

## 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

Union Pacific, Canadian National, Fox Valley & Lake Superior, East Troy, and Canadian Pacific

### Air Service

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

## Area Institutions

### Technical Colleges

Mid-State Technical College, Marshfield  
 Nicolet Area Technical College, Rhinelander  
 Northcentral Technical College, Wausau

### Universities

University of Wisconsin – Marathon County (Wausau)  
 University of Wisconsin – Marshfield  
 University of Wisconsin – Stevens Point

## Educational Attainment

### High School Diploma:

92.7%

### College Degree:

25.3%

Source: ACS 2022

## Major Employers

Aspirus Wausau Hospital  
 Chula Vista Resort  
 Kolbe & Kolbe Millwork Co Inc.  
 Marathon Electric Motors  
 Ministry St. Joseph’s Hospital  
 Sentry Insurance Group  
 Marshfield Clinic Health System  
 UMR Insurance Company  
 University of Wisconsin – Stevens Point

## Regional Industry Clusters

Paper and Packaging  
 Insurance Services  
 Production Technology and Heavy Machinery  
 Transportation and Logistics  
 Footwear  
 Information Technology and Analytical Instruments  
 Recreation and Small Electric Goods  
 Food Processing and Manufacturing  
 Electric Power Generation and Transmission  
 Business Services

## Links

[www.locateinwisconsin.com](http://www.locateinwisconsin.com)  
[www.inwisconsin.com](http://www.inwisconsin.com)  
[www.ncwrpc.org](http://www.ncwrpc.org)

## Regional Contacts

### NCWRPC

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

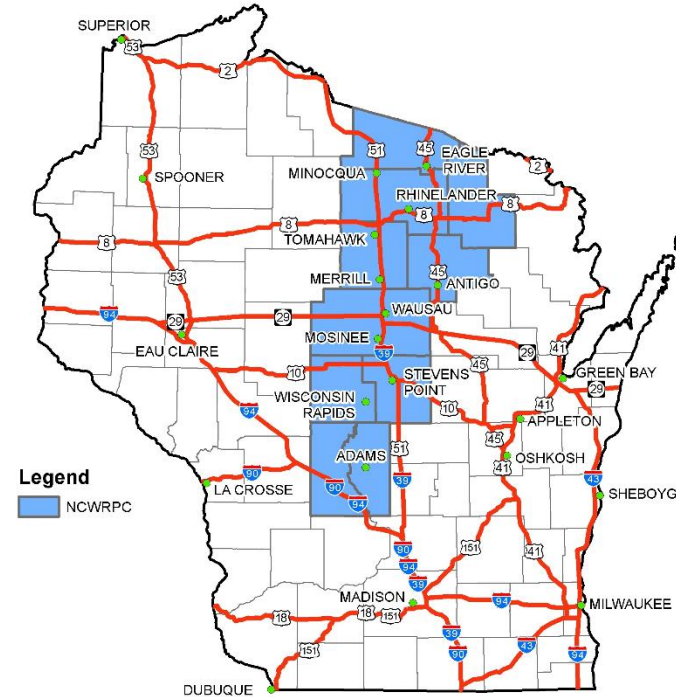
### Centergy, Inc.

210 McClellan St Suite 210  
 Wausau, WI 54403  
 Phone: (715) 843-9563  
 Website: [centergy.net](http://centergy.net)

### Grow North

PO Box 518  
 Rhinelander, WI 54401  
 Phone: (715) 365-4468  
 Website: [grownorth.org](http://grownorth.org)

# North Central Wisconsin Regional Profile



## Demographics

### Population:

	2010	2022
North Central WI	444,027	448,199
State of Wisconsin	5,686,986	5,882,128

### Housing Units:

	2010	2022
North Central WI	243,179	249,404
State of Wisconsin	2,593,073	2,734,511

### Per Capita Income:

	2022
North Central WI	\$37,141
State of Wisconsin	\$40,130
United States	\$41,804

Data source: American Community Survey, 2010 & 2022

## Economy

### County Employment by Industry

Industry	Employees
Natural Resources	6,812
Construction	14,049
Manufacturing	38,455
Trade, Transport. & Utilities	42,196
Information	2,833
Financial Activities	15,621
Professional & Business Services	13,256
Education and Health	51,255
Leisure and Hospitality	17,182
Other Services	9,375
Public Administration	7,829

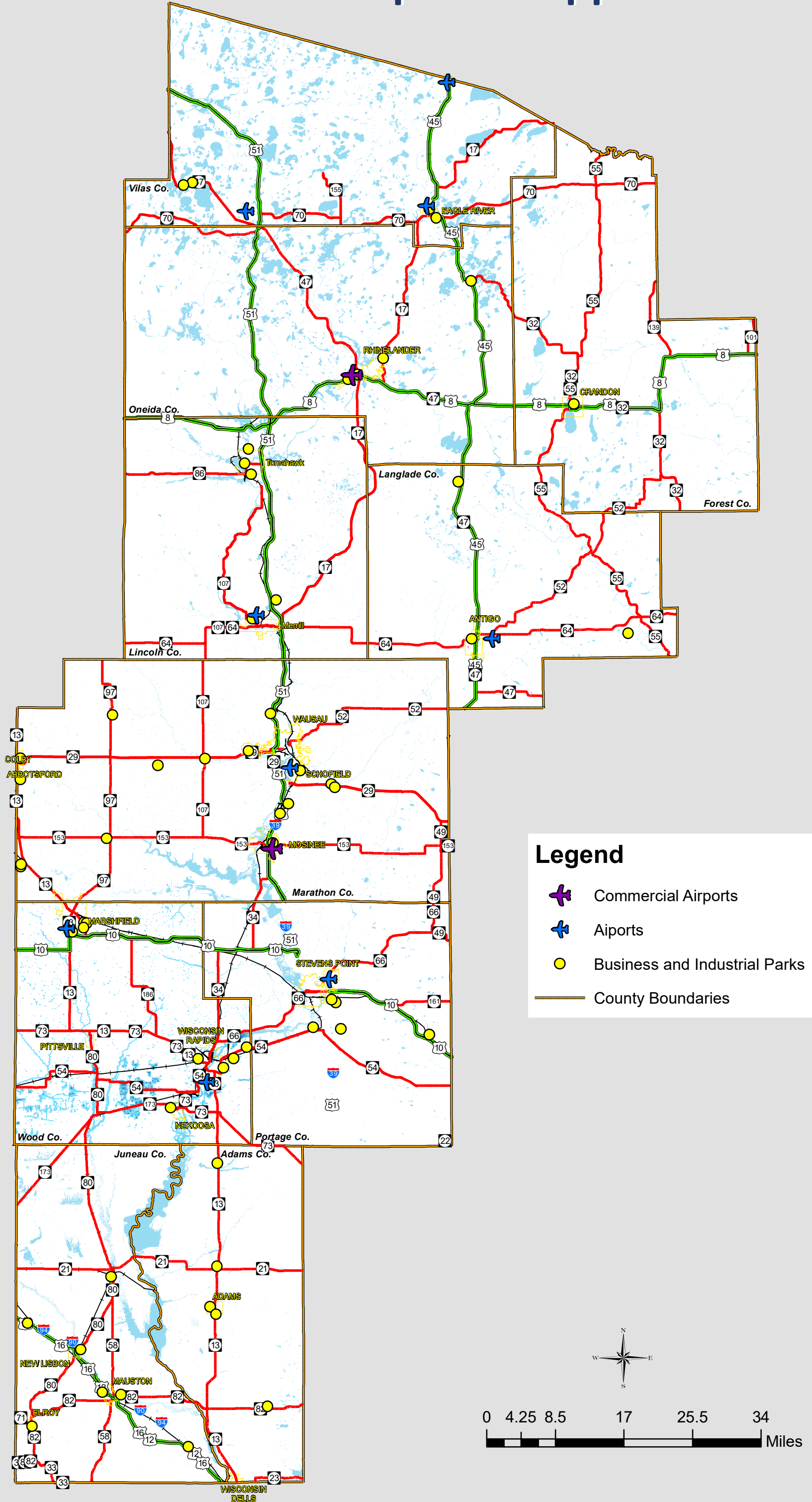
### Employment Trends

	2010	2022
North Central WI Labor Force Participation Rate	66.6%	62.2%
North Central WI Employed	220,172	221,280
North Central WI Unemployed	15,613	8,280
North Central WI Unemployed Rate	9.0%	3.6%
Wisconsin Labor Force Participation Rate	69.0%	65.7%
Wisconsin Unemployment Rate	9.6%	3.4%





### 2023 Median Wages (Full time. Source: Lightcast)

Occupation	Region	State
Agriculture & Natural Resources	\$57,410	\$55,248
Mining and Extraction	\$71,542	\$91,278
Utilities	\$146,482	\$157,853
Construction	\$72,268	\$86,346
Manufacturing	\$72,863	\$82,354
Wholesale Trade	\$78,133	\$98,757
Retail Trade	\$38,876	\$41,469
Transportation and Warehousing	\$63,982	\$62,918
Information	\$83,479	\$131,671
Finance and Insurance	\$92,586	\$112,351
Real Estate and Rental and Leasing	\$50,894	\$66,157
Professional, Scientific, and Technical Services	\$82,708	\$104,311
Management	\$82,749	\$132,820
Waste Management/Remediation	\$49,313	\$53,095
Educational Services	\$30,412	\$74,408
Health Care and Social Assistance	\$78,140	\$72,588
Arts, Entertainment, and Recreation	\$22,485	\$44,956
Accommodation and Food Services	\$22,479	\$23,888
Other Services	\$42,340	\$46,995
Government	\$74,890	\$84,345

# North Central Development Opportunities



**Legend**

-  Commercial Airports
-  Airports
-  Business and Industrial Parks
-  County Boundaries

