



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

55073 Marathon County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**138,612**

**Population (2023)**

Population **grew by 3,134** over the last 5 years and is projected to **grow by 2,717** over the next 5 years.

**77,153**

**Total Regional Employment**

Jobs **decreased by 958** over the last 5 years but are projected to **grow by 1,635** over the next 5 years.

**\$73.2K**

**Median Household Income (2022)**

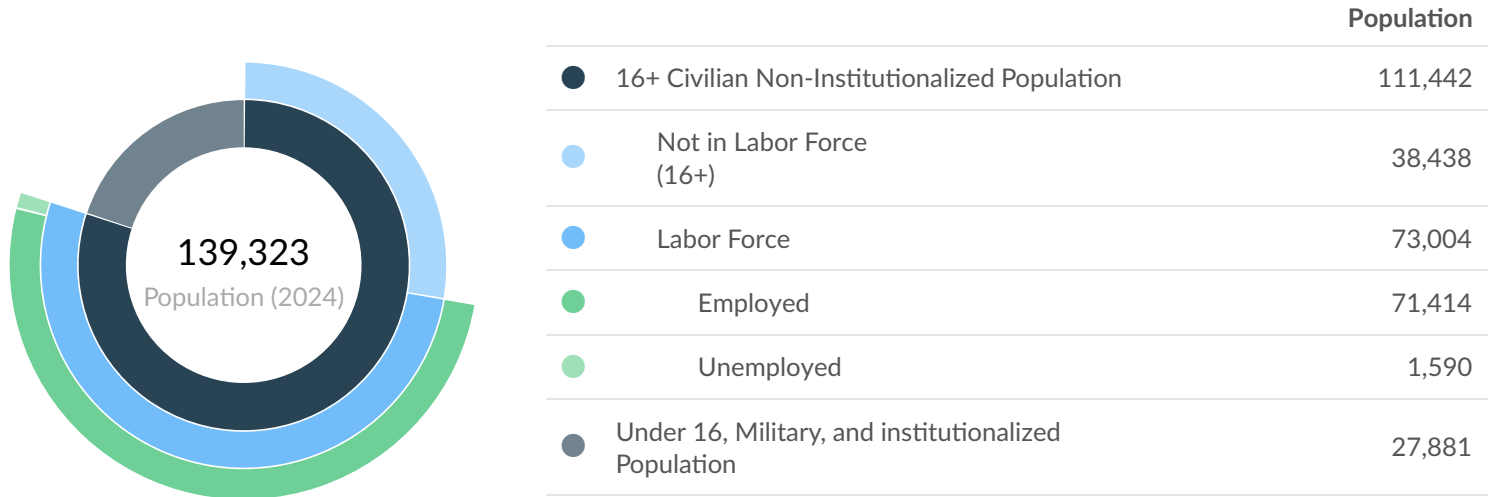
Median household income is **\$1.9K below** the national median household income of \$75.1K.

### Takeaways

- As of 2023 the region's population **increased by 2.3%** since 2018, growing by 3,134. Population is expected to **increase by 2.0%** between 2023 and 2028, adding 2,717.
- From 2018 to 2023, jobs **declined by 1.2%** in Marathon County, WI from 78,111 to **77,153**. This change **fell short of the national growth rate of 4.5% by 5.7%**. As the number of jobs declined, the **labor force participation rate decreased from 69.2% to 65.5% between 2018 and 2023**.
- Concerning educational attainment, **18.9% 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.

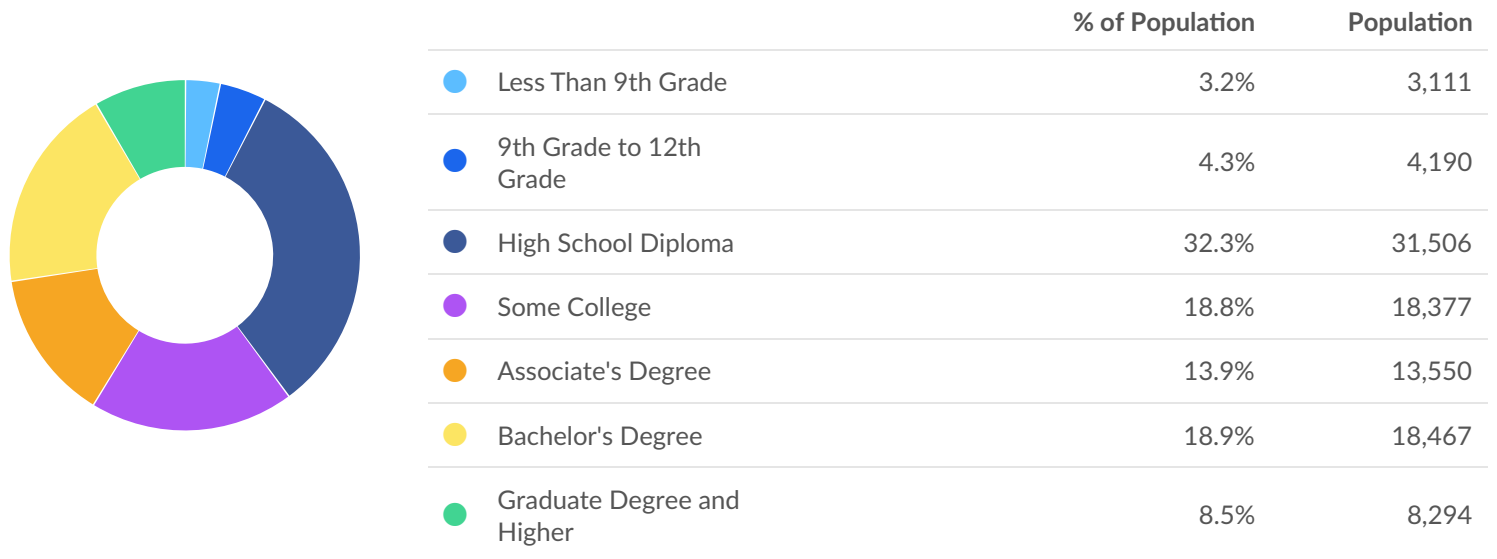
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	139,323	73,004	77,153	99.6	\$9.72B	\$11.82B	\$12.02B
State	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

## Sep 2024 Labor Force Breakdown



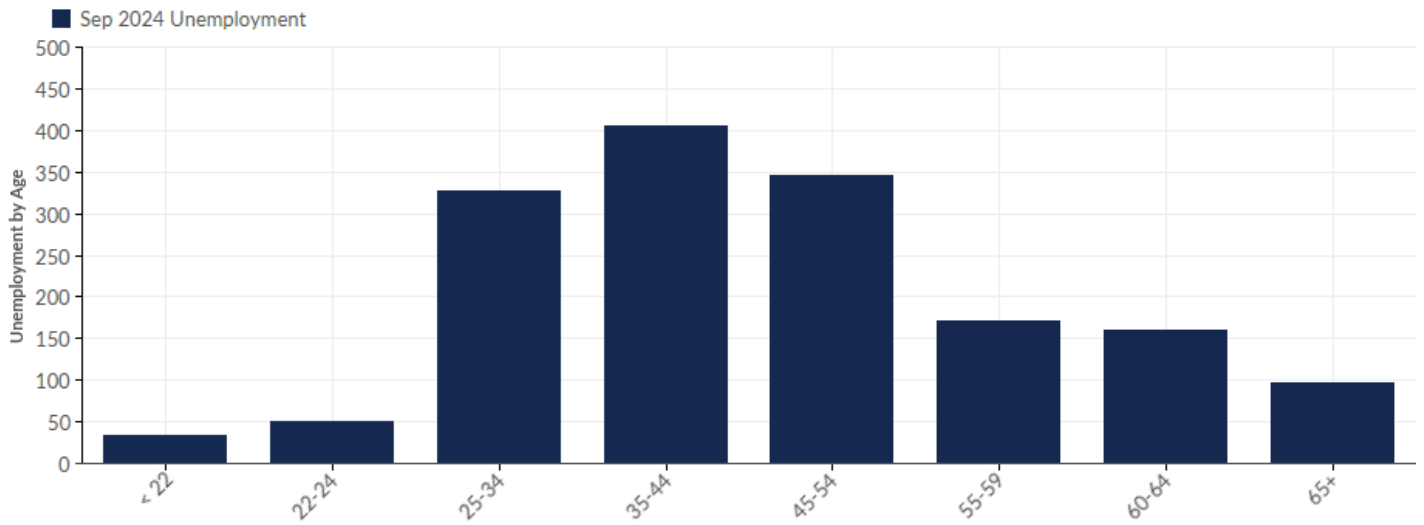
## Educational Attainment

Concerning educational attainment, **18.9% 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).



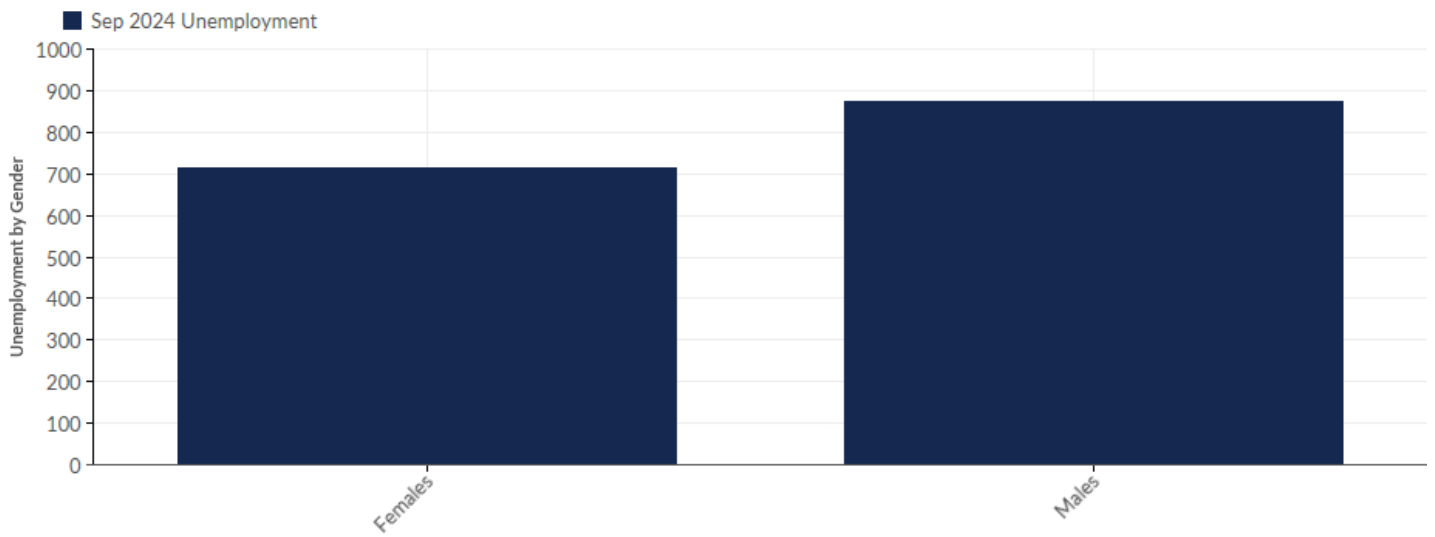
# Unemployment by Demographics

## Unemployment by Age



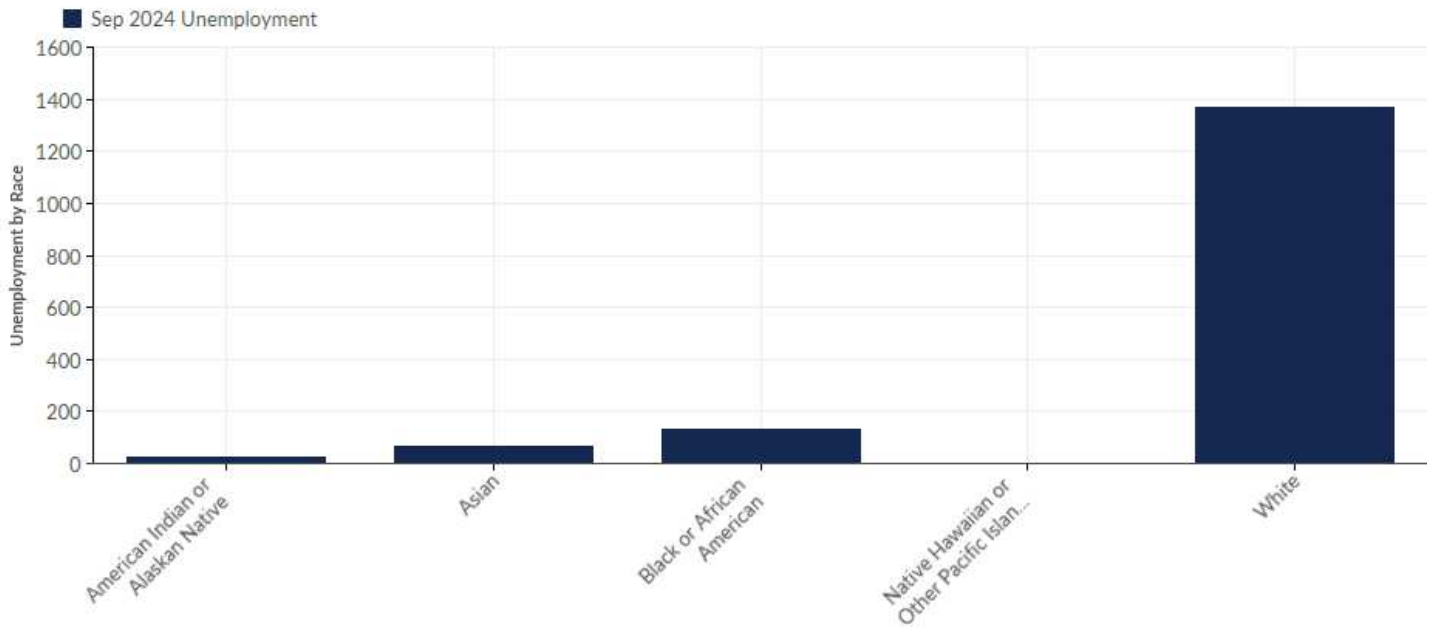
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	34	2.14%
22-24	49	3.08%
25-34	328	20.63%
35-44	406	25.53%
45-54	345	21.70%
55-59	171	10.75%
60-64	160	10.06%
65+	96	6.04%
Total	1,590	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2024)	% of Unemployed
Females	715	44.97%
Males	875	55.03%
Total	1,590	100.00%

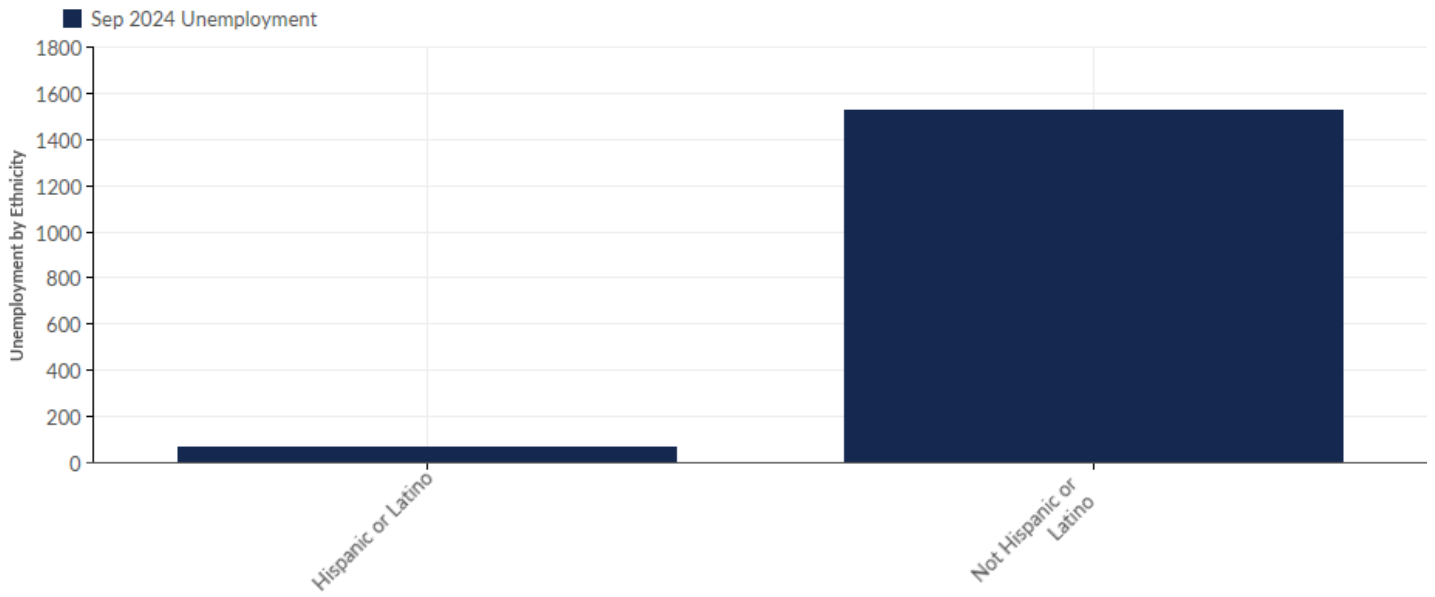
## Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	24	1.51%
Asian	65	4.09%
Black or African American	131	8.24%
Native Hawaiian or Other Pacific Islander	3	0.19%
White	1,368	86.04%
Total	1,590	100.00%



## Unemployment by Ethnicity

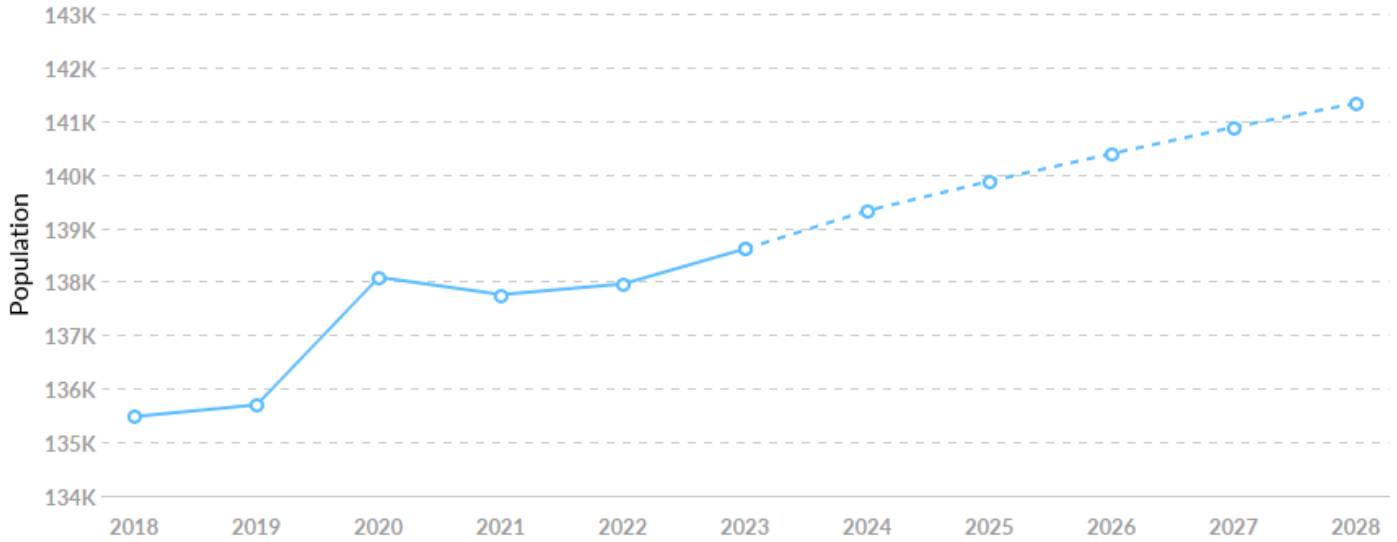


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	68	4.28%
Not Hispanic or Latino	1,522	95.72%
Total	1,590	100.00%

# Historic & Projected Trends

## Population Trends

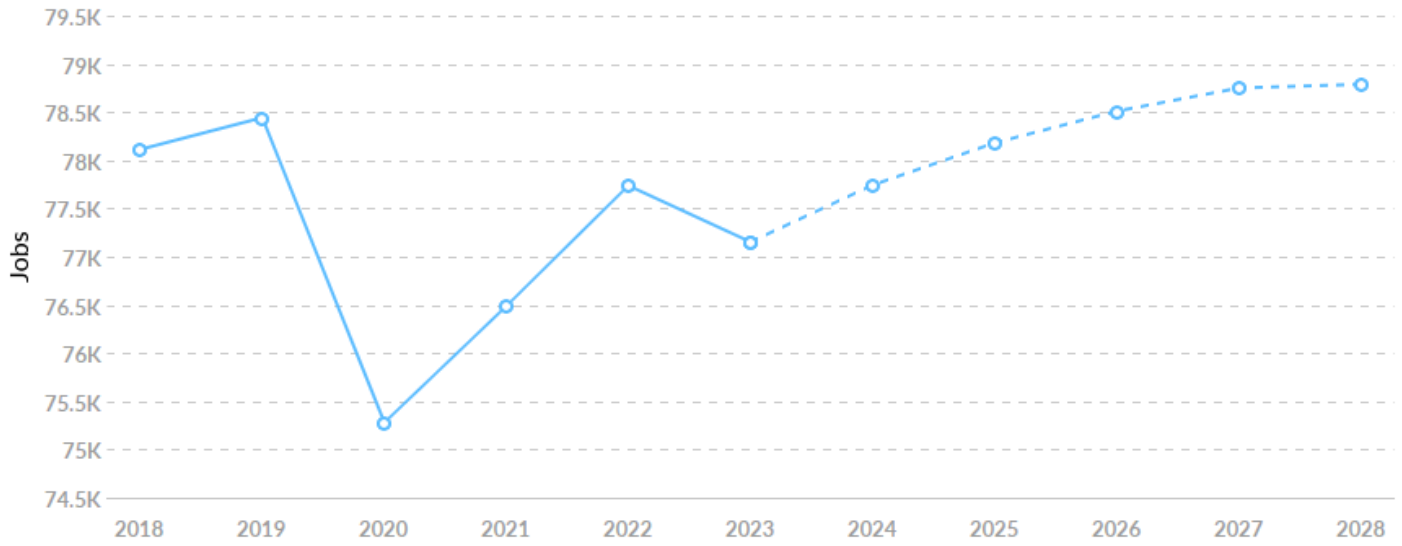
As of 2023 the region's population increased by 2.3% since 2018, growing by 3,134. Population is expected to increase by 2.0% between 2023 and 2028, adding 2,717.



Timeframe	Population
2018	135,478
2019	135,697
2020	138,078
2021	137,755
2022	137,955
2023	138,612
2024	139,323
2025	139,874
2026	140,388
2027	140,883
2028	141,329

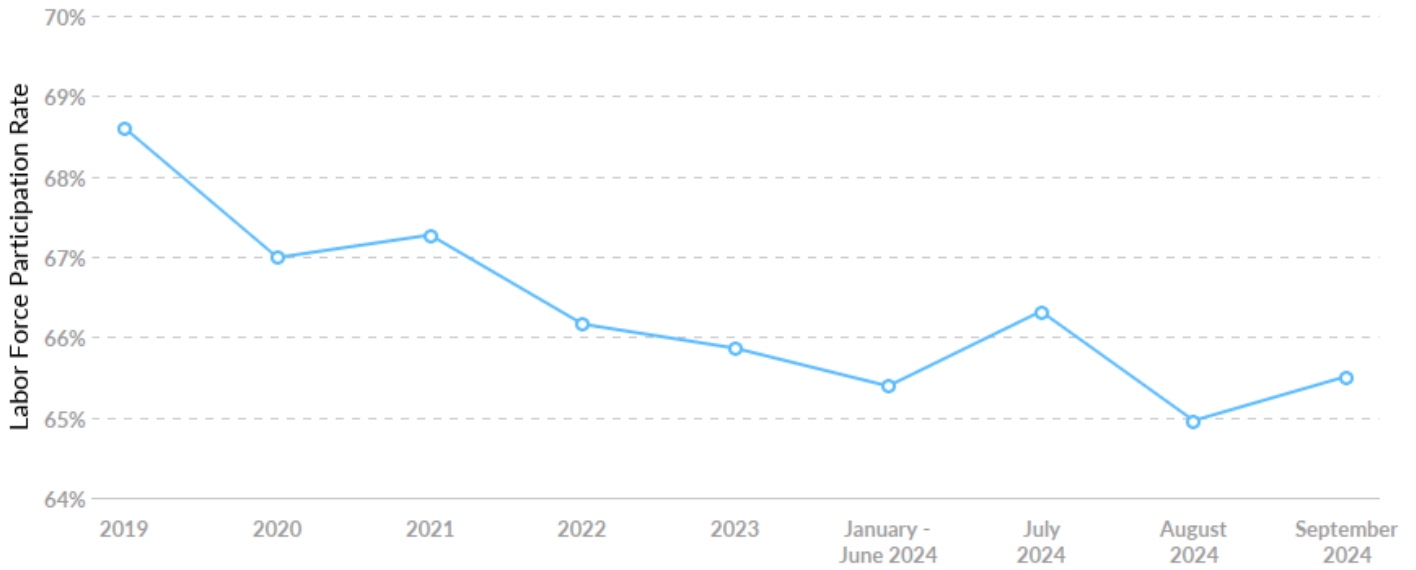
## Job Trends

From 2018 to 2023, jobs declined by 1.2% in Marathon County, WI from 78,111 to 77,153. This change fell short of the national growth rate of 4.5% by 5.7%.



Timeframe	Jobs
2018	78,111
2019	78,441
2020	75,276
2021	76,486
2022	77,737
2023	77,153
2024	77,743
2025	78,181
2026	78,510
2027	78,750
2028	78,788

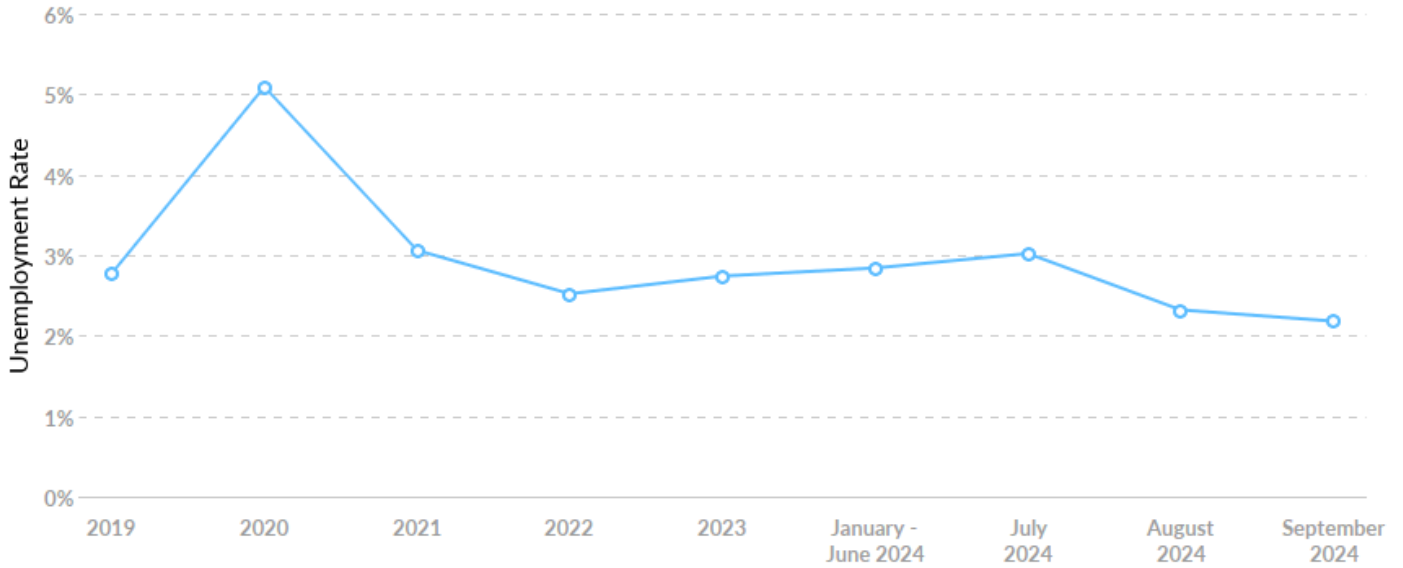
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.60%
2020	66.99%
2021	67.27%
2022	66.16%
2023	65.86%
January - June 2024	65.39%
July 2024	66.32%
August 2024	64.96%
September 2024	65.51%

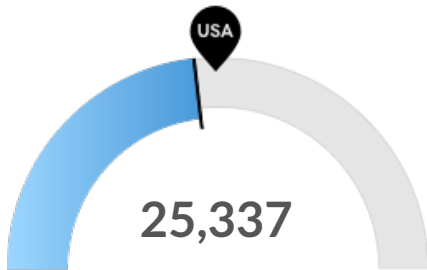
## Unemployment Rate Trends

Marathon County, WI had a September 2024 unemployment rate of 2.18%, **decreasing from 2.77%** 5 years before.



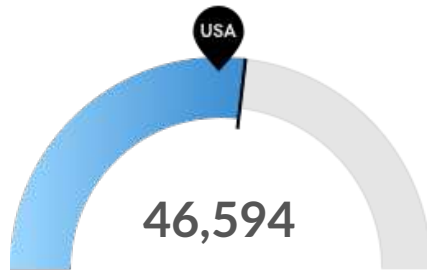
Timeframe	Unemployment Rate
2019	2.77%
2020	5.09%
2021	3.06%
2022	2.52%
2023	2.74%
January - June 2024	2.84%
July 2024	3.02%
August 2024	2.32%
September 2024	2.18%

## Population Characteristics



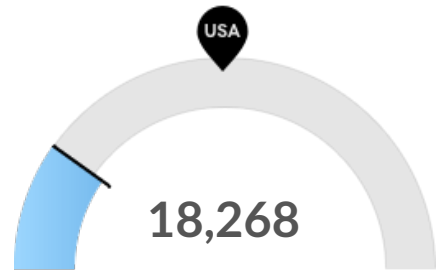
Millennials

Marathon County, WI has 25,337 millennials (ages 25-39). The national average for an area this size is 28,164.



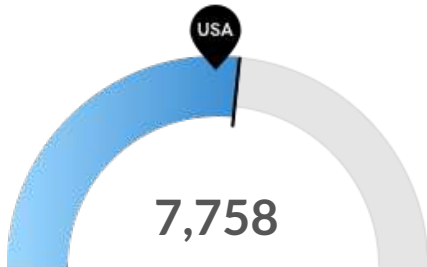
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 41,844 people 55 or older, while there are 46,594 here.



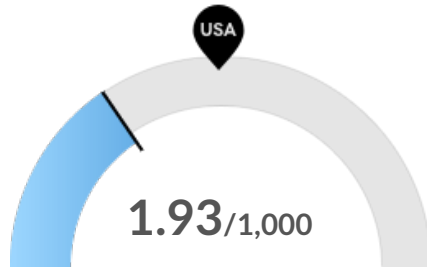
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 57,728 racially diverse people, while there are 18,268 here.



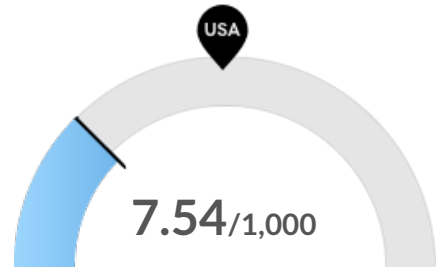
Veterans

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.

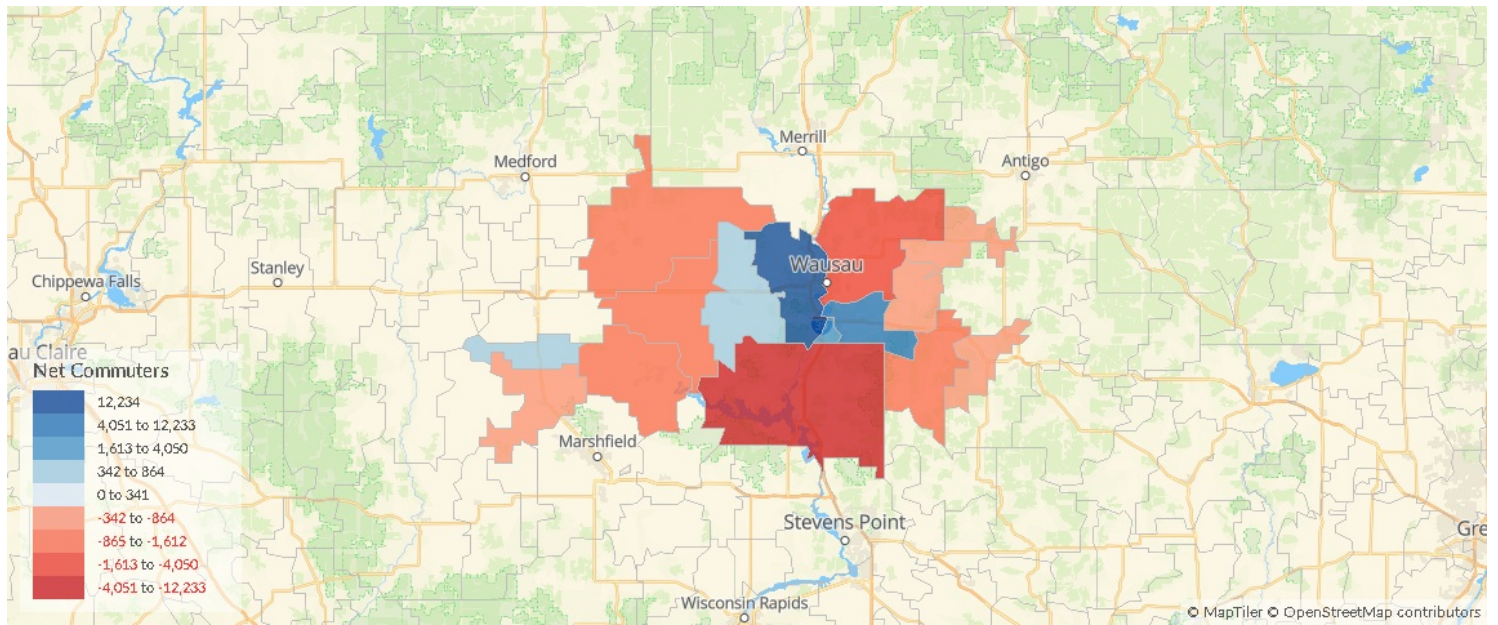


Property Crime

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...	28,778
54476	Schofield, WI (in Marath...	14,528
54403	Wausau, WI (in Maratho...	10,784
54455	Mosinee, WI (in Marath...	6,833
54474	Rothschild, WI (in Marat...	4,293

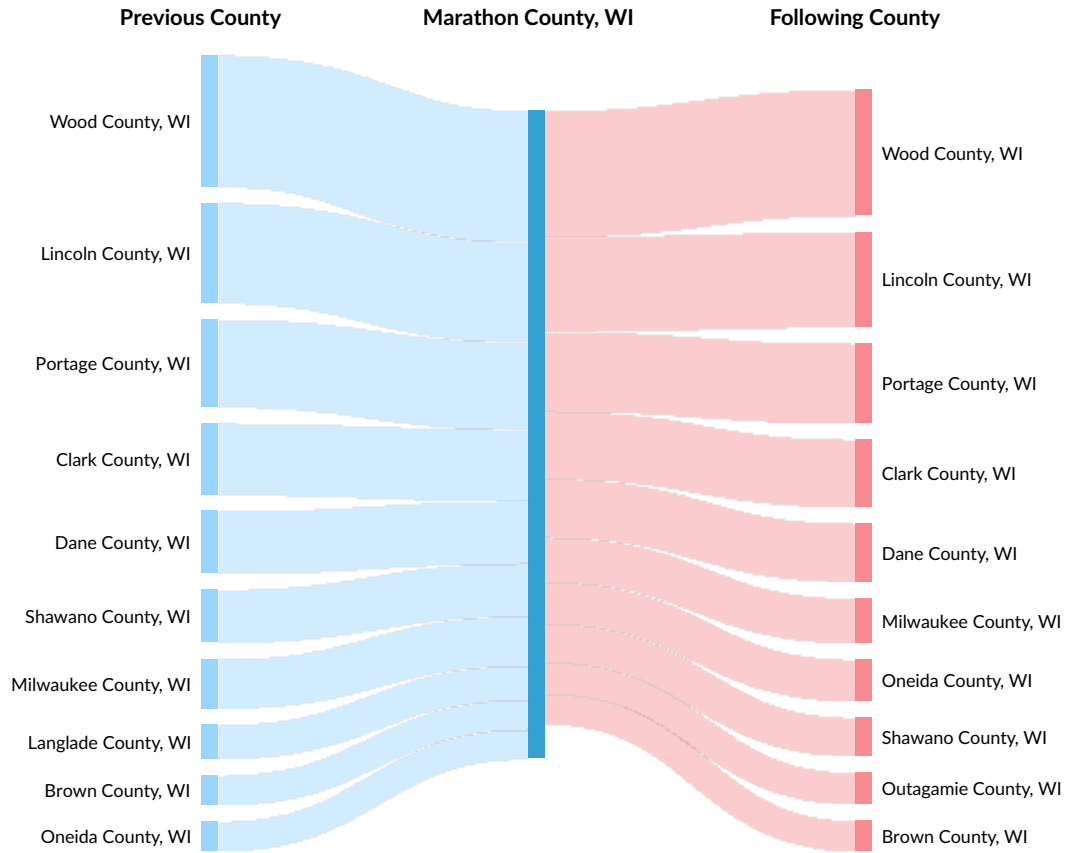
### Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,544
54403	Wausau, WI (in Maratho...	12,398
54455	Mosinee, WI (in Marath...	11,023
54476	Schofield, WI (in Marath...	10,477
54411	Athens, WI (in Maratho...	3,267

# 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 2022, 391 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 375 people left Marathon County, WI migrating to Wood County, WI. The total Net Migration for Marathon County, WI in 2022 was 346.



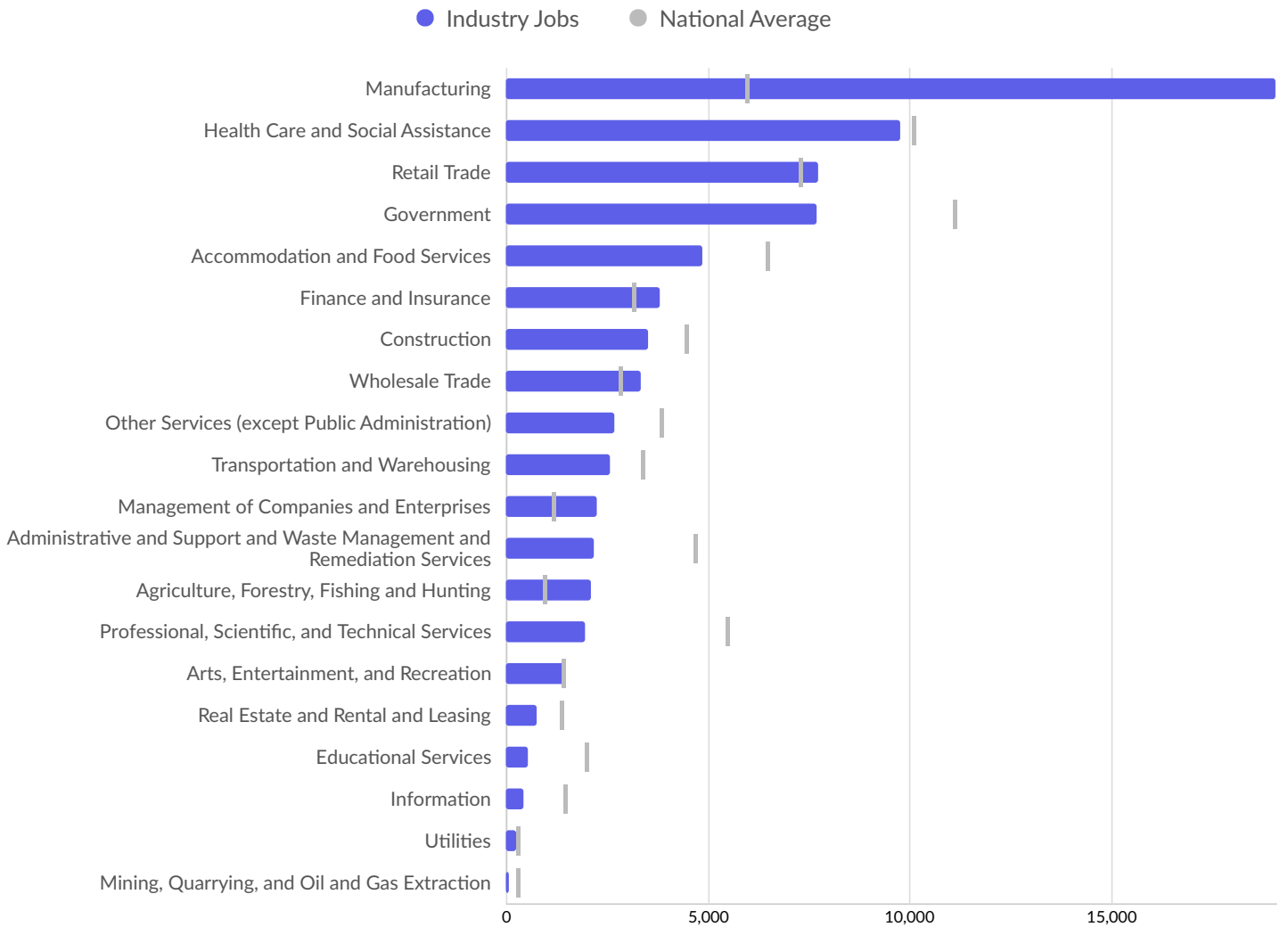
Top Previous Counties	Migrations
Wood County, WI	391
Lincoln County, WI	297
Portage County, WI	260
Clark County, WI	213
Dane County, WI	185
Shawano County, WI	157



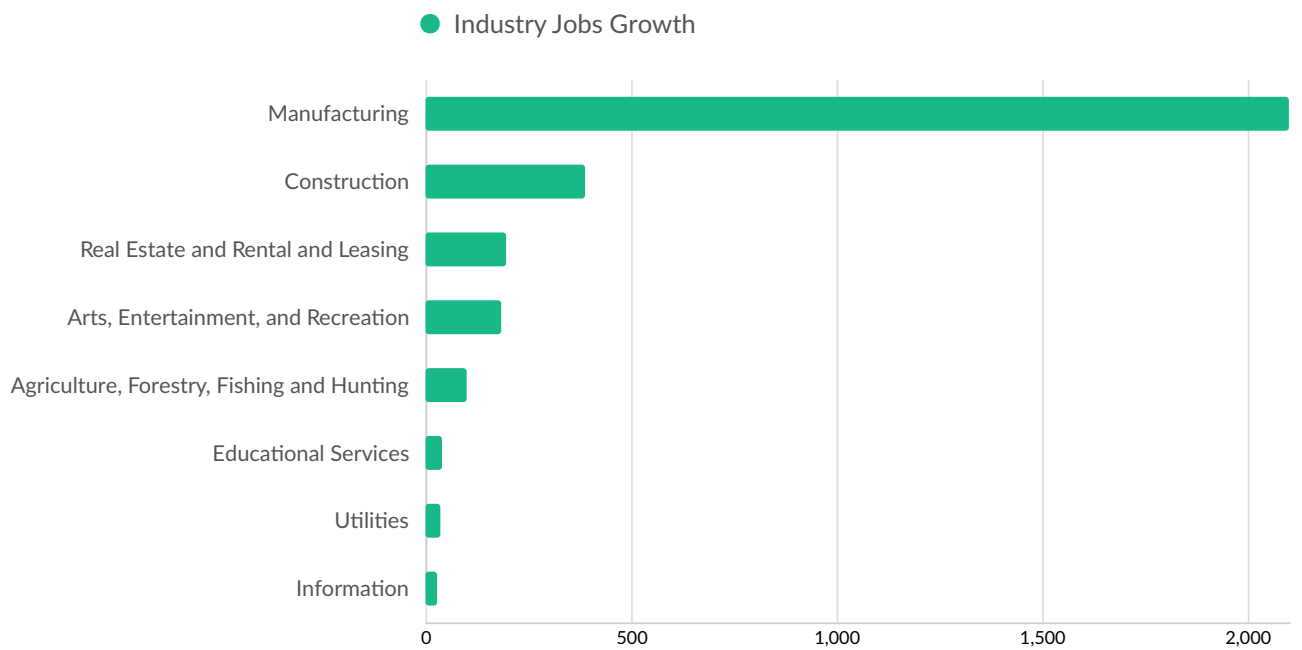
Top Previous Counties	Migrations
Milwaukee County, WI	147
Langlade County, WI	101
Brown County, WI	88
Oneida County, WI	88
Outagamie County, WI	79
Taylor County, WI	68
Winnebago County, WI	67
Eau Claire County, WI	64
Hennepin County, MN	50
Top Following Counties	Migrations
Wood County, WI	375
Lincoln County, WI	282
Portage County, WI	237
Clark County, WI	201
Dane County, WI	174
Milwaukee County, WI	133
Oneida County, WI	124
Shawano County, WI	115
Outagamie County, WI	94
Brown County, WI	90
Taylor County, WI	90
Eau Claire County, WI	88
Winnebago County, WI	63
Langlade County, WI	61
Hennepin County, MN	54

# Industry Characteristics

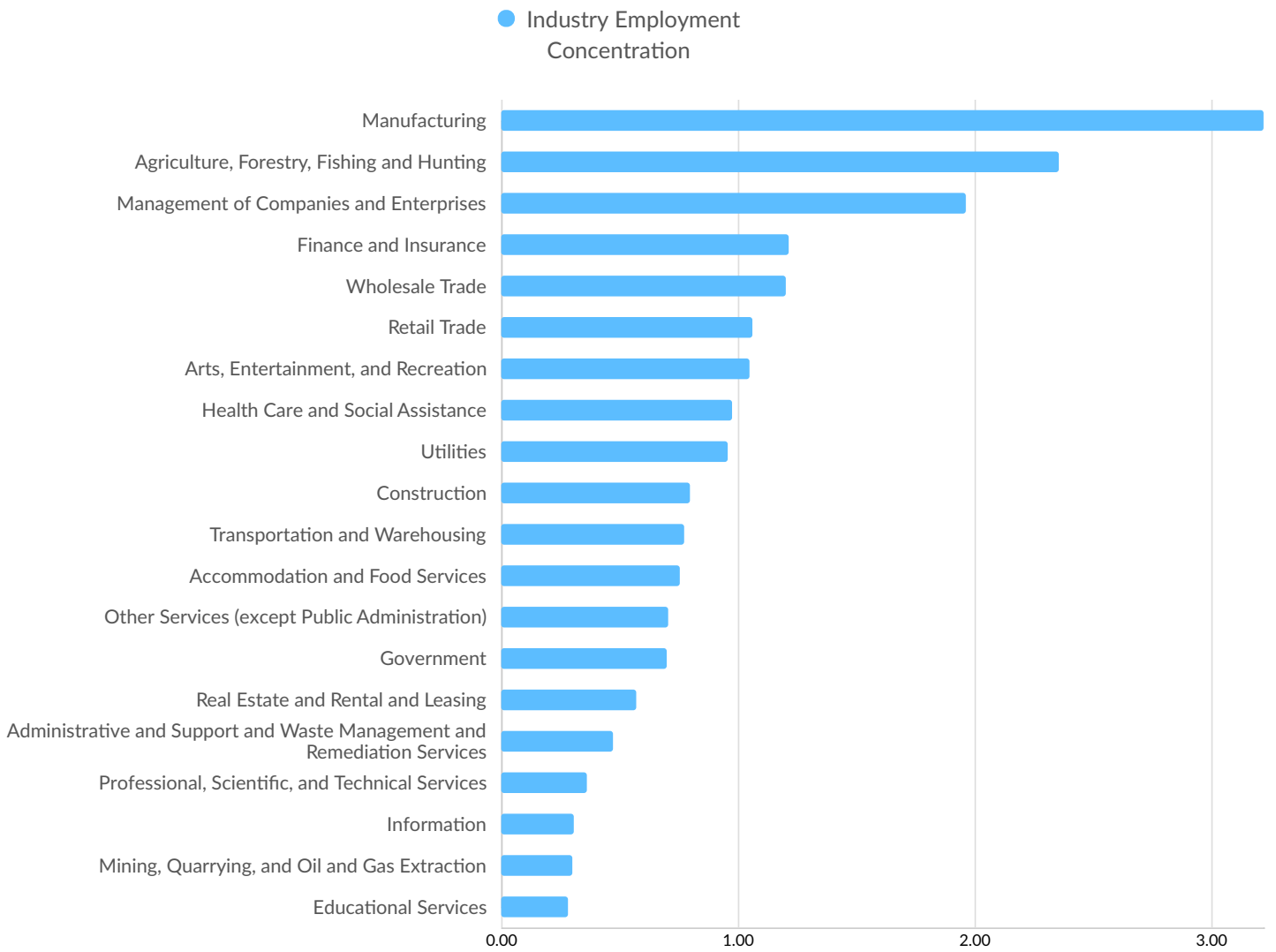
## Largest Industries



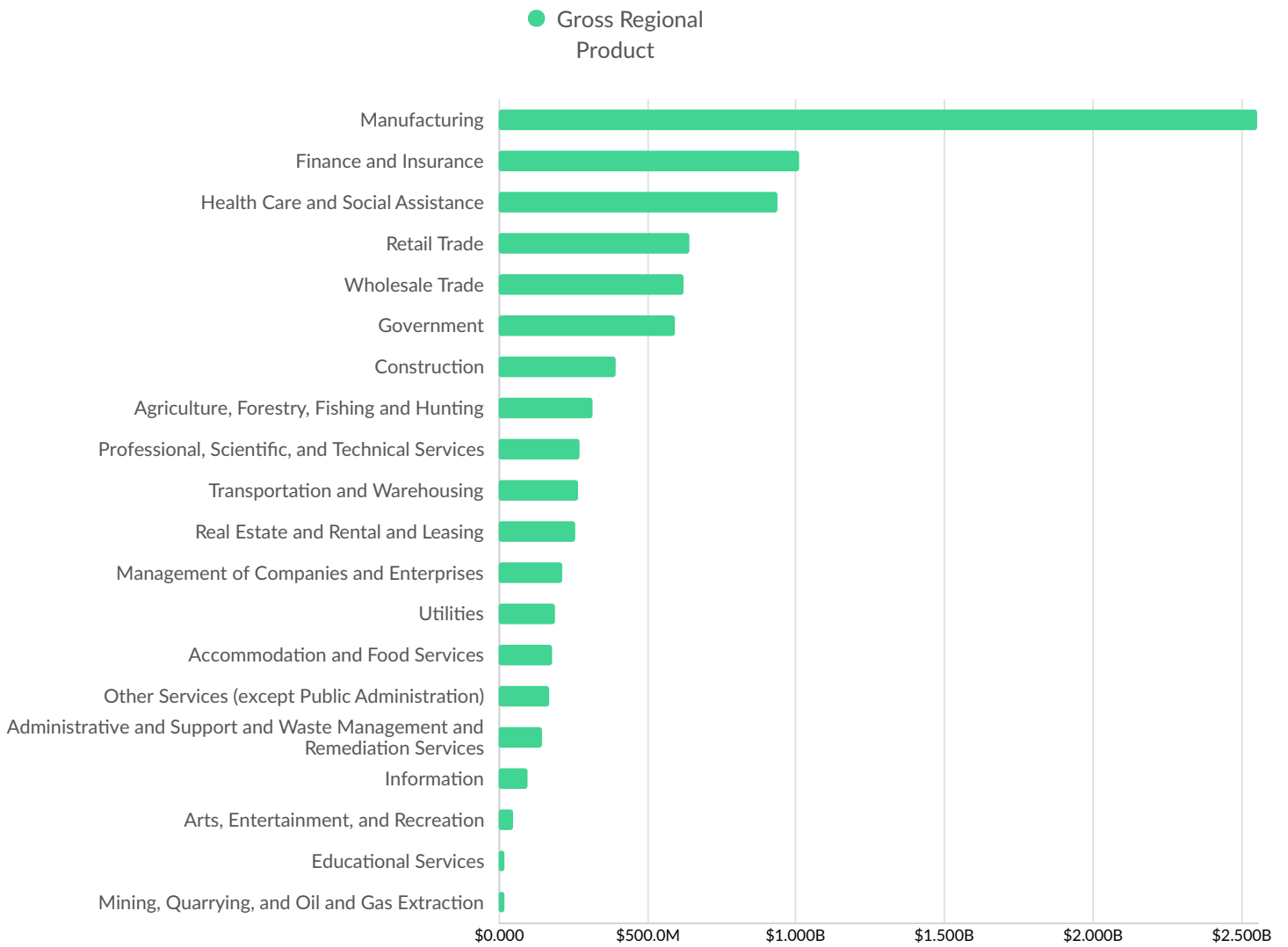
## Top Growing Industries



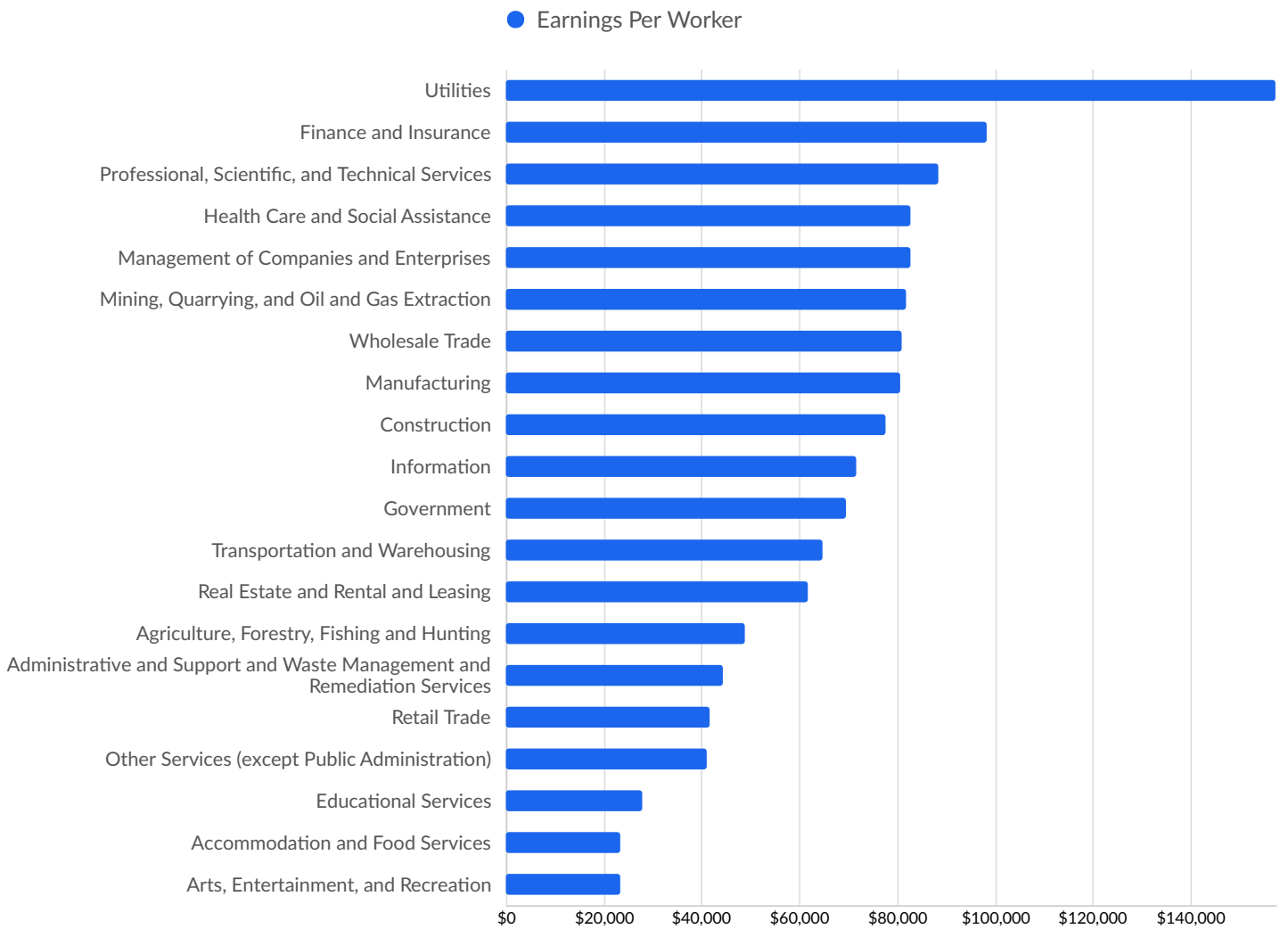
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



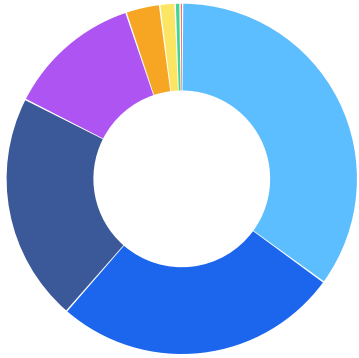
# Business Characteristics

## 9,404 Companies Employ Your Workers

Online profiles for your workers mention 9,404 companies as employers, with the top 10 appearing below. In the last 12 months, 1,181 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	953 	Aspirus	921 
Marshfield Clinic	595 	Marshfield Clinic	293 
Greenheck	552 	PAM Health	193 
Northcentral Technical College	378 	Greenheck Fan Corporation	172 
Wausau School District	345 	Kwik Trip	97 
Liberty Mutual	324 	Aya Healthcare	96 
University of Wisconsin System	267 	Kroger	95 
UnitedHealth Group	262 	Pick And Save	94 
Sentry	255 	Northcentral Technical College	89 
Aqua Finance	182 	Great Lakes Cheese	88 

## Business Size



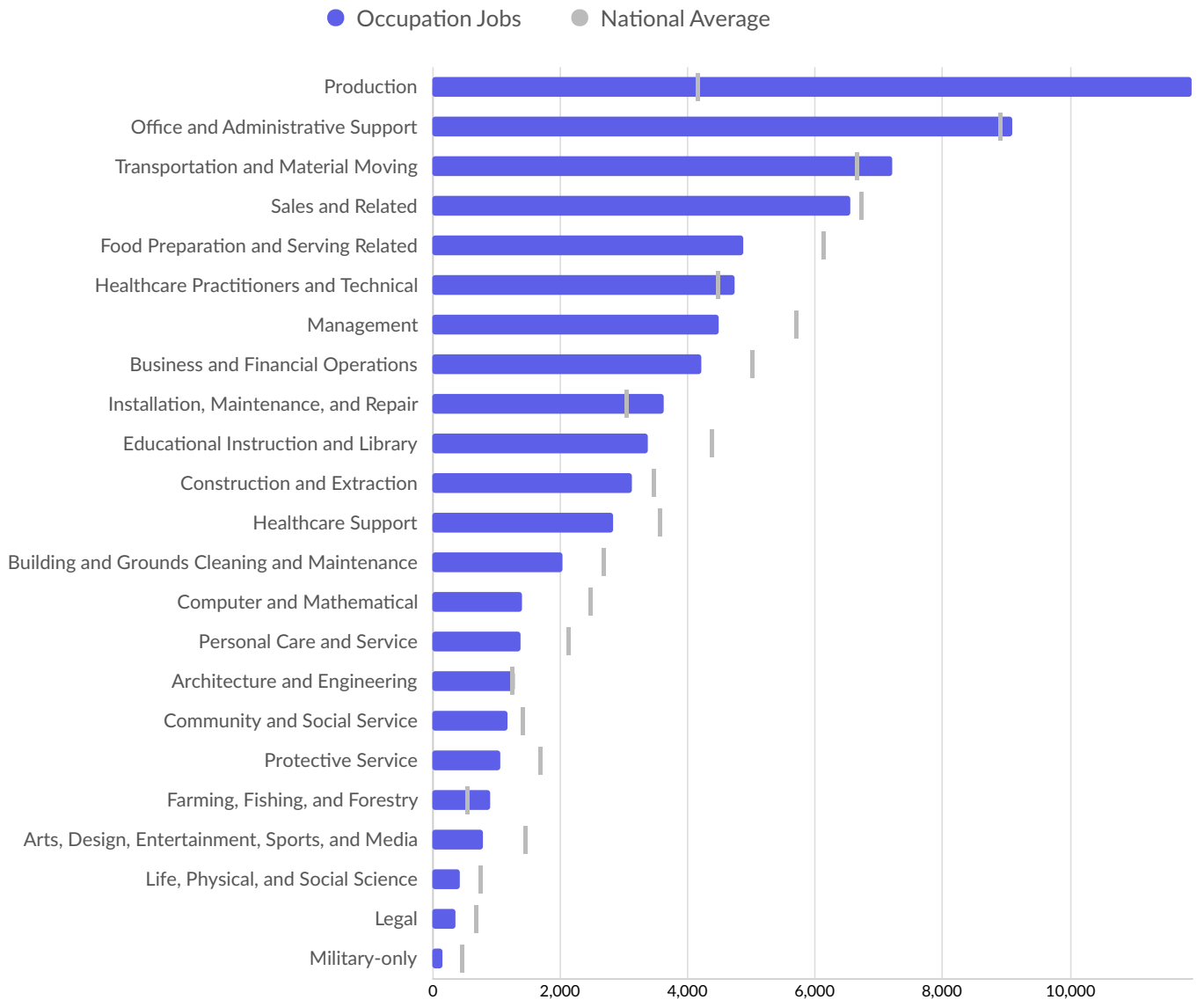
	Percentage	Business Count
● 1 to 4 employees	34.9%	2,008
● 5 to 9 employees	26.4%	1,517
● 10 to 19 employees	21.1%	1,211
● 20 to 49 employees	12.4%	711
● 50 to 99 employees	3.1%	180
● 100 to 249 employees	1.4%	81
● 250 to 499 employees	0.5%	26
● 500+ employees	0.2%	13

*\*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.*

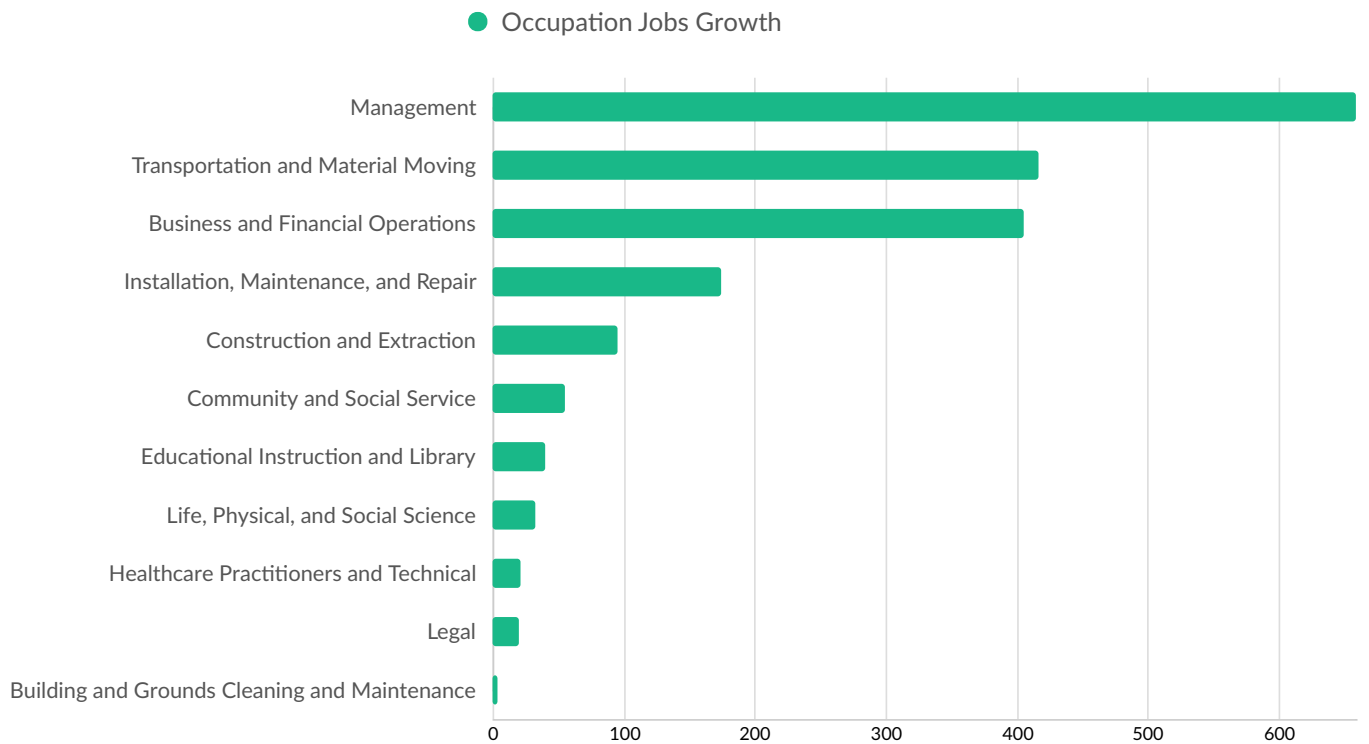


# Workforce Characteristics

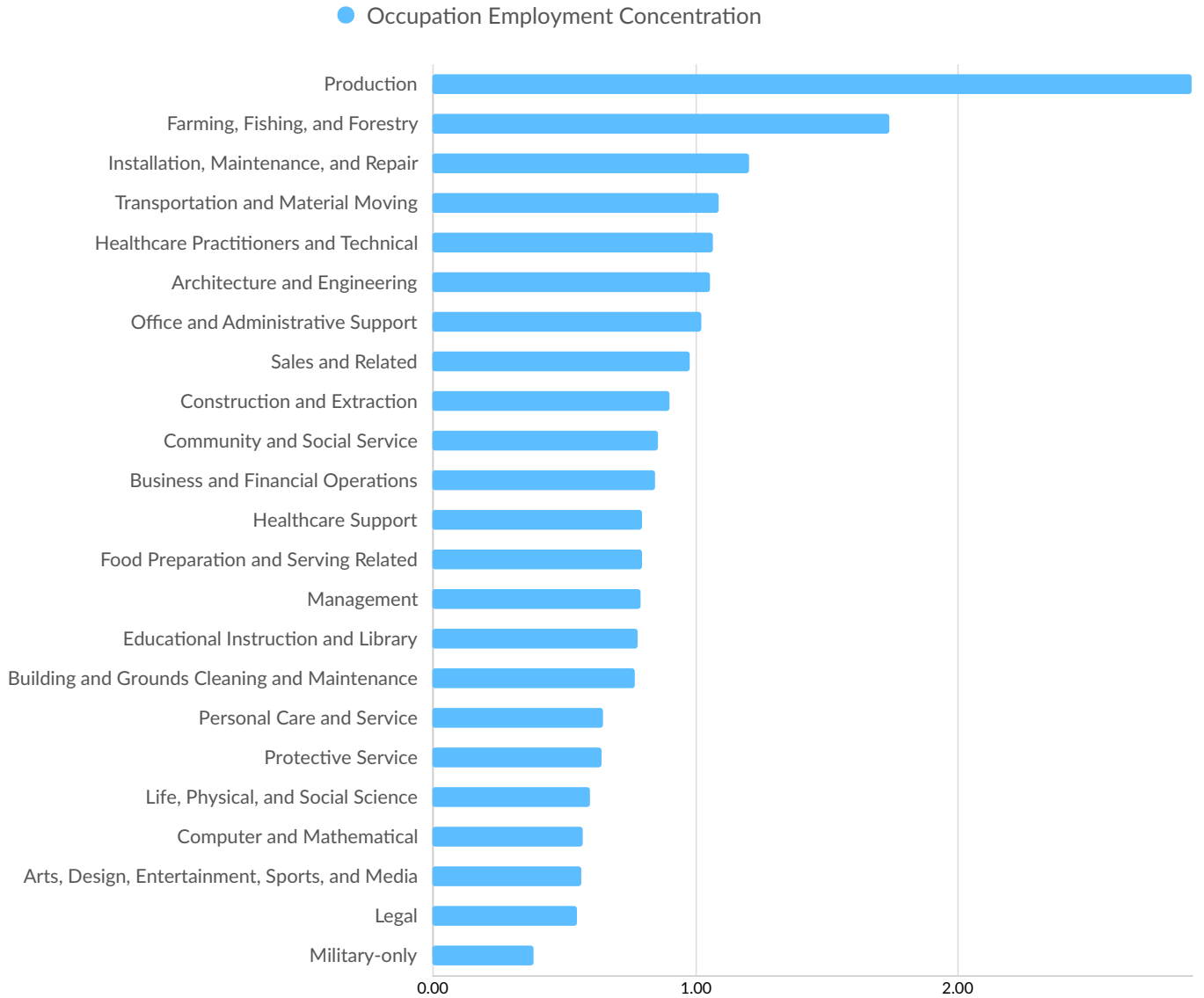
## Largest Occupations



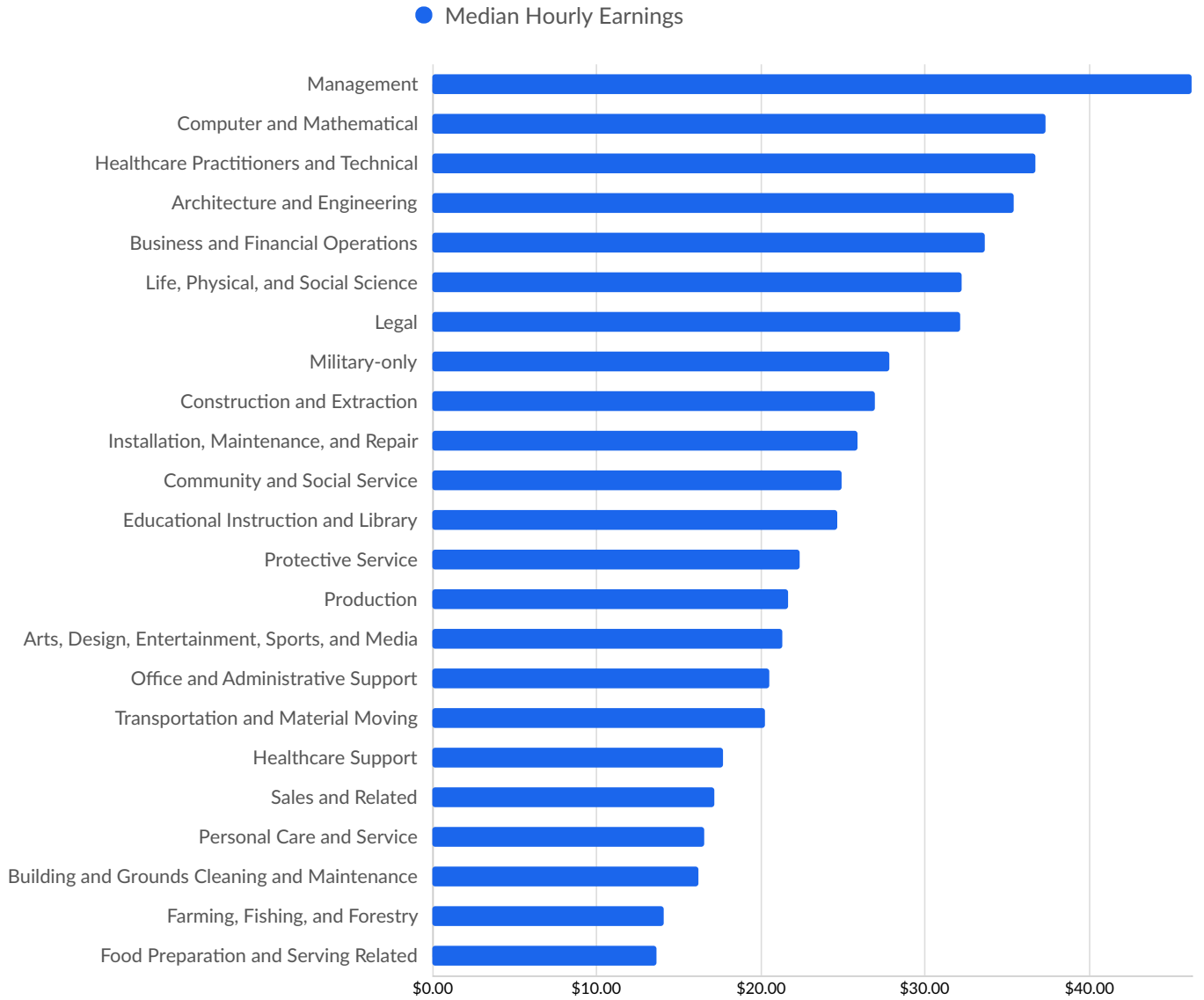
## Top Growing Occupations



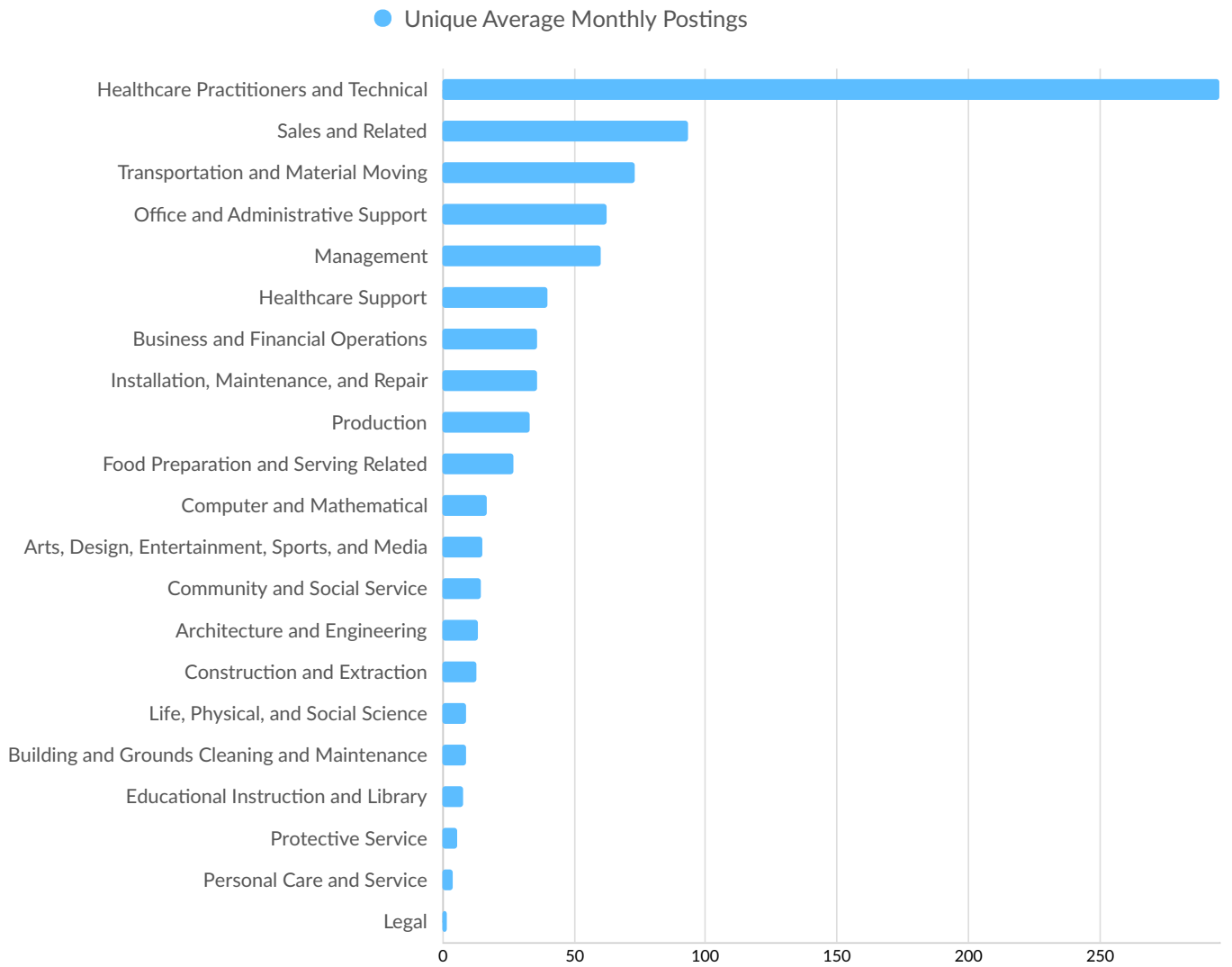
## Top Occupation Employment Concentration



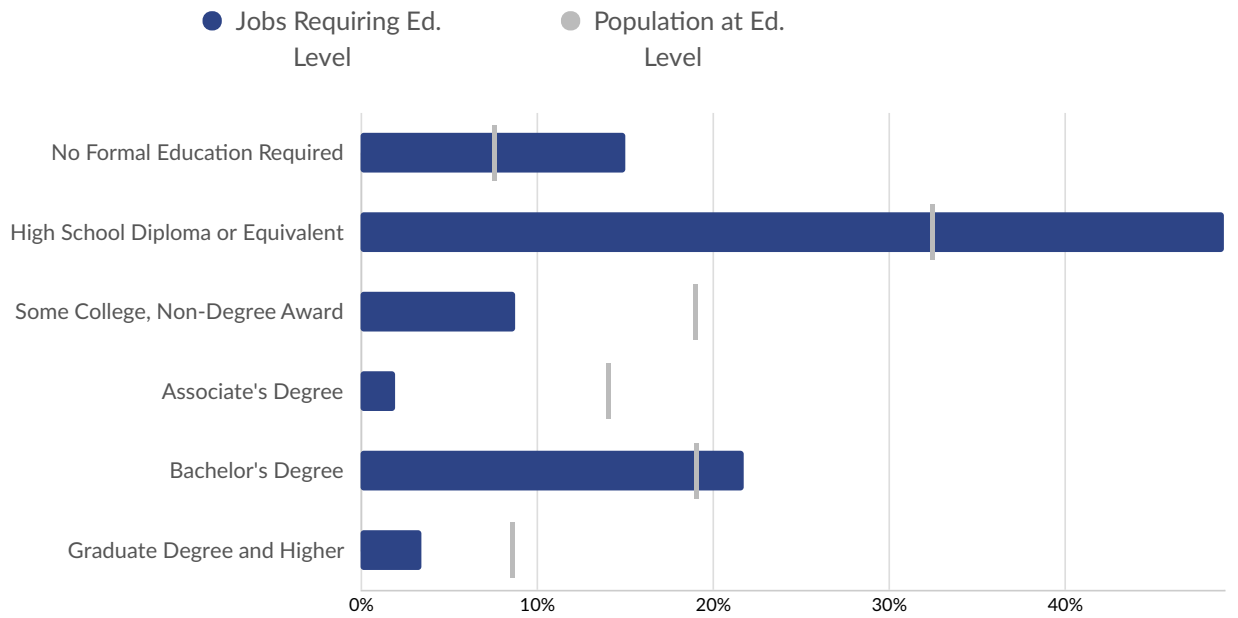
## Top Occupation Earnings



## Top Posted Occupations







## Underemployment



## Educational Pipeline

In 2023, there were 2,171 graduates in Marathon County, WI. This pipeline has shrunk by 6% 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 (2023)	Graduate Trend (2019 - 2023)
Northcentral Technical College	2,122 	
State College of Beauty Culture Inc	49 	

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

## In-Demand Skills

