



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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Contents

| | |
|-----------------------------------|----|
| Economy Overview | 1 |
| Historic & Projected Trends | 3 |
| Population Characteristics | 7 |
| Industry Characteristics | 9 |
| Business Characteristics | 16 |
| Workforce Characteristics | 18 |
| Educational Pipeline | 25 |

Economy Overview

135,923

Population (2018)

Population **grew by 993** over the last 5 years and is projected to **grow by 1,089** over the next 5 years.

77,218

Jobs (2018)

Jobs **grew by 4,771** over the last 5 years and are projected to **grow by 1,822** over the next 5 years.

\$56.5K

Median Household Income (2017)

Median household income is **\$1.1K below** the national median household income of \$57.7K.

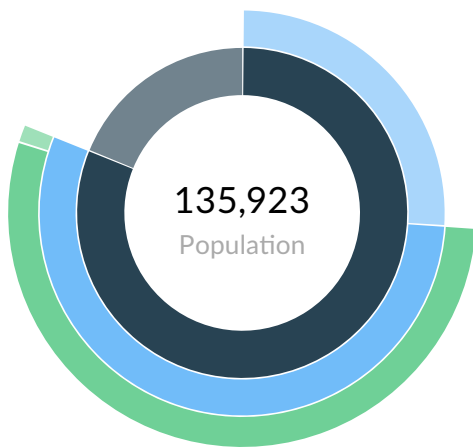
Takeaways

- As of 2018 the region's population **increased by 0.7%** since 2013, growing by 993. Population is expected to **increase by 0.8%** between 2018 and 2023, adding 1,089.
- From 2013 to 2018, jobs **increased by 6.6%** in Marathon County, WI from 72,447 to **77,218**. This change **fell short of the national growth rate of 7.8% by 1.2%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 68.0% between 2013 and 2018**.
- Concerning educational attainment, **15.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.9% below the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Management of Companies and Enterprises.

| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 135,923 | 74,938 | 77,218 | 99.3 | \$7.75B | \$9.18B | \$9.56B |
| NCWRPC | 438,224 | 229,828 | 226,463 | 99.6 | \$22.05B | \$28.00B | \$27.29B |
| Wisconsin | 5,810,713 | 3,148,851 | 3,139,957 | 100.3 | \$327.94B | \$290.04B | \$322.18B |

Economy Overview - Cont.

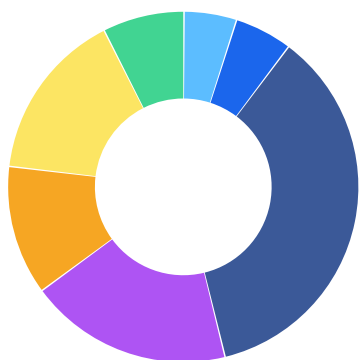
2018 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 110,213 |
| ● Not in Labor Force (15+) | 35,275 |
| ● Labor Force | 74,938 |
| ● Employed | 73,230 |
| ● Unemployed | 1,708 |
| ● Under 15 | 25,710 |

Educational Attainment

Concerning educational attainment, **15.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.9% below the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

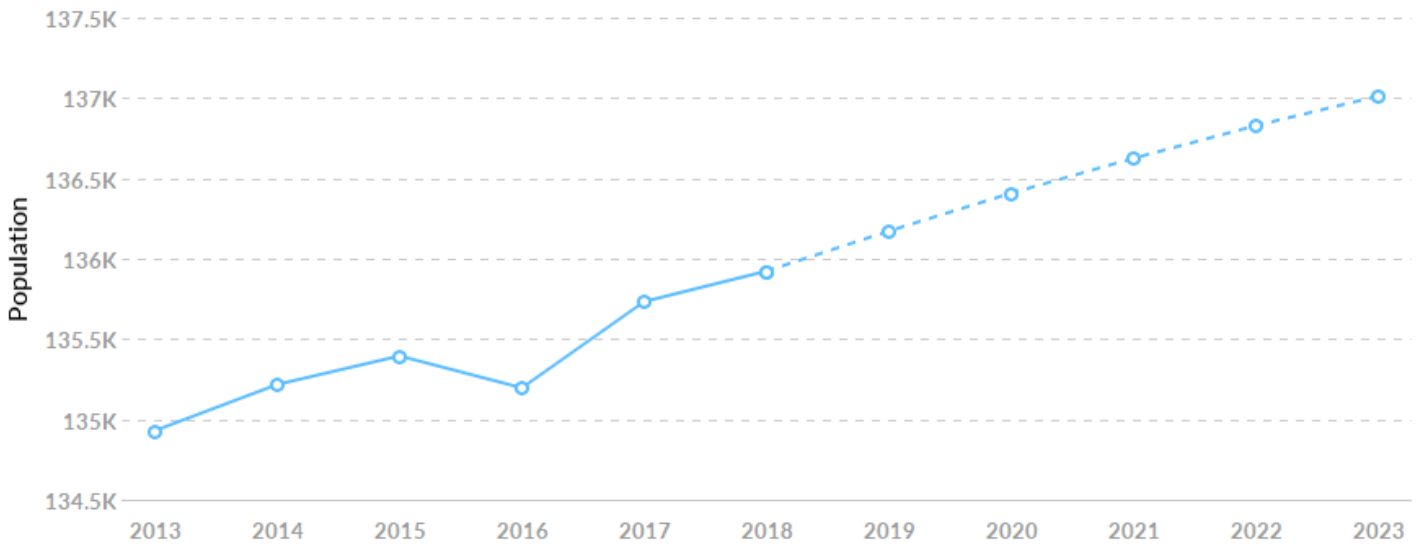


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 4.9% | 4,585 |
| ● 9th Grade to 12th Grade | 5.3% | 5,035 |
| ● High School Diploma | 35.9% | 33,892 |
| ● Some College | 18.8% | 17,717 |
| ● Associate's Degree | 11.9% | 11,277 |
| ● Bachelor's Degree | 15.7% | 14,802 |
| ● Graduate Degree and Higher | 7.5% | 7,105 |

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 0.7% since 2013, growing by 993. Population is expected to increase by 0.8% between 2018 and 2023, adding 1,089.

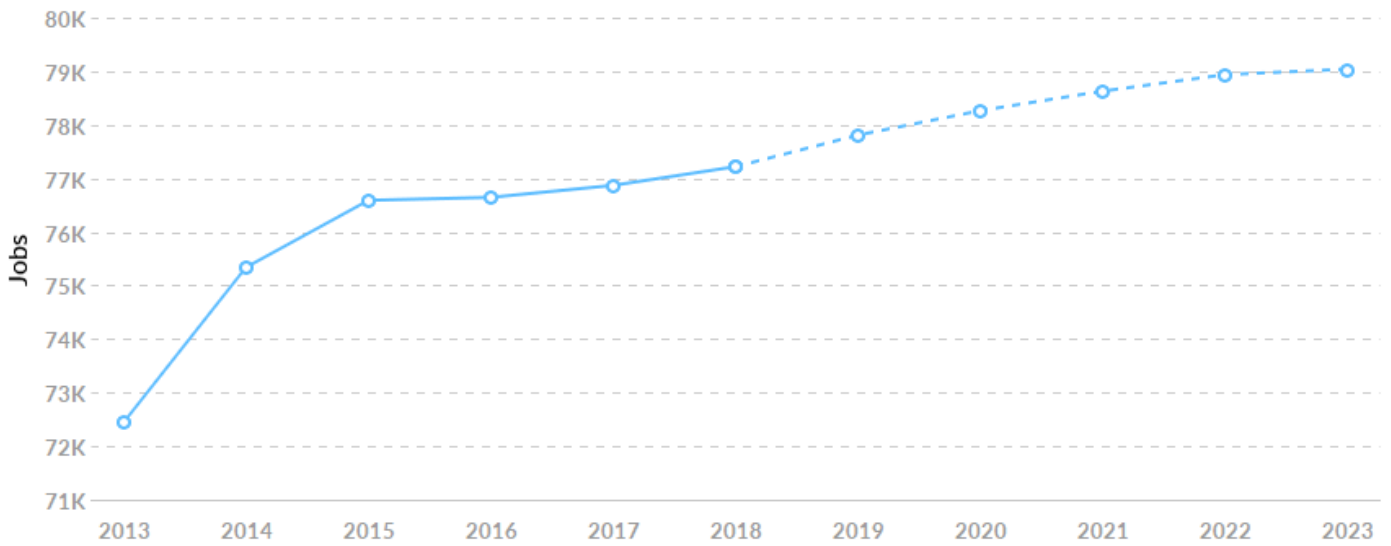


| Timeframe | Population |
|-----------|------------|
| 2013 | 134,930 |
| 2014 | 135,217 |
| 2015 | 135,395 |
| 2016 | 135,196 |
| 2017 | 135,733 |
| 2018 | 135,923 |
| 2019 | 136,172 |
| 2020 | 136,408 |
| 2021 | 136,625 |
| 2022 | 136,828 |
| 2023 | 137,012 |

Historic & Projected Trends - Cont.

Job Trends

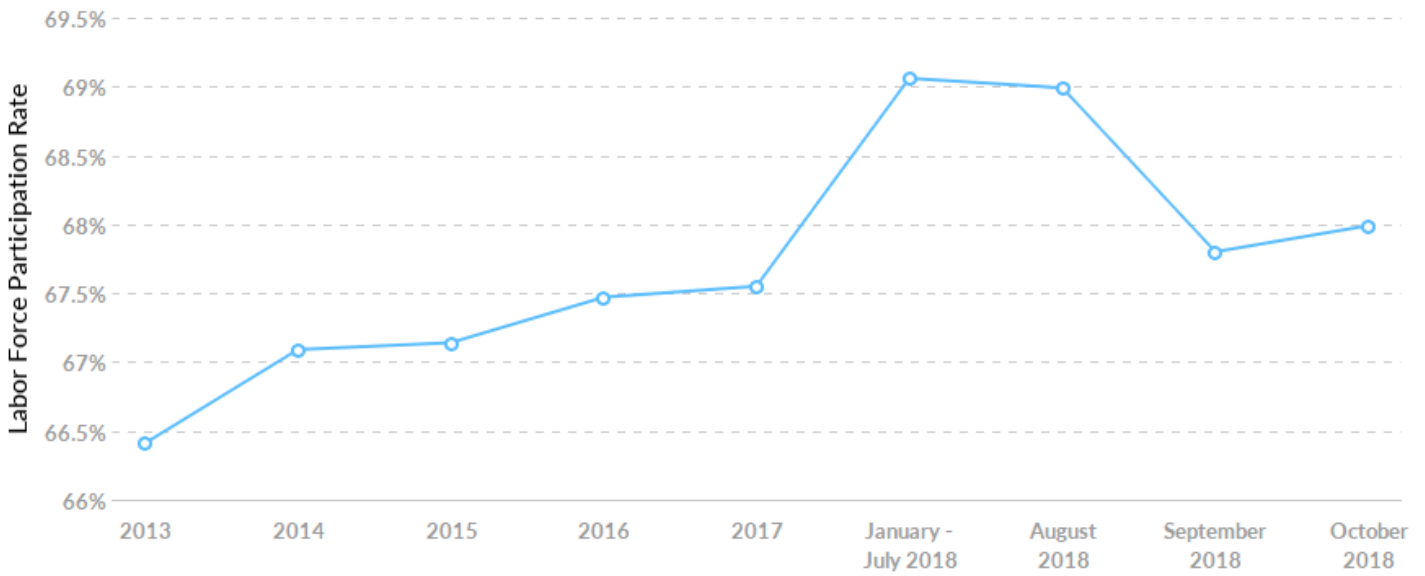
From 2013 to 2018, jobs increased by 6.6% in Marathon County, WI from 72,447 to 77,218. This change fell short of the national growth rate of 7.8% by 1.2%.



| Timeframe | Jobs |
|-----------|--------|
| 2013 | 72,447 |
| 2014 | 75,341 |
| 2015 | 76,590 |
| 2016 | 76,645 |
| 2017 | 76,869 |
| 2018 | 77,218 |
| 2019 | 77,807 |
| 2020 | 78,264 |
| 2021 | 78,628 |
| 2022 | 78,936 |
| 2023 | 79,039 |

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

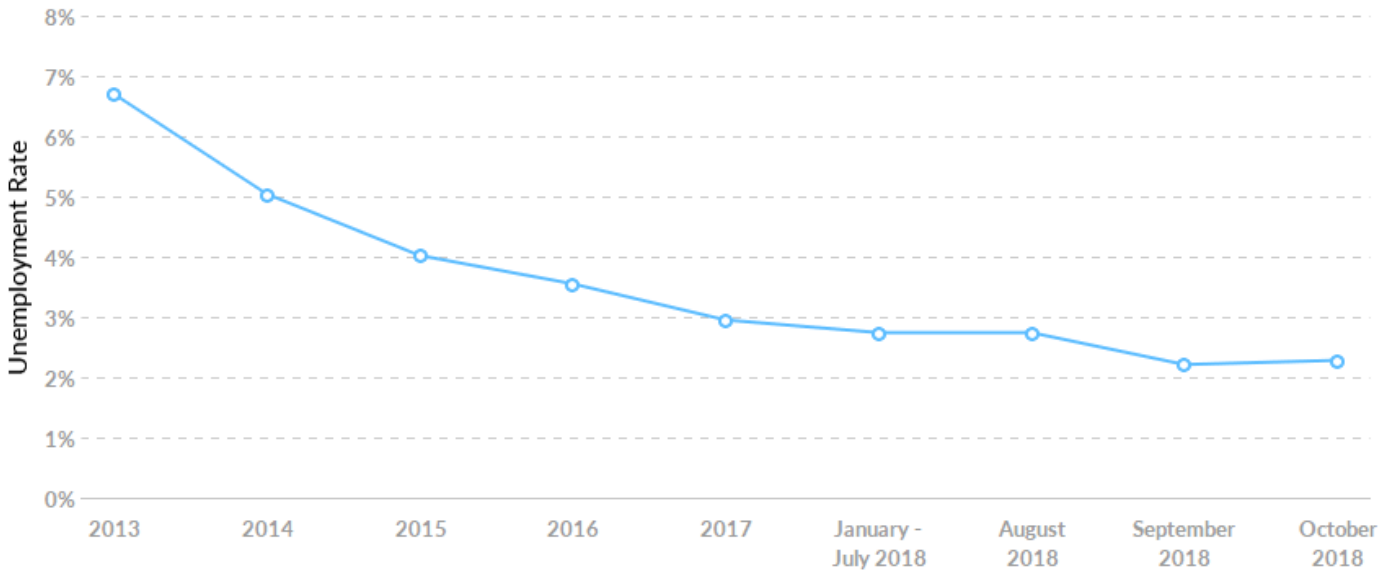


| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2013 | 66.41% |
| 2014 | 67.09% |
| 2015 | 67.14% |
| 2016 | 67.47% |
| 2017 | 67.55% |
| January - July 2018 | 69.06% |
| August 2018 | 68.99% |
| September 2018 | 67.80% |
| October 2018 | 67.99% |

Historic & Projected Trends - Cont.

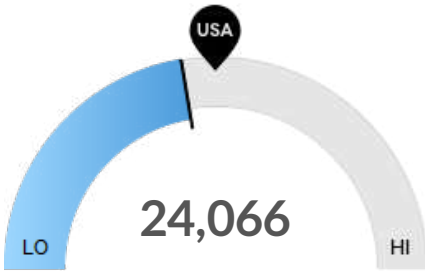
Unemployment Rate Trends

Marathon County, WI had an October 2018 unemployment rate of 2.28%, **decreasing from 6.70%** 5 years before.



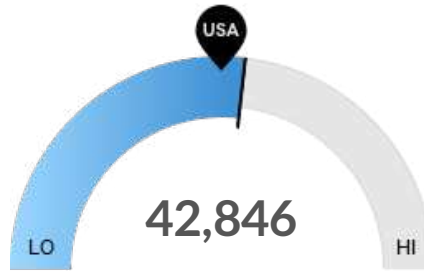
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2013 | 6.70% |
| 2014 | 5.04% |
| 2015 | 4.02% |
| 2016 | 3.55% |
| 2017 | 2.95% |
| January - July 2018 | 2.74% |
| August 2018 | 2.74% |
| September 2018 | 2.21% |
| October 2018 | 2.28% |

Population Characteristics



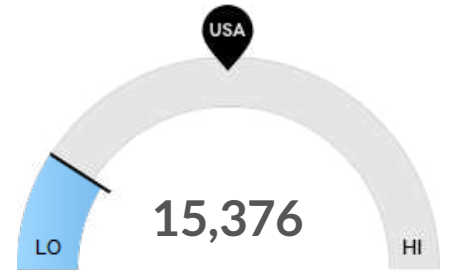
Millennials

Marathon County, WI has 24,066 millennials (ages 20-34). The national average for an area this size is 28,112.



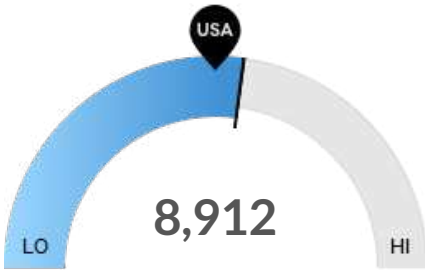
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 38,694 people 55 or older, while there are 42,846 here.



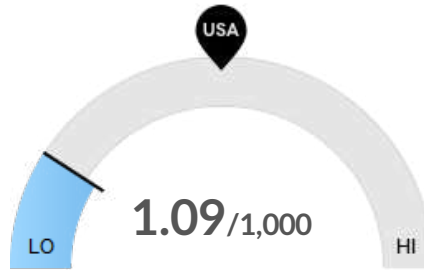
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 53,305 racially diverse people, while there are 15,376 here.



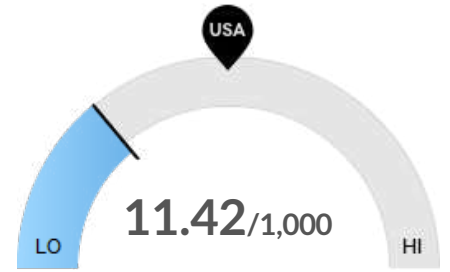
Veterans

Marathon County, WI has 8,912 veterans. The national average for an area this size is 7,892.



Violent Crime

Marathon County, WI has 1.09 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



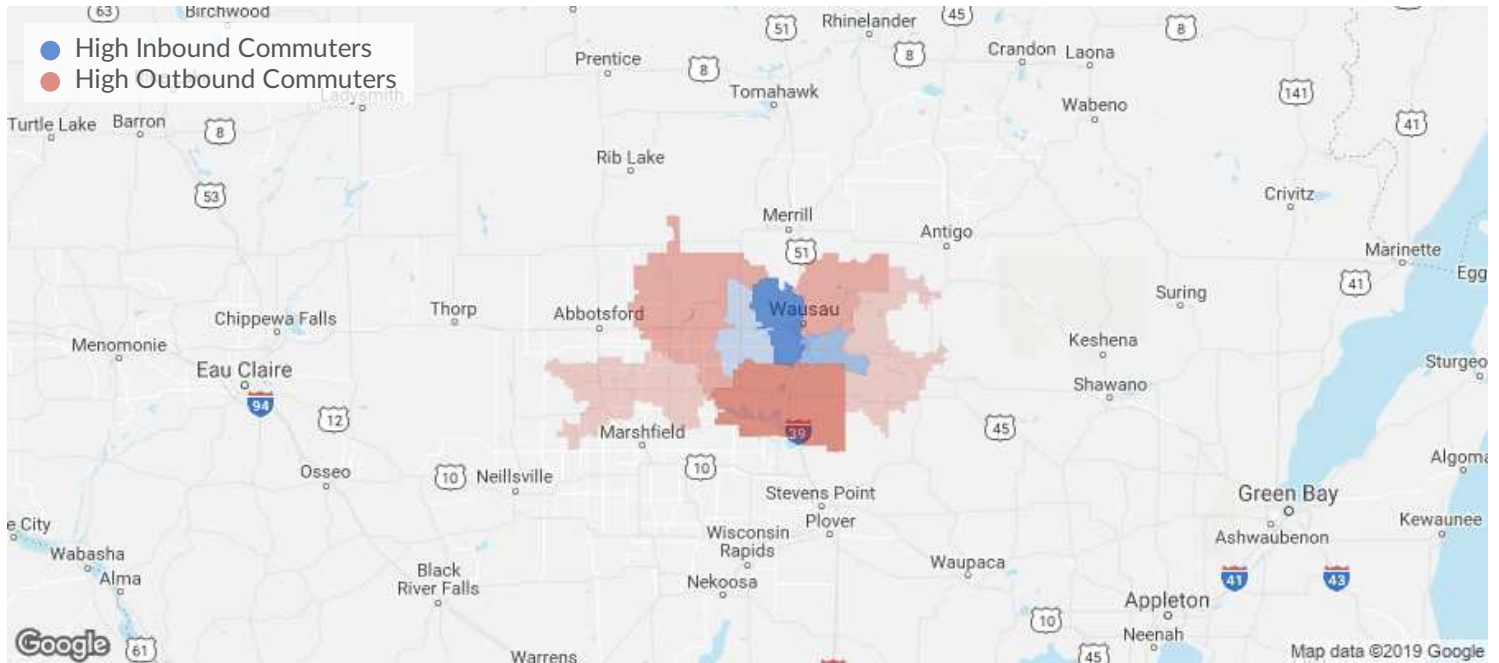
Property Crime

Marathon County, WI has 11.42 property crimes per 1,000 people. The national rate is 24.21 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

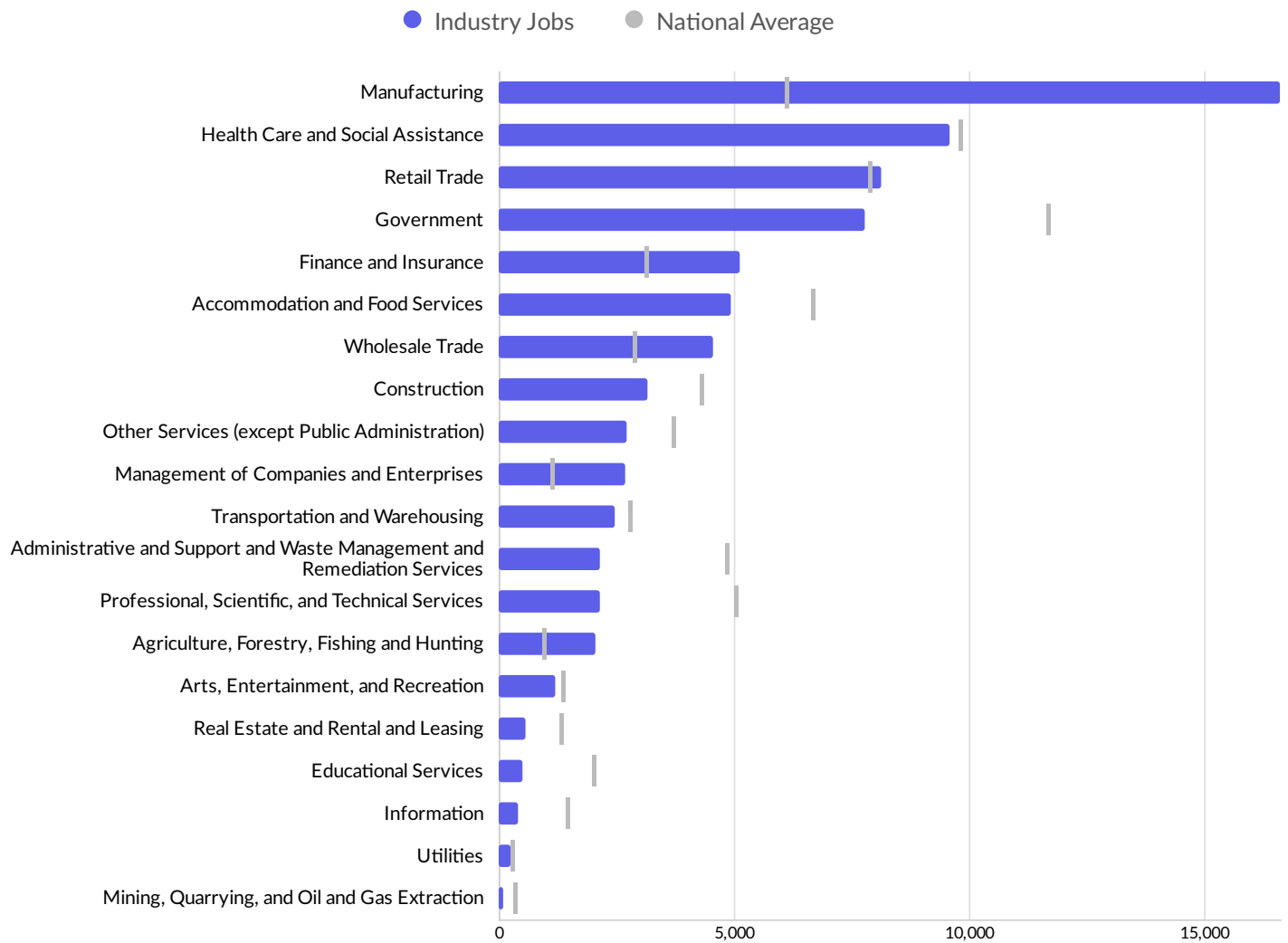
Where Talent Lives

| ZIP | Name | 2018 Employment |
|-------|----------------------------|-----------------|
| 54401 | Wausau, WI (in Marath... | 29,592 |
| 54476 | Schofield, WI (in Marat... | 13,199 |
| 54403 | Wausau, WI (in Marath... | 10,917 |
| 54455 | Mosinee, WI (in Marat... | 6,451 |
| 54474 | Rothschild, WI (in Mar... | 4,568 |

| ZIP | Name | 2018 Workers |
|-------|----------------------------|--------------|
| 54401 | Wausau, WI (in Marath... | 17,402 |
| 54403 | Wausau, WI (in Marath... | 12,256 |
| 54476 | Schofield, WI (in Marat... | 11,091 |
| 54455 | Mosinee, WI (in Marat... | 10,860 |
| 54484 | Stratford, WI (in Marat... | 2,913 |

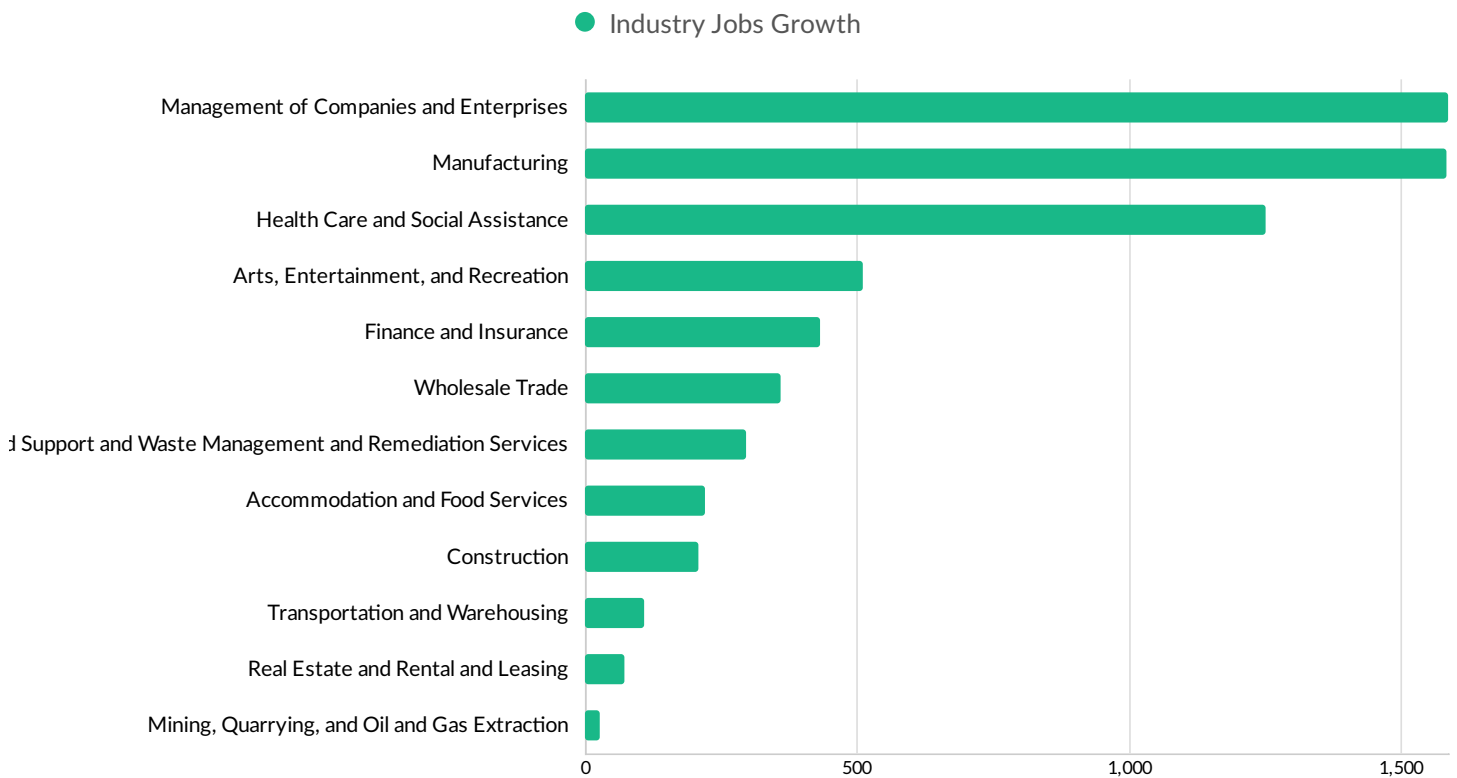
Industry Characteristics

Largest Industries



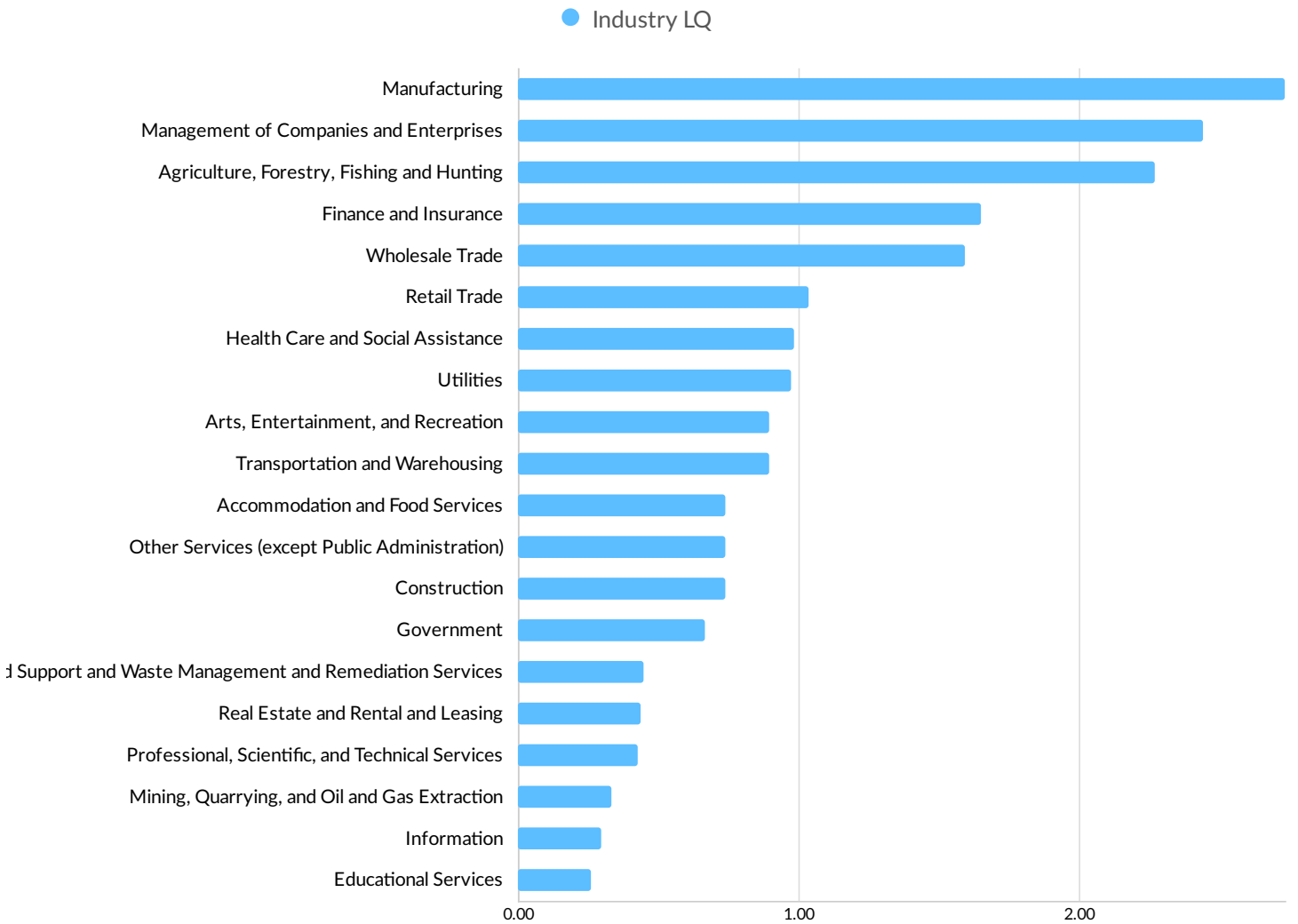
Industry Characteristics - Cont.

Top Growing Industries



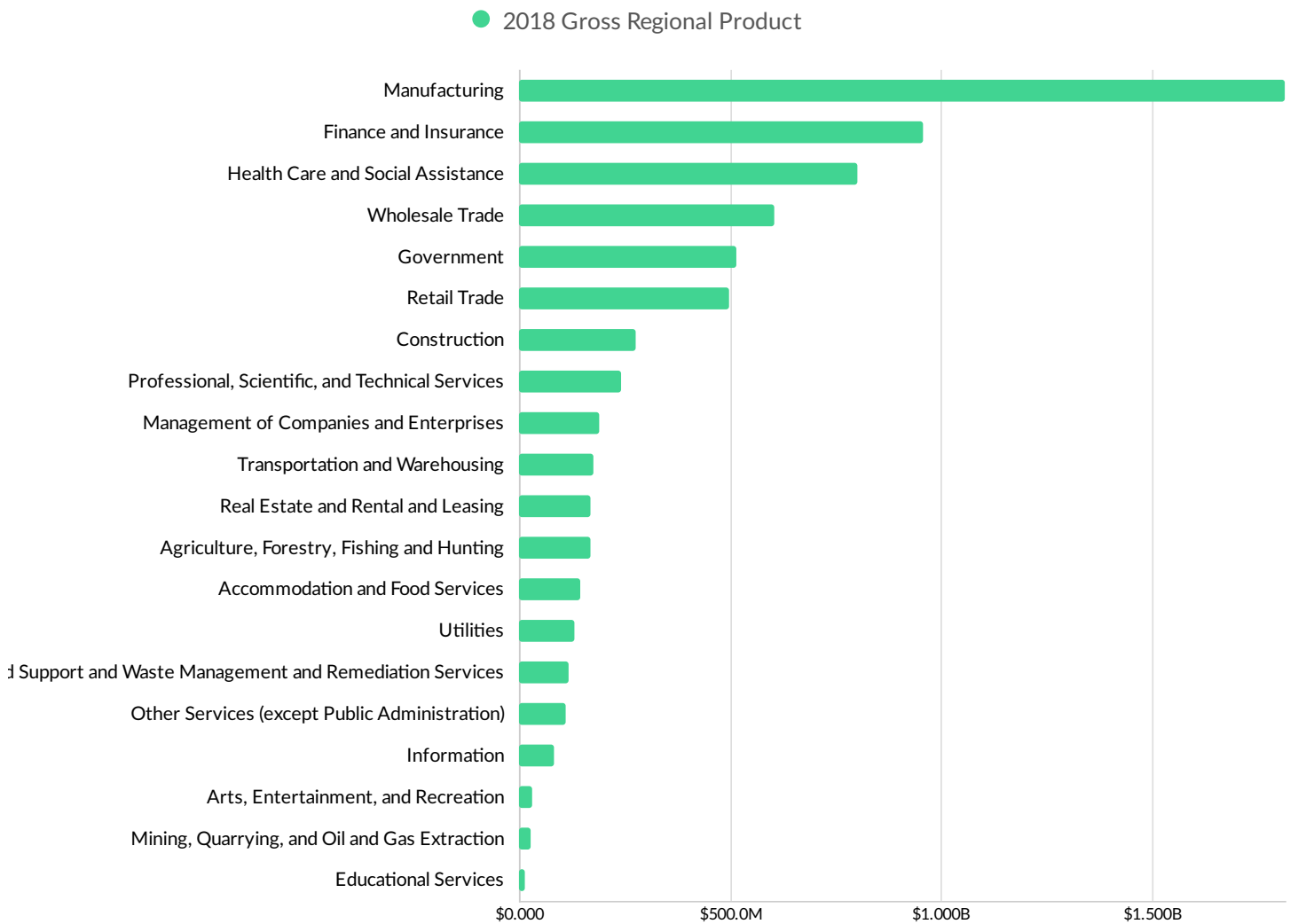
Industry Characteristics - Cont.

Top Industry LQ



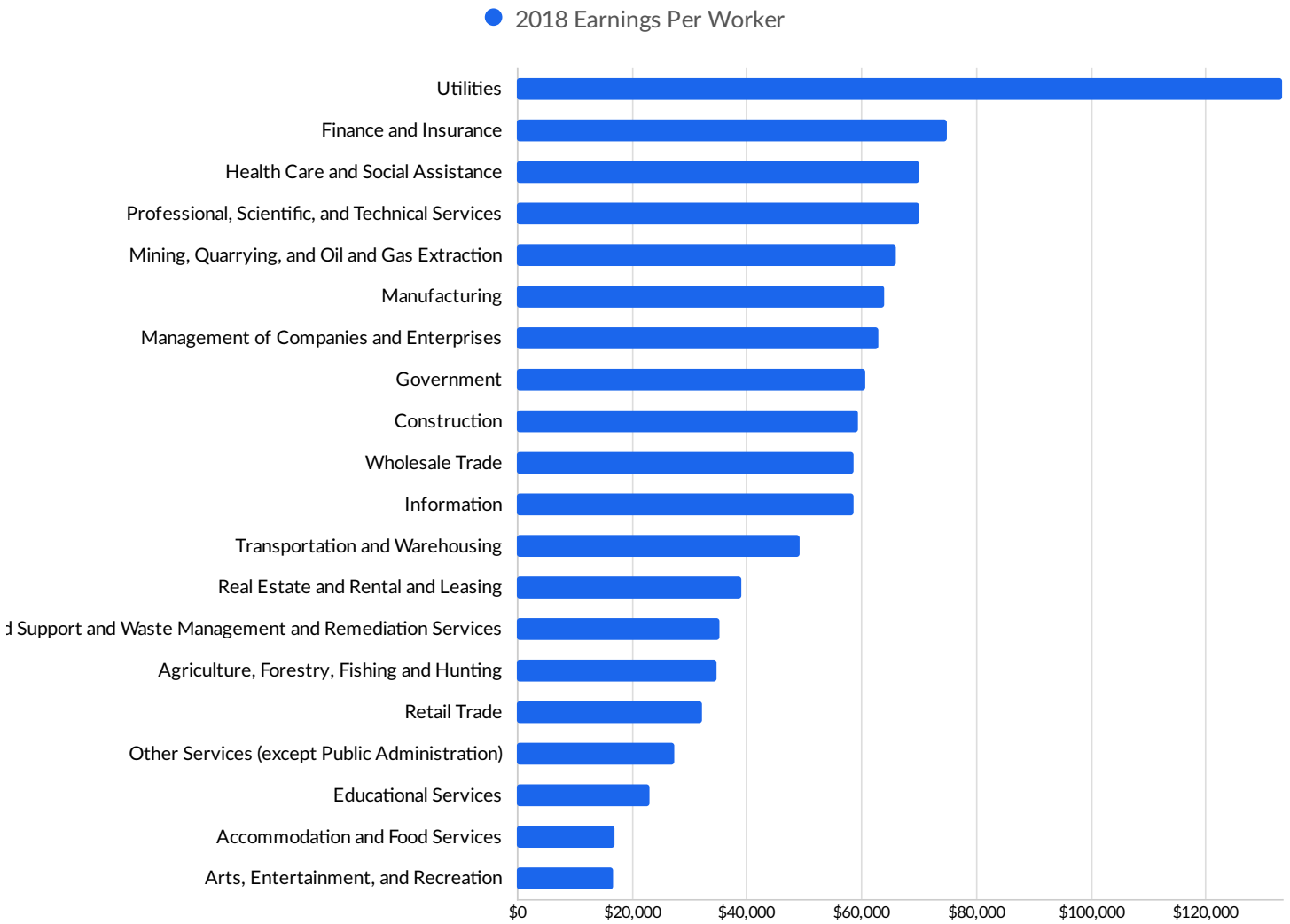
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 15,028 | 16,613 | 1,585 | +11% | 2.73 | \$63,946 | \$1.82B |
| Health Care and Social Assistance | 8,335 | 9,587 | 1,252 | +15% | 0.98 | \$70,224 | \$804.05M |
| Retail Trade | 9,255 | 8,126 | -1,129 | -12% | 1.04 | \$32,230 | \$497.69M |
| Government | 7,805 | 7,782 | -23 | 0% | 0.67 | \$60,590 | \$514.45M |
| Finance and Insurance | 4,708 | 5,140 | 432 | +9% | 1.65 | \$74,916 | \$956.65M |
| Accommodation and Food Services | 4,700 | 4,921 | 221 | +5% | 0.74 | \$17,067 | \$144.22M |
| Wholesale Trade | 4,207 | 4,567 | 360 | +9% | 1.60 | \$58,668 | \$606.35M |
| Construction | 2,943 | 3,153 | 210 | +7% | 0.74 | \$59,411 | \$277.41M |
| Other Services (except Public Administration) | 3,202 | 2,728 | -474 | -15% | 0.74 | \$27,334 | \$112.23M |
| Management of Companies and Enterprises | 1,100 | 2,687 | 1,587 | +144% | 2.44 | \$63,034 | \$189.86M |
| Transportation and Warehousing | 2,363 | 2,472 | 109 | +5% | 0.89 | \$49,316 | \$174.99M |
| Administrative and Support and Waste Management and Remediation Services | 1,859 | 2,156 | 297 | +16% | 0.45 | \$35,399 | \$117.35M |
| Professional, Scientific, and Technical Services | 2,182 | 2,146 | -36 | -2% | 0.43 | \$70,084 | \$242.87M |
| Agriculture, Forestry, Fishing and Hunting | 2,106 | 2,072 | -34 | -2% | 2.27 | \$34,741 | \$167.83M |
| Arts, Entertainment, and Recreation | 685 | 1,197 | 512 | +75% | 0.89 | \$16,691 | \$30.15M |
| Real Estate and Rental and Leasing | 496 | 570 | 74 | +15% | 0.44 | \$39,204 | \$169.02M |
| Educational Services | 609 | 519 | -90 | -15% | 0.26 | \$23,092 | \$15.12M |
| Information | 461 | 418 | -43 | -9% | 0.29 | \$58,549 | \$81.66M |
| Utilities | 322 | 260 | -62 | -19% | 0.97 | \$133,354 | \$129.72M |


Industry Characteristics - Cont.

| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|---|-----------|-----------|----------------|------------------|---------|--------------------------|----------|
| Mining, Quarrying, and Oil and Gas Extraction | 79 | 105 | 26 | +33% | 0.33 | \$65,991 | \$27.29M |

Business Characteristics

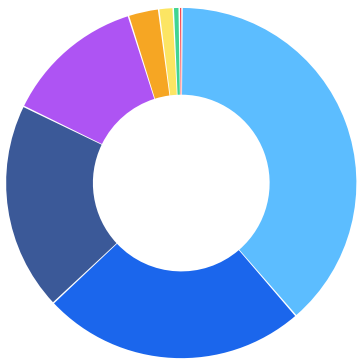
13,230 Companies Employ Your Workers

Online profiles for your workers mention 13,230 companies as employers, with the top 10 appearing below. In the last 12 months, 2,553 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. | 1,198  | Aspirus Wausau Hospital, Inc. | 1,000  |
| Marshfield Clinic | 824  | Remedy Intelligent Staffing | 611  |
| Greenheck Fan Corporation | 518  | Unitedhealth Group Incorporat... | 464  |
| Liberty Mutual Insurance Comp... | 423  | Foot Locker, Inc. | 426  |
| Wausau School District | 395  | Ascension Health | 262  |
| Ministry Health Care, Inc. | 391  | Greenheck Fan Corporation | 243  |
| University of Wisconsin Steven... | 371  | Marshfield Clinic | 242  |
| Sentry Insurance | 310  | Tutree, Inc. | 240  |
| Foot Locker, Inc. | 298  | Aerotek, Inc. | 229  |
| Unitedhealth Group Incorporat... | 269  | Kelly Services, Inc. | 194  |

Business Characteristics - Cont.

Business Size

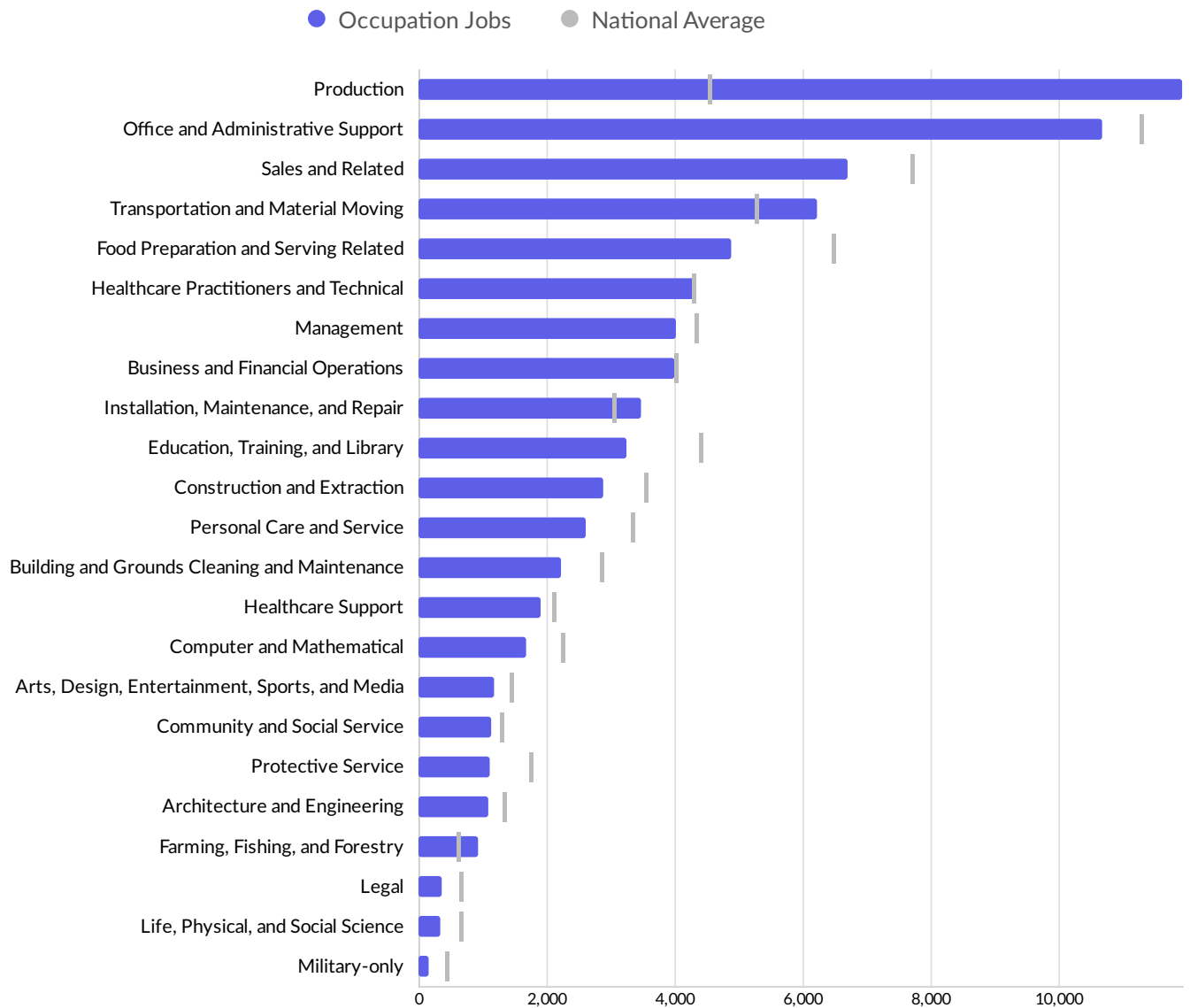


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 38.6% | 2,115 |
| ● 5 to 9 employees | 24.4% | 1,335 |
| ● 10 to 19 employees | 19.2% | 1,052 |
| ● 20 to 49 employees | 12.9% | 708 |
| ● 50 to 99 employees | 2.8% | 154 |
| ● 100 to 249 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.*

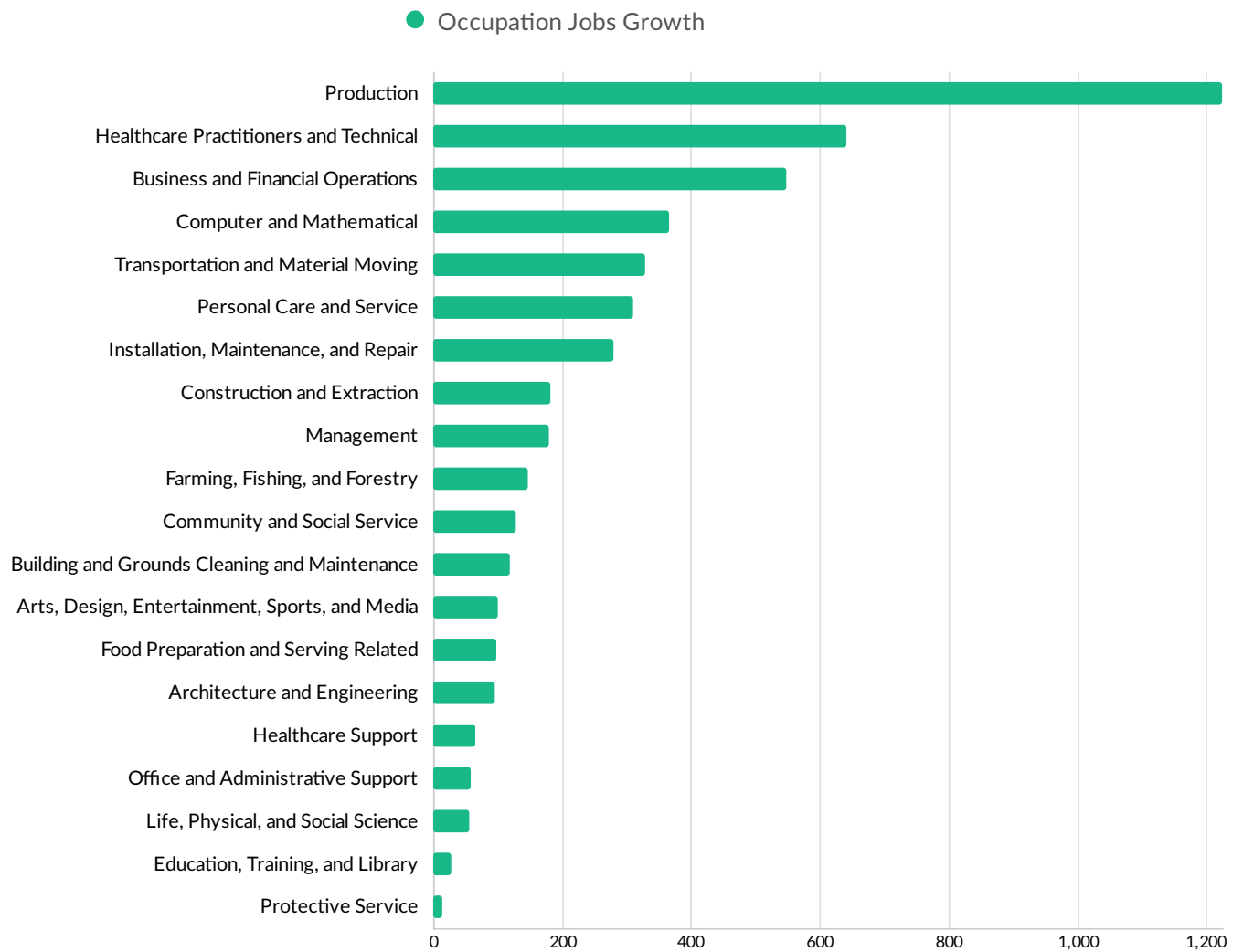
Workforce Characteristics

Largest Occupations



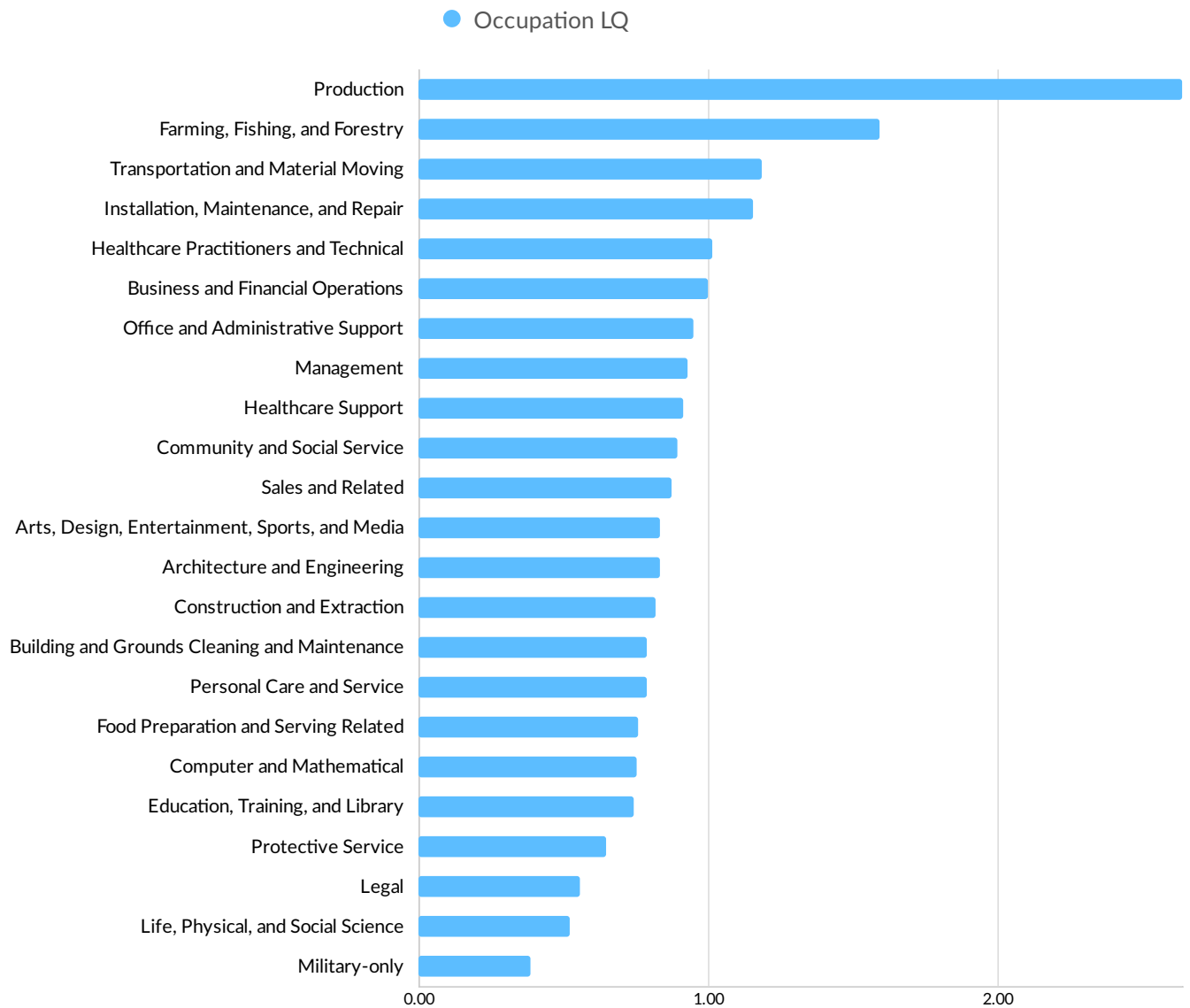
Workforce Characteristics - Cont.

Top Growing Occupations



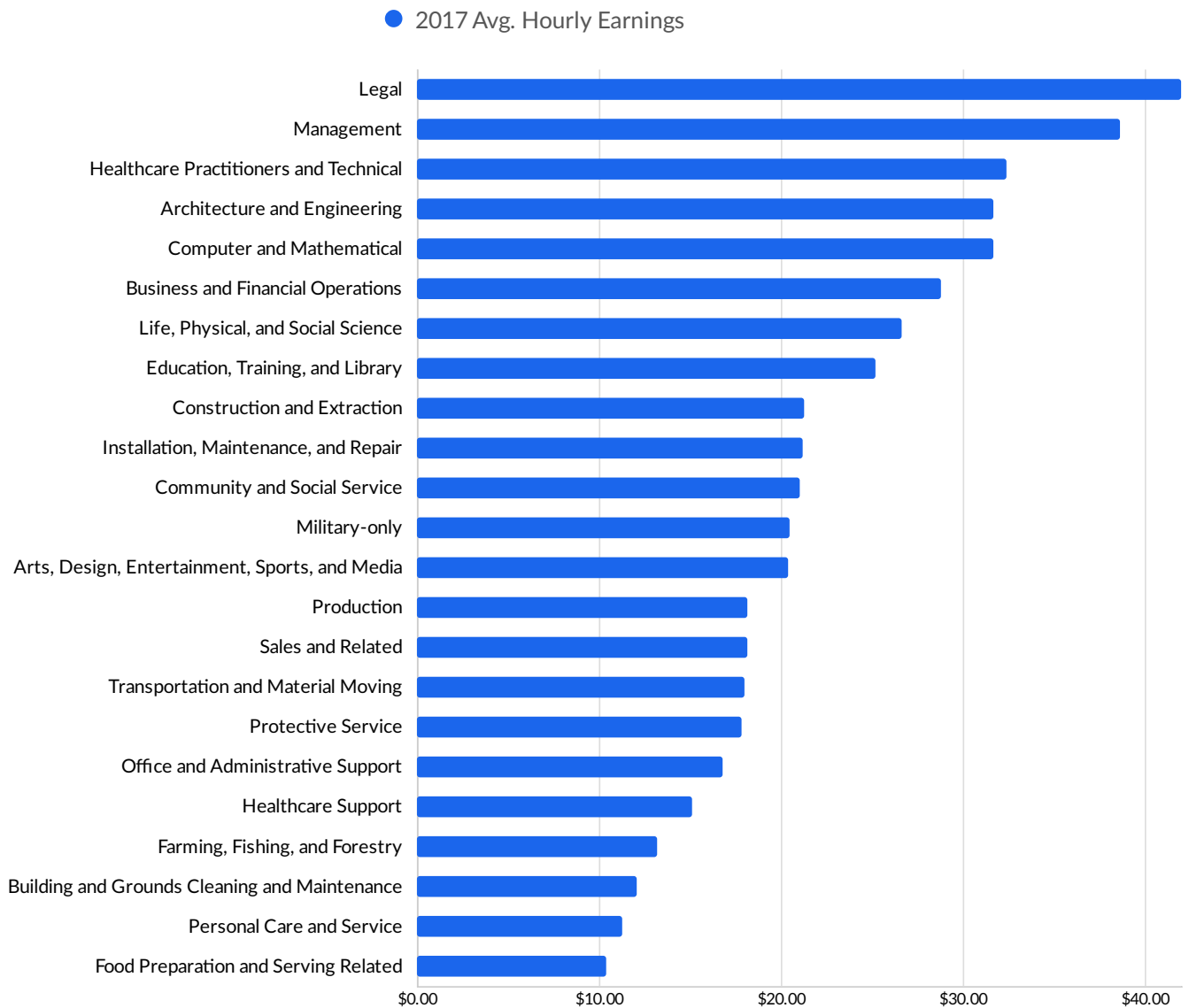
Workforce Characteristics - Cont.

Top Occupation LQ



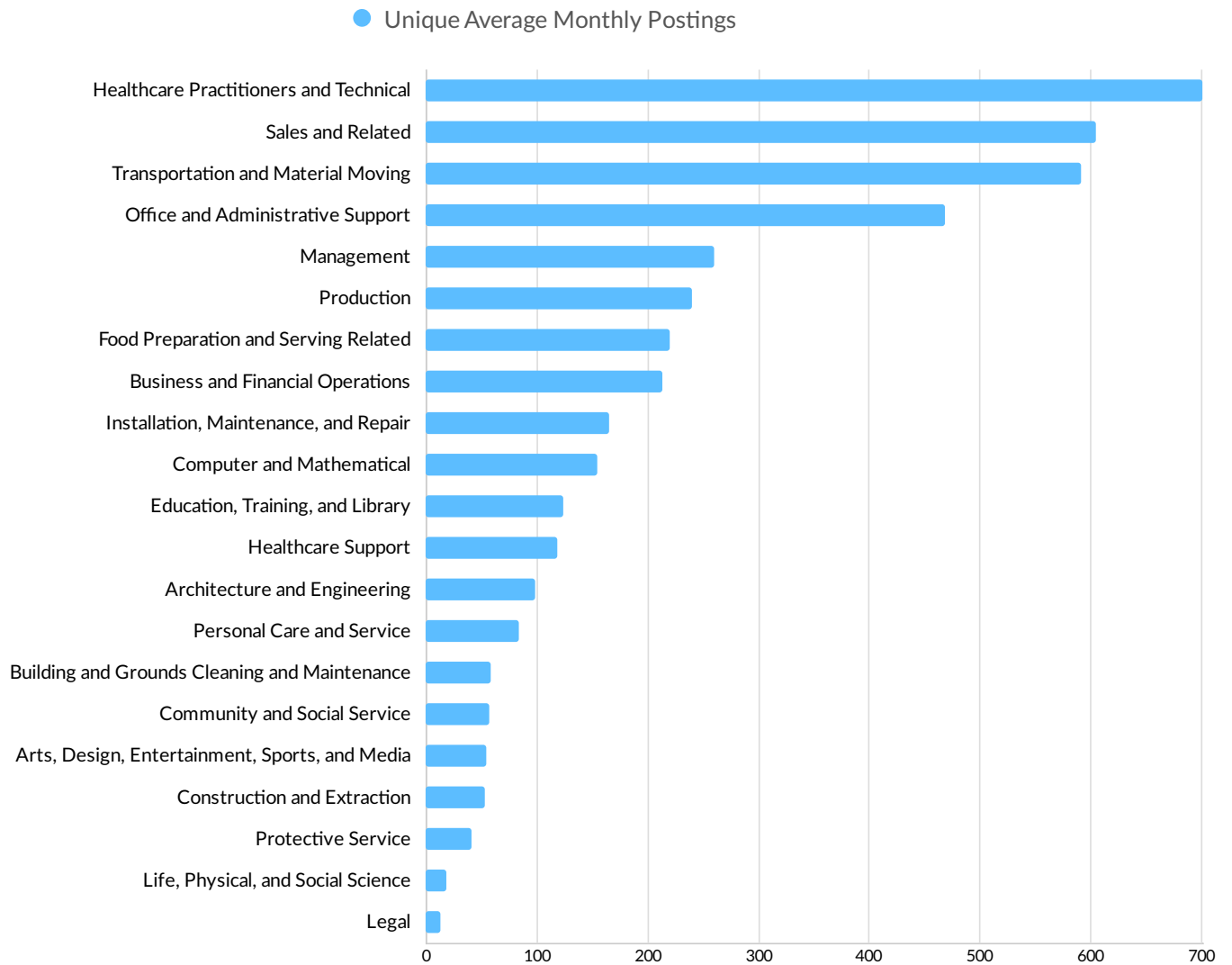
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.






| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Avg. Hourly Earnings | Feb 2018 - Jan 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Production | 10,714 | 11,939 | 1,225 | +11% | 2.64 | \$18.16 | 241 |
| Office and Administrative Support | 10,622 | 10,680 | 58 | +1% | 0.95 | \$16.76 | 469 |
| Sales and Related | 6,915 | 6,713 | -202 | -3% | 0.87 | \$18.13 | 605 |
| Transportation and Material Moving | 5,894 | 6,222 | 328 | +6% | 1.18 | \$18.00 | 592 |
| Food Preparation and Serving Related | 4,797 | 4,895 | 98 | +2% | 0.76 | \$10.42 | 220 |
| Healthcare Practitioners and Technical | 3,705 | 4,347 | 642 | +17% | 1.01 | \$32.41 | 701 |
| Management | 3,849 | 4,028 | 179 | +5% | 0.93 | \$38.58 | 260 |
| Business and Financial Operations | 3,442 | 3,991 | 549 | +16% | 1.00 | \$28.80 | 214 |
| Installation, Maintenance, and Repair | 3,209 | 3,489 | 280 | +9% | 1.15 | \$21.21 | 165 |
| Education, Training, and Library | 3,223 | 3,252 | 29 | +1% | 0.74 | \$25.18 | 124 |
| Construction and Extraction | 2,703 | 2,884 | 181 | +7% | 0.82 | \$21.28 | 54 |
| Personal Care and Service | 2,306 | 2,616 | 310 | +13% | 0.79 | \$11.26 | 84 |
| Building and Grounds Cleaning and Maintenance | 2,122 | 2,240 | 118 | +6% | 0.79 | \$12.05 | 59 |
| Healthcare Support | 1,851 | 1,917 | 66 | +4% | 0.92 | \$15.08 | 118 |
| Computer and Mathematical | 1,318 | 1,684 | 366 | +28% | 0.76 | \$31.63 | 155 |
| Arts, Design, Entertainment, Sports, and Media | 1,090 | 1,191 | 101 | +9% | 0.83 | \$20.38 | 55 |

Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Avg. Hourly Earnings | Feb 2018 - Jan 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Community and Social Service | 1,012 | 1,140 | 128 | +13% | 0.89 | \$21.00 | 57 |
| Protective Service | 1,107 | 1,121 | 14 | +1% | 0.65 | \$17.84 | 41 |
| Architecture and Engineering | 995 | 1,091 | 96 | +10% | 0.83 | \$31.67 | 99 |
| Farming, Fishing, and Forestry | 784 | 932 | 148 | +19% | 1.59 | \$13.19 | 1 |
| Legal | 358 | 357 | -1 | 0% | 0.56 | \$41.97 | 13 |
| Life, Physical, and Social Science | 276 | 333 | 57 | +21% | 0.52 | \$26.65 | 19 |
| Military-only | 155 | 155 | 0 | 0% | 0.39 | \$20.50 | 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