



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

139,323

Population (2024)

Population **grew by 3,626** over the last 5 years and is projected to **grow by 2,422** over the next 5 years.

77,551

Total Regional Employment

Jobs **decreased by 892** over the last 5 years but are projected to **grow by 1,714** 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 2024 the region's population **increased by 2.7%** since 2019, growing by 3,626. Population is expected to **increase by 1.7%** between 2024 and 2029, adding 2,422.
- From 2019 to 2024, jobs **declined by 1.1%** in Marathon County, WI from 78,443 to **77,551**. This change **fell short of the national growth rate of 3.9% by 5.0%**. As the number of jobs declined, the **labor force participation rate decreased from 68.3% to 65.2% between 2019 and 2024**.
- Concerning educational attainment, **19.3% of Marathon County, WI residents possess a Bachelor's Degree** (2.1% below the national average), and **14.1% hold an Associate's Degree** (5.2% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.

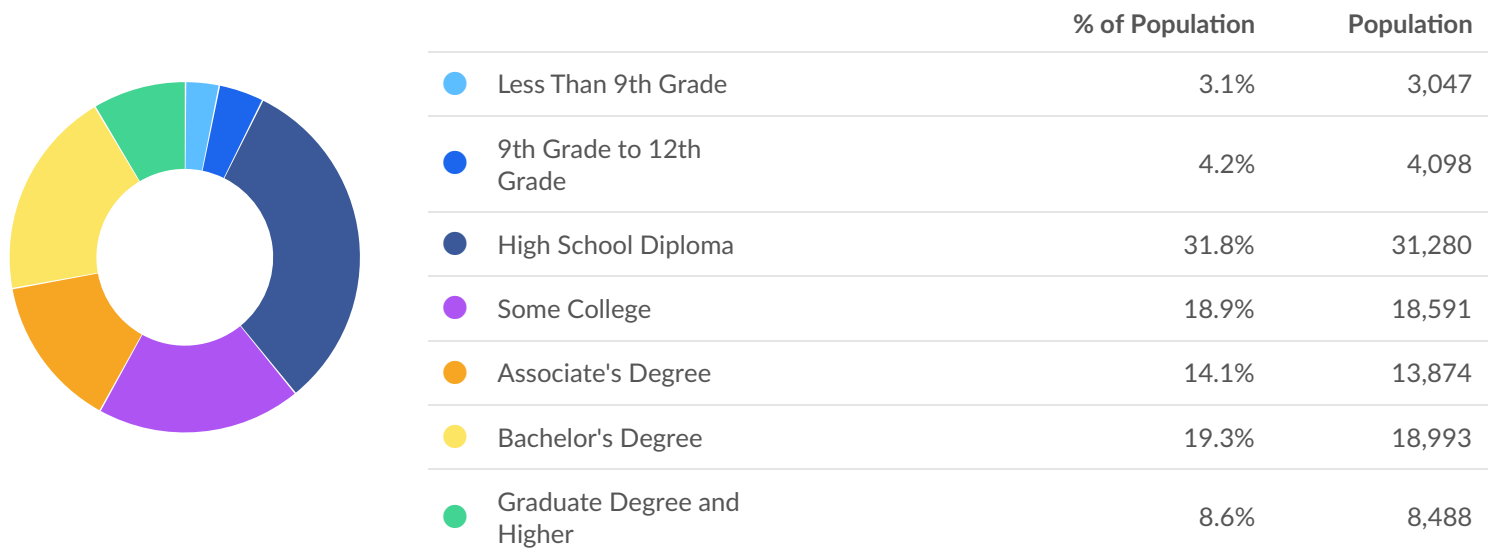
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	139,323	72,662	77,551	99.6	\$9.87B	\$11.72B	\$11.92B
State	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Oct 2024 Labor Force Breakdown



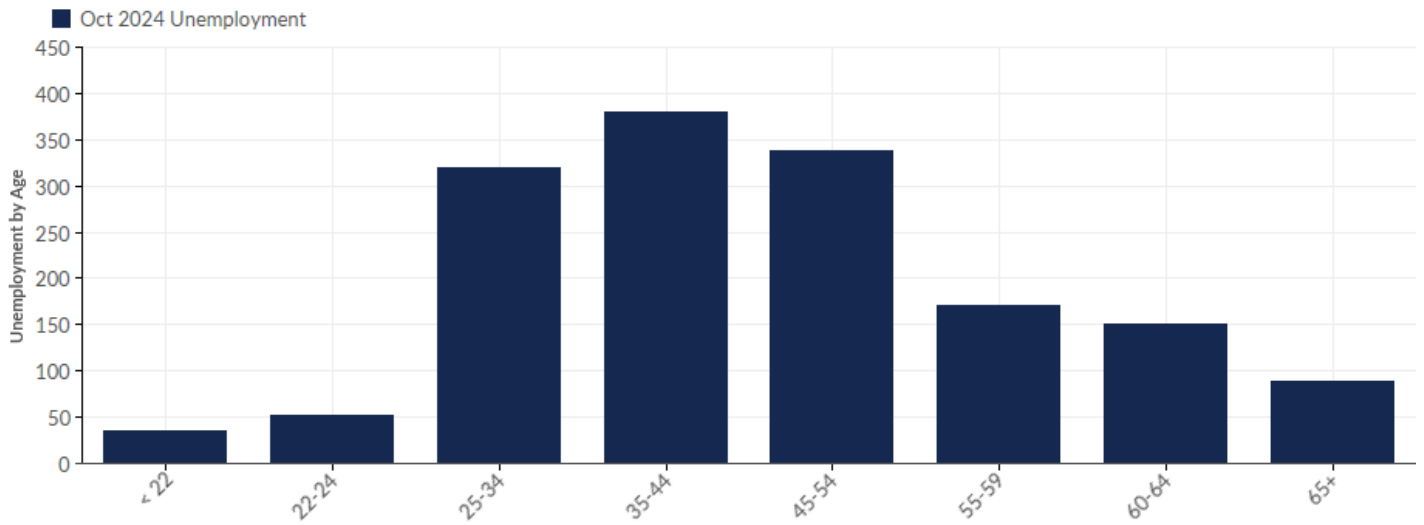
Educational Attainment

Concerning educational attainment, **19.3% of Marathon County, WI residents possess a Bachelor's Degree** (2.1% below the national average), and **14.1% hold an Associate's Degree** (5.2% above the national average).



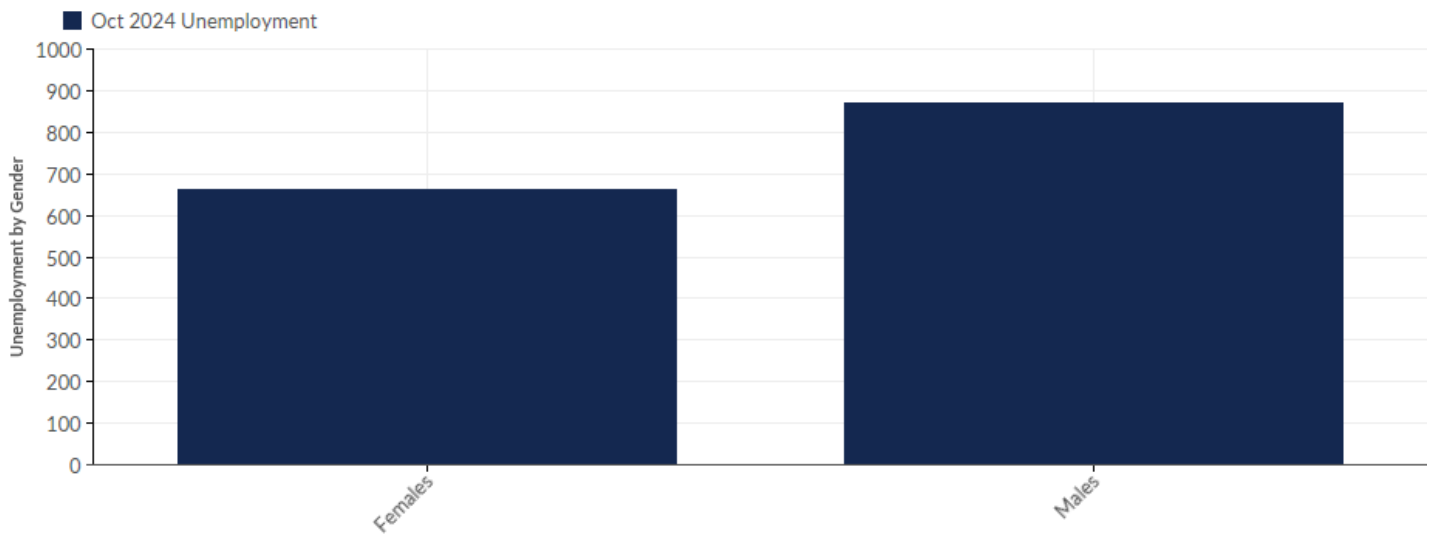
Unemployment by Demographics

Unemployment by Age



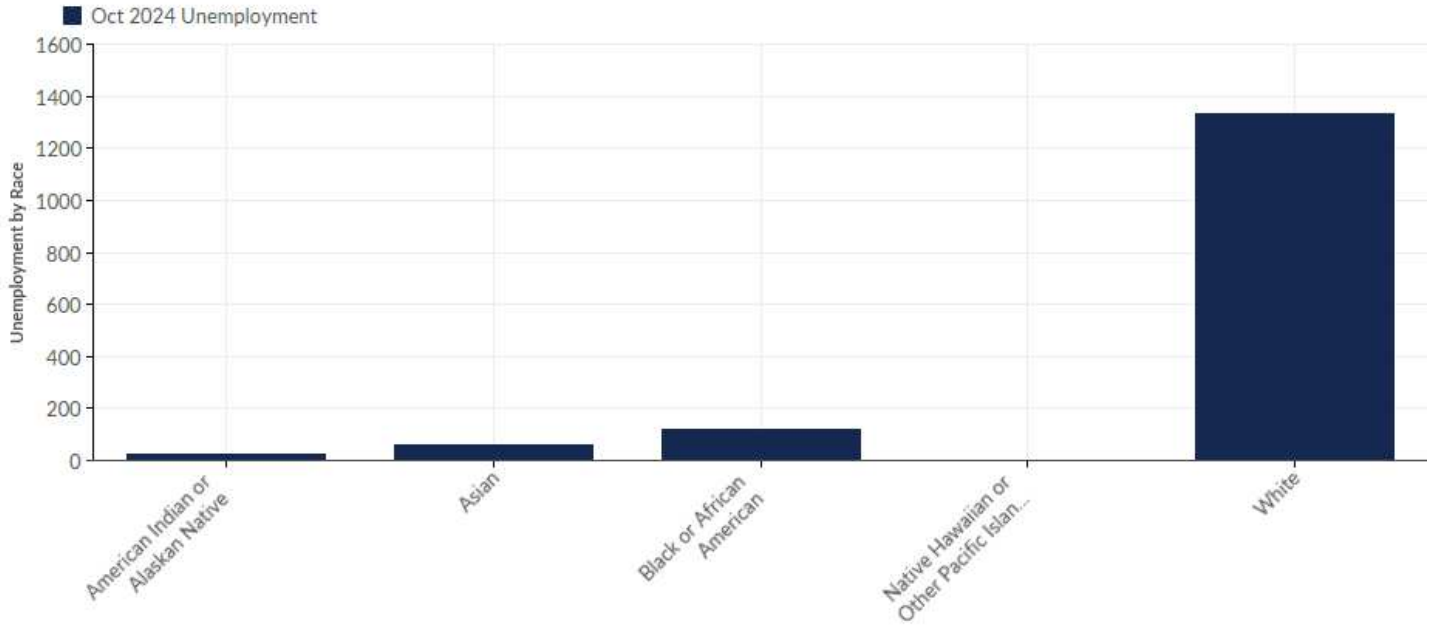
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	35	2.28%
22-24	53	3.46%
25-34	319	20.82%
35-44	380	24.80%
45-54	337	22.00%
55-59	170	11.10%
60-64	150	9.79%
65+	88	5.74%
Total	1,532	100.00%

Unemployment by Gender



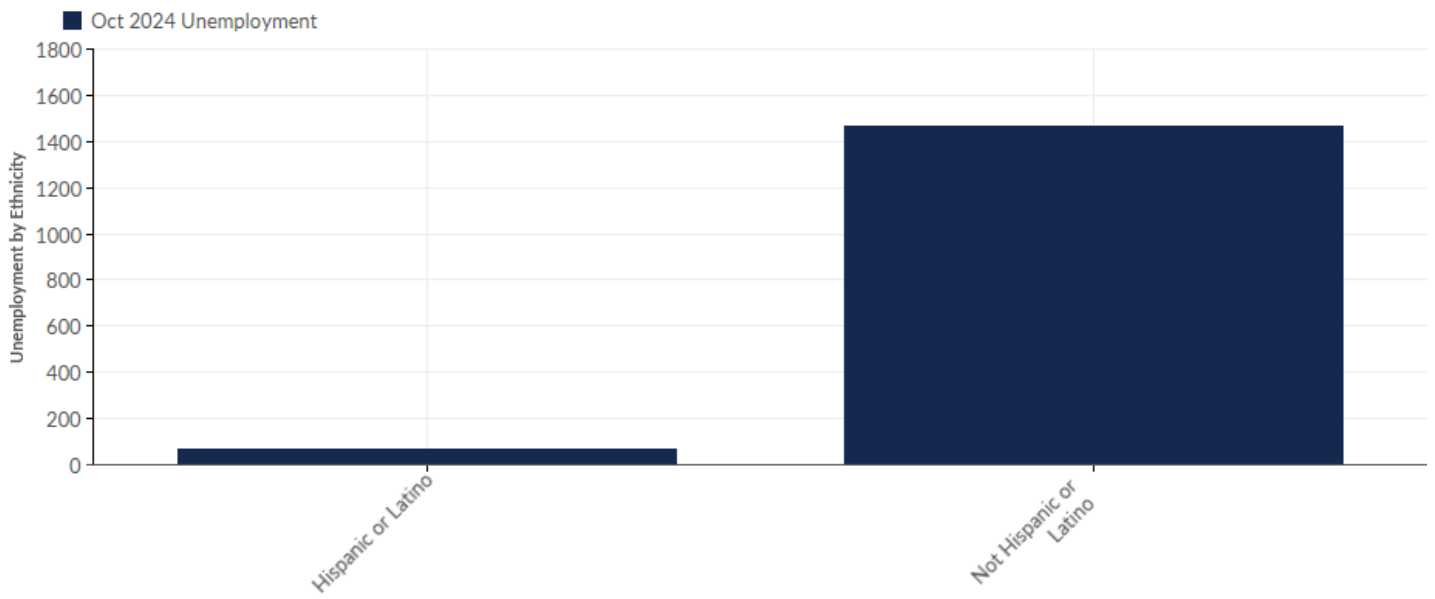
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	661	43.15%
Males	871	56.85%
Total	1,532	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	22	1.44%
Asian	58	3.79%
Black or African American	118	7.70%
Native Hawaiian or Other Pacific Islander	2	0.13%
White	1,331	86.88%
Total	1,532	100.00%

Unemployment by Ethnicity

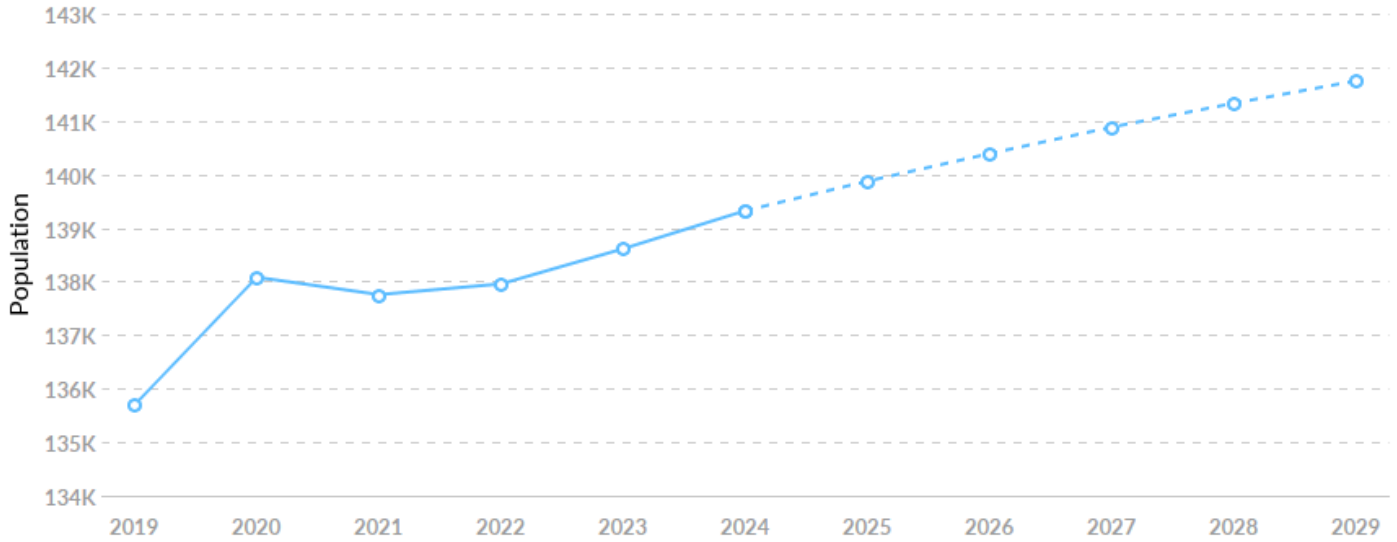


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	67	4.37%
Not Hispanic or Latino	1,465	95.63%
Total	1,532	100.00%

Historic & Projected Trends

Population Trends

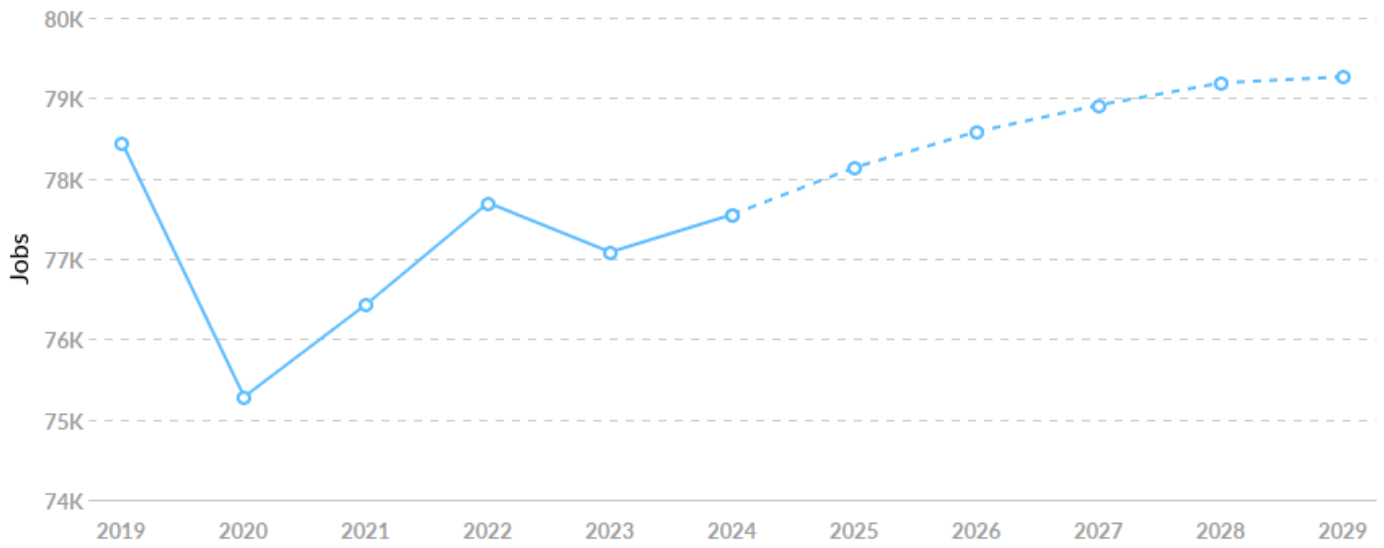
As of 2024 the region's population increased by 2.7% since 2019, growing by 3,626. Population is expected to increase by 1.7% between 2024 and 2029, adding 2,422.



Timeframe	Population
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
2029	141,746

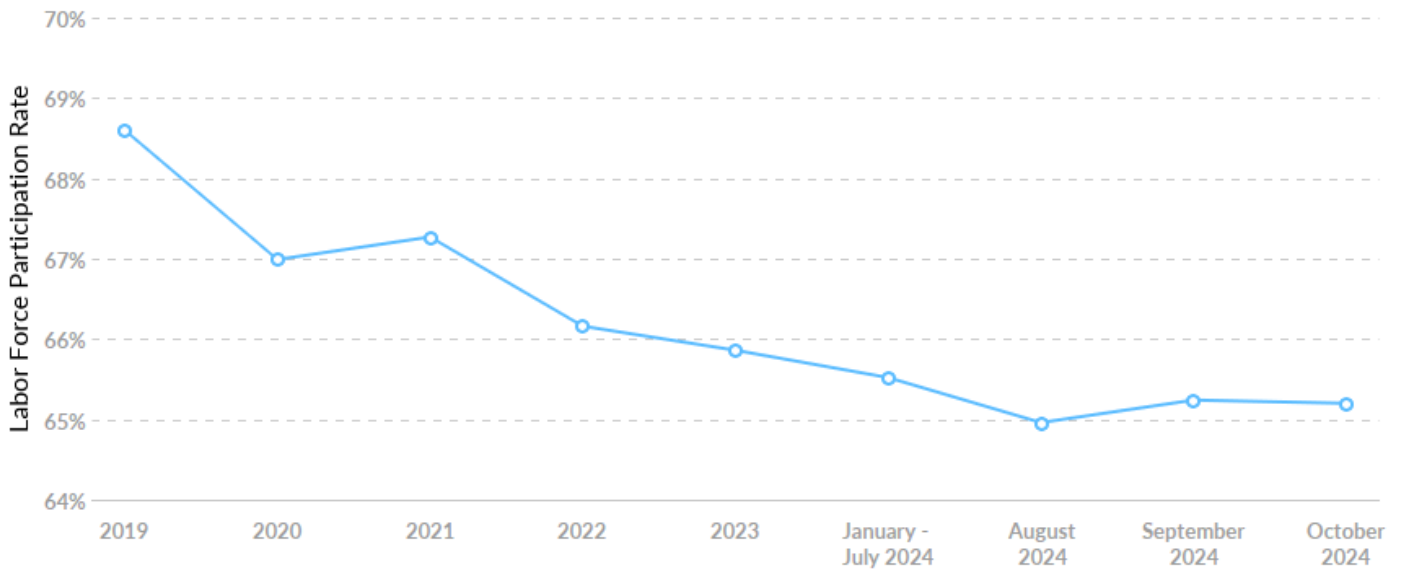
Job Trends

From 2019 to 2024, jobs declined by 1.1% in Marathon County, WI from 78,443 to 77,551. This change fell short of the national growth rate of 3.9% by 5.0%.



Timeframe	Jobs
2019	78,443
2020	75,278
2021	76,430
2022	77,695
2023	77,082
2024	77,551
2025	78,136
2026	78,581
2027	78,913
2028	79,188
2029	79,265

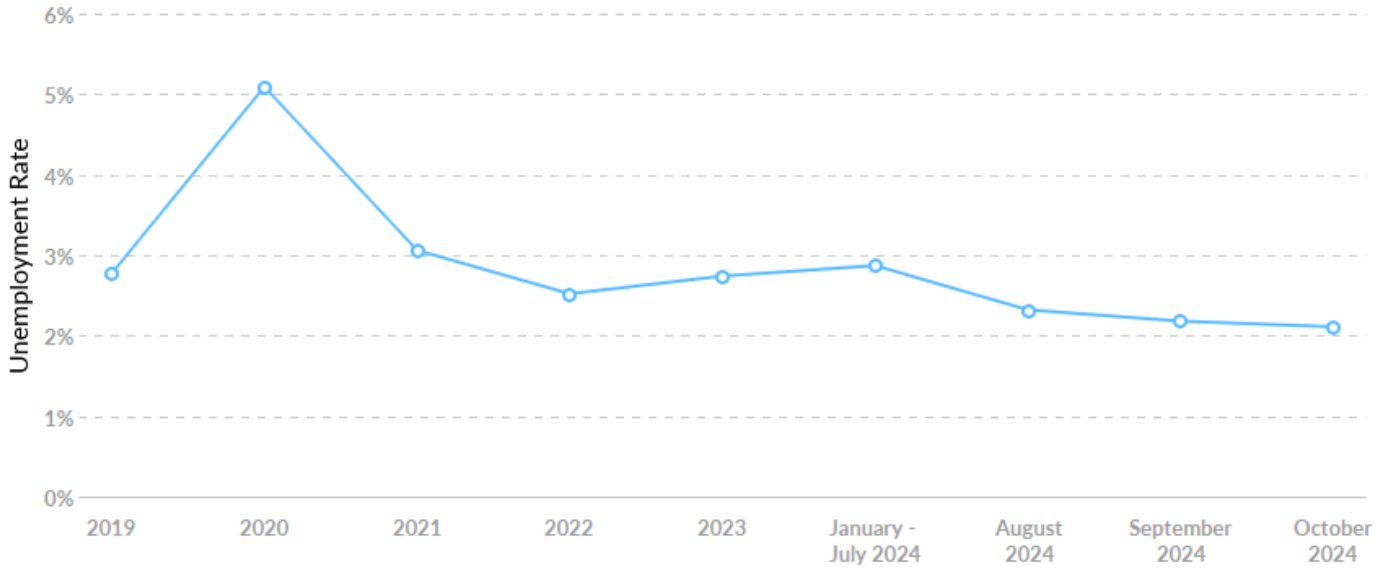
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.60%
2020	66.99%
2021	67.27%
2022	66.16%
2023	65.86%
January - July 2024	65.52%
August 2024	64.96%
September 2024	65.24%
October 2024	65.20%

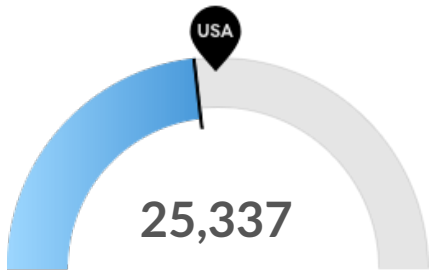
Unemployment Rate Trends

Marathon County, WI had an October 2024 unemployment rate of 2.11%, **decreasing from 2.77%** 5 years before.



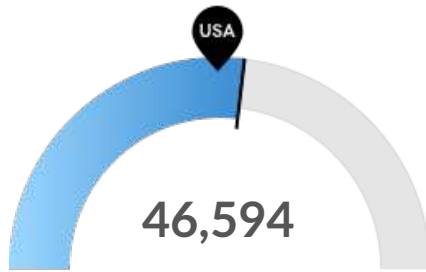
Timeframe	Unemployment Rate
2019	2.77%
2020	5.09%
2021	3.06%
2022	2.52%
2023	2.74%
January - July 2024	2.87%
August 2024	2.32%
September 2024	2.18%
October 2024	2.11%

Population Characteristics



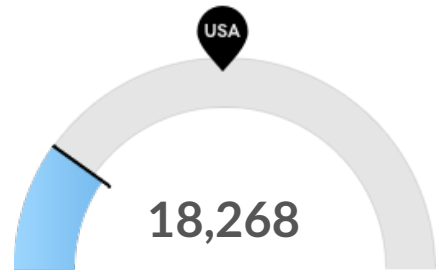
Millennials

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



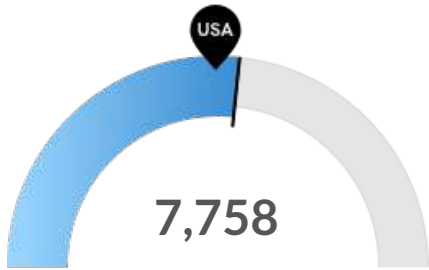
Retiring Soon

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.



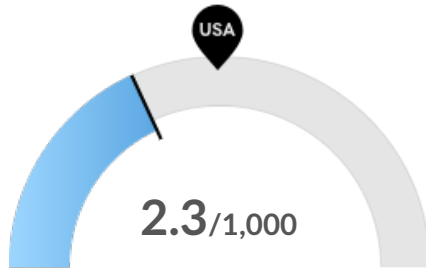
Racial Diversity

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.



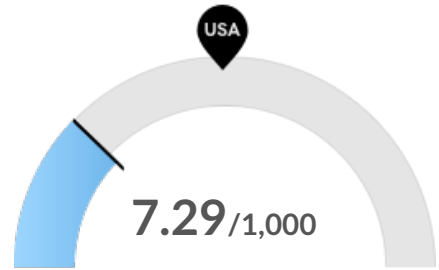
Veterans

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



Violent Crime

Marathon County, WI has 2.3 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

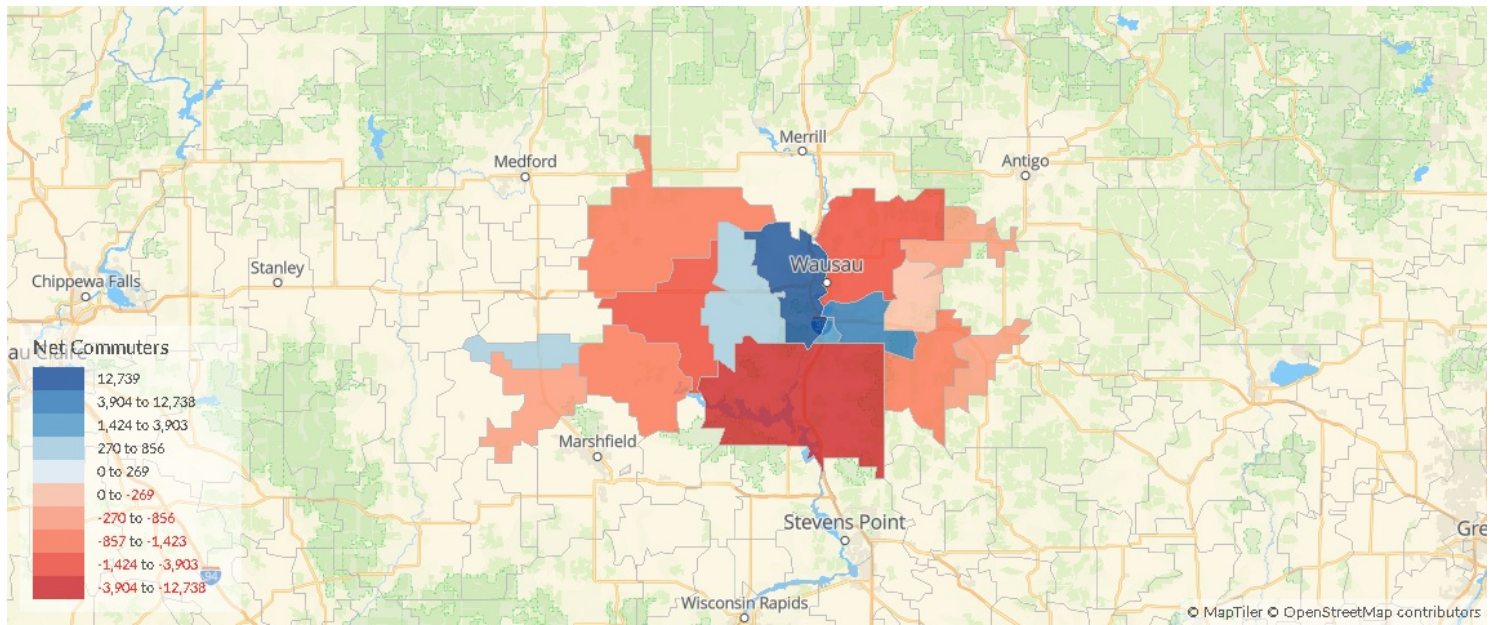


Property Crime

Marathon County, WI has 7.29 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
54401	Wausau, WI (in Maratho...	29,228
54476	Schofield, WI (in Marath...	14,257
54403	Wausau, WI (in Maratho...	10,861
54455	Mosinee, WI (in Marath...	6,940
54474	Rothschild, WI (in Marat...	4,086

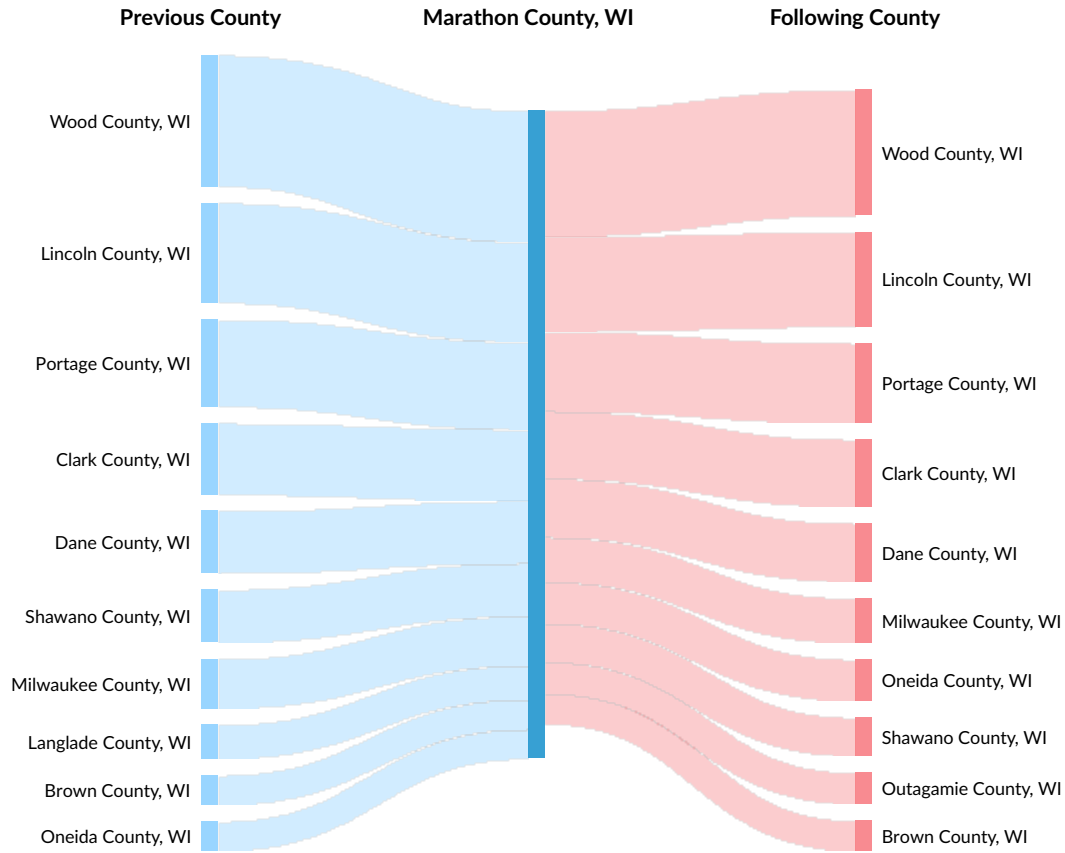
Where Talent Lives

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,489
54403	Wausau, WI (in Maratho...	12,566
54455	Mosinee, WI (in Marath...	10,956
54476	Schofield, WI (in Marath...	10,353
54411	Athens, WI (in Maratho...	3,255

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**.

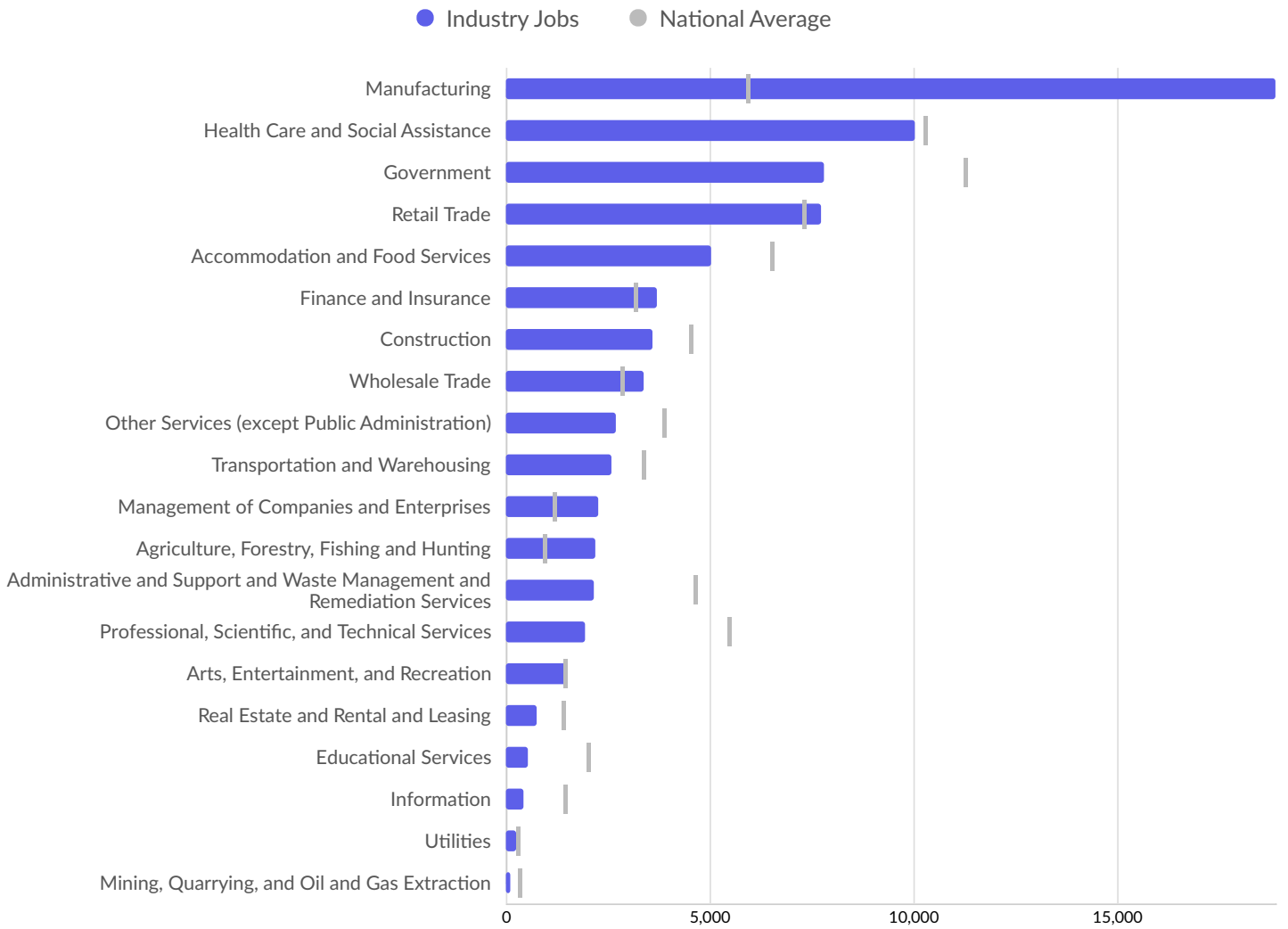


Top Previous Counties	Migrations
Wood County, WI	391
Lincoln County, WI	297
Portage County, WI	260
Clark County, WI	213
Dane County, WI	185
Shawano County, WI	157

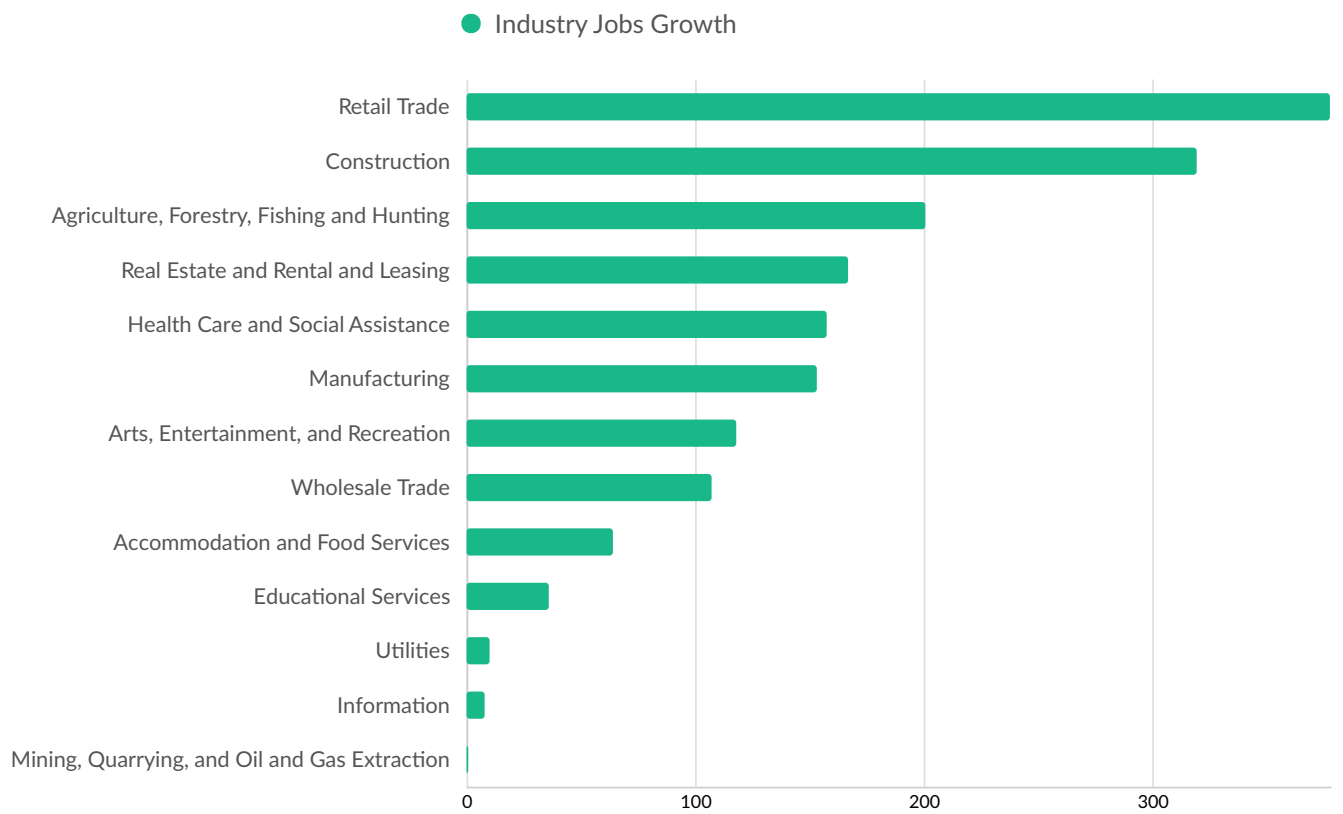
Top Previous Counties	Migrations
Milwaukee County, WI	147
Langlade County, WI	101
Brown County, WI	88
Oneida County, WI	88
Outagamie County, WI	79
Taylor County, WI	68
Winnebago County, WI	67
Eau Claire County, WI	64
Hennepin County, MN	50
Top Following Counties	Migrations
Wood County, WI	375
Lincoln 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

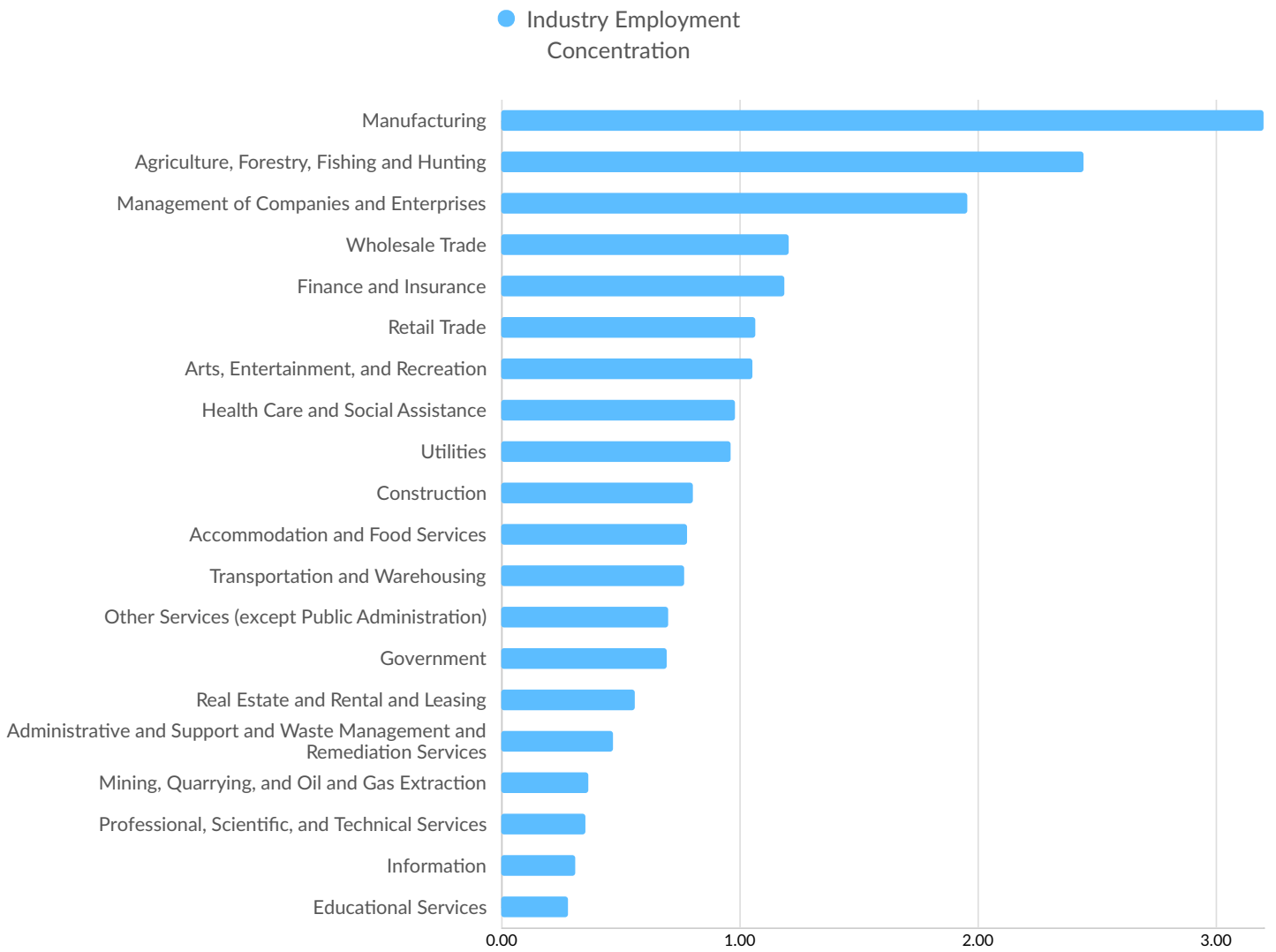
Largest Industries



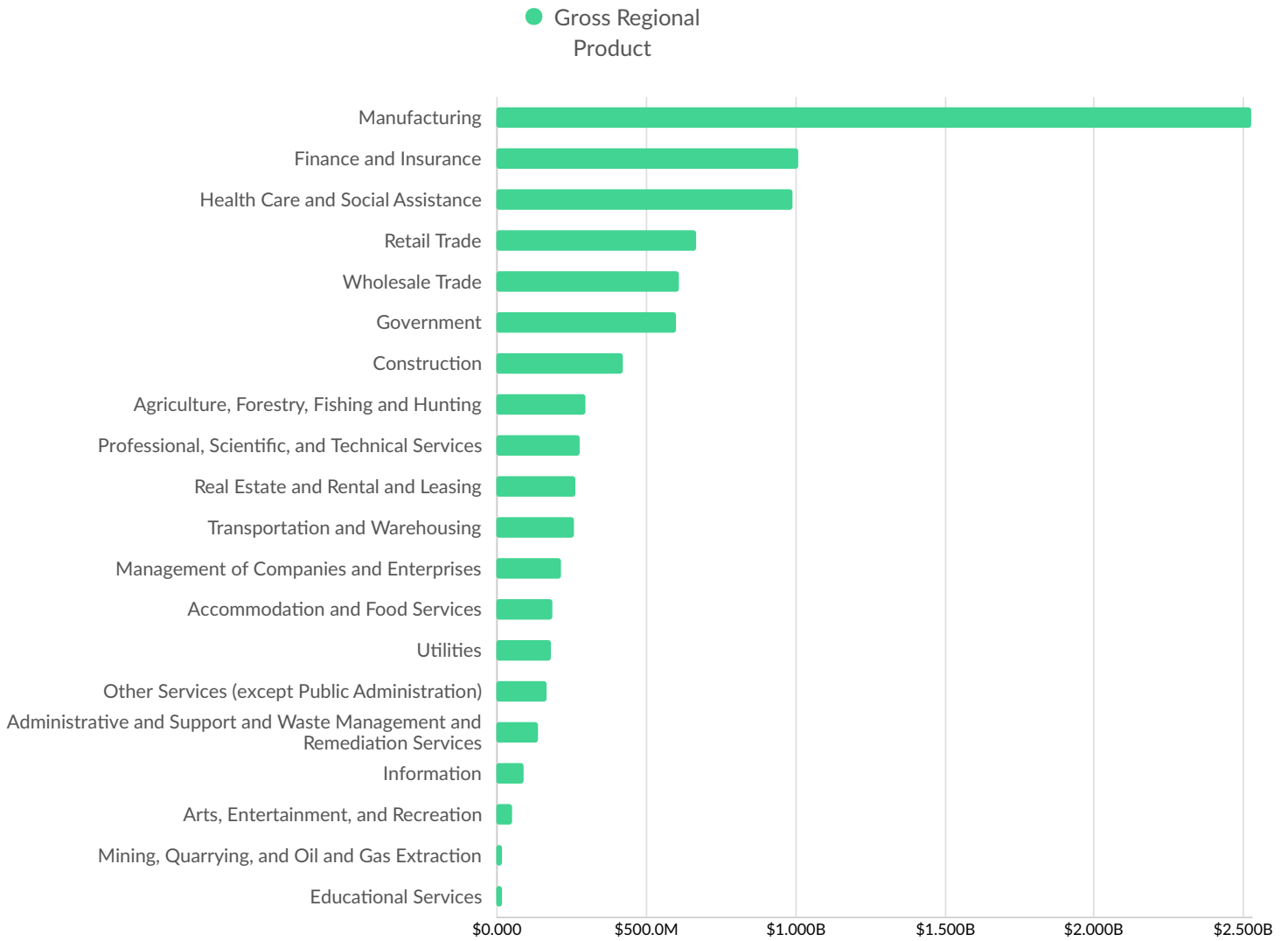
Top Growing Industries



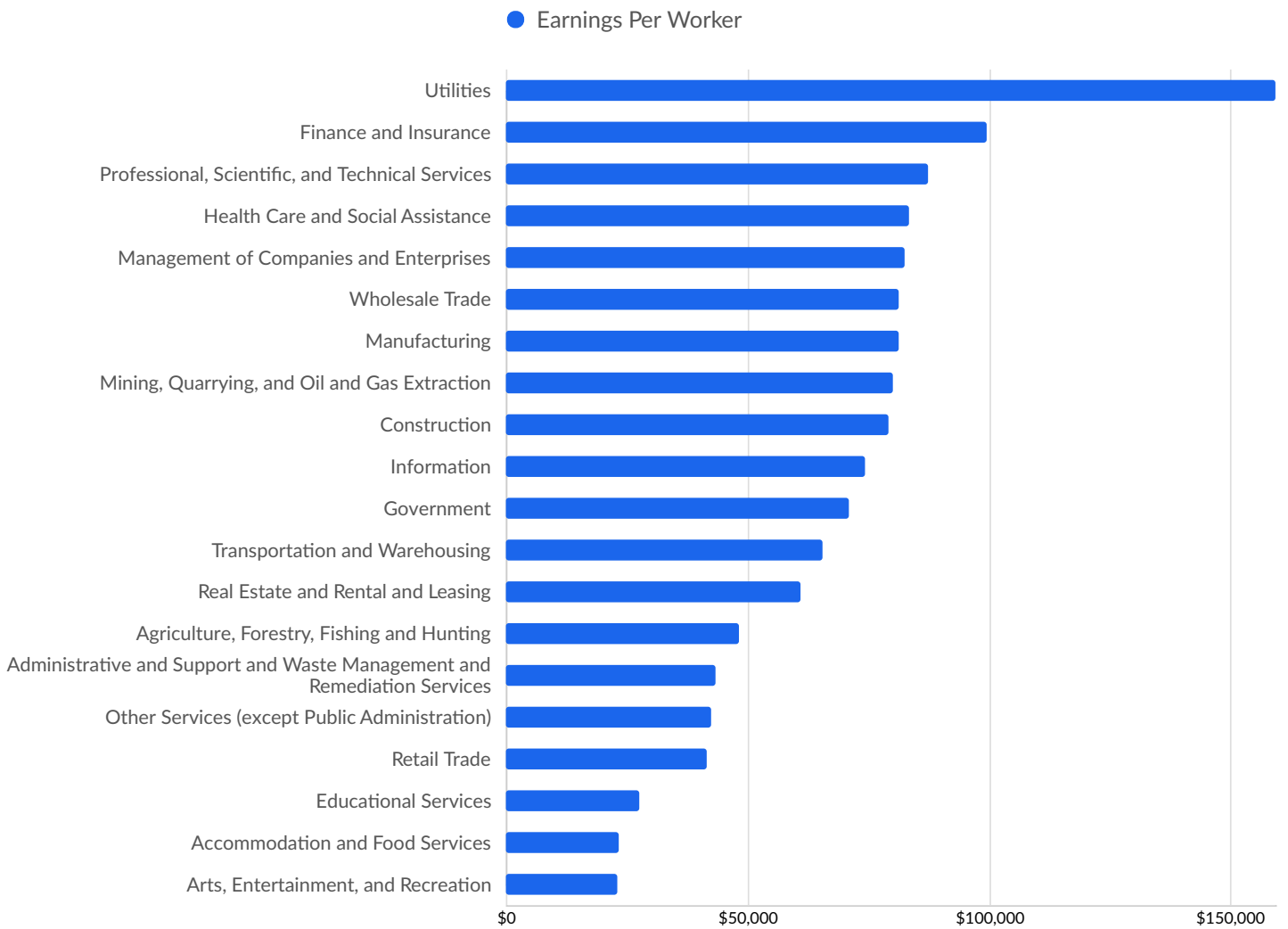
Top Industry Employment Concentration



Top Industry GRP

















Top Industry Earnings



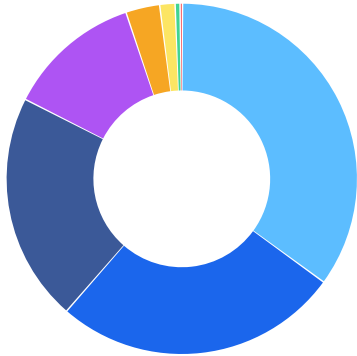
Business Characteristics

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, 1,068 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	1,147 
Marshfield Clinic	595 	Marshfield Clinic	369 
Greenheck	552 	PAM Health	165 
Northcentral Technical College	378 	Greenheck Fan Corporation	155 
Wausau School District	345 	Pick And Save	146 
Liberty Mutual	324 	Aya Healthcare	140 
UnitedHealth Group	262 	Northcentral Technical College	113 
Sentry	255 	Great Lakes Cheese	106 
Aqua Finance	182 	GPM Investments	101 
North Central Health Care	180 	Anders Group	100 

Business Size

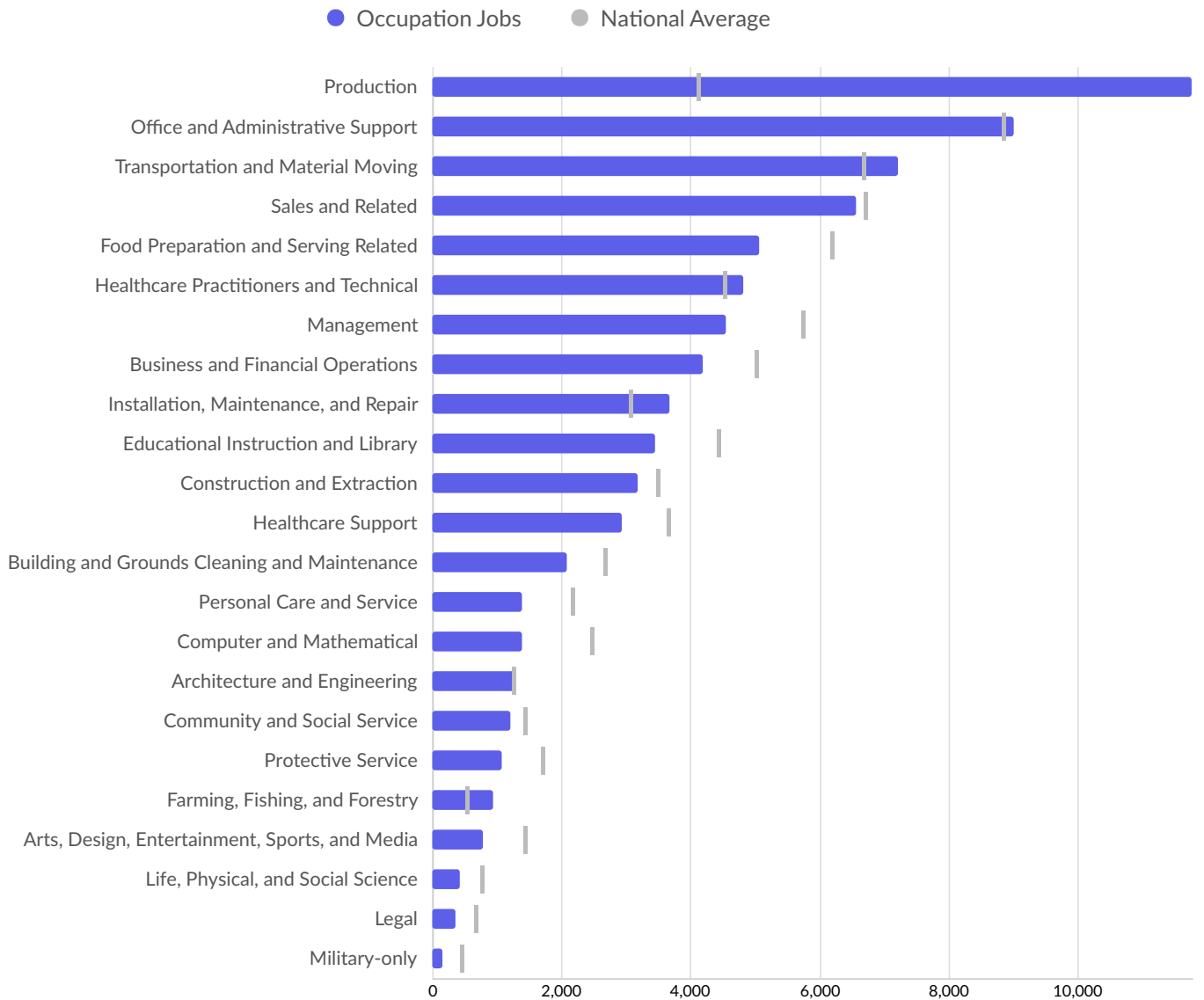


	Percentage	Business Count
● 1 to 4 employees	34.9%	2,008
● 5 to 9 employees	26.4%	1,517
● 10 to 19 employees	21.1%	1,211
● 20 to 49 employees	12.4%	711
● 50 to 99 employees	3.1%	180
● 100 to 249 employees	1.4%	81
● 250 to 499 employees	0.5%	26
● 500+ employees	0.2%	13

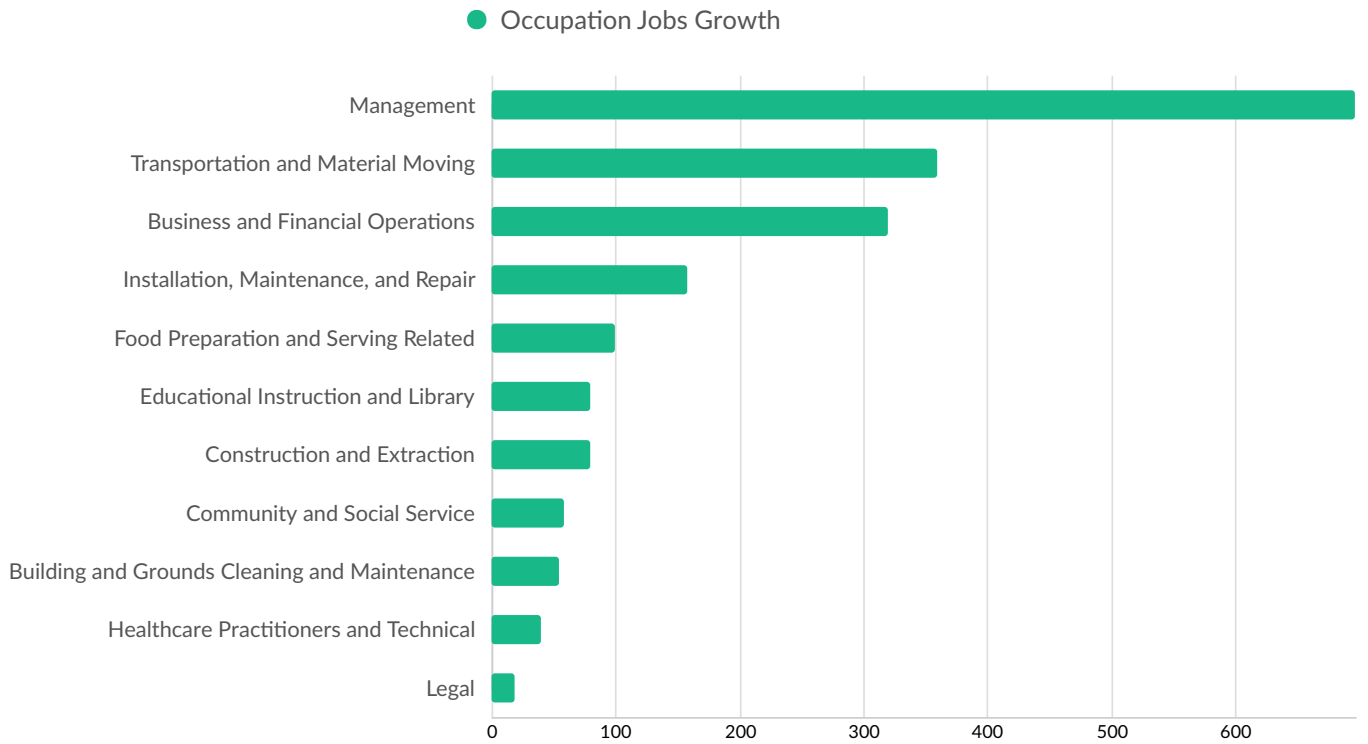
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

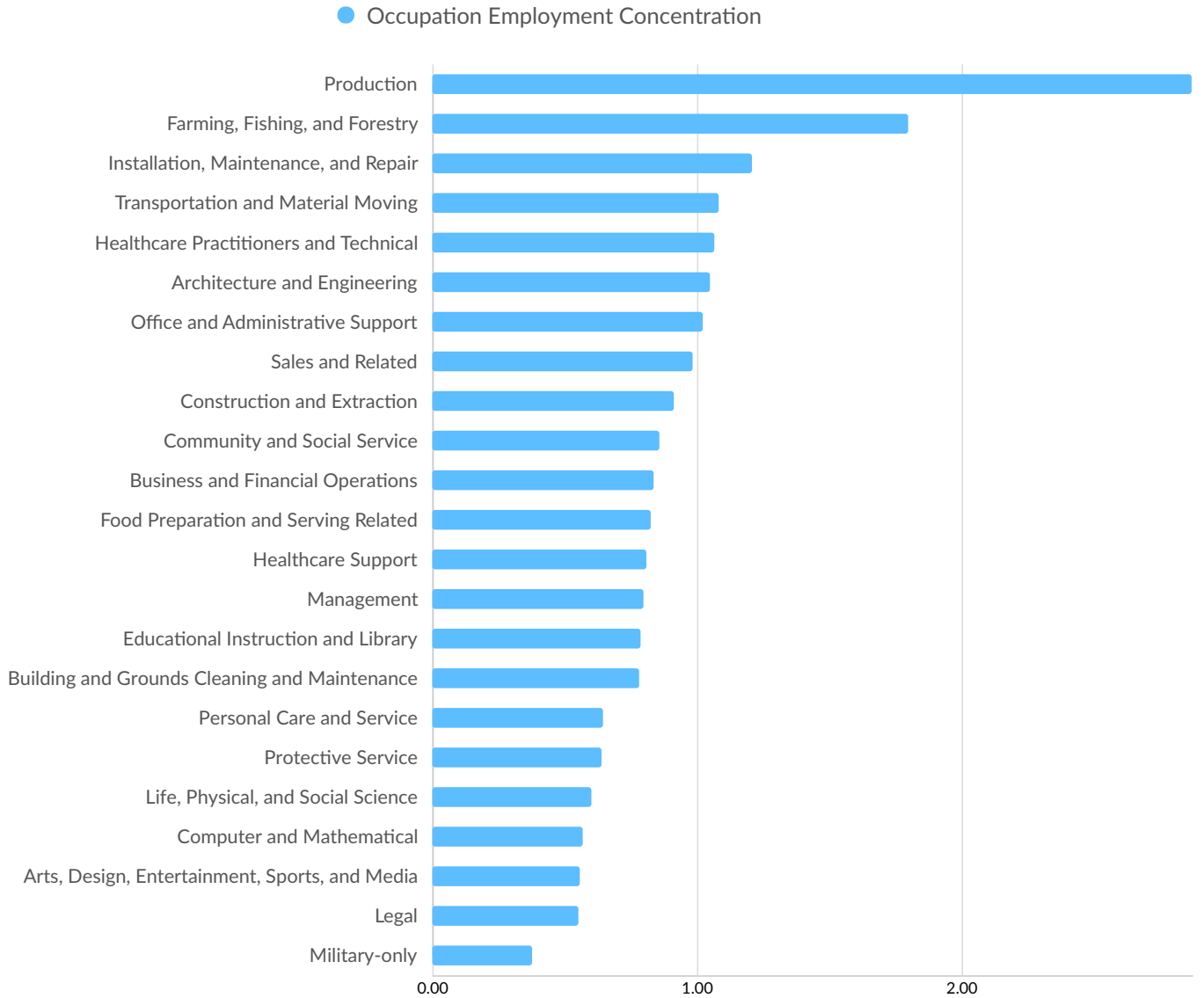
Largest Occupations



Top Growing Occupations



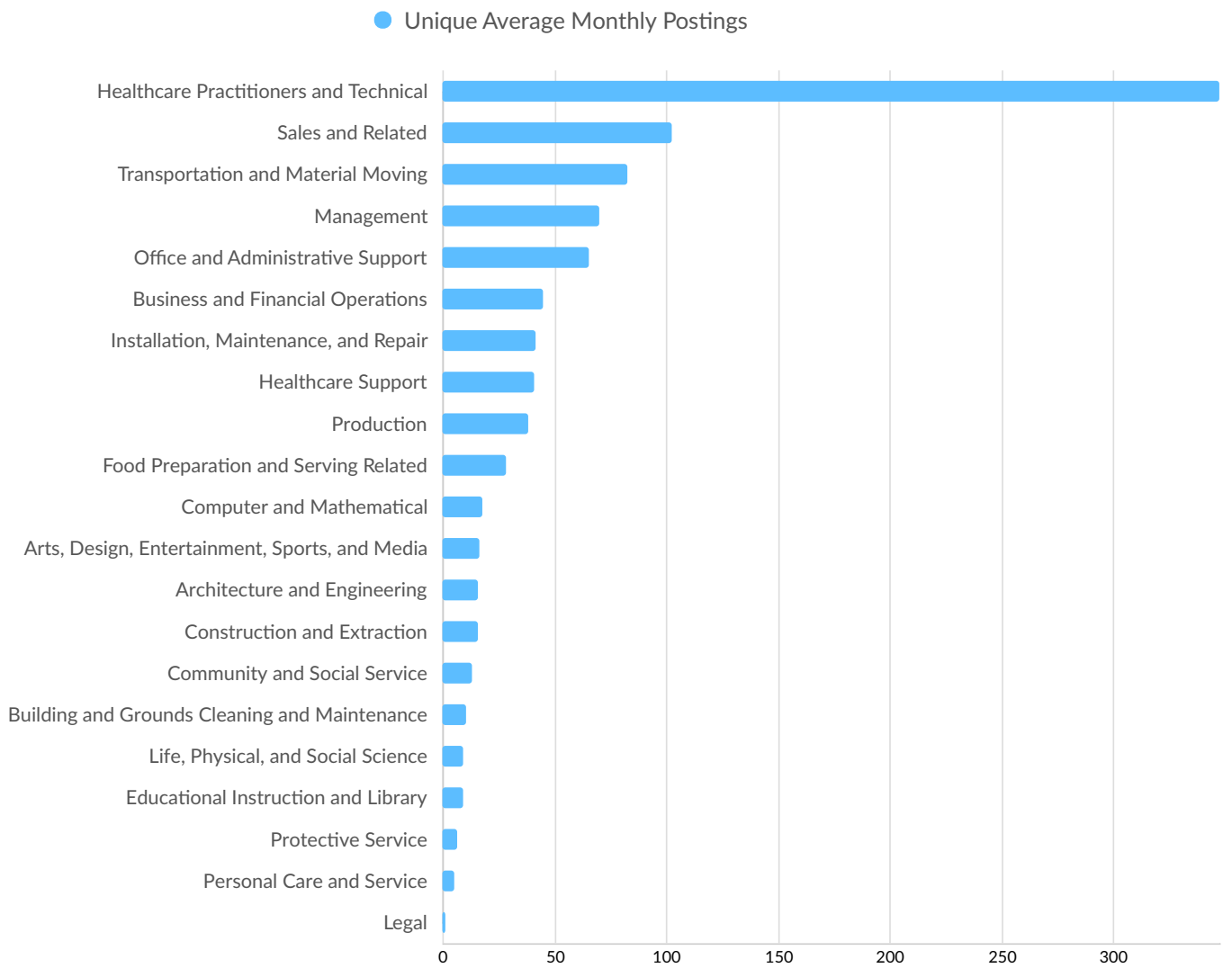
Top Occupation Employment Concentration



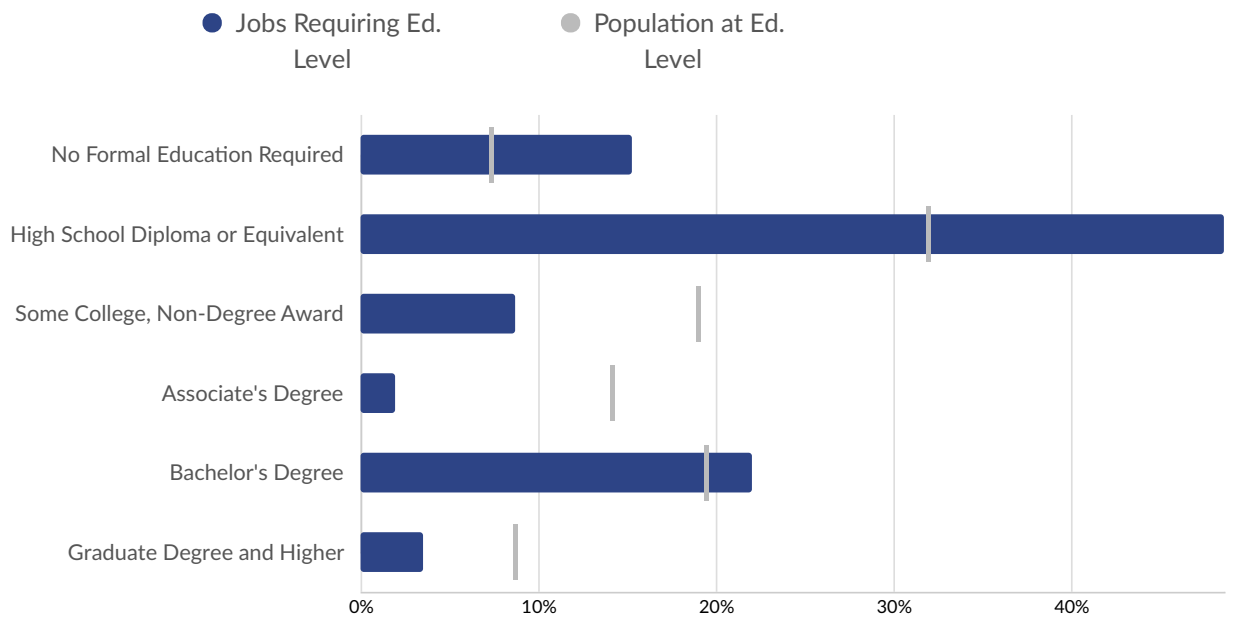
Top Occupation Earnings



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

