



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	29
In-Demand Skills .....	30

## 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

**137,958**

**Population (2022)**

Population **grew by 2,433** over the last 5 years and is projected to **grow by 3,950** over the next 5 years.

**77,465**

**Total Regional Employment**

Jobs **decreased by 8** over the last 5 years but are projected to **grow by 1,681** over the next 5 years.

**\$67.9K**

**Median Household Income (2021)**

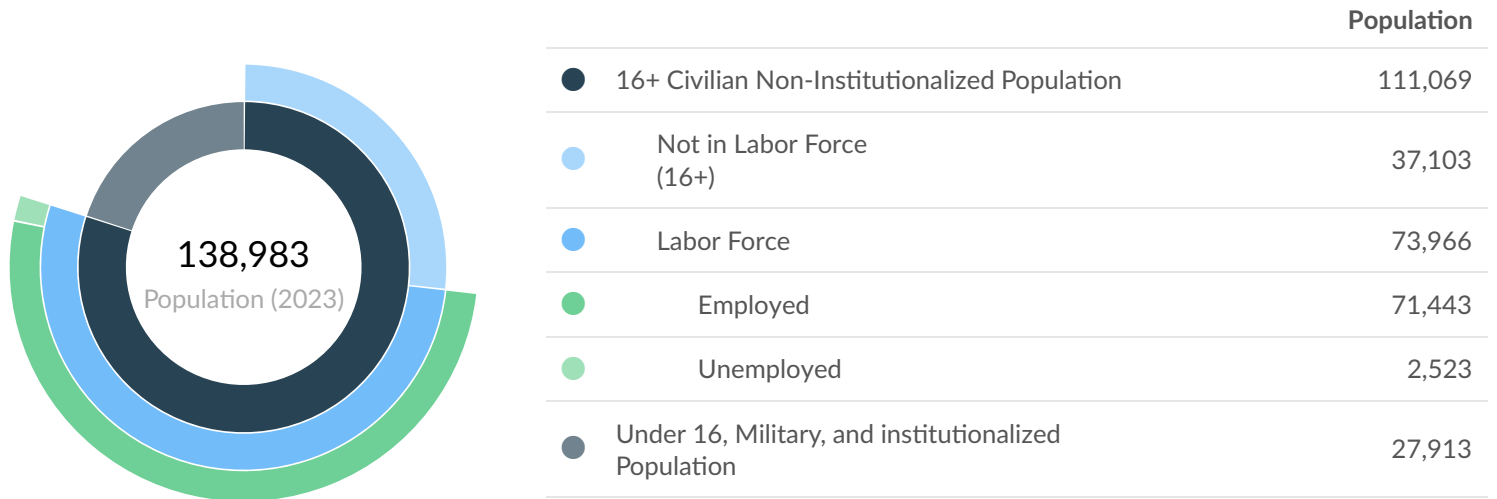
Median household income is **\$1.1K below** the national median household income of \$69.0K.

## Takeaways

- As of 2022 the region's population **increased by 1.8%** since 2017, growing by 2,433. Population is expected to **increase by 2.9%** between 2022 and 2027, adding 3,950.
- From 2017 to 2022, jobs **declined by 0.0%** in Marathon County, WI from 77,474 to **77,465**. This change **fell short of the national growth rate of 3.8% by 3.8%**. 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 **14.1% 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.

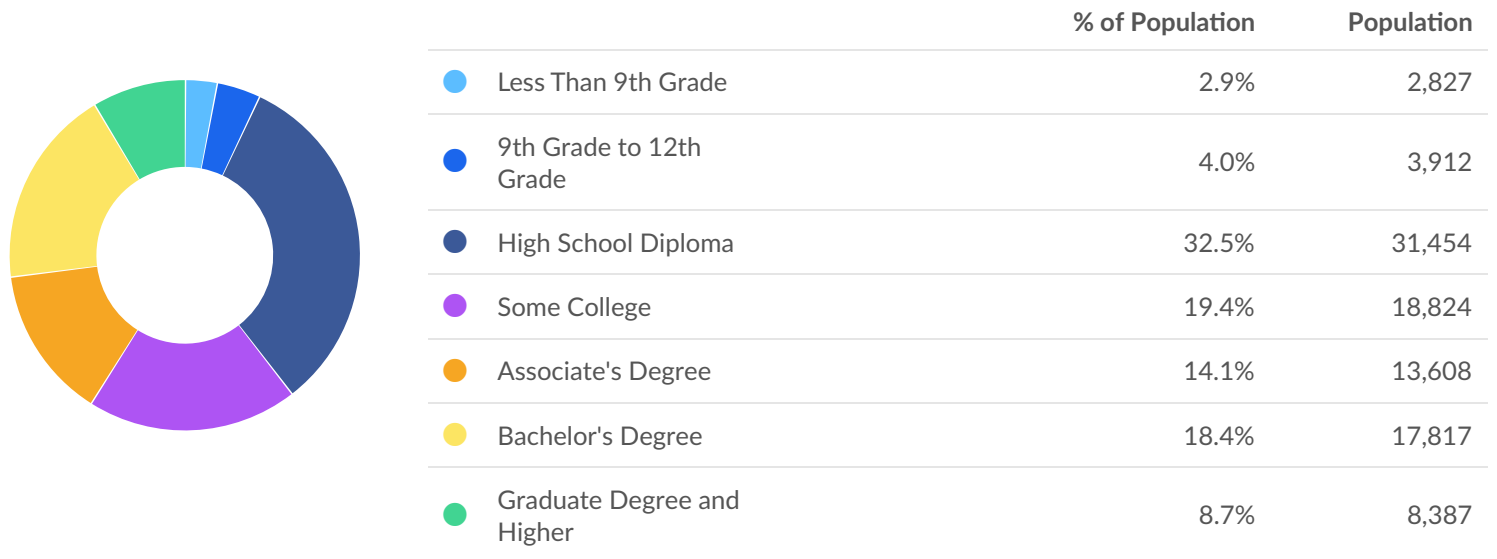
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	138,983	73,966	77,465	99.7	\$9.50B	\$11.34B	\$11.86B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



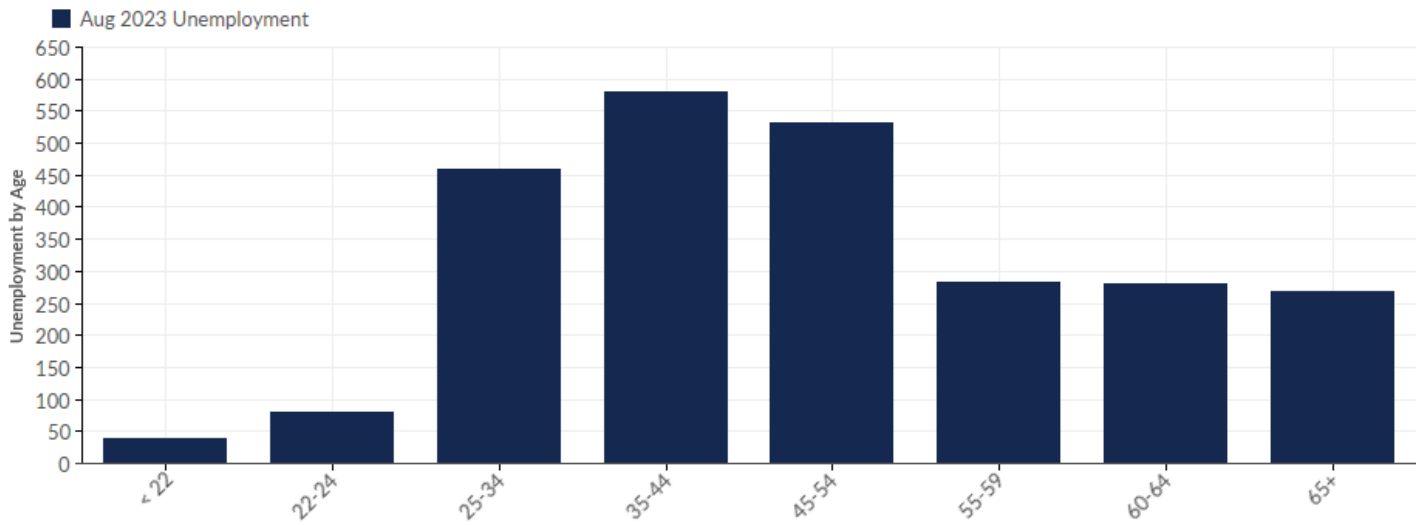
## Educational Attainment

Concerning educational attainment, **18.4% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **14.1% hold an Associate's Degree** (5.2% above the national average).



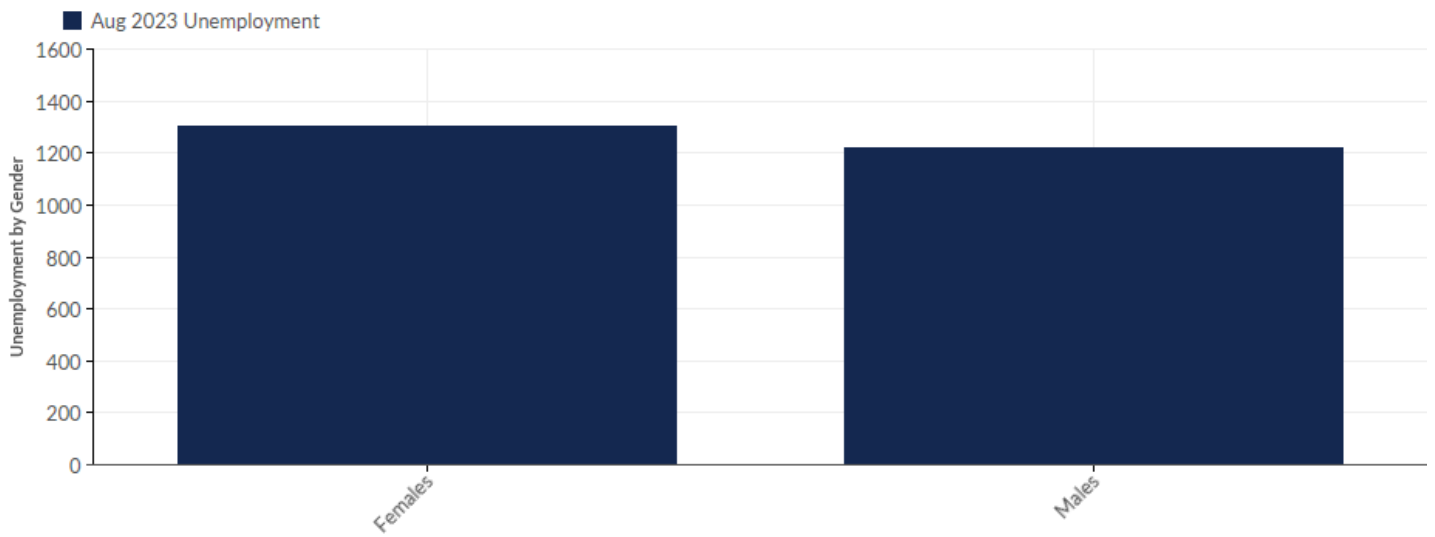
# Unemployment by Demographics

## Unemployment by Age



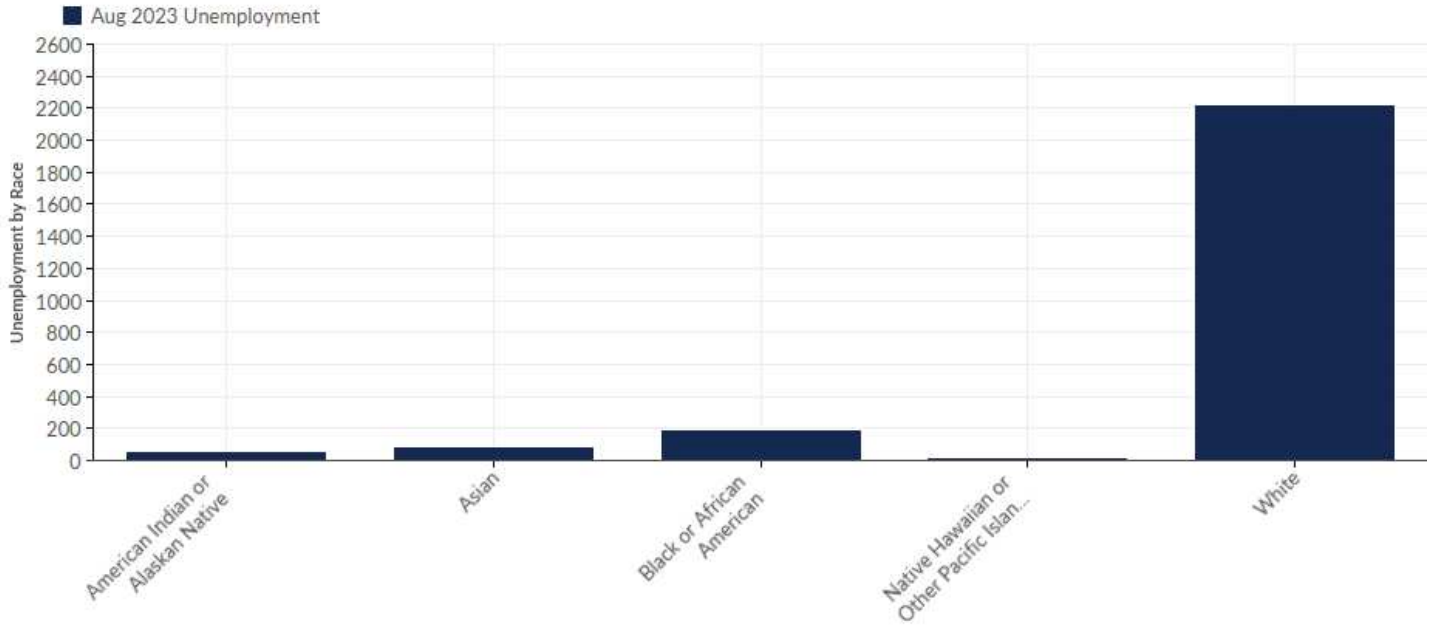
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	40	1.59%
22-24	80	3.17%
25-34	460	18.23%
35-44	581	23.03%
45-54	532	21.09%
55-59	283	11.22%
60-64	281	11.14%
65+	267	10.58%
Total	2,523	100.00%

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	1,301	51.57%
Males	1,222	48.43%
Total	2,523	100.00%

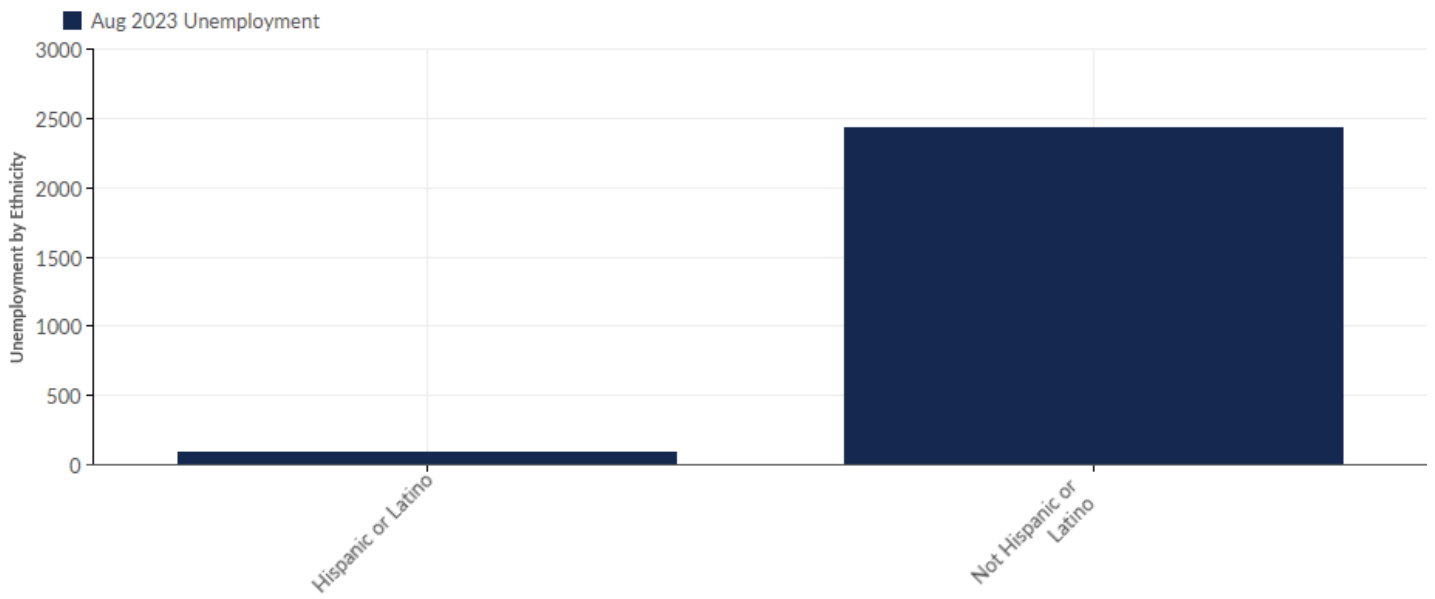
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	48	1.90%
Asian	78	3.09%
Black or African American	181	7.17%
Native Hawaiian or Other Pacific Islander	5	0.20%
White	2,212	87.67%
<b>Total</b>	<b>2,523</b>	<b>100.00%</b>



## Unemployment by Ethnicity

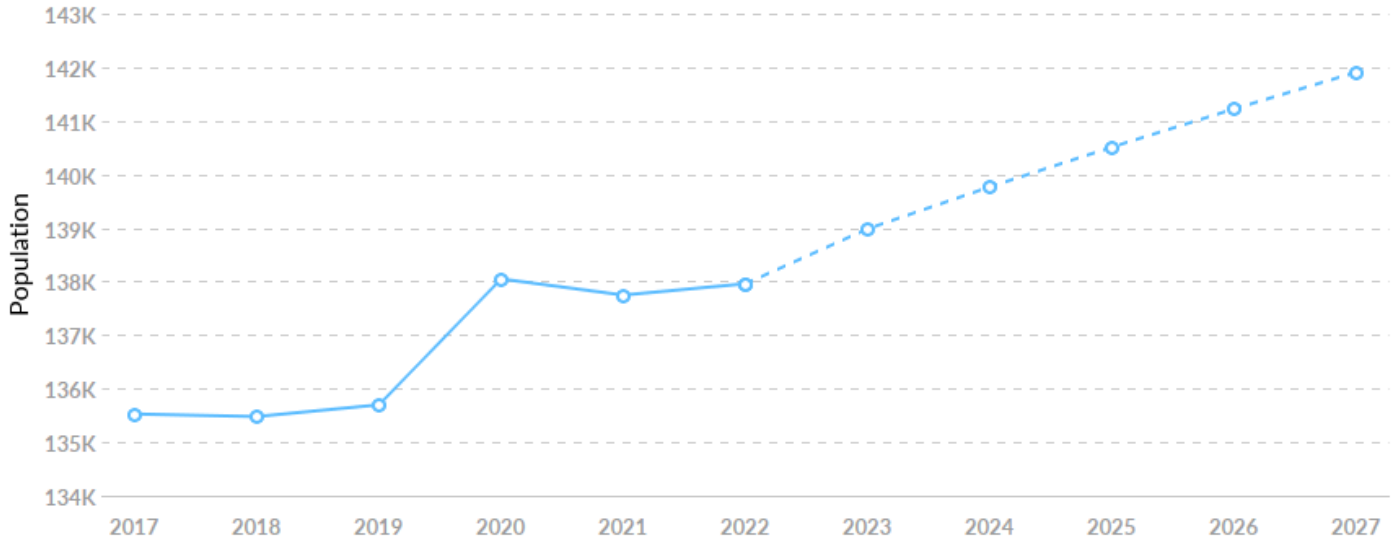


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	94	3.73%
Not Hispanic or Latino	2,429	96.27%
Total	2,523	100.00%

# Historic & Projected Trends

## Population Trends

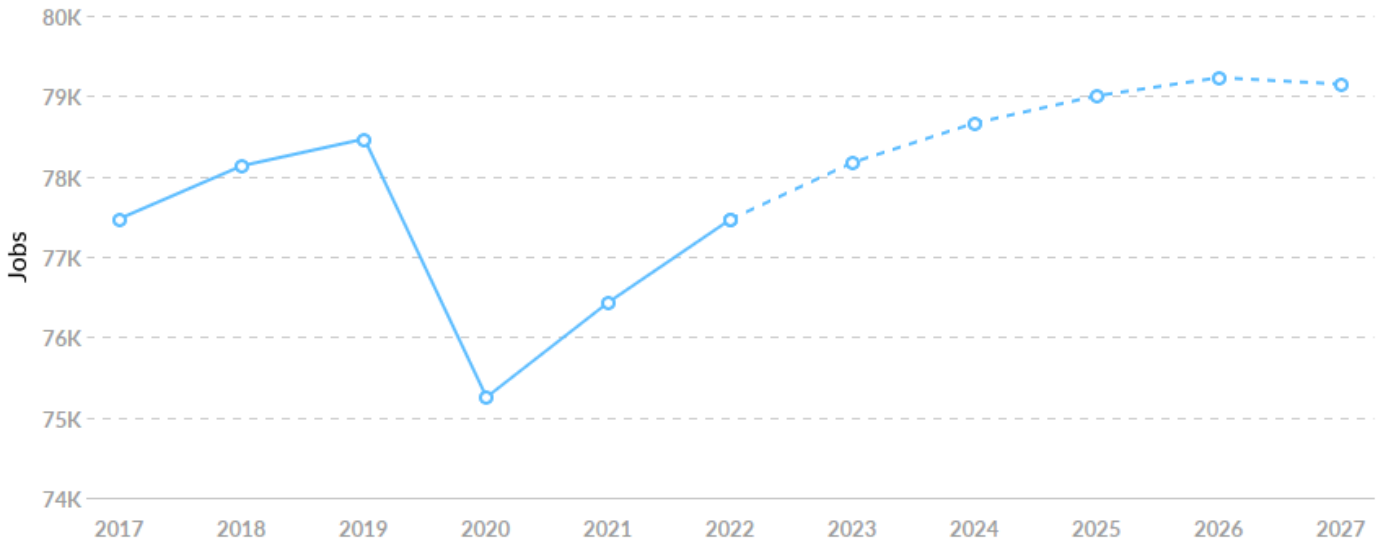
As of 2022 the region's population increased by 1.8% since 2017, growing by 2,433. Population is expected to increase by 2.9% between 2022 and 2027, adding 3,950.



Timeframe	Population
2017	135,525
2018	135,478
2019	135,697
2020	138,047
2021	137,746
2022	137,958
2023	138,983
2024	139,766
2025	140,509
2026	141,222
2027	141,908

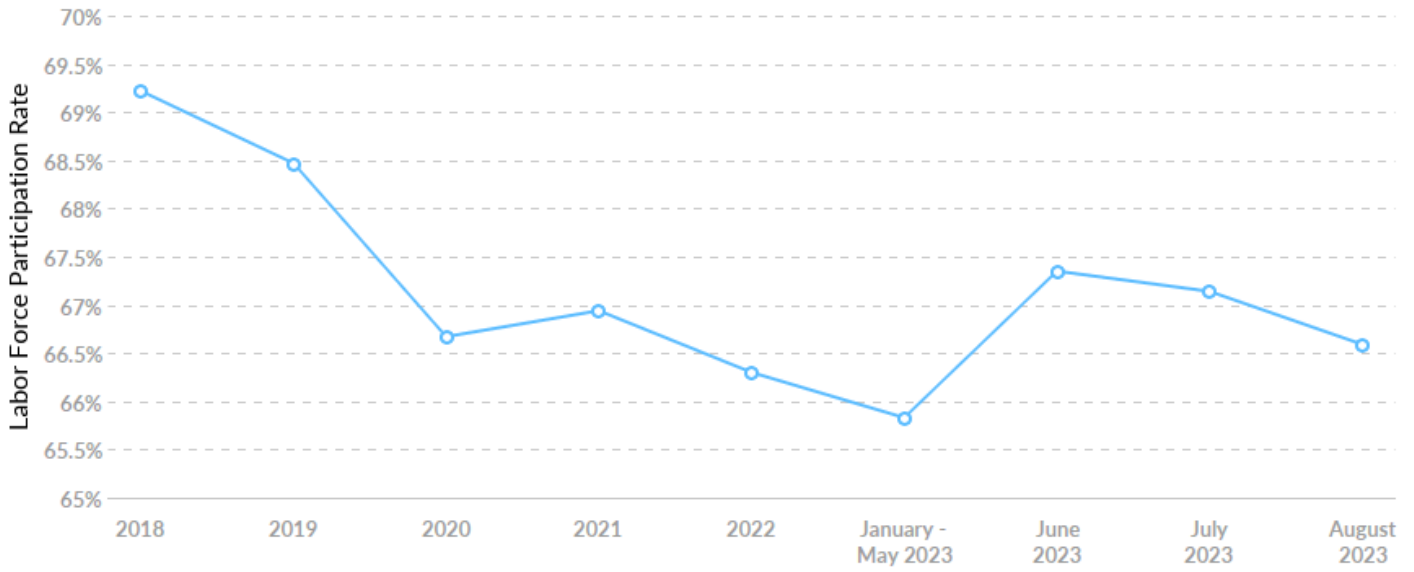
## Job Trends

From 2017 to 2022, jobs declined by 0.0% in Marathon County, WI from 77,474 to 77,465. This change fell short of the national growth rate of 3.8% by 3.8%.



Timeframe	Jobs
2017	77,474
2018	78,131
2019	78,465
2020	75,248
2021	76,432
2022	77,465
2023	78,173
2024	78,664
2025	79,003
2026	79,229
2027	79,147

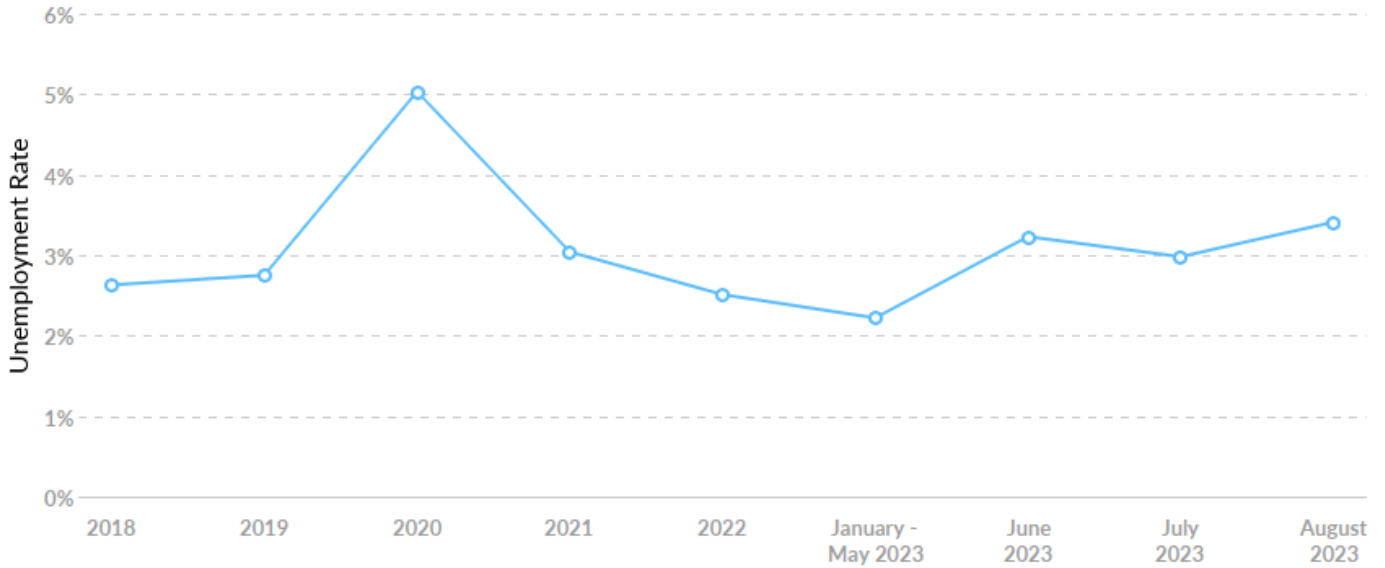
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.22%
2019	68.47%
2020	66.67%
2021	66.94%
2022	66.30%
January - May 2023	65.83%
June 2023	67.35%
July 2023	67.14%
August 2023	66.59%

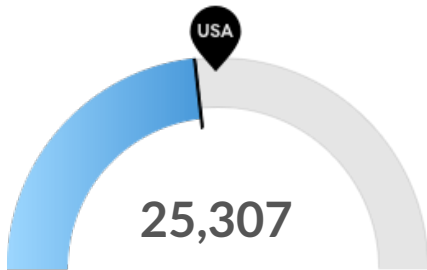
## Unemployment Rate Trends

Marathon County, WI had an August 2023 unemployment rate of 3.41%, **increasing from 2.63%** 5 years before.



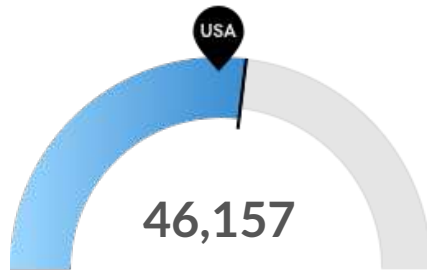
Timeframe	Unemployment Rate
2018	2.63%
2019	2.75%
2020	5.03%
2021	3.04%
2022	2.51%
January - May 2023	2.22%
June 2023	3.23%
July 2023	2.98%
August 2023	3.41%

## Population Characteristics



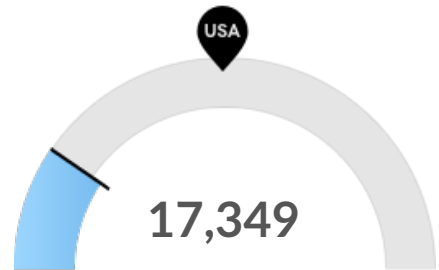
Millennials

Marathon County, WI has 25,307 millennials (ages 25-39). The national average for an area this size is 28,052.



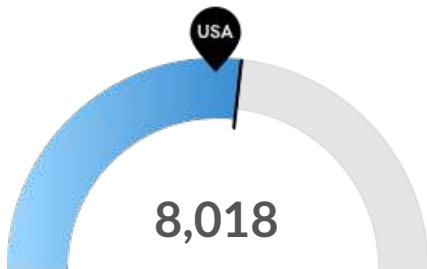
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 41,344 people 55 or older, while there are 46,157 here.



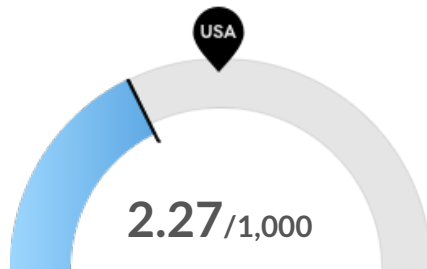
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 56,734 racially diverse people, while there are 17,349 here.



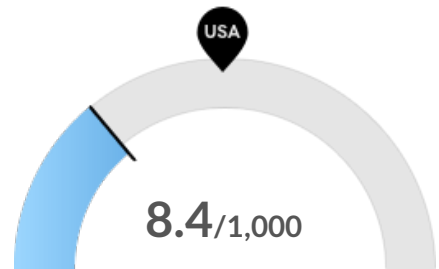
Veterans

Marathon County, WI has 8,018 veterans. The national average for an area this size is 7,232.



Violent Crime

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

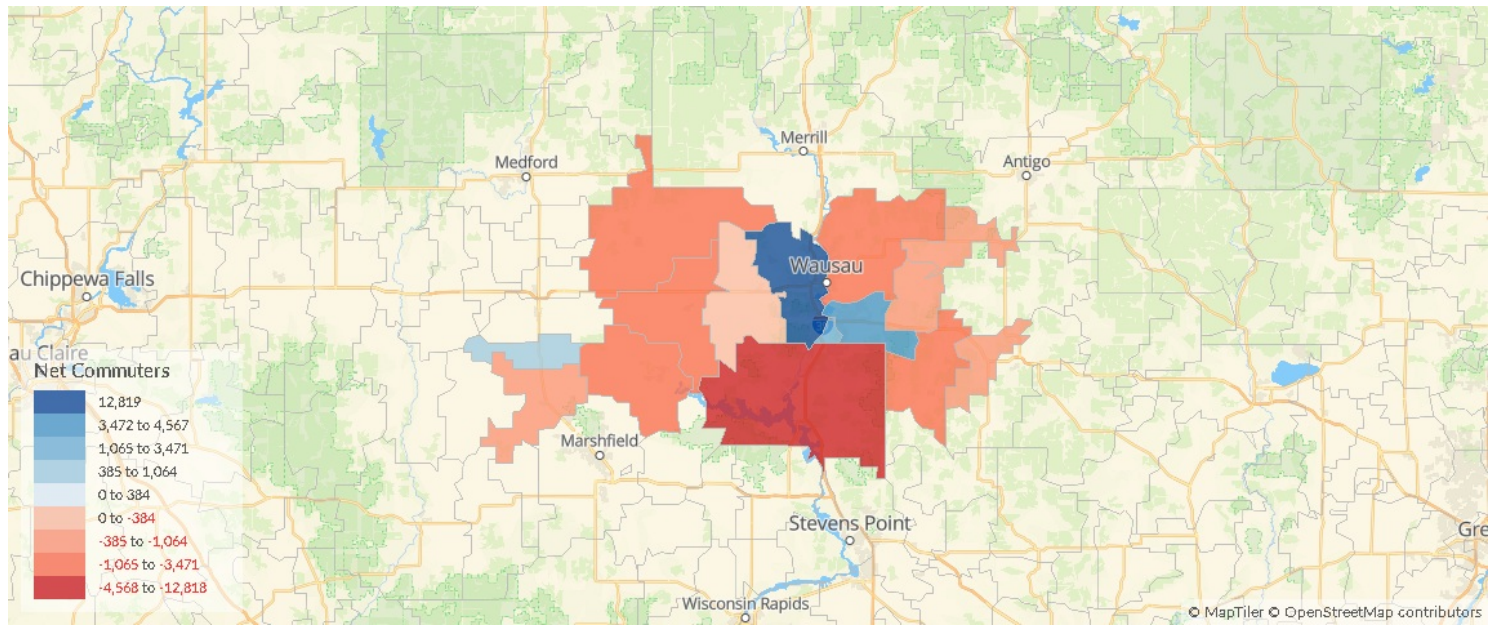


Property Crime

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...	29,760
54476	Schofield, WI (in Marath...	14,181
54403	Wausau, WI (in Maratho...	11,142
54455	Mosinee, WI (in Marath...	5,928
54474	Rothschild, WI (in Marat...	4,302

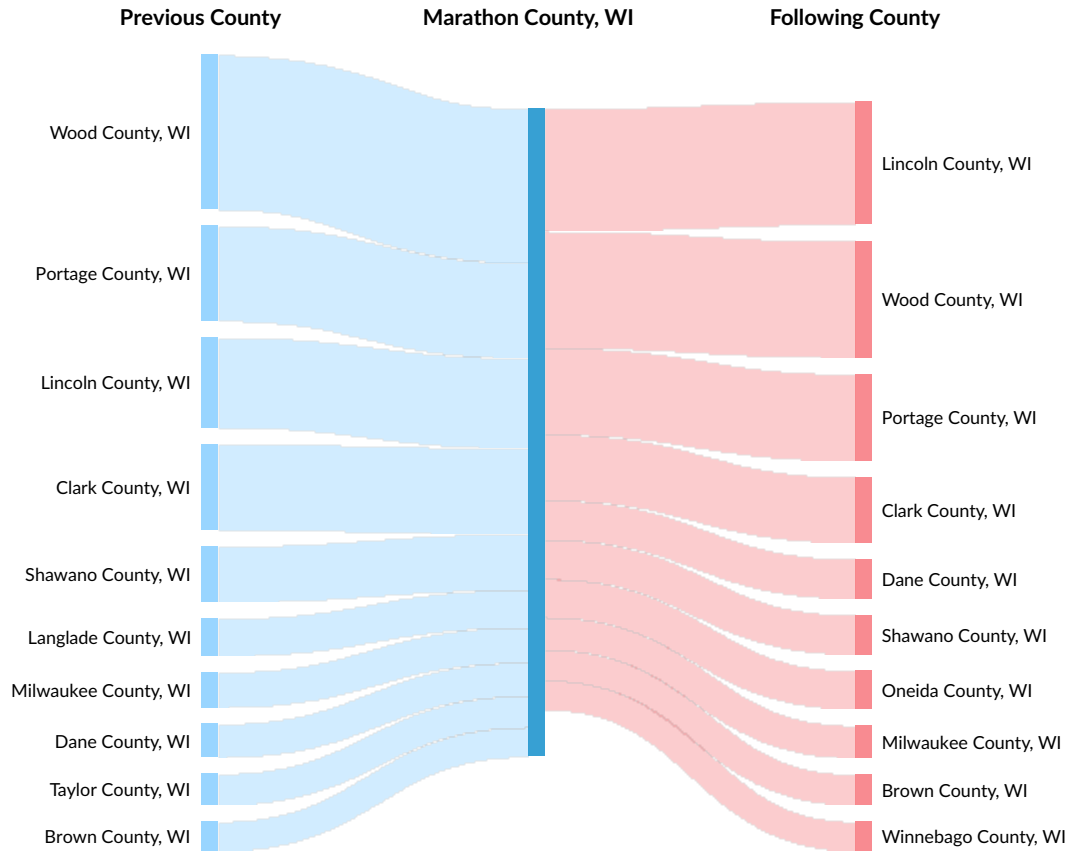
### Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,941
54403	Wausau, WI (in Maratho...	12,522
54476	Schofield, WI (in Marath...	10,709
54455	Mosinee, WI (in Marath...	10,496
54411	Athens, WI (in Maratho...	3,439

# 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**.



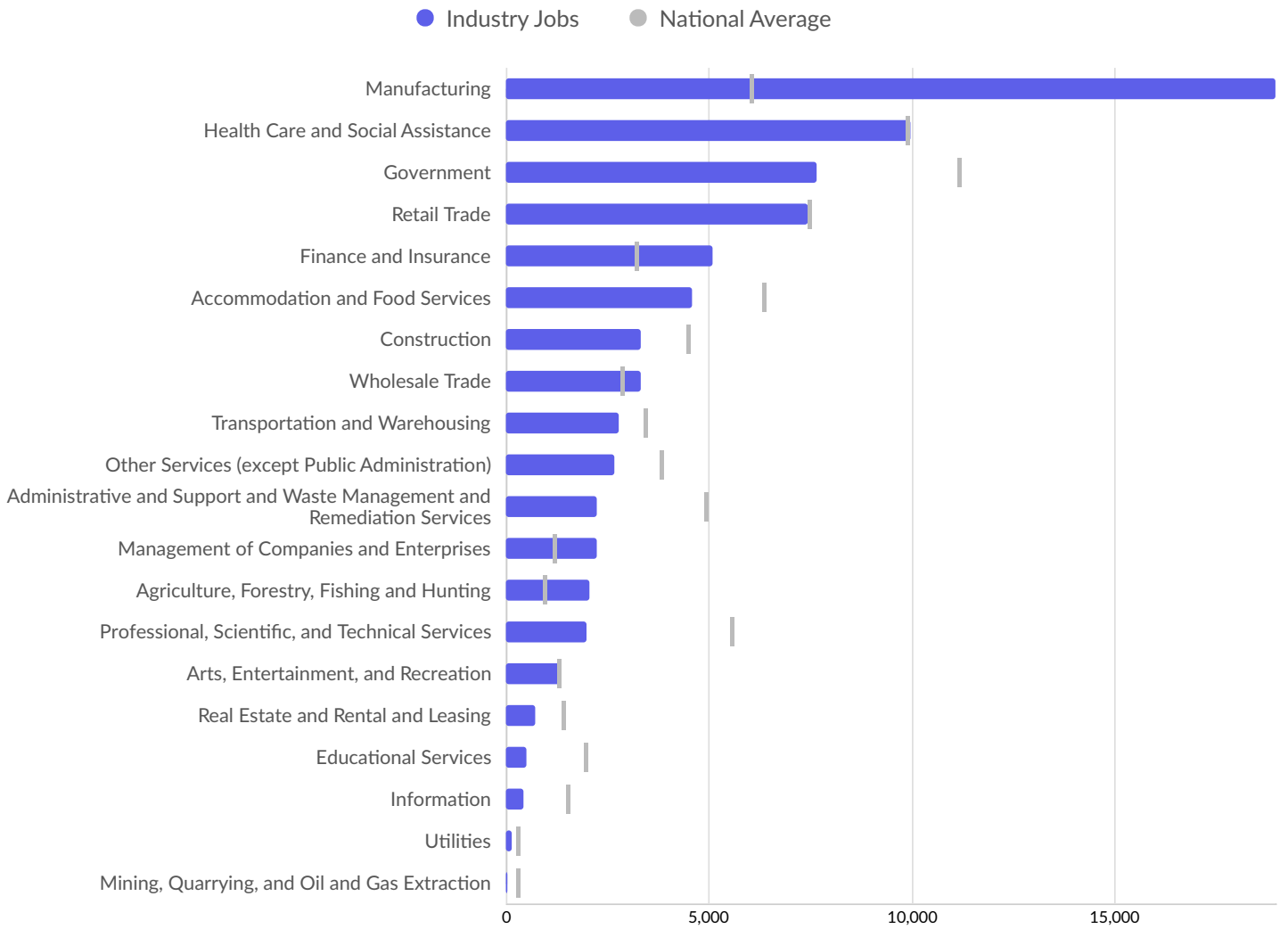
Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125



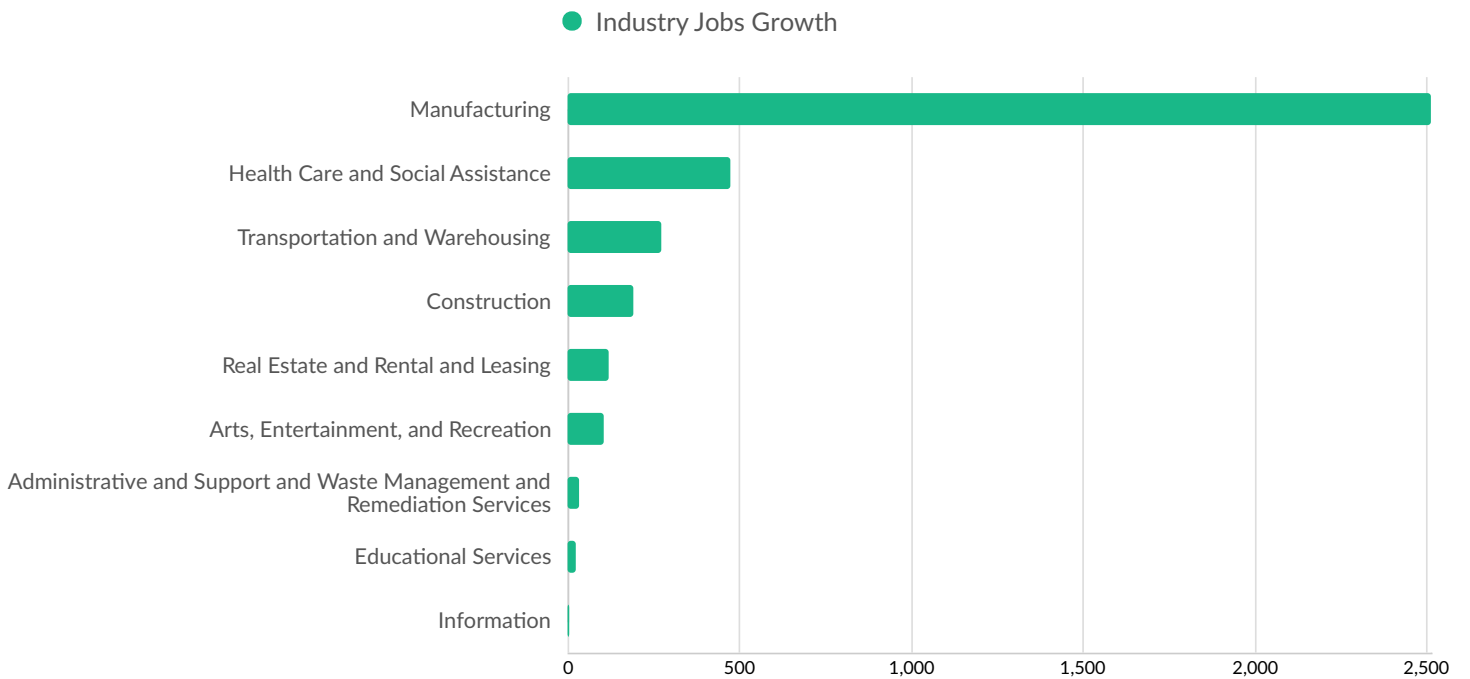
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County,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

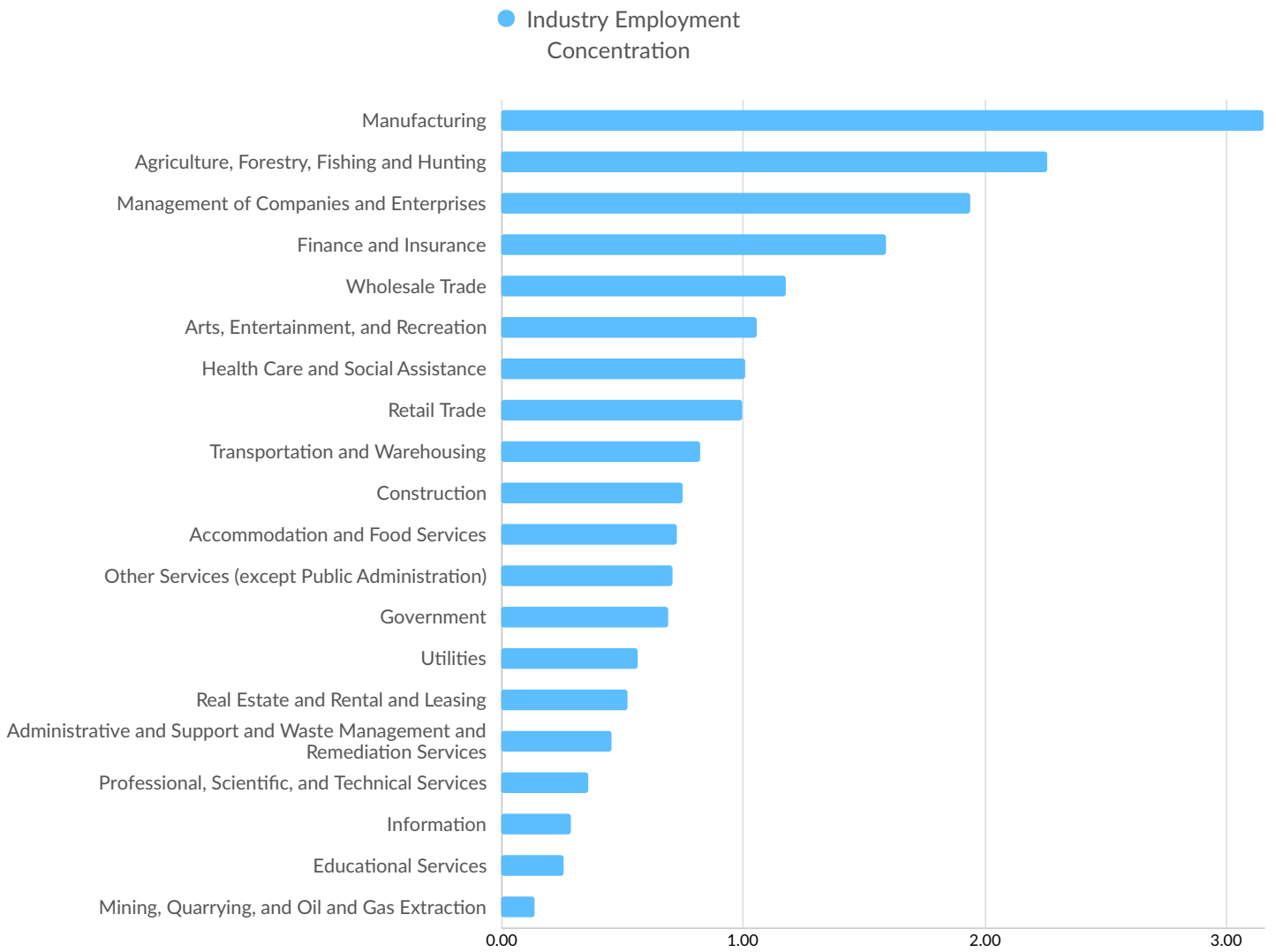
## Largest Industries



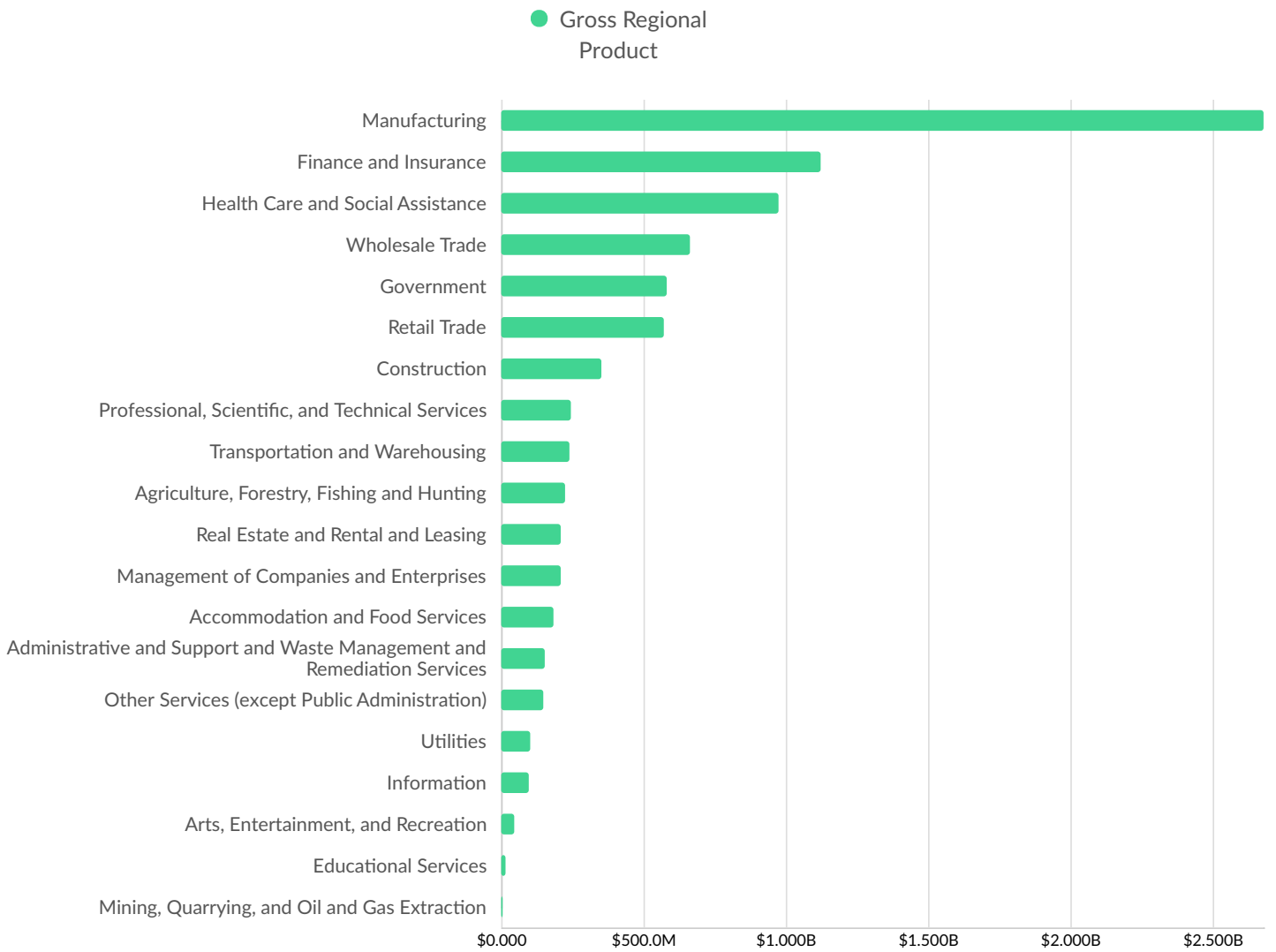
## Top Growing Industries



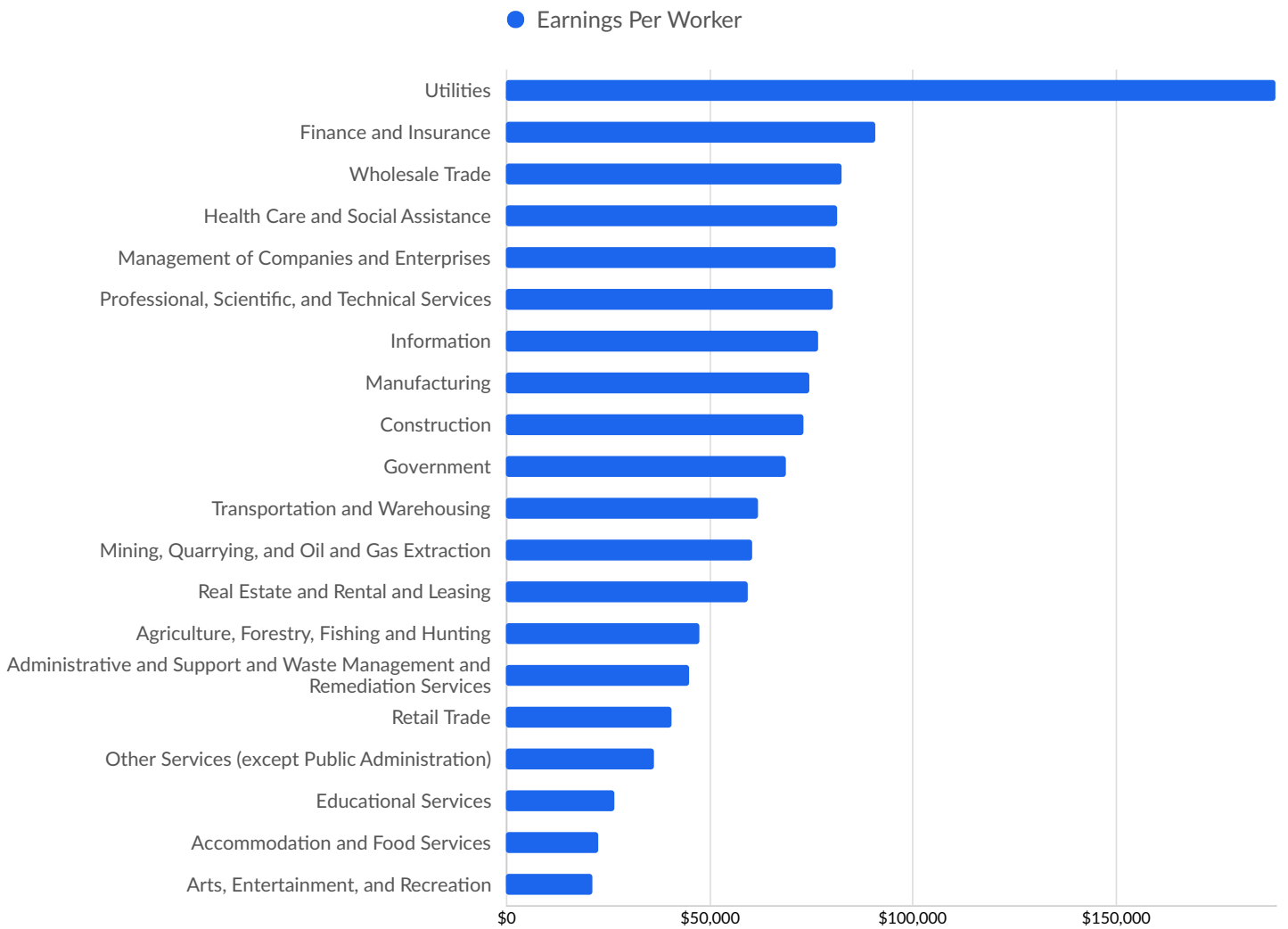
## Top Industry Employment Concentration



## Top Industry GRP













## Top Industry Earnings



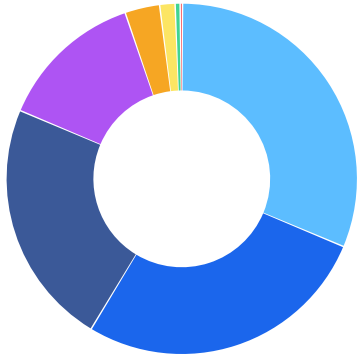
## Business Characteristics

### 12,110 Companies Employ Your Workers

Online profiles for your workers mention 12,110 companies as employers, with the top 10 appearing below. In the last 12 months, 1,024 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,107 	Aspirus	925 
Marshfield Clinic	667 	Marshfield Clinic	230 
Greenheck	605 	LocumTenens.com	209 
Northcentral Technical College	409 	Greenheck Fan Corporation	198 
Wausau School District	400 	CareInHomes	177 
Liberty Mutual	385 	Beaver Dam Community Hospit...	161 
Sentry	330 	ABR Employment Services	141 
UnitedHealth Group	303 	Efco Corporation	110 
University of Wisconsin System	289 	GHR Travel Nursing	106 
Aspirus Wausau Hospital	215 	Northcentral Technical College	106 

## 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.*

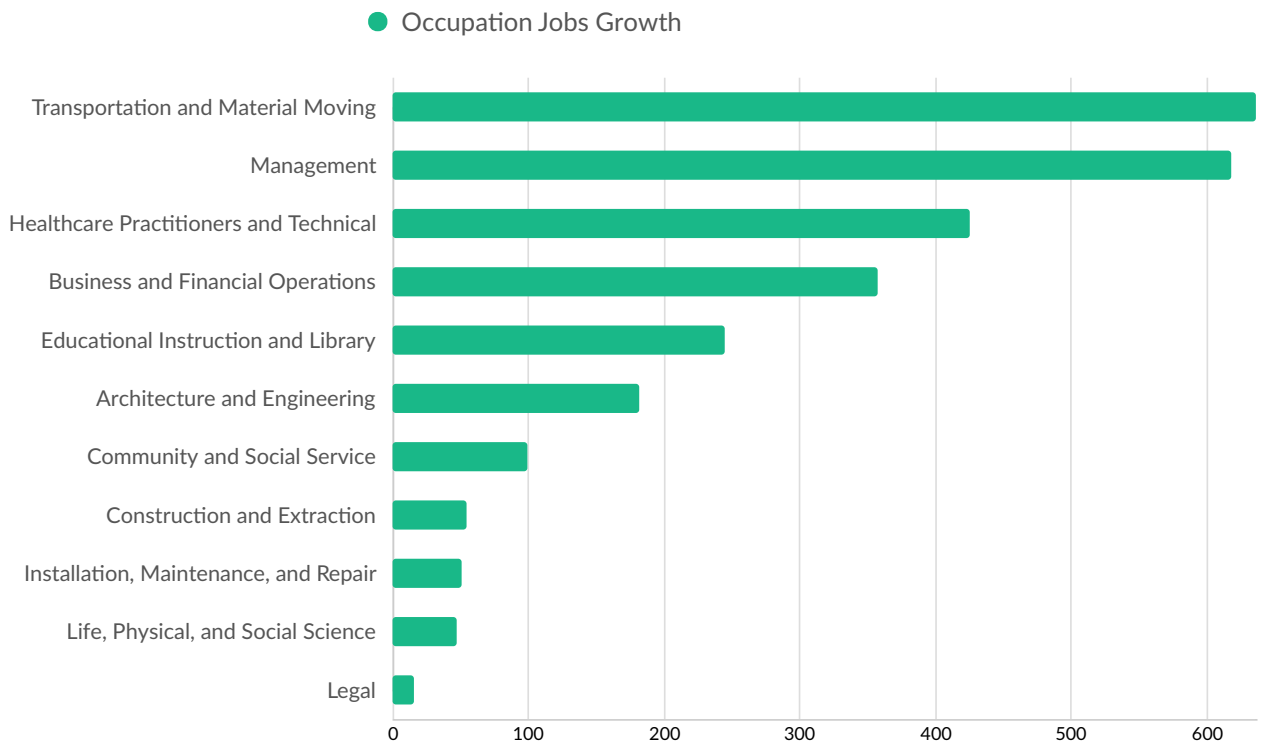


# Workforce Characteristics

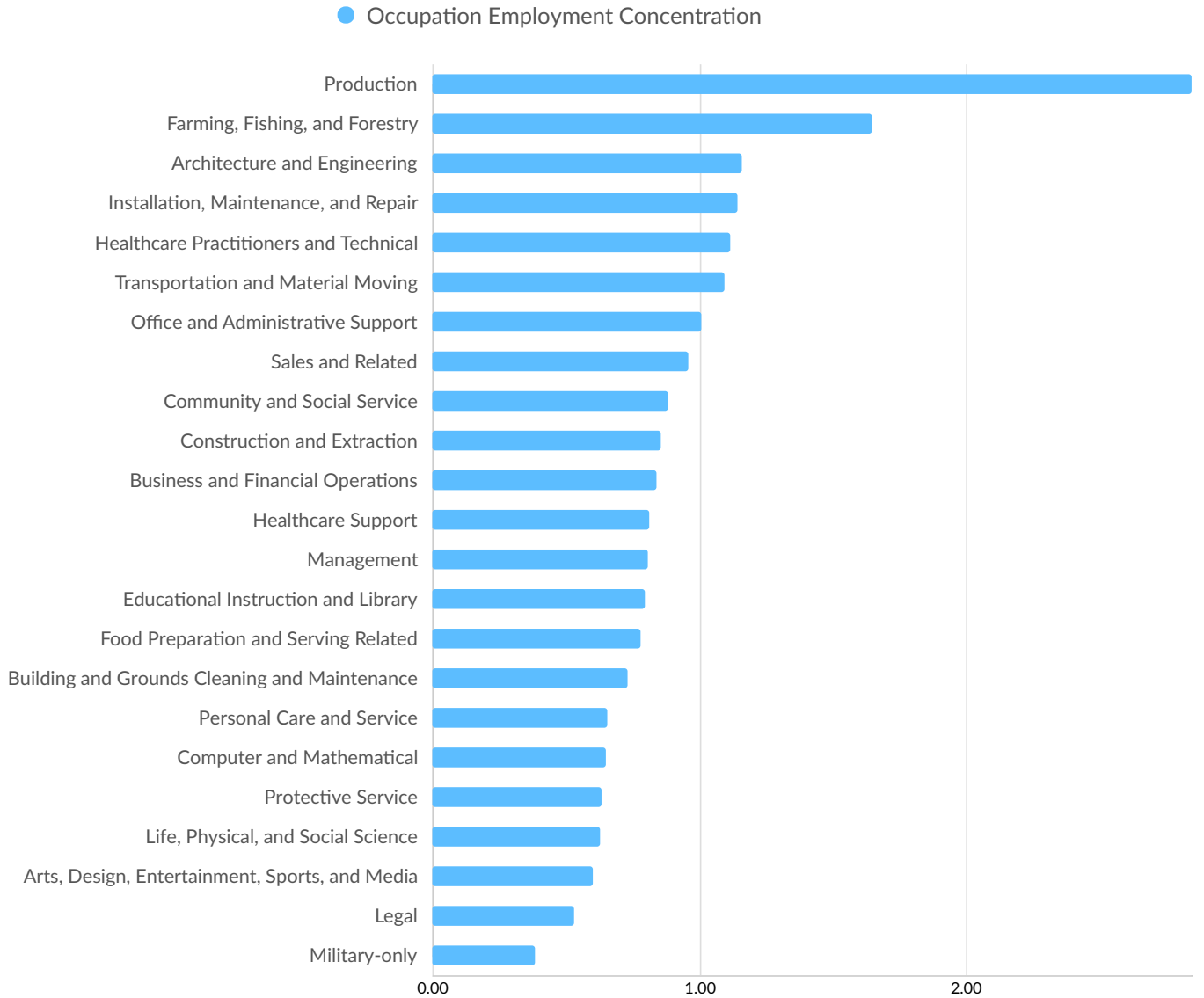
## Largest Occupations



## Top Growing Occupations



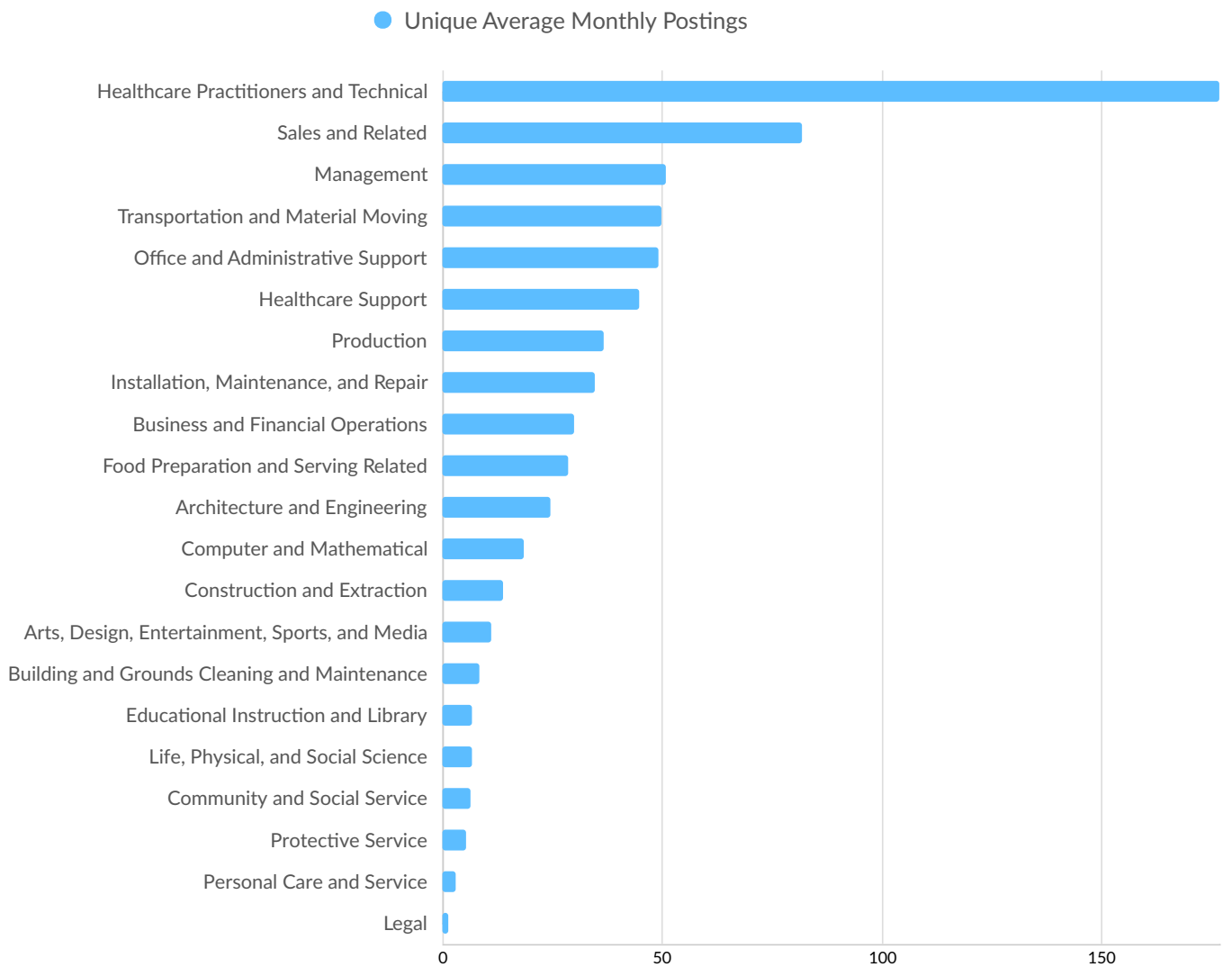
## Top Occupation Employment Concentration



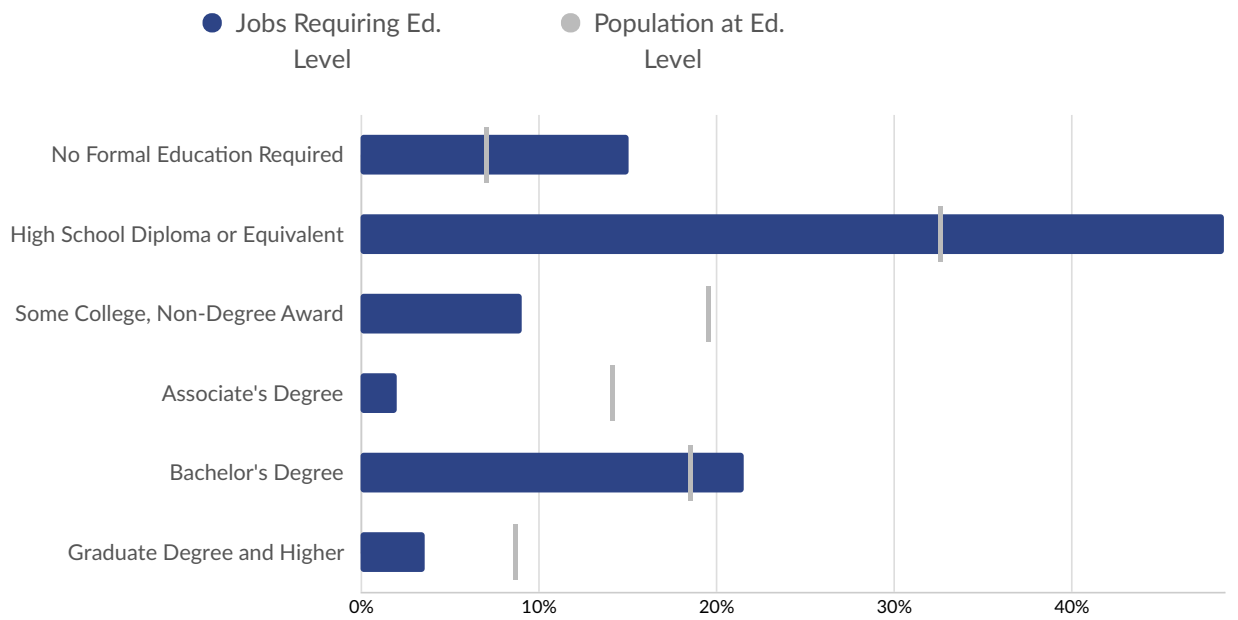
## Top Occupation Earnings



## Top Posted Occupations







## Underemployment



## Educational Pipeline

In 2022, there were 2,284 graduates in Marathon County, WI. This pipeline has grown by 2% 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 (2022)	Graduate Trend (2018 - 2022)
Northcentral Technical College	2,240 	
State College of Beauty Culture Inc	44 	

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

# In-Demand Skills

