



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

137,648

Population (2021)

Population **grew by 2,516** over the last 5 years and is projected to **grow by 206** over the next 5 years.

74,485

Total Regional Employment

Jobs **decreased by 921** over the last 5 years but are projected to **grow by 1,657** over the next 5 years.

\$63.0K

Median Household Income (2020)

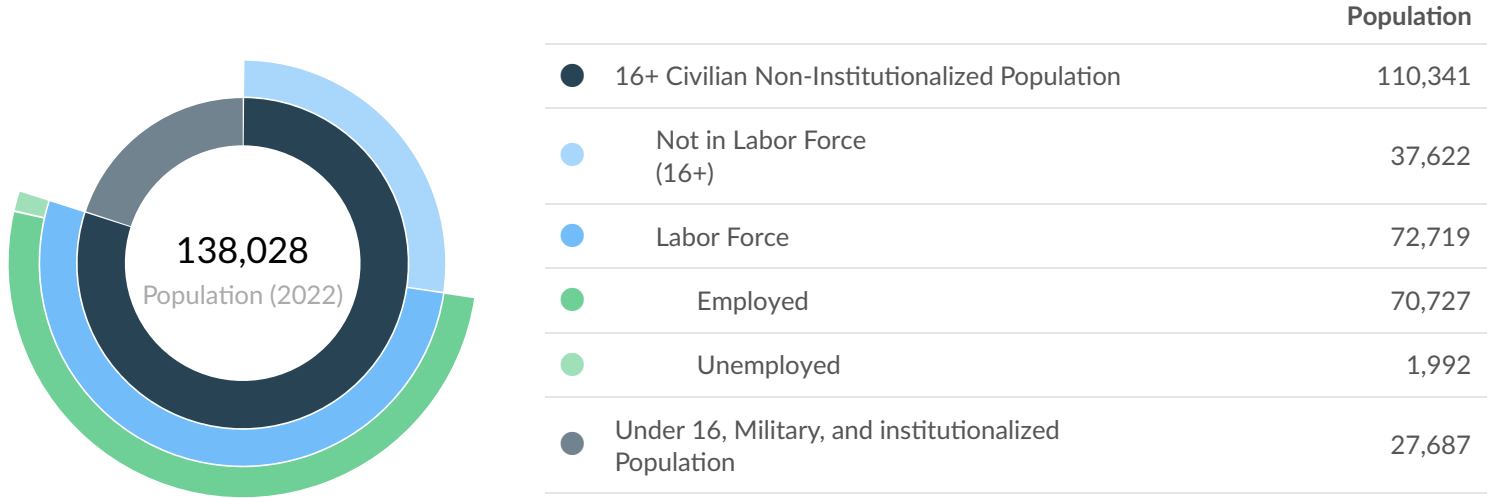
Median household income is **\$2.0K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 1.9%** since 2016, growing by 2,516. Population is expected to **increase by 0.1%** between 2021 and 2026, adding 206.
- From 2016 to 2021, jobs **declined by 1.2%** in Marathon County, WI from 75,406 to **74,485**. This change **fell short of the national growth rate of 1.9% by 3.1%**. 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, **18.5% of Marathon County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **13.9% hold an Associate's Degree** (5.2% 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.

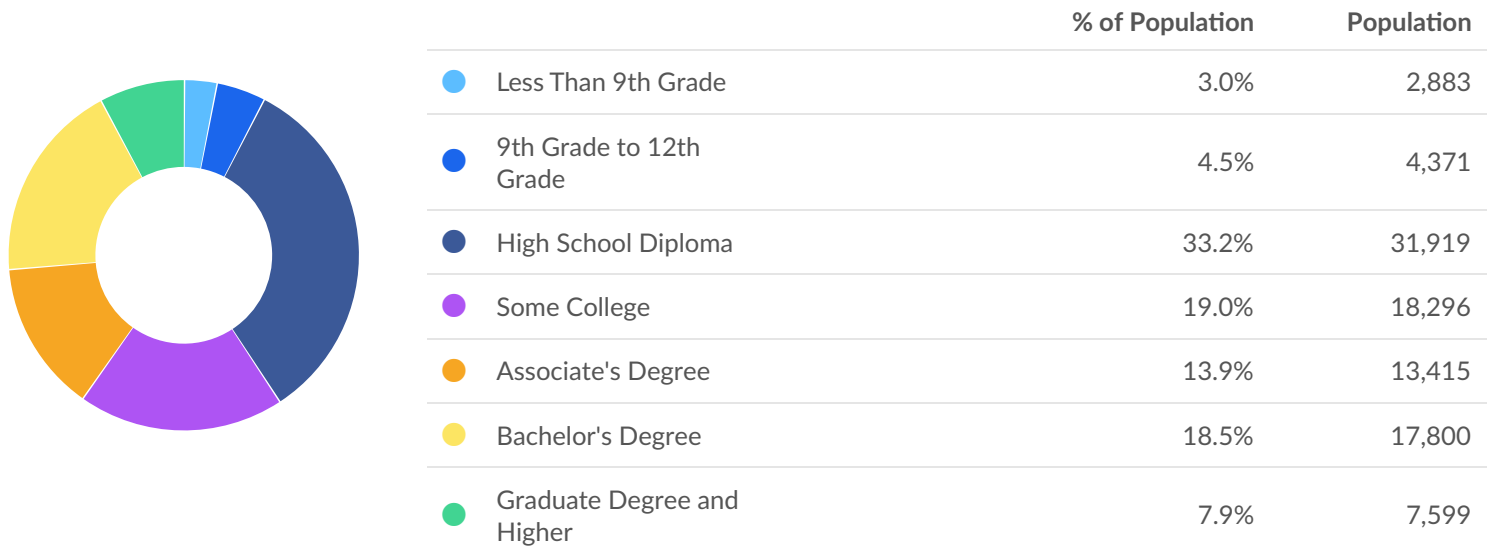
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	138,028	72,719	74,485	99.5	\$8.64B	\$10.60B	\$10.84B
NCWRPC	450,505	220,488	212,729	99.7	\$23.59B	\$31.12B	\$29.22B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

Sep 2022 Labor Force Breakdown



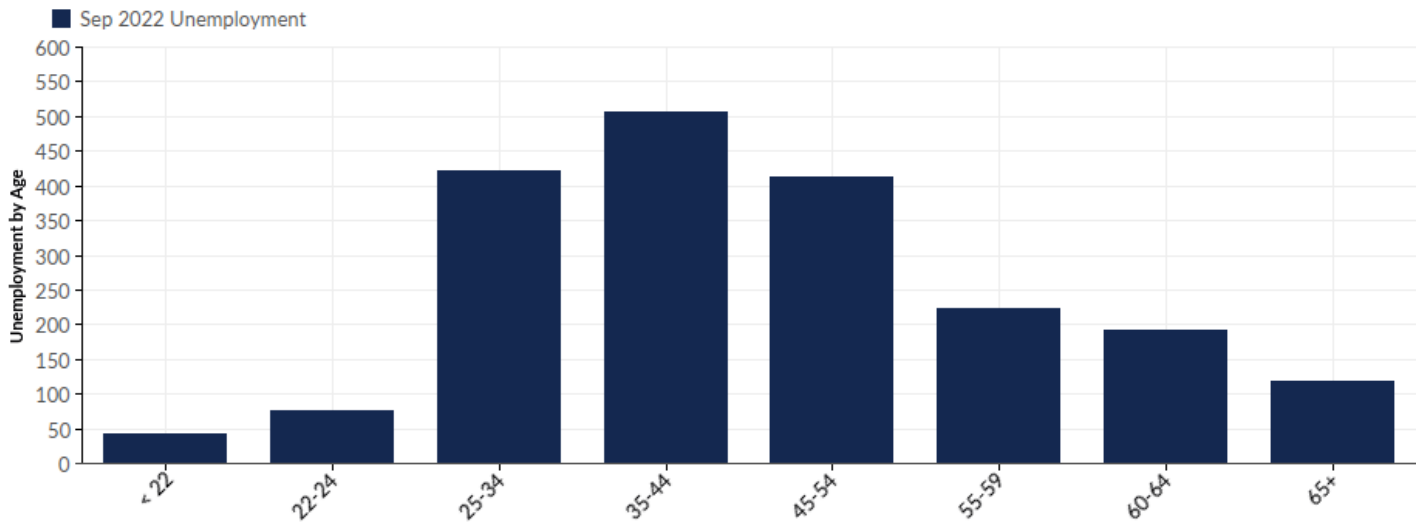
Educational Attainment

Concerning educational attainment, **18.5% of Marathon County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **13.9% hold an Associate's Degree** (5.2% above the national average).



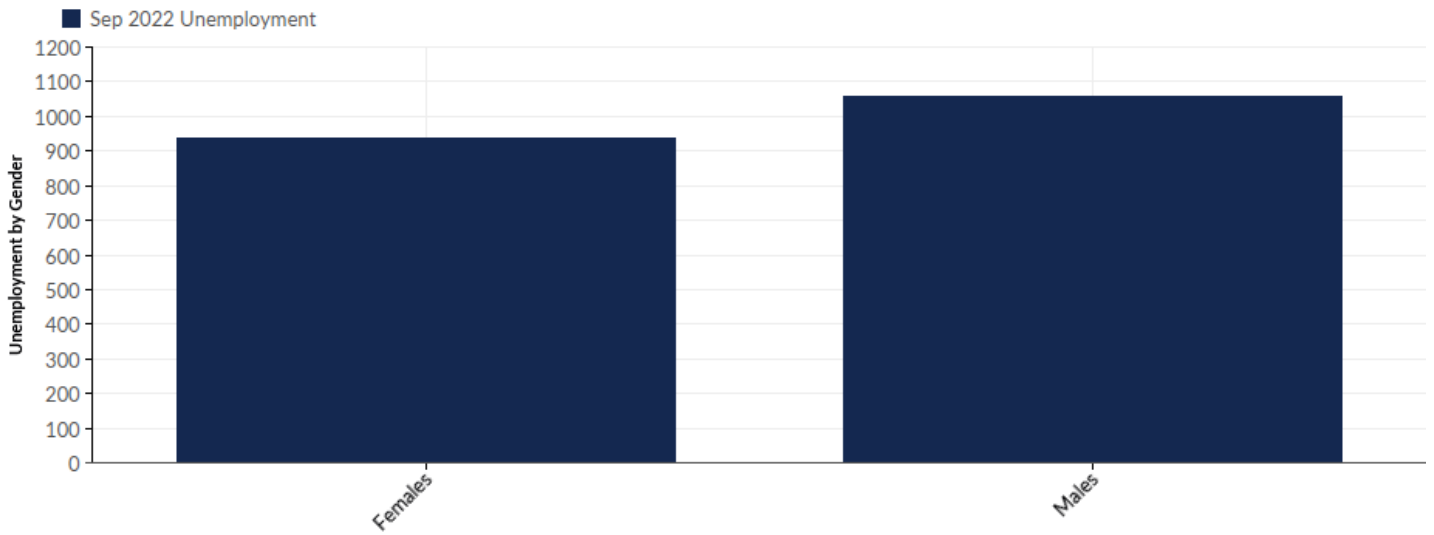
Unemployment by Demographics

Unemployment by Age



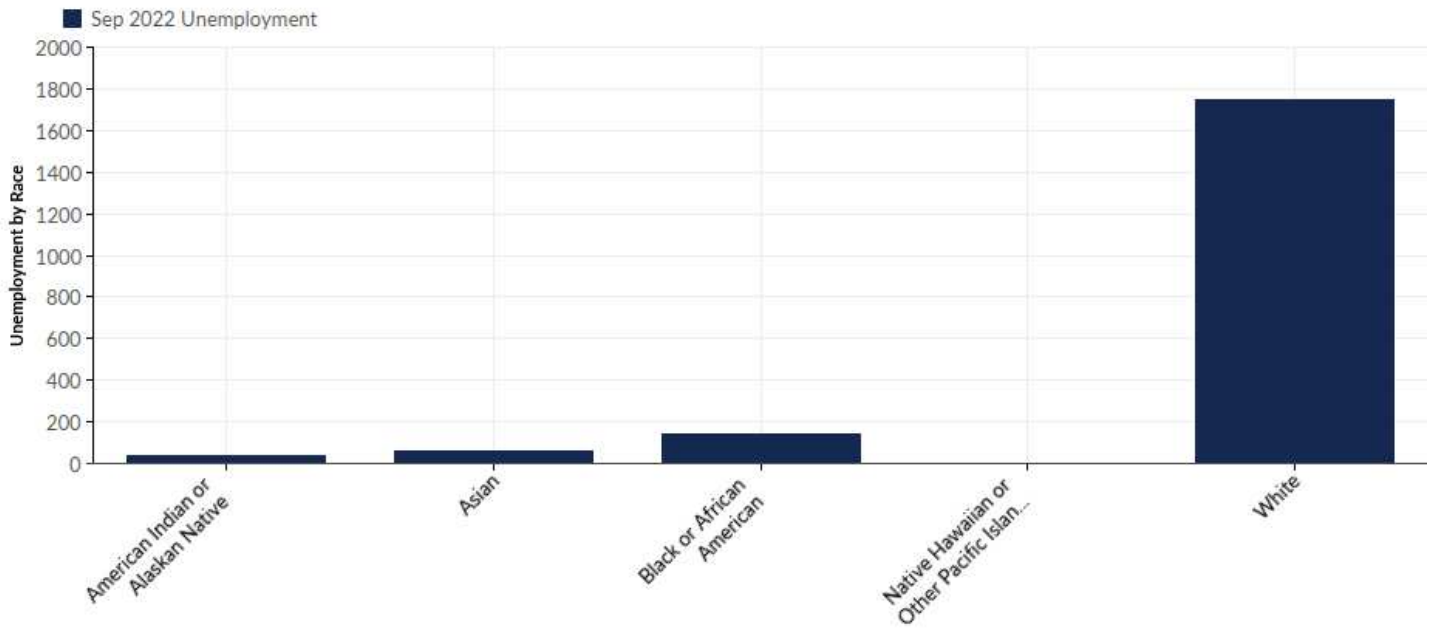
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	42	2.11%
22-24	76	3.82%
25-34	422	21.18%
35-44	507	25.45%
45-54	412	20.68%
55-59	223	11.19%
60-64	193	9.69%
65+	118	5.92%
Total	1,992	100.00%

Unemployment by Gender



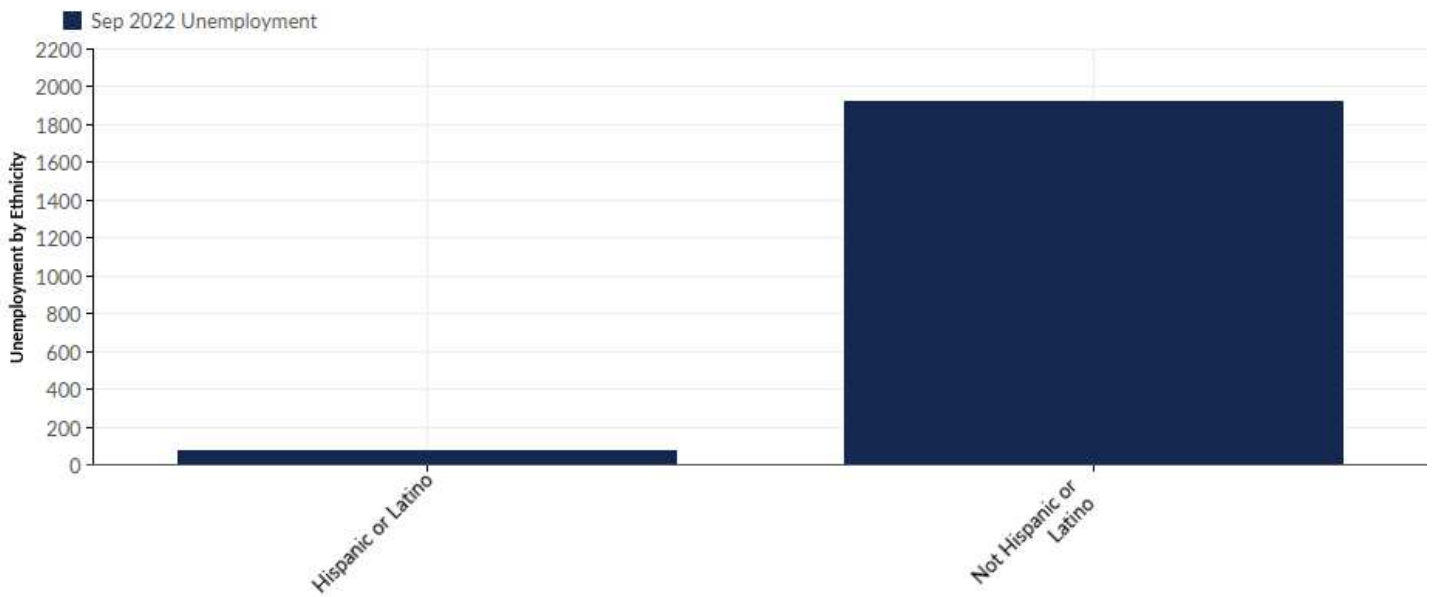
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	935	46.94%
Males	1,057	53.06%
Total	1,992	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	36	1.81%
Asian	60	3.01%
Black or African American	144	7.23%
Native Hawaiian or Other Pacific Islander	3	0.15%
White	1,749	87.80%
Total	1,992	100.00%

Unemployment by Ethnicity

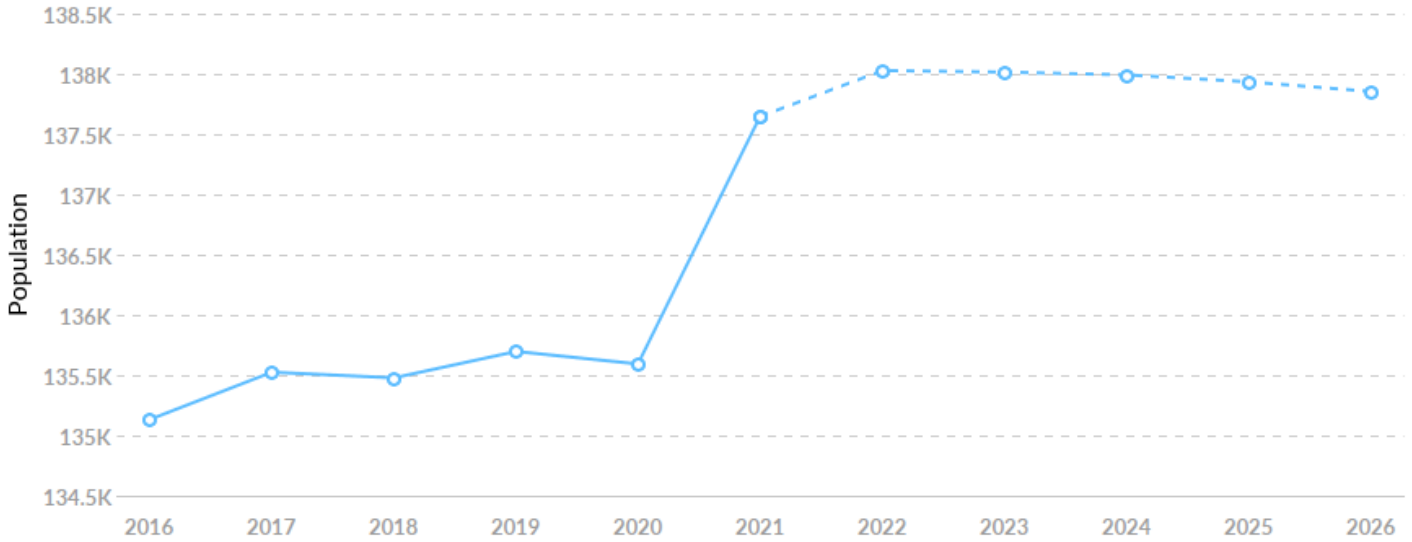


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	70	3.51%
Not Hispanic or Latino	1,922	96.49%
Total	1,992	100.00%

Historic & Projected Trends

Population Trends

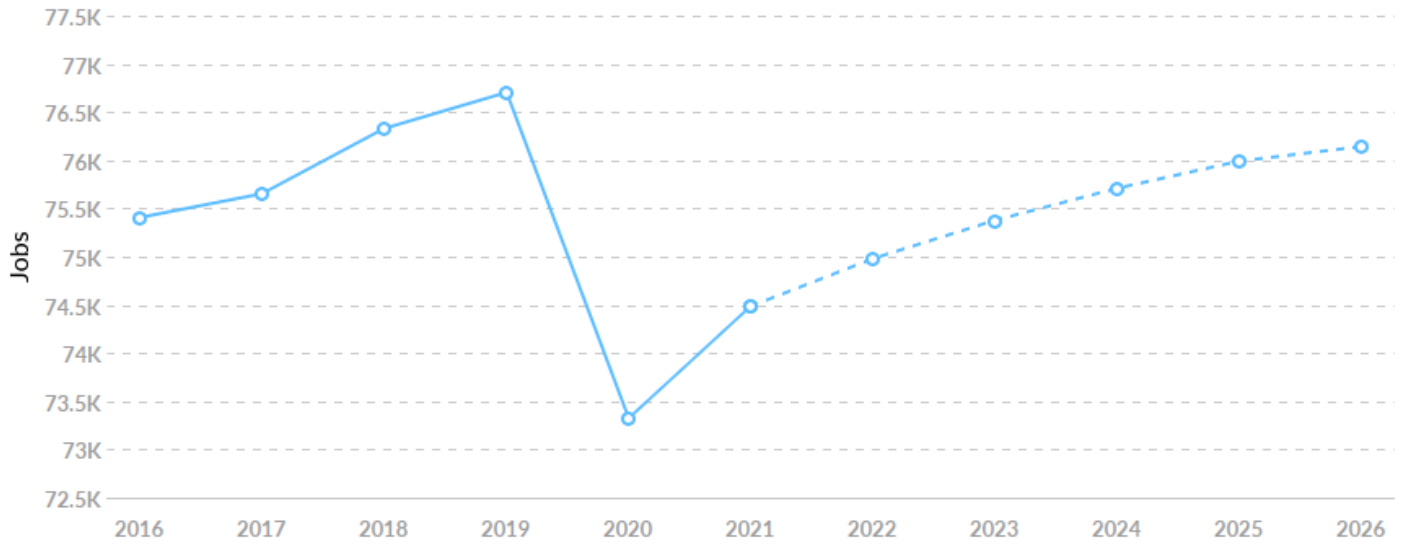
As of 2021 the region's population increased by 1.9% since 2016, growing by 2,516. Population is expected to increase by 0.1% between 2021 and 2026, adding 206.



Timeframe	Population
2016	135,132
2017	135,525
2018	135,478
2019	135,697
2020	135,593
2021	137,648
2022	138,028
2023	138,015
2024	137,992
2025	137,934
2026	137,854

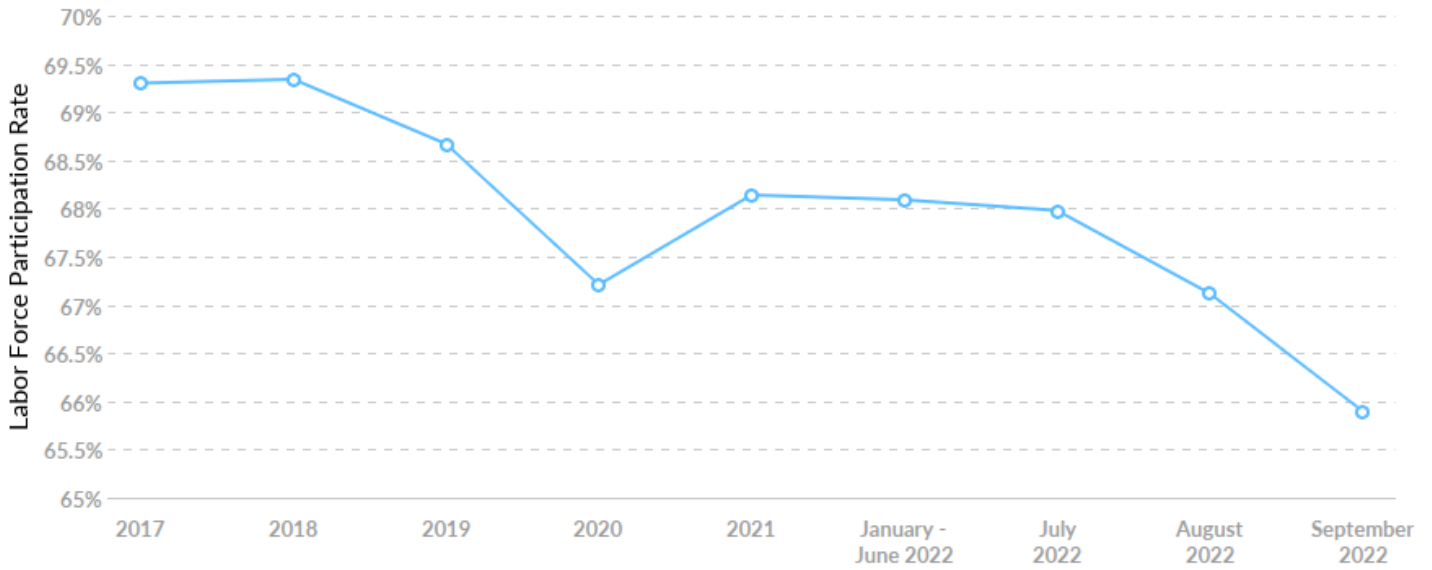
Job Trends

From 2016 to 2021, jobs **declined by 1.2%** in Marathon County, WI from 75,406 to **74,485**. This change **fell short of the national growth rate of 1.9% by 3.1%**.



Timeframe	Jobs
2016	75,406
2017	75,653
2018	76,329
2019	76,703
2020	73,321
2021	74,485
2022	74,979
2023	75,377
2024	75,709
2025	75,991
2026	76,142

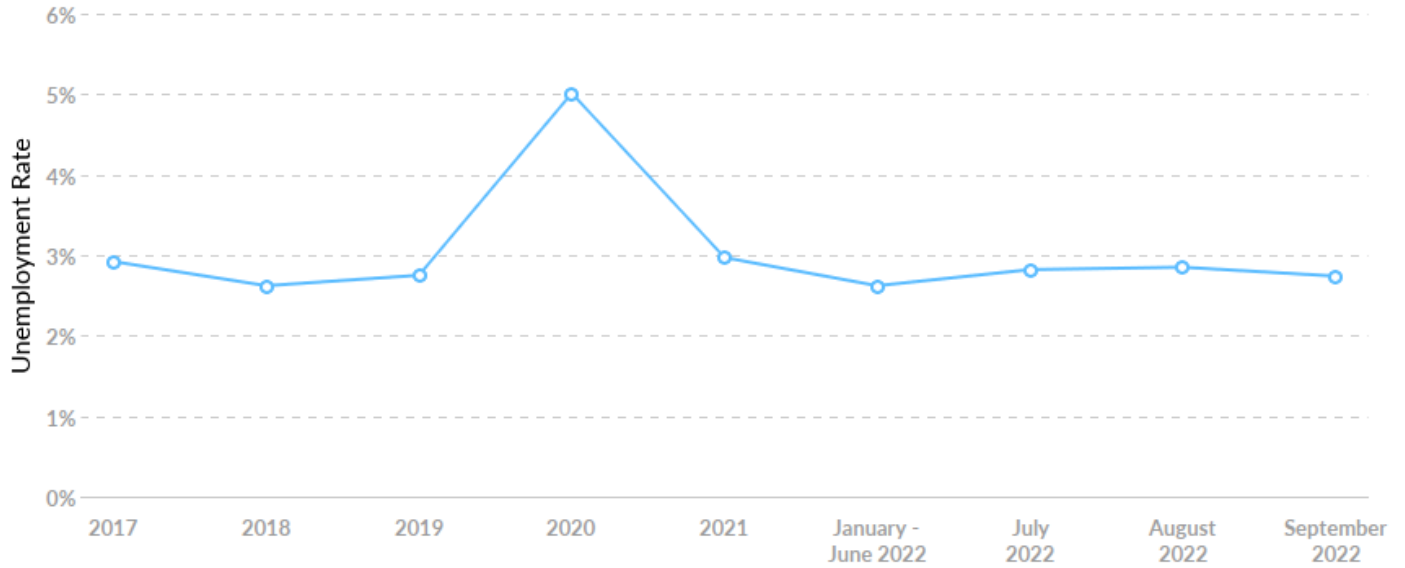
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.30%
2018	69.34%
2019	68.67%
2020	67.21%
2021	68.14%
January - June 2022	68.09%
July 2022	67.98%
August 2022	67.12%
September 2022	65.90%

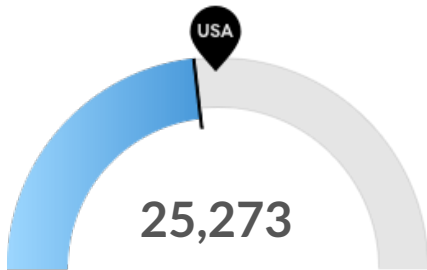
Unemployment Rate Trends

Marathon County, WI had a September 2022 unemployment rate of 2.74%, **decreasing from 2.92%** 5 years before.



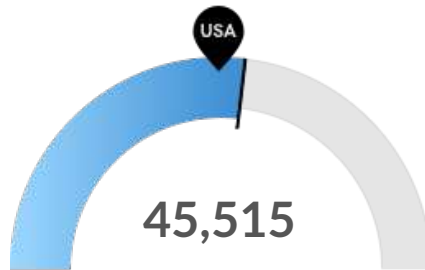
Timeframe	Unemployment Rate
2017	2.92%
2018	2.62%
2019	2.75%
2020	5.01%
2021	2.97%
January - June 2022	2.62%
July 2022	2.82%
August 2022	2.85%
September 2022	2.74%

Population Characteristics



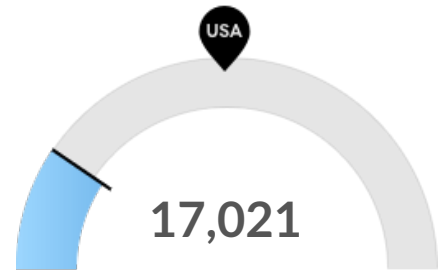
Millennials

Marathon County, WI has 25,273 millennials (ages 25-39). The national average for an area this size is 28,117.



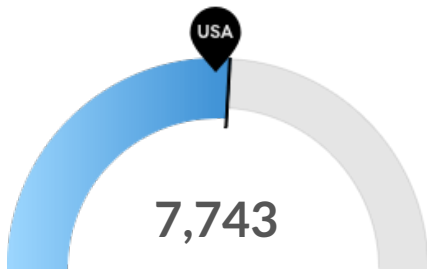
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 40,914 people 55 or older, while there are 45,515 here.



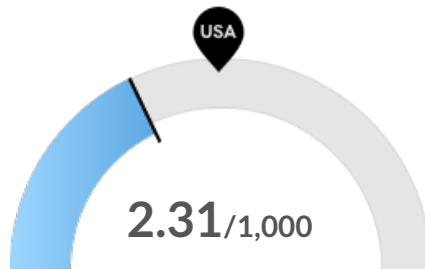
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 56,014 racially diverse people, while there are 17,021 here.



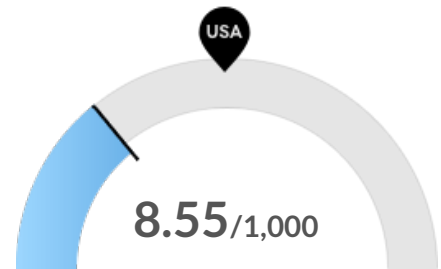
Veterans

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.

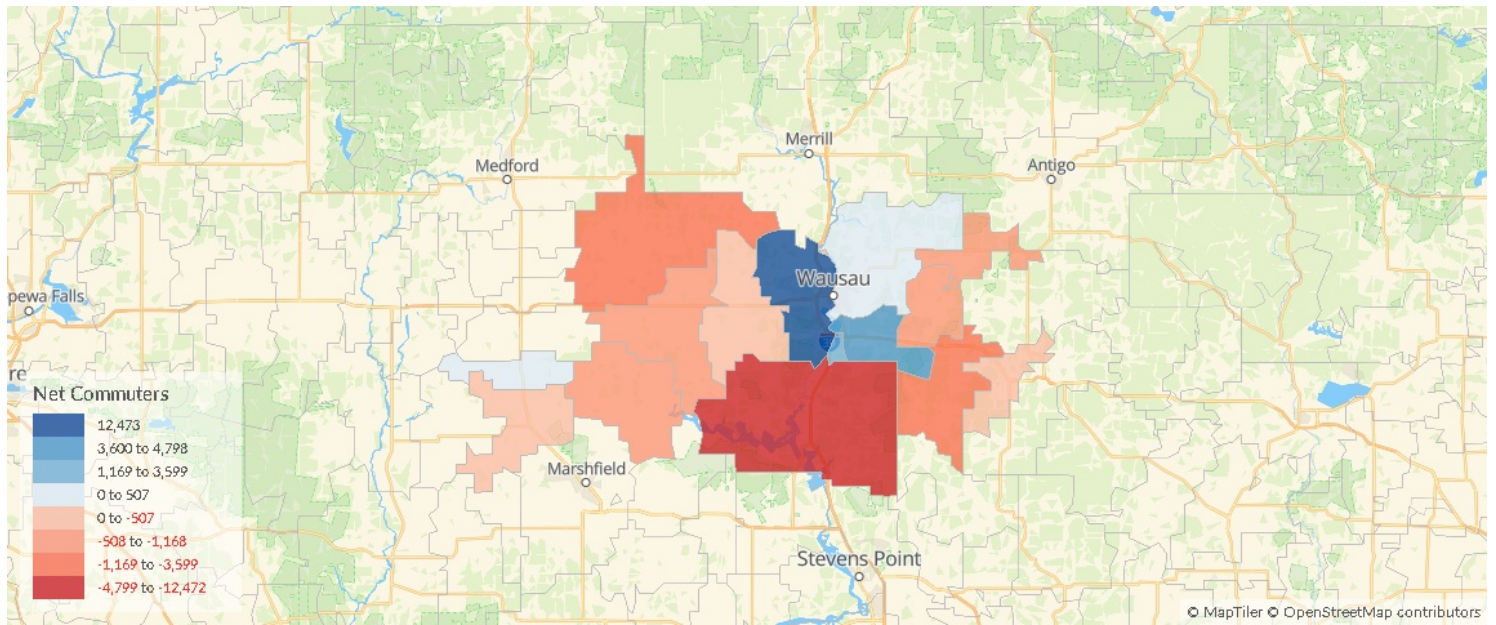


Property Crime

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...	28,753
54476	Schofield, WI (in Marath...	13,968
54403	Wausau, WI (in Maratho...	9,968
54455	Mosinee, WI (in Marath...	6,292
54474	Rothschild, WI (in Marat...	3,687

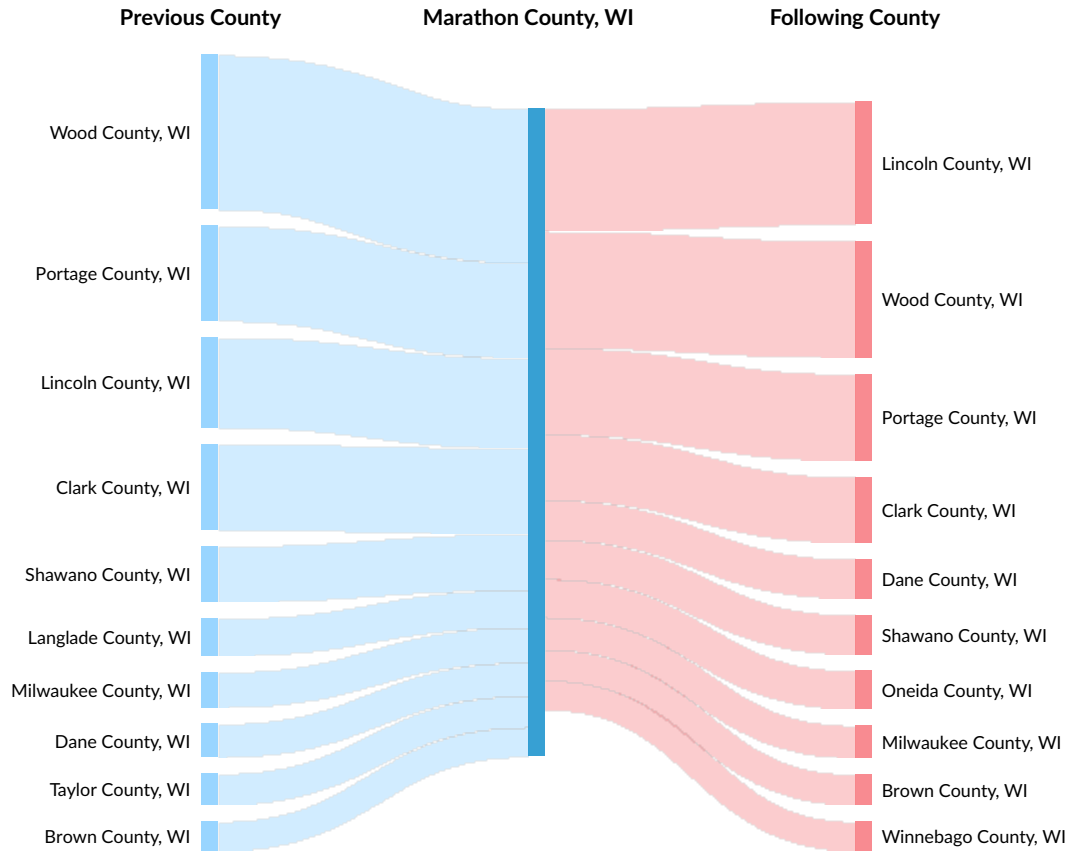
Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Maratho...	16,279
54455	Mosinee, WI (in Marath...	11,091
54476	Schofield, WI (in Marath...	10,367
54403	Wausau, WI (in Maratho...	9,604
54411	Athens, WI (in Maratho...	3,182

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**.

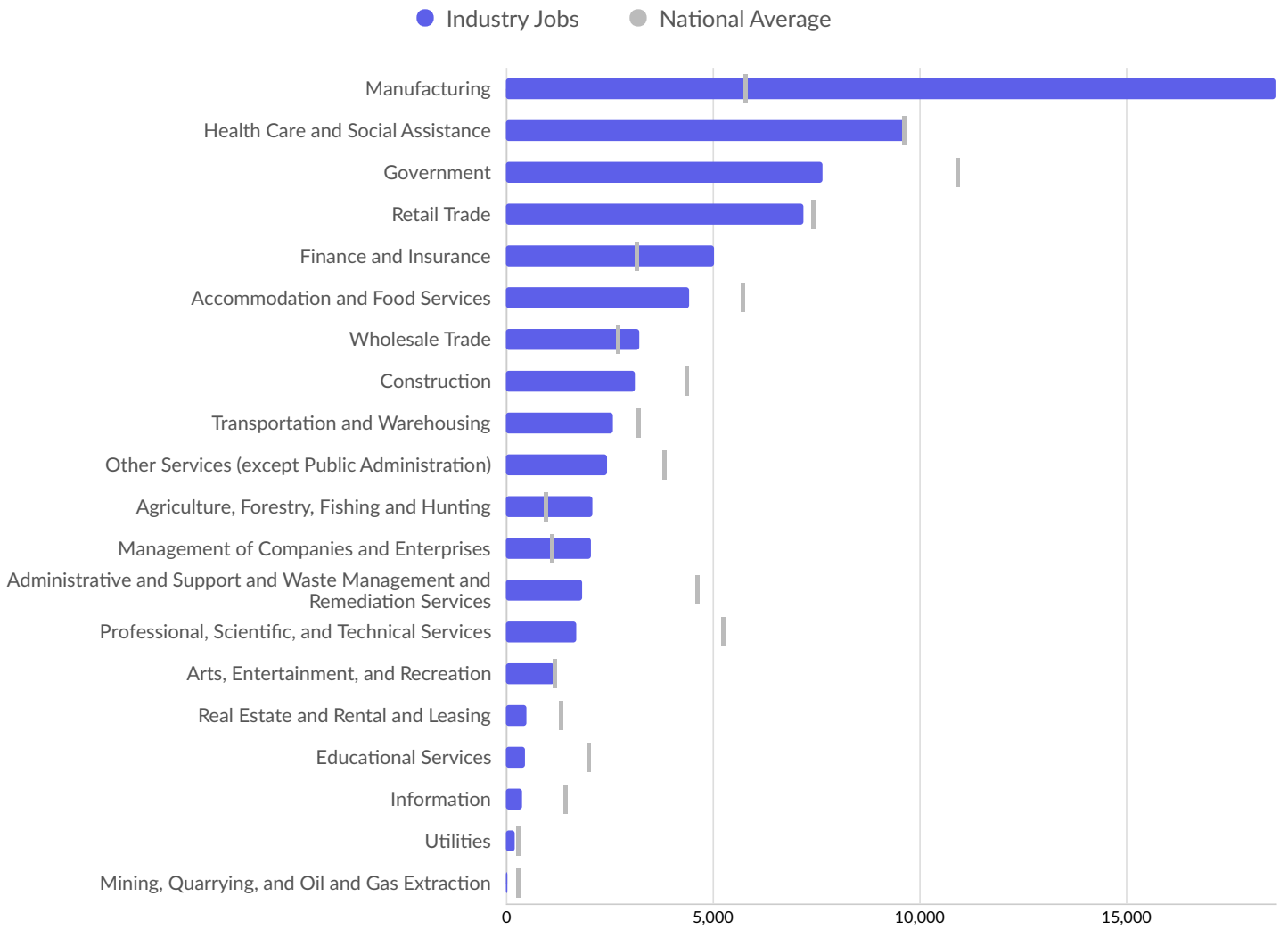


Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125

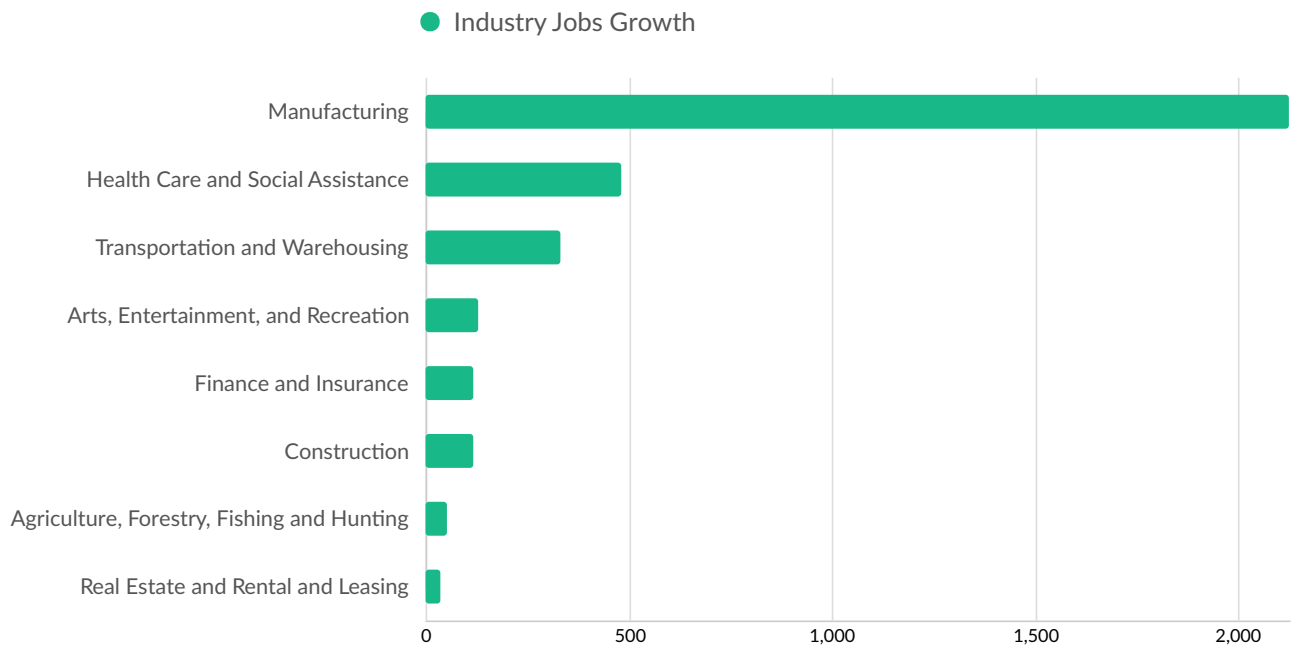
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County, 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

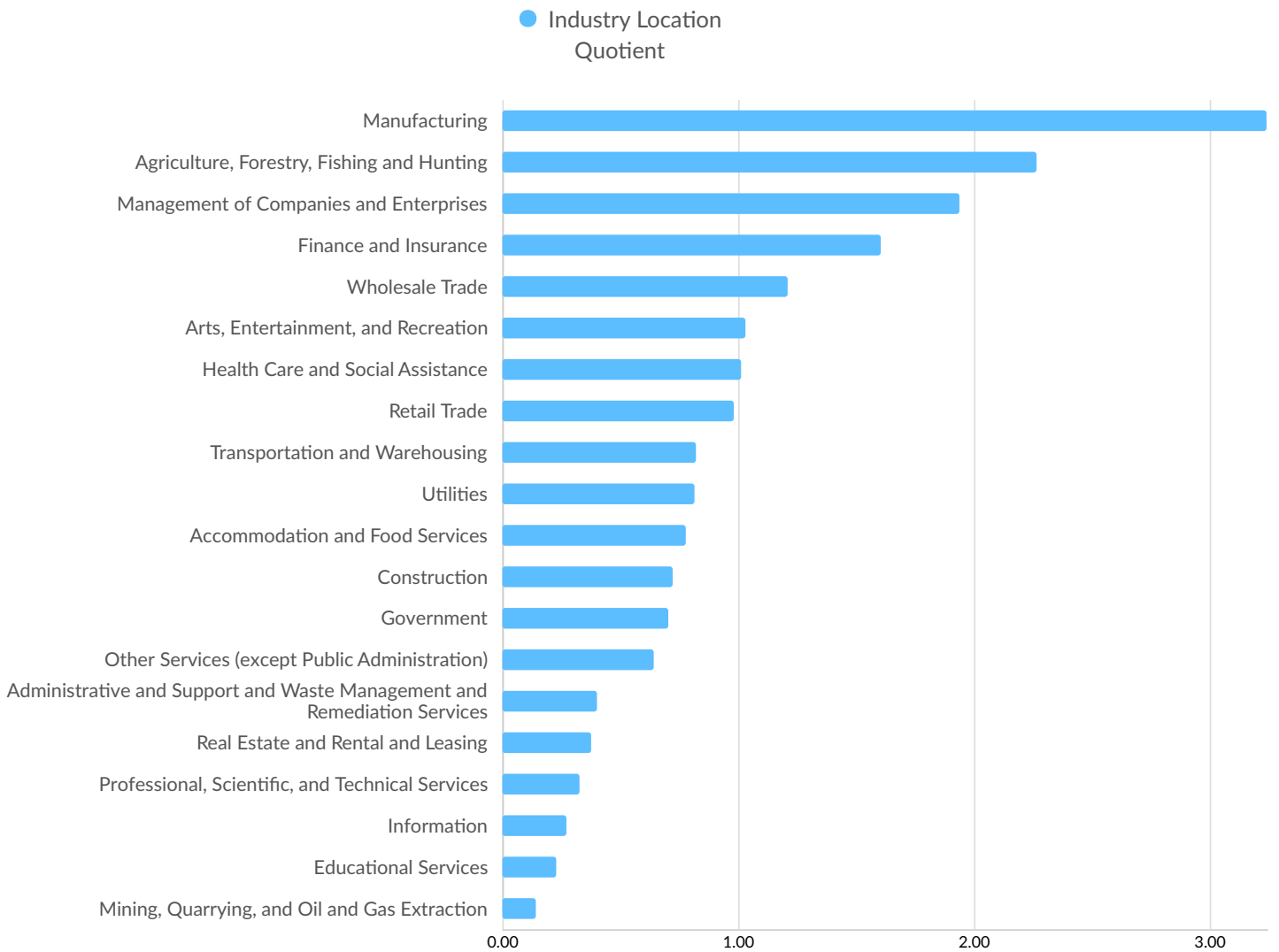
Largest Industries



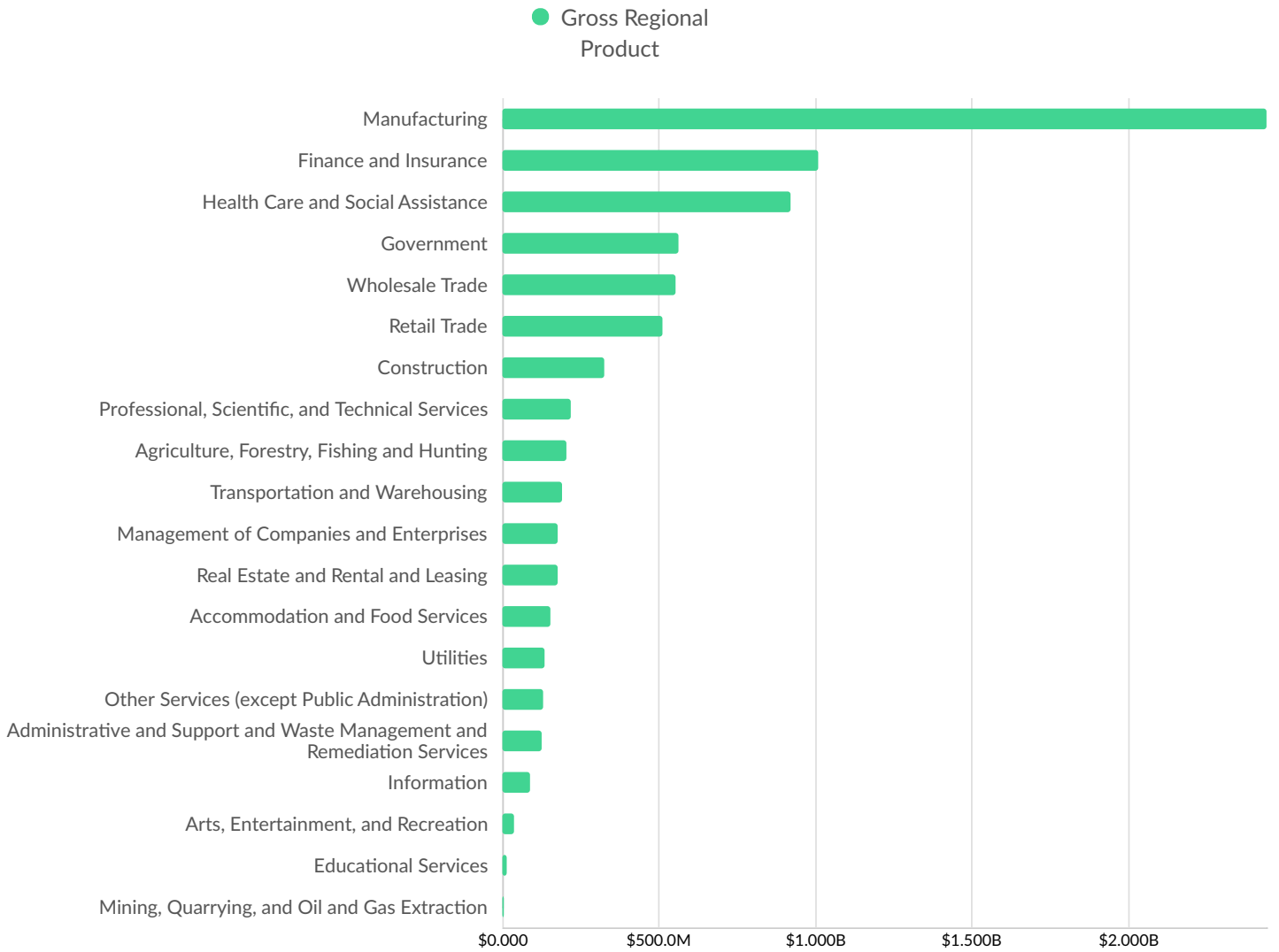
Top Growing Industries



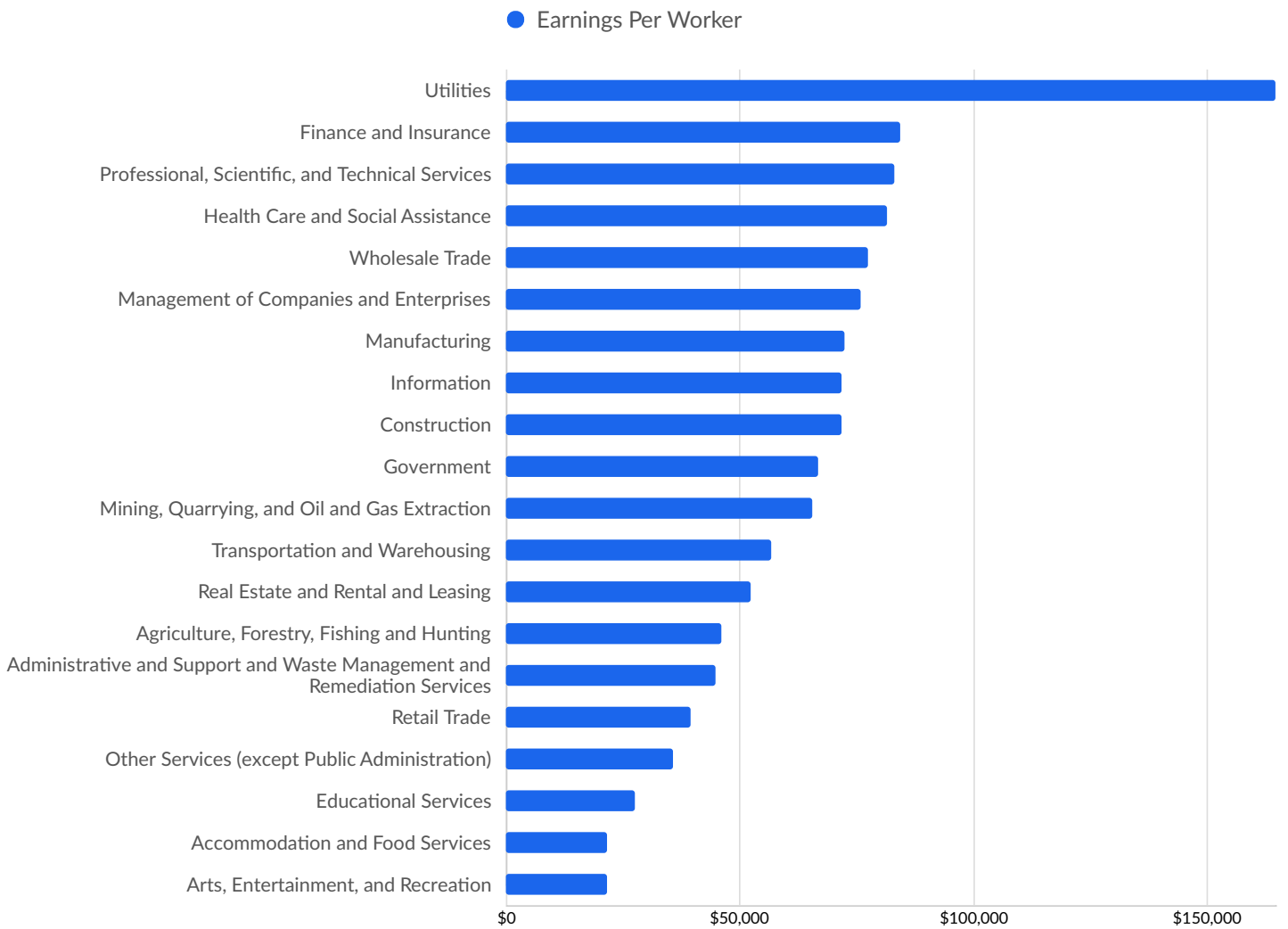
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



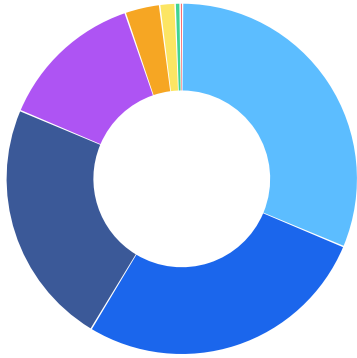
Business Characteristics

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

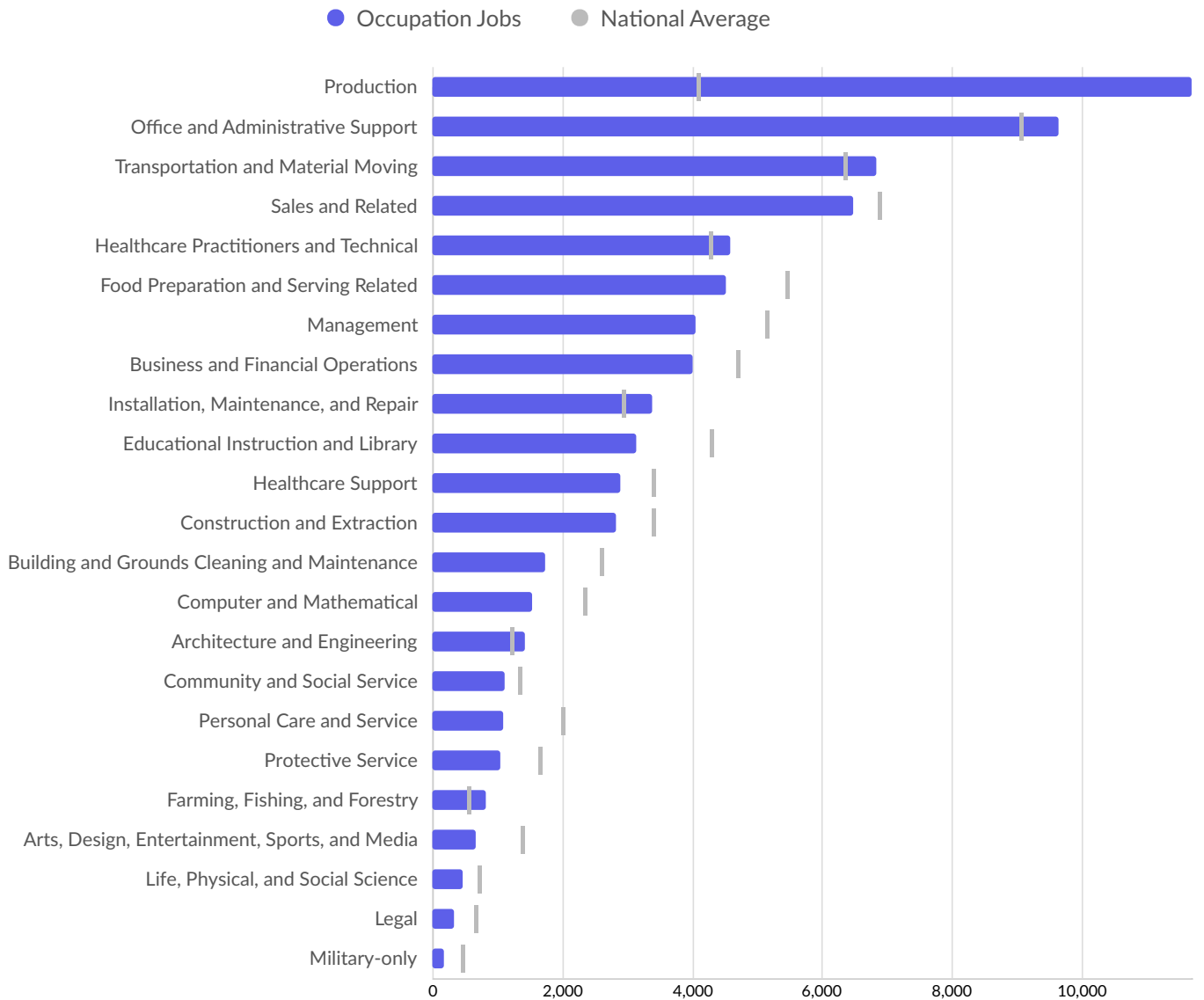


	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

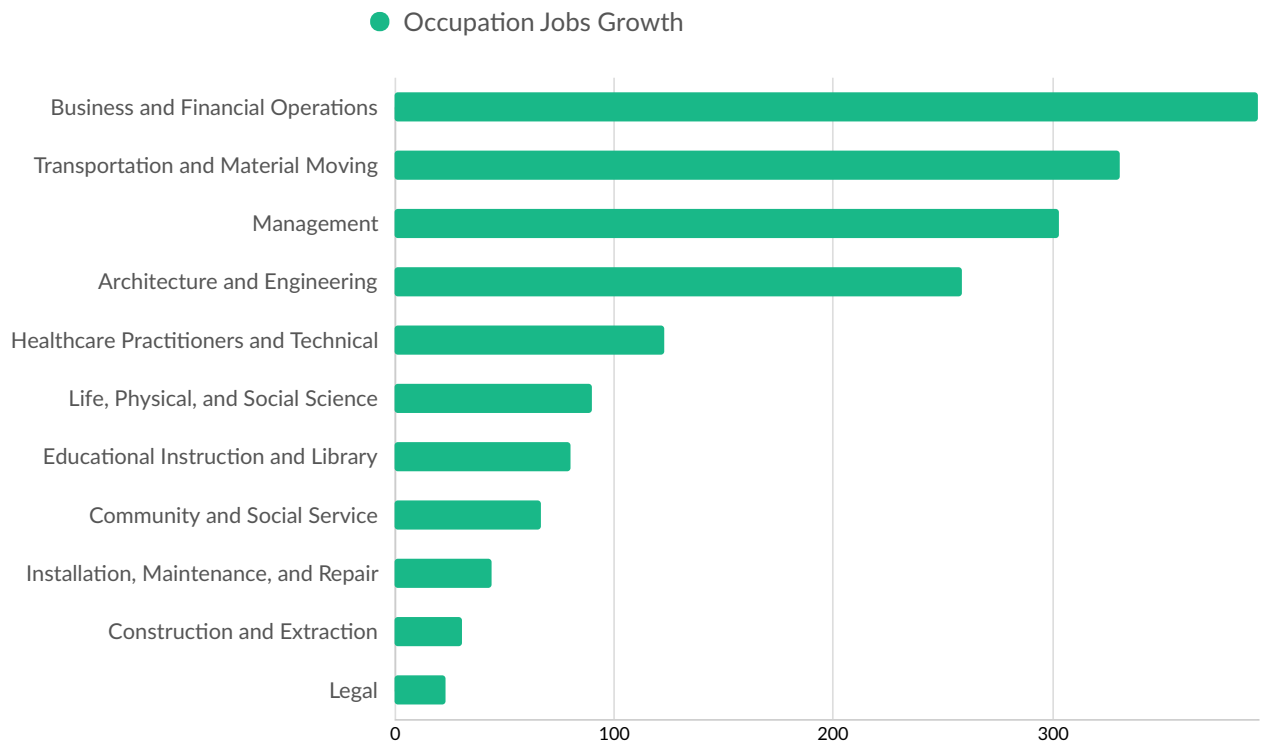
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

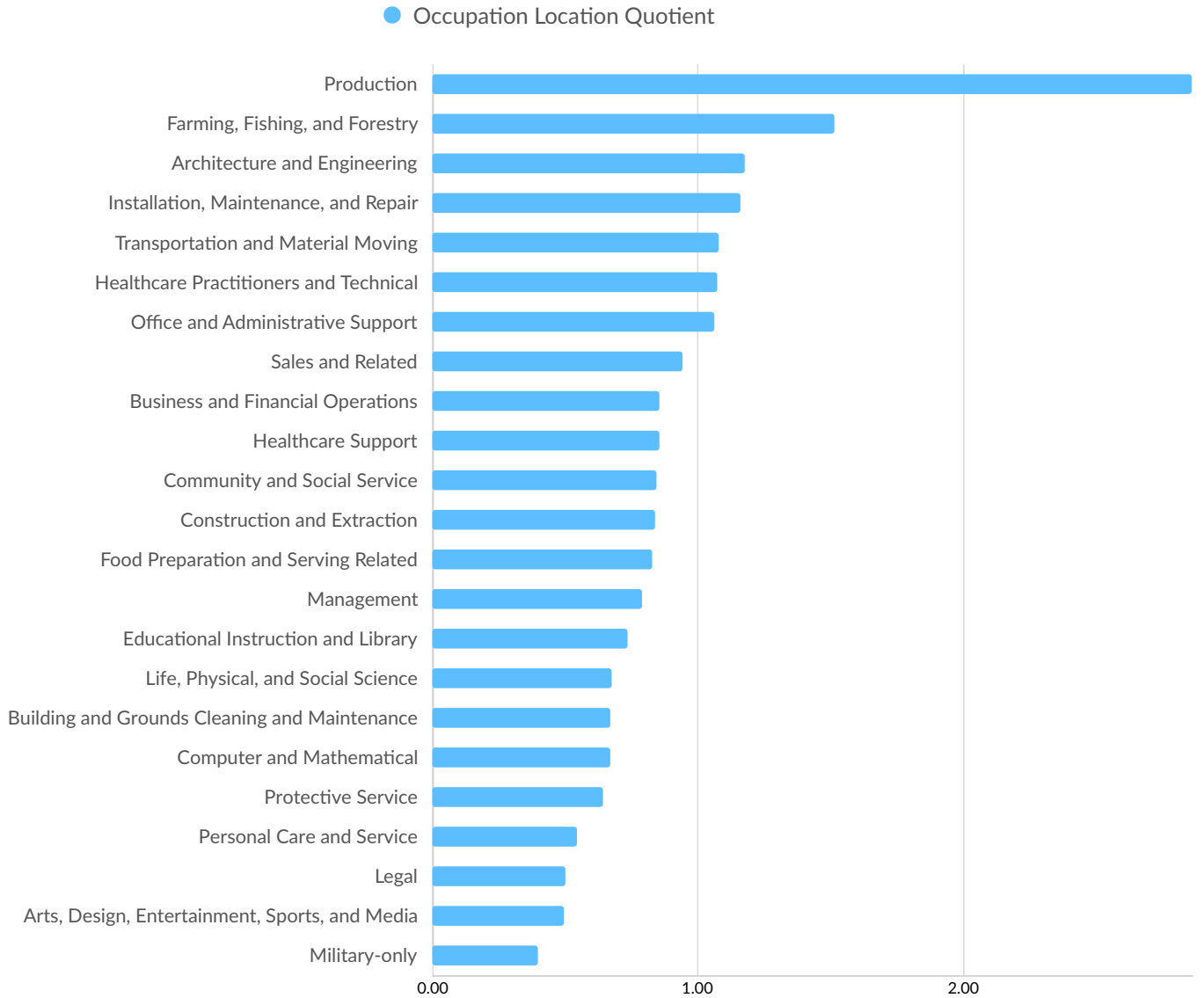
Largest Occupations



Top Growing Occupations



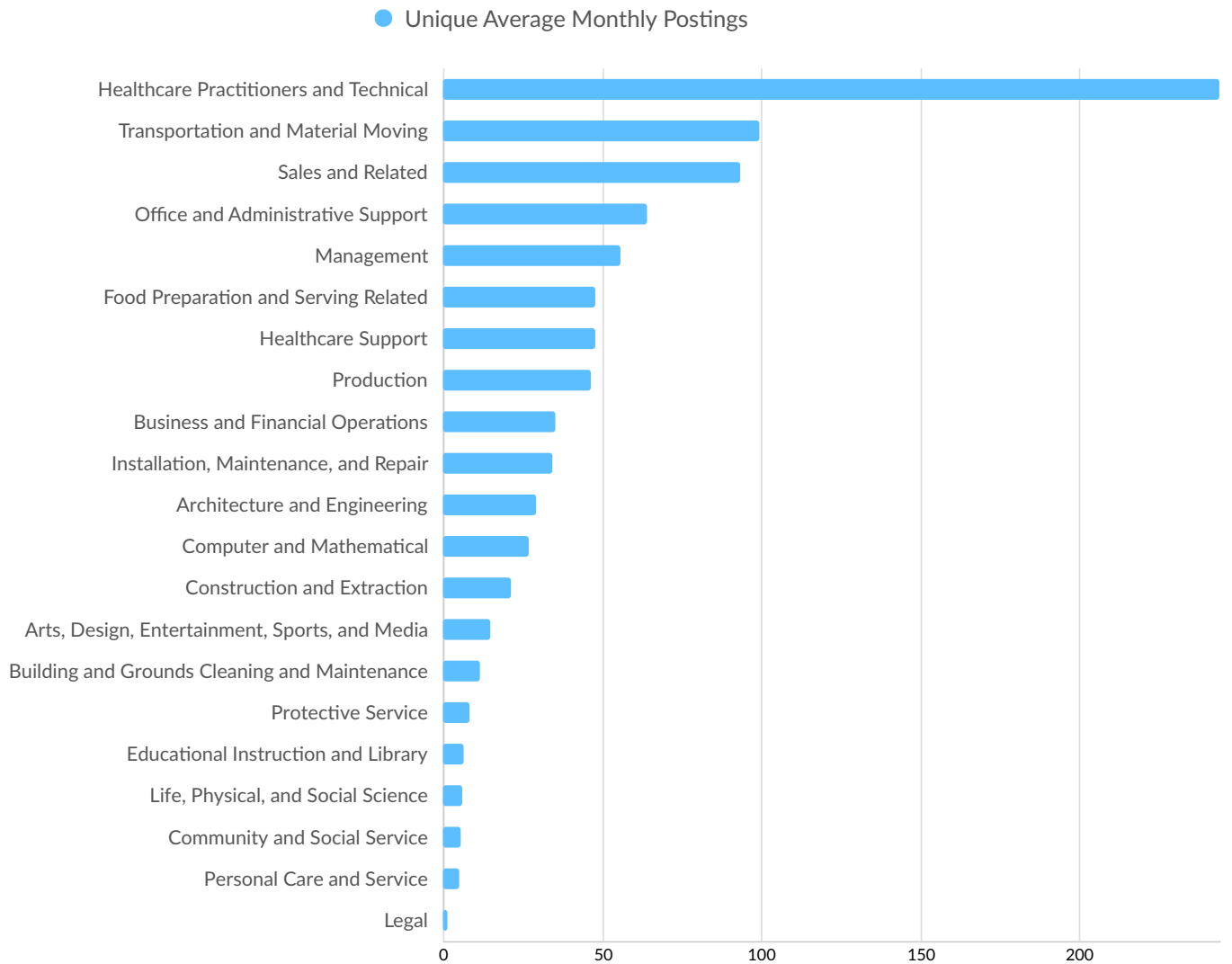
Top Occupation Location Quotient



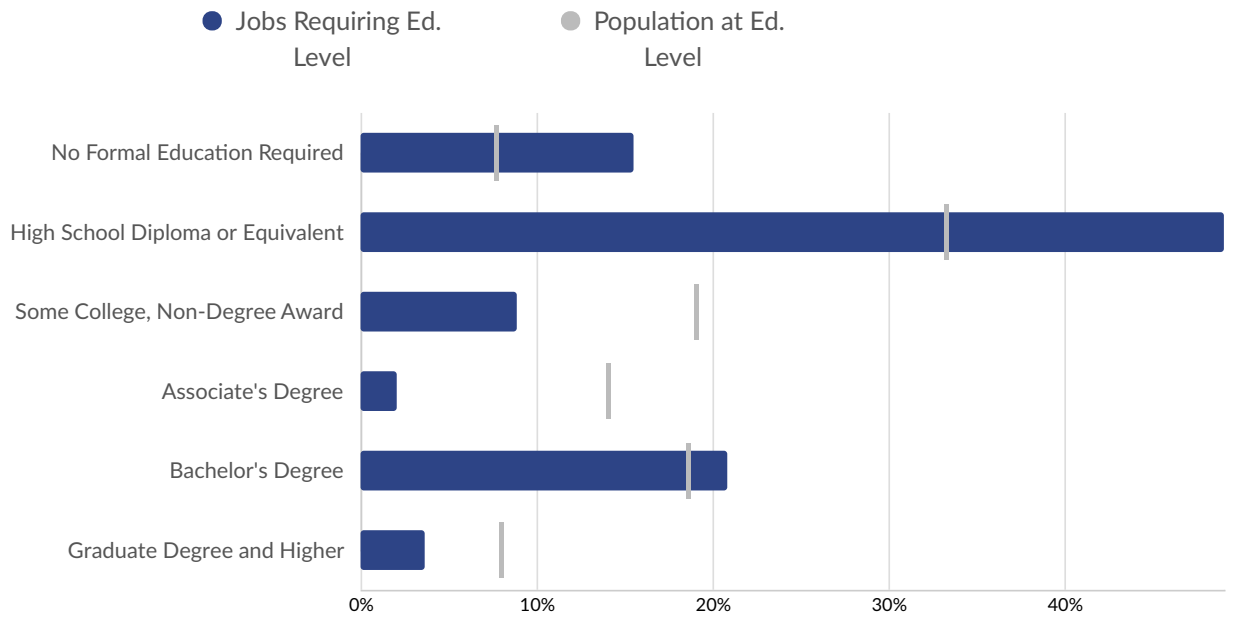
Top Occupation Earnings



Top Posted Occupations

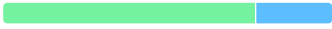





Underemployment



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

