



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

139,457

Population (2025)

Population **grew by 1,343** over the last 5 years and is projected to **grow by 1,279** over the next 5 years.

77,241

Total Regional Employment

Jobs **grew by 1,993** over the last 5 years and are projected to **grow by 1,239** over the next 5 years.

\$77.9K

Median Household Income (2024)

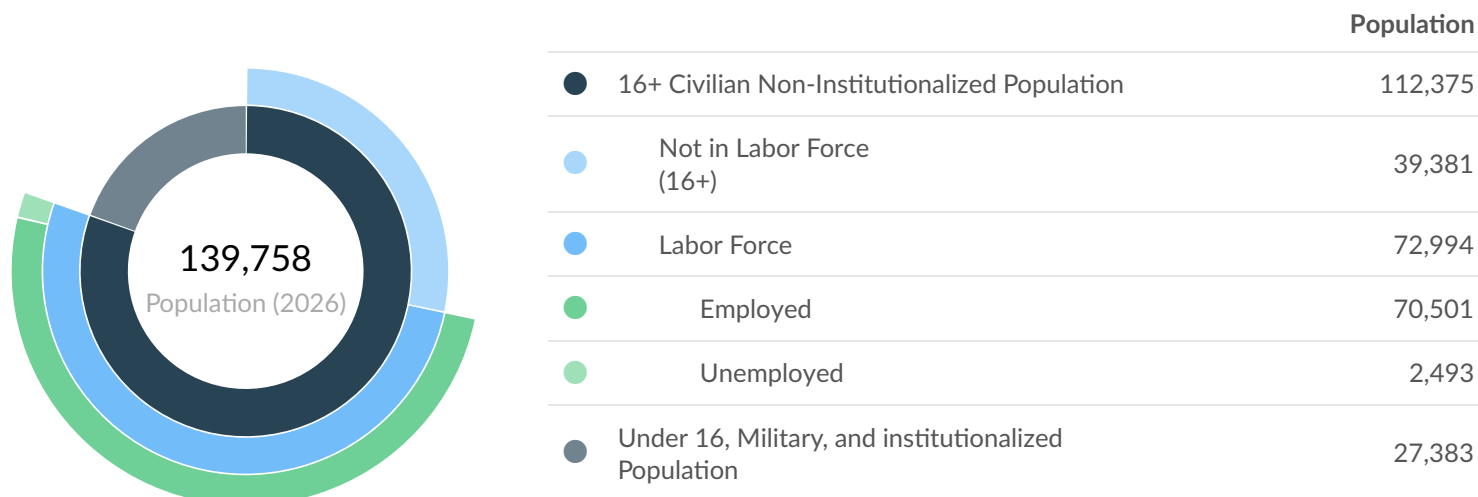
Median household income is **\$2.9K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 1.0%** since 2020, growing by 1,343. Population is expected to **increase by 0.9%** between 2025 and 2030, adding 1,279.
- From 2020 to 2025, jobs **increased by 2.6%** in Marathon County, WI from 75,248 to **77,241**. This change **fell short of the national growth rate of 10.6% by 8.0%**. As the number of jobs increased, the **labor force participation rate decreased from 67.7% to 65.6% between 2020 and 2025**.
- Concerning educational attainment, **20.0% of Marathon County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **13.6% hold an Associate's Degree** (4.7% 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.

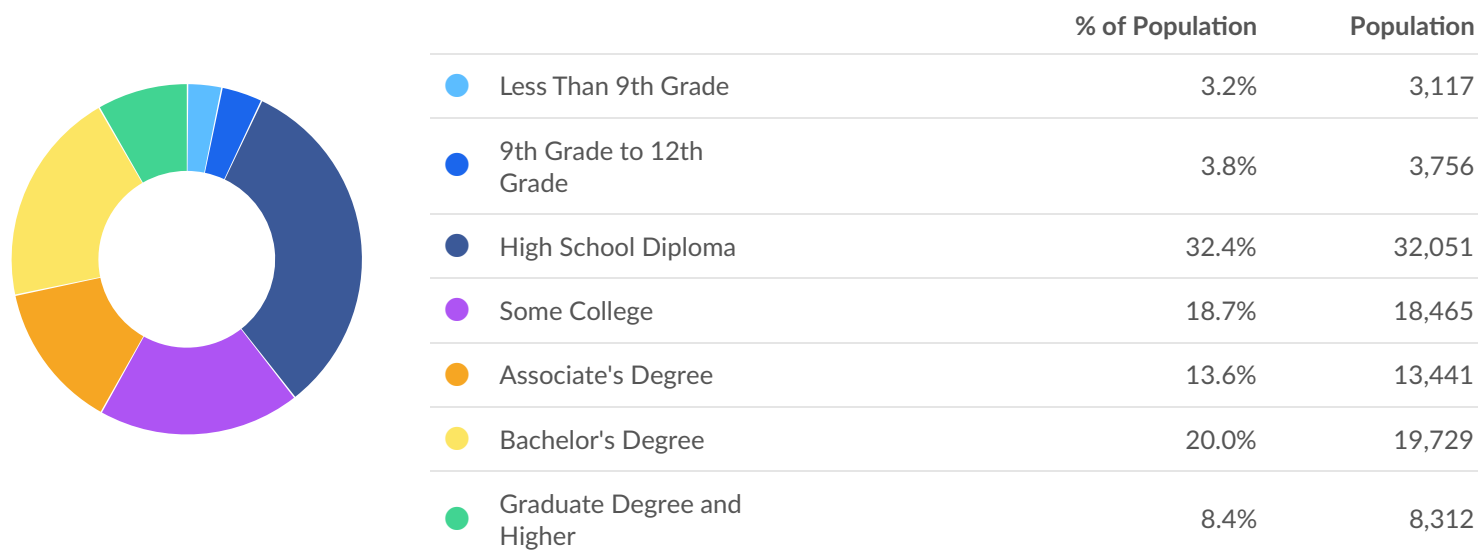
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	139,758	72,994	77,241	99.8	\$10.76B	\$12.45B	\$12.56B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



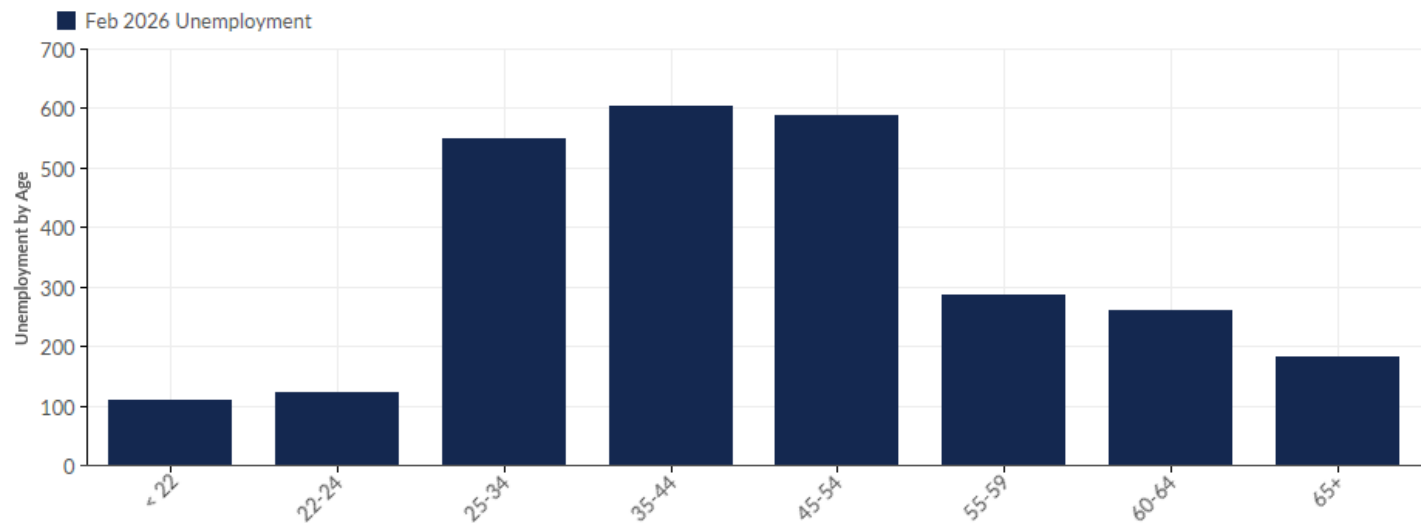
Educational Attainment

Concerning educational attainment, **20.0% of Marathon County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **13.6% hold an Associate's Degree** (4.7% above the national average).



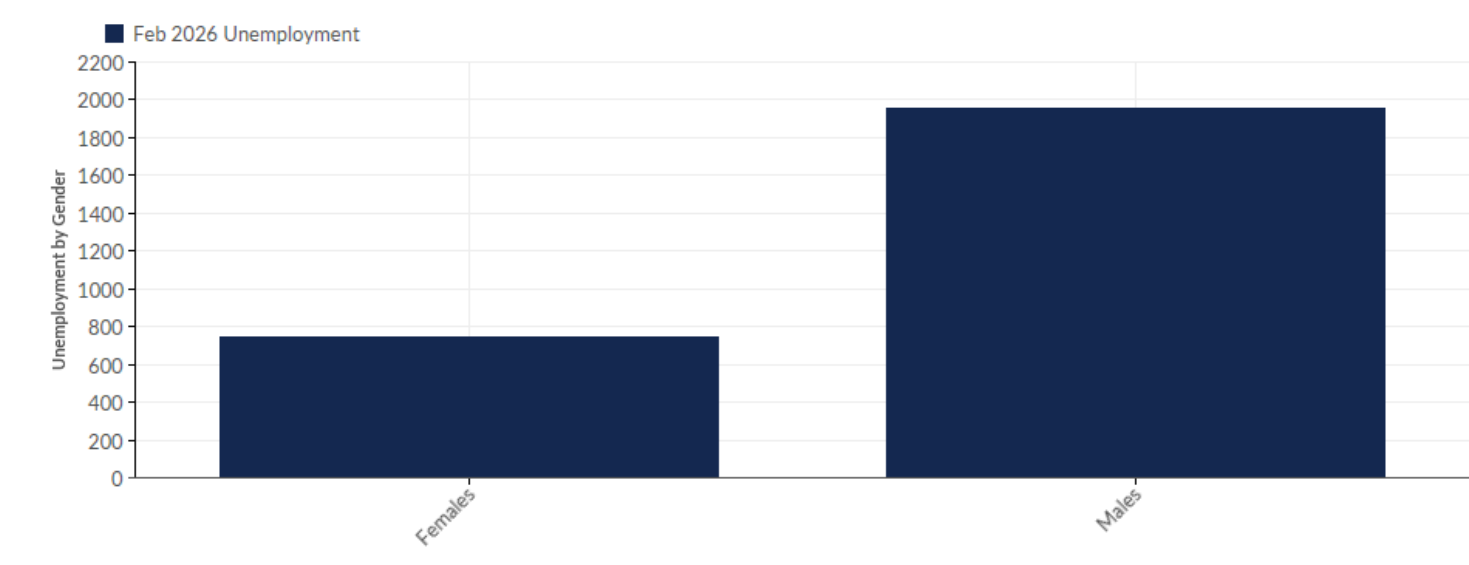
Unemployment by Demographics

Unemployment by Age



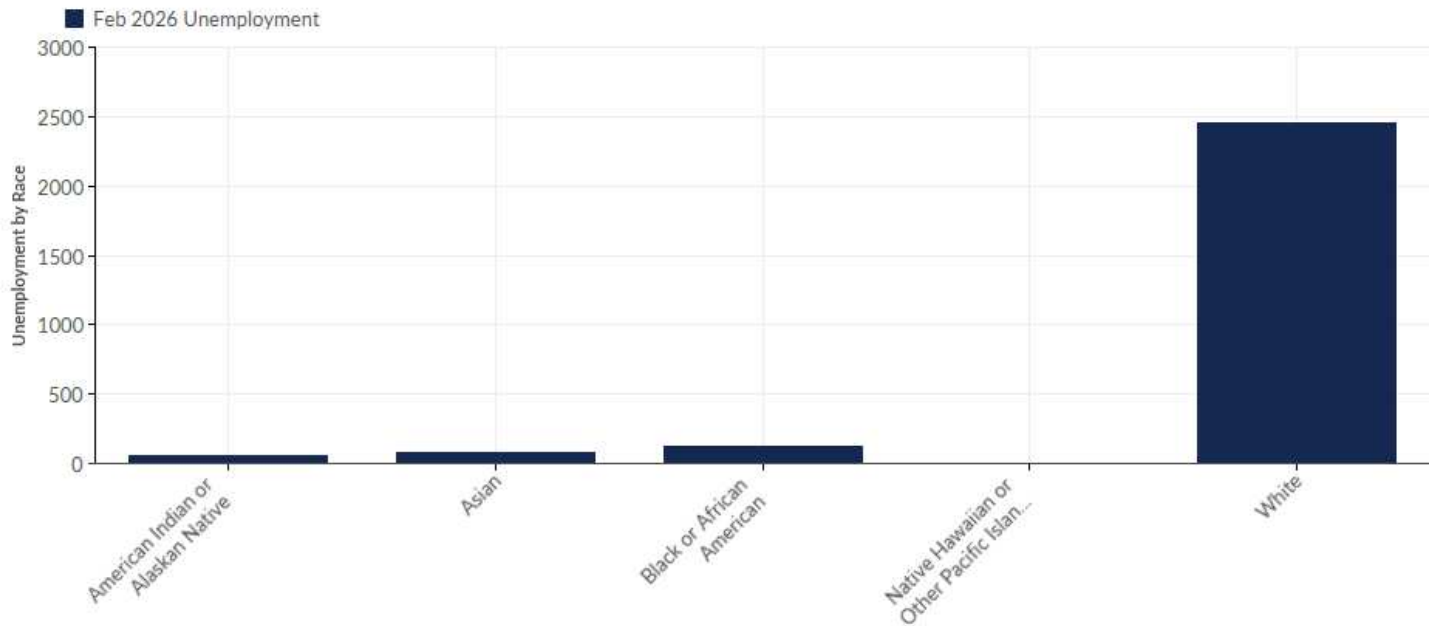
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	110	4.07%
22-24	122	4.52%
25-34	548	20.28%
35-44	604	22.35%
45-54	589	21.80%
55-59	287	10.62%
60-64	261	9.66%
65+	181	6.70%
Total	2,702	100.00%

Unemployment by Gender



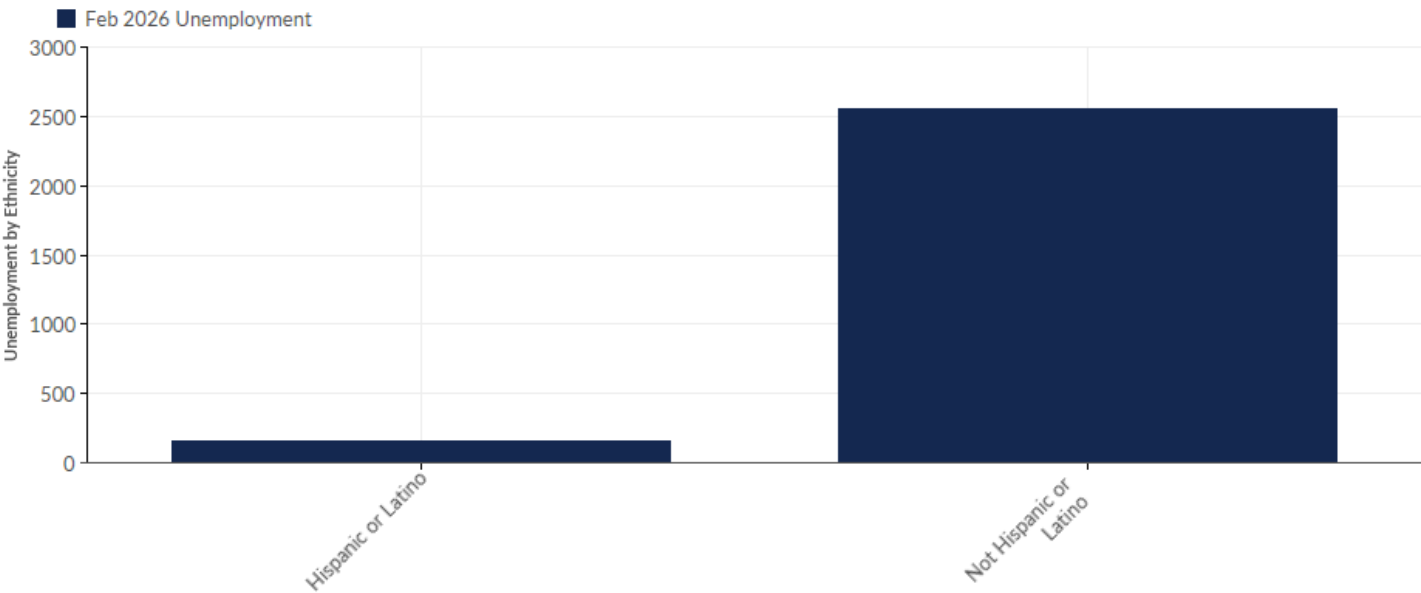
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	748	27.68%
Males	1,954	72.32%
Total	2,702	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	52	1.92%
Asian	73	2.70%
Black or African American	121	4.48%
Native Hawaiian or Other Pacific Islander	4	0.15%
White	2,452	90.75%
Total	2,702	100.00%

Unemployment by Ethnicity

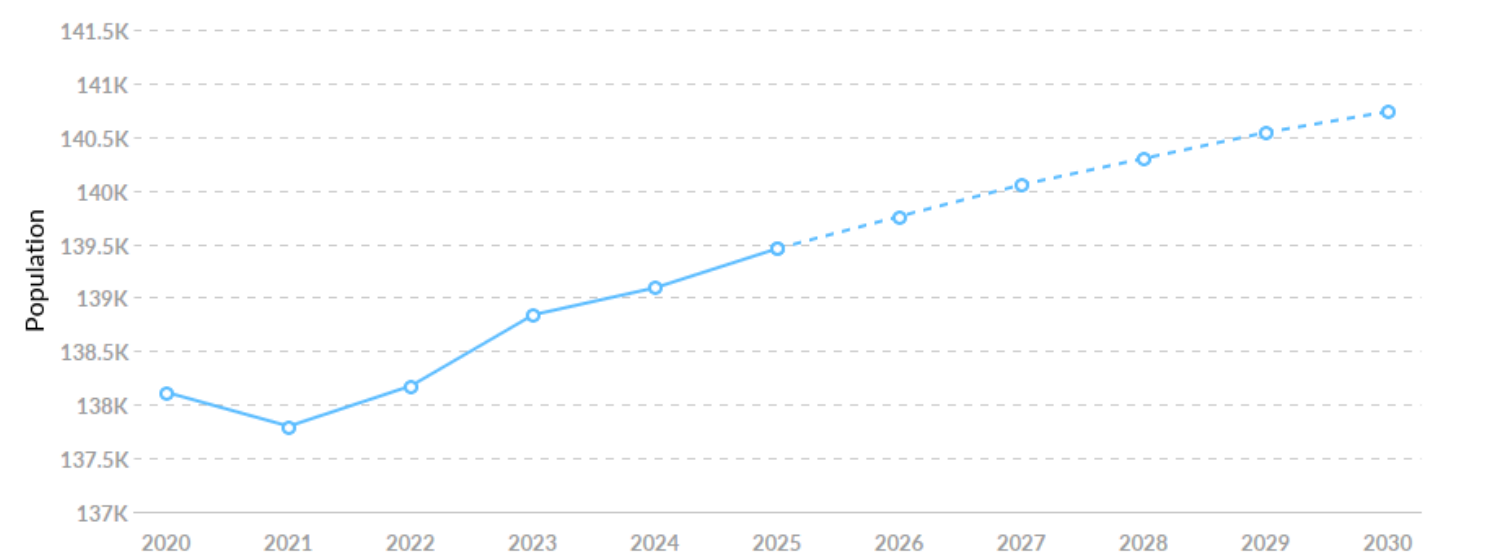


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	153	5.66%
Not Hispanic or Latino	2,549	94.34%
Total	2,702	100.00%

Historic & Projected Trends

Population Trends

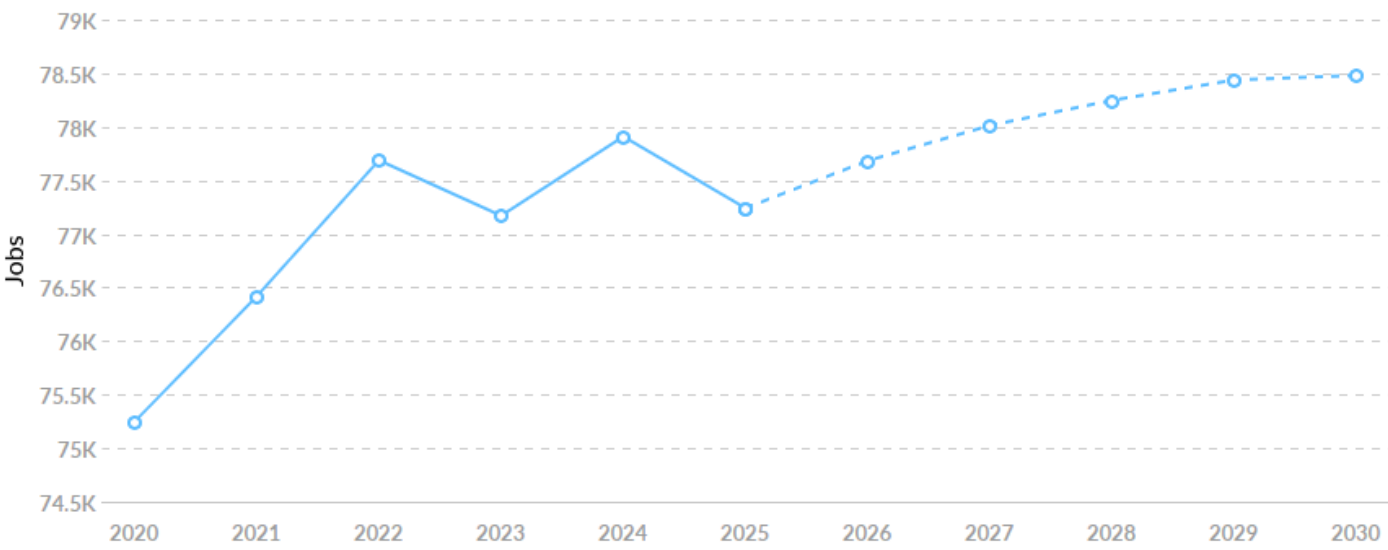
As of 2025 the region's population **increased by 1.0%** since 2020, growing by 1,343. Population is expected to **increase by 0.9%** between 2025 and 2030, adding 1,279.



Timeframe	Population
2020	138,114
2021	137,798
2022	138,175
2023	138,838
2024	139,091
2025	139,457
2026	139,758
2027	140,053
2028	140,298
2029	140,541
2030	140,736

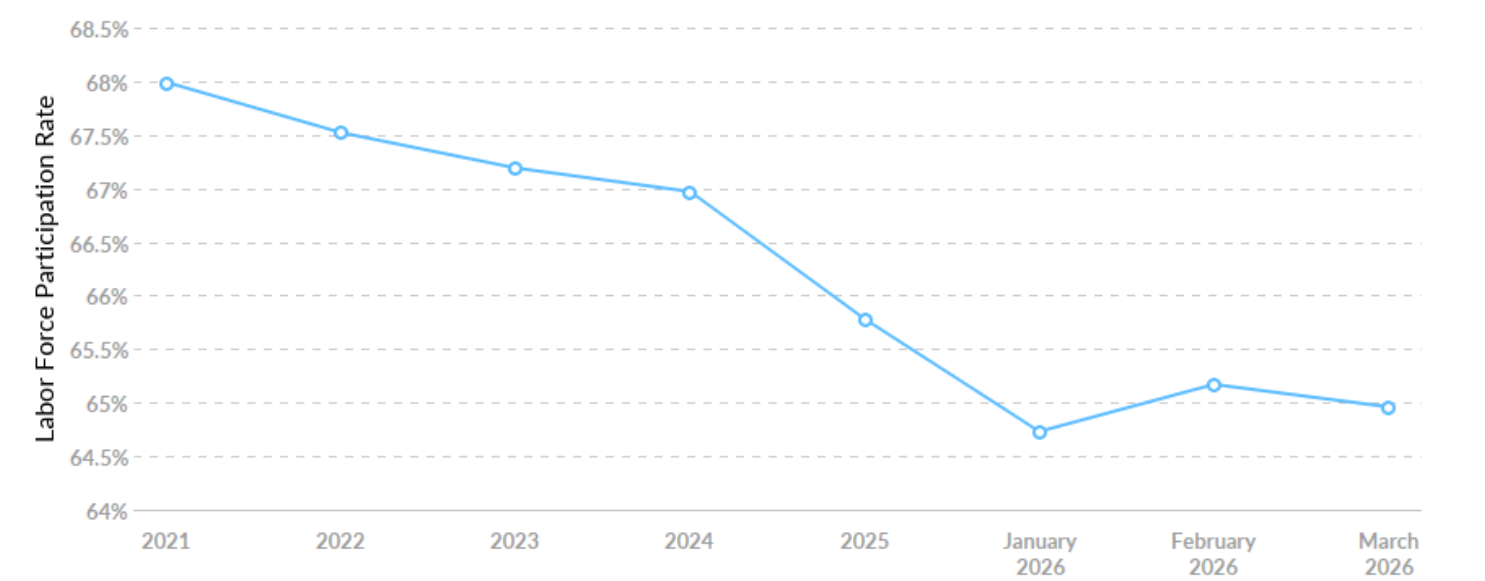
Job Trends

From 2020 to 2025, jobs increased by 2.6% in Marathon County, WI from 75,248 to 77,241. This change fell short of the national growth rate of 10.6% by 8.0%.



Timeframe	Jobs
2020	75,248
2021	76,418
2022	77,687
2023	77,170
2024	77,909
2025	77,241
2026	77,683
2027	78,012
2028	78,247
2029	78,437
2030	78,480

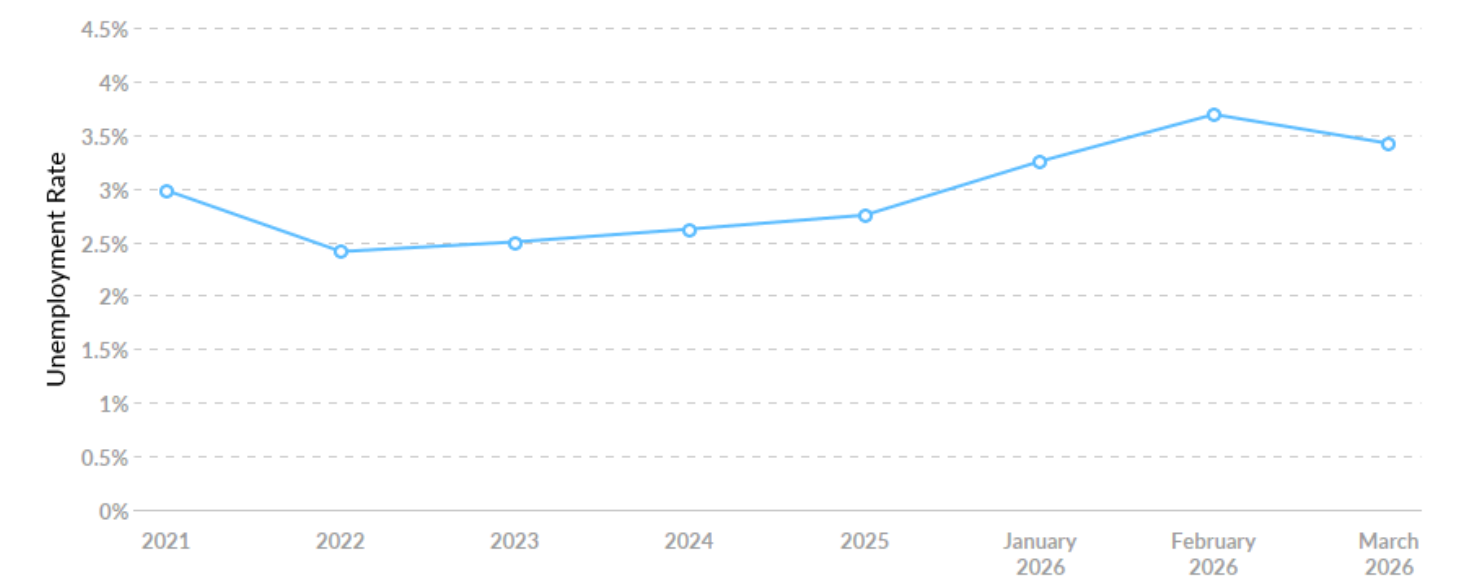
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	67.99%
2022	67.52%
2023	67.19%
2024	66.97%
2025	65.78%
January 2026	64.73%
February 2026	65.17%
March 2026	64.96%

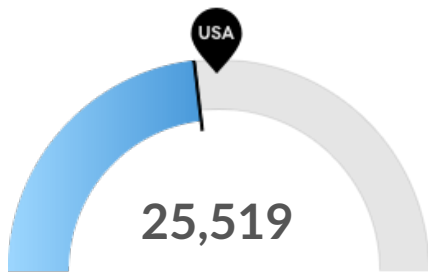
Unemployment Rate Trends

Marathon County, WI had a March 2026 unemployment rate of 3.42%, **increasing from 2.98%** 5 years before.



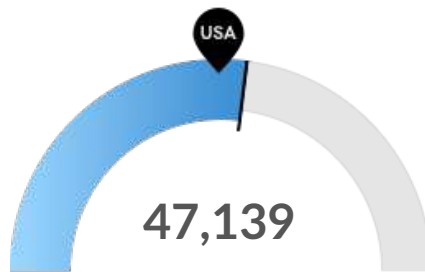
Timeframe	Unemployment Rate
2021	2.98%
2022	2.41%
2023	2.50%
2024	2.62%
2025	2.75%
January 2026	3.25%
February 2026	3.69%
March 2026	3.42%

Population Characteristics



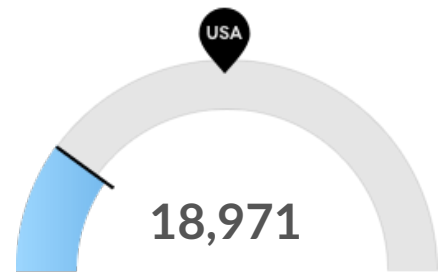
Millennials

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



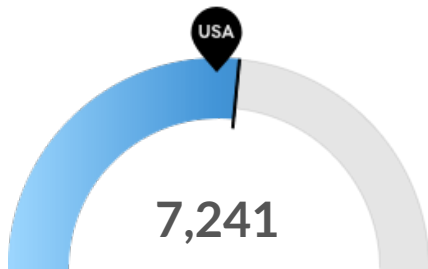
Retiring Soon

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.



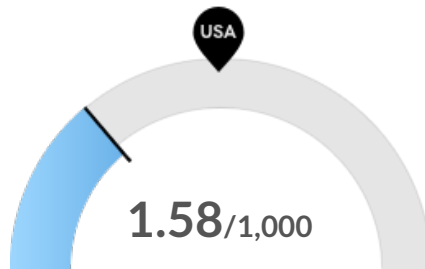
Racial Diversity

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.



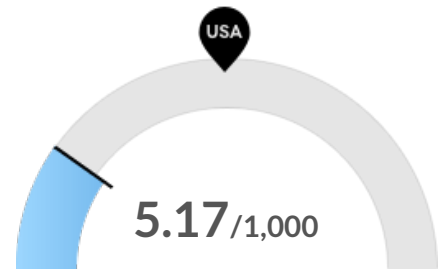
Veterans

Marathon County, WI has 7,241 veterans. The national average for an area this size is 6,619.



Violent Crime

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

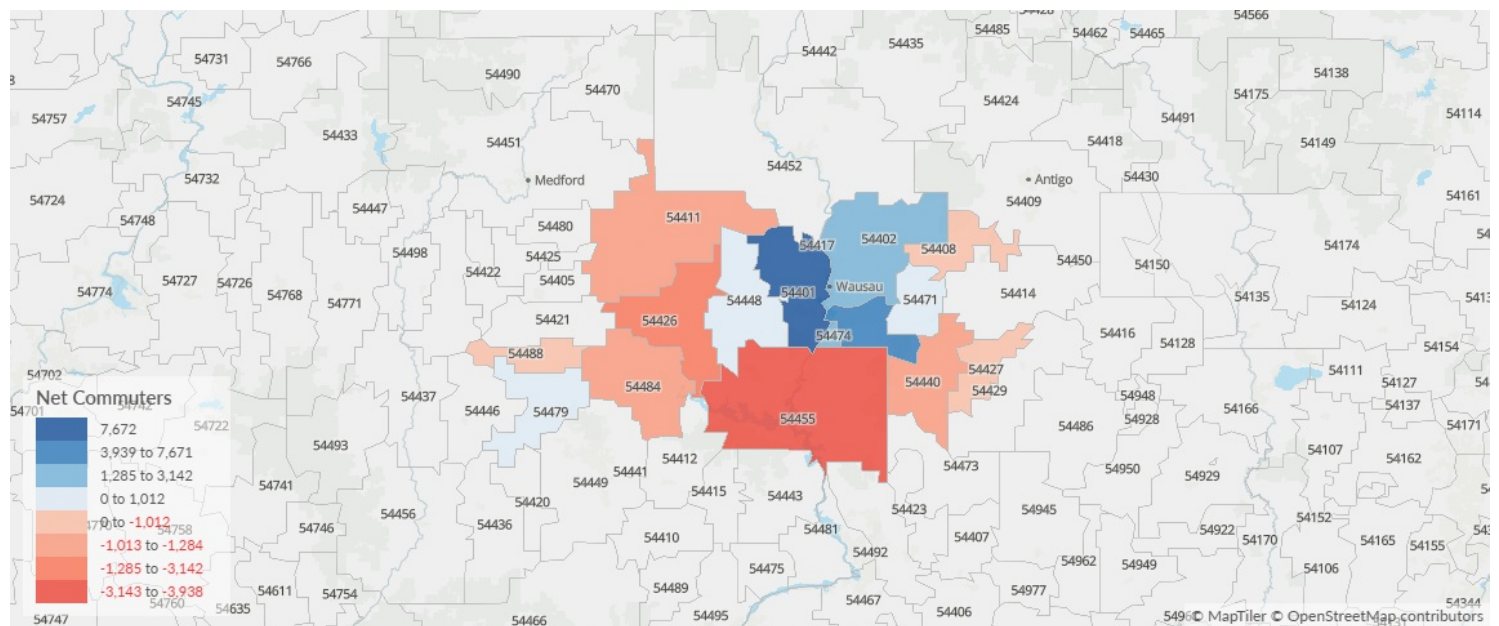


Property Crime

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.

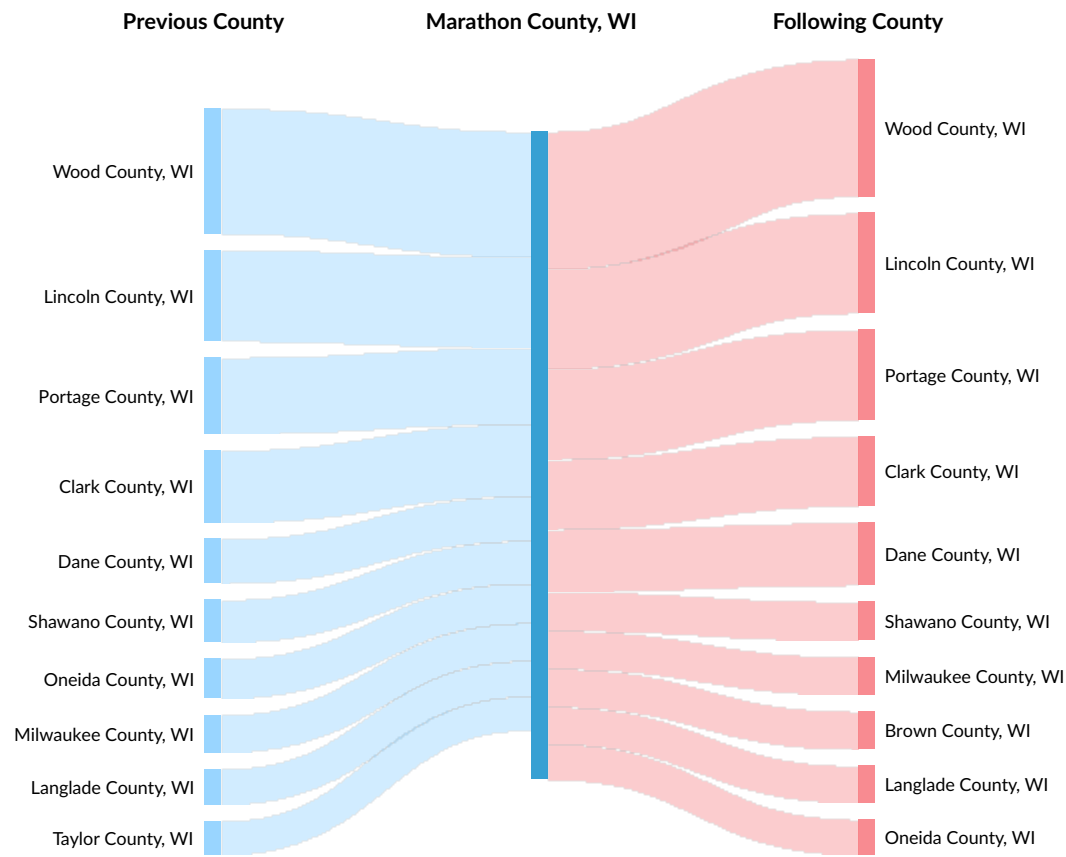


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	24,062	54401	Wausau, WI (in Maratho...	16,391
54403	Wausau, WI (in Maratho...	14,613	54403	Wausau, WI (in Maratho...	13,329
54476	Schofield, WI (in Marath...	14,565	54455	Mosinee, WI (in Marath...	11,190
54455	Mosinee, WI (in Marath...	8,047	54476	Schofield, WI (in Marath...	10,626
54474	Rothschild, WI (in Marat...	3,990	54411	Athens, WI (in Maratho...	3,025

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 2023, 364 people have migrated from Wood County, WI to Marathon County, WI. In the same year, 399 people left Marathon County, WI migrating to Wood County, WI. The total Net Migration for Marathon County, WI in 2023 was -187.

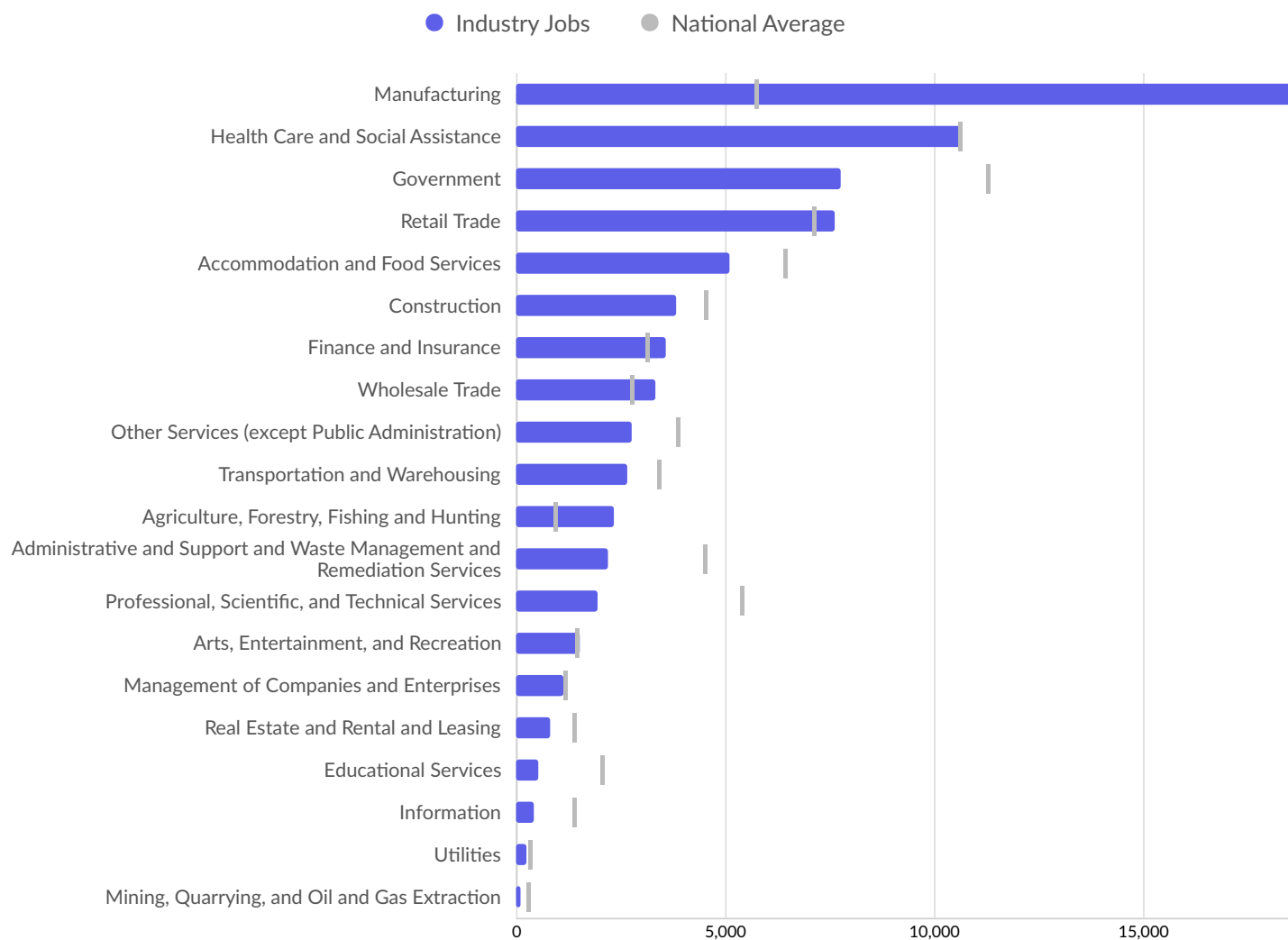


Top Previous Counties	Migrations
Wood County, WI	364
Lincoln County, WI	264
Portage County, WI	222
Clark County, WI	209
Dane County, WI	129
Shawano County, WI	124

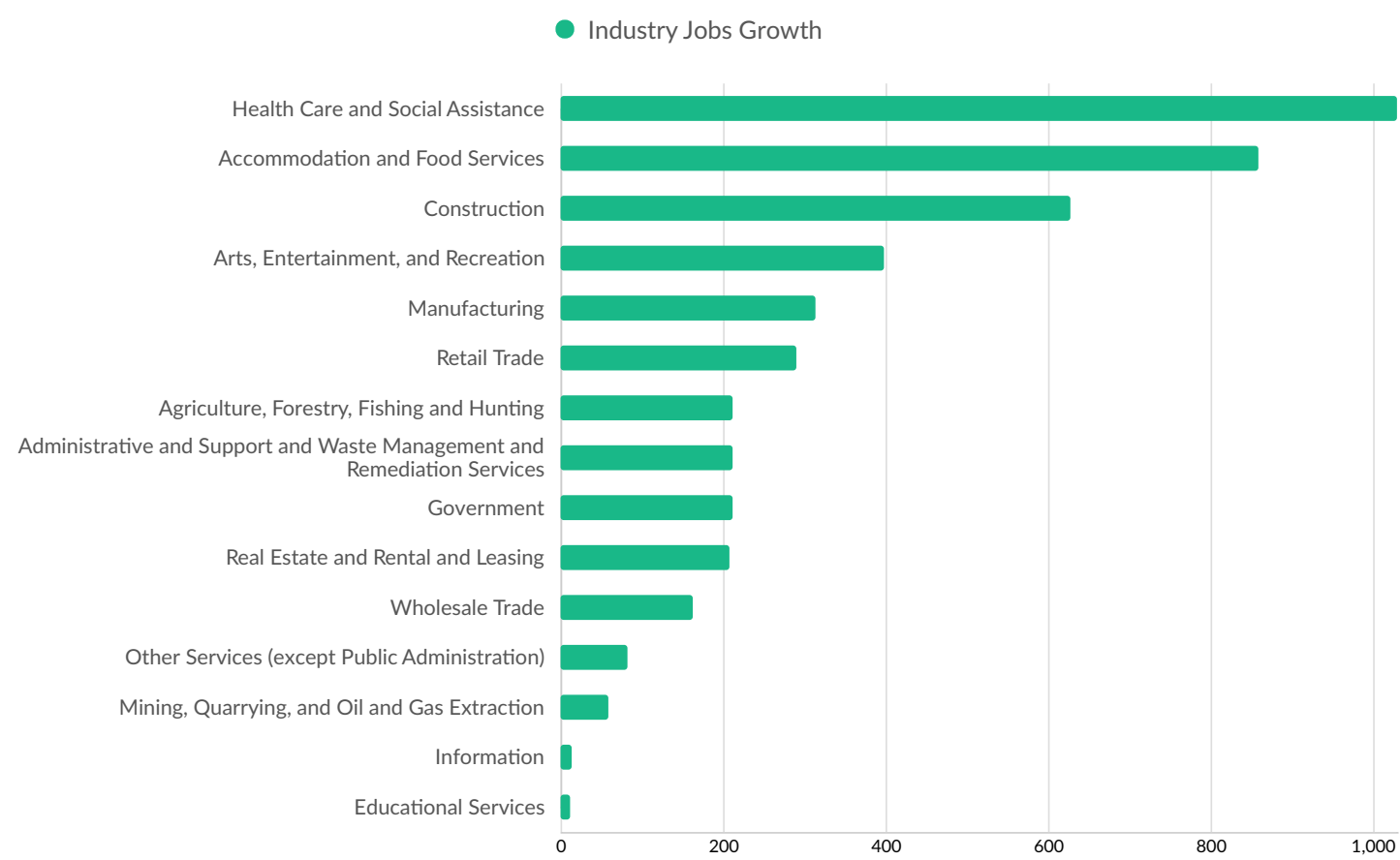
Top Previous Counties	Migrations
Oneida County, WI	115
Milwaukee County, WI	109
Langlade County, WI	103
Taylor County, WI	99
Brown County, WI	84
Waukesha County, WI	64
Outagamie County, WI	59
Winnebago County, WI	53
Eau Claire County, WI	47
Top Following Counties	Migrations
Wood County, WI	399
Lincoln County, WI	291
Portage County, WI	263
Clark County, WI	203
Dane County, WI	181
Shawano County, WI	113
Milwaukee County, WI	110
Brown County, WI	110
Langlade County, WI	108
Oneida County, WI	103
Taylor County, WI	91
Outagamie County, WI	80
Winnebago County, WI	70
Hennepin County, MN	65
Eau Claire County, WI	61

Industry Characteristics

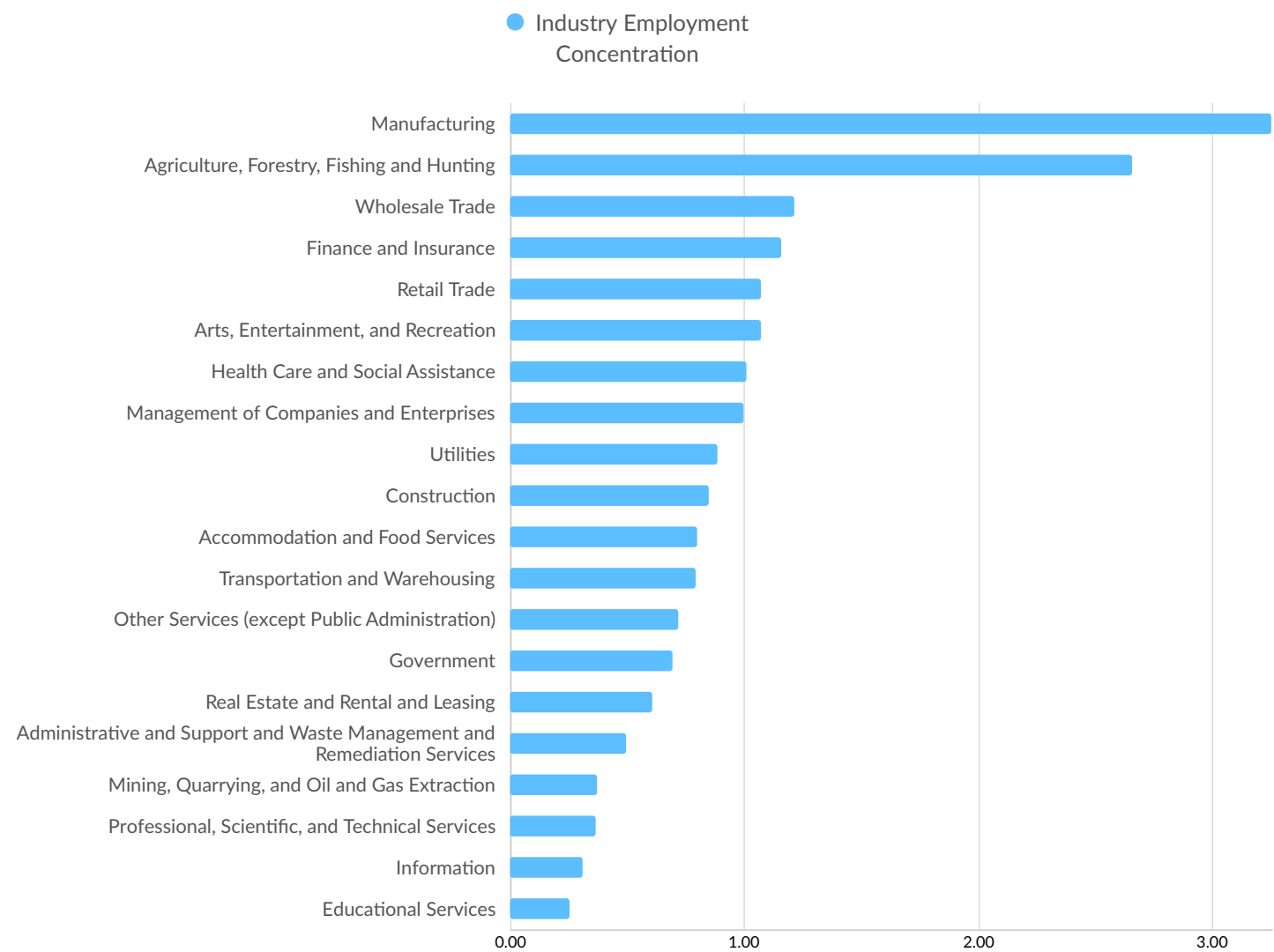
Largest Industries



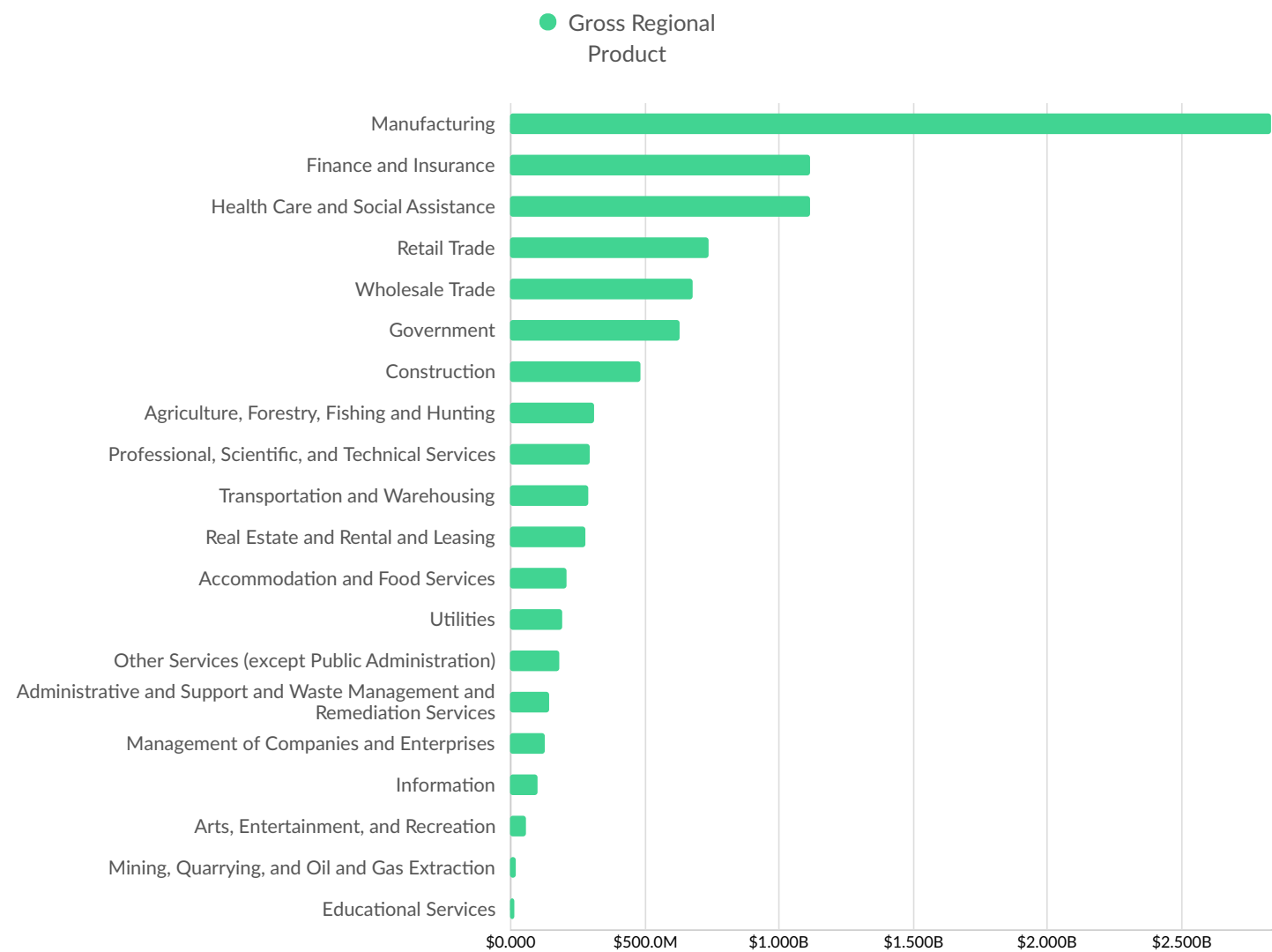
Top Growing Industries



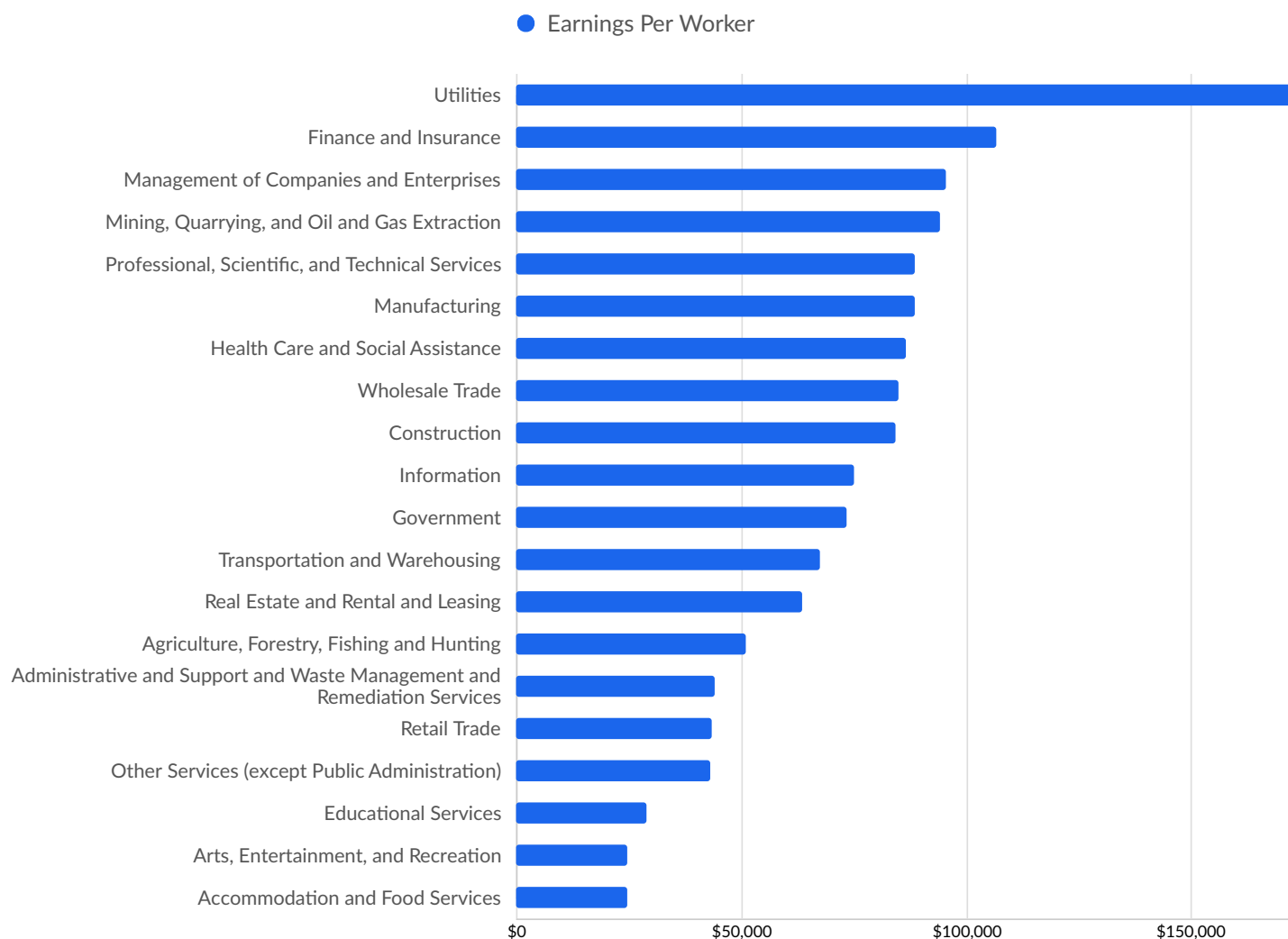
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



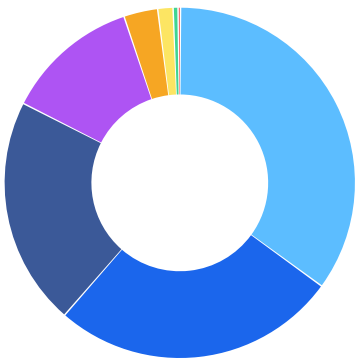
Business Characteristics

8,891 Companies Employ Your Workers

Online profiles for your workers mention 8,891 companies as employers, with the top 10 appearing below. In the last 12 months, 1,977 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	923 	Aspirus	1,343 
Marshfield Clinic	507 	Marshfield Clinic	468 
Greenheck	377 	Vetted Health	309 
Northcentral Technical College	289 	Soliant Health	261 
Wausau School District	271 	Gqr	257 
Sentry	231 	Aya Healthcare	242 
Liberty Mutual	226 	Pick And Save	217 
Greenheck Group	223 	Kroger	186 
Aqua Finance	222 	MedPro Healthcare Staffing	158 
UnitedHealth Group	193 	CompHealth	156 

Business Size

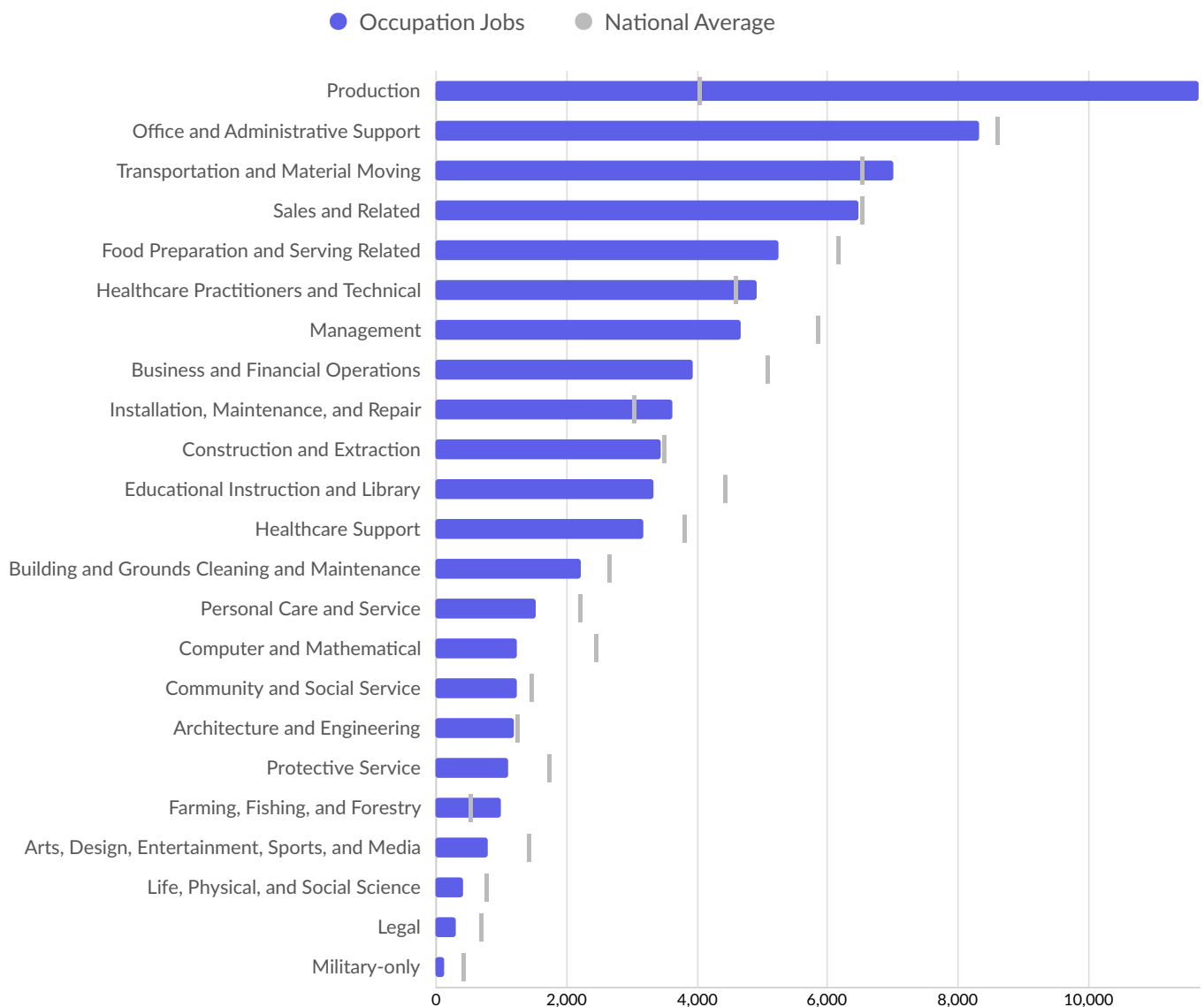


	Percentage	Business Count
1 to 4 employees	34.9%	2,008
5 to 9 employees	26.4%	1,517
10 to 19 employees	21.1%	1,211
20 to 49 employees	12.4%	711
50 to 99 employees	3.1%	180
100 to 249 employees	1.4%	81
250 to 499 employees	0.5%	26
500+ employees	0.2%	13

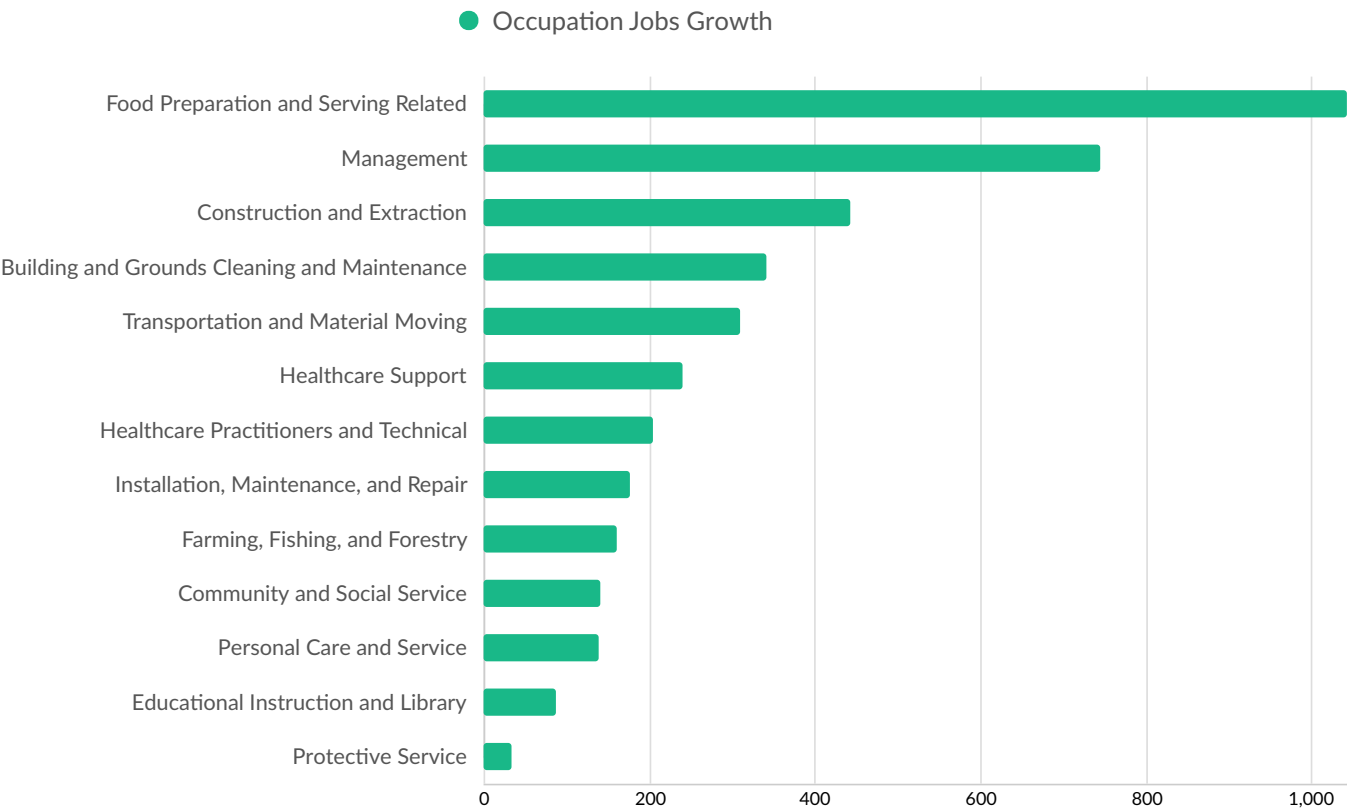
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

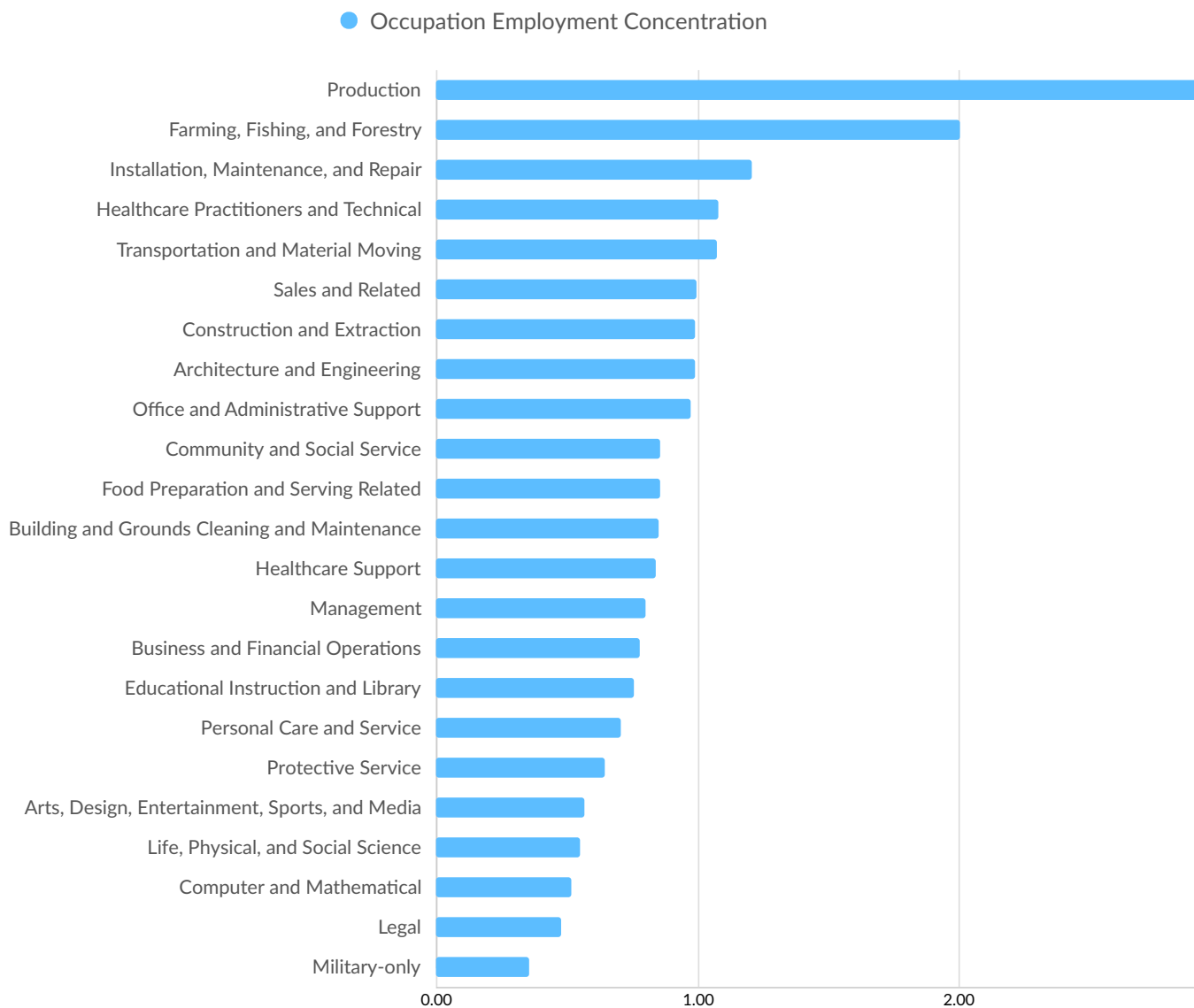
Largest Occupations



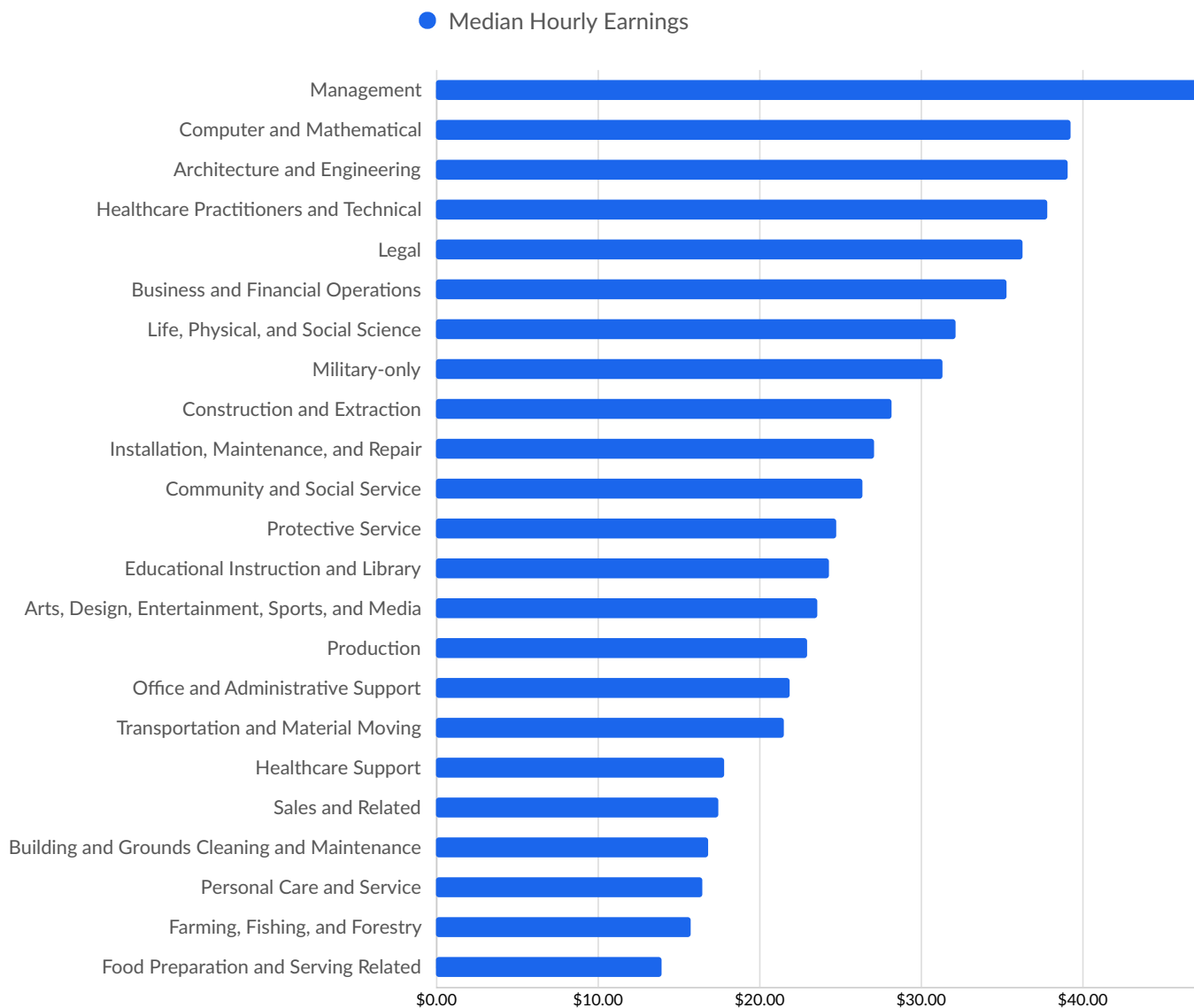
Top Growing Occupations



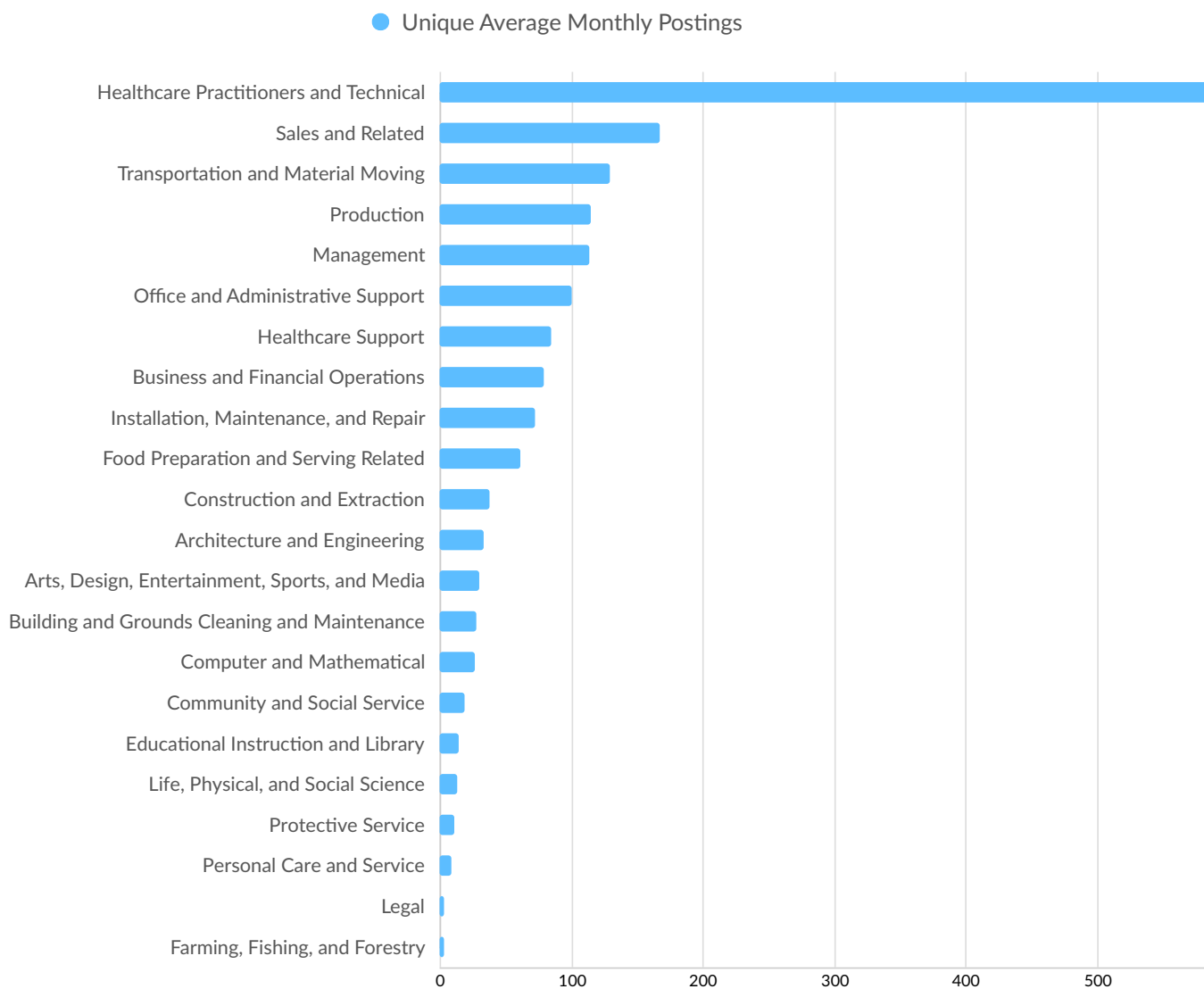
Top Occupation Employment Concentration



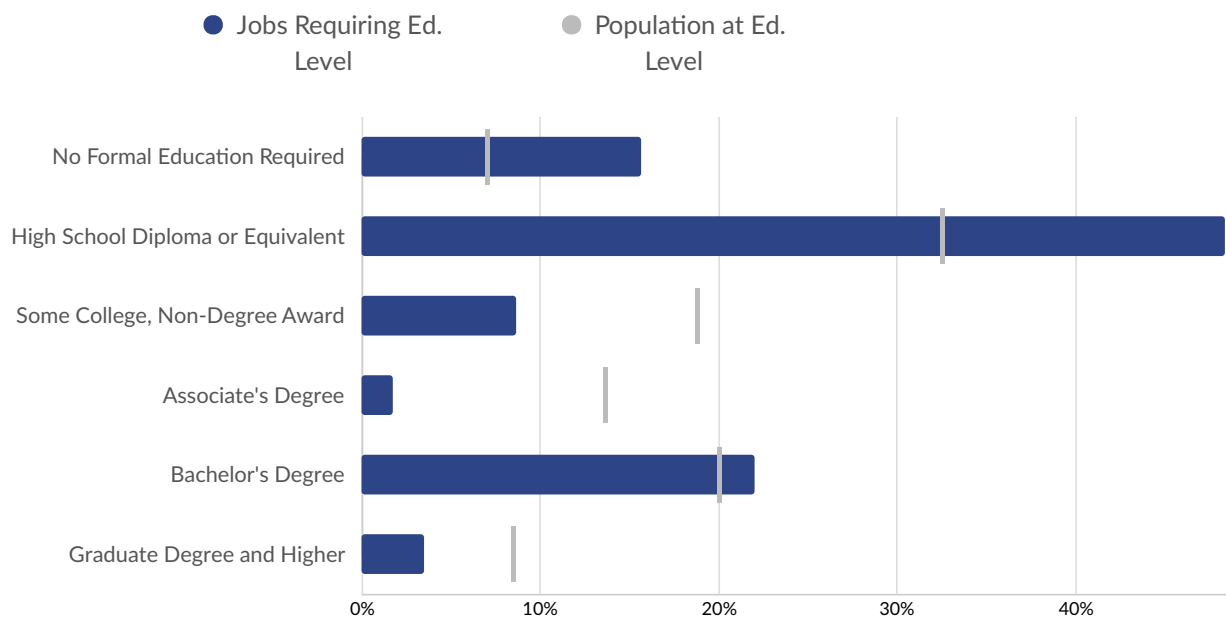
Top Occupation Earnings



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

