

Department of Workforce Development  
Secretary's Office  
201 East Washington Avenue  
P.O. Box 7946  
Madison, WI 53707-7946  
Telephone: (608) 266-3131  
Fax: (608) 266-1784  
Email: sec@dwd.wisconsin.gov



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**FOR IMMEDIATE RELEASE**

Wednesday, November 23, 2011

CONTACT: John Dipko, Communications Director, 608-266-6753

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

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On Twitter: @WIWorkforce

## **OCTOBER LOCAL JOB, EMPLOYMENT NUMBERS ANNOUNCED**

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson today announced preliminary October jobs and unemployment data for Wisconsin metropolitan areas, cities and counties. Eight metro areas added jobs on a seasonally adjusted basis.

“Four of the eight metro areas that added jobs over the month had gains of 1,000 jobs or more,” Secretary Newson said. “In comparing job totals a year ago, six metro areas added jobs, including metro Milwaukee with a gain of 6,300 jobs. Statewide, Wisconsin gained 14,500 private sector jobs over the year. The manufacturing sector alone has 10,600 more jobs than a year ago. Wisconsin has a high concentration of manufacturing jobs, averaging \$52,000 a year. We have the highest ratio of manufacturing jobs to government jobs in the nation.”

Secretary Newson cited thousands of employment opportunities currently posted on the DWD online employment site.

“Employers in manufacturing and other areas tell us they have more jobs to fill, and we are posting these opportunities on [www.JobCenterofWisconsin.com](http://www.JobCenterofWisconsin.com),” he said. “We encourage individuals to visit the free online resource and check out the employment opportunities. We and our partners in local Job Centers are ready to assist them if they need help in their job search.”

### **JOBS DATA (METRO AREAS ONLY)**

From September to October, Appleton added 1,300 jobs, followed by La Crosse with a 1,200 gain, and Madison and Oshkosh-Neenah, 1,000 each, on a seasonally adjusted basis. Green Bay, Janesville, Racine and Sheboygan also added jobs. While metro Milwaukee had a one-month job loss, it gained 6,300 jobs compared to October 2010. Compared to a year ago, five other metro areas added jobs, including Madison with 2,200; La Crosse, with 1,500, and Oshkosh-Neenah, with 1,100.

### **UNEMPLOYMENT RATES (NOT SEASONALLY ADJUSTED)**

All 12 metro areas experienced decreases in their unemployment rates from September to October. Sixty counties either had lower rates or no change, as did 30 of Wisconsin’s 31 largest municipalities. Unlike the metro jobs numbers, unemployment rates for cities, counties and metro areas are not adjusted for seasonal factors.

### **METRO AREAS**

Of the 12 metro areas experiencing unemployment rate decreases from September to October, Madison had the lowest rate at 5.1 percent, followed by La Crosse at 5.2 percent and Eau Claire at 6.0 percent. Janesville had the highest rate at 8.6 percent. Compared to a year ago, ten either had lower rates or no change, while Eau Claire’s rate of 6.0 percent was up slightly from 5.9 percent, and Racine’s rate of 8.5 percent also was up slightly from 8.4 percent in October 2010.

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# Labor Force and Employment Estimates October 2011

## STATEWIDE LABOR FORCE

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-11	FINAL Sep-11	YEAR AGO Oct-10	NET CHANGE OVER		PRELIM. Oct-11	FINAL Sep-11	YEAR AGO Oct-10	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Total labor force	3,056,600	3,057,800	3,046,300	-1,200	10,300	3,053,200	3,063,300	3,044,400	-10,100	8,800
Employment	2,822,600	2,819,200	2,811,000	3,400	11,600	2,845,800	2,849,300	2,832,300	-3,500	13,500
Unemployment	234,000	238,600	235,400	-4,600	-1,400	207,400	213,900	212,100	-6,500	-4,700
Unemployment Rate	7.7%	7.8%	7.7%	-0.1%	0.0%	6.8%	7.0%	7.0%	-0.2%	-0.2%
National Rate	9.0%	9.1%	9.7%	-0.1%	-0.7%	8.5%	8.8%	9.0%	-0.3%	-0.5%

## MSA EMPLOYMENT

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-11	FINAL Sep-11	YEAR AGO Oct-10	NET CHANGE OVER		PRELIM. Oct-11	FINAL Sep-11	YEAR AGO Oct-10	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Statewide	2,747,500	2,757,200	2,741,500	-9,700	6,000	2,779,400	2,778,800	2,773,900	600	5,500
Appleton	116,000	114,700	116,800	1,300	-800	116,900	115,200	117,700	1,700	-800
Eau Claire	80,600	81,100	80,300	-500	300	81,700	81,700	81,400	0	300
Fond du Lac	45,200	45,300	45,300	-100	-100	45,700	45,800	45,800	-100	-100
Green Bay	164,300	164,200	165,800	100	-1,500	166,400	165,200	167,900	1,200	-1,500
Janesville	61,100	60,300	61,100	800	0	61,700	60,700	61,700	1,000	0
La Crosse	74,700	73,500	73,200	1,200	1,500	75,700	73,800	74,200	1,900	1,500
Madison	347,000	346,000	344,800	1,000	2,200	350,200	348,100	348,000	2,100	2,200
Milwaukee-W.O.W.	819,800	828,400	813,500	-8,600	6,300	827,900	830,800	821,500	-2,900	6,400
Oshkosh-Neenah	94,100	93,100	93,000	1,000	1,100	95,000	93,800	93,900	1,200	1,100
Racine	73,900	73,600	74,800	300	-900	74,400	73,800	75,300	600	-900
Sheboygan	59,200	58,700	58,600	500	600	59,500	59,300	58,900	200	600
Wausau	66,600	67,300	66,900	-700	-300	67,100	67,400	67,400	-300	-300

## MSA UNEMPLOYMENT RATES

	NOT SEASONALLY ADJUSTED				
	PRELIM. Oct-11	FINAL Sep-11	YEAR AGO Oct-10	NET CHANGE OVER	
				1-Month	1-Year
Wisconsin	6.8%	7.0%	7.0%	-0.2%	-0.2%
Appleton	6.1%	6.4%	6.3%	-0.3%	-0.2%
Eau Claire	6.0%	6.2%	5.9%	-0.2%	0.1%
Fond du Lac	6.4%	6.6%	6.6%	-0.2%	-0.2%
Green Bay	6.5%	6.7%	6.6%	-0.2%	-0.1%
Janesville	8.6%	9.0%	9.4%	-0.4%	-0.8%
La Crosse	5.2%	5.5%	5.5%	-0.3%	-0.3%
Madison	5.1%	5.2%	5.1%	-0.1%	0.0%
Milwaukee-W.O.W.	7.5%	7.6%	7.5%	-0.1%	0.0%
Oshkosh-Neenah	6.1%	6.3%	6.2%	-0.2%	-0.1%
Racine	8.5%	8.6%	8.4%	-0.1%	0.1%
Sheboygan	6.8%	6.9%	7.2%	-0.1%	-0.4%
Wausau	6.8%	7.0%	7.2%	-0.2%	-0.4%

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 2011

## CITIES

CITY	Oct-11 RANK	Sep-11 RANK	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE
Appleton	12	12	8.1	8.5	8.4
Beloit	2	1	11.4	12.4	13.9
Brookfield	27	29	5.8	5.8	6.0
Caledonia	31	31	3.6	4.0	3.5
Eau Claire	22	22	6.4	6.6	6.3
Fond du Lac	14	13	7.8	8.1	8.1
Franklin	25	26	5.9	6.0	6.2
Green Bay	8	6	9.2	9.6	9.5
Greenfield	20	20	6.7	6.8	7.0
Janesville	4	5	9.7	9.7	9.9
Kenosha	5	4	9.6	9.9	10.1
La Crosse	21	21	6.4	6.7	6.5
Madison	30	30	5.0	5.2	5.0
Manitowoc	11	9	8.8	9.4	9.3
Menomonee Falls	24	25	6.0	6.0	6.2
Milwaukee	3	3	10.3	10.6	10.2

CITY	Oct-11 RANK	Sep-11 RANK	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE
Mount Pleasant	6	7	9.2	9.5	9.4
Neenah	13	14	7.9	8.0	8.9
New Berlin	29	28	5.5	6.0	6.1
Oak Creek	23	23	6.1	6.6	6.3
Oshkosh	19	18	6.9	7.2	6.9
Racine	1	2	11.8	12.0	12.8
Sheboygan	9	11	8.9	9.1	9.5
Stevens Point	17	16	6.9	7.5	7.2
Sun Prairie	26	24	5.9	6.4	6.2
Superior	18	19	6.9	6.8	6.9
Waukesha	15	15	7.6	7.6	8.0
Wausau	7	8	9.2	9.4	10.3
Wauwatosa	28	27	5.6	6.0	5.9
West Allis	16	17	7.3	7.3	7.7
West Bend	10	10	8.9	9.1	9.0

## COUNTIES

### Alphabetical Order

COUNTY	Oct-11 RANK	Sep-11 RANK	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE
Adams	3	5	9.0	8.8	9.2
Ashland	13	11	8.4	8.6	7.6
Barron	38	37	6.9	7.1	6.7
Bayfield	27	26	7.6	7.5	8.1
Brown	50	44	6.3	6.7	6.4
Buffalo	64	67	5.3	5.3	5.3
Burnett	22	21	7.7	7.9	8.1
Calumet	65	64	5.2	5.5	5.5
Chippewa	53	49	6.2	6.5	6.2
Clark	43	40	6.8	7.0	7.5
Columbia	39	43	6.9	6.7	6.7
Crawford	34	34	7.0	7.2	7.4
Dane	69	68	4.9	5.1	5.0
Dodge	30	27	7.2	7.5	7.3
Door	4	7	8.9	8.7	7.7
Douglas	51	53	6.3	6.3	6.8
Dunn	63	60	5.4	5.8	5.3
Eau Claire	57	58	5.8	6.0	5.8
Florence	21	29	7.8	7.4	8.3
Fond du Lac	46	45	6.4	6.6	6.6
Forest	8	9	8.5	8.6	7.8
Grant	61	61	5.4	5.7	5.6
Green	47	48	6.4	6.5	6.7
Green Lake	35	38	7.0	7.0	7.5
Iowa	68	70	5.0	5.0	5.5
Iron	2	12	9.2	8.5	8.3
Jackson	31	28	7.1	7.5	7.0
Jefferson	29	32	7.2	7.3	7.5
Juneau	18	16	8.2	8.3	8.1
Kenosha	10	8	8.5	8.7	9.2
Kewaunee	42	52	6.8	6.3	6.3
La Crosse	67	65	5.2	5.5	5.3
Lafayette	62	63	5.4	5.6	5.5
Langlade	15	14	8.3	8.4	8.1
Lincoln	14	2	8.4	9.6	9.7
Manitowoc	28	25	7.4	7.6	7.7

COUNTY	Oct-11 RANK	Sep-11 RANK	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE
Marathon	41	39	6.8	7.0	7.2
Marinette	12	15	8.4	8.3	8.8
Marquette	19	18	8.1	8.1	8.4
Menominee	1	1	13.1	13.9	13.9
Milwaukee	9	6	8.5	8.8	8.5
Monroe	54	55	6.2	6.0	5.8
Oconto	17	31	8.2	7.3	8.0
Oneida	20	19	7.9	7.9	8.3
Outagamie	48	46	6.3	6.6	6.5
Ozaukee	60	62	5.6	5.6	5.7
Pepin	72	69	4.8	5.1	5.2
Pierce	71	72	4.8	4.9	5.4
Polk	25	24	7.6	7.6	7.4
Portage	59	59	5.6	6.0	5.6
Price	32	35	7.1	7.1	8.1
Racine	11	10	8.5	8.6	8.4
Richland	52	51	6.3	6.4	6.6
Rock	7	4	8.6	9.0	9.4
Rusk	5	3	8.8	9.5	9.1
Sauk	44	47	6.5	6.5	6.6
Sawyer	16	17	8.2	8.1	7.7
Shawano	26	23	7.6	7.7	7.8
Sheboygan	40	41	6.8	6.9	7.2
St. Croix	70	71	4.9	4.9	5.7
Taylor	36	30	7.0	7.4	7.4
Trempealeau	66	66	5.2	5.5	5.5
Vernon	58	57	5.8	6.0	6.1
Vilas	6	13	8.6	8.4	8.6
Walworth	37	36	6.9	7.1	7.1
Washburn	23	20	7.7	7.9	7.8
Washington	49	50	6.3	6.4	6.4
Waukesha	56	56	5.9	6.0	6.2
Waupaca	33	33	7.0	7.2	7.2
Waushara	24	22	7.6	7.8	8.2
Winnebago	55	54	6.1	6.3	6.2
Wood	45	42	6.5	6.9	6.9

# Local Unemployment Rates October 2011

## COUNTIES

Ascending Order

COUNTY	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE	COUNTY	Oct-11 RATE	Sep-11 RATE	Oct-10 RATE
Pepin	4.8	5.1	5.2	Taylor	7.0	7.4	7.4
Pierce	4.8	4.9	5.4	Green Lake	7.0	7.0	7.5
St. Croix	4.9	4.9	5.7	Crawford	7.0	7.2	7.4
Dane	4.9	5.1	5.0	Waupaca	7.0	7.2	7.2
Iowa	5.0	5.0	5.5	Price	7.1	7.1	8.1
La Crosse	5.2	5.5	5.3	Jackson	7.1	7.5	7.0
Trempealeau	5.2	5.5	5.5	Dodge	7.2	7.5	7.3
Calumet	5.2	5.5	5.5	Jefferson	7.2	7.3	7.5
Buffalo	5.3	5.3	5.3	Manitowoc	7.4	7.6	7.7
Dunn	5.4	5.8	5.3	Bayfield	7.6	7.5	8.1
Lafayette	5.4	5.6	5.5	Shawano	7.6	7.7	7.8
Grant	5.4	5.7	5.6	Polk	7.6	7.6	7.4
Ozaukee	5.6	5.6	5.7	Waushara	7.6	7.8	8.2
Portage	5.6	6.0	5.6	Washburn	7.7	7.9	7.8
Vernon	5.8	6.0	6.1	Burnett	7.7	7.9	8.1
Eau Claire	5.8	6.0	5.8	Florence	7.8	7.4	8.3
Waukesha	5.9	6.0	6.2	Oneida	7.9	7.9	8.3
Winnebago	6.1	6.3	6.2	Marquette	8.1	8.1	8.4
Monroe	6.2	6.0	5.8	Juneau	8.2	8.3	8.1
Chippewa	6.2	6.5	6.2	Oconto	8.2	7.3	8.0
Richland	6.3	6.4	6.6	Sawyer	8.2	8.1	7.7
Douglas	6.3	6.3	6.8	Langlade	8.3	8.4	8.1
Brown	6.3	6.7	6.4	Lincoln	8.4	9.6	9.7
Washington	6.3	6.4	6.4	Ashland	8.4	8.6	7.6
Outagamie	6.3	6.6	6.5	Marinette	8.4	8.3	8.8
Green	6.4	6.5	6.7	Racine	8.5	8.6	8.4
Fond du Lac	6.4	6.6	6.6	Kenosha	8.5	8.7	9.2
Wood	6.5	6.9	6.9	Milwaukee	8.5	8.8	8.5
Sauk	6.5	6.5	6.6	Forest	8.5	8.6	7.8
Clark	6.8	7.0	7.5	Rock	8.6	9.0	9.4
Kewaunee	6.8	6.3	6.3	Vilas	8.6	8.4	8.6
Marathon	6.8	7.0	7.2	Rusk	8.8	9.5	9.1
Sheboygan	6.8	6.9	7.2	Door	8.9	8.7	7.7
Columbia	6.9	6.7	6.7	Adams	9.0	8.8	9.2
Barron	6.9	7.1	6.7	Iron	9.2	8.5	8.3
Walworth	6.9	7.1	7.1	Menominee	13.1	13.9	13.9