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FOR IMMEDIATE RELEASE

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## **BLS Data: Wisconsin Employment Sets Total Nonfarm Jobs Record**

MADISON – The Wisconsin Department of Workforce Development (DWD) today announced new record-high 3,053,300 total nonfarm jobs in the state, according to January 2025 preliminary estimates from the U.S. Bureau of Labor Statistics. Included in that total, construction sector jobs increased 700, up 3,900 above year-ago levels.

Preliminary employment estimates for January 2025 showed Wisconsin's seasonally adjusted unemployment rate ticked up to 3.2%, which is 0.8 percentage points below the national unemployment rate of 4.0%. The state's labor force participation rate was unchanged at 65.9% in January while the national rate increased to 62.6%, marking Wisconsin's participation rate 3.3 percentage points above the rest of the nation.

- **Place of Residence Data:** Wisconsin's unemployment rate was 3.2% in January, 0.8 percentage points below the national rate of 4.0%. Wisconsin's labor force decreased by 1,200 over the month but is up 20,700 over the year. The number of people employed decreased 3,800 over the month to 3,082,900 employed, but up 10,600 over the year.
- **Place of Work Data:** Total nonfarm jobs increased 5,700 over the month and increased 20,900 over the year to 3,053,300 jobs, a new high.

Additional information about the data included in the release is available at [Wisconomy.com](http://Wisconomy.com).

### **ABOUT DWD**

[Wisconsin's Department of Workforce Development](#) efficiently delivers effective and inclusive services to meet Wisconsin's diverse workforce needs now and for the future. The department advocates for and invests in the protection and economic advancement of all Wisconsin workers, employers, and job seekers through six divisions – Employment and Training, Vocational Rehabilitation, Unemployment Insurance, Equal Rights, Worker's Compensation, and Administrative Services. To keep up with DWD announcements and information, [sign up for news releases](#) and follow us on [LinkedIn](#), [Facebook](#), [X](#), and [YouTube](#).

## WISCONSIN LABOR FORCE SUMMARY

Seasonally Adjusted

PLACE OF RESIDENCE DATA	PRELIM.	REVISED	YEAR AGO	NET CHANGE OVER	
	Jan-25	Dec-24	Jan-24	1-Month	1-Year
Labor Force	3,184,200	3,185,400	3,163,500	-1,200	20,700
Employment	3,082,900	3,086,700	3,072,800	-3,800	10,100
Unemployment	101,300	98,700	90,700	2,600	10,600
Unemployment Rate	3.2%	3.1%	2.9%	0.1%	<b>0.3%</b>
US Unemployment Rate	4.0%	4.1%	3.7%	-0.1%	0.3%
Labor Force Participation Rate	65.9%	65.9%	65.9%	0.0%	0.0%
US Labor Force Participation Rate	62.6%	62.5%	62.5%	0.1%	0.1%

### PLACE OF WORK DATA

<i>NONFARM WAGE &amp; SALARY</i>	3,053,300	3,047,600	3,032,400	5,700	20,900
TOTAL PRIVATE	2,632,100	2,632,000	2,618,600	100	13,500
GOODS PRODUCING	610,900	610,900	614,900	0	-4,000
MINING & LOGGING	4,200	4,100	4,000	100	200
CONSTRUCTION	143,400	142,700	139,500	700	3,900
MANUFACTURING	463,300	464,100	471,400	-800	-8,100
Durable Goods	266,300	267,800	276,500	-1,500	<b>-10,200</b>
Nondurable Goods	197,000	196,300	194,900	700	2,100
SERVICE PROVIDING	2,442,400	2,436,700	2,417,500	5,700	24,900
PRIVATE SERVICE PROVIDING	2,021,200	2,021,100	2,003,700	100	17,500
TRADE	431,100	432,200	430,800	-1,100	300
Wholesale Trade	133,800	134,000	131,600	-200	2,200
Retail Trade	297,300	298,200	299,200	-900	-1,900
TRANS., WAREHOUSING, & UTILITIES	124,200	124,000	123,500	200	700
INFORMATION	48,800	48,500	47,600	300	1,200
FINANCIAL ACTIVITIES	158,400	157,700	159,900	700	-1,500
Real Estate, Rental, & Lease	29,200	29,200	28,800	0	400
PROFESSIONAL & BUSINESS SERVICES	332,100	334,000	330,600	-1,900	1,500
Prof., Scien., & Tech. Services	132,200	131,300	129,600	900	2,600
Admin. Support & Waste Mgmt. Services	135,900	138,200	136,300	-2,300	-400
PRIVATE EDUCATION & HEALTH SERVICES	488,800	487,600	480,500	1,200	8,300
Private Educational Services	62,100	61,500	61,100	600	1,000
Health Care & Social Assistance	426,700	426,100	419,400	600	7,300
LEISURE & HOSPITALITY	288,500	288,600	285,000	-100	3,500
Arts, Entertain., & Recreation	39,400	40,100	46,000	-700	-6,600
Accommodation & Food Services	249,100	248,500	239,000	600	10,100
OTHER SERVICES, except Public Admin.	149,300	148,500	145,800	800	3,500
GOVERNMENT	421,200	415,600	413,800	5,600	7,400
Federal Government	31,300	31,300	31,300	0	0
State Government	104,300	99,300	96,800	5,000	7,500
Local Government	285,600	285,000	285,700	600	-100

Note: Differences in totals may occur as a result of rounding.

Source: Local Area Unemployment Statistics and Current Employment Statistics programs, Bureau of Workforce Information and Technical Support. Numbers in blue are statistically significant changes.

## WISCONSIN LABOR FORCE SUMMARY

Not Seasonally Adjusted

PLACE OF RESIDENCE DATA	PRELIM.	REVISED	YEAR AGO	NET CHANGE OVER	
	Jan-25	Dec-24	Jan-24	1-Month	1-Year
Labor Force	<b>3,138,800</b>	3,167,800	3,128,800	<b>-29,000</b>	10,000
Employment	<b>3,026,200</b>	3,077,300	3,036,500	<b>-51,100</b>	-10,300
Unemployment	<b>112,600</b>	90,500	92,300	<b>22,100</b>	20,300
Unemployment Rate	<b>3.6%</b>	2.9%	3.0%	<b>0.7%</b>	0.6%
US Unemployment Rate	4.4%	3.8%	4.1%	0.6%	0.3%
Labor Force Participation Rate	<b>64.9%</b>	65.6%	65.2%	<b>-0.7%</b>	-0.3%
US Labor Force Participation Rate	62.3%	62.2%	62.2%	0.1%	0.1%

### PLACE OF WORK DATA

<i>NONFARM WAGE &amp; SALARY</i>	2,994,900	3,048,400	2,970,300	<b>-53,500</b>	24,600
TOTAL PRIVATE	2,581,400	2,626,300	2,566,900	<b>-44,900</b>	14,500
<i>GOODS PRODUCING</i>	596,800	606,000	599,600	<b>-9,200</b>	-2,800
MINING & LOGGING	4,000	4,000	3,800	0	200
CONSTRUCTION	131,100	137,700	127,700	<b>-6,600</b>	3,400
MANUFACTURING	461,700	464,300	468,100	-2,600	-6,400
Durable Goods	265,800	267,600	275,200	-1,800	-9,400
Nondurable Goods	195,900	196,700	192,900	-800	3,000
<i>SERVICE PROVIDING</i>	2,398,100	2,442,400	2,370,700	-44,300	27,400
<i>PRIVATE SERVICE PROVIDING</i>	1,984,600	2,020,300	1,967,300	<b>-35,700</b>	17,300
TRADE	427,700	439,600	427,500	-11,900	200
Wholesale Trade	131,800	133,800	130,800	<b>-2,000</b>	1,000
Retail Trade	295,900	305,800	296,700	<b>-9,900</b>	-800
TRANS., WAREHOUSING, & UTILITIES	123,100	127,500	123,200	<b>-4,400</b>	-100
Utilities	8,300	8,400	8,400	-100	-100
INFORMATION	48,800	49,100	47,600	-300	1,200
FINANCIAL ACTIVITIES	158,100	157,800	158,500	300	-400
Finance and Insurance	129,400	128,700	130,700	700	-1,300
Real Estate, Rental, & Lease	28,700	29,100	27,800	-400	900
PROFESSIONAL & BUSINESS SERVICES	325,000	333,100	323,300	<b>-8,100</b>	1,700
Prof., Scien., & Tech. Services	131,400	130,800	129,000	600	2,400
Mgmt. Of Companies and Enterprises	63,600	64,800	64,500	<b>-1,200</b>	-900
Admin. Support & Waste Mgmt. Services	130,000	137,500	129,800	<b>-7,500</b>	200
PRIVATE EDUCATION & HEALTH SERVICES	485,100	488,500	478,600	-3,400	6,500
Private Educational Services	61,300	62,700	60,700	-1,400	600
Health Care & Social Assistance	423,800	425,800	417,900	-2,000	5,900
LEISURE & HOSPITALITY	268,600	276,800	264,800	<b>-8,200</b>	3,800
Arts, Entertain., & Recreation	31,200	34,300	38,800	<b>-3,100</b>	-7,600
Accommodation & Food Services	237,400	242,500	226,000	<b>-5,100</b>	<b>11,400</b>
OTHER SERVICES, except Public Admin.	148,200	147,900	143,800	300	4,400
GOVERNMENT	413,500	422,100	403,400	-8,600	10,100
Federal Government	31,200	31,400	31,200	-200	0
State Government	98,200	103,300	89,000	-5,100	9,200
Local Government	284,100	287,400	283,200	-3,300	900

Note: Differences in totals may occur as a result of rounding.

Source: Local Area Unemployment Statistics and Current Employment Statistics programs, Bureau of Workforce Information and Technical Support.  
Numbers in **blue** are statistically significant changes.