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**FOR IMMEDIATE RELEASE**

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

## **JANUARY LOCAL UNEMPLOYMENT, JOB NUMBERS ANNOUNCED**

### ***Secretary Perez cites over 26,500 openings on JCW, urges unemployed to apply***

MADISON – Department of Workforce Development (DWD) Manny Perez today announced preliminary January unemployment rates for Wisconsin cities, counties and metropolitan areas. He also cited over 26,500 openings listed on JobCenterofWisconsin web site and urged the unemployed to apply for them.

“Wisconsin added 10,100 private sector jobs in January, giving us a head start on the hiring season,” Secretary Perez said. “We expect more job growth with Wisconsin’s new, business friendly image under Governor Walker. The time is right for the unemployed to redouble job search efforts and help meet employer needs, particularly manufacturers with increasing production orders.”

Secretary Perez encouraged the unemployed to explore all job opportunities on DWD’s online employment site, <https://jobcenterofwisconsin.com/>. He said that by taking jobs now, they can help revitalize the economy while reducing the state’s unemployment burden.

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

Metro Milwaukee, including Waukesha, Ozaukee and Washington counties, gained 6,600 jobs in January on a seasonally adjusted basis. Janesville, Oshkosh-Neenah, Racine and Sheboygan also added jobs. Eau Claire had no change, while Appleton, Fond du Lac, Green Bay, La Crosse, Madison, and Wausau metro areas lost jobs.

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

#### **METRO AREAS**

All 12 metro areas had higher rates in January compared to the previous month. Janesville had the highest rate, 10.5 percent; Madison, the lowest, 5.7 percent. All metro area rates were lower than the January 2010 rates with decreases as high as 2.8 percentage points in the case of Janesville.

#### **MUNICIPALITIES**

Of 31 municipalities with at least 25,000 residents, all had rate increases except the Village of Mount Pleasant, which experienced a decline from 9.3 percent in December to 7.0 percent in January. Caledonia had the lowest rate, 3.8 percent, while Racine had the highest, 14.0 percent. All cities had lower rates compared to January 2010.

#### **COUNTIES**

All 72 counties had higher rates in January than in December, but lower rates than in January 2010. Door County had the highest rate, 13.3 percent, and Dane County, the lowest, 5.3 percent.

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

# Labor Force and Employment Estimates January 2011

## STATEWIDE LABOR FORCE

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Jan-11	FINAL Dec-10	YEAR AGO Jan-10	NET CHANGE OVER		PRELIM. Jan-11	FINAL Dec-10	YEAR AGO Jan-10	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Total labor force	3,045,200	3,044,700	3,080,500	500	-35,300	3,020,600	3,031,400	3,059,400	-10,800	-38,800
Employment	2,819,400	2,817,000	2,798,000	2,400	21,400	2,774,300	2,817,000	2,752,200	-42,700	22,100
Unemployment	225,800	227,700	282,400	-1,900	-56,600	246,300	214,400	307,200	31,900	-60,900
Unemployment Rate	7.4%	7.5%	9.2%	-0.1%	-1.8%	8.2%	7.1%	10.0%	1.1%	-1.8%
National Rate	9.0%	9.4%	9.7%	-0.4%	-0.7%	9.8%	9.1%	10.6%	0.7%	-0.8%

## MSA EMPLOYMENT

	SEASONALLY ADJUSTED					NOT SEASONALLY ADJUSTED				
	PRELIM. Jan-11	FINAL Dec-10	YEAR AGO Jan-10	NET CHANGE OVER		PRELIM. Jan-11	FINAL Dec-10	YEAR AGO Jan-10	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Statewide	2,742,500	2,736,300	2,723,600	6,200	18,900	2,678,000	2,747,200	2,658,200	-69,200	19,800
Appleton	115,900	116,600	114,400	-700	1,500	113,800	116,600	112,100	-2,800	1,700
Eau Claire	80,400	80,400	79,500	0	900	78,300	81,300	76,700	-3,000	1,600
Fond du Lac	45,000	45,500	44,200	-500	800	43,900	45,200	43,100	-1,300	800
Green Bay	165,700	166,000	165,000	-300	700	162,400	166,700	162,300	-4,300	100
Janesville	61,100	61,000	61,300	100	-200	59,700	61,300	59,800	-1,600	-100
La Crosse	73,100	73,300	73,500	-200	-400	71,400	74,000	71,400	-2,600	0
Madison	343,000	345,600	343,000	-2,600	0	337,000	346,900	337,000	-9,900	0
Milwaukee-W.O.W.	817,200	810,600	803,300	6,600	13,900	803,100	816,100	790,100	-13,000	13,000
Oshkosh-Neenah	92,900	92,700	91,700	200	1,200	91,000	93,100	89,900	-2,100	1,100
Racine	75,300	74,800	74,100	500	1,200	73,800	75,100	72,900	-1,300	900
Sheboygan	58,800	58,600	58,100	200	700	57,700	58,500	56,800	-800	900
Wausau	66,700	67,000	67,000	-300	-300	65,700	67,400	66,000	-1,700	-300

## MSA UNEMPLOYMENT RATES

	NOT SEASONALLY ADJUSTED				
	PRELIM. Jan-11	FINAL Dec-10	YEAR AGO Jan-10	NET CHANGE OVER	
				1-Month	1-Year
Wisconsin	8.2%	7.1%	10.0%	1.1%	-1.8%
Appleton	7.4%	6.4%	9.4%	1.0%	-2.0%
Eau Claire	7.4%	6.1%	8.9%	1.3%	-1.5%
Fond du Lac	7.9%	6.8%	10.4%	1.1%	-2.5%
Green Bay	7.7%	6.6%	9.3%	1.1%	-1.6%
Janesville	10.5%	9.3%	13.3%	1.2%	-2.8%
La Crosse	6.7%	5.6%	8.3%	1.1%	-1.6%
Madison	5.7%	4.9%	7.1%	0.8%	-1.4%
Milwaukee-W.O.W.	8.2%	7.3%	10.0%	0.9%	-1.8%
Oshkosh-Neenah	6.9%	5.9%	8.5%	1.0%	-1.6%
Racine	9.5%	8.5%	11.8%	1.0%	-2.3%
Sheboygan	8.3%	7.4%	10.5%	0.9%	-2.2%
Wausau	8.2%	7.1%	10.5%	1.1%	-2.3%

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 January 2011

## CITIES

CITY	Jan-11 RANK	Dec-10 RANK	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE
Appleton	12	13	9.2%	8.2%	11.8%
Beloit	2	1	13.8%	12.9%	18.9%
Brookfield	29	29	6.1%	5.4%	7.6%
Caledonia	31	31	3.8%	3.2%	4.4%
Eau Claire	22	26	7.0%	5.9%	8.6%
Fond du Lac	13	14	9.1%	8.0%	12.5%
Franklin	27	27	6.4%	5.7%	8.0%
Green Bay	5	5	11.0%	9.6%	13.2%
Greenfield	17	18	7.7%	6.8%	9.0%
Janesville	6	6	11.0%	9.6%	13.5%
Kenosha	4	3	11.1%	10.2%	13.2%
La Crosse	19	22	7.3%	6.1%	9.0%
Madison	30	30	4.9%	4.4%	6.1%
Manitowoc	9	11	10.6%	9.2%	15.2%
Menomonee Falls	24	24	6.6%	6.0%	8.4%
Milwaukee	8	4	10.7%	9.7%	12.6%

CITY	Jan-11 RANK	Dec-10 RANK	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE
Mount Pleasant	21	10	7.0%	9.3%	12.6%
Neenah	11	12	9.4%	8.7%	11.9%
New Berlin	26	25	6.4%	5.9%	8.6%
Oak Creek	23	21	6.7%	6.1%	8.5%
Oshkosh	18	20	7.6%	6.4%	9.4%
Racine	1	2	14.0%	12.8%	17.1%
Sheboygan	10	7	10.5%	9.5%	13.1%
Stevens Point	16	17	8.8%	7.1%	11.3%
Sun Prairie	25	23	6.4%	6.0%	8.4%
Superior	20	19	7.1%	6.4%	8.5%
Waukesha	14	15	9.1%	7.9%	11.4%
Wausau	7	9	10.9%	9.4%	13.6%
Wauwatosa	28	28	6.1%	5.5%	7.5%
West Allis	15	16	8.9%	7.6%	10.3%
West Bend	3	8	11.3%	9.5%	14.4%

## COUNTIES

### Alphabetical Order

COUNTY	Jan-11 RANK	Dec-10 RANK	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE
Adams	4	2	12.6%	11.2%	14.3%
Ashland	22	27	10.3%	8.4%	12.1%
Barron	34	37	9.1%	7.7%	11.2%
Bayfield	2	4	12.9%	11.0%	14.2%
Brown	57	57	7.3%	6.3%	8.8%
Buffalo	62	64	7.1%	5.8%	8.7%
Burnett	12	15	11.1%	9.3%	13.2%
Calumet	68	69	6.7%	5.5%	8.8%
Chippewa	39	42	8.8%	7.3%	10.4%
Clark	25	25	10.1%	8.5%	12.9%
Columbia	42	41	8.7%	7.4%	10.5%
Crawford	27	31	9.8%	8.2%	12.0%
Dane	72	72	5.3%	4.6%	6.6%
Dodge	41	38	8.7%	7.6%	11.2%
Door	1	5	13.3%	10.9%	13.7%
Douglas	55	47	7.5%	6.7%	9.3%
Dunn	63	67	7.1%	5.6%	8.8%
Eau Claire	69	68	6.5%	5.5%	8.0%
Florence	31	19	9.3%	8.9%	11.4%
Fond du Lac	48	46	7.9%	6.8%	10.4%
Forest	10	13	11.3%	9.5%	12.8%
Grant	59	63	7.3%	5.9%	8.7%
Green	45	53	8.3%	6.6%	10.2%
Green Lake	26	29	9.8%	8.3%	12.0%
Iowa	46	55	8.3%	6.4%	10.2%
Iron	11	6	11.1%	10.4%	14.0%
Jackson	21	26	10.3%	8.5%	11.6%
Jefferson	33	35	9.1%	7.8%	11.1%
Juneau	17	17	10.5%	9.0%	12.3%
Kenosha	23	16	10.1%	9.1%	12.3%
Kewaunee	53	54	7.6%	6.5%	10.0%
La Crosse	71	71	6.2%	5.2%	7.8%
Lafayette	61	65	7.2%	5.8%	8.5%
Langlade	20	21	10.3%	8.8%	12.2%
Lincoln	9	8	11.3%	9.8%	13.9%
Manitowoc	32	34	9.3%	8.0%	12.3%

COUNTY	Jan-11 RANK	Dec-10 RANK	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE
Marathon	47	45	8.2%	7.1%	10.5%
Marinette	14	11	10.8%	9.5%	13.0%
Marquette	13	12	10.9%	9.5%	13.0%
Menominee	5	1	12.2%	11.2%	14.4%
Milwaukee	37	33	9.0%	8.1%	10.7%
Monroe	51	51	7.7%	6.6%	9.0%
Oconto	19	20	10.4%	8.9%	12.6%
Oneida	8	9	11.5%	9.8%	13.0%
Outagamie	56	50	7.5%	6.6%	9.6%
Ozaukee	70	70	6.4%	5.4%	8.3%
Pepin	54	60	7.6%	6.2%	9.9%
Pierce	67	61	6.7%	6.0%	8.3%
Polk	30	30	9.5%	8.2%	12.5%
Portage	60	66	7.3%	5.8%	9.2%
Price	36	32	9.0%	8.1%	12.2%
Racine	29	24	9.5%	8.5%	11.8%
Richland	50	48	7.8%	6.7%	10.7%
Rock	16	14	10.5%	9.3%	13.3%
Rusk	6	7	11.9%	10.1%	15.1%
Sauk	43	43	8.7%	7.2%	10.6%
Sawyer	7	10	11.8%	9.8%	13.4%
Shawano	28	28	9.7%	8.3%	11.8%
Sheboygan	44	40	8.3%	7.4%	10.5%
St. Croix	64	56	7.0%	6.3%	8.6%
Taylor	15	18	10.8%	9.0%	13.8%
Trempealeau	58	58	7.3%	6.3%	9.2%
Vernon	49	49	7.9%	6.7%	10.1%
Vilas	3	3	12.7%	11.2%	13.9%
Walworth	35	39	9.1%	7.6%	11.1%
Washburn	24	23	10.1%	8.7%	12.0%
Washington	52	52	7.7%	6.6%	9.9%
Waukesha	65	59	7.0%	6.2%	8.8%
Waupaca	38	36	8.9%	7.7%	11.1%
Waushara	18	22	10.5%	8.8%	12.6%
Winnebago	66	62	6.9%	5.9%	8.5%
Wood	40	44	8.8%	7.2%	10.8%

# Local Unemployment Rates January 2011

## COUNTIES

Ascending Order

COUNTY	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE	COUNTY	Jan-11 RATE	Dec-10 RATE	Jan-10 RATE
Dane	5.3%	4.6%	6.6%	Price	9.0%	8.1%	12.2%
La Crosse	6.2%	5.2%	7.8%	Walworth	9.1%	7.6%	11.1%
Ozaukee	6.4%	5.4%	8.3%	Barron	9.1%	7.7%	11.2%
Eau Claire	6.5%	5.5%	8.0%	Jefferson	9.1%	7.8%	11.1%
Calumet	6.7%	5.5%	8.8%	Manitowoc	9.3%	8.0%	12.3%
Pierce	6.7%	6.0%	8.3%	Florence	9.3%	8.9%	11.4%
Winnebago	6.9%	5.9%	8.5%	Polk	9.5%	8.2%	12.5%
Waukesha	7.0%	6.2%	8.8%	Racine	9.5%	8.5%	11.8%
St. Croix	7.0%	6.3%	8.6%	Shawano	9.7%	8.3%	11.8%
Dunn	7.1%	5.6%	8.8%	Crawford	9.8%	8.2%	12.0%
Buffalo	7.1%	5.8%	8.7%	Green Lake	9.8%	8.3%	12.0%
Lafayette	7.2%	5.8%	8.5%	Clark	10.1%	8.5%	12.9%
Portage	7.3%	5.8%	9.2%	Washburn	10.1%	8.7%	12.0%
Grant	7.3%	5.9%	8.7%	Kenosha	10.1%	9.1%	12.3%
Trempealeau	7.3%	6.3%	9.2%	Ashland	10.3%	8.4%	12.1%
Brown	7.3%	6.3%	8.8%	Jackson	10.3%	8.5%	11.6%
Outagamie	7.5%	6.6%	9.6%	Langlade	10.3%	8.8%	12.2%
Douglas	7.5%	6.7%	9.3%	Oconto	10.4%	8.9%	12.6%
Pepin	7.6%	6.2%	9.9%	Waushara	10.5%	8.8%	12.6%
Kewaunee	7.6%	6.5%	10.0%	Juneau	10.5%	9.0%	12.3%
Washington	7.7%	6.6%	9.9%	Rock	10.5%	9.3%	13.3%
Monroe	7.7%	6.6%	9.0%	Taylor	10.8%	9.0%	13.8%
Richland	7.8%	6.7%	10.7%	Marinette	10.8%	9.5%	13.0%
Vernon	7.9%	6.7%	10.1%	Marquette	10.9%	9.5%	13.0%
Fond du Lac	7.9%	6.8%	10.4%	Burnett	11.1%	9.3%	13.2%
Marathon	8.2%	7.1%	10.5%	Iron	11.1%	10.4%	14.0%
Iowa	8.3%	6.4%	10.2%	Forest	11.3%	9.5%	12.8%
Green	8.3%	6.6%	10.2%	Lincoln	11.3%	9.8%	13.9%
Sheboygan	8.3%	7.4%	10.5%	Oneida	11.5%	9.8%	13.0%
Sauk	8.7%	7.2%	10.6%	Sawyer	11.8%	9.8%	13.4%
Columbia	8.7%	7.4%	10.5%	Rusk	11.9%	10.1%	15.1%
Dodge	8.7%	7.6%	11.2%	Menominee	12.2%	11.2%	14.4%
Wood	8.8%	7.2%	10.8%	Adams	12.6%	11.2%	14.3%
Chippewa	8.8%	7.3%	10.4%	Vilas	12.7%	11.2%	13.9%
Waupaca	8.9%	7.7%	11.1%	Bayfield	12.9%	11.0%	14.2%
Milwaukee	9.0%	8.1%	10.7%	Door	13.3%	10.9%	13.7%