



Centergy

North Central Wisconsin Regional Planning Commission



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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

335,870

Population (2025)

Population **grew by 4,044** over the last 5 years and is projected to **grow by 2,357** over the next 5 years.

172,405

Total Regional Employment

Jobs **grew by 3,295** over the last 5 years and are projected to **grow by 1,685** over the next 5 years.

\$70.7K

Avg. Earnings Per Job (2025)

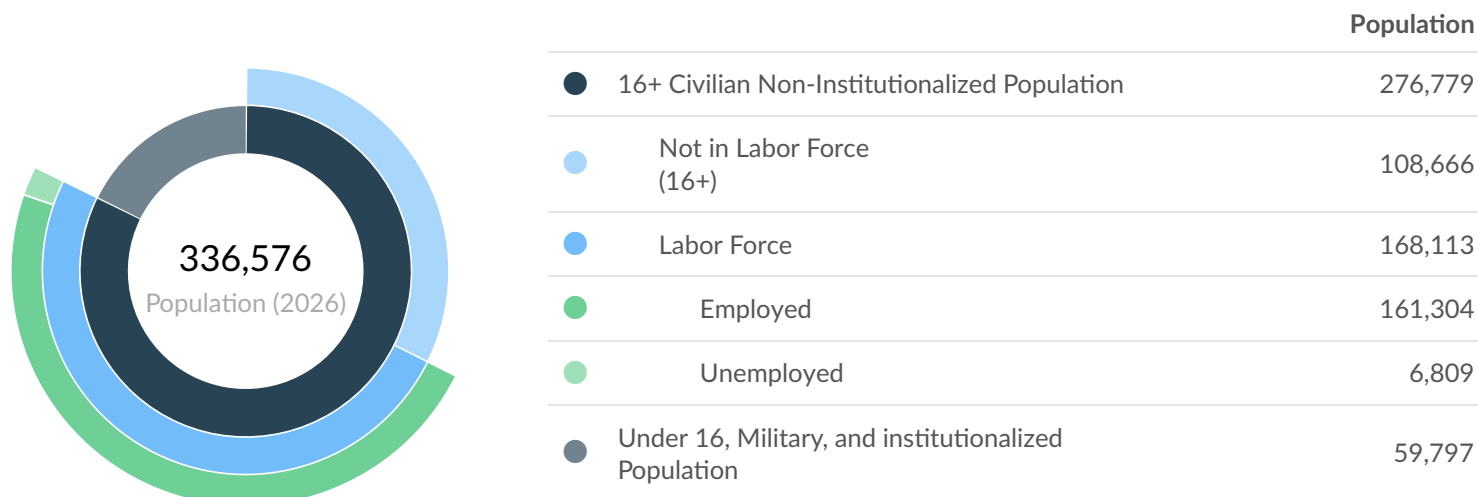
Regional average earnings per job are **\$18.7K below** the national average earnings of \$89.4K per job.

Takeaways

- As of 2025 the region's population **increased by 1.2%** since 2020, growing by 4,044. Population is expected to **increase by 0.7%** between 2025 and 2030, adding 2,357.
- From 2020 to 2025, jobs **increased by 1.9%** in Centergy from 169,110 to **172,405**. This change **fell short of the national growth rate of 10.6% by 8.7%**. As the number of jobs increased, the **labor force participation rate decreased from 64.3% to 61.2% between 2020 and 2025**.
- Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (3.2% below the national average), and **13.6% hold an Associate's Degree** (4.7% 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.

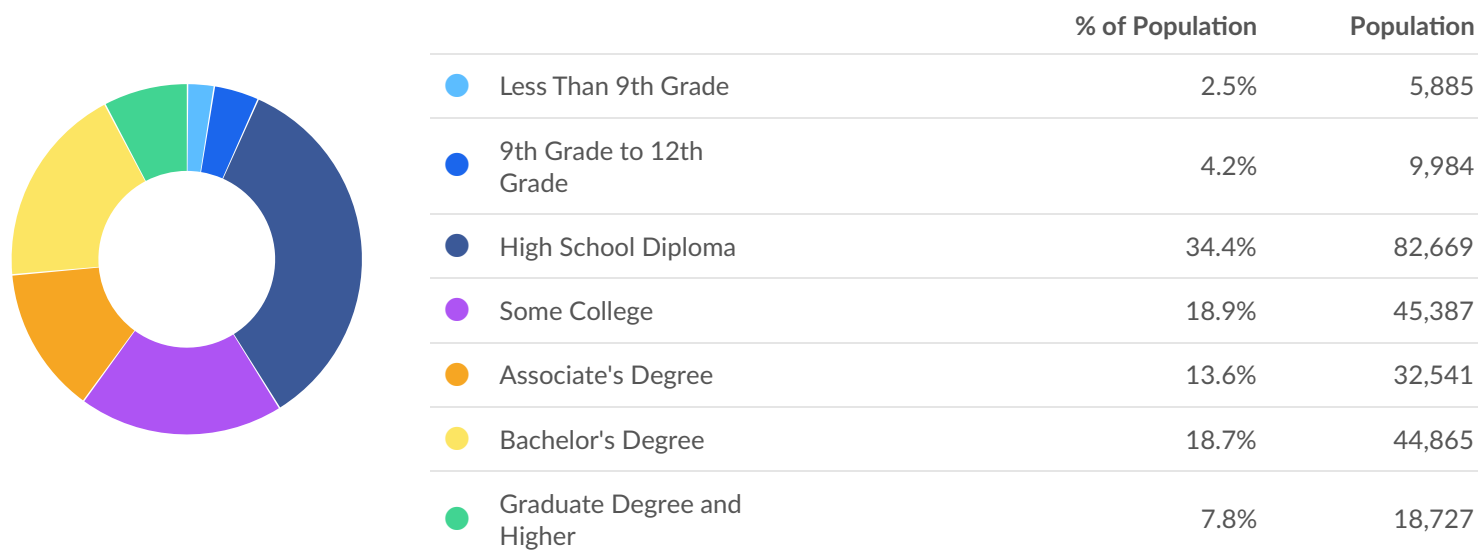
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	336,576	168,113	172,405	99.1	\$23.99B	\$28.44B	\$27.37B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



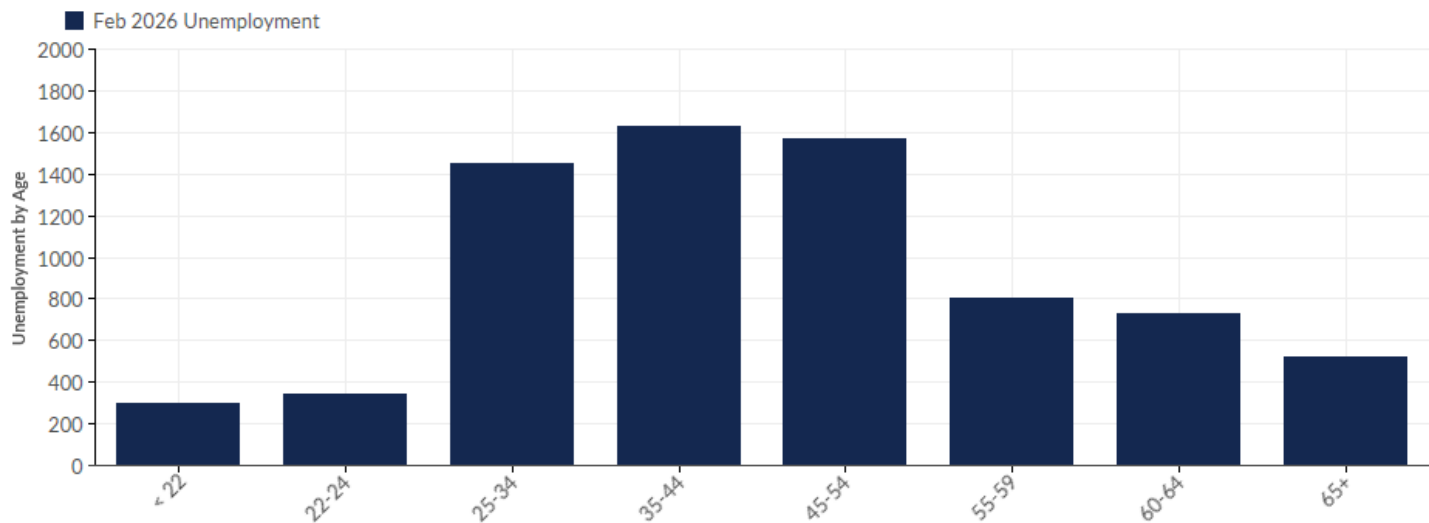
Educational Attainment

Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (3.2% below the national average), and **13.6% hold an Associate's Degree** (4.7% above the national average).



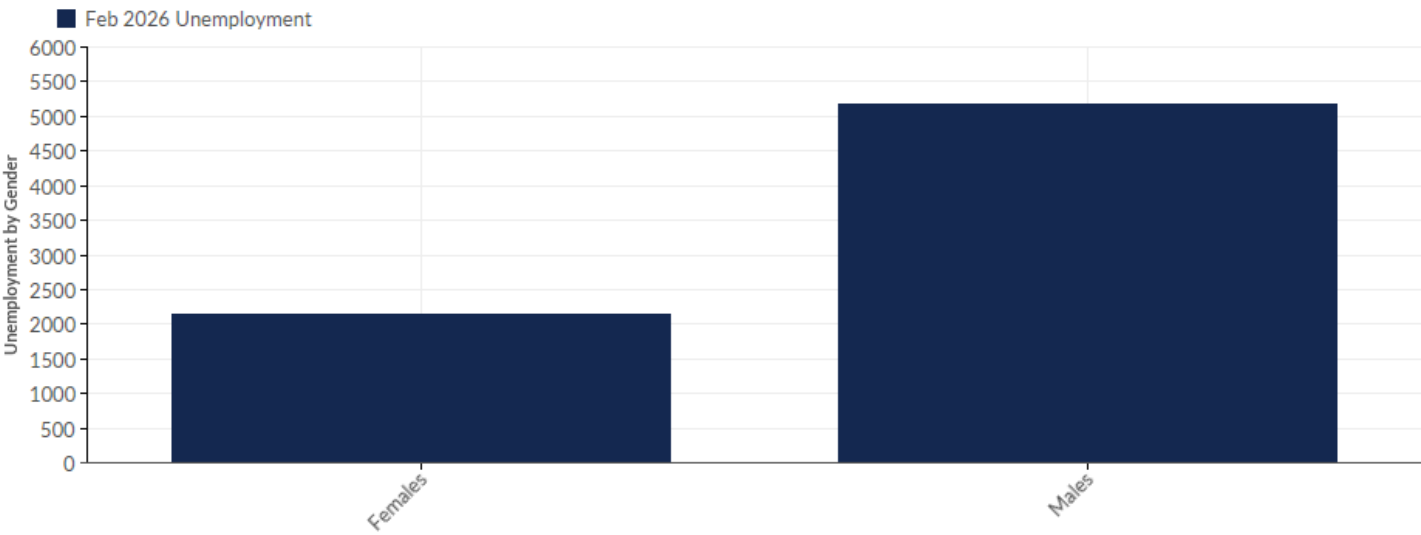
Unemployment by Demographics

Unemployment by Age



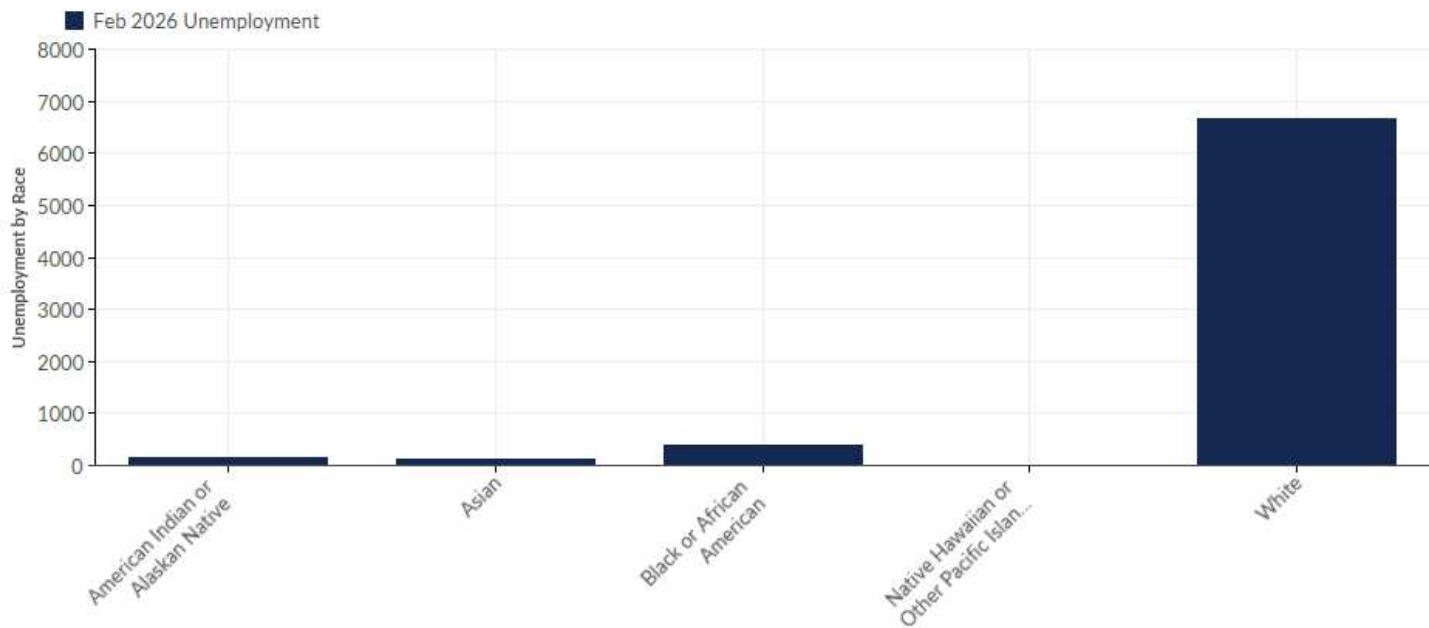
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	295	4.03%
22-24	342	4.67%
25-34	1,447	19.77%
35-44	1,625	22.20%
45-54	1,567	21.41%
55-59	800	10.93%
60-64	727	9.93%
65+	518	7.08%
Total	7,320	100.00%

Unemployment by Gender



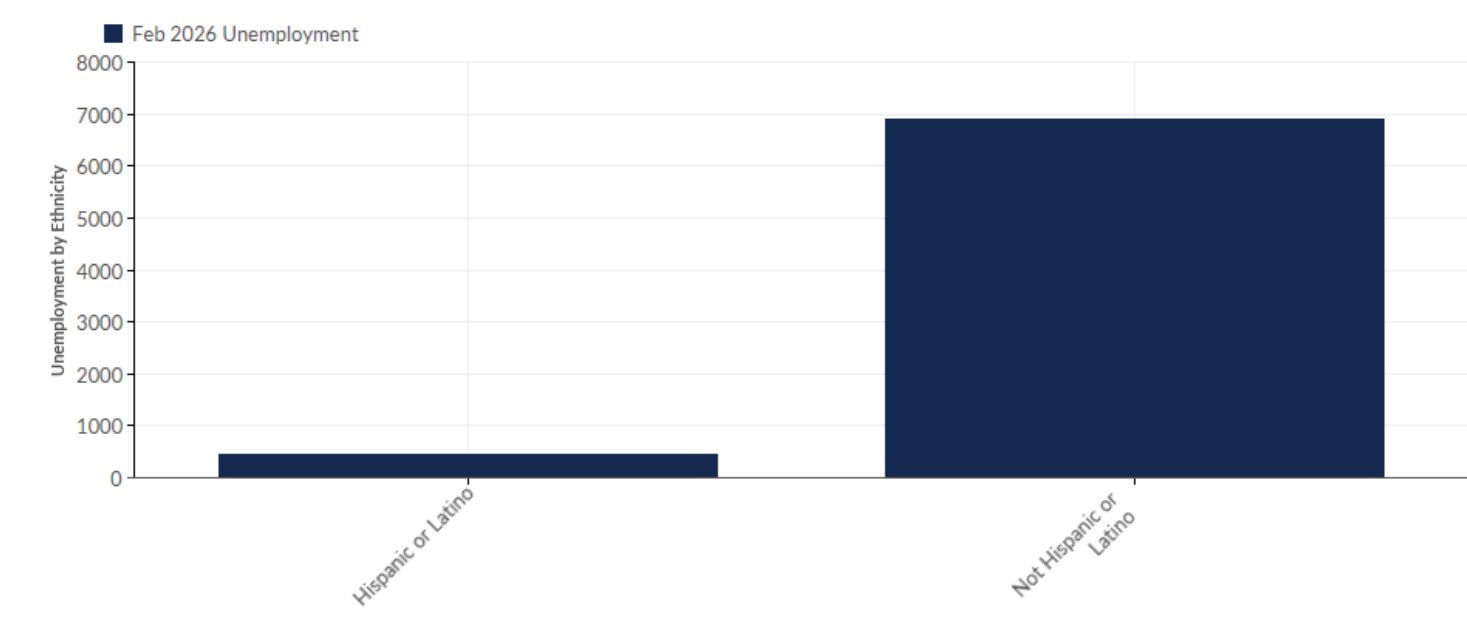
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	2,135	29.17%
Males	5,185	70.83%
Total	7,320	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	135	1.84%
Asian	128	1.75%
Black or African American	391	5.34%
Native Hawaiian or Other Pacific Islander	11	0.15%
White	6,655	90.92%
Total	7,320	100.00%

Unemployment by Ethnicity

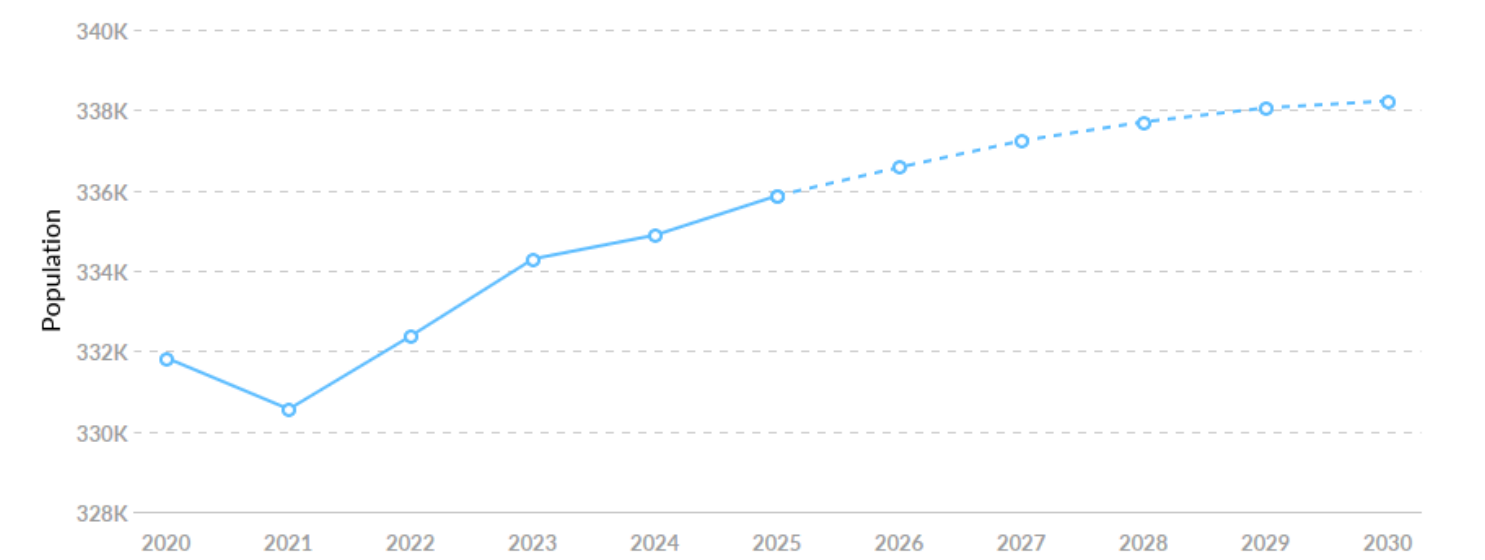


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	433	5.92%
Not Hispanic or Latino	6,887	94.08%
Total	7,320	100.00%

Historic & Projected Trends

Population Trends

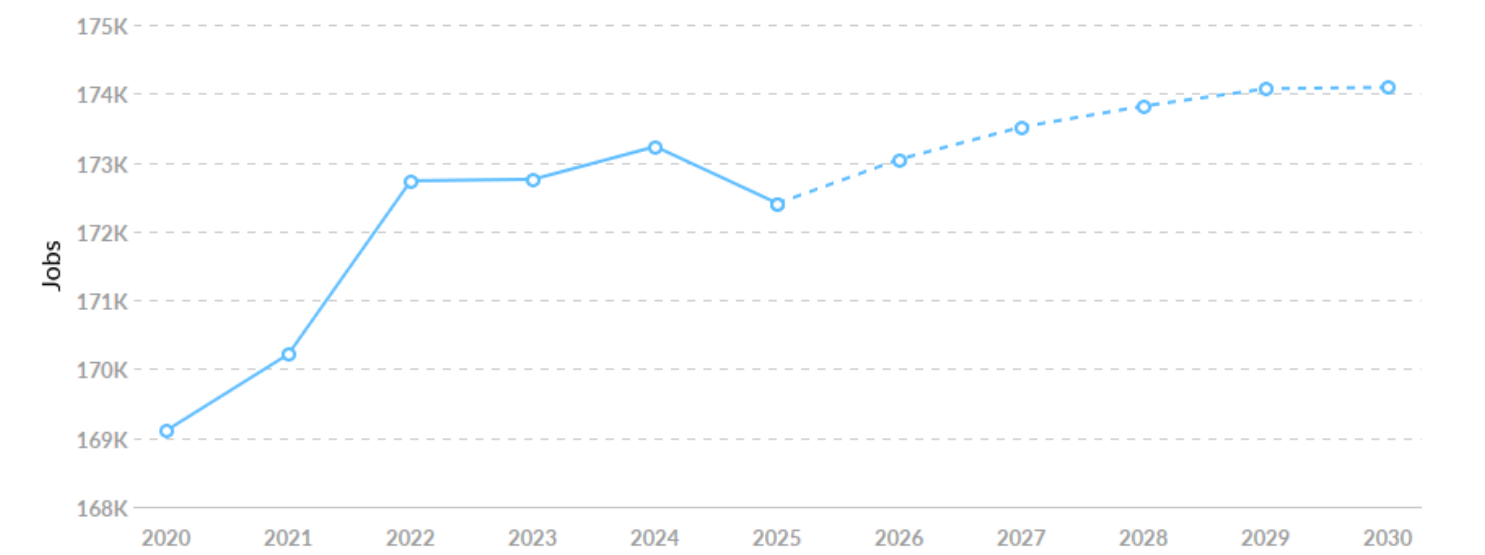
As of 2025 the region's population **increased by 1.2%** since 2020, growing by 4,044. Population is expected to **increase by 0.7%** between 2025 and 2030, adding 2,357.



Timeframe	Population
2020	331,826
2021	330,554
2022	332,379
2023	334,294
2024	334,887
2025	335,870
2026	336,576
2027	337,237
2028	337,706
2029	338,053
2030	338,227

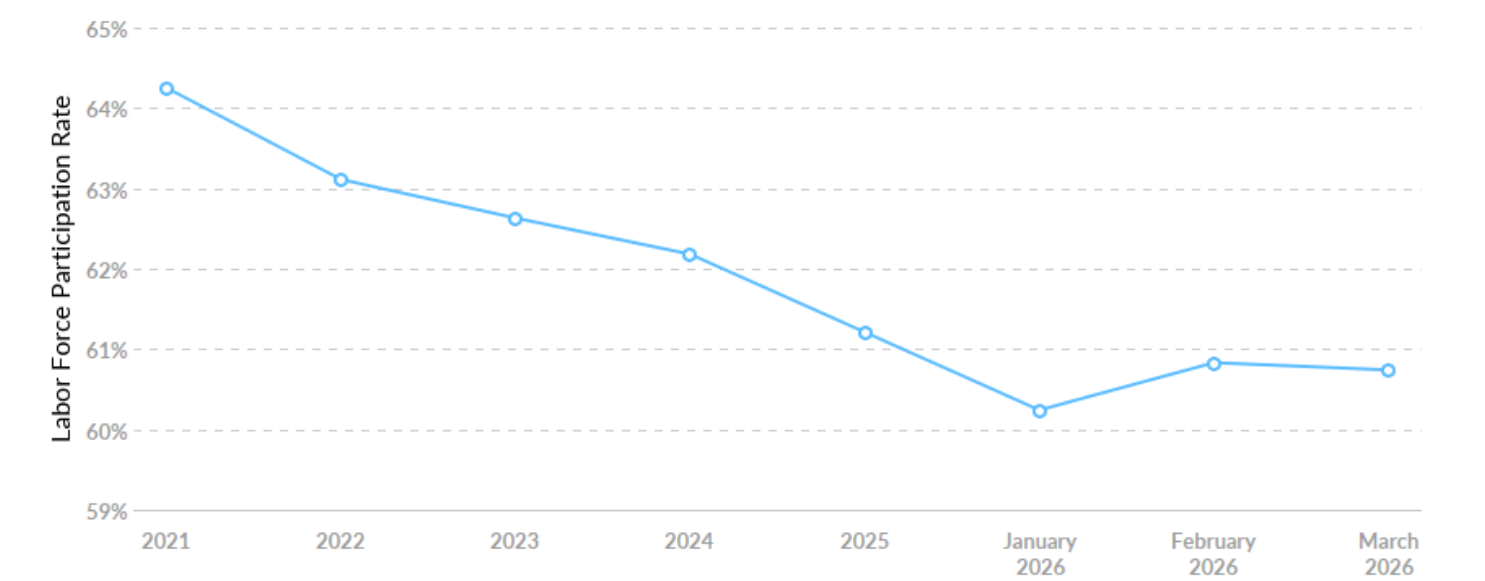
Job Trends

From 2020 to 2025, jobs increased by **1.9%** in Centergy from 169,110 to **172,405**. This change **fell short of the national growth rate of 10.6%** by 8.7%.



Timeframe	Jobs
2020	169,110
2021	170,219
2022	172,733
2023	172,754
2024	173,230
2025	172,405
2026	173,047
2027	173,515
2028	173,819
2029	174,070
2030	174,090

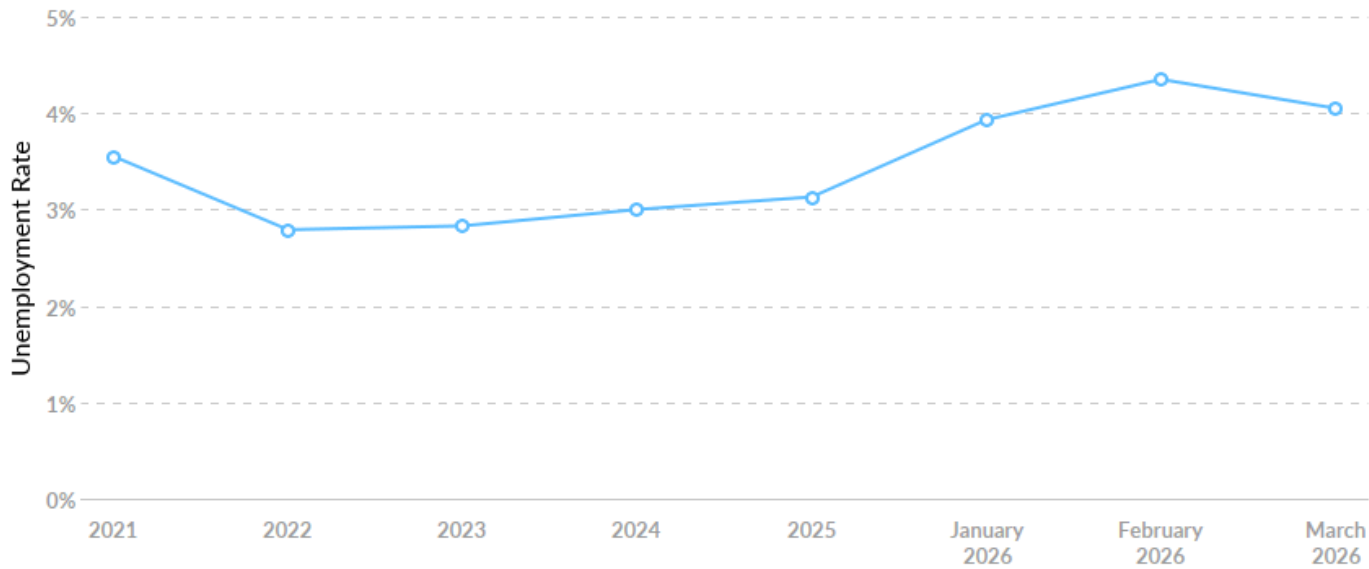
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	64.25%
2022	63.11%
2023	62.63%
2024	62.18%
2025	61.21%
January 2026	60.24%
February 2026	60.83%
March 2026	60.74%

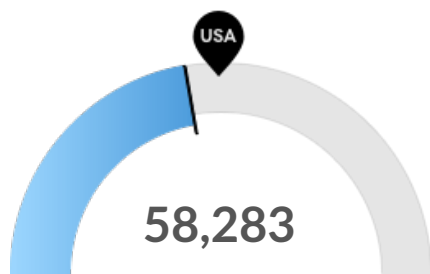
Unemployment Rate Trends

Your areas had a March 2026 unemployment rate of 4.05%, **increasing from 3.55%** 5 years before.



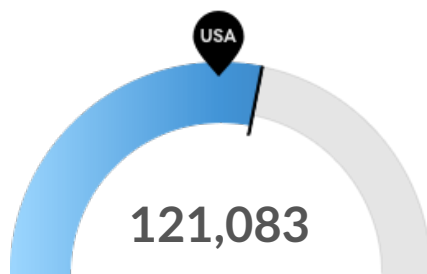
Timeframe	Unemployment Rate
2021	3.55%
2022	2.79%
2023	2.83%
2024	3.00%
2025	3.13%
January 2026	3.93%
February 2026	4.35%
March 2026	4.05%

Population Characteristics



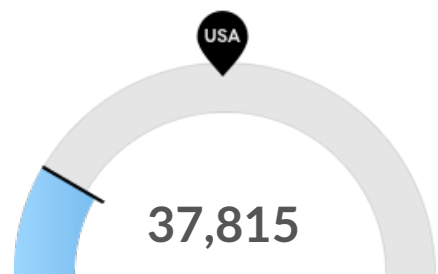
Millennials

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



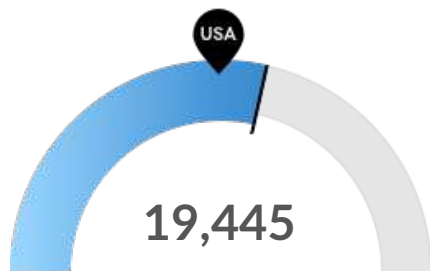
Retiring Soon

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.



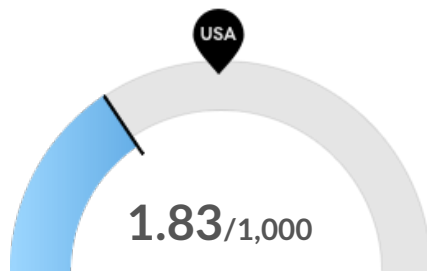
Racial Diversity

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.



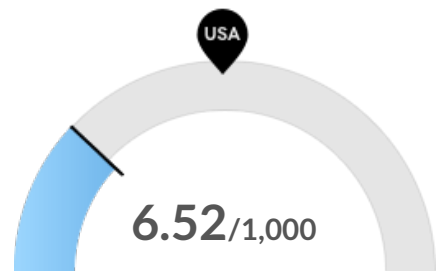
Veterans

Your area has 19,445 veterans. The national average for an area this size is 15,937.



Violent Crime

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

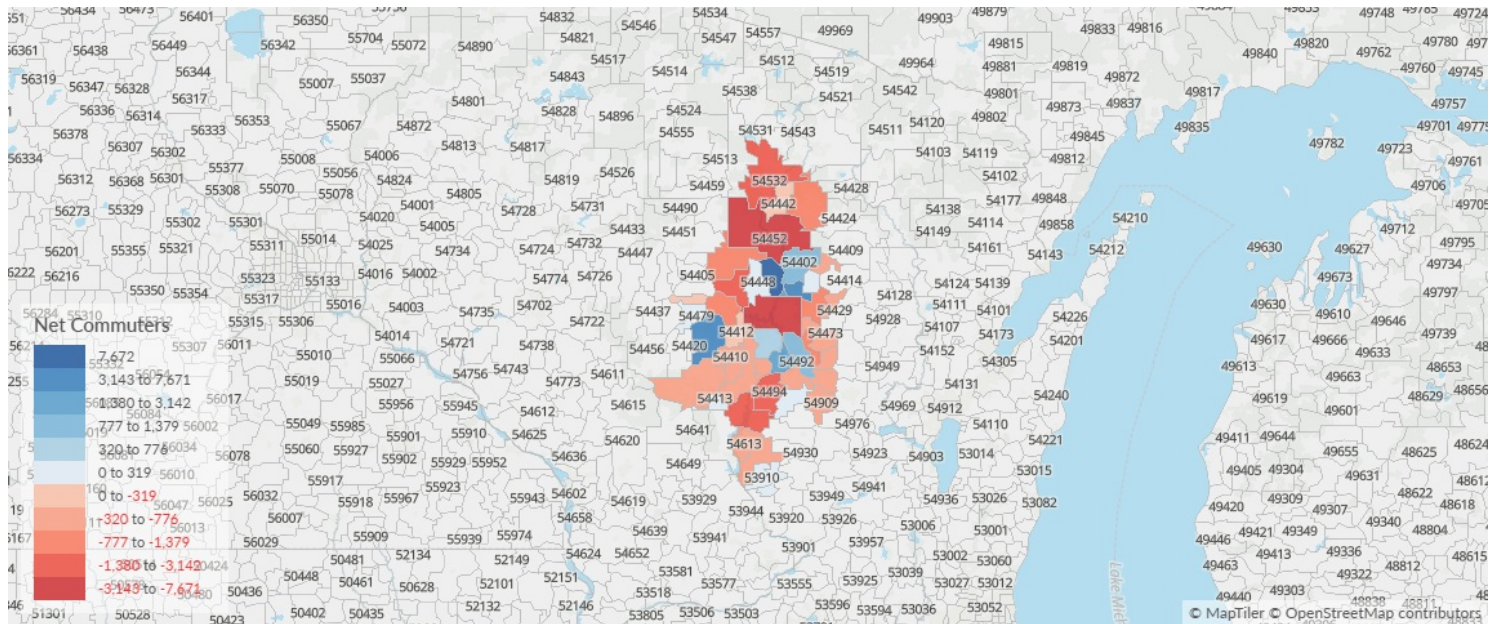


Property Crime

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.

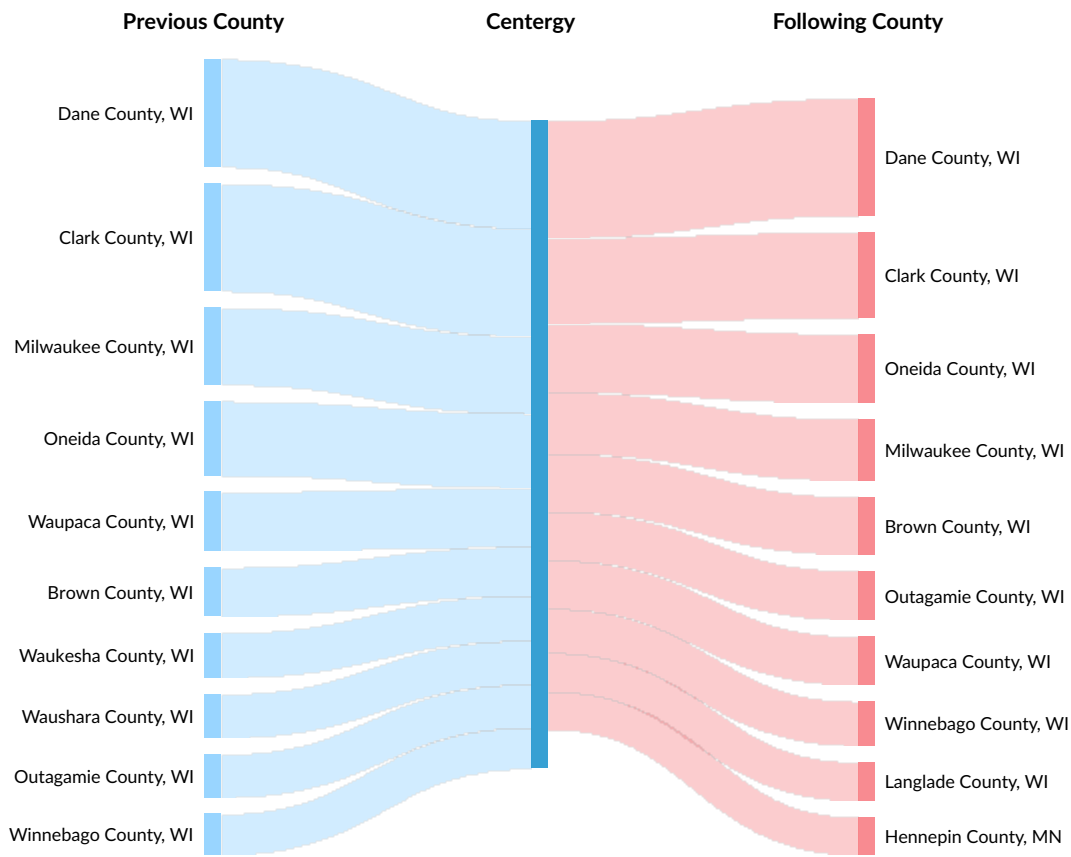


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	24,062	54401	Wausau, WI (in Maratho...	16,391
54481	Stevens Point, WI (in Po...	16,263	54494	Wisconsin Rapids, WI (i...	14,776
54449	Marshfield, WI (in Woo...	15,418	54481	Stevens Point, WI (in Po...	14,439
54403	Wausau, WI (in Maratho...	14,613	54403	Wausau, WI (in Maratho...	13,329
54476	Schofield, WI (in Marath...	14,565	54449	Marshfield, WI (in Woo...	12,130

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 2023, 425 people have migrated from Dane County, WI to Centergy. In the same year, 463 people left Centergy migrating to Dane County, WI. The total Net Migration for Centergy in 2023 was 681.

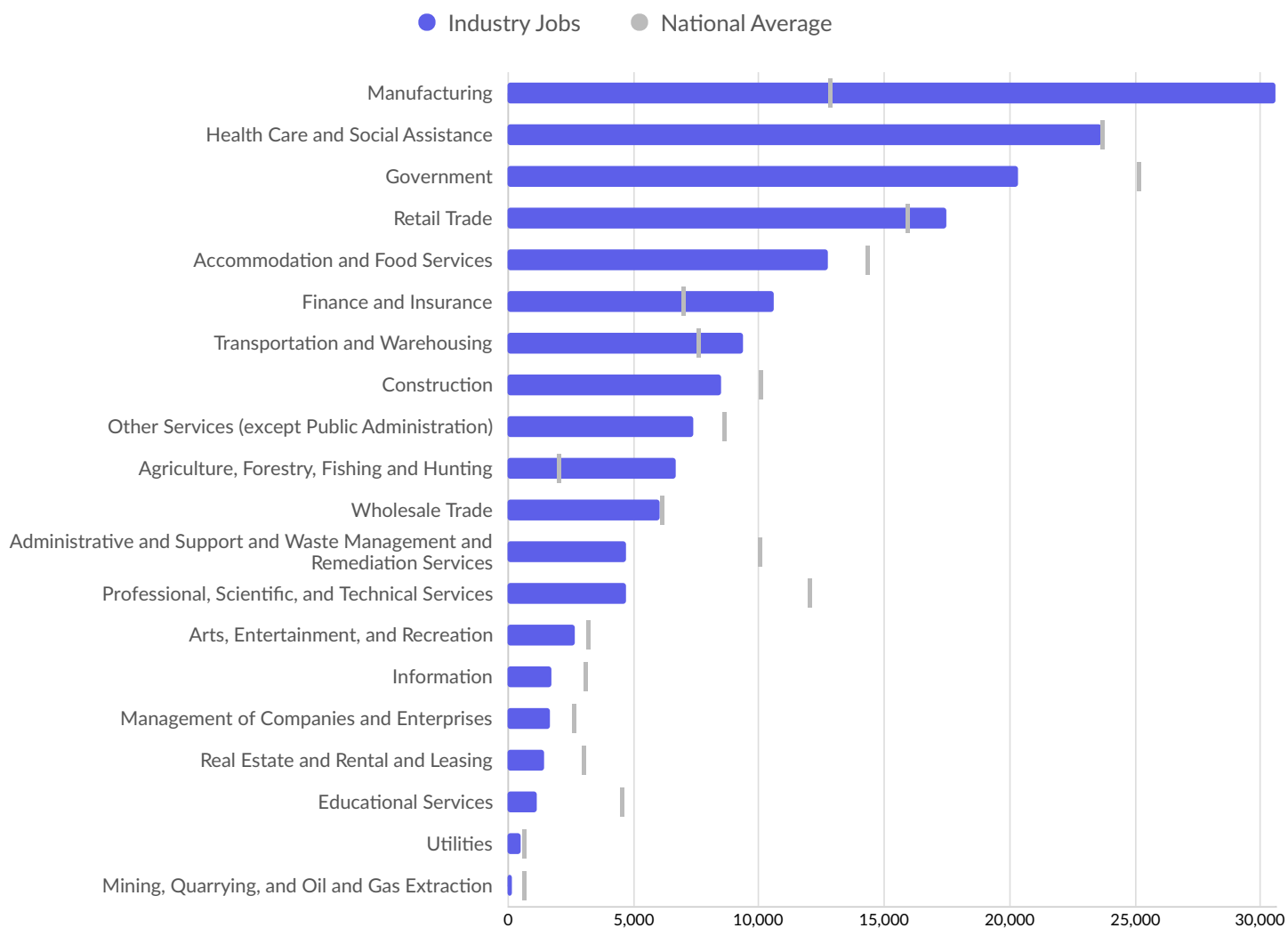


Top Previous Counties	Migrations
Dane County, WI	425
Clark County, WI	425
Milwaukee County, WI	304
Oneida County, WI	293
Waupaca County, WI	234
Brown County, WI	193

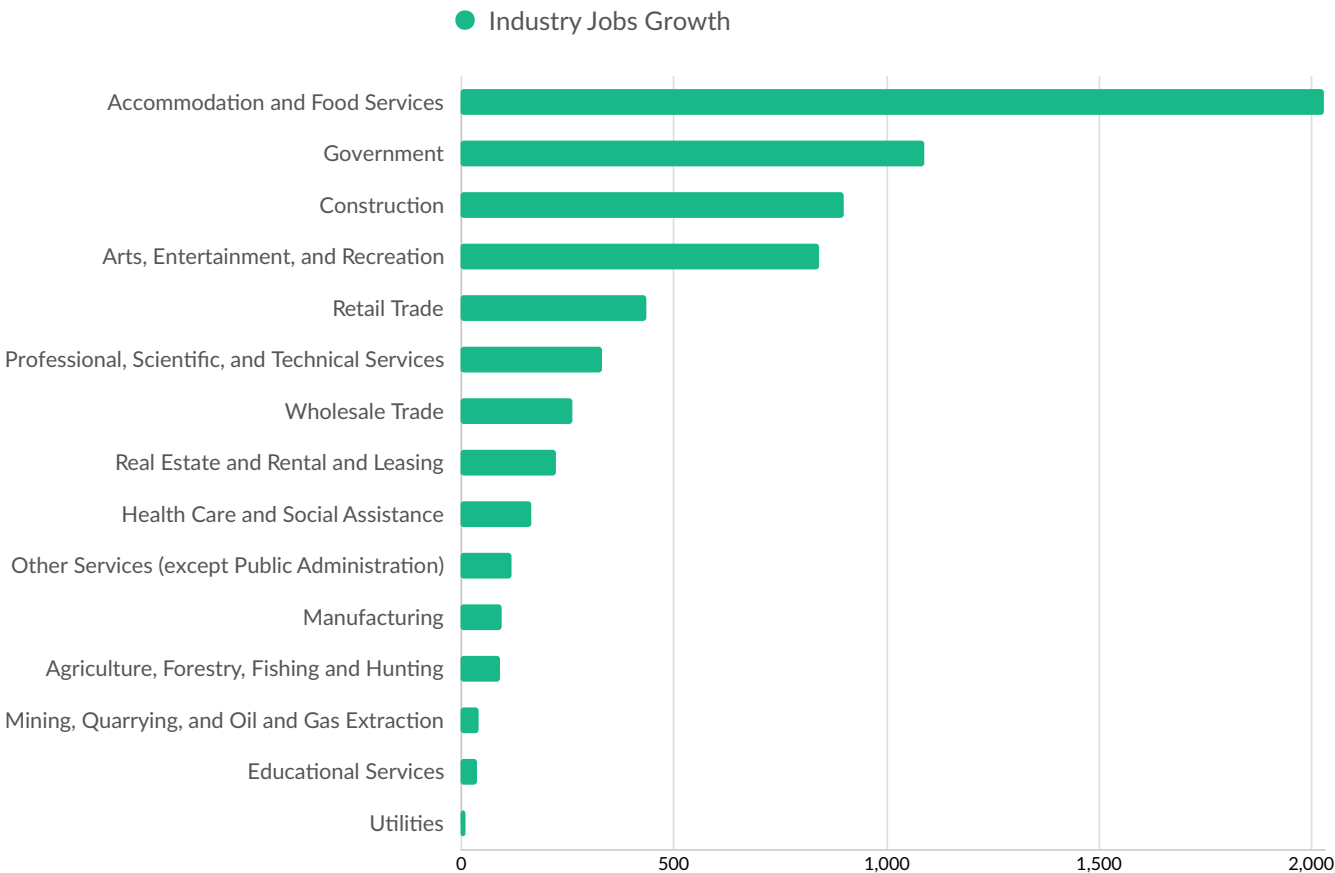
Top Previous Counties	Migrations
Waukesha County, WI	177
Waushara County, WI	173
Outagamie County, WI	170
Winnebago County, WI	162
Sauk County, WI	152
Taylor County, WI	152
Shawano County, WI	139
Cook County, IL	136
Langlade County, WI	128
Top Following Counties	Migrations
Dane County, WI	463
Clark County, WI	337
Oneida County, WI	271
Milwaukee County, WI	241
Brown County, WI	228
Outagamie County, WI	193
Waupaca County, WI	191
Winnebago County, WI	174
Langlade County, WI	153
Hennepin County, MN	149
Eau Claire County, WI	141
Shawano County, WI	140
La Crosse County, WI	138
Sauk County, WI	135
Waushara County, WI	128

Industry Characteristics

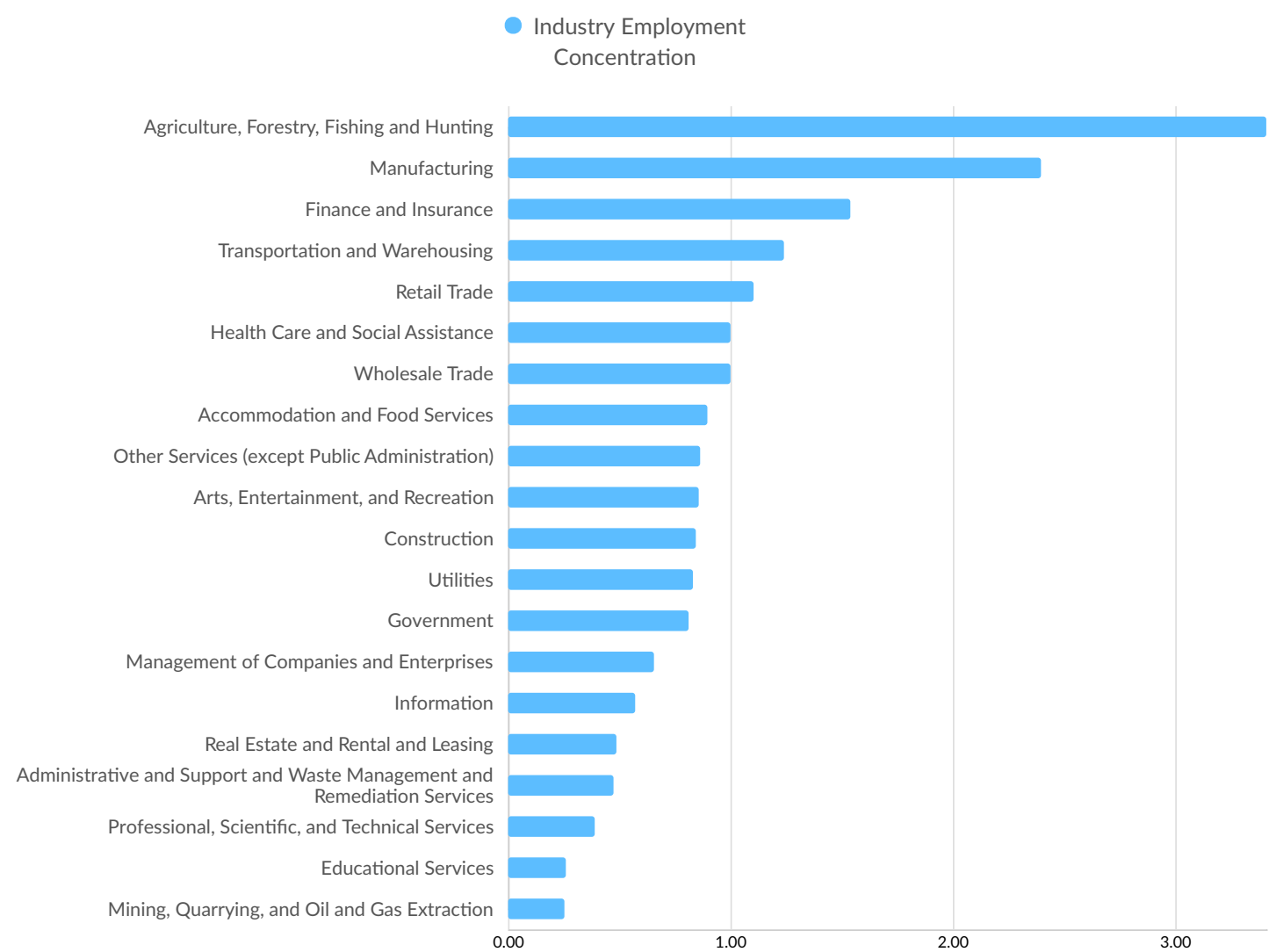
Largest Industries



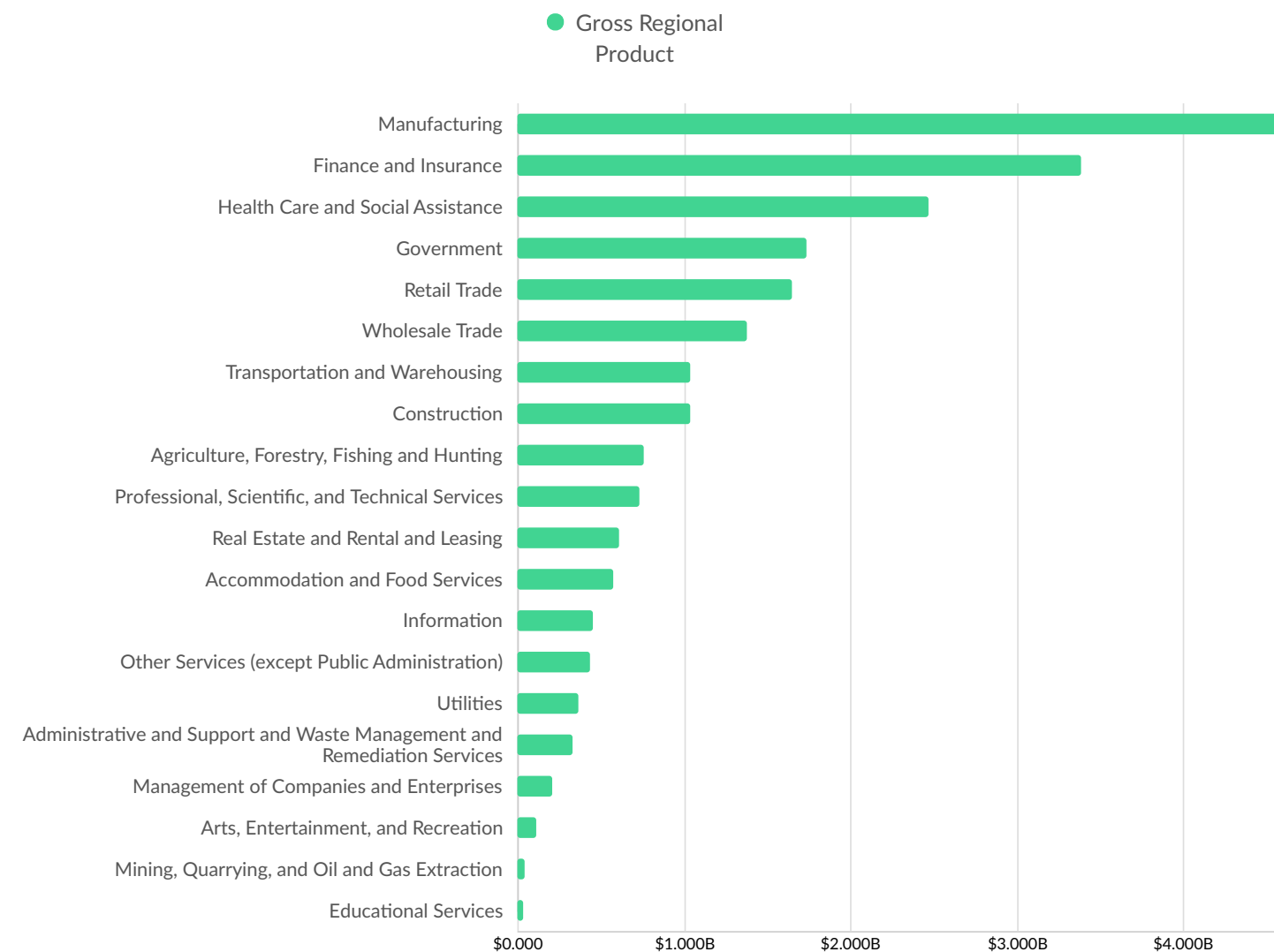
Top Growing Industries



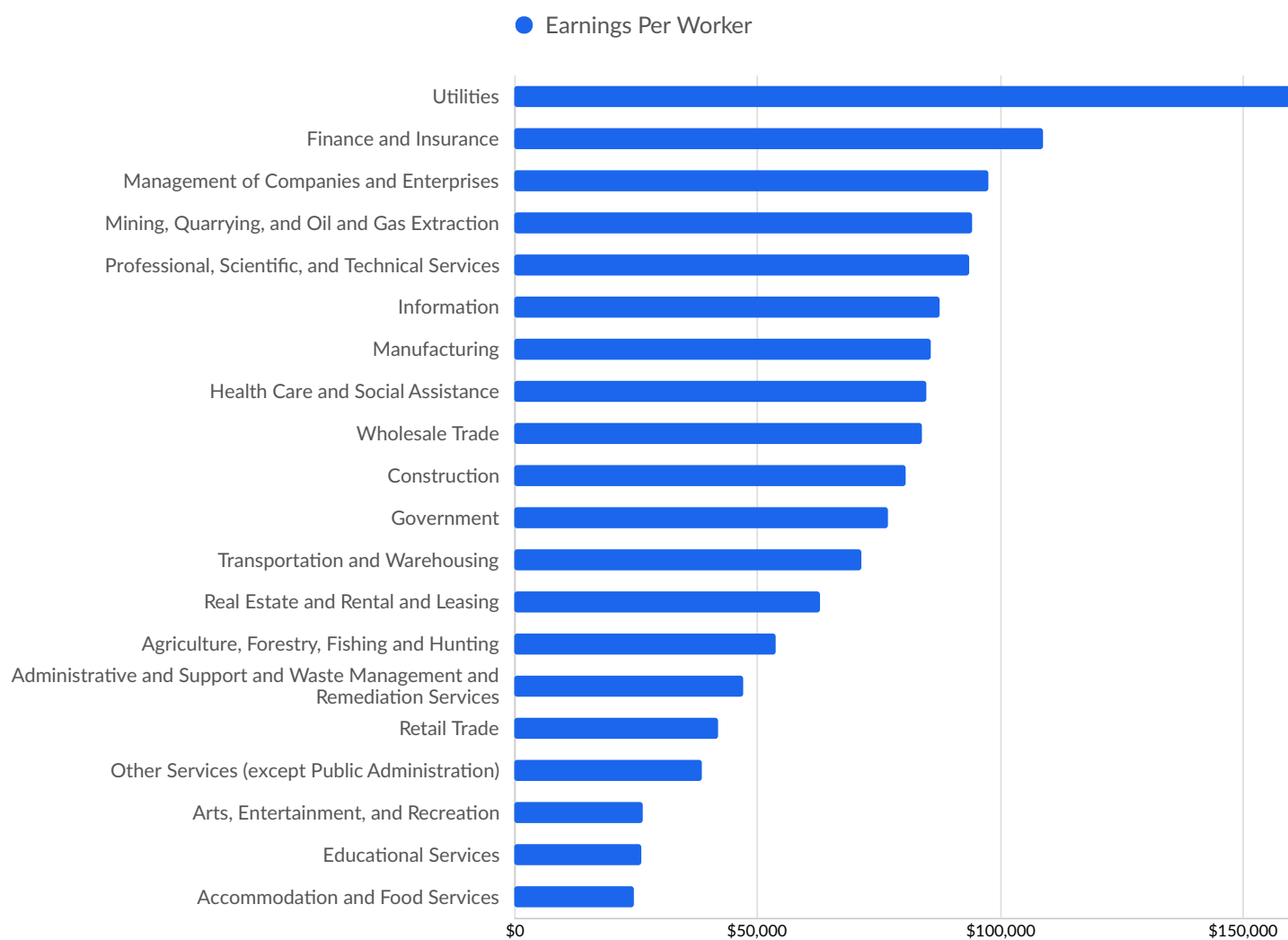
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



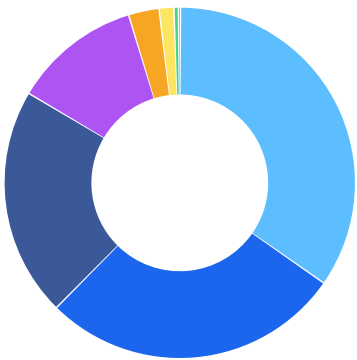
Business Characteristics

21,148 Companies Employ Your Workers

Online profiles for your workers mention 21,148 companies as employers, with the top 10 appearing below. In the last 12 months, 3,432 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,301	Aspirus	2,077
Sentry	1,799	Marshfield Clinic	2,033
Aspirus	1,527	CompHealth	629
University of Wisconsin-Steven...	1,473	Vetted Health	573
Ministry Health Care	473	Aya Healthcare	531
Church Mutual Insurance Comp...	444	Soliant Health	478
Greenheck	427	Kroger	439
State of Wisconsin	419	Weatherby Healthcare	438
Skyward	378	Sentry Insurance	394
Stevens Point Area Public Schoo...	365	GPAC	377

Business Size

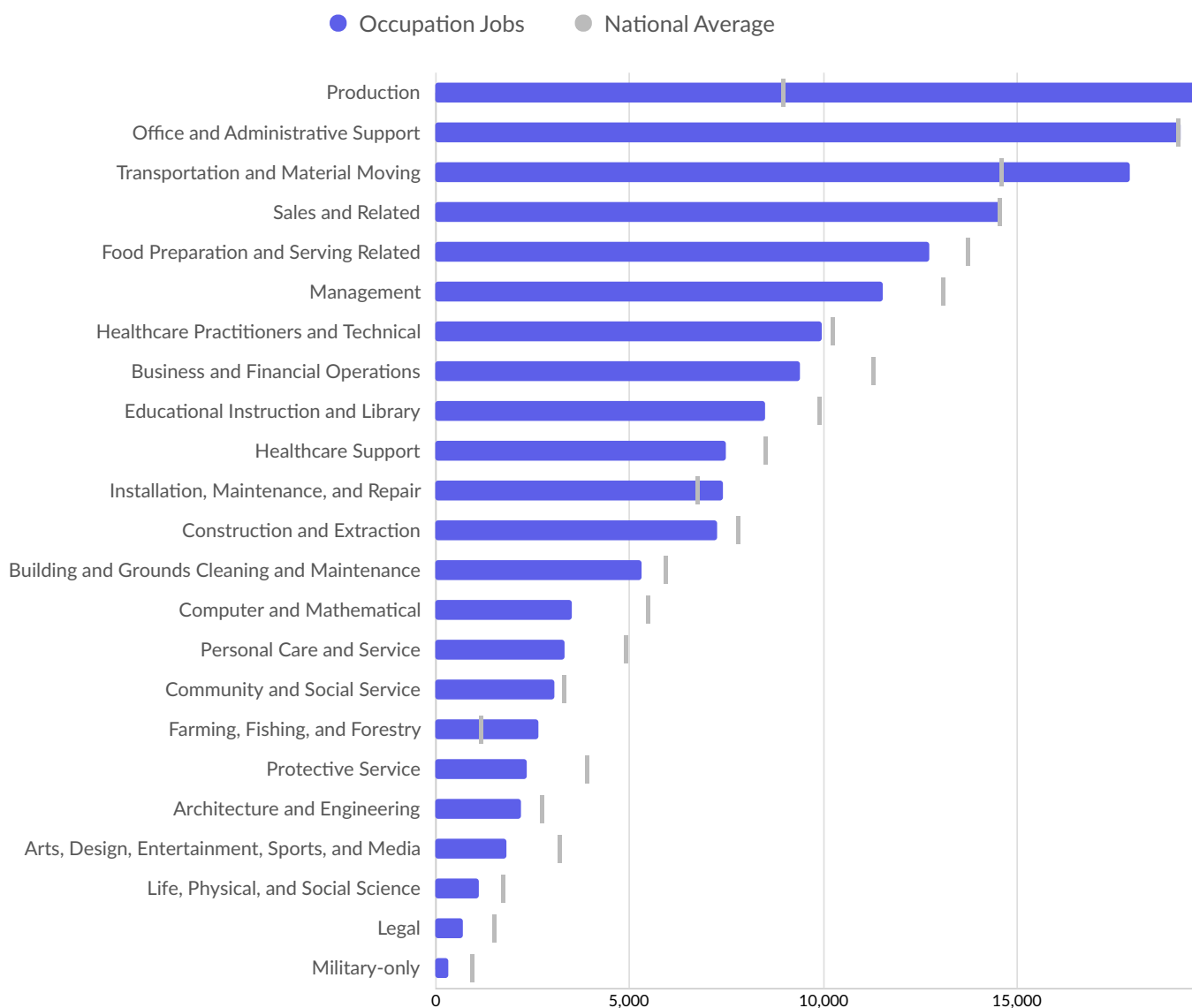


	Percentage	Business Count
1 to 4 employees	34.6%	5,064
5 to 9 employees	27.7%	4,059
10 to 19 employees	21.1%	3,089
20 to 49 employees	11.8%	1,723
50 to 99 employees	2.8%	413
100 to 249 employees	1.4%	199
250 to 499 employees	0.4%	60
500+ employees	0.2%	28

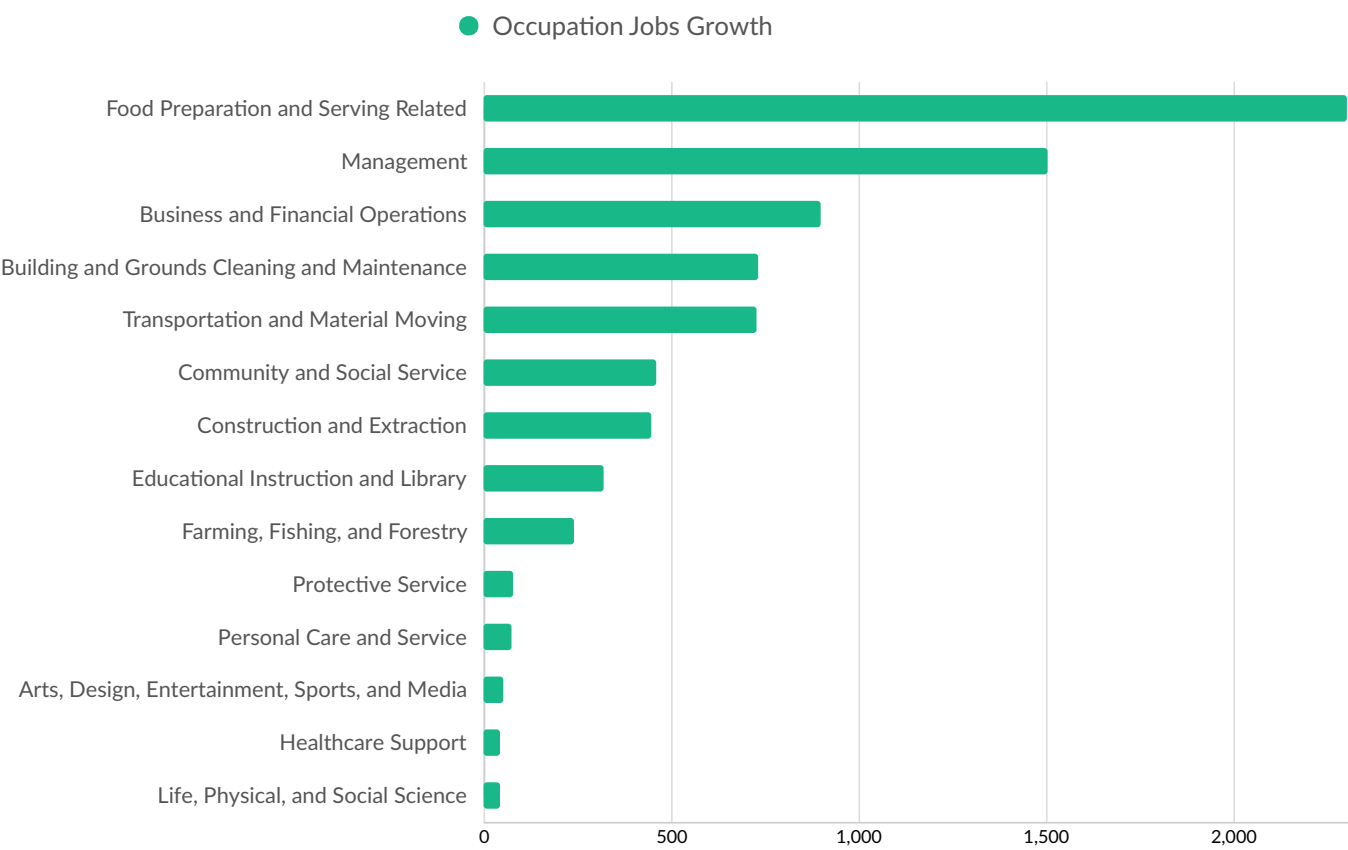
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

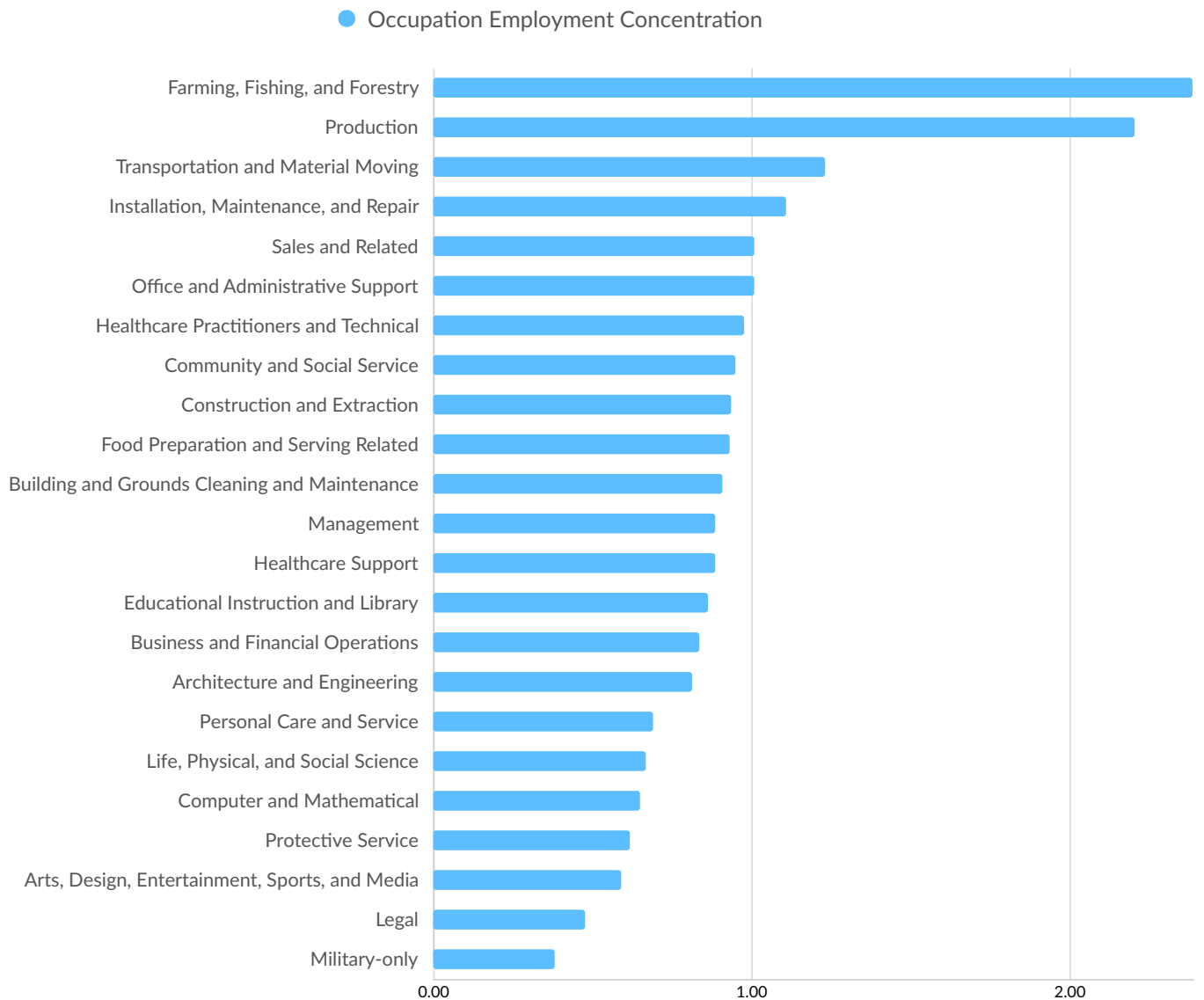
Largest Occupations



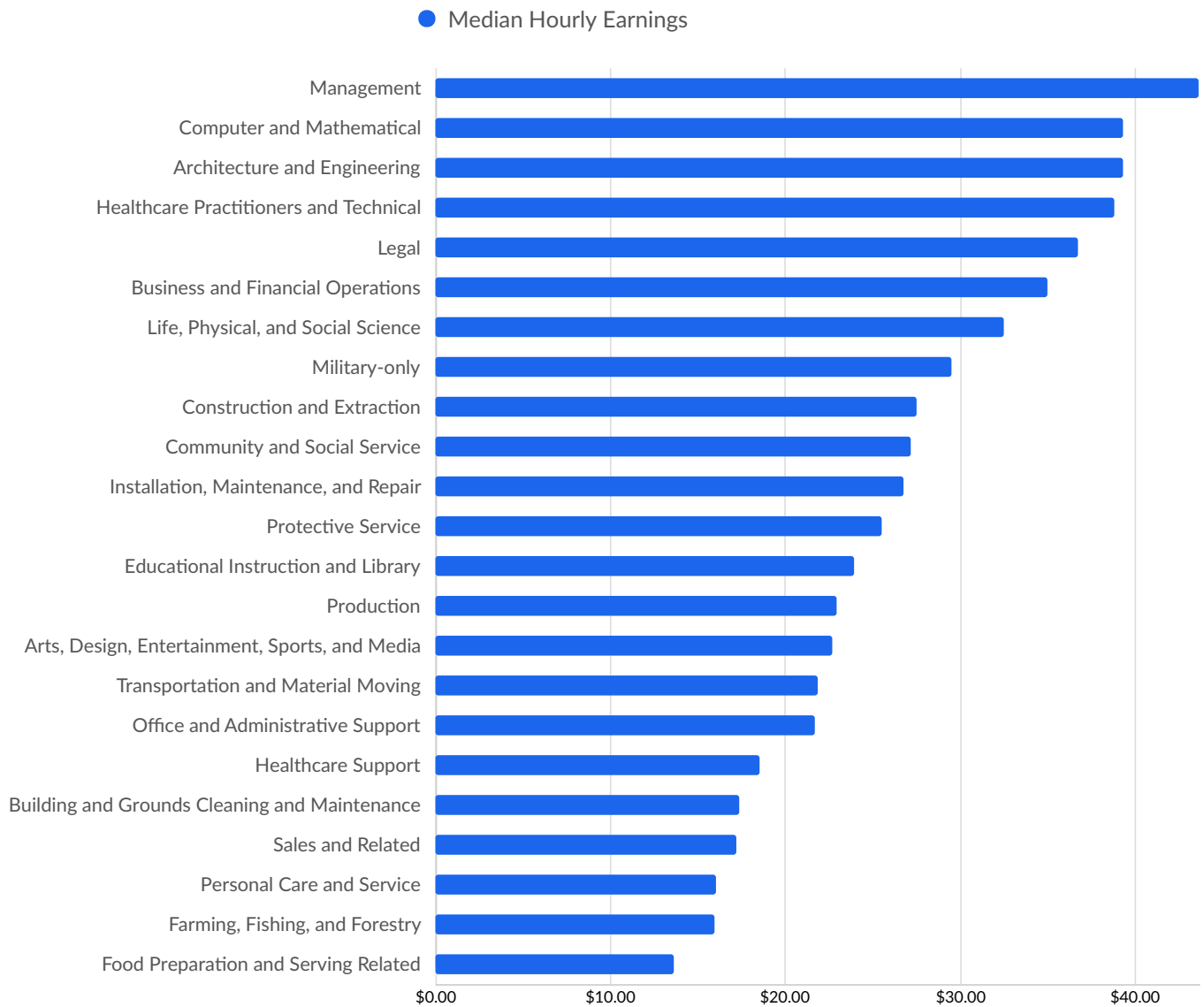
Top Growing Occupations



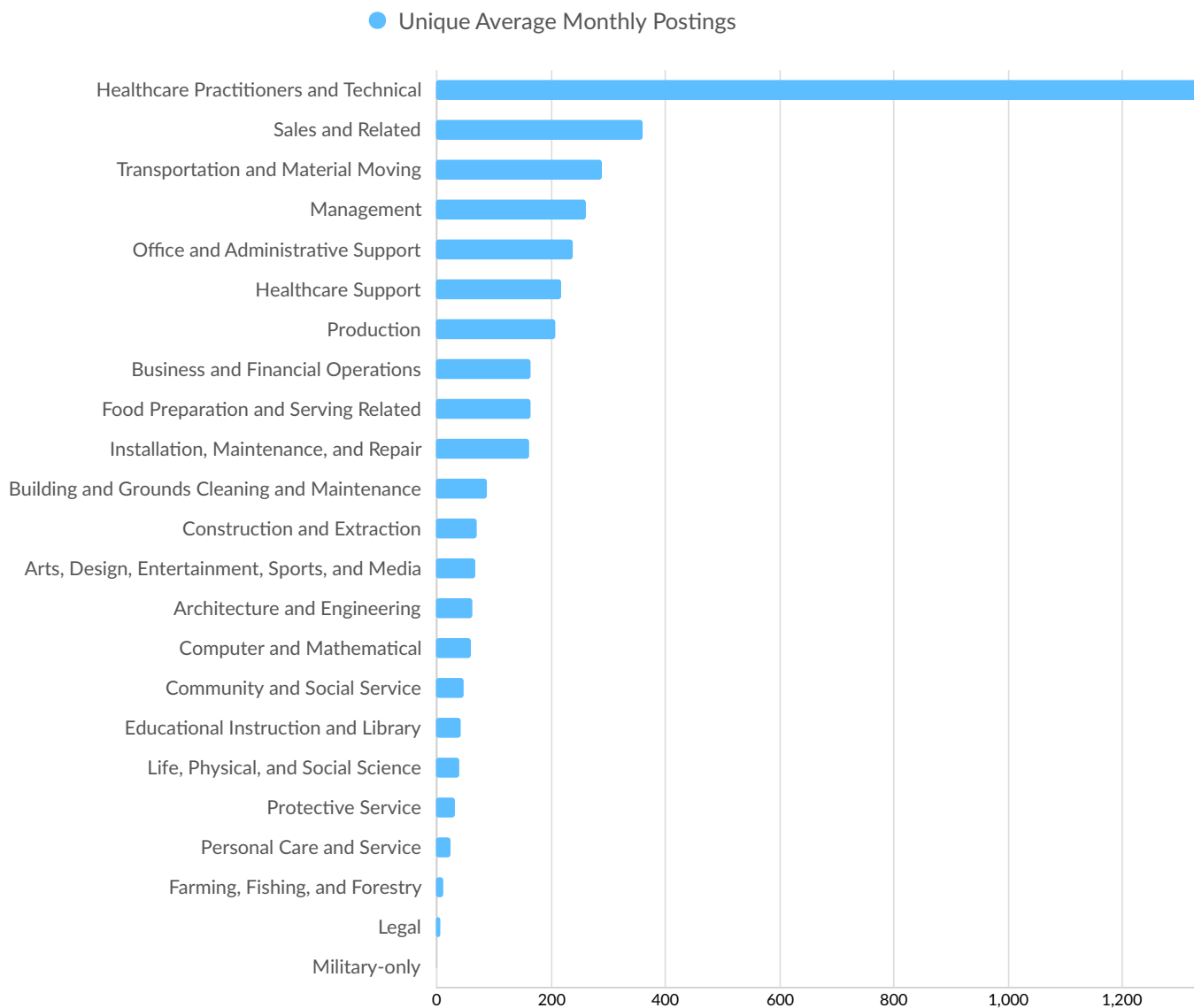
Top Occupation Employment Concentration



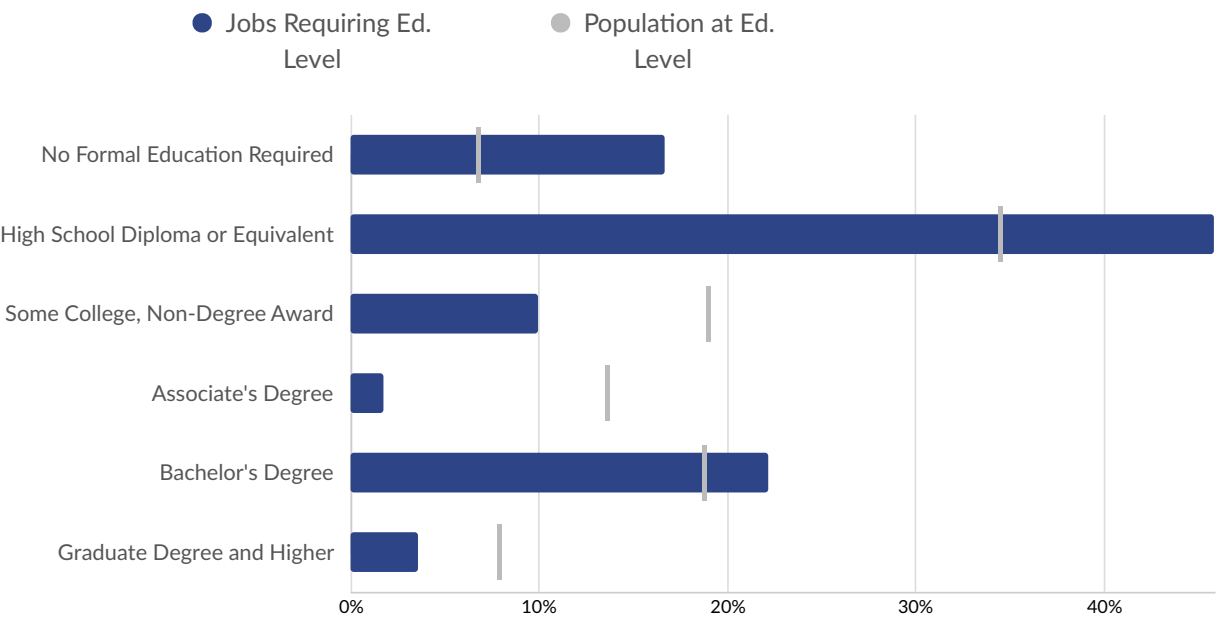
Top Occupation Earnings



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).

School	Total Graduates (2024)		Graduate Trend (2020 - 2024)
Northcentral Technical College	2,071		
University of Wisconsin-Stevens Point	1,922		
Mid-State Technical College	1,205		
State College of Beauty Culture	52		

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

In-Demand Skills

