



# 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.

**76,916**

**Jobs (2017)**

Jobs **grew by 5,492** over the last 5 years and are projected to **grow by 2,210** over the next 5 years.

**\$54.2K**

**Median Household Income (2016)**

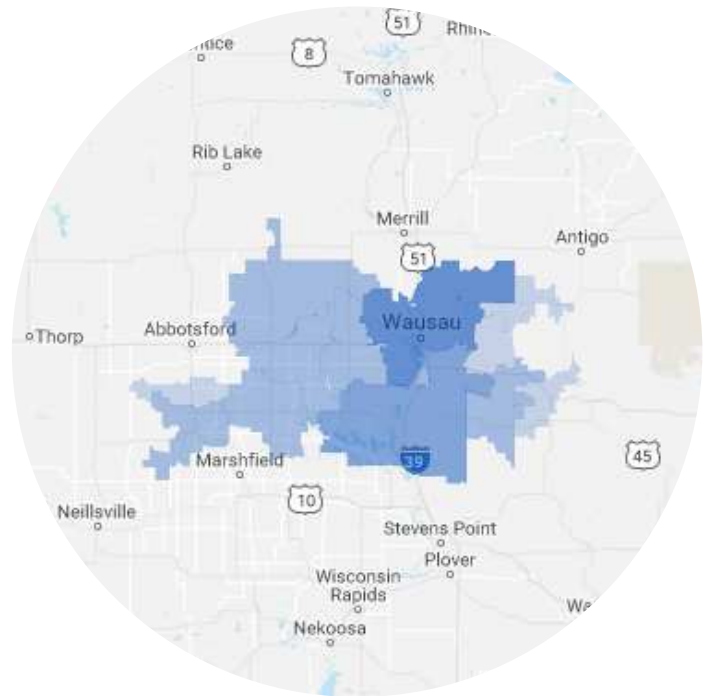
Median household income is **\$1.1K below** the national median household income of \$55.3K.

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 **76,916**. This change **fell short of the national growth rate of 7.9% by 0.2%**. As the number of jobs increased, the **labor force participation rate increased from 66.5% to 69.2% 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.

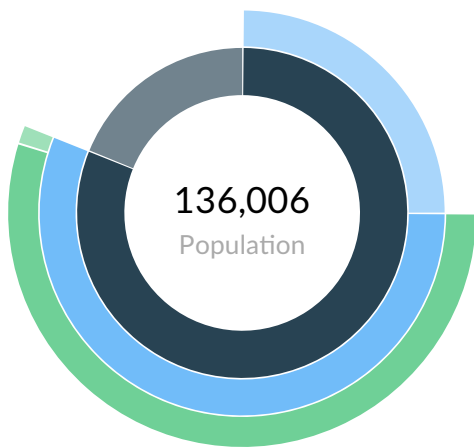


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	136,006	76,267	76,916	101.8	\$7.55B	\$9.04B	\$9.44B
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

## Economy Overview - Cont.

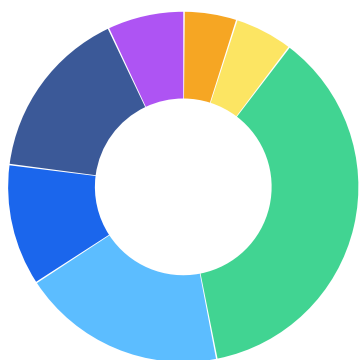
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	110,230
● Not in Labor Force (15+)	33,963
● Labor Force	76,267
● Employed	74,470
● Unemployed	1,797
● 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).

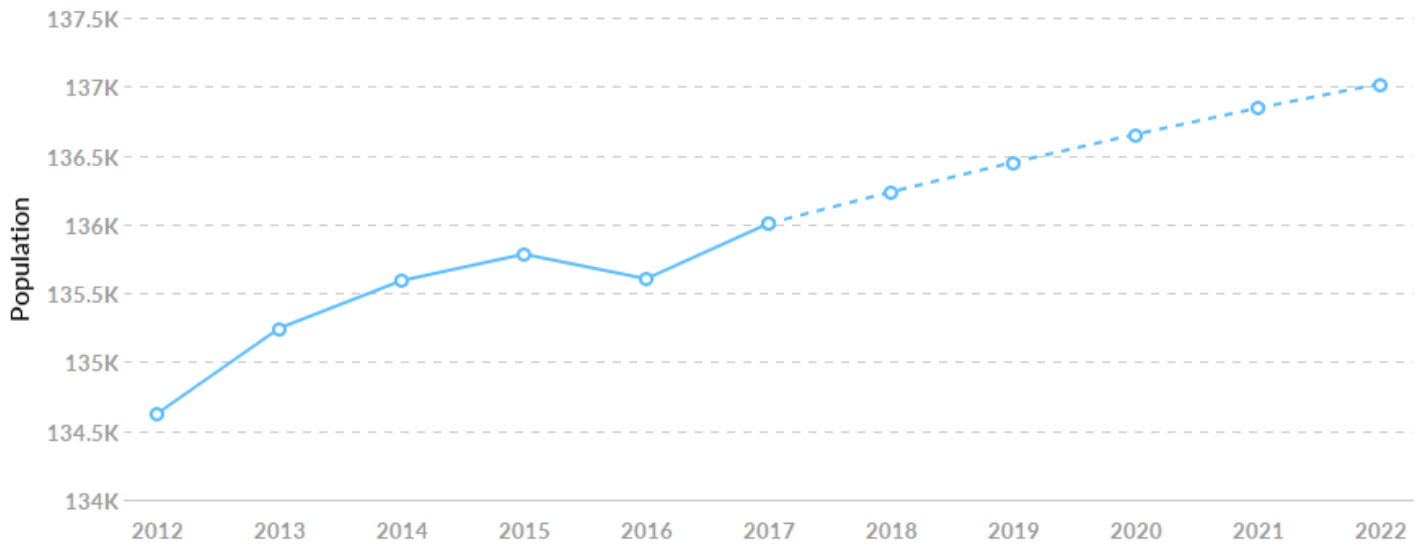


	% of Population	Population
● Less Than 9th Grade	4.9%	4,592
● 9th Grade to 12th Grade	5.4%	5,072
● High School Diploma	36.6%	34,496
● Some College	18.9%	17,791
● Associate's Degree	11.2%	10,574
● Bachelor's Degree	15.9%	15,026
● Graduate Degree and Higher	7.1%	6,680

# 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.

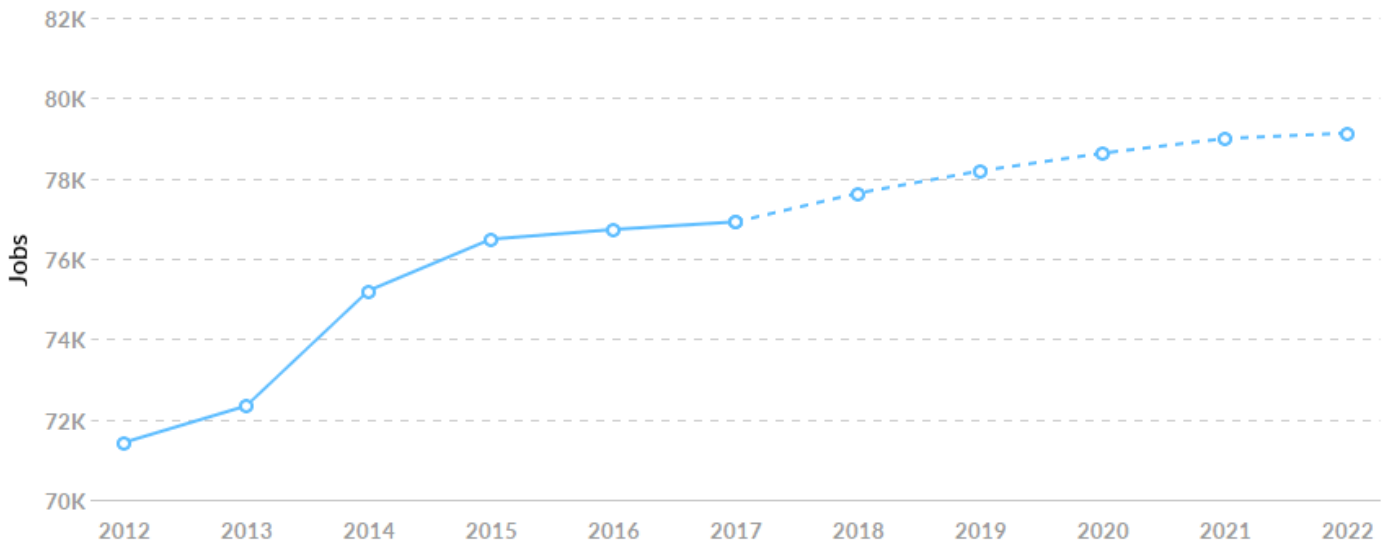


Timeframe	Population
2012	134,624
2013	135,245
2014	135,591
2015	135,783
2016	135,604
2017	136,006
2018	136,235
2019	136,450
2020	136,653
2021	136,844
2022	137,020

# Historic & Projected Trends - Cont.

## Job Trends

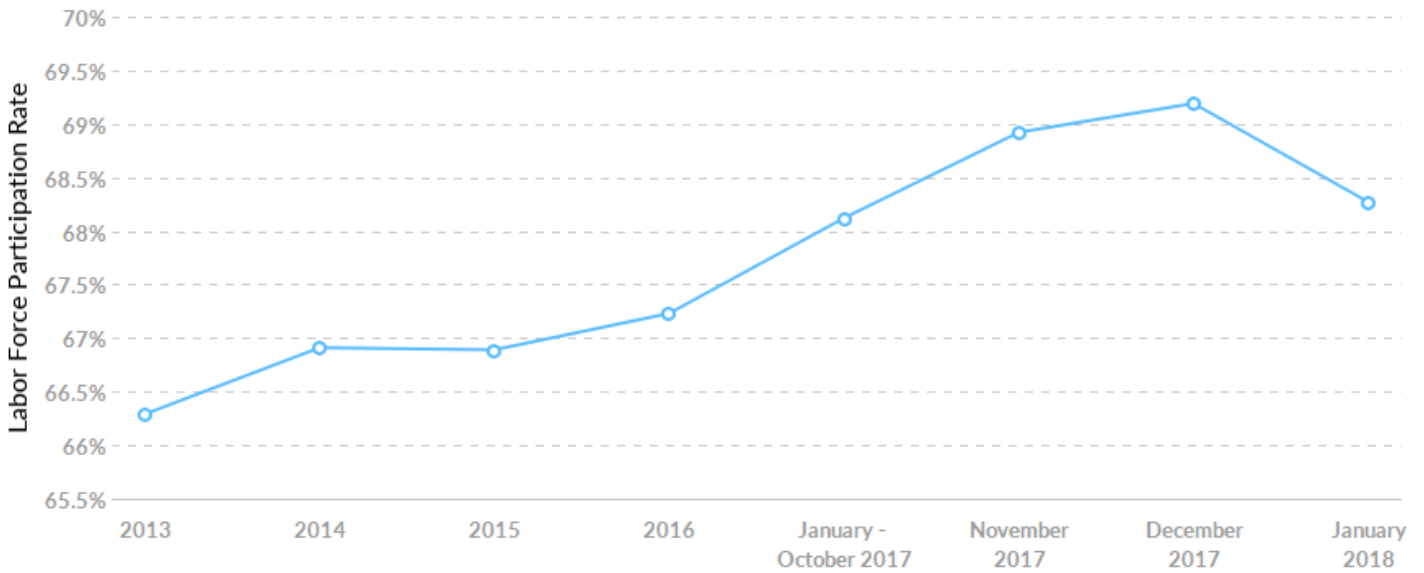
From 2012 to 2017, jobs increased by 7.7% in Marathon County, WI from 71,424 to **76,916**. This change fell short of the national growth rate of 7.9% by 0.2%.



Timeframe	Jobs
2012	71,424
2013	72,336
2014	75,205
2015	76,486
2016	76,726
2017	76,916
2018	77,631
2019	78,186
2020	78,627
2021	78,992
2022	79,126

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



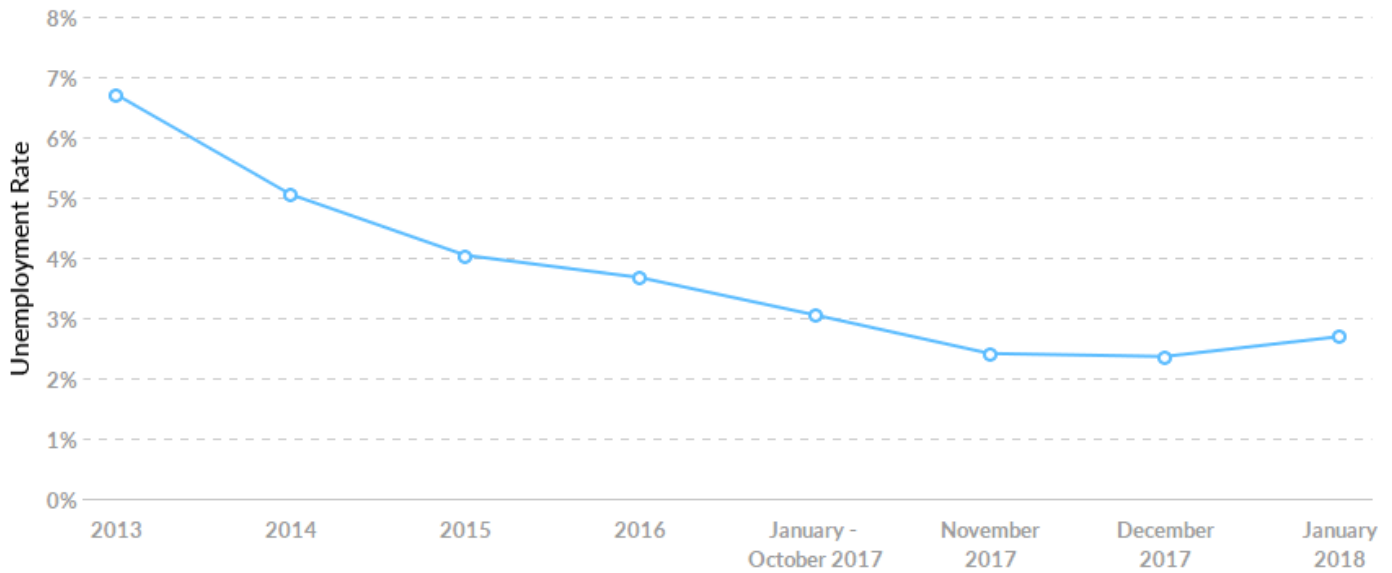
Timeframe	Labor Force Participation Rate
2013	66.29%
2014	66.91%
2015	66.89%
2016	67.23%
January - October 2017	68.12%
November 2017	68.92%
December 2017	69.19%
January 2018	68.27%



## Historic & Projected Trends - Cont.

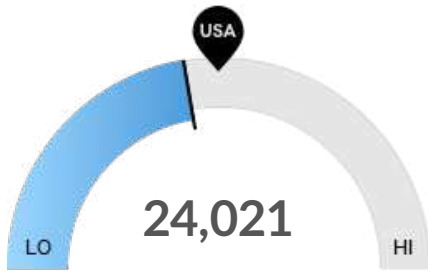
### Unemployment Rate Trends

Marathon County, WI had a January 2018 unemployment rate of 2.69%, **decreasing from 6.71%** 5 years before.



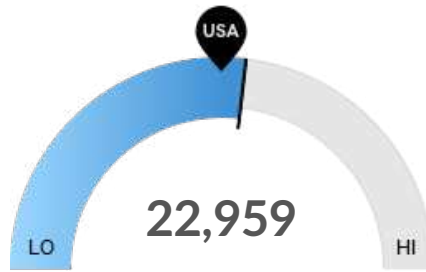
Timeframe	Unemployment Rate
2013	6.71%
2014	5.05%
2015	4.04%
2016	3.67%
January - October 2017	3.05%
November 2017	2.41%
December 2017	2.36%
January 2018	2.69%

## Population Characteristics



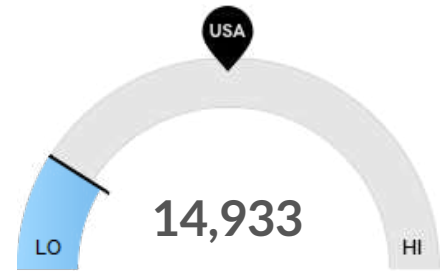
**Millennials**

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



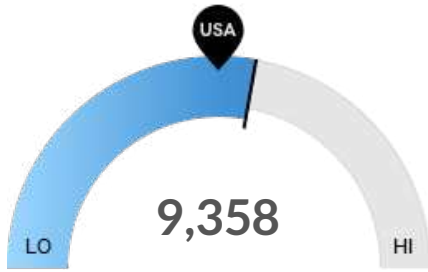
**Retiring Soon**

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.



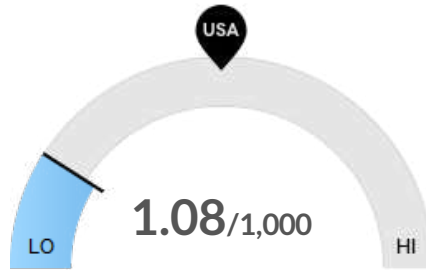
**Racial Diversity**

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.



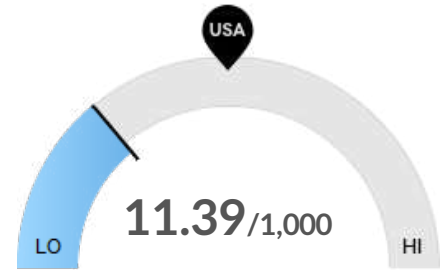
**Veterans**

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.



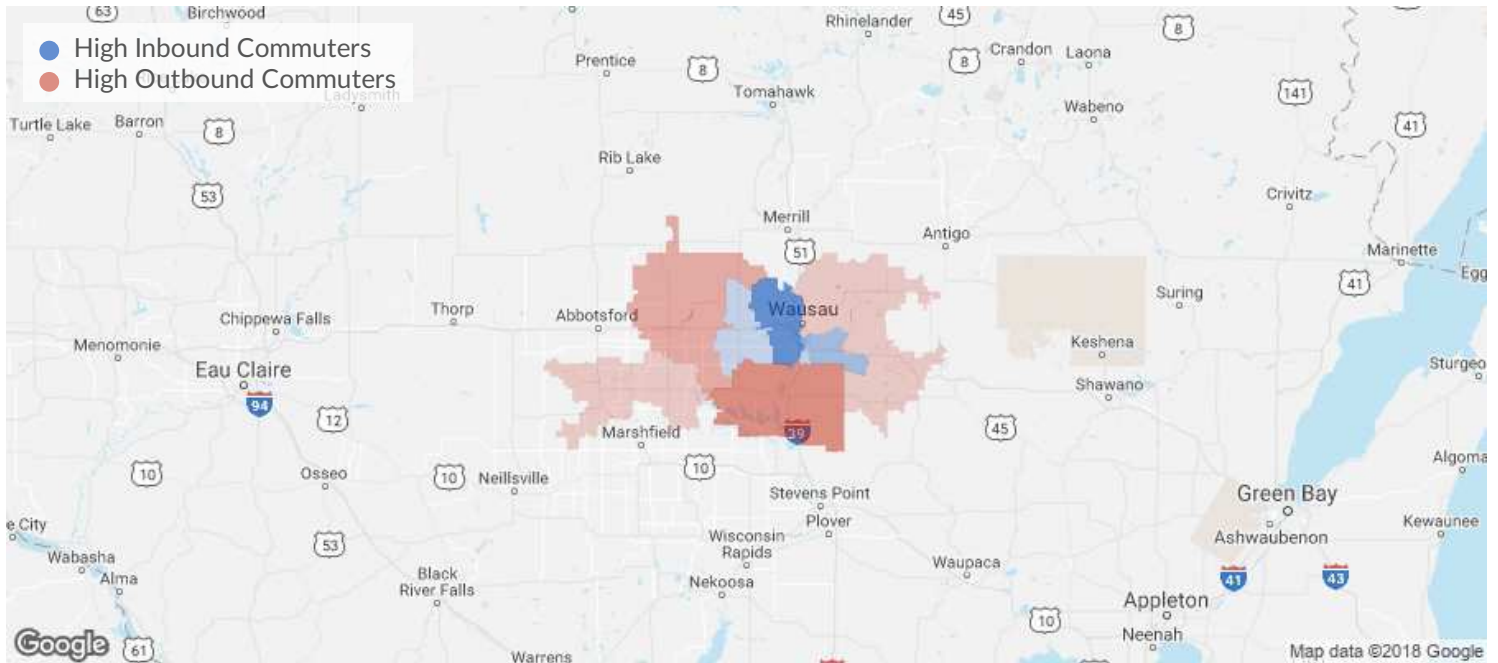
**Property Crime**

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

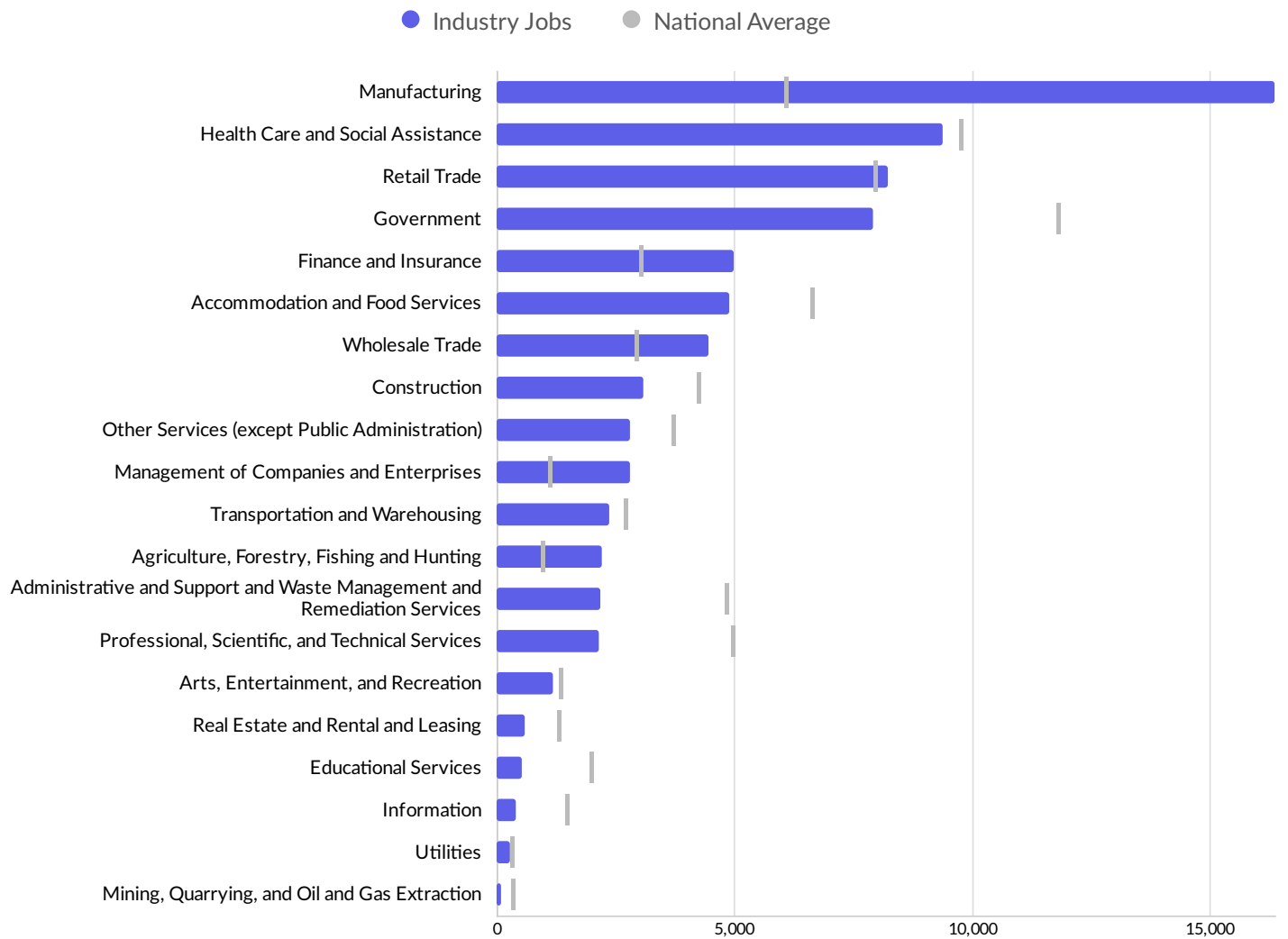
### Where Talent Lives

ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	30,076
54476	Schofield, WI (in Marat...	13,145
54403	Wausau, WI (in Marath...	11,096
54455	Mosinee, WI (in Marat...	5,662
54474	Rothschild, WI (in Mar...	3,919

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,292
54403	Wausau, WI (in Marath...	12,186
54476	Schofield, WI (in Marat...	10,895
54455	Mosinee, WI (in Marat...	10,635
54484	Stratford, WI (in Marat...	2,898

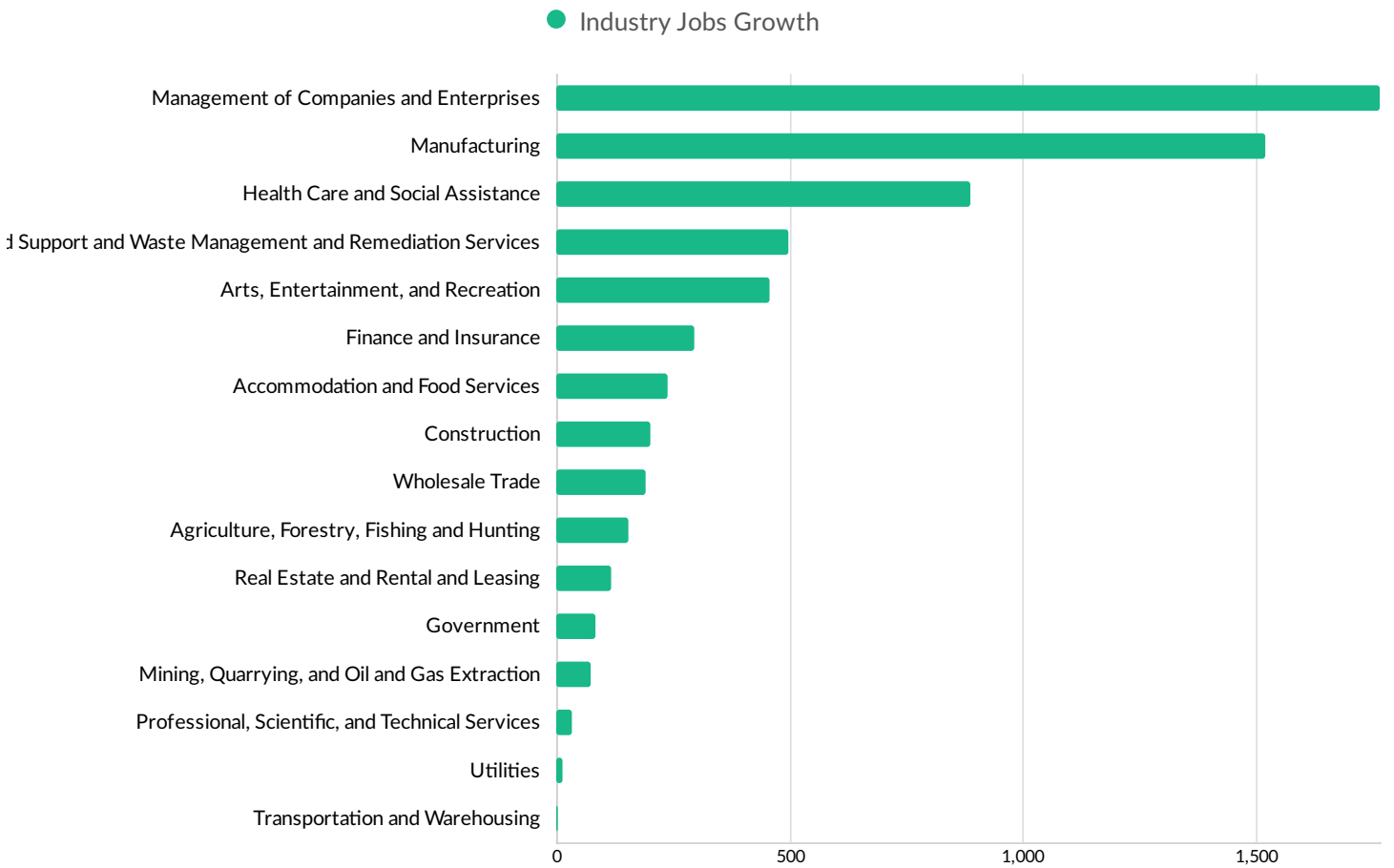
# Industry Characteristics

## Largest Industries



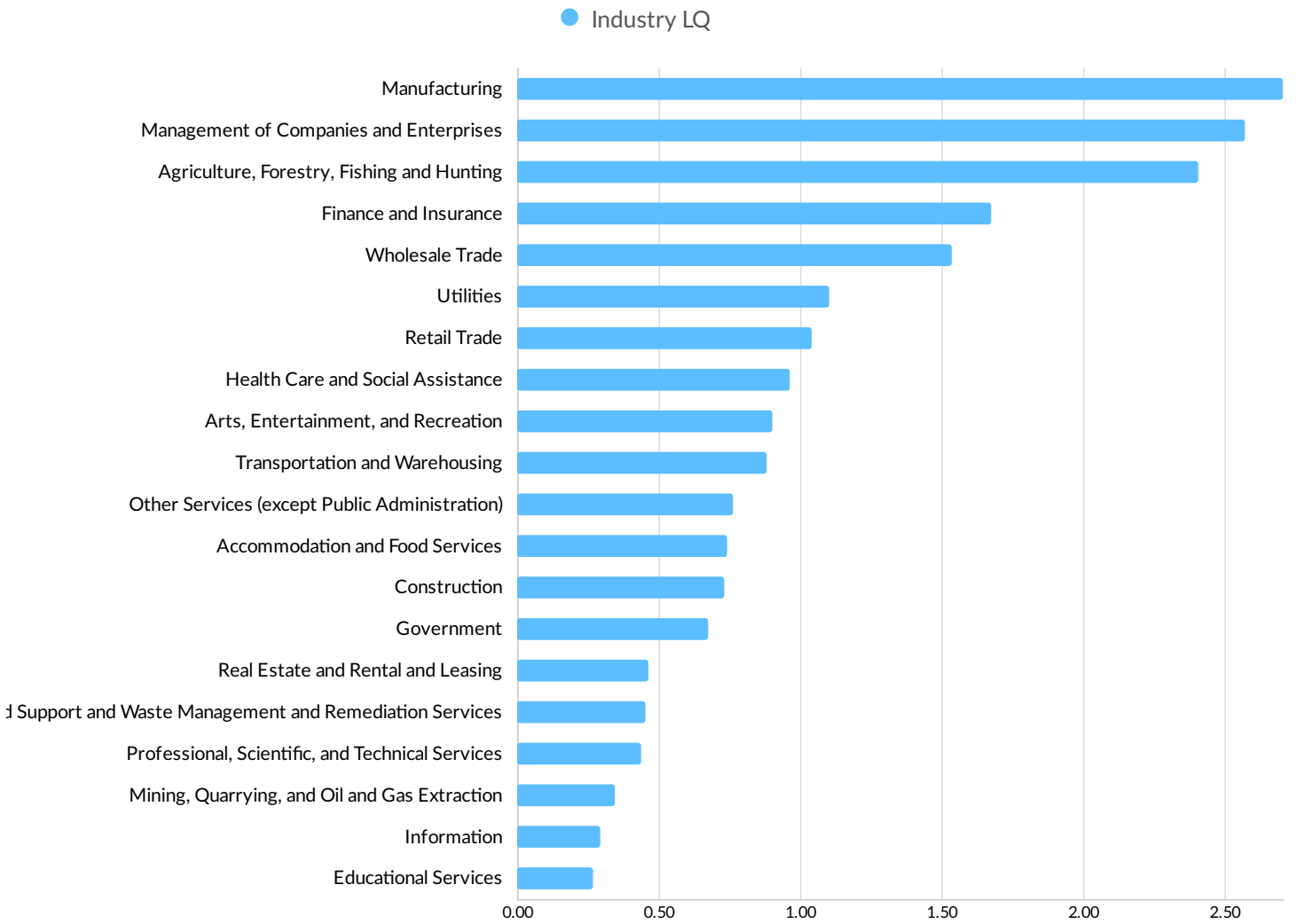
## Industry Characteristics - Cont.

### Top Growing Industries



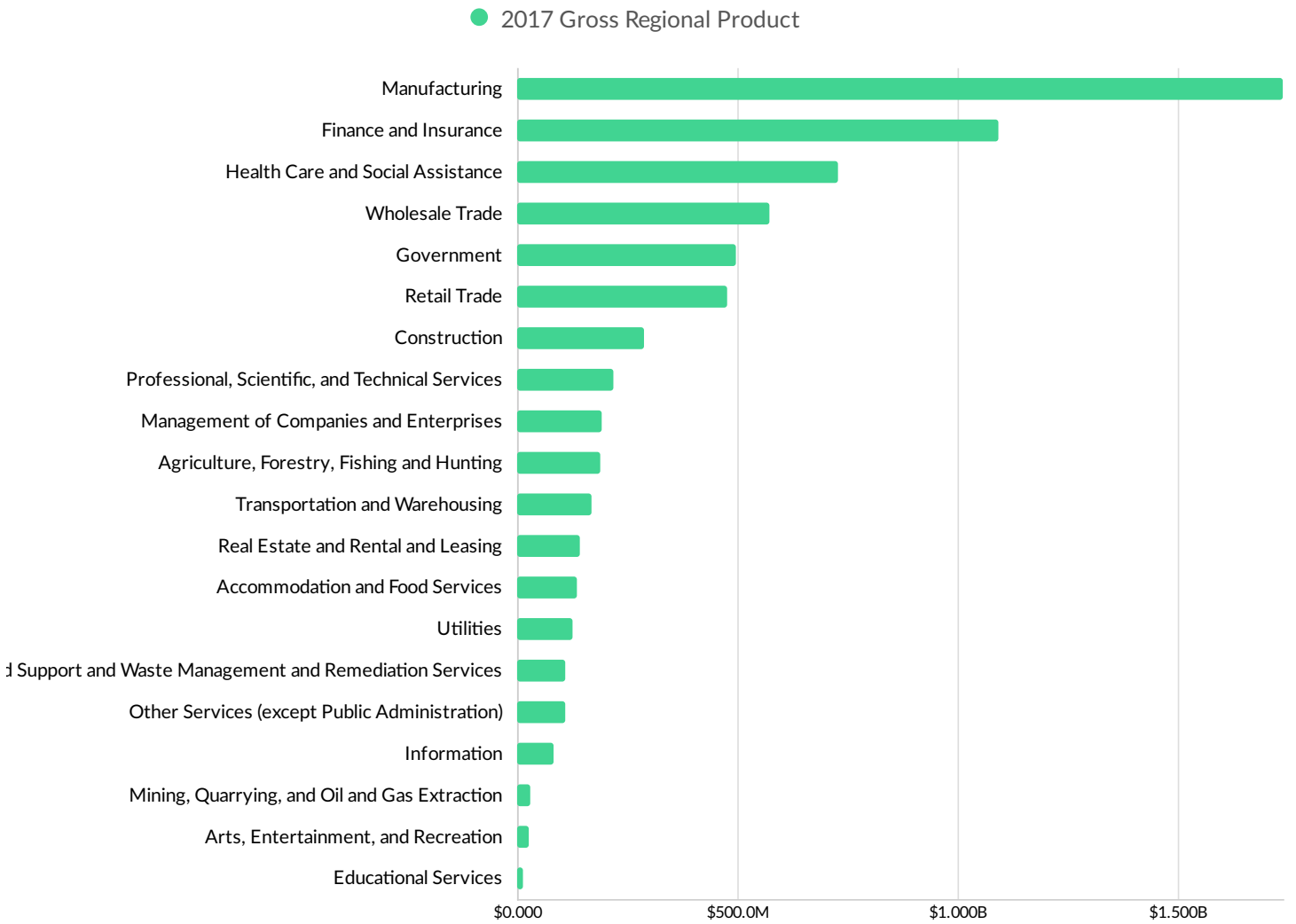
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

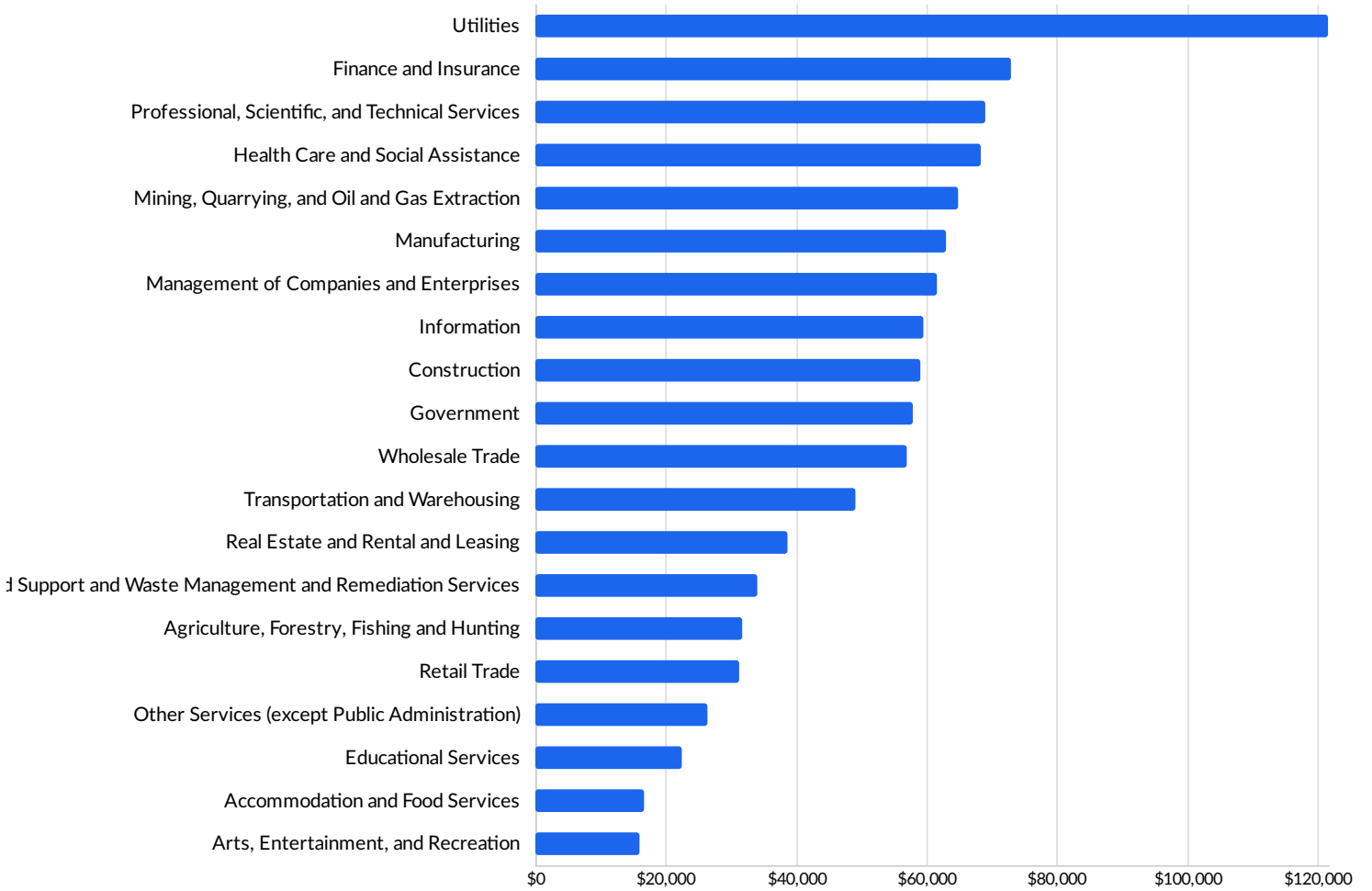
### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2017 Earnings Per Worker





## 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	16,360	1,519	+10%	2.71	\$62,997	\$1.74B
Health Care and Social Assistance	8,480	9,369	889	+10%	0.96	\$68,422	\$728.67M
Retail Trade	8,818	8,224	-594	-7%	1.04	\$31,266	\$476.93M
Government	7,845	7,928	83	+1%	0.67	\$57,805	\$497.66M
Finance and Insurance	4,700	4,996	296	+6%	1.68	\$73,061	\$1.09B
Accommodation and Food Services	4,642	4,882	240	+5%	0.74	\$16,759	\$135.67M
Wholesale Trade	4,251	4,441	190	+4%	1.54	\$56,940	\$573.13M
Construction	2,873	3,076	203	+7%	0.73	\$58,963	\$287.06M
Other Services (except Public Administration)	3,165	2,808	-357	-11%	0.76	\$26,375	\$108.39M
Management of Companies and Enterprises	1,036	2,801	1,765	+170%	2.57	\$61,691	\$192.52M
Transportation and Warehousing	2,349	2,354	5	+0%	0.88	\$48,996	\$169.42M
Agriculture, Forestry, Fishing and Hunting	2,073	2,226	153	+7%	2.41	\$31,830	\$187.35M
Administrative and Support and Waste Management and Remediation Services	1,677	2,173	496	+30%	0.45	\$34,047	\$109.93M
Professional, Scientific, and Technical Services	2,116	2,150	34	+2%	0.44	\$68,935	\$219.64M
Arts, Entertainment, and Recreation	732	1,188	456	+62%	0.90	\$16,013	\$28.00M









## 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	592	119	+25%	0.46	\$38,710	\$142.82M
Educational Services	593	532	-61	-10%	0.27	\$22,359	\$13.77M
Information	448	415	-33	-7%	0.29	\$59,425	\$81.66M
Utilities	283	296	13	+5%	1.10	\$121,591	\$125.51M
Mining, Quarrying, and Oil and Gas Extraction	30	104	74	+247%	0.34	\$64,861	\$30.23M

## Business Characteristics

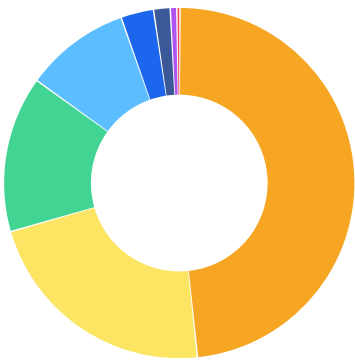
### 4,622 Companies Employ Your Workers

Online profiles for your workers mention 4,622 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
Aspirus Wausau Hospital, Inc.	132 	Aspirus Wausau Hospital, Inc.	4,379 
Greenheck Fan Corporation	67 	Foot Locker, Inc.	1,241 
Wausau School District	66 	Comphealth Associates, Inc	1,029 
Marshfield Clinic	55 	Remedy Intelligent Staffing	831 
Foot Locker, Inc.	49 	Ascension Health	814 
Liberty Mutual Insurance Comp...	46 	Pizza Hut, Inc.	704 
Graebel Companies, Inc.	39 	Unitedhealth Group Incorporat...	694 
Sentry Insurance	39 	Roehl Transport, Inc.	647 
Unitedhealth Group Incorporat...	38 	Shopko Stores Operating Co., L...	596 
Umr, Inc.	35 	Weatherby Health Care	590 

## Business Characteristics - Cont.

### Business Size

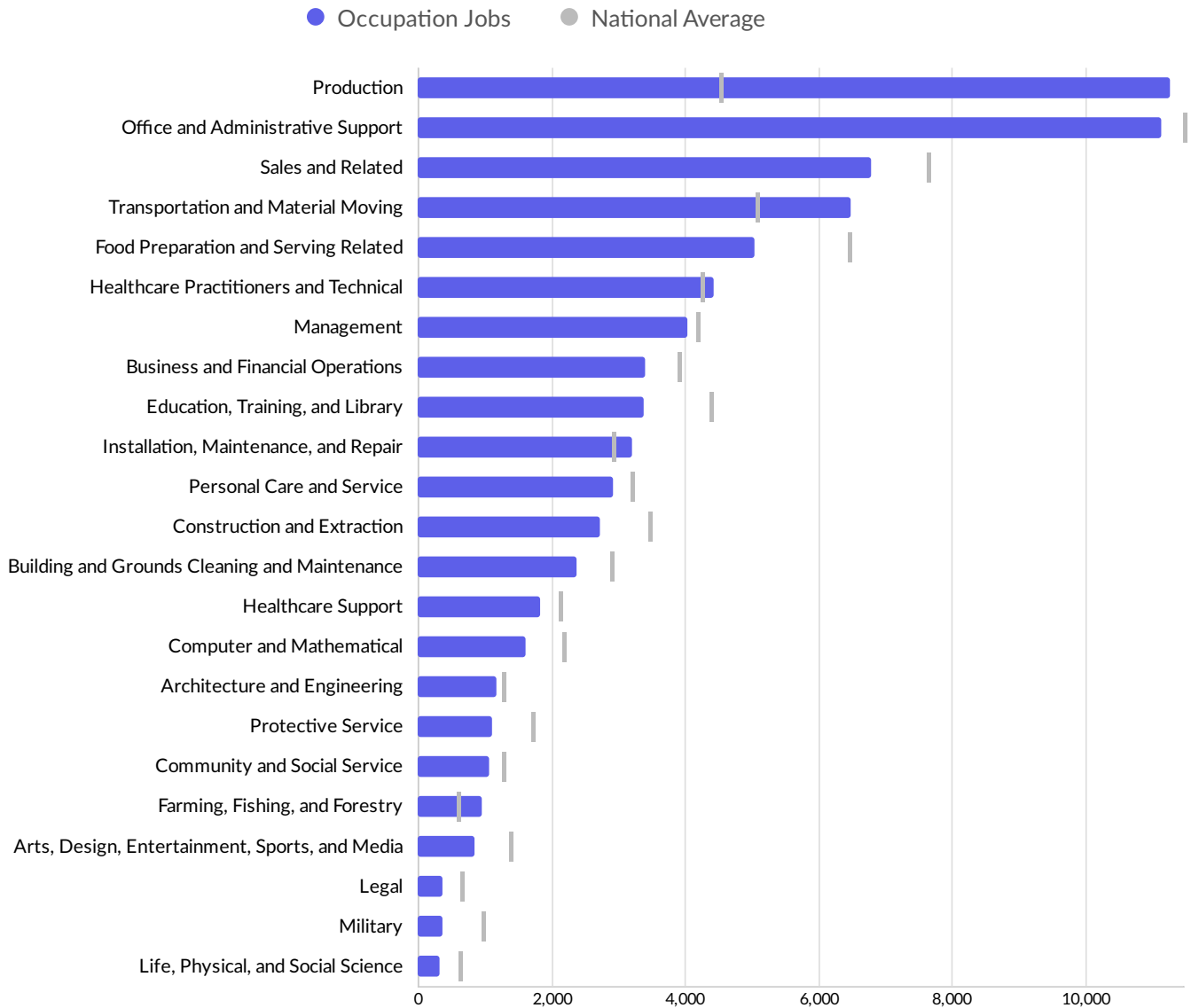


	Percentage	Business Count
1 to 4 employees	48.3%	2,649
5 to 9 employees	22.2%	1,218
10 to 19 employees	14.4%	790
20 to 49 employees	9.7%	532
50 to 99 employees	3.0%	166
100 to 249 employees	1.5%	84
250 to 499 employees	0.6%	33
500+ employees	0.3%	16

*\*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.*

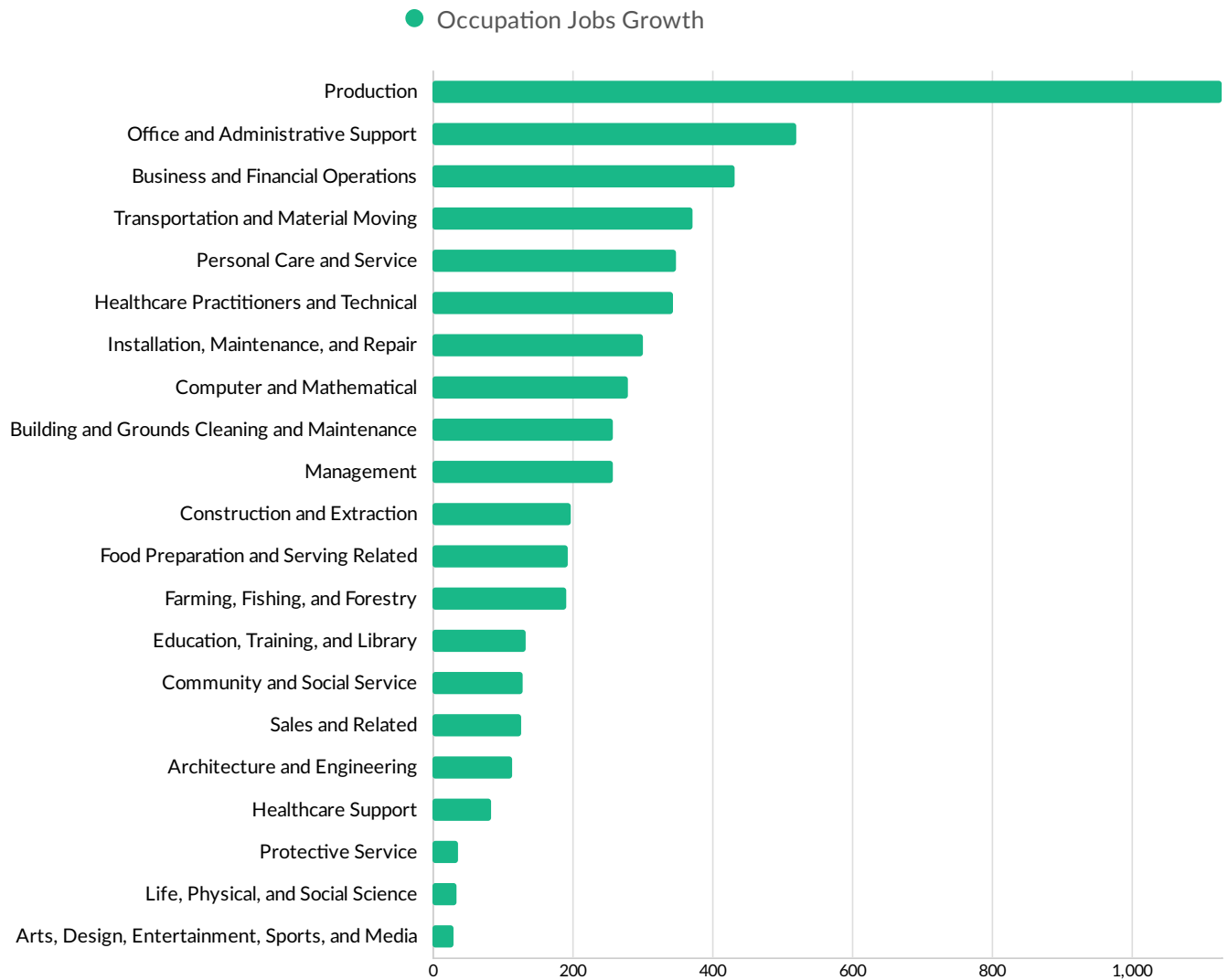
# Workforce Characteristics

## Largest Occupations



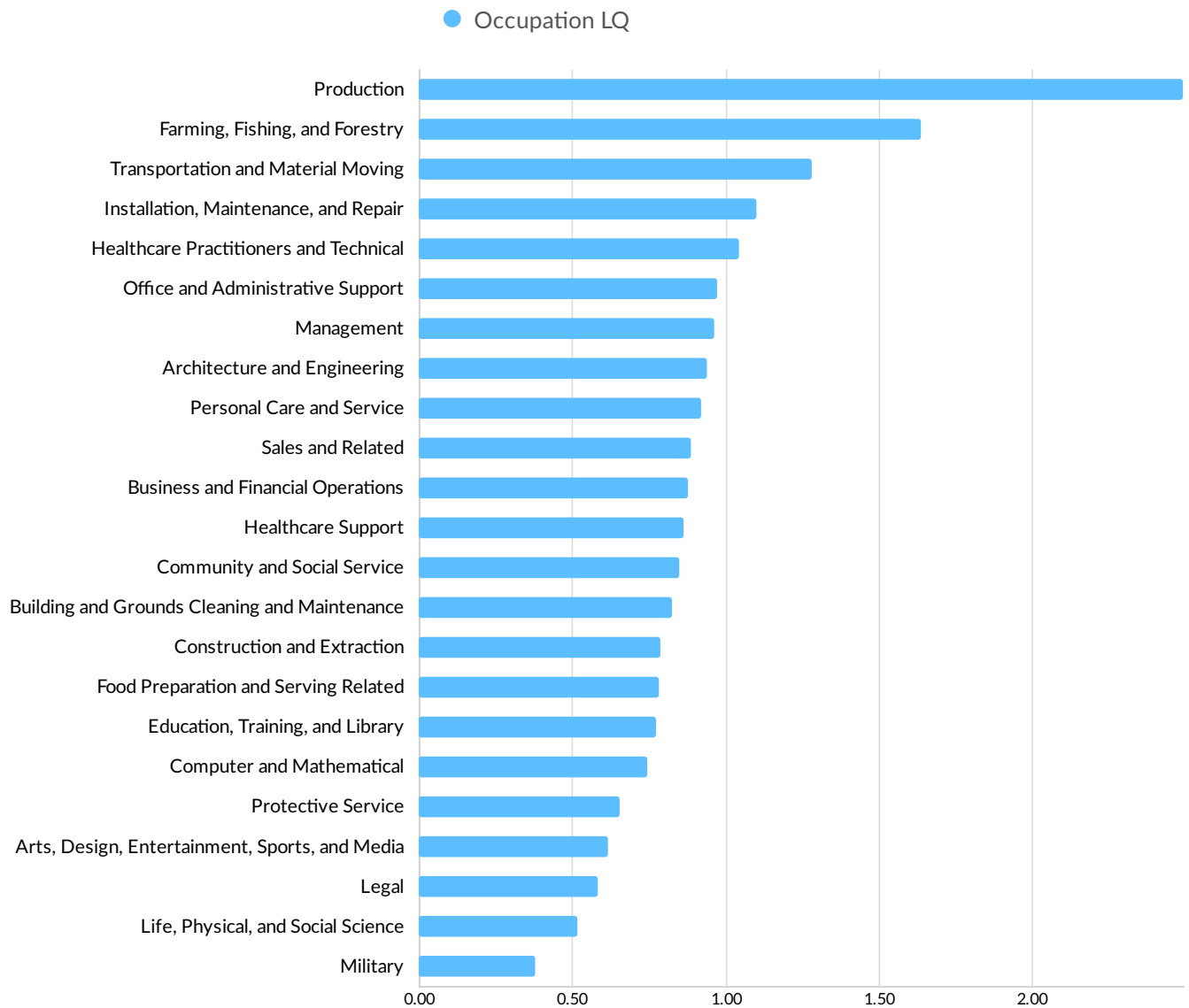
## Workforce Characteristics - Cont.

### Top Growing Occupations



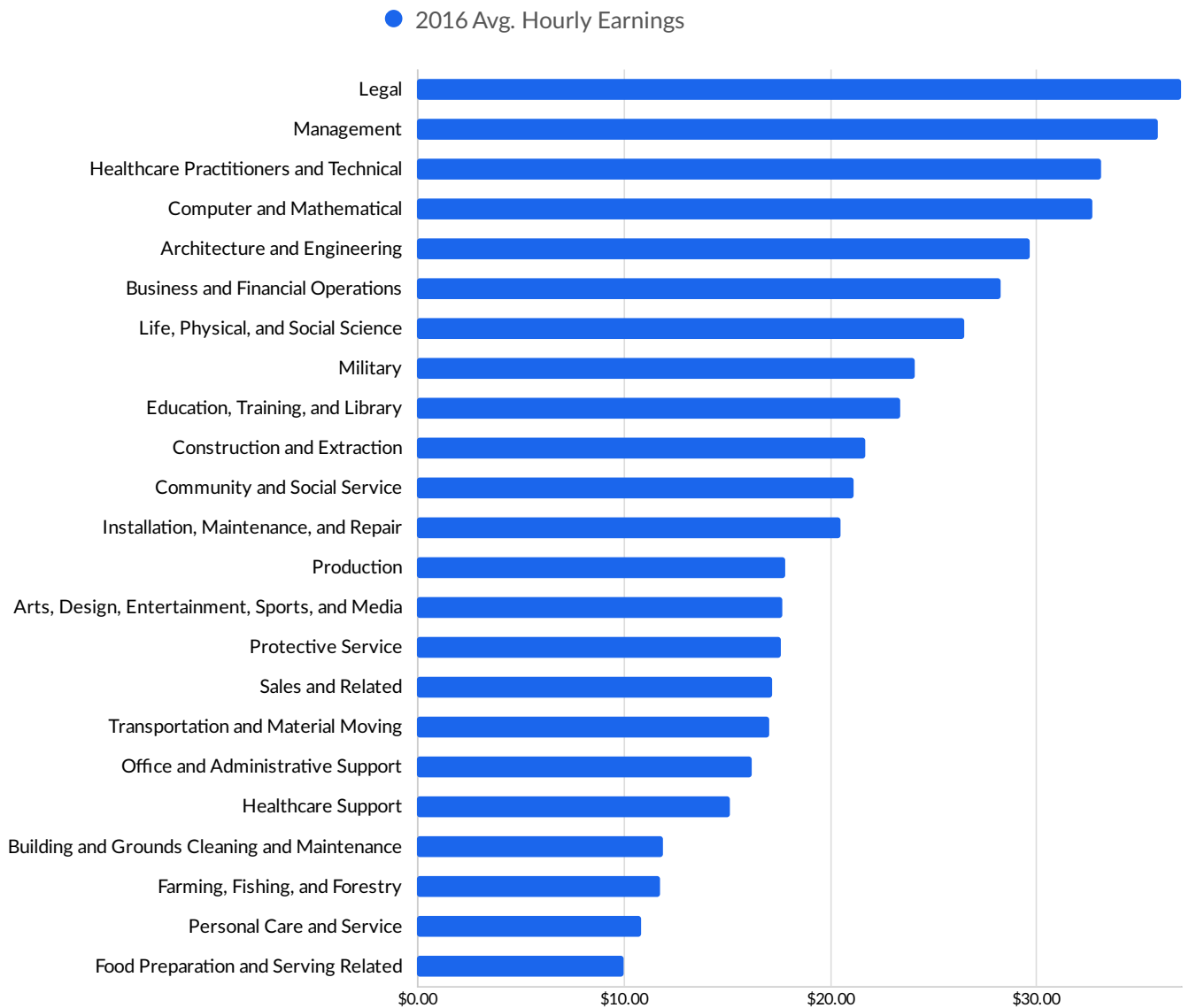
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

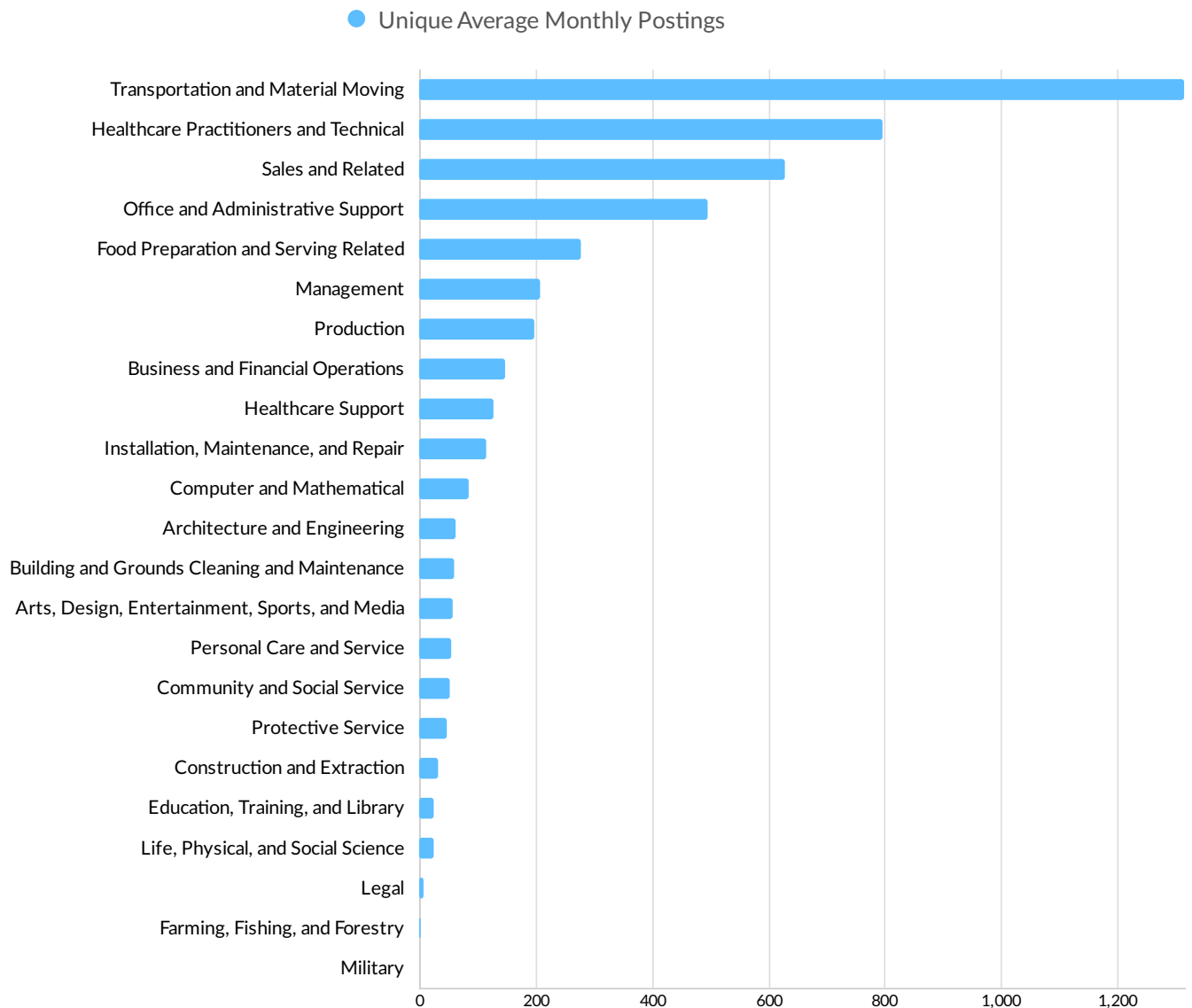
### Top Occupation Earnings





## 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	10,140	11,269	1,129	+11%	2.49	\$17.86	197
Office and Administrative Support	10,624	11,144	520	+5%	0.97	\$16.26	497
Sales and Related	6,659	6,786	127	+2%	0.89	\$17.20	628
Transportation and Material Moving	6,120	6,491	371	+6%	1.28	\$17.05	1,315
Food Preparation and Serving Related	4,852	5,046	194	+4%	0.78	\$10.02	278
Healthcare Practitioners and Technical	4,081	4,426	345	+8%	1.05	\$33.14	796
Management	3,782	4,039	257	+7%	0.97	\$35.94	207
Business and Financial Operations	2,980	3,413	433	+15%	0.88	\$28.28	148
Education, Training, and Library	3,255	3,389	134	+4%	0.78	\$23.39	25
Installation, Maintenance, and Repair	2,906	3,207	301	+10%	1.10	\$20.53	116
Personal Care and Service	2,581	2,929	348	+13%	0.92	\$10.87	56
Construction and Extraction	2,522	2,720	198	+8%	0.79	\$21.74	33
Building and Grounds Cleaning and Maintenance	2,111	2,370	259	+12%	0.82	\$11.90	60
Healthcare Support	1,751	1,835	84	+5%	0.87	\$15.20	127
Computer and Mathematical	1,335	1,615	280	+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	1,073	1,186	113	+11%	0.94	\$29.73	62
Protective Service	1,084	1,121	37	+3%	0.65	\$17.62	47
Community and Social Service	938	1,068	130	+14%	0.85	\$21.15	53
Farming, Fishing, and Forestry	765	956	191	+25%	1.64	\$11.76	2
Arts, Design, Entertainment, Sports, and Media	827	857	30	+4%	0.62	\$17.68	57
Legal	373	369	-4	-1%	0.59	\$37.04	7
Military	382	363	-19	-5%	0.38	\$24.16	1
Life, Physical, and Social Science	282	317	35	+12%	0.52	\$26.52	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