

Transportation

Major Highways
State Highways: 13, 16, 17, 21, 22, 23, 29, 32, 33, 34, 47, 49, 52, 54, 55, 58, 64, 66, 70, 71, 73, 80, 82, 86, 97, 101, 107, 139, 153, 155, 161, 173, 186
U.S. Highways: 8, 10, 12, 16, 45, 51
Interstate Highways: I-39 & I-90/94

Rail Service
Canadian National, Canadian Pacific Kansas City, Fox Valley & Lake Superior, Tomahawk, and Union Pacific

Air Service
Airports: Mosinee Central Wisconsin Airport, Rhinelander-Oneida County Airport
Classification: Air Carrier, Cargo, & Scheduled Service
Airline Service(s): American Airlines, Delta, United

Area Institutions

Technical Colleges, Main Campus
Mid-State Technical College, Wisconsin Rapids
Nicolet Area Technical College, Rhinelander
Northcentral Technical College, Wausau

Universities
University of Wisconsin – Stevens Point
Main Campus: Stevens Point
2-Year Campuses: Marshfield and Wausau

Educational Attainment

High School Diploma:
93.5%
College Degree:
25.5%
Source: ACS 2024

Major Employers

- Marshfield Clinic
- Aspirus
- Sentry
- University of Wisconsin-Stevens Point
- Kolbe & Kolbe Millwork Co.
- Church Mutual
- Ministry Health Care
- Walmart
- Northcentral Technical College
- Skyward

Regional Industry Clusters

- Production Technology and Heavy Machinery
- Local Government Services
- Local Education and Training
- Food Processing and Manufacturing
- Paper and Packaging
- Education and Knowledge Creation
- Medical Devices
- Recreational and Small Electric Goods
- Electric Power Generation and Transmission
- State Government Services

Links

wedc.org
www.ncwrpc.org

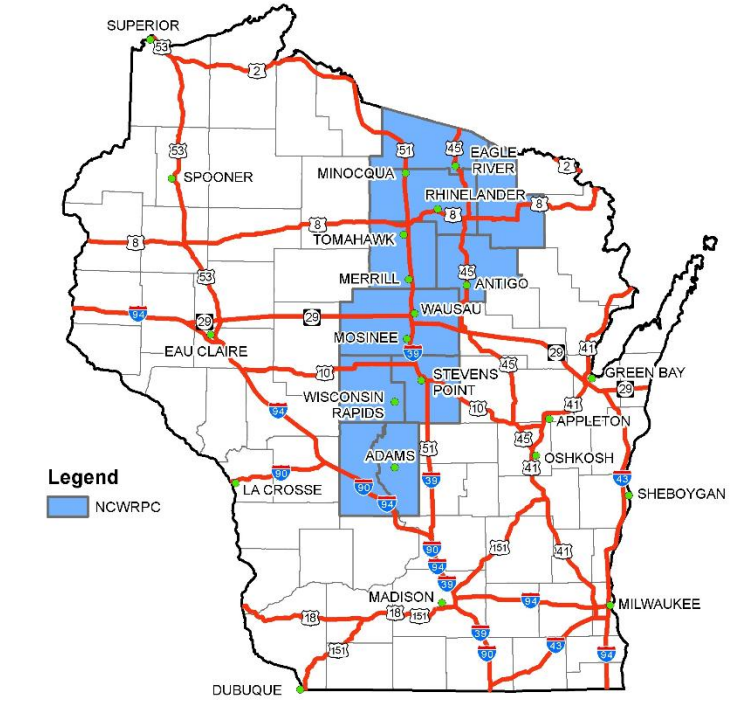
Regional Contacts

NCWRPC
210 McClellan St., Suite 210
Wausau, WI 54403
Phone: (715) 849-5510
Website: www.ncwrpc.org

Centergy, Inc.
210 McClellan St Suite 210
Wausau, WI 54403
Phone: 715.849.5510, ext. 307
Website: centergy.net

Grow North
PO Box 518
Rhinelander, WI 54401
Phone: (715) 365-4468
Website: grownorth.org

North Central Wisconsin Regional Profile



Demographics

Population:		
	2010	2024
North Central WI	444,027	450,150
State of Wisconsin	5,686,986	5,914,872

Housing Units:		
	2010	2024
North Central WI	243,179	260,007
State of Wisconsin	2,593,073	2,778,572

Per Capita Income:	
	2024
North Central WI	\$39,565
State of Wisconsin	\$43,373
United States	\$44,673

Data source: American Community Survey, 2010 & 2024

Economy

County Employment by Industry 2024	
Industry	Employees
Natural Resources	6,518
Construction	15,045
Manufacturing	38,164
Trade, Transport. & Utilities	5,309
Information	24,407
Financial Activities	11,612
Professional & Business Services	2,695
Education and Health	15,900
Leisure and Hospitality	15,019
Other Services	50,387
Public Administration	17,247

Employment Trends		
	2010	2024
North Central WI Labor Force Participation Rate	66.6%	61.2%
North Central WI Employed	220,172	220,452
North Central WI Unemployed	15,613	7,404
North Central WI Unemployed Rate	9.0%	3.2%
Wisconsin Labor Force Participation Rate	69.0%	65.4%
Wisconsin Unemployment Rate	9.6%	3.1%

2026 Median Wages (Full time. Source: Lightcast)		
Occupation	Region	State
Agriculture & Natural Resources	\$53,274	\$52,899
Mining and Extraction	\$90,599	\$110,673
Utilities	\$149,145	\$167,681
Construction	\$75,863	\$90,352
Manufacturing	\$83,574	\$91,907
Wholesale Trade	\$82,960	\$105,447
Retail Trade	\$41,829	\$44,762
Transportation and Warehousing	\$69,994	\$69,840
Information	\$83,541	\$132,640
Finance and Insurance	\$106,212	\$128,431
Real Estate and Rental and Leasing	\$62,914	\$75,693
Professional, Scientific, and Technical Services	\$90,373	\$111,587
Management	\$97,512	\$151,958
Waste Management/Remediation	\$46,326	\$54,137
Educational Services	\$28,035	\$58,104
Health Care and Social Assistance	\$82,920	\$76,860
Arts, Entertainment, and Recreation	\$28,167	\$46,370
Accommodation and Food Services	\$25,366	\$26,775
Other Services	\$37,573	\$41,963
Government	\$76,765	\$84,790

North Central Development Opportunities

