



Rusk County, WI

Northwest Regional Planning Commission



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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

14,067

Population (2021)

Population **decreased by 17** over the last 5 years but is projected to **grow by 51** over the next 5 years.

5,503

Total Regional Employment

Jobs **decreased by 495** over the last 5 years and are projected to **decrease by 19** 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 2021 the region's population **declined by 0.1%** since 2016, falling by 17. Population is expected to **increase by 0.4%** between 2021 and 2026, adding 51.
- From 2016 to 2021, jobs **declined by 8.3%** in Rusk County, WI from 5,998 to 5,503. This change **fell short of the national growth rate of 0.4% by 7.9%**. As the number of jobs declined, the **labor force participation rate decreased from 60.6% to 57.1% between 2016 and 2021**.
- Concerning educational attainment, **12.3% of Rusk County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **12.8% hold an Associate's Degree** (4.1% above the national average).
- The top three industries in 2021 are Other Wood Product Manufacturing, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

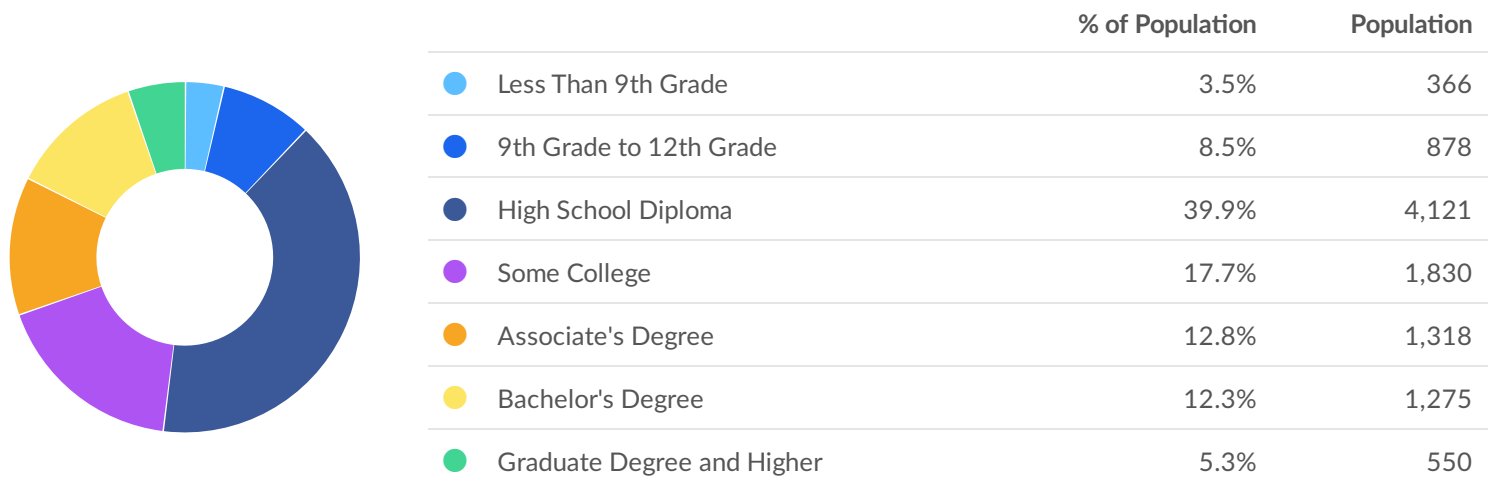
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	14,067	6,526	5,503	99.0	\$492.83M	\$855.15M	\$641.65M
NWRPC	175,998	85,727	73,402	99.8	\$7.13B	\$11.69B	\$9.70B
State	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



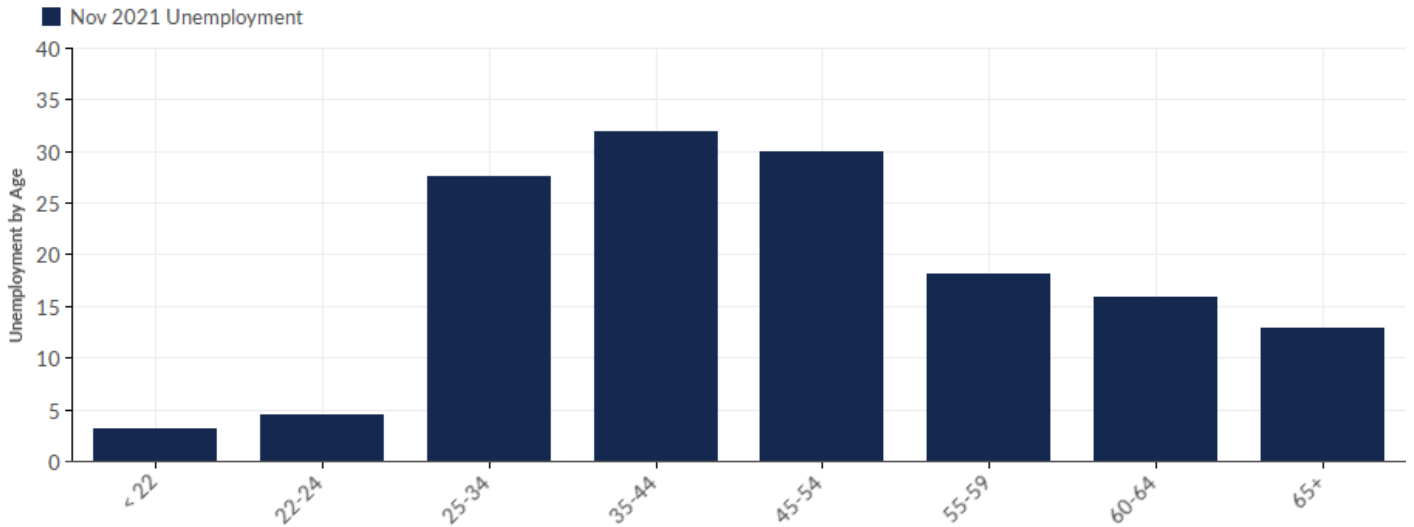
Educational Attainment

Concerning educational attainment, **12.3% of Rusk County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **12.8% hold an Associate's Degree** (4.1% above the national average).



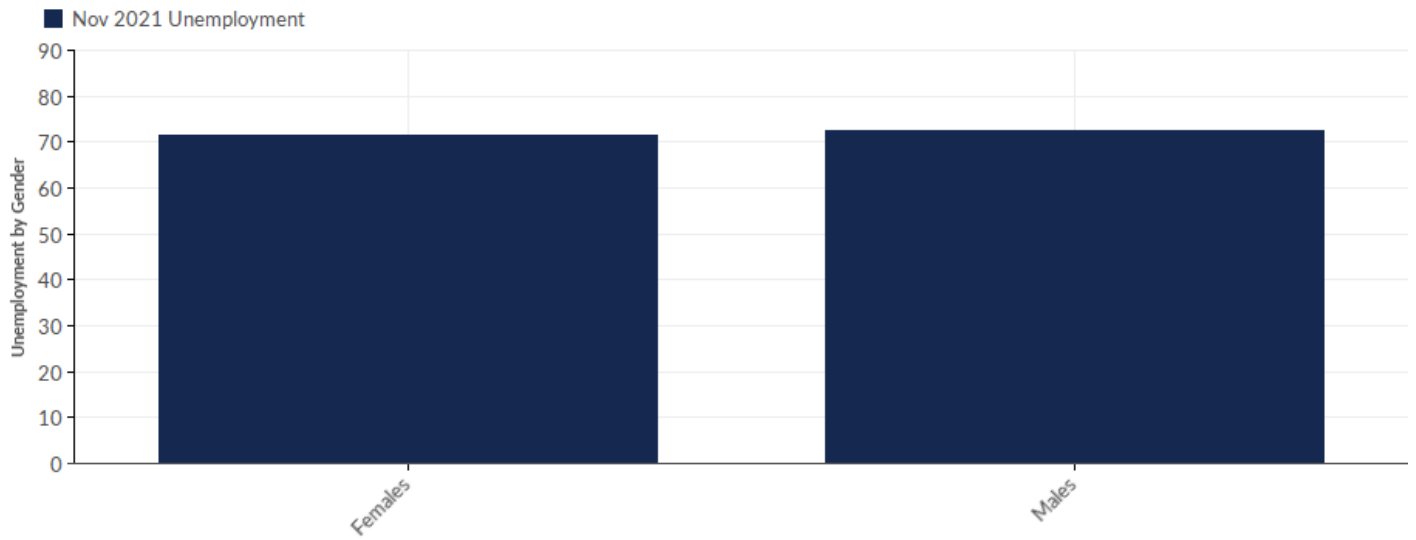
Unemployment by Demographics

Unemployment by Age



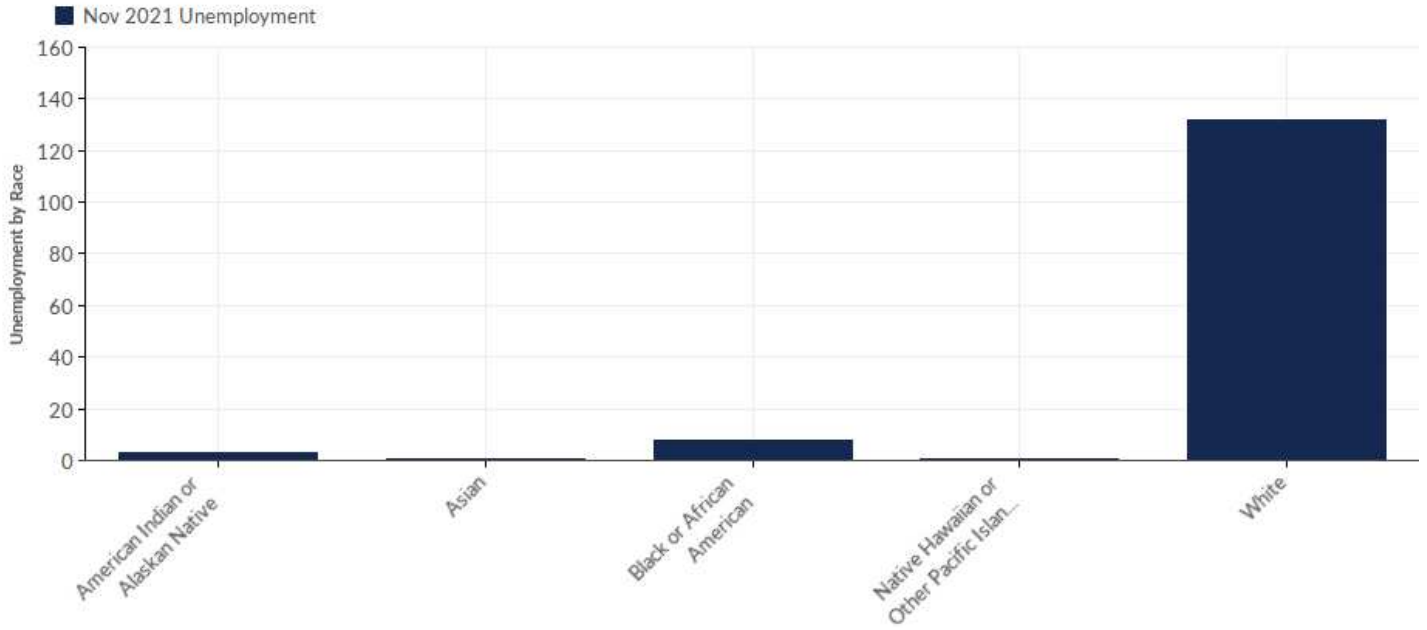
Age	Unemployment (Nov 2021)	% of Cohort
< 22	3	2.08%
22-24	5	3.47%
25-34	28	19.44%
35-44	32	22.22%
45-54	30	20.83%
55-59	18	12.50%
60-64	16	11.11%
65+	13	9.03%
Total	144	101.00%

Unemployment by Gender



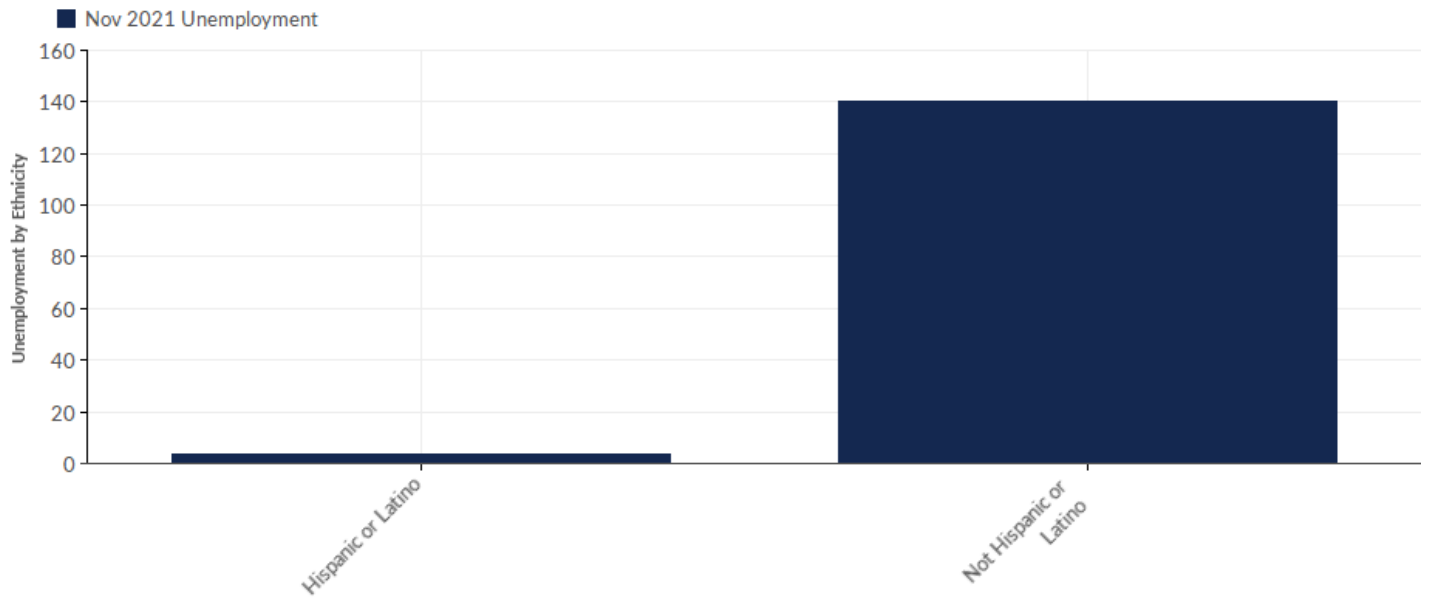
Gender	Unemployment (Nov 2021)	% of Cohort
Females	71	49.31%
Males	73	50.69%
Total	144	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	3	2.08%
Asian	1	0.69%
Black or African American	8	5.56%
Native Hawaiian or Other Pacific Islander	1	0.69%
White	132	91.67%
Total	144	101.00%

Unemployment by Ethnicity

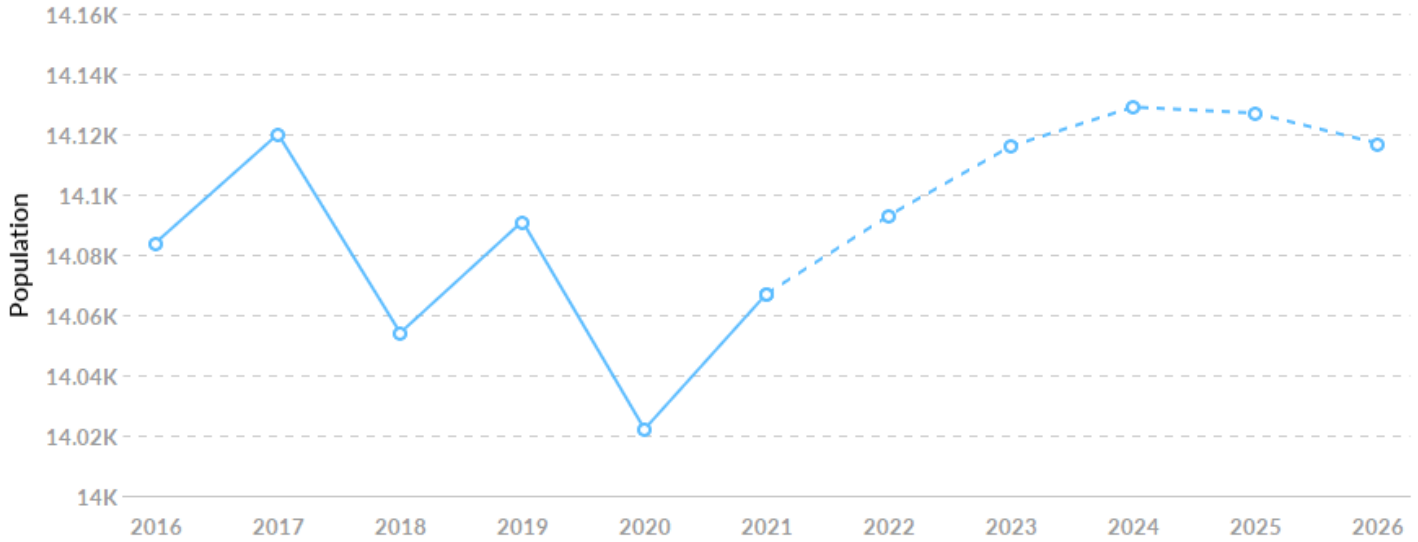


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	4	2.78%
Not Hispanic or Latino	140	97.22%
Total	144	100.00%

Historic & Projected Trends

Population Trends

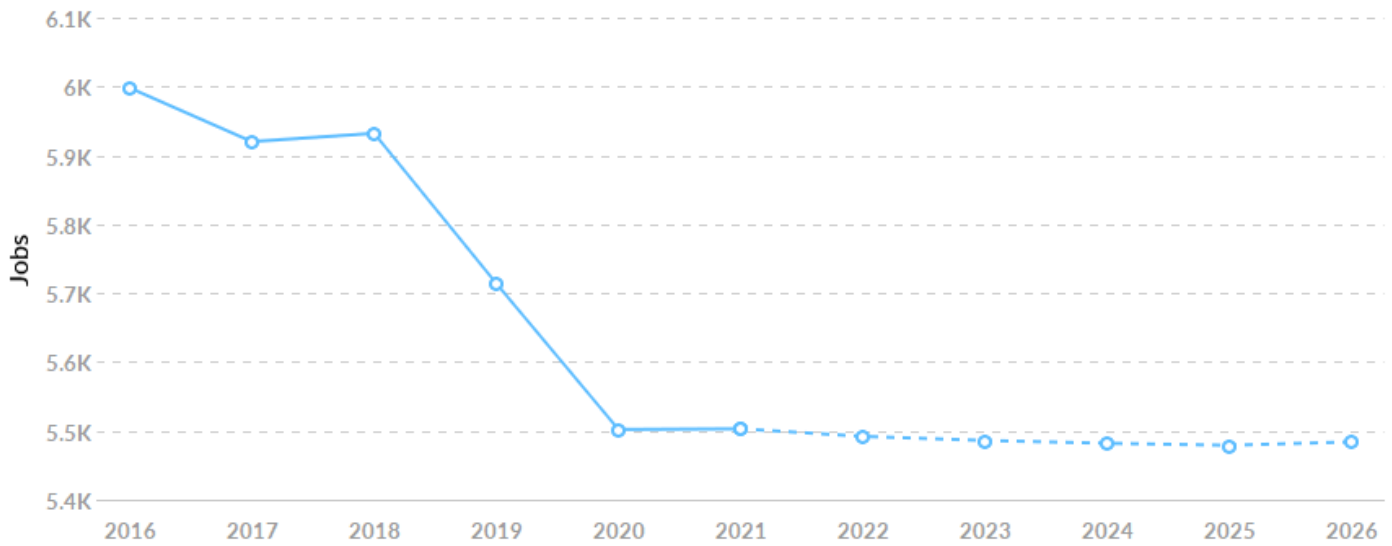
As of 2021 the region's population **declined by 0.1%** since 2016, falling by 17. Population is expected to **increase by 0.4%** between 2021 and 2026, adding 51.



Timeframe	Population
2016	14,084
2017	14,120
2018	14,054
2019	14,091
2020	14,022
2021	14,067
2022	14,093
2023	14,116
2024	14,129
2025	14,127
2026	14,117

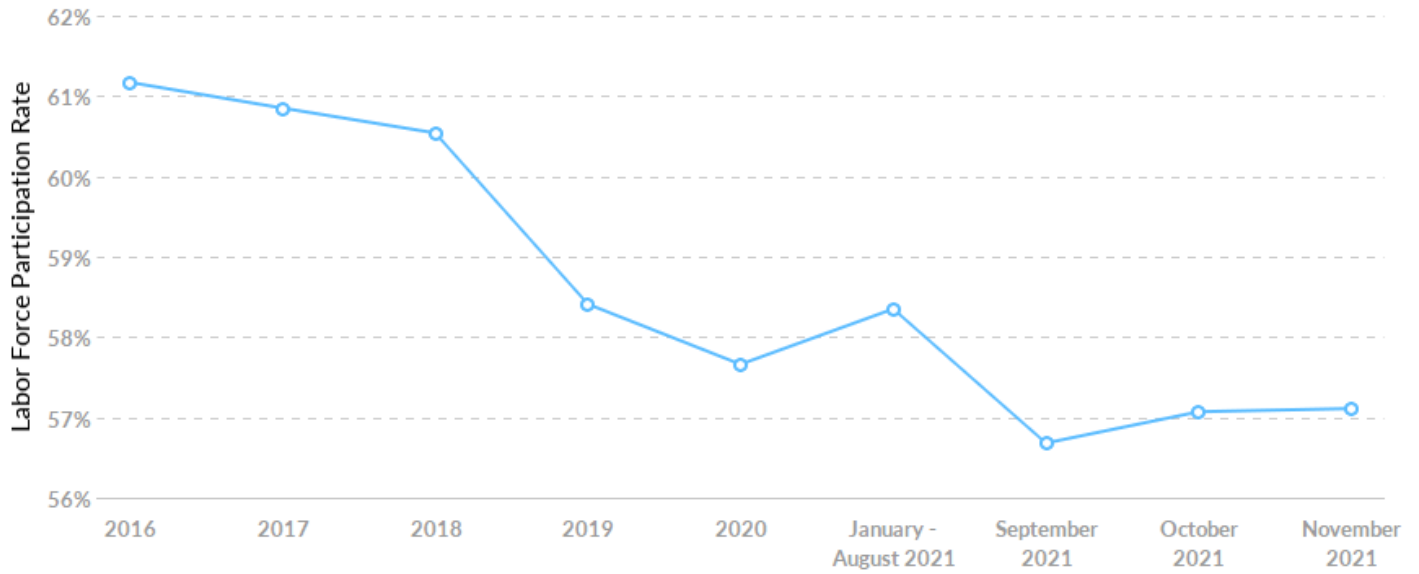
Job Trends

From 2016 to 2021, jobs declined by 8.3% in Rusk County, WI from 5,998 to 5,503. This change fell short of the national growth rate of 0.4% by 7.9%.



Timeframe	Jobs
2016	5,998
2017	5,920
2018	5,932
2019	5,714
2020	5,502
2021	5,503
2022	5,492
2023	5,486
2024	5,482
2025	5,479
2026	5,484

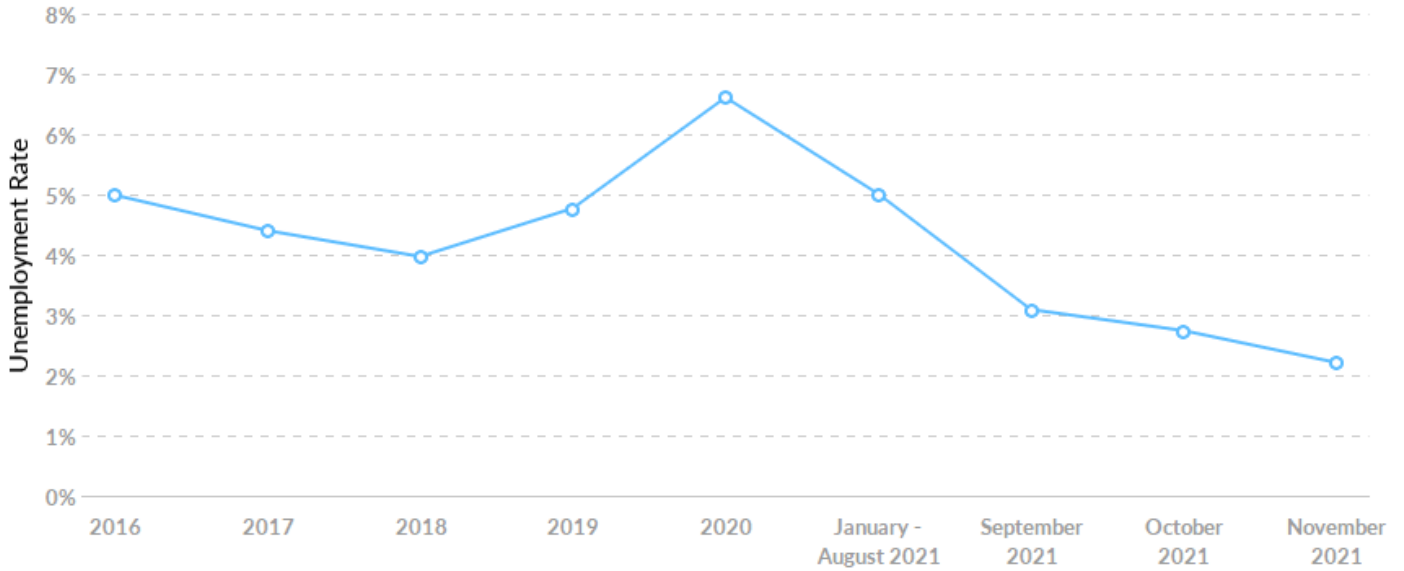
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	61.17%
2017	60.85%
2018	60.54%
2019	58.41%
2020	57.66%
January - August 2021	58.35%
September 2021	56.68%
October 2021	57.07%
November 2021	57.11%

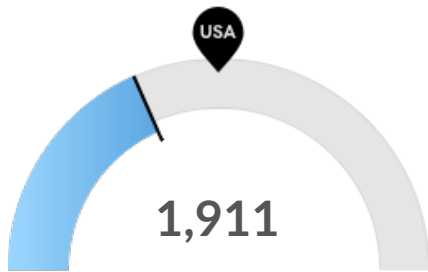
Unemployment Rate Trends

Rusk County, WI had a November 2021 unemployment rate of 2.21%, **decreasing from 4.99%** 5 years before.



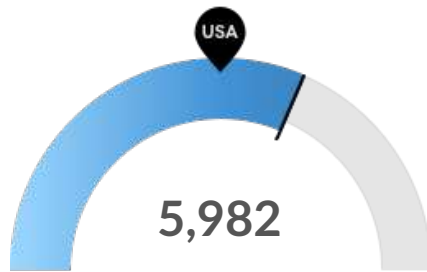
Timeframe	Unemployment Rate
2016	4.99%
2017	4.40%
2018	3.97%
2019	4.77%
2020	6.61%
January - August 2021	5.01%
September 2021	3.09%
October 2021	2.74%
November 2021	2.21%

Population Characteristics



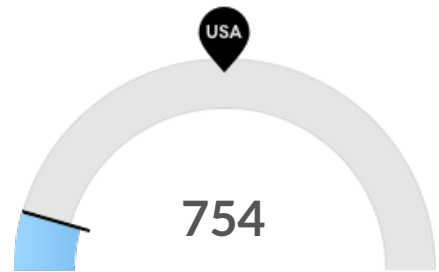
Millennials

Rusk County, WI has 1,911 millennials (ages 25-39). The national average for an area this size is 2,890.



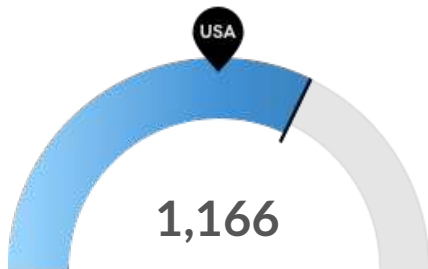
Retiring Soon

Retirement risk is high in Rusk County, WI. The national average for an area this size is 4,173 people 55 or older, while there are 5,982 here.



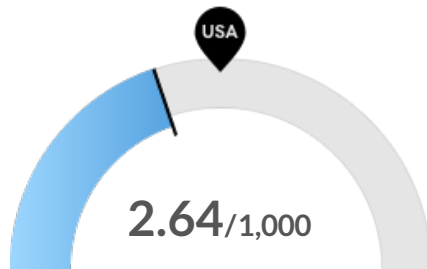
Racial Diversity

Racial diversity is low in Rusk County, WI. The national average for an area this size is 5,648 racially diverse people, while there are 754 here.



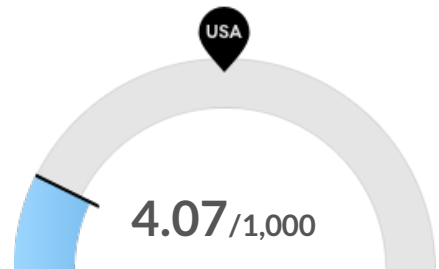
Veterans

Rusk County, WI has 1,166 veterans. The national average for an area this size is 782.



Violent Crime

Rusk County, WI has 2.64 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

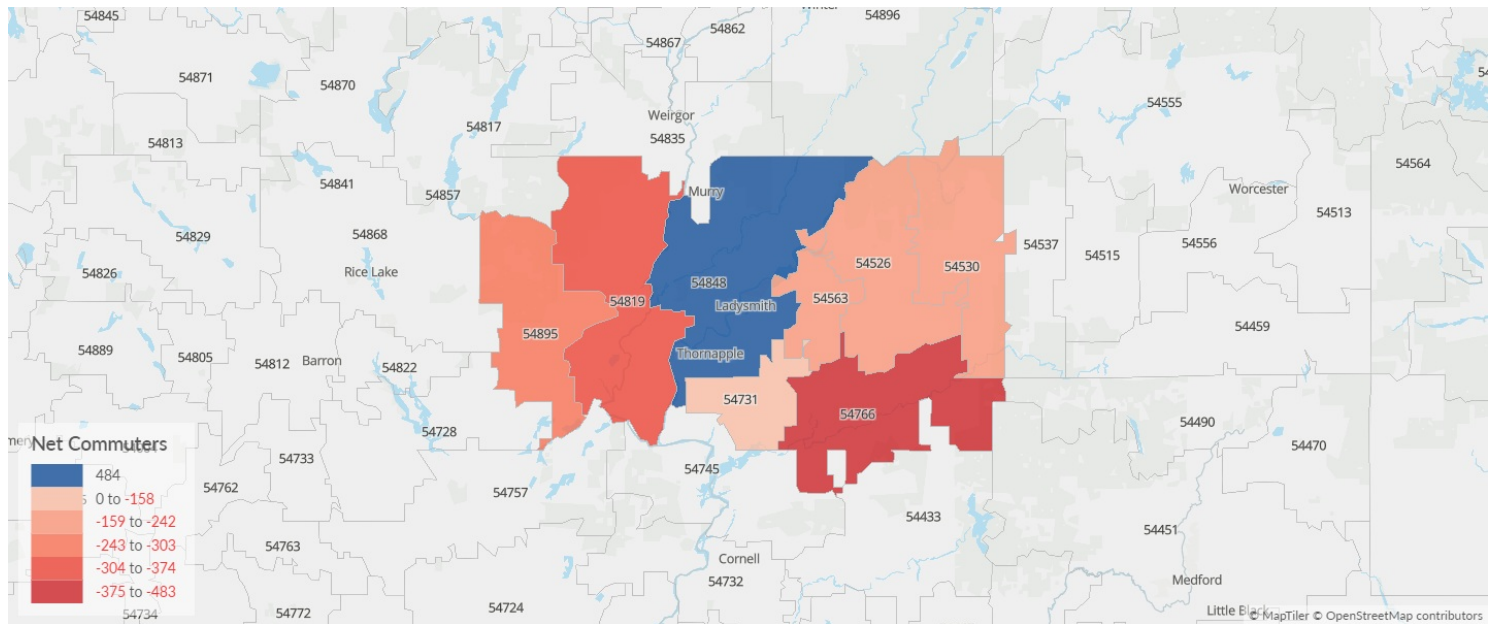


Property Crime

Rusk County, WI has 4.07 property crimes per 1,000 people. The national rate is 17.91 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

ZIP	Name	2021 Employment
54848	Ladysmith, WI (in Rusk ...	3,234
54819	Bruce, WI (in Rusk coun...	818
54766	Sheldon, WI (in Rusk co...	404
54895	Weyerhaeuser, WI (in R...	319
54530	Hawkins, WI (in Rusk co...	215

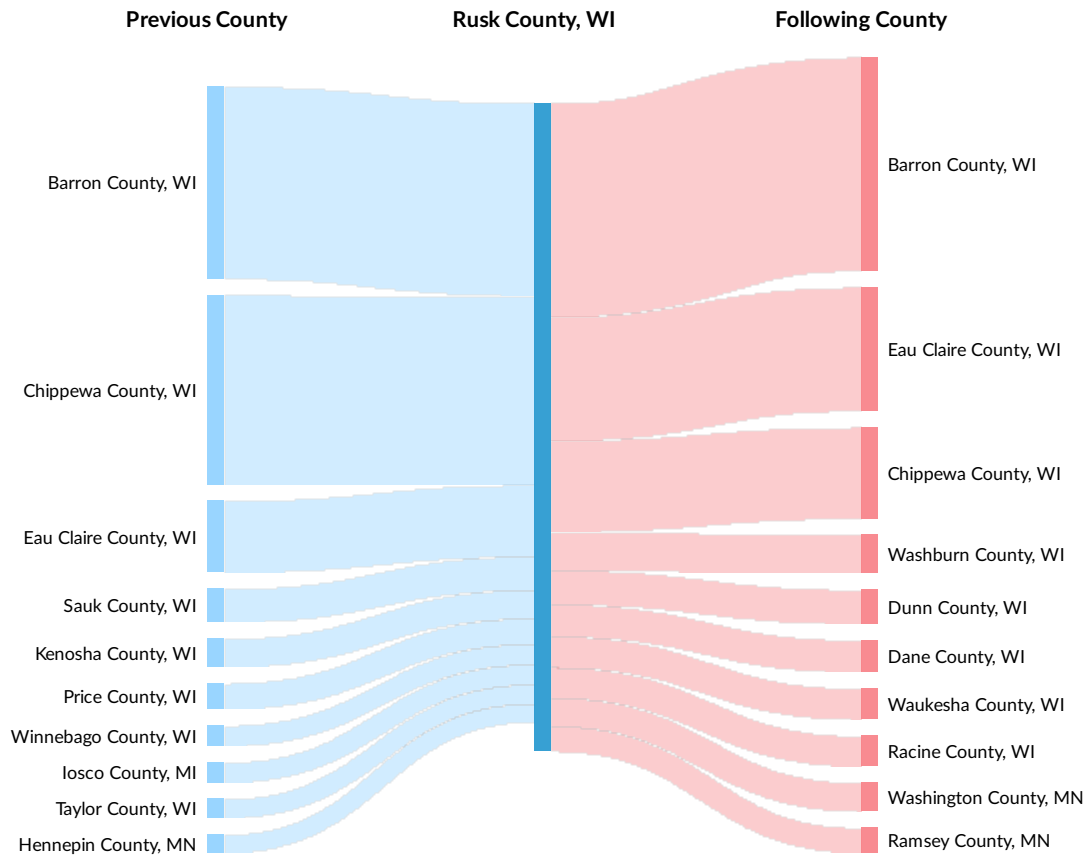
Where Talent Lives

ZIP	Name	2021 Workers
54848	Ladysmith, WI (in Rusk ...	2,750
54819	Bruce, WI (in Rusk coun...	1,122
54766	Sheldon, WI (in Rusk co...	779
54895	Weyerhaeuser, WI (in R...	563
54530	Hawkins, WI (in Rusk co...	374

Inbound and Outbound Migration

The table below analyzes past and current residents of Rusk County, WI. The left column shows residents of other counties migrating to Rusk County, WI. The right column shows residents migrating from Rusk County, WI to other counties.

As of 2019, 86 people have migrated from Barron County, WI to Rusk County, WI. In the same year, 95 people left Rusk County, WI migrating to Barron County, WI. The total Net Migration for Rusk County, WI in 2019 was -9.

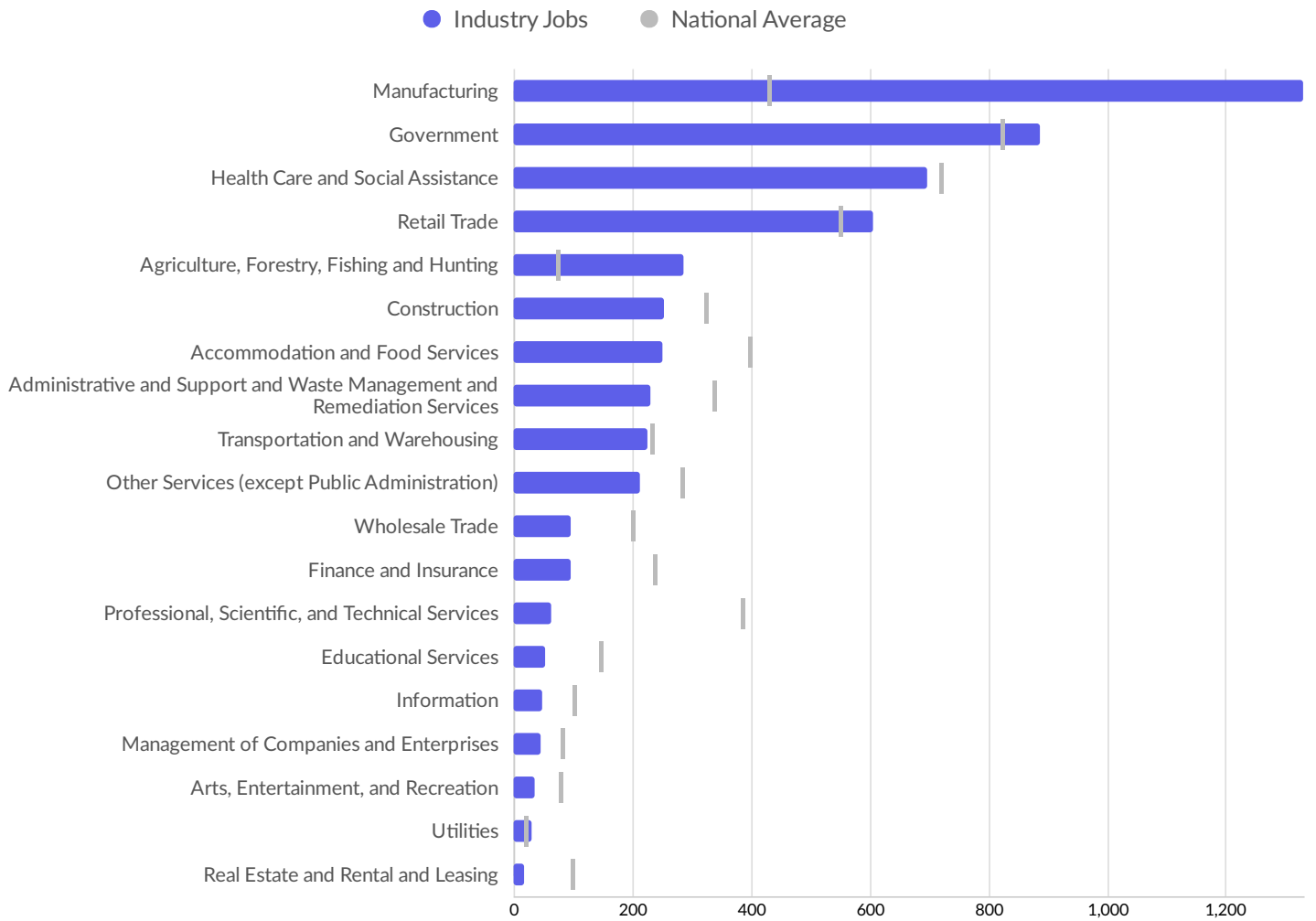


Top Previous Counties	Migrations
Barron County, WI	86
Chippewa County, WI	84
Eau Claire County, WI	32
Sauk County, WI	15
Kenosha County, WI	13
Price County, WI	11

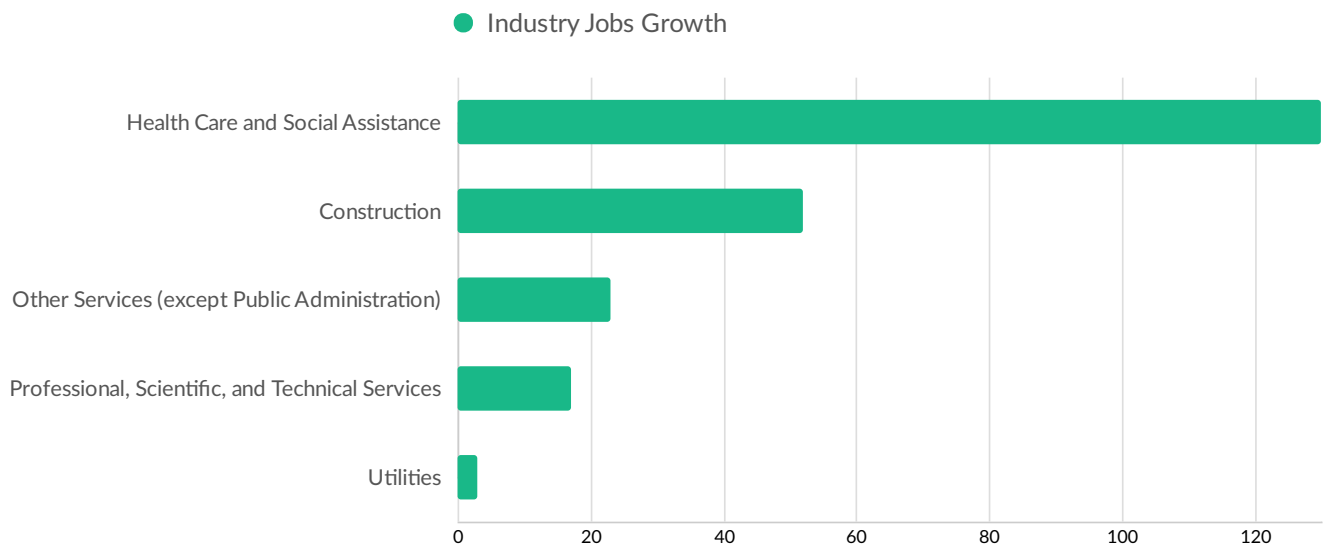
Top Previous Counties	Migrations
Winnebago County, WI	9
Iosco County, MI	9
Taylor County, WI	9
Hennepin County, MN	8
Dane County, WI	8
Dunn County, WI	6
Milwaukee County, WI	6
Cook County, IL	6
Outagamie County, WI	6
Top Following Counties	Migrations
Barron County, WI	95
Eau Claire County, WI	55
Chippewa County, WI	41
Washburn County, WI	17
Dunn County, WI	15
Dane County, WI	14
Waukesha County, WI	14
Racine County, WI	14
Washington County, MN	13
Ramsey County, MN	11
Price County, WI	8
Mower County, MN	7
Carver County, MN	7
Union County, MS	7
Columbia County, WI	6

Industry Characteristics

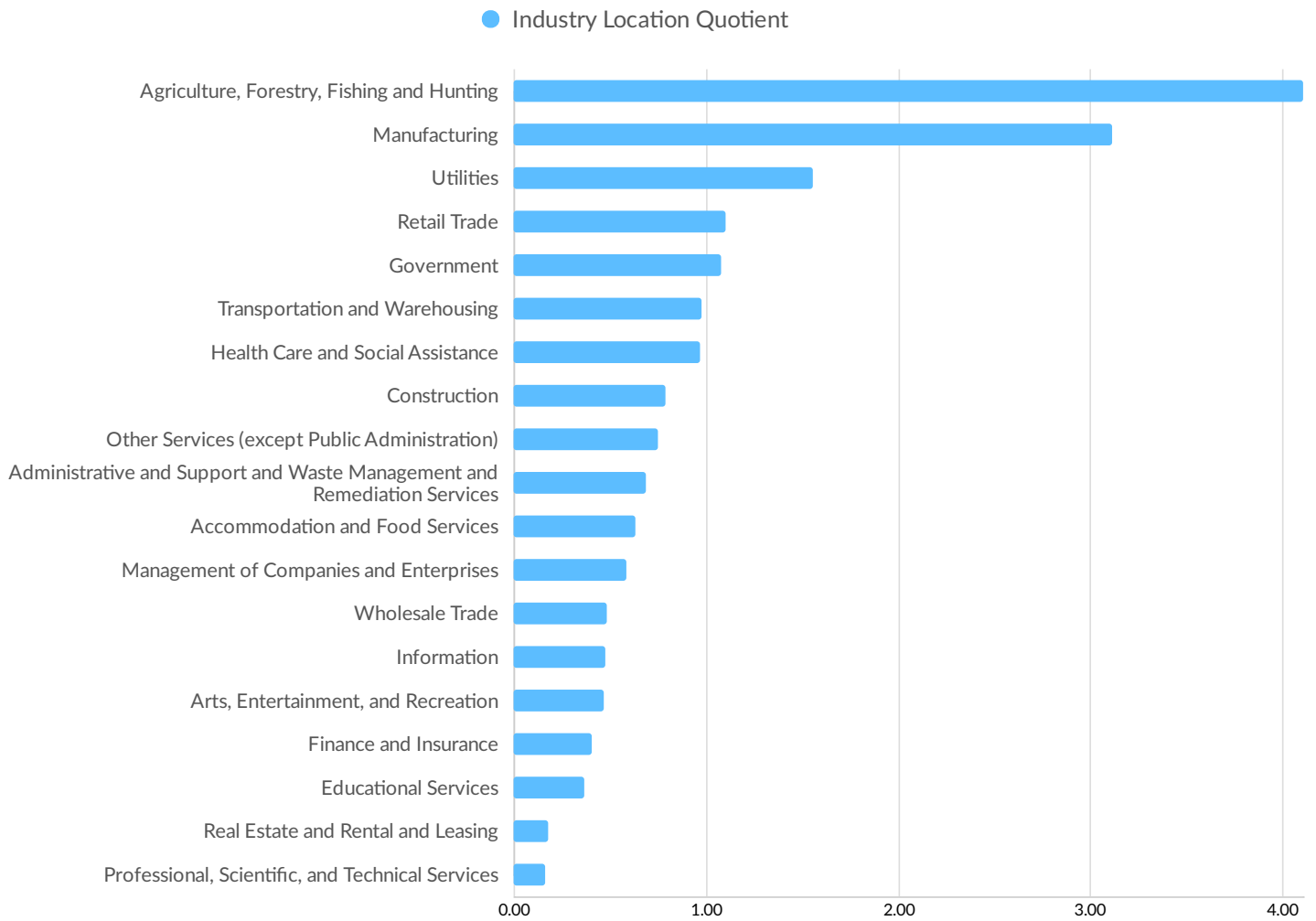
Largest Industries



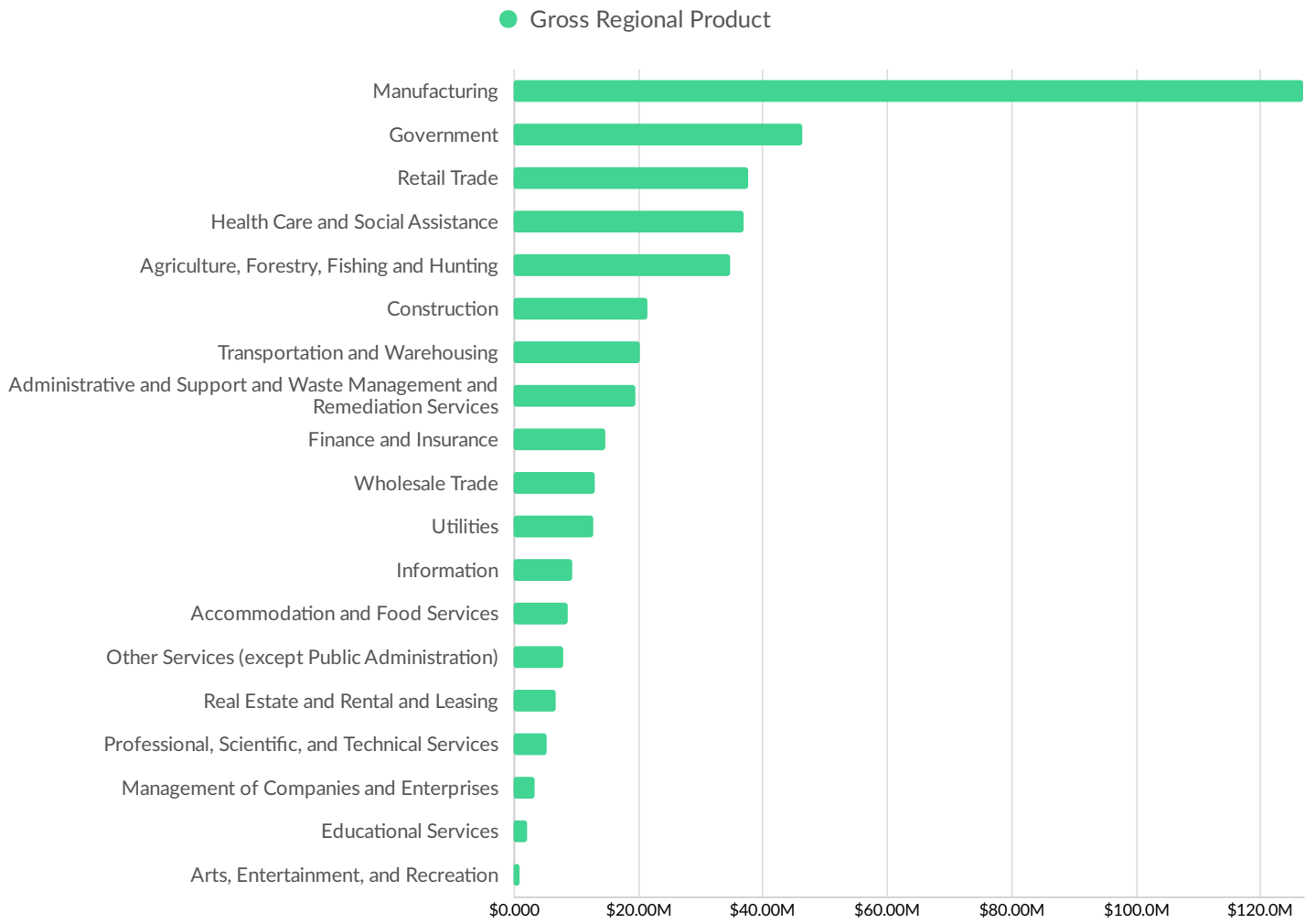
Top Growing Industries



Top Industry Location Quotient



Top Industry GRP












Top Industry Earnings



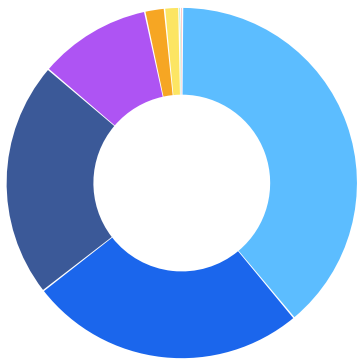
Business Characteristics

758 Companies Employ Your Workers

Online profiles for your workers mention 758 companies as employers, with the top 10 appearing below. In the last 12 months, 100 companies in Rusk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Jeld-Wen	39 	Marshfield Clinic	111 
Rockwell Automation	39 	Rockwell Automation	61 
Marshfield Clinic	28 	Walmart	28 
Indianhead Community Action	27 	O'Reilly Auto Parts	16 
Rusk County Memorial Hospital	27 	Waste Management	14 
School District Of Ladysmith	25 	Dairy Farmers of America	12 
Artisans	24 	Tractor Supply	12 
Weather Shield Windows And D...	23 	Dairiconcepts	11 
Walmart	19 	Kwik Trip	11 
5R Processors Ltd	18 	Accountable Healthcare Staffing	10 

Business Size

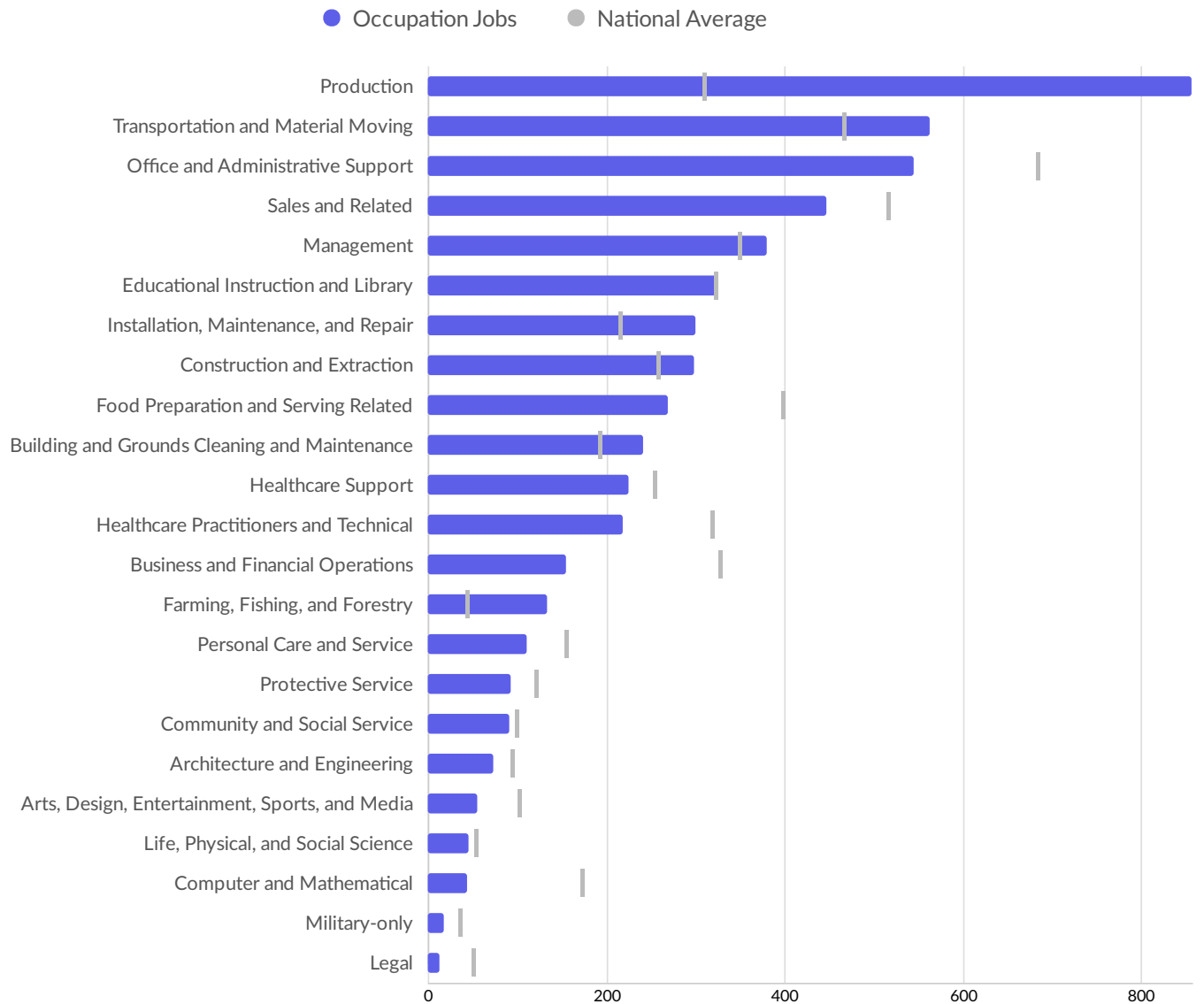


	Percentage	Business Count
1 to 4 employees	38.9%	236
5 to 9 employees	25.5%	155
10 to 19 employees	21.7%	132
20 to 49 employees	10.4%	63
50 to 99 employees	1.8%	11
100 to 249 employees	1.3%	8
250 to 499 employees	0.2%	1
500+ employees	0.2%	1

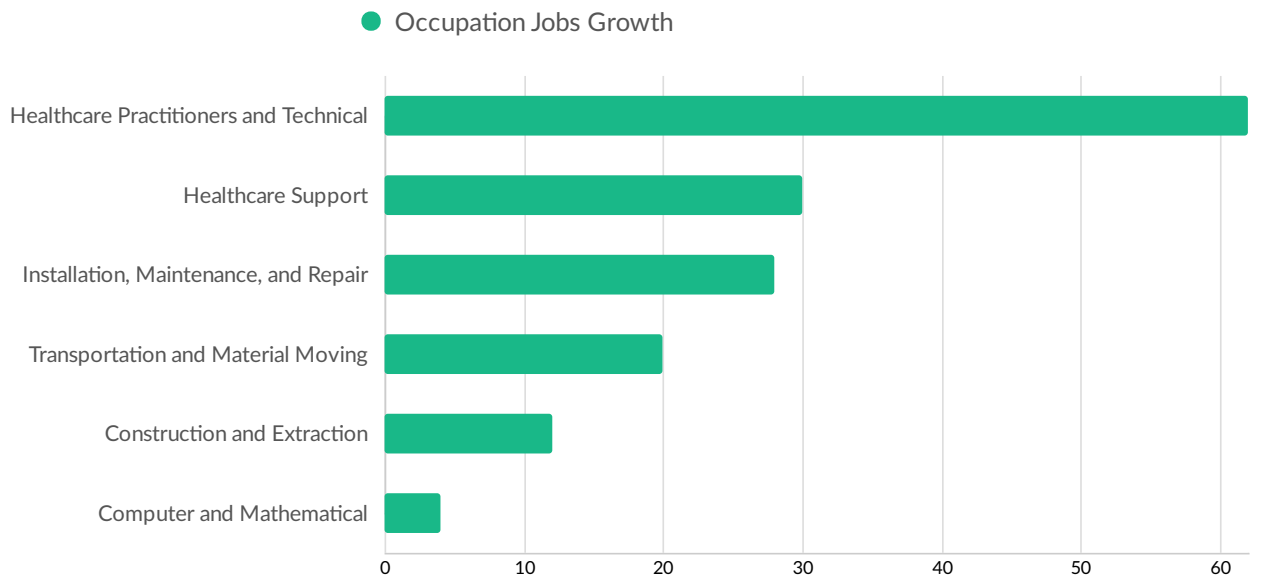
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

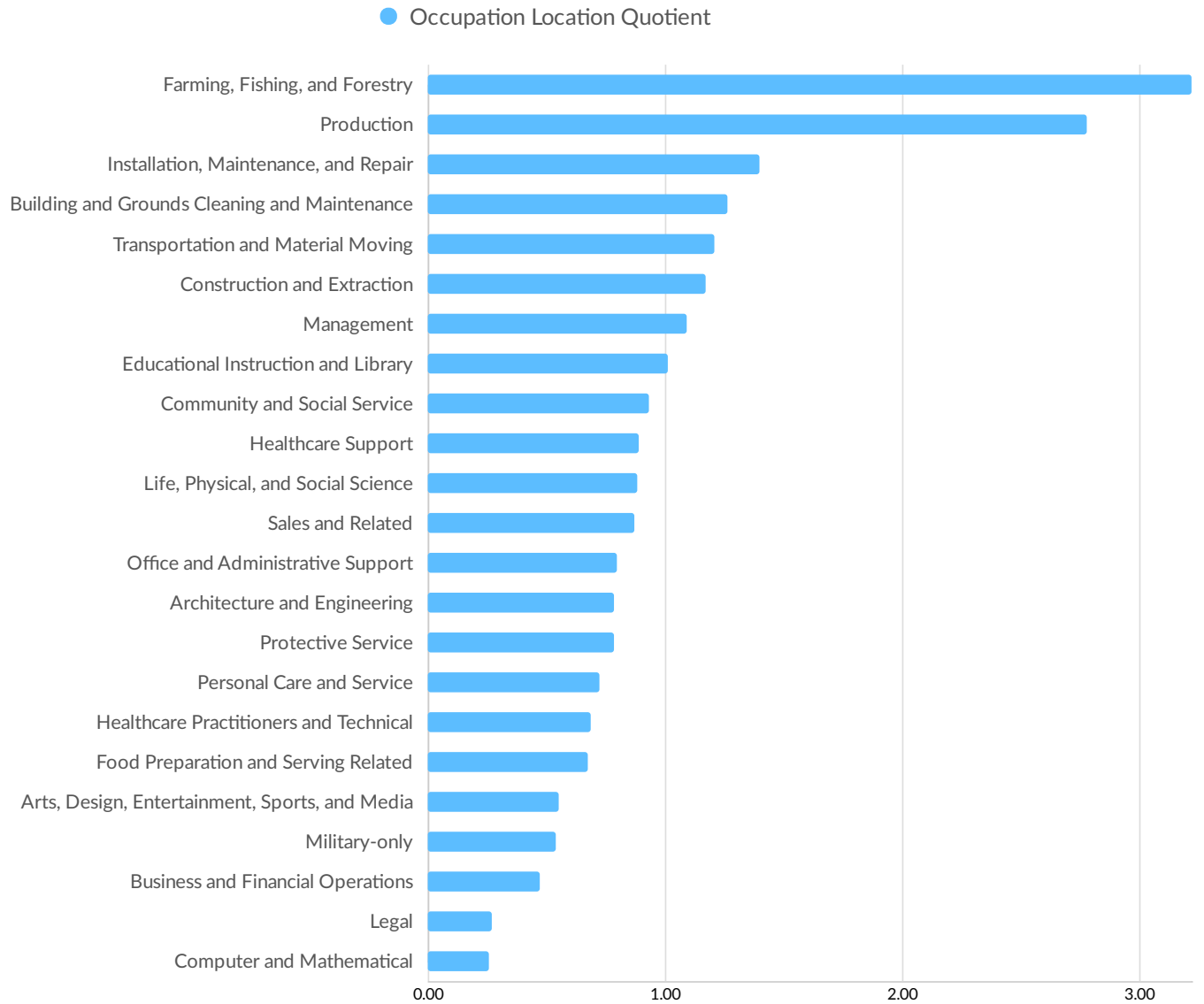
Largest Occupations



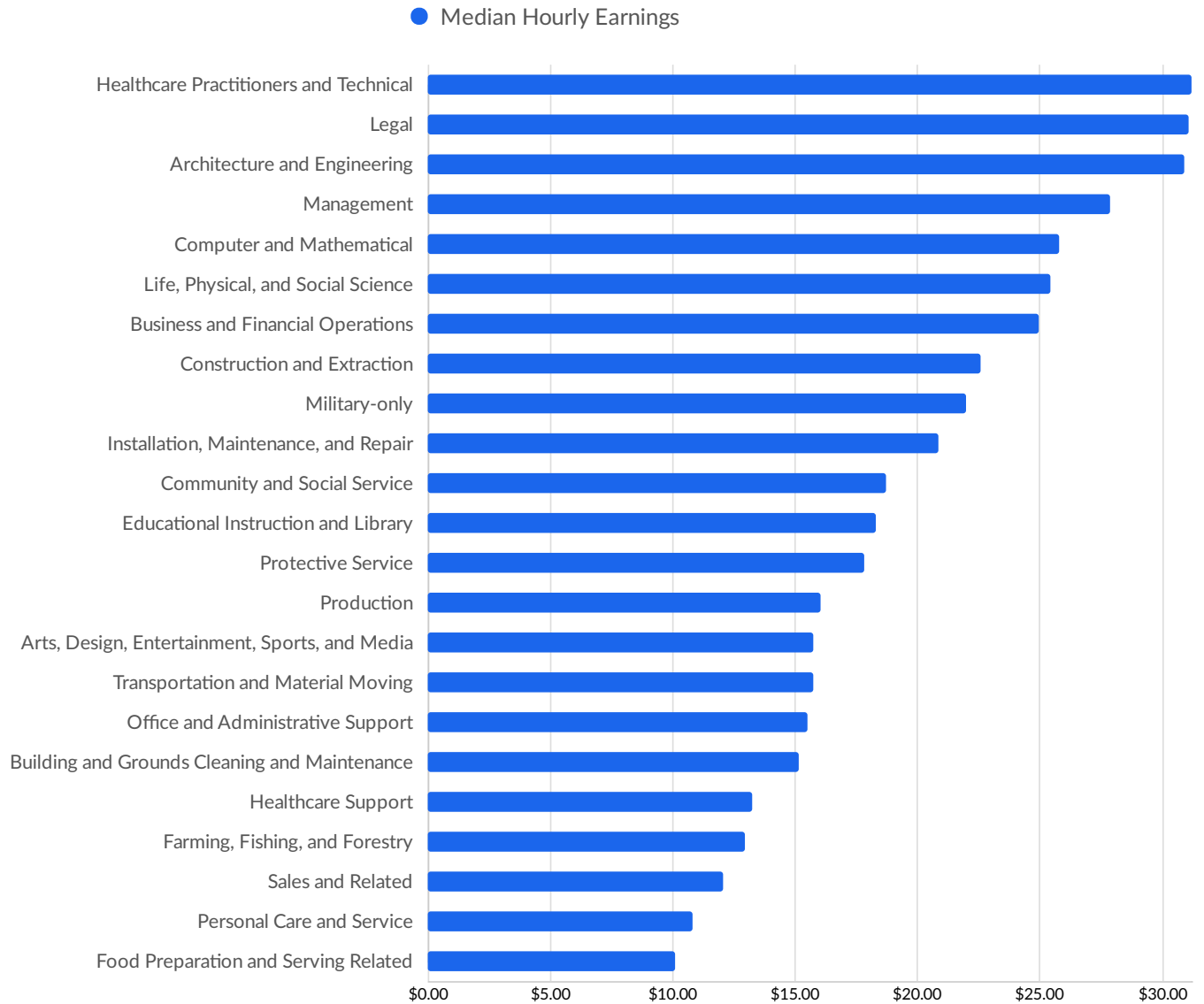
Top Growing Occupations



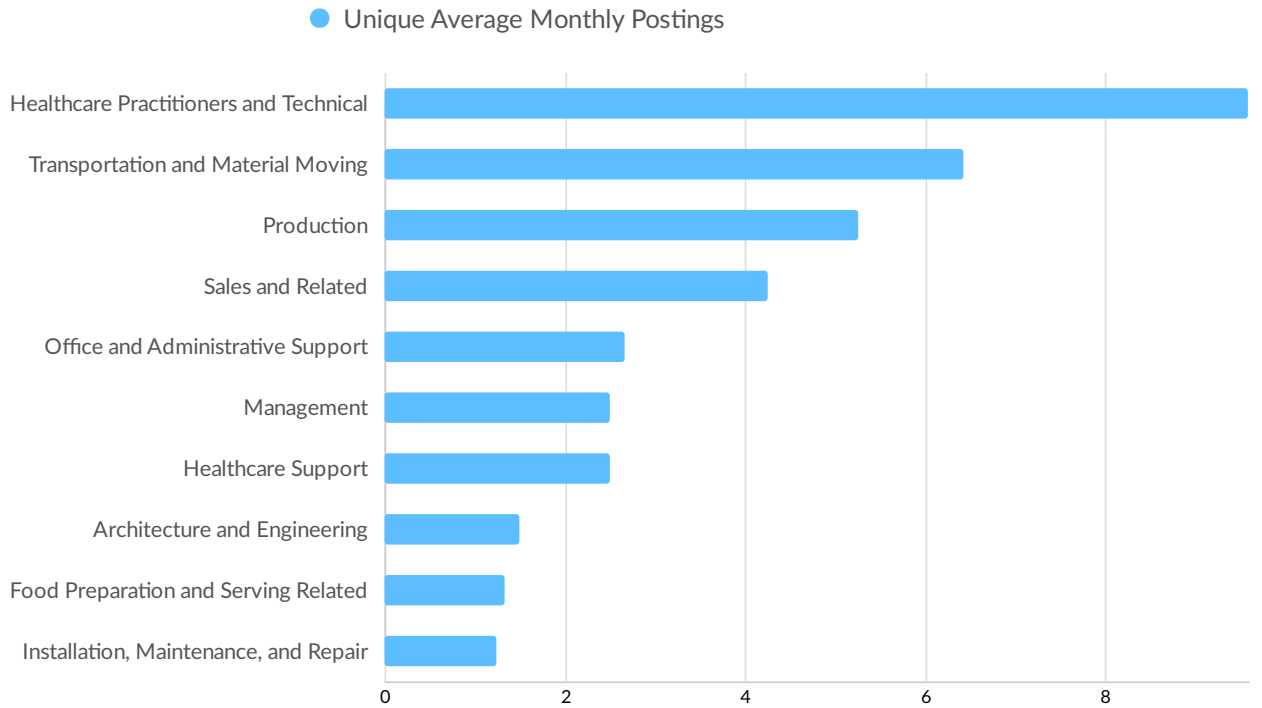
Top Occupation Location Quotient



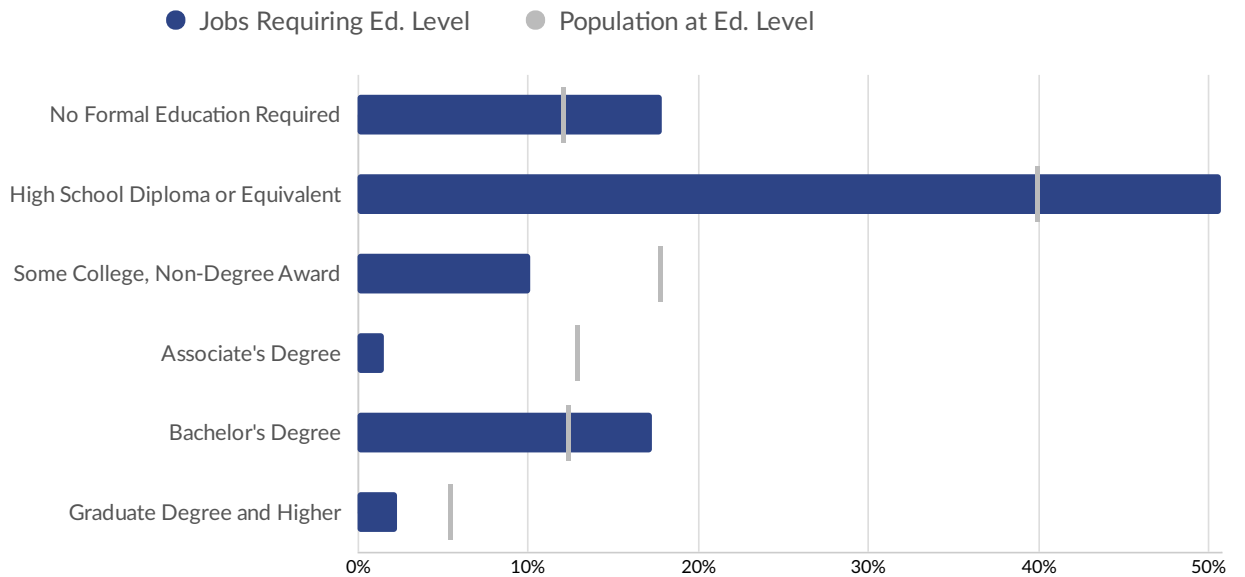
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

