



Centergy

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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

336,335

Population (2025)

Population **grew by 4,509** over the last 5 years and is projected to **grow by 4,971** over the next 5 years.

172,691

Total Regional Employment

Jobs **grew by 3,594** over the last 5 years and are projected to **grow by 1,734** over the next 5 years.

\$70.0K

Avg. Earnings Per Job (2025)

Regional average earnings per job are **\$18.5K below** the national average earnings of \$88.5K per job.

Takeaways

- As of 2025 the region's population **increased by 1.4%** since 2020, growing by 4,509. Population is expected to **increase by 1.5%** between 2025 and 2030, adding 4,971.
- From 2020 to 2025, jobs **increased by 2.1%** in Centergy from 169,097 to **172,691**. This change **fell short of the national growth rate of 10.6% by 8.5%**. As the number of jobs increased, the **labor force participation rate decreased from 64.5% to 61.0% between 2020 and 2025**.
- Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

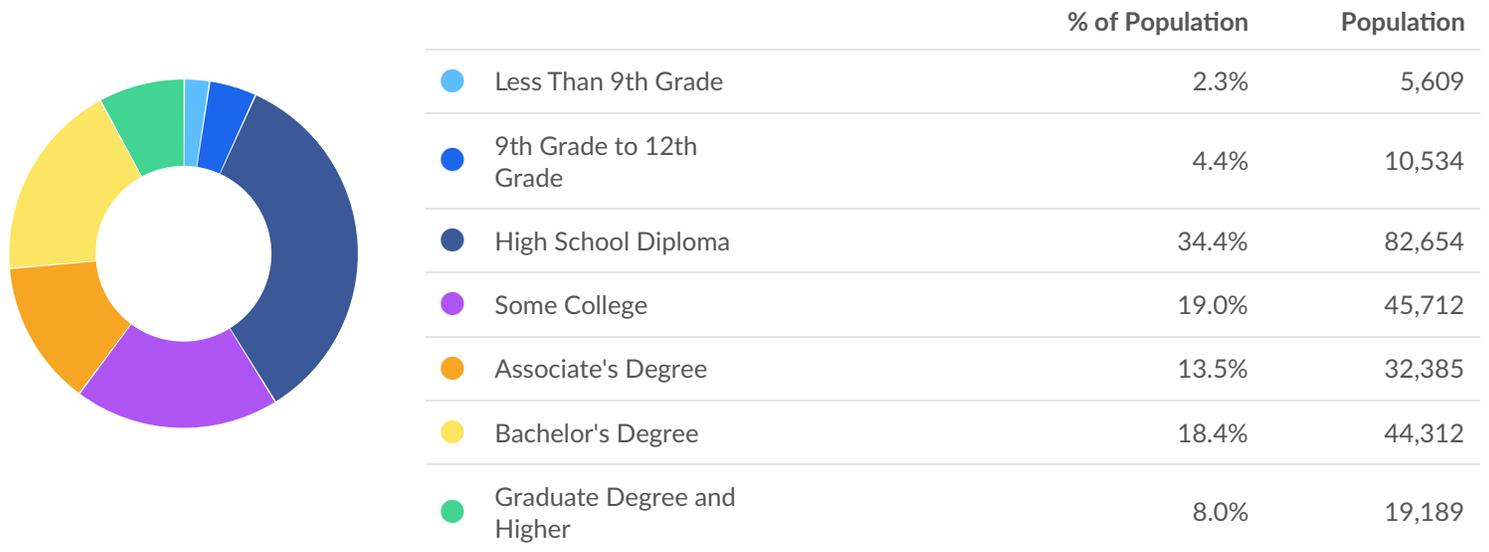
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	336,335	168,274	172,691	99.1	\$23.71B	\$28.16B	\$27.28B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



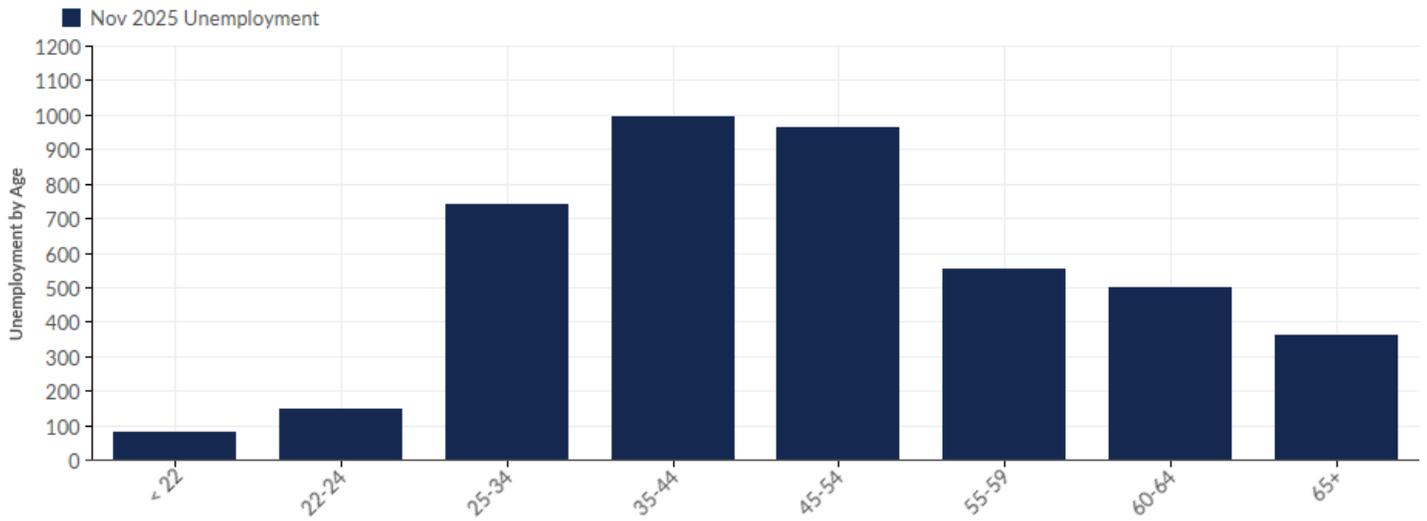
Educational Attainment

Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).



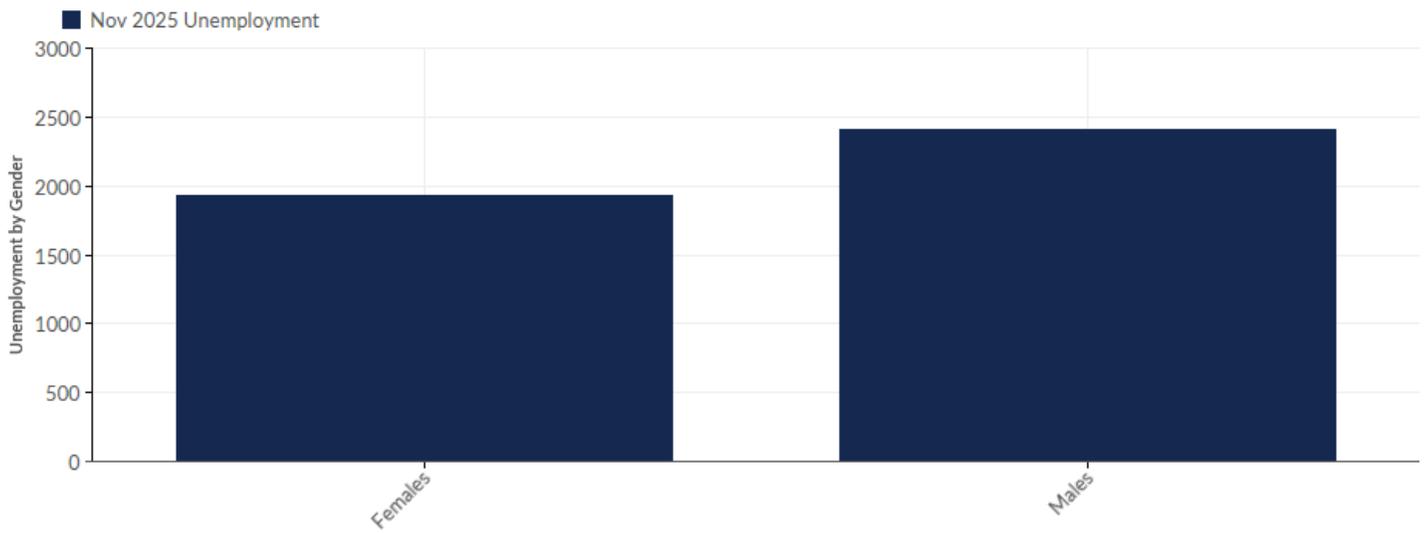
Unemployment by Demographics

Unemployment by Age



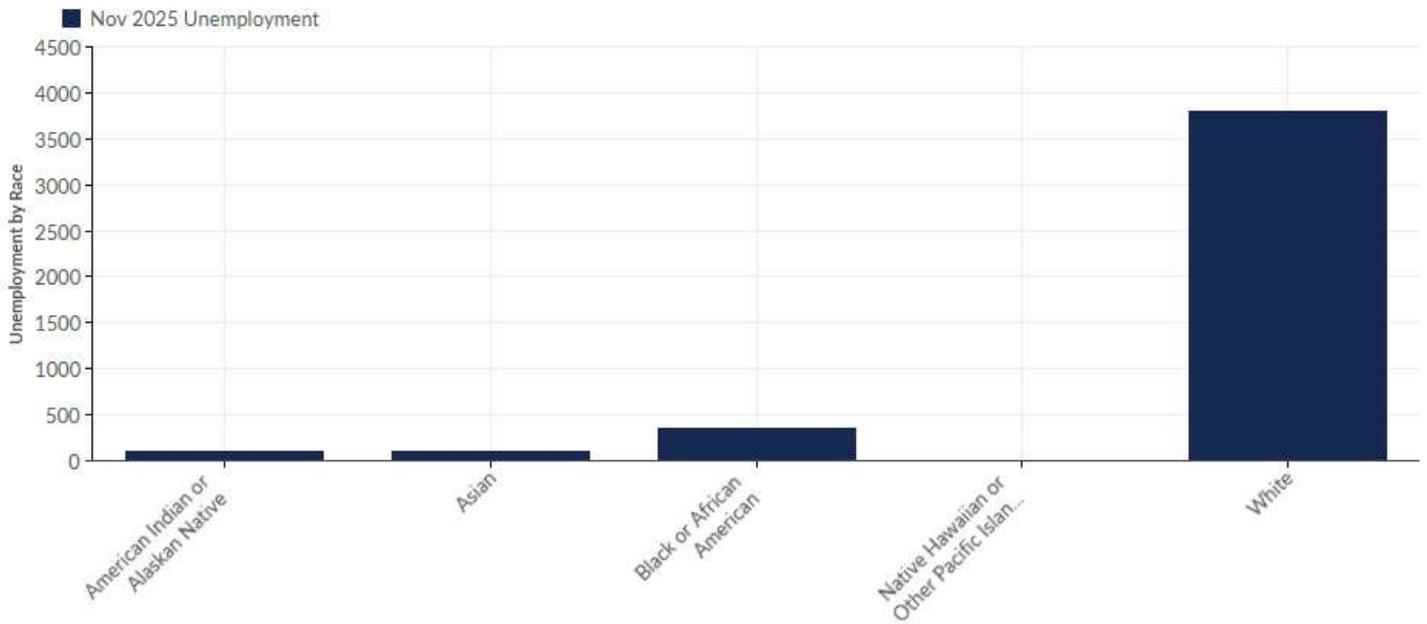
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	81	1.87%
22-24	148	3.41%
25-34	741	17.06%
35-44	993	22.86%
45-54	964	22.20%
55-59	553	12.73%
60-64	500	11.51%
65+	363	8.36%
Total	4,343	100.00%

Unemployment by Gender



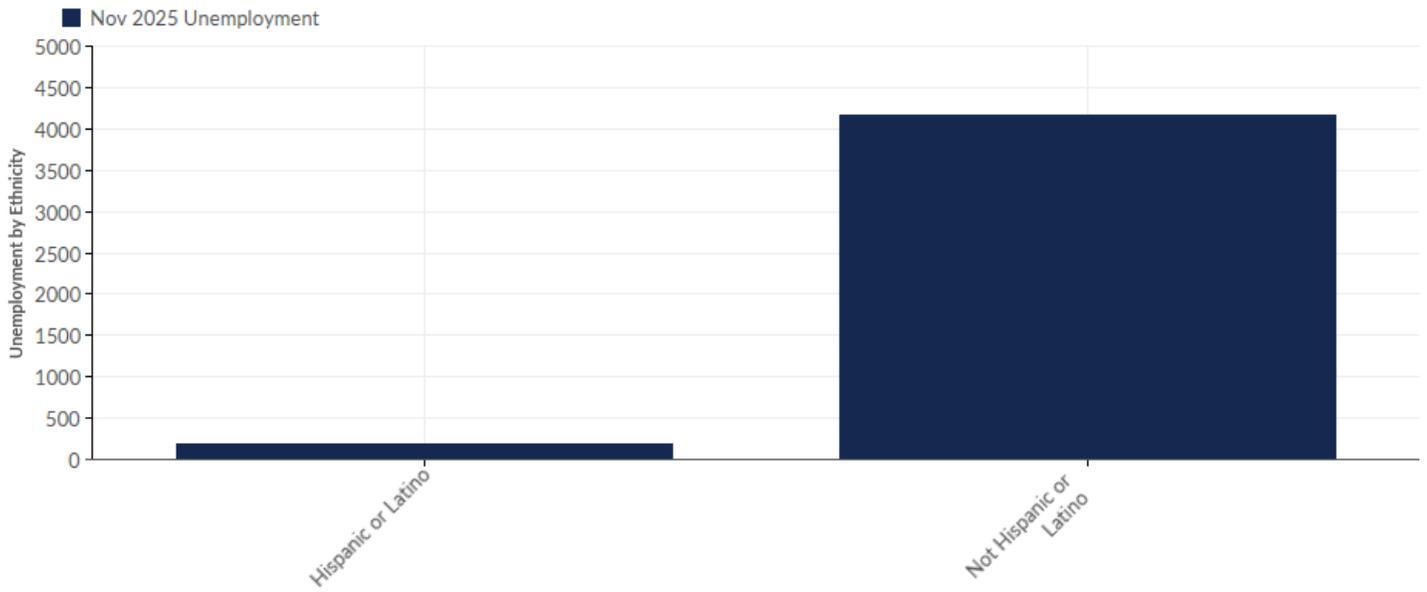
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	1,933	44.51%
Males	2,410	55.49%
Total	4,343	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	92	2.12%
Asian	100	2.30%
Black or African American	353	8.13%
Native Hawaiian or Other Pacific Islander	7	0.16%
White	3,790	87.27%
Total	4,343	100.00%

Unemployment by Ethnicity

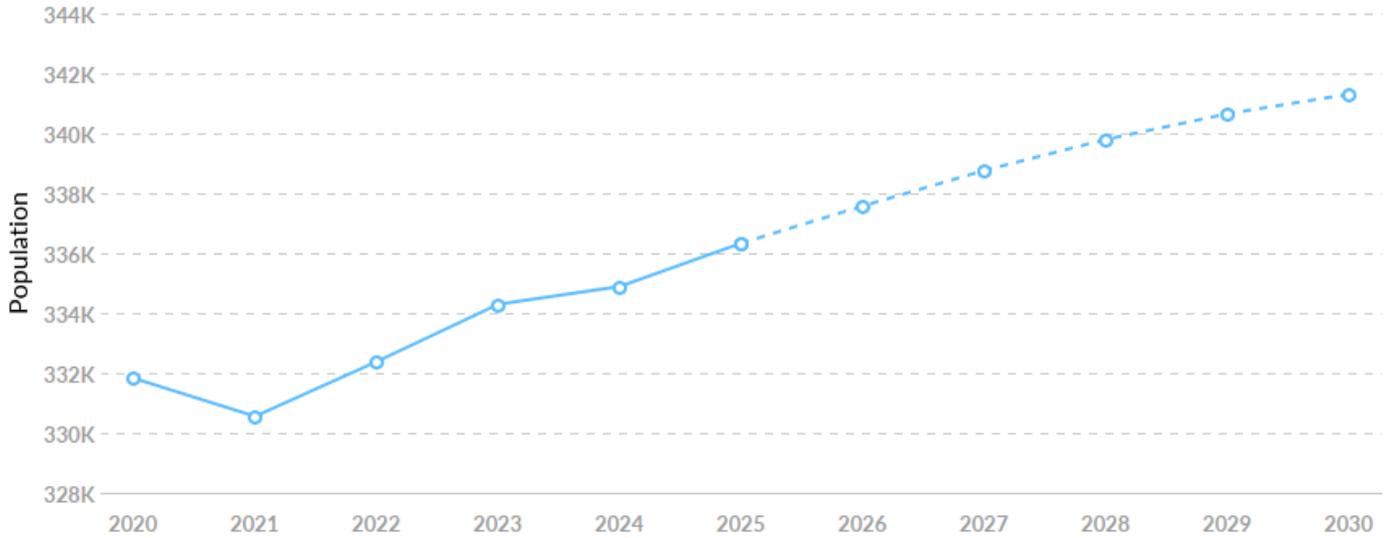


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	182	4.19%
Not Hispanic or Latino	4,161	95.81%
Total	4,343	100.00%

Historic & Projected Trends

Population Trends

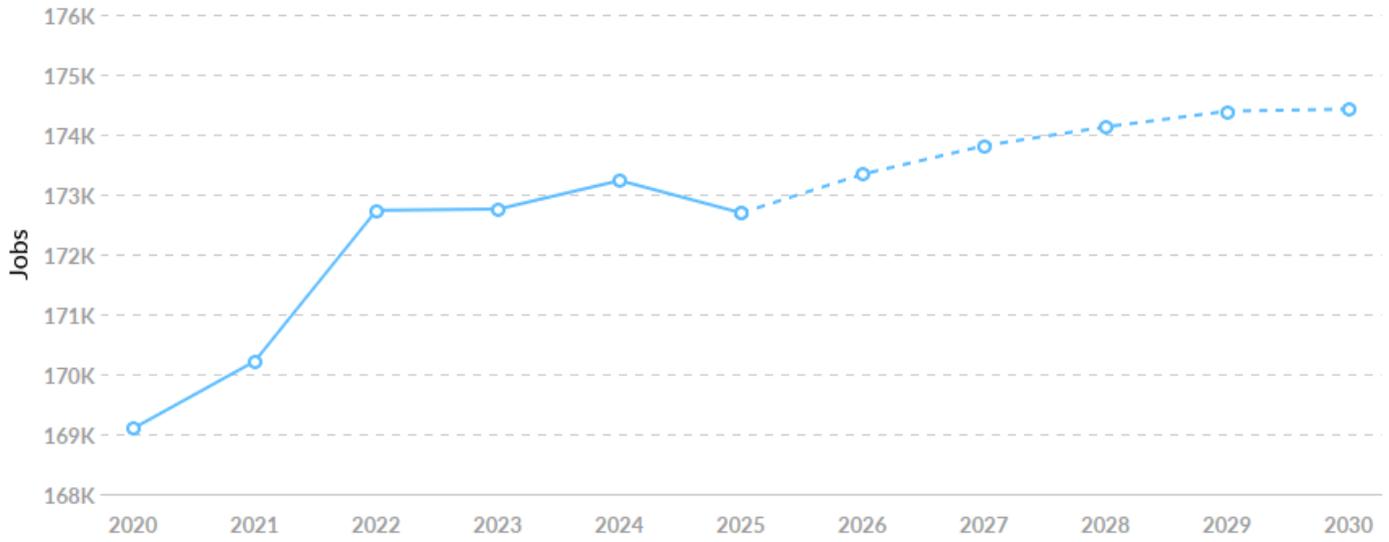
As of 2025 the region's population increased by 1.4% since 2020, growing by 4,509. Population is expected to increase by 1.5% between 2025 and 2030, adding 4,971.



Timeframe	Population
2020	331,826
2021	330,554
2022	332,379
2023	334,294
2024	334,887
2025	336,335
2026	337,576
2027	338,764
2028	339,797
2029	340,653
2030	341,306

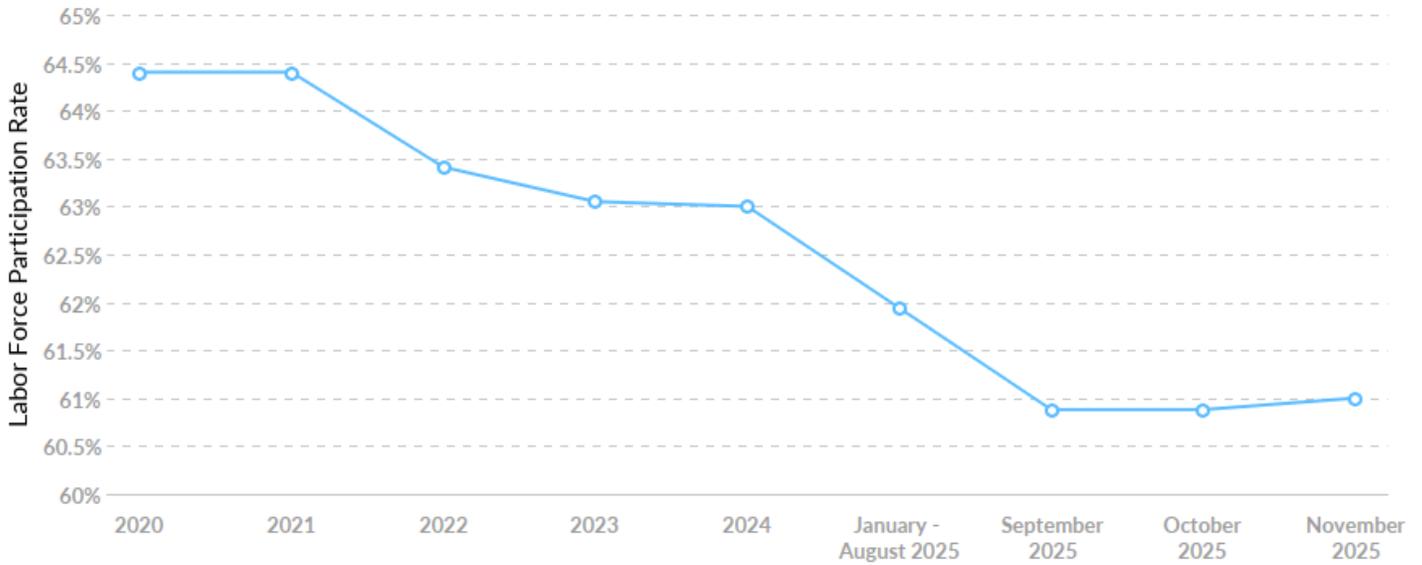
Job Trends

From 2020 to 2025, jobs increased by 2.1% in Centergy from 169,097 to **172,691**. This change fell short of the national growth rate of 10.6% by 8.5%.



Timeframe	Jobs
2020	169,097
2021	170,218
2022	172,735
2023	172,755
2024	173,232
2025	172,691
2026	173,338
2027	173,814
2028	174,128
2029	174,390
2030	174,424

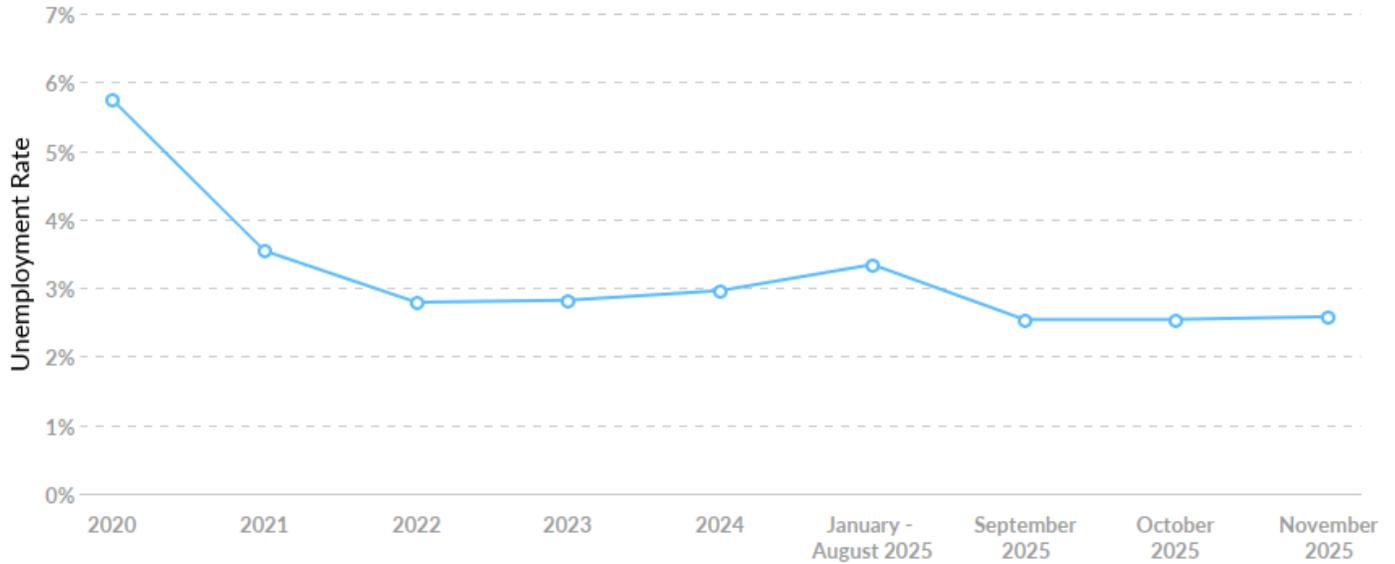
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	64.40%
2021	64.40%
2022	63.41%
2023	63.05%
2024	63.00%
January - August 2025	61.94%
September 2025	60.88%
October 2025	60.88%
November 2025	61.00%

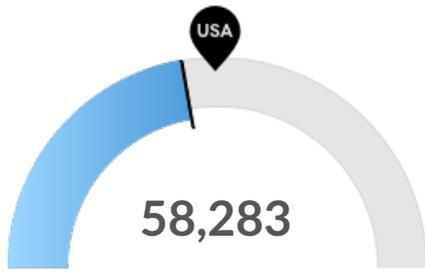
Unemployment Rate Trends

Your areas had a November 2025 unemployment rate of 2.58%, decreasing from 5.74% 5 years before.



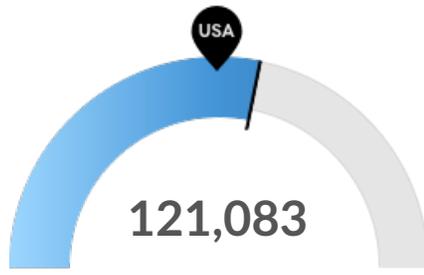
Timeframe	Unemployment Rate
2020	5.74%
2021	3.54%
2022	2.79%
2023	2.82%
2024	2.96%
January - August 2025	3.34%
September 2025	2.54%
October 2025	2.54%
November 2025	2.58%

Population Characteristics



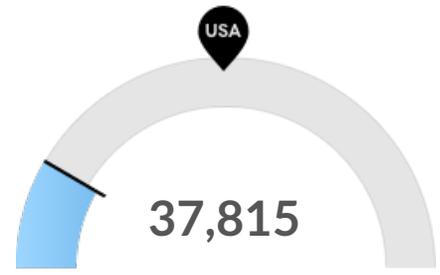
Millennials

Your area has 58,283 millennials (ages 25-39). The national average for an area this size is 68,555.



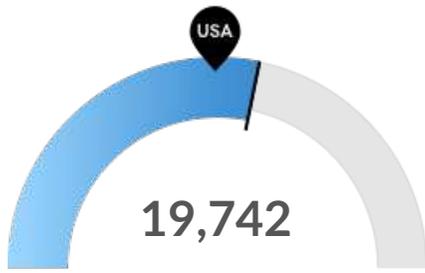
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 101,262 people 55 or older, while there are 121,083 here.



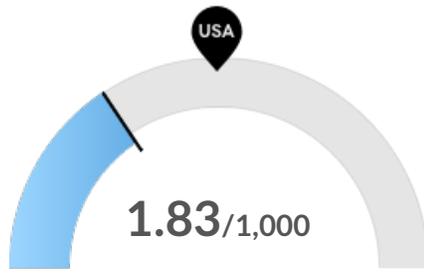
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 142,456 racially diverse people, while there are 37,815 here.



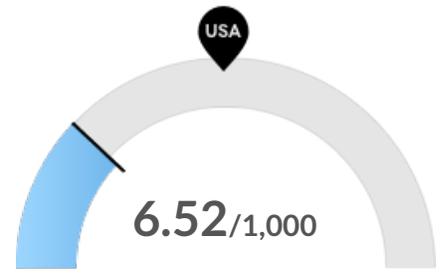
Veterans

Your area has 19,742 veterans. The national average for an area this size is 16,446.



Violent Crime

Your area has 1.83 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

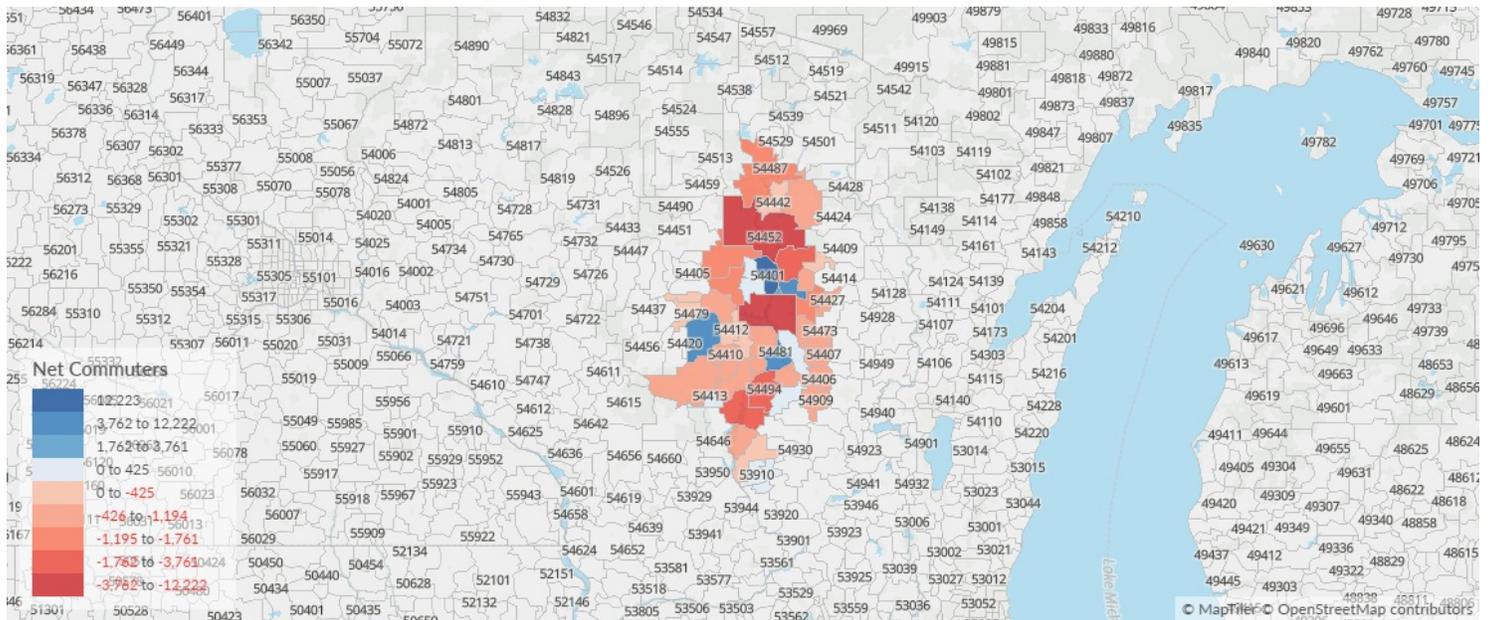


Property Crime

Your area has 6.52 property crimes per 1,000 people. The national rate is 16.44 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

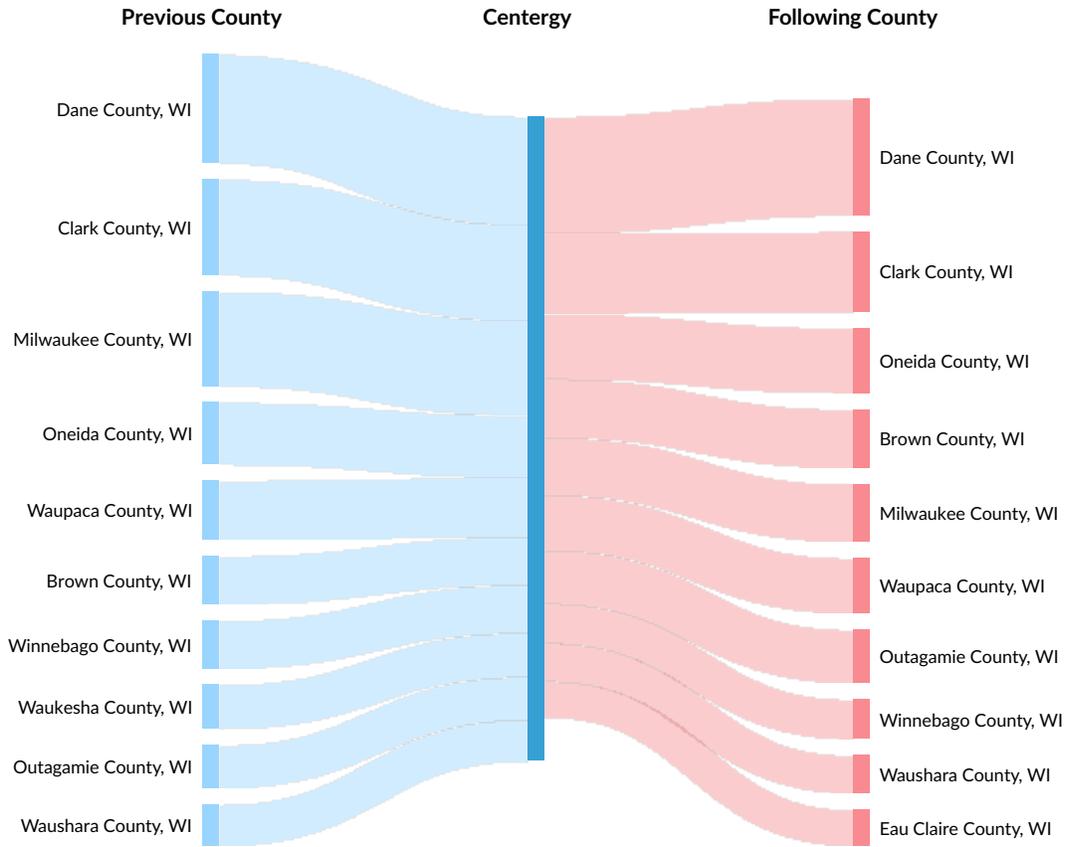
Where Talent Lives

ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	28,687	54401	Wausau, WI (in Maratho...	16,464
54481	Stevens Point, WI (in Po...	18,991	54481	Stevens Point, WI (in Po...	14,686
54449	Marshfield, WI (in Woo...	16,949	54494	Wisconsin Rapids, WI (i...	14,434
54476	Schofield, WI (in Marath...	15,181	54403	Wausau, WI (in Maratho...	12,600
54494	Wisconsin Rapids, WI (i...	11,910	54449	Marshfield, WI (in Woo...	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 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**.

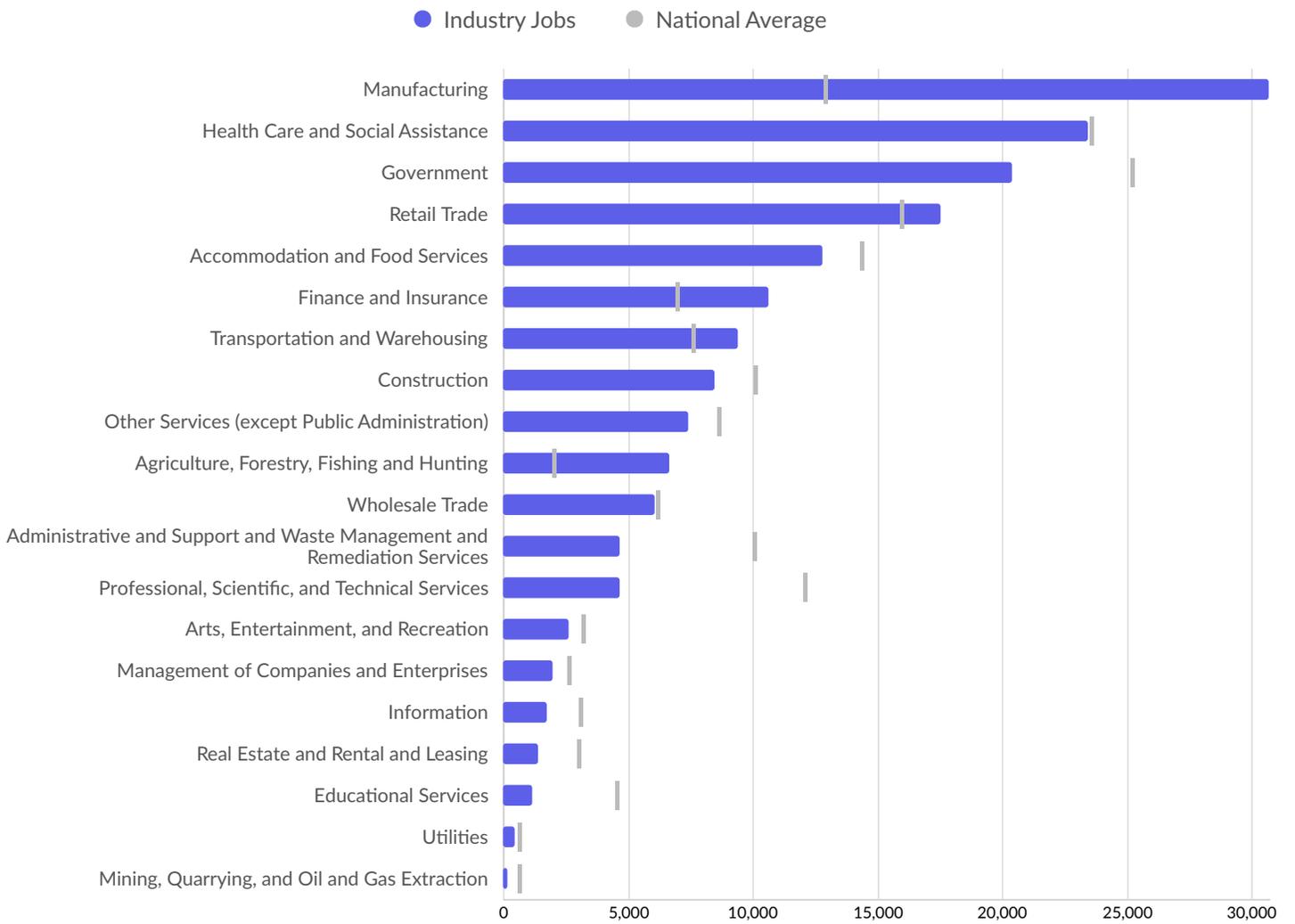


Top Previous Counties	Migrations
Dane County, WI	461
Clark County, WI	407
Milwaukee County, WI	402
Oneida County, WI	263
Waupaca County, WI	252
Brown County, WI	205

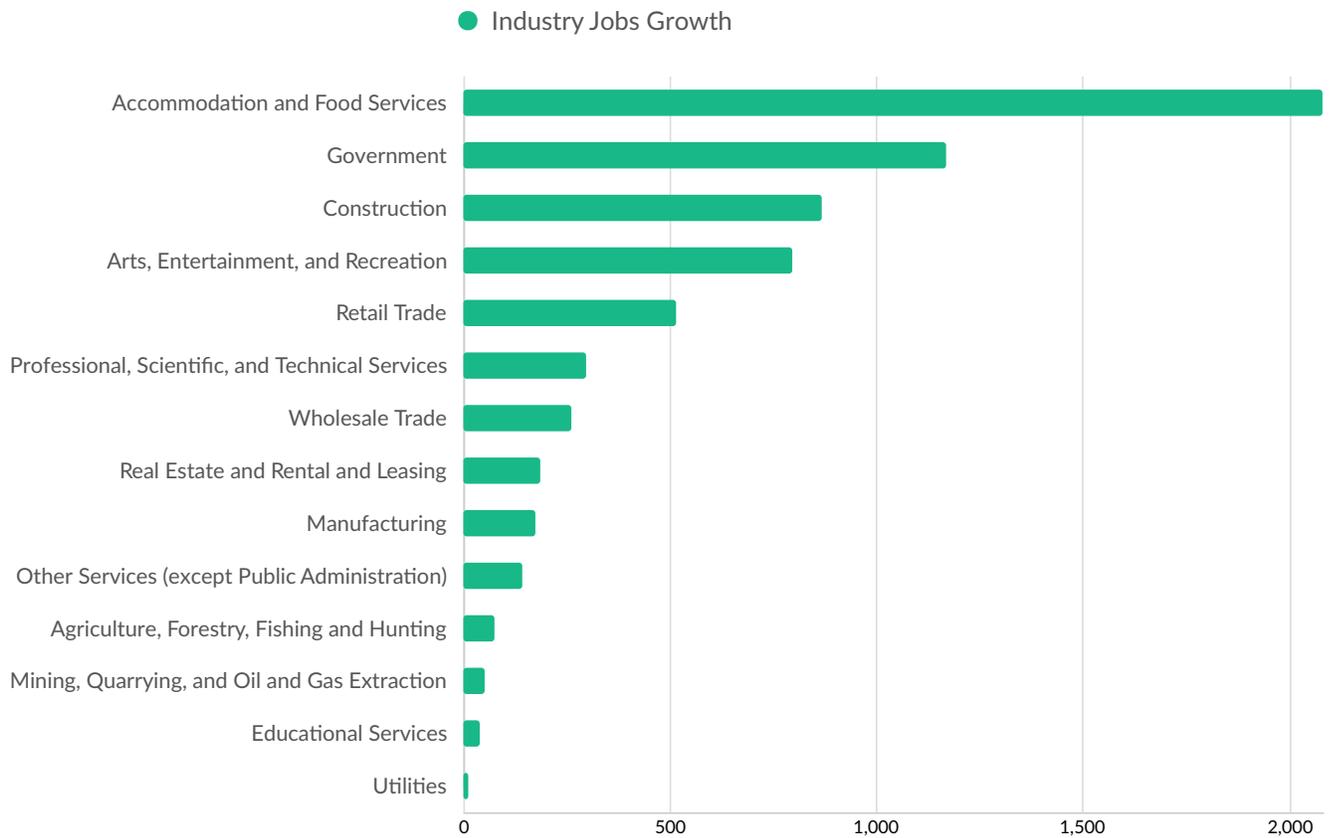
Top Previous Counties	Migrations
Winnebago County, WI	204
Waukesha County, WI	187
Outagamie County, WI	182
Waushara County, WI	176
Shawano County, WI	173
Cook County, IL	154
Columbia County, WI	151
Hennepin County, MN	148
Maricopa County, AZ	139
Top Following Counties	Migrations
Dane County, WI	497
Clark 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

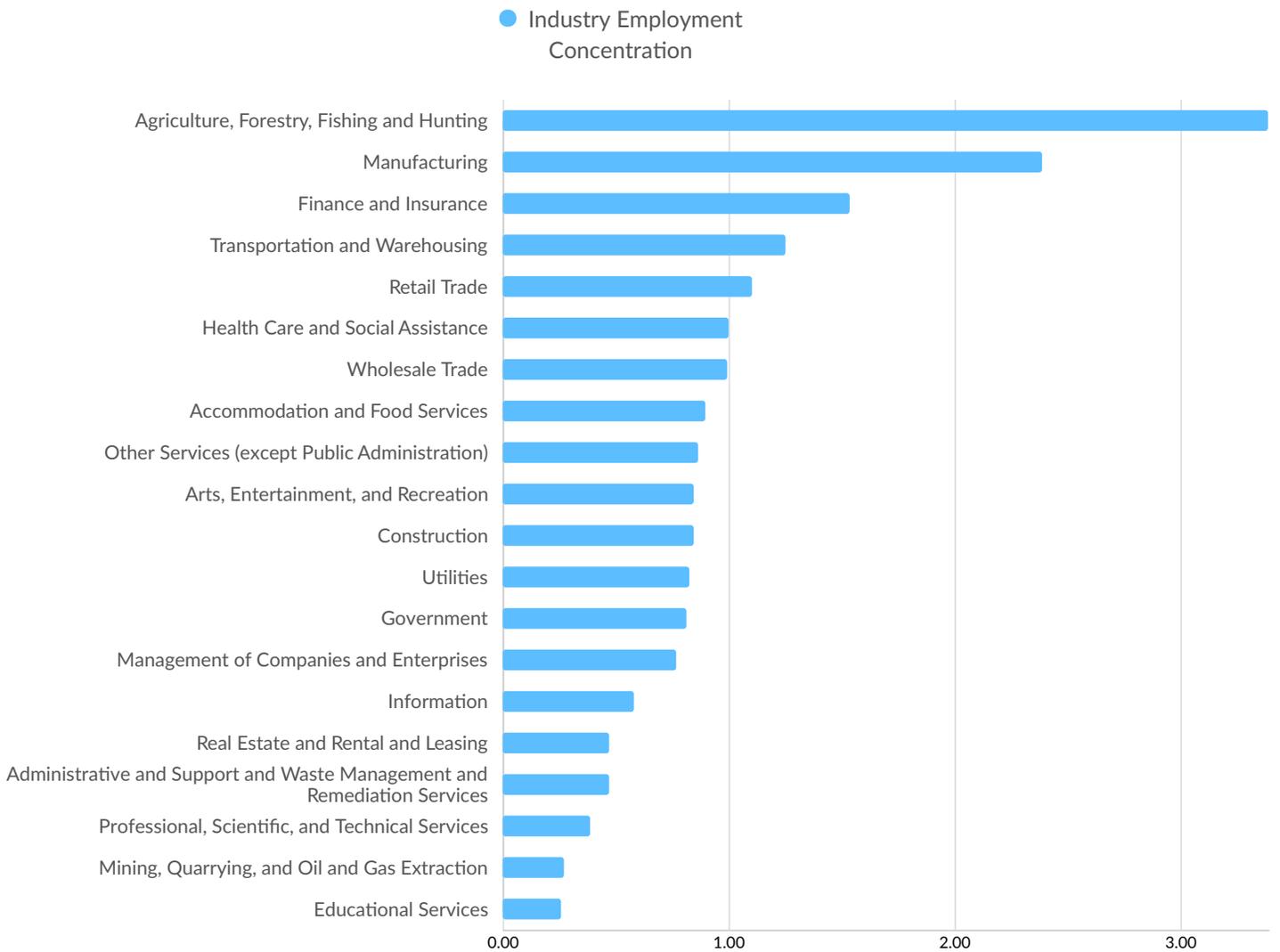
Largest Industries



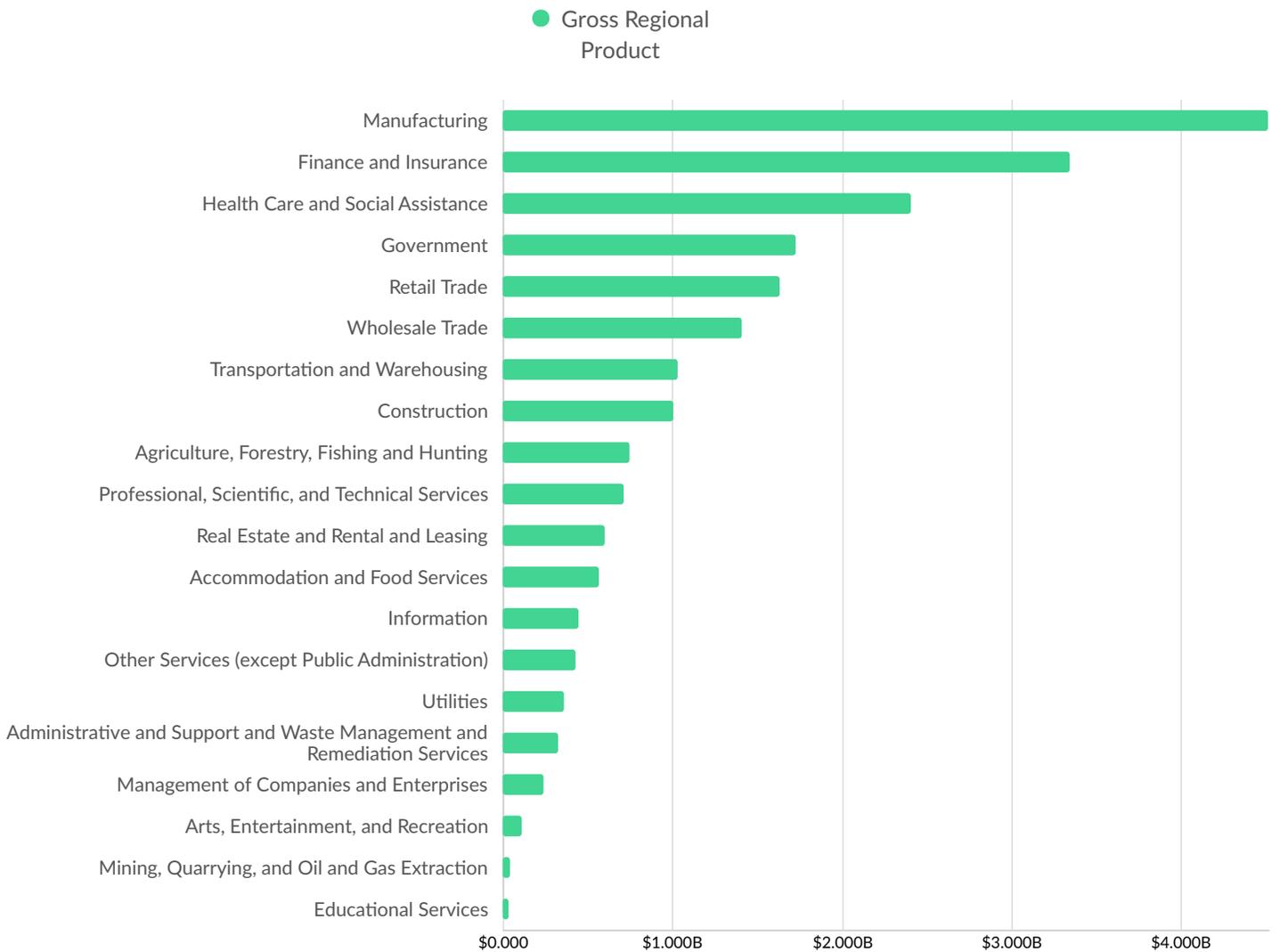
Top Growing Industries



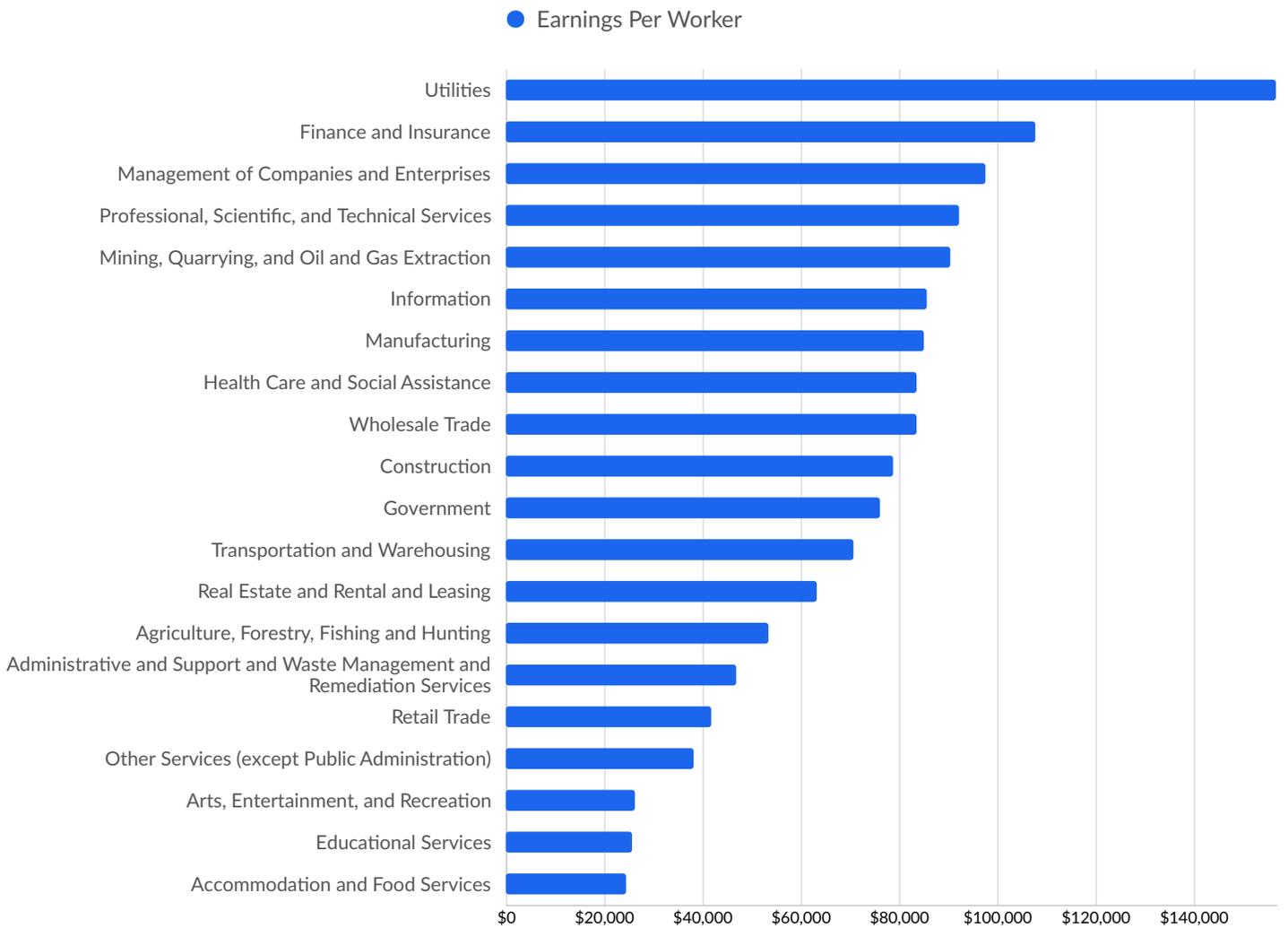
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



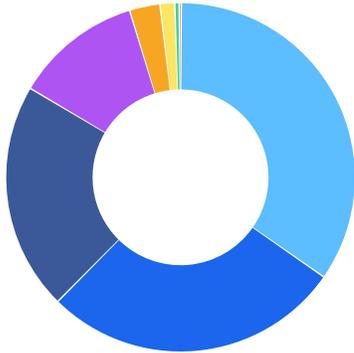
Business Characteristics

20,760 Companies Employ Your Workers

Online profiles for your workers mention 20,760 companies as employers, with the top 10 appearing below. In the last 12 months, 3,452 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,420 	Marshfield Clinic	2,171 
Sentry	1,808 	Aspirus	2,120 
Aspirus	1,529 	Vetted Health	678 
University of Wisconsin-Steven...	1,487 	CompHealth	599 
Church Mutual Insurance Comp...	491 	Aya Healthcare	527 
Ministry Health Care	472 	Community Horizons	469 
Greenheck	455 	Soliant Health	430 
State of Wisconsin	414 	MedPro Healthcare Staffing	387 
Skyward	400 	GPAC	385 
Northcentral Technical College	367 	Kroger	356 

Business Size

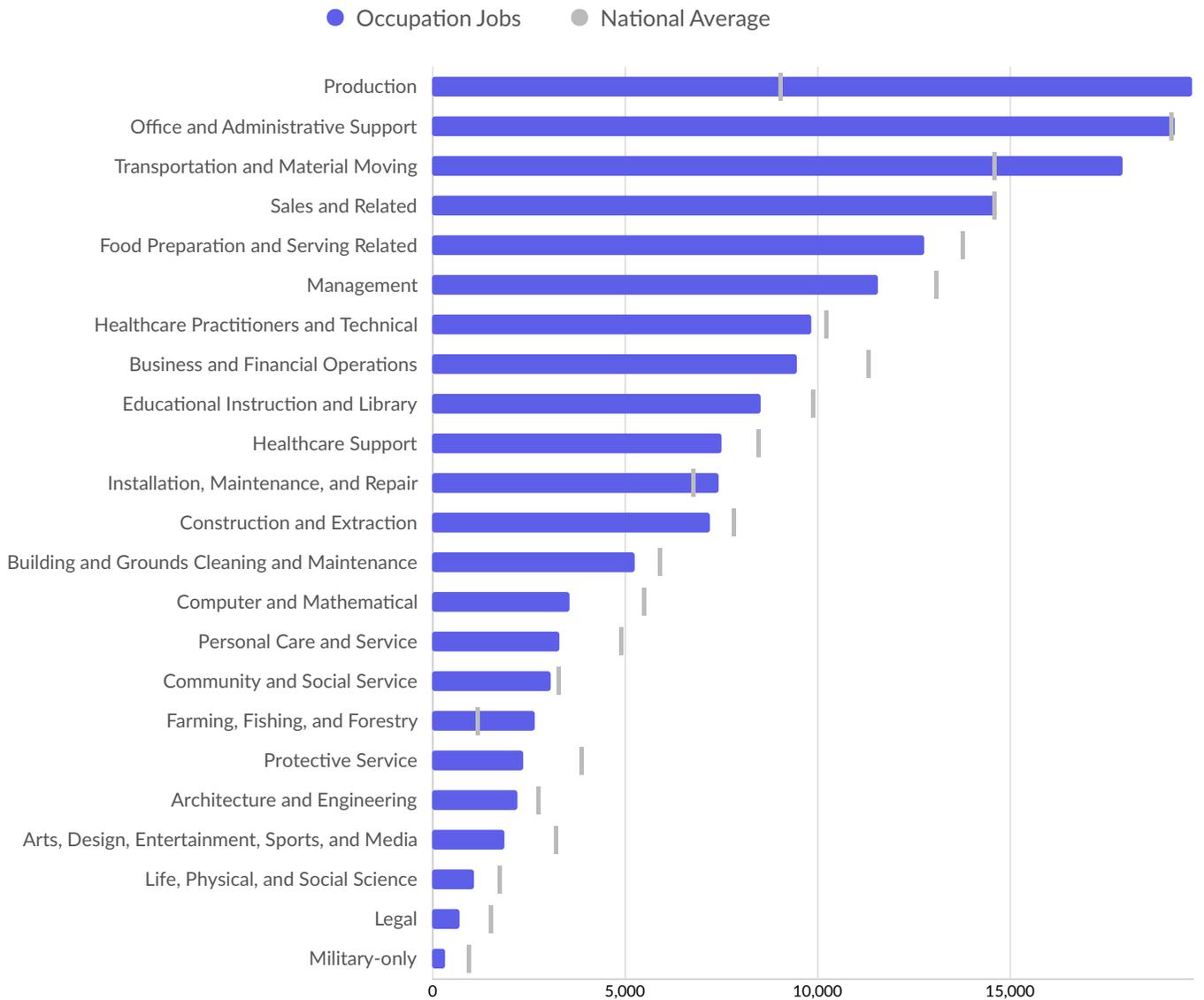


	Percentage	Business Count
● 1 to 4 employees	34.6%	5,064
● 5 to 9 employees	27.7%	4,059
● 10 to 19 employees	21.1%	3,089
● 20 to 49 employees	11.8%	1,723
● 50 to 99 employees	2.8%	413
● 100 to 249 employees	1.4%	199
● 250 to 499 employees	0.4%	60
● 500+ employees	0.2%	28

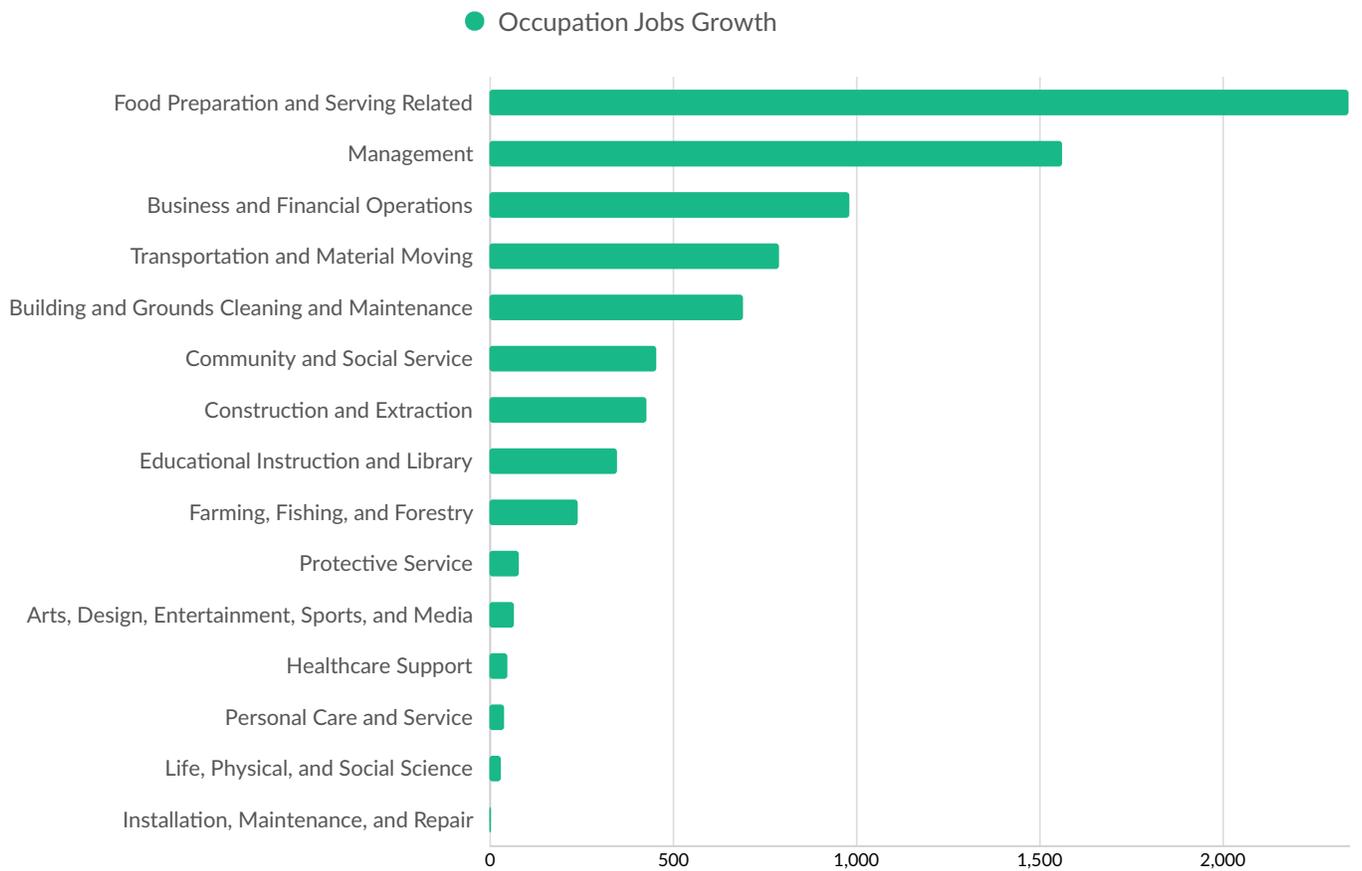
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

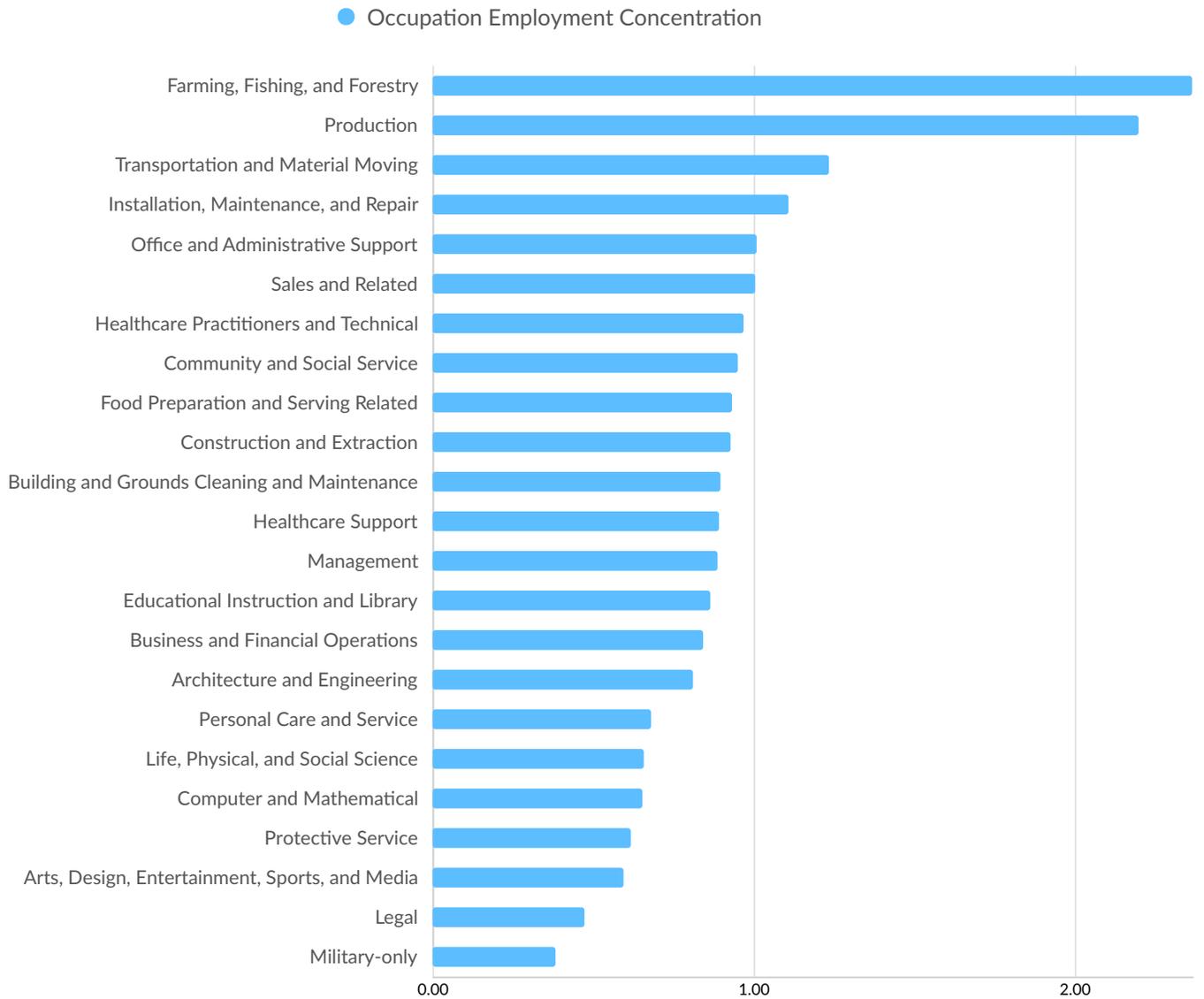
Largest Occupations



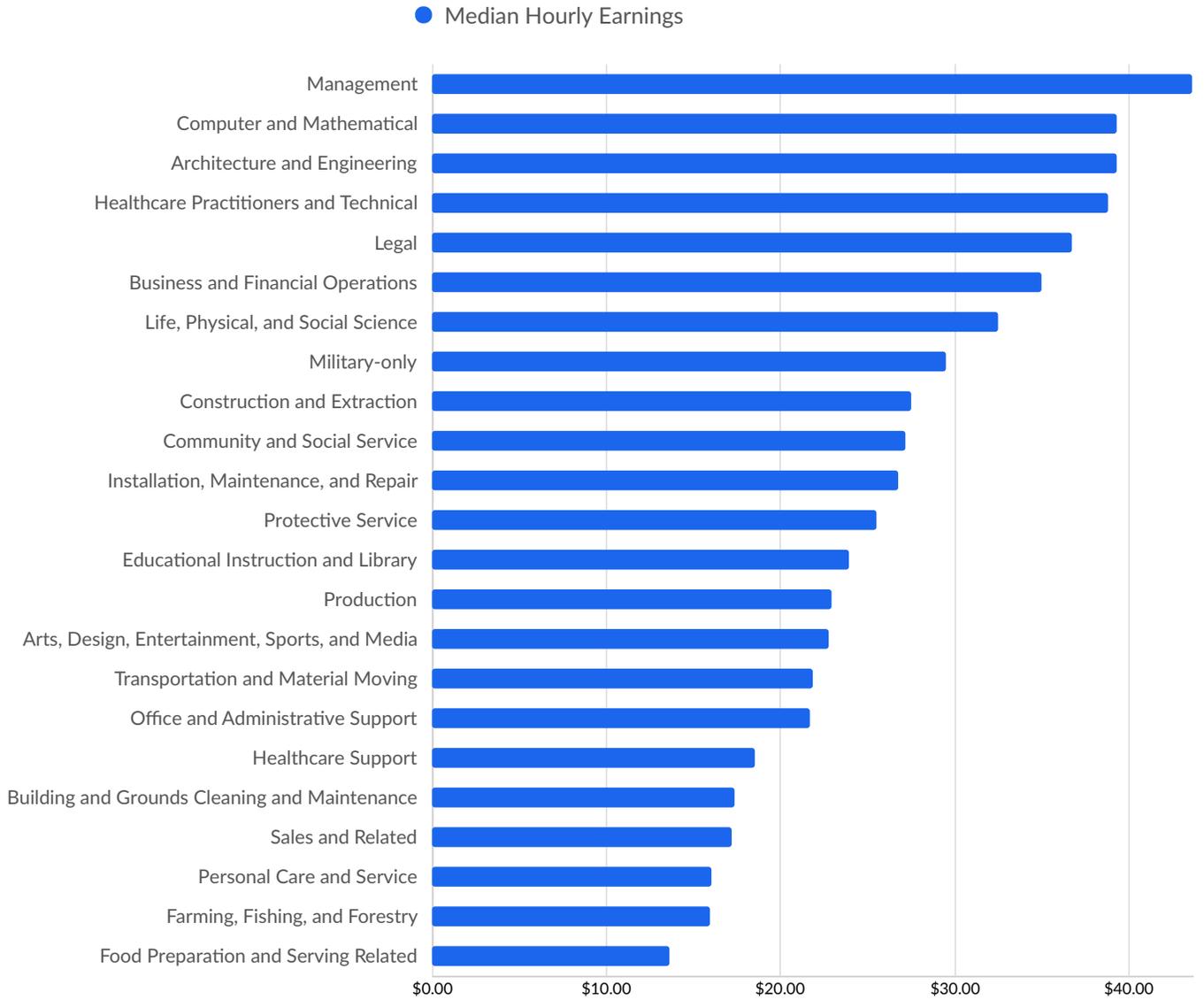
Top Growing Occupations



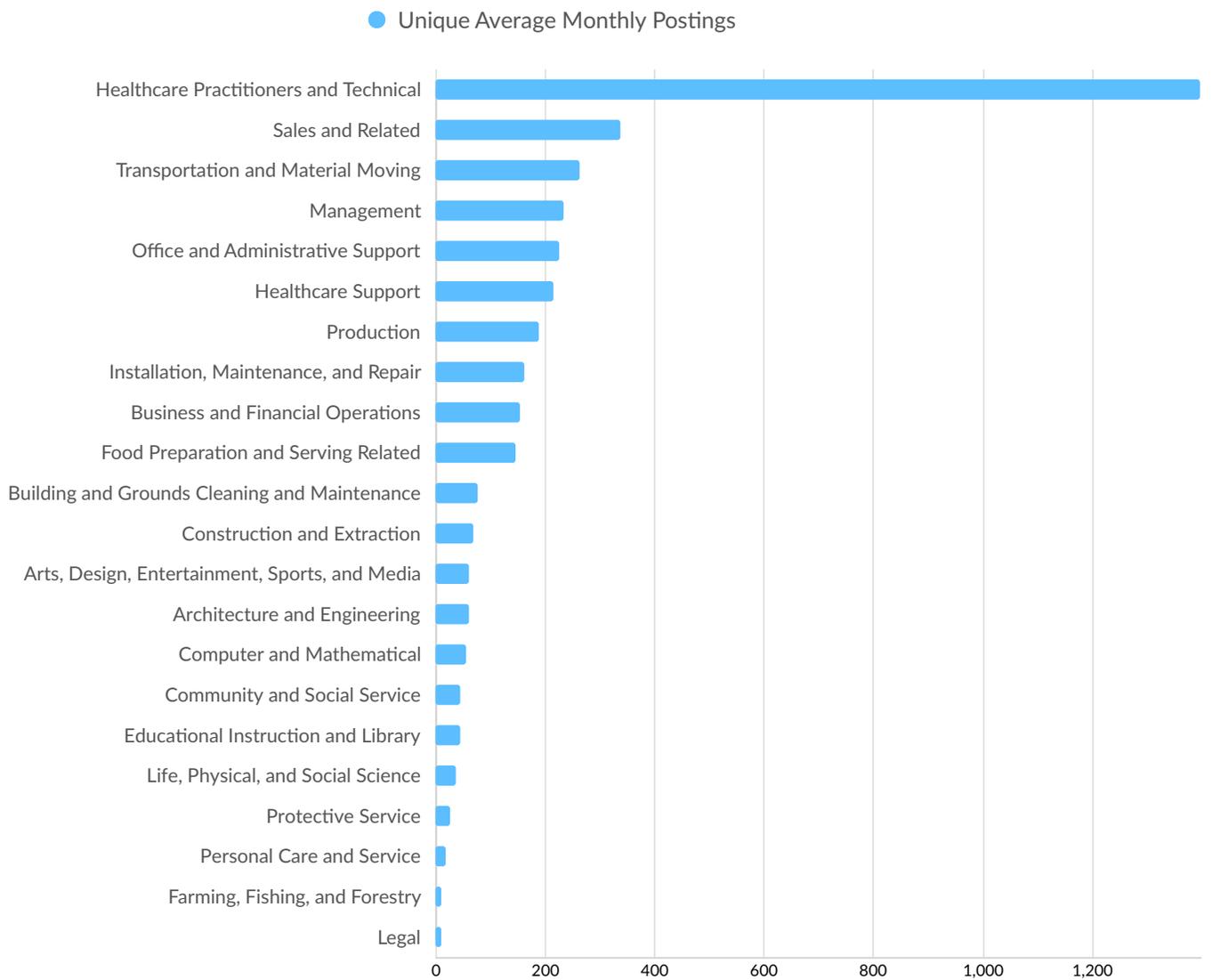
Top Occupation Employment Concentration



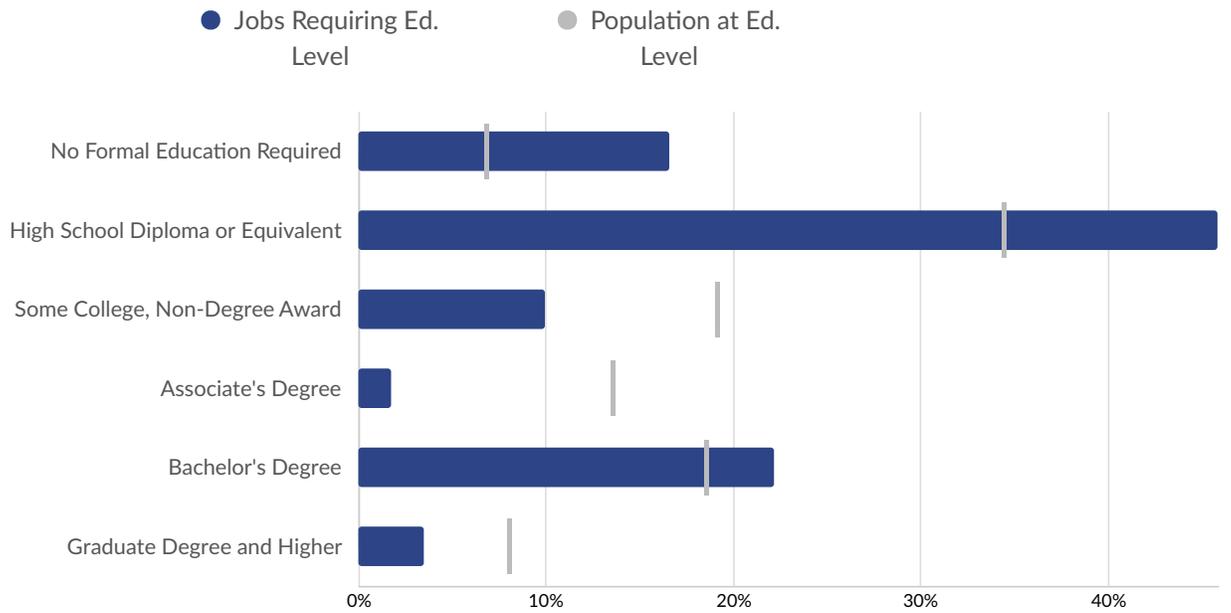
Top Occupation Earnings



Top Posted Occupations

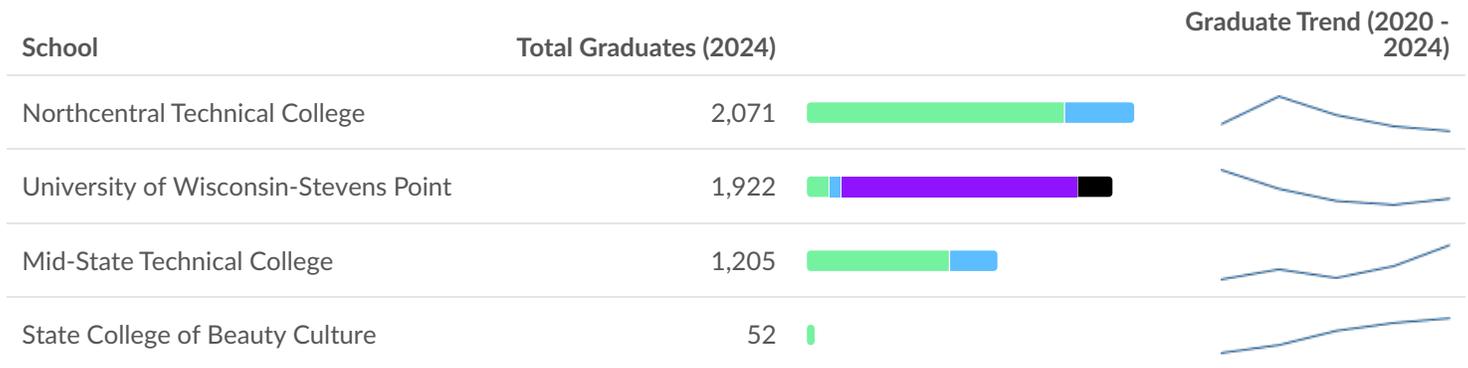


Underemployment



Educational Pipeline

In 2024, there were 5,250 graduates in Centergy. This pipeline has shrunk by 1% 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).



In-Demand Skills

