



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.

77,574

Total Regional Employment

Jobs **grew by 5,097** over the last 5 years and are projected to **grow by 1,777** over the next 5 years.

\$56.5K

Median Household Income (2017)

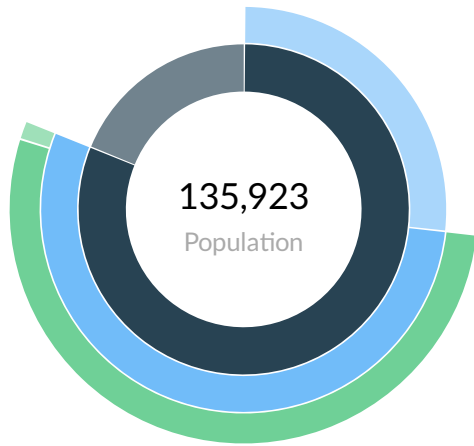
Median household income is **\$1.1K below** the national median household income of \$57.7K.

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 7.0%** in Marathon County, WI from 72,477 to **77,574**. This change **fell short of the national growth rate of 8.5% by 1.5%**. As the number of jobs increased, the **labor force participation rate increased from 66.5% to 67.1% 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	73,979	77,574	98.8	\$7.86B	\$9.24B	\$9.59B
NCWRPC	438,224	226,339	227,345	99.3	\$22.23B	\$28.15B	\$27.20B
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B

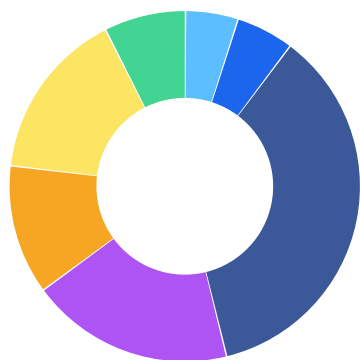
2018 Labor Force Breakdown



	Population
● Total Working Age Population	110,213
● Not in Labor Force (15+)	36,234
● Labor Force	73,979
● Employed	72,216
● Unemployed	1,763
● 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).

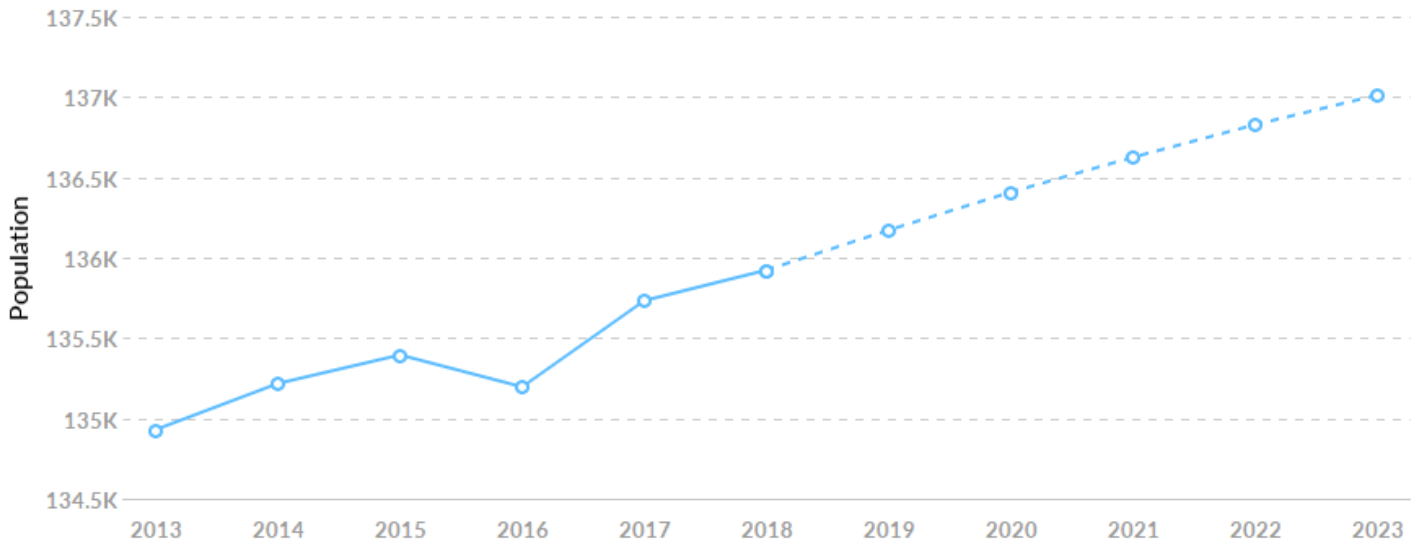


	% of Population	Population
● Less Than 9th Grade	4.9%	4,585
● 9th Grade to 12th Grade	5.3%	5,035
● High School Diploma	35.9%	33,892
● Some College	18.8%	17,717
● Associate's Degree	11.9%	11,277
● Bachelor's Degree	15.7%	14,802
● Graduate Degree and Higher	7.5%	7,105

Historic & Projected Trends

Population Trends

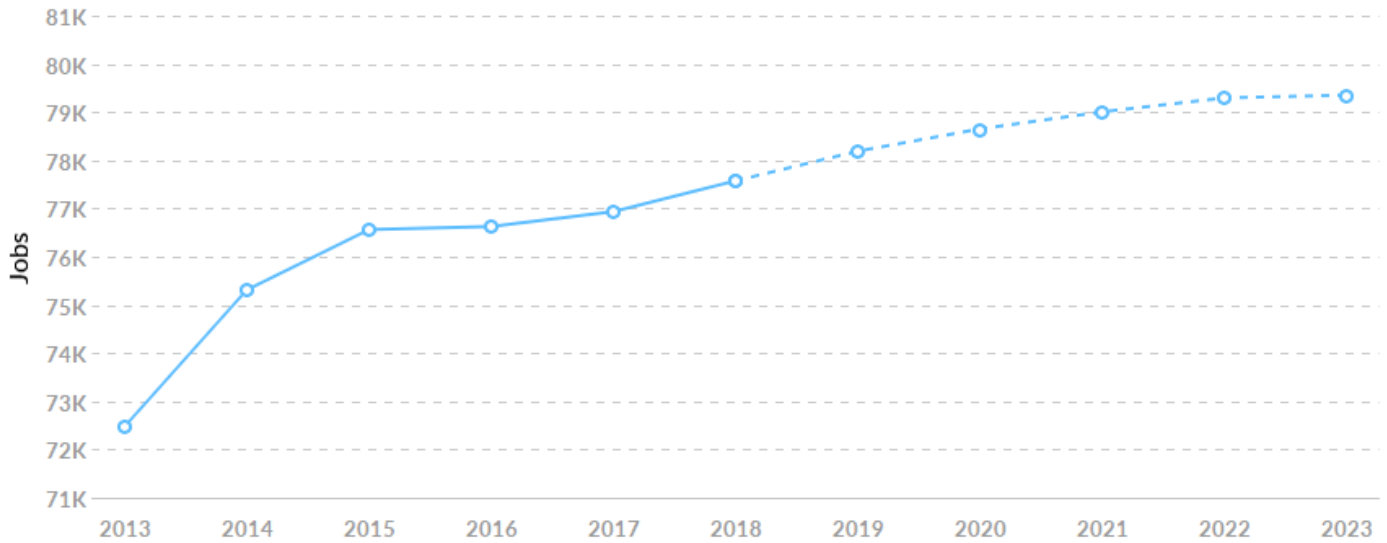
As of 2018 the region's population increased by 0.7% since 2013, growing by 993. Population is expected to increase by 0.8% between 2018 and 2023, adding 1,089.



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

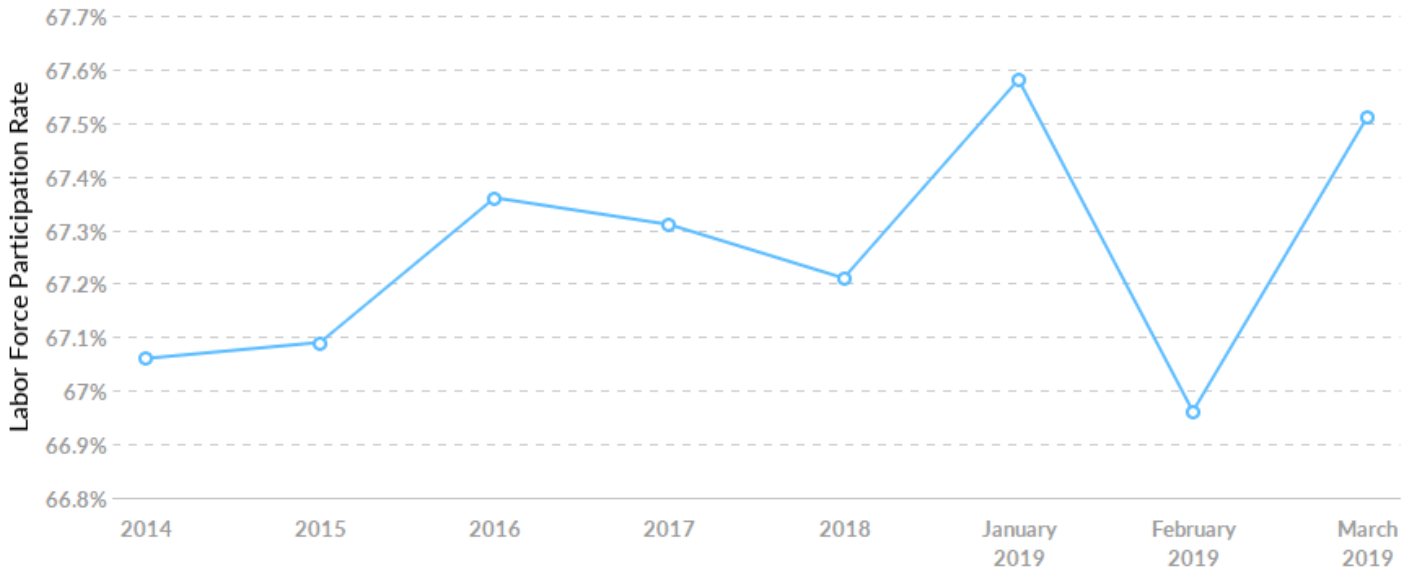
Job Trends

From 2013 to 2018, jobs increased by 7.0% in Marathon County, WI from 72,477 to 77,574. This change fell short of the national growth rate of 8.5% by 1.5%.



Timeframe	Jobs
2013	72,477
2014	75,311
2015	76,562
2016	76,626
2017	76,935
2018	77,574
2019	78,188
2020	78,650
2021	79,005
2022	79,294
2023	79,351

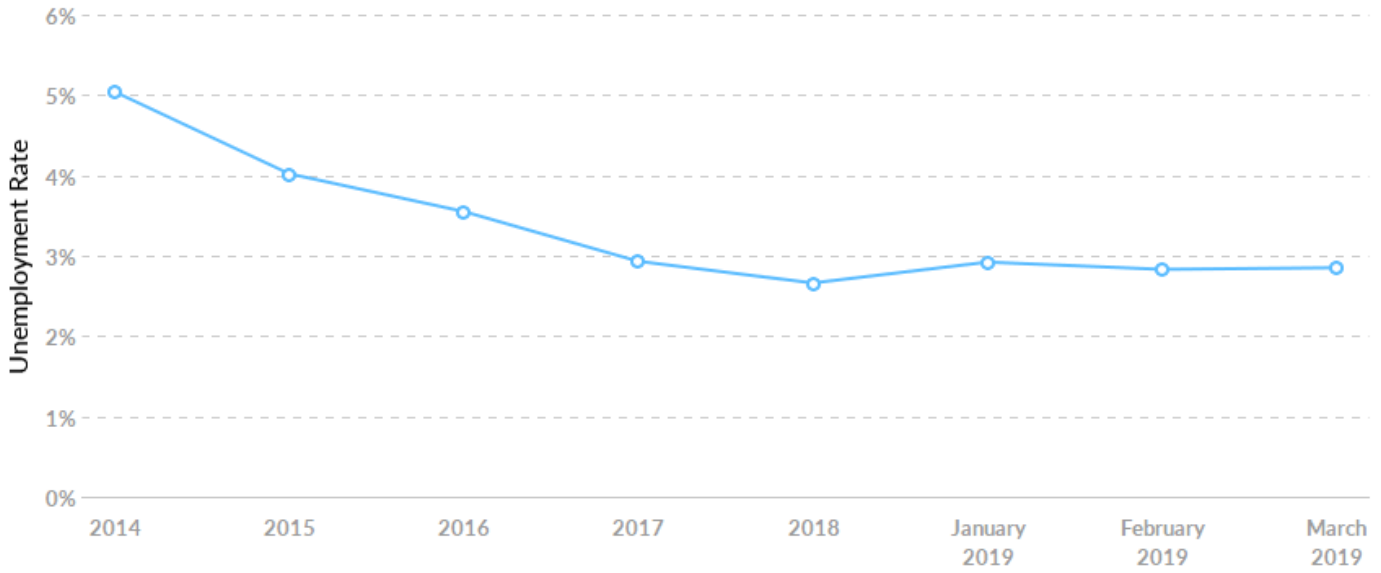
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	67.06%
2015	67.09%
2016	67.36%
2017	67.31%
2018	67.21%
January 2019	67.58%
February 2019	66.96%
March 2019	67.51%

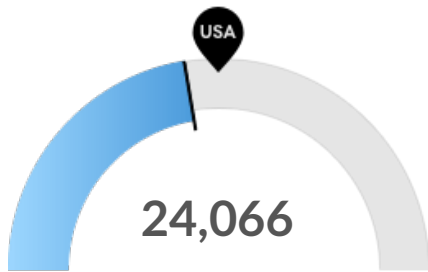
Unemployment Rate Trends

Marathon County, WI had a March 2019 unemployment rate of 2.85%, **decreasing from 5.04%** 5 years before.



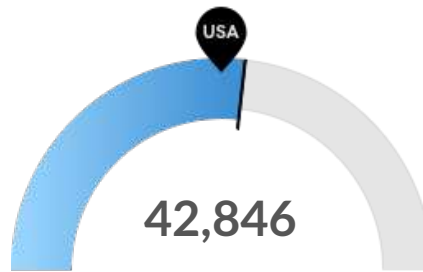
Timeframe	Unemployment Rate
2014	5.04%
2015	4.02%
2016	3.55%
2017	2.93%
2018	2.66%
January 2019	2.92%
February 2019	2.83%
March 2019	2.85%

Population Characteristics



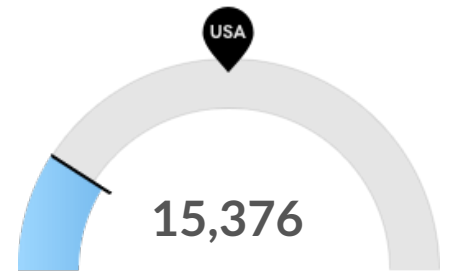
Millennials

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



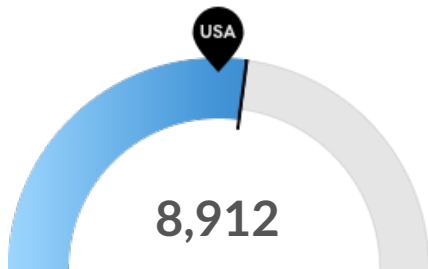
Retiring Soon

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.



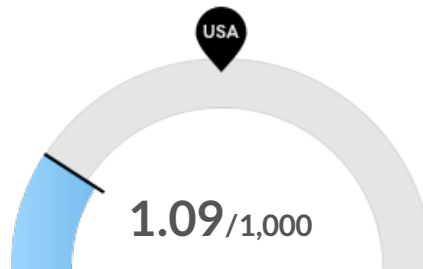
Racial Diversity

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.



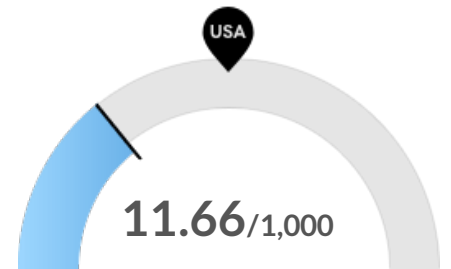
Veterans

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.

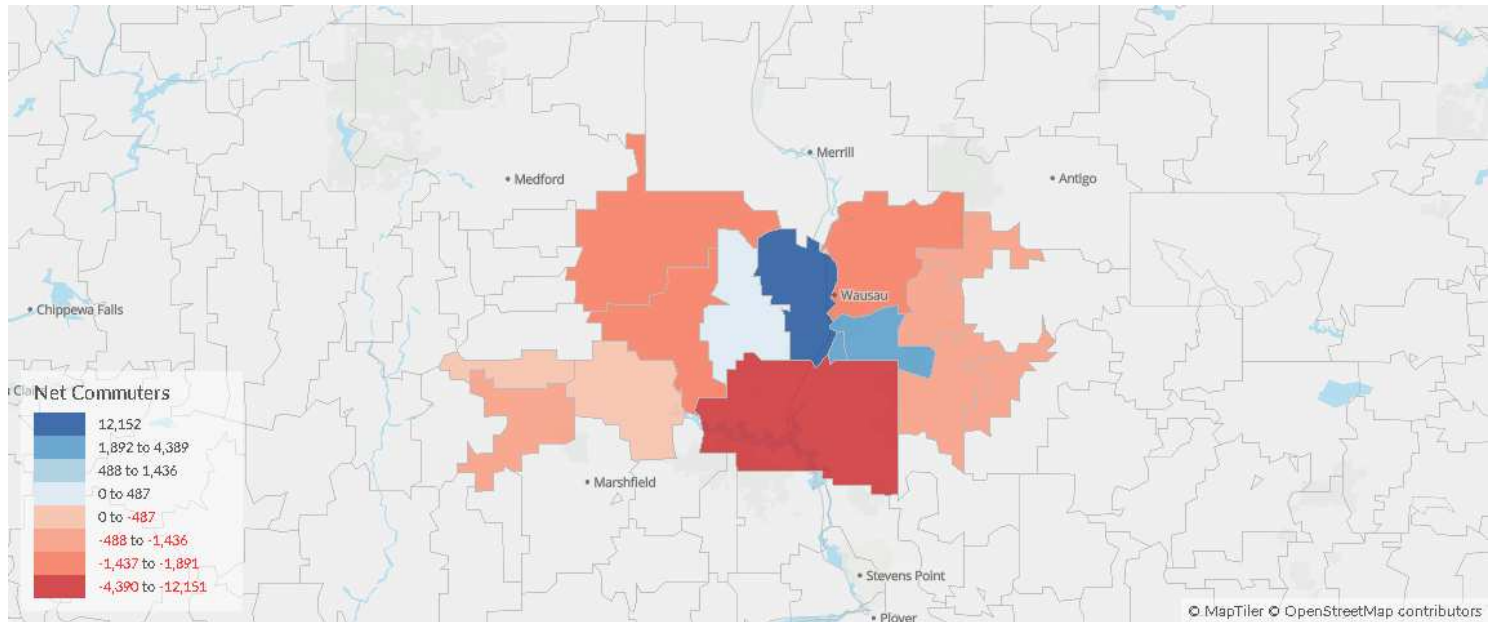


Property Crime

Marathon County, WI has 11.66 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

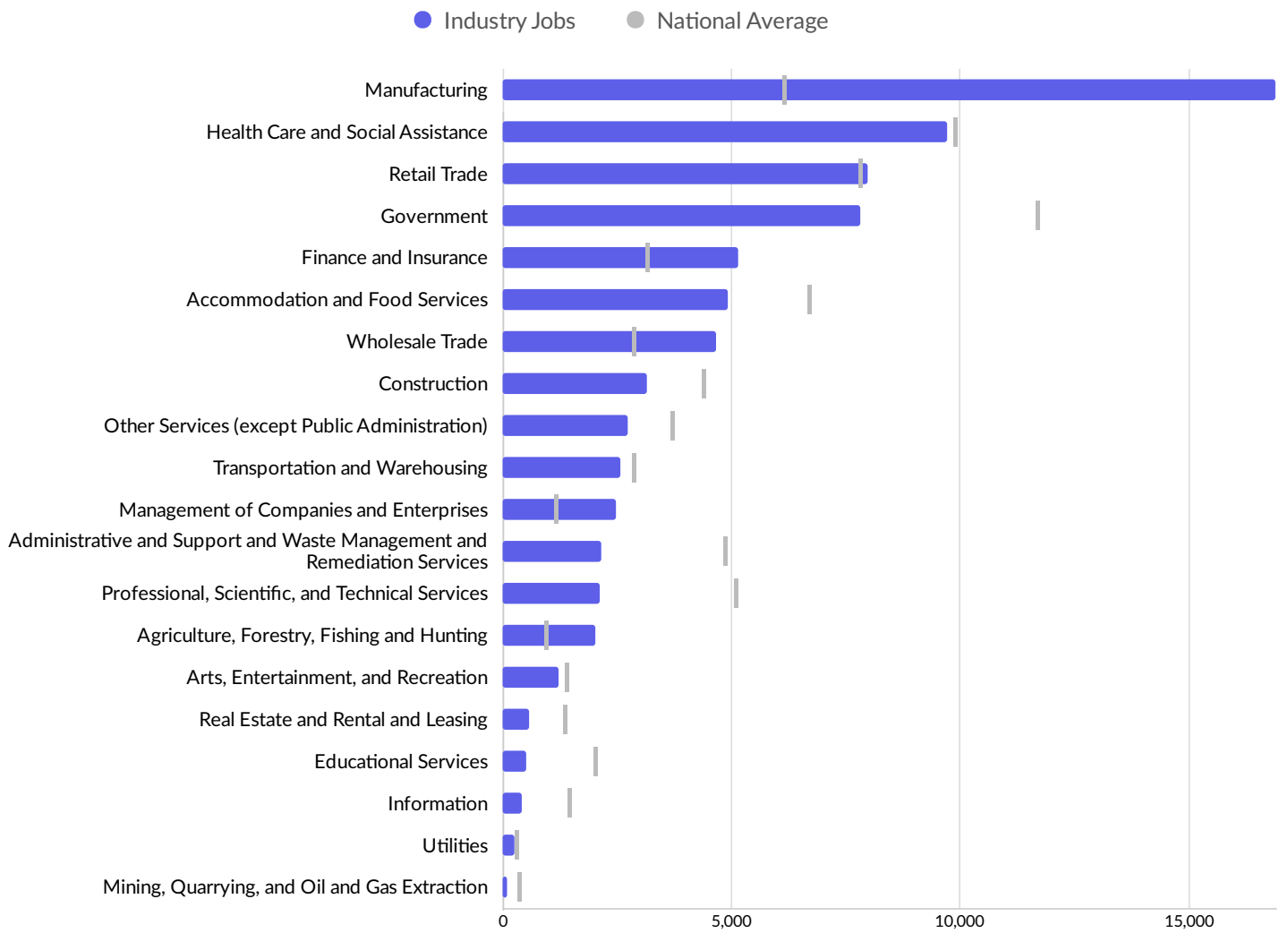
ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,622
54476	Schofield, WI (in Marath...	13,390
54403	Wausau, WI (in Marath...	10,842
54455	Mosinee, WI (in Marath...	6,588
54474	Rothschild, WI (in Mara...	4,627

Where Talent Lives

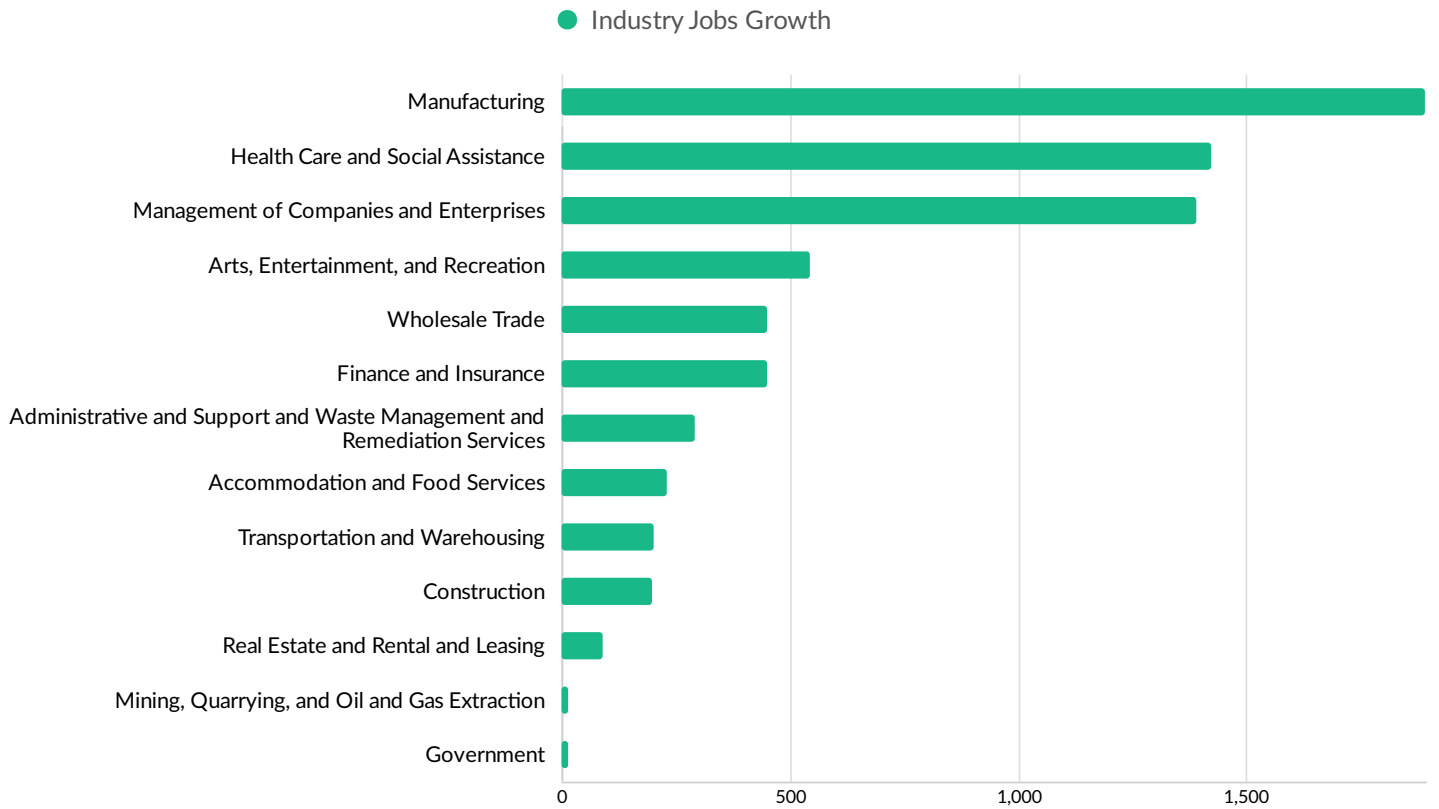
ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,470
54403	Wausau, WI (in Marath...	12,286
54476	Schofield, WI (in Marath...	11,076
54455	Mosinee, WI (in Marath...	10,978
54484	Stratford, WI (in Marath...	2,912

Industry Characteristics

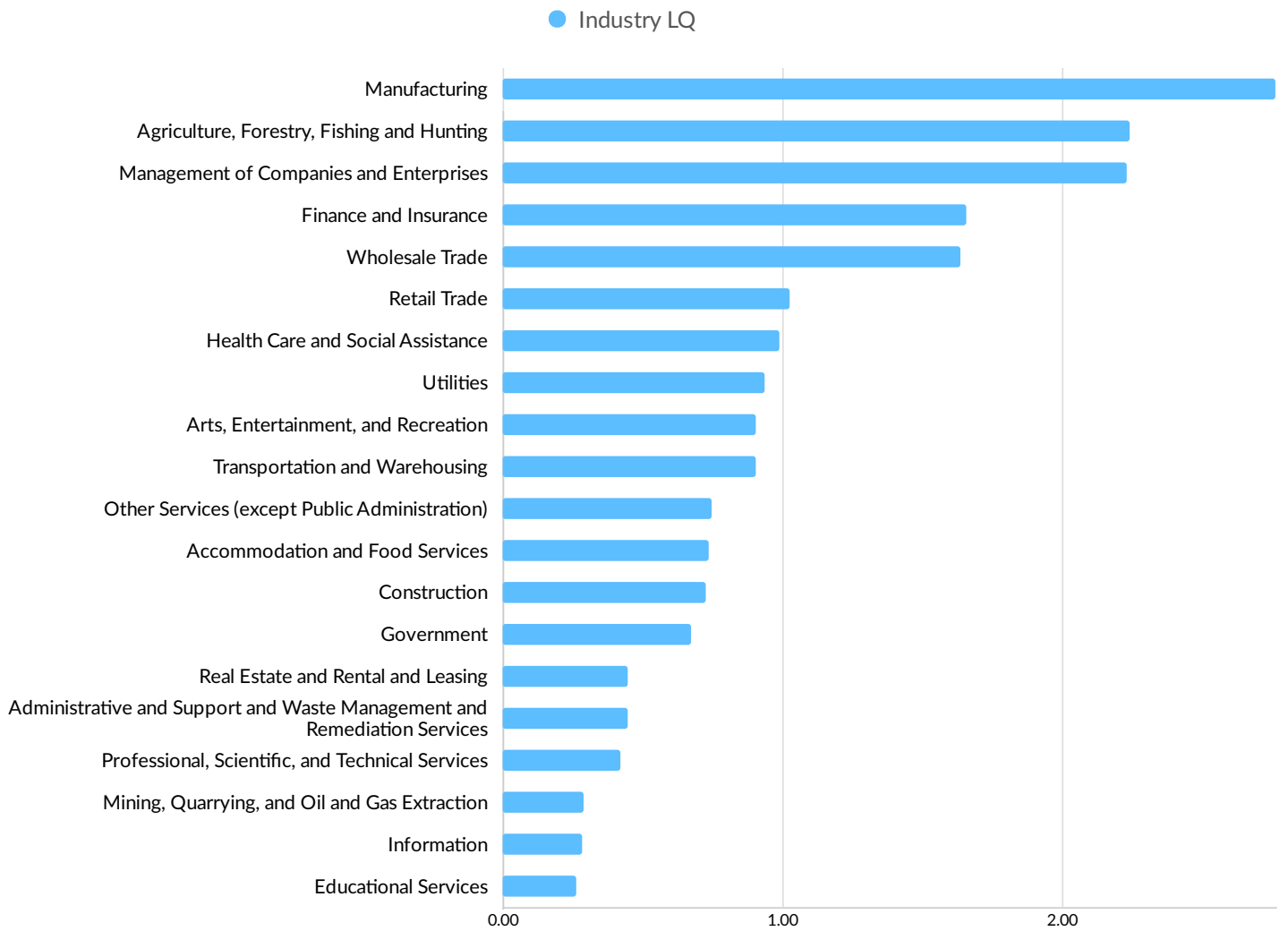
Largest Industries



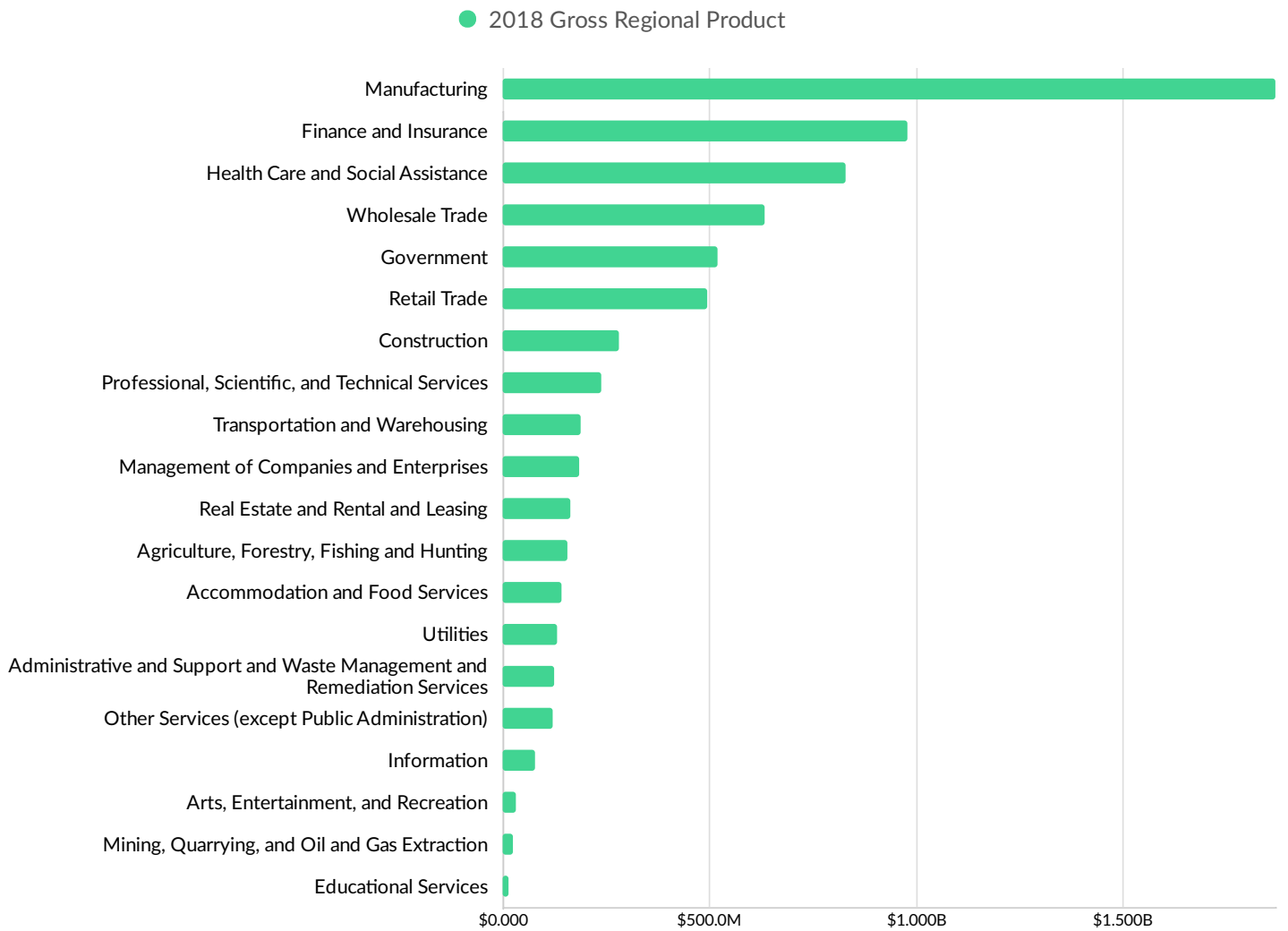
Top Growing Industries



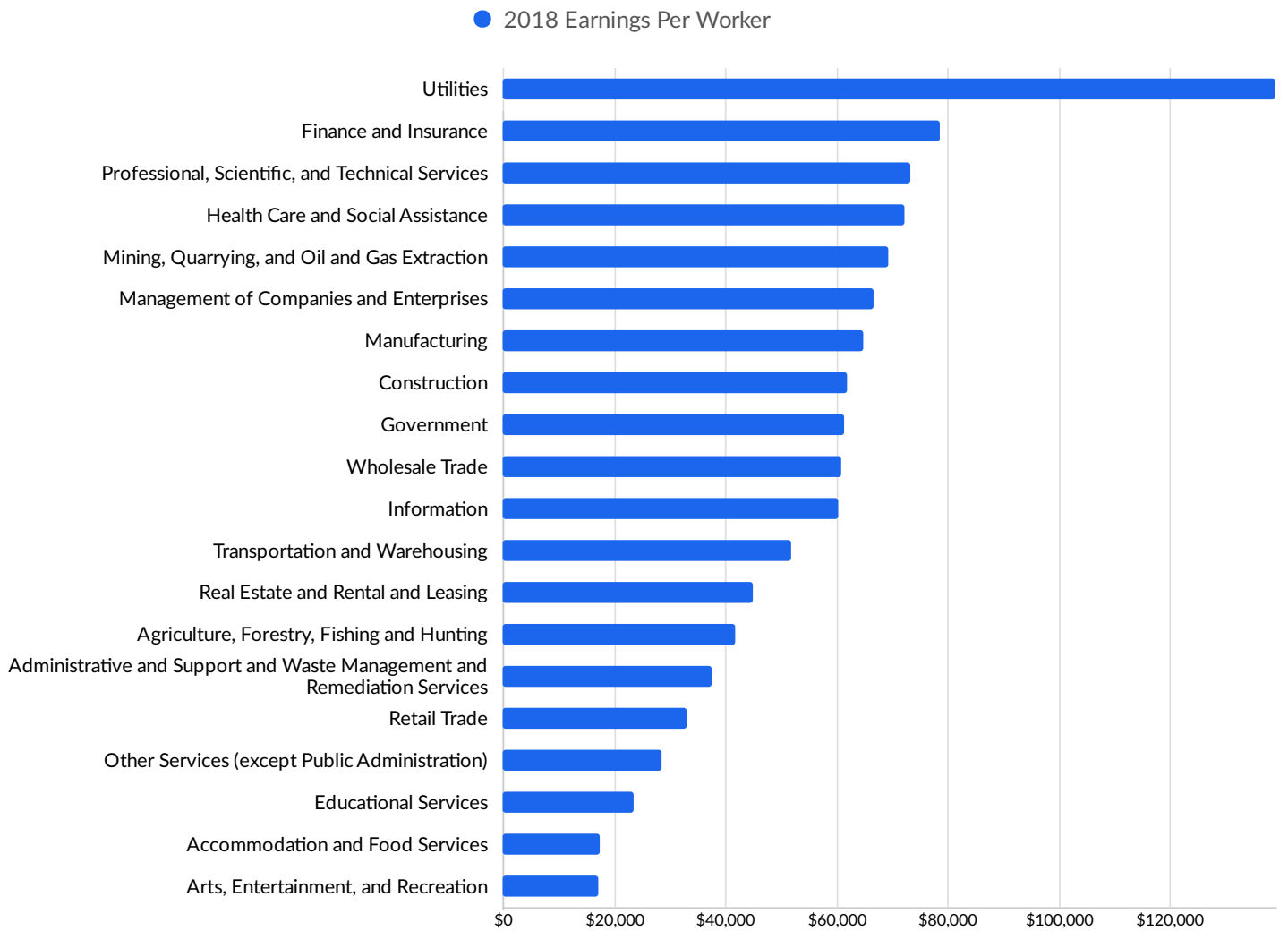
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	15,026	16,917	1,891	+13%	2.76	\$64,749	\$1.87B
Health Care and Social Assistance	8,316	9,740	1,424	+17%	0.99	\$72,313	\$828.34M
Retail Trade	9,245	7,998	-1,247	-13%	1.03	\$33,162	\$494.76M
Government	7,805	7,820	15	+0%	0.67	\$61,291	\$521.22M
Finance and Insurance	4,711	5,161	450	+10%	1.66	\$78,618	\$978.92M
Accommodation and Food Services	4,703	4,933	230	+5%	0.74	\$17,377	\$143.67M
Wholesale Trade	4,208	4,658	450	+11%	1.64	\$60,973	\$632.31M
Construction	2,962	3,161	199	+7%	0.73	\$62,004	\$280.97M
Other Services (except Public Administration)	3,236	2,735	-501	-15%	0.75	\$28,700	\$122.59M
Transportation and Warehousing	2,363	2,565	202	+9%	0.91	\$51,867	\$189.94M
Management of Companies and Enterprises	1,100	2,491	1,391	+126%	2.23	\$66,662	\$186.19M
Administrative and Support and Waste Management and Remediation Services	1,865	2,155	290	+16%	0.45	\$37,693	\$122.95M
Professional, Scientific, and Technical Services	2,163	2,130	-33	-2%	0.42	\$73,269	\$237.25M
Agriculture, Forestry, Fishing and Hunting	2,126	2,029	-97	-5%	2.24	\$41,863	\$155.28M
Arts, Entertainment, and Recreation	677	1,220	543	+80%	0.91	\$17,170	\$31.01M
Real Estate and Rental and Leasing	497	587	90	+18%	0.45	\$44,954	\$164.50M
Educational Services	608	528	-80	-13%	0.27	\$23,483	\$15.41M
Information	464	404	-60	-13%	0.29	\$60,313	\$78.94M
Utilities	322	248	-74	-23%	0.93	\$138,950	\$130.38M
Mining, Quarrying, and Oil and Gas Extraction	79	95	16	+20%	0.29	\$69,447	\$26.58M

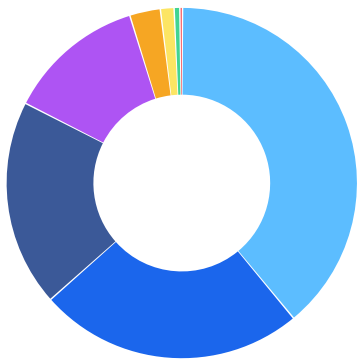
Business Characteristics

13,935 Companies Employ Your Workers

Online profiles for your workers mention 13,935 companies as employers, with the top 10 appearing below. In the last 12 months, 2,637 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.	1,632 	Aspirus Wausau Hospital, Inc.	1,390 
Marshfield Clinic	1,024 	Remedy Intelligent Staffing	779 
Greenheck Fan Corporation	654 	Eatstreet	580 
Foot Locker, Inc.	601 	Ascension Health	527 
Liberty Mutual Insurance Comp...	556 	Marshfield Clinic	441 
Wausau School District	551 	Unitedhealth Group Incorporated	379 
Ministry Health Care, Inc.	463 	Foot Locker, Inc.	370 
University of Wisconsin Stevens...	443 	Travelers Healthcare	310 
Sentry Insurance	441 	Greenheck Fan Corporation	304 
Unitedhealth Group Incorporated	415 	Roehl Transport, Inc.	285 

Business Size

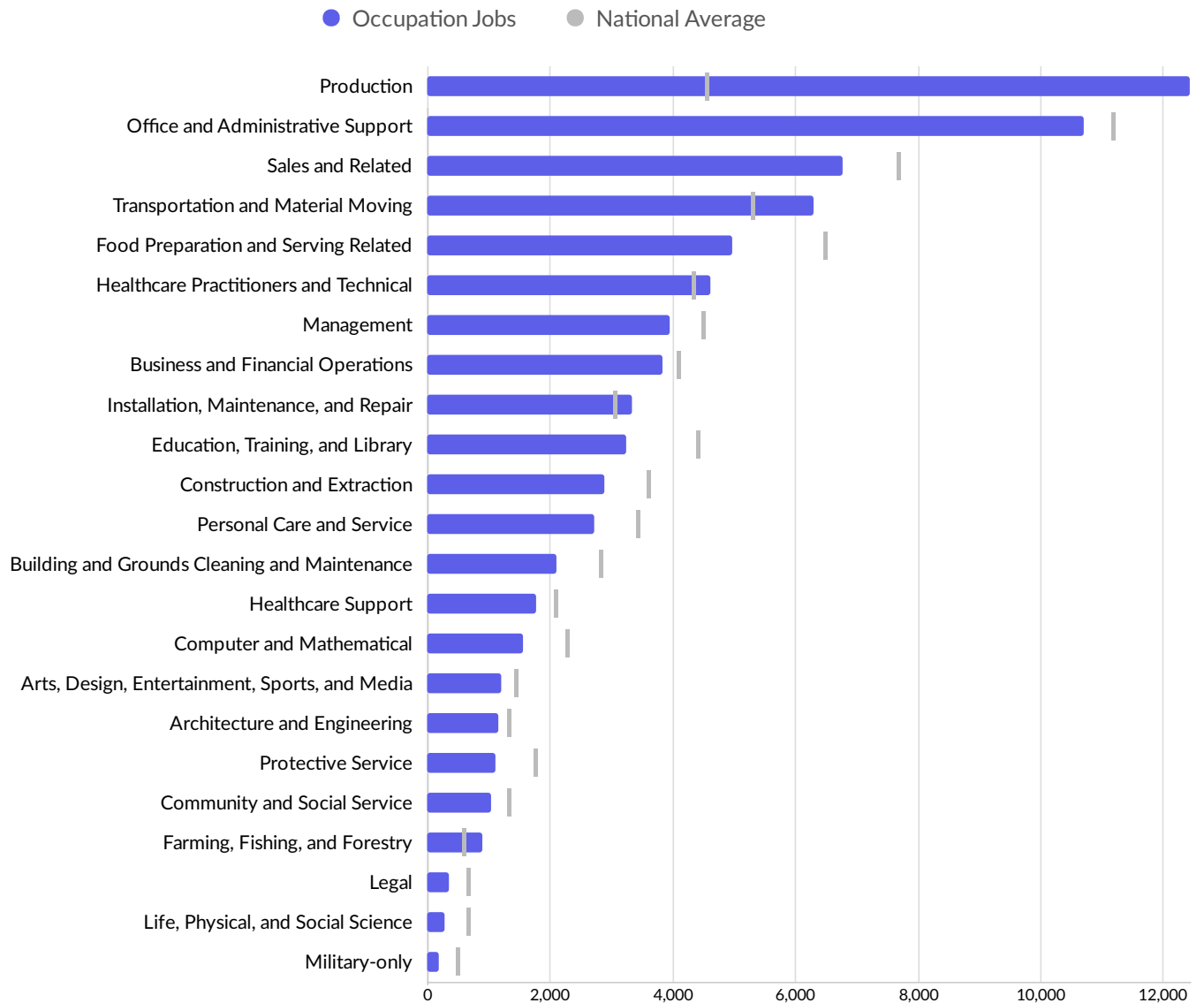


	Percentage	Business Count
1 to 4 employees	38.9%	2,075
5 to 9 employees	24.4%	1,303
10 to 19 employees	19.1%	1,016
20 to 49 employees	12.7%	677
50 to 99 employees	2.8%	151
100 to 249 employees	1.3%	67
250 to 499 employees	0.5%	28
500+ employees	0.2%	13

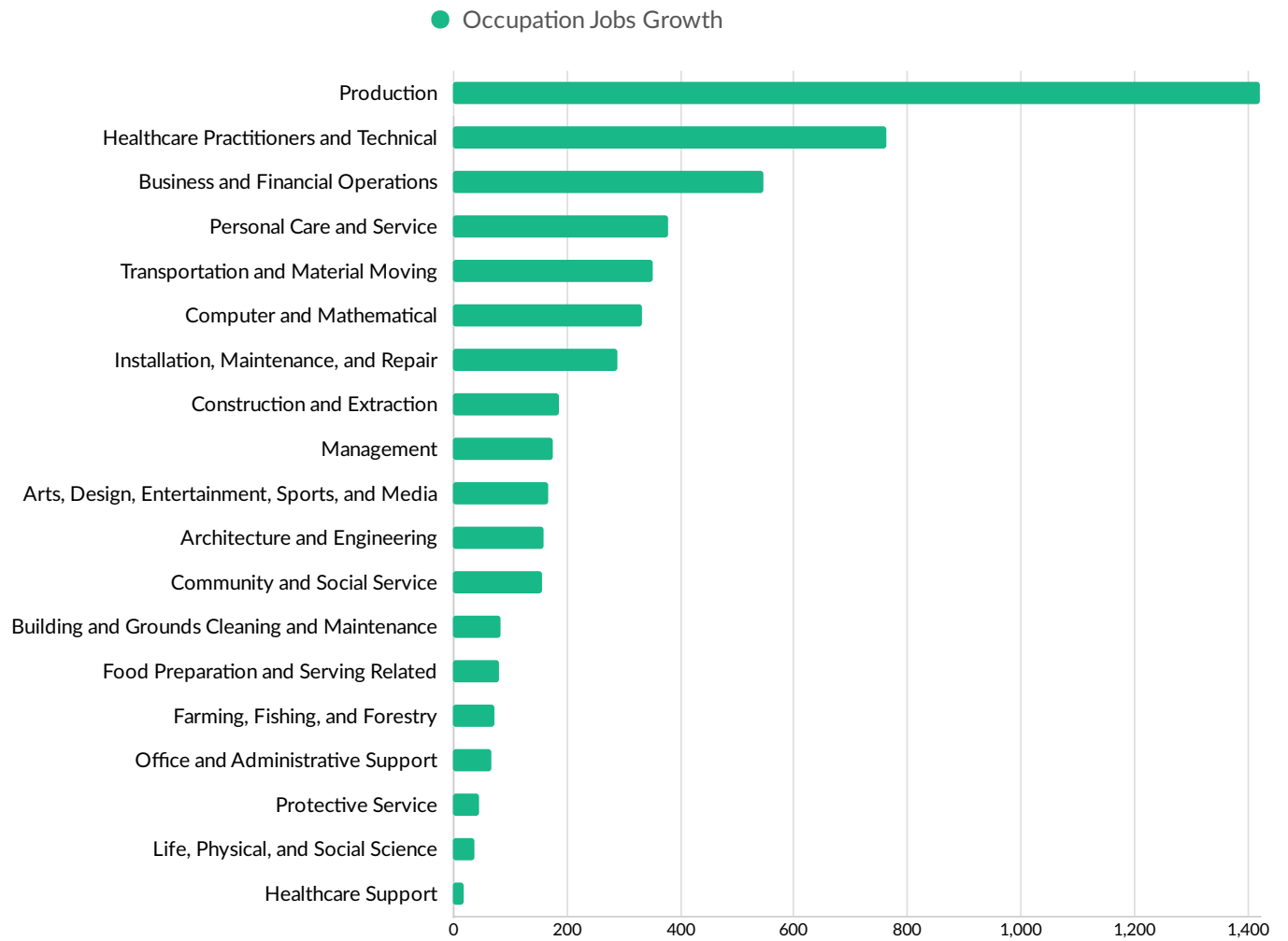
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

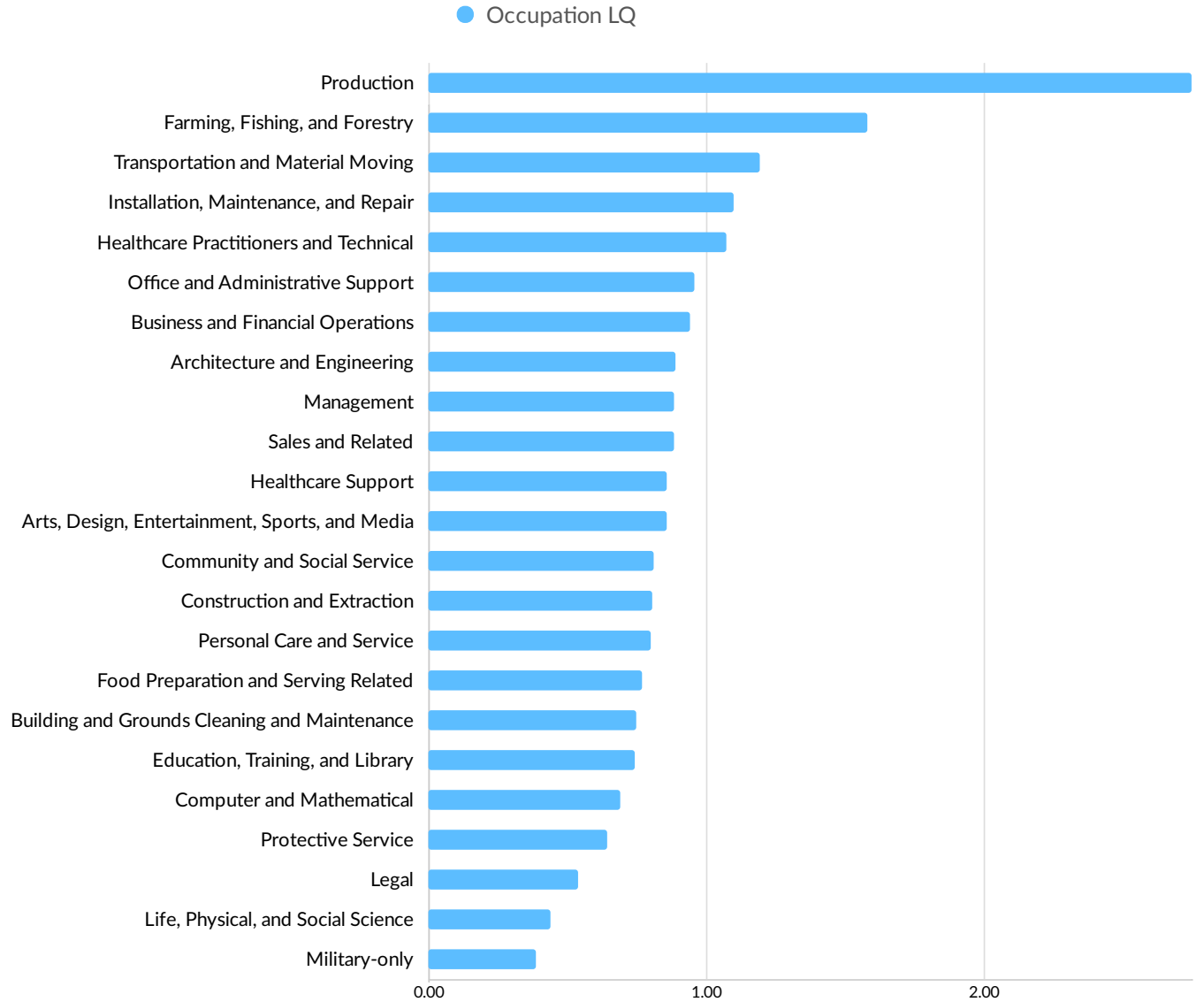
Largest Occupations



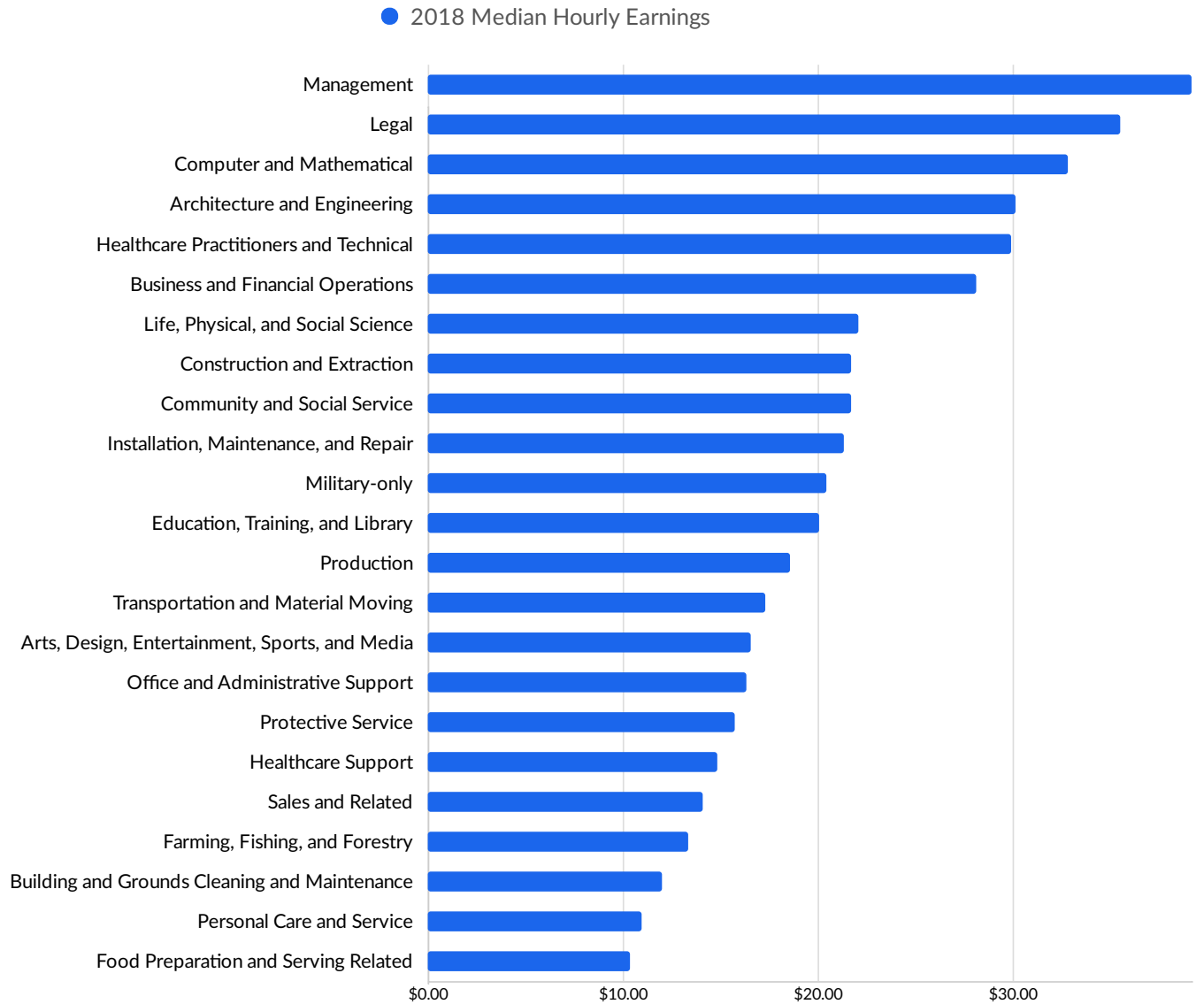
Top Growing Occupations



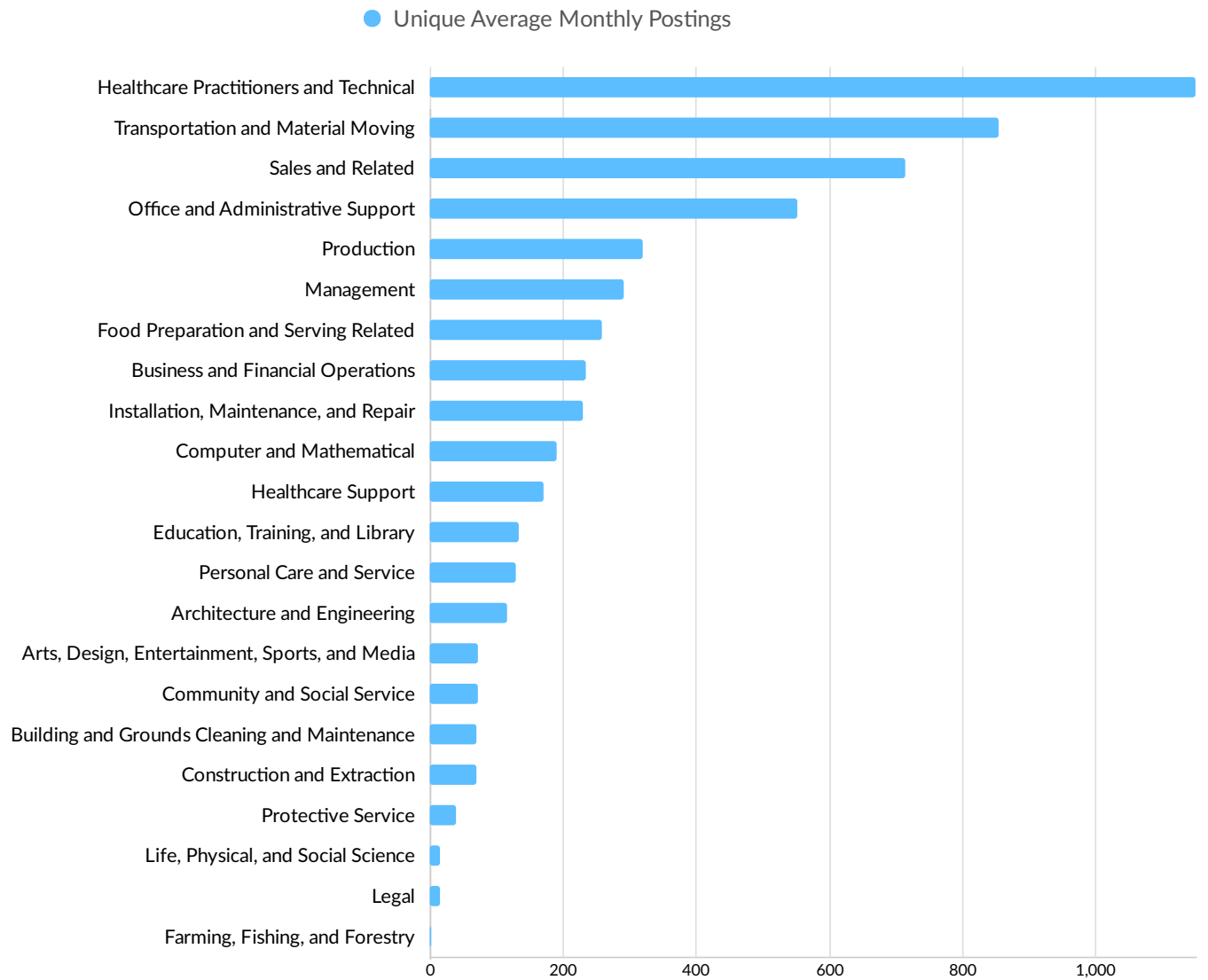
Top Occupation LQ



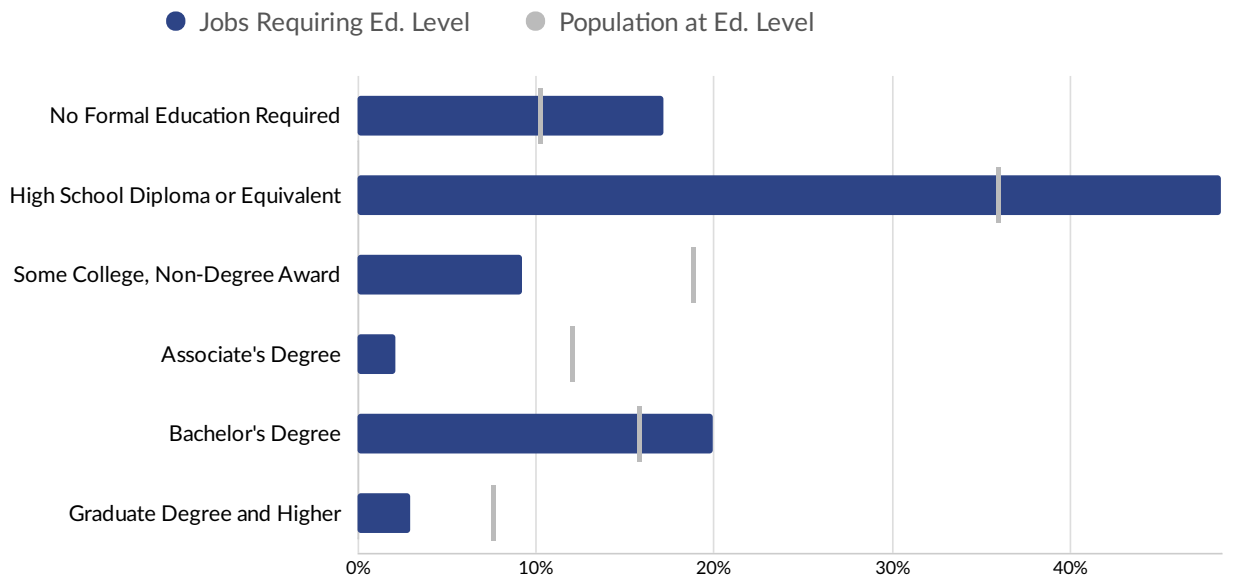
Top Occupation Earnings



Top Posted Occupations



Underemployment








Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Production	11,017	12,440	1,423	+13%	2.75	\$18.62	319
Office and Administrative Support	10,649	10,716	67	+1%	0.96	\$16.33	553
Sales and Related	6,990	6,773	-217	-3%	0.89	\$14.09	715
Transportation and Material Moving	5,954	6,306	352	+6%	1.19	\$17.34	855
Food Preparation and Serving Related	4,893	4,974	81	+2%	0.77	\$10.39	259
Healthcare Practitioners and Technical	3,864	4,628	764	+20%	1.07	\$29.96	1,151
Management	3,789	3,966	177	+5%	0.89	\$39.19	291
Business and Financial Operations	3,286	3,833	547	+17%	0.94	\$28.12	234
Installation, Maintenance, and Repair	3,055	3,344	289	+9%	1.10	\$21.34	231
Education, Training, and Library	3,255	3,246	-9	0%	0.74	\$20.09	133
Construction and Extraction	2,705	2,893	188	+7%	0.81	\$21.71	70
Personal Care and Service	2,348	2,728	380	+16%	0.80	\$10.98	129
Building and Grounds Cleaning and Maintenance	2,017	2,102	85	+4%	0.75	\$12.02	71
Healthcare Support	1,762	1,782	20	+1%	0.86	\$14.85	171
Computer and Mathematical	1,225	1,559	334	+27%	0.69	\$32.87	191
Arts, Design, Entertainment, Sports, and Media	1,051	1,218	167	+16%	0.86	\$16.54	72
Architecture and Engineering	1,010	1,169	159	+16%	0.89	\$30.15	117
Protective Service	1,076	1,121	45	+4%	0.65	\$15.75	40

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Community and Social Service	897	1,053	156	+17%	0.81	\$21.69	72
Farming, Fishing, and Forestry	837	910	73	+9%	1.58	\$13.33	2
Legal	350	349	-1	0%	0.54	\$35.55	16
Life, Physical, and Social Science	243	280	37	+15%	0.44	\$22.08	16
Military-only	201	183	-18	-9%	0.39	\$20.47	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

In-Demand Skills

