



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



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## Economy Overview

**136,006**

**Population (2017)**

Population **grew by 1,382** over the last 5 years and is projected to **grow by 1,014** over the next 5 years.

**76,903**

**Jobs (2017)**

Jobs **grew by 5,480** over the last 5 years and are projected to **grow by 2,193** over the next 5 years.

**\$54.2K**

**Median Household Income (2016)**

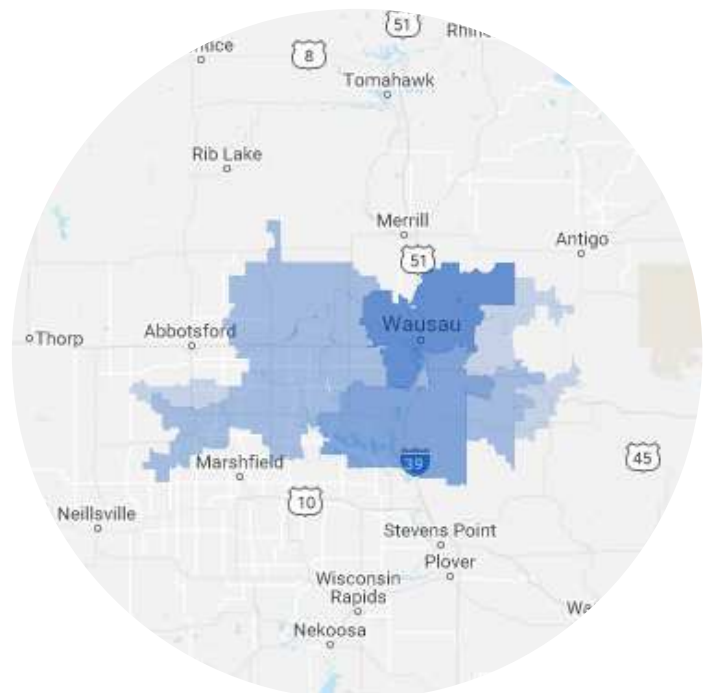
Median household income is **\$1.1K below** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 1.0%** since 2012, growing by 1,382. Population is expected to **increase by 0.7%** between 2017 and 2022, adding 1,014.

From 2012 to 2017, jobs **increased by 7.7%** in Marathon County, WI from 71,424 to **76,903**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 68.9% between 2012 and 2017**.

Concerning educational attainment, **15.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **11.2% hold an Associate's Degree** (3.3% above the national average).

The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Management of Companies and Enterprises.

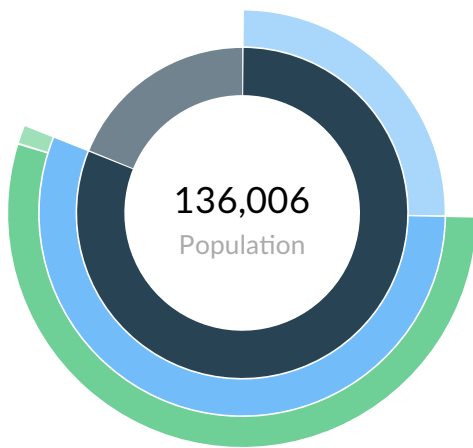


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	136,006	75,980	76,903	101.8	\$7.55B	\$9.13B	\$9.42B
NCWRPC	438,289	232,681	226,293	99.5	\$21.43B	\$27.37B	\$26.68B
Wisconsin	5,795,388	3,172,607	3,122,960	100.5	\$313.85B	\$281.15B	\$310.20B
United States	325,401,909	160,469,465	159,732,809	100.0	\$19.08T	\$0	\$8.52T

## Economy Overview - Cont.

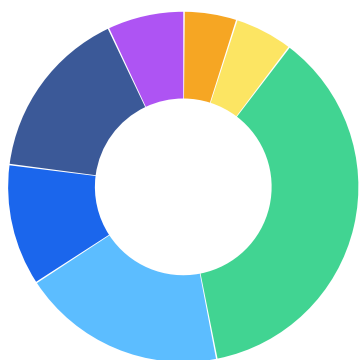
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	110,230
● Not in Labor Force (15+)	34,250
● Labor Force	75,980
● Employed	74,151
● Unemployed	1,829
● Under 15	25,776

### Educational Attainment

Concerning educational attainment, **15.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **11.2% hold an Associate's Degree** (3.3% above the national average).

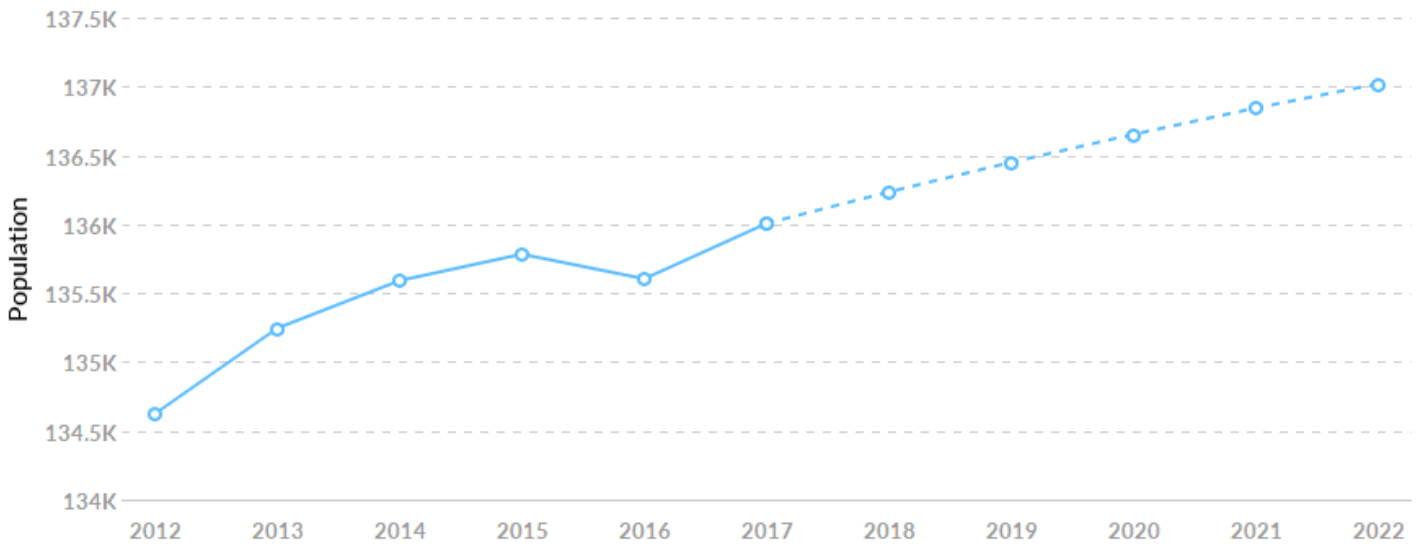


	% of Population	Population
● Less Than 9th Grade	4.9%	4,592
● 9th Grade to 12th Grade	5.4%	5,072
● High School Diploma	36.6%	34,496
● Some College	18.9%	17,791
● Associate's Degree	11.2%	10,574
● Bachelor's Degree	15.9%	15,026
● Graduate Degree and Higher	7.1%	6,680

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population increased by 1.0% since 2012, growing by 1,382. Population is expected to increase by 0.7% between 2017 and 2022, adding 1,014.

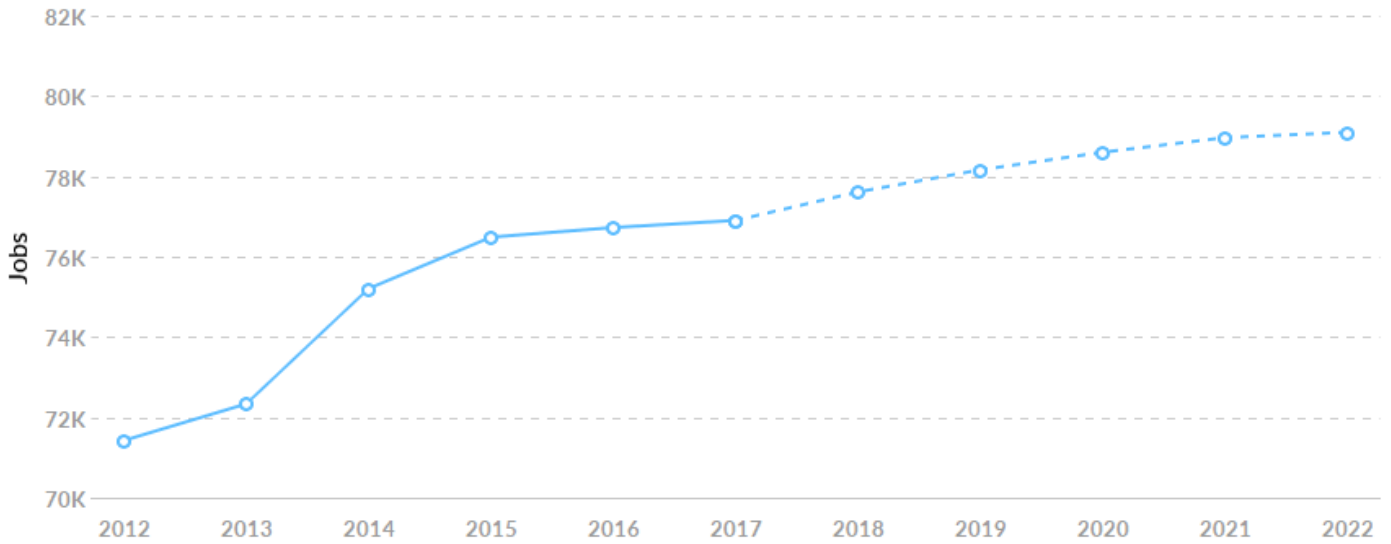


Timeframe	Population
2012	134,624
2013	135,245
2014	135,591
2015	135,783
2016	135,604
2017	136,006
2018	136,235
2019	136,450
2020	136,653
2021	136,844
2022	137,020

# Historic & Projected Trends - Cont.

## Job Trends

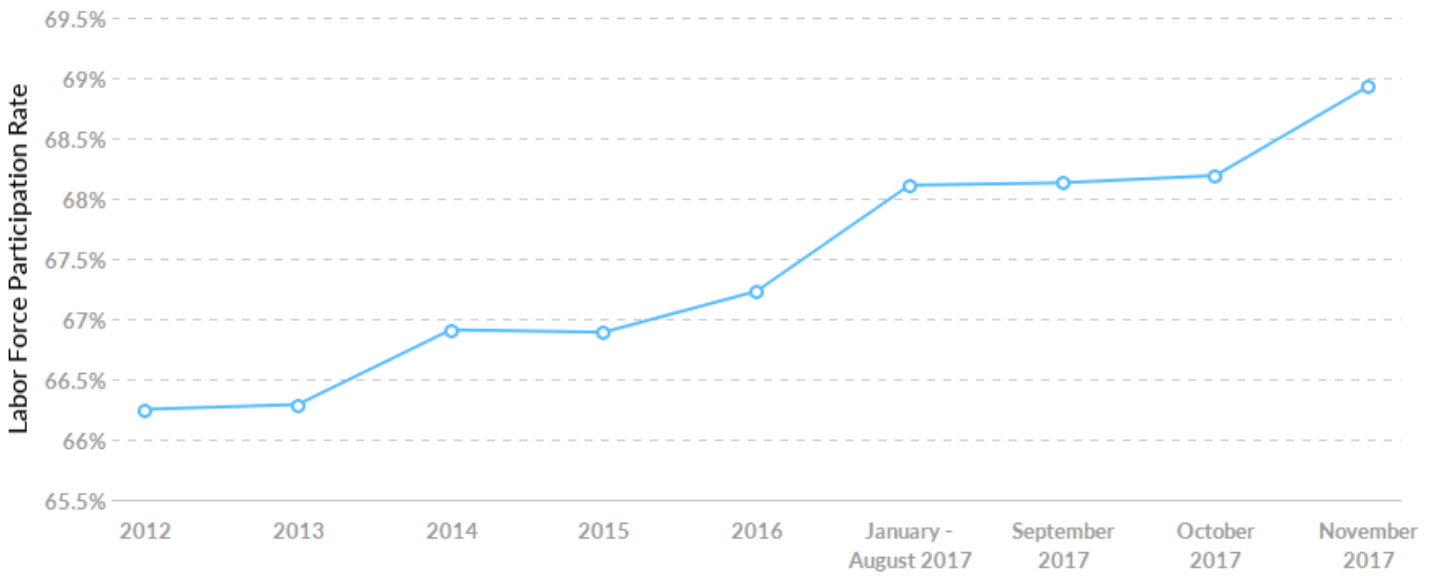
From 2012 to 2017, jobs increased by 7.7% in Marathon County, WI from 71,424 to 76,903.



Timeframe	Jobs
2012	71,424
2013	72,336
2014	75,205
2015	76,486
2016	76,726
2017	76,903
2018	77,612
2019	78,162
2020	78,600
2021	78,963
2022	79,097

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



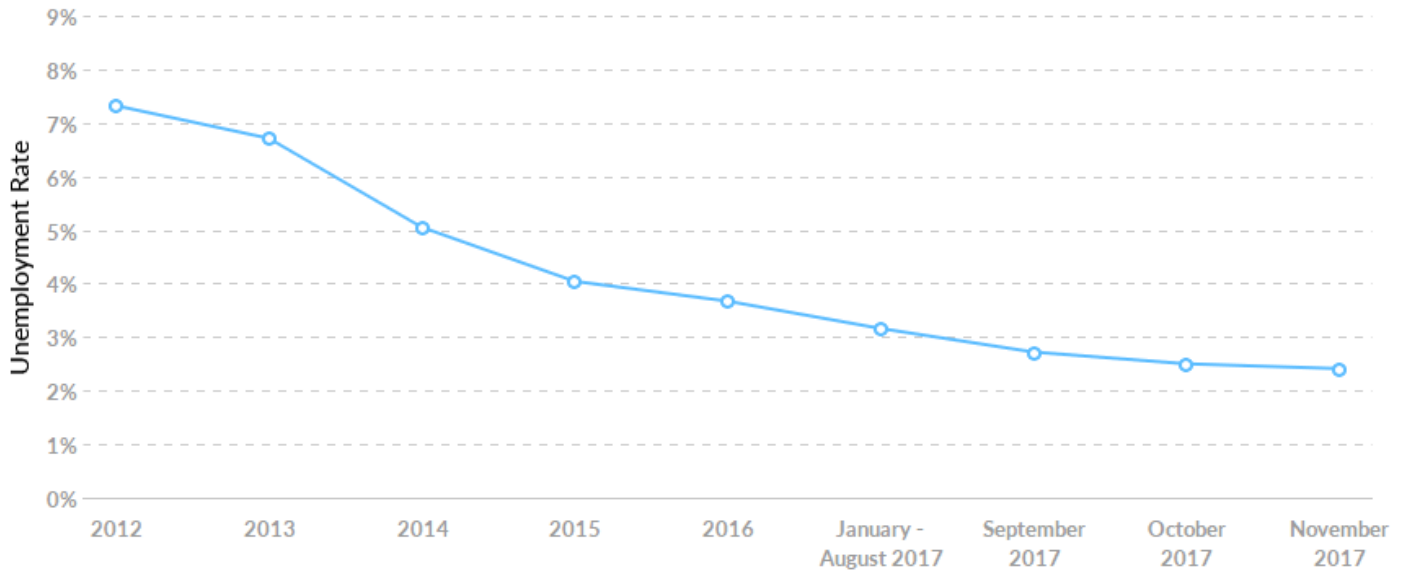
Timeframe	Labor Force Participation Rate
2012	66.25%
2013	66.29%
2014	66.91%
2015	66.89%
2016	67.23%
January - August 2017	68.11%
September 2017	68.13%
October 2017	68.19%
November 2017	68.93%



## Historic & Projected Trends - Cont.

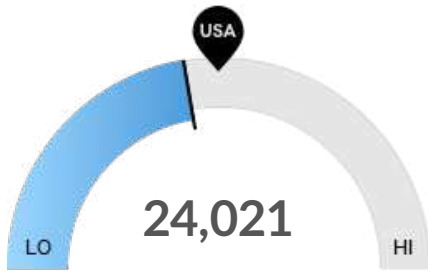
### Unemployment Rate Trends

Marathon County, WI had a November 2017 unemployment rate of 2.41%, **decreasing from 7.32%** 5 years before.



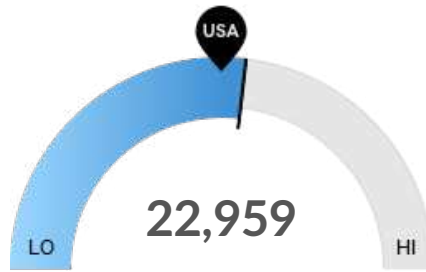
Timeframe	Unemployment Rate
2012	7.32%
2013	6.71%
2014	5.05%
2015	4.04%
2016	3.67%
January - August 2017	3.16%
September 2017	2.72%
October 2017	2.50%
November 2017	2.41%

## Population Characteristics



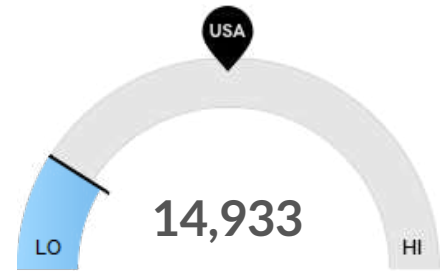
**Millennials**

Marathon County, WI has 24,021 millennials (ages 20-34). The national average for an area this size is 28,142.



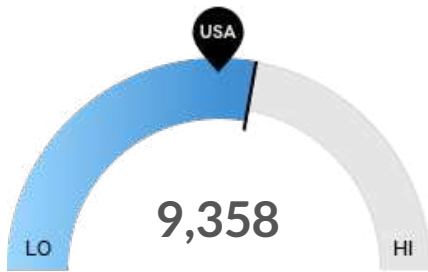
**Retiring Soon**

Retirement risk is high in Marathon County, WI. The national average for an area this size is 20,666 people 65 or older, while there are 22,959 here.



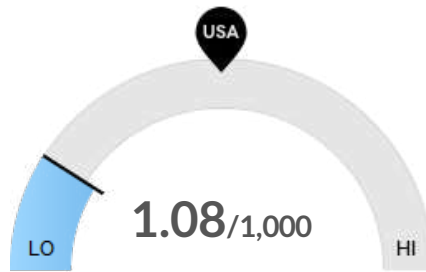
**Racial Diversity**

Racial diversity is low in Marathon County, WI. The national average for an area this size is 52,524 racially diverse people, while there are 14,933 here.



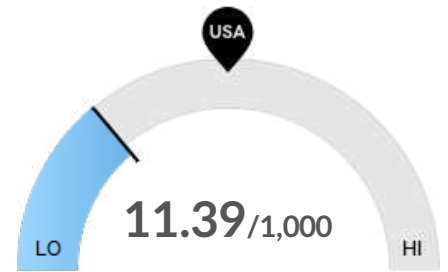
**Veterans**

Marathon County, WI has 9,358 veterans. The national average for an area this size is 7,968.



**Violent Crime**

Marathon County, WI has 1.08 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



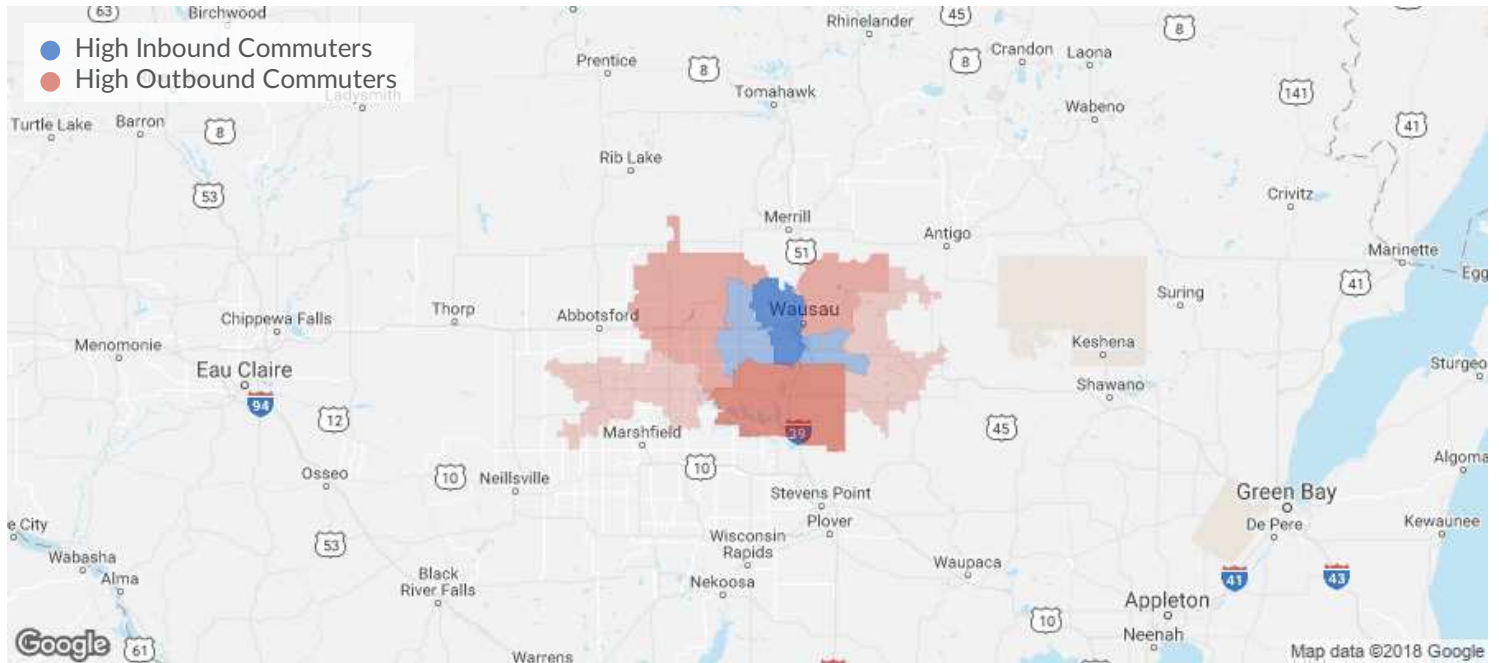
**Property Crime**

Marathon County, WI has 11.39 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Marathon County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

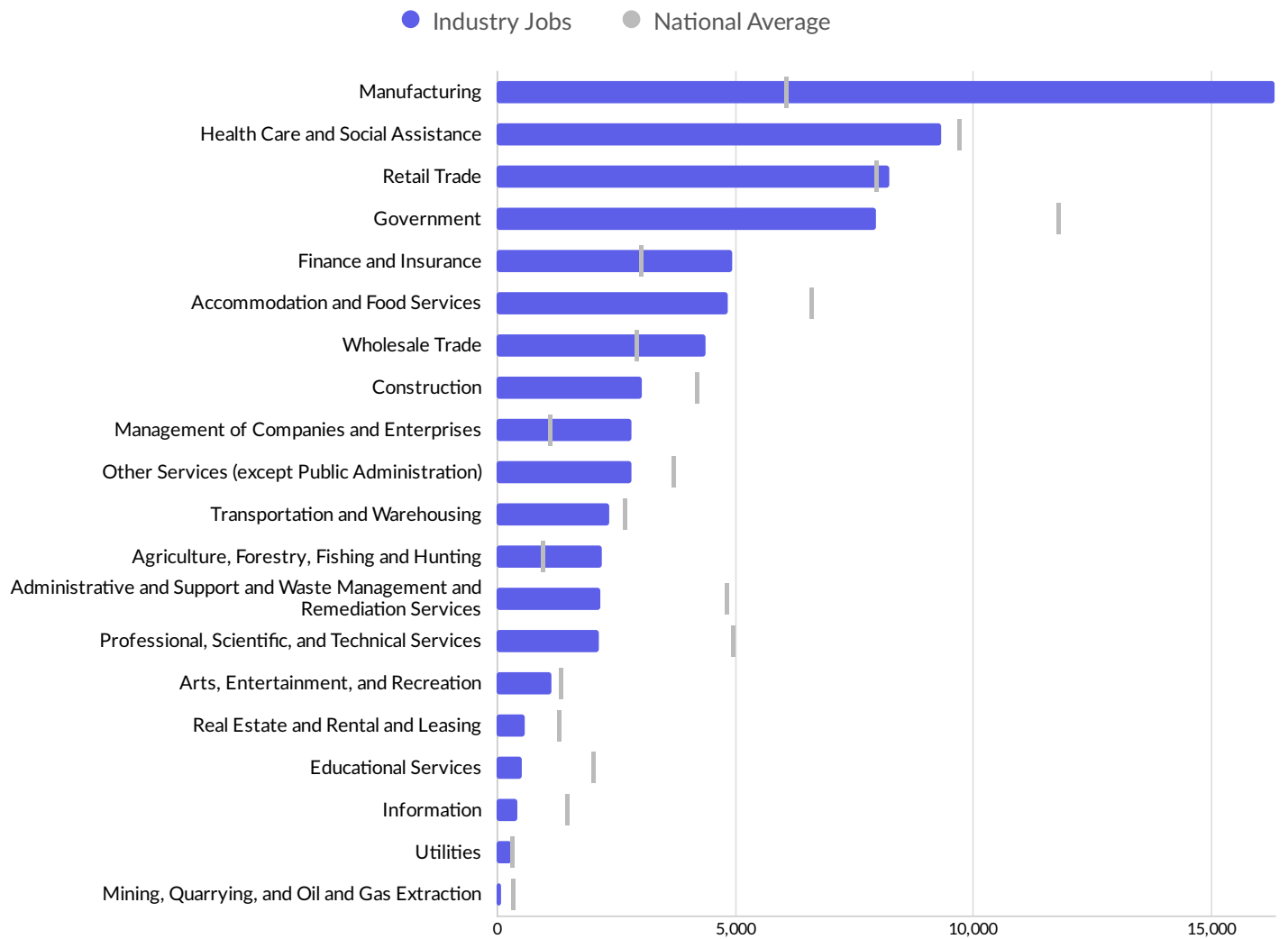
### Where Talent Lives

ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	30,178
54476	Schofield, WI (in Marat...	13,125
54403	Wausau, WI (in Marath...	11,074
54455	Mosinee, WI (in Marat...	5,670
54474	Rothschild, WI (in Mar...	3,923

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,676
54403	Wausau, WI (in Marath...	12,324
54476	Schofield, WI (in Marat...	10,827
54455	Mosinee, WI (in Marat...	10,364
54484	Stratford, WI (in Marat...	2,932

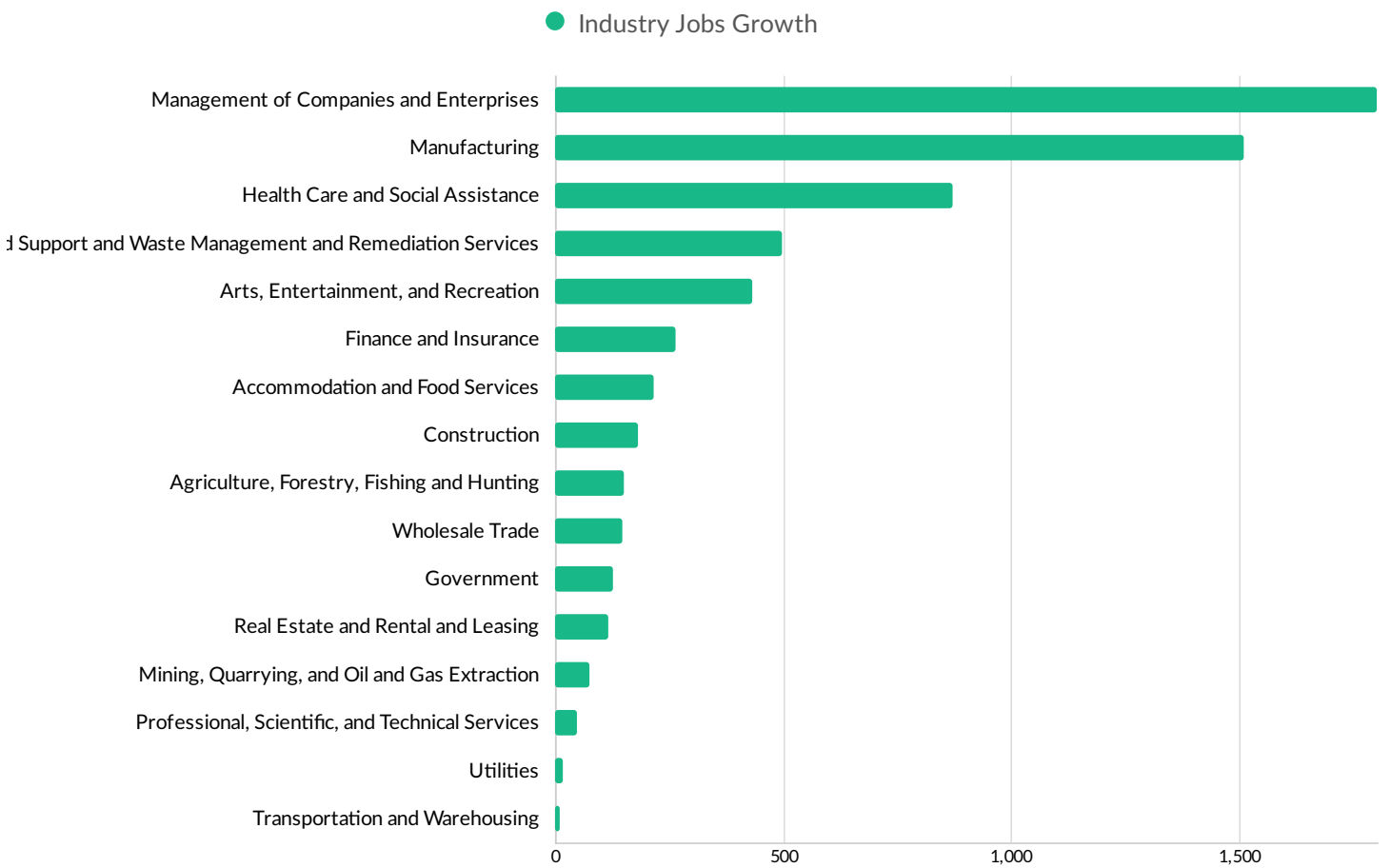
# Industry Characteristics

## Largest Industries



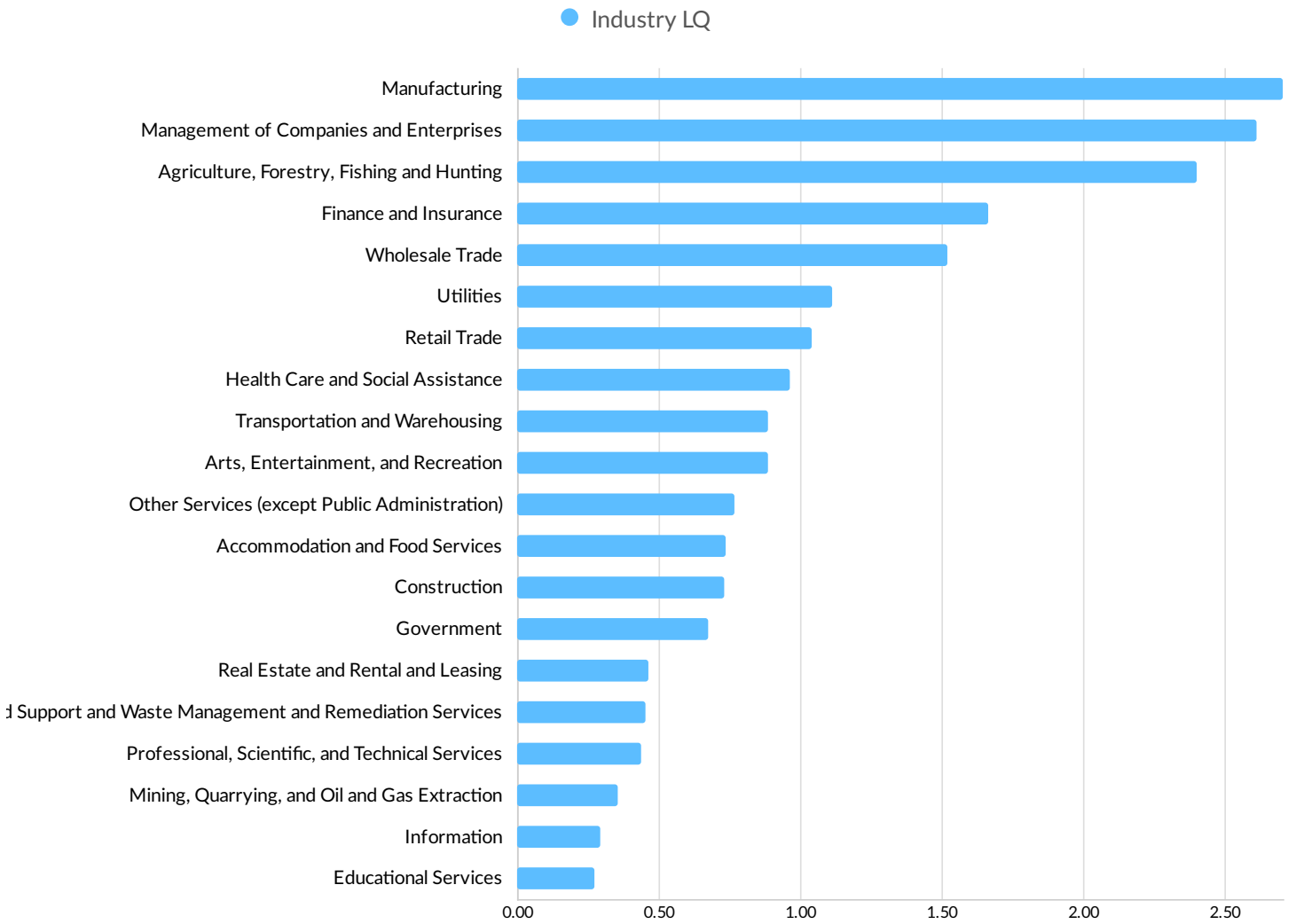
## Industry Characteristics - Cont.

### Top Growing Industries



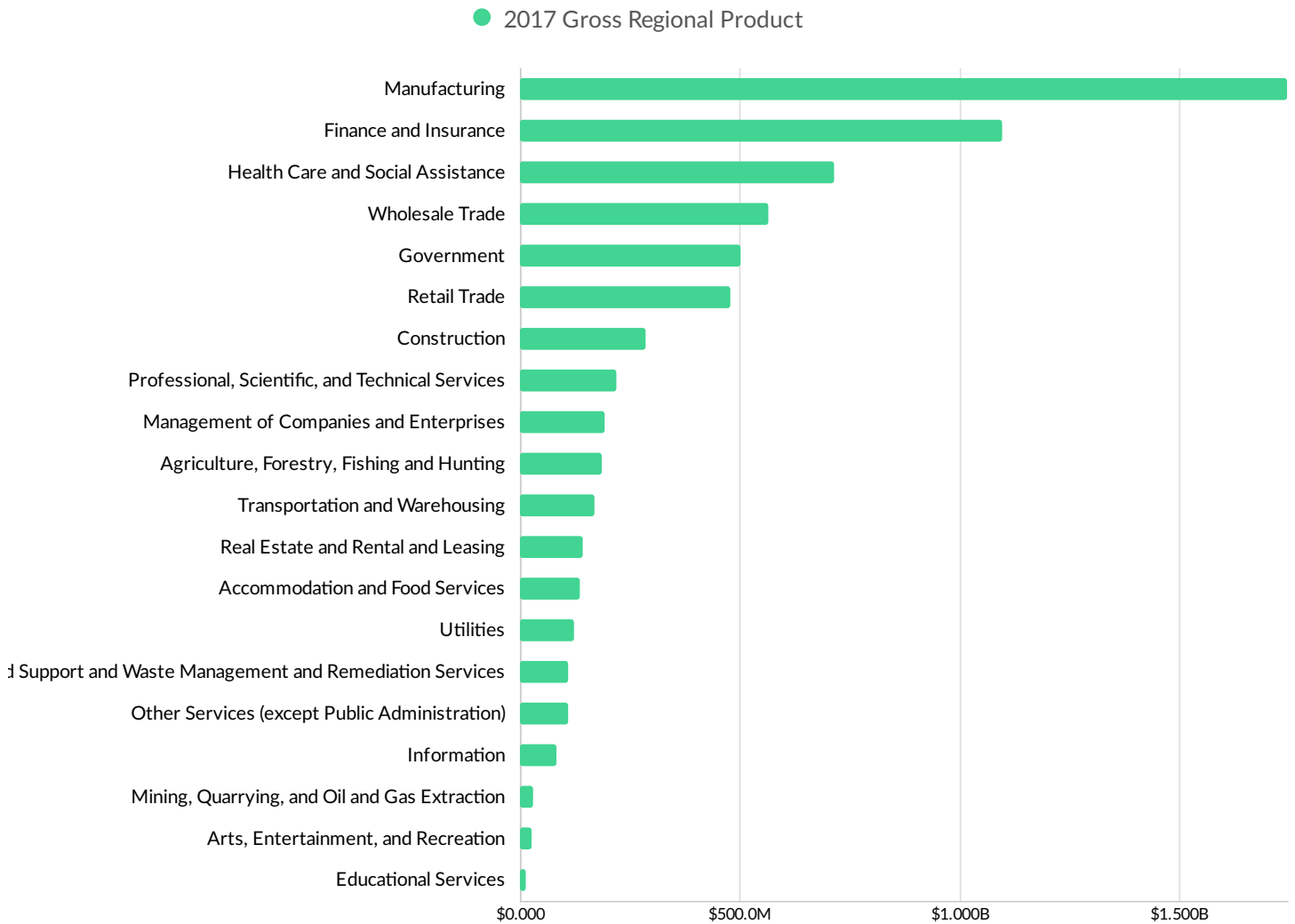
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings





## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	14,841	16,353	1,512	+10%	2.70	\$63,315	\$1.75B
Health Care and Social Assistance	8,480	9,354	874	+10%	0.97	\$67,085	\$713.96M
Retail Trade	8,818	8,244	-574	-7%	1.04	\$31,260	\$477.80M
Government	7,845	7,971	126	+2%	0.68	\$57,848	\$500.74M
Finance and Insurance	4,700	4,964	264	+6%	1.67	\$73,737	\$1.10B
Accommodation and Food Services	4,642	4,859	217	+5%	0.74	\$16,841	\$136.00M
Wholesale Trade	4,251	4,397	146	+3%	1.52	\$56,826	\$565.10M
Construction	2,873	3,054	181	+6%	0.73	\$58,949	\$285.14M
Management of Companies and Enterprises	1,036	2,839	1,803	+174%	2.61	\$61,331	\$193.92M
Other Services (except Public Administration)	3,165	2,825	-340	-11%	0.77	\$26,298	\$108.68M
Transportation and Warehousing	2,349	2,361	12	+1%	0.89	\$49,146	\$170.27M
Agriculture, Forestry, Fishing and Hunting	2,073	2,225	152	+7%	2.40	\$31,811	\$187.06M
Administrative and Support and Waste Management and Remediation Services	1,677	2,175	498	+30%	0.45	\$33,805	\$109.41M
Professional, Scientific, and Technical Services	2,116	2,163	47	+2%	0.44	\$68,797	\$220.30M
Arts, Entertainment, and Recreation	732	1,166	434	+59%	0.88	\$16,182	\$27.86M





















## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	473	590	117	+25%	0.46	\$38,693	\$142.90M
Educational Services	593	537	-56	-9%	0.27	\$22,571	\$13.99M
Information	448	421	-27	-6%	0.29	\$60,007	\$83.58M
Utilities	283	299	16	+6%	1.11	\$118,819	\$123.78M
Mining, Quarrying, and Oil and Gas Extraction	30	106	76	+253%	0.36	\$67,682	\$31.41M

## Business Characteristics

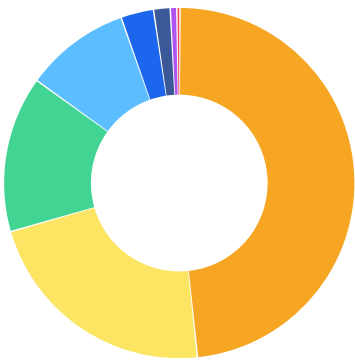
### 10,115 Companies Employ Your Workers

Online profiles for your workers mention 10,115 companies as employers, with the top 10 appearing below. In the last 12 months, 1,477 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	809 	Aspirus Wausau Hospital, Inc.	4,379 
Aspirus Wausau Hospital, Inc.	766 	Foot Locker, Inc.	1,241 
Greenheck Fan Corporation	470 	Comphealth Associates, Inc	1,029 
Ministry Health Care, Inc.	407 	Remedy Intelligent Staffing	831 
Liberty Mutual Insurance Comp...	384 	Ascension Health	814 
University of Wisconsin Steven...	362 	Pizza Hut, Inc.	704 
Northcentral Technical College	325 	Unitedhealth Group Incorporat...	694 
Foot Locker, Inc.	320 	Roehl Transport, Inc.	647 
Sentry Insurance	316 	Shopko Stores Operating Co., L...	596 
Wausau School District	238 	Weatherby Health Care	590 

## Business Characteristics - Cont.

### Business Size

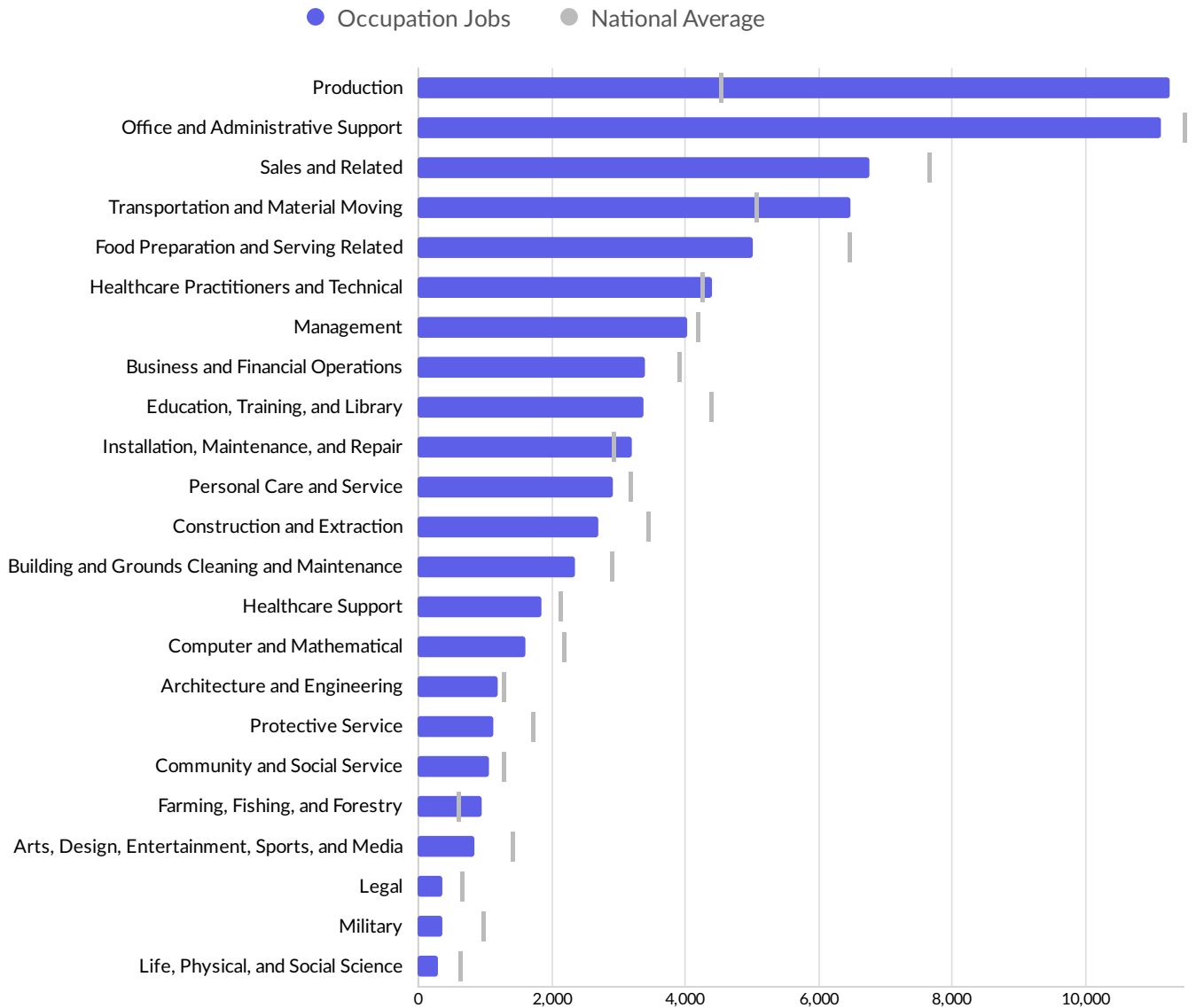


	Percentage	Business Count
● 1 to 4 employees	48.3%	2,649
● 5 to 9 employees	22.2%	1,218
● 10 to 19 employees	14.4%	790
● 20 to 49 employees	9.7%	532
● 50 to 99 employees	3.0%	166
● 100 to 249 employees	1.5%	84
● 250 to 499 employees	0.6%	33
● 500+ employees	0.3%	16

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

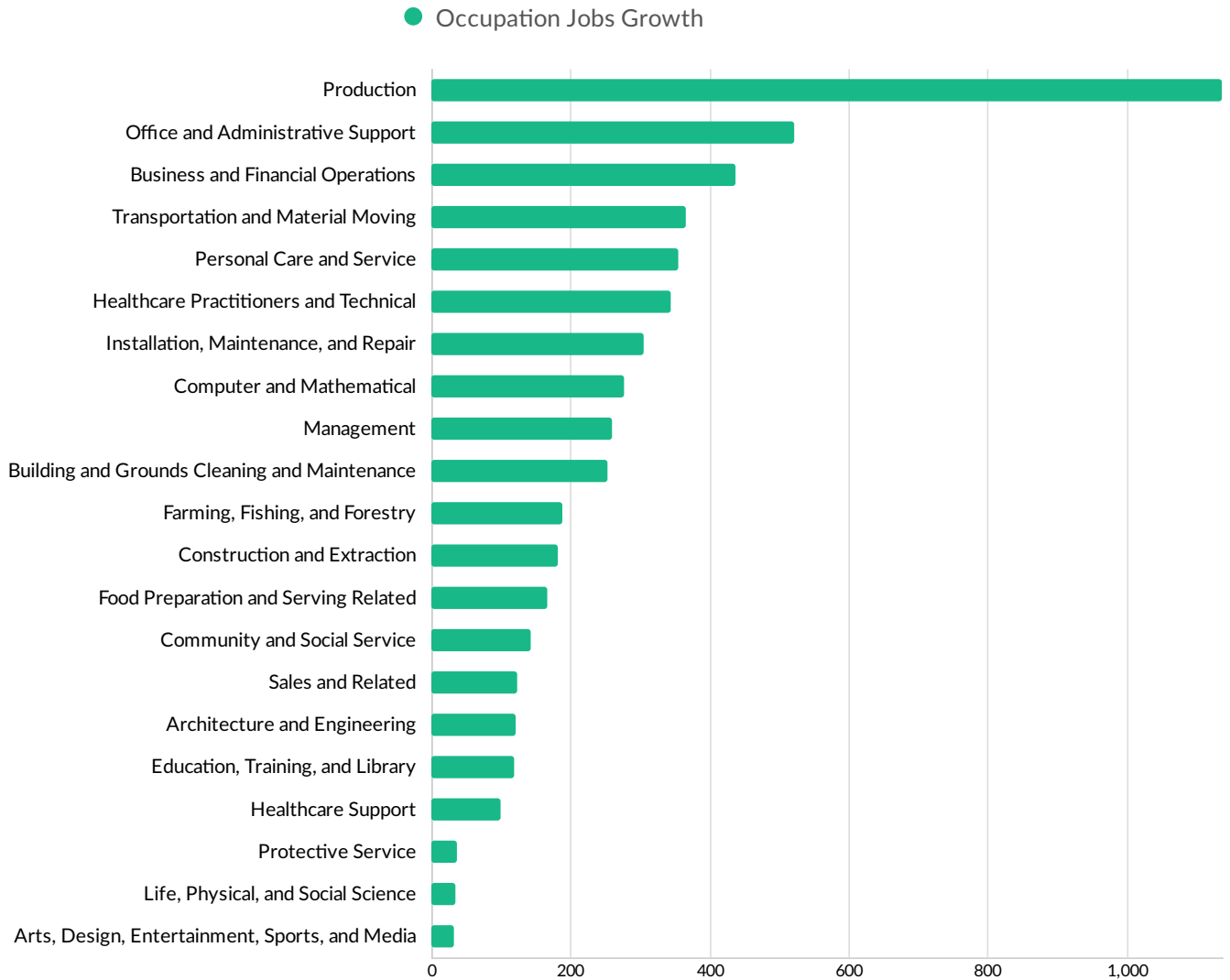
# Workforce Characteristics

## Largest Occupations



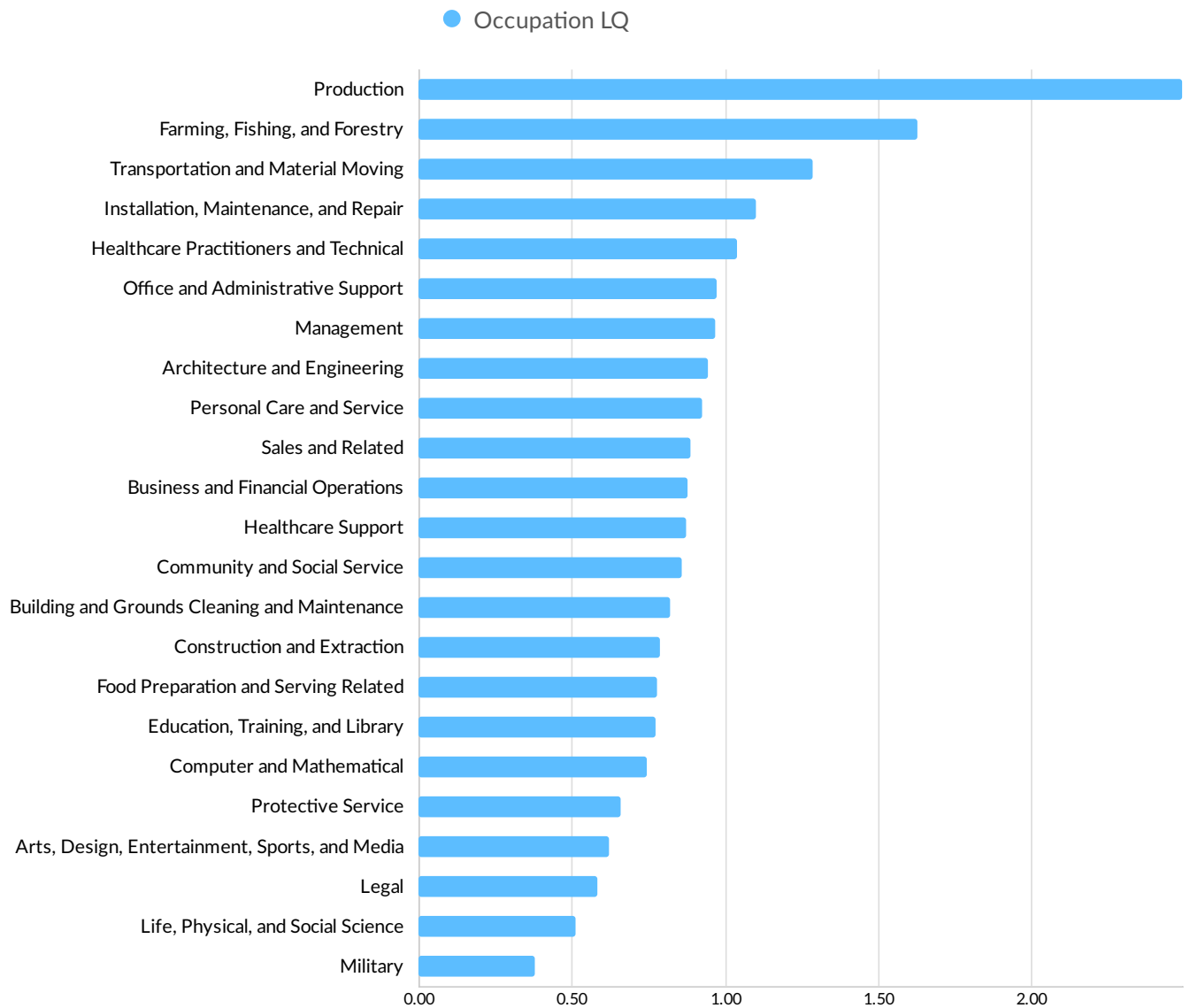
## Workforce Characteristics - Cont.

### Top Growing Occupations



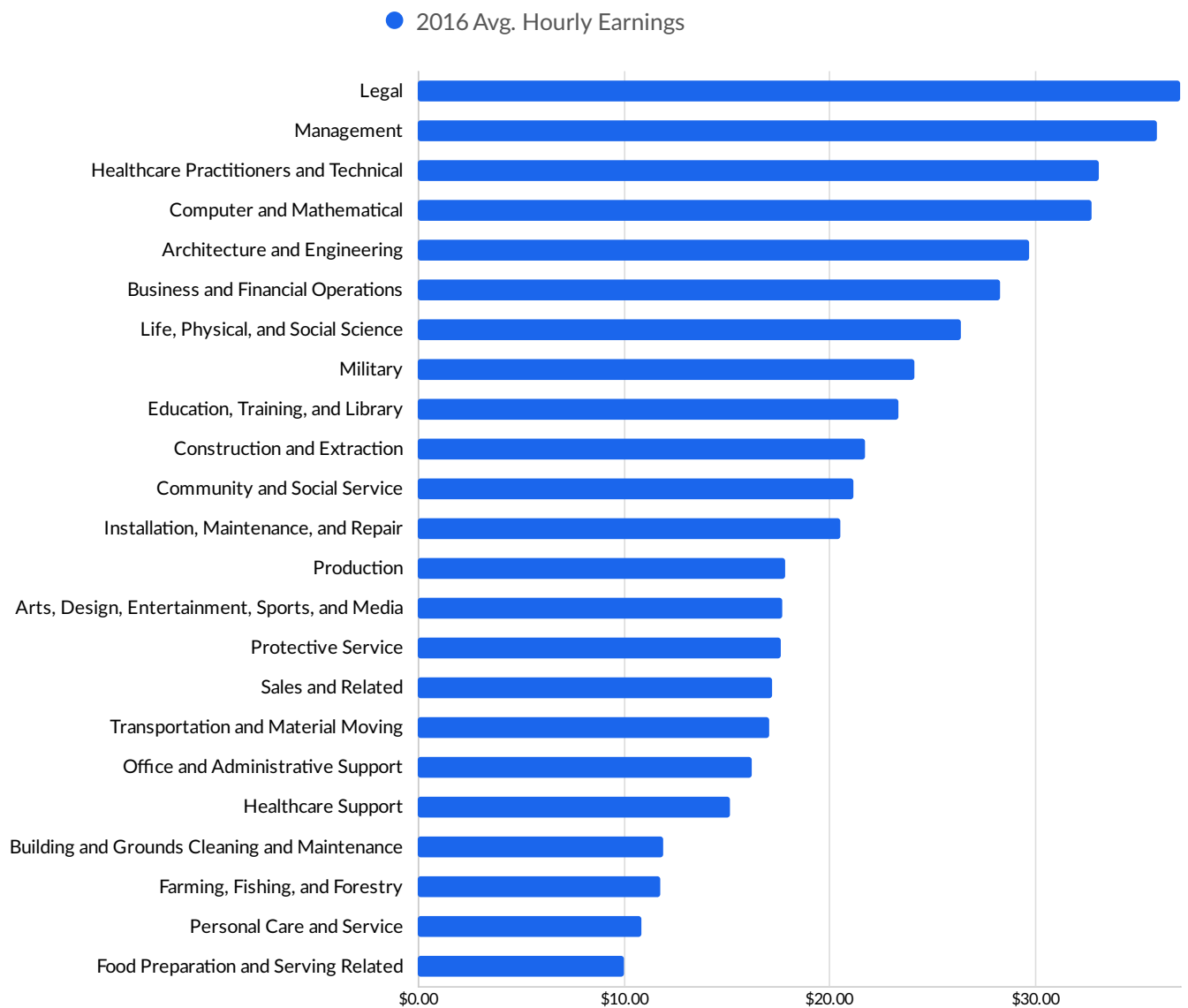
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

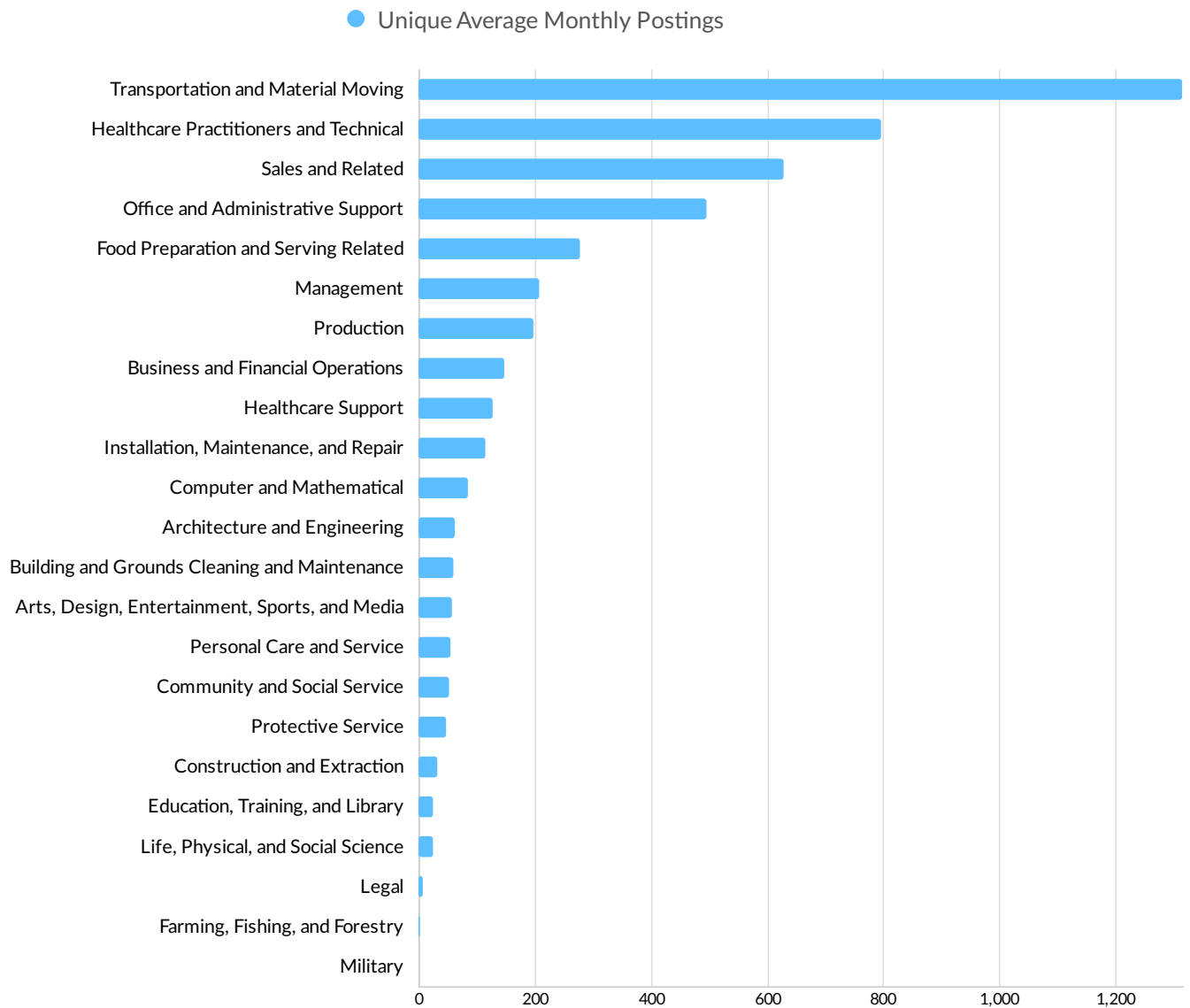
### Top Occupation Earnings





## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.







Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Production	10,141	11,278	1,137	+11%	2.49	\$17.86	197
Office and Administrative Support	10,623	11,145	522	+5%	0.97	\$16.26	497
Sales and Related	6,657	6,780	123	+2%	0.89	\$17.20	628
Transportation and Material Moving	6,122	6,487	365	+6%	1.29	\$17.06	1,315
Food Preparation and Serving Related	4,853	5,020	167	+3%	0.78	\$10.02	278
Healthcare Practitioners and Technical	4,064	4,408	344	+8%	1.04	\$33.14	796
Management	3,783	4,042	259	+7%	0.97	\$35.94	207
Business and Financial Operations	2,979	3,416	437	+15%	0.88	\$28.28	148
Education, Training, and Library	3,258	3,378	120	+4%	0.77	\$23.39	25
Installation, Maintenance, and Repair	2,904	3,209	305	+11%	1.10	\$20.53	116
Personal Care and Service	2,583	2,938	355	+14%	0.92	\$10.87	56
Construction and Extraction	2,526	2,709	183	+7%	0.79	\$21.75	33
Building and Grounds Cleaning and Maintenance	2,111	2,365	254	+12%	0.82	\$11.90	60
Healthcare Support	1,748	1,847	99	+6%	0.87	\$15.20	127
Computer and Mathematical	1,335	1,613	278	+21%	0.74	\$32.72	85

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Architecture and Engineering	1,075	1,196	121	+11%	0.95	\$29.75	62
Protective Service	1,096	1,133	37	+3%	0.66	\$17.62	47
Community and Social Service	938	1,080	142	+15%	0.86	\$21.15	53
Farming, Fishing, and Forestry	764	953	189	+25%	1.63	\$11.76	2
Arts, Design, Entertainment, Sports, and Media	830	862	32	+4%	0.62	\$17.71	57
Legal	373	369	-4	-1%	0.58	\$37.06	7
Military	382	363	-19	-5%	0.38	\$24.16	1
Life, Physical, and Social Science	279	313	34	+12%	0.51	\$26.44	24

## Educational Pipeline

In 2016, there were 2,092 graduates in Marathon County, WI. This pipeline has grown by 18% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Emergency Medical Technology/Technician (EMT Paramedic).

School	Total Graduates (2016)	Graduate Trend (2012 - 2016)
Northcentral Technical College	2,004 	
State College of Beauty Culture Inc	56 	
Globe University	32 	

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