0.90                      | 0.74                 |
| Finance and insurance                            | 1.22                      | 1.24                 |
| Real estate and rental and leasing               | 0.71                      | 0.44                 |
| Professional, scientific, and technical services | 0.61                      | 0.42                 |
| Management of companies and enterprises          | 0.41                      | 0.41                 |
| Admin. support & waste mgmt. services            | 0.76                      | 0.60                 |
| Educational services                             | 0.84                      | 0.78                 |
| Health care and social assistance                | 1.11                      | 1.17                 |
| Arts, entertainment, and recreation              | 0.87                      | 0.77                 |
| Accommodation and food services                  | 0.97                      | 0.92                 |
| Other services, except public administration     | 0.93                      | 0.77                 |
| Public administration                            | 0.74                      | 0.52                 |

# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## Centergy Occupational Employment Location Quotient

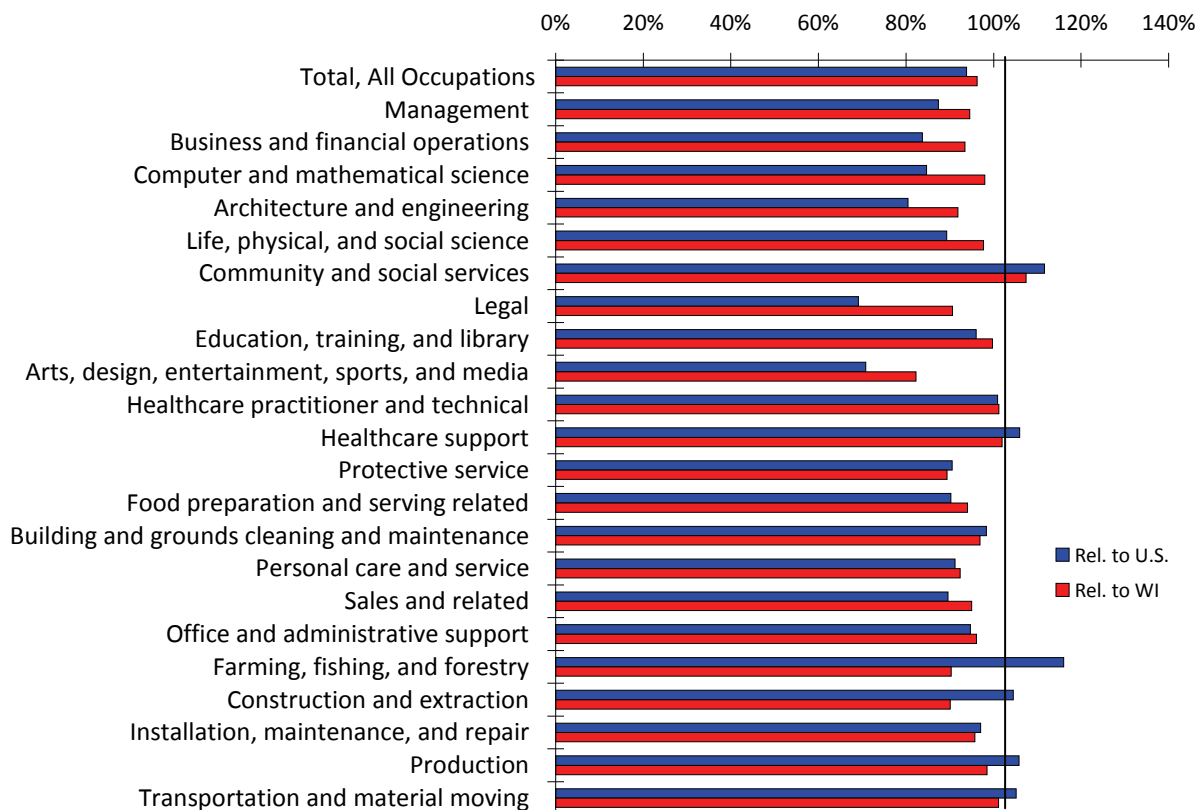


|  | 2009 LQ to WI | 2009 LQ to U.S. |
|--|---------------|-----------------|
| Management                                     | 0.96          | 0.83            |
| Business and financial operations              | 1.06          | 0.95            |
| Computer and mathematical science              | 1.06          | 0.82            |
| Architecture and engineering                   | 0.73          | 0.68            |
| Life, physical, and social science             | 0.58          | 0.55            |
| Community and social services                  | 0.96          | 0.76            |
| Legal  | 0.73          | 0.51            |
| Education, training, and library               | 0.76          | 0.68            |
| Arts, design, entertainment, sports, and media | 1.02          | 0.99            |
| Healthcare practitioner and technical          | 1.17          | 1.21            |
| Healthcare support                             | 1.07          | 1.25            |
| Protective service                             | 0.82          | 0.67            |
| Food preparation and serving related           | 0.88          | 0.91            |
| Building and grounds cleaning and maintenance  | 0.91          | 0.90            |
| Personal care and service                      | 0.66          | 0.71            |
| Sales and related                              | 0.87          | 0.84            |
| Office and administrative support              | 1.14          | 1.05            |
| Farming, fishing, and forestry                 | 1.68          | 1.04            |
| Construction and extraction                    | 0.89          | 0.74            |
| Installation, maintenance, and repair          | 1.03          | 0.99            |
| Production                                     | 1.09          | 1.82            |
| Transportation and material moving             | 1.24          | 1.39            |

# Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

## Centergy Median Hourly Wage in 2009 by Occupational Group



## Median Hourly Wage by Occupational Group, 2009

|  | U.S.    | Wisconsin | Centergy |
|--|---------|-----------|----------|
| Total, All Occupations                         | \$15.95 | \$15.56   | \$14.97  |
| Management                                     | \$42.95 | \$39.68   | \$37.64  |
| Business and financial operations              | \$28.32 | \$25.38   | \$23.73  |
| Computer and mathematical science              | \$35.05 | \$30.28   | \$29.37  |
| Architecture and engineering                   | \$33.07 | \$28.96   | \$26.73  |
| Life, physical, and social science             | \$28.03 | \$25.63   | \$25.12  |
| Community and social services                  | \$18.74 | \$19.47   | \$21.00  |
| Legal  | \$35.59 | \$27.16   | \$24.60  |
| Education, training, and library               | \$21.74 | \$20.94   | \$20.85  |
| Arts, design, entertainment, sports, and media | \$20.41 | \$17.56   | \$13.92  |
| Healthcare practitioner and technical          | \$27.74 | \$27.66   | \$27.97  |
| Healthcare support                             | \$11.89 | \$12.36   | \$12.51  |
| Protective service                             | \$17.39 | \$17.62   | \$15.40  |
| Food preparation and serving related           | \$8.89  | \$8.53    | \$8.02   |
| Building and grounds cleaning and maintenance  | \$10.75 | \$10.91   | \$10.59  |
| Personal care and service                      | \$9.99  | \$9.86    | \$9.23   |
| Sales and related                              | \$11.51 | \$10.85   | \$10.26  |
| Office and administrative support              | \$14.62 | \$14.40   | \$13.85  |
| Farming, fishing, and forestry                 | \$9.43  | \$12.11   | \$10.92  |
| Construction and extraction                    | \$18.64 | \$21.62   | \$19.62  |
| Installation, maintenance, and repair          | \$19.04 | \$19.31   | \$18.55  |
| Production                                     | \$14.41 | \$15.48   | \$15.26  |
| Transportation and material moving             | \$13.46 | \$13.99   | \$14.13  |

Source: U.S. Bureau of Labor Statistics, OES Program, and DWD, OEA Section, EDS Program

## Centergy Economic Development Region

Adams, Lincoln, Marathon, Portage and Wood counties

### IV. Economy

#### Gross Regional Product, 2008

|           | Total Value Added<br>(Gross Regional Product) | Total Output         | Output per Employed |
|-----------|---|----------------------|---------------------|
| U.S.      | \$14,441,400,089,504                          | \$27,507,783,498,592 | \$156,013           |
| Wisconsin | \$240,732,268,642                             | \$517,899,217,829    | \$147,866           |
| Centergy  | \$13,670,911,236                              | \$31,370,731,168     | \$151,681           |

Source: Minnesota IMPLAN Group, 2008

#### Personal Income, 2009

|   | U.S.             | Wisconsin     | Centergy     |
|---|------------------|---------------|--------------|
| Total Personal Income (millions)                              | \$12,168,161,000 | \$211,337,133 | \$11,501,945 |
| Total Personal Income, 10-yr. Growth                          | 53.9%            | 43.3%         | 44.2%        |
| Per Capita Personal Income                                    | \$39,635         | \$37,373      | \$34,219     |
| Per Capita Personal Income, 10-yr. Growth                     | 39.9%            | 35.2%         | 42.8%        |
| Per Capita Personal Income, 10-yr. Growth, Inflation adjusted | 8.6%             | 5.0%          | 10.3%        |

Source: U.S. Bureau of Economic Analysis

#### Personal Income Composition, 2009

|                                    | U.S.   | Wisconsin | Centergy |
|------------------------------------|--------|-----------|----------|
| Earnings by Place of Work          | 64.5%  | 64.4%     | 63.9%    |
| Dividends, Interest, and Rent      | 18.0%  | 17.2%     | 16.1%    |
| Personal Current Transfer Receipts | 17.5%  | 18.4%     | 20.0%    |
| Total                              | 100.0% | 100.0%    | 100.0%   |

The Wisconsin Department of Workforce Development's Office of Economic Advisors (OEA) is charged with assisting all interested parties in better understanding their local economies. OEA has labor economists positioned throughout Wisconsin to help those involved in economic and workforce development.

For more information about this region please contact:

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Please visit the OEA Webpage at <http://dwd.wisconsin.gov/oea/>