



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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

138,661

Population (2022)

Population **grew by 3,136** over the last 5 years and is projected to **grow by 3,436** over the next 5 years.

74,921

Total Regional Employment

Jobs **decreased by 716** over the last 5 years but are projected to **grow by 1,869** over the next 5 years.

\$67.9K

Median Household Income (2021)

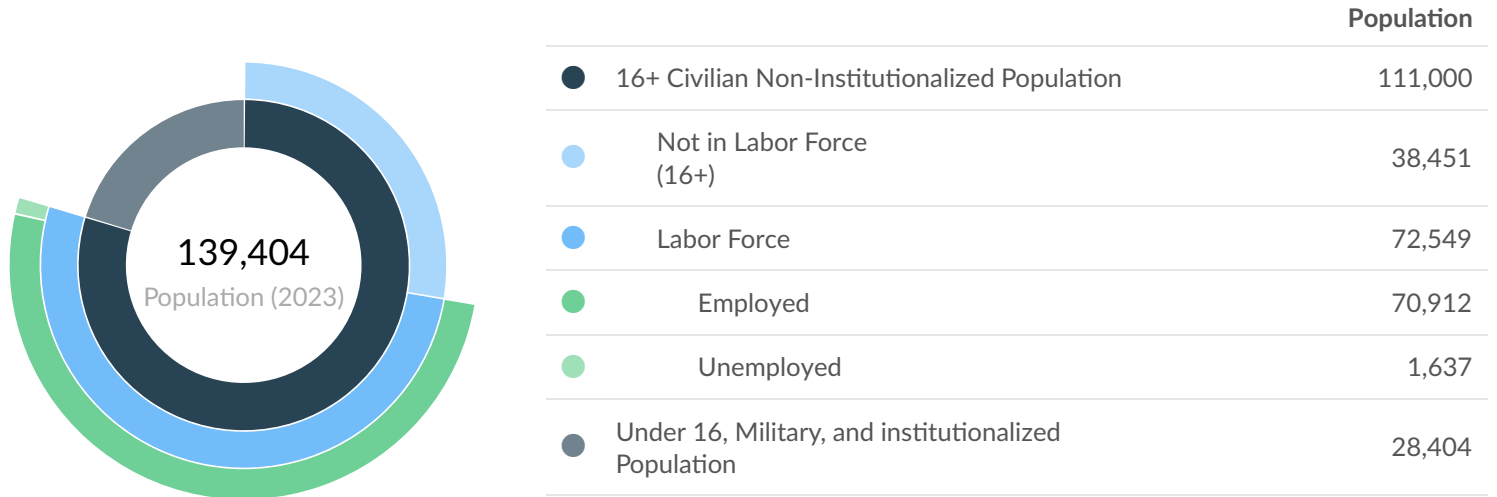
Median household income is **\$1.1K below** the national median household income of \$69.0K.

### Takeaways

- As of 2022 the region's population **increased by 2.3%** since 2017, growing by 3,136. Population is expected to **increase by 2.5%** between 2022 and 2027, adding 3,436.
- From 2017 to 2022, jobs **declined by 0.9%** in Marathon County, WI from 75,637 to **74,921**. This change **fell short of the national growth rate of 3.4% by 4.3%**. As the number of jobs declined, the **labor force participation rate decreased from 68.7% to 65.7% between 2017 and 2022**.
- Concerning educational attainment, **18.4% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **14.0% hold an Associate's Degree** (5.2% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

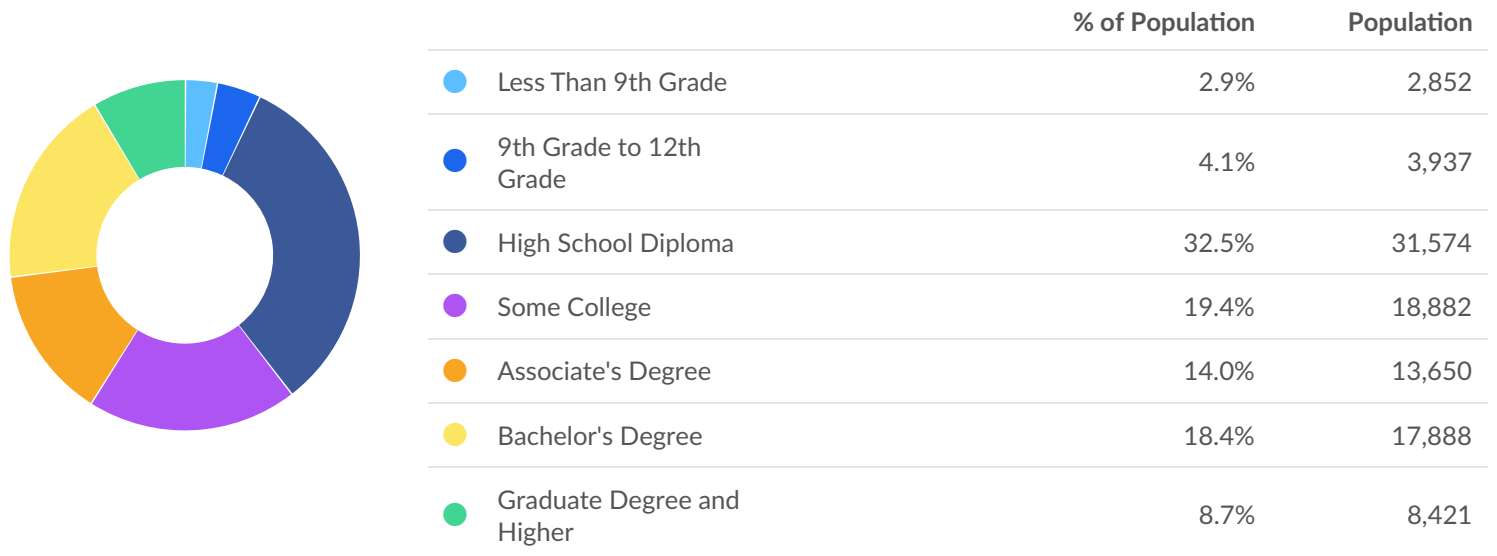
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	139,404	72,549	74,921	99.9	\$9.28B	\$11.29B	\$11.78B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

## Jan 2023 Labor Force Breakdown



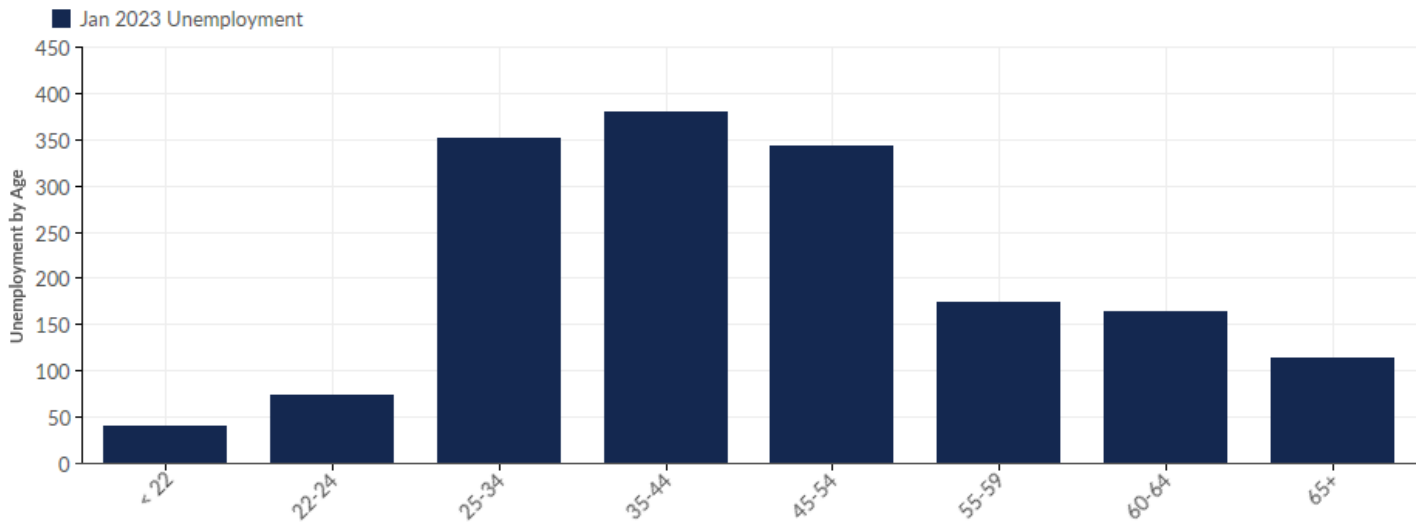
## Educational Attainment

Concerning educational attainment, **18.4% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **14.0% hold an Associate's Degree** (5.2% above the national average).



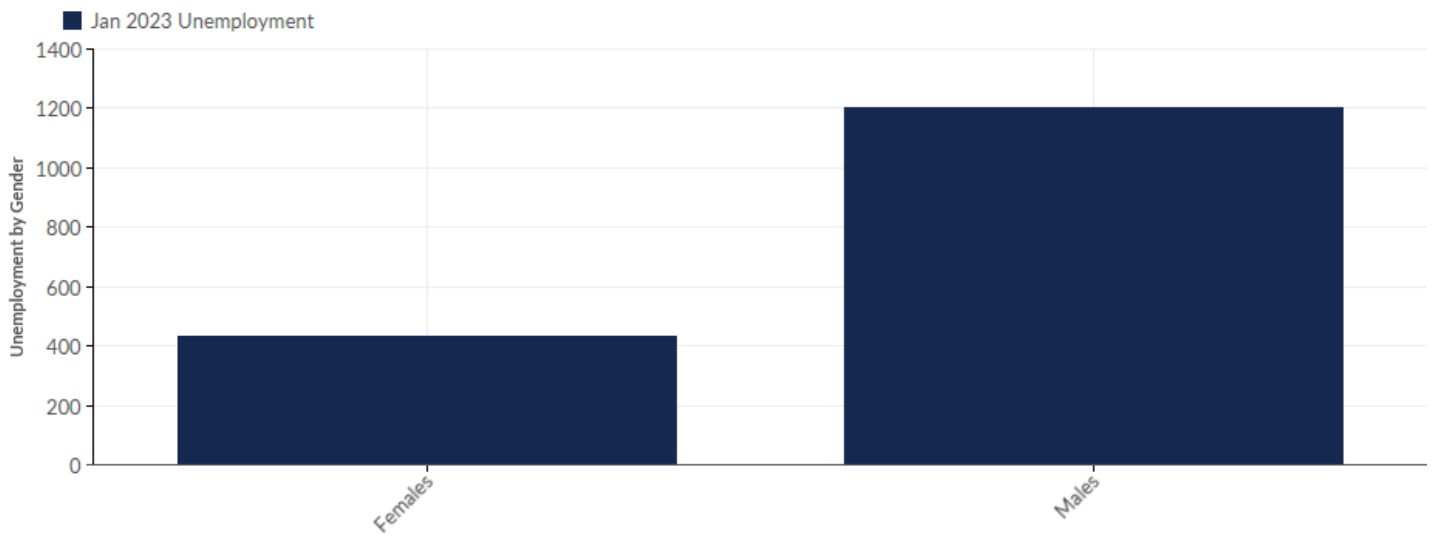
# Unemployment by Demographics

## Unemployment by Age



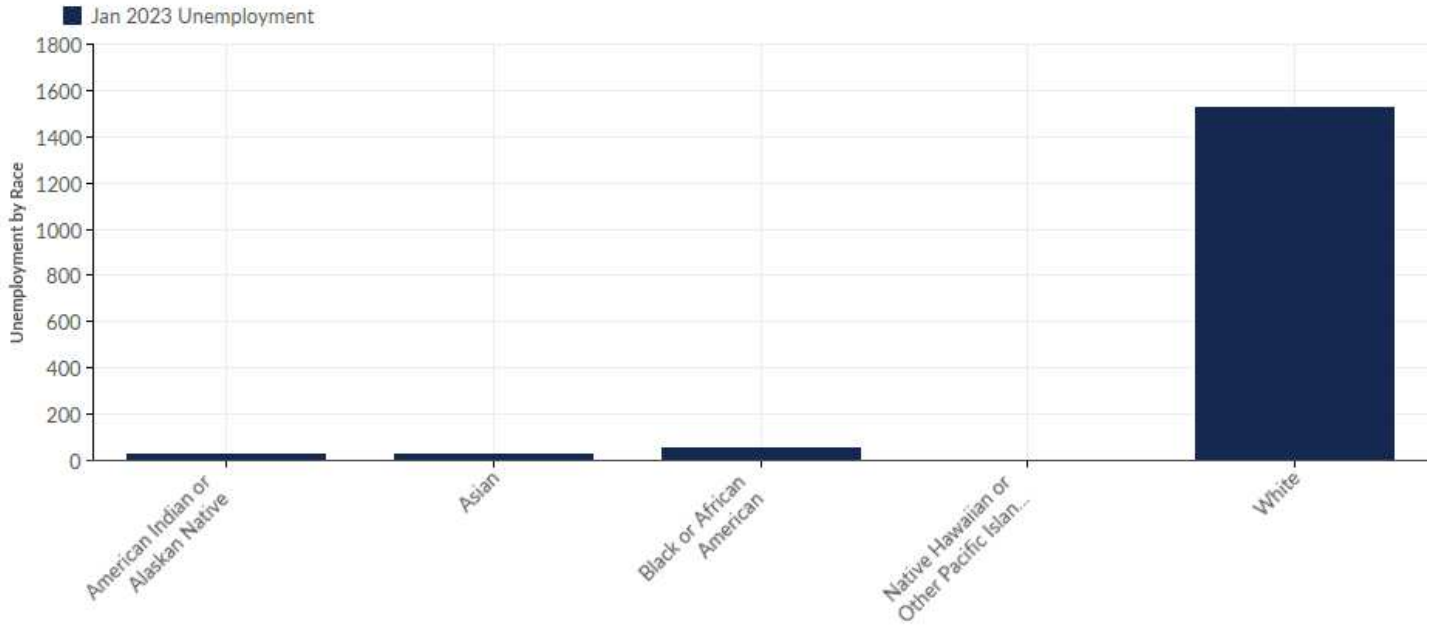
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	40	2.44%
22-24	73	4.46%
25-34	352	21.50%
35-44	379	23.15%
45-54	343	20.95%
55-59	173	10.57%
60-64	163	9.96%
65+	113	6.90%
<b>Total</b>	<b>1,637</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jan 2023)	% of Unemployed
Females	434	26.51%
Males	1,203	73.49%
Total	1,637	100.00%

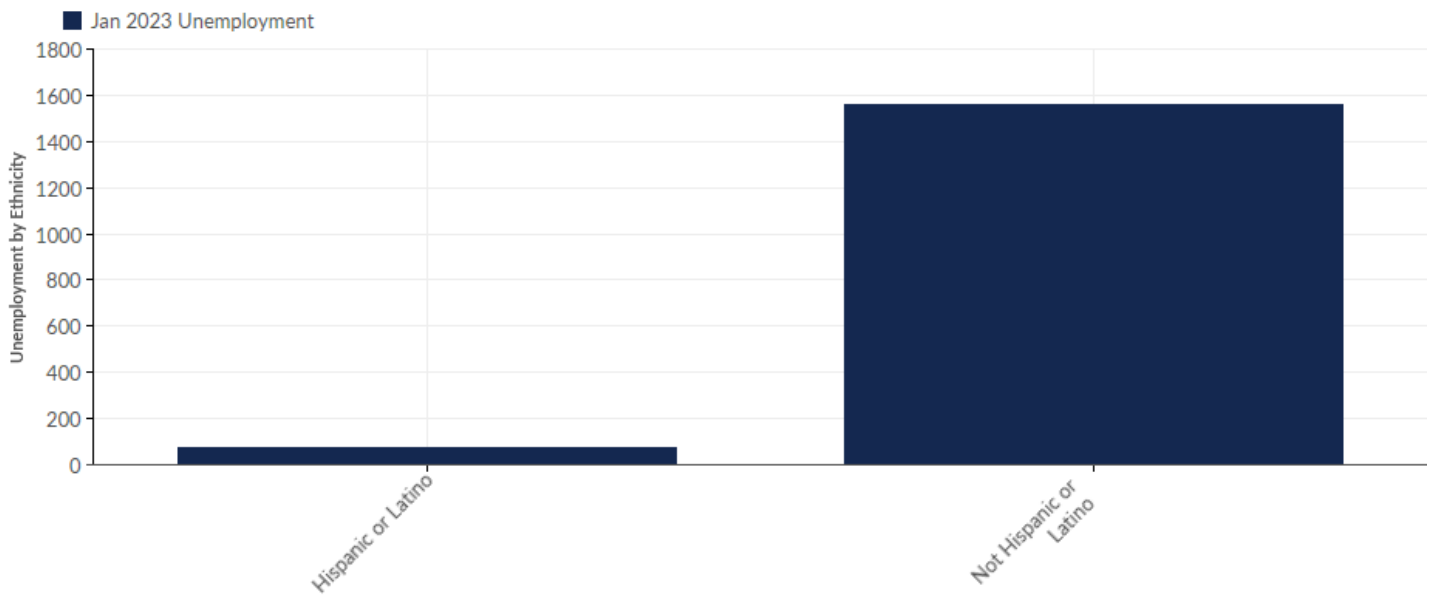
## Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	27	1.65%
Asian	29	1.77%
Black or African American	56	3.42%
Native Hawaiian or Other Pacific Islander	2	0.12%
White	1,524	93.10%
<b>Total</b>	<b>1,637</b>	<b>100.00%</b>



## Unemployment by Ethnicity

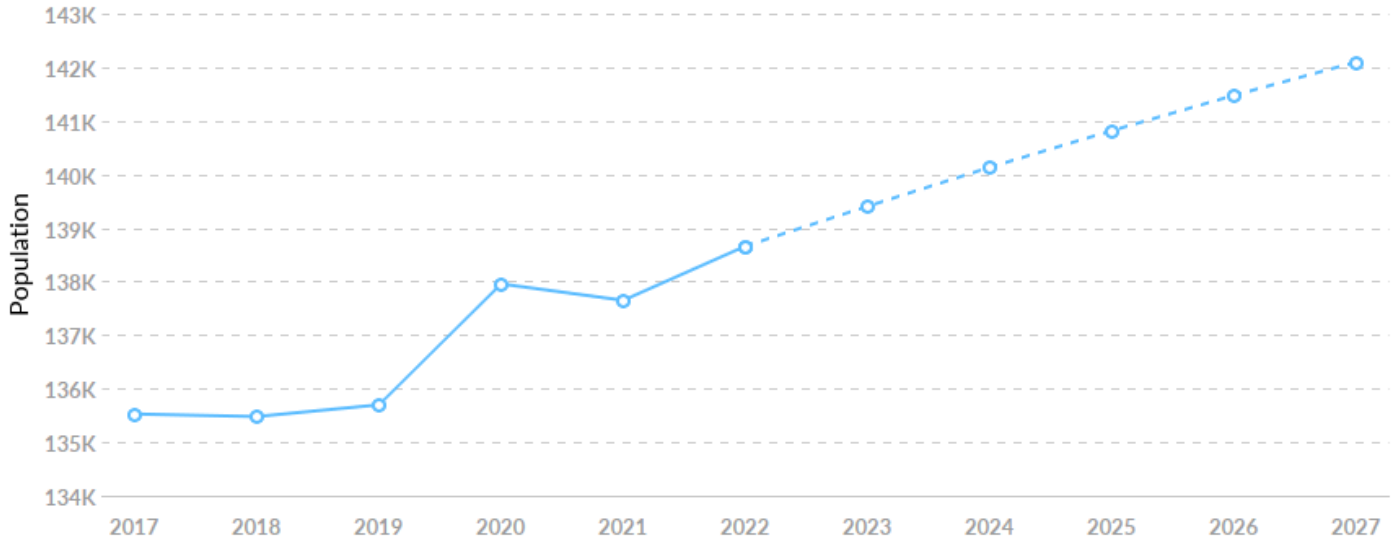


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	76	4.64%
Not Hispanic or Latino	1,561	95.36%
Total	1,637	100.00%

# Historic & Projected Trends

## Population Trends

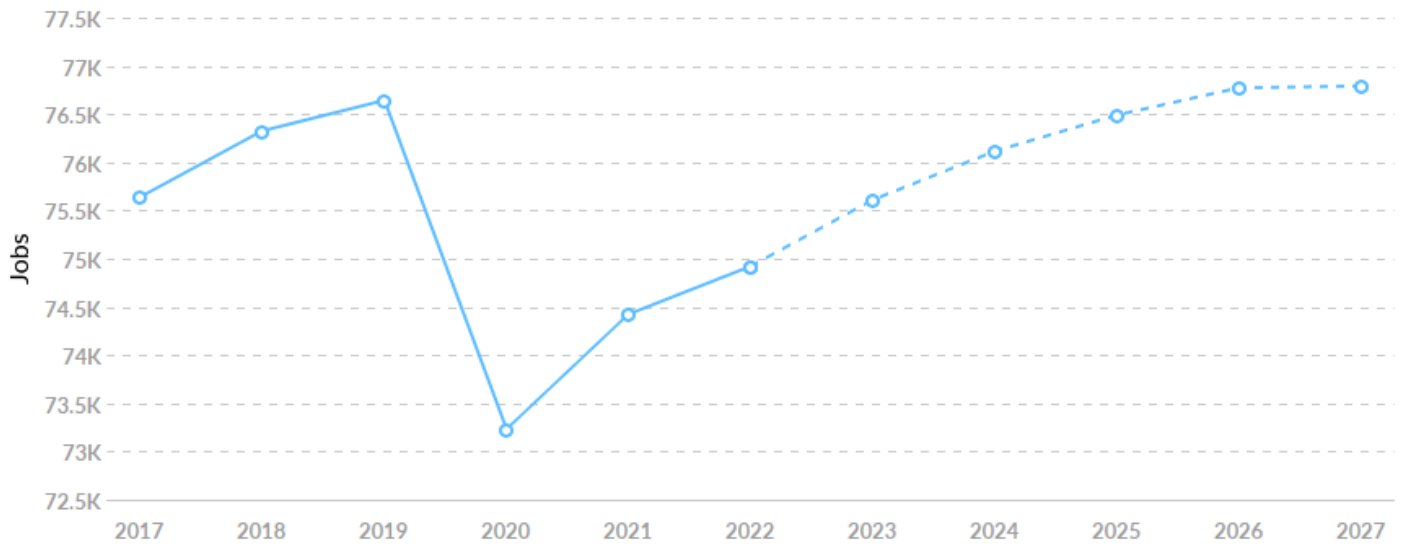
As of 2022 the region's population increased by 2.3% since 2017, growing by 3,136. Population is expected to increase by 2.5% between 2022 and 2027, adding 3,436.



Timeframe	Population
2017	135,525
2018	135,478
2019	135,697
2020	137,954
2021	137,648
2022	138,661
2023	139,404
2024	140,132
2025	140,817
2026	141,476
2027	142,097

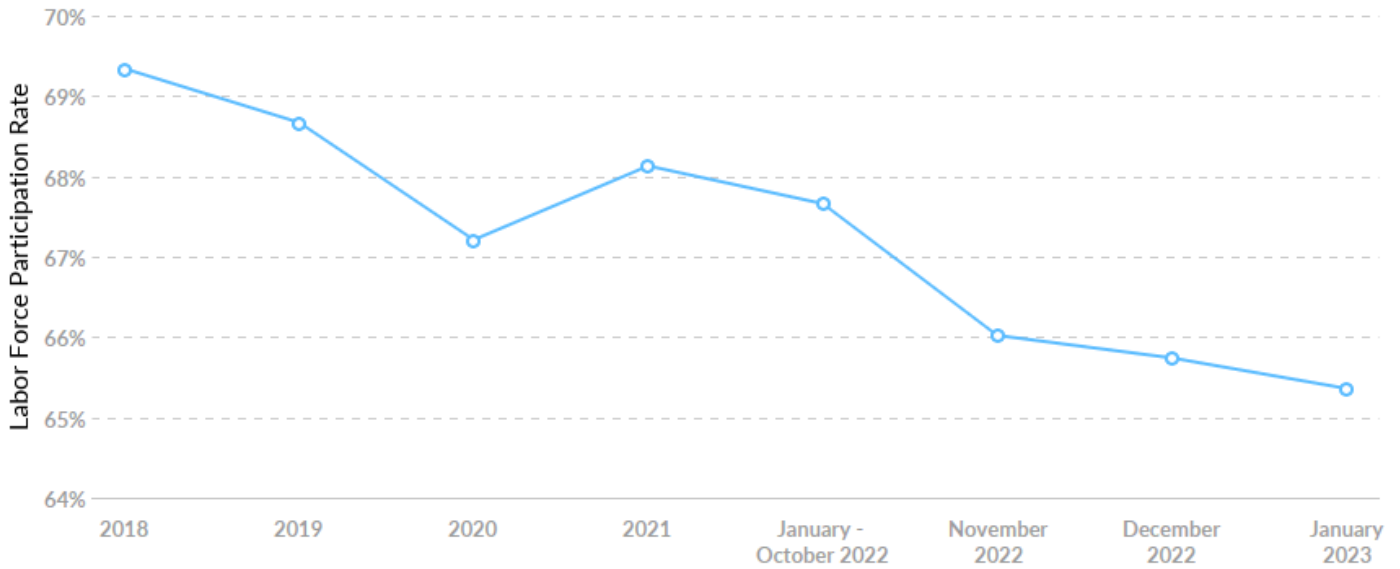
## Job Trends

From 2017 to 2022, jobs declined by 0.9% in Marathon County, WI from 75,637 to 74,921. This change fell short of the national growth rate of 3.4% by 4.3%.



Timeframe	Jobs
2017	75,637
2018	76,324
2019	76,642
2020	73,229
2021	74,423
2022	74,921
2023	75,610
2024	76,115
2025	76,490
2026	76,773
2027	76,790

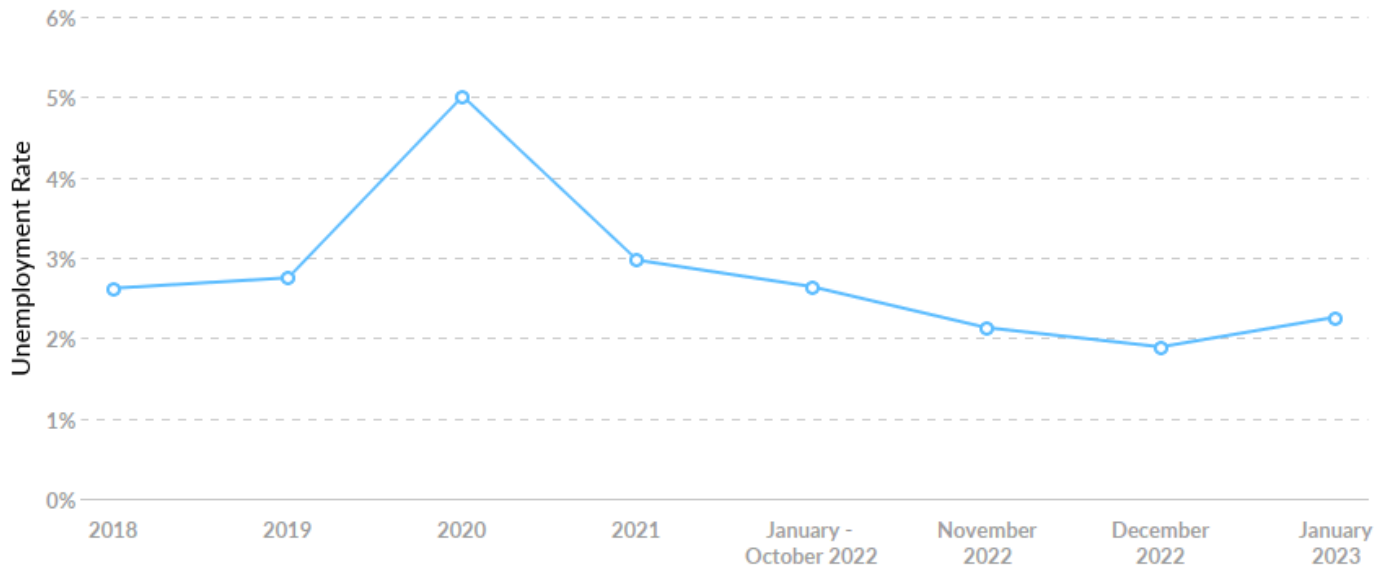
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.34%
2019	68.67%
2020	67.21%
2021	68.13%
January - October 2022	67.66%
November 2022	66.02%
December 2022	65.74%
January 2023	65.36%

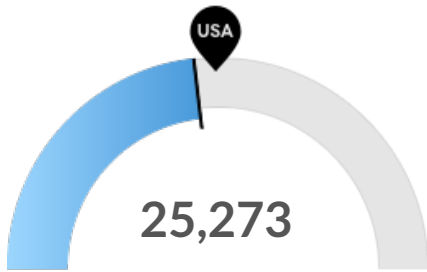
## Unemployment Rate Trends

Marathon County, WI had a January 2023 unemployment rate of 2.26%, **decreasing from 2.62%** 5 years before.



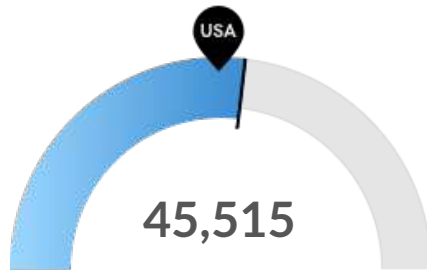
Timeframe	Unemployment Rate
2018	2.62%
2019	2.75%
2020	5.01%
2021	2.97%
January - October 2022	2.64%
November 2022	2.13%
December 2022	1.89%
January 2023	2.26%

## Population Characteristics



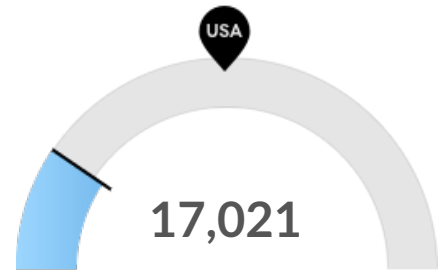
**Millennials**

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



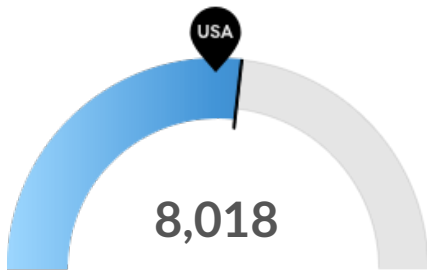
**Retiring Soon**

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.



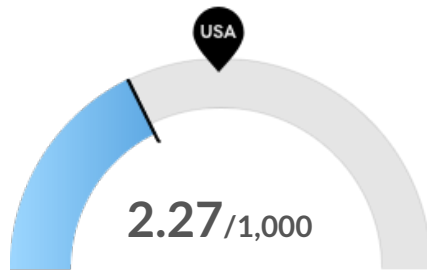
**Racial Diversity**

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.



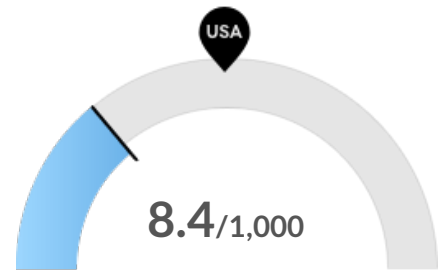
**Veterans**

Marathon County, WI has 8,018 veterans. The national average for an area this size is 7,229.



**Violent Crime**

Marathon County, WI has 2.27 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

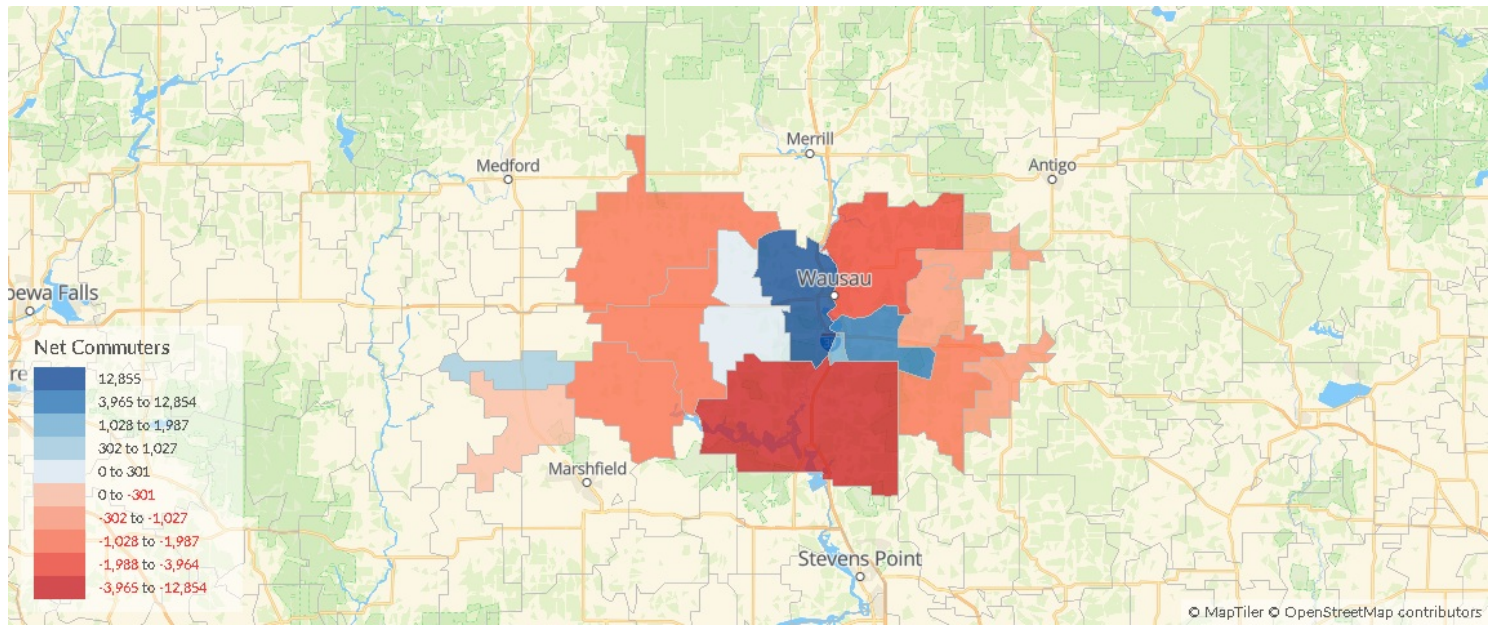


**Property Crime**

Marathon County, WI has 8.4 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54401	Wausau, WI (in Maratho...	29,060
54476	Schofield, WI (in Marath...	14,124
54403	Wausau, WI (in Maratho...	10,137
54455	Mosinee, WI (in Marath...	5,972
54474	Rothschild, WI (in Marat...	3,548

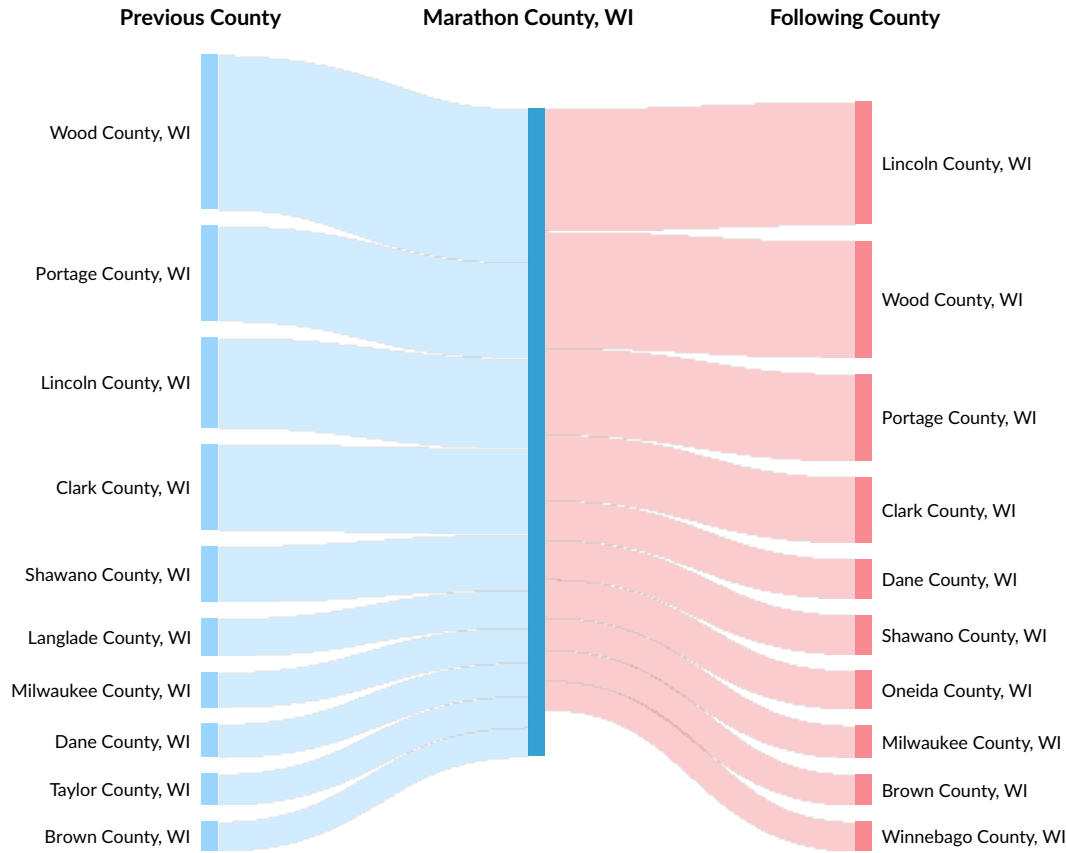
### Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,205
54403	Wausau, WI (in Maratho...	12,125
54455	Mosinee, WI (in Marath...	10,190
54476	Schofield, WI (in Marath...	10,158
54411	Athens, WI (in Maratho...	3,164

# 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**.



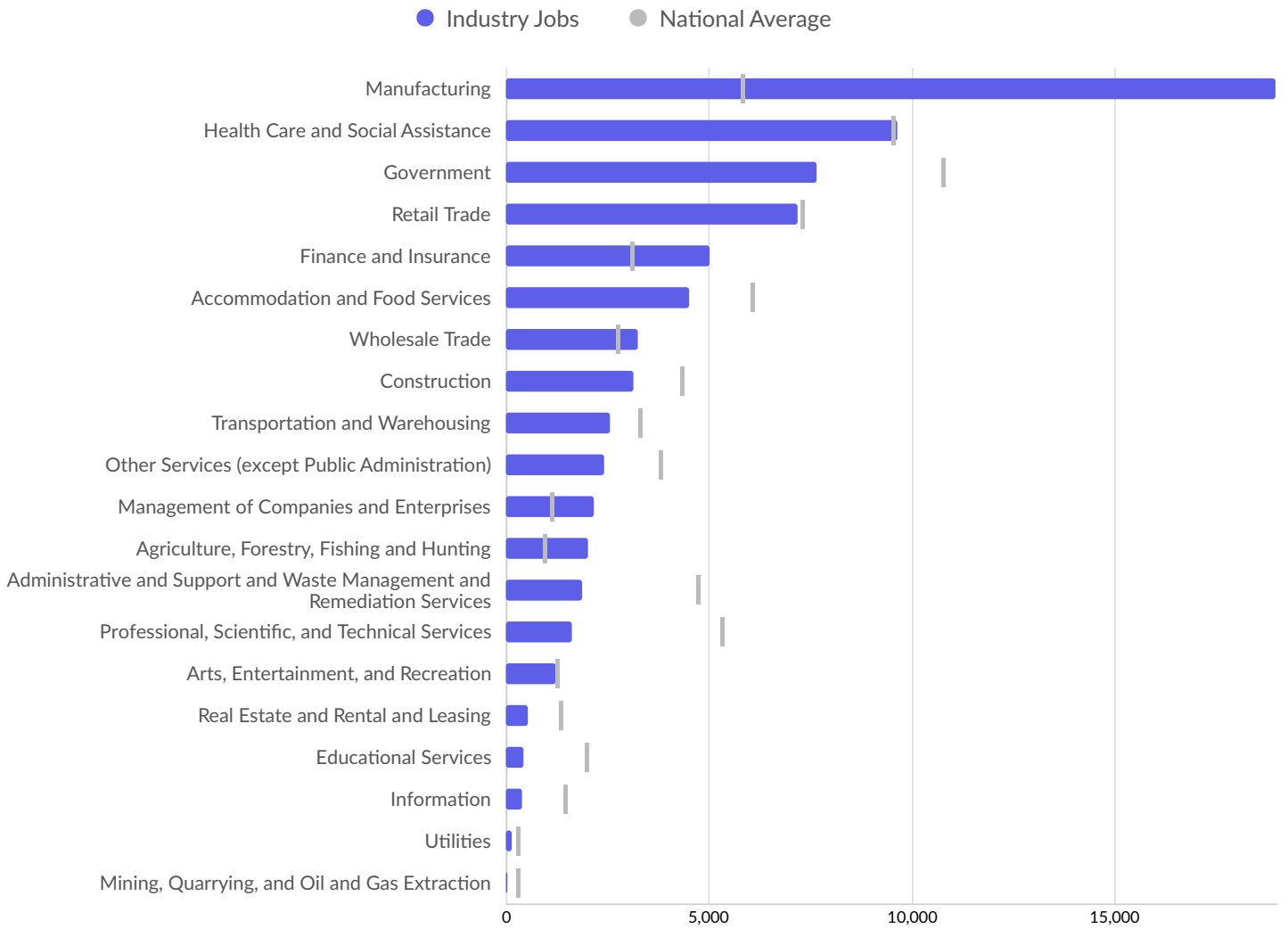
Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125



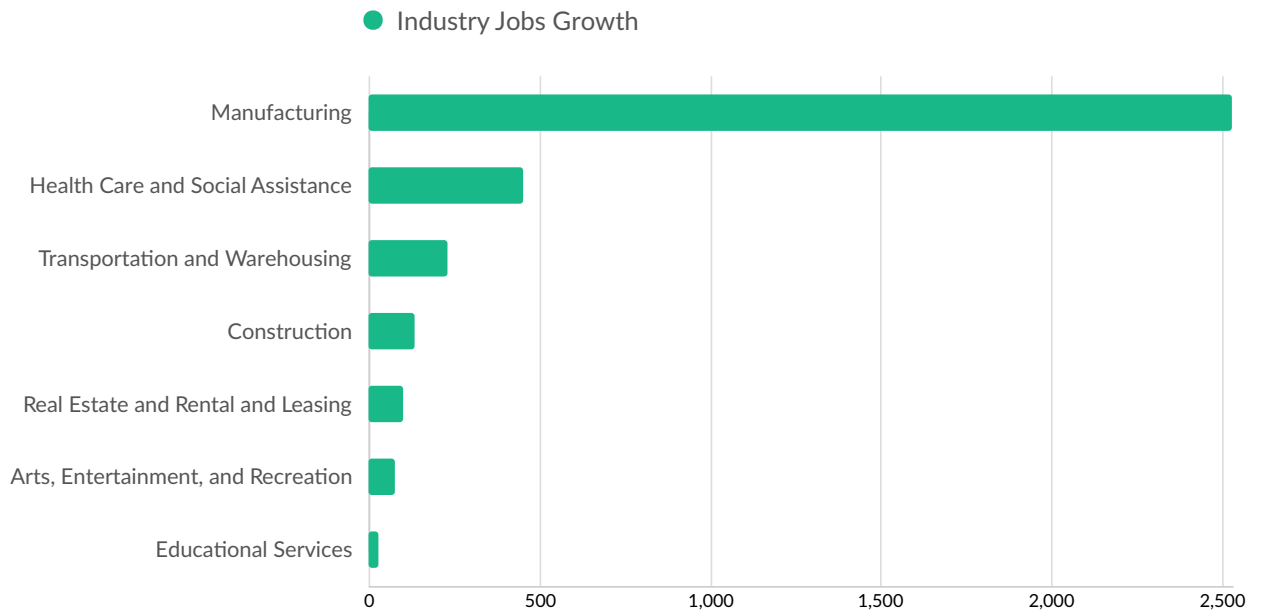
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County,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

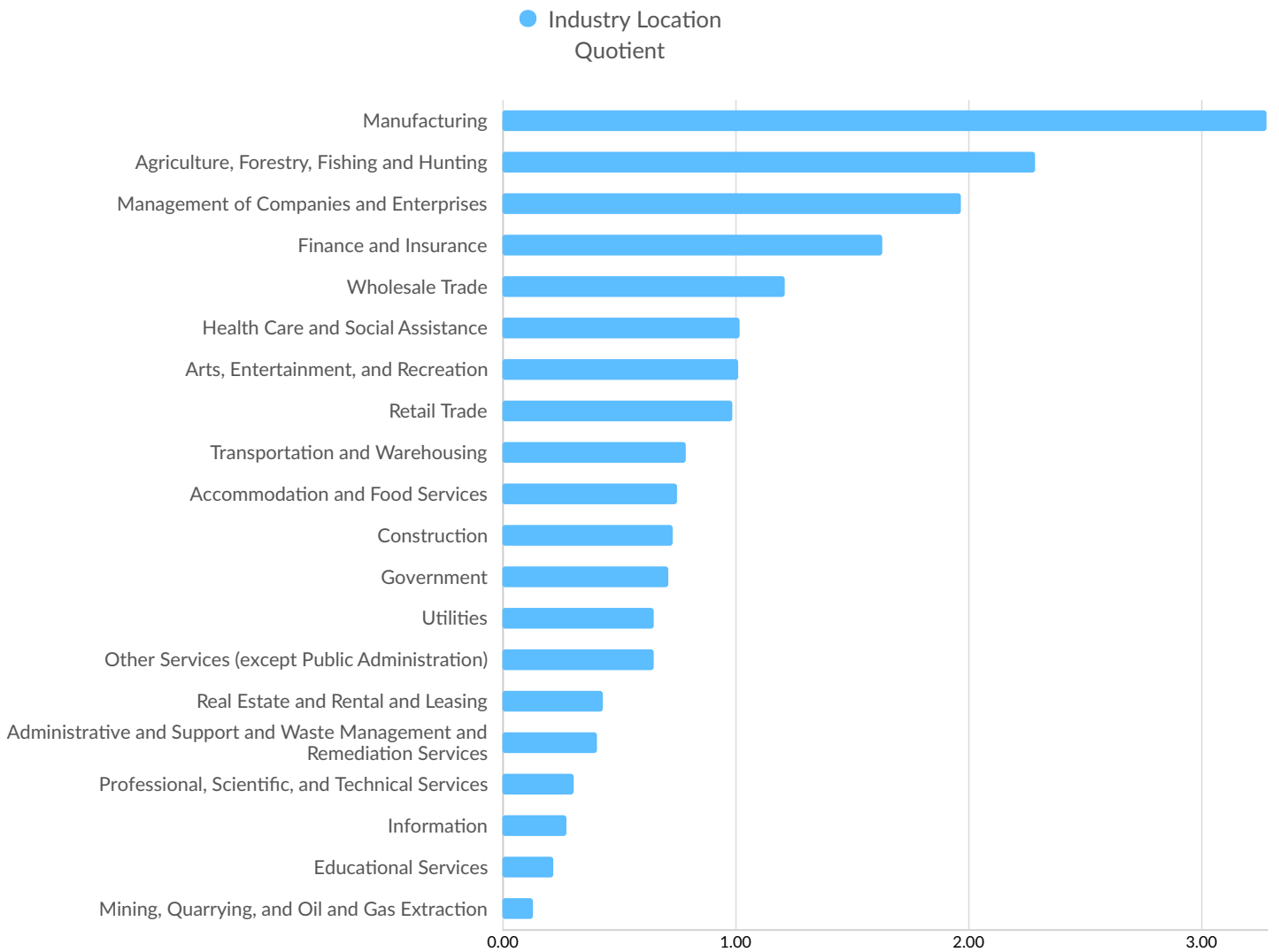
## Largest Industries



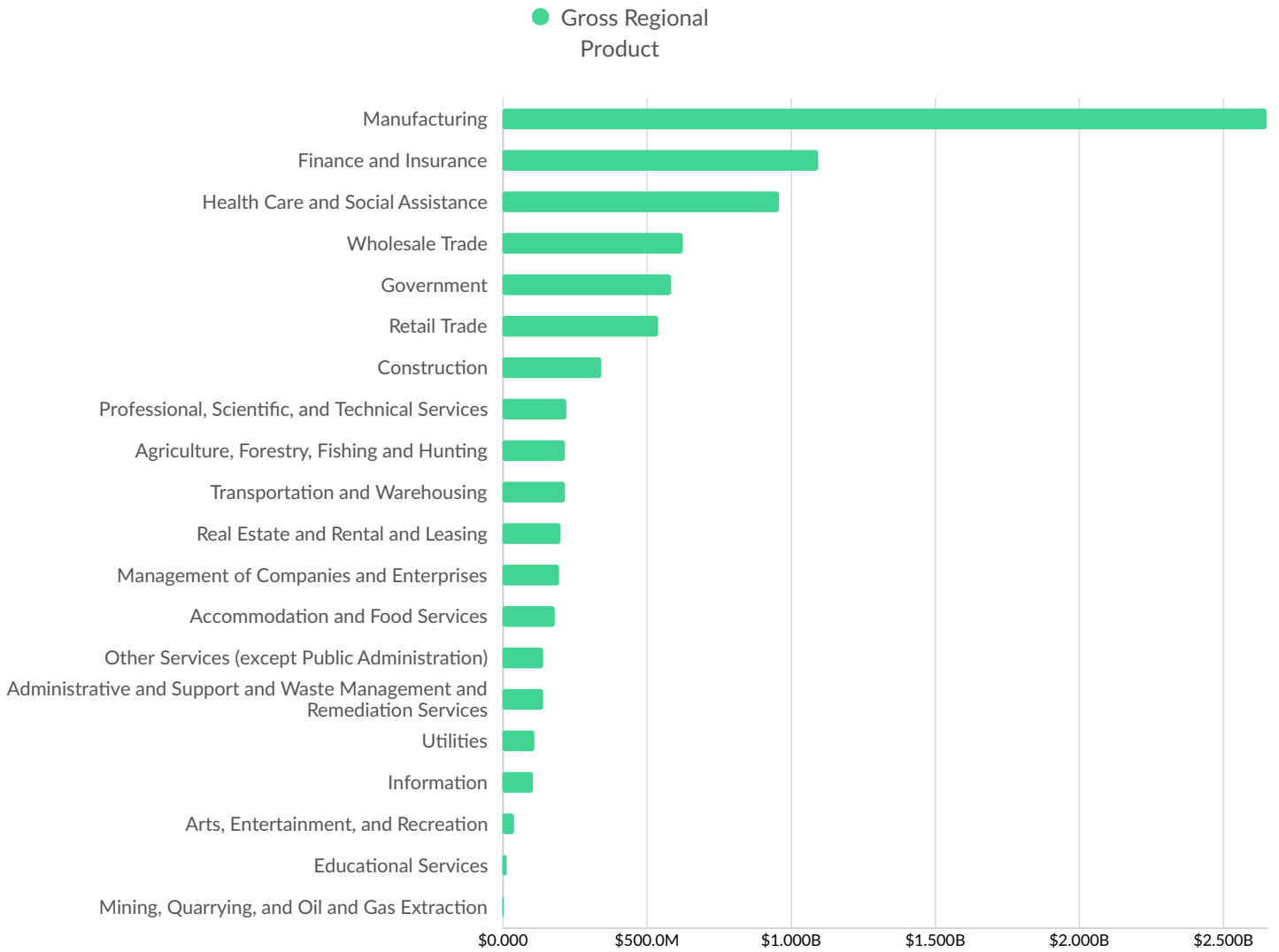
## Top Growing Industries



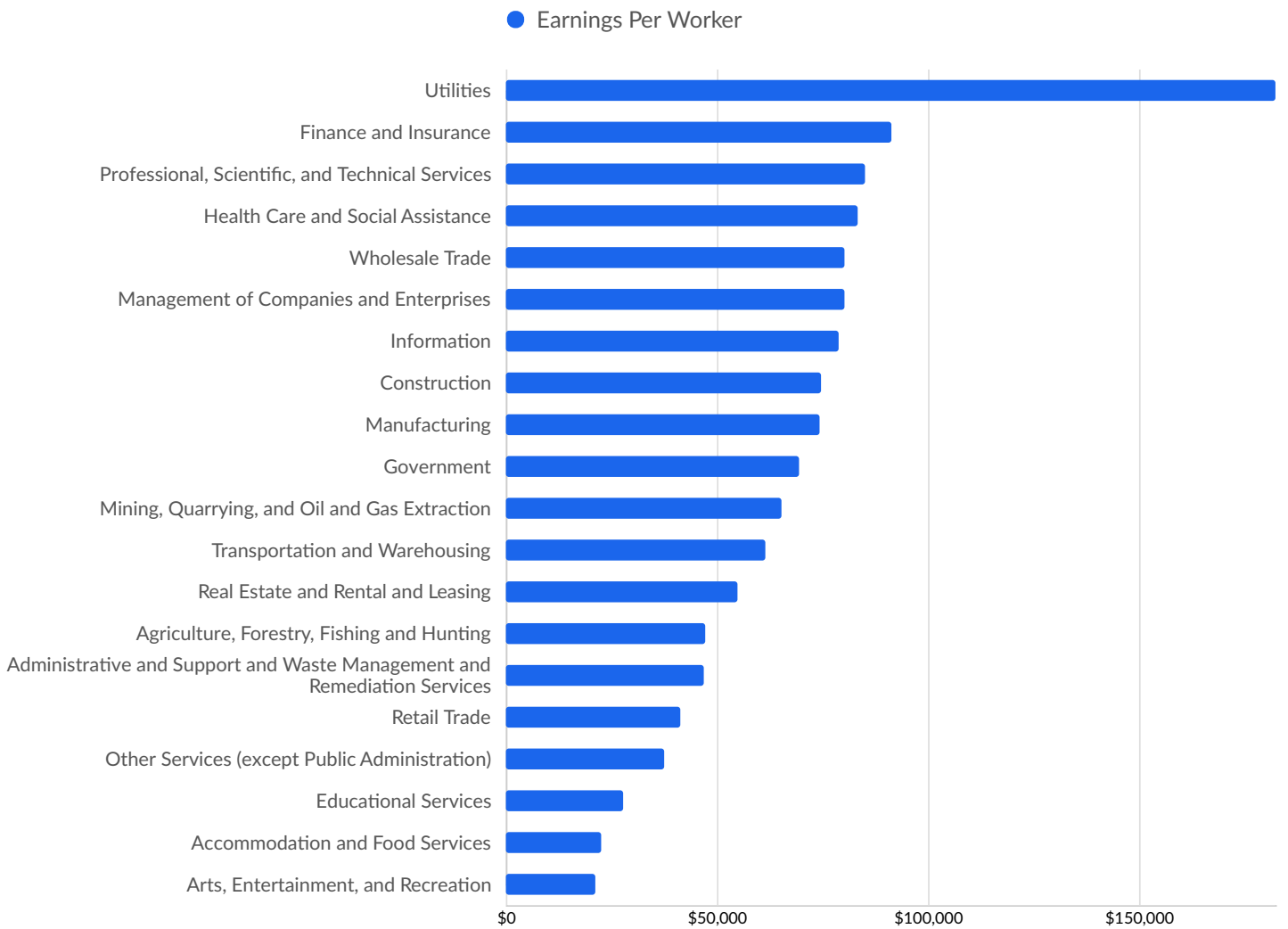
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



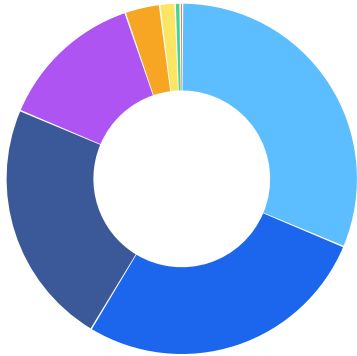
## Business Characteristics

### 10,224 Companies Employ Your Workers

Online profiles for your workers mention 10,224 companies as employers, with the top 10 appearing below. In the last 12 months, 940 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,010 	Aspirus	819 
Marshfield Clinic	611 	Marshfield Clinic	300 
Greenheck	564 	FedEx	280 
Wausau School District	385 	Greenheck Fan Corporation	218 
Northcentral Technical College	382 	LocumTenens.com	199 
Liberty Mutual	363 	Beaver Dam Community Hospit...	175 
Sentry	311 	Kwik Trip	147 
UnitedHealth Group	283 	ABR Employment Services	138 
North Central Health Care	186 	Northcentral Technical College	133 
Aspirus Wausau Hospital	182 	Efco Corporation	113 

## Business Size



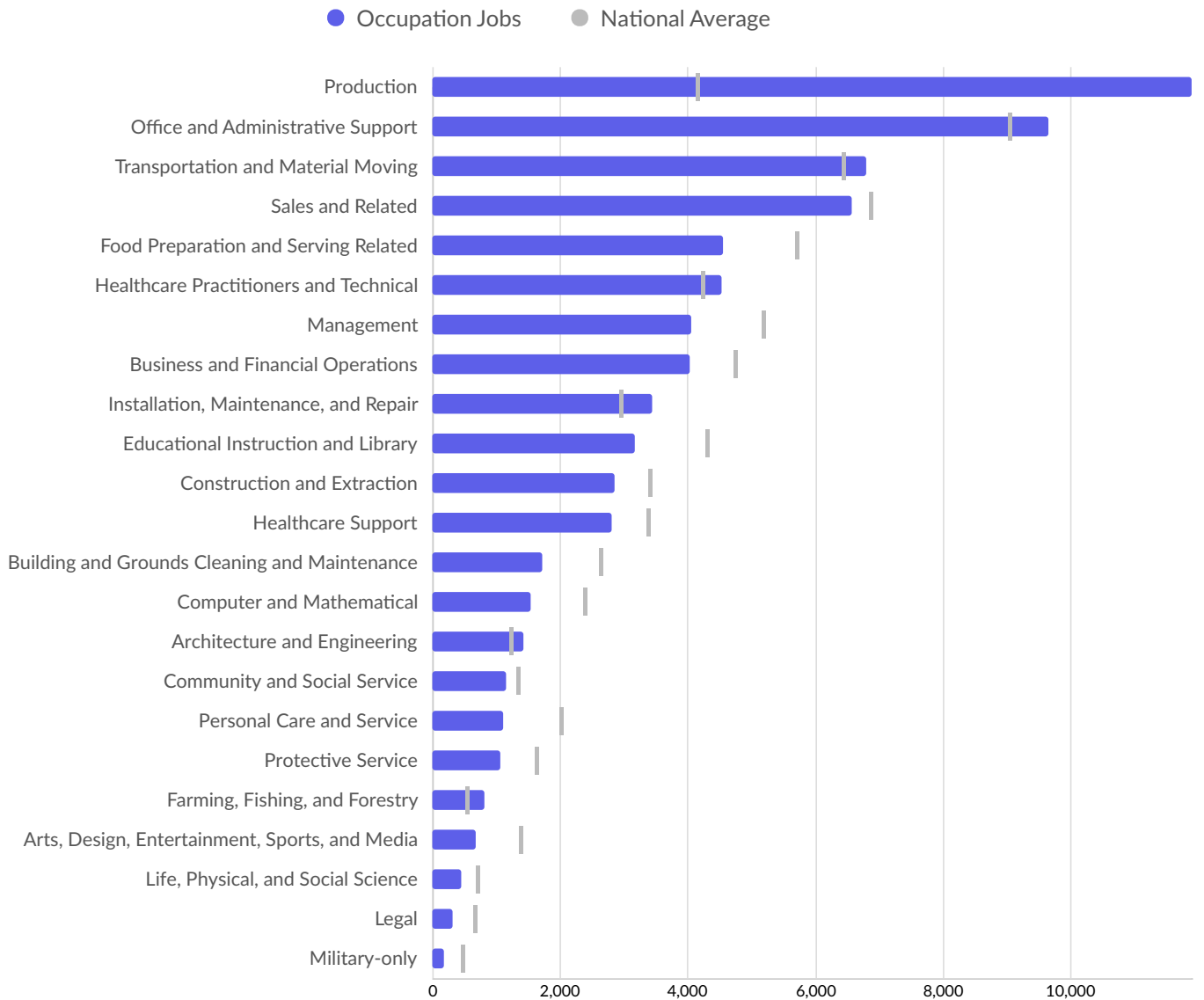
	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

\*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.

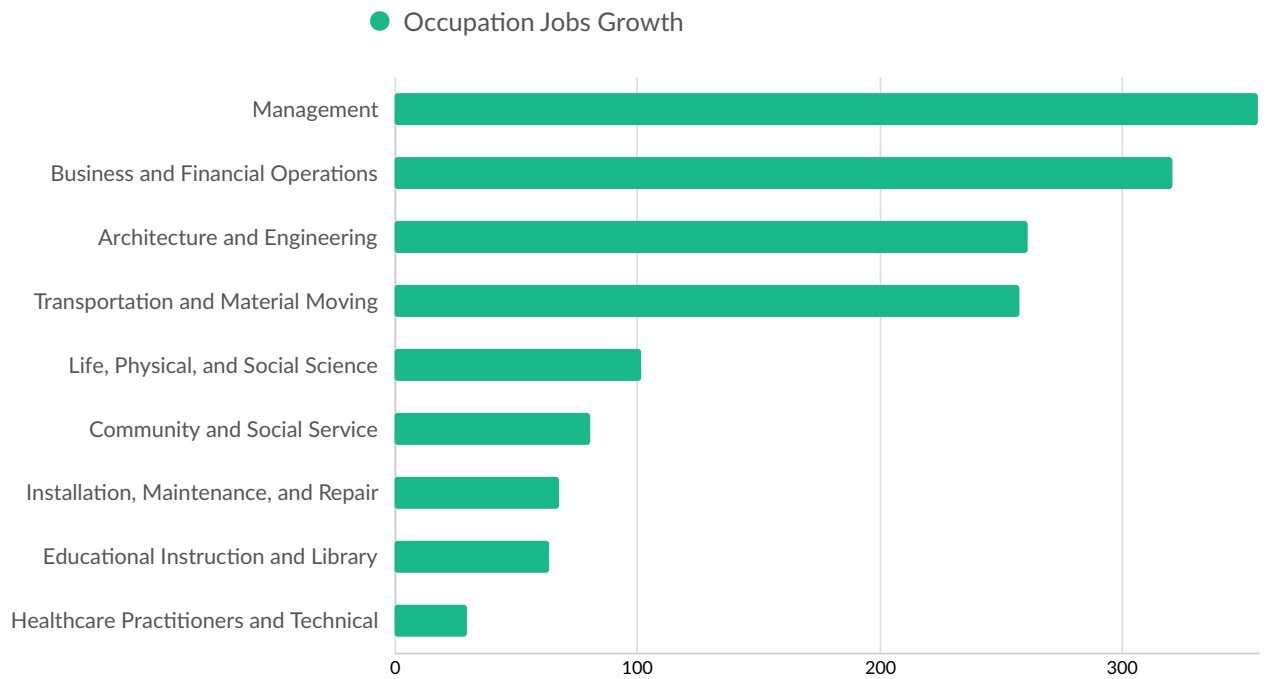


# Workforce Characteristics

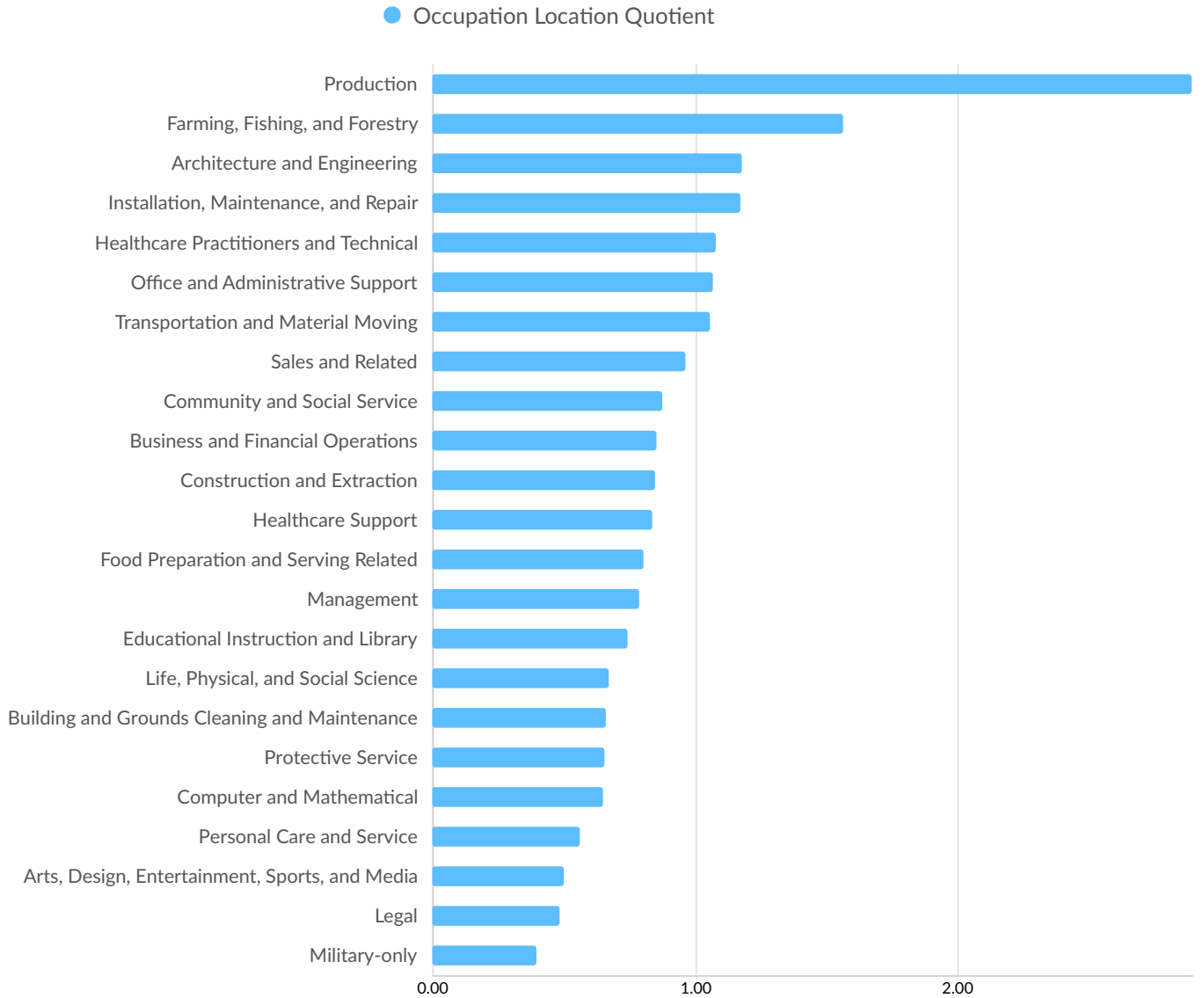
## Largest Occupations



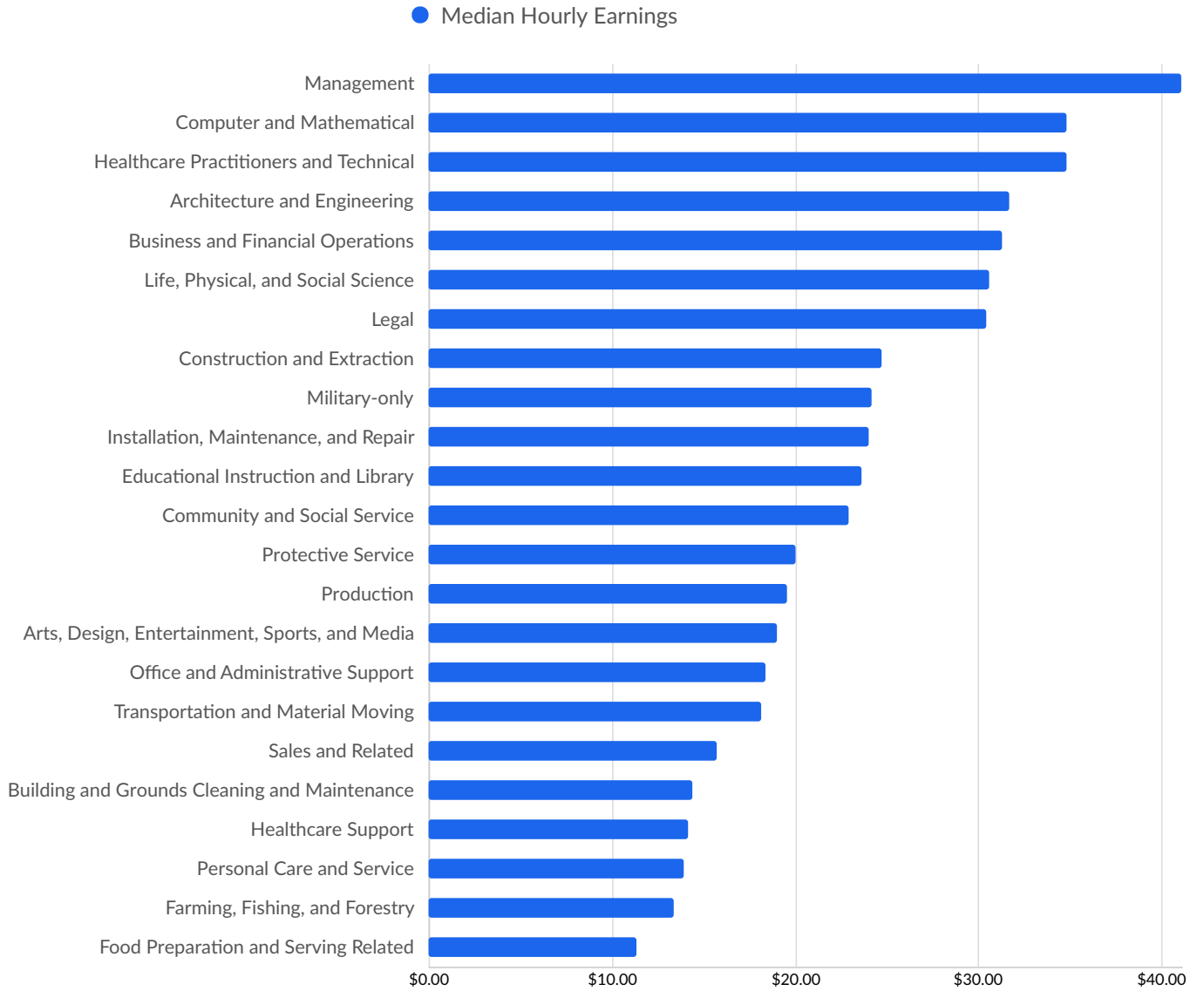
## Top Growing Occupations



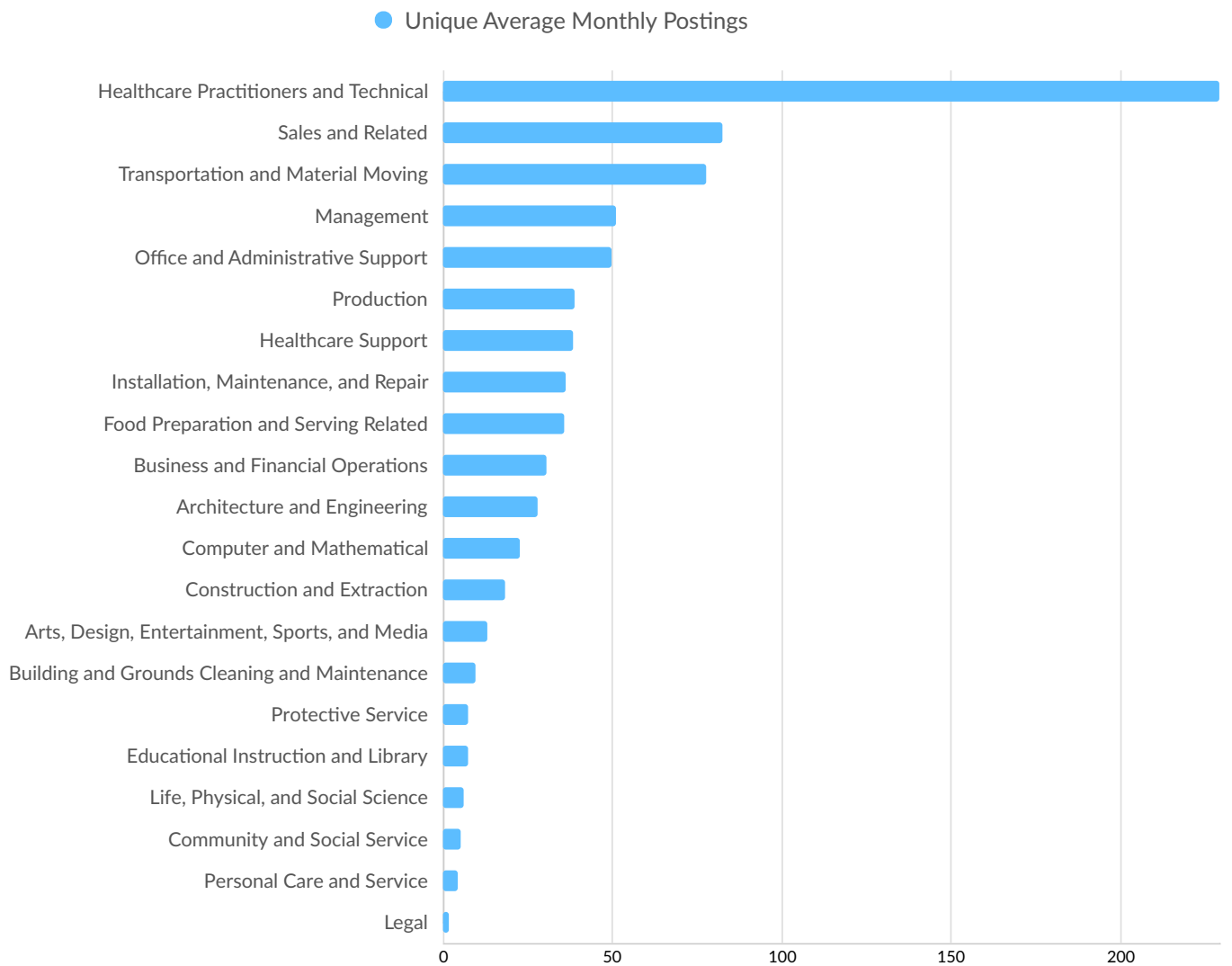
## Top Occupation Location Quotient



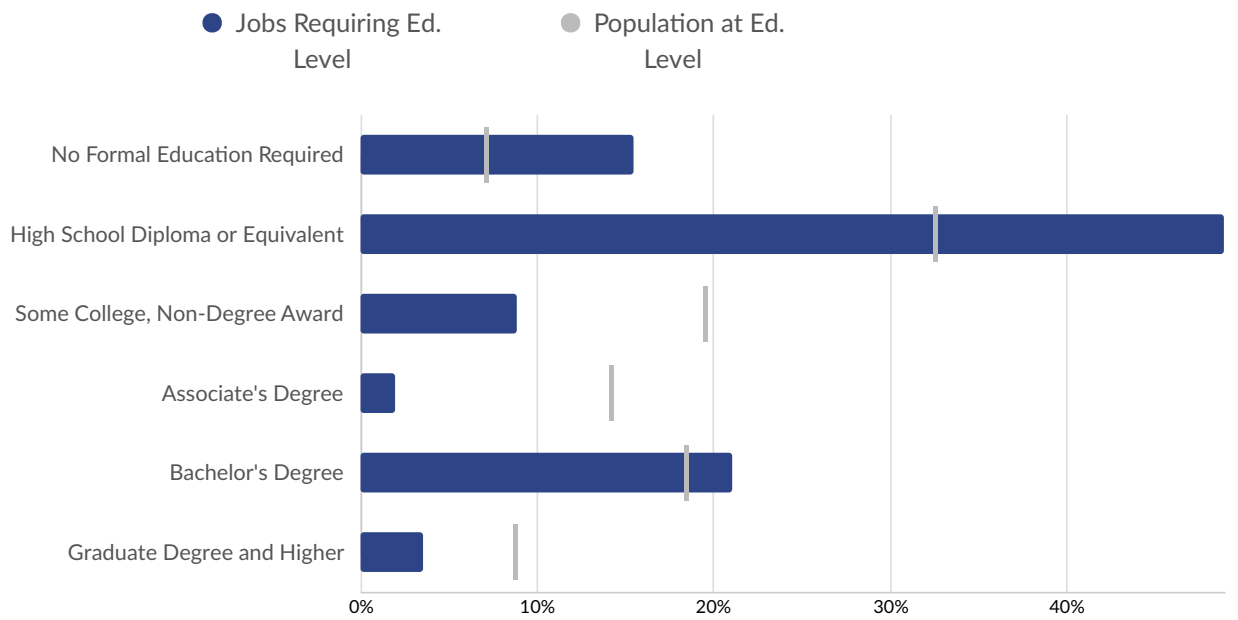
## Top Occupation Earnings



## 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" (Certificate), "Welding Technology/Welder" (Certificate), and "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).

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

