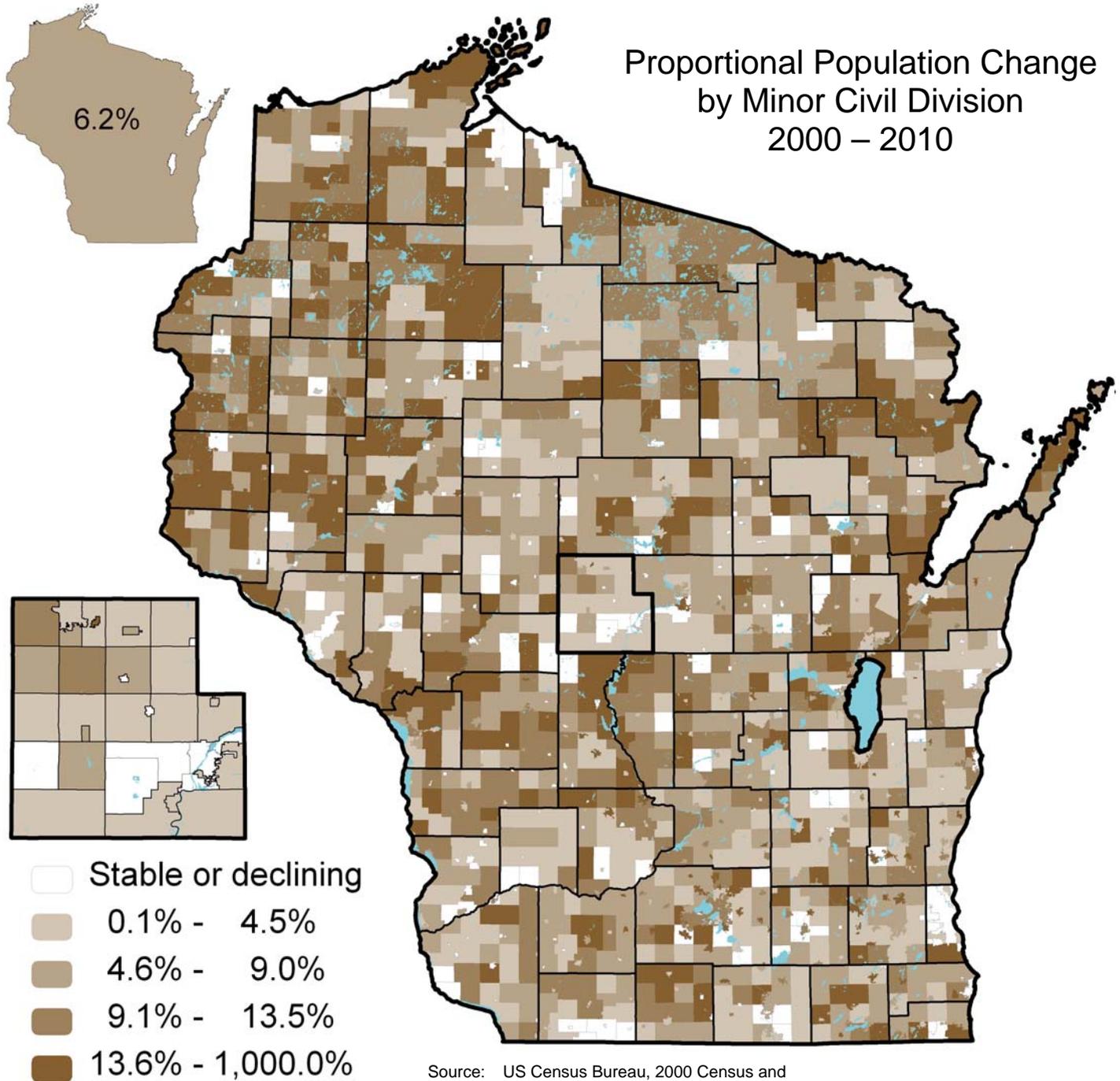


# Wood County Workforce Profile

## 2011



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

WISCONSIN



DWD  
Department of Workforce Development

Department of Workforce Development

Office of Economic Advisors

OEA-10664-P

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# Wood County Workforce Profile



2011

## Slowly It Grows

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

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

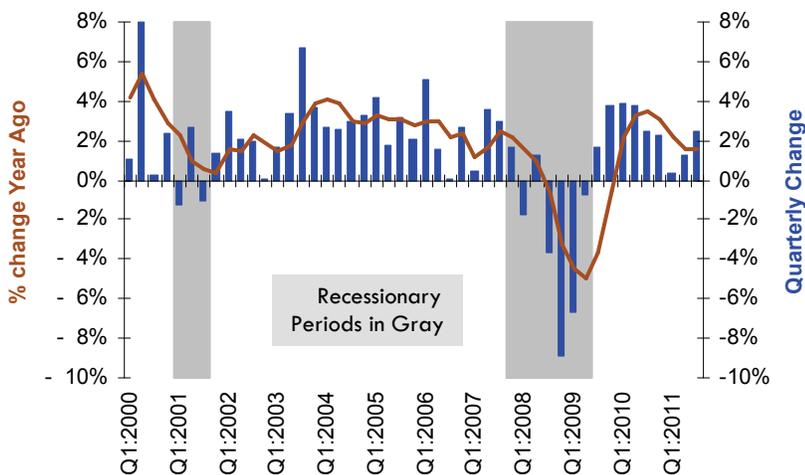
1981 recovery took five quarters to reach new output levels. The current growth cycle is nine quarters old and GDP has only now reached pre-recession levels.

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 demand 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.)**

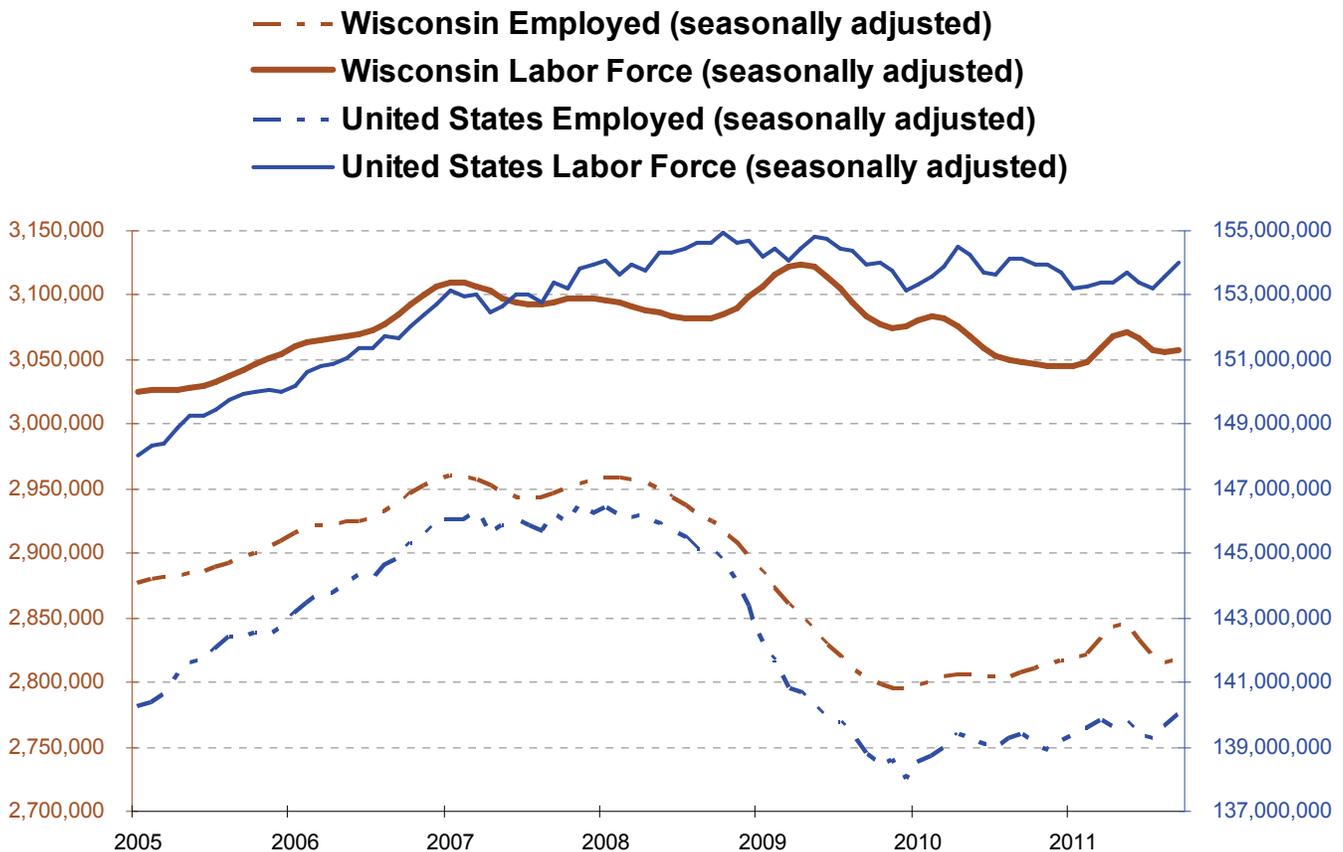
The employment situation mimics the economic path, with some lag. The U.S. unemployment rate peaked at 10.1 percent in October 2009 on a seasonally adjusted basis, after the recession was declared over. Wisconsin's unemployment rate peaked at 9.2 percent in June and July 2009, and matched it again in 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. Wood County's population increased 2.1 percent as between 2000 and 2010. The county population grew at a lower rate compared to that of the state and ranked as the 69th fastest-growing county among Wisconsin's 72 counties. Although Wood County growth was slower than average the county did rank 22nd largest among Wisconsin's 72 counties in 2010.

At right is a table containing a disaggregation of the county growth across the ten most populous municipalities. The fastest in-county growth occurred outside of the two most populous municipalities, Wisconsin Rapids and Marshfield.

Together natural increase plus net migration equal population growth. County population growth was driven by natural increase and moderated by out migration. Natural increase is the difference between Wood County births and Wood County deaths. Net migration measures the difference of people moving out of from those moving into a geographic area. Of the 1,568 person increase in county population between 2000 and 2010, natural increase accounted for 1,813 individuals and net migration accounted for -302.

In relative terms, Wood County natural increase was lower than that of the state (4.4 percent). Influencing this

	Wood 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>Wood County</b>	75,555	77,123	1,568	2.1%
Marshfield, City*	18,383	18,740	357	1.9%
Wisconsin Rapids, City	18,435	18,410	-25	-0.1%
Grand Rapids, Town	7,801	8,028	227	2.9%
Saratoga, Town	5,383	5,618	235	4.4%
Nekoosa, City	2,590	2,624	34	1.3%
Port Edwards, Village	1,944	1,895	-49	-2.5%
Richfield, Town	1,523	1,698	175	11.5%
Lincoln, Town	1,554	1,696	142	9.1%
Port Edwards, Town	1,446	1,476	30	2.1%
Seneca, Town	1,202	1,180	-22	-1.8%

\*Wood County portion only.

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

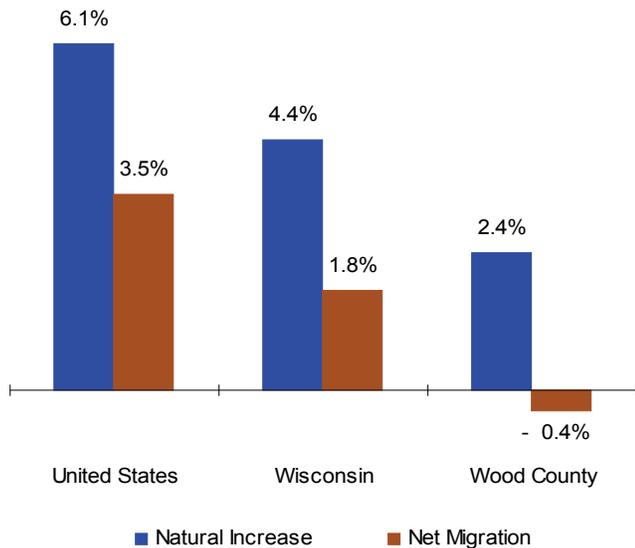
is the increasing median age of the county over the decade. In 2000 the county median age was 38 and in 2010 the median age was 42.6. It should be noted that although county median age increased over the decade, the county ranked 31st highest in median age of Wisconsin's 72 counties. Basically, this says that Wood County is roughly representative of the median Wisconsin county in terms of median age.

Further examination of demographic composition of gross inflows and gross outflows reveals the individual components of net migration. Such data provides insight into topics like, 'Did the county see large out migration of youth but high in migration of older individuals?' Unfortunately due to data availability a granular breakdown of net flows is not possible. However, it is possible to compare rough percentages of the composition of respective gross in and out flows to one another.

The American Community Survey's 2010 5-year geographic mobility data allows us to examine the age distribution of people moving in and the age distribution of people moving out. Such shares represent the percentages by age group of annual average total in and out flows in the time period 2006-2010. 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 from 2006-2010.

Wood County out flows were composed of approximately 18 percent individuals aged 1-17, 42 percent individuals aged 18-29, 33 percent individuals aged 30-64 and 6 percent individuals aged 65+. Wood County in-flows were composed of approximately 19 percent

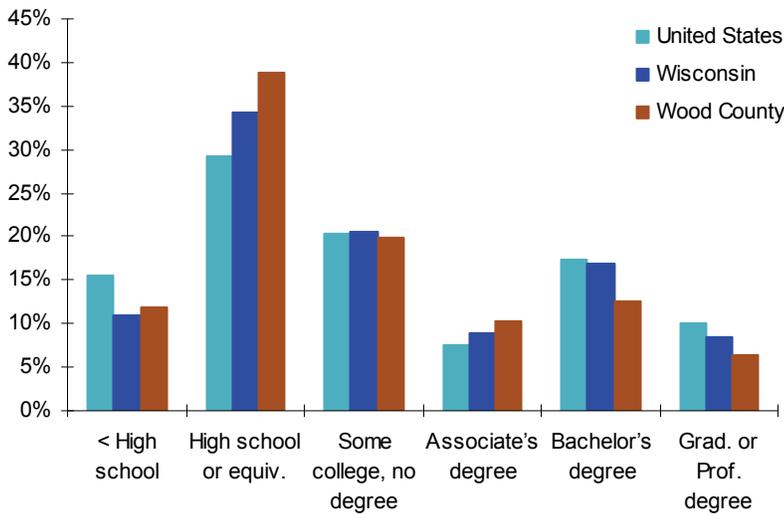
### Components of Population Change



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 aged 1-17, 28 percent individuals aged 18-29, 42 percent individuals aged 30-64 and 10 percent individuals aged 65+. Comparing the gross in to out flows reveals that on an annual basis, a higher proportion of outflow were concentrated among young individuals (18-29). Inflows to Wood County had heavier composition of middle and older individuals (30-64, 65+).

This data's limitations are important to keep in mind. We know that people aged 18 to 29 years constituted a greater share of the outflow than the inflow, but we do not know whether the number of people aged 18 to 29 flowing in was greater or less than the number of people in that age cohort moving out.

Population change and migration dynamics are one facet of a county workforce. An additional import aspect to a workforce is educational attainment of residents. Above is a distribution portraying the share of education attainment distributed among county residents. Compared to national and statewide averages, Wood County residents were more concentrated in moderate educational attainment categories (high school diploma or equivalent and Associate's degrees) and they were less concentrated in higher educational attainment categories (Bachelor's and advanced degrees).

On one hand, the number of people with high levels of education attainment reflects local employers' demand for such workers. On the other hand, employers who demand

large numbers of educated workers often cluster in areas with educated residents. County labor demand by education attainment can be assessed by examining education attainment of the job base using the Census Bureau's Quarterly Workforce Indicators (QWI).

In 2010, the composition of Wood County's job base by educational attainment was: 6.8 percent less than high school, 32.7 percent high school or equivalent, 36.5 percent some college or associate degree, 24 percent Bachelor degree or above. In comparison, Wisconsin's job base by education attainment was: 9 percent less than high school, 32 percent high school or equiv., 34 percent some college or Associate's degree, 25 percent Bachelor's degree or above.

Upon examination, Wood County's labor force composition in the educational categories "some college or associate degree", and "Bachelor's degree and above" exceed the proportional education holdings of residents. This comparison does not mean that there is a shortage of these

education levels, but that a greater proportion of the workforce has these education levels vs. those possessed by county residents. Similarly, a smaller proportion of the workforce possesses a high school or equivalent diploma than that held by residents (32.7 percent of the workforce held a high school or equivalent while 38.8 percent of

Where do Wood County residents work?
Wood Co., WI
Portage Co., WI
Marathon Co., WI
Adams Co., WI
Dane Co., WI
Brown Co., WI

Where do Wood County workers live?
Wood Co., WI
Marathon Co., WI
Portage Co., WI
St. Croix Co., WI
Eau Claire Co., WI
Adams Co., WI

Source: US Census Bureau, Local Employer-Household Dynamics

**Commuting Patterns of Wood County Residents**

Work in Wood County:	29,119	80.8%
Work in another Wisconsin County:	6,806	18.9%
Work outside Wisconsin:	134	0.4%
<b>Total:</b>	<b>36,059</b>	<b>100.0%</b>

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



**Workforce**

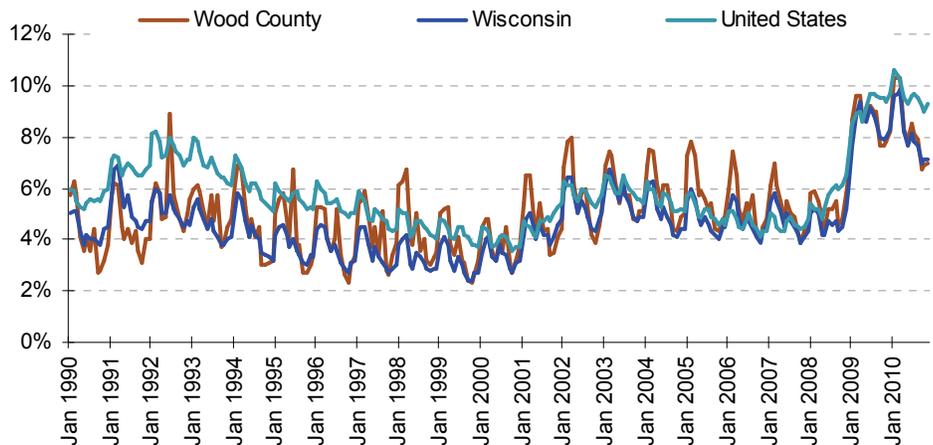
county residents held the same level of educational attainment.

While many variables contribute to this differential, one is county commute patterns. Unfortunately commute data by education attainment are not available. What is available is gross out-flows. On page four is a table depicting the proportions of Wood County residents who work in Wood County and outside of Wood County. On average, 27.8 percent of Wisconsin county residents commuted outside their county of residence for work. Comparing Wood County to the average county, a smaller share of Wood County residents work outside of the county (18.9 percent vs. 27.8 percent).

The graph to the right portrays 20 years of not seasonally adjusted unemployment rates for Wood County, Wisconsin and the United States. Historically the county has seasonal peak unemployment in February and seasonal trough rates in October.

Compared to the state, Wood County displays higher seasonality in month to month unemployment—primarily in the form of higher peak seasonal unemployment. This is partly attributable to a county cluster of employment in seasonal industries such as leisure and hospitality and

**Unemployment Rates - Not Seasonally Adjusted**



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

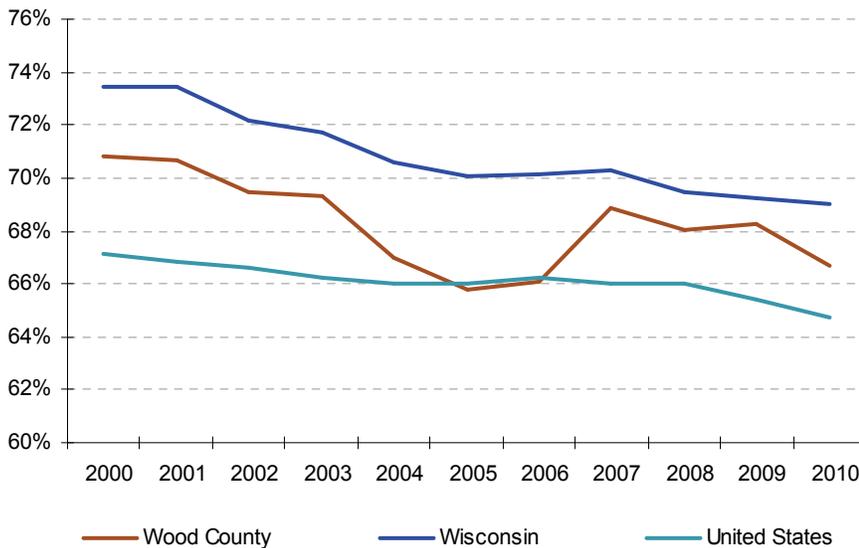
housing market participant industries (construction, wood products manufacturing).

Over the course of the great recession the county unemployment rate has closely trended with state rates. Like the state, county unemployment rates hit a 20 year high of 10.3 percent in January, 2010. Beginning in April, 2010 monthly unemployment rates have steadily decreased month-to-month. As unadjusted rates include both seasonal and structural components, the best way to examine structural change in unemployment is to make an over-the-year comparison between the same month in previous years. From this over-the-year structural perspective, monthly rates dropped for nine straight months to December, 2010. During this time, over-the-year monthly rates have decreased on average .9 percent each month.

Another measure of labor utilization, the labor force participation rate (LFPR) is depicted at left. The LFPR is the quotient of labor force to population eligible to be in the labor force. Holding population change constant, declining labor force participation rates are indicative of declining employment and members of the labor force ‘dropping out’ of job search. Notable in the diagram are two trends for county LFPRs.

The first is a long term dynamic of declining participation rates. The economy in 2000 was at the end of an unprece-

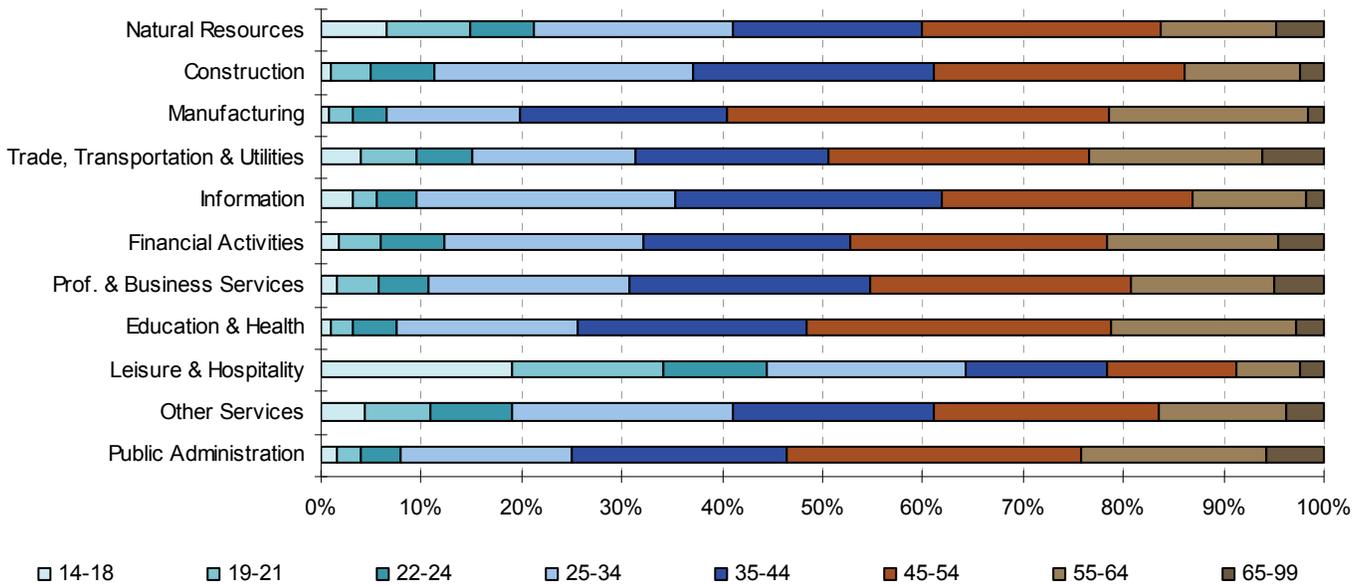
**Labor Force Participation Rates**



Source: WI DWD, OEA Special Tabulation

Workforce (cont.)

Wood County's Age Distribution by Industry



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

mented expansionary period with years of job growth, historically low unemployment rates and labor shortages that were more defined by worker “body counts” rather than the skills shortage experienced currently. Also prominent in the long run decline of LFPRs is the impact of the aging population on the size of the available workforce. In short, it’d be a difficult to find a location with an LFPR that has maintained early-decade levels due to both the deteriorated economy and aging population pressure.

The second LFPR trend is a relatively sharper county level over-the-year contraction relative to the state. From 2009-2010 Wood County’s labor force participation rate decreased .9 percent compared to a state level contraction of .2 percent. Given the very modest county population change, this is evidence that the over-the-decrease in LFPR was in turn driven by a contracting labor force. Recalling that the labor force is the sum of total employed and unemployed and considering the very modest employment decrease collectively points to a county level decrease in the unemployed. It is unclear if the number of unemployed decreased due to out migration or if unemployed individuals are no longer job seeking.

A completely different perspective of the county economy is the age distribution of the county job base. In the above table age distributions of the county workforce by industry super-sector are displayed. To help consider the industry level age distributions it is helpful to know the all-

industry age distribution. In 2009, 7.2 percent of workers were aged 14-21, 23 percent aged 22-34, 49.5 percent aged 35-54 and 20.4 percent aged 55+.

Decomposing the job base by age distribution by industry reveals a wide spectrum of age distribution differences across industries. Important to keep in mind are the factors behind industry age distributions. Some industries require workers to have either a higher level of education or developed a more complex skill set than another industry. As this takes time, workers in such industries will be on average older than workers in other industries. On the other hand, younger, inexperienced workers tend to work in entry-level jobs. These entry-level jobs are more prominent in some industries than others.

Industries such as leisure and hospitality tend to be younger as it has more entry-level opportunities. Industries such as Public Administration tend to be older as workers are longer tenured and have more seniority.

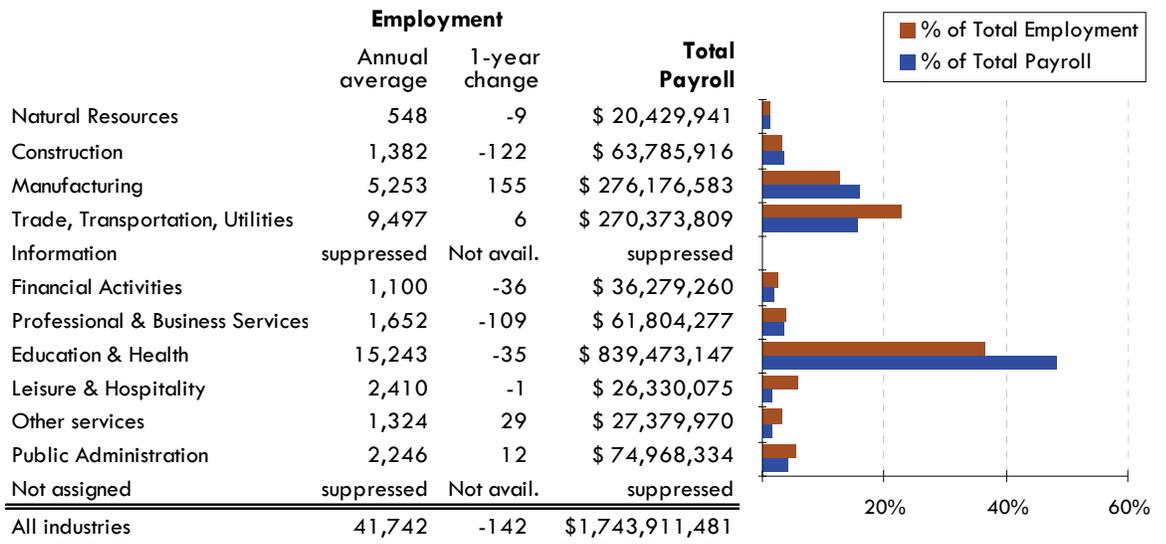
Holding the impact of education and skill employment requirements aside, there are some noteworthy trends in Wood County employment age distributions. Compared to the state, Wood County has higher proportions of its workforce composed of older individuals. Consider that at the state level in 2009, 45.5 percent of the workforce was aged 35-54 and 19 percent aged 55+. In Wood County, 49.5 percent of workers were aged 35-54 and 20.4 percent were aged 55+. This trend is pronounced in

**Jobs & Wages**

Wood County manufacturing as 59.5 percent of the county manufacturing workforce was aged 45 and above while at the state level, 50.6 percent of manufacturing employment was aged 45+. From 2000-2009 the county workforce had aged. In this time span the share of all industry workers aged 14-21 contracted 3 percent, the share of workers aged 22-34 contracted 1.2 percent, the share of workers aged 35-54 contracted 3.4 percent and the proportion of workers aged 55+ increased 7.6 percent. The cause and consequences of this labor market dynamic are not immediately clear. Large impending exits of older, skilled workers with ownership of diverse, deep skill sets will create opportunities for the incumbent workforce, but also challenges for employers with skill-specific labor demand. The dynamic itself is driven in part by the large baby-boomer cohort passing through the labor market.

Above is a diagram containing industry level employment, over-the-year jobs change and payroll data. In perspective, 71.9 percent of the total nonfarm job base was employed in the following industry super-sectors;

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



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

manufacturing, trade, transportation & utilities, education & health. Of these three sectors, the county has regional and statewide concentrations in education & health services and trade, transportation, utilities. In Wood County in 2010, 36.5 percent and 22.8 percent of the county job base was composed of education & health services and trade, transportation, utilities respectively. In Wisconsin in 2010, 22.6 percent and 19.7 percent of the statewide job base was composed of education & health services and trade, transportation, utilities respectively.

A challenge for firms and workers, the county job base contracted very slightly over-the-year by -.3 percent. Behind this aggregate contraction were a number of factors. Over-the-year county manufacturing employment grew 3 percent while construction and professional & business services contracted by -8.8 percent and -6.6 percent respectively. The over-the-year contraction in county level construction employment was larger than that of the state (at -6.8 percent), but the disparity is partly influenced by the housing market industry cluster in Wood County.

From a payroll perspective, two of the top three industries by total county employment comprise a greater share of county payroll than the proportion of employment they constitute. These industry sectors are manufacturing and education & health services. Manufacturing employs 12.6 percent of the county job base, but comprises 15.8 percent of total county payroll. Education & health services accounts for 36.5 percent of the county job base

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

	Wisconsin Average Annual	Wood County Average Annual Wage	Percent of Wisconsin	1-year % change
All industries	\$ 39,985	\$ 41,778	104.5%	0.7%
Natural Resources	\$ 30,613	\$ 37,281	121.8%	-7.4%
Construction	\$ 49,135	\$ 46,155	93.9%	3.3%
Manufacturing	\$ 50,183	\$ 52,575	104.8%	8.7%
Trade, Transportation & Utilities	\$ 34,132	\$ 28,469	83.4%	2.6%
Information	\$ 51,764	suppressed	Not avail.	Not avail.
Financial Activities	\$ 53,332	\$ 32,981	61.8%	3.6%
Professional & Business Services	\$ 46,516	\$ 37,412	80.4%	-11.6%
Education & Health	\$ 42,464	\$ 55,073	129.7%	-1.0%
Leisure & Hospitality	\$ 14,597	\$ 10,925	74.8%	1.4%
Other Services	\$ 22,682	\$ 20,680	91.2%	-8.1%
Public Administration	\$ 41,653	\$ 33,379	80.1%	-2.4%

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

## Jobs &amp; Wages (cont.)

## Prominent Industries in Wood County

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2010 Avg.	5-year Percent Change		2010 Average		5-year Percent Change	
	Wood County	Wood County	Wisconsin	Wood County	Wisconsin	Wood County	Wisconsin
Ambulatory health care services	8,451	13.2%	6.8%	\$ 70,313	\$ 62,533	15.5%	15.4%
Truck transportation	2,959	3.5%	-15.8%	\$ 35,026	\$ 40,277	-14.6%	0.2%
Hospitals	suppressed	not avail.	8.1%	suppressed	\$ 47,726	not avail.	18.9%
Educational services	2,269	1.6%	5.2%	\$ 42,694	\$ 42,666	10.3%	13.5%
Paper manufacturing	2,172	-24.1%	-15.1%	\$ 65,292	\$ 57,282	9.1%	6.8%
Executive, legislative and general government	1,878	-1.5%	-1.6%	\$ 30,209	\$ 38,155	4.1%	11.4%
Food services and drinking places	1,910	-12.6%	-1.4%	\$ 10,518	\$ 11,693	17.5%	16.2%
Nonstore retailers	803	12.5%	-5.5%	\$ 15,690	\$ 33,488	-16.8%	13.2%
General merchandise stores	1,348	-12.1%	-2.0%	\$ 19,865	\$ 18,740	15.2%	12.7%
Nursing and residential care facilities	1,160	16.3%	10.0%	\$ 21,172	\$ 24,057	1.8%	9.0%

Note: \* data suppressed for confidentiality and not available for calculations

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

and 48 percent of total county payroll, which underscores the role this industry sector plays in the county's economy.

The average wage in Wood County in 2010 was \$41,778, above the statewide average. The high, relative regional average wage is driven by compensation in the industry sectors; natural resources, manufacturing and education & health employment. All three industries pay above average wages compared to the state.

The table above is a continuation of the previous page's sector employment and wage discussion, but at a finer level of detail. It offers 2010 employment and wage data at the industry sub-sector level-the component industries that make up industry sectors. Caution should be exercised when interpreting this data given that the 2008-2009 interval captured much of the employment contraction during the great recession. When added to the time window of data from 2005-2010, this year weighs heavily

on the 5-year employment and wage dynamics.

Within the larger sector of education & health, a higher weight of employment growth has driven from health services related employment opportunities vs. that of education related employment. This can be seen by comparing five year growth in ambulatory health care & residential care employment to that of education services (13.1 percent, 16.3 percent vs. 1.6 percent). In part, the reason for this is the county's regional and statewide cluster of health services related employment. Indeed, two of the four largest county employers are health related firms.

5-year employment dynamics for the larger trade, transportation, utilities sector were mixed across the component sub-sectors. General merchandise employment contracted by a relatively large rate compared to the state while employment in non-store retailing and truck transportation expanded.

## Prominent Employers in Wood County

Establishment	Service or Product	Number of Employees (June 2010)
Marshfield Clinic	HMO medical centers	1,000 or more employees
St Joseph's Hospital of Marshfield	General medical & surgical hospitals	1,000 or more employees
Roehl Transport Inc	General freight trucking, long-distance TL	1,000 or more employees
Newpage Wisconsin Systems	Paper, except newsprint, mills	1,000 or more employees
County of Wood	Executive & legislative offices, combined	500-999 employees
Walmart	Warehouse clubs & supercenters	500-999 employees
Renaissance Learning Inc	Software publishers	500-999 employees
Riverview Hospital	General medical & surgical hospitals	500-999 employees
Marshfield Public School	Elementary & secondary schools	500-999 employees
Charming Shoppes of Delaware Inc	Mail-order retailers	500-999 employees

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

**Income**

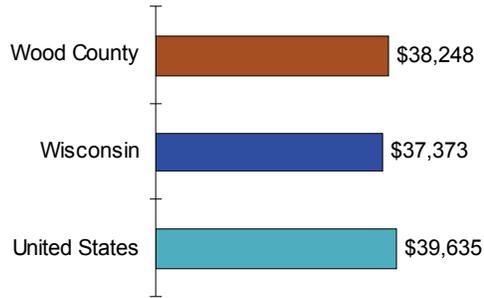
Total personal income (TPI) is widely used in the public and private sectors to study both economic trends, levels and types of income received by people living and working in a geographic area. TPI has three components; net earnings, dividends, interest & rent, and transfer receipts. Net earnings measures how much income is derived from the labor market. Dividends, interest & rent refers to payment from sources like interest income and rental properties. Transfer receipts generally refer to payments to individuals by the government like retirement benefits, medical benefits, and unemployment insurance.

In 2009, Wood County TPI was approximately \$2.828 billion. On a relative basis, the county ranked 20th in TPI among Wisconsin counties and accounted for 1.3 percent of the state's \$211 billion total. Compared to the state, Wood County drew a smaller share of TPI from net earnings (62.2 percent in Wood compared to 64.4 percent in Wisconsin) and a larger share from transfer receipts (21.7 percent in Wood County compared to 18.4 percent in Wisconsin). Per capita personal income in Wood County was \$875 more than in the state of Wisconsin. As a statistic, PCPI is a mean value, it provides no data about the distribution of income among the population.

From a dynamic perspective, real, inflation adjusted TPI has followed two distinct trajectories over the long (as measured from 2000-09) and short term (as measured from 2008-09).

Over the long term, Wood County TPI has expanded 10.2% measured in 2009 dollars. Within the time interval 2000(09), county TPI growth lagged that of that state which grew at an approximate 11.1 percent rate. Behind the county 10.2 percent TPI growth rate, net earnings expanded by 2.3 percent, dividends, interest, rent contracted by 5.6 percent and transfer receipts expanded

**2009 Per Capita Personal Income**



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

by 68.4 percent as measured in 2009 dollars.

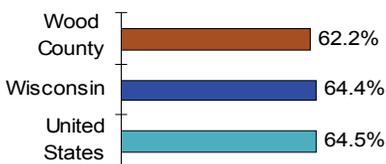
Growth in earnings and transfer receipts were the engines behind long term Wood County TPI. Growth in county real net earnings lagged that of the state (4.9 percent). Growth in county transfer receipts outpaced the state as a whole (66.4 percent increase). The majority of the long term growth in transfer receipts can be attributed to the aging population. This is because the bulk of transfer payments is weighted toward retirement and medical benefits. For example, in 2009, 79.7 percent of transfer receipts were composed of retirement and medical benefit payments while 6.7 percent and 6.6 percent of total transfer receipts came from income maintenance and unemployment benefits, respectively.

Over the short term, from 2008 to 2009, real Wood County TPI contracted slightly by approximately .05 percent. Over the year TPI contraction was not limited to Wood County as TPI in the state also decreased .46 percent. A product of the Great Recession, short term TPI contraction is reflected in dynamics of each of the three TPI components. Net earnings contracted 4.4 percent, dividends, interest, rent 5.4 percent and transfer payments increased 20.7 percent..

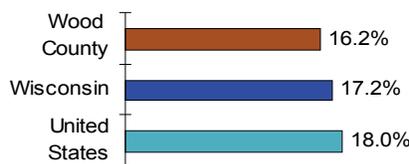
Closer examination of the growth in transfer payment dynamics underscores the severity of the recession impact on income in the community. The majority (98 percent) of transfer payments are transfers to individuals from governments. Among transfer payment line items, unemployment insurance compensation, medical benefits, and income maintenance benefits increased 92 percent, 25 percent and 118.9 percent respectively.

**Income Components - 2009**

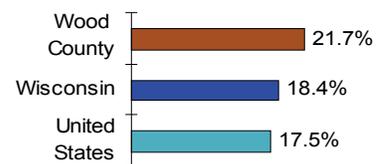
**Net earnings by place of residence**



**Dividends, interest, and rent**



**Personal current transfer receipts**



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