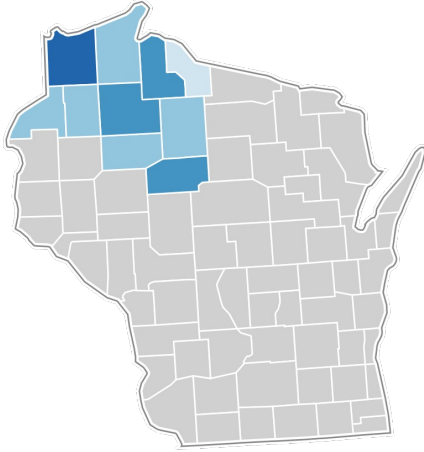


## Region Info

### Region: WDA #7

County Areas: Ashland, Wisconsin (55003), Bayfield, Wisconsin (55007), Burnett, Wisconsin (55013), Douglas, Wisconsin (55031), Iron, Wisconsin (55051), Price, Wisconsin (55099), Rusk, Wisconsin (55107), Sawyer, Wisconsin (55113), Taylor, Wisconsin (55119), Washburn, Wisconsin (55129)

### WDA #7



Population (2011)	178,478
Jobs (2011)	96,767
Average Earnings (2011)	\$34,008
GRP (2010)	\$4,734,400,769
Exports (2010)	\$8,518,851,882
Imports (2010)	\$9,062,682,994
Unemployed (2011)	8,096
Completions (2010)	2,590

## WDA #7 | Population

<b>178,478</b> 2011 Population 3.1% of State	<b>-0.7%</b> Population Growth for the Last 5 Years National Growth 4.5%
----------------------------------------------------	--------------------------------------------------------------------------------

Age Group	2011 Population	% of Population	
Under 5 years	9,581	5.6%	<div></div>
5 to 9 years	10,003	5.7%	<div></div>
10 to 14 years	11,514	6.0%	<div></div>
15 to 19 years	12,431	6.1%	<div></div>
20 to 24 years	10,514	4.9%	<div></div>
25 to 29 years	8,818	5.0%	<div></div>
30 to 34 years	8,428	5.2%	<div></div>
35 to 39 years	10,346	5.1%	<div></div>
40 to 44 years	13,089	6.0%	<div></div>
45 to 49 years	15,040	7.6%	<div></div>
50 to 54 years	14,477	8.5%	<div></div>
55 to 59 years	13,406	8.2%	<div></div>
60 to 64 years	10,656	7.4%	<div></div>
65 to 69 years	9,110	5.8%	<div></div>
70 to 74 years	7,230	4.5%	<div></div>
75 to 79 years	6,078	3.4%	<div></div>
80 to 84 years	4,448	2.6%	<div></div>
85 years and over	4,572	2.5%	<div></div>

## WDA #7 | Jobs by Industry

<b>96,767</b> Total Jobs (2011)	<b>54.0%</b> Male (National: 52.6%)	<b>46.0%</b> Female (National: 47.4%)
------------------------------------	-------------------------------------------	---------------------------------------------

NAICS	Industry	2011 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	6,766	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	375	<div></div>
22	Utilities	330	<div></div>
23	Construction	5,352	<div></div>
31-33	Manufacturing	11,491	<div></div>
42	Wholesale Trade	2,391	<div></div>
44-45	Retail Trade	10,787	<div></div>
48-49	Transportation and Warehousing	4,658	<div></div>
51	Information	809	<div></div>
52	Finance and Insurance	3,113	<div></div>
53	Real Estate and Rental and Leasing	3,245	<div></div>
54	Professional, Scientific, and Technical Services	2,599	<div></div>
55	Management of Companies and Enterprises	844	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	3,494	<div></div>
61	Educational Services	1,467	<div></div>
62	Health Care and Social Assistance	9,073	<div></div>
71	Arts, Entertainment, and Recreation	2,013	<div></div>
72	Accommodation and Food Services	8,213	<div></div>
81	Other Services (except Public Administration)	4,723	<div></div>
90	Government	15,024	<div></div>

## WDA #7 | Average Earnings by Industry

<b>\$34,008</b> <b>Avg. Earnings (2011)</b> 65% of National Avg.	<b>\$40,448</b> <b>Male Avg. Earnings (2011)</b> 64% of National Avg.	<b>\$26,400</b> <b>Female Avg. Earnings (2011)</b> 66% of National Avg.
------------------------------------------------------------------------	-----------------------------------------------------------------------------	-------------------------------------------------------------------------------

NAICS	Industry	Avg. Earnings (2011)	
11	Agriculture, Forestry, Fishing and Hunting	\$21,557	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$24,515	<div></div>
22	Utilities	\$87,400	<div></div>
23	Construction	\$39,504	<div></div>
31-33	Manufacturing	\$49,695	<div></div>
42	Wholesale Trade	\$49,656	<div></div>
44-45	Retail Trade	\$24,226	<div></div>
48-49	Transportation and Warehousing	\$55,158	<div></div>
51	Information	\$33,043	<div></div>
52	Finance and Insurance	\$34,868	<div></div>
53	Real Estate and Rental and Leasing	\$12,417	<div></div>
54	Professional, Scientific, and Technical Services	\$33,987	<div></div>
55	Management of Companies and Enterprises	\$63,956	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	\$20,718	<div></div>
61	Educational Services	\$33,377	<div></div>
62	Health Care and Social Assistance	\$35,982	<div></div>
71	Arts, Entertainment, and Recreation	\$13,516	<div></div>
72	Accommodation and Food Services	\$15,474	<div></div>
81	Other Services (except Public Administration)	\$21,507	<div></div>
90	Government	\$44,323	<div></div>

## WDA #7 | Gross Regional Product (GRP)

<b>\$3,247,627,670</b> Earnings (2010)	<b>\$1,177,810,116</b> Property Income (2010)	<b>\$369,915,853</b> Taxes on Production (2010)	<b>\$4,734,400,769</b> Total GRP (2010)
-------------------------------------------	--------------------------------------------------	----------------------------------------------------	--------------------------------------------

NAICS	Industry	GRP (2010)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$218,859,900	5%	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$24,138,665	1%	<div></div>
22	Utilities	\$118,810,034	3%	<div></div>
23	Construction	\$239,618,010	5%	<div></div>
31-33	Manufacturing	\$967,413,401	20%	<div></div>
42	Wholesale Trade	\$199,145,273	4%	<div></div>
44-45	Retail Trade	\$396,943,681	8%	<div></div>
48-49	Transportation and Warehousing	\$328,322,710	7%	<div></div>
51	Information	\$69,903,729	1%	<div></div>
52	Finance and Insurance	\$225,926,891	5%	<div></div>
53	Real Estate and Rental and Leasing	\$185,247,767	4%	<div></div>
54	Professional, Scientific, and Technical Services	\$116,132,889	2%	<div></div>
55	Management of Companies and Enterprises	\$58,166,569	1%	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	\$85,267,694	2%	<div></div>
61	Educational Services	\$51,821,384	1%	<div></div>
62	Health Care and Social Assistance	\$363,698,296	8%	<div></div>
71	Arts, Entertainment, and Recreation	\$35,855,102	1%	<div></div>
72	Accommodation and Food Services	\$206,189,920	4%	<div></div>
81	Other Services (except Public Administration)	\$110,449,355	2%	<div></div>
90	Government	\$732,489,500	15%	<div></div>

## WDA #7 | Region Exports

**\$8,518,851,881.67**

Exports (2010)

82% of Supply

NAICS	Industry	Exports (2010)	
11	Agriculture, Forestry, Fishing and Hunting	\$419,942,555	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$25,485,153	<div></div>
22	Utilities	\$121,311,520	<div></div>
23	Construction	\$344,523,127	<div></div>
31-33	Manufacturing	\$3,155,610,438	<div></div>
42	Wholesale Trade	\$202,957,278	<div></div>
44-45	Retail Trade	\$439,890,537	<div></div>
48-49	Transportation and Warehousing	\$532,076,064	<div></div>
51	Information	\$87,850,241	<div></div>
52	Finance and Insurance	\$308,663,056	<div></div>
53	Real Estate and Rental and Leasing	\$168,943,271	<div></div>
54	Professional, Scientific, and Technical Services	\$108,546,801	<div></div>
55	Management of Companies and Enterprises	\$62,551,641	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	\$106,802,151	<div></div>
61	Educational Services	\$56,656,396	<div></div>
62	Health Care and Social Assistance	\$431,249,638	<div></div>
71	Arts, Entertainment, and Recreation	\$45,066,610	<div></div>
72	Accommodation and Food Services	\$292,145,760	<div></div>
81	Other Services (except Public Administration)	\$143,931,546	<div></div>
90	Government	\$1,464,648,100	<div></div>

## WDA #7 | Region Imports

<b>\$9,062,682,994</b> Imports (2010) 82% of Demand	<b>\$1,922,462,763</b> Locally Produced & Consumed (2010) 18% of Demand
-----------------------------------------------------------	-------------------------------------------------------------------------------

NAICS	Industry	Imports (2010)	
11	Agriculture, Forestry, Fishing and Hunting	\$247,671,354	
21	Mining, Quarrying, and Oil and Gas Extraction	\$363,612,418	
22	Utilities	\$161,777,351	
23	Construction	\$375,315,653	
31-33	Manufacturing	\$1,608,869,396	
42	Wholesale Trade	\$429,830,203	
44-45	Retail Trade	\$383,235,834	
48-49	Transportation and Warehousing	\$260,539,321	
51	Information	\$334,670,747	
52	Finance and Insurance	\$705,569,940	
53	Real Estate and Rental and Leasing	\$408,360,814	
54	Professional, Scientific, and Technical Services	\$446,808,111	
55	Management of Companies and Enterprises	\$107,589,470	
56	Administrative and Support and Waste Management and Remediation Services	\$177,708,851	
61	Educational Services	\$85,947,210	
62	Health Care and Social Assistance	\$578,293,456	
71	Arts, Entertainment, and Recreation	\$58,088,343	
72	Accommodation and Food Services	\$185,540,950	
81	Other Services (except Public Administration)	\$158,866,573	
90	Government	\$1,984,387,000	

## WDA #7 | Unemployment by Industry

**8,096**

Total Unemployment (2011)

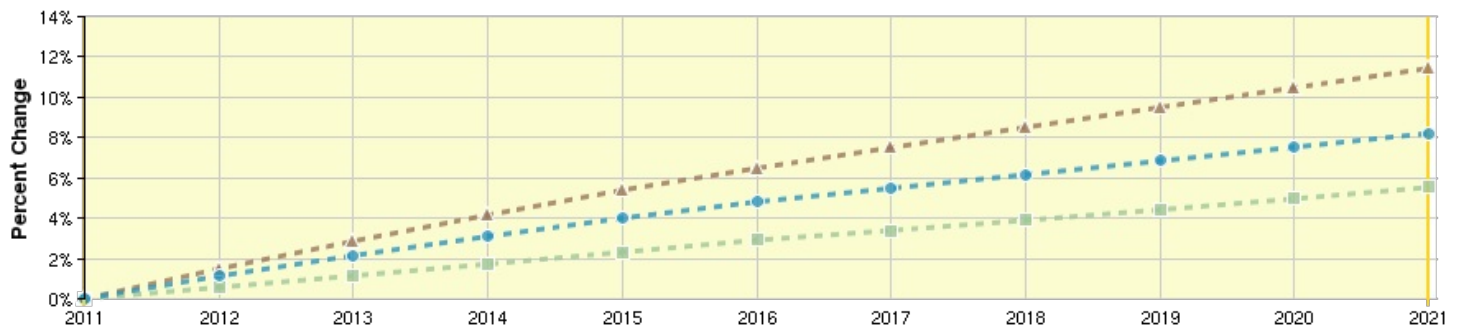
NAICS	Industry	Unemployed (2011)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	58	1%	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	10	0%	<div></div>
22	Utilities	20	0%	<div></div>
23	Construction	793	10%	<div></div>
31-33	Manufacturing	857	11%	<div></div>
42	Wholesale Trade	57	1%	<div></div>
44-45	Retail Trade	1,279	16%	<div></div>
48-49	Transportation and Warehousing	261	3%	<div></div>
51	Information	65	1%	<div></div>
52	Finance and Insurance	104	1%	<div></div>
53	Real Estate and Rental and Leasing	61	1%	<div></div>
54	Professional, Scientific, and Technical Services	85	1%	<div></div>
55	Management of Companies and Enterprises	7	0%	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	233	3%	<div></div>
61	Educational Services	46	1%	<div></div>
62	Health Care and Social Assistance	653	8%	<div></div>
71	Arts, Entertainment, and Recreation	138	2%	<div></div>
72	Accommodation and Food Services	1,229	15%	<div></div>
81	Other Services (except Public Administration)	205	3%	<div></div>
90	Government	854	11%	<div></div>
99	No Previous Work Experience/Unspecified	1,081	13%	<div></div>



## WDA #7 | Top Program Completions

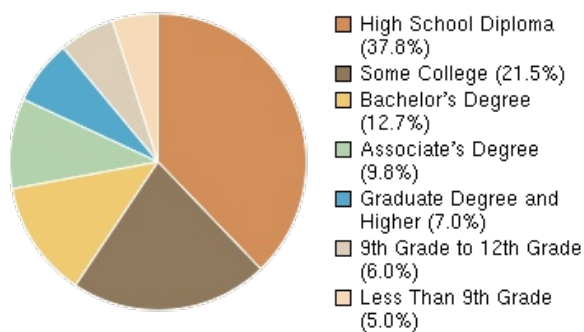
CIP	Program	Completions (2010)	
51	Health professions and related programs	1,224	<div></div>
52	Business, management, marketing, and related support services	313	<div></div>
13	Education	143	<div></div>
48	Precision production	92	<div></div>
47	Mechanic and repair technologies/technicians	79	<div></div>
26	Biological and biomedical sciences	61	<div></div>
43	Homeland security, law enforcement, firefighting and related protective services	50	<div></div>
50	Visual and performing arts	48	<div></div>
09	Communication, journalism, and related programs	45	<div></div>
12	Personal and culinary services	44	<div></div>

## Regional Trends



Region	2011 Jobs	2021 Jobs	% Growth
WDA #7	96,767	104,712	8.2%
State (WI)	3,451,098	3,641,910	5.5%
Nation	173,545,944	193,394,390	11.4%

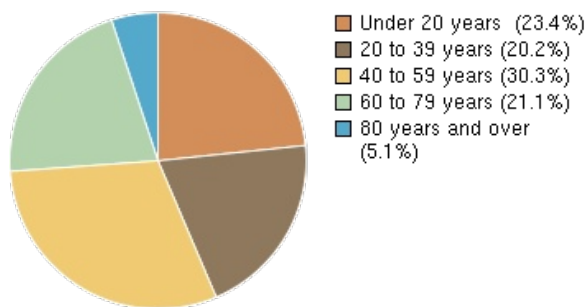
## Educational Attainment



## Largest Openings/Completions Gaps

Occupation	Completions (2010)	Annual Openings (2011)
Property, real estate, and community association managers (11-9141)	0	62
Personal financial advisors (13-2052)	0	43
Securities, commodities, and financial services sales agents (41-3031)	0	39
Insurance sales agents (41-3021)	0	21
Business operation specialists, all other (13-1199)	0	18

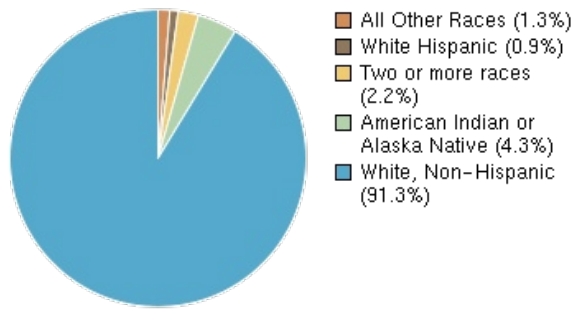
## Age Demographics



## Growing/Declining Occupations

Occupation	Change (2011-2021)
Truck drivers, heavy and tractor-trailer (53-3032)	427
Real estate sales agents (41-9022)	376
Retail salespersons (41-2031)	318
Logging equipment operators (45-4022)	-92
Door-to-door sales workers, news and street vendors, and related workers (41-9091)	-162
Farmers and ranchers (11-9012)	-176

## Race Demographics



## Growing/Declining Industries

Industry	Change (2011-2021)
Temporary Help Services (561320)	560
Reconstituted Wood Product Manufacturing (321219)	518
Discount Department Stores (452112)	425
Crop and animal production (11A000)	-267
Supermarkets and Other Grocery (except Convenience) Stores (445110)	-295
Wood Window and Door Manufacturing (321911)	-752

## Top Regional Businesses

Business Name	Local Employees
Marquip Ward United	700
University Of Wisconsin-spr	600
Kraft Pizza Co	600
St Croix Tribal Council	500
Lakehead Constructors Inc	500

## Data Sources and Calculations

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### State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information.