

Centergy

North Central Wisconsin Regional Planning Commission

NCWRPC

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
Layoff Activity 23
Workforce Characteristics 24
Educational Pipeline 30
In-Demand Skills 31

Report Parameters

5 Counties

55001	Adams County, WI
55069	Lincoln County, WI
55073	Marathon County, WI
55097	Portage County, WI
55141	Wood 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

335,590

Population (2025)

Population **grew by 3,758** over the last 5 years and is projected to **grow by 1,937** over the next 5 years.

172,274

Total Regional Employment

Jobs **grew by 3,176** over the last 5 years but are projected to **decrease by 36** over the next 5 years.

$71.8K

Avg. Earnings Per Job (2025)

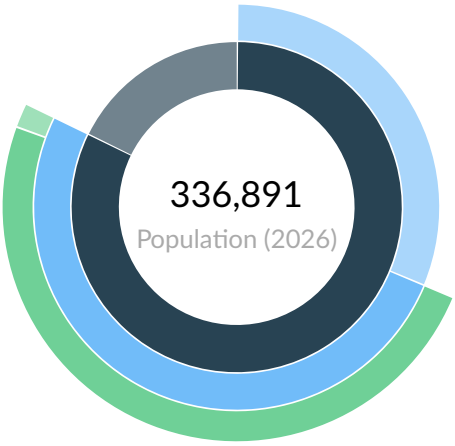
Regional average earnings per job are **$18.8K below** the national average earnings of $90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 1.1%** since 2020, growing by 3,758. Population is expected to **increase by 0.6%** between 2025 and 2030, adding 1,937.
- From 2020 to 2025, jobs **increased by 1.9%** in Centergy from 169,098 to **172,274**. This change **fell short of the national growth rate of 10.7% by 8.8%**. As the number of jobs increased, the **labor force participation rate decreased from 64.2% to 61.3% between 2020 and 2025**.
- Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (3.1% below the national average), and **13.6% hold an Associate's Degree** (4.8% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	336,891	171,752	172,274	99.1	$24.07B	$28.64B	$27.77B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

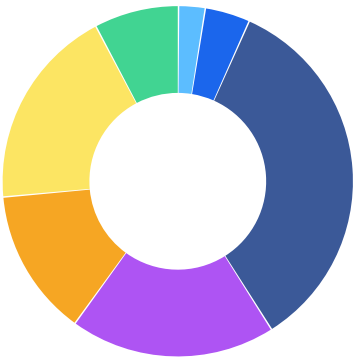
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	276,921
Not in Labor Force (16+)	105,169
Labor Force	171,752
Employed	166,007
Unemployed	5,745
Under 16, Military, and institutionalized Population	59,970

Educational Attainment

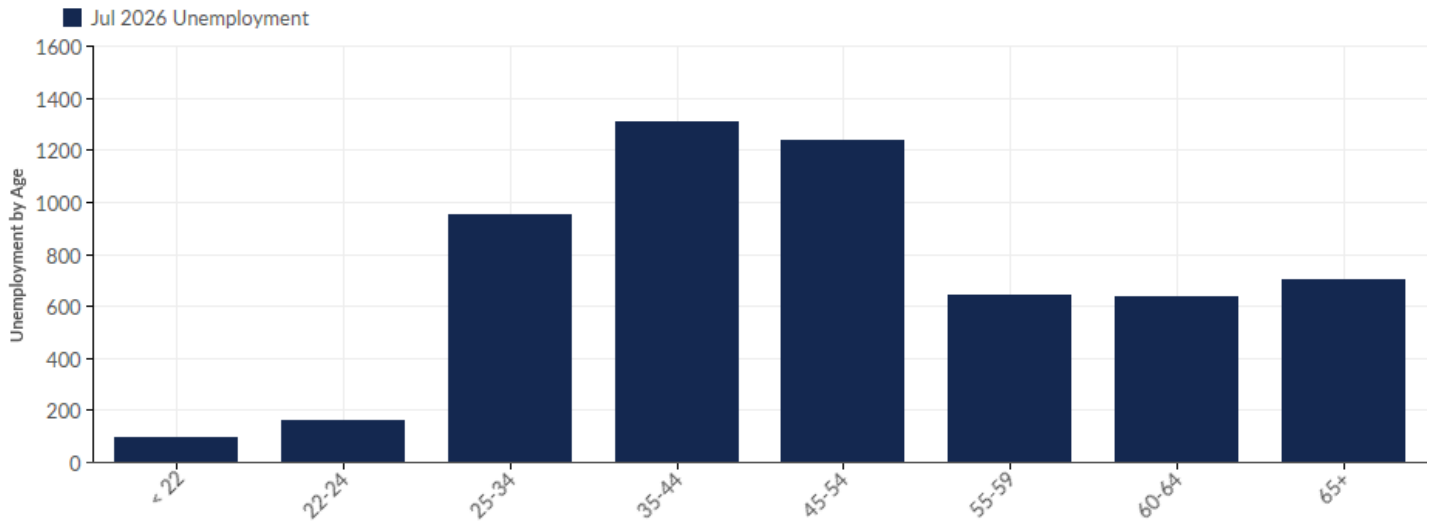
Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (3.1% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).



	% of Population	Population
Less Than 9th Grade	2.4%	5,865
9th Grade to 12th Grade	4.2%	9,963
High School Diploma	34.3%	82,210
Some College	19.0%	45,376
Associate's Degree	13.6%	32,548
Bachelor's Degree	18.7%	44,762
Graduate Degree and Higher	7.8%	18,694

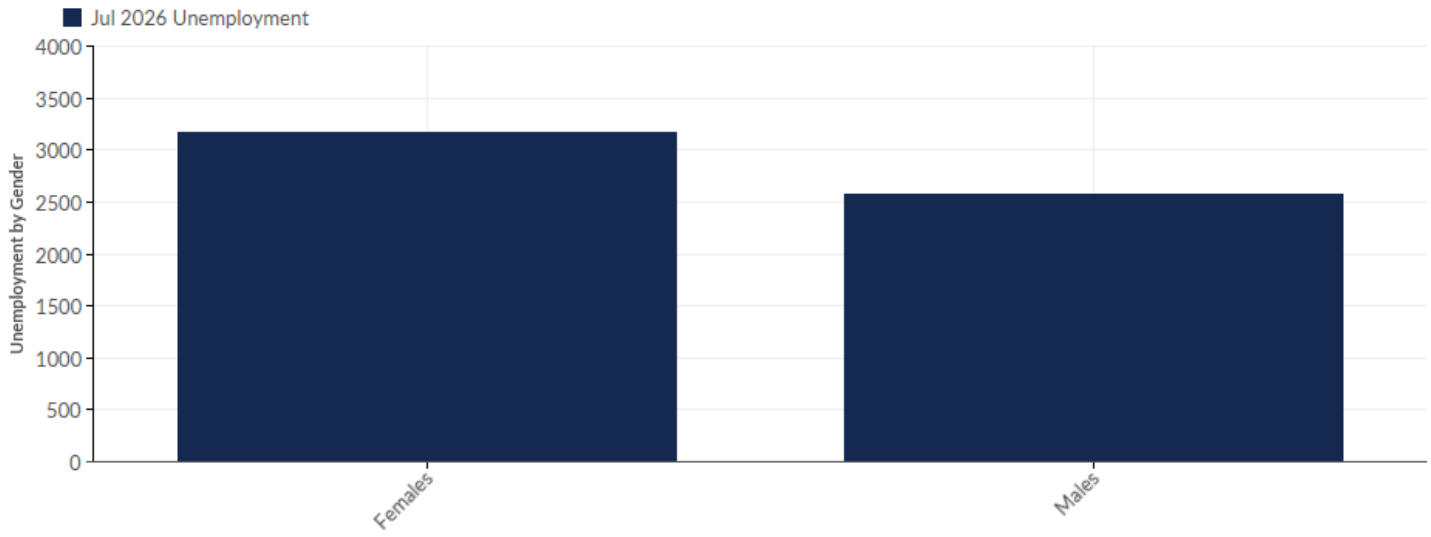
Unemployment by Demographics

Unemployment by Age



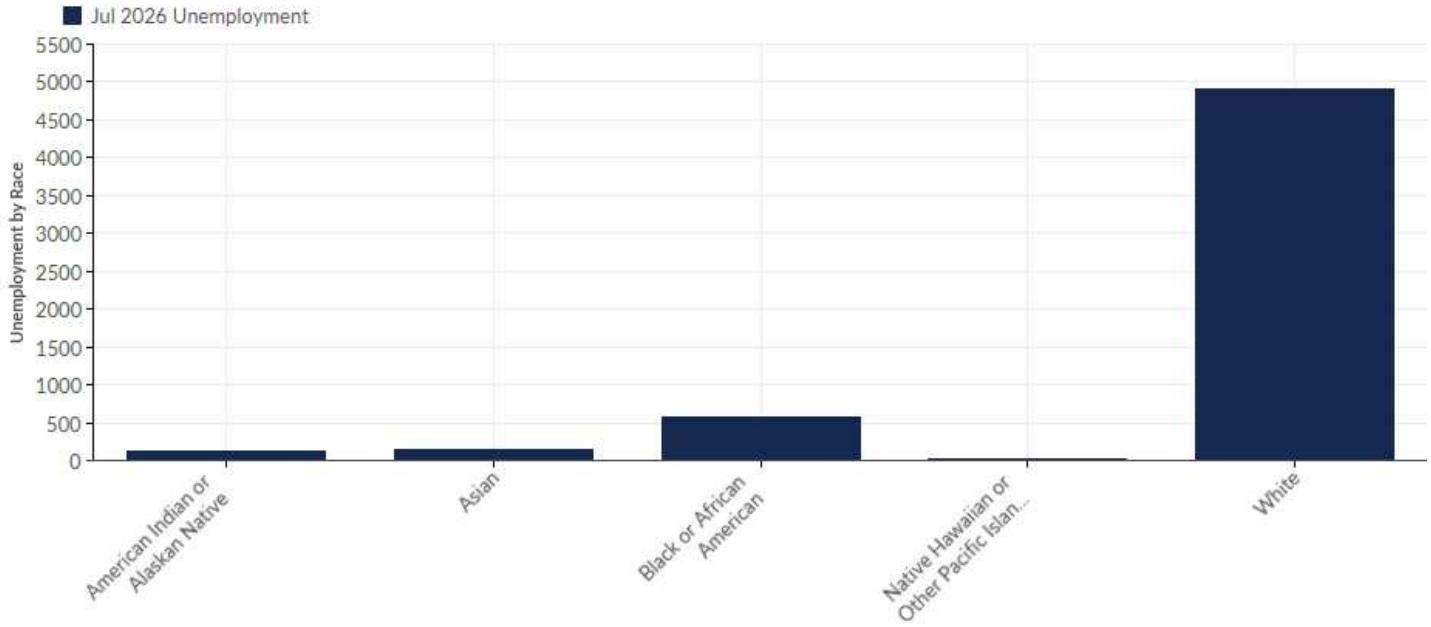
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		98	1.71%
22-24		163	2.84%
25-34		953	16.59%
35-44		1,311	22.82%
45-54		1,236	21.51%
55-59		645	11.23%
60-64		637	11.09%
65+		702	12.22%
	Total	5,745	100.00%

Unemployment by Gender



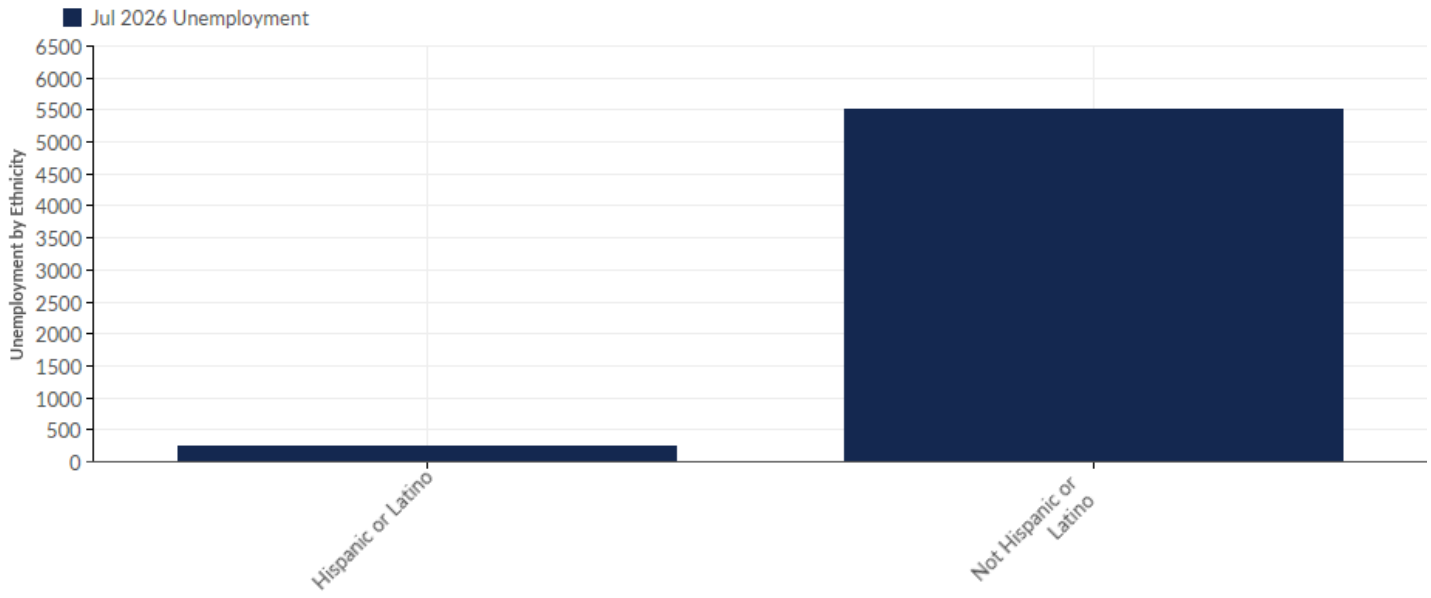
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		3,171	55.20%
Males		2,574	44.80%
	Total	5,745	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	118	2.05%
Asian	137	2.38%
Black or African American	577	10.04%
Native Hawaiian or Other Pacific Islander	13	0.23%
White	4,900	85.29%
Total	5,745	100.00%

Unemployment by Ethnicity

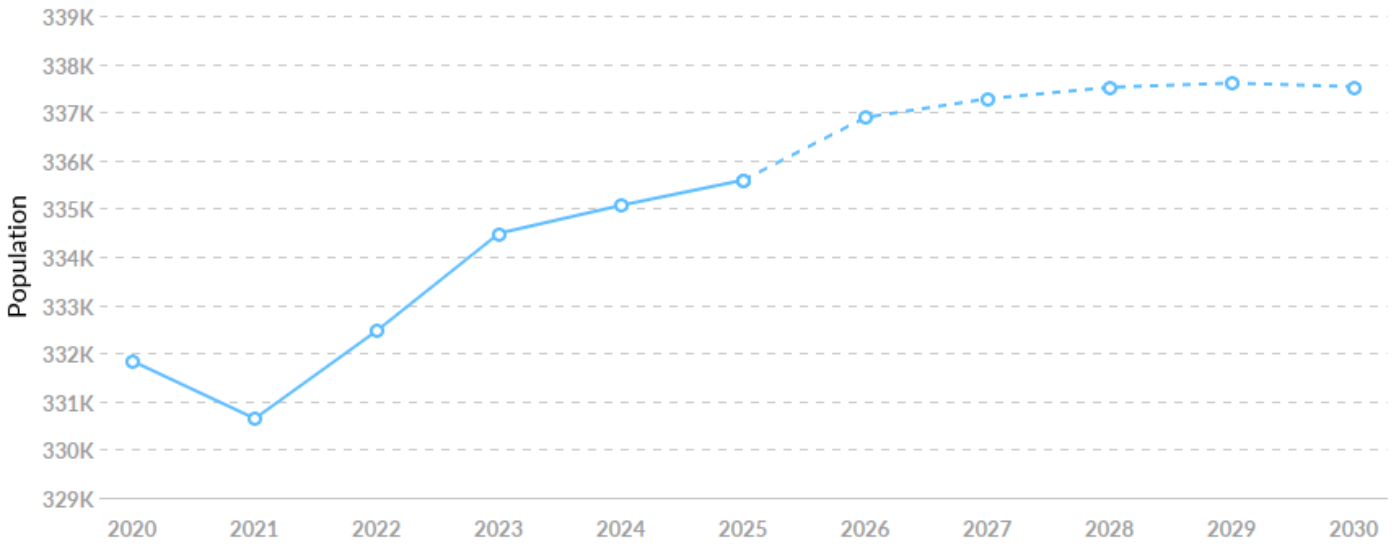


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		232	4.04%
Not Hispanic or Latino		5,513	95.96%
	Total	5,745	100.00%

Historic & Projected Trends

Population Trends

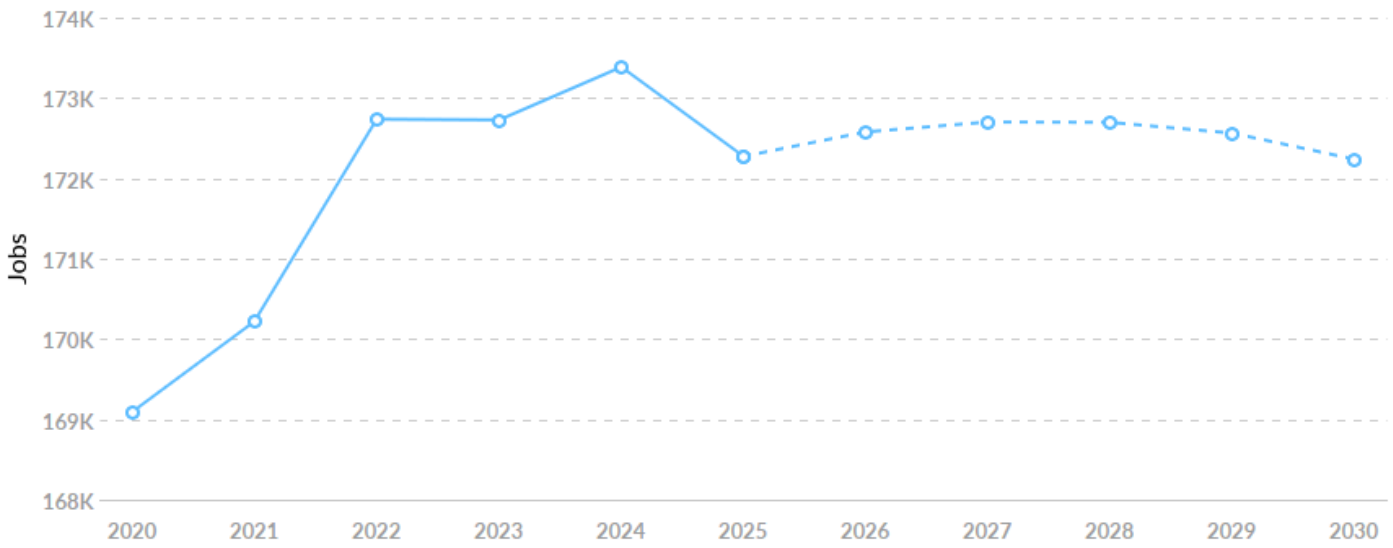
As of 2025 the region's population **increased by 1.1%** since 2020, growing by 3,758. Population is expected to **increase by 0.6%** between 2025 and 2030, adding 1,937.



Timeframe	Population
2020	331,832
2021	330,642
2022	332,467
2023	334,486
2024	335,067
2025	335,590
2026	336,891
2027	337,277
2028	337,514
2029	337,602
2030	337,527

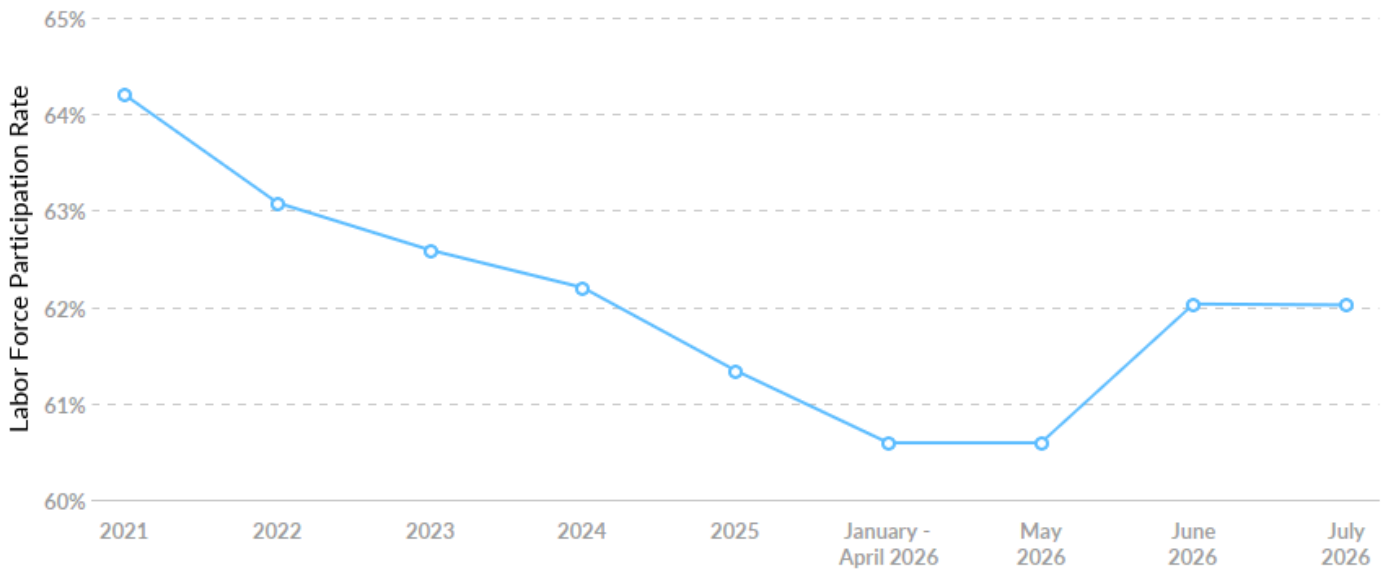
Job Trends

From 2020 to 2025, jobs **increased by 1.9%** in Centergy from 169,098 to **172,274**. This change **fell short of the national growth rate of 10.7% by 8.8%**.



Timeframe	Jobs
2020	169,098
2021	170,223
2022	172,736
2023	172,727
2024	173,386
2025	172,274
2026	172,578
2027	172,701
2028	172,697
2029	172,563
2030	172,238

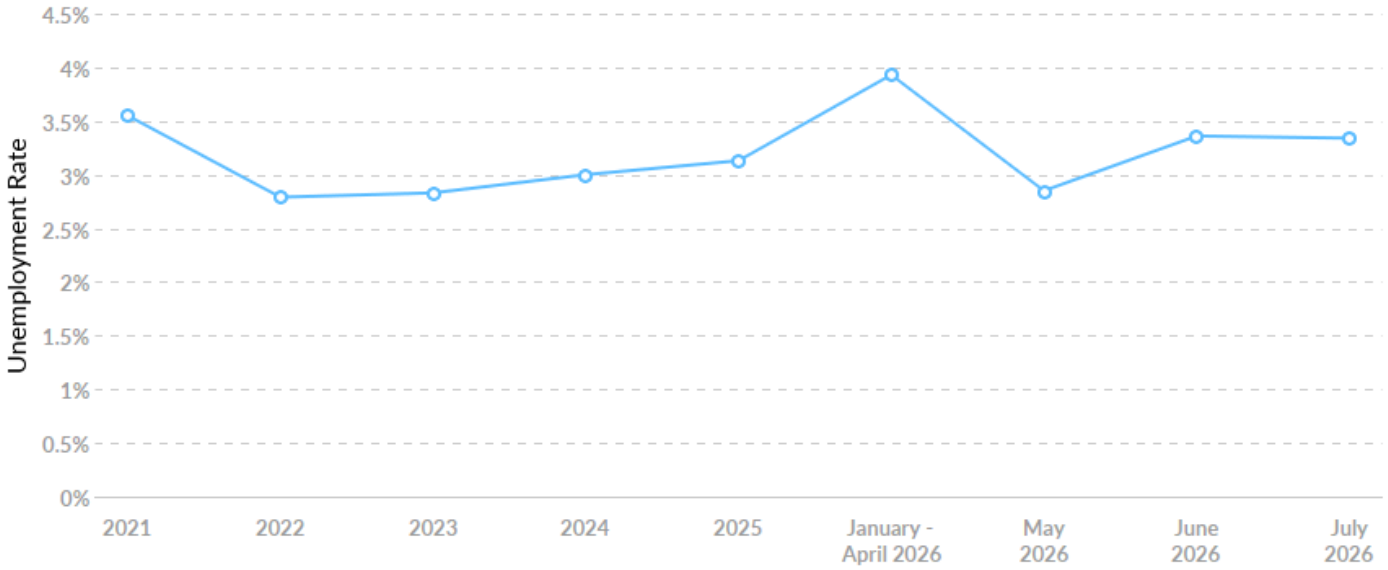
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	64.20%
2022	63.08%
2023	62.59%
2024	62.20%
2025	61.34%
January - April 2026	60.59%
May 2026	60.59%
June 2026	62.03%
July 2026	62.02%

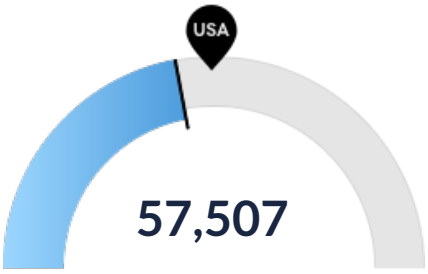
Unemployment Rate Trends

Your areas had a July 2026 unemployment rate of 3.34%, **decreasing from 3.55%** 5 years before.



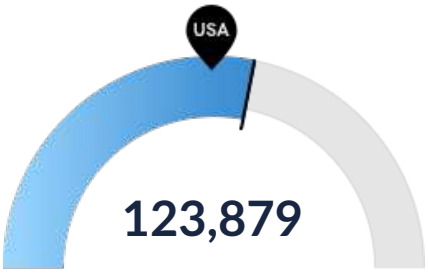
Timeframe	Unemployment Rate
2021	3.55%
2022	2.79%
2023	2.83%
2024	3.00%
2025	3.13%
January - April 2026	3.93%
May 2026	2.85%
June 2026	3.36%
July 2026	3.34%

Population Characteristics



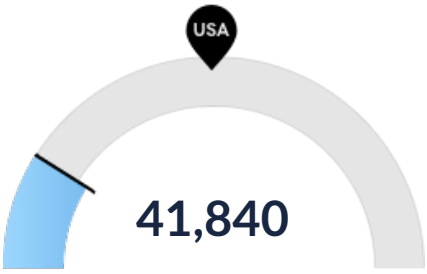
Millennials

Your area has 57,507 millennials (ages 25-39). The national average for an area this size is 68,471.



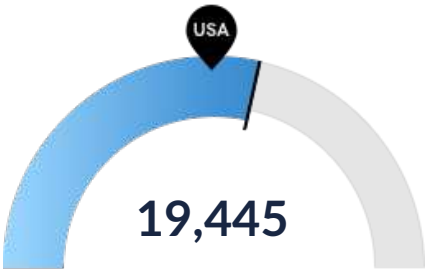
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 103,889 people 55 or older, while there are 123,879 here.



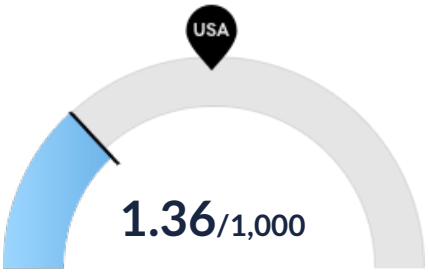
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 147,299 racially diverse people, while there are 41,840 here.



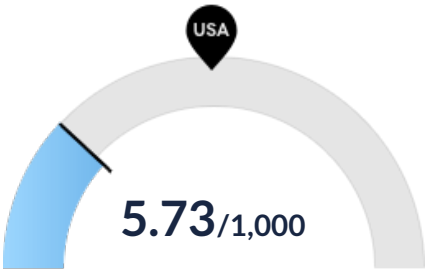
Veterans

Your area has 19,445 veterans. The national average for an area this size is 15,951.



Violent Crime

Your area has 1.36 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

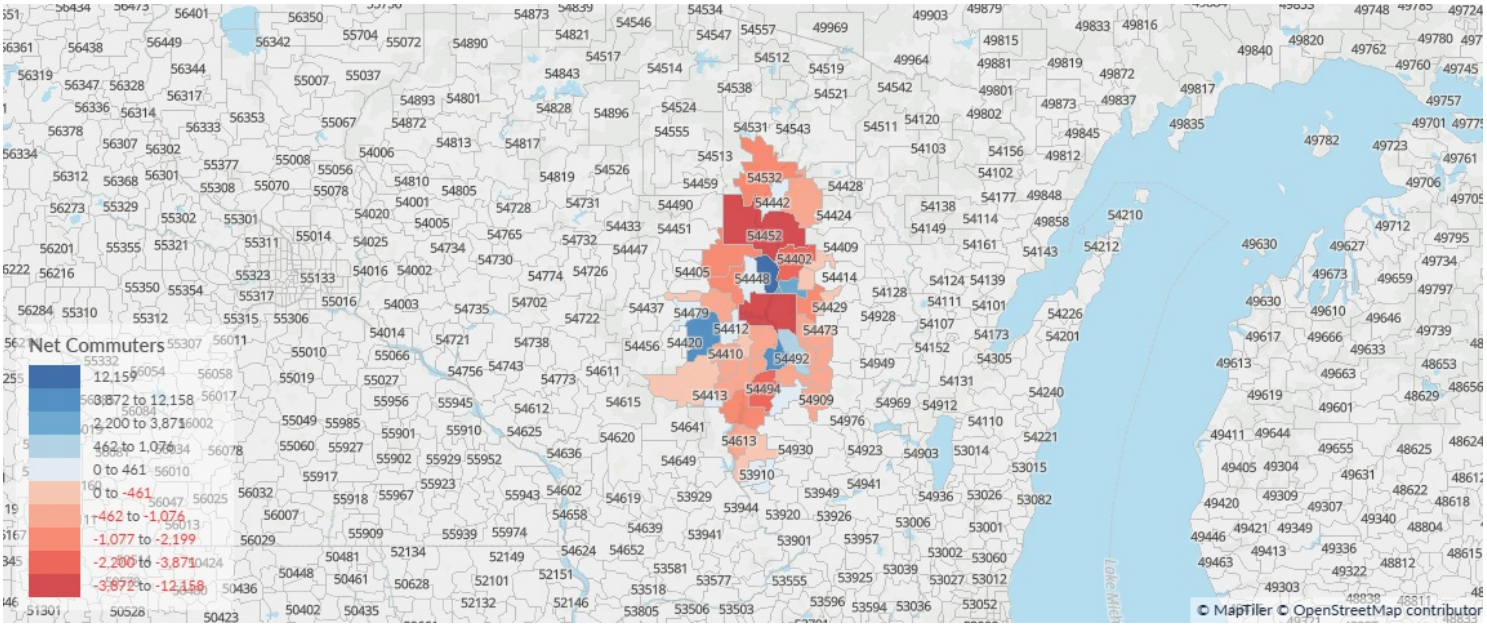


Property Crime

Your area has 5.73 property crimes per 1,000 people. The national rate is 14.58 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	2025 Employment
54401	Wausau, WI (in Maratho...	28,504
54481	Stevens Point, WI (in Po...	18,937
54449	Marshfield, WI (in Woo...	17,209
54476	Schofield, WI (in Marath...	13,636
54494	Wisconsin Rapids, WI (i...	11,369

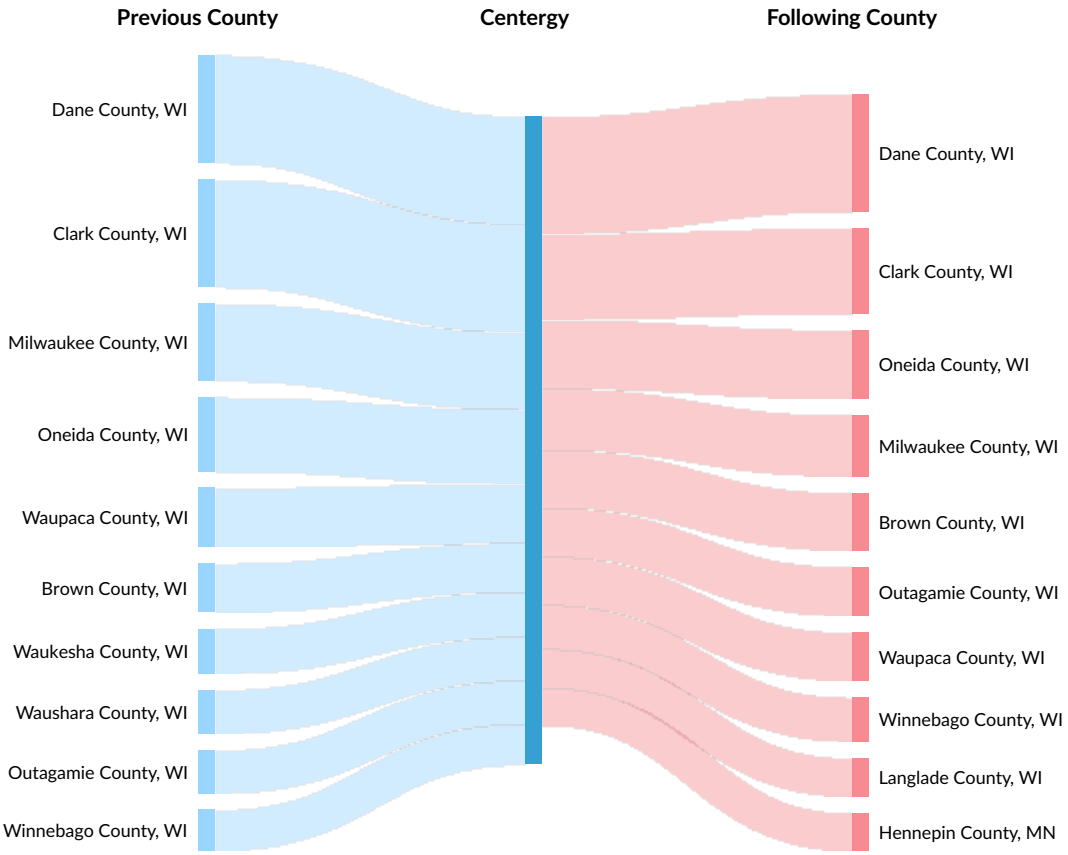
Where Talent Lives

ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	16,345
54481	Stevens Point, WI (in Po...	14,505
54494	Wisconsin Rapids, WI (i...	13,950
54403	Wausau, WI (in Maratho...	12,918
54449	Marshfield, WI (in Woo...	12,582

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.



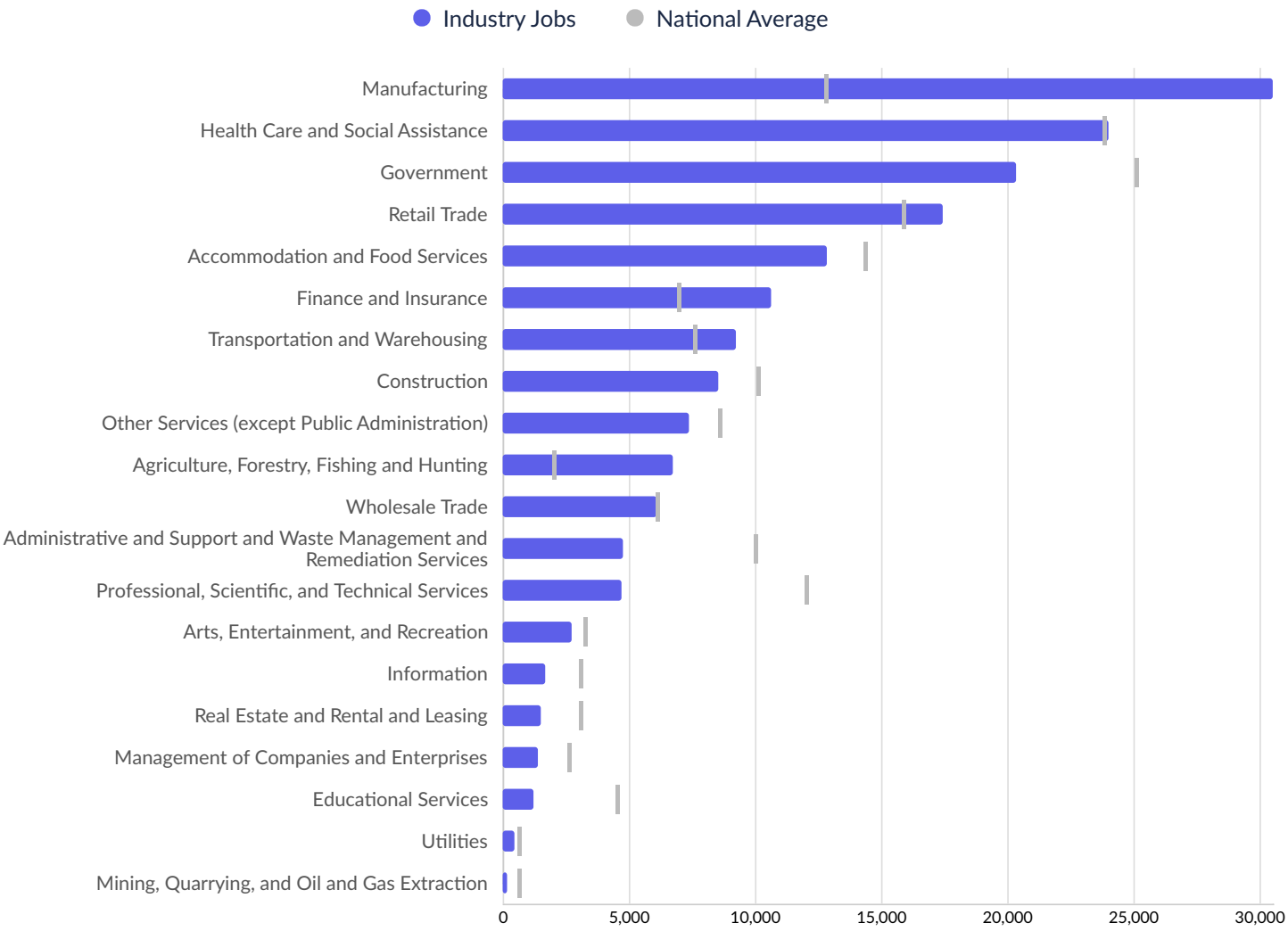
Top Previous Counties	Migrations
Dane County, WI	425
Clark County, WI	425
Milwaukee County, WI	304
Oneida County, WI	293
Waupaca County, WI	234
Brown County, WI	193

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

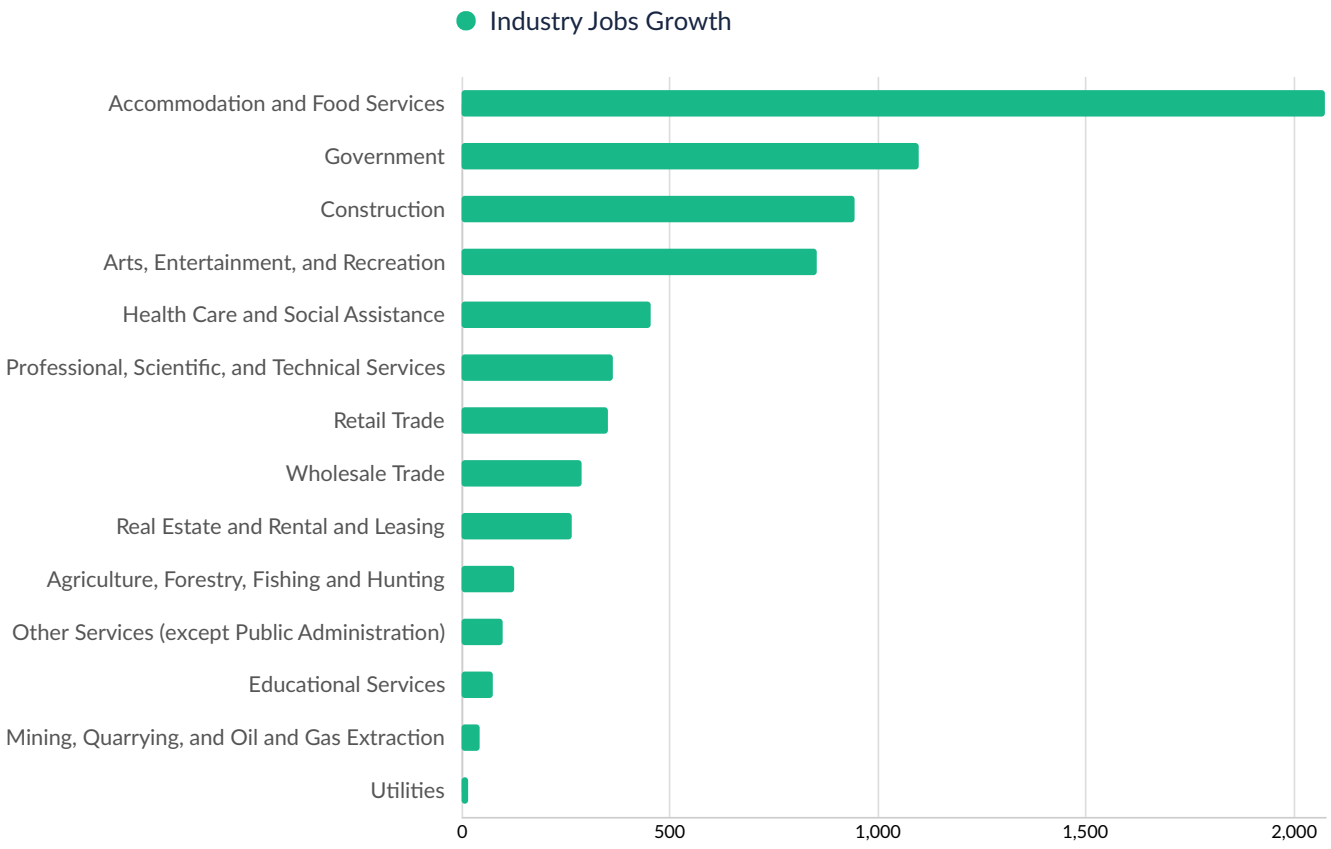
Top Following Counties	Migrations
Dane County, WI	463
Clark County, WI	337
Oneida County, WI	271
Milwaukee County, WI	241
Brown County, WI	228
Outagamie County, WI	193
Waupaca County, WI	191
Winnebago County, WI	174
Langlade County, WI	153
Hennepin County, MN	149
Eau Claire County, WI	141
Shawano County, WI	140
La Crosse County, WI	138
Sauk County, WI	135
Waushara County, WI	128

Industry Characteristics

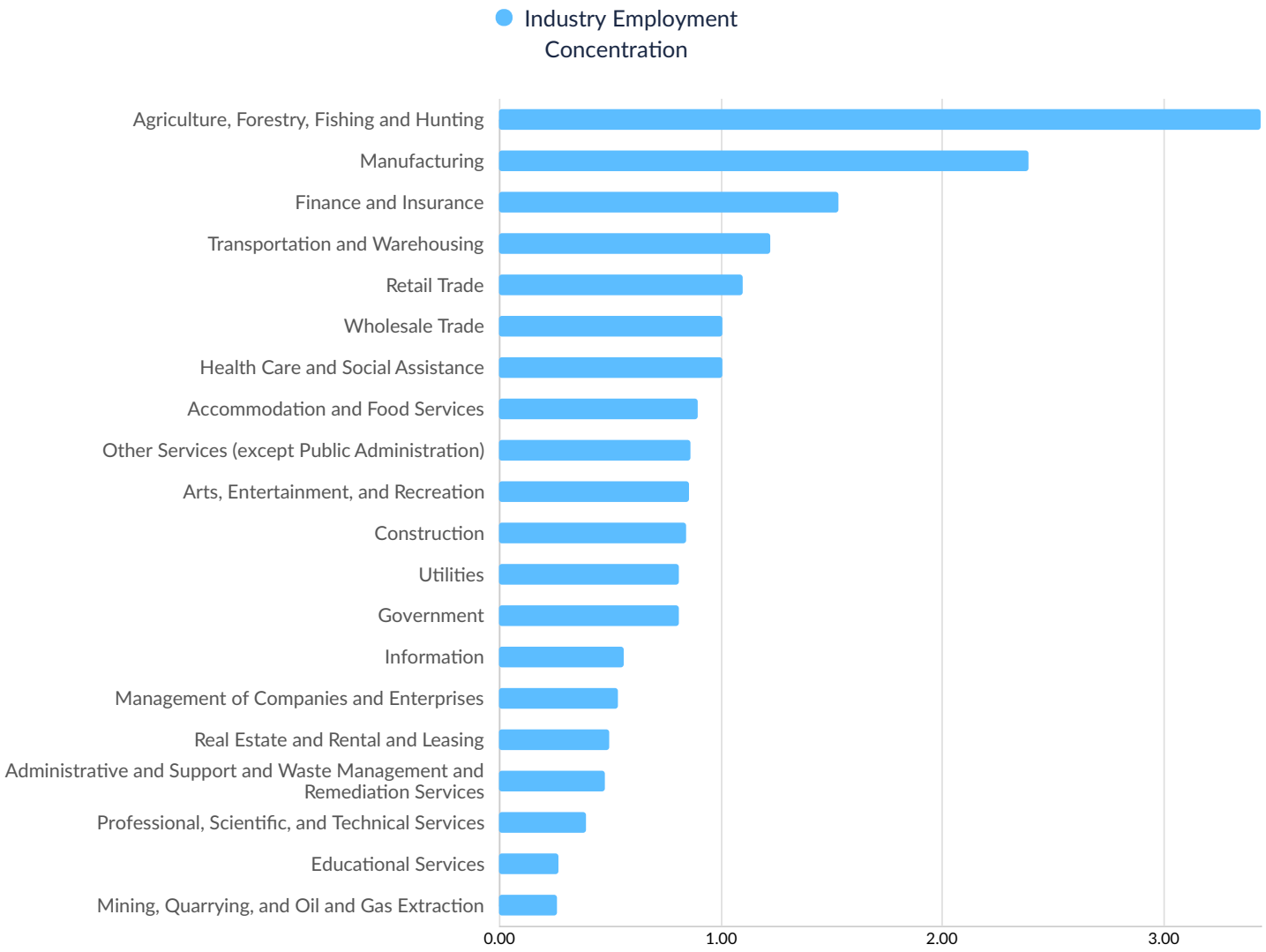
Largest Industries



Top Growing Industries



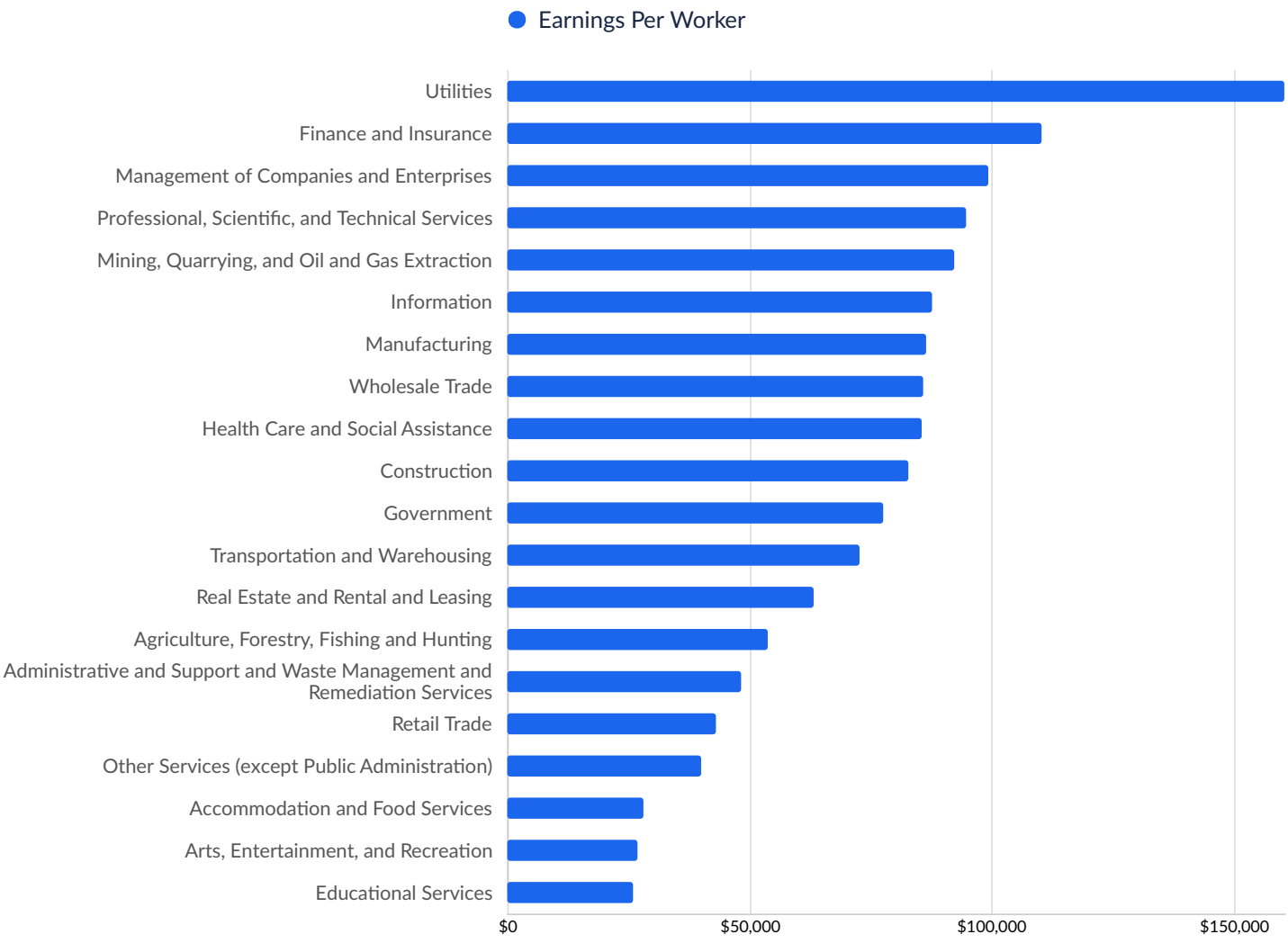
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

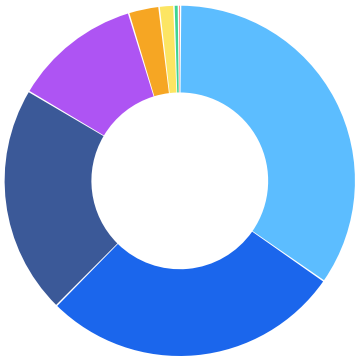
22,297 Companies Employ Your Workers

Online profiles for your workers mention 22,297 companies as employers, with the top 10 appearing below. In the last 12 months, 3,439 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	2,189
Sentry	1,861
Aspirus	1,554
University of Wisconsin-Steven...	1,432
Ministry Health Care	459
Church Mutual Insurance Comp...	438
Greenheck	411
State of Wisconsin	391
Skyward	371
Stevens Point Area Public Schoo...	371

Top Companies Posting	Unique Postings
Aspirus	2,031
Marshfield Clinic	1,973
CompHealth	603
Aya Healthcare	528
Soliant Health	515
Kroger	483
Weatherby Healthcare	469
Vetted Health	458
Sanford Health	367
Pick And Save	346

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.*

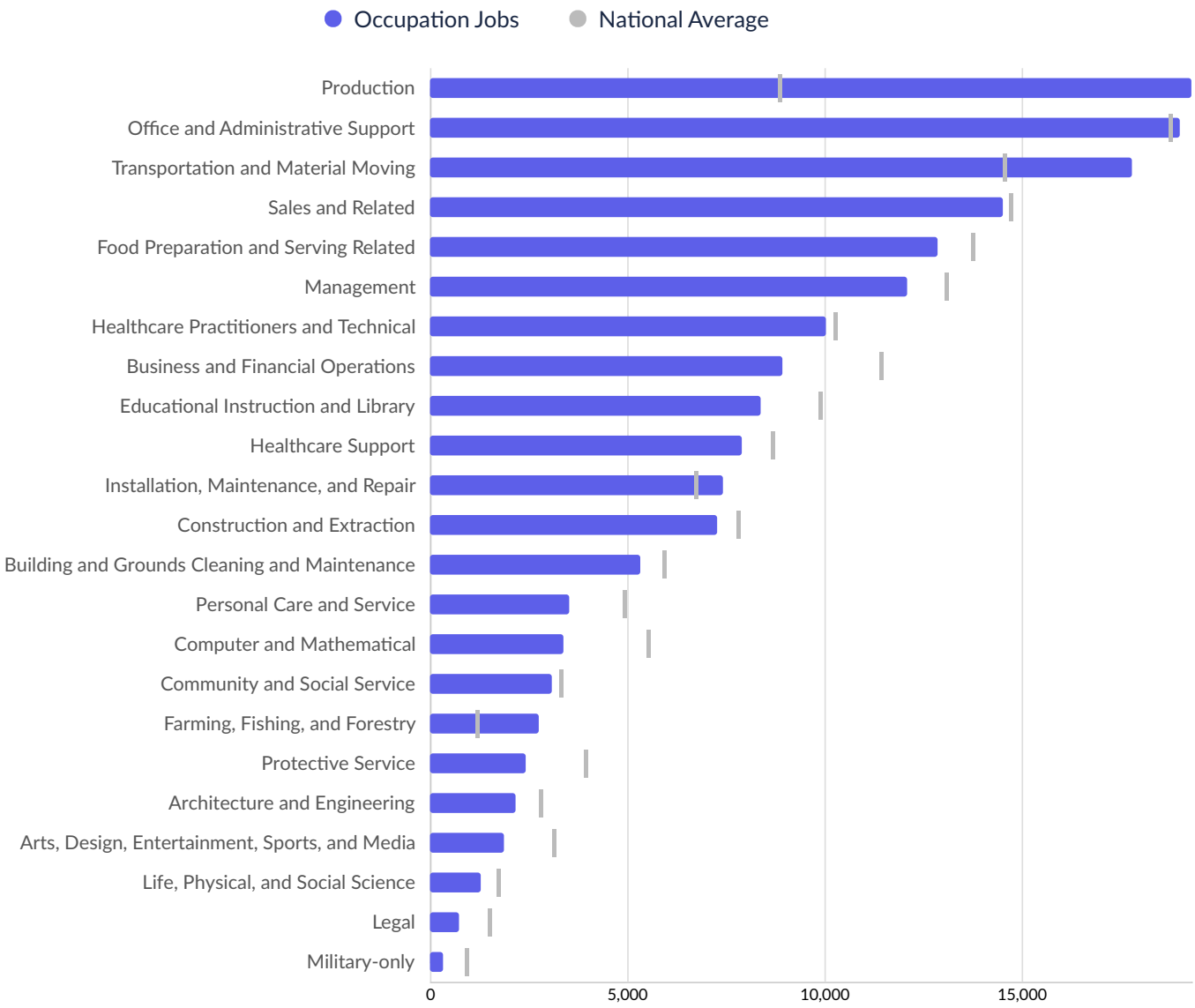
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

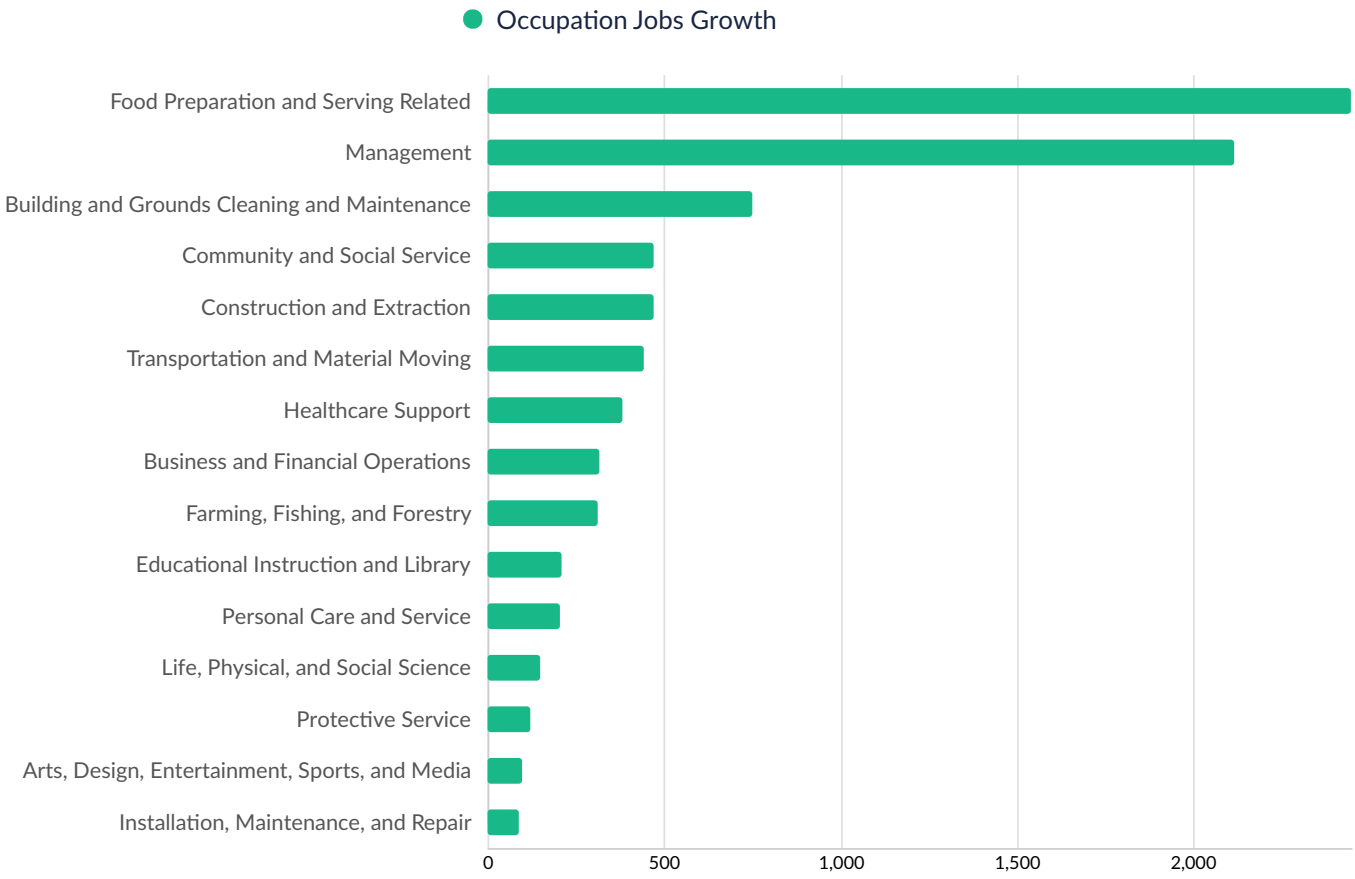
Region	Company	Event Date	Employees Affected
Wood	Foremost Farms USA	08-24-2026	68
Lincoln	Samuel Pressure Vessel Group	08-05-2026	76
Wood	Prince	12-19-2025	80

Workforce Characteristics

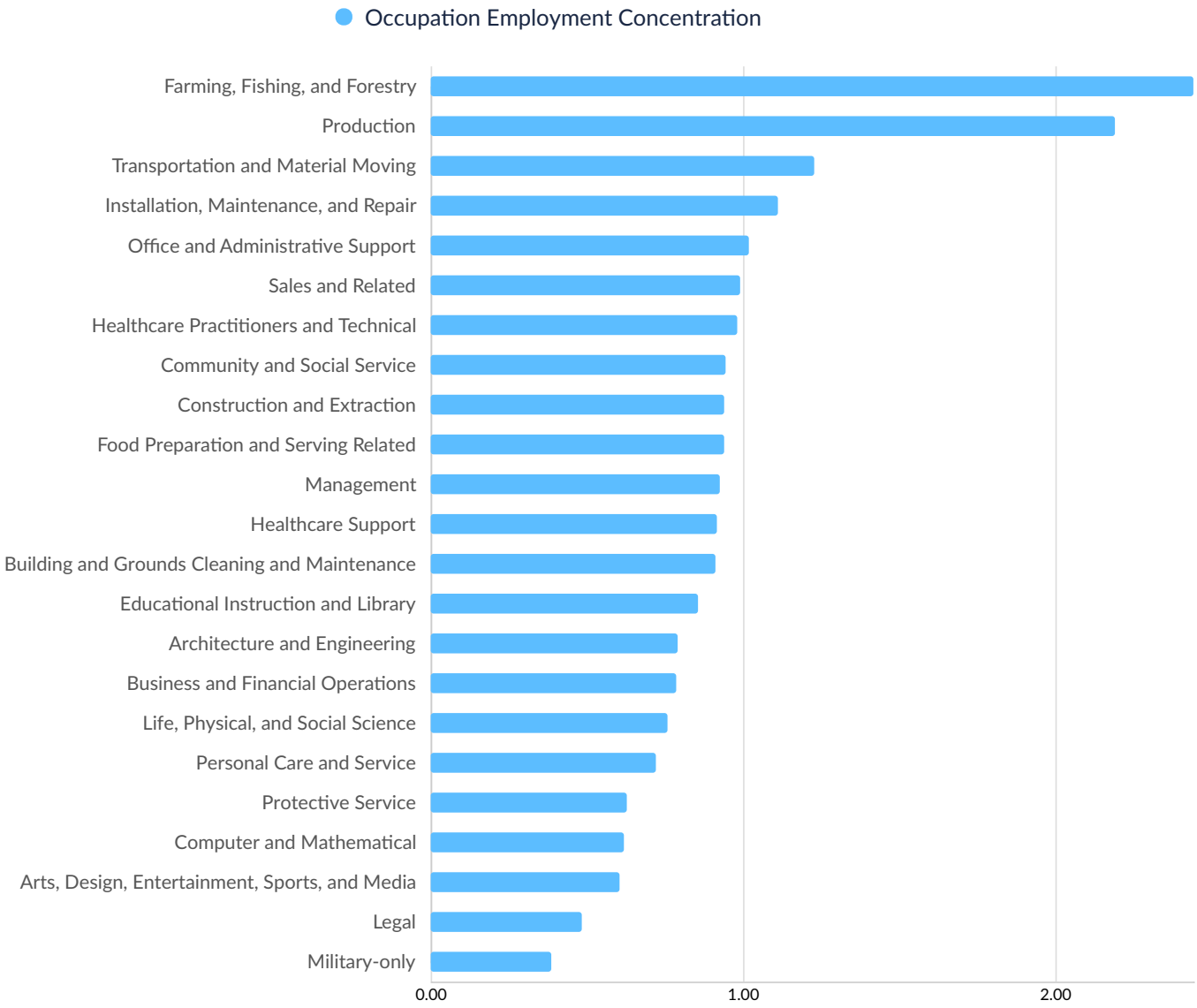
Largest Occupations



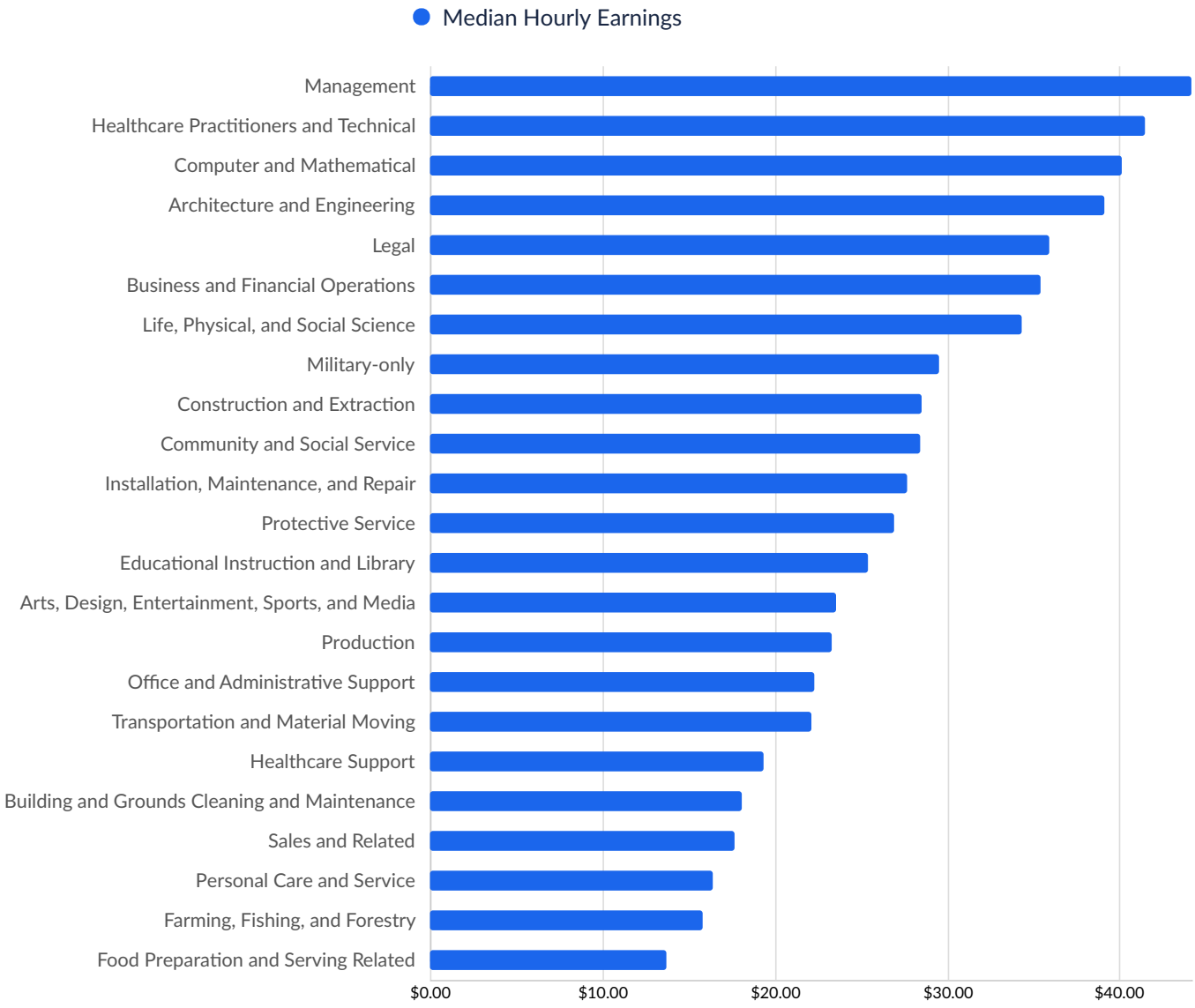
Top Growing Occupations



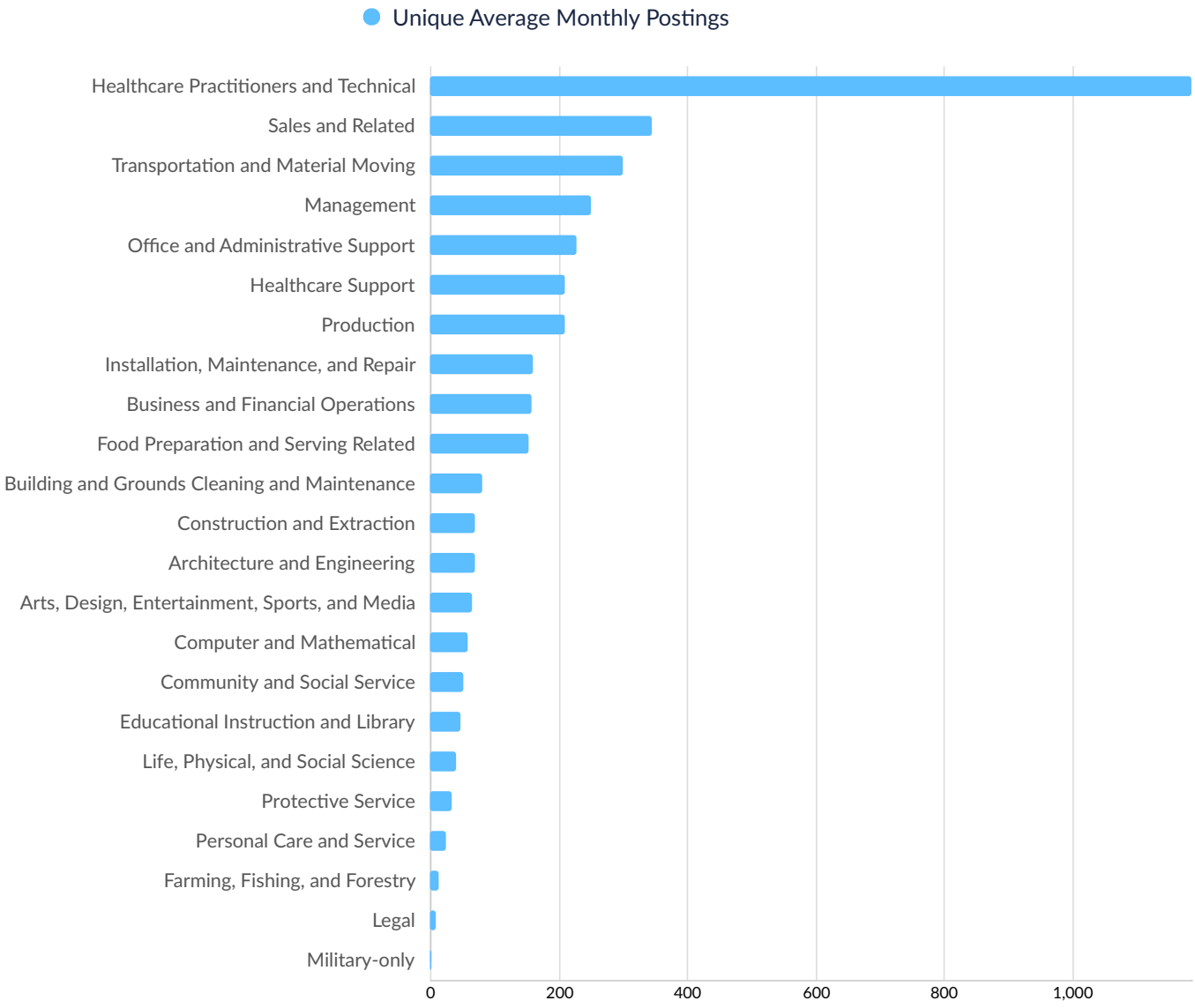
Top Occupation Employment Concentration



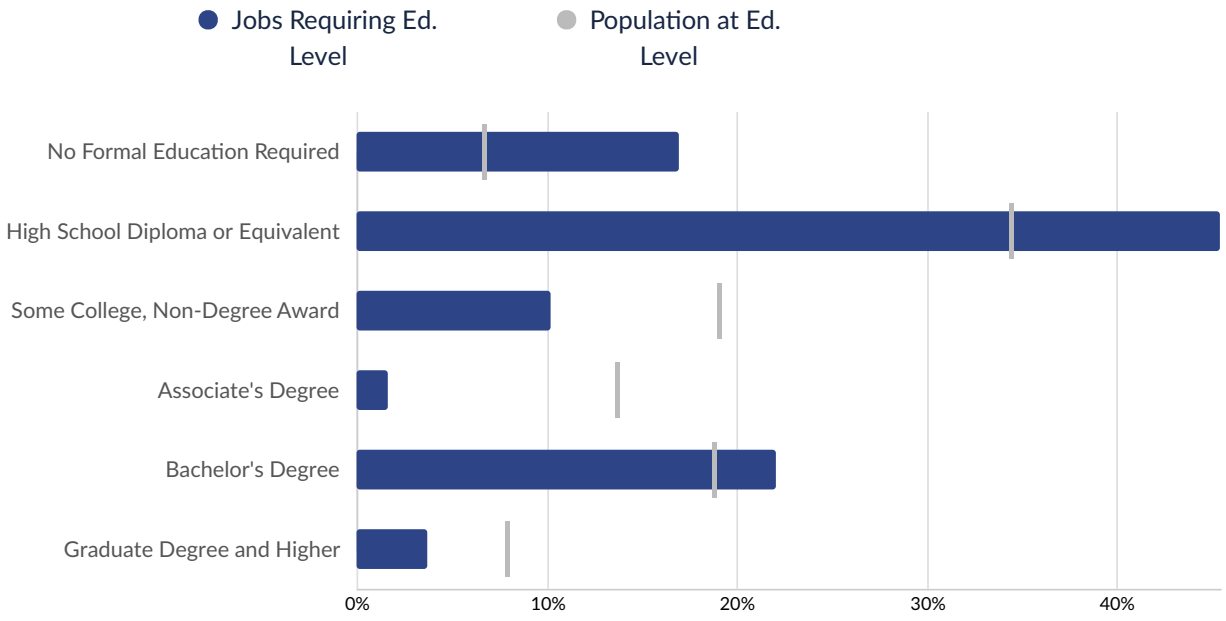
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 5,270 graduates in Centergy. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate), and "Welding Technology/Welder" (Certificate).

School	Total Graduates (2025)	Graduate Trend (2021 - 2025)
University of Wisconsin-Stevens Point	2,069	
Northcentral Technical College	1,959	
Mid-State Technical College	1,185	
State College of Beauty Culture	57	

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

In-Demand Skills

