



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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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 3,560** over the next 5 years.

77,320

Total Regional Employment

Jobs **decreased by 810** over the last 5 years but are projected to **grow by 984** over the next 5 years.

\$67.9K

Median Household Income (2022)

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 3,560.
- From 2018 to 2023, jobs **declined by 1.0%** in Marathon County, WI from 78,130 to **77,320**. This change **fell short of the national growth rate of 3.9% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 69.2% to 66.3% between 2018 and 2023**.
- Concerning educational attainment, **19.0% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.9% hold an Associate's Degree** (5.1% 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.

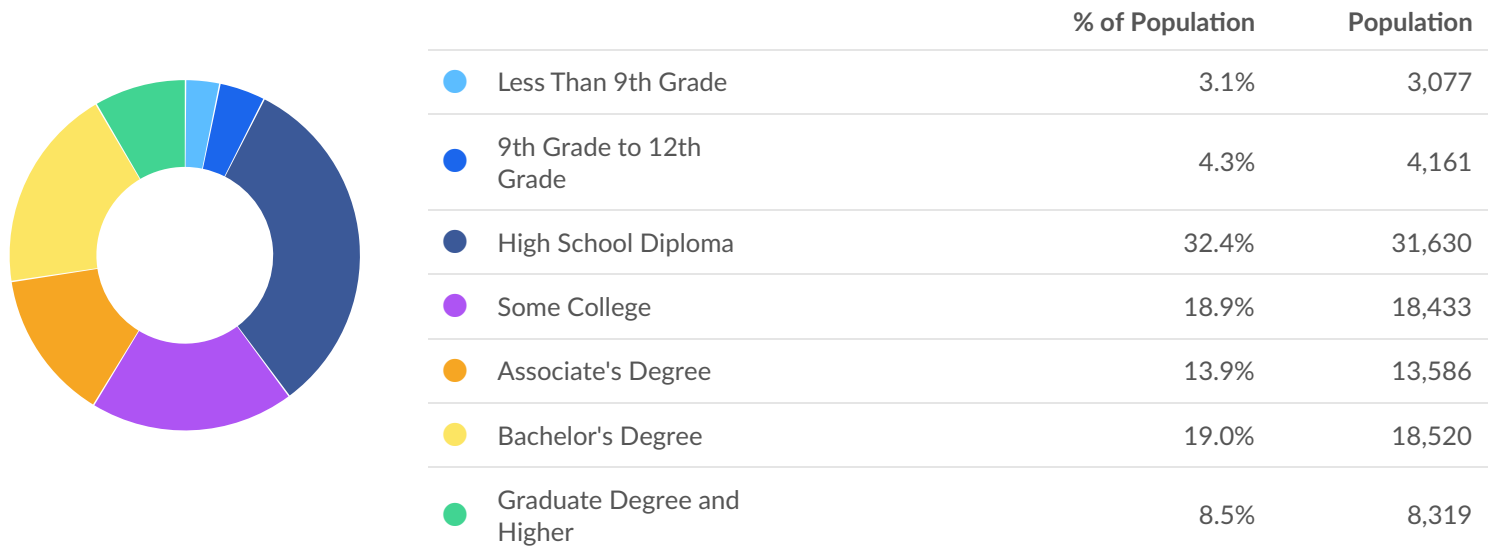
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	139,766	72,676	77,320	99.7	\$9.61B	\$11.92B	\$12.17B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



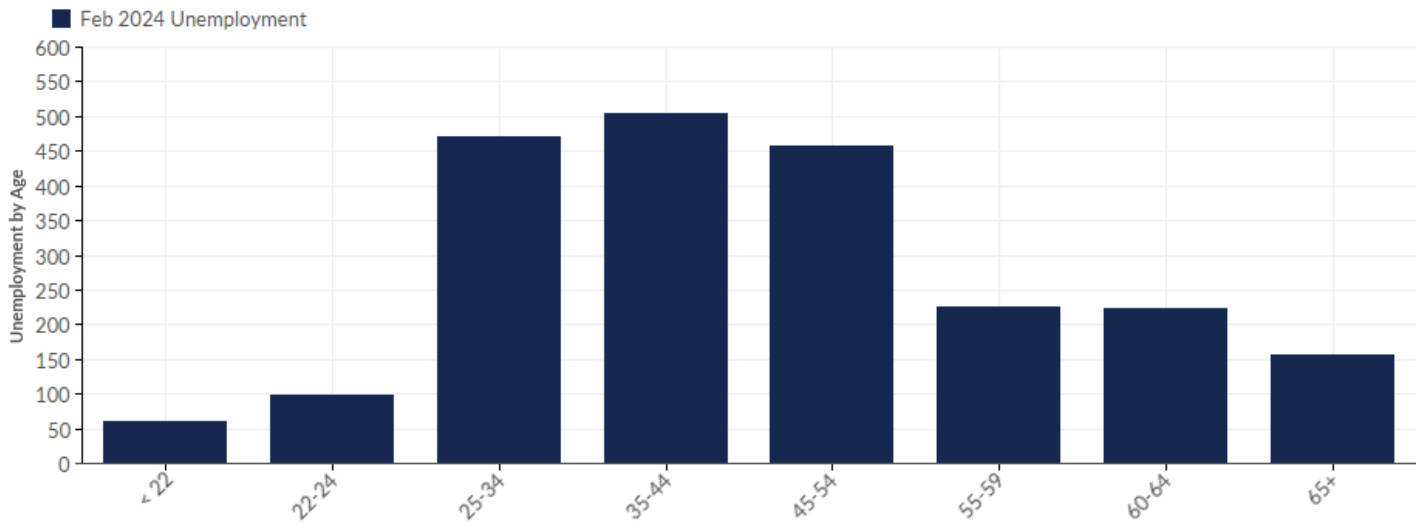
Educational Attainment

Concerning educational attainment, **19.0% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.9% hold an Associate's Degree** (5.1% above the national average).



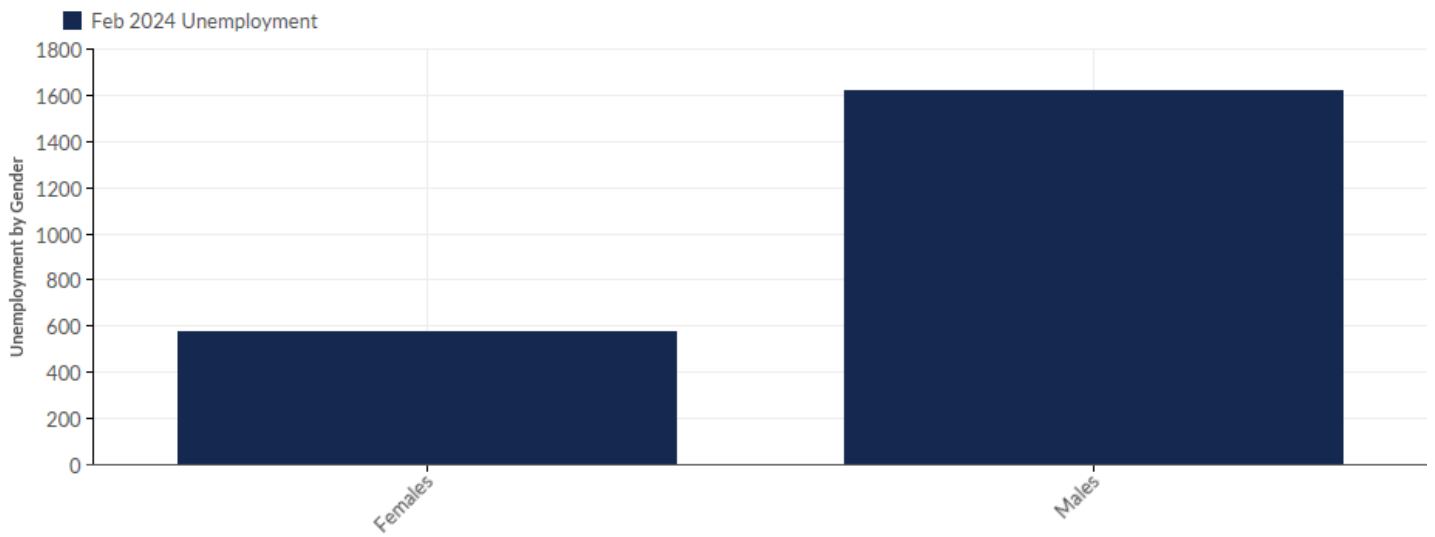
Unemployment by Demographics

Unemployment by Age



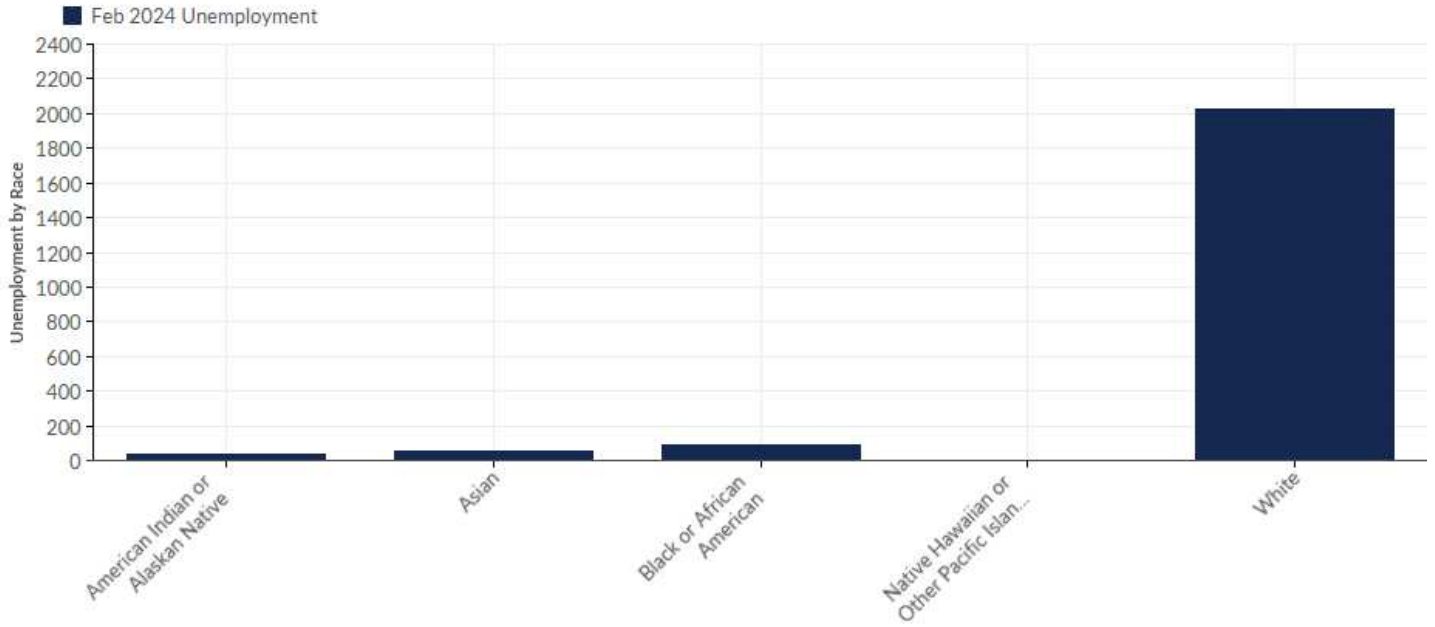
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	60	2.73%
22-24	98	4.46%
25-34	470	21.41%
35-44	505	23.01%
45-54	457	20.82%
55-59	225	10.25%
60-64	224	10.21%
65+	156	7.11%
Total	2,195	100.00%

Unemployment by Gender



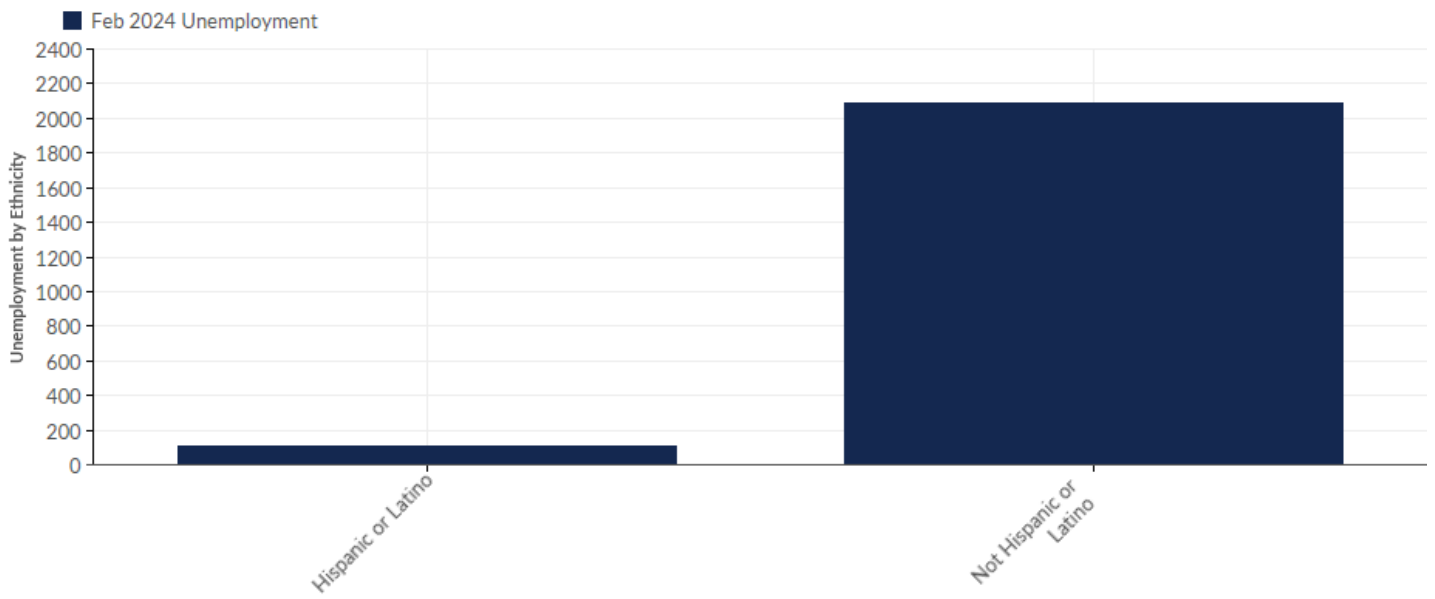
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	578	26.33%
Males	1,617	73.67%
Total	2,195	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	33	1.50%
Asian	50	2.28%
Black or African American	87	3.96%
Native Hawaiian or Other Pacific Islander	3	0.14%
White	2,021	92.07%
Total	2,195	100.00%

Unemployment by Ethnicity

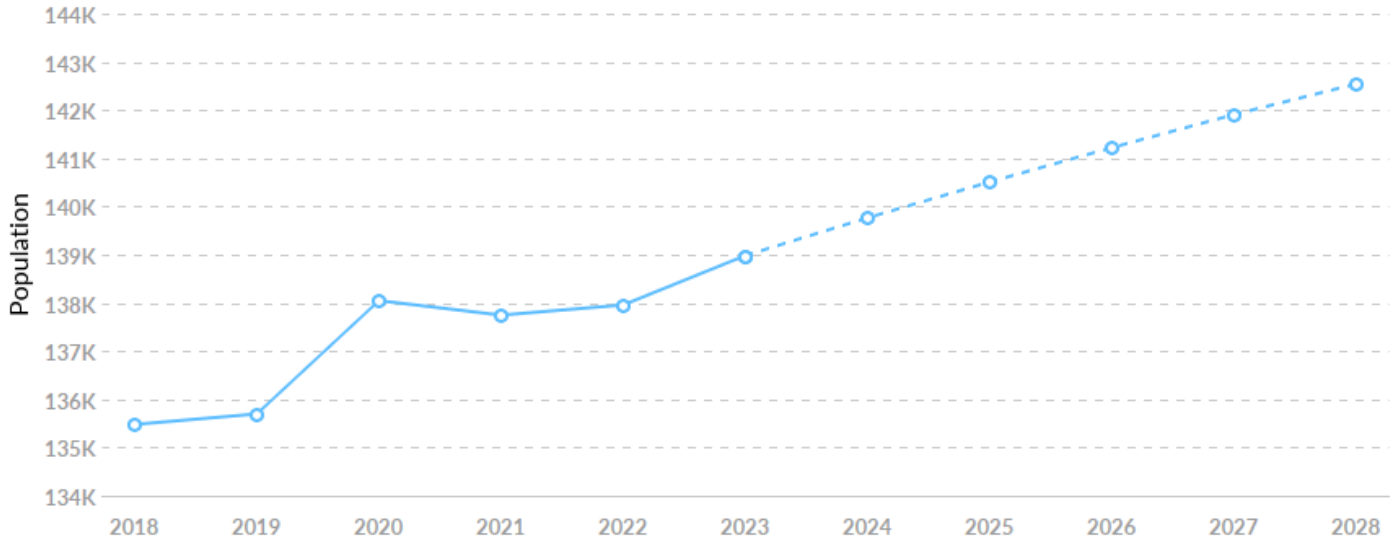


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	110	5.01%
Not Hispanic or Latino	2,085	94.99%
Total	2,195	100.00%

Historic & Projected Trends

Population Trends

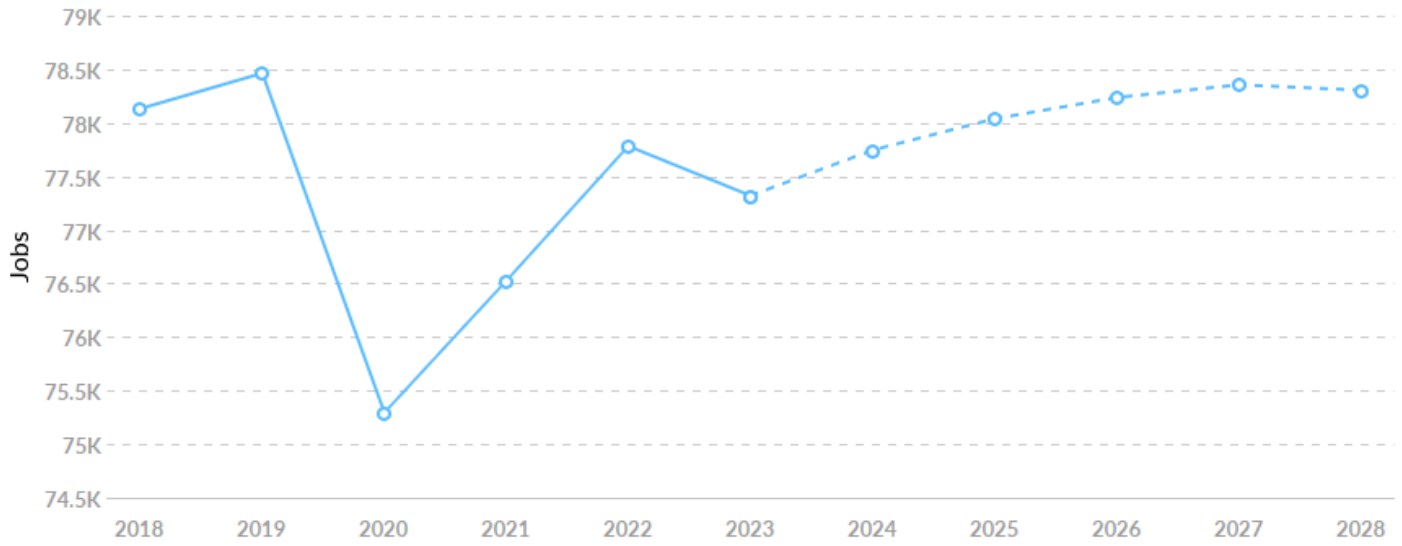
As of 2023 the region's population increased by 2.6% since 2018, growing by 3,505. Population is expected to increase by 2.6% between 2023 and 2028, adding 3,560.



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	142,543

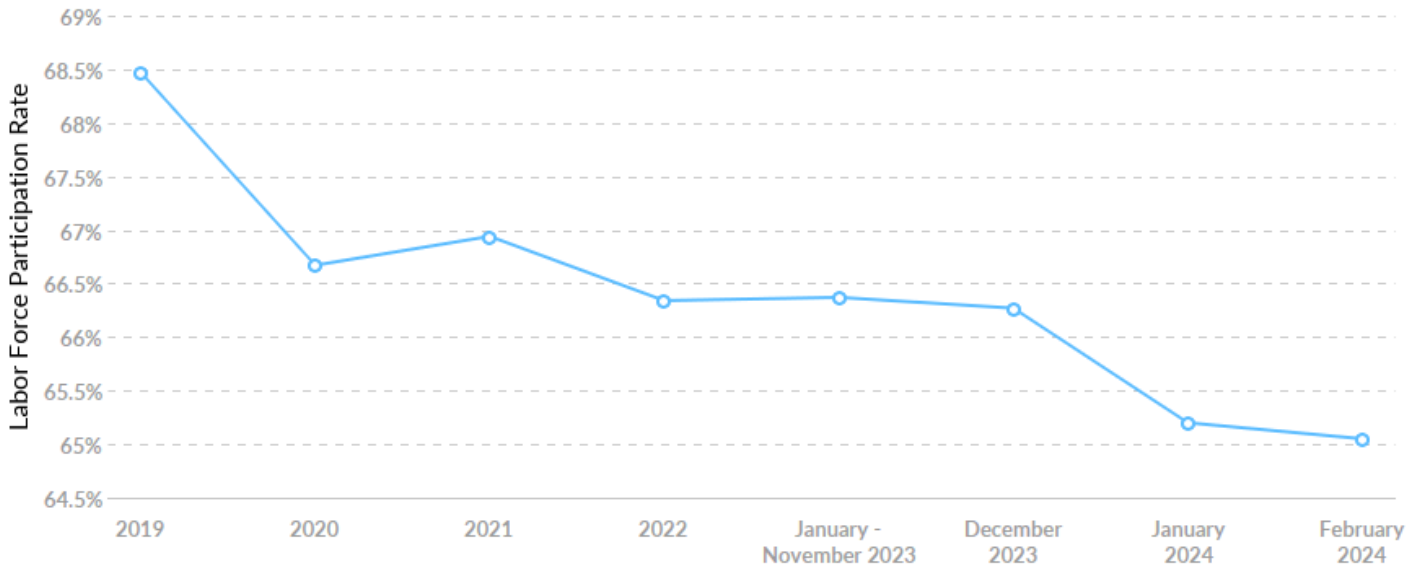
Job Trends

From 2018 to 2023, jobs declined by 1.0% in Marathon County, WI from 78,130 to 77,320. This change fell short of the national growth rate of 3.9% by 4.9%.



Timeframe	Jobs
2018	78,130
2019	78,462
2020	75,290
2021	76,523
2022	77,782
2023	77,320
2024	77,745
2025	78,038
2026	78,236
2027	78,355
2028	78,304

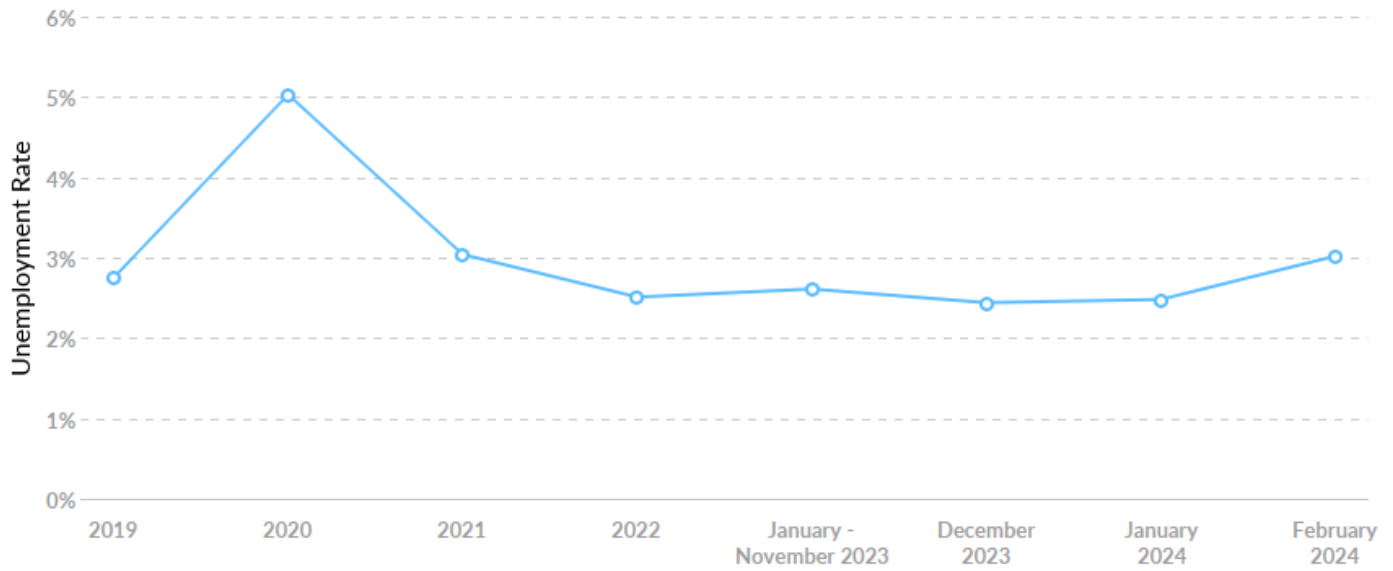
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.47%
2020	66.67%
2021	66.94%
2022	66.34%
January - November 2023	66.37%
December 2023	66.27%
January 2024	65.20%
February 2024	65.05%

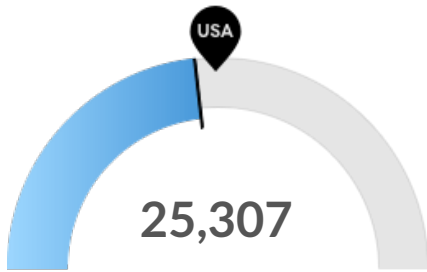
Unemployment Rate Trends

Marathon County, WI had a February 2024 unemployment rate of 3.02%, **increasing from 2.75%** 5 years before.



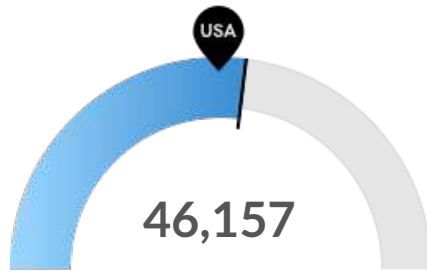
Timeframe	Unemployment Rate
2019	2.75%
2020	5.03%
2021	3.04%
2022	2.51%
January - November 2023	2.61%
December 2023	2.44%
January 2024	2.48%
February 2024	3.02%

Population Characteristics



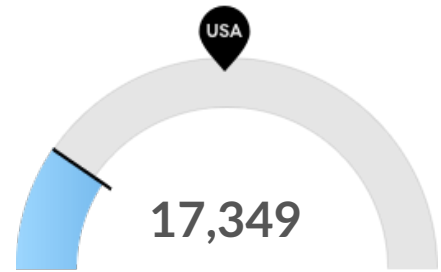
Millennials

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



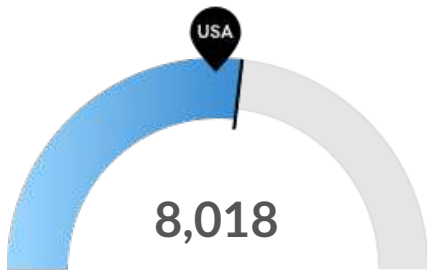
Retiring Soon

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.



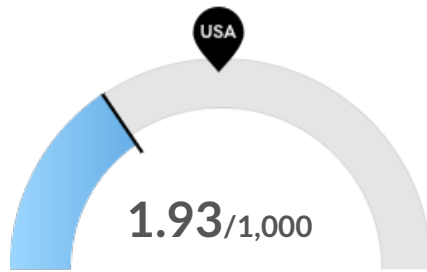
Racial Diversity

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.



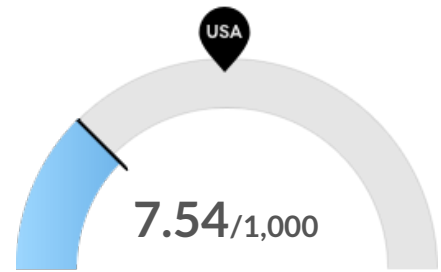
Veterans

Marathon County, WI has 8,018 veterans. The national average for an area this size is 7,215.



Violent Crime

Marathon County, WI has 1.93 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

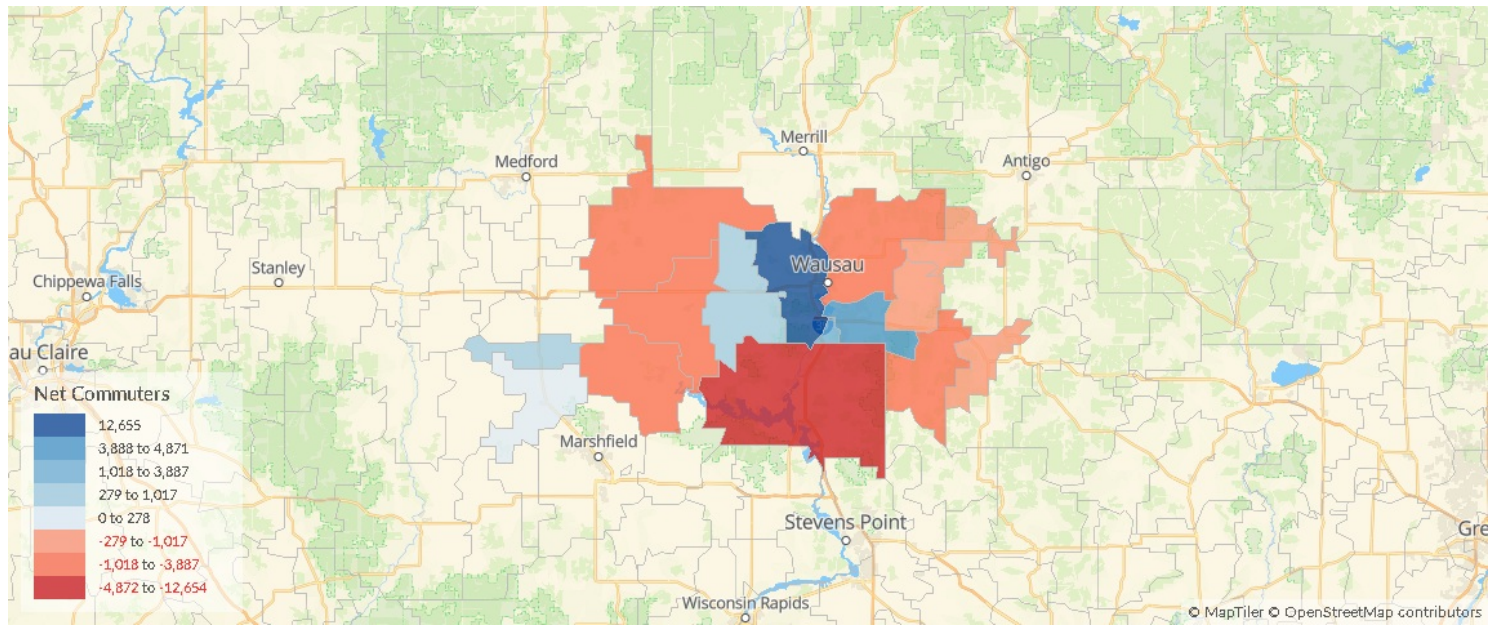


Property Crime

Marathon County, WI has 7.54 property crimes per 1,000 people. The national rate is 18.22 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...	29,265
54476	Schofield, WI (in Marath...	14,265
54403	Wausau, WI (in Maratho...	11,075
54455	Mosinee, WI (in Marath...	5,830
54474	Rothschild, WI (in Marat...	4,114

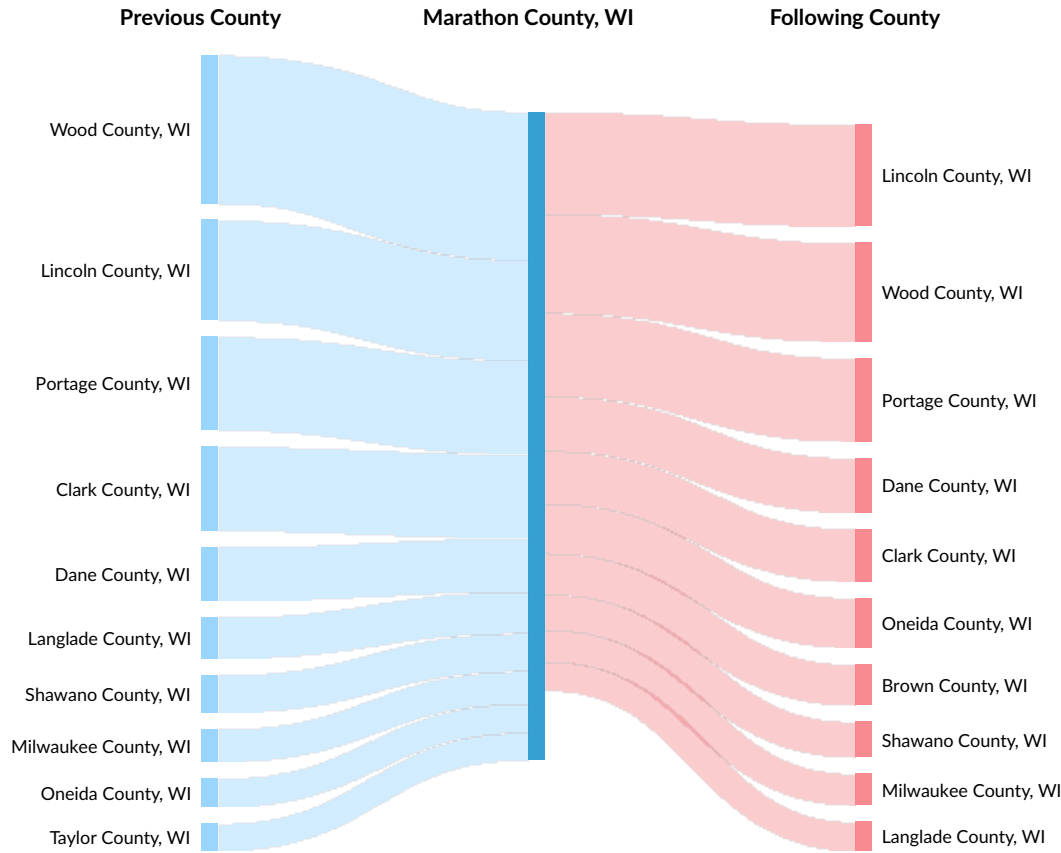
Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,610
54403	Wausau, WI (in Maratho...	12,439
54455	Mosinee, WI (in Marath...	10,702
54476	Schofield, WI (in Marath...	10,377
54411	Athens, WI (in Maratho...	3,337

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, 471 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 324 people left Marathon County, WI migrating to Lincoln County, WI. The total Net Migration for Marathon County, WI in 2021 was 385.

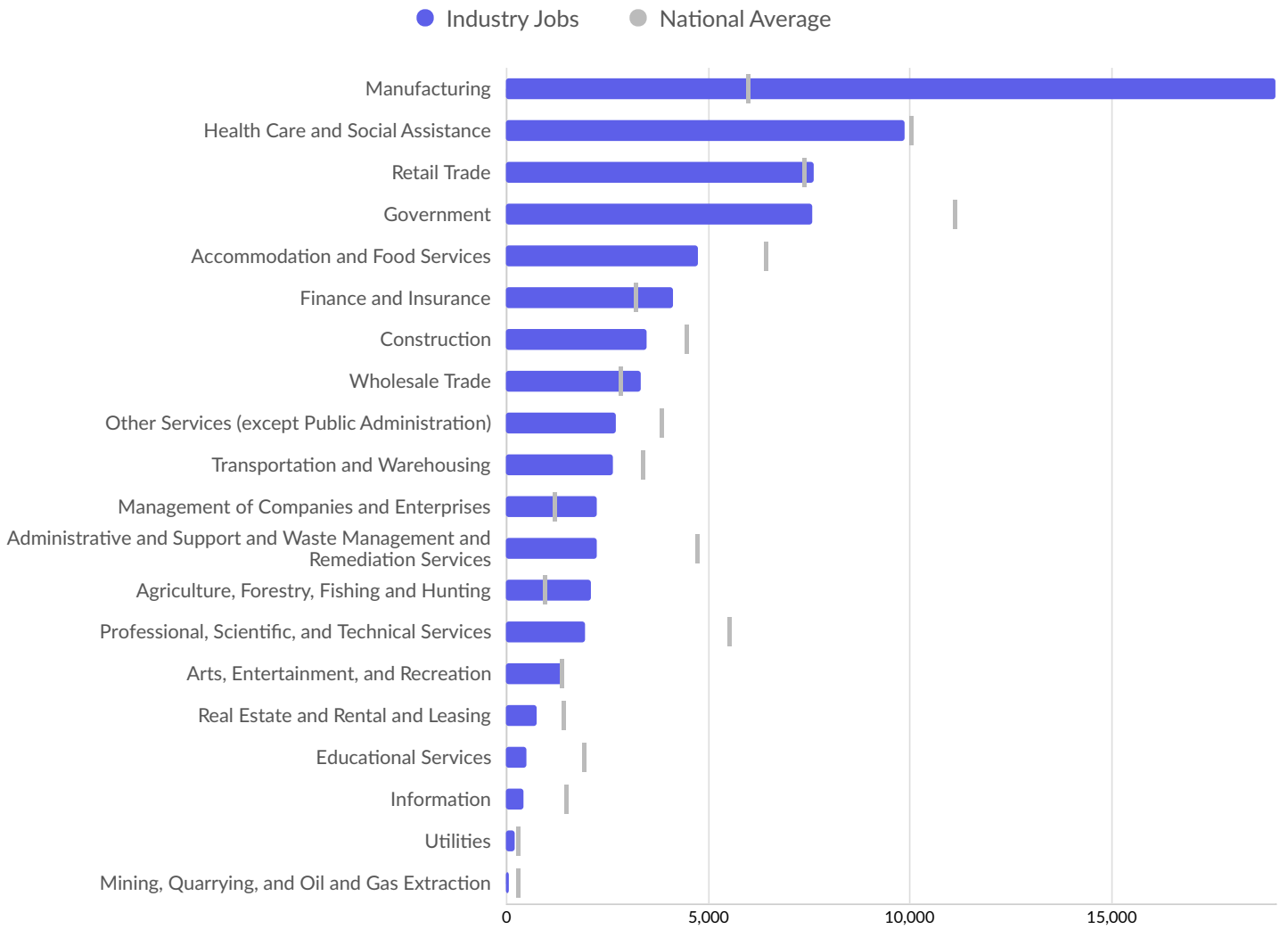


Top Previous Counties	Migrations
Wood County, WI	471
Lincoln County, WI	318
Portage County, WI	297
Clark County, WI	267
Dane County, WI	170
Langlade County, WI	131

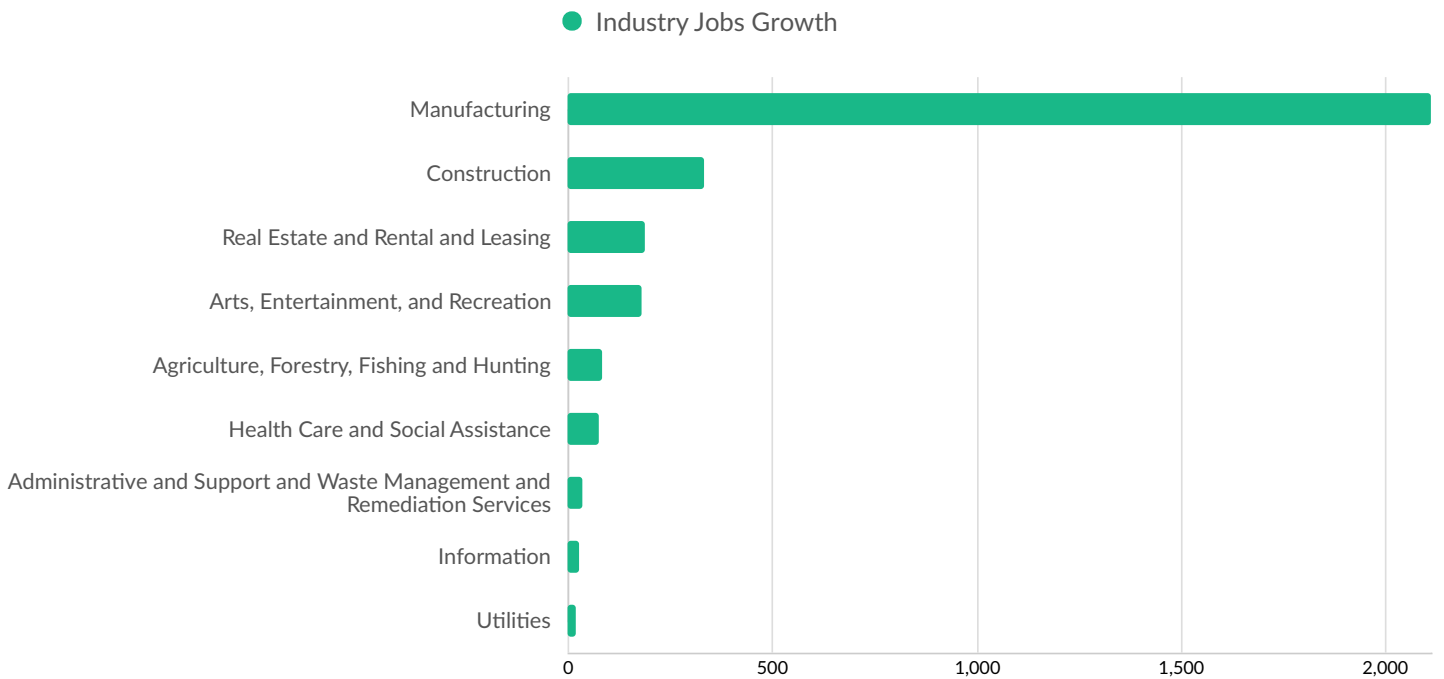
Top Previous Counties	Migrations
Shawano County, WI	120
Milwaukee County, WI	104
Oneida County, WI	91
Taylor County, WI	87
Brown County, WI	81
Winnebago County, WI	69
Outagamie County, WI	59
Hennepin County, MN	56
Eau Claire County, WI	51
Top Following Counties	Migrations
Lincoln County, WI	324
Wood County, WI	315
Portage County, WI	264
Dane County, WI	173
Clark County, WI	167
Oneida County, WI	158
Brown County, WI	130
Shawano County, WI	113
Milwaukee County, WI	100
Langlade County, WI	92
Taylor County, WI	89
Winnebago County, WI	69
Outagamie County, WI	64
Vilas County, WI	56
Eau Claire County, WI	53

Industry Characteristics

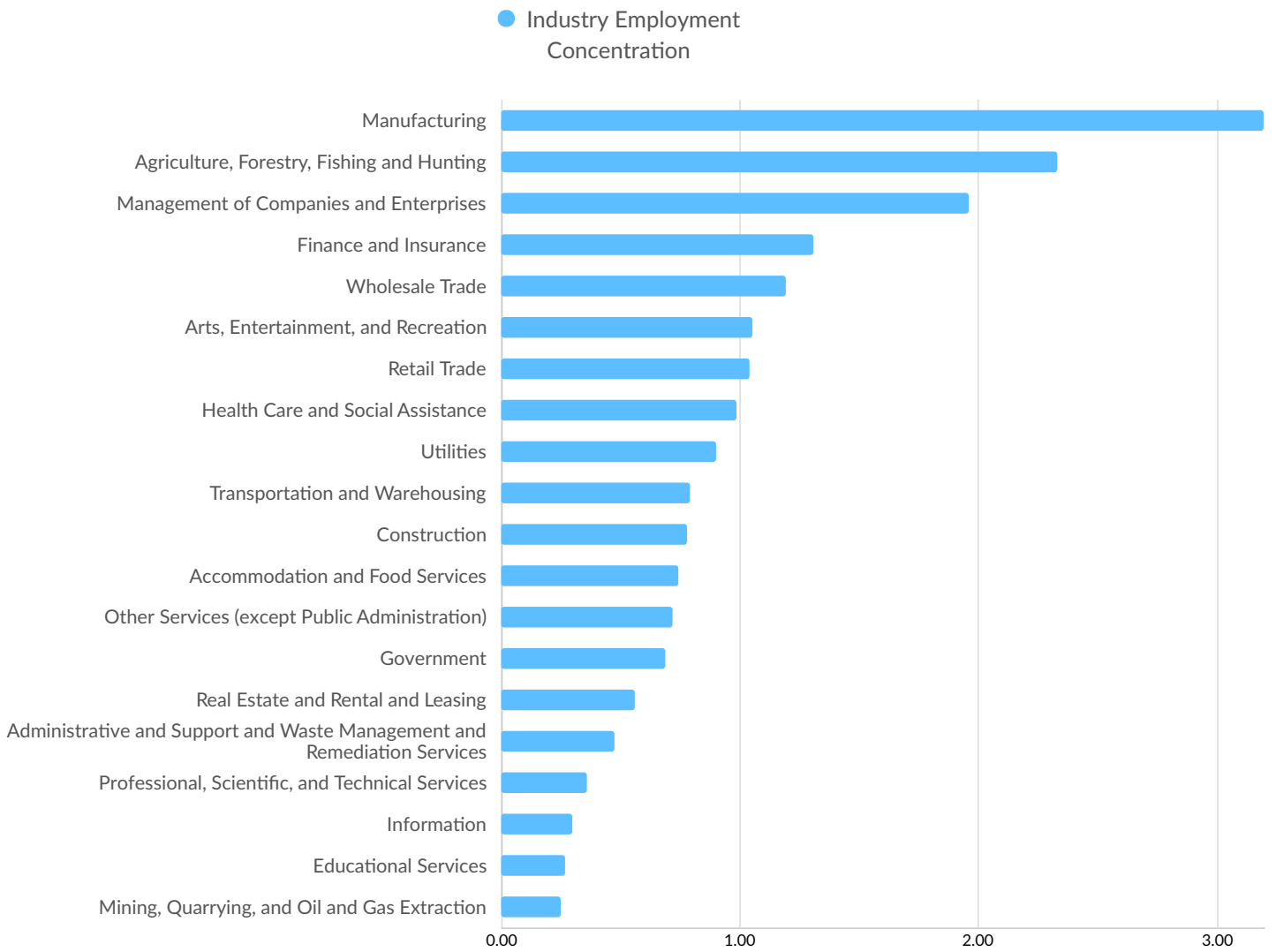
Largest Industries



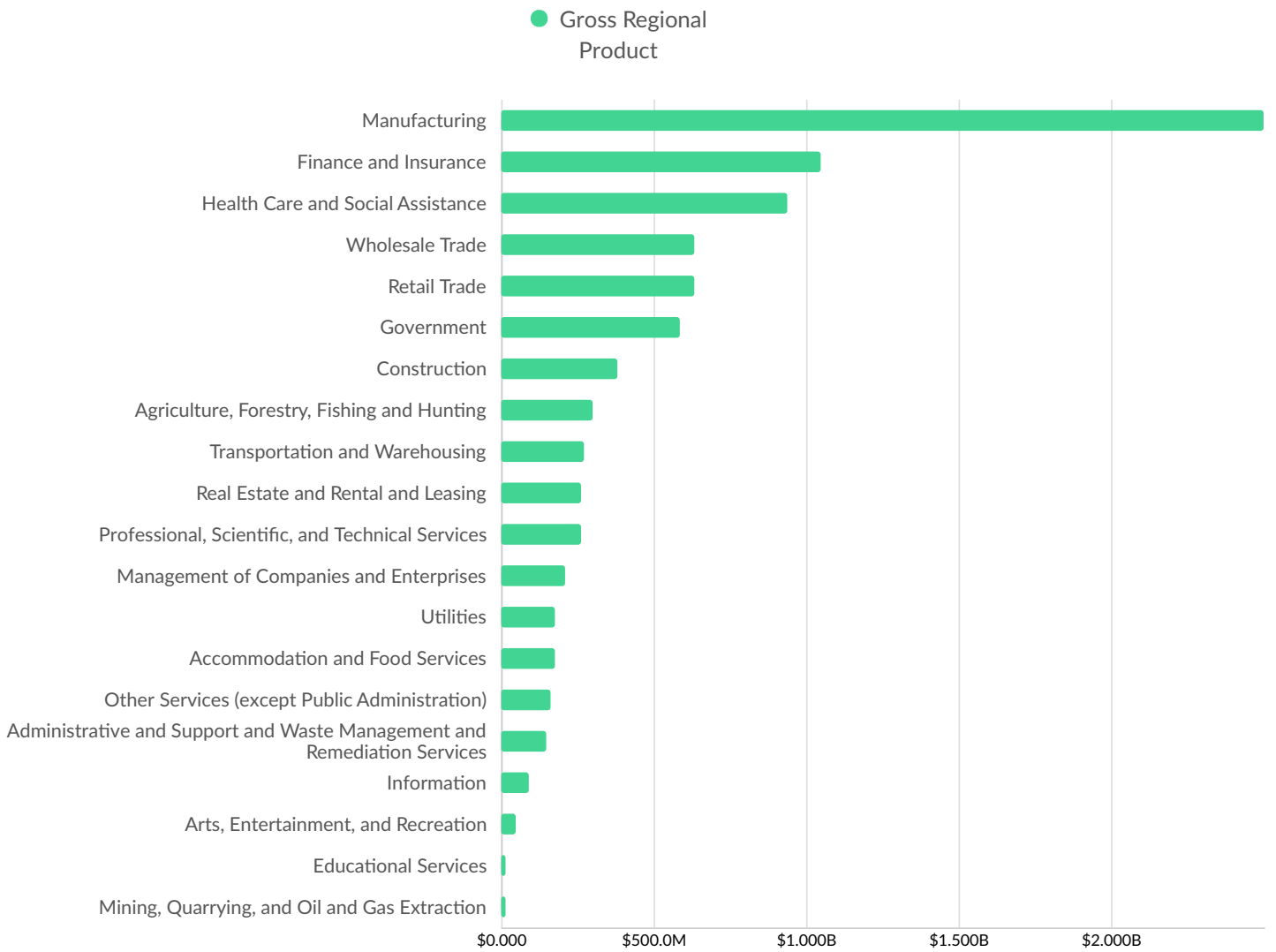
Top Growing Industries



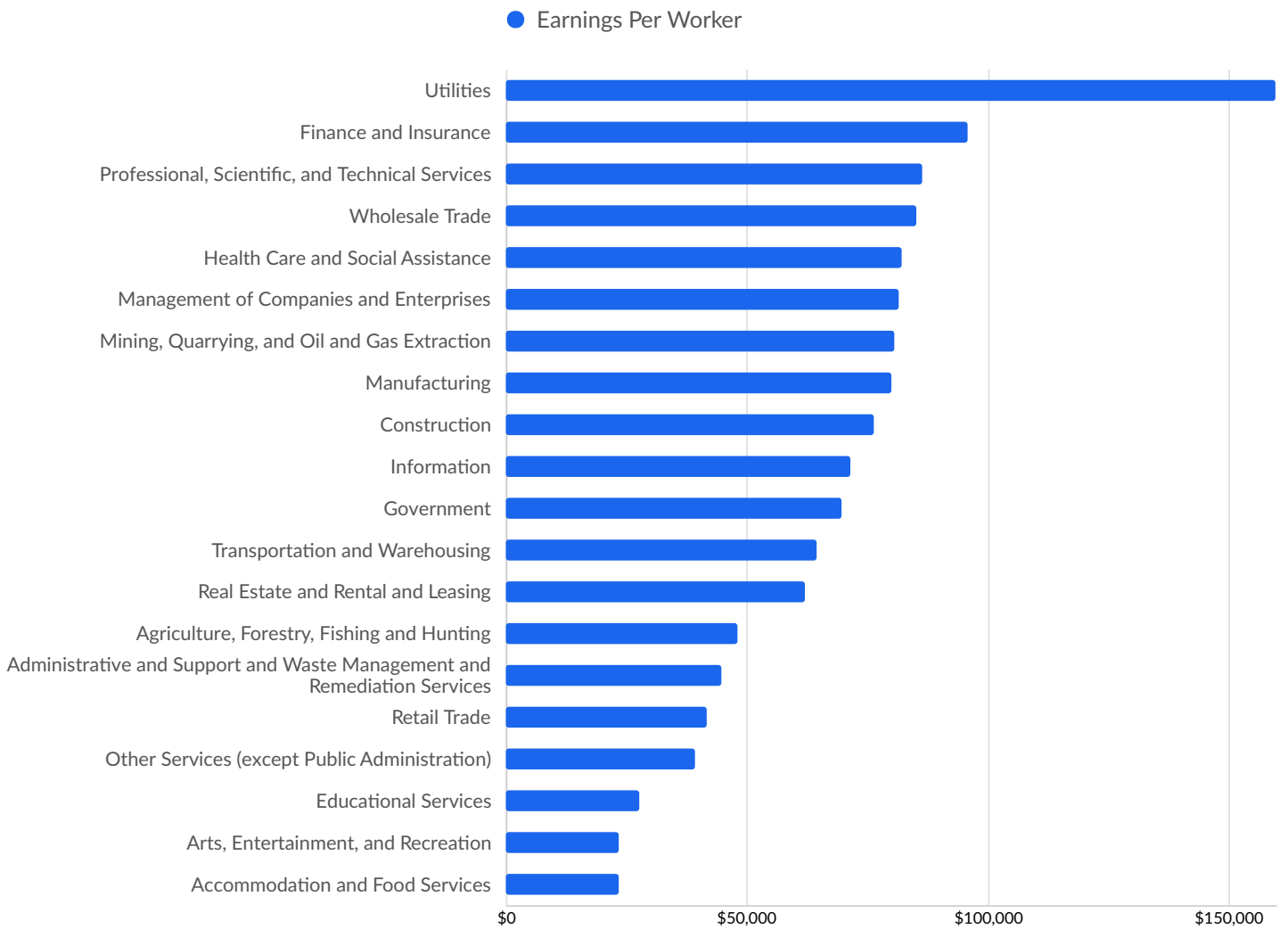
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



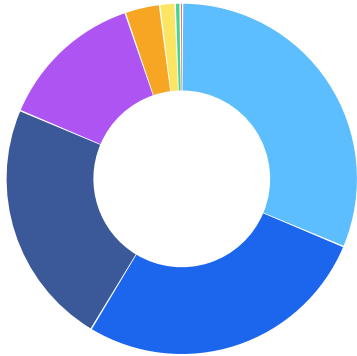
Business Characteristics

11,560 Companies Employ Your Workers

Online profiles for your workers mention 11,560 companies as employers, with the top 10 appearing below. In the last 12 months, 1,050 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,046 	Aspirus	1,048 
Marshfield Clinic	657 	CareInHomes	196 
Greenheck	569 	Greenheck Fan Corporation	187 
Northcentral Technical College	401 	Marshfield Clinic	170 
Wausau School District	372 	LocumTenens.com	135 
Liberty Mutual	367 	PAM Health	119 
Sentry	332 	Beaver Dam Community Hospit...	111 
University of Wisconsin System	324 	Kroger	97 
UnitedHealth Group	298 	ABR Employment Services	88 
Aspirus Wausau Hospital	196 	Festival Foods	81 

Business Size

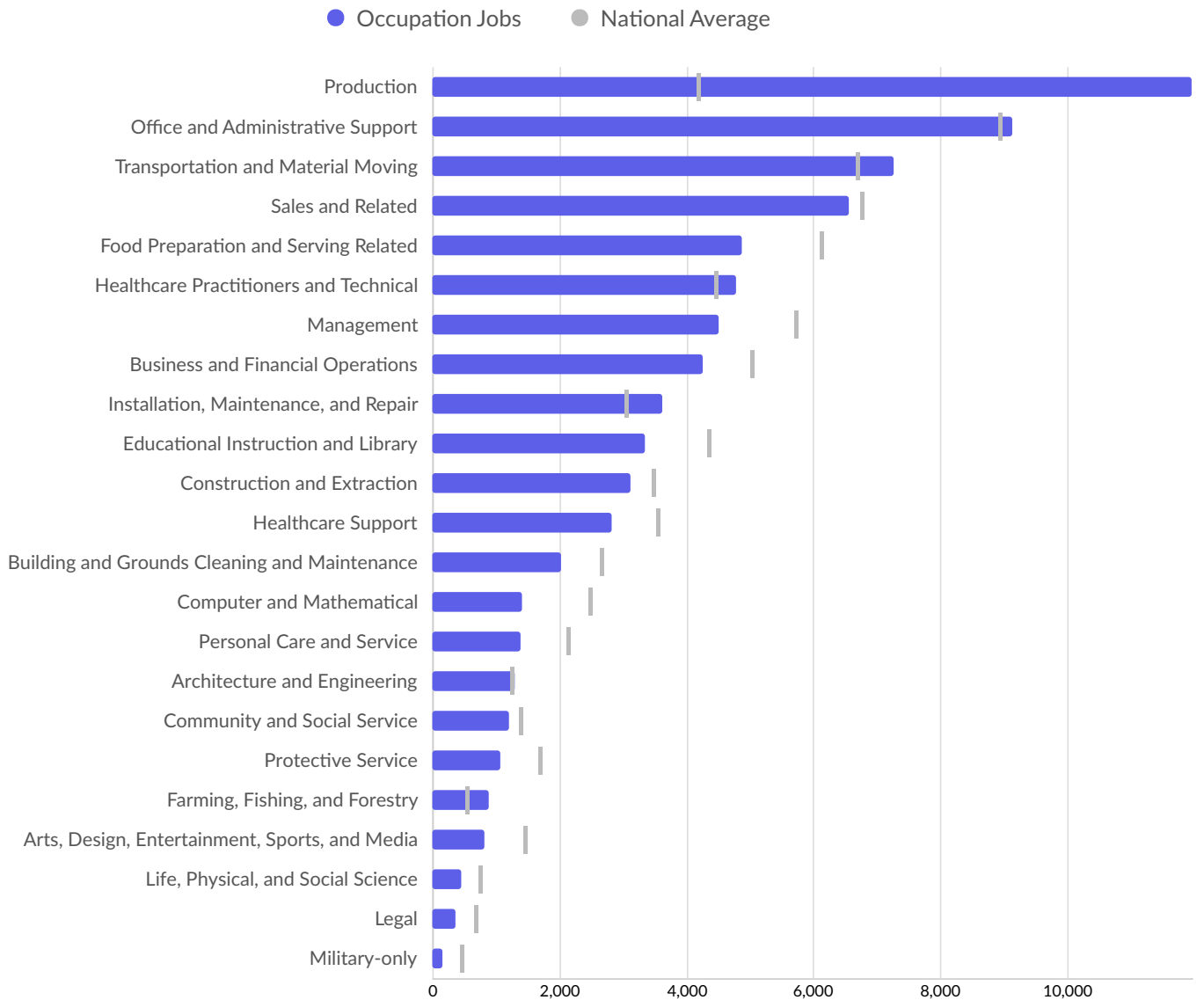


	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

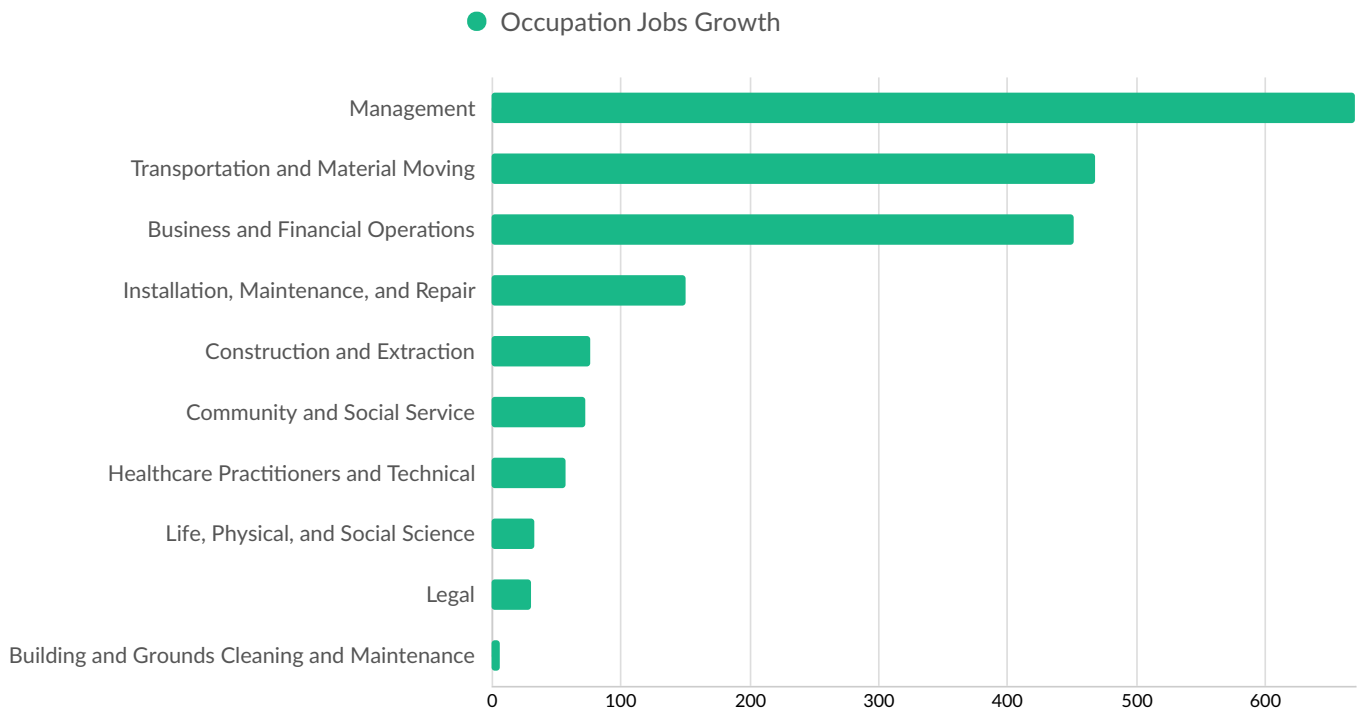
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

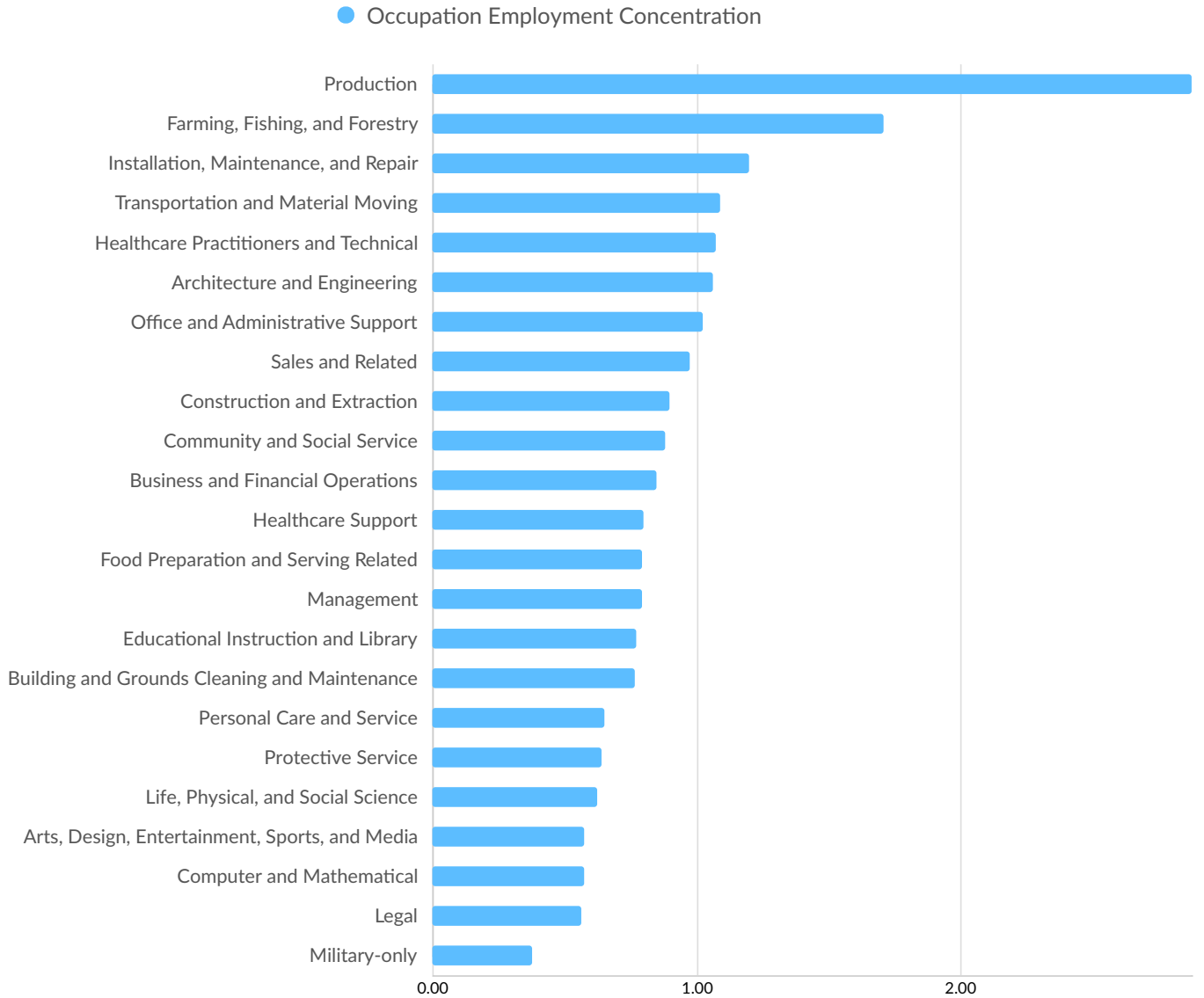
Largest Occupations



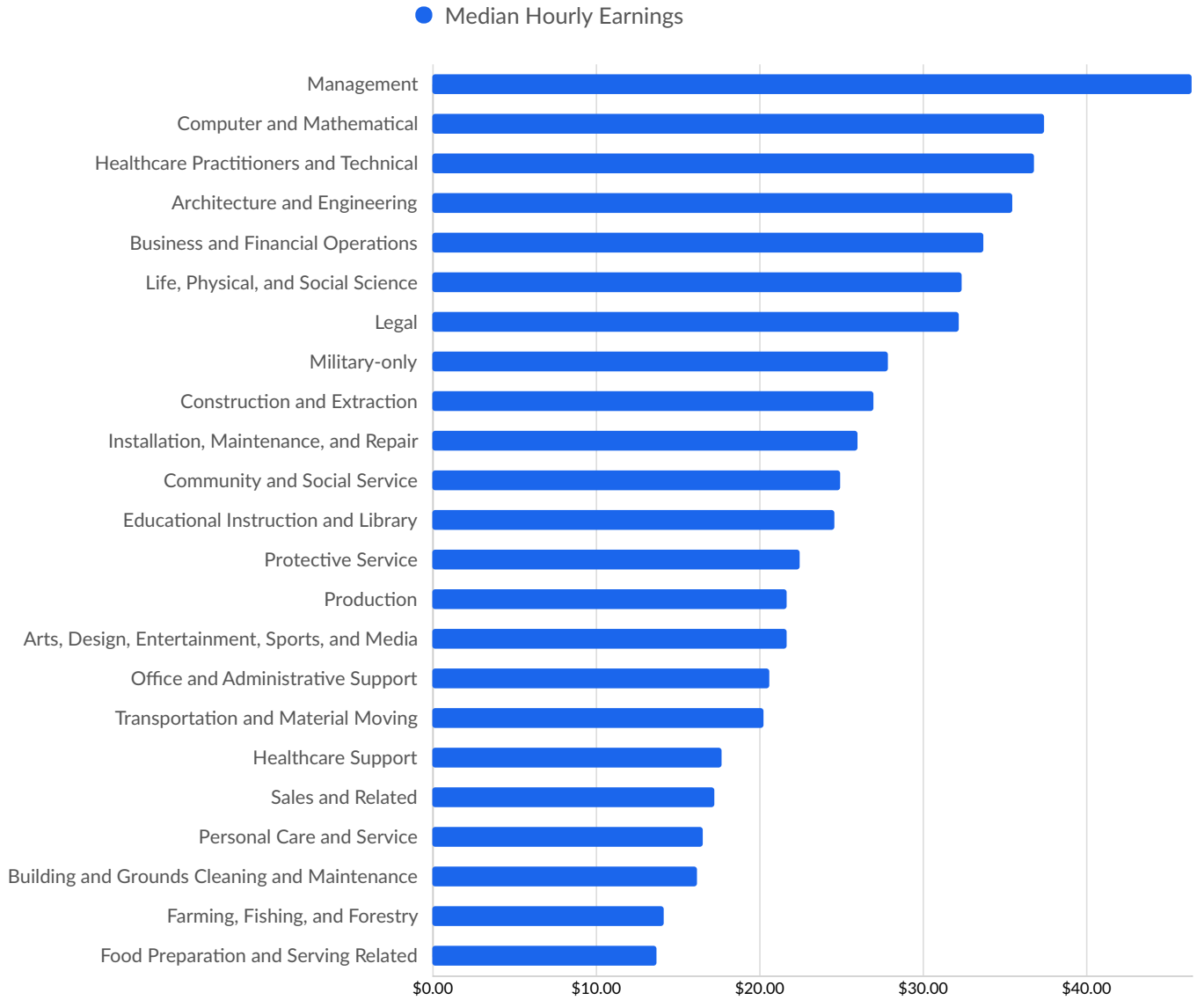
Top Growing Occupations



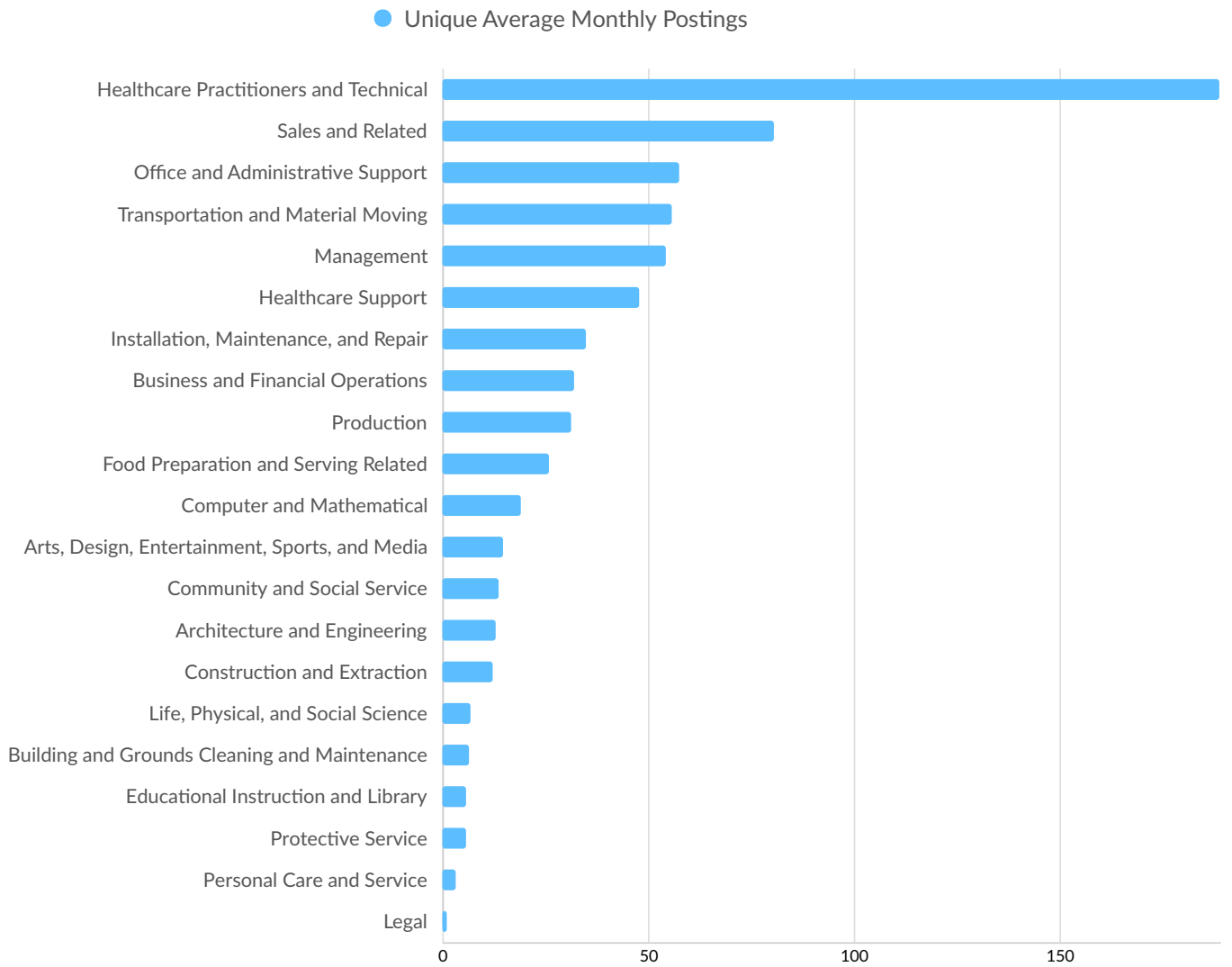
Top Occupation Employment Concentration



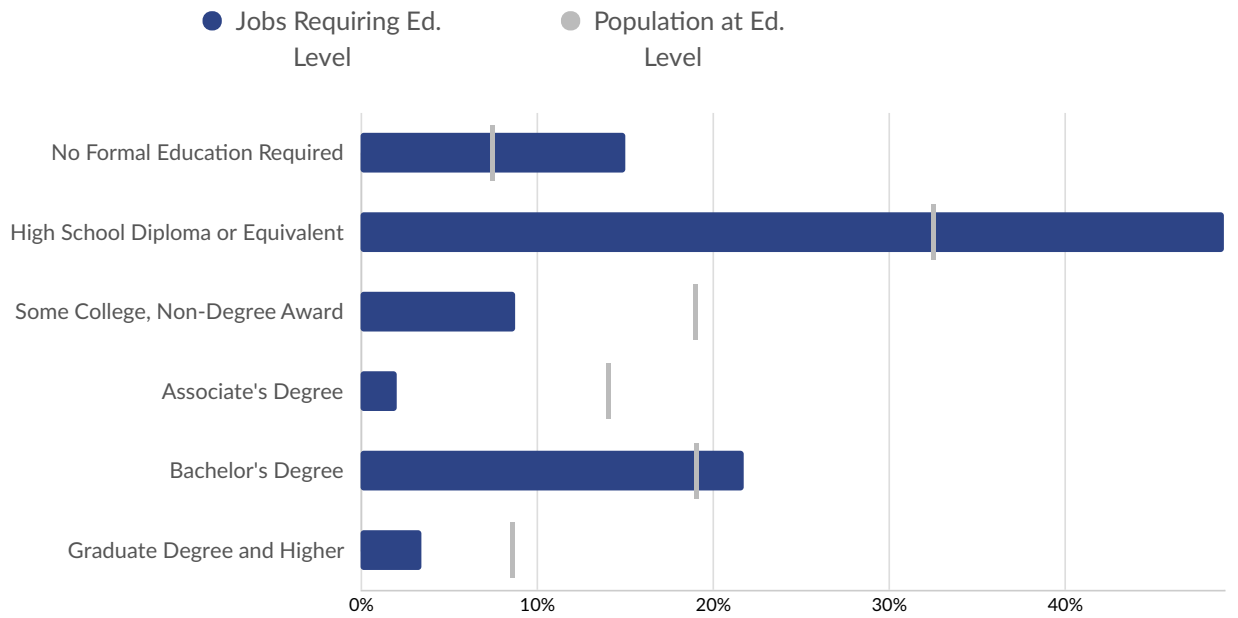
Top Occupation Earnings



Top Posted Occupations

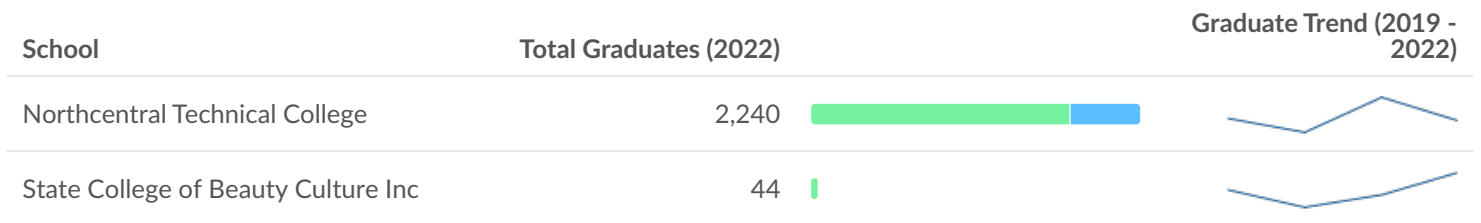


Underemployment



Educational Pipeline

In 2022, there were 2,284 graduates in Marathon County, WI. This pipeline has shrunk by 1% over the last 4 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).



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

In-Demand Skills

