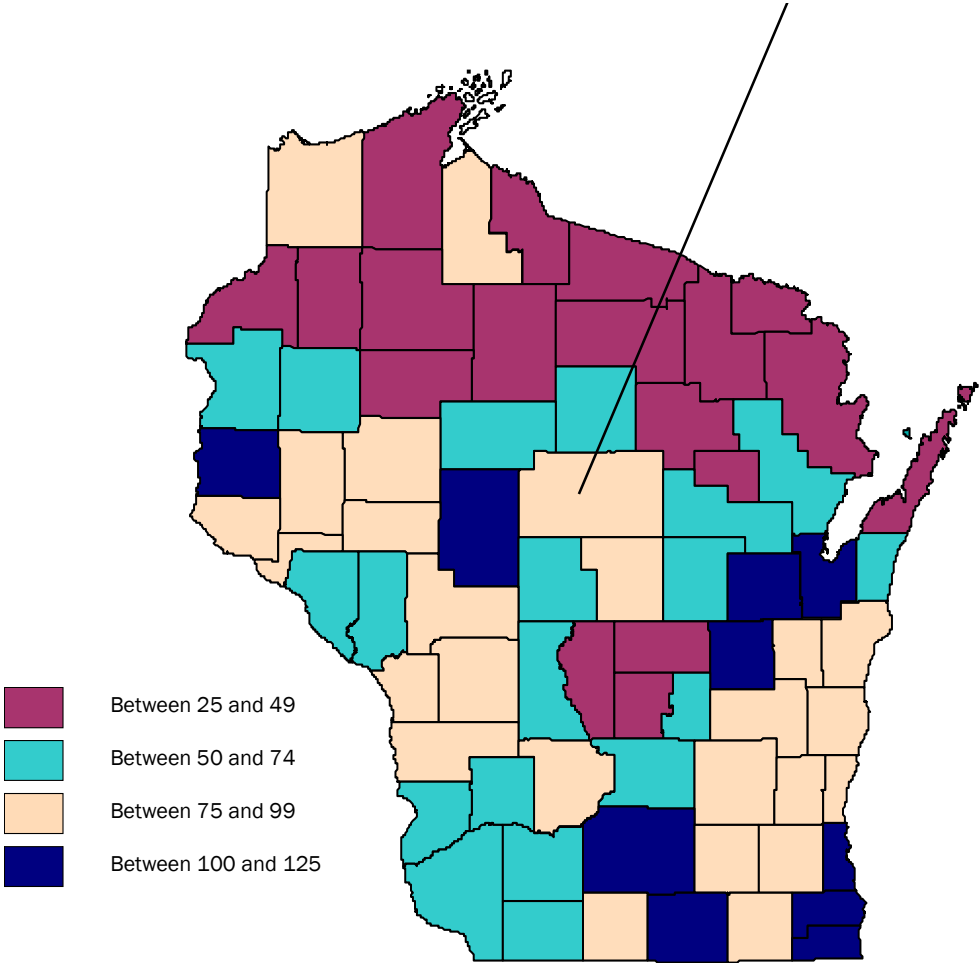


Marathon County Workforce Profile



The number of residents aged 25-29 years for every 100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.

County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Marathon County added roughly 4,128 people or 3.3 percent to its population between the April 2000 Census and the January 2004 population estimates. The Village of Weston accounted for 10 percent

Total Population

| | April 2000 Census | Jan. 1, 2004 estimate | Numeric change | Percent change |
|-------------------------------|----------------------|--------------------------|-------------------|-------------------|
| United States | 281,421,906 | 292,287,454 | 10,865,548 | 3.9% |
| Wisconsin | 5,363,715 | 5,532,955 | 169,240 | 3.2% |
| Marathon County | 125,834 | 129,962 | 4,128 | 3.3% |
| Largest Municipalities | | | | |
| Wausau, City | 38,426 | 38,912 | 486 | 1.3% |
| Weston, Village | 12,079 | 13,003 | 924 | 7.6% |
| Rib Mountain, Town | 7,556 | 7,635 | 79 | 1.0% |
| Kronenwetter, Village | 5,369 | 5,791 | 422 | 7.9% |
| Rothschild, Village | 4,970 | 5,071 | 101 | 2.0% |
| Mosinee, City | 4,063 | 4,162 | 99 | 2.4% |
| Maine, Town | 2,407 | 2,419 | 12 | 0.5% |
| Wausau, Town | 2,214 | 2,257 | 43 | 1.9% |
| Mosinee, Town | 2,146 | 2,253 | 107 | 5.0% |
| Schofield, City | 2,117 | 2,250 | 133 | 6.3% |

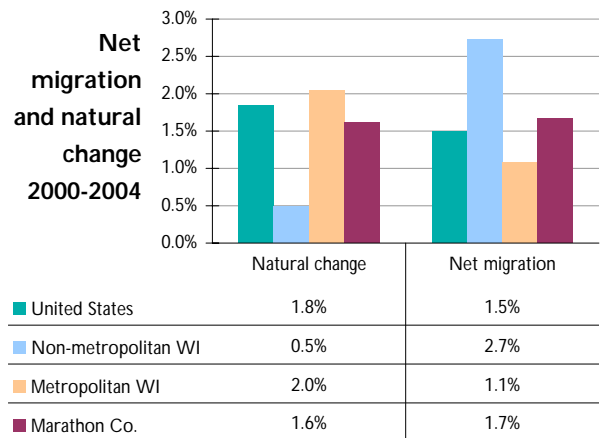
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

of the county's population and 22 percent of its population growth.

The character of the county's population growth merits closer examination. The rate of natural change ((births minus divided deaths) ÷ original population) was slower in Marathon county than in metropolitan Wisconsin, but nearly matched the national rate. Inasmuch as net migration (people moving in minus people moving out) exceeded natural change, Marathon resembled a non-metropolitan county. Wisconsin demographers expect Marathon's natural growth to be 2,876 from 2000 to 2005. For the 2025-2030 period, projected natural growth is 2,498 (13% less).

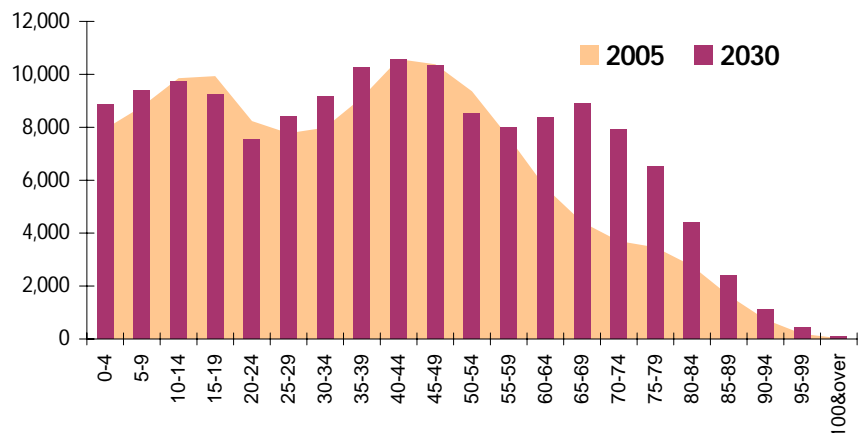
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the age demographics projected for

2030 (the darker bars). The 60-and-over group will grow from 22,662 people (17% of total population) to 40,513 people (27% of total population). The overall population will grow about 15 percent while the 60-and-over population grows 76 percent. In the year 2005, Marathon County residents aged 25 to 29 outnumber residents aged 60 to 64 by over a third. By 2030 the two groups will be roughly equal in size. In 2005, projections suggest that 28,576 county residents will be aged 5 to 19 (approximately school ages). By 2030, this number will shrink slightly to 28,267. As the retired population grows faster than the working population, employers may face increasing challenges in finding workers and governments may face increasing challenges in funding competing education and social service needs.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Marathon County



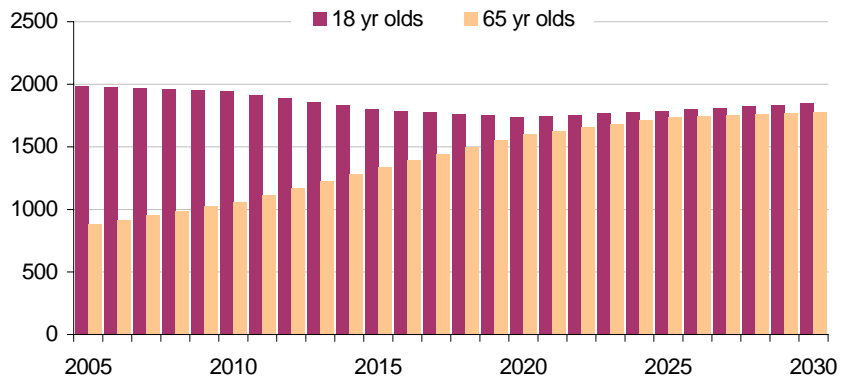
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

The graph to the right shows how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year falls from 1,987 to 1,849; meanwhile the number of residents turning 65 each year grows from 883 to 1,779. This has serious ramifications for any establishment whose customer base or employee pool includes significant numbers of baby-boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Marathon County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

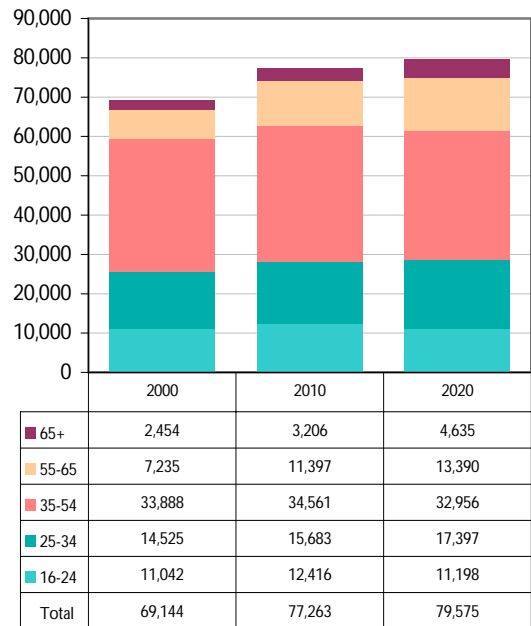
Convergence of 18 & 65 year old population in Marathon County



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Marathon County with adjustments in each age group based on national projections. Older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew 20 percent. Between 2000 and 2010, it will grow about 12 percent. In the following decade (2010 to 2020) it will grow just 3 percent. Even changes much milder than predicted could constrain job growth.

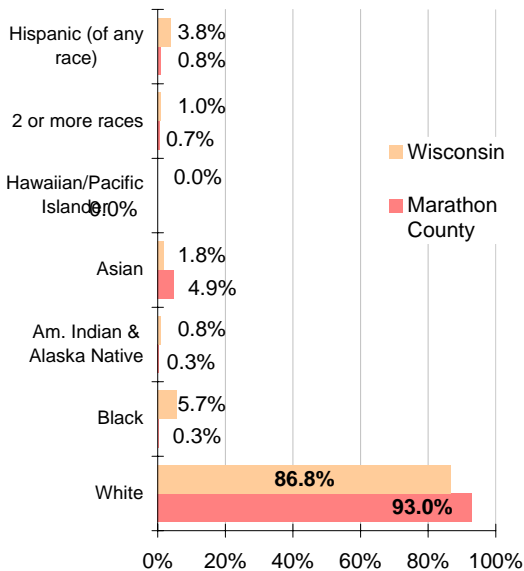
Marathon County Labor Force Projections by Age



| Decade change | 20.0% | 11.7% | 3.0% |
|---------------|-------|-------|------|
|---------------|-------|-------|------|

Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



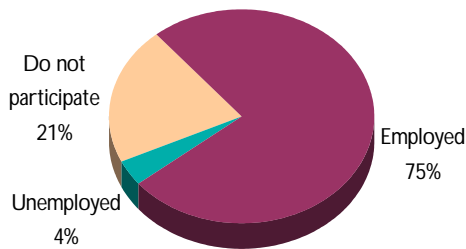
Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

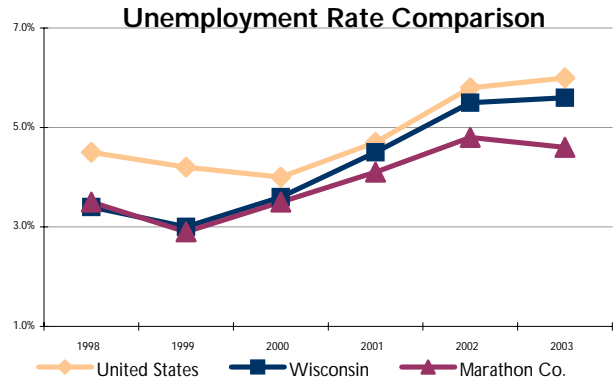
The participation rate is the share of the 16-and-over population that works or seeks work. In 2003, Marathon County's participation rate (79%) exceeded Wisconsin's (72.9%) and the nation's (66.3%). As a share of the 16-and-over population (4%), unemployed residents were relatively few. As baby-boomers leave the labor force, it is not clear where employers will find

The unemployment rate graph below shows that Marathon County's rates began to rise in 2000, as did Wisconsin's, but did not rise as high and began to fall sooner. Compared to the year before, 2004 has offered more encouraging unemployment rates.

Labor force participation in Marathon County



Source: DWD, Office of Economic Advisors, July 2004



replacements. Retiring baby-boomers will increase the (relatively small) share of the population that does not participate and they will increase demand for services traditionally provided by younger workers (such as health care and home maintenance).

Marathon County Civilian Labor Force Data

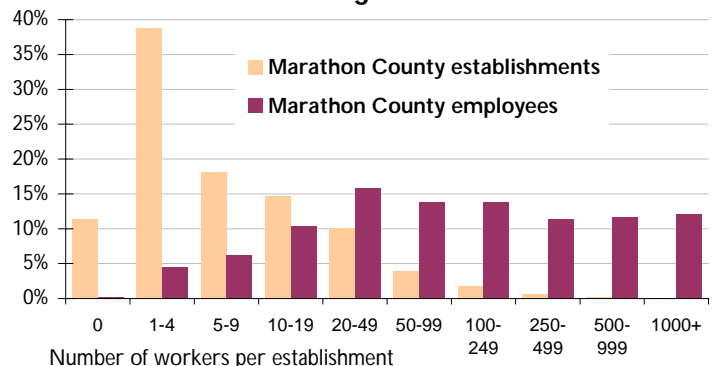
| | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force | 73,379 | 71,891 | 74,255 | 75,710 | 75,729 | 77,395 |
| Employed | 70,775 | 69,778 | 71,652 | 72,596 | 72,117 | 73,812 |
| Unemployed | 2,604 | 2,113 | 2,603 | 3,114 | 3,612 | 3,583 |
| Unemployment Rate | 3.5% | 2.9% | 3.5% | 4.1% | 4.8% | 4.6% |

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Establishments by Size

Roughly 3,508 establishments reported operations in Marathon County and 2,514 of them reported 19 or fewer employees. The lighter set of bars in the graph shows that the three size classes under 19 employees (1-4, 5-9 and 10-19) together account for 72 percent of the reporting establishments. Meanwhile, less than 17 percent of establishments belong in the five size classes between 20 employees and 999 employees. This contrasts sharply with the darker set of bars, which shows that less than 21 percent of the jobs were with establishments in the 1-4, 5-9 and 10-19 employee size classes, and about 67 percent of jobs were with establishments in the five size classes between 20 employees and 999 employees.

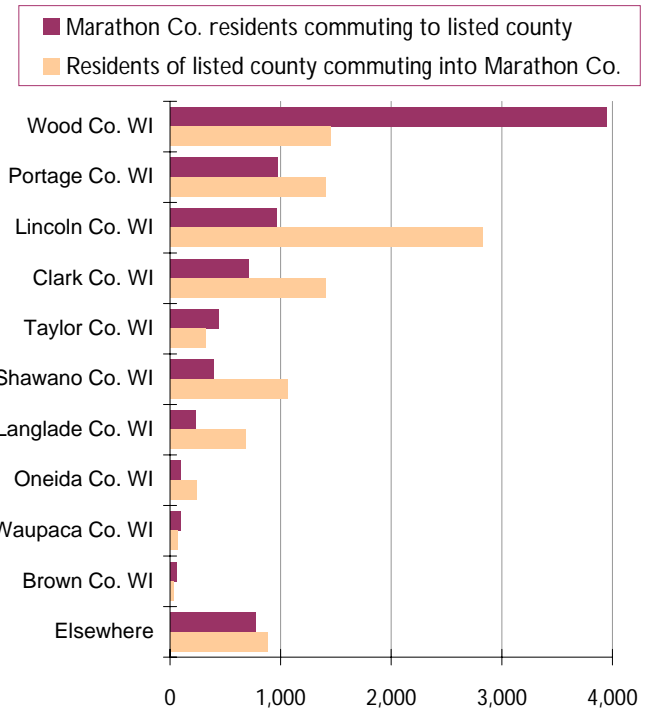
Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Commuting

The 2000 Census reported that approximately 8,680 Marathon County residents worked outside the county (about 13 percent of working residents). At the same time, roughly 10,375 workers from other counties commuted in (filling about 25 percent of the jobs located in the county). Crossing a county line does not necessarily mean a longer commute, especially in areas like Marshfield that straddle county borders. Roughly 66 percent of Marathon County's working residents traveled less than 20 minutes for work. The darker set of bars in the graph to the right shows that roughly 45 percent of the workers leaving Marathon County go to Wood County, in many cases for jobs relating to health care. The Census Bureau estimates that 85 percent of the Marathon-to-Wood commuters go to Marshfield. Marathon County attracts workers with its concentrations in population, jobs and economic activity. Compared to neighboring counties, except Wood, Marathon has higher wages in the trade, transportation and utilities sector and a higher concentration job jobs in that sector as well.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in Marathon County. The range bracketed by the 25th percentile wage and the 75th percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. cashiers and waiters/waitresses). These factors contribute to turnover. Employers in fields relating to health care or insurance showed their prominence on page 4 and do so again in the occupational list. Marathon County generates a rich mix of occupational opportunities for vocational and professional workers alike.

| Occupation title | Hourly Wages | | | |
|--|--------------|------------------|------------------|------------------|
| | Mean | Percentile | | |
| | | 25 th | 50 th | 75 th |
| Truck drivers, heavy & tractor-trailer | \$17.42 | \$12.92 | \$16.32 | \$21.46 |
| Team assemblers | \$12.59 | \$10.79 | \$12.51 | \$14.37 |
| Retail salespersons | \$10.65 | \$7.00 | \$8.39 | \$11.68 |
| Laborers & freight, stock, & material movers, hand | \$11.00 | \$9.32 | \$10.71 | \$12.72 |
| Cashiers | \$7.53 | \$6.46 | \$7.47 | \$8.48 |
| Office clerks, general | \$11.77 | \$9.48 | \$11.56 | \$14.09 |
| Customer service representatives | \$11.67 | \$8.72 | \$10.88 | \$13.63 |
| Bookkeeping, accounting, & auditing clerks | \$12.58 | \$9.82 | \$12.16 | \$14.82 |
| Comb. food prep. & serving workers (fast food) | \$6.82 | \$6.07 | \$6.72 | \$7.65 |
| Janitors & cleaners, except maids & housekeeping | \$9.97 | \$7.83 | \$9.11 | \$11.51 |
| Stock clerks & order fillers | \$9.60 | \$7.22 | \$9.09 | \$11.41 |
| Waiters & waitresses | \$6.96 | \$5.99 | \$6.55 | \$7.20 |
| Nursing aides, orderlies, & attendants | \$10.04 | \$9.09 | \$9.99 | \$10.94 |
| Sales reps, whsl. & mfg, except tech. & scientific | \$21.25 | \$14.70 | \$18.94 | \$27.99 |
| 1st-line suprvs/mgrs. of office & admin. support | \$20.89 | \$14.72 | \$18.85 | \$25.82 |
| Secretaries, except legal, medical, & executive | \$11.41 | \$9.34 | \$11.52 | \$13.41 |
| Claims adjusters, examiners, & investigators | \$20.29 | \$16.11 | \$19.66 | \$24.23 |
| Executive secretaries & admin. assistants | \$13.96 | \$11.15 | \$13.52 | \$16.46 |
| Helpers--production workers | \$11.41 | \$9.29 | \$10.82 | \$13.65 |
| Truck drivers, light or delivery services | \$12.41 | \$8.80 | \$11.42 | \$15.03 |

Marathon County is the Wausau Metropolitan Statistical Area.

Source: DWD, BWI, Occupation Employment Statistics survey, 2003

Employment and Wages

Overall, Marathon County establishments reported paying 94 percent of the statewide all-industries average wage. The table to the right shows that the manufacturing sector paid a higher average wage than any other except financial activities (which includes insurance). The table below shows that manufacturing's employment (17,915 or 27% of total employment) was greater than any other sector's, as was its payroll (over \$658.7 million, or 31% of total payroll). The 2.8 percent increase in total manufacturing payroll coupled with the

0.6 percent fall in manufacturing employment resulted in average manufacturing wages rising 3.5 percent between 2002 and 2003. Within the trade, transportation & utilities sector, individual segments presented a mixed picture. With an average wage of \$19,407, retail trade gained 81 jobs. With an average wage of \$35,649, wholesale trade lost 517 jobs. With an average wage of \$32,962, transportation and warehousing lost 132 jobs. With an average wage of \$41,933, utilities lost 3 jobs.

Average Annual Wage by Industry Division in 2003

| | Average Annual Wage | | Percent of Wisconsin | 1-year % change |
|----------------------------------|---------------------|-----------------|----------------------|-----------------|
| | Wisconsin | Marathon County | | |
| All Industries | \$ 33,423 | \$ 31,295 | 93.6% | 3.4% |
| Natural resources | \$ 25,723 | \$ 19,095 | 74.2% | 3.6% |
| Construction | \$ 40,228 | \$ 35,814 | 89.0% | -1.8% |
| Manufacturing | \$ 42,013 | \$ 36,767 | 87.5% | 3.5% |
| Trade, Transportation, Utilities | \$ 28,896 | \$ 25,933 | 89.7% | 0.5% |
| Information | \$ 39,175 | suppressed | Not avail | Not avail. |
| Financial activities | \$ 42,946 | \$ 43,768 | 101.9% | 6.2% |
| Professional & Business Services | \$ 38,076 | \$ 34,403 | 90.4% | 7.6% |
| Education & Health | \$ 35,045 | \$ 36,029 | 102.8% | 2.4% |
| Leisure & Hospitality | \$ 12,002 | \$ 9,947 | 82.9% | 5.1% |
| Other services | \$ 19,710 | \$ 16,434 | 83.4% | -4.0% |
| Public Administration | \$ 35,689 | \$ 29,561 | 82.8% | 3.9% |

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Adding more jobs than any other sector, education and health nearly tied manufacturing for second-highest average wage. The education services segment paid an average wage of \$33,859 and employed about 36 percent of the workers in the sector, while the health care and social assistance segment paid an average wage of \$37,248. Demographic analysis on pages 1-2 suggests that demand for health services will grow faster than demand for education services.

2003 Employment and Wage Distribution by Industry in Marathon County

| | Employment | | Total Payroll | | |
|----------------------------------|----------------|---------------|------------------|-----------------------|--------------------|
| | Annual average | 1-year change | | % of Total Employment | % of Total Payroll |
| Natural Resources | 764 | 41 | \$ 14,588,528 | 27% | 3% |
| Construction | 2,659 | -65 | \$ 95,229,001 | 15% | 1% |
| Manufacturing | 17,915 | -116 | \$ 658,683,932 | 27% | 31% |
| Trade, Transportation, Utilities | 17,237 | -568 | \$ 446,998,694 | 26% | 21% |
| Information | suppressed | suppressed | suppressed | | |
| Financial Activities | 4,960 | 204 | \$ 217,087,263 | 8% | 3% |
| Professional & Business Services | 3,293 | -162 | \$ 113,288,900 | 5% | 1% |
| Education & Health | 10,230 | 416 | \$ 368,577,617 | 15% | 17% |
| Leisure & Hospitality | 4,882 | 40 | \$ 48,560,529 | 7% | 0% |
| Other services | 1,966 | -98 | \$ 32,308,950 | 3% | 0% |
| Public Administration | 2,225 | 35 | \$ 65,773,542 | 4% | 0% |
| Not assigned | 0 | 0 | 0 | | |
| All Industries | 67,069 | -273 | \$ 2,098,952,155 | | |

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

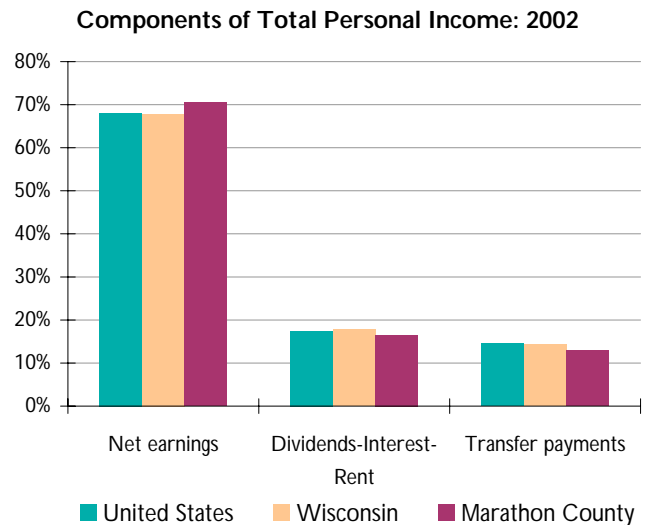
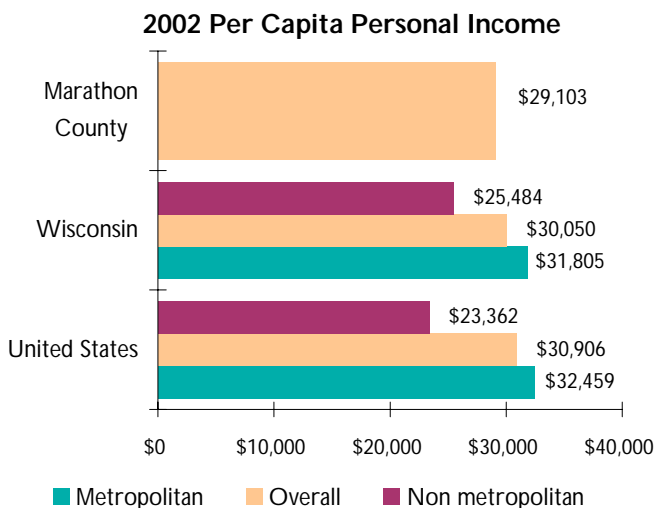
Per Capita Personal Income

In 2002, Marathon County's per capita personal income (\$29,103) remained below metropolitan Wisconsin's PCPI (\$31,805) and the national metropolitan PCPI (\$32,459). Between 1997 and 2002, Marathon County's PCPI growth (26.5%) slightly exceeded Wisconsin's (22.6%) and the nation's (22.0%). From 1989 to 1999, Marathon County's PCPI was 11 percent to 13 percent below metropolitan Wisconsin's, so the 2002 figure (just 8 percent below metropolitan Wisconsin) can be seen as an encouraging sign.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

| Per Capita Personal Income | | | | | | | Percent Change | |
|---|----------|----------|----------|----------|----------|----------|----------------|--------|
| | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 1 year | 5 year |
| United States | \$25,334 | \$26,883 | \$27,939 | \$29,847 | \$30,527 | \$30,906 | 1.2% | 22.0% |
| Wisconsin | \$24,514 | \$26,175 | \$27,135 | \$28,573 | \$29,361 | \$30,050 | 2.3% | 22.6% |
| Metropolitan WI | \$25,972 | \$27,711 | \$28,770 | \$30,317 | \$31,106 | \$31,805 | 2.2% | 22.5% |
| Marathon County | \$23,011 | \$24,574 | \$25,711 | \$27,248 | \$28,120 | \$29,103 | 3.5% | 26.5% |
| In current dollars (adjusted to U.S. CPI-U) | | | | | | | | |
| United States | \$28,397 | \$29,670 | \$30,170 | \$31,181 | \$31,010 | \$30,906 | -0.3% | 8.8% |
| Wisconsin | \$27,478 | \$28,889 | \$29,301 | \$29,850 | \$29,825 | \$30,050 | 0.8% | 9.4% |
| Metropolitan WI | \$29,111 | \$30,584 | \$31,067 | \$31,672 | \$31,598 | \$31,805 | 0.7% | 9.3% |
| Marathon County | \$25,792 | \$27,122 | \$27,763 | \$28,467 | \$28,564 | \$29,103 | 1.9% | 12.8% |

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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 email: Dan.Barroilhet@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.