



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

# Contents

Report Parameters .....	1
Economy Overview .....	2
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Business Characteristics .....	16
Workforce Characteristics .....	18
Educational Pipeline .....	26
In-Demand Skills .....	27

## 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.

**77,780**

**Total Regional Employment**

Jobs **grew by 2,490** over the last 5 years and are projected to **grow by 1,688** over the next 5 years.

**\$59.5K**

**Median Household Income (2018)**

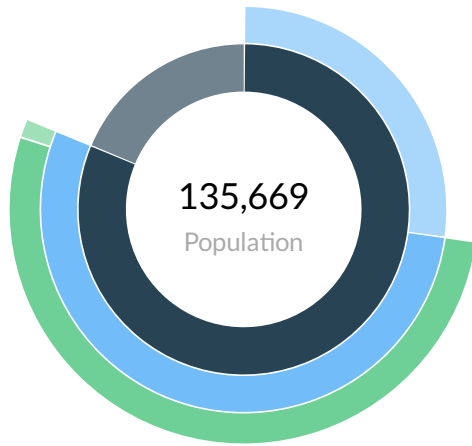
Median household income is **\$750 below** the national median household income of \$60.3K.

## 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 3.3%** in Marathon County, WI from 75,290 to **77,780**. This change **fell short of the national growth rate of 7.3% by 4.0%**. As the number of jobs increased, the **labor force participation rate decreased from 67.4% to 66.6% 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	73,385	77,780	98.8	\$7.94B	\$9.69B	\$9.94B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

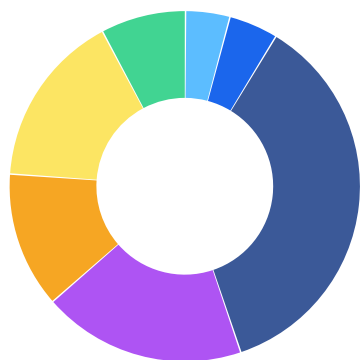
## 2019 Labor Force Breakdown



	Population
● Total Working Age Population	110,197
● Not in Labor Force (15+)	36,812
● Labor Force	73,385
● Employed	71,607
● Unemployed	1,778
● Under 15	25,472

## 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).

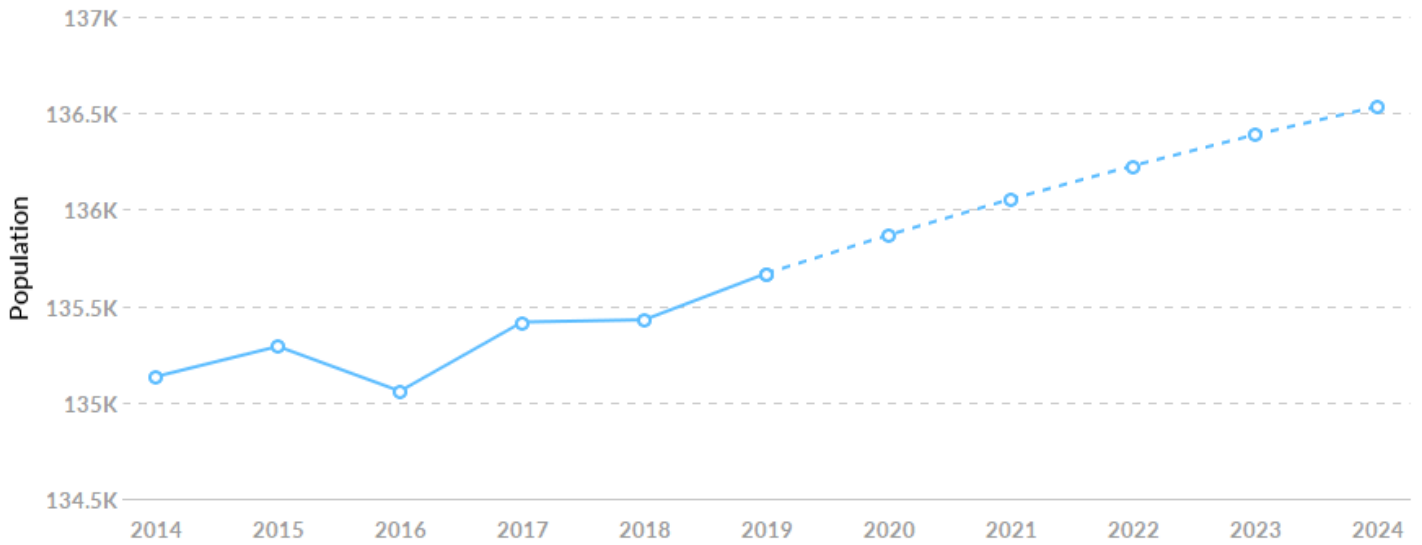


	% of Population	Population
● Less Than 9th Grade	4.1%	3,874
● 9th Grade to 12th Grade	4.5%	4,301
● High School Diploma	36.1%	34,230
● Some College	18.8%	17,774
● Associate's Degree	12.5%	11,881
● Bachelor's Degree	16.1%	15,265
● Graduate Degree and Higher	7.8%	7,436

# Historic & Projected Trends

## Population Trends

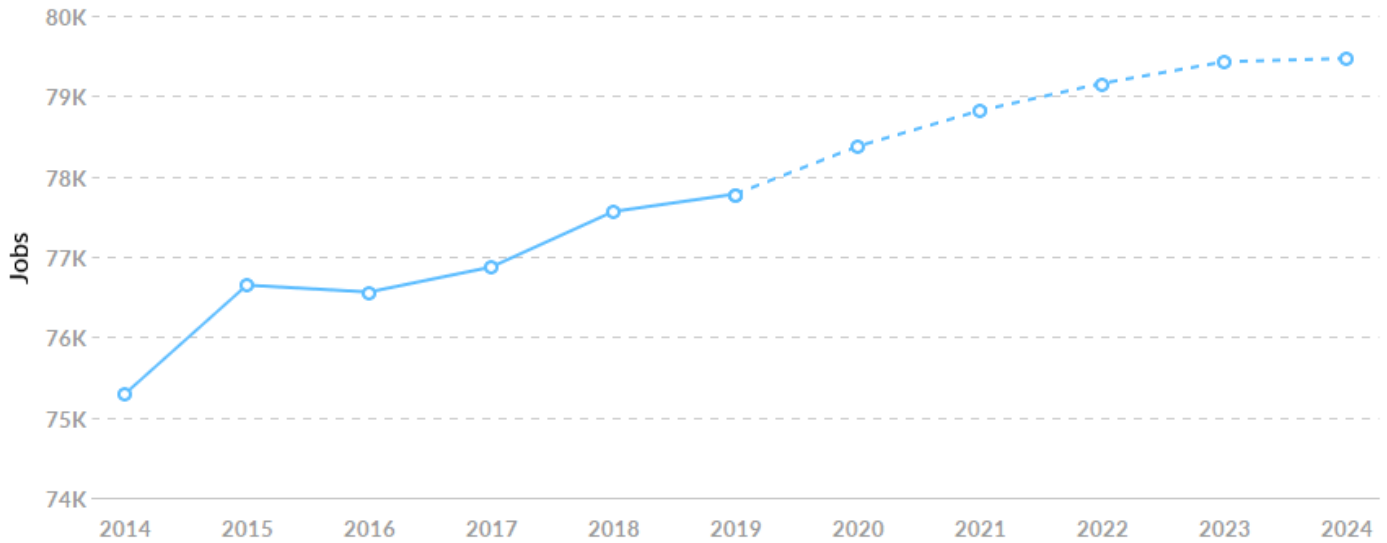
As of 2019 the region's population **increased by 0.4%** since 2014, growing by 536. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 865.



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

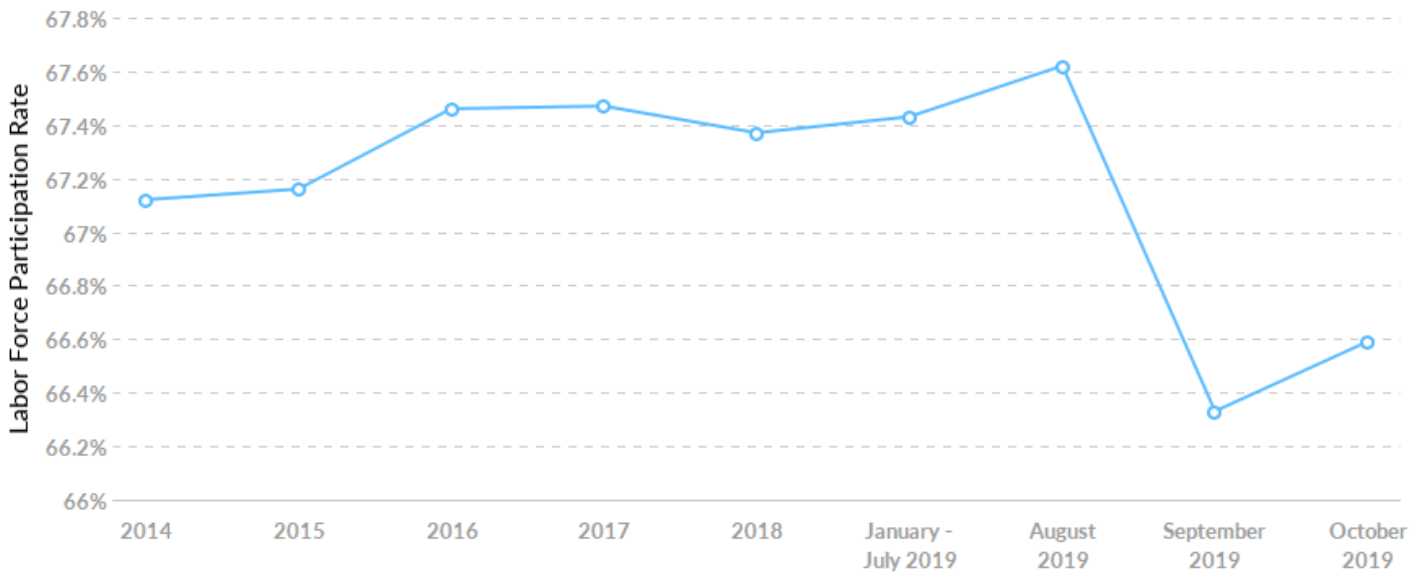
## Job Trends

From 2014 to 2019, jobs increased by 3.3% in Marathon County, WI from 75,290 to 77,780. This change fell short of the national growth rate of 7.3% by 4.0%.



Timeframe	Jobs
2014	75,290
2015	76,646
2016	76,560
2017	76,871
2018	77,562
2019	77,780
2020	78,374
2021	78,818
2022	79,158
2023	79,426
2024	79,468

## Labor Force Participation Rate Trends

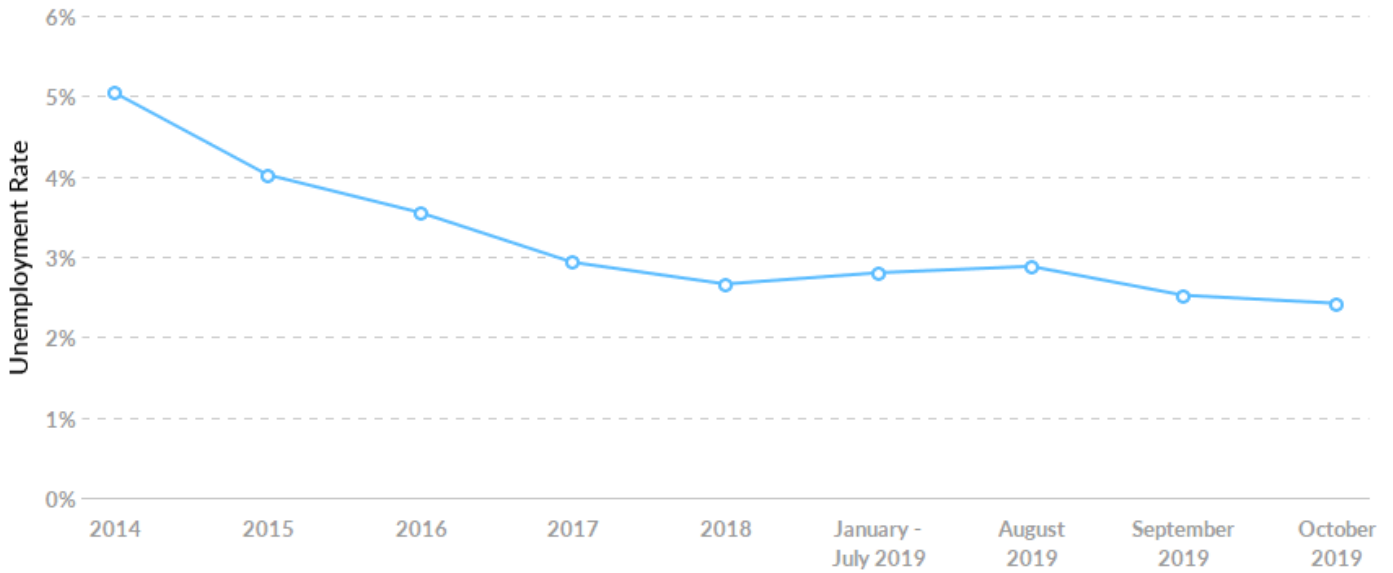


Timeframe	Labor Force Participation Rate
2014	67.12%
2015	67.16%
2016	67.46%
2017	67.47%
2018	67.37%
January - July 2019	67.43%
August 2019	67.62%
September 2019	66.33%
October 2019	66.59%



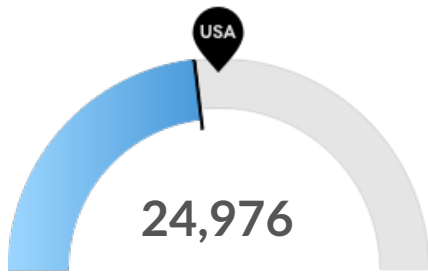
## Unemployment Rate Trends

Marathon County, WI had an October 2019 unemployment rate of 2.42%, **decreasing from 5.04%** 5 years before.



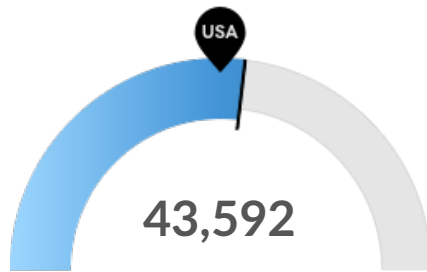
Timeframe	Unemployment Rate
2014	5.04%
2015	4.02%
2016	3.55%
2017	2.93%
2018	2.66%
January - July 2019	2.80%
August 2019	2.88%
September 2019	2.52%
October 2019	2.42%

## Population Characteristics



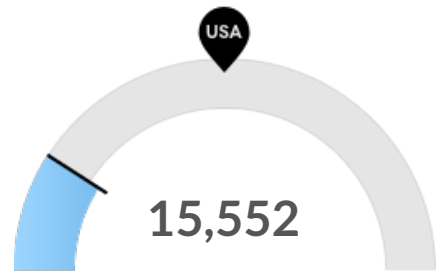
**Millennials**

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



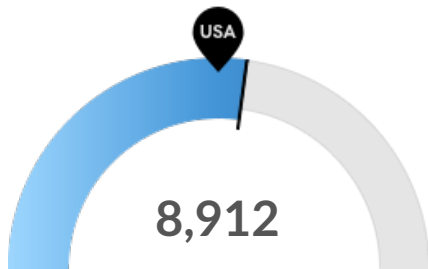
**Retiring Soon**

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.



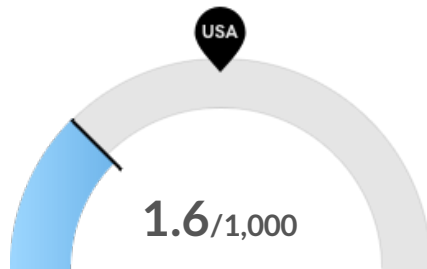
**Racial Diversity**

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.



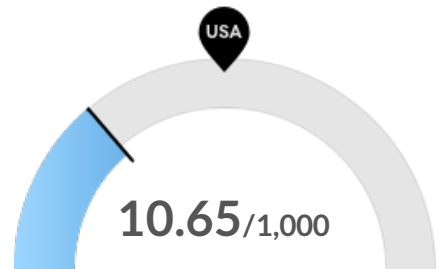
**Veterans**

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.

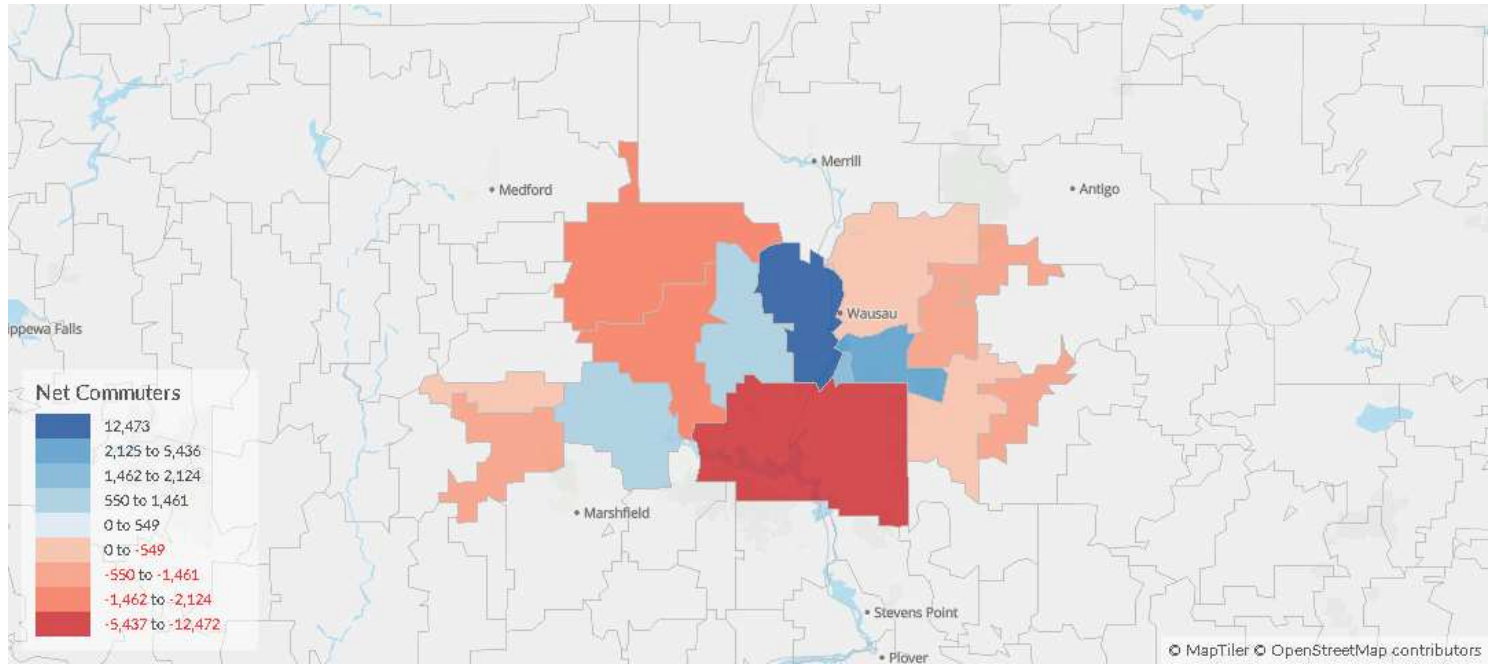


**Property Crime**

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

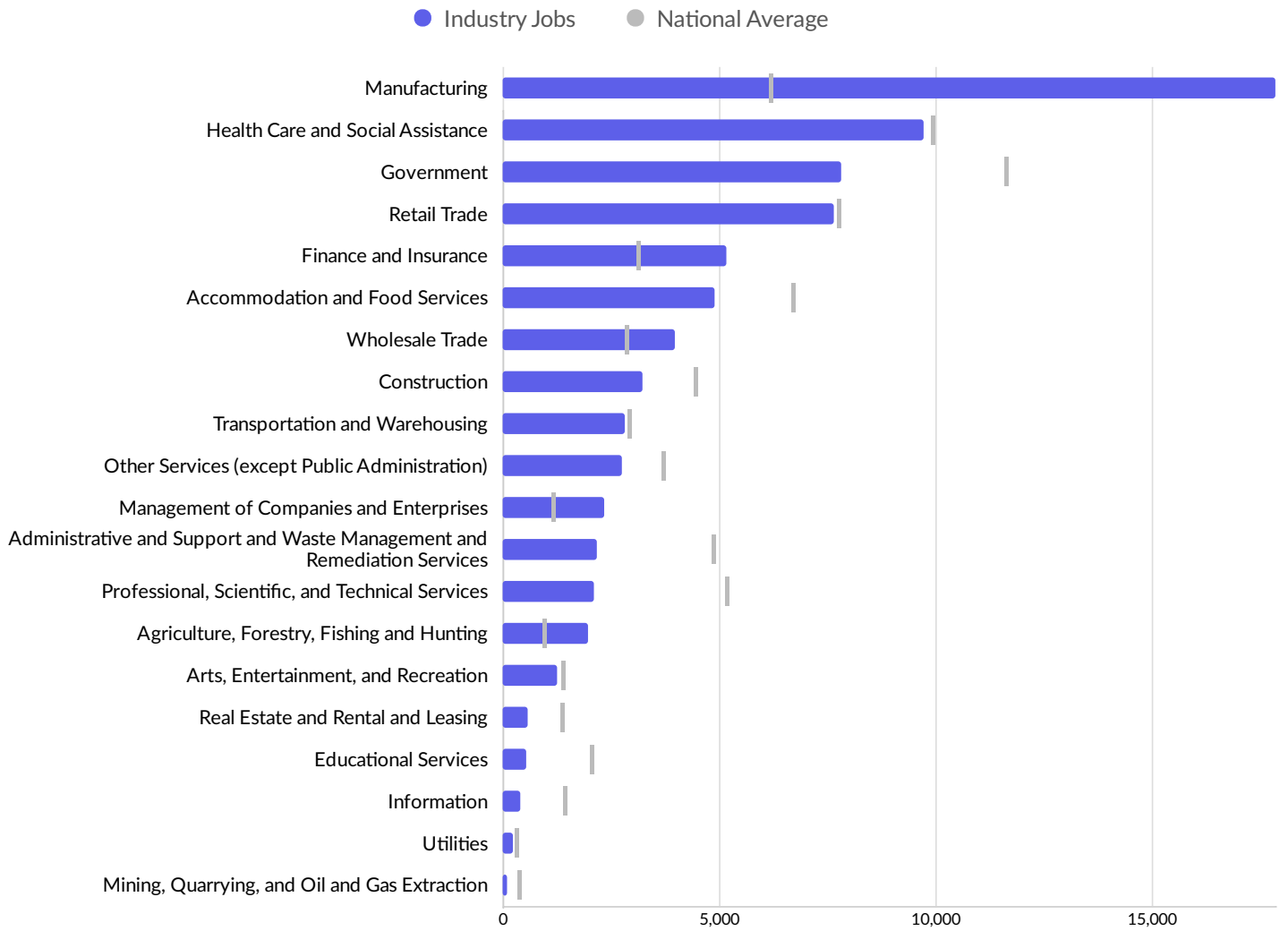
ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,602
54476	Schofield, WI (in Marath...	13,673
54403	Wausau, WI (in Marath...	10,670
54455	Mosinee, WI (in Marath...	6,120
54474	Rothschild, WI (in Mara...	4,605

### Where Talent Lives

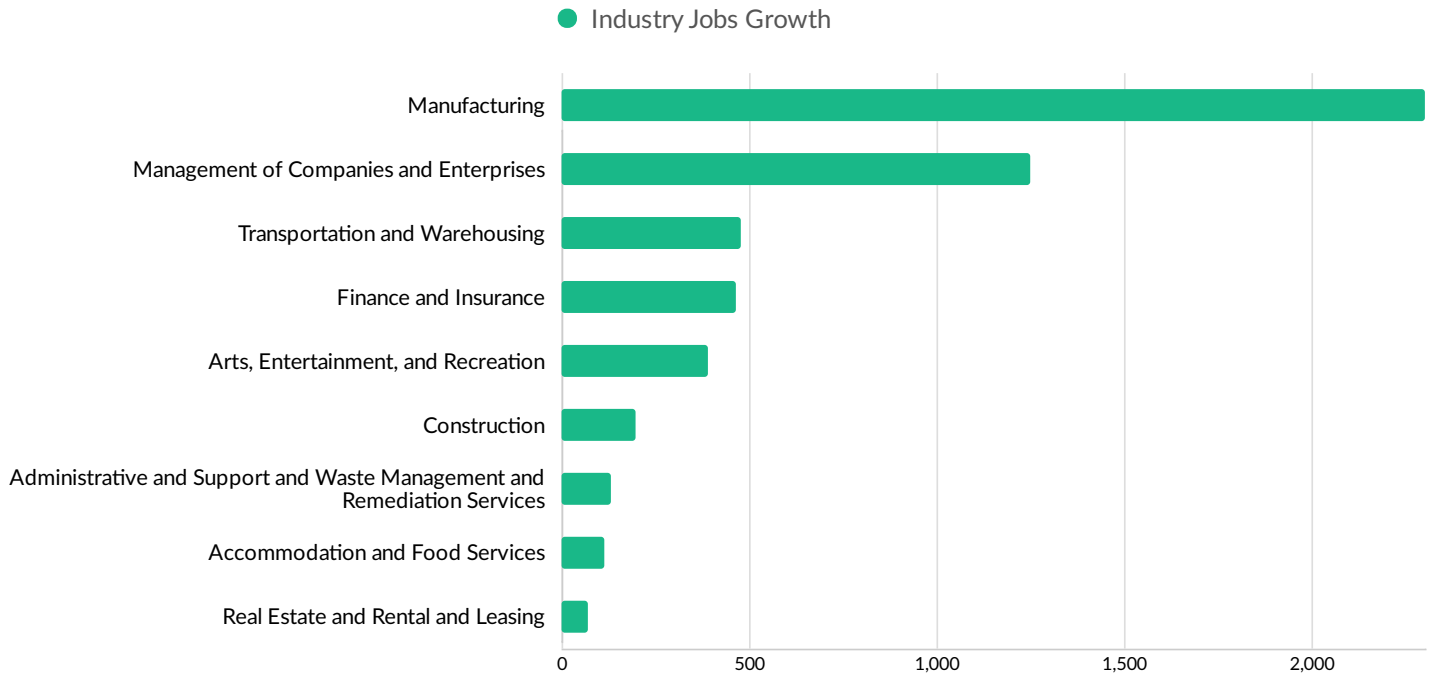
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	17,129
54455	Mosinee, WI (in Marath...	11,557
54476	Schofield, WI (in Marath...	11,547
54403	Wausau, WI (in Marath...	10,789
54474	Rothschild, WI (in Mara...	2,858

# Industry Characteristics

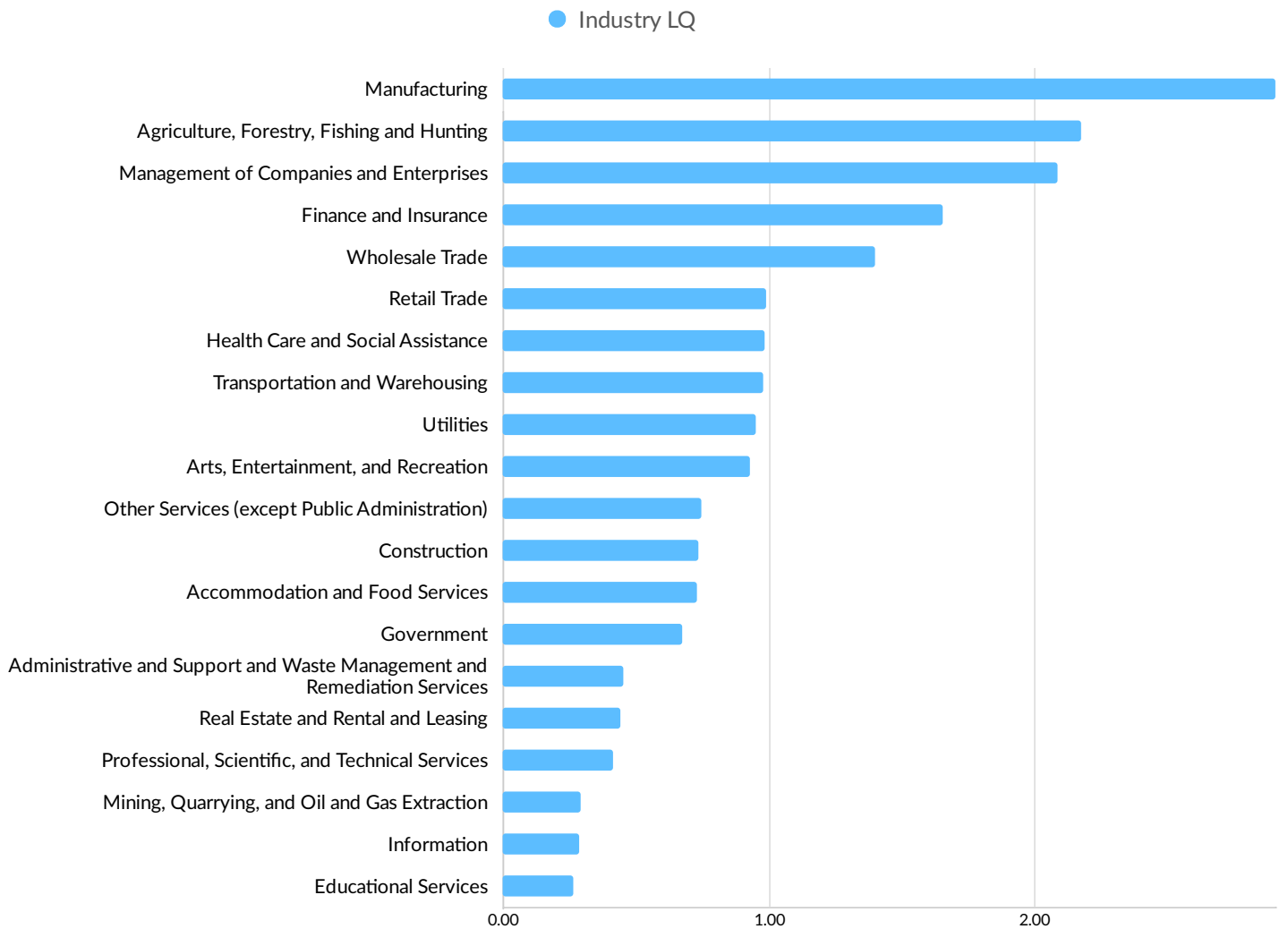
## Largest Industries



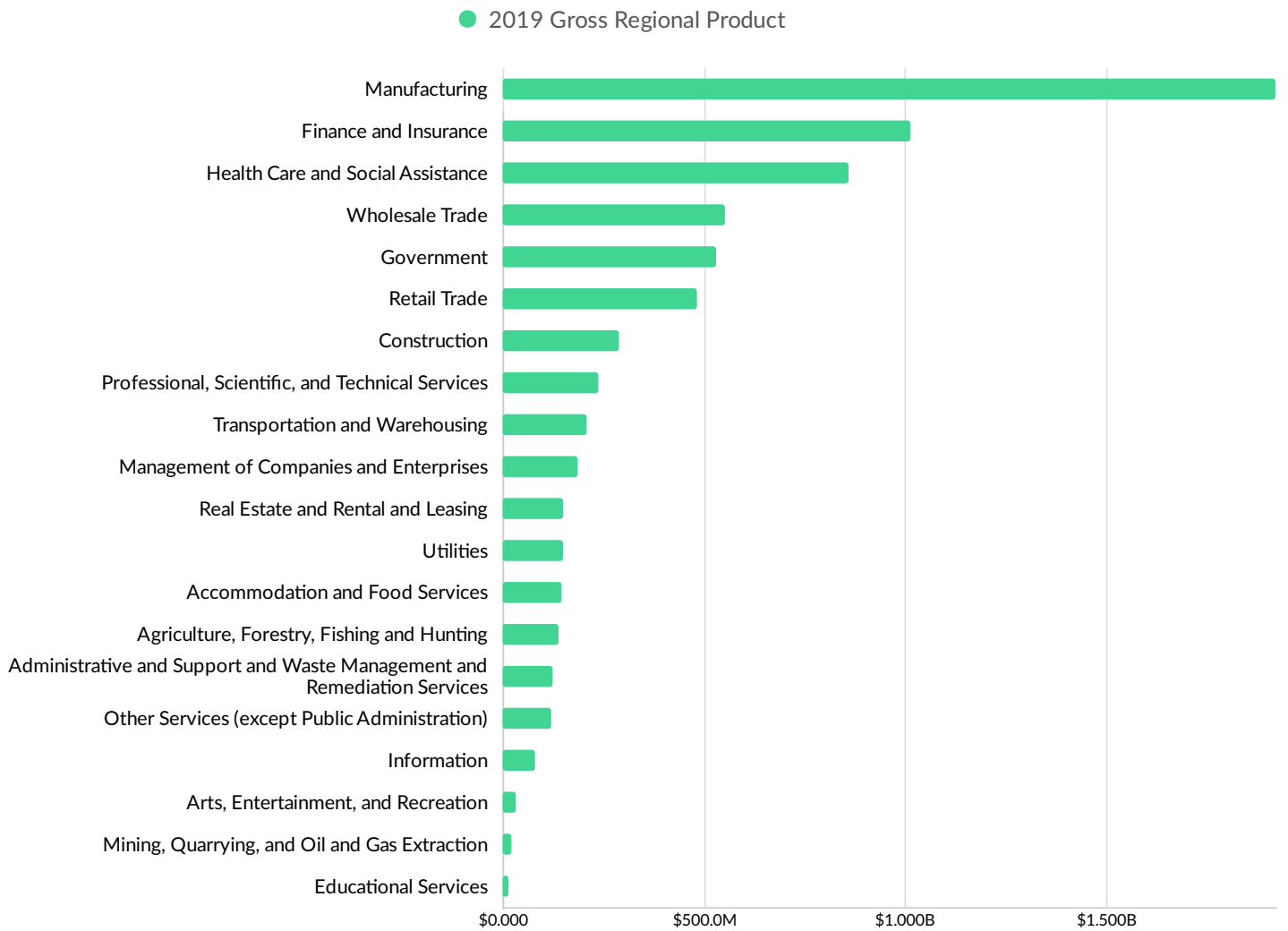
## Top Growing Industries



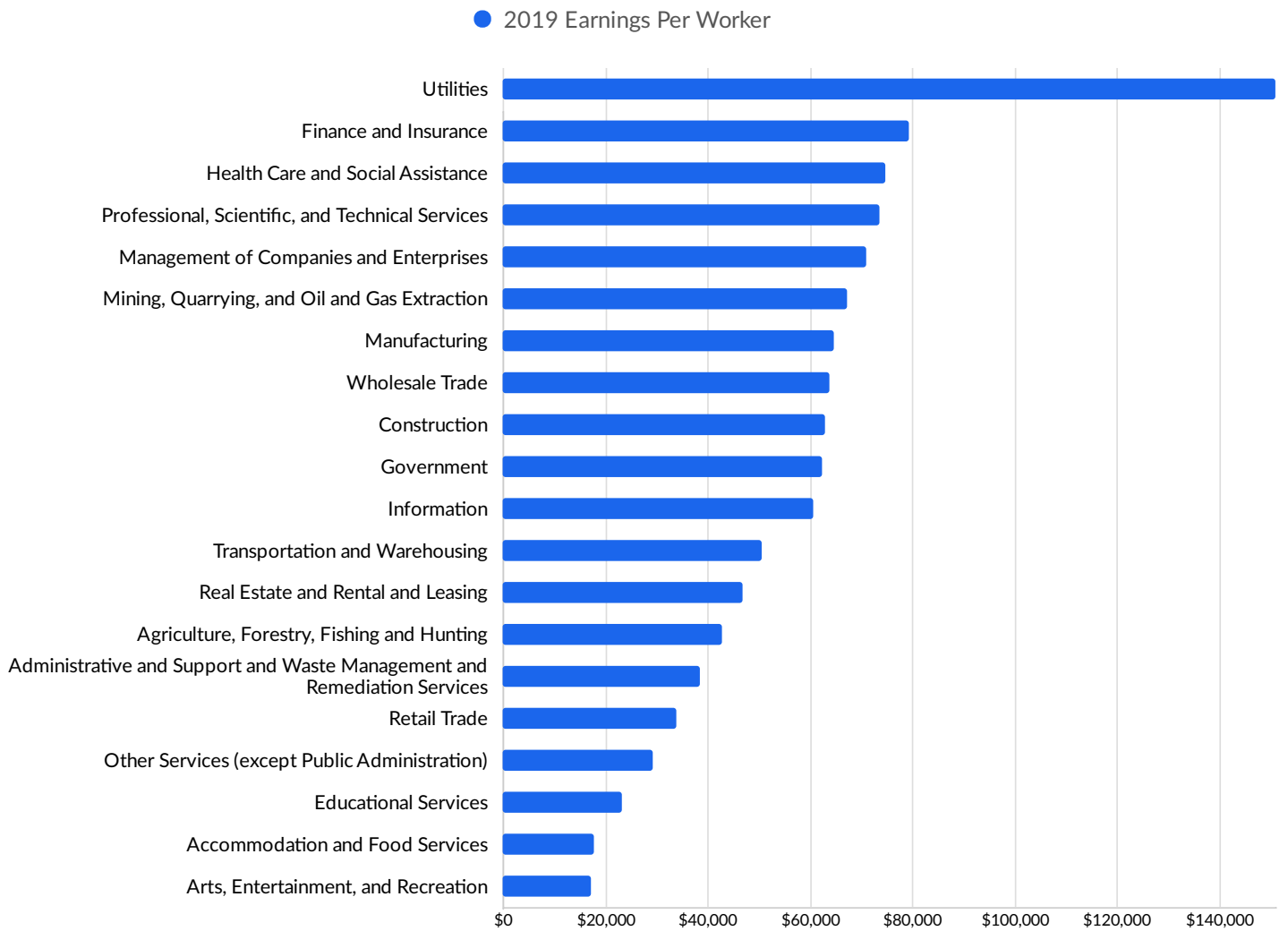
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings





Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	15,574	17,877	2,303	+15%	2.91	\$64,700	\$1.92B
Health Care and Social Assistance	10,047	9,754	-293	-3%	0.99	\$74,655	\$860.33M
Government	7,902	7,835	-67	-1%	0.67	\$62,526	\$531.16M
Retail Trade	9,334	7,673	-1,661	-18%	0.99	\$33,939	\$482.20M
Finance and Insurance	4,701	5,165	464	+10%	1.66	\$79,228	\$1.01B
Accommodation and Food Services	4,787	4,900	113	+2%	0.73	\$17,932	\$147.99M
Wholesale Trade	4,230	3,972	-258	-6%	1.40	\$63,815	\$551.41M
Construction	3,047	3,246	199	+7%	0.74	\$62,840	\$289.23M
Transportation and Warehousing	2,361	2,840	479	+20%	0.98	\$50,540	\$206.84M
Other Services (except Public Administration)	2,998	2,754	-244	-8%	0.75	\$29,197	\$120.93M
Management of Companies and Enterprises	1,093	2,345	1,252	+115%	2.09	\$71,063	\$187.69M
Administrative and Support and Waste Management and Remediation Services	2,059	2,189	130	+6%	0.45	\$38,442	\$123.25M
Professional, Scientific, and Technical Services	2,206	2,125	-81	-4%	0.41	\$73,515	\$238.29M
Agriculture, Forestry, Fishing and Hunting	2,142	1,975	-167	-8%	2.18	\$42,787	\$139.45M
Arts, Entertainment, and Recreation	875	1,264	389	+44%	0.93	\$17,350	\$32.43M
Real Estate and Rental and Leasing	514	585	71	+14%	0.44	\$46,868	\$151.20M
Educational Services	593	531	-62	-10%	0.27	\$23,424	\$15.33M
Information	443	404	-39	-9%	0.29	\$60,628	\$80.42M
Utilities	276	250	-26	-9%	0.95	\$150,962	\$149.23M
Mining, Quarrying, and Oil and Gas Extraction	104	97	-7	-7%	0.29	\$67,276	\$22.60M

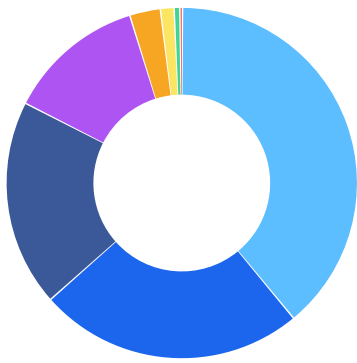
## Business Characteristics

### 15,845 Companies Employ Your Workers

Online profiles for your workers mention 15,845 companies as employers, with the top 10 appearing below. In the last 12 months, 2,676 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.	1,662 	Aspirus Wausau Hospital, Inc.	1,486 
Marshfield Clinic	913 	Eatstreet	768 
Greenheck Fan Corporation	676 	Remedy Intelligent Staffing	730 
Foot Locker, Inc.	582 	HealthCare Employment Netwo...	568 
Liberty Mutual Insurance Comp...	554 	Marshfield Clinic	550 
Wausau School District	554 	Ascension Health	498 
Ministry Health Care, Inc.	426 	Platinum Supplemental Insuranc...	489 
Unitedhealth Group Incorporated	425 	Foot Locker, Inc.	330 
Northcentral Technical College	402 	Roehl Transport, Inc.	321 
Sentry Insurance	383 	Greenheck Fan Corporation	297 

## Business Size

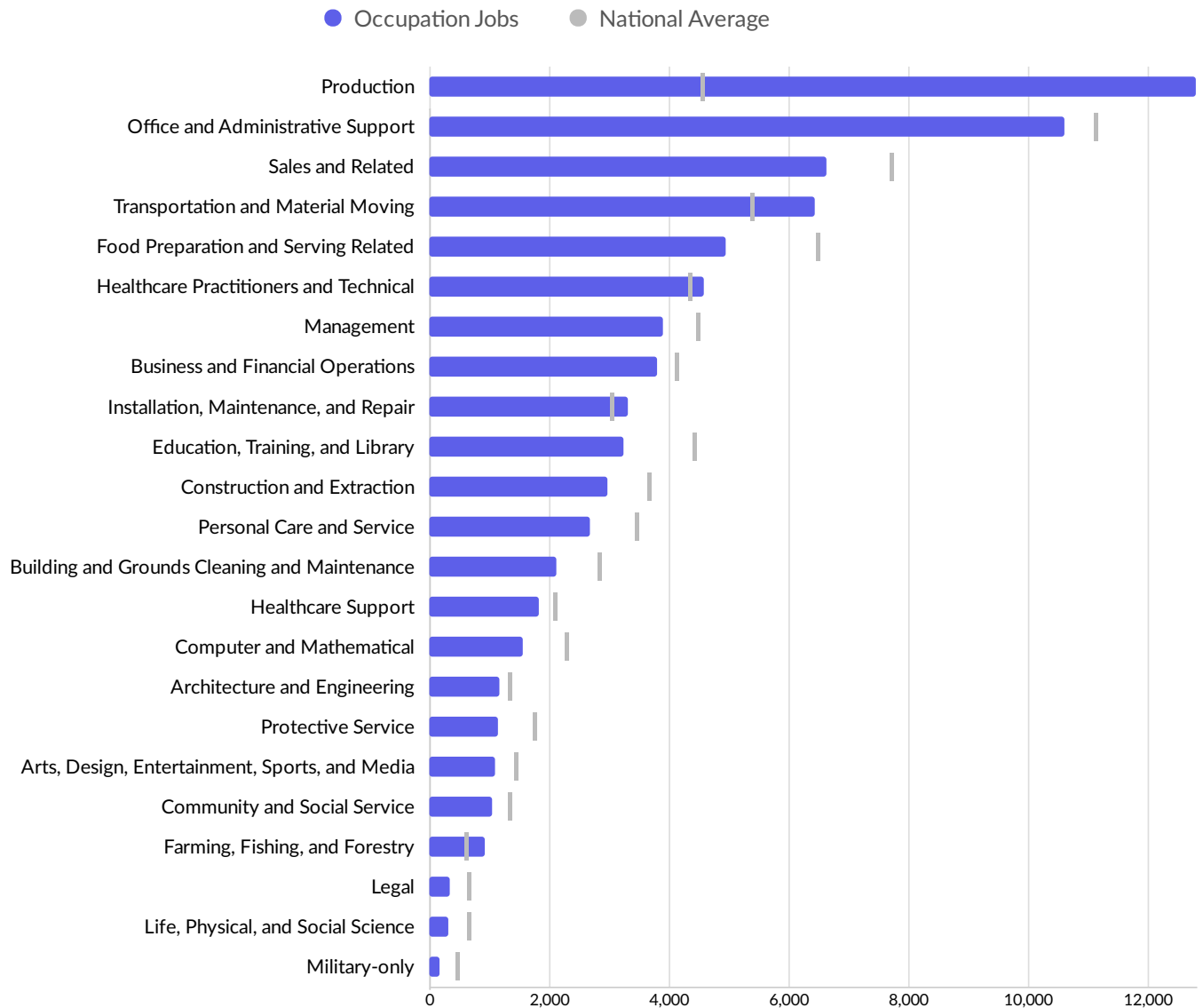


	Percentage	Business Count
1 to 4 employees	38.9%	2,075
5 to 9 employees	24.4%	1,303
10 to 19 employees	19.1%	1,016
20 to 49 employees	12.7%	677
50 to 99 employees	2.8%	151
100 to 249 employees	1.3%	67
250 to 499 employees	0.5%	28
500+ employees	0.2%	13

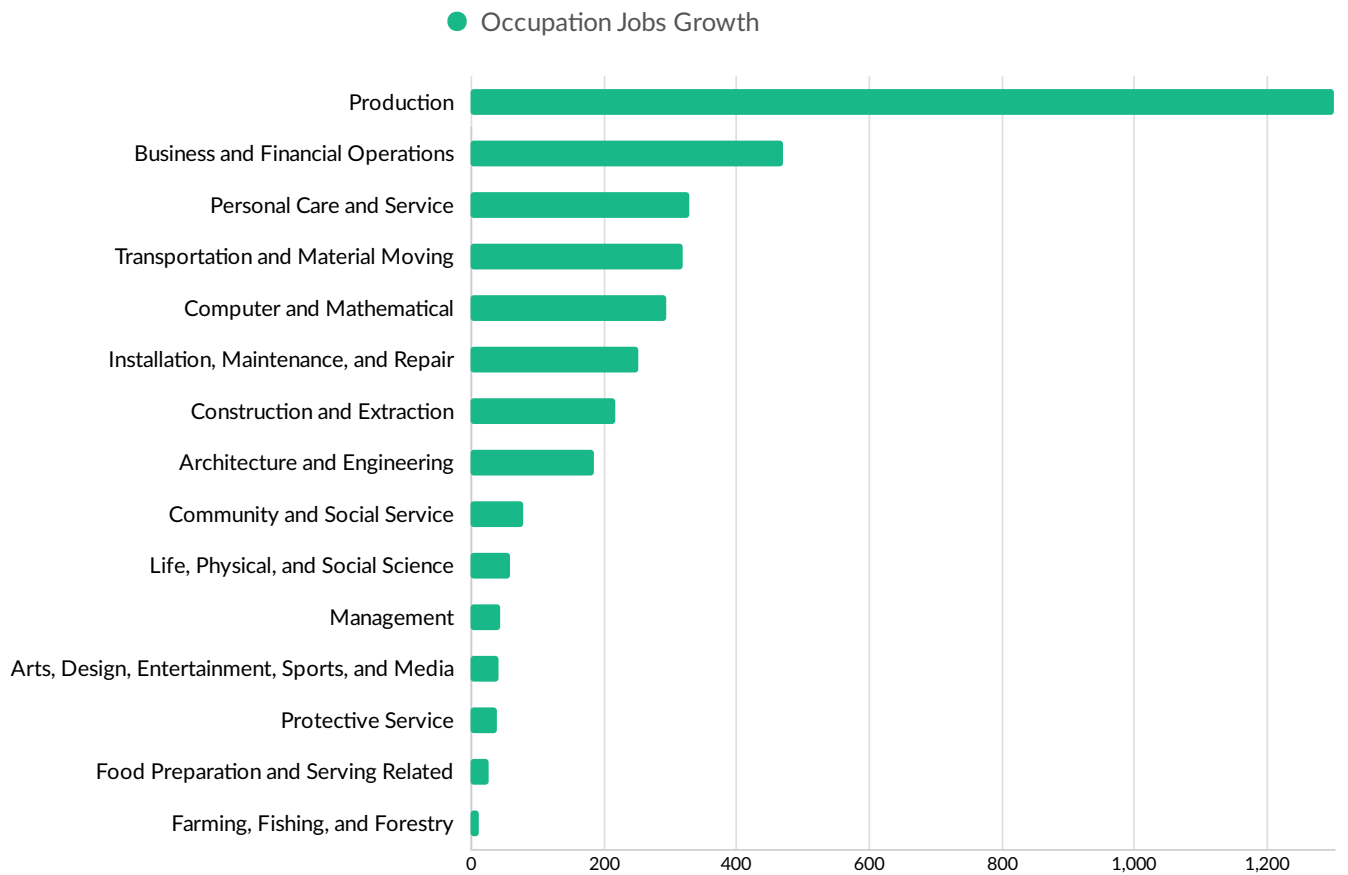
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

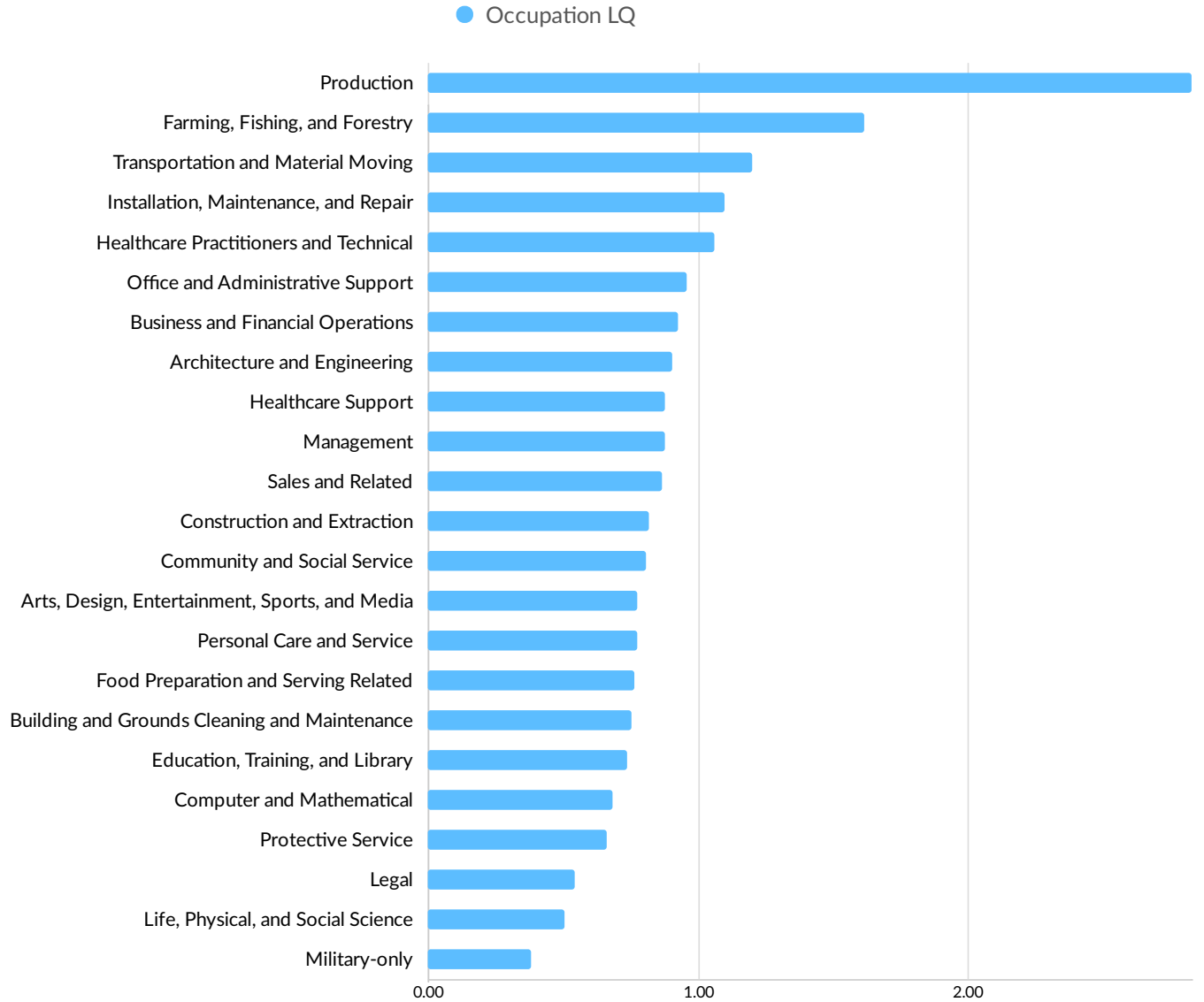
## Largest Occupations



## Top Growing Occupations



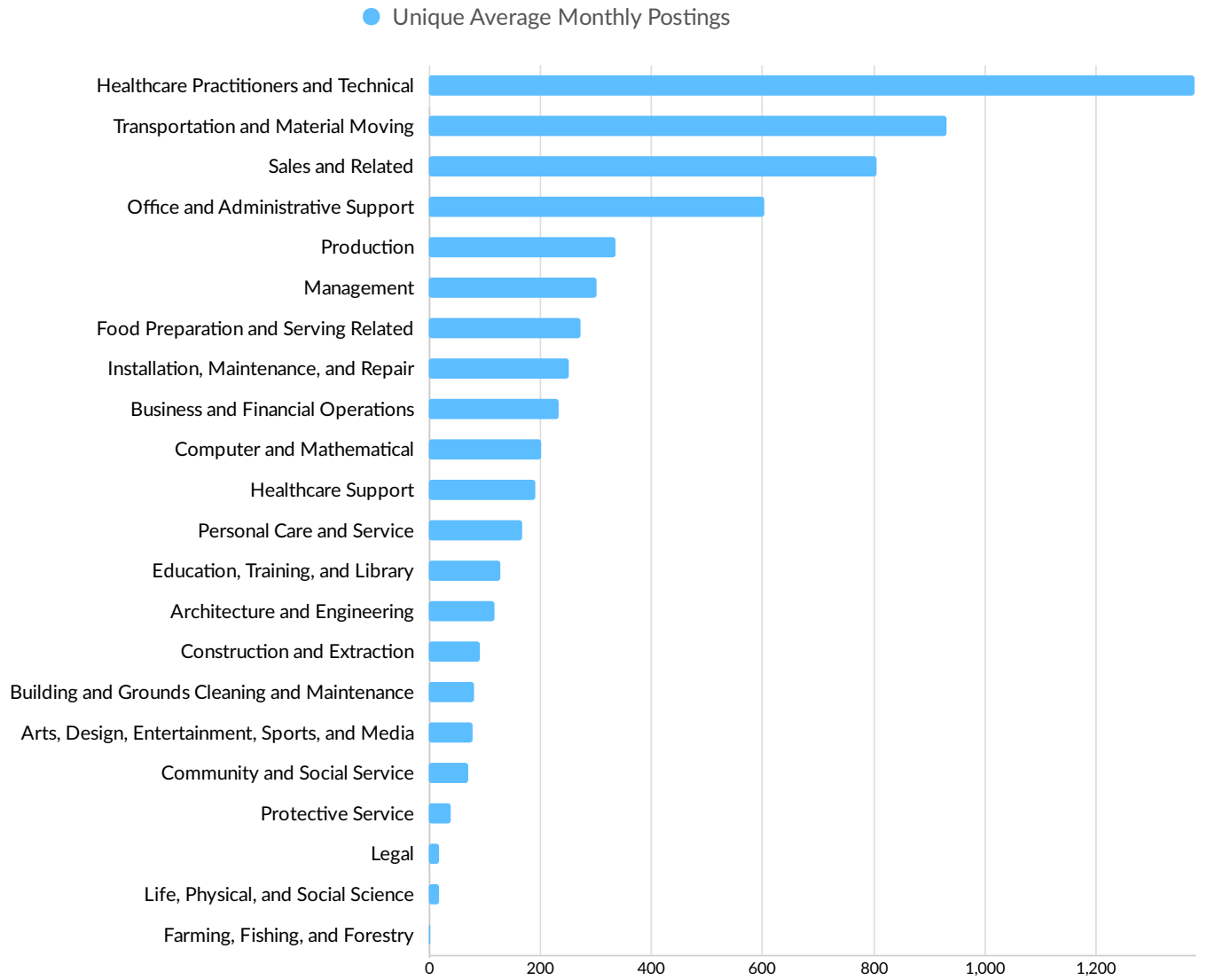
## Top Occupation LQ



## Top Occupation Earnings

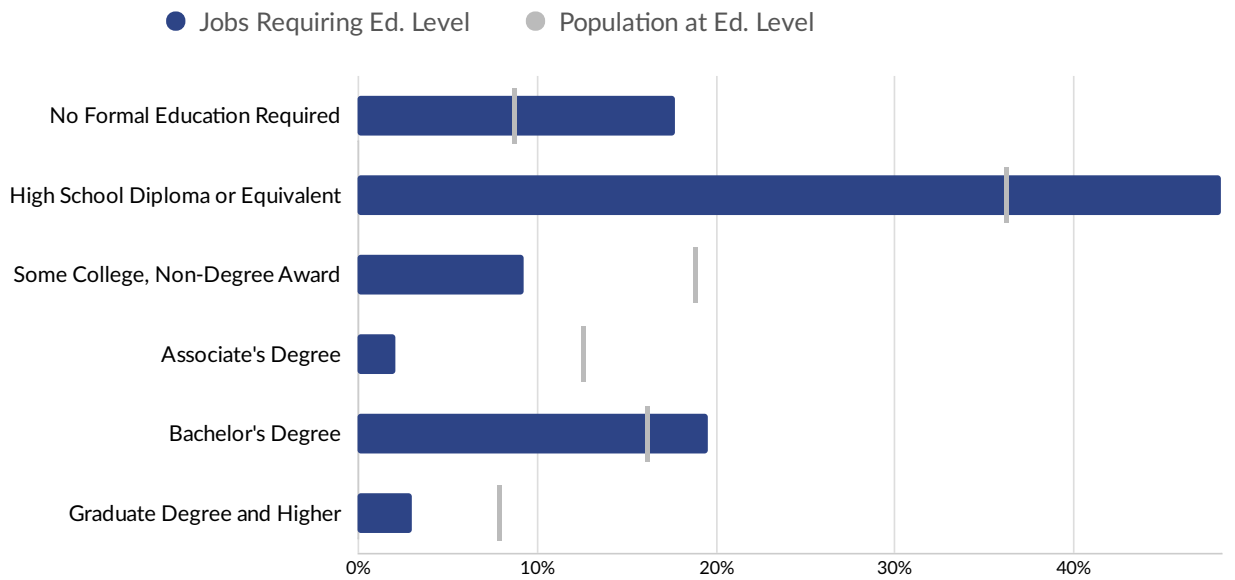


## Top Posted Occupations





## Underemployment








Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Production	11,512	12,814	1,302	+11%	2.83	\$18.65	336
Office and Administrative Support	11,081	10,627	-454	-4%	0.96	\$16.28	604
Sales and Related	6,994	6,650	-344	-5%	0.87	\$14.02	805
Transportation and Material Moving	6,118	6,439	321	+5%	1.20	\$17.35	933
Food Preparation and Serving Related	4,923	4,950	27	+1%	0.76	\$10.35	274
Healthcare Practitioners and Technical	4,670	4,583	-87	-2%	1.06	\$29.91	1,379
Management	3,864	3,909	45	+1%	0.88	\$39.60	303
Business and Financial Operations	3,336	3,807	471	+14%	0.93	\$28.03	235
Installation, Maintenance, and Repair	3,075	3,327	252	+8%	1.10	\$21.28	253
Education, Training, and Library	3,316	3,248	-68	-2%	0.74	\$20.64	129
Construction and Extraction	2,766	2,983	217	+8%	0.82	\$21.79	91
Personal Care and Service	2,351	2,680	329	+14%	0.78	\$11.00	168
Building and Grounds Cleaning and Maintenance	2,137	2,115	-22	-1%	0.75	\$12.07	82
Healthcare Support	2,028	1,836	-192	-9%	0.88	\$14.97	191
Computer and Mathematical	1,255	1,550	295	+24%	0.68	\$33.83	201
Architecture and Engineering	995	1,180	185	+19%	0.90	\$30.13	117
Protective Service	1,110	1,149	39	+4%	0.66	\$15.54	39
Arts, Design, Entertainment, Sports, and Media	1,054	1,097	43	+4%	0.78	\$16.67	78

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Community and Social Service	982	1,061	79	+8%	0.81	\$21.52	71
Farming, Fishing, and Forestry	923	936	13	+1%	1.61	\$12.91	4
Legal	349	349	0	0%	0.54	\$36.60	19
Life, Physical, and Social Science	261	320	59	+23%	0.51	\$20.28	18
Military-only	189	171	-18	-10%	0.38	\$21.95	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

