



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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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.

77,336

Jobs (2018)

Jobs **grew by 4,889** over the last 5 years and are projected to **grow by 1,738** 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.

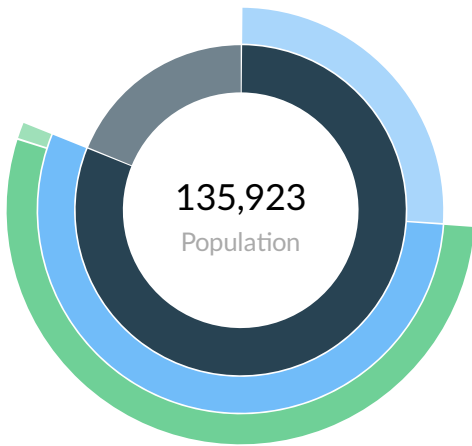
Takeaways

- 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 6.7%** in Marathon County, WI from 72,447 to **77,336**. This change **fell short of the national growth rate of 8.2% by 1.5%**. As the number of jobs increased, the **labor force participation rate increased from 66.5% to 67.9% 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	74,866	77,336	99.3	\$7.79B	\$9.19B	\$9.50B
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

Economy Overview - Cont.

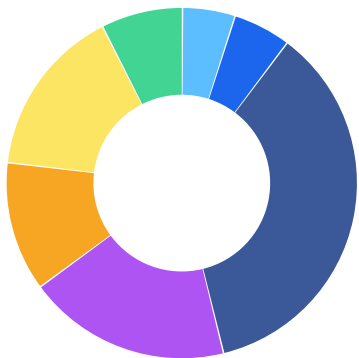
2018 Labor Force Breakdown



	Population
● Total Working Age Population	110,213
● Not in Labor Force (15+)	35,347
● Labor Force	74,866
● Employed	73,198
● Unemployed	1,668
● 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).

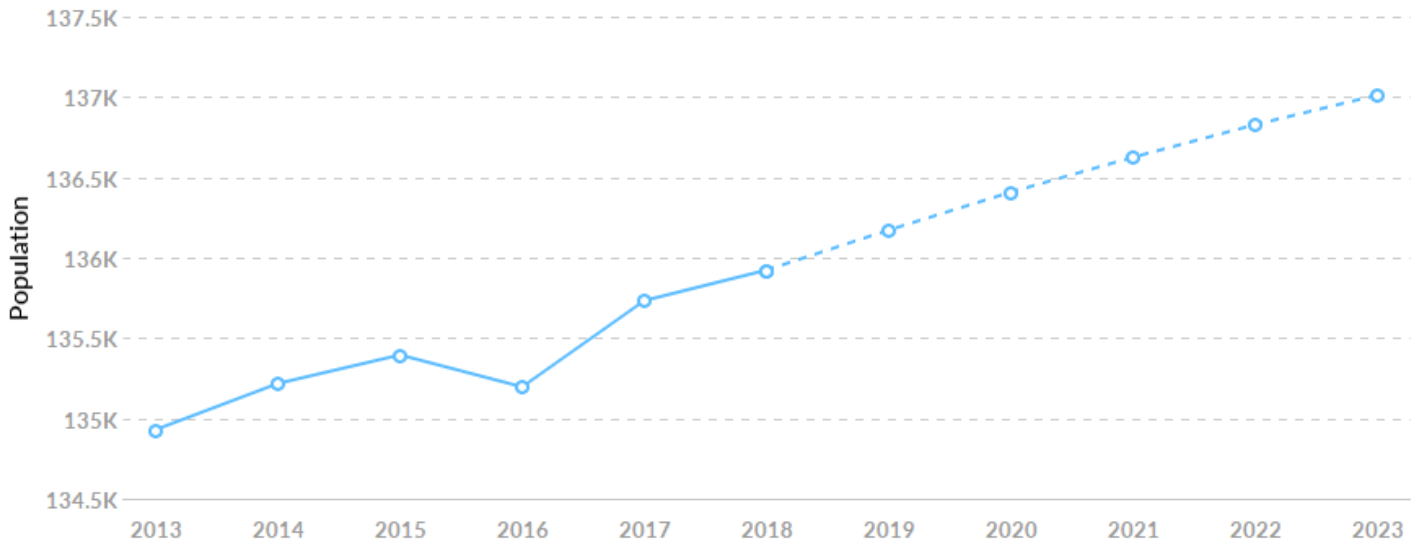


	% of Population	Population
● Less Than 9th Grade	4.9%	4,585
● 9th Grade to 12th Grade	5.3%	5,035
● High School Diploma	35.9%	33,892
● Some College	18.8%	17,717
● Associate's Degree	11.9%	11,277
● Bachelor's Degree	15.7%	14,802
● Graduate Degree and Higher	7.5%	7,105

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.

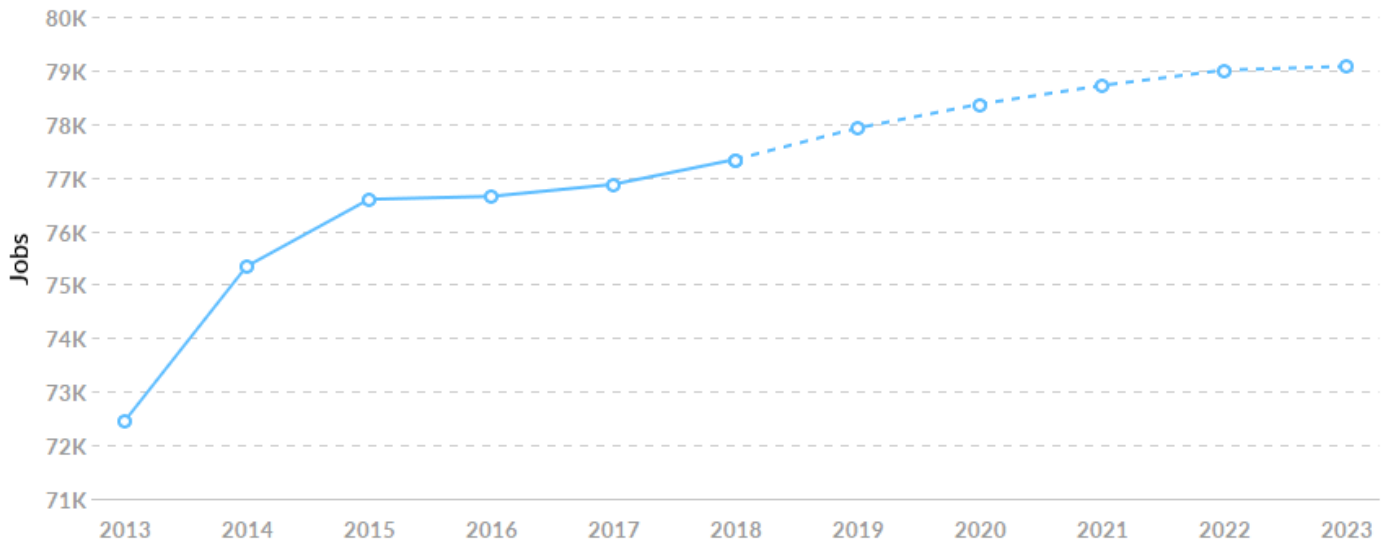


Timeframe	Population
2013	134,930
2014	135,217
2015	135,395
2016	135,196
2017	135,733
2018	135,923
2019	136,172
2020	136,408
2021	136,625
2022	136,828
2023	137,012

Historic & Projected Trends - Cont.

Job Trends

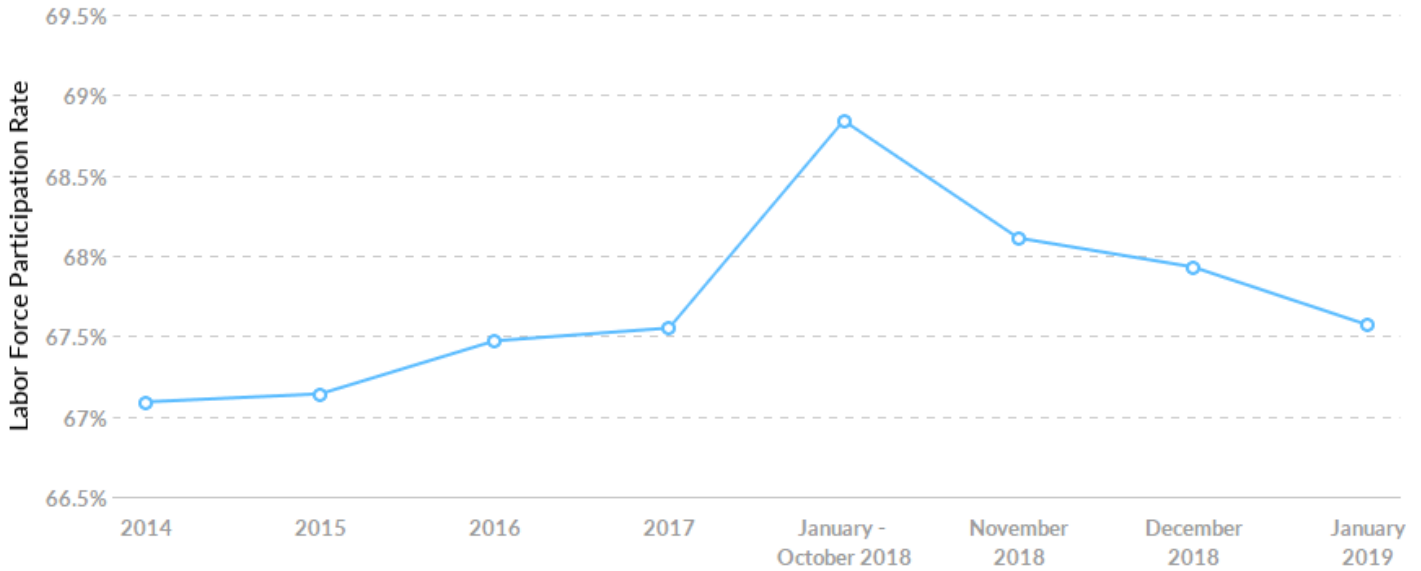
From 2013 to 2018, jobs increased by 6.7% in Marathon County, WI from 72,447 to 77,336. This change fell short of the national growth rate of 8.2% by 1.5%.



Timeframe	Jobs
2013	72,447
2014	75,341
2015	76,590
2016	76,645
2017	76,869
2018	77,336
2019	77,922
2020	78,368
2021	78,715
2022	79,002
2023	79,073

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

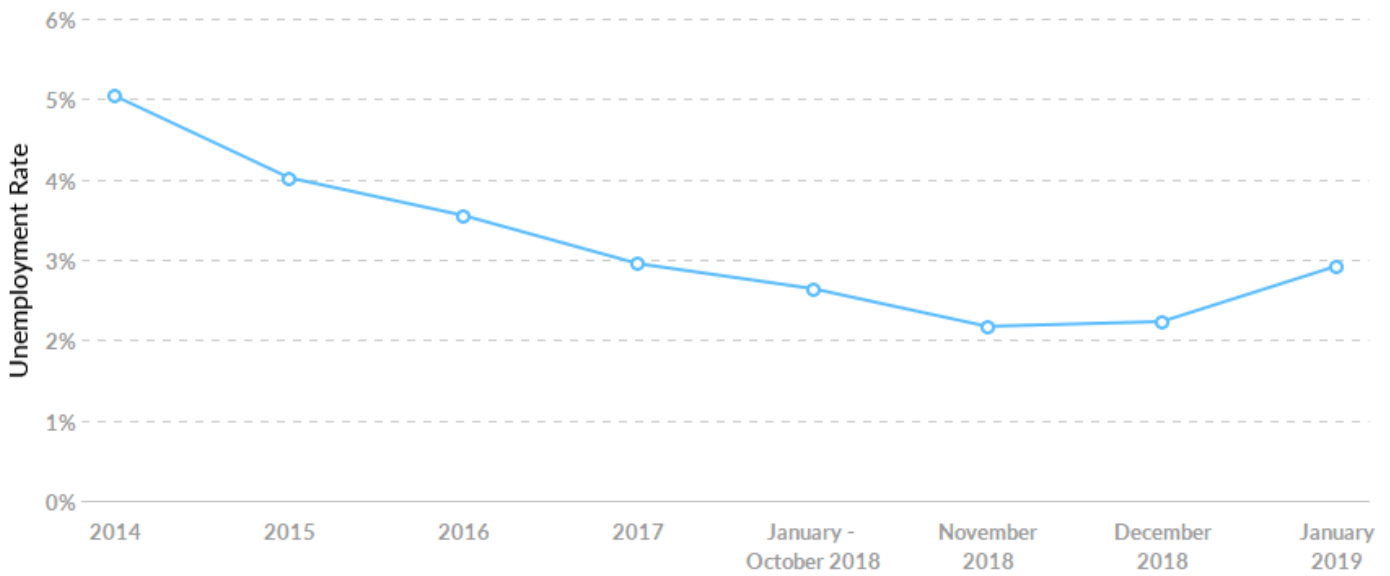


Timeframe	Labor Force Participation Rate
2014	67.09%
2015	67.14%
2016	67.47%
2017	67.55%
January - October 2018	68.84%
November 2018	68.11%
December 2018	67.93%
January 2019	67.57%

Historic & Projected Trends - Cont.

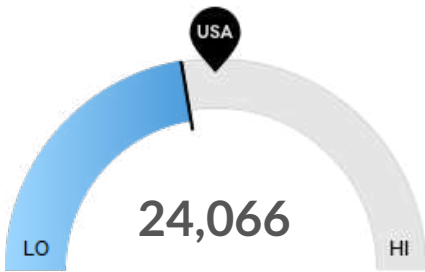
Unemployment Rate Trends

Marathon County, WI had a January 2019 unemployment rate of 2.92%, **decreasing from 5.04%** 5 years before.



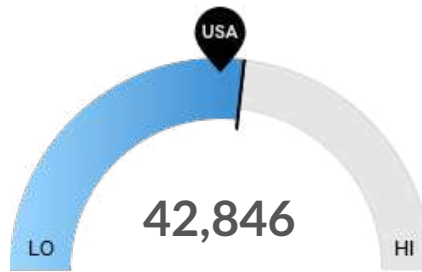
Timeframe	Unemployment Rate
2014	5.04%
2015	4.02%
2016	3.55%
2017	2.95%
January - October 2018	2.64%
November 2018	2.17%
December 2018	2.23%
January 2019	2.92%

Population Characteristics



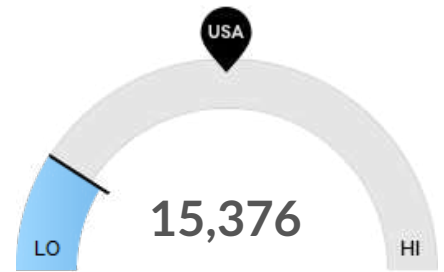
Millennials

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



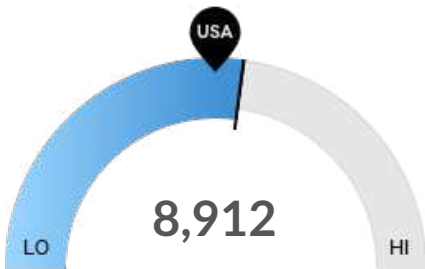
Retiring Soon

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.



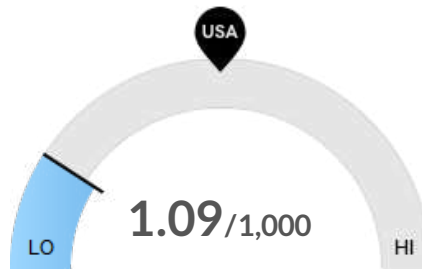
Racial Diversity

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.



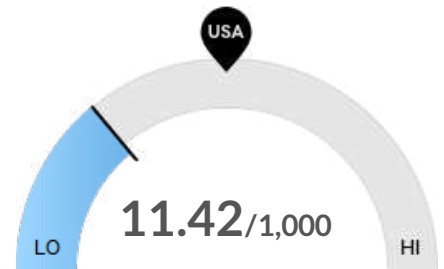
Veterans

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.



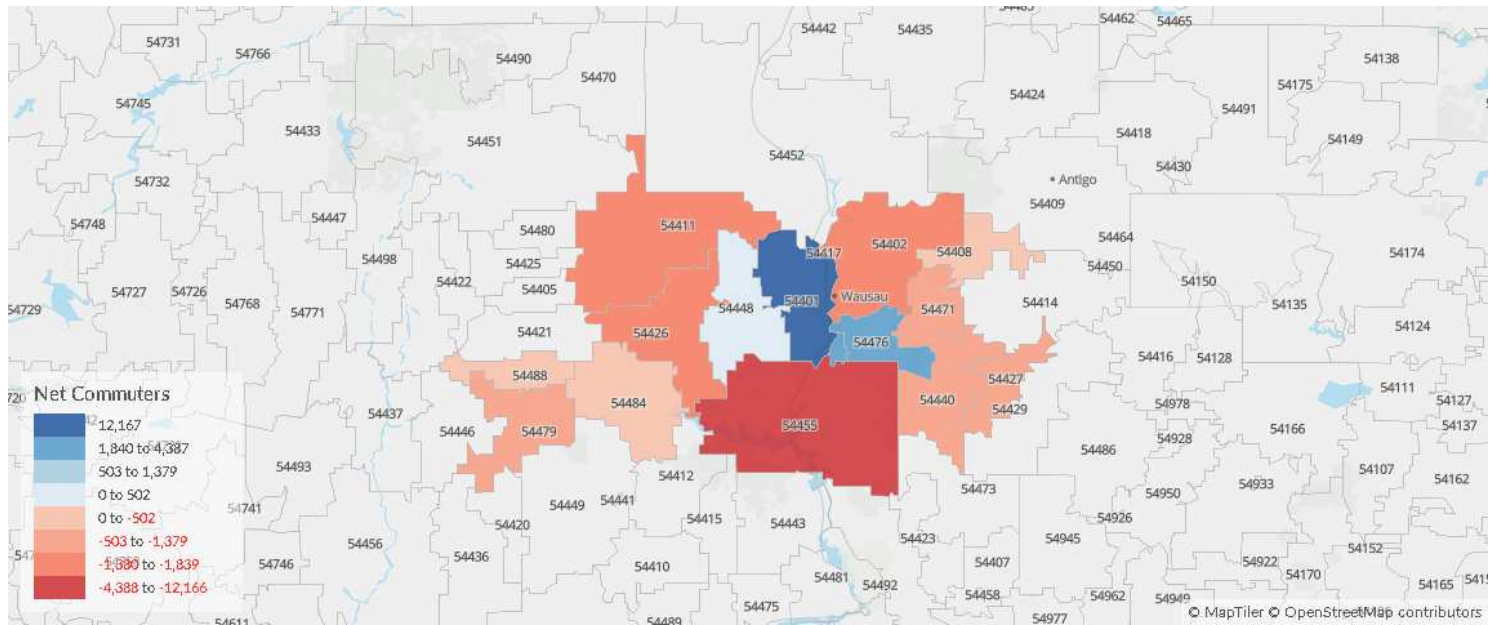
Property Crime

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

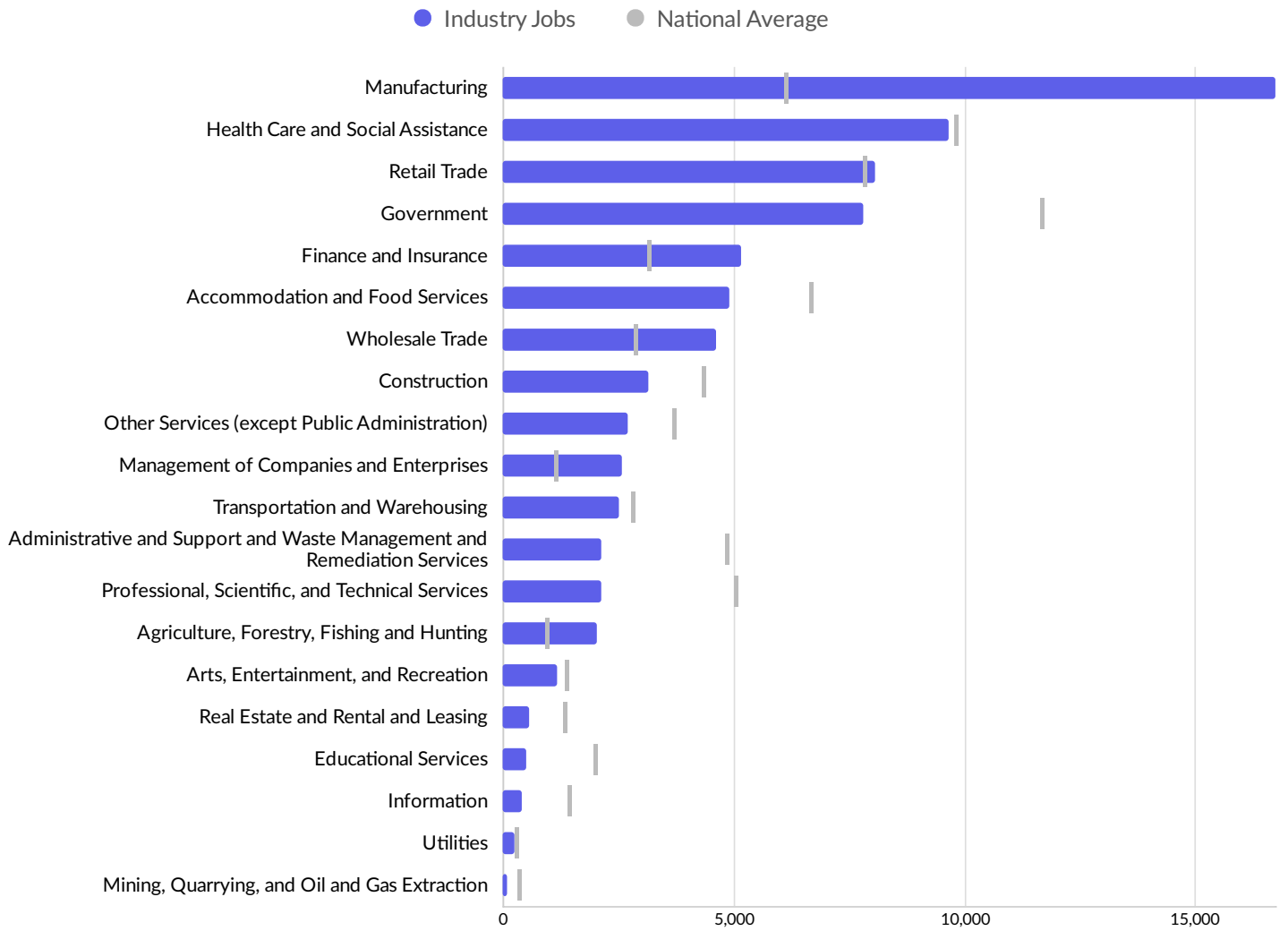
Where Talent Lives

ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,589
54476	Schofield, WI (in Marath...	13,277
54403	Wausau, WI (in Marath...	10,883
54455	Mosinee, WI (in Marath...	6,507
54474	Rothschild, WI (in Mara...	4,589

ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,422
54403	Wausau, WI (in Marath...	12,263
54476	Schofield, WI (in Marath...	11,108
54455	Mosinee, WI (in Marath...	10,895
54484	Stratford, WI (in Marath...	2,919

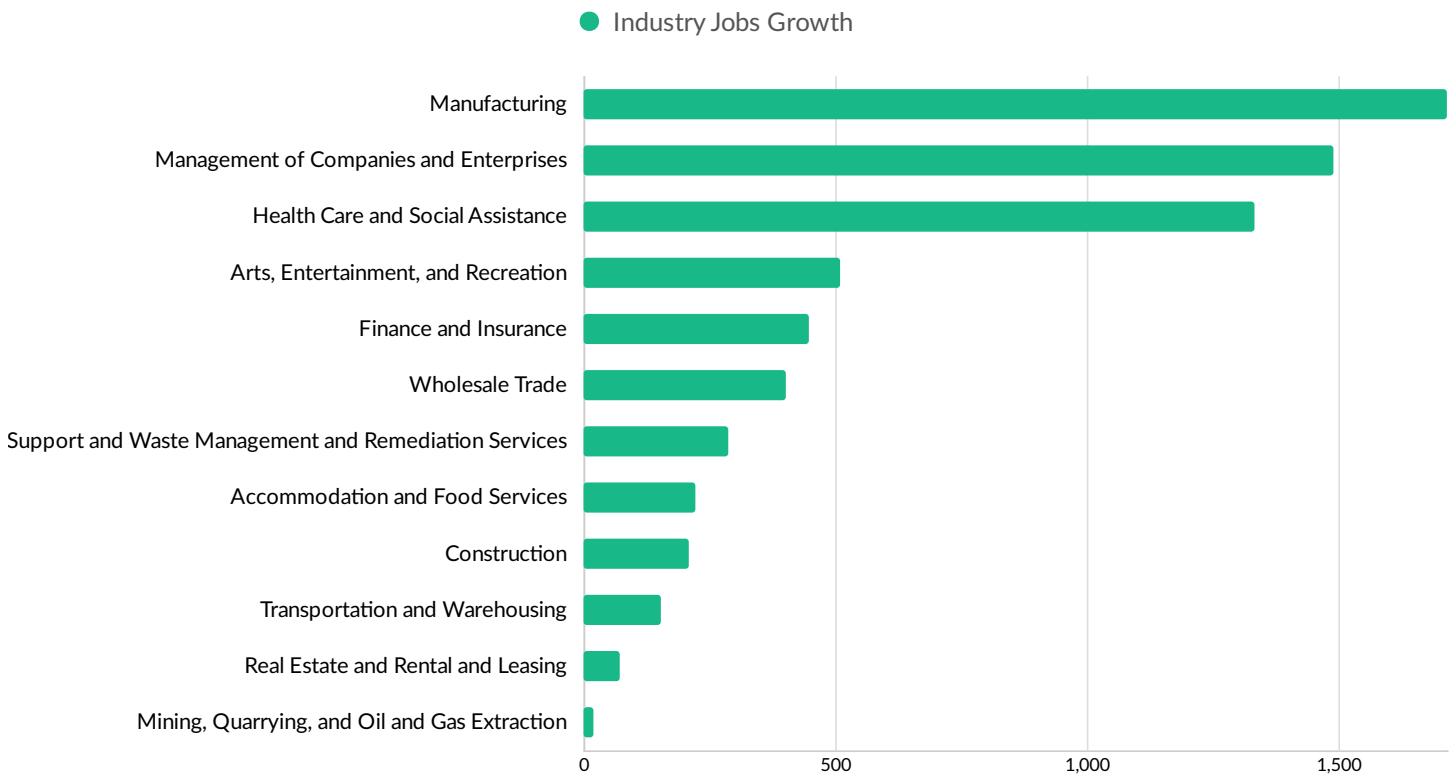
Industry Characteristics

Largest Industries



Industry Characteristics - Cont.

Top Growing Industries



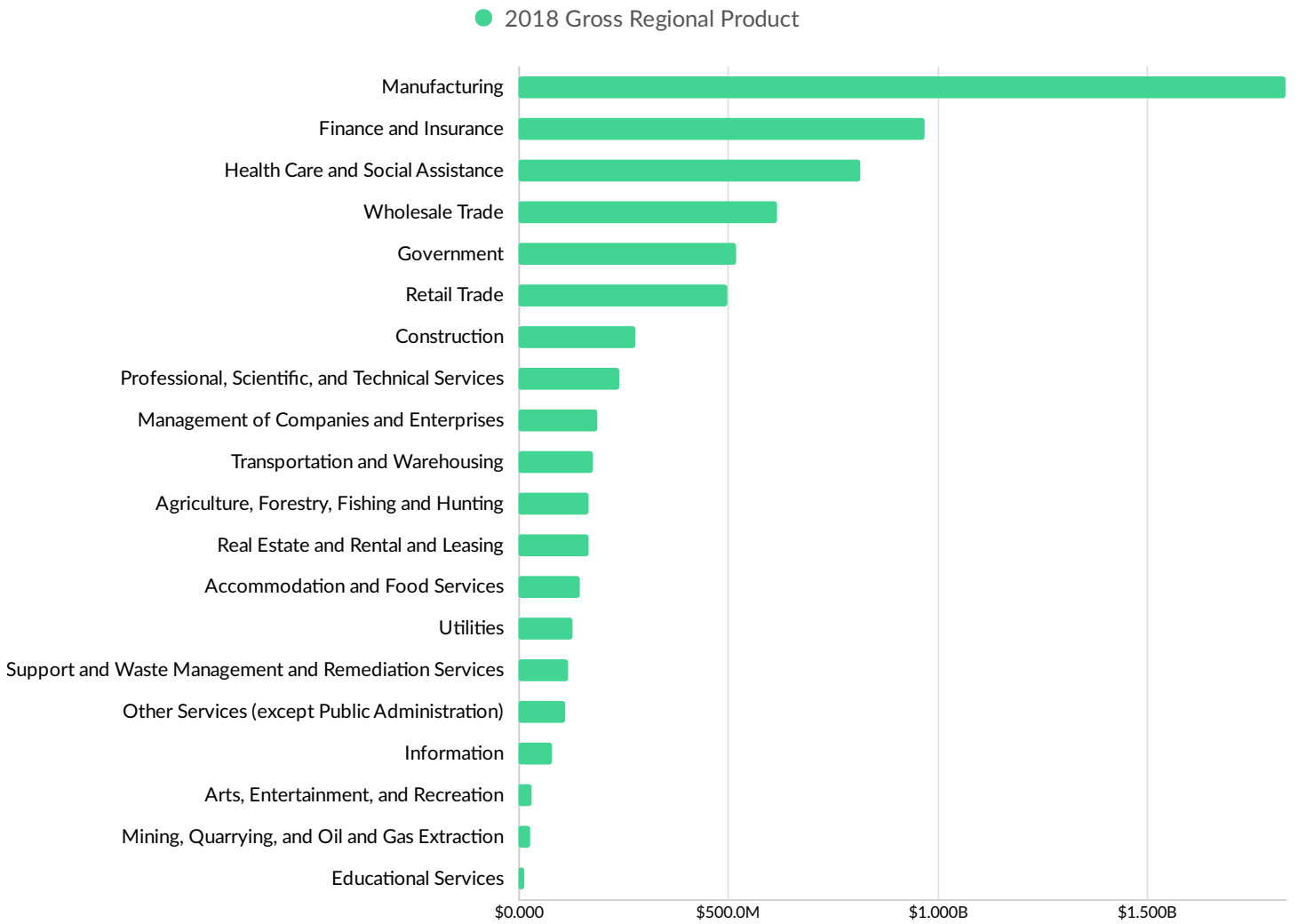
Industry Characteristics - Cont.

Top Industry LQ



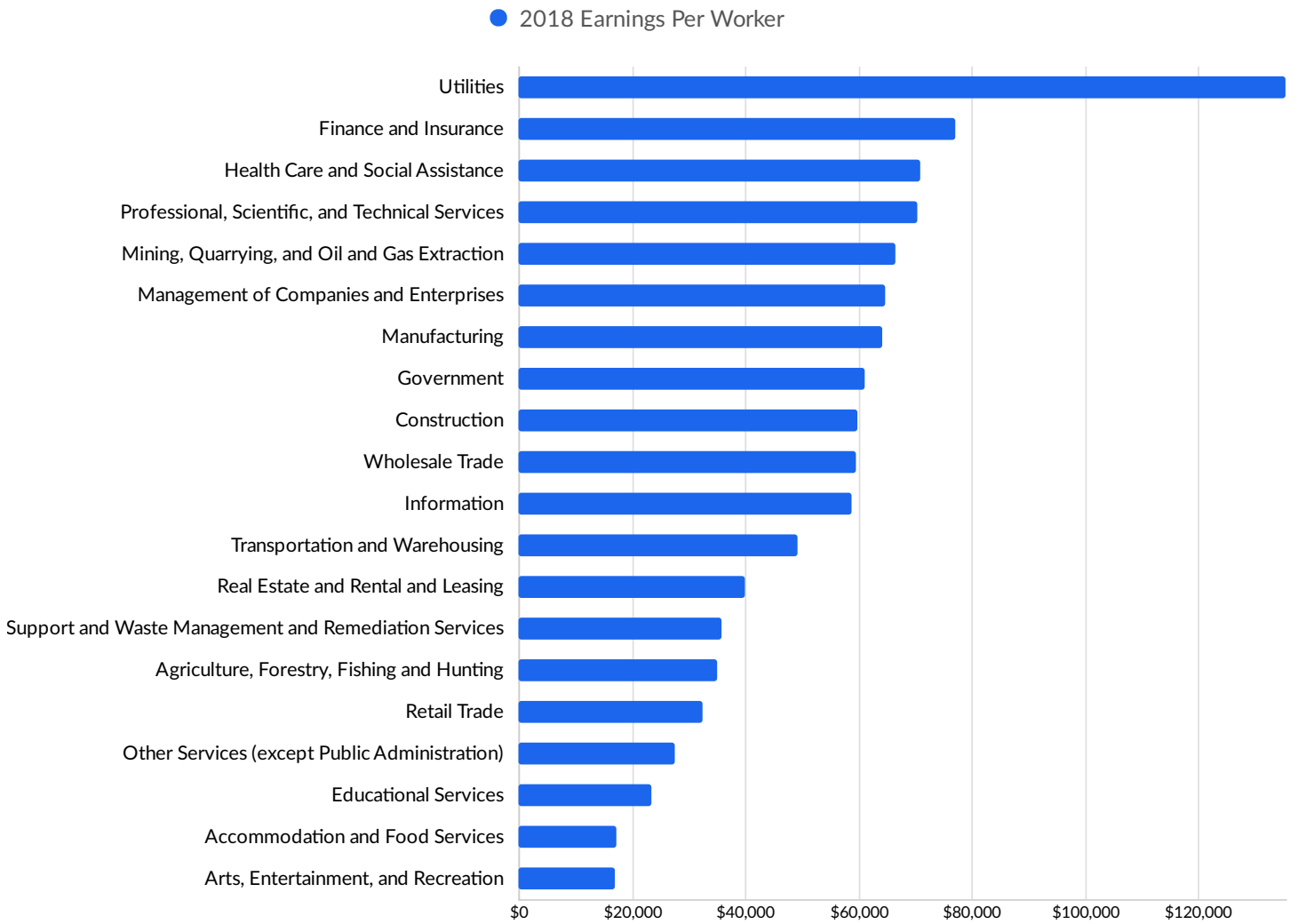
Industry Characteristics - Cont.

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	16,745	1,717	+11%	2.75	\$64,094	\$1.83B
Health Care and Social Assistance	8,335	9,670	1,335	+16%	0.99	\$70,880	\$815.57M
Retail Trade	9,255	8,058	-1,197	-13%	1.03	\$32,600	\$498.12M
Government	7,805	7,804	-1	0%	0.67	\$61,058	\$518.99M
Finance and Insurance	4,708	5,156	448	+10%	1.66	\$77,157	\$969.60M
Accommodation and Food Services	4,700	4,923	223	+5%	0.74	\$17,235	\$145.44M
Wholesale Trade	4,207	4,610	403	+10%	1.62	\$59,625	\$618.75M
Construction	2,943	3,153	210	+7%	0.73	\$59,885	\$278.06M
Other Services (except Public Administration)	3,202	2,718	-484	-15%	0.74	\$27,548	\$112.78M
Management of Companies and Enterprises	1,100	2,590	1,490	+135%	2.34	\$64,732	\$188.11M
Transportation and Warehousing	2,363	2,517	154	+7%	0.90	\$49,378	\$178.39M
Administrative and Support and Waste Management and Remediation Services	1,859	2,148	289	+16%	0.44	\$35,955	\$118.19M
Professional, Scientific, and Technical Services	2,182	2,138	-44	-2%	0.43	\$70,381	\$241.41M
Agriculture, Forestry, Fishing and Hunting	2,106	2,051	-55	-3%	2.26	\$34,968	\$168.04M
Arts, Entertainment, and Recreation	685	1,195	510	+74%	0.89	\$16,944	\$30.15M
Real Estate and Rental and Leasing	496	569	73	+15%	0.44	\$39,848	\$167.93M
Educational Services	609	520	-89	-15%	0.26	\$23,422	\$15.35M
Information	461	415	-46	-10%	0.29	\$58,810	\$79.87M
Utilities	322	255	-67	-21%	0.96	\$135,385	\$130.02M
Mining, Quarrying, and Oil and Gas Extraction	79	100	21	+27%	0.31	\$66,535	\$26.58M

Business Characteristics

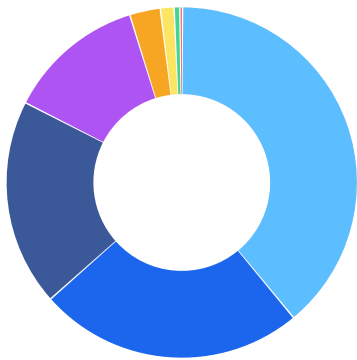
13,230 Companies Employ Your Workers

Online profiles for your workers mention 13,230 companies as employers, with the top 10 appearing below. In the last 12 months, 2,662 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.	1,113 
Marshfield Clinic	824 	Remedy Intelligent Staffing	739 
Greenheck Fan Corporation	518 	Unitedhealth Group Incorporated	460 
Liberty Mutual Insurance Comp...	423 	Foot Locker, Inc.	452 
Wausau School District	395 	Ascension Health	318 
Ministry Health Care, Inc.	391 	Marshfield Clinic	294 
University of Wisconsin Stevens...	371 	Greenheck Fan Corporation	272 
Sentry Insurance	310 	Travelers Healthcare	258 
Foot Locker, Inc.	298 	Teach For America, Inc.	252 
Unitedhealth Group Incorporated	269 	Kelly Services, Inc.	244 

Business Characteristics - Cont.

Business Size

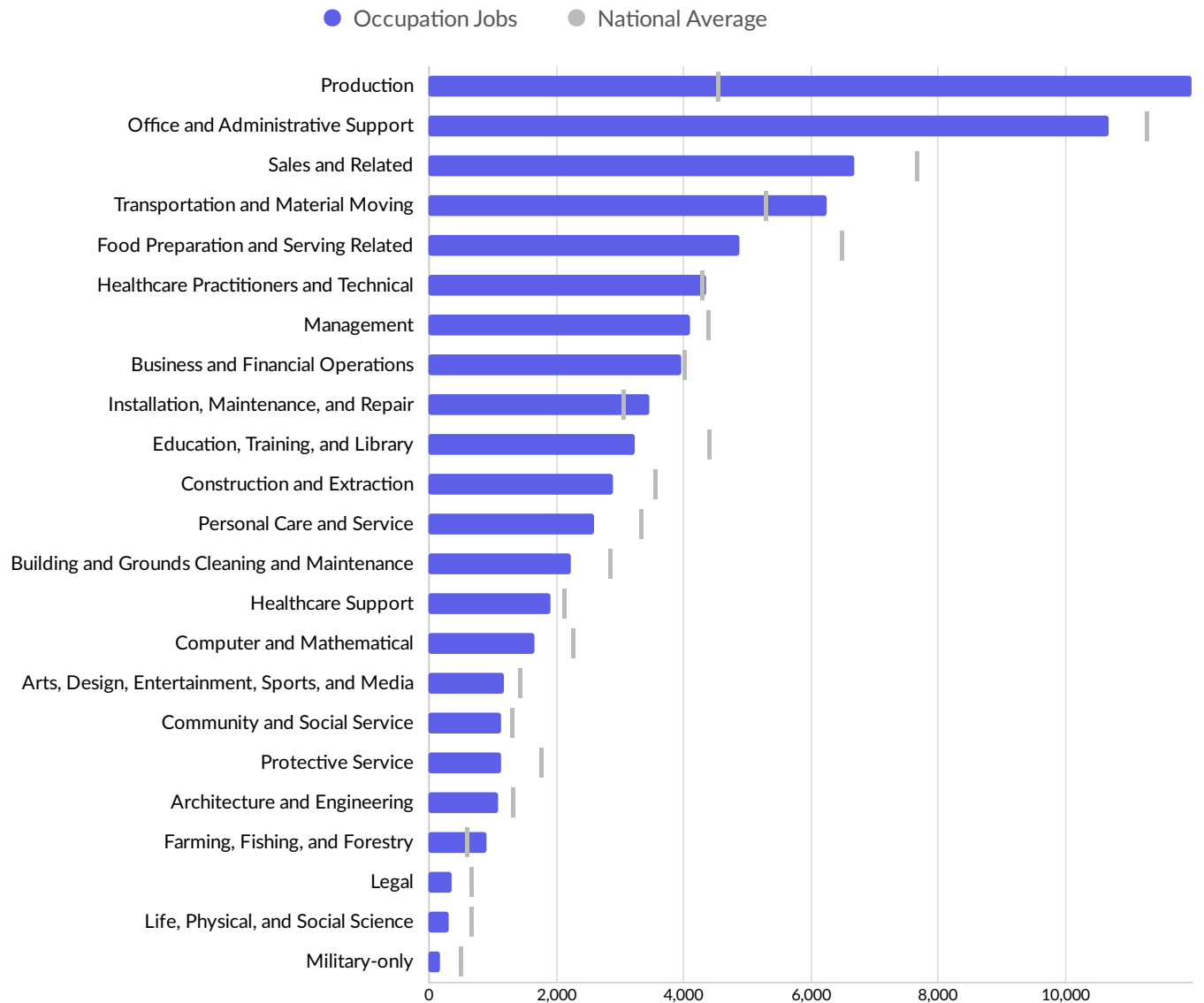


	Percentage	Business Count
1 to 4 employees	38.9%	2,075
5 to 9 employees	24.4%	1,303
10 to 19 employees	19.1%	1,016
20 to 49 employees	12.7%	677
50 to 99 employees	2.8%	151
100 to 249 employees	1.3%	67
250 to 499 employees	0.5%	28
500+ employees	0.2%	13

**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



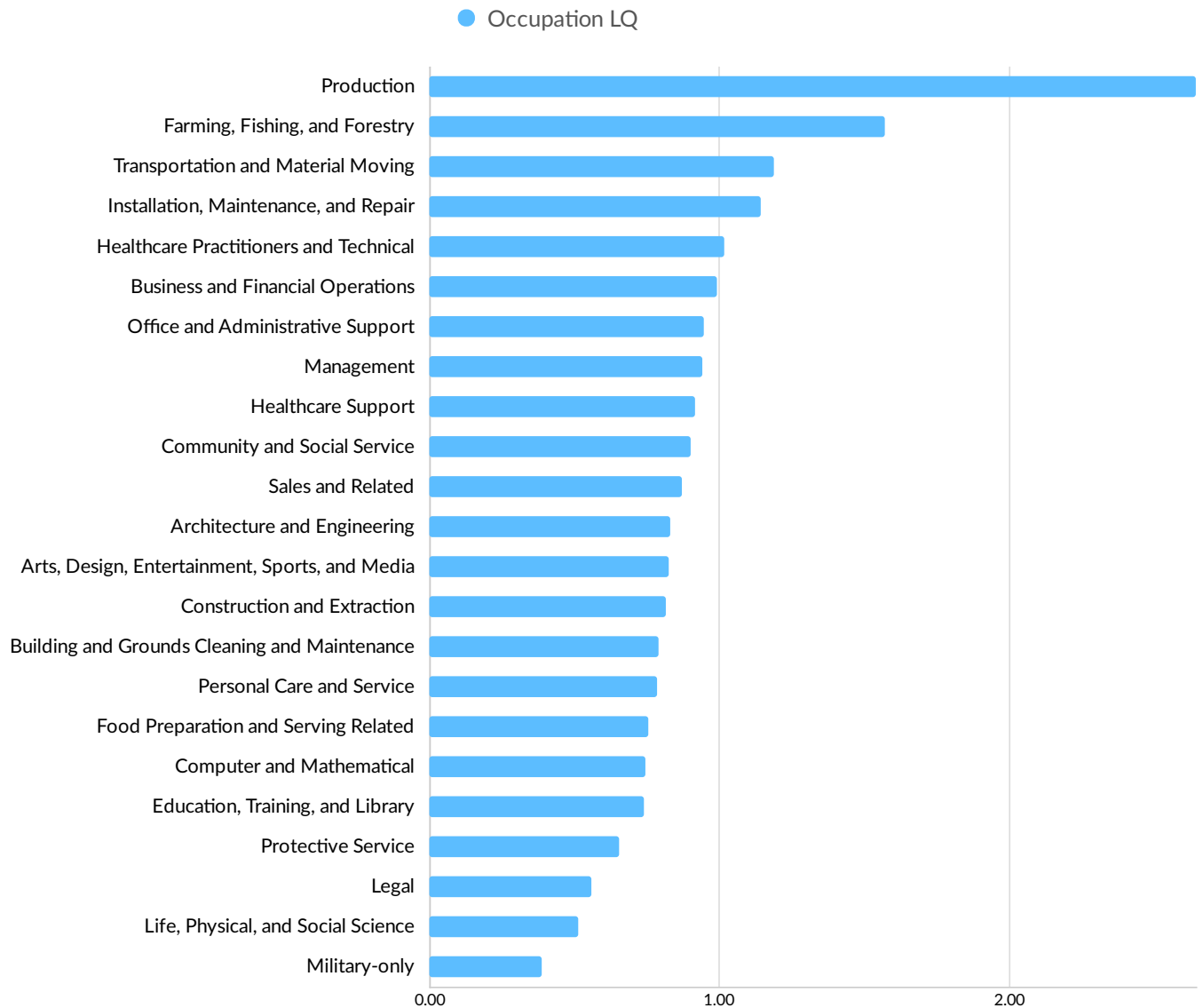
Workforce Characteristics - Cont.

Top Growing Occupations



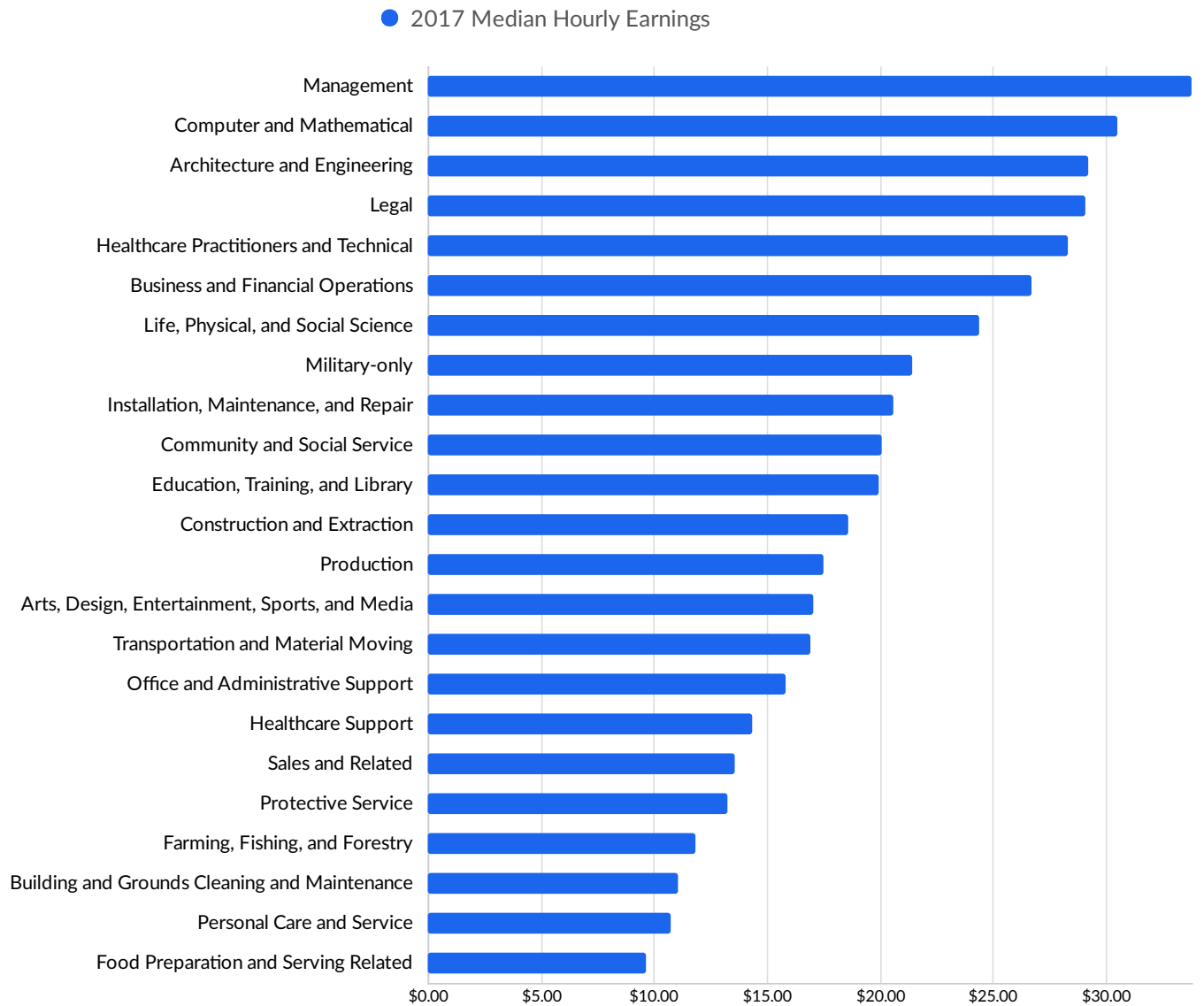
Workforce Characteristics - Cont.

Top Occupation LQ



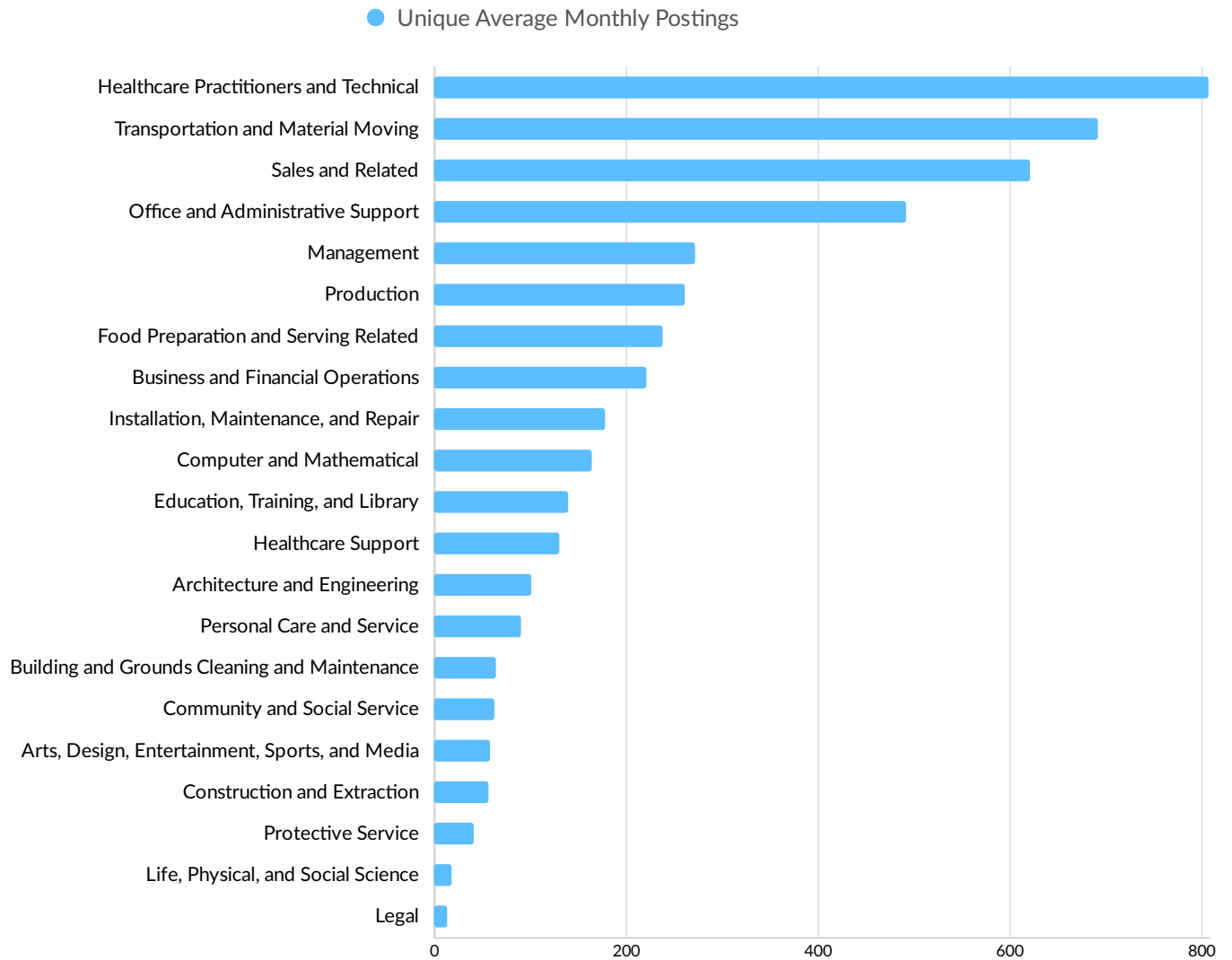
Workforce Characteristics - Cont.

Top Occupation Earnings



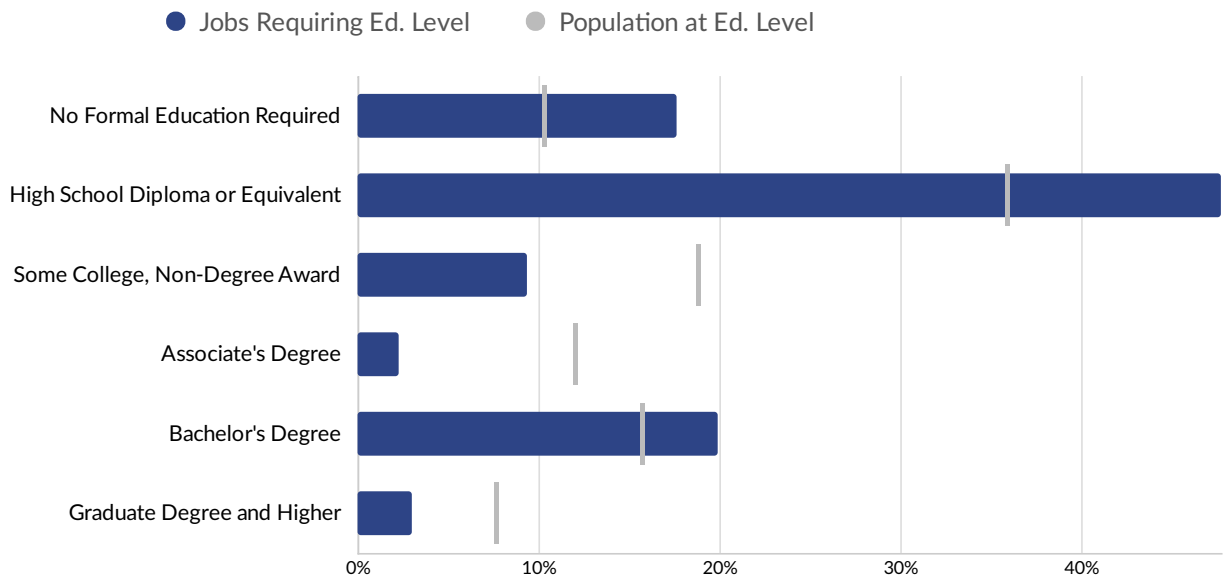
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.






Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Production	10,701	11,992	1,291	+12%	2.65	\$17.51	262
Office and Administrative Support	10,596	10,680	84	+1%	0.95	\$15.85	492
Sales and Related	6,910	6,690	-220	-3%	0.87	\$13.58	621
Transportation and Material Moving	5,877	6,262	385	+7%	1.19	\$16.91	692
Food Preparation and Serving Related	4,791	4,893	102	+2%	0.76	\$9.64	239
Healthcare Practitioners and Technical	3,699	4,356	657	+18%	1.02	\$28.34	807
Management	3,924	4,108	184	+5%	0.94	\$33.81	273
Business and Financial Operations	3,434	3,976	542	+16%	1.00	\$26.71	222
Installation, Maintenance, and Repair	3,197	3,471	274	+9%	1.15	\$20.59	179
Education, Training, and Library	3,223	3,245	22	+1%	0.74	\$19.94	140
Construction and Extraction	2,694	2,896	202	+7%	0.82	\$18.64	57
Personal Care and Service	2,298	2,607	309	+13%	0.79	\$10.75	91
Building and Grounds Cleaning and Maintenance	2,119	2,242	123	+6%	0.79	\$11.08	65
Healthcare Support	1,849	1,929	80	+4%	0.92	\$14.37	131
Computer and Mathematical	1,314	1,664	350	+27%	0.75	\$30.51	165
Arts, Design, Entertainment, Sports, and Media	1,087	1,179	92	+8%	0.83	\$17.05	59
Community and Social Service	1,014	1,150	136	+13%	0.90	\$20.08	63

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Protective Service	1,103	1,131	28	+3%	0.65	\$13.30	41
Architecture and Engineering	992	1,091	99	+10%	0.83	\$29.22	102
Farming, Fishing, and Forestry	798	906	108	+14%	1.57	\$11.86	1
Legal	357	356	-1	0%	0.56	\$29.11	14
Life, Physical, and Social Science	273	328	55	+20%	0.52	\$24.41	19
Military-only	198	183	-15	-8%	0.39	\$21.45	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-Wausau	0	

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