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State of Wisconsin
Department of Workforce Development
Jim Doyle, Governor
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FOR IMMEDIATE RELEASE

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[Labor Force Summary by MSA](#) | [Labor Force Summary by County](#)

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

OCTOBER LOCAL JOBS DATA, EMPLOYMENT RATES ANNOUNCED

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

“Compared to a year ago, unemployment rates are down in every metro area, nearly every major city and all but five counties,” Secretary Gassman said. “We are encouraged by signs of recovery, but we have more work to do to help job seekers across the state find employment.”

Nine metropolitan areas had no change from rates the previous month, and all 12 metro areas had lower rates than their October 2009 rates. Of 72 counties, 32 had lower rates or no change from September. Compared to October 2009 rates, 67 had lower rates and one, Vilas, had no change.

Of the 31 largest cities, 15 had lower rates or no change from September. Compared to a year ago, none had increases. Twenty-nine had lower rates compared to October 2009, while Eau Claire and Stevens Point had no change.

UNEMPLOYMENT RATES (NOT SEASONALLY ADJUSTED)

COUNTIES

Fourteen counties had lower rates and another 18 had no change from September. Of the 67 counties with lower rates compared to one year ago, Green Lake and Rock each had a decrease of 2.0 percent with Green Lake County's rate declining to 7.4 percent, and Rock County's rate, to 9.5 percent.

METRO AREAS

Rates remained unchanged from the previous month for all but three of 12 metro areas. Sheboygan had a 0.2 percentage point increase to 7.2 percent, while Green Bay and Madison each had an increase of 0.1 percentage point, to 6.7 percent in Green Bay and 5.2 percent in Madison, the lowest rate. Compared to a year ago, Janesville had the biggest decrease, 2.0 percentage points to 9.5 percent.

MUNICIPALITIES

Of all 31 municipalities with at least 25,000 people, eight had declines of less than 1 percent. Mount Pleasant had a 0.8 percentage point decrease to 9.6 percent. Of those with increases, Neenah led with a 0.5 percentage point increase to 9.2 percent. Compared to last year, Beloit had the largest decrease, 3.0 percentage points. West Bend had a decline of 2.7 percentage points, and Janesville, 2.3 percentage points.

JOBS DATA (METRO AREAS ONLY)

Nine metropolitan statistical areas (MSAs) posted job gains and a tenth, Fond du Lac, was unchanged from the previous month (seasonally adjusted). Ten MSAs posted job gains without seasonal adjustment.

The October numbers are preliminary and subject to revision within the next several weeks.

Labor Force and Employment Estimates October 2010

STATEWIDE LABOR FORCE

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-10	FINAL Sep-10	YEAR AGO Oct-09	NET CHANGE OVER		PRELIM. Oct-10	FINAL Sep-10	YEAR AGO Oct-09	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Total labor force	3,033,000	3,031,800	3,046,200	1,200	-13,200	3,035,000	3,036,600	3,038,900	-1,600	-3,900
Employment	2,797,000	2,796,100	2,782,200	900	14,800	2,821,100	2,824,500	2,799,100	-3,400	22,000
Unemployment	235,900	235,700	264,000	200	-28,100	213,900	212,000	239,800	1,900	-25,900
Unemployment Rate	7.8%	7.8%	8.7%	0.0%	-0.9%	7.0%	7.0%	7.9%	0.0%	-0.9%
National Rate	9.6%	9.6%	10.1%	0.0%	-0.5%	9.0%	9.2%	9.5%	-0.2%	-0.5%

MSA EMPLOYMENT

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-10	FINAL Sep-10	YEAR AGO Oct-09	NET CHANGE OVER		PRELIM. Oct-10	FINAL Sep-10	YEAR AGO Oct-09	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Statewide	2,736,700	2,728,900	2,721,200	7,800	15,500	2,769,800	2,751,700	2,754,000	18,100	15,800
Appleton	114,900	114,300	114,000	600	900	115,600	114,700	114,700	900	900
Eau Claire	78,300	78,600	78,000	-300	300	79,400	78,900	79,100	500	300
Fond du Lac	44,800	44,800	44,300	0	500	45,100	45,100	44,600	0	500
Green Bay	162,900	162,400	161,000	500	1,900	165,000	163,400	163,100	1,600	1,900
Janesville	60,600	60,300	60,700	300	-100	61,100	60,800	61,200	300	-100
La Crosse	72,400	72,300	71,900	100	500	73,400	72,600	72,900	800	500
Madison	337,500	335,400	335,800	2,100	1,700	340,300	337,300	338,700	3,000	1,600
Milwaukee-W.O.W.	793,000	790,800	801,900	2,200	-8,900	801,400	793,900	810,000	7,500	-8,600
Oshkosh-Neenah	91,000	90,800	90,400	200	600	91,700	91,300	91,100	400	600
Racine	73,600	73,300	74,000	300	-400	74,100	73,700	74,500	400	-400
Sheboygan	59,100	58,700	58,700	400	400	59,300	59,300	58,900	0	400
Wausau	66,400	66,500	66,100	-100	300	67,000	66,700	66,700	300	300

MSA UNEMPLOYMENT RATES

	NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-10	FINAL Sep-10	YEAR AGO Oct-09	NET CHANGE OVER	
				1-Month	1-Year
Wisconsin	7.0%	7.0%	7.9%	0.0%	-0.9%
Appleton	6.4%	6.4%	7.5%	0.0%	-1.1%
Eau Claire	6.0%	6.0%	6.3%	0.0%	-0.3%
Fond du Lac	6.7%	6.7%	8.4%	0.0%	-1.7%
Green Bay	6.7%	6.6%	7.4%	0.1%	-0.7%
Janesville	9.5%	9.5%	11.5%	0.0%	-2.0%
La Crosse	5.5%	5.5%	6.2%	0.0%	-0.7%
Madison	5.2%	5.1%	5.8%	0.1%	-0.6%
Milwaukee-W.O.W.	7.7%	7.7%	8.4%	0.0%	-0.7%
Oshkosh-Neenah	6.3%	6.3%	7.2%	0.0%	-0.9%
Racine	8.5%	8.5%	9.4%	0.0%	-0.9%
Sheboygan	7.2%	7.0%	8.5%	0.2%	-1.3%
Wausau	7.2%	7.2%	8.4%	0.0%	-1.2%

Note: Seasonally adjusted total nonfarm employment estimates for MSAs are the only seasonally adjusted data below the statewide level. County and city unemployment rates are not seasonally adjusted.

Local Unemployment Rates October 2010

COUNTIES

COUNTY	Oct-10 RANK	Sep-10 RANK	Oct-10 RATE	Sep-10 RATE	Oct-09 RATE
Adams	6	9	9.0%	8.5%	9.2%
Ashland	27	32	7.6%	7.3%	8.5%
Barron	42	44	6.8%	6.6%	7.6%
Bayfield	22	24	8.0%	7.7%	7.3%
Brown	49	48	6.5%	6.4%	7.1%
Buffalo	71	71	5.0%	5.1%	5.9%
Burnett	17	10	8.1%	8.4%	9.7%
Calumet	64	70	5.6%	5.2%	6.7%
Chippewa	53	52	6.3%	6.3%	6.9%
Clark	26	26	7.6%	7.6%	8.1%
Columbia	43	47	6.8%	6.5%	7.7%
Crawford	28	22	7.5%	7.7%	8.5%
Dane	72	72	5.0%	5.0%	5.5%
Dodge	36	33	7.2%	7.2%	8.7%
Door	24	23	7.8%	7.7%	6.7%
Douglas	41	51	6.9%	6.4%	7.7%
Dunn	69	64	5.3%	5.4%	5.8%
Eau Claire	57	59	5.9%	5.9%	6.0%
Florence	11	12	8.5%	8.0%	9.3%
Fond du Lac	45	42	6.7%	6.7%	8.4%
Forest	19	11	8.0%	8.0%	8.9%
Grant	60	57	5.7%	6.0%	6.3%
Green	48	46	6.6%	6.5%	8.0%
Green Lake	33	38	7.4%	7.1%	9.4%
Iowa	63	63	5.6%	5.6%	6.5%
Iron	9	13	8.6%	8.0%	10.0%
Jackson	44	40	6.7%	6.8%	7.4%
Jefferson	32	28	7.4%	7.4%	8.5%
Juneau	20	19	8.0%	7.8%	8.9%
Kenosha	3	3	9.5%	9.4%	10.5%
Kewaunee	51	45	6.4%	6.5%	7.5%
La Crosse	67	67	5.4%	5.3%	6.1%
Lafayette	65	62	5.5%	5.6%	6.2%
Langlade	14	16	8.2%	7.9%	9.3%
Lincoln	4	6	9.5%	8.8%	9.9%
Manitowoc	31	36	7.5%	7.2%	8.8%

COUNTY	Oct-10 RANK	Sep-10 RANK	Oct-10 RATE	Sep-10 RATE	Oct-09 RATE
Marathon	37	34	7.2%	7.2%	8.4%
Marinette	5	4	9.2%	9.0%	10.8%
Marquette	15	17	8.2%	7.9%	9.1%
Menominee	1	1	14.0%	14.4%	13.6%
Milwaukee	8	5	8.7%	8.8%	9.2%
Monroe	59	61	5.8%	5.7%	6.9%
Oconto	18	21	8.1%	7.8%	9.3%
Oneida	13	27	8.3%	7.6%	8.1%
Outagamie	47	41	6.6%	6.7%	7.7%
Ozaukee	58	58	5.8%	5.9%	6.9%
Pepin	70	68	5.2%	5.2%	5.6%
Pierce	68	69	5.4%	5.2%	6.5%
Polk	35	35	7.3%	7.2%	9.0%
Portage	61	60	5.7%	5.7%	5.9%
Price	29	29	7.5%	7.4%	8.4%
Racine	10	8	8.5%	8.5%	9.4%
Richland	52	54	6.4%	6.3%	7.7%
Rock	2	2	9.5%	9.5%	11.5%
Rusk	7	7	8.8%	8.7%	10.0%
Sauk	46	50	6.7%	6.4%	7.7%
Sawyer	25	14	7.6%	7.9%	7.8%
Shawano	21	20	8.0%	7.8%	8.9%
Sheboygan	38	39	7.2%	7.0%	8.5%
St. Croix	62	66	5.7%	5.4%	7.1%
Taylor	30	30	7.5%	7.4%	9.0%
Trempealeau	66	65	5.5%	5.4%	6.6%
Vernon	56	55	6.2%	6.2%	7.0%
Vilas	12	25	8.5%	7.7%	8.5%
Walworth	39	37	7.1%	7.1%	8.0%
Washburn	23	15	7.8%	7.9%	8.4%
Washington	50	49	6.5%	6.4%	7.9%
Waukesha	55	56	6.3%	6.2%	7.1%
Waupaca	34	31	7.3%	7.3%	8.4%
Waushara	16	18	8.2%	7.9%	9.0%
Winnebago	54	53	6.3%	6.3%	7.2%
Wood	40	43	6.9%	6.7%	7.7%

CITIES

CITY	Oct-10 RANK	Sep-10 RANK	Oct-10 RATE	Sep-10 RATE	Oct-09 RATE
Appleton	13	13	8.5%	8.5%	10.2%
Beloit	1	1	14.1%	14.4%	17.1%
Brookfield	28	29	6.1%	5.9%	6.4%
Caledonia	31	31	3.6%	3.7%	3.7%
Eau Claire	22	23	6.5%	6.5%	6.5%
Fond du Lac	14	14	8.2%	8.1%	10.1%
Franklin	25	26	6.4%	6.2%	6.8%
Green Bay	8	8	9.6%	9.4%	10.8%
Greenfield	19	19	7.1%	6.9%	7.9%
Janesville	6	7	10.1%	10.0%	12.4%
Kenosha	5	6	10.4%	10.2%	11.4%
La Crosse	21	22	6.5%	6.5%	7.3%
Madison	30	30	5.0%	5.0%	5.5%
Manitowoc	12	12	9.0%	8.6%	10.5%
Menomonee Falls	24	25	6.4%	6.3%	7.0%
Milwaukee	4	3	10.4%	10.5%	10.8%

CITY	Oct-10 RANK	Sep-10 RANK	Oct-10 RATE	Sep-10 RATE	Oct-09 RATE
Mount Pleasant	7	5	9.6%	10.4%	11.3%
Neenah	11	11	9.2%	8.7%	10.5%
New Berlin	26	24	6.3%	6.4%	6.6%
Oak Creek	23	21	6.4%	6.5%	7.3%
Oshkosh	18	17	7.1%	7.2%	7.9%
Racine	2	2	12.9%	12.8%	14.3%
Sheboygan	9	9	9.5%	9.1%	11.0%
Stevens Point	17	18	7.2%	7.2%	7.2%
Sun Prairie	27	28	6.3%	6.1%	7.2%
Superior	20	20	7.1%	6.7%	7.7%
Waukesha	15	15	8.2%	8.0%	9.4%
Wausau	3	4	10.5%	10.5%	11.6%
Wauwatosa	29	27	6.0%	6.1%	6.9%
West Allis	16	16	7.9%	7.9%	8.5%
West Bend	10	10	9.2%	9.0%	11.9%