



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

138,866

Population (2023)

Population **grew by 3,388** over the last 5 years and is projected to **grow by 2,601** over the next 5 years.

77,156

Total Regional Employment

Jobs **decreased by 974** over the last 5 years but are projected to **grow by 1,160** over the next 5 years.

\$73.2K

Median Household Income (2022)

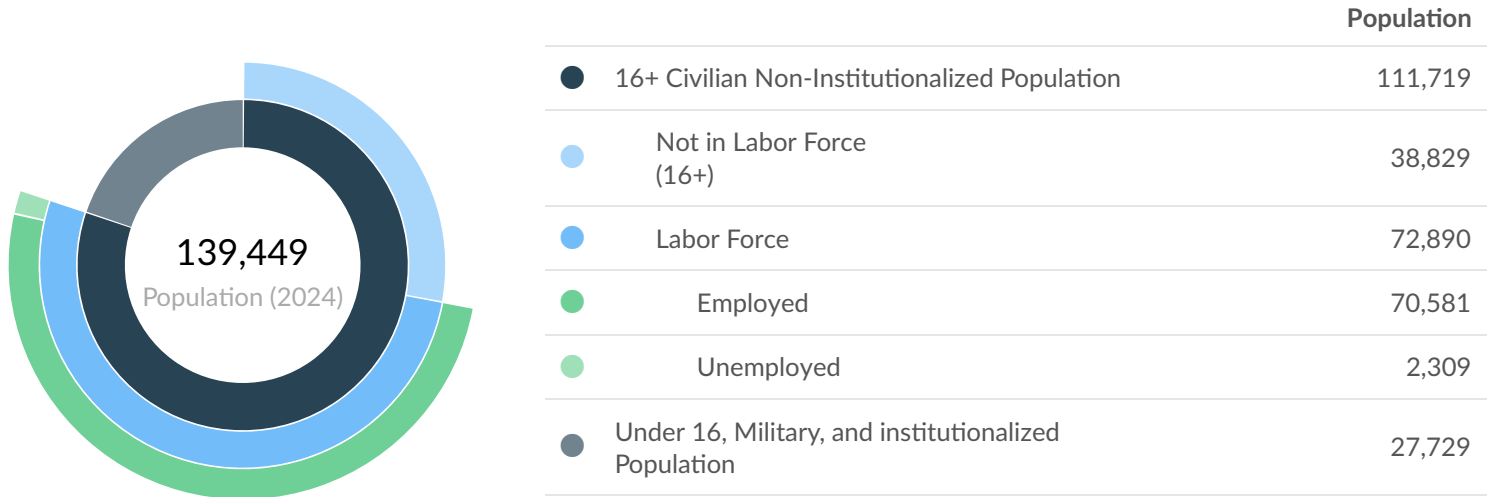
Median household income is **\$1.9K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.5%** since 2018, growing by 3,388. Population is expected to **increase by 1.9%** between 2023 and 2028, adding 2,601.
- From 2018 to 2023, jobs **declined by 1.2%** in Marathon County, WI from 78,130 to **77,156**. This change **fell short of the national growth rate of 4.3% by 5.5%**. As the number of jobs declined, the **labor force participation rate decreased from 69.2% to 65.3% 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.

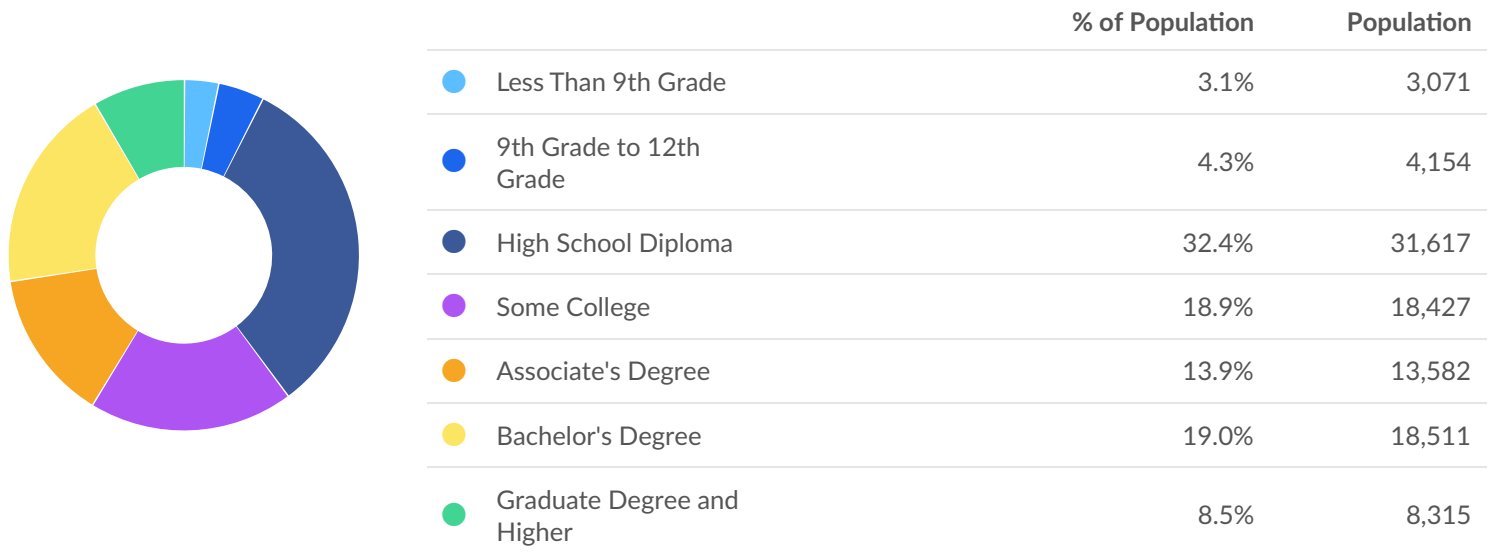
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	139,449	72,890	77,156	99.6	\$9.82B	\$11.94B	\$12.23B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



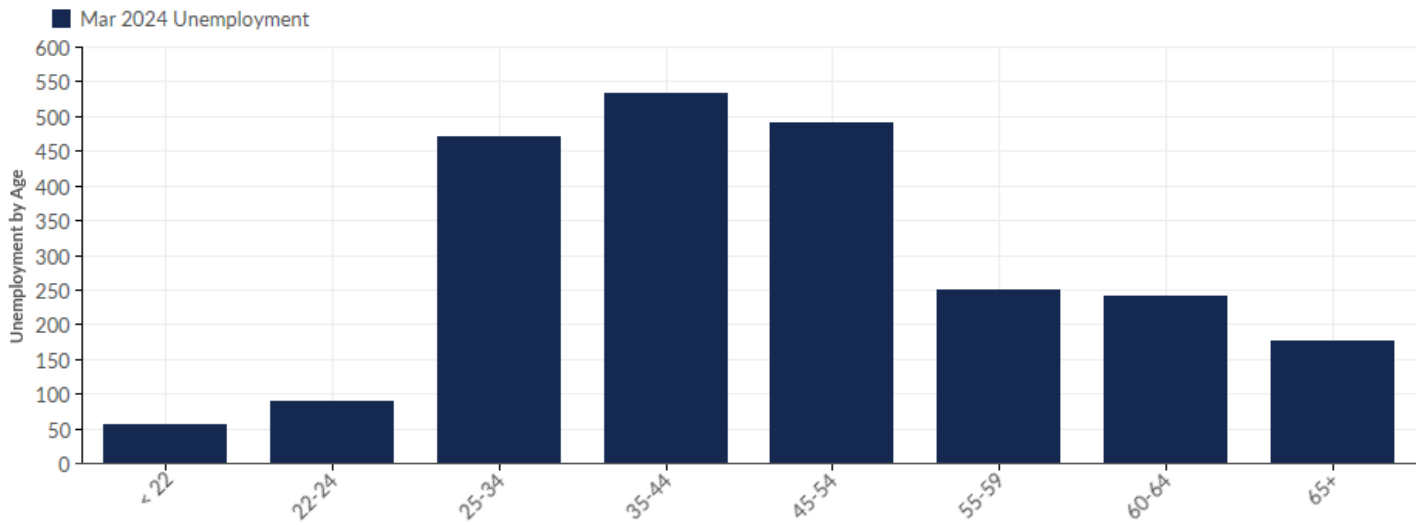
Educational Attainment

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).



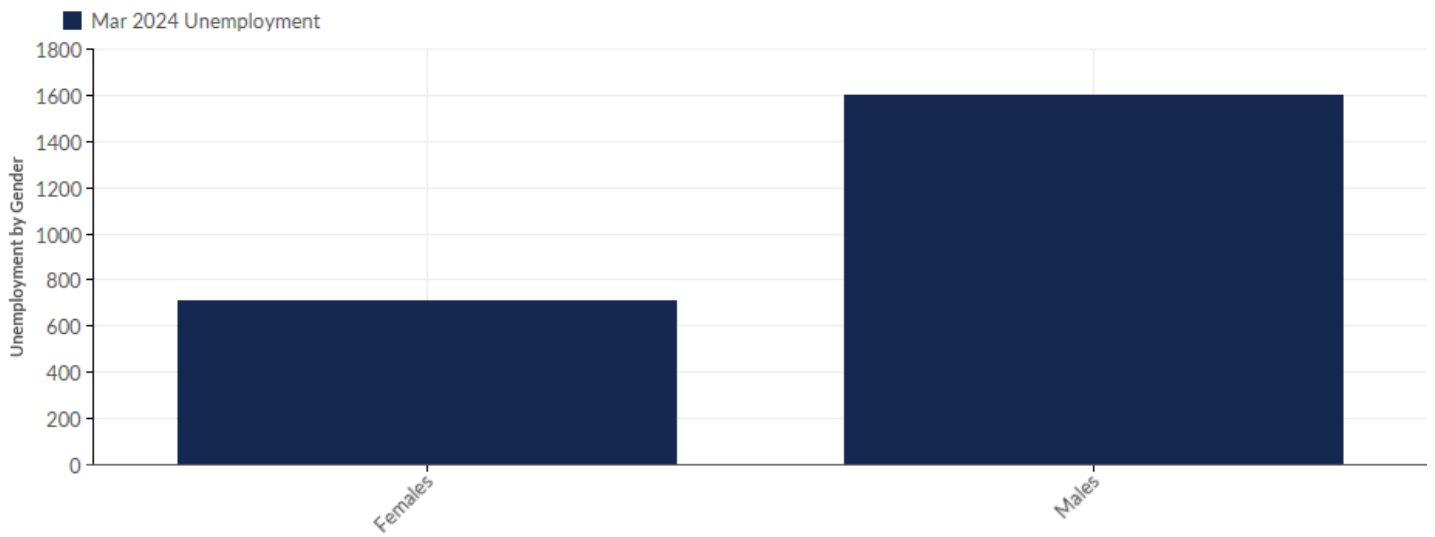
Unemployment by Demographics

Unemployment by Age



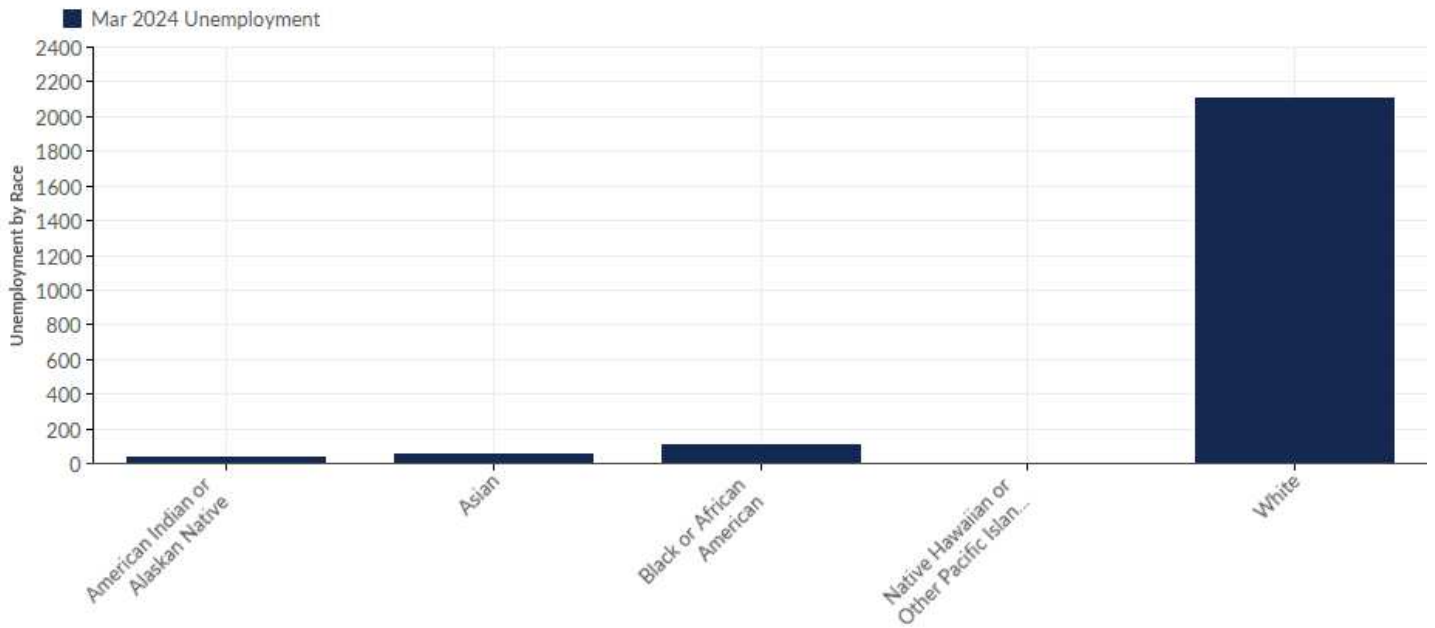
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	56	2.43%
22-24	89	3.85%
25-34	471	20.40%
35-44	532	23.04%
45-54	492	21.31%
55-59	250	10.83%
60-64	241	10.44%
65+	177	7.67%
Total	2,309	100.00%

Unemployment by Gender



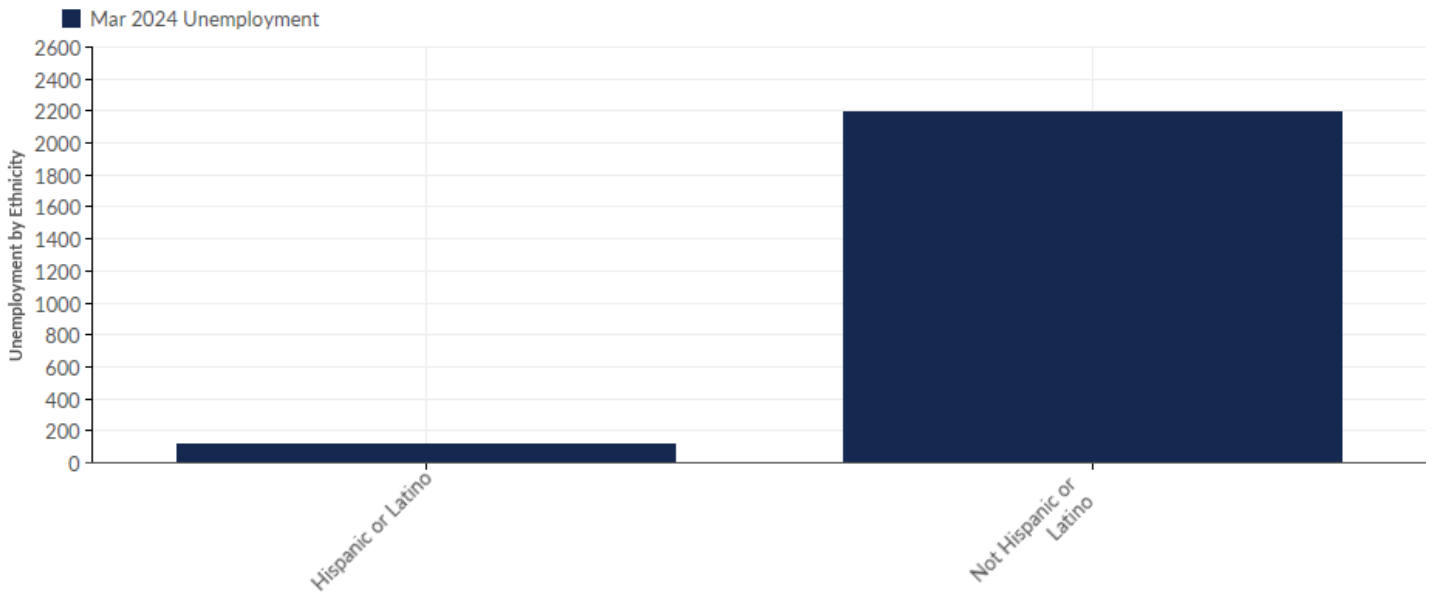
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	707	30.62%
Males	1,602	69.38%
Total	2,309	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	36	1.56%
Asian	56	2.43%
Black or African American	111	4.81%
Native Hawaiian or Other Pacific Islander	3	0.13%
White	2,103	91.08%
Total	2,309	100.00%

Unemployment by Ethnicity

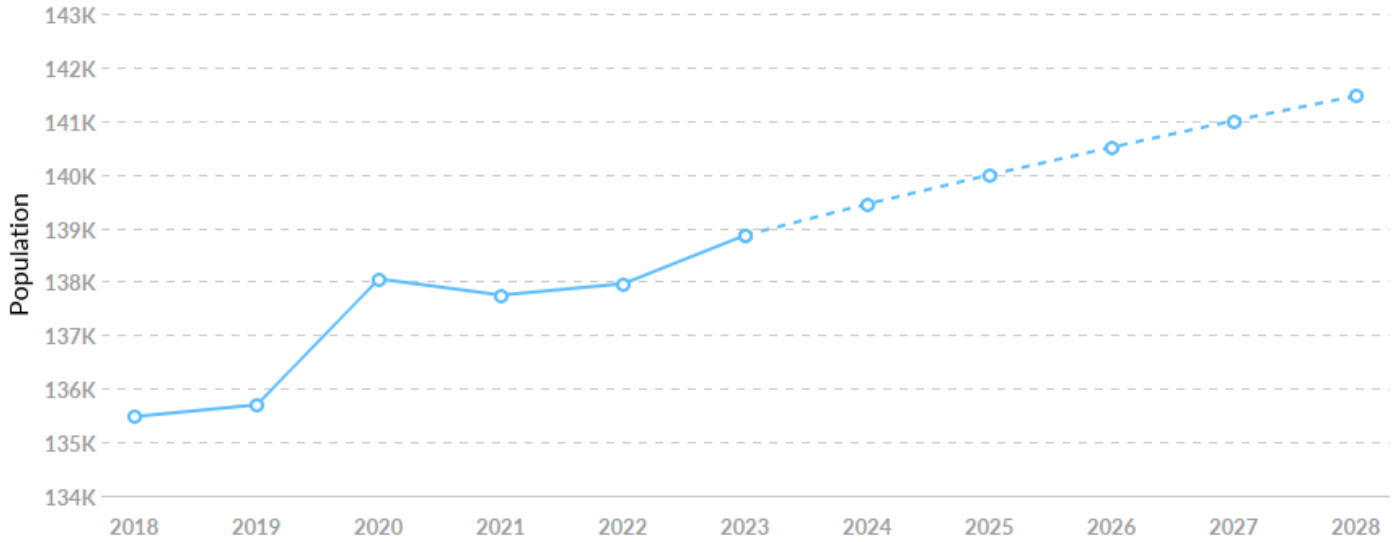


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	114	4.94%
Not Hispanic or Latino	2,195	95.06%
Total	2,309	100.00%

Historic & Projected Trends

Population Trends

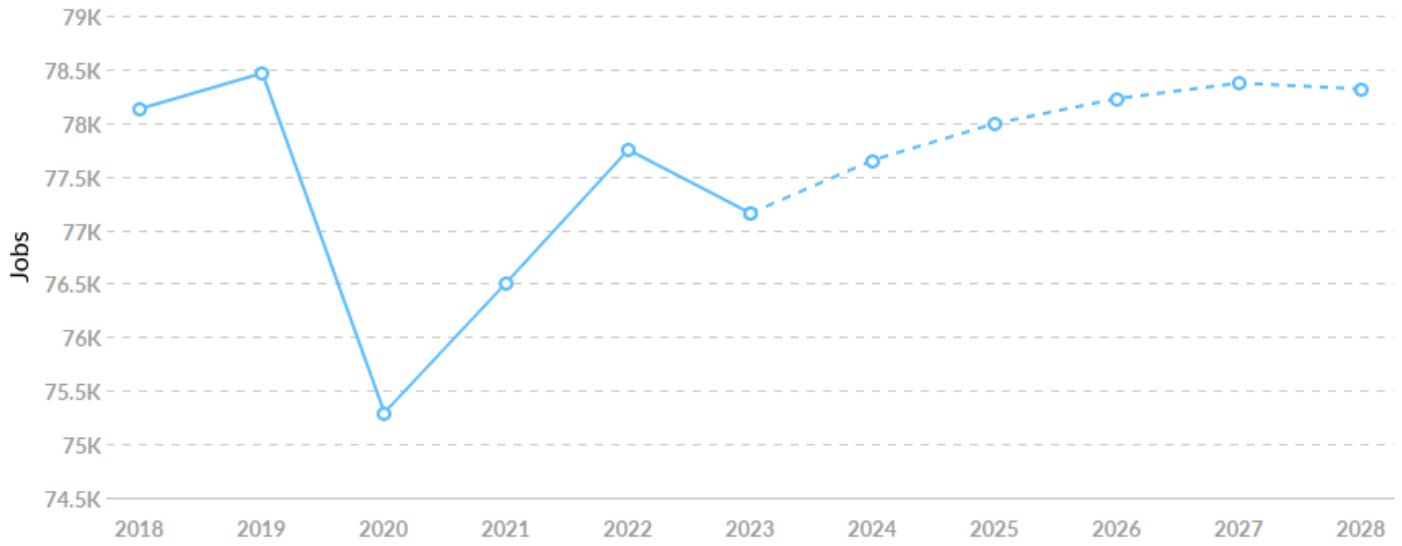
As of 2023 the region's population increased by 2.5% since 2018, growing by 3,388. Population is expected to increase by 1.9% between 2023 and 2028, adding 2,601.



Timeframe	Population
2018	135,478
2019	135,697
2020	138,047
2021	137,746
2022	137,958
2023	138,866
2024	139,449
2025	139,991
2026	140,507
2027	141,005
2028	141,466

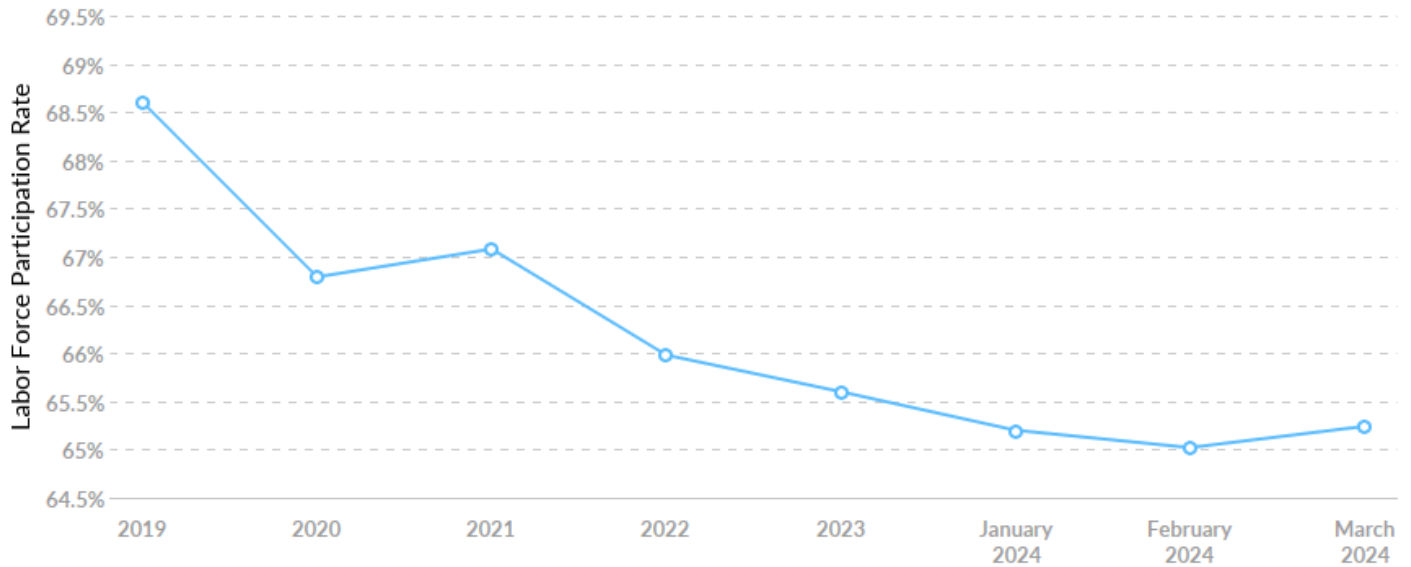
Job Trends

From 2018 to 2023, jobs declined by 1.2% in Marathon County, WI from 78,130 to 77,156. This change fell short of the national growth rate of 4.3% by 5.5%.



Timeframe	Jobs
2018	78,130
2019	78,462
2020	75,290
2021	76,505
2022	77,748
2023	77,156
2024	77,651
2025	77,993
2026	78,226
2027	78,371
2028	78,316

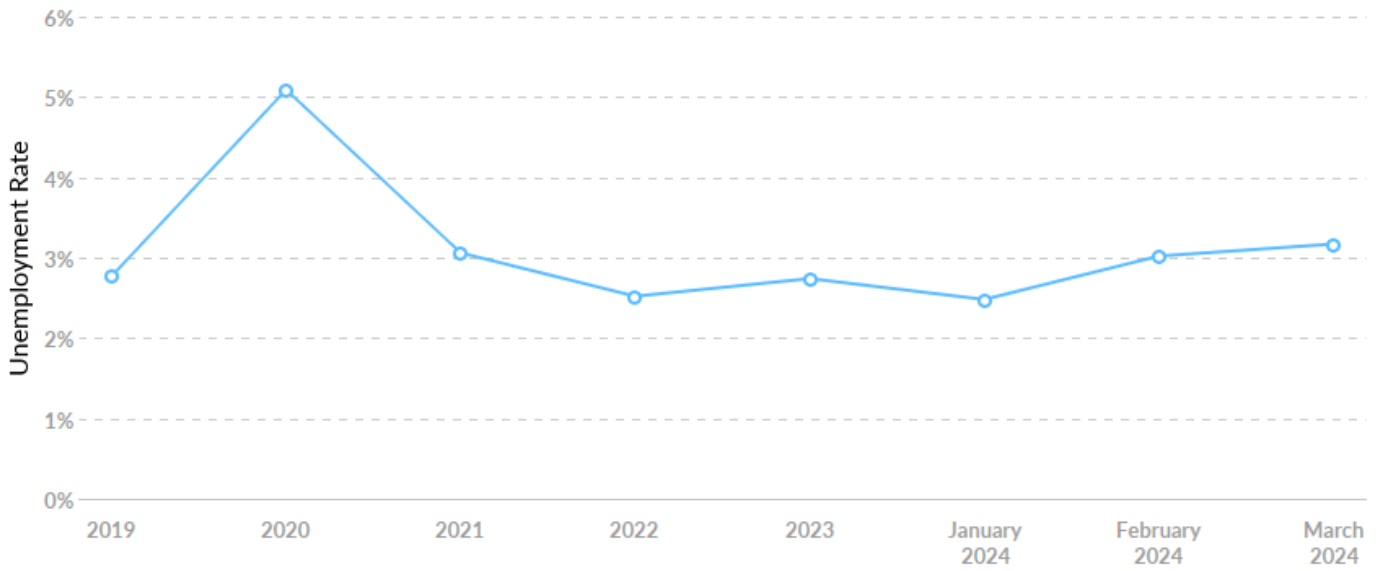
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.60%
2020	66.79%
2021	67.08%
2022	65.98%
2023	65.60%
January 2024	65.20%
February 2024	65.02%
March 2024	65.24%

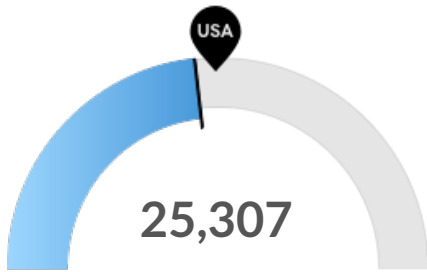
Unemployment Rate Trends

Marathon County, WI had a March 2024 unemployment rate of 3.17%, **increasing from 2.77%** 5 years before.



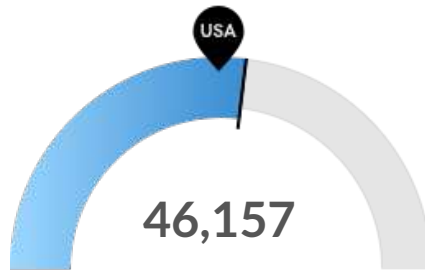
Timeframe	Unemployment Rate
2019	2.77%
2020	5.09%
2021	3.06%
2022	2.52%
2023	2.74%
January 2024	2.48%
February 2024	3.02%
March 2024	3.17%

Population Characteristics



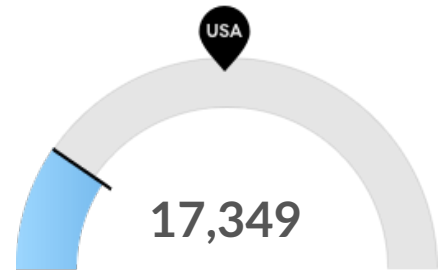
Millennials

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



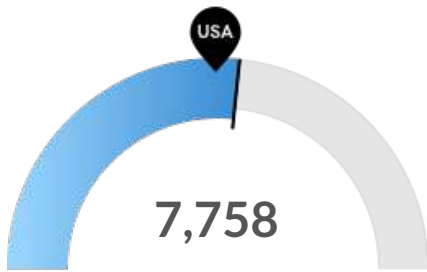
Retiring Soon

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.



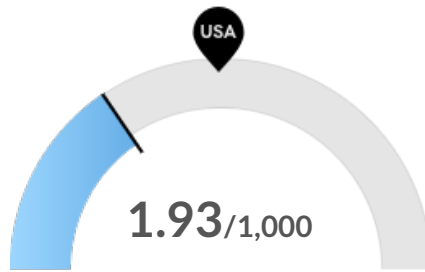
Racial Diversity

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.



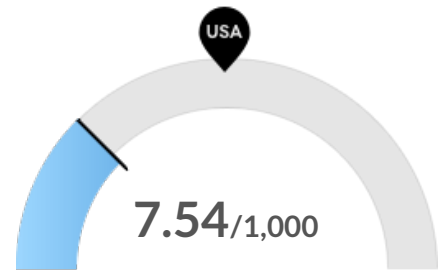
Veterans

Marathon County, WI has 7,758 veterans. The national average for an area this size is 7,053.



Violent Crime

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

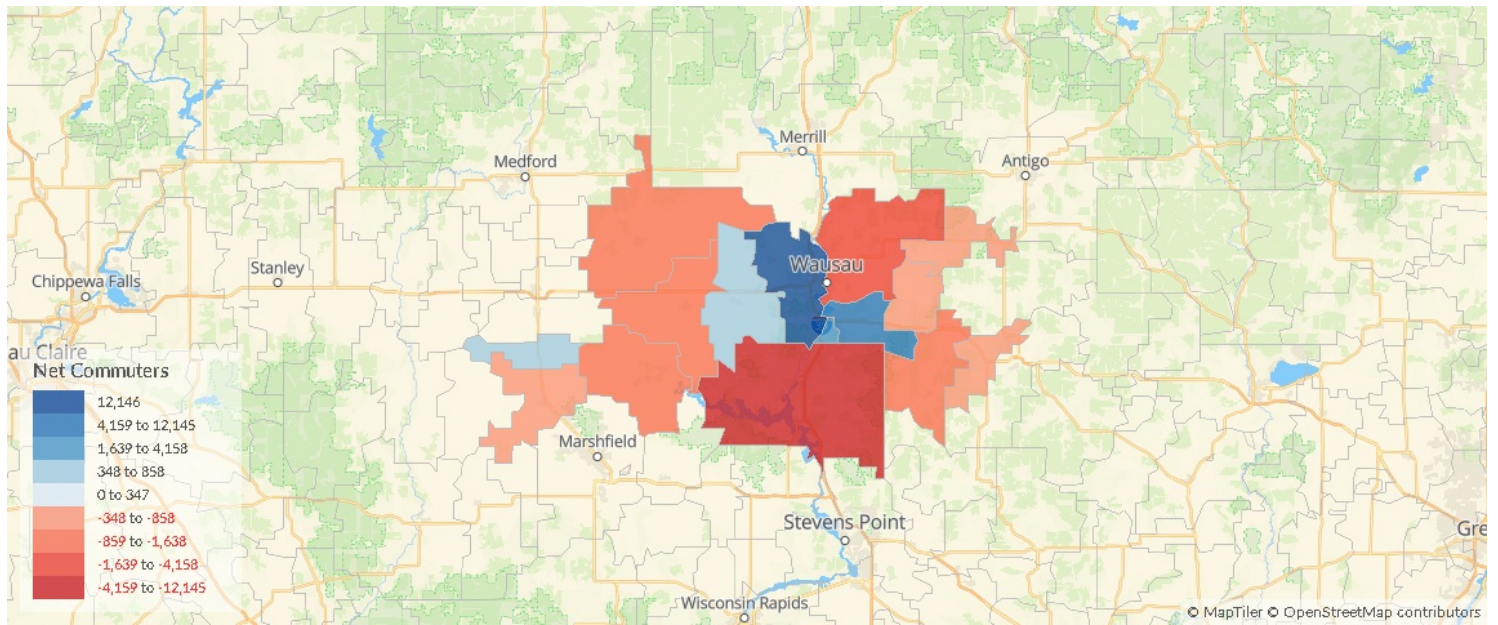


Property Crime

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...	28,674
54476	Schofield, WI (in Marath...	14,637
54403	Wausau, WI (in Maratho...	10,748
54455	Mosinee, WI (in Marath...	6,858
54474	Rothschild, WI (in Marat...	4,274

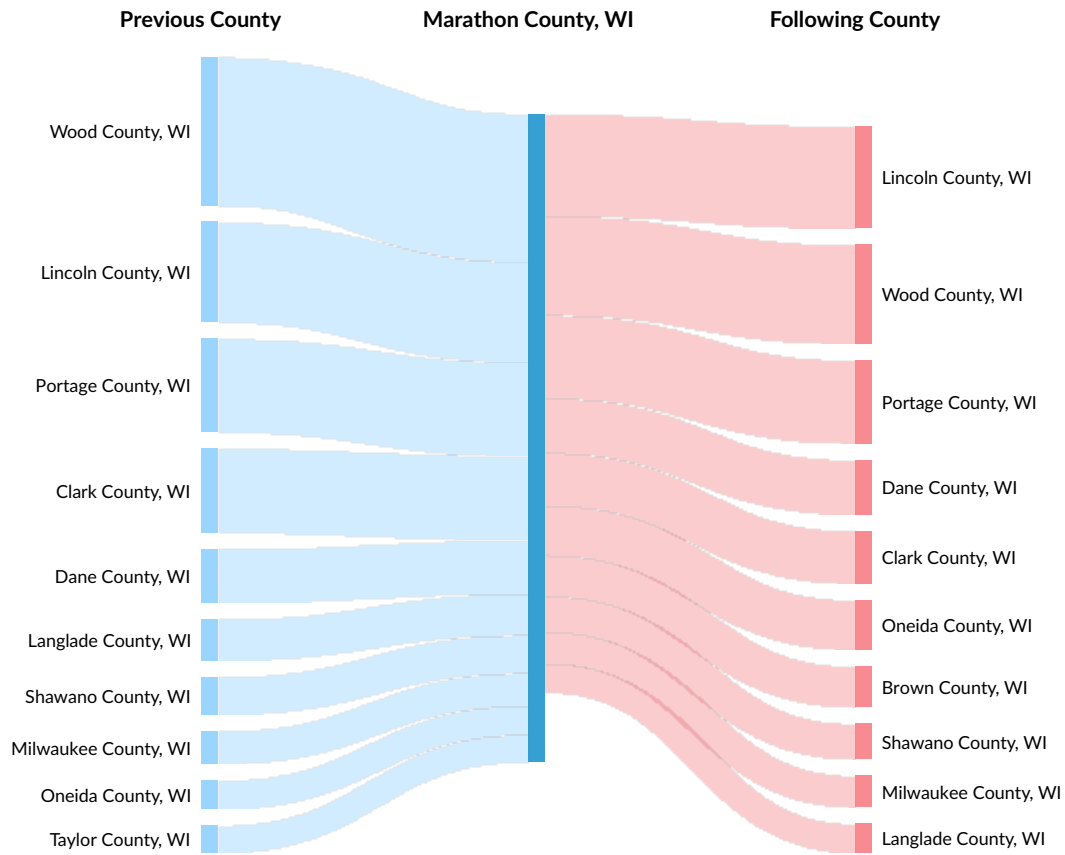
Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,527
54403	Wausau, WI (in Maratho...	12,387
54455	Mosinee, WI (in Marath...	11,029
54476	Schofield, WI (in Marath...	10,478
54411	Athens, WI (in Maratho...	3,258

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**.

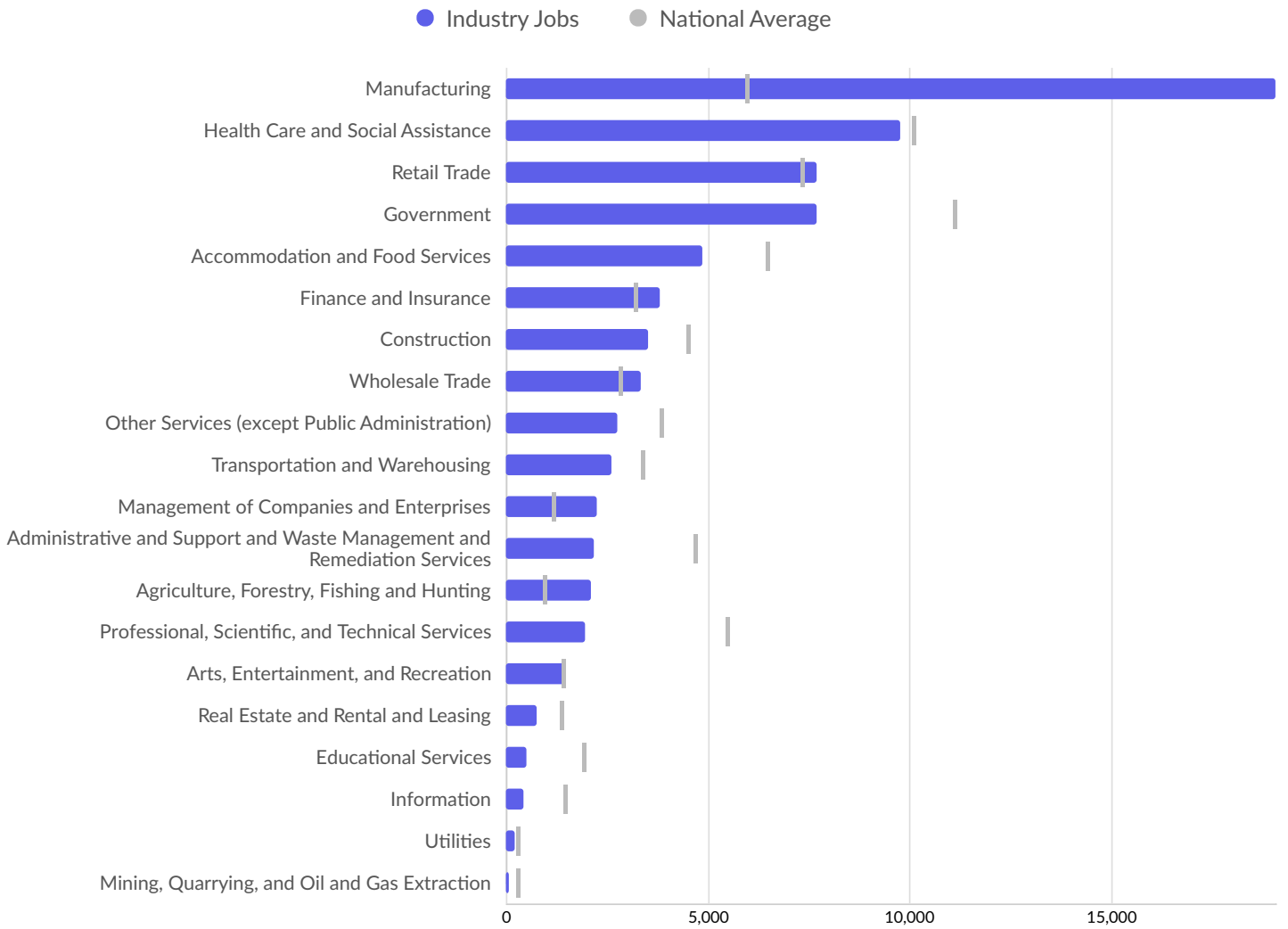


Top Previous Counties	Migrations
Wood County, WI	471
Lincoln County, WI	318
Portage County, WI	297
Clark County, WI	267
Dane County, WI	170
Langlade County, WI	131

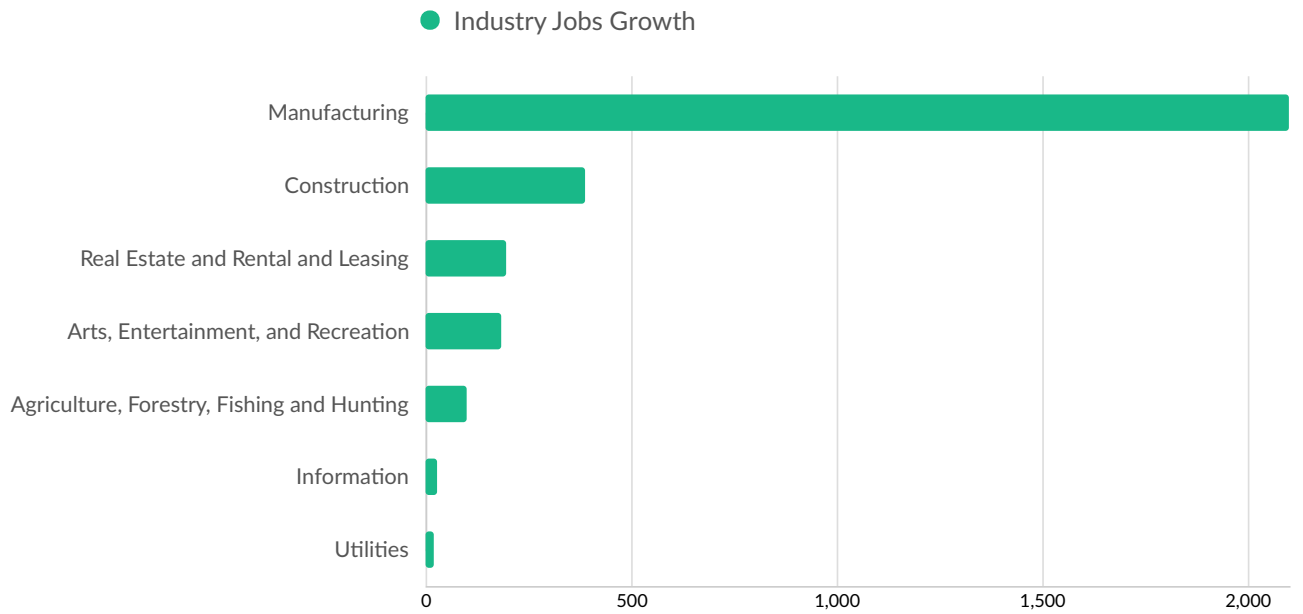
Top Previous Counties	Migrations
Shawano County, WI	120
Milwaukee County, WI	104
Oneida County, WI	91
Taylor County, WI	87
Brown County, WI	81
Winnebago County, WI	69
Outagamie County, WI	59
Hennepin County, MN	56
Eau Claire County, WI	51
Top Following Counties	Migrations
Lincoln County, WI	324
Wood 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

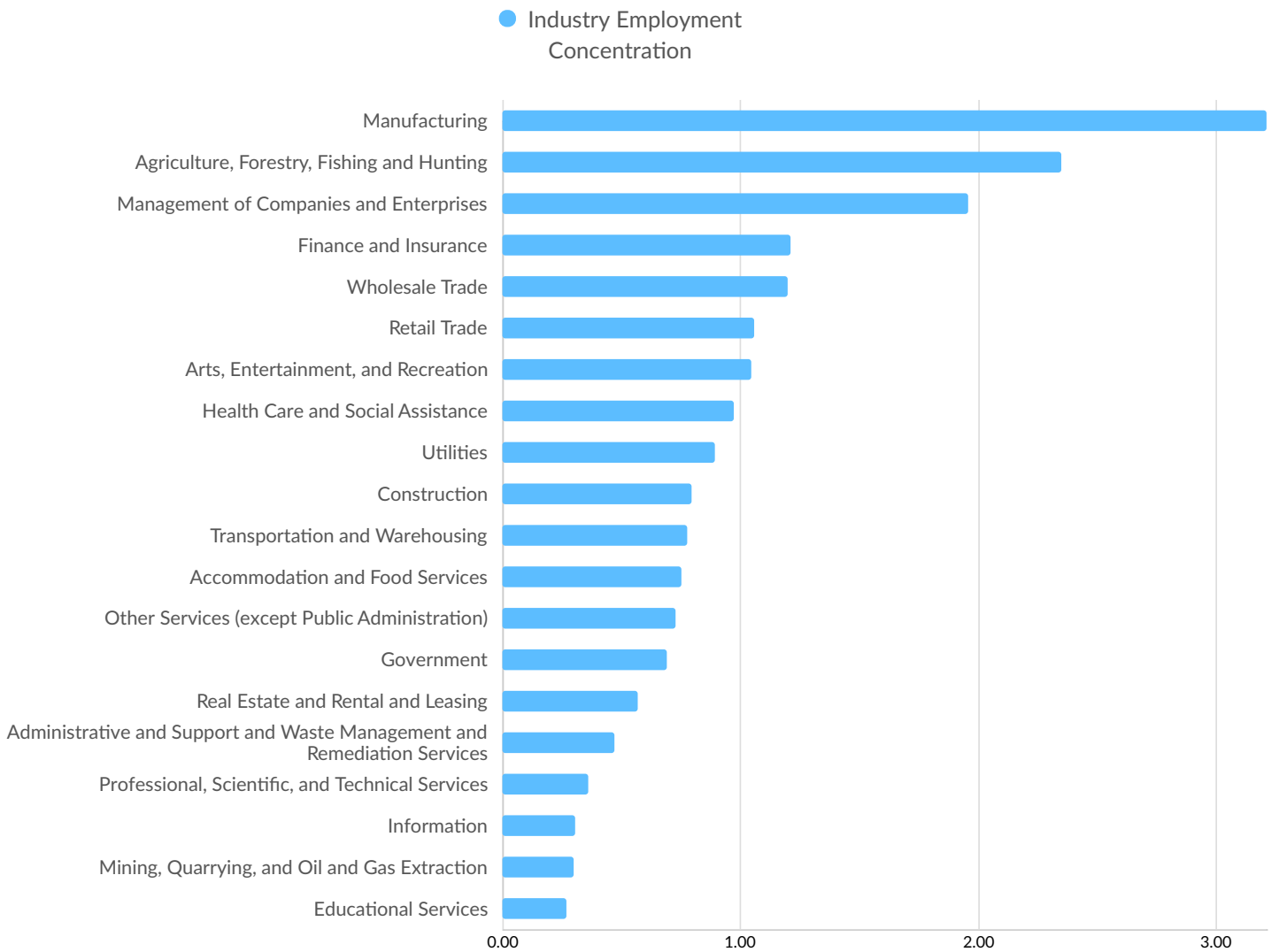
Largest Industries



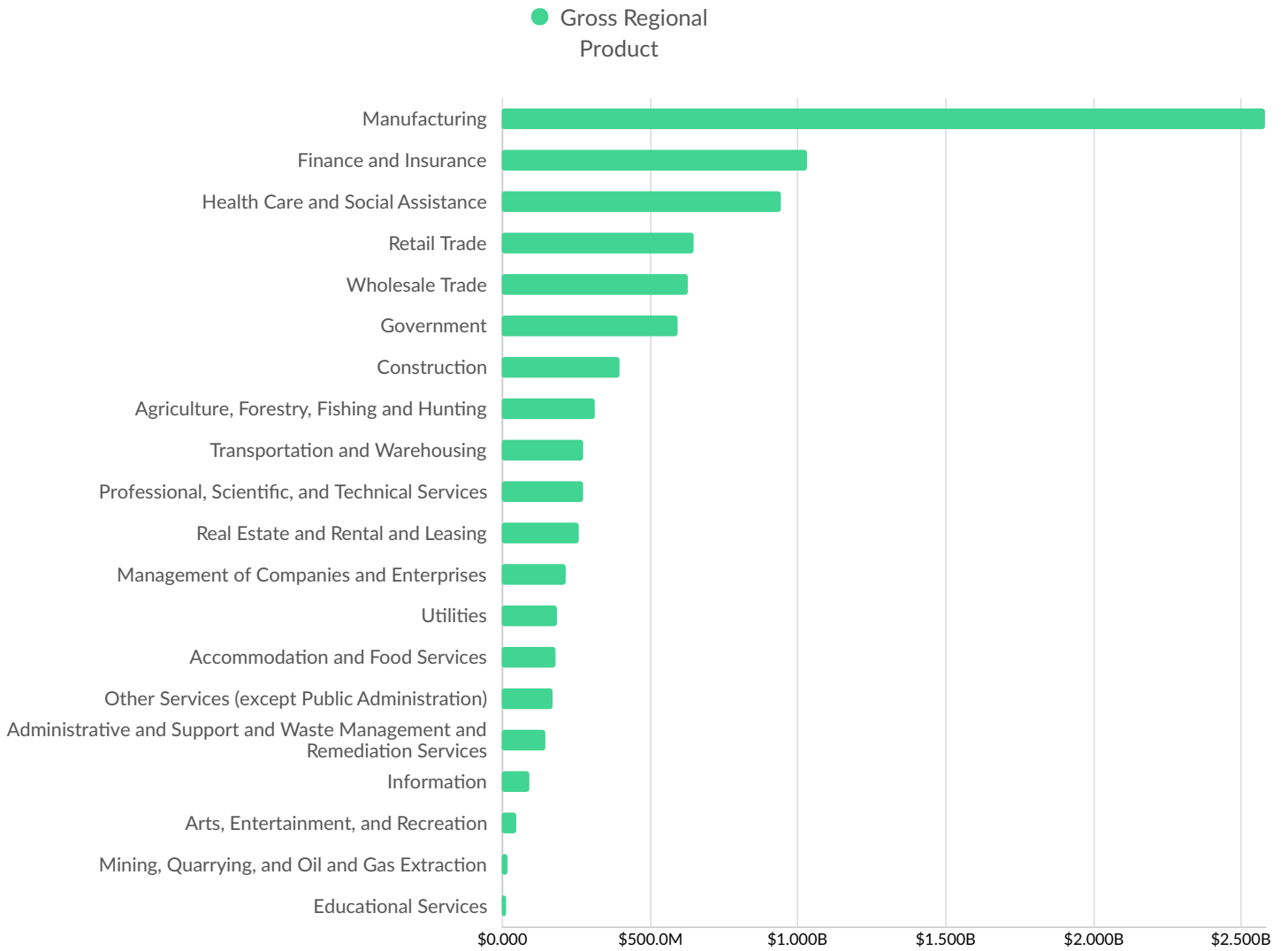
Top Growing Industries



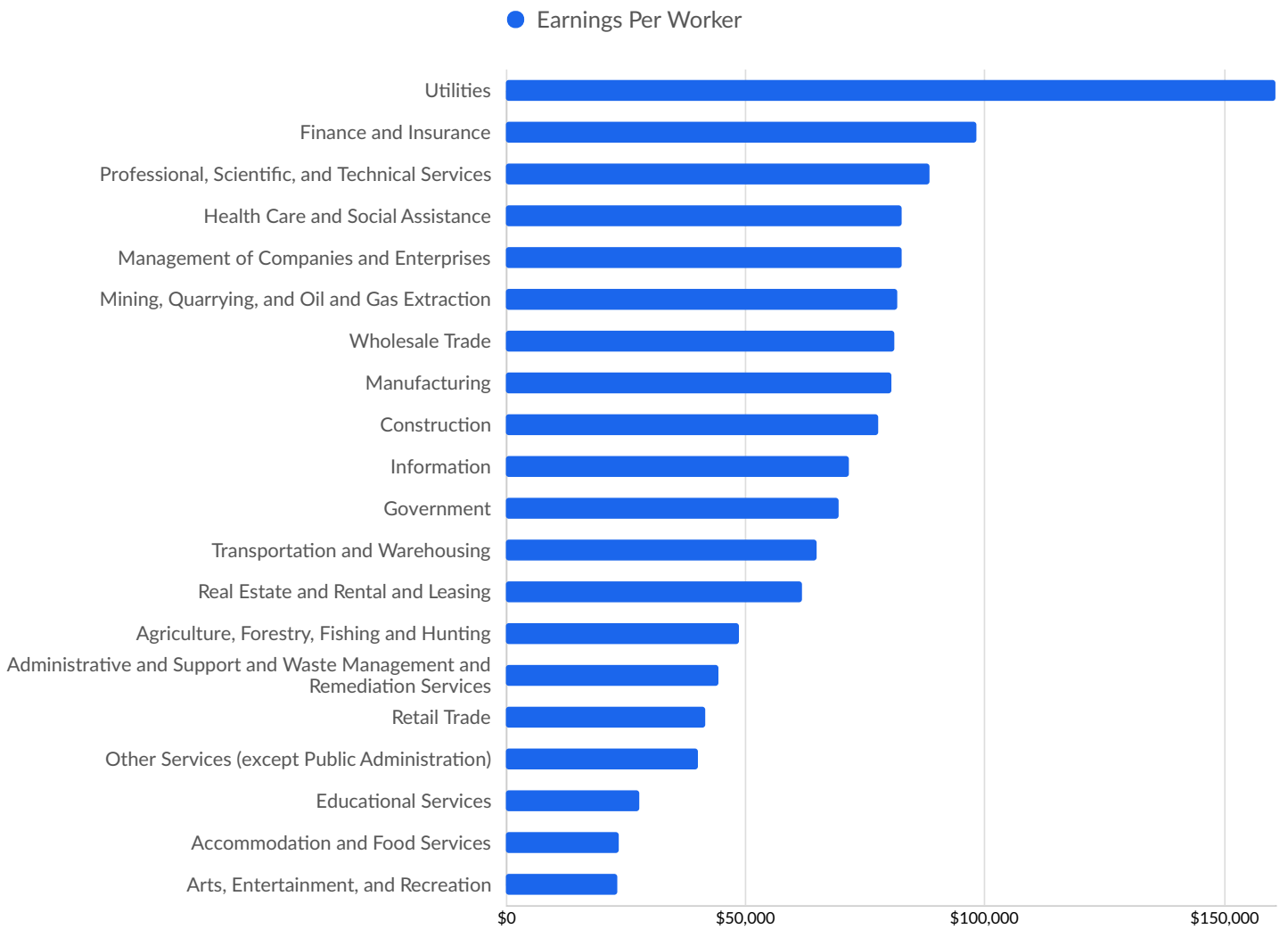
Top Industry Employment Concentration



Top Industry GRP




















Top Industry Earnings



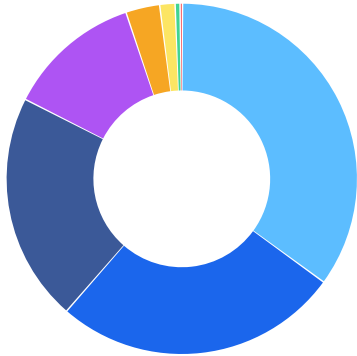
Business Characteristics

10,056 Companies Employ Your Workers

Online profiles for your workers mention 10,056 companies as employers, with the top 10 appearing below. In the last 12 months, 1,172 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	938 	Aspirus	1,051 
Marshfield Clinic	571 	CareInHomes	200 
Greenheck	538 	Marshfield Clinic	179 
Northcentral Technical College	369 	Greenheck Fan Corporation	177 
Wausau School District	330 	PAM Health	156 
Liberty Mutual	321 	LocumTenens.com	128 
UnitedHealth Group	263 	Beaver Dam Community Hospit...	104 
University of Wisconsin System	262 	Kroger	103 
Sentry	244 	Walgreens Boots Alliance	95 
North Central Health Care	183 	ABR Employment Services	79 

Business Size

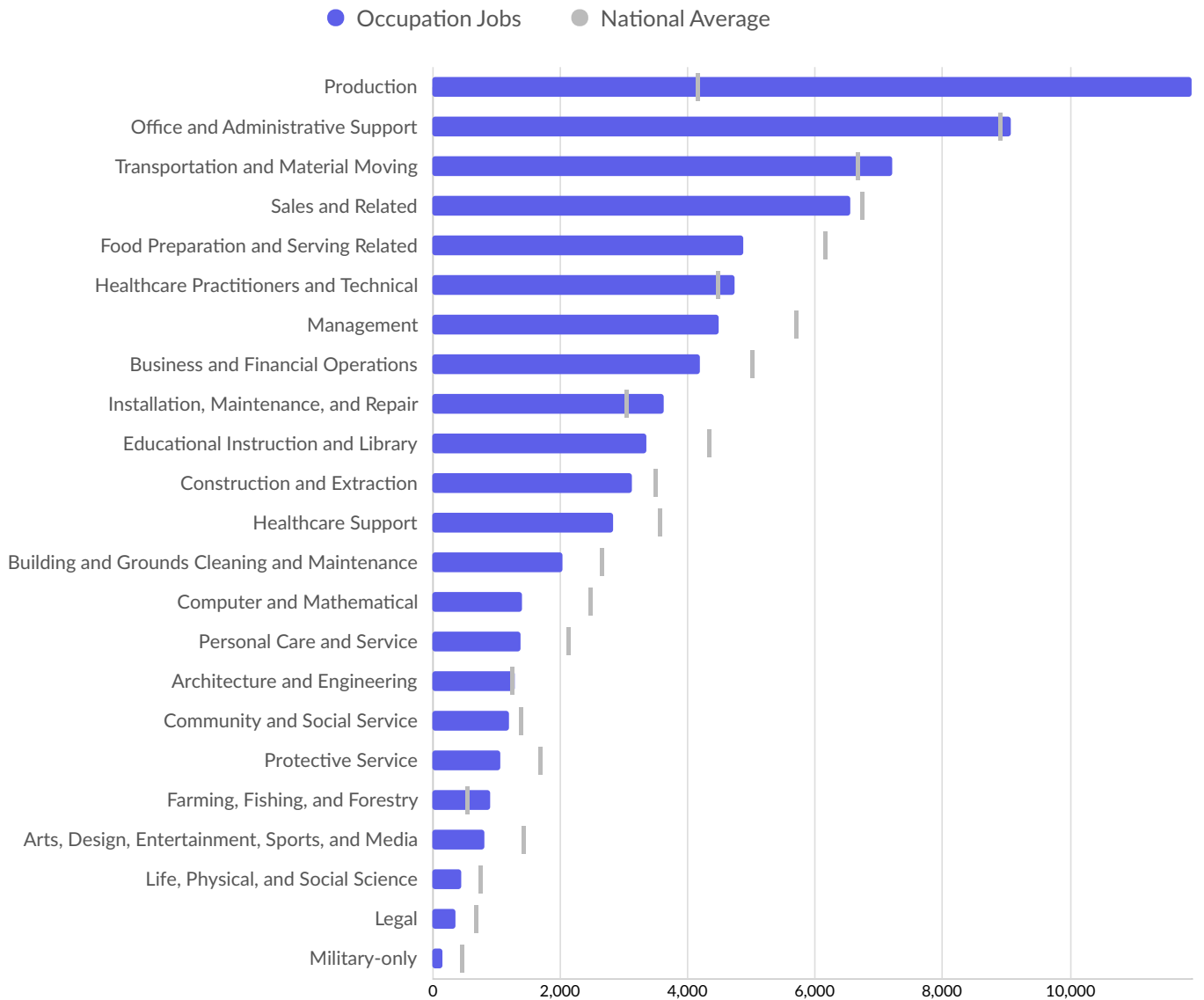


	Percentage	Business Count
● 1 to 4 employees	34.9%	2,008
● 5 to 9 employees	26.4%	1,517
● 10 to 19 employees	21.1%	1,211
● 20 to 49 employees	12.4%	711
● 50 to 99 employees	3.1%	180
● 100 to 249 employees	1.4%	81
● 250 to 499 employees	0.5%	26
● 500+ employees	0.2%	13

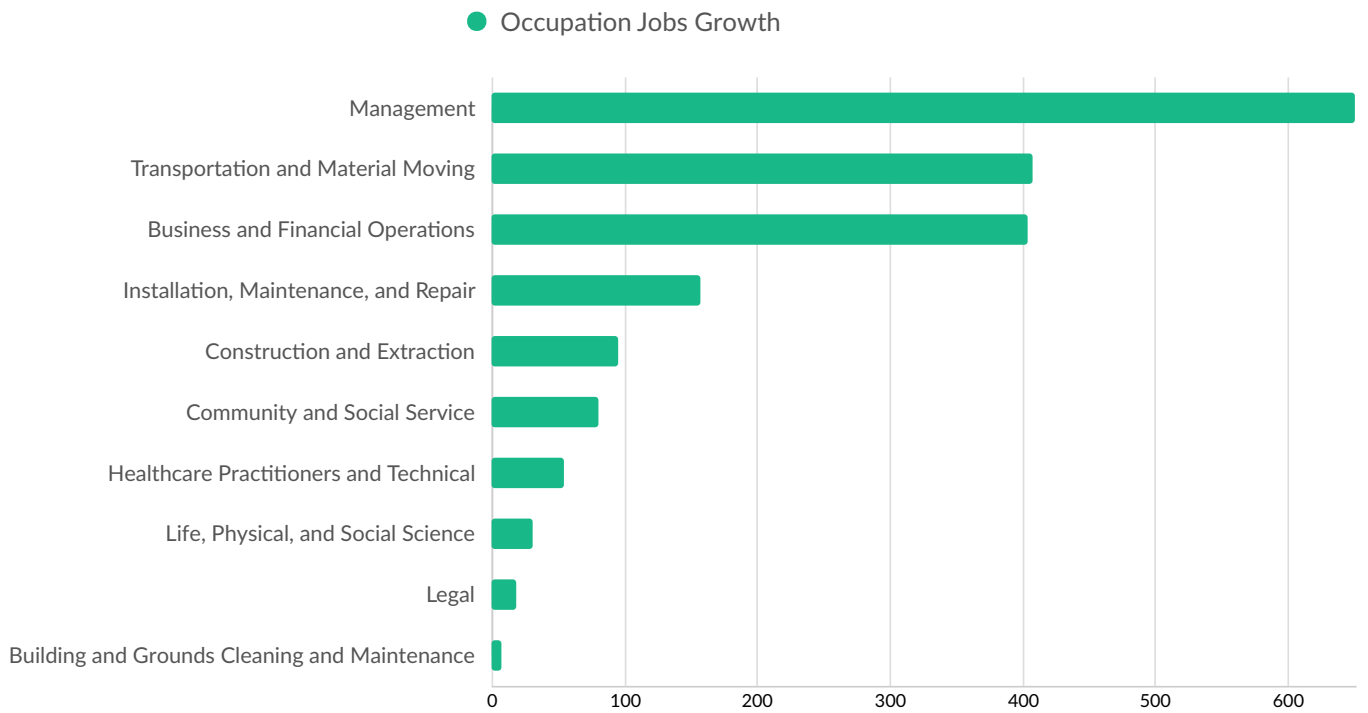
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

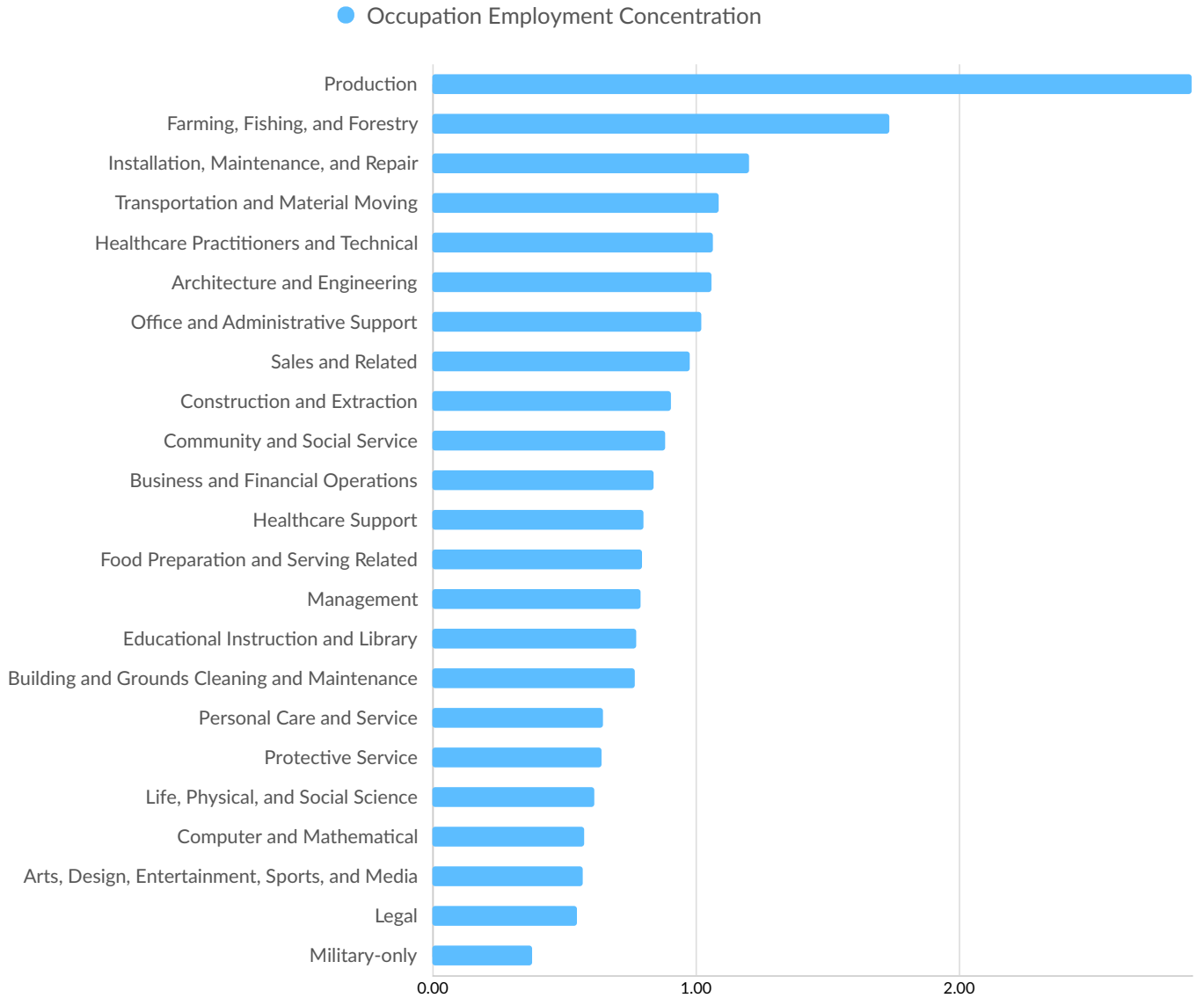
Largest Occupations



Top Growing Occupations



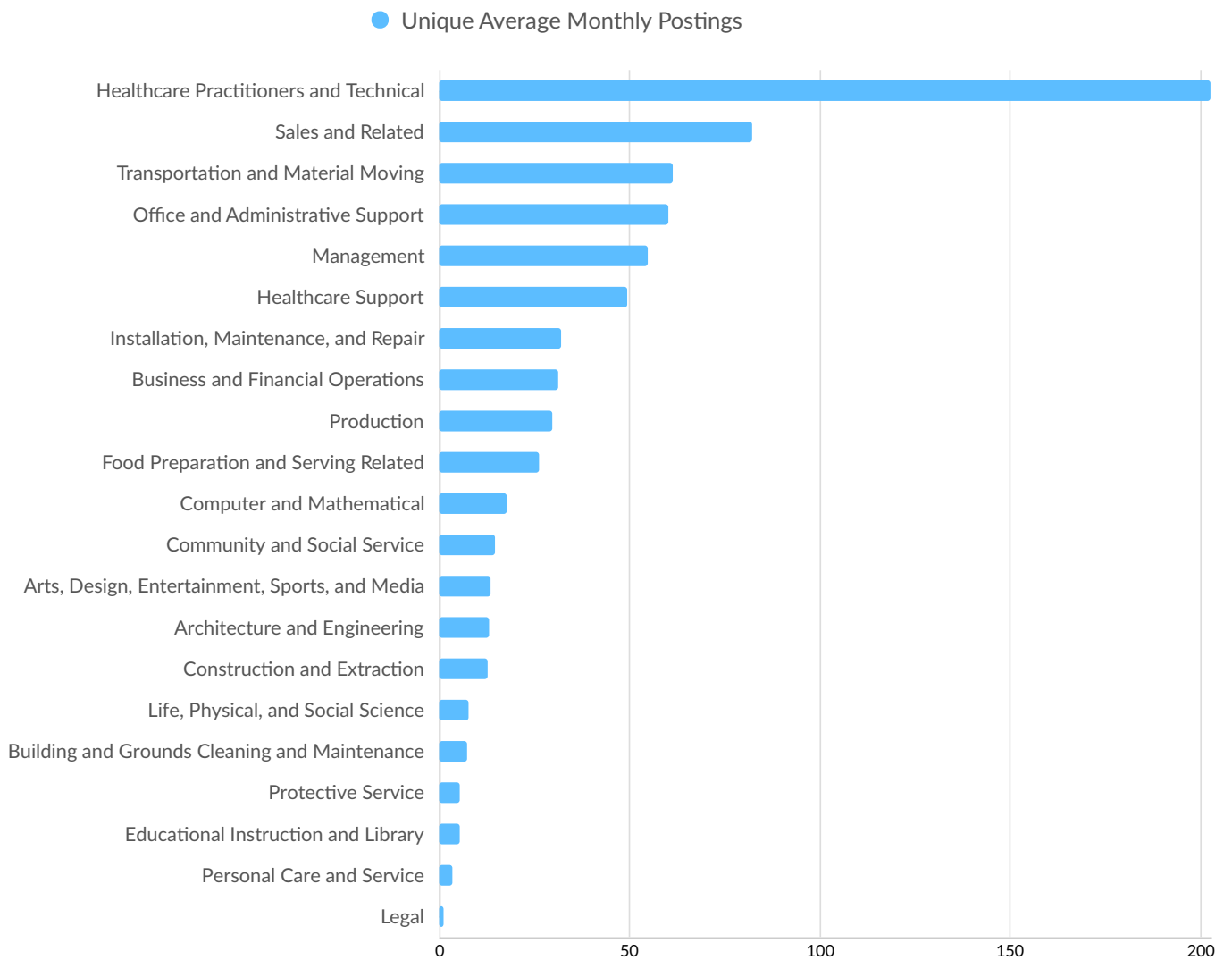
Top Occupation Employment Concentration



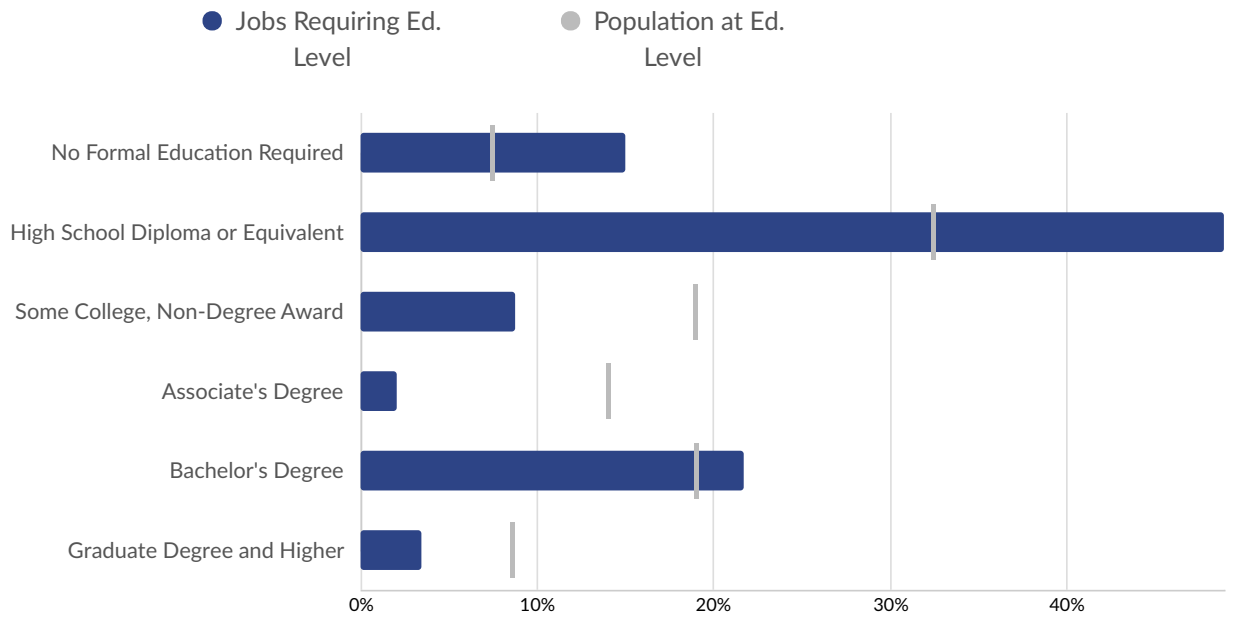
Top Occupation Earnings



Top Posted Occupations

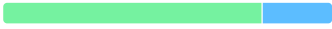





Underemployment



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).

School	Total Graduates (2022)	Graduate Trend (2019 - 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

