



# Marathon County, WI

North Central Wisconsin Regional Planning Commission



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# Economy Overview

**135,923**

**Population (2018)**

Population **grew by 993** over the last 5 years and is projected to **grow by 1,089** over the next 5 years.

**77,194**

**Jobs (2018)**

Jobs **grew by 4,738** over the last 5 years and are projected to **grow by 1,917** over the next 5 years.

**\$54.2K**

**Median Household Income (2016)**

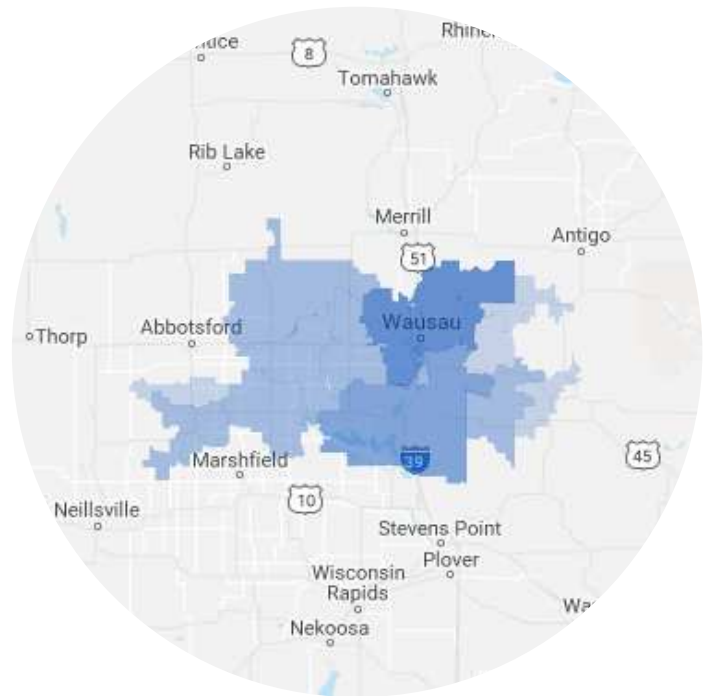
Median household income is **\$1.1K below** the national median household income of \$55.3K.

As of 2018 the region's population **increased by 0.7%** since 2013, growing by 993. Population is expected to **increase by 0.8%** between 2018 and 2023, adding 1,089.

From 2013 to 2018, jobs **increased by 6.5%** in Marathon County, WI from 72,456 to 77,194. This change **fell short of the national growth rate of 7.4% by 0.9%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 69.7% between 2013 and 2018**.

Concerning educational attainment, **15.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.9% below the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

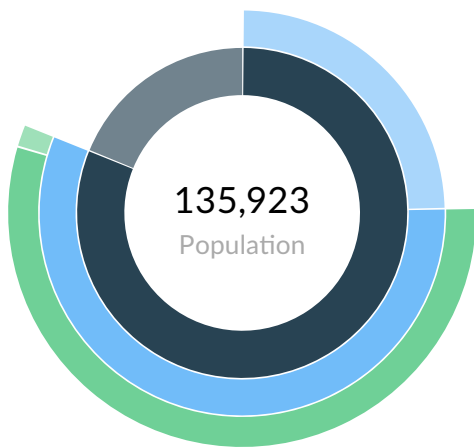
The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Management of Companies and Enterprises.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	135,923	76,785	77,194	99.3	\$7.60B	\$8.97B	\$9.37B
NCWRPC	438,224	235,081	227,020	99.6	\$21.51B	\$27.36B	\$26.67B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

## Economy Overview - Cont.

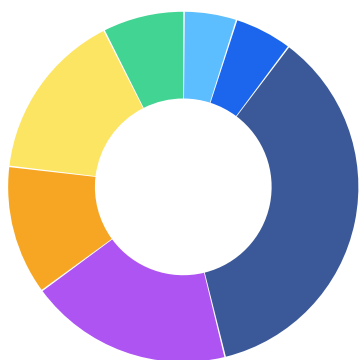
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	110,213
● Not in Labor Force (15+)	33,428
● Labor Force	76,785
● Employed	74,641
● Unemployed	2,144
● Under 15	25,710

### Educational Attainment

Concerning educational attainment, **15.7% of Marathon County, WI residents possess a Bachelor's Degree** (2.9% below the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

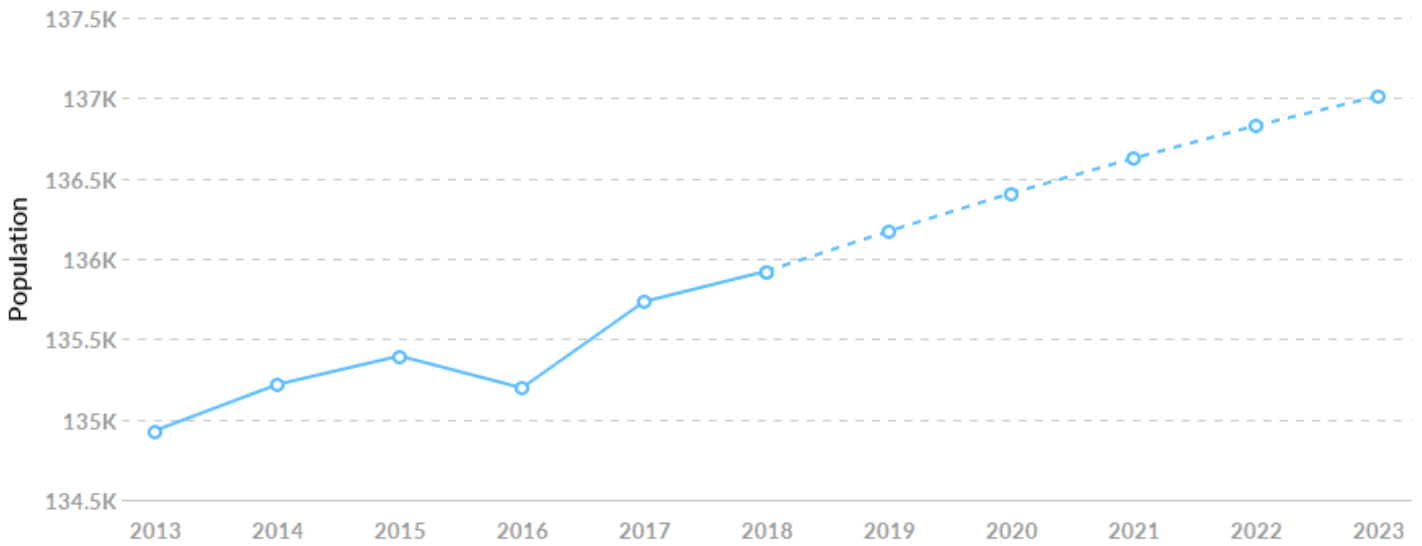


	% of Population	Population
● Less Than 9th Grade	4.9%	4,585
● 9th Grade to 12th Grade	5.3%	5,035
● High School Diploma	35.9%	33,892
● Some College	18.8%	17,717
● Associate's Degree	11.9%	11,277
● Bachelor's Degree	15.7%	14,802
● Graduate Degree and Higher	7.5%	7,105

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 0.7% since 2013, growing by 993. Population is expected to increase by 0.8% between 2018 and 2023, adding 1,089.

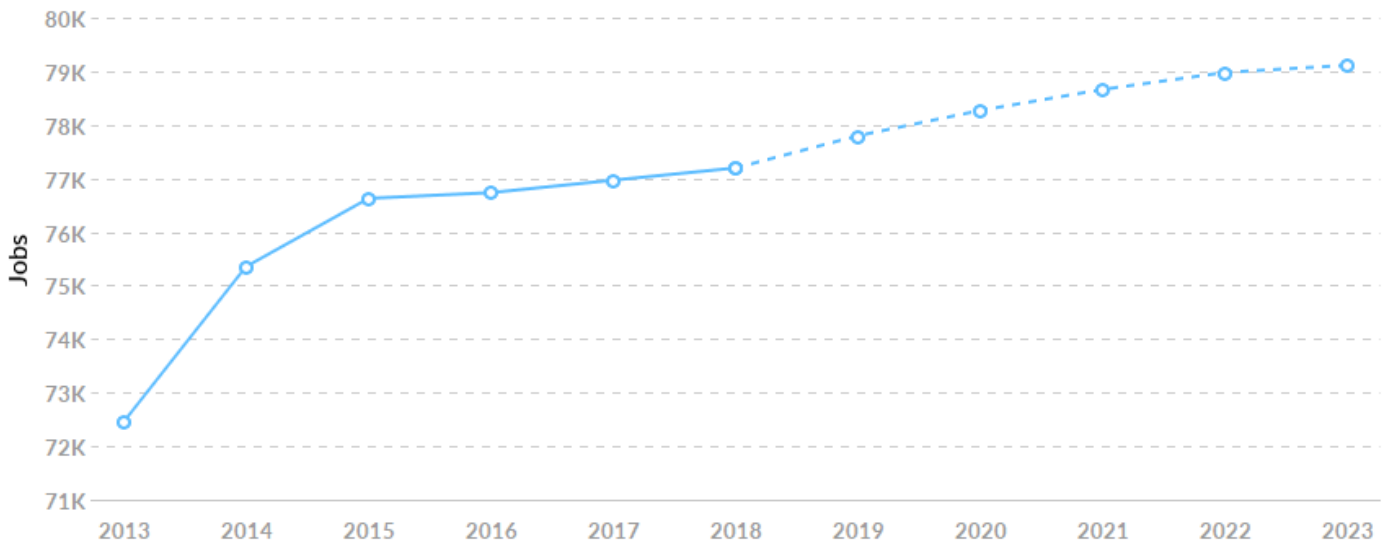


Timeframe	Population
2013	134,930
2014	135,217
2015	135,395
2016	135,196
2017	135,733
2018	135,923
2019	136,172
2020	136,408
2021	136,625
2022	136,828
2023	137,012

# Historic & Projected Trends - Cont.

## Job Trends

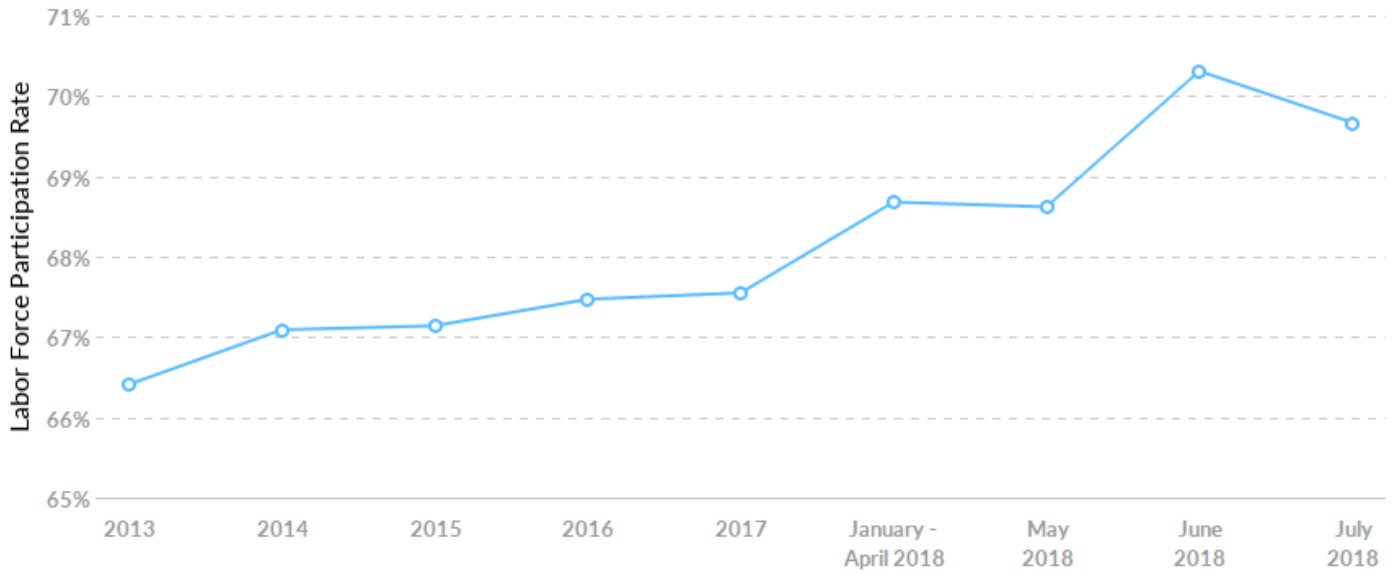
From 2013 to 2018, jobs increased by 6.5% in Marathon County, WI from 72,456 to 77,194. This change fell short of the national growth rate of 7.4% by 0.9%.



Timeframe	Jobs
2013	72,456
2014	75,354
2015	76,626
2016	76,733
2017	76,966
2018	77,194
2019	77,795
2020	78,268
2021	78,660
2022	78,977
2023	79,111

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

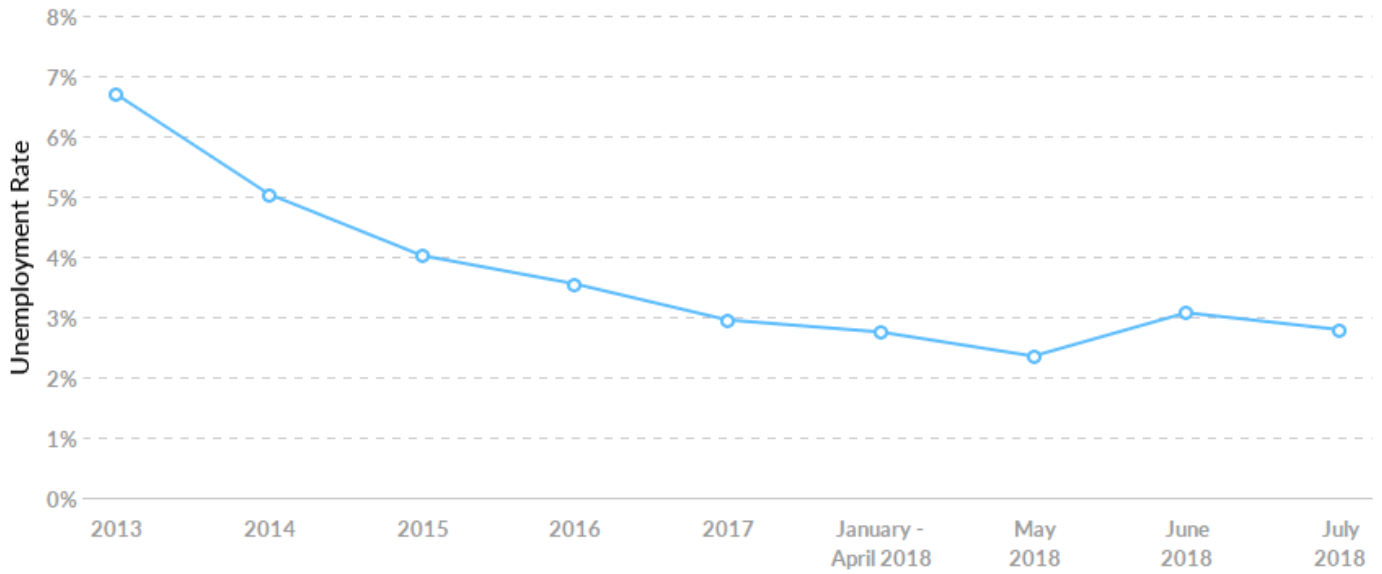


Timeframe	Labor Force Participation Rate
2013	66.41%
2014	67.09%
2015	67.14%
2016	67.47%
2017	67.55%
January - April 2018	68.68%
May 2018	68.62%
June 2018	70.31%
July 2018	69.67%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

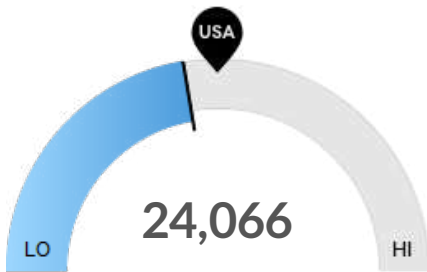
Marathon County, WI had a July 2018 unemployment rate of 2.79%, decreasing from 6.70% 5 years before.



Timeframe	Unemployment Rate
2013	6.70%
2014	5.04%
2015	4.02%
2016	3.55%
2017	2.95%
January - April 2018	2.75%
May 2018	2.35%
June 2018	3.07%
July 2018	2.79%

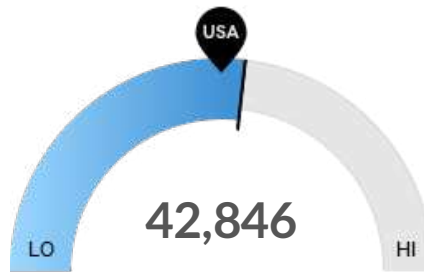


## Population Characteristics



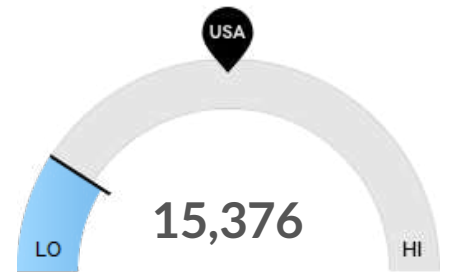
**Millennials**

Marathon County, WI has 24,066 millennials (ages 20-34). The national average for an area this size is 28,112.



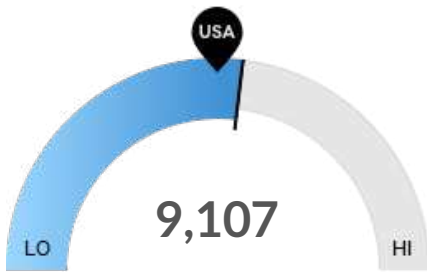
**Retiring Soon**

Retirement risk is high in Marathon County, WI. The national average for an area this size is 38,694 people 55 or older, while there are 42,846 here.



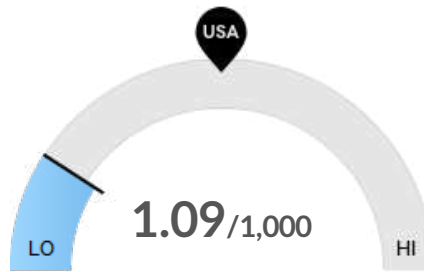
**Racial Diversity**

Racial diversity is low in Marathon County, WI. The national average for an area this size is 53,305 racially diverse people, while there are 15,376 here.



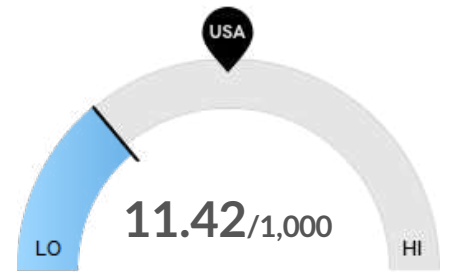
**Veterans**

Marathon County, WI has 9,107 veterans. The national average for an area this size is 8,167.



**Violent Crime**

Marathon County, WI has 1.09 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



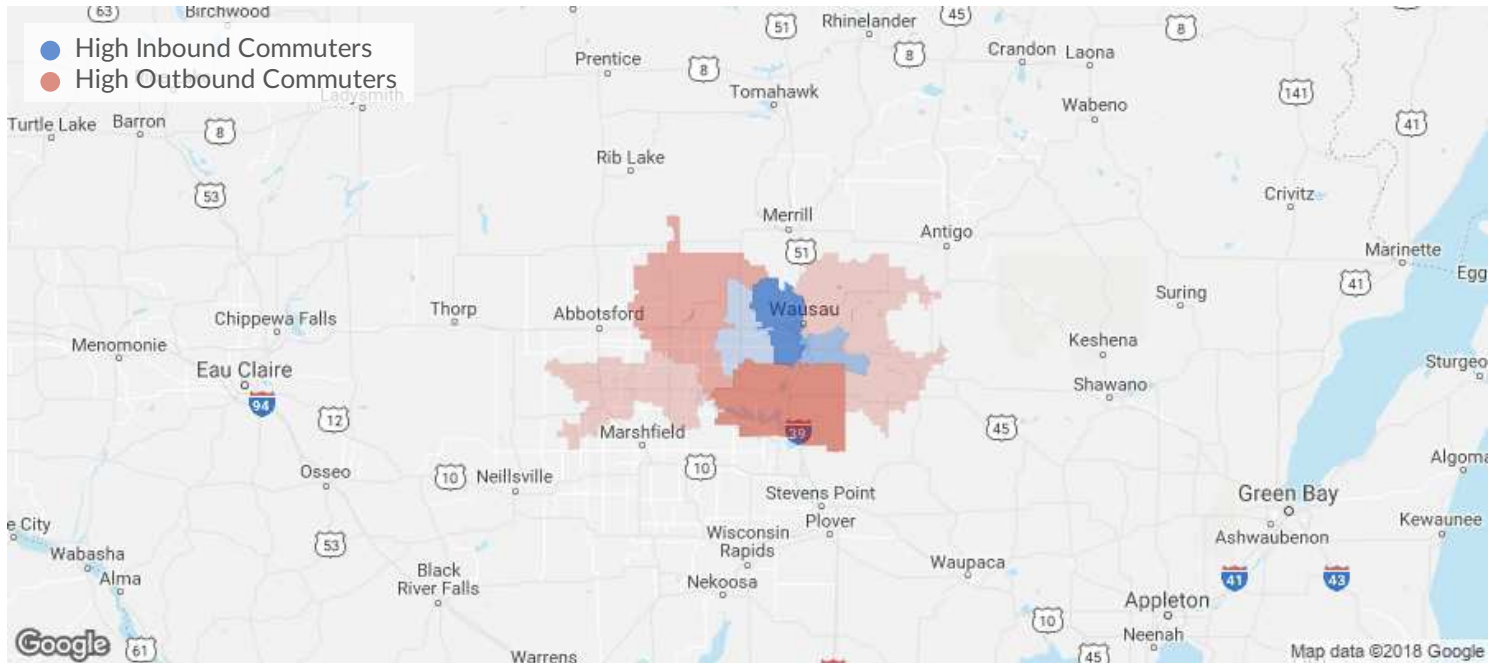
**Property Crime**

Marathon County, WI has 11.42 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## 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

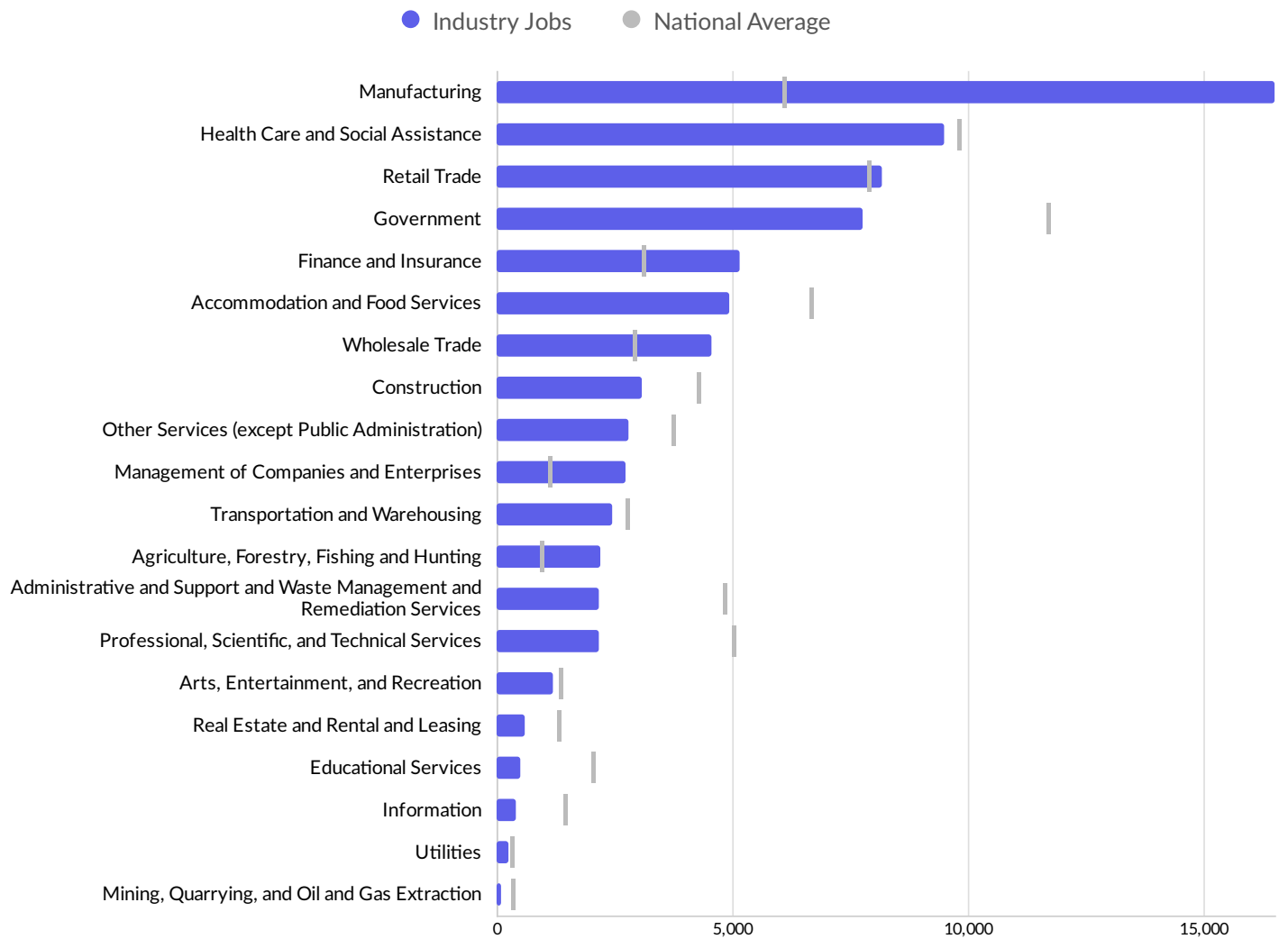
ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,542
54476	Schofield, WI (in Marat...	13,154
54403	Wausau, WI (in Marath...	11,041
54455	Mosinee, WI (in Marat...	6,495
54474	Rothschild, WI (in Mar...	4,453

### Where Talent Lives

ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,389
54403	Wausau, WI (in Marath...	12,278
54476	Schofield, WI (in Marat...	11,067
54455	Mosinee, WI (in Marat...	10,882
54484	Stratford, WI (in Marat...	2,897

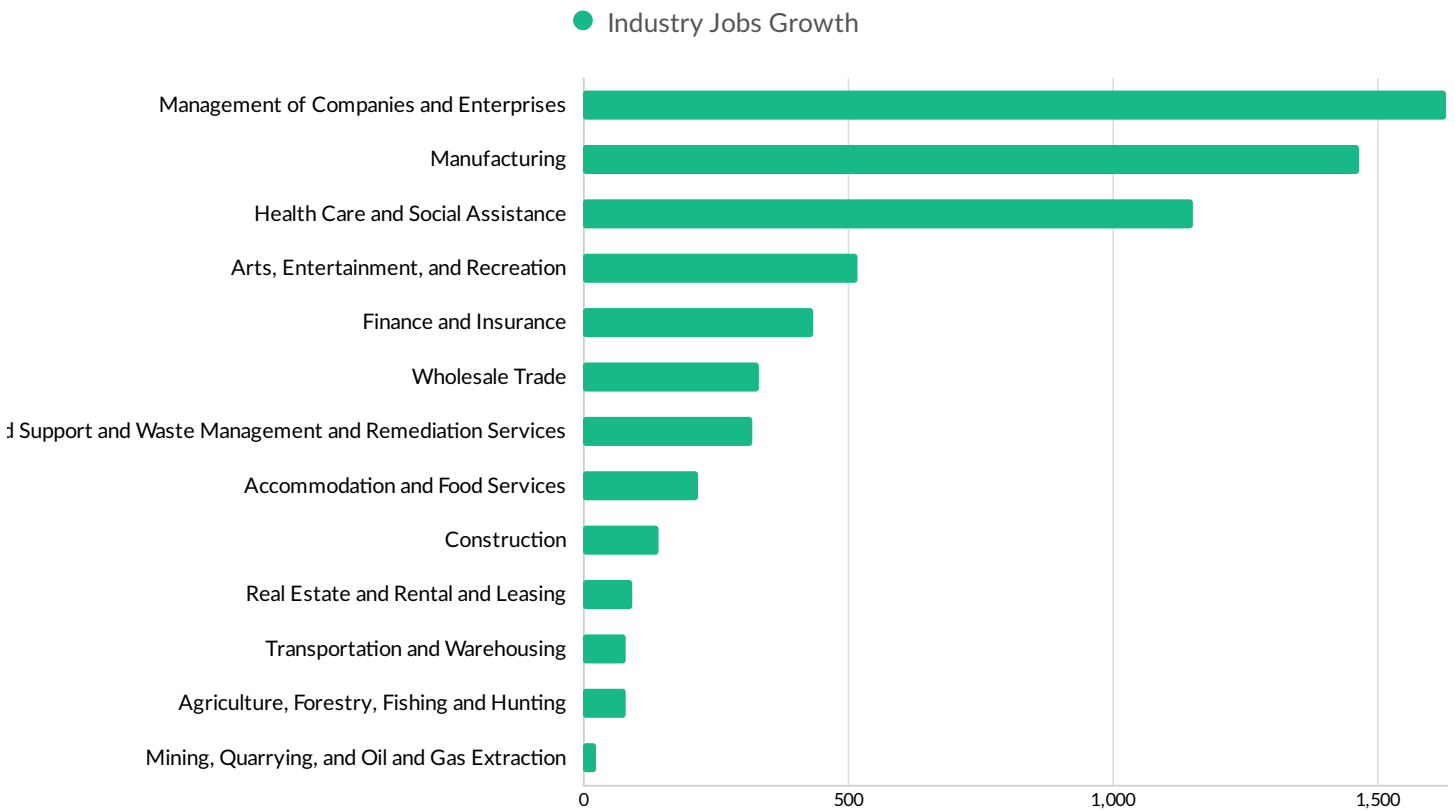
# Industry Characteristics

## Largest Industries



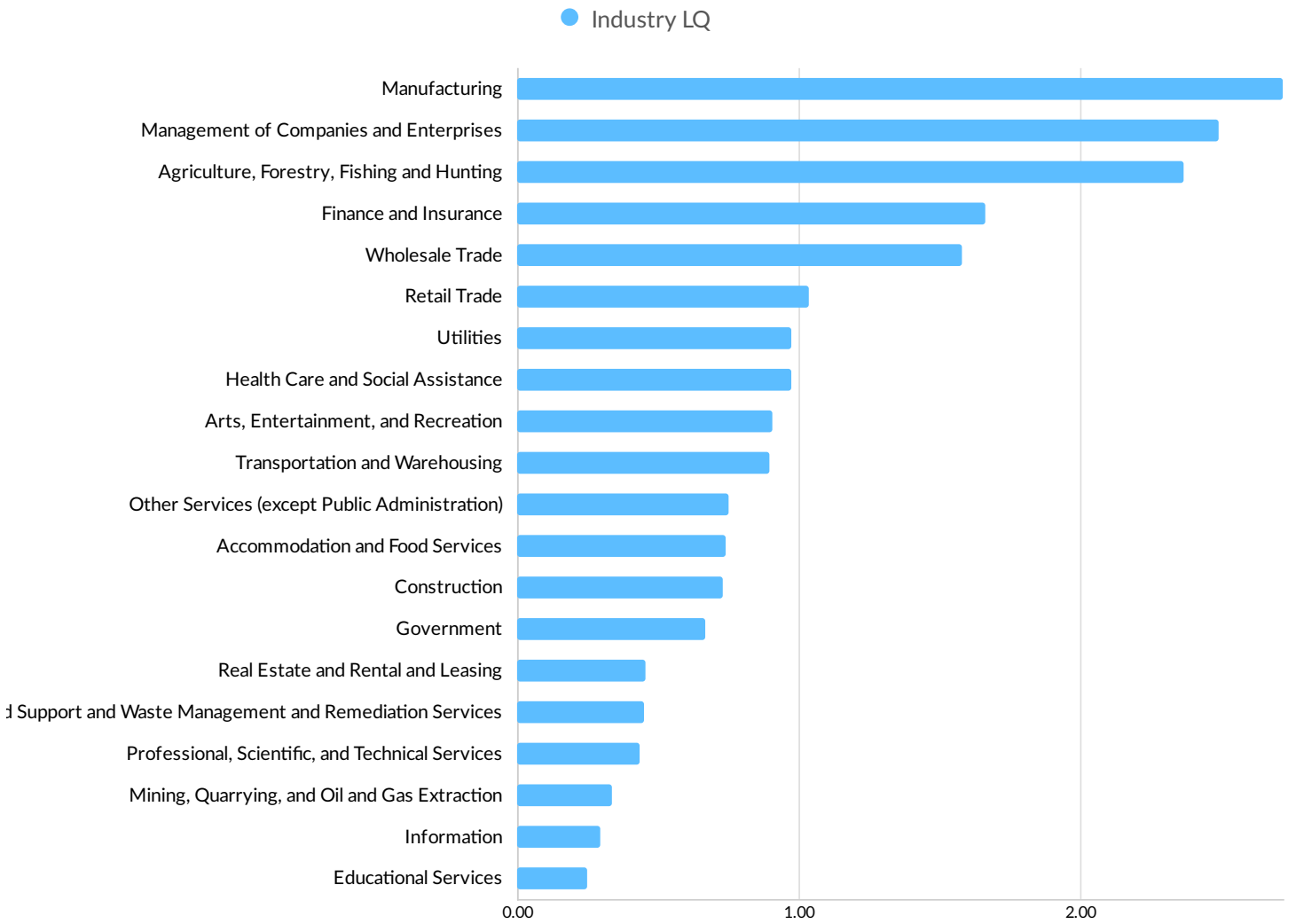
## Industry Characteristics - Cont.

### Top Growing Industries



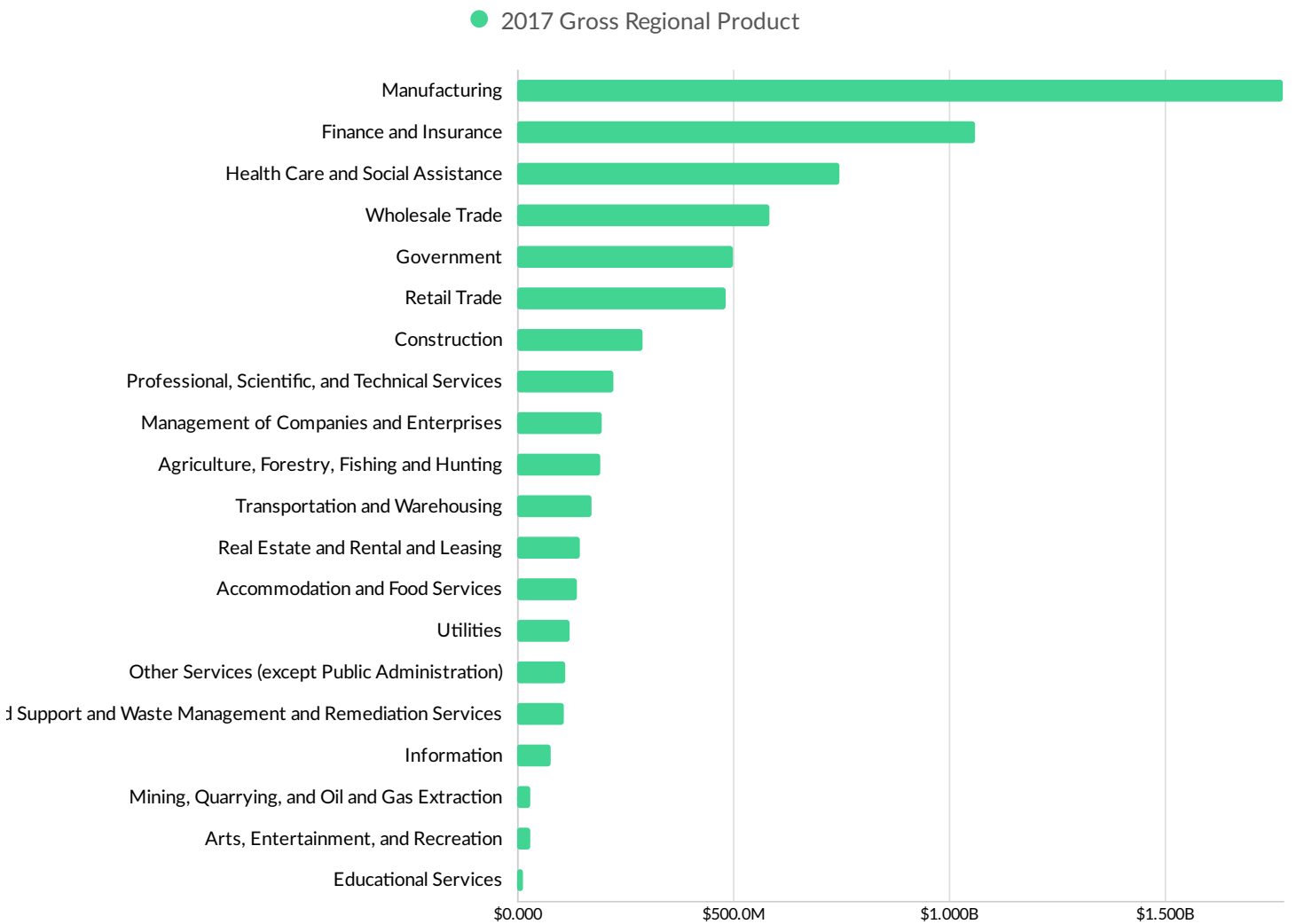
## Industry Characteristics - Cont.

### Top Industry LQ



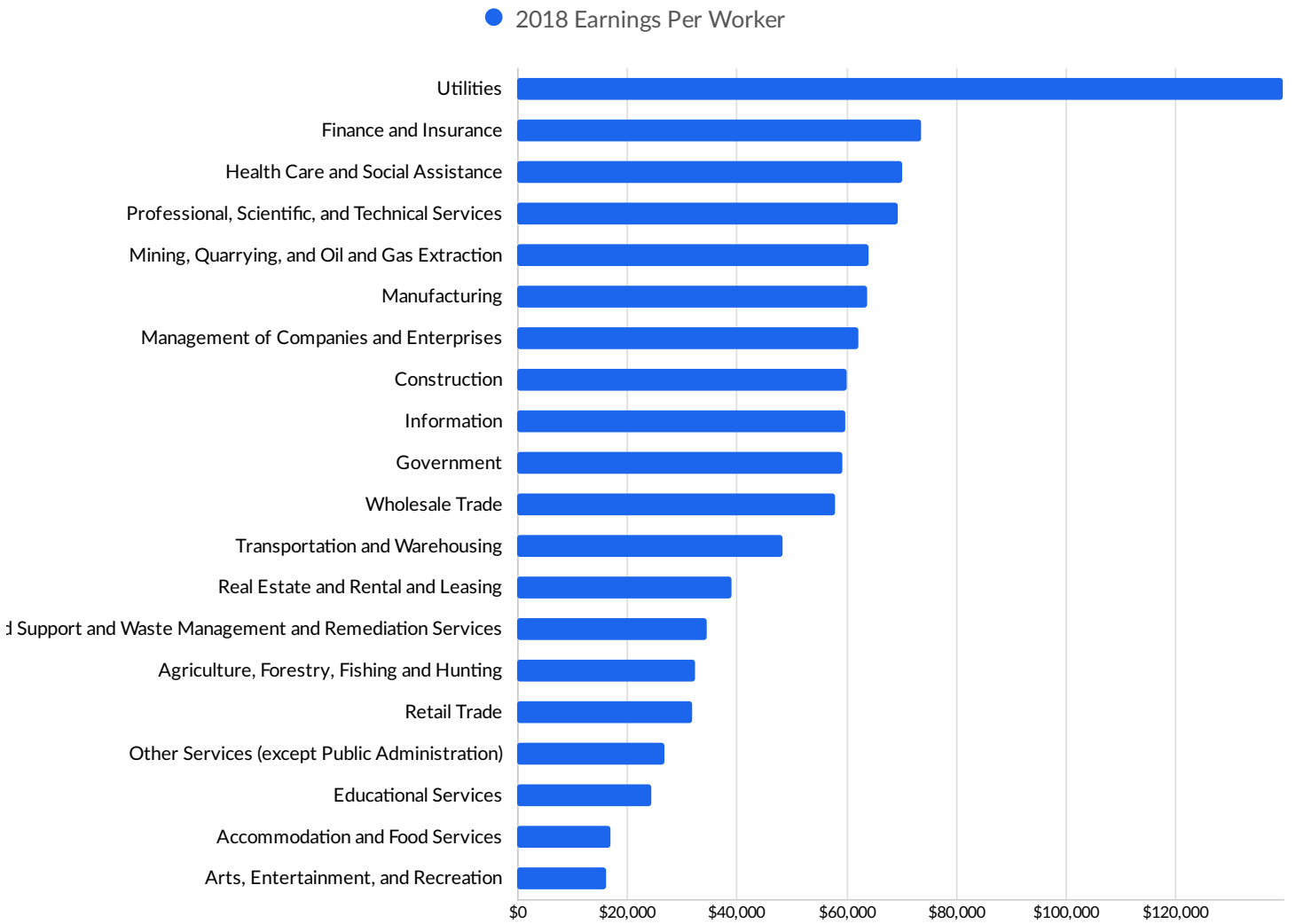
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	15,028	16,495	1,467	+10%	2.72	\$63,730	\$1.77B
Health Care and Social Assistance	8,336	9,490	1,154	+14%	0.97	\$70,269	\$745.55M
Retail Trade	9,255	8,163	-1,092	-12%	1.04	\$31,900	\$482.34M
Government	7,805	7,769	-36	0%	0.67	\$59,353	\$500.73M
Finance and Insurance	4,709	5,145	436	+9%	1.66	\$73,579	\$1.06B
Accommodation and Food Services	4,700	4,918	218	+5%	0.74	\$17,002	\$137.86M
Wholesale Trade	4,207	4,541	334	+8%	1.58	\$58,023	\$585.67M
Construction	2,948	3,092	144	+5%	0.73	\$60,026	\$290.72M
Other Services (except Public Administration)	3,202	2,787	-415	-13%	0.75	\$26,960	\$111.08M
Management of Companies and Enterprises	1,100	2,732	1,632	+148%	2.49	\$62,224	\$194.26M
Transportation and Warehousing	2,363	2,445	82	+3%	0.90	\$48,469	\$172.73M
Agriculture, Forestry, Fishing and Hunting	2,107	2,188	81	+4%	2.37	\$32,458	\$193.74M
Administrative and Support and Waste Management and Remediation Services	1,859	2,178	319	+17%	0.45	\$34,503	\$109.38M
Professional, Scientific, and Technical Services	2,182	2,168	-14	-1%	0.43	\$69,270	\$224.54M
Arts, Entertainment, and Recreation	685	1,205	520	+76%	0.90	\$16,177	\$29.29M
Real Estate and Rental and Leasing	497	590	93	+19%	0.45	\$39,099	\$146.40M
Educational Services	609	503	-106	-17%	0.25	\$24,350	\$14.23M
Information	461	418	-43	-9%	0.29	\$59,799	\$78.74M
Utilities	322	260	-62	-19%	0.97	\$139,565	\$120.13M



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	79	105	26	+33%	0.34	\$64,052	\$31.13M

# Business Characteristics

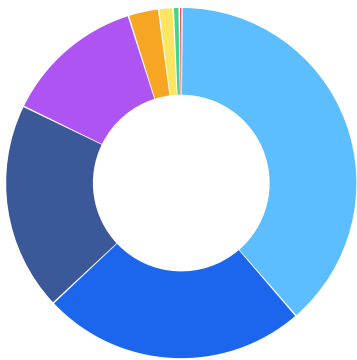
## 13,230 Companies Employ Your Workers

Online profiles for your workers mention 13,230 companies as employers, with the top 10 appearing below. In the last 12 months, 2,208 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus Wausau Hospital, Inc.	1,198 	Aspirus Wausau Hospital, Inc.	1,122 
Marshfield Clinic	824 	Foot Locker, Inc.	487 
Greenheck Fan Corporation	518 	Remedy Intelligent Staffing	474 
Liberty Mutual Insurance Comp...	423 	Unitedhealth Group Incorporat...	431 
Wausau School District	395 	Ascension Health	299 
Ministry Health Care, Inc.	391 	Tutree, Inc.	262 
University of Wisconsin Steven...	371 	Platinum Supplemental Insuran...	253 
Sentry Insurance	310 	Marshfield Clinic	251 
Foot Locker, Inc.	298 	Greenheck Fan Corporation	246 
Unitedhealth Group Incorporat...	269 	Kelly Services, Inc.	237 

## Business Characteristics - Cont.

### Business Size

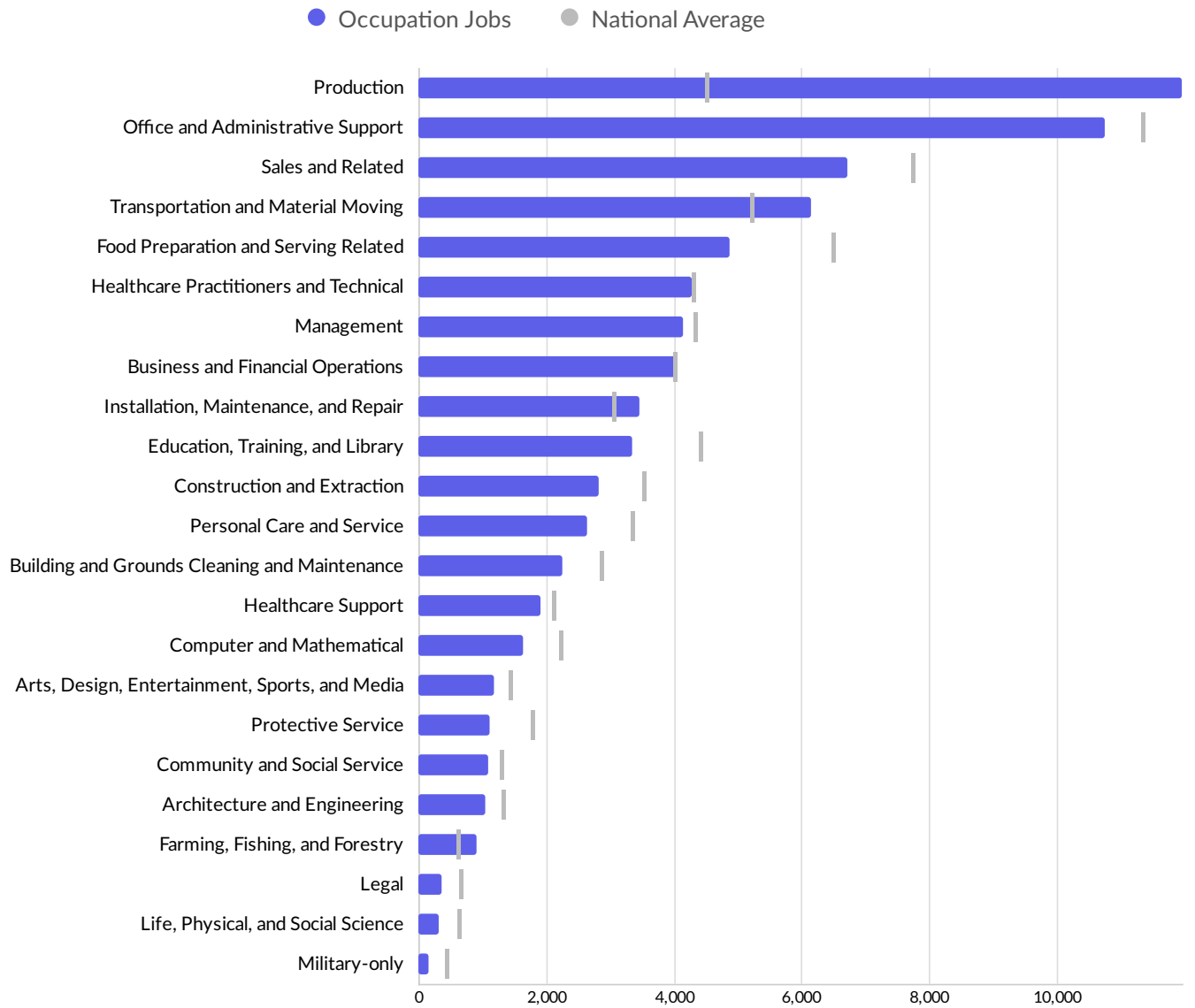


	Percentage	Business Count
● 1 to 4 employees	38.6%	2,115
● 5 to 9 employees	24.4%	1,335
● 10 to 19 employees	19.2%	1,052
● 20 to 49 employees	12.9%	708
● 50 to 99 employees	2.8%	154
● 100 to 249 employees	1.3%	73
● 250 to 499 employees	0.5%	30
● 500+ employees	0.3%	14

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

# Workforce Characteristics

## Largest Occupations

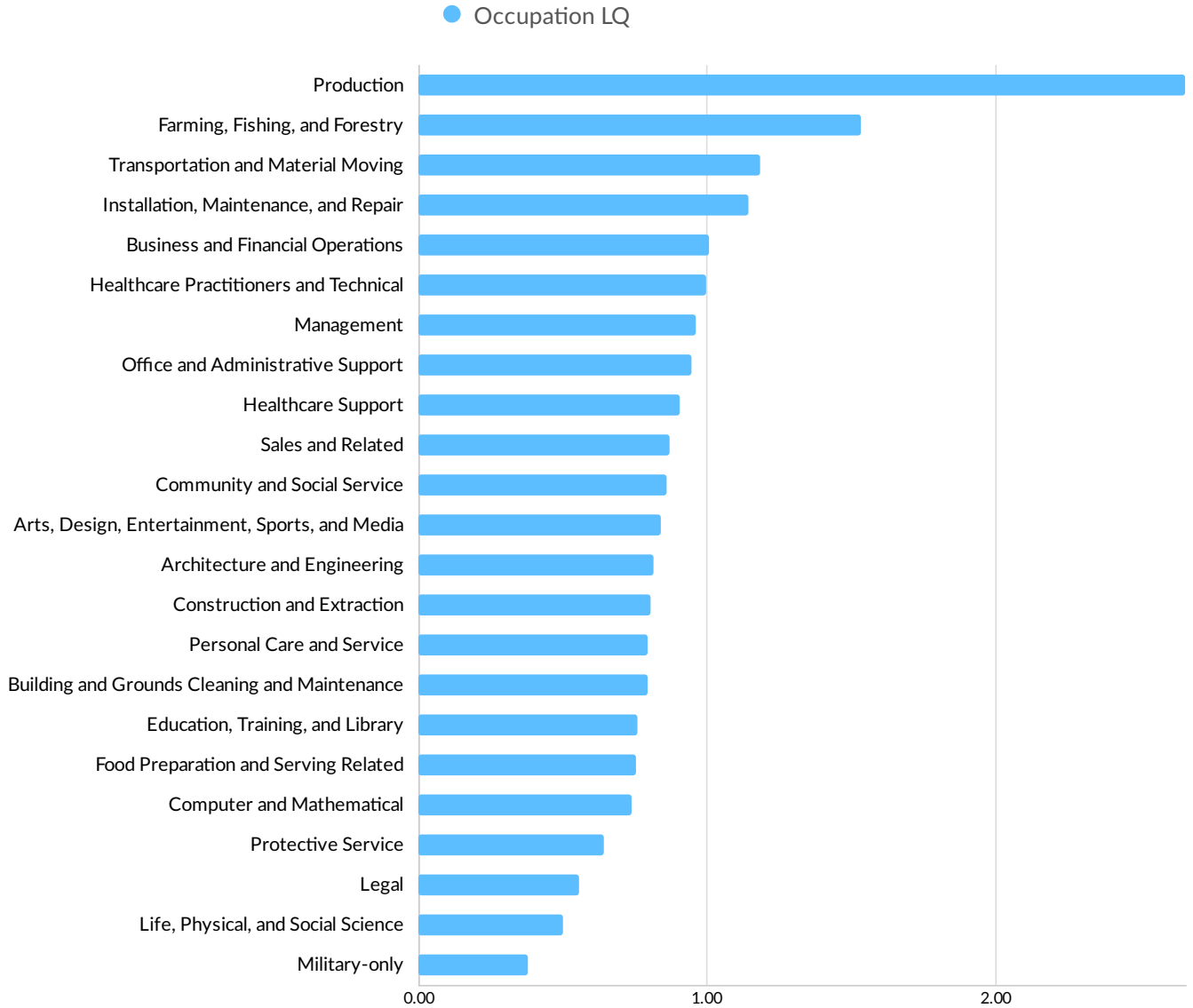


## Top Growing Occupations

● Occupation Jobs Growth

# Workforce Characteristics - Cont.

## Top Occupation LQ



## Top Occupation Earnings

● 2017 Avg. Hourly Earnings

## Top Posted Occupations

● Unique Average Monthly Postings

## Workforce Characteristics - Cont.






Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Production	10,794	11,961	1,167	+11%	2.66	\$18.22	221
Office and Administrative Support	10,668	10,752	84	+1%	0.95	\$16.69	448
Sales and Related	6,921	6,714	-207	-3%	0.87	\$17.98	624
Transportation and Material Moving	5,909	6,152	243	+4%	1.19	\$17.77	566
Food Preparation and Serving Related	4,787	4,887	100	+2%	0.76	\$10.48	200
Healthcare Practitioners and Technical	3,704	4,279	575	+16%	1.00	\$32.99	672
Management	3,868	4,140	272	+7%	0.96	\$38.12	257
Business and Financial Operations	3,413	4,031	618	+18%	1.01	\$28.93	225
Installation, Maintenance, and Repair	3,193	3,468	275	+9%	1.15	\$20.96	155
Education, Training, and Library	3,316	3,345	29	+1%	0.76	\$23.32	114
Construction and Extraction	2,694	2,821	127	+5%	0.80	\$21.55	50
Personal Care and Service	2,332	2,642	310	+13%	0.80	\$11.17	77
Building and Grounds Cleaning and Maintenance	2,150	2,263	113	+5%	0.79	\$12.06	53
Healthcare Support	1,823	1,903	80	+4%	0.91	\$15.40	117
Computer and Mathematical	1,264	1,638	374	+30%	0.74	\$33.71	145
Arts, Design, Entertainment, Sports, and Media	1,058	1,187	129	+12%	0.84	\$18.64	51

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Protective Service	1,110	1,122	12	+1%	0.64	\$19.23	37
Community and Social Service	968	1,104	136	+14%	0.86	\$21.60	57
Architecture and Engineering	953	1,059	106	+11%	0.81	\$31.11	88
Farming, Fishing, and Forestry	753	904	151	+20%	1.54	\$12.53	1
Legal	353	356	3	+1%	0.56	\$42.44	15
Life, Physical, and Social Science	271	313	42	+15%	0.50	\$27.45	22
Military-only	155	153	-2	-1%	0.38	\$24.16	0

## Educational Pipeline

In 2017, there were 2,352 graduates in Marathon County, WI. This pipeline has grown by 23% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Emergency Medical Technology/Technician (EMT Paramedic).

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Northcentral Technical College	2,311 	
State College of Beauty Culture Inc	41 	
Globe University	0	

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