

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

wecd.org
www.ncwRPC.org

Regional Contacts

NCWRPC

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

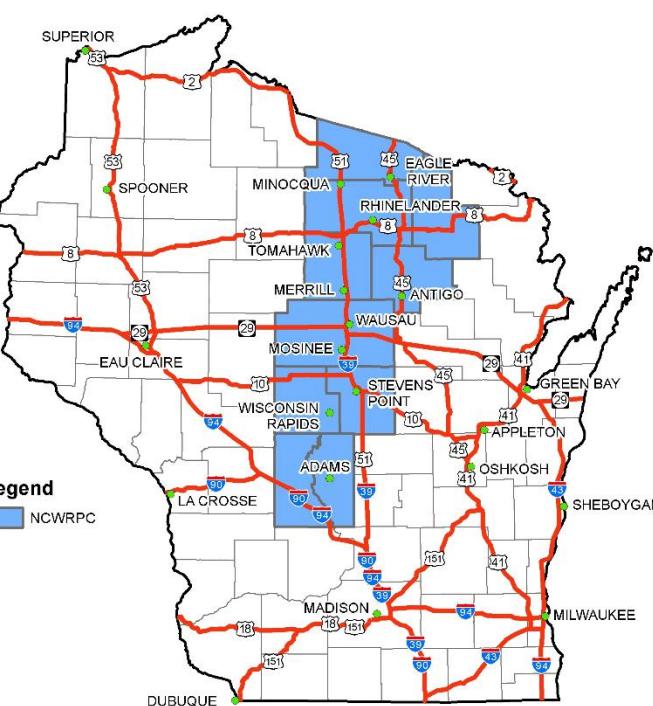
Centergy, Inc.

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

Grow North

PO Box 518
Rhineland, 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

