



Marathon County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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

138,983

Population (2023)

Population **grew by 3,505** over the last 5 years and is projected to **grow by 3,559** over the next 5 years.

77,545

Total Regional Employment

Jobs **decreased by 585** over the last 5 years but are projected to **grow by 1,048** over the next 5 years.

\$67.9K

Median Household Income (2021)

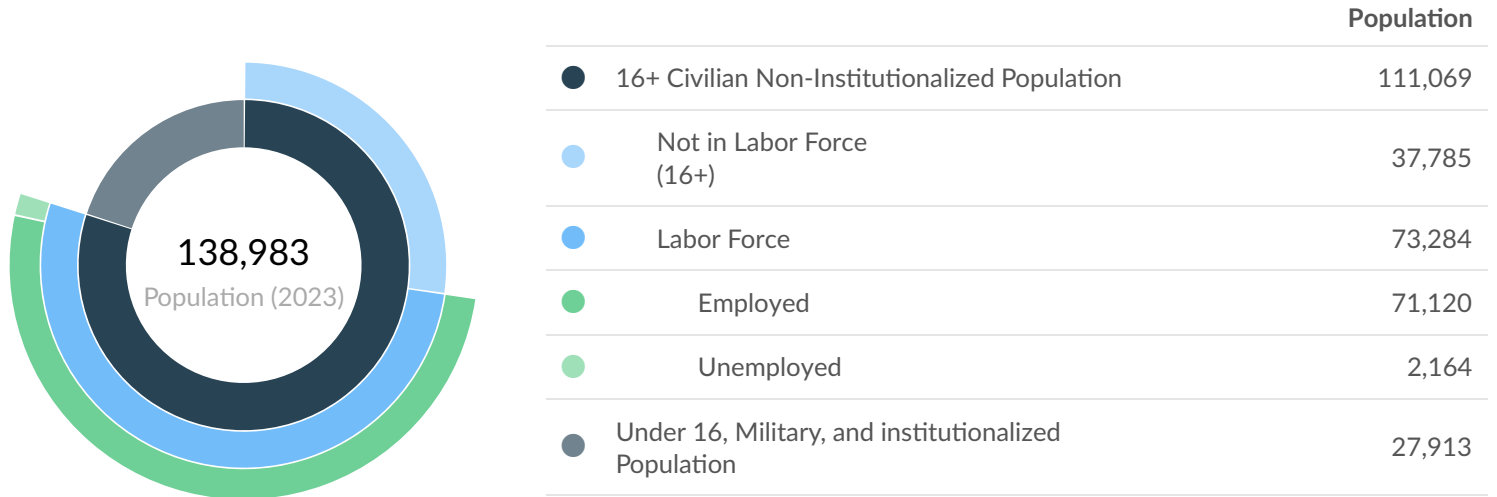
Median household income is **\$1.1K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 3,505. Population is expected to **increase by 2.6%** between 2023 and 2028, adding 3,559.
- From 2018 to 2023, jobs **declined by 0.8%** in Marathon County, WI from 78,131 to **77,545**. This change **fell short of the national growth rate of 3.6% by 4.4%**. As the number of jobs declined, the **labor force participation rate decreased from 68.7% to 66.0% between 2018 and 2023**.
- Concerning educational attainment, **18.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **14.3% hold an Associate's Degree** (5.4% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

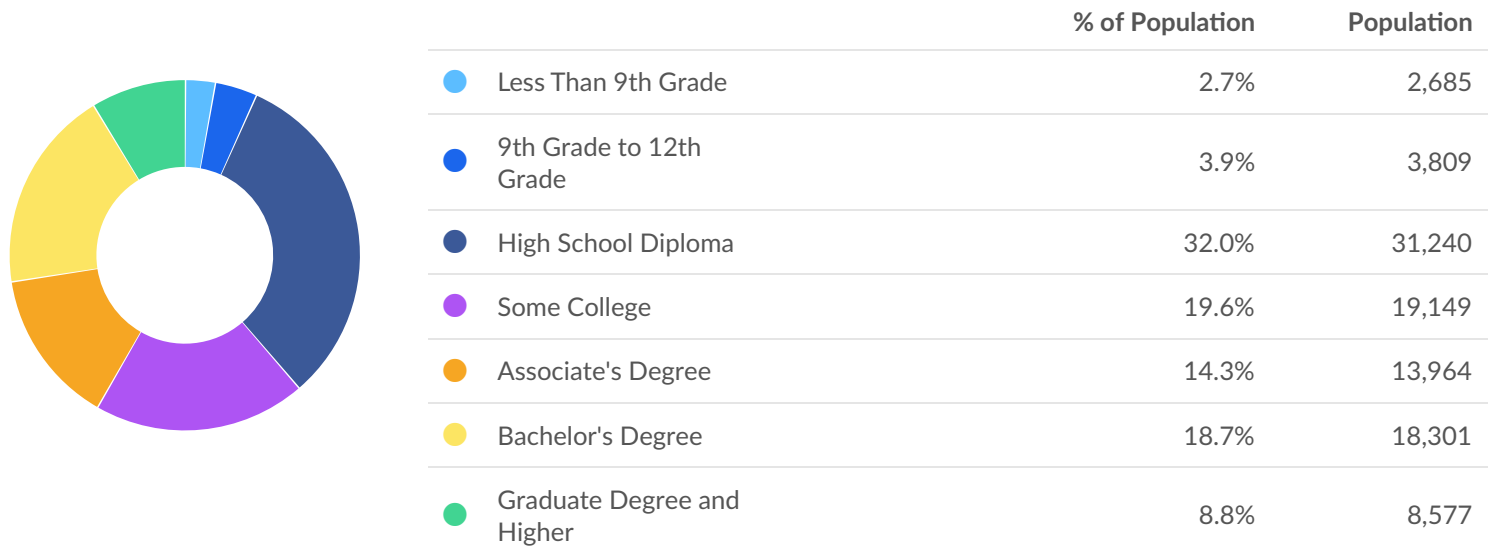
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	138,983	73,284	77,545	99.7	\$9.46B	\$11.57B	\$12.02B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



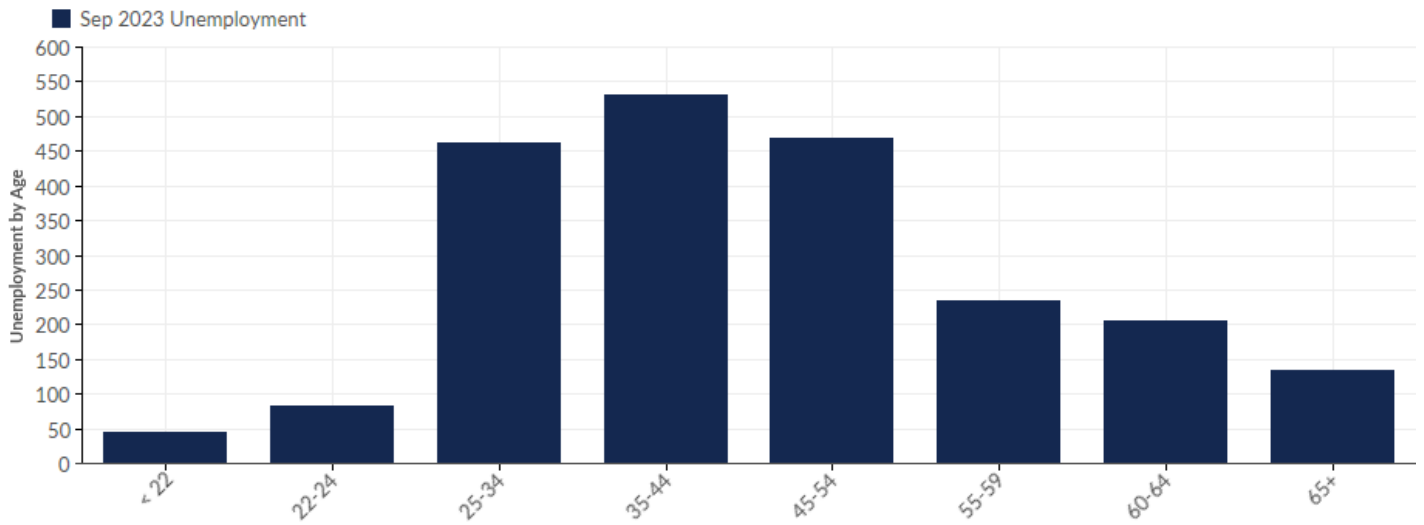
Educational Attainment

Concerning educational attainment, **18.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **14.3% hold an Associate's Degree** (5.4% above the national average).



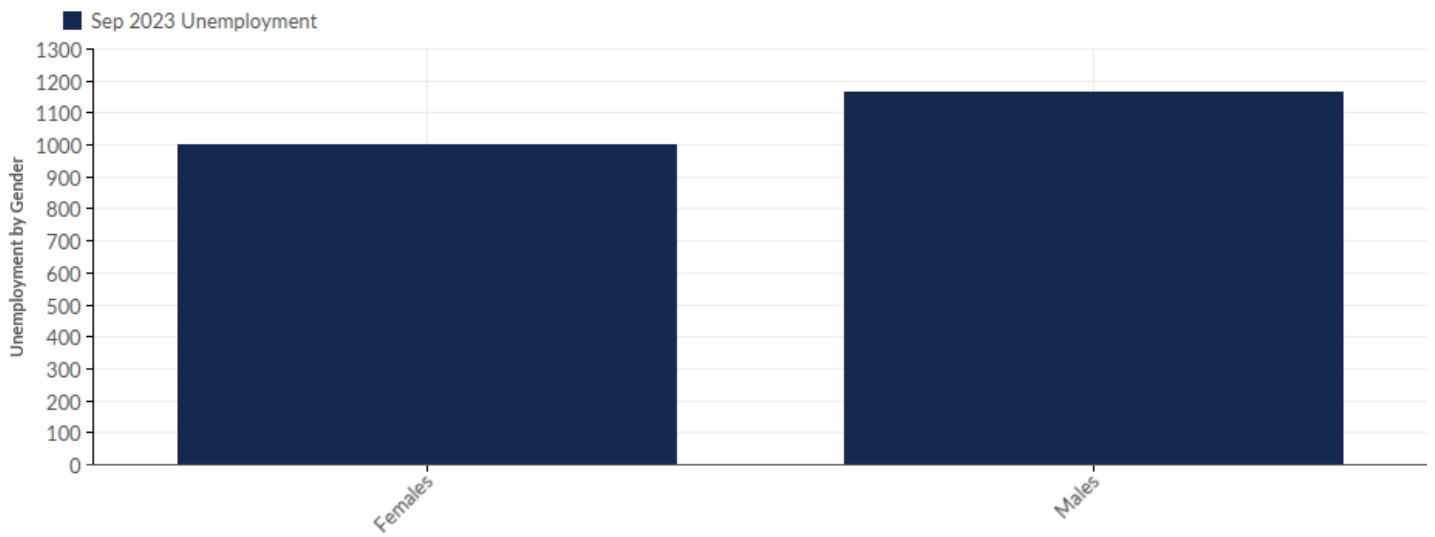
Unemployment by Demographics

Unemployment by Age



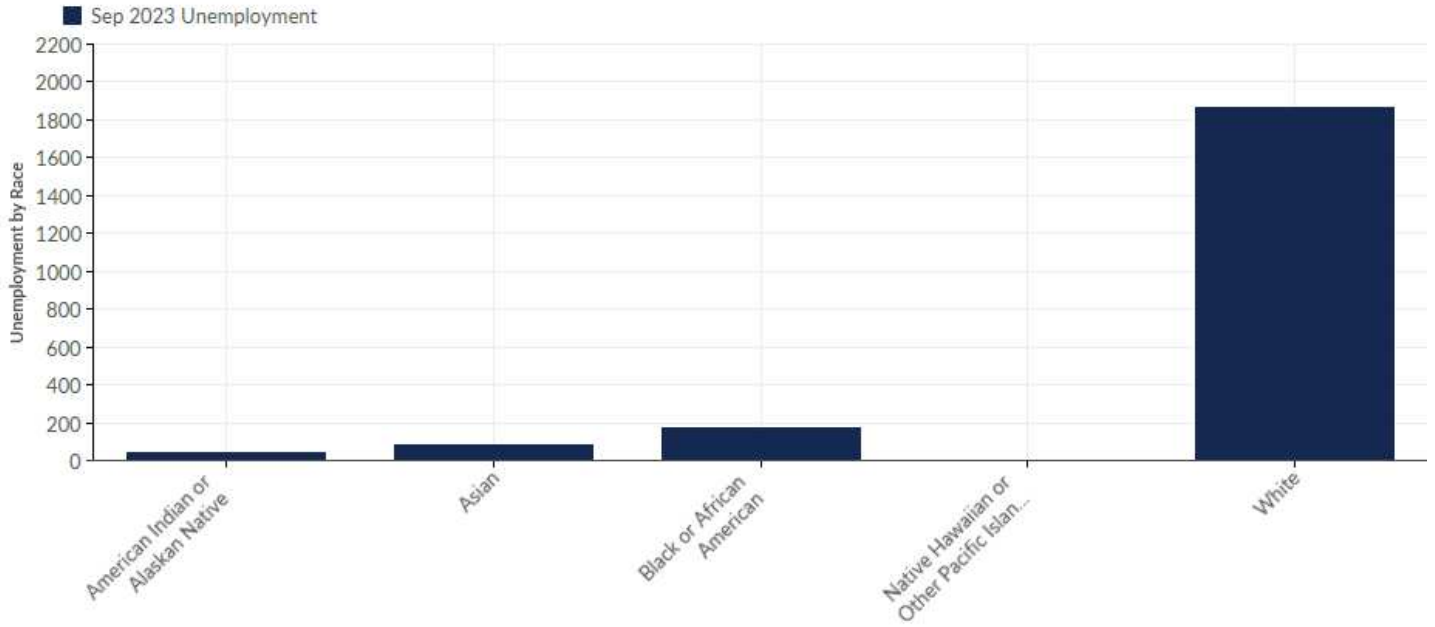
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	45	2.08%
22-24	83	3.84%
25-34	461	21.30%
35-44	532	24.58%
45-54	468	21.63%
55-59	235	10.86%
60-64	206	9.52%
65+	135	6.24%
Total	2,164	100.00%

Unemployment by Gender



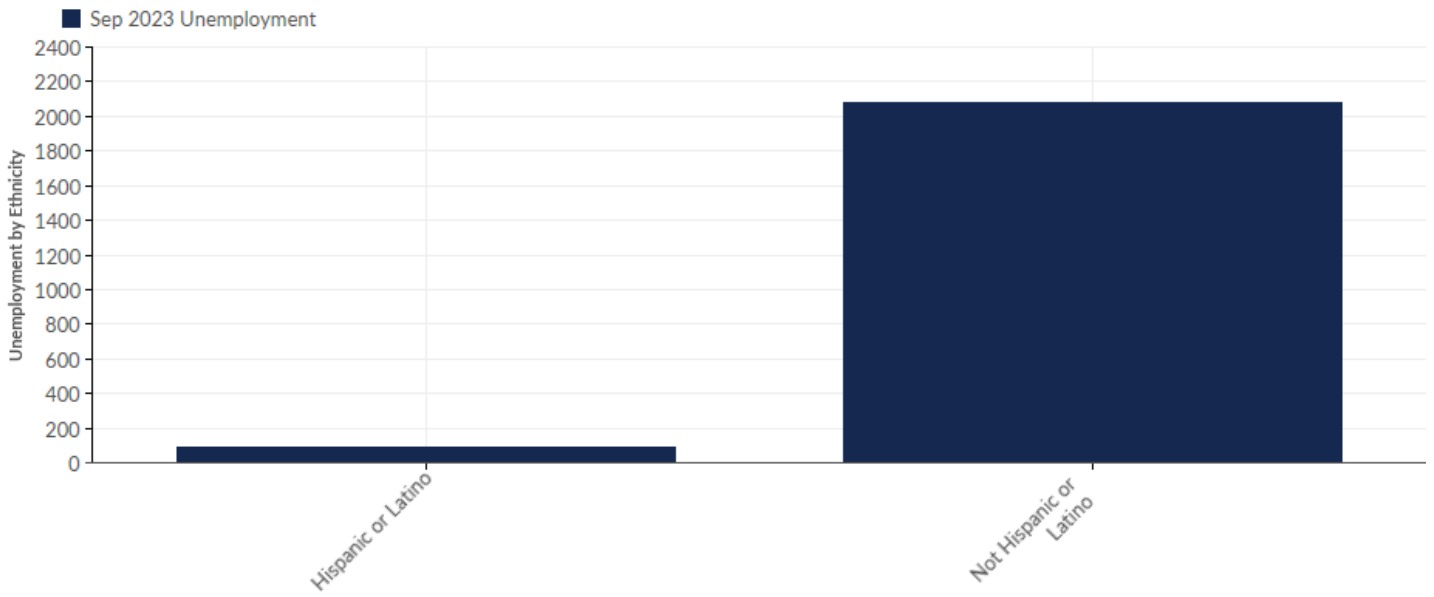
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	999	46.16%
Males	1,165	53.84%
Total	2,164	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	40	1.85%
Asian	85	3.93%
Black or African American	173	7.99%
Native Hawaiian or Other Pacific Islander	3	0.14%
White	1,862	86.04%
Total	2,164	100.00%

Unemployment by Ethnicity

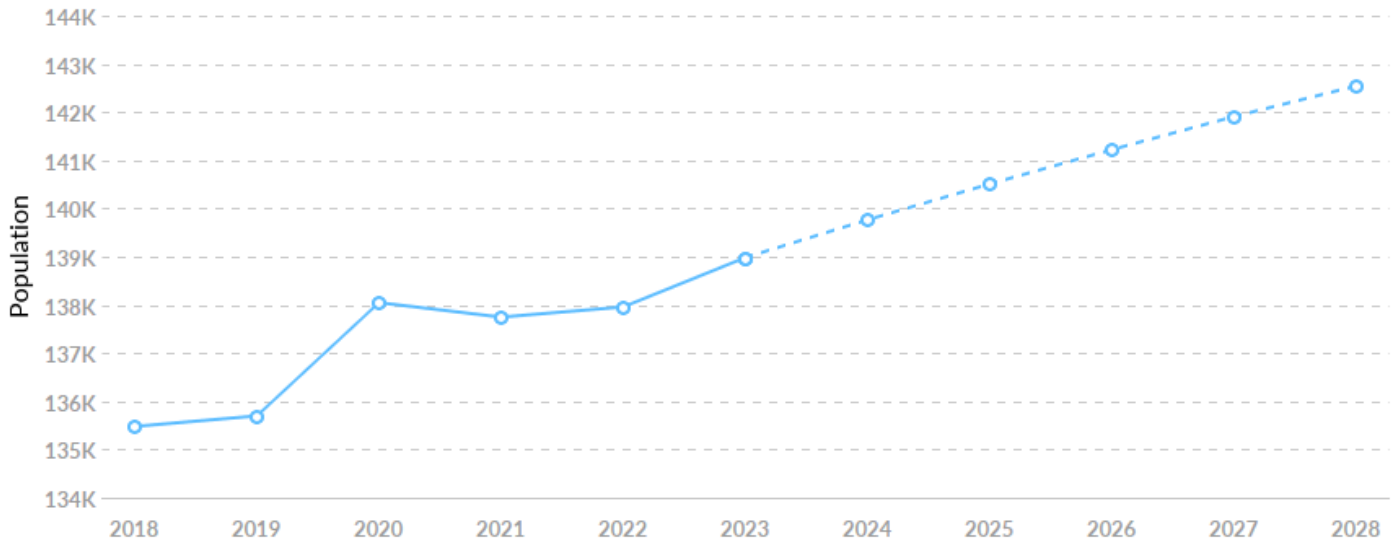


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	88	4.07%
Not Hispanic or Latino	2,076	95.93%
Total	2,164	100.00%

Historic & Projected Trends

Population Trends

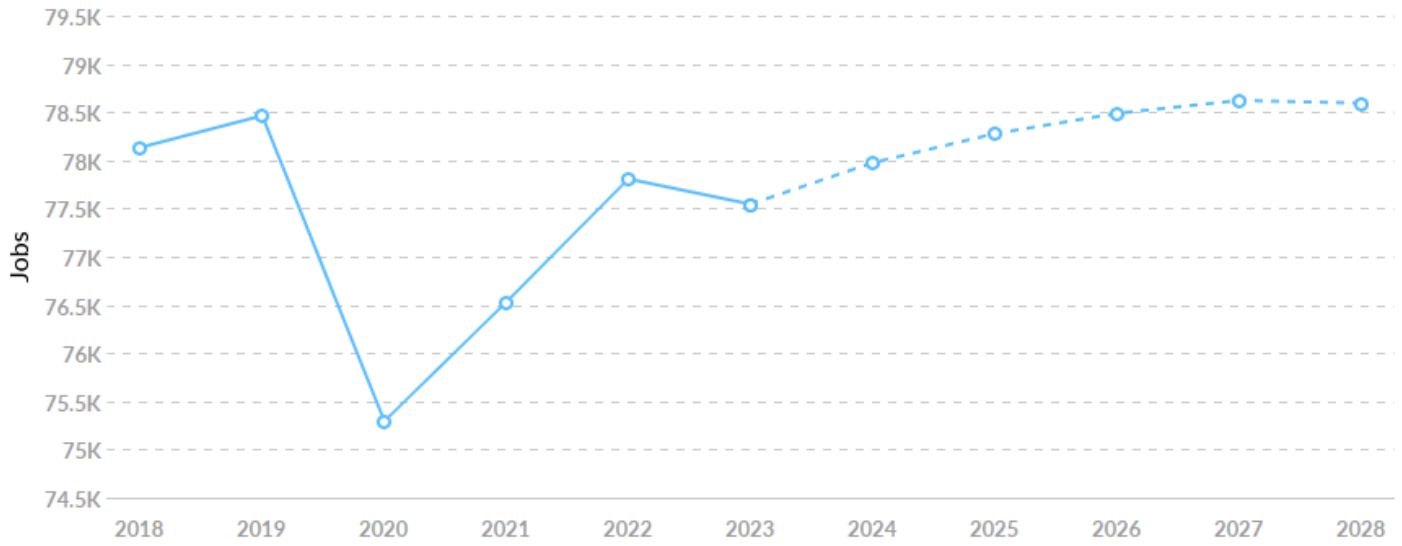
As of 2023 the region's population increased by 2.6% since 2018, growing by 3,505. Population is expected to increase by 2.6% between 2023 and 2028, adding 3,559.



Timeframe	Population
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
2028	142,542

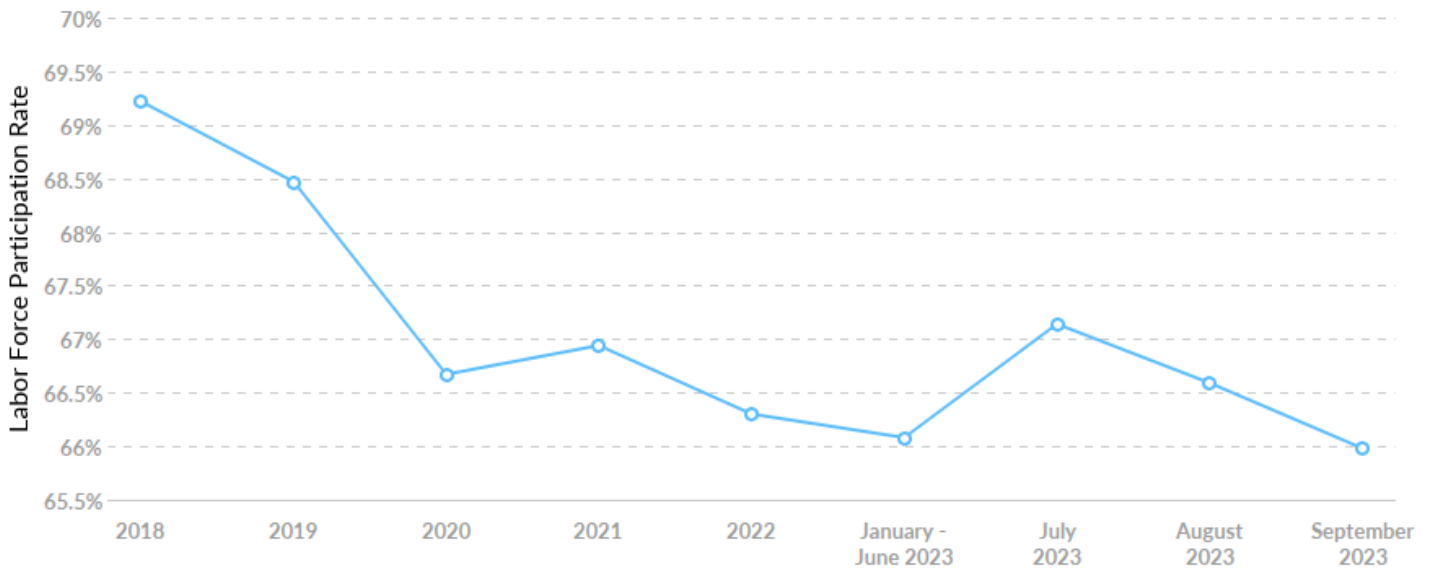
Job Trends

From 2018 to 2023, jobs declined by 0.8% in Marathon County, WI from 78,131 to 77,545. This change fell short of the national growth rate of 3.6% by 4.4%.



Timeframe	Jobs
2018	78,131
2019	78,462
2020	75,290
2021	76,528
2022	77,806
2023	77,545
2024	77,974
2025	78,276
2026	78,487
2027	78,621
2028	78,593

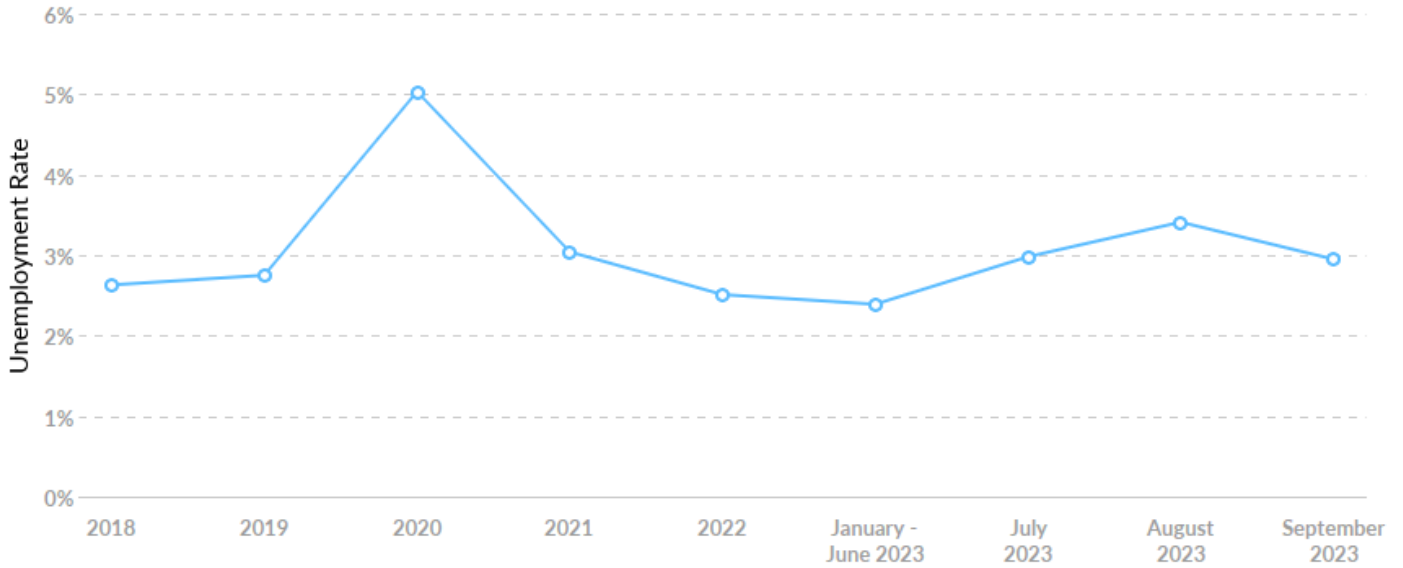
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.22%
2019	68.47%
2020	66.67%
2021	66.94%
2022	66.30%
January - June 2023	66.08%
July 2023	67.14%
August 2023	66.59%
September 2023	65.98%

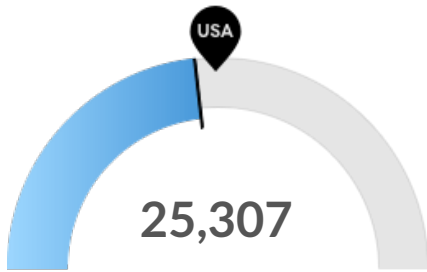
Unemployment Rate Trends

Marathon County, WI had a September 2023 unemployment rate of 2.95%, **increasing from 2.63%** 5 years before.



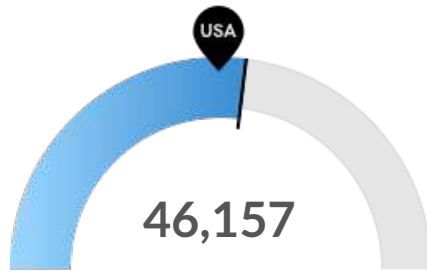
Timeframe	Unemployment Rate
2018	2.63%
2019	2.75%
2020	5.03%
2021	3.04%
2022	2.51%
January - June 2023	2.39%
July 2023	2.98%
August 2023	3.41%
September 2023	2.95%

Population Characteristics



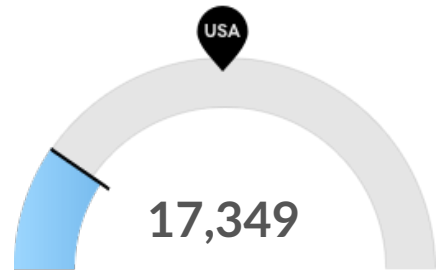
Millennials

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



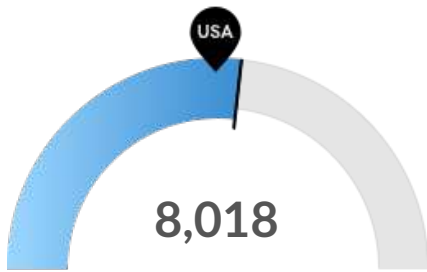
Retiring Soon

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.



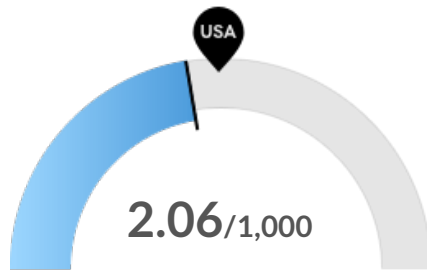
Racial Diversity

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.



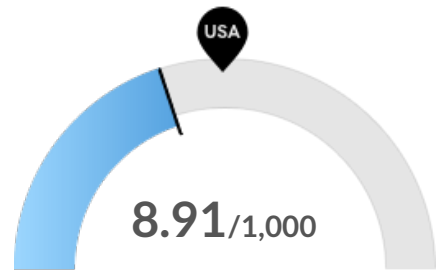
Veterans

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



Violent Crime

Marathon County, WI has 2.06 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

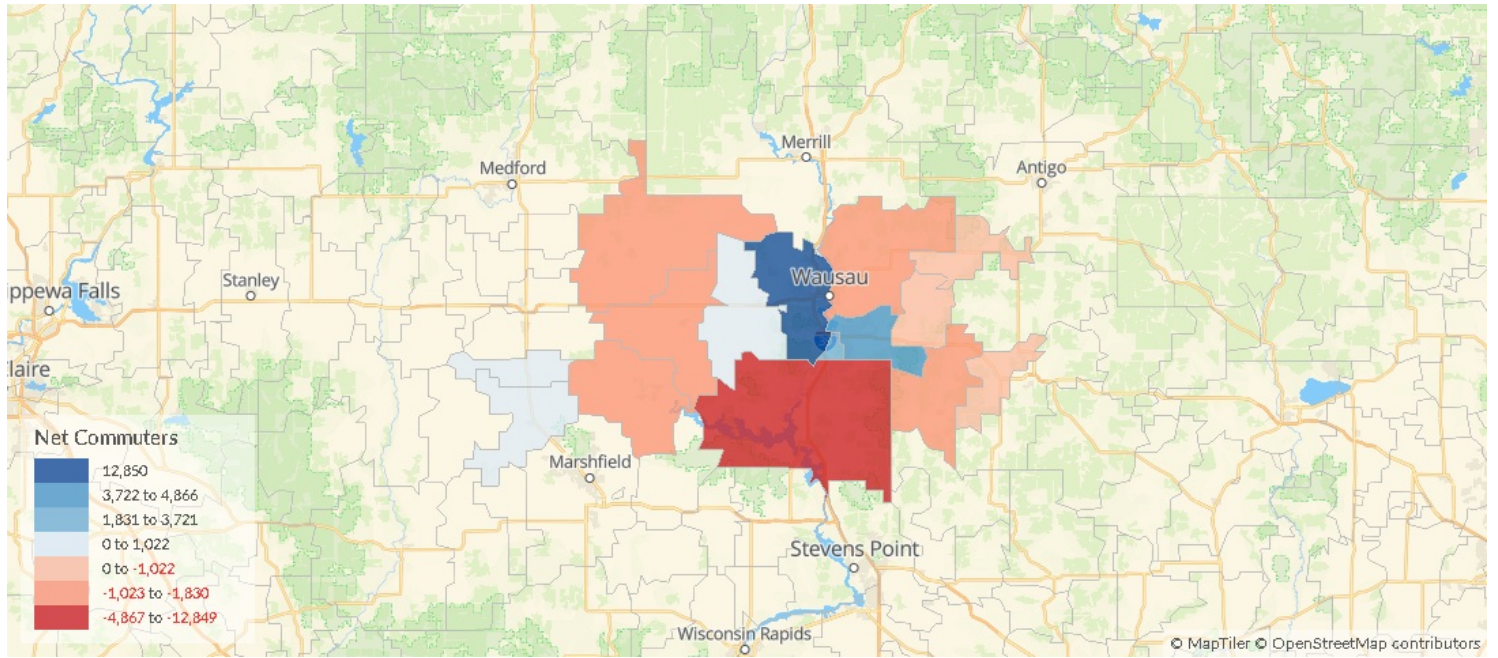


Property Crime

Marathon County, WI has 8.91 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54401	Wausau, WI (in Maratho...	29,517
54476	Schofield, WI (in Marath...	14,149
54403	Wausau, WI (in Maratho...	11,115
54455	Mosinee, WI (in Marath...	5,851
54474	Rothschild, WI (in Marat...	4,215

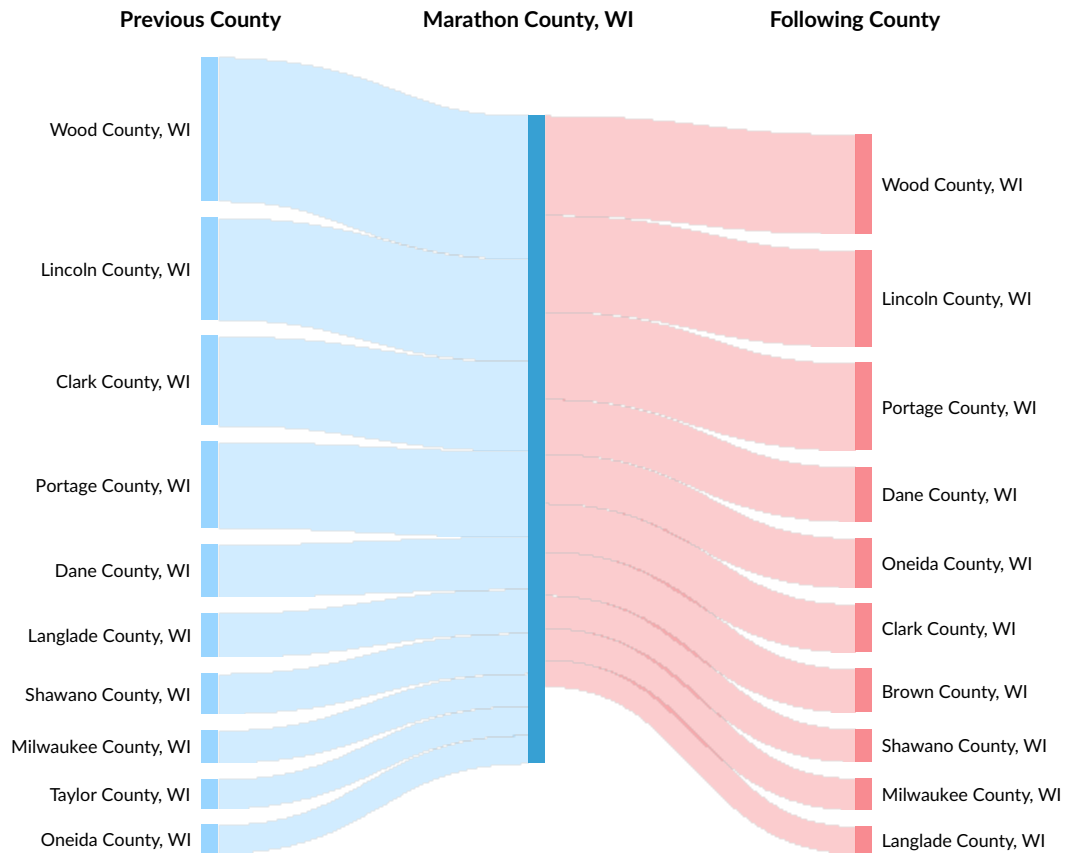
Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,667
54403	Wausau, WI (in Maratho...	12,480
54455	Mosinee, WI (in Marath...	10,719
54476	Schofield, WI (in Marath...	10,426
54411	Athens, WI (in Maratho...	3,330

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 2021, 460 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 319 people left Marathon County, WI migrating to Wood County, WI. The total Net Migration for Marathon County, WI in 2021 was 369.

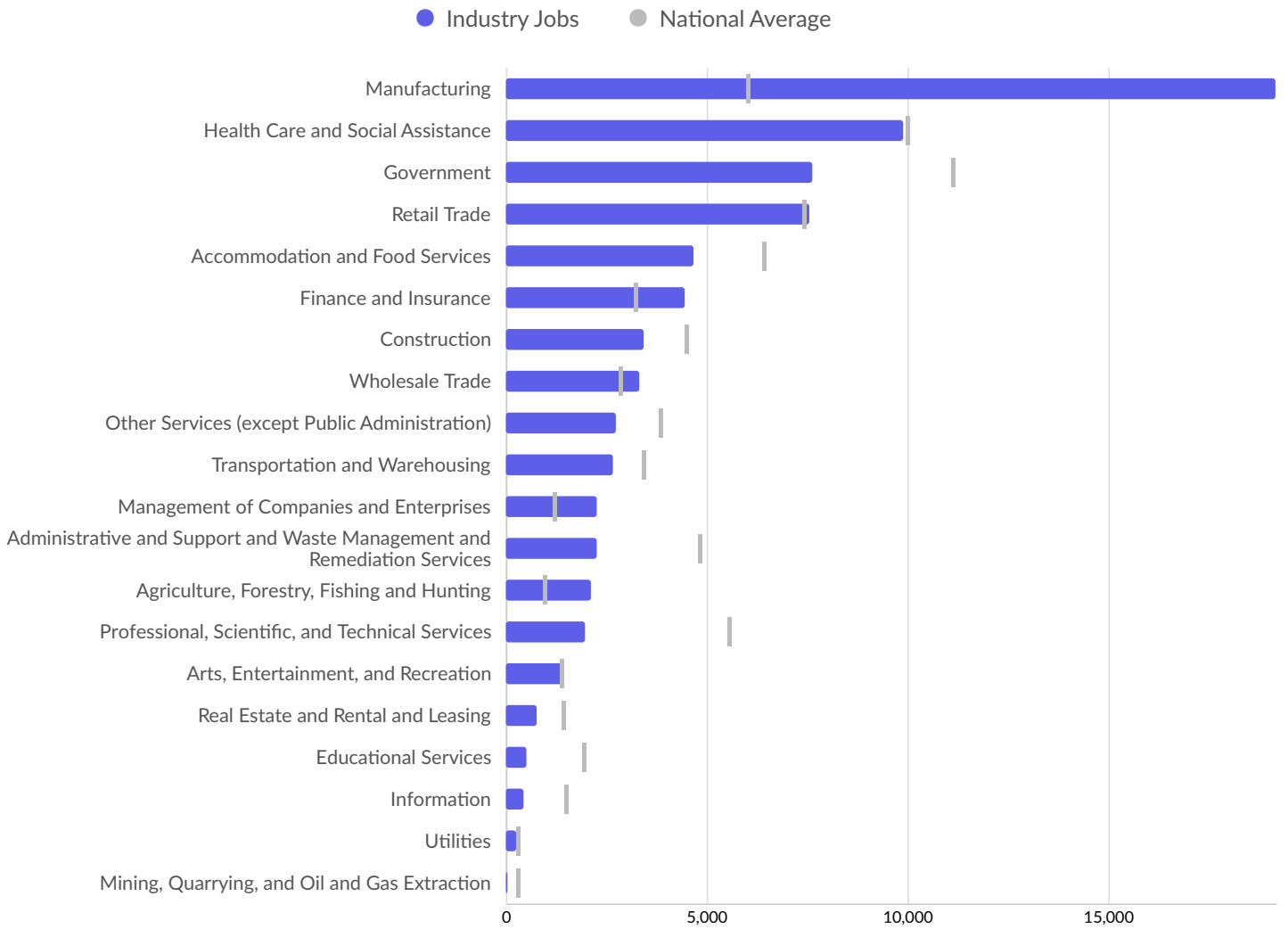


Top Previous Counties	Migrations
Wood County, WI	460
Lincoln County, WI	326
Clark County, WI	285
Portage County, WI	275
Dane County, WI	167
Langlade County, WI	140

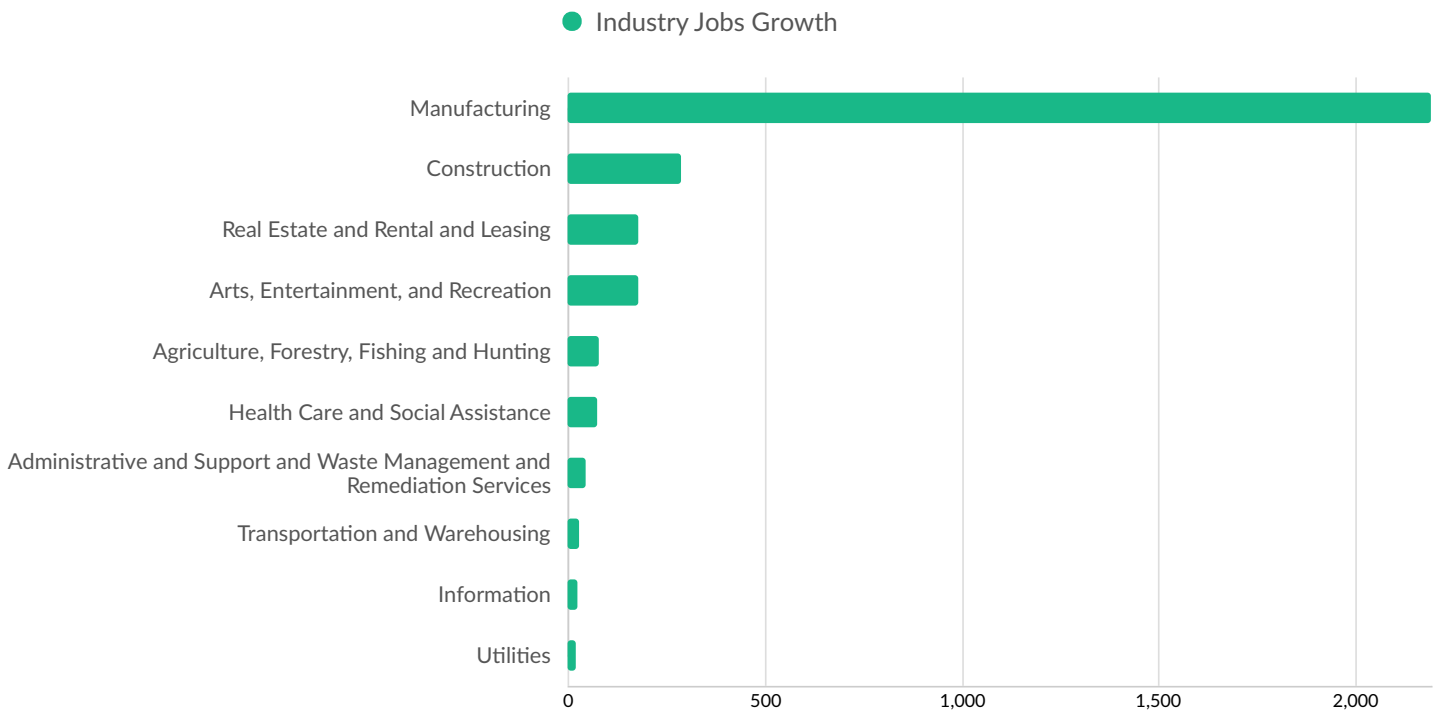
Top Previous Counties	Migrations
Shawano County, WI	129
Milwaukee County, WI	104
Taylor County, WI	93
Oneida County, WI	90
Brown County, WI	78
Winnebago County, WI	64
Outagamie County, WI	56
Hennepin County, MN	52
Eau Claire County, WI	47
Top Following Counties	Migrations
Wood County, WI	319
Lincoln County, WI	308
Portage County, WI	280
Dane County, WI	174
Oneida County, WI	159
Clark County, WI	154
Brown County, WI	139
Shawano County, WI	105
Milwaukee County, WI	101
Langlade County, WI	86
Taylor County, WI	82
Winnebago County, WI	74
Outagamie County, WI	68
Vilas County, WI	59
Eau Claire County, WI	56

Industry Characteristics

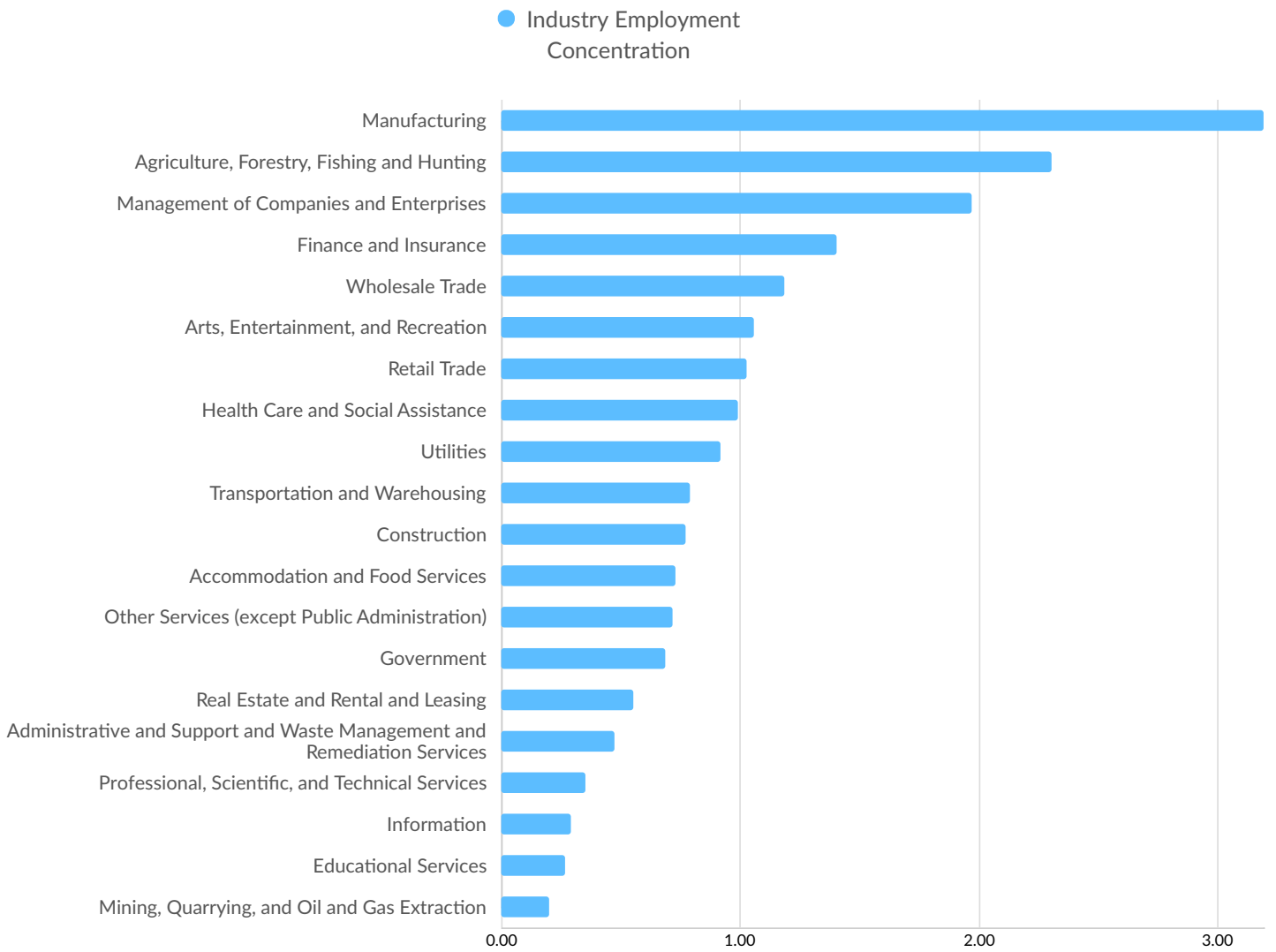
Largest Industries



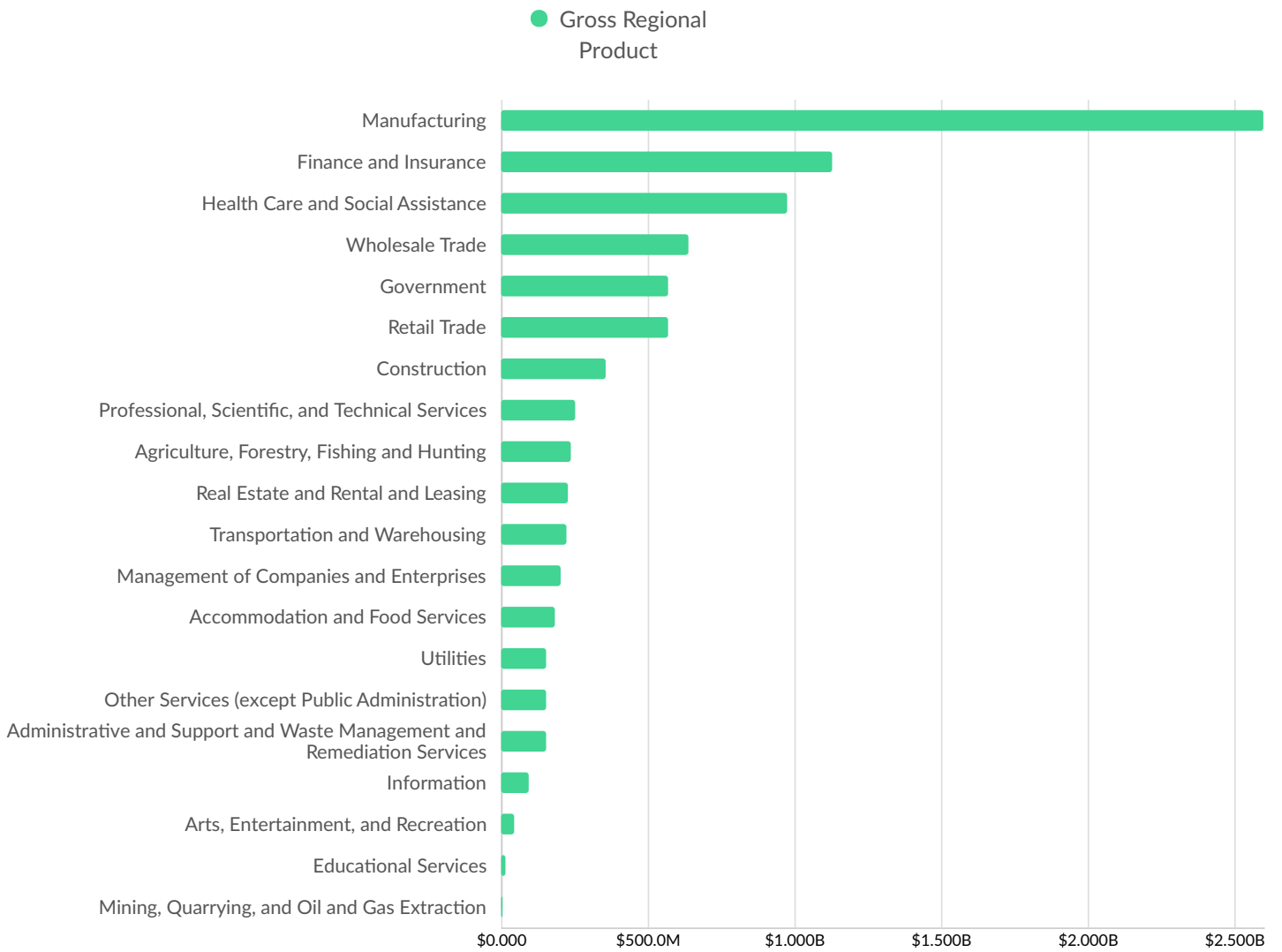
Top Growing Industries



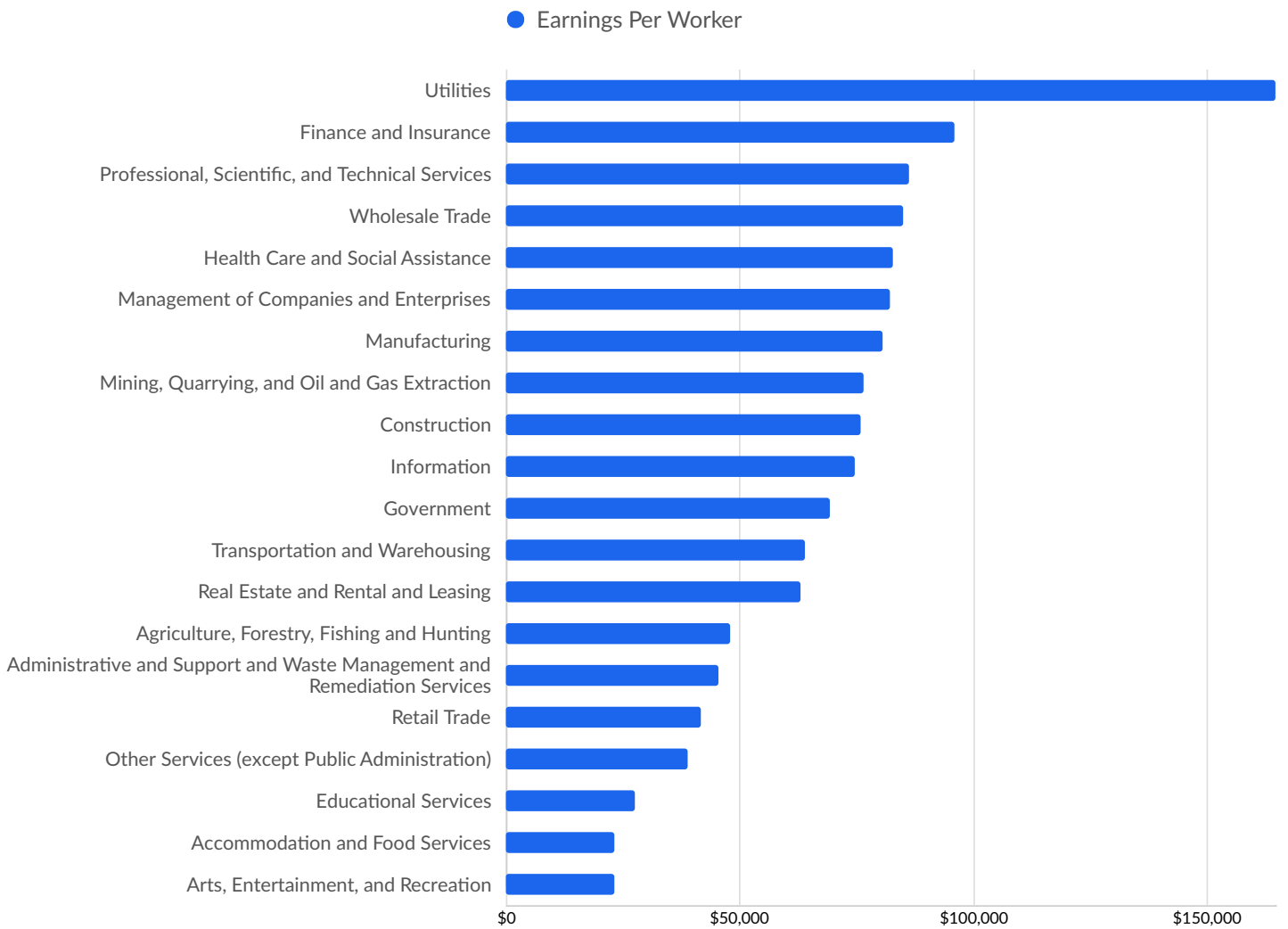
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



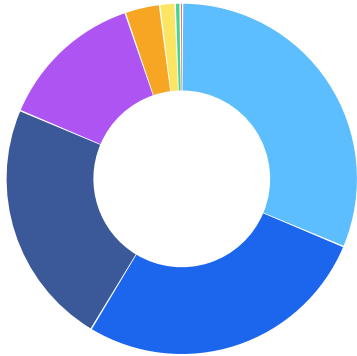
Business Characteristics

12,694 Companies Employ Your Workers

Online profiles for your workers mention 12,694 companies as employers, with the top 10 appearing below. In the last 12 months, 1,123 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,124 	Aspirus	1,000 
Marshfield Clinic	695 	Greenheck Fan Corporation	192 
Greenheck	601 	Marshfield Clinic	186 
Northcentral Technical College	427 	CareInHomes	183 
Wausau School District	418 	LocumTenens.com	171 
Liberty Mutual	398 	Beaver Dam Community Hospit...	115 
University of Wisconsin System	360 	ABR Employment Services	113 
UnitedHealth Group	314 	Festival Foods	101 
North Central Health Care	214 	Northcentral Technical College	85 
Aspirus Wausau Hospital	207 	GHR Travel Nursing	84 

Business Size

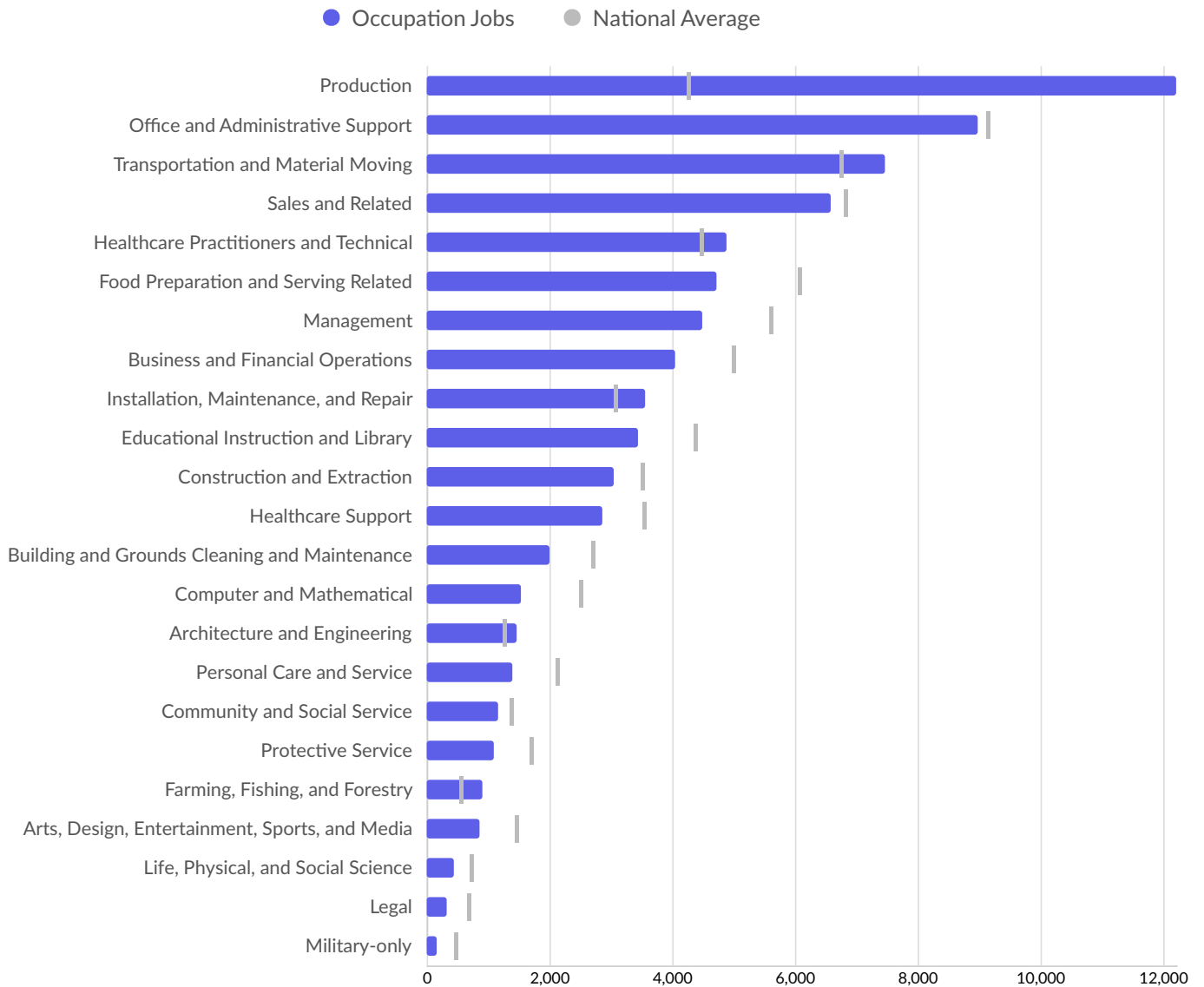


	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

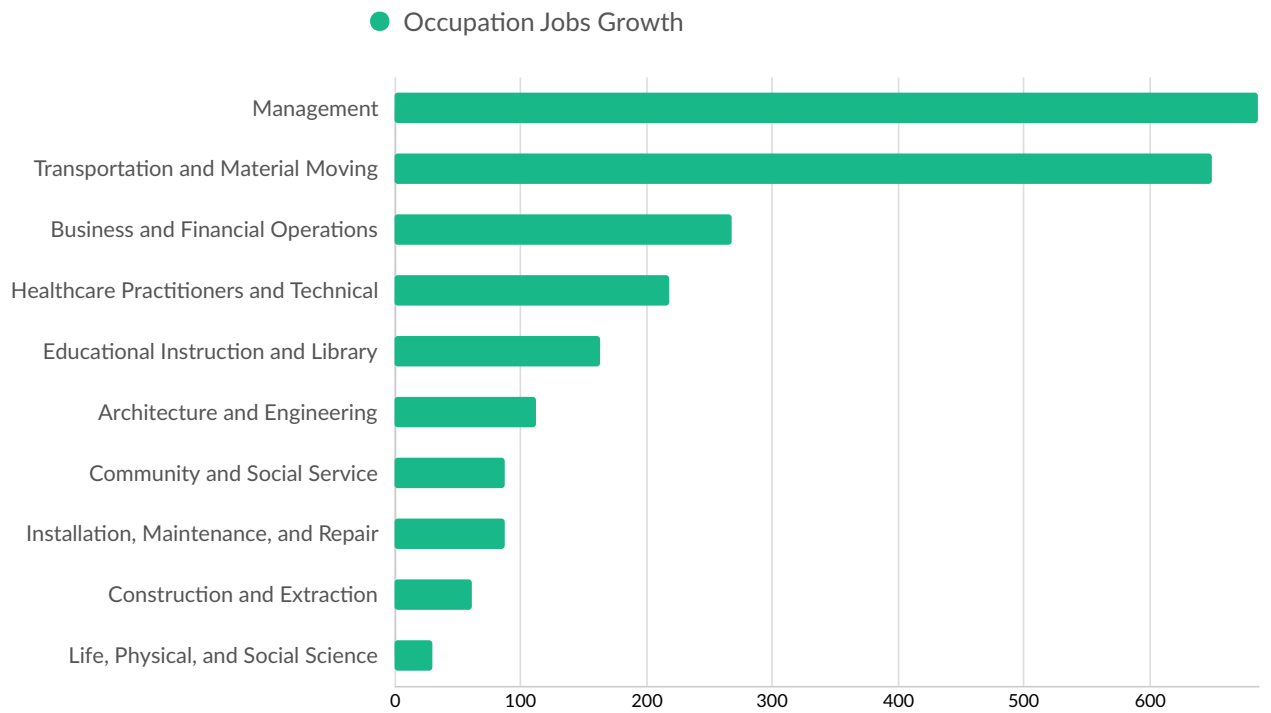
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

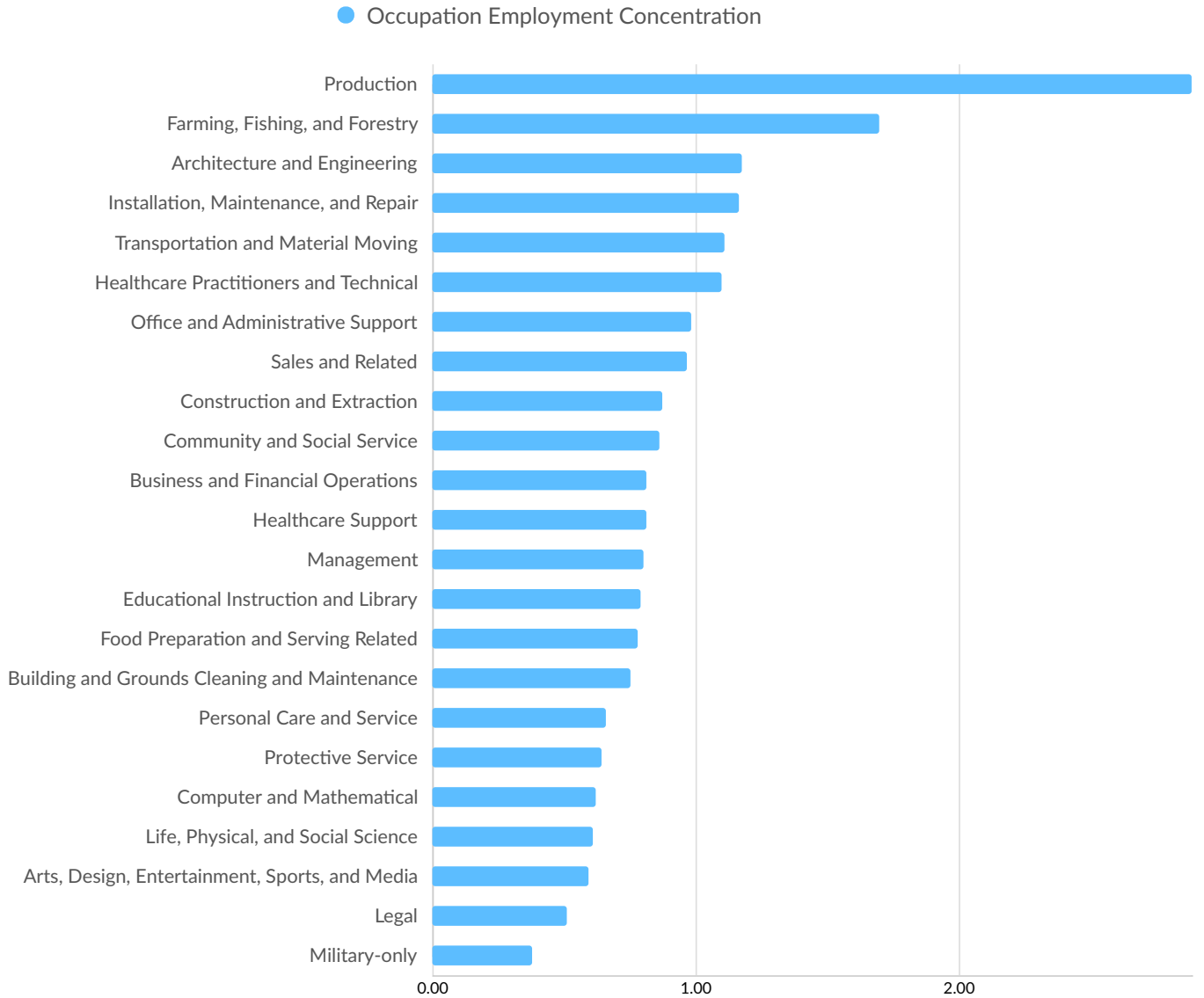
Largest Occupations



Top Growing Occupations



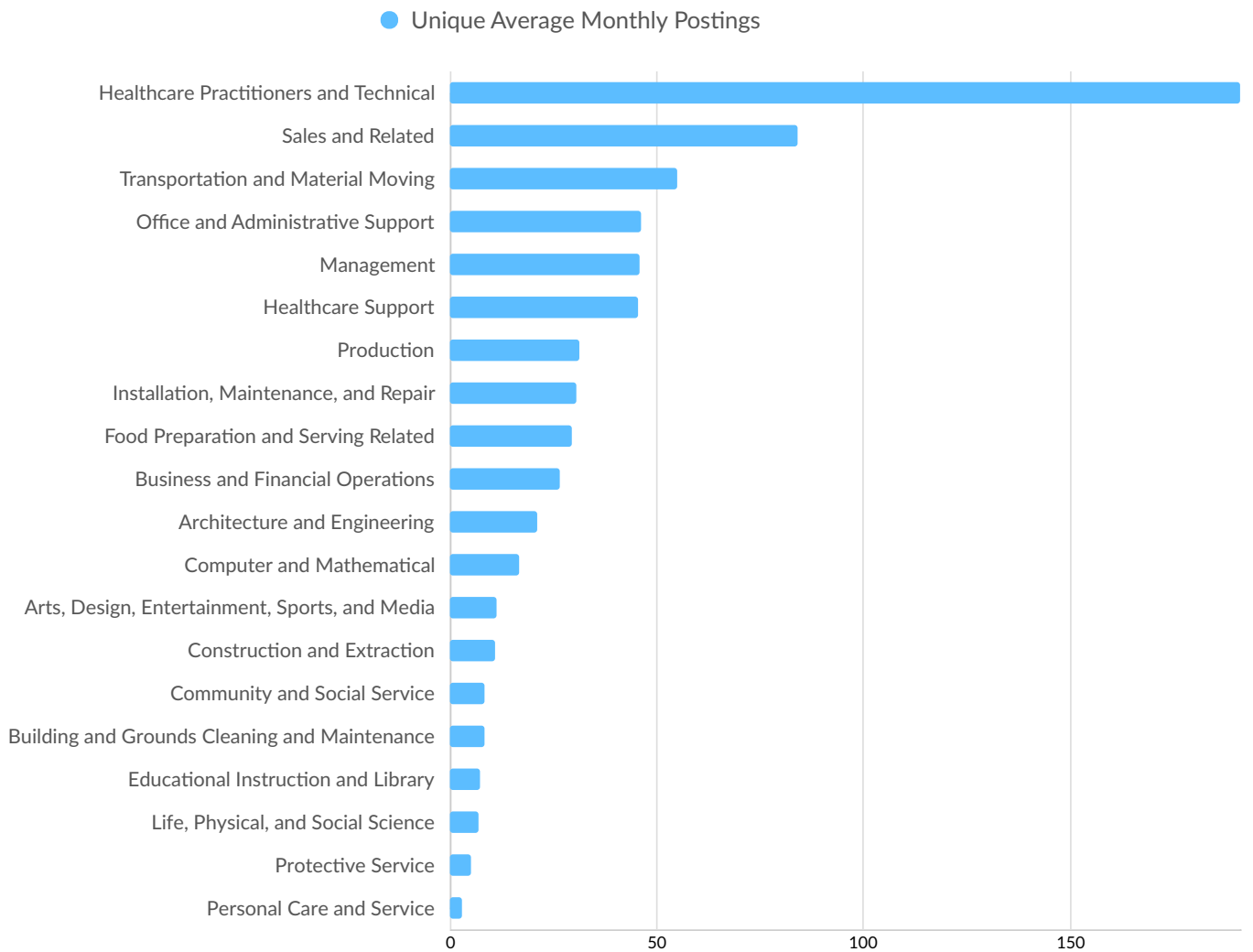
Top Occupation Employment Concentration



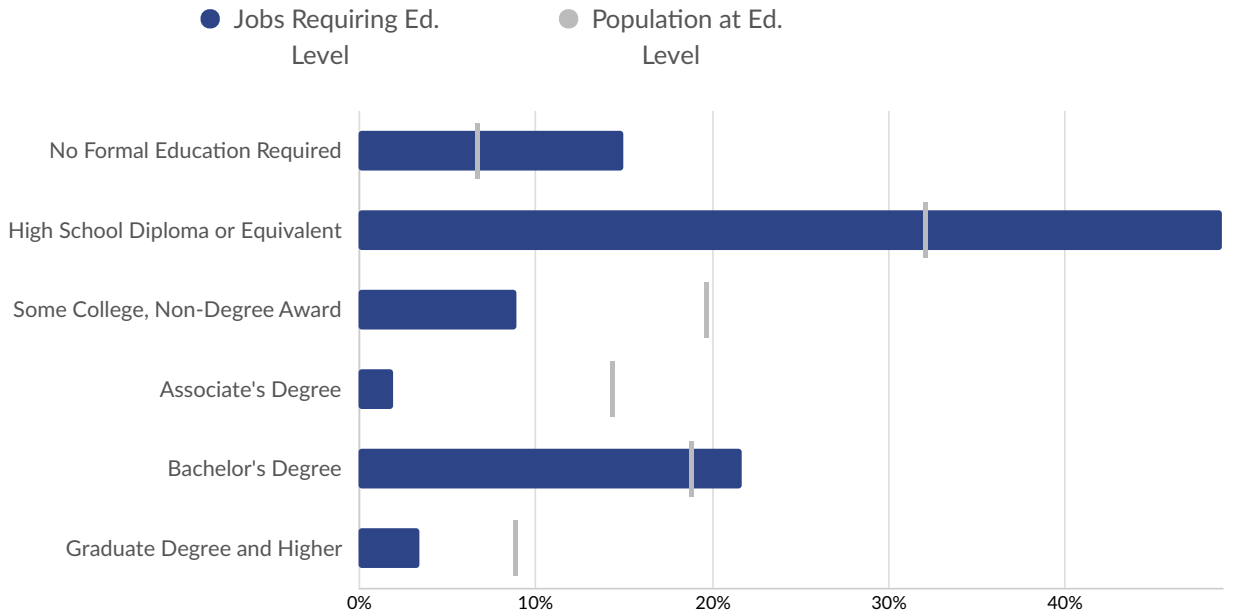
Top Occupation Earnings



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

