

Despite current dip, non-farm employment keeps Madison attractive

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Economic Snapshot is a weekly feature provided by the



Once again, Madison has been highly ranked by a national business publication. This time, Madison is seventh on Kiplinger's Personal Finance 2009 Best Cities list.

Kiplinger's list focuses on cities that have stable employment, the capacity to create good new jobs and a job market that insulates the local economy during recessions.

Certainly, Madison's diverse economy helps lessen the effects of economic downturns. Since 1990, non-farm employment in the Madison Metropolitan Statistical Area (MSA) has increased every year except 2003 and 2008, when employment was es-

Jobs
Week 5:
Non-farm
employment

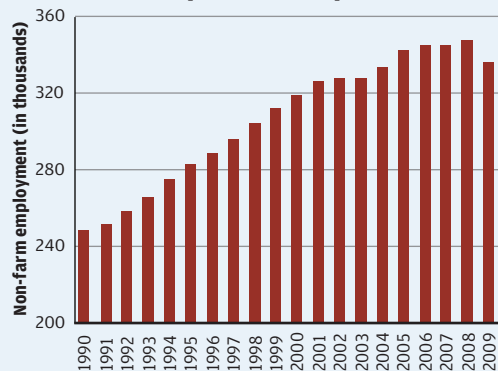
sentially flat. Between 1990 and 2008, average annual non-farm employment in the Madison MSA grew by 38 percent (96,500 jobs).

However, the current recession demonstrates that the local economy is not immune to economic downturns.

Preliminary employment estimates for April from the state Department of Workforce Development indicate the Madison MSA lost 11,700 non-farm jobs in the last 12 months.

That represents the only decline in employment in the April-to-April period between 1990 and 2009.

Total non-farm employment in the Madison MSA, April 1990 to April 2009



Source: Wisconsin Department of Workforce Development
State Journal