



Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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	24
In-Demand Skills	25

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

135,797

Population (2021)

Population **grew by 665** over the last 5 years and is projected to **grow by 473** over the next 5 years.

75,677

Total Regional Employment

Jobs **decreased by 1,375** over the last 5 years but are projected to **grow by 1,686** 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 2021 the region's population **increased by 0.5%** since 2016, growing by 665. Population is expected to **increase by 0.3%** between 2021 and 2026, adding 473.
- From 2016 to 2021, jobs **declined by 1.8%** in Marathon County, WI from 77,052 to **75,677**. This change **fell short of the national growth rate of 0.4% by 1.4%**. As the number of jobs declined, the **labor force participation rate decreased from 68.9% to 68.5% between 2016 and 2021**.
- Concerning educational attainment, **18.0% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **14.1% hold an Associate's Degree** (5.4% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

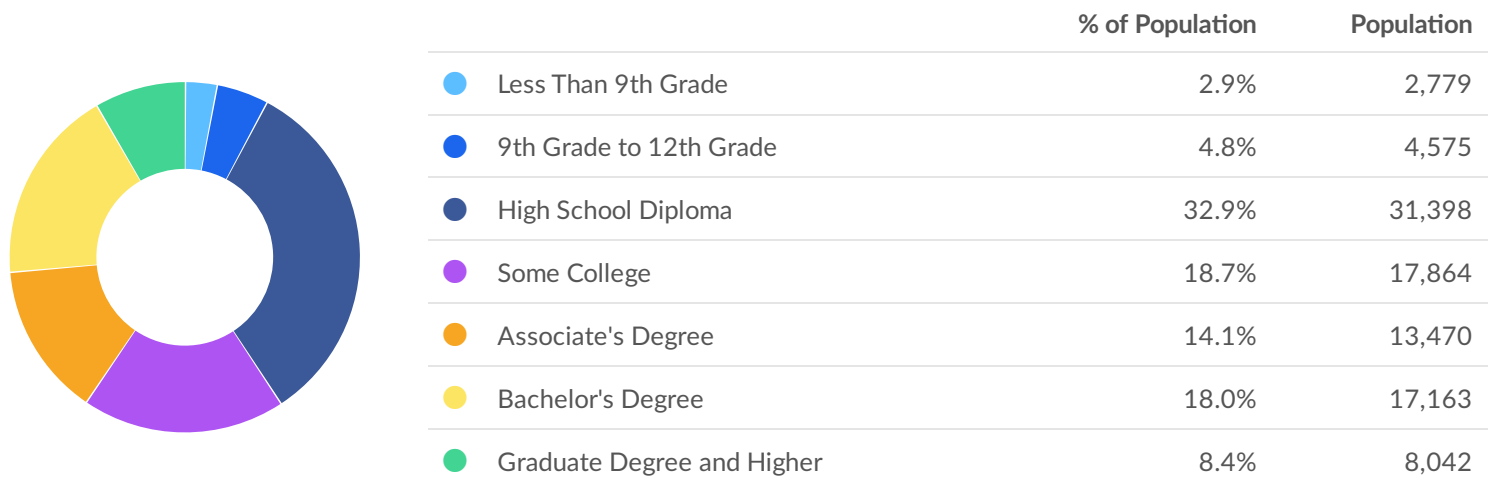
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	135,797	73,787	75,677	99.5	\$8.47B	\$10.30B	\$10.58B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



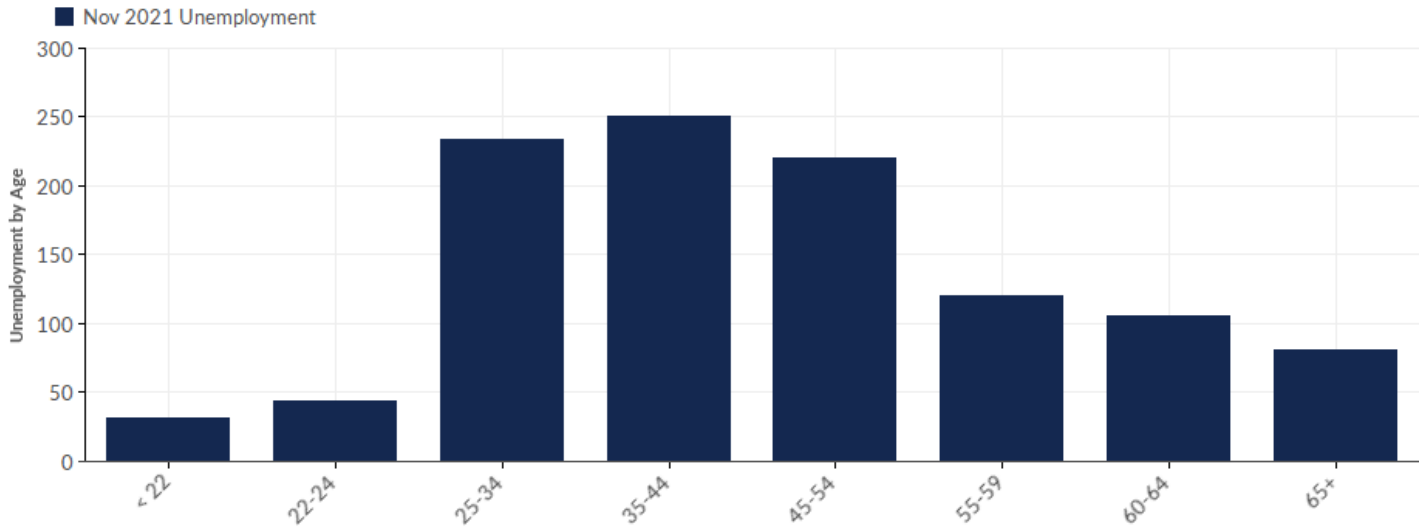
Educational Attainment

Concerning educational attainment, **18.0% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **14.1% hold an Associate's Degree** (5.4% above the national average).



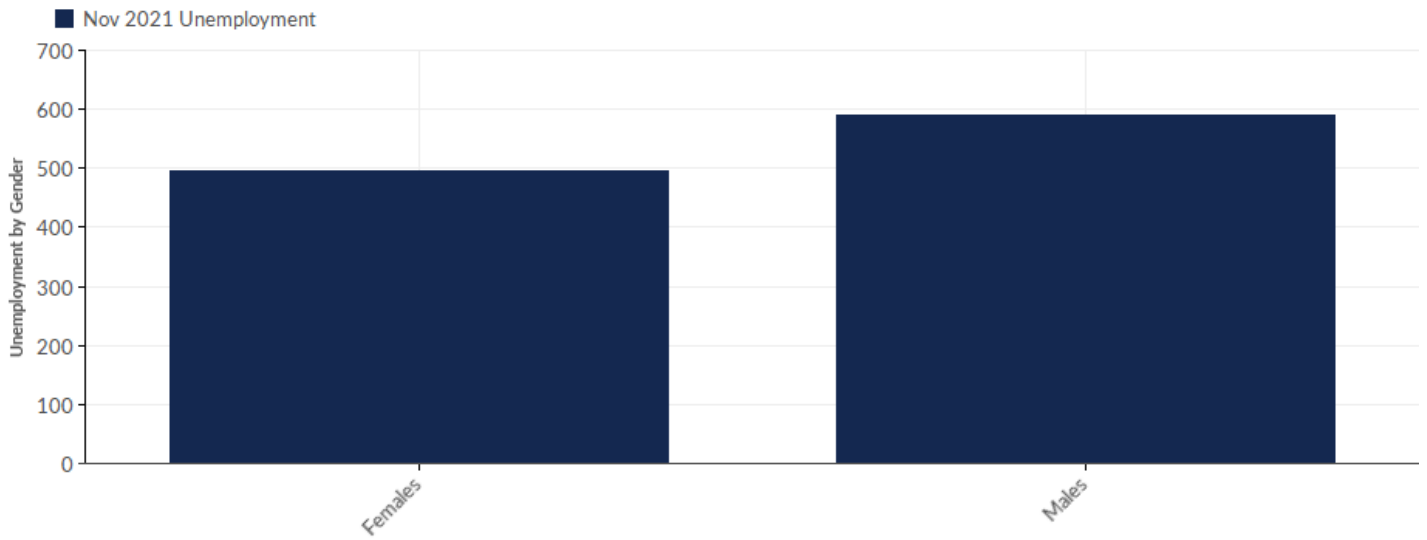
Unemployment by Demographics

Unemployment by Age



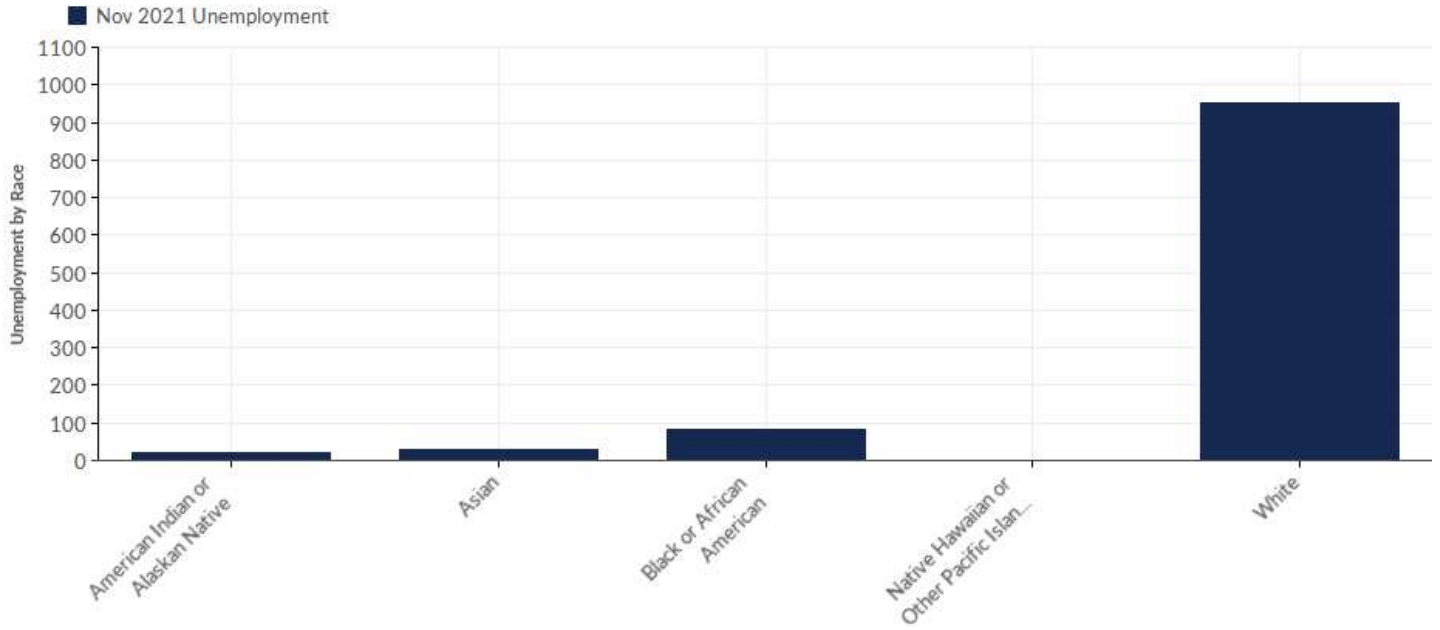
Age	Unemployment (Nov 2021)	% of Cohort
< 22	31	2.86%
22-24	44	4.06%
25-34	234	21.57%
35-44	250	23.04%
45-54	220	20.28%
55-59	120	11.06%
60-64	105	9.68%
65+	81	7.47%
Total	1,085	100.00%

Unemployment by Gender



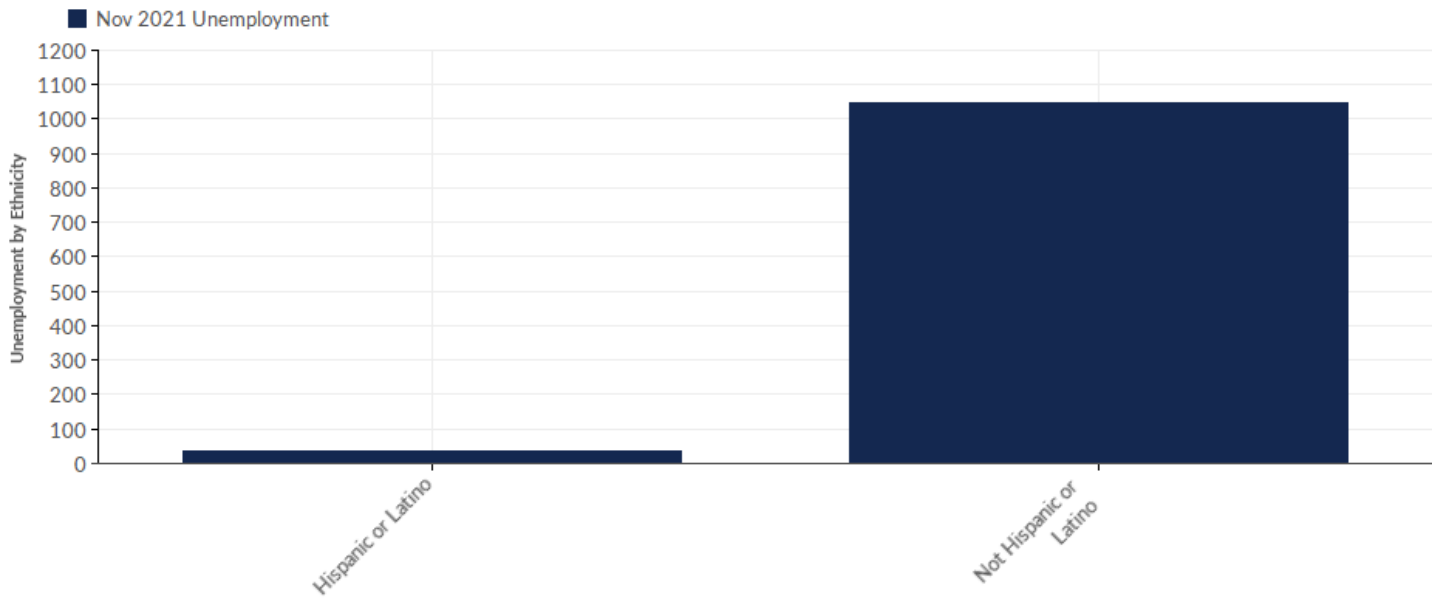
Gender	Unemployment (Nov 2021)	% of Cohort
Females	495	45.62%
Males	590	54.38%
Total	1,085	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	20	1.84%
Asian	28	2.58%
Black or African American	82	7.56%
Native Hawaiian or Other Pacific Islander	2	0.18%
White	953	87.83%
Total	1,085	100.00%

Unemployment by Ethnicity

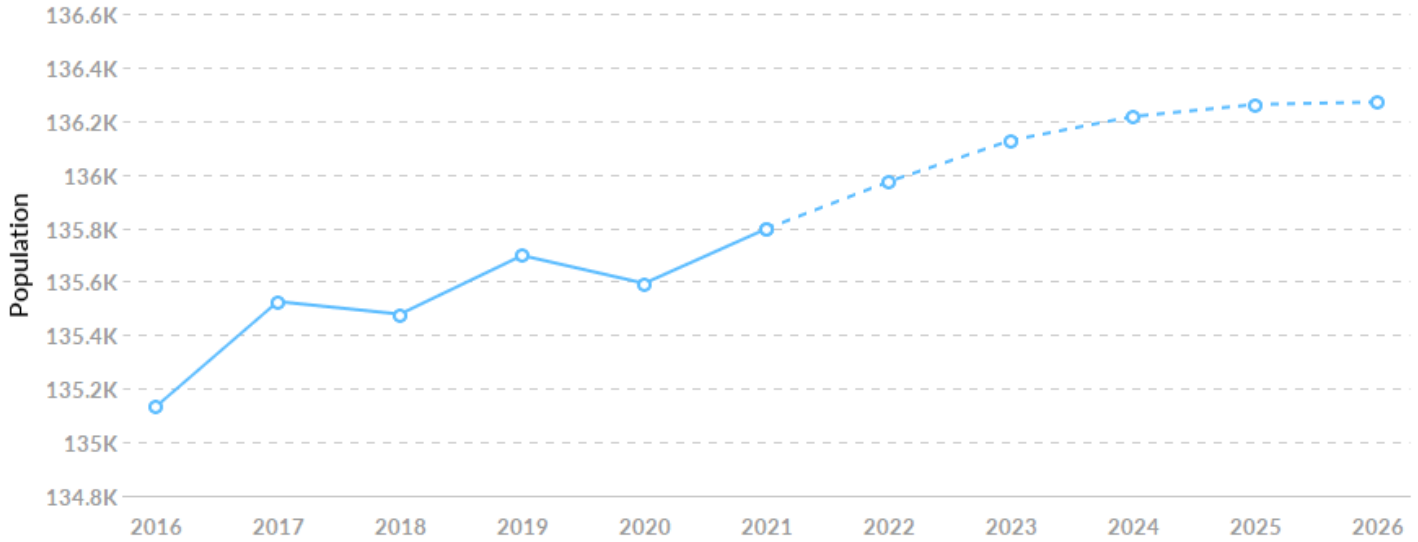


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	36	3.32%
Not Hispanic or Latino	1,049	96.68%
Total	1,085	100.00%

Historic & Projected Trends

Population Trends

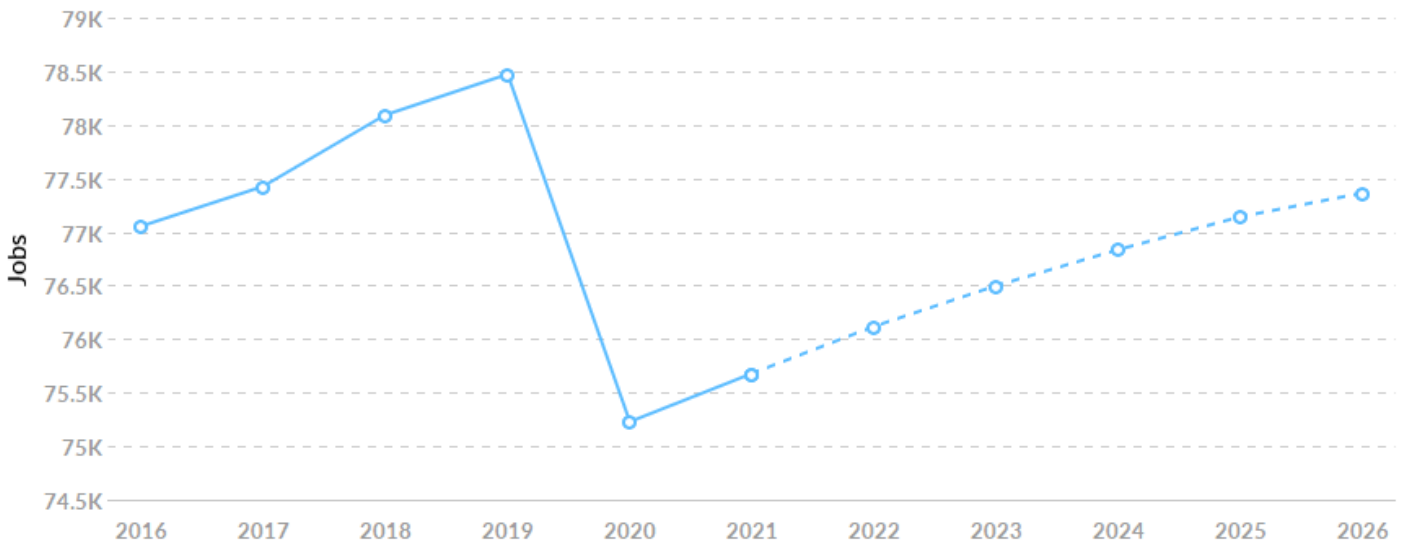
As of 2021 the region's population **increased by 0.5%** since 2016, growing by 665. Population is expected to **increase by 0.3%** between 2021 and 2026, adding 473.



Timeframe	Population
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
2026	136,270

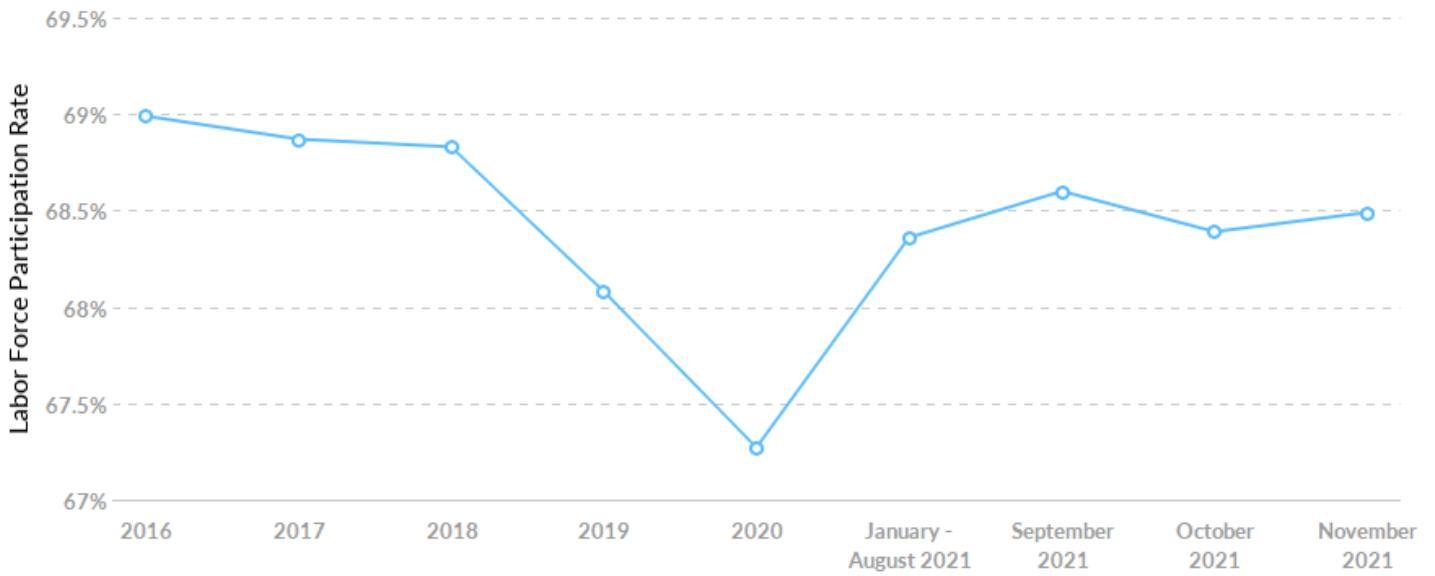
Job Trends

From 2016 to 2021, jobs declined by 1.8% in Marathon County, WI from 77,052 to 75,677. This change fell short of the national growth rate of 0.4% by 1.4%.



Timeframe	Jobs
2016	77,052
2017	77,424
2018	78,091
2019	78,471
2020	75,226
2021	75,677
2022	76,117
2023	76,497
2024	76,834
2025	77,141
2026	77,363

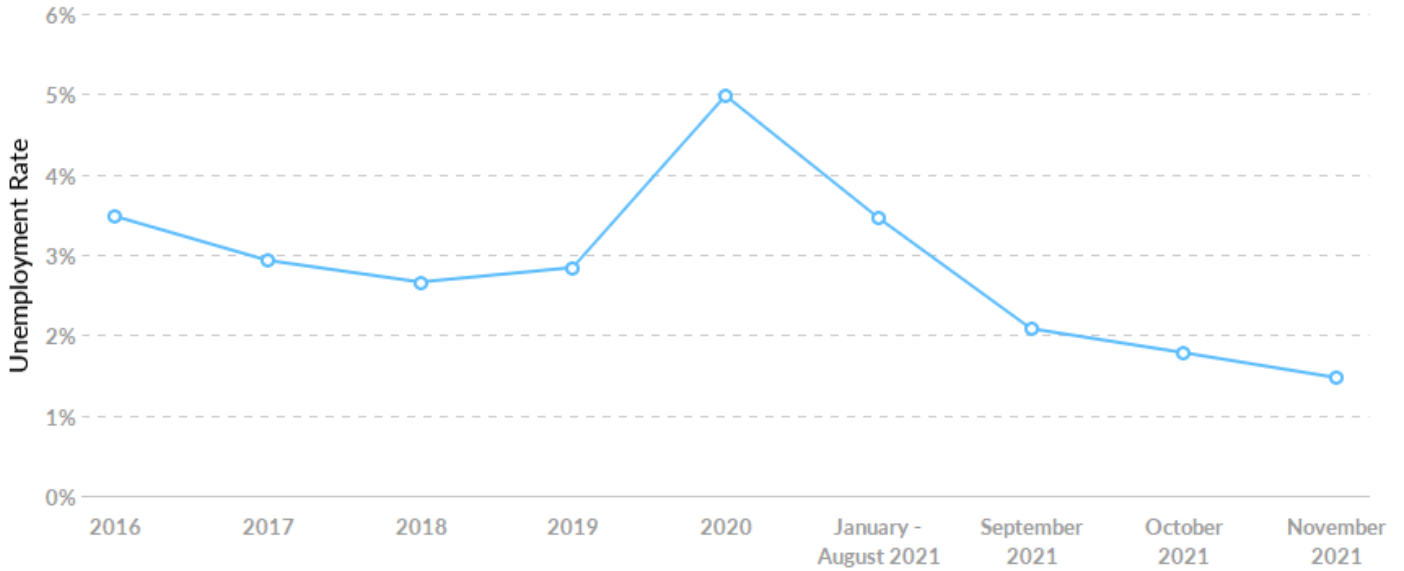
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	68.99%
2017	68.87%
2018	68.83%
2019	68.08%
2020	67.27%
January - August 2021	68.36%
September 2021	68.60%
October 2021	68.39%
November 2021	68.49%

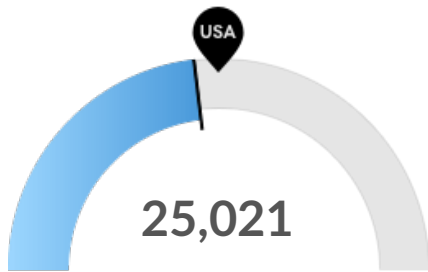
Unemployment Rate Trends

Marathon County, WI had a November 2021 unemployment rate of 1.47%, decreasing from 3.48% 5 years before.



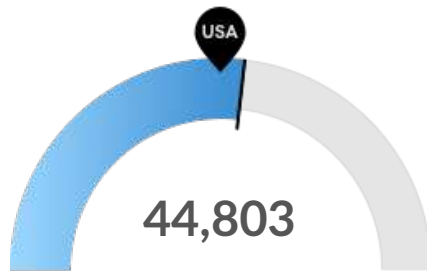
Timeframe	Unemployment Rate
2016	3.48%
2017	2.93%
2018	2.66%
2019	2.84%
2020	4.98%
January - August 2021	3.46%
September 2021	2.08%
October 2021	1.78%
November 2021	1.47%

Population Characteristics



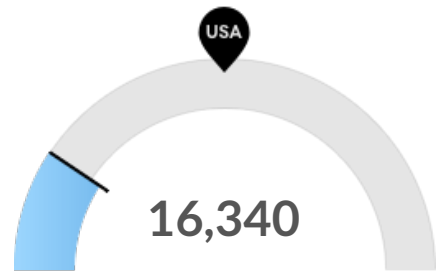
Millennials

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



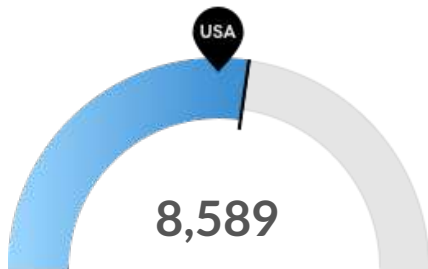
Retiring Soon

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.



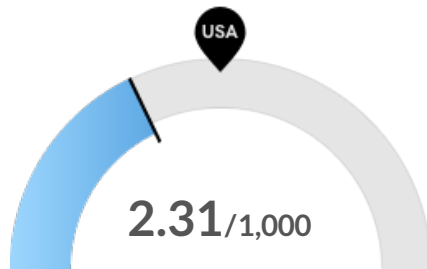
Racial Diversity

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.



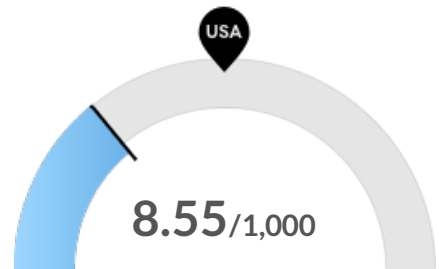
Veterans

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.

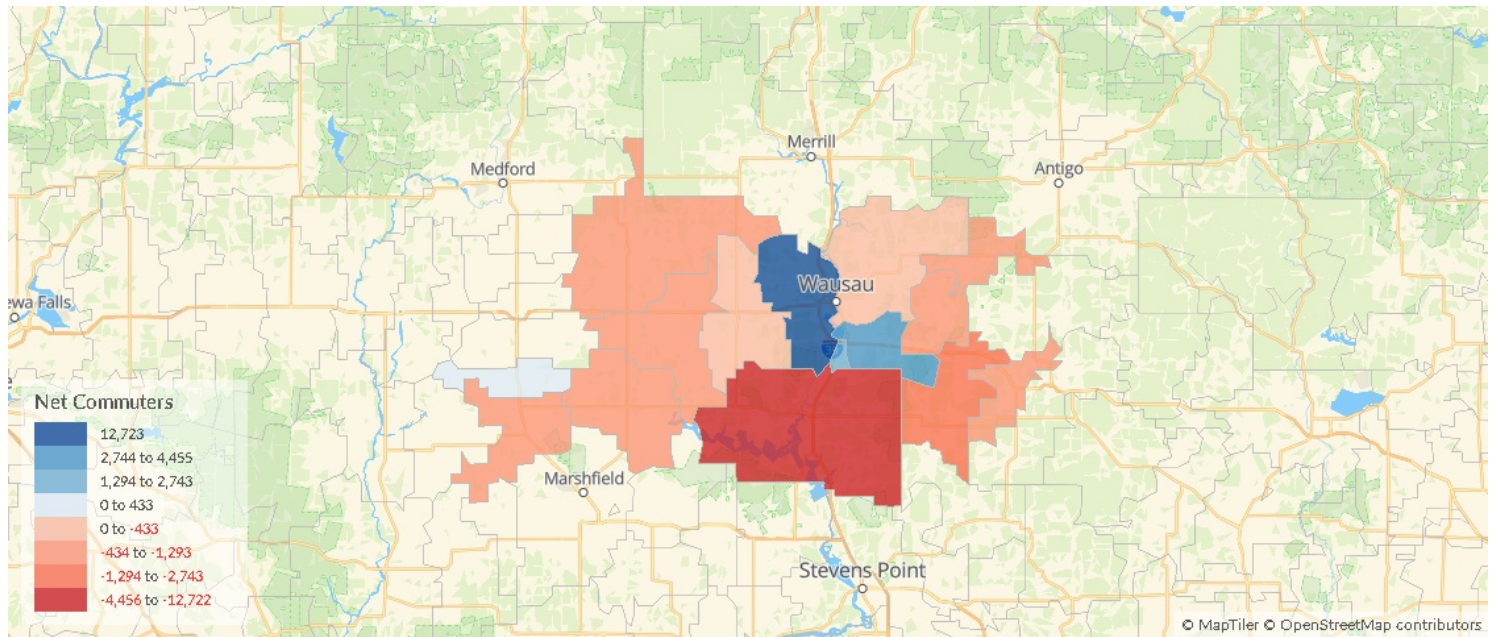


Property Crime

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	2021 Employment
54401	Wausau, WI (in Marath...	29,169
54476	Schofield, WI (in Marath...	13,660
54403	Wausau, WI (in Marath...	9,933
54455	Mosinee, WI (in Marath...	6,636
54474	Rothschild, WI (in Mara...	4,361

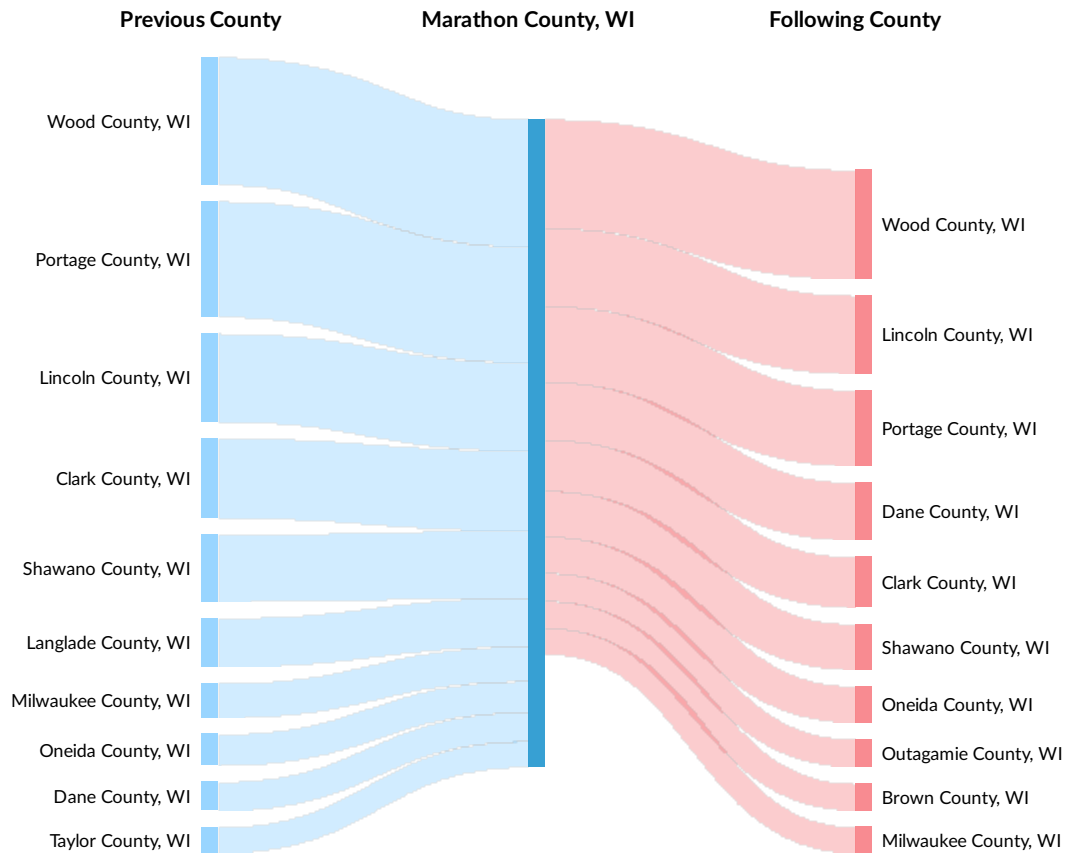
Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Marath...	16,446
54455	Mosinee, WI (in Marath...	11,093
54476	Schofield, WI (in Marath...	10,916
54403	Wausau, WI (in Marath...	10,293
54411	Athens, WI (in Maratho...	3,354

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 2019 was 158.

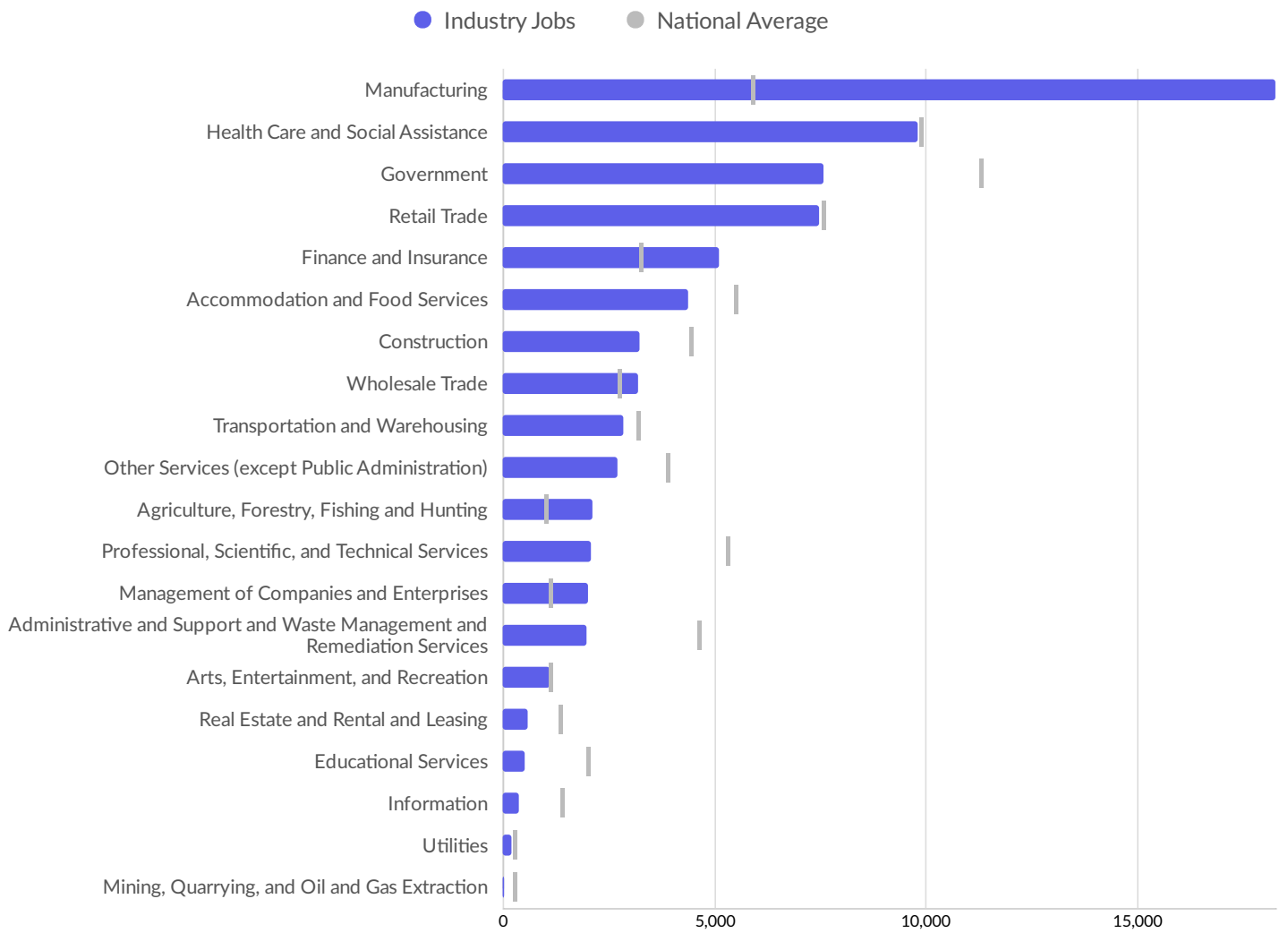


Top Previous Counties	Migrations
Wood County, WI	389
Portage County, WI	352
Lincoln County, WI	269
Clark County, WI	243
Shawano County, WI	205
Langlade County, WI	148

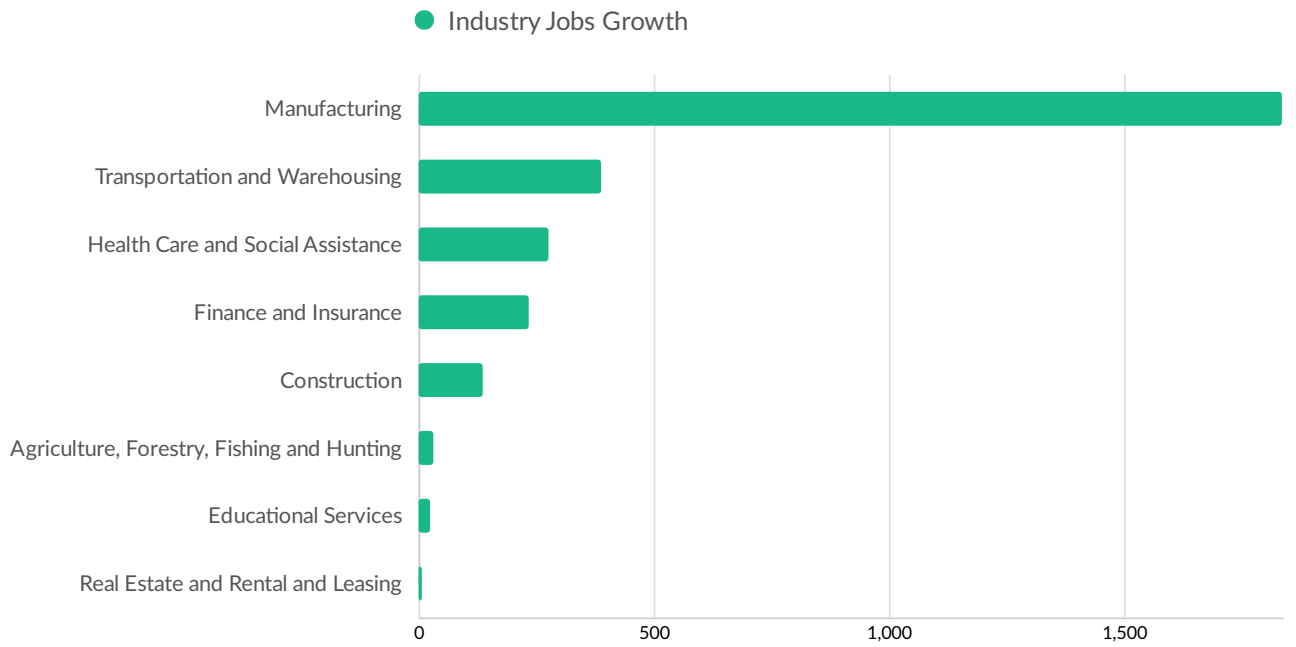
Top Previous Counties	Migrations
Milwaukee County, WI	105
Oneida County, WI	95
Dane County, WI	88
Taylor County, WI	79
Brown County, WI	76
Winnebago County, WI	73
Eau Claire County, WI	66
Outagamie County, WI	54
Hennepin County, MN	49
Top Following Counties	Migrations
Wood County, WI	332
Lincoln County,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

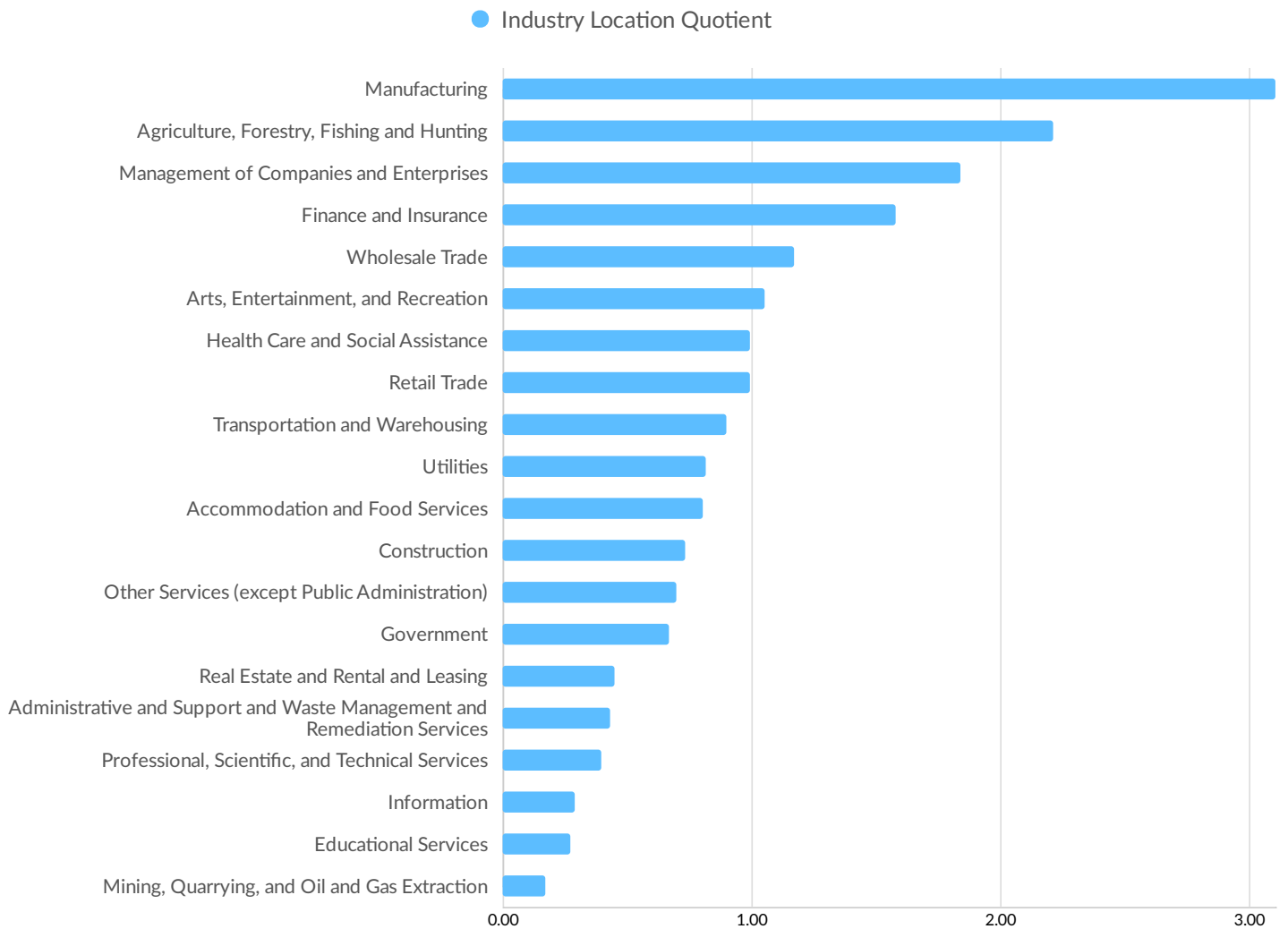
Largest Industries



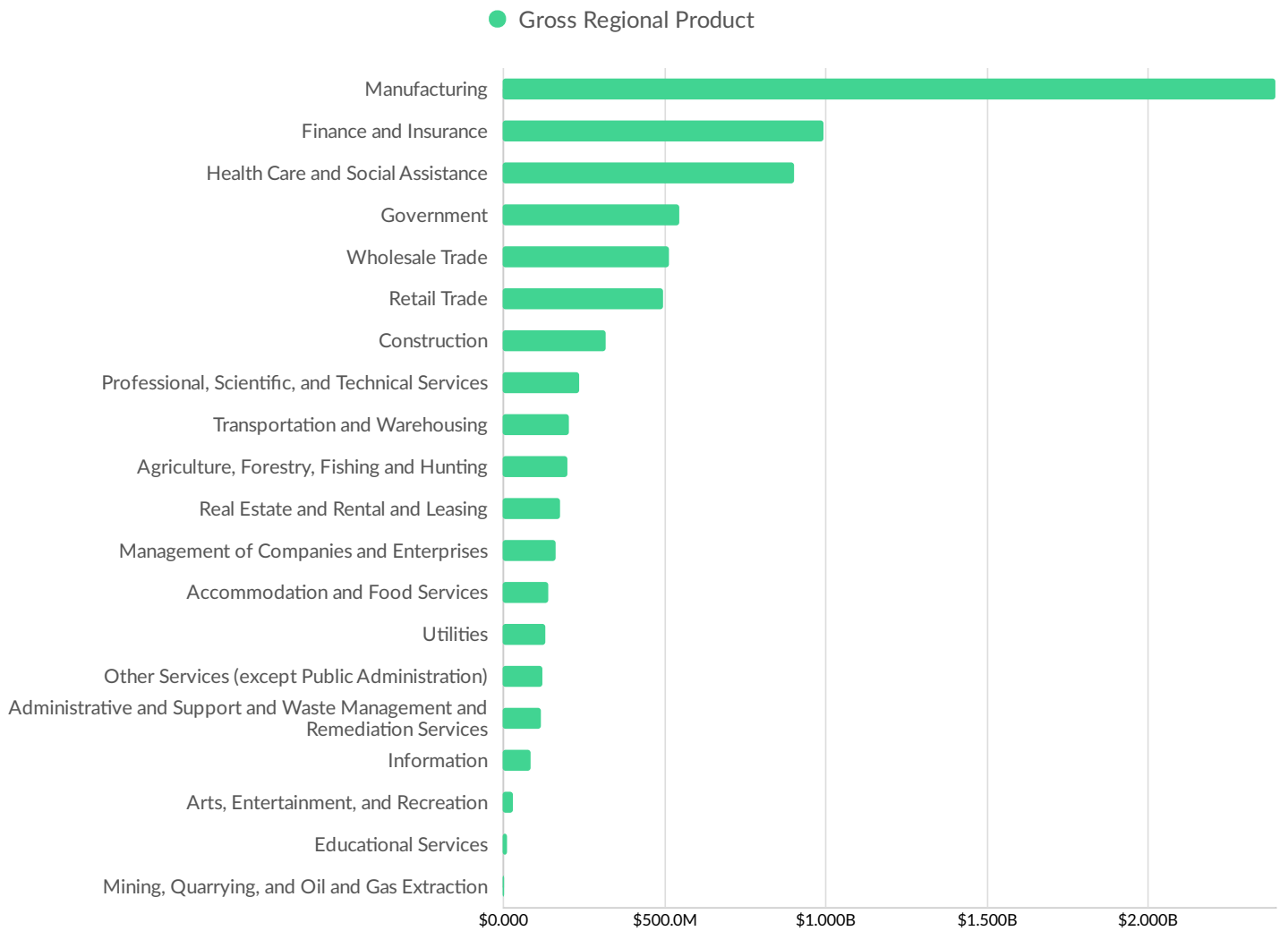
Top Growing Industries



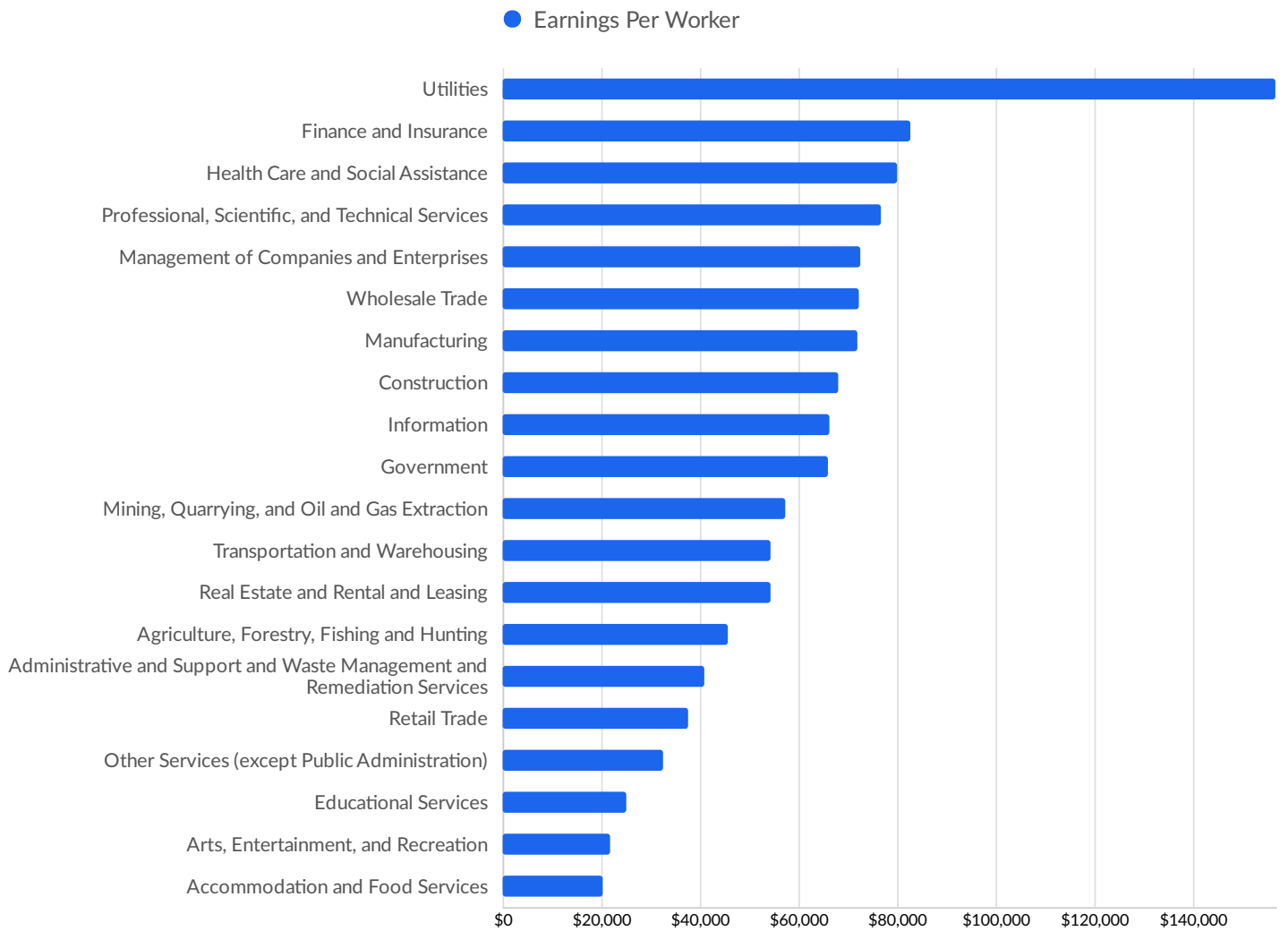
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



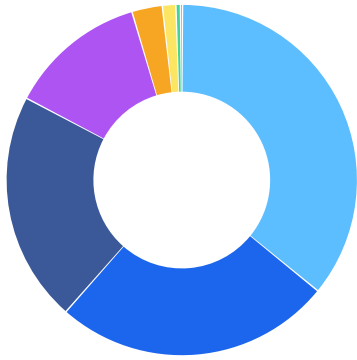
Business Characteristics

10,480 Companies Employ Your Workers

Online profiles for your workers mention 10,480 companies as employers, with the top 10 appearing below. In the last 12 months, 956 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	917 	Aspirus	1,235 
Marshfield Clinic	686 	Marshfield Clinic	651 
Greenheck Fan Corporation	463 	Greenheck Fan Corporation	303 
Wausau School District	417 	Remedy Intelligent Staffing	210 
Liberty Mutual	365 	Kwik Trip	146 
Sentry Insurance	350 	FedEx	128 
Northcentral Technical College	335 	Gordon Aluminum Industries	118 
UnitedHealth Group	287 	Connexus Credit Union	116 
Footlocker.Com, Inc / Eastbay	261 	UnitedHealth Group	116 
Church Mutual Insurance Comp...	209 	Land O'Lakes	104 

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

● Occupation Jobs ● National Average

Top Growing Occupations

● Occupation Jobs Growth

Top Occupation Location Quotient

● Occupation Location Quotient

Top Occupation Earnings

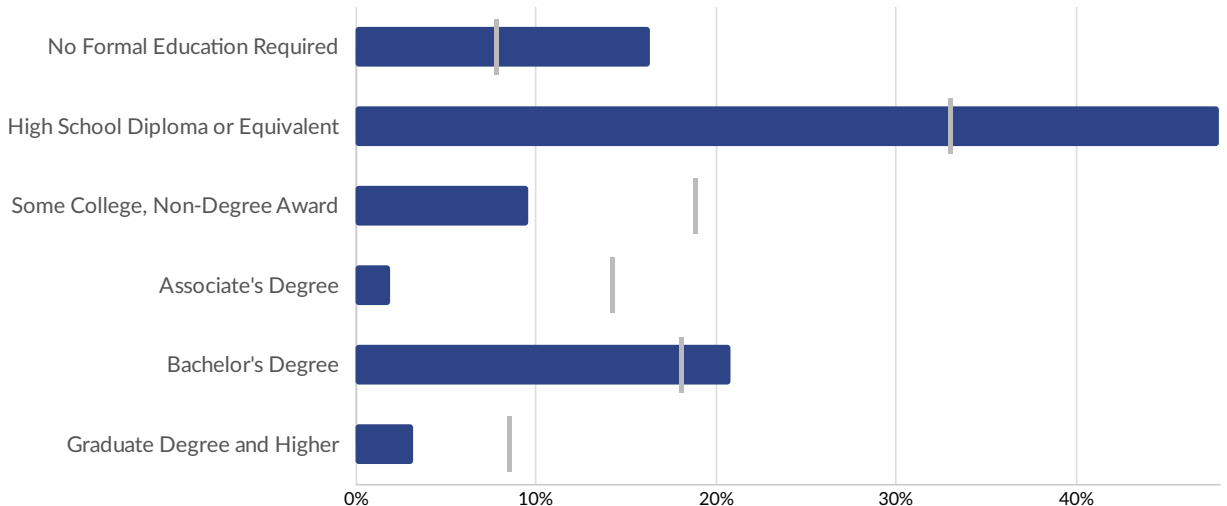
● Median Hourly Earnings

Top Posted Occupations

● Unique Average Monthly Postings






Underemployment

● Jobs Requiring Ed. Level ● Population at Ed. Level



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

