



Marathon County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

139,670

Population (2025)

Population **grew by 1,556** over the last 5 years and is projected to **grow by 2,369** over the next 5 years.

77,420

Total Regional Employment

Jobs **grew by 2,182** over the last 5 years and are projected to **grow by 1,296** 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 2025 the region's population **increased by 1.1%** since 2020, growing by 1,556. Population is expected to **increase by 1.7%** between 2025 and 2030, adding 2,369.
- From 2020 to 2025, jobs **increased by 2.9%** in Marathon County, WI from 75,237 to **77,420**. This change **fell short of the national growth rate of 10.6% by 7.7%**. As the number of jobs increased, the **labor force participation rate decreased from 68.3% to 65.4% between 2020 and 2025**.
- Concerning educational attainment, **19.5% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.

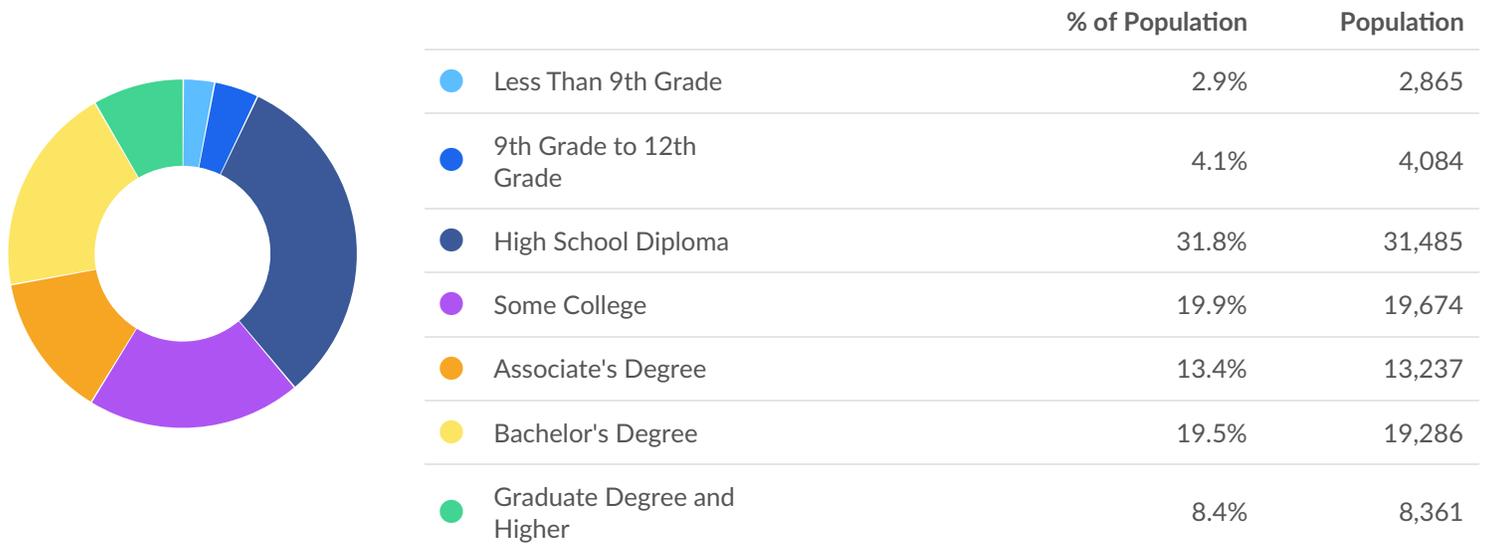
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	139,670	73,291	77,420	99.8	\$10.62B	\$12.27B	\$12.49B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



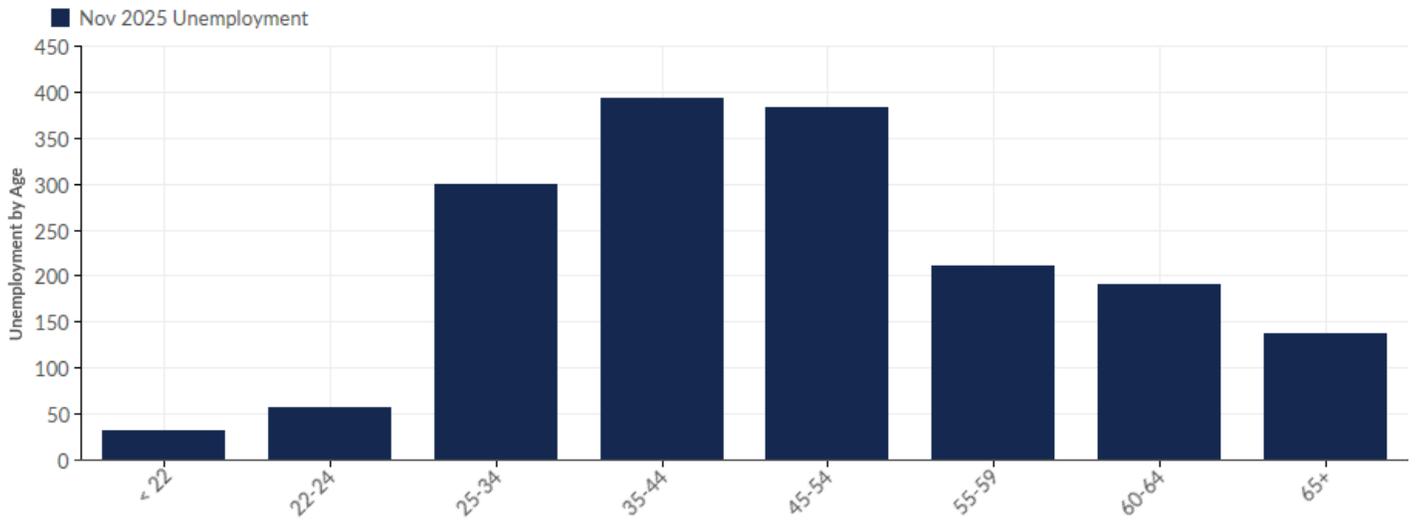
Educational Attainment

Concerning educational attainment, **19.5% of Marathon County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).



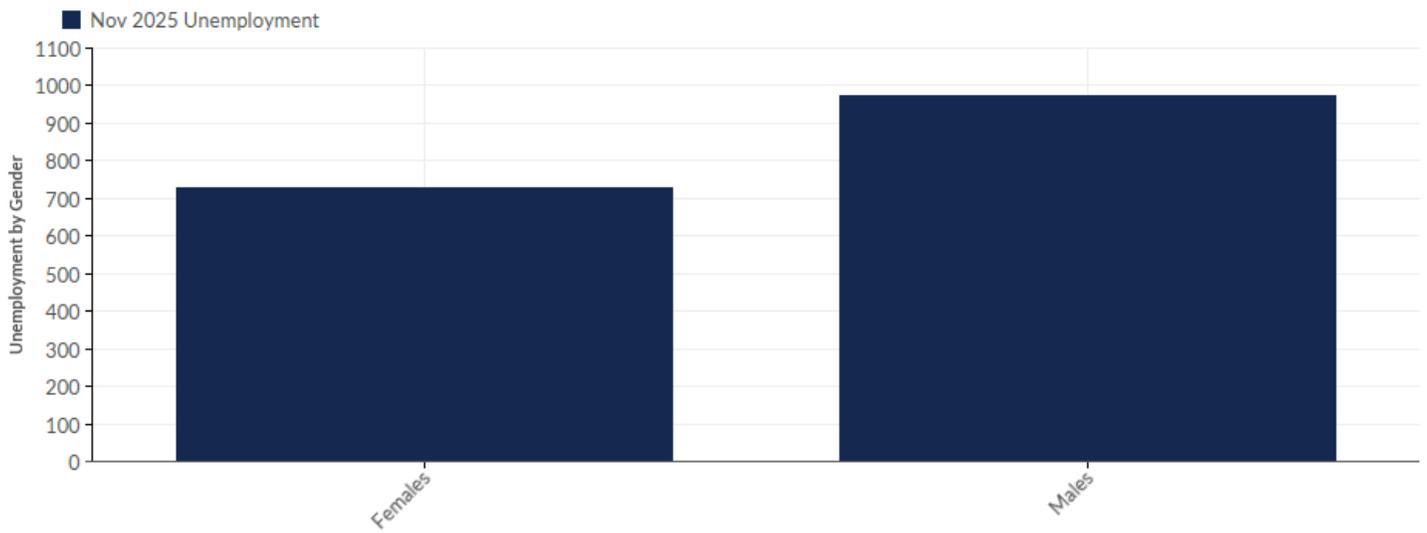
Unemployment by Demographics

Unemployment by Age



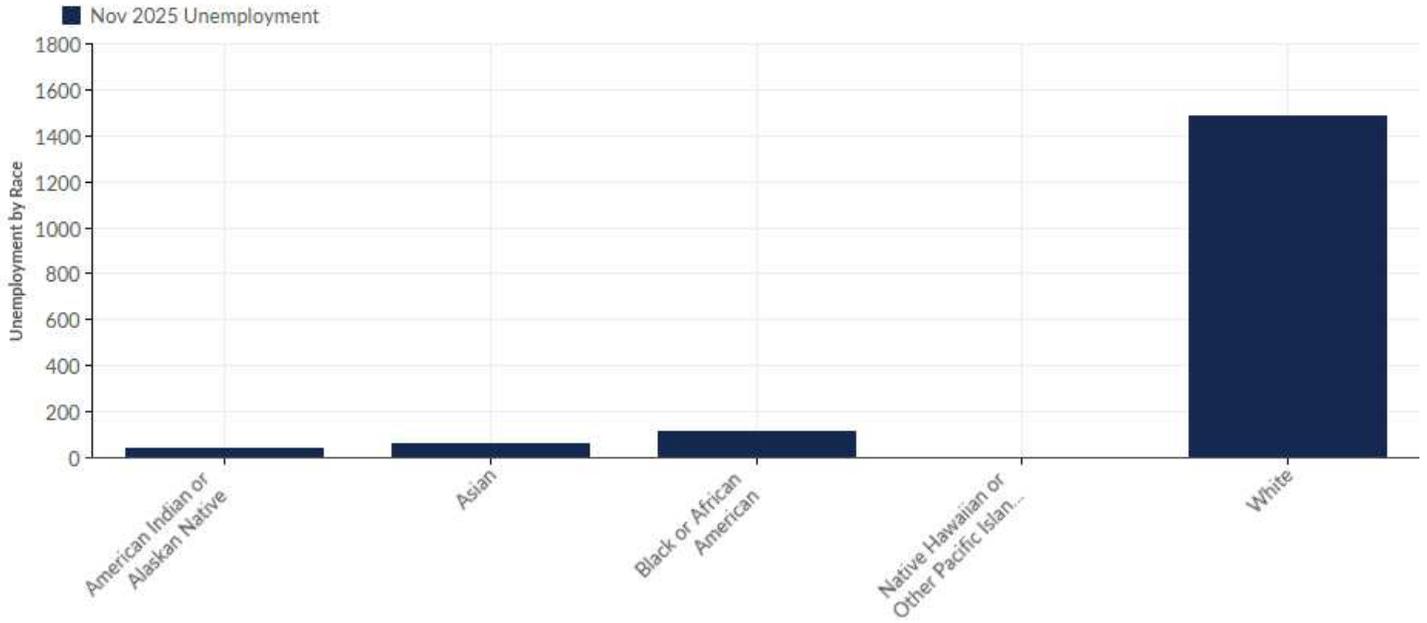
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	32	1.88%
22-24	56	3.29%
25-34	299	17.57%
35-44	393	23.09%
45-54	384	22.56%
55-59	211	12.40%
60-64	190	11.16%
65+	137	8.05%
Total	1,702	100.00%

Unemployment by Gender



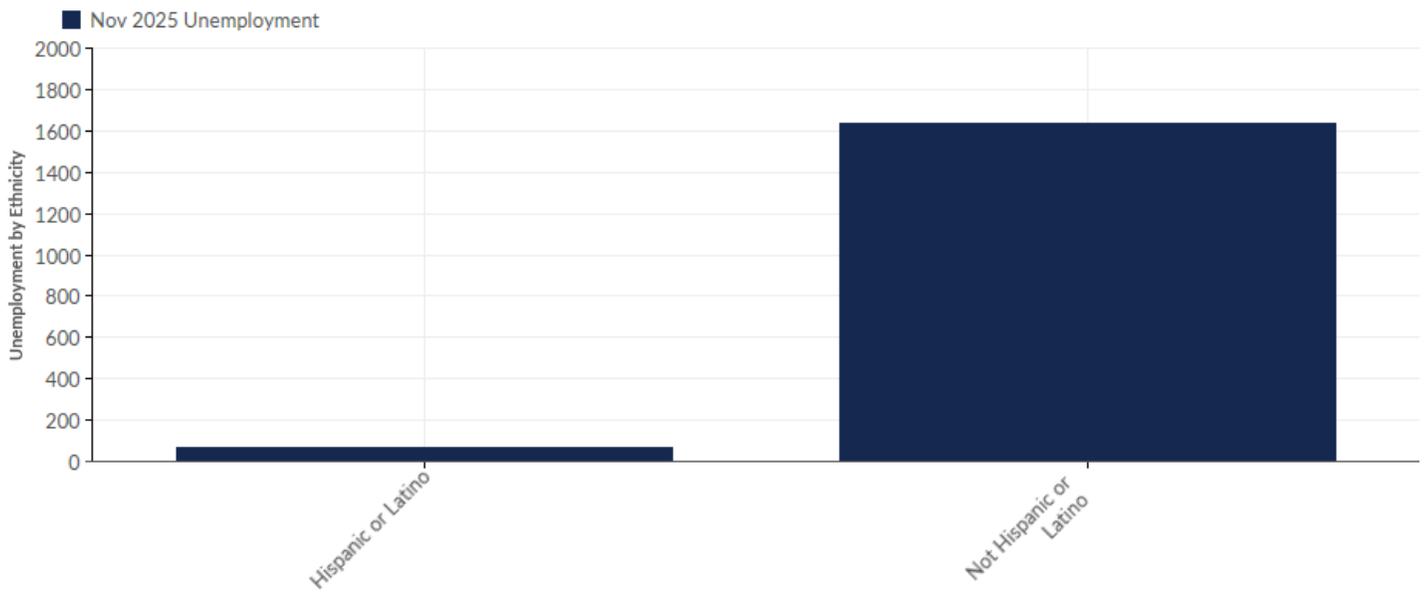
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	729	42.83%
Males	973	57.17%
Total	1,702	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	37	2.17%
Asian	60	3.53%
Black or African American	117	6.87%
Native Hawaiian or Other Pacific Islander	3	0.18%
White	1,485	87.25%
Total	1,702	100.00%

Unemployment by Ethnicity

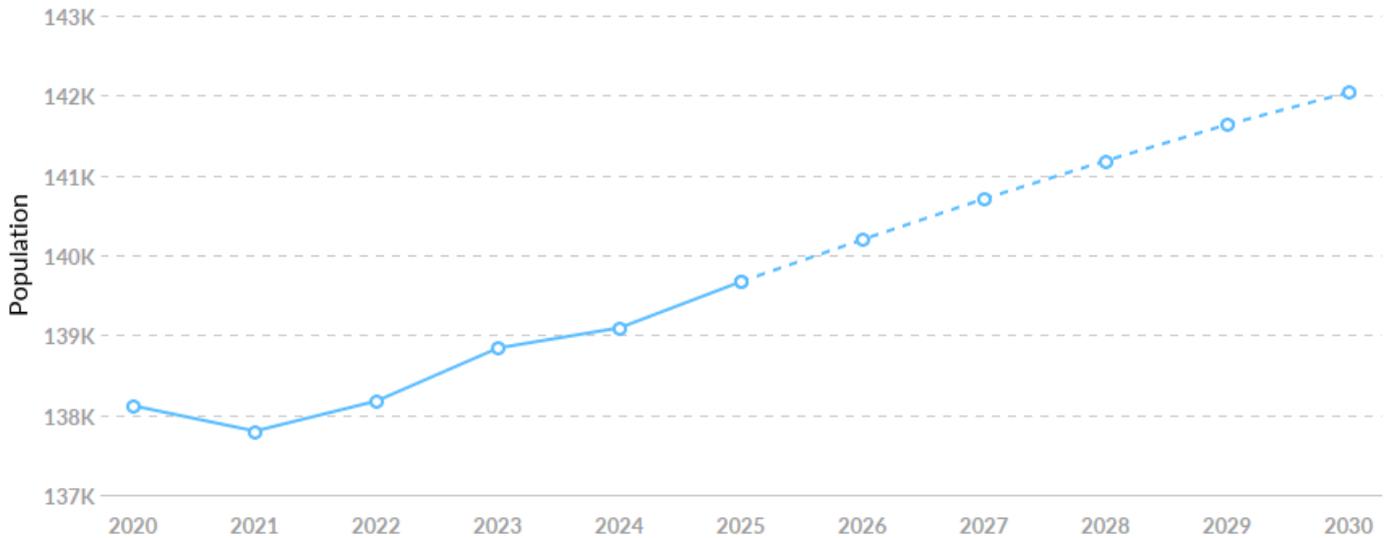


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	68	4.00%
Not Hispanic or Latino	1,634	96.00%
Total	1,702	100.00%

Historic & Projected Trends

Population Trends

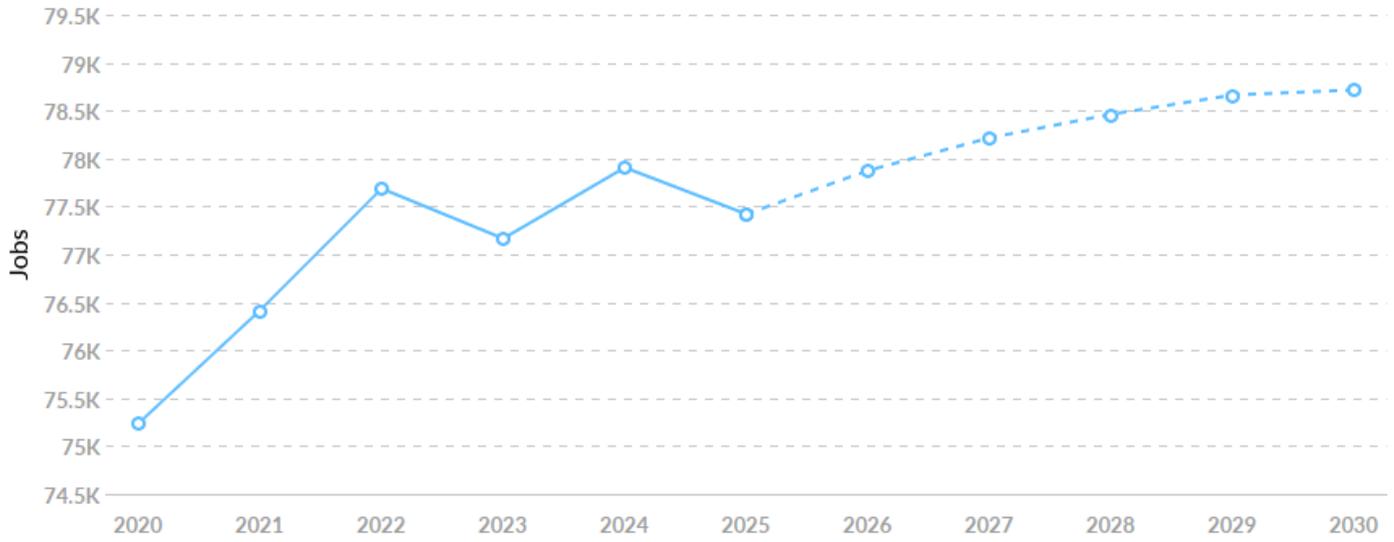
As of 2025 the region's population increased by 1.1% since 2020, growing by 1,556. Population is expected to increase by 1.7% between 2025 and 2030, adding 2,369.



Timeframe	Population
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
2030	142,039

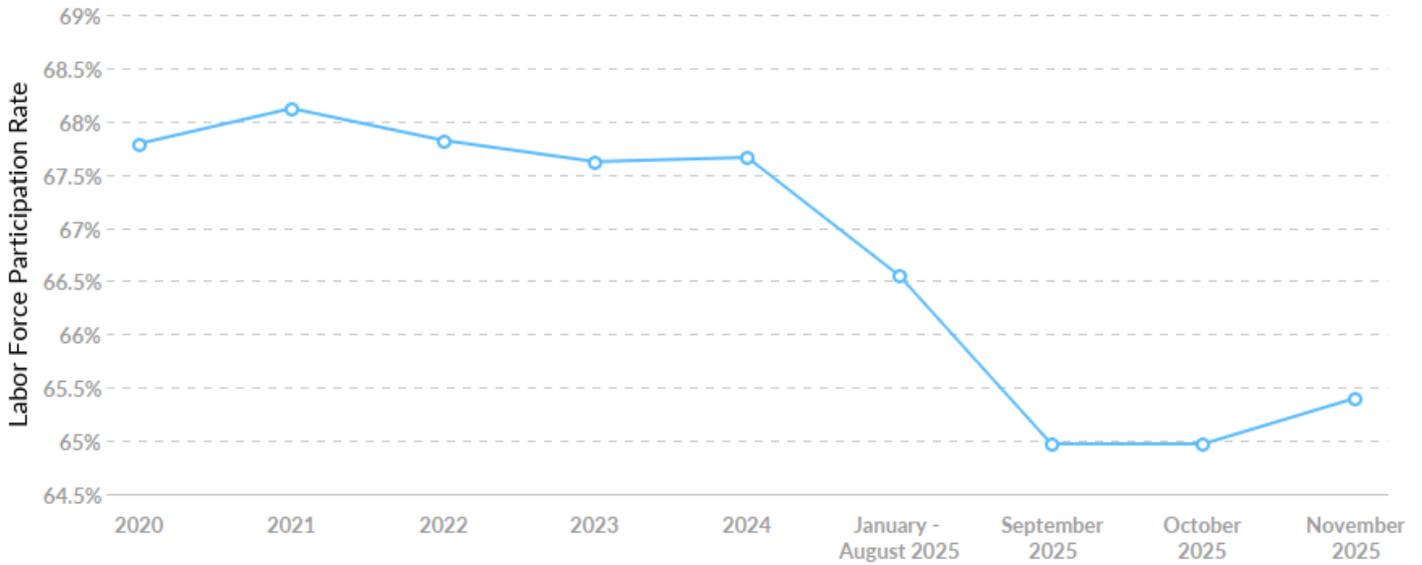
Job Trends

From 2020 to 2025, jobs increased by 2.9% in Marathon County, WI from 75,237 to 77,420. This change fell short of the national growth rate of 10.6% by 7.7%.



Timeframe	Jobs
2020	75,237
2021	76,416
2022	77,686
2023	77,165
2024	77,905
2025	77,420
2026	77,874
2027	78,215
2028	78,461
2029	78,662
2030	78,715

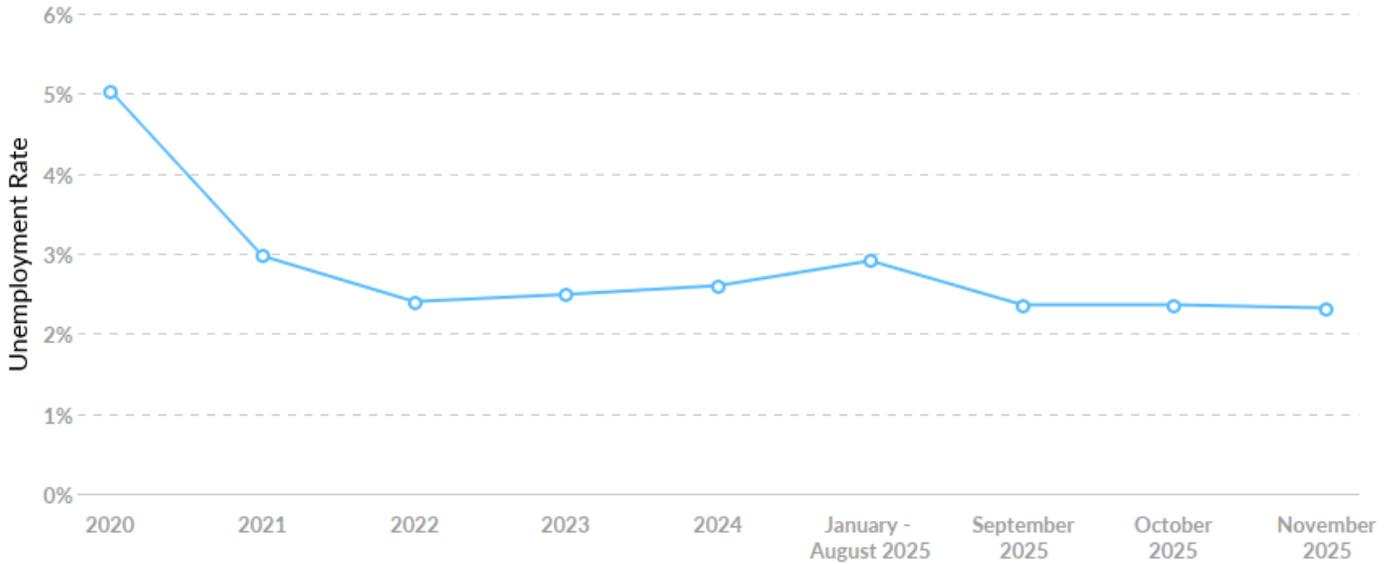
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	67.79%
2021	68.12%
2022	67.82%
2023	67.62%
2024	67.66%
January - August 2025	66.55%
September 2025	64.97%
October 2025	64.97%
November 2025	65.40%

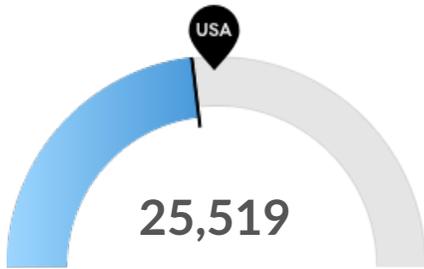
Unemployment Rate Trends

Marathon County, WI had a November 2025 unemployment rate of 2.32%, **decreasing from 5.03%** 5 years before.



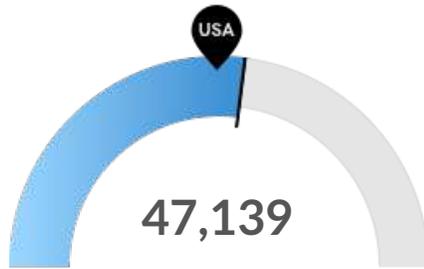
Timeframe	Unemployment Rate
2020	5.03%
2021	2.97%
2022	2.40%
2023	2.49%
2024	2.60%
January - August 2025	2.91%
September 2025	2.36%
October 2025	2.36%
November 2025	2.32%

Population Characteristics



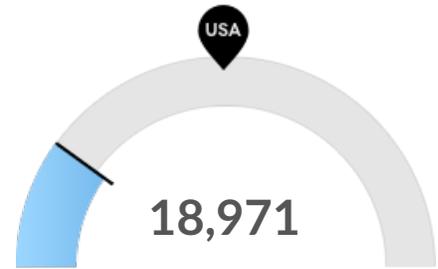
Millennials

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



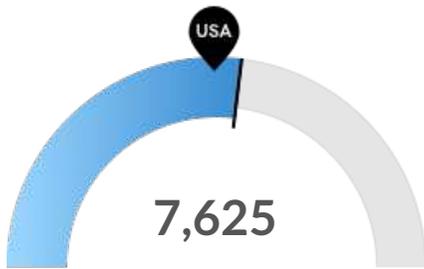
Retiring Soon

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.



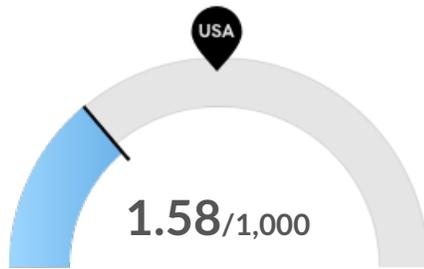
Racial Diversity

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.



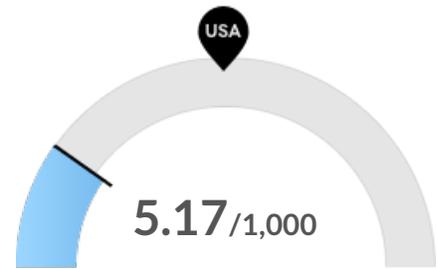
Veterans

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.

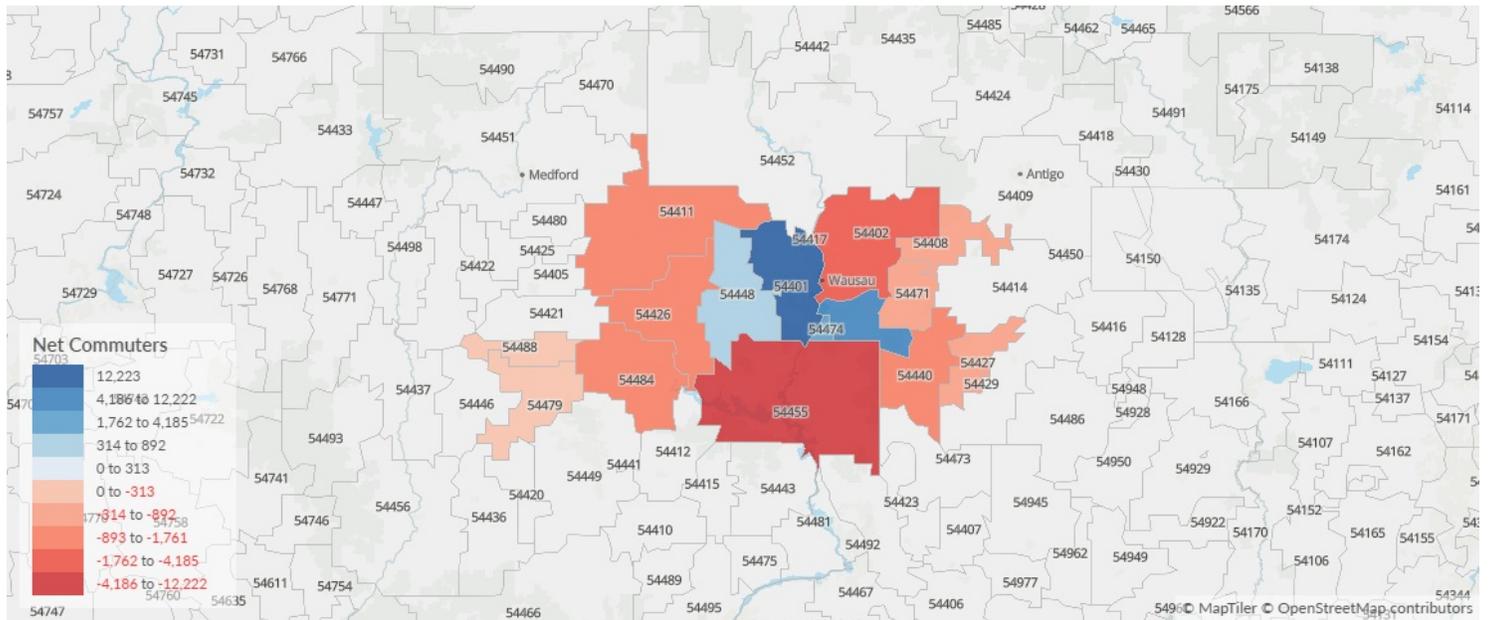


Property Crime

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

Where Talent Lives

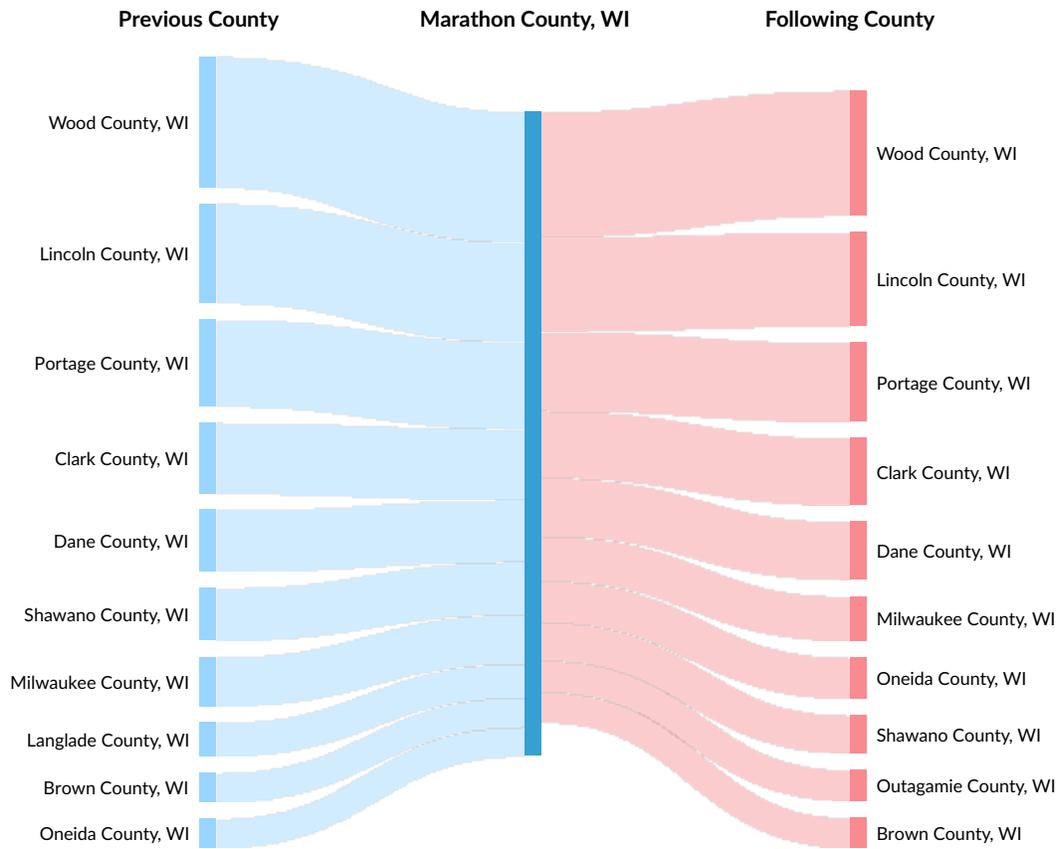
ZIP	Name	2025 Employment
54401	Wausau, WI (in Maratho...	28,687
54476	Schofield, WI (in Marath...	15,181
54403	Wausau, WI (in Maratho...	10,838
54455	Mosinee, WI (in Marath...	6,865
54474	Rothschild, WI (in Marat...	4,217

ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	16,464
54403	Wausau, WI (in Maratho...	12,600
54455	Mosinee, WI (in Marath...	11,051
54476	Schofield, WI (in Marath...	10,504
54411	Athens, WI (in Maratho...	3,301

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**.

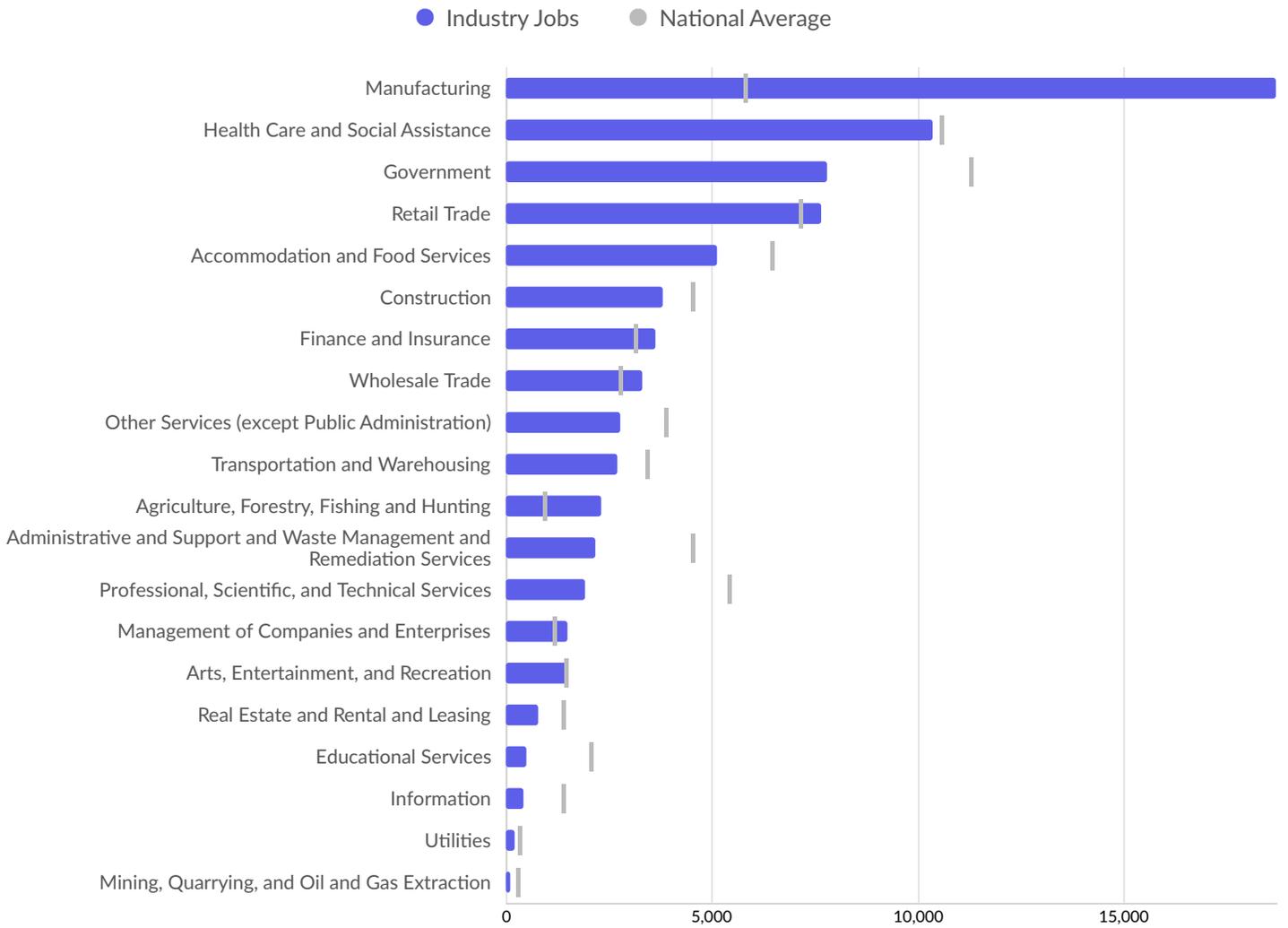


Top Previous Counties	Migrations
Wood County, WI	391
Lincoln County, WI	297
Portage County, WI	260
Clark County, WI	213
Dane County, WI	185
Shawano County, WI	157

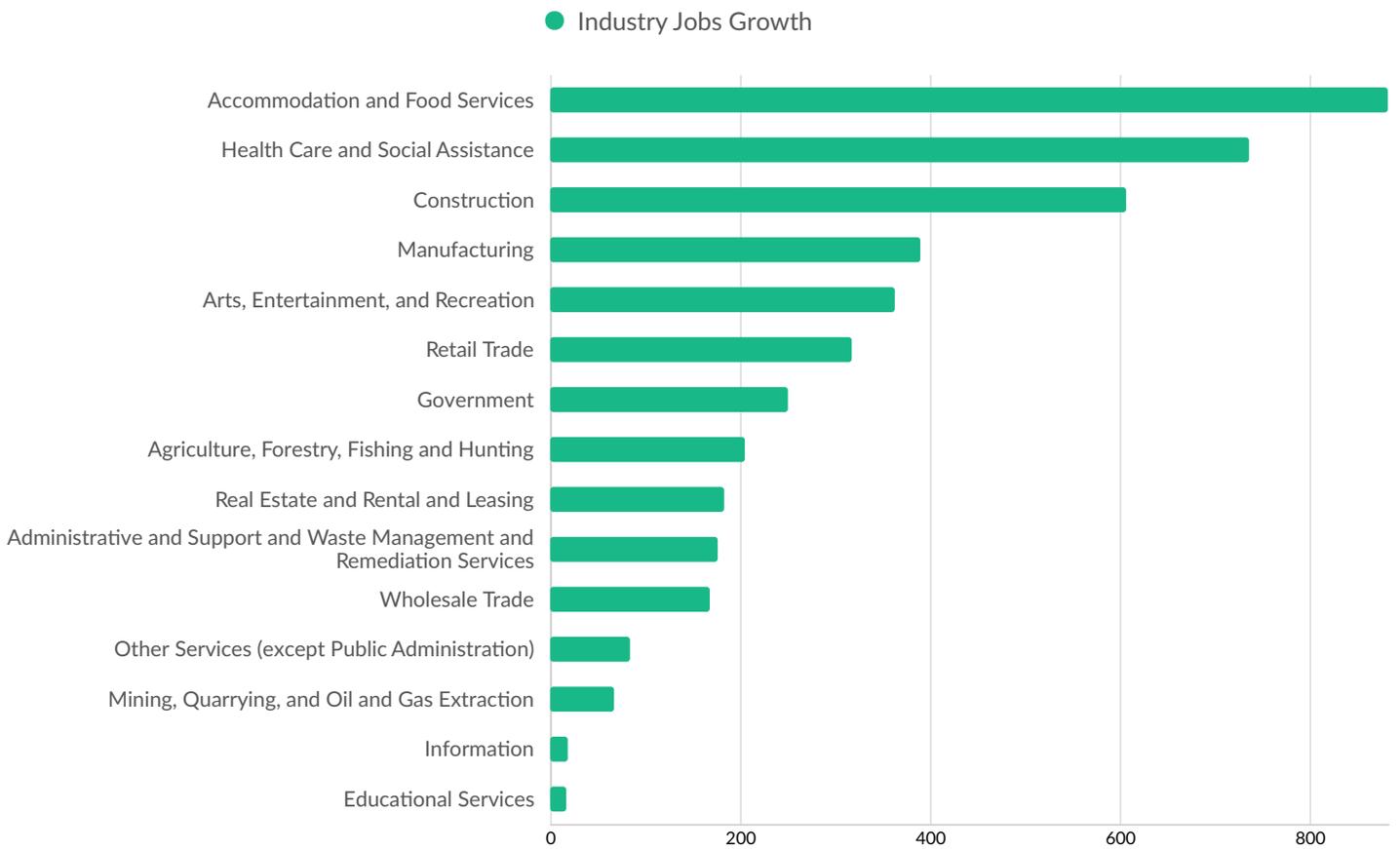
Top Previous Counties	Migrations
Milwaukee County, WI	147
Langlade County, WI	101
Brown County, WI	89
Oneida County, WI	88
Outagamie County, WI	78
Taylor County, WI	68
Winnebago County, WI	67
Eau Claire County, WI	64
Hennepin County, MN	50
Top Following Counties	Migrations
Wood County, WI	375
Lincoln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

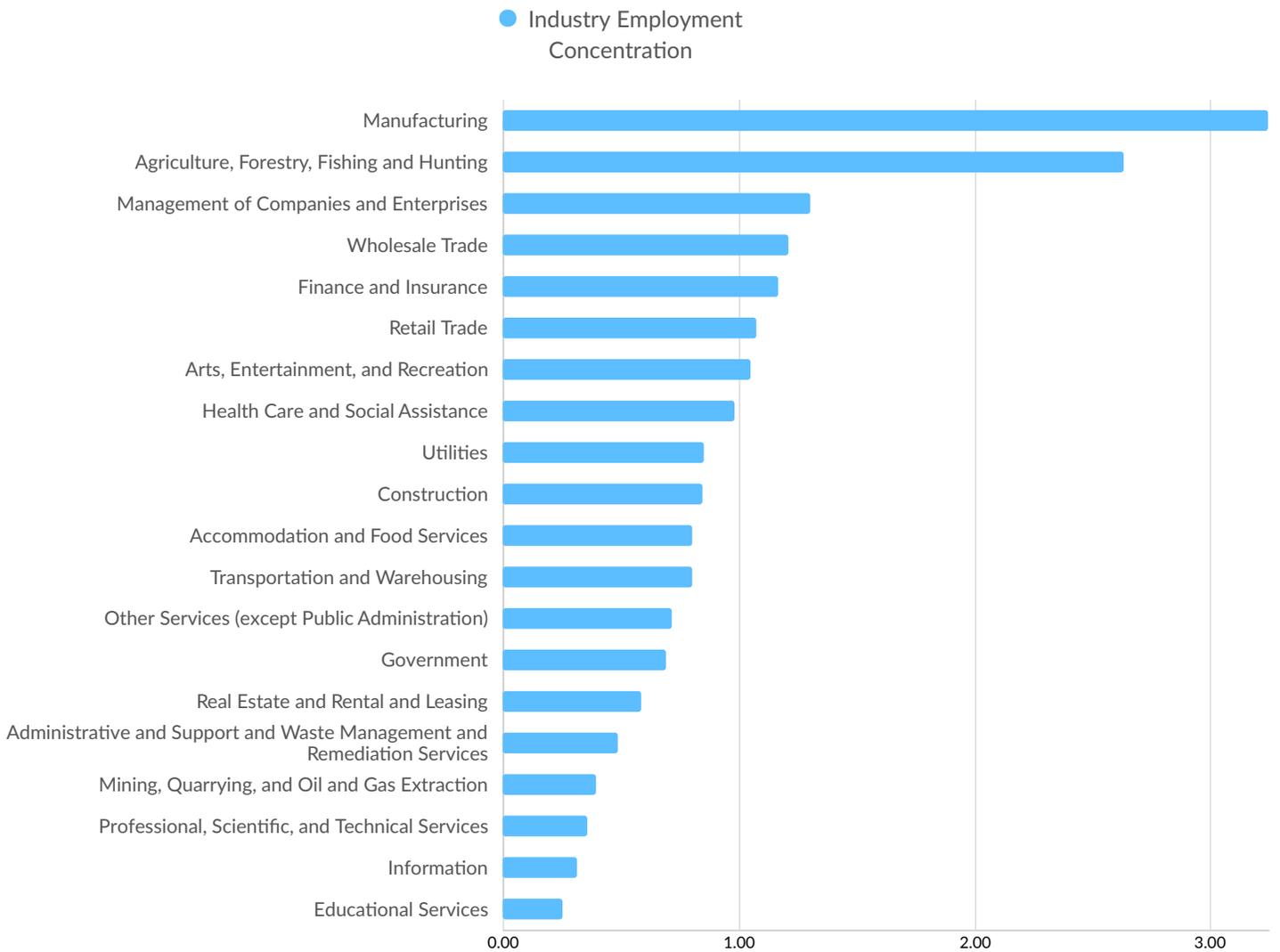
Largest Industries



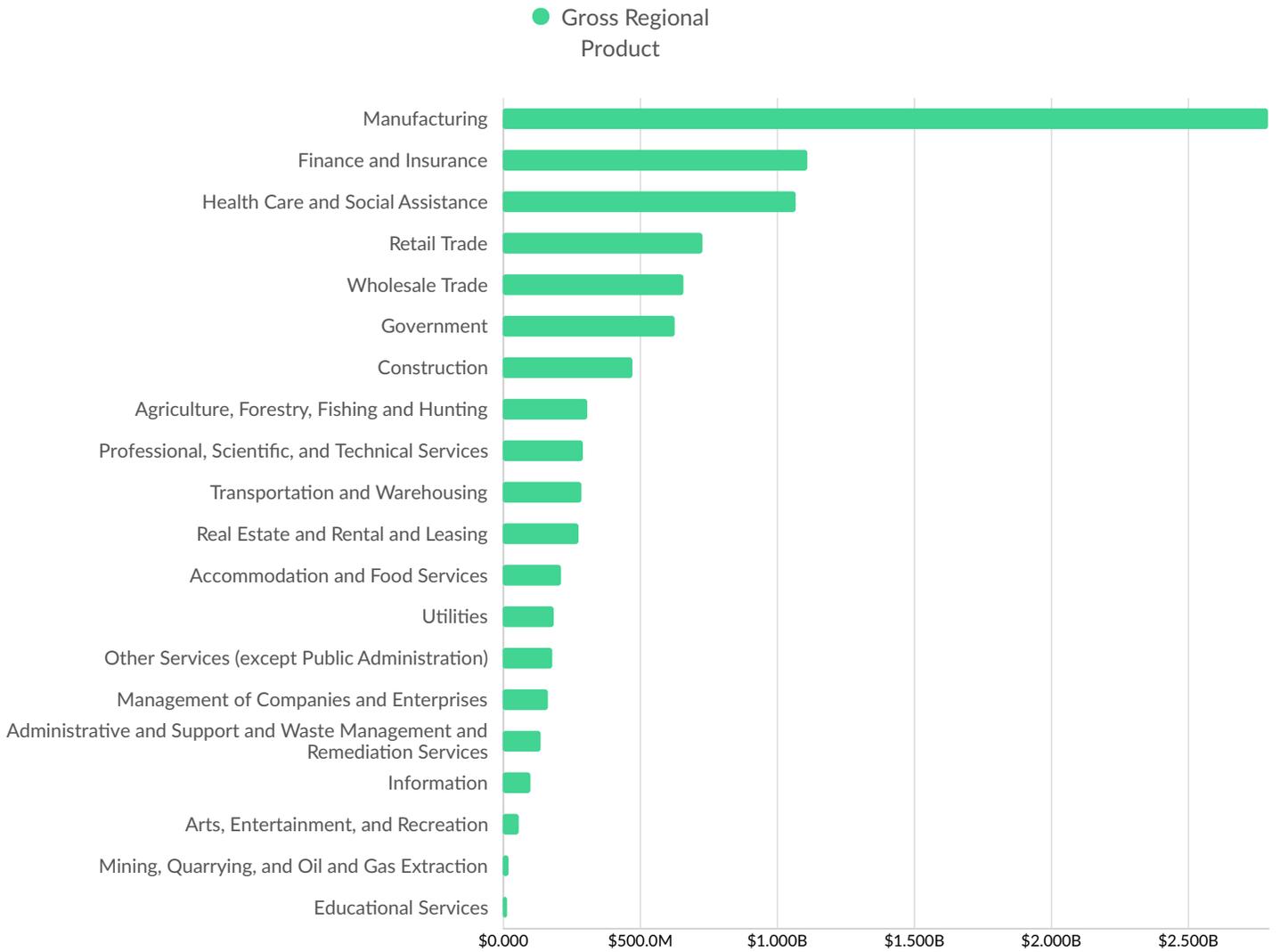
Top Growing Industries



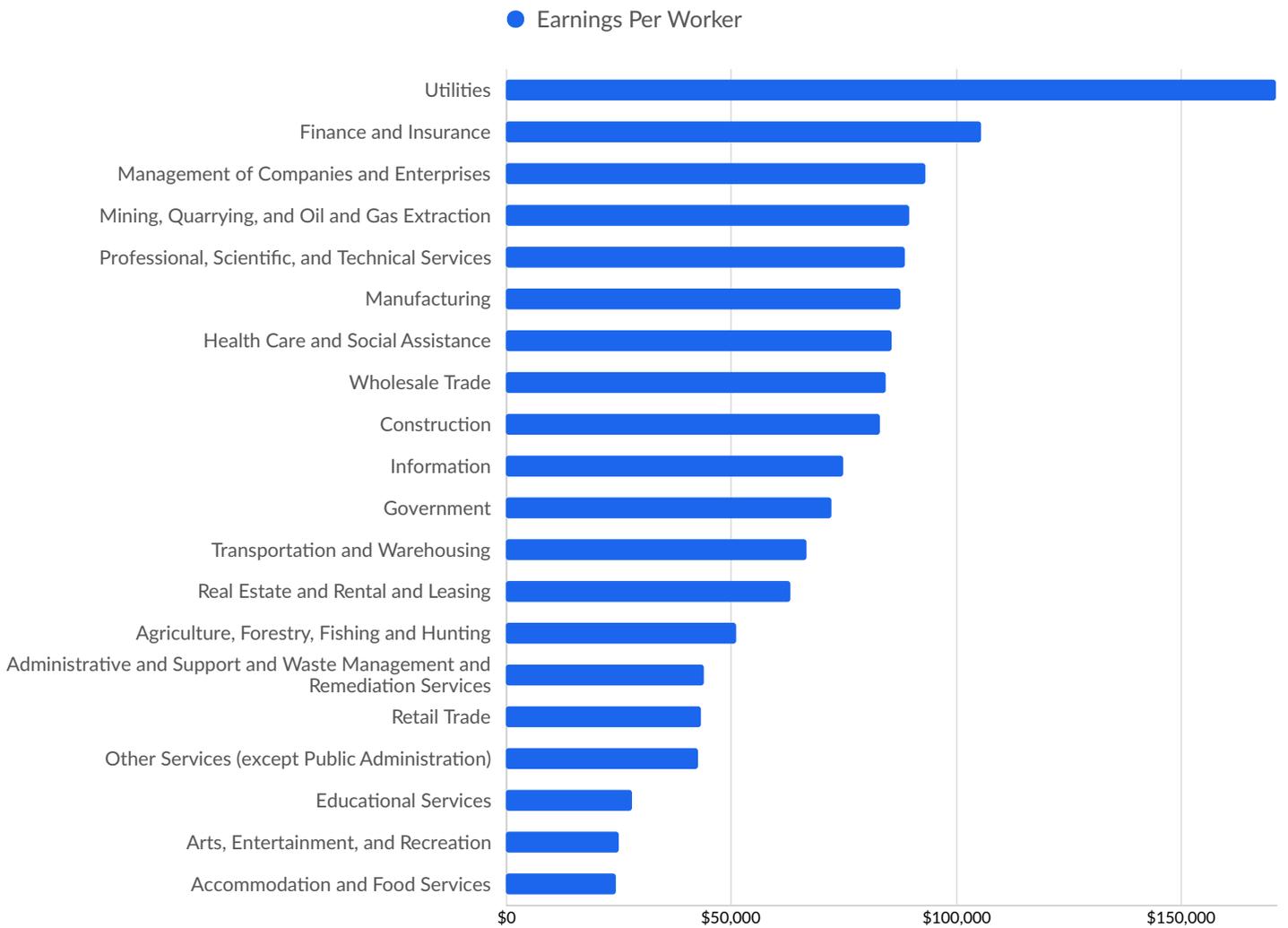
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



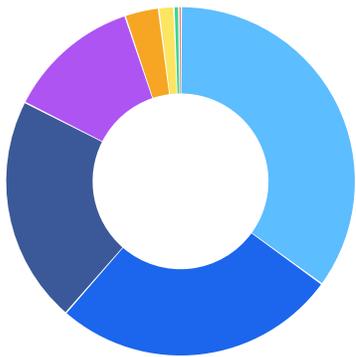
Business Characteristics

8,593 Companies Employ Your Workers

Online profiles for your workers mention 8,593 companies as employers, with the top 10 appearing below. In the last 12 months, 2,157 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	936 	Aspirus	1,378 
Marshfield Clinic	513 	Marshfield Clinic	558 
Greenheck	404 	Vetted Health	327 
Northcentral Technical College	303 	Aya Healthcare	227 
Wausau School District	268 	Soliant Health	225 
Liberty Mutual	258 	Gqr	222 
Aqua Finance	232 	Pick And Save	222 
Sentry	225 	MedPro Healthcare Staffing	181 
Greenheck Group	224 	Anders Group	177 
UnitedHealth Group	206 	Northcentral Technical College	158 

Business Size

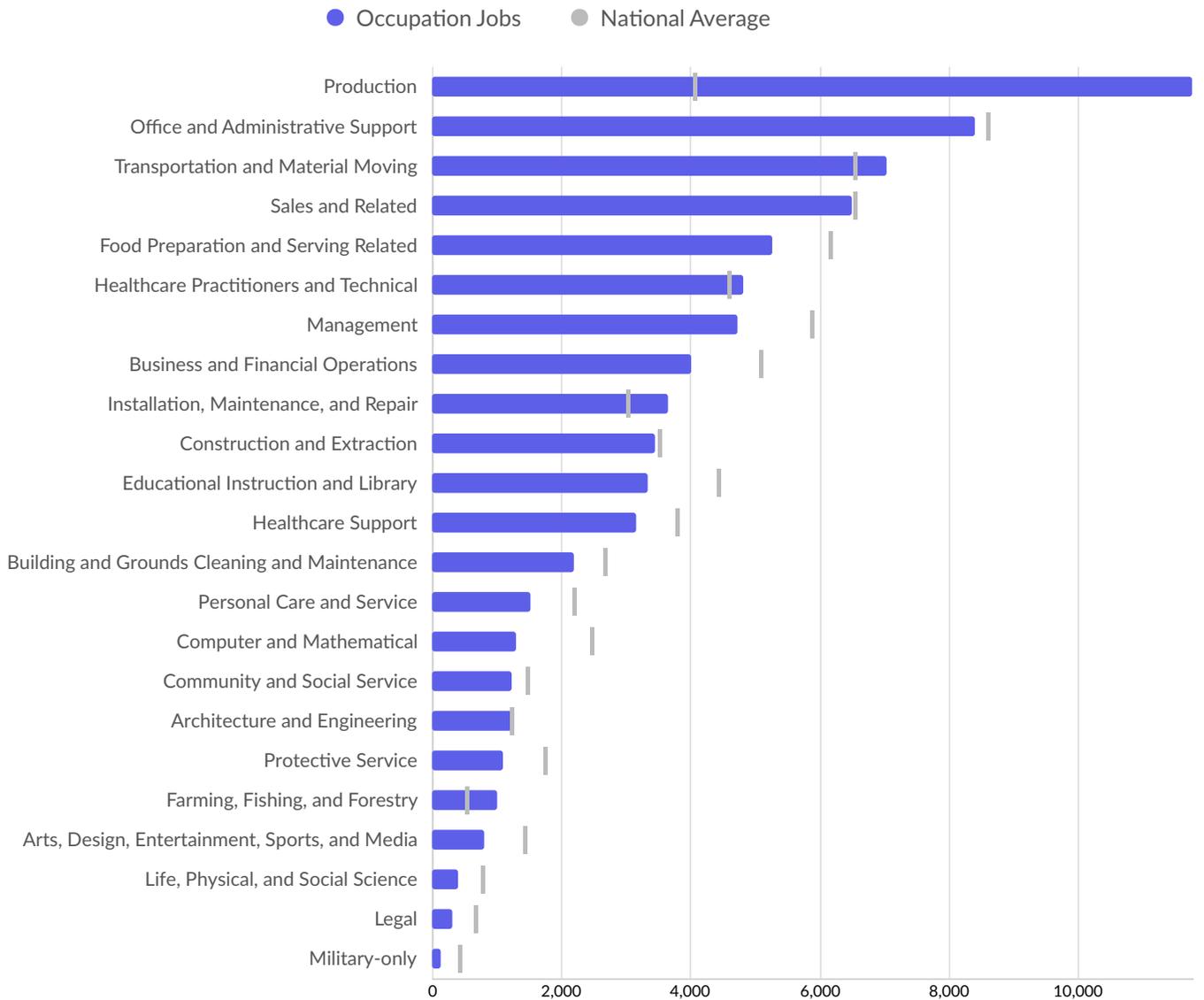


	Percentage	Business Count
● 1 to 4 employees	34.9%	2,008
● 5 to 9 employees	26.4%	1,517
● 10 to 19 employees	21.1%	1,211
● 20 to 49 employees	12.4%	711
● 50 to 99 employees	3.1%	180
● 100 to 249 employees	1.4%	81
● 250 to 499 employees	0.5%	26
● 500+ employees	0.2%	13

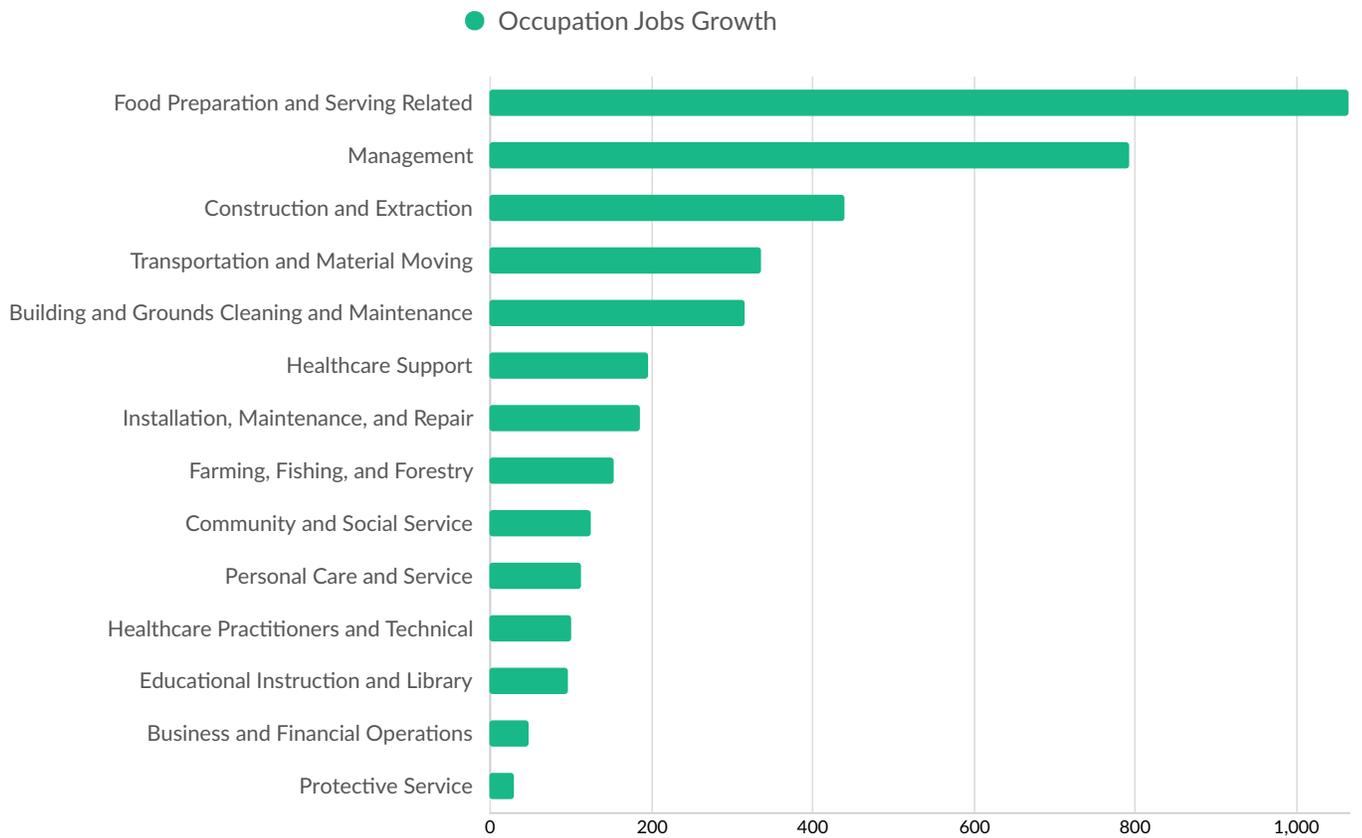
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

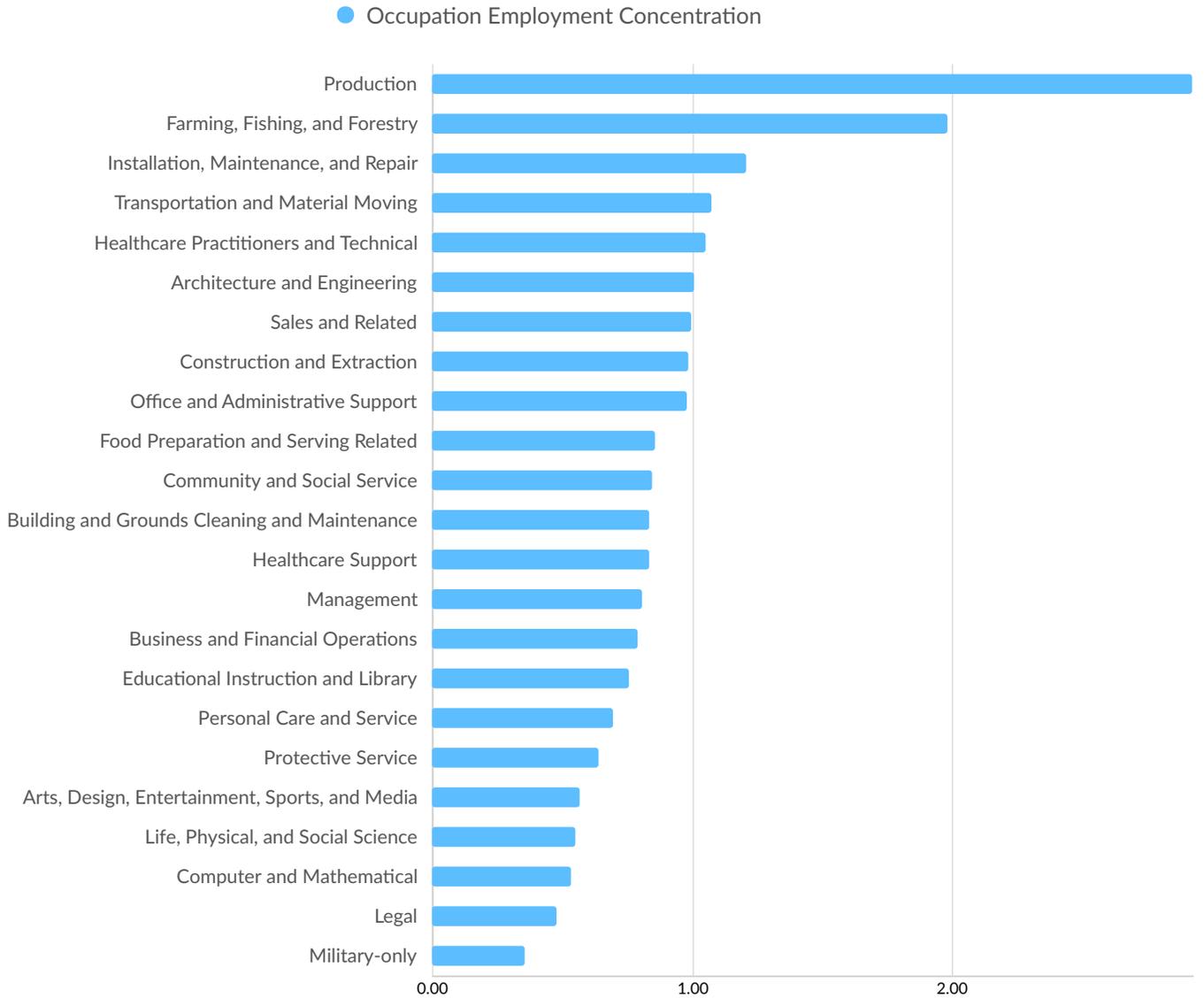
Largest Occupations



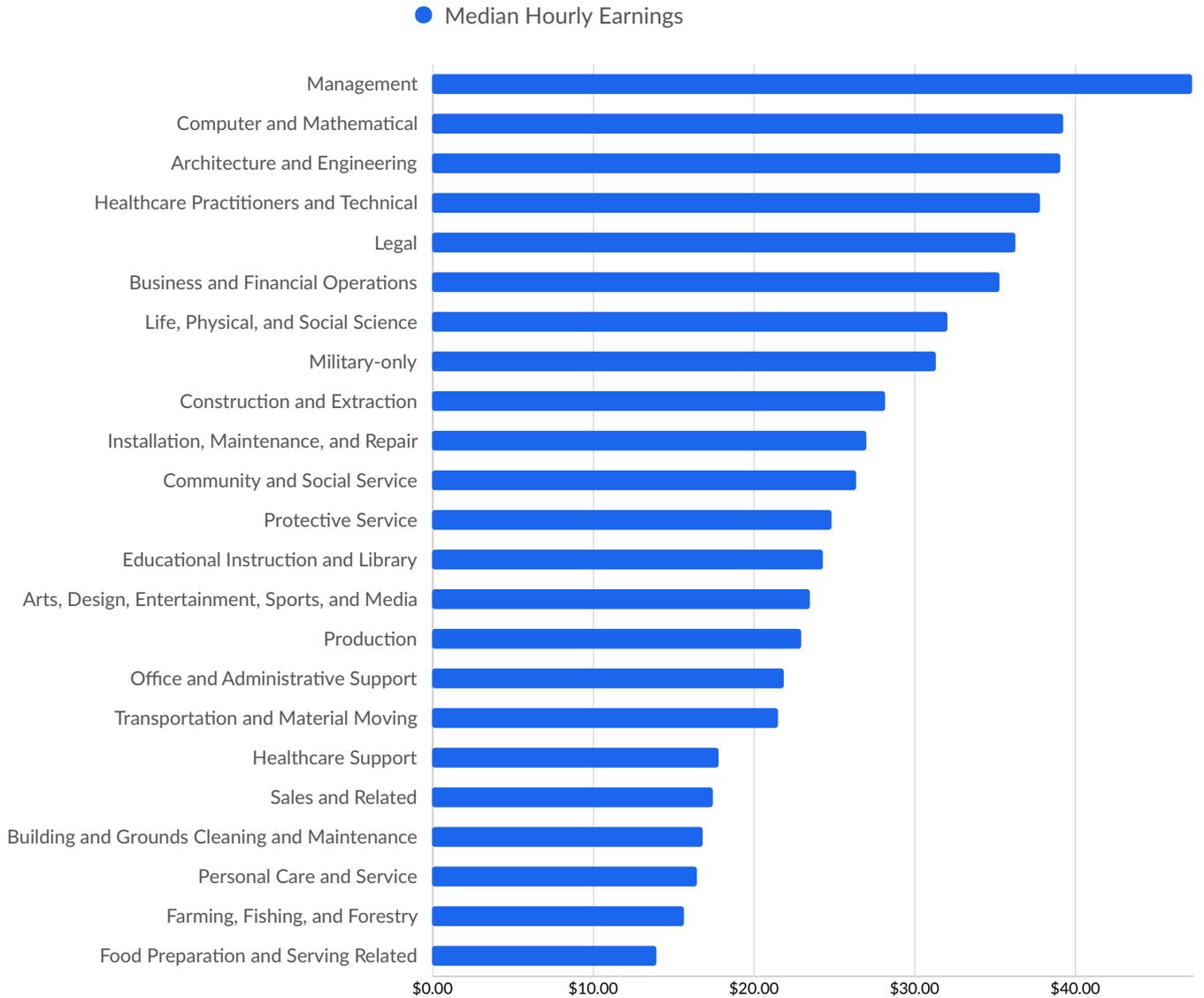
Top Growing Occupations



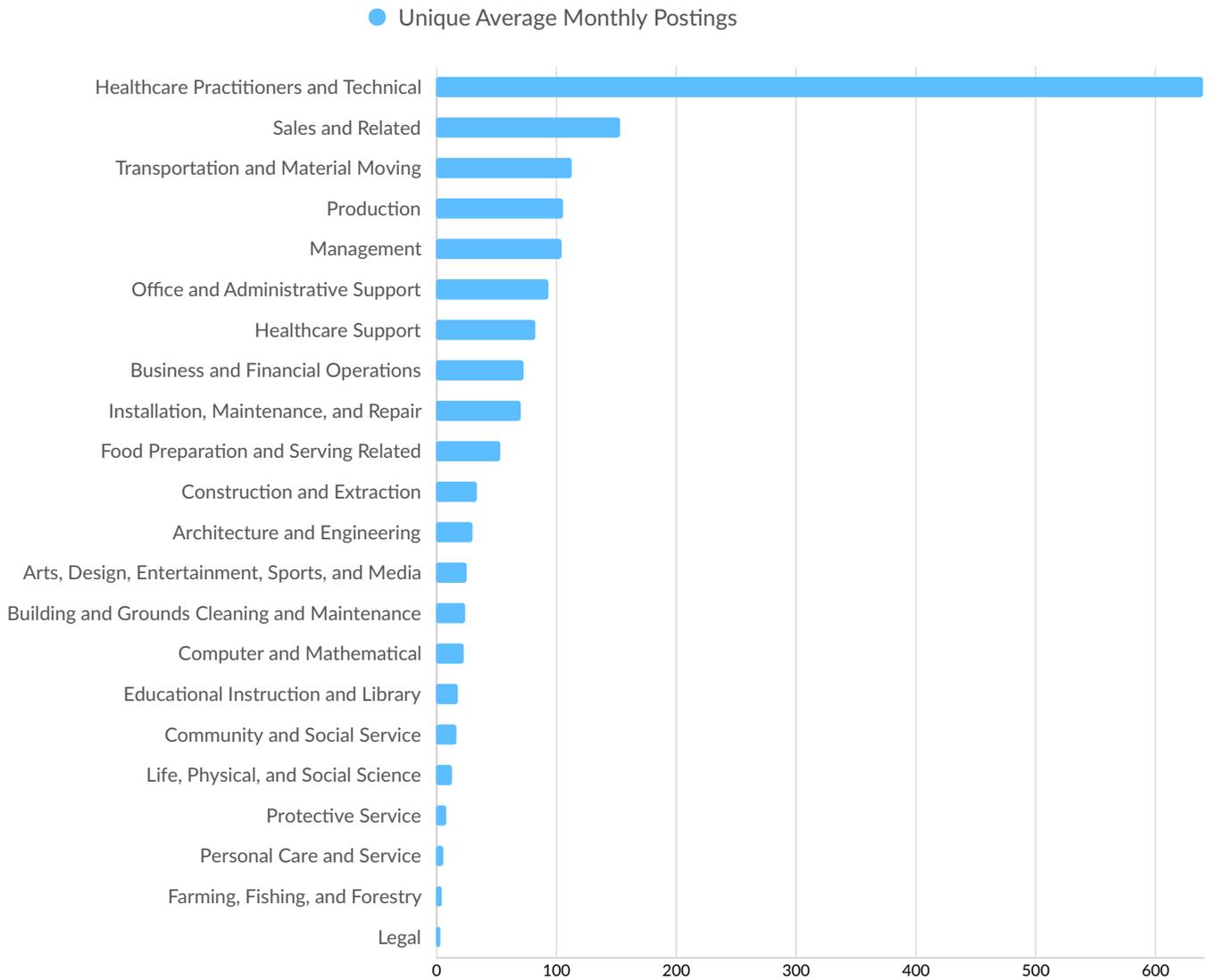
Top Occupation Employment Concentration



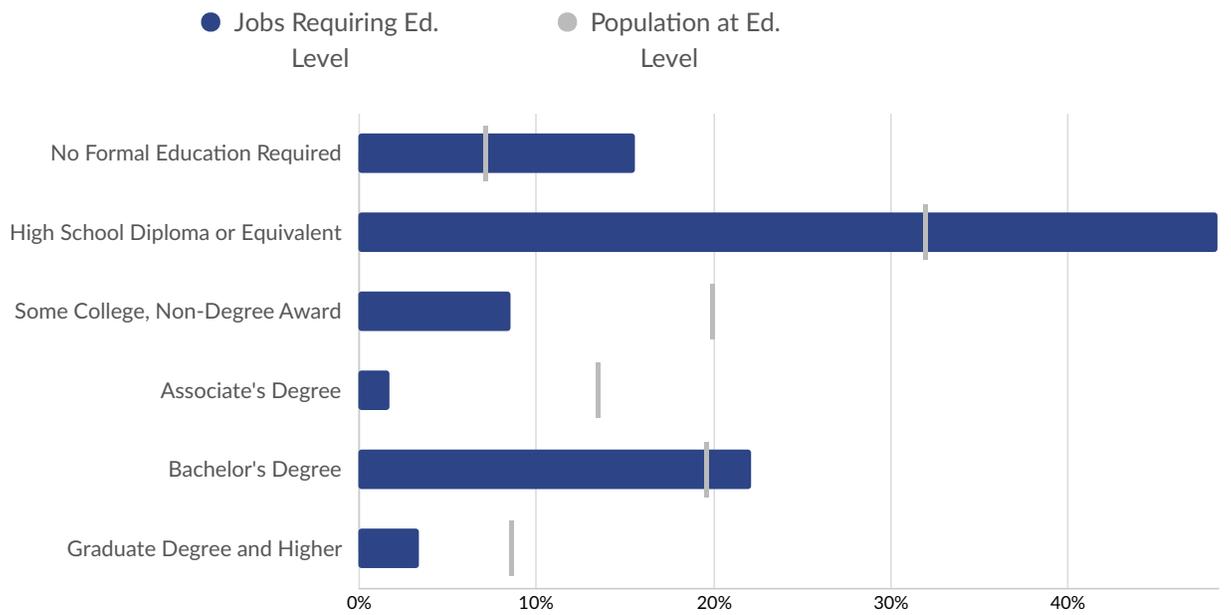
Top Occupation Earnings



Top Posted Occupations

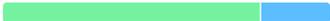


Underemployment



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).

School	Total Graduates (2024)	Graduate Trend (2020 - 2024)
Northcentral Technical College	2,071 	
State College of Beauty Culture	52 	

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

In-Demand Skills

