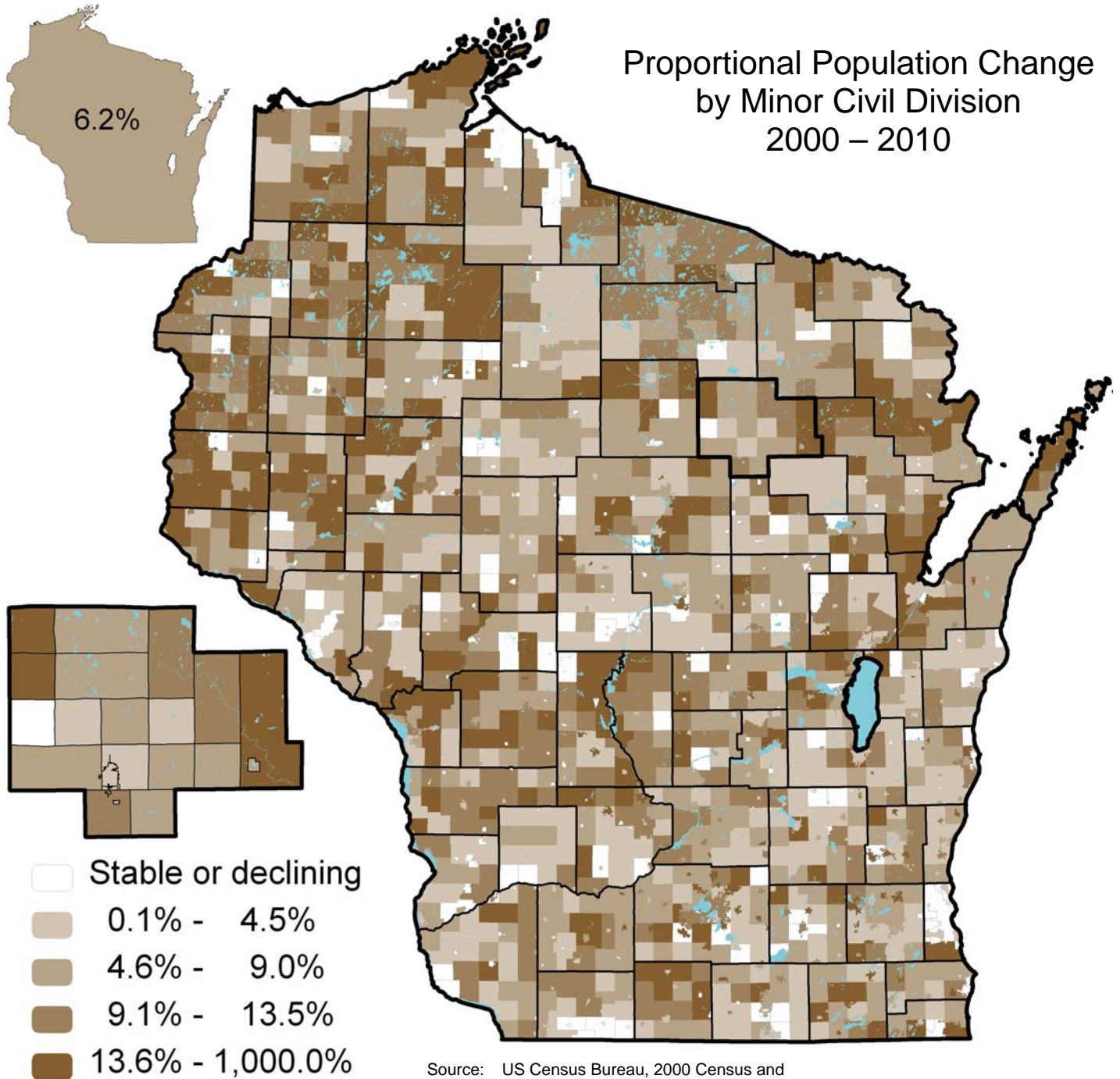


# Langlade County Workforce Profile

## 2011



Source: US Census Bureau, 2000 Census and  
WI Dept. of Administration Demographic Services, January 2010

WISCONSIN



Department of Workforce Development

Office of Economic Advisors

OEA-10626-P

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# Langlade County Workforce Profile



## 2011

### Slowly It Grows

As this is written in November 2011, the economic recovery is officially more than two years old. The National Bureau of Economic Research, the organization that defines U.S. recessions, stated that the recession began in December 2007 and ended in June 2009. Mapping economic activity and employment changes through this business cycle has charted new territory.

This “Great Recession” has discovered new latitudes on a number of fronts. It is the first time since World War II that GDP registered declines four quarters in a row. GDP dropped 5.4 percent from the fourth quarter of 2007 peak, to the second quarter of 2009 trough. The previous worst post-war recession GDP decline was 3.7 percent in the 1957 recession. The severe recessions of 1973 and 1981 saw GDP fall by 2.8 percent and 2.9 percent respectively. In most recessions, the trough occurred in the second or third quarter following the peak. This recession’s trough occurred six quarters after the peak. Suffice it to say that the Great Recession set new records in depth and duration for post-war recessions.

The recovery from this recession has been lethargic. Post-war economic recoveries usually reached new real GDP levels two or three quarters after the trough. The

*Note: All data appearing in this profile are subject to revision.*

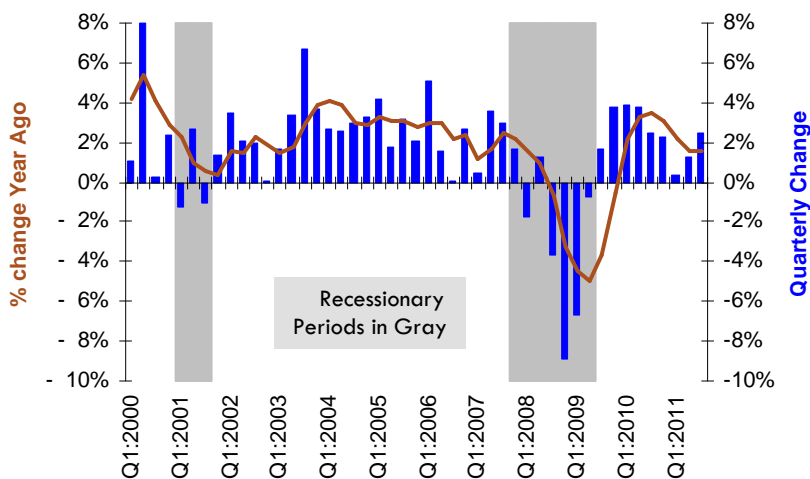
1981 recovery took five quarters to reach new output levels. The current growth cycle is nine quarters old and GDP has only now reached pre-recession levels.

The primary drags on the recovery have been: 1) housing markets, 2) deleveraging, and 3) high unemployment. New home construction is running at about a quarter of the previous peak and about one million units per year below long-run demand rates of 1.5 million units per year. Consumers, companies, banks, and governments are all deleveraging — paying down debt and recalibrating cash flows. Companies are reluctant to hire new workers in this uncertain economic environment.

Concerning the housing market, relatively few new homes being built generate little demand for new carpet, doors, windows, appliances, etc. Also, and more importantly for economic demand, the trillions of dollars that evaporated from home equity balances have disappeared from the economy. With that loss, consumers now must pay for purchases out of cash flow, primarily earnings, instead of unrealized capital gains. The six trillion dollars of lost home and investment equity has revalued baby boomers’ retirement portfolios and induced higher savings. In addition, high unemployment is retarding aggregate earnings growth. It is difficult to increase consumption while paying down debt and increasing savings with stagnant income.

The exiguous demand growth offers no incentive to expand production. Non-residential investment has been increasing in equipment and software — labor saving investment. Structures investment — production expansion — has been flat. Limited demand coupled with productivity investments yields little need to increase payroll. The economic feedback loops follow that no new hiring leads to no new earnings leads to no new production capacity leads to no new hiring; hence slow economic recovery.

Real GDP Change 2000 Q1 - 2011 Q3



Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2011

**Slowly It Goes (cont.)**

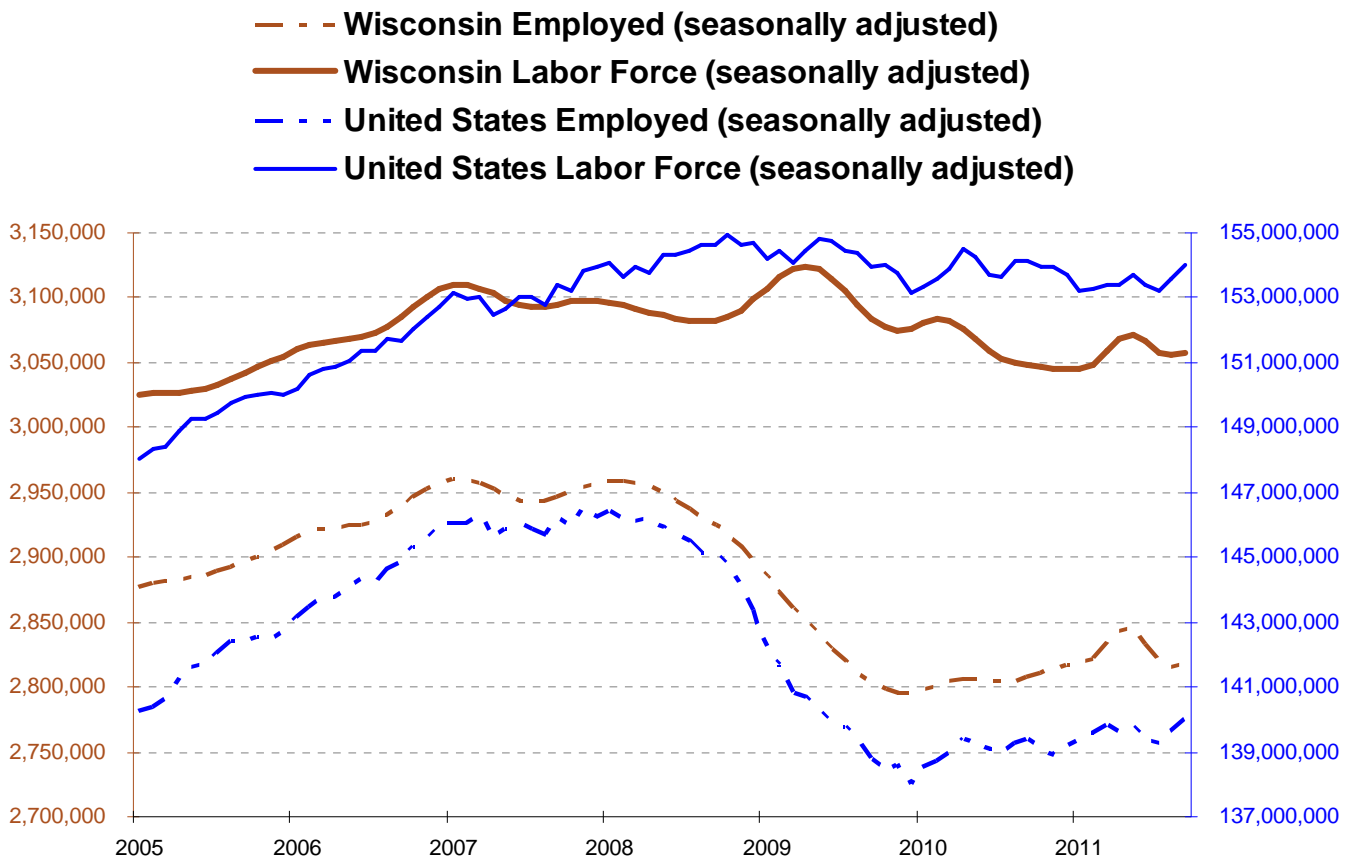
The employment situation mimics the economic path, with some lag. The U.S. unemployment rate peaked at 10.1 percent in October 2009 on a seasonally adjusted basis, after the recession was declared over. Wisconsin's unemployment rate peaked at 9.2 percent in June and July 2009, and matched it again in January 2010. The unemployment rate didn't get as elevated as it had in the past. The U.S. unemployment rate reached 10.8 percent in November and December of 1982. Wisconsin's unemployment rate peaked at 11.5 percent in January of 1983. Wisconsin's unemployment rate has remained below the nation through this business cycle. This is due to the fact that Wisconsin's residential construction sector didn't collapse to as great a degree as did some other states, such as Arizona, California, and Florida. Also, Wisconsin's diversified industry alleviates it from large impacts to a single industry, such as the automobile industry concentrations in Michigan, Ohio, and Indiana.

Job loss in the state was more severe than past recessions. Wisconsin displaced almost six percent of its job base during this recession. The state displaced just over five percent of its job base in the 1981 recession.

To a large extent, this has been a "jobless" recovery. Wisconsin's job level is still more than four percent below pre-recession levels twenty-three months after the employment bottom. Job recovery in the 1981 economic recovery was relatively rapid, reaching pre-recession job levels thirteen months after the bottom.

Illustrated below are the workforce and employment dynamics for the state and the nation through the last two business cycles. What is evident is the loss of employment during the recessions. What has changed over the period is that the workforce actually turned negative. Wisconsin's workforce declined 0.6 percent through the 2001 recession. The jobs recovery then took over four years to reach pre-recession levels. This time, Wisconsin's workforce decreased 1.7 percent at the lowest point, and the U.S. workforce turned lower for the first time.

Due to the way the unemployment rate is calculated, the state and national unemployment rates would be higher than the current (September 2011) 7.8 percent and 9.1 percent for Wisconsin and the U.S., respectively, if the workforce had remained steady or increased over the period.



Source: WI DWD, Bureau of Workforce Training, LAUS, 2011

## Population

As workers, consumers, and business owners, people are essential to economic activity. Langlade County's population increased 5.4 percent between 2000 and 2010. During this time, the county's population rate grew at a lower rate than the state's, ranking as the 46th fastest-growing county among Wisconsin's 72 counties.

The table to the right contains a disaggregation of the population growth in the county's ten most populous municipalities. The data shows that high, in-county growth took place outside the City of Antigo, the county's urban hub. The towns Ainsworth, Elcho, Neva, Norwood, Polar, Rolling, Upham, and Wolf River grew faster than the county average growth rate.

Examining the components of population change allows a closer look at the engines behind population growth. Net migration plus natural increase equals population growth. County population growth was driven by net migration and moderated by a negative natural increase.

Net migration measures the difference between people moving out of a geographic area and those moving in. Natural increase is positive when births exceed deaths and negative when deaths exceed births. Of the 1,128 person increase in county population between 2000 and 2010, net migration accounted for 1,390 individuals and negative natural increase accounted for a decrease of

Langlade County's 10 Most Populous Municipalities				
	Apr 1, 2000 Census	Jan 1, 2010 Estimate	Numeric Change	Proportional Change
<b>United States</b>	281,421,906	308,400,408	26,978,502	9.6%
<b>Wisconsin</b>	5,363,715	5,695,950	332,235	6.2%
<b>Langlade County</b>	20,740	21,868	1,128	5.4%
Antigo, City	8,560	8,710	150	1.8%
Rolling, Town	1,452	1,606	154	10.6%
Antigo, Town	1,487	1,541	54	3.6%
Elcho, Town	1,317	1,414	97	7.4%
Neva, Town	994	1,065	71	7.1%
Polar, Town	995	1,056	61	6.1%
Norwood, Town	918	996	78	8.5%
Wolf River, Town	856	984	128	15.0%
Upham, Town	689	744	55	8.0%
Ainsworth, Town	571	631	60	10.5%

Source: WI Dept. of Administration, Demographic Services, Population Est., 2011

249 individuals.

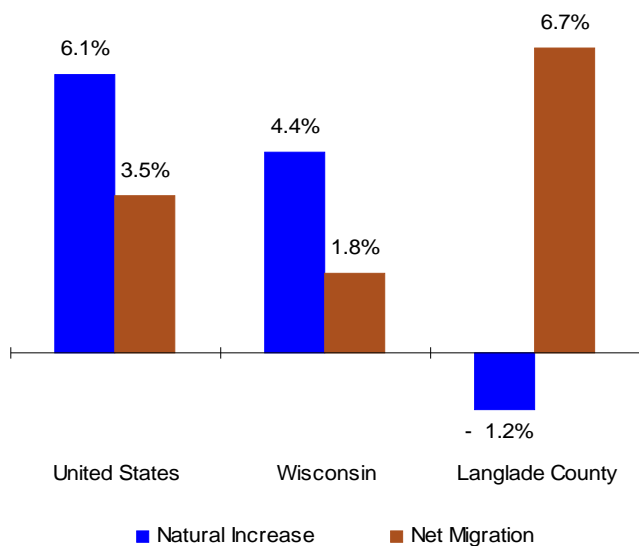
The components of population change in Langlade County differ from those of the state and nation. The negative natural increase is due in part, to the county's comparatively high median age of years (the 15th highest in the state) and low relative crude birth rate (66th highest among the state's 72 counties). The key driver to Langlade's population change, net migration, was more than three times that of the state and almost twice that of the nation, compensating for negative natural increase.

Further examination of the demographic composition of gross inflows and outflows reveal the individual components of net migration. Such data provides insight into topics such as, "Did the county see large out-migration of youth but high in-migration of older individuals?" Unfortunately, available data does not allow a granular breakdown of net flows. However, it is possible to compare rough percentages of the composition of respective gross in and out-flows.

The American Community Survey's 2010 five-year geographic mobility data allows us to examine the age distribution of people moving into and out of the area. The data represents portions of annual average total in-and out-flows by age group from 2006 to 2010. To be clear, the data does not allow for identification of net change (in minus out flow) but rather the composition of the annual average flows between 2006 and 2010.

Langlade County out-flows were composed of approximately 15 percent of individuals under the age 17, 44 percent individuals aged 18 to 29, 22 percent individuals aged 30 to 64, and 19 percent individuals 65 and older. Langlade County in-flows were composed 14 percent of

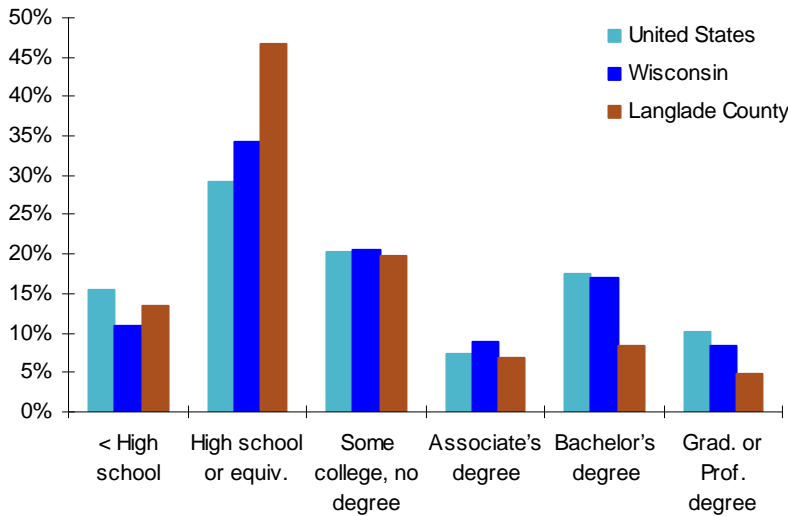
### Components of Population Change



Source: WI DOA, Demographic Services, Population Est., 2011

Demographics

Educational Attainment of Residents 25 or More Years Old



Source: US Census Bureau, American Community Survey, Table B15002, 2005-2009

individuals under the age of 17, 34 percent of individuals aged 18 to 29, 50 percent of individuals aged 30 to 64 and 3 percent of individuals aged 65 and older. Comparing the gross in-and out-flows reveals that on an annual average basis, the largest portion of in-flow was concentrated among middle-aged individuals, ages 30 to 64 and the largest portion of out-flow was concentrated among individuals under the age of 30.

It is important to keep in mind the limitations to this data. For example, the fact that the share of young (18 to 29) out-flow was greater than the share of young in-flow, does not mean that out-flow of younger individuals exceeded in-flow, but that out-flow was structurally composed of a larger percentage of younger individuals.

The distribution of educational attainment among Langlade County residents has a concentration of high school completion or equivalent at 47 percent of adult residents ages 25 or older. Relative to the state, the county has smaller shares of residents with bachelor's degrees or above (13.1 percent in Langlade compared to 26 percent statewide) and some college or associate's degree (26.7 percent in the county compared to 29.3 percent statewide). It should be noted when interpreting this data that education attainment of residents is reflective of labor demand in Langlade County. County labor demand by education attainment can be analyzed by examining education attainment of the job base using the United States

Census Bureau's Quarterly Workforce Indicators (QWI).

In 2010, the composition of Langlade County's job base by educational attainment was; 10 percent less than high school, 42 percent high school diploma or equivalent, 33 percent some college or Associate's degree, and 15 percent bachelor's degree or above. In comparison, Wisconsin's job base by education attainment was; 9 percent less than high school, 32 percent high school or equivalent, 34 percent some college or associate's degree and 25 percent bachelor's degree or above.

The QWI data indicate that the Langlade County labor has a higher proportional composition of workers with some college or an associate's degree than that held by the county's general population. While it is unknown how many of residents who have some college or an associate's degree are in the labor force, the relative heavier utilization of some college or an associate's degree represents a pattern of potential

opportunity for residents considering investment in education.

Part of the difference between workforce education attainment and that possessed by residents in general is explained by workers commuting to work in Langlade from other counties. Langlade County has inflows of

Where do Langlade County residents work?	Where do Langlade County workers live?
Langlade Co., WI	Langlade Co., WI
Marathon Co., WI	Marathon Co., WI
Brown Co., WI	Shawano Co., WI
Oneida Co., WI	Oneida Co., WI
Lincoln Co., WI	Lincoln Co., WI
Shawano Co., WI	Portage Co., WI

Source: US Census Bureau, Local Employer-Household Dynamics

Commuting Patterns of Langlade County Residents

Work in Langlade County:	7,447	80.4%
Work in another Wisconsin County:	1,792	19.4%
Work outside Wisconsin:	21	0.2%
<b>Total:</b>	<b>9,260</b>	<b>100.0%</b>

Source: US Census Bureau, American Community Survey, Table B08007, 2005-2009

**Workforce**

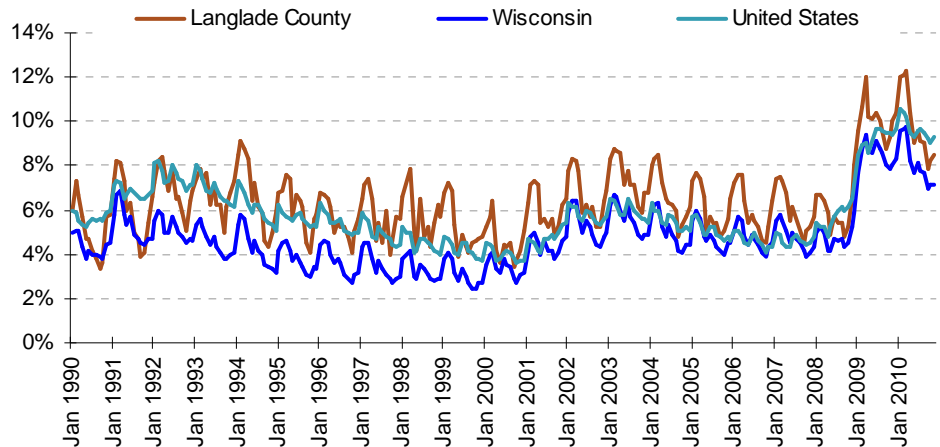
workers from Marathon, Shawano, Oneida Lincoln and Portage Counties.

As the table below displays, a relatively high proportion of Langlade County residents work inside their home county as compared to state residents in general. Nineteen percent of Langlade County residents commute outside of the county for work compared to 28 percent of Wisconsin residents. The top five destination counties for Langlade commuters are Marathon, Brown, Oneida, Lincoln and Shawano Counties.

The graph to the right displays Langlade County's monthly unemployment rate over the last 20 years and compares it to the state and nation. Similar to the state pattern, Langlade County unemployment has historically displayed seasonal peak unemployment in February and lowest unemployment in October. County unemployment rates have been, on average, higher than that of the state. This is partly attributable to a cluster of seasonal leisure and hospitality employment within the county.

Following large employment contractions of 2008 and 2009 during the Great Recession, county unemployment reached a 20 year seasonally unadjusted high of 12.3

**Unemployment Rates - Not Seasonally Adjusted**

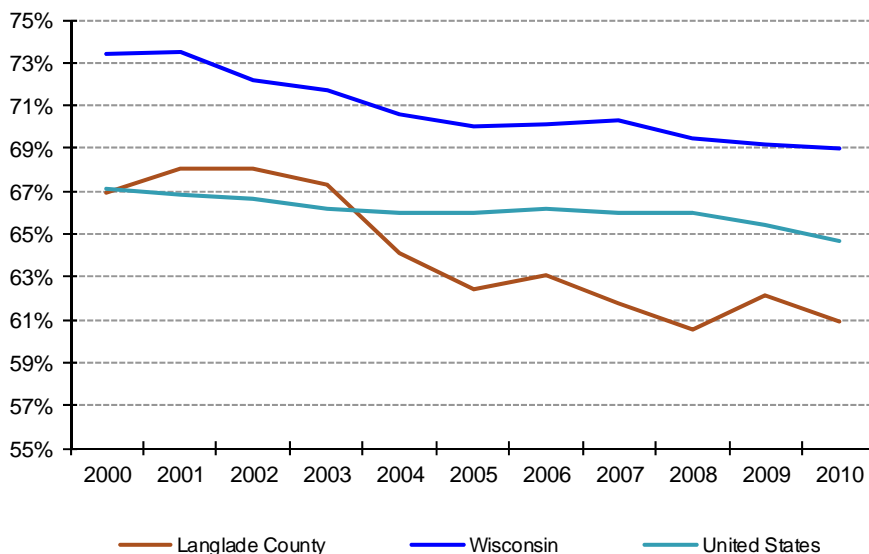


Source: U.S. Bureau of Labor Statistics, CPS, LAUS, 2011

percent in March of 2010. Since then, county rates have fallen more or less over-the-month to November, 2010, when the unemployment rate was 8.5 percent.

However, as unadjusted rates include both seasonal and structural components the best way to gauge structural change is to examine over-the-year changes in rates. From this perspective, over-the-year unemployment in Langlade County decreased eight consecutive months from May of 2010 to December, 2010. Sustained over-the-year contraction in unemployment points to an improving labor market and is encouraging to see.

**Labor Force Participation Rates**



Another measure of labor utilization, which provides insight in to root causes of unemployment rates is the labor force participation rate. At left is a graph displaying the LFPR for the county, state and nation. LFPR is calculated by dividing the number of people in the labor force by the total working age population ages 16 to 64. Holding population change constant, declining labor force participation rates generally indicate that participants have stopped searching for work, often because of discouragement, effectively dropping out of the labor force and lowering the LFPR.

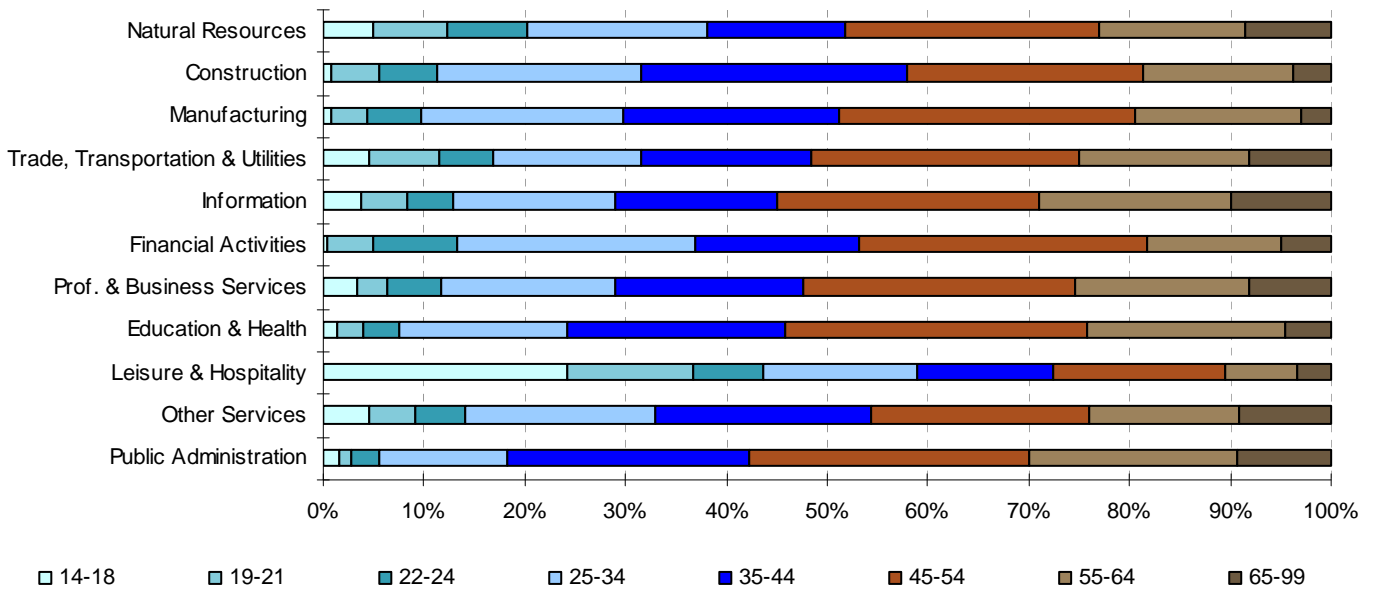
In 2010, Langlade County's LFPR was 60.9 percent, lower than both the state LFPR of 69 percent and the national LFPR of 64.7 percent. Over the approximate course of the recession from

Source: WI DWD, OEA Special Tabulation



Workforce (cont.)

Langlade County's Age Distribution by Industry



Source: U.S. Dept. of Commerce, Census Bureau, Local Employment Dynamics, 2009 Annual

2008 to 2010, the Langlade County LFPR increased slightly from 60.5 percent to 60.9 percent while both state and national LFPRs decreased. The state LFPR decreased .5 percent from 69.5 percent in 2008 to 69 percent in 2010 and the national LFPR decreased 1.3 percent from 66 percent in 2008 to 64.7 percent in 2010. The difference between Langlade County, the state of Wisconsin, and the nation's LFPR is not a nascent trend.

The long run decline of the statewide LFPR is due, in large part, to the impact of the aging population on the size of the available workforce. In 2000, the median age of state residents was 36 and in 2010 it was 38.5. In comparison, the median age of Langlade County residents was 40.5 in 2000 and 45.7 in 2010. Aging of the county labor force combined with proportionately larger in-flows of individuals aged 30-64 have compressed the county's LFPR to a greater extent than the state's and nation's.

The table above displays the age distribution of the county job base by industry sector. Examining the job base by age and industry reveals a wide spectrum of age distributions across industries. It is important to keep in mind the factors behind industry age distributions. Some industries require workers with either higher levels of education or more complex skill sets than other industries. Because these qualifications take time to acquire or develop, workers in these industries tend to be older than

workers in other industries, which may have more entry level jobs. Younger, less experienced workers tend to work in these jobs, causing industries employing these workers to skew young.

Industries such as leisure and hospitality have more entry level opportunities and tend to employ a younger workforce. Industries such as Public Administration generally employ older workers with longer tenure and more seniority.

Setting the impact of education and skill formation aside, there are some other noteworthy trends in Langlade County employment age distributions. To help frame discussion of the industry age distributions and provide a benchmark against which to judge this data, it is useful to consider the county total nonfarm age distribution. In 2009, 10 percent of county workers were aged 14 to 21 years, 20 percent were aged 22 to 34 years, 46 percent were aged 35 to 54 years, and 22 percent were aged 55 years and older.

The information, public administration and education and health service sectors all had comparatively older workforces than other industries in the county. Financial activities, construction and leisure and hospitality all had comparatively younger workforces. Both demography and economics explain industry age distributions. Layoffs during the recession may have disproportionately impacted younger, less skilled workers causing the age dis-

**Jobs & Wages**

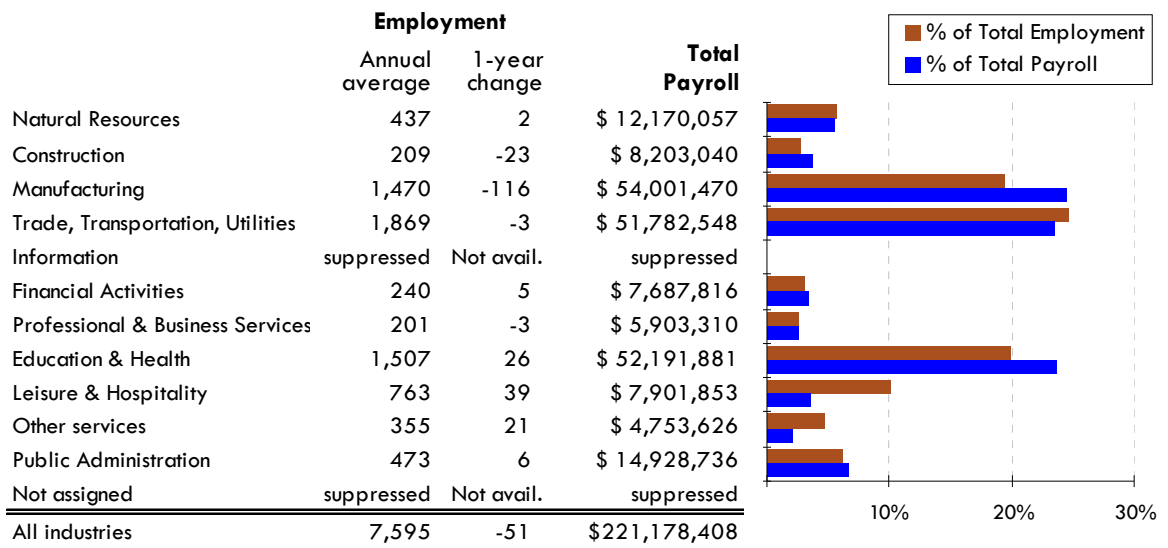
tributions to skew older. In addition, the median age of the county's population is comparatively older than the state's. The older county population undoubtedly influences the shape of its workforce age distributions. An older workforce combined with an older population could negatively impact county employers' ability to find skilled and experienced workers

after older workers exit the workforce upon to retirement.

At right is a chart containing industry level employment and payroll data along with annual employment change. Almost 60 percent of the total job base was employed in the manufacturing, trade, transportation, utilities, and education and health employment sectors.

In two of these top three industries, the sector's share of payroll as a percentage of county payroll is greater than the respective share of workers each employs. Manufacturing employs approximately 19 percent of the total job base but pays 24 percent of total county payroll. Education and health services employ 20 percent of the total job base and pay 24 percent of total county payroll. Trade, transportation, utilities employs the largest share of the county's job base at 25 percent but accounts for only

**2010 Employment and Wage Distribution by Industry in Langlade County**



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2011

23 percent of total payroll.

Over the year, the county job base contracted by approximately 0.7 percent, slightly faster than 0.2 percent state average contraction. Driving the county job base contraction were losses in the manufacturing sector, which accounted for 7 percent of the employment contraction. To put the county's manufacturing employment contraction into relative terms, consider that Langlade County's annual manufacturing employment contraction was substantially larger than the 1.3 percent decline in manufacturing employment statewide. Job growth has been frustratingly slow during the economic recovery for both the state and nation. Langlade County is no exception.

The table below contains annual average wages by industry for Langlade County and the state. 2010 average annual earnings in Langlade County were 27.2 percent lower than that of the statewide average. While below average wages are a challenge for labor market participants, lower wages represent cost efficiencies for outside firms considering Langlade County as a potential site location. Additionally, state to county comparisons are slightly spurious in that state averages are highly influenced by the inclusion of a few metropolitan counties with high wages and dense industry employment clusters.

County average annual earnings posted a modest gain of 1.4 during 2010. Education and health, leisure and hospitality, construction, and manufacturing experienced over-the-year wage gains that

**Average Annual Wage by Industry Division in 2010**

	Wisconsin Average Annual	Langlade County Average	Percent of Wisconsin	1-year % change
All industries	\$ 39,985	\$ 29,122	72.8%	1.4%
Natural Resources	\$ 30,613	\$ 27,849	91.0%	1.1%
Construction	\$ 49,135	\$ 39,249	79.9%	6.3%
Manufacturing	\$ 50,183	\$ 36,736	73.2%	4.7%
Trade, Transportation & Utilities	\$ 34,132	\$ 27,706	81.2%	1.7%
Information	\$ 51,764	suppressed	Not avail.	Not avail.
Financial Activities	\$ 53,332	\$ 32,033	60.1%	1.9%
Professional & Business Services	\$ 46,516	\$ 29,370	63.1%	1.0%
Education & Health	\$ 42,464	\$ 34,633	81.6%	2.2%
Leisure & Hospitality	\$ 14,597	\$ 10,356	70.9%	2.3%
Other Services	\$ 22,682	\$ 13,390	59.0%	-10.5%
Public Administration	\$ 41,653	\$ 31,562	75.8%	0.4%

Source: WI DWD, Workforce Training, QCEW, June 2011





Jobs & Wages (cont.)

Prominent Industries in Langlade County

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2010 Avg.	5-year Percent Change		2010 Average		5-year Percent Change	
	Langlade County	Langlade County	Wisconsin	Langlade County	Wisconsin	Langlade County	Wisconsin
Food services and drinking places	600	-0.8%	-1.4%	\$ 9,992	\$ 11,693	18.3%	16.2%
Educational services	526	-11.1%	5.2%	\$ 35,418	\$ 42,666	11.3%	13.5%
Hospitals	suppressed	not avail.	8.1%	suppressed	\$ 47,726	not avail.	18.9%
Executive, legislative and general government	411	-0.7%	-1.6%	\$ 31,649	\$ 38,155	15.1%	11.4%
General merchandise stores	397	-6.1%	-2.0%	\$ 20,340	\$ 18,740	11.9%	12.7%
Machinery manufacturing	302	-14.4%	-14.1%	\$ 55,493	\$ 58,610	36.7%	15.9%
Fabricated metal product manufacturing	316	11.7%	-12.3%	\$ 32,436	\$ 46,362	9.4%	12.2%
Truck transportation	245	-2.8%	-15.8%	\$ 37,523	\$ 40,277	13.4%	0.2%
Wood product manufacturing	279	-22.7%	-37.1%	\$ 31,553	\$ 31,245	-2.7%	1.3%
Nursing and residential care facilities	254	1.2%	10.0%	\$ 26,056	\$ 24,057	25.3%	9.0%

Note: \* data suppressed for confidentiality and not available for calculations  
 Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, 2011

were proportionately greater than that of the county. Construction and manufacturing were the highest paying of the county's industries.

The prominent industries table above displays two key data series. One series depicts annual 2010 and five year employment dynamic data and the other series depicts average wage data for the same period. The proportionate employment and payroll composition of these industries significantly impact the total county job base. The industries contained in the table are selected sub-sectors of the aggregate industry sectors discussed on the prior page.

Among the manufacturing sub-sectors, fabricated metal product manufacturing, has been a bright spot with 12 percent employment growth between 2005 and 2010. It is noteworthy that Langlade County's fabricated metal manufacturing employment increased at approximately

the same rate that statewide employment in this sub-sector contracted during the same period. Employment contractions in wood product and machinery manufacturing sub-sectors are reflective of the severity of the recession in it's impact. Among the county's prominent sub-sectors, highest wages were paid in education services, machinery manufacturing, and truck transportation.

The table below identifies the ten largest employers in Langlade County. While the actual number of employees by establishment is confidential, establishments are ranked in descending order of employment. For example, the list tells us that Langlade Hospital-Hotel Dieu of St. Joseph employs 250 to 499 workers. Since it is sequentially ranked at the top of the list, it is the largest employer in the county, employing more workers than other employers with the same employee size range.

Prominent Employers in Langlade County

Establishment	Service or Product	Number of Employees (June 2010)
Langlade Hosp-Hotel Dieu of St Jose	General medical & surgical hospitals	250-499 employees
Unified School District of Antigo	Elementary & secondary schools	250-499 employees
Amtec Corp	Small arms ammunition manufacturing	250-499 employees
Walmart	Discount department stores	100-249 employees
County of Langlade	Executive & legislative offices, combined	100-249 employees
Eastview Medical & Rehab Cntr	Nursing care facilities	100-249 employees
Plaspac U.S. A Inc	Plastics bag manufacturing	100-249 employees
Covantage Credit Union	Credit unions	100-249 employees
Fleet Wholesale Supply Co	All other general merchandise stores	100-249 employees
City of Antigo	Executive & legislative offices, combined	100-249 employees

Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, Sept. 2011

**Income**

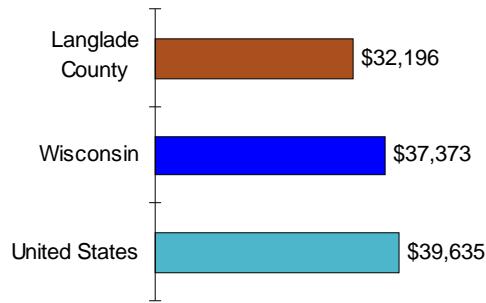
Total personal income (TPI) is widely used in the public and private sectors to study not only economic trends, but also the level and type of income received by people living and working in a geographic area. TPI has three components; net earnings, dividends, interest and rent, and transfer receipts. Net earnings measures how much income is derived from the labor market. Dividends, interest and rent refers to payment from sources such as financial assets and rental properties. Transfer receipts generally refer to payments to individuals from the government such as social security, medical benefits, and unemployment insurance.

In 2009, Langlade County TPI was approximately \$644 million. Net earnings comprised 55 percent of Langlade County's TPI which was a smaller share than the 64 percent of state TPI derived from earnings. A larger share of county TPI was derived from transfer receipts (28 percent in Langlade County compared to 18 percent in Wisconsin). Per capita personal income (PCPI) is TPI divided by population. Langlade County's 2009 PCPI was \$32,196, considerably lower than Wisconsin's PCPI. Langlade ranked 41st among Wisconsin's 72 counties in 2009 per capita income. As a statistic, PCPI is a mean value, and provides no information about the distribution of income among the population.

Between 2000 and 2009, Langlade County's TPI expanded 10.9 percent as measured in 2009 dollars, slightly behind the state's TPI growth of 11.1 percent rate during the same period. Transfer receipts expanded 62.4 percent, accounting for all of the growth, while net earnings contracted 1.5 percent and dividends, interest, and rent contracted 1.5 percent during the period.

Although growth in transfer receipts was the engine behind long term Langlade County TPI, the 62.4 percent

**2009 Per Capita Personal Income**



Source: US Dept. of Commerce, Bureau of Economic Analysis, 2011

growth in county transfer receipts lagged the 66.4 percent increase in state transfer receipts.

The majority of the long term growth in transfer receipts can be attributed to the aging population and increases in transfers for medical benefits. The bulk of transfer payments is weighted toward retirement and medical benefits. For example, in 2009, 80 percent of Langlade County

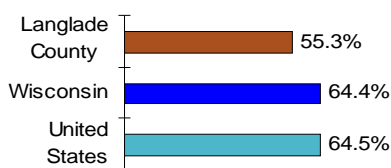
transfer receipts were composed of retirement and Medicare benefit payments while 8 percent and 7 percent of total transfer receipts came from income maintenance and unemployment benefits respectively. In fact, medical benefits transfer payments grew much faster than retirement payments. From 2000 to 2009, medical benefits transfer receipts grew 88 percent while retirement and disability transfers grew 29 percent.

Over the short term, from 2008 to 2009, Langlade County's TPI contracted slightly, approximately .05 percent, a much smaller contraction than the .46 percent decrease in Wisconsin's TPI. A result of the Great Recession, short term TPI contraction is reflected in the dynamics of each of the three TPI components. Transfer payments increased 20.7 percent while net earnings and dividends, interest, and rent decreased 4.4 percent and 5.4 percent, respectively.

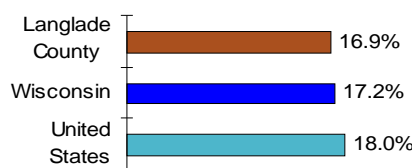
Closer examination of the growth in transfer payment dynamics underscores the severity of the recession's impact on income in the community. Ninety eight percent of transfer payments are transfers to individuals from governments. Among transfer payment line items, unemployment insurance compensation, medical benefits, and income maintenance benefits increased 92 percent, 25 percent and 119 percent respectively.

**Income Components - 2009**

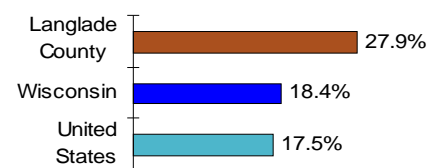
**Net earnings by place of residence**



**Dividends, interest, and rent**



**Personal current transfer receipts**



Source: US Dept. of Commerce, Bureau of Economic Analysis, 2011