



Rusk County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC
keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

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Report Parameters

1 County

55107 Rusk 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

14,267

Population (2020)

Population **grew by 143** over the last 5 years and is projected to **grow by 312** over the next 5 years.

5,551

Total Regional Employment

Jobs **decreased by 502** over the last 5 years and are projected to **decrease by 152** over the next 5 years.

\$47.5K

Median Household Income (2019)

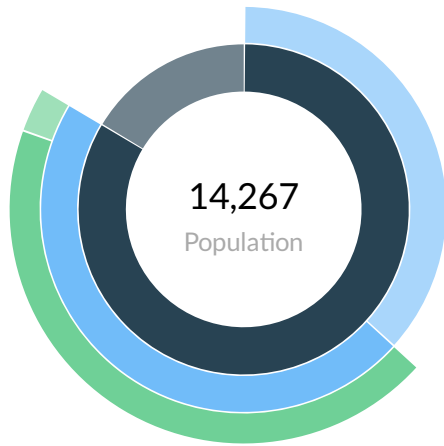
Median household income is **\$15.3K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.0%** since 2015, growing by 143. Population is expected to **increase by 2.2%** between 2020 and 2025, adding 312.
- From 2015 to 2020, jobs **declined by 8.3%** in Rusk County, WI from 6,052 to **5,551**. This change **fell short of the national growth rate of 1.3% by 9.6%**. As the number of jobs declined, the **labor force participation rate decreased from 60.4% to 56.1% between 2015 and 2020**.
- Concerning educational attainment, **11.9% of Rusk County, WI residents possess a Bachelor's Degree** (8.1% below the national average), and **12.3% hold an Associate's Degree** (3.7% above the national average).
- The top three industries in 2020 are Other Wood Product Manufacturing, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	14,267	6,684	5,551	99.5	\$471.22M	\$859.63M	\$656.82M
NWRPC	175,719	87,306	72,838	99.2	\$6.87B	\$11.80B	\$9.92B
State	5,848,151	3,094,138	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

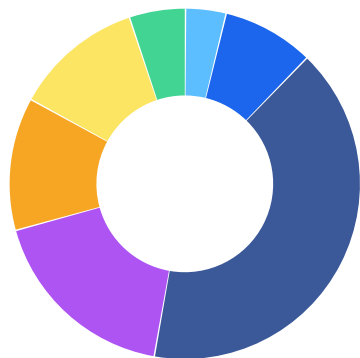
2020 Labor Force Breakdown



	Population
● Total Working Age Population	11,915
● Not in Labor Force (15+)	5,231
● Labor Force	6,684
● Employed	6,239
● Unemployed	445
● Under 15	2,352

Educational Attainment

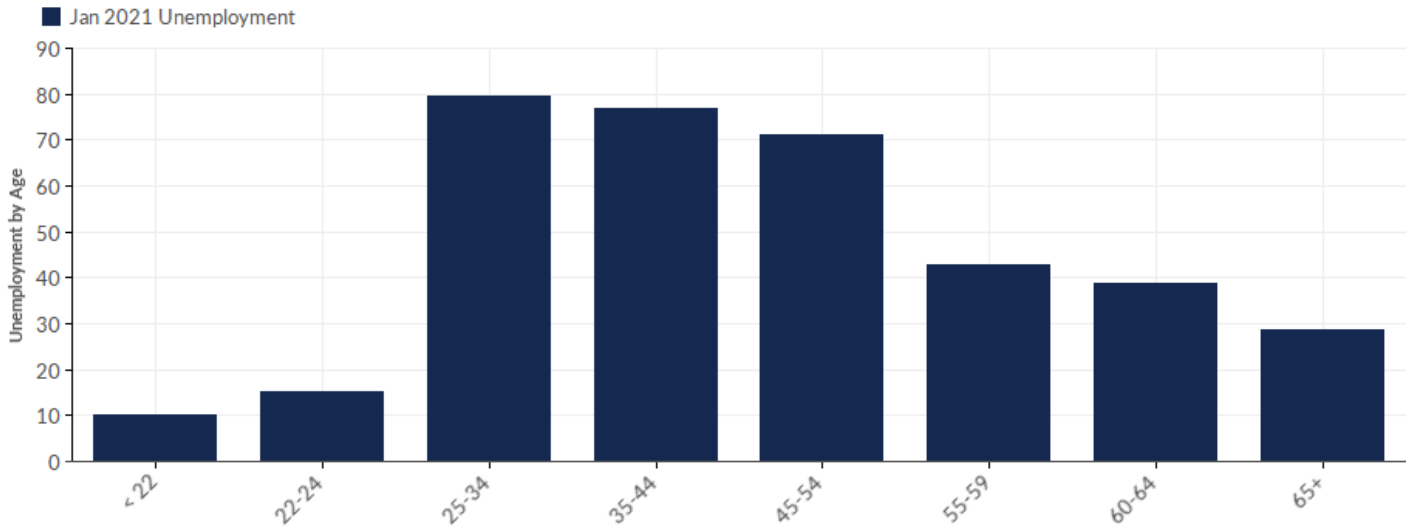
Concerning educational attainment, **11.9% of Rusk County, WI residents possess a Bachelor's Degree** (8.1% below the national average), and **12.3% hold an Associate's Degree** (3.7% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.7%	390
● 9th Grade to 12th Grade	8.5%	885
● High School Diploma	40.5%	4,242
● Some College	17.9%	1,876
● Associate's Degree	12.3%	1,283
● Bachelor's Degree	11.9%	1,247
● Graduate Degree and Higher	5.2%	542

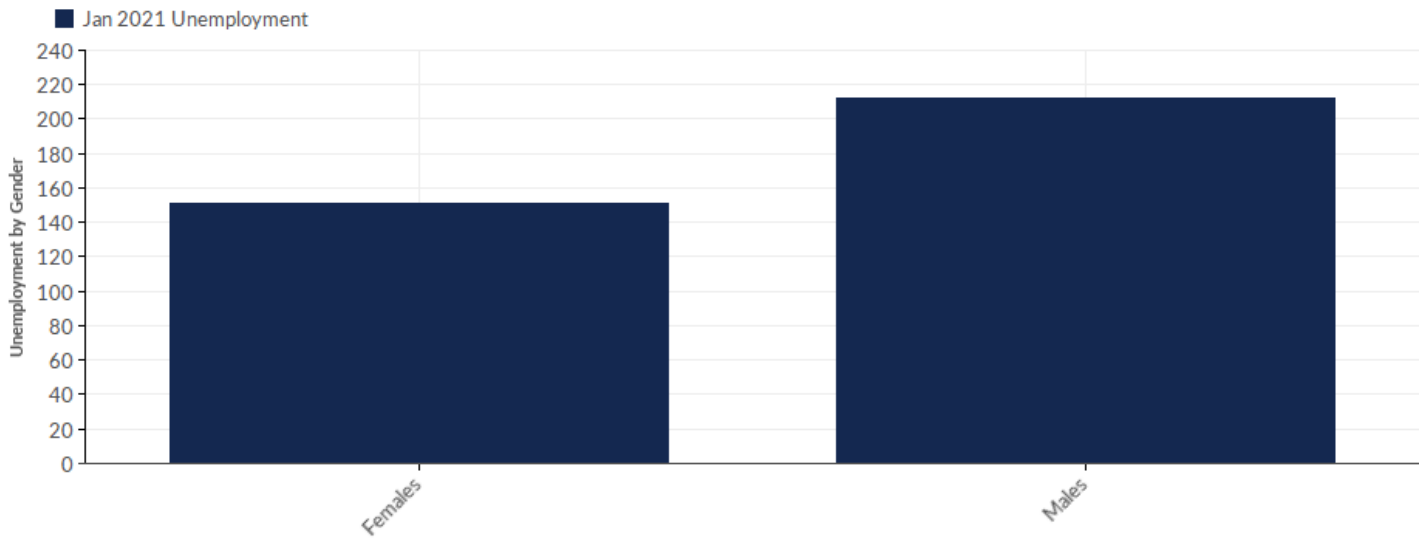
Unemployment by Demographics

Unemployment by Age



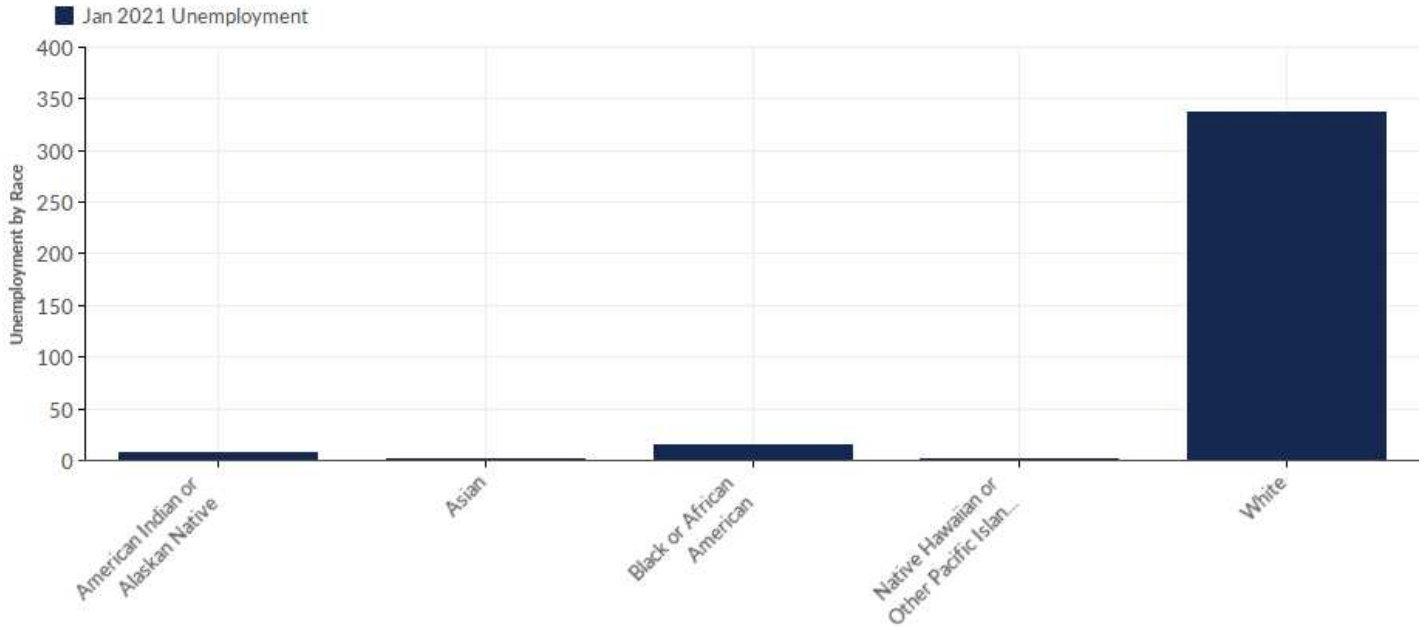
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	10	2.75%
22-24	15	4.13%
25-34	80	22.04%
35-44	77	21.21%
45-54	71	19.56%
55-59	43	11.85%
60-64	39	10.74%
65+	29	7.99%
Total	363	100.00%

Unemployment by Gender



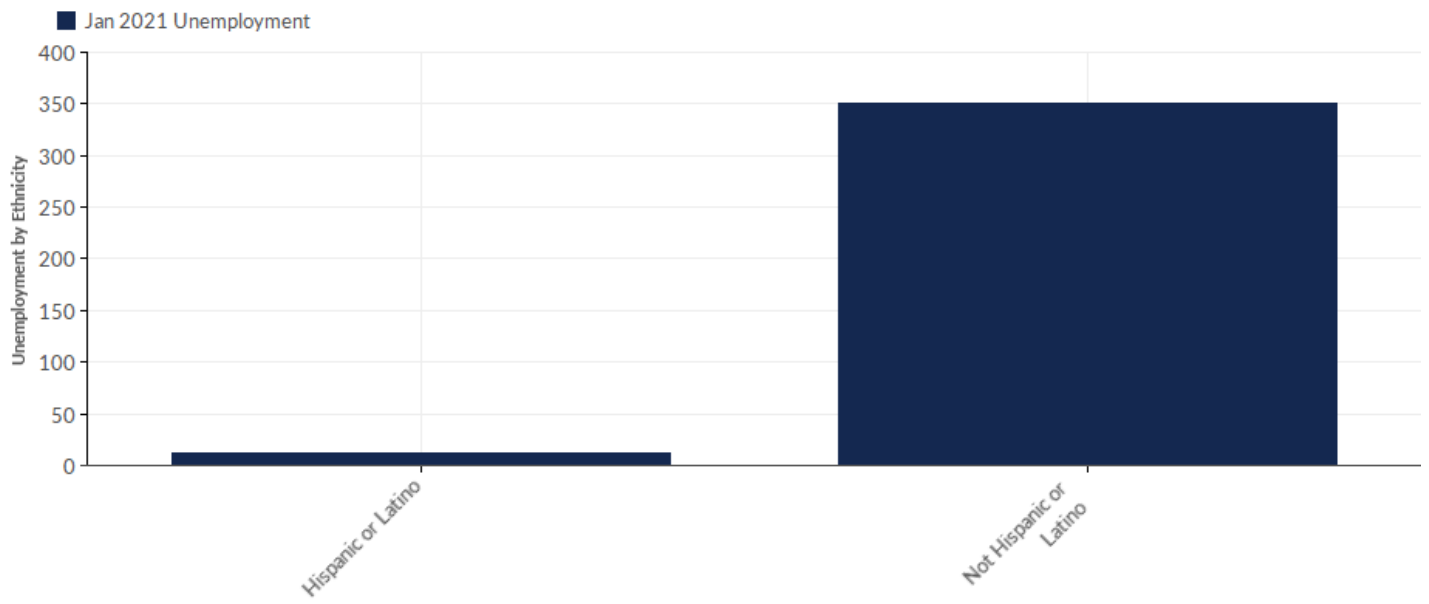
Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	151	41.60%
Males	212	58.40%
Total	363	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	7	1.93%
Asian	2	0.55%
Black or African American	15	4.13%
Native Hawaiian or Other Pacific Islander	1	0.28%
White	338	93.11%
Total	363	100.00%

Unemployment by Ethnicity

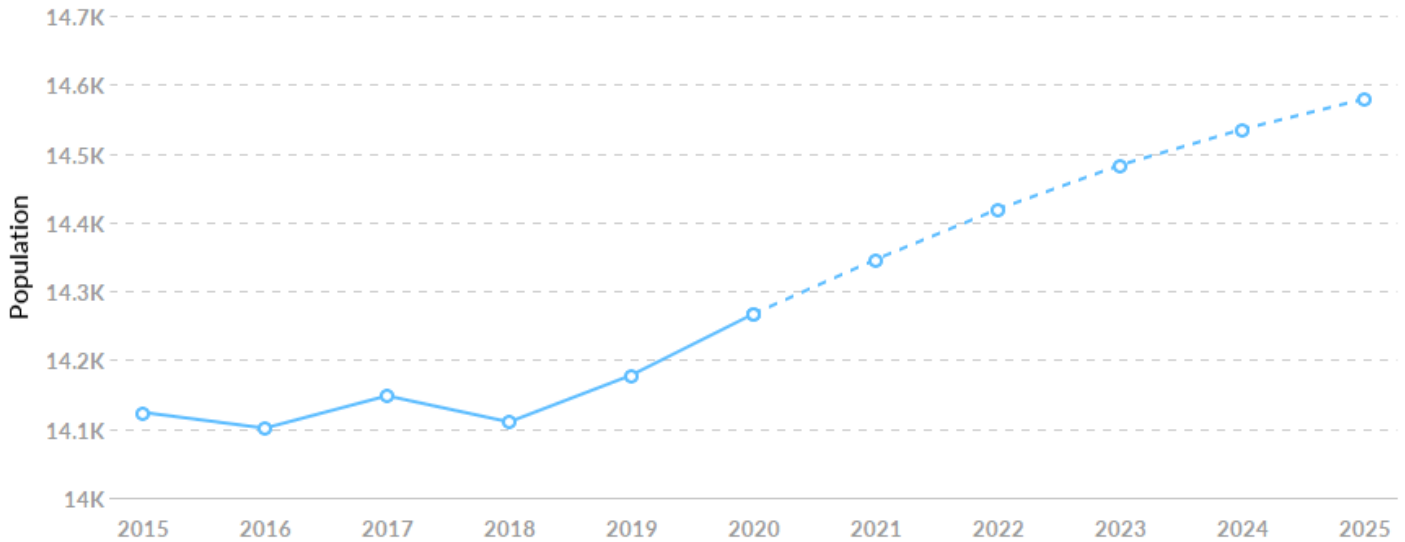


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	12	3.31%
Not Hispanic or Latino	351	96.69%
Total	363	100.00%

Historic & Projected Trends

Population Trends

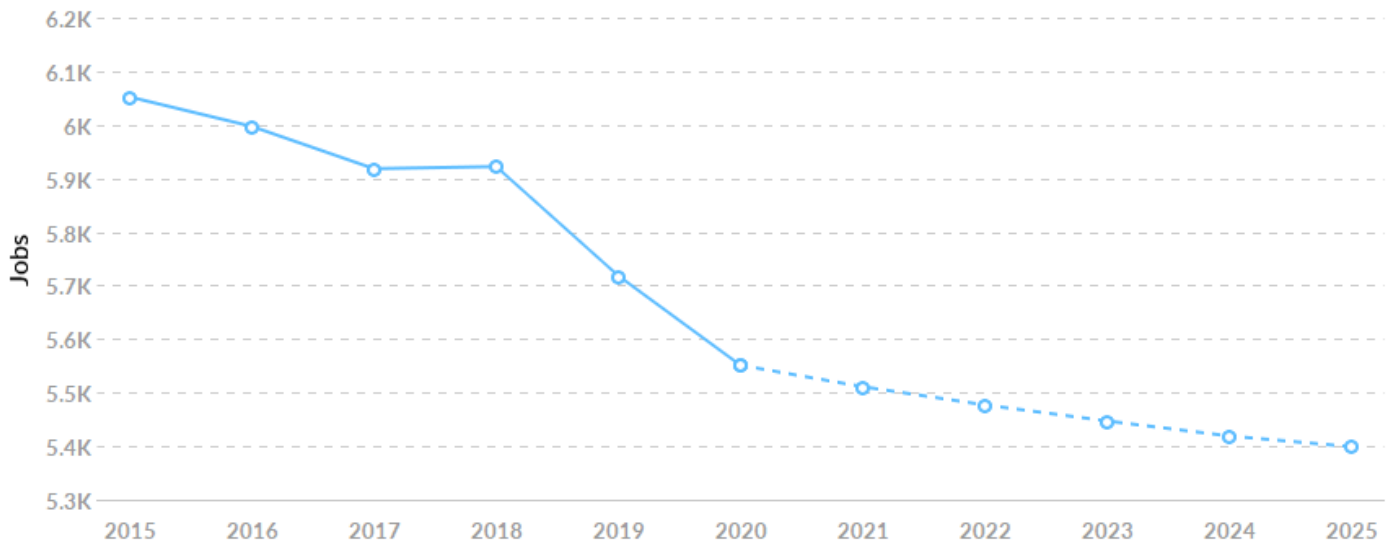
As of 2020 the region's population **increased by 1.0%** since 2015, growing by 143. Population is expected to **increase by 2.2%** between 2020 and 2025, adding 312.



Timeframe	Population
2015	14,124
2016	14,101
2017	14,148
2018	14,110
2019	14,178
2020	14,267
2021	14,346
2022	14,419
2023	14,483
2024	14,535
2025	14,579

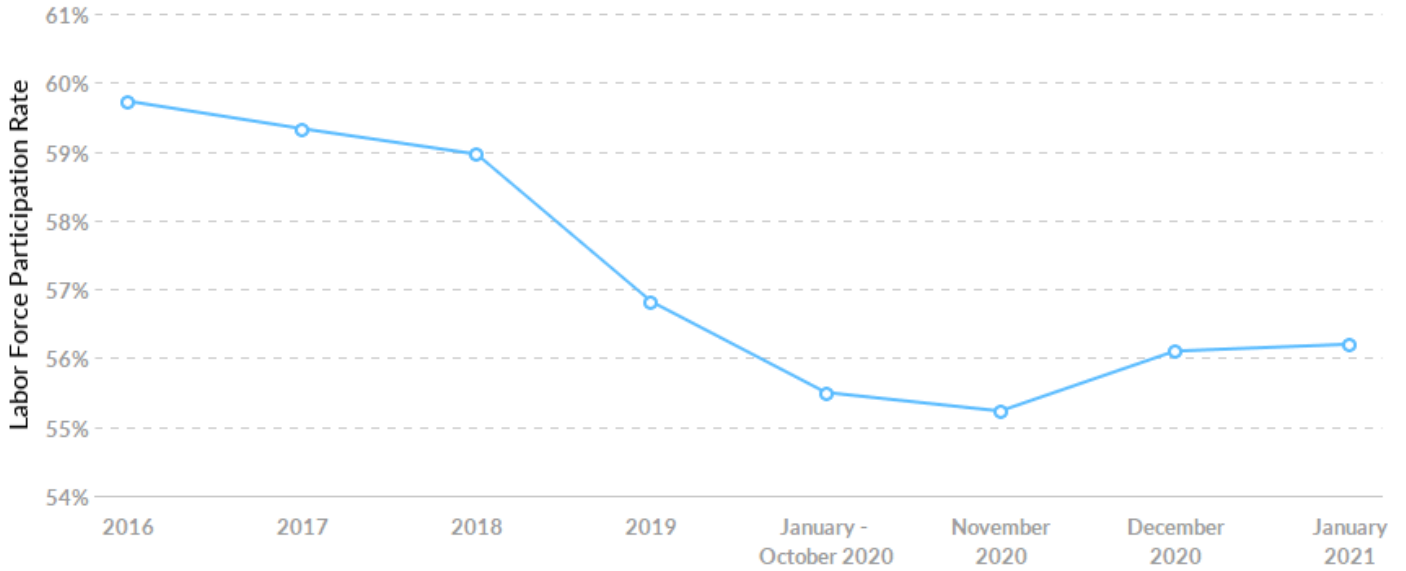
Job Trends

From 2015 to 2020, jobs declined by 8.3% in Rusk County, WI from 6,052 to 5,551. This change fell short of the national growth rate of 1.3% by 9.6%.



Timeframe	Jobs
2015	6,052
2016	5,997
2017	5,918
2018	5,922
2019	5,718
2020	5,551
2021	5,511
2022	5,477
2023	5,447
2024	5,419
2025	5,399

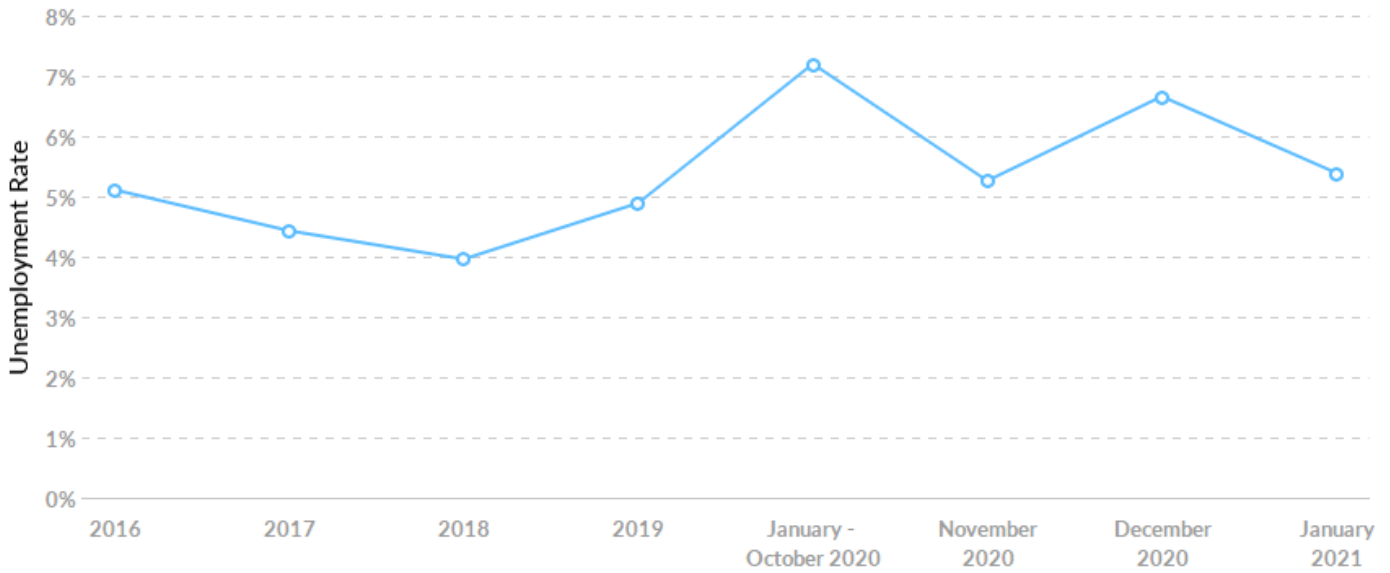
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	59.73%
2017	59.33%
2018	58.96%
2019	56.82%
January - October 2020	55.50%
November 2020	55.23%
December 2020	56.10%
January 2021	56.20%

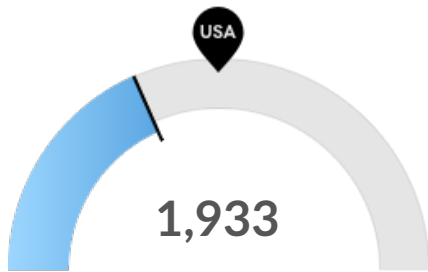
Unemployment Rate Trends

Rusk County, WI had a January 2021 unemployment rate of 5.39%, **increasing from 5.11%** 5 years before.



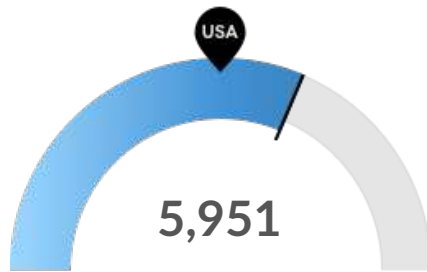
Timeframe	Unemployment Rate
2016	5.11%
2017	4.43%
2018	3.96%
2019	4.89%
January - October 2020	7.20%
November 2020	5.26%
December 2020	6.66%
January 2021	5.39%

Population Characteristics



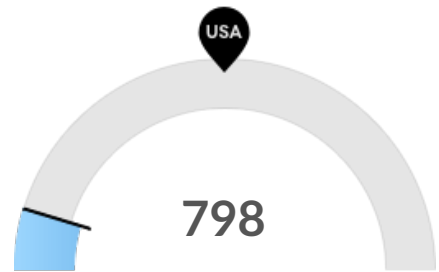
Millennials

Rusk County, WI has 1,933 millennials (ages 25-39). The national average for an area this size is 2,923.



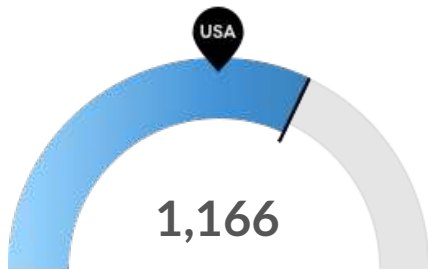
Retiring Soon

Retirement risk is high in Rusk County, WI. The national average for an area this size is 4,169 people 55 or older, while there are 5,951 here.



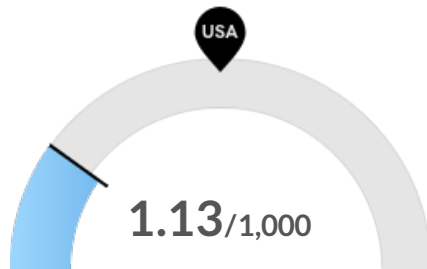
Racial Diversity

Racial diversity is low in Rusk County, WI. The national average for an area this size is 5,655 racially diverse people, while there are 798 here.



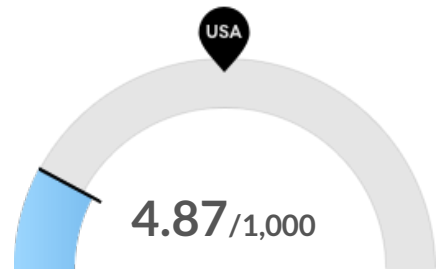
Veterans

Rusk County, WI has 1,166 veterans. The national average for an area this size is 787.



Violent Crime

Rusk County, WI has 1.13 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

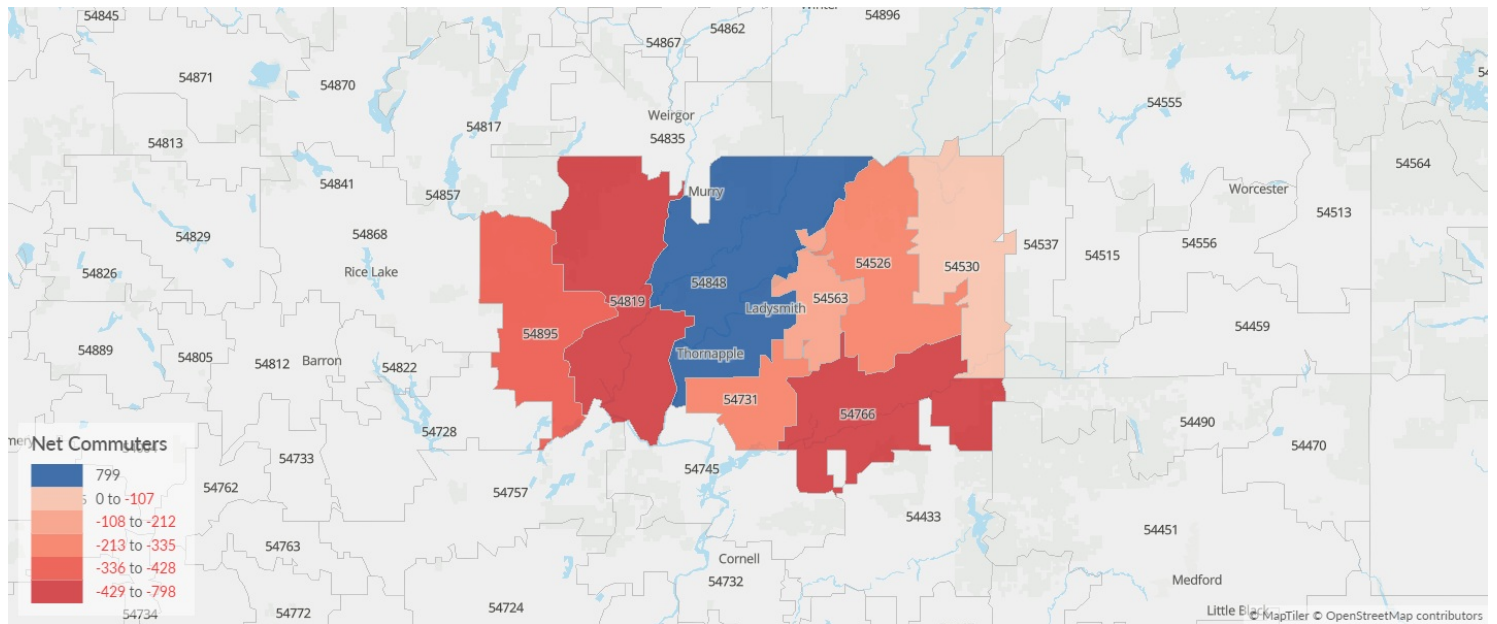


Property Crime

Rusk County, WI has 4.87 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Rusk County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

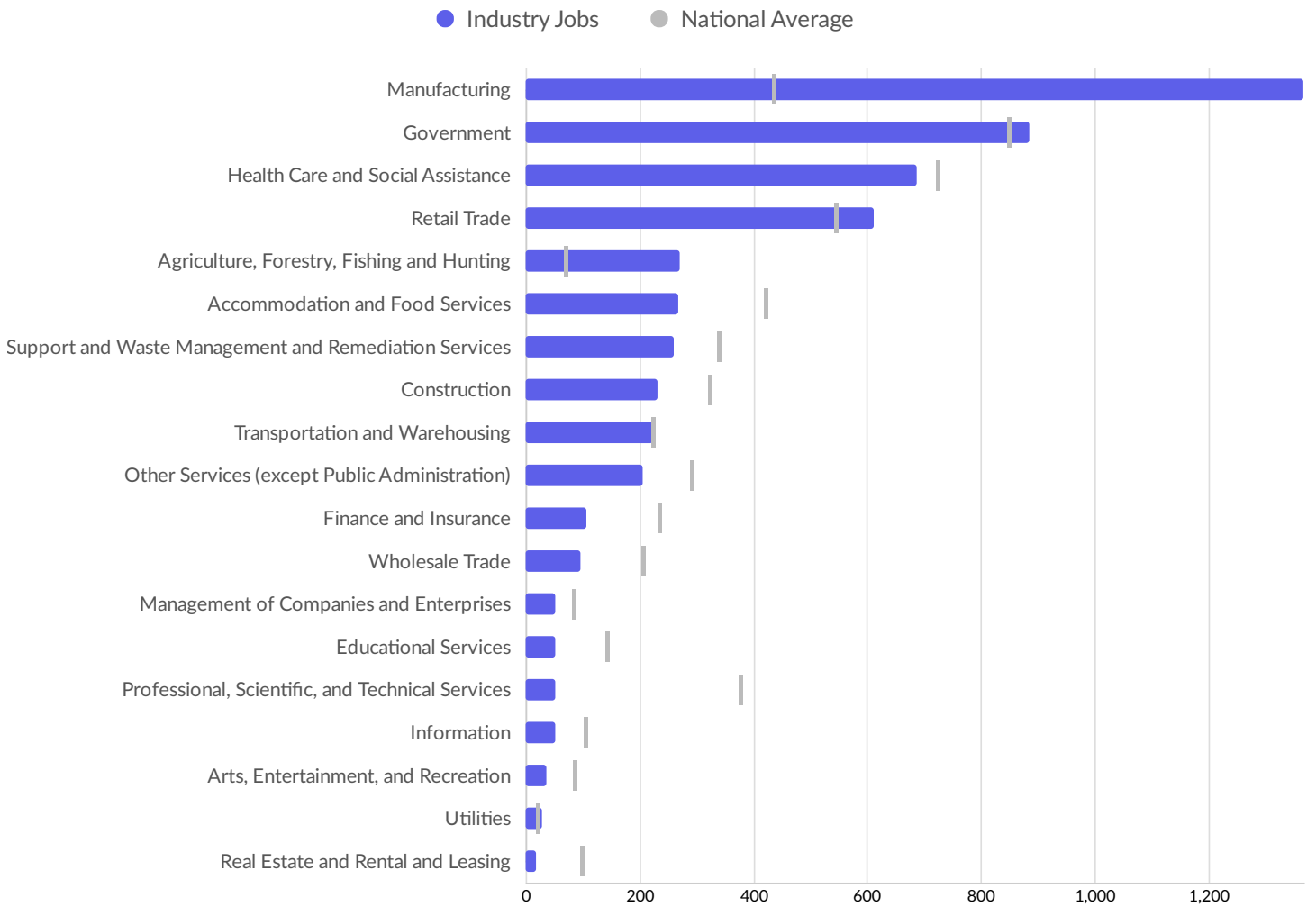
Where Talent Lives

ZIP	Name	2020 Employment
54848	Ladysmith, WI (in Rusk ...	3,681
54819	Bruce, WI (in Rusk coun...	641
54530	Hawkins, WI (in Rusk co...	337
54766	Sheldon, WI (in Rusk co...	243
54895	Weyerhaeuser, WI (in R...	203

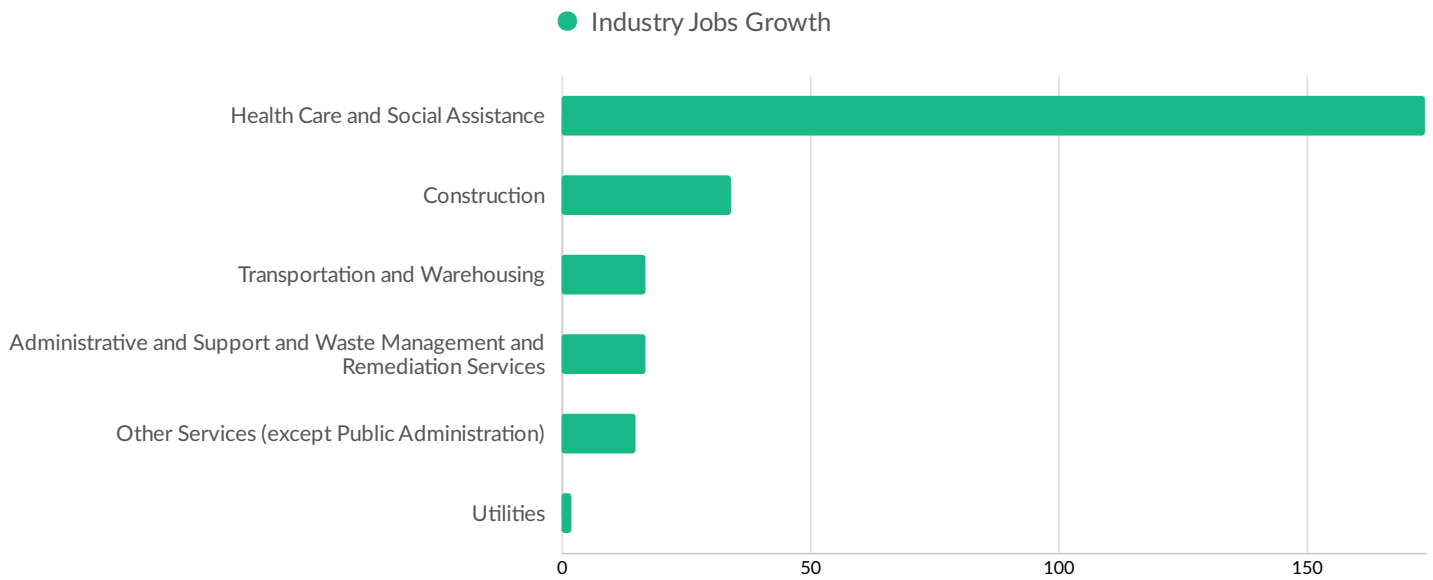
ZIP	Name	2020 Workers
54848	Ladysmith, WI (in Rusk ...	2,882
54819	Bruce, WI (in Rusk coun...	1,070
54766	Sheldon, WI (in Rusk co...	724
54895	Weyerhaeuser, WI (in R...	539
54526	Glen Flora, WI (in Rusk ...	400

Industry Characteristics

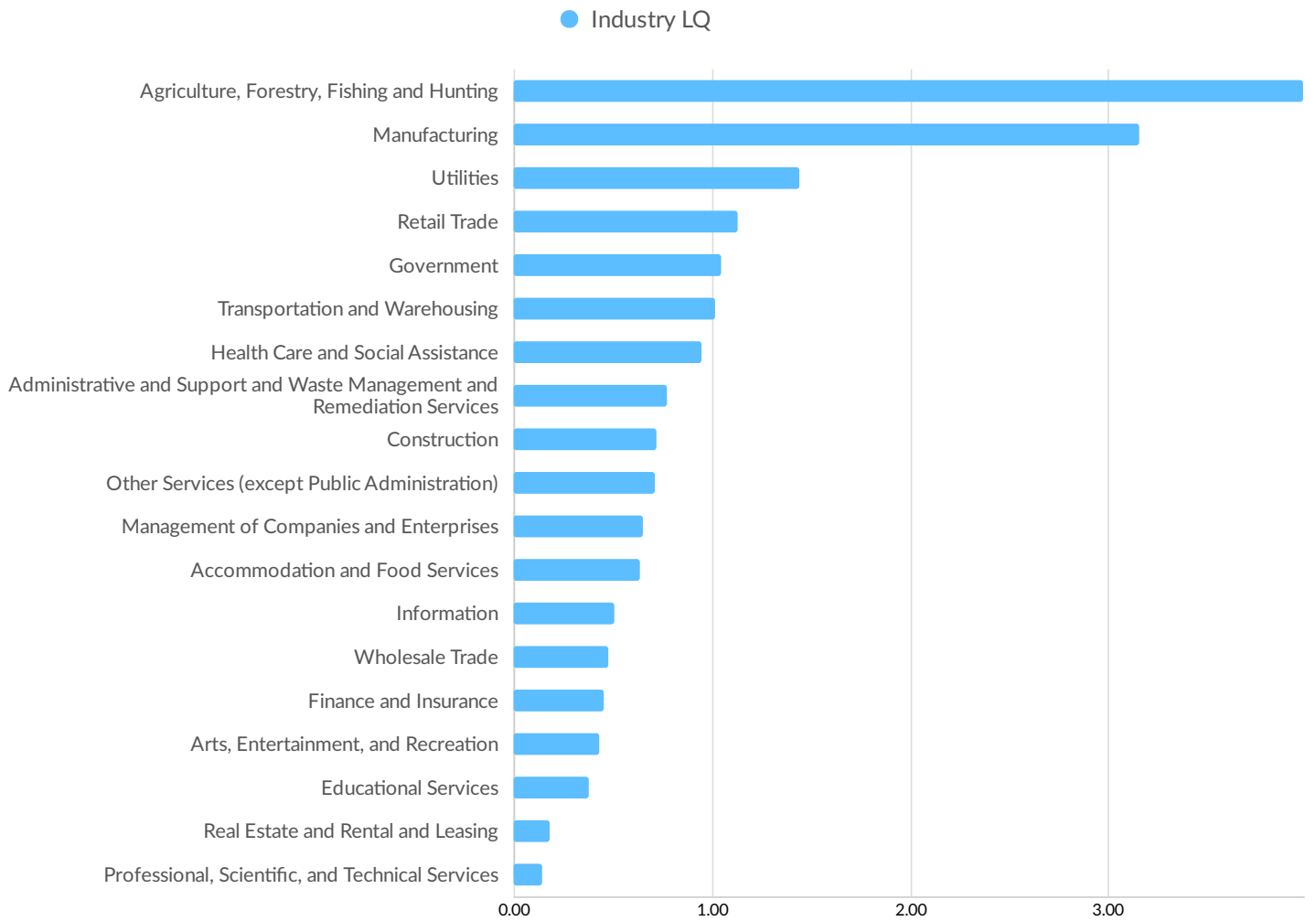
Largest Industries



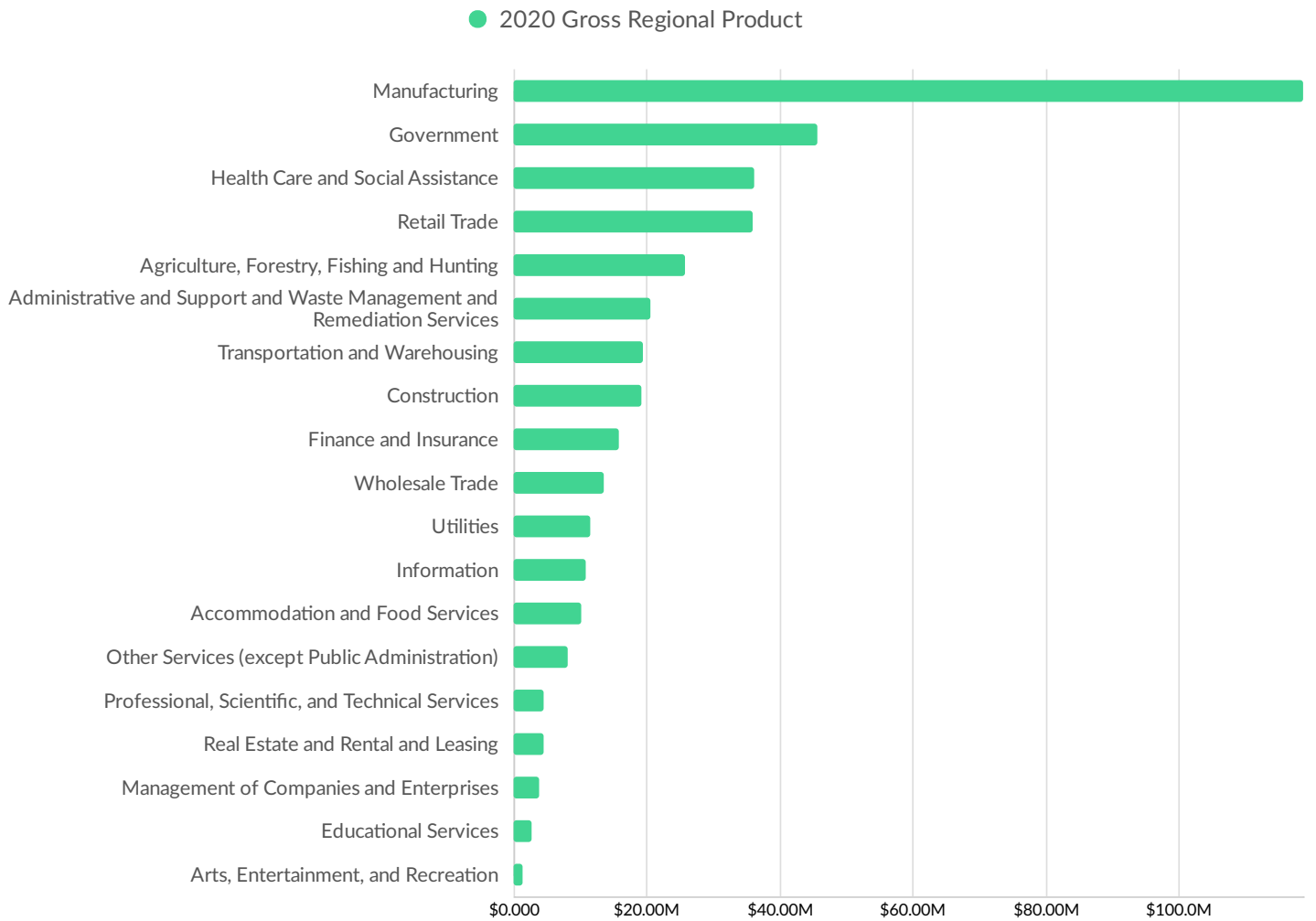
Top Growing Industries



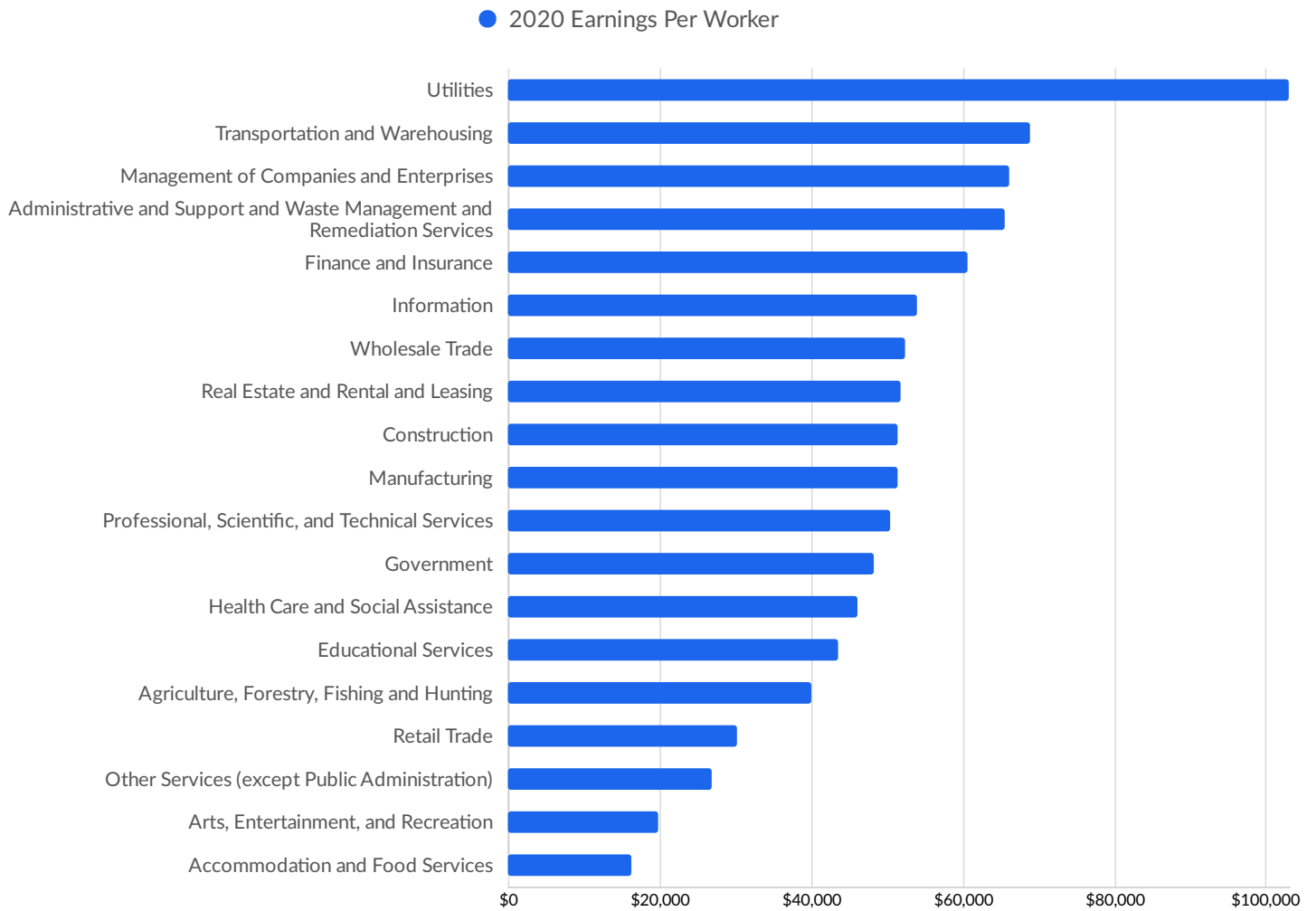
Top Industry LQ



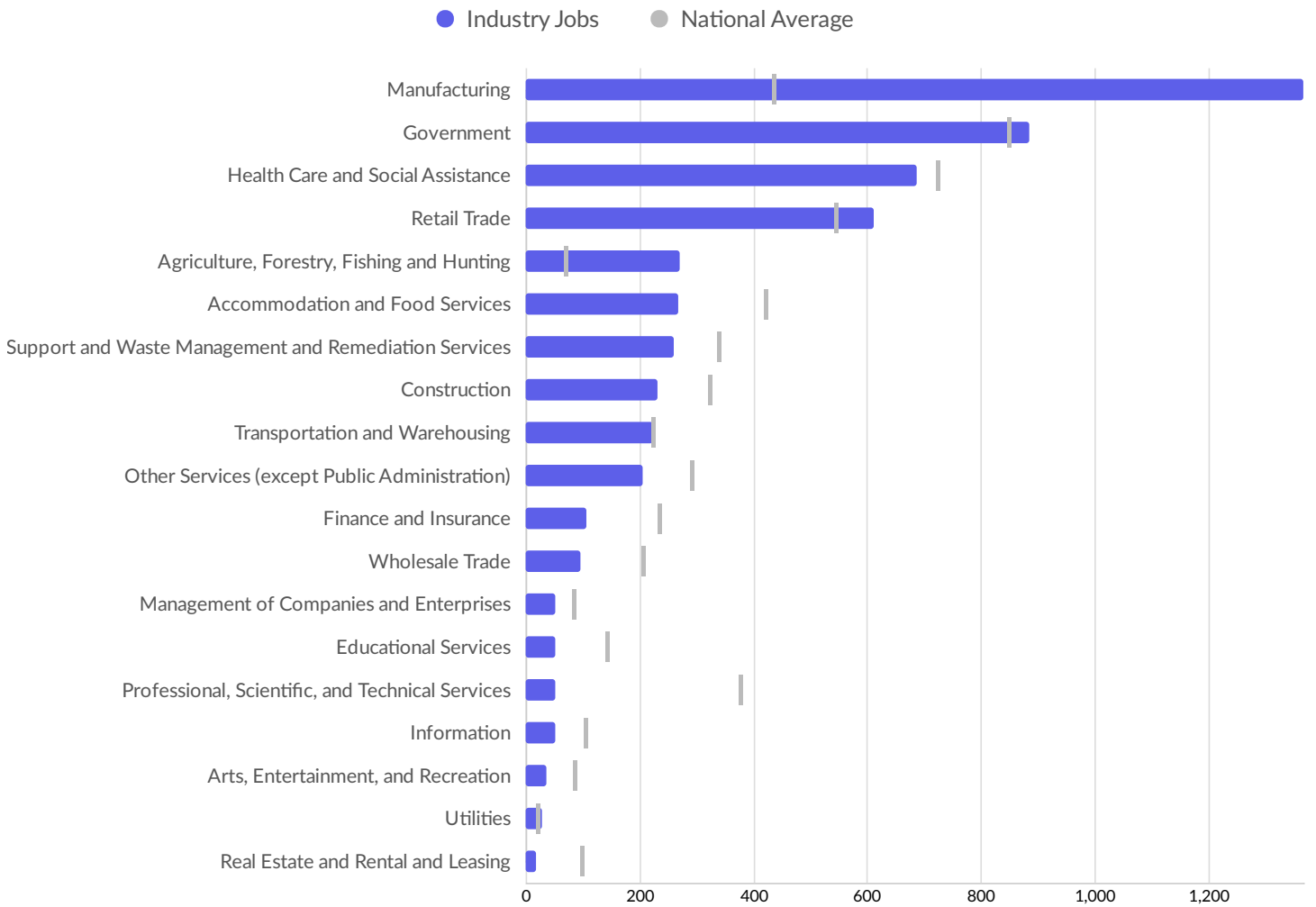
Top Industry GRP



Top Industry Earnings




Largest Industries



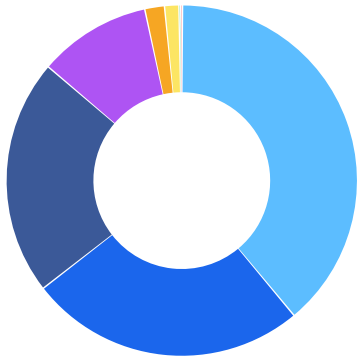
Business Characteristics

671 Companies Employ Your Workers

Online profiles for your workers mention 671 companies as employers, with the top 10 appearing below. In the last 12 months, 421 companies in Rusk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rusk County	37 	Marshfield Clinic	143 
Rockwell Automation, Inc.	33 	U.S. Xpress, Inc.	95 
Jeld-Wen, Inc.	31 	Wal-Mart, Inc.	81 
Artisans, Inc.	26 	C.R. England, Inc.	69 
Weather Shield Windows	23 	Uber Technologies, Inc.	60 
Indianhead Community Action A...	18 	Platinum Supplemental Insuranc...	51 
Marshfield Clinic	17 	Roehl Transport, Inc.	42 
School District of Ladysmith	17 	Dollar General Corporation	40 
Wal-Mart, Inc.	15 	Holiday Companies	40 
Ladysmith, LLC	12 	Marten Transport, Ltd.	39 

Business Size

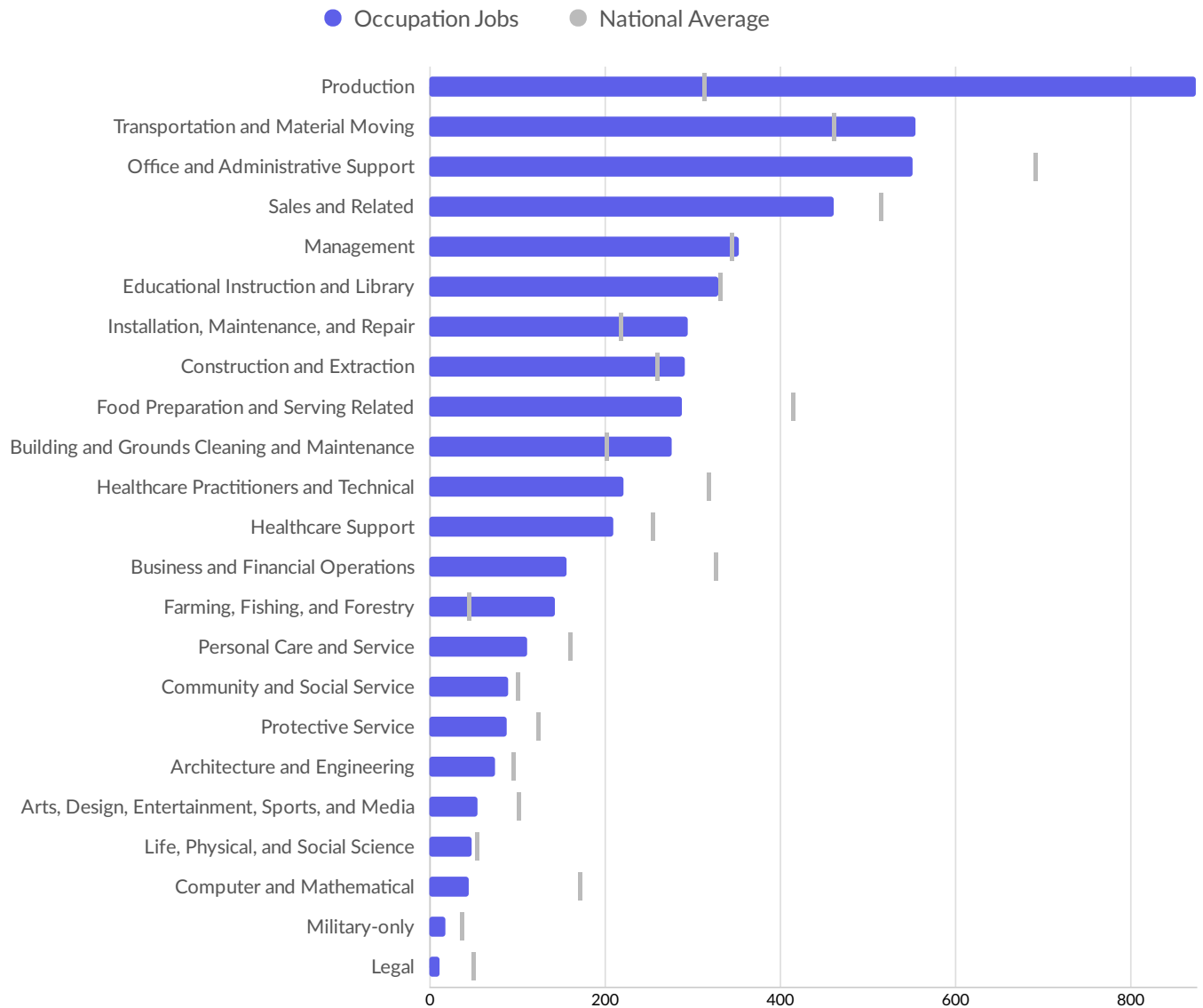


	Percentage	Business Count
1 to 4 employees	38.9%	236
5 to 9 employees	25.5%	155
10 to 19 employees	21.7%	132
20 to 49 employees	10.4%	63
50 to 99 employees	1.8%	11
100 to 249 employees	1.3%	8
250 to 499 employees	0.2%	1
500+ employees	0.2%	1

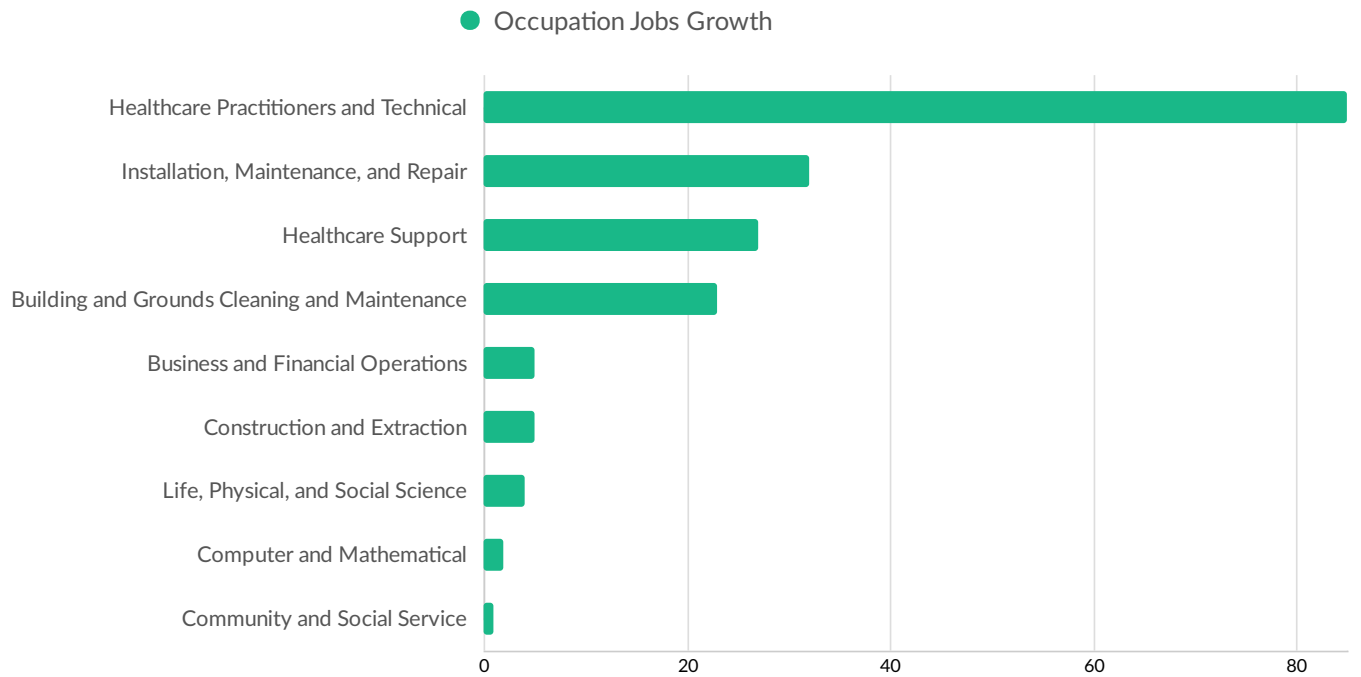
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

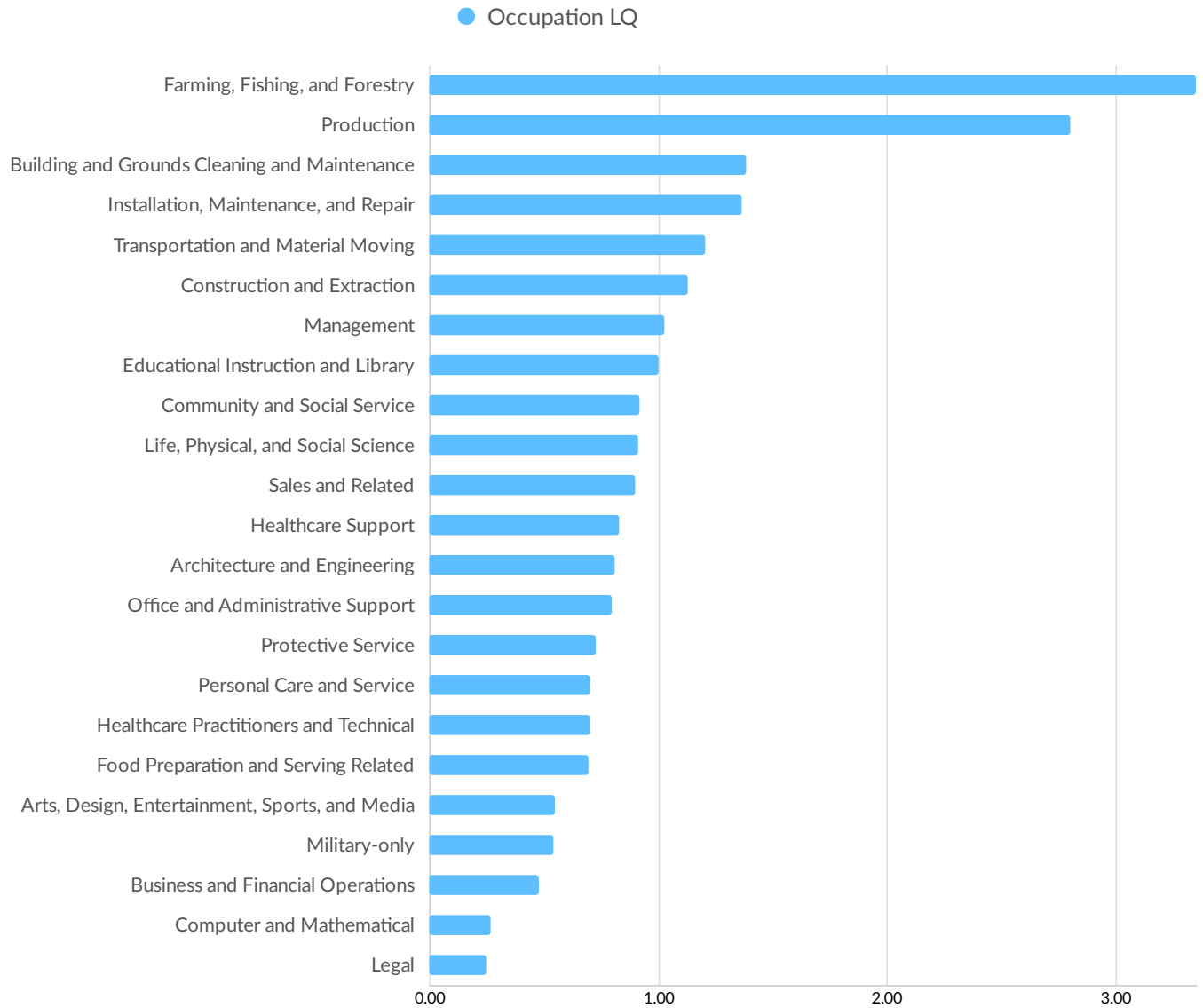
Largest Occupations



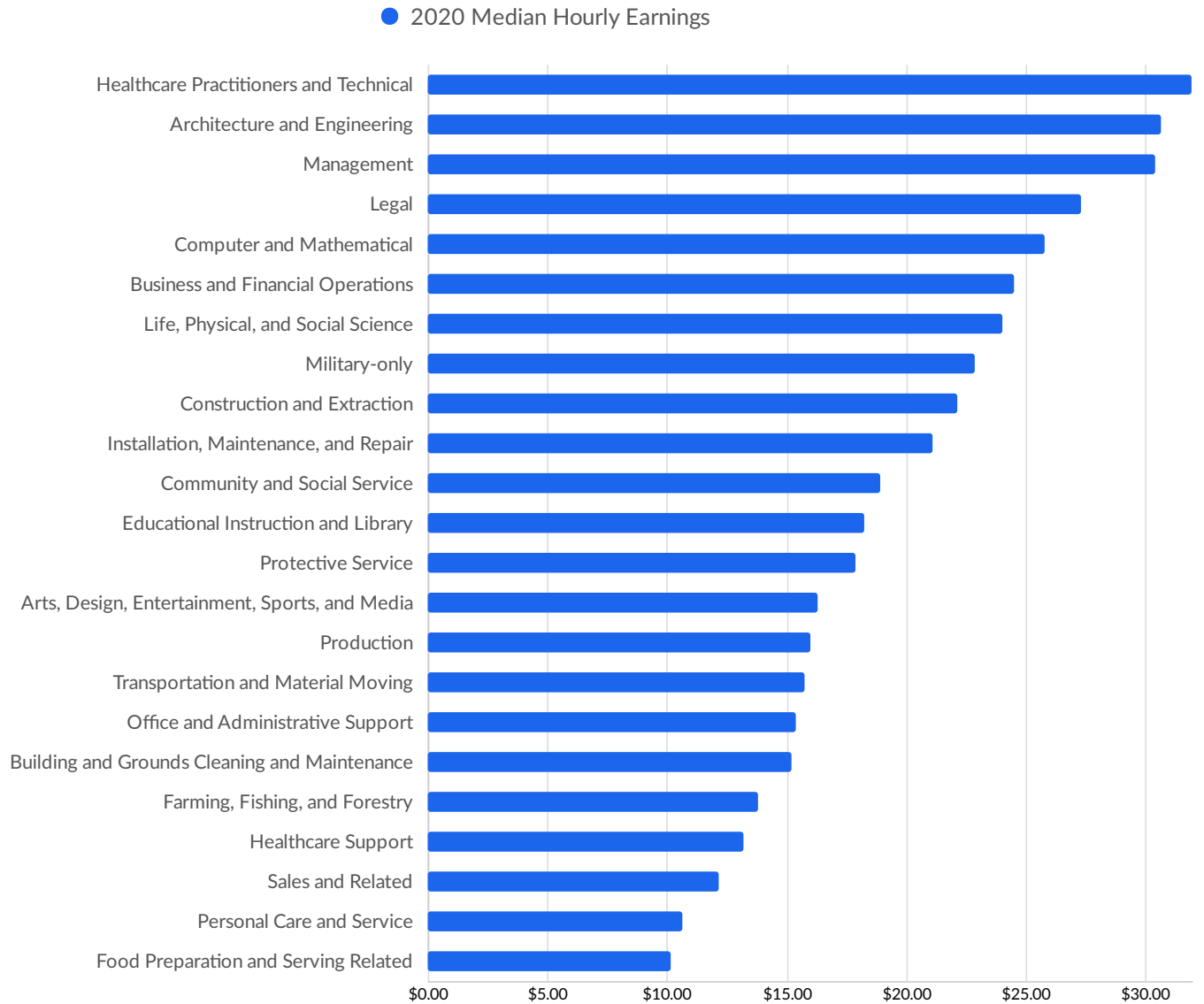
Top Growing Occupations



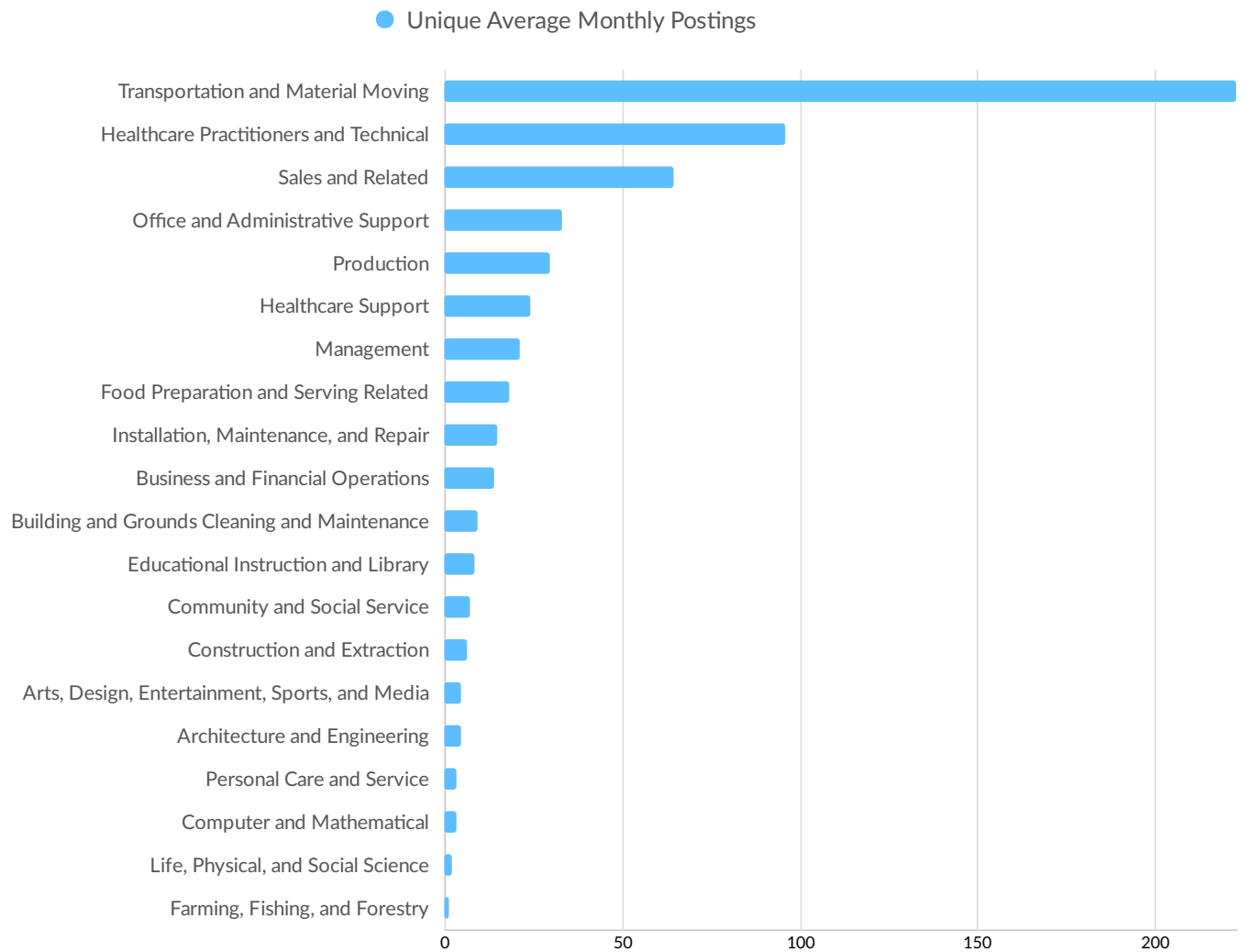
Top Occupation LQ



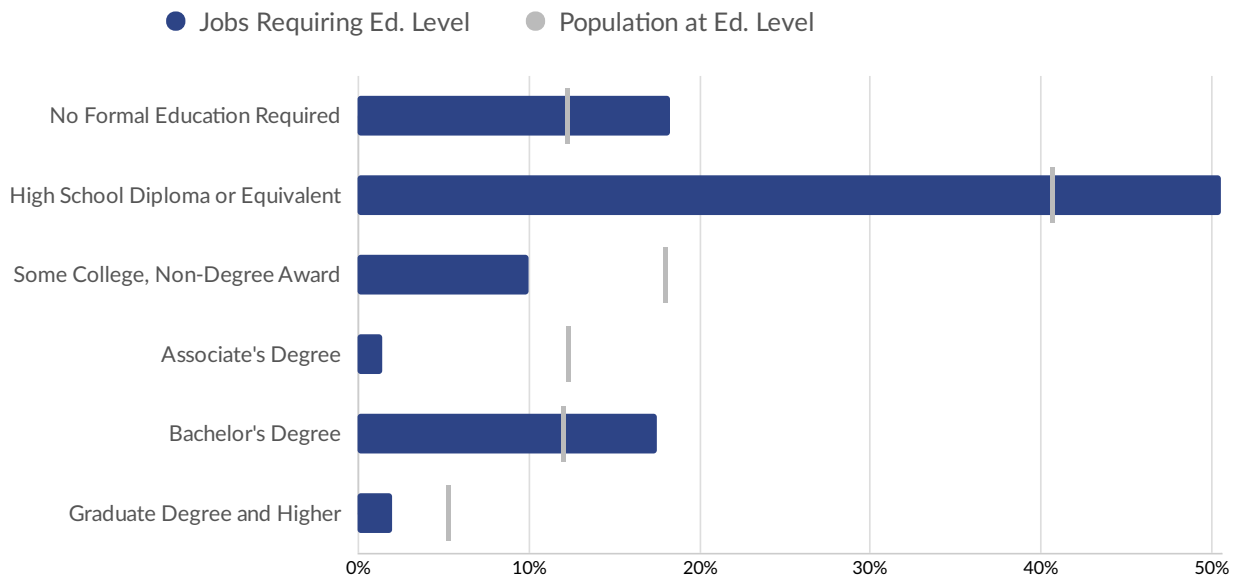
Top Occupation Earnings



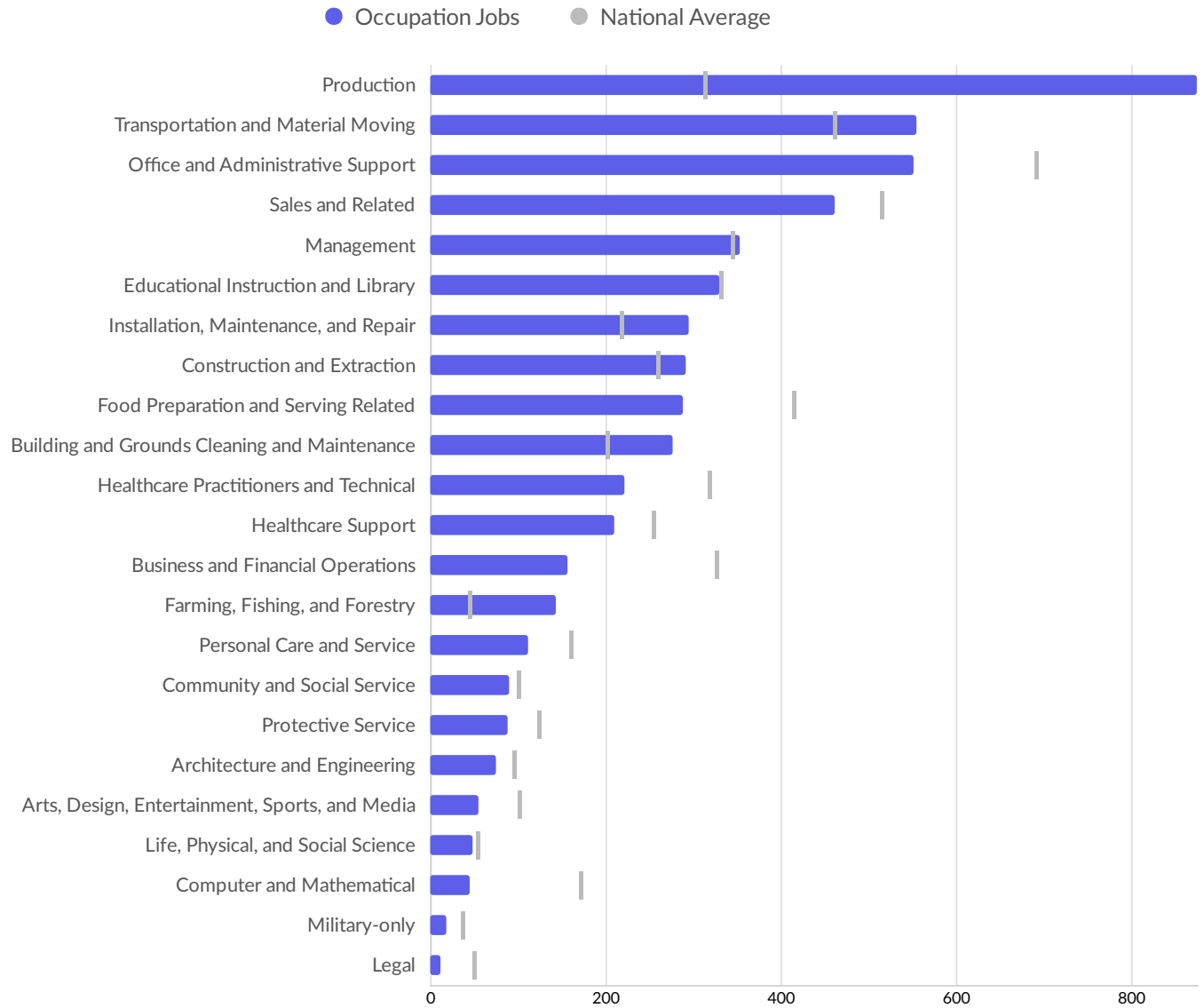
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

Over the last 5 years, no schools in Rusk County, WI produced graduates.

In-Demand Skills

