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JULY LOCAL UNEMPLOYMENT RATES ANNOUNCED

Madison – Wisconsin Department of Workforce Development (DWD) Secretary Roberta Gassman today announced that 66 of Wisconsin's 72 counties had lower unemployment rates in July 2004 than they had experienced in July 2003.

"Governor Doyle has a plan for economic development in Wisconsin and that plan is working. For the sixth consecutive month, most Wisconsin counties reported lower unemployment rates than one year ago," Secretary Gassman said. "We are pleased that Wisconsin's labor market picture continues to show improvement, but we still have much more work to do, with more than 145,000 citizens still looking for work."

There were 28 counties with unemployment rates at 4.0 percent or lower, and three of those had unemployment rates below 3.0 percent. Those three were Buffalo County at 2.9 percent, Dane County at 2.4 percent, and Ozaukee County at 2.9 percent. Four counties had higher rates and one was unchanged. There were five counties with unemployment rates at 7.2 percent or higher, including Racine and Juneau Counties at 7.2 percent, Oconto County at 7.7 percent, Rock County at 7.9 percent, and Menominee County at 11.0 percent.

The southeastern corner of the state had the highest concentration of unemployed, while the south central corridor, in spite of high unemployment in Rock County, had the lowest concentration.

In the state's metropolitan statistical areas, most had seasonally adjusted rates of 4.4 percent or lower, below the state's 4.7 percent rate. Exceptions were Janesville/Beloit at 6.0 percent, Kenosha at 4.7 percent, Milwaukee/Waukesha at 5.0 percent, and Racine at 6.6 percent. The 5.0 percent seasonally adjusted rate for the Milwaukee/Waukesha metro area was the lowest monthly rate for the Milwaukee/Waukesha area since October 2001. The Madison metro area had the lowest seasonally adjusted rate at 2.5 percent, with the La Crosse metro area close behind at 3.4 percent. All of the state's metro areas had lower seasonally adjusted rates in July 2004 than they had in July 2003, except the Kenosha metro area, which saw its rate change slightly from 4.6 percent in July of 2003 to 4.7 percent in July 2004.

Nonfarm wage and salary jobs increased over the year in each of the metro areas except Kenosha and Racine. The increases were especially noteworthy for the Green Bay area, which saw a 6,800 job increase, and the Milwaukee/Waukesha metro area, which saw a 12,400 job increase over the year.

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Employment and Labor Force Household Survey

Unadjusted estimates	Current	Month Ago	Year Ago
Total labor force	3,175,500	3,175,300	3,155,800
Employed	3,028,400	3,012,300	2,975,900
Unemployed	147,100	163,000	179,900
Wis. Unemployment Rate	4.6%	5.1%	5.7%
U.S. Unemployment Rate	5.7%	5.8%	6.3%

Seasonally adjusted	Current	Month Ago	Year Ago
Total labor force	3,108,600	3,117,000	3,089,900
Employed	2,963,200	2,961,900	2,912,200
Unemployed	145,300	155,100	177,700
Wis. Unemployment Rate	4.7%	5.0%	5.8%
U.S. Unemployment Rate	5.5%	5.6%	6.2%

*State current mo. Area prior mo.	Unemployment % seasonally adjusted	Current Month	Month Ago	Year Ago
23 ^d	Wisconsin	4.7	5.0	5.8
106 th	Appleton-Oshkosh	4.1	4.2	5.3
132 nd	Eau Claire	4.4	4.7	5.7
122 nd	Green Bay	4.2	4.2	5.2
266 th	Janesville-Beloit	6.0	6.3	7.0
205 th	Kenosha	4.7	5.4	4.6
47 th	La Crosse	3.4	3.8	4.2
9 th	Madison	2.5	2.6	3.2
214 th	Milwaukee-Waukesha	5.0	5.1	6.2
288 th	Racine	6.6	6.8	7.8
98 th	Sheboygan	4.2	4.0	4.9
82 nd	Wausau	3.9	4.1	5.1

- 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
July 2004
(Not Seasonally Adjusted)

RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE	RANK	COUNTY	RATE	LAST RATE	LAST RANK	YR AGO RATE
15	ADAMS	5.8%	5.9%	19	4.2%	62	MARATHON	3.6%	4.2%	60	4.5%
12	ASHLAND	5.9%	7.5%	5	8.3%	14	MARINETTE	5.8%	6.1%	17	7.2%
34	BARRON	4.5%	6.2%	14	5.4%	17	MARQUETTE	5.3%	6.5%	13	8.2%
21	BAYFIELD	5.0%	5.2%	39	5.2%	1	MENOMINEE	11.0%	13.1%	1	12.2%
49	BROWN	4.0%	4.7%	51	5.1%	7	MILWAUKEE	6.4%	7.0%	9	7.9%
70	BUFFALO	2.9%	3.8%	64	5.0%	60	MONROE	3.7%	4.1%	61	5.0%
43	BURNETT	4.1%	5.0%	44	3.9%	3	OCONTO	7.7%	9.1%	2	9.8%
66	CALUMET	3.2%	3.7%	67	4.5%	42	ONEIDA	4.2%	5.0%	45	4.9%
41	CHIPPEWA	4.2%	5.1%	41	5.5%	48	OUTAGAMIE	4.0%	4.7%	50	5.2%
27	CLARK	4.7%	6.0%	18	5.9%	71	OZAUKEE	2.9%	3.3%	71	4.6%
33	COLUMBIA	4.6%	5.3%	34	5.6%	25	PEPIN	4.8%	5.4%	31	5.5%
45	CRAWFORD	4.0%	5.3%	32	5.3%	50	PIERCE	4.0%	4.5%	58	4.9%
72	DANE	2.4%	2.7%	72	3.1%	31	POLK	4.6%	5.7%	22	8.6%
20	DODGE	5.0%	5.6%	28	6.0%	16	PORTAGE	5.4%	5.6%	29	5.0%
46	DOOR	4.0%	5.2%	35	6.2%	47	PRICE	4.0%	5.0%	43	5.2%
23	DOUGLAS	4.9%	5.7%	24	5.6%	5	RACINE	7.2%	7.2%	8	8.5%
63	DUNN	3.5%	4.0%	62	4.6%	24	RICHLAND	4.9%	5.6%	27	4.6%
58	EAU CLAIRE	3.7%	4.6%	52	4.8%	2	ROCK	7.9%	6.7%	11	9.2%
9	FLORENCE	6.2%	7.3%	7	7.3%	18	RUSK	5.1%	6.5%	12	5.8%
36	FOND DU LAC	4.4%	4.9%	49	5.6%	65	SAUK	3.3%	3.7%	69	3.7%
19	FOREST	5.1%	6.1%	16	6.8%	57	SAWYER	3.7%	5.1%	40	4.3%
54	GRANT	3.9%	4.6%	55	5.2%	37	SHAWANO	4.3%	5.3%	33	5.2%
39	GREEN	4.3%	5.0%	46	6.6%	30	SHEBOYGAN	4.7%	4.3%	59	5.4%
51	GREEN LAKE	3.9%	5.7%	21	5.8%	26	ST. CROIX	4.8%	5.2%	38	6.6%
69	IOWA	3.1%	3.5%	70	4.1%	44	TAYLOR	4.1%	4.9%	48	4.7%
8	IRON	6.2%	7.8%	3	7.2%	59	TREMPEALEAU	3.7%	4.5%	56	5.3%
67	JACKSON	3.2%	3.7%	68	3.7%	55	VERNON	3.9%	4.5%	57	4.9%
32	JEFFERSON	4.6%	5.6%	26	4.8%	56	VILAS	3.8%	4.9%	47	4.9%
4	JUNEAU	7.2%	7.7%	4	9.1%	64	WALWORTH	3.5%	3.8%	66	4.2%
13	KENOSHA	5.9%	5.7%	25	5.9%	35	WASHBURN	4.4%	5.4%	30	5.8%
40	KEWAUNEE	4.2%	5.2%	36	6.7%	53	WASHINGTON	3.9%	4.6%	54	5.0%
68	LA CROSSE	3.1%	3.8%	65	4.1%	61	WAUKESHA	3.7%	4.0%	63	4.7%
29	LAFAYETTE	4.7%	5.2%	37	5.9%	38	WAUPACA	4.3%	5.1%	42	5.0%
6	LANGLADE	7.1%	7.4%	6	8.8%	22	WAUSHARA	4.9%	5.8%	20	6.2%
28	LINCOLN	4.7%	5.7%	23	6.2%	52	WINNEBAGO	3.9%	4.6%	53	5.0%
11	MANITOWOC	6.1%	6.9%	10	7.5%	10	WOOD	6.2%	6.2%	15	5.8%

WISCONSIN CITIES
 Unemployment Rates
 July 2004
 (Not Seasonally Adjusted)

RANK	CITY	RATE	LAST RATE	LAST RANK	YR AGO RATE
11	APPLETON CITY	5.8%	6.5%	11	7.1%
2	BELOIT CITY	10.6%	10.8%	2	12.2%
26	BROOKFIELD CITY	3.0%	3.6%	26	4.0%
20	EAU CLAIRE CITY	4.5%	5.4%	19	5.5%
15	FOND DU LAC CITY	5.5%	5.7%	16	7.8%
21	FRANKLIN CITY	4.3%	5.3%	20	5.2%
9	GREEN BAY CITY	6.6%	7.6%	6	8.3%
23	GREENFIELD CITY	4.2%	4.9%	23	5.0%
3	JANESVILLE CITY	9.6%	7.0%	10	10.6%
6	KENOSHA CITY	7.5%	7.0%	9	7.1%
22	LA CROSSE CITY	4.3%	5.0%	22	5.4%
28	MADISON CITY	2.7%	3.1%	28	3.3%
5	MANITOWOC CITY	7.8%	8.3%	4	9.7%
27	MENOMONEE FALLS VILLAGE	2.9%	3.2%	27	4.0%
4	MILWAUKEE CITY	8.7%	9.4%	3	10.7%
14	NEENAH CITY	5.5%	7.1%	8	7.3%
25	NEW BERLIN CITY	3.3%	3.8%	25	4.3%
18	OAK CREEK CITY	5.0%	5.2%	21	6.8%
19	OSHKOSH CITY	4.5%	5.4%	18	5.9%
1	RACINE CITY	12.5%	11.9%	1	13.9%
8	SHEBOYGAN CITY	7.0%	5.5%	17	7.5%
7	STEVENS POINT CITY	7.0%	7.9%	5	7.2%
13	SUPERIOR CITY	5.6%	5.8%	15	6.3%
16	WAUKESHA CITY	5.4%	5.8%	14	6.8%
17	WAUSAU CITY	5.1%	6.2%	12	6.2%
24	WAUWATOSA CITY	3.5%	4.3%	24	4.4%
12	WEST ALLIS CITY	5.6%	6.2%	13	6.8%
10	WEST BEND CITY	5.8%	7.2%	7	7.9%

Wisconsin Department of Workforce Development
 Bureau of Workforce Information