



# 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

139,091

Population (2024)

Population **grew by 3,394** over the last 5 years and is projected to **grow by 2,545** over the next 5 years.

77,760

Total Regional Employment

Jobs **decreased by 642** over the last 5 years but are projected to **grow by 1,738** over the next 5 years.

\$76.2K

Median Household Income (2023)

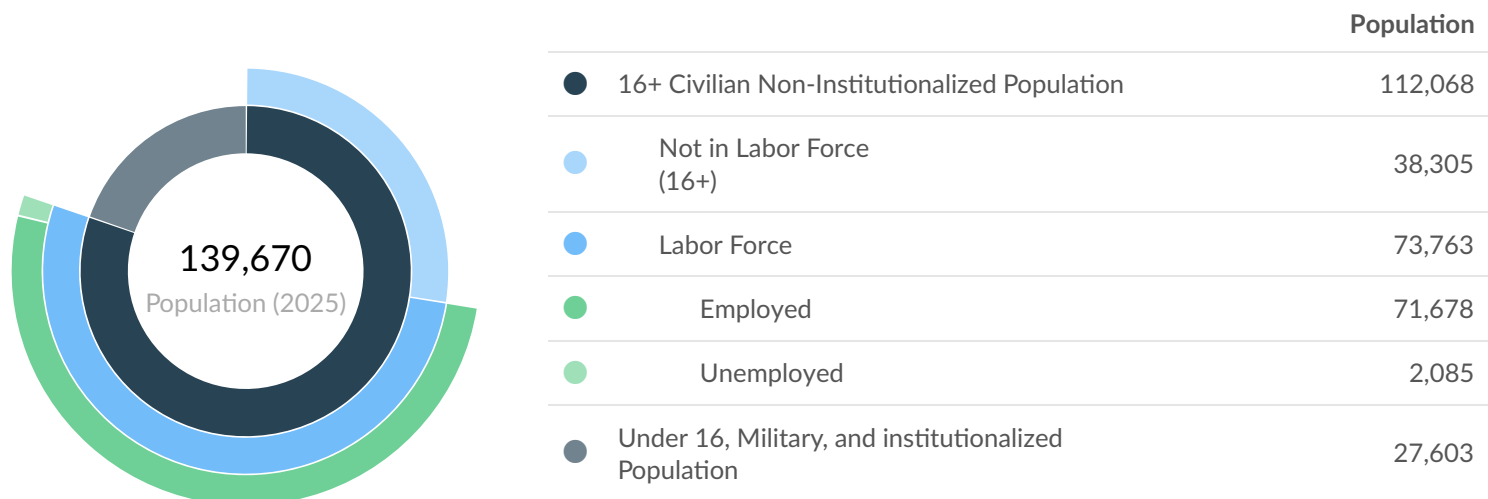
Median household income is **\$2.4K below** the national median household income of \$78.5K.

## Takeaways

- As of 2024 the region's population **increased by 2.5%** since 2019, growing by 3,394. Population is expected to **increase by 1.8%** between 2024 and 2029, adding 2,545.
- From 2019 to 2024, jobs **declined by 0.8%** in Marathon County, WI from 78,402 to **77,760**. This change **fell short of the national growth rate of 4.4% by 5.2%**. As the number of jobs declined, the **labor force participation rate decreased from 69.5% to 67.4% between 2019 and 2024**.
- Concerning educational attainment, **19.2% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **13.3% hold an Associate's Degree** (4.5% 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.

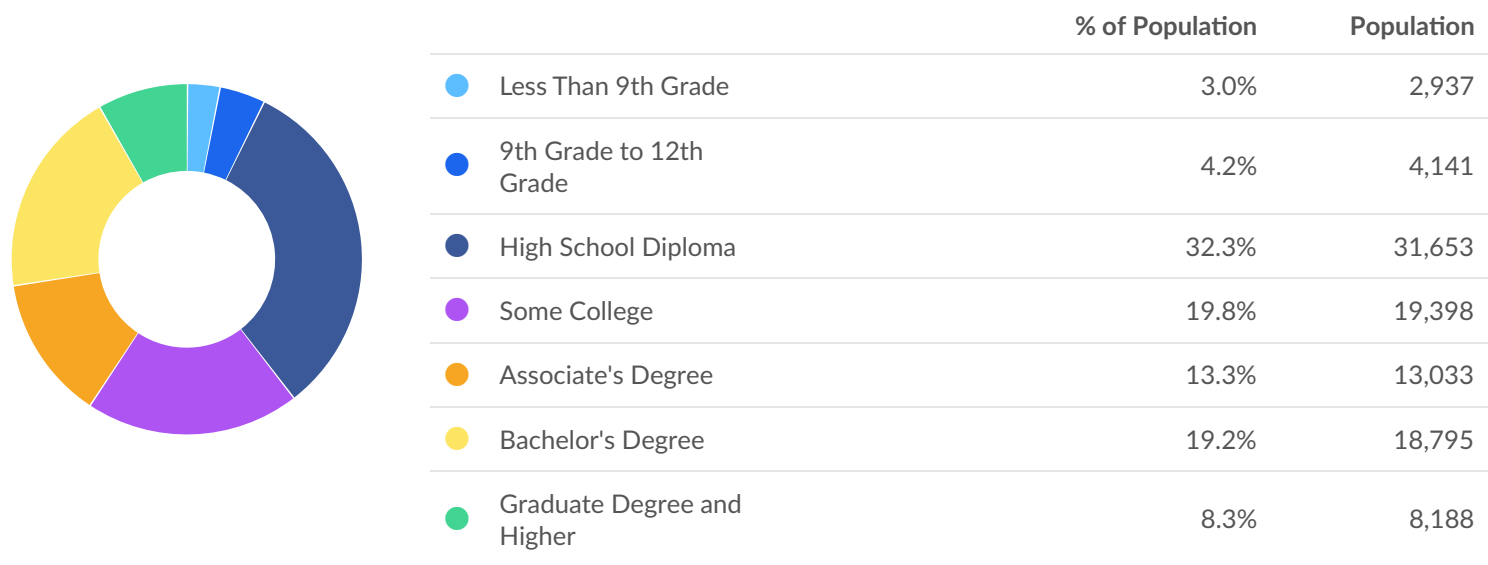
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	139,670	73,763	77,760	99.8	\$10.23B	\$11.85B	\$12.00B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

## Aug 2025 Labor Force Breakdown



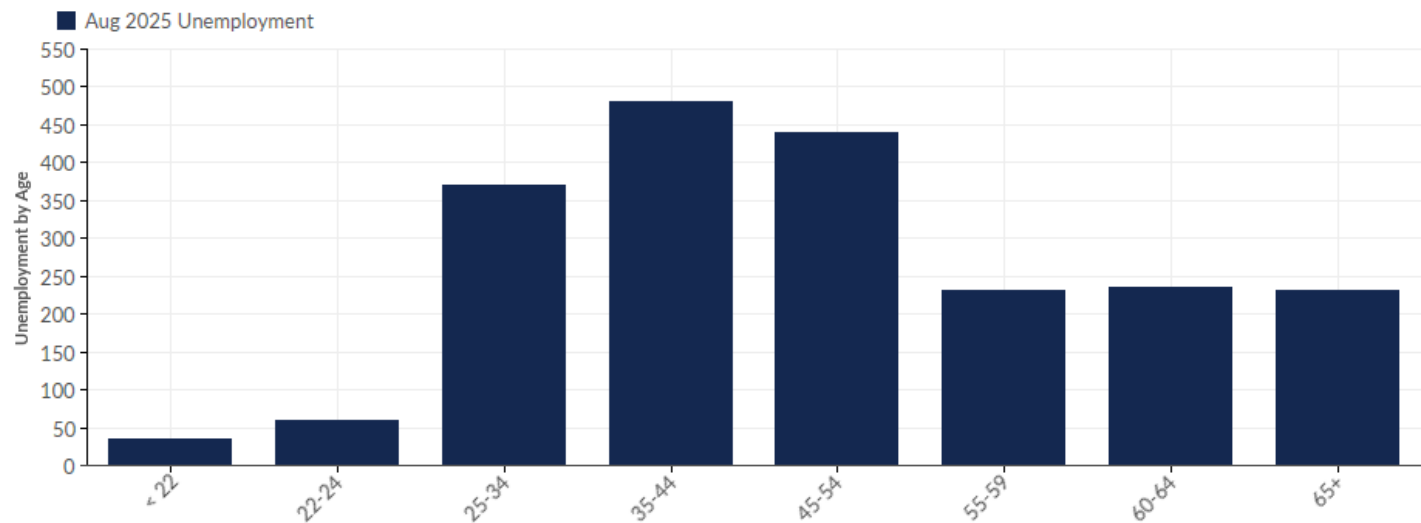
## Educational Attainment

Concerning educational attainment, **19.2% of Marathon County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **13.3% hold an Associate's Degree** (4.5% above the national average).



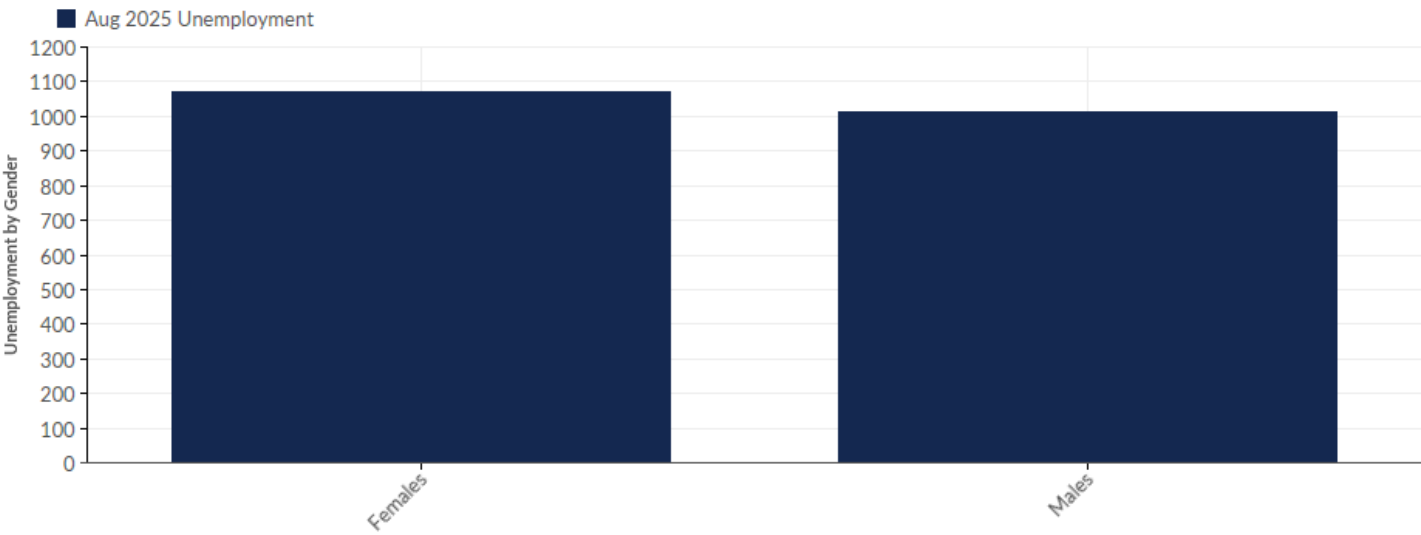
# Unemployment by Demographics

## Unemployment by Age



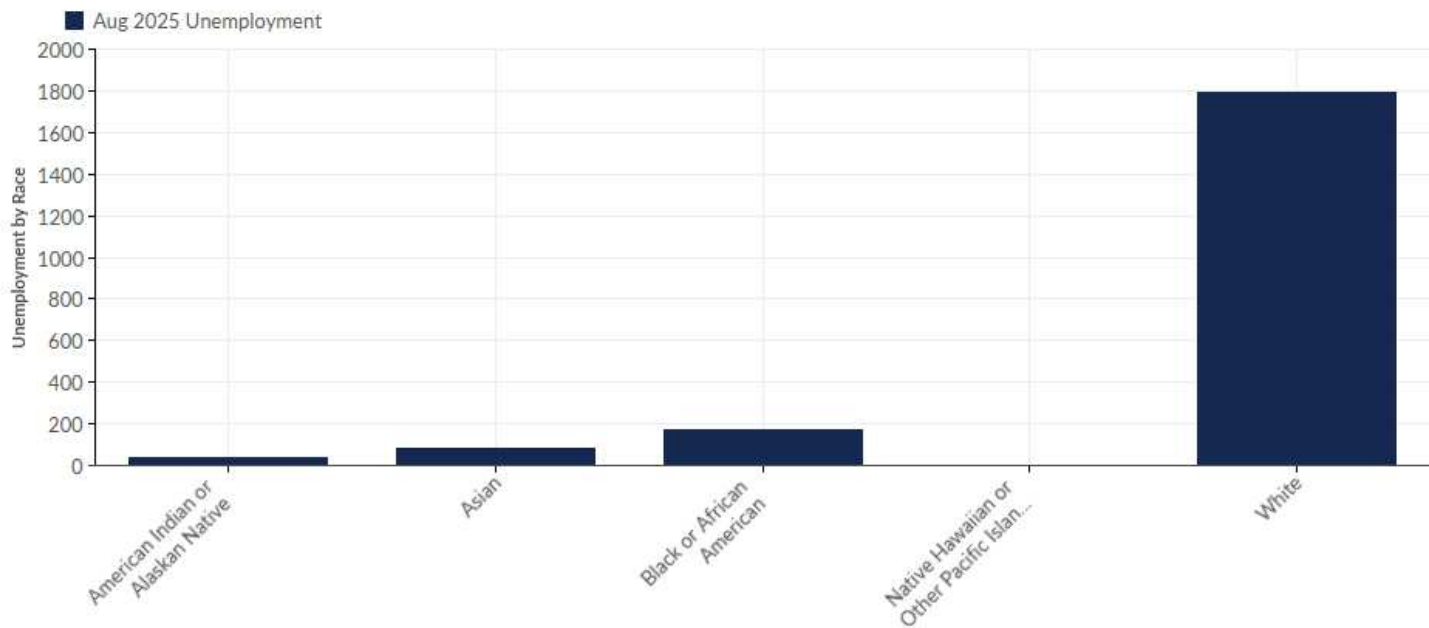
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	35	1.68%
22-24	60	2.88%
25-34	371	17.79%
35-44	481	23.07%
45-54	440	21.10%
55-59	232	11.13%
60-64	235	11.27%
65+	230	11.03%
Total	2,085	100.00%

Unemployment by Gender



Gender	Unemployment (Aug 2025)	% of Unemployed
Females	1,072	51.41%
Males	1,013	48.59%
Total	2,085	100.00%

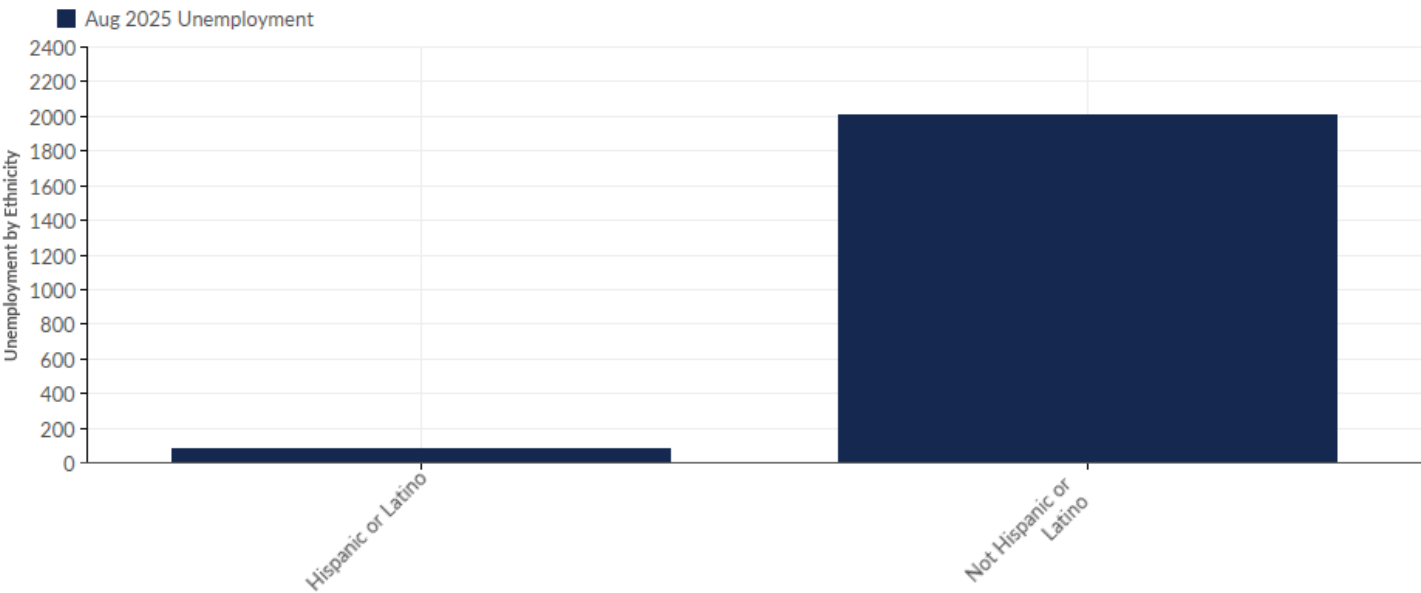
## Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	41	1.97%
Asian	80	3.84%
Black or African American	172	8.25%
Native Hawaiian or Other Pacific Islander	4	0.19%
White	1,789	85.80%
Total	2,085	100.00%



## Unemployment by Ethnicity

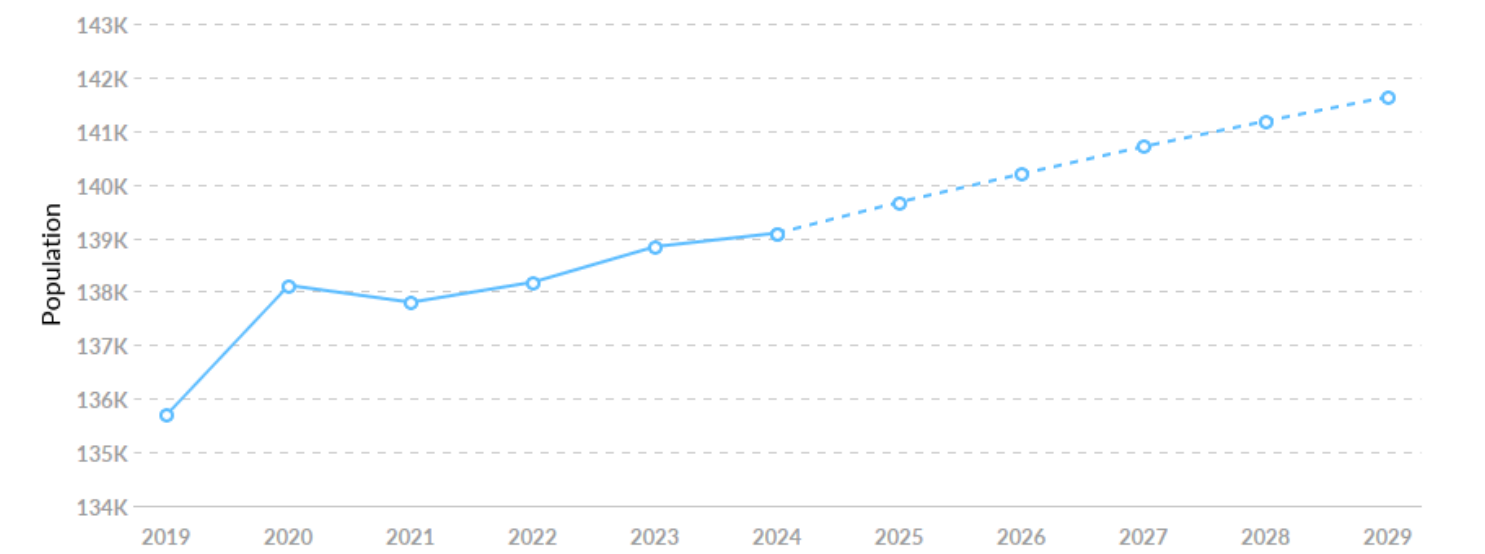


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	80	3.84%
Not Hispanic or Latino	2,005	96.16%
Total	2,085	100.00%

# Historic & Projected Trends

## Population Trends

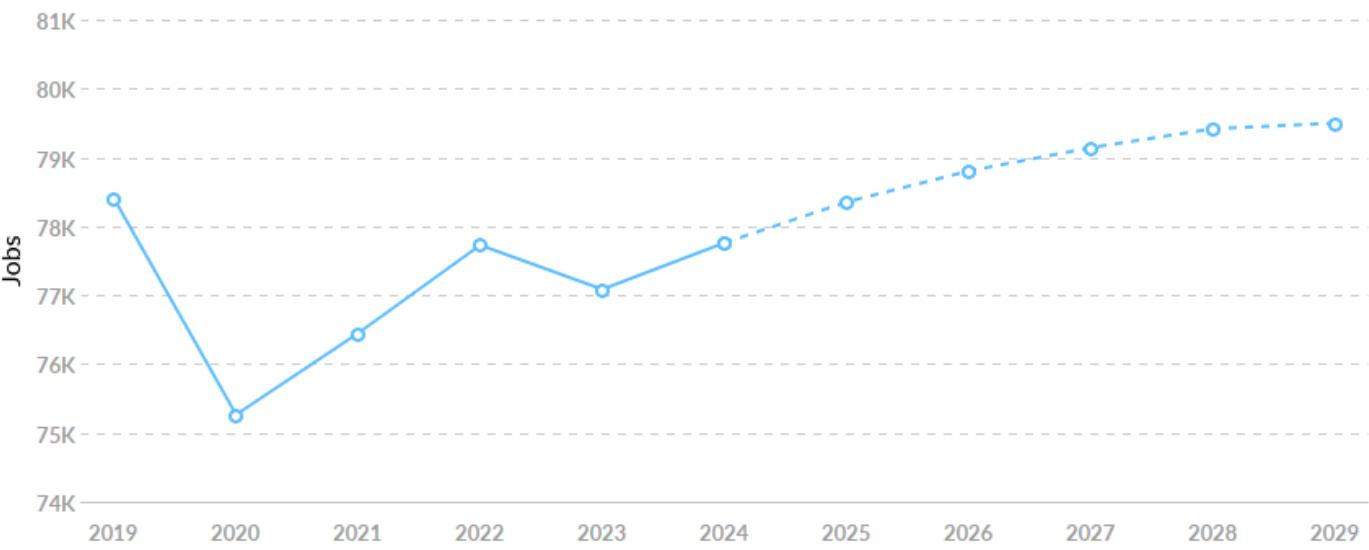
As of 2024 the region's population **increased by 2.5%** since 2019, growing by 3,394. Population is expected to **increase by 1.8%** between 2024 and 2029, adding 2,545.



Timeframe	Population
2019	135,697
2020	138,114
2021	137,798
2022	138,175
2023	138,838
2024	139,091
2025	139,670
2026	140,197
2027	140,707
2028	141,183
2029	141,636

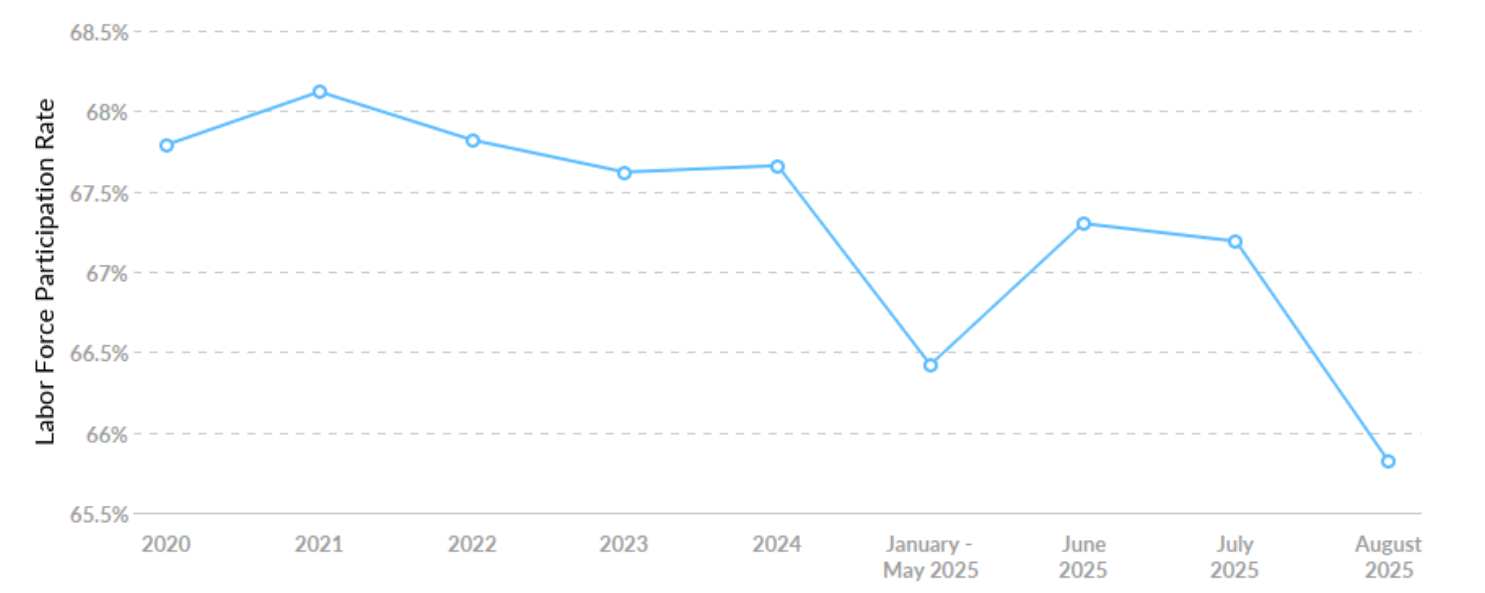
## Job Trends

From 2019 to 2024, jobs **declined by 0.8%** in Marathon County, WI from 78,402 to **77,760**. This change **fell short of the national growth rate of 4.4%** by 5.2%.



Timeframe	Jobs
2019	78,402
2020	75,262
2021	76,446
2022	77,726
2023	77,084
2024	77,760
2025	78,353
2026	78,803
2027	79,142
2028	79,416
2029	79,498

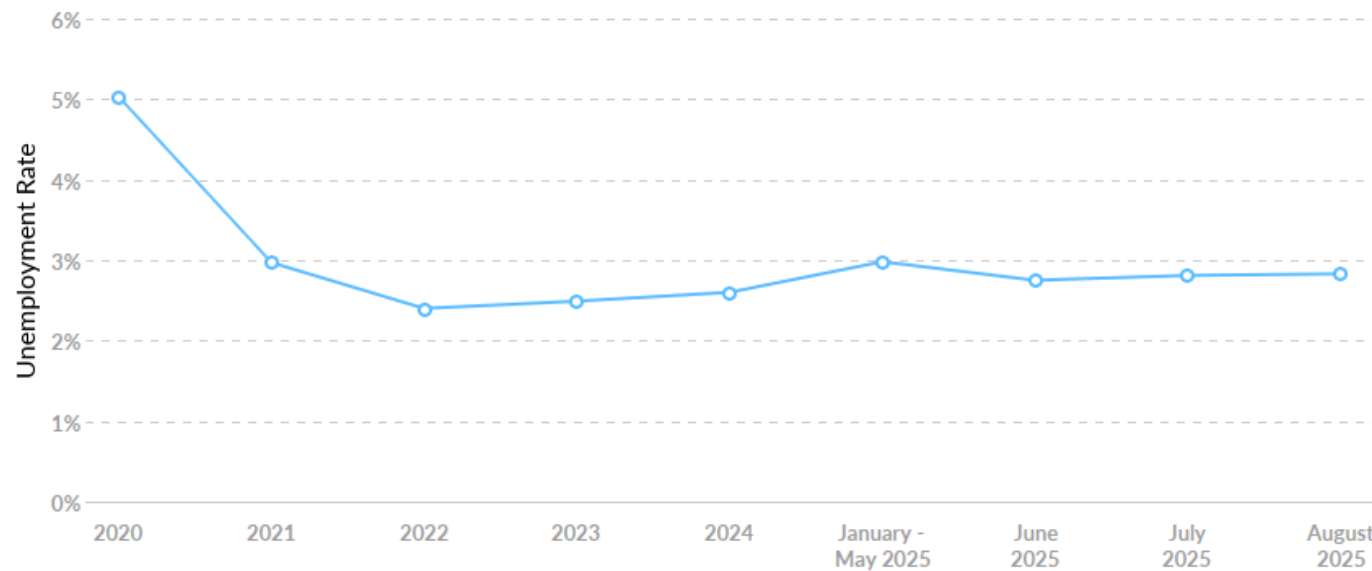
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	67.79%
2021	68.12%
2022	67.82%
2023	67.62%
2024	67.66%
January - May 2025	66.42%
June 2025	67.30%
July 2025	67.19%
August 2025	65.82%

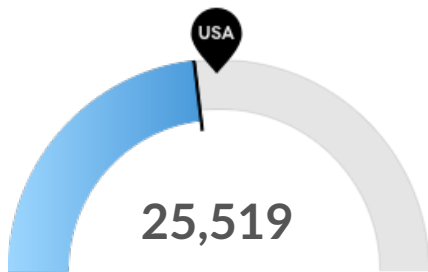
## Unemployment Rate Trends

Marathon County, WI had an August 2025 unemployment rate of 2.83%, **decreasing from 5.03%** 5 years before.



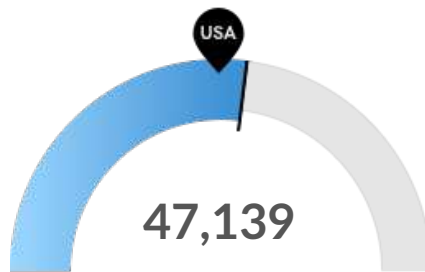
Timeframe	Unemployment Rate
2020	5.03%
2021	2.97%
2022	2.40%
2023	2.49%
2024	2.60%
January - May 2025	2.98%
June 2025	2.75%
July 2025	2.81%
August 2025	2.83%

## Population Characteristics



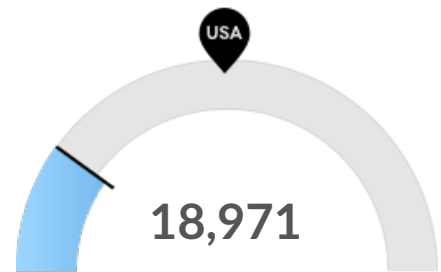
**Millennials**

Marathon County, WI has 25,519 millennials (ages 25-39). The national average for an area this size is 28,473.



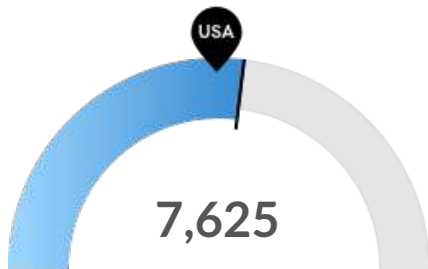
**Retiring Soon**

Retirement risk is high in Marathon County, WI. The national average for an area this size is 42,058 people 55 or older, while there are 47,139 here.



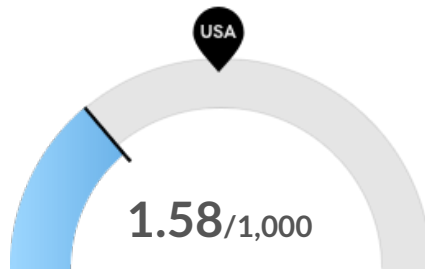
**Racial Diversity**

Racial diversity is low in Marathon County, WI. The national average for an area this size is 59,167 racially diverse people, while there are 18,971 here.



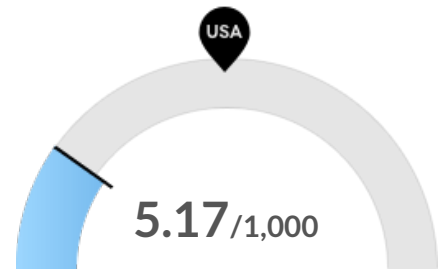
**Veterans**

Marathon County, WI has 7,625 veterans. The national average for an area this size is 6,830.



**Violent Crime**

Marathon County, WI has 1.58 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

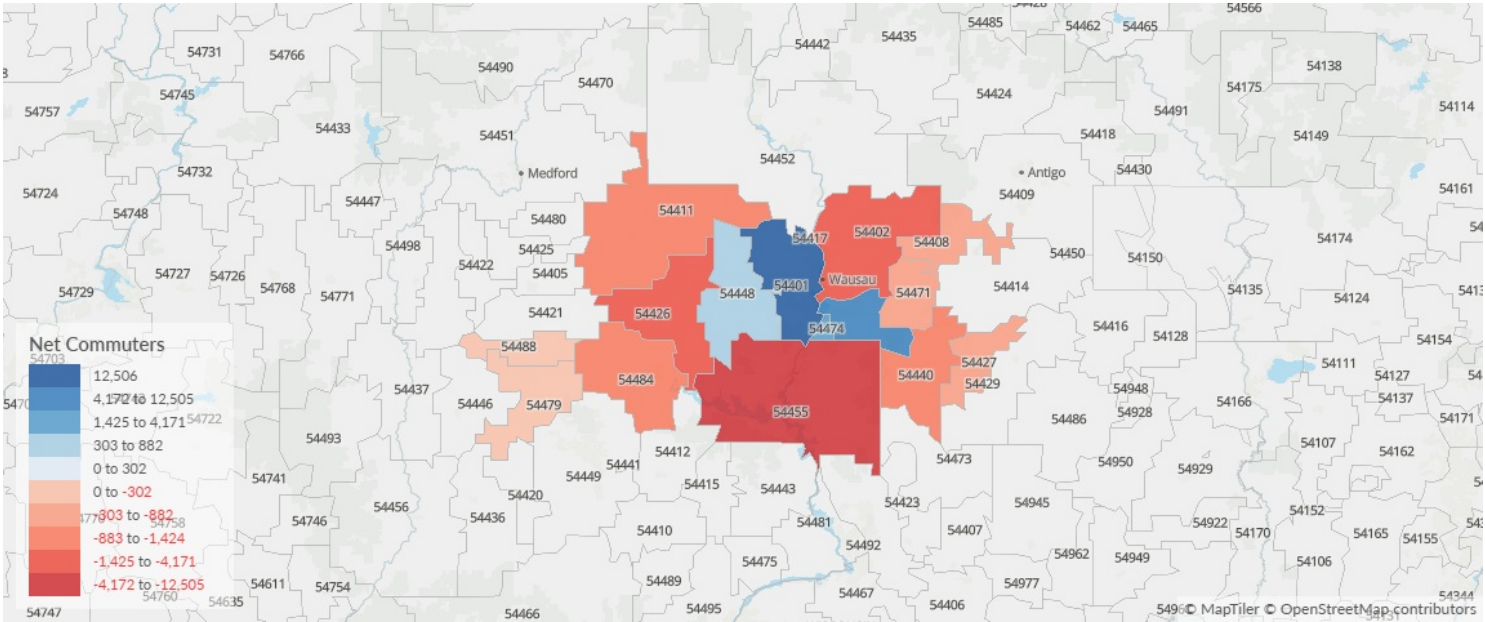


**Property Crime**

Marathon County, WI has 5.17 property crimes per 1,000 people. The national rate is 16.44 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...	29,031
54476	Schofield, WI (in Marath...	15,109
54403	Wausau, WI (in Maratho...	10,877
54455	Mosinee, WI (in Marath...	6,868
54474	Rothschild, WI (in Marat...	4,188

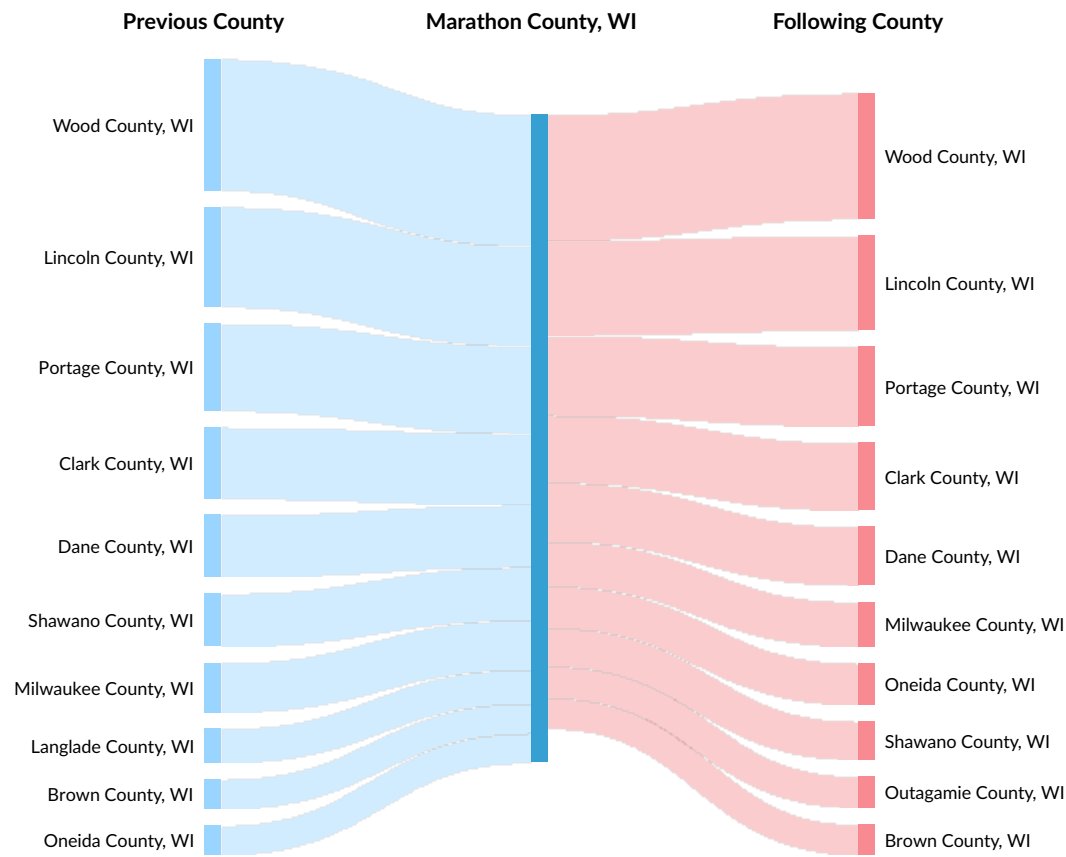
Where Talent Lives

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,525
54403	Wausau, WI (in Maratho...	12,634
54455	Mosinee, WI (in Marath...	11,039
54476	Schofield, WI (in Marath...	10,496
54411	Athens, WI (in Maratho...	3,282

# 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.



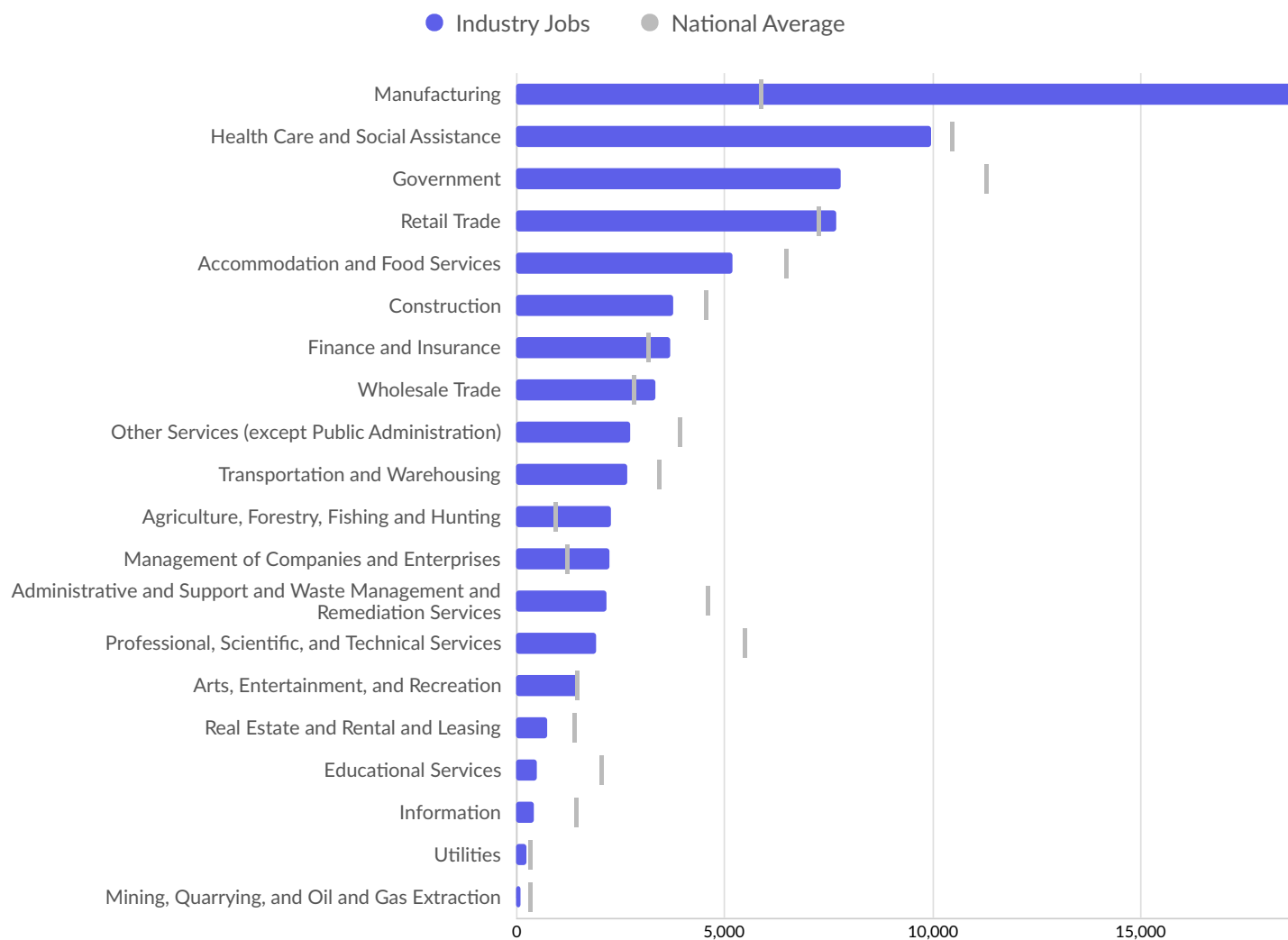
Top Previous Counties	Migrations
Wood County, WI	391
Lincoln County, WI	297
Portage County, WI	260
Clark County, WI	213
Dane County, WI	185
Shawano County, WI	157



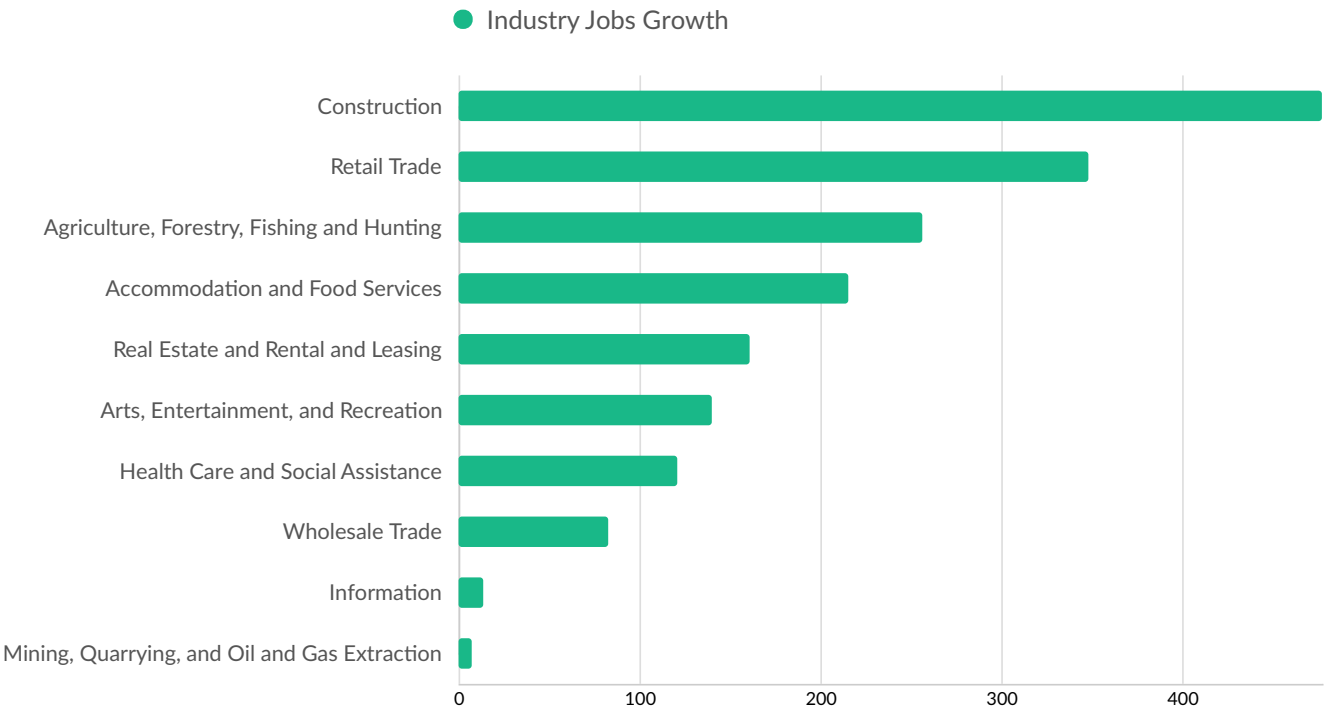
Top Previous Counties	Migrations
Milwaukee County, WI	147
Langlade County, WI	101
Brown County, WI	89
Oneida County, WI	88
Outagamie County, WI	78
Taylor County, WI	68
Winnebago County, WI	67
Eau Claire County, WI	64
Hennepin County, MN	50
Top Following Counties	Migrations
Wood County, WI	375
Lincoln 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

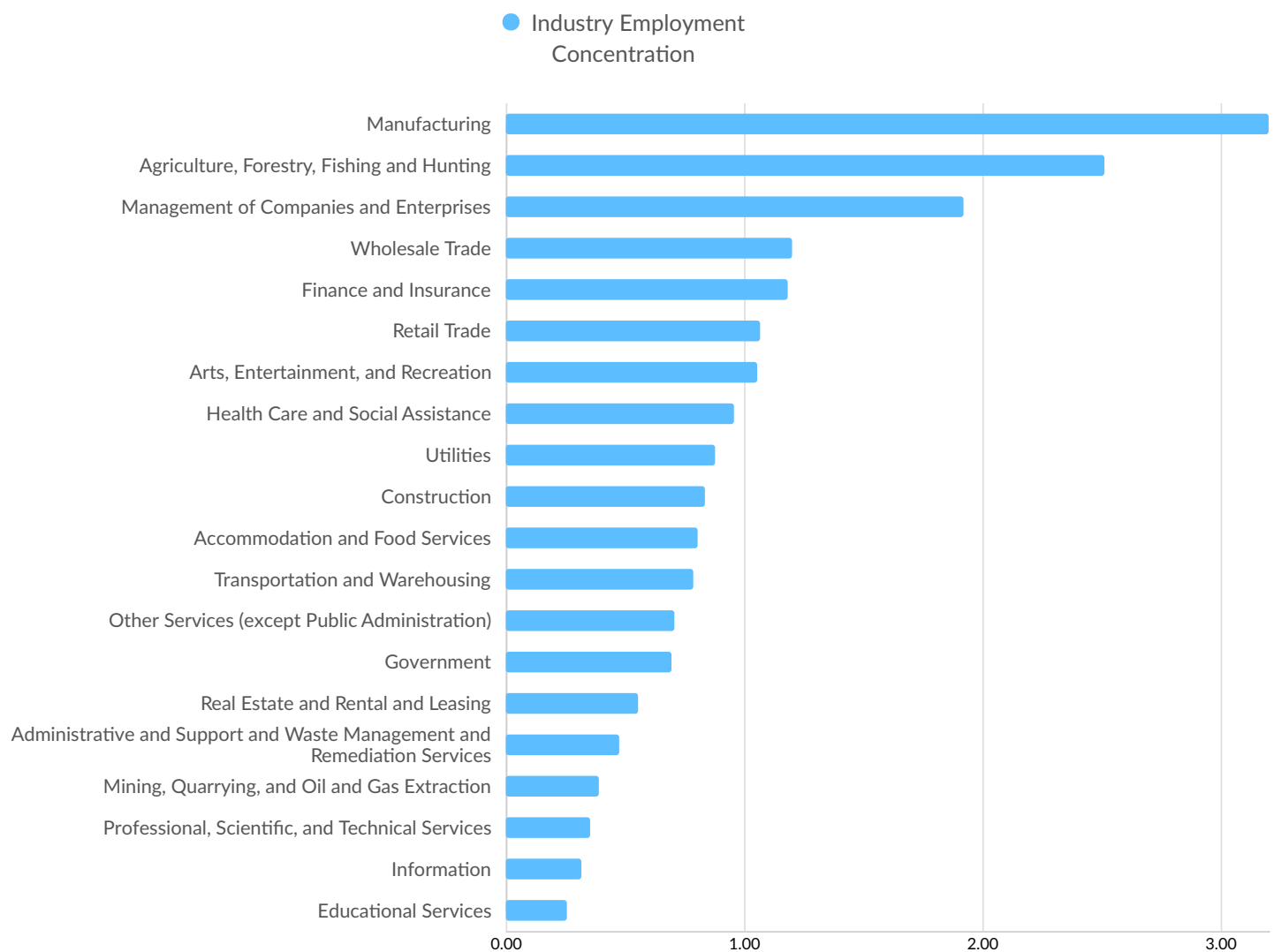
## Largest Industries



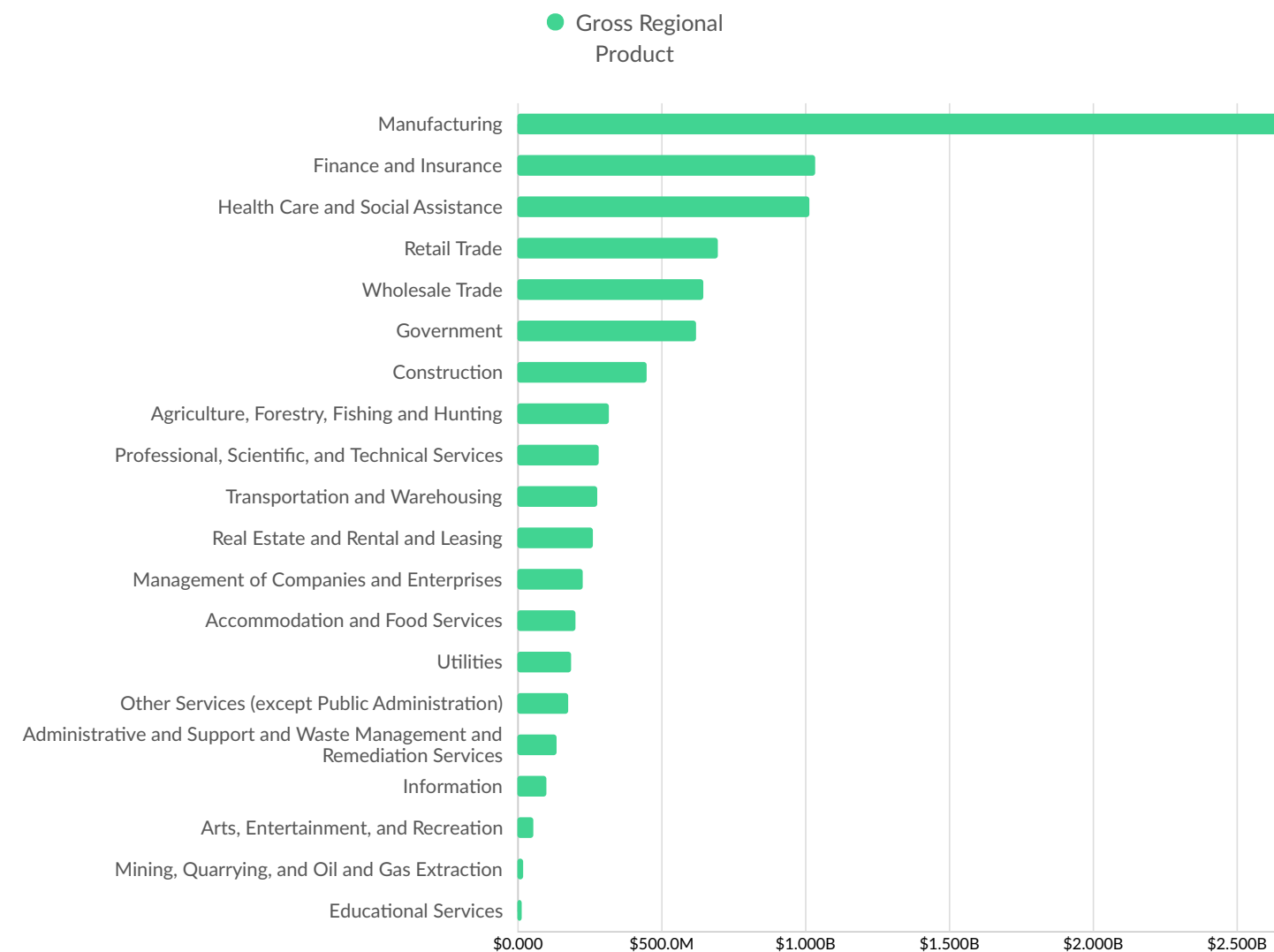
## Top Growing Industries



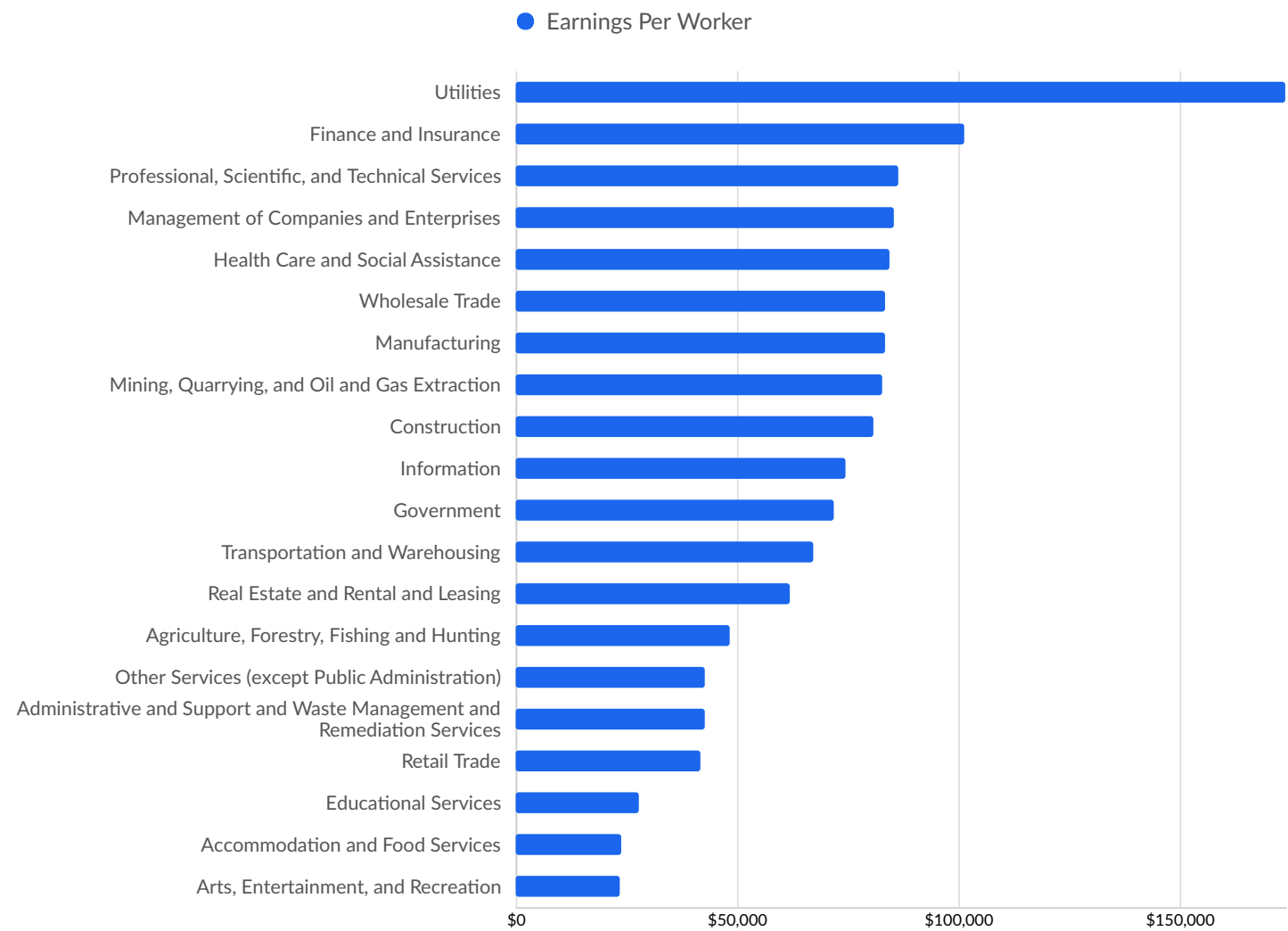
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



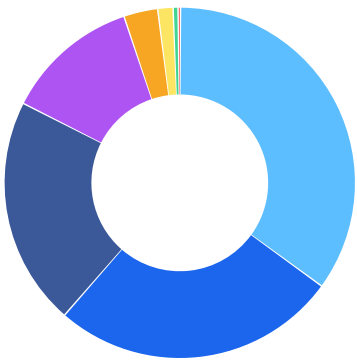
# Business Characteristics

## 8,878 Companies Employ Your Workers

Online profiles for your workers mention 8,878 companies as employers, with the top 10 appearing below. In the last 12 months, 2,174 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	997 <div></div>	Aspirus	1,277 <div></div>
Marshfield Clinic	565 <div></div>	Marshfield Clinic	564 <div></div>
Northcentral Technical College	335 <div></div>	Aya Healthcare	228 <div></div>
Wausau School District	311 <div></div>	Anders Group	215 <div></div>
Greenheck Fan Corporation	306 <div></div>	Gqr	212 <div></div>
Liberty Mutual	298 <div></div>	Pick And Save	195 <div></div>
Aqua Finance	230 <div></div>	Service First Staffing	186 <div></div>
UnitedHealth Group	220 <div></div>	Northcentral Technical College	173 <div></div>
Sentry Insurance	208 <div></div>	GPM Investments	159 <div></div>
North Central Health Care	192 <div></div>	MedPro Healthcare Staffing	157 <div></div>

## Business Size



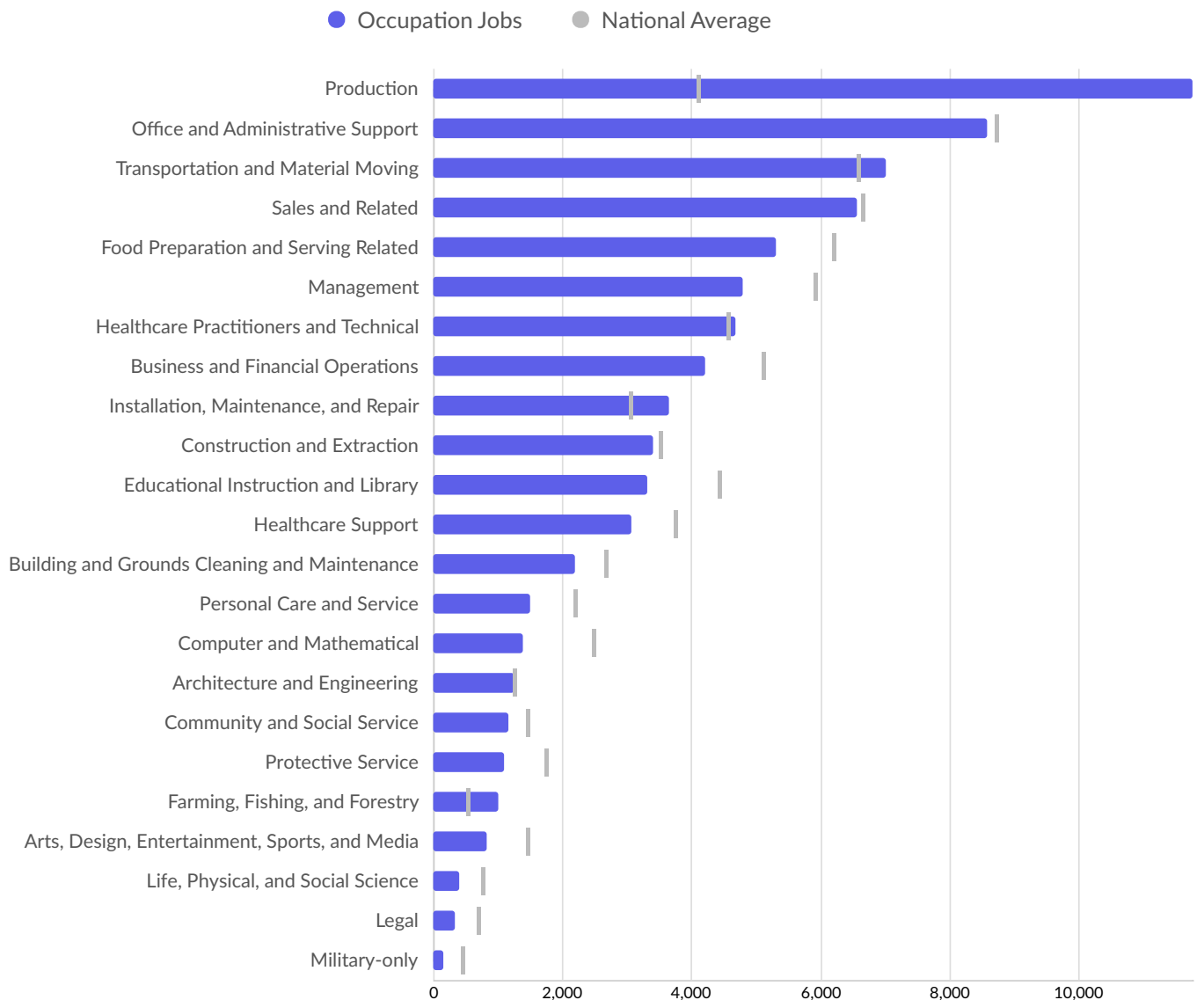
	Percentage	Business Count
1 to 4 employees	34.9%	2,008
5 to 9 employees	26.4%	1,517
10 to 19 employees	21.1%	1,211
20 to 49 employees	12.4%	711
50 to 99 employees	3.1%	180
100 to 249 employees	1.4%	81
250 to 499 employees	0.5%	26
500+ employees	0.2%	13

*\*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.*

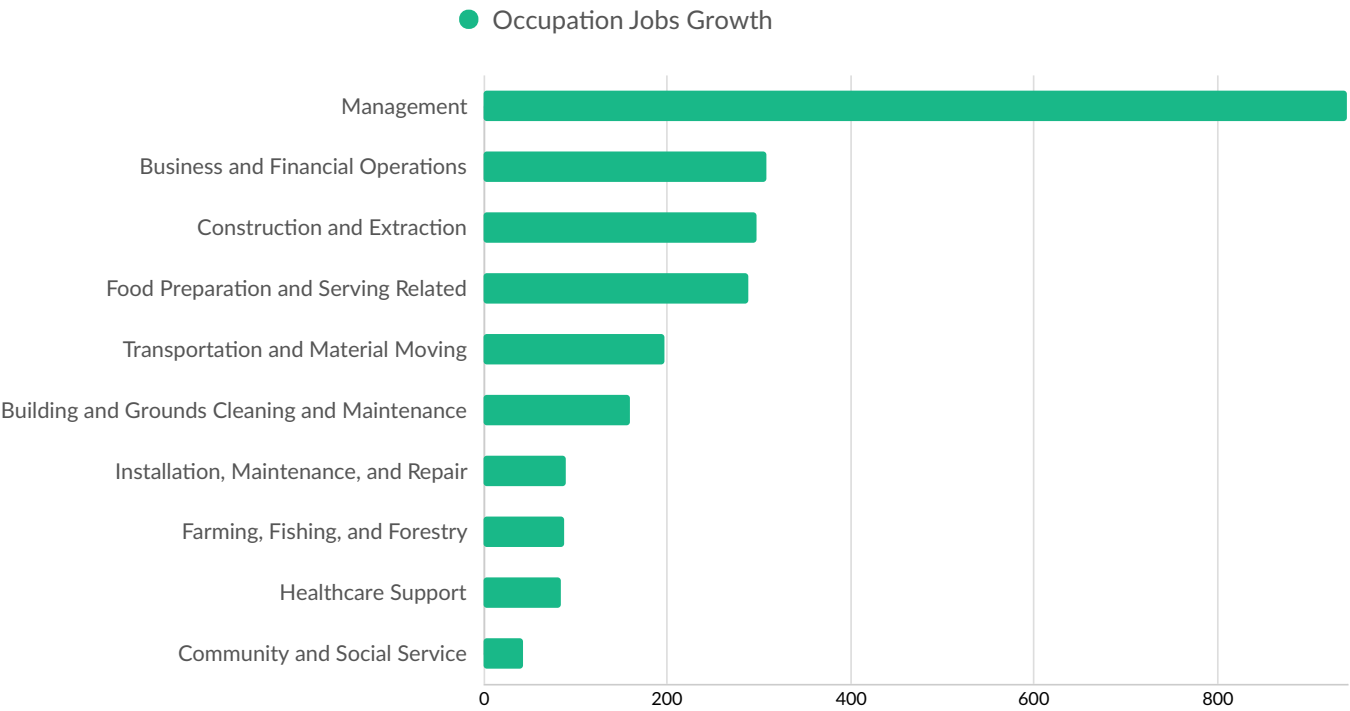


# Workforce Characteristics

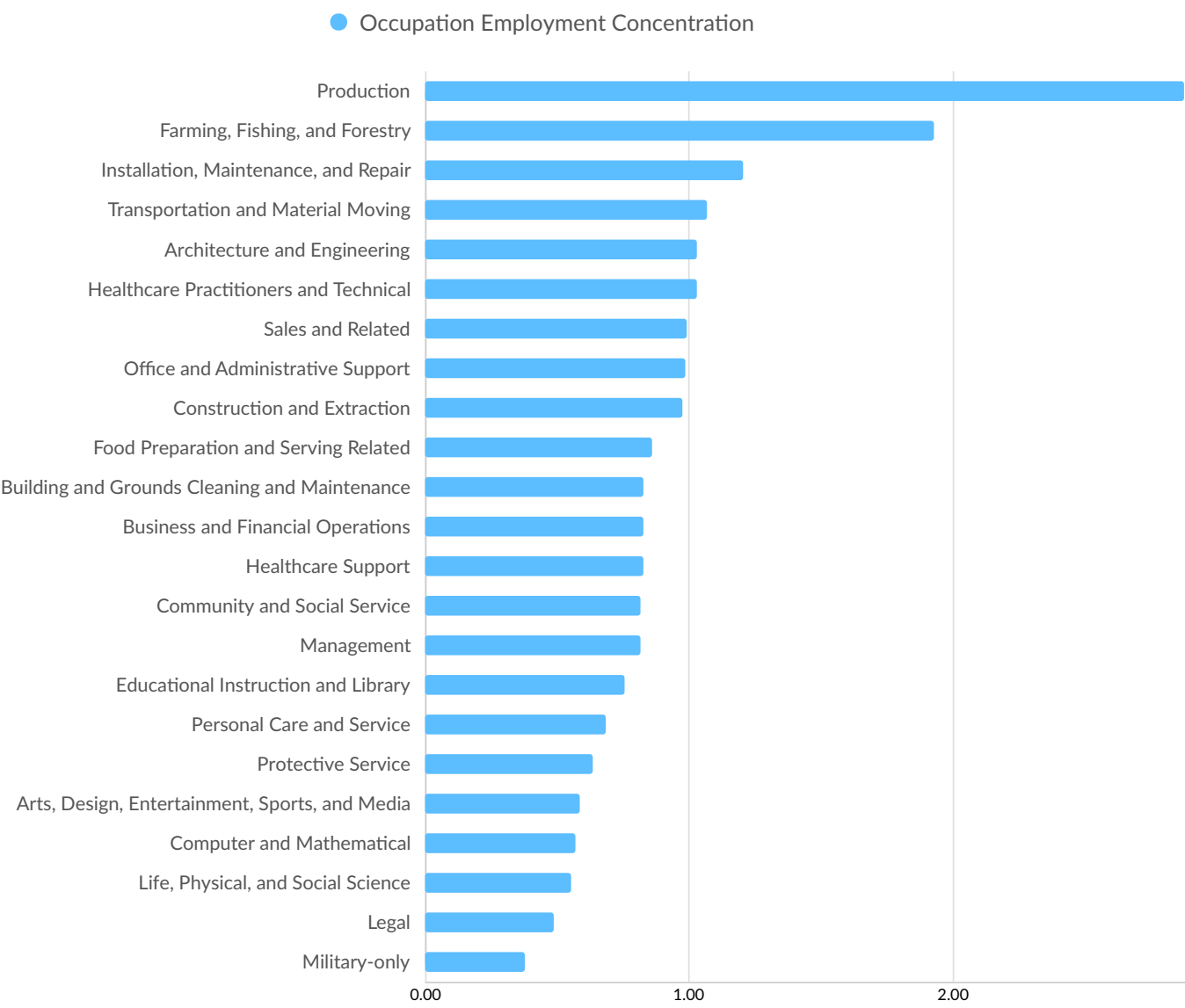
## Largest Occupations



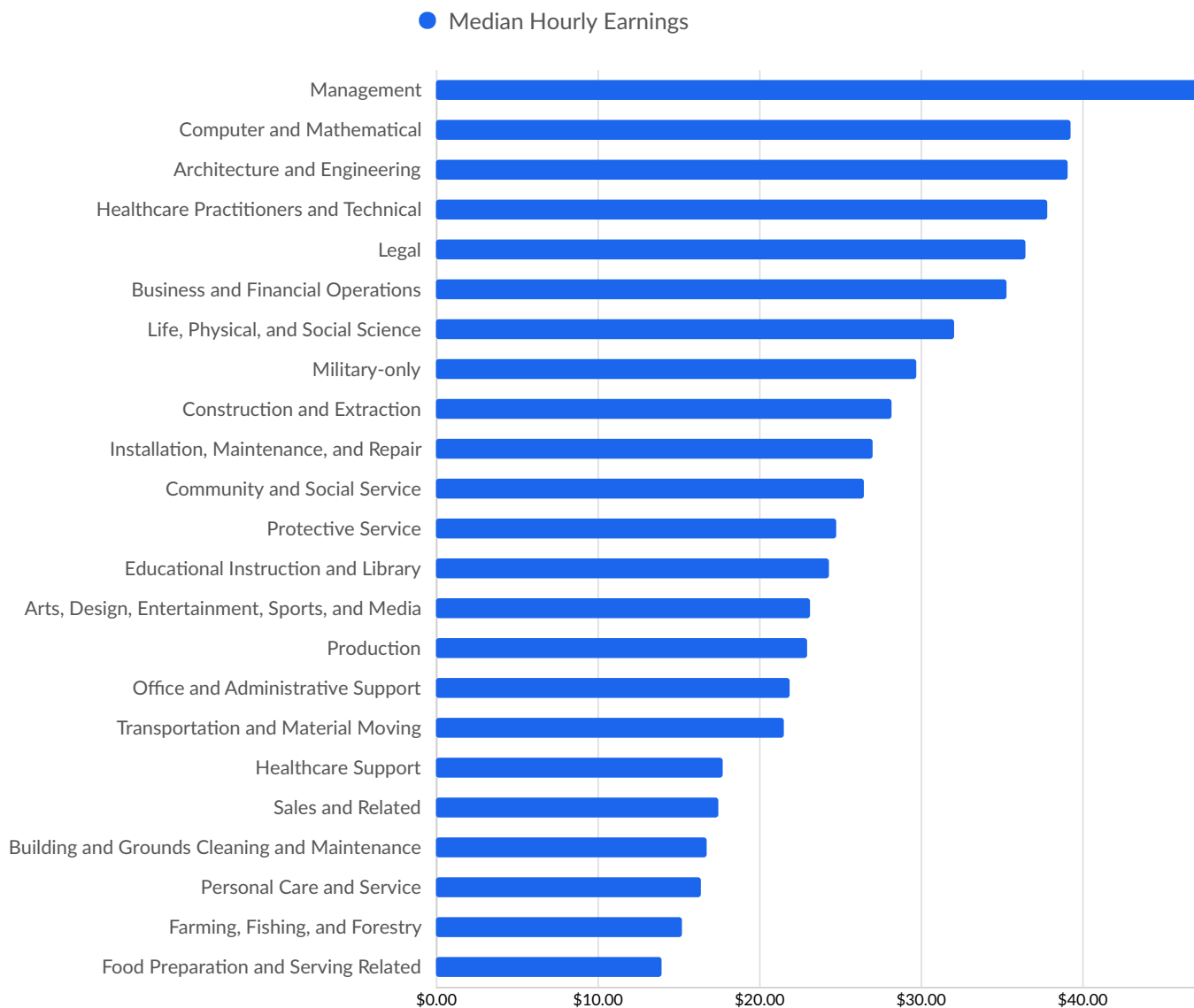
Top Growing Occupations



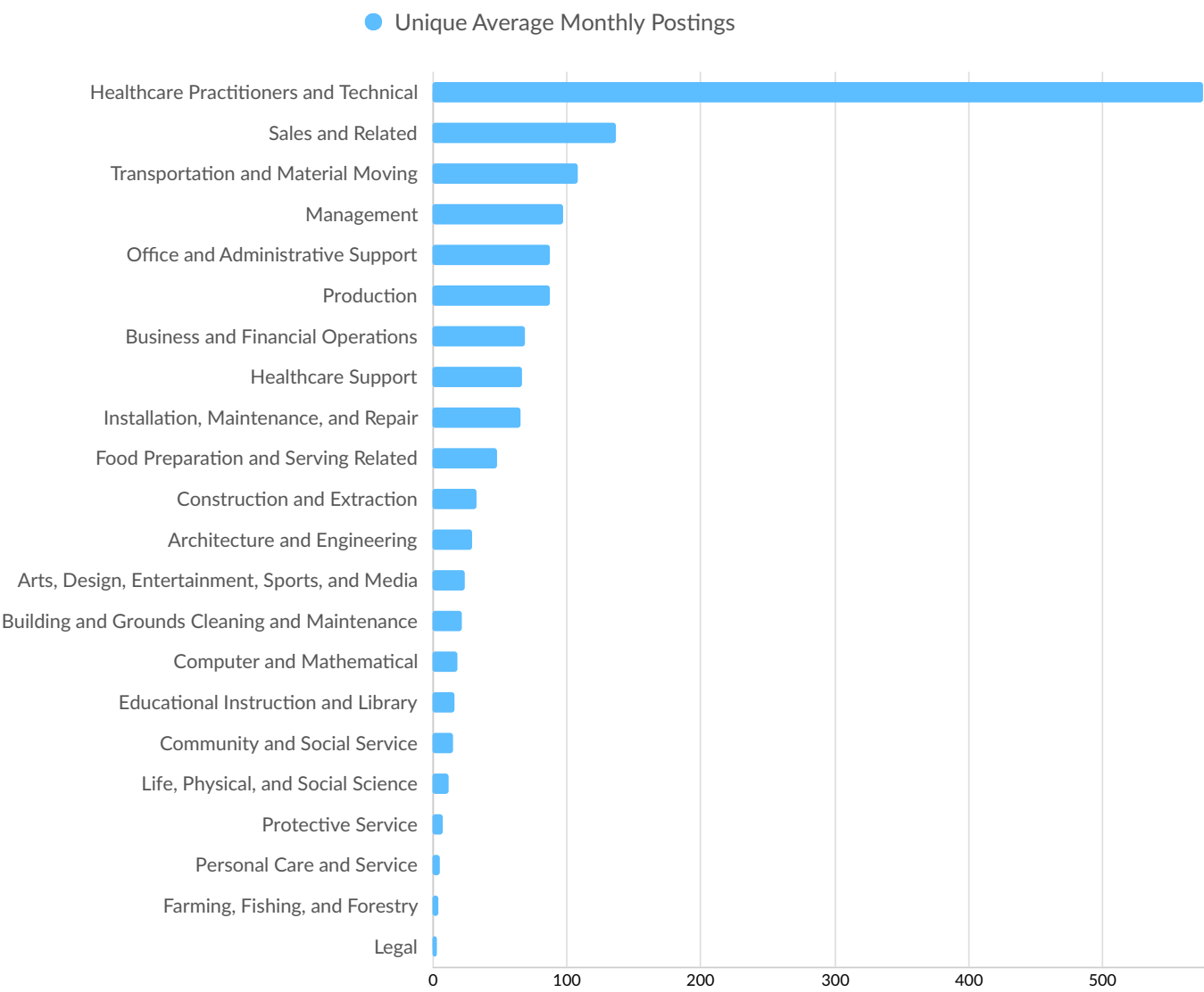
# Top Occupation Employment Concentration



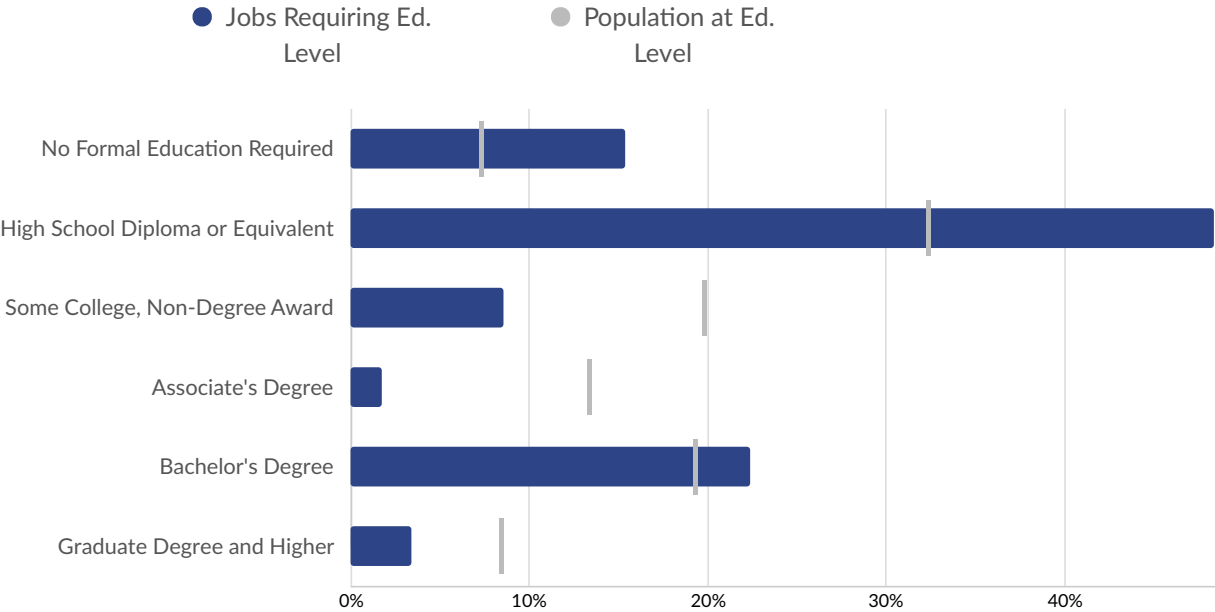
## Top Occupation Earnings



# Top Posted Occupations

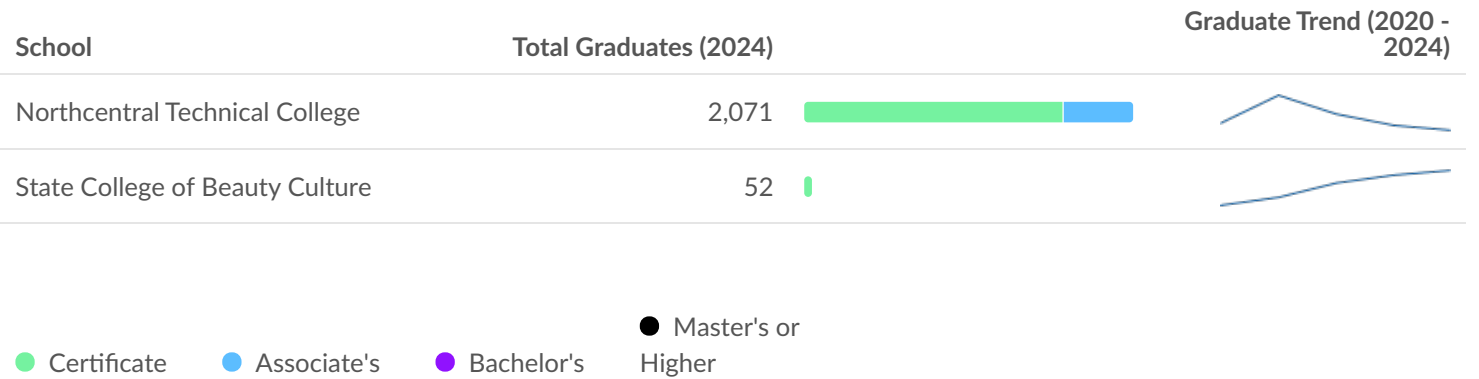


Underemployment



## Educational Pipeline

In 2024, there were 2,123 graduates in Marathon County, WI. This pipeline has shrunk by 2% 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).



# In-Demand Skills

