



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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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	25
In-Demand Skills	26

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.

78,022

Total Regional Employment

Jobs **grew by 2,664** over the last 5 years and are projected to **grow by 2,699** over the next 5 years.

\$59.5K

Median Household Income (2018)

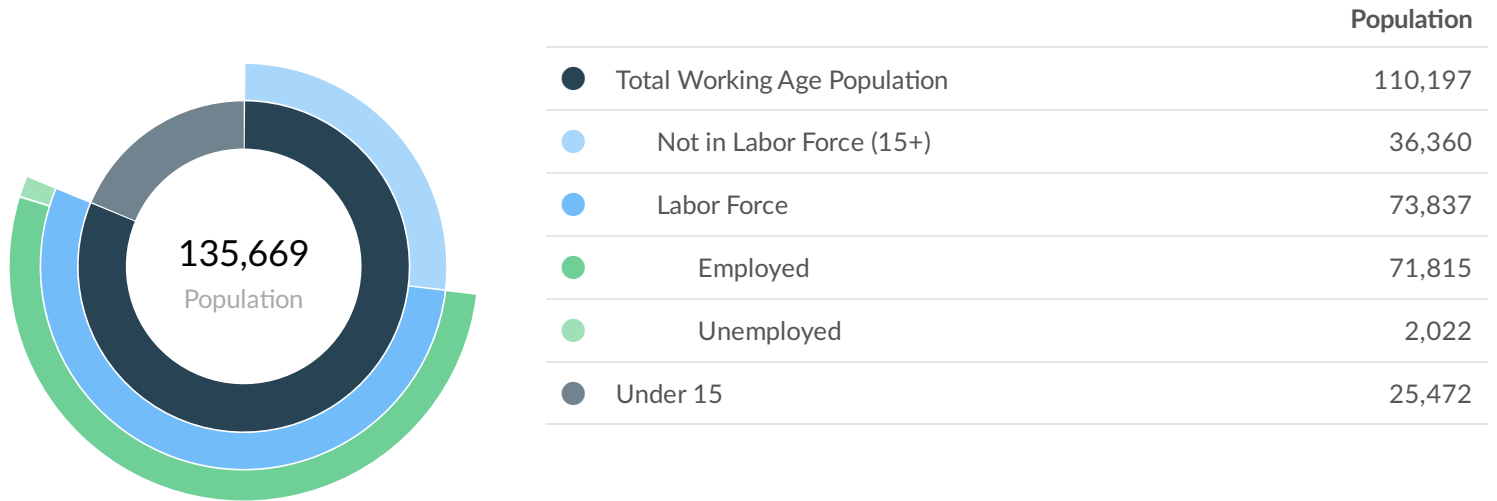
Median household income is **\$750 below** the national median household income of \$60.3K.

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 3.5%** in Marathon County, WI from 75,358 to **78,022**. This change **fell short of the national growth rate of 7.9% by 4.4%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 67.0% 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 Dairy Product Manufacturing.

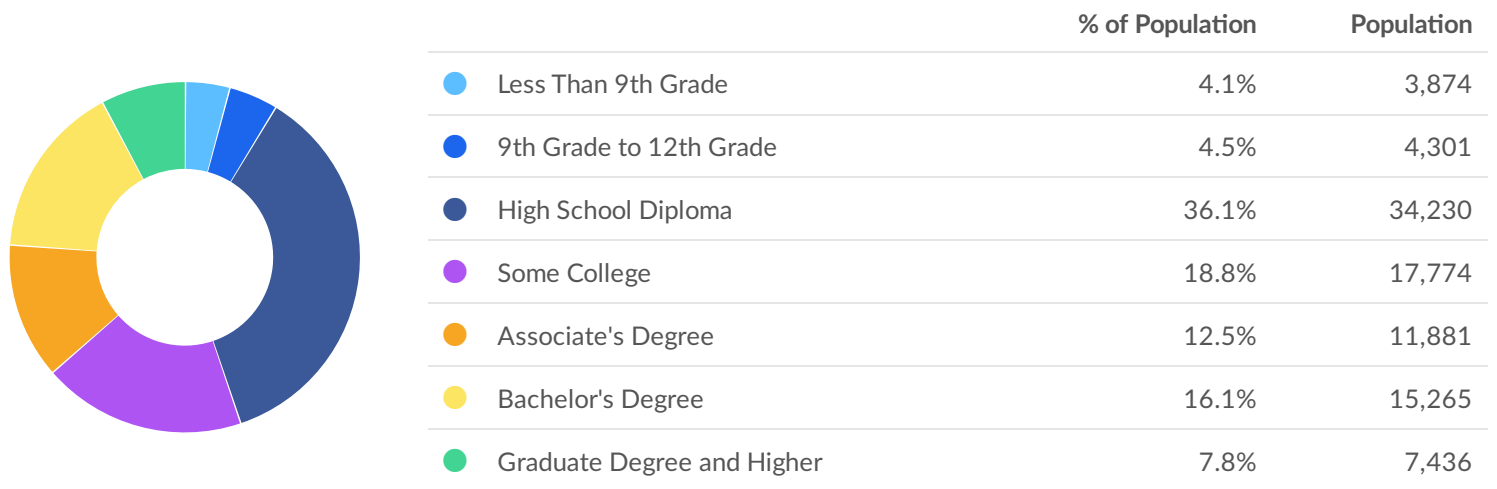
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	135,669	73,837	78,022	99.3	\$7.99B	\$10.03B	\$10.29B
NCWRPC	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

2019 Labor Force Breakdown



Educational Attainment

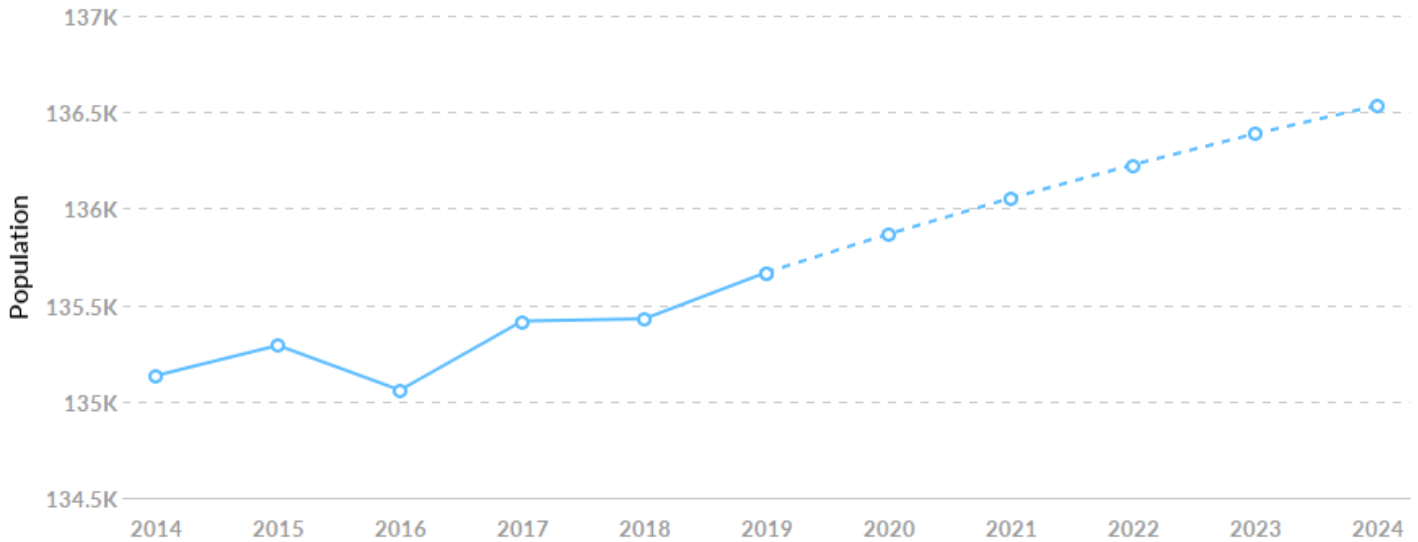
Concerning educational attainment, **16.1% of Marathon County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **12.5% hold an Associate's Degree** (4.5% above the national average).



Historic & Projected Trends

Population Trends

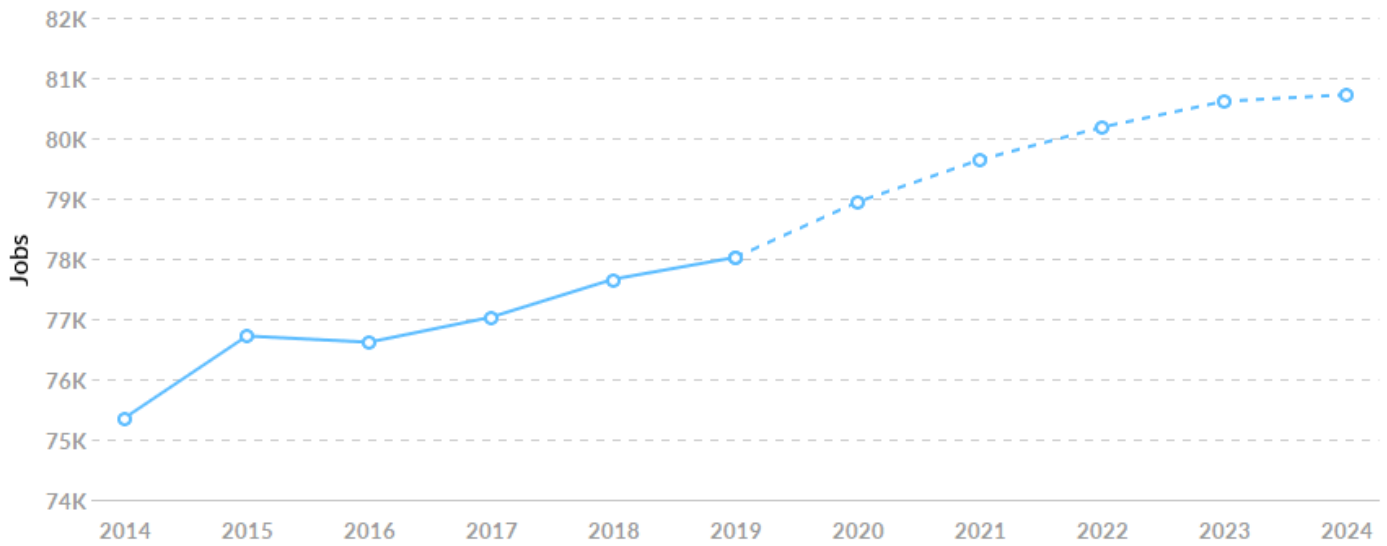
As of 2019 the region's population **increased by 0.4%** since 2014, growing by 536. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 865.



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

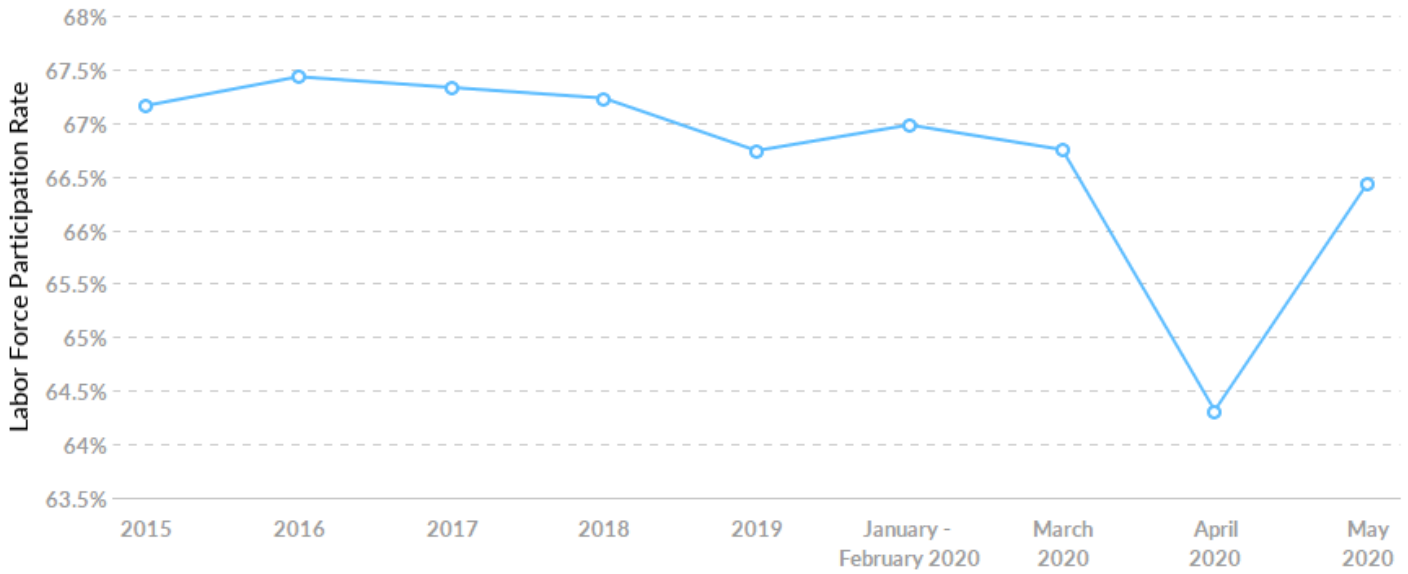
Job Trends

From 2014 to 2019, jobs increased by 3.5% in Marathon County, WI from 75,358 to 78,022. This change fell short of the national growth rate of 7.9% by 4.4%.



Timeframe	Jobs
2014	75,358
2015	76,717
2016	76,614
2017	77,030
2018	77,660
2019	78,022
2020	78,943
2021	79,641
2022	80,183
2023	80,612
2024	80,721

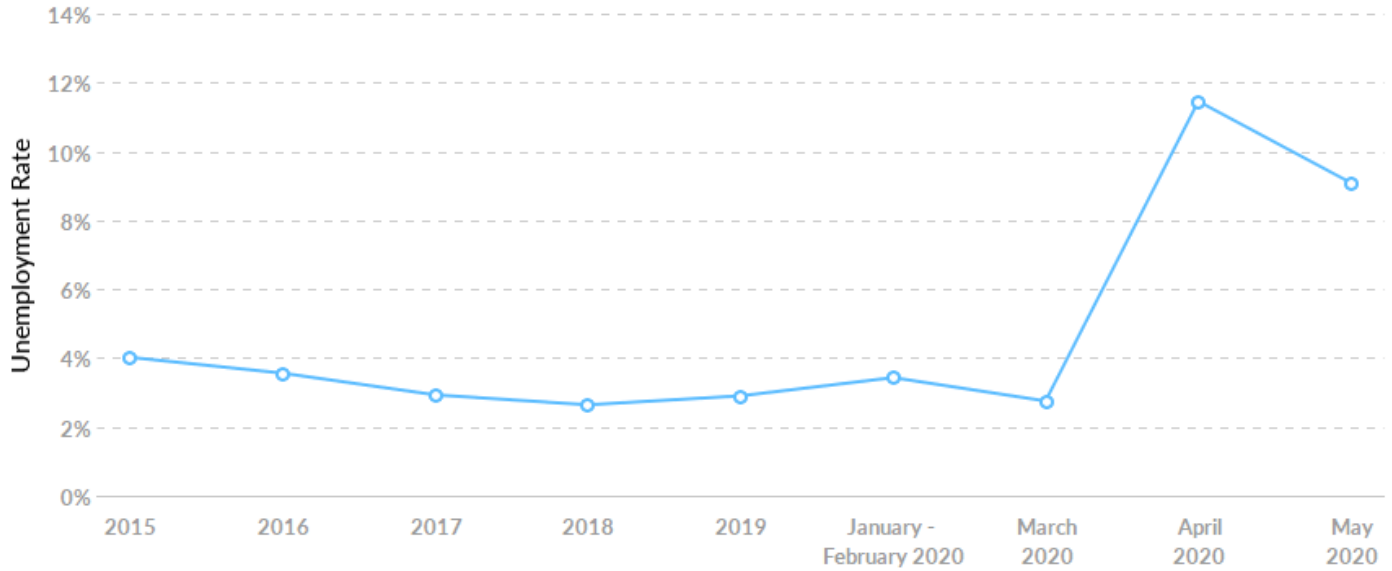
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.16%
2016	67.43%
2017	67.33%
2018	67.23%
2019	66.74%
January - February 2020	66.98%
March 2020	66.75%
April 2020	64.31%
May 2020	66.43%

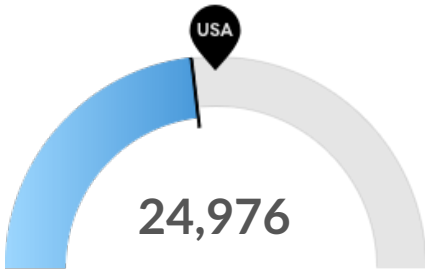
Unemployment Rate Trends

Marathon County, WI had a May 2020 unemployment rate of 9.08%, **increasing from 4.02% 5 years before.**



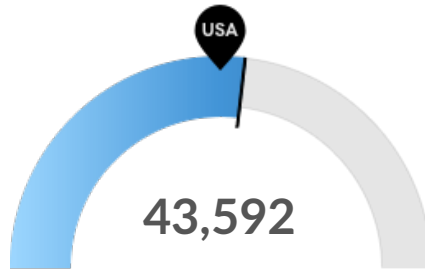
Timeframe	Unemployment Rate
2015	4.02%
2016	3.56%
2017	2.93%
2018	2.64%
2019	2.90%
January - February 2020	3.43%
March 2020	2.75%
April 2020	11.45%
May 2020	9.08%

Population Characteristics



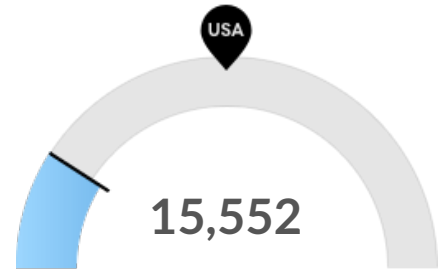
Millennials

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



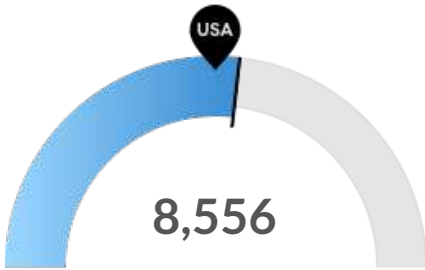
Retiring Soon

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.



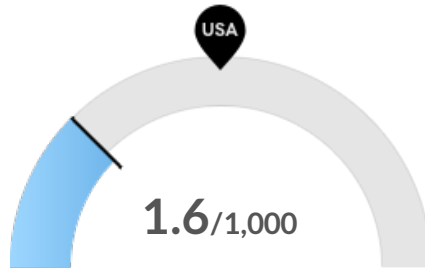
Racial Diversity

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.



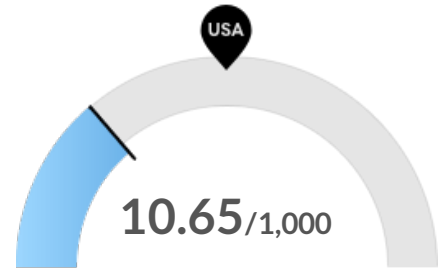
Veterans

Marathon County, WI has 8,556 veterans. The national average for an area this size is 7,704.



Violent Crime

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

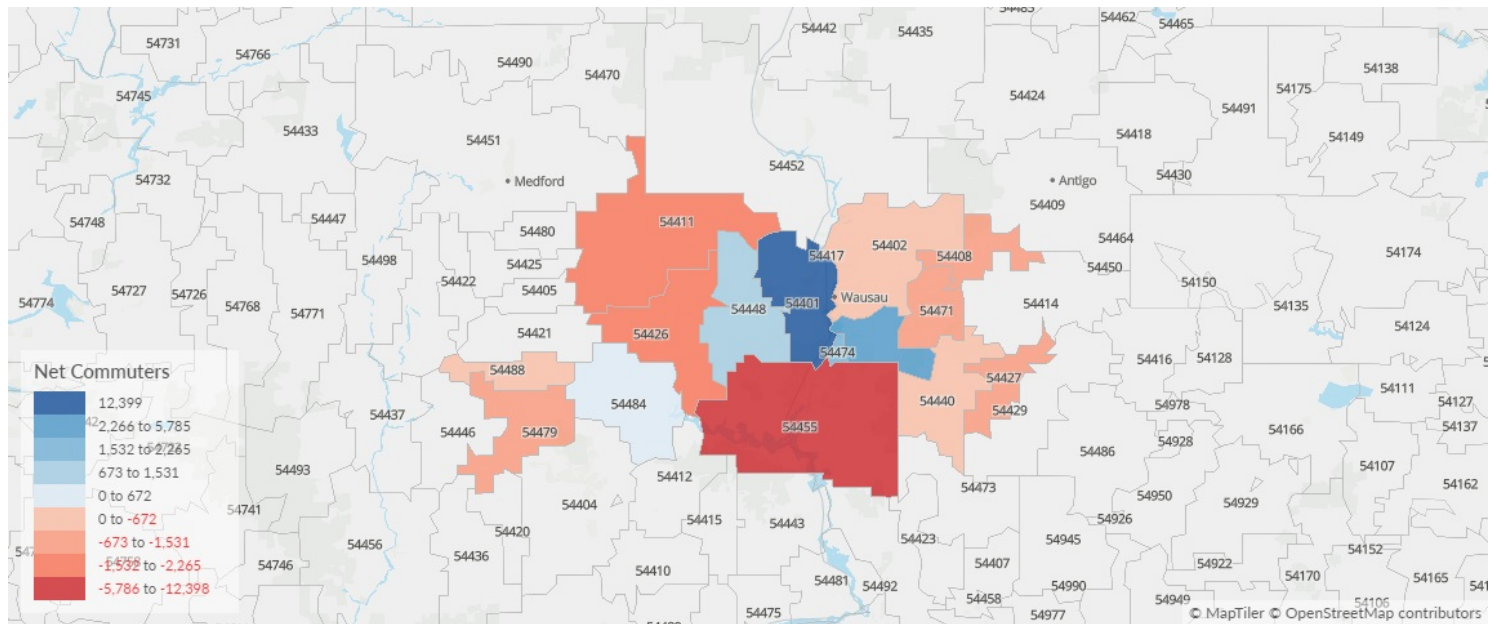


Property Crime

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

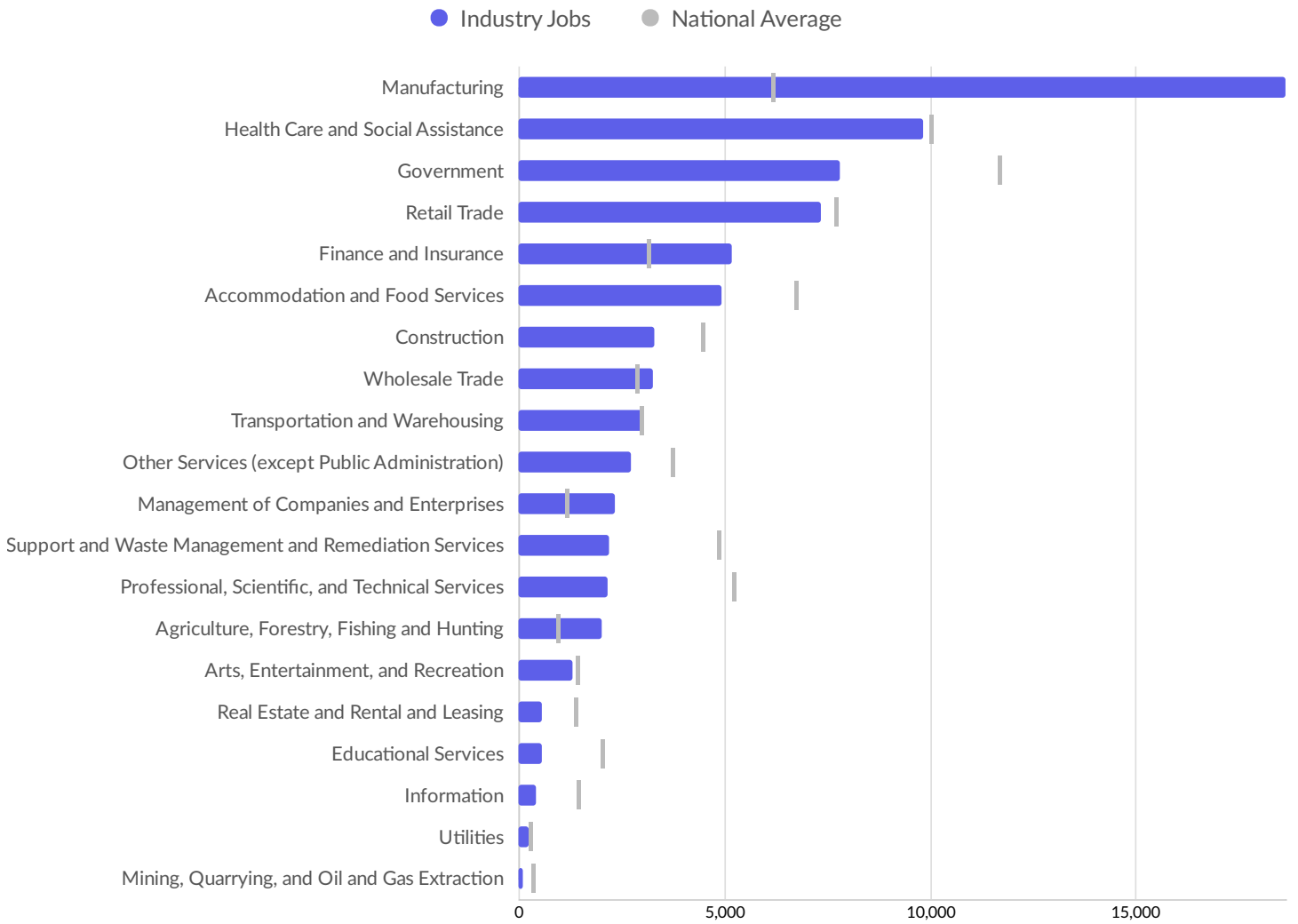
Where Talent Lives

ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,588
54476	Schofield, WI (in Marath...	13,915
54403	Wausau, WI (in Marath...	10,544
54455	Mosinee, WI (in Marath...	5,617
54474	Rothschild, WI (in Mara...	4,589

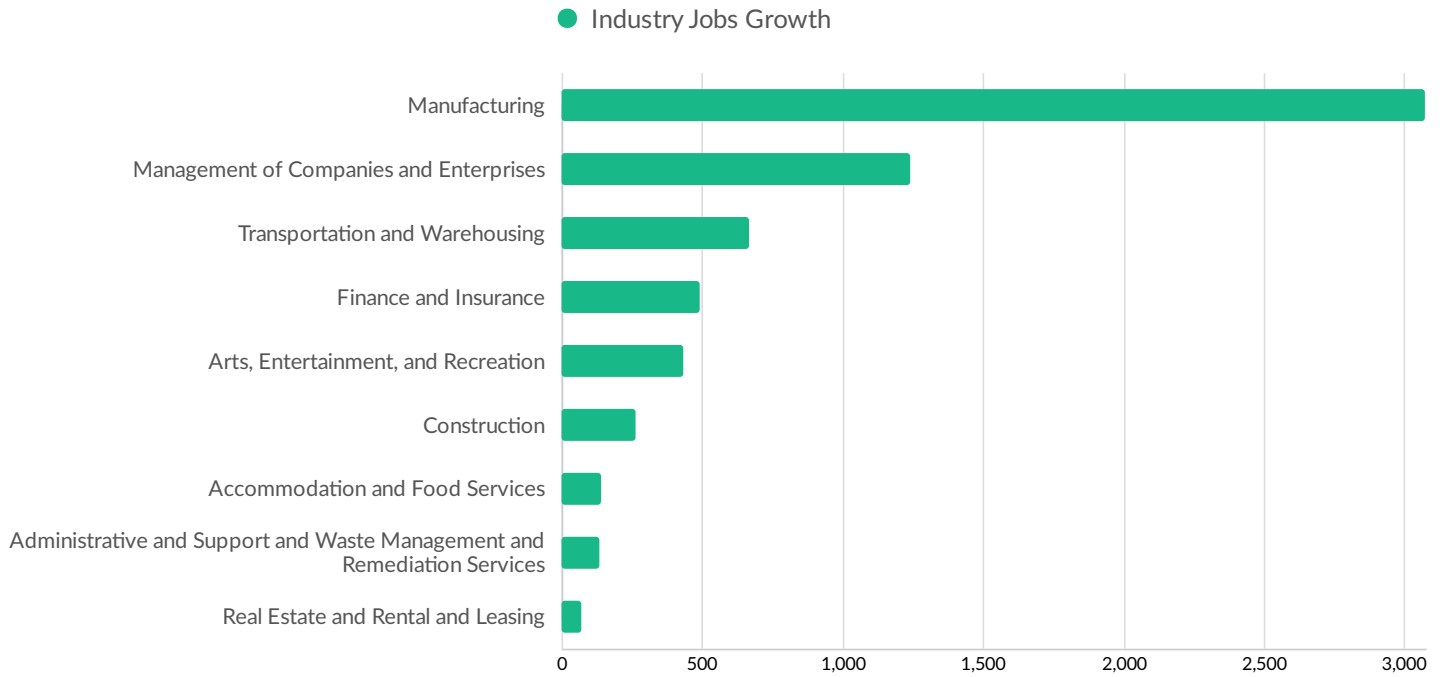
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	17,189
54476	Schofield, WI (in Marath...	11,649
54455	Mosinee, WI (in Marath...	11,403
54403	Wausau, WI (in Marath...	10,796
54411	Athens, WI (in Maratho...	2,992

Industry Characteristics

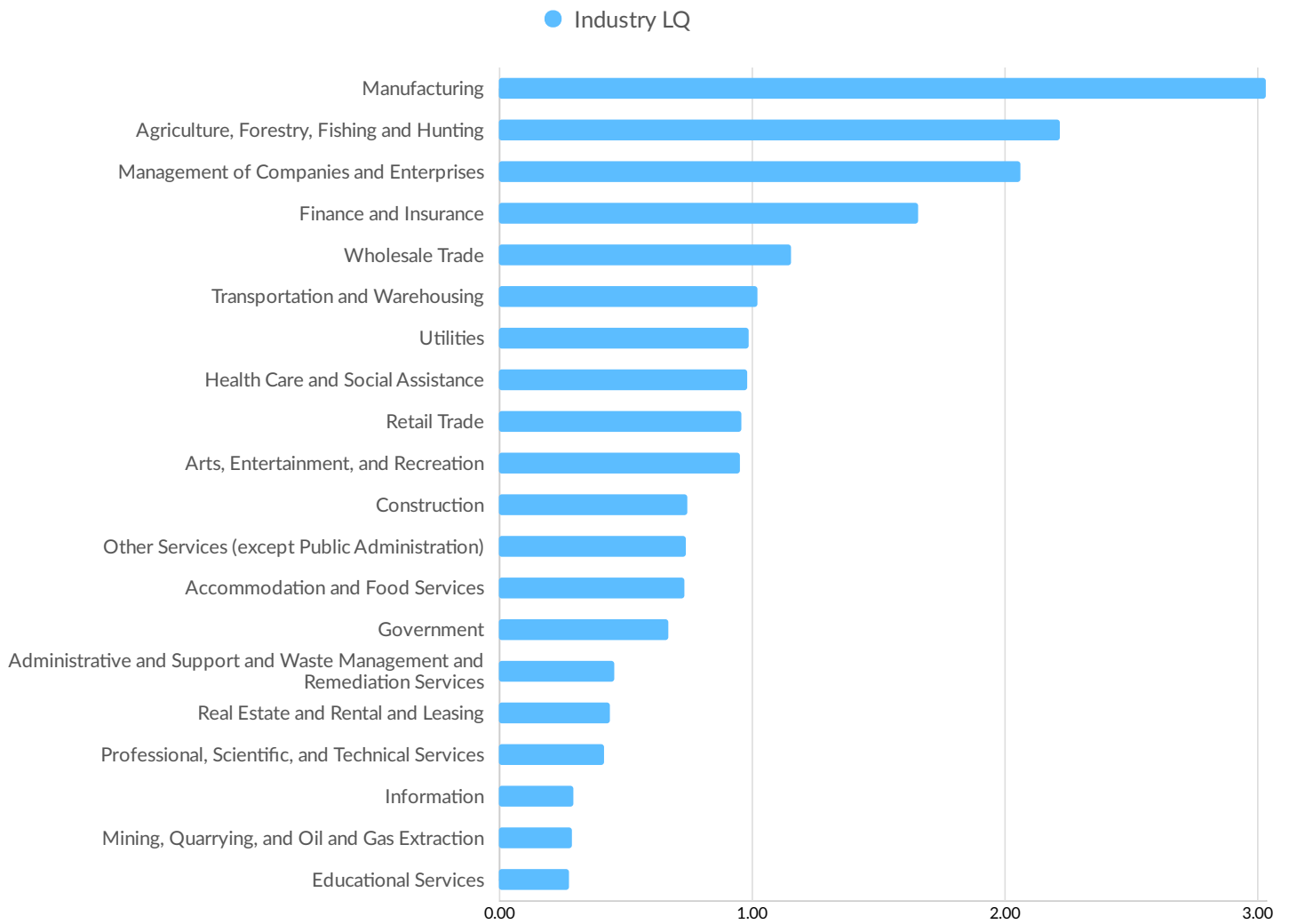
Largest Industries



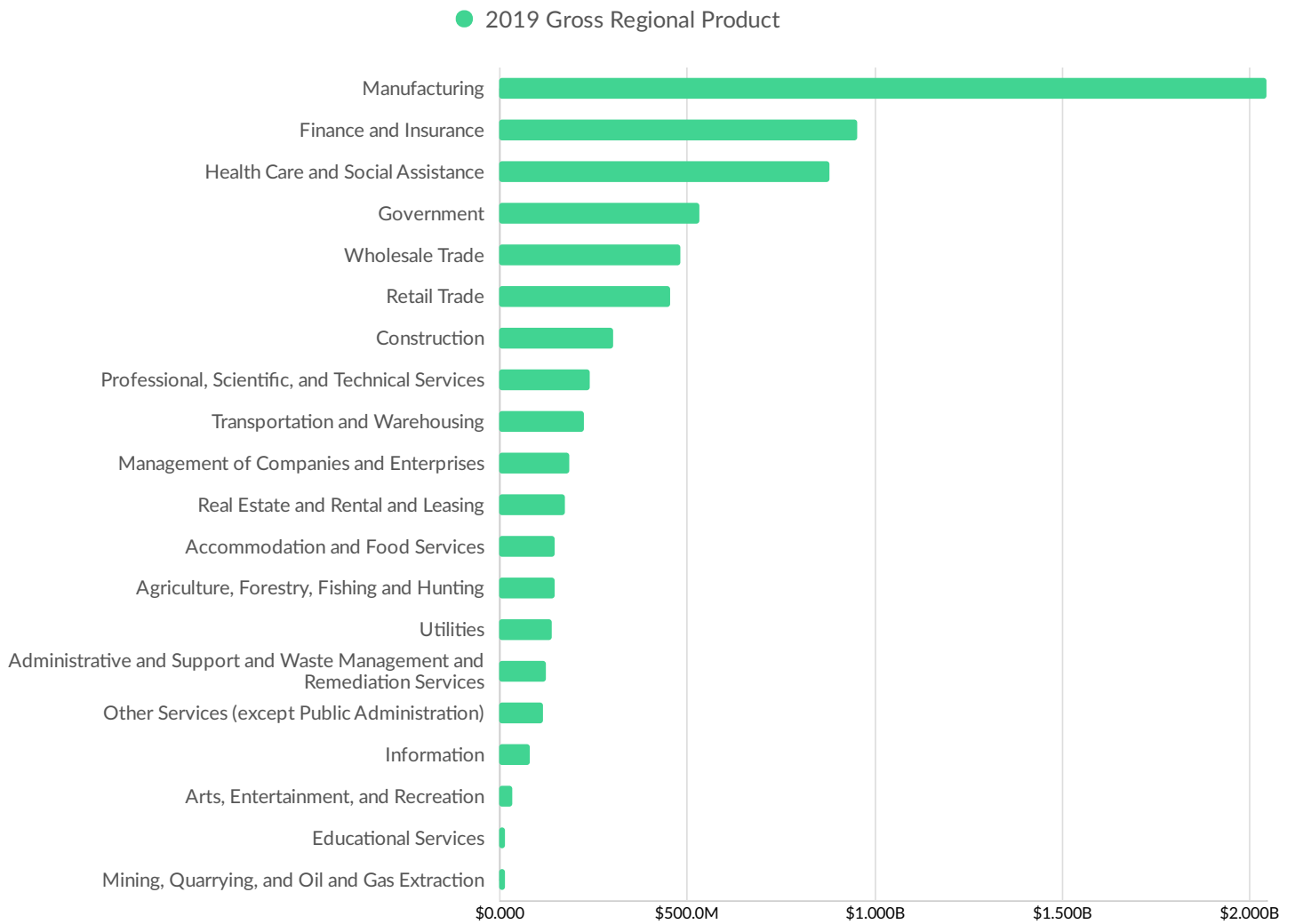
Top Growing Industries



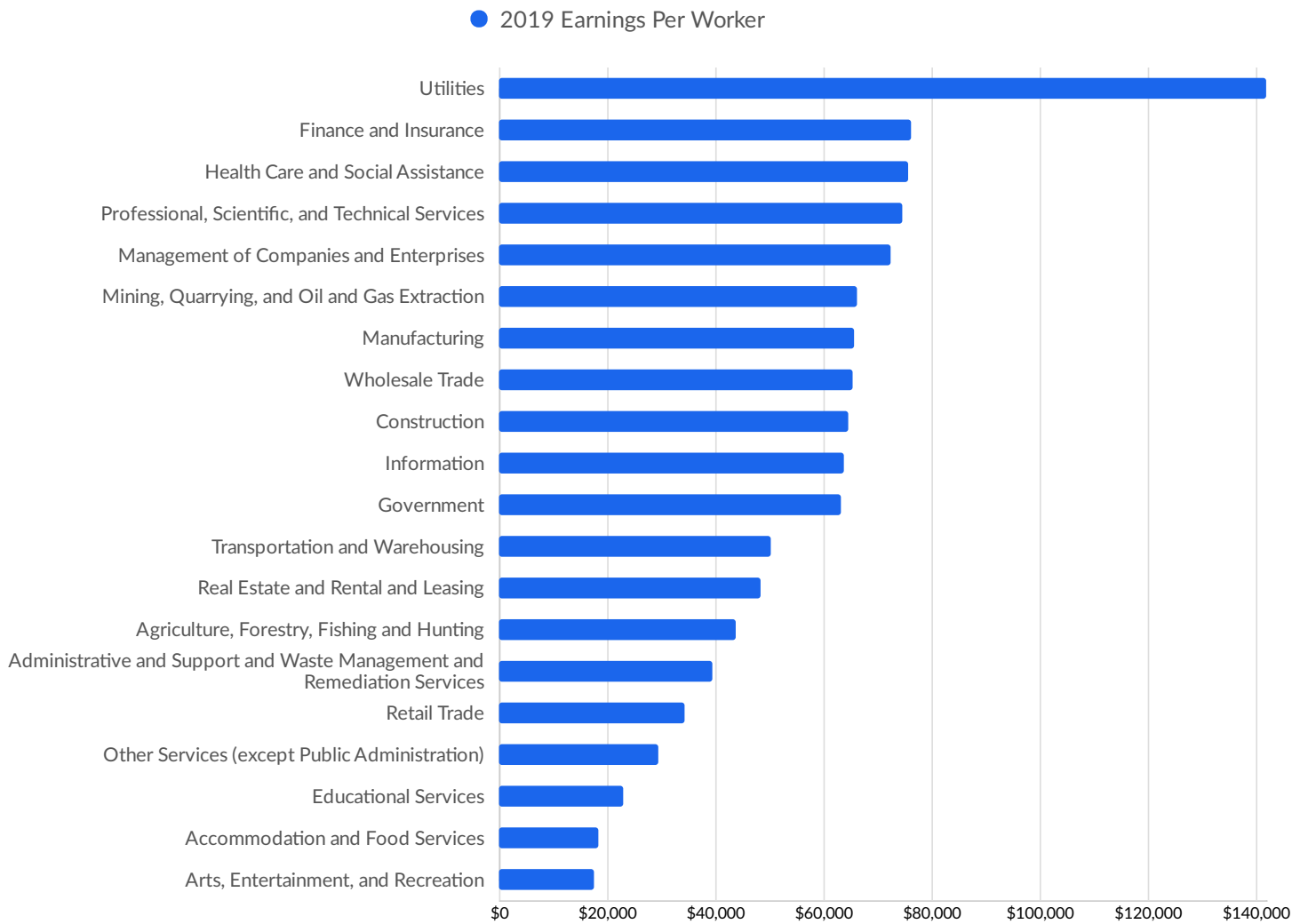
Top Industry LQ



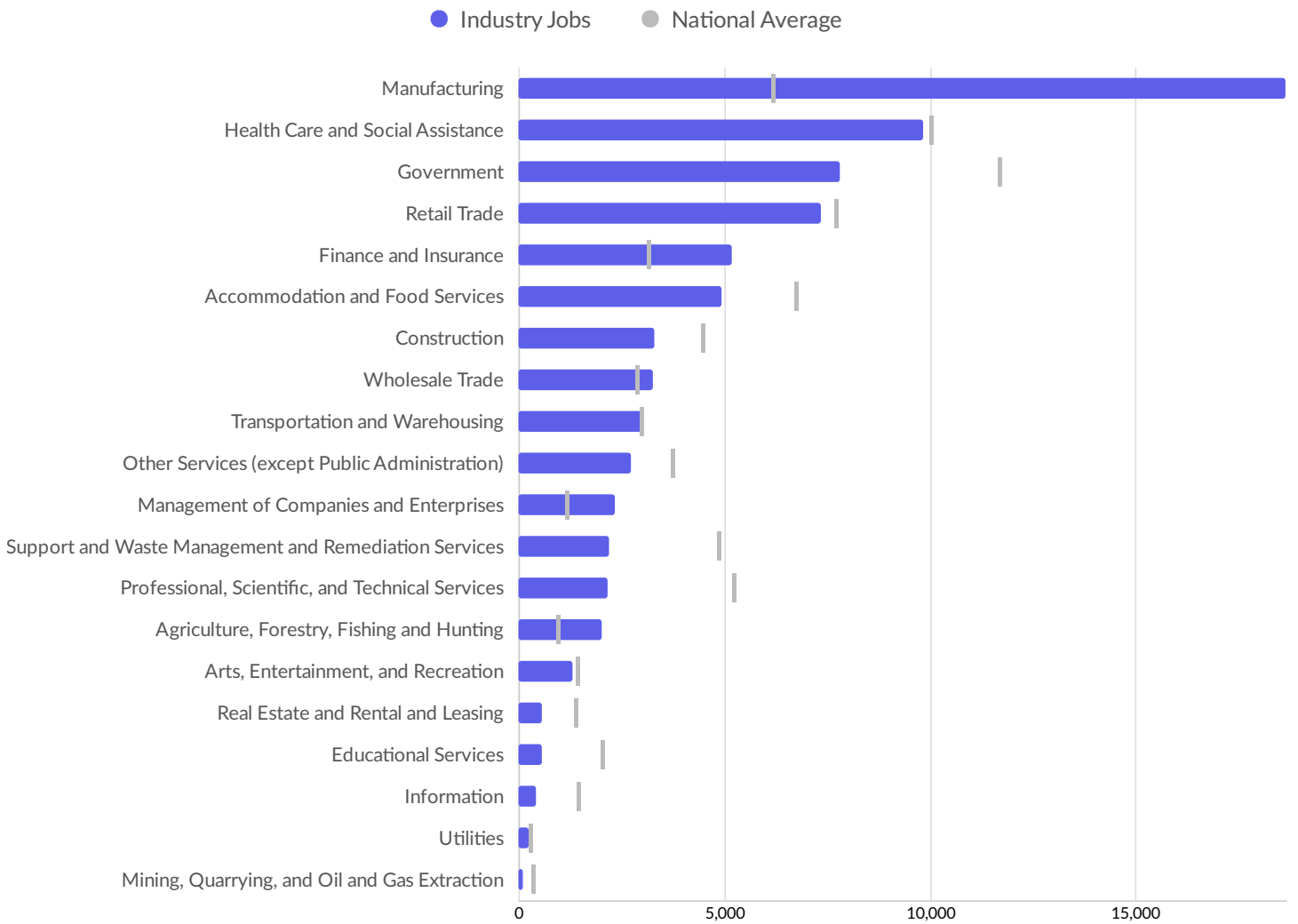
Top Industry GRP



Top Industry Earnings


















Largest Industries



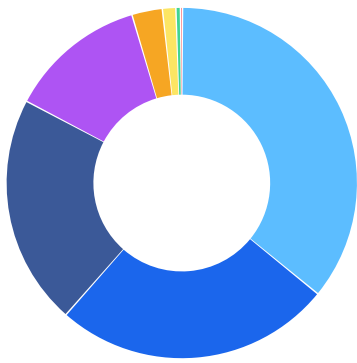
Business Characteristics

13,570 Companies Employ Your Workers

Online profiles for your workers mention 13,570 companies as employers, with the top 10 appearing below. In the last 12 months, 2,208 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.	1,360 	Aspirus Wausau Hospital, Inc.	1,208 
Marshfield Clinic	809 	Marshfield Clinic	574 
Greenheck Fan Corporation	551 	Remedy Intelligent Staffing	428 
Liberty Mutual Insurance Comp...	465 	HealthCare Employment Netwo...	420 
Wausau School District	453 	Platinum Supplemental Insuranc...	417 
Foot Locker, Inc.	405 	Eatstreet	284 
University of Wisconsin Stevens...	380 	Roehl Transport, Inc.	234 
Sentry Insurance	363 	NurseFly	221 
UnitedHealth Group Incorporate...	355 	Foot Locker, Inc.	209 
Ministry Health Care, Inc.	349 	Forward Service Corporation	189 

Business Size

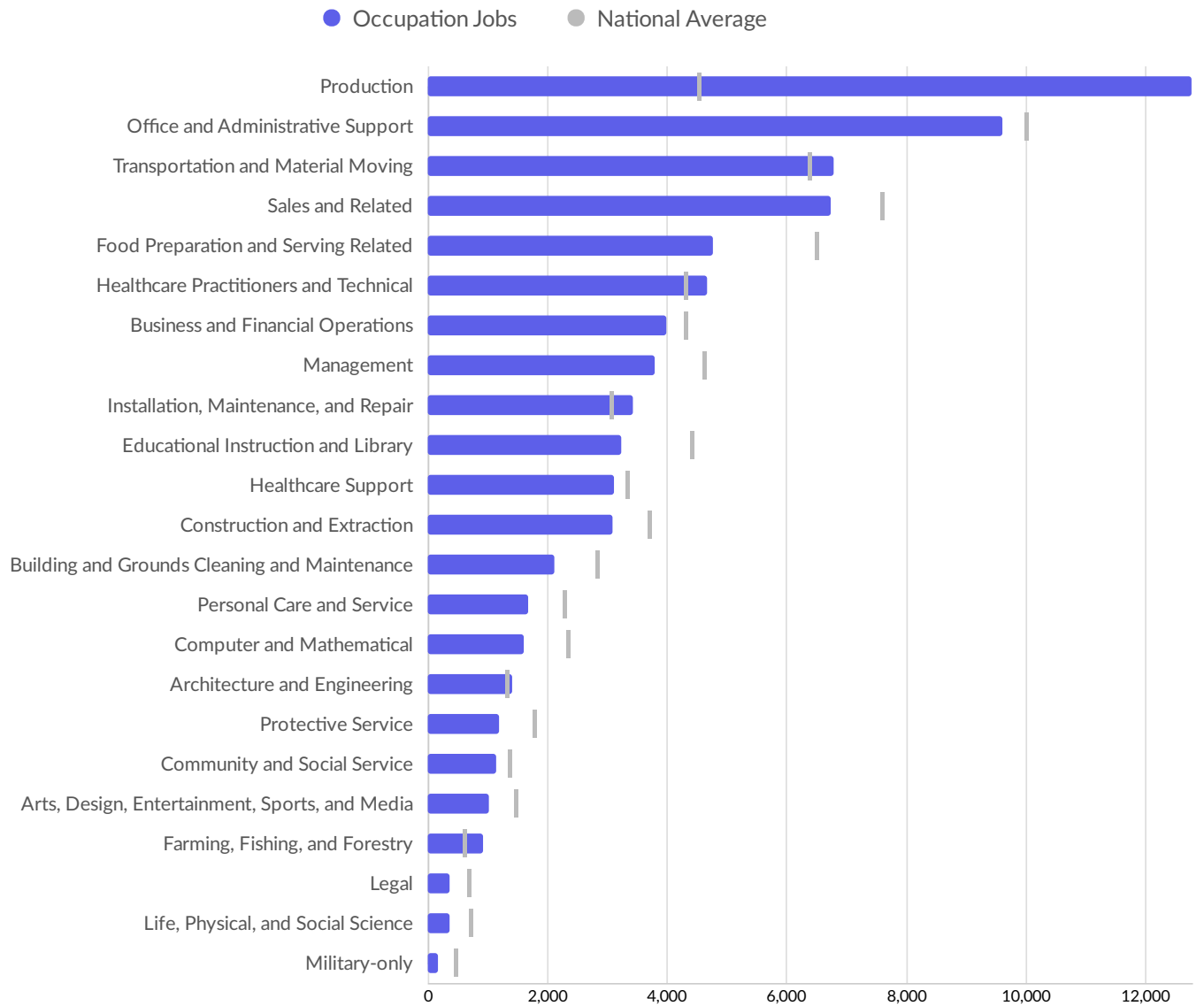


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

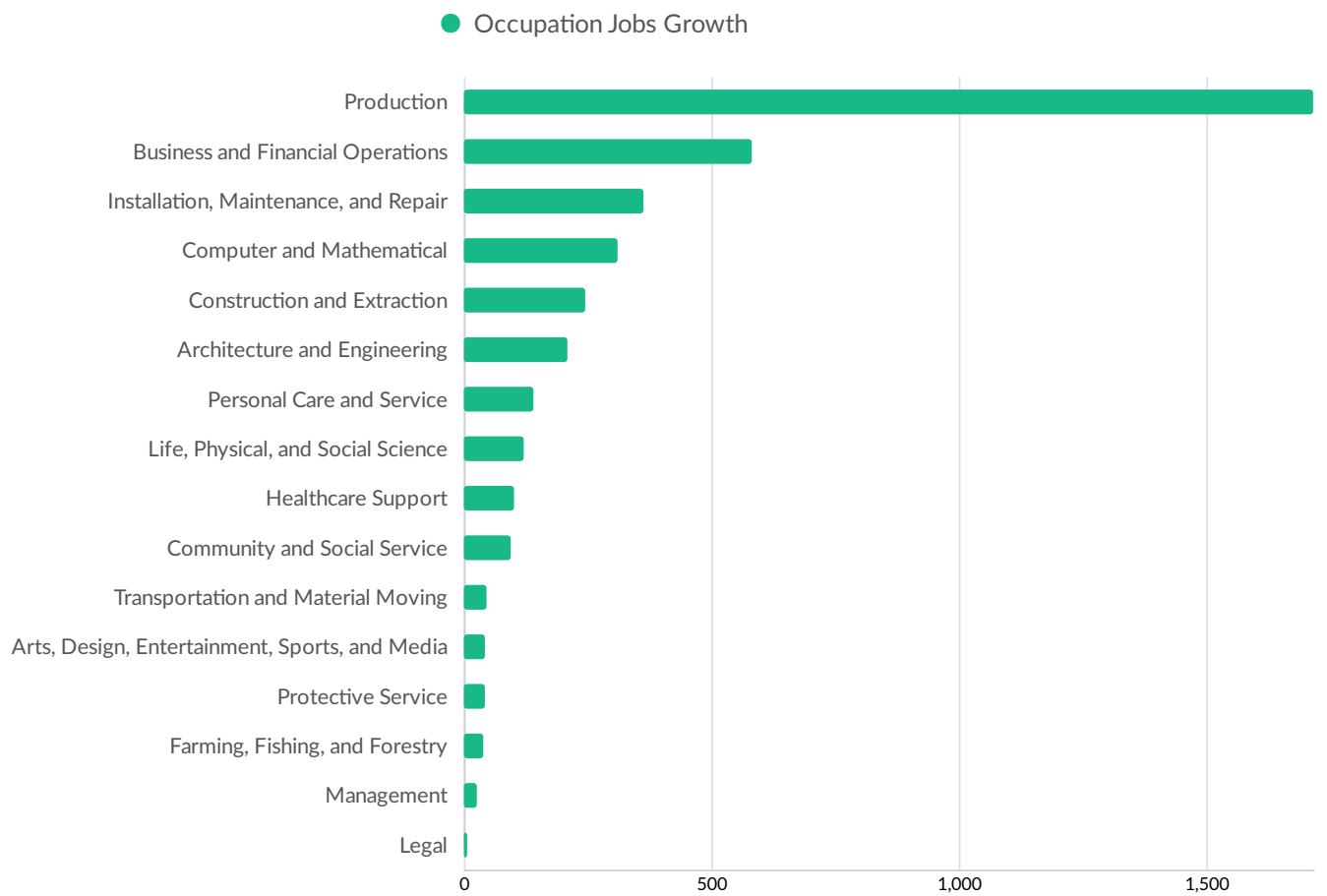
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

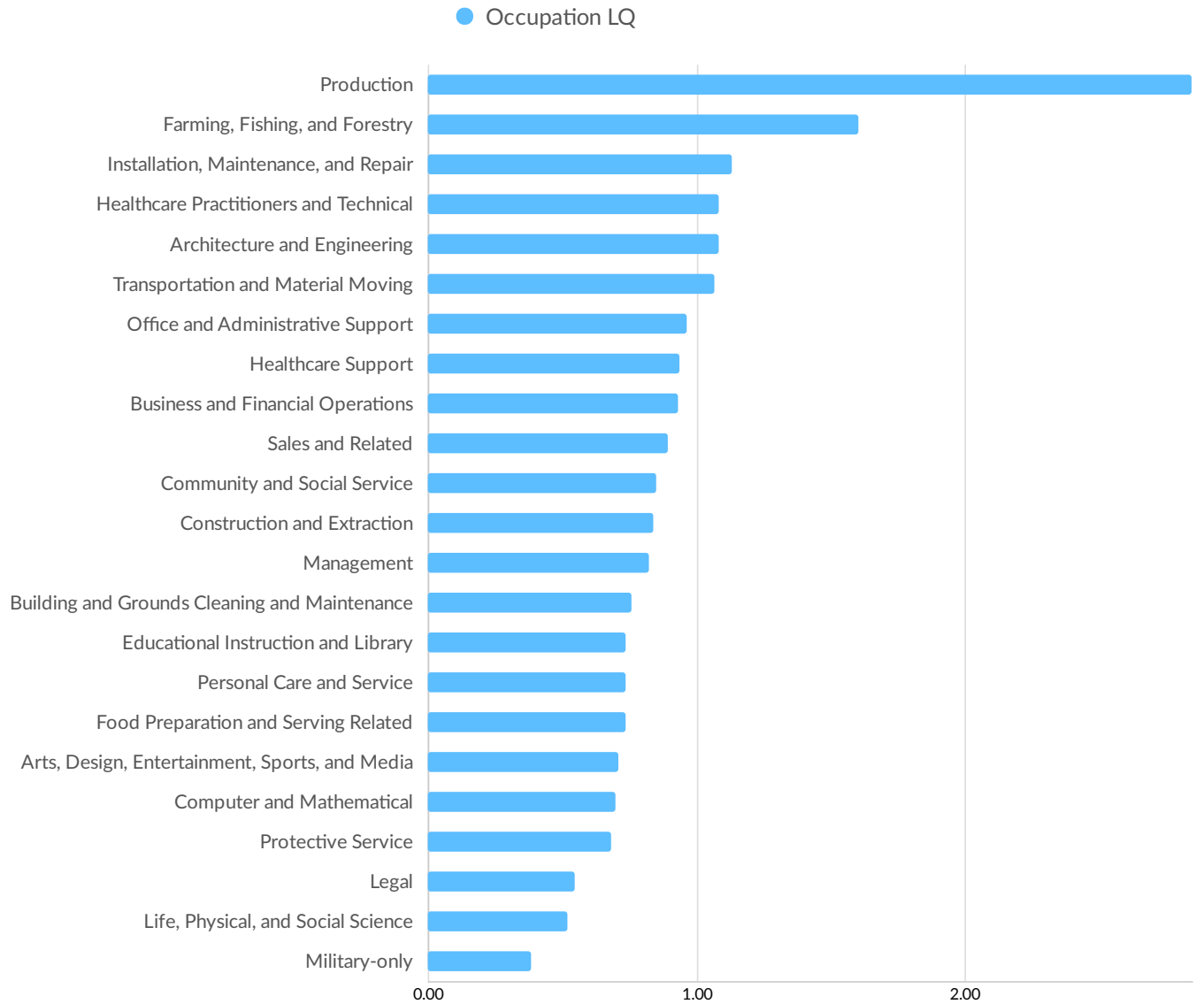
Largest Occupations



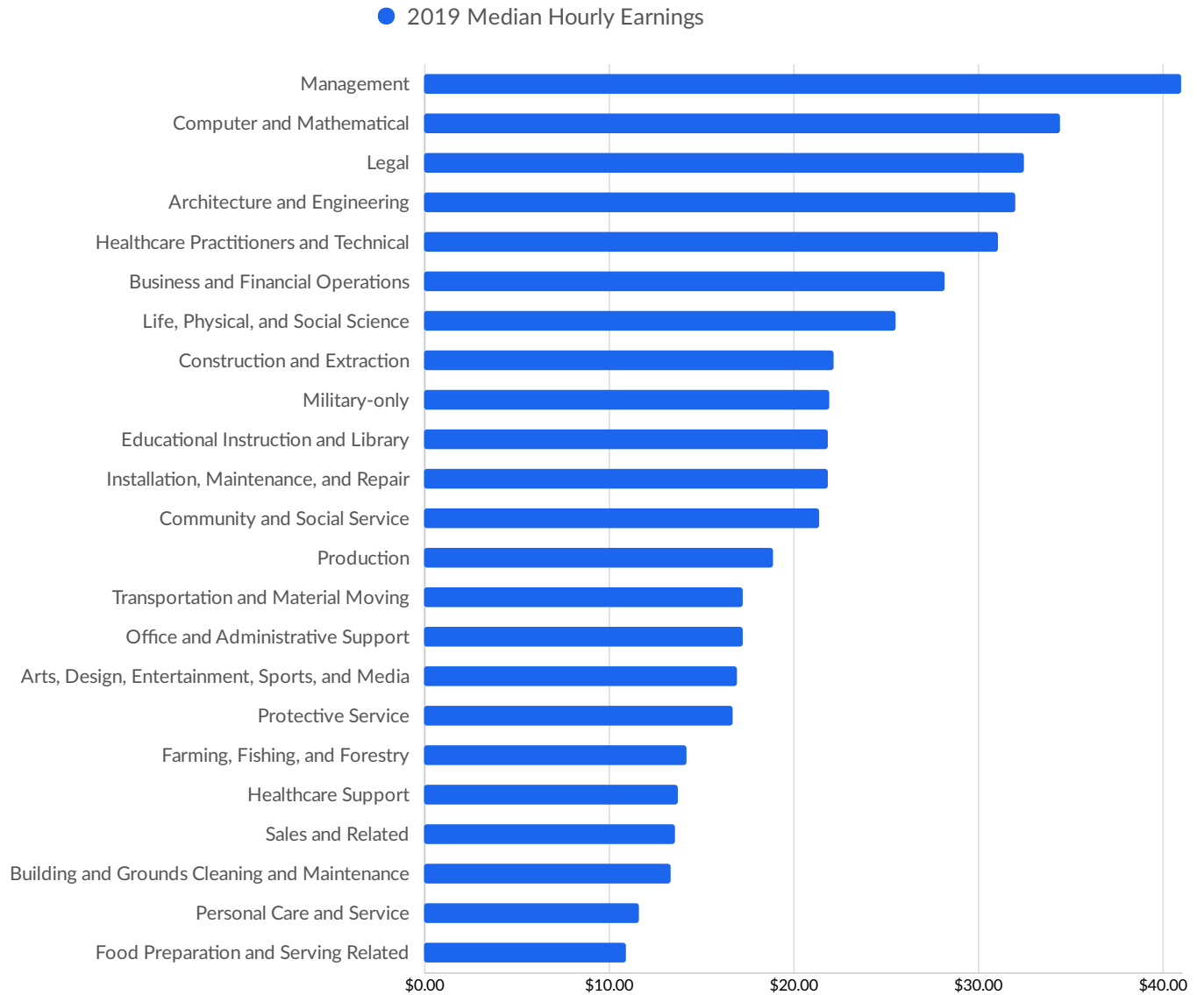
Top Growing Occupations



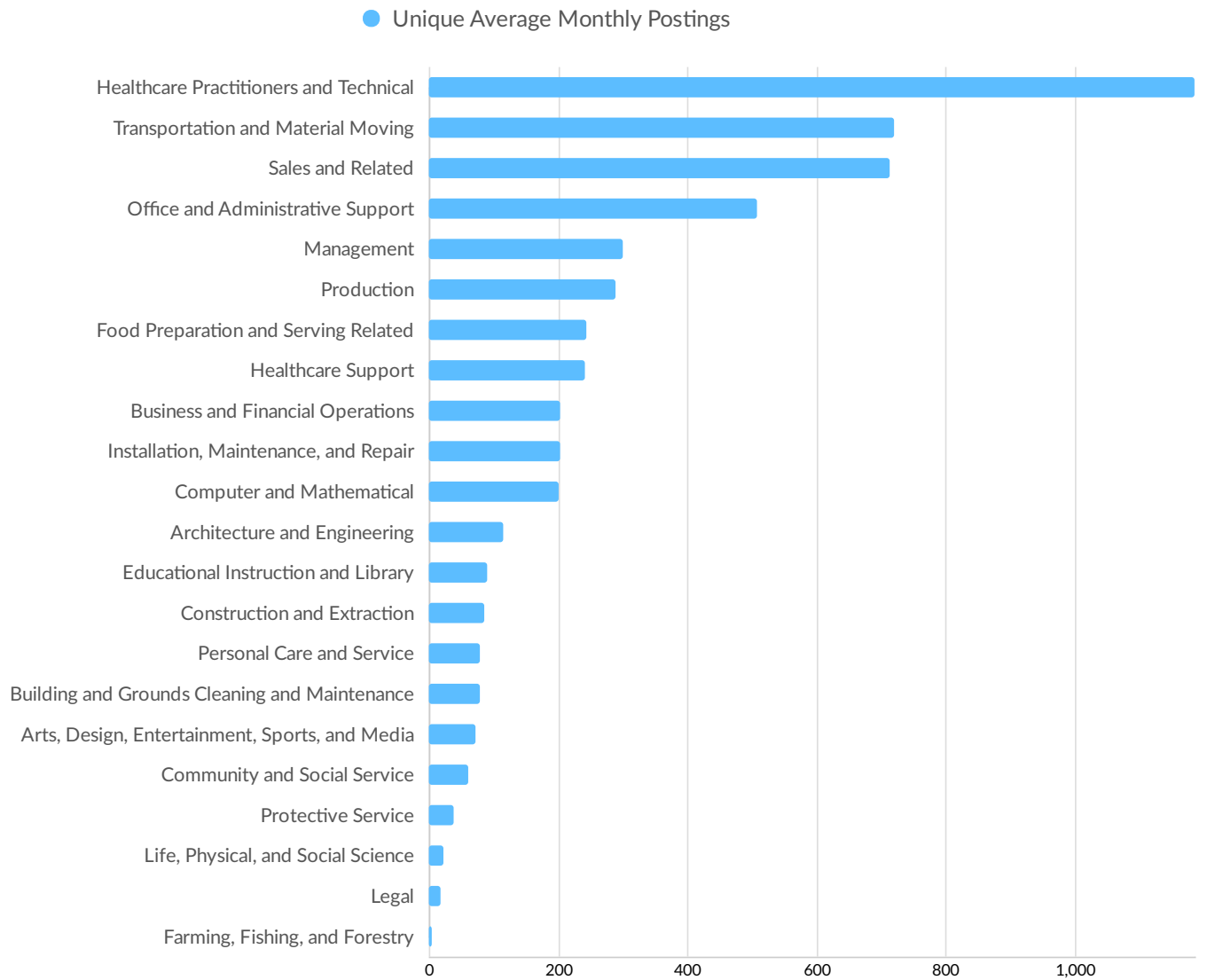
Top Occupation LQ



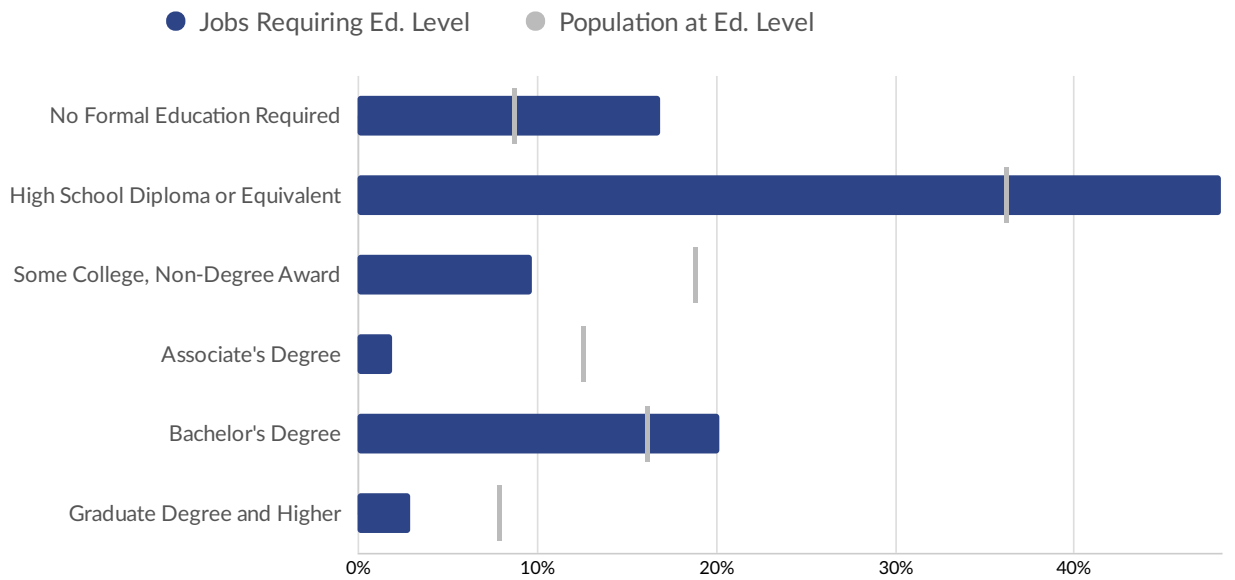
Top Occupation Earnings



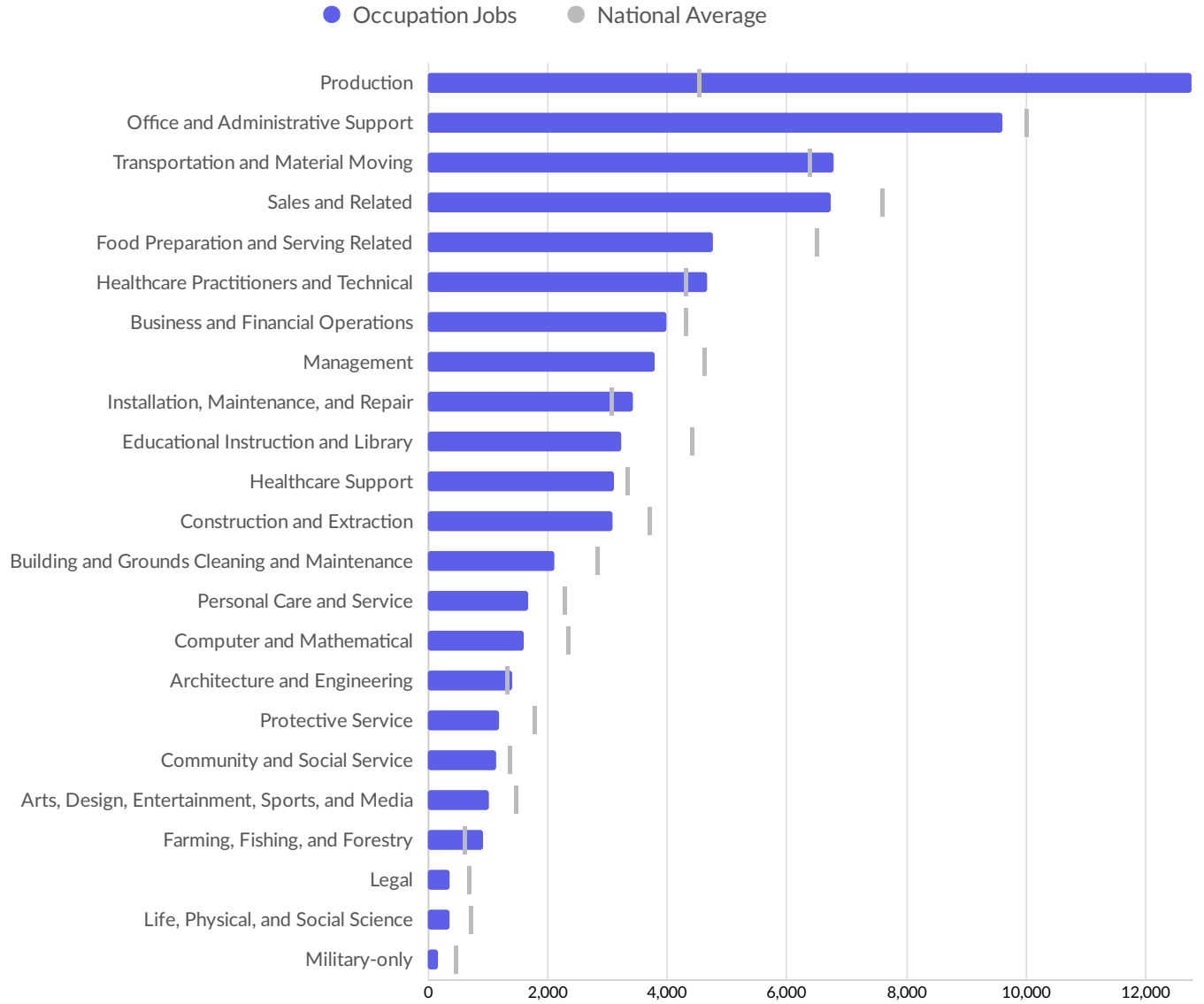
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

In 2019, there were 2,298 graduates in Marathon County, WI. This pipeline has shrunk by 7% 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 (2019)	Graduate Trend (2015 - 2019)
Northcentral Technical College	2,261	
State College of Beauty Culture Inc	37	
Globe University-Wausau	0	

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

In-Demand Skills

