

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

335,093

Population (2024)

Population **grew by 7,794** over the last 5 years and is projected to **grow by 5,012** over the next 5 years.

172,950

Total Regional Employment

Jobs **decreased by 4,657** over the last 5 years but are projected to **grow by 2,206** over the next 5 years.

\$68.1K

Avg. Earnings Per Job (2024)

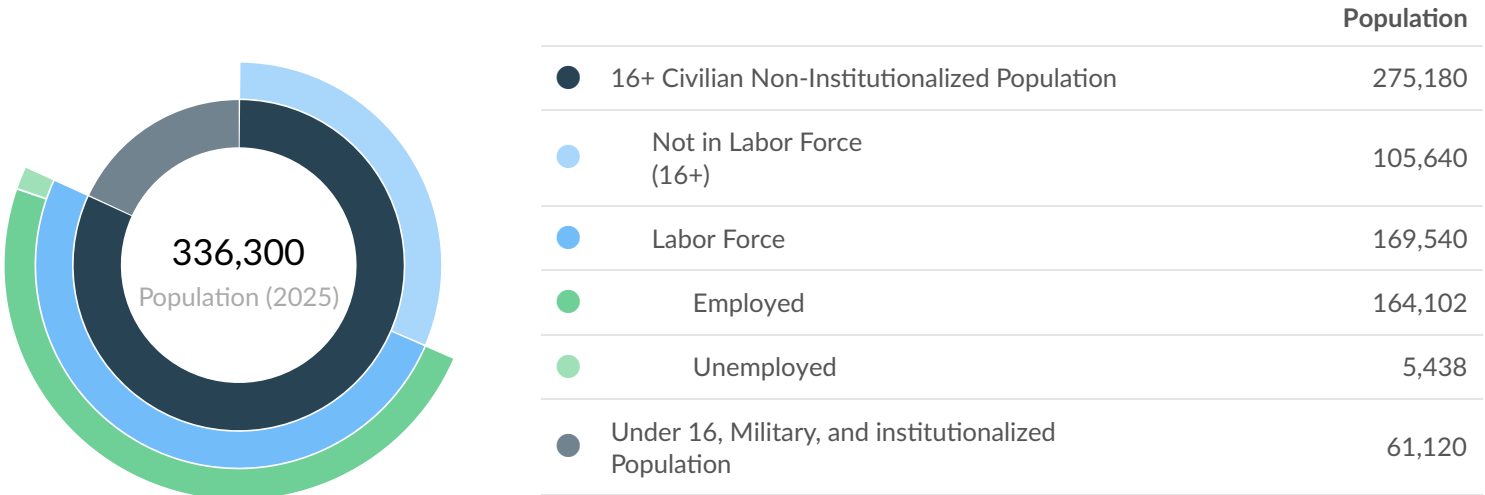
Regional average earnings per job are **\$18.6K below** the national average earnings of \$86.7K per job.

Takeaways

- As of 2024 the region's population **increased by 2.4%** since 2019, growing by 7,794. Population is expected to **increase by 1.5%** between 2024 and 2029, adding 5,012.
- From 2019 to 2024, jobs **declined by 2.6%** in Centergy from 177,607 to **172,950**. This change **fell short of the national growth rate of 4.3% by 6.9%**. As the number of jobs declined, the **labor force participation rate decreased from 66.0% to 62.8% between 2019 and 2024**.
- Concerning educational attainment, **18.1% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **13.3% hold an Associate's Degree** (4.4% 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.

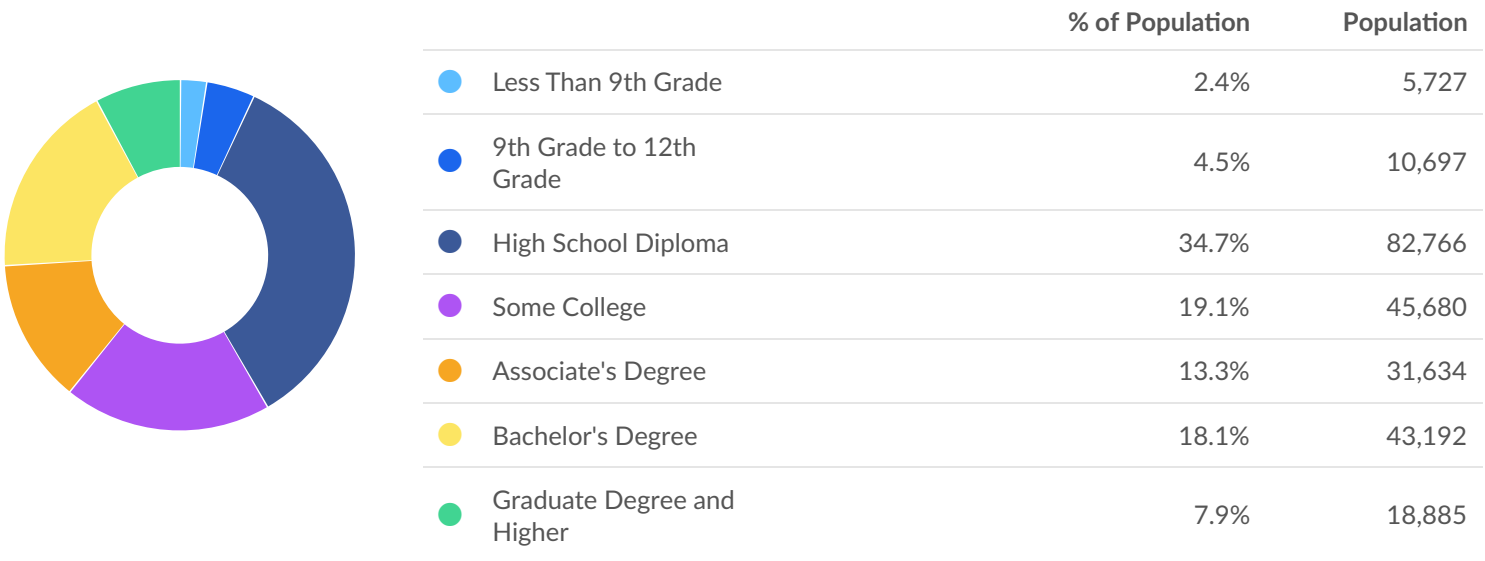
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	336,300	169,540	172,950	99.1	\$22.65B	\$27.18B	\$26.06B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



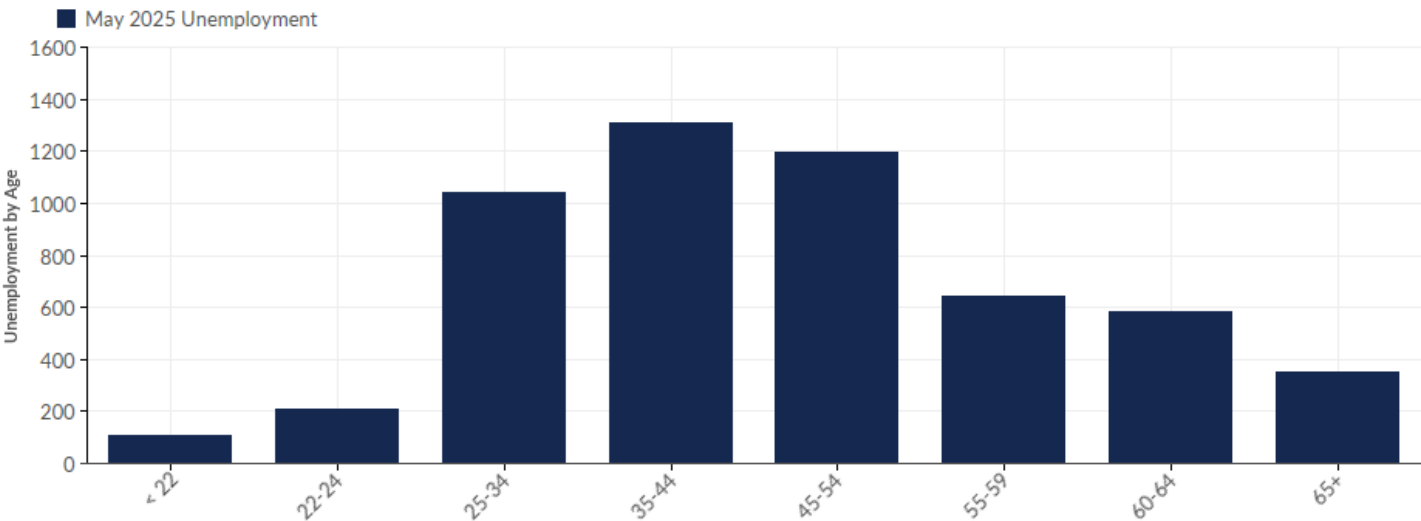
Educational Attainment

Concerning educational attainment, **18.1% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



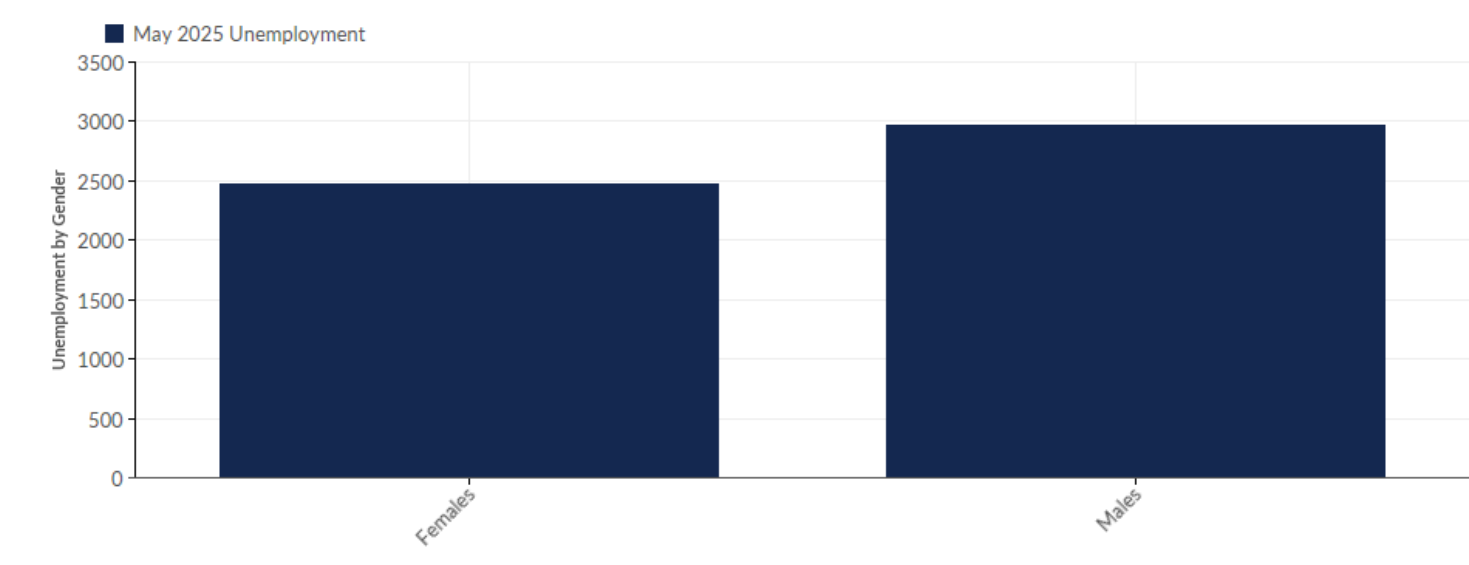
Unemployment by Demographics

Unemployment by Age



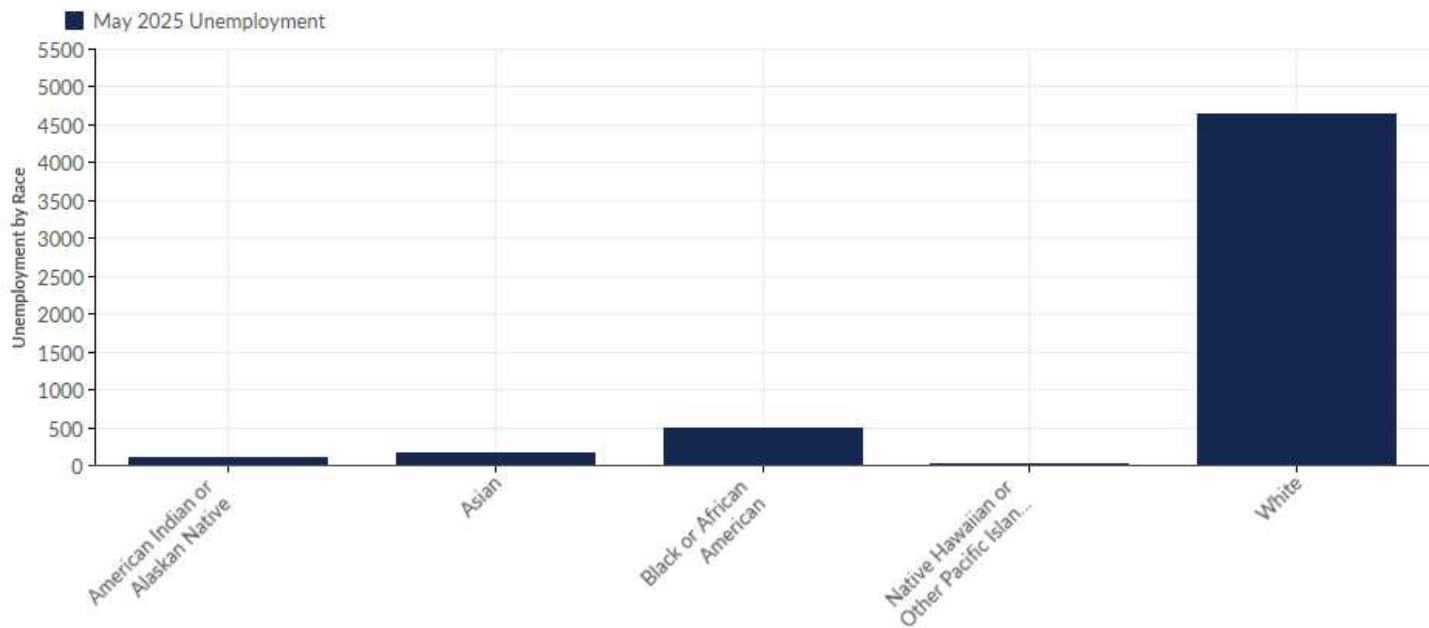
Age	Unemployment (May 2025)	% of Unemployed
< 22	106	1.95%
22-24	206	3.79%
25-34	1,044	19.20%
35-44	1,307	24.03%
45-54	1,198	22.03%
55-59	642	11.81%
60-64	581	10.68%
65+	354	6.51%
Total	5,438	100.00%

Unemployment by Gender



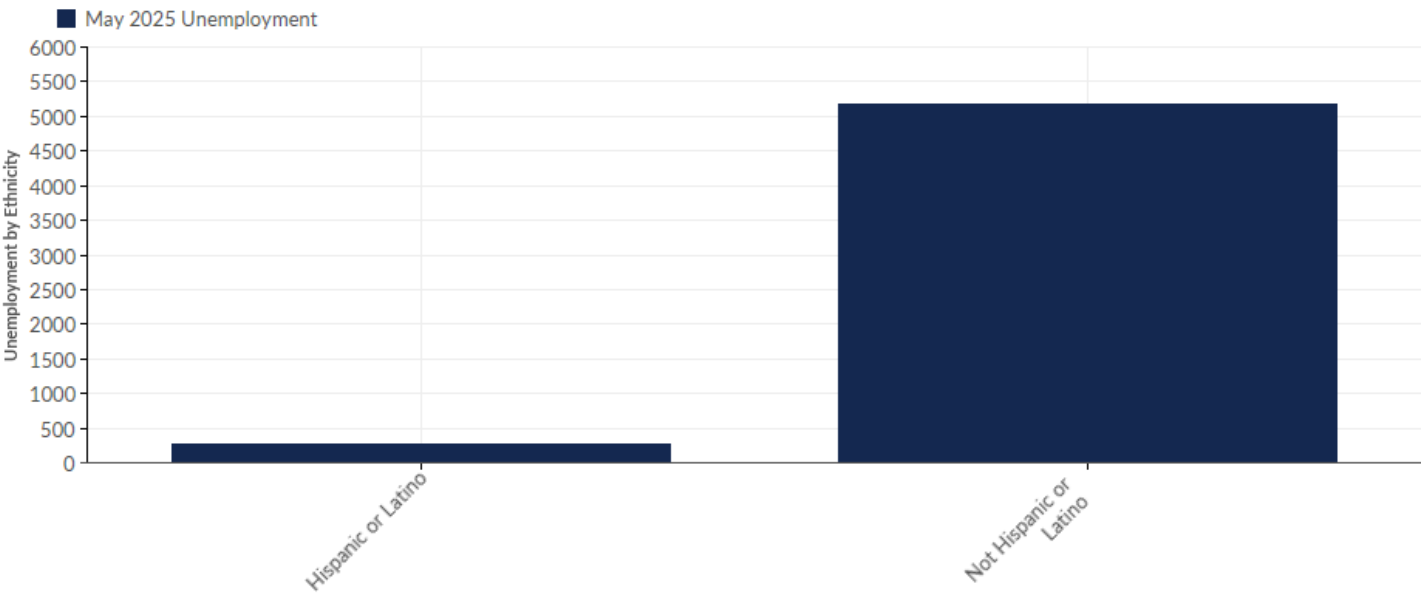
Gender	Unemployment (May 2025)	% of Unemployed
Females	2,472	45.46%
Males	2,966	54.54%
Total	5,438	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	112	2.06%
Asian	168	3.09%
Black or African American	500	9.19%
Native Hawaiian or Other Pacific Islander	11	0.20%
White	4,647	85.45%
Total	5,438	100.00%

Unemployment by Ethnicity

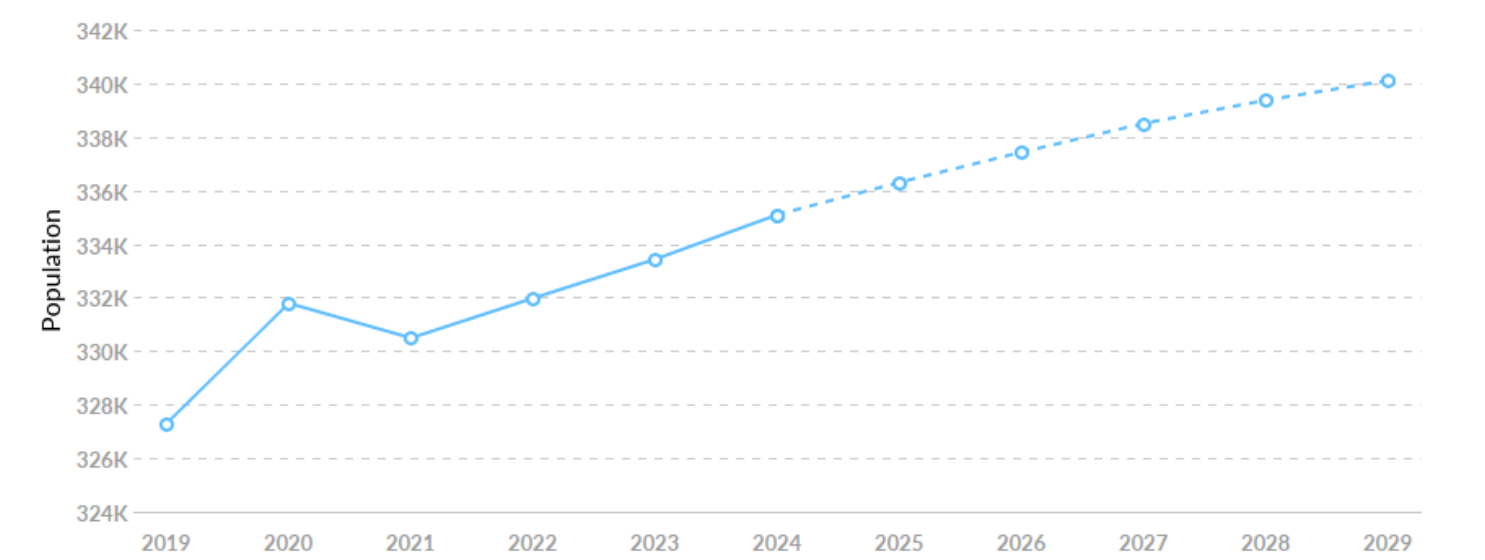


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	265	4.87%
Not Hispanic or Latino	5,173	95.13%
Total	5,438	100.00%

Historic & Projected Trends

Population Trends

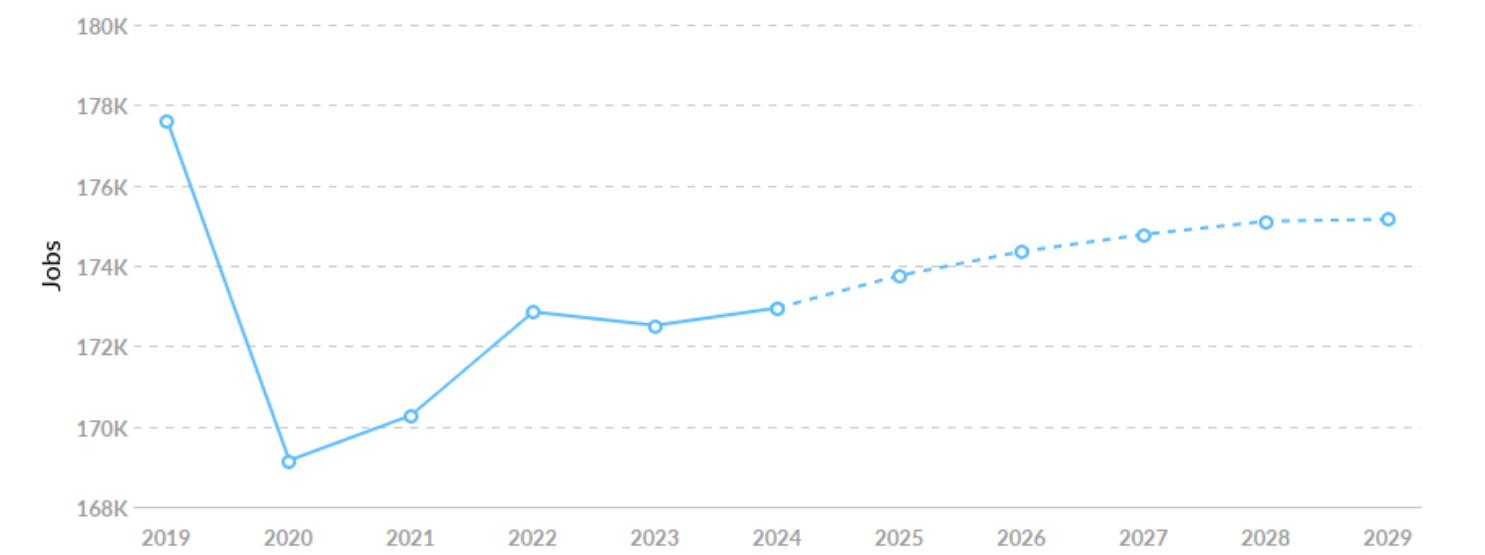
As of 2024 the region's population **increased by 2.4%** since 2019, growing by 7,794. Population is expected to **increase by 1.5%** between 2024 and 2029, adding 5,012.



Timeframe	Population
2019	327,299
2020	331,785
2021	330,487
2022	331,974
2023	333,429
2024	335,093
2025	336,300
2026	337,429
2027	338,501
2028	339,368
2029	340,104

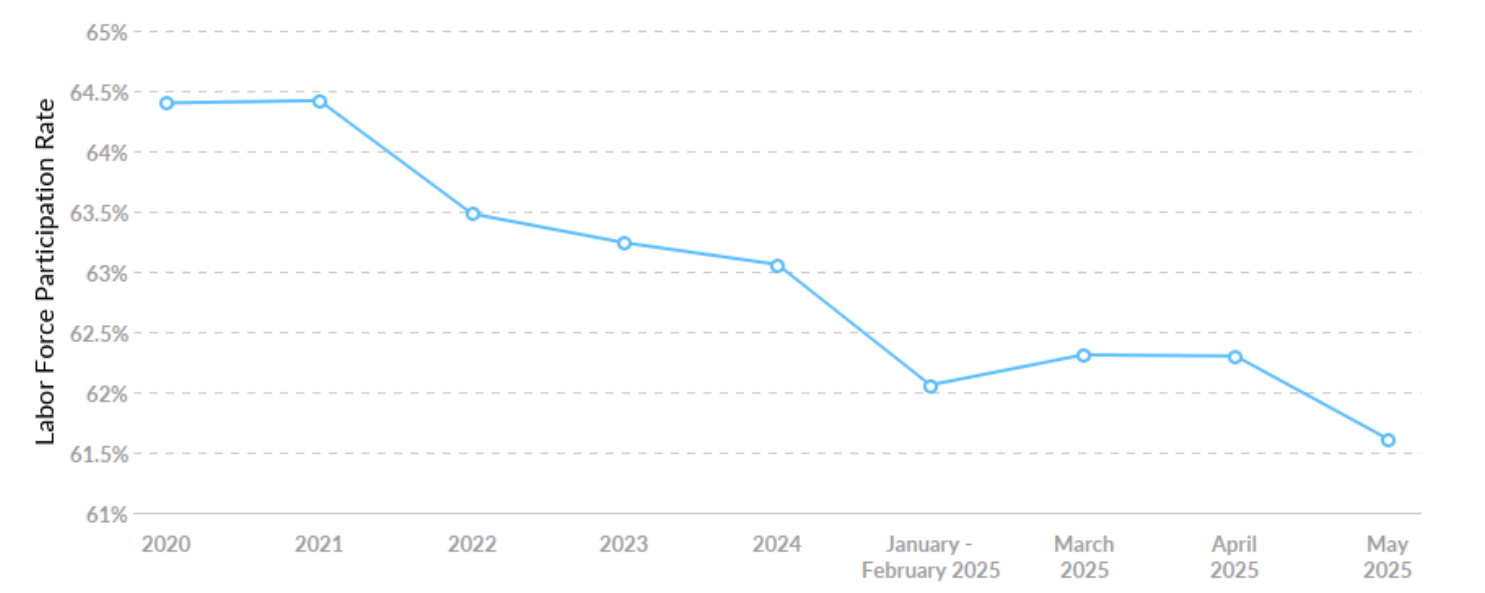
Job Trends

From 2019 to 2024, jobs **declined by 2.6%** in Centergy from 177,607 to **172,950**. This change **fell short of the national growth rate of 4.3% by 6.9%**.



Timeframe	Jobs
2019	177,607
2020	169,150
2021	170,275
2022	172,850
2023	172,514
2024	172,950
2025	173,758
2026	174,355
2027	174,780
2028	175,108
2029	175,156

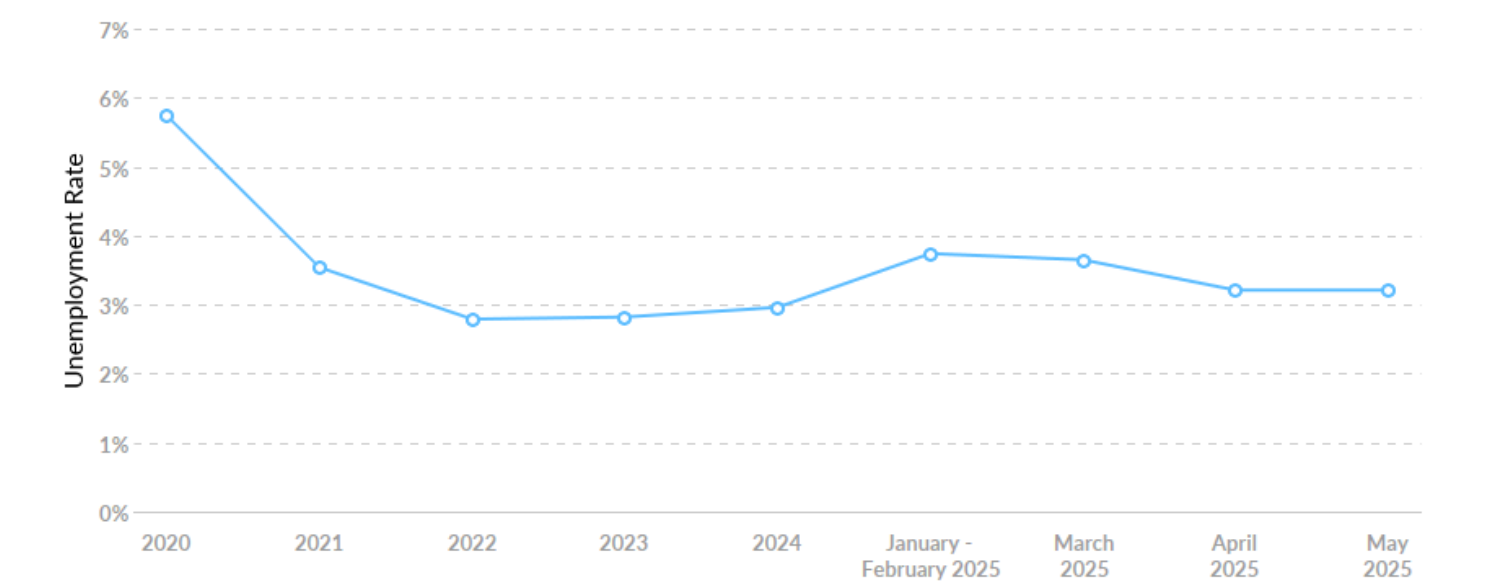
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	64.40%
2021	64.42%
2022	63.48%
2023	63.24%
2024	63.06%
January - February 2025	62.06%
March 2025	62.31%
April 2025	62.30%
May 2025	61.61%

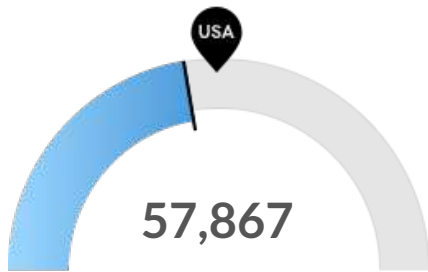
Unemployment Rate Trends

Your areas had a May 2025 unemployment rate of 3.21%, **decreasing from 5.74%** 5 years before.



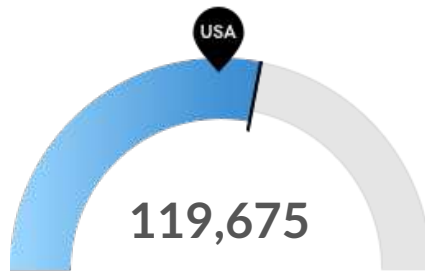
Timeframe	Unemployment Rate
2020	5.74%
2021	3.54%
2022	2.79%
2023	2.82%
2024	2.96%
January - February 2025	3.74%
March 2025	3.65%
April 2025	3.21%
May 2025	3.21%

Population Characteristics



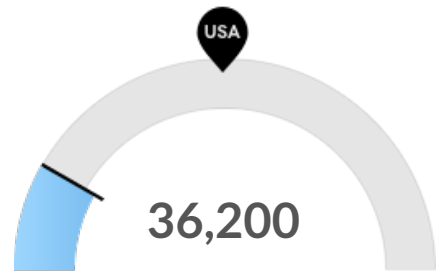
Millennials

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



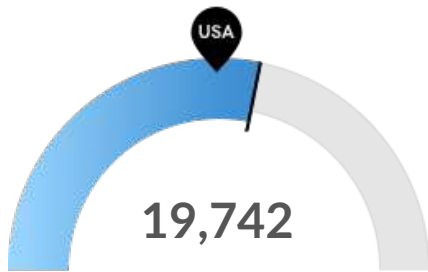
Retiring Soon

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.



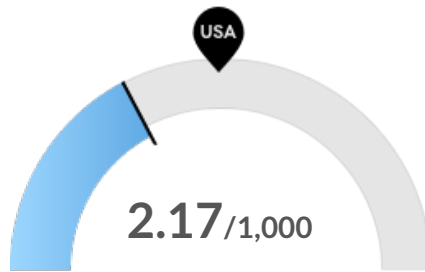
Racial Diversity

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.



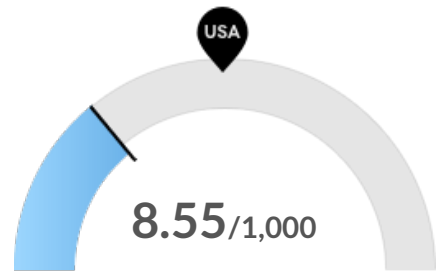
Veterans

Your area has 19,742 veterans. The national average for an area this size is 16,496.



Violent Crime

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

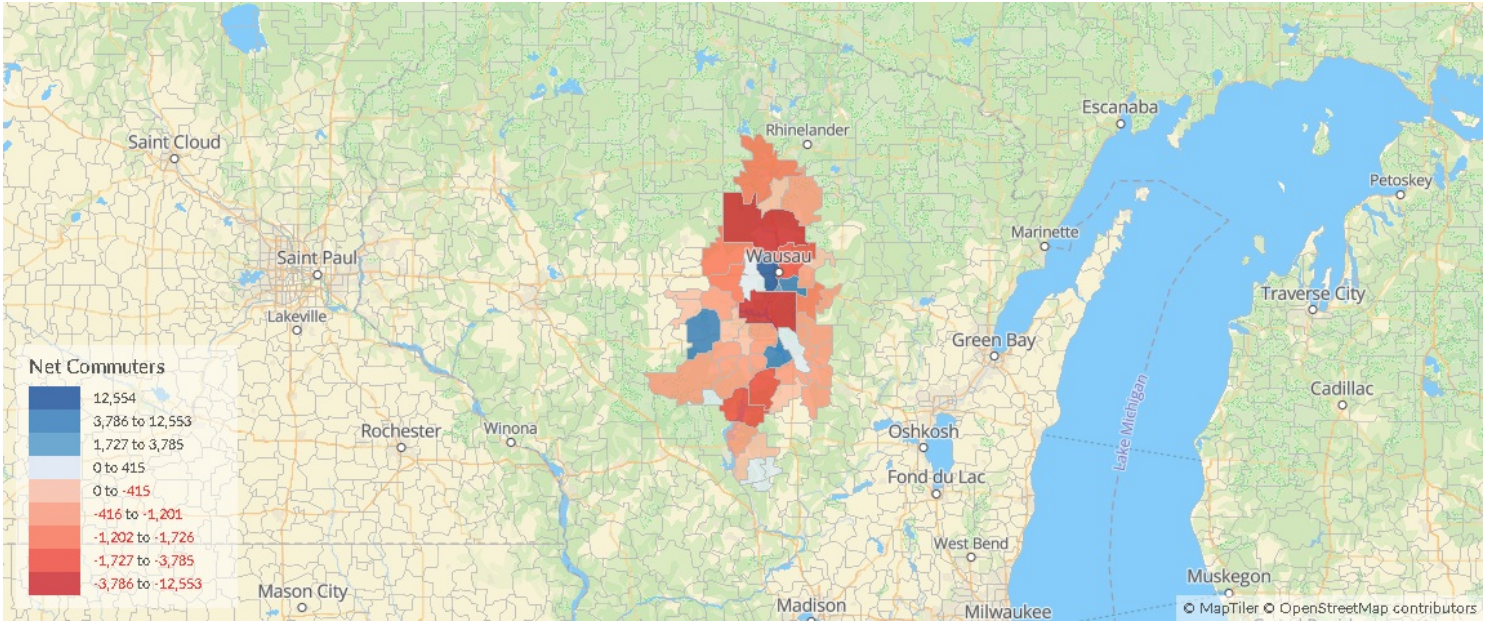


Property Crime

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

ZIP	Name	2024 Employment
54401	Wausau, WI (in Maratho...	29,087
54481	Stevens Point, WI (in Po...	18,822
54449	Marshfield, WI (in Woo...	17,163
54476	Schofield, WI (in Marath...	15,024
54494	Wisconsin Rapids, WI (i...	11,954

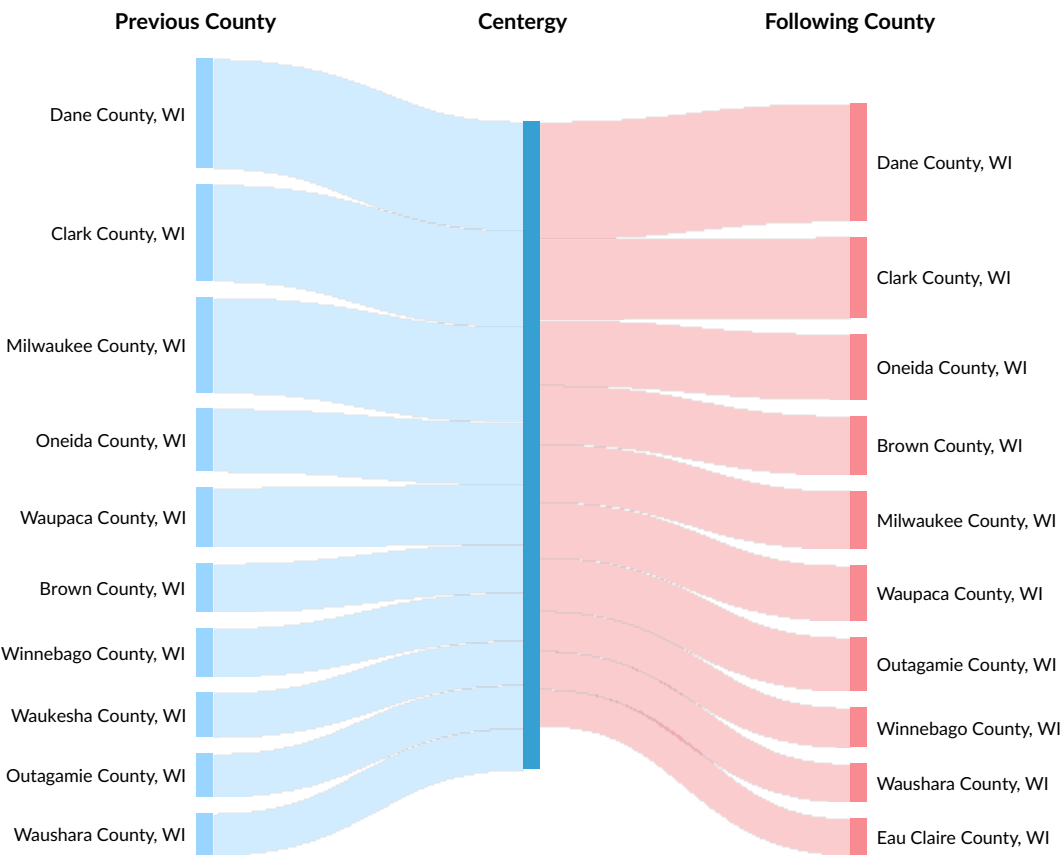
Where Talent Lives

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,533
54481	Stevens Point, WI (in Po...	14,621
54494	Wisconsin Rapids, WI (i...	14,415
54403	Wausau, WI (in Maratho...	12,638
54449	Marshfield, WI (in Woo...	12,485

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, 461 people have migrated from Dane County, WI to Centergy. In the same year, 497 people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2022 was 1,152.

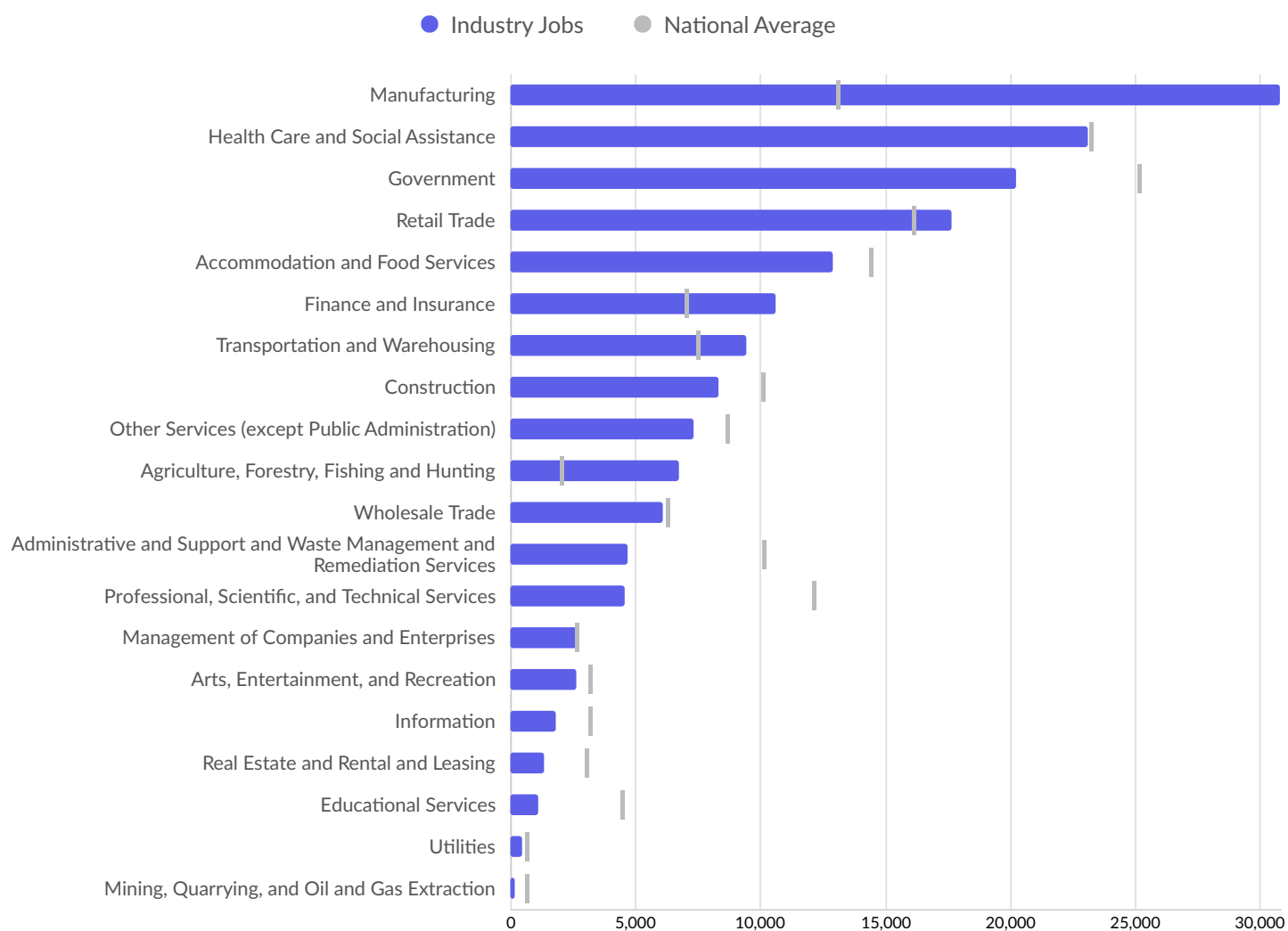


Top Previous Counties	Migrations
Dane County, WI	461
Clark County, WI	407
Milwaukee County, WI	402
Oneida County, WI	263
Waupaca County, WI	252
Brown County, WI	205

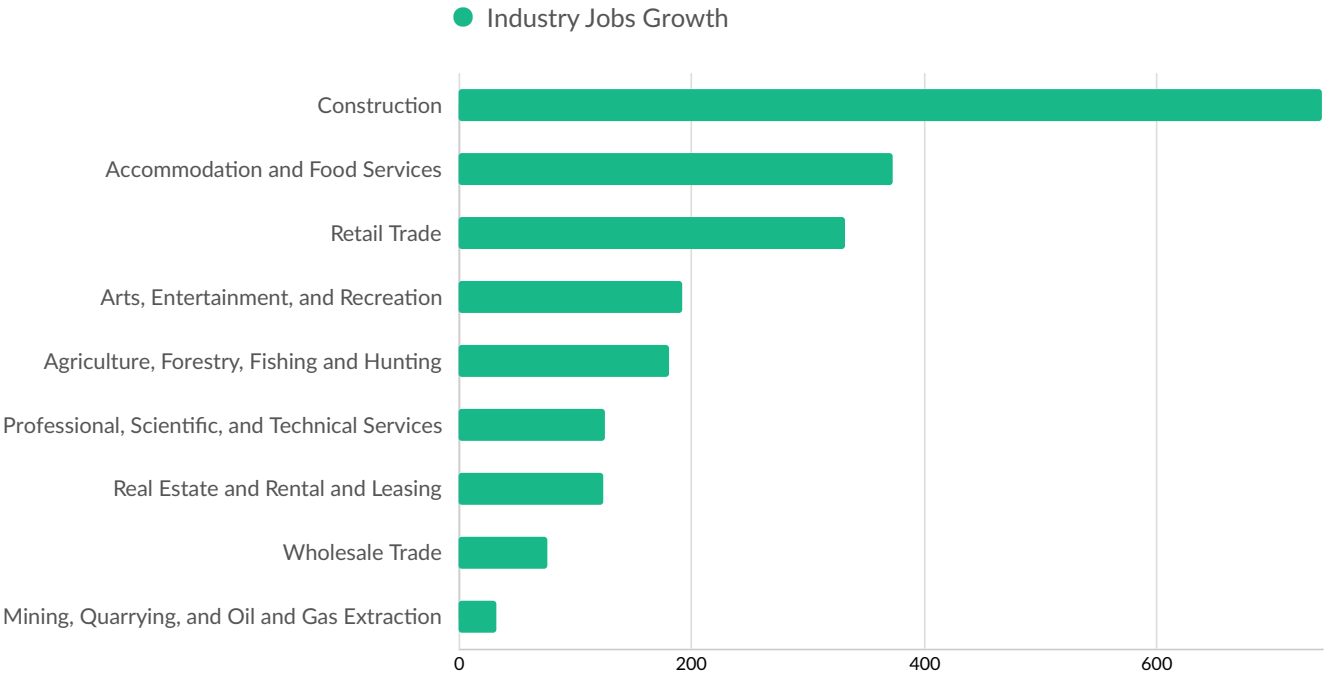
Top Previous Counties	Migrations
Winnebago County, WI	204
Waukesha County, WI	187
Outagamie County, WI	182
Waushara County, WI	176
Shawano County, WI	173
Cook County, IL	154
Columbia County, WI	151
Hennepin County, MN	148
Maricopa County, AZ	139
Top Following Counties	Migrations
Dane County, WI	497
Clark County, WI	340
Oneida County, WI	277
Brown County, WI	249
Milwaukee County, WI	245
Waupaca County, WI	235
Outagamie County, WI	227
Winnebago County, WI	169
Waushara County, WI	161
Eau Claire County, WI	154
Sauk County, WI	146
Shawano County, WI	140
Waukesha County, WI	139
Langlade County, WI	126
Hennepin County, MN	120

Industry Characteristics

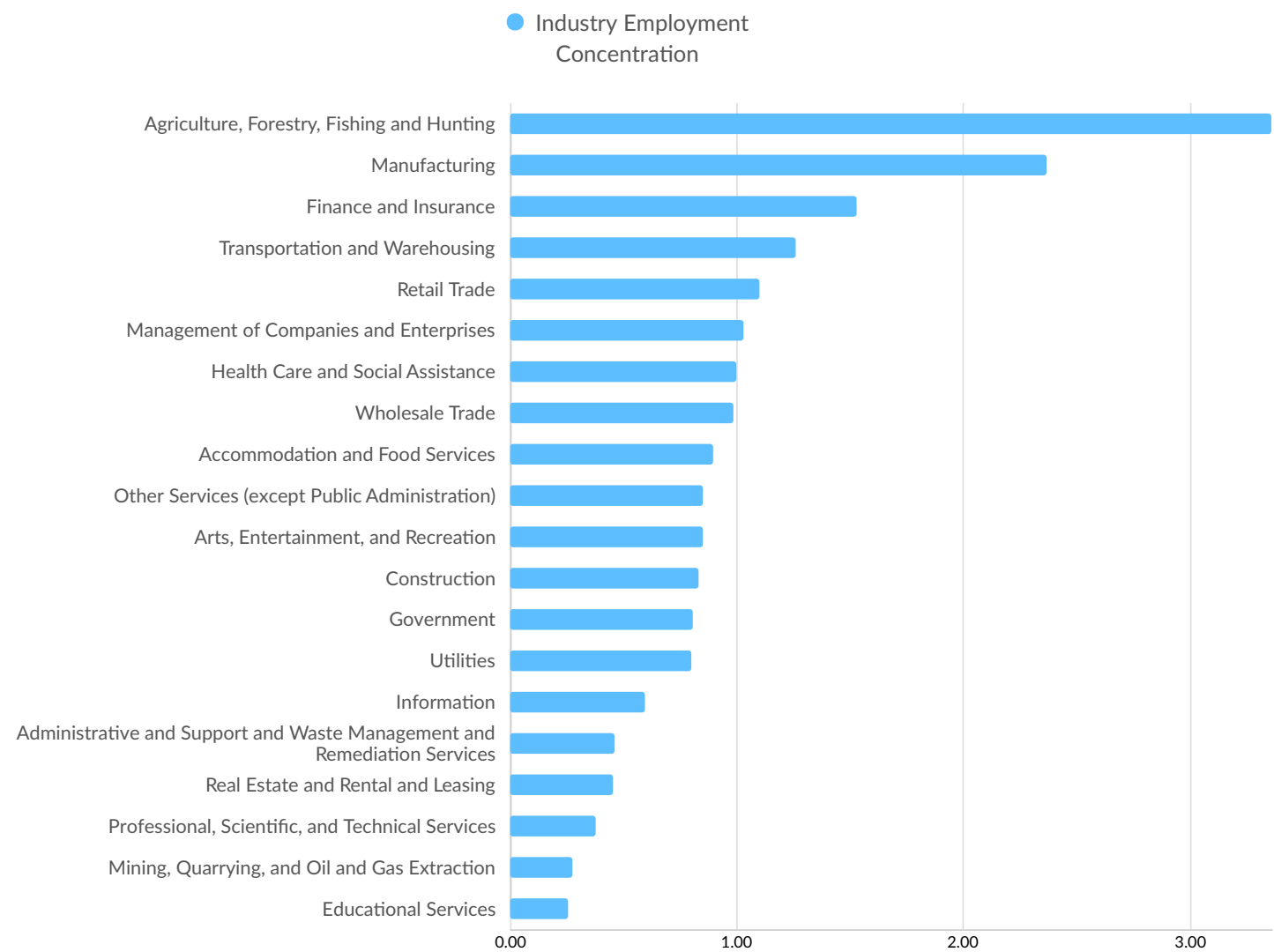
Largest Industries



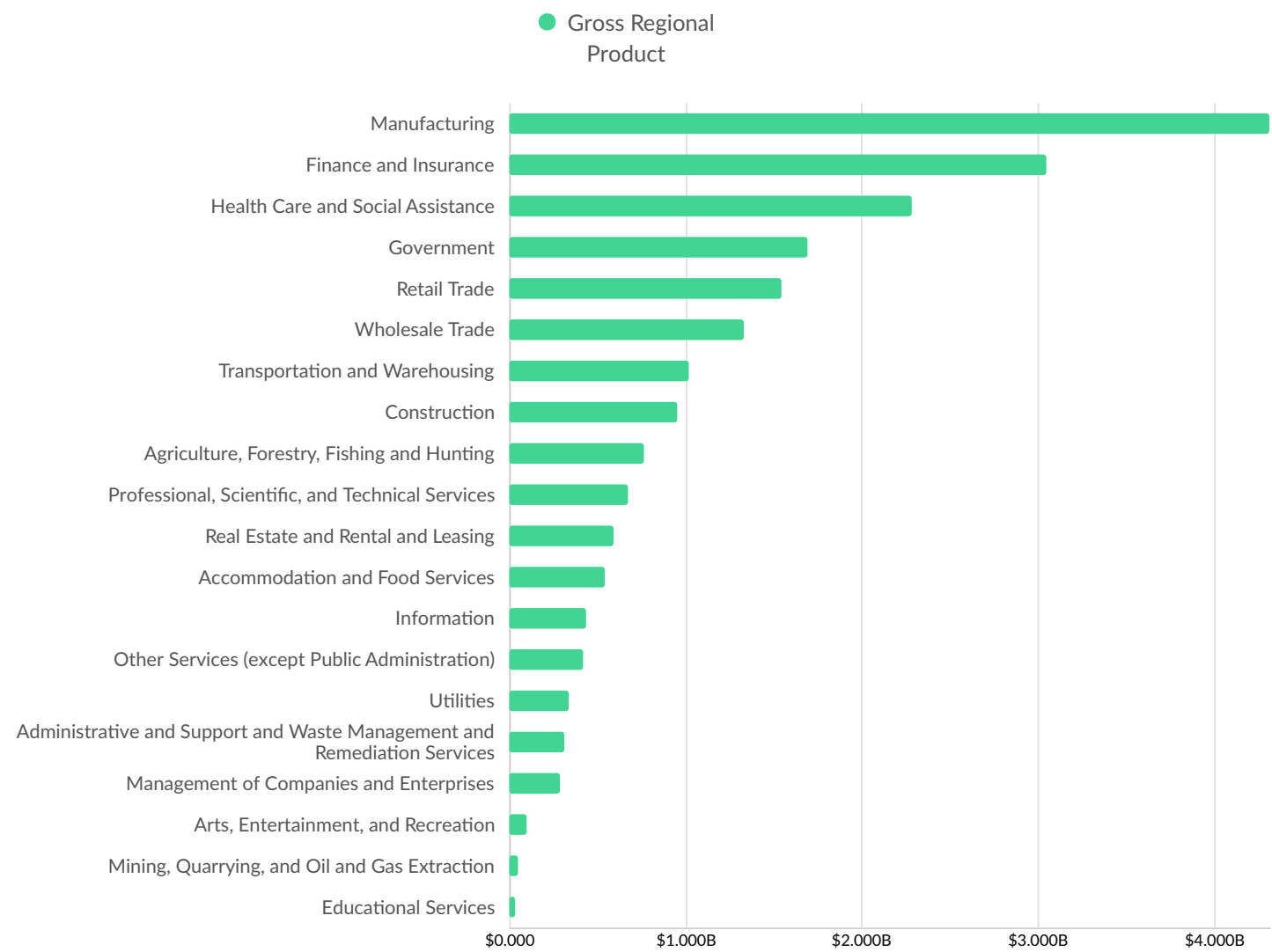
Top Growing Industries



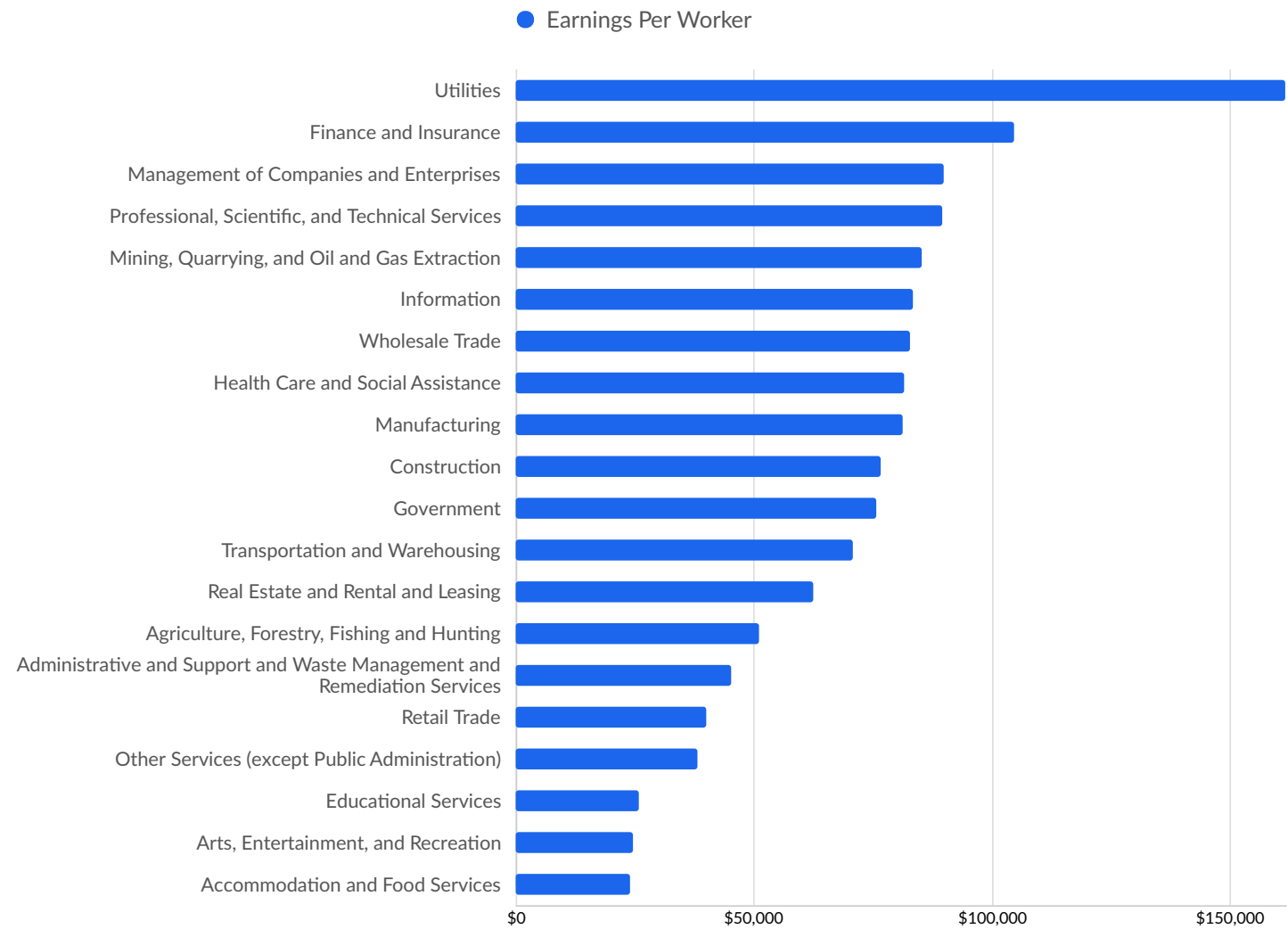
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



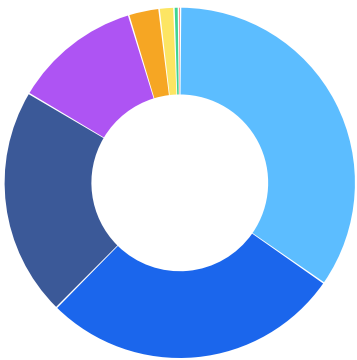
Business Characteristics

19,018 Companies Employ Your Workers

Online profiles for your workers mention 19,018 companies as employers, with the top 10 appearing below. In the last 12 months, 2,804 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,436 <div></div>	Marshfield Clinic	2,256 <div></div>
Sentry	1,581 <div></div>	Aspirus	1,958 <div></div>
Aspirus	1,502 <div></div>	Aya Healthcare	549 <div></div>
University of Wisconsin-Steven...	1,431 <div></div>	CompHealth	480 <div></div>
Greenheck	513 <div></div>	Service First Staffing	406 <div></div>
Church Mutual Insurance Comp...	509 <div></div>	Walmart	384 <div></div>
Ministry Health Care	489 <div></div>	GPAC	343 <div></div>
Skyward	402 <div></div>	Sentry	342 <div></div>
Northcentral Technical College	401 <div></div>	Anders Group	322 <div></div>
Sentry Insurance	395 <div></div>	Pick And Save	302 <div></div>

Business Size

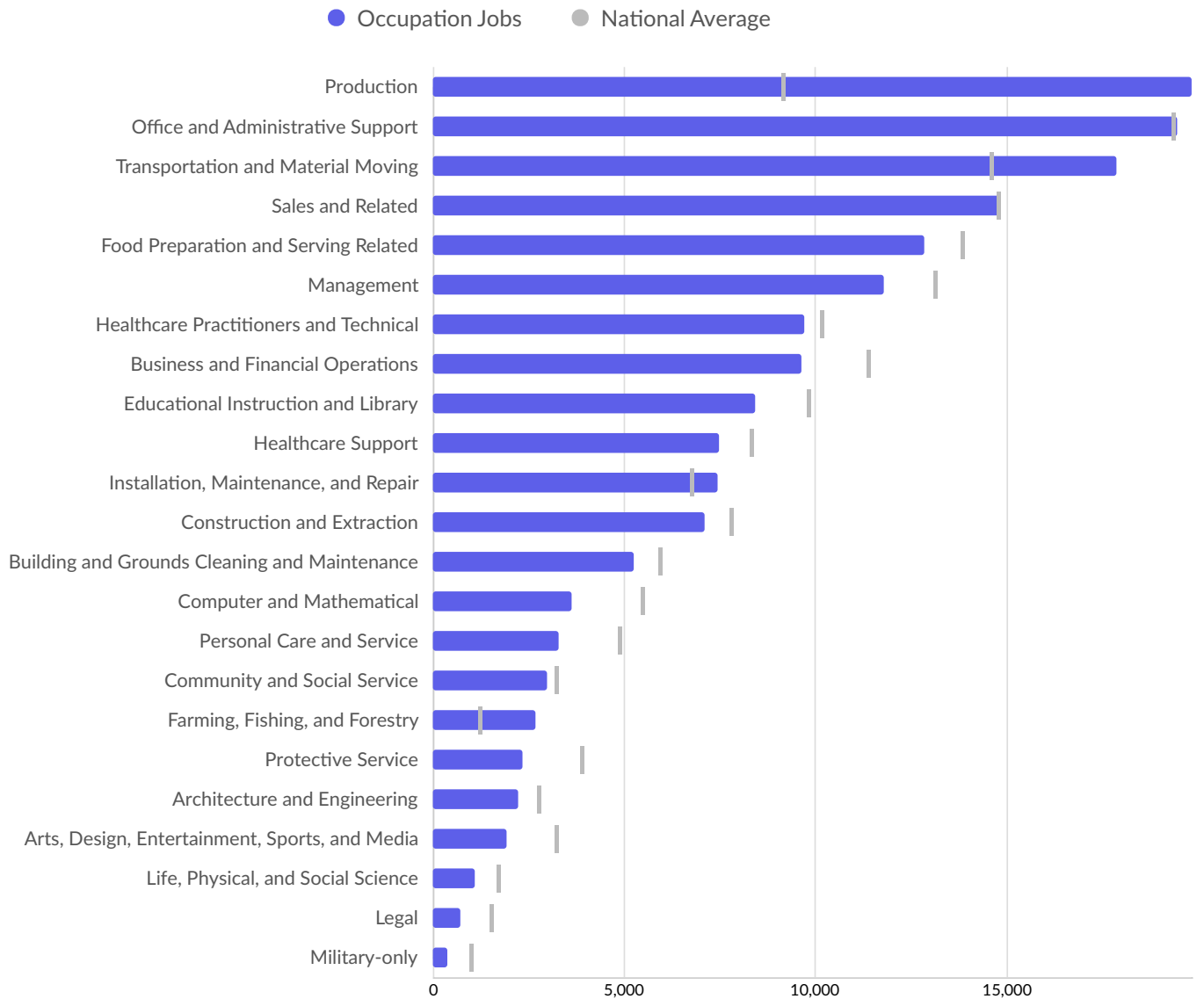


	Percentage	Business Count
1 to 4 employees	34.6%	5,064
5 to 9 employees	27.7%	4,059
10 to 19 employees	21.1%	3,089
20 to 49 employees	11.8%	1,723
50 to 99 employees	2.8%	413
100 to 249 employees	1.4%	199
250 to 499 employees	0.4%	60
500+ employees	0.2%	28

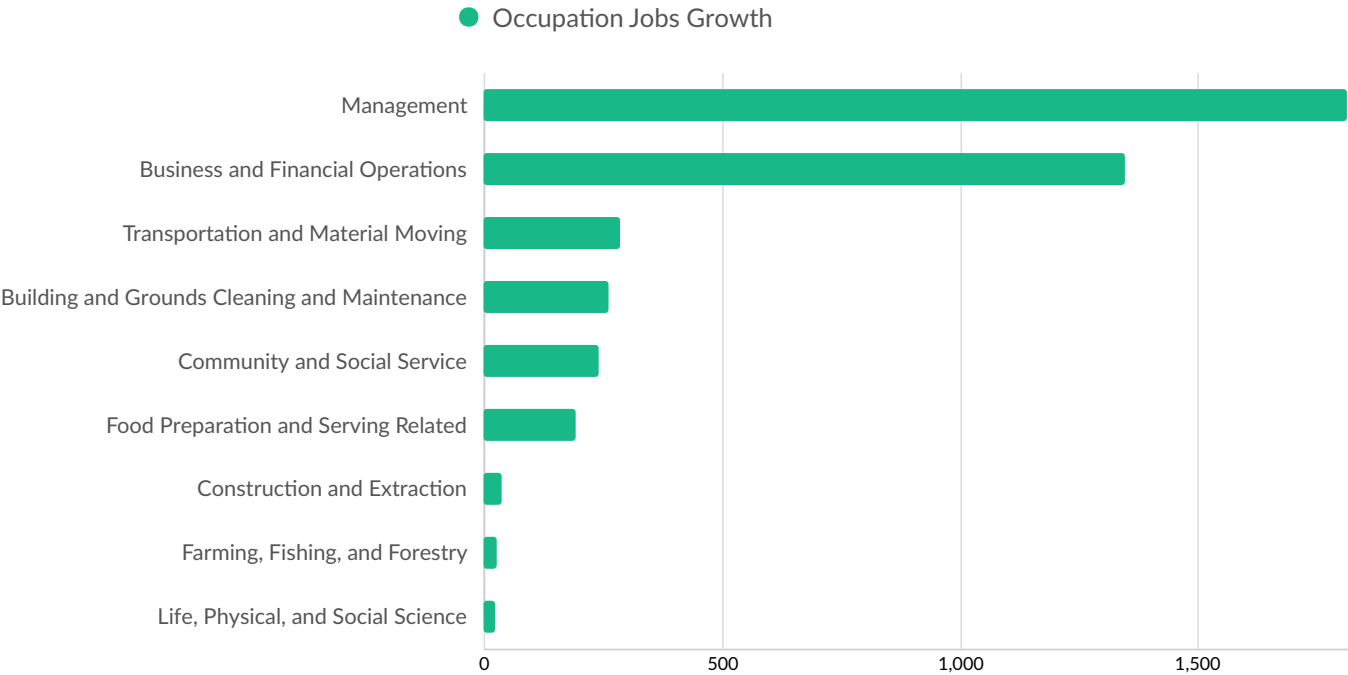
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

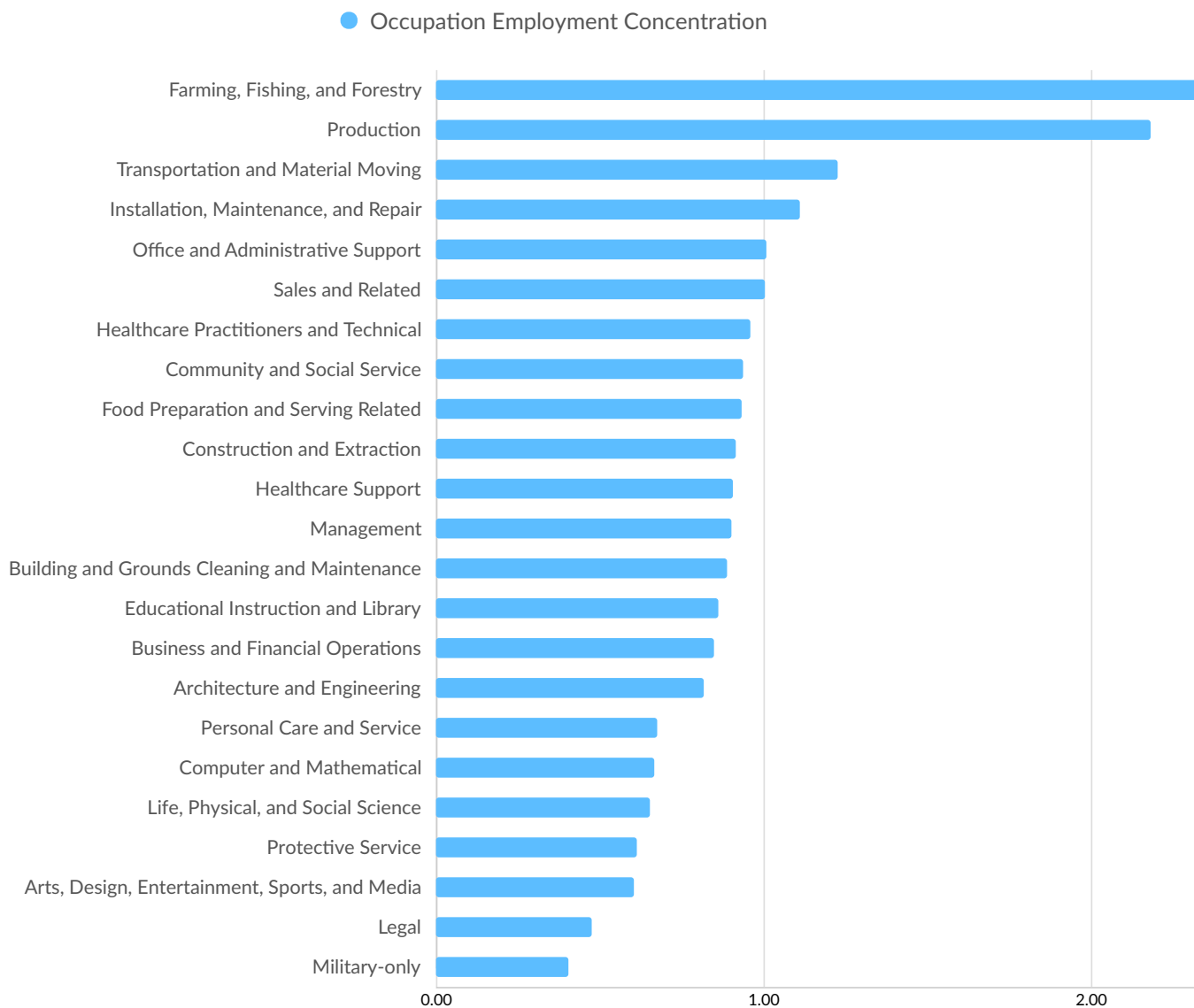
Largest Occupations



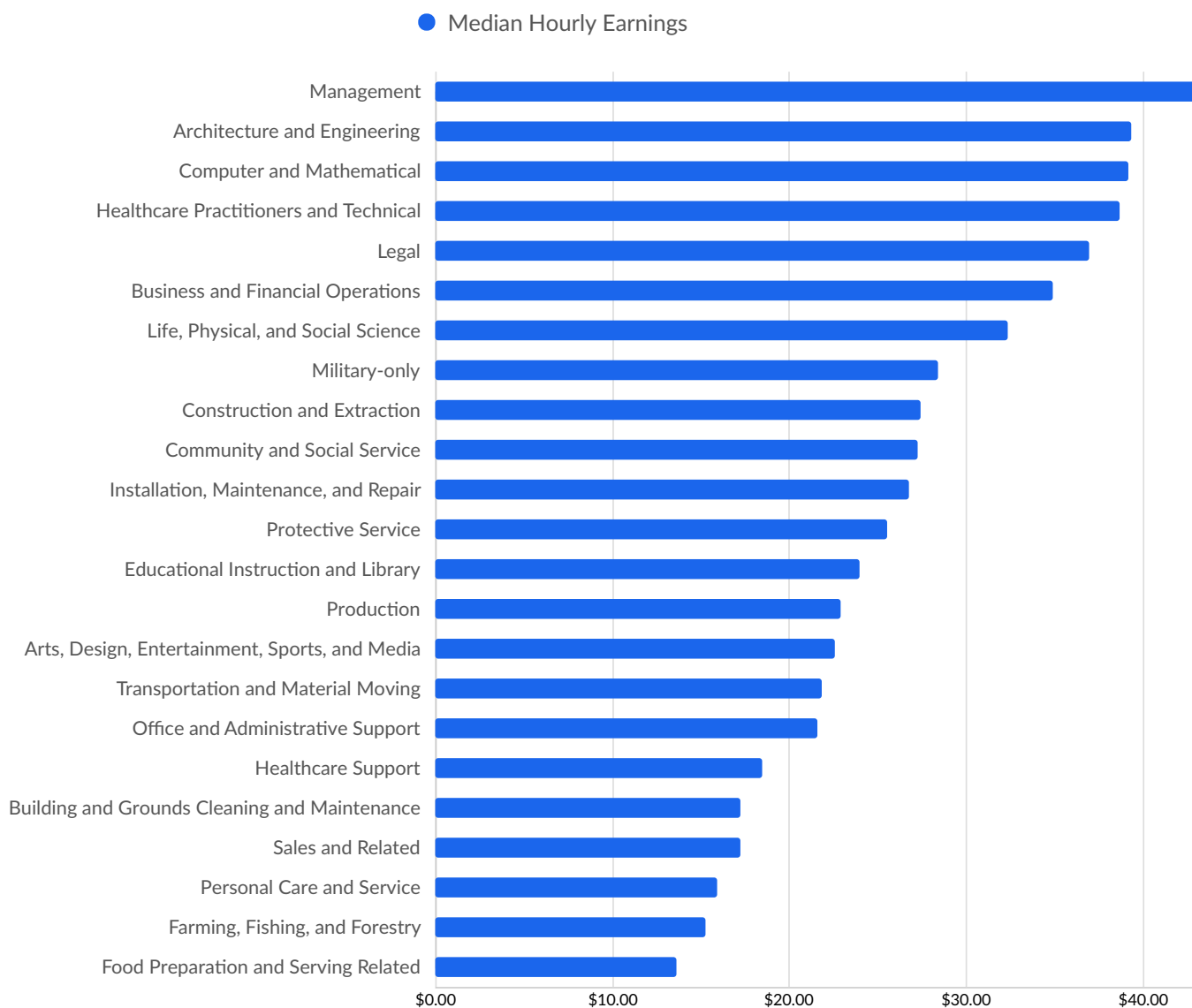
Top Growing Occupations



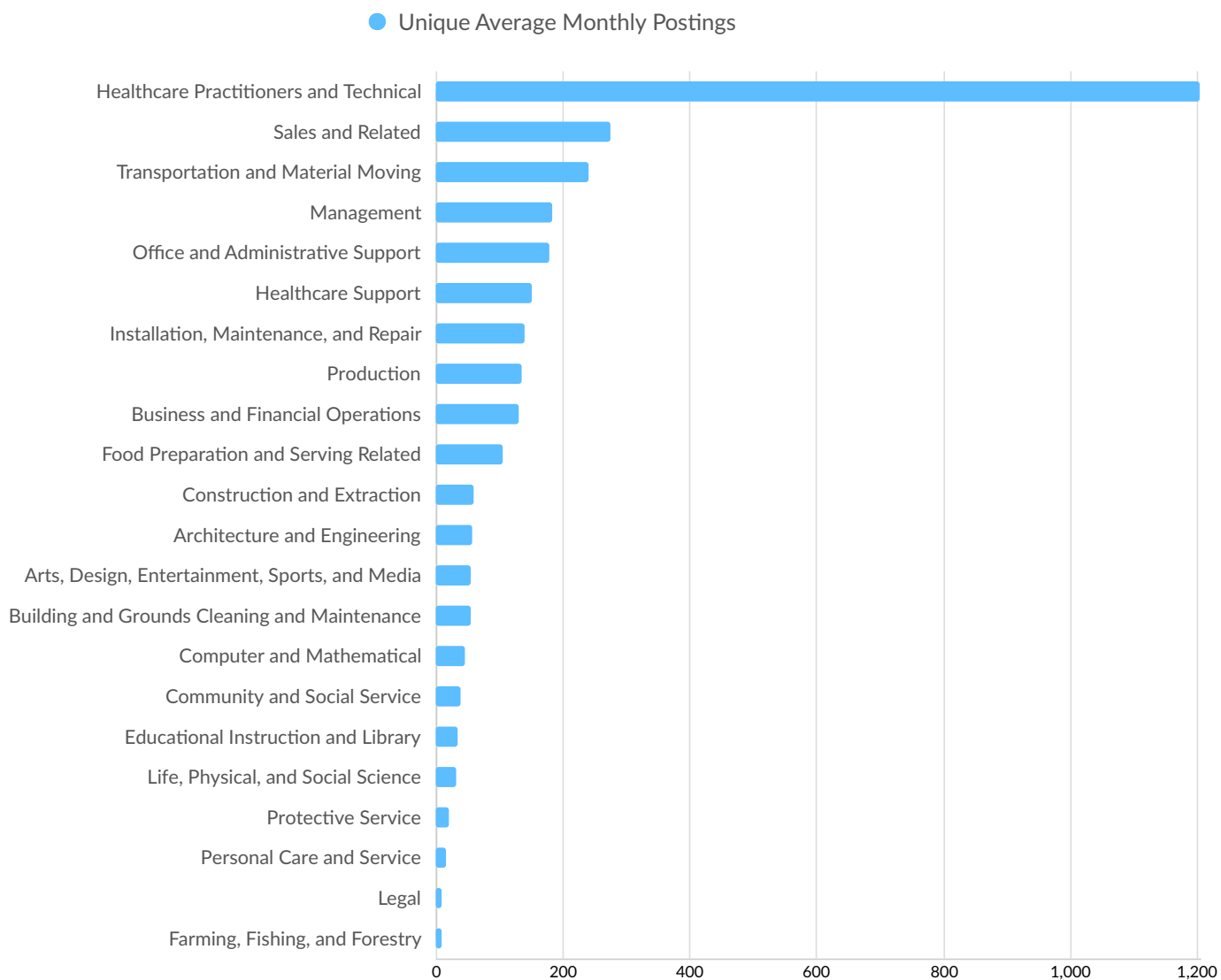
Top Occupation Employment Concentration



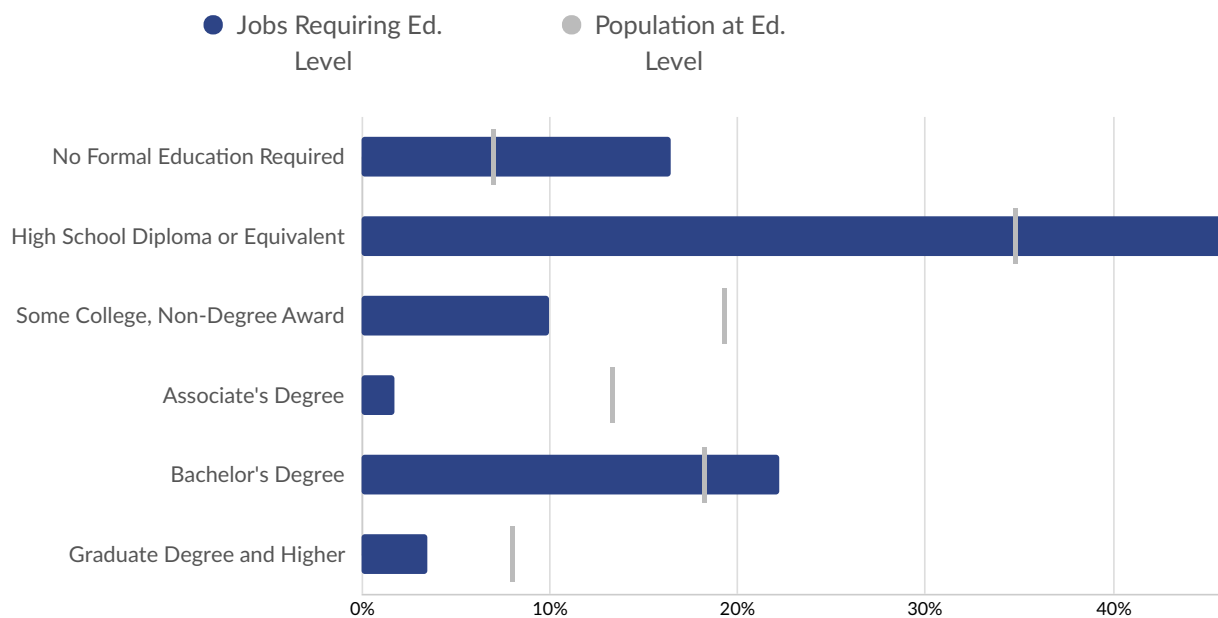
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 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	<div><div></div><div></div></div>	<div></div>
University of Wisconsin-Stevens Point	1,845	<div><div></div><div></div><div></div><div></div></div>	<div></div>
Mid-State Technical College	997	<div><div></div><div></div></div>	<div></div>
State College of Beauty Culture Inc	49	<div><div></div></div>	<div></div>

Certificate

Associate's

Bachelor's

Master's or Higher

In-Demand Skills

