



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

139,314

Population (2024)

Population **grew by 3,617** over the last 5 years and is projected to **grow by 2,331** over the next 5 years.

77,685

Total Regional Employment

Jobs **decreased by 724** over the last 5 years but are projected to **grow by 1,715** over the next 5 years.

\$76.2K

Median Household Income (2023)

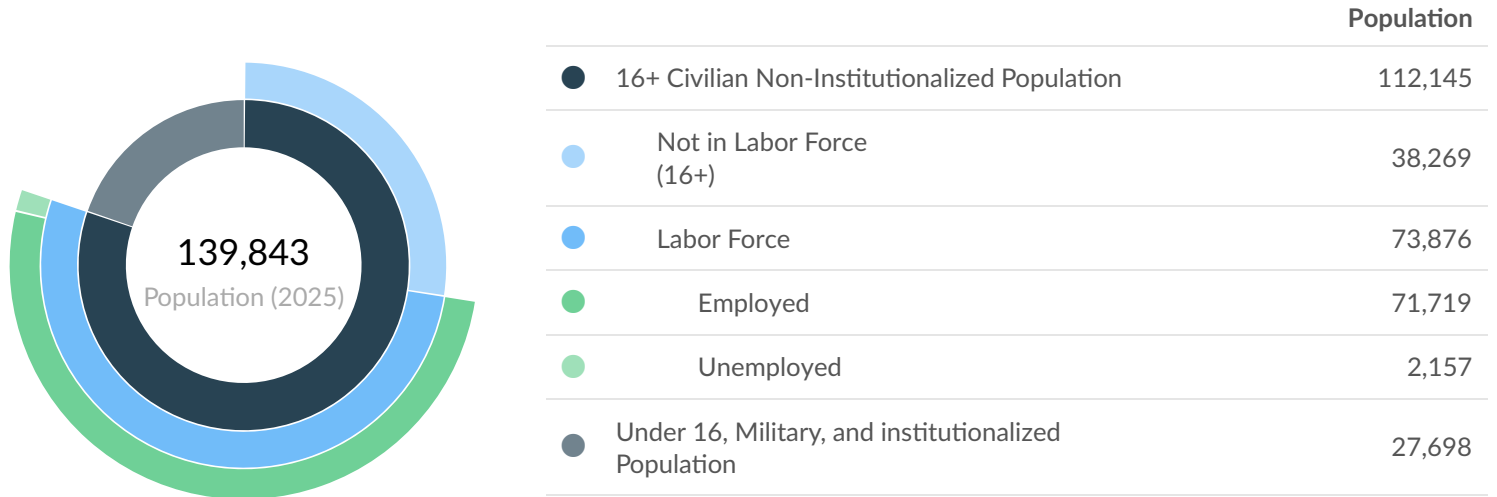
Median household income is **\$2.4K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 2.7%** since 2019, growing by 3,617. Population is expected to **increase by 1.7%** between 2024 and 2029, adding 2,331.
- From 2019 to 2024, jobs **declined by 0.9%** in Marathon County, WI from 78,409 to **77,685**. This change **fell short of the national growth rate of 4.3% by 5.2%**. As the number of jobs declined, the **labor force participation rate decreased from 69.5% to 67.3% between 2019 and 2024**.
- Concerning educational attainment, **19.2% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

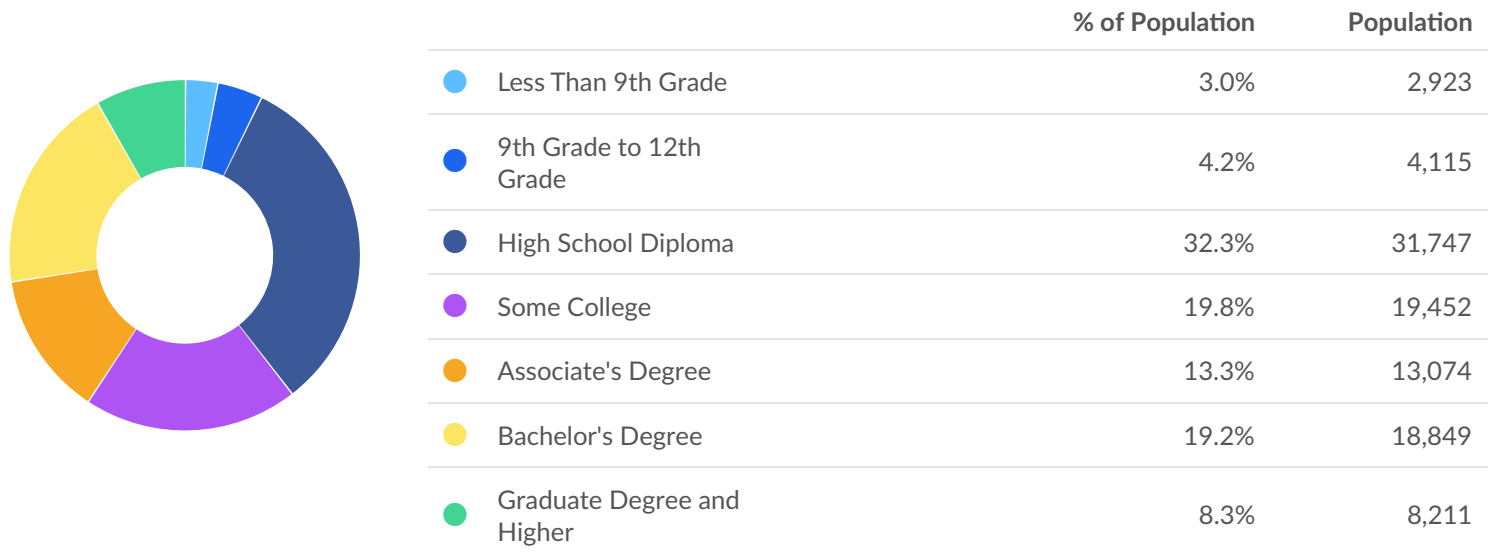
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	139,843	73,876	77,685	99.8	\$10.21B	\$11.84B	\$11.97B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



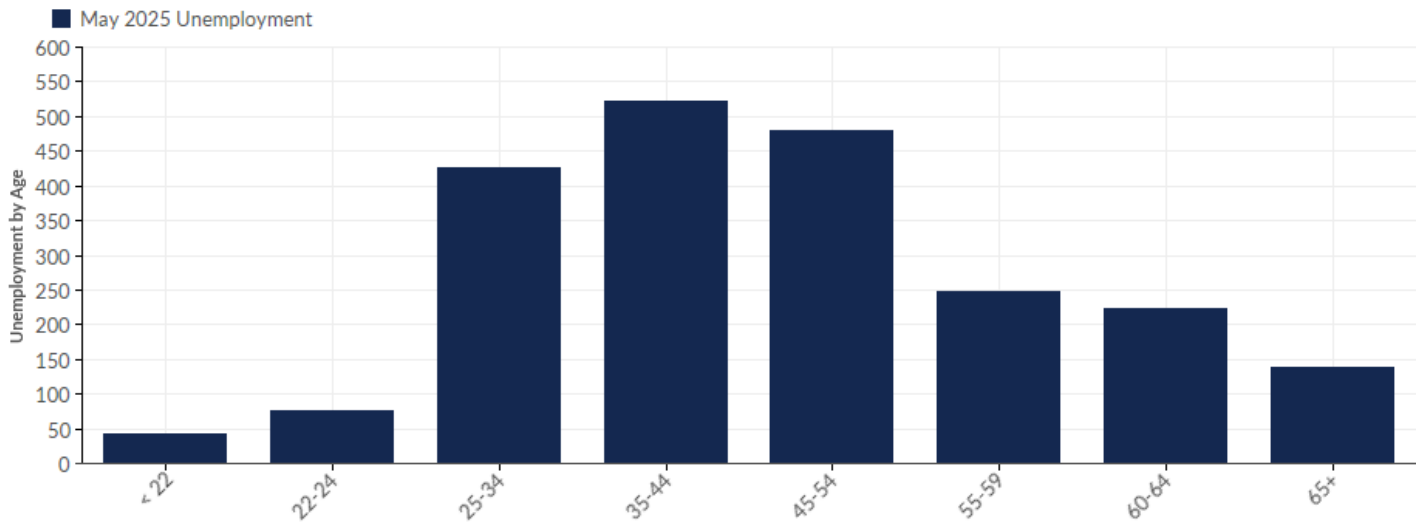
Educational Attainment

Concerning educational attainment, **19.2% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



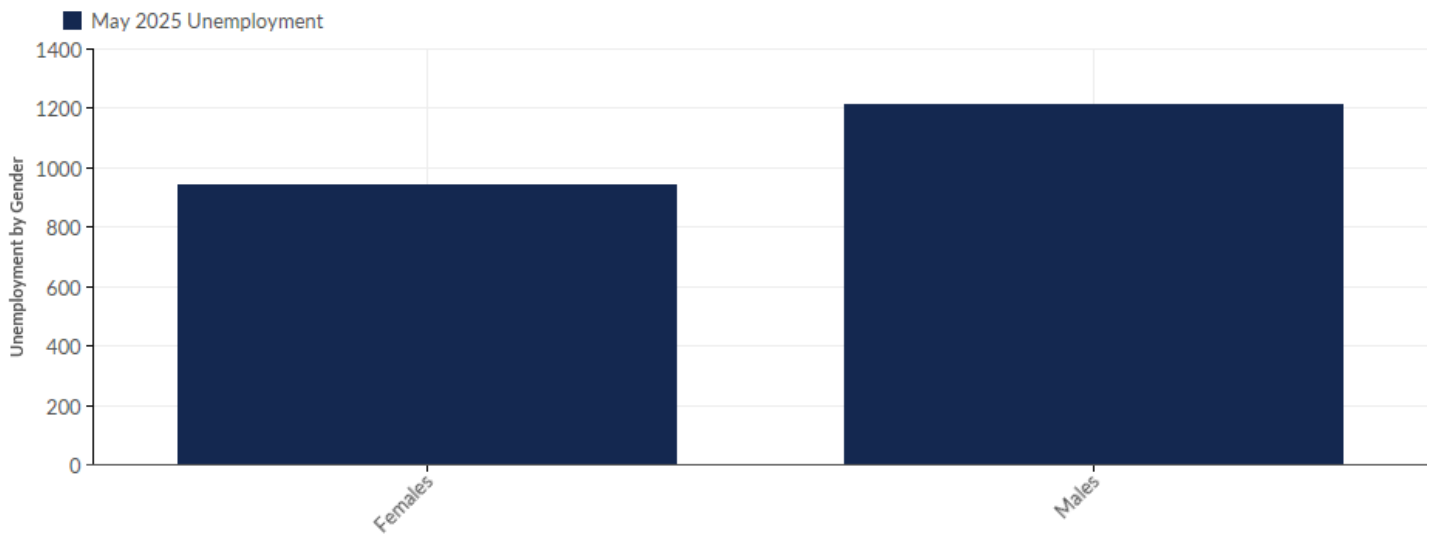
Unemployment by Demographics

Unemployment by Age



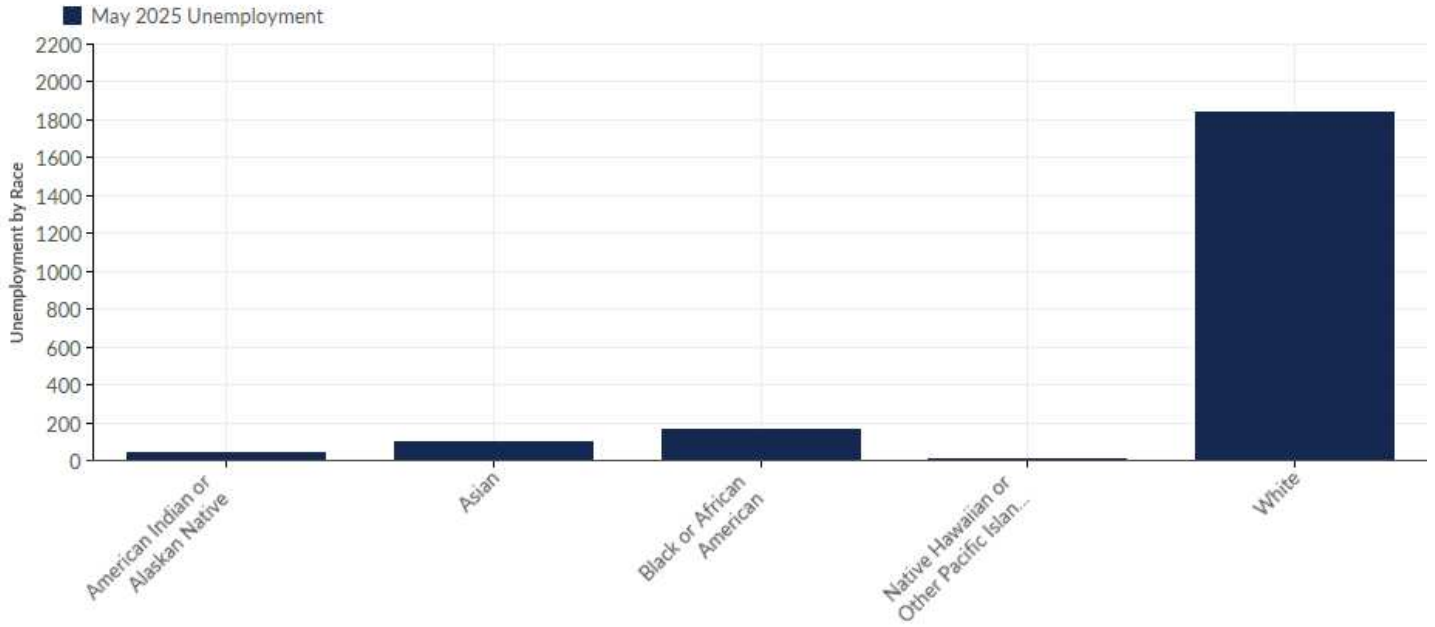
Age	Unemployment (May 2025)	% of Unemployed
< 22	41	1.90%
22-24	77	3.57%
25-34	427	19.80%
35-44	521	24.15%
45-54	480	22.25%
55-59	247	11.45%
60-64	224	10.38%
65+	139	6.44%
Total	2,157	100.00%

Unemployment by Gender



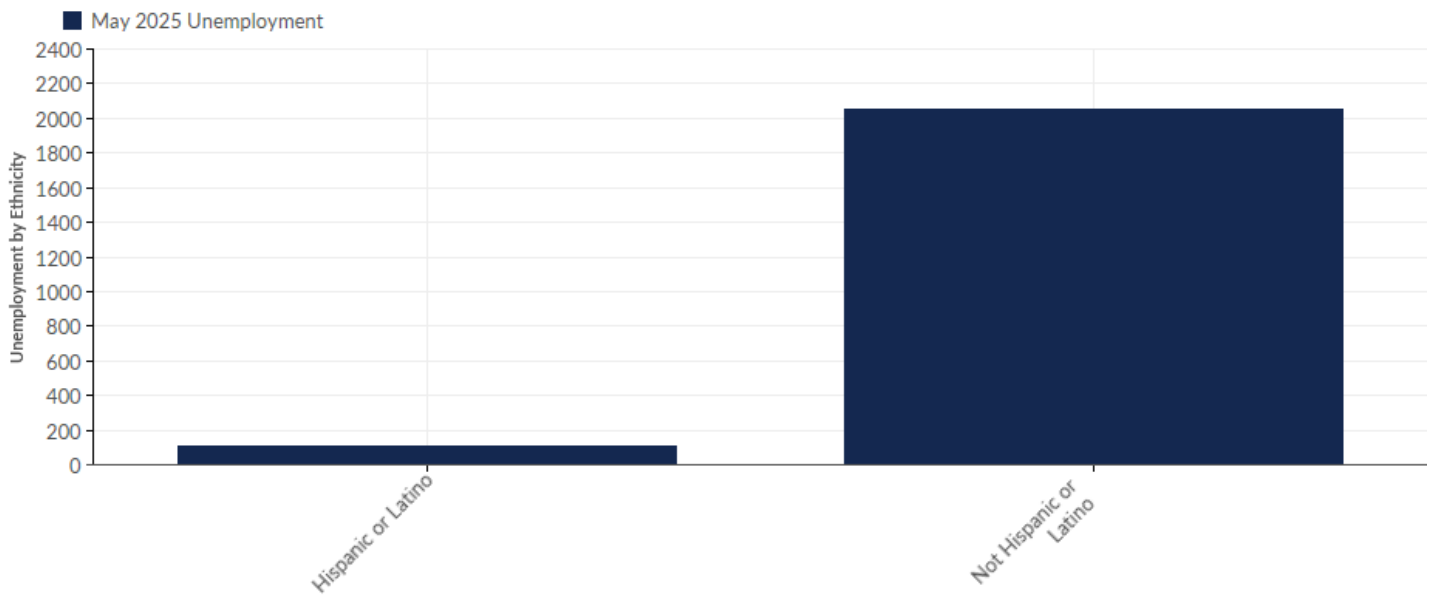
Gender	Unemployment (May 2025)	% of Unemployed
Females	943	43.72%
Males	1,214	56.28%
Total	2,157	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	45	2.09%
Asian	102	4.73%
Black or African American	163	7.56%
Native Hawaiian or Other Pacific Islander	5	0.23%
White	1,842	85.40%
Total	2,157	100.00%

Unemployment by Ethnicity

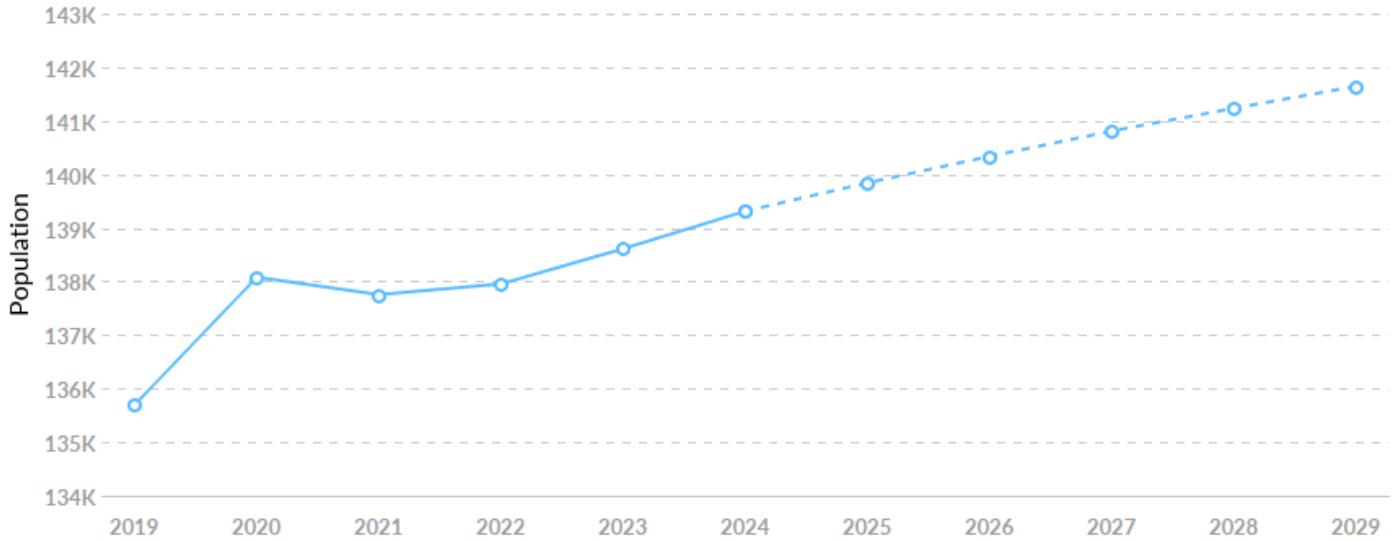


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	103	4.78%
Not Hispanic or Latino	2,054	95.22%
Total	2,157	100.00%

Historic & Projected Trends

Population Trends

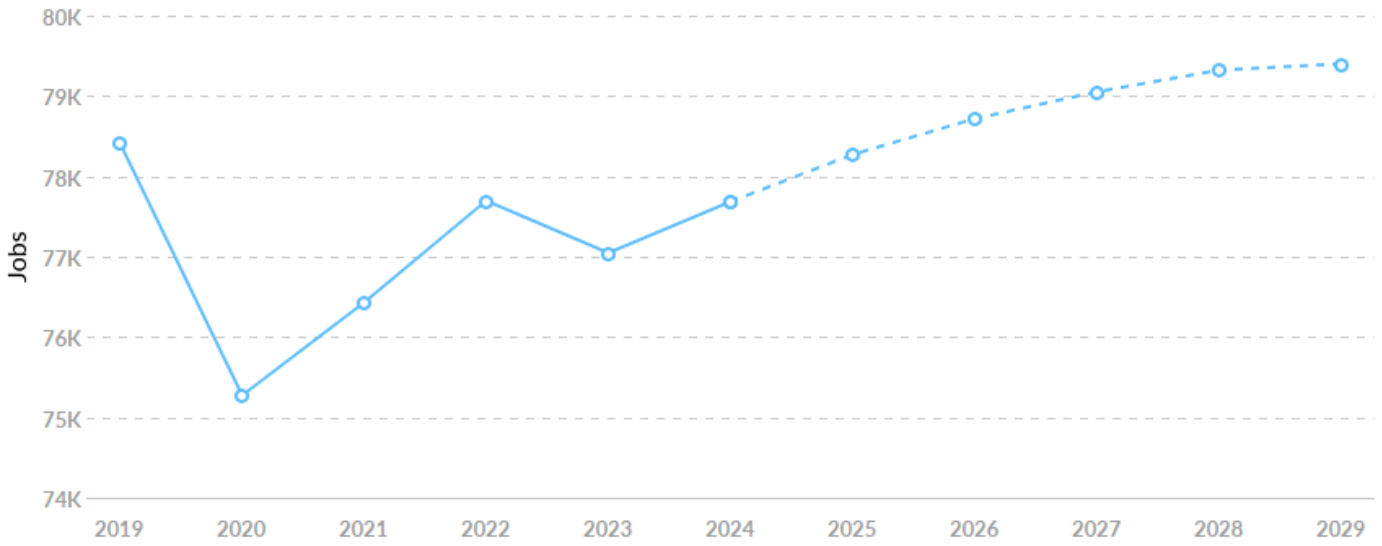
As of 2024 the region's population increased by 2.7% since 2019, growing by 3,617. Population is expected to increase by 1.7% between 2024 and 2029, adding 2,331.



Timeframe	Population
2019	135,697
2020	138,078
2021	137,755
2022	137,955
2023	138,612
2024	139,314
2025	139,843
2026	140,336
2027	140,810
2028	141,234
2029	141,646

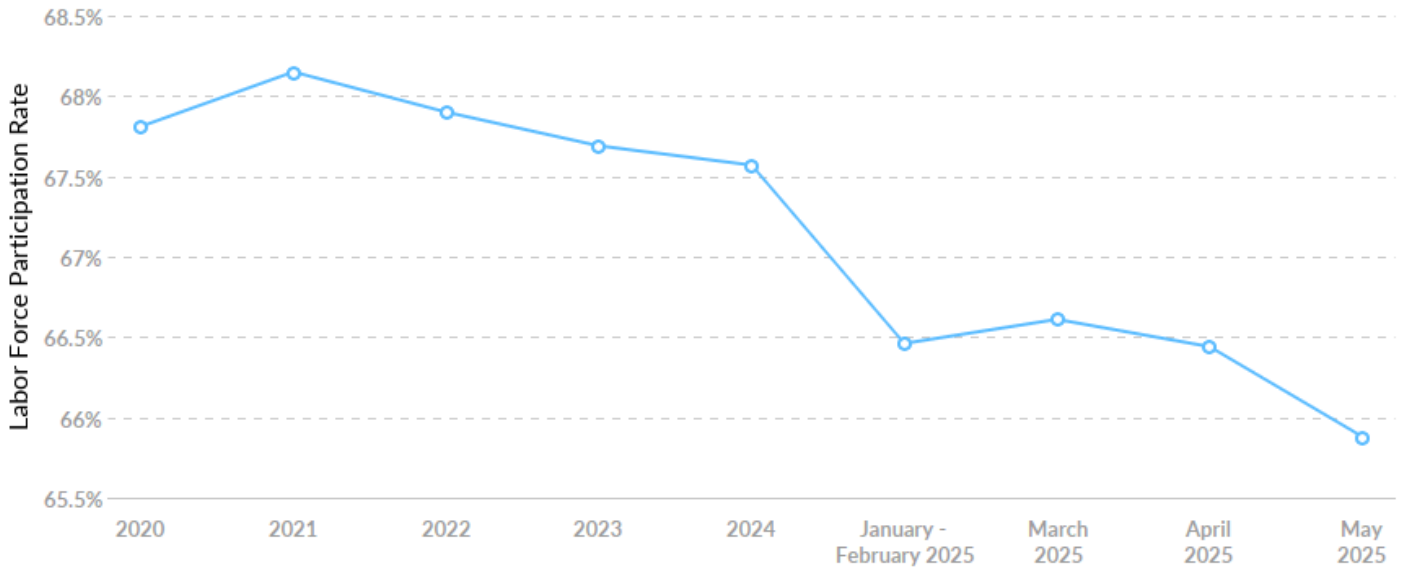
Job Trends

From 2019 to 2024, jobs declined by 0.9% in Marathon County, WI from 78,409 to 77,685. This change fell short of the national growth rate of 4.3% by 5.2%.



Timeframe	Jobs
2019	78,409
2020	75,271
2021	76,429
2022	77,697
2023	77,047
2024	77,685
2025	78,272
2026	78,717
2027	79,053
2028	79,322
2029	79,400

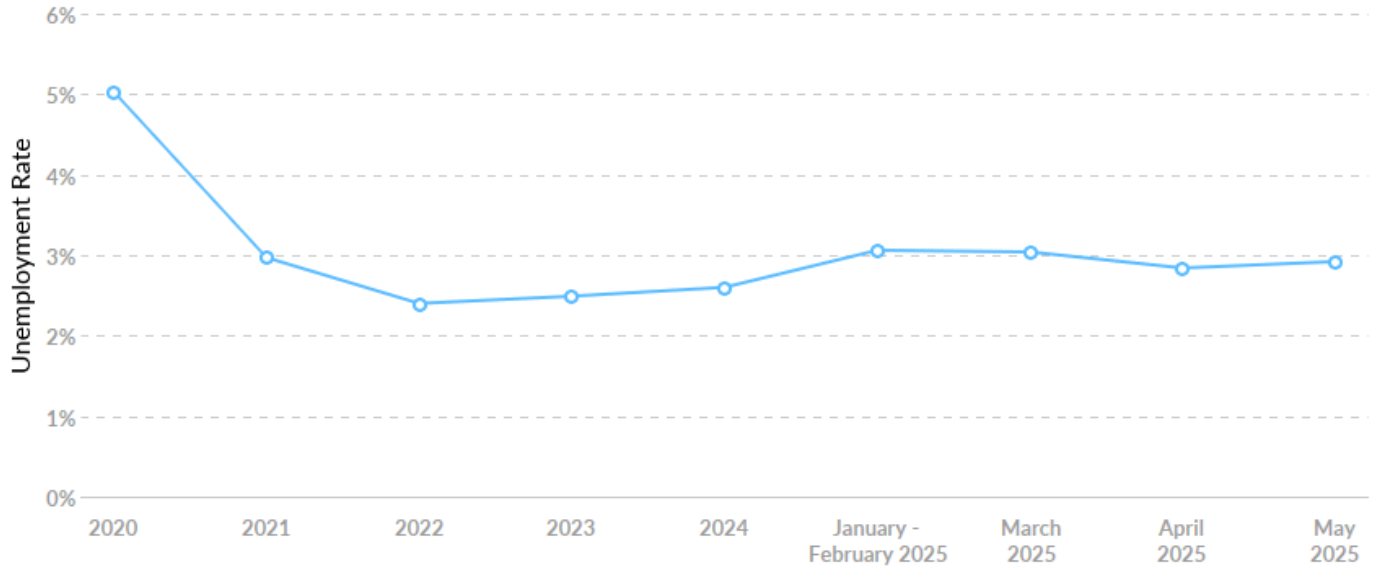
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	67.81%
2021	68.15%
2022	67.90%
2023	67.69%
2024	67.57%
January - February 2025	66.46%
March 2025	66.61%
April 2025	66.44%
May 2025	65.88%

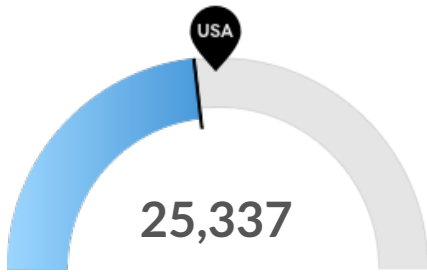
Unemployment Rate Trends

Marathon County, WI had a May 2025 unemployment rate of 2.92%, decreasing from 5.03% 5 years before.



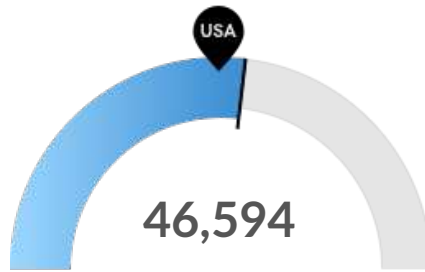
Timeframe	Unemployment Rate
2020	5.03%
2021	2.97%
2022	2.40%
2023	2.49%
2024	2.60%
January - February 2025	3.06%
March 2025	3.04%
April 2025	2.84%
May 2025	2.92%

Population Characteristics



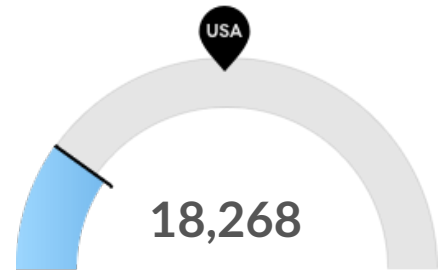
Millennials

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



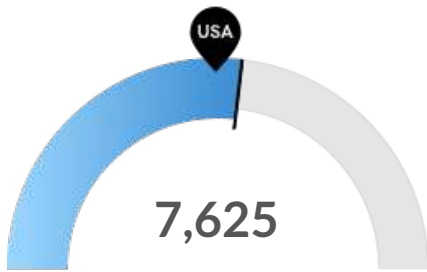
Retiring Soon

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.



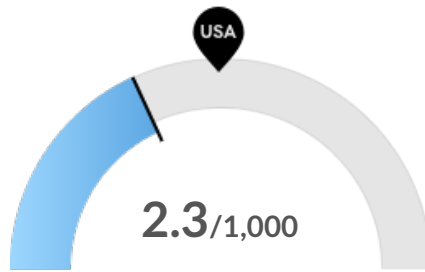
Racial Diversity

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.



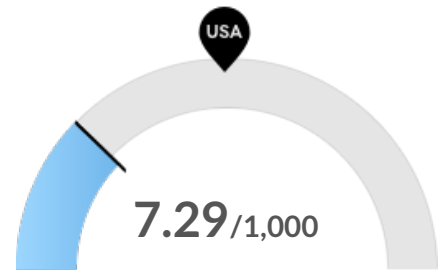
Veterans

Marathon County, WI has 7,625 veterans. The national average for an area this size is 6,858.



Violent Crime

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

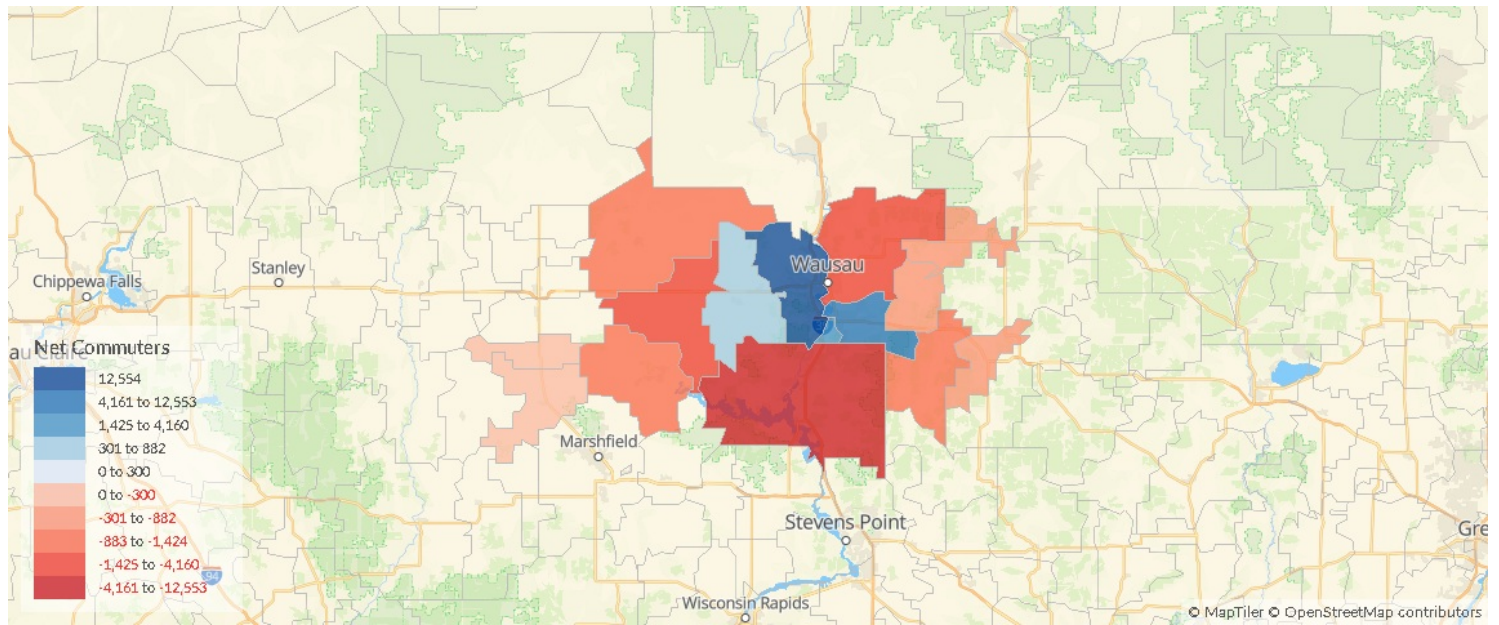


Property Crime

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...	29,087
54476	Schofield, WI (in Marath...	15,024
54403	Wausau, WI (in Maratho...	10,912
54455	Mosinee, WI (in Marath...	6,886
54474	Rothschild, WI (in Marat...	4,183

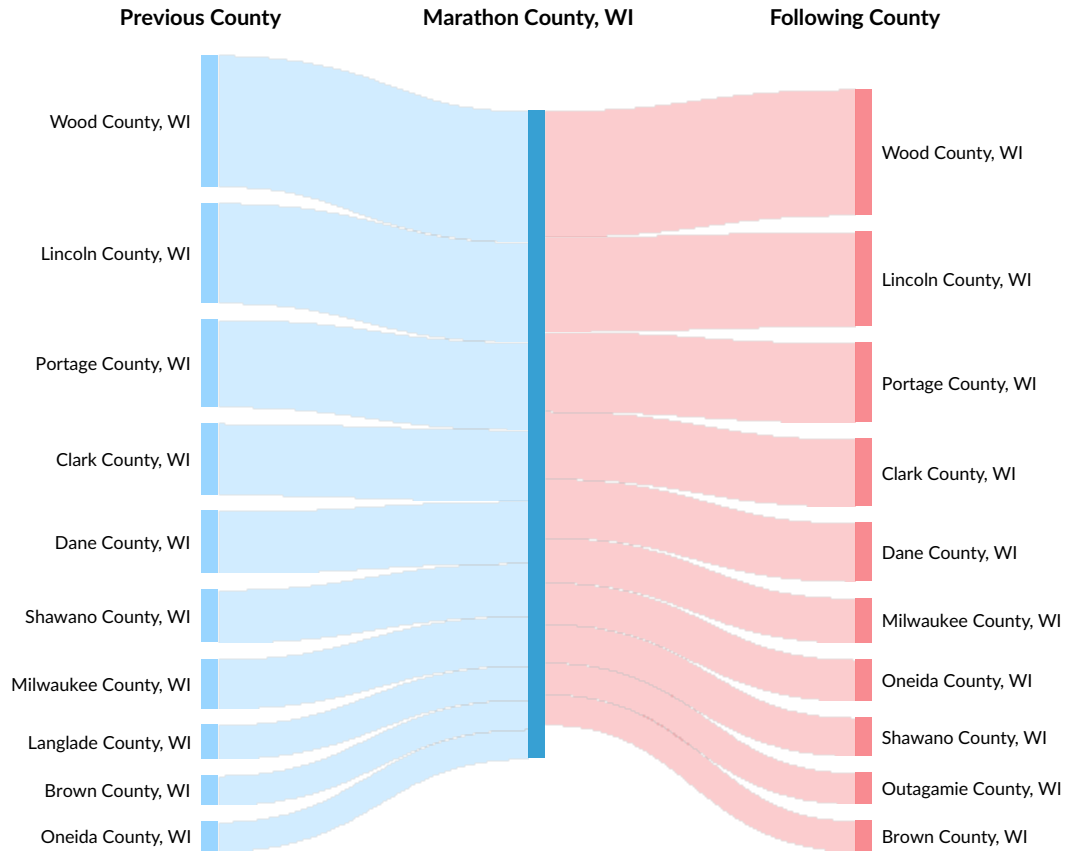
Where Talent Lives

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,533
54403	Wausau, WI (in Maratho...	12,638
54455	Mosinee, WI (in Marath...	11,048
54476	Schofield, WI (in Marath...	10,496
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 **345**.

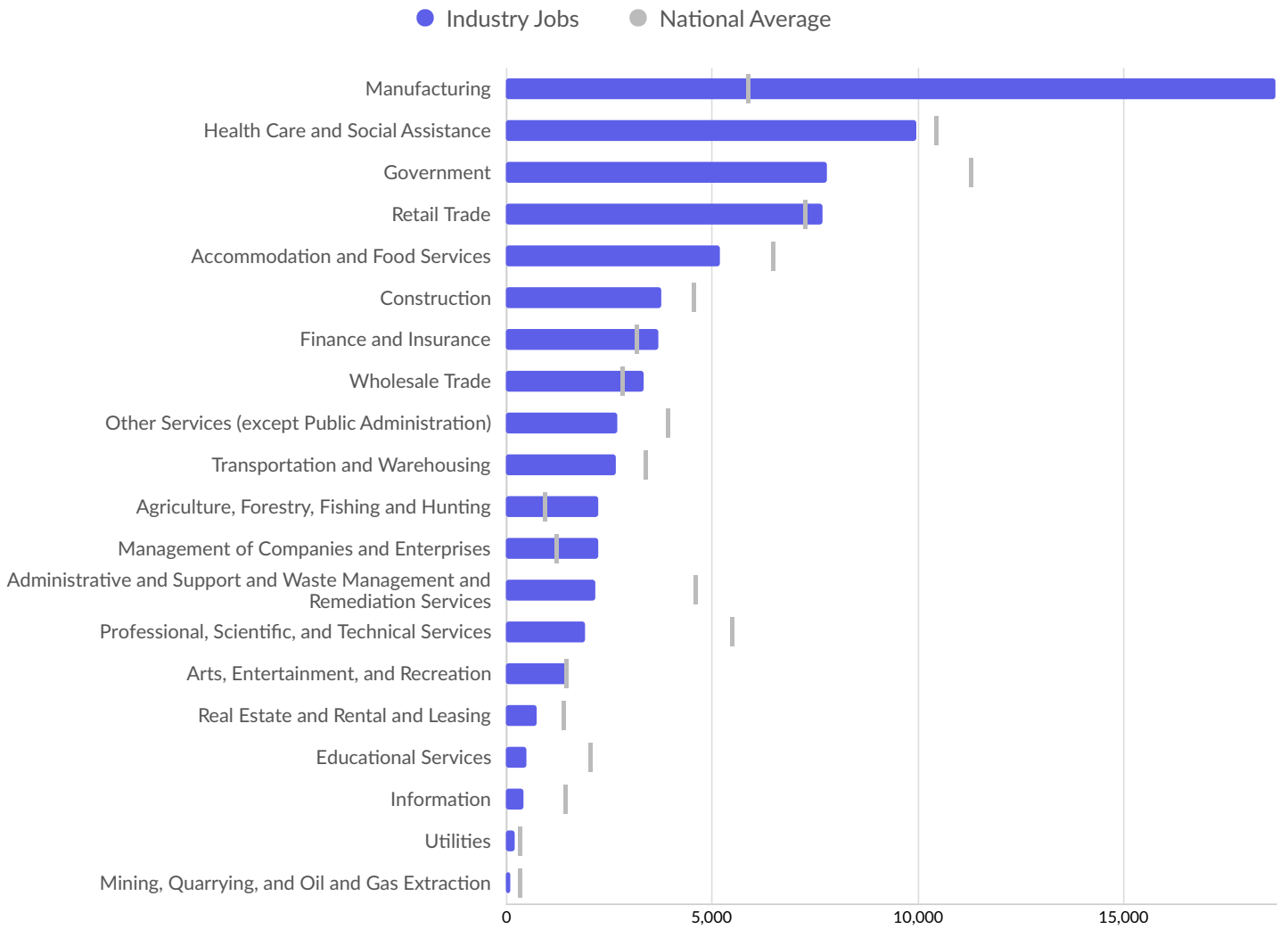


Top Previous Counties	Migrations
Wood County, WI	391
Lincoln County, WI	297
Portage County, WI	260
Clark County, WI	213
Dane County, WI	185
Shawano County, WI	157

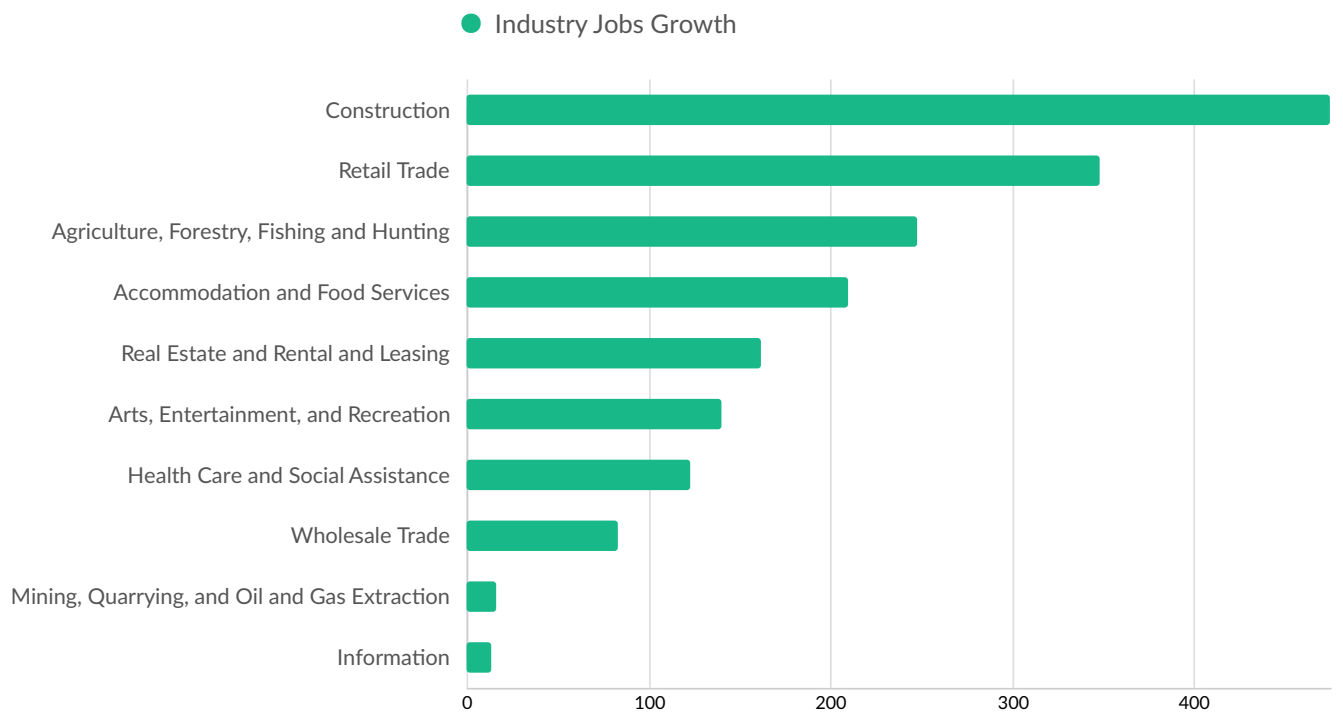
Top Previous Counties	Migrations
Milwaukee County, WI	147
Langlade County, WI	101
Brown County, WI	89
Oneida County, WI	88
Outagamie County, WI	78
Taylor County, WI	68
Winnebago County, WI	67
Eau Claire County, WI	64
Hennepin County, MN	50
Top Following Counties	Migrations
Wood County, WI	375
Lincoln County, WI	282
Portage County, WI	237
Clark County, WI	201
Dane County, WI	175
Milwaukee County, WI	134
Oneida County, WI	124
Shawano County, WI	115
Outagamie County, WI	94
Brown County, WI	91
Taylor County, WI	90
Eau Claire County, WI	88
Winnebago County, WI	63
Langlade County, WI	61
Hennepin County, MN	54

Industry Characteristics

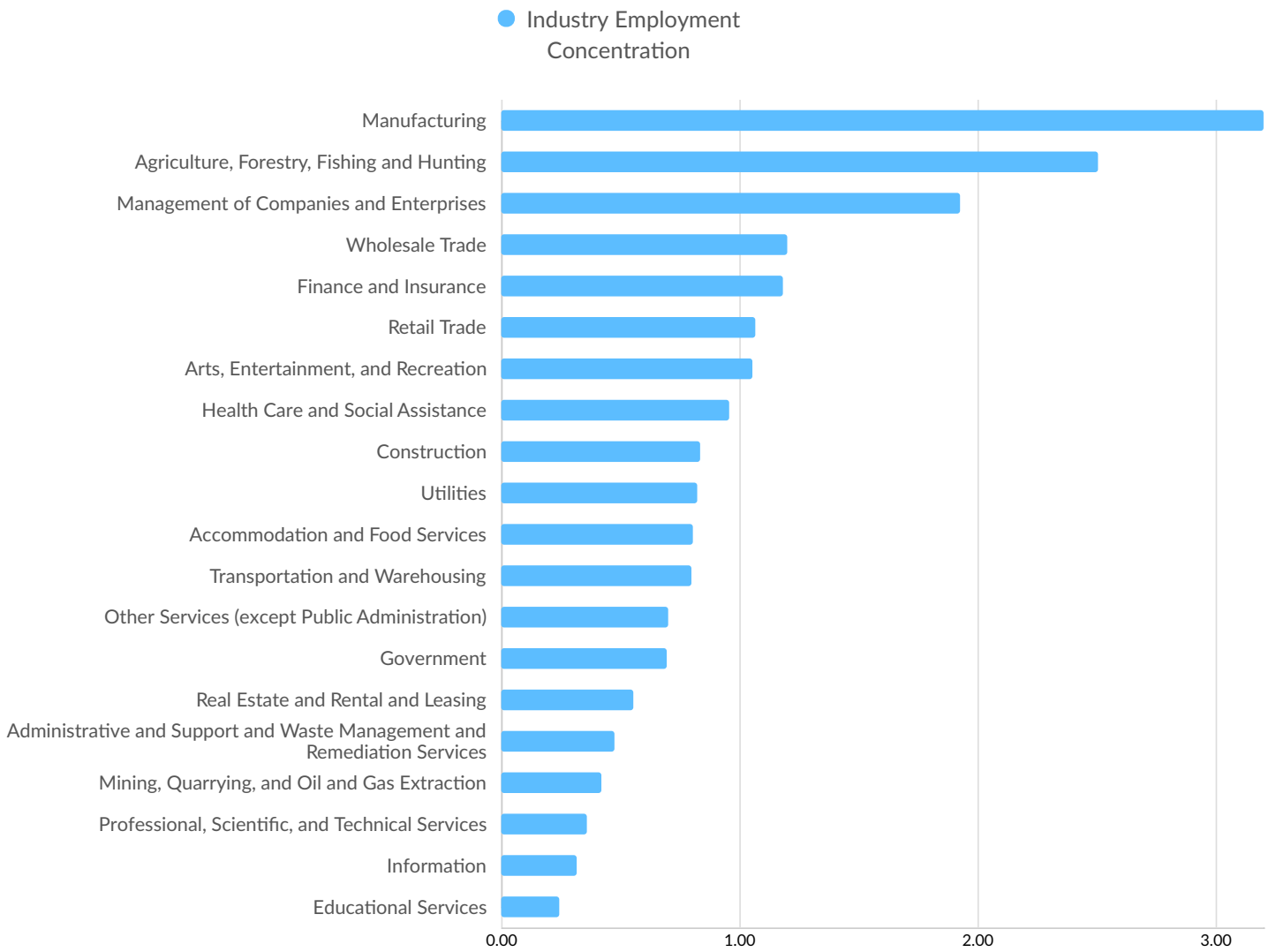
Largest Industries



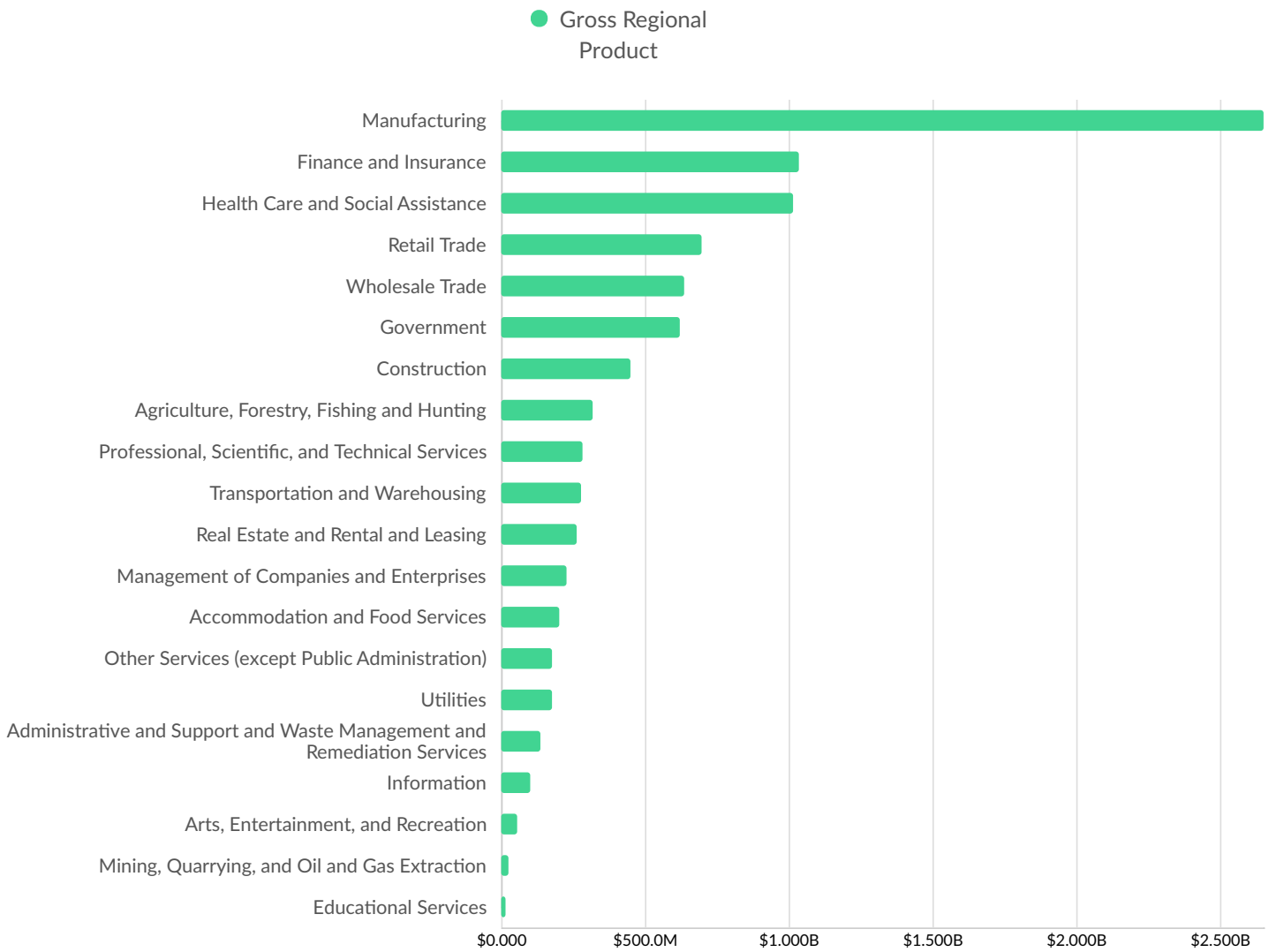
Top Growing Industries



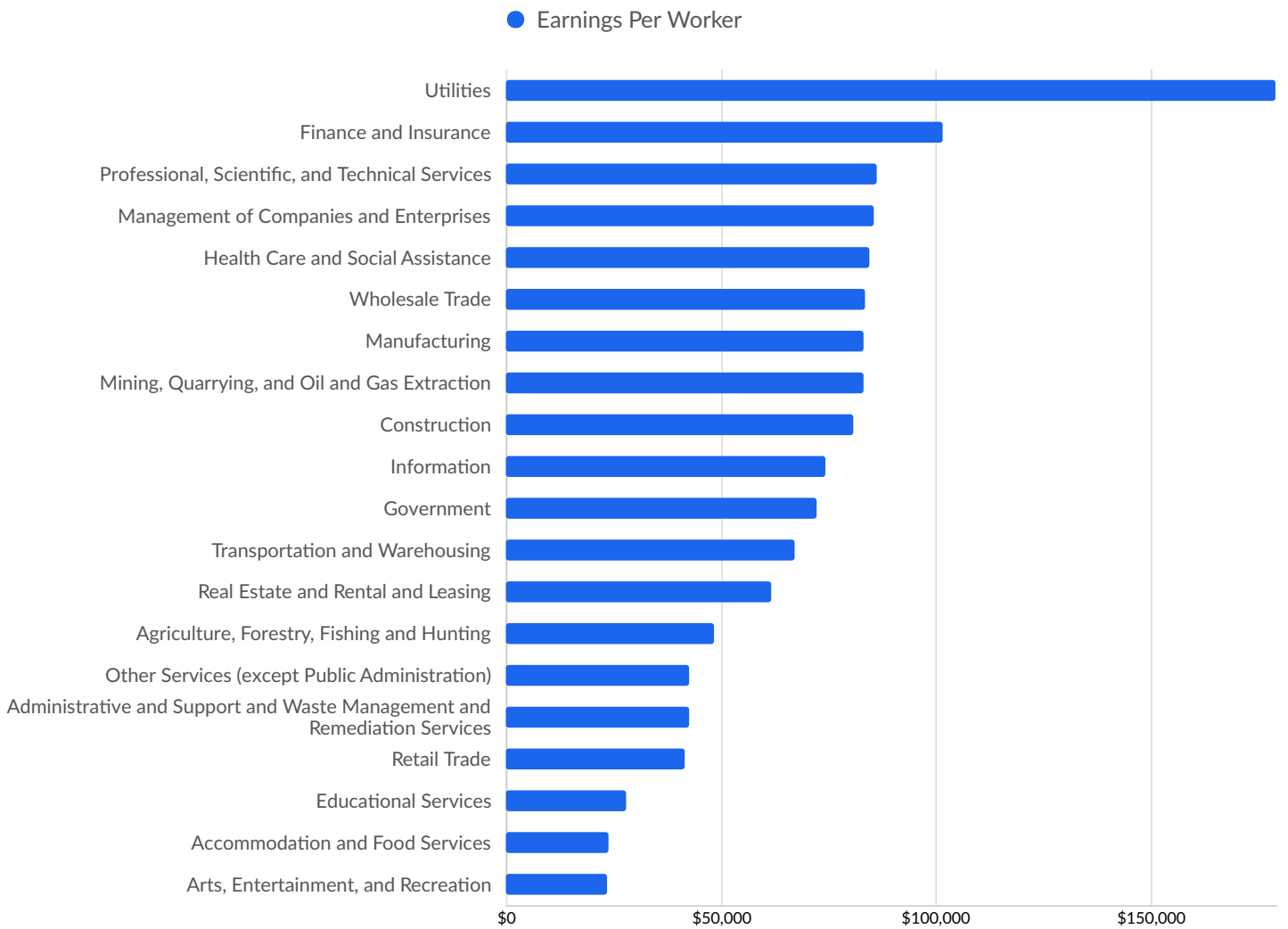
Top Industry Employment Concentration



Top Industry GRP















Top Industry Earnings



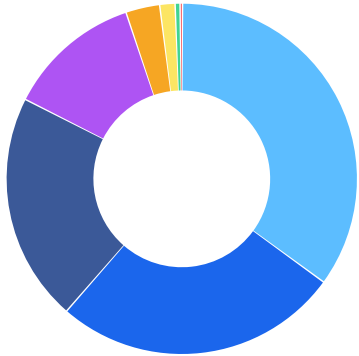
Business Characteristics

9,707 Companies Employ Your Workers

Online profiles for your workers mention 9,707 companies as employers, with the top 10 appearing below. In the last 12 months, 1,895 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	961 	Aspirus	1,262 
Marshfield Clinic	529 	Marshfield Clinic	584 
Greenheck	455 	Gqr	231 
Northcentral Technical College	346 	Aya Healthcare	226 
Liberty Mutual	308 	Anders Group	218 
Wausau School District	288 	Pick And Save	207 
UnitedHealth Group	232 	Service First Staffing	199 
Aqua Finance	218 	Northcentral Technical College	183 
Sentry	173 	Ardor Health Solutions	164 
Church Mutual Insurance Comp...	172 	GPM Investments	159 

Business Size

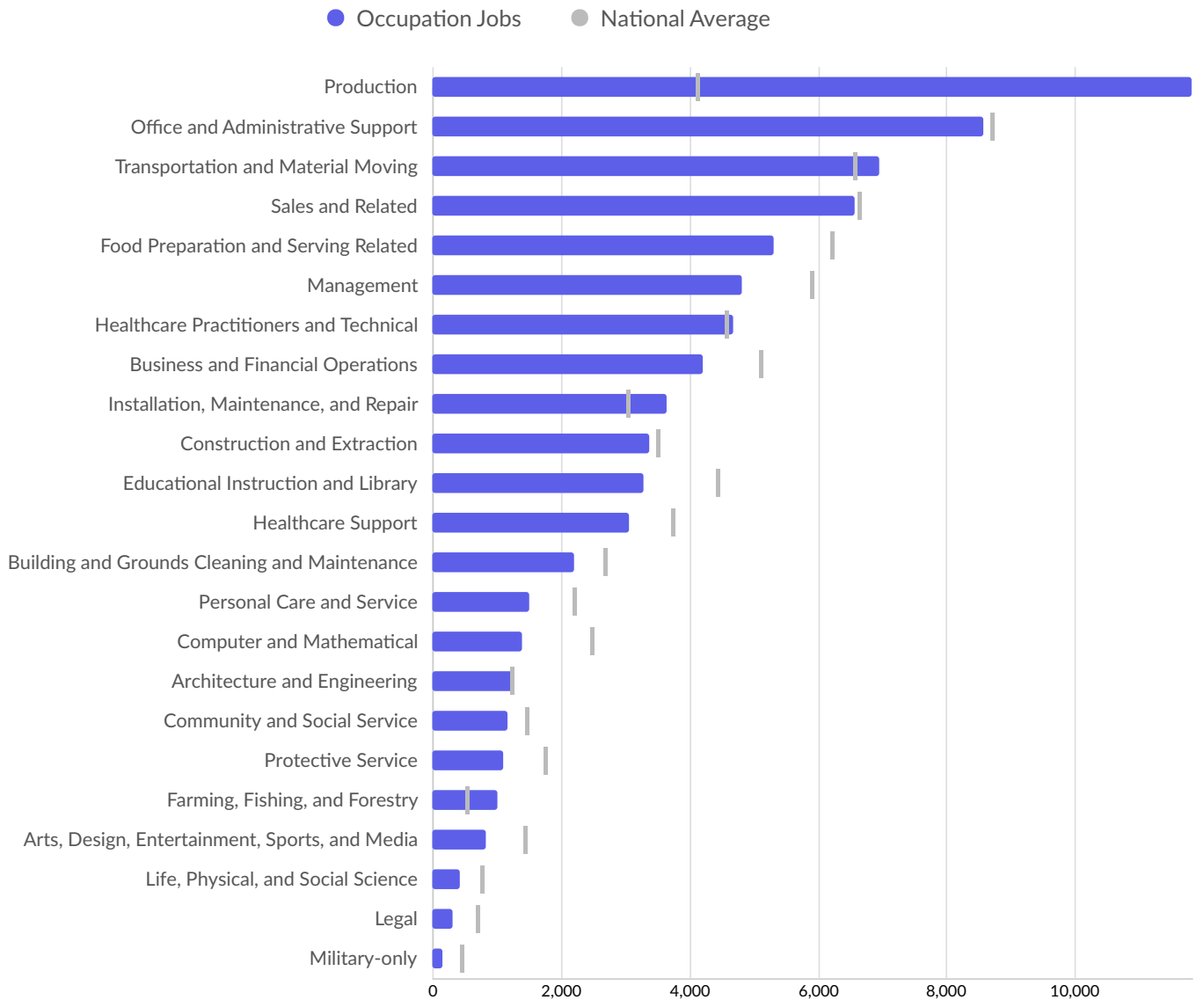


	Percentage	Business Count
● 1 to 4 employees	34.9%	2,008
● 5 to 9 employees	26.4%	1,517
● 10 to 19 employees	21.1%	1,211
● 20 to 49 employees	12.4%	711
● 50 to 99 employees	3.1%	180
● 100 to 249 employees	1.4%	81
● 250 to 499 employees	0.5%	26
● 500+ employees	0.2%	13

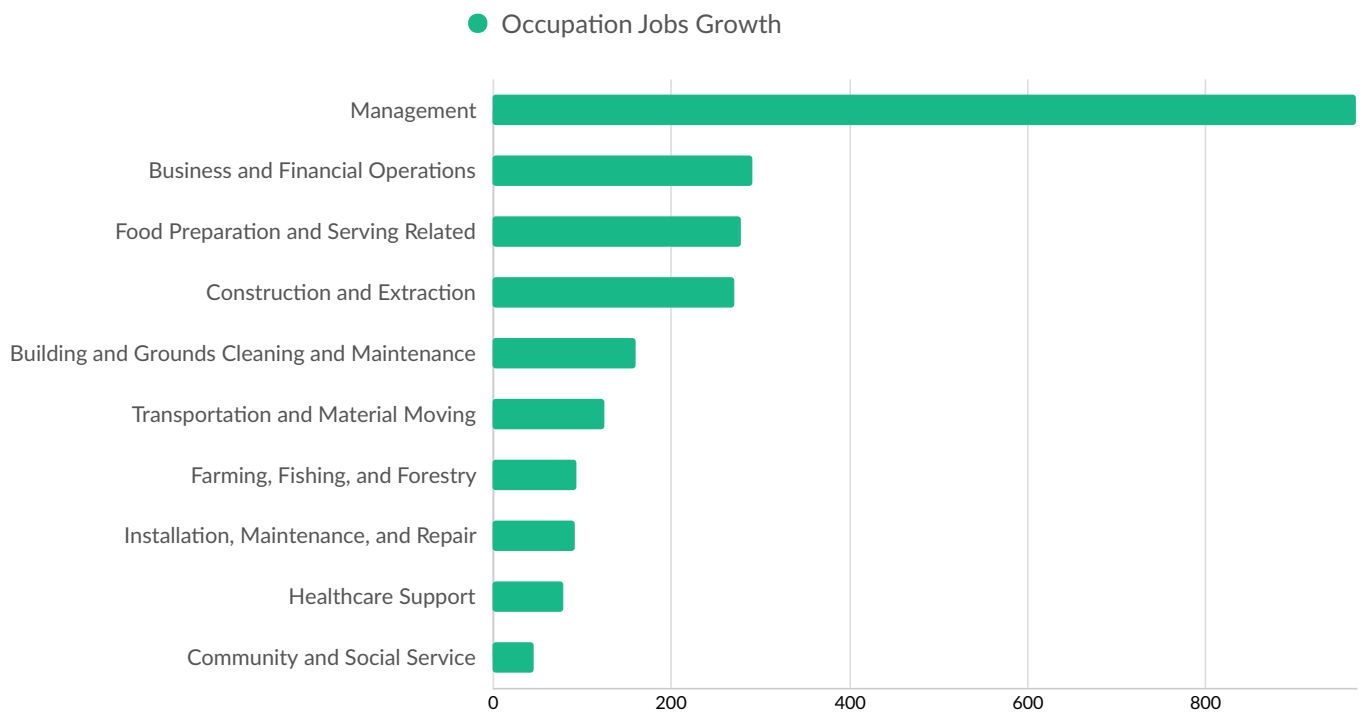
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

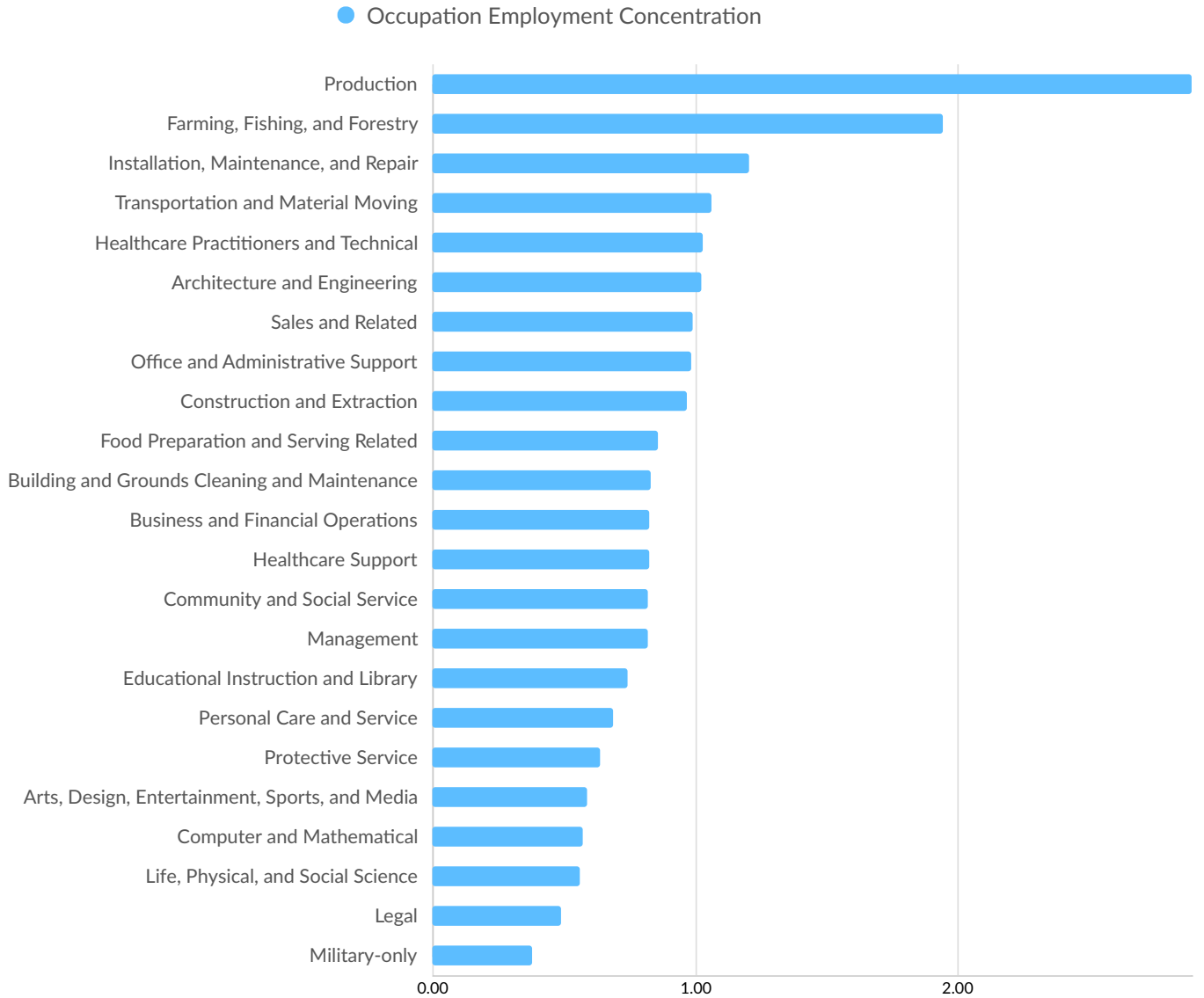
Largest Occupations



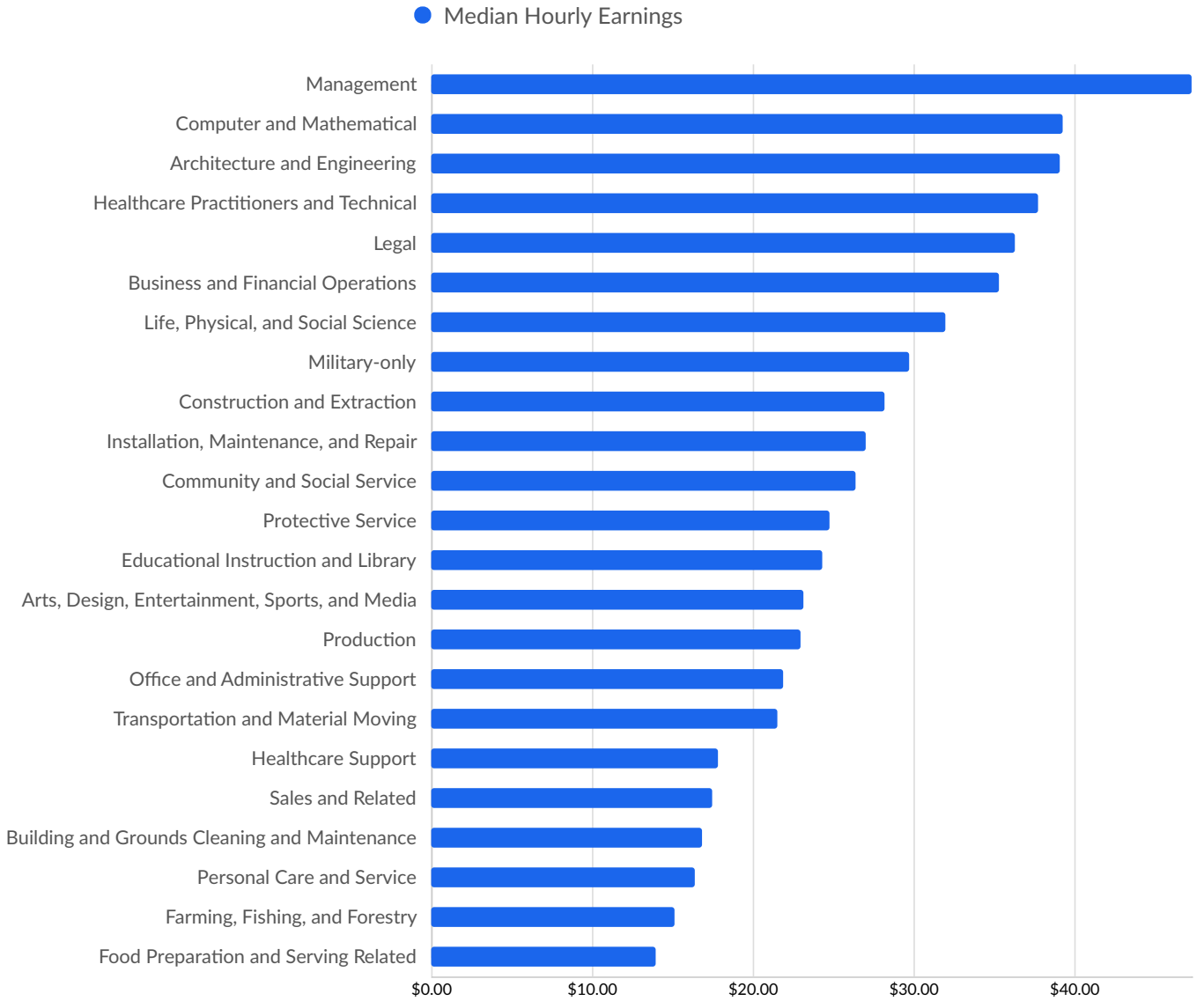
Top Growing Occupations



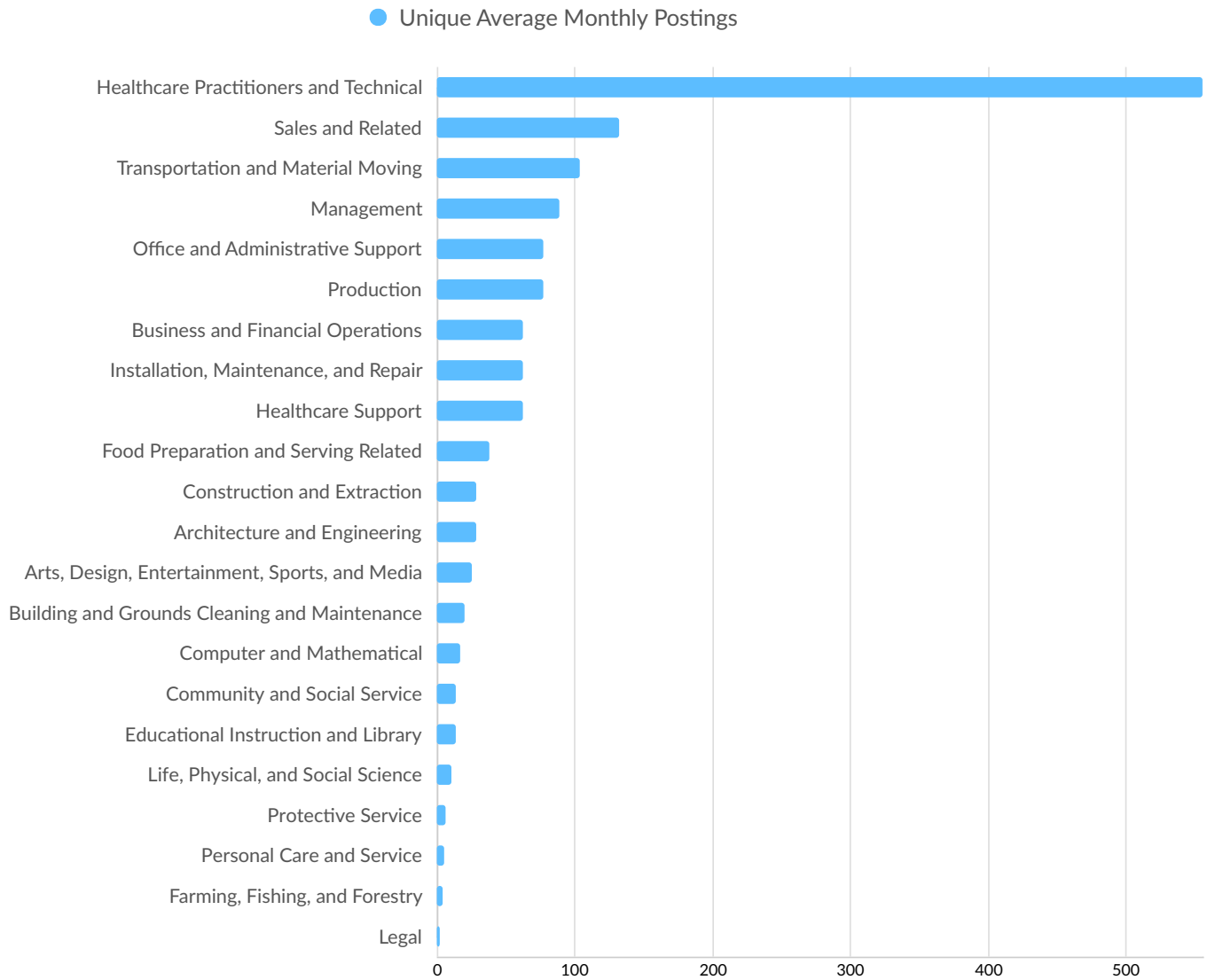
Top Occupation Employment Concentration



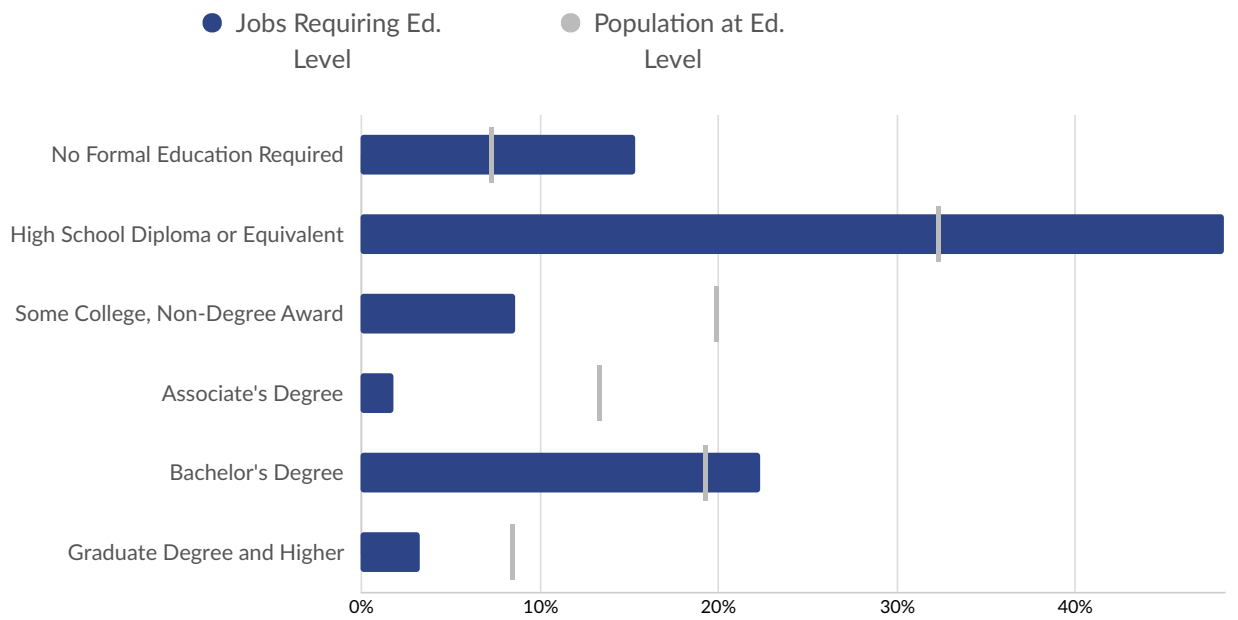
Top Occupation Earnings



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

