



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

135,593

Population (2020)

Population **grew by 232** over the last 5 years and is projected to **grow by 668** over the next 5 years.

75,126

Total Regional Employment

Jobs **decreased by 2,039** over the last 5 years but are projected to **grow by 2,203** 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 0.2%** since 2015, growing by 232. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 668.
- From 2015 to 2020, jobs **declined by 2.6%** in Marathon County, WI from 77,165 to **75,126**. This change **fell short of the national growth rate of 0.0% by 2.6%**. As the number of jobs declined, the **labor force participation rate decreased from 68.9% to 67.2% between 2015 and 2020**.
- Concerning educational attainment, **17.7% 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.

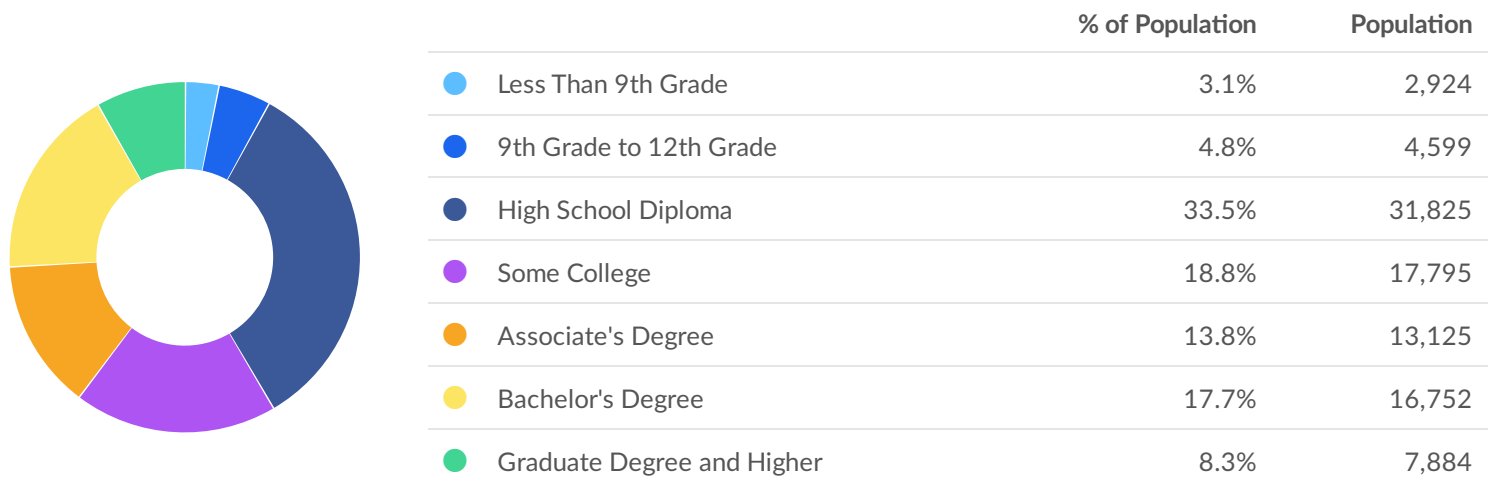
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	135,593	72,186	75,126	99.5	\$7.92B	\$10.63B	\$10.74B
Centergy	327,249	166,642	168,987	99.2	\$17.25B	\$23.87B	\$22.84B
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

Dec 2020 Labor Force Breakdown



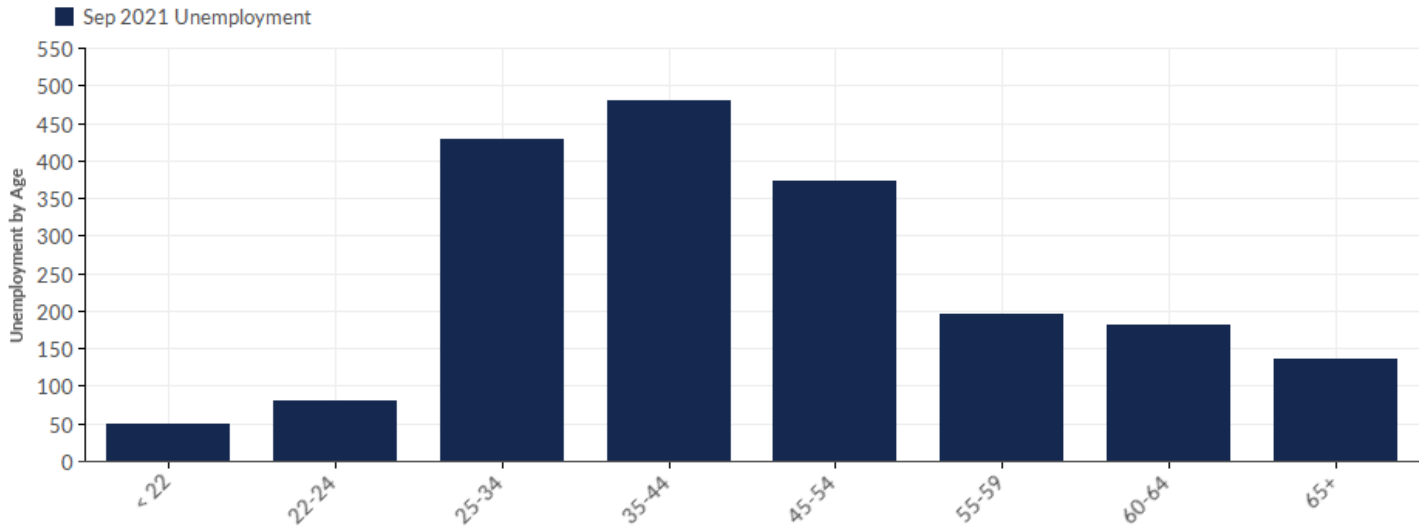
Educational Attainment

Concerning educational attainment, **17.7% 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).



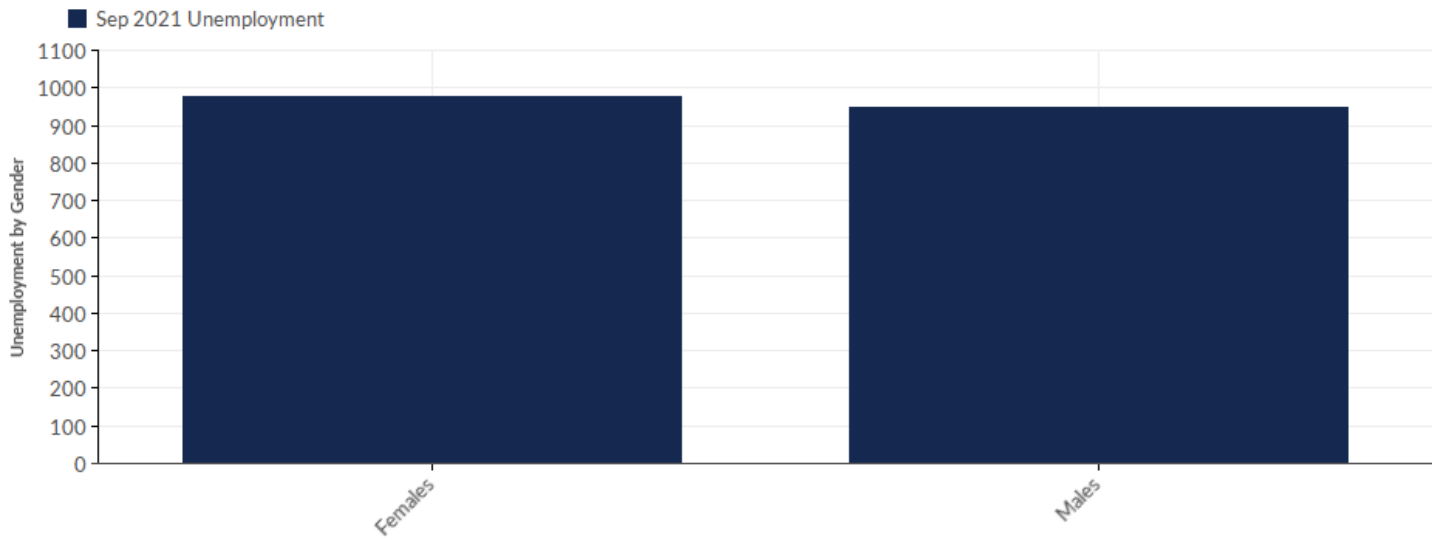
Unemployment by Demographics

Unemployment by Age



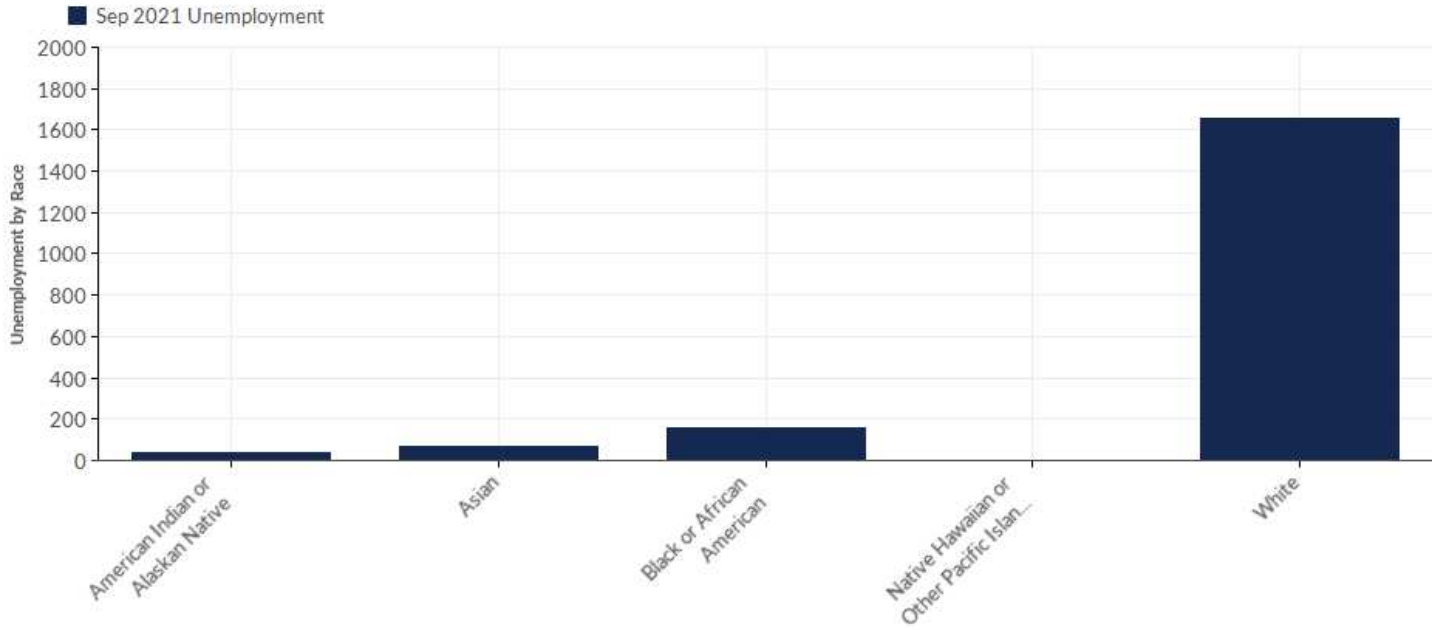
Age	Unemployment (Sep 2021)	% of Cohort
< 22	49	2.55%
22-24	80	4.16%
25-34	429	22.31%
35-44	479	24.91%
45-54	373	19.40%
55-59	195	10.14%
60-64	181	9.41%
65+	136	7.07%
Total	1,923	100.00%

Unemployment by Gender



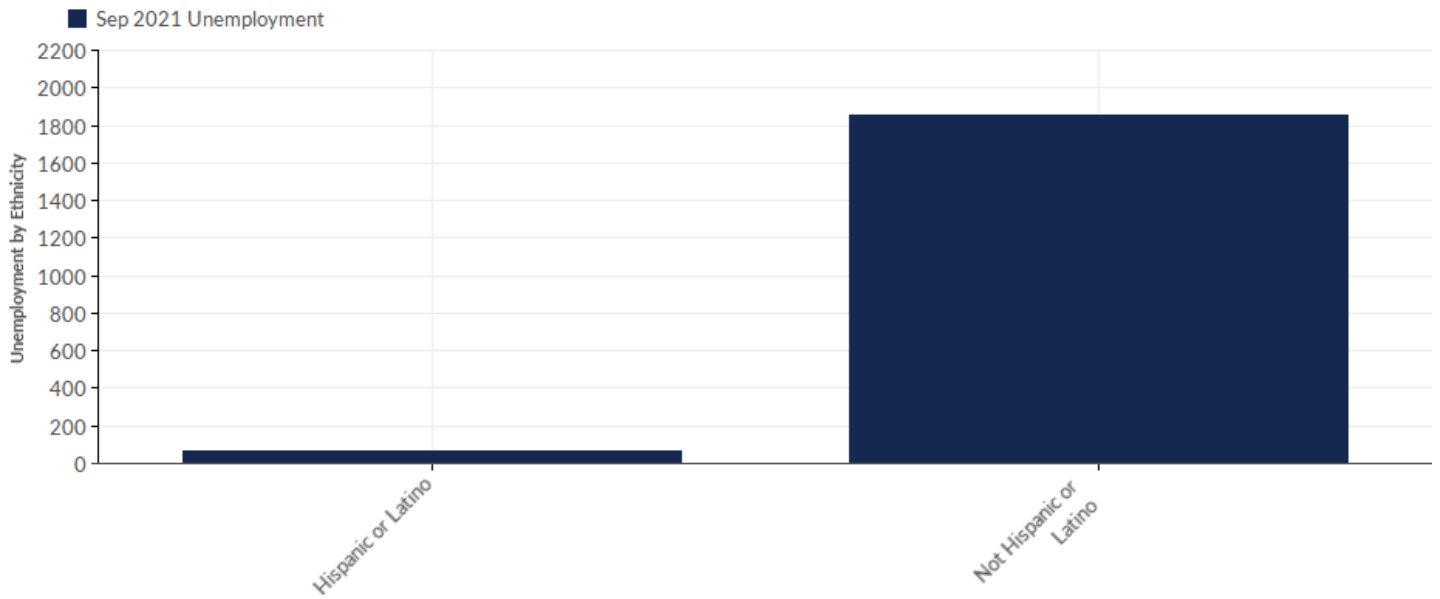
Gender	Unemployment (Sep 2021)	% of Cohort
Females	977	50.81%
Males	946	49.19%
Total	1,923	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	36	1.87%
Asian	69	3.59%
Black or African American	158	8.22%
Native Hawaiian or Other Pacific Islander	4	0.21%
White	1,656	86.12%
Total	1,923	100.00%

Unemployment by Ethnicity

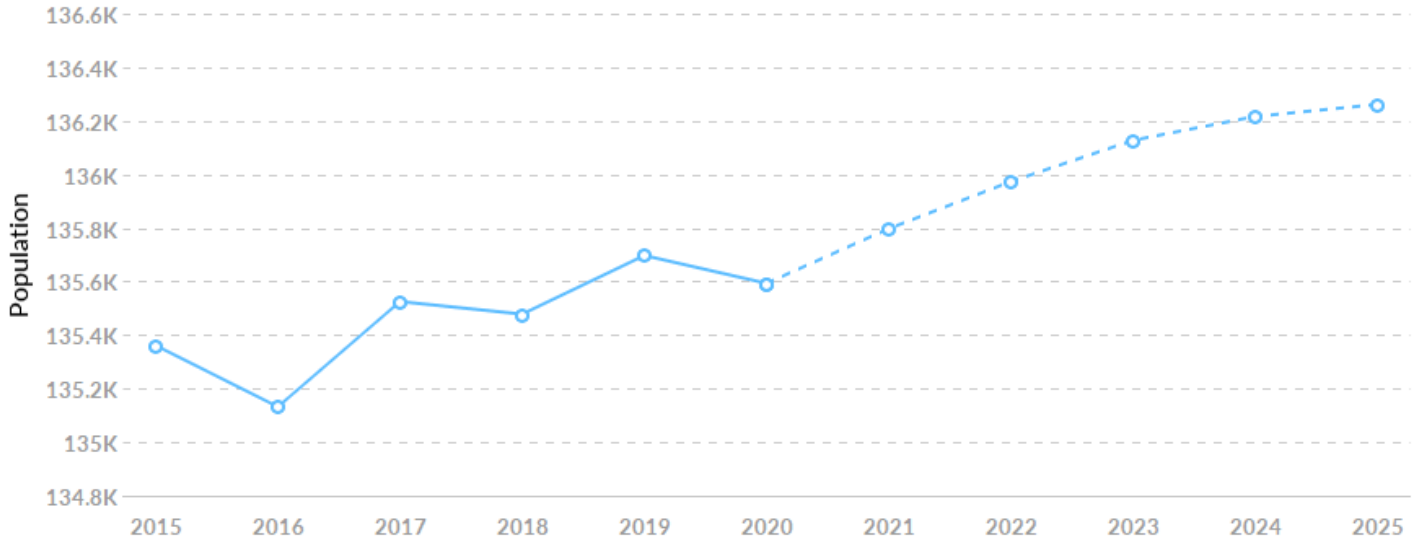


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	68	3.54%
Not Hispanic or Latino	1,855	96.46%
Total	1,923	100.00%

Historic & Projected Trends

Population Trends

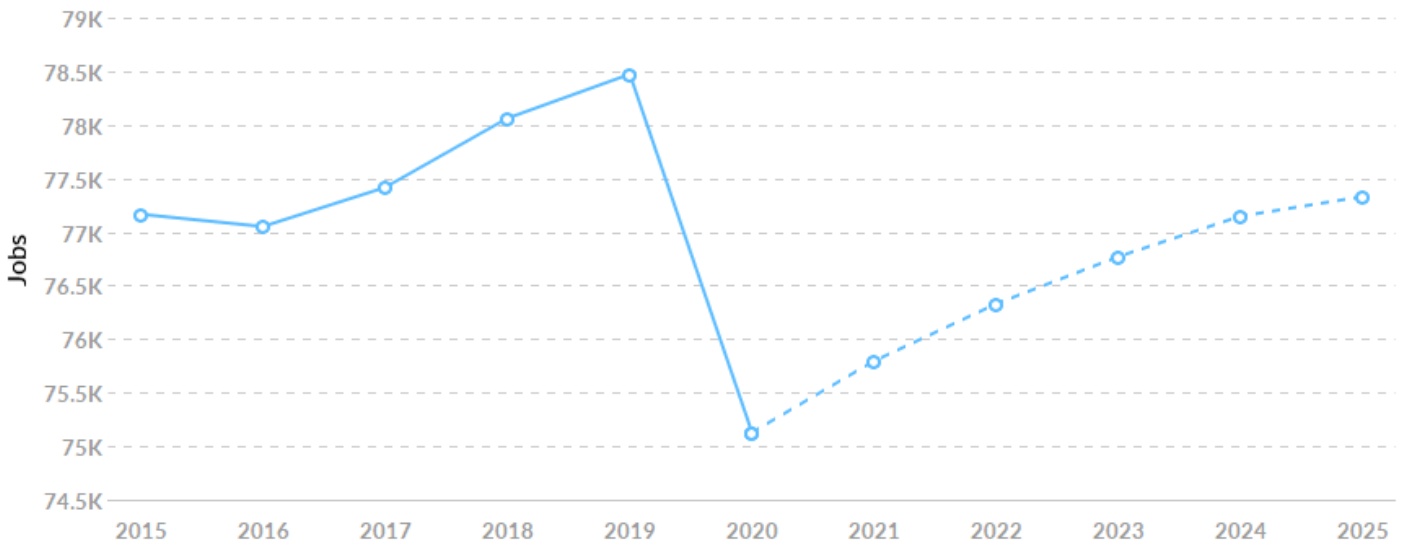
As of 2020 the region's population **increased by 0.2%** since 2015, growing by 232. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 668.



Timeframe	Population
2015	135,361
2016	135,132
2017	135,525
2018	135,478
2019	135,697
2020	135,593
2021	135,797
2022	135,973
2023	136,127
2024	136,216
2025	136,261

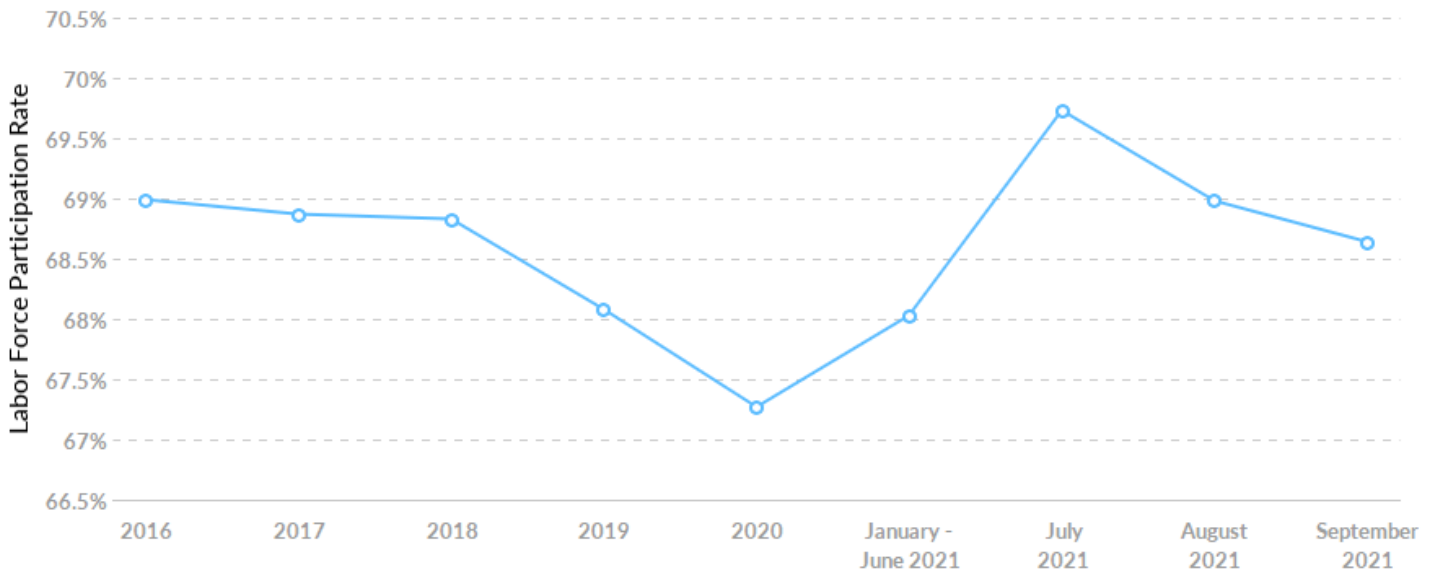
Job Trends

From 2015 to 2020, jobs declined by 2.6% in Marathon County, WI from 77,165 to 75,126. This change fell short of the national growth rate of 0.0% by 2.6%.



Timeframe	Jobs
2015	77,165
2016	77,050
2017	77,415
2018	78,060
2019	78,471
2020	75,126
2021	75,793
2022	76,327
2023	76,768
2024	77,146
2025	77,329

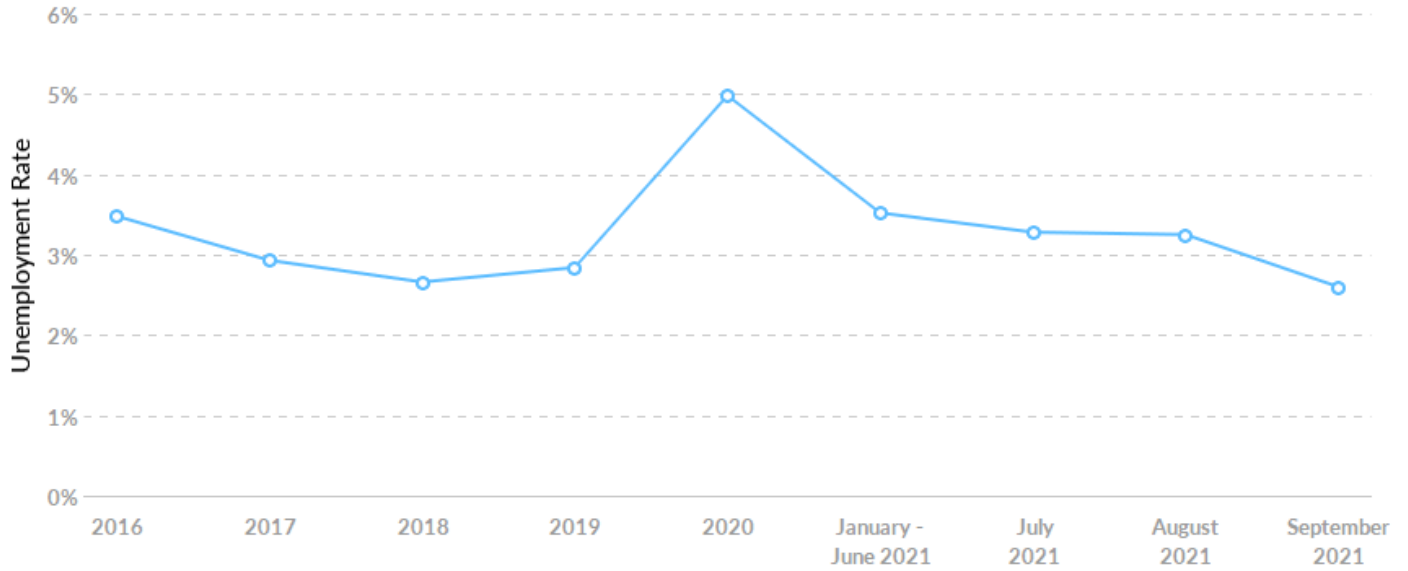
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	68.99%
2017	68.87%
2018	68.83%
2019	68.08%
2020	67.27%
January - June 2021	68.03%
July 2021	69.73%
August 2021	68.98%
September 2021	68.64%

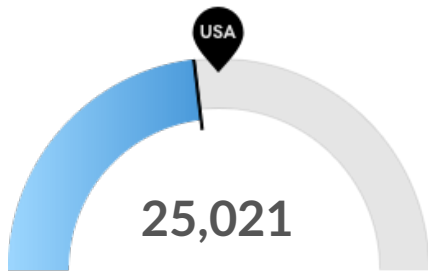
Unemployment Rate Trends

Marathon County, WI had a September 2021 unemployment rate of 2.60%, **decreasing from 3.48% 5 years before.**



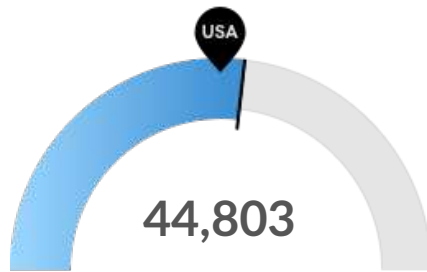
Timeframe	Unemployment Rate
2016	3.48%
2017	2.93%
2018	2.66%
2019	2.84%
2020	4.98%
January - June 2021	3.52%
July 2021	3.28%
August 2021	3.25%
September 2021	2.60%

Population Characteristics



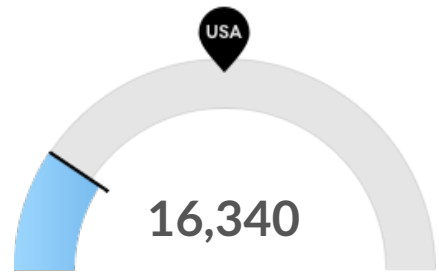
Millennials

Marathon County, WI has 25,021 millennials (ages 25-39). The national average for an area this size is 27,942.



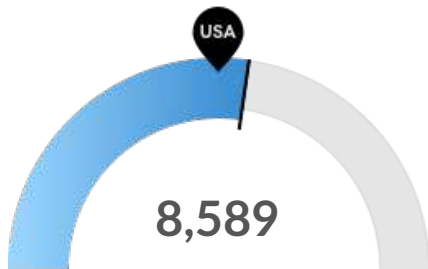
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 40,356 people 55 or older, while there are 44,803 here.



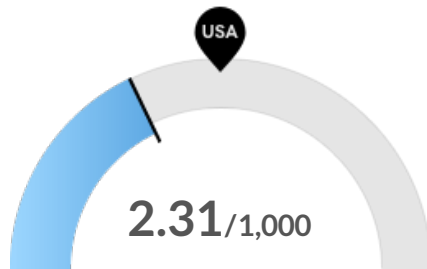
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 54,615 racially diverse people, while there are 16,340 here.



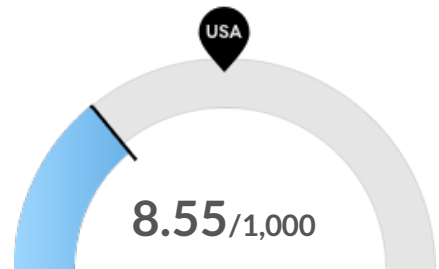
Veterans

Marathon County, WI has 8,589 veterans. The national average for an area this size is 7,534.



Violent Crime

Marathon County, WI has 2.31 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

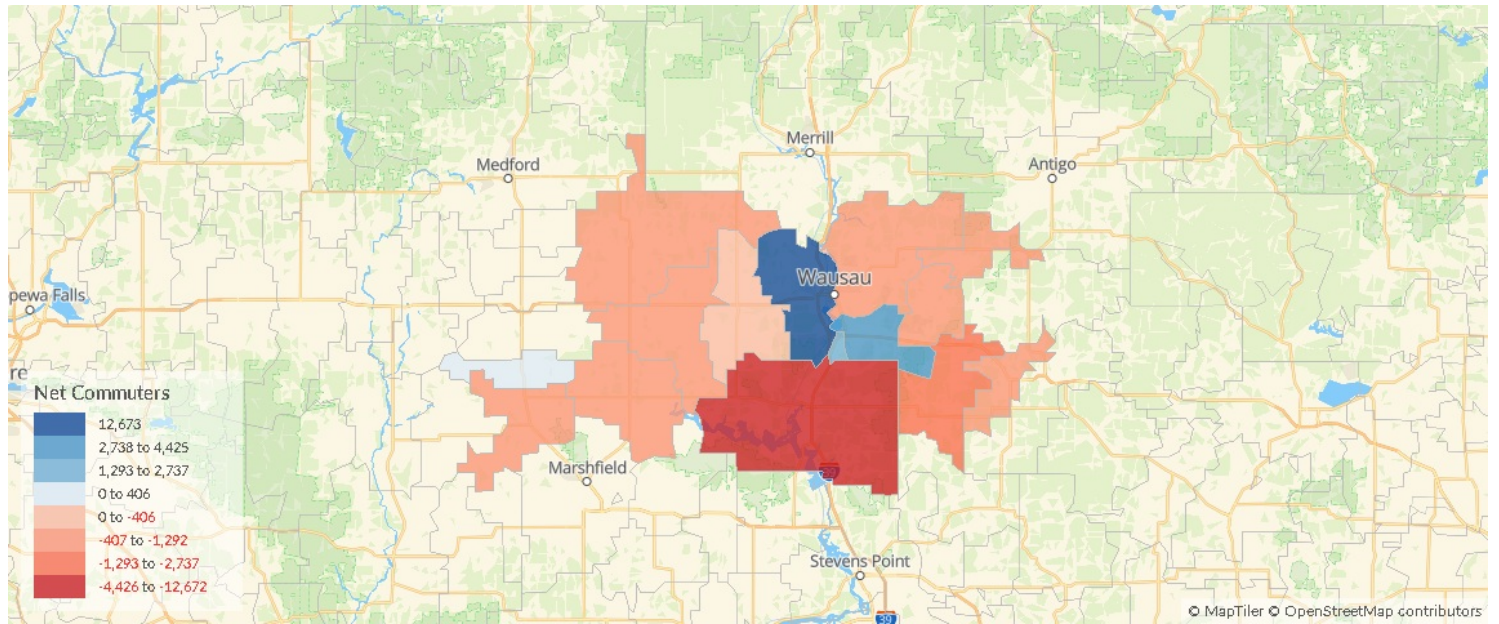


Property Crime

Marathon County, WI has 8.55 property crimes per 1,000 people. The national rate is 17.91 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...	28,966
54476	Schofield, WI (in Marath...	13,567
54403	Wausau, WI (in Marath...	9,801
54455	Mosinee, WI (in Marath...	6,608
54474	Rothschild, WI (in Mara...	4,341

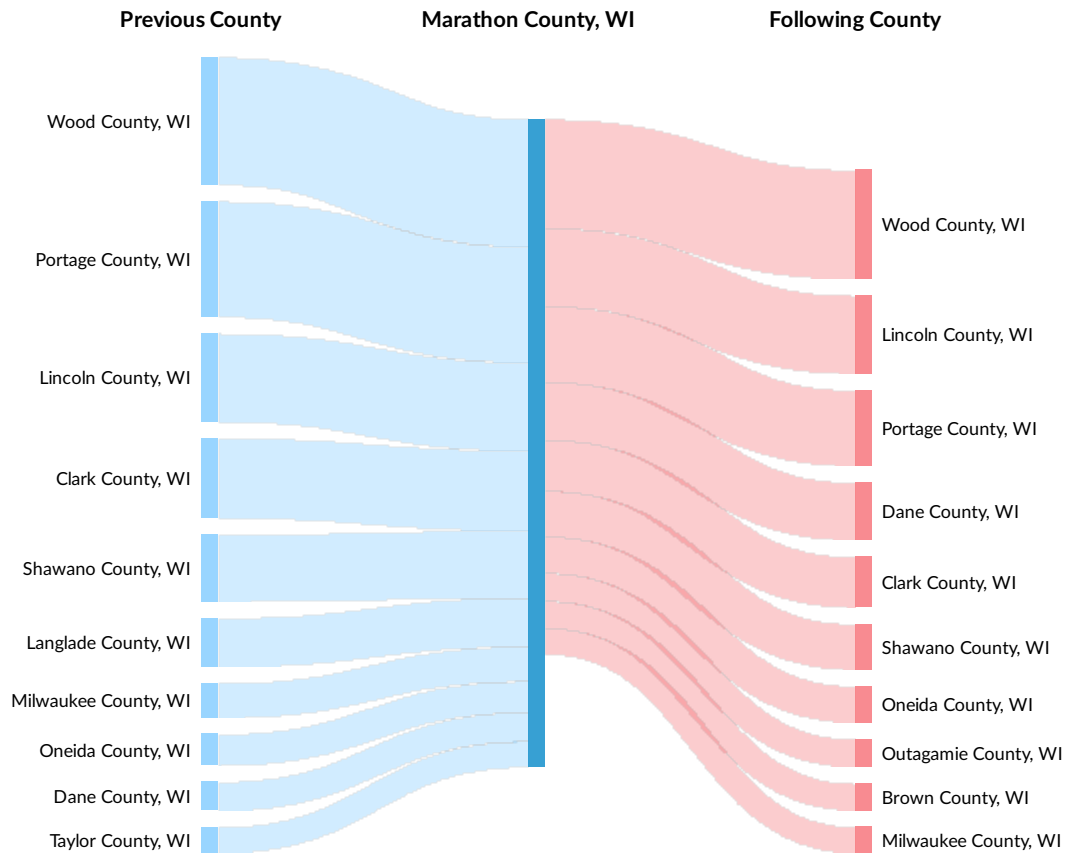
Where Talent Lives

ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	16,293
54455	Mosinee, WI (in Marath...	11,034
54476	Schofield, WI (in Marath...	10,829
54403	Wausau, WI (in Marath...	10,208
54411	Athens, WI (in Maratho...	3,328

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.

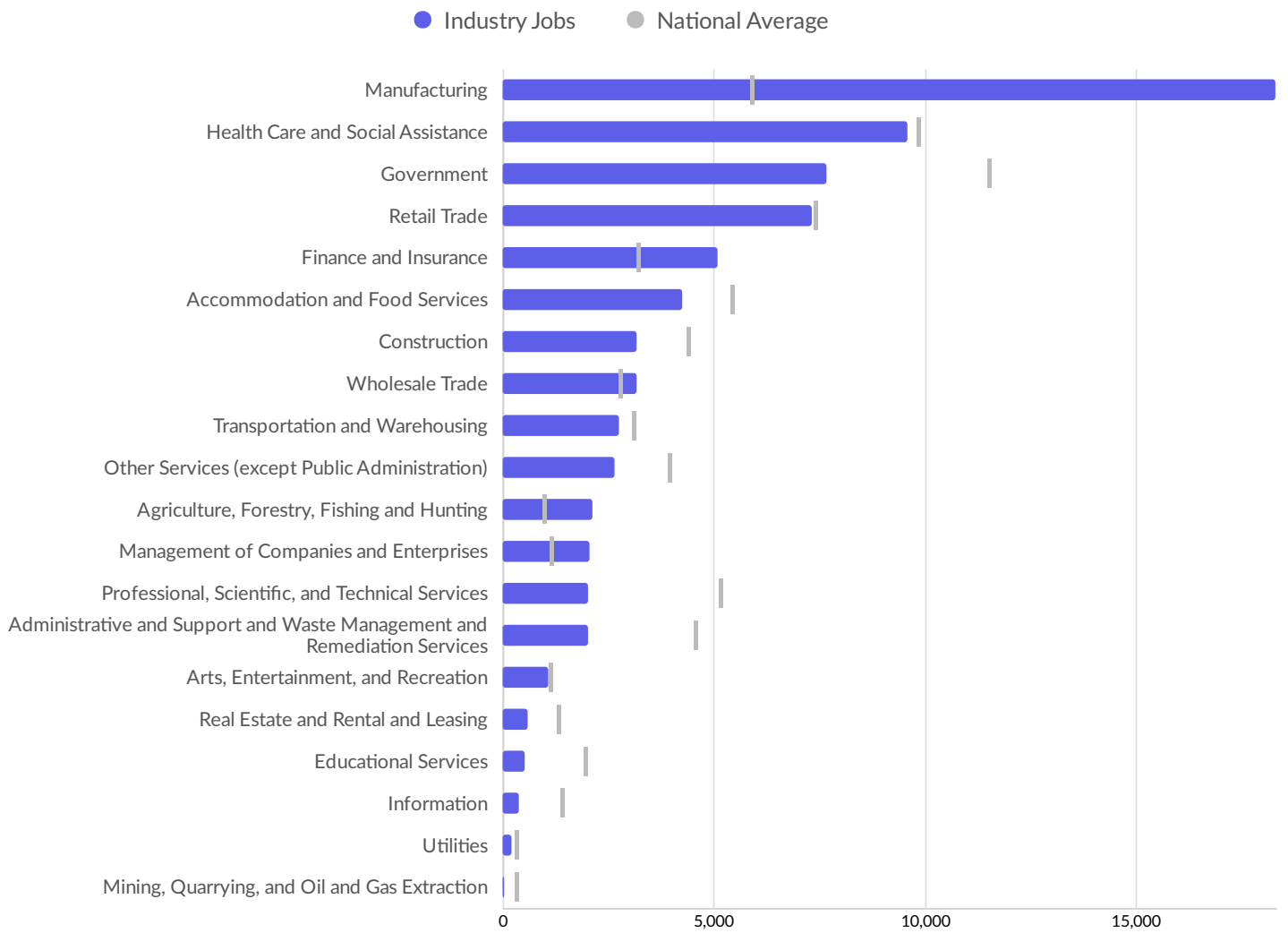


Top Previous Counties	Migrations
Wood County, WI	389
Portage County, WI	352
Lincoln County, WI	269
Clark County, WI	243
Shawano County, WI	205
Langlade County, WI	148

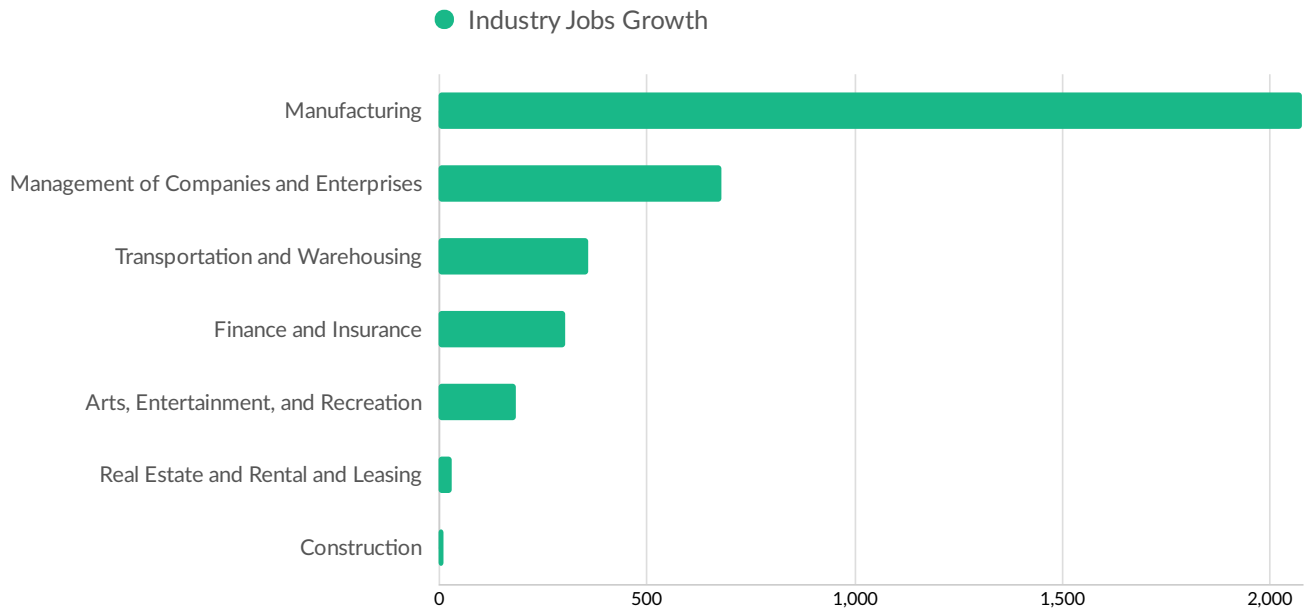
Top Previous Counties	Migrations
Milwaukee County, WI	105
Oneida County, WI	95
Dane County, WI	88
Taylor County, WI	79
Brown County, WI	76
Winnebago County, WI	73
Eau Claire County, WI	66
Outagamie County, WI	54
Hennepin County, MN	49
Top Following Counties	Migrations
Wood County, WI	332
Lincoln County, 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

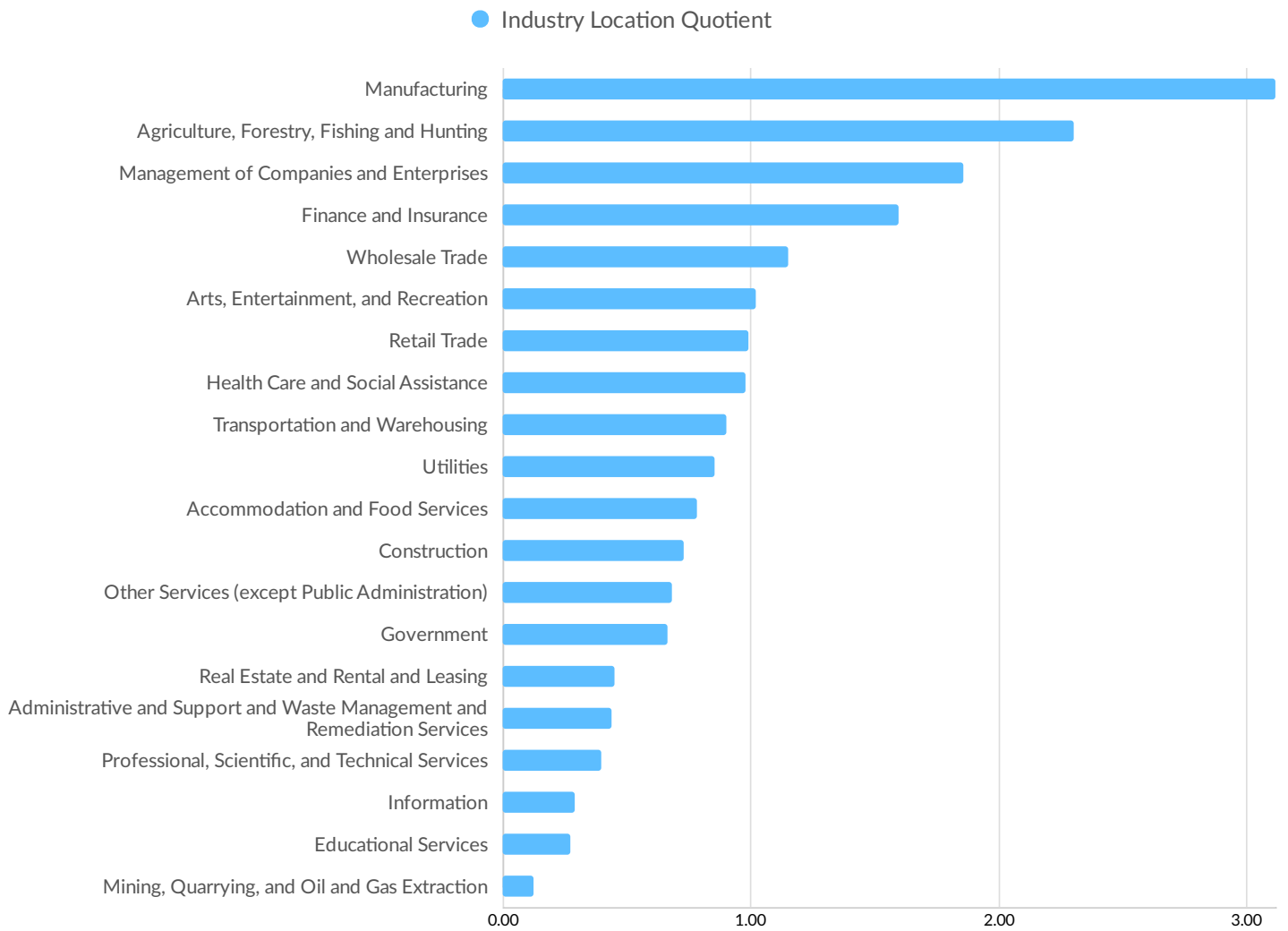
Largest Industries



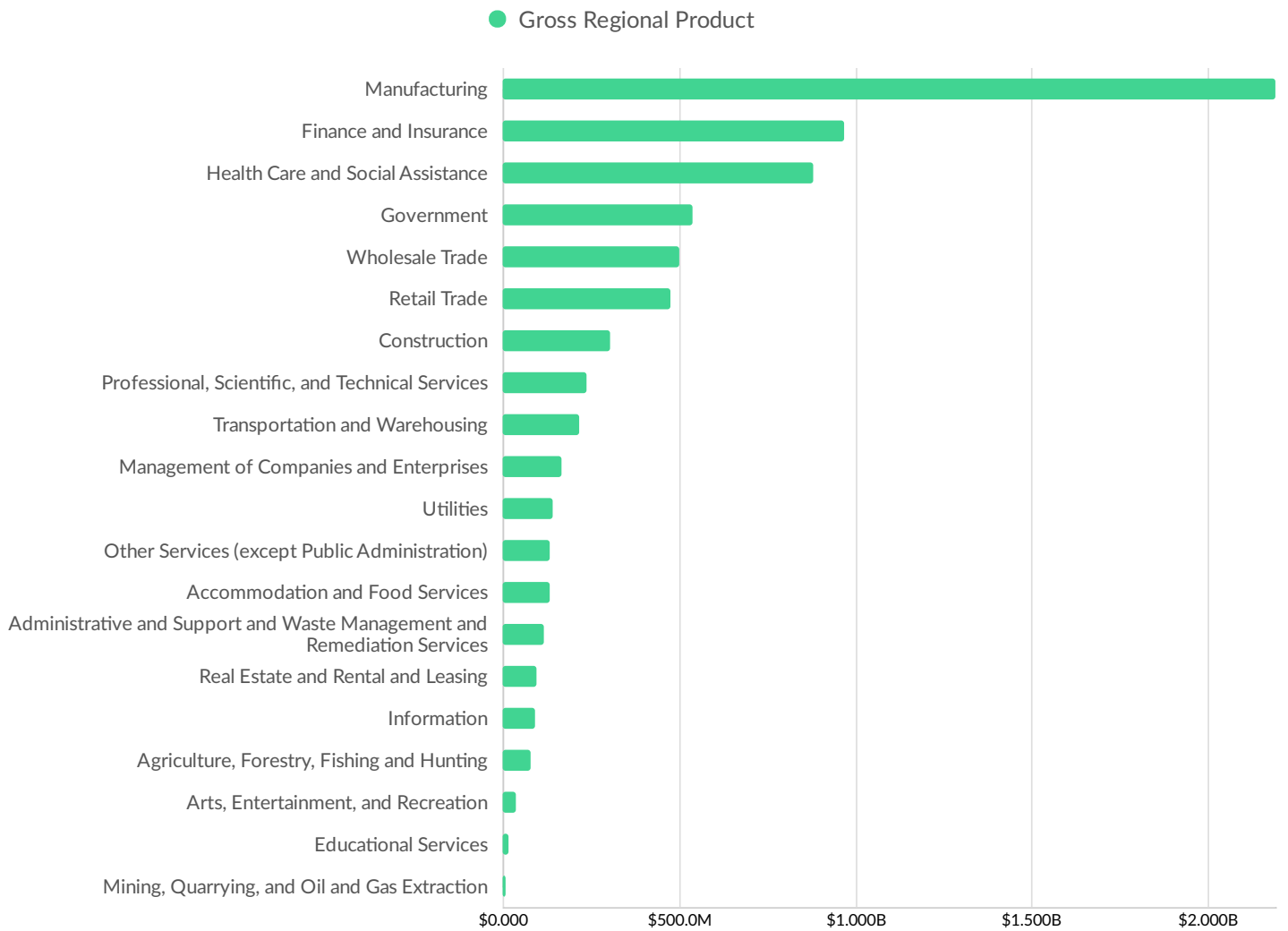
Top Growing Industries



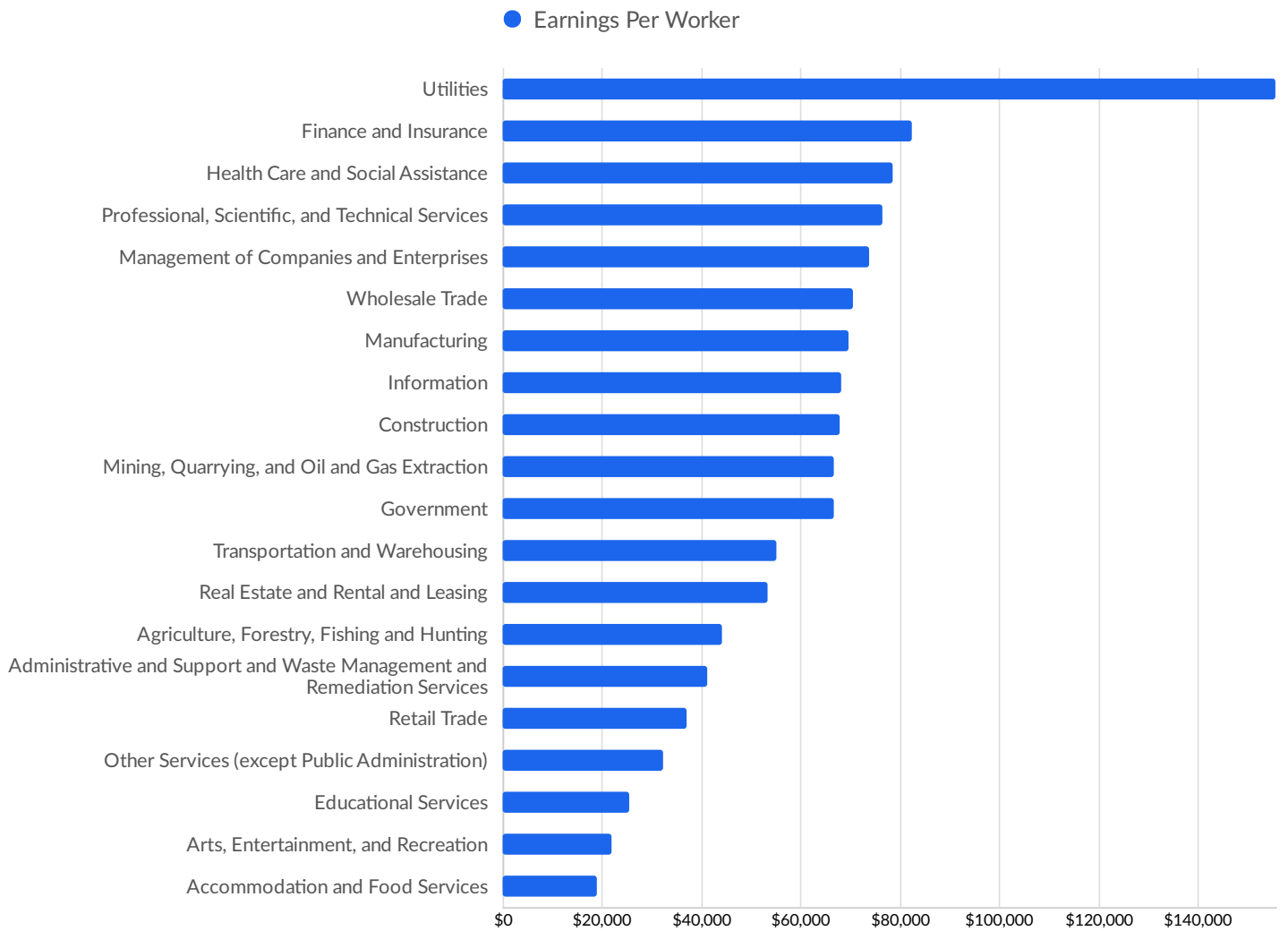
Top Industry Location Quotient



Top Industry GRP




















Top Industry Earnings



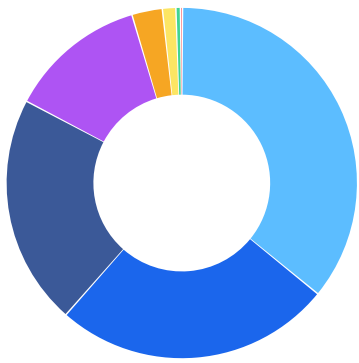
Business Characteristics

10,228 Companies Employ Your Workers

Online profiles for your workers mention 10,228 companies as employers, with the top 10 appearing below. In the last 12 months, 2,428 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.	981 	Aspirus Wausau Hospital, Inc.	1,275 
Marshfield Clinic	747 	Roehl Transport, Inc.	453 
Greenheck Fan Corporation	622 	Marshfield Clinic	430 
Sentry Insurance	409 	Remedy Intelligent Staffing	330 
Liberty Mutual Insurance Comp...	348 	Marshfield, LLC	314 
Foot Locker, Inc.	322 	Soliant Health, Inc	291 
UnitedHealth Group Incorporate...	288 	The Kroger Co	279 
Wausau School District	272 	Greenheck Fan Corporation	259 
State of Wisconsin	255 	Wal-Mart, Inc.	207 
Northcentral Technical College	248 	Eatstreet	198 

Business Size

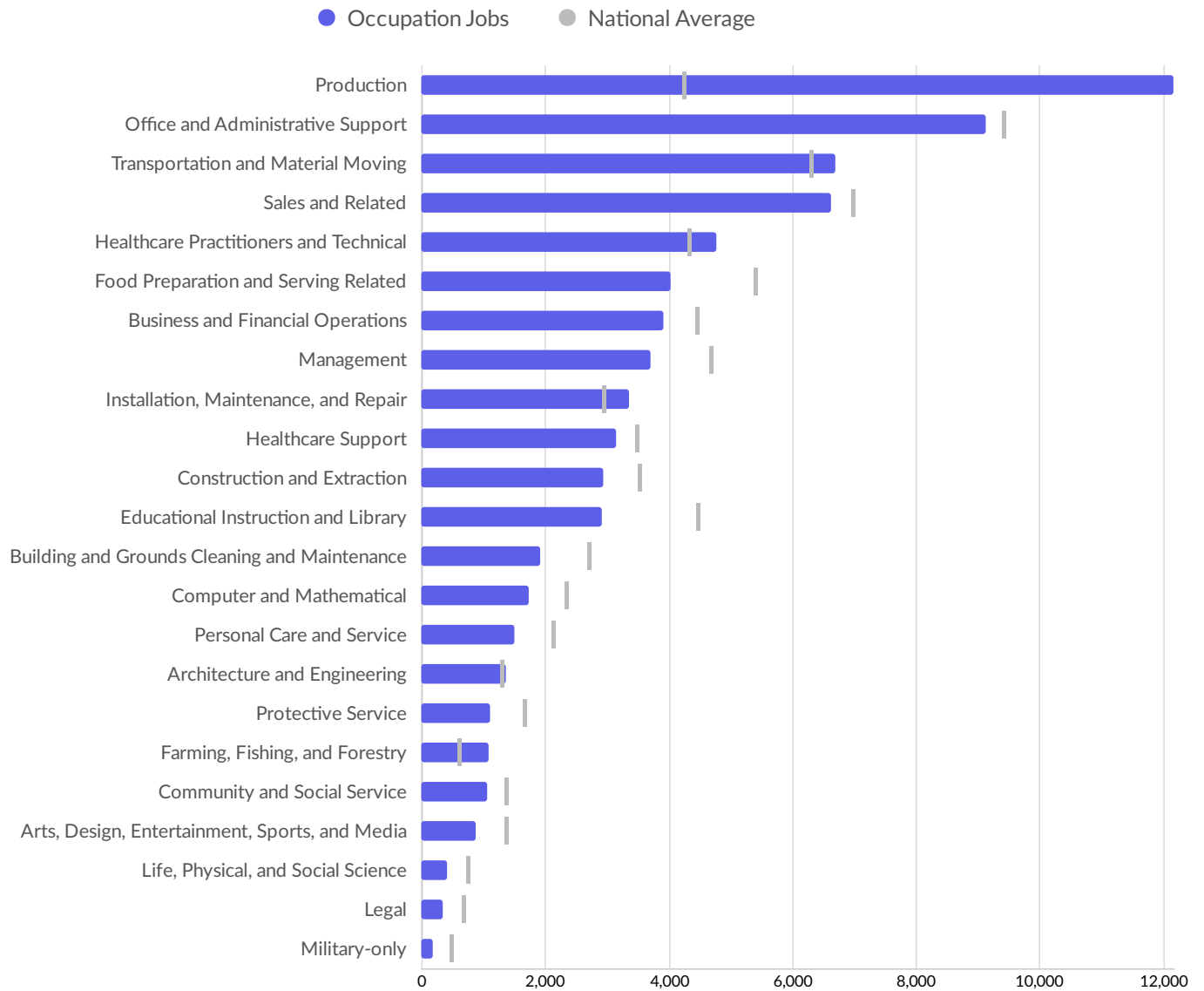


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

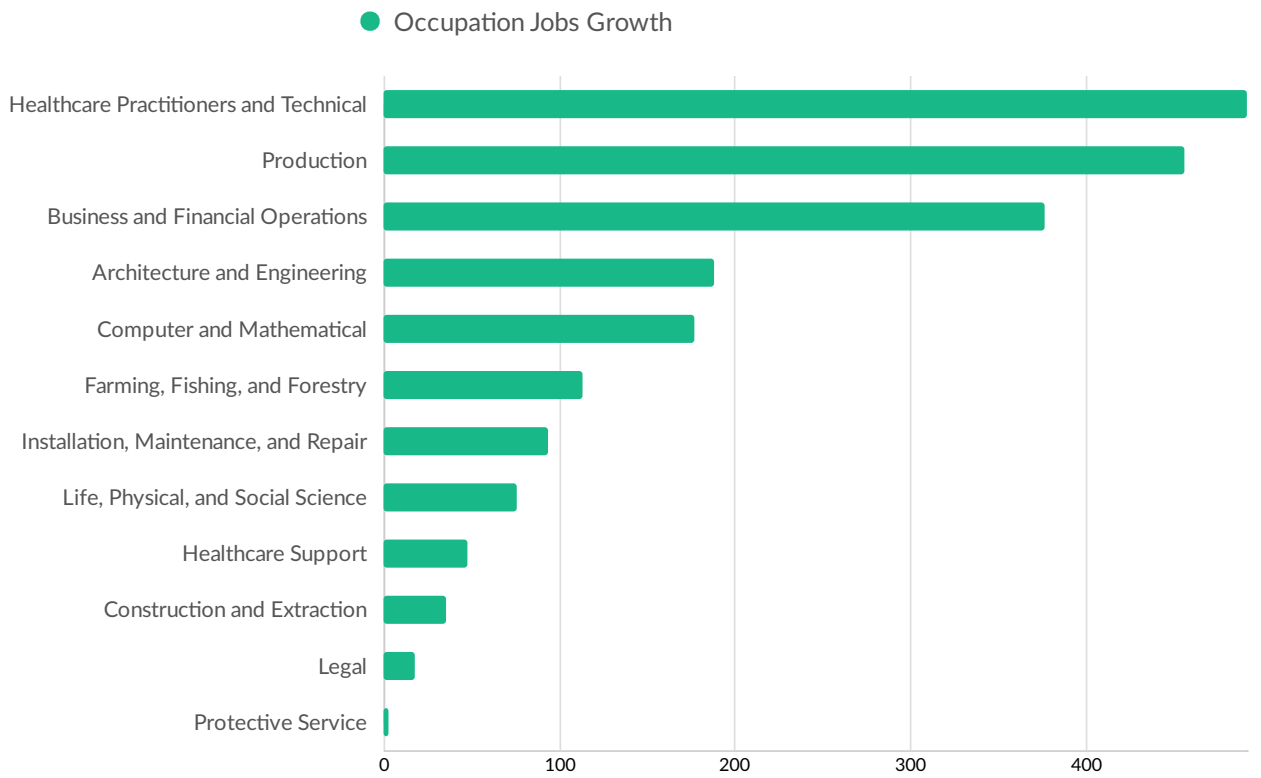
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

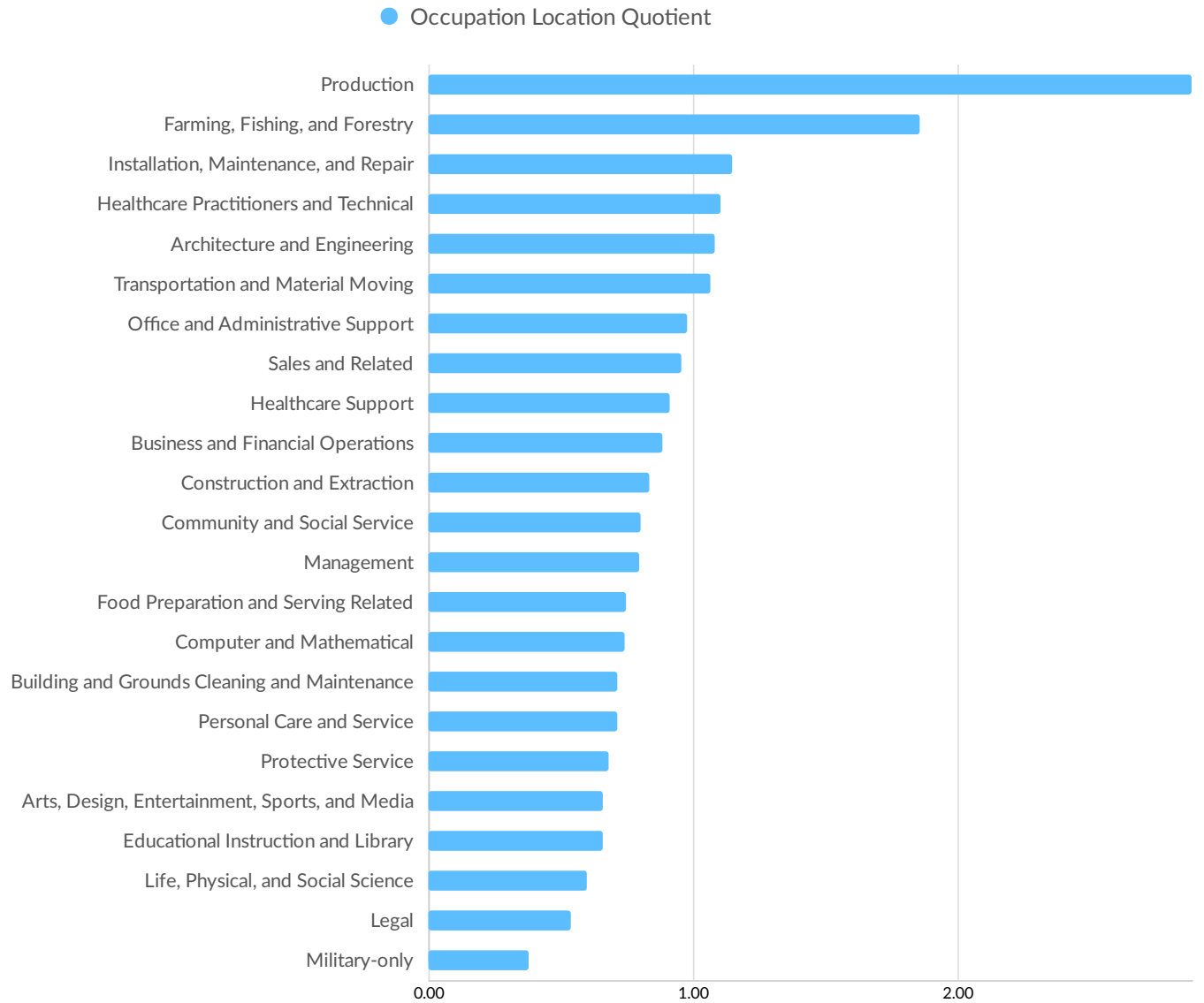
Largest Occupations



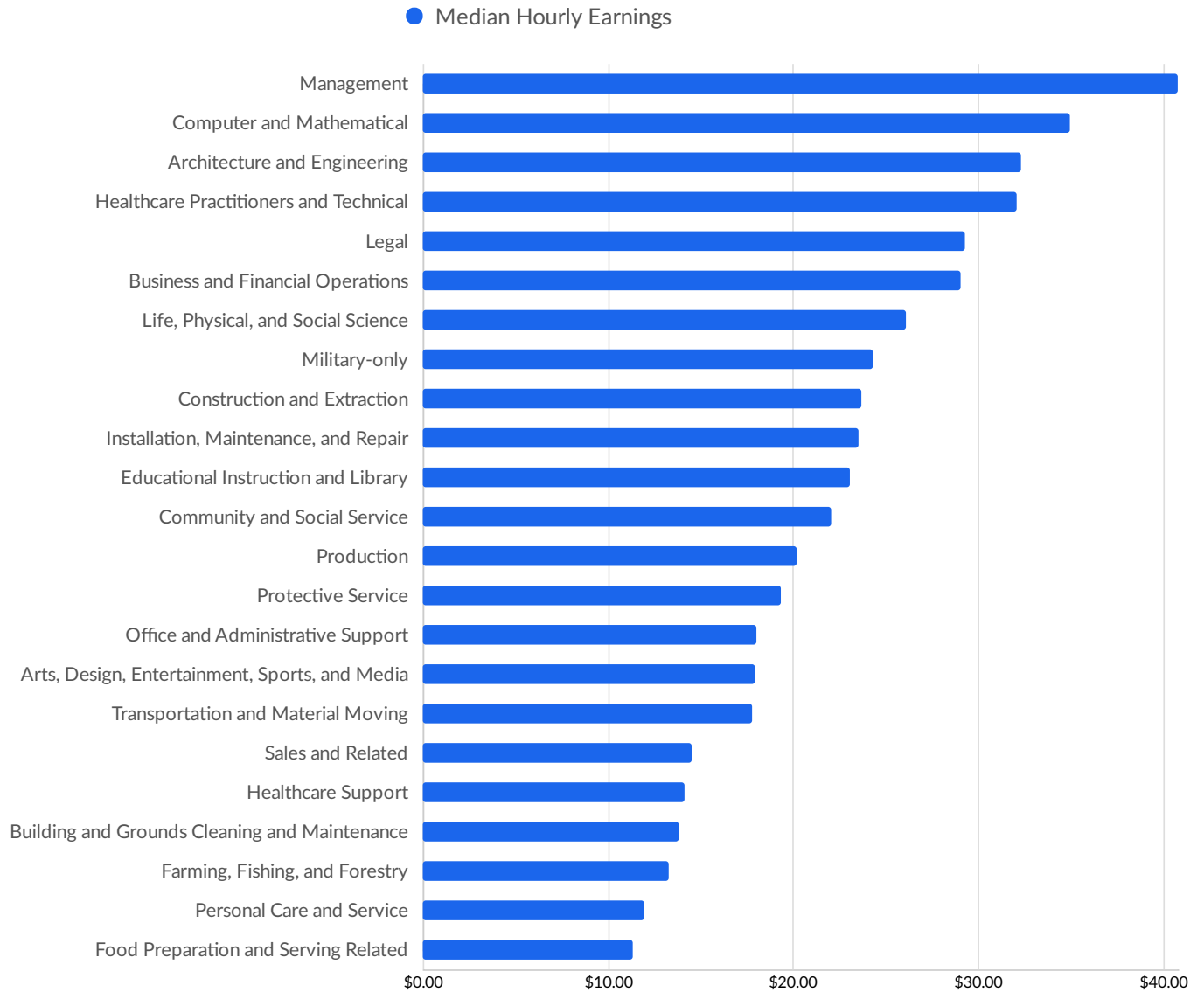
Top Growing Occupations



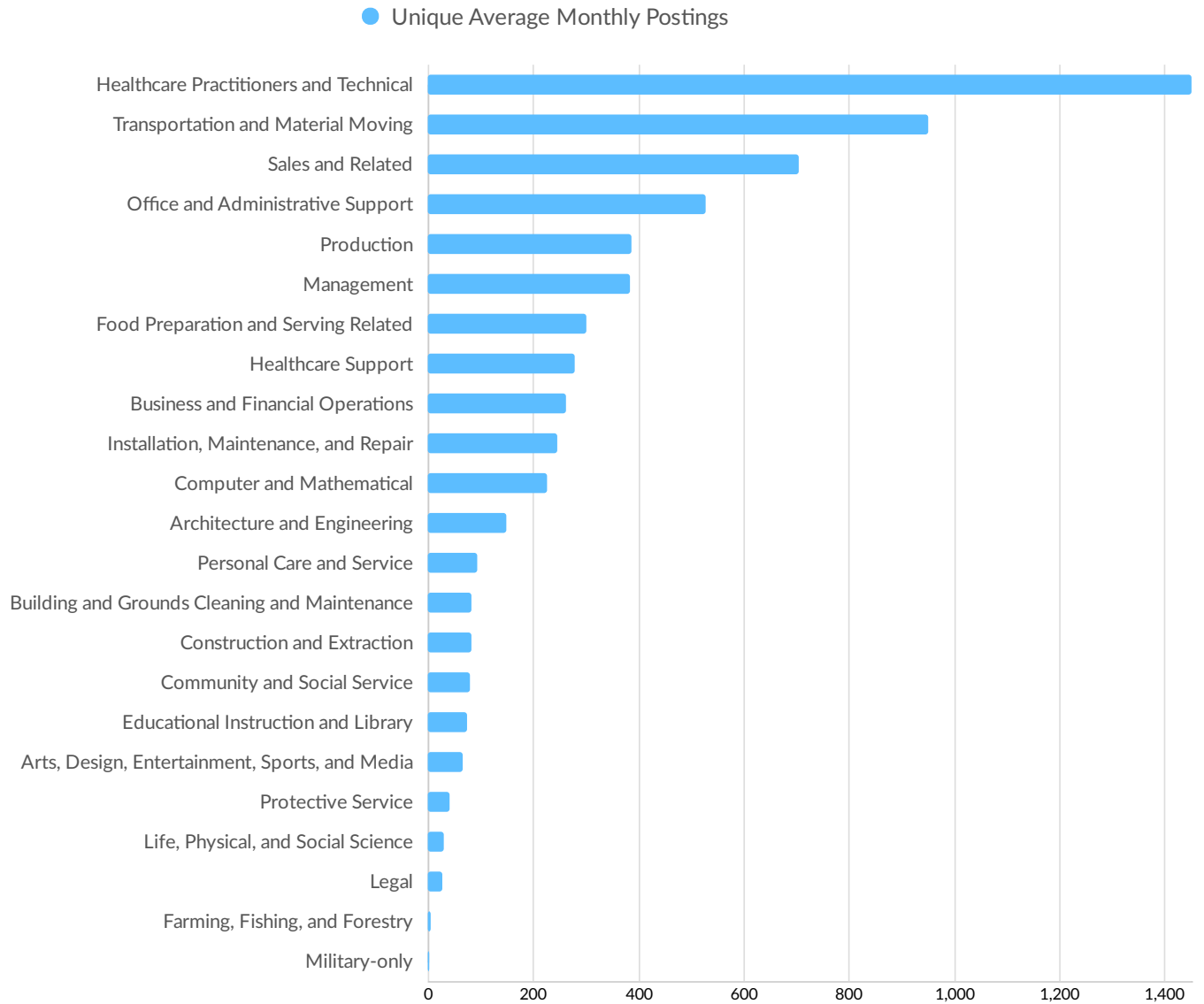
Top Occupation Location Quotient



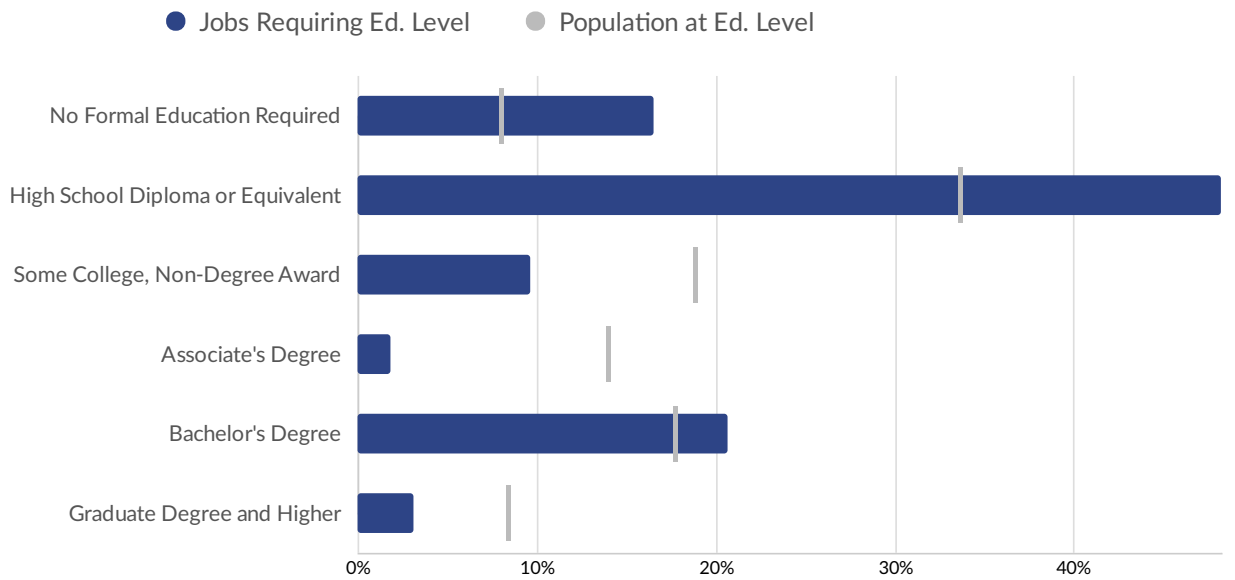
Top Occupation Earnings



Top Posted Occupations








Underemployment



Educational Pipeline

In 2020, there were 2,176 graduates in Marathon County, WI. This pipeline has grown by 4% 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 (2020)	Graduate Trend (2016 - 2020)
Northcentral Technical College	2,146 	
State College of Beauty Culture Inc	30 	
Globe University-Wausau	0	

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

In-Demand Skills

