



# 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

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	28
In-Demand Skills .....	29

## 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.

**5,605**

**Total Regional Employment**

Jobs **decreased by 309** over the last 5 years but are projected to **grow by 275** 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 5.2%** in Rusk County, WI from 5,914 to **5,605**. This change **fell short of the national growth rate of 3.8% by 9.0%**. As the number of jobs declined, the **labor force participation rate decreased from 62.6% to 54.3% 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).

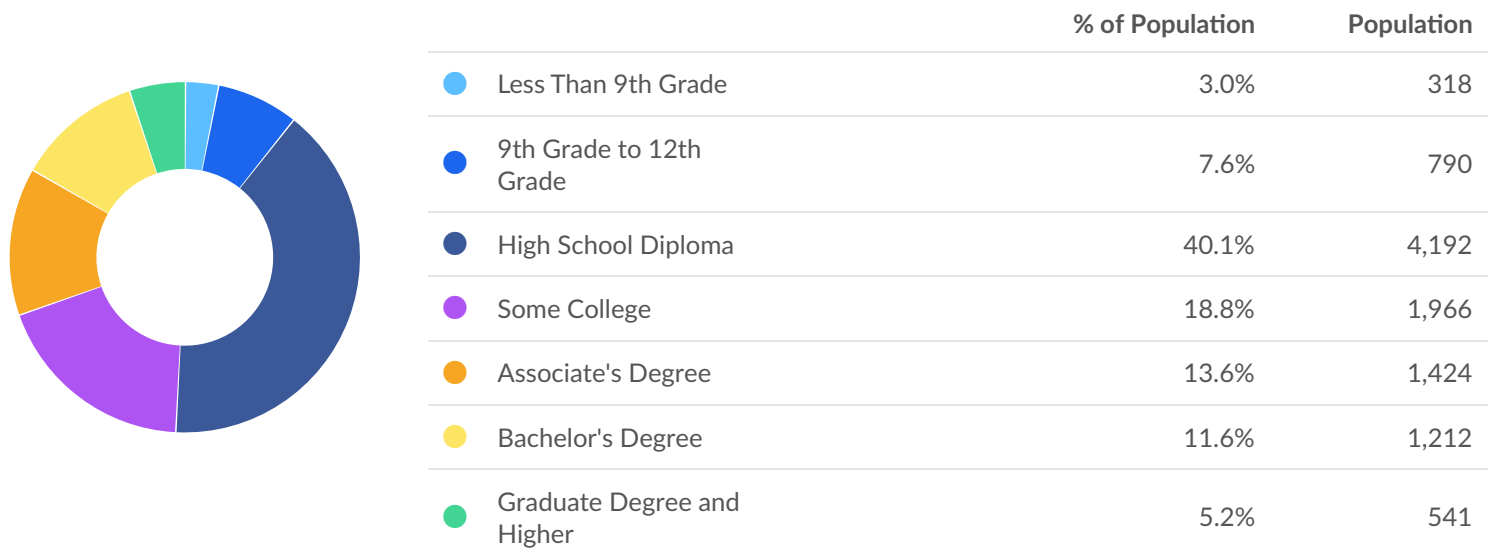
	Population (2023)	Labor Force (May 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	14,259	6,531	5,605	98.7	\$574.85M	\$961.45M	\$773.44M
State	5,965,358	3,119,251	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

## May 2023 Labor Force Breakdown



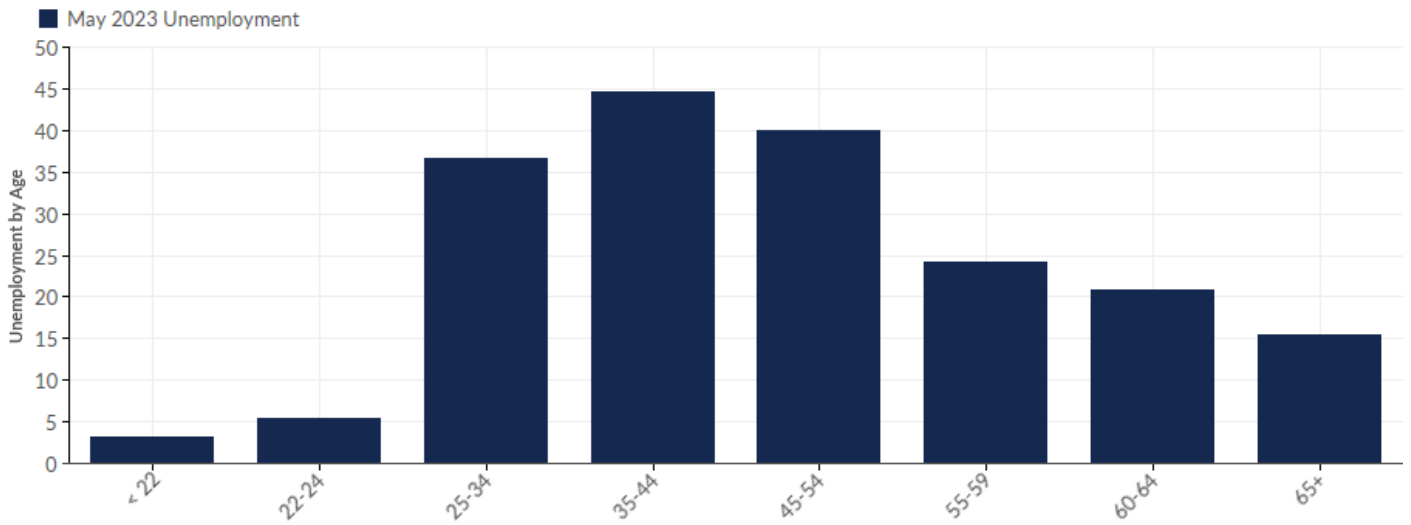
## Educational Attainment

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).



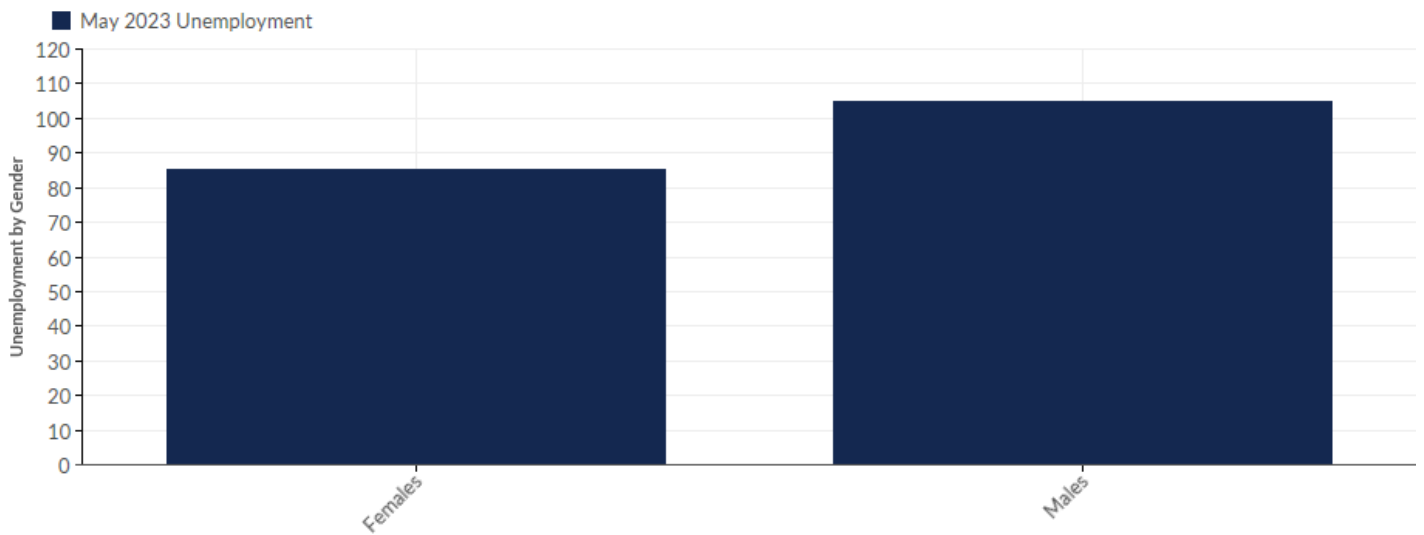
# Unemployment by Demographics

## Unemployment by Age



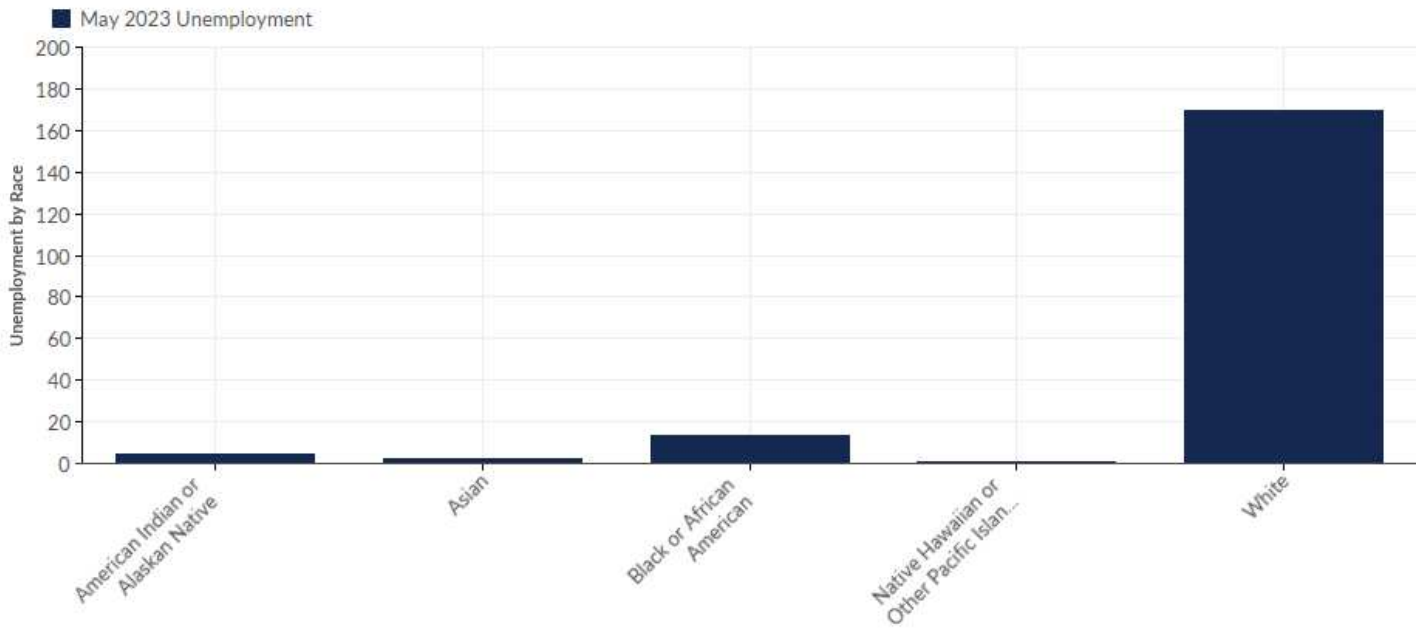
Age	Unemployment (May 2023)	% of Unemployed
< 22	3	1.58%
22-24	5	2.63%
25-34	37	19.47%
35-44	45	23.68%
45-54	40	21.05%
55-59	24	12.63%
60-64	21	11.05%
65+	15	7.89%
Total	190	100.00%

## Unemployment by Gender



Gender	Unemployment (May 2023)	% of Unemployed
Females	85	44.74%
Males	105	55.26%
Total	190	100.00%

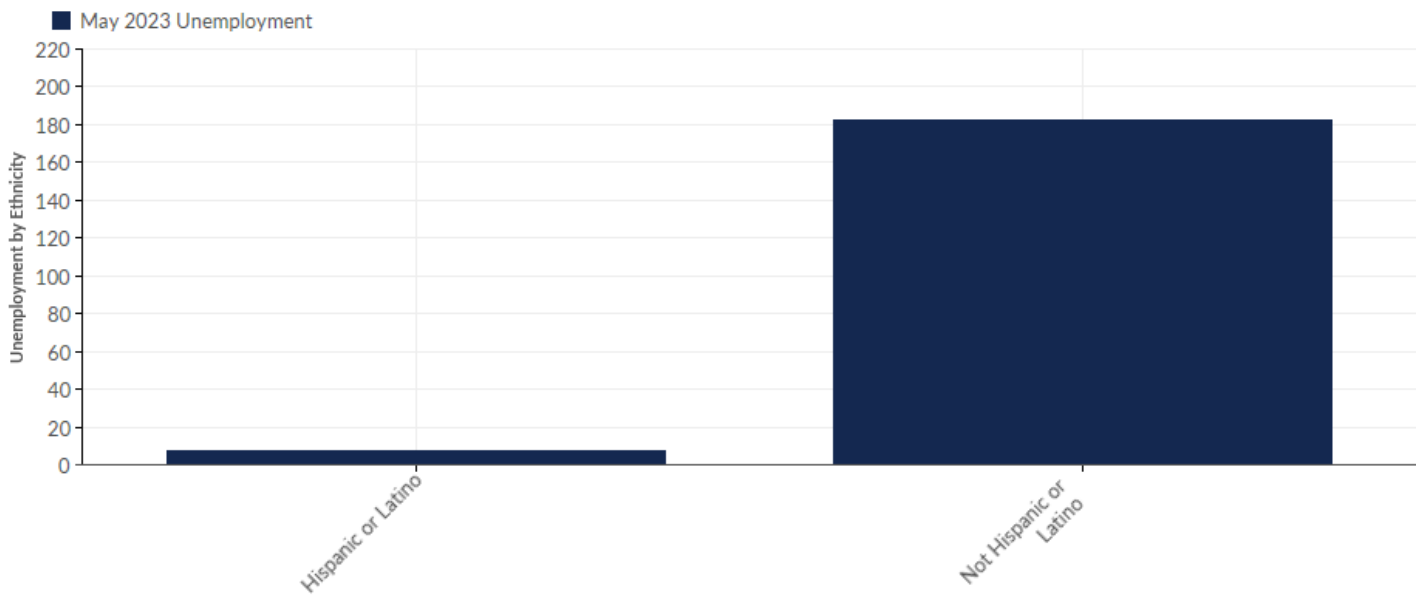
## Unemployment by Race



Race	Unemployment (May 2023)	% of Unemployed
American Indian or Alaskan Native	4	2.11%
Asian	2	1.05%
Black or African American	13	6.84%
Native Hawaiian or Other Pacific Islander	1	0.53%
White	170	89.47%
Total	190	100.00%



## Unemployment by Ethnicity

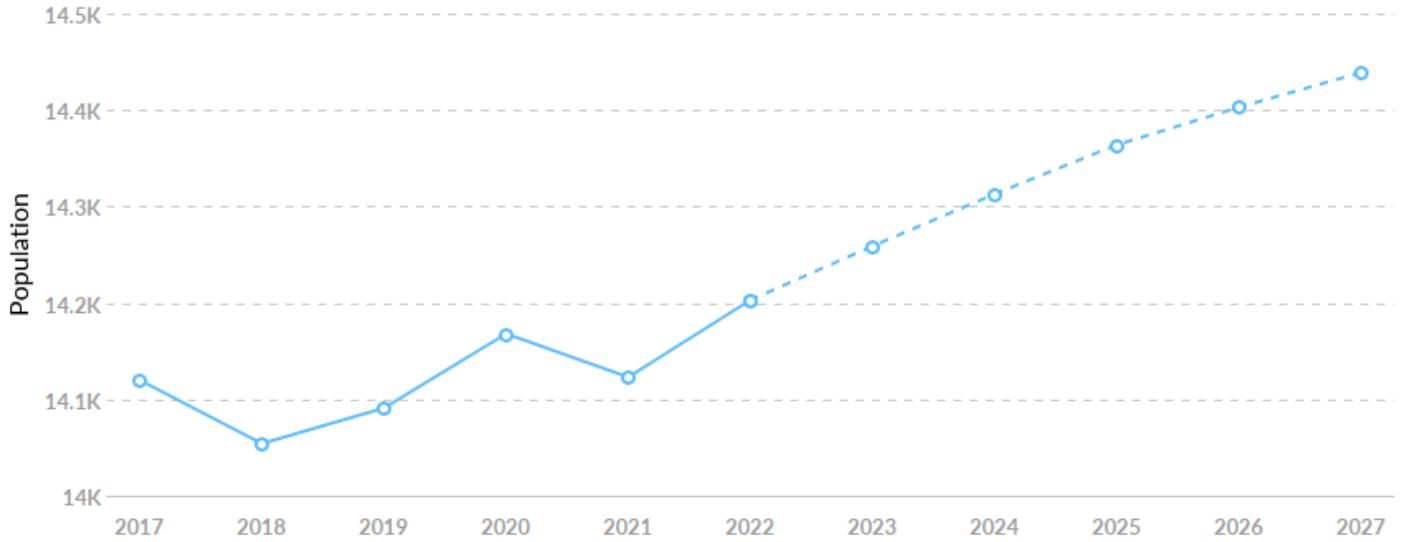


Ethnicity	Unemployment (May 2023)	% of Unemployed
Hispanic or Latino	8	4.21%
Not Hispanic or Latino	182	95.79%
Total	190	100.00%

# Historic & Projected Trends

## Population Trends

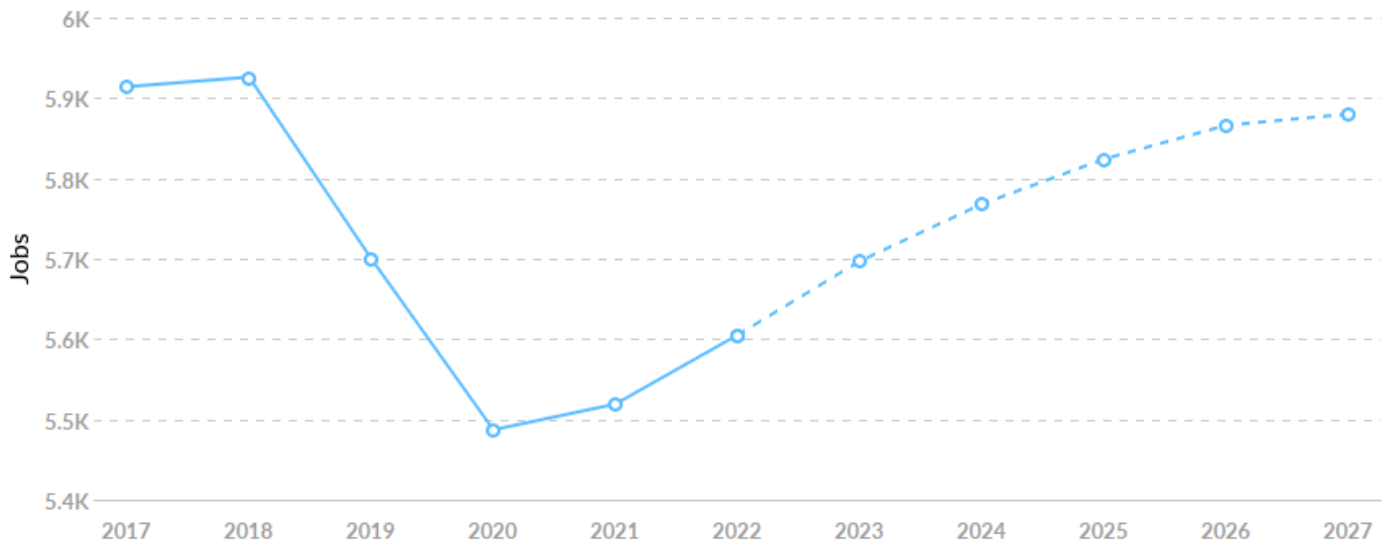
As of 2022 the region's population increased by 0.6% since 2017, growing by 83. Population is expected to increase by 1.7% between 2022 and 2027, adding 236.



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

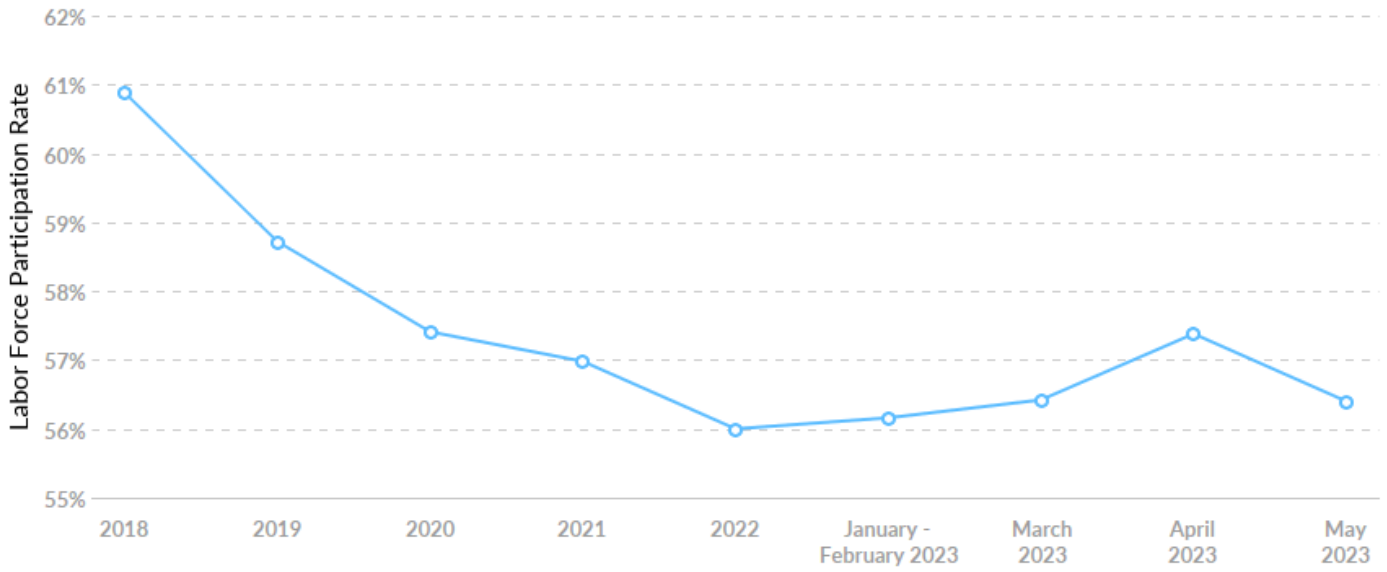
## Job Trends

From 2017 to 2022, jobs declined by 5.2% in Rusk County, WI from 5,914 to 5,605. This change fell short of the national growth rate of 3.8% by 9.0%.



Timeframe	Jobs
2017	5,914
2018	5,926
2019	5,700
2020	5,487
2021	5,519
2022	5,605
2023	5,697
2024	5,768
2025	5,824
2026	5,866
2027	5,880

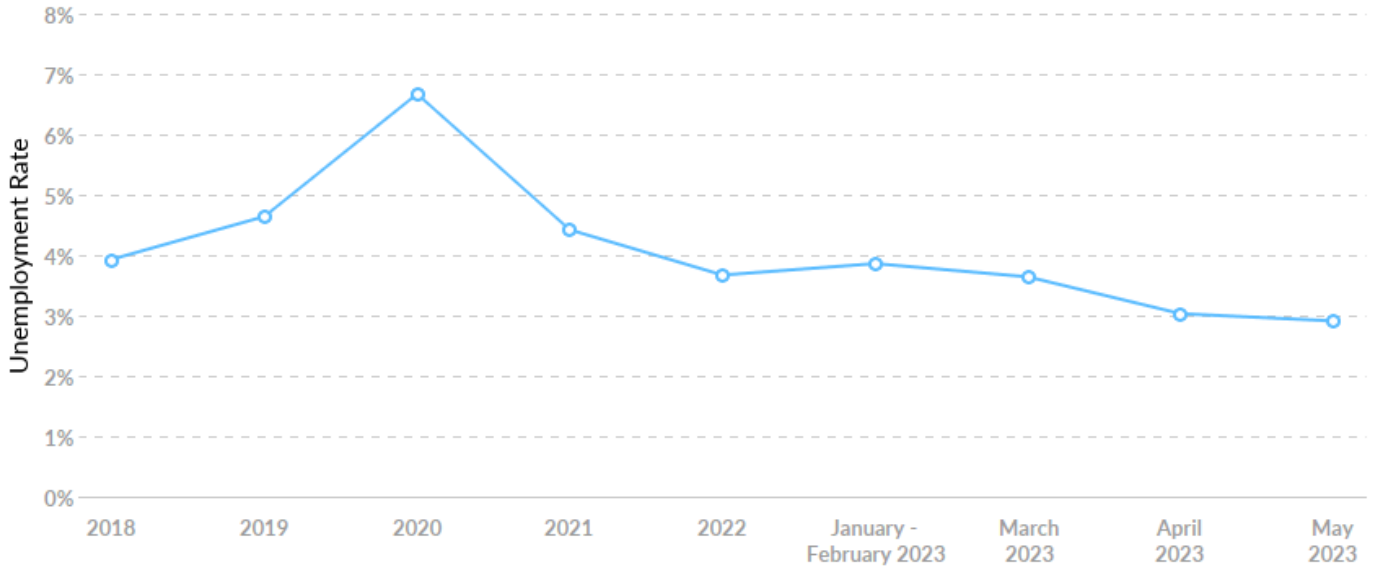
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.88%
2019	58.72%
2020	57.41%
2021	56.98%
2022	56.00%
January - February 2023	56.16%
March 2023	56.42%
April 2023	57.38%
May 2023	56.40%

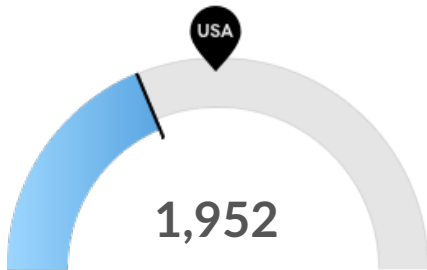
## Unemployment Rate Trends

Rusk County, WI had a May 2023 unemployment rate of 2.91%, decreasing from 3.93% 5 years before.



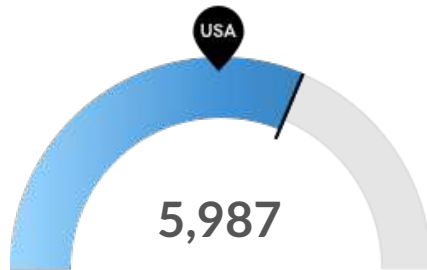
Timeframe	Unemployment Rate
2018	3.93%
2019	4.64%
2020	6.67%
2021	4.42%
2022	3.67%
January - February 2023	3.86%
March 2023	3.64%
April 2023	3.03%
May 2023	2.91%

## Population Characteristics



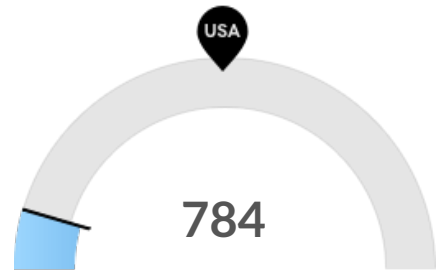
**Millennials**

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



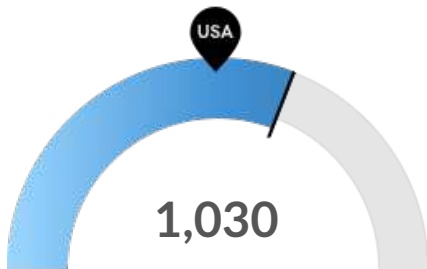
**Retiring Soon**

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.



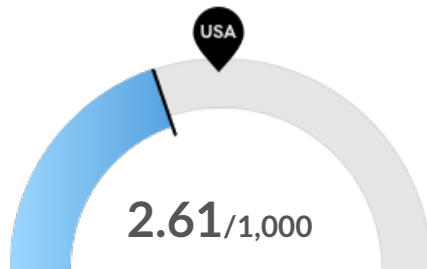
**Racial Diversity**

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.



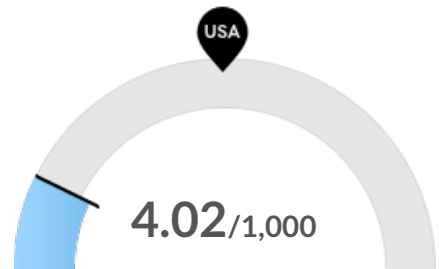
**Veterans**

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.

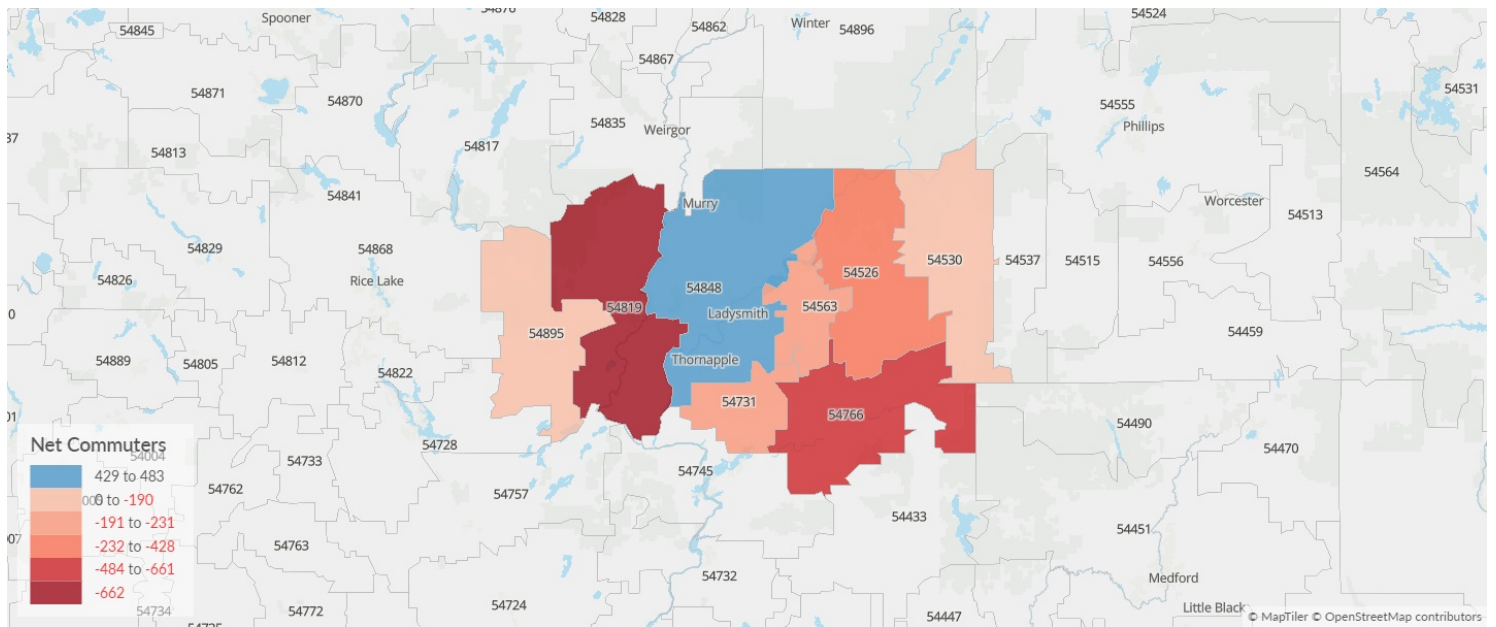


**Property Crime**

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 ...	3,166
54819	Bruce, WI (in Rusk coun...	730
54895	Weyerhaeuser, WI (in R...	599
54766	Sheldon, WI (in Rusk co...	356
54530	Hawkins, WI (in Rusk co...	340

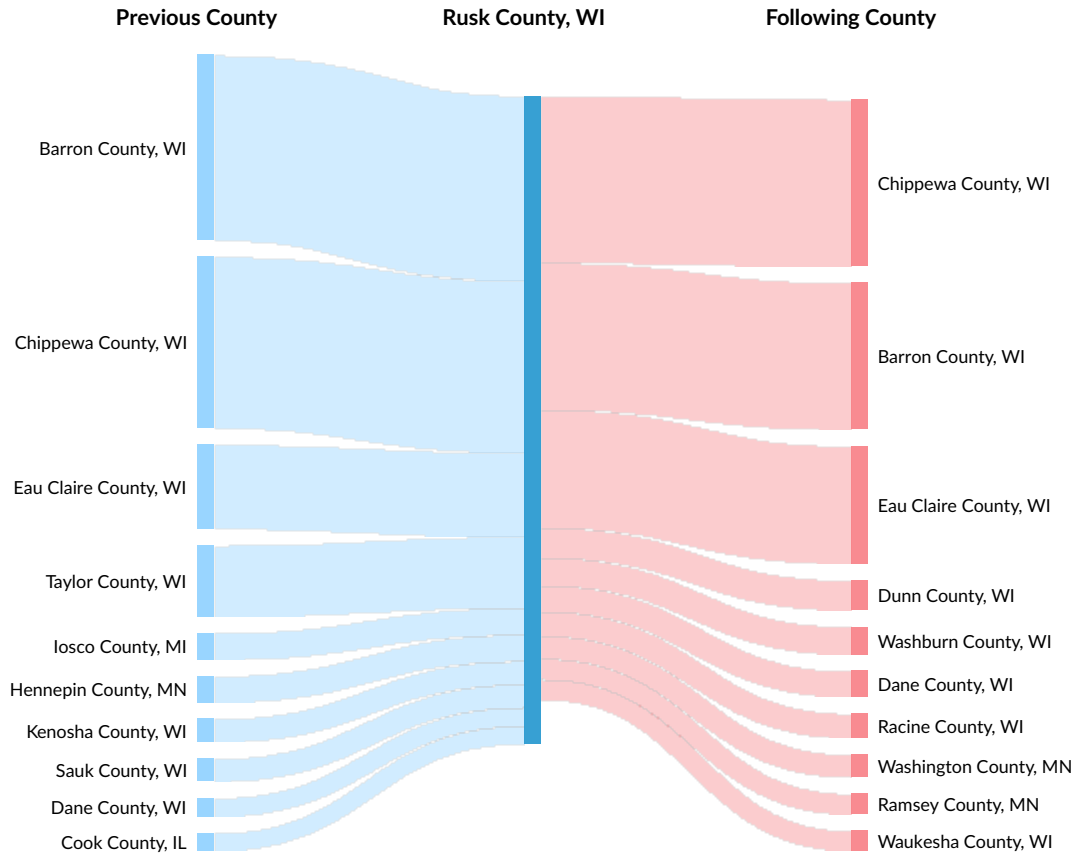
### Where Talent Lives

ZIP	Name	2022 Workers
54848	Ladysmith, WI (in Rusk ...	2,737
54819	Bruce, WI (in Rusk coun...	1,392
54766	Sheldon, WI (in Rusk co...	840
54895	Weyerhaeuser, WI (in R...	682
54526	Glen Flora, WI (in Rusk ...	377

# 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.



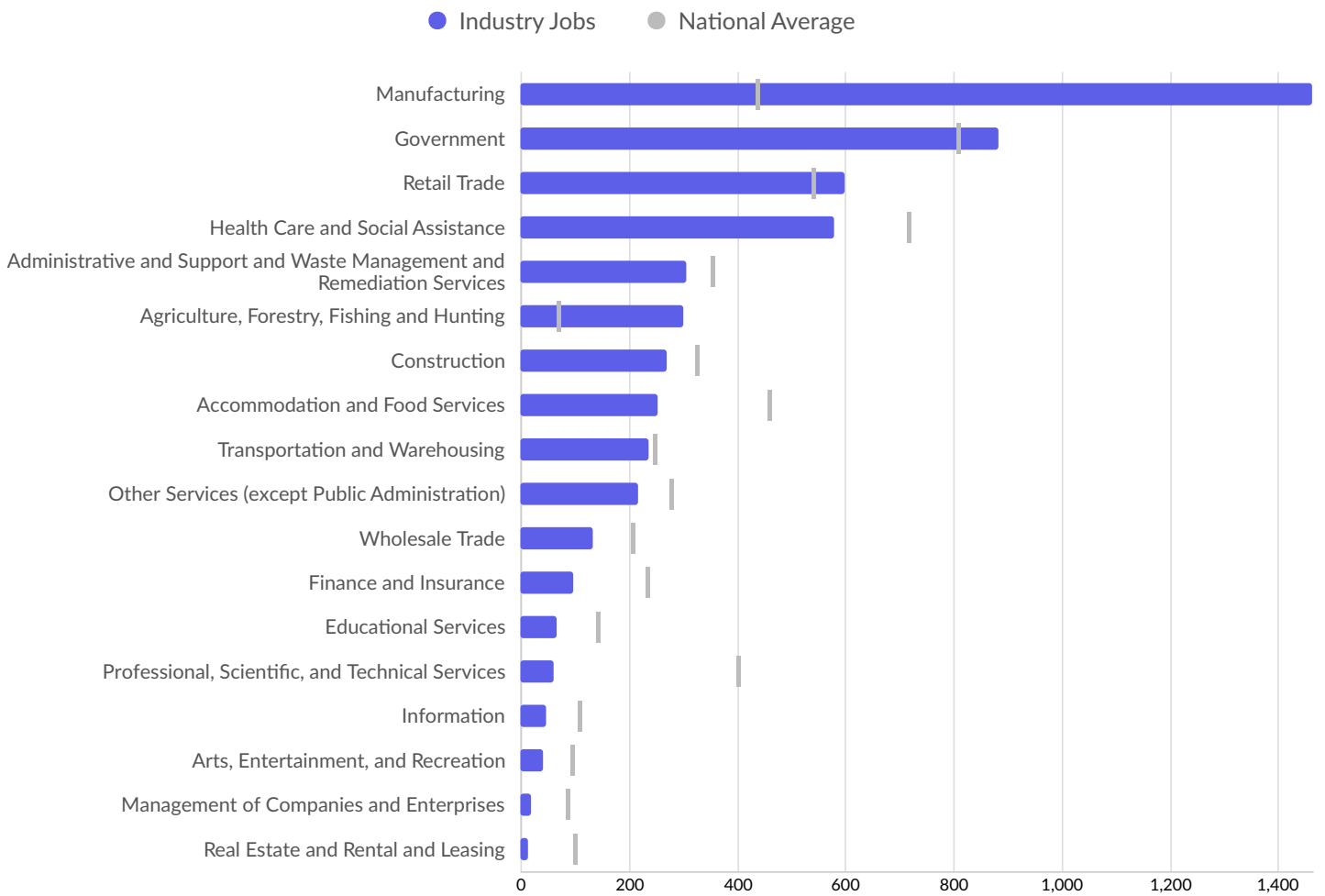
Top Previous Counties	Migrations
Barron County, WI	98
Chippewa County, WI	91
Eau Claire County, WI	45
Taylor County, WI	38
Iosco County, MI	14
Hennepin County, MN	14



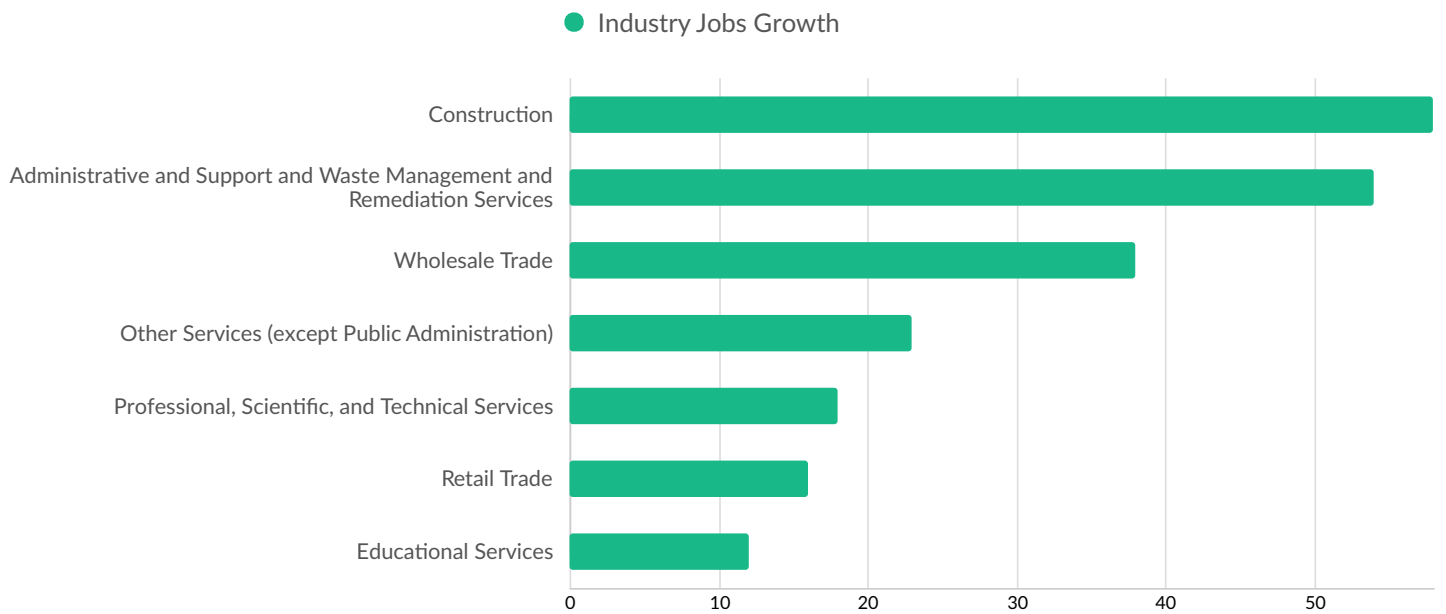
Top Previous Counties	Migrations
Kenosha County, WI	12
Sauk County, WI	12
Dane County, WI	10
Cook County, IL	10
Price County, WI	9
Winnebago County, WI	8
Dunn County, WI	7
Waukesha County, WI	6
Milwaukee County, WI	6
Top Following Counties	Migrations
Chippewa County, WI	88
Barron County, WI	78
Eau Claire 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

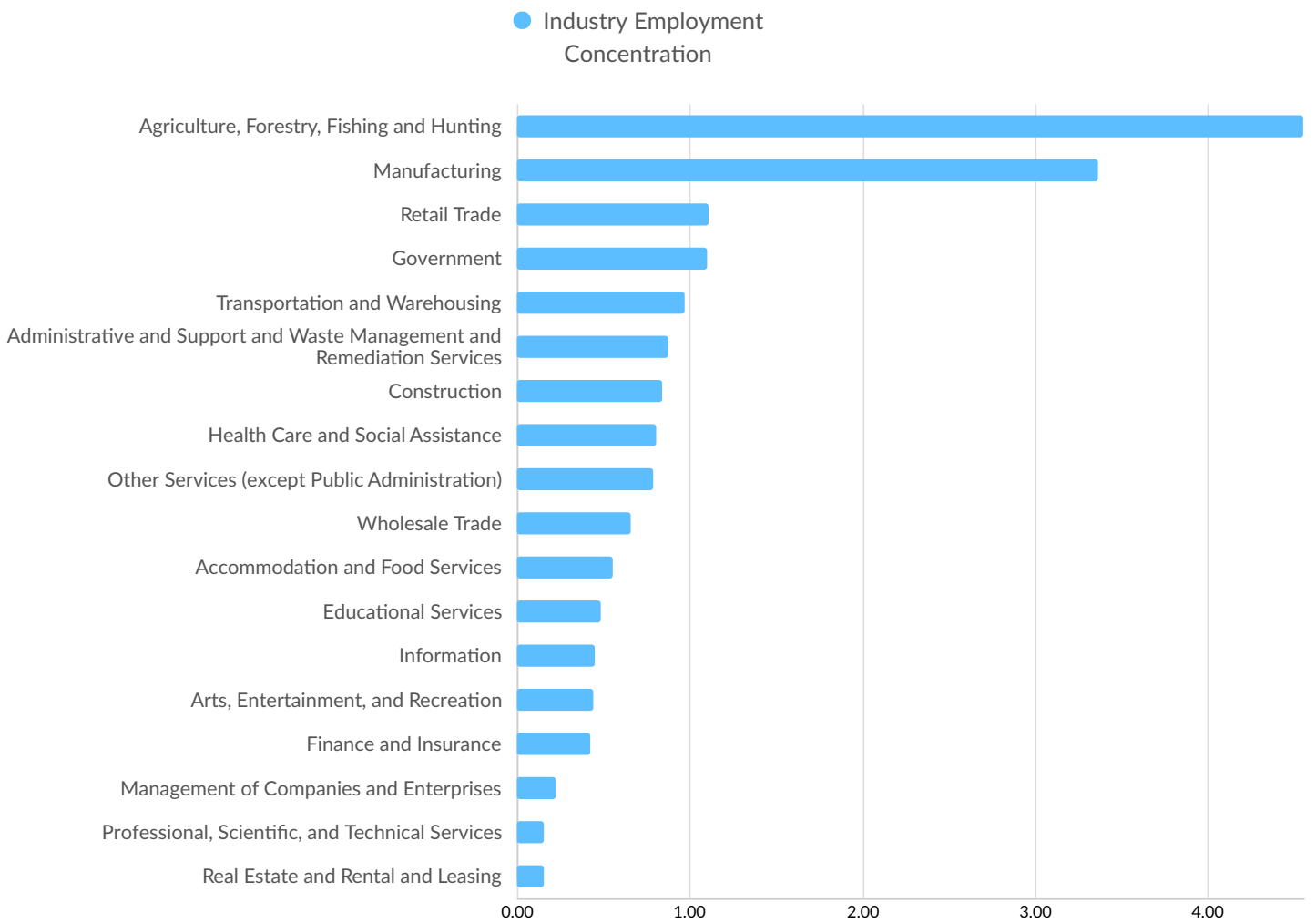
## Largest Industries



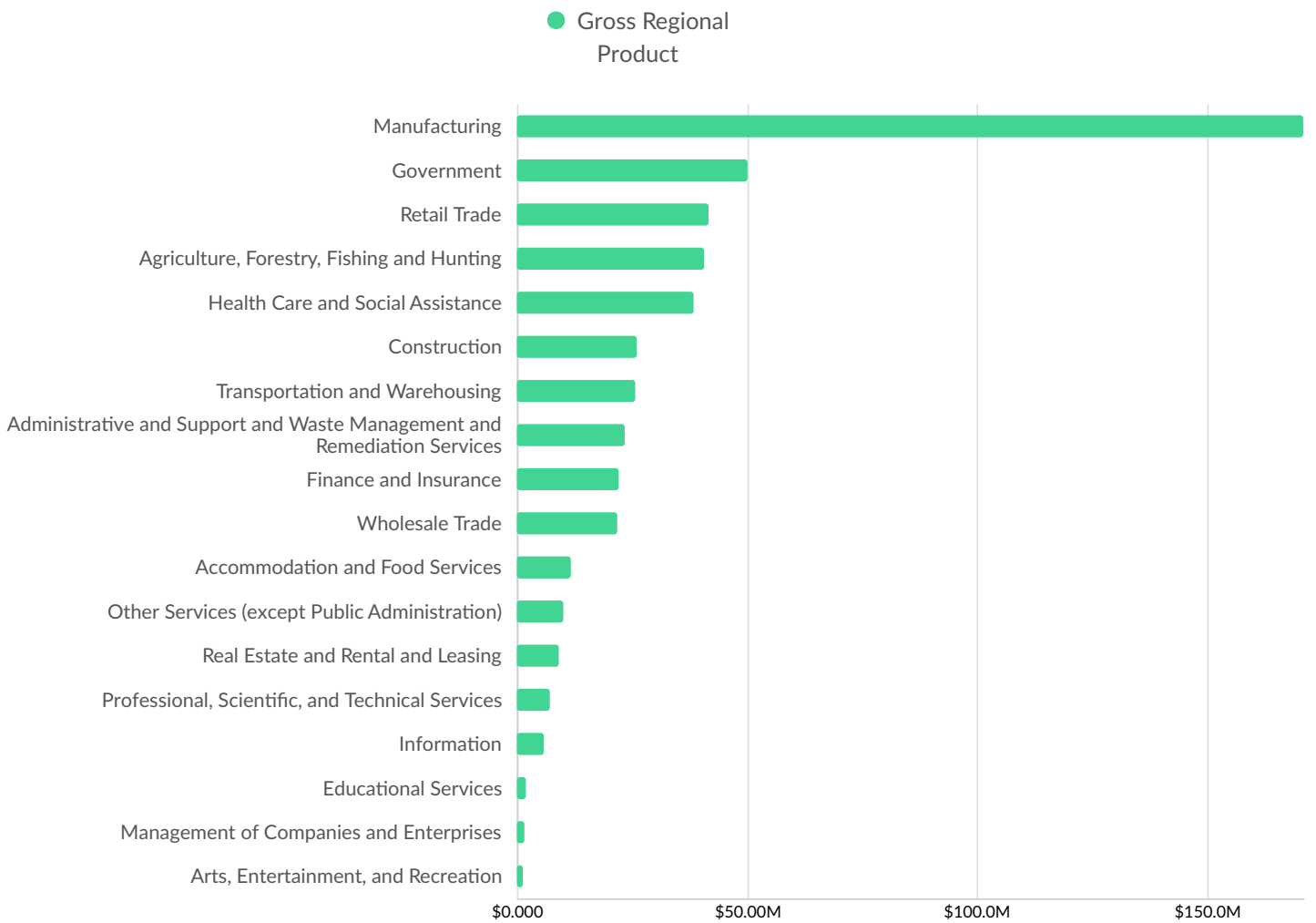
## Top Growing Industries



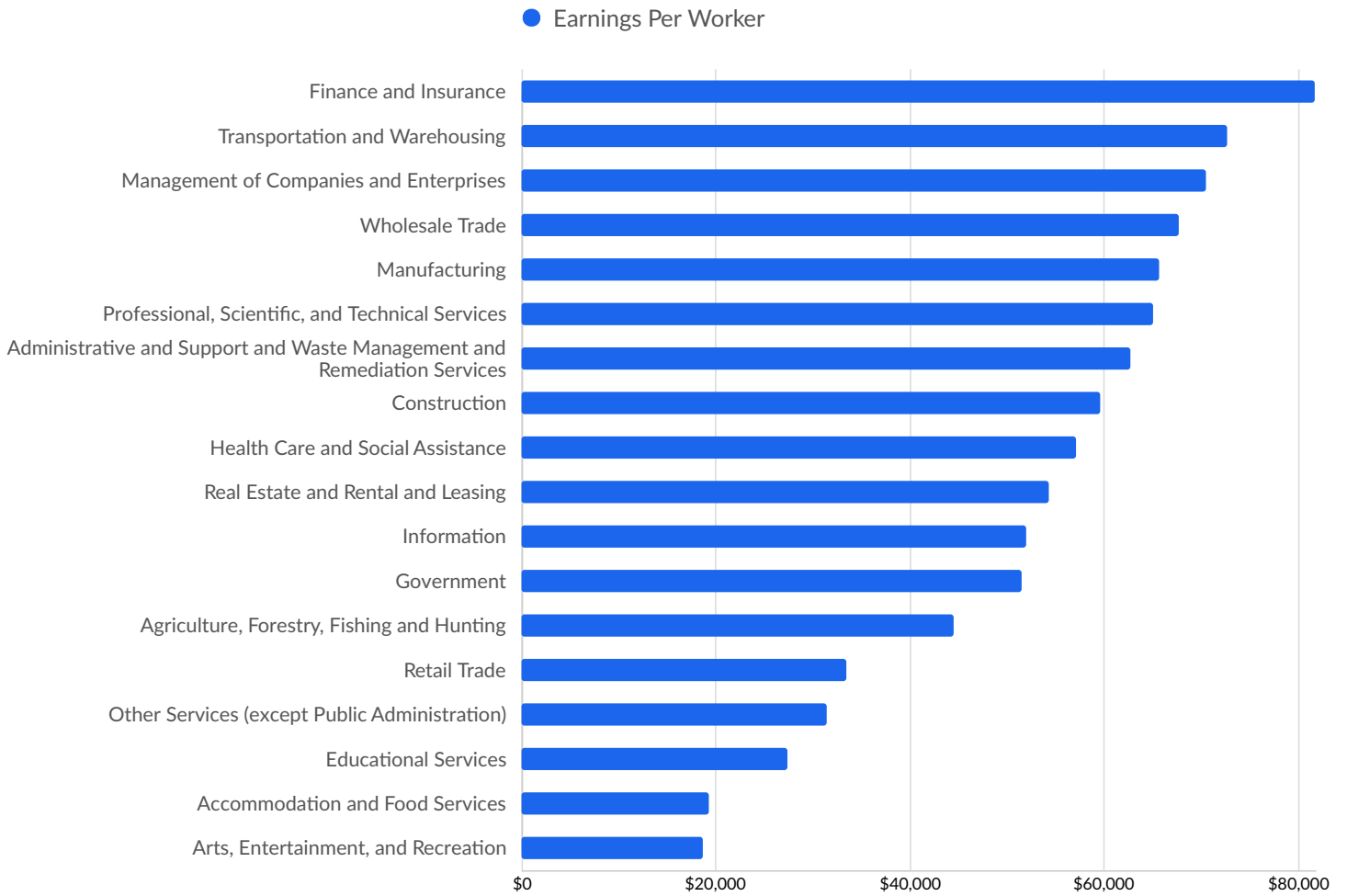
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



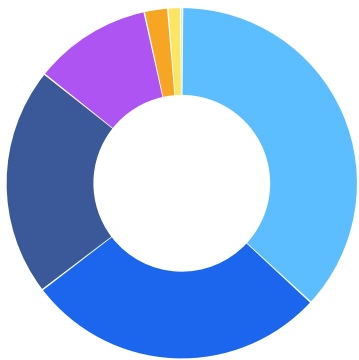
## Business Characteristics

### 899 Companies Employ Your Workers

Online profiles for your workers mention 899 companies as employers, with the top 10 appearing below. In the last 12 months, 54 companies in Rusk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rockwell Automation	42 	Rockwell Automation	45 
Jeld-Wen	39 	Marshfield Clinic	31 
Marshfield Clinic	34 	Walmart	23 
School District Of Ladysmith	28 	Beaver Dam Community Hospit...	22 
Weather Shield Windows And D...	27 	Besse Forest Products Group	19 
Indianhead Community Action	26 	Kwik Trip	14 
Artisans	24 	Dairy Farmers of America	13 
Rusk County Memorial Hospital	22 	Circle K	8 
Walmart	22 	Dean Foods	8 
5R Processors Ltd	17 	Aurora Community Services	7 

## Business Size



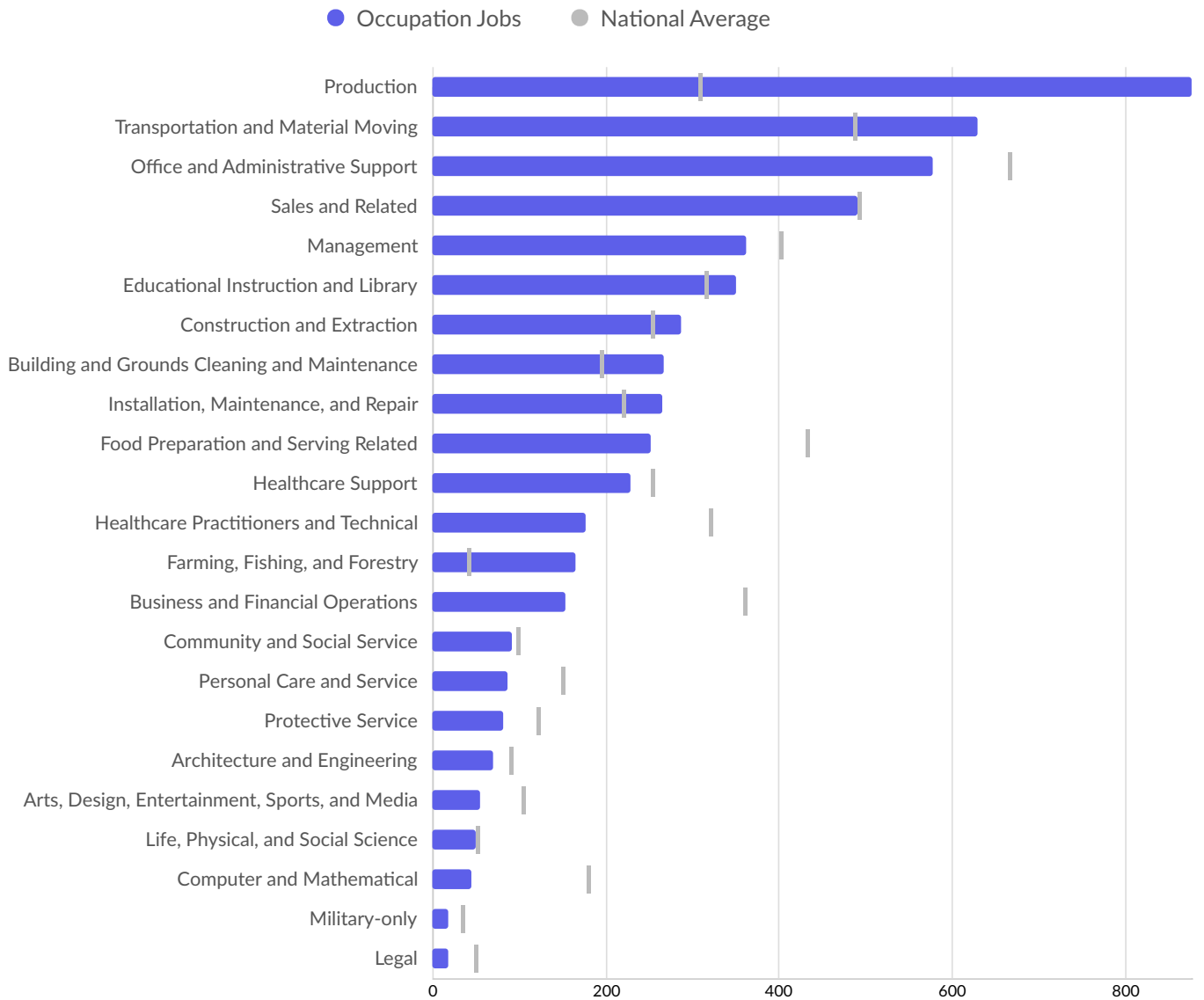
	Percentage	Business Count
1 to 4 employees	36.8%	220
5 to 9 employees	27.8%	166
10 to 19 employees	21.1%	126
20 to 49 employees	10.9%	65
50 to 99 employees	2.2%	13
100 to 249 employees	1.2%	7
500+ employees	0.2%	1

\*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.

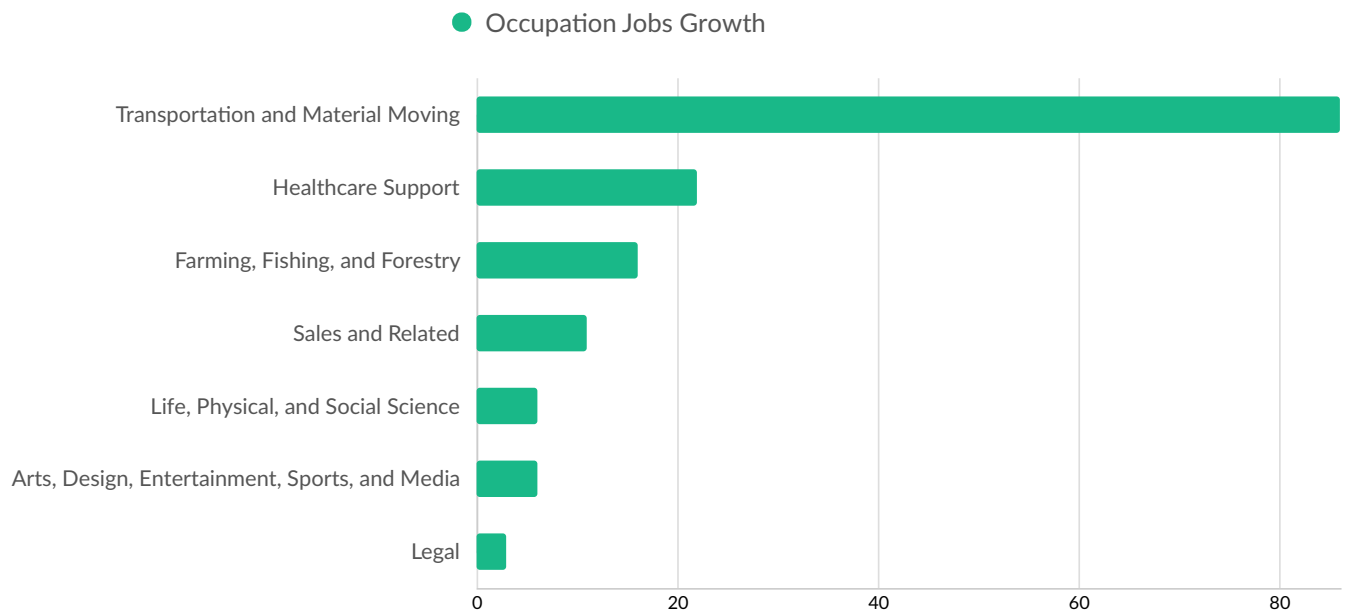


# Workforce Characteristics

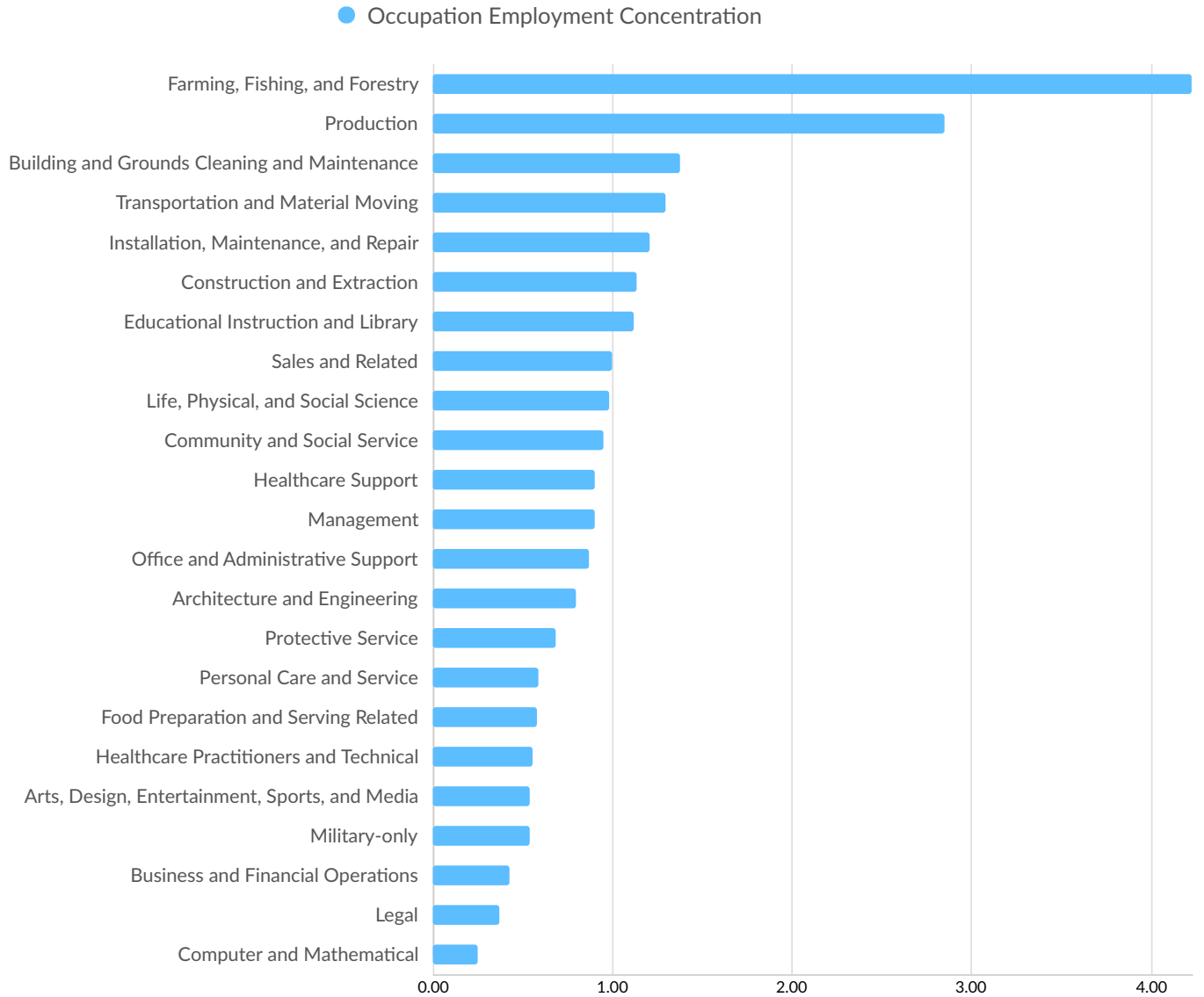
## Largest Occupations



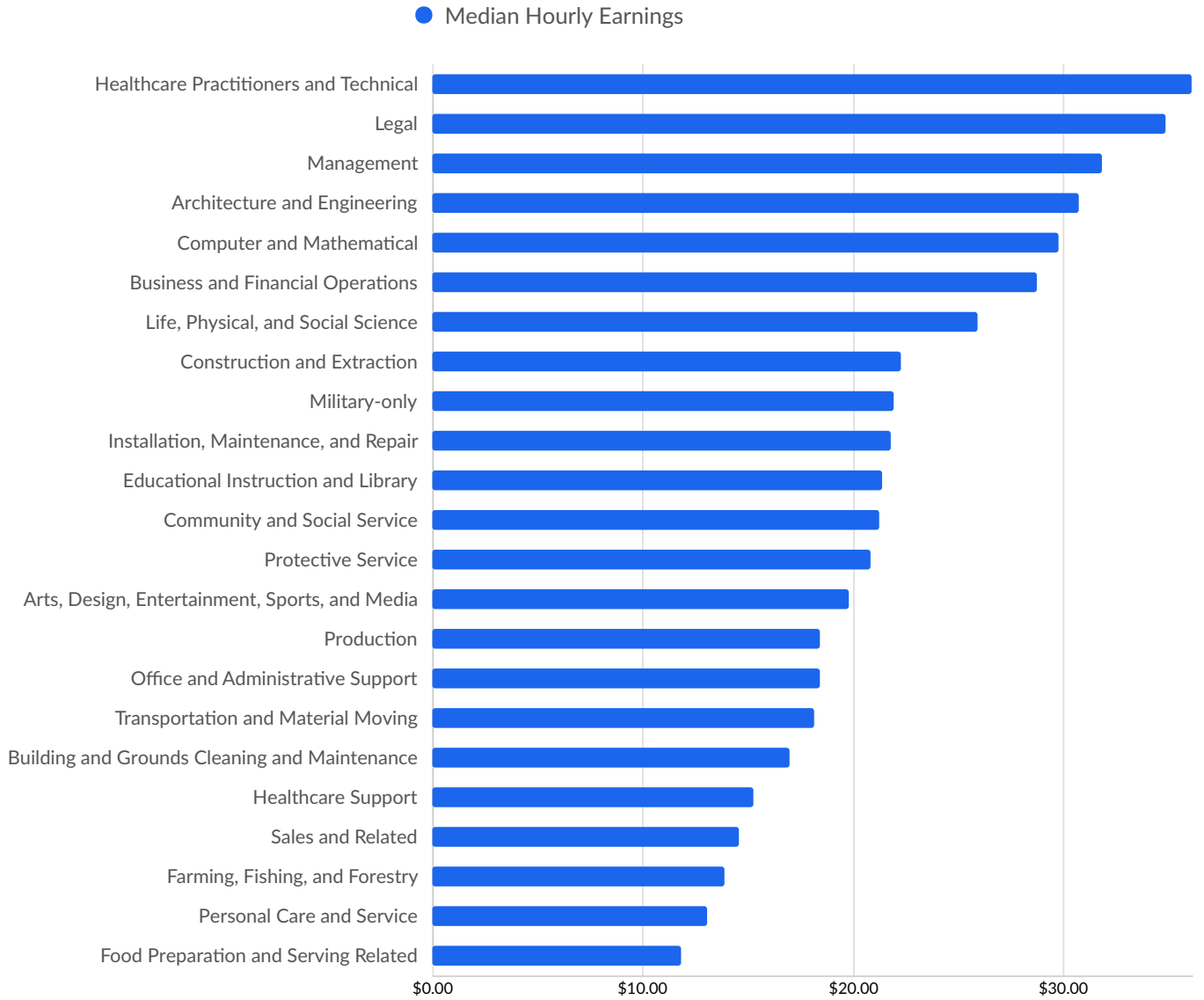
## Top Growing Occupations



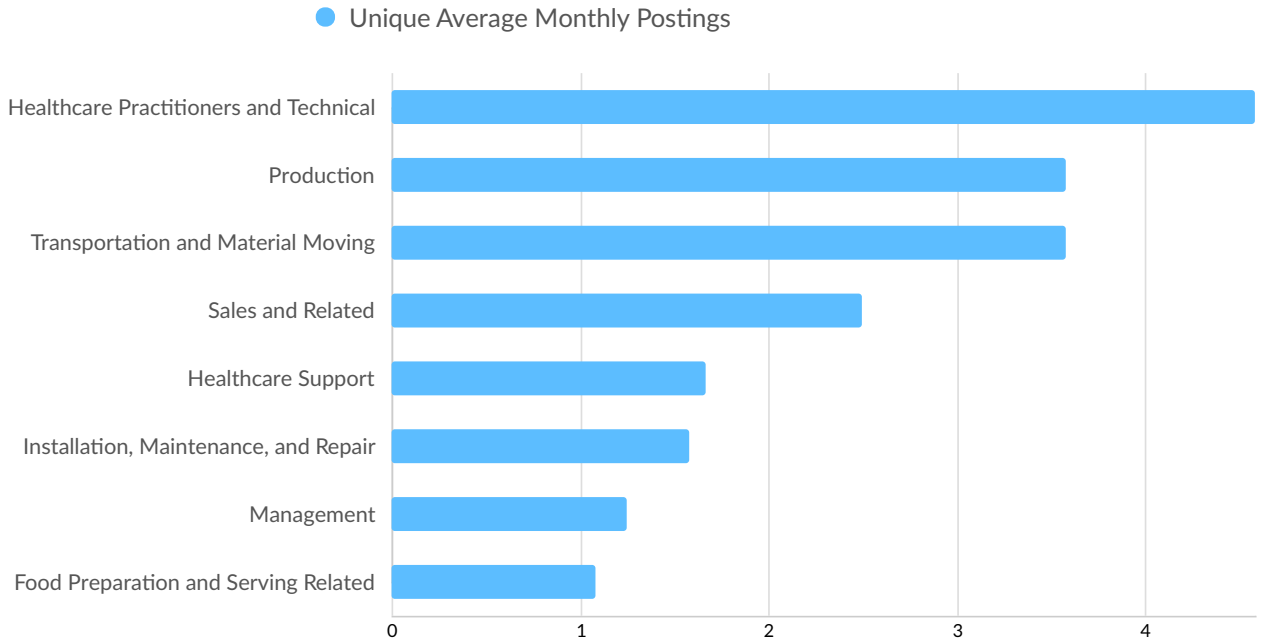
## Top Occupation Employment Concentration



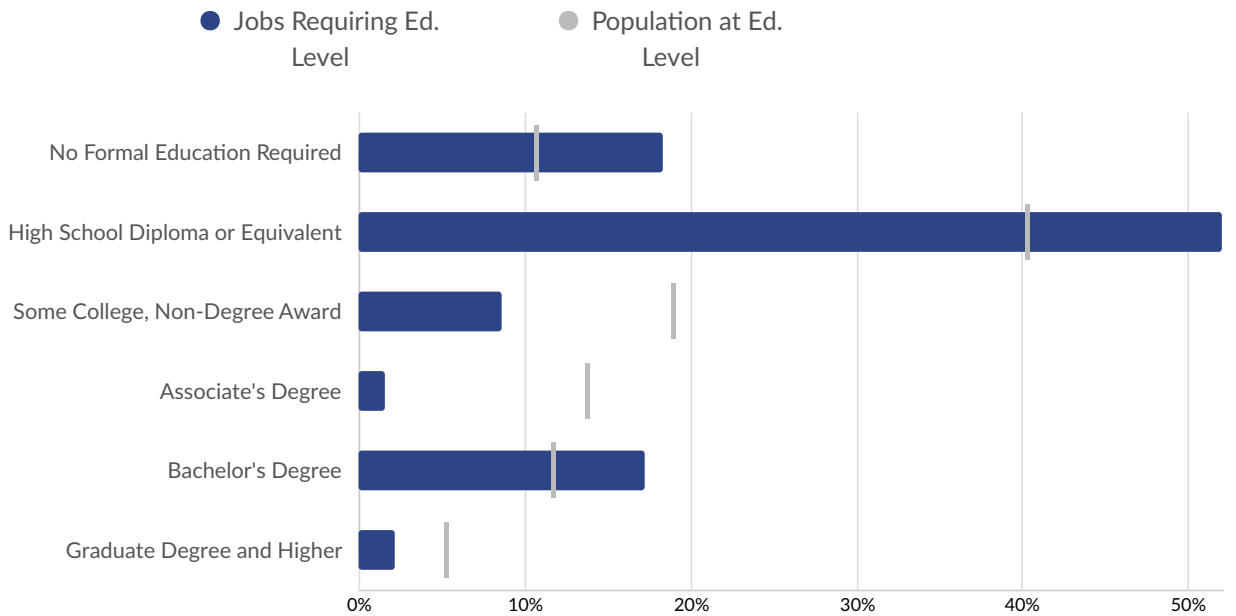
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

