



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

135,811

Population (2020)

Population **grew by 495** over the last 5 years and is projected to **grow by 711** over the next 5 years.

77,915

Total Regional Employment

Jobs **grew by 1,210** over the last 5 years and are projected to **grow by 2,180** over the next 5 years.

\$59.5K

Median Household Income (2018)

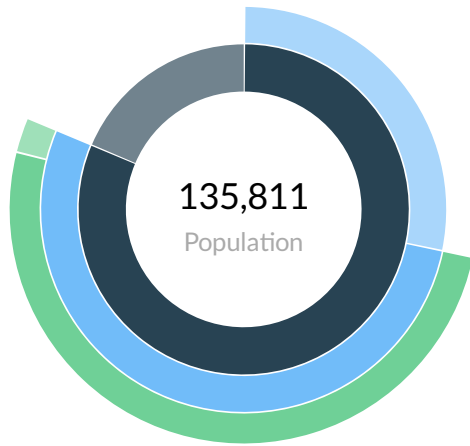
Median household income is **\$750 below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 0.4%** since 2015, growing by 495. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 711.
- From 2015 to 2020, jobs **increased by 1.6%** in Marathon County, WI from 76,705 to **77,915**. This change **fell short of the national growth rate of 6.2% by 4.6%**. As the number of jobs increased, the **labor force participation rate decreased from 66.5% to 65.3% between 2015 and 2020**.
- Concerning educational attainment, **16.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.0% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	135,811	72,112	77,915	99.3	\$8.08B	\$10.07B	\$10.40B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

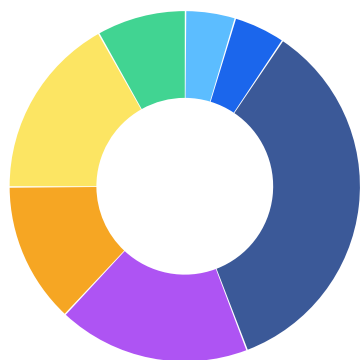
2020 Labor Force Breakdown



	Population
● Total Working Age Population	110,411
● Not in Labor Force (15+)	38,299
● Labor Force	72,112
● Employed	68,813
● Unemployed	3,299
● Under 15	25,400

Educational Attainment

Concerning educational attainment, **16.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.0% hold an Associate's Degree** (4.8% above the national average).

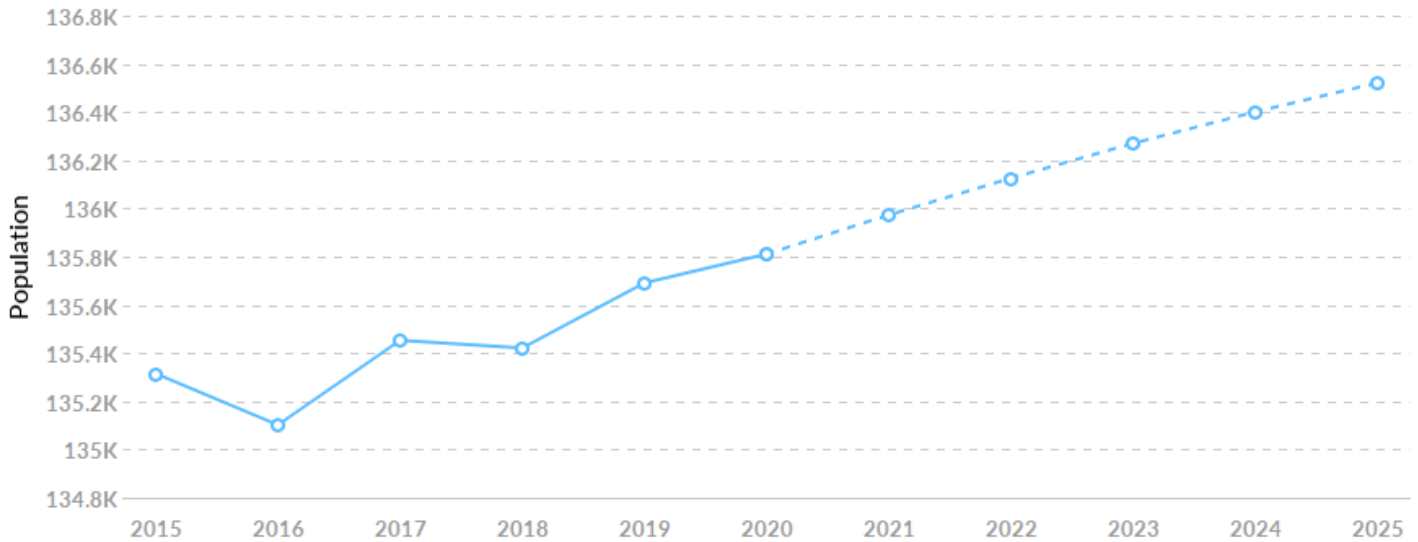


	% of Population	Population
● Less Than 9th Grade	4.6%	4,366
● 9th Grade to 12th Grade	4.8%	4,520
● High School Diploma	34.8%	33,113
● Some College	17.7%	16,878
● Associate's Degree	13.0%	12,348
● Bachelor's Degree	16.9%	16,081
● Graduate Degree and Higher	8.2%	7,832

Historic & Projected Trends

Population Trends

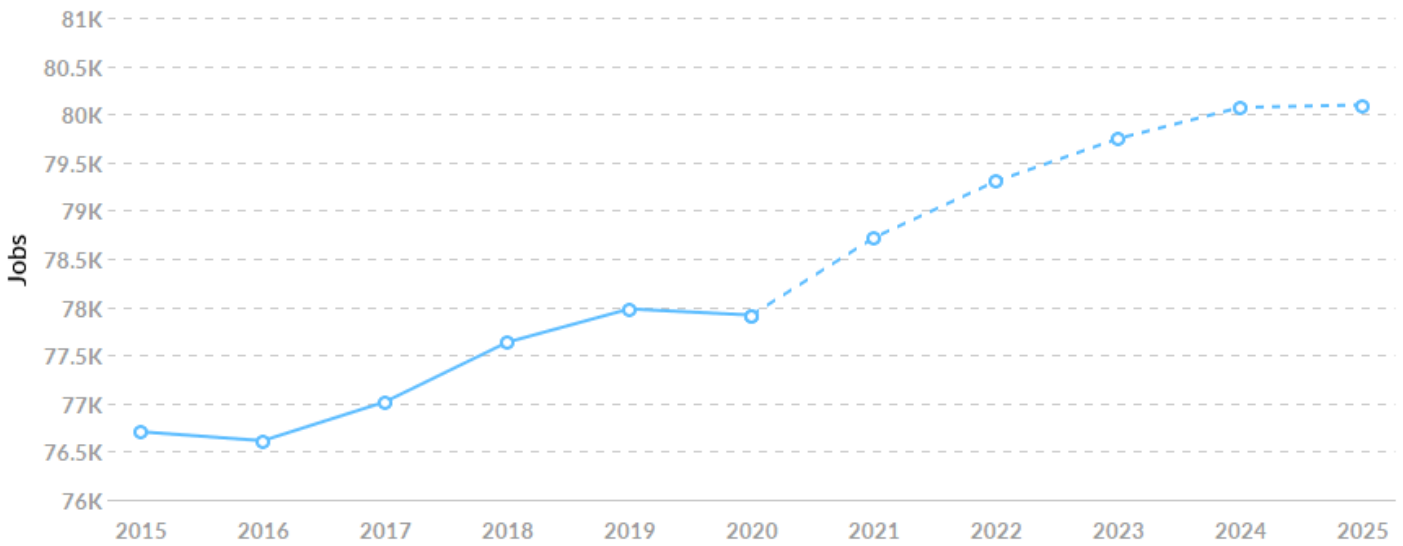
As of 2020 the region's population **increased by 0.4%** since 2015, growing by 495. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 711.



Timeframe	Population
2015	135,315
2016	135,102
2017	135,453
2018	135,421
2019	135,691
2020	135,811
2021	135,973
2022	136,126
2023	136,270
2024	136,401
2025	136,521

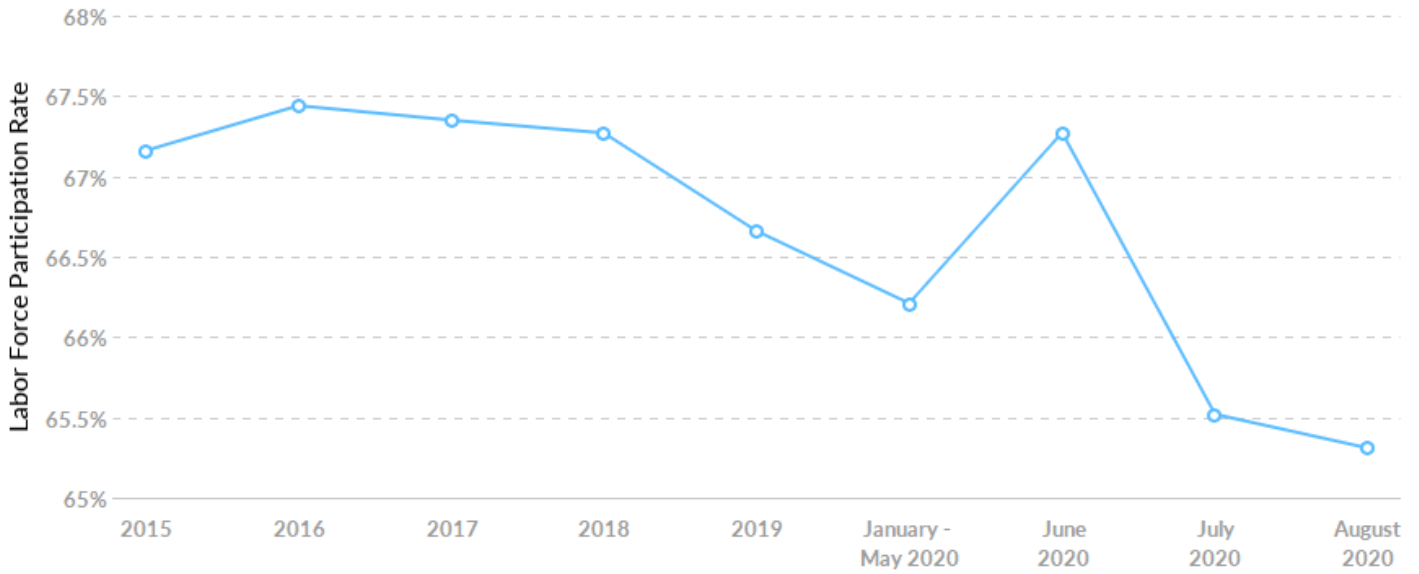
Job Trends

From 2015 to 2020, jobs increased by 1.6% in Marathon County, WI from 76,705 to 77,915. This change fell short of the national growth rate of 6.2% by 4.6%.



Timeframe	Jobs
2015	76,705
2016	76,612
2017	77,015
2018	77,633
2019	77,979
2020	77,915
2021	78,717
2022	79,303
2023	79,745
2024	80,069
2025	80,095

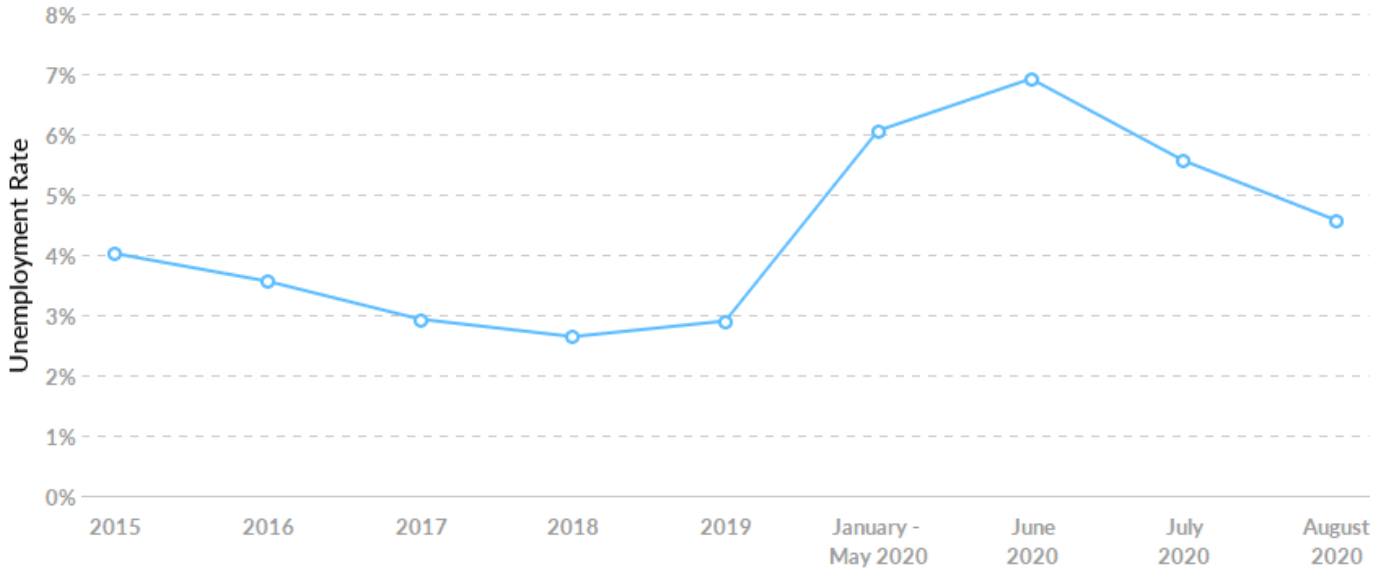
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.16%
2016	67.44%
2017	67.35%
2018	67.27%
2019	66.66%
January - May 2020	66.21%
June 2020	67.27%
July 2020	65.52%
August 2020	65.31%

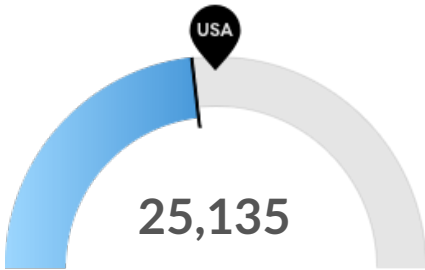
Unemployment Rate Trends

Marathon County, WI had an August 2020 unemployment rate of 4.57%, increasing from 4.02% 5 years before.



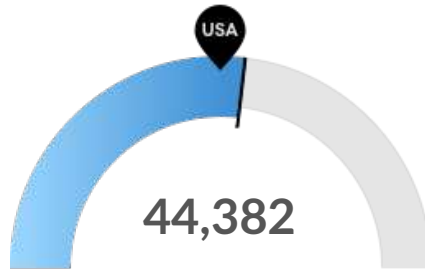
Timeframe	Unemployment Rate
2015	4.02%
2016	3.56%
2017	2.93%
2018	2.64%
2019	2.90%
January - May 2020	6.06%
June 2020	6.92%
July 2020	5.56%
August 2020	4.57%

Population Characteristics



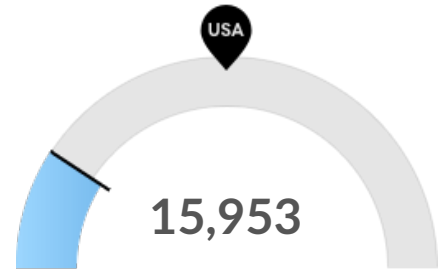
Millennials

Marathon County, WI has 25,135 millennials (ages 25-39). The national average for an area this size is 27,977.



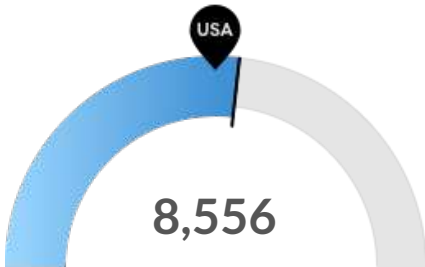
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 39,895 people 55 or older, while there are 44,382 here.



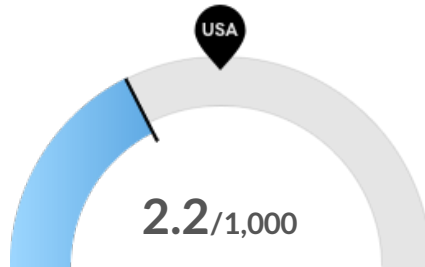
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 54,125 racially diverse people, while there are 15,953 here.



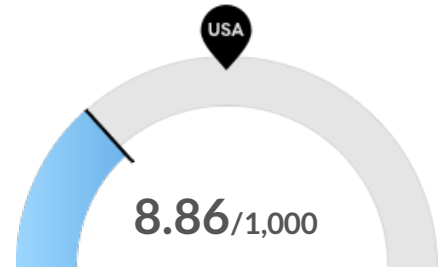
Veterans

Marathon County, WI has 8,556 veterans. The national average for an area this size is 7,715.



Violent Crime

Marathon County, WI has 2.2 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

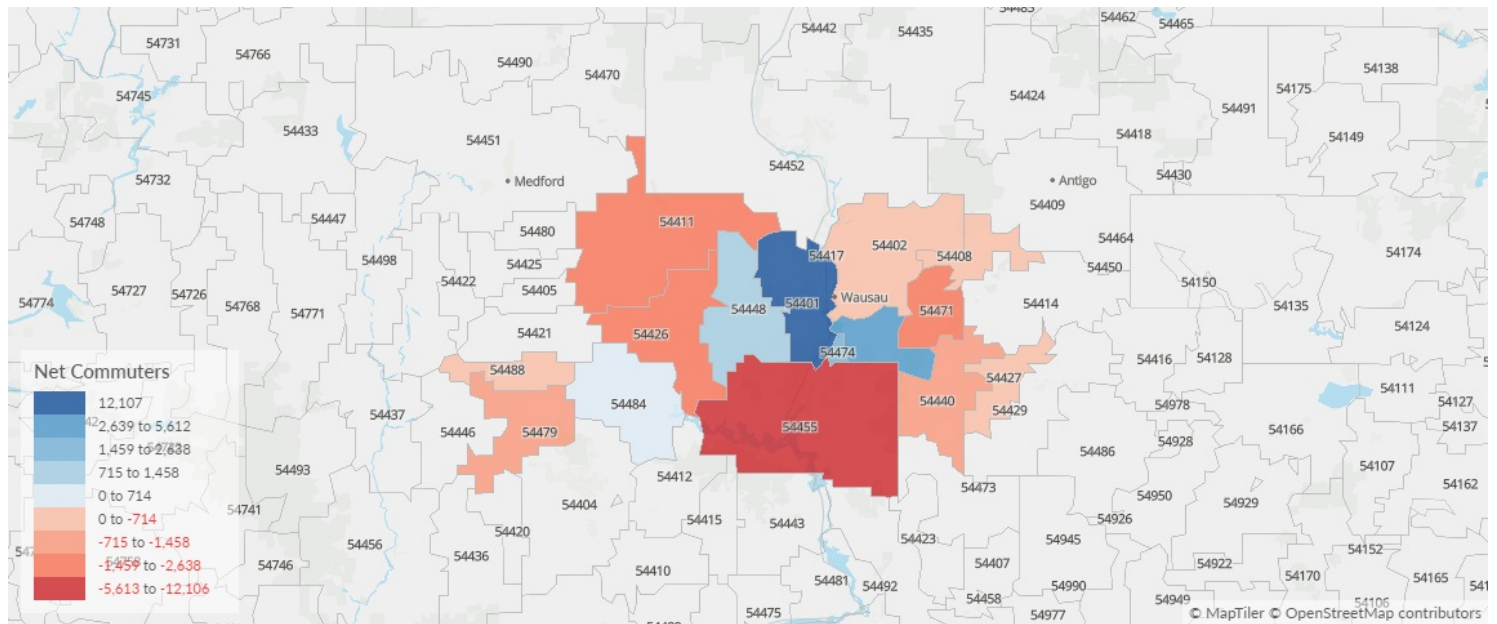


Property Crime

Marathon County, WI has 8.86 property crimes per 1,000 people. The national rate is 19.79 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

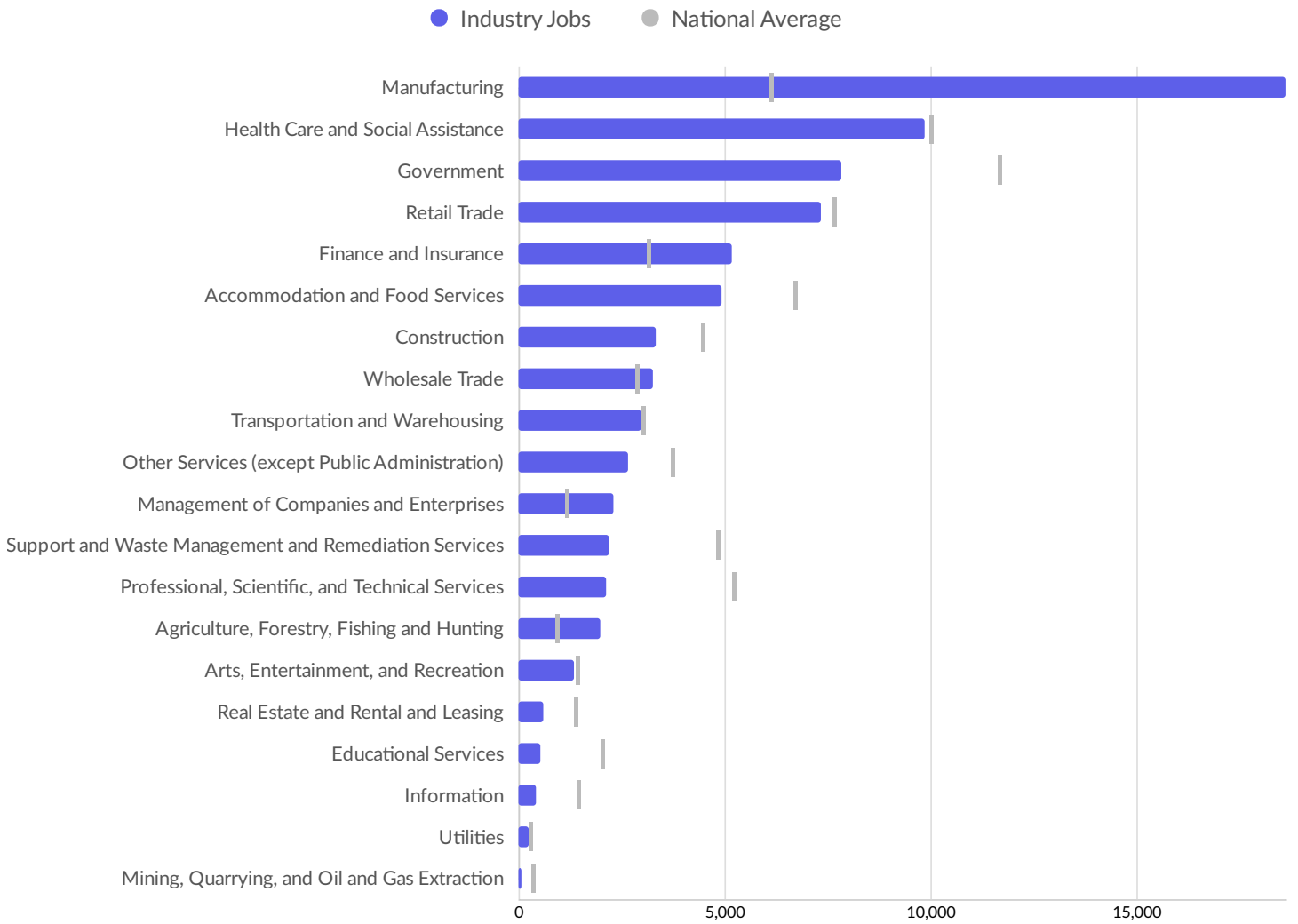
Where Talent Lives

ZIP	Name	2020 Employment
54401	Wausau, WI (in Marath...	29,263
54476	Schofield, WI (in Marath...	14,442
54403	Wausau, WI (in Marath...	10,423
54455	Mosinee, WI (in Marath...	5,821
54474	Rothschild, WI (in Mara...	4,824

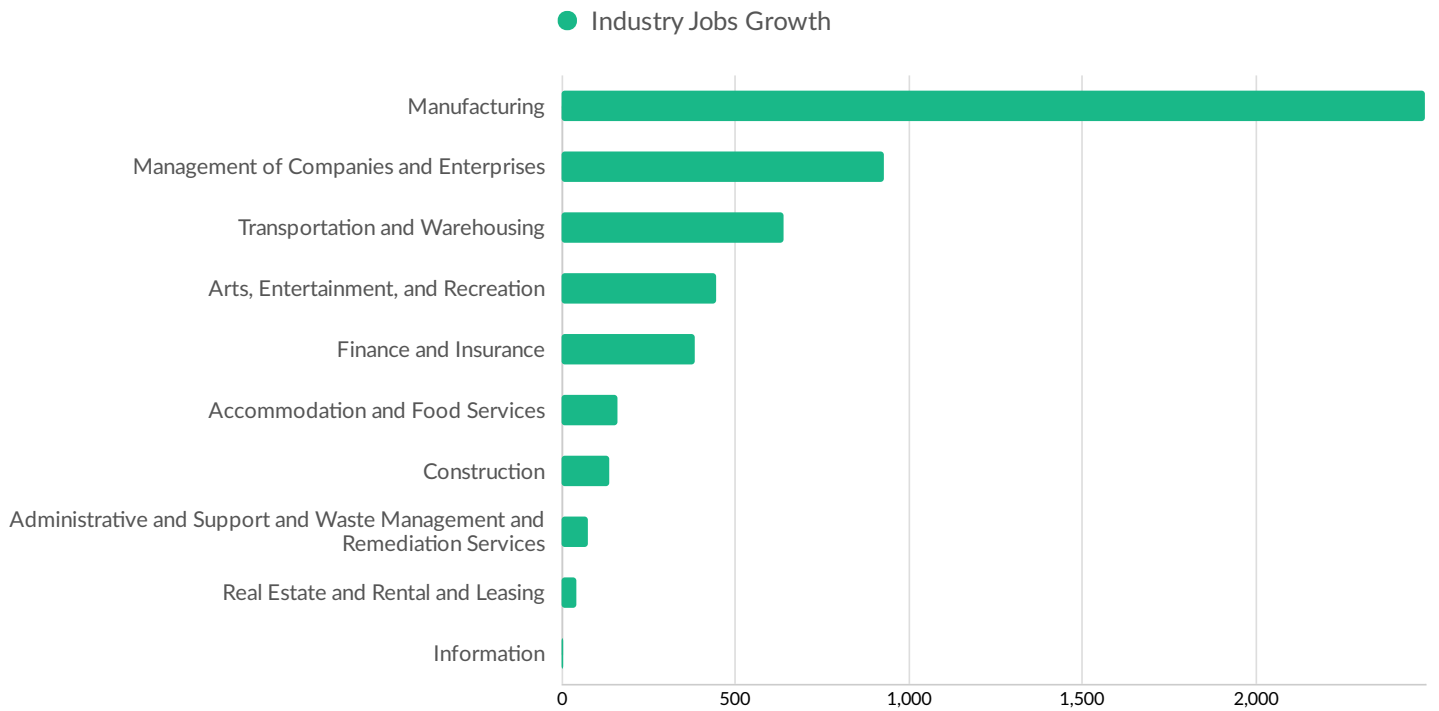
ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	17,156
54476	Schofield, WI (in Marath...	11,803
54455	Mosinee, WI (in Marath...	11,434
54403	Wausau, WI (in Marath...	10,744
54411	Athens, WI (in Maratho...	2,963

Industry Characteristics

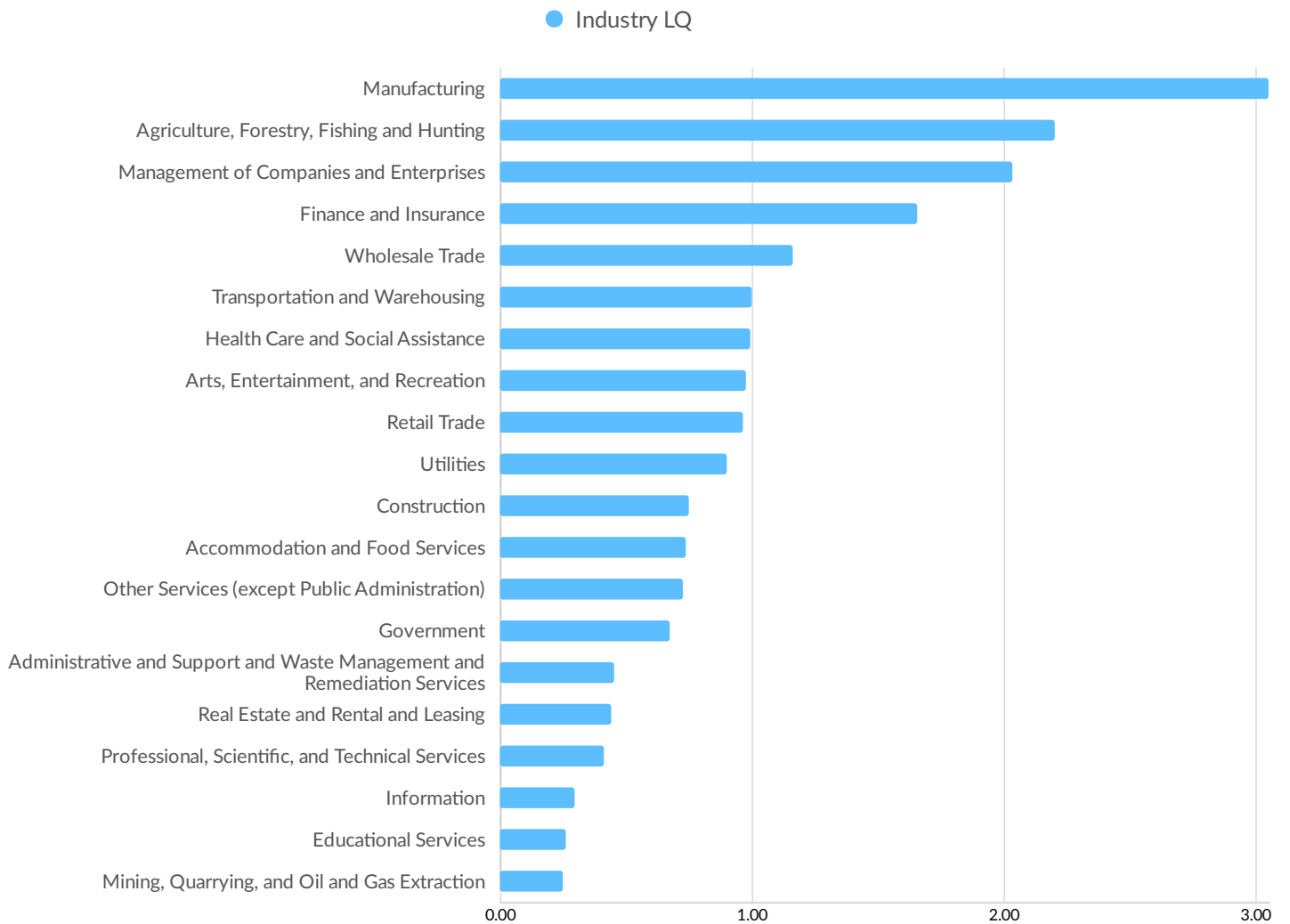
Largest Industries



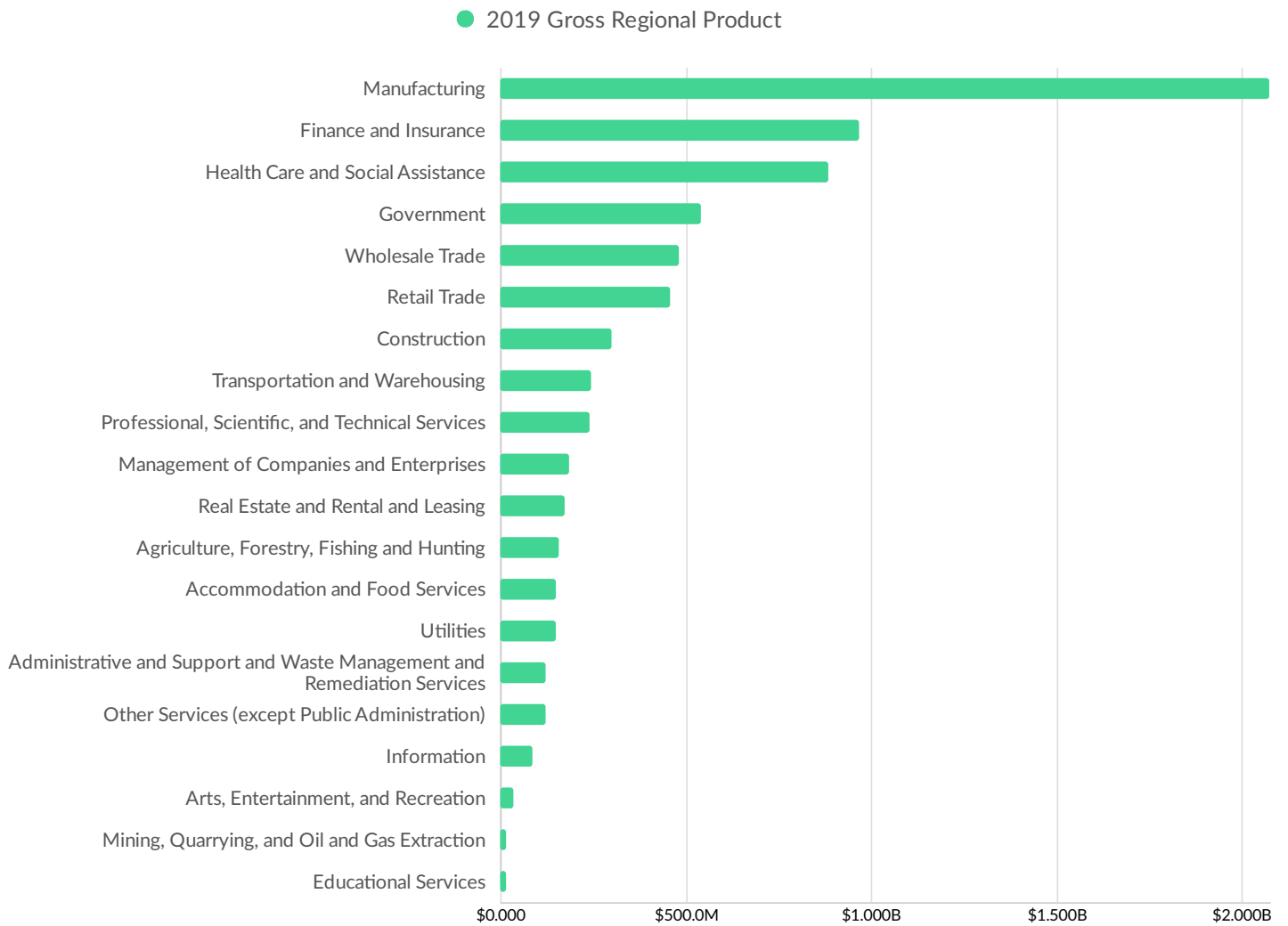
Top Growing Industries



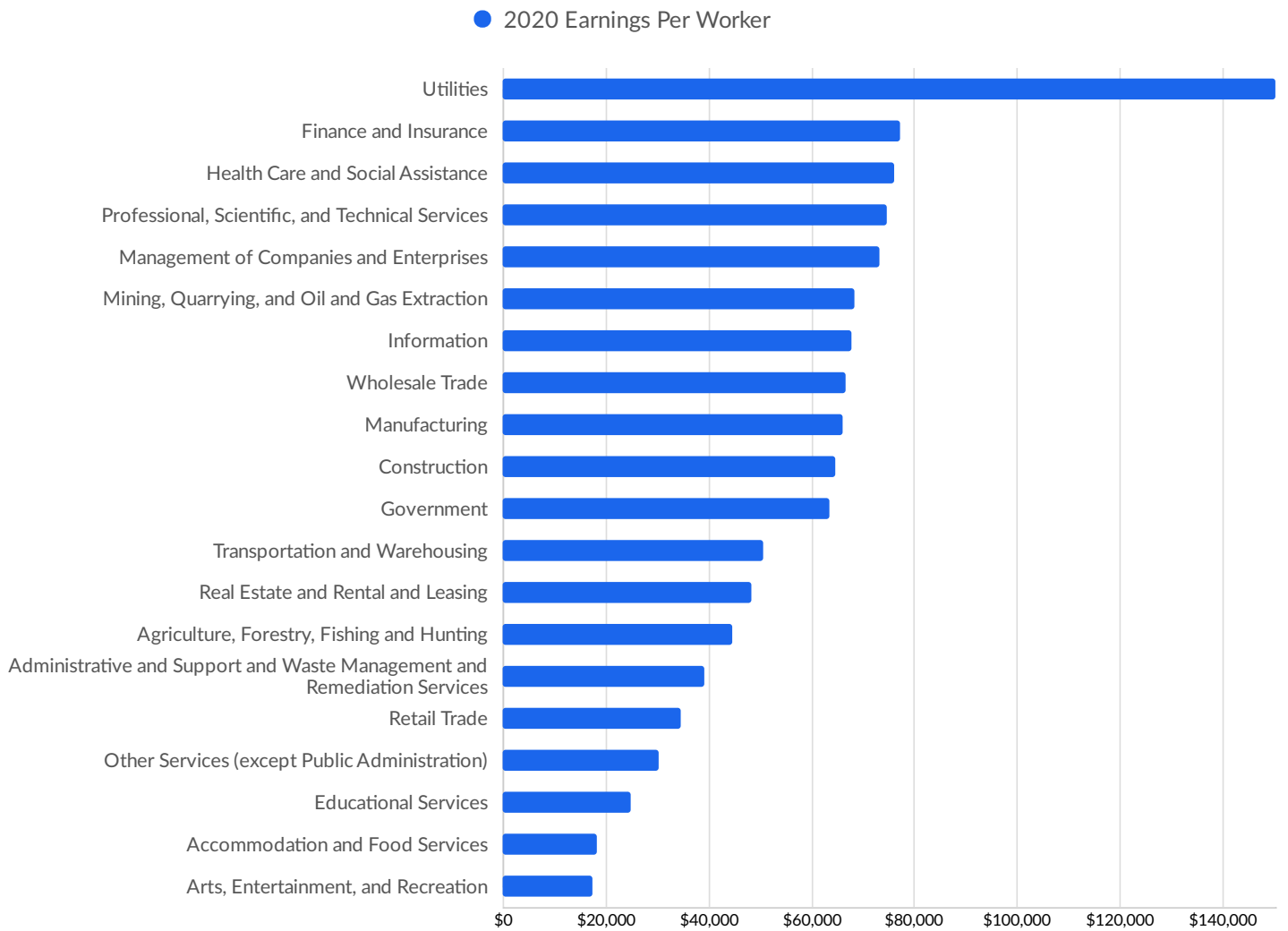
Top Industry LQ



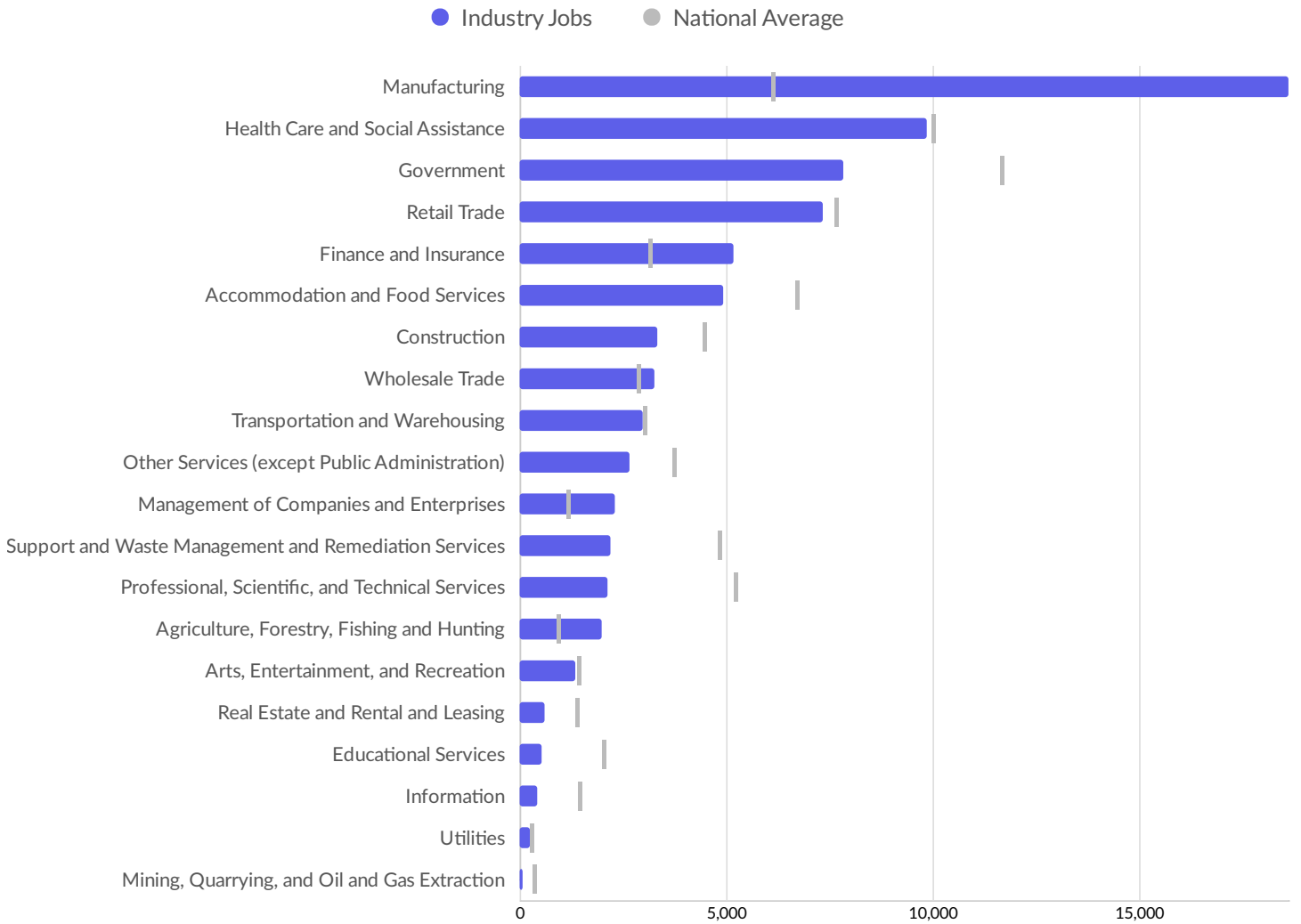
Top Industry GRP



Top Industry Earnings























Largest Industries



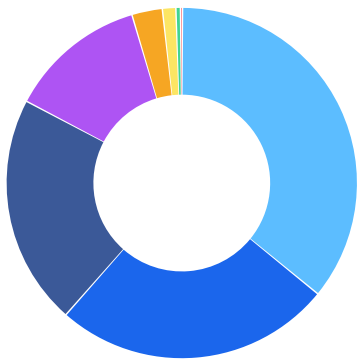
Business Characteristics

12,852 Companies Employ Your Workers

Online profiles for your workers mention 12,852 companies as employers, with the top 10 appearing below. In the last 12 months, 2,091 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.	1,335 	Aspirus Wausau Hospital, Inc.	1,155 
Marshfield Clinic	804 	Marshfield Clinic	570 
Greenheck Fan Corporation	546 	Remedy Intelligent Staffing	362 
Liberty Mutual Insurance Comp...	469 	Platinum Supplemental Insuranc...	317 
Wausau School District	457 	Eatstreet	248 
Foot Locker, Inc.	402 	Roehl Transport, Inc.	215 
University of Wisconsin Stevens...	376 	The Kroger Co	208 
Sentry Insurance	367 	Foot Locker, Inc.	199 
UnitedHealth Group Incorporate...	353 	Greenheck Fan Corporation	179 
Ministry Health Care, Inc.	344 	Aspirus Clinics, Inc.	157 

Business Size

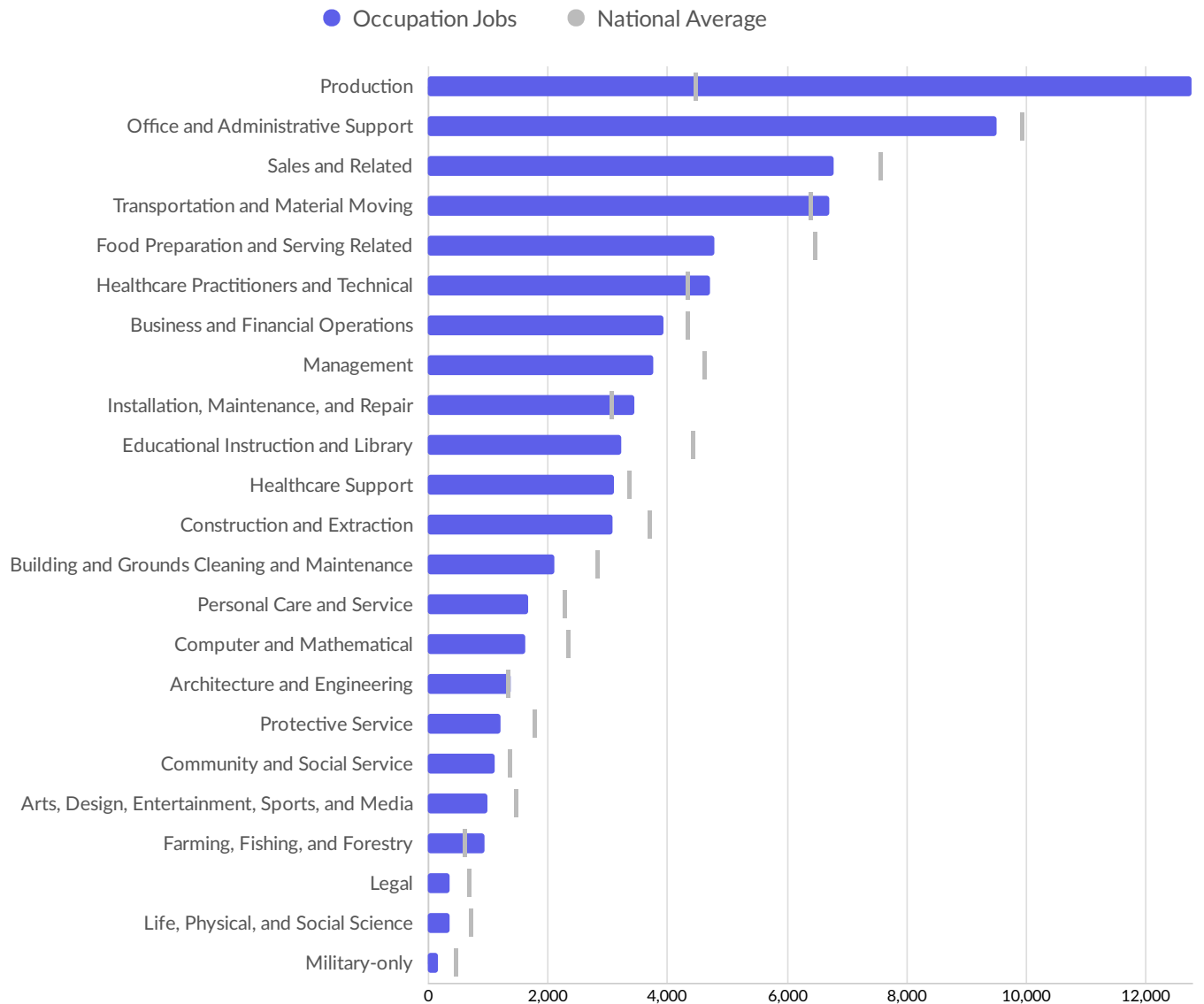


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

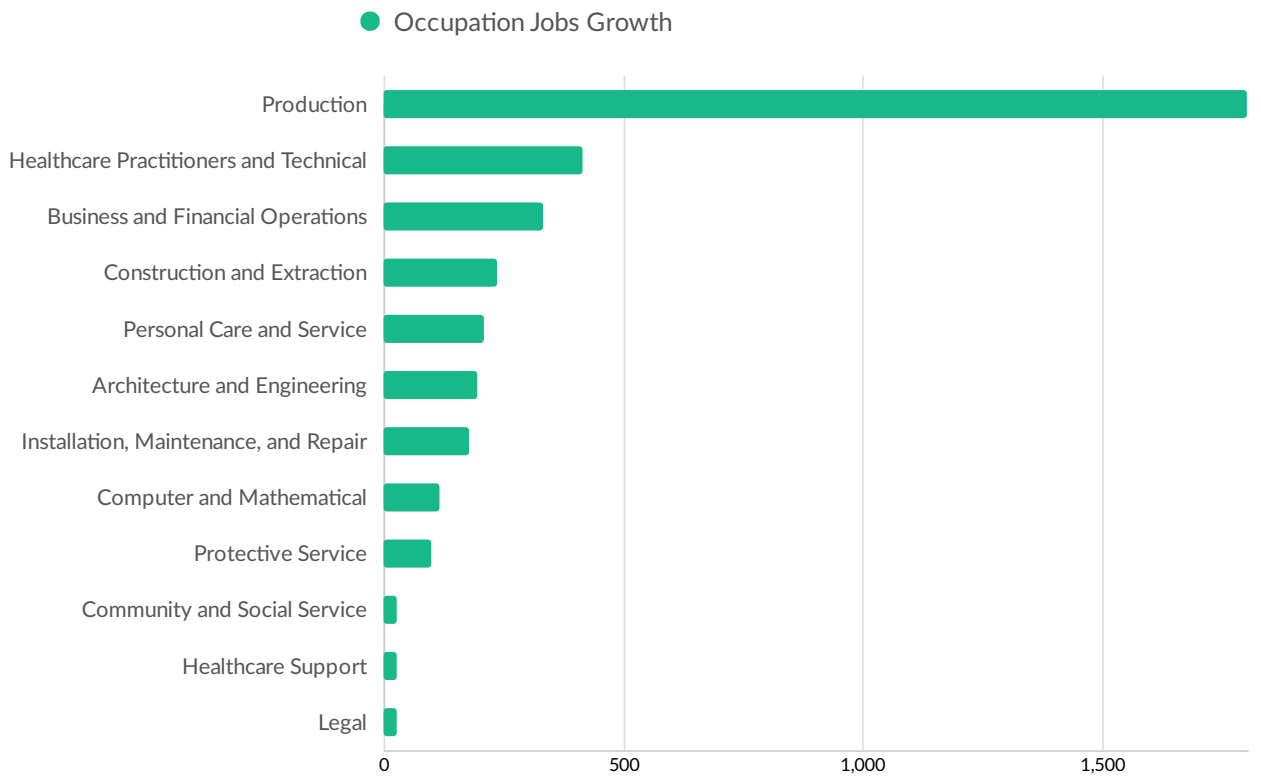
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

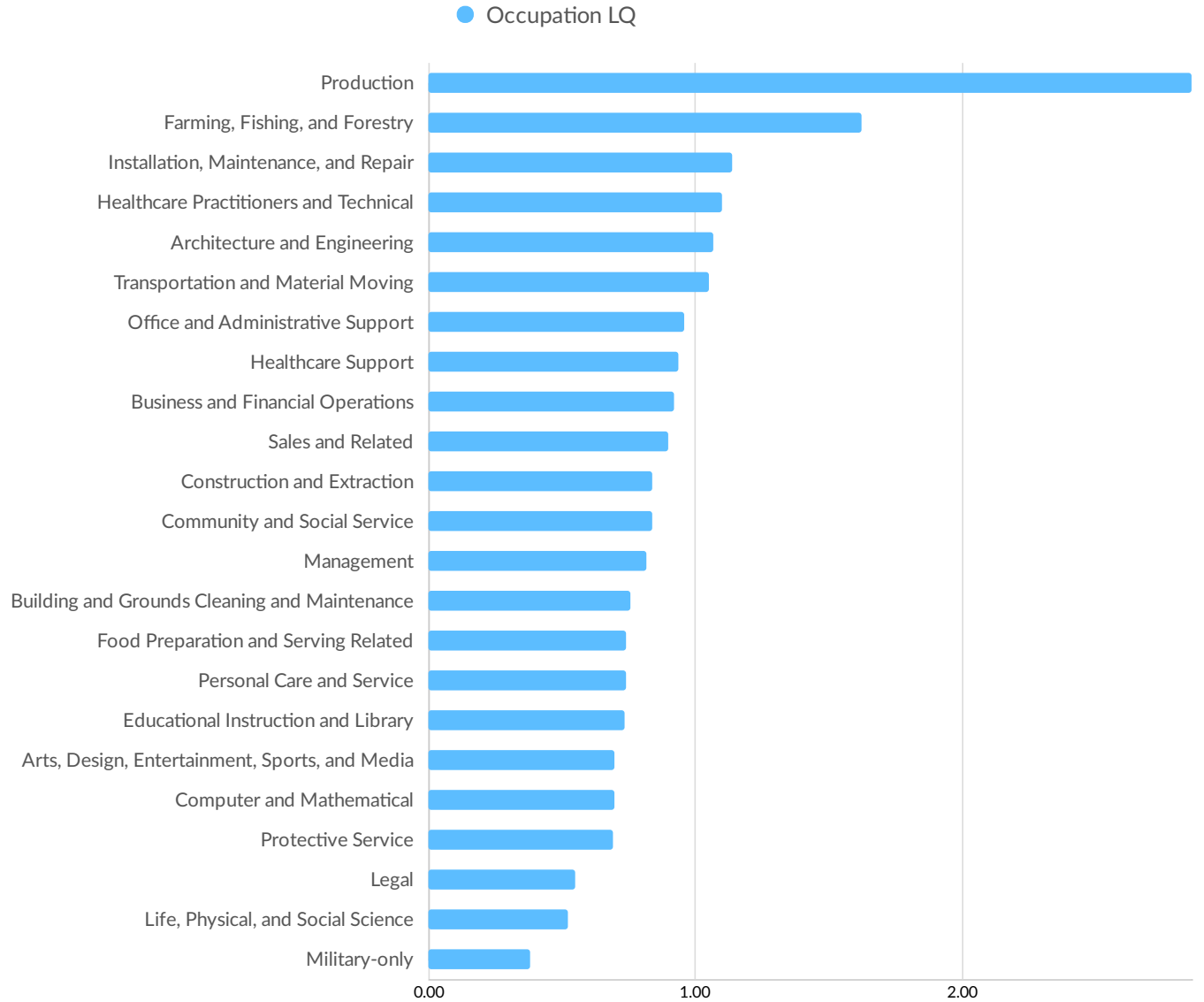
Largest Occupations



Top Growing Occupations



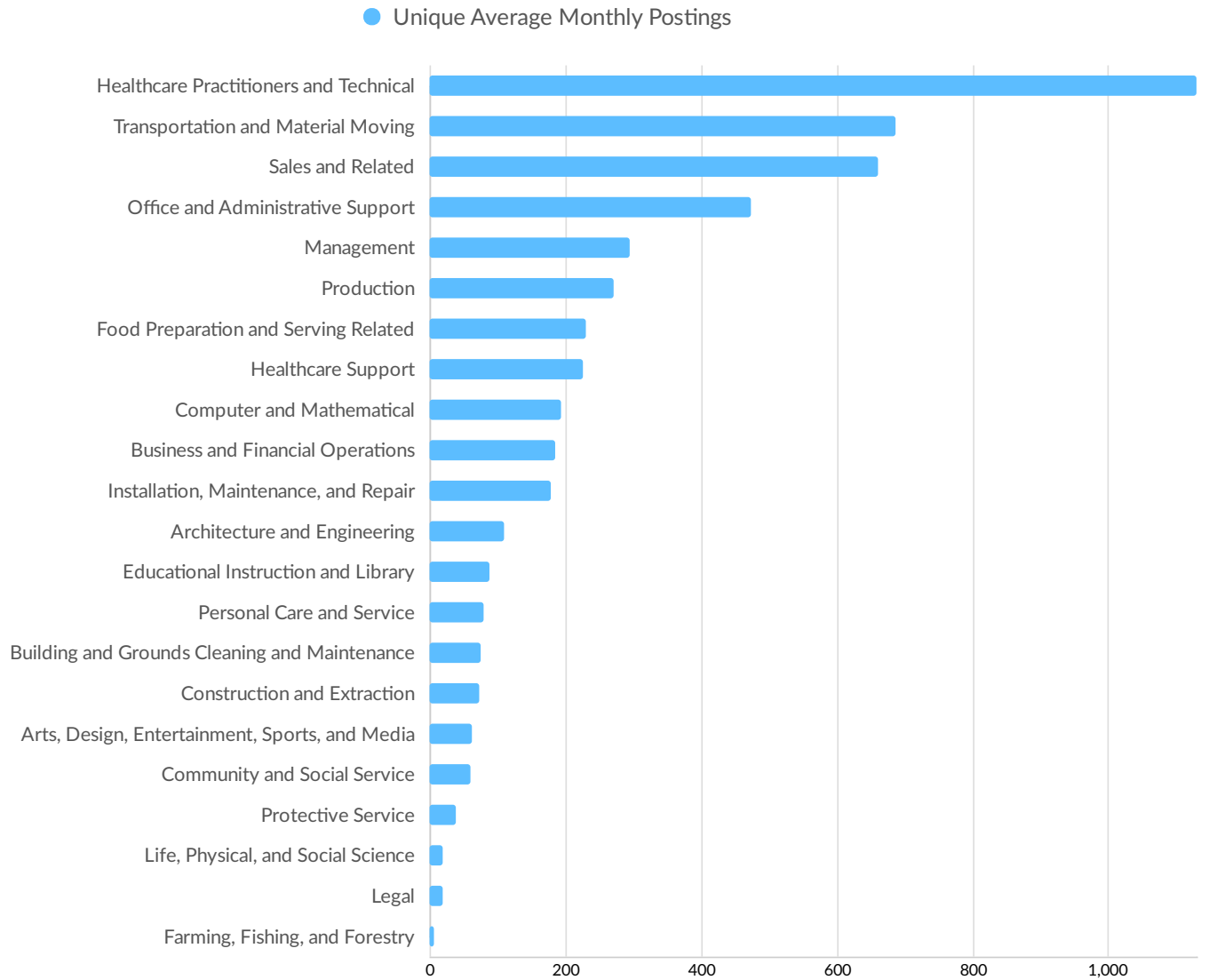
Top Occupation LQ



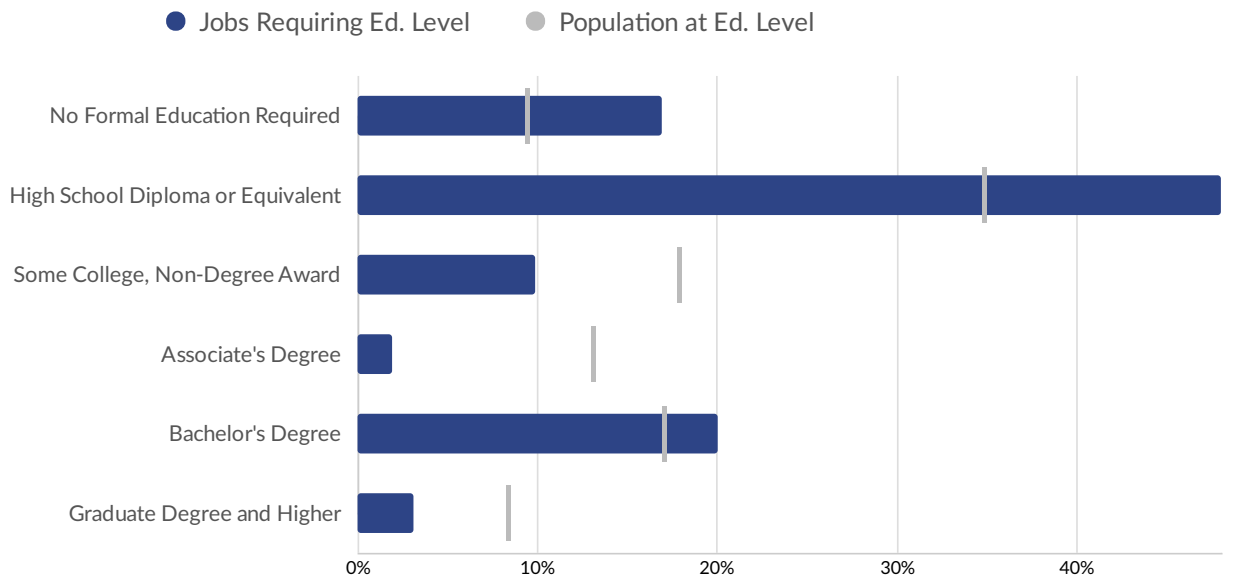
Top Occupation Earnings



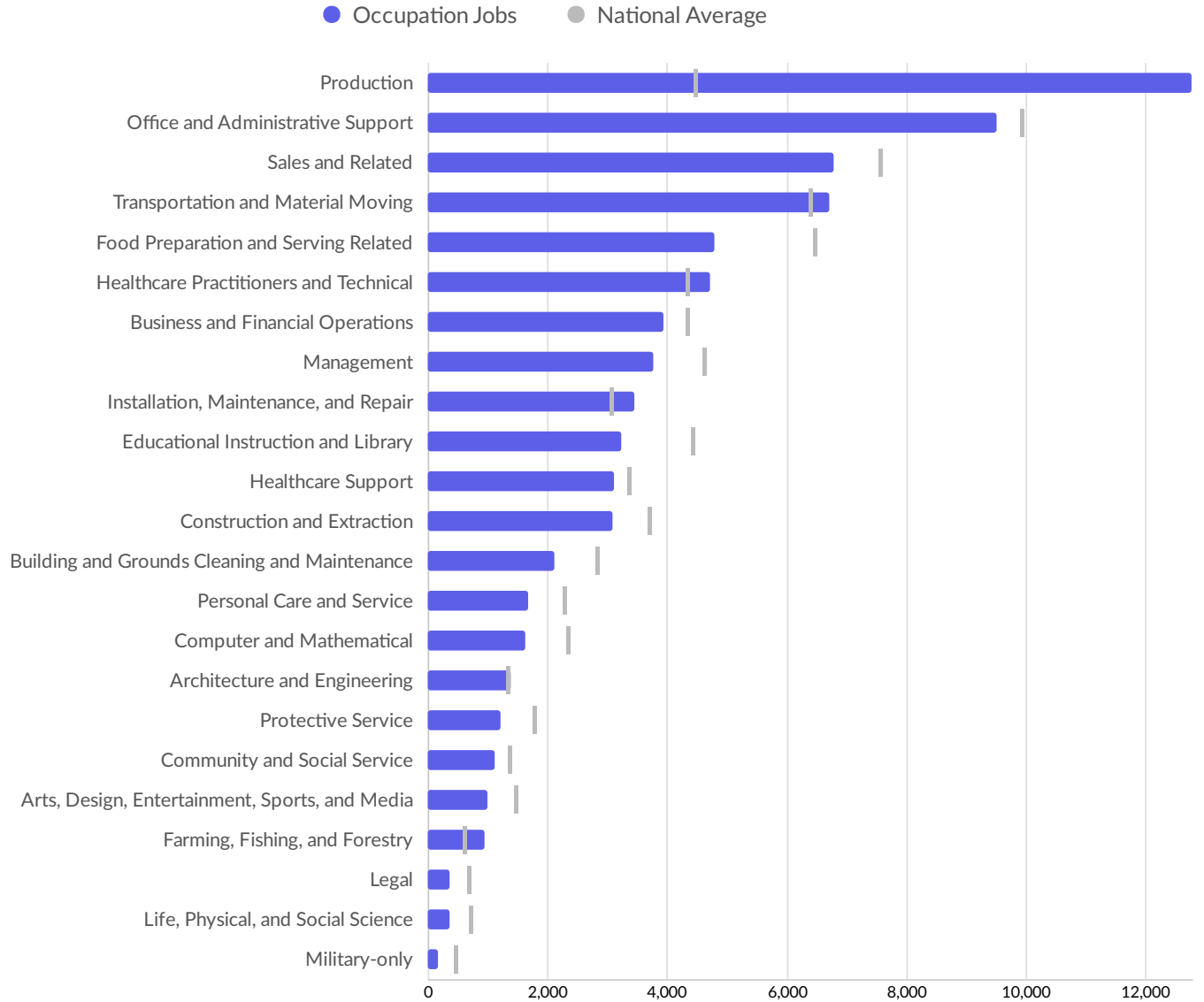
Top Posted Occupations



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

