



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

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.

77,200

Total Regional Employment

Jobs **decreased by 266** over the last 5 years but are projected to **grow by 1,648** over the next 5 years.

\$67.9K

Median Household Income (2021)

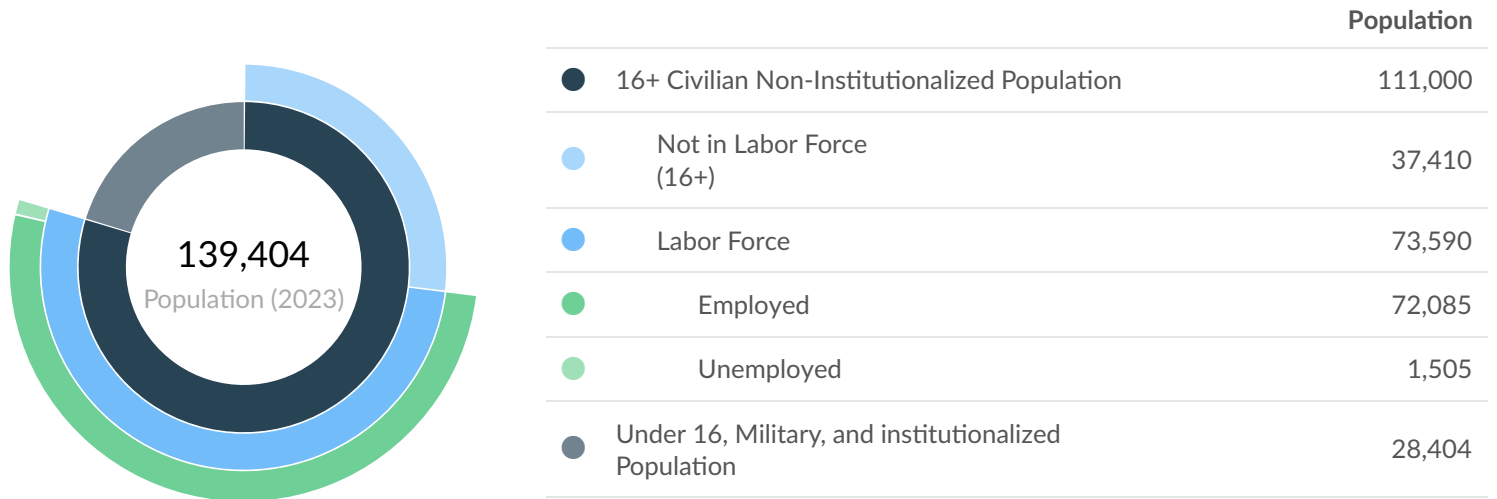
Median household income is **\$1.1K below** the national median household income of \$69.0K.

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 0.3%** in Marathon County, WI from 77,466 to **77,200**. This change **fell short of the national growth rate of 3.8% by 4.1%**. As the number of jobs declined, the **labor force participation rate decreased from 68.7% to 65.2% 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.

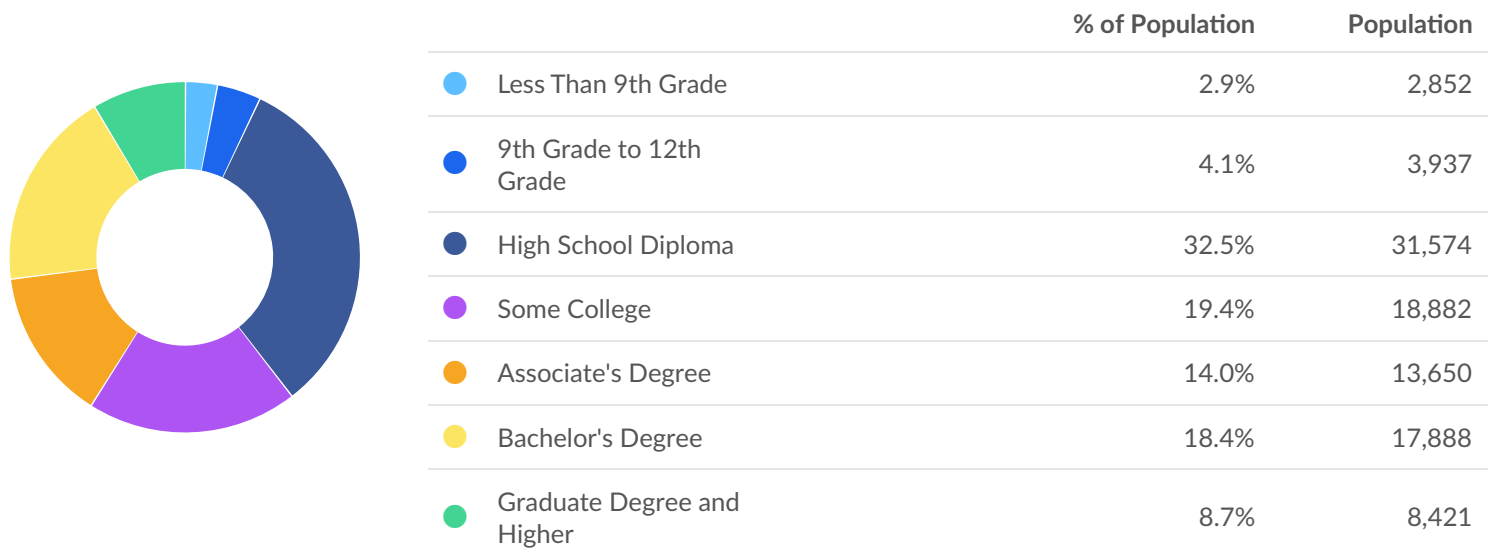
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	139,404	73,590	77,200	99.9	\$9.48B	\$11.31B	\$11.81B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



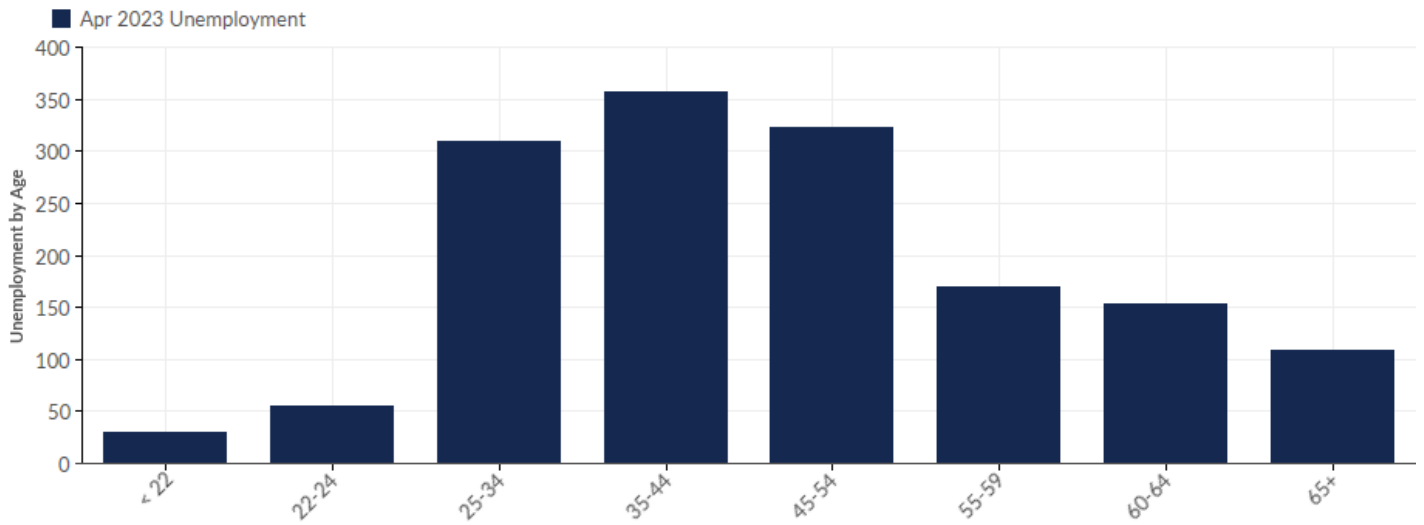
Educational Attainment

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).



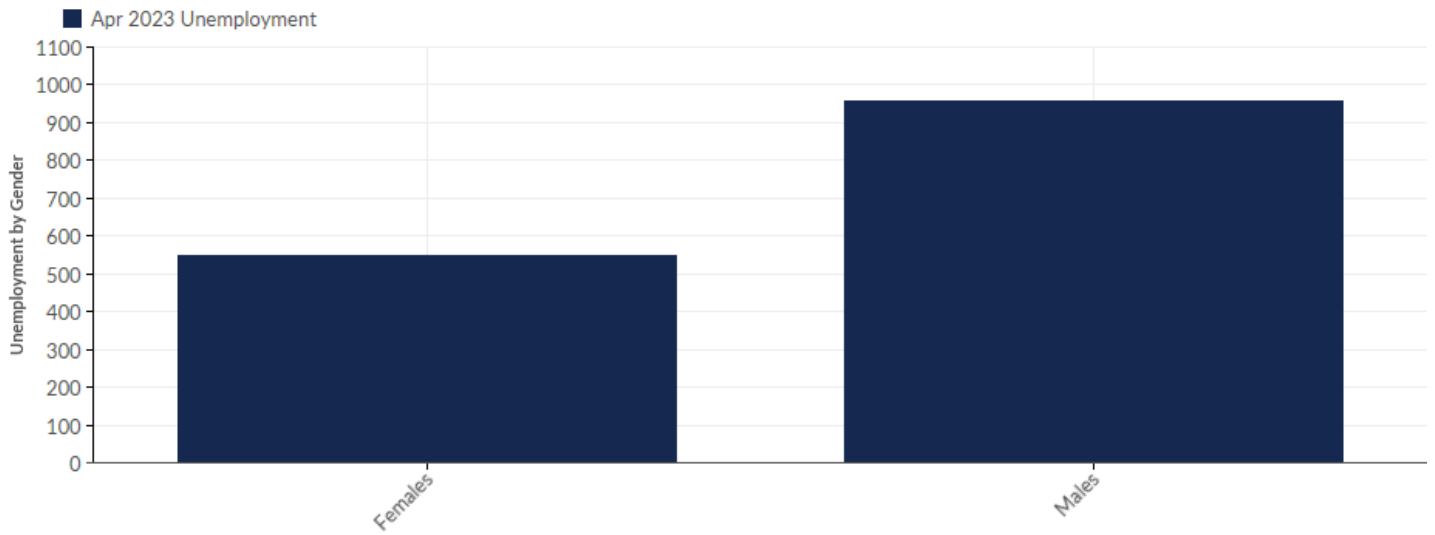
Unemployment by Demographics

Unemployment by Age



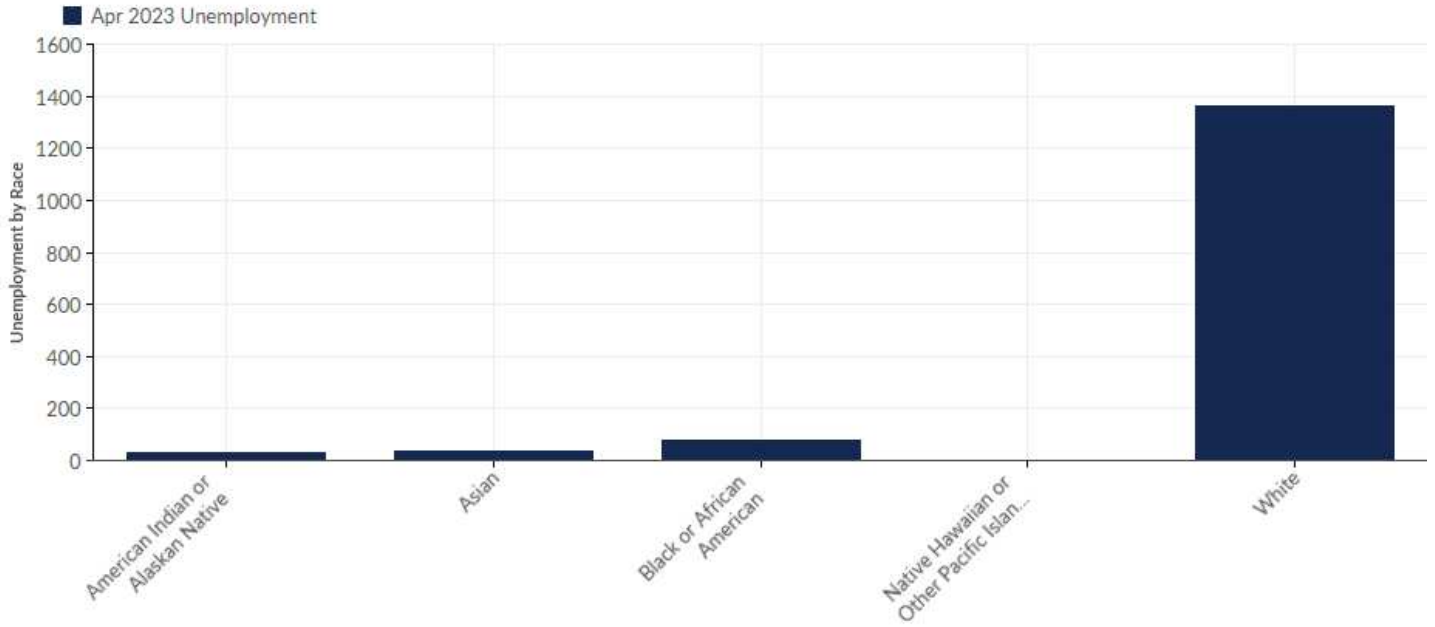
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	30	1.99%
22-24	54	3.59%
25-34	309	20.53%
35-44	357	23.72%
45-54	322	21.40%
55-59	170	11.30%
60-64	154	10.23%
65+	109	7.24%
Total	1,505	100.00%

Unemployment by Gender



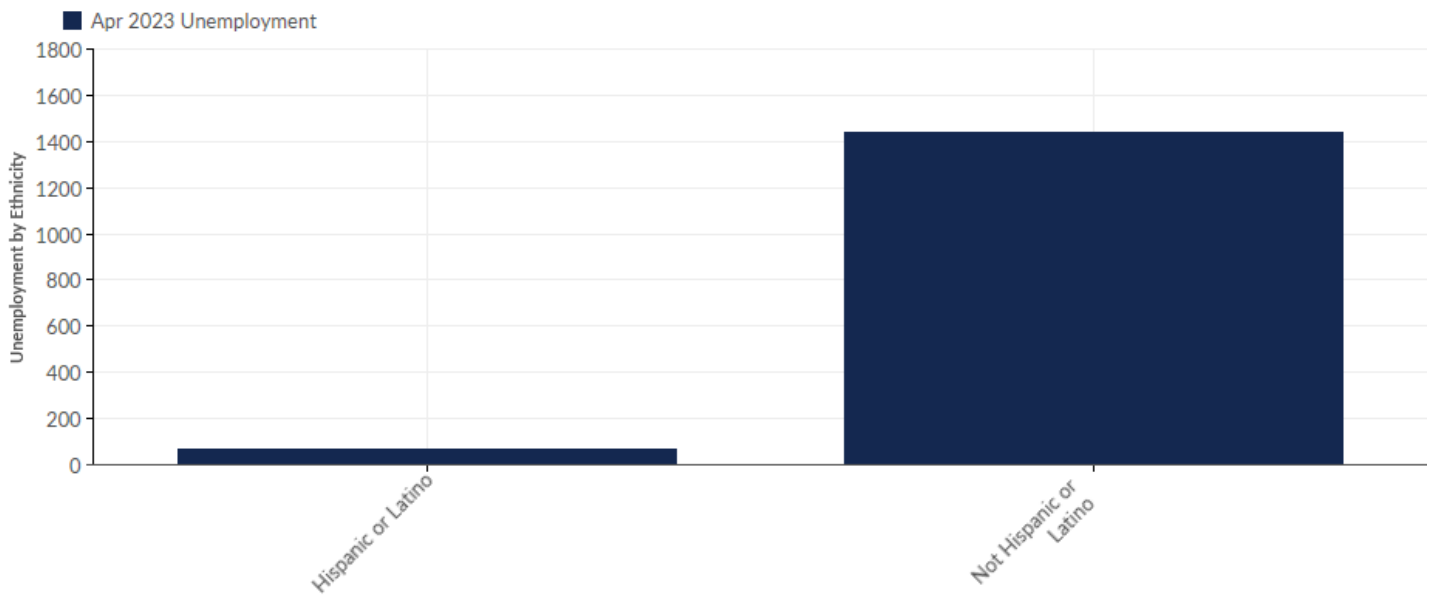
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	548	36.41%
Males	957	63.59%
Total	1,505	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	30	1.99%
Asian	35	2.33%
Black or African American	78	5.18%
Native Hawaiian or Other Pacific Islander	1	0.07%
White	1,360	90.37%
Total	1,505	100.00%

Unemployment by Ethnicity

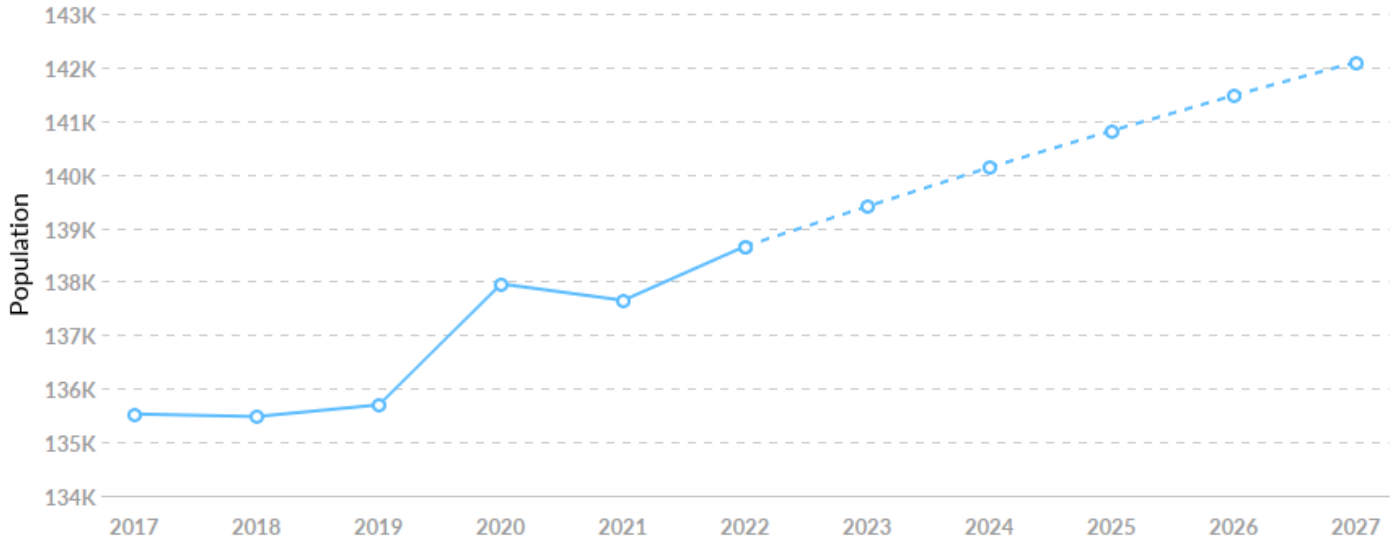


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	65	4.32%
Not Hispanic or Latino	1,440	95.68%
Total	1,505	100.00%

Historic & Projected Trends

Population Trends

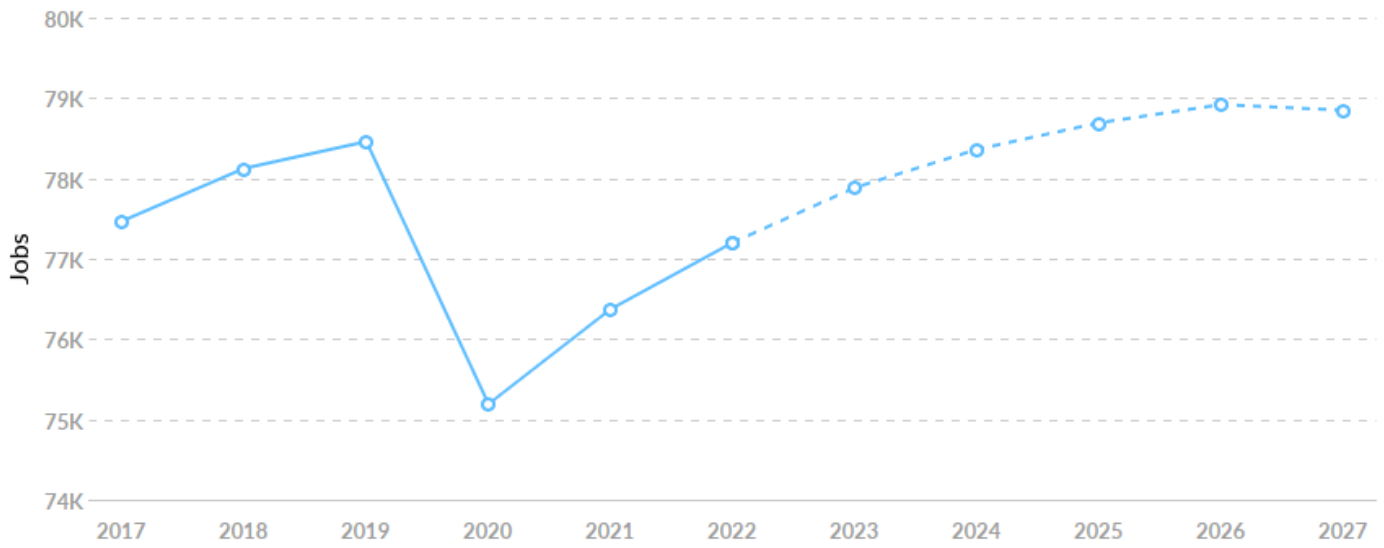
As of 2022 the region's population increased by 2.3% since 2017, growing by 3,136. Population is expected to increase by 2.5% between 2022 and 2027, adding 3,436.



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

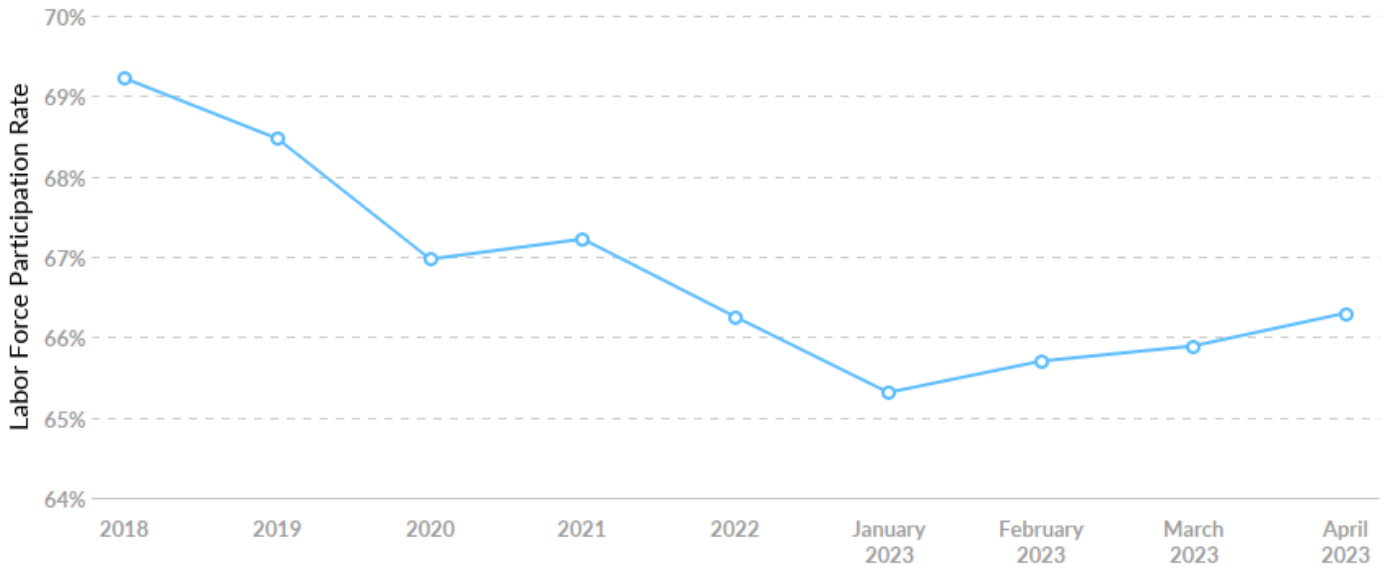
Job Trends

From 2017 to 2022, jobs declined by 0.3% in Marathon County, WI from 77,466 to 77,200. This change fell short of the national growth rate of 3.8% by 4.1%.



Timeframe	Jobs
2017	77,466
2018	78,123
2019	78,457
2020	75,188
2021	76,370
2022	77,200
2023	77,884
2024	78,360
2025	78,691
2026	78,918
2027	78,848

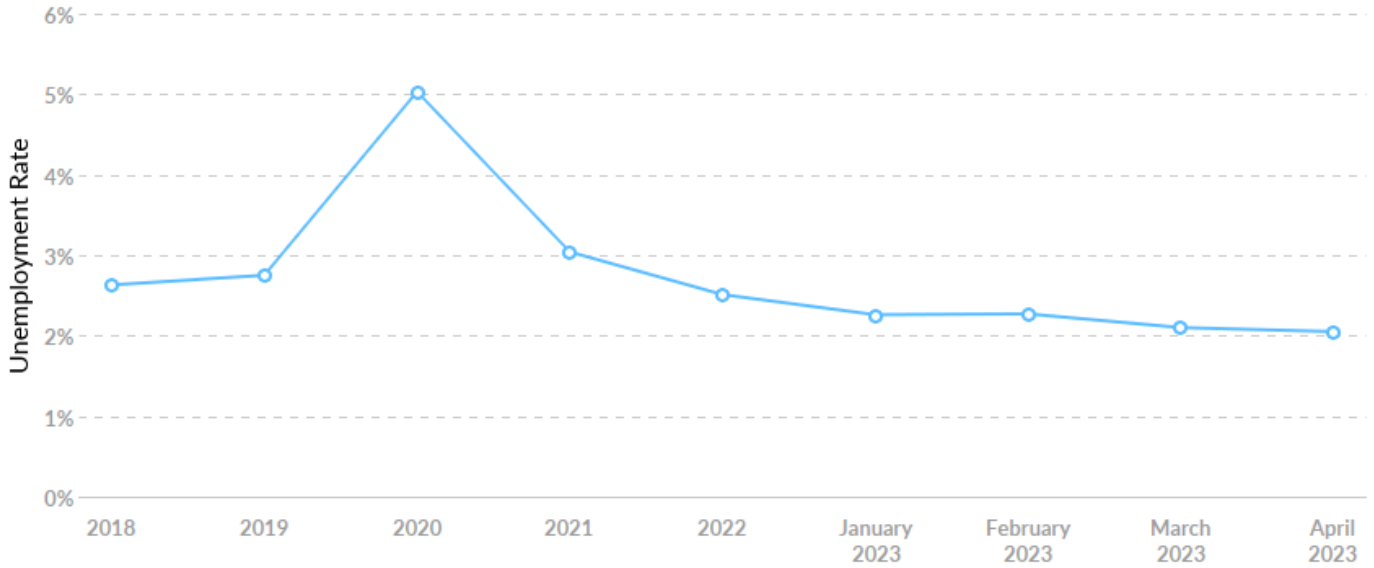
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.22%
2019	68.47%
2020	66.97%
2021	67.22%
2022	66.25%
January 2023	65.31%
February 2023	65.70%
March 2023	65.89%
April 2023	66.30%

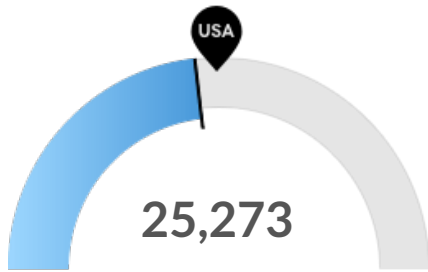
Unemployment Rate Trends

Marathon County, WI had an April 2023 unemployment rate of 2.05%, decreasing from 2.63% 5 years before.



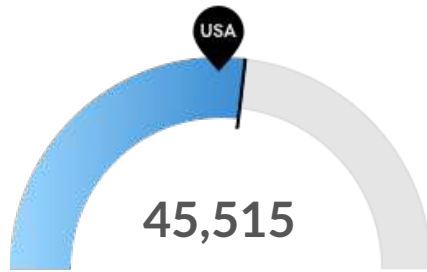
Timeframe	Unemployment Rate
2018	2.63%
2019	2.75%
2020	5.03%
2021	3.04%
2022	2.51%
January 2023	2.26%
February 2023	2.27%
March 2023	2.10%
April 2023	2.05%

Population Characteristics



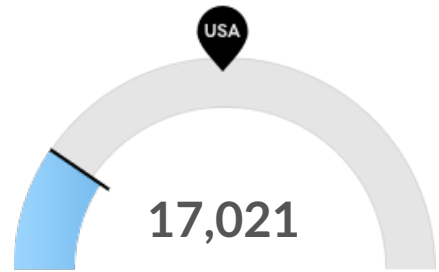
Millennials

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



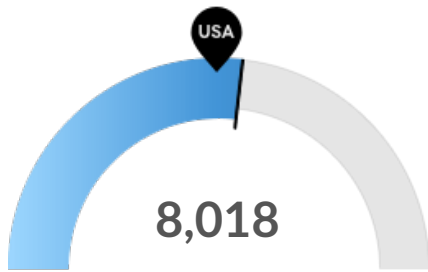
Retiring Soon

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.



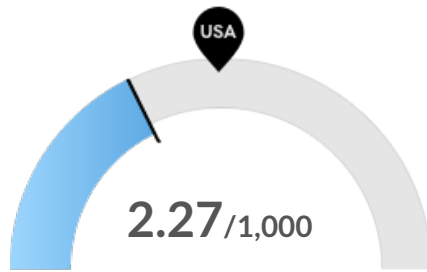
Racial Diversity

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.



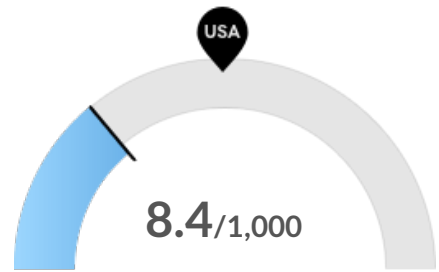
Veterans

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.

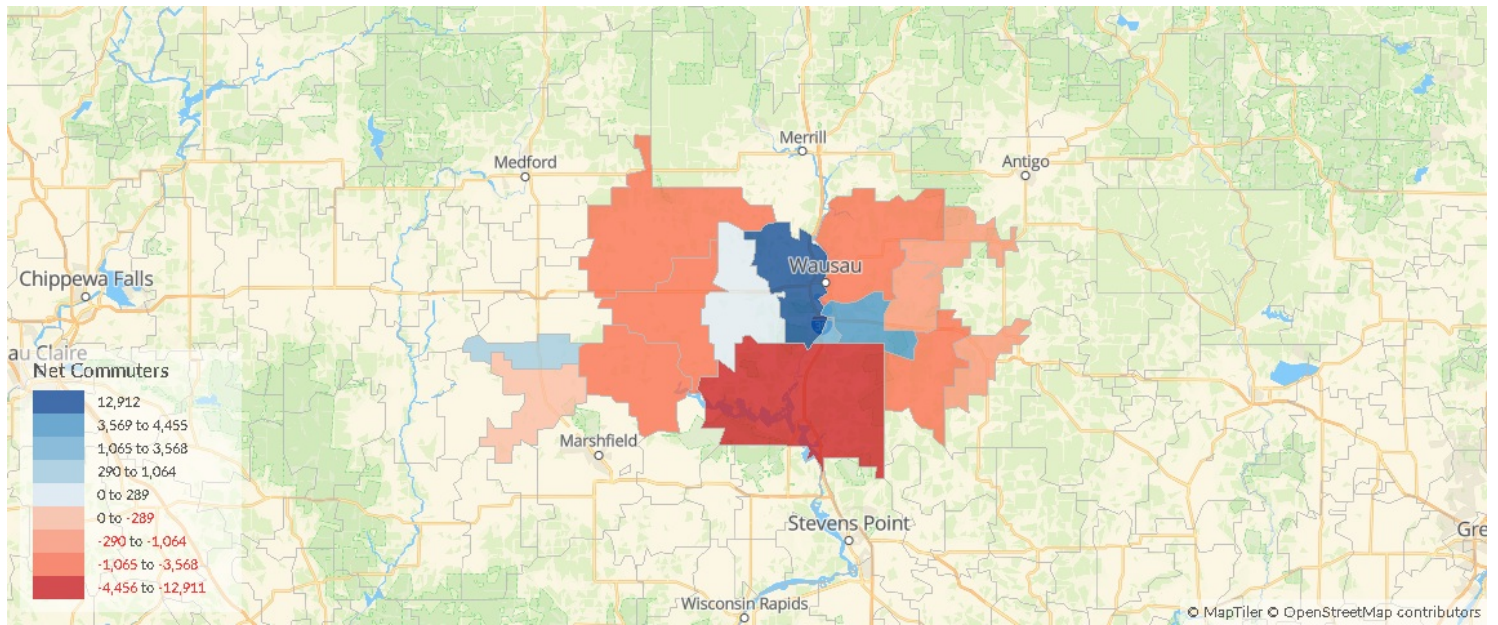


Property Crime

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...	29,635
54476	Schofield, WI (in Marath...	14,195
54403	Wausau, WI (in Maratho...	11,116
54455	Mosinee, WI (in Marath...	5,841
54474	Rothschild, WI (in Marat...	4,137

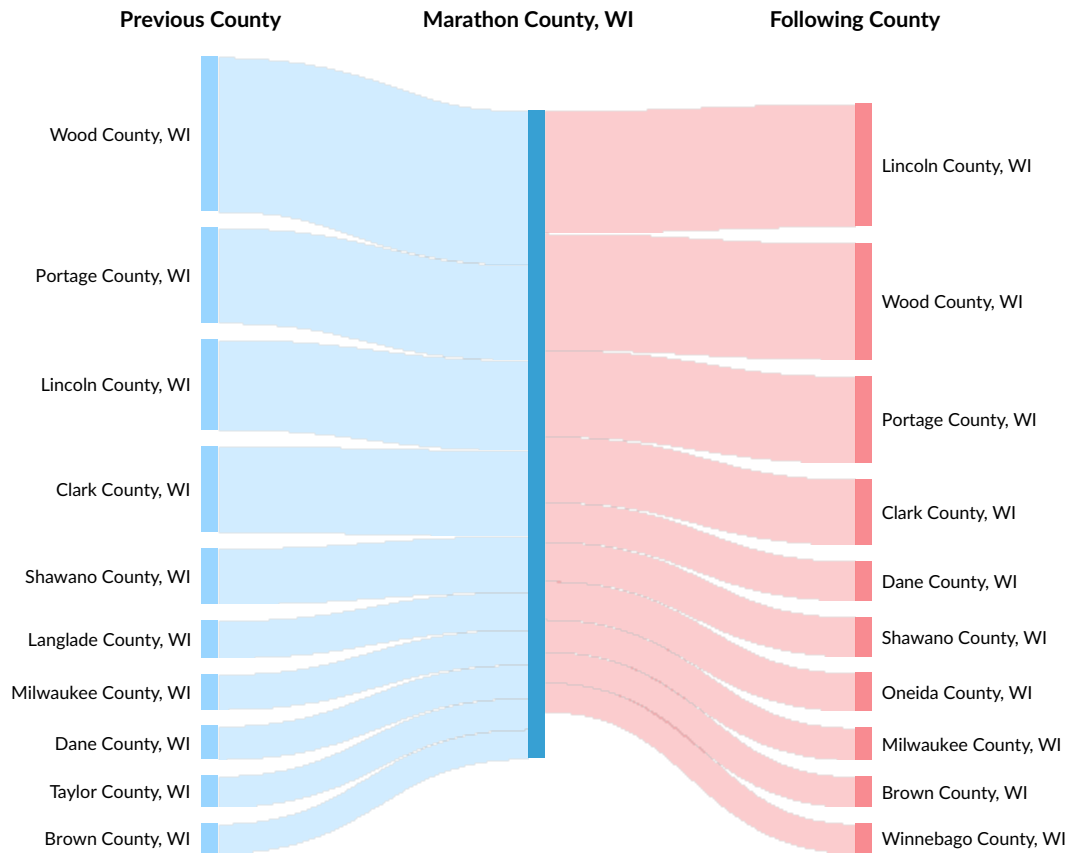
Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,723
54403	Wausau, WI (in Maratho...	12,642
54476	Schofield, WI (in Marath...	10,626
54455	Mosinee, WI (in Marath...	10,297
54411	Athens, WI (in Maratho...	3,255

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**.

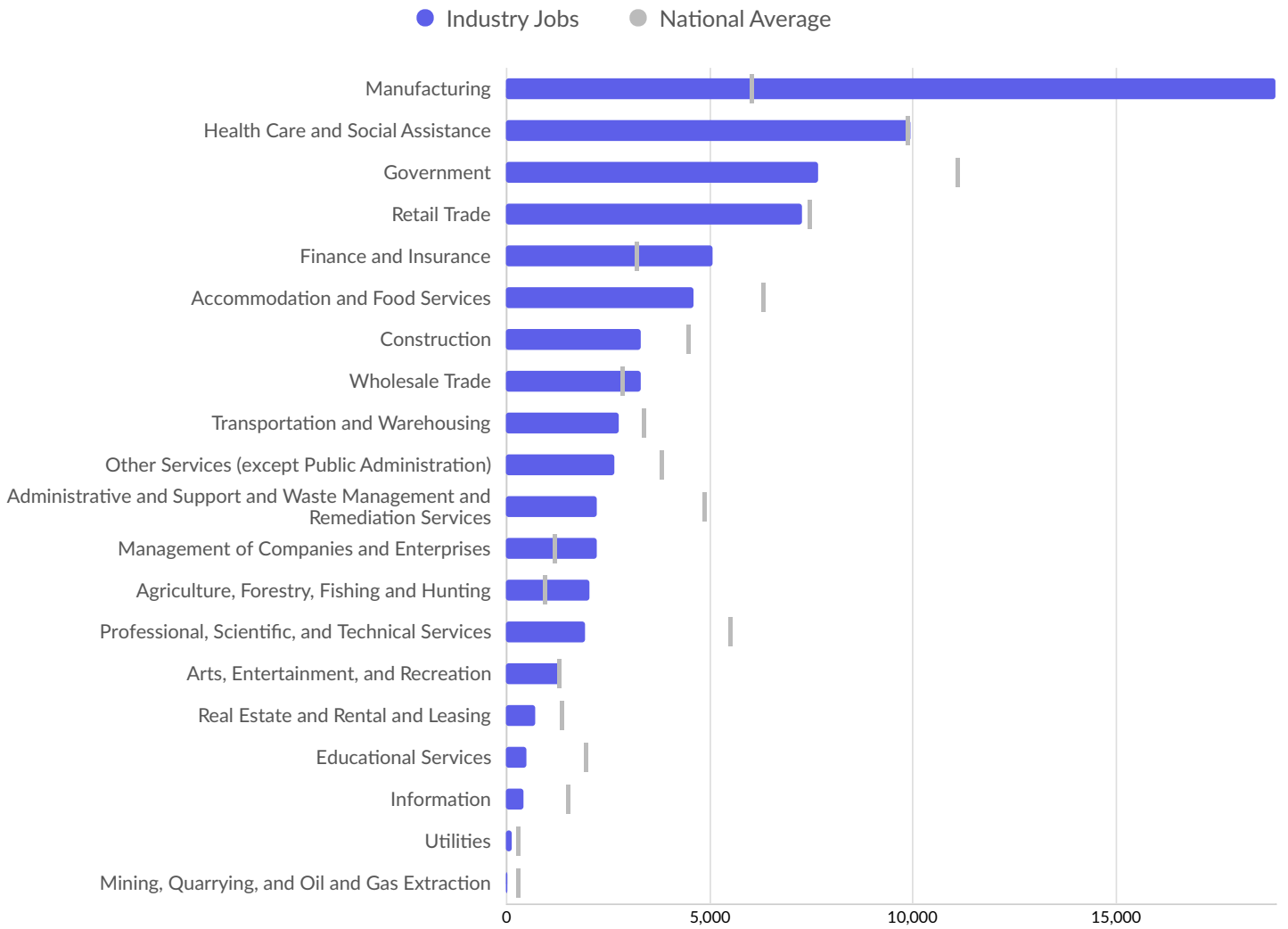


Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125

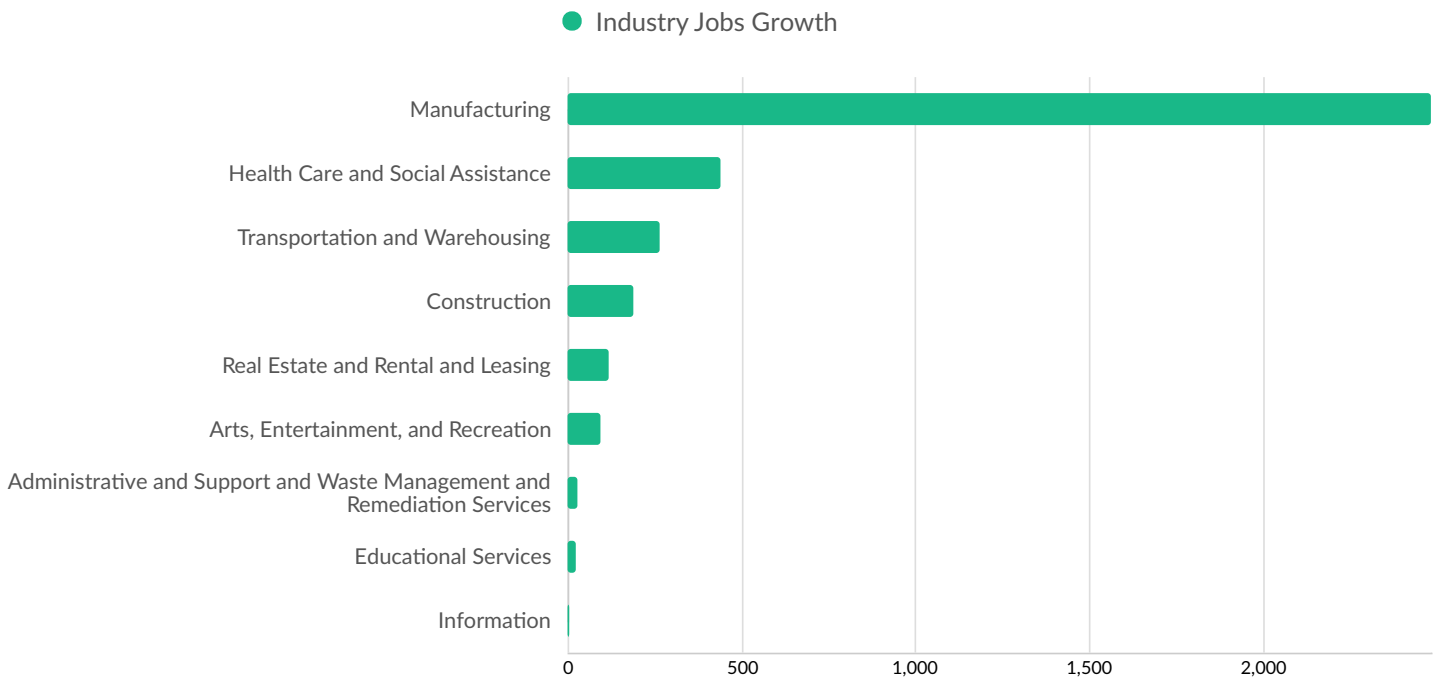
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County,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

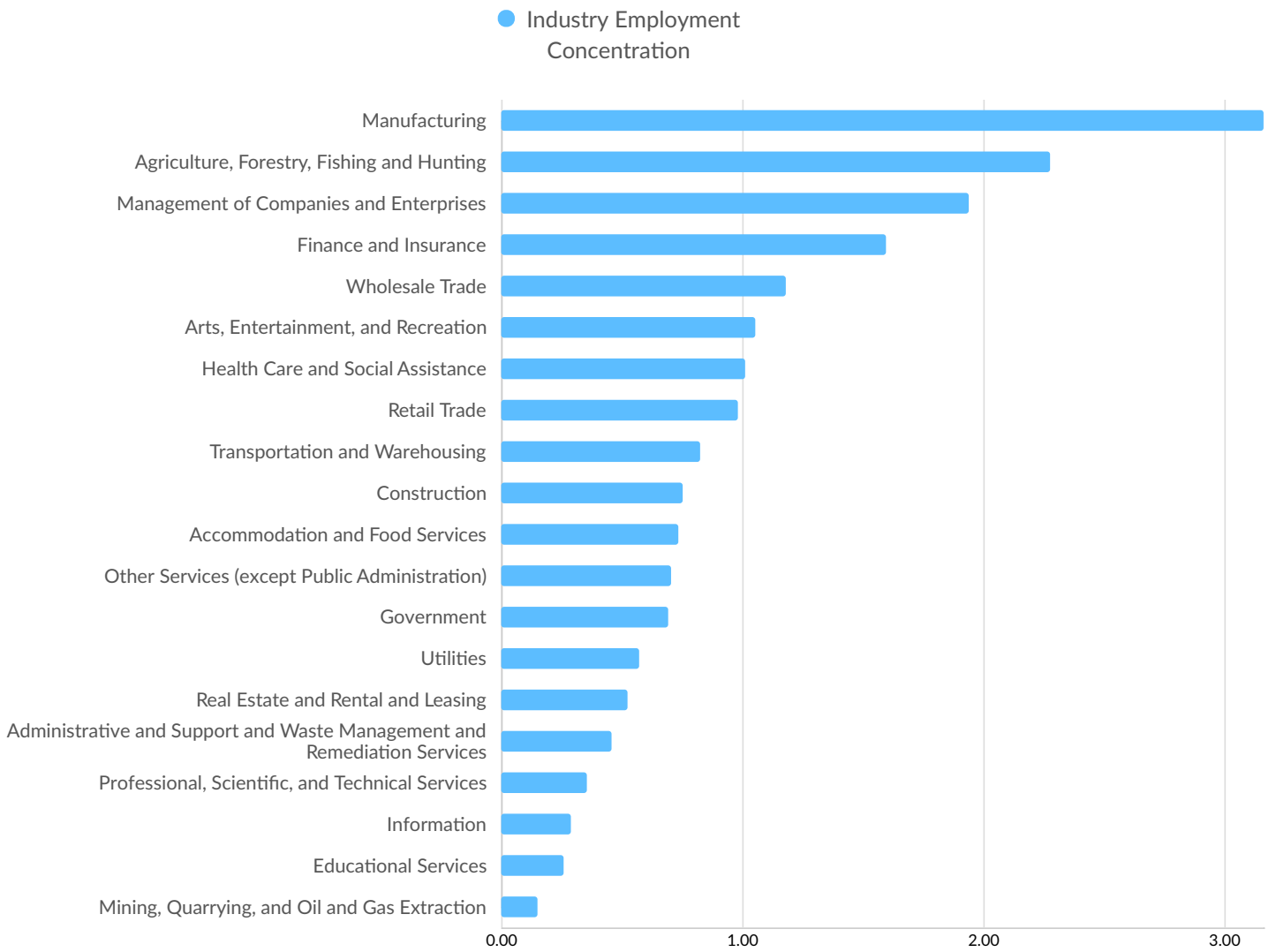
Largest Industries



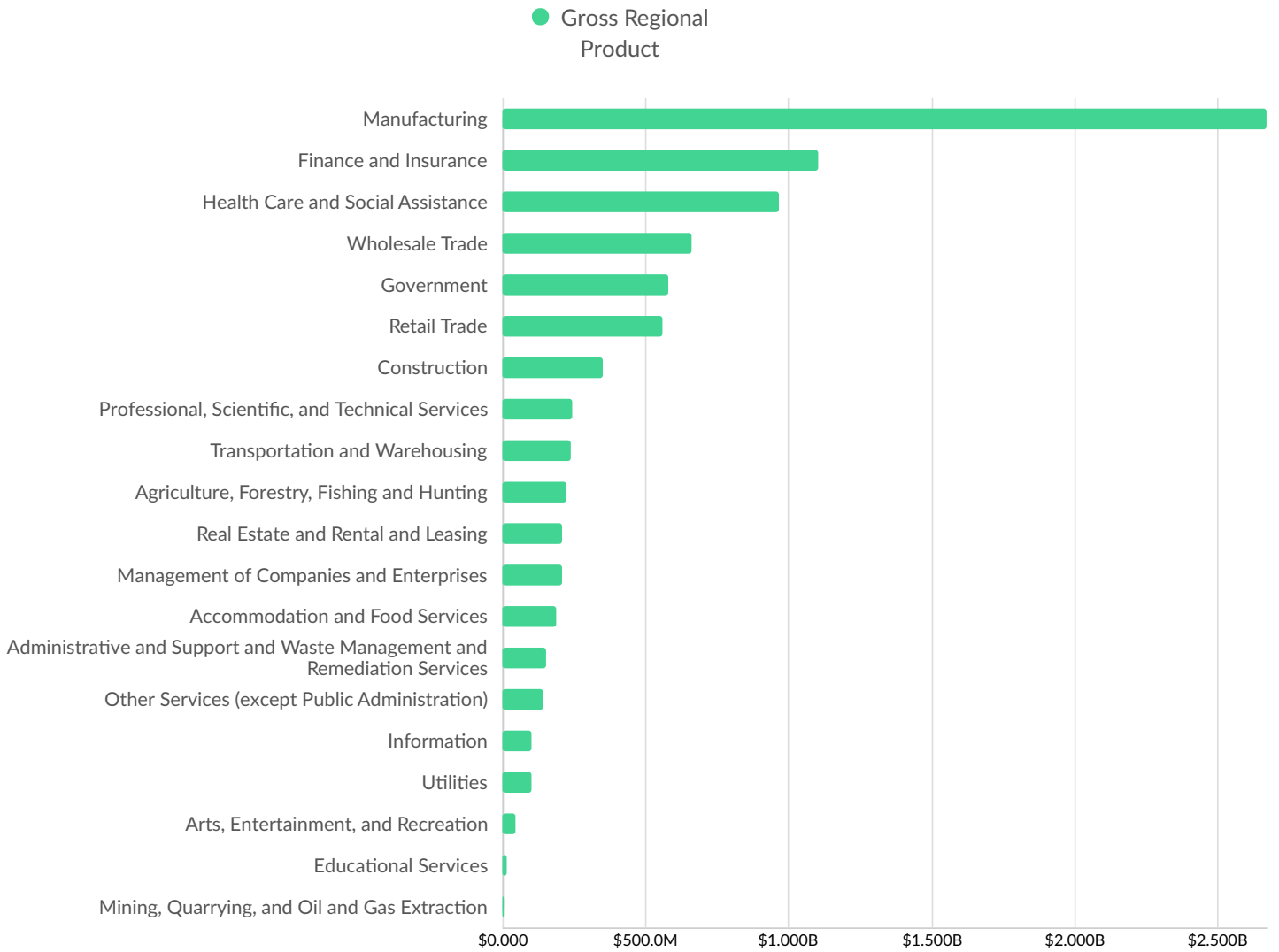
Top Growing Industries



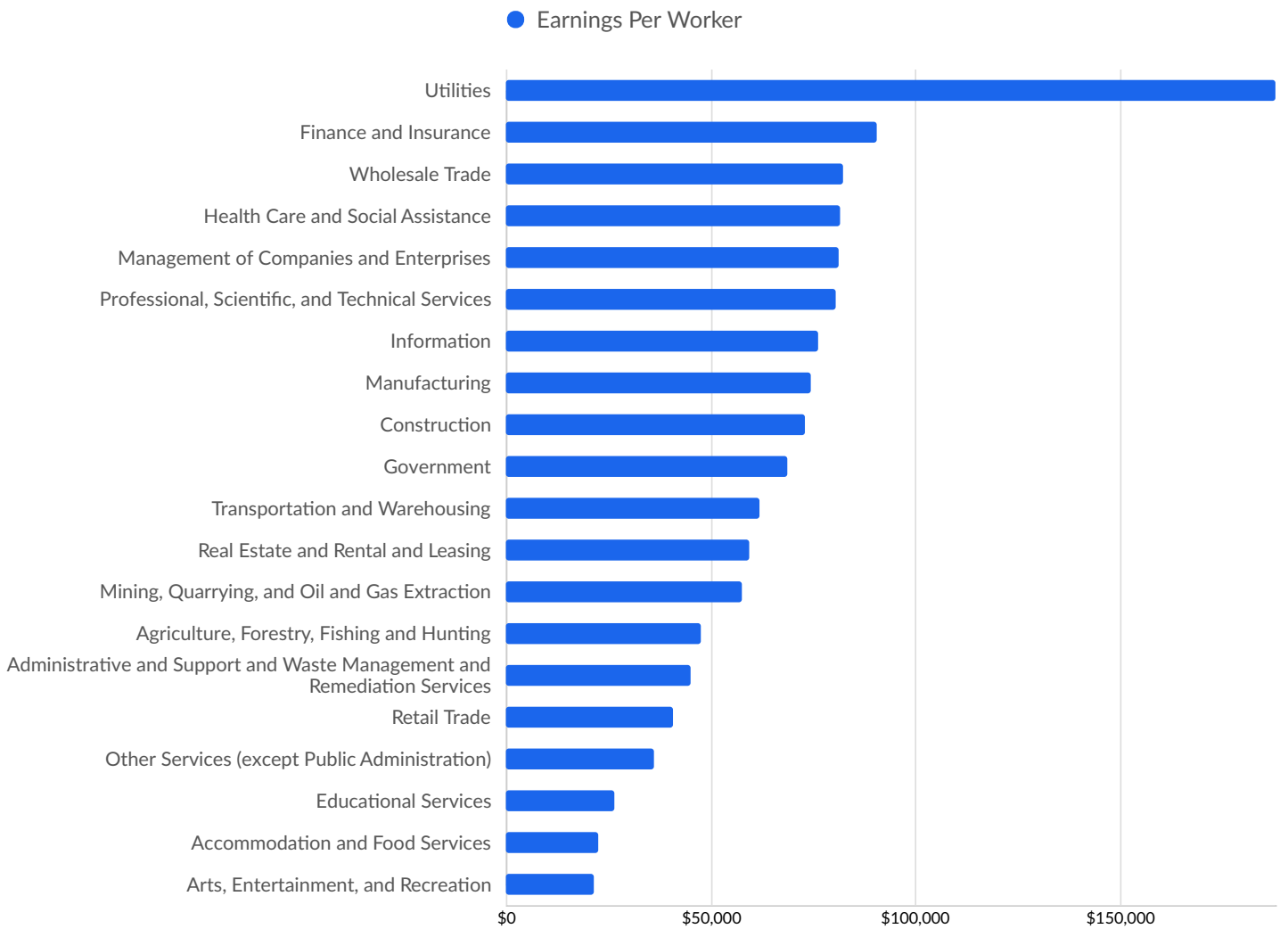
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



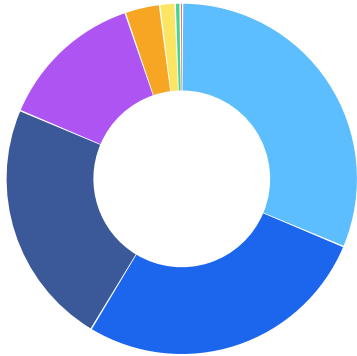
Business Characteristics

12,162 Companies Employ Your Workers

Online profiles for your workers mention 12,162 companies as employers, with the top 10 appearing below. In the last 12 months, 1,088 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,039 	Aspirus	833 
Marshfield Clinic	613 	Marshfield Clinic	256 
Greenheck	577 	Greenheck Fan Corporation	192 
Northcentral Technical College	385 	LocumTenens.com	185 
Wausau School District	383 	Beaver Dam Community Hospit...	169 
Liberty Mutual	367 	Efco Corporation	149 
Sentry	316 	CareInHomes	145 
UnitedHealth Group	286 	ABR Employment Services	136 
University of Wisconsin System	269 	Northcentral Technical College	114 
Aspirus Wausau Hospital	194 	Apogee Enterprises	105 

Business Size

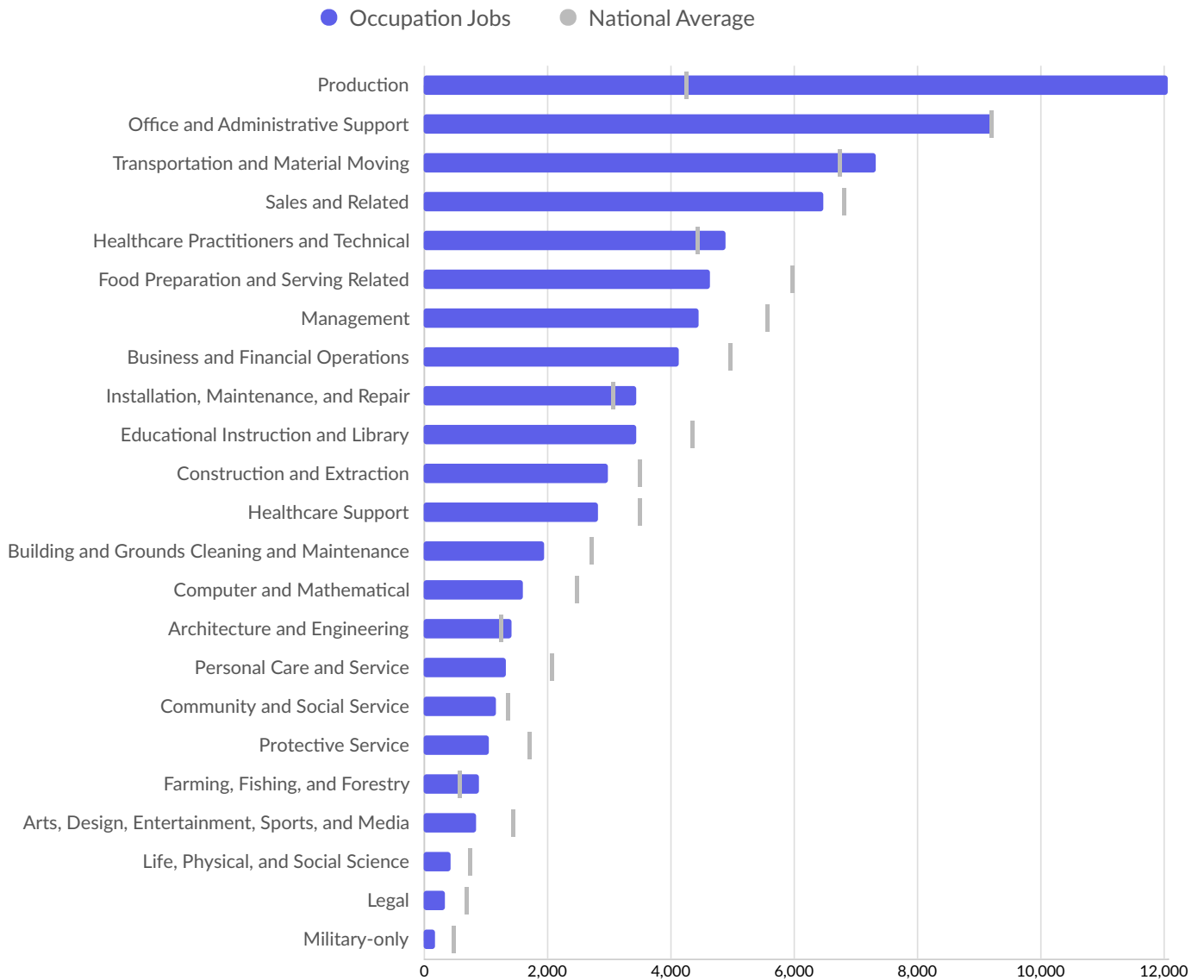


	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

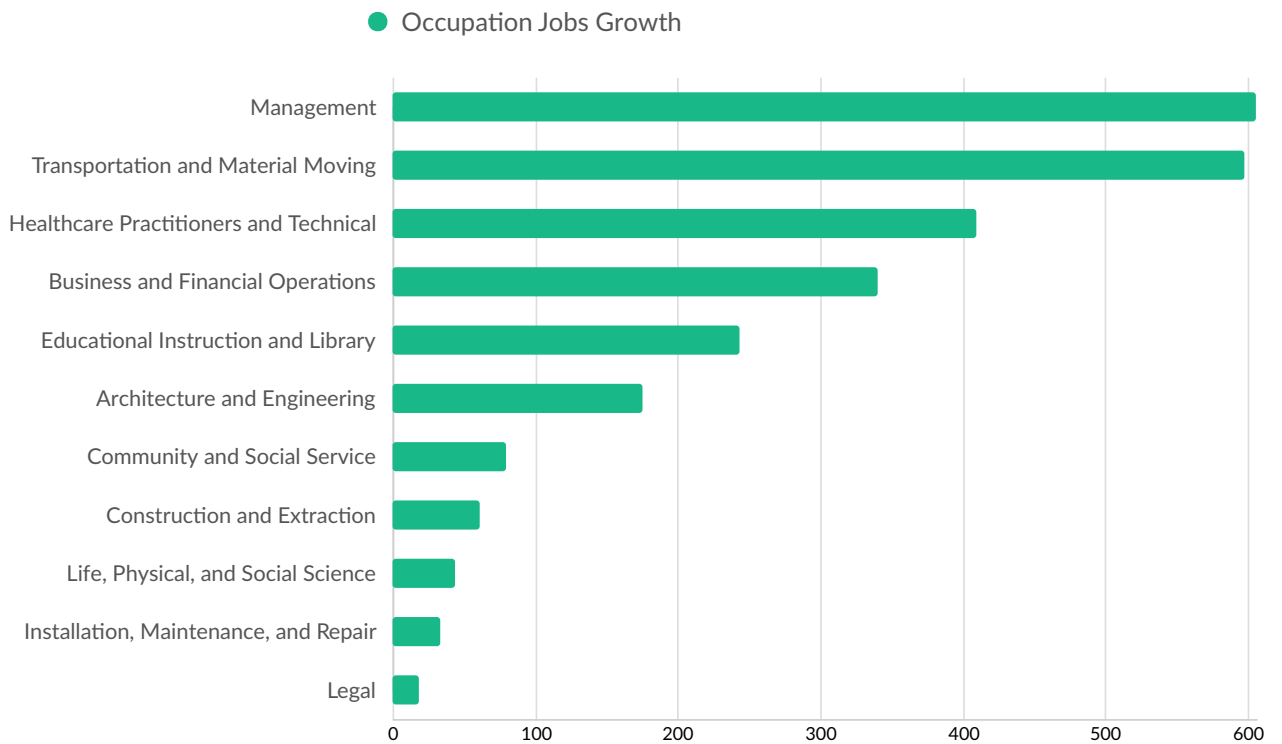
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

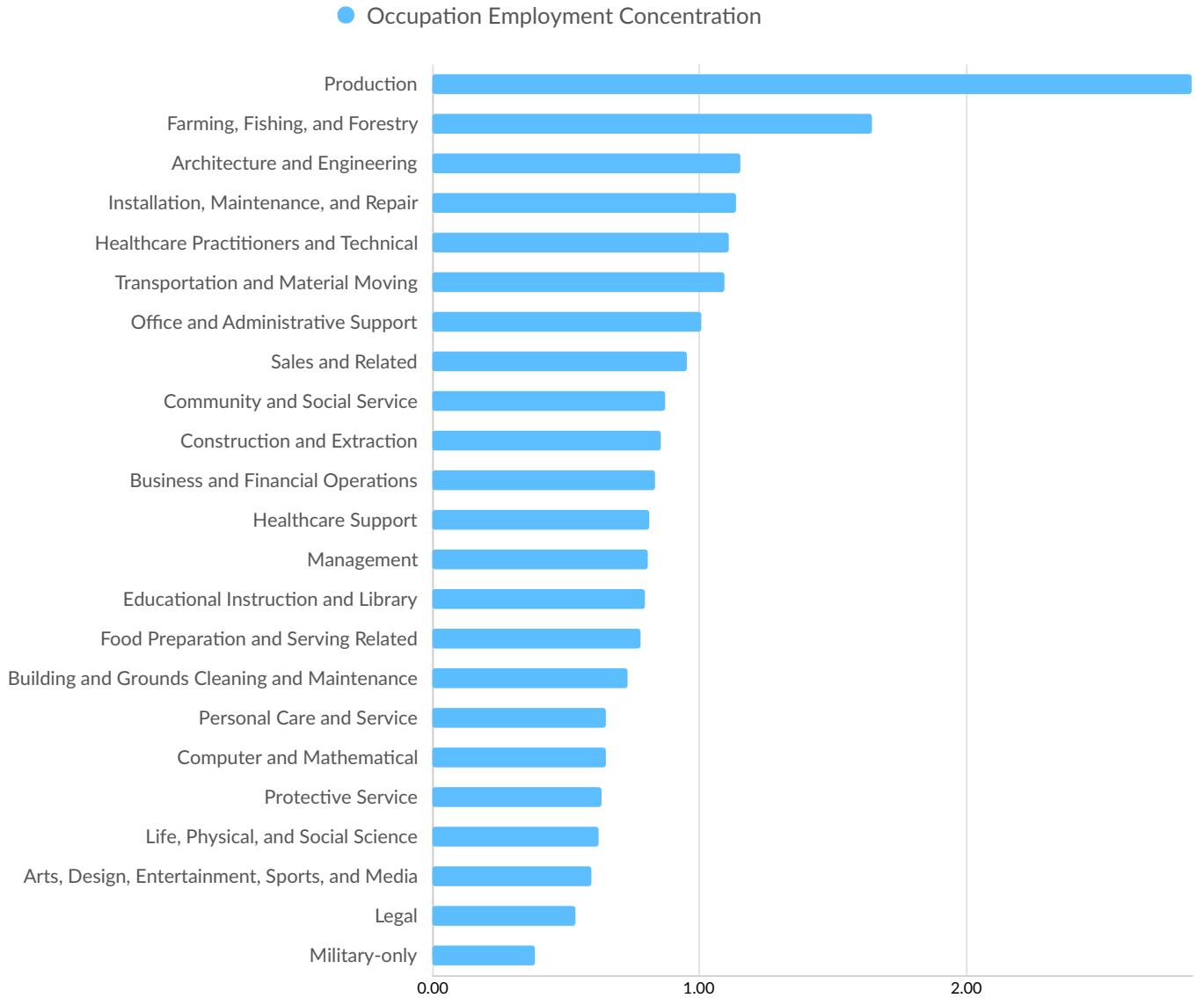
Largest Occupations



Top Growing Occupations



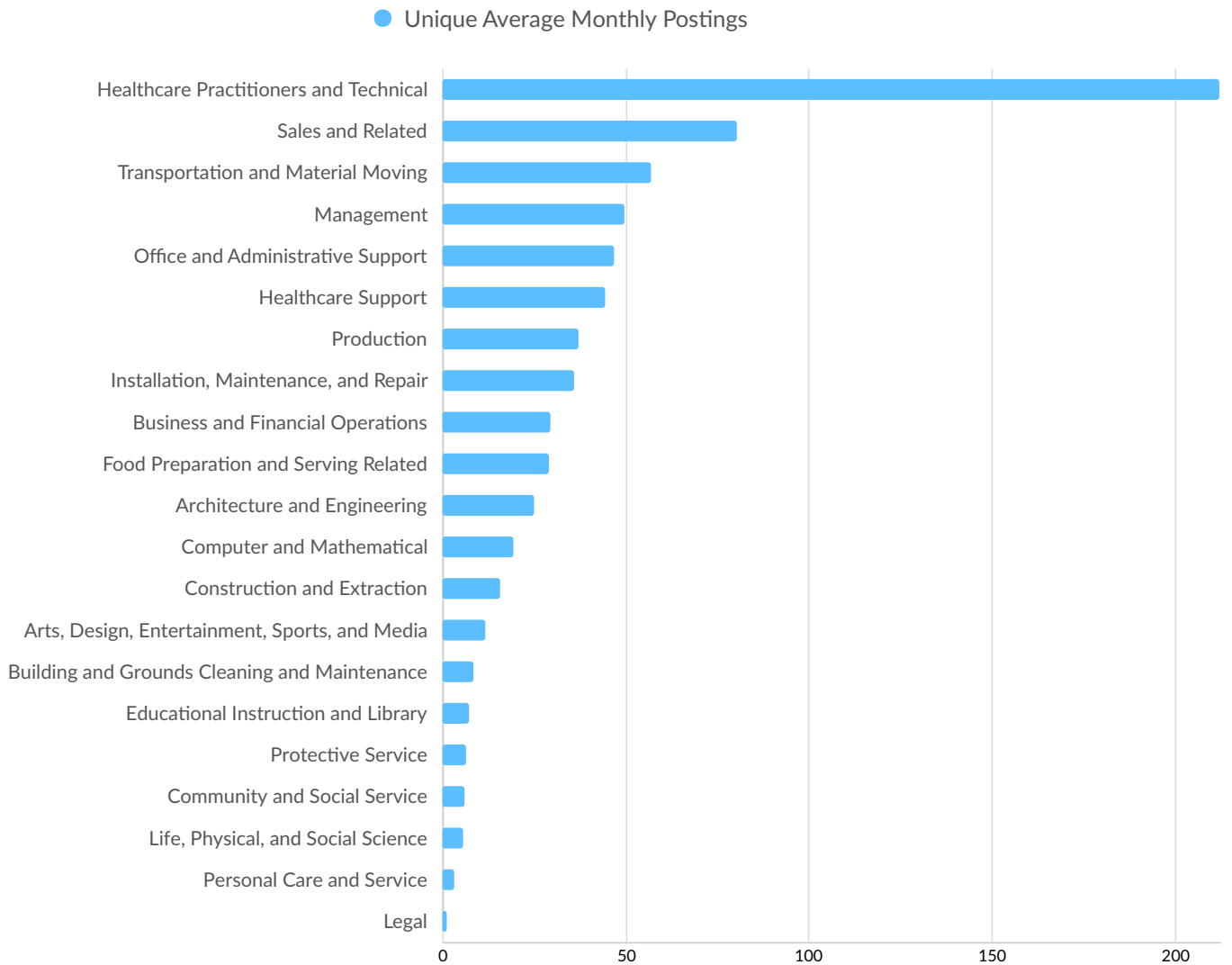
Top Occupation Employment Concentration



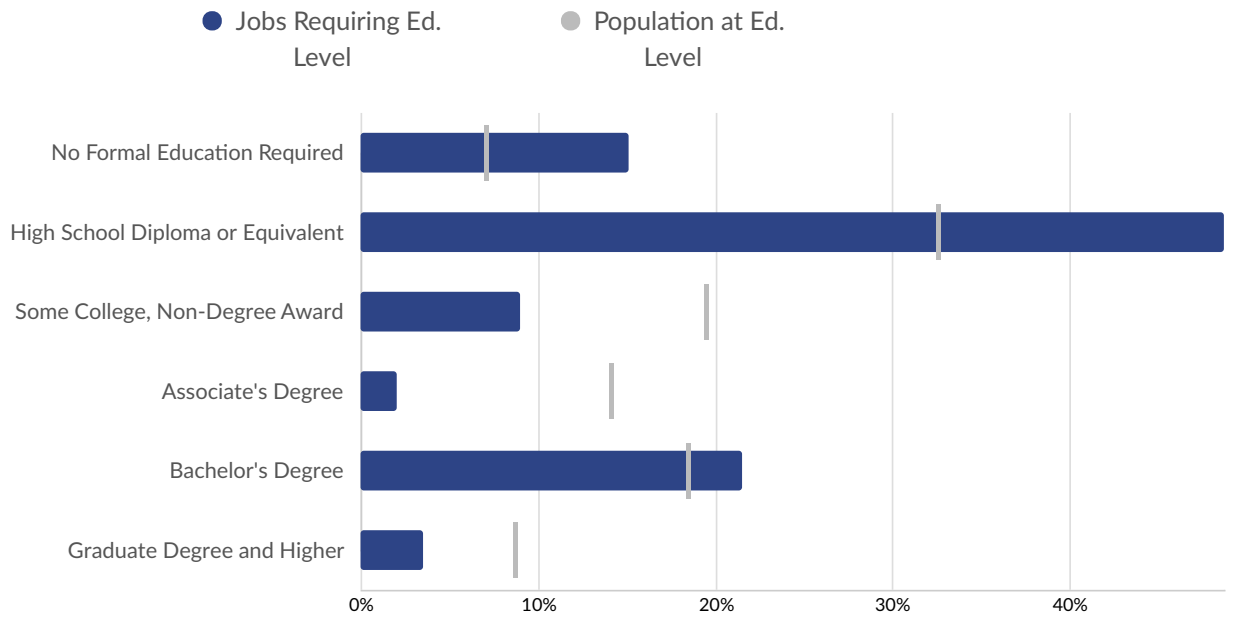
Top Occupation Earnings



Top Posted Occupations

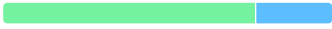





Underemployment



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

