

Marathon County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

139,432

Population (2025)

Population **grew by 1,313** over the last 5 years and is projected to **grow by 891** over the next 5 years.

77,171

Total Regional Employment

Jobs **grew by 1,936** over the last 5 years and are projected to **grow by 441** over the next 5 years.

$77.9K

Median Household Income (2024)

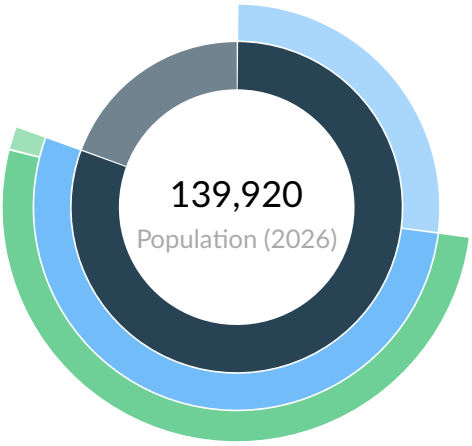
Median household income is **$2.9K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 1.0%** since 2020, growing by 1,313. Population is expected to **increase by 0.6%** between 2025 and 2030, adding 891.
- From 2020 to 2025, jobs **increased by 2.6%** in Marathon County, WI from 75,236 to **77,171**. This change **fell short of the national growth rate of 10.7% by 8.1%**. As the number of jobs increased, the **labor force participation rate decreased from 67.4% to 65.6% between 2020 and 2025**.
- Concerning educational attainment, **20.0% of Marathon County, WI residents possess a Bachelor's Degree** (1.8% below the national average), and **13.6% hold an Associate's Degree** (4.8% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	139,920	74,960	77,171	100.0	$10.79B	$12.52B	$12.71B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

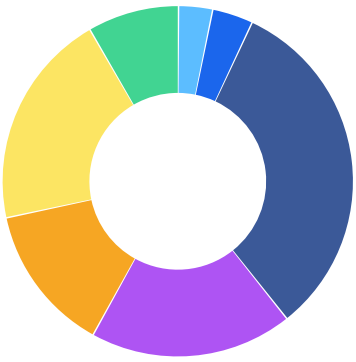
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	112,676
Not in Labor Force (16+)	37,716
Labor Force	74,960
Employed	72,657
Unemployed	2,303
Under 16, Military, and institutionalized Population	27,244

Educational Attainment

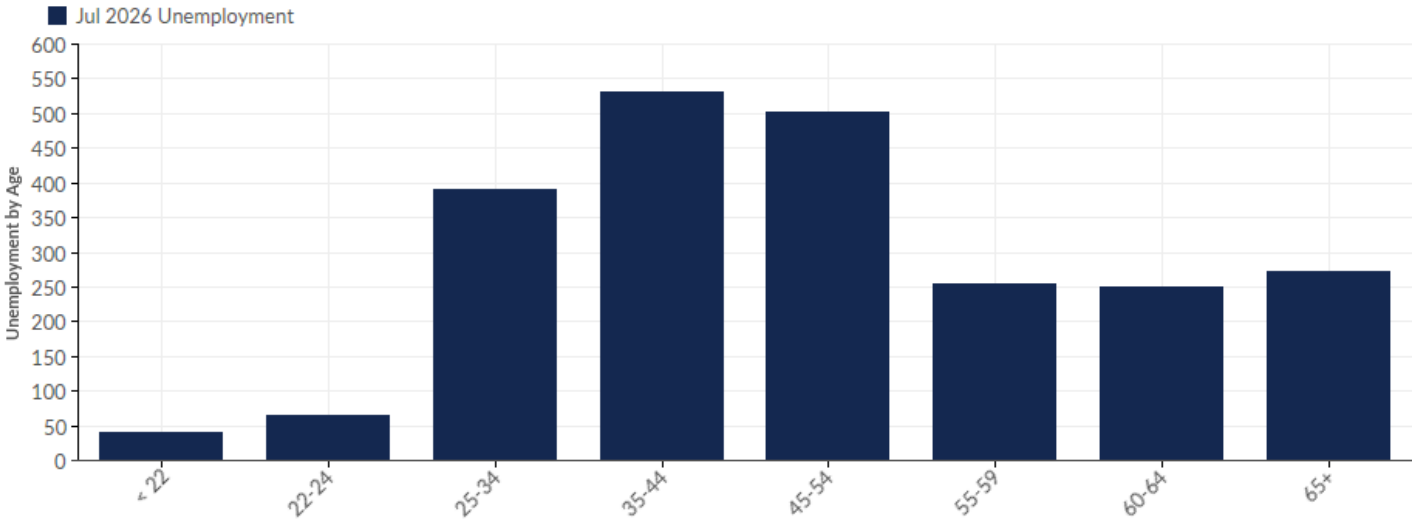
Concerning educational attainment, **20.0% of Marathon County, WI residents possess a Bachelor's Degree** (1.8% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).



	% of Population	Population
Less Than 9th Grade	3.1%	3,095
9th Grade to 12th Grade	3.8%	3,718
High School Diploma	32.3%	31,921
Some College	18.7%	18,460
Associate's Degree	13.6%	13,451
Bachelor's Degree	20.0%	19,729
Graduate Degree and Higher	8.4%	8,318

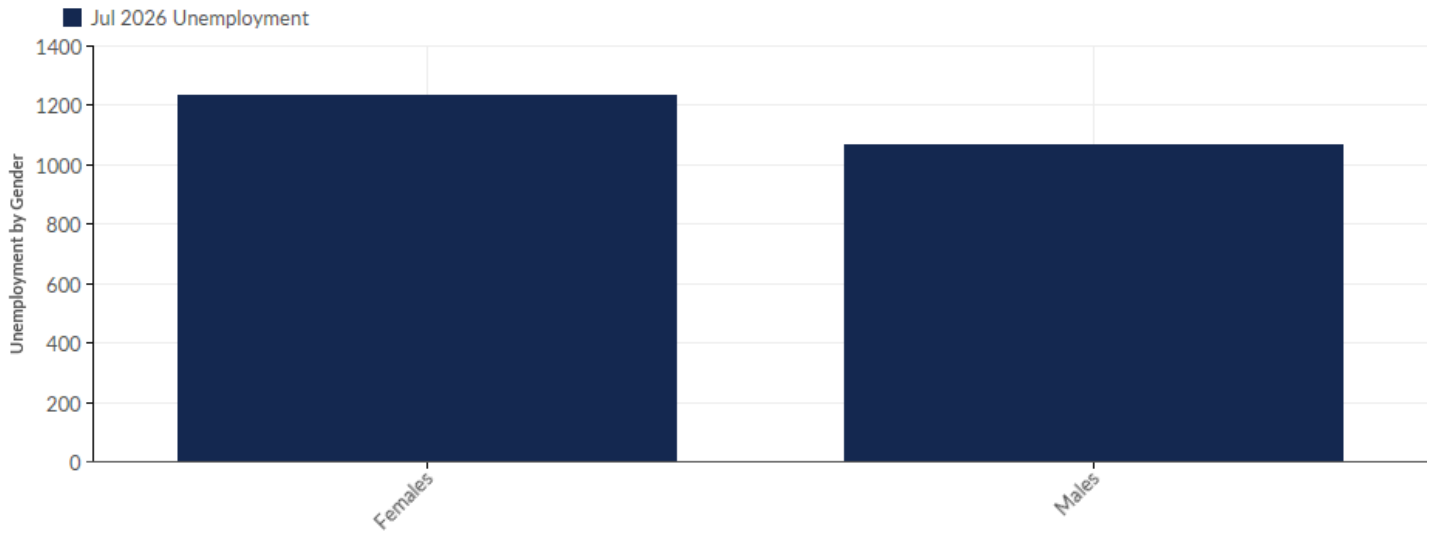
Unemployment by Demographics

Unemployment by Age



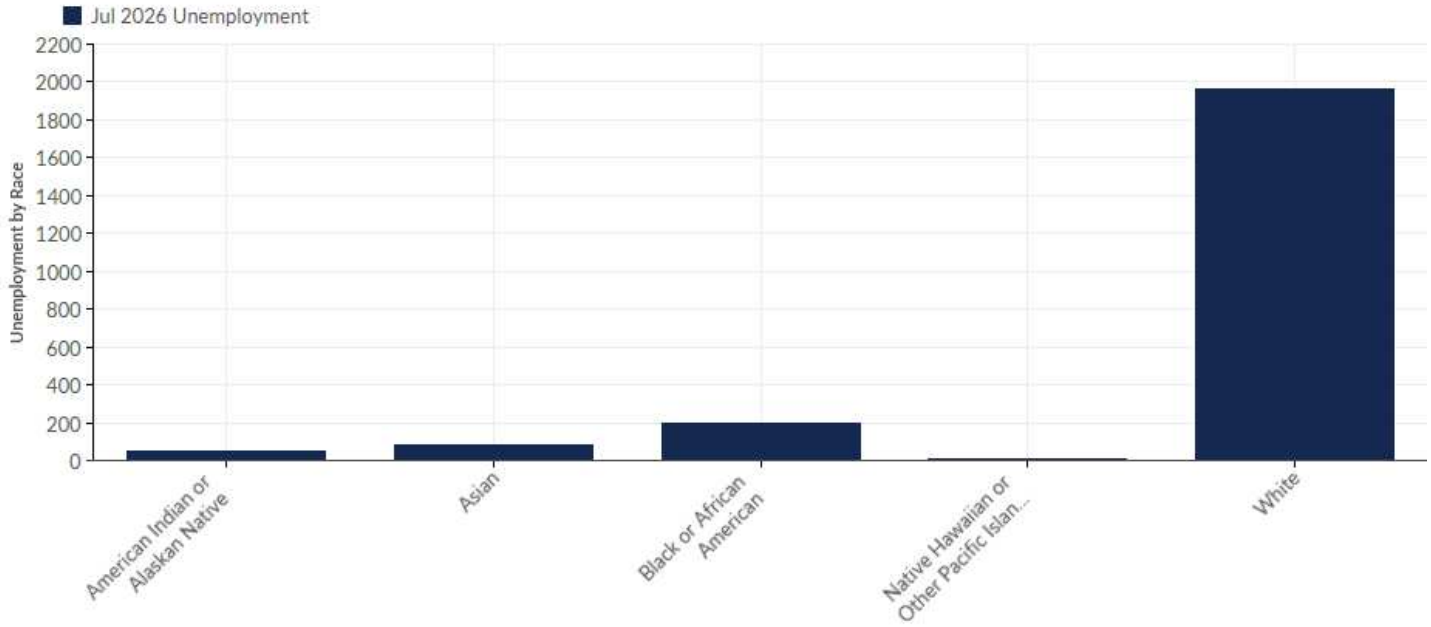
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		39	1.69%
22-24		64	2.78%
25-34		389	16.89%
35-44		532	23.10%
45-54		501	21.75%
55-59		254	11.03%
60-64		251	10.90%
65+		273	11.85%
	Total	2,303	100.00%

Unemployment by Gender



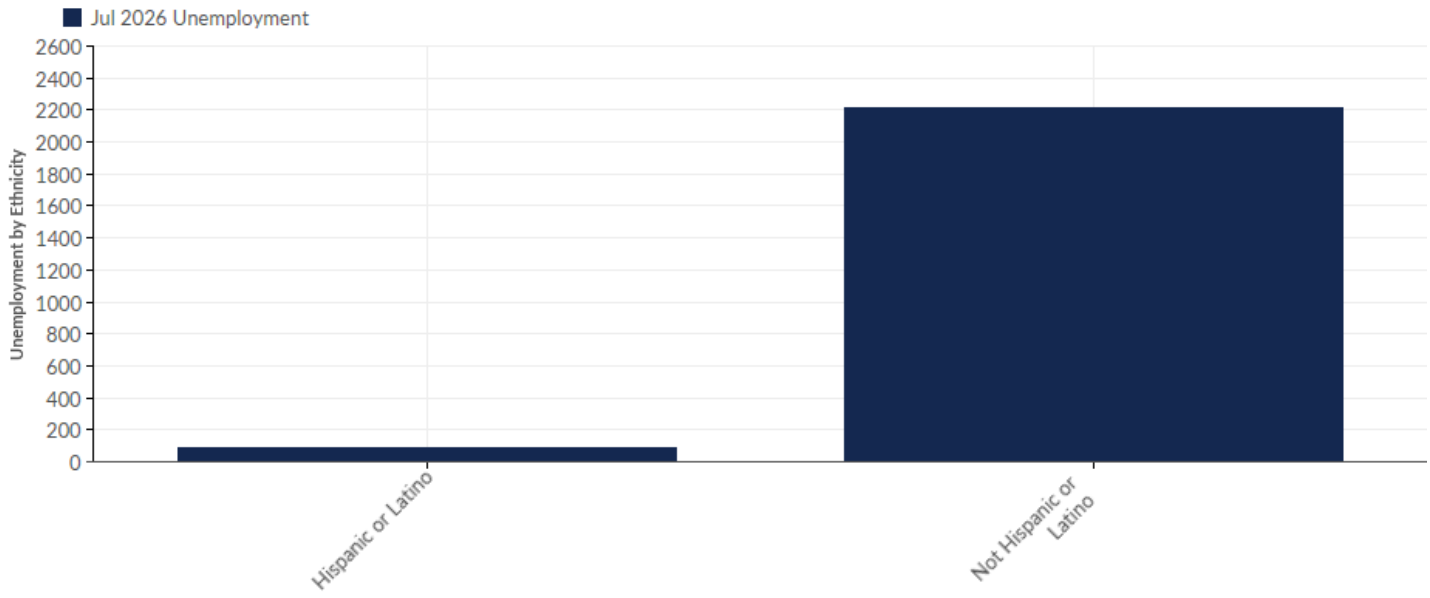
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		1,234	53.58%
Males		1,069	46.42%
	Total	2,303	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	51	2.21%
Asian	83	3.60%
Black or African American	200	8.68%
Native Hawaiian or Other Pacific Islander	5	0.22%
White	1,963	85.24%
Total	2,303	100.00%

Unemployment by Ethnicity

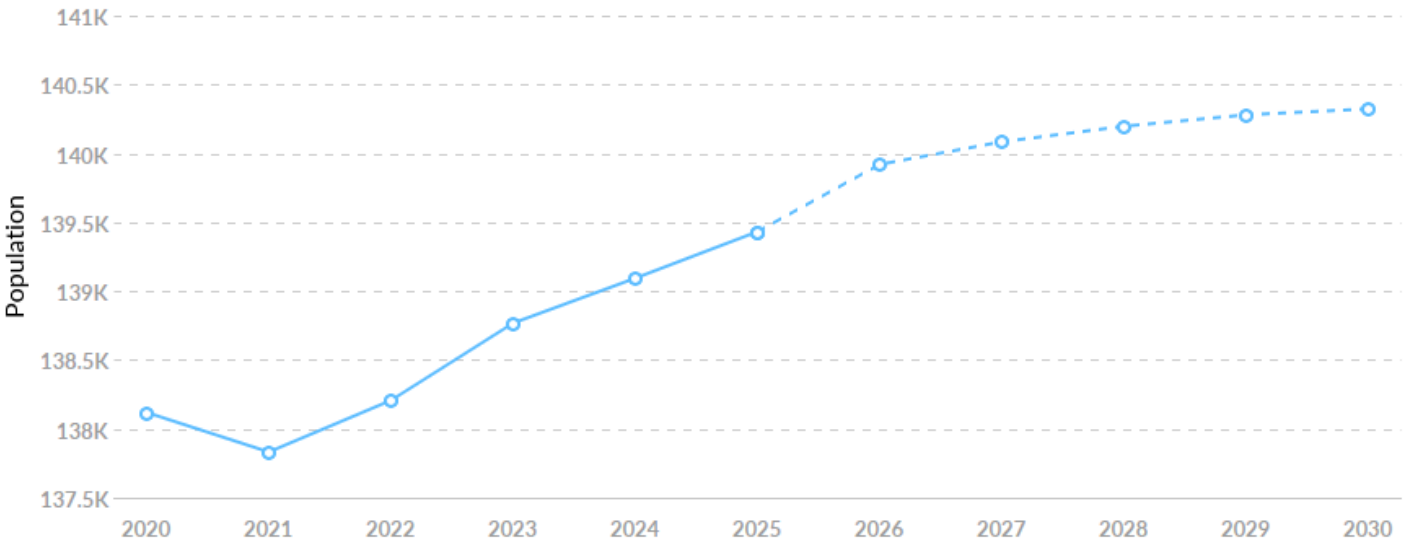


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		91	3.95%
Not Hispanic or Latino		2,212	96.05%
	Total	2,303	100.00%

Historic & Projected Trends

Population Trends

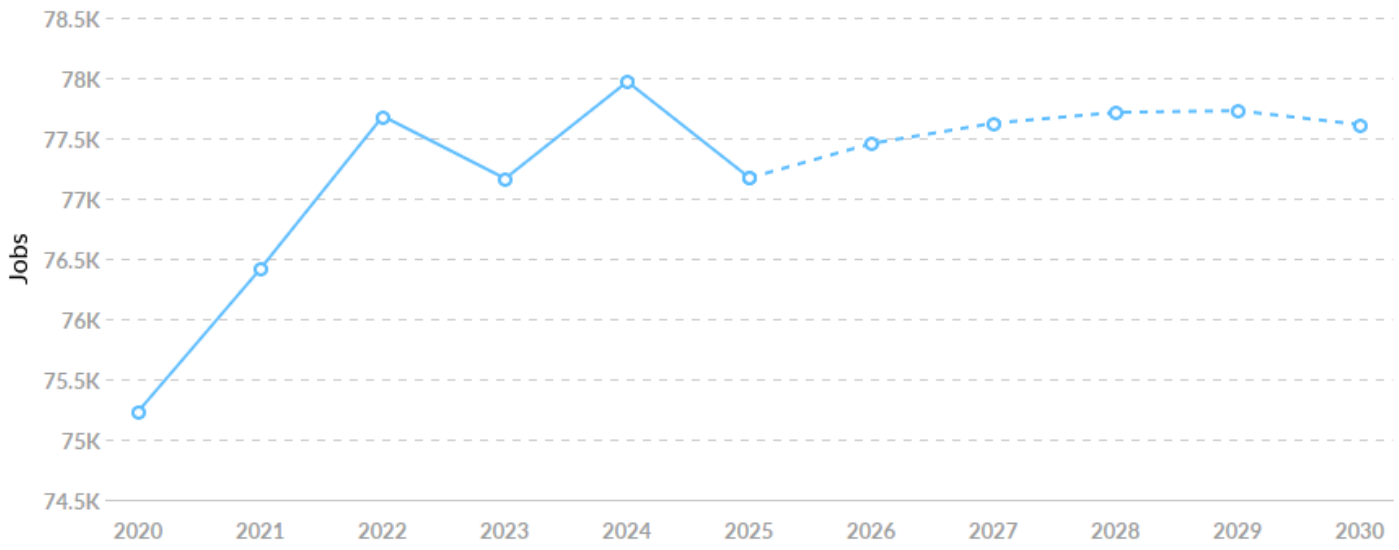
As of 2025 the region's population **increased by 1.0%** since 2020, growing by 1,313. Population is expected to **increase by 0.6%** between 2025 and 2030, adding 891.



Timeframe	Population
2020	138,119
2021	137,832
2022	138,207
2023	138,768
2024	139,094
2025	139,432
2026	139,920
2027	140,084
2028	140,197
2029	140,280
2030	140,323

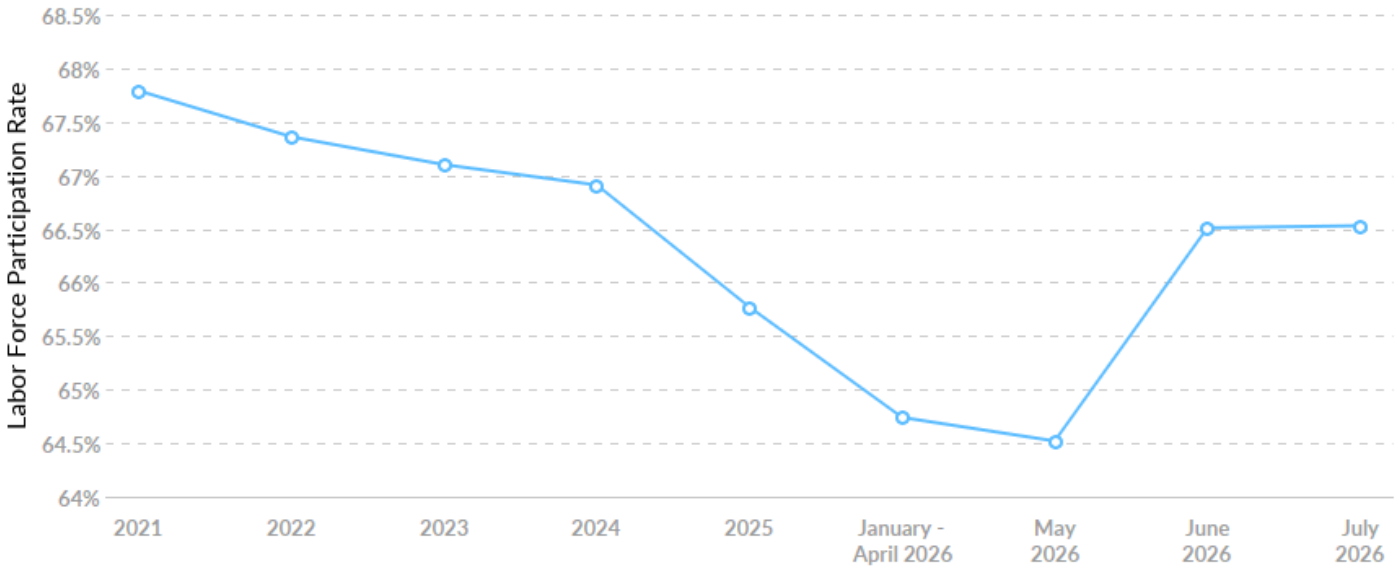
Job Trends

From 2020 to 2025, jobs **increased by 2.6%** in Marathon County, WI from 75,236 to **77,171**. This change **fell short of the national growth rate of 10.7% by 8.1%.**



Timeframe	Jobs
2020	75,236
2021	76,419
2022	77,682
2023	77,165
2024	77,969
2025	77,171
2026	77,456
2027	77,625
2028	77,714
2029	77,728
2030	77,612

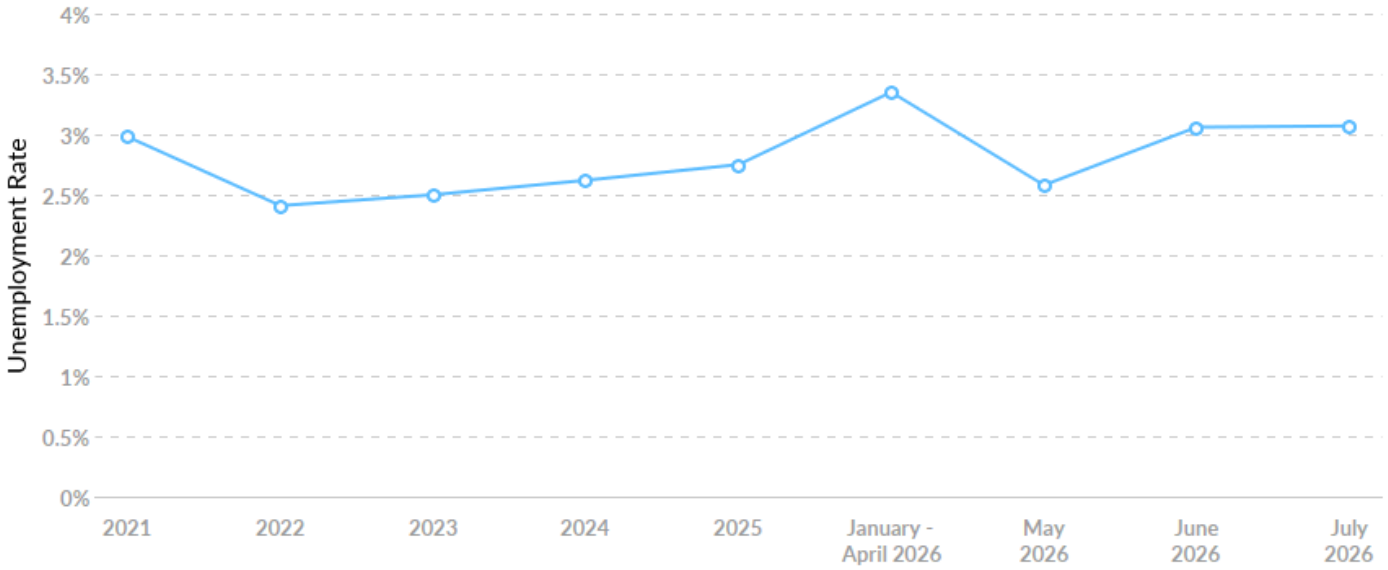
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	67.79%
2022	67.36%
2023	67.10%
2024	66.91%
2025	65.77%
January - April 2026	64.74%
May 2026	64.52%
June 2026	66.51%
July 2026	66.53%

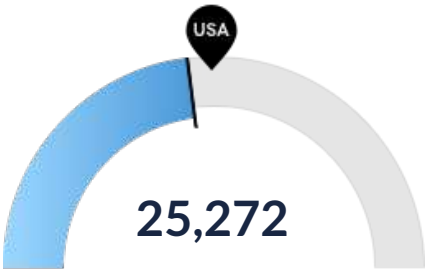
Unemployment Rate Trends

Marathon County, WI had a July 2026 unemployment rate of 3.07%, **increasing from 2.98%** 5 years before.



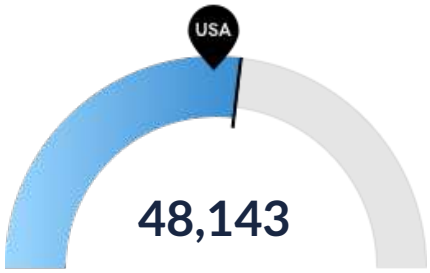
Timeframe	Unemployment Rate
2021	2.98%
2022	2.41%
2023	2.50%
2024	2.62%
2025	2.75%
January - April 2026	3.35%
May 2026	2.58%
June 2026	3.06%
July 2026	3.07%

Population Characteristics



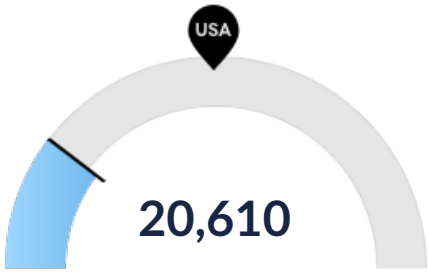
Millennials

Marathon County, WI has 25,272 millennials (ages 25-39). The national average for an area this size is 28,449.



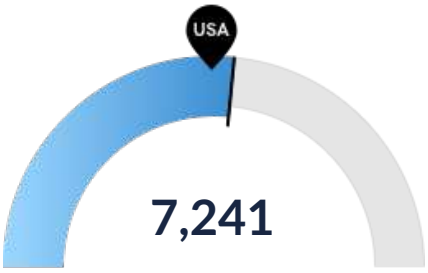
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 43,164 people 55 or older, while there are 48,143 here.



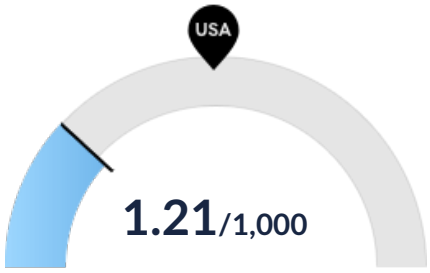
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 61,200 racially diverse people, while there are 20,610 here.



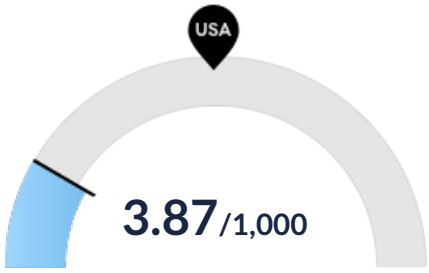
Veterans

Marathon County, WI has 7,241 veterans. The national average for an area this size is 6,622.



Violent Crime

Marathon County, WI has 1.21 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

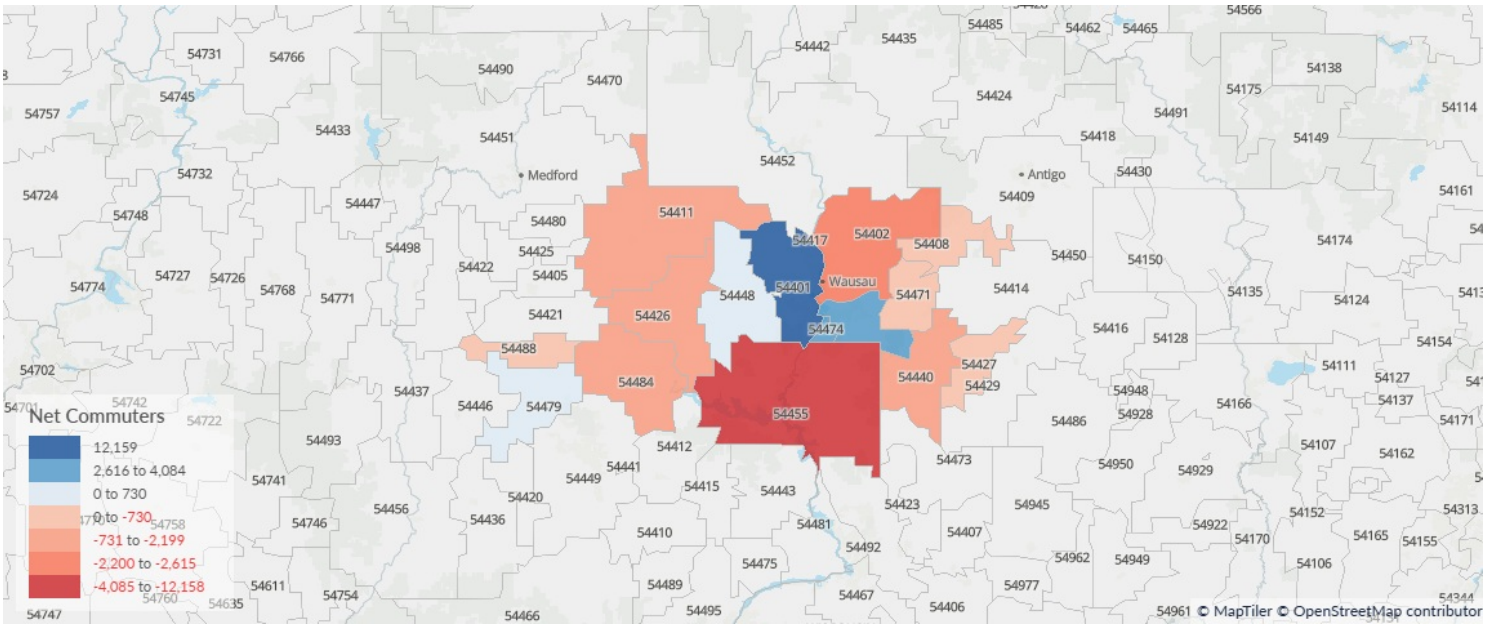


Property Crime

Marathon County, WI has 3.87 property crimes per 1,000 people. The national rate is 14.58 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	2025 Employment
54401	Wausau, WI (in Maratho...	28,504
54476	Schofield, WI (in Marath...	13,636
54403	Wausau, WI (in Maratho...	10,717
54455	Mosinee, WI (in Marath...	6,701
54474	Rothschild, WI (in Marat...	5,129

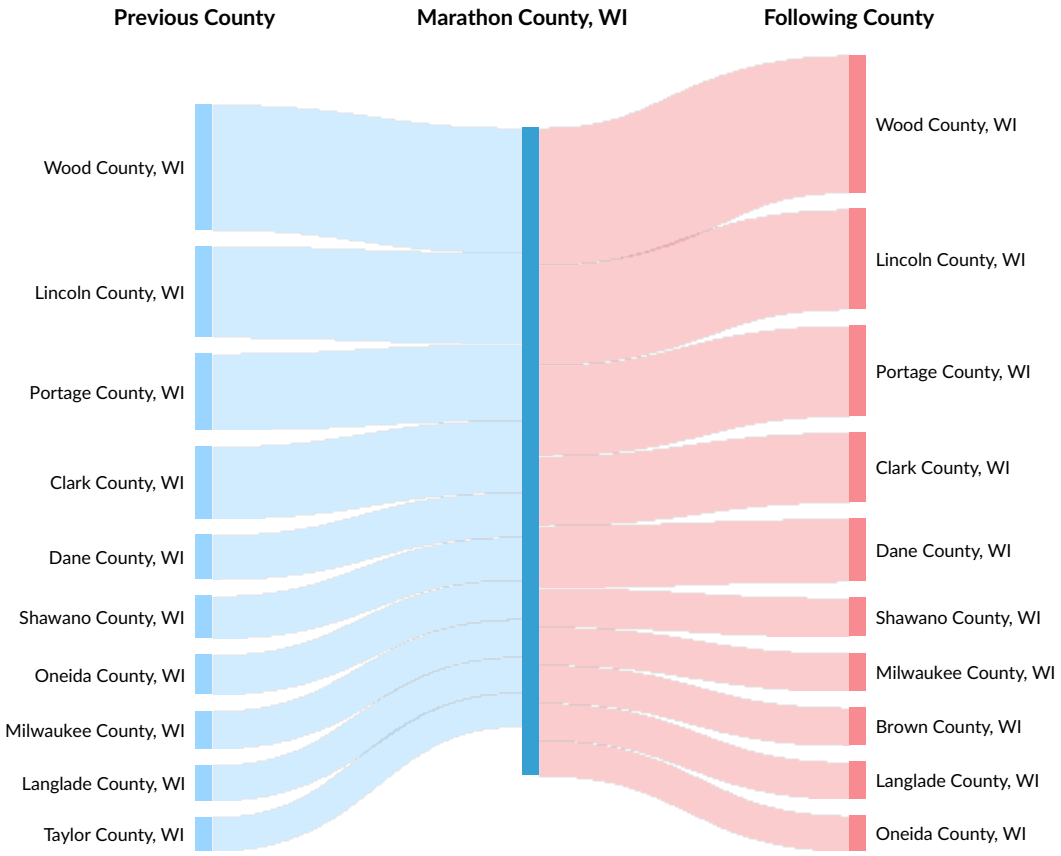
Where Talent Lives

ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	16,345
54403	Wausau, WI (in Maratho...	12,918
54476	Schofield, WI (in Marath...	10,788
54455	Mosinee, WI (in Marath...	10,786
54411	Athens, WI (in Maratho...	3,246

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.



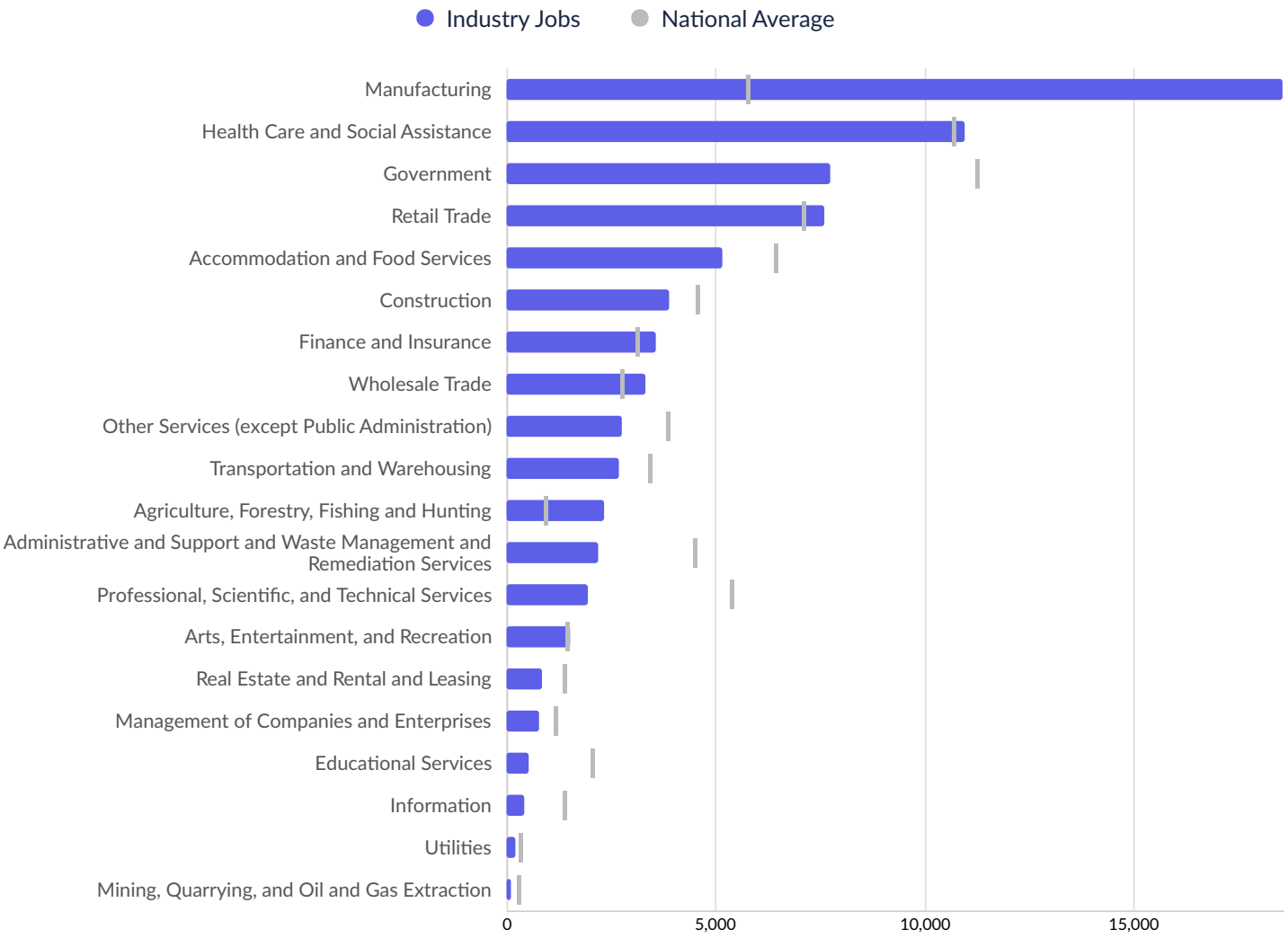
Top Previous Counties	Migrations
Wood County, WI	364
Lincoln County, WI	264
Portage County, WI	222
Clark County, WI	209
Dane County, WI	129
Shawano County, WI	124

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

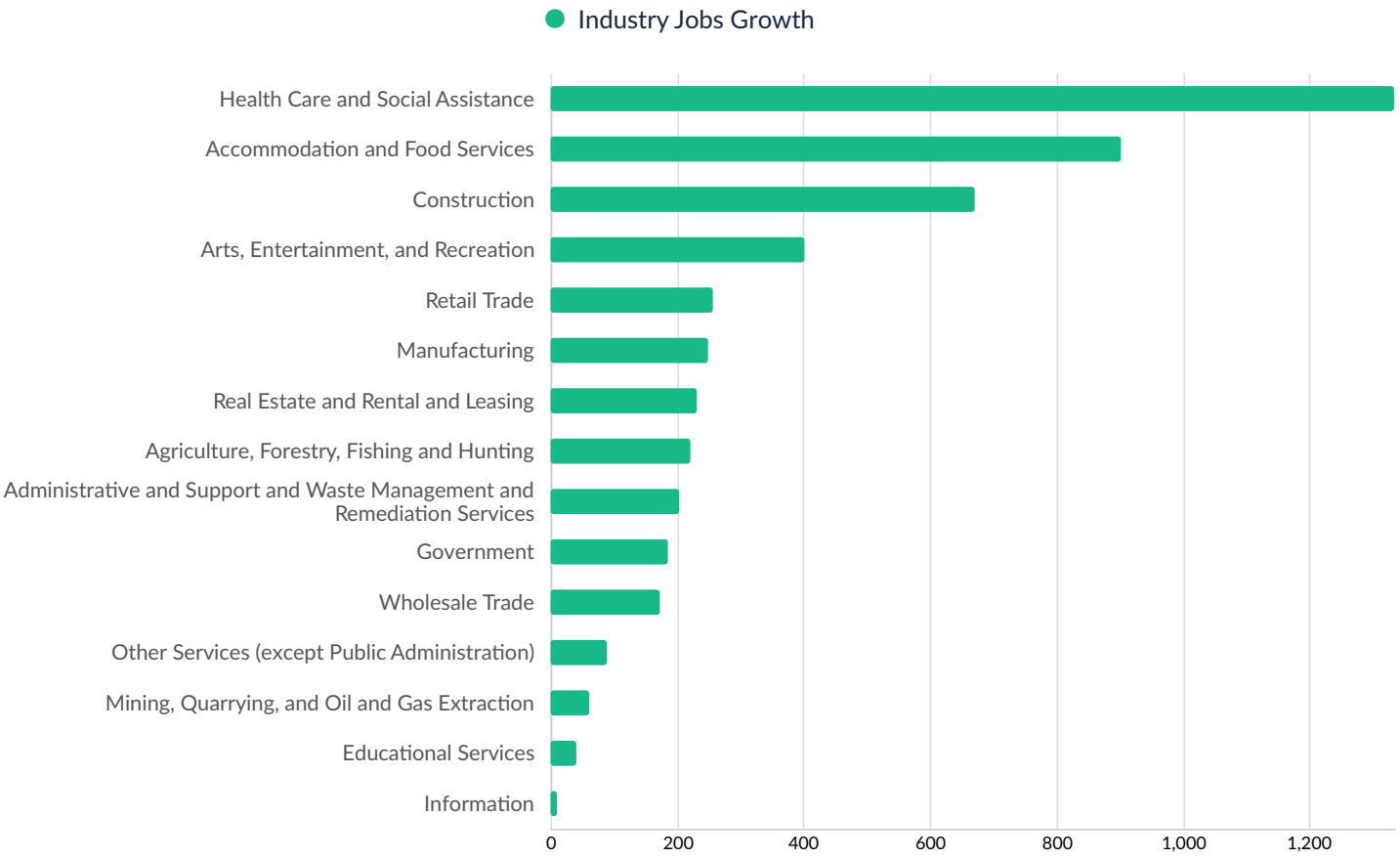
Top Following Counties	Migrations
Wood County, WI	399
Lincoln County, WI	291
Portage County, WI	263
Clark County, WI	203
Dane County, WI	181
Shawano County, WI	113
Milwaukee County, WI	110
Brown County, WI	110
Langlade County, WI	108
Oneida County, WI	103
Taylor County, WI	91
Outagamie County, WI	80
Winnebago County, WI	70
Hennepin County, MN	65
Eau Claire County, WI	61

Industry Characteristics

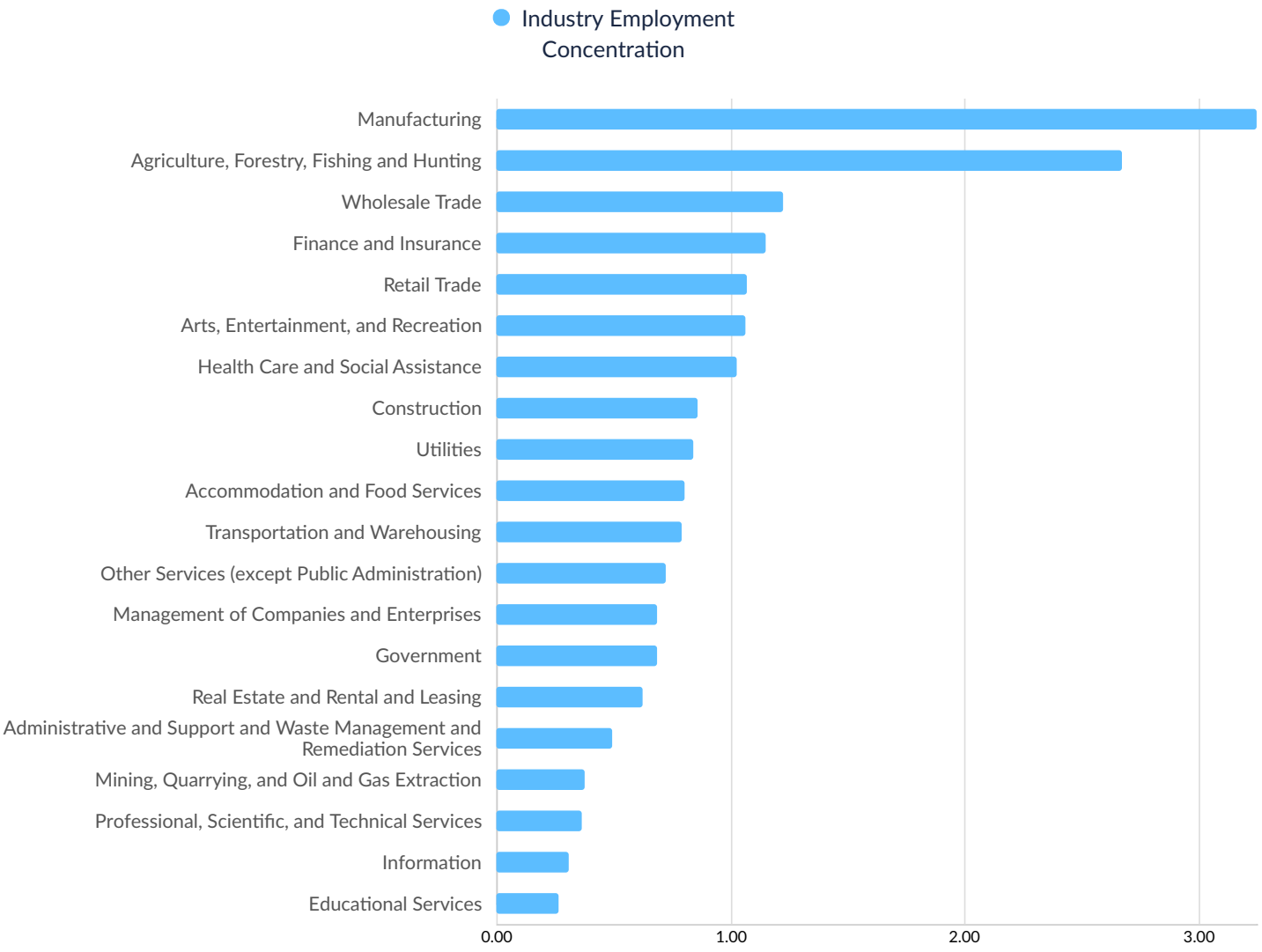
Largest Industries



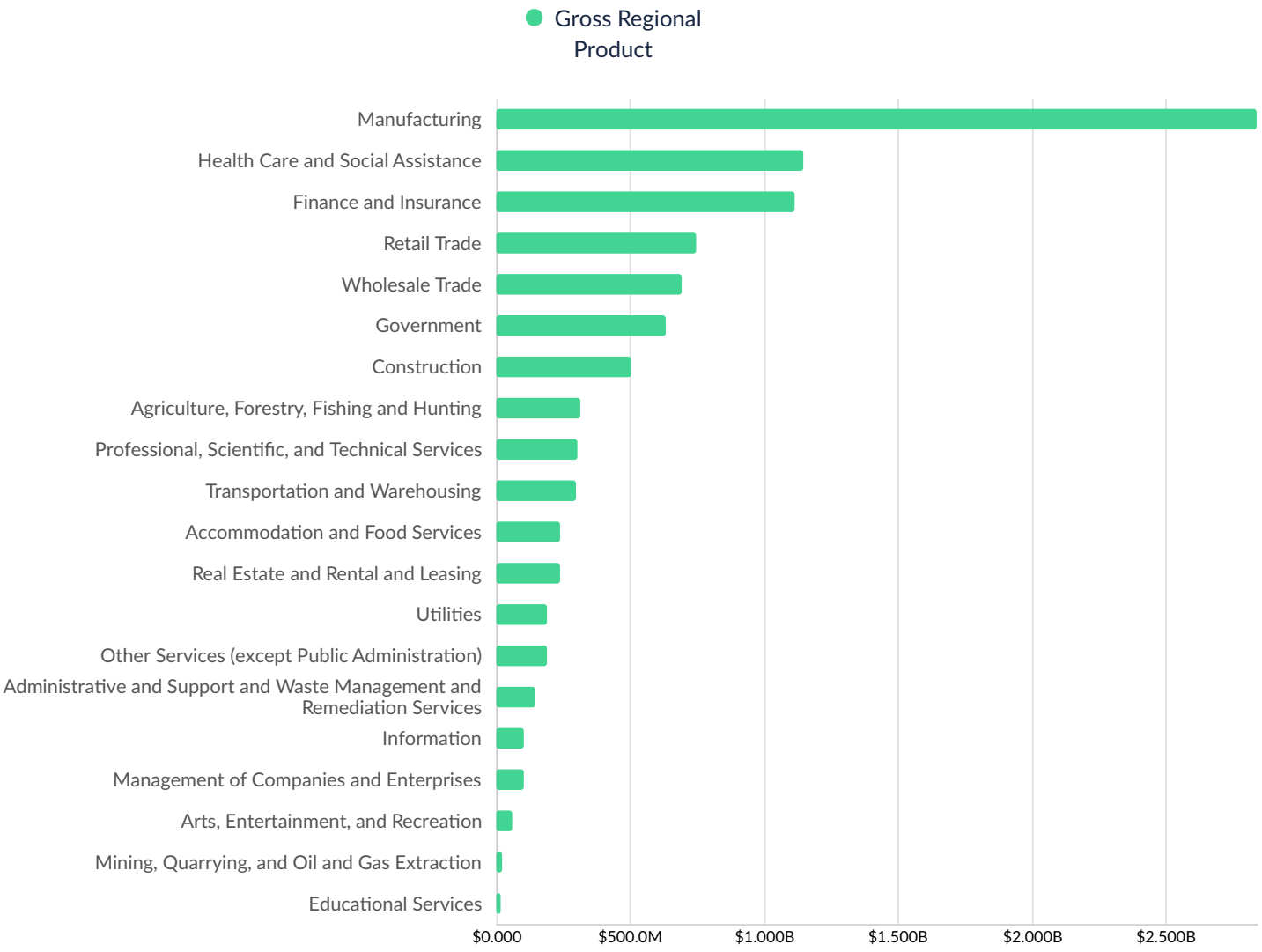
Top Growing Industries



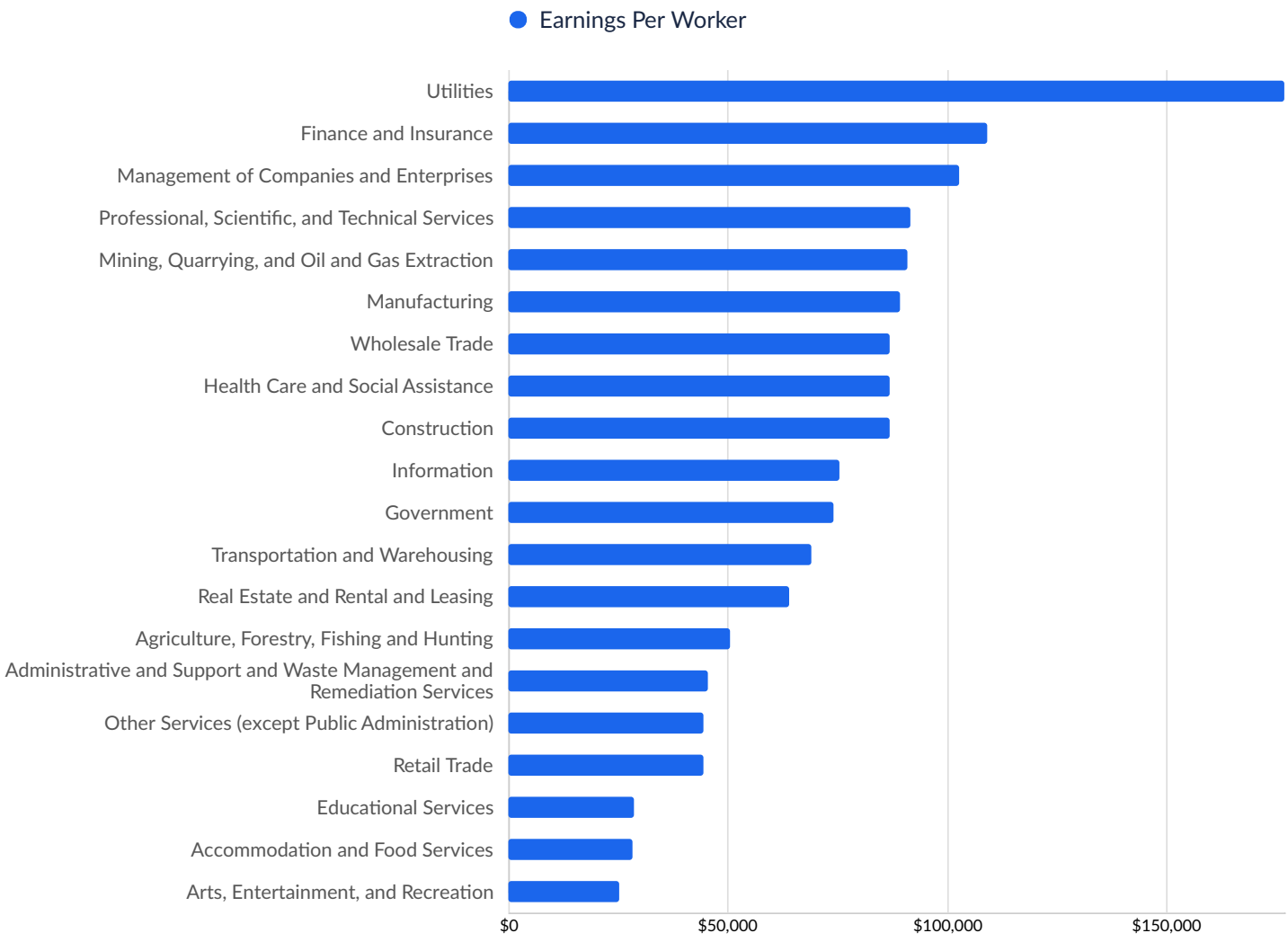
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

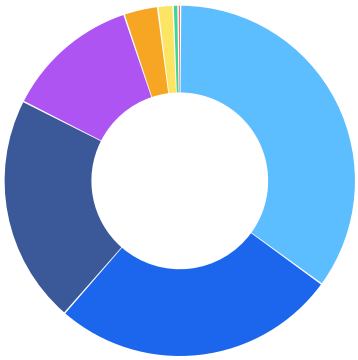
8,583 Companies Employ Your Workers

Online profiles for your workers mention 8,583 companies as employers, with the top 10 appearing below. In the last 12 months, 2,018 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Aspirus	938
Marshfield Clinic	479
Greenheck	364
Northcentral Technical College	278
Wausau School District	277
Greenheck Group	235
Sentry	225
Aqua Finance	219
Liberty Mutual	193
Crystal Finishing Systems	189

Top Companies Posting	Unique Postings
Aspirus	1,325
Marshfield Clinic	430
Soliant Health	279
Aya Healthcare	256
Vetted Health	245
Pick And Save	223
Kroger	218
Gqr	217
PAM Health Rehabilitation Hosp...	174
Supplemental Health Care	168

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.*

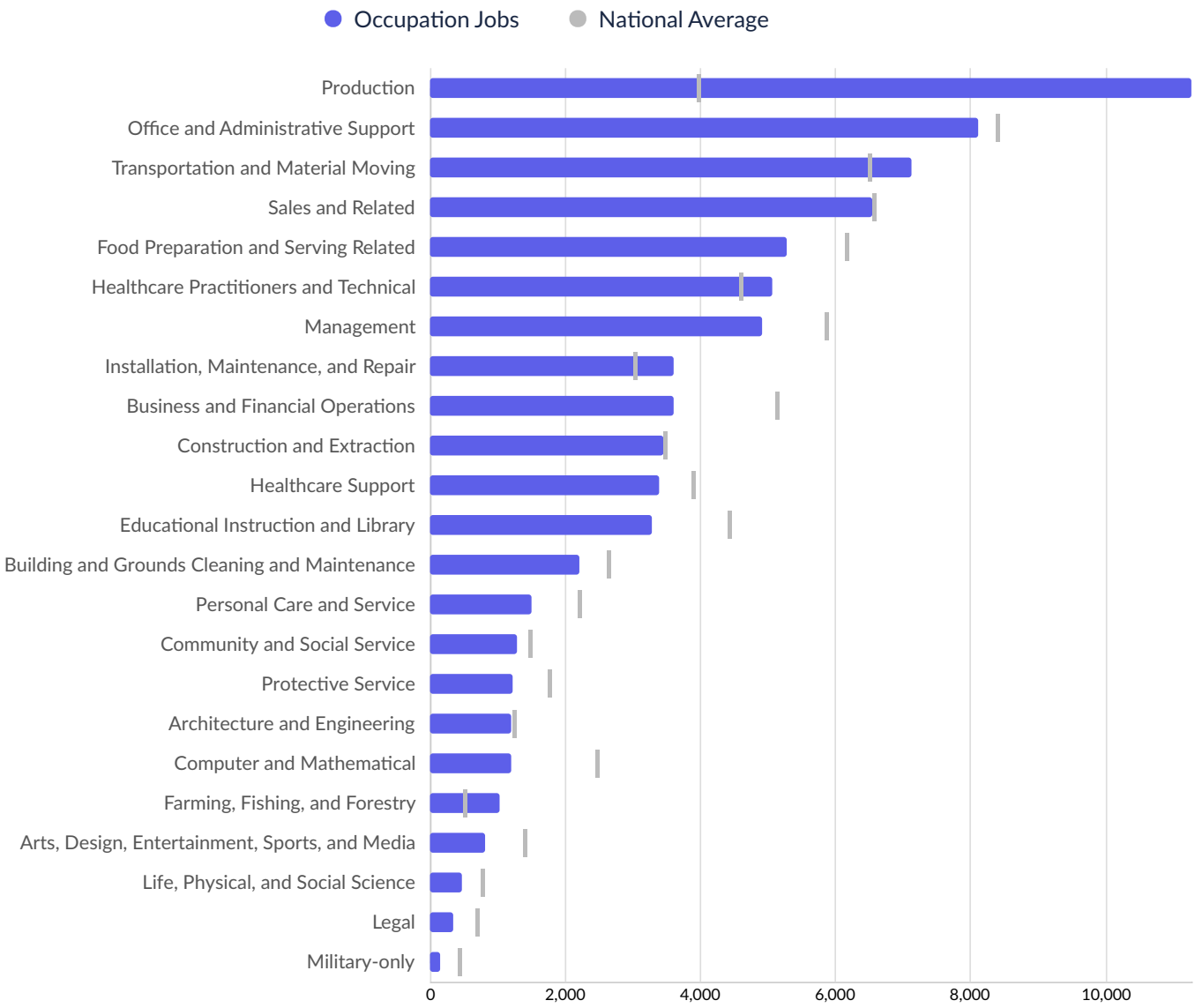
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

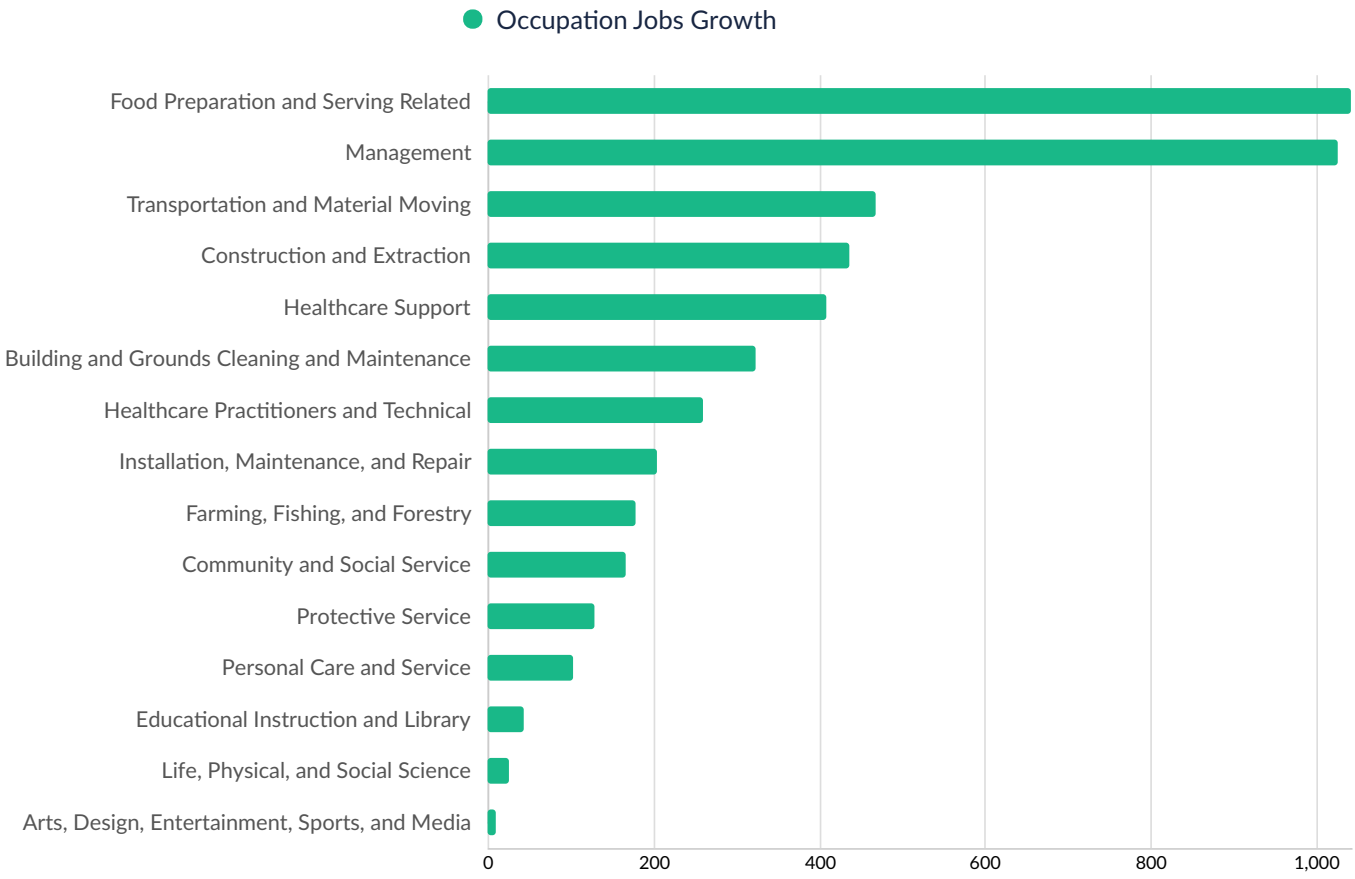
Region	Company	Event Date	Employees Affected

Workforce Characteristics

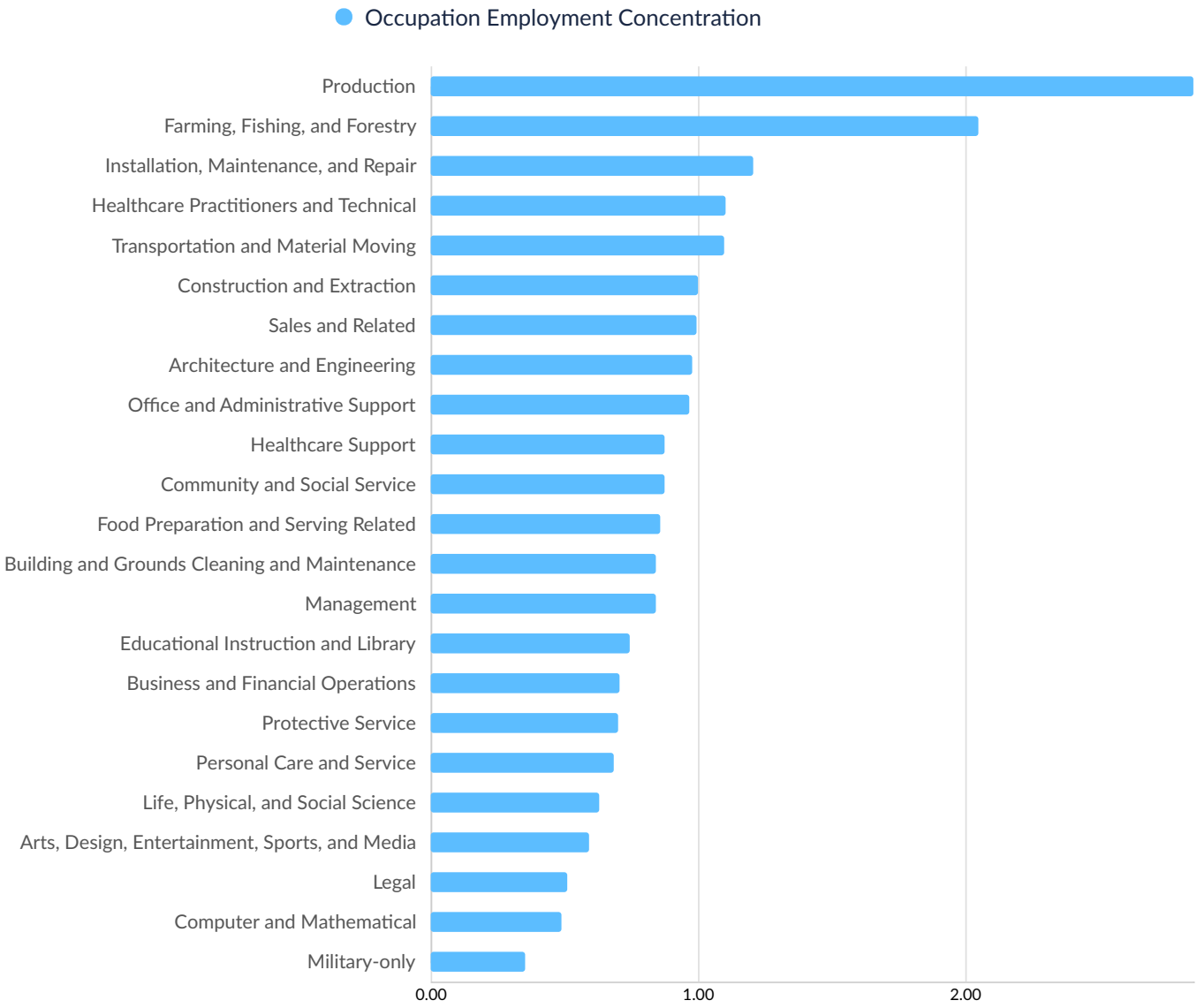
Largest Occupations



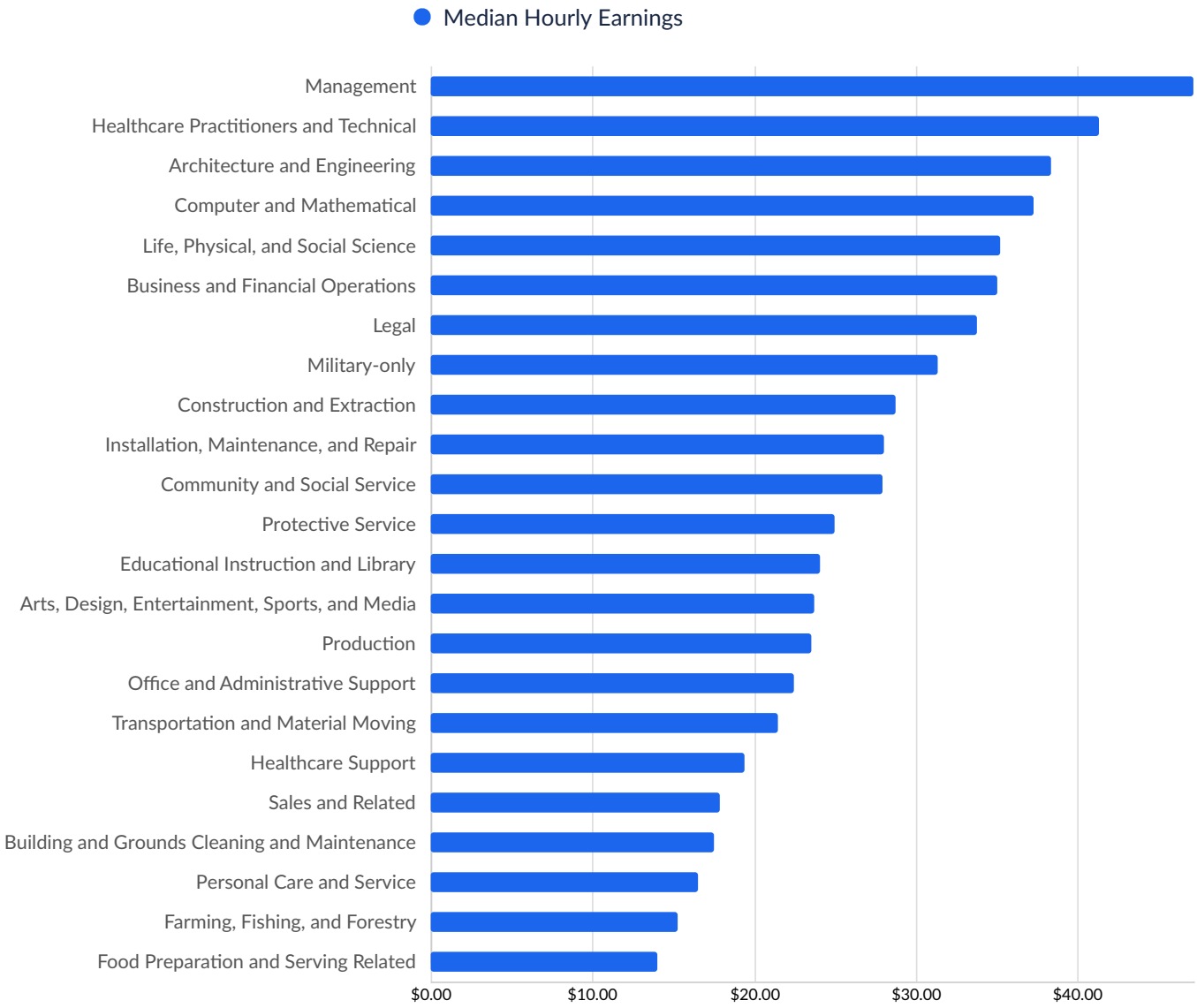
Top Growing Occupations



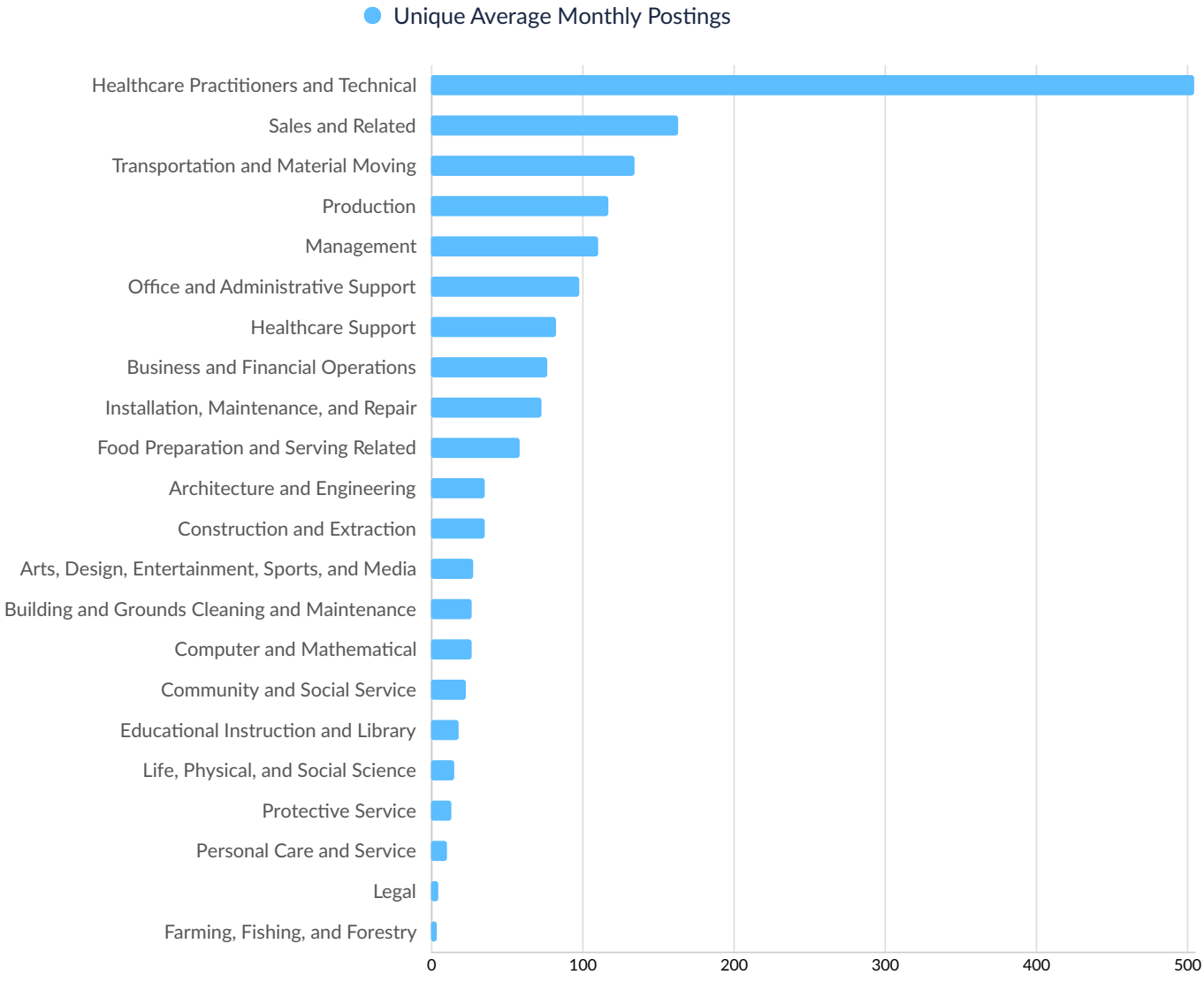
Top Occupation Employment Concentration



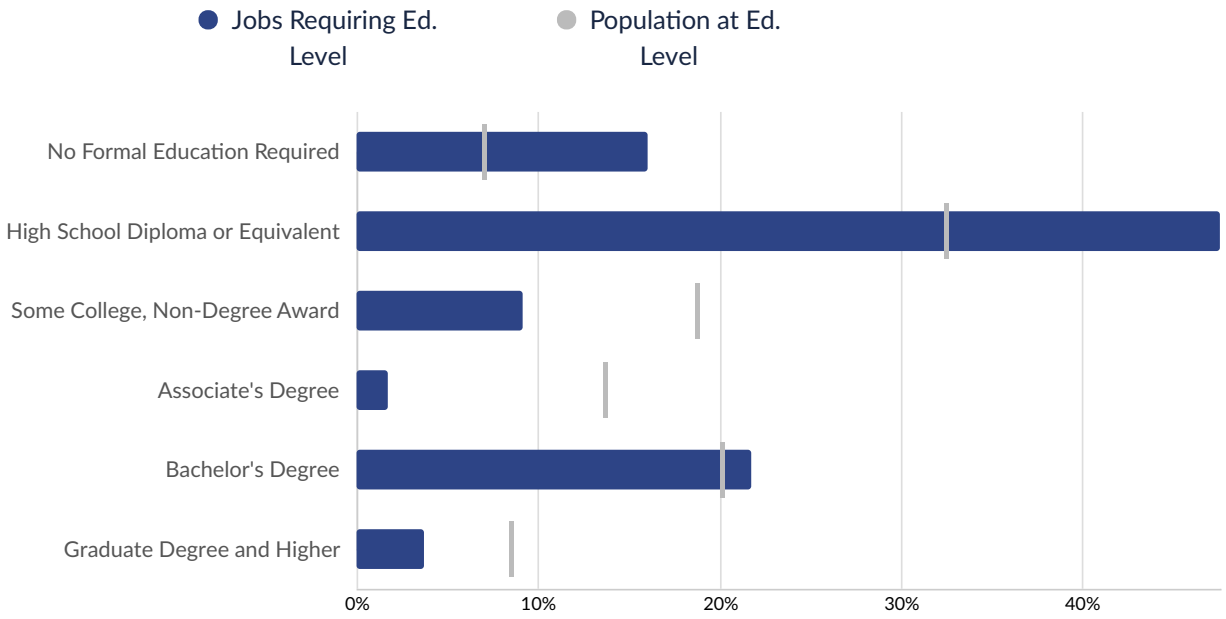
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 2,016 graduates in Marathon County, WI. This pipeline has shrunk by 18% 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 (2025)	Graduate Trend (2021 - 2025)
Northcentral Technical College	1,959	
State College of Beauty Culture	57	



In-Demand Skills

