



---

For Immediate Release: Tuesday, November 23, 2004

Contact: Rose Lynch, (608) 266-6753

Note: Web Audio [http://dwd.wisconsin.gov/dwd/newsreleases/multimedia/ui\\_112304.mp3](http://dwd.wisconsin.gov/dwd/newsreleases/multimedia/ui_112304.mp3)

[View State map with rates by county](#)

## OCTOBER LOCAL UNEMPLOYMENT RATES ANNOUNCED

### UNADJUSTED DATA

**Madison** – Wisconsin Department of Workforce Development (DWD) Secretary Roberta Gassman today announced that Wisconsin had 34 counties with unemployment rates below 4.0 percent in October, and five of those had unemployment rates under 3.0 percent. Dane County had the lowest unemployment rate at 2.2 percent, but was followed closely by Ozaukee County at 2.5 percent and Dunn and Iowa counties at 2.6 percent. Seven counties had unemployment rates of 6.0 percent or higher, with Menominee County at 8.9 percent, Oconto County at 7.5 percent, and Juneau County at 6.8 percent at the highest rates in the state.

“Wisconsin’s economy as a whole is improving, but clearly there are still pockets of the state that are not doing as well,” Secretary Gassman said. “That’s why Governor Doyle is committed to continuing his ‘Grow Wisconsin’ agenda so we can provide good-paying, family-supporting jobs for all citizens of Wisconsin.”

Normal seasonal factors, such as less tourism and fewer outdoor activities, caused unemployment rates to increase slightly in nearly half of Wisconsin’s counties last month, but three-fourths of Wisconsin counties had lower rates than they had one year ago, indicating the state’s job market continues to improve.

Fifty-four of the counties reported a lower unemployment rate in October 2004 than they had reported in October 2003, while fifteen had higher rates and three counties were unchanged. As tourism and outdoor activities for families begin winding down for the winter season ahead, unemployment rates begin to increase throughout much of the state, and October 2004 was no exception. Thirty-one counties had slightly higher rates in October than they had experienced in September, while twenty-five counties had lower rates and sixteen were unchanged. The greatest over-the-month increases were seen in Rusk and Langlade counties where the rates jumped by 0.8 percent. Rusk County saw its unemployment rate rise from 4.6 percent in September to 5.4 percent in October, while Langlade County saw an increase from 5.4 percent to 6.2 percent.

South central Wisconsin continued to experience very low unemployment rates, as did southwestern Wisconsin. The highest unemployment rate by region continues to be southeastern Wisconsin in spite of very low unemployment rates in Ozaukee, Walworth, Waukesha, and Washington counties.

### SEASONALLY ADJUSTED DATA (METRO AREAS)

All eleven metro areas reported lower rates in October 2004 than October 2003. The Racine, Wausau and Appleton metro areas had slightly higher seasonally adjusted rates in October 2004 than in September. The La Crosse metropolitan area, the Madison metropolitan area, and the Sheboygan metropolitan area all had rates under 4.0 percent. The Janesville/Beloit metropolitan area, the Kenosha metropolitan area, and the Racine metropolitan area had October seasonally adjusted rates greater than 5.0 percent, while the Milwaukee/Waukesha metro area had a 5.0 percent seasonally adjusted rate.

-end-

## Employment and Labor Force Household Survey

<b>Unadjusted estimates</b>	<b>Current</b>	<b>Month Ago</b>	<b>Year Ago</b>
Total labor force	3,109,500	3,102,200	3,079,600
Employed	2,983,000	2,975,500	2,940,000
Unemployed	126,500	126,700	139,600
Wis. Unemployment Rate	4.1%	4.1%	4.5%
U.S. Unemployment Rate	5.1%	5.1%	5.6%

<b>Seasonally adjusted</b>	<b>Current</b>	<b>Month Ago</b>	<b>Year Ago</b>
Total labor force	3,121,100	3,118,700	3,088,700
Employed	2,965,200	2,963,600	2,919,100
Unemployed	155,800	155,100	169,600
Wis. Unemployment Rate	5.0%	5.0%	5.5%
U.S. Unemployment Rate	5.5%	5.4%	6.0%

<b>*State current mo. Area prior mo.</b>	<b>Unemployment % seasonally adjusted</b>	<b>Current Month</b>	<b>Month Ago</b>	<b>Year Ago</b>
28 <sup>th</sup>	Wisconsin	5.0	5.0	5.5
63 <sup>rd</sup>	Appleton-Oshkosh	4.3	4.2	4.7
63 <sup>rd</sup>	Eau Claire	4.5	4.7	4.7
79 <sup>th</sup>	Green Bay	4.2	4.4	4.7
244 <sup>th</sup>	Janesville-Beloit	5.9	6.4	6.2
177 <sup>th</sup>	Kenosha	5.4	5.4	5.7
26 <sup>th</sup>	La Crosse	3.5	3.6	4.3
4 <sup>th</sup>	Madison	2.5	2.6	2.8
177 <sup>th</sup>	Milwaukee-Waukesha	5.0	5.0	5.7
266 <sup>th</sup>	Racine	6.8	6.7	7.9
57 <sup>th</sup>	Sheboygan	3.6	3.9	4.6
39 <sup>th</sup>	Wausau	4.2	4.1	4.4

- This is the latest available data for the U.S.'s 331 largest metro areas. Urban rankings are NOT seasonally adjusted. Lower is better. Ties are shown only if existing with other Wisconsin urban areas; ties with urban areas in other states are not shown, but are available upon request. Rankings are by the U.S. Labor Department and are based on unadjusted data for the previous month, while the rates shown above for Wisconsin metropolitan areas are seasonally-adjusted and for the current month.
- \*\*State ranking is seasonally adjusted
- \*Metropolitan ranking is not seasonally adjusted and is for the prior month

Source \*Wisconsin Department of Workforce Development

**WISCONSIN COUNTIES**  
**Unemployment Rates**  
**October 2004**  
(Not Seasonally Adjusted)

RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE	RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE
6	ADAMS	6.1%	5.4%	8	3.6%	60	MARATHON	3.2%	3.2%	62	3.4%
22	ASHLAND	4.4%	4.8%	13	6.1%	14	MARINETTE	5.1%	5.2%	10	6.0%
24	BARRON	4.3%	4.3%	20	5.0%	12	MARQUETTE	5.3%	4.9%	12	6.8%
27	BAYFIELD	4.3%	4.1%	33	4.3%	1	MENOMINEE	8.9%	8.8%	1	8.8%
44	BROWN	3.7%	3.8%	42	4.0%	8	MILWAUKEE	5.8%	5.9%	6	6.5%
67	BUFFALO	3.0%	2.6%	71	3.4%	47	MONROE	3.6%	3.6%	48	4.4%
34	BURNETT	4.1%	4.0%	36	3.4%	2	OCONTO	7.5%	7.3%	2	7.7%
62	CALUMET	3.2%	3.0%	67	3.5%	30	ONEIDA	4.2%	4.2%	23	4.4%
25	CHIPPEWA	4.3%	4.3%	21	4.2%	42	OUTAGAMIE	3.8%	3.8%	43	4.0%
18	CLARK	4.6%	4.1%	34	4.5%	71	OZAUKEE	2.5%	2.6%	70	3.9%
23	COLUMBIA	4.4%	4.2%	25	5.0%	40	PEPIN	3.9%	4.0%	35	3.4%
58	CRAWFORD	3.4%	3.4%	56	3.9%	43	PIERCE	3.8%	3.7%	45	3.6%
72	DANE	2.2%	2.2%	72	2.4%	32	POLK	4.1%	4.1%	31	4.5%
26	DODGE	4.3%	4.2%	24	4.8%	49	PORTAGE	3.6%	3.5%	55	3.4%
50	DOOR	3.5%	3.8%	41	5.7%	51	PRICE	3.5%	3.6%	46	4.5%
37	DOUGLAS	4.0%	4.3%	17	4.7%	7	RACINE	6.0%	6.0%	4	7.0%
69	DUNN	2.6%	3.0%	65	2.9%	38	RICHLAND	4.0%	4.1%	30	3.3%
63	EAU CLAIRE	3.1%	3.3%	57	3.3%	10	ROCK	5.4%	5.6%	7	5.7%
5	FLORENCE	6.1%	6.0%	5	6.5%	11	RUSK	5.4%	4.6%	16	4.6%
45	FOND DU LAC	3.7%	3.7%	44	4.0%	55	SAUK	3.5%	3.2%	63	3.2%
16	FOREST	4.8%	4.2%	28	5.2%	54	SAWYER	3.5%	3.3%	60	3.8%
64	GRANT	3.1%	3.3%	58	3.5%	35	SHAWANO	4.1%	3.9%	38	4.3%
56	GREEN	3.4%	3.5%	51	4.0%	57	SHEBOYGAN	3.4%	3.5%	52	4.3%
19	GREEN LAKE	4.6%	3.9%	40	5.7%	33	ST. CROIX	4.1%	4.1%	32	4.6%
70	IOWA	2.6%	2.8%	69	2.5%	41	TAYLOR	3.9%	3.9%	37	3.7%
13	IRON	5.2%	4.8%	15	5.0%	65	TREMPEALEAU	3.1%	3.2%	61	4.0%
66	JACKSON	3.1%	3.0%	66	3.1%	53	VERNON	3.5%	3.5%	53	4.0%
31	JEFFERSON	4.1%	4.2%	22	3.8%	36	VILAS	4.1%	3.6%	50	4.4%
3	JUNEAU	6.8%	6.8%	3	7.4%	61	WALWORTH	3.2%	3.1%	64	3.4%
15	KENOSHA	4.8%	4.8%	14	5.1%	28	WASHBURN	4.2%	4.3%	18	5.3%
39	KEWAUNEE	3.9%	4.1%	29	5.4%	52	WASHINGTON	3.5%	3.6%	47	4.2%
68	LA CROSSE	2.8%	2.9%	68	3.3%	59	WAUKESHA	3.2%	3.3%	59	3.8%
48	LAFAYETTE	3.6%	3.5%	54	4.2%	21	WAUPACA	4.5%	3.9%	39	4.5%
4	LANGLADE	6.2%	5.4%	9	6.9%	20	WAUSHARA	4.5%	4.2%	26	4.9%
17	LINCOLN	4.6%	4.2%	27	4.8%	46	WINNEBAGO	3.7%	3.6%	49	4.2%
9	MANITOWOC	5.5%	5.1%	11	7.3%	29	WOOD	4.2%	4.3%	19	4.6%

**WISCONSIN CITIES**  
**Unemployment Rates**  
**October 2004**  
(Not Seasonally Adjusted)

RANK	CITY	RATE	LAST RATE	LAST RANK	YR AGO RATE
9	APPLETON CITY	5.4%	5.3%	9	5.4%
2	BELOIT CITY	8.2%	8.4%	2	8.6%
27	BROOKFIELD CITY	2.7%	2.9%	26	3.6%
21	EAU CLAIRE CITY	3.8%	4.0%	19	4.0%
15	FOND DU LAC CITY	4.6%	4.7%	14	5.1%
23	FRANKLIN CITY	3.7%	3.9%	21	4.3%
5	GREEN BAY CITY	6.1%	6.3%	4	6.5%
19	GREENFIELD CITY	4.0%	3.9%	22	4.2%
6	JANESVILLE CITY	6.0%	6.2%	6	6.1%
7	KENOSHA CITY	5.9%	6.0%	7	6.1%
22	LA CROSSE CITY	3.8%	3.8%	23	4.1%
28	MADISON CITY	2.5%	2.5%	28	2.5%
4	MANITOWOC CITY	7.1%	6.3%	5	8.9%
25	MENOMONEE FALLS VILLAGE	3.0%	2.9%	27	3.3%
3	MILWAUKEE CITY	8.0%	8.1%	3	8.9%
8	NEENAH CITY	5.7%	5.7%	8	6.3%
26	NEW BERLIN CITY	2.9%	3.0%	25	3.6%
14	OAK CREEK CITY	4.7%	4.5%	17	4.9%
18	OSHKOSH CITY	4.1%	4.0%	20	4.9%
1	RACINE CITY	10.4%	10.3%	1	11.3%
17	SHEBOYGAN CITY	4.5%	4.6%	16	5.5%
11	STEVENS POINT CITY	5.0%	4.8%	13	4.5%
20	SUPERIOR CITY	3.9%	4.4%	18	5.0%
16	WAUKESHA CITY	4.5%	4.8%	12	5.4%
13	WAUSAU CITY	4.7%	5.0%	11	4.9%
24	WAUWATOSA CITY	3.4%	3.5%	24	3.8%
12	WEST ALLIS CITY	4.8%	4.7%	15	5.2%
10	WEST BEND CITY	5.2%	5.2%	10	6.8%

Wisconsin Department of Workforce Development  
Bureau of Workforce Information