



# Marathon County, WI



200 Washington St Ste 120  
Wausau, Wisconsin 54403-5530

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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

139,065

Population (2022)

Population **grew by 3,540** over the last 5 years and is projected to **grow by 7,861** over the next 5 years.

74,808

Total Regional Employment

Jobs **decreased by 829** over the last 5 years but are projected to **grow by 2,141** over the next 5 years.

\$63.0K

Median Household Income (2020)

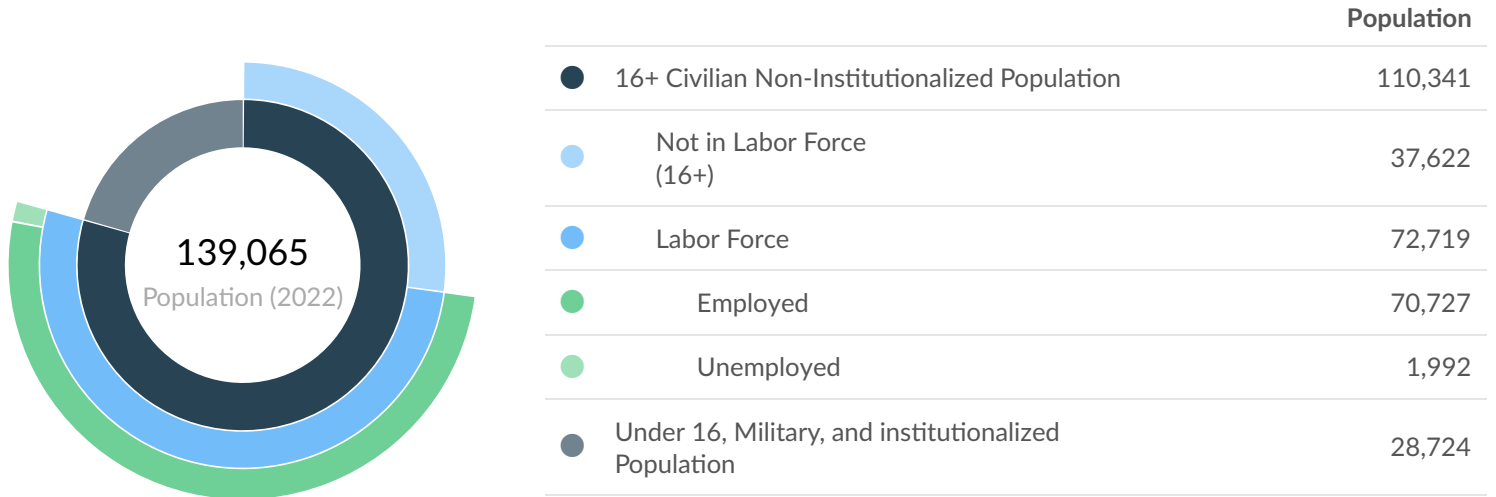
Median household income is **\$2.0K below** the national median household income of \$65.0K.

## Takeaways

- As of 2022 the region's population **increased by 2.6%** since 2017, growing by 3,540. Population is expected to **increase by 5.7%** between 2022 and 2027, adding 7,861.
- From 2017 to 2022, jobs **declined by 1.1%** in Marathon County, WI from 75,637 to **74,808**. This change **fell short of the national growth rate of 2.4% by 3.5%**. As the number of jobs declined, the **labor force participation rate decreased from 69.1% to 65.9% between 2017 and 2022**.
- Concerning educational attainment, **18.9% of Marathon County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **14.2% hold an Associate's Degree** (5.3% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

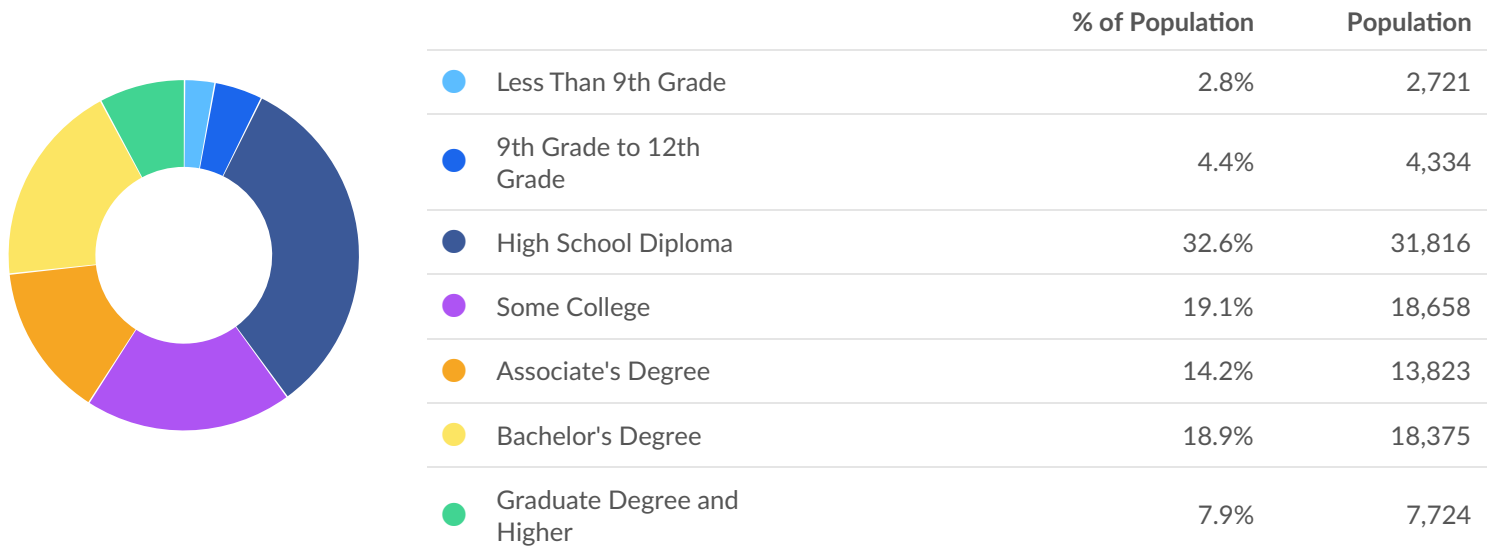
	Population (2022)	Labor Force (Sep 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	139,065	72,719	74,808	99.9	\$9.14B	\$11.14B	\$11.56B
Wausau-Weston, WI	168,117	87,260	85,889	100.2	\$10.43B	\$13.27B	\$13.37B
Wisconsin	5,938,287	3,089,950	3,149,359	100.4	\$383.12B	\$351.25B	\$380.49B

## Sep 2022 Labor Force Breakdown



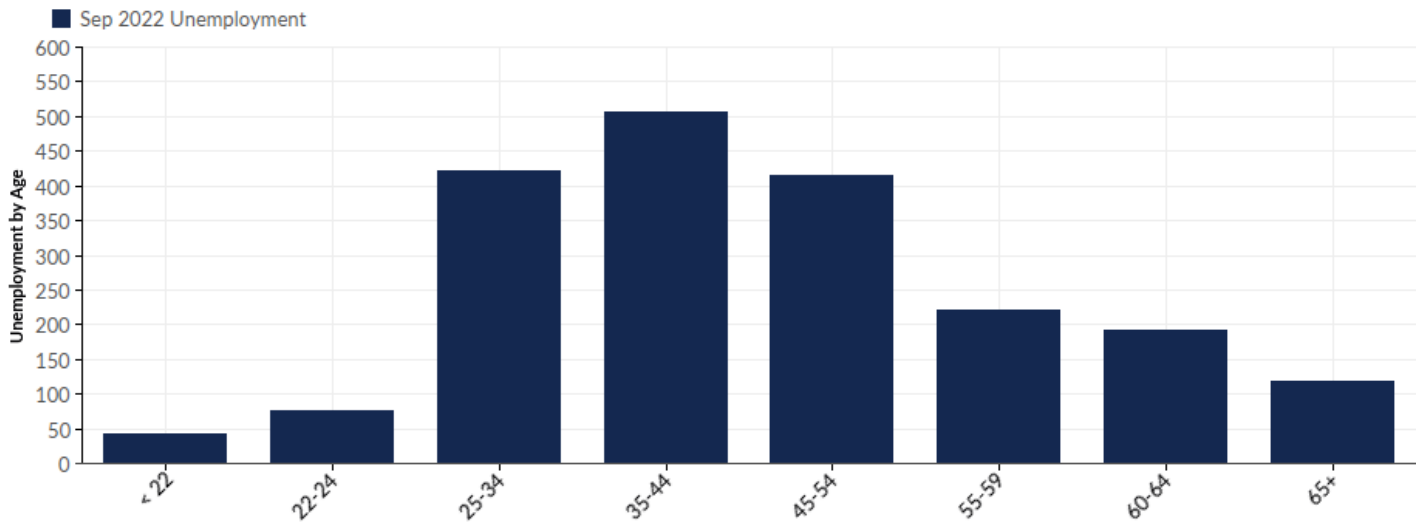
## Educational Attainment

Concerning educational attainment, **18.9% of Marathon County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **14.2% hold an Associate's Degree** (5.3% above the national average).



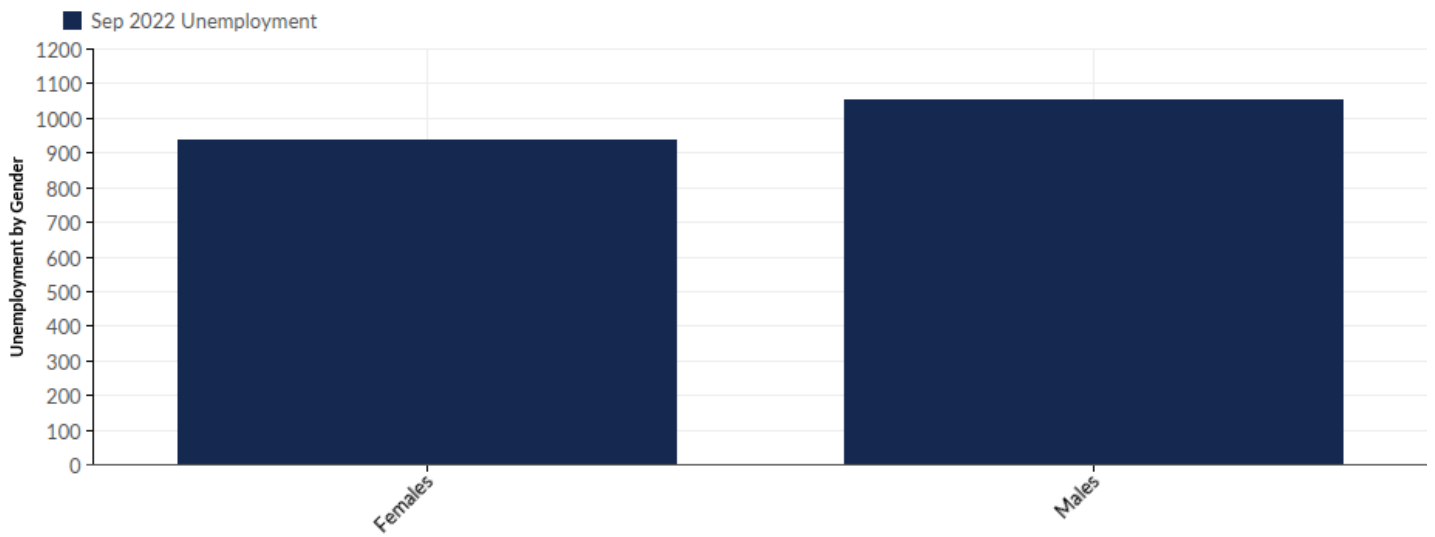
# Unemployment by Demographics

## Unemployment by Age



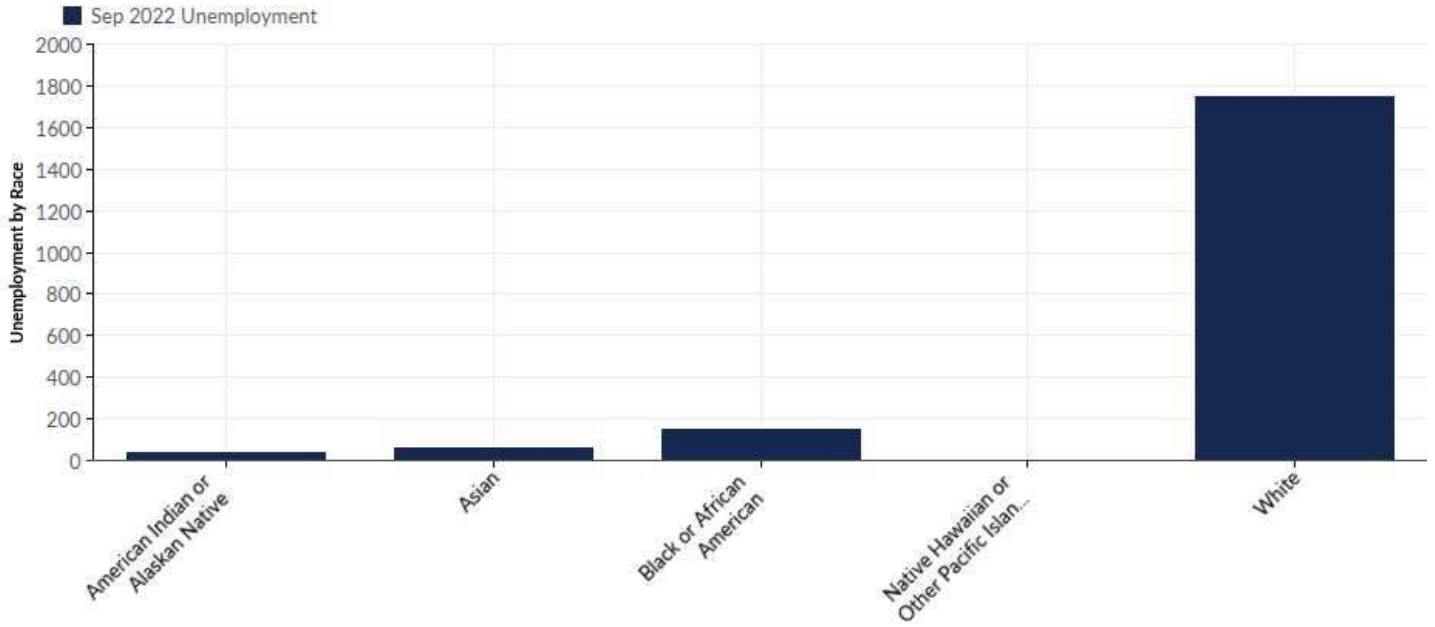
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	42	2.11%
22-24	77	3.87%
25-34	421	21.13%
35-44	506	25.40%
45-54	414	20.78%
55-59	222	11.14%
60-64	192	9.64%
65+	118	5.92%
Total	1,992	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	937	47.04%
Males	1,055	52.96%
Total	1,992	100.00%

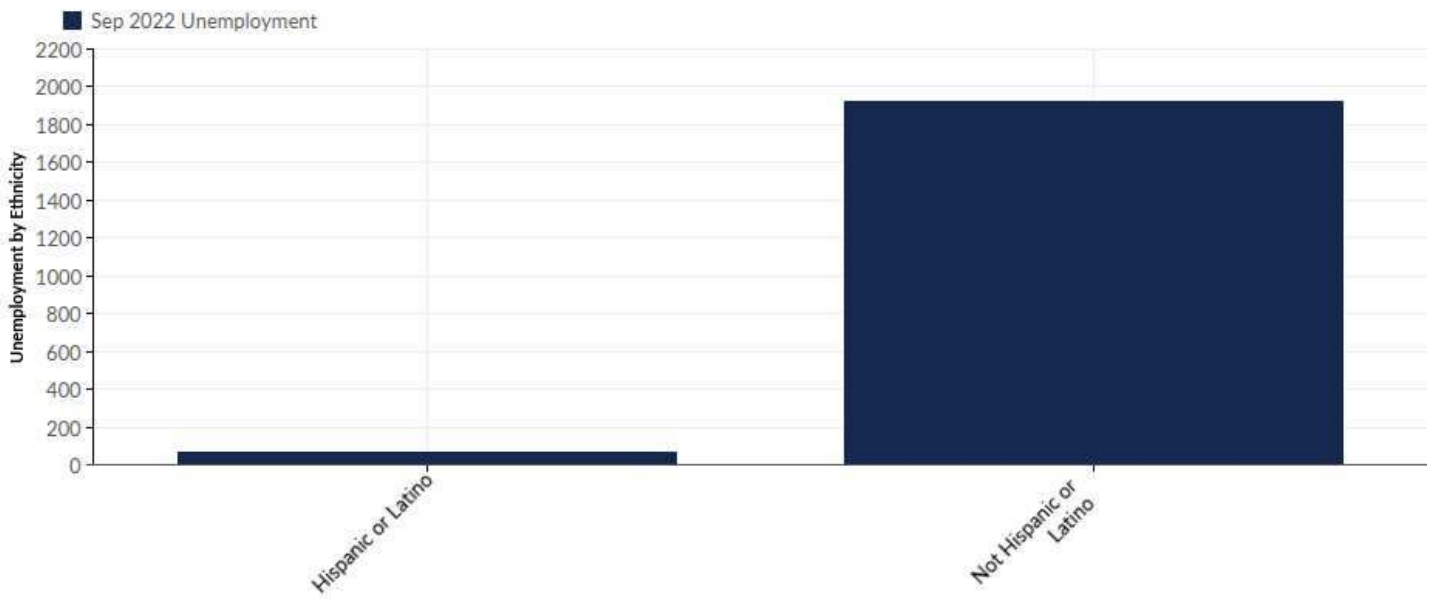
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	36	1.81%
Asian	60	3.01%
Black or African American	148	7.43%
Native Hawaiian or Other Pacific Islander	3	0.15%
White	1,745	87.60%
<b>Total</b>	<b>1,992</b>	<b>100.00%</b>



## Unemployment by Ethnicity

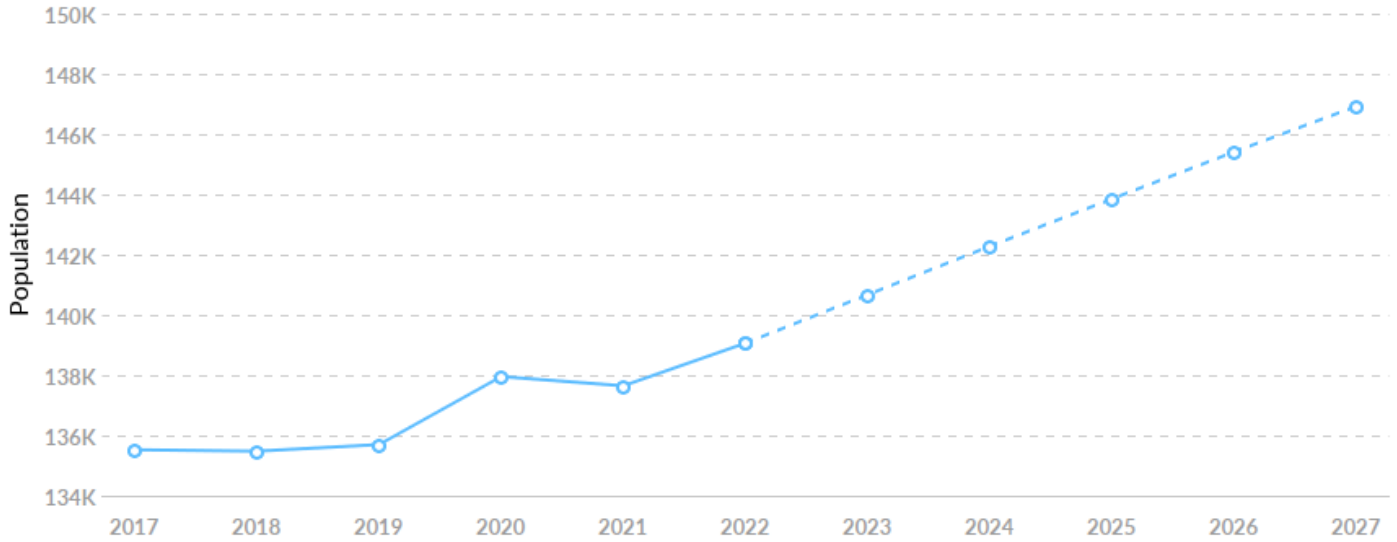


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	68	3.41%
Not Hispanic or Latino	1,924	96.59%
Total	1,992	100.00%

# Historic & Projected Trends

## Population Trends

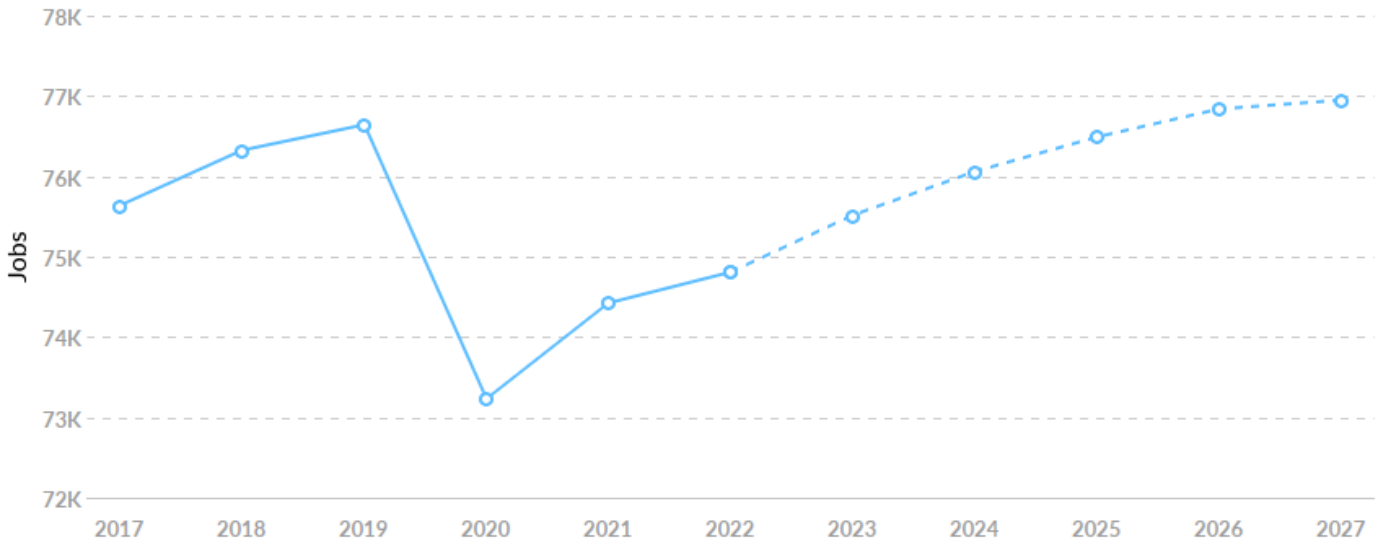
As of 2022 the region's population increased by 2.6% since 2017, growing by 3,540. Population is expected to increase by 5.7% between 2022 and 2027, adding 7,861.



Timeframe	Population
2017	135,525
2018	135,478
2019	135,697
2020	137,954
2021	137,648
2022	139,065
2023	140,672
2024	142,280
2025	143,853
2026	145,413
2027	146,926

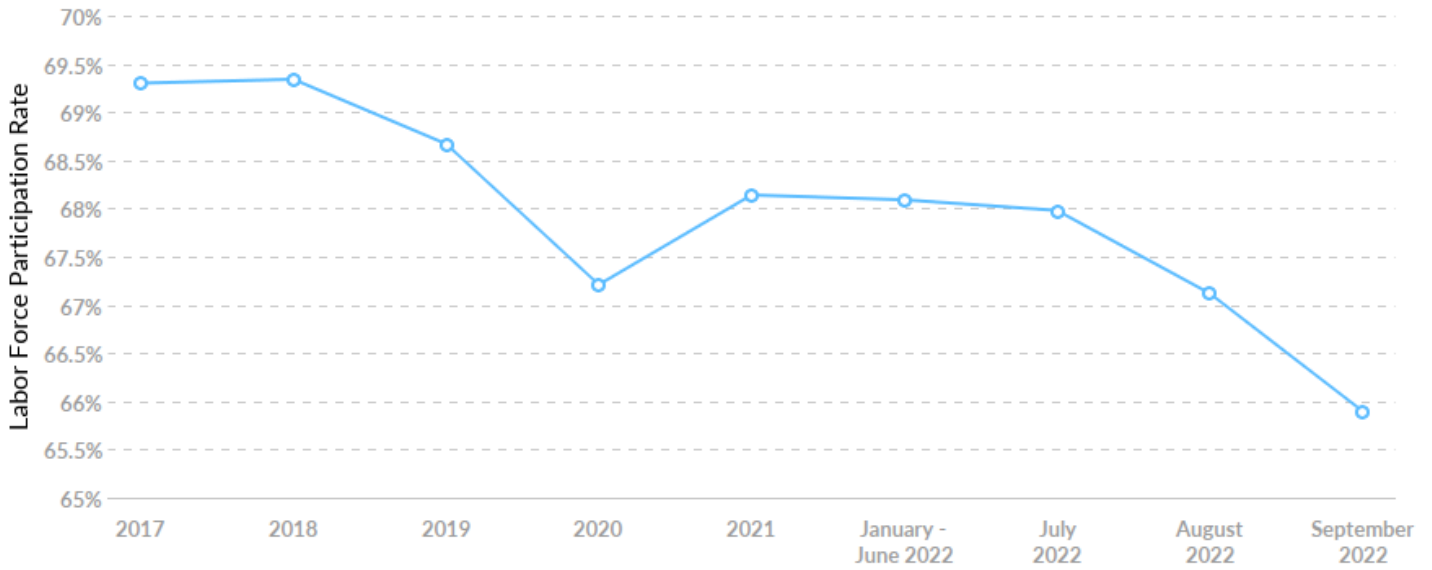
## Job Trends

From 2017 to 2022, jobs declined by 1.1% in Marathon County, WI from 75,637 to 74,808. This change fell short of the national growth rate of 2.4% by 3.5%.



Timeframe	Jobs
2017	75,637
2018	76,324
2019	76,642
2020	73,229
2021	74,423
2022	74,808
2023	75,516
2024	76,060
2025	76,490
2026	76,839
2027	76,949

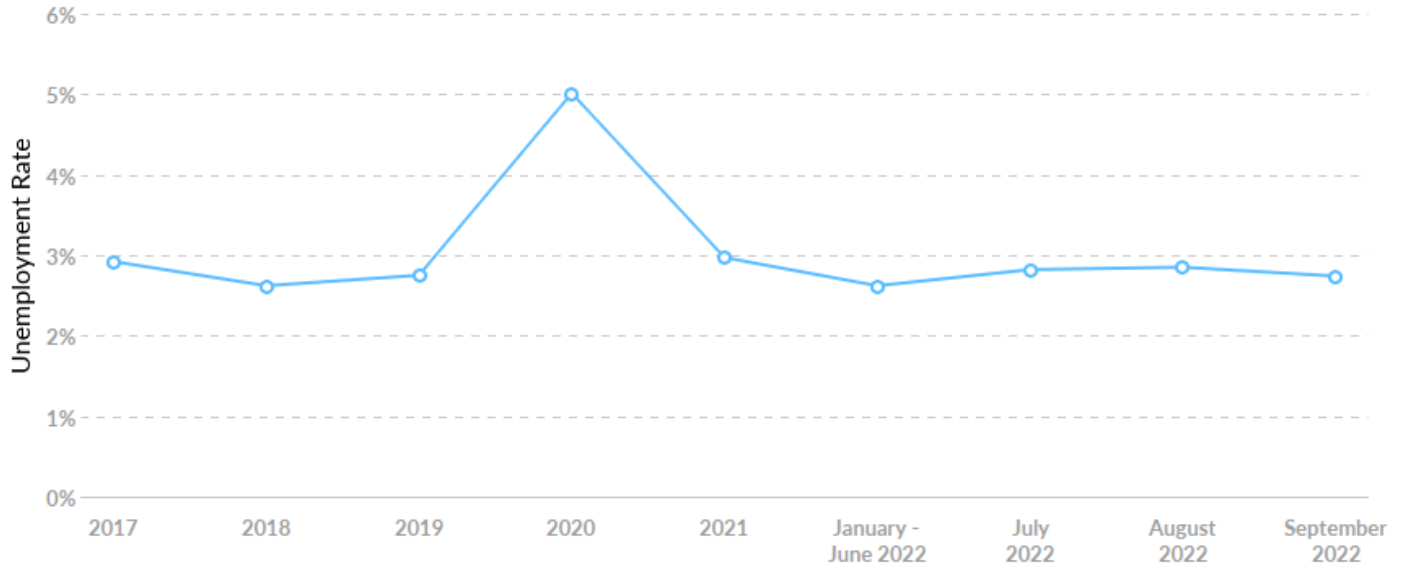
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.30%
2018	69.34%
2019	68.67%
2020	67.21%
2021	68.14%
January - June 2022	68.09%
July 2022	67.98%
August 2022	67.12%
September 2022	65.90%

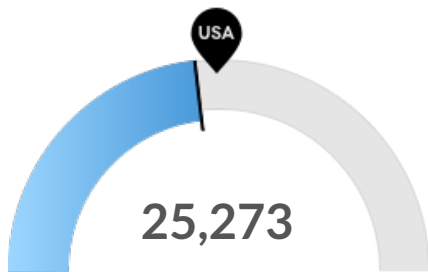
## Unemployment Rate Trends

Marathon County, WI had a September 2022 unemployment rate of 2.74%, decreasing from 2.92% 5 years before.



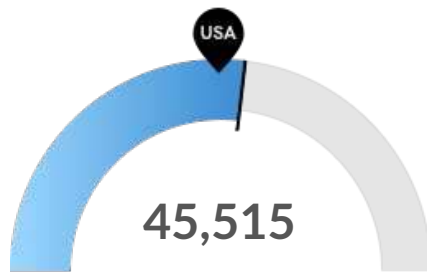
Timeframe	Unemployment Rate
2017	2.92%
2018	2.62%
2019	2.75%
2020	5.01%
2021	2.97%
January - June 2022	2.62%
July 2022	2.82%
August 2022	2.85%
September 2022	2.74%

## Population Characteristics



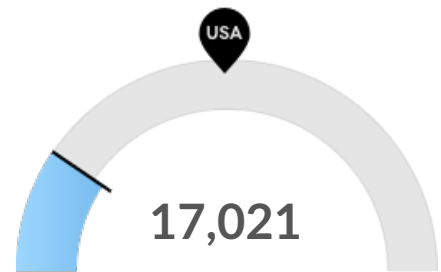
**Millennials**

Marathon County, WI has 25,273 millennials (ages 25-39). The national average for an area this size is 28,117.



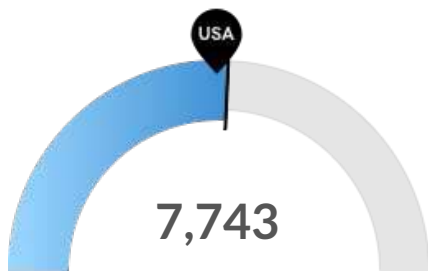
**Retiring Soon**

Retirement risk is high in Marathon County, WI. The national average for an area this size is 40,914 people 55 or older, while there are 45,515 here.



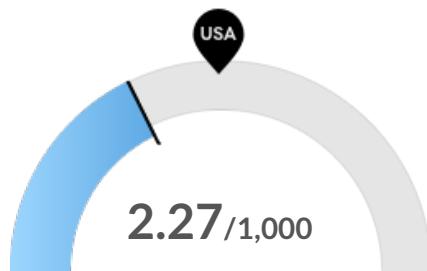
**Racial Diversity**

Racial diversity is low in Marathon County, WI. The national average for an area this size is 56,014 racially diverse people, while there are 17,021 here.



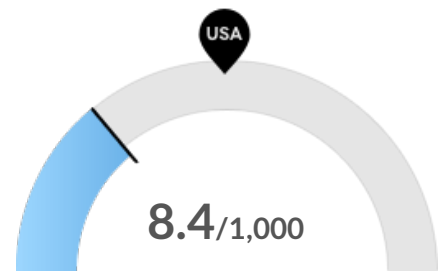
**Veterans**

Marathon County, WI has 7,743 veterans. The national average for an area this size is 7,422.



**Violent Crime**

Marathon County, WI has 2.27 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

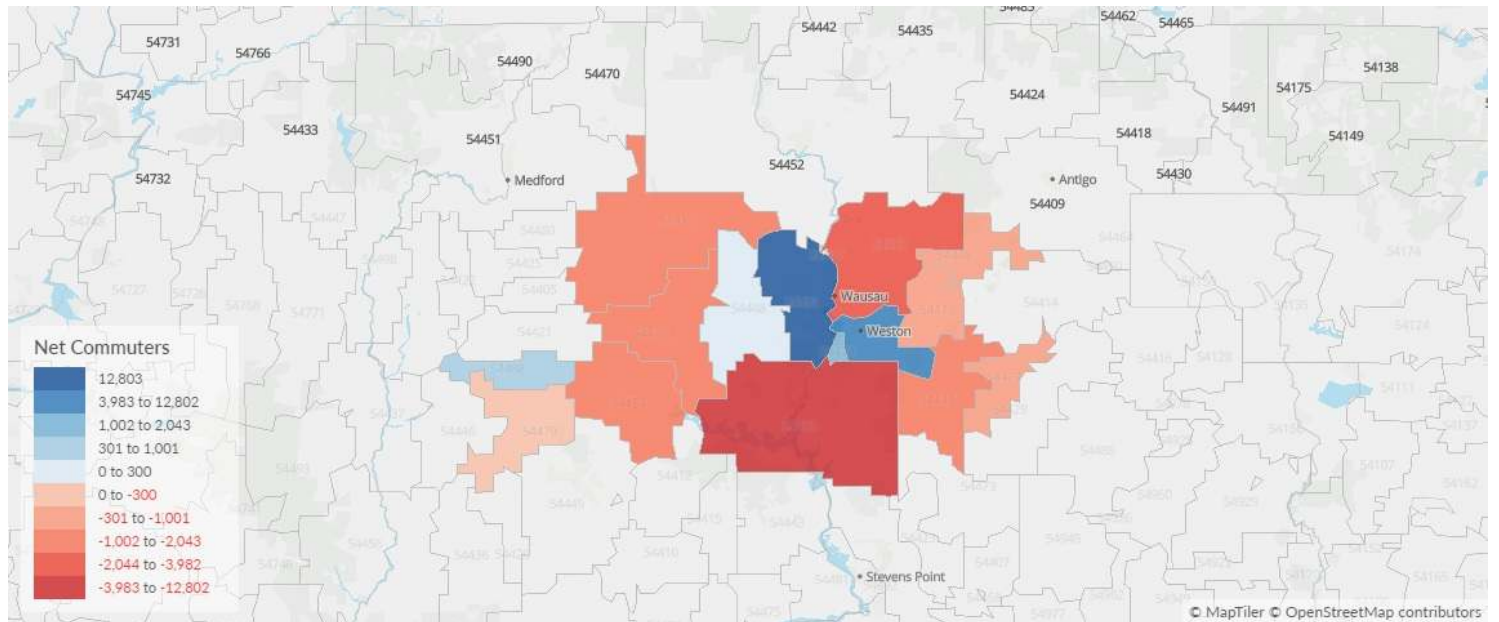


**Property Crime**

Marathon County, WI has 8.4 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54401	Wausau, WI (in Maratho...	28,959
54476	Schofield, WI (in Marath...	14,116
54403	Wausau, WI (in Maratho...	10,031
54455	Mosinee, WI (in Marath...	5,890
54474	Rothschild, WI (in Marat...	3,604

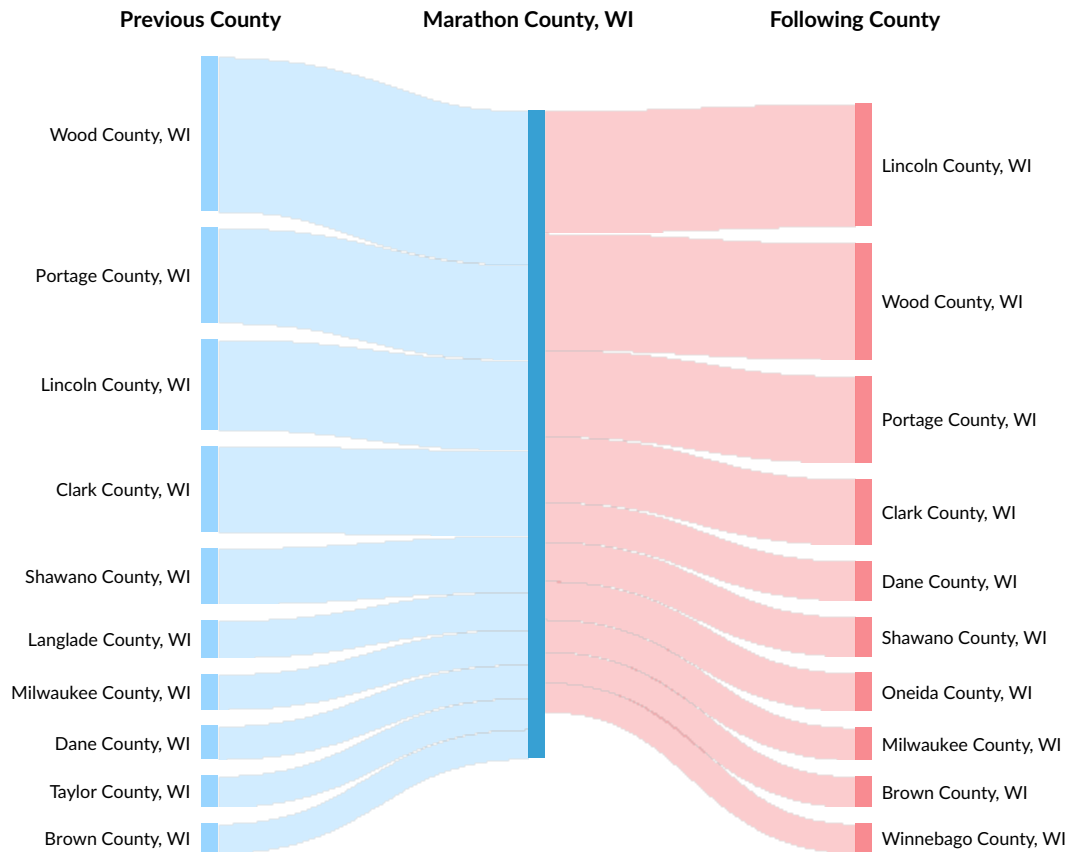
### Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,156
54403	Wausau, WI (in Maratho...	12,074
54455	Mosinee, WI (in Marath...	10,141
54476	Schofield, WI (in Marath...	10,133
54411	Athens, WI (in Maratho...	3,139

# 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 2020, **517** people have migrated from Wood County, WI to Marathon County, WI. In the same year, **411** people left Marathon County, WI migrating to Lincoln County, WI. The total Net Migration for Marathon County, WI in 2020 was **-25**.



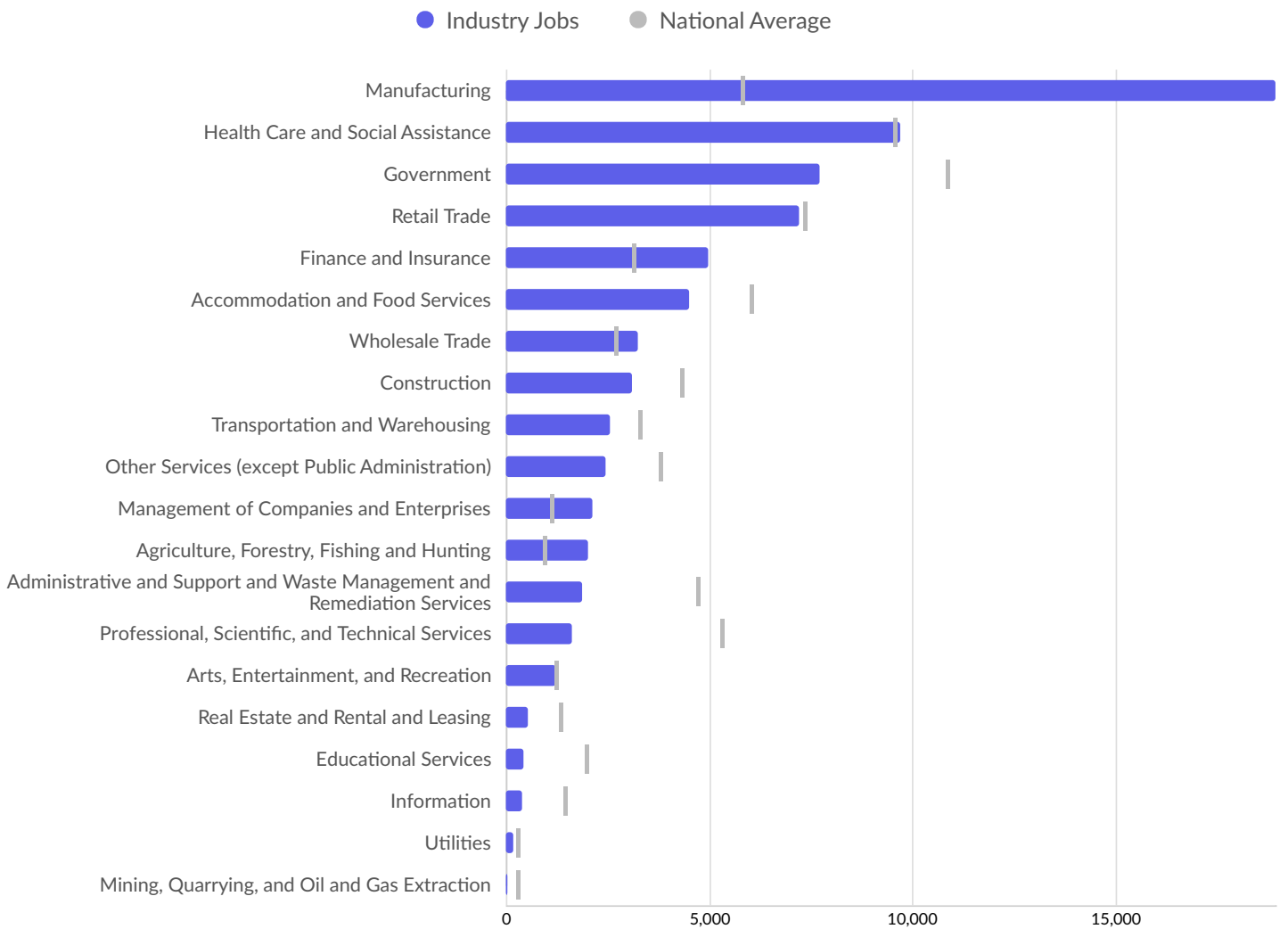
Top Previous Counties	Migrations
Wood County, WI	517
Portage County, WI	319
Lincoln County, WI	302
Clark County, WI	288
Shawano County, WI	187
Langlade County, WI	125



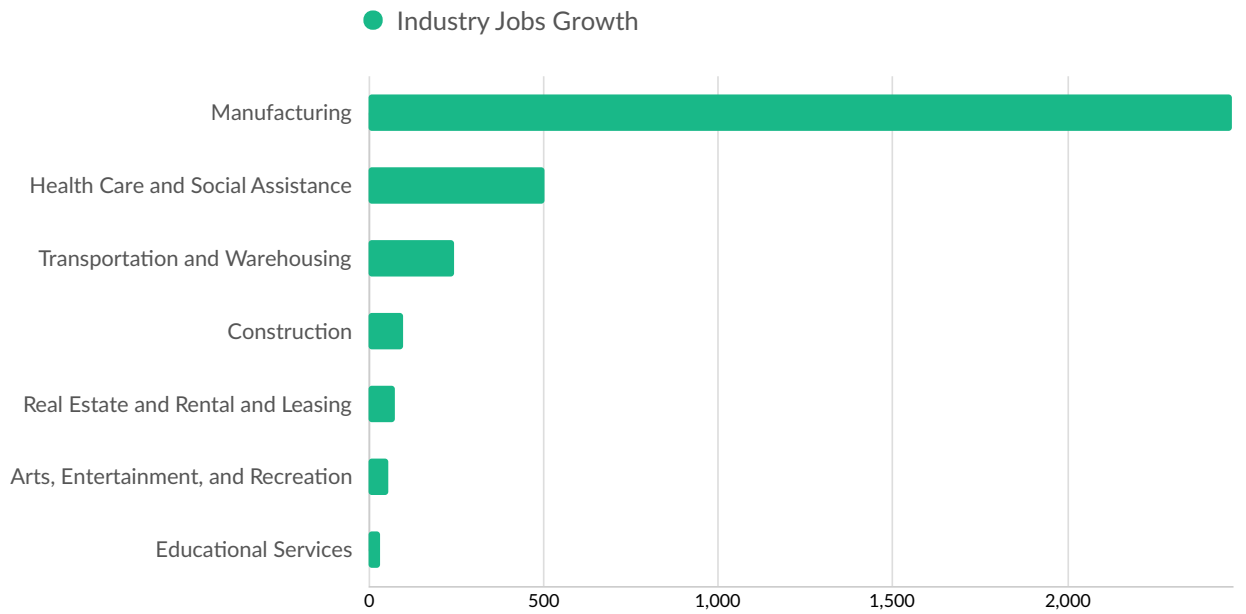
Top Previous Counties	Migrations
Milwaukee County, WI	118
Dane County, WI	112
Taylor County, WI	105
Brown County, WI	99
Oneida County, WI	97
Outagamie County, WI	81
Winnebago County, WI	65
Waupaca County, WI	56
Waukesha County, WI	55
Top Following Counties	Migrations
Lincoln County, WI	411
Wood County, WI	391
Portage County, WI	290
Clark County, WI	220
Dane County, WI	133
Shawano County, WI	132
Oneida County, WI	128
Milwaukee County, WI	109
Brown County, WI	103
Winnebago County, WI	98
Langlade County, WI	97
Eau Claire County, WI	70
Maricopa County, AZ	66
Taylor County, WI	65
Vilas County, WI	64

# Industry Characteristics

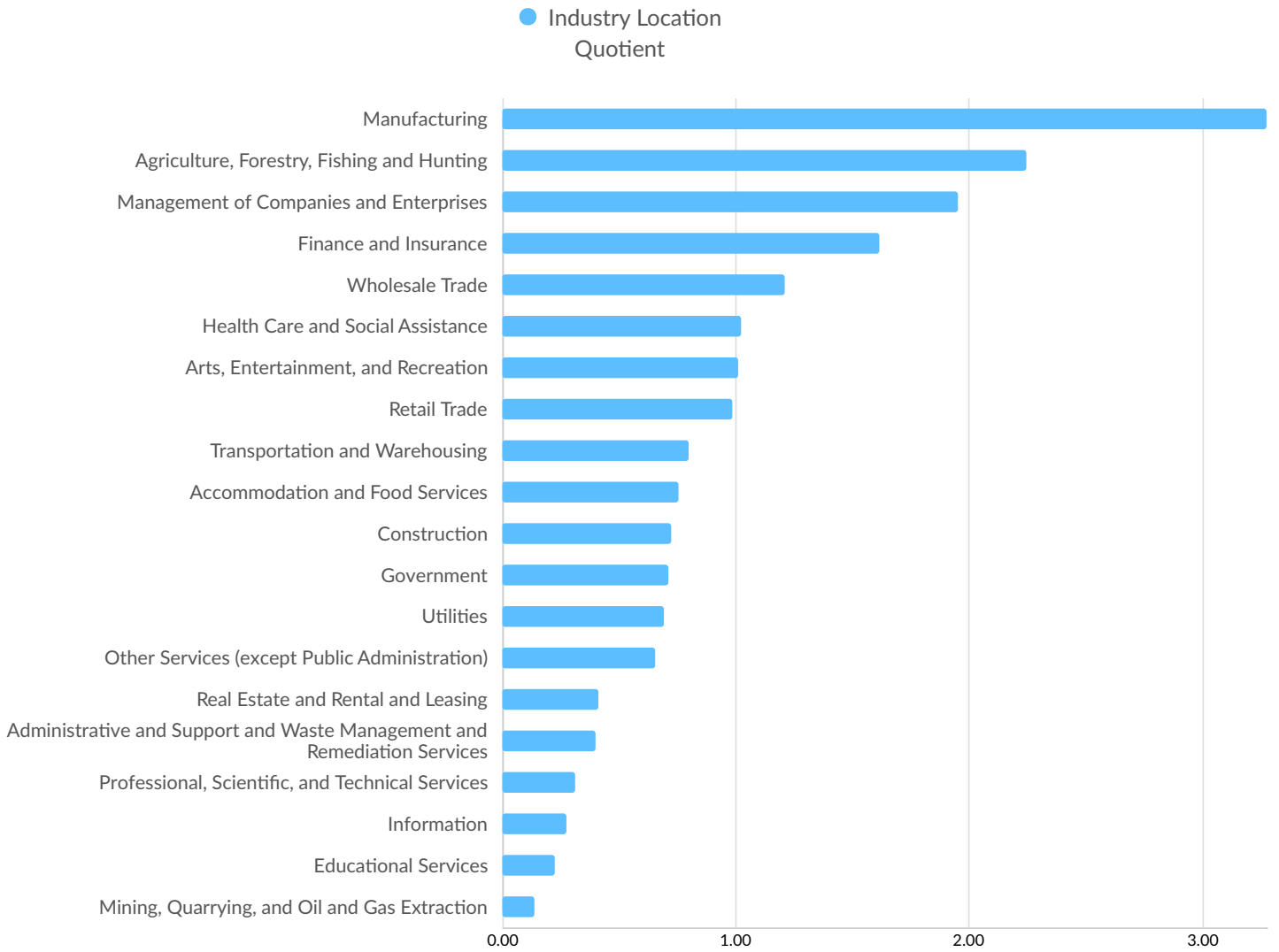
## Largest Industries



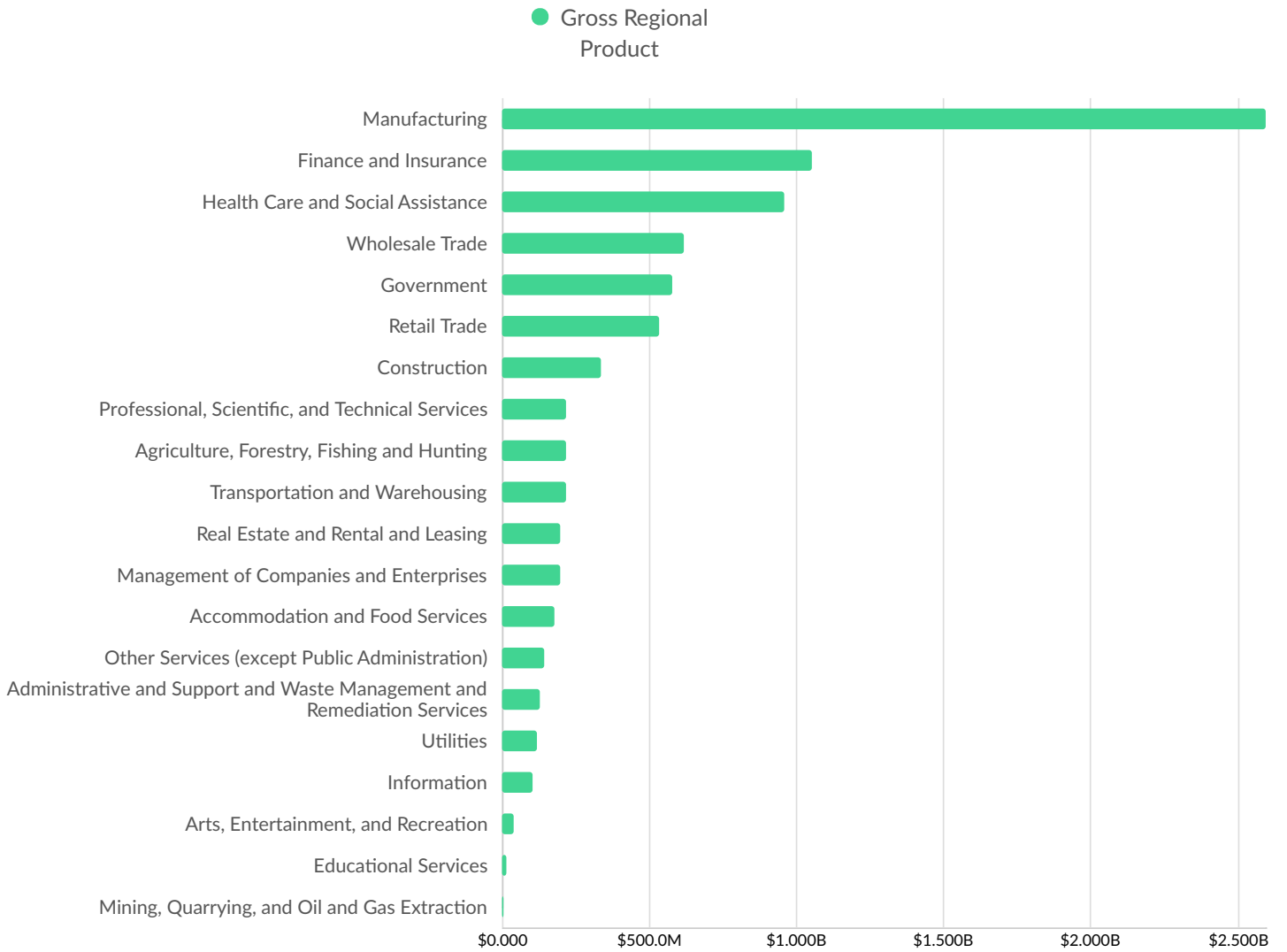
## Top Growing Industries



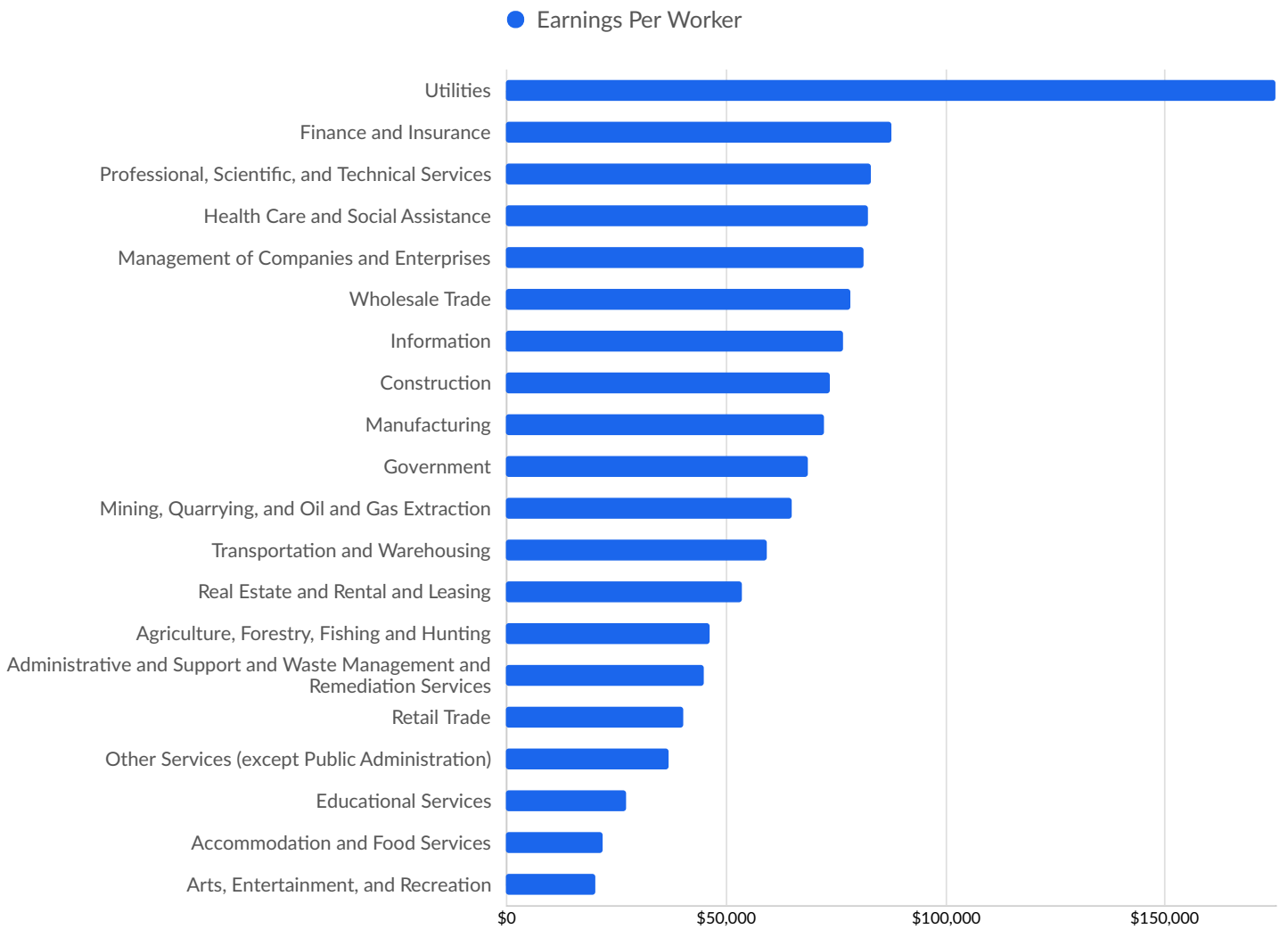
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



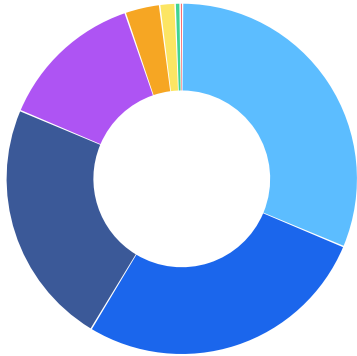
## Business Characteristics

### 9,743 Companies Employ Your Workers

Online profiles for your workers mention 9,743 companies as employers, with the top 10 appearing below. In the last 12 months, 901 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,046 	Aspirus	840 
Marshfield Clinic	638 	Marshfield Clinic	332 
Greenheck	563 	FedEx	324 
Wausau School District	418 	Greenheck Fan Corporation	225 
Northcentral Technical College	395 	Beaver Dam Community Hospit...	219 
Liberty Mutual	386 	Kwik Trip	197 
UnitedHealth Group	303 	LocumTenens.com	169 
Sentry	260 	Festival Foods	140 
North Central Health Care	207 	Apogee Enterprises	131 
University Of Wisconsin - Steve...	204 	CareInHomes	126 

## Business Size



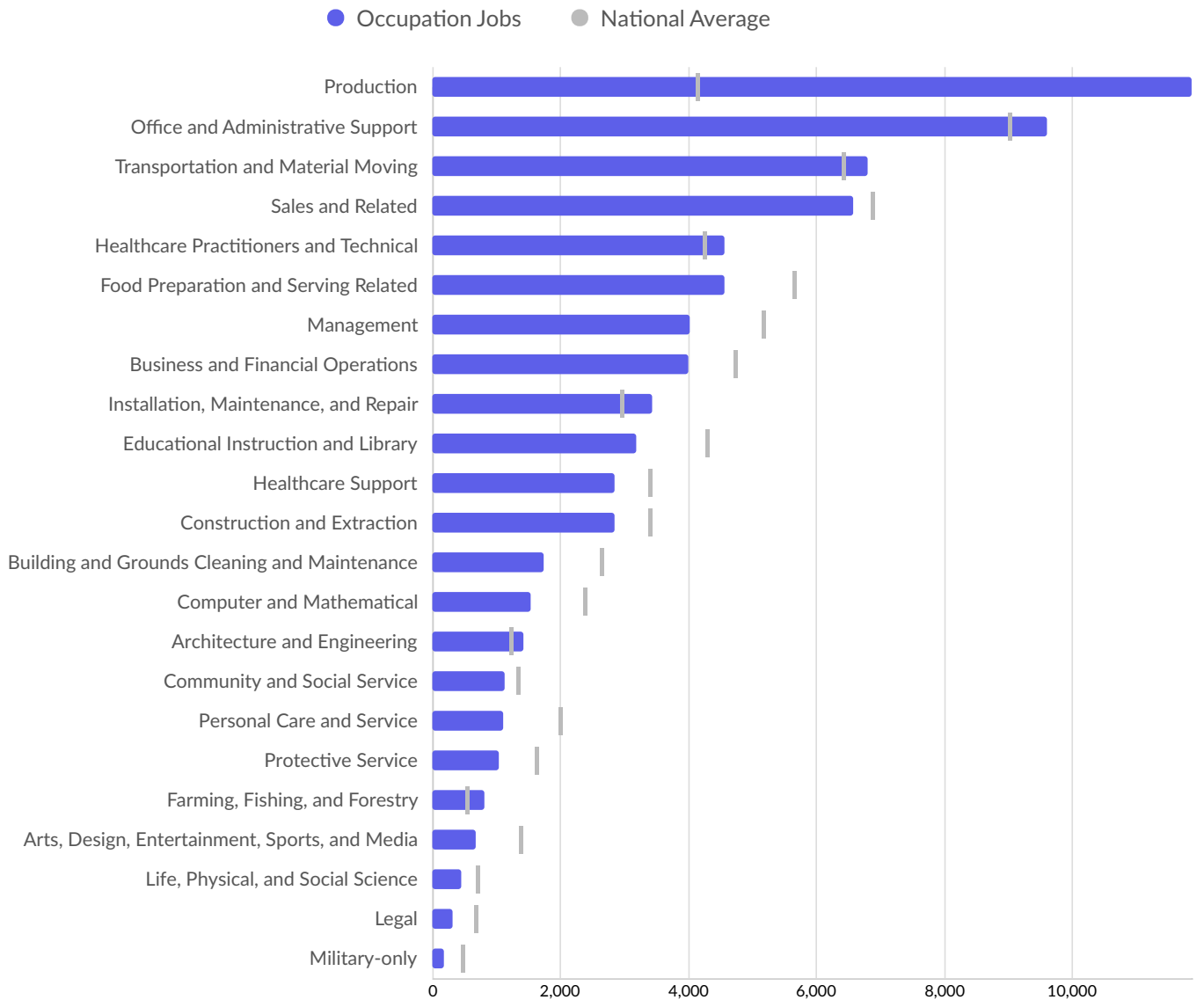
	Percentage	Business Count
● 1 to 4 employees	31.2%	1,568
● 5 to 9 employees	27.3%	1,372
● 10 to 19 employees	22.7%	1,140
● 20 to 49 employees	13.4%	673
● 50 to 99 employees	3.2%	161
● 100 to 249 employees	1.4%	71
● 250 to 499 employees	0.5%	23
● 500+ employees	0.2%	11

*\*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.*

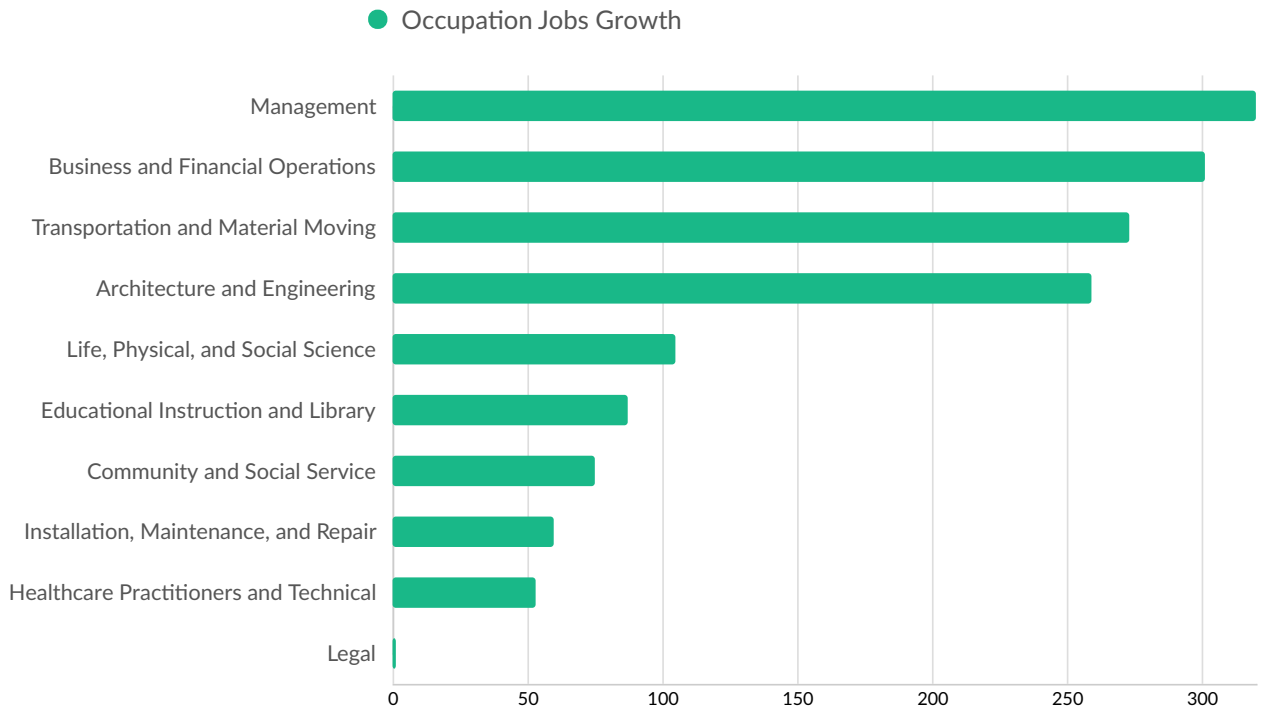


# Workforce Characteristics

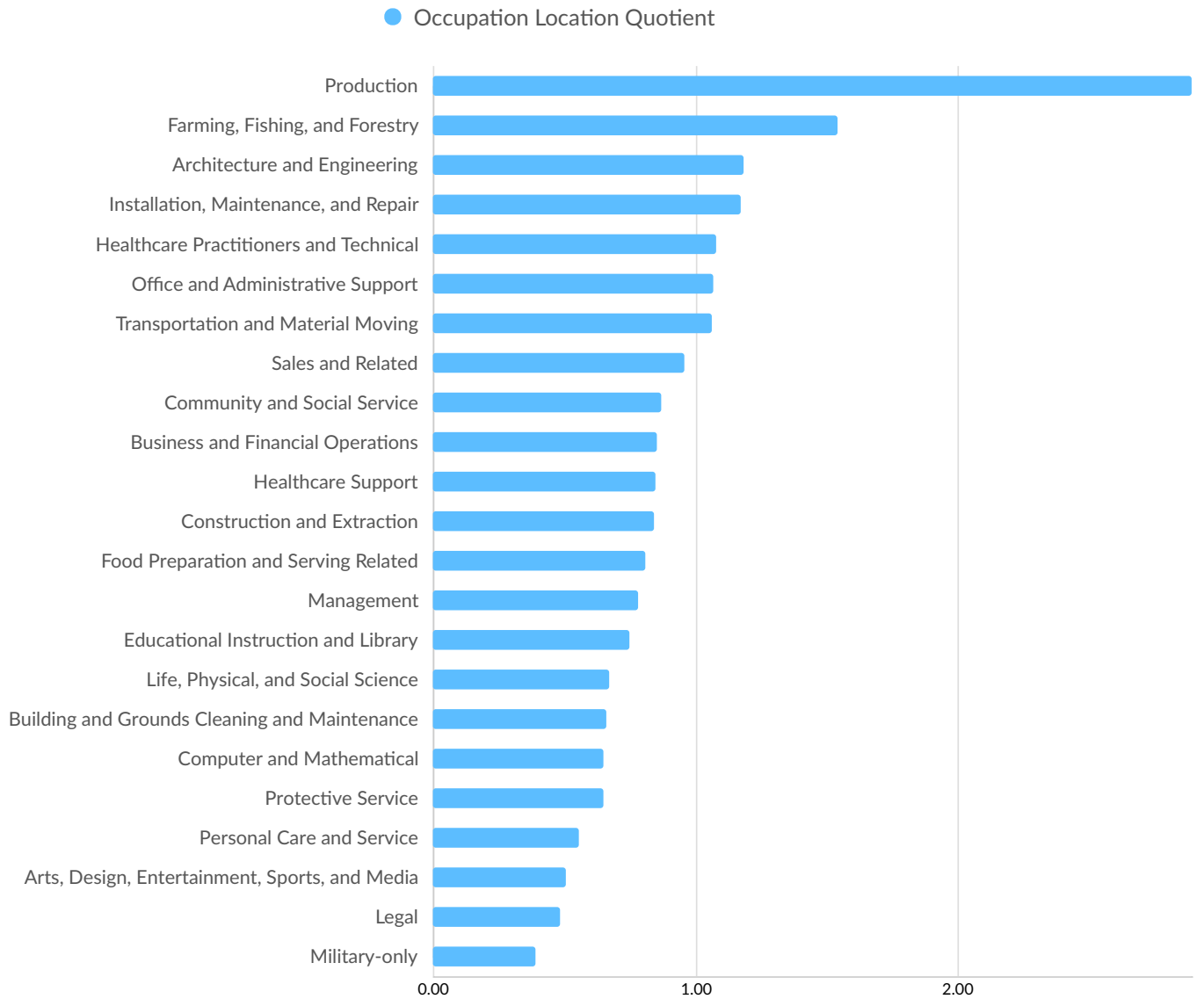
## Largest Occupations



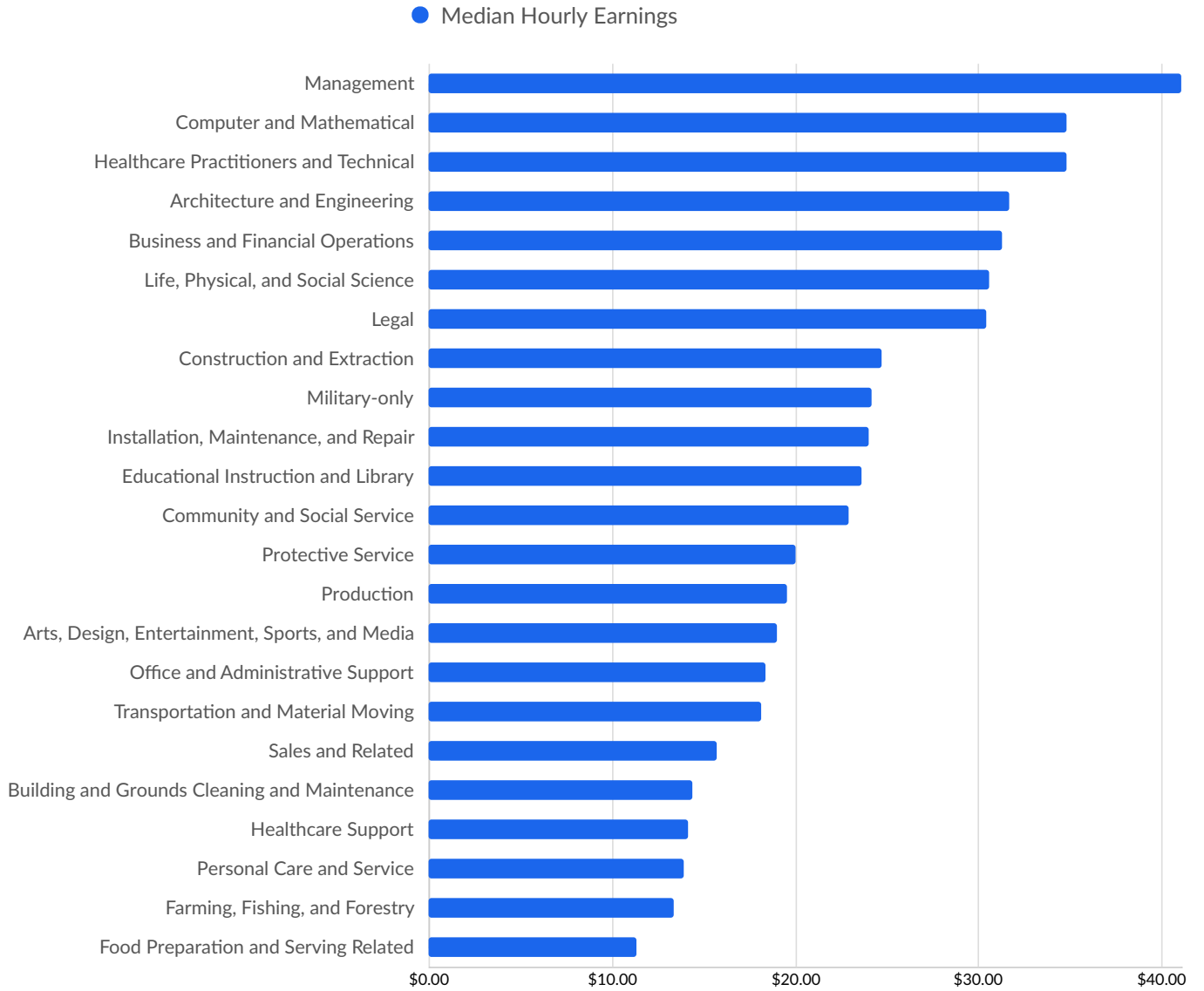
## Top Growing Occupations



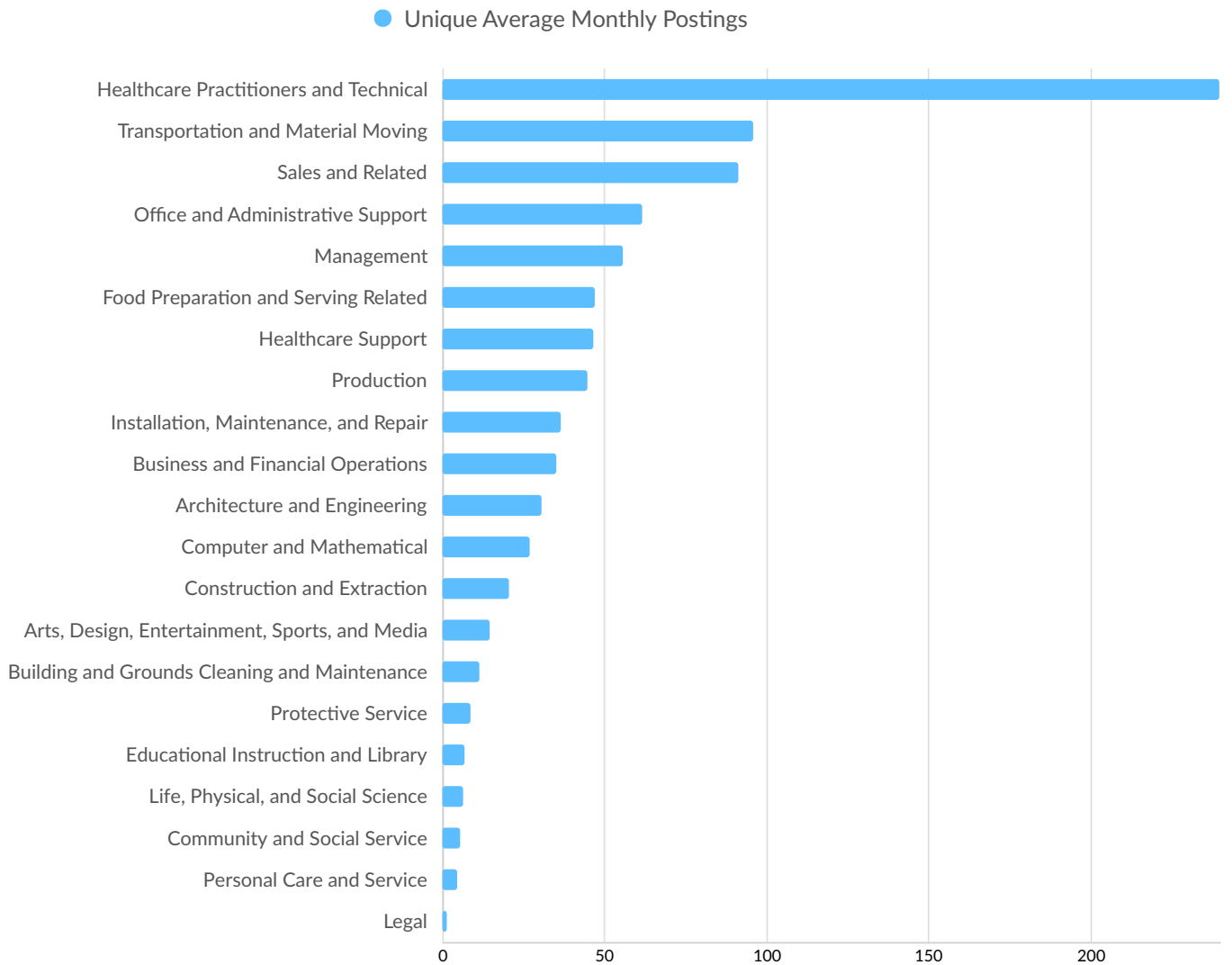
## Top Occupation Location Quotient



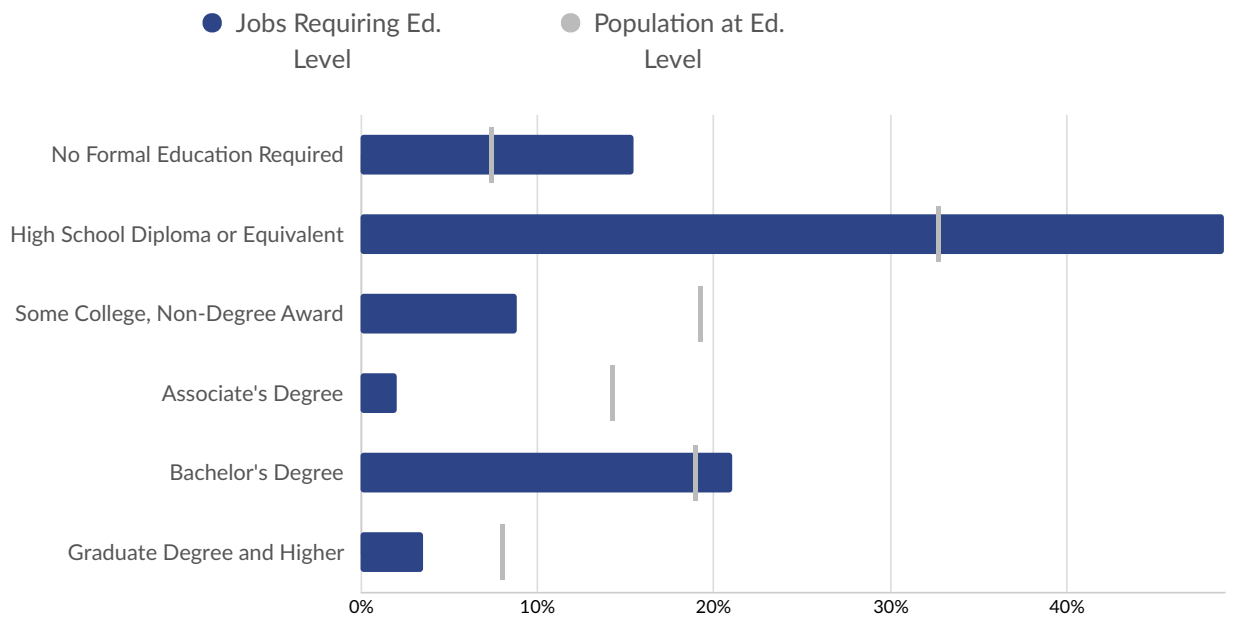
## Top Occupation Earnings



## Top Posted Occupations

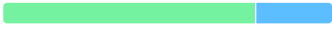





## Underemployment



## Educational Pipeline

In 2021, there were 2,470 graduates in Marathon County, WI. This pipeline has grown by 5% 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 (2021)	Graduate Trend (2017 - 2021)
Northcentral Technical College	2,435 	
State College of Beauty Culture Inc	35 	

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

# In-Demand Skills

