



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55073 Marathon County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

136,146

Population (2021)

Population **grew by 1,014** over the last 5 years and is projected to **grow by 1,430** over the next 5 years.

76,079

Total Regional Employment

Jobs **decreased by 973** over the last 5 years but are projected to **grow by 1,624** 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 0.8%** since 2016, growing by 1,014. Population is expected to **increase by 1.1%** between 2021 and 2026, adding 1,430.
- From 2016 to 2021, jobs **declined by 1.3%** in Marathon County, WI from 77,052 to **76,079**. This change **fell short of the national growth rate of 0.7% by 2.0%**. As the number of jobs declined, the **labor force participation rate increased from 68.6% to 69.0% 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.

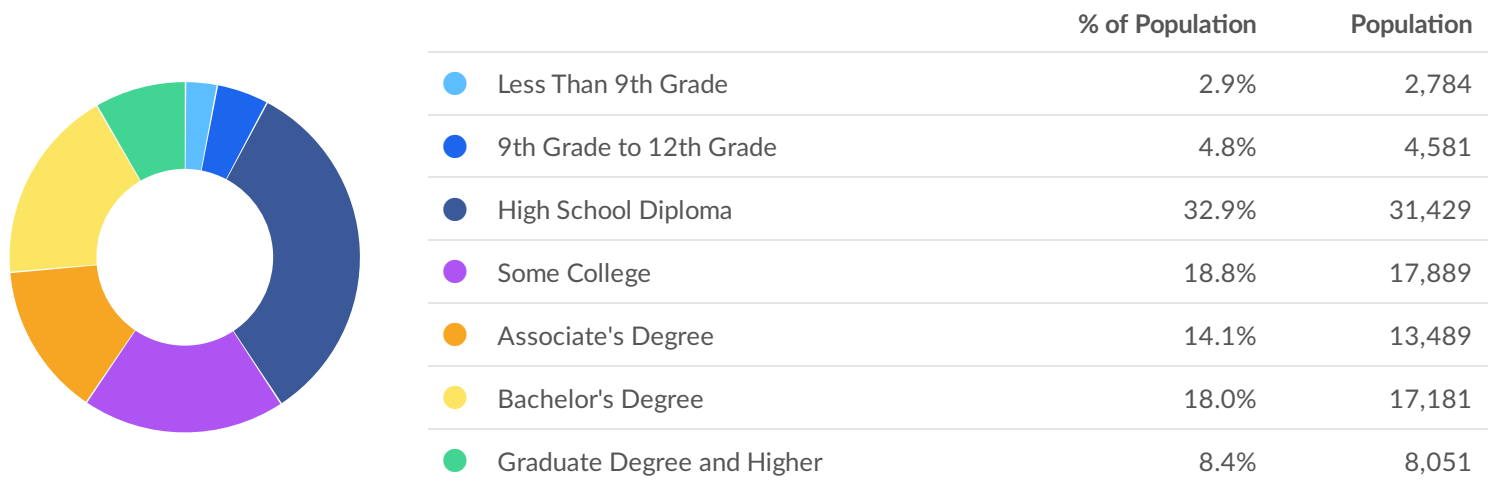
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	136,146	74,452	76,079	99.5	\$8.48B	\$10.45B	\$10.67B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

## Dec 2021 Labor Force Breakdown



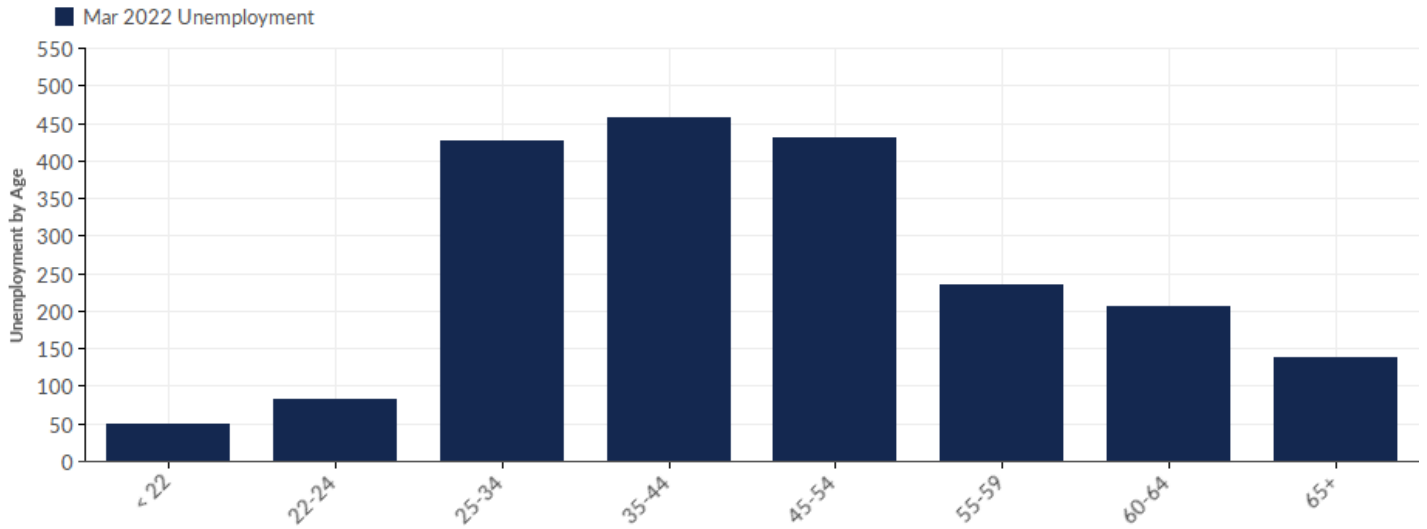
## Educational Attainment

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).



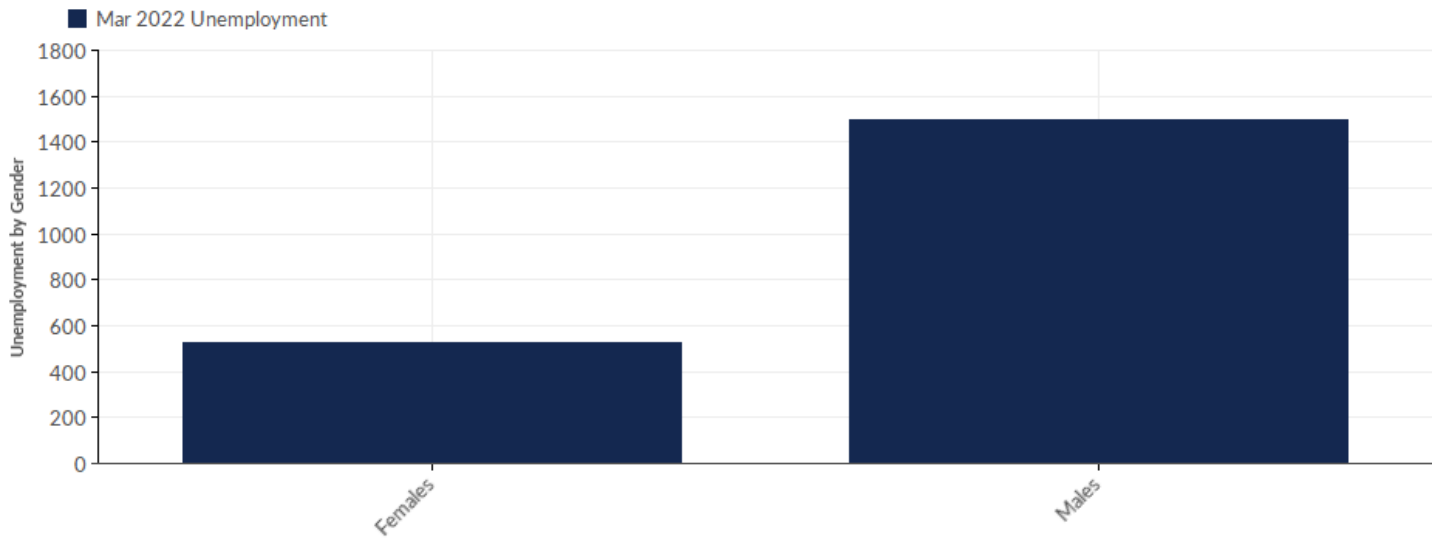
# Unemployment by Demographics

## Unemployment by Age



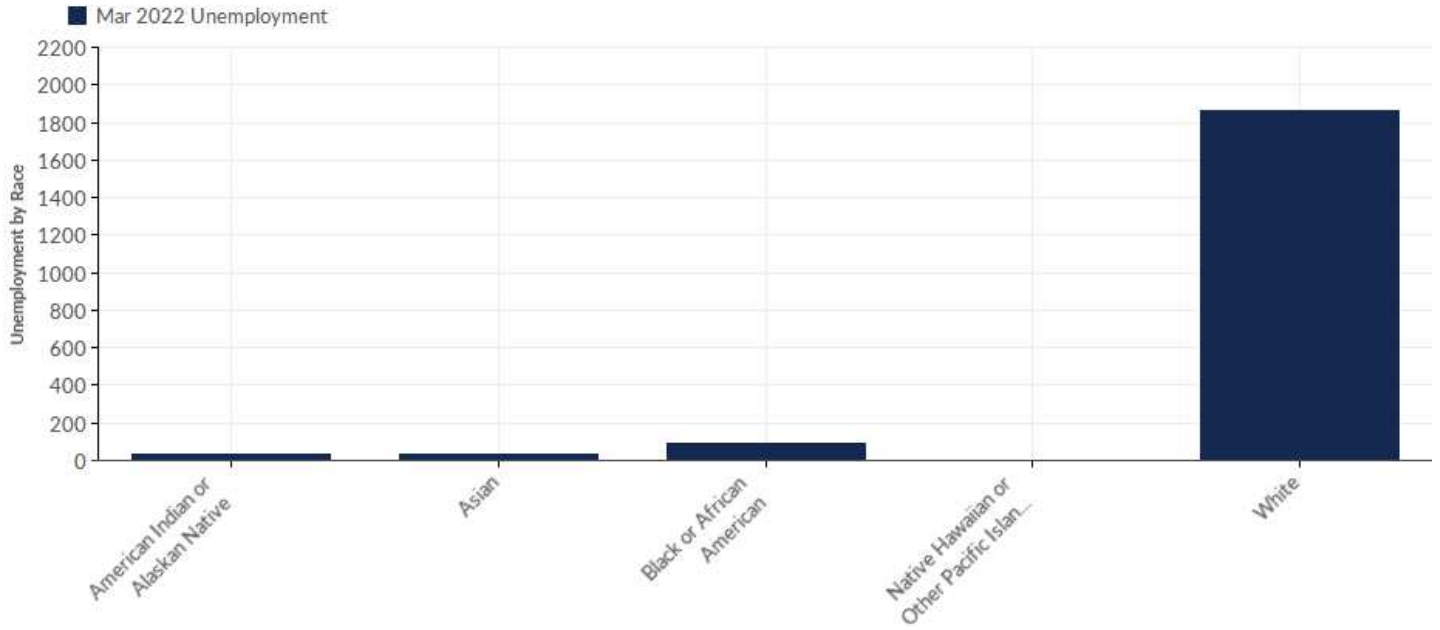
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	49	2.42%
22-24	83	4.10%
25-34	426	21.05%
35-44	457	22.58%
45-54	431	21.29%
55-59	234	11.56%
60-64	207	10.23%
65+	138	6.82%
Total	2,024	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2022)	% of Unemployed
Females	526	25.99%
Males	1,498	74.01%
Total	2,024	100.00%

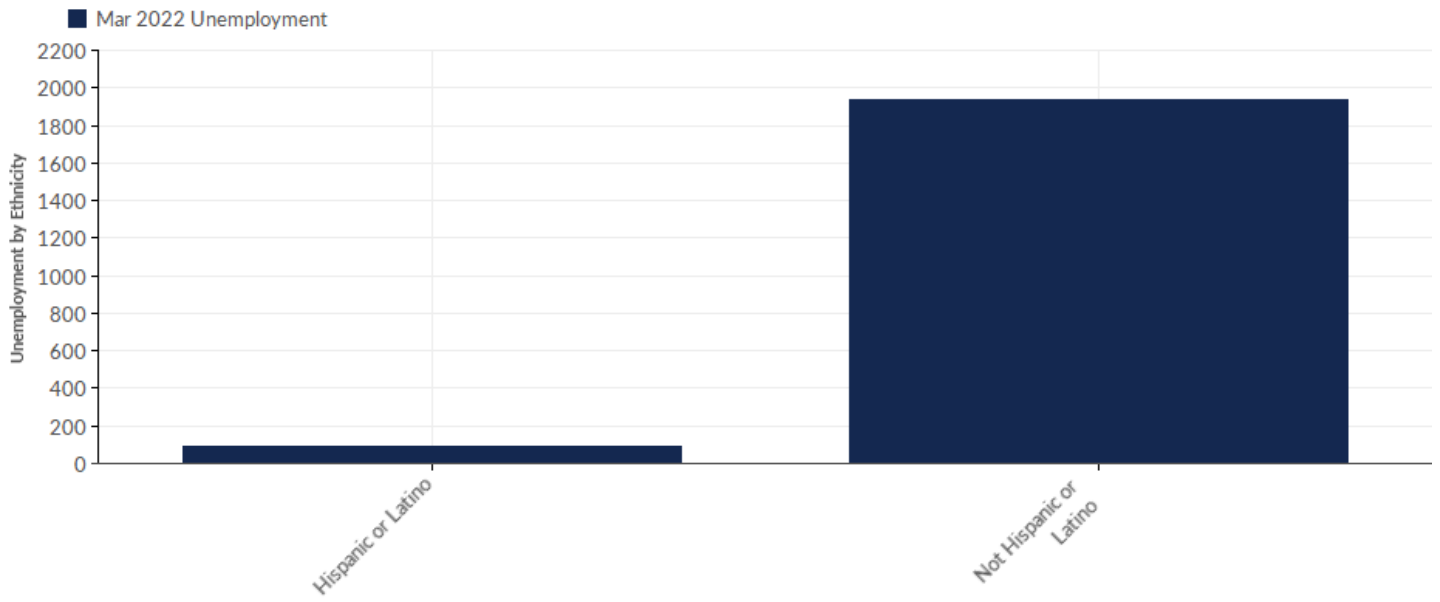
## Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	35	1.73%
Asian	33	1.63%
Black or African American	89	4.40%
Native Hawaiian or Other Pacific Islander	2	0.10%
White	1,865	92.14%
Total	2,024	100.00%



## Unemployment by Ethnicity

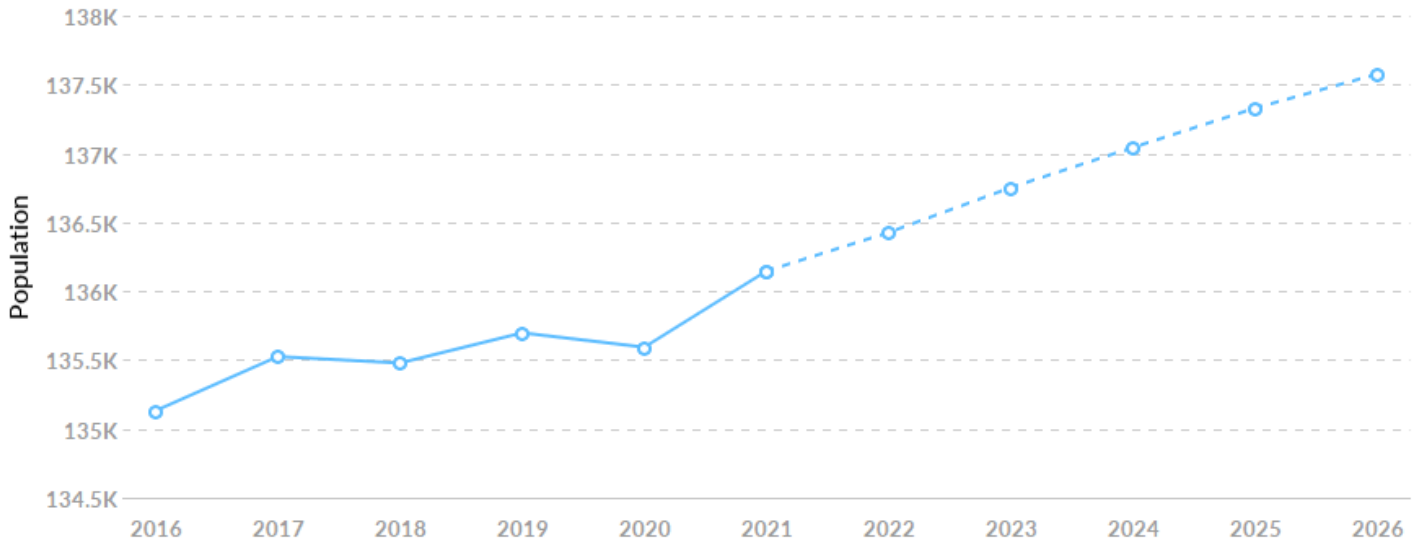


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	88	4.35%
Not Hispanic or Latino	1,936	95.65%
Total	2,024	100.00%

# Historic & Projected Trends

## Population Trends

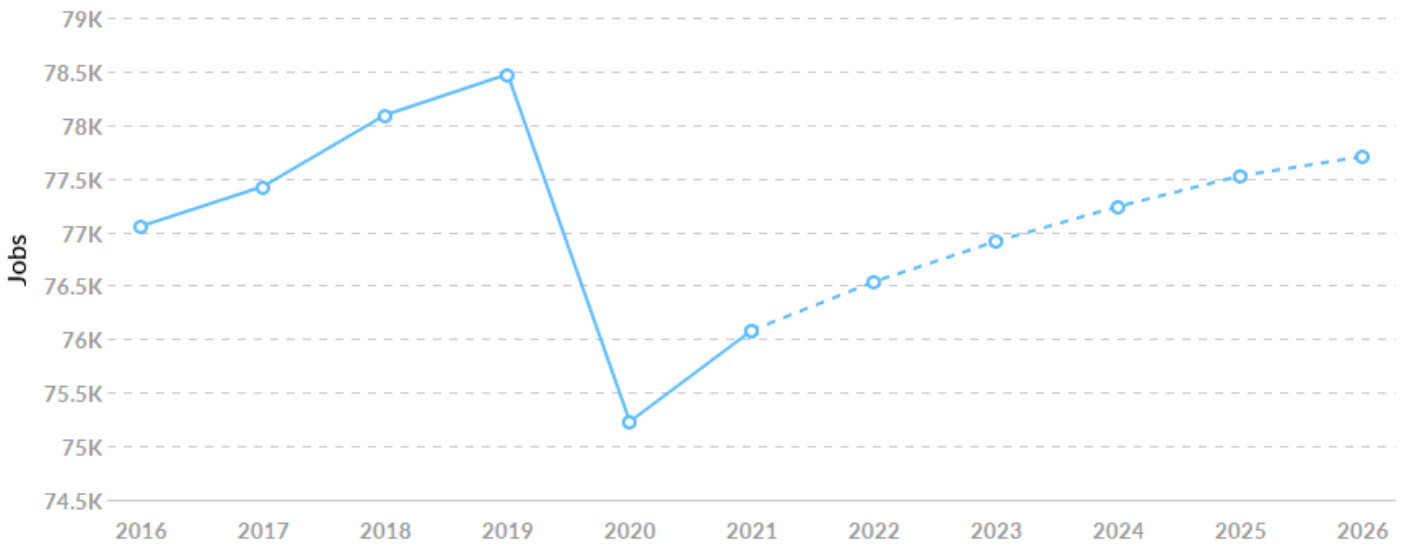
As of 2021 the region's population increased by 0.8% since 2016, growing by 1,014. Population is expected to increase by 1.1% between 2021 and 2026, adding 1,430.



Timeframe	Population
2016	135,132
2017	135,525
2018	135,478
2019	135,697
2020	135,593
2021	136,146
2022	136,426
2023	136,752
2024	137,043
2025	137,329
2026	137,576

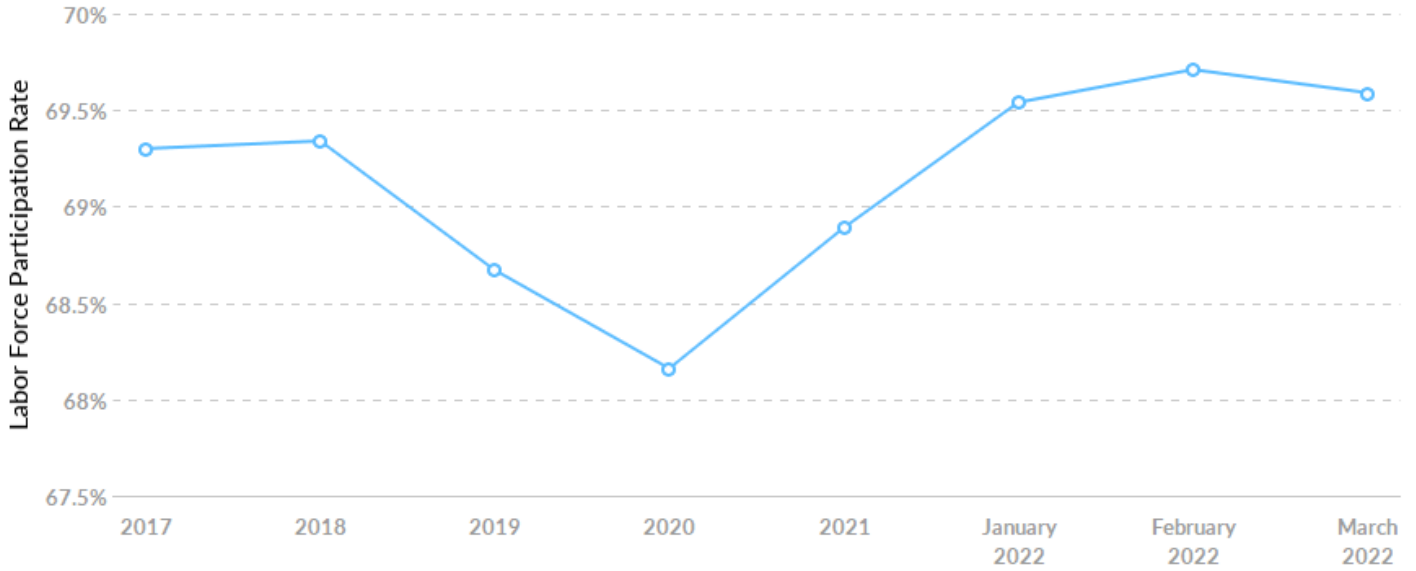
## Job Trends

From 2016 to 2021, jobs declined by 1.3% in Marathon County, WI from 77,052 to 76,079. This change fell short of the national growth rate of 0.7% by 2.0%.



Timeframe	Jobs
2016	77,052
2017	77,424
2018	78,091
2019	78,471
2020	75,226
2021	76,079
2022	76,534
2023	76,912
2024	77,237
2025	77,523
2026	77,703

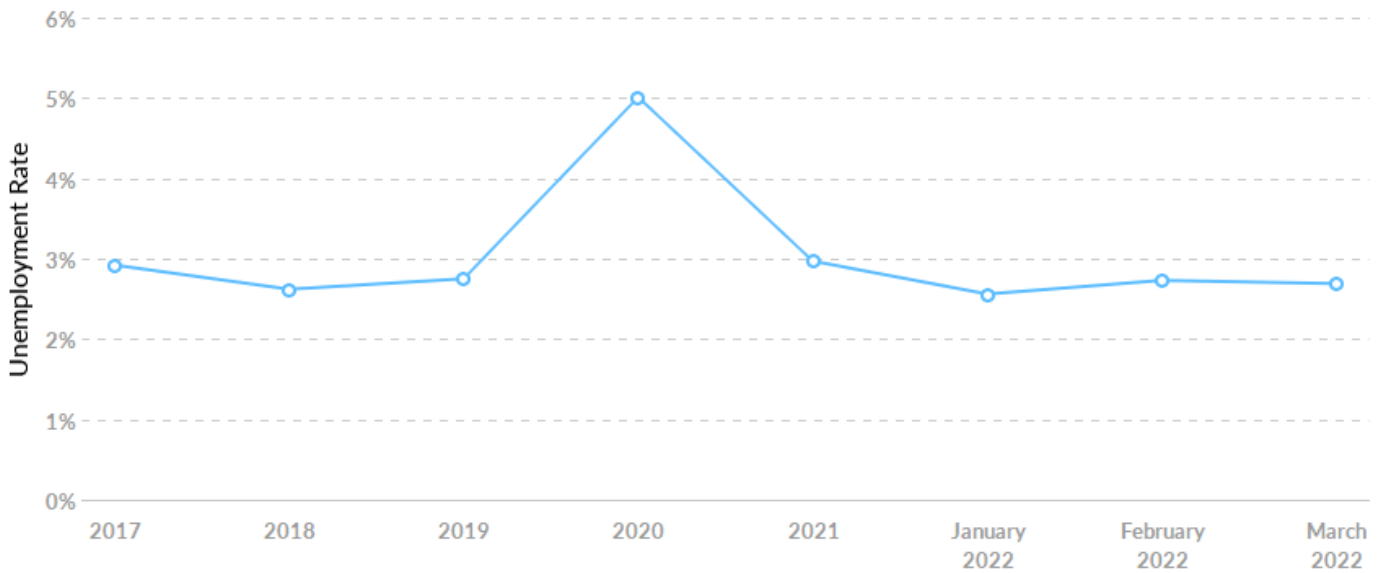
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.30%
2018	69.34%
2019	68.67%
2020	68.16%
2021	68.89%
January 2022	69.54%
February 2022	69.71%
March 2022	69.59%

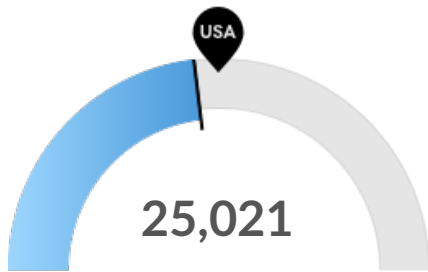
## Unemployment Rate Trends

Marathon County, WI had a March 2022 unemployment rate of 2.69%, **decreasing from 2.92% 5 years before.**



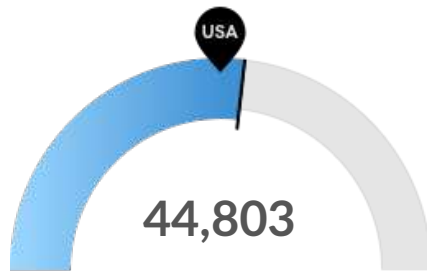
Timeframe	Unemployment Rate
2017	2.92%
2018	2.62%
2019	2.75%
2020	5.01%
2021	2.97%
January 2022	2.56%
February 2022	2.73%
March 2022	2.69%

## Population Characteristics



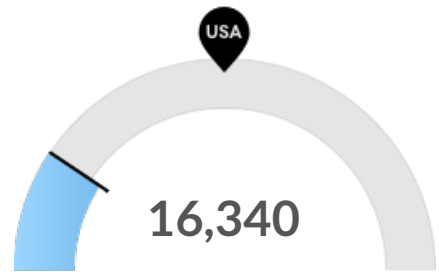
**Millennials**

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



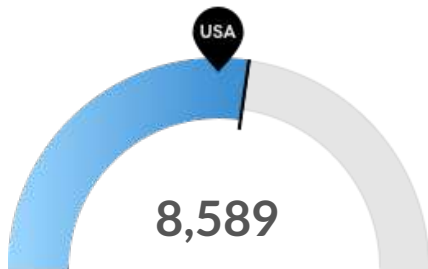
**Retiring Soon**

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.



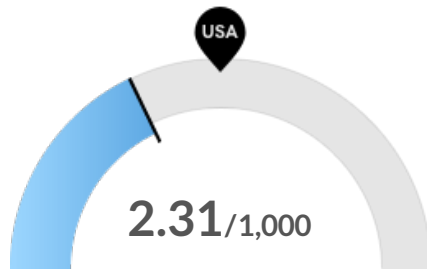
**Racial Diversity**

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.



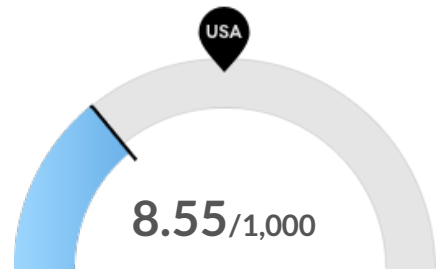
**Veterans**

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.

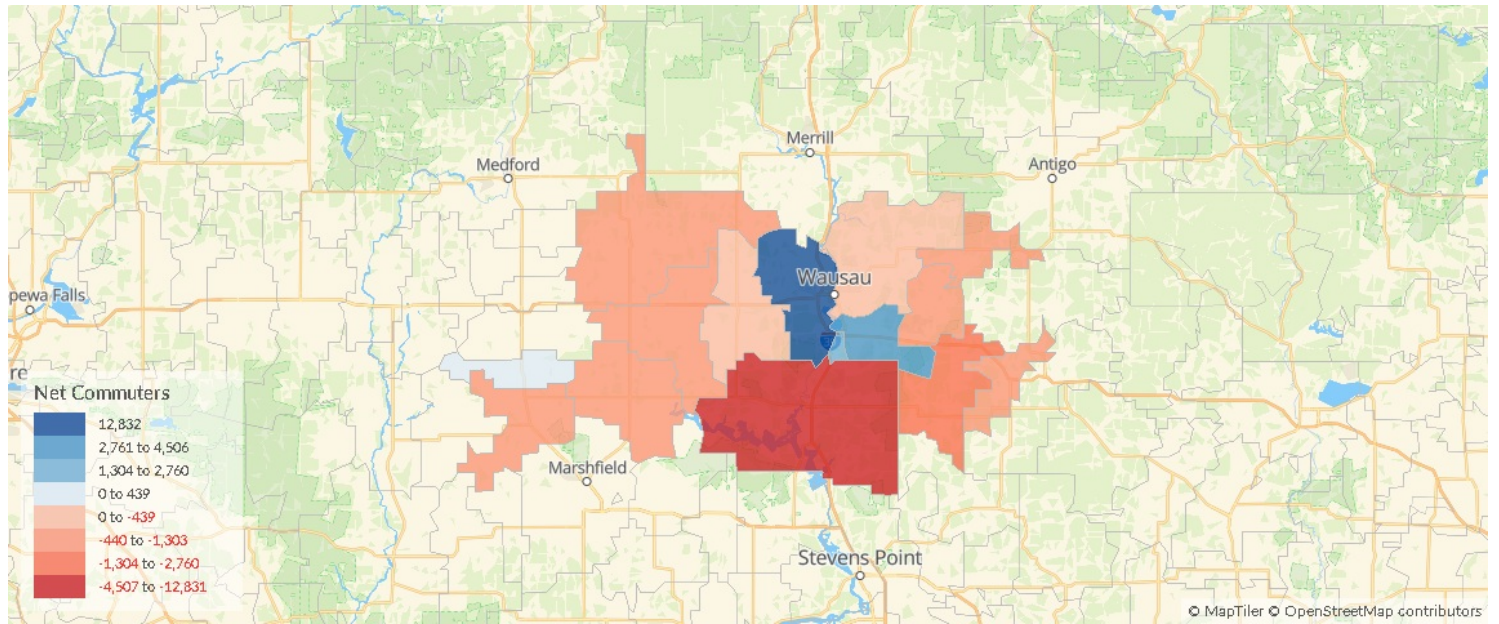


**Property Crime**

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...	29,338
54476	Schofield, WI (in Marath...	13,737
54403	Wausau, WI (in Marath...	10,025
54455	Mosinee, WI (in Marath...	6,641
54474	Rothschild, WI (in Mara...	4,377

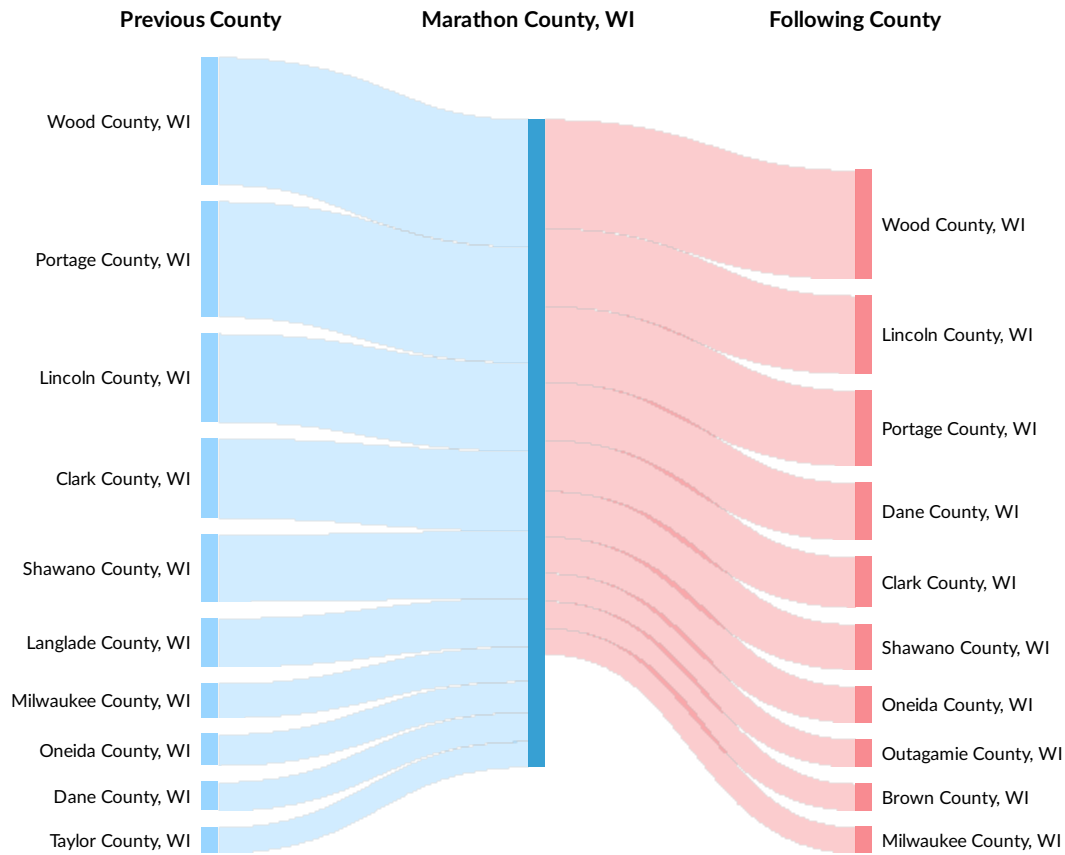
### Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Marath...	16,506
54455	Mosinee, WI (in Marath...	11,149
54476	Schofield, WI (in Marath...	10,977
54403	Wausau, WI (in Marath...	10,356
54411	Athens, WI (in Maratho...	3,371

# 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.



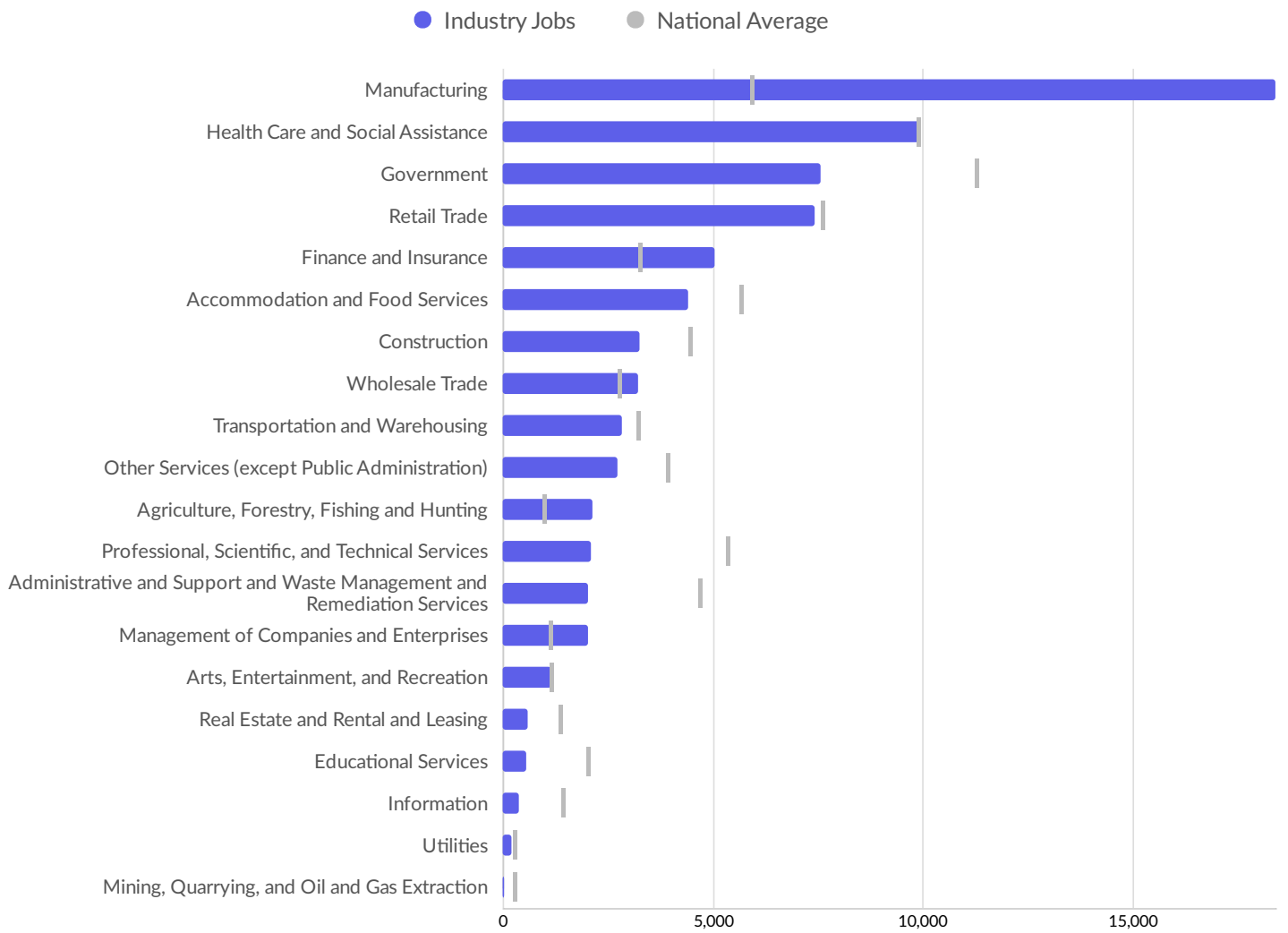
Top Previous Counties	Migrations
Wood County, WI	389
Portage County, WI	352
Lincoln County, WI	269
Clark County, WI	243
Shawano County, WI	205
Langlade County, WI	148



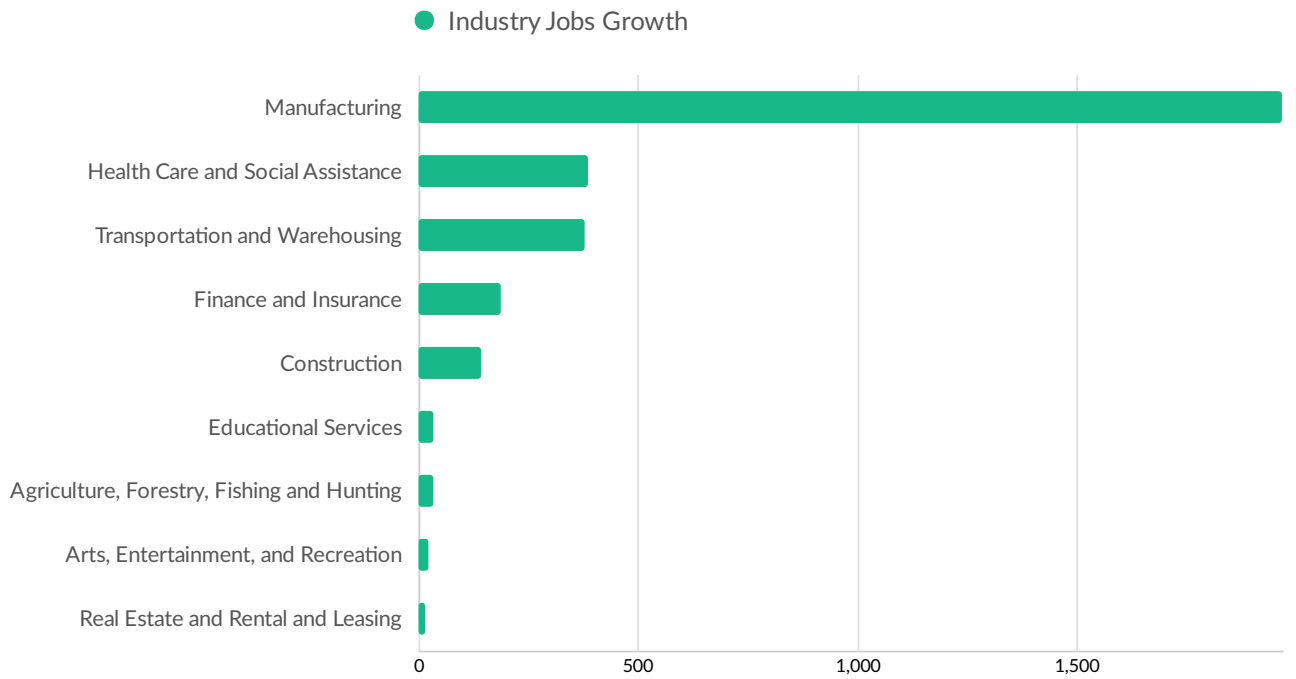
<b>Top Previous Counties</b>	<b>Migrations</b>
Milwaukee County, WI	105
Oneida County, WI	95
Dane County, WI	88
Taylor County, WI	79
Brown County, WI	76
Winnebago County, WI	73
Eau Claire County, WI	66
Outagamie County, WI	54
Hennepin County, MN	49
<b>Top Following Counties</b>	<b>Migrations</b>
Wood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

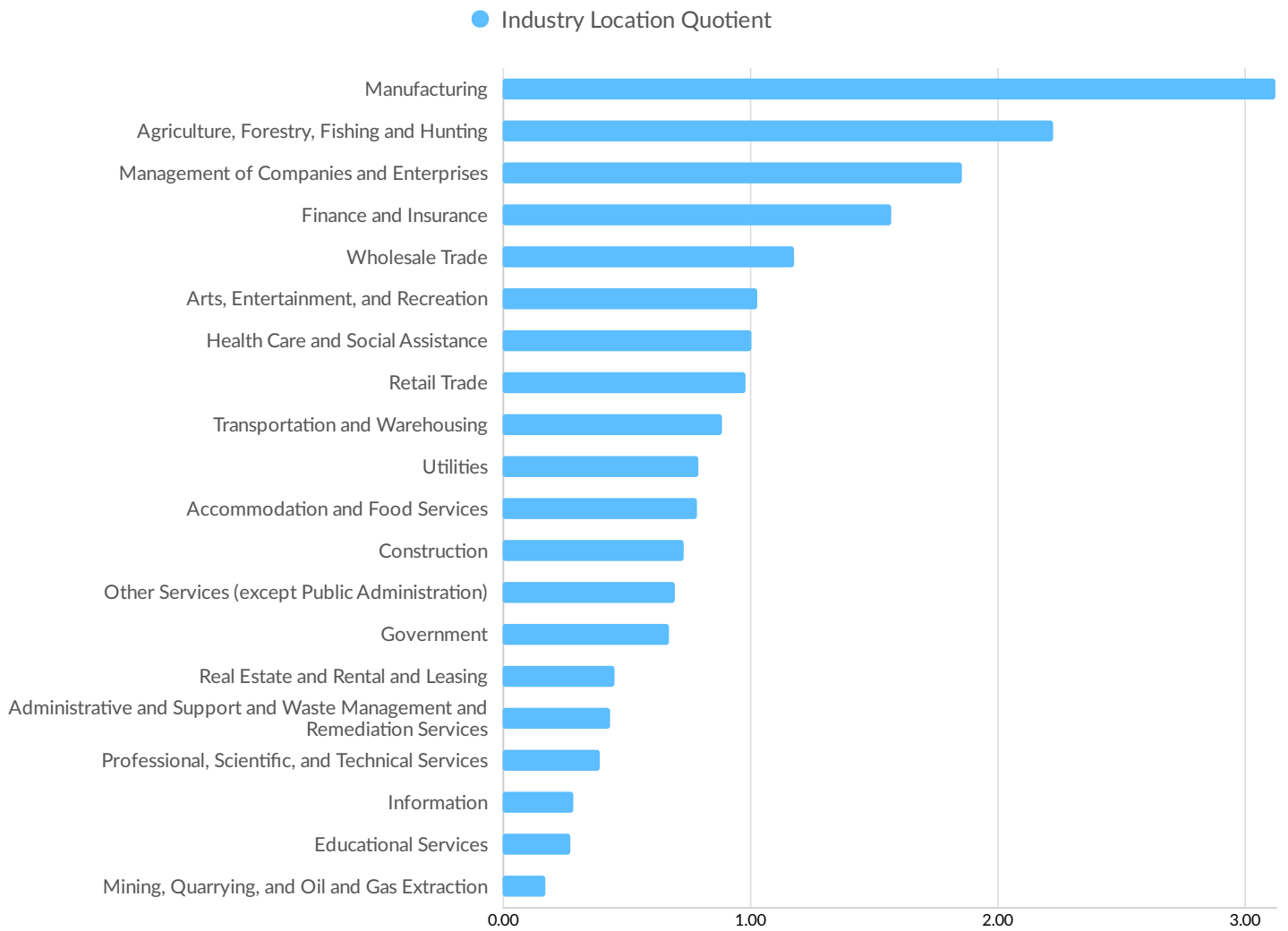
## Largest Industries



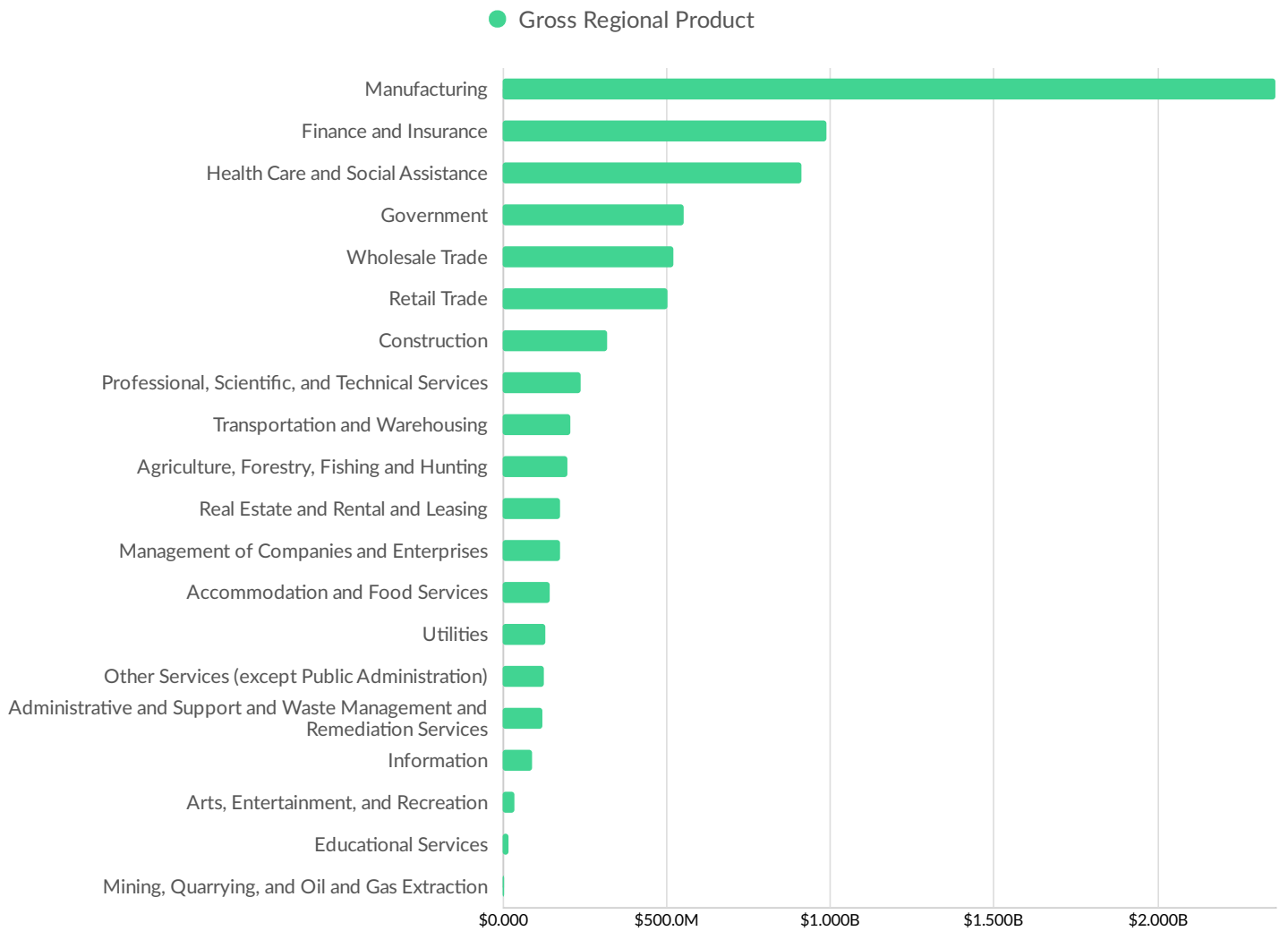
## Top Growing Industries



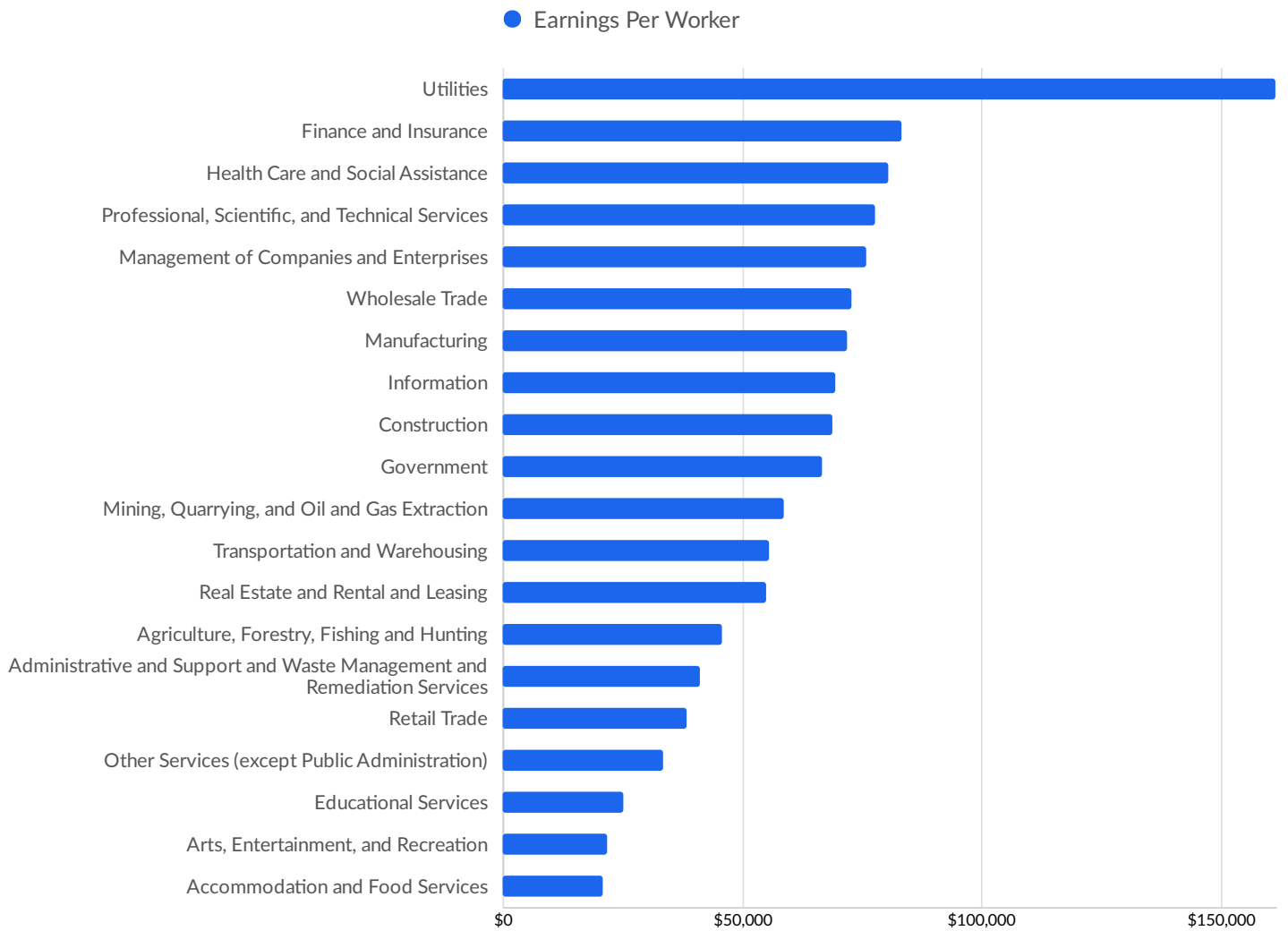
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



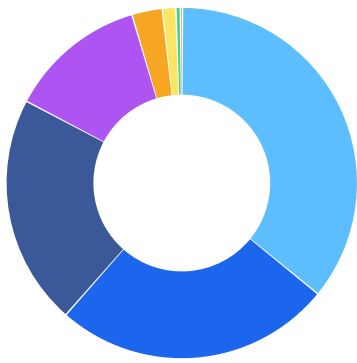
## Business Characteristics

### 7,835 Companies Employ Your Workers

Online profiles for your workers mention 7,835 companies as employers, with the top 10 appearing below. In the last 12 months, 1,219 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	933 	Aspirus	1,248 
Marshfield Clinic	665 	Marshfield Clinic	625 
Greenheck	564 	Greenheck Fan Corporation	282 
Wausau School District	415 	Remedy Intelligent Staffing	206 
Liberty Mutual	367 	Kwik Trip	179 
Northcentral Technical College	337 	UnitedHealth Group	130 
UnitedHealth Group	295 	FedEx	115 
Sentry	265 	Festival Foods	112 
Church Mutual Insurance Comp...	196 	Walmart	99 
North Central Health Care	191 	ABR Employment Services	98 

## Business Size



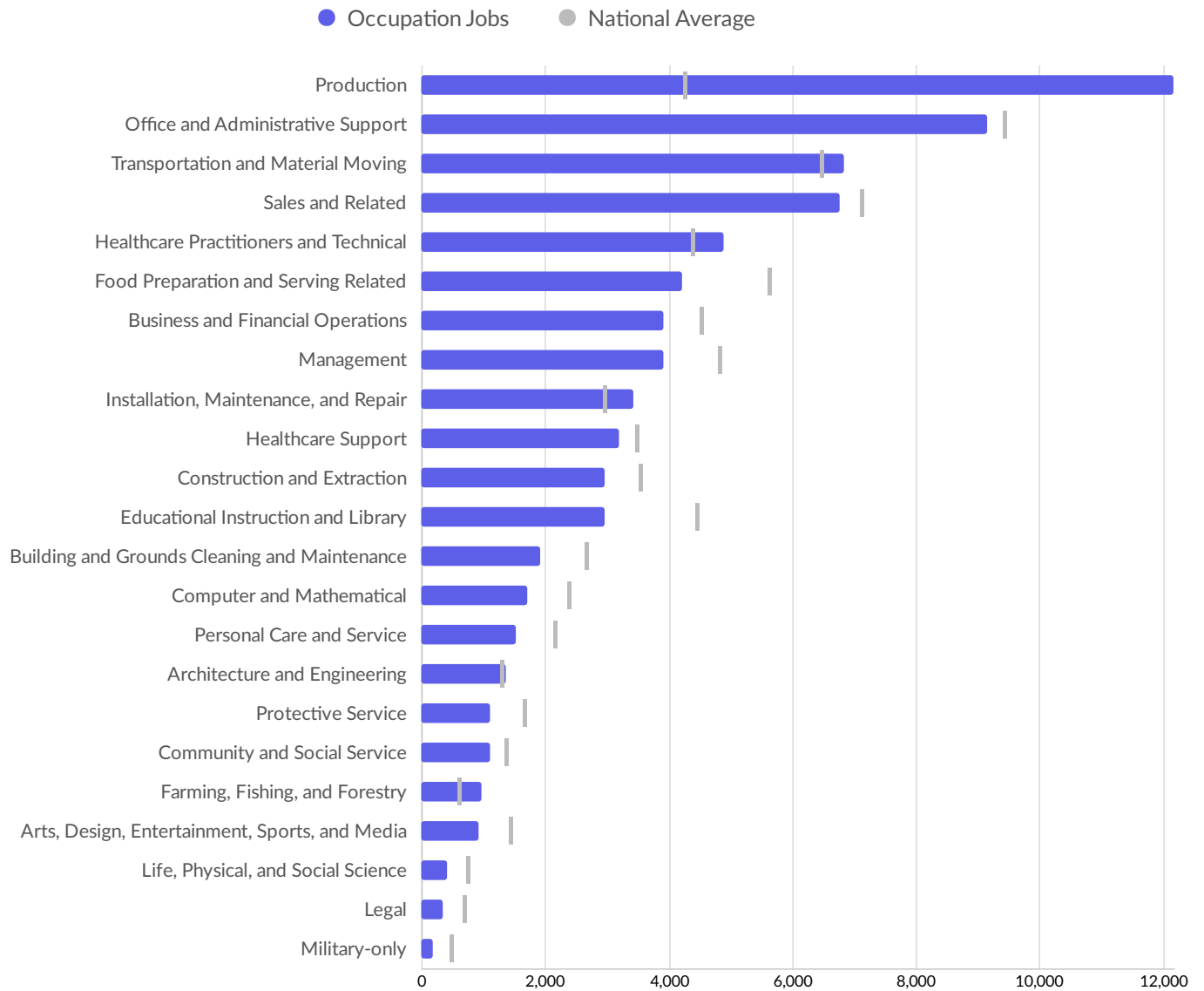
	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

\*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.

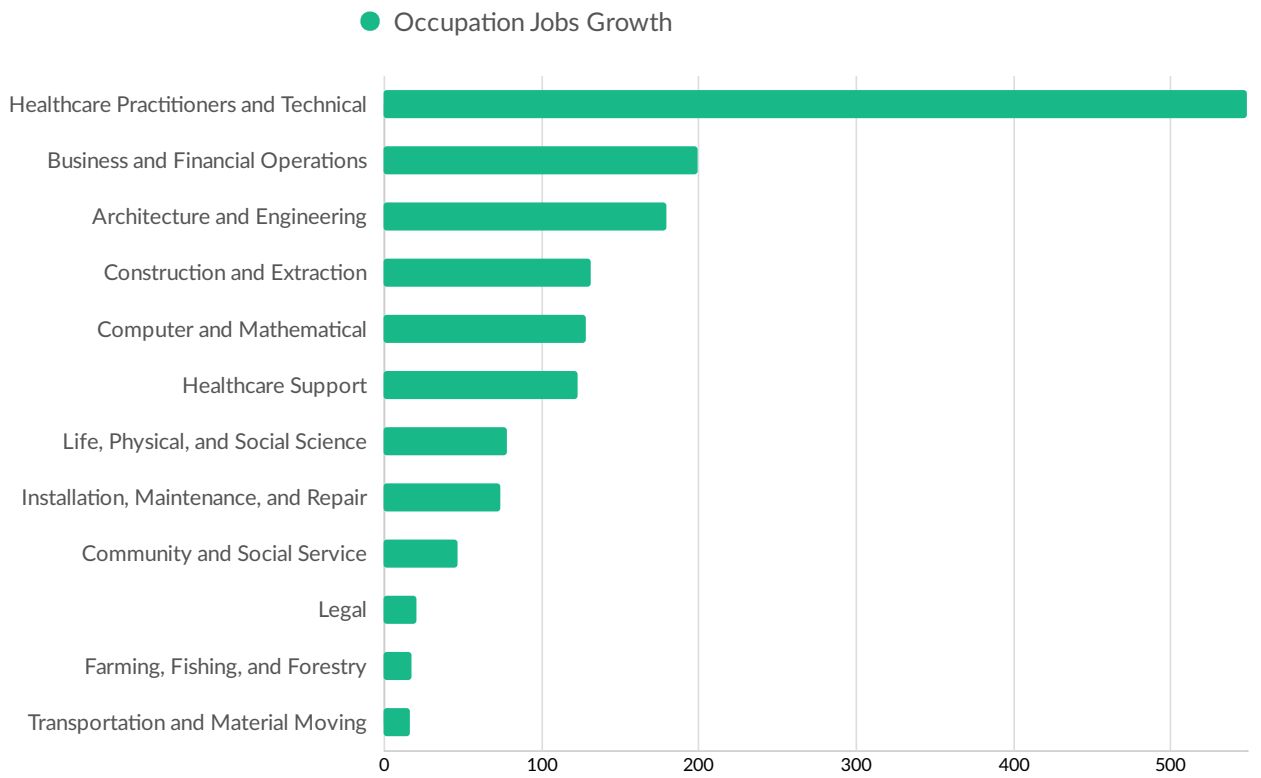


# Workforce Characteristics

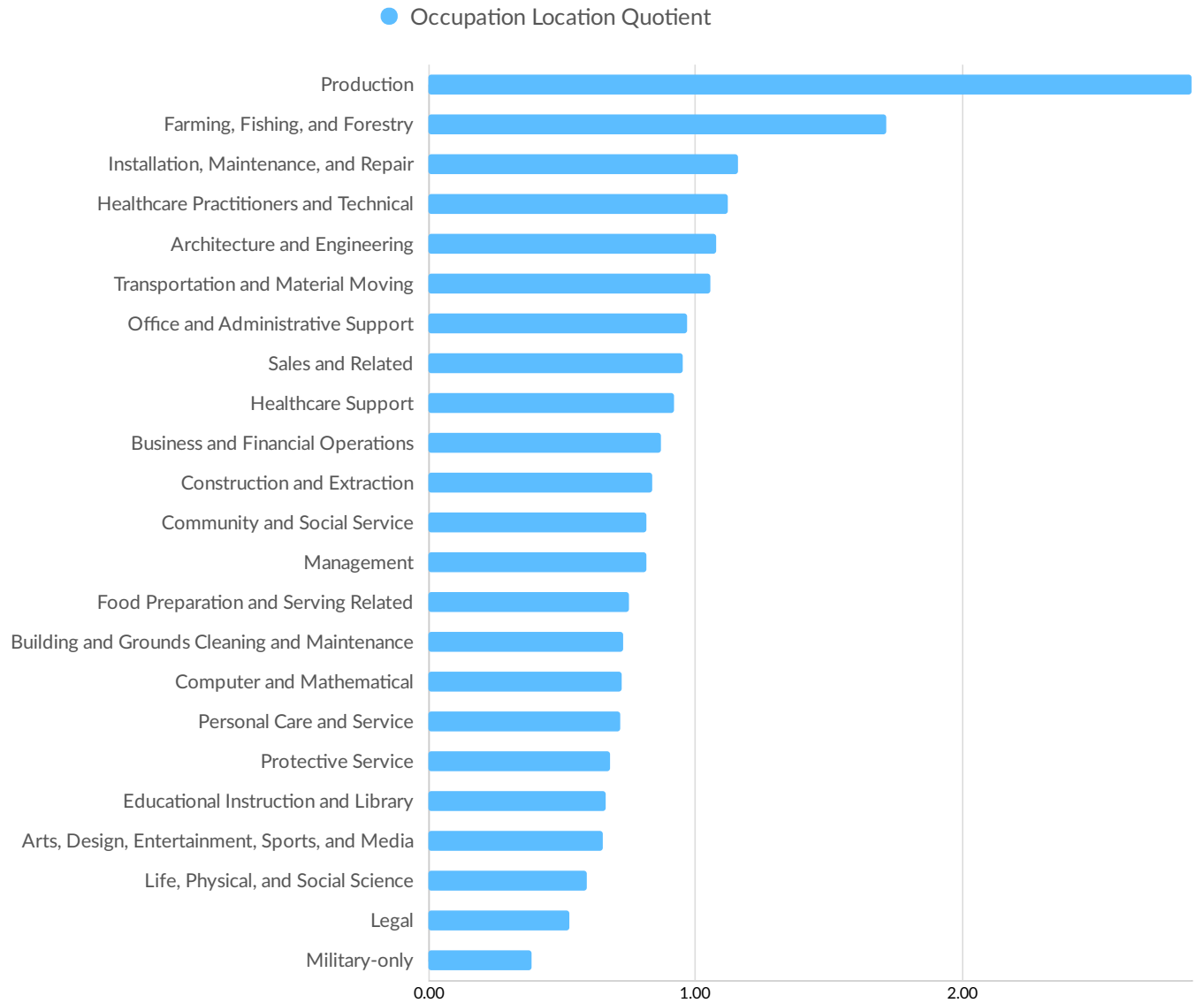
## Largest Occupations



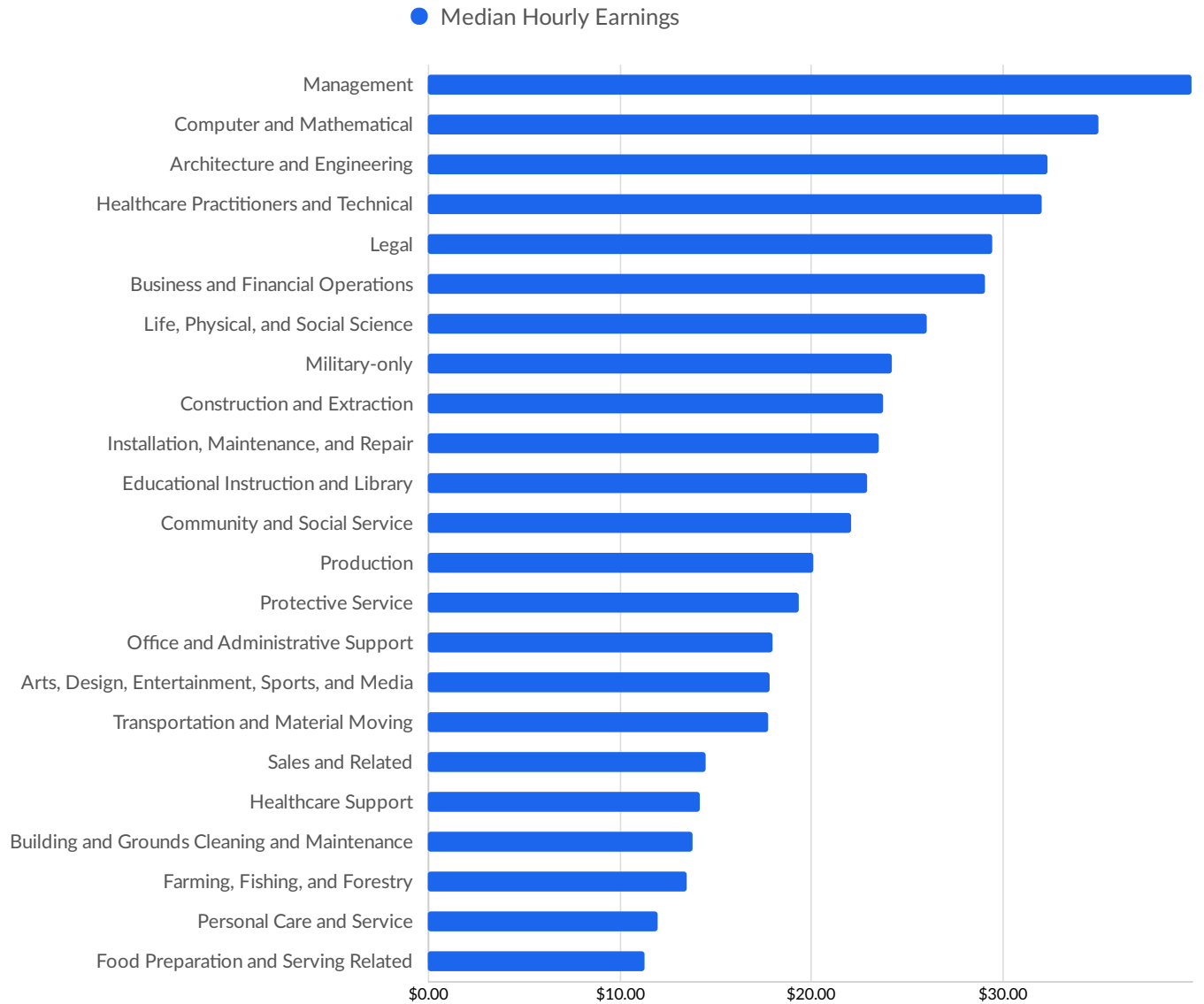
## Top Growing Occupations



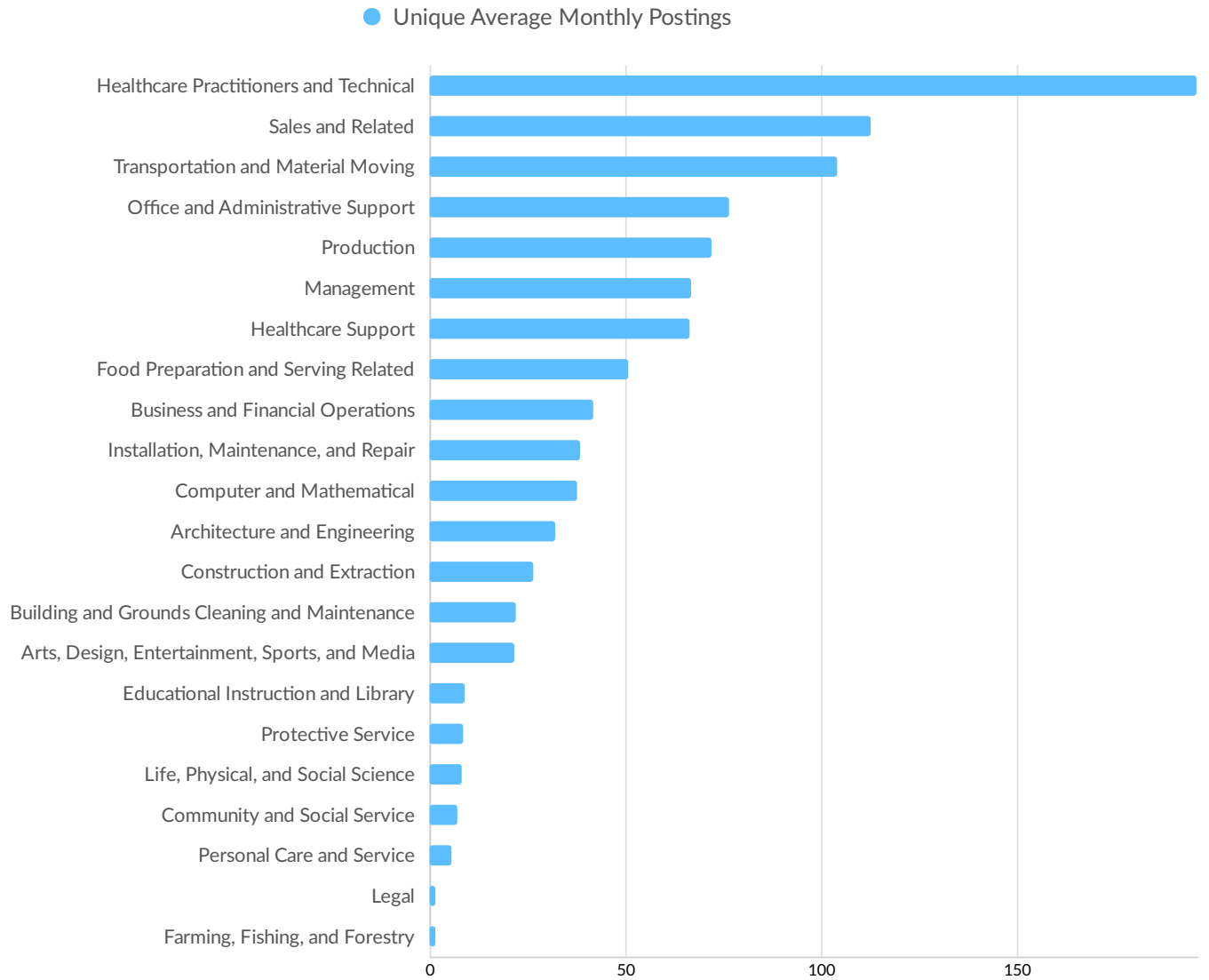
## Top Occupation Location Quotient



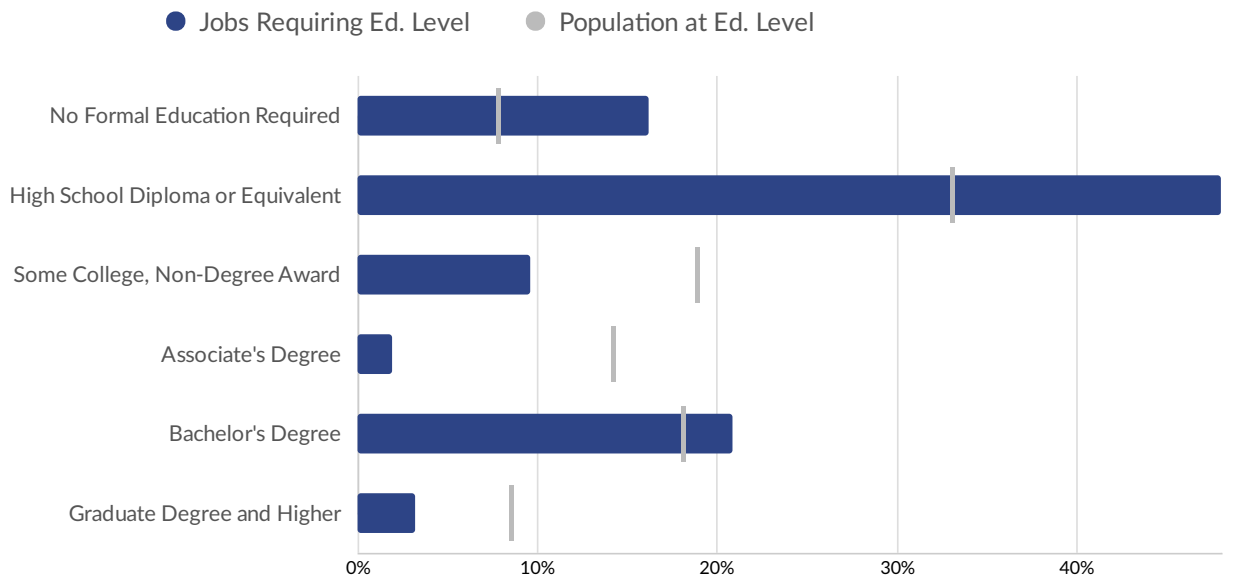
## Top Occupation Earnings



## 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

