



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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Report Parameters

1 County

55073 Marathon County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

135,669

Population (2019)

Population **grew by 536** over the last 5 years and is projected to **grow by 865** over the next 5 years.

77,675

Total Regional Employment

Jobs **grew by 2,325** over the last 5 years and are projected to **grow by 1,856** over the next 5 years.

\$56.5K

Median Household Income (2017)

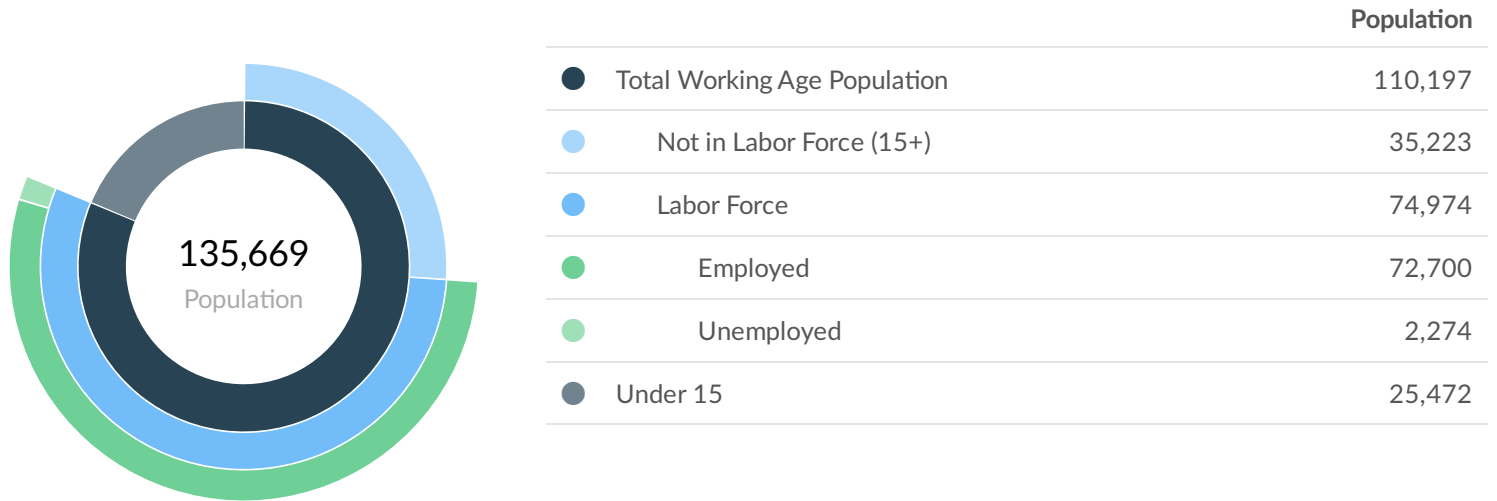
Median household income is **\$1.1K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **increased by 0.4%** since 2014, growing by 536. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 865.
- From 2014 to 2019, jobs **increased by 3.1%** in Marathon County, WI from 75,350 to **77,675**. This change **fell short of the national growth rate of 6.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 67.3% to 68.0% between 2014 and 2019**.
- Concerning educational attainment, **16.1% of Marathon County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **12.5% hold an Associate's Degree** (4.5% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.

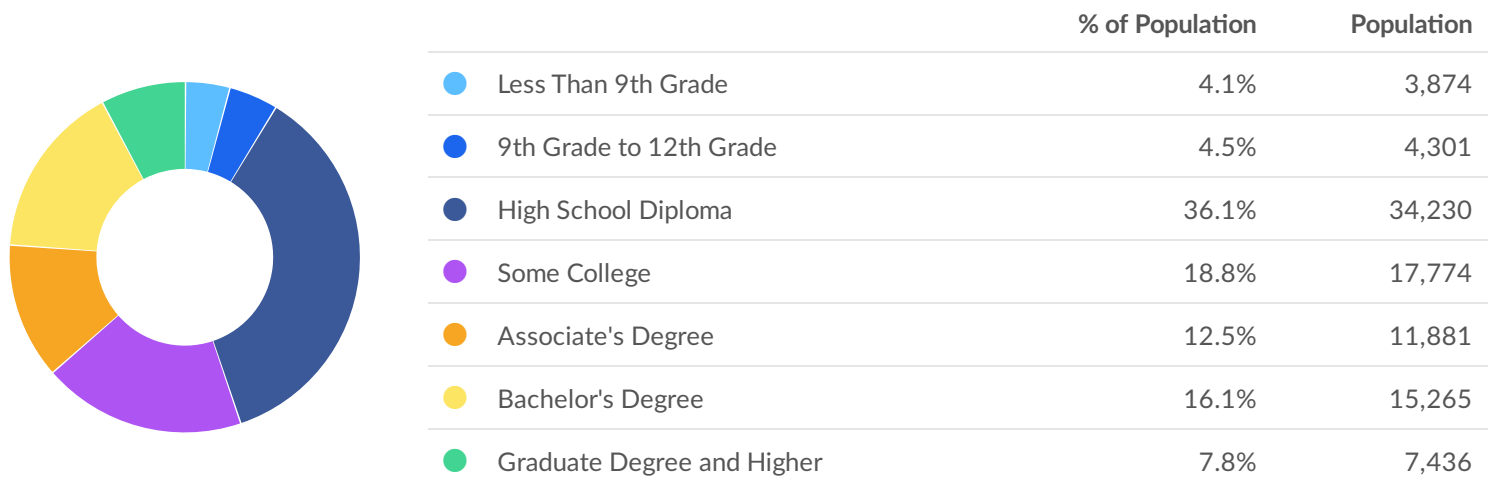
| | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 135,669 | 74,974 | 77,675 | 98.8 | \$7.82B | \$9.19B | \$9.52B |
| NCWRPC | 439,469 | 230,228 | 227,543 | 99.3 | \$22.12B | \$27.98B | \$27.03B |
| Wisconsin | 5,829,343 | 3,169,992 | 3,161,196 | 100.0 | \$327.99B | \$292.45B | \$319.01B |

2019 Labor Force Breakdown



Educational Attainment

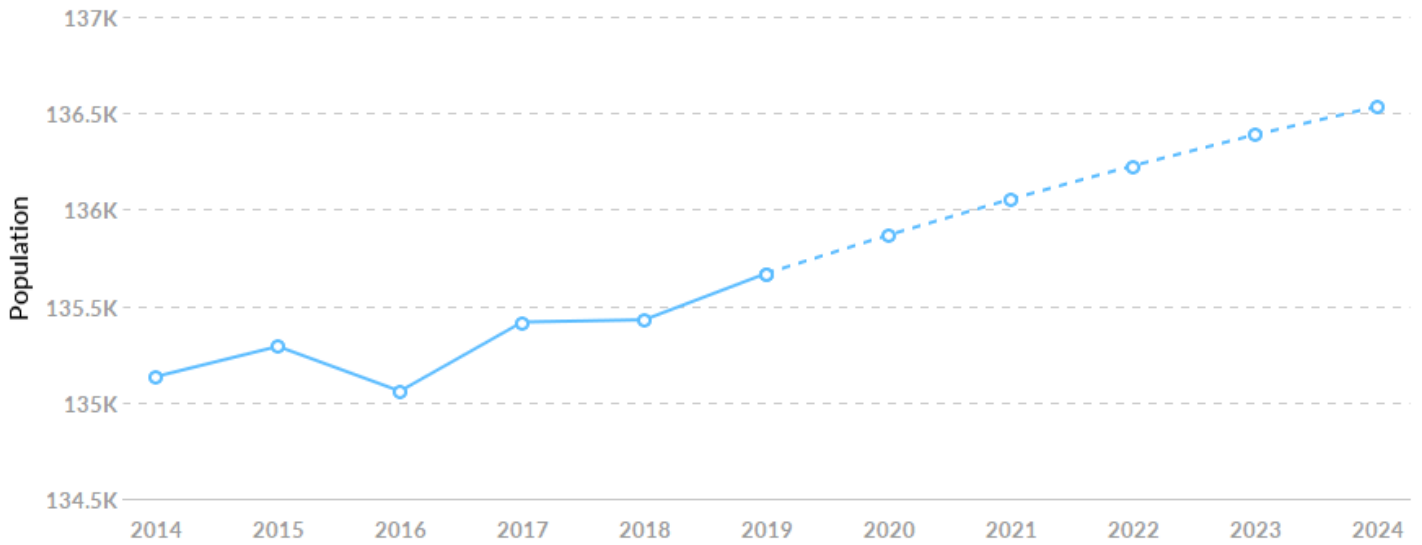
Concerning educational attainment, **16.1% of Marathon County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **12.5% hold an Associate's Degree** (4.5% above the national average).



Historic & Projected Trends

Population Trends

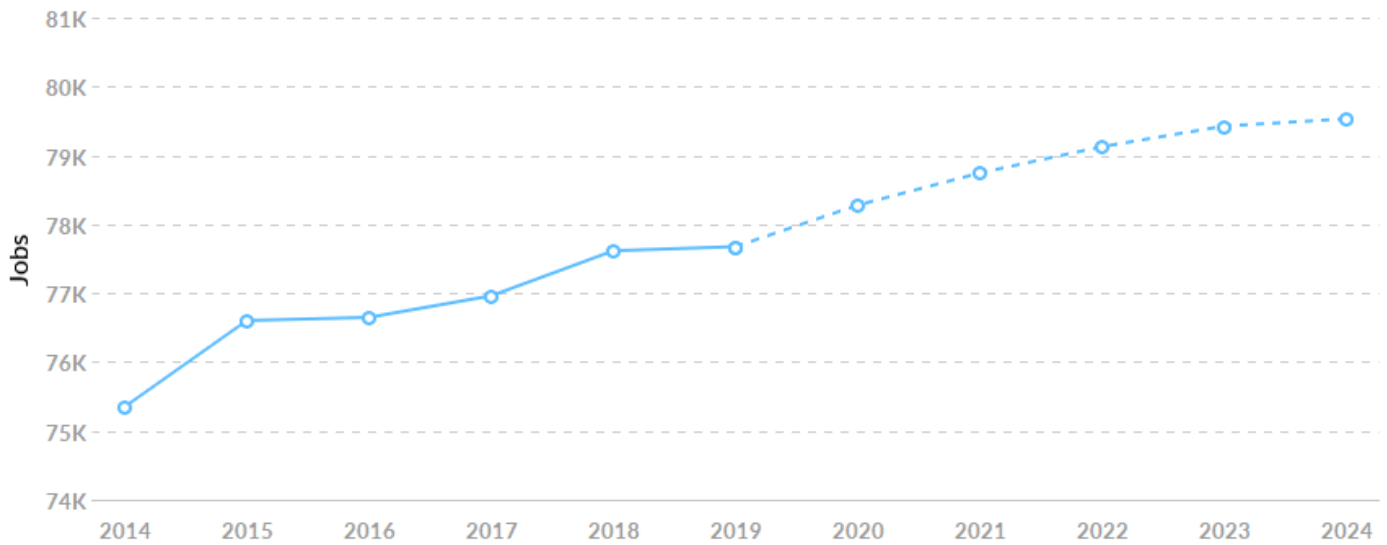
As of 2019 the region's population **increased by 0.4%** since 2014, growing by 536. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 865.



| Timeframe | Population |
|-----------|------------|
| 2014 | 135,133 |
| 2015 | 135,290 |
| 2016 | 135,058 |
| 2017 | 135,416 |
| 2018 | 135,428 |
| 2019 | 135,669 |
| 2020 | 135,868 |
| 2021 | 136,054 |
| 2022 | 136,227 |
| 2023 | 136,388 |
| 2024 | 136,534 |

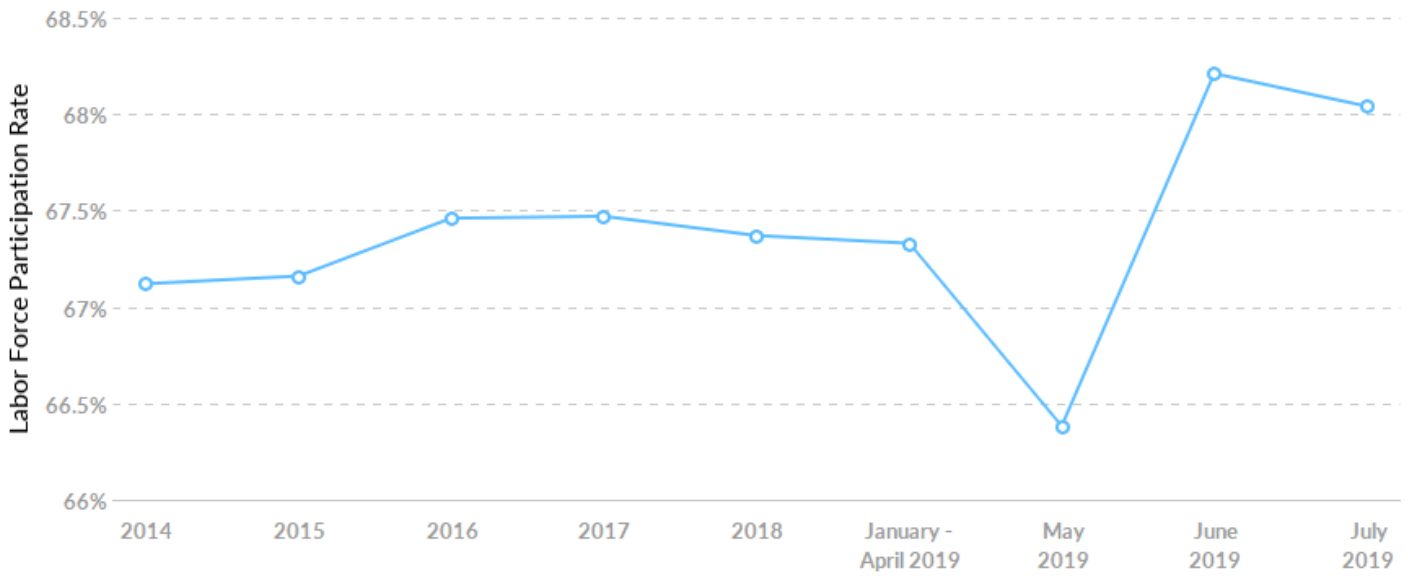
Job Trends

From 2014 to 2019, jobs increased by 3.1% in Marathon County, WI from 75,350 to 77,675. This change fell short of the national growth rate of 6.9% by 3.8%.



| Timeframe | Jobs |
|-----------|--------|
| 2014 | 75,350 |
| 2015 | 76,602 |
| 2016 | 76,648 |
| 2017 | 76,961 |
| 2018 | 77,615 |
| 2019 | 77,675 |
| 2020 | 78,278 |
| 2021 | 78,745 |
| 2022 | 79,127 |
| 2023 | 79,426 |
| 2024 | 79,531 |

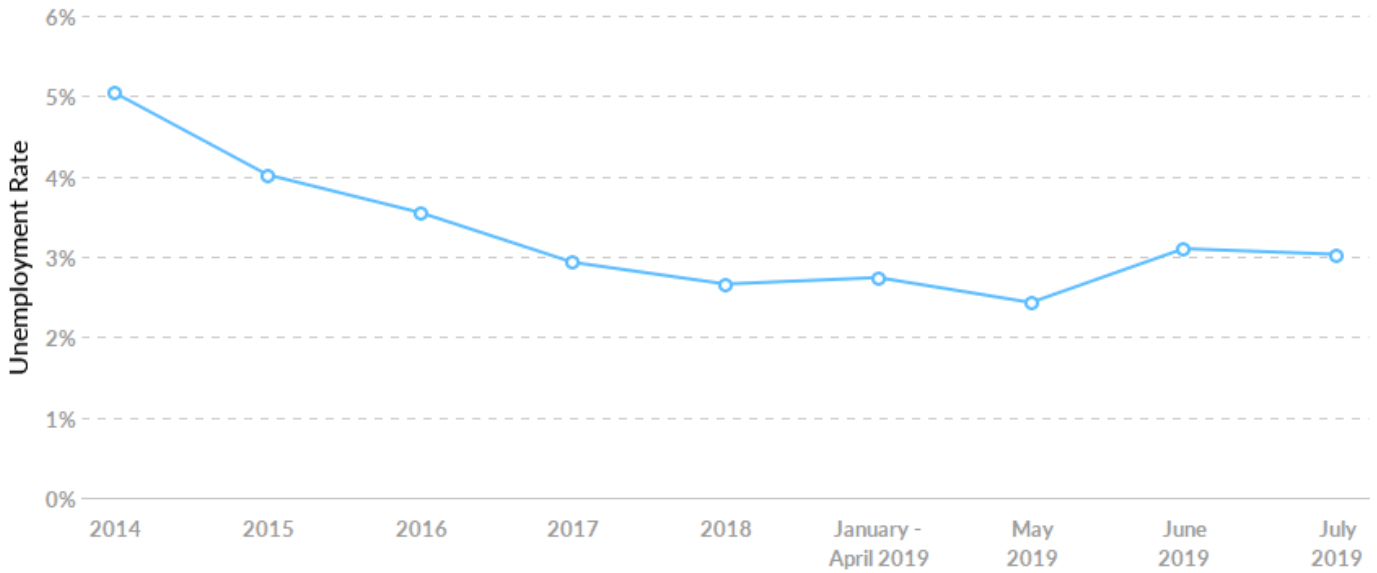
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2014 | 67.12% |
| 2015 | 67.16% |
| 2016 | 67.46% |
| 2017 | 67.47% |
| 2018 | 67.37% |
| January - April 2019 | 67.33% |
| May 2019 | 66.38% |
| June 2019 | 68.21% |
| July 2019 | 68.04% |

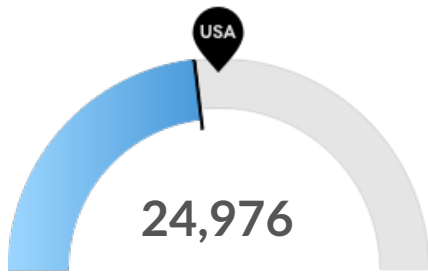
Unemployment Rate Trends

Marathon County, WI had a July 2019 unemployment rate of 3.03%, **decreasing from 5.04%** 5 years before.



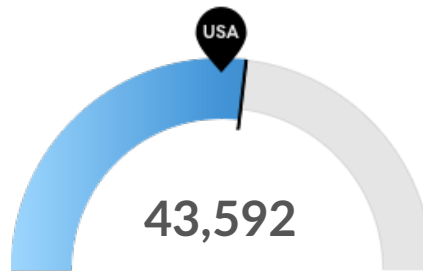
| Timeframe | Unemployment Rate |
|----------------------|-------------------|
| 2014 | 5.04% |
| 2015 | 4.02% |
| 2016 | 3.55% |
| 2017 | 2.93% |
| 2018 | 2.66% |
| January - April 2019 | 2.74% |
| May 2019 | 2.43% |
| June 2019 | 3.10% |
| July 2019 | 3.03% |

Population Characteristics



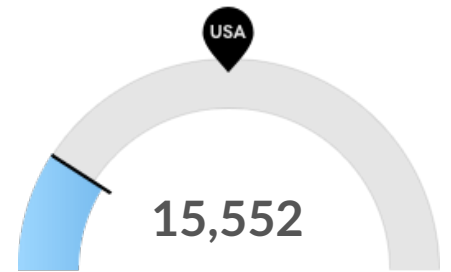
Millennials

Marathon County, WI has 24,976 millennials (ages 25-39). The national average for an area this size is 27,842.



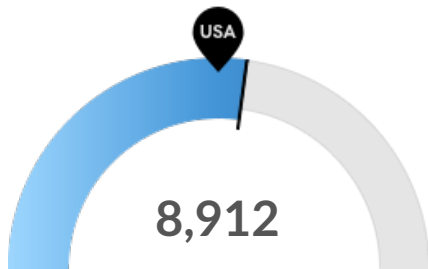
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 39,202 people 55 or older, while there are 43,592 here.



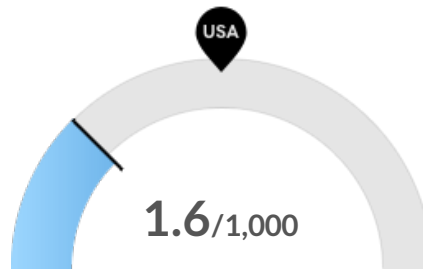
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 53,655 racially diverse people, while there are 15,552 here.



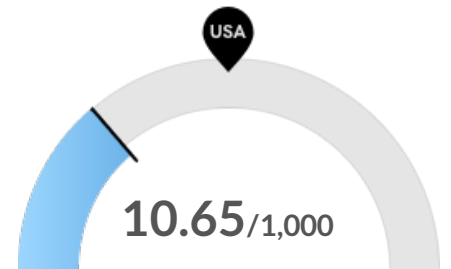
Veterans

Marathon County, WI has 8,912 veterans. The national average for an area this size is 7,888.



Violent Crime

Marathon County, WI has 1.6 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

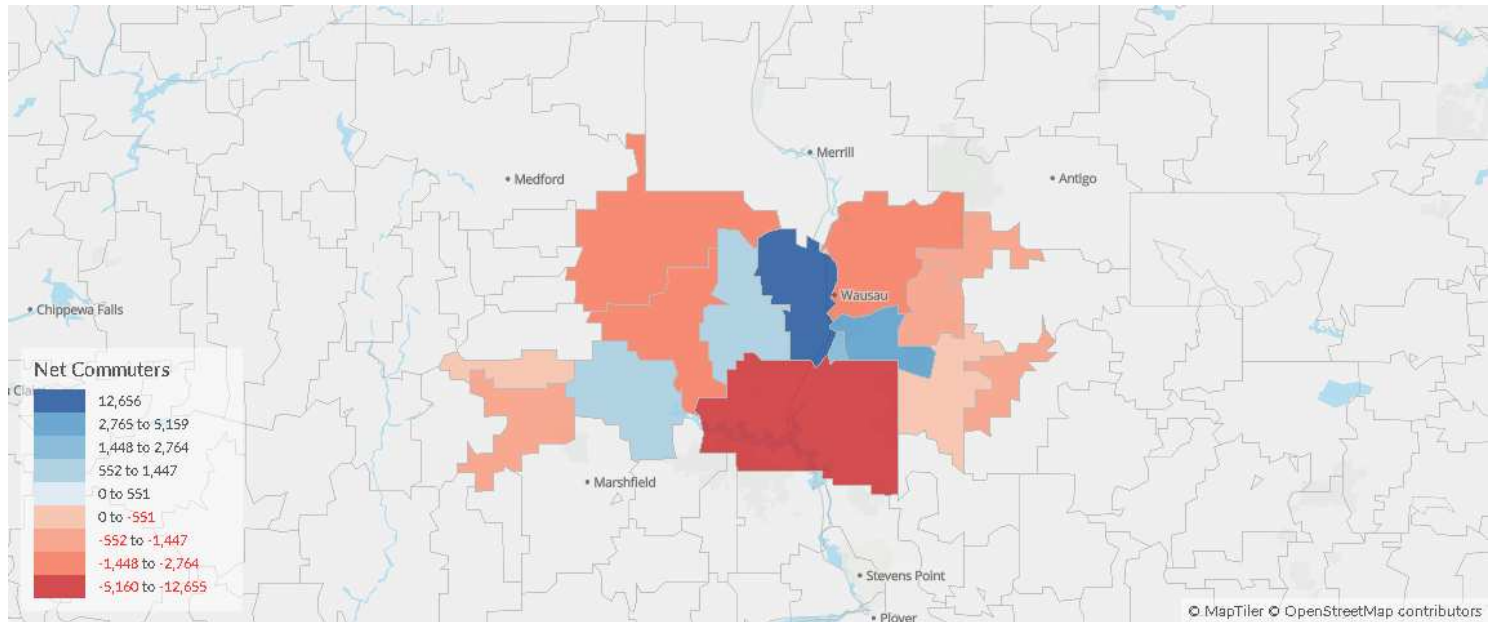


Property Crime

Marathon County, WI has 10.65 property crimes per 1,000 people. The national rate is 22.98 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

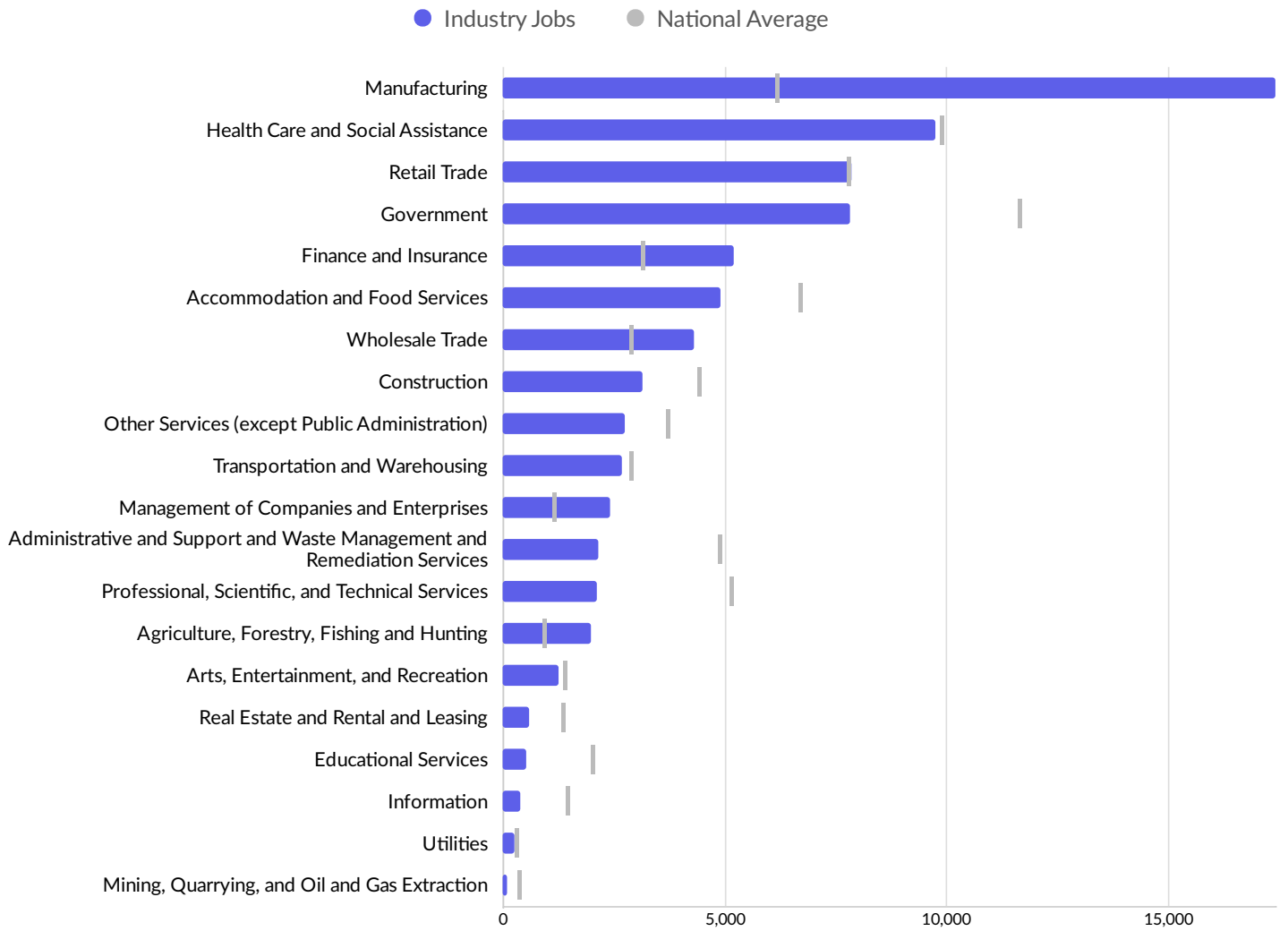
| ZIP | Name | 2019 Employment |
|-------|-----------------------------|-----------------|
| 54401 | Wausau, WI (in Marath... | 29,621 |
| 54476 | Schofield, WI (in Marath... | 13,523 |
| 54403 | Wausau, WI (in Marath... | 10,760 |
| 54455 | Mosinee, WI (in Marath... | 6,353 |
| 54474 | Rothschild, WI (in Mara... | 4,625 |

Where Talent Lives

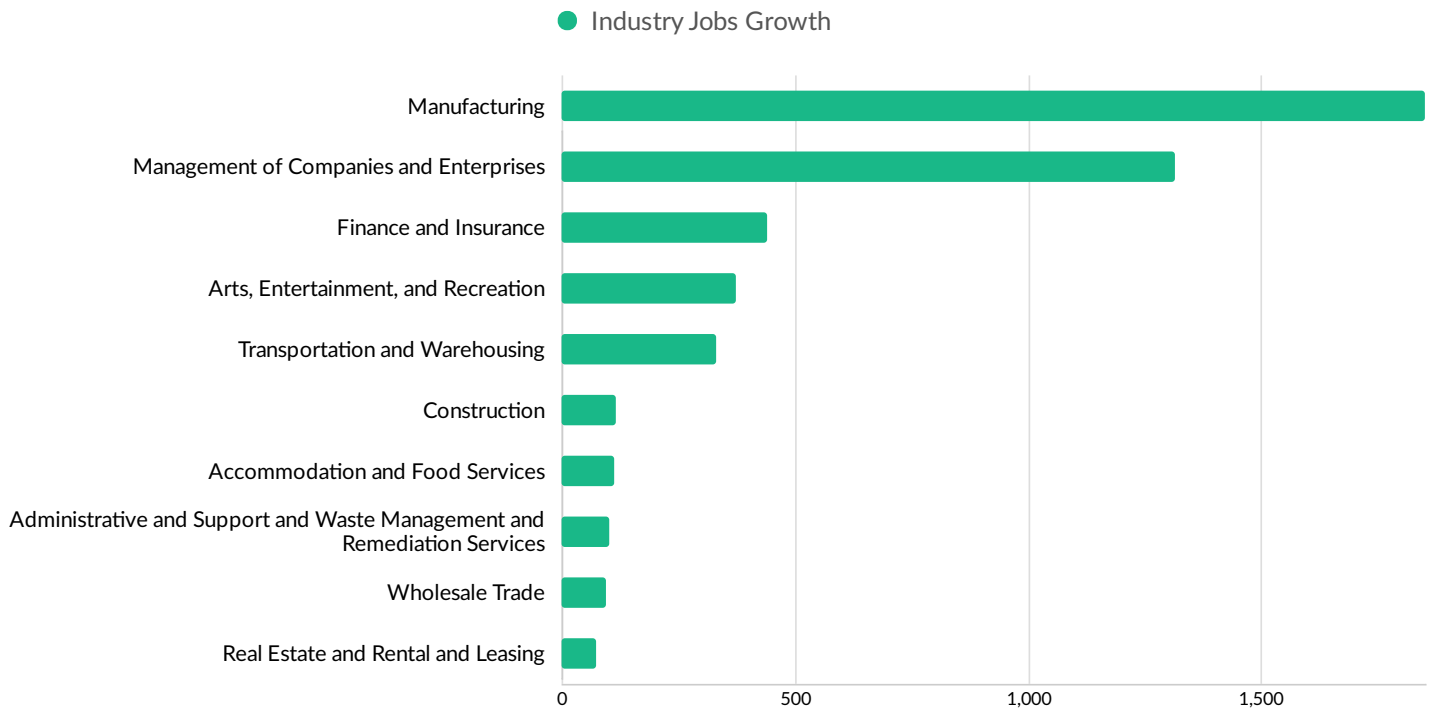
| ZIP | Name | 2019 Workers |
|-------|-----------------------------|--------------|
| 54401 | Wausau, WI (in Marath... | 16,965 |
| 54403 | Wausau, WI (in Marath... | 12,728 |
| 54455 | Mosinee, WI (in Marath... | 11,513 |
| 54476 | Schofield, WI (in Marath... | 10,758 |
| 54474 | Rothschild, WI (in Mara... | 2,791 |

Industry Characteristics

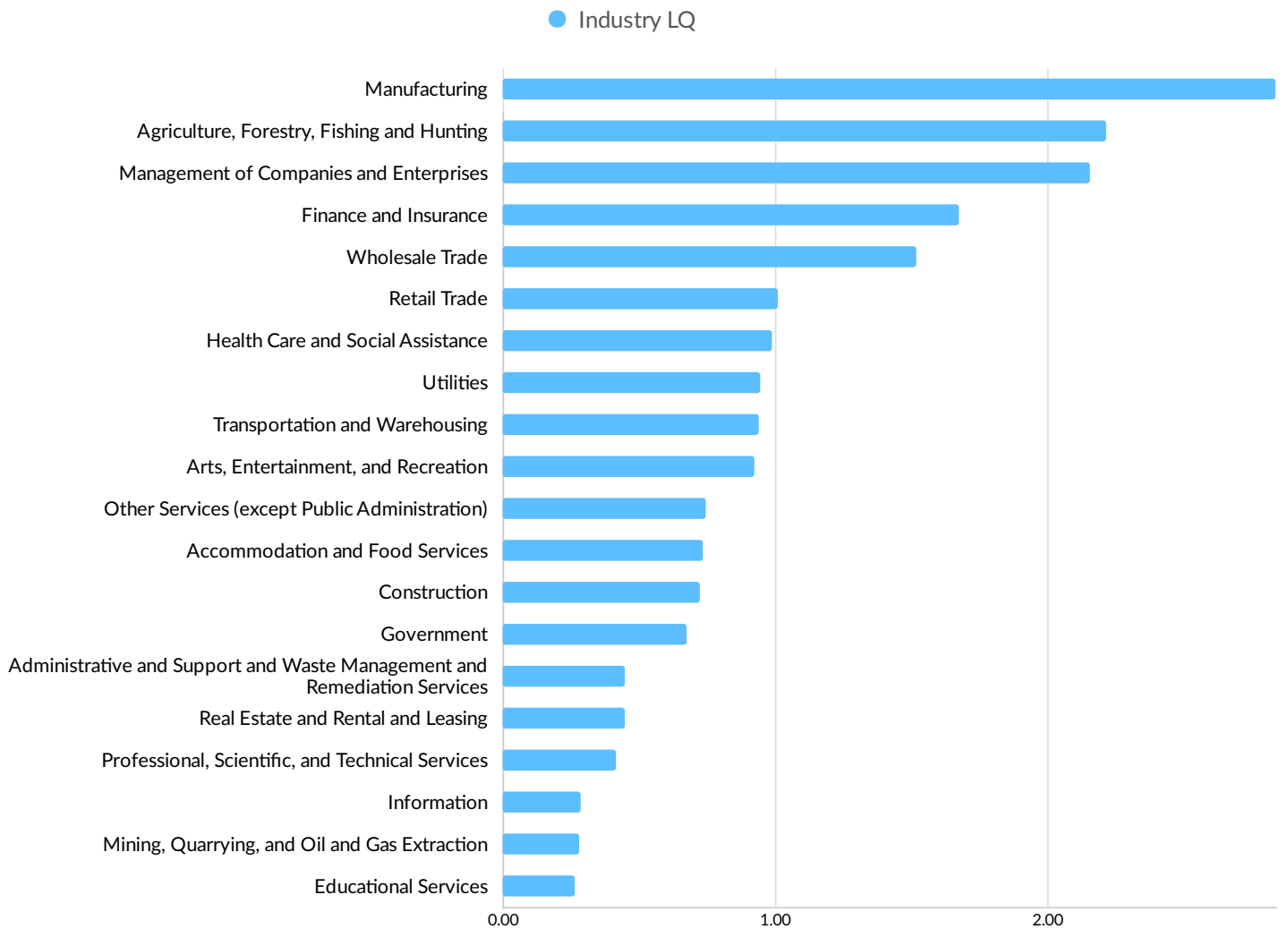
Largest Industries



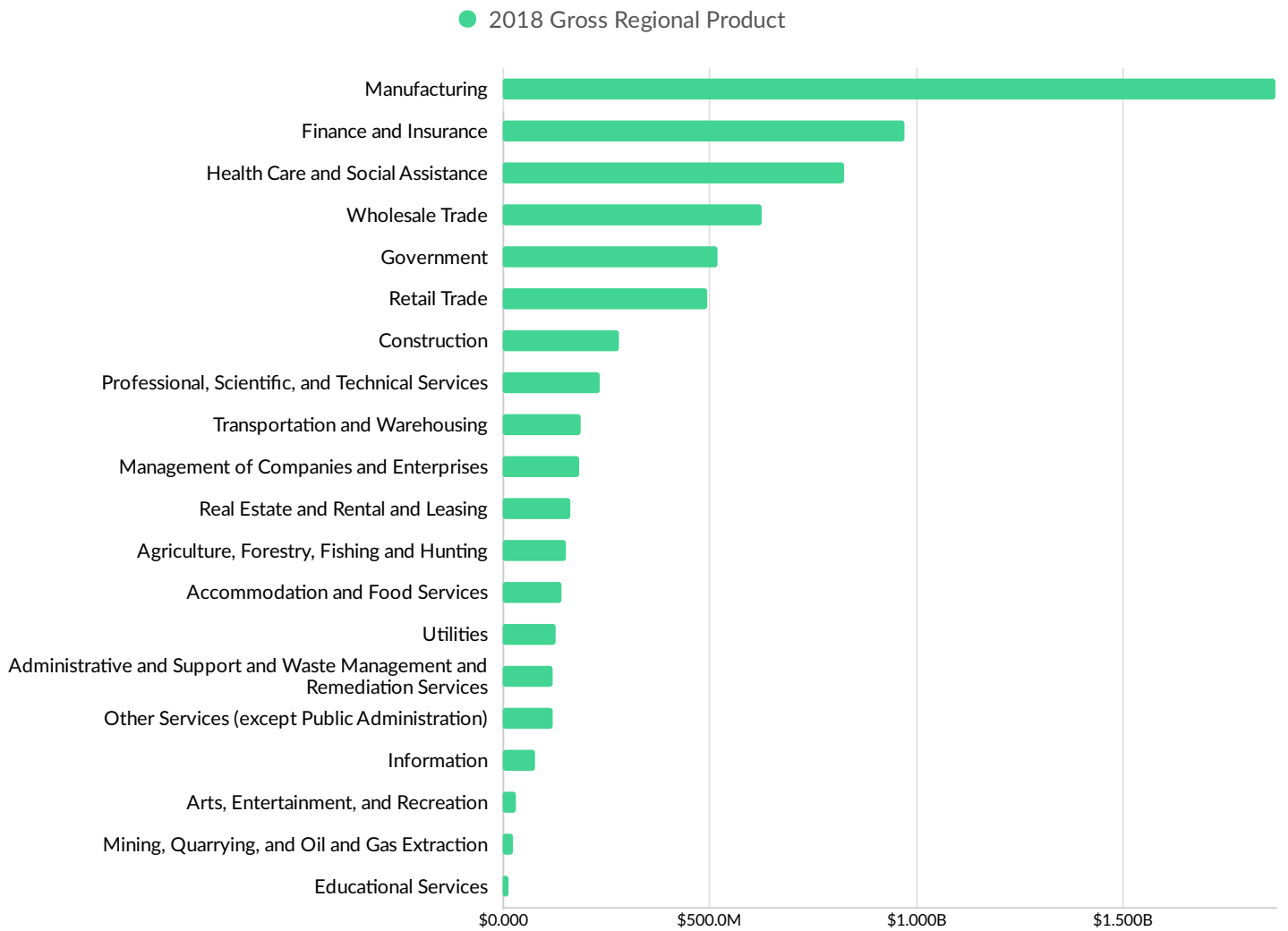
Top Growing Industries



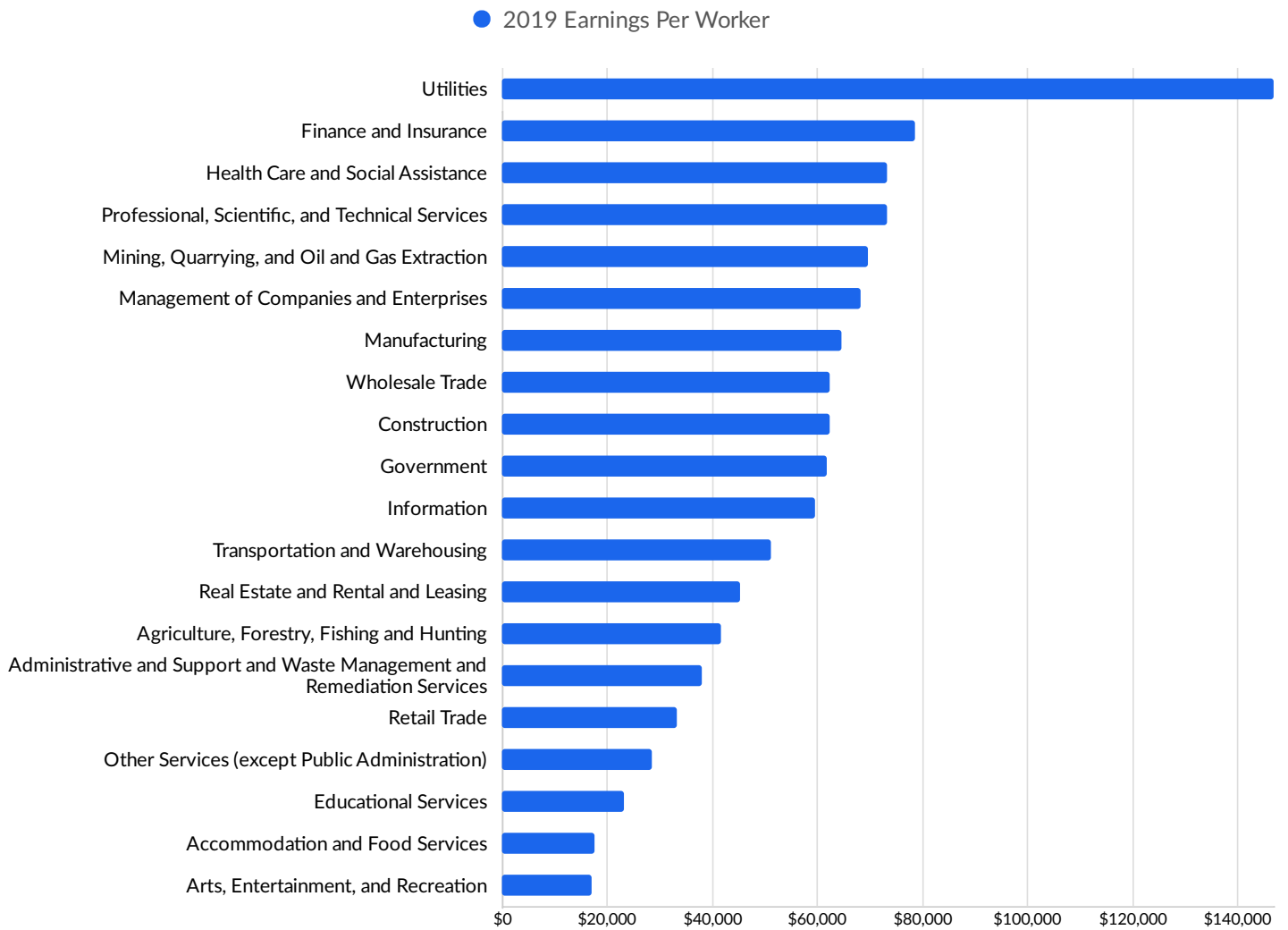
Top Industry LQ



Top Industry GRP



Top Industry Earnings























| Industry | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2019 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 15,574 | 17,425 | 1,851 | +12% | 2.84 | \$64,608 | \$1.87B |
| Health Care and Social Assistance | 10,046 | 9,743 | -303 | -3% | 0.99 | \$73,245 | \$827.17M |
| Retail Trade | 9,334 | 7,855 | -1,479 | -16% | 1.01 | \$33,357 | \$493.35M |
| Government | 7,902 | 7,821 | -81 | -1% | 0.67 | \$61,894 | \$520.68M |
| Finance and Insurance | 4,769 | 5,210 | 441 | +9% | 1.67 | \$78,533 | \$970.18M |
| Accommodation and Food Services | 4,787 | 4,899 | 112 | +2% | 0.73 | \$17,537 | \$143.11M |
| Wholesale Trade | 4,230 | 4,324 | 94 | +2% | 1.52 | \$62,305 | \$626.30M |
| Construction | 3,047 | 3,162 | 115 | +4% | 0.72 | \$62,277 | \$280.73M |
| Other Services (except Public Administration) | 2,999 | 2,740 | -259 | -9% | 0.74 | \$28,594 | \$122.44M |
| Transportation and Warehousing | 2,361 | 2,692 | 331 | +14% | 0.94 | \$51,090 | \$189.77M |
| Management of Companies and Enterprises | 1,093 | 2,408 | 1,315 | +120% | 2.15 | \$68,150 | \$186.10M |
| Administrative and Support and Waste Management and Remediation Services | 2,059 | 2,163 | 104 | +5% | 0.45 | \$37,964 | \$122.58M |
| Professional, Scientific, and Technical Services | 2,206 | 2,128 | -78 | -4% | 0.42 | \$73,242 | \$236.35M |
| Agriculture, Forestry, Fishing and Hunting | 2,142 | 1,989 | -153 | -7% | 2.21 | \$41,801 | \$153.97M |
| Arts, Entertainment, and Recreation | 875 | 1,250 | 375 | +43% | 0.93 | \$17,098 | \$30.92M |
| Real Estate and Rental and Leasing | 514 | 587 | 73 | +14% | 0.45 | \$45,255 | \$163.44M |
| Educational Services | 593 | 532 | -61 | -10% | 0.27 | \$23,215 | \$15.41M |
| Information | 443 | 404 | -39 | -9% | 0.29 | \$59,551 | \$77.84M |
| Utilities | 276 | 250 | -26 | -9% | 0.94 | \$146,931 | \$129.18M |
| Mining, Quarrying, and Oil and Gas Extraction | 99 | 93 | -6 | -6% | 0.28 | \$69,786 | \$26.15M |

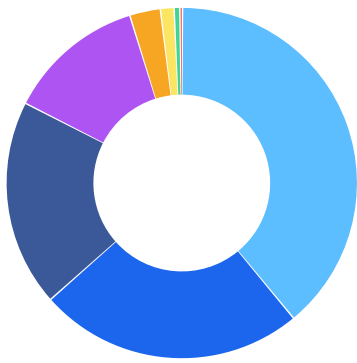
Business Characteristics

16,169 Companies Employ Your Workers

Online profiles for your workers mention 16,169 companies as employers, with the top 10 appearing below. In the last 12 months, 2,665 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. | 1,645  | Aspirus Wausau Hospital, Inc. | 1,459  |
| Marshfield Clinic | 1,026  | Remedy Intelligent Staffing | 765  |
| Greenheck Fan Corporation | 655  | Eatstreet | 727  |
| Foot Locker, Inc. | 580  | HealthCare Employment Netwo... | 566  |
| Liberty Mutual Insurance Comp... | 560  | Ascension Health | 511  |
| Wausau School District | 552  | Marshfield Clinic | 508  |
| Ministry Health Care, Inc. | 460  | Foot Locker, Inc. | 402  |
| Sentry Insurance | 450  | Platinum Supplemental Insuranc... | 387  |
| University of Wisconsin Stevens... | 448  | Unitedhealth Group Incorporated | 338  |
| Unitedhealth Group Incorporated | 422  | Roehl Transport, Inc. | 311  |

Business Size

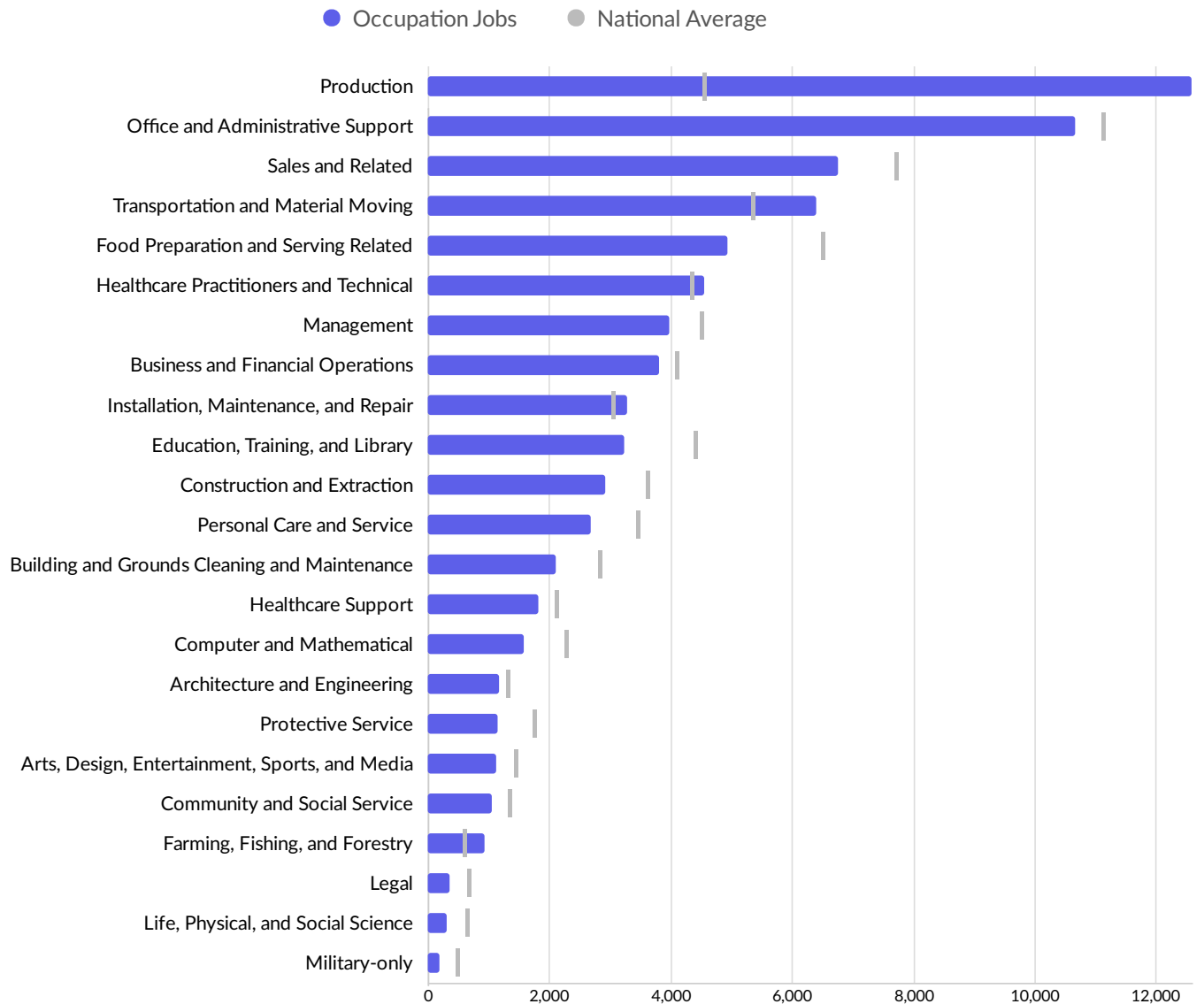


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 38.9% | 2,075 |
| 5 to 9 employees | 24.4% | 1,303 |
| 10 to 19 employees | 19.1% | 1,016 |
| 20 to 49 employees | 12.7% | 677 |
| 50 to 99 employees | 2.8% | 151 |
| 100 to 249 employees | 1.3%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

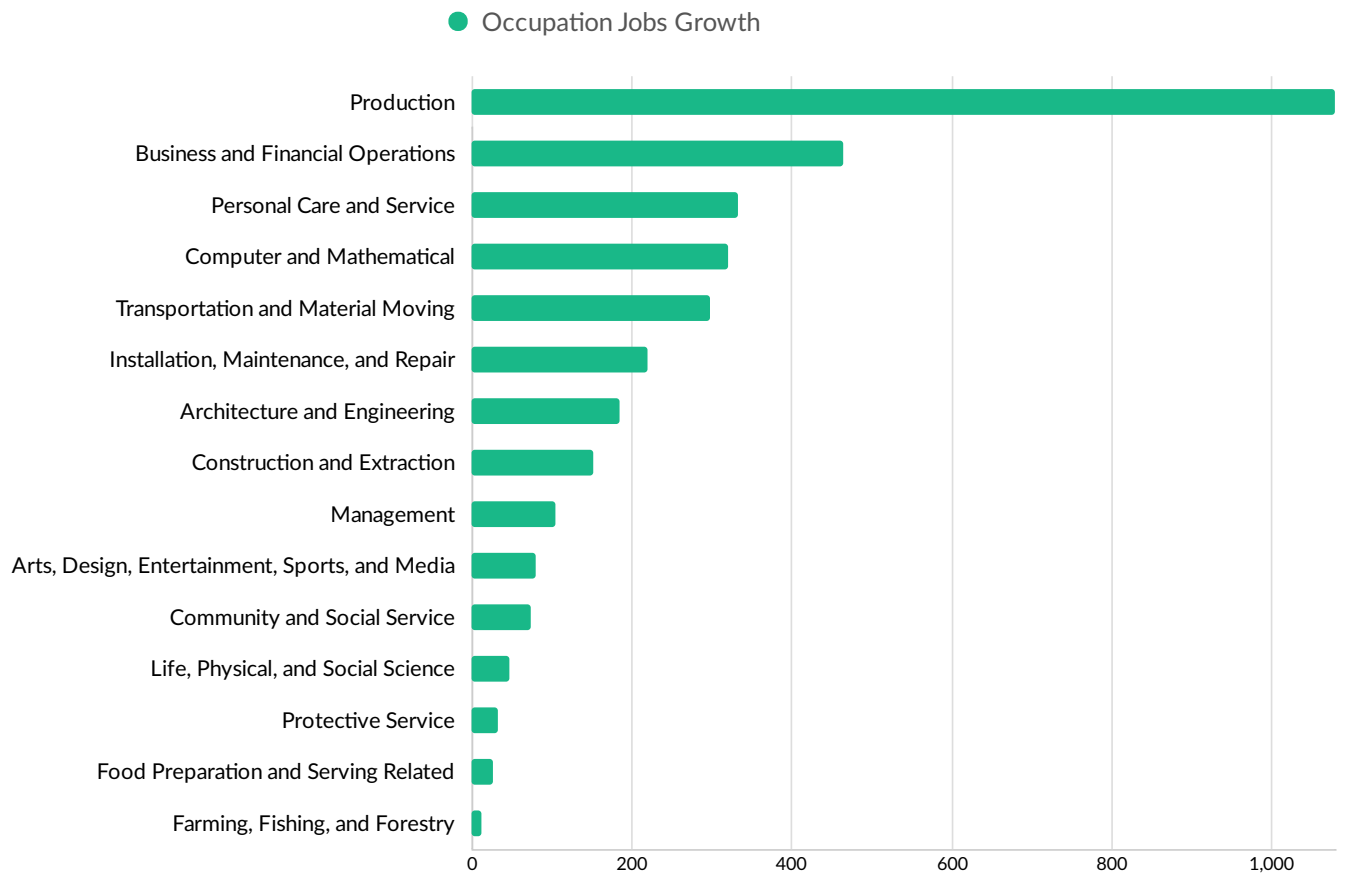
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

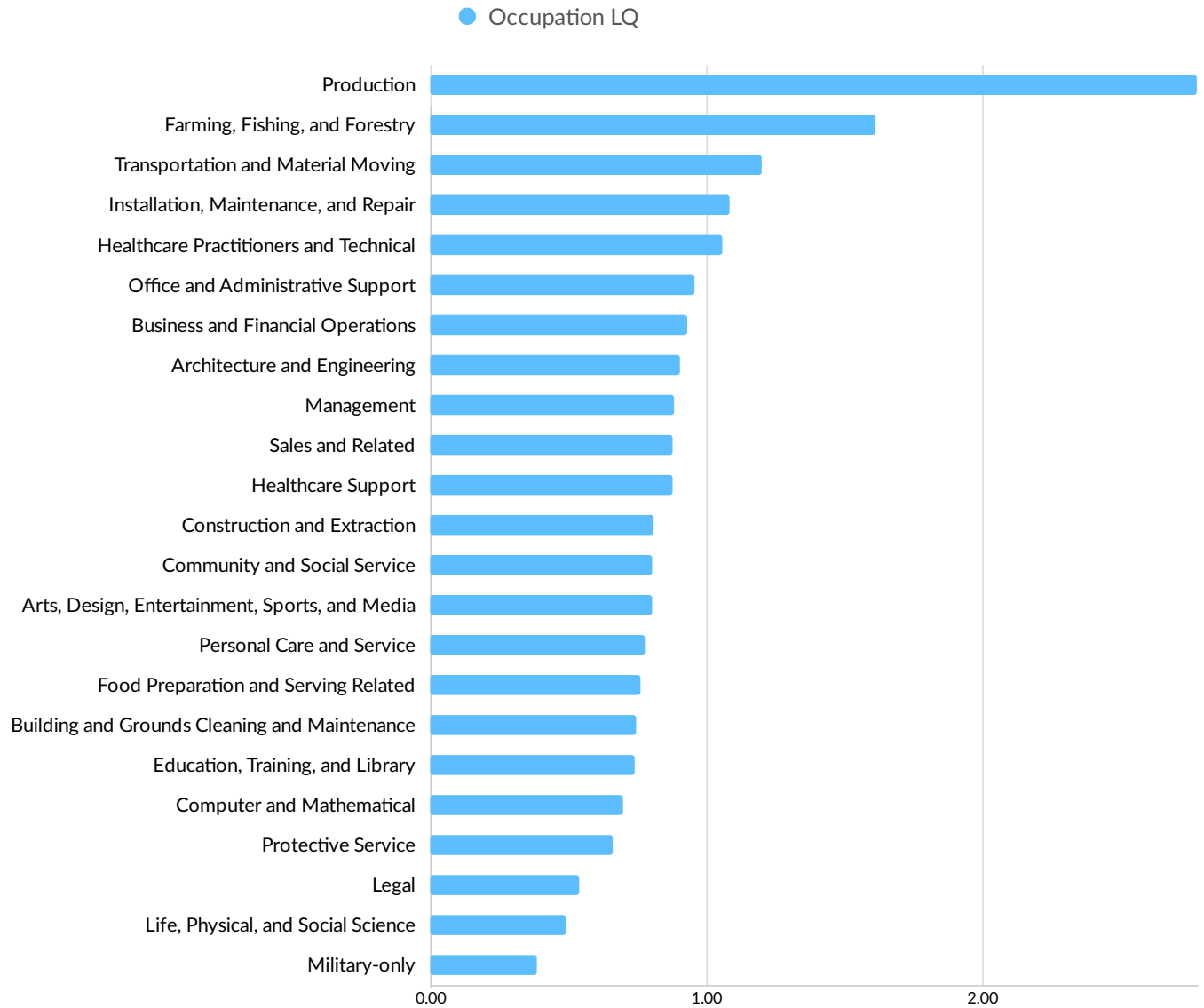
Largest Occupations



Top Growing Occupations



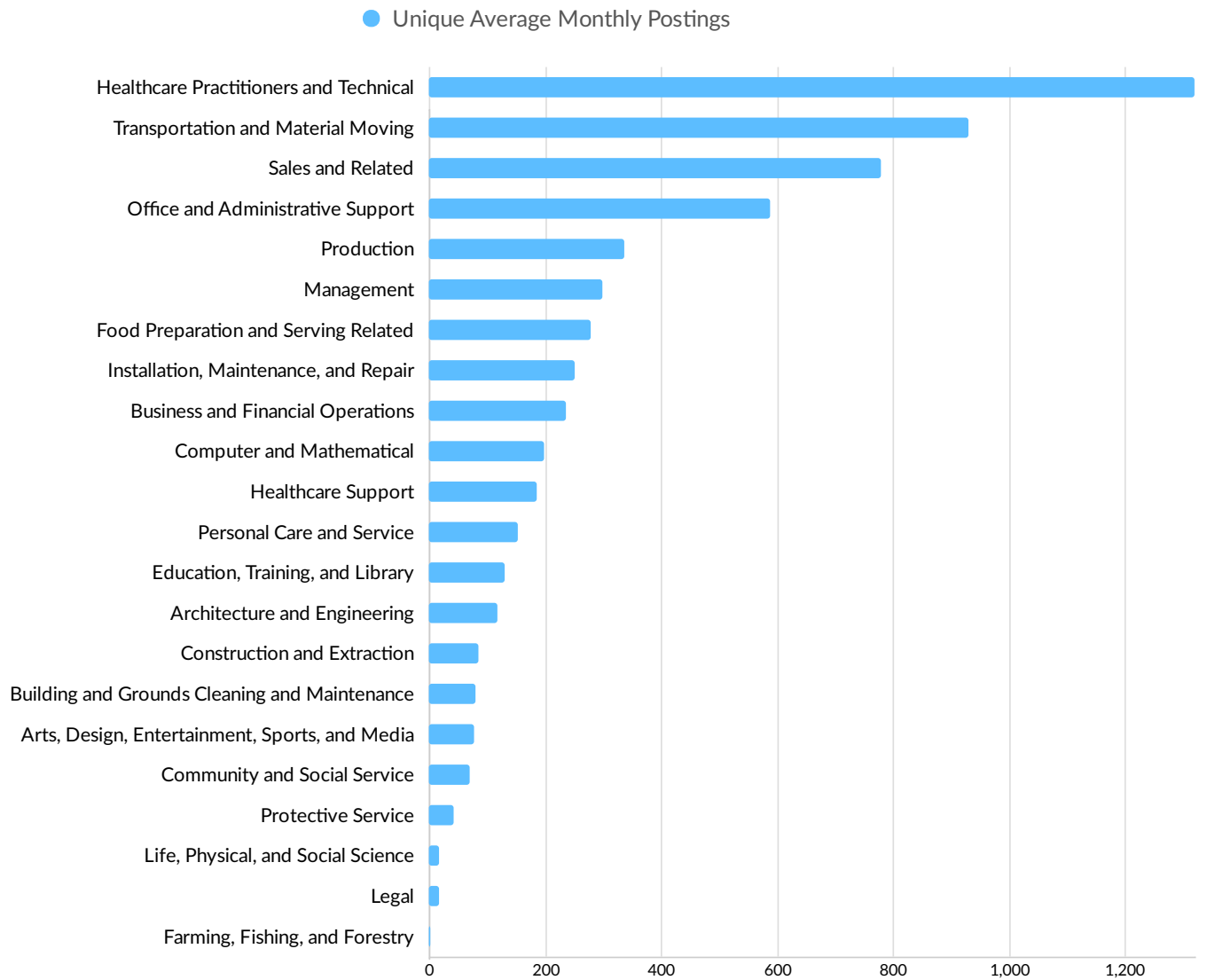
Top Occupation LQ



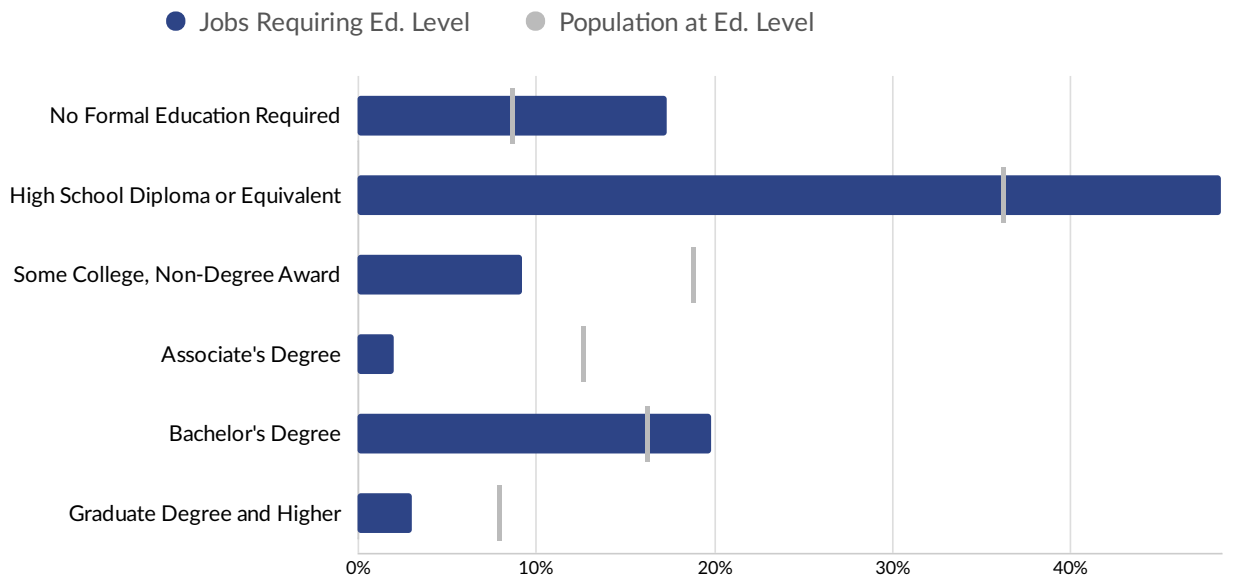
Top Occupation Earnings



Top Posted Occupations



Underemployment








| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Nov 2018 - Oct 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Production | 11,511 | 12,591 | 1,080 | +9% | 2.78 | \$18.66 | 336 |
| Office and Administrative Support | 11,087 | 10,664 | -423 | -4% | 0.96 | \$16.28 | 589 |
| Sales and Related | 7,047 | 6,774 | -273 | -4% | 0.88 | \$14.03 | 780 |
| Transportation and Material Moving | 6,117 | 6,415 | 298 | +5% | 1.20 | \$17.36 | 931 |
| Food Preparation and Serving Related | 4,923 | 4,949 | 26 | +1% | 0.76 | \$10.35 | 278 |
| Healthcare Practitioners and Technical | 4,672 | 4,564 | -108 | -2% | 1.06 | \$29.91 | 1,320 |
| Management | 3,866 | 3,971 | 105 | +3% | 0.89 | \$39.32 | 299 |
| Business and Financial Operations | 3,342 | 3,806 | 464 | +14% | 0.93 | \$28.00 | 236 |
| Installation, Maintenance, and Repair | 3,074 | 3,295 | 221 | +7% | 1.09 | \$21.30 | 251 |
| Education, Training, and Library | 3,314 | 3,249 | -65 | -2% | 0.74 | \$20.63 | 130 |
| Construction and Extraction | 2,763 | 2,915 | 152 | +6% | 0.81 | \$21.86 | 85 |
| Personal Care and Service | 2,351 | 2,685 | 334 | +14% | 0.78 | \$11.00 | 152 |
| Building and Grounds Cleaning and Maintenance | 2,137 | 2,109 | -28 | -1% | 0.75 | \$12.04 | 81 |
| Healthcare Support | 2,028 | 1,830 | -198 | -10% | 0.88 | \$14.96 | 187 |
| Computer and Mathematical | 1,254 | 1,574 | 320 | +26% | 0.70 | \$33.88 | 199 |
| Architecture and Engineering | 995 | 1,180 | 185 | +19% | 0.91 | \$30.14 | 118 |
| Protective Service | 1,110 | 1,143 | 33 | +3% | 0.66 | \$15.54 | 42 |
| Arts, Design, Entertainment, Sports, and Media | 1,053 | 1,134 | 81 | +8% | 0.80 | \$16.63 | 79 |

| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Nov 2018 - Oct 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Community and Social Service | 982 | 1,056 | 74 | +8% | 0.81 | \$21.43 | 71 |
| Farming, Fishing, and Forestry | 923 | 935 | 12 | +1% | 1.62 | \$12.87 | 3 |
| Legal | 350 | 348 | -2 | -1% | 0.54 | \$36.26 | 18 |
| Life, Physical, and Social Science | 261 | 308 | 47 | +18% | 0.49 | \$20.24 | 18 |
| Military-only | 189 | 181 | -8 | -4% | 0.39 | \$20.47 | 0 |

Educational Pipeline

In 2018, there were 2,241 graduates in Marathon County, WI. This pipeline has grown by 29% 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 (2018) | Graduate Trend (2014 - 2018) |
|-------------------------------------|--|---|
| Northcentral Technical College | 2,201  |  |
| State College of Beauty Culture Inc | 40  |  |
| Globe University-Wausau | 0 |  |

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

In-Demand Skills

