

Centergy

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

335,147

Population (2024)

Population **grew by 7,848** over the last 5 years and is projected to **grow by 5,366** over the next 5 years.

172,827

Total Regional Employment

Jobs **decreased by 4,784** over the last 5 years but are projected to **grow by 2,390** over the next 5 years.

\$66.9K

Avg. Earnings Per Job (2024)

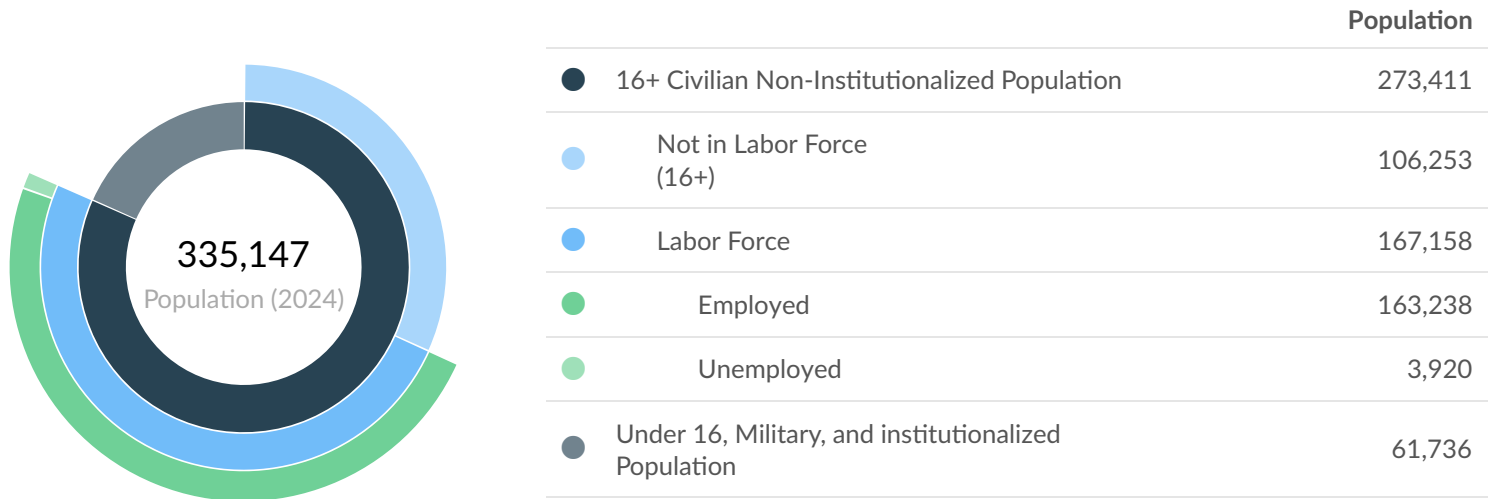
Regional average earnings per job are **\$18.1K below** the national average earnings of \$85.0K per job.

Takeaways

- As of 2024 the region's population **increased by 2.4%** since 2019, growing by 7,848. Population is expected to **increase by 1.6%** between 2024 and 2029, adding 5,366.
- From 2019 to 2024, jobs **declined by 2.7%** in Centergy from 177,612 to **172,827**. 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 64.5% to 61.1% between 2019 and 2024**.
- Concerning educational attainment, **18.2% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.6% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

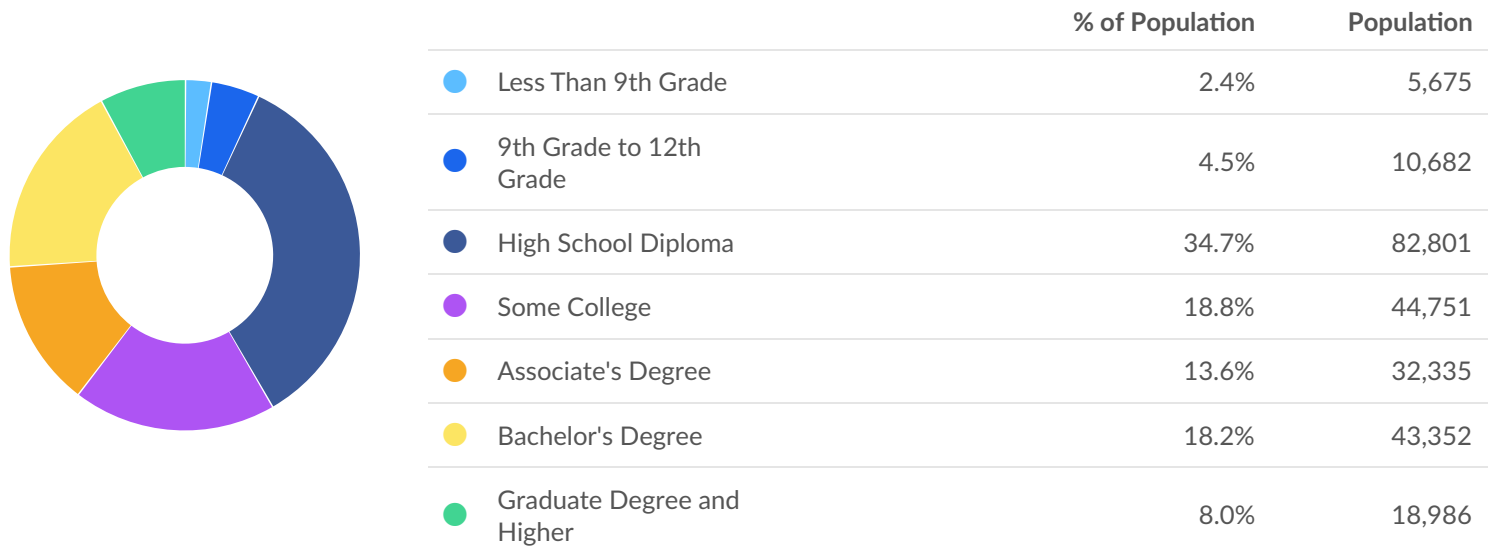
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	335,147	167,158	172,827	98.9	\$21.85B	\$26.67B	\$25.78B
State	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Oct 2024 Labor Force Breakdown



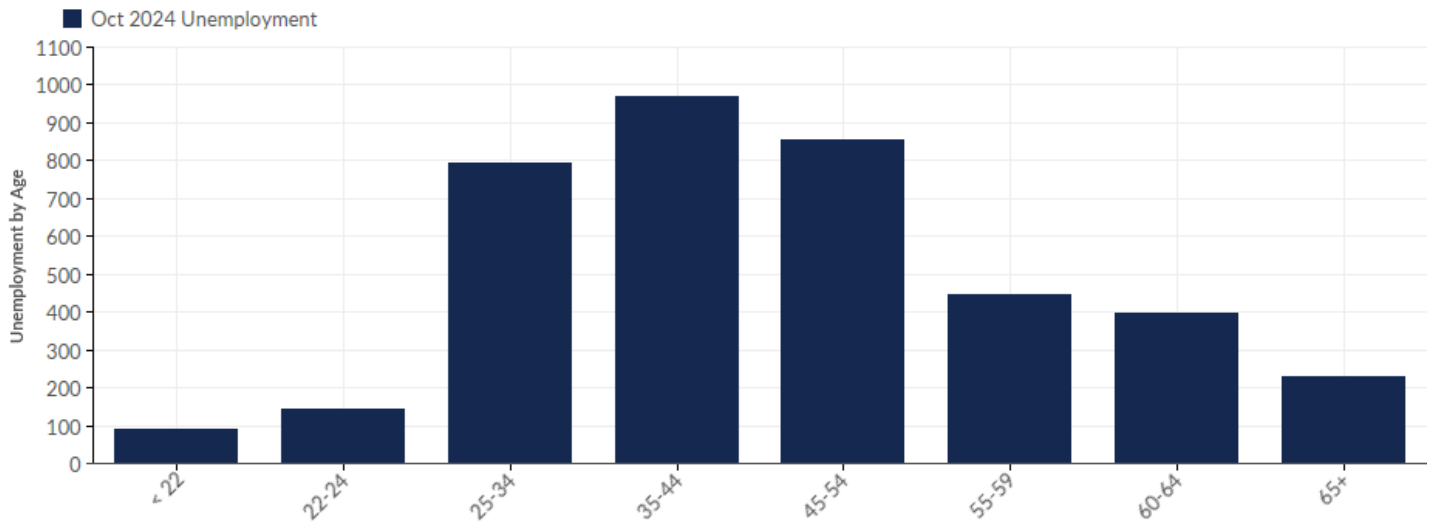
Educational Attainment

Concerning educational attainment, **18.2% of the selected regions' residents possess a Bachelor's Degree** (3.3% below the national average), and **13.6% hold an Associate's Degree** (4.6% above the national average).



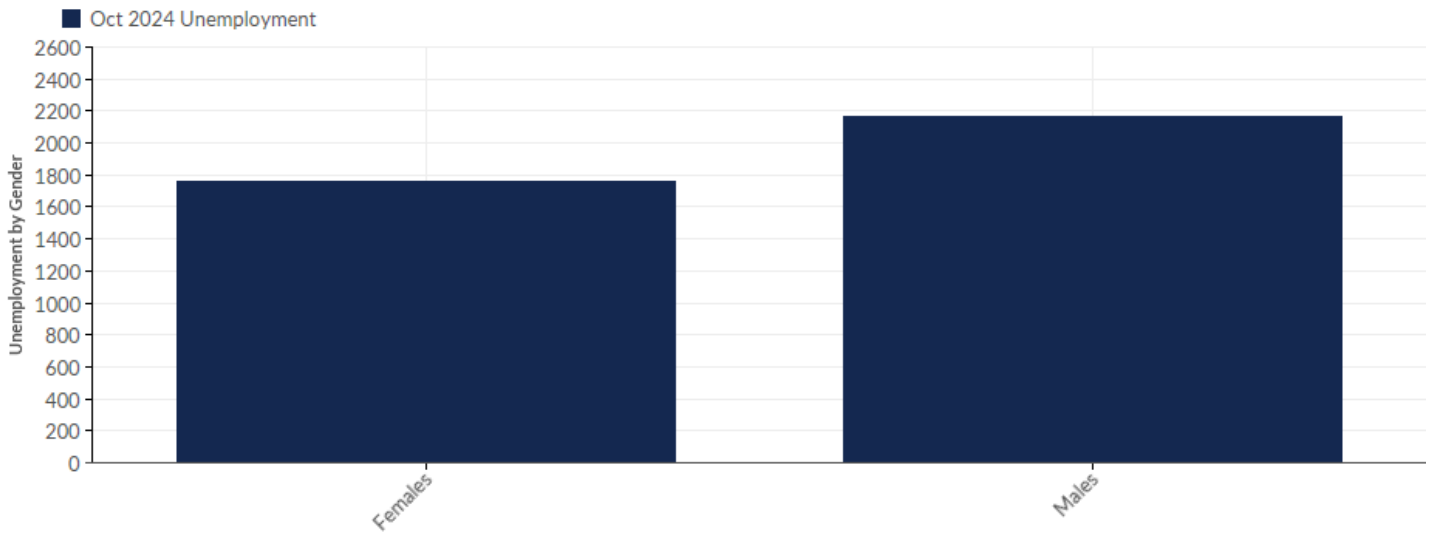
Unemployment by Demographics

Unemployment by Age



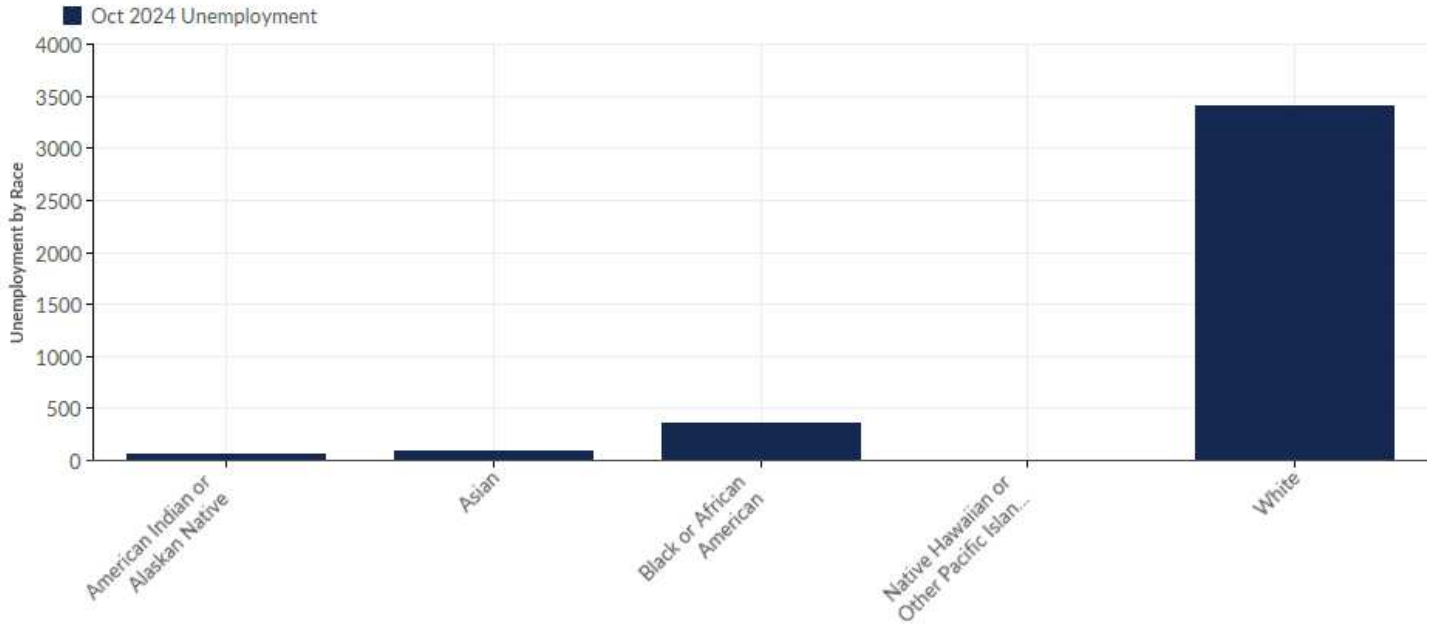
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	90	2.30%
22-24	142	3.62%
25-34	795	20.28%
35-44	967	24.67%
45-54	856	21.84%
55-59	447	11.40%
60-64	395	10.08%
65+	227	5.79%
Total	3,920	100.00%

Unemployment by Gender



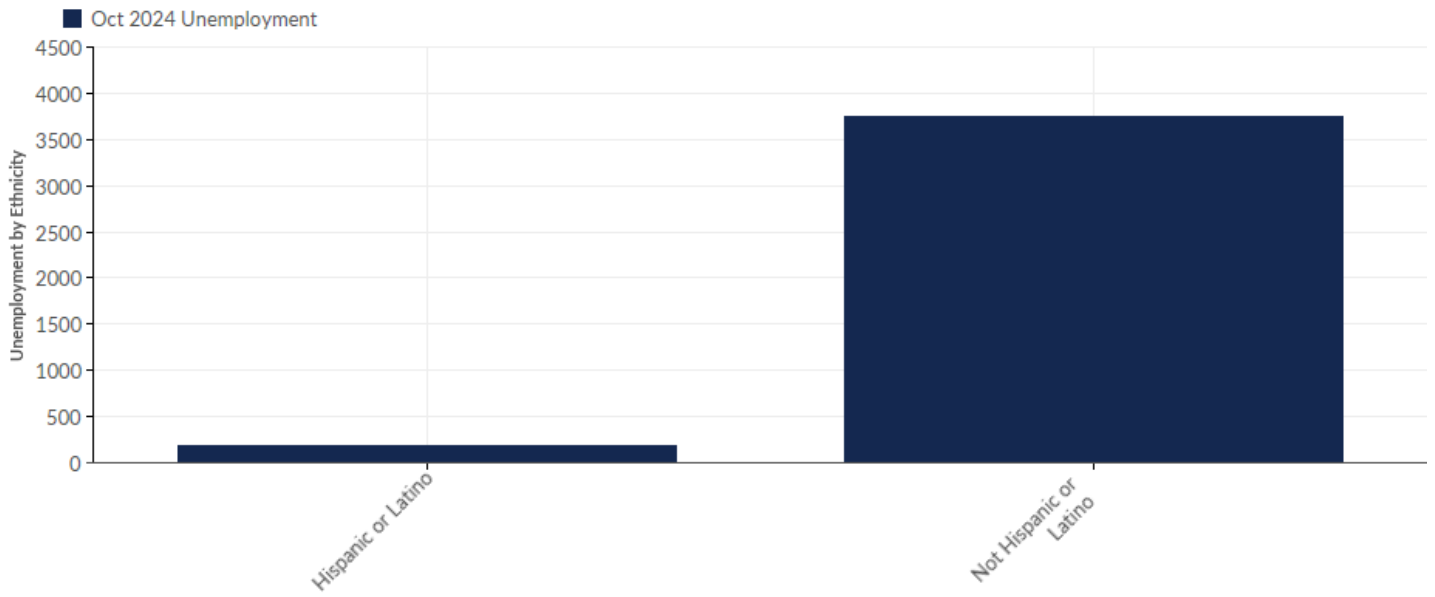
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	1,756	44.80%
Males	2,164	55.20%
Total	3,920	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	58	1.48%
Asian	96	2.45%
Black or African American	362	9.23%
Native Hawaiian or Other Pacific Islander	5	0.13%
White	3,399	86.71%
Total	3,920	100.00%

Unemployment by Ethnicity

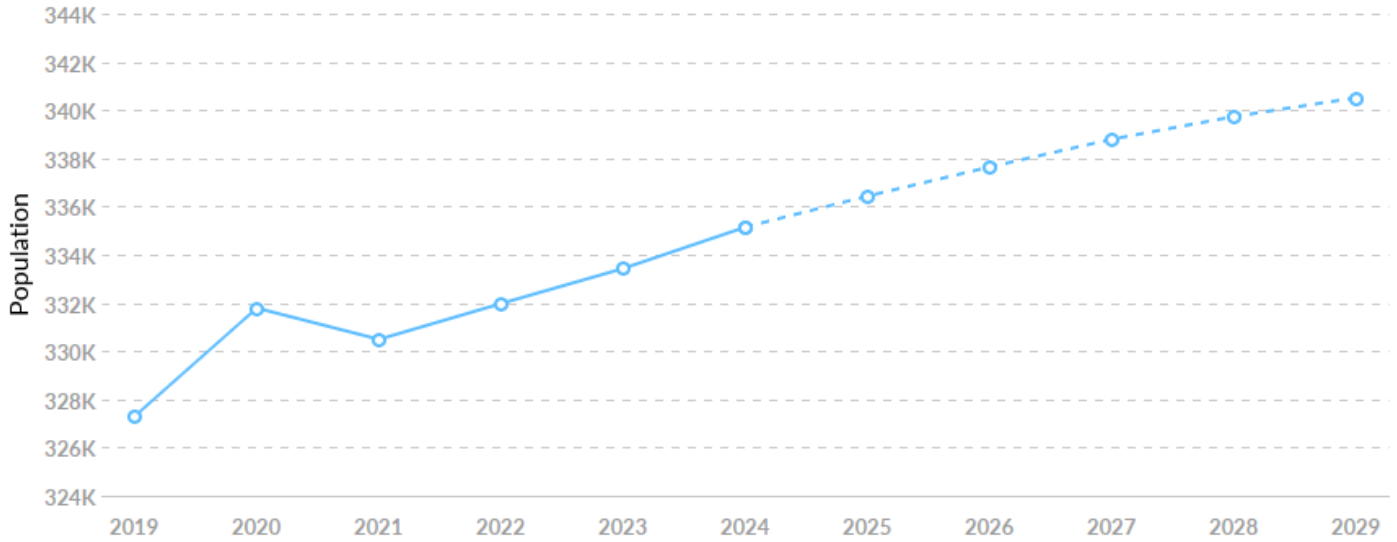


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	177	4.52%
Not Hispanic or Latino	3,743	95.48%
Total	3,920	100.00%

Historic & Projected Trends

Population Trends

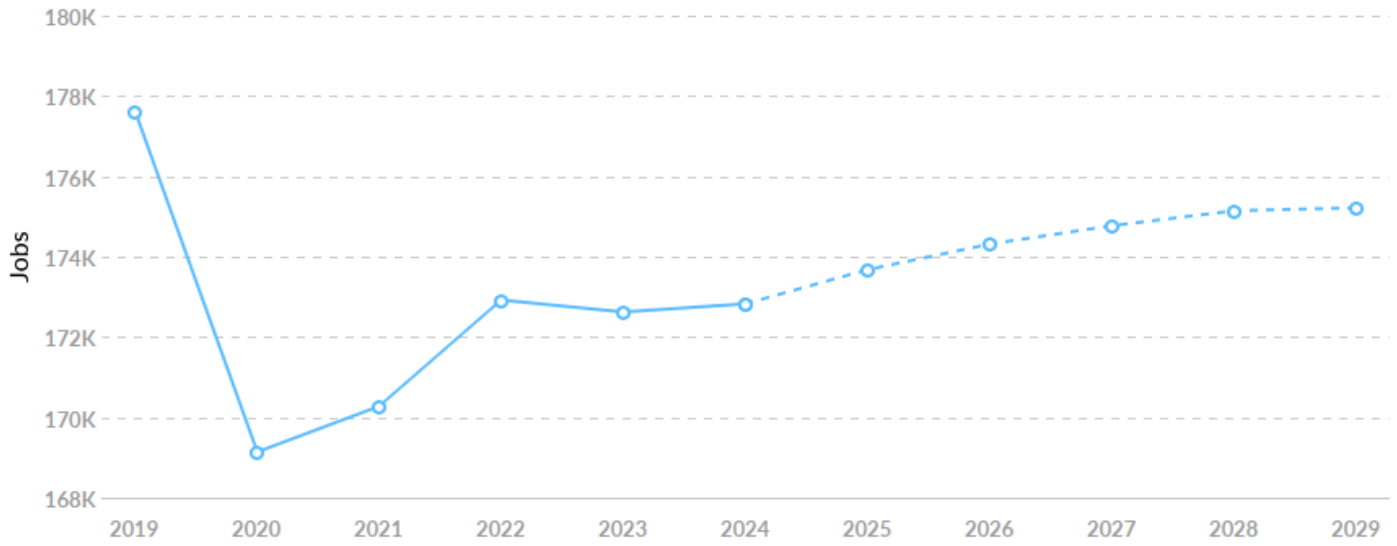
As of 2024 the region's population increased by 2.4% since 2019, growing by 7,848. Population is expected to increase by 1.6% between 2024 and 2029, adding 5,366.



Timeframe	Population
2019	327,299
2020	331,785
2021	330,487
2022	331,974
2023	333,429
2024	335,147
2025	336,433
2026	337,641
2027	338,792
2028	339,734
2029	340,513

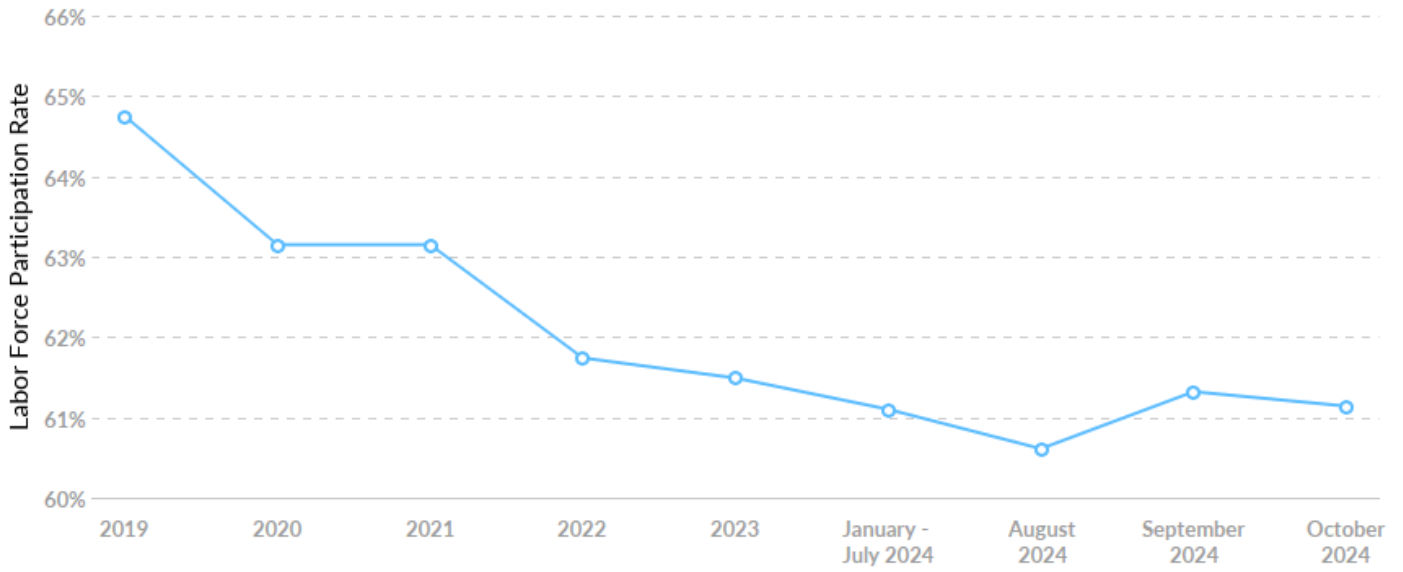
Job Trends

From 2019 to 2024, jobs declined by 2.7% in Centergy from 177,612 to 172,827. This change fell short of the national growth rate of 3.9% by 6.6%.



Timeframe	Jobs
2019	177,612
2020	169,135
2021	170,276
2022	172,921
2023	172,623
2024	172,827
2025	173,678
2026	174,314
2027	174,772
2028	175,144
2029	175,217

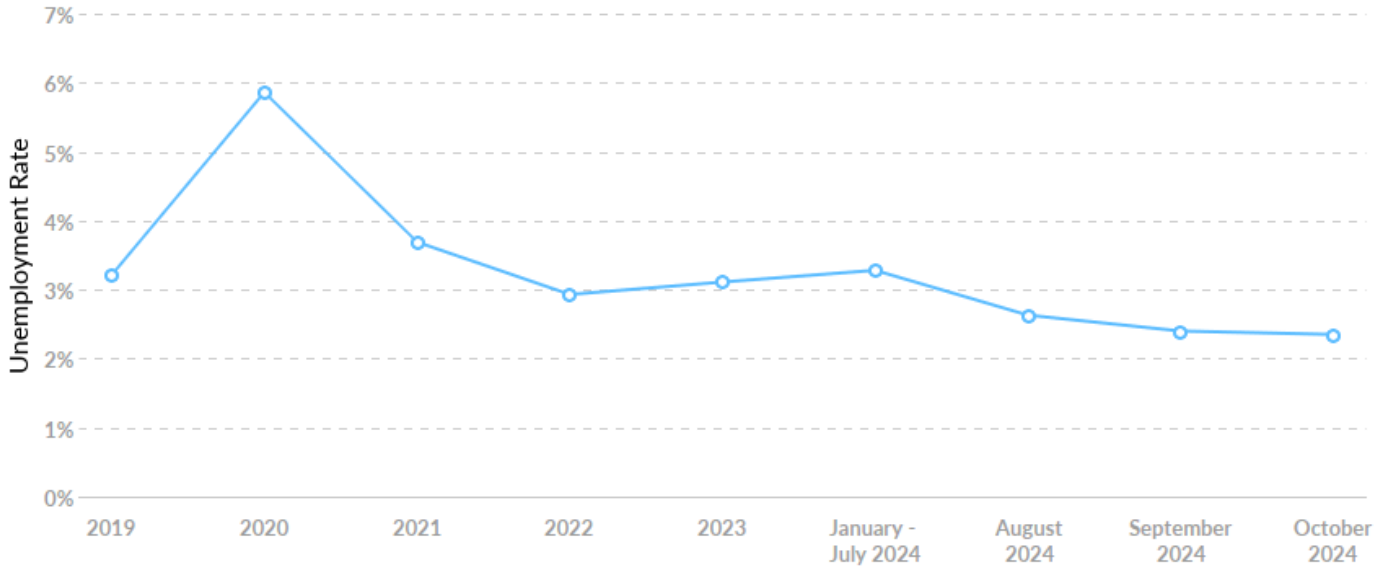
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	64.75%
2020	63.15%
2021	63.15%
2022	61.74%
2023	61.49%
January - July 2024	61.10%
August 2024	60.61%
September 2024	61.32%
October 2024	61.14%

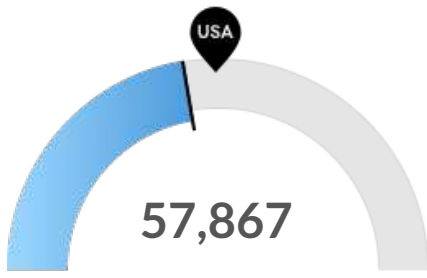
Unemployment Rate Trends

Your areas had an October 2024 unemployment rate of 2.35%, **decreasing from 3.21%** 5 years before.



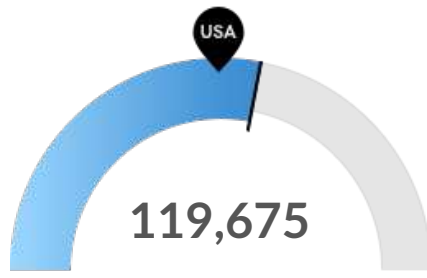
Timeframe	Unemployment Rate
2019	3.21%
2020	5.86%
2021	3.69%
2022	2.93%
2023	3.11%
January - July 2024	3.28%
August 2024	2.63%
September 2024	2.40%
October 2024	2.35%

Population Characteristics



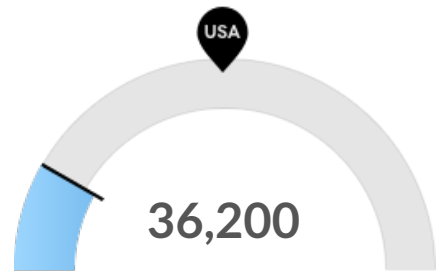
Millennials

Your area has 57,867 millennials (ages 25-39). The national average for an area this size is 67,747.



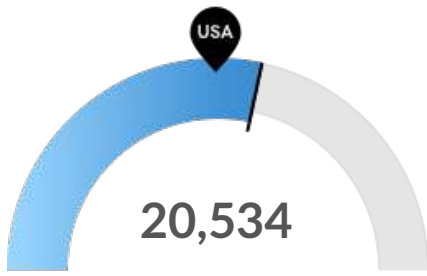
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 100,654 people 55 or older, while there are 119,675 here.



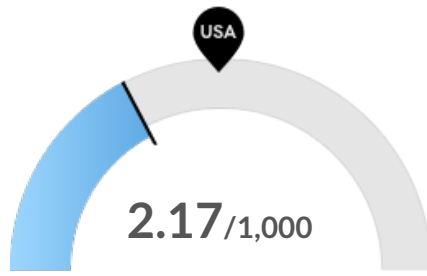
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 138,863 racially diverse people, while there are 36,200 here.



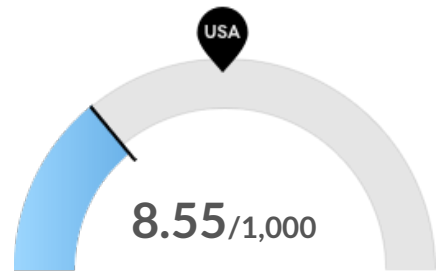
Veterans

Your area has 20,534 veterans. The national average for an area this size is 16,972.



Violent Crime

Your area has 2.17 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

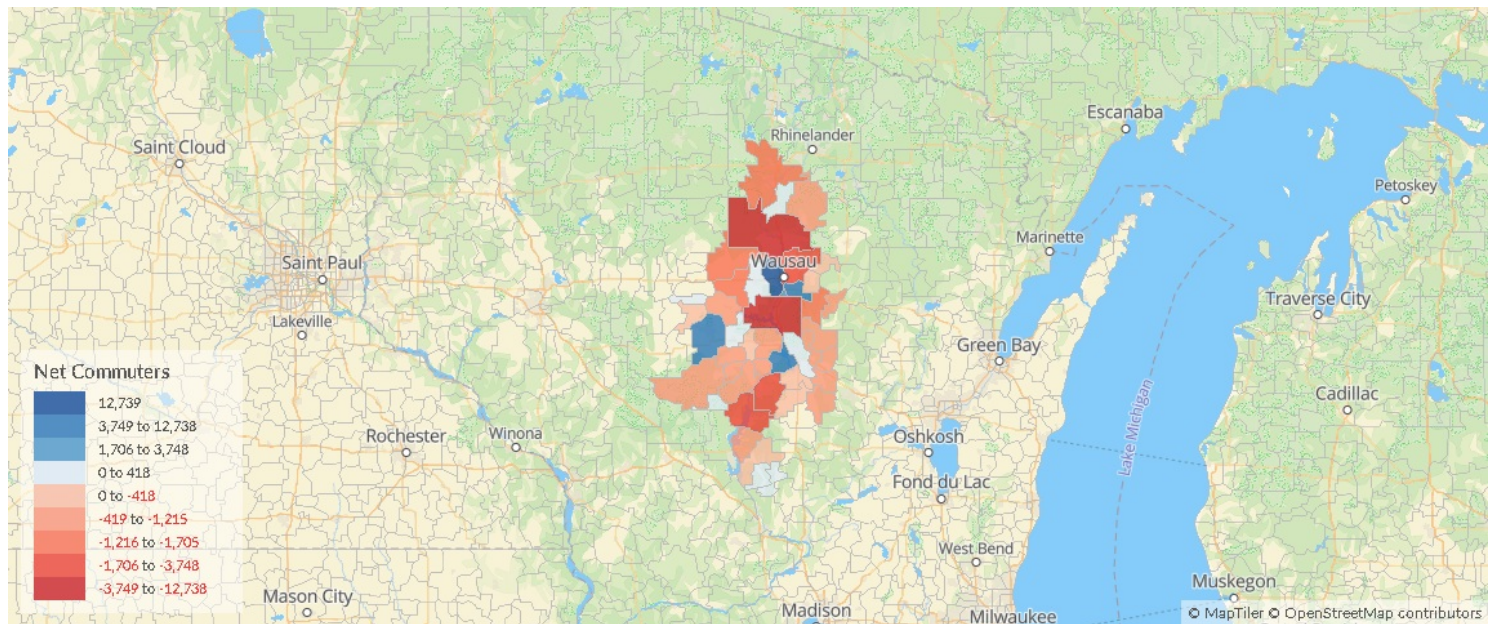


Property Crime

Your area has 8.55 property crimes per 1,000 people. The national rate is 18.02 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

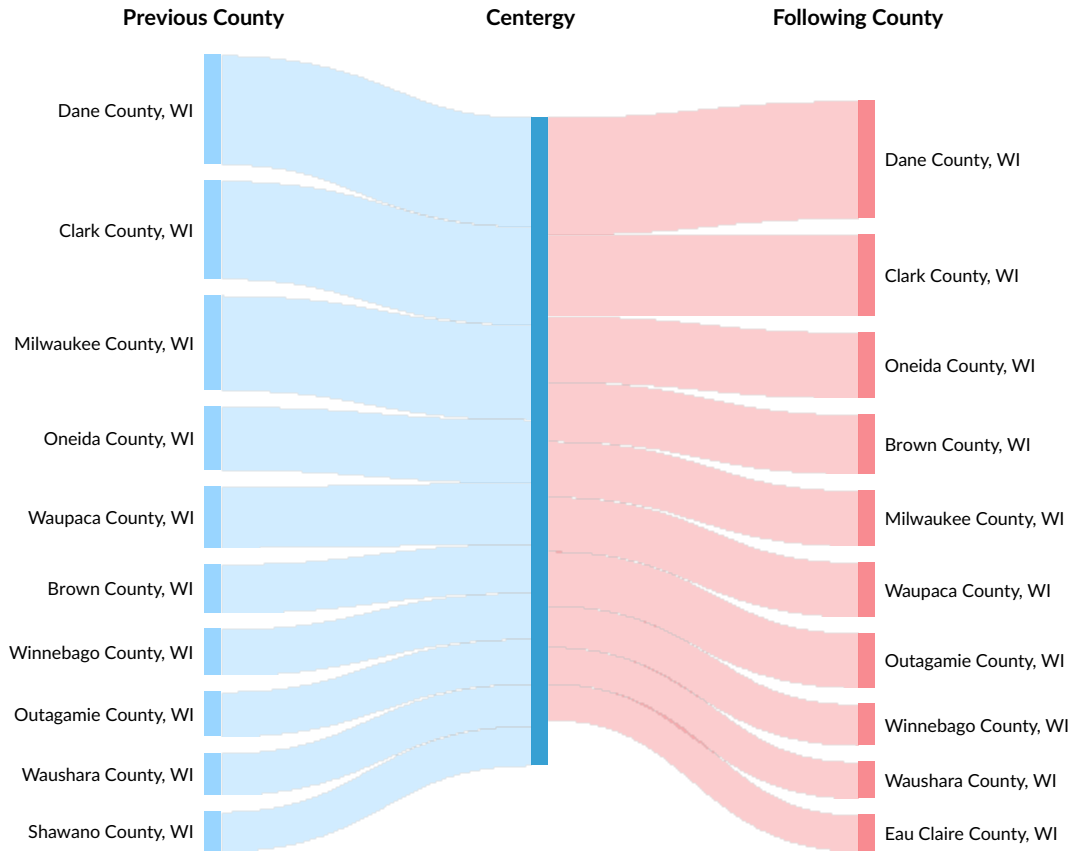
Where Talent Lives

ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	29,228	54401	Wausau, WI (in Maratho...	16,489
54481	Stevens Point, WI (in Po...	18,376	54481	Stevens Point, WI (in Po...	14,477
54449	Marshfield, WI (in Woo...	17,223	54494	Wisconsin Rapids, WI (i...	14,428
54476	Schofield, WI (in Marath...	14,257	54403	Wausau, WI (in Maratho...	12,566
54494	Wisconsin Rapids, WI (i...	12,308	54449	Marshfield, WI (in Woo...	12,505

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 2022, 463 people have migrated from Dane County, WI to Centergy. In the same year, 498 people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2022 was 1,126.

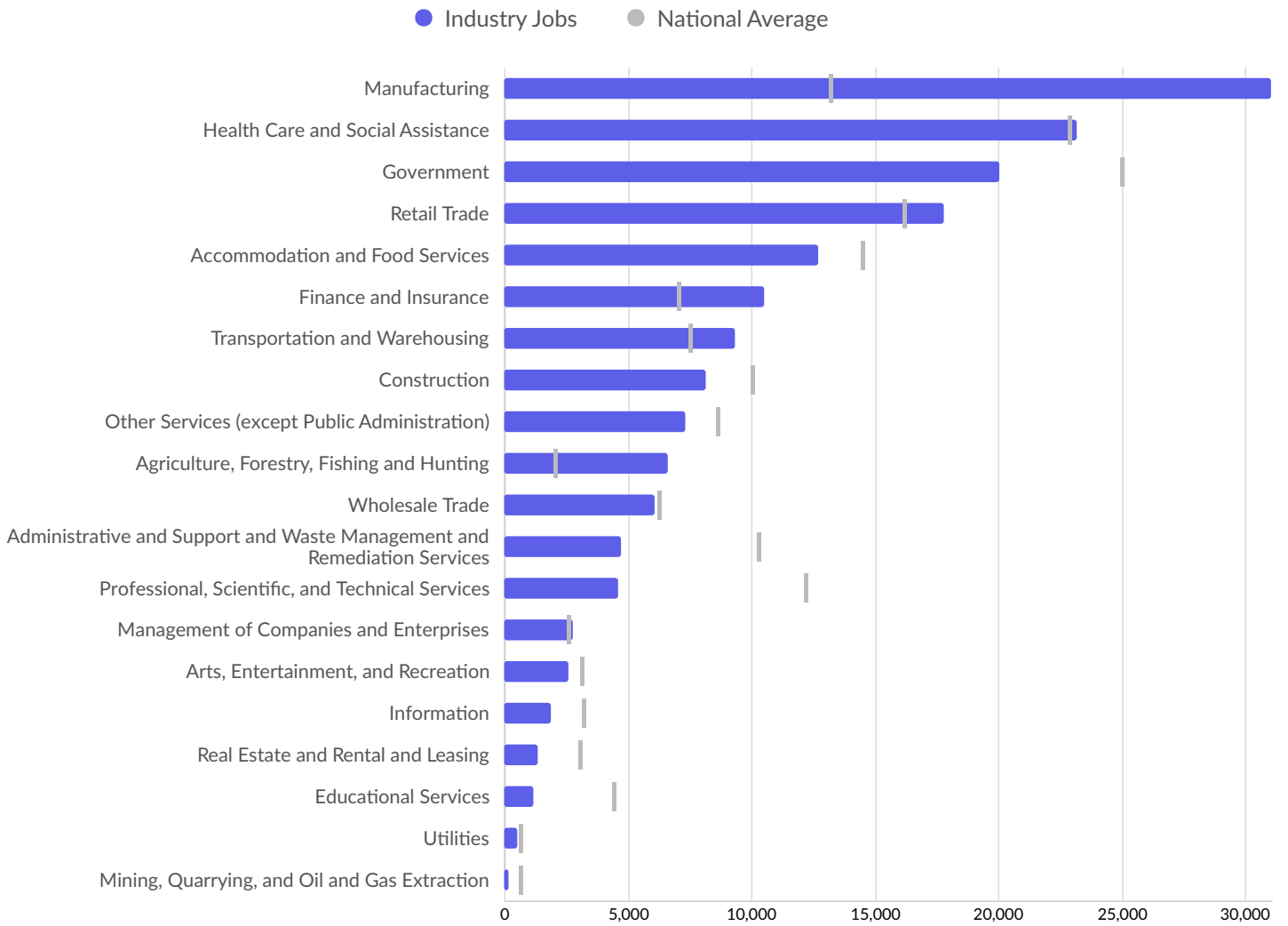


Top Previous Counties	Migrations
Dane County, WI	463
Clark County, WI	416
Milwaukee County, WI	402
Oneida County, WI	268
Waupaca County, WI	260
Brown County, WI	206

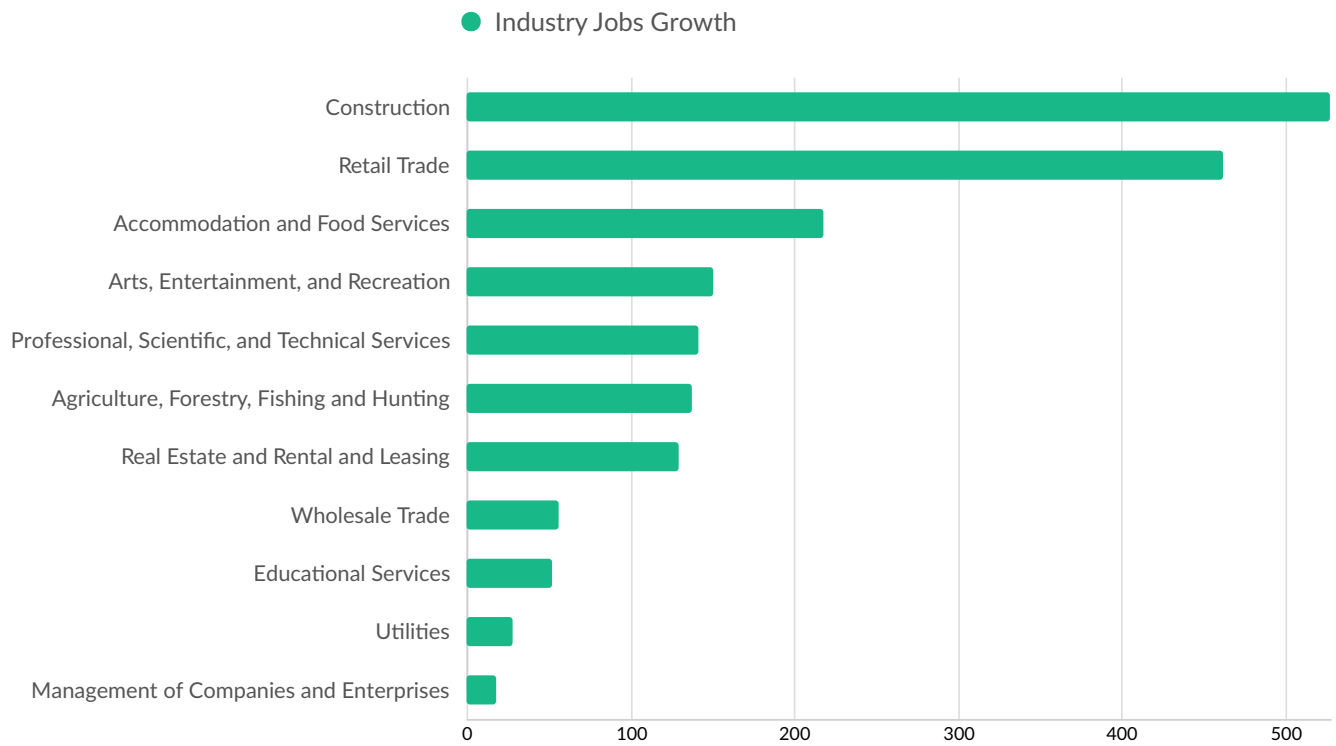
Top Previous Counties	Migrations
Winnebago County, WI	196
Outagamie County, WI	191
Waushara County, WI	178
Shawano County, WI	168
Waukesha County, WI	165
Columbia County, WI	145
Cook County, IL	142
Langlade County, WI	135
Hennepin County, MN	131
Top Following Counties	Migrations
Dane County, WI	498
Clark County, WI	344
Oneida County, WI	279
Brown County, WI	253
Milwaukee County, WI	236
Waupaca County, WI	231
Outagamie County, WI	231
Winnebago County, WI	175
Waushara County, WI	155
Eau Claire County, WI	153
Shawano County, WI	149
Waukesha County, WI	130
Langlade County, WI	129
Columbia County, WI	126
Sauk County, WI	124

Industry Characteristics

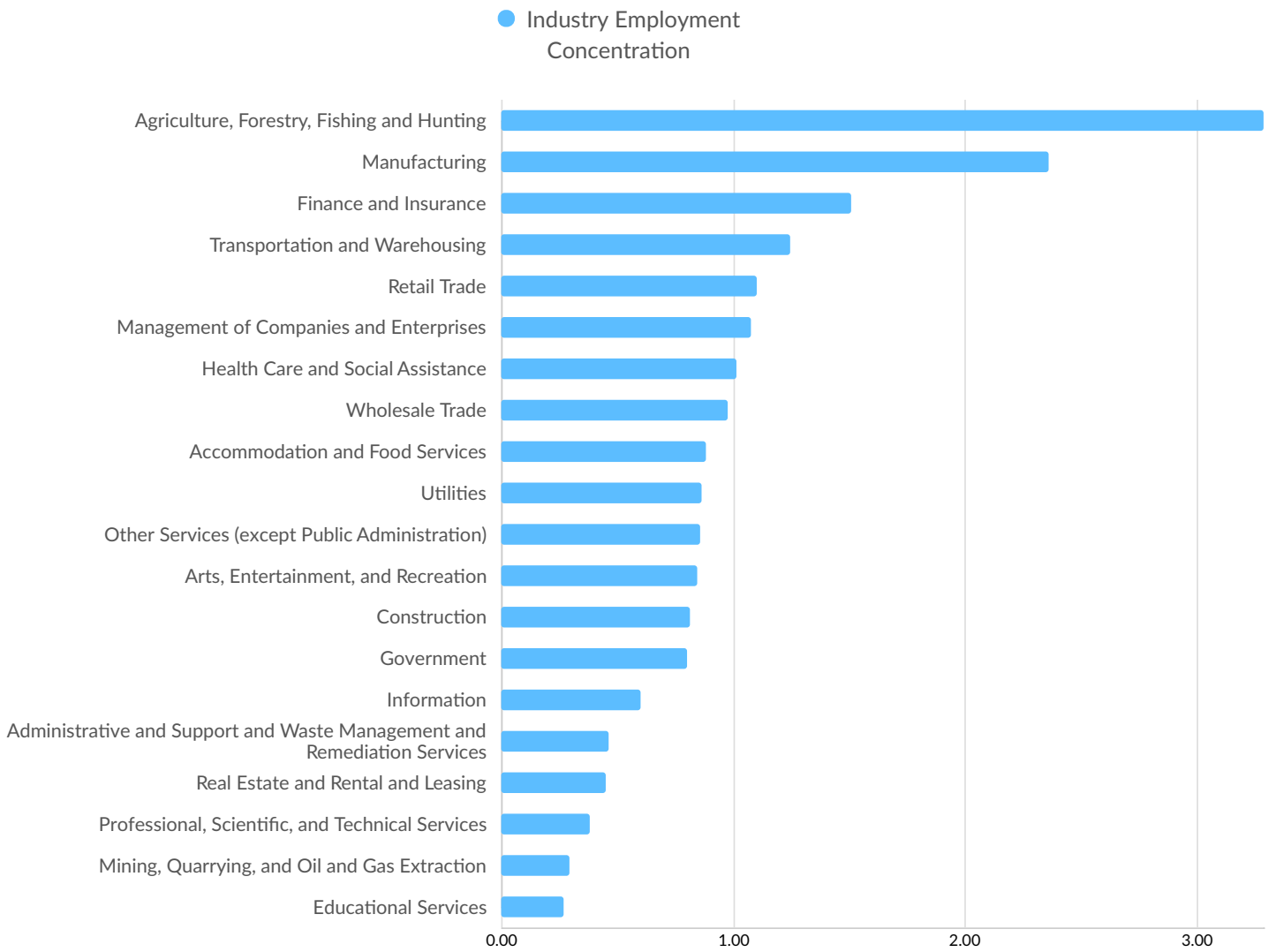
Largest Industries



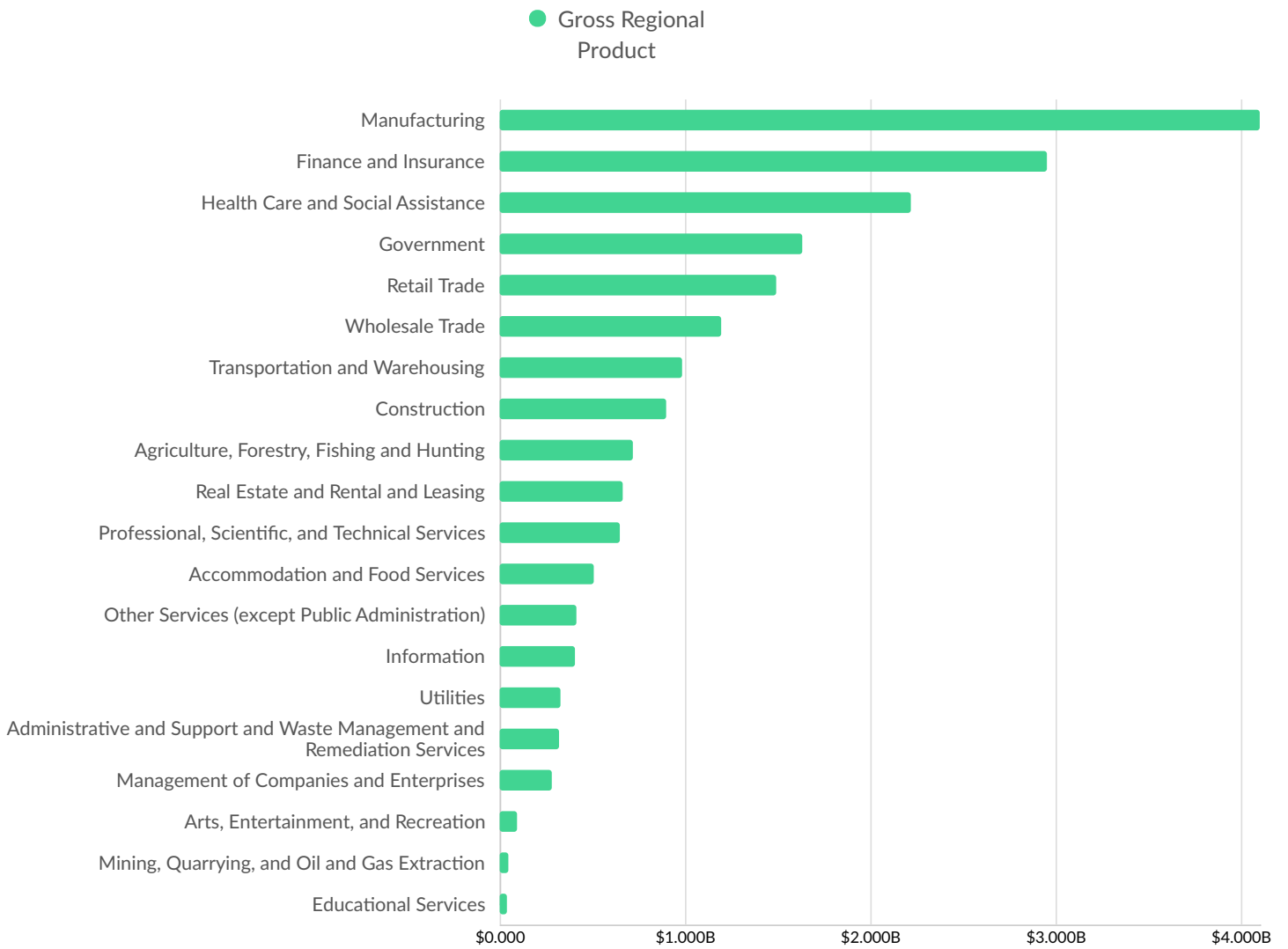
Top Growing Industries



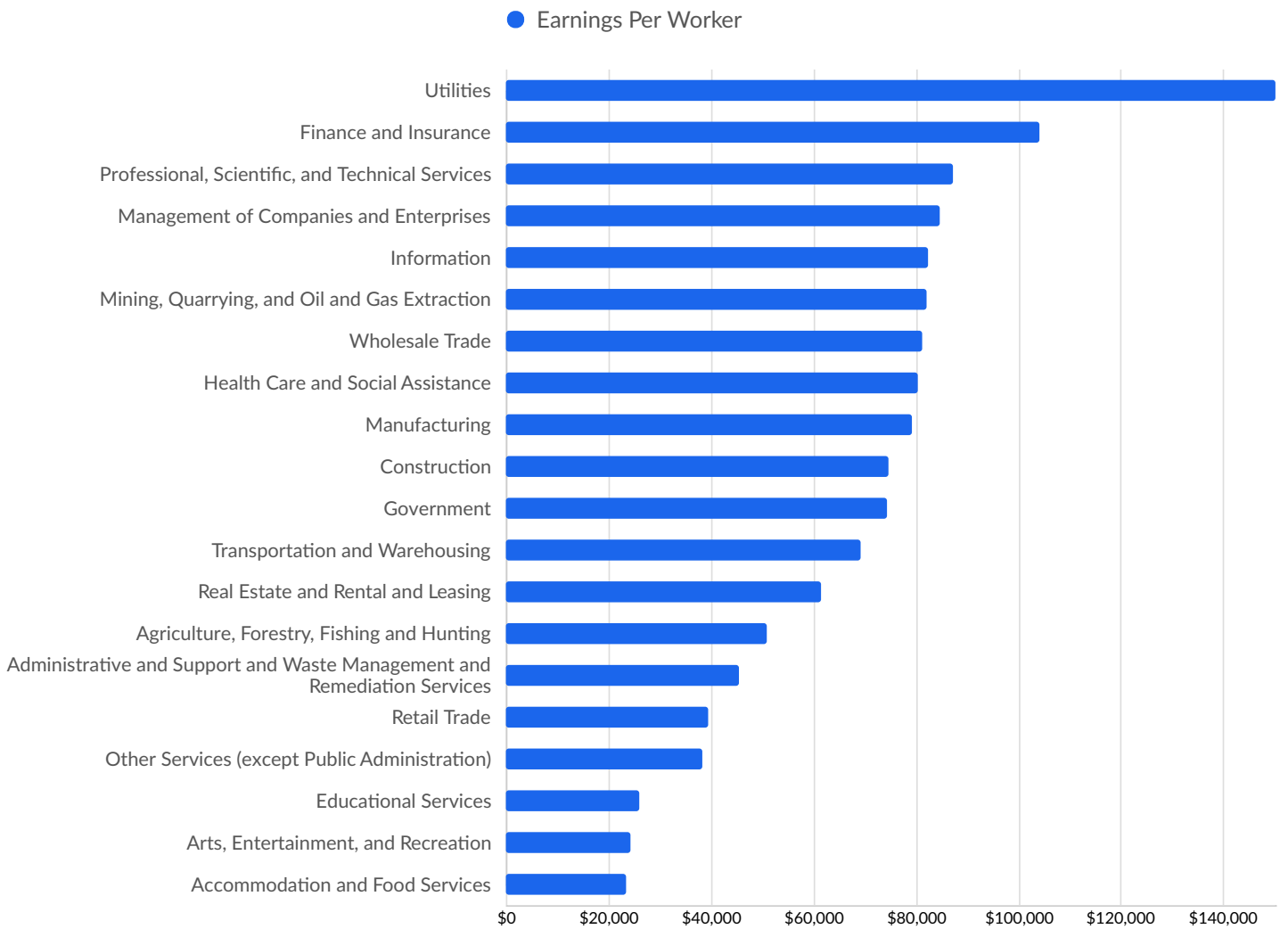
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



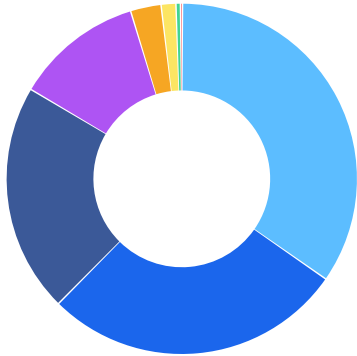
Business Characteristics

19,671 Companies Employ Your Workers

Online profiles for your workers mention 19,671 companies as employers, with the top 10 appearing below. In the last 12 months, 1,768 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,340 	Aspirus	1,719 
Sentry	1,710 	Marshfield Clinic	1,483 
Aspirus	1,406 	CompHealth	364 
University of Wisconsin-Steven...	1,397 	Aya Healthcare	340 
Greenheck	625 	Walmart	325 
Ministry Health Care	576 	Sentry	306 
Church Mutual Insurance Comp...	494 	GPAC	225 
Northcentral Technical College	449 	Beaver Dam Community Hospit...	223 
Wausau School District	396 	Pick And Save	221 
State of Wisconsin	385 	Kroger	217 

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

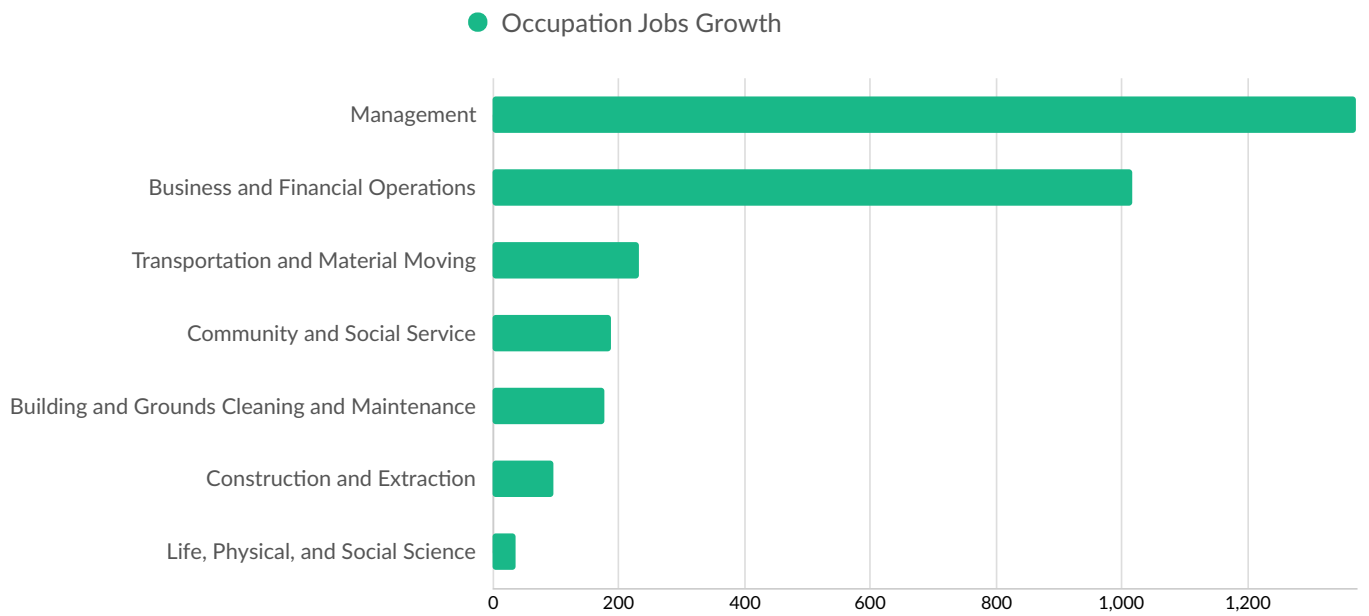
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations



Top Growing Occupations

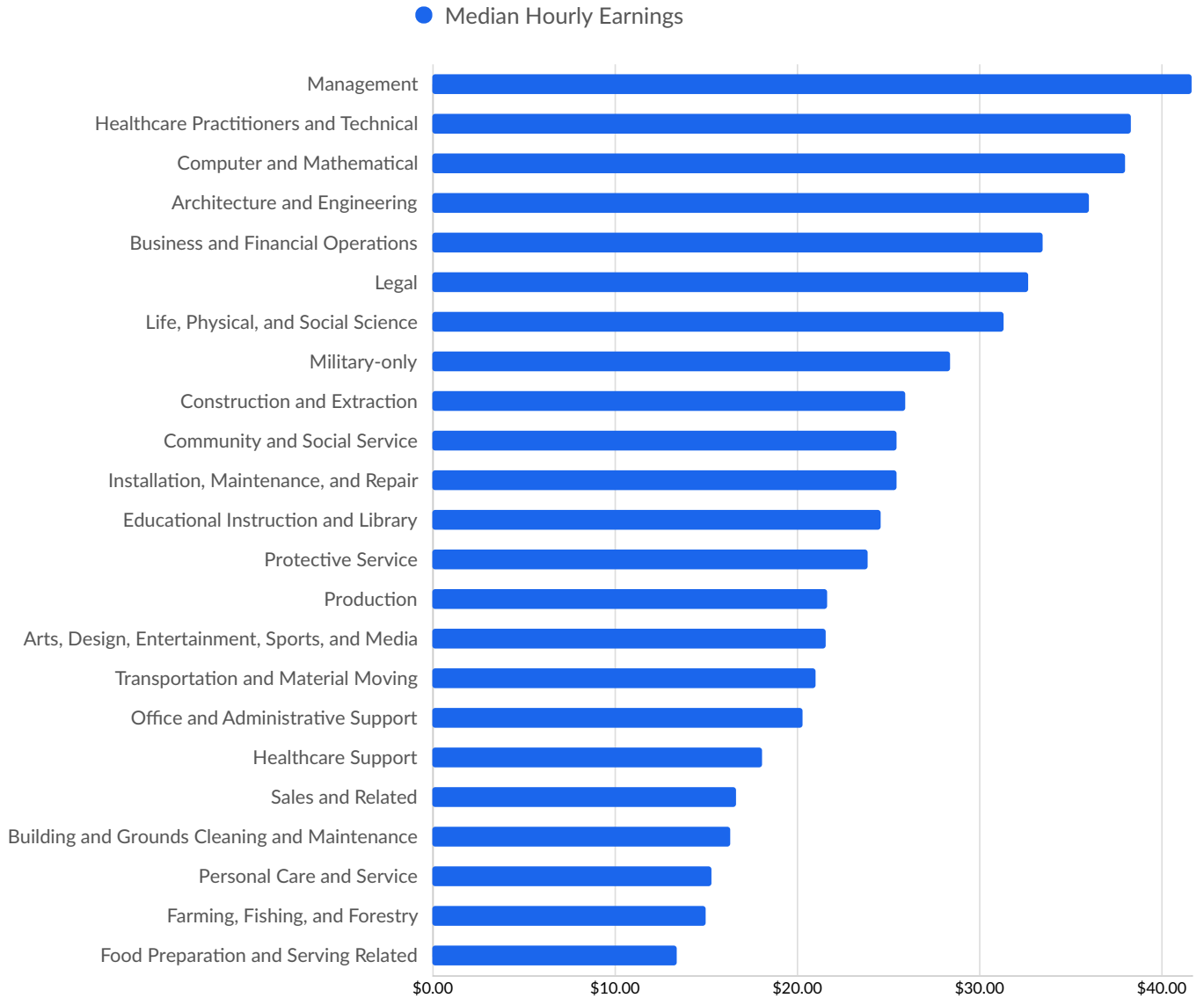


Top Occupation Employment Concentration

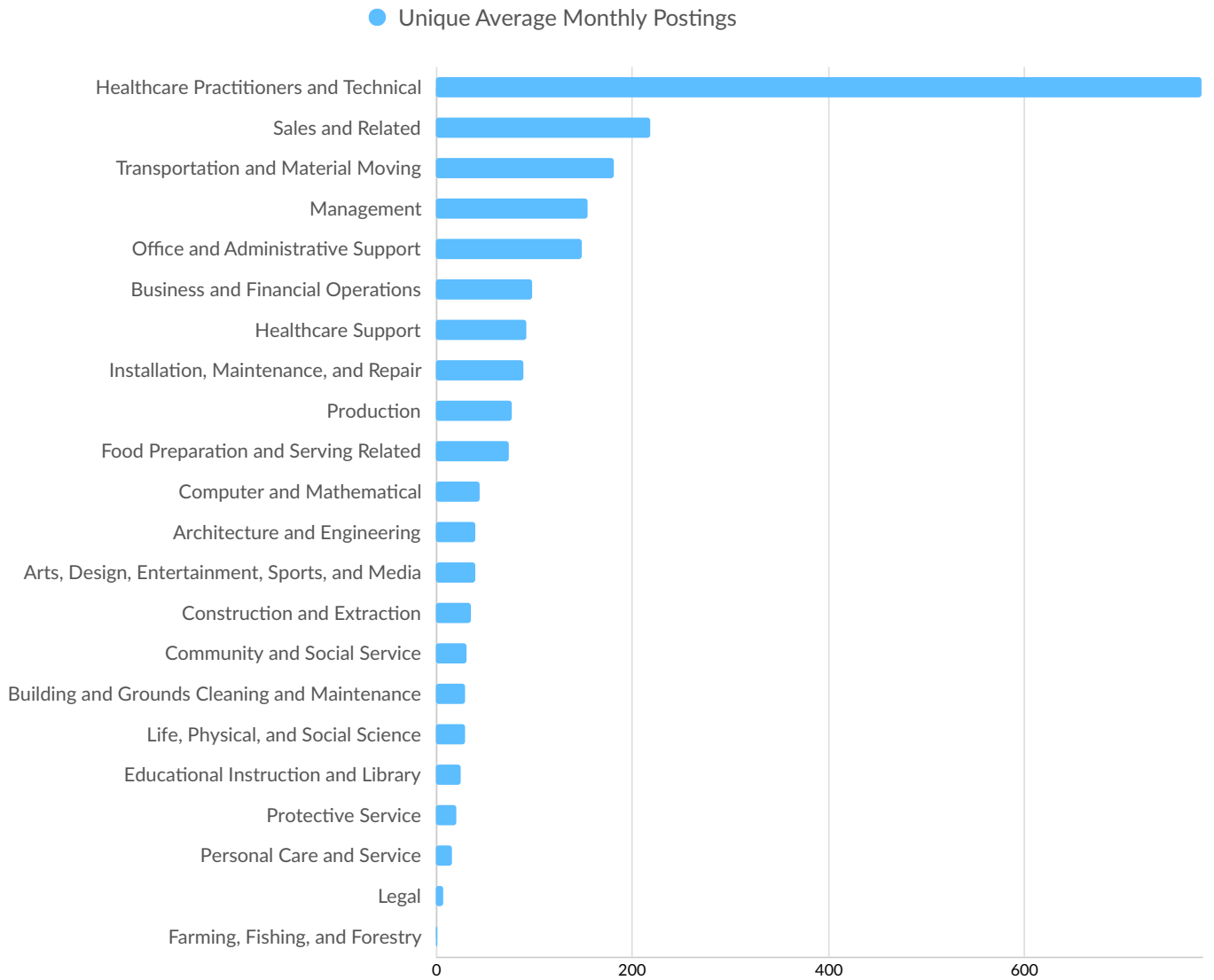
● Occupation Employment Concentration



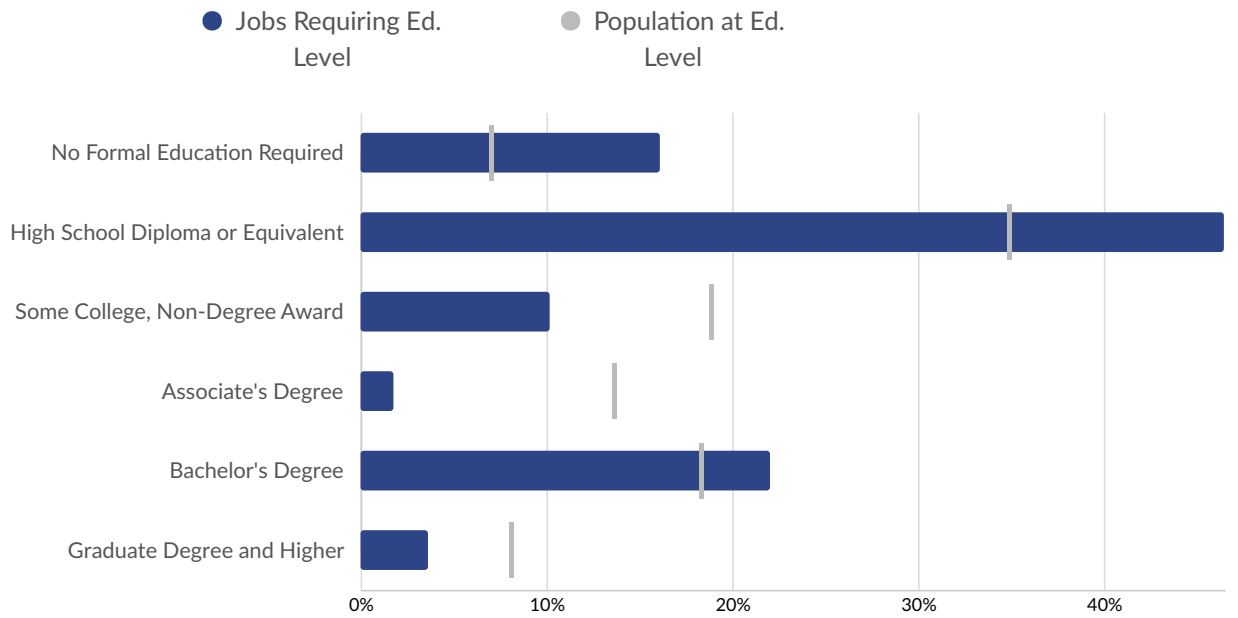
Top Occupation Earnings



Top Posted Occupations











Underemployment



Educational Pipeline

In 2023, there were 5,013 graduates in Centergy. This pipeline has shrunk by 9% 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).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Northcentral Technical College	2,122 	
University of Wisconsin-Stevens Point	1,845 	
Mid-State Technical College	997 	
State College of Beauty Culture Inc	49 	

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

In-Demand Skills

