



Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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.

76,984

Jobs (2017)

Jobs **grew by 5,411** over the last 5 years and are projected to **grow by 2,186** over the next 5 years.

\$54.2K

Median Household Income (2016)

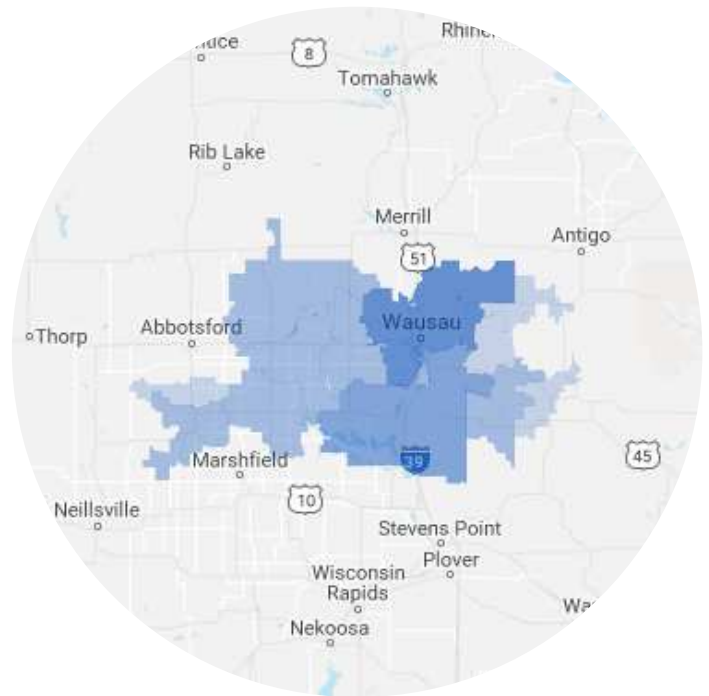
Median household income is **\$1.1K below** the national median household income of \$55.3K.

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 7.6%** in Marathon County, WI from 71,573 to **76,984**. This change **fell short of the national growth rate of 8.2% by 0.6%**. As the number of jobs increased, the **labor force participation rate increased from 66.5% to 68.1% 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).

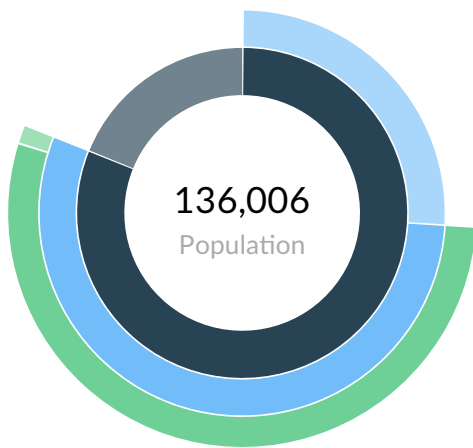
The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Management of Companies and Enterprises.



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	136,006	75,022	76,984	99.3	\$7.59B	\$9.00B	\$9.40B
NCWRPC	438,289	229,691	226,667	99.6	\$21.46B	\$27.38B	\$26.69B
Wisconsin	5,795,388	3,132,674	3,133,492	100.3	\$316.46B	\$285.78B	\$314.04B
United States	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T

Economy Overview - Cont.

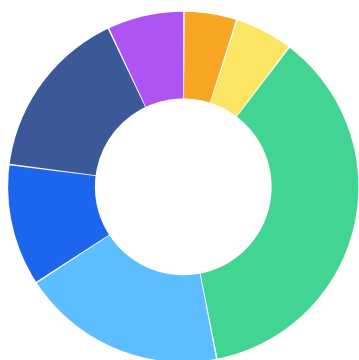
2017 Labor Force Breakdown



	Population
● Total Working Age Population	110,230
● Not in Labor Force (15+)	35,208
● Labor Force	75,022
● Employed	73,234
● Unemployed	1,788
● 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).

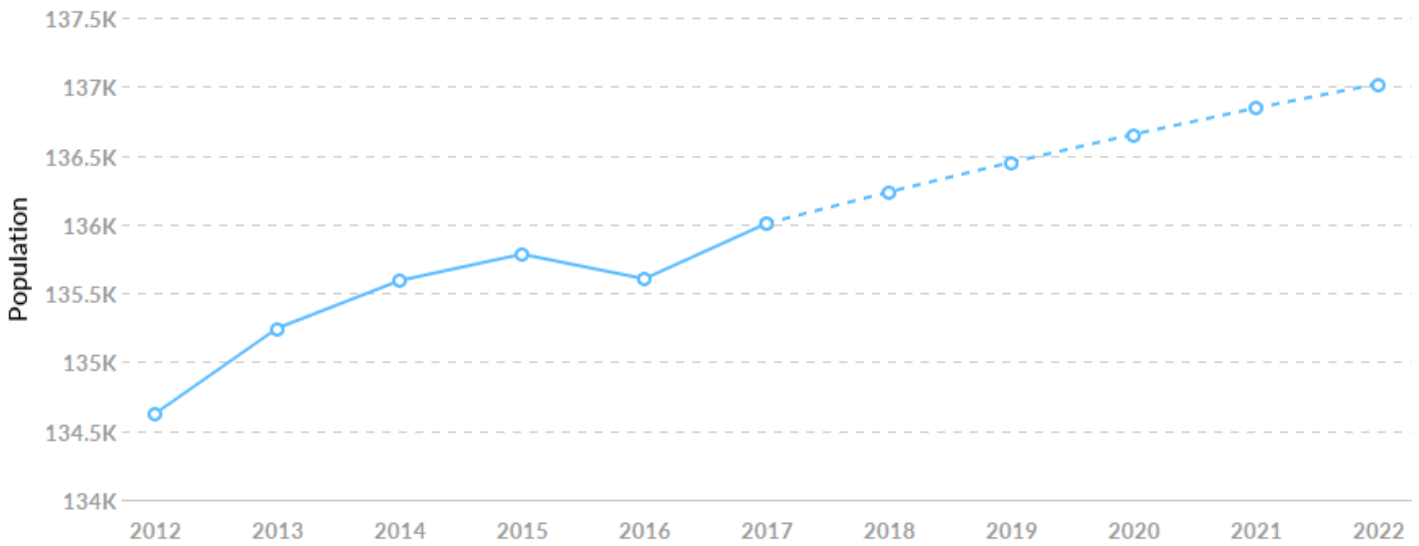


	% of Population	Population
● Less Than 9th Grade	4.9%	4,592
● 9th Grade to 12th Grade	5.4%	5,072
● High School Diploma	36.6%	34,496
● Some College	18.9%	17,791
● Associate's Degree	11.2%	10,574
● Bachelor's Degree	15.9%	15,026
● Graduate Degree and Higher	7.1%	6,680

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.

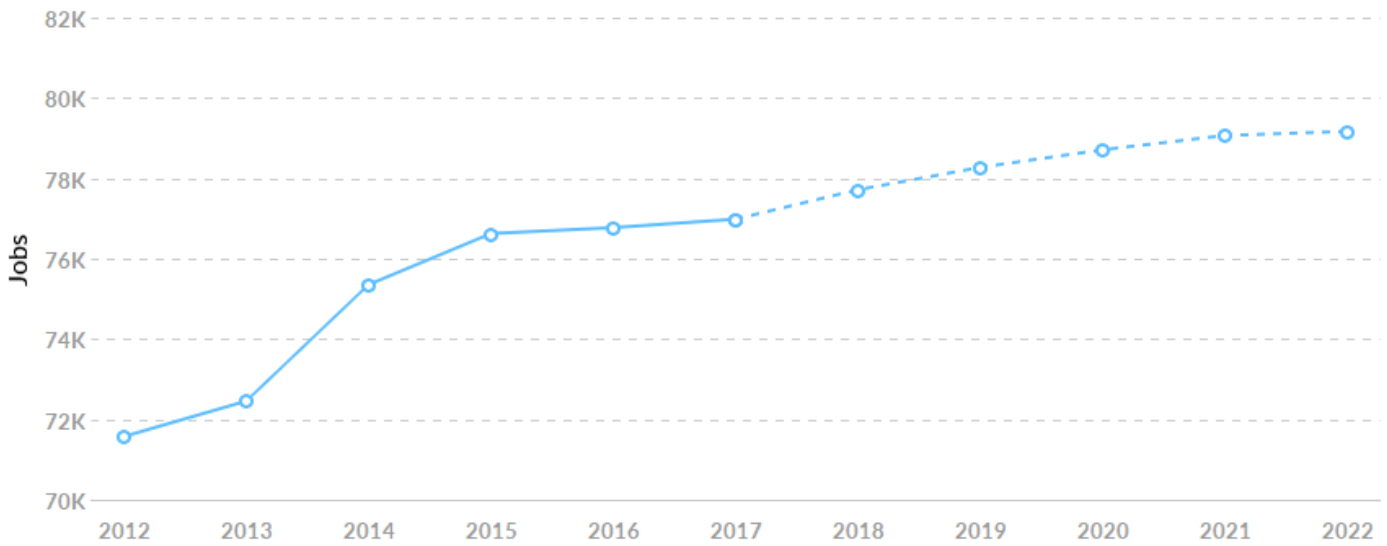


Timeframe	Population
2012	134,624
2013	135,245
2014	135,591
2015	135,783
2016	135,604
2017	136,006
2018	136,235
2019	136,450
2020	136,653
2021	136,844
2022	137,020

Historic & Projected Trends - Cont.

Job Trends

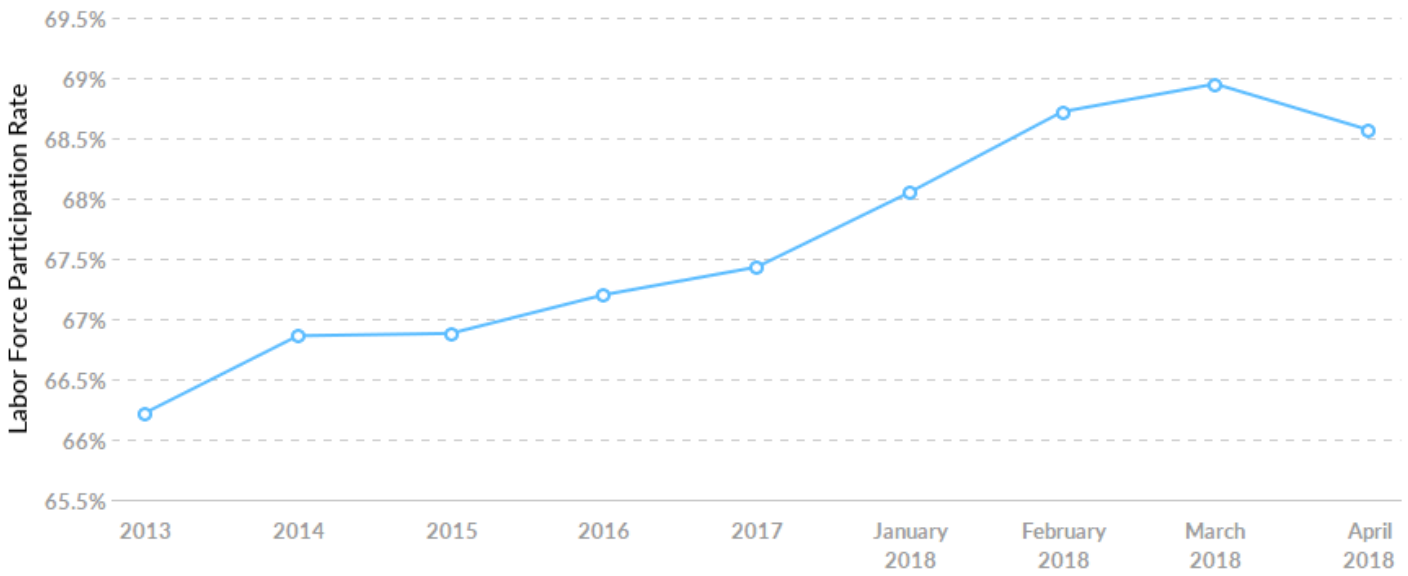
From 2012 to 2017, jobs increased by 7.6% in Marathon County, WI from 71,573 to 76,984. This change fell short of the national growth rate of 8.2% by 0.6%.



Timeframe	Jobs
2012	71,573
2013	72,456
2014	75,354
2015	76,626
2016	76,773
2017	76,984
2018	77,716
2019	78,274
2020	78,711
2021	79,067
2022	79,170

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

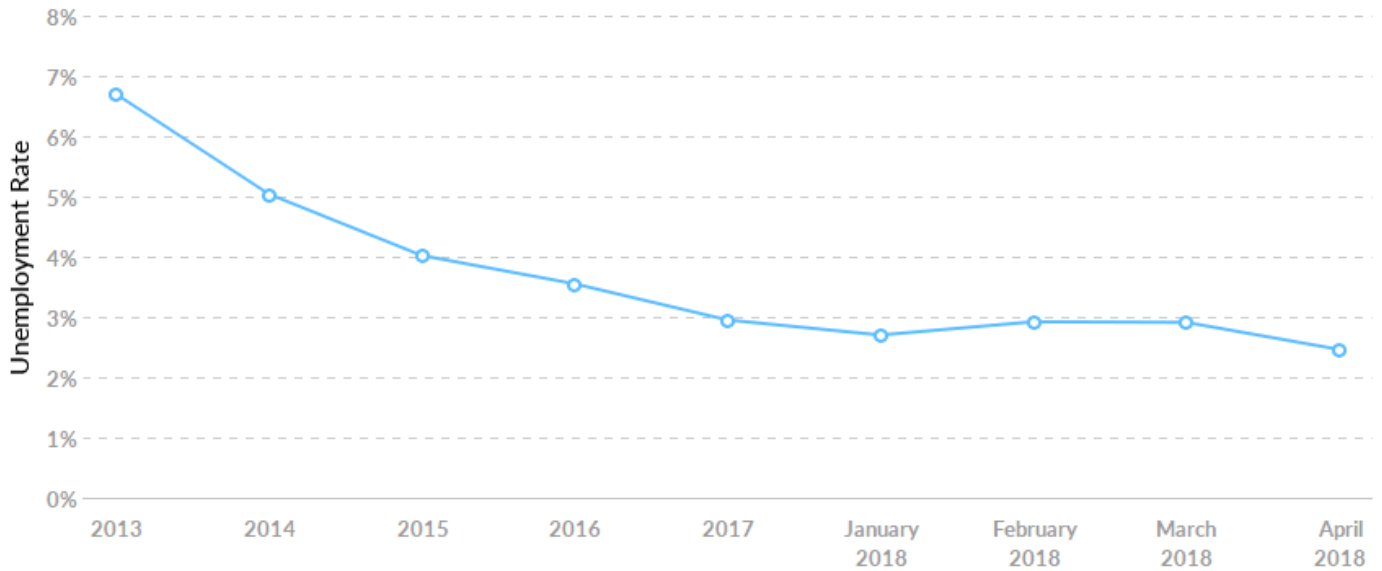


Timeframe	Labor Force Participation Rate
2013	66.22%
2014	66.86%
2015	66.88%
2016	67.20%
2017	67.43%
January 2018	68.05%
February 2018	68.72%
March 2018	68.95%
April 2018	68.57%

Historic & Projected Trends - Cont.

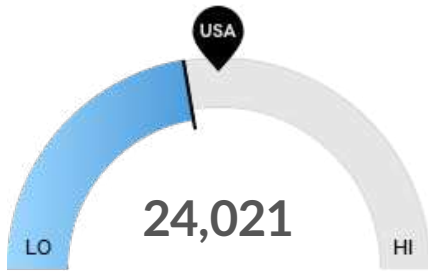
Unemployment Rate Trends

Marathon County, WI had an April 2018 unemployment rate of 2.46%, **decreasing from 6.70%** 5 years before.



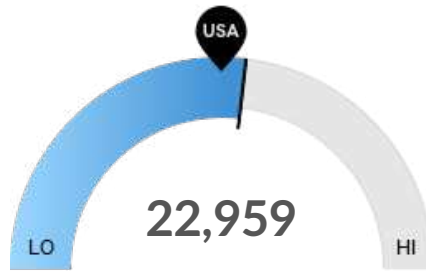
Timeframe	Unemployment Rate
2013	6.70%
2014	5.04%
2015	4.02%
2016	3.55%
2017	2.95%
January 2018	2.70%
February 2018	2.92%
March 2018	2.91%
April 2018	2.46%

Population Characteristics



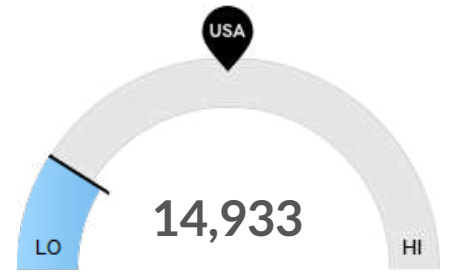
Millennials

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



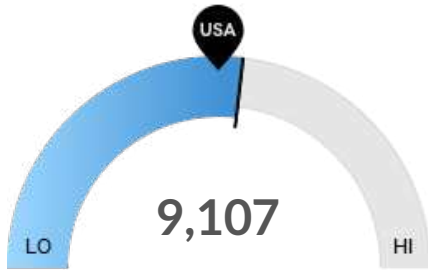
Retiring Soon

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.



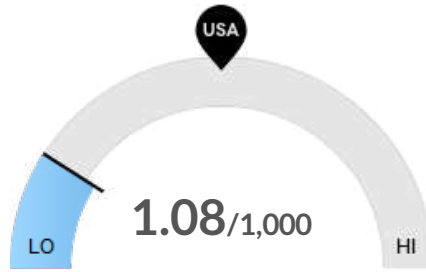
Racial Diversity

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.



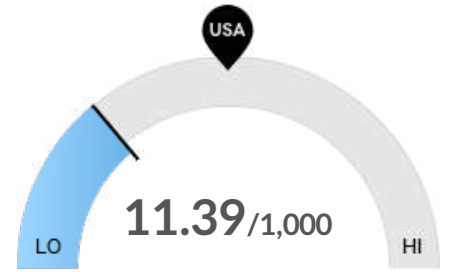
Veterans

Marathon County, WI has 9,107 veterans. The national average for an area this size is 8,198.



Violent Crime

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



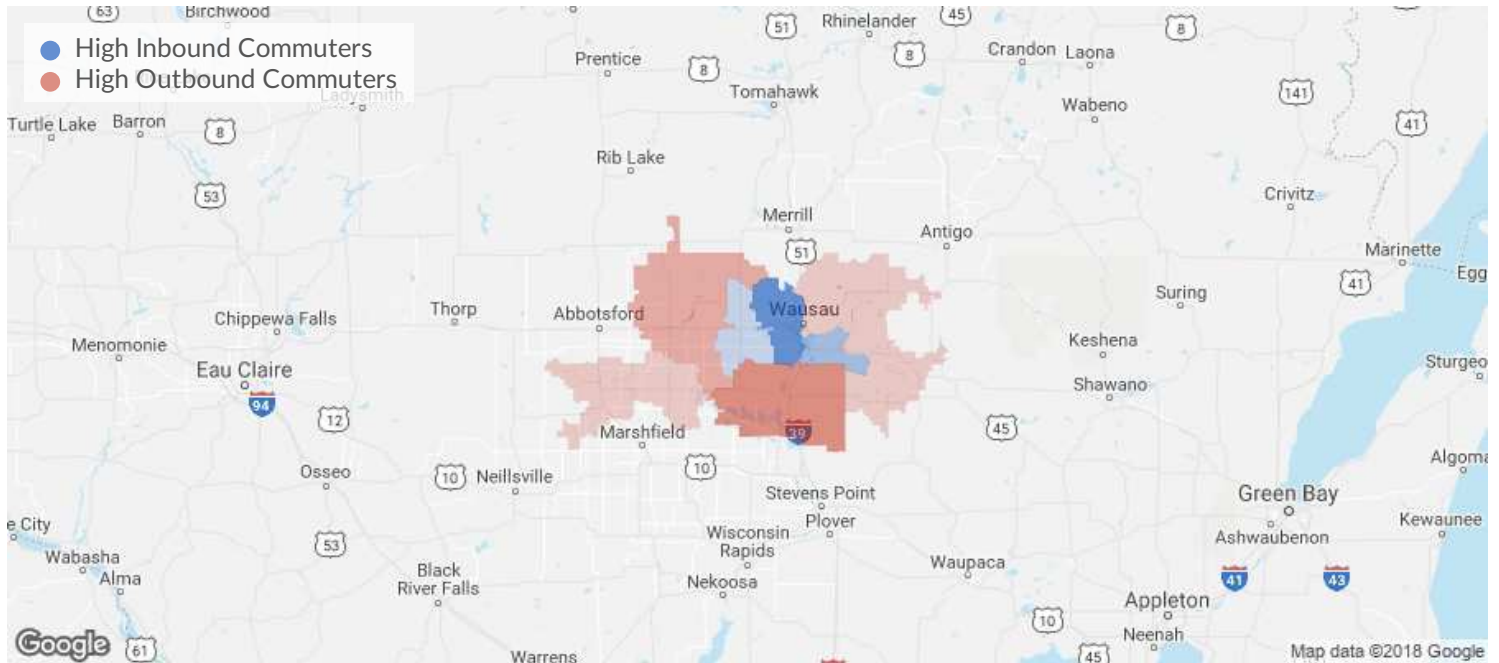
Property Crime

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

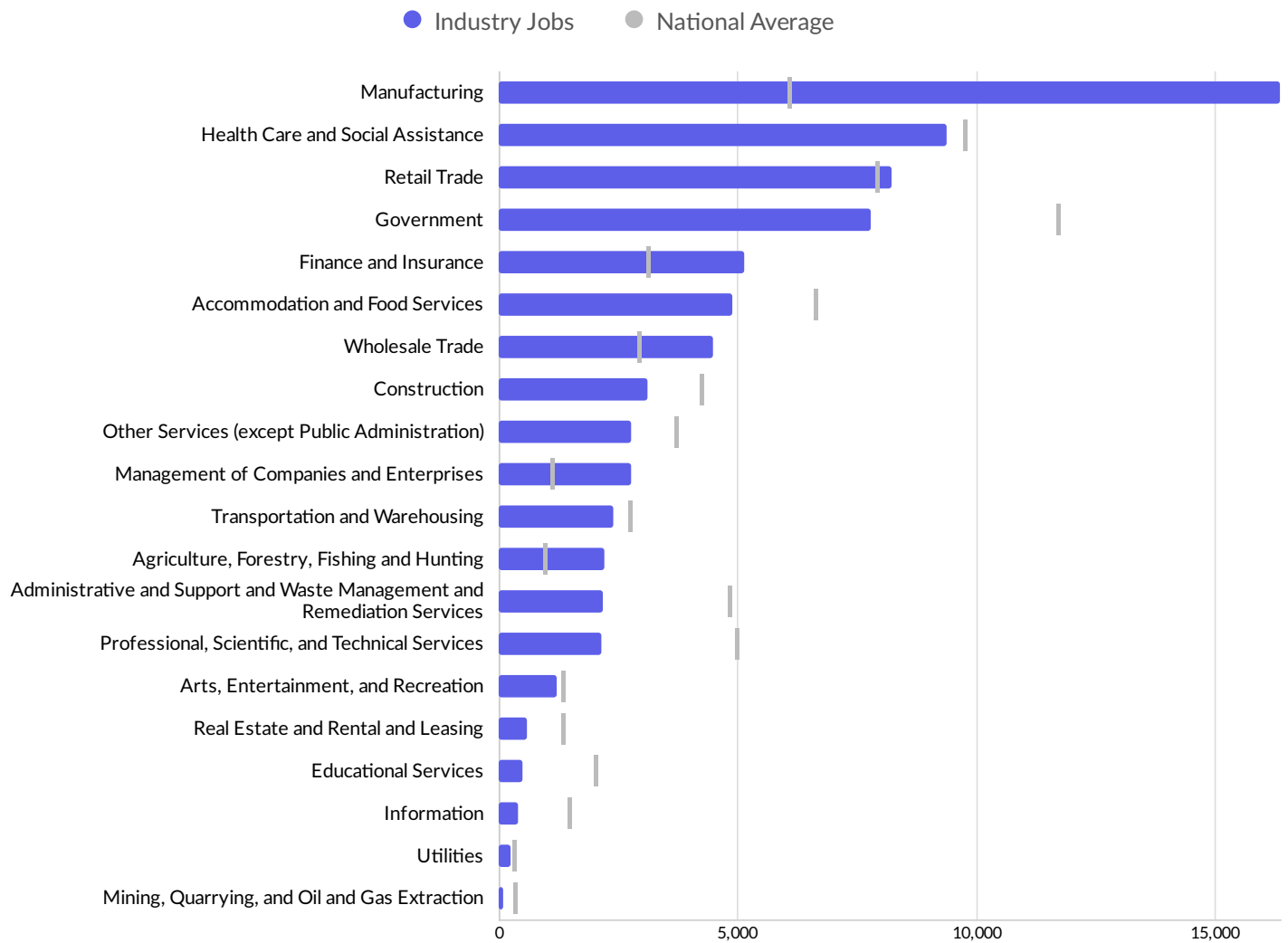
ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	29,525
54476	Schofield, WI (in Marat...	13,080
54403	Wausau, WI (in Marath...	11,058
54455	Mosinee, WI (in Marat...	6,428
54474	Rothschild, WI (in Mar...	4,420

Where Talent Lives

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,365
54403	Wausau, WI (in Marath...	12,261
54476	Schofield, WI (in Marat...	11,041
54455	Mosinee, WI (in Marat...	10,839
54484	Stratford, WI (in Marat...	2,886

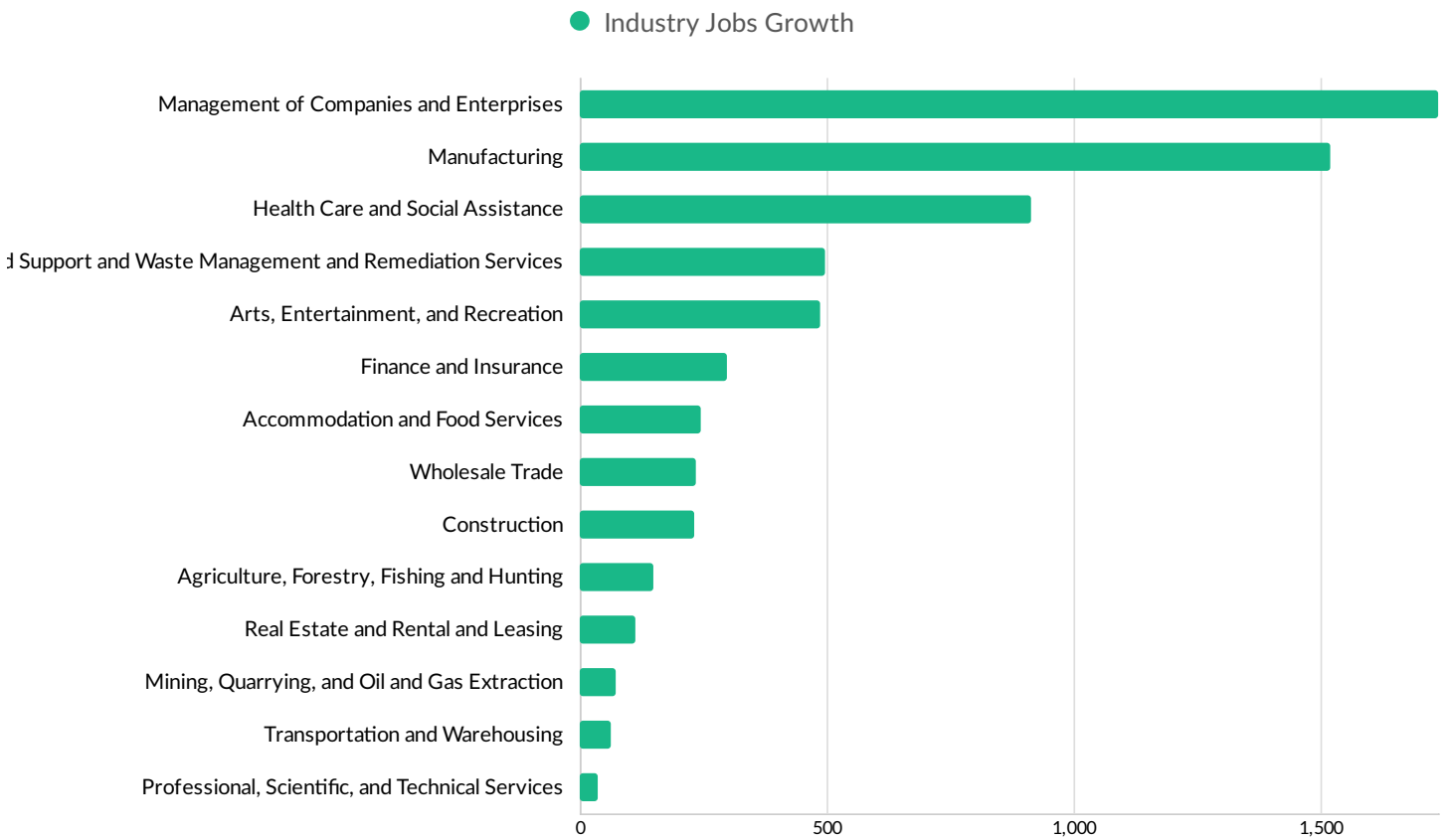
Industry Characteristics

Largest Industries



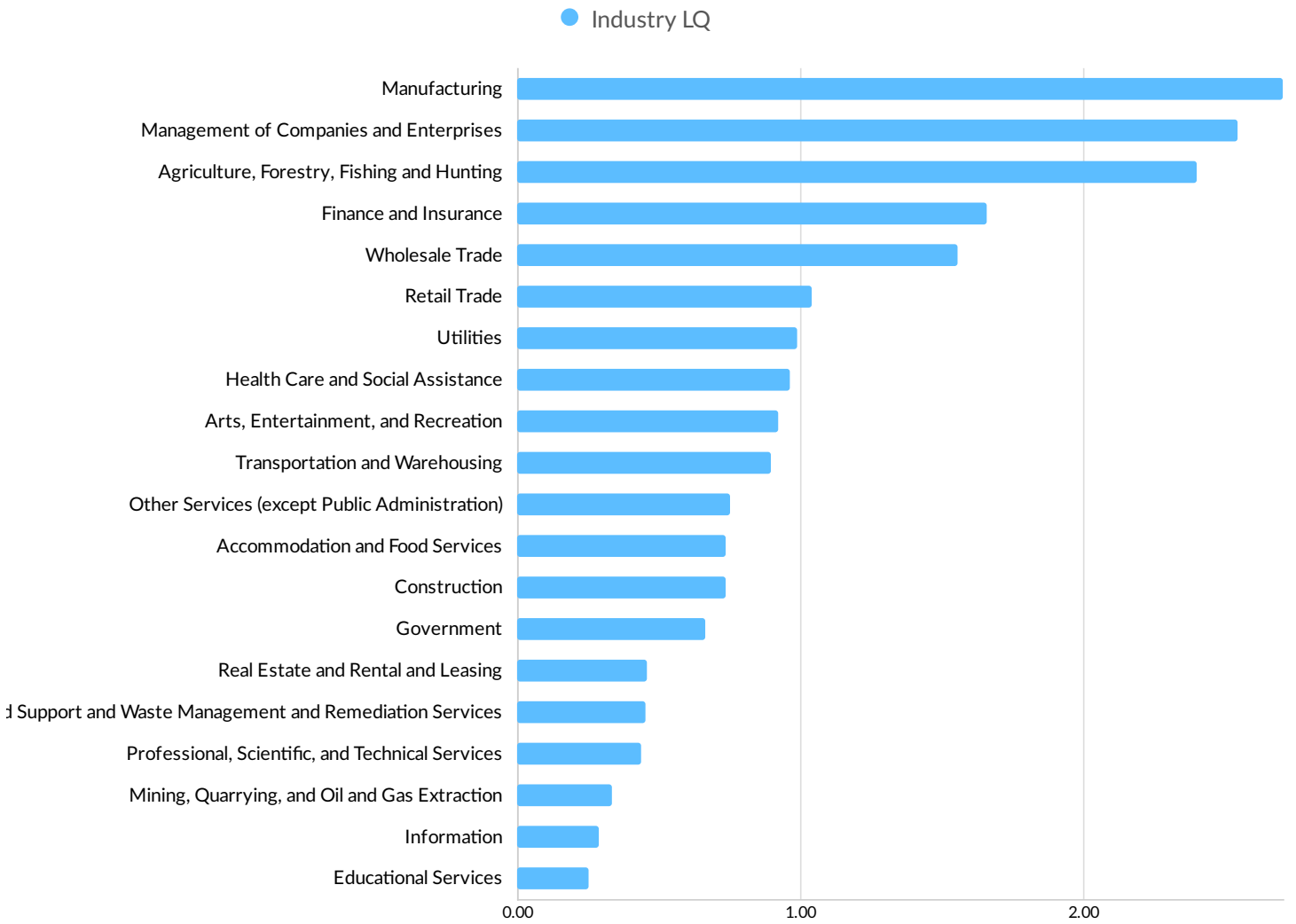
Industry Characteristics - Cont.

Top Growing Industries



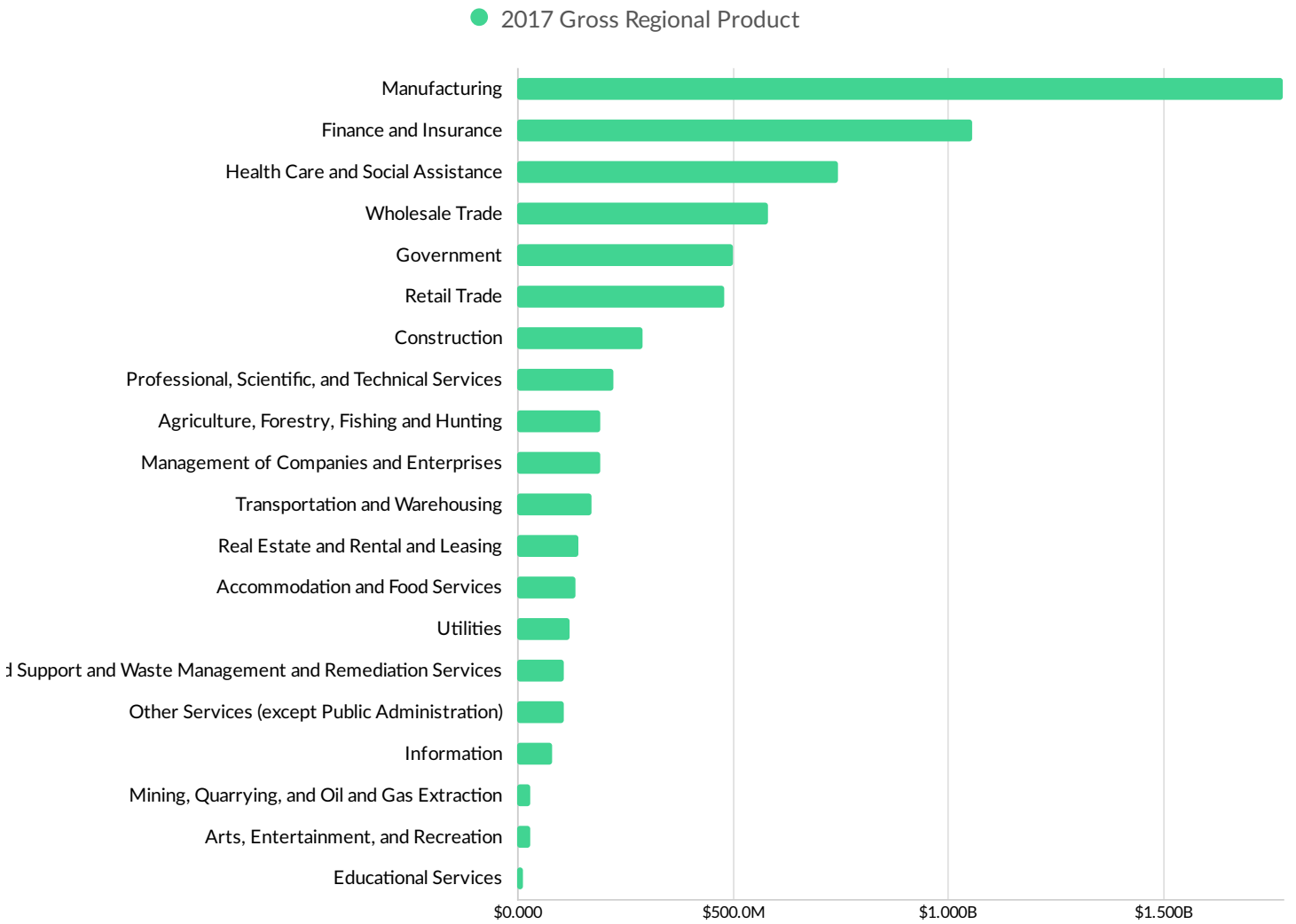
Industry Characteristics - Cont.

Top Industry LQ



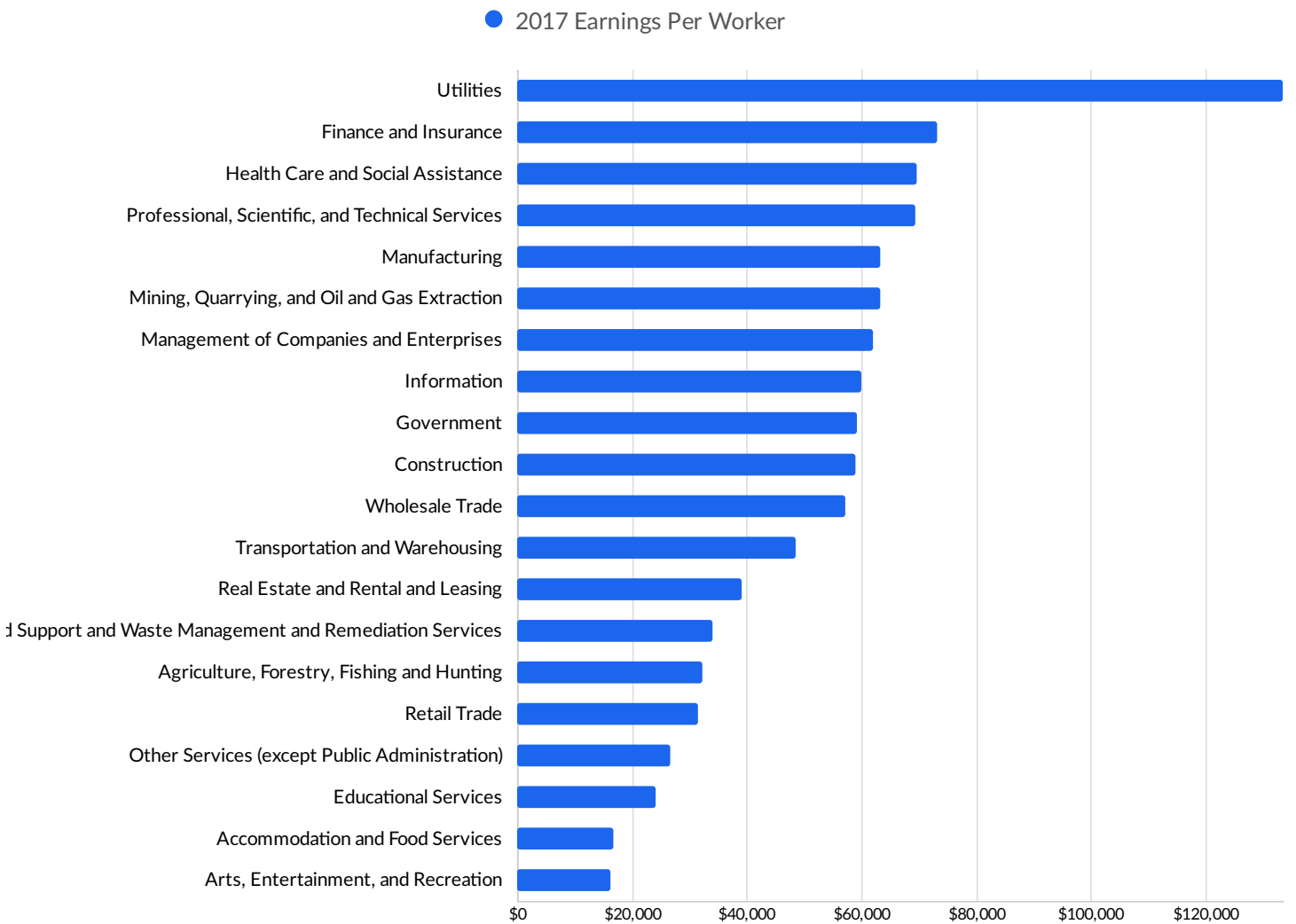
Industry Characteristics - Cont.

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	16,361	1,520	+10%	2.71	\$63,409	\$1.78B
Health Care and Social Assistance	8,480	9,394	914	+11%	0.97	\$69,585	\$743.11M
Retail Trade	8,818	8,219	-599	-7%	1.04	\$31,580	\$480.95M
Government	7,845	7,782	-63	-1%	0.67	\$59,111	\$500.60M
Finance and Insurance	4,835	5,134	299	+6%	1.66	\$73,177	\$1.06B
Accommodation and Food Services	4,642	4,887	245	+5%	0.74	\$16,804	\$136.13M
Wholesale Trade	4,251	4,487	236	+6%	1.55	\$57,230	\$580.67M
Construction	2,873	3,106	233	+8%	0.74	\$58,901	\$291.90M
Other Services (except Public Administration)	3,165	2,775	-390	-12%	0.75	\$26,696	\$108.84M
Management of Companies and Enterprises	1,036	2,773	1,737	+168%	2.55	\$62,092	\$192.22M
Transportation and Warehousing	2,349	2,413	64	+3%	0.89	\$48,587	\$173.60M
Agriculture, Forestry, Fishing and Hunting	2,073	2,223	150	+7%	2.40	\$32,386	\$193.88M
Administrative and Support and Waste Management and Remediation Services	1,677	2,172	495	+30%	0.45	\$34,130	\$109.67M
Professional, Scientific, and Technical Services	2,125	2,163	38	+2%	0.44	\$69,289	\$222.39M
Arts, Entertainment, and Recreation	732	1,218	486	+66%	0.92	\$16,272	\$29.22M
Real Estate and Rental and Leasing	477	591	114	+24%	0.46	\$39,219	\$143.16M
Educational Services	593	506	-87	-15%	0.25	\$24,160	\$14.15M
Information	448	413	-35	-8%	0.29	\$59,971	\$80.17M
Utilities	283	265	-18	-6%	0.99	\$133,433	\$120.34M










Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	30	102	72	+240%	0.33	\$63,357	\$29.38M

Business Characteristics

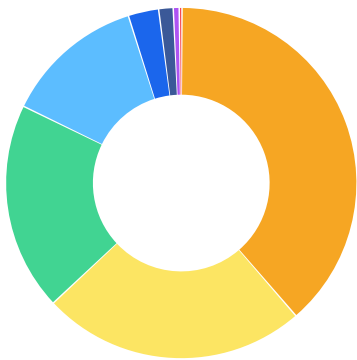
13,230 Companies Employ Your Workers

Online profiles for your workers mention 13,230 companies as employers, with the top 10 appearing below. In the last 12 months, 2,381 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.	1,190 	Aspirus Wausau Hospital, Inc.	1,037 
Marshfield Clinic	825 	Foot Locker, Inc.	407 
Greenheck Fan Corporation	515 	Unitedhealth Group Incorporat...	361 
Liberty Mutual Insurance Comp...	422 	Remedy Intelligent Staffing	311 
Wausau School District	395 	Ascension Health	294 
Ministry Health Care, Inc.	392 	Platinum Supplemental Insuran...	240 
University of Wisconsin Steven...	371 	Greenheck Fan Corporation	216 
Sentry Insurance	310 	Marshfield Clinic	216 
Foot Locker, Inc.	294 	Aerotek, Inc.	214 
Unitedhealth Group Incorporat...	271 	Kelly Services, Inc.	207 

Business Characteristics - Cont.

Business Size

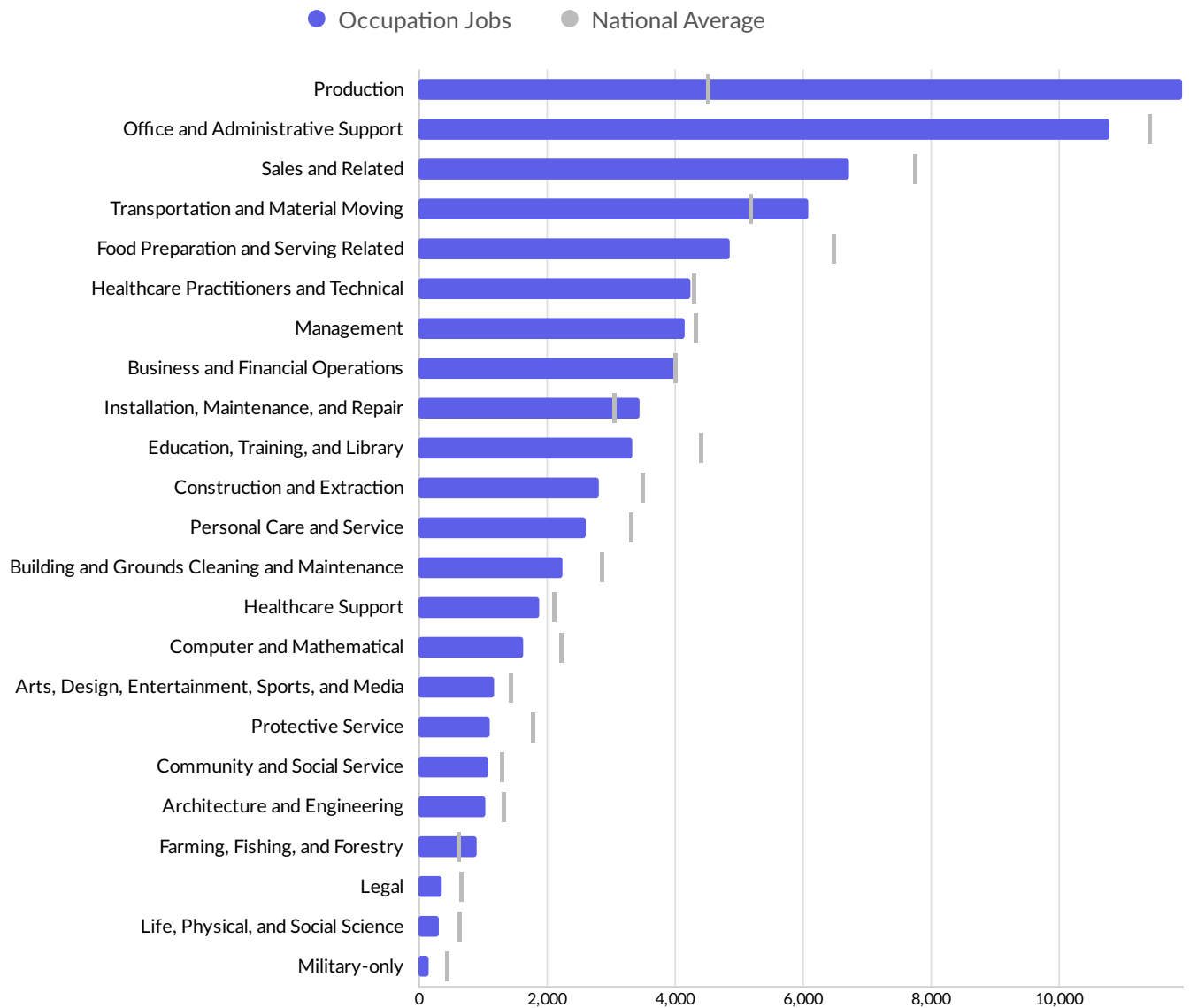


	Percentage	Business Count
1 to 4 employees	38.6%	2,115
5 to 9 employees	24.4%	1,335
10 to 19 employees	19.2%	1,052
20 to 49 employees	12.9%	708
50 to 99 employees	2.8%	154
100 to 249 employees	1.3%	73
250 to 499 employees	0.5%	30
500+ employees	0.3%	14

**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



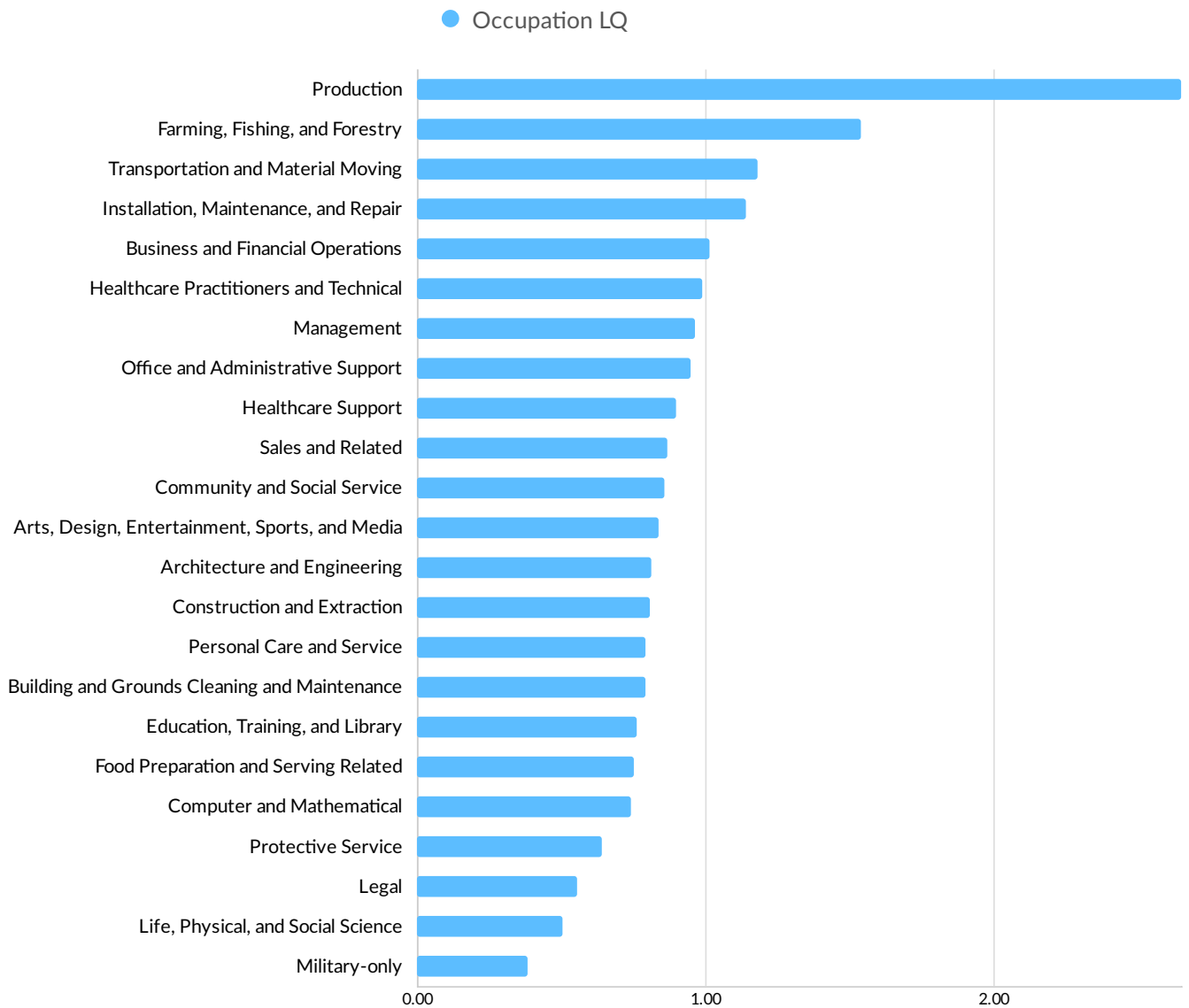
Workforce Characteristics - Cont.

Top Growing Occupations



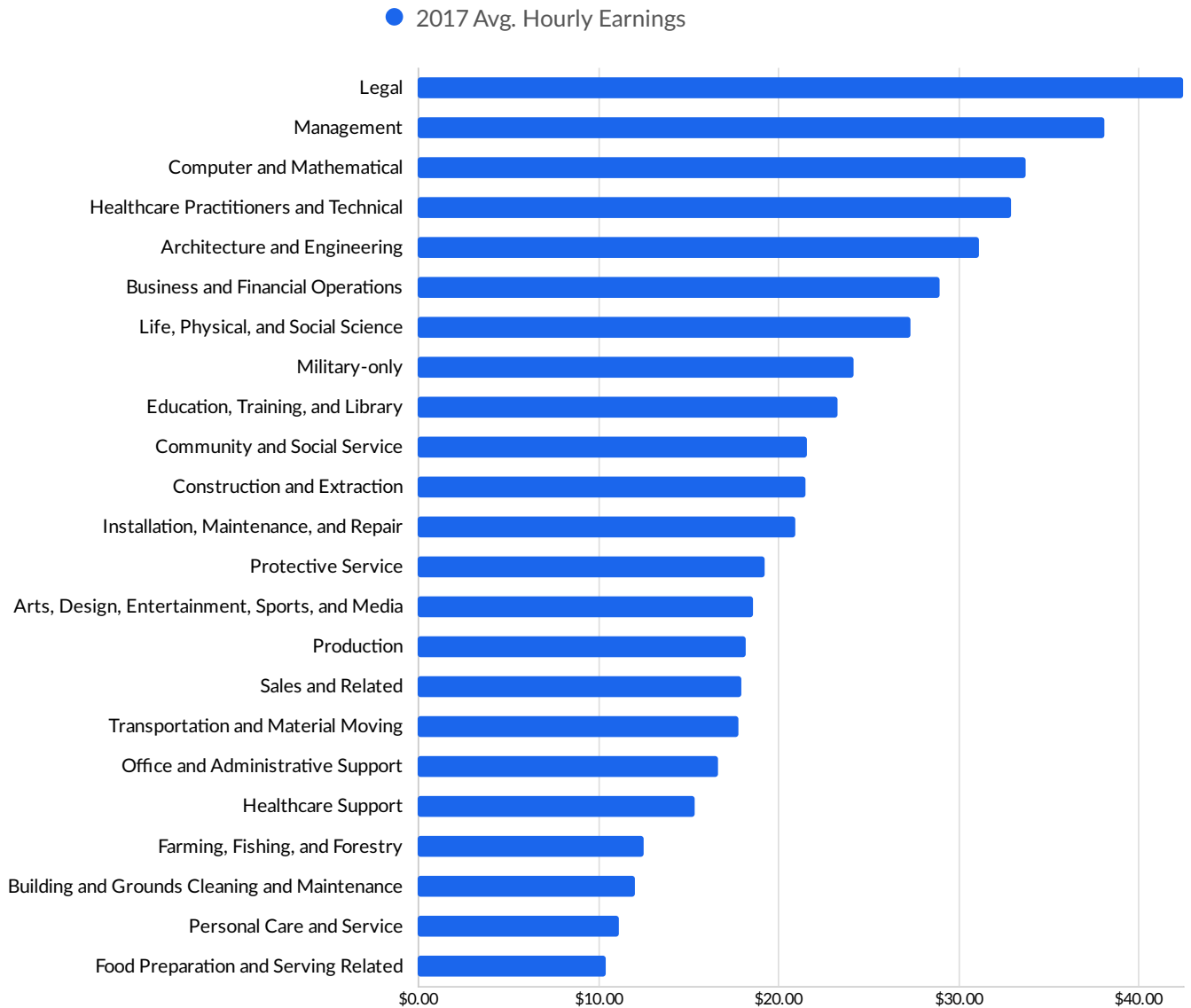
Workforce Characteristics - Cont.

Top Occupation LQ



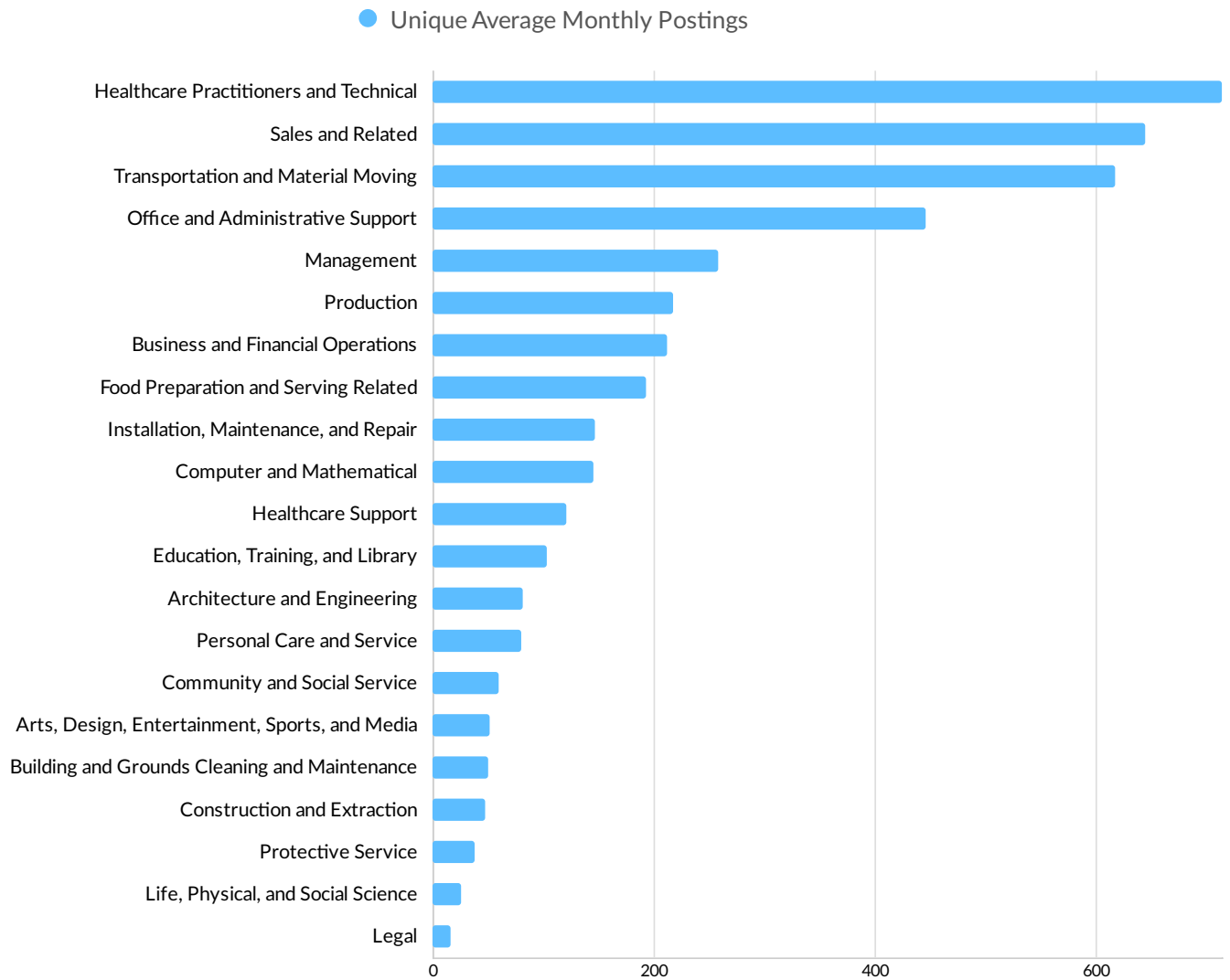
Workforce Characteristics - Cont.

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	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Production	10,501	11,929	1,428	+14%	2.65	\$18.22	218
Office and Administrative Support	10,664	10,786	122	+1%	0.95	\$16.69	446
Sales and Related	6,797	6,725	-72	-1%	0.87	\$17.96	644
Transportation and Material Moving	5,802	6,095	293	+5%	1.18	\$17.77	617
Food Preparation and Serving Related	4,734	4,867	133	+3%	0.75	\$10.47	193
Healthcare Practitioners and Technical	3,826	4,240	414	+11%	0.99	\$32.95	714
Management	3,851	4,147	296	+8%	0.97	\$38.11	259
Business and Financial Operations	3,353	4,028	675	+20%	1.01	\$28.93	212
Installation, Maintenance, and Repair	3,135	3,447	312	+10%	1.14	\$20.95	147
Education, Training, and Library	3,239	3,351	112	+3%	0.77	\$23.32	103
Construction and Extraction	2,646	2,824	178	+7%	0.81	\$21.51	48
Personal Care and Service	2,193	2,621	428	+20%	0.80	\$11.17	80
Building and Grounds Cleaning and Maintenance	2,140	2,248	108	+5%	0.79	\$12.06	51
Healthcare Support	1,902	1,878	-24	-1%	0.90	\$15.40	122
Computer and Mathematical	1,245	1,631	386	+31%	0.74	\$33.73	145
Arts, Design, Entertainment, Sports, and Media	1,028	1,183	155	+15%	0.84	\$18.60	51

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Protective Service	1,094	1,120	26	+2%	0.64	\$19.24	38
Community and Social Service	980	1,092	112	+11%	0.86	\$21.57	60
Architecture and Engineering	937	1,048	111	+12%	0.81	\$31.12	82
Farming, Fishing, and Forestry	722	904	182	+25%	1.54	\$12.53	1
Legal	360	354	-6	-2%	0.55	\$42.48	16
Life, Physical, and Social Science	264	312	48	+18%	0.50	\$27.31	25
Military-only	160	155	-5	-3%	0.38	\$24.16	0

Educational Pipeline

In 2017, there were 2,352 graduates in Marathon County, WI. This pipeline has grown by 23% 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 (2017)	Graduate Trend (2013 - 2017)
Northcentral Technical College	2,311 	
State College of Beauty Culture Inc	41 	
Globe University	0	

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