



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

136,146

Population (2021)

Population **grew by 1,014** over the last 5 years and is projected to **grow by 1,431** over the next 5 years.

76,371

Total Regional Employment

Jobs **decreased by 680** over the last 5 years but are projected to **grow by 1,657** over the next 5 years.

\$63.0K

Median Household Income (2020)

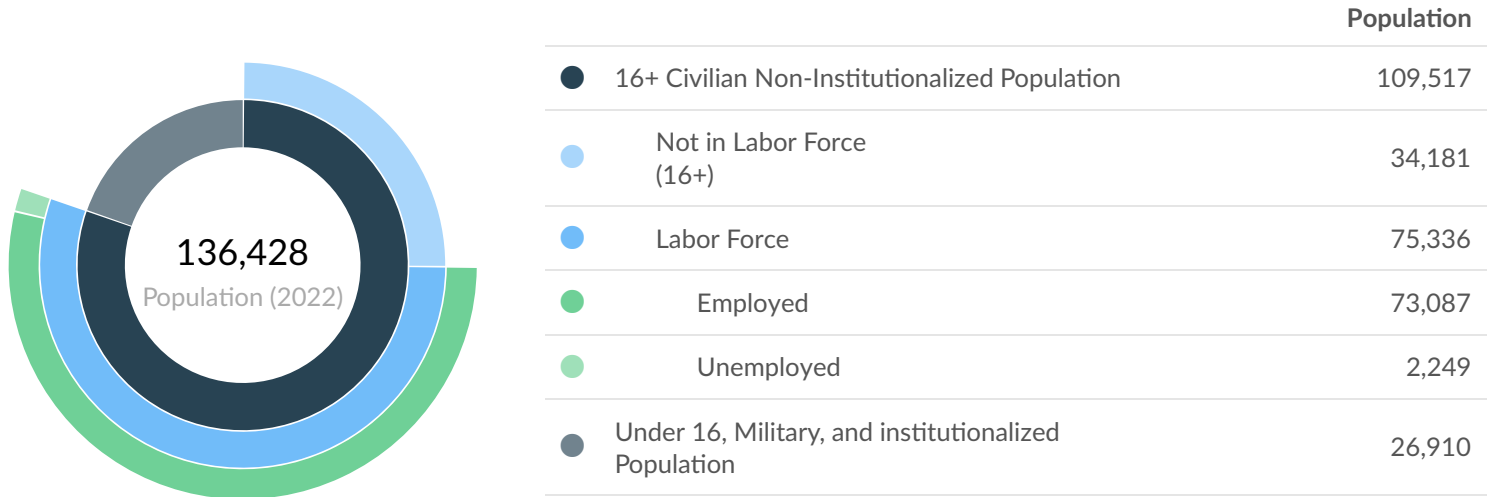
Median household income is **\$2.0K below** the national median household income of \$65.0K.

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 1,431.
- From 2016 to 2021, jobs **declined by 0.9%** in Marathon County, WI from 77,052 to **76,371**. This change **fell short of the national growth rate of 1.8% by 2.7%**. As the number of jobs declined, the **labor force participation rate decreased from 68.6% to 68.2% 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.

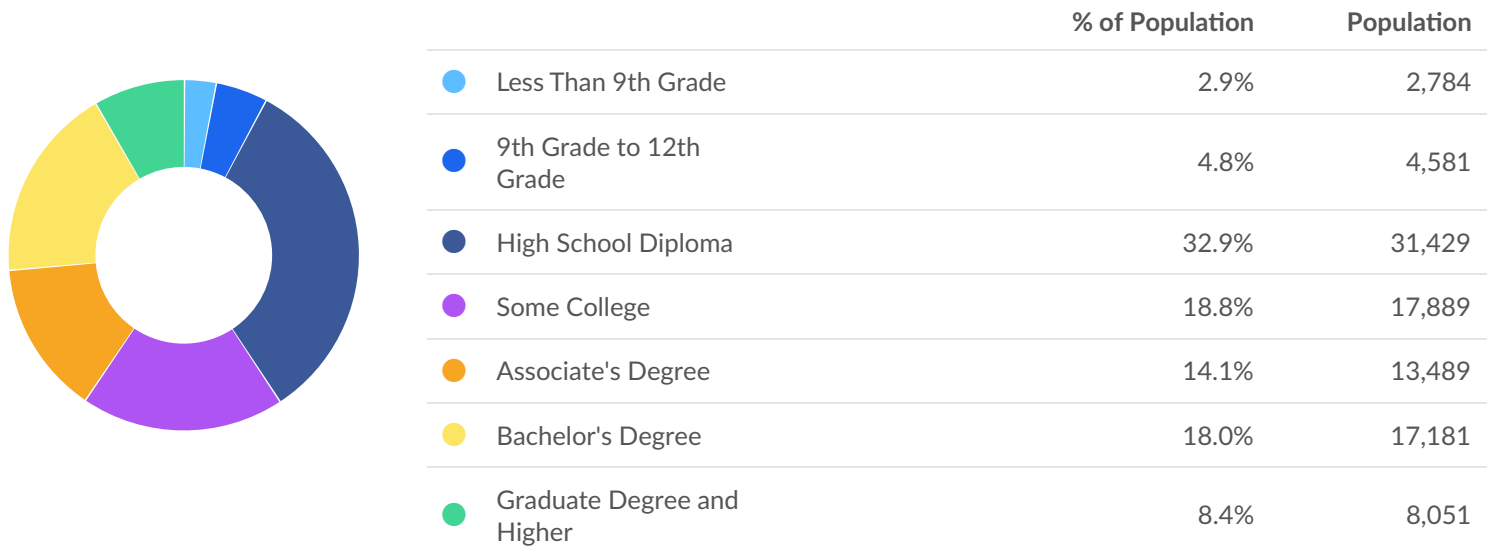
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	136,428	75,336	76,371	99.5	\$8.71B	\$10.57B	\$10.81B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



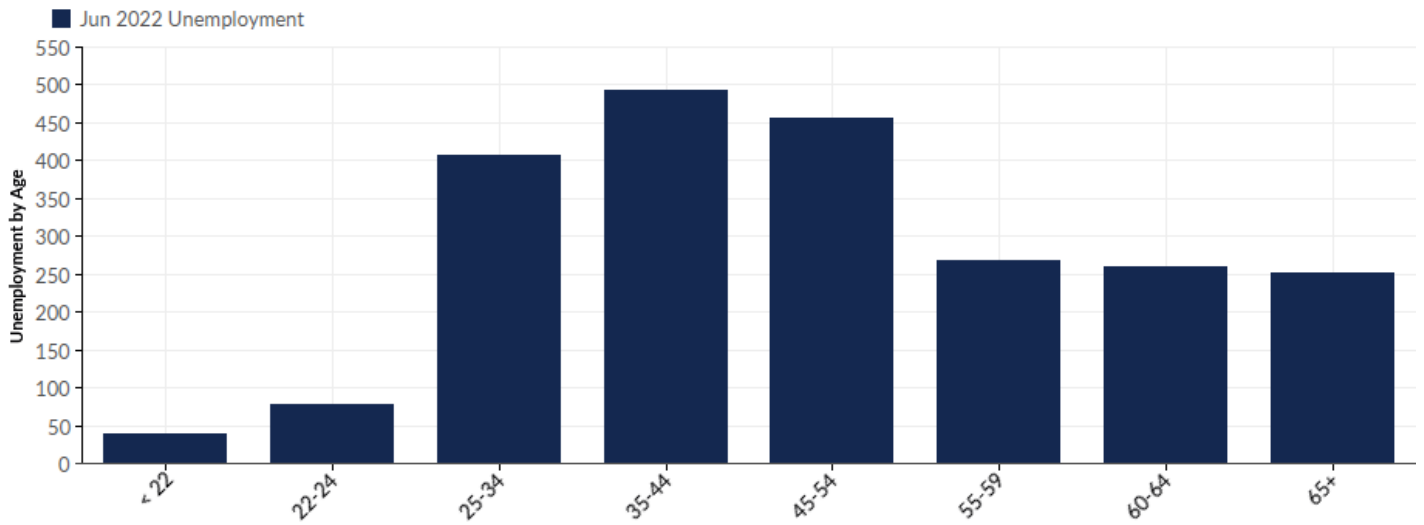
Educational Attainment

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).



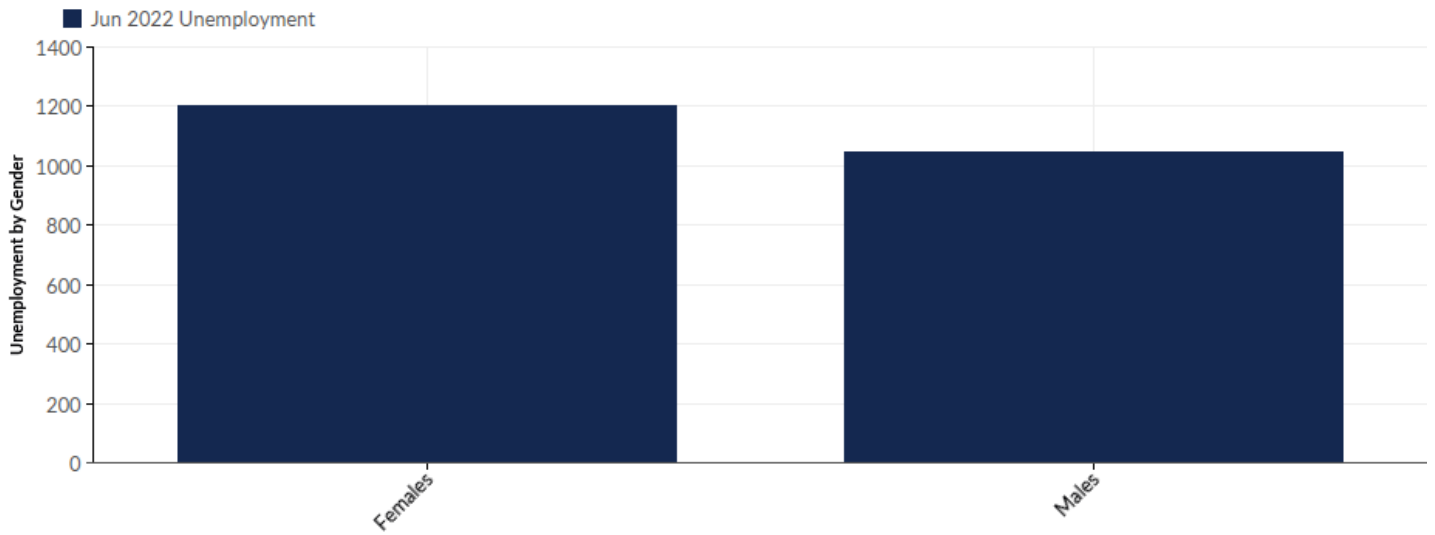
Unemployment by Demographics

Unemployment by Age



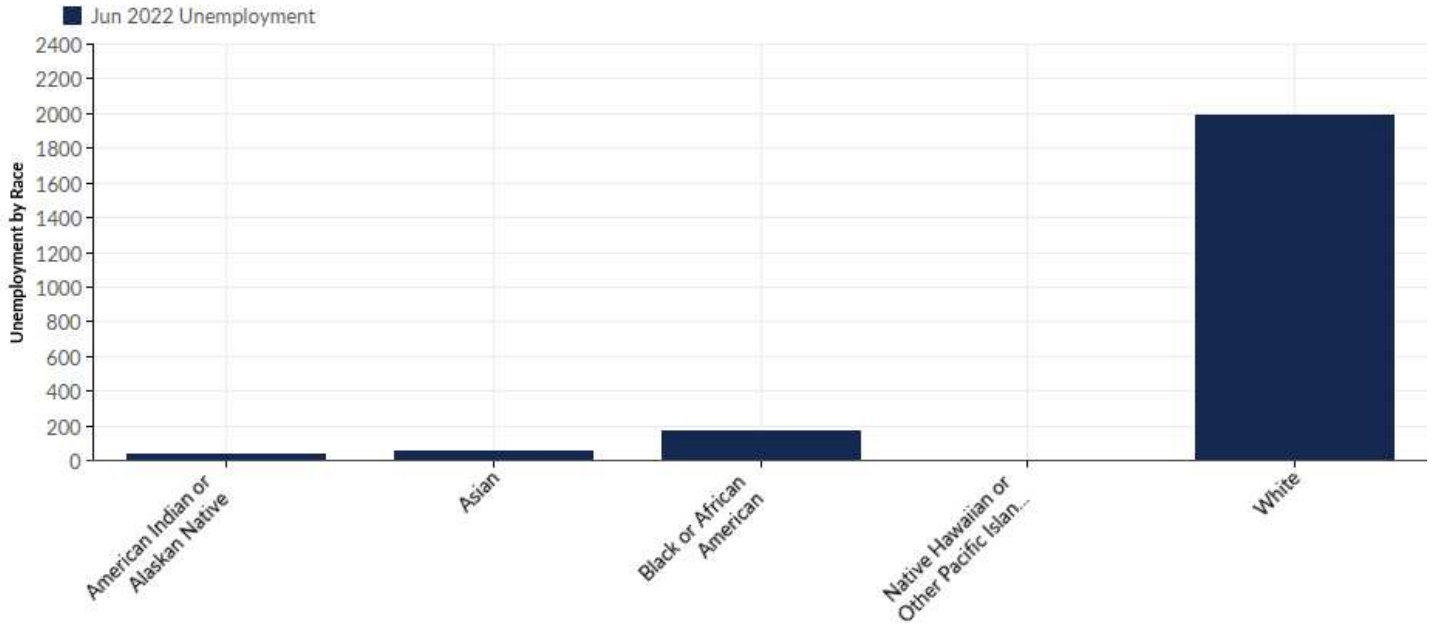
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	38	1.69%
22-24	78	3.47%
25-34	406	18.05%
35-44	492	21.88%
45-54	455	20.23%
55-59	269	11.96%
60-64	260	11.56%
65+	251	11.16%
Total	2,249	100.00%

Unemployment by Gender



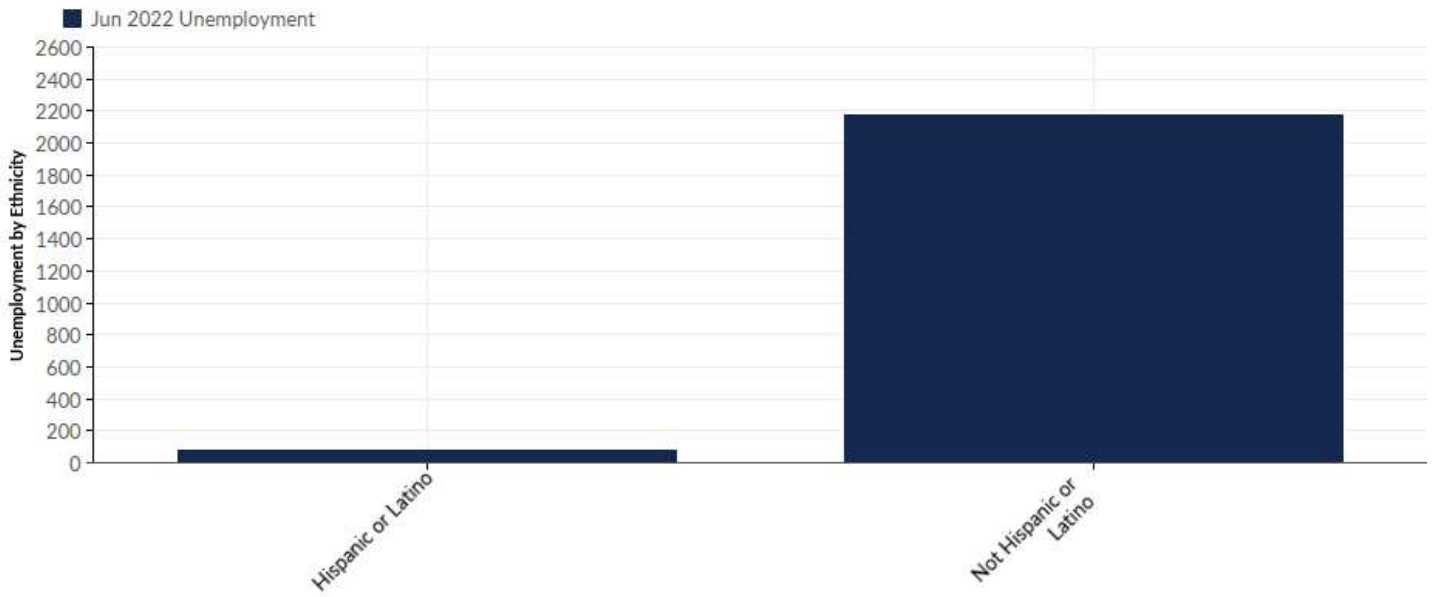
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	1,204	53.53%
Males	1,045	46.47%
Total	2,249	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	35	1.56%
Asian	54	2.40%
Black or African American	170	7.56%
Native Hawaiian or Other Pacific Islander	3	0.13%
White	1,987	88.35%
Total	2,249	100.00%

Unemployment by Ethnicity

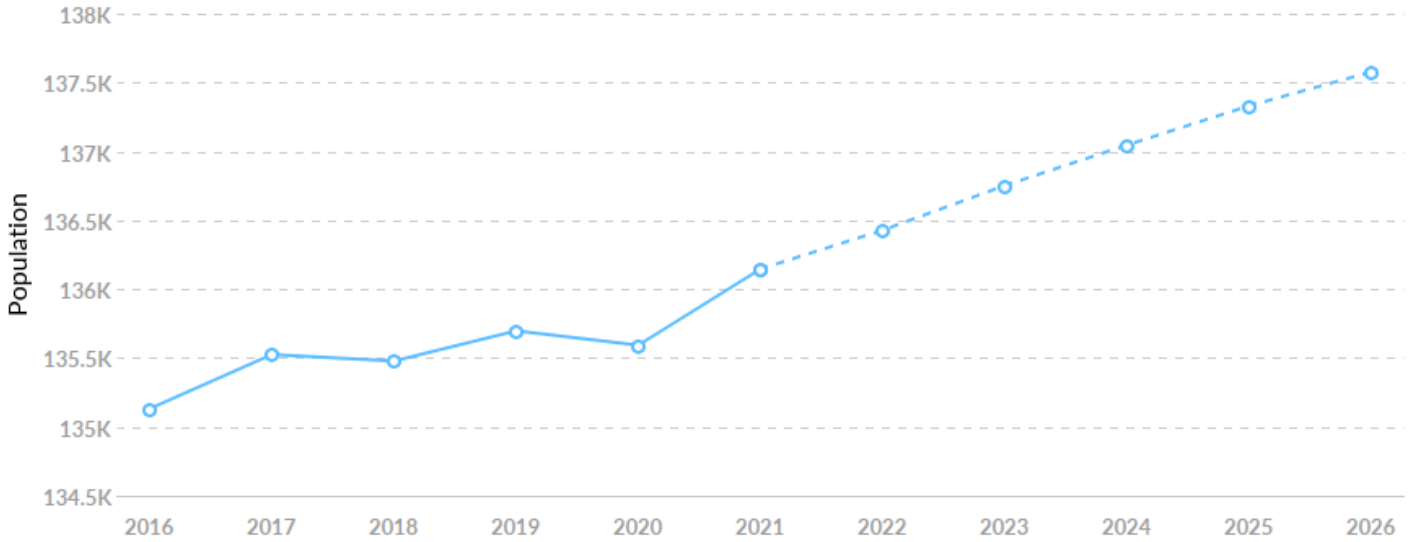


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	79	3.51%
Not Hispanic or Latino	2,170	96.49%
Total	2,249	100.00%

Historic & Projected Trends

Population Trends

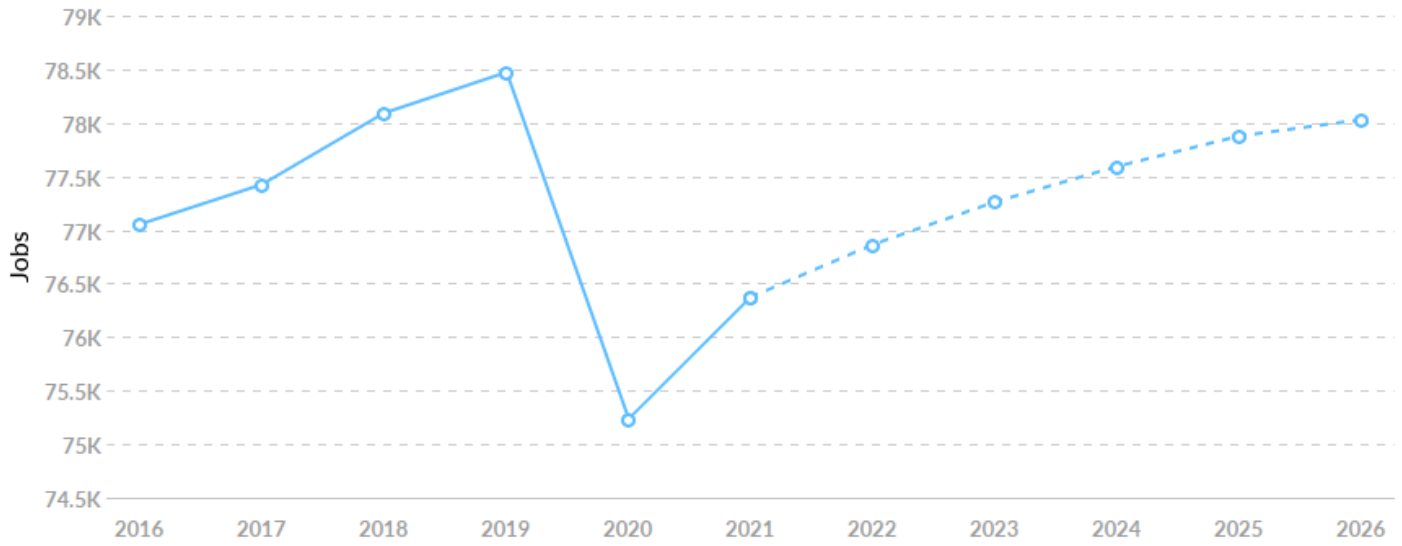
As of 2021 the region's population increased by 0.8% since 2016, growing by 1,014. Population is expected to increase by 1.1% between 2021 and 2026, adding 1,431.



Timeframe	Population
2016	135,132
2017	135,525
2018	135,478
2019	135,697
2020	135,593
2021	136,146
2022	136,428
2023	136,752
2024	137,046
2025	137,331
2026	137,577

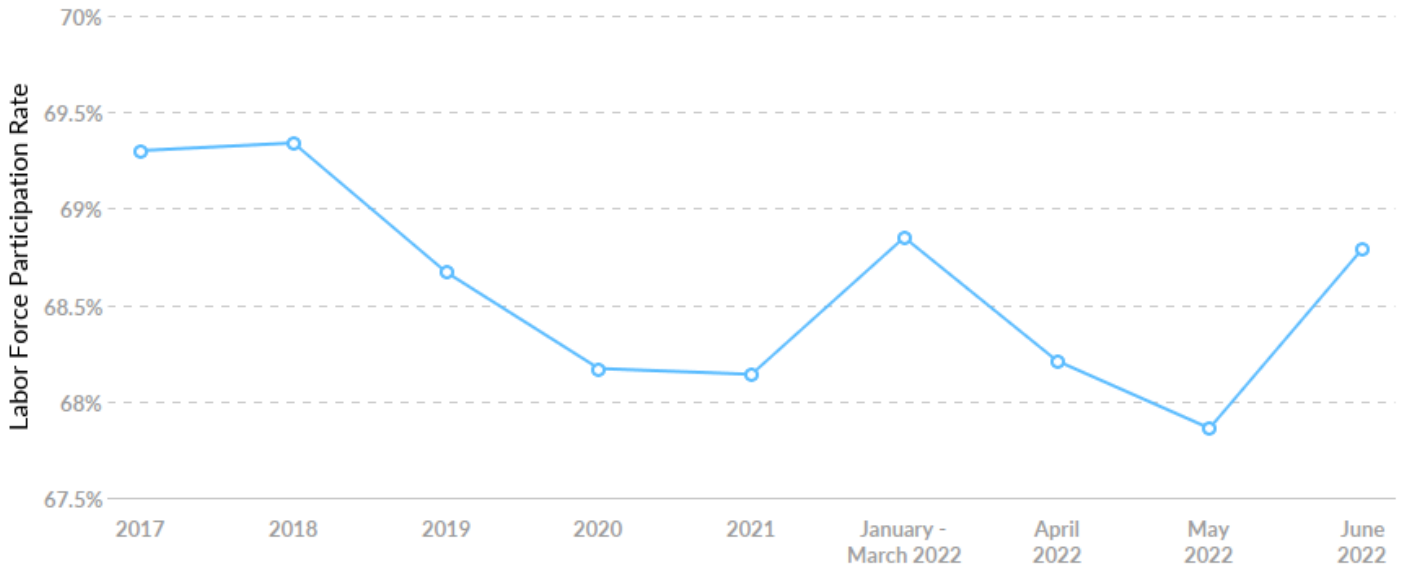
Job Trends

From 2016 to 2021, jobs declined by 0.9% in Marathon County, WI from 77,052 to 76,371. This change fell short of the national growth rate of 1.8% by 2.7%.



Timeframe	Jobs
2016	77,052
2017	77,424
2018	78,091
2019	78,471
2020	75,233
2021	76,371
2022	76,863
2023	77,261
2024	77,593
2025	77,876
2026	78,029

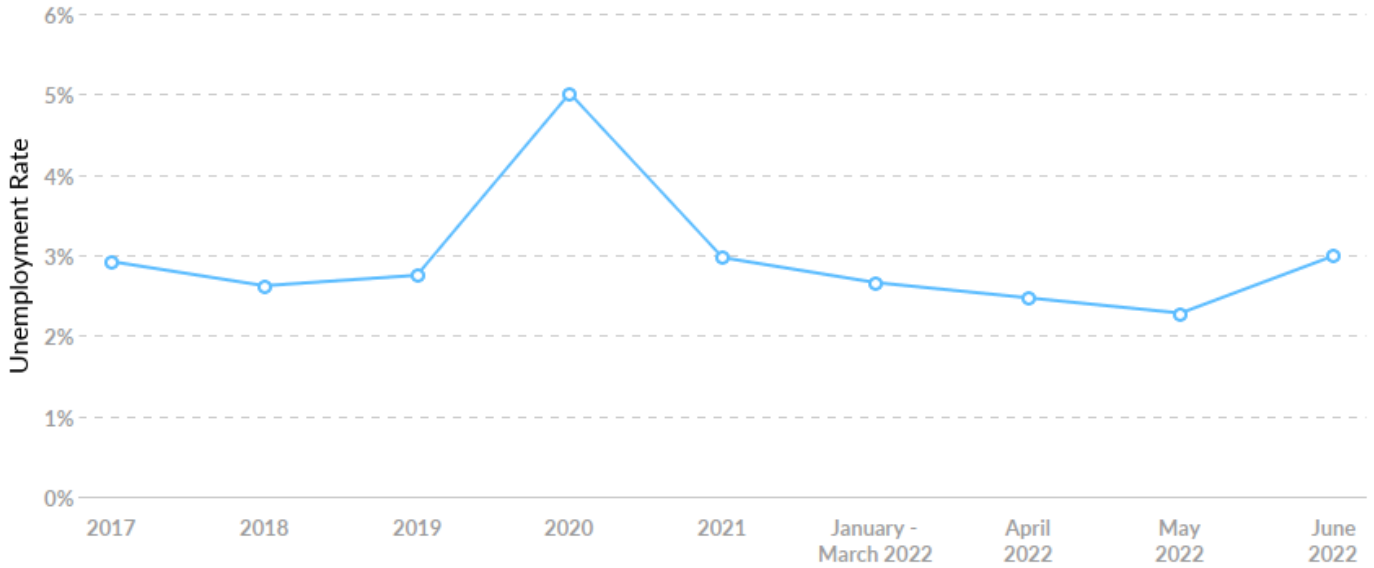
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.30%
2018	69.34%
2019	68.67%
2020	68.17%
2021	68.14%
January - March 2022	68.85%
April 2022	68.21%
May 2022	67.86%
June 2022	68.79%

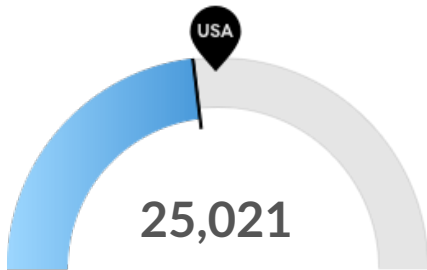
Unemployment Rate Trends

Marathon County, WI had a June 2022 unemployment rate of 2.99%, **increasing from 2.92% 5 years before.**



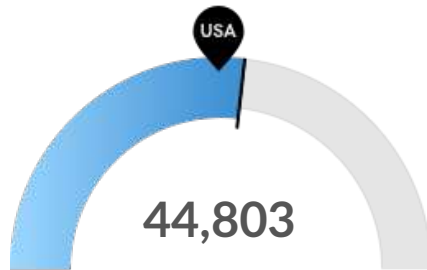
Timeframe	Unemployment Rate
2017	2.92%
2018	2.62%
2019	2.75%
2020	5.01%
2021	2.97%
January - March 2022	2.66%
April 2022	2.47%
May 2022	2.28%
June 2022	2.99%

Population Characteristics



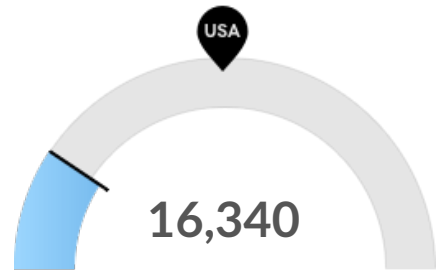
Millennials

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



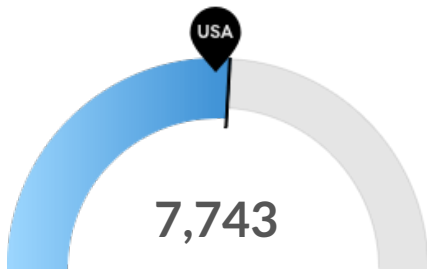
Retiring Soon

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.



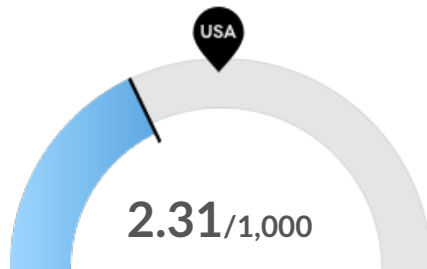
Racial Diversity

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.



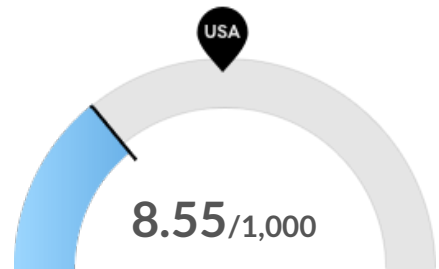
Veterans

Marathon County, WI has 7,743 veterans. The national average for an area this size is 7,340.



Violent Crime

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

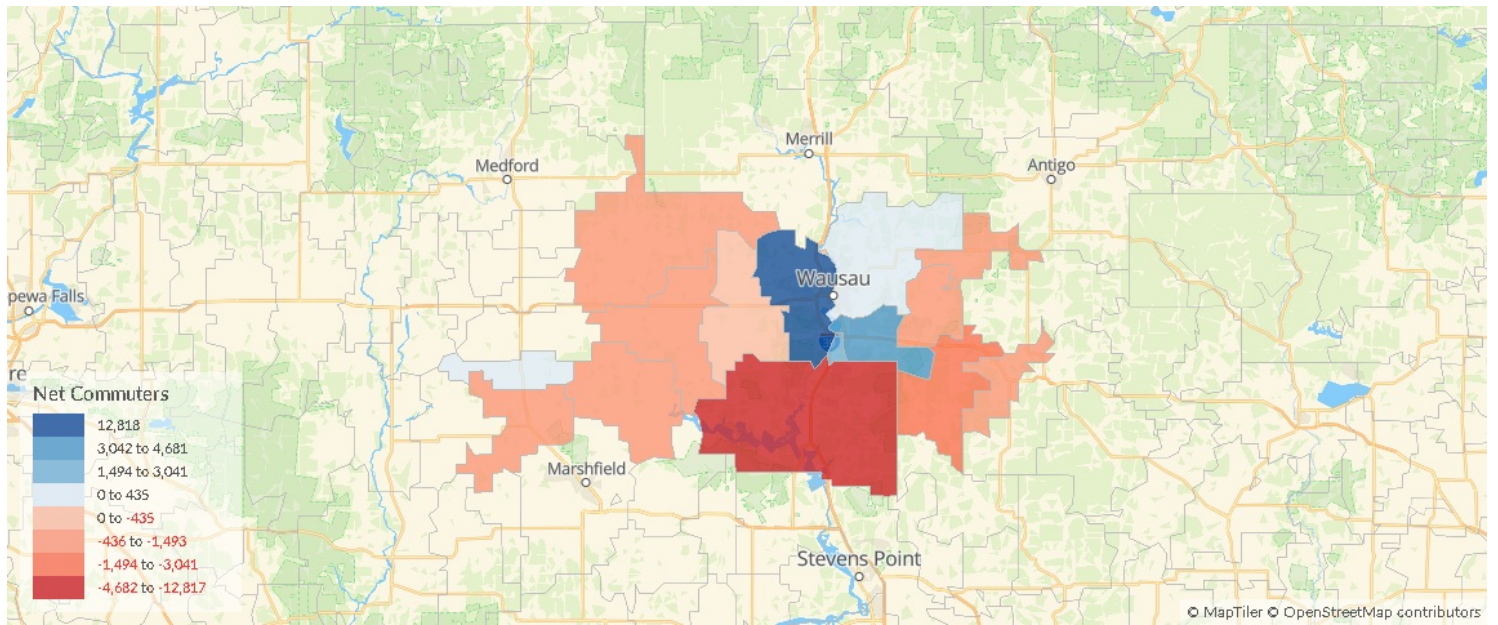


Property Crime

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 Maratho...	29,571
54476	Schofield, WI (in Marath...	13,762
54403	Wausau, WI (in Maratho...	10,078
54455	Mosinee, WI (in Marath...	6,574
54474	Rothschild, WI (in Marat...	4,396

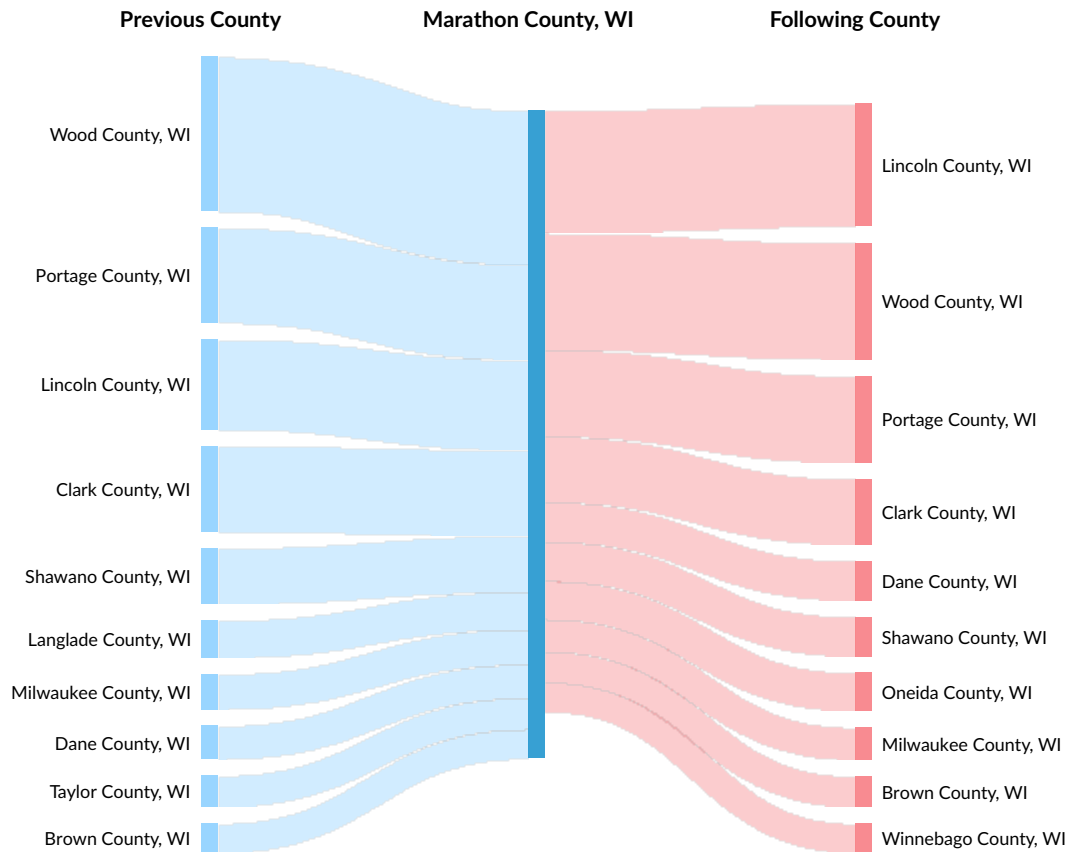
Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Maratho...	16,753
54455	Mosinee, WI (in Marath...	11,257
54476	Schofield, WI (in Marath...	10,720
54403	Wausau, WI (in Maratho...	10,006
54411	Athens, WI (in Maratho...	3,431

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 2020, **517** people have migrated from Wood County, WI to Marathon County, WI. In the same year, **411** people left Marathon County, WI migrating to Lincoln County, WI. The total Net Migration for Marathon County, WI in 2020 was **-25**.

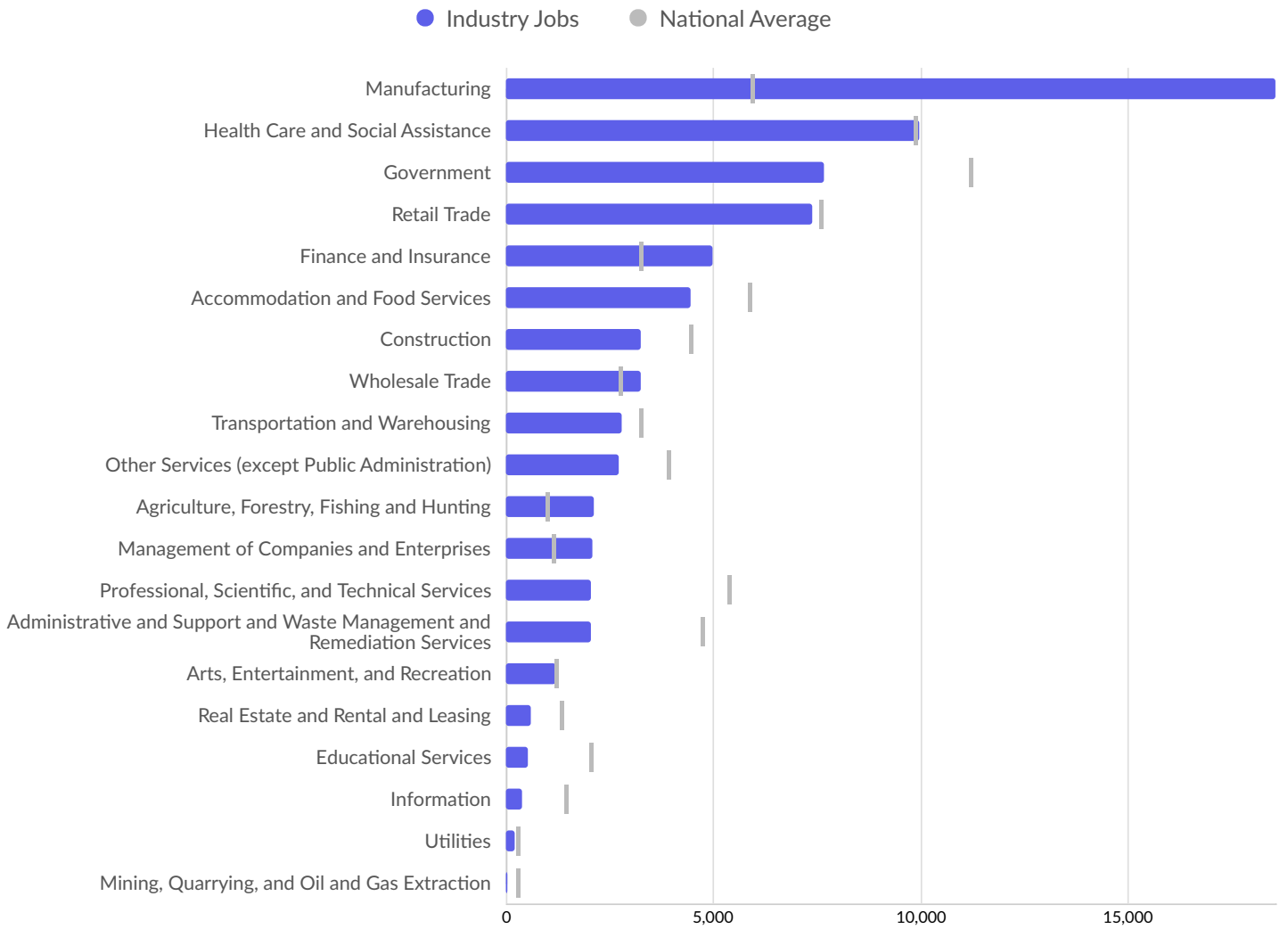


Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125

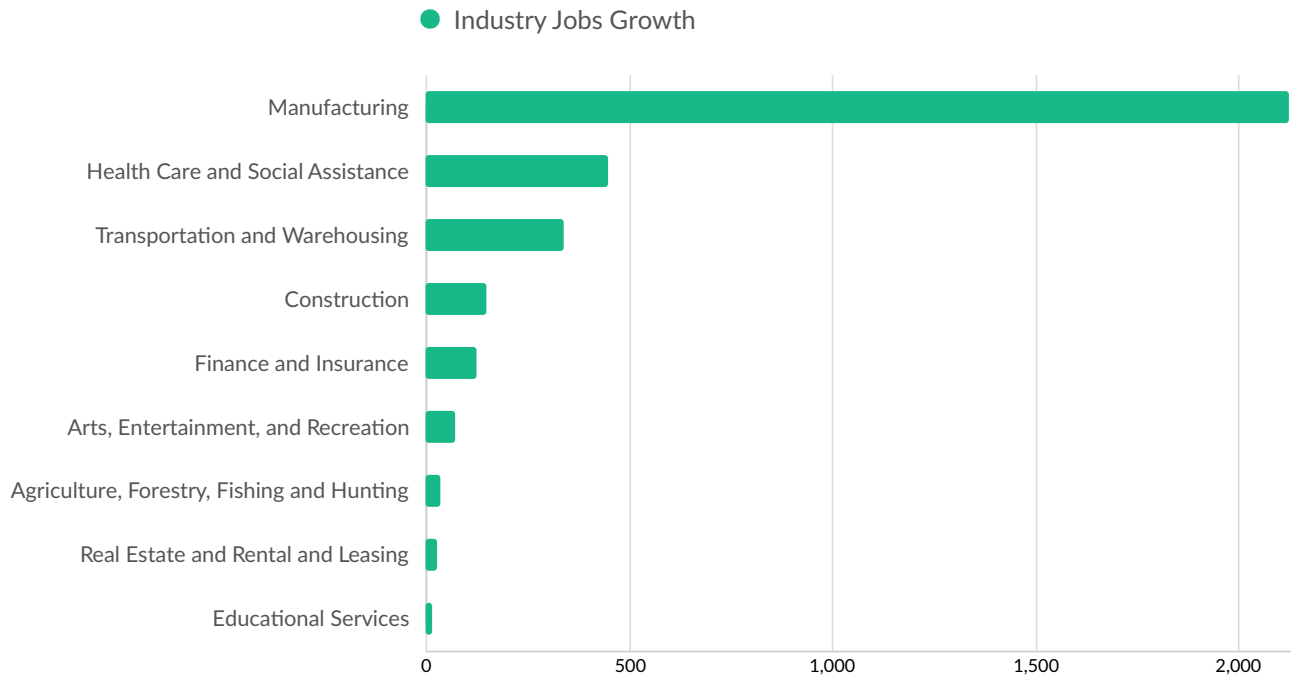
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County, WI	391
Portage County, WI	290
Clark County, WI	220
Dane County, WI	133
Shawano County, WI	132
Oneida County, WI	128
Milwaukee County, WI	109
Brown County, WI	103
Winnebago County, WI	98
Langlade County, WI	97
Eau Claire County, WI	70
Maricopa County, AZ	66
Taylor County, WI	65
Vilas County, WI	64

Industry Characteristics

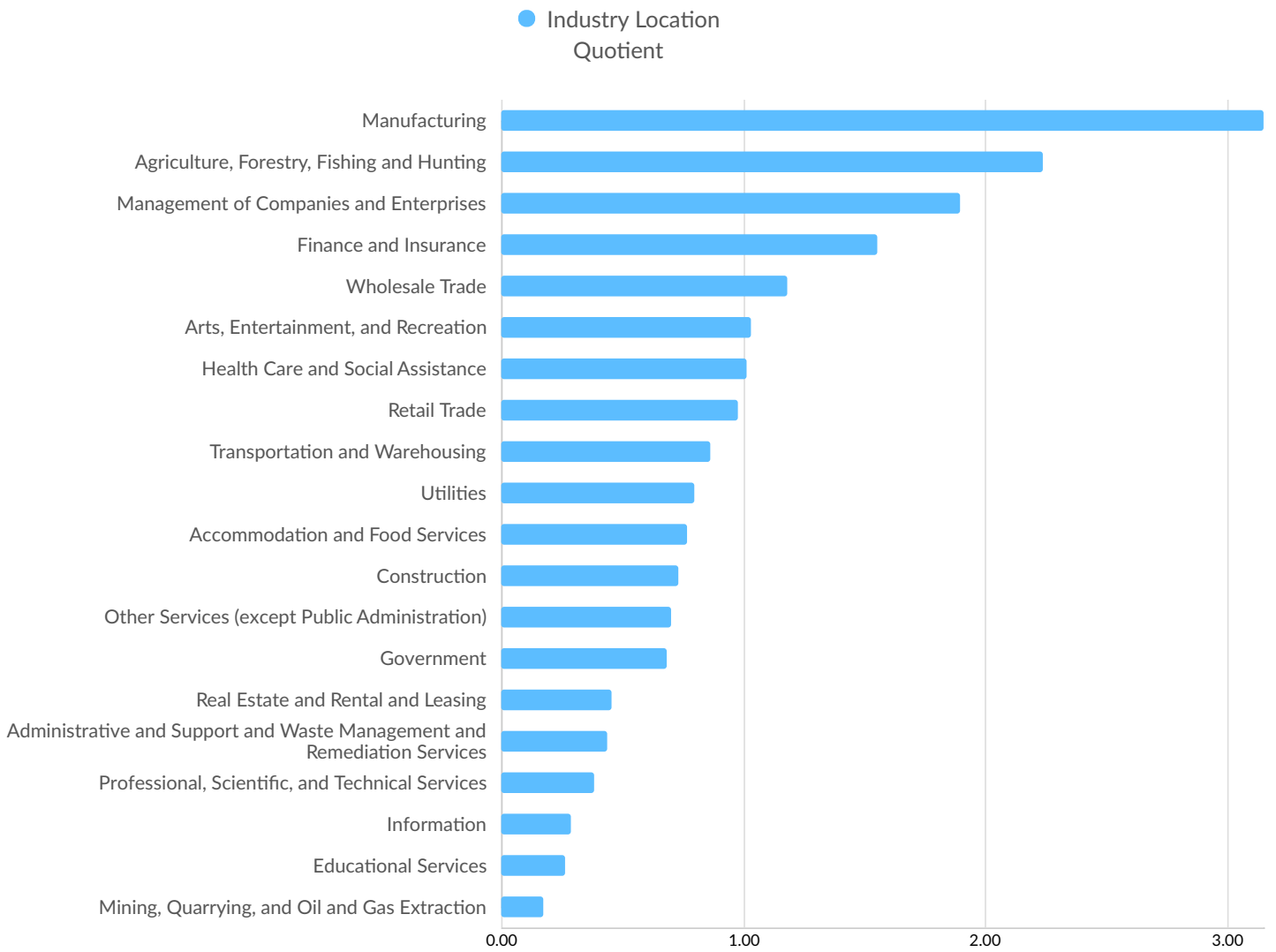
Largest Industries



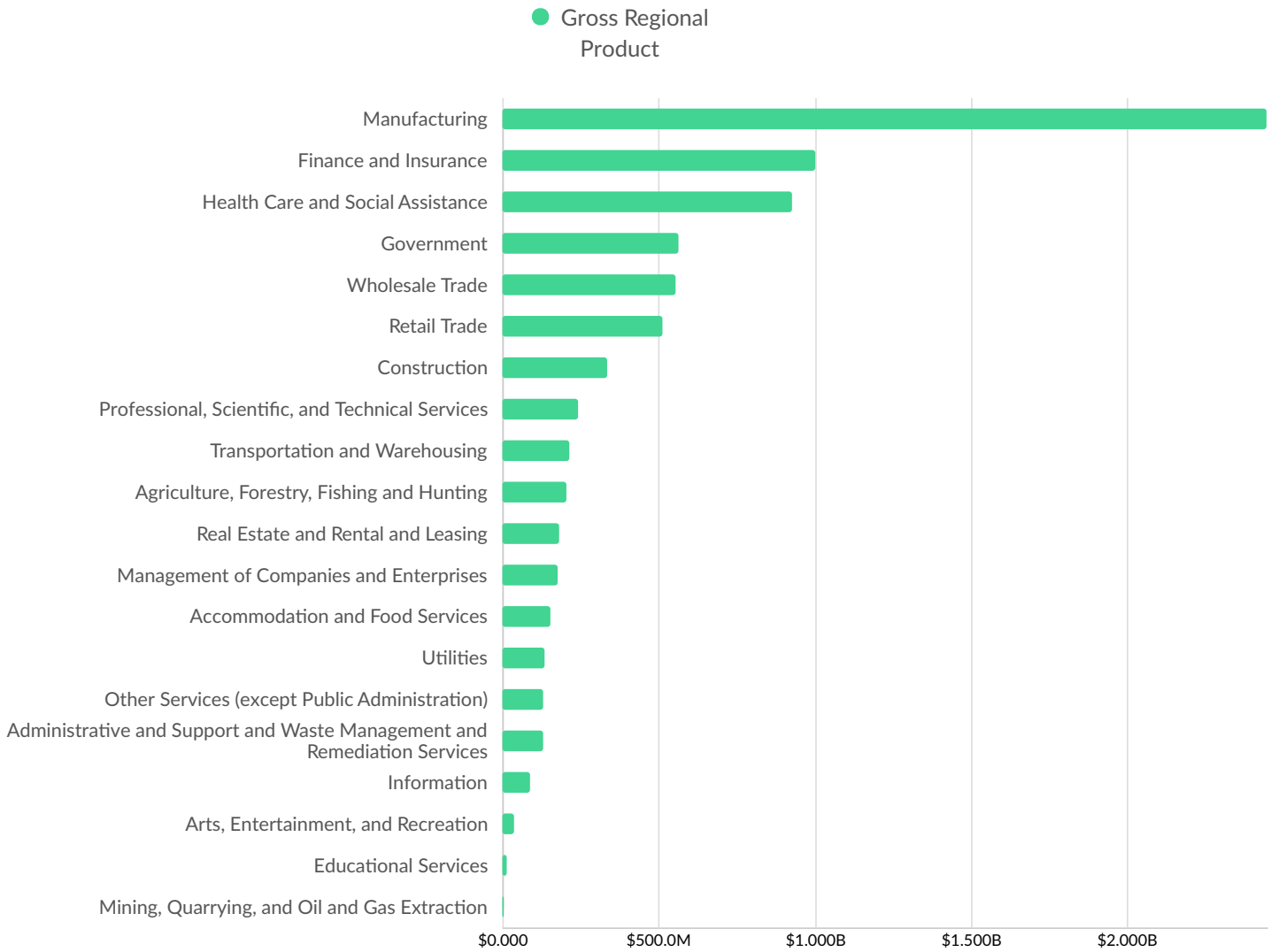
Top Growing Industries



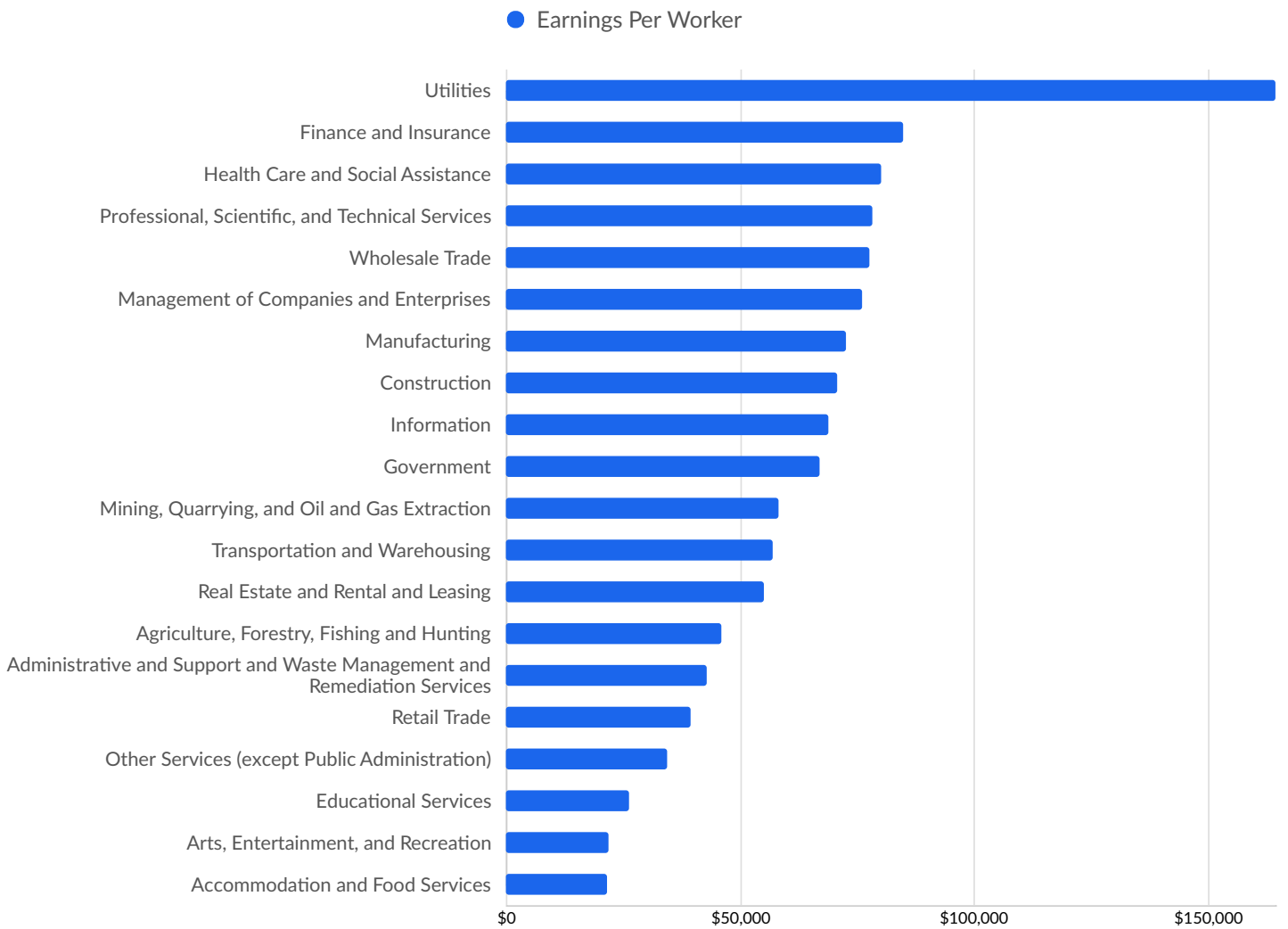
Top Industry Location Quotient



Top Industry GRP






















Top Industry Earnings



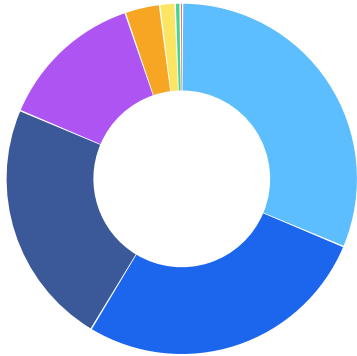
Business Characteristics

10,090 Companies Employ Your Workers

Online profiles for your workers mention 10,090 companies as employers, with the top 10 appearing below. In the last 12 months, 899 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,062 	Aspirus	908 
Marshfield Clinic	663 	Marshfield Clinic	352 
Greenheck	570 	FedEx	329 
Wausau School District	441 	Greenheck Fan Corporation	223 
Liberty Mutual	397 	Beaver Dam Community Hospit...	216 
Northcentral Technical College	390 	Kwik Trip	188 
UnitedHealth Group	314 	LocumTenens.com	152 
Sentry	279 	Apogee Enterprises	144 
Church Mutual Insurance Comp...	207 	Festival Foods	143 
University Of Wisconsin - Steve...	206 	ABR Employment Services	127 

Business Size

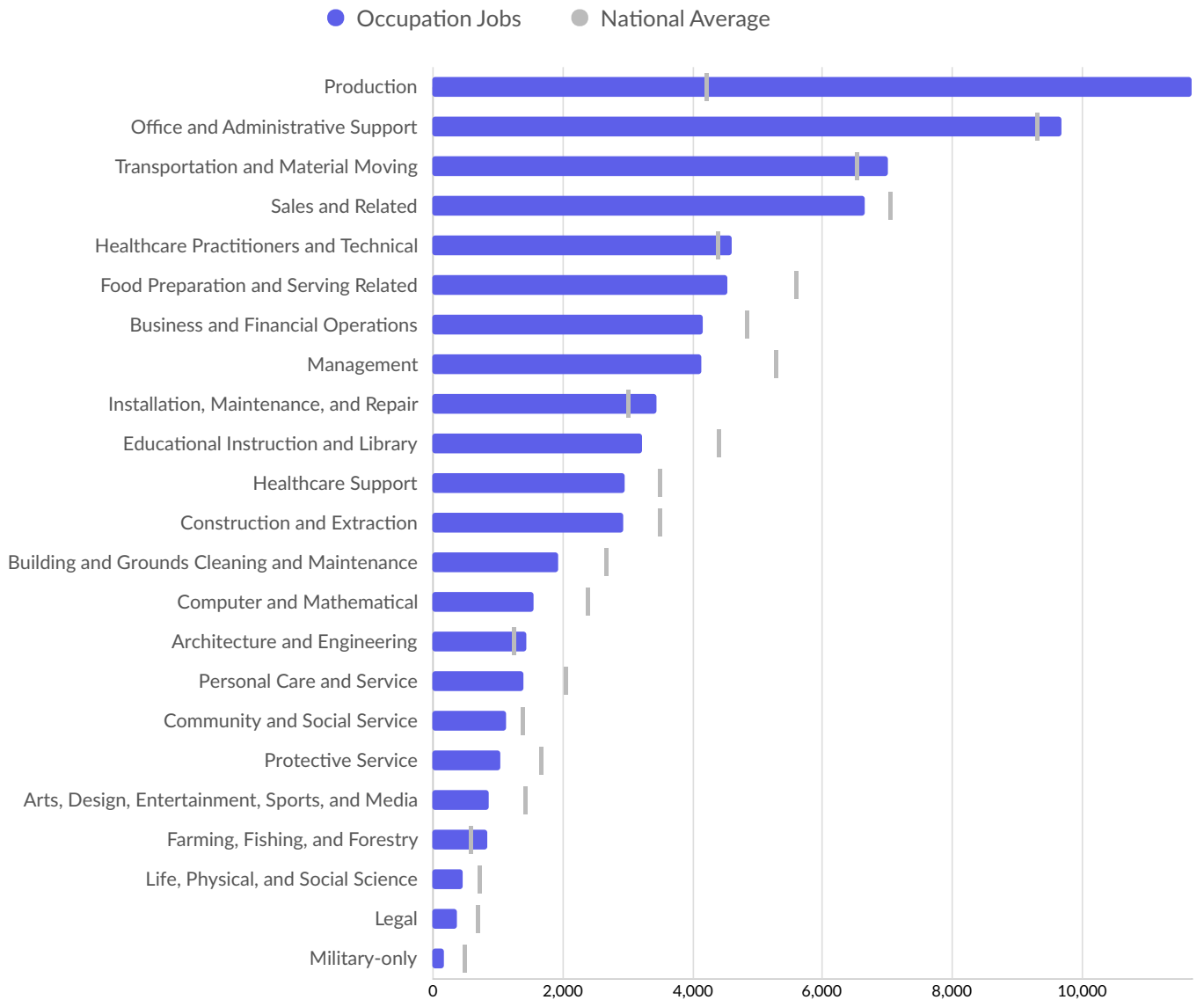


	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

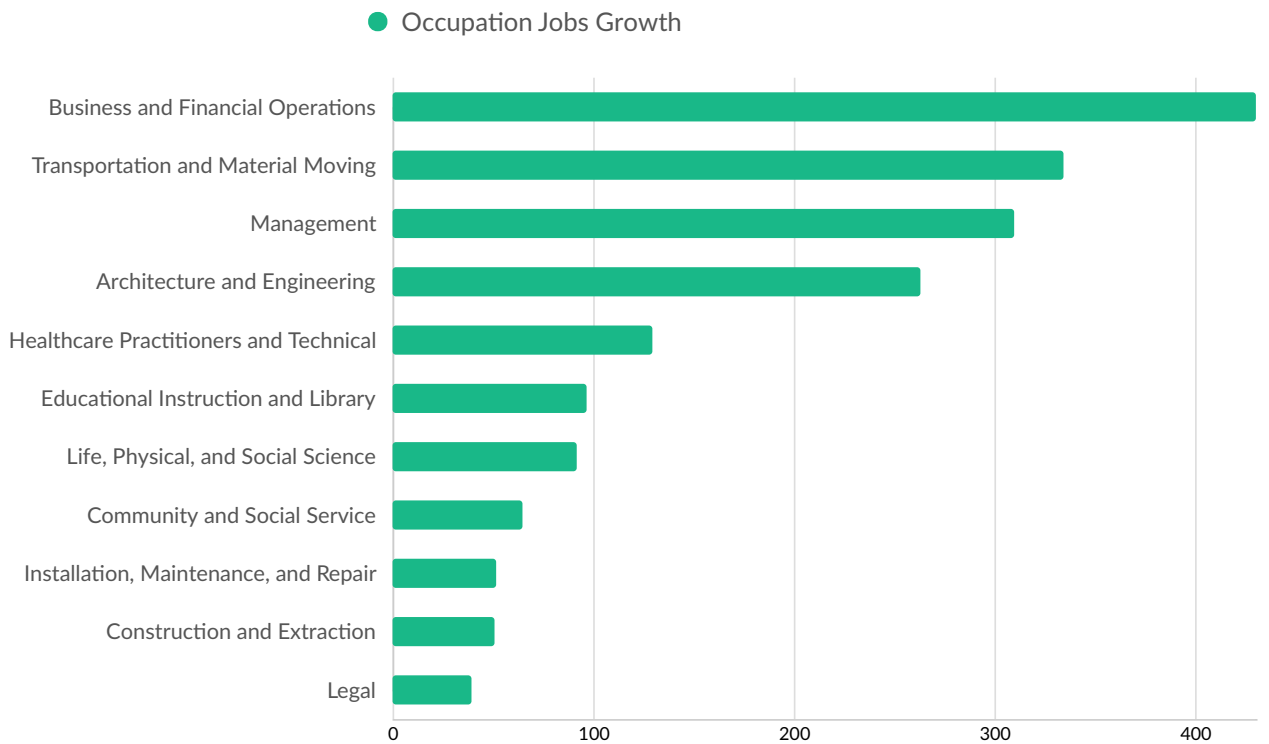
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

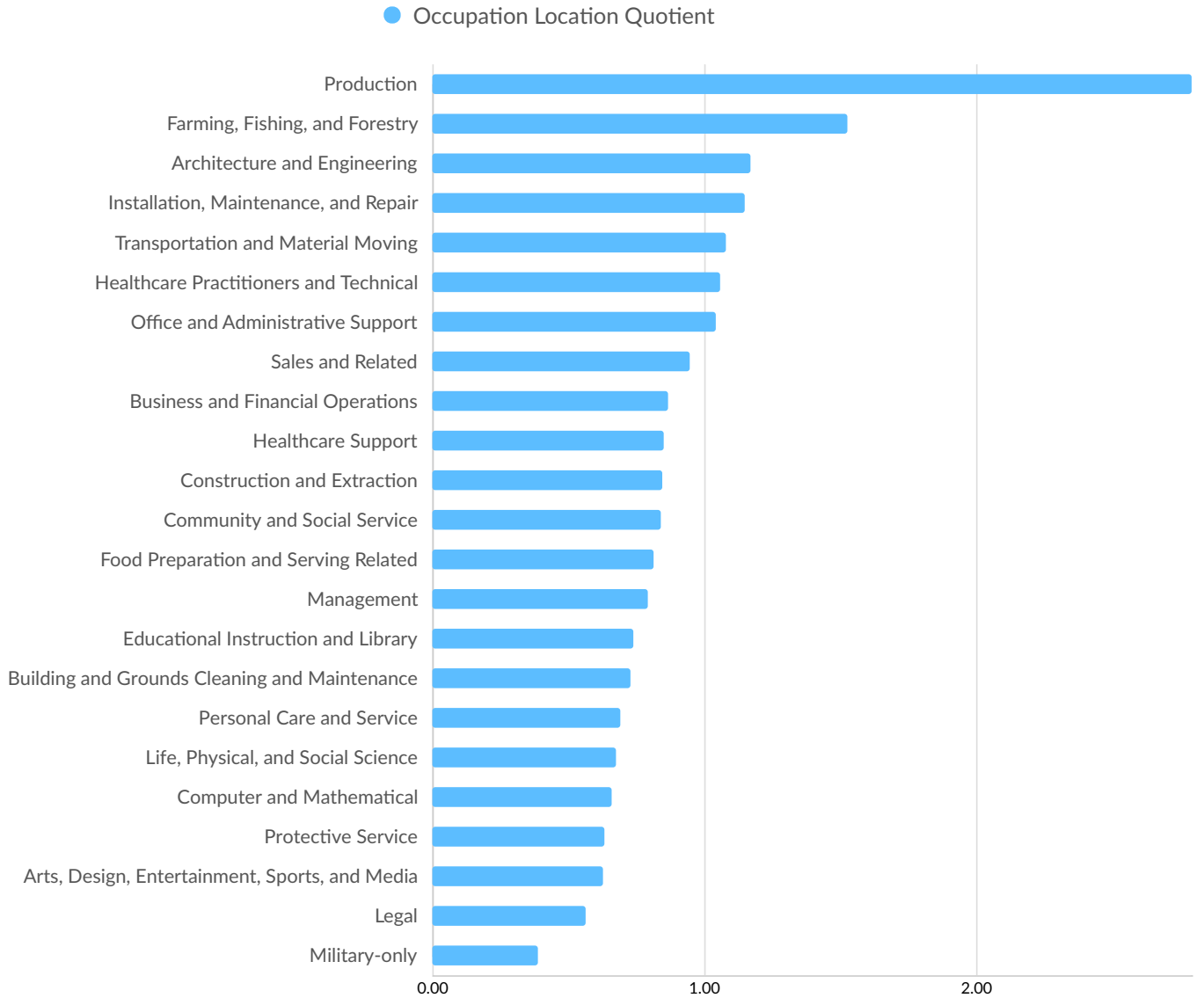
Largest Occupations



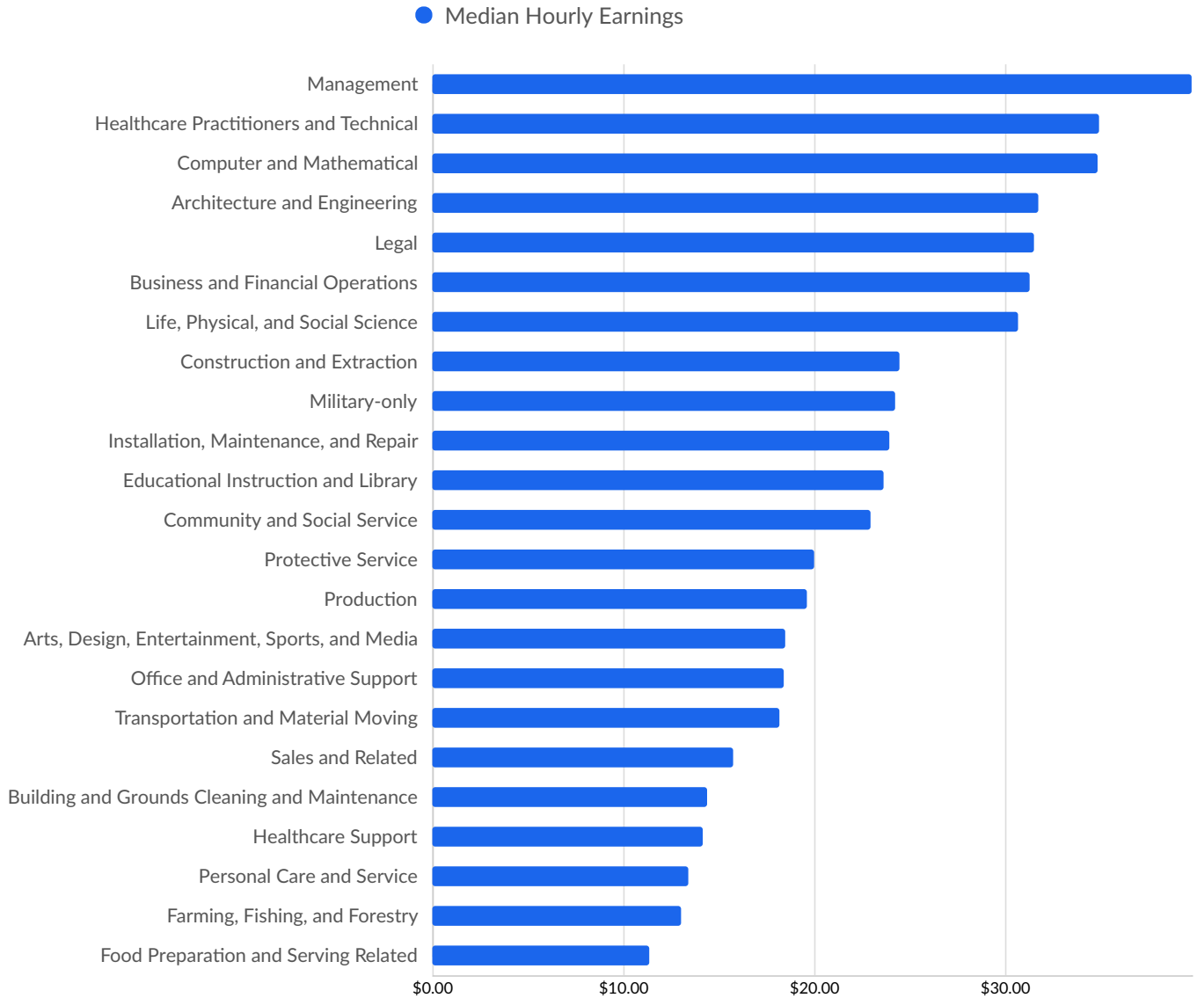
Top Growing Occupations



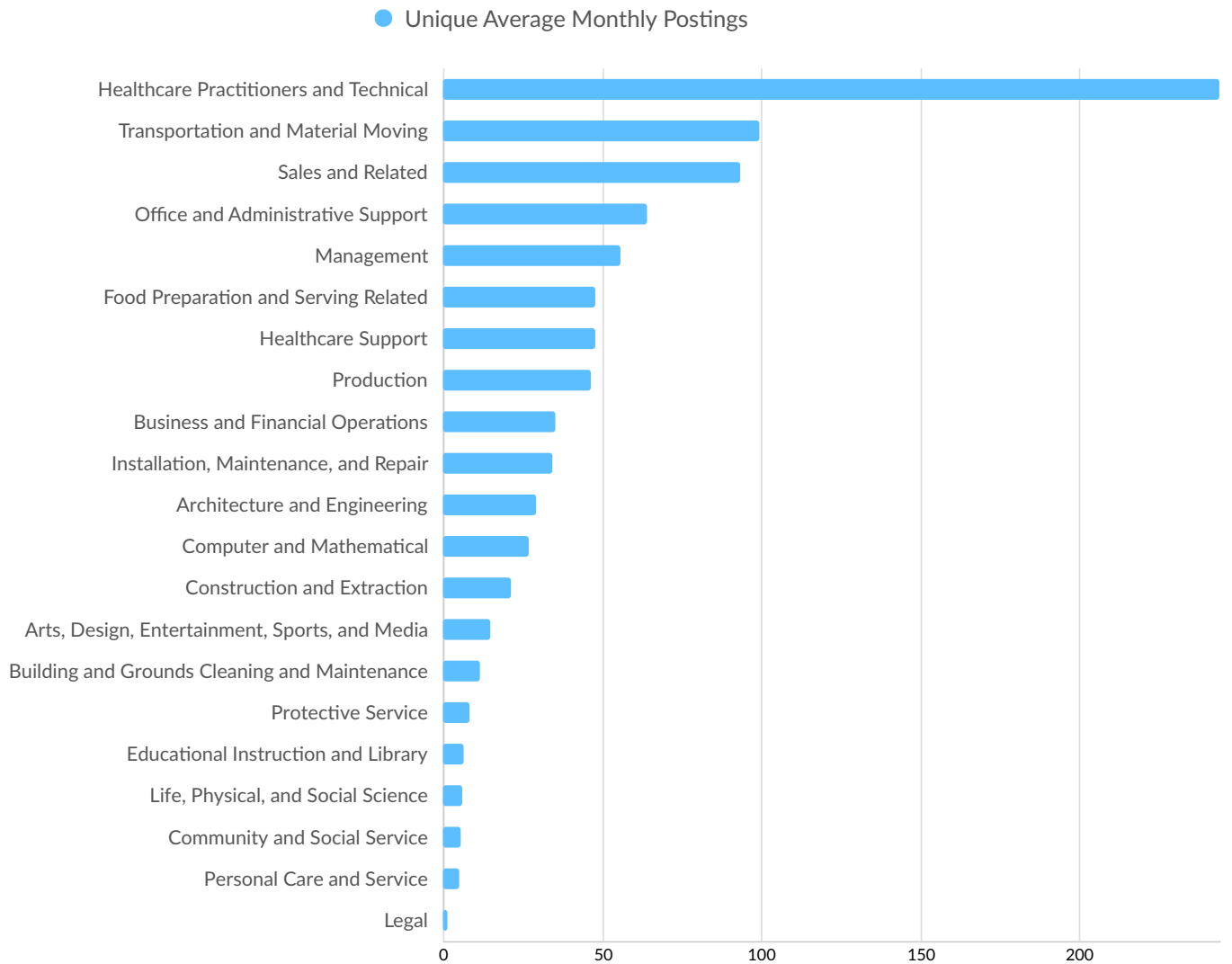
Top Occupation Location Quotient



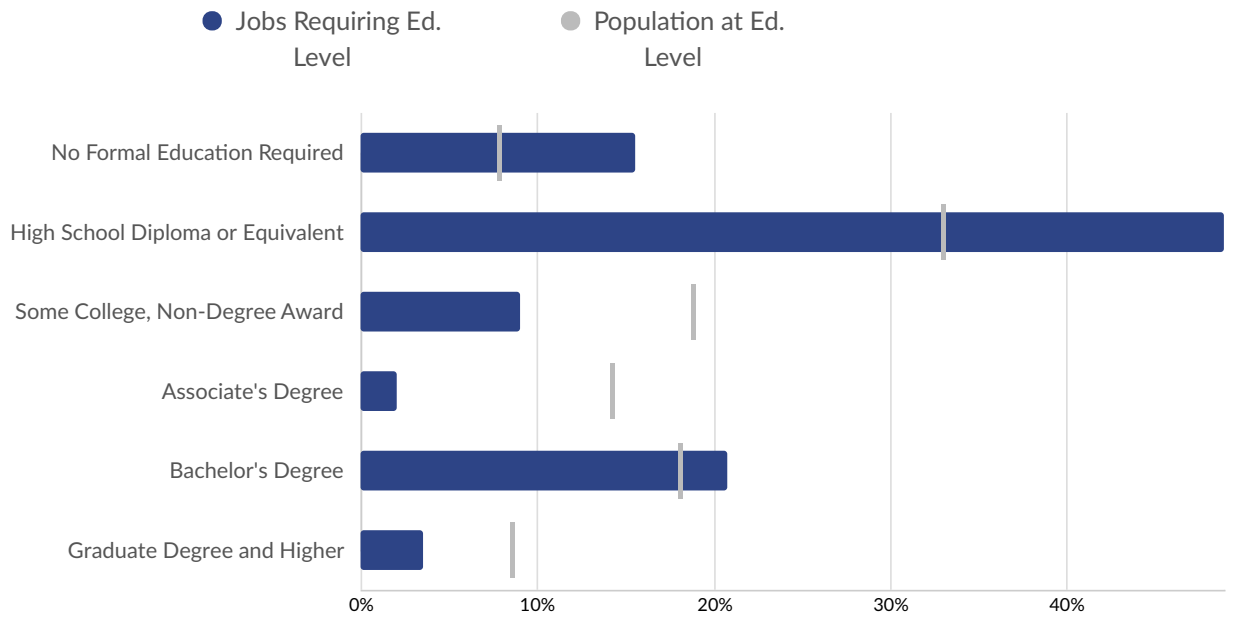
Top Occupation Earnings



Top Posted Occupations

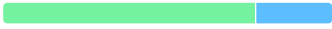





Underemployment



Educational Pipeline

In 2021, there were 2,470 graduates in Marathon County, WI. This pipeline has grown by 5% 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 (2021)	Graduate Trend (2017 - 2021)
Northcentral Technical College	2,435 	
State College of Beauty Culture Inc	35 	

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

In-Demand Skills

