



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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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

135,824

Population (2020)

Population **grew by 510** over the last 5 years and is projected to **grow by 61** over the next 5 years.

75,802

Total Regional Employment

Jobs **decreased by 1,362** over the last 5 years but are projected to **grow by 1,866** over the next 5 years.

\$62.6K

Median Household Income (2019)

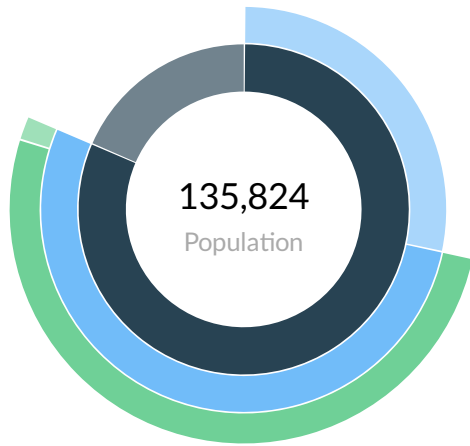
Median household income is **\$210 below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.4%** since 2015, growing by 510. Population is expected to **increase by 0.0%** between 2020 and 2025, adding 61.
- From 2015 to 2020, jobs **declined by 1.8%** in Marathon County, WI from 77,164 to **75,802**. This change **fell short of the national growth rate of 1.3% by 3.1%**. As the number of jobs declined, the **labor force participation rate decreased from 67.0% to 65.3% 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	135,824	72,186	75,802	99.3	\$7.97B	\$10.40B	\$10.54B
NCWRPC	441,515	220,182	219,922	99.4	\$21.89B	\$30.67B	\$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

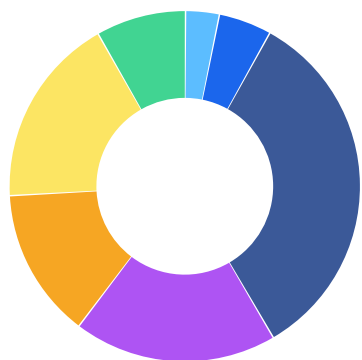
2020 Labor Force Breakdown



	Population
● Total Working Age Population	110,595
● Not in Labor Force (15+)	38,409
● Labor Force	72,186
● Employed	69,913
● Unemployed	2,273
● Under 15	25,229

Educational Attainment

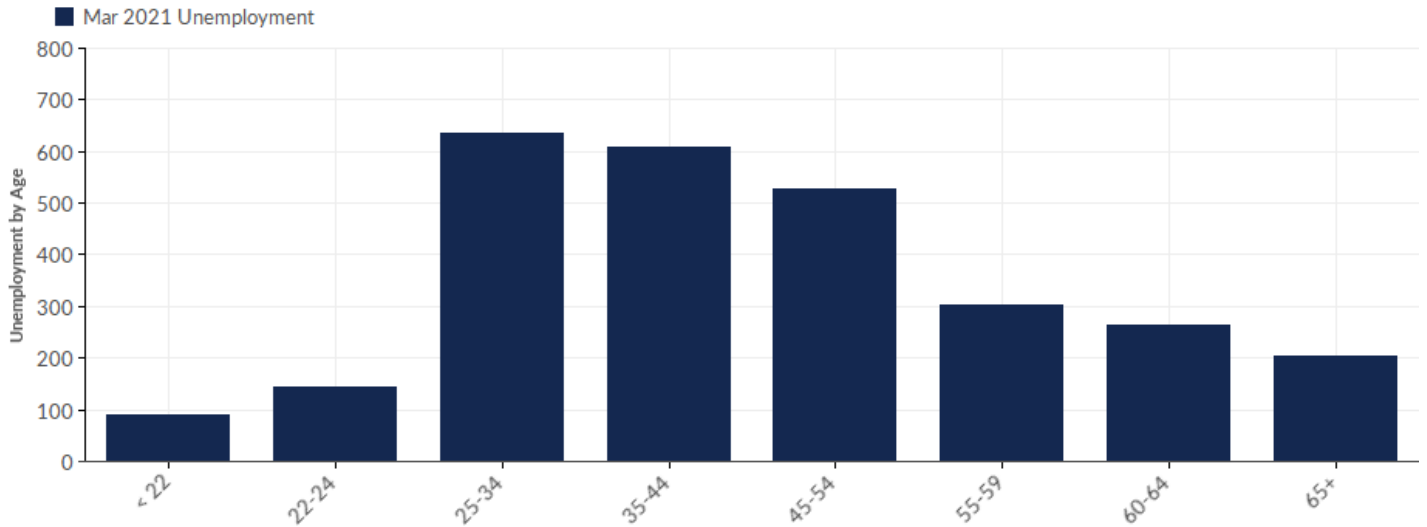
Concerning educational attainment, **17.6% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **13.8% hold an Associate's Degree** (5.2% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.1%	2,955
● 9th Grade to 12th Grade	4.9%	4,651
● High School Diploma	33.5%	31,886
● Some College	18.7%	17,836
● Associate's Degree	13.8%	13,155
● Bachelor's Degree	17.6%	16,777
● Graduate Degree and Higher	8.3%	7,896

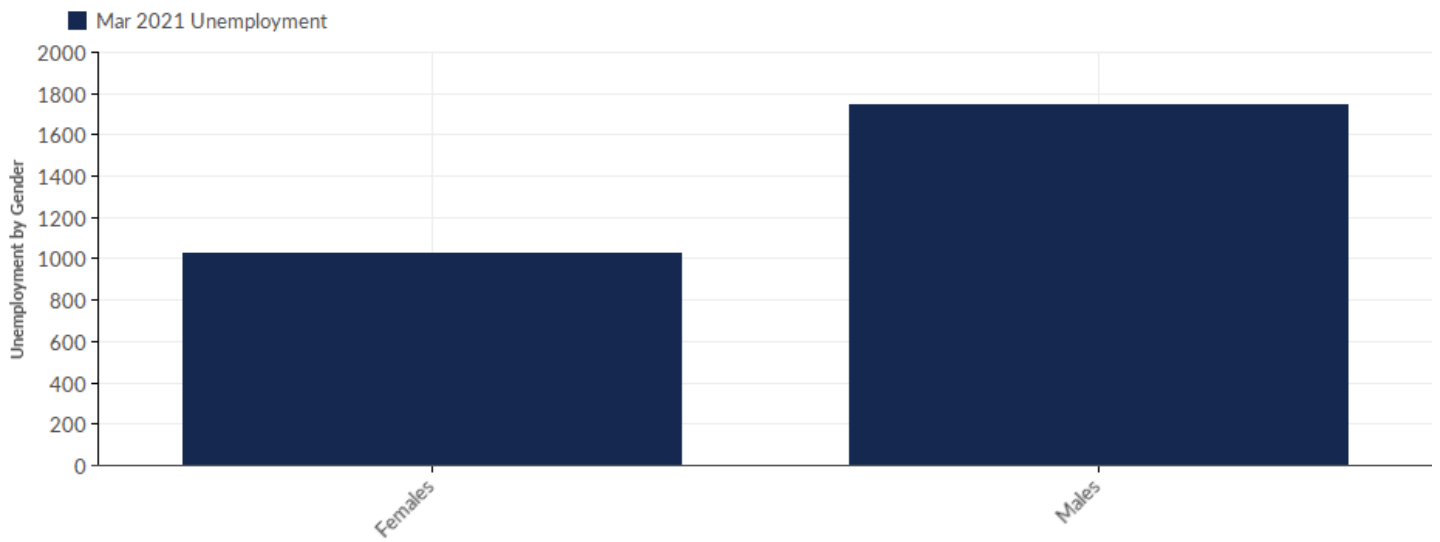
Unemployment by Demographics

Unemployment by Age



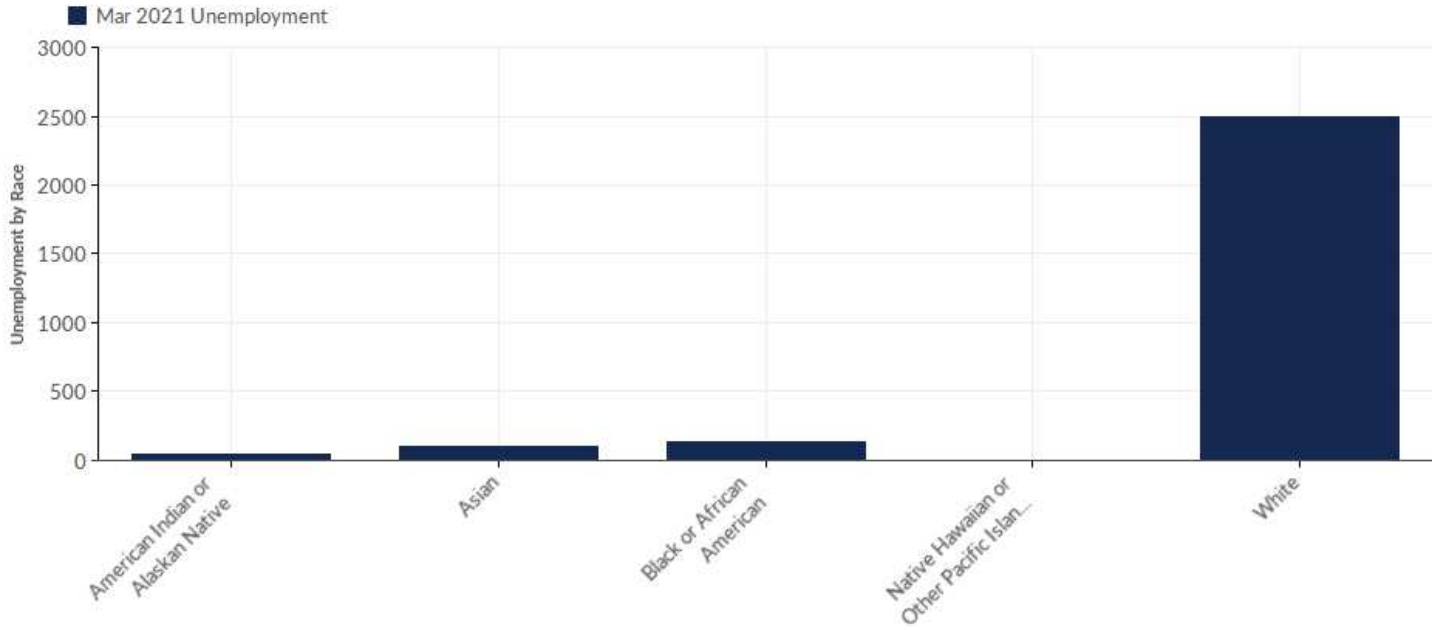
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	90	3.24%
22-24	143	5.15%
25-34	635	22.87%
35-44	609	21.94%
45-54	529	19.06%
55-59	303	10.91%
60-64	264	9.51%
65+	204	7.35%
Total	2,776	100.00%

Unemployment by Gender



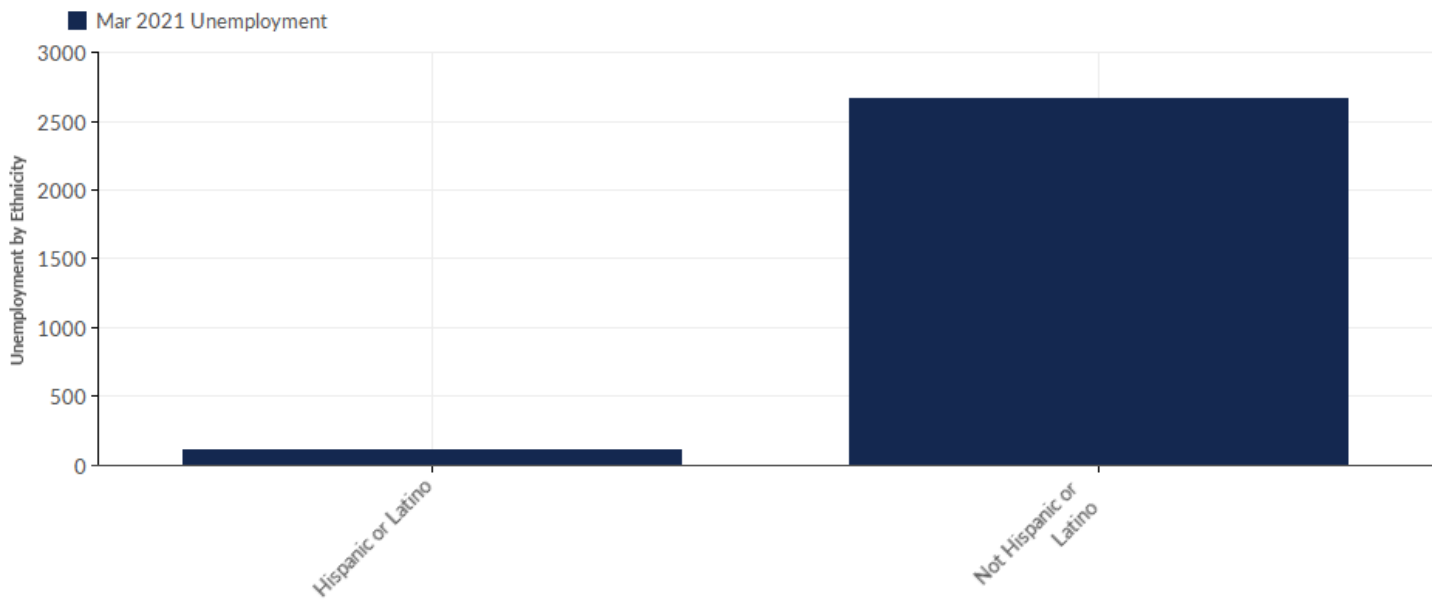
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	1,028	37.03%
Males	1,748	62.97%
Total	2,776	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	43	1.55%
Asian	99	3.57%
Black or African American	137	4.94%
Native Hawaiian or Other Pacific Islander	4	0.14%
White	2,492	89.77%
Total	2,776	100.00%

Unemployment by Ethnicity

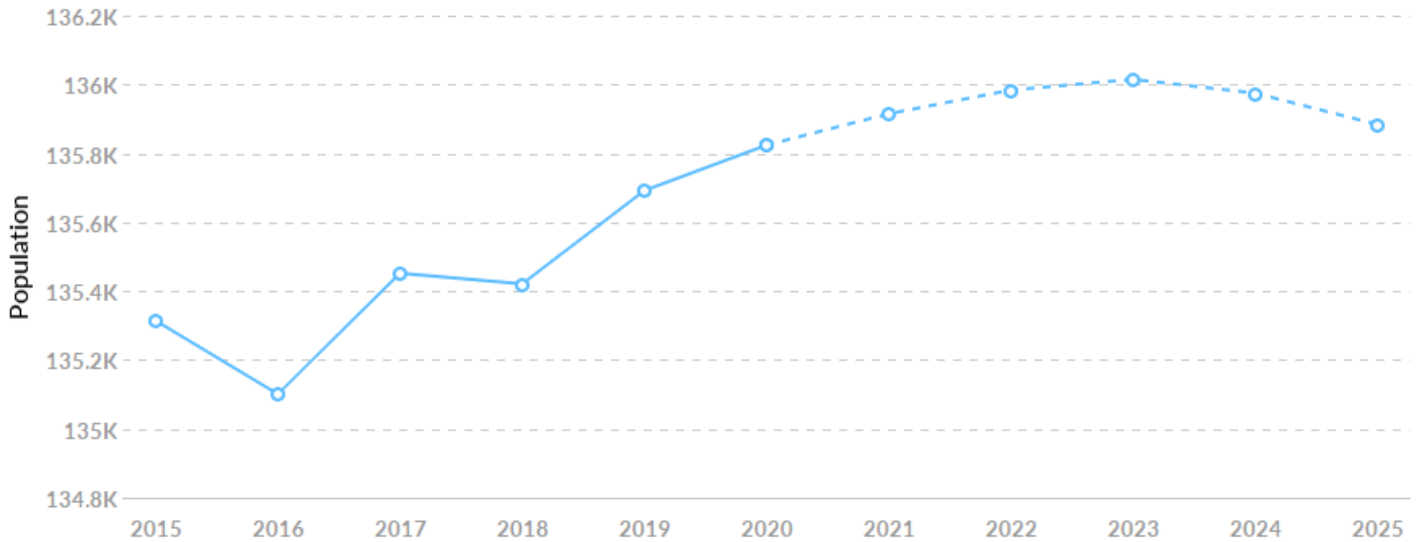


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	112	4.03%
Not Hispanic or Latino	2,664	95.97%
Total	2,776	100.00%

Historic & Projected Trends

Population Trends

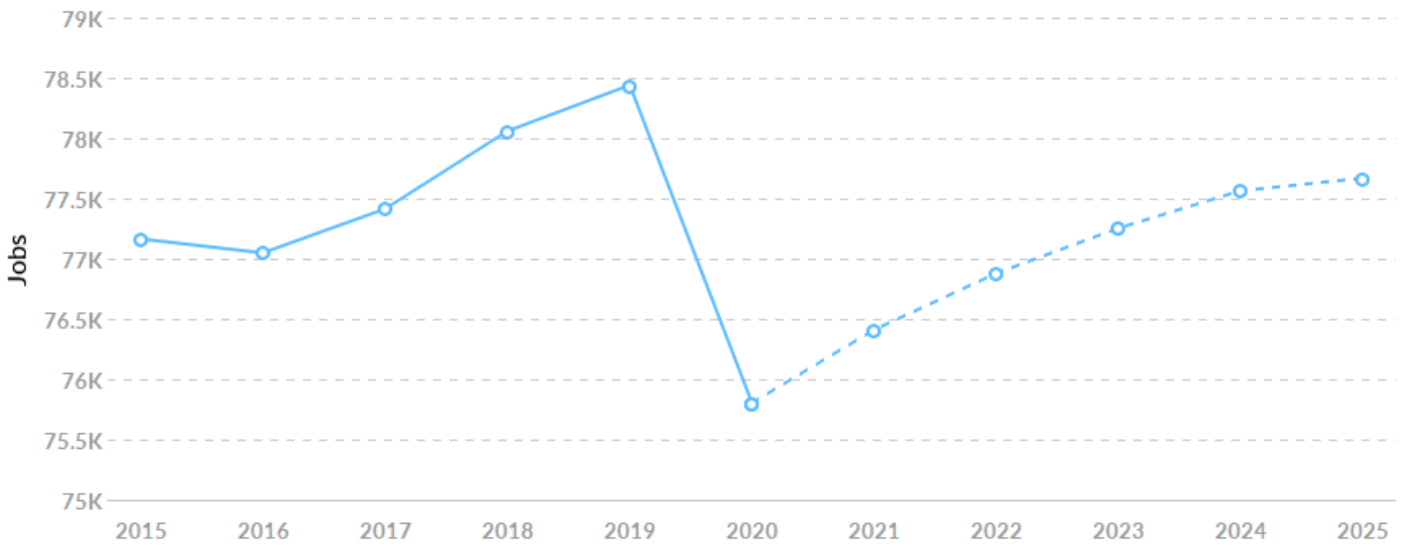
As of 2020 the region's population **increased by 0.4%** since 2015, growing by 510. Population is expected to **increase by 0.0%** between 2020 and 2025, adding 61.



Timeframe	Population
2015	135,314
2016	135,101
2017	135,452
2018	135,421
2019	135,692
2020	135,824
2021	135,915
2022	135,984
2023	136,015
2024	135,975
2025	135,884

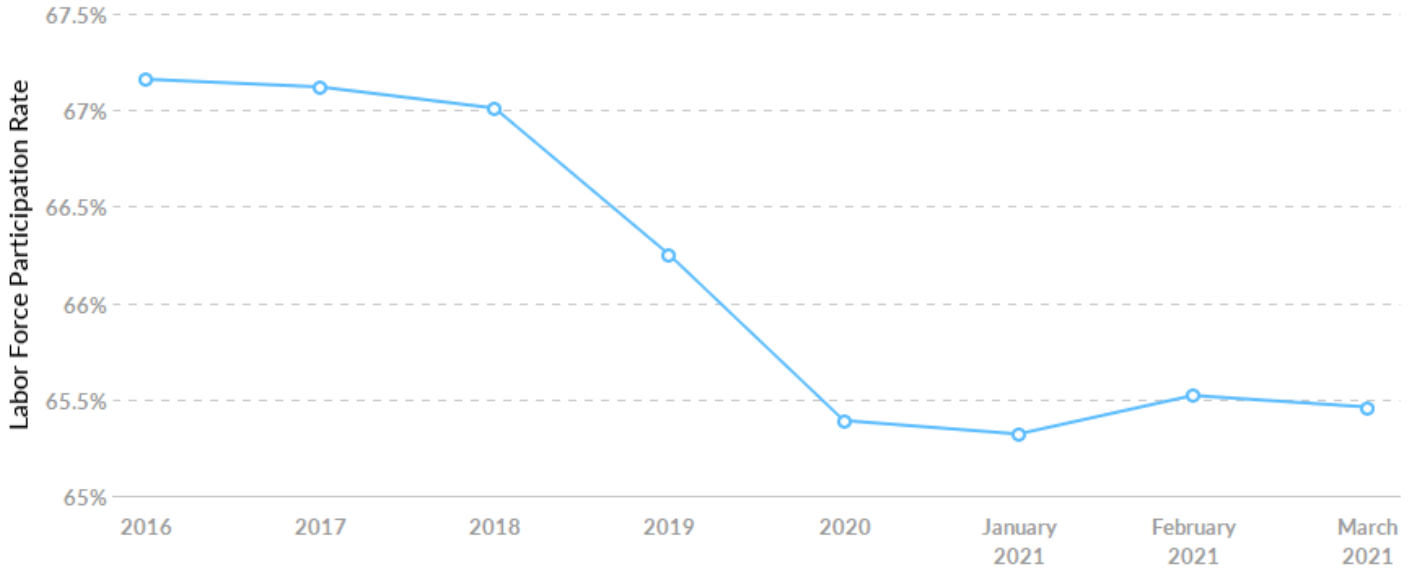
Job Trends

From 2015 to 2020, jobs declined by 1.8% in Marathon County, WI from 77,164 to 75,802. This change fell short of the national growth rate of 1.3% by 3.1%.



Timeframe	Jobs
2015	77,164
2016	77,048
2017	77,413
2018	78,058
2019	78,439
2020	75,802
2021	76,408
2022	76,877
2023	77,252
2024	77,563
2025	77,668

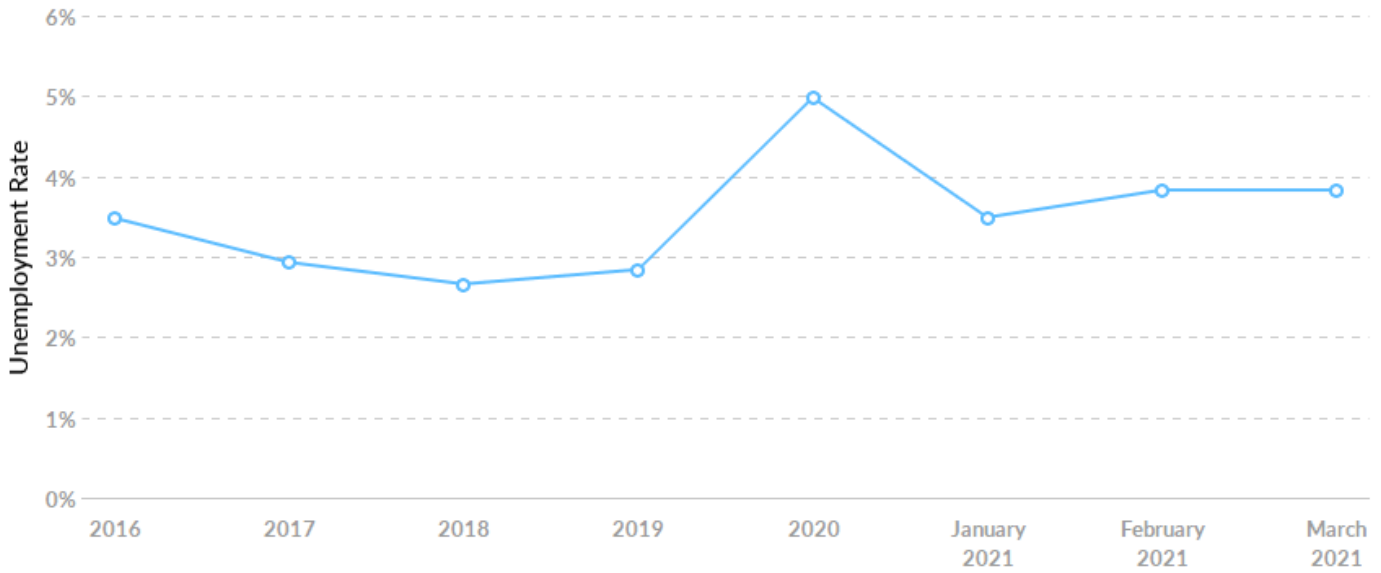
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.16%
2017	67.12%
2018	67.01%
2019	66.25%
2020	65.39%
January 2021	65.32%
February 2021	65.52%
March 2021	65.46%

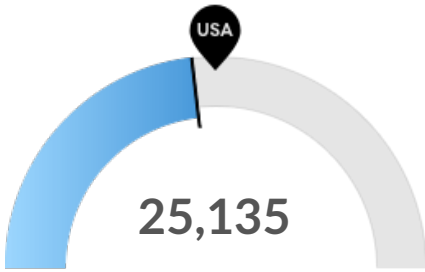
Unemployment Rate Trends

Marathon County, WI had a March 2021 unemployment rate of 3.83%, **increasing from 3.48%** 5 years before.



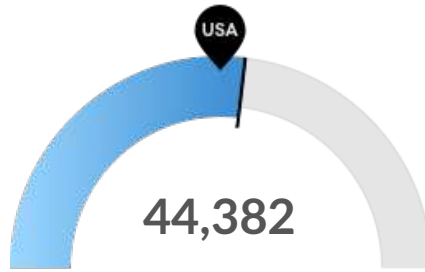
Timeframe	Unemployment Rate
2016	3.48%
2017	2.93%
2018	2.66%
2019	2.84%
2020	4.98%
January 2021	3.49%
February 2021	3.83%
March 2021	3.83%

Population Characteristics



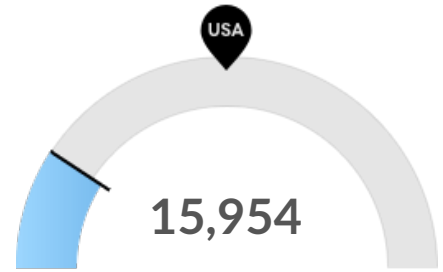
Millennials

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



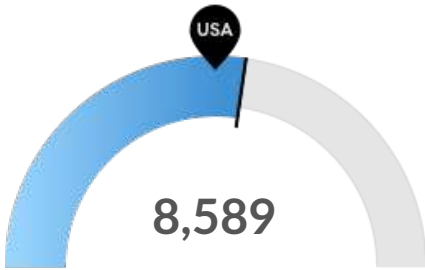
Retiring Soon

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.



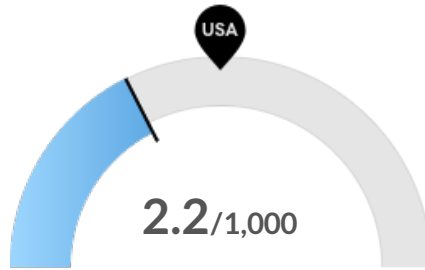
Racial Diversity

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.



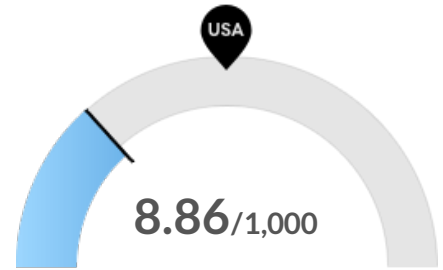
Veterans

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.

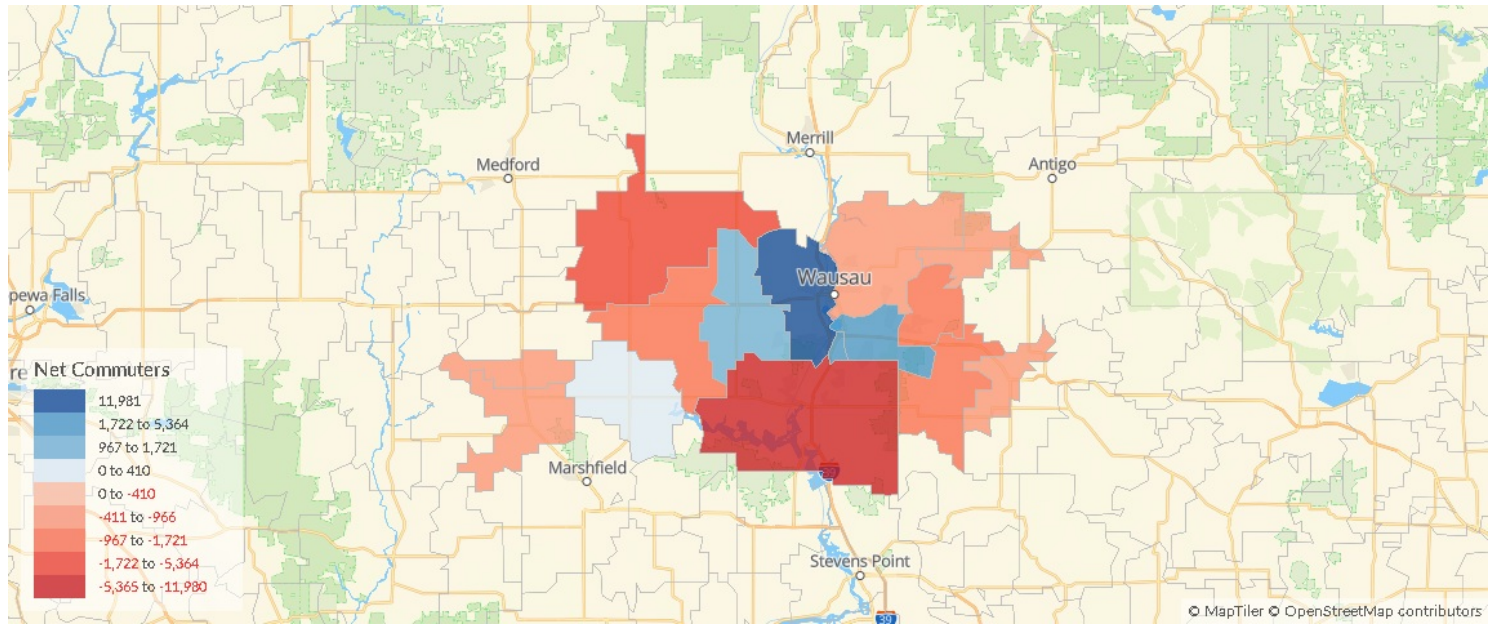


Property Crime

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...	28,600
54476	Schofield, WI (in Marath...	13,726
54403	Wausau, WI (in Marath...	9,977
54455	Mosinee, WI (in Marath...	5,851
54474	Rothschild, WI (in Mara...	4,664

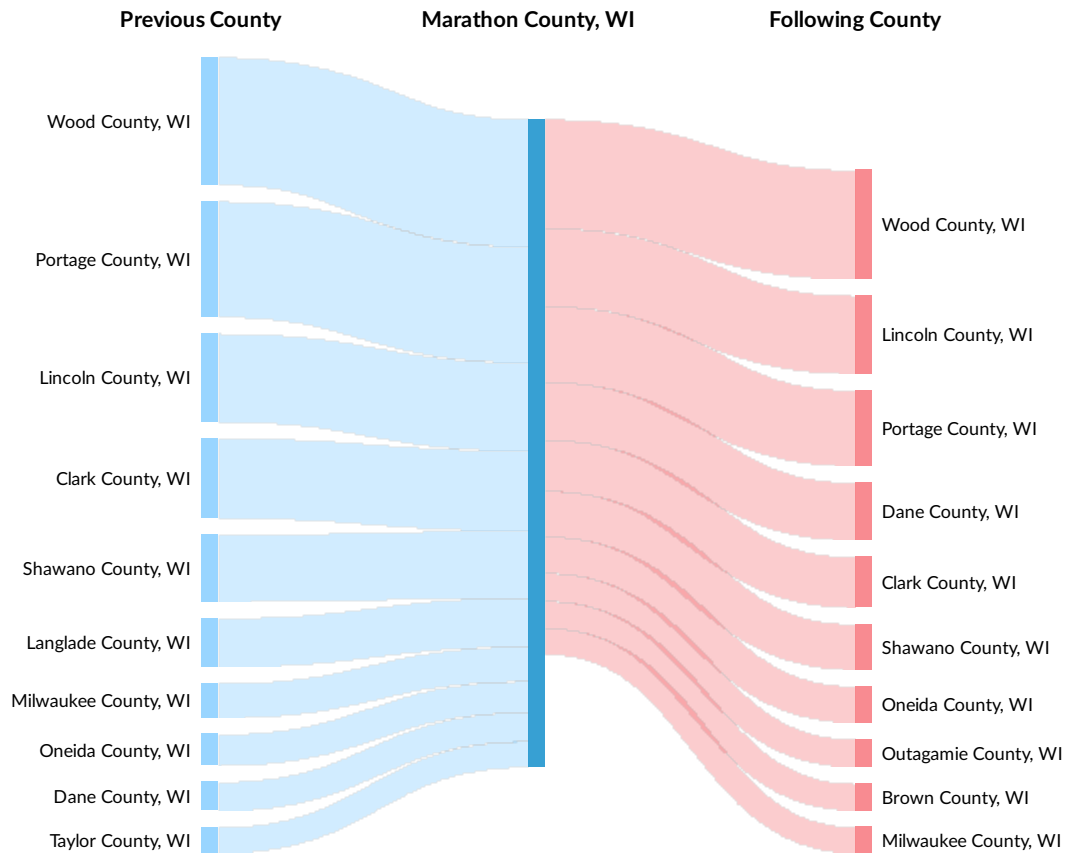
Where Talent Lives

ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	16,619
54476	Schofield, WI (in Marath...	11,453
54455	Mosinee, WI (in Marath...	11,215
54403	Wausau, WI (in Marath...	10,514
54411	Athens, WI (in Maratho...	2,982

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 2019, 389 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 332 people left Marathon County, WI migrating to Wood County, WI. The total Net Migration for Marathon County, WI in 2018 was 158.

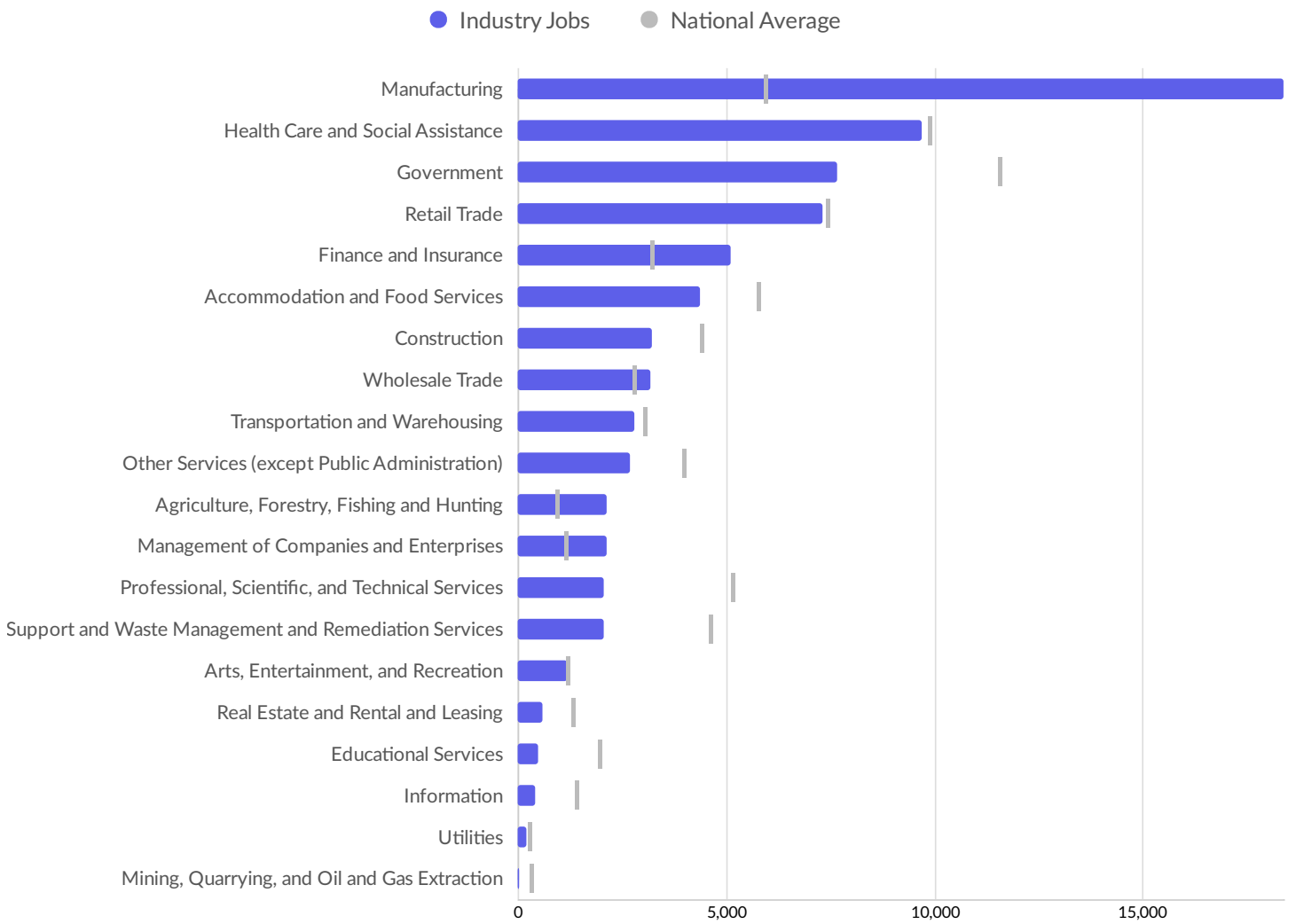


Top Previous Counties	Migrations
Wood County, WI	389
Portage County, WI	352
Lincoln County, WI	269
Clark County, WI	243
Shawano County, WI	205
Langlade County, WI	148

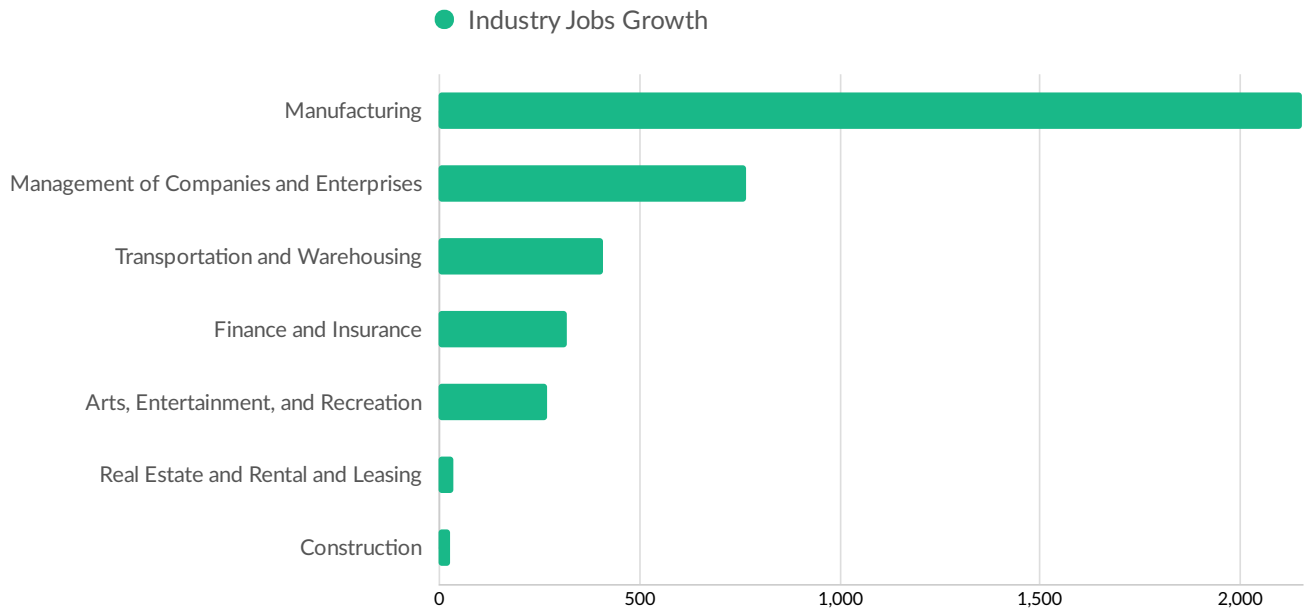
Top Previous Counties	Migrations
Milwaukee County, WI	105
Oneida County, WI	95
Dane County, WI	88
Taylor County, WI	79
Brown County, WI	76
Winnebago County, WI	73
Eau Claire County, WI	66
Outagamie County, WI	54
Hennepin County, MN	49
Top Following Counties	Migrations
Wood County, WI	332
Lincoln County, WI	238
Portage County, WI	231
Dane County, WI	176
Clark County, WI	155
Shawano County, WI	139
Oneida County, WI	111
Outagamie County, WI	85
Brown County, WI	82
Milwaukee County, WI	79
Taylor County, WI	76
Langlade County, WI	67
Winnebago County, WI	63
Hennepin County, MN	63
Eau Claire County, WI	51

Industry Characteristics

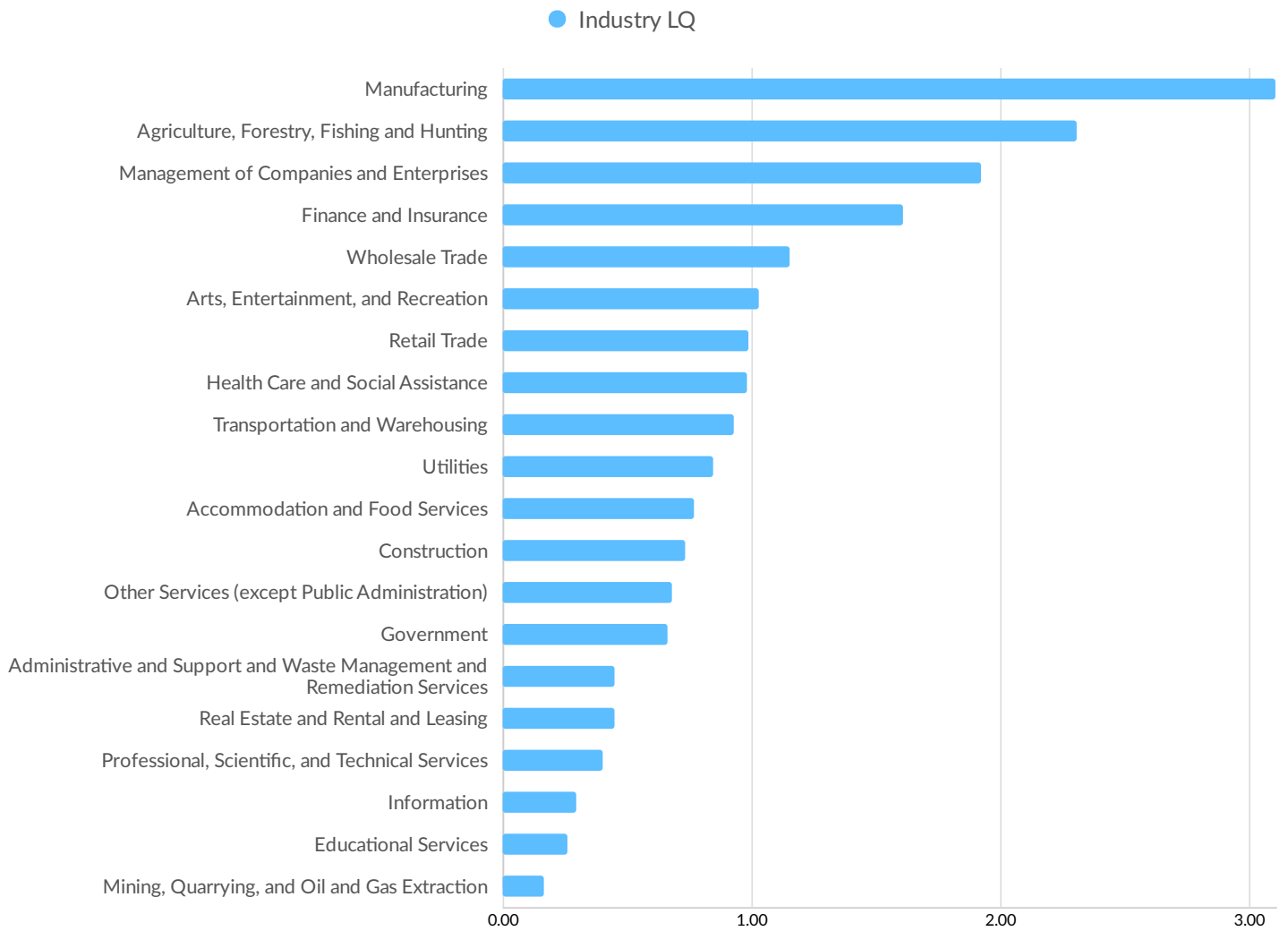
Largest Industries



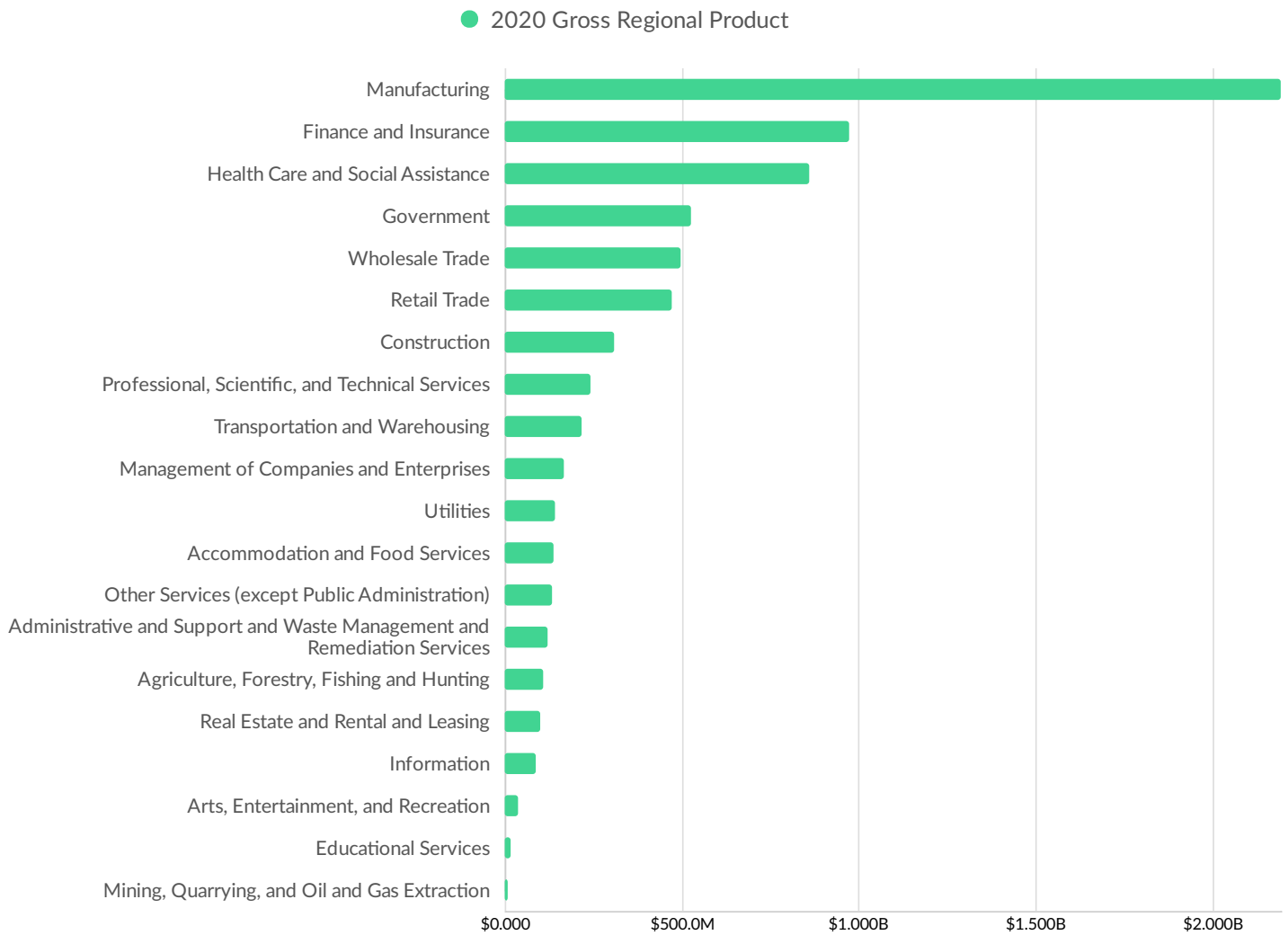
Top Growing Industries



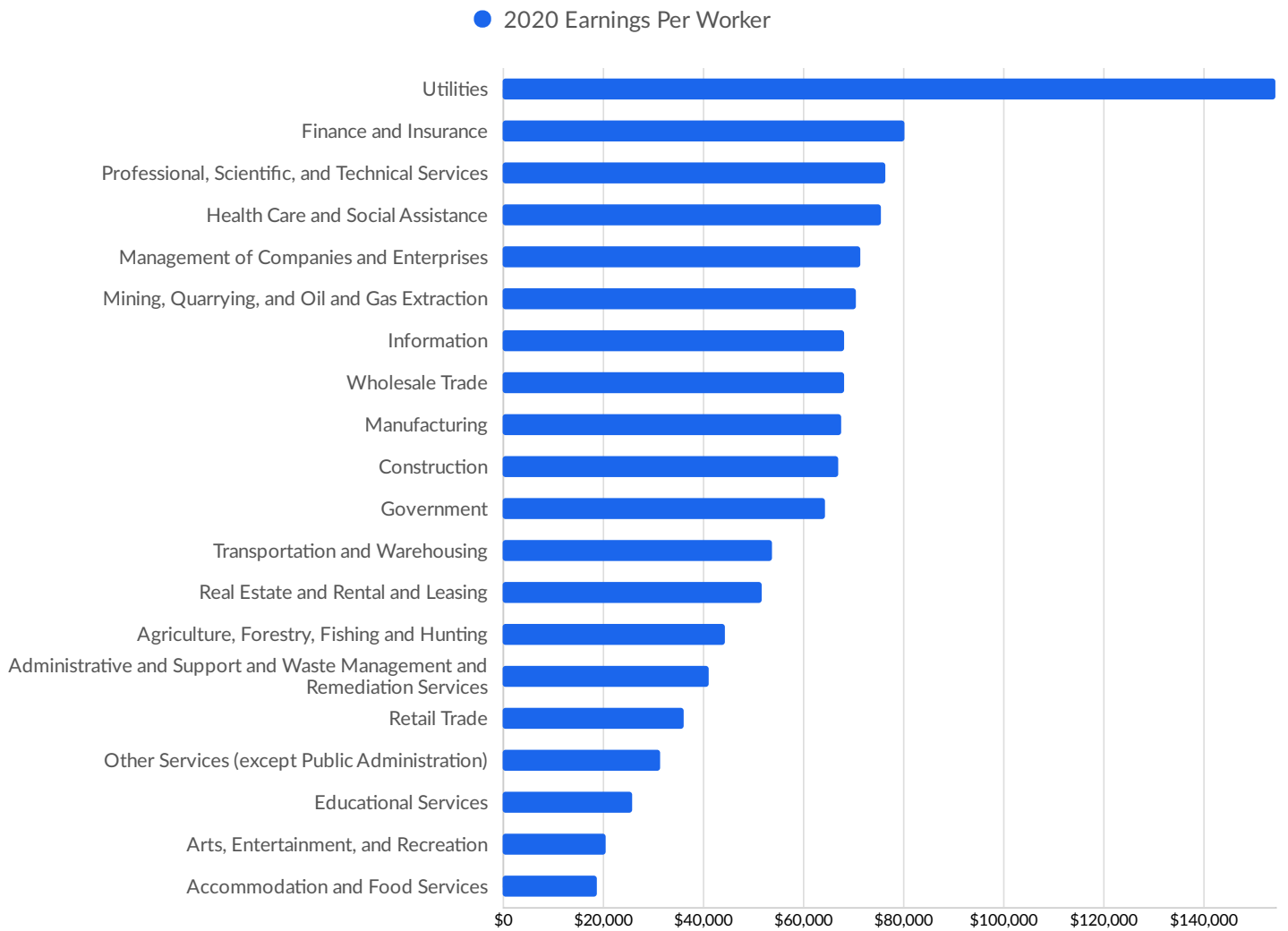
Top Industry LQ



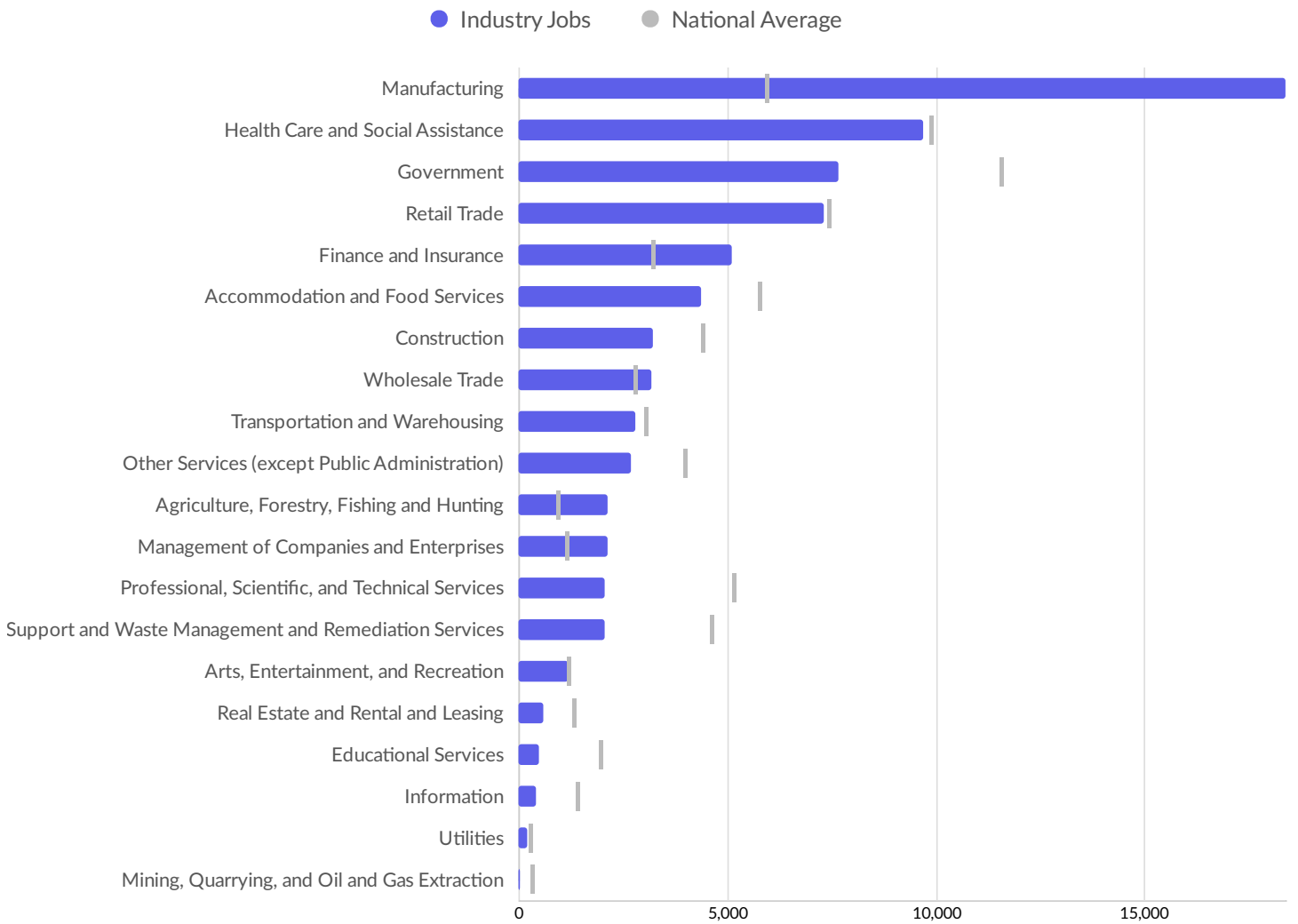
Top Industry GRP



Top Industry Earnings






















Largest Industries



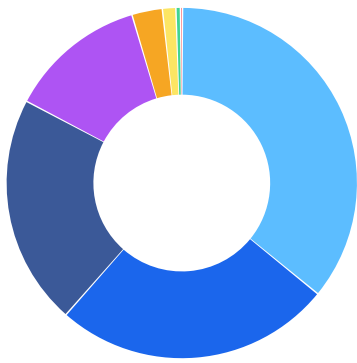
Business Characteristics

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, 2,268 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.	1,147 
Marshfield Clinic	704 	Marshfield Clinic	517 
Greenheck Fan Corporation	597 	Roehl Transport, Inc.	307 
Sentry Insurance	391 	The Kroger Co	277 
Liberty Mutual Insurance Comp...	320 	Marshfield, LLC	247 
Foot Locker, Inc.	311 	Remedy Intelligent Staffing	230 
UnitedHealth Group Incorporate...	276 	U.S. Xpress, Inc.	204 
Wausau School District	245 	Soliant Health, Inc	203 
Northcentral Technical College	240 	Aspirus Clinics, Inc.	194 
State of Wisconsin	232 	Eatstreet	180 

Business Size

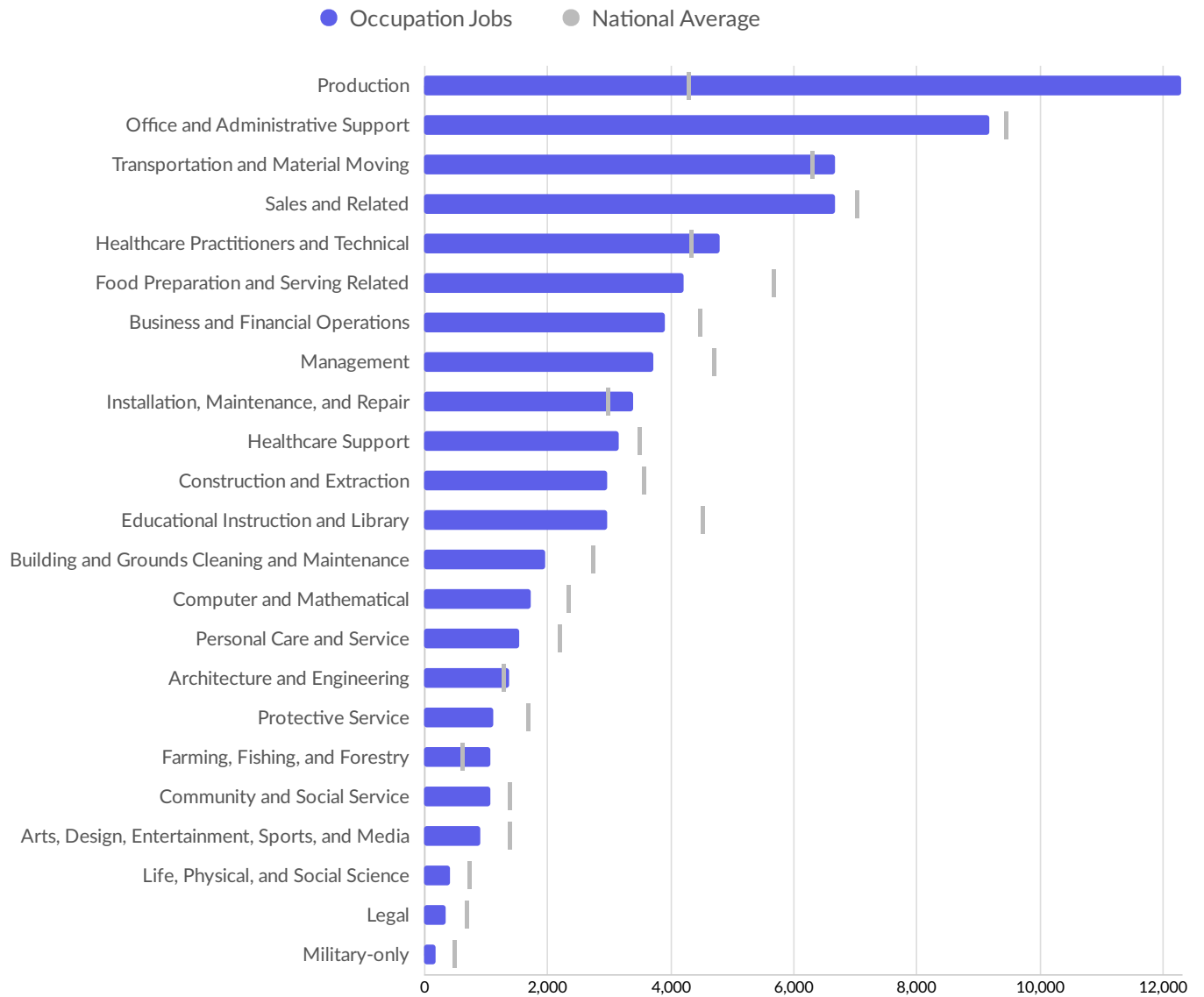


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

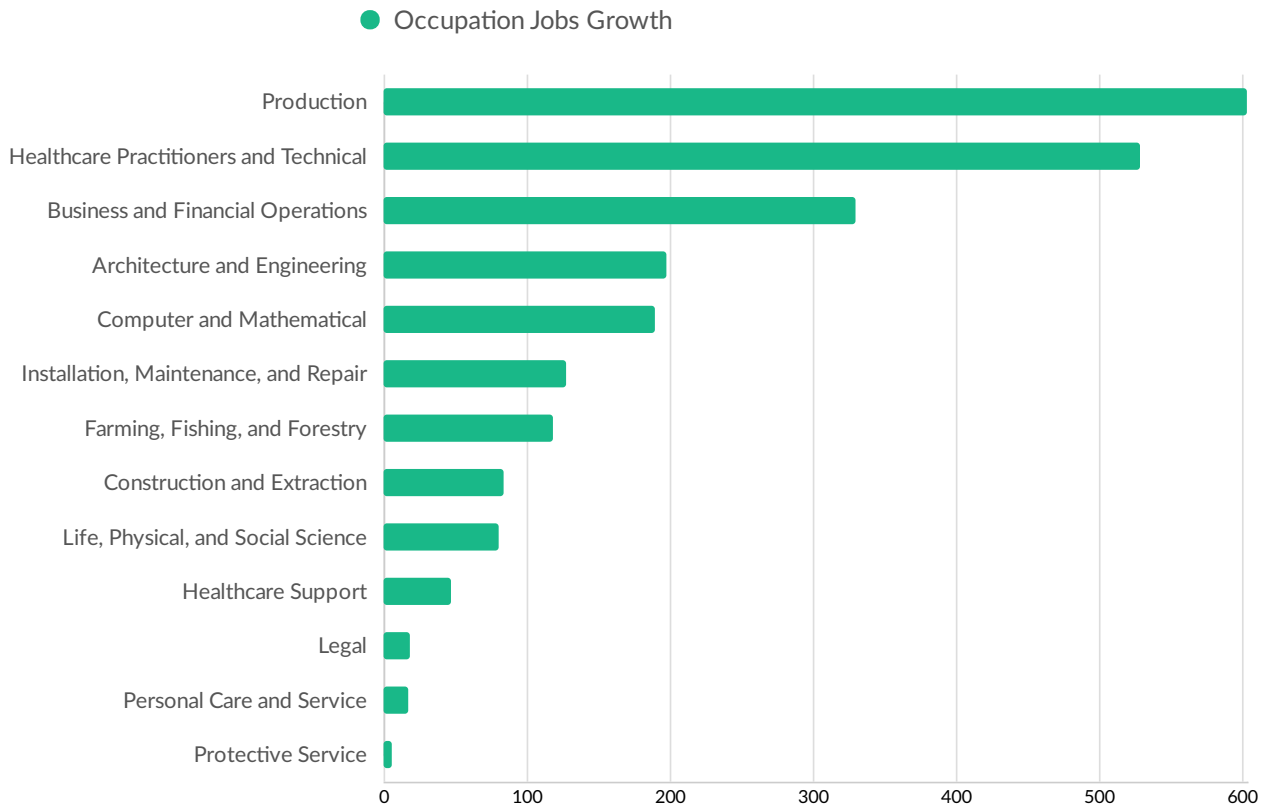
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

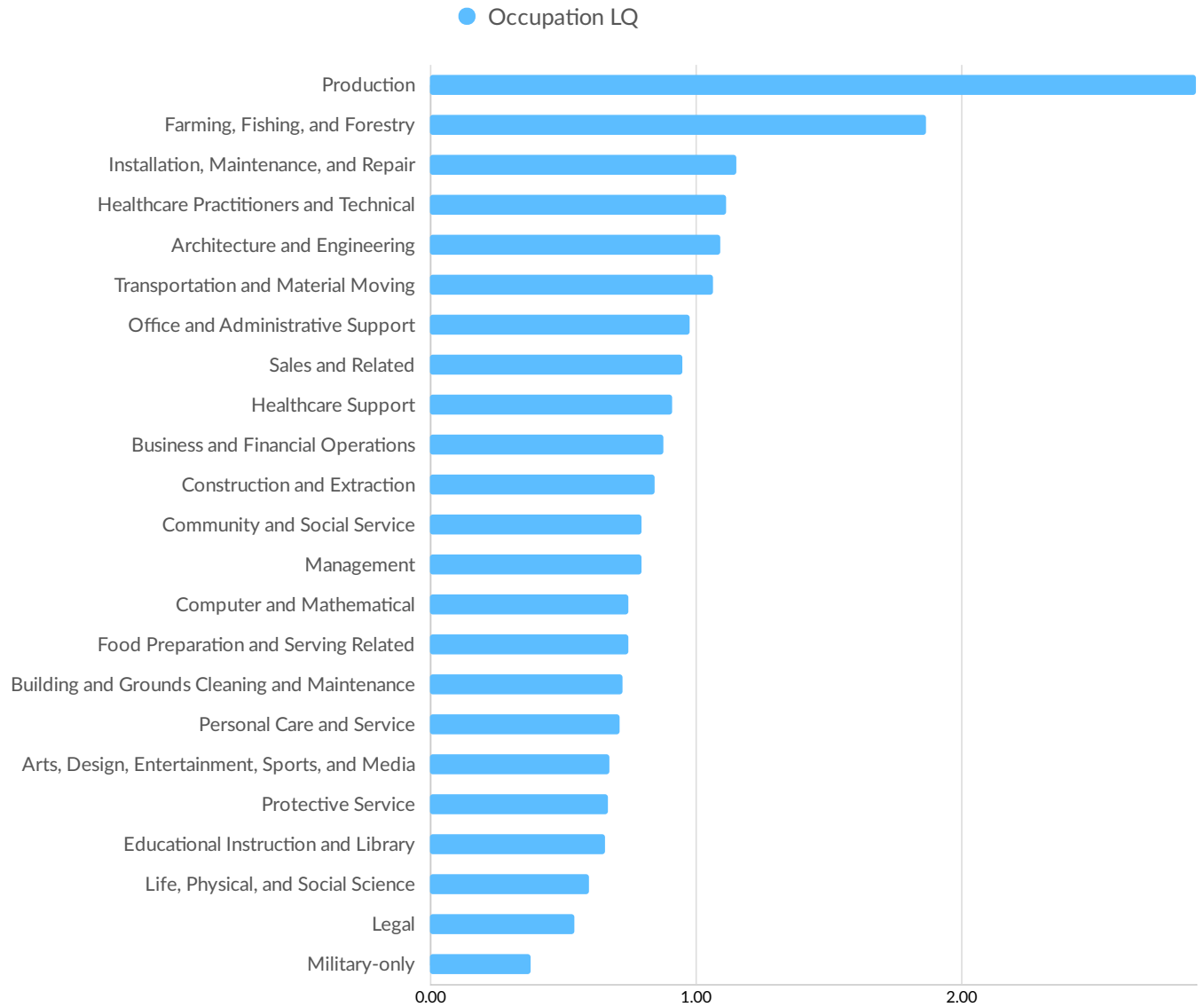
Largest Occupations



Top Growing Occupations



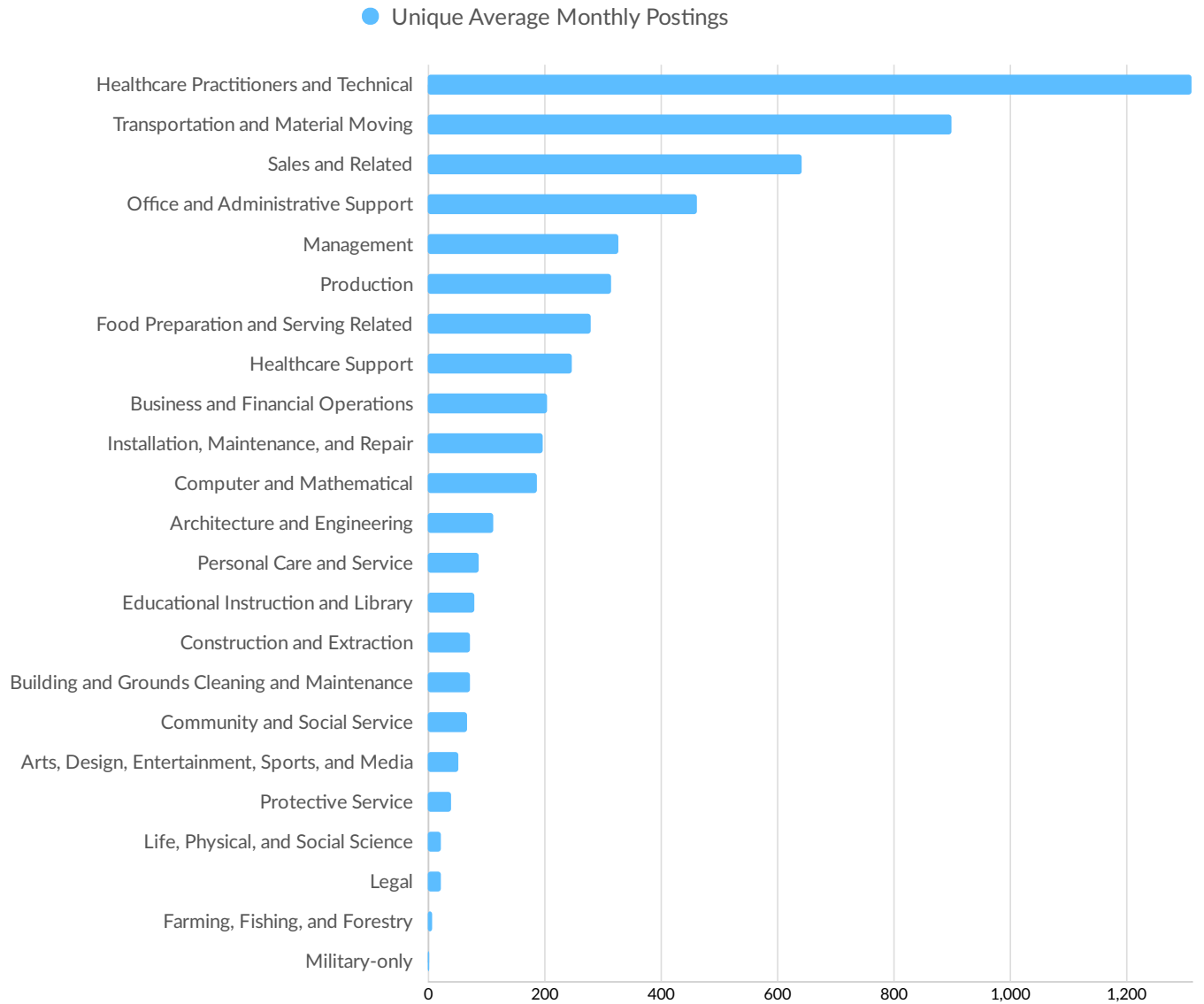
Top Occupation LQ



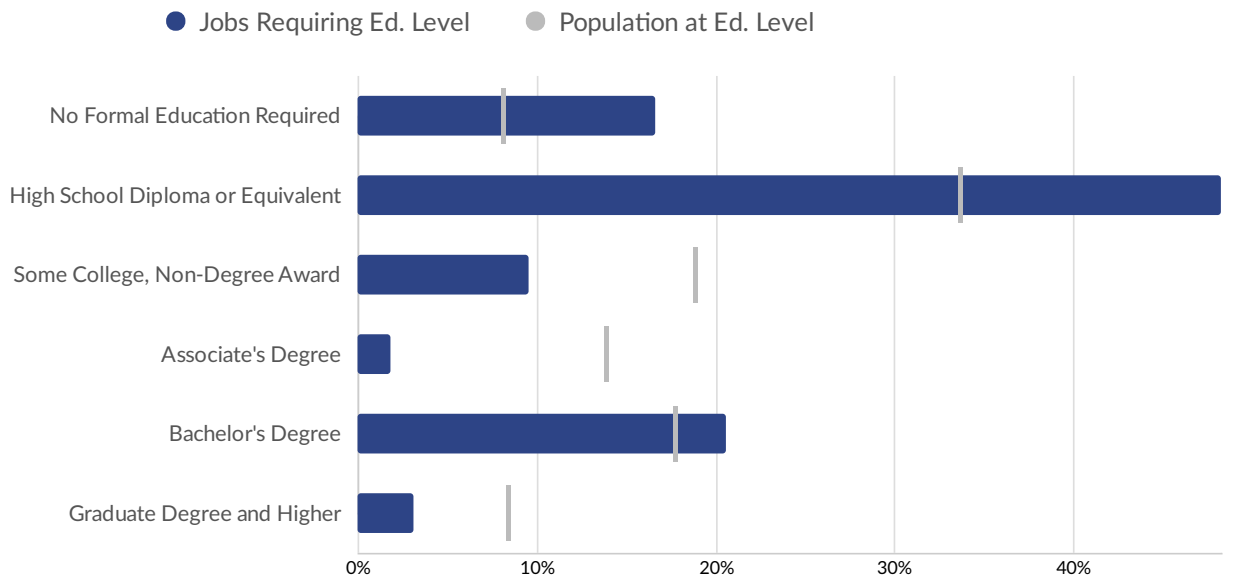
Top Occupation Earnings



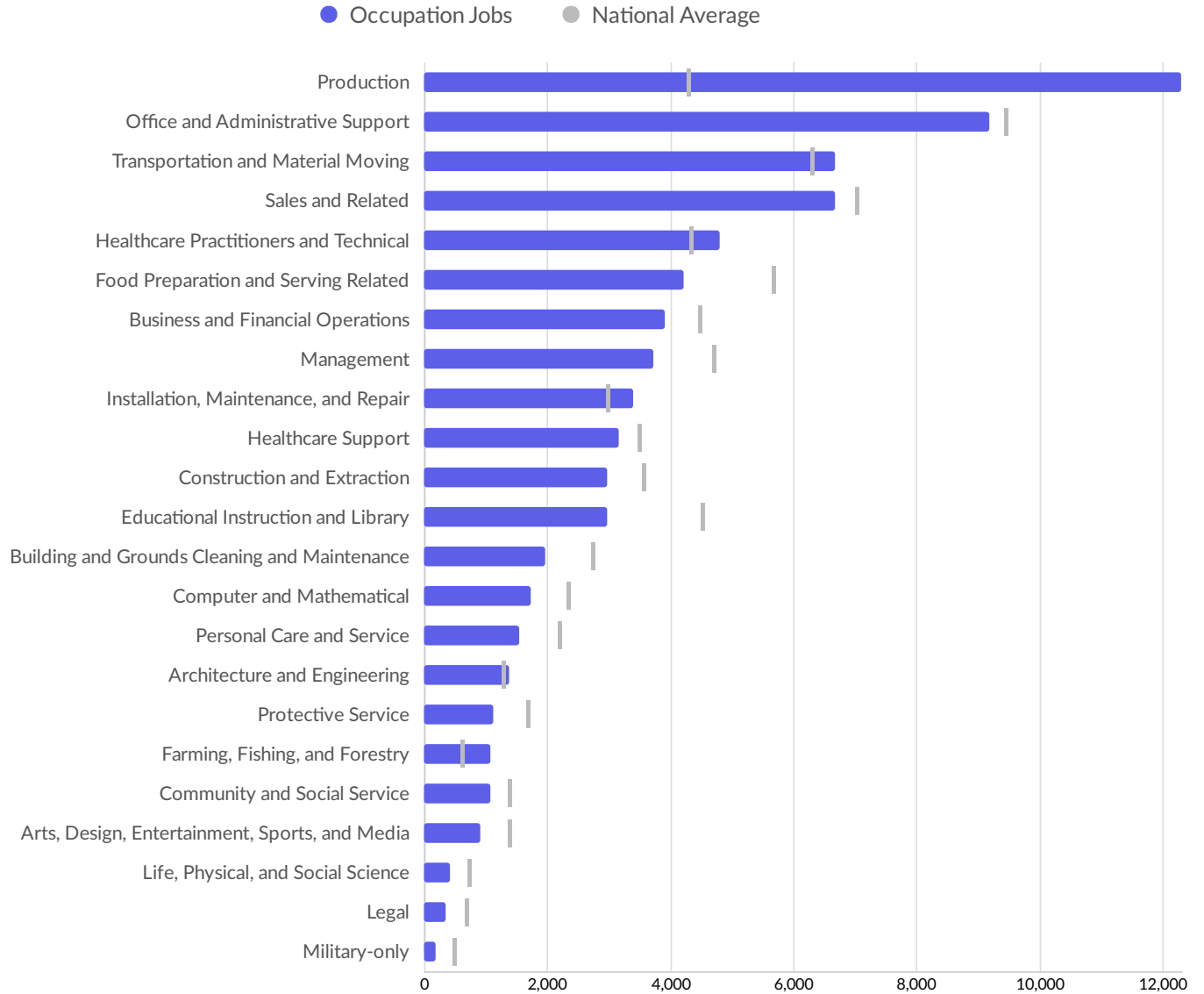
Top Posted Occupations



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

