



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

14,203

Population (2022)

Population **grew by 83** over the last 5 years and is projected to **grow by 236** over the next 5 years.

5,231

Total Regional Employment

Jobs **decreased by 355** over the last 5 years but are projected to **grow by 193** over the next 5 years.

\$52.0K

Median Household Income (2021)

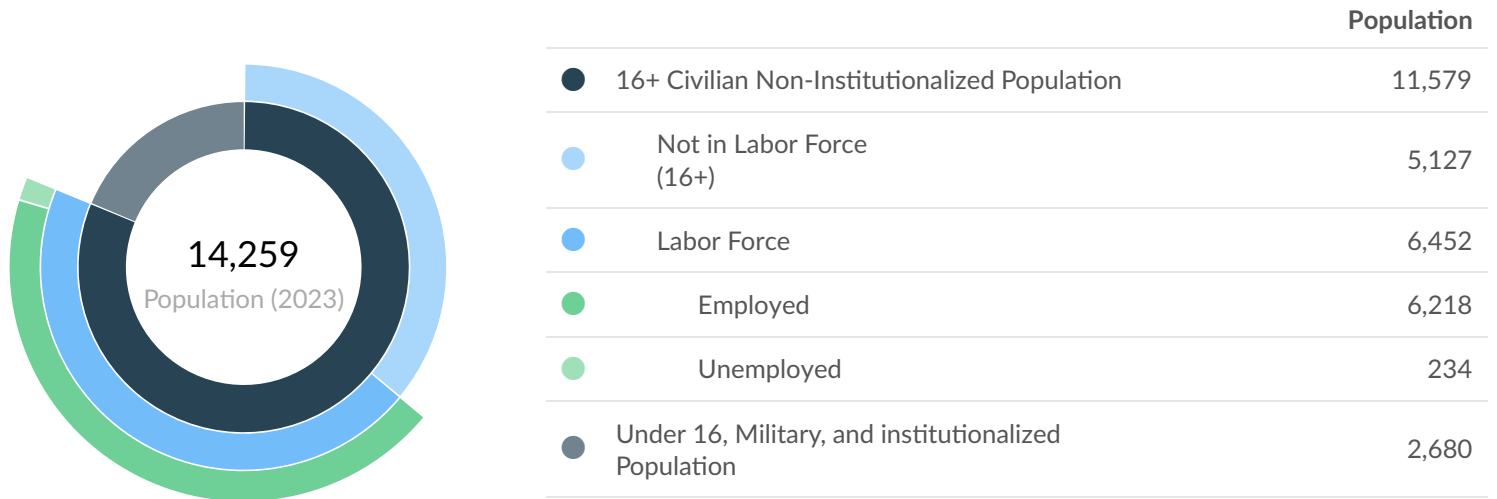
Median household income is **\$17.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 0.6%** since 2017, growing by 83. Population is expected to **increase by 1.7%** between 2022 and 2027, adding 236.
- From 2017 to 2022, jobs **declined by 6.4%** in Rusk County, WI from 5,586 to **5,231**. This change **fell short of the national growth rate of 3.4% by 9.8%**. As the number of jobs declined, the **labor force participation rate decreased from 62.6% to 54.0% between 2017 and 2022**.
- Concerning educational attainment, **11.6% of Rusk County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2022 are Other Wood Product Manufacturing, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

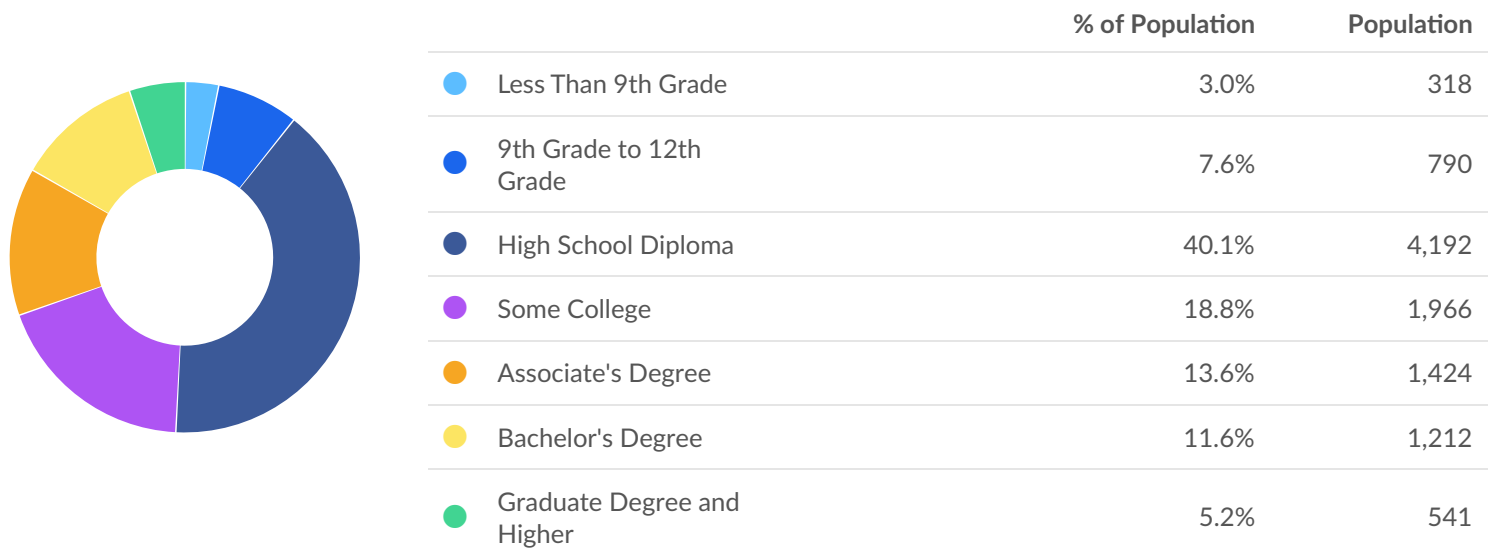
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	14,259	6,452	5,231	98.7	\$557.84M	\$942.70M	\$754.08M
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



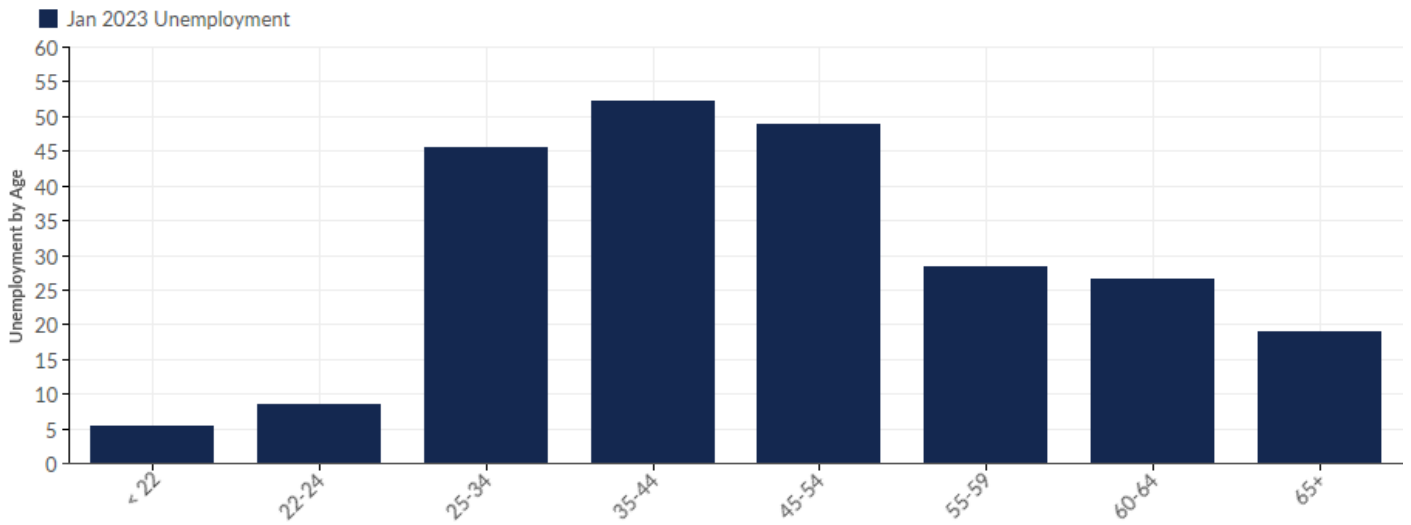
Educational Attainment

Concerning educational attainment, **11.6% of Rusk County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).



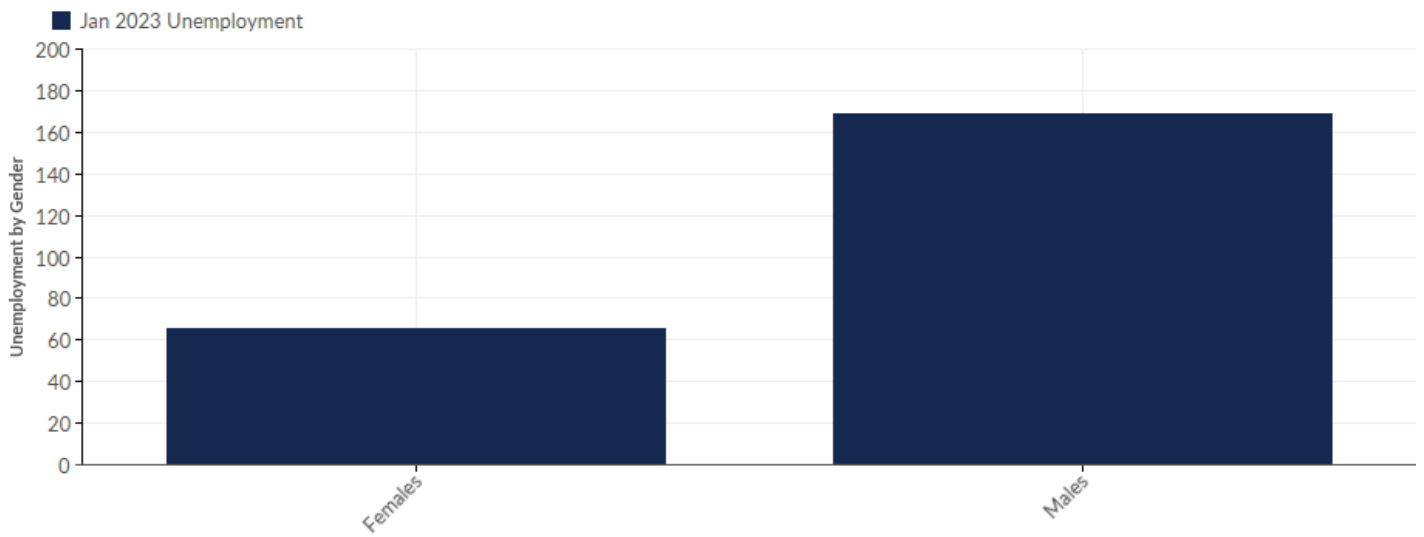
Unemployment by Demographics

Unemployment by Age



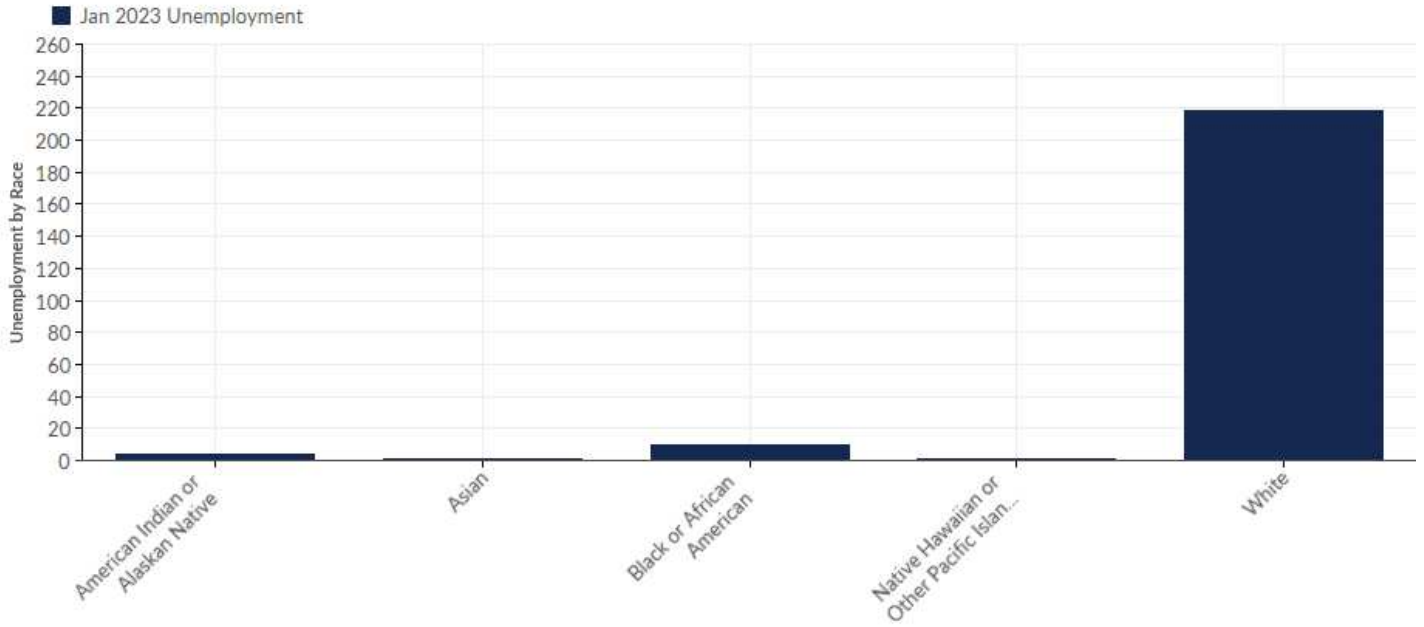
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	5	2.14%
22-24	8	3.42%
25-34	46	19.66%
35-44	52	22.22%
45-54	49	20.94%
55-59	28	11.97%
60-64	27	11.54%
65+	19	8.12%
Total	234	100.00%

Unemployment by Gender



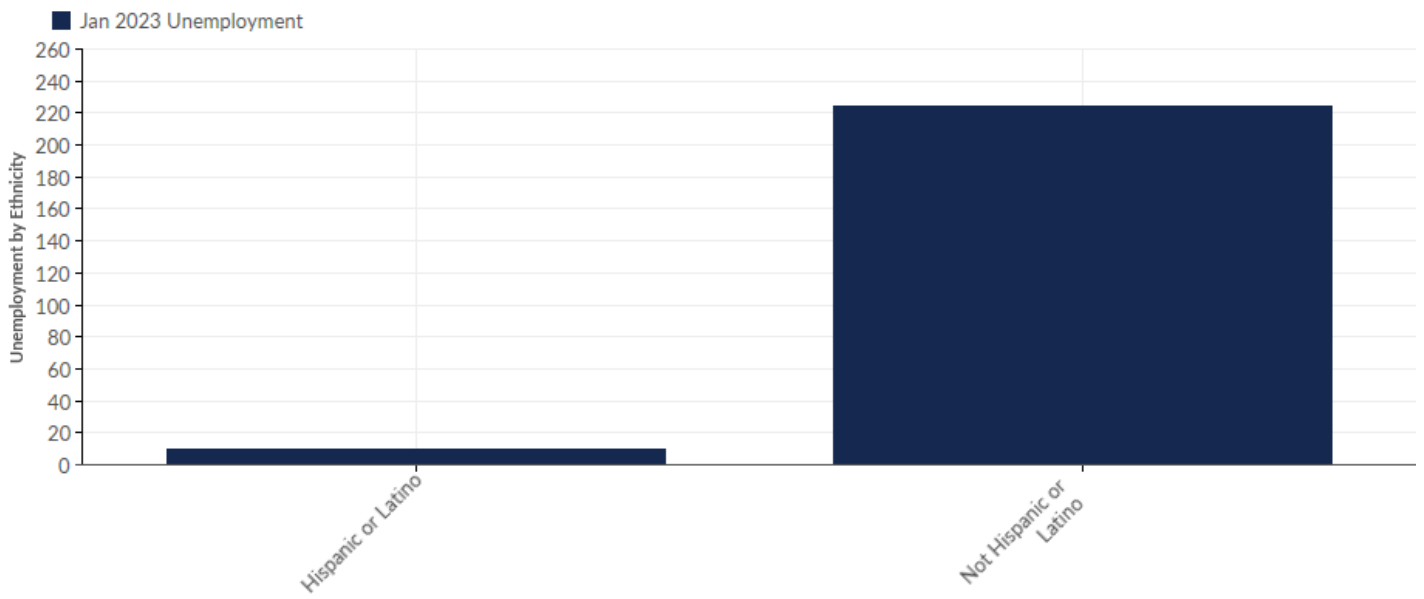
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	65	27.78%
Males	169	72.22%
Total	234	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	4	1.71%
Asian	1	0.43%
Black or African American	9	3.85%
Native Hawaiian or Other Pacific Islander	1	0.43%
White	219	93.59%
Total	234	100.00%

Unemployment by Ethnicity

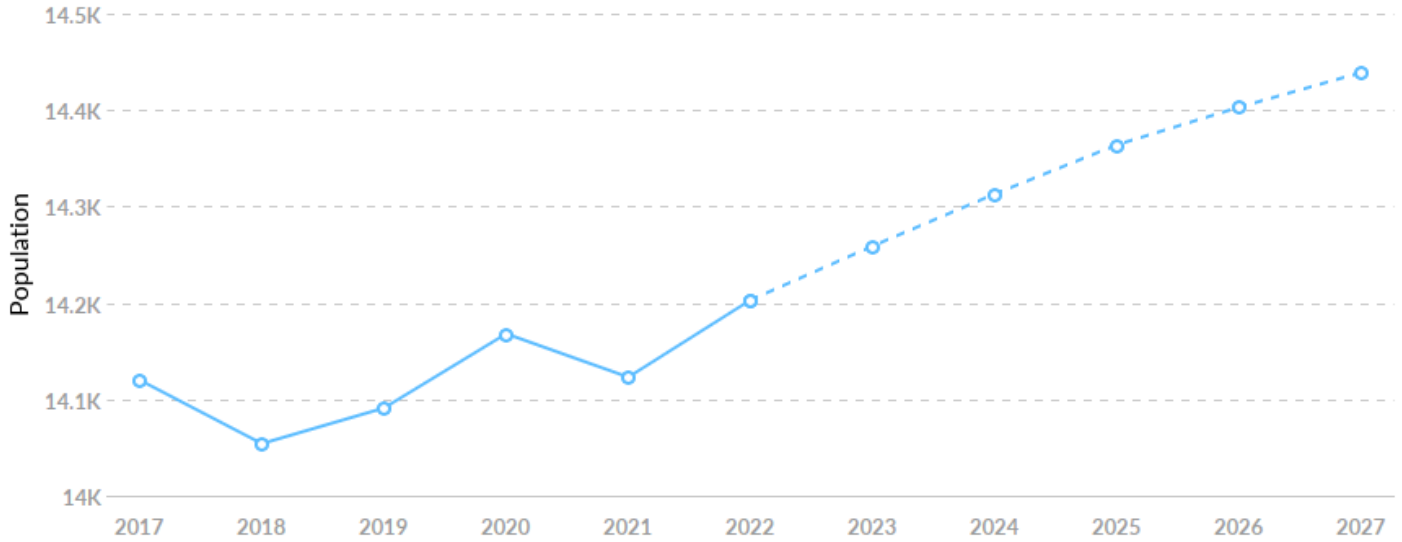


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	10	4.27%
Not Hispanic or Latino	224	95.73%
Total	234	100.00%

Historic & Projected Trends

Population Trends

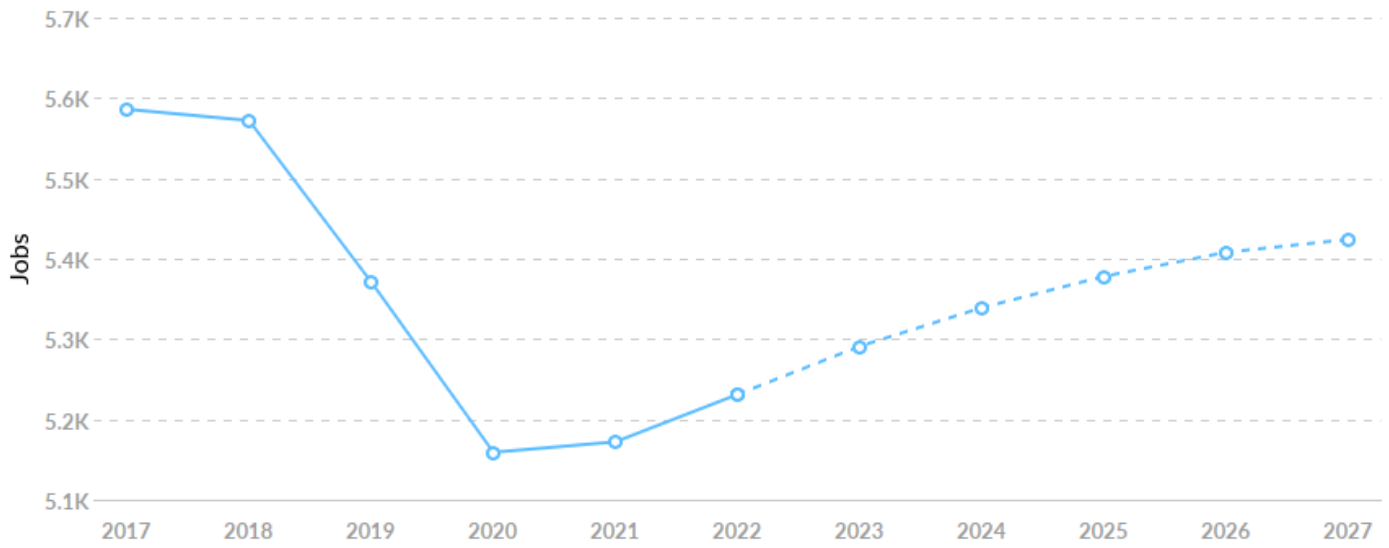
As of 2022 the region's population increased by 0.6% since 2017, growing by 83. Population is expected to increase by 1.7% between 2022 and 2027, adding 236.



Timeframe	Population
2017	14,120
2018	14,054
2019	14,091
2020	14,168
2021	14,123
2022	14,203
2023	14,259
2024	14,313
2025	14,364
2026	14,403
2027	14,439

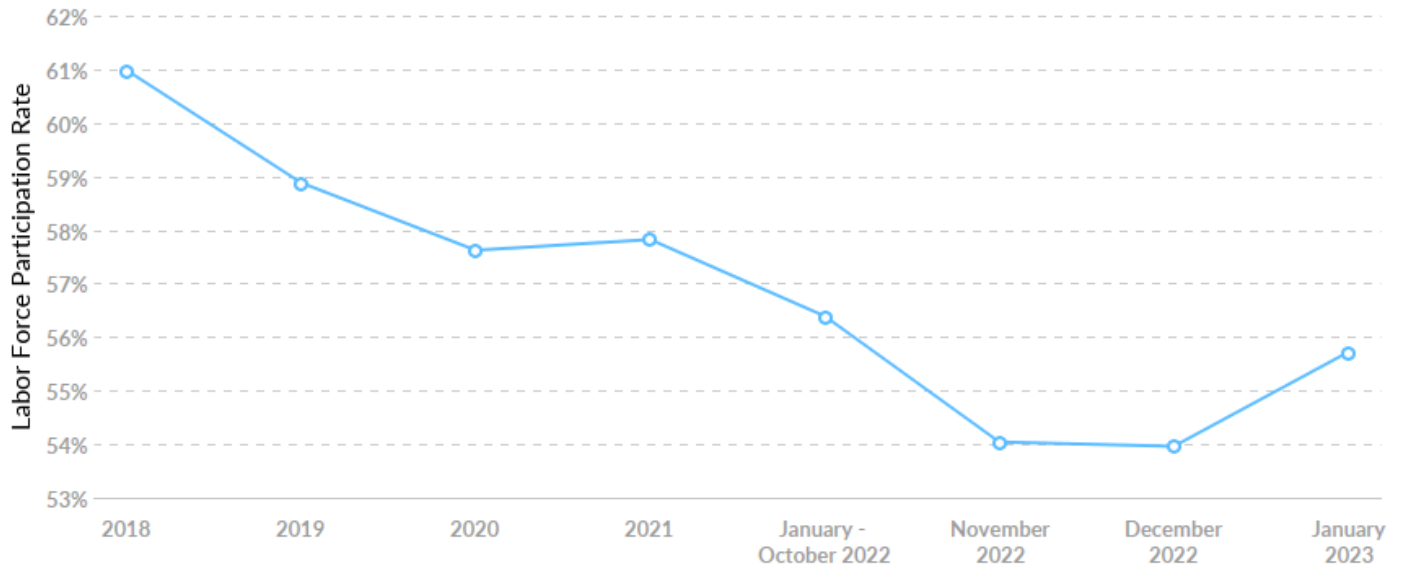
Job Trends

From 2017 to 2022, jobs declined by 6.4% in Rusk County, WI from 5,586 to 5,231. This change fell short of the national growth rate of 3.4% by 9.8%.



Timeframe	Jobs
2017	5,586
2018	5,572
2019	5,371
2020	5,159
2021	5,172
2022	5,231
2023	5,291
2024	5,339
2025	5,378
2026	5,408
2027	5,424

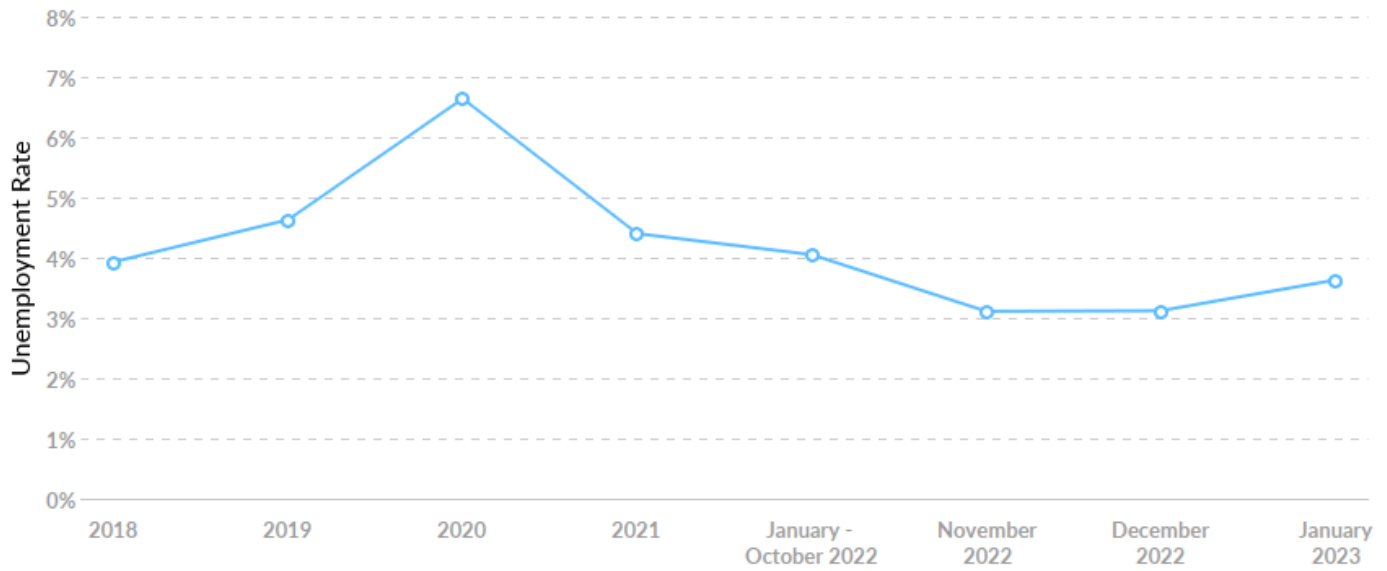
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.98%
2019	58.88%
2020	57.62%
2021	57.82%
January - October 2022	56.39%
November 2022	54.04%
December 2022	53.96%
January 2023	55.72%

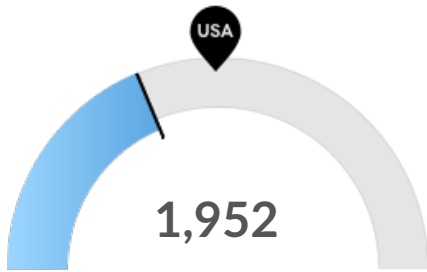
Unemployment Rate Trends

Rusk County, WI had a January 2023 unemployment rate of 3.63%, decreasing from 3.93% 5 years before.



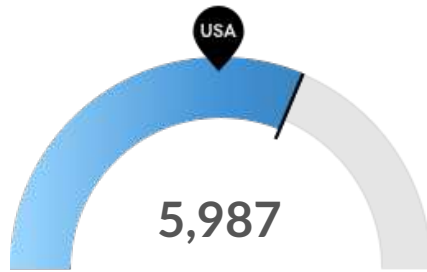
Timeframe	Unemployment Rate
2018	3.93%
2019	4.63%
2020	6.64%
2021	4.40%
January - October 2022	4.05%
November 2022	3.11%
December 2022	3.12%
January 2023	3.63%

Population Characteristics



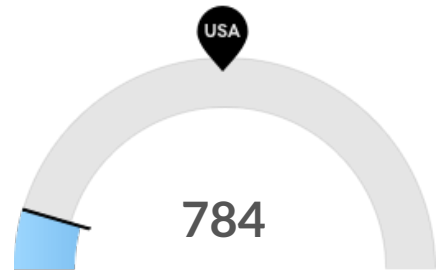
Millennials

Rusk County, WI has 1,952 millennials (ages 25-39). The national average for an area this size is 2,885.



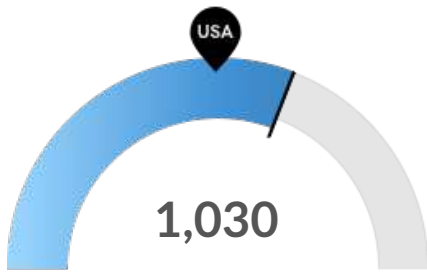
Retiring Soon

Retirement risk is high in Rusk County, WI. The national average for an area this size is 4,198 people 55 or older, while there are 5,987 here.



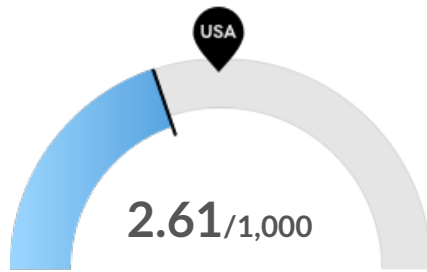
Racial Diversity

Racial diversity is low in Rusk County, WI. The national average for an area this size is 5,747 racially diverse people, while there are 784 here.



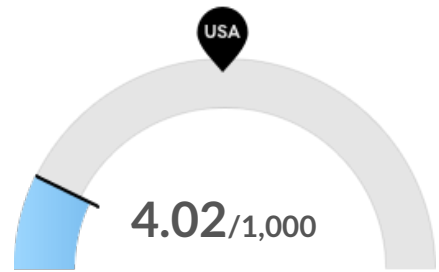
Veterans

Rusk County, WI has 1,030 veterans. The national average for an area this size is 742.



Violent Crime

Rusk County, WI has 2.61 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

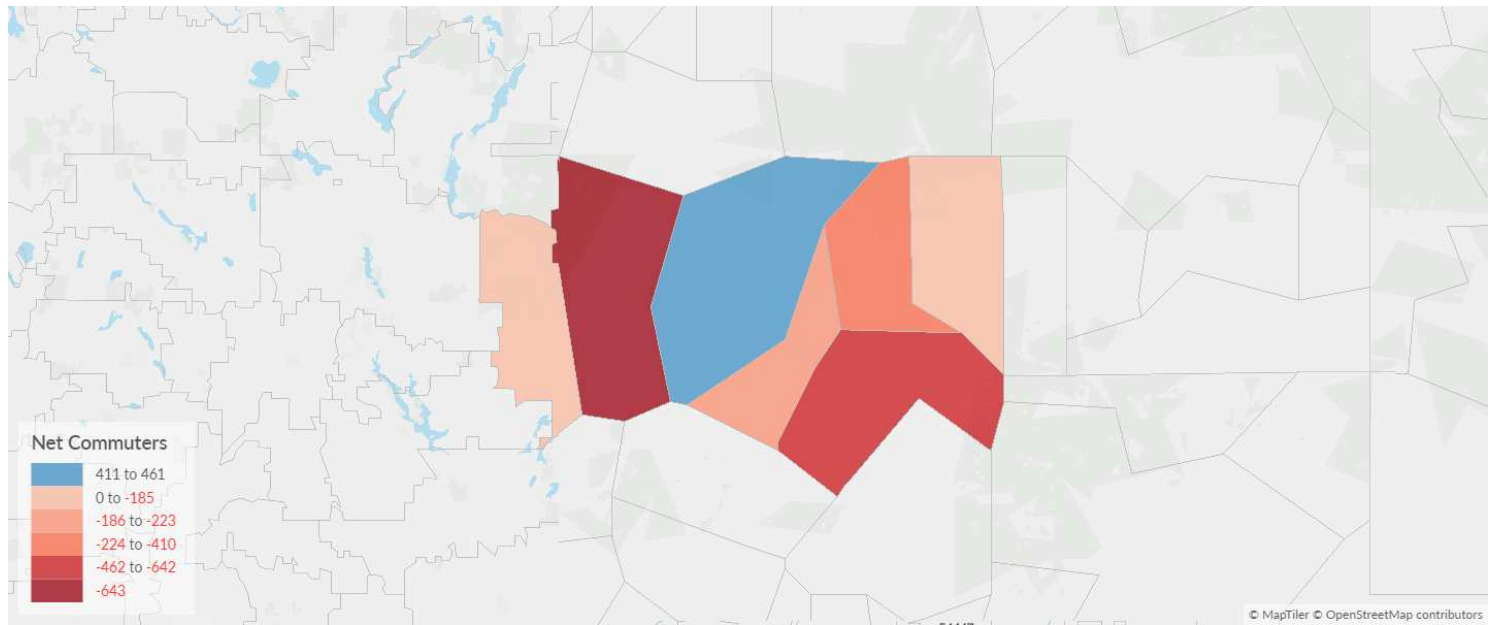


Property Crime

Rusk County, WI has 4.02 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 Rusk County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2022 Employment
54848	Ladysmith, WI (in Rusk ...	2,983
54819	Bruce, WI (in Rusk coun...	659
54895	Weyerhaeuser, WI (in R...	471
54766	Sheldon, WI (in Rusk co...	385
54530	Hawkins, WI (in Rusk co...	324

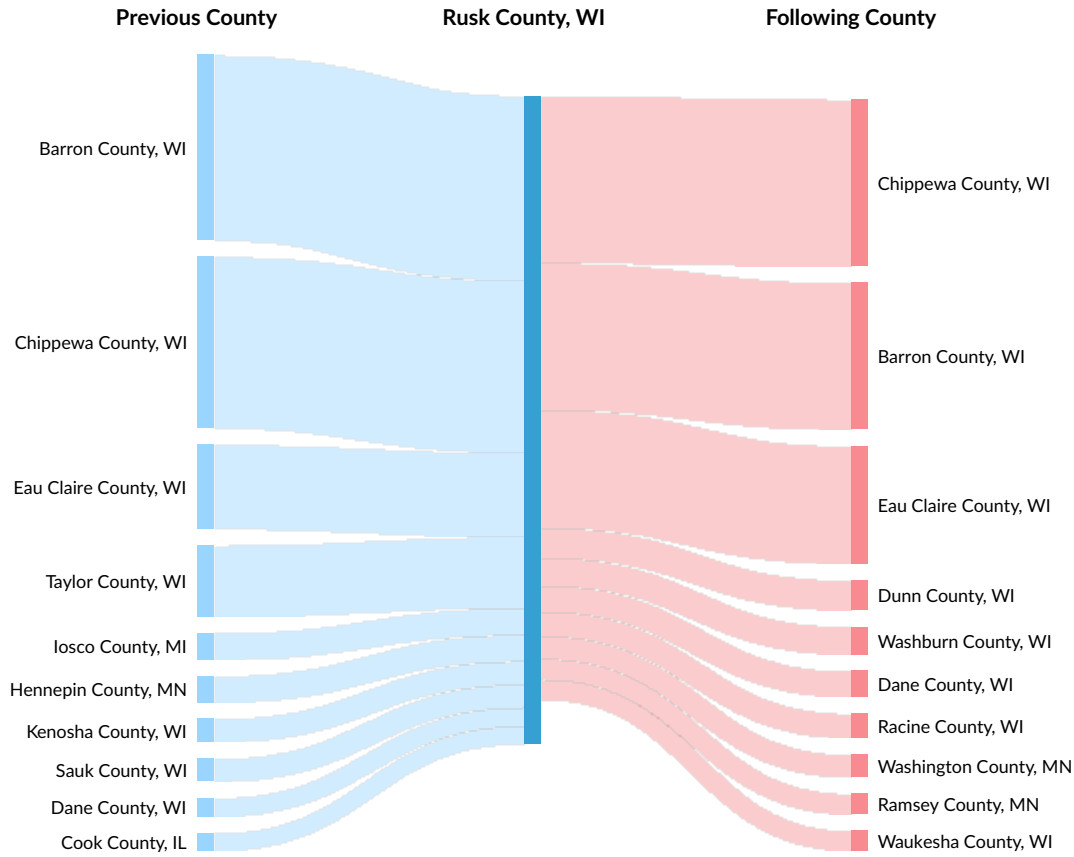
Where Talent Lives

ZIP	Name	2022 Workers
54848	Ladysmith, WI (in Rusk ...	2,572
54819	Bruce, WI (in Rusk coun...	1,303
54766	Sheldon, WI (in Rusk co...	847
54895	Weyerhaeuser, WI (in R...	549
54526	Glen Flora, WI (in Rusk ...	378

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 2020, 98 people have migrated from Barron County, WI to Rusk County, WI. In the same year, 88 people left Rusk County, WI migrating to Chippewa County, WI. The total Net Migration for Rusk County, WI in 2020 was 26.

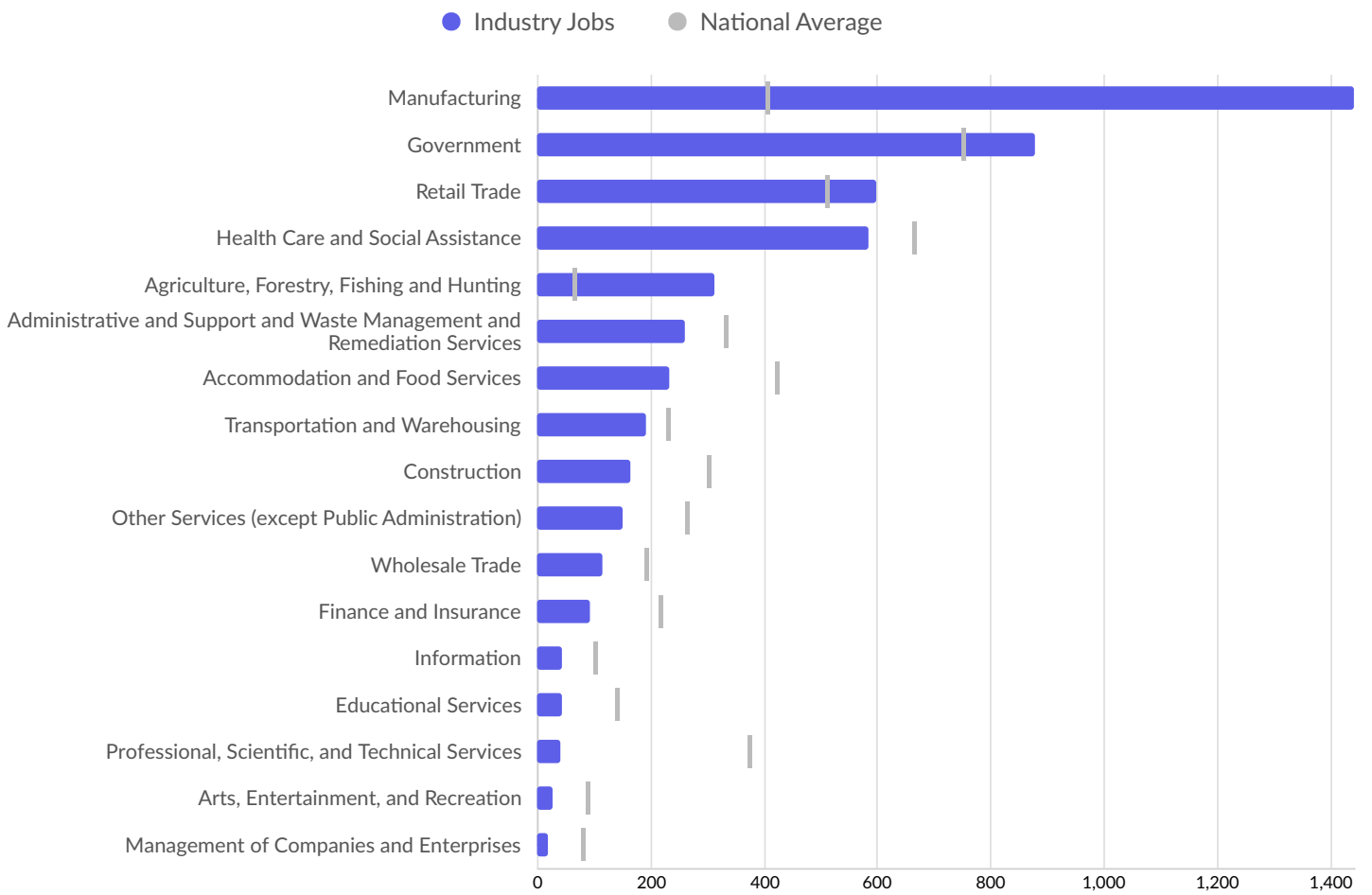


Top Previous Counties	Migrations
Barron County, WI	98
Chippewa County, WI	91
Eau Claire County, WI	45
Taylor County, WI	38
Iosco County, MI	14
Hennepin County, MN	14

Top Previous Counties	Migrations
Kenosha County, WI	12
Sauk County, WI	12
Dane County, WI	10
Cook County, IL	10
Price County, WI	9
Winnebago County, WI	8
Dunn County, WI	7
Waukesha County, WI	6
Milwaukee County, WI	6
Top Following Counties	Migrations
Chippewa County, WI	88
Barron County, WI	78
Eau Claire County, WI	63
Dunn County, WI	16
Washburn County, WI	15
Dane County, WI	14
Racine County, WI	13
Washington County, MN	12
Ramsey County, MN	11
Waukesha County, WI	11
Price County, WI	10
Mower County, MN	9
Carver County, MN	8
Union County, MS	7
Sibley County, MN	7

Industry Characteristics

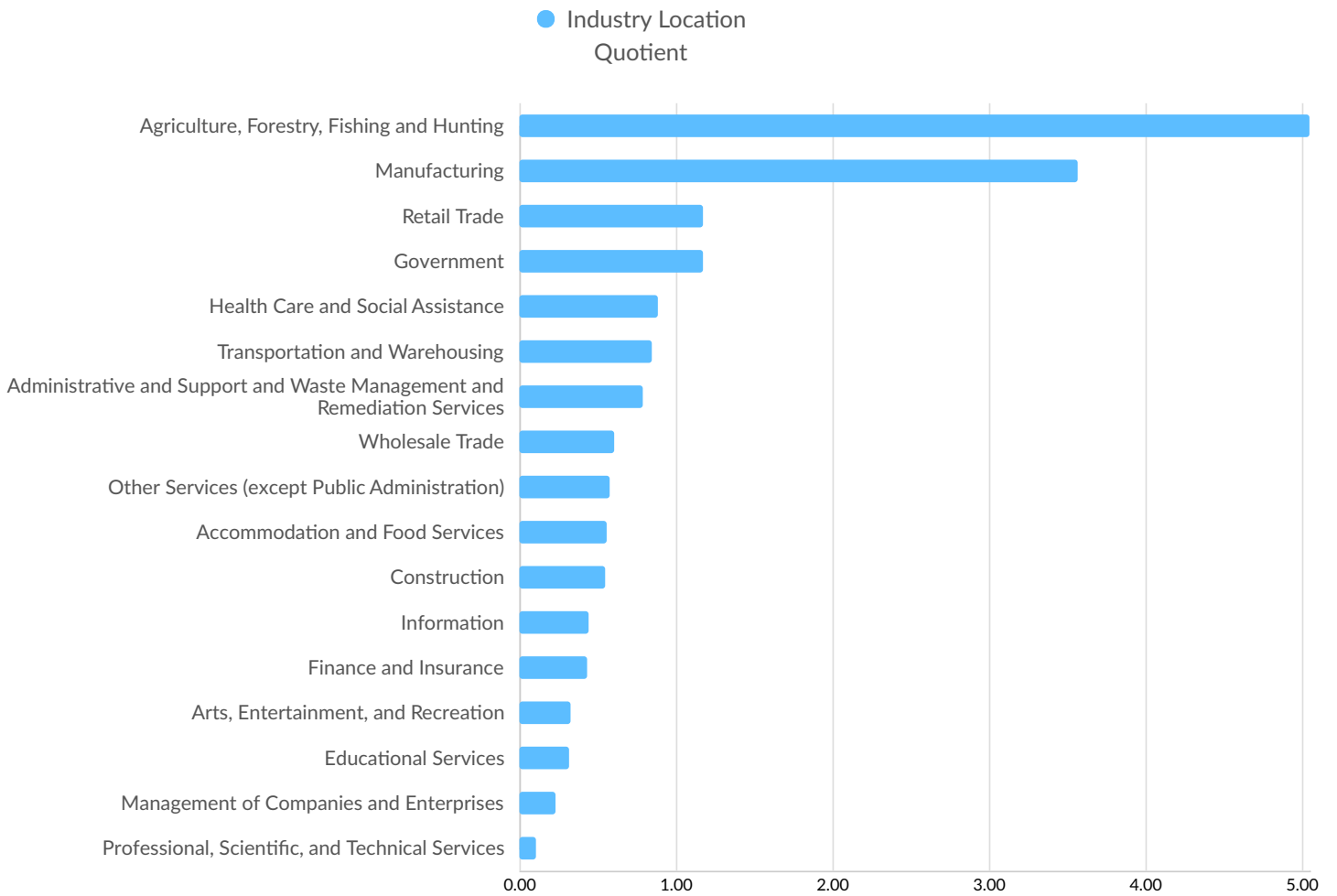
Largest Industries



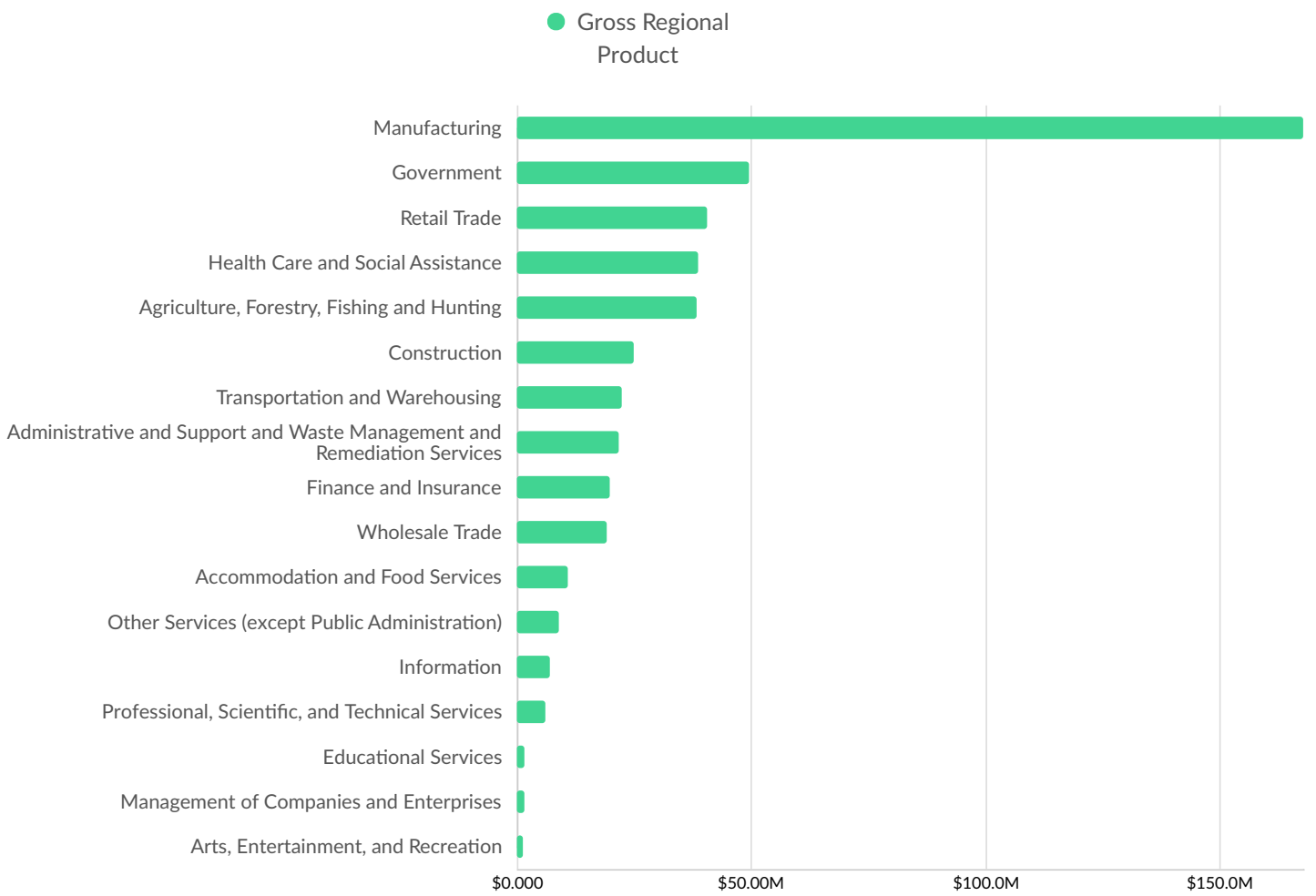
Top Growing Industries



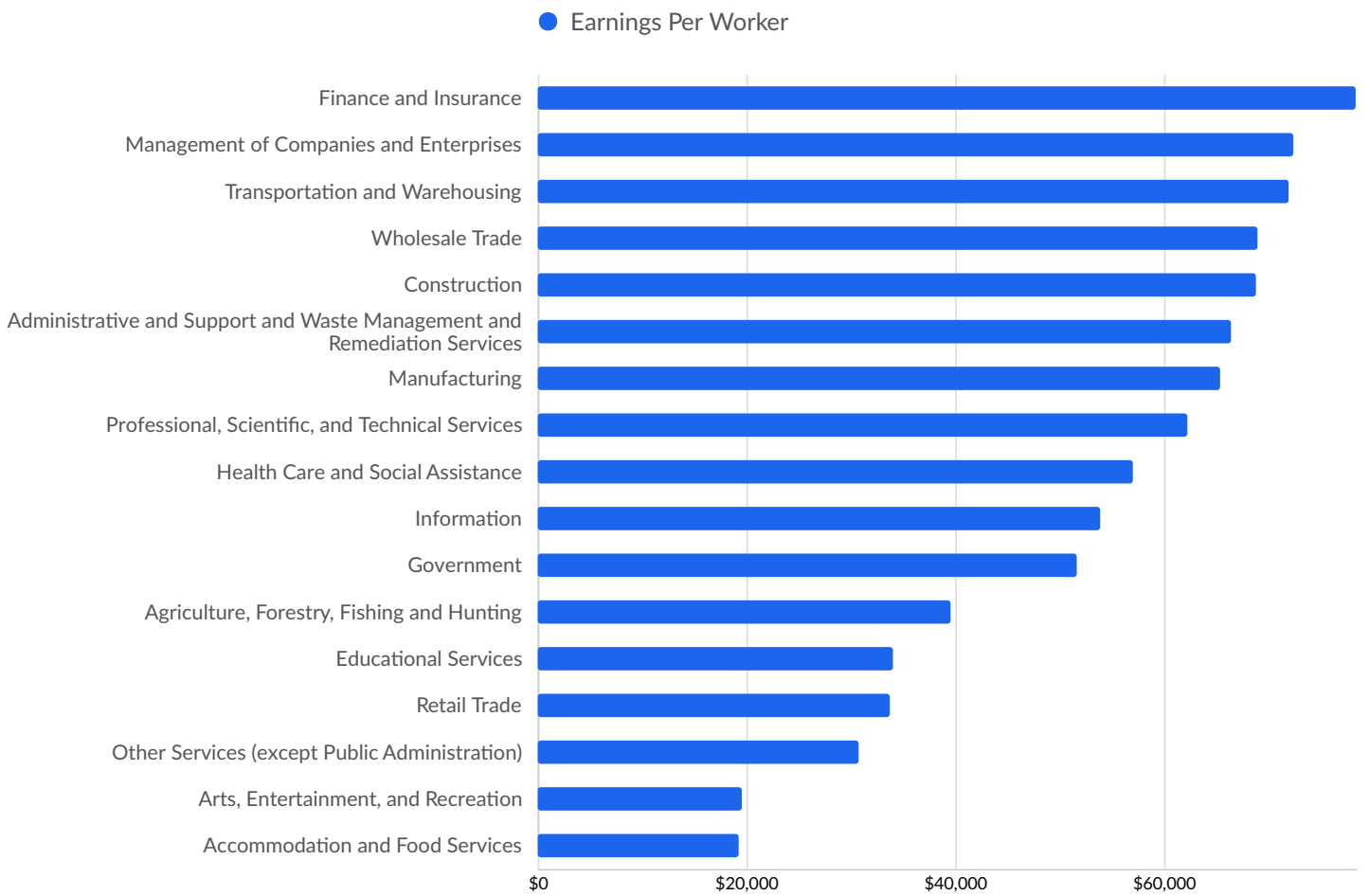
Top Industry Location Quotient



Top Industry GRP



Top Industry Earnings



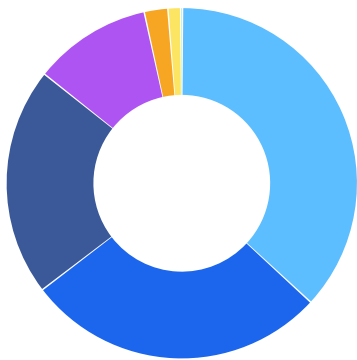
Business Characteristics

953 Companies Employ Your Workers

Online profiles for your workers mention 953 companies as employers, with the top 10 appearing below. In the last 12 months, 57 companies in Rusk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rockwell Automation	41 	Marshfield Clinic	51 
Jeld-Wen	39 	Walmart	49 
Marshfield Clinic	34 	Rockwell Automation	47 
Indianhead Community Action	28 	Beaver Dam Community Hospit...	29 
School District Of Ladysmith	28 	CareInHomes	26 
Weather Shield Windows And D...	28 	Besse Forest Products Group	23 
Artisans	24 	Kwik Trip	16 
Rusk County Memorial Hospital	22 	Circle K	12 
Walmart	20 	Dairy Farmers of America	12 
5R Processors Ltd	16 	Dean Foods	12 

Business Size

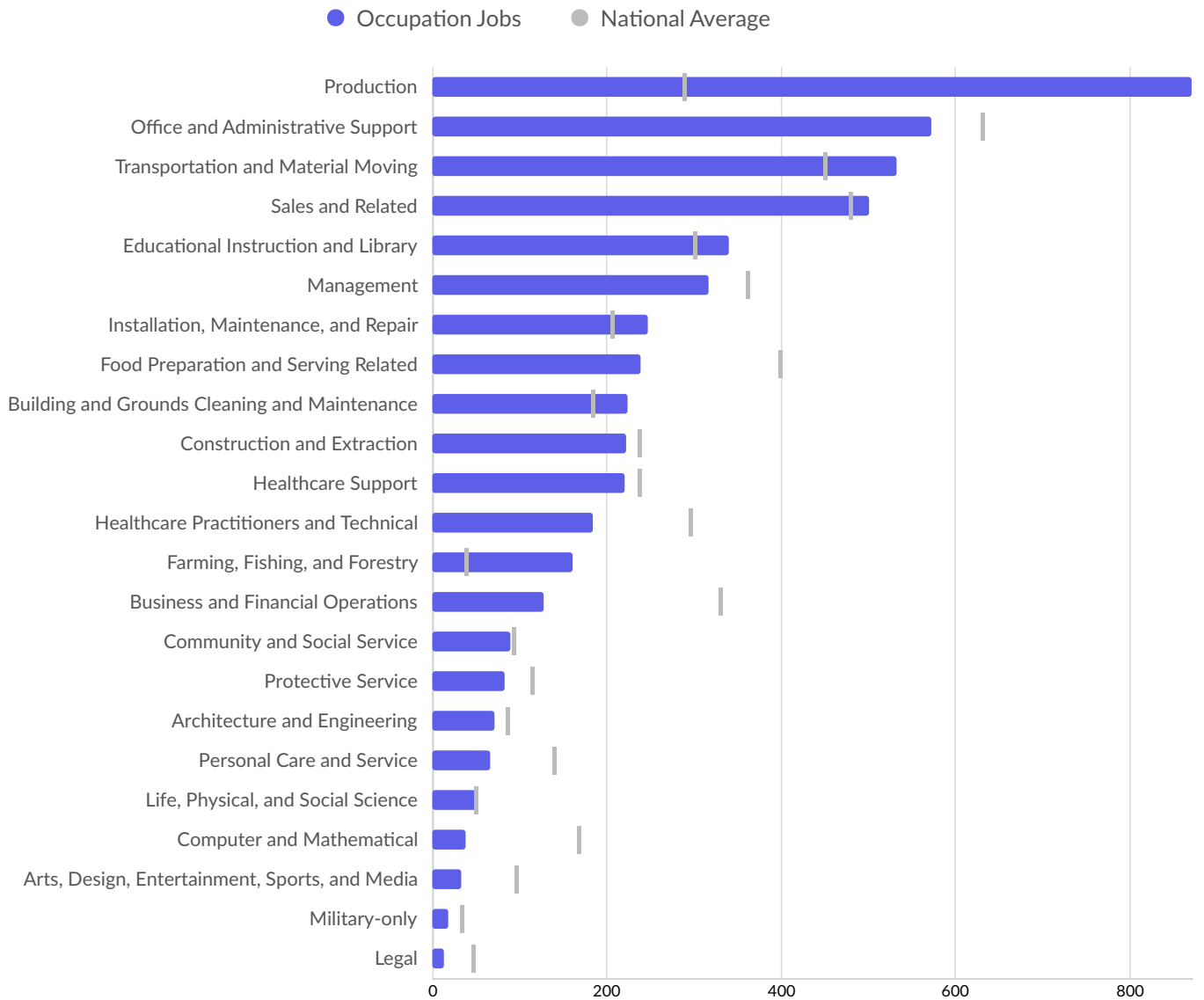


	Percentage	Business Count
1 to 4 employees	36.8%	220
5 to 9 employees	27.8%	166
10 to 19 employees	21.1%	126
20 to 49 employees	10.9%	65
50 to 99 employees	2.2%	13
100 to 249 employees	1.2%	7
500+ employees	0.2%	1

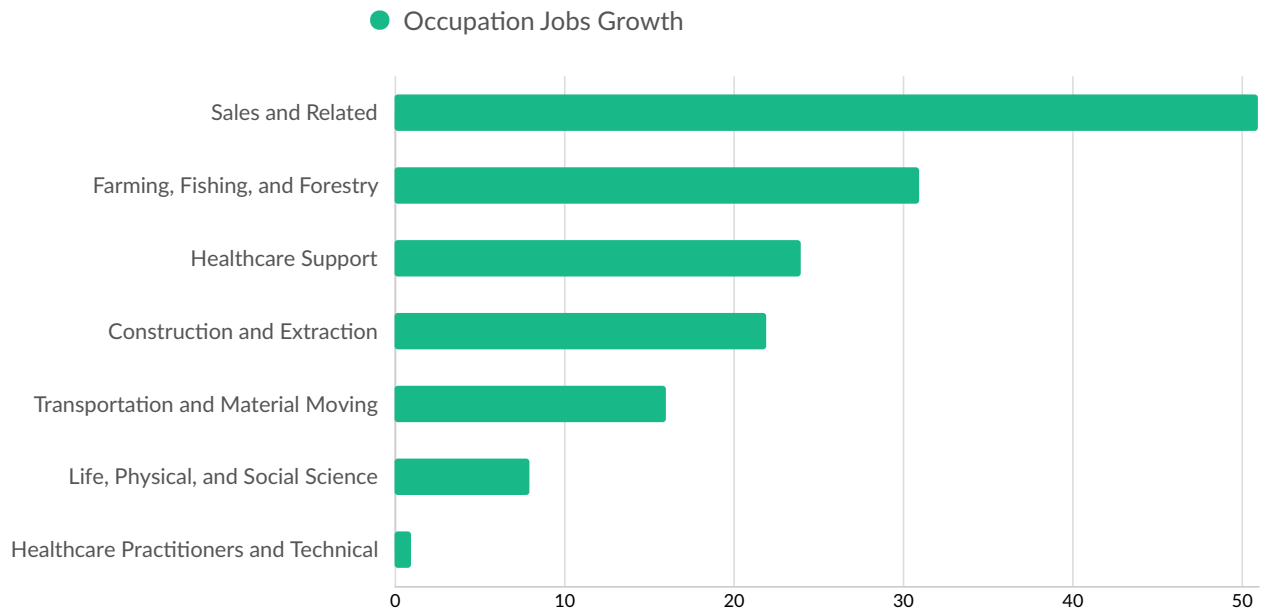
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

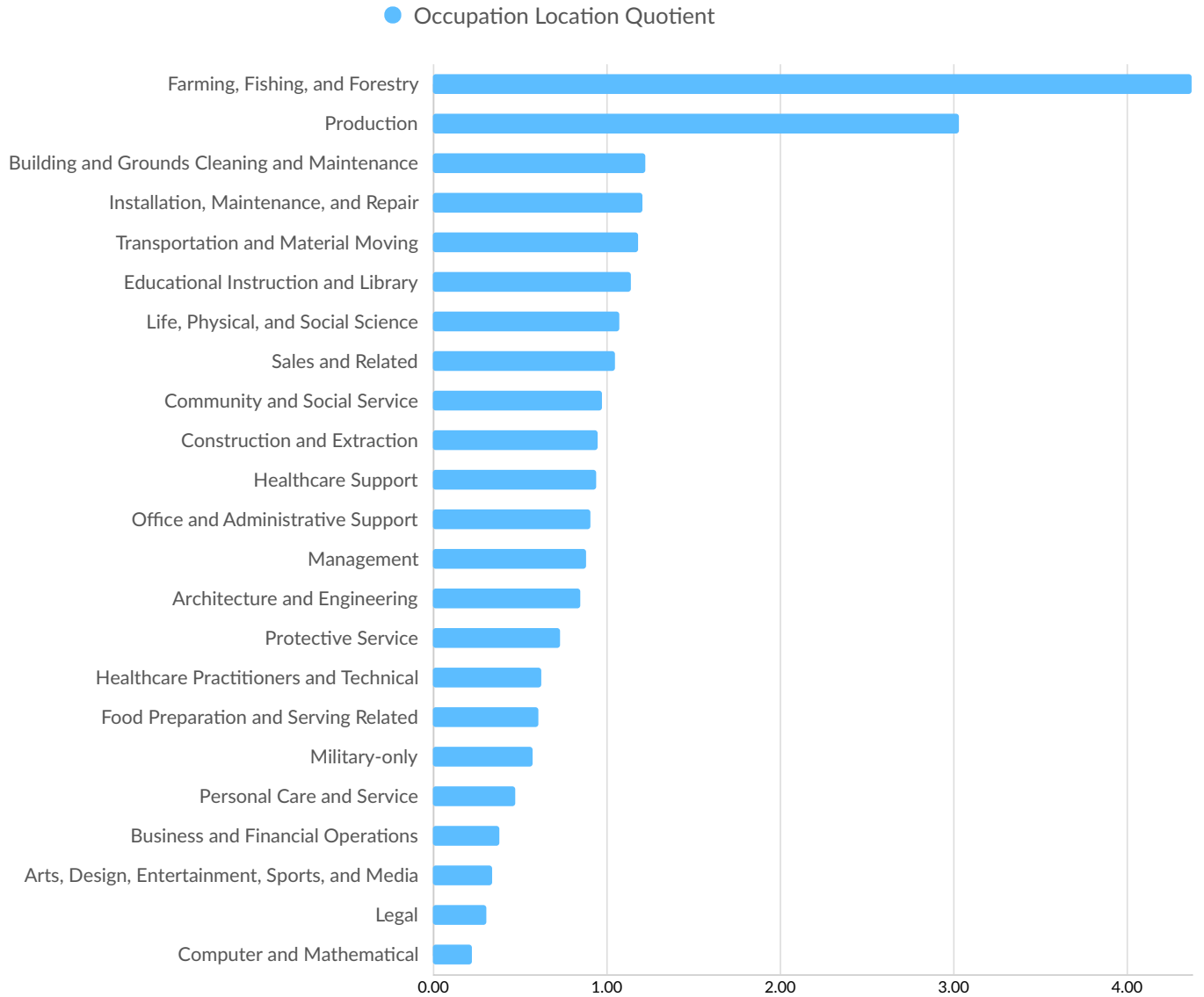
Largest Occupations



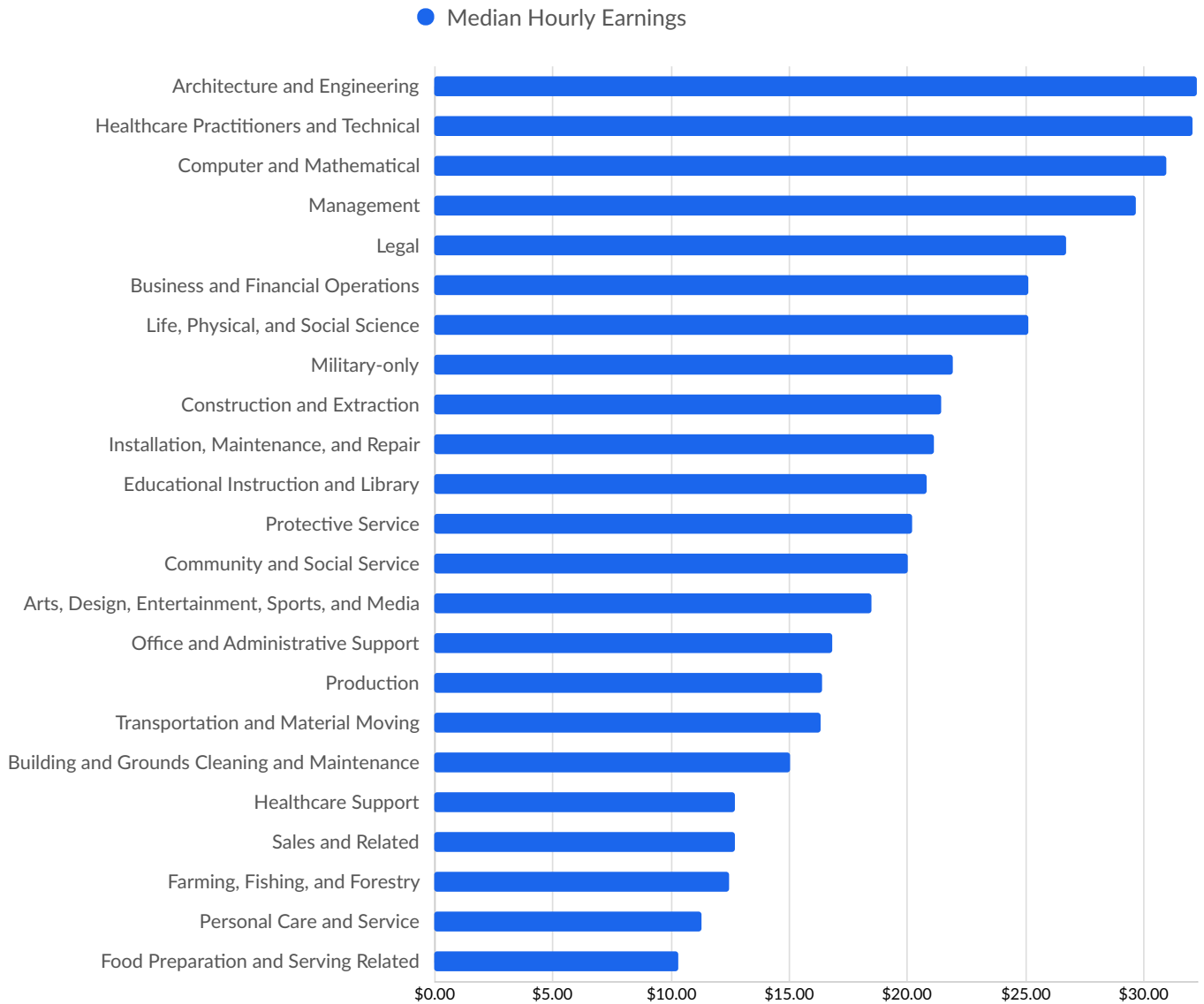
Top Growing Occupations



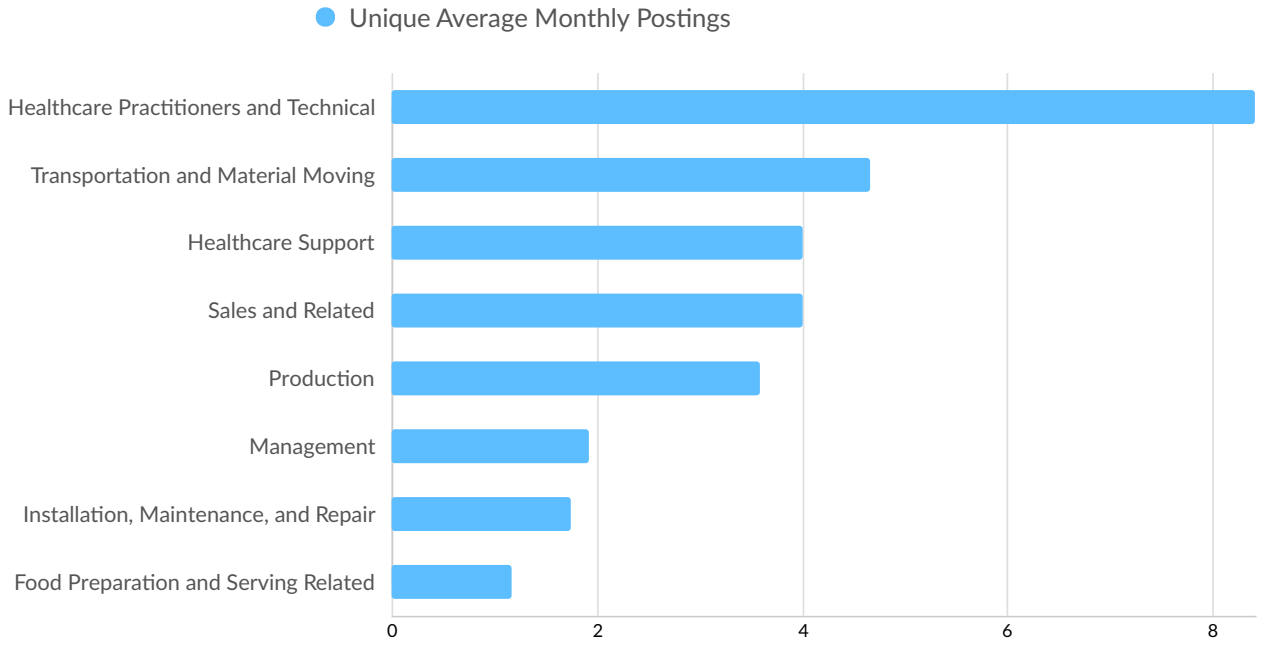
Top Occupation Location Quotient



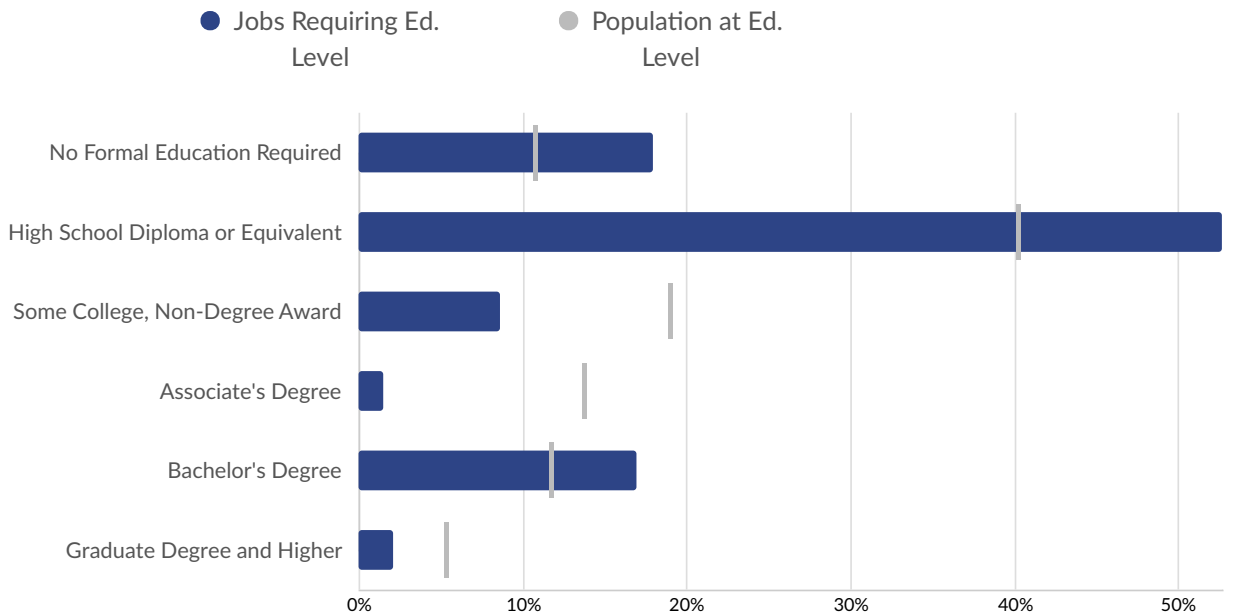
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

