



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

14,107

Population (2019)

Population **decreased by 243** over the last 5 years and is projected to **decrease by 99** over the next 5 years.

5,906

Total Regional Employment

Jobs **decreased by 32** over the last 5 years but are projected to **grow by 54** over the next 5 years.

\$44.3K

Median Household Income (2018)

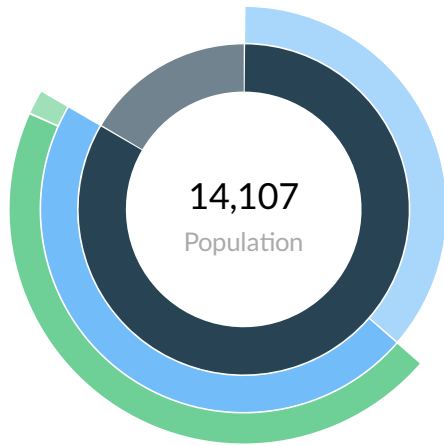
Median household income is **\$16.0K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **declined by 1.7%** since 2014, falling by 243. Population is expected to **decrease by 0.7%** between 2019 and 2024, losing 99.
- From 2014 to 2019, jobs **declined by 0.5%** in Rusk County, WI from 5,938 to **5,906**. This change **fell short of the national growth rate of 7.3% by 7.8%**. As the number of jobs declined, the **labor force participation rate decreased from 58.4% to 56.5% between 2014 and 2019**.
- Concerning educational attainment, **9.7% of Rusk County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **8.7% hold an Associate's Degree** (0.6% above the national average).
- The top three industries in 2019 are Other Wood Product Manufacturing, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	14,107	6,642	5,906	99.8	\$476.09M	\$831.26M	\$641.56M
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

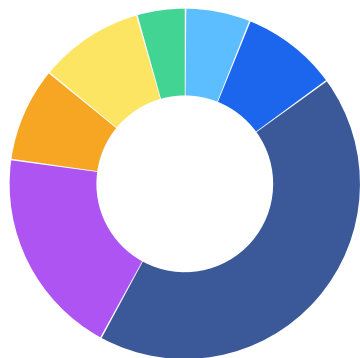
2019 Labor Force Breakdown



	Population
● Total Working Age Population	11,763
● Not in Labor Force (15+)	5,121
● Labor Force	6,642
● Employed	6,397
● Unemployed	245
● Under 15	2,345

Educational Attainment

Concerning educational attainment, **9.7% of Rusk County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **8.7% hold an Associate's Degree** (0.6% above the national average).

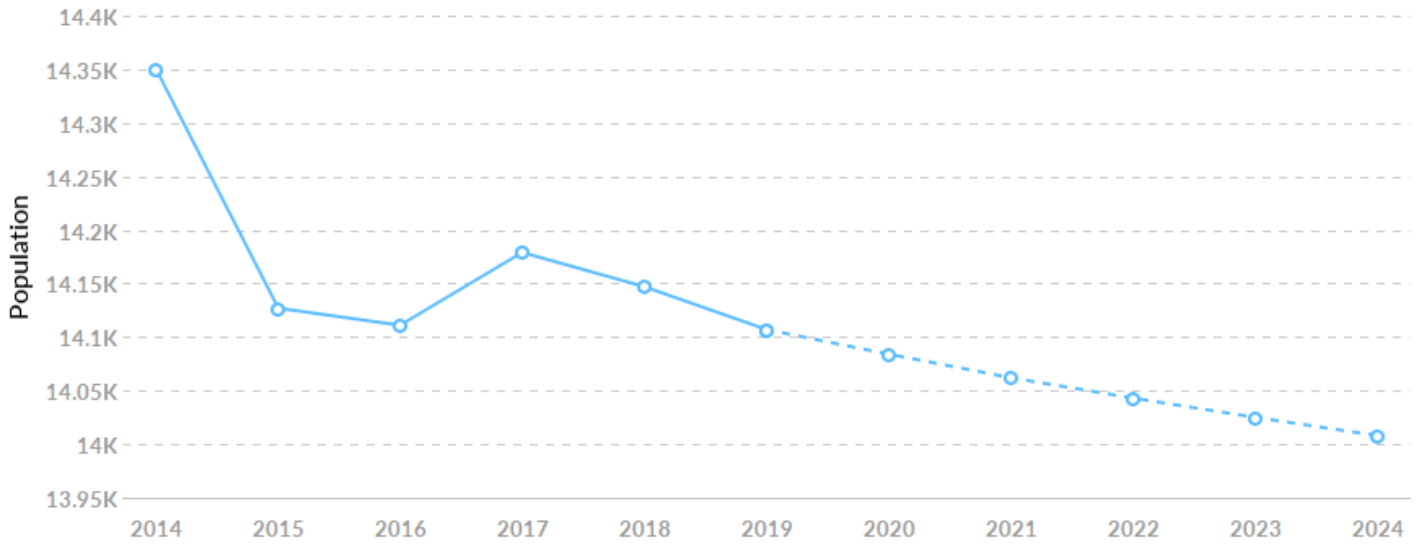


	% of Population	Population
● Less Than 9th Grade	6.0%	618
● 9th Grade to 12th Grade	8.9%	922
● High School Diploma	43.0%	4,434
● Some College	19.3%	1,990
● Associate's Degree	8.7%	899
● Bachelor's Degree	9.7%	998
● Graduate Degree and Higher	4.5%	462

Historic & Projected Trends

Population Trends

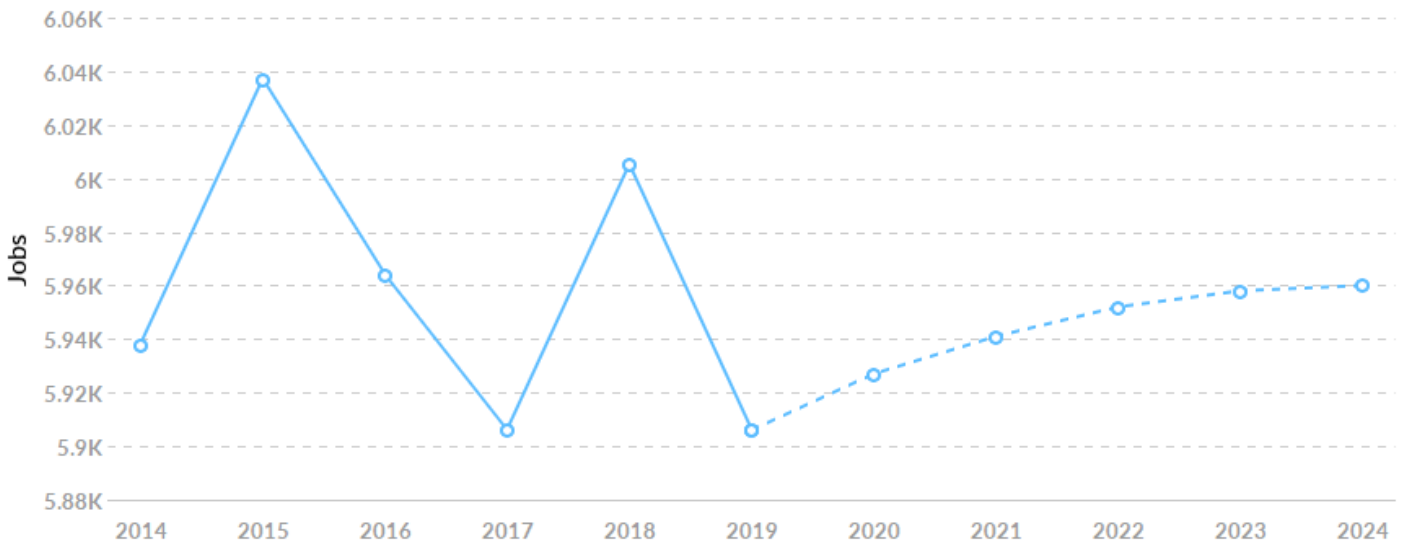
As of 2019 the region's population **declined by 1.7%** since 2014, falling by 243. Population is expected to **decrease by 0.7%** between 2019 and 2024, losing 99.



Timeframe	Population
2014	14,350
2015	14,127
2016	14,111
2017	14,179
2018	14,147
2019	14,107
2020	14,084
2021	14,062
2022	14,043
2023	14,025
2024	14,008

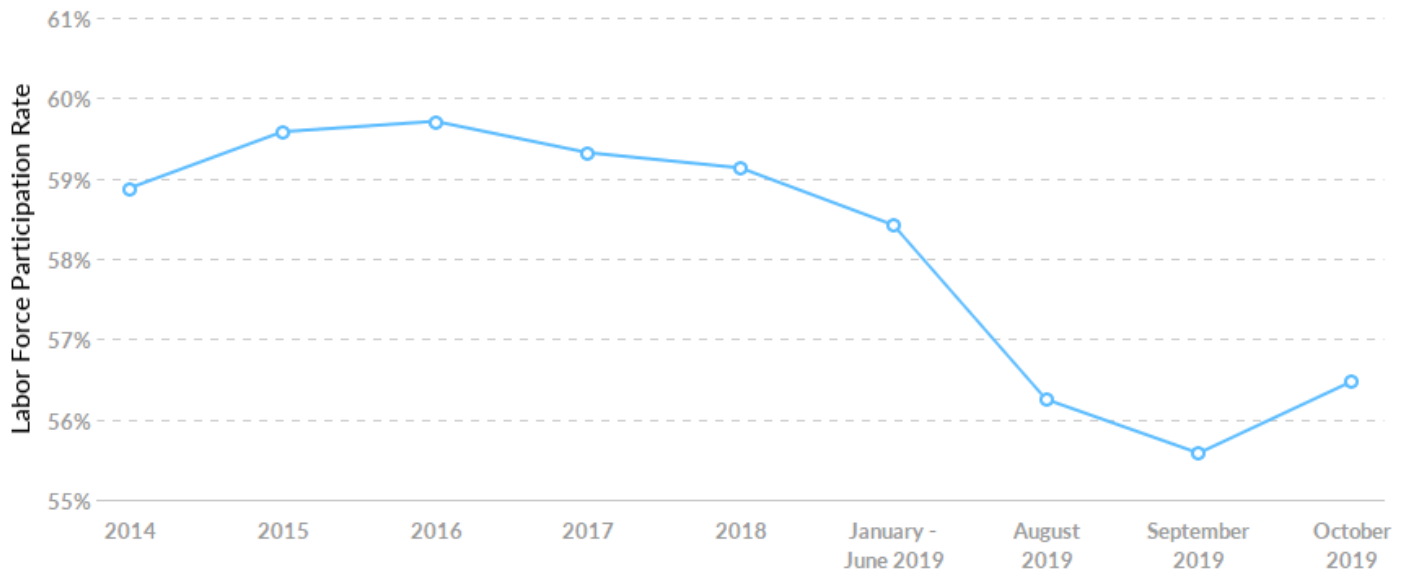
Job Trends

From 2014 to 2019, jobs declined by 0.5% in Rusk County, WI from 5,938 to 5,906. This change fell short of the national growth rate of 7.3% by 7.8%.



Timeframe	Jobs
2014	5,938
2015	6,037
2016	5,964
2017	5,906
2018	6,005
2019	5,906
2020	5,927
2021	5,941
2022	5,952
2023	5,958
2024	5,960

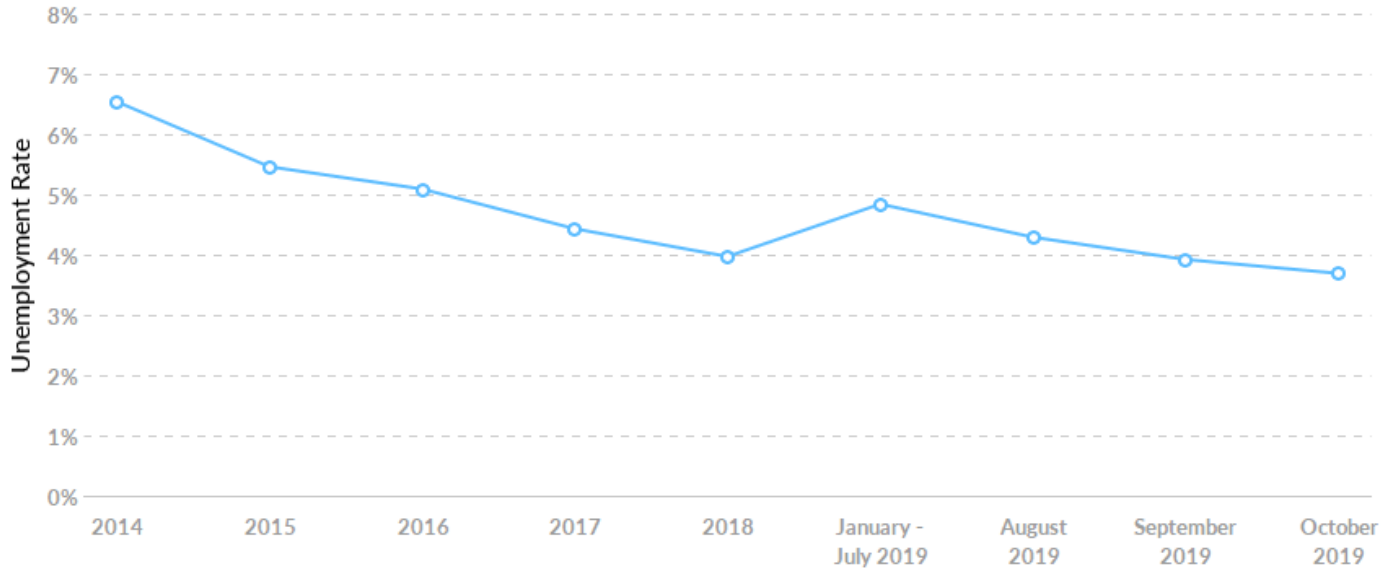
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	58.88%
2015	59.58%
2016	59.71%
2017	59.32%
2018	59.13%
January - June 2019	58.42%
August 2019	56.25%
September 2019	55.58%
October 2019	56.47%

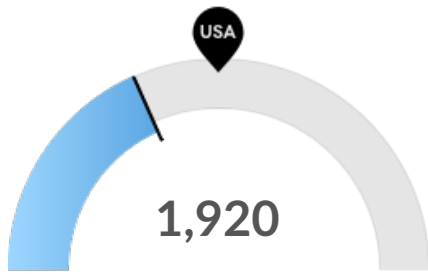
Unemployment Rate Trends

Rusk County, WI had an October 2019 unemployment rate of 3.69%, decreasing from 6.54% 5 years before.



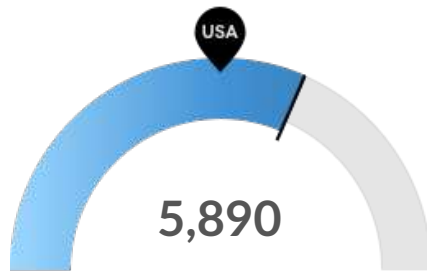
Timeframe	Unemployment Rate
2014	6.54%
2015	5.46%
2016	5.09%
2017	4.43%
2018	3.97%
January - July 2019	4.84%
August 2019	4.29%
September 2019	3.92%
October 2019	3.69%

Population Characteristics



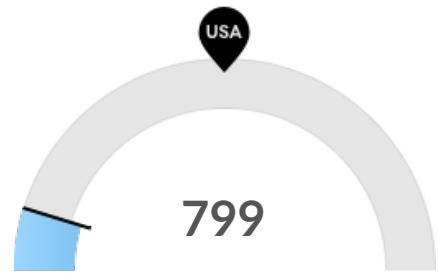
Millennials

Rusk County, WI has 1,920 millennials (ages 25-39). The national average for an area this size is 2,908.



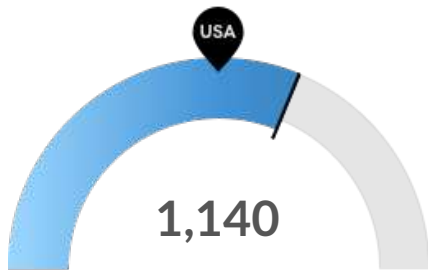
Retiring Soon

Retirement risk is high in Rusk County, WI. The national average for an area this size is 4,095 people 55 or older, while there are 5,890 here.



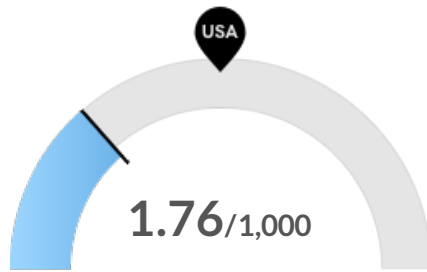
Racial Diversity

Racial diversity is low in Rusk County, WI. The national average for an area this size is 5,605 racially diverse people, while there are 799 here.



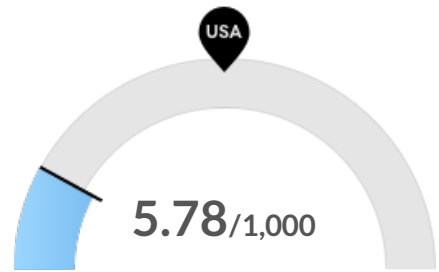
Veterans

Rusk County, WI has 1,140 veterans. The national average for an area this size is 805.



Violent Crime

Rusk County, WI has 1.76 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

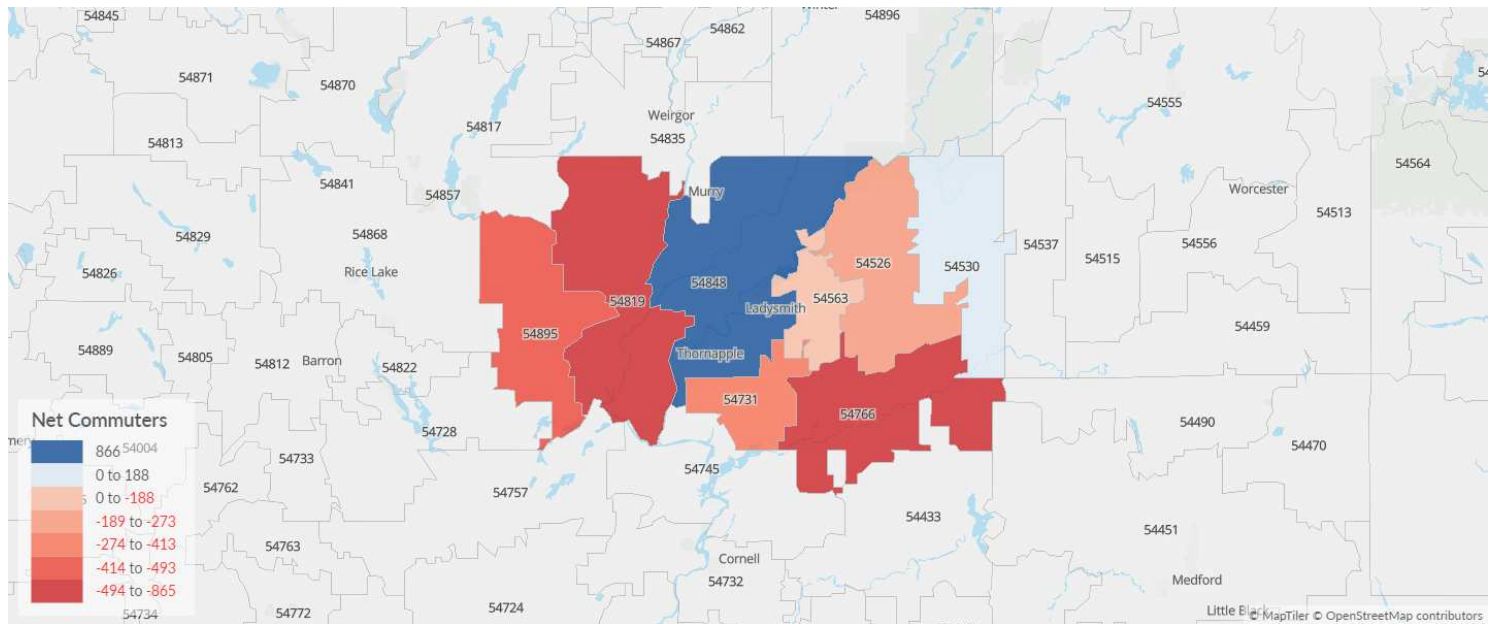


Property Crime

Rusk County, WI has 5.78 property crimes per 1,000 people. The national rate is 22.98 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

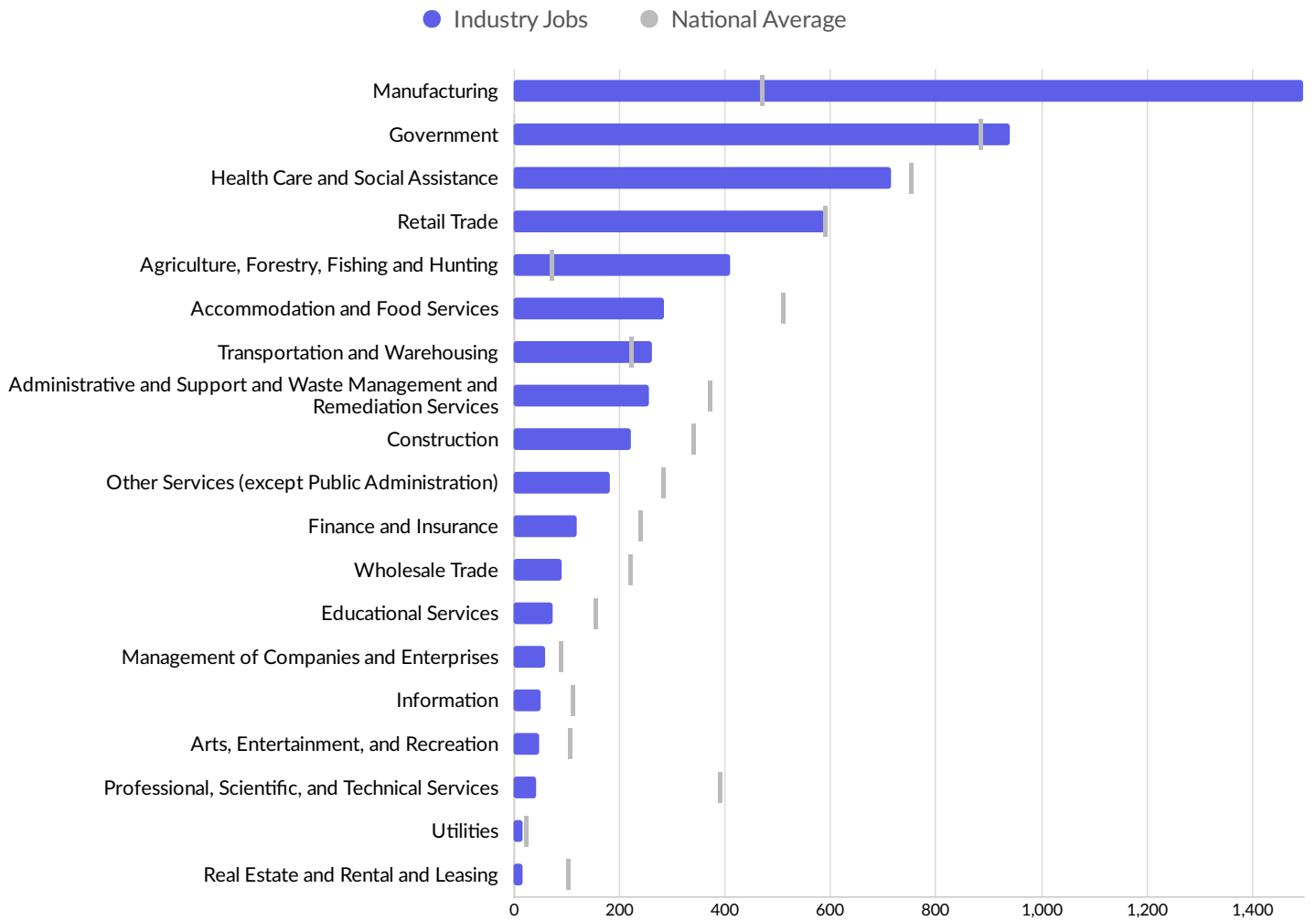
Where Talent Lives

ZIP	Name	2019 Employment
54848	Ladysmith, WI (in Rusk ...	3,997
54819	Bruce, WI (in Rusk coun...	602
54530	Hawkins, WI (in Rusk co...	420
54766	Sheldon, WI (in Rusk co...	260
54526	Glen Flora, WI (in Rusk ...	223

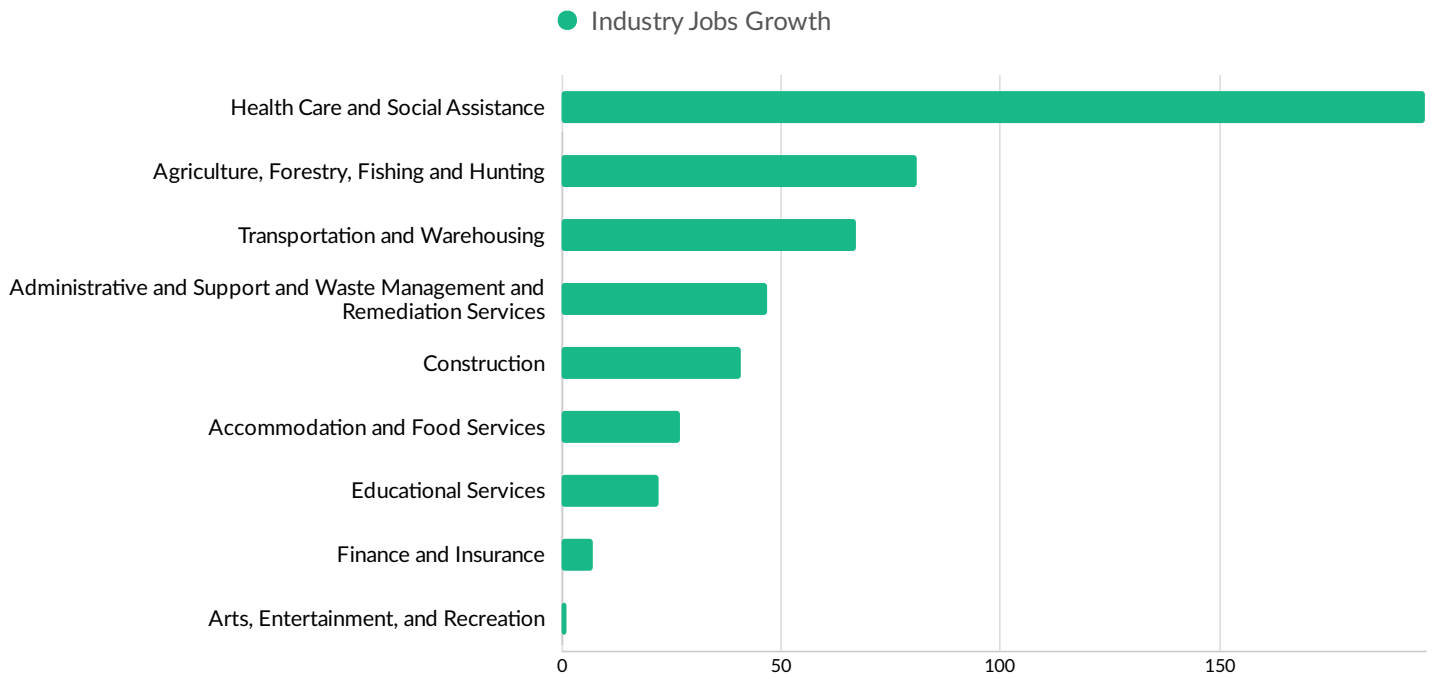
ZIP	Name	2019 Workers
54848	Ladysmith, WI (in Rusk ...	3,131
54819	Bruce, WI (in Rusk coun...	1,110
54766	Sheldon, WI (in Rusk co...	755
54895	Weyerhaeuser, WI (in R...	569
54526	Glen Flora, WI (in Rusk ...	412

Industry Characteristics

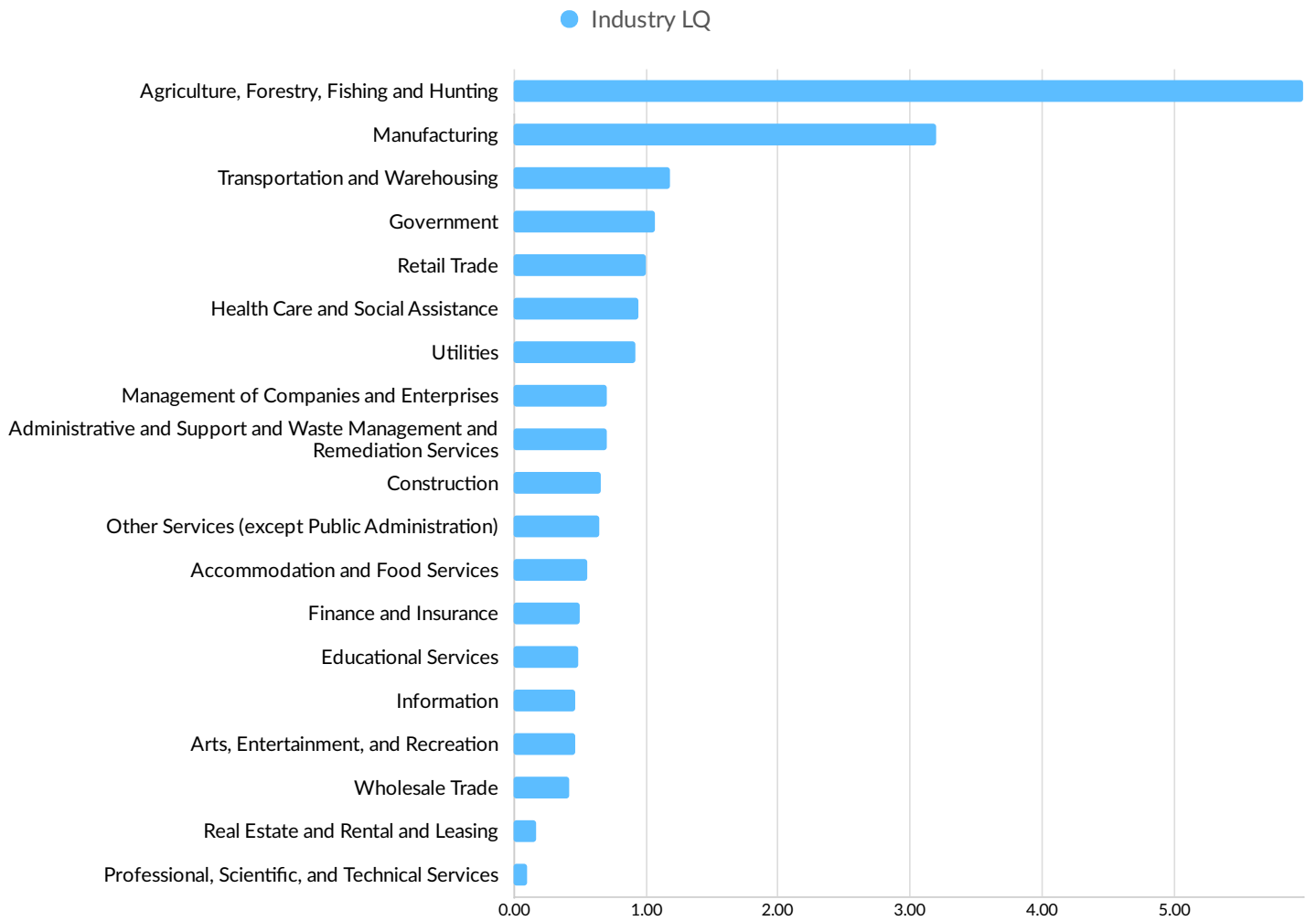
Largest Industries



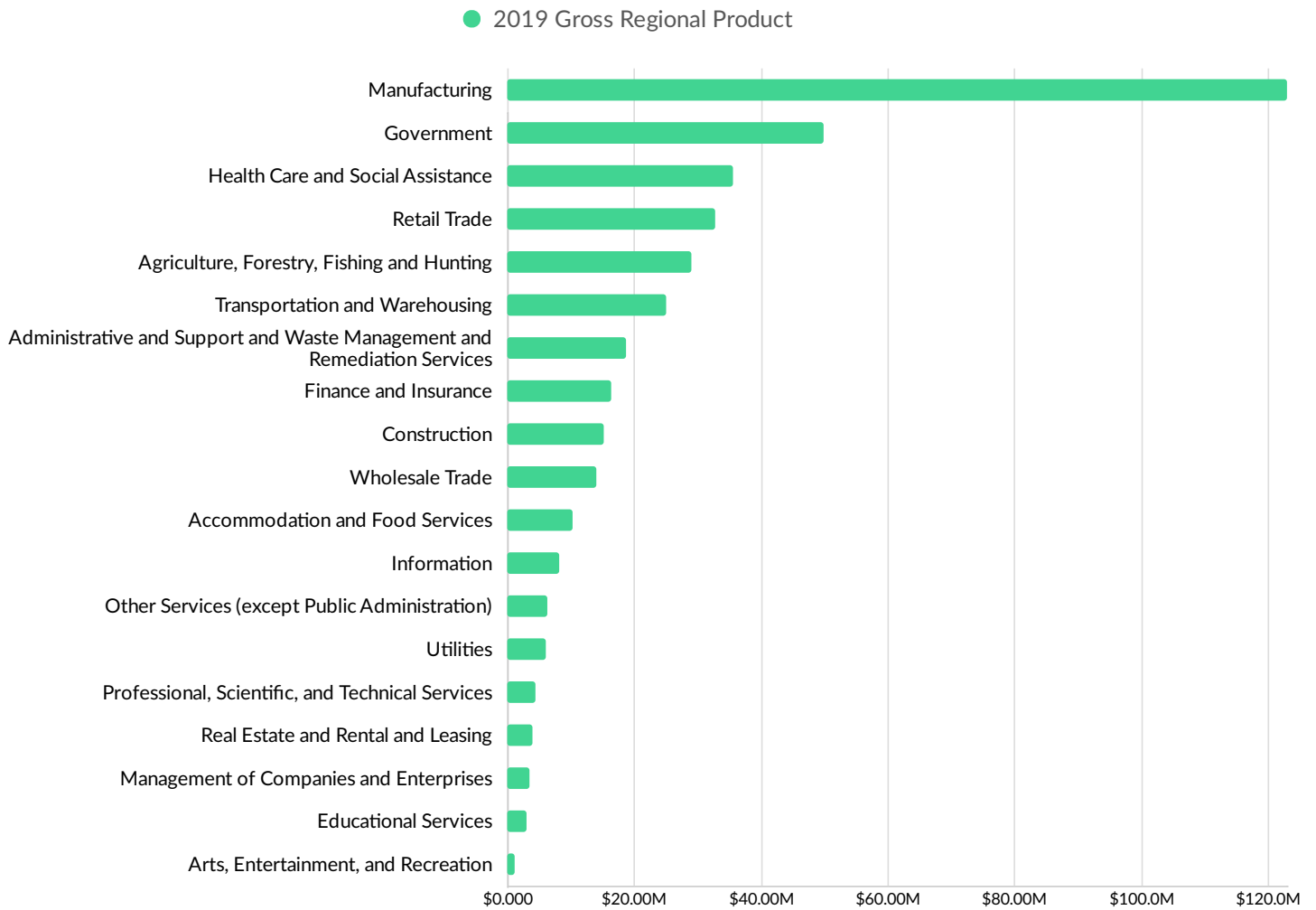
Top Growing Industries



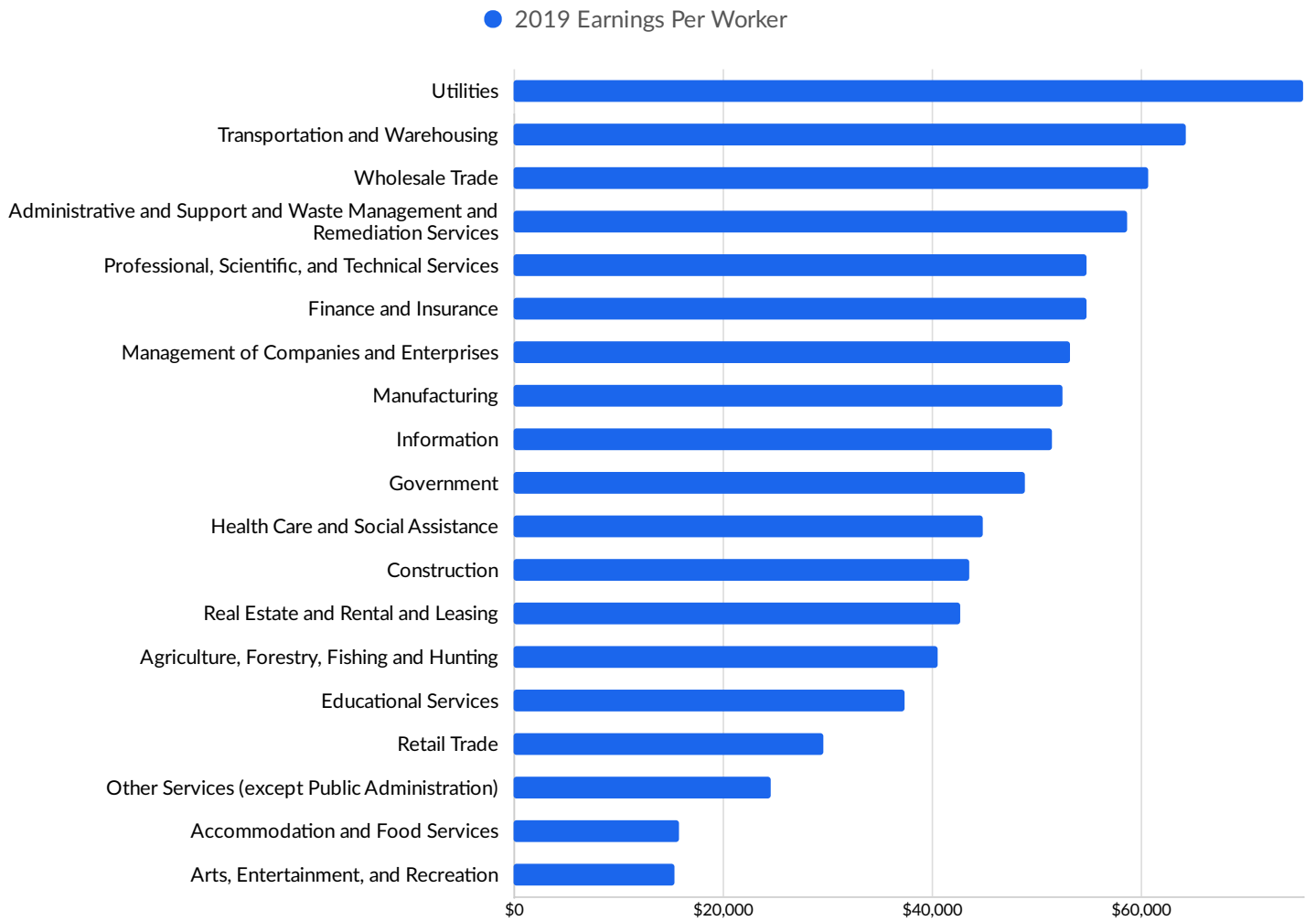
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	1,748	1,497	-251	-14%	3.21	\$52,499	\$123.07M
Government	1,045	940	-105	-10%	1.07	\$48,869	\$49.94M
Health Care and Social Assistance	518	715	197	+38%	0.95	\$44,926	\$35.54M
Retail Trade	619	591	-28	-5%	1.01	\$29,666	\$32.80M
Agriculture, Forestry, Fishing and Hunting	331	412	81	+24%	5.98	\$40,568	\$28.96M
Accommodation and Food Services	258	285	27	+10%	0.56	\$15,822	\$10.23M
Transportation and Warehousing	195	262	67	+34%	1.19	\$64,332	\$25.08M
Administrative and Support and Waste Management and Remediation Services	210	257	47	+22%	0.70	\$58,670	\$18.85M
Construction	182	223	41	+23%	0.66	\$43,601	\$15.19M
Other Services (except Public Administration)	194	183	-11	-6%	0.65	\$24,535	\$6.42M
Finance and Insurance	113	120	7	+6%	0.51	\$54,854	\$16.29M
Wholesale Trade	105	91	-14	-13%	0.42	\$60,691	\$13.96M
Educational Services	53	75	22	+42%	0.50	\$37,405	\$3.12M
Management of Companies and Enterprises	137	60	-77	-56%	0.71	\$53,237	\$3.60M
Information	55	51	-4	-7%	0.47	\$51,574	\$8.21M
Arts, Entertainment, and Recreation	48	49	1	+2%	0.47	\$15,449	\$1.23M
Professional, Scientific, and Technical Services	89	42	-47	-53%	0.11	\$54,871	\$4.54M
Utilities	22	18	-4	-18%	0.92	\$75,534	\$6.07M
Real Estate and Rental and Leasing	17	17	0	0%	0.17	\$42,716	\$4.04M

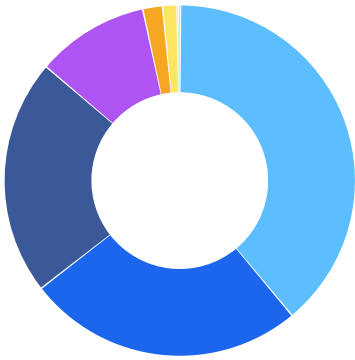
Business Characteristics

963 Companies Employ Your Workers

Online profiles for your workers mention 963 companies as employers, with the top 10 appearing below. In the last 12 months, 335 companies in Rusk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Jeld-Wen, Inc.	44 	Platinum Supplemental Insuranc...	272 
Rockwell Automation, Inc.	44 	Marshfield Clinic	160 
Artisans, Inc.	34 	Ladysmith Care & Rehab	87 
Rush County Memorial Hospital	33 	Telereach Inc	78 
Marshfield Clinic	23 	Roehl Transport, Inc.	77 
Weather Shield Windows	23 	CRST International, Inc.	69 
Rusk County	20 	U.S. Xpress, Inc.	68 
Wal-Mart Stores, Inc.	20 	Wal-Mart, Inc.	52 
School District of Ladysmith	19 	Rockwell Automation, Inc.	50 
5-R Processors, Ltd.	18 	H&R Block, Inc.	46 

Business Size

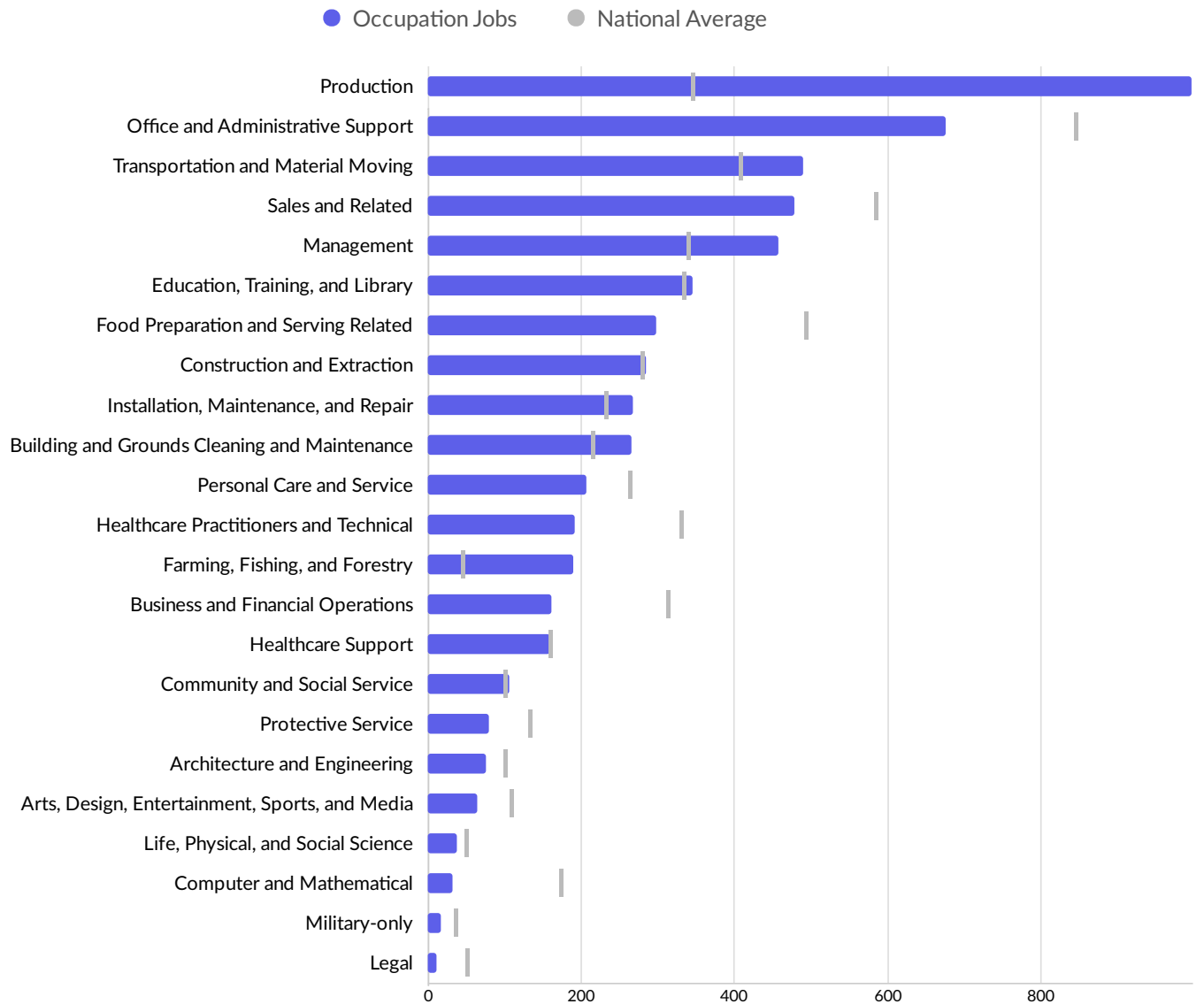


	Percentage	Business Count
1 to 4 employees	38.9%	236
5 to 9 employees	25.5%	155
10 to 19 employees	21.7%	132
20 to 49 employees	10.4%	63
50 to 99 employees	1.8%	11
100 to 249 employees	1.3%	8
250 to 499 employees	0.2%	1
500+ employees	0.2%	1

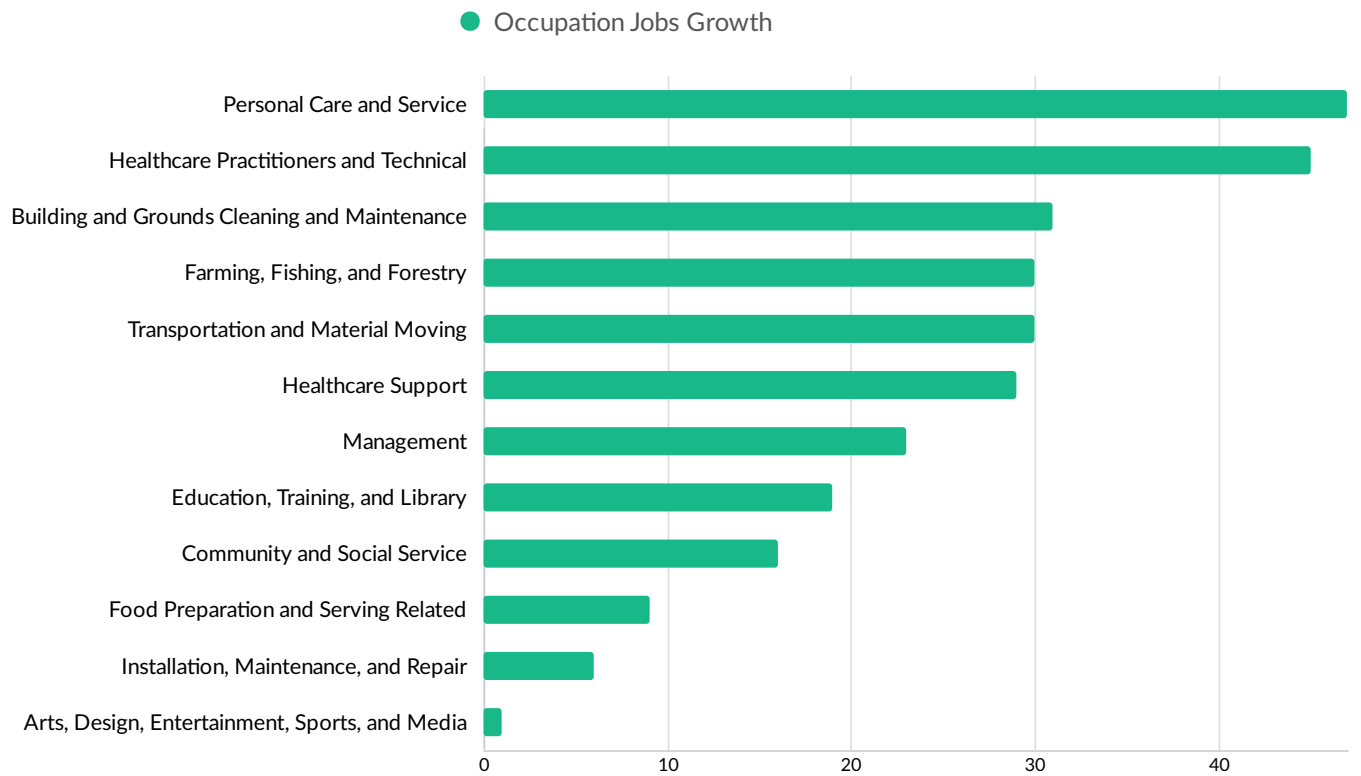
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

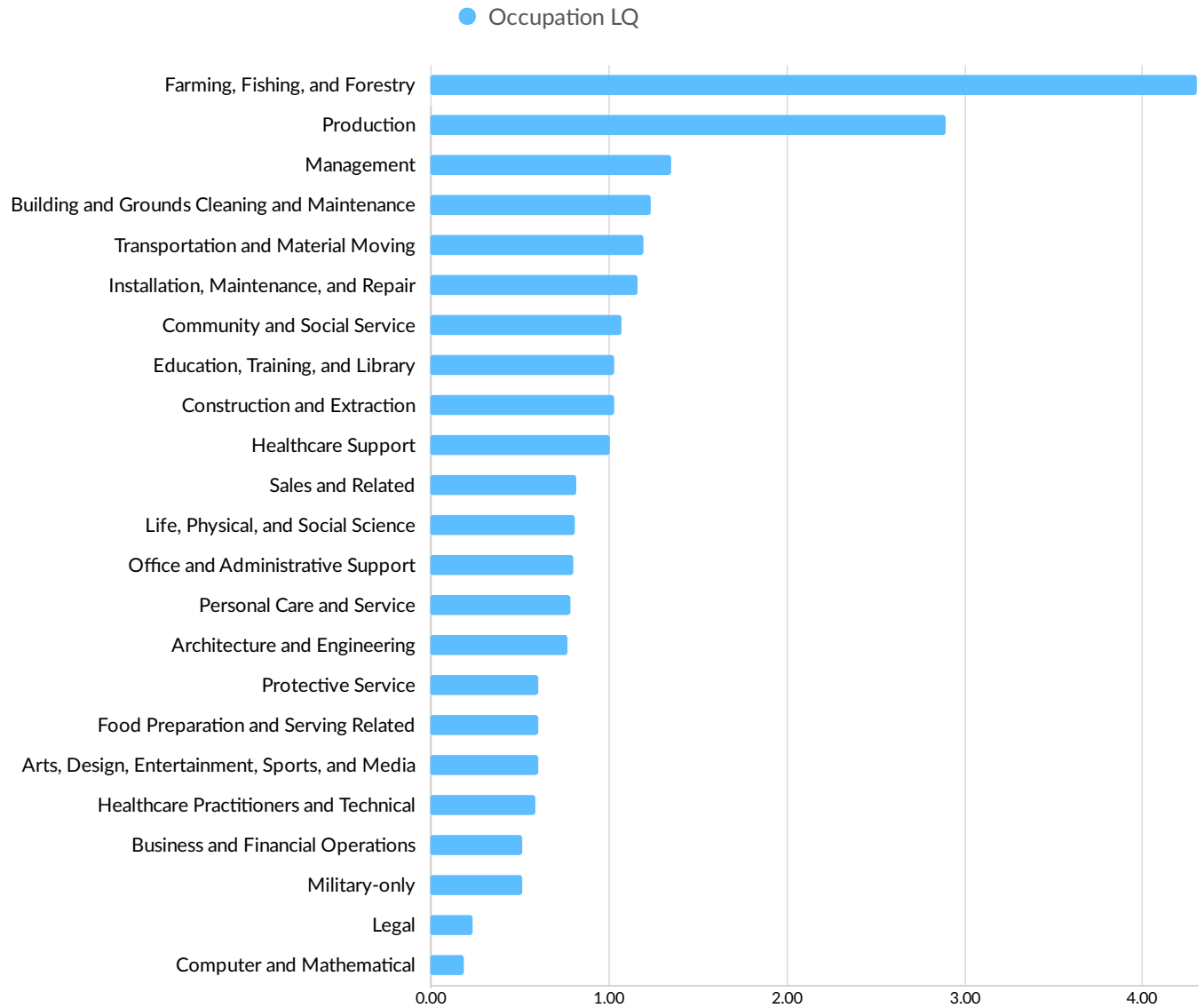
Largest Occupations



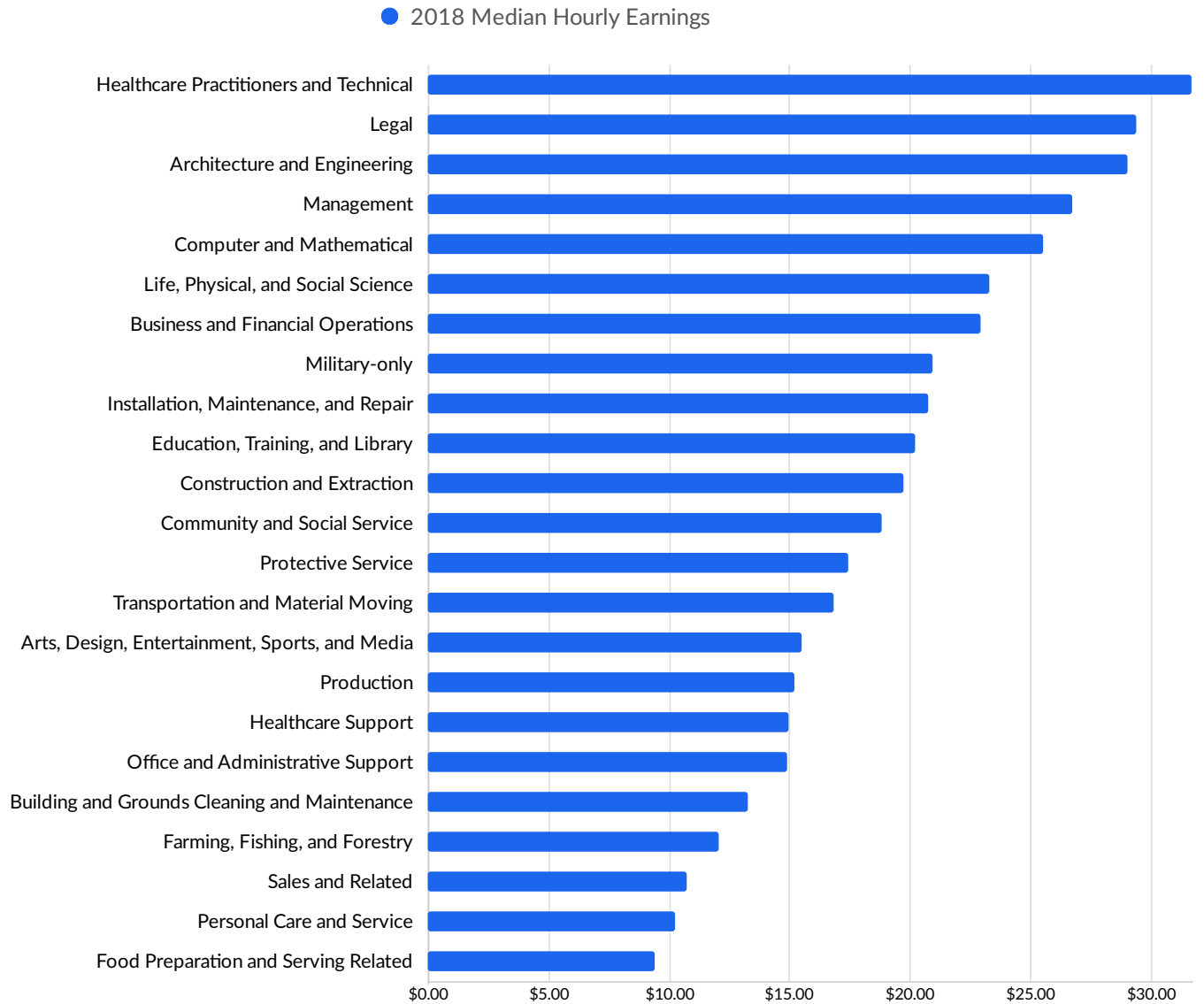
Top Growing Occupations



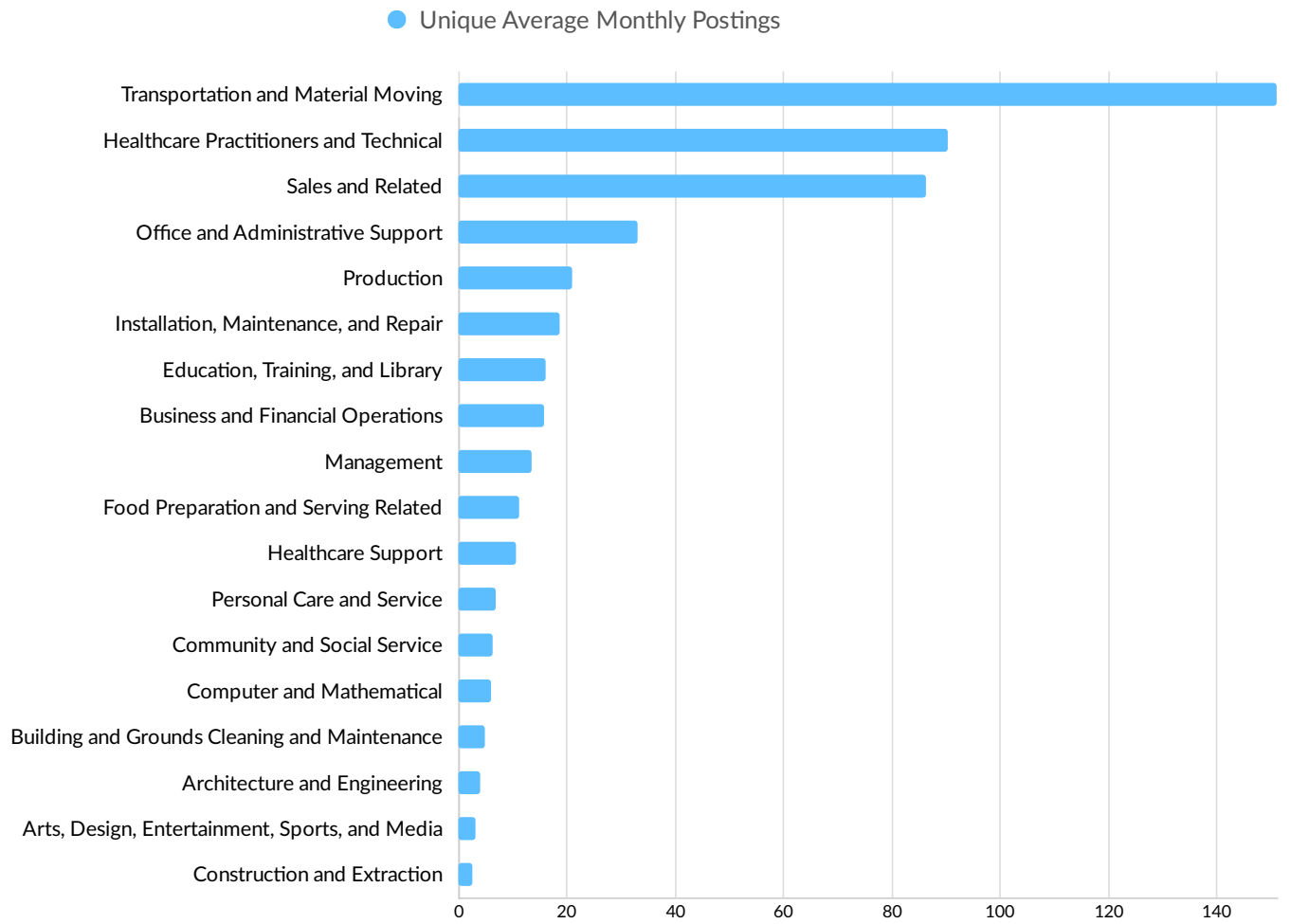
Top Occupation LQ



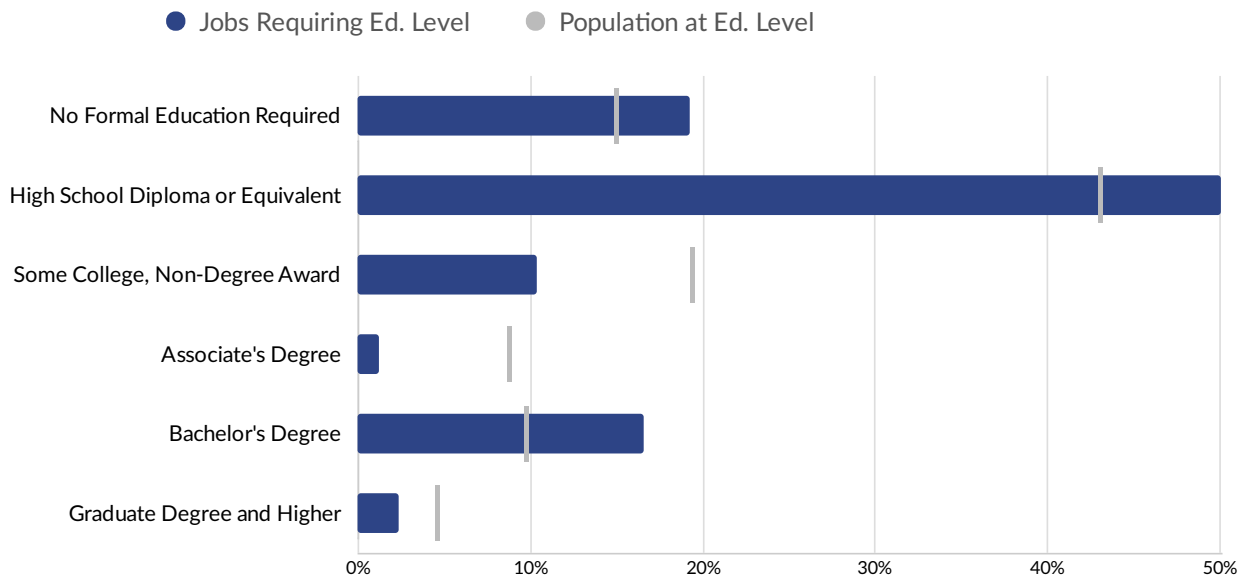
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Production	1,179	998	-181	-15%	2.90	\$15.21	21
Office and Administrative Support	728	677	-51	-7%	0.80	\$14.91	33
Transportation and Material Moving	460	490	30	+7%	1.20	\$16.84	151
Sales and Related	494	480	-14	-3%	0.82	\$10.76	86
Management	435	458	23	+5%	1.35	\$26.73	14
Education, Training, and Library	326	345	19	+6%	1.04	\$20.26	16
Food Preparation and Serving Related	289	298	9	+3%	0.61	\$9.45	11
Construction and Extraction	289	286	-3	-1%	1.03	\$19.74	3
Installation, Maintenance, and Repair	262	268	6	+2%	1.16	\$20.76	19
Building and Grounds Cleaning and Maintenance	235	266	31	+13%	1.24	\$13.26	5
Personal Care and Service	161	208	47	+29%	0.79	\$10.25	7
Healthcare Practitioners and Technical	148	193	45	+30%	0.59	\$31.71	91
Farming, Fishing, and Forestry	160	190	30	+19%	4.31	\$12.11	0
Business and Financial Operations	174	162	-12	-7%	0.52	\$22.97	16
Healthcare Support	131	160	29	+22%	1.01	\$14.98	11
Community and Social Service	91	107	16	+18%	1.07	\$18.84	6
Protective Service	101	80	-21	-21%	0.61	\$17.45	1
Architecture and Engineering	97	77	-20	-21%	0.77	\$29.08	4

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	64	65	1	+2%	0.61	\$15.54	3
Life, Physical, and Social Science	40	39	-1	-3%	0.81	\$23.32	1
Computer and Mathematical	41	32	-9	-22%	0.19	\$25.54	6
Military-only	20	18	-2	-10%	0.52	\$20.95	0
Legal	15	12	-3	-20%	0.24	\$29.40	0

Educational Pipeline

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

In-Demand Skills

