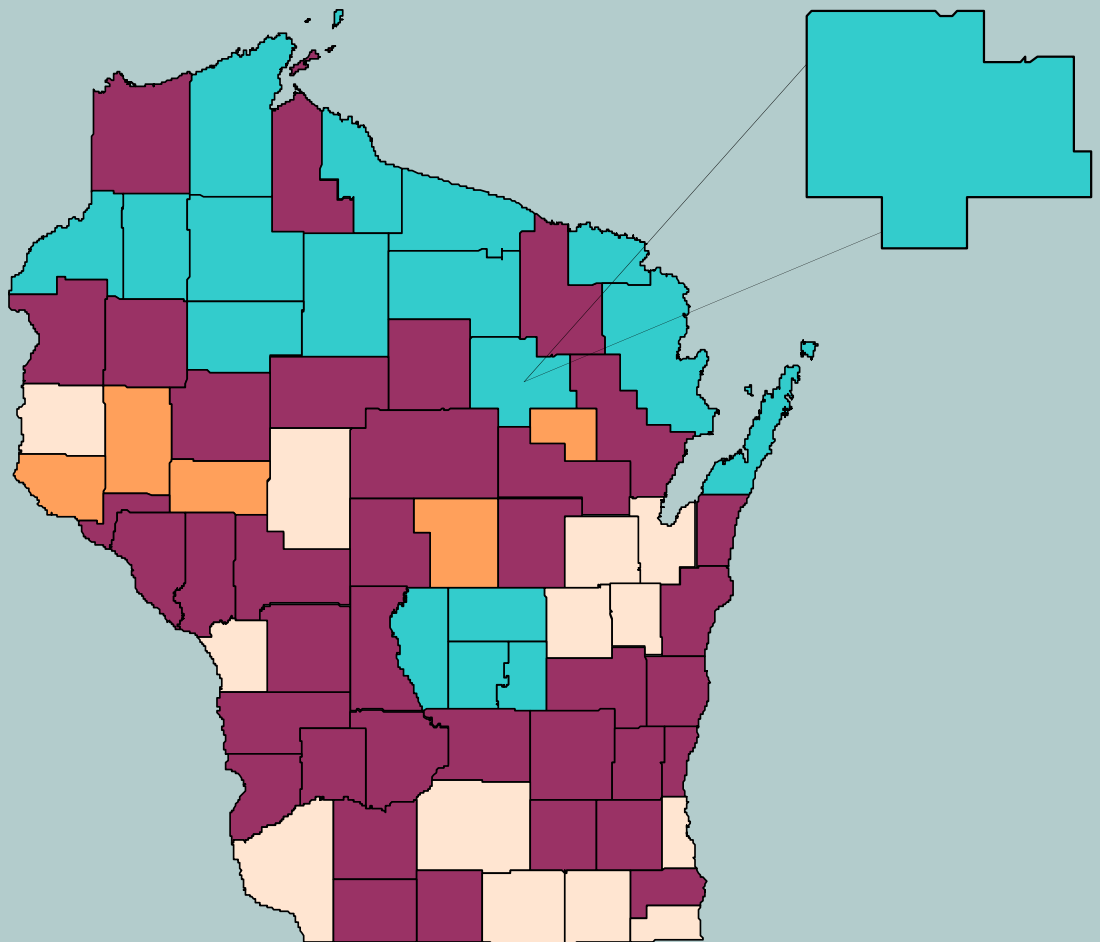
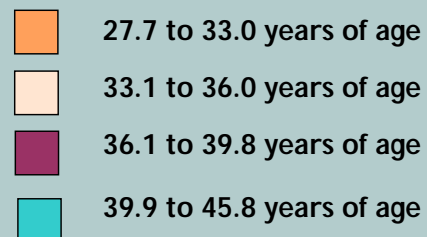


Langlade County Workforce Profile

Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

The most current rate of growth of Languade County is about even with that of Wisconsin and the United States. In the Census year of 2000 and January of 2001 (estimate), it is calculated that about 140 people were added to the population total of the county. This most recent annual tally of Languade's population continues the slow growth trend from 1990 to 2000, which showed population growth of 6.3 percent or about 1,200 additional residents from one census to the next.

This lower number of new residents is somewhat typical of the more sparsely populated counties in the northern part of the state, where population increase is more often due to in-migration rather than natural increase. Ninety-five percent of Languade County's new residents from 1990 to 2000 moved into the county rather than being the result of the total number born in the county outnumbering the number of deaths. The towns of the county show little increase in the period mentioned, and one municipality, at least, lost some population.

The younger population has been decreasing in rural areas for years in Wisconsin, which can and will create challenges to regional labor forces in the up-

coming years. Languade County has experienced a small, but steady, emigration of its young. Languade does not currently suffer from the lack of its younger population, at least not to as great a degree (although there has been decline in the total labor force in recent years) compared to similar sized and located counties within the state. But this dearth may certainly pose a problem in the years to come if there are not enough younger people to fill key occupations, that will be vacated by an aging workforce and will be demanded by an aging population.

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Languade County	20,740	20,890	0.7%

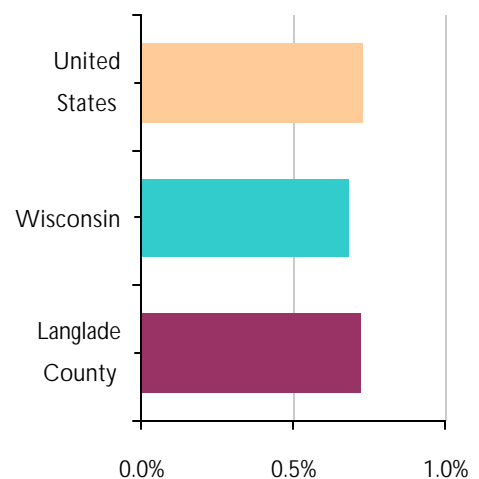
Ten Largest Municipalities

	2000 Census	January 1, 2001 Estimate	Percent change
Antigo, City	8,560	8,601	0.5%
Antigo, Town	1,487	1,501	0.9%
Rolling, Town	1,452	1,462	0.7%
Elcho, Town	1,317	1,336	1.4%
Neva, Town	994	1,003	0.9%
Polar, Town	995	999	0.4%
Norwood, Town	918	931	1.4%
Wolf River, Town	856	871	1.8%
Upham, Town	689	695	0.9%
Ainsworth, Town	571	570	-0.2%

* Languade portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



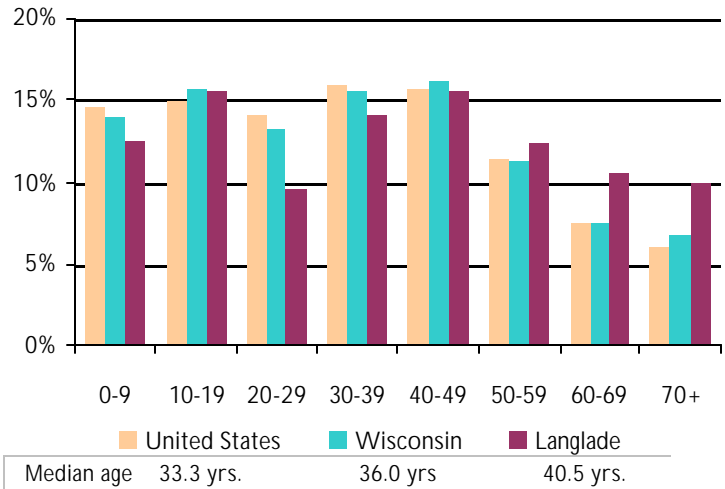


The labor force is composed of two main elements—people who are working (either full time or part time) and people who are not working, but looking for work. These may be first time entrants, workers released from their last job and seeking another, or those reentering the workforce after a period of time. Typical of the latter category are retired workers returning to work and female workers going back to work after a number of years.

The term used to describe the relationship between the labor force and population is the labor force participation rate. A somewhat higher number of people in the population of Langlade County seem to be out of the labor force, but not an unusually high number. This may be due to a somewhat higher number of retired people in this county and other northern counties in recent years.

A brief look at the different age groups in Langlade County shows some differences from the state and national averages. At the latter end of the scale, for instance, in the range of ages 50-70+, the proportion of these people is greater than Wisconsin or the nation. Considering the ages between 20-49,

2000 Age Group Comparison

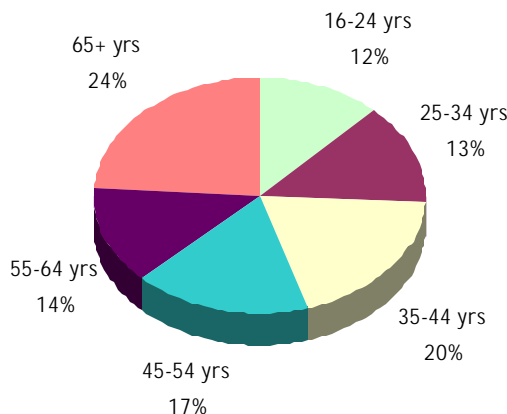


Source: US Department of Commerce, Census Bureau, *Census 2000*

or what one might call the prime working years, the Langlade County totals are somewhat lower than elsewhere. This aging of the county population is probably a trend that will not be changing in the near future. More importantly, many of those leaving the labor force in the near future will have been employed in occupations difficult to replace over the short term.

County Civilian Labor Force

Langlade County Labor Force Age Groups

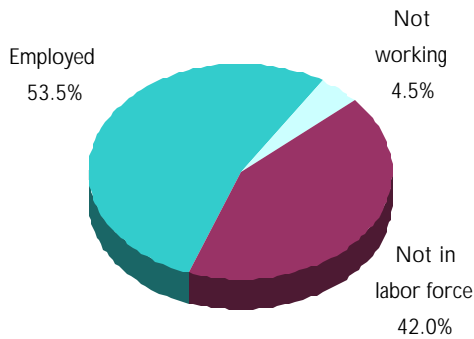


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Those over age 55 in the Forest County labor force are about 38 percent of the total labor force. The other age cohorts (ages 16 through 54) compose the rest. This is about average for most of the other counties of the state. The thing to remember about the oldest group is that, although there is no upper limit to the age of those in the labor force, in reality, it is questionable that many members of the 65 and over group are looking for work, or interested in working at all. Although in recent years, older workers have been returning to the labor force in increasing numbers, the exact number is hard to place and reliable statistics for the more rural areas do not exist at the county level.

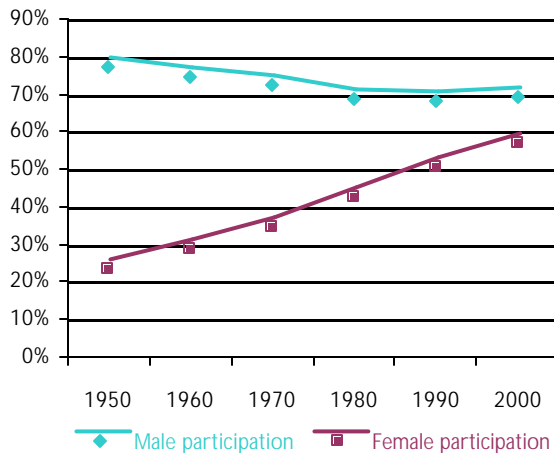


2001 Labor Force Participation



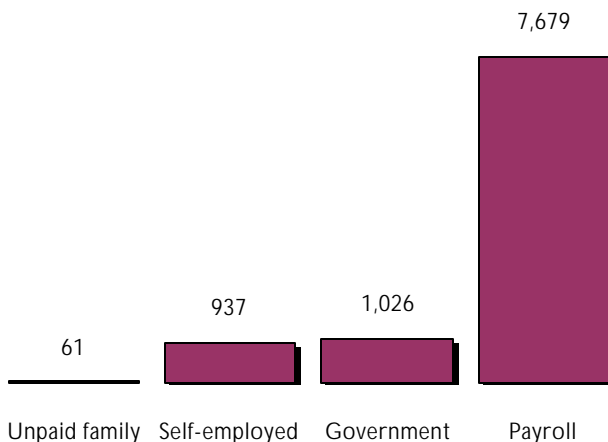
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Just over half of the people over the age of 16 in Langlade County population are employed. This could be either full time or part time, This pattern is about the same as other areas of the state. Those in the "not working" segment of the pie chart at the left are seen as in the labor force and looking for work, but not yet employed. The number of people in the total labor force in Langlade County decreased to 9,400 2001 from about 9,700 in 1996, a decrease of just over three percent.

The 40-54 aged segment of the labor force is one of the fastest growing, and was also the largest in Langlade County not too long ago, but has been overtaken by the 65+ group. But, this eldest segment is largely out of the workforce, whether voluntarily or otherwise. The middle age group tends to have the most stable and highest paying jobs, and therefore often the highest income level. This would also be true if they were retirees.

An interesting phenomenon occurring in Langlade County and elsewhere as well, is the growing number of women entering the labor force. This movement, which began in earnest after WW II, has been increasing strongly since the early 50's as more women of all ages entered the workplace for both part and full time work. From a level of less than 25 percent in the early fifties, female participation in the Millennium Year was nearly 60 percent. Male rates of participation stood at about 78 percent in in the post war years and have declined to about 69 or 70 percent in the recent past. The level of male participation over the period of 1950-2000 is fairly flat, resembling the pattern in most other areas of the state. Female participation in the labor force is probably more evident for at least two reasons: 1) job growth, by and large, has been strong in the last few decades needing more people to fill these occupations, and 2) The need for two-income households to maintain a particular standard of living has also been necessary. The increase in single-headed households have also required women to participate in the labor force more fully than they collectively have in past decades.



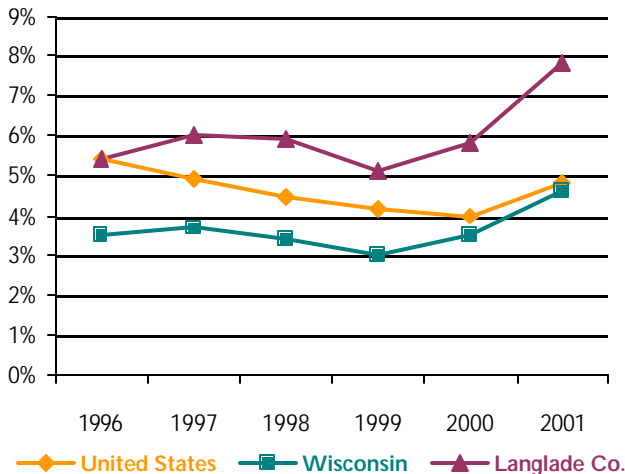
State of Wisconsin - Langlade County

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the 2000 Census, we do not anticipate any significant changes in the general pattern of movement.)

From a total labor force of about 9,400 in Langlade County in 2001, many leave the county each day to work elsewhere. More of these commuting workers drive to Marathon county than to any other, and those entering Langlade County from Marathon amount to less than half that number.

It is impossible to say what kinds of jobs these workers are commuting to, or what their professions are. They may be stable, permanent types of jobs, such as professional employment, or perhaps jobs in the manufacturing in a neighboring county. Or, they are the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work. However, construction employment has never registered more than 350 or 400 jobs total in Langlade County in the last few years, and many Langlade County construction workers may be leaving the area to find work in places like Marathon County.

Unemployment Rate Comparison

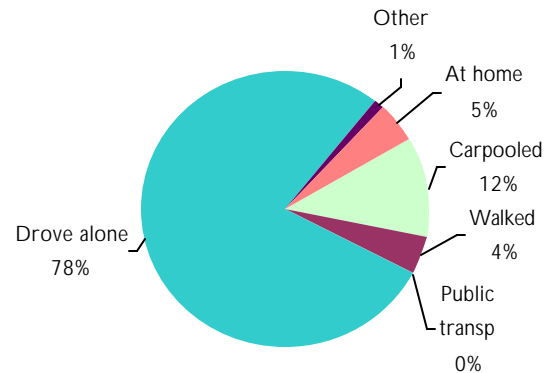


Langlade County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	9,700	9,600	9,400	9,100	9,300	9,400
Employed	9,200	9,000	8,900	8,700	8,800	8,700
Unemployed	530	570	560	470	540	730
Unemployment Rate	5.4%	6.0%	5.9%	5.1%	5.8%	7.8%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

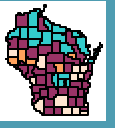
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

A look at the travel-to-work patterns of Langlade County workers reveals some interesting things about Langlade County workers and their commuting habits. Not surprisingly, most people drive to work alone. This is the pattern in other places as well, (inside and outside of Wisconsin), even where carpooling is strongly encouraged. Just over 12 percent of work drivers carooled (how many in each car in not known). The percentage of people taking public transportation stands at zero because there is no public transportation in Langlade County.

Rates of unemployment in Langlade County, since 1996, have been consistently higher than either Wisconsin or the United States. The percentage of people in the labor force not working has not gone below five percent since 1996, when it was about the same as the national rate. It should be said that the average rate has been higher than this in Langlade County in years past during times of economic downturn or recession. An unemployment rate of around 6.0 percent is not atypical for a rural, northern Wisconsin county.



County Industry Employment

Nonfarm Wage and Salary Employment

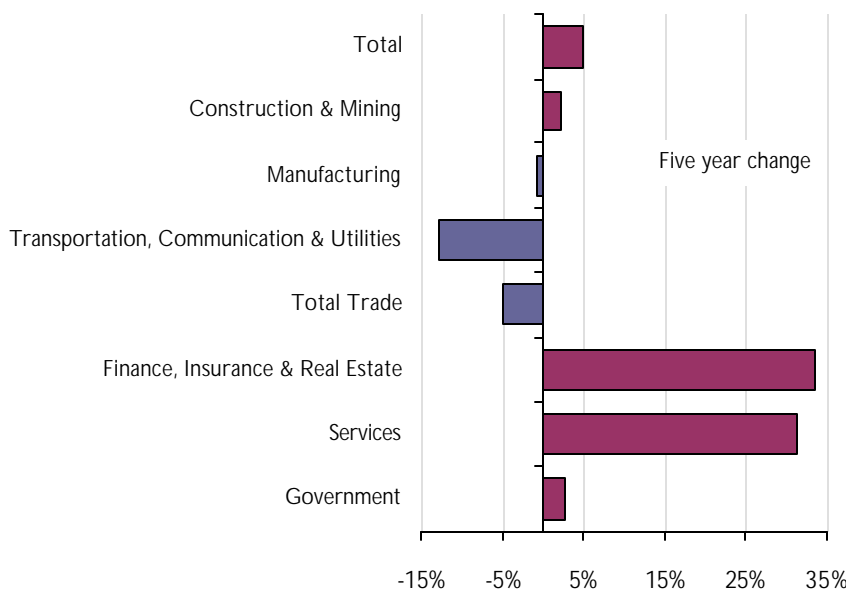
							Percent change	
	1996	1997	1998	1999	2000	2001	1 year	5 year
Total	7,472	7,518	7,571	7,790	7,932	7,834	-1.2%	4.8%
Goods Producing	2,017	2,069	2,108	2,166	2,201	2,011	-8.6%	-0.3%
Construction & Mining	324	356	389	401	425	331	-22.2%	2.1%
Manufacturing	1,693	1,713	1,719	1,765	1,775	1,680	-5.4%	-0.8%
Durable	1,395	1,403	1,401	1,445	1,439	1,339	-7.0%	-4.0%
Nondurable	298	310	318	321	336	341	1.4%	14.3%
Service Producing	5,456	5,449	5,463	5,624	5,732	5,823	1.6%	6.7%
Transportation, Communications & Utilities	479	441	410	409	403	417	3.4%	-12.9%
Total Trade	2,215	2,194	2,211	2,370	2,251	2,108	-6.3%	-4.8%
Wholesale	526	528	489	486	461	379	-17.9%	-27.9%
Retail	1,690	1,666	1,722	1,884	1,789	1,729	-3.3%	2.4%
Finance, Insurance, and Real Estate	183	197	206	211	235	244	3.8%	33.7%
Services & Misc.	1,403	1,439	1,428	1,430	1,625	1,845	13.6%	31.6%
Total Government	1,176	1,177	1,209	1,204	1,218	1,209	-0.8%	2.7%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

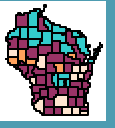
When one looks at the employment picture in Langlade County by industry over the period from 1996 to 2001, some industries' employment levels increased. There were decreases in job levels in both the transportation and trade sectors in this period, but actual numbers of jobs were not large. F.I.R.E. and services recorded the biggest jumps in this period, while manufacturing job levels were almost flat, and in 2001 stood almost exactly where they were in 1996.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

The employment picture of Langlade County bears watching in the years to come as present employment trends indicate possible concerns that indicate negative growth in trade employment. This is somewhat unusual except usually as a seasonal fluctuation. Langlade County is a strong farming area, with many dairy farms, and potatoes and corn being two of the chief crops. These enterprises support local business selling everything from irrigation equipment and service, to general farm supplies. This is where trade has been strong in Langlade County in the past.



Top 10 Employers

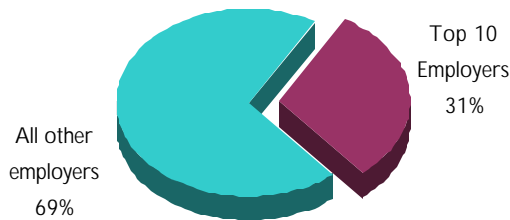
Company	Product or Service	Size
Unified School District of Antigo	Public Education	500-999
Langlade Memorial Hospital	Medical Care	250-499
Wal-Mart	Retail Sales	100-249
County of Langlade	Public Employment	100-249
Waukesha Bearings	Machine Parts, Etc.	100-249
Antigo Cheese	Food Products	100-249
Pip Corp.		100-249
Copps Food Center	Grocery and Related	100-249
Kretz Lumber Co.	Lumber & Wood Products	100-249
City of Antigo	Public Employment	100-249

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	25	750	106	0
Educational Services	*	*	*	*
Eating and Drinking Places	47	686	2	1
Lumber and Wood Products	20	426	-32	53
Executive, Legislative, and General	18	401	10	-20
Industrial Machinery and Equipment	11	399	5	74
Automotive Dealers & Service Stations	29	307	39	87
Agricultural Production-Crops	21	275	-16	5
Food Stores	13	273	-53	-40
Miscellaneous Manufacturing Industries	*	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

When one looks at the industrial landscape of Langlade County, one of the most obvious features is the relatively large size of individual businesses for a rural county. The larger employers in the county have between 100 and 300 employees. The mix is everything between manufacturing and grocery goods, concentrated mainly in the city of Antigo.

The larger private sector employers are a cross section of the industrial spectrum - manufacturing, service, and trade. This variety is a healthy condition in any labor market. In Langlade County, the top ten industries portion of the employment picture is just over 30 percent, which in a good portion of the total number of county employers.



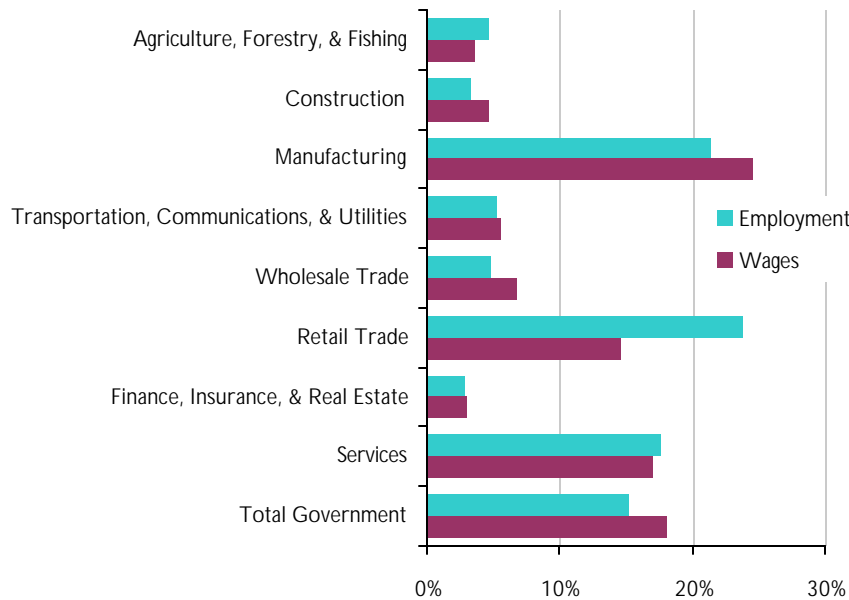
State of Wisconsin - Langlade County

When looking at the table at the bottom of the page, the one thing that seems to stand out is the fourth column, indicating the *percent of the state average* wage paid in different industries in Langlade County. The wage levels in Langlade County are almost all below the state average, some by as much as over 40 percent (Finance, insurance, and real estate). Retail trade pays 90 percent of the state average and construction a good deal above the state level. Manufacturing is rather low, and has to compete somewhat with Marathon County employers. Manufacturing employment is traditionally in the

higher levels of wages paid in any given labor market, but has an average annual wage in Langlade County that is well below that of the state average. Transportation and utilities, another high paying industrial category in most areas of the state, comes in at almost the same level as manufacturing. Occupational elements of this sector would be local hauling, pulp truck hauling, and others, which in this part of the state often pay close to minimum wage or just above.

Considering employment and wage distribution in Langlade County, several things stand out. Retail trade is the largest sector via employment, though retail's percentage of the county's total wages paid is considerably smaller than this share. This is due to the large number of part-time workers and the entry-level wages that are associated with many of the occupations associated with this industry. Conversely, government employment pays a higher percentage of the county's total wages paid than is represented by this industry's employment. Government employment is often unionized and subject to collective bargaining agreements which may leverage wages upward. Still, government wages in Langlade are lower than state average.

Employment & Wage Distribution by Industry Division

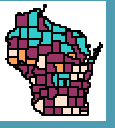


Annual Average Wage By Industry Division

	Langlade Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 22,515	\$ 30,922	72.8%	0.5%	13.4%
Agriculture, Forestry, & Fishing	\$ 17,735	\$ 22,565	78.6%	1.0%	5.9%
Construction	\$ 31,517	\$ 39,011	80.8%	3.7%	32.2%
Manufacturing	\$ 25,904	\$ 39,739	65.2%	-2.0%	18.6%
Transportation, Communications, & Utilities	\$ 23,895	\$ 36,639	65.2%	8.7%	9.2%
Wholesale Trade	\$ 32,056	\$ 40,521	79.1%	1.4%	14.6%
Retail Trade	\$ 13,787	\$ 14,596	94.5%	7.8%	16.6%
Finance, Insurance, & Real estate	\$ 23,576	\$ 40,933	57.6%	0.4%	-2.5%
Services	\$ 21,854	\$ 28,775	75.9%	2.0%	14.6%
Total Government	\$ 26,757	\$ 33,785	79.2%	0.4%	12.3%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

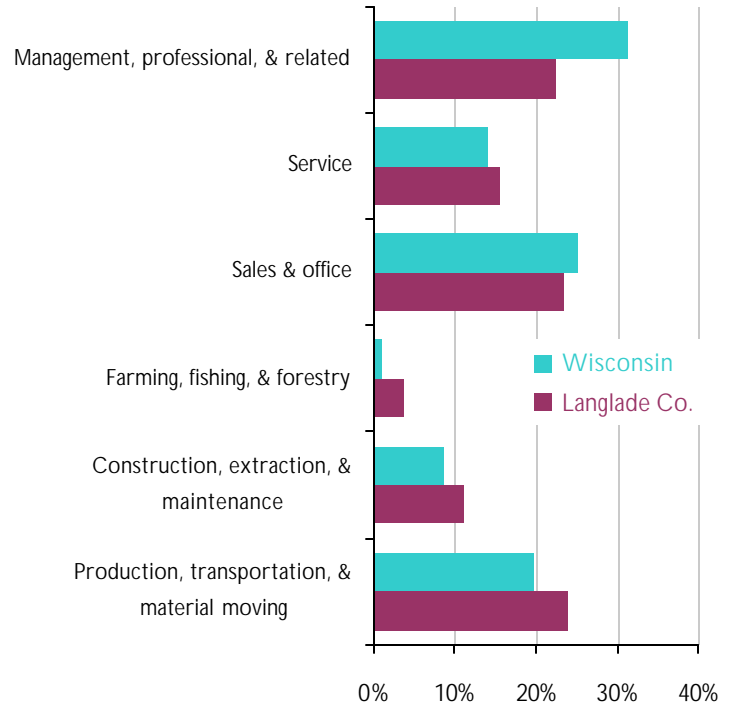


Occupation and Education Characteristics of County Population

It should not be surprising that the occupational profile of Langlade County is going to be different than that of the state, or most other counties, for that matter. Taking a close look at the occupational makeup of any area—county, city, state, especially when making comparisons with other areas can tell us a few things about what the working people do, which industries are prominent in the area, and by extension, what the needs of the businesses involved are going to be as far as worker skills are concerned. What this often means, amongst other things, is levels of educational attainment of individual workers or groups of workers in that area, and most importantly, if they are available.

In a general sense, it may be hard to tell which comes first, the need for certain skills in any given labor market, or the aspirations and career plans of individuals. That would depend on the point of view one takes. But ultimately, people go to where the jobs are, which may help to explain the current “brain drain” phenomenon in Wisconsin. When we look at Langlade County and compare educational attainment with employment levels by occupation, what correlation exists (if any) between them?

Employment by Occupation Group: 2000

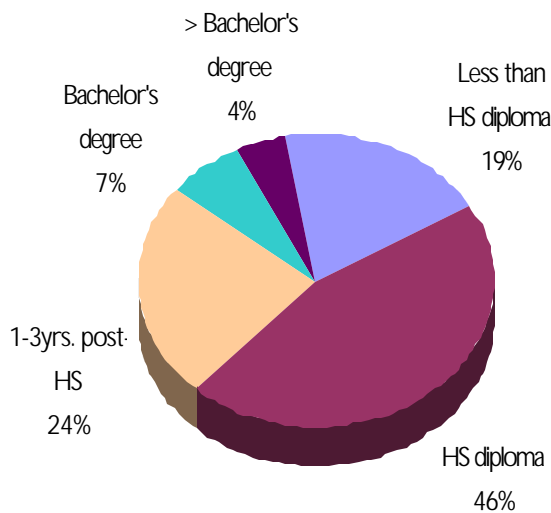


US Department of Commerce, Census 2000

Not surprisingly, the majority of people have a high school diploma, with about just under 20 percent not having graduated. Beyond high school, another 35 percent or so have taken further study, the majority of these probably in areas of vocational preparation. College level graduates are about 10 percent. This is less than half the state average county rate

Professional level occupations in Langlade County are almost 10 percent lower than the state average, as are jobs in sales (wholesale and retail trade). This may roughly accord with the educational profile of the county, with its somewhat smaller number of highly educated workers compared to the 64 percent or so of high school grads and below. Presumably, these people would be in the blue collar sector of the work force. Most other occupational elements compare well with state percentages, however.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



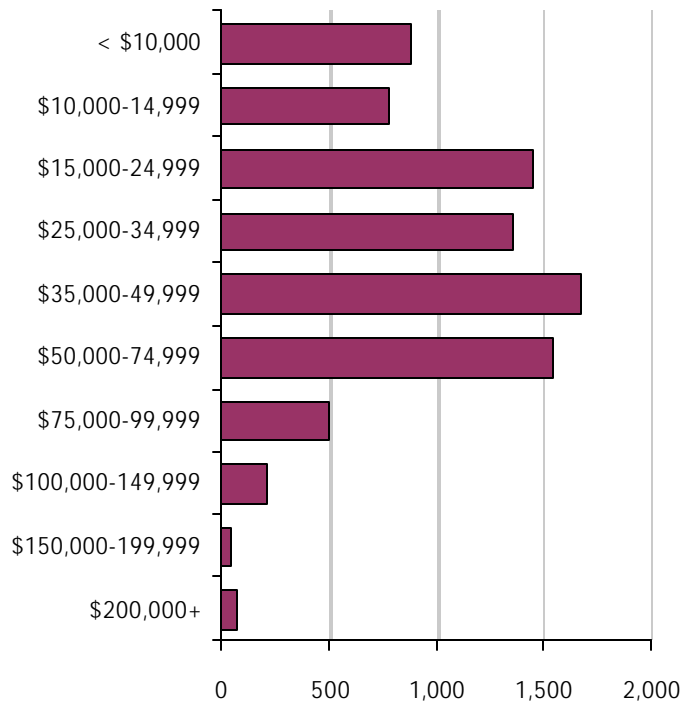
County Income Information

Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Langlade County's per capita income was about \$7,000 below that of the state in 2000.

Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county. Over the past six years, Langlade County per capita income has increased by about \$3,129, or about 17 percent over the period. This is not an inconsiderable increase for a rural northern county, but still behind the state level increase of about 21 percent, for example.

Wages paid for work within a county can impact the type of goods and services available. Examining wage structures can be an important part of the hiring process for both job seekers and employers. Wages in Langlade County, especially in the trade, service, and manufacturing sectors, will not compare well to most other occupations. One area where Langlade is somewhat above the rest is income by transfer payments, which means things like Social Security disbursements, Veterans payments, etc. This could indicate a higher number of retired people. In the area of net earnings, the

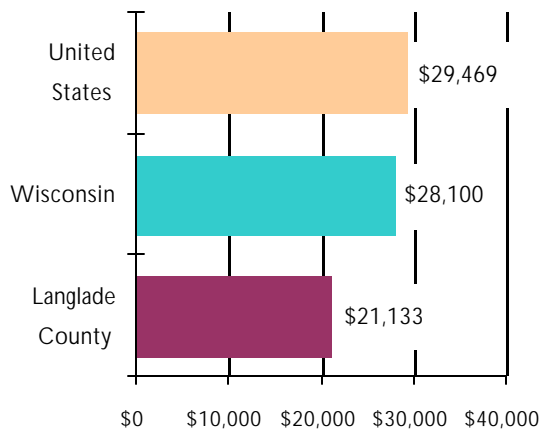
Households by Income Range
Median household income in Langlade Co. \$33,168



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

level in Langlade was about nine percent behind the state, somewhat typical for a rural county.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

