



Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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

135,942

Population (2020)

Population **grew by 628** over the last 5 years and is projected to **grow by 750** over the next 5 years.

76,730

Total Regional Employment

Jobs **decreased by 431** over the last 5 years but are projected to **grow by 1,818** over the next 5 years.

\$62.6K

Median Household Income (2019)

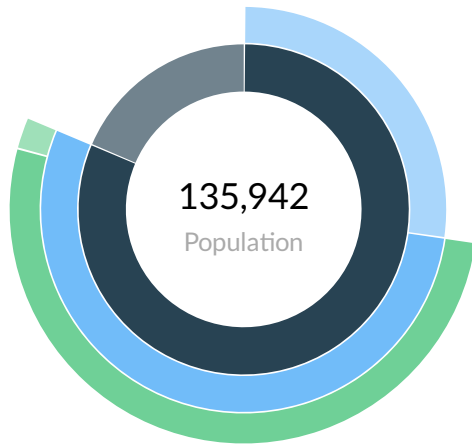
Median household income is **\$210 below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.5%** since 2015, growing by 628. Population is expected to **increase by 0.6%** between 2020 and 2025, adding 750.
- From 2015 to 2020, jobs **declined by 0.6%** in Marathon County, WI from 77,162 to **76,730**. This change **fell short of the national growth rate of 3.1% by 3.7%**. As the number of jobs declined, the **labor force participation rate decreased from 67.2% to 66.6% between 2015 and 2020**.
- Concerning educational attainment, **17.6% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **13.8% hold an Associate's Degree** (5.2% 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	135,942	73,628	76,730	99.3	\$7.95B	\$10.27B	\$10.43B
NCWRPC	440,608	224,830	222,893	99.4	\$21.99B	\$30.45B	\$28.78B
Wisconsin	5,844,919	3,094,138	3,117,826	100.0	\$333.28B	\$320.20B	\$341.40B

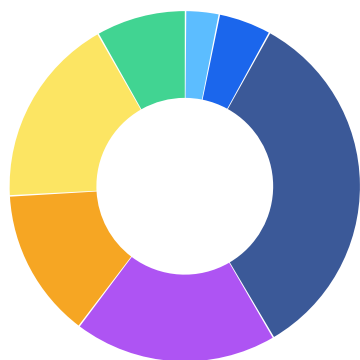
2020 Labor Force Breakdown



	Population
● Total Working Age Population	110,572
● Not in Labor Force (15+)	36,944
● Labor Force	73,628
● Employed	70,619
● Unemployed	3,009
● Under 15	25,370

Educational Attainment

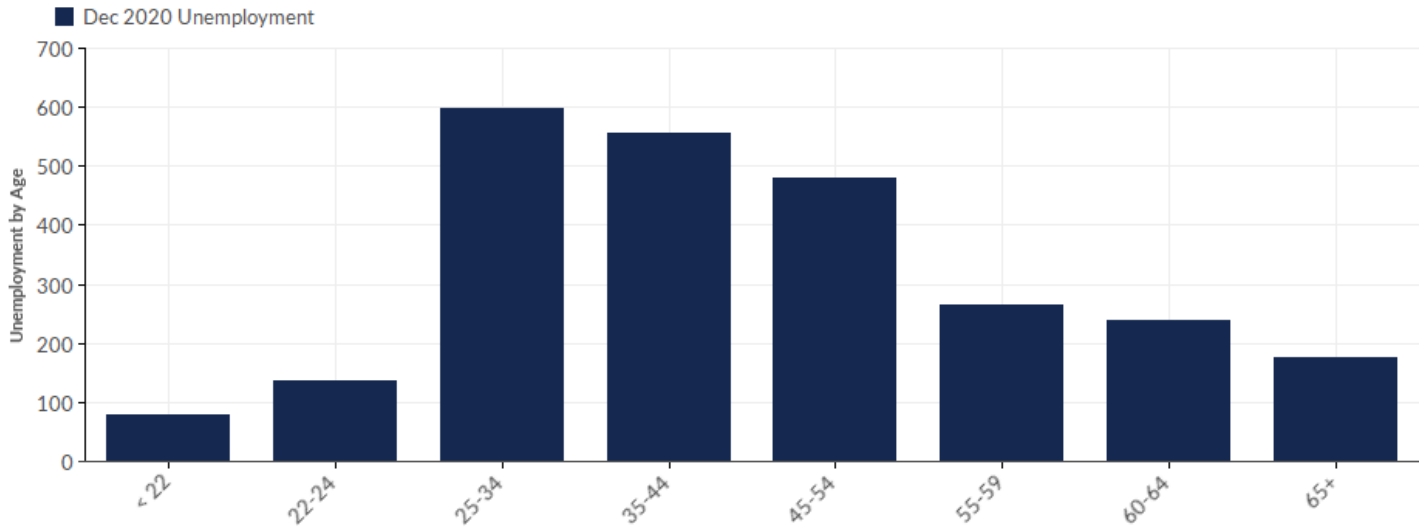
Concerning educational attainment, **17.6% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **13.8% hold an Associate's Degree** (5.2% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.1%	2,948
● 9th Grade to 12th Grade	4.9%	4,641
● High School Diploma	33.5%	31,953
● Some College	18.7%	17,861
● Associate's Degree	13.8%	13,173
● Bachelor's Degree	17.6%	16,815
● Graduate Degree and Higher	8.3%	7,914

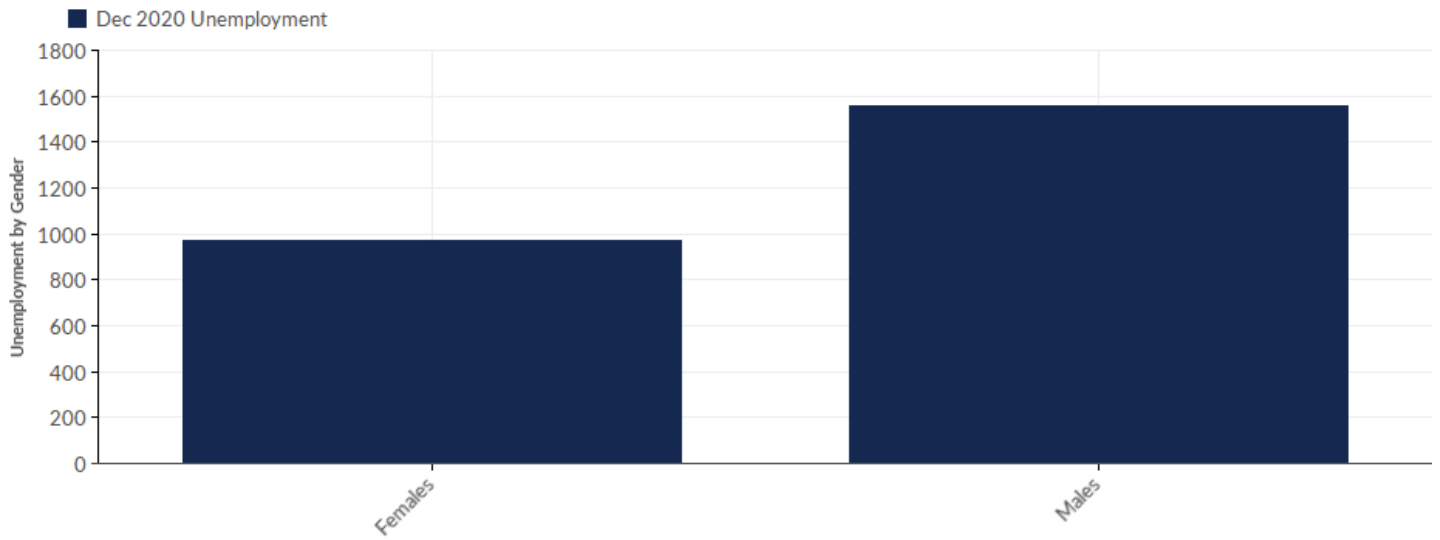
Unemployment by Demographics

Unemployment by Age



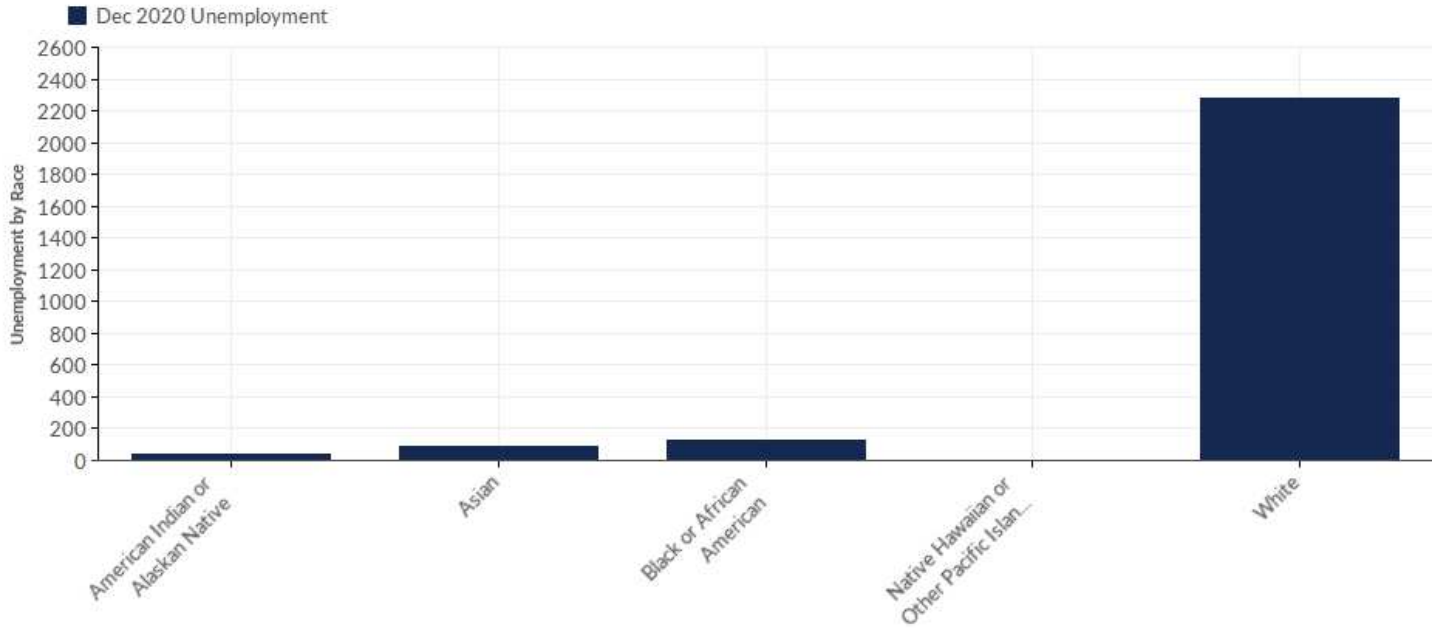
Age	Unemployment (Dec 2020)	% of Age Cohort
< 22	79	3.12%
22-24	136	5.38%
25-34	599	23.68%
35-44	556	21.98%
45-54	480	18.97%
55-59	264	10.43%
60-64	239	9.45%
65+	177	7.00%
Total	2,530	100.00%

Unemployment by Gender



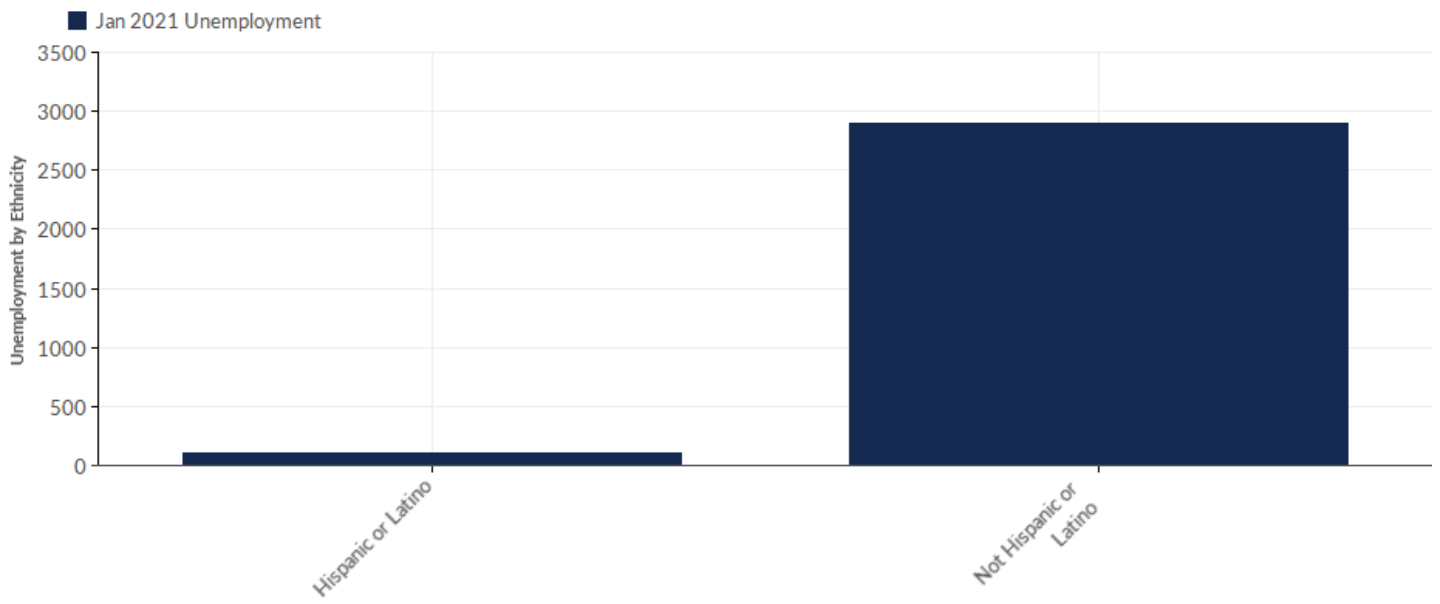
Gender	Unemployment (Dec 2020)	% of Age Cohort
Females	973	38.46%
Males	1,557	61.54%
Total	2,530	100.00%

Unemployment by Race



Race	Unemployment (Dec 2020)	% of Age Cohort
American Indian or Alaskan Native	40	1.58%
Asian	90	3.56%
Black or African American	122	4.82%
Native Hawaiian or Other Pacific Islander	3	0.12%
White	2,275	89.92%
Total	2,530	100.00%

Unemployment by Ethnicity

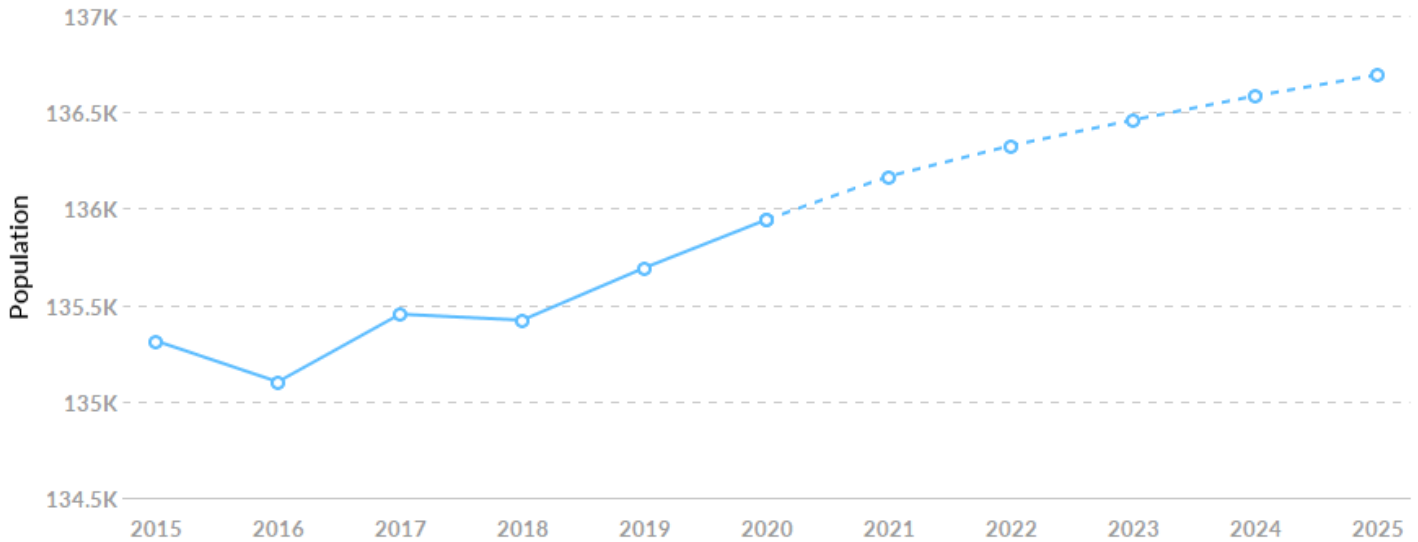


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	110	3.66%
Not Hispanic or Latino	2,899	96.34%
Total	3,009	100.00%

Historic & Projected Trends

Population Trends

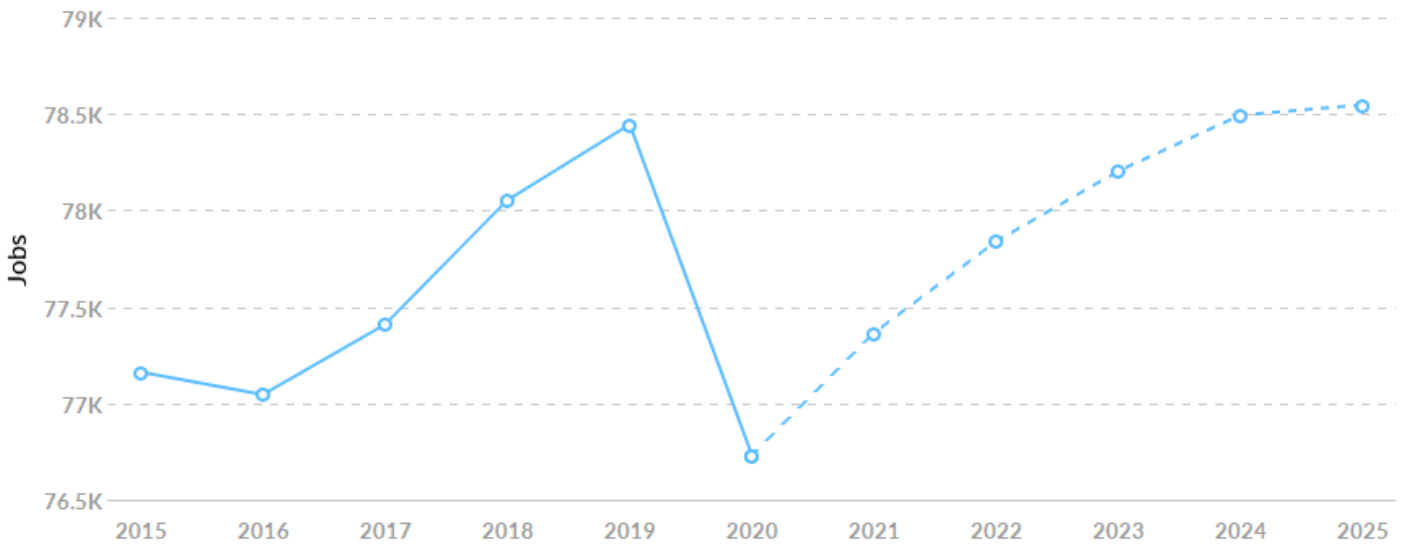
As of 2020 the region's population **increased by 0.5%** since 2015, growing by 628. Population is expected to **increase by 0.6%** between 2020 and 2025, adding 750.



Timeframe	Population
2015	135,314
2016	135,101
2017	135,452
2018	135,421
2019	135,692
2020	135,942
2021	136,167
2022	136,326
2023	136,459
2024	136,584
2025	136,693

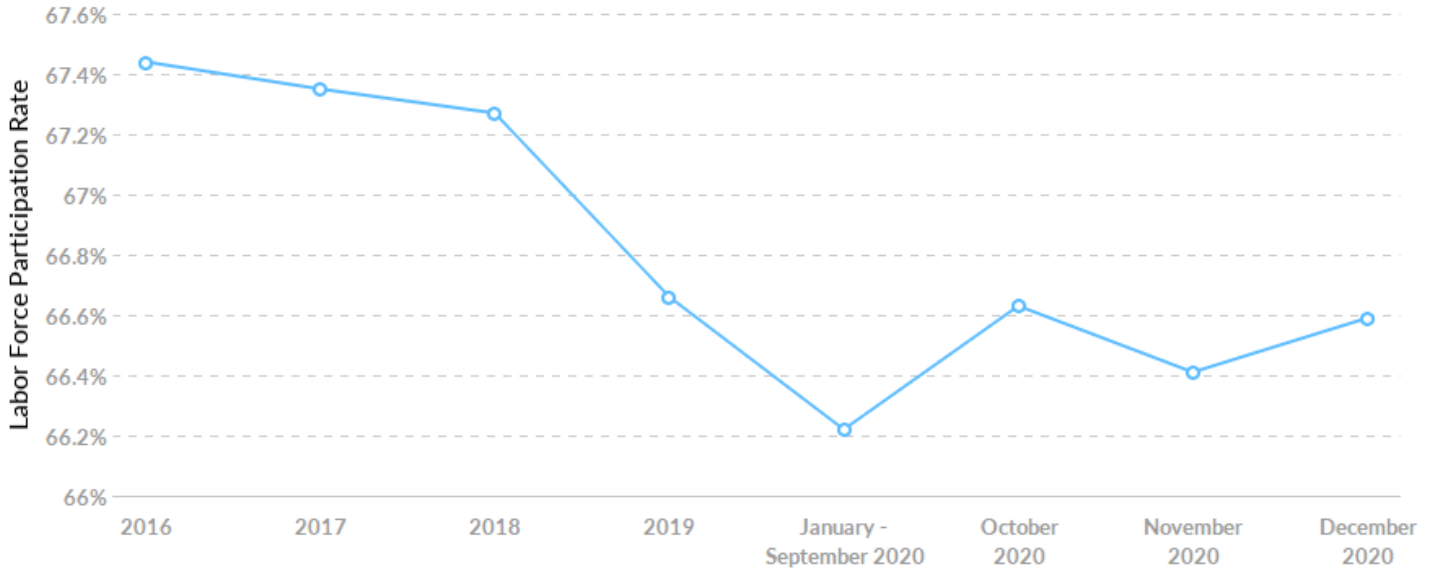
Job Trends

From 2015 to 2020, jobs declined by 0.6% in Marathon County, WI from 77,162 to 76,730. This change fell short of the national growth rate of 3.1% by 3.7%.



Timeframe	Jobs
2015	77,162
2016	77,045
2017	77,409
2018	78,053
2019	78,445
2020	76,730
2021	77,364
2022	77,839
2023	78,204
2024	78,494
2025	78,548

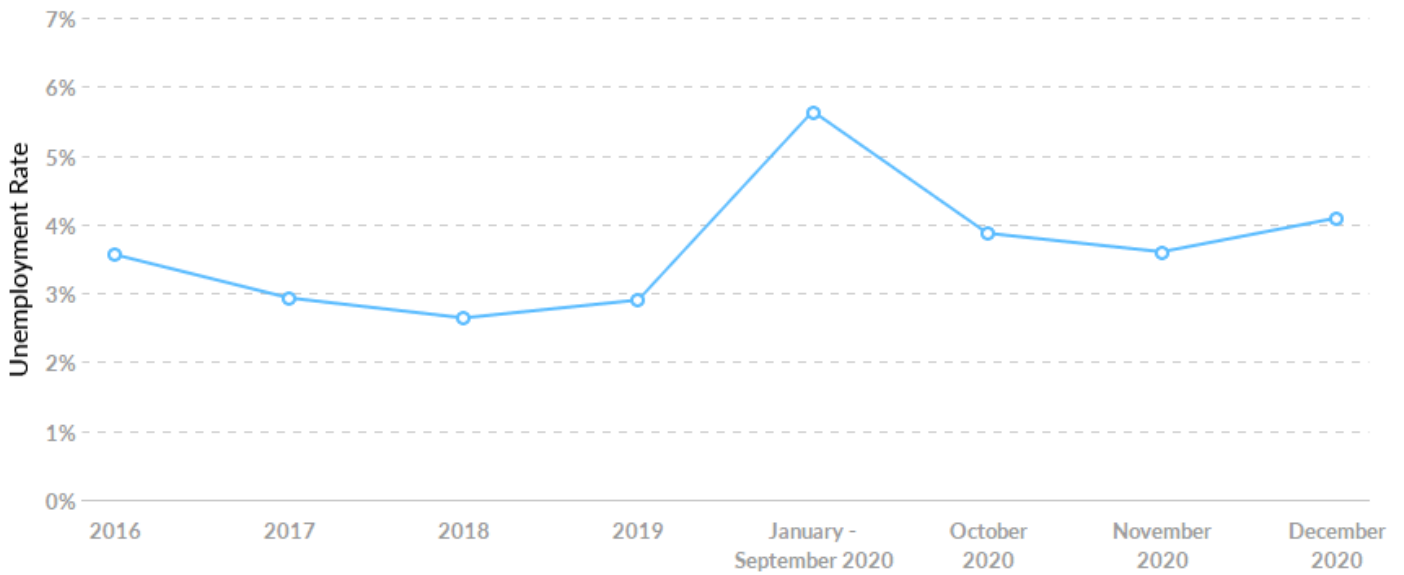
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.44%
2017	67.35%
2018	67.27%
2019	66.66%
January - September 2020	66.22%
October 2020	66.63%
November 2020	66.41%
December 2020	66.59%

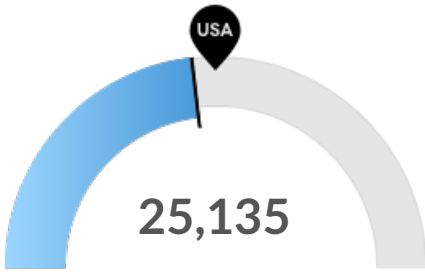
Unemployment Rate Trends

Marathon County, WI had a December 2020 unemployment rate of 4.09%, **increasing from 3.56%** 5 years before.



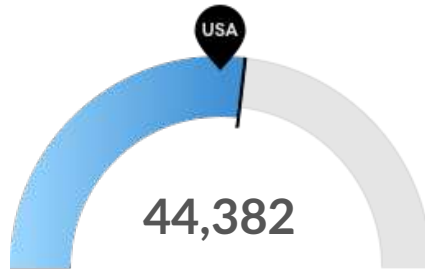
Timeframe	Unemployment Rate
2016	3.56%
2017	2.93%
2018	2.64%
2019	2.90%
January - September 2020	5.64%
October 2020	3.87%
November 2020	3.60%
December 2020	4.09%

Population Characteristics



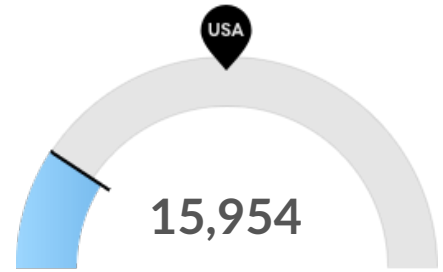
Millennials

Marathon County, WI has 25,135 millennials (ages 25-39). The national average for an area this size is 27,978.



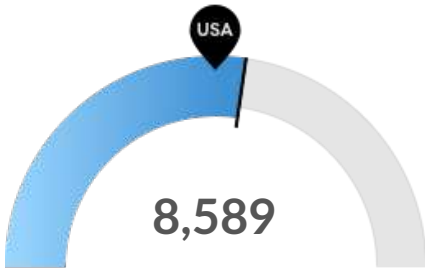
Retiring Soon

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.



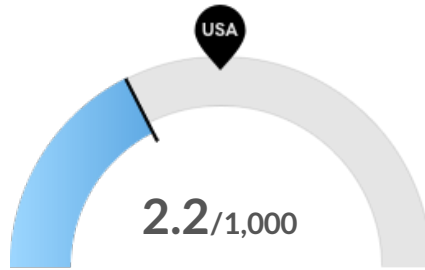
Racial Diversity

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 15,954 here.



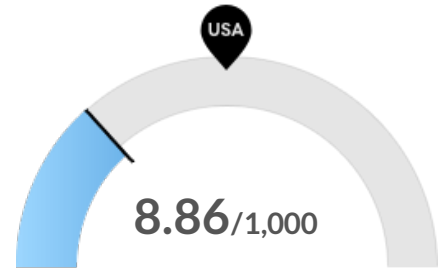
Veterans

Marathon County, WI has 8,589 veterans. The national average for an area this size is 7,536.



Violent Crime

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

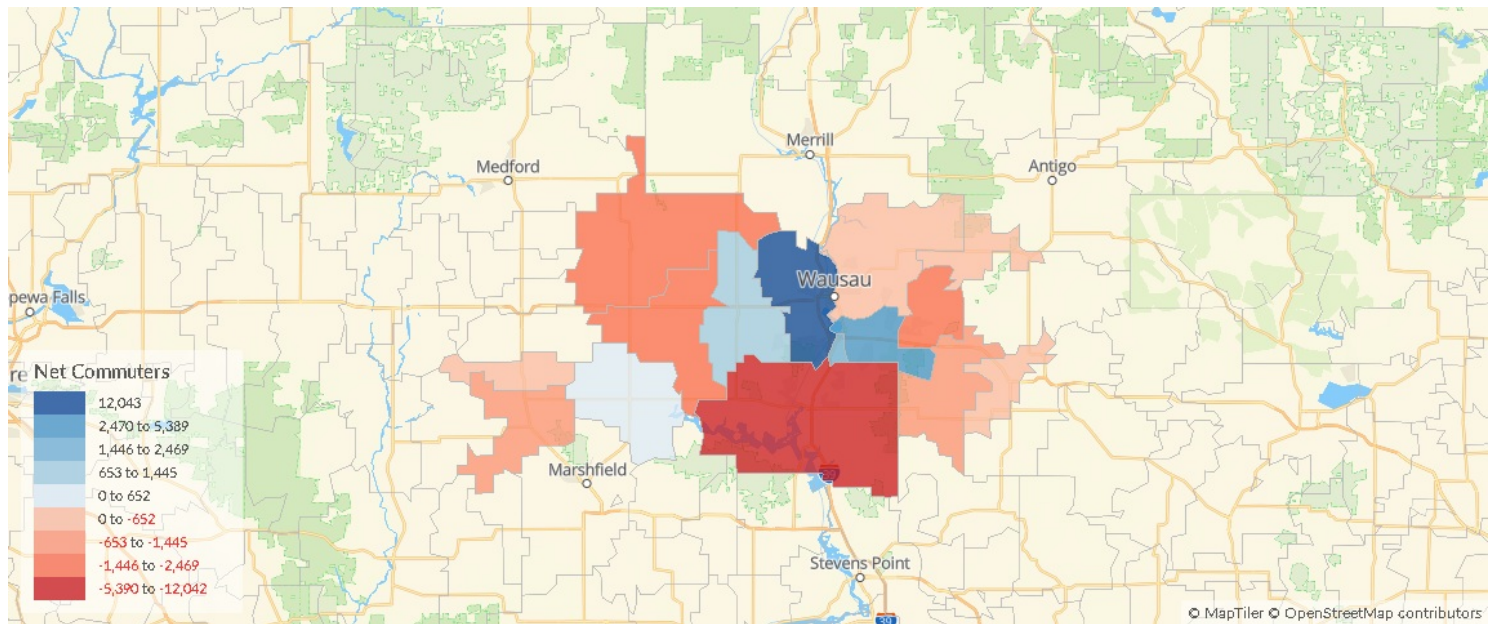


Property Crime

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

ZIP	Name	2020 Employment
54401	Wausau, WI (in Marath...	28,866
54476	Schofield, WI (in Marath...	14,022
54403	Wausau, WI (in Marath...	10,107
54455	Mosinee, WI (in Marath...	5,907
54474	Rothschild, WI (in Mara...	4,730

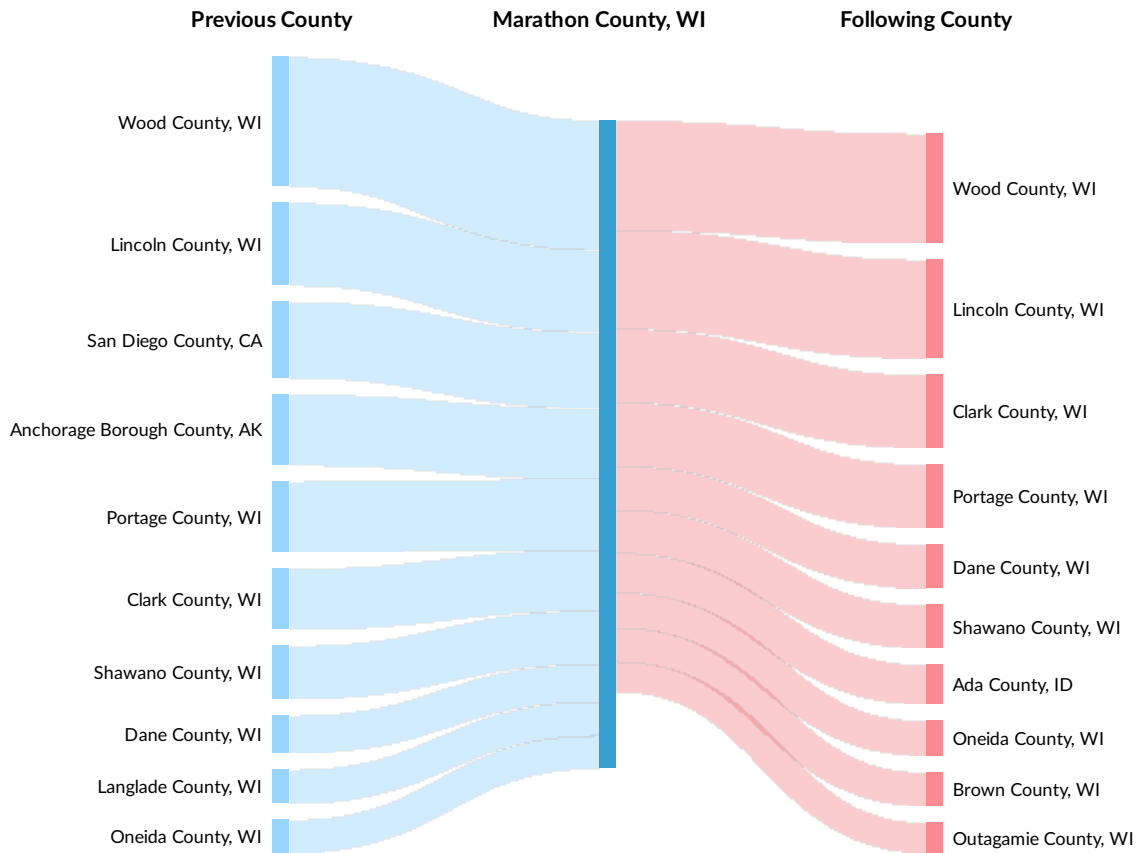
Where Talent Lives

ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	16,823
54476	Schofield, WI (in Marath...	11,552
54455	Mosinee, WI (in Marath...	11,298
54403	Wausau, WI (in Marath...	10,508
54411	Athens, WI (in Maratho...	2,935

Inbound and Outbound Migration

The table below analyzes past and current residents of Marathon County, WI. The left column shows residents of other counties migrating to Marathon County, WI. The right column shows residents migrating from Marathon County, WI to other counties.

As of 2018, 430 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 365 people left Marathon County, WI migrating to Wood County, WI. The total Net Migration for Marathon County, WI in 2018 was 196.



Top Previous Counties	Migrations
Wood County, WI	430
Lincoln County, WI	274
San Diego County, CA	253
Anchorage Borough County, AK	235
Portage County, WI	235
Clark County, WI	203

Top Previous Counties	Migrations
Shawano County, WI	177
Dane County, WI	125
Langlade County, WI	113
Oneida County, WI	110
Milwaukee County, WI	93
Brown County, WI	85
Taylor County, WI	71
Clark County, NV	67
Outagamie County, WI	65
Columbia County, GA	61
Eau Claire County, WI	57
Onslow County, NC	55
Anoka County, MN	54
Rockwall County, TX	53
Winnebago County, WI	50
Itasca County, MN	43
Rock County, WI	43
Cook County, IL	41
Vilas County, WI	41
La Crosse County, WI	41
Kitsap County, WA	38
Arapahoe County, CO	38
Hennepin County, MN	37
Waukesha County, WI	36
Waupaca County, WI	36
DuPage County, IL	34

Top Previous Counties	Migrations
Franklin County, WA	33
Chippewa County, WI	29
Washington County, WI	28
Sheboygan County, WI	27
Jo Daviess County, IL	27
Mille Lacs County, MN	27
Delaware County, OH	26
Butte County, CA	25
El Paso County, TX	25
Waushara County, WI	25
Dunn County, WI	25
McLeod County, MN	25
Marshall County, MN	24
Camden County, MO	23
Allen County, IN	22
Geary County, KS	22
Monroe County, WI	21
Oconto County, WI	20
Duval County, FL	19
Price County, WI	19
Fond du Lac County, WI	19
Jefferson County, WI	18
Sauk County, WI	18
Ozaukee County, WI	17
Ramsey County, MN	17
Polk County, WI	17

Top Previous Counties	Migrations
Calumet County, WI	17
Ashland County, WI	17
Cache County, UT	16
Knox County, IL	15
Stearns County, MN	14
Wabasha County, MN	14
Lake County, IL	14
Greenville County, SC	14
Barron County, WI	13
Trempealeau County, WI	12
Vernon County, WI	11
Comanche County, OK	11
Pinal County, AZ	11
Siskiyou County, CA	11
Douglas County, WI	10
Pima County, AZ	10
Cochise County, AZ	10
Hernando County, FL	10
Escambia County, FL	10
Pepin County, WI	10
Prince George's County, MD	9
Coryell County, TX	9
Rockingham County, NH	9
Kalamazoo County, MI	9
Beltrami County, MN	9
Forest County, WI	8

Top Previous Counties	Migrations
Dodge County, WI	8
Pinellas County, FL	8
Ontonagon County, MI	8
Washtenaw County, MI	8
Dakota County, MN	8
Pasco County, FL	8
Houghton County, MI	7
Lee County, AL	7
Manitowoc County, WI	7
King County, WA	6
District of Columbia County, DC	6
Jackson County, WI	6
Polk County, IA	6
Gogebic County, MI	6
Ottawa County, MI	6
Pulaski County, MO	6
Olmsted County, MN	6
Iron County, WI	6
Utah County, UT	6
Richland County, WI	6
Adair County, MO	6
Eaton County, MI	6
Green County, WI	6
Grant County, WI	5
Sawyer County, WI	5
Maricopa County, AZ	5

Top Previous Counties	Migrations
Douglas County, NE	5
Marquette County, WI	5
Brevard County, FL	5
Middlesex County, MA	5
Aransas County, TX	5
Marinette County, WI	5
Clay County, MN	4
Pierce County, WI	4
Macon County, IL	4
Buffalo County, WI	4
St. Joseph County, IN	4
Winona County, MN	4
Jefferson County, AL	3
Cass County, ND	3
Crawford County, WI	3
Door County, WI	3
Kenosha County, WI	3
St. Louis County, MN	3
Winneshiek County, IA	2
Polk County, MN	2
Walworth County, WI	2
Juneau County, WI	2
Ripley County, IN	2
Mower County, MN	2
Charlevoix County, MI	2
Columbia County, WI	2

Top Previous Counties	Migrations
St. Croix County, WI	2
Pine County, MN	1
Lincoln County, WY	1
Le Sueur County, MN	1
Wayne County, MI	1
Florence County, WI	1
Carlton County, MN	1
Cass County, MN	1
Racine County, WI	1
Iowa County, WI	1
Rusk County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Wood County, WI	365
Lincoln County, WI	329
Clark County, WI	244
Portage County, WI	212
Dane County, WI	146
Shawano County, WI	144
Ada County, ID	132
Oneida County, WI	117
Brown County, WI	113
Outagamie County, WI	101
Milwaukee County, WI	92

Top Following Counties	Migrations
Taylor County, WI	87
Douglas County, WI	77
Langlade County, WI	74
Winnebago County, WI	74
Scott County, KY	66
Ramsey County, MN	63
Hennepin County, MN	55
Waukesha County, WI	54
Logan County, OK	53
Washington County, TN	50
Vilas County, WI	50
Eau Claire County, WI	49
McHenry County, IL	43
St. Croix County, WI	43
Clay County, NC	41
Delta County, MI	40
La Crosse County, WI	40
Cameron County, TX	39
Grant County, WI	38
Waupaca County, WI	37
Price County, WI	37
Cook County, IL	34
Fond du Lac County, WI	34
Racine County, WI	32
Manitowoc County, WI	29
Cass County, ND	29

Top Following Counties	Migrations
Fulton County, GA	29
Maricopa County, AZ	28
Vernon Parish, LA	28
Midland County, MI	27
Barron County, WI	26
Pennington County, MN	25
Winona County, MN	24
Berks County, PA	23
Clay County, KS	23
Alpena County, MI	23
Yankton County, SD	22
Montgomery County, OH	22
Jackson County, WI	20
Franklin County, WA	20
Lonoke County, AR	19
Okaloosa County, FL	19
Sanilac County, MI	19
Ashland County, WI	19
Clarke County, GA	18
Dunn County, WI	18
Kenosha County, WI	18
Will County, IL	17
District of Columbia County, DC	16
Adams County, CO	16
Los Angeles County, CA	16
Laramie County, WY	16

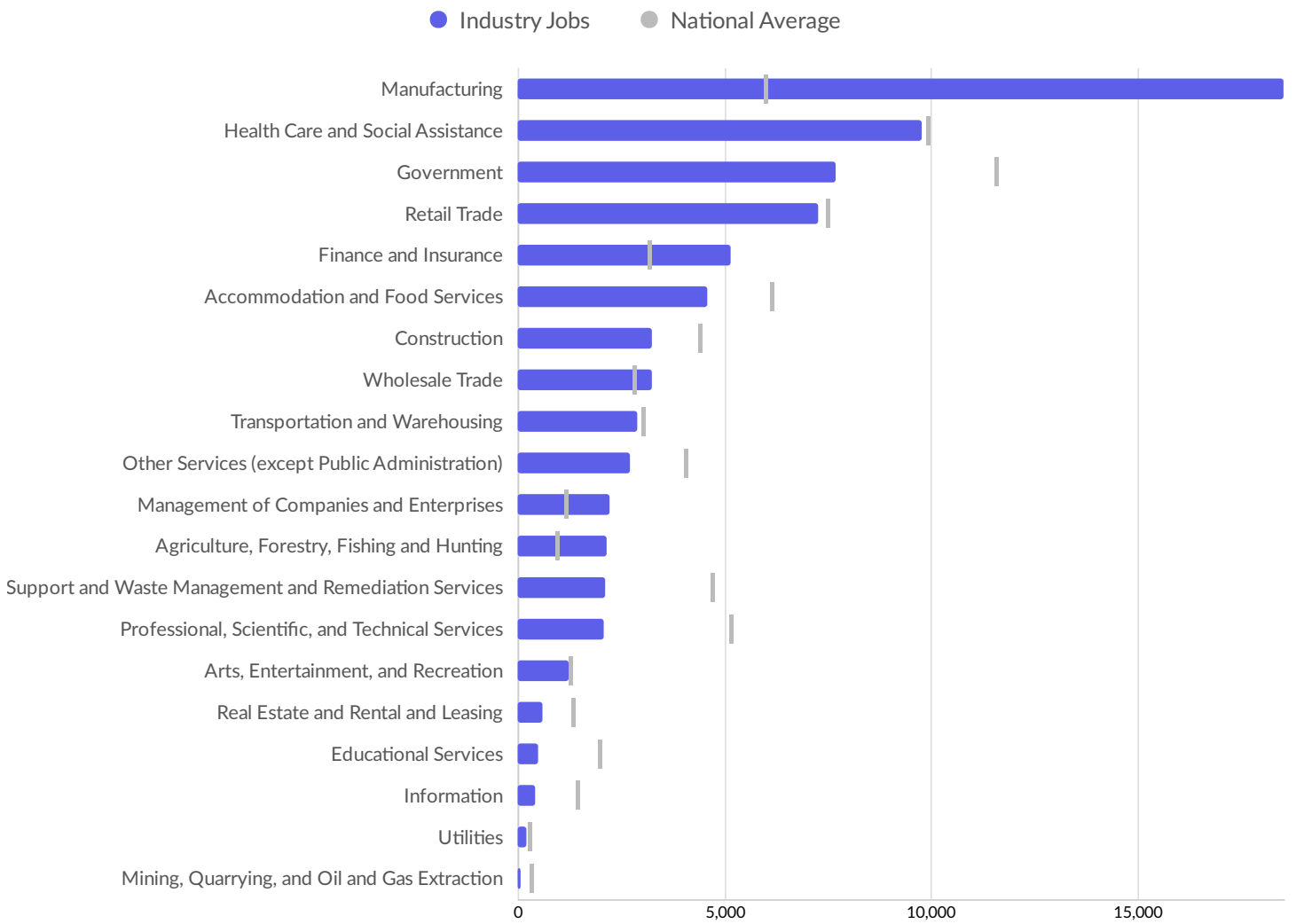
Top Following Counties	Migrations
Todd County, MN	16
Green Lake County, WI	15
Houston County, MN	14
Montgomery County, IA	14
St. Clair County, IL	13
Walworth County, WI	12
Olmsted County, MN	11
Philadelphia County, PA	11
Armstrong County, PA	11
Blue Earth County, MN	10
Runnels County, TX	10
Green County, WI	10
Larimer County, CO	10
Yates County, NY	10
Chippewa County, WI	9
Lancaster County, PA	9
Washoe County, NV	9
Tarrant County, TX	9
Wayne County, MI	9
Washington County, MN	9
Waushara County, WI	9
San Diego County, CA	8
Cumberland County, PA	8
Adams County, WI	8
Morrison County, MN	8
Lake County, MT	8

Top Following Counties	Migrations
Bay County, FL	7
Pinellas County, FL	7
Muskingum County, OH	6
Bates County, MO	6
Orange County, NY	6
Juneau County, WI	6
Ozaukee County, WI	6
Travis County, TX	5
Anderson County, SC	5
Venango County, PA	5
Gibson County, IN	5
DuPage County, IL	5
Stevens County, WA	5
Contra Costa County, CA	5
Burke County, NC	4
Frederick County, MD	4
Washington County, MS	4
Washington County, WI	4
Trempealeau County, WI	4
Macomb County, MI	4
Dakota County, MN	4
Posey County, IN	4
Steele County, MN	4
Denver County, CO	4
Monroe County, WI	3
Marquette County, WI	3

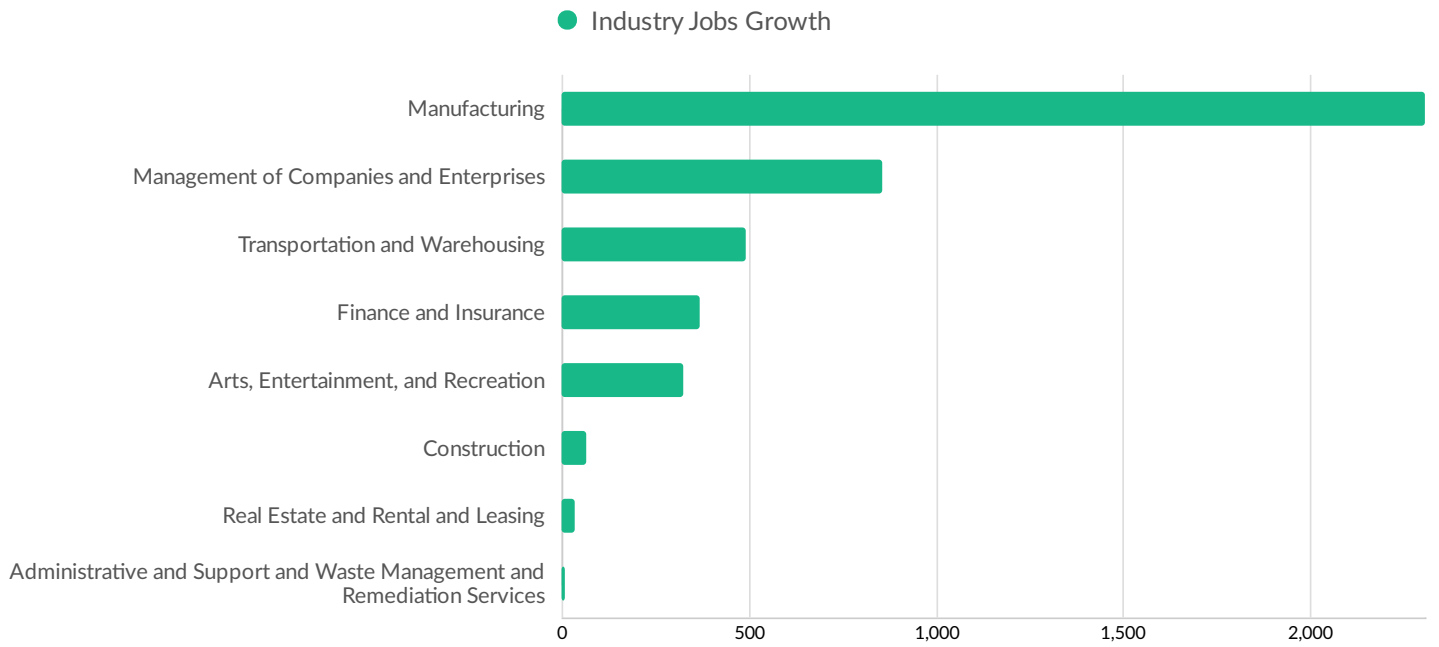
Top Following Counties	Migrations
Dodge County, WI	3
Calumet County, WI	3
Sauk County, WI	3
El Paso County, CO	3
Lowndes County, GA	3
Loudoun County, VA	3
Marion County, TN	3
Morgan County, AL	3
Polk County, WI	3
Bayfield County, WI	3
Columbia County, WI	3
Dodge County, MN	2
Houghton County, MI	2
Franklin County, PA	2
Bexar County, TX	2
Oconto County, WI	2
Iron County, WI	2
Suffolk County, MA	2
Kane County, IL	2
Yakima County, WA	2
Forest County, WI	1
Monroe County, FL	1
Lake County, IL	1

Industry Characteristics

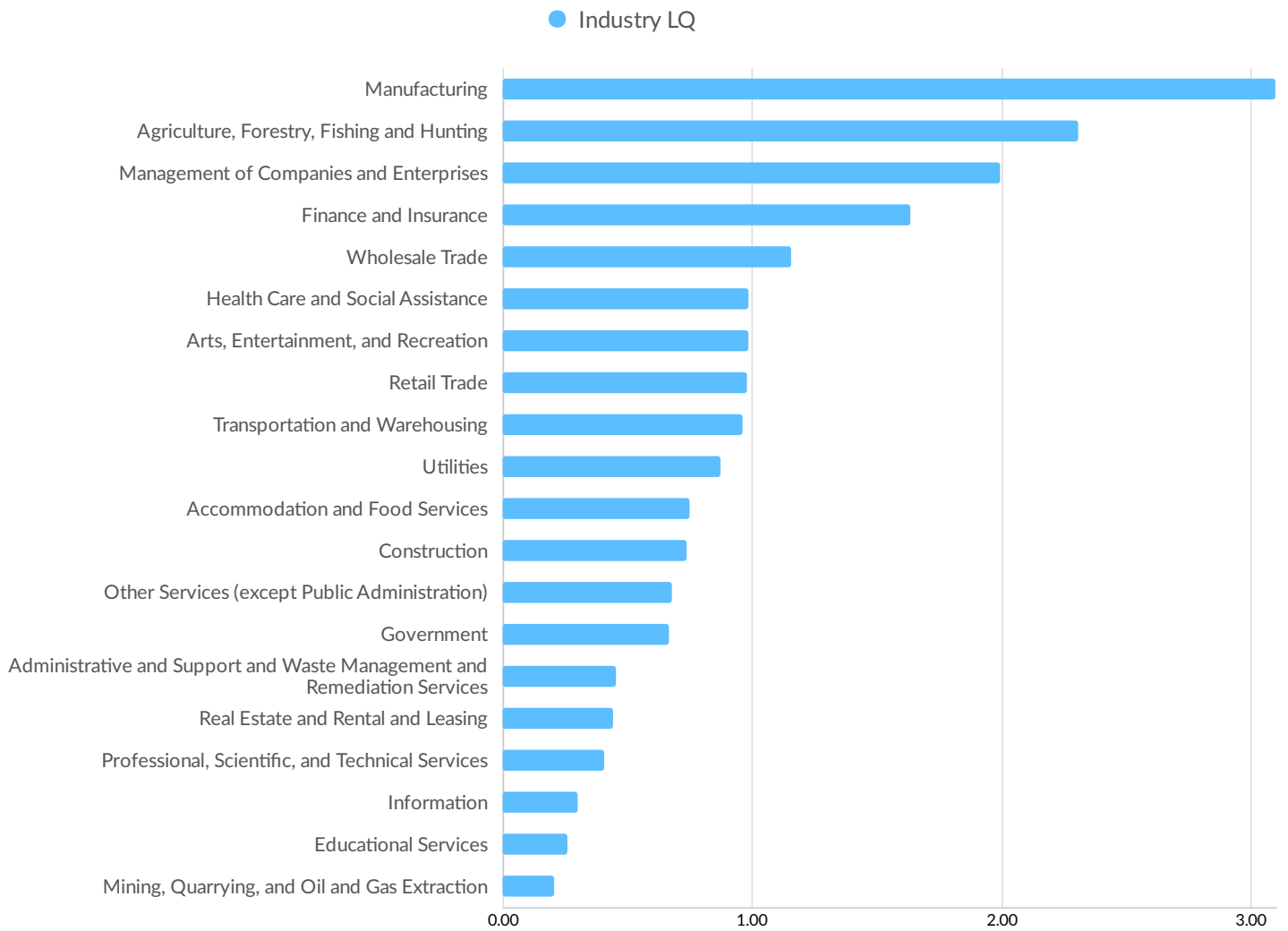
Largest Industries



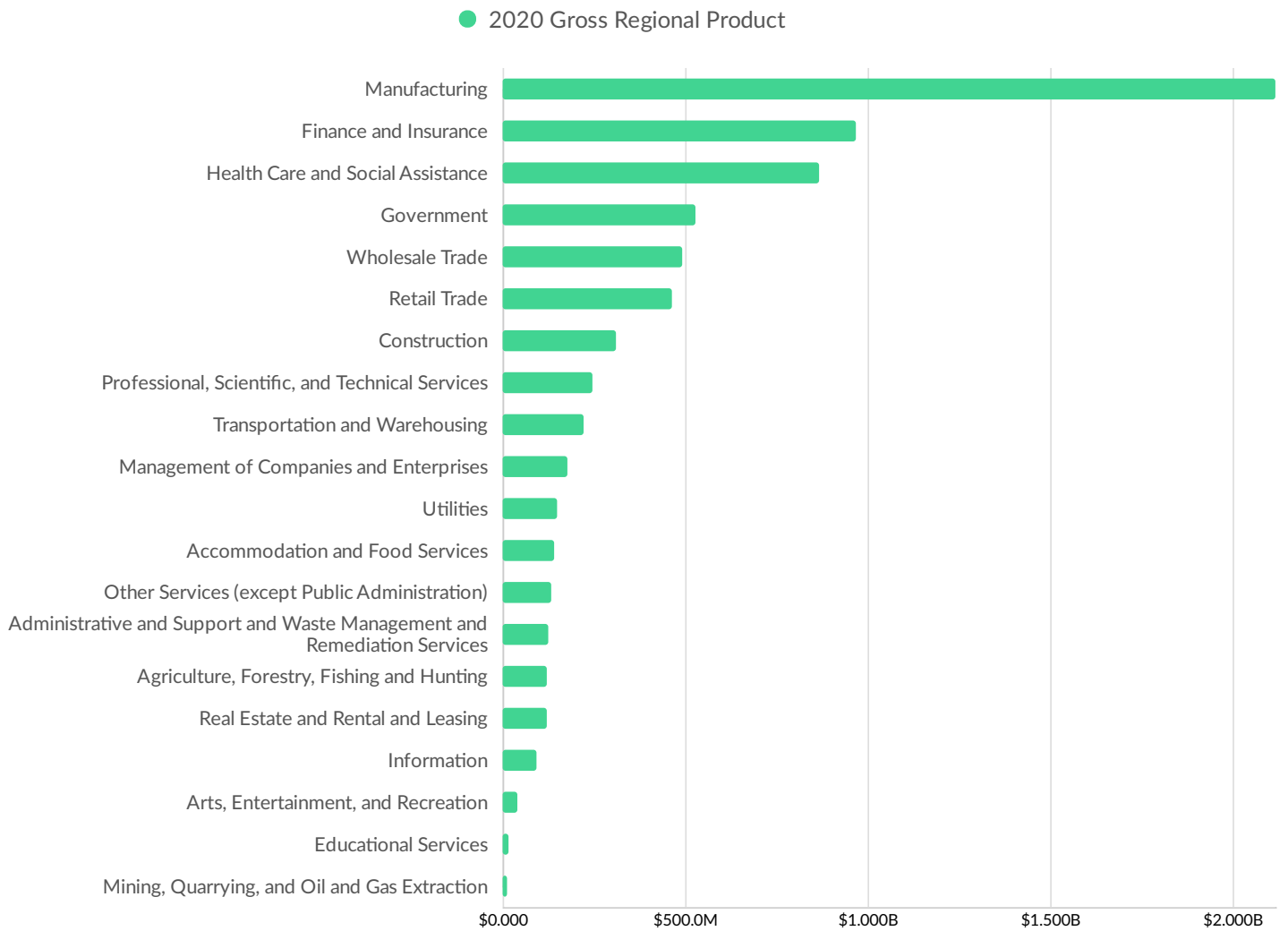
Top Growing Industries



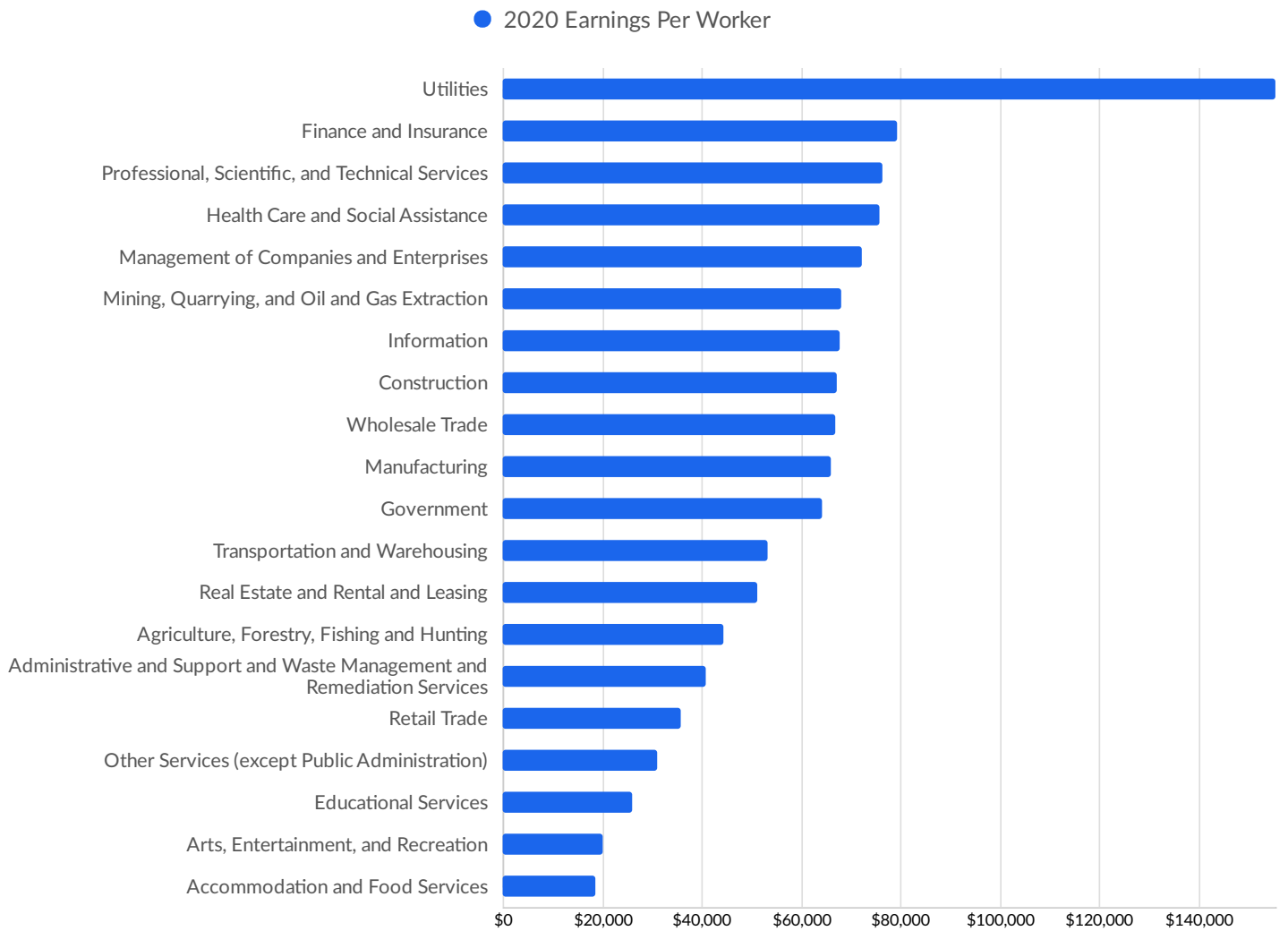
Top Industry LQ



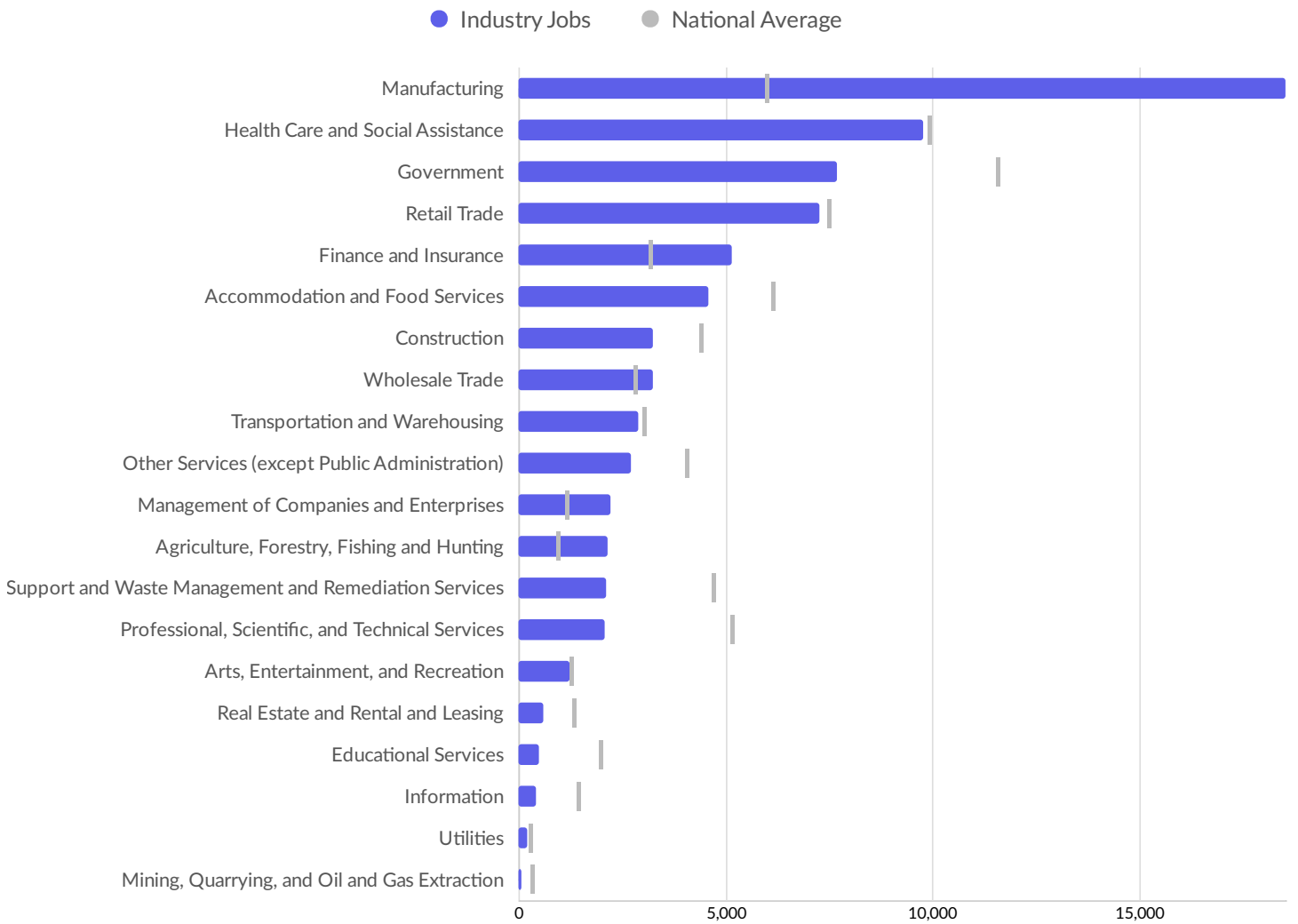
Top Industry GRP



Top Industry Earnings



















Largest Industries



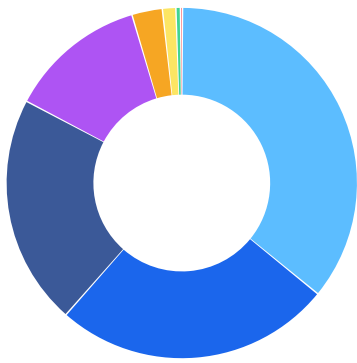
Business Characteristics

9,823 Companies Employ Your Workers

Online profiles for your workers mention 9,823 companies as employers, with the top 10 appearing below. In the last 12 months, 2,508 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.	923 	Aspirus Wausau Hospital, Inc.	1,134 
Marshfield Clinic	704 	Marshfield Clinic	512 
Greenheck Fan Corporation	597 	Roehl Transport, Inc.	291 
Sentry Insurance	391 	The Kroger Co	271 
Liberty Mutual Insurance Comp...	320 	Remedy Intelligent Staffing	200 
Foot Locker, Inc.	311 	Aspirus Clinics, Inc.	196 
UnitedHealth Group Incorporate...	276 	Marshfield, LLC	196 
Wausau School District	245 	Greenheck Fan Corporation	190 
Northcentral Technical College	240 	U.S. Xpress, Inc.	186 
State of Wisconsin	232 	Kwik Trip, Inc.	171 

Business Size

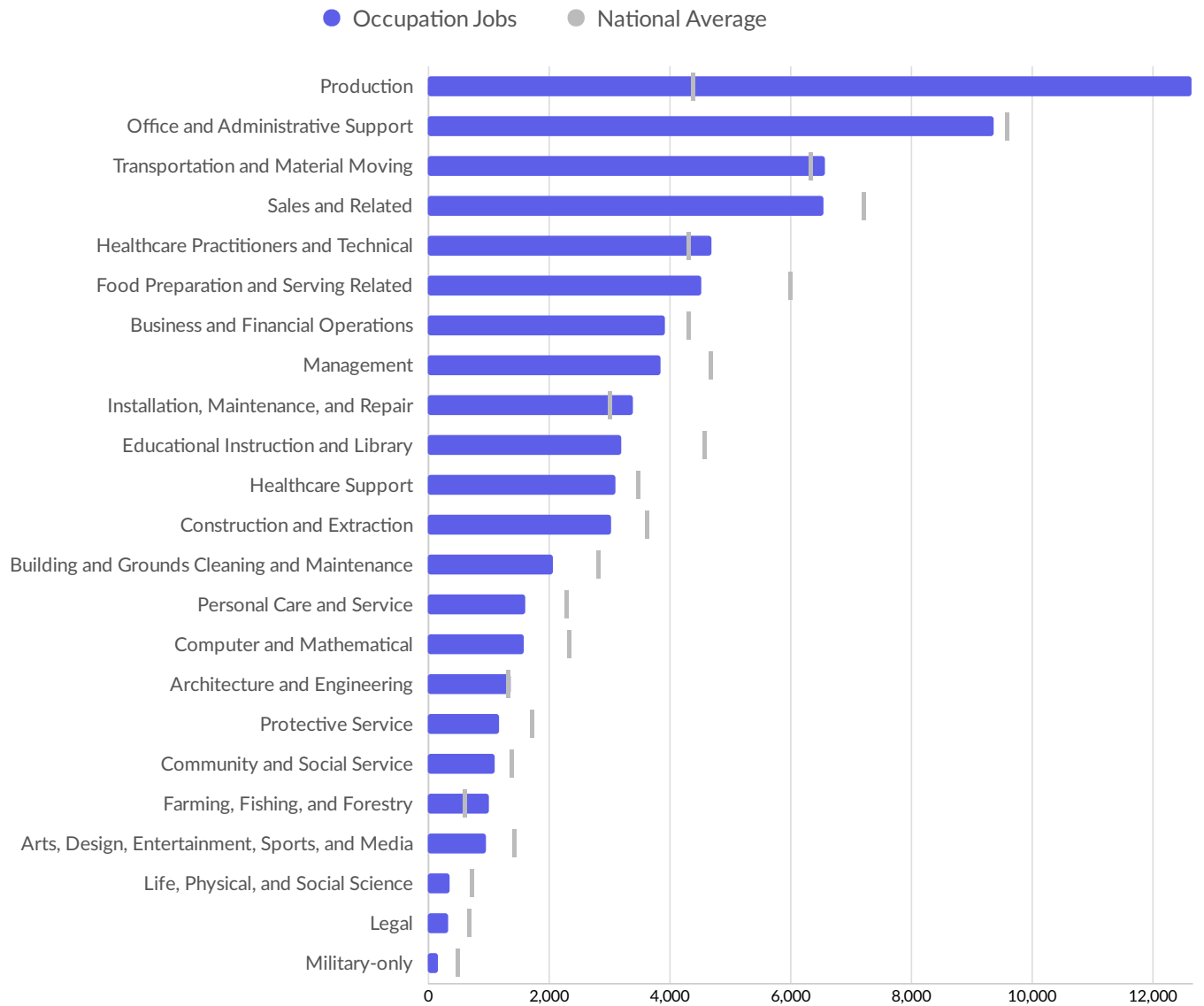


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

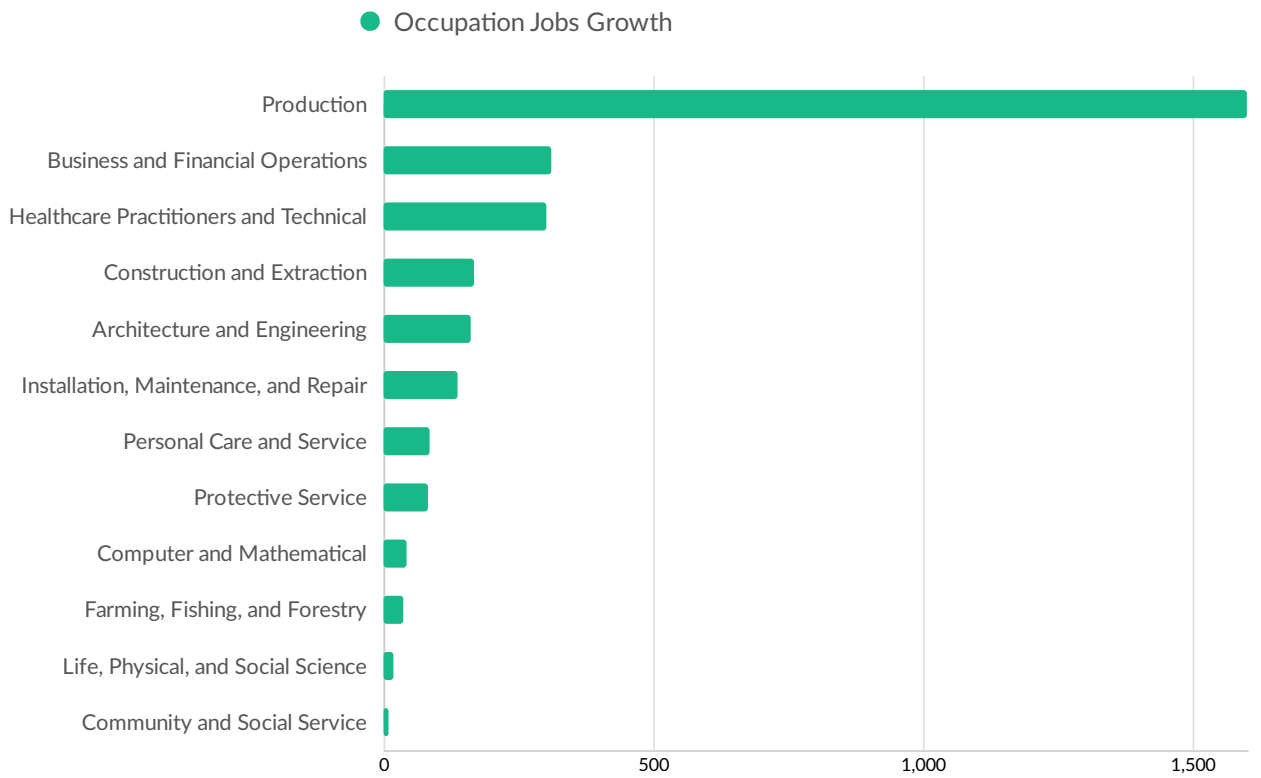
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

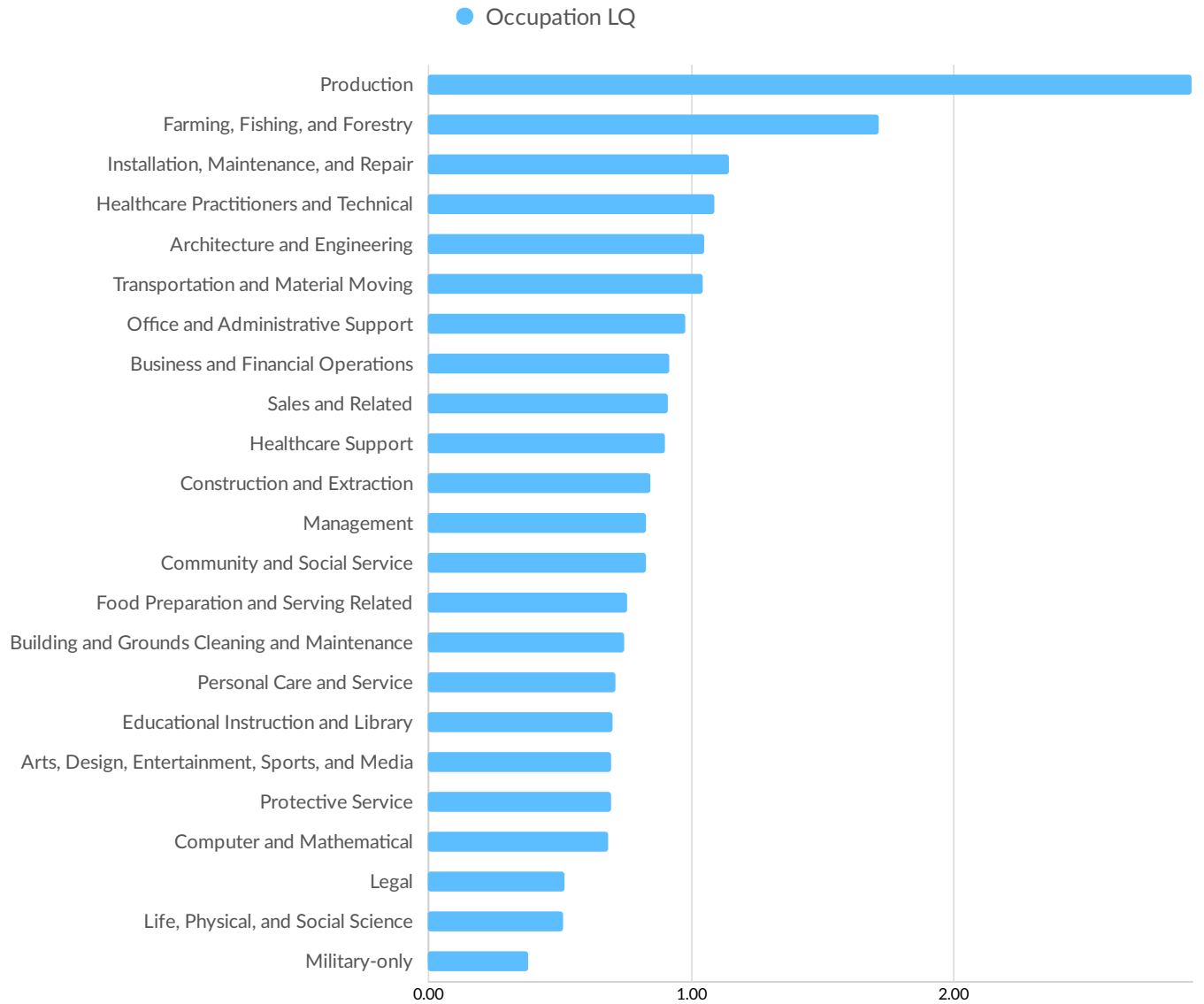
Largest Occupations



Top Growing Occupations



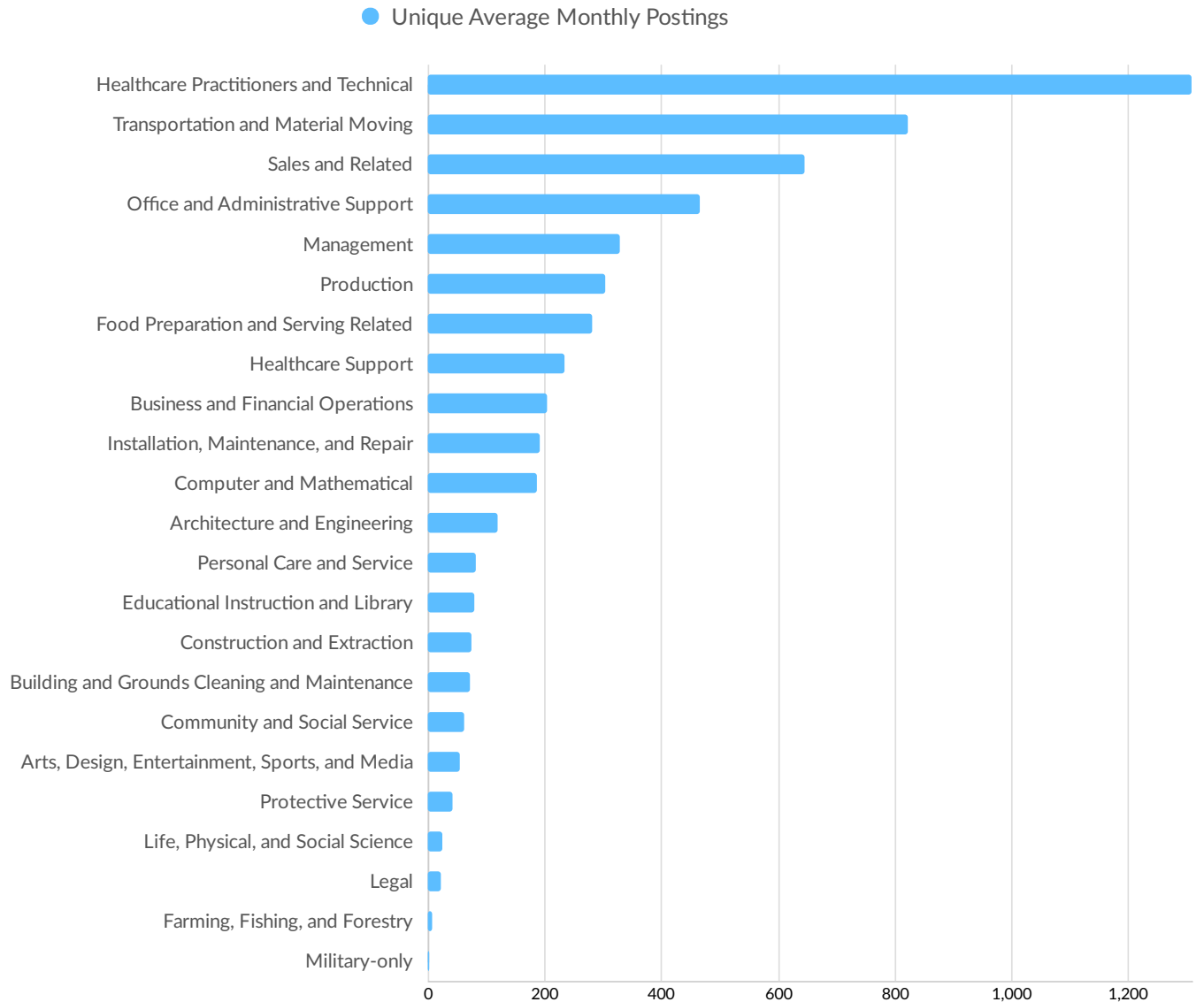
Top Occupation LQ



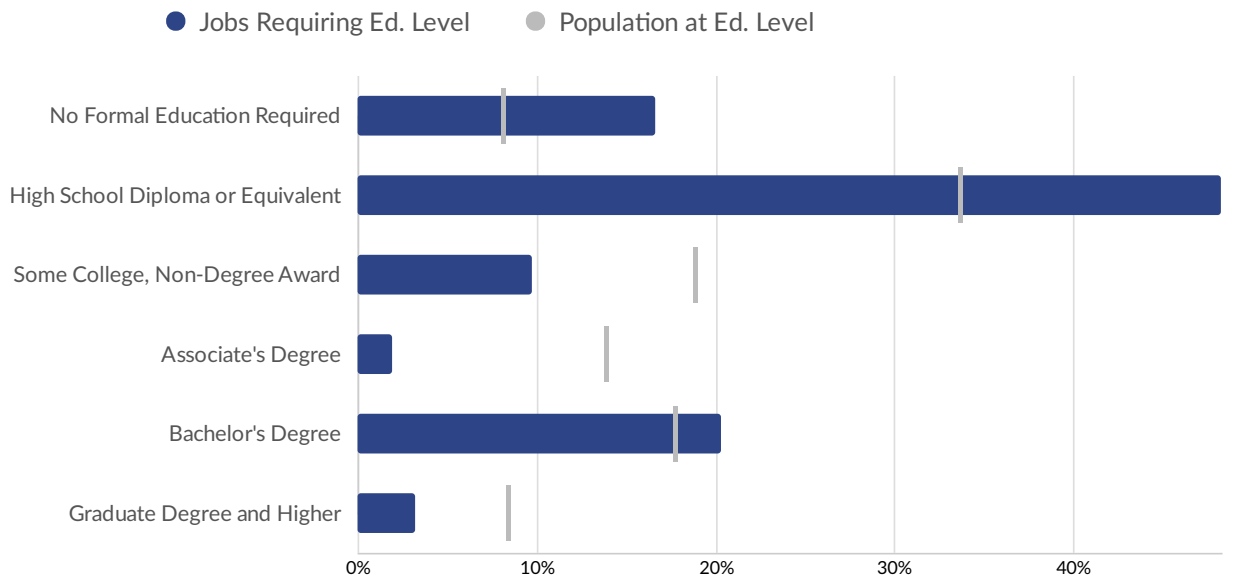
Top Occupation Earnings



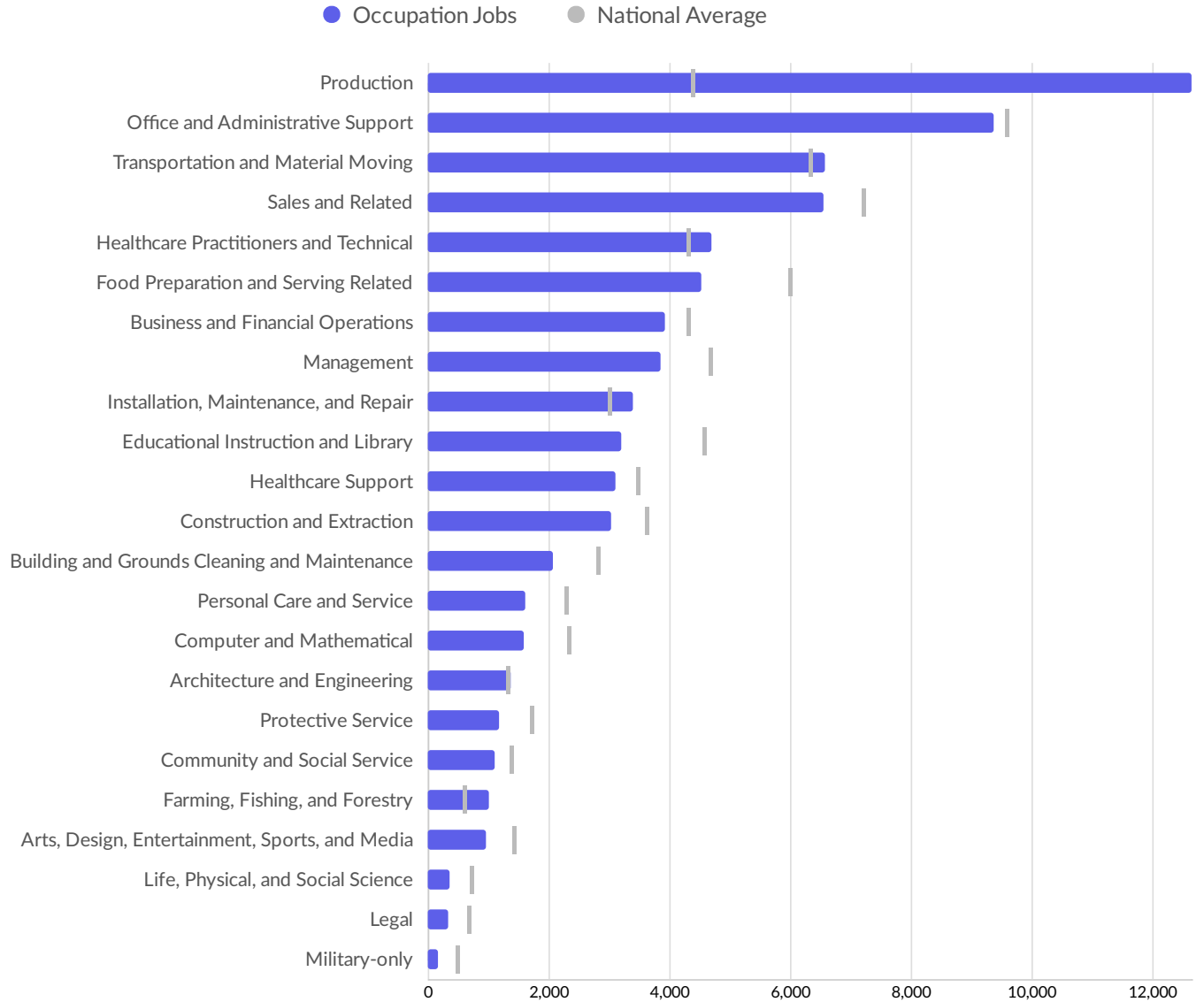
Top Posted Occupations



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

