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Rusk County Economic Overview 2025

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Demographic Profile

The population in Rusk County, Texas was 52,755 per American Community Survey data for 2018-2022. The region has a civilian labor force of 22,712 with a participation rate of 53.5%. Of individuals 25 to 64 in Rusk County, Texas, 14.9% have a bachelor's degree or higher which compares with 35.8% in the nation. The median household income in Rusk County, Texas is \$61,661 and the median house value is \$148,100.

Summary¹

Demographics	Percent			Value		
	Rusk County, Texas	Texas	USA	Rusk County, Texas	Texas	USA
Population (ACS)	—	—	—	52,755	29,243,342	331,097,593
Male	53.9%	50.0%	49.6%	28,432	14,624,638	164,200,298
Female	46.1%	50.0%	50.4%	24,323	14,618,704	166,897,295
Median Age ²	—	—	—	38.8	35.2	38.5
Under 18 Years	22.4%	25.3%	22.1%	11,799	7,396,128	73,213,705
18 to 24 Years	9.2%	10.0%	9.4%	4,855	2,936,266	31,282,896
25 to 34 Years	12.8%	14.4%	13.7%	6,734	4,224,194	45,388,153
35 to 44 Years	13.9%	13.8%	12.9%	7,348	4,046,302	42,810,359
45 to 54 Years	12.0%	12.3%	12.4%	6,312	3,597,088	41,087,357
55 to 64 Years	12.9%	11.2%	12.9%	6,819	3,274,387	42,577,475
65 to 74 Years	10.1%	7.9%	9.7%	5,325	2,297,666	32,260,679
75 Years and Over	6.8%	5.0%	6.8%	3,563	1,471,311	22,476,969
Race: White	69.9%	59.1%	65.9%	36,902	17,293,460	218,123,424
Race: Black or African American	15.6%	12.1%	12.5%	8,205	3,552,579	41,288,572
Race: American Indian and Alaska Native	0.1%	0.6%	0.8%	29	169,576	2,786,431
Race: Asian	0.4%	5.2%	5.8%	211	1,511,069	19,112,979
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	65	27,350	624,863
Race: Some Other Race	1.9%	7.8%	6.0%	1,005	2,281,525	20,018,544
Race: Two or More Races	12.0%	15.1%	8.8%	6,338	4,407,783	29,142,780
Hispanic or Latino (of any race)	17.9%	39.9%	18.7%	9,429	11,665,280	61,755,866
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	53,079	30,503,301	334,914,895
Population Annual Average Growth ⁴	0.0%	1.4%	0.6%	-19	402,366	1,885,495
People per Square Mile ⁴	—	—	—	57.4	116.8	94.8
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	53.5%	65.0%	63.3%	22,712	14,674,135	167,857,207
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	67.3%	81.5%	82.8%	13,729	9,621,423	106,380,520
Armed Forces Labor Force	0.0%	0.5%	0.5%	0	110,177	1,236,378
Veterans, Age 18-64	3.8%	4.7%	4.3%	1,210	835,988	8,636,019
Veterans Labor Force Participation Rate and Size, Age 18-64	66.8%	78.7%	77.1%	808	658,147	6,656,238
Median Household Income ²	—	—	—	\$61,661	\$73,035	\$75,149
Per Capita Income	—	—	—	\$30,365	\$37,514	\$41,261
Mean Commute Time (minutes)	—	—	—	27.0	26.6	26.7
Commute via Public Transportation	0.2%	1.0%	3.8%	50	142,353	5,945,723
Educational Attainment, Age 25-64						
No High School Diploma	15.6%	13.9%	10.1%	4,233	2,103,422	17,373,867
High School Graduate	33.3%	24.1%	25.1%	9,055	3,653,228	43,176,248
Some College, No Degree	26.2%	20.9%	19.7%	7,125	3,158,279	33,916,989
Associate's Degree	10.1%	7.9%	9.2%	2,754	1,199,146	15,886,884

About This Report

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Summary¹

	Percent			Value		
	Rusk County, Texas	Texas	USA	Rusk County, Texas	Texas	USA
Bachelor's Degree	10.6%	21.7%	22.4%	2,890	3,281,456	38,451,123
Postgraduate Degree	4.2%	11.5%	13.4%	1,156	1,746,440	23,058,233
Housing						
Total Housing Units	—	—	—	21,188	11,654,971	140,943,613
Median House Value (of owner-occupied units) ^{2,5}	—	—	—	\$148,100	\$238,000	\$281,900
Homeowner Vacancy	0.9%	1.2%	1.1%	128	78,790	931,393
Rental Vacancy	9.1%	7.4%	5.5%	381	318,227	2,623,236
Renter-Occupied Housing Units (% of Occupied Units)	20.8%	37.6%	35.2%	3,708	3,944,826	44,238,593
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	3.9%	5.3%	8.3%	695	551,100	10,474,870
Total Owner Occupied Housing units	79.2%	62.4%	64.8%	14,084	6,545,727	81,497,760
Social						
Poverty Level (of all people)	13.4%	13.9%	12.5%	6,416	3,990,326	40,521,584
Households Receiving Food Stamps/SNAP	12.4%	11.5%	11.5%	2,206	1,209,485	14,486,880
Enrolled in Grade 12 (% of total population)	1.7%	1.5%	1.4%	918	433,670	4,476,703
Disconnected Youth ³	6.2%	3.0%	2.5%	185	50,502	430,795
Children in Single Parent Families (% of all children)	30.4%	34.1%	34.0%	3,343	2,400,195	23,568,955
Uninsured	15.8%	17.6%	8.7%	7,589	5,056,008	28,315,092
With a Disability, Age 18-64	11.1%	9.7%	10.5%	3,069	1,710,522	20,879,820
With a Disability, Age 18-64, Labor Force Participation Rate and Size	42.7%	49.8%	45.5%	1,310	851,439	9,492,098
Foreign Born	6.4%	17.1%	13.7%	3,400	4,987,855	45,281,071
Speak English Less Than Very Well (population 5 yrs and over)	4.8%	13.0%	8.2%	2,384	3,538,224	25,704,846

Source: [JobsEQ®](#)

1. American Community Survey 2018-2022, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2023, annual average growth rate since 2013.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

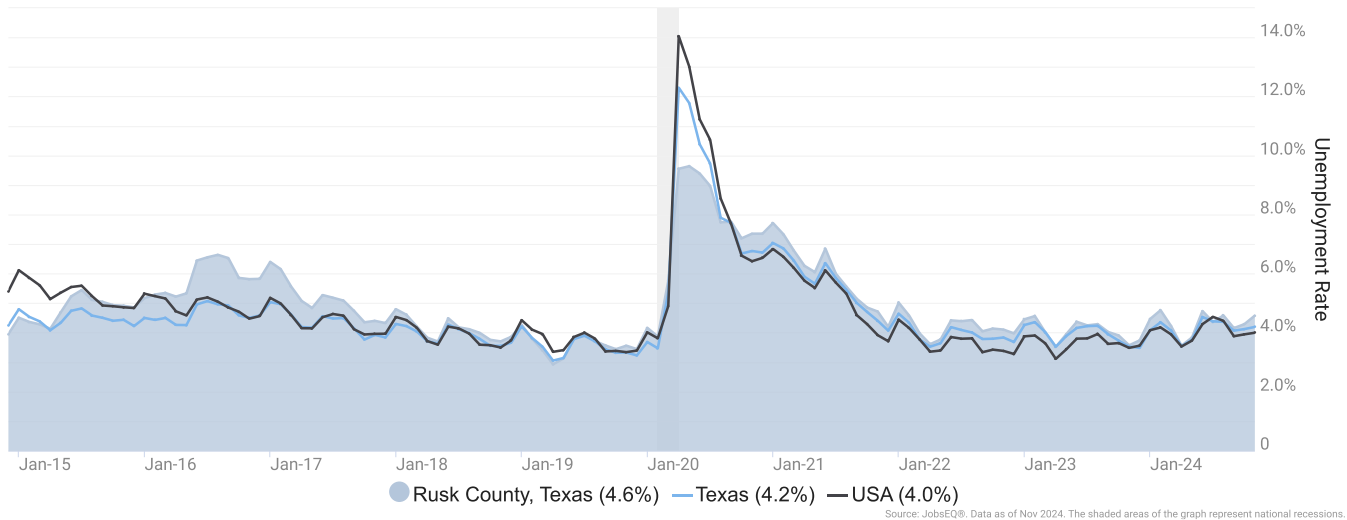
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Unemployment Rate

The unemployment rate for Rusk County, Texas was 4.6% as of November 2024. The regional unemployment rate was higher than the national rate of 4.0%. One year earlier, in November 2023, the unemployment rate in Rusk County, Texas was 3.6%.

Unemployment Rate for Rusk County, Texas



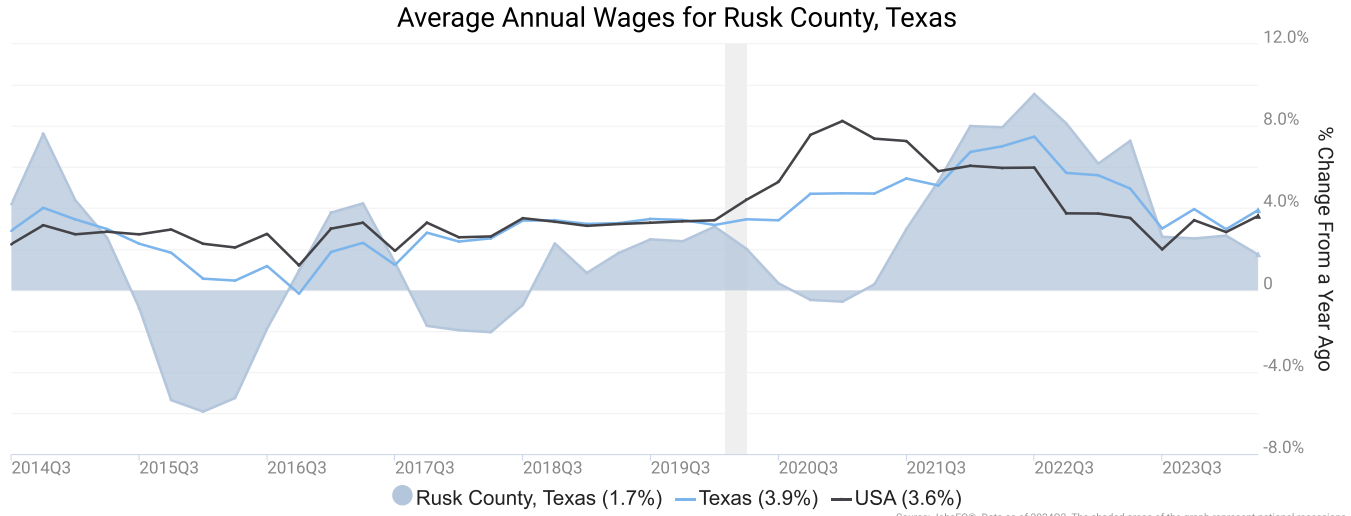
Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through November 2024.

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Wage Trends

The average worker in Rusk County, Texas earned annual wages of \$50,303 as of 2024Q2. Average annual wages per worker increased 1.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$72,405 in the nation as of 2024Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q1 with preliminary estimates updated to 2024Q2.

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Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 6.5% lower in Rusk County, Texas than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Rusk County, Texas	\$50,303	93.5	\$53,785
Texas	\$71,898	93.6	\$76,845
USA	\$72,405	100.0	\$72,405

Source: [JobsEQ®](#)

Data as of 2024Q2

Cost of Living per [COLI](#) data as of 2024Q3, imputed by Chmura where necessary.

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Occupation Snapshot

The largest major occupation group in Rusk County, Texas is Management Occupations, employing 1,579 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (1,509 workers) and Construction and Extraction Occupations (1,443). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Construction and Extraction Occupations (LQ = 2.08), Educational Instruction and Library Occupations (1.55), and Installation, Maintenance, and Repair Occupations (1.41).

Occupation groups in Rusk County, Texas with the highest average wages per worker are Legal Occupations (\$131,100), Management Occupations (\$108,000), and Architecture and Engineering Occupations (\$89,300). The unemployment rate in the region varied among the major groups from 0.9% among Legal Occupations to 6.4% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in Rusk County, Texas is expected to be Healthcare Support Occupations with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+13 jobs) and Management Occupations (+10). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (209 jobs) and Transportation and Material Moving Occupations (169).

Rusk County, Texas, 2024Q2¹

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
11-0000	Management	1,579	\$108,000	1.31	34	1.8%	40	111	1.5%	145	58	78	10	0.6%
43-0000	Office and Administrative Support	1,509	\$43,100	0.83	90	3.3%	56	-99	-1.3%	162	72	93	-2	-0.2%
47-0000	Construction and Extraction	1,443	\$48,000	2.08	133	5.8%	23	-47	-0.6%	137	45	82	10	0.7%
53-0000	Transportation and Material Moving	1,358	\$44,900	1.01	157	6.1%	46	26	0.4%	179	66	103	10	0.7%
25-0000	Educational Instruction and Library	1,305	\$53,900	1.55	36	2.6%	40	77	1.2%	112	50	60	2	0.1%
41-0000	Sales and Related	1,145	\$47,500	0.84	95	4.8%	79	65	1.2%	148	63	84	0	0.0%
51-0000	Production	1,056	\$44,100	1.24	87	4.3%	25	-52	-1.0%	121	43	75	3	0.3%
35-0000	Food Preparation and Serving Related	1,055	\$28,100	0.83	135	6.4%	71	32	0.6%	215	91	118	7	0.7%
49-0000	Installation, Maintenance, and Repair	853	\$54,200	1.41	45	2.7%	28	-14	-0.3%	80	30	44	5	0.6%
31-0000	Healthcare Support	725	\$28,300	1.01	49	3.9%	41	-17	-0.5%	117	49	54	13	1.8%
13-0000	Business and Financial Operations	637	\$75,100	0.64	18	2.5%	19	50	1.6%	56	18	34	5	0.8%
29-0000	Healthcare Practitioners and Technical	634	\$86,800	0.69	18	1.7%	152	6	0.2%	46	19	19	8	1.2%
37-0000	Building and Grounds Cleaning and Maintenance	612	\$32,300	1.20	57	5.7%	18	-30	-0.9%	88	37	47	4	0.7%
33-0000	Protective Service	307	\$52,700	0.92	15	3.1%	22	-76	-4.3%	32	13	18	1	0.2%
39-0000	Personal Care and Service	302	\$31,600	0.76	17	3.6%	7	9	0.6%	52	19	30	3	0.9%
21-0000	Community and Social Service	256	\$52,700	0.90	8	3.1%	24	16	1.3%	26	10	13	3	1.1%
15-0000	Computer and Mathematical	192	\$86,300	0.39	5	2.1%	7	0	0.0%	13	4	7	2	0.8%

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Rusk County, Texas, 2024Q2¹

SOC	Occupation	Current				5-Year History				1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
17-0000	Architecture and Engineering	169	\$89,300	0.68	5	2.5%	10	-25	-2.7%	13	4	7	1	0.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	150	\$54,500	0.53	4	3.9%	11	-1	-0.1%	16	6	9	1	0.6%
45-0000	Farming, Fishing, and Forestry	128	\$47,900	1.41	10	6.4%	1	9	1.4%	19	8	11	0	0.0%
19-0000	Life, Physical, and Social Science	87	\$74,300	0.62	1	1.7%	7	-6	-1.3%	9	1	6	1	0.9%
23-0000	Legal	46	\$131,100	0.35	1	0.9%	1	-19	-6.6%	3	1	2	0	0.6%
Total - All Occupations		15,550	\$54,900	1.00	1,021	4.1%	727	15	0.0%	1,790	707	995	88	0.6%

Source: [JobsEQ®](#)

Data as of 2024Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2024Q1, imputed where necessary with preliminary estimates updated to 2024Q2. Wages by occupation are as of 2024 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

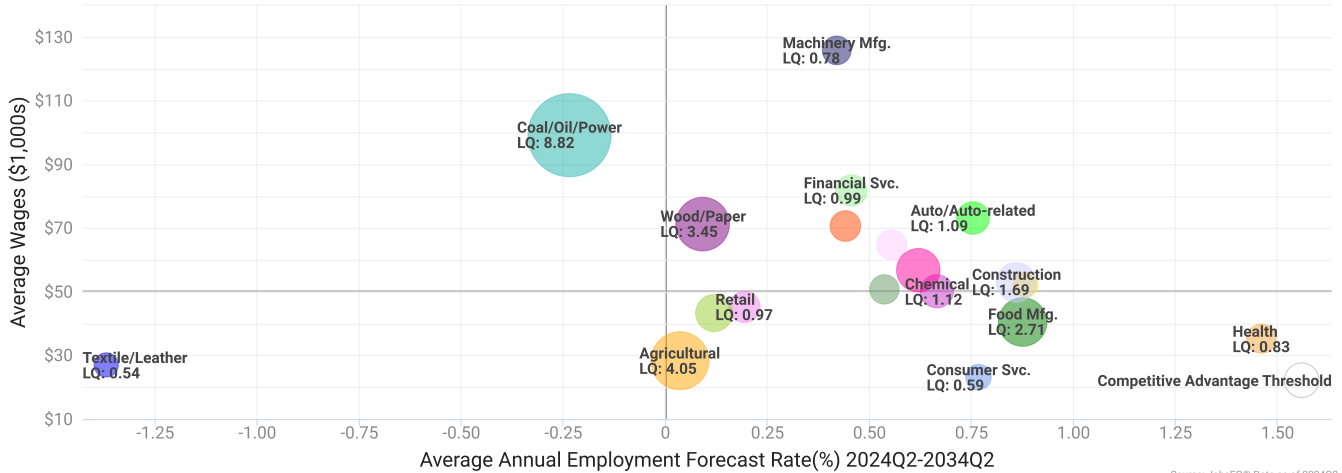
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Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Rusk County, Texas with the highest relative concentration is Coal/Oil/Power with a location quotient of 8.82. This cluster employs 1,118 workers in the region with an average wage of \$99,261. Employment in the Coal/Oil/Power cluster is projected to contract in the region about 0.2% per year over the next ten years.

Industry Clusters for Rusk County, Texas as of 2024Q2



Source: JobsEQ® Data as of 2024Q2

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2024Q1 with preliminary estimates updated to 2024Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

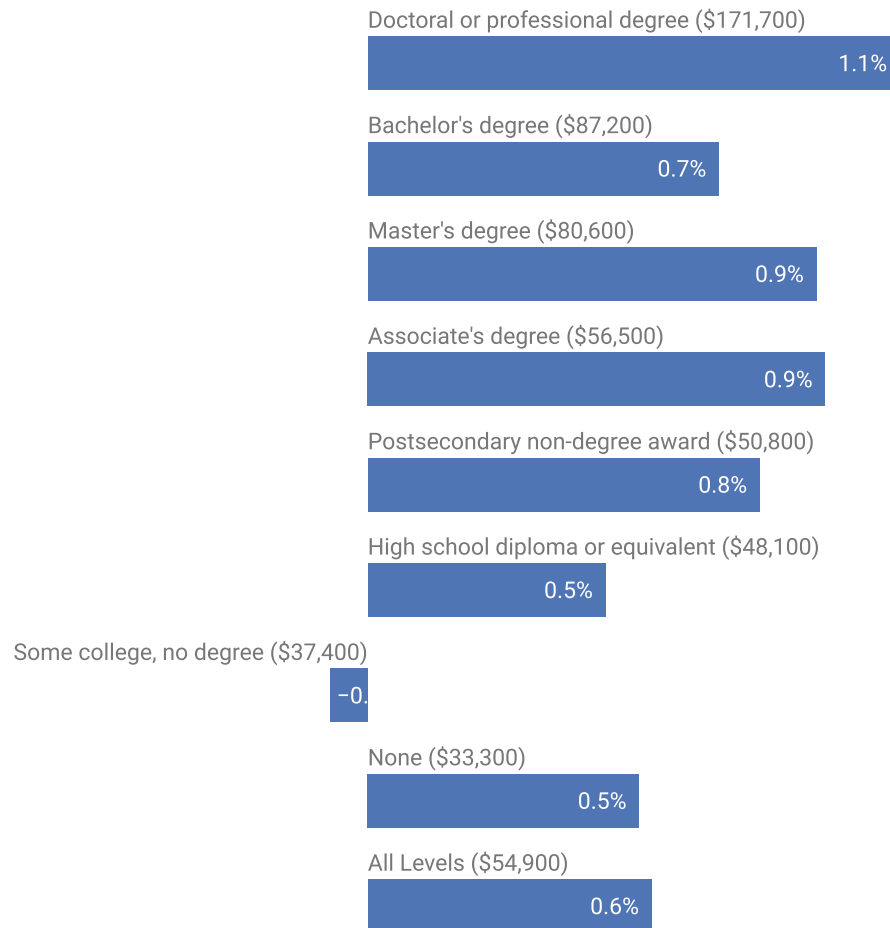
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Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Rusk County, Texas is projected to grow 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.1% per year, those requiring a bachelor's degree are forecast to grow 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.9% per year.

Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®
Data as of 2024Q2

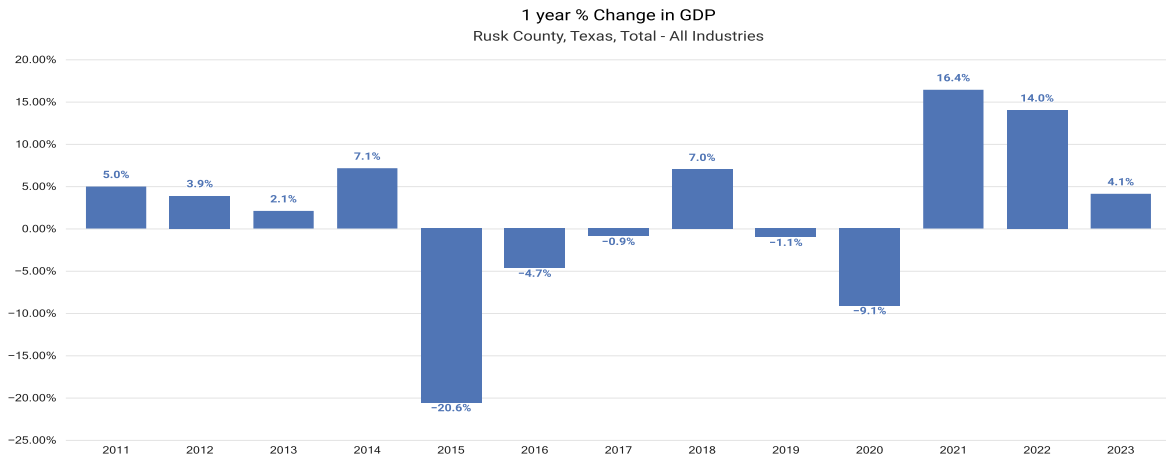
Employment by occupation data are estimates as of 2024Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

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Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2023, nominal GDP in Rusk County, Texas expanded 4.1%. This follows growth of 14.0% in 2022. As of 2023, total GDP in Rusk County, Texas was \$1,937,003,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

Of the sectors in Rusk County, Texas, Mining, Quarrying, and Oil and Gas Extraction contributed the largest portion of GDP in 2023, \$321,428,000. The next-largest contributions came from Utilities (\$222,237,000); Manufacturing (\$185,844,000); and Educational Services (\$149,103,000).

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GDP (in \$ millions)

Rusk County, Texas, 2023

Mining, Quarrying, and Oil and Gas Extraction (21)



Utilities (22)



Manufacturing (31)



Educational Services (61)



Construction (23)



Retail Trade (44)



Real Estate and Rental and Leasing (53)



Wholesale Trade (42)



Health Care and Social Assistance (62)



Finance and Insurance (52)



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