



FOR IMMEDIATE RELEASE

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JULY LOCAL JOBS DATA, EMPLOYMENT RATES ANNOUNCED

MADISON – Department of Workforce Development (DWD) Secretary Roberta Gassman today released preliminary July 2010 unemployment rates for Wisconsin cities, counties, and metropolitan areas.

"Our economy continues to move forward, creating more than 25,000 jobs so far this year, almost all of them private sector jobs," Secretary Gassman said. "Unemployment rates in communities across the state are declining, reflecting slow but steady progress. For those who remain out of work, we will continue to do all that we can to help them find good-paying jobs."

The July 2010 rates, when compared with rates the previous month, were either lower or unchanged in all but five Wisconsin counties, lower or unchanged in 28 of Wisconsin's 31 largest municipalities, and lower in all 12 metro areas. Compared with a year ago, the July 2010 rates were either lower or unchanged in all but five Wisconsin counties, and lower in all of Wisconsin's 31 largest municipalities and in all 12 metro areas.

Seven metropolitan statistical areas (MSAs) either added jobs or remained steady, compared with the previous month's seasonally adjusted totals. Sheboygan added 400 while Eau Claire and Racine each gained 300. Five MSAs added jobs or remained steady, compared with a year ago. Oshkosh-Neenah and Eau Claire each had gains of 1,300, while Green Bay added 800 from a year ago.

UNEMPLOYMENT RATES (NOT SEASONALLY ADJUSTED)

COUNTIES

Of 63 counties with a lower monthly rate in July 2010, Iron County had the biggest decrease, a drop to 9.5 percent from 10.9 percent. Crawford, Grant, La Crosse and Milwaukee had no rate change from the previous month. Compared with a year ago, 65 counties had lower rates with Oconto County recording the biggest decrease, a drop to 8.2 percent from 11.3 percent in July 2009. Seven other counties had decreases of 2 percentage points or more: Dodge, Iron, Marinette, Manitowoc, Price, Rock and Washington. Adams and Sawyer had no rate change from a year ago.

METRO AREAS

All metropolitan areas saw unemployment rates decline from the previous month and from July 2009. Madison had the lowest rate (5.9 percent), followed by La Crosse (6.2 percent) and Eau Claire (6.7 percent).

MUNICIPALITIES

Of 31 Wisconsin municipalities with at least 25,000 people, 24 experienced decreases, led by West Bend with a drop to 10.3 percent from 11.3 percent in June. Fond du Lac, Kenosha and Superior had no change in their unemployment rate from June to July. When compared with a year ago, Janesville had the largest decrease, a drop to 10.8 percent from 14.6 percent. Five cities had declines of more than 2 percentage points: Beloit, Fond du Lac, Manitowoc, Racine and West Bend.

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July 2010 Employment and Labor Force Data

Place of Residence Data

Statewide labor force estimates (not seasonally adjusted)

	<i>Current</i>	<i>Month Ago</i>	<i>Year Ago</i>
Total labor force	3,074,900	3,073,100	3,137,000
Employment	2,834,500	2,824,800	2,860,700
Unemployment	240,400	248,300	276,300
Wis. Unemployment Rate	7.8%	8.1%	8.8%
U.S. Unemployment Rate	9.7%	9.6%	9.7%

Adjusted labor force estimates (seasonally adjusted)

	<i>Current</i>	<i>Month Ago</i>	<i>Year Ago</i>
Total labor force	3,030,200	3,040,700	3,087,600
Employment	2,792,700	2,799,900	2,812,000
Unemployment	237,600	240,800	275,600
Wis. Unemployment Rate	7.8%	7.9%	8.9%
U.S. Unemployment Rate	9.5%	9.5%	9.4%

Unadjusted Unemployment Rate, by WI Metropolitan Statistical Area (MSA)

MSA	<i>Current</i>	<i>Month Ago</i>	<i>Year Ago</i>
Wisconsin	7.8%	8.1%	8.8%
Appleton	7.2%	7.6%	8.4%
Eau Claire	6.7%	7.0%	7.3%
Fond du Lac	7.6%	7.9%	9.3%
Green Bay	7.2%	7.6%	8.5%
Janesville	10.4%	10.9%	13.2%
La Crosse	6.2%	6.3%	6.9%
Madison	5.6%	5.9%	6.3%
Milwaukee-Waukesha-West Allis	8.6%	8.7%	9.4%
Oshkosh-Neenah	6.9%	7.2%	8.0%
Racine	9.6%	9.7%	10.9%
Sheboygan	8.0%	8.4%	9.4%
Wausau	8.3%	8.7%	8.9%

**July 2010 Employment Data
Metropolitan Statistical Areas (MSA)**

MSA Seasonally adjusted total Nonfarm Jobs

	Current	Month Ago	Year Ago	Change Month Ago	Change Year Ago
Statewide	2,730,300	2,720,900	2,727,500	9,400	2,800
Appleton	113,500	113,900	114,000	-400	-500
Eau Claire	78,800	78,500	77,500	300	1,300
Fond du Lac	44,700	44,600	44,500	100	200
Green Bay	162,800	162,700	162,000	100	800
Janesville	60,700	60,800	60,700	-100	0
La Crosse	72,200	72,200	72,400	0	-200
Madison	334,800	335,100	338,000	-300	-3,200
Milwaukee-Waukesha-West Allis	792,800	794,300	801,300	-1,500	-8,500
Oshkosh-Neenah	91,200	91,200	89,900	0	1,300
Racine	73,900	73,600	74,400	300	-500
Sheboygan	58,600	58,200	59,000	400	-400
Wausau	66,000	66,200	67,800	-200	-1,800

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Training - Labor Market Information Section

Note: Above seasonally adjusted total nonfarm job counts for metro areas are the only seasonally adjusted data below the statewide level.

Only the MSA total nonfarm job counts for metro areas are seasonally adjusted. The industry/sector data is not available on an adjusted

There are no seasonally adjusted city or county unemployment rates.

MSA Not Seasonally Adjusted / Unadjusted Total Nonfarm Jobs

MSA	Current	Month Ago	Year Ago	Change Month Ago	Change Year Ago
Statewide	2,753,800	2,766,400	2,742,300	-12,600	11,500
Appleton	115,000	116,500	115,200	-1,500	-200
Eau Claire	78,500	78,700	77,600	-200	900
Fond du Lac	45,200	45,400	44,900	-200	300
Green Bay	163,700	164,900	162,600	-1,200	1,100
Janesville	61,300	61,800	60,900	-500	400
La Crosse	71,800	72,700	72,300	-900	-500
Madison	336,400	338,300	337,700	-1,900	-1,300
Milwaukee-Waukesha-West Allis	796,000	801,800	802,100	-5,800	-6,100
Oshkosh-Neenah	91,800	92,100	89,800	-300	2,000
Racine	74,600	74,900	74,800	-300	-200
Sheboygan	59,500	59,600	59,800	-100	-300
Wausau	66,300	67,100	68,100	-800	-1,800

Wisconsin Counties
Unemployment Rates
July 2010
(not seasonally adjusted)

RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE	RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE
12	ADAMS	9.2%	9.6%	12	9.2%	26	MARATHON	8.3%	8.7%	27	8.9%
13	ASHLAND	9.2%	9.5%	15	10.3%	5	MARINETTE	10.2%	10.1%	7	12.7%
45	BARRON	7.4%	7.6%	48	8.3%	18	MARQUETTE	8.8%	9.3%	17	9.5%
40	BAYFIELD	7.6%	8.0%	41	7.0%	1	MENOMINEE	18.7%	17.0%	1	18.4%
51	BROWN	7.1%	7.3%	55	8.1%	9	MILWAUKEE	9.6%	9.6%	13	10.2%
71	BUFFALO	5.7%	6.3%	68	6.8%	62	MONROE	6.5%	6.7%	63	7.4%
16	BURNETT	9.1%	9.5%	14	9.6%	27	OCONTO	8.2%	9.1%	19	11.3%
68	CALUMET	6.1%	6.5%	66	7.8%	29	ONEIDA	8.1%	8.8%	24	8.3%
56	CHIPPEWA	6.8%	7.3%	52	7.8%	44	OUTAGAMIE	7.5%	7.8%	46	8.6%
21	CLARK	8.7%	8.9%	22	9.0%	57	OZAUKEE	6.8%	7.0%	58	8.0%
53	COLUMBIA	6.9%	7.5%	49	7.8%	65	PEPIN	6.2%	6.4%	67	6.5%
19	CRAWFORD	8.8%	8.8%	26	9.7%	70	PIERCE	5.9%	6.1%	71	7.7%
72	DANE	5.5%	5.7%	72	6.1%	31	POLK	8.1%	8.4%	35	9.2%
36	DODGE	7.9%	8.1%	39	10.4%	52	PORTAGE	7.0%	7.3%	54	7.5%
39	DOOR	7.7%	8.0%	42	7.1%	22	PRICE	8.6%	8.7%	28	11.3%
42	DOUGLAS	7.6%	7.7%	47	7.7%	8	RACINE	9.6%	9.7%	9	10.9%
64	DUNN	6.4%	6.7%	62	7.1%	49	RICHLAND	7.2%	7.5%	50	8.7%
60	EAU CLAIRE	6.6%	6.8%	60	7.0%	4	ROCK	10.4%	10.9%	3	13.2%
2	FLORENCE	10.6%	10.1%	8	9.9%	6	RUSK	9.9%	10.5%	4	11.7%
41	FOND DU LAC	7.6%	7.9%	44	9.3%	54	SAUK	6.9%	7.3%	53	7.5%
11	FOREST	9.3%	9.1%	20	9.7%	28	SAWYER	8.2%	8.5%	33	8.2%
59	GRANT	6.8%	6.8%	61	8.0%	24	SHAWANO	8.5%	8.8%	25	9.0%
46	GREEN	7.3%	8.2%	37	9.2%	34	SHEBOYGAN	8.0%	8.4%	34	9.4%
37	GREEN LAKE	7.8%	8.2%	38	9.2%	67	ST. CROIX	6.1%	6.6%	64	7.9%
61	IOWA	6.5%	7.1%	57	7.1%	17	TAYLOR	9.0%	9.4%	16	10.7%
10	IRON	9.5%	10.9%	2	11.7%	69	TREMPEALEAU	6.1%	6.3%	69	7.5%
43	JACKSON	7.5%	8.0%	40	8.0%	58	VERNON	6.8%	6.9%	59	7.6%
25	JEFFERSON	8.4%	8.6%	30	9.2%	38	VILAS	7.7%	8.5%	31	7.6%
20	JUNEAU	8.7%	9.2%	18	9.6%	35	WALWORTH	8.0%	8.3%	36	9.0%
3	KENOSHA	10.5%	10.4%	5	10.6%	23	WASHBURN	8.5%	8.9%	21	8.9%
48	KEWAUNEE	7.2%	7.8%	45	7.9%	47	WASHINGTON	7.3%	7.9%	43	9.3%
66	LA CROSSE	6.2%	6.2%	70	6.8%	50	WAUKESHA	7.1%	7.4%	51	8.0%
63	LAFAYETTE	6.5%	6.6%	65	7.4%	33	WAUPACA	8.0%	8.6%	29	9.2%
14	LANGLADE	9.1%	9.6%	10	10.0%	15	WAUSHARA	9.1%	9.6%	11	10.3%
7	LINCOLN	9.9%	10.2%	6	11.5%	55	WINNEBAGO	6.9%	7.2%	56	8.0%
32	MANITOWOC	8.0%	8.8%	23	10.1%	30	WOOD	8.1%	8.5%	32	9.0%

Wisconsin Cities
Unemployment Rates
July 2010
(not seasonally adjusted)

RANK	CITY	RATE	LAST RATE	LAST RANK	YR AGO RATE
11	APPLETON CITY	9.9%	10.2%	12	11.4%
1	BELOIT CITY	15.9%	16.7%	1	18.3%
29	BROOKFIELD CITY	6.4%	7.0%	26	7.2%
31	CALEDONIA VILLAGE	3.8%	4.2%	31	3.9%
21	EAU CLAIRE CITY	7.4%	7.5%	22	7.8%
14	FOND DU LAC CITY	9.5%	9.5%	15	11.5%
27	FRANKLIN CITY	6.6%	7.1%	25	7.5%
8	GREEN BAY CITY	10.4%	10.6%	9	12.3%
22	GREENFIELD CITY	7.3%	7.7%	20	8.5%
7	JANESVILLE CITY	10.8%	11.1%	7	14.6%
6	KENOSHA CITY	11.1%	11.1%	8	11.5%
20	LA CROSSE CITY	7.7%	7.5%	23	8.4%
30	MADISON CITY	5.5%	5.7%	30	6.0%
12	MANITOWOC CITY	9.8%	10.4%	10	12.2%
26	MENOMONEE FALLS VILLAGE	6.7%	6.8%	29	8.0%
4	MILWAUKEE CITY	11.6%	11.4%	5	12.0%
5	MOUNT PLEASANT VILLAGE	11.1%	11.4%	4	11.4%
15	NEENAH CITY	9.2%	9.7%	13	11.3%
24	NEW BERLIN CITY	7.1%	7.5%	21	7.5%
23	OAK CREEK CITY	7.3%	7.4%	24	8.1%
19	OSHKOSH CITY	7.8%	8.0%	18	9.1%
2	RACINE CITY	14.5%	14.3%	2	16.8%
10	SHEBOYGAN CITY	10.3%	10.4%	11	12.2%
17	STEVENS POINT CITY	8.8%	9.2%	16	9.0%
25	SUN PRAIRIE CITY	6.9%	7.0%	27	7.6%
18	SUPERIOR CITY	8.0%	8.0%	19	8.3%
13	WAUKESHA CITY	9.5%	9.6%	14	11.0%
3	WAUSAU CITY	11.7%	12.4%	3	12.1%
28	WAUWATOSA CITY	6.5%	6.9%	28	7.1%
16	WEST ALLIS CITY	8.9%	9.0%	17	9.7%
9	WEST BEND CITY	10.3%	11.3%	6	13.7%