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FOR IMMEDIATE RELEASE  
March 19, 2025  
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## January Local Employment and Unemployment Data Released

MADISON – The Wisconsin Department of Workforce Development today released U.S. Bureau of Labor Statistics estimates of employment and unemployment statistics for metropolitan areas, major cities, and counties in Wisconsin for January 2025.

In brief, the nonseasonally adjusted data for Wisconsin shows:

- **Metropolitan Statistical Areas:** Preliminary January 2025 unemployment rates increased between 0.4 and 1.1 percentage points in all 13 metropolitan areas over the month; rates increased in all of the same areas over the year.
- **Municipalities:** Preliminary January 2025 unemployment rates stayed the same in one of Wisconsin's 35 largest cities, Mequon, over the month; rates increased in the remaining 34 cities over the month. Rates increased in all 35 cities over the year.
- **Counties:** Preliminary January 2025 unemployment rates stayed the same in Menominee County over the month and increased in the remaining 71 counties over the month. Unemployment rates increased in all counties over the year, except Menominee County which stayed same.

The data included in today's release can be accessed at [Wisconomy.com](http://Wisconomy.com).

### ABOUT DWD

[Wisconsin's Department of Workforce Development](http://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](#).

## Current Employment Statistics and Local Area Unemployment Statistics January 2025

### EMPLOYMENT

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED					SEASONALLY ADJUSTED				
	PRELIM Jan-25	FINAL Dec-24	YEAR AGO Jan-24	NET CHANGE OVER		PRELIM Jan-25	FINAL Dec-24	YEAR AGO Jan-24	NET CHANGE OVER	
				1-Month	1-Year				1-Month	1-Year
Appleton	128,000	130,100	127,100	-2,100	900	129,300	129,600	129,000	-300	300
Eau Claire	88,400	90,600	87,000	-2,200	1,400	90,100	89,800	89,500	300	600
Fond du Lac	45,800	46,400	46,000	-600	-200	46,500	46,300	47,000	200	-500
Green Bay	179,500	182,500	175,900	-3,000	3,600	181,900	181,800	178,700	100	3,200
Janesville-Beloit	71,600	72,700	70,400	-1,100	1,200	72,200	72,400	71,600	-200	600
Kenosha	77,200	78,900	76,800	-1,700	400	78,400	77,900	77,500	500	900
La Crosse-Onalaska	86,000	88,700	84,500	-2,700	1,500	87,500	87,700	86,900	-200	600
Madison	422,900	430,300	417,100	-7,400	5,800	430,200	427,600	427,800	2,600	2,400
Milwaukee-Waukesha	848,800	865,300	847,500	-16,500	1,300	863,900	863,100	861,400	800	2,500
Oshkosh-Neenah	95,800	97,500	96,400	-1,700	-600	96,900	96,900	97,700	0	-800
Racine	77,900	79,200	78,700	-1,600	-1,100	78,700	79,000	80,200	-300	-1,500
Sheboygan	62,900	63,400	61,900	-600	900	63,700	63,500	63,200	200	500
Wausau	71,300	72,500	71,800	-1,200	-500	71,900	72,100	72,400	-200	-500

### UNEMPLOYMENT RATES

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED				
	PRELIM Jan-25	FINAL Dec-24	YEAR AGO Jan-24	NET CHANGE OVER	
				1-Month	1-Year
Appleton	2.9	2.4	2.3	0.5	0.6
Eau Claire	3.8	3.0	3.3	0.8	0.5
Fond du Lac	3.3	2.6	2.5	0.7	0.8
Green Bay	3.1	2.5	2.6	0.6	0.5
Janesville-Beloit	3.9	3.0	3.3	0.9	0.6
Kenosha	3.8	3.0	3.1	0.8	0.7
La Crosse-Onalaska	3.3	2.5	2.8	0.8	0.5
Madison	2.6	2.2	2.1	0.4	0.5
Milwaukee-Waukesha	3.6	3.0	2.9	0.6	0.7
Oshkosh-Neenah	3.0	2.5	2.4	0.5	0.6
Racine	4.3	3.2	3.4	1.1	0.9
Sheboygan	2.8	2.3	2.2	0.5	0.6
Wausau	2.9	2.4	2.6	0.5	0.3

Source: Local Area Unemployment Statistics (LAUS)

CITY	NOT SEASONALLY ADJUSTED				
	RATE Jan-25	RATE Dec-24	RATE Jan-24	RANK Jan-25	RANK Dec-24
Appleton	3.0	2.6	2.3	16	16
Beloit	4.4	3.6	3.8	32	33
Brookfield	2.7	2.5	2.4	3	13
Caledonia	3.7	3.0	2.8	26	27
De Pere	2.7	2.4	2.2	3	7
Eau Claire	3.1	2.6	2.5	20	16
Fitchburg	2.1	1.9	1.9	1	1
Fond du Lac	3.8	3.1	2.9	27	28
Franklin	3.3	2.9	2.6	23	25
Green Bay	3.0	2.7	2.7	16	20
Greenfield	3.8	2.8	2.8	27	23
Janesville	3.6	2.9	3.0	25	25
Kenosha	3.9	3.1	3.2	29	28
La Crosse	3.1	2.6	2.5	20	16
Madison	2.3	2.2	1.9	2	2
Manitowoc	3.4	2.8	2.9	24	23
Menomonee Falls	2.9	2.5	2.4	12	13
Mequon	2.7	2.7	2.1	3	20
Milwaukee	4.6	3.9	3.8	34	35
Mount Pleasant	4.0	3.3	2.9	30	31
Muskego	3.0	2.2	2.3	16	2
Neenah	2.7	2.4	2.5	3	7
New Berlin	2.8	2.4	2.5	8	7
Oak Creek	2.8	2.3	2.2	8	4
Oshkosh	2.9	2.7	2.3	12	20
Racine	5.2	3.8	4.1	35	34
Sheboygan	2.9	2.4	2.3	12	7
Stevens Point	2.8	2.6	2.5	8	16
Sun Prairie	2.8	2.3	2.0	8	4
Superior	4.3	3.5	3.6	31	32
Waukesha	3.1	2.5	2.5	20	13
Wausau	2.7	2.3	2.3	3	4
Wauwatosa	2.9	2.4	2.5	12	7
West Allis	4.4	3.2	3.6	32	30
West Bend	3.0	2.4	2.2	16	7

Source: Local Area Unemployment Statistics (LAUS)

Note: Seasonally adjusted unemployment estimates for MSAs are available from the Bureau of Labor Statistics website: <http://www.bls.gov/lau/metrossa.htm>. City and county unemployment rates are not seasonally adjusted.

Wisconsin Department of Workforce Development, Division of Employment and Training, Bureau of Workforce Information and Technical Support

# Local Area Unemployment Statistics January 2025

## UNEMPLOYMENT RATES - NOT SEASONALLY ADJUSTED

COUNTY	ALPHABETICAL ORDER				
	RATE Jan-25	RATE Dec-24	RATE Jan-24	RANK Jan-25	RANK Dec-24
Adams	7.2	4.9	6.4	71	70
Ashland	4.5	3.4	3.8	43	42
Barron	5.1	3.6	4.0	54	50
Bayfield	6.4	4.9	5.1	68	70
Brown	2.9	2.5	2.5	5	12
Buffalo	5.7	4.0	4.0	60	57
Burnett	7.3	4.6	6.0	72	69
Calumet	2.5	2.2	2.1	1	1
Chippewa	5.0	3.6	4.2	53	50
Clark	3.9	3.1	3.3	32	33
Columbia	3.3	2.5	2.7	16	12
Crawford	5.7	4.1	5.0	60	61
Dane	2.5	2.2	2.0	1	1
Dodge	3.1	2.4	2.6	12	8
Door	4.8	3.1	3.7	50	33
Douglas	5.8	4.0	4.7	64	57
Dunn	4.2	3.3	3.8	35	40
Eau Claire	3.2	2.6	2.7	15	19
Florence	4.4	4.0	3.6	40	57
Fond du Lac	3.3	2.6	2.5	16	19
Forest	5.7	3.9	4.9	60	56
Grant	3.7	3.1	2.9	29	33
Green	2.9	2.3	2.3	5	4
Green Lake	4.4	3.1	3.5	40	33
Iowa	3.4	2.5	2.9	21	12
Iron	6.9	4.9	5.2	70	70
Jackson	6.0	4.1	5.0	66	61
Jefferson	3.3	2.5	2.7	16	12
Juneau	4.3	3.5	3.7	38	47
Kenosha	3.8	3.0	3.1	30	30
Kewaunee	3.1	2.2	2.3	12	1
La Crosse	3.1	2.5	2.5	12	12
Lafayette	3.4	2.3	2.5	21	4
Langlade	4.4	3.5	3.6	40	47
Lincoln	4.5	3.1	3.9	43	33
Manitowoc	3.4	2.8	2.9	21	24
Marathon	2.9	2.4	2.6	5	8
Marinette	4.9	4.0	4.0	52	57
Marquette	5.1	3.8	4.8	54	55
Menominee	4.5	4.5	4.5	43	66
Milwaukee	4.2	3.4	3.4	35	42
Monroe	3.3	2.6	2.8	16	19
Oconto	4.2	3.0	3.4	35	30
Oneida	4.7	3.4	4.0	48	42
Outagamie	3.0	2.5	2.4	9	12
Ozaukee	2.7	2.3	2.1	3	4
Pepin	5.1	3.3	3.9	54	40
Pierce	4.7	3.6	4.0	48	50
Polk	6.7	4.5	5.8	69	66
Portage	3.5	2.9	3.2	24	29
Price	5.4	4.3	3.8	59	65
Racine	4.3	3.2	3.4	38	39
Richland	3.6	2.8	3.1	28	24
Rock	3.9	3.0	3.3	32	30
Rusk	5.9	4.5	4.3	65	66
Sauk	3.5	2.6	2.8	24	19
Sawyer	5.3	3.7	4.5	58	53
Shawano	3.5	2.8	3.0	24	24
Sheboygan	2.8	2.3	2.2	4	4
St. Croix	4.5	3.4	3.8	43	42
Taylor	5.7	4.2	4.7	60	63
Trempealeau	4.5	3.4	4.0	43	42
Vernon	3.8	2.8	3.4	30	24
Vilas	5.1	3.7	4.4	54	53
Walworth	3.3	2.6	2.9	16	19
Washburn	6.1	4.2	4.9	67	63
Washington	2.9	2.4	2.3	5	8
Waukesha	3.0	2.4	2.4	9	8
Waupaca	3.5	2.8	2.9	24	24
Waushara	4.8	3.5	4.0	50	47
Winnebago	3.0	2.5	2.4	9	12
Wood	4.1	3.1	3.7	34	33

COUNTY	ASCENDING ORDER		
	RATE Jan-25	RATE Dec-24	RATE Jan-24
Calumet	2.5	2.2	2.1
Dane	2.5	2.2	2.0
Ozaukee	2.7	2.3	2.1
Sheboygan	2.8	2.3	2.2
Brown	2.9	2.5	2.5
Green	2.9	2.3	2.3
Marathon	2.9	2.4	2.6
Washington	2.9	2.4	2.3
Outagamie	3.0	2.5	2.4
Waukesha	3.0	2.4	2.4
Winnebago	3.0	2.5	2.4
Dodge	3.1	2.4	2.6
Kewaunee	3.1	2.2	2.3
La Crosse	3.1	2.5	2.5
Eau Claire	3.2	2.6	2.7
Columbia	3.3	2.5	2.7
Fond du Lac	3.3	2.6	2.5
Jefferson	3.3	2.5	2.7
Monroe	3.3	2.6	2.8
Walworth	3.3	2.6	2.9
Iowa	3.4	2.5	2.9
Lafayette	3.4	2.3	2.5
Manitowoc	3.4	2.8	2.9
Portage	3.5	2.9	3.2
Sauk	3.5	2.6	2.8
Shawano	3.5	2.8	3.0
Waupaca	3.5	2.8	2.9
Richland	3.6	2.8	3.1
Grant	3.7	3.1	2.9
Kenosha	3.8	3.0	3.1
Vernon	3.8	2.8	3.4
Clark	3.9	3.1	3.3
Rock	3.9	3.0	3.3
Wood	4.1	3.1	3.7
Dunn	4.2	3.3	3.8
Milwaukee	4.2	3.4	3.4
Oconto	4.2	3.0	3.4
Juneau	4.3	3.5	3.7
Racine	4.3	3.2	3.4
Florence	4.4	4.0	3.6
Green Lake	4.4	3.1	3.5
Langlade	4.4	3.5	3.6
Ashland	4.5	3.4	3.8
Lincoln	4.5	3.1	3.9
Menominee	4.5	4.5	4.5
St. Croix	4.5	3.4	3.8
Trempealeau	4.5	3.4	4.0
Oneida	4.7	3.4	4.0
Pierce	4.7	3.6	4.0
Door	4.8	3.1	3.7
Waushara	4.8	3.5	4.0
Marinette	4.9	4.0	4.0
Chippewa	5.0	3.6	4.2
Barron	5.1	3.6	4.0
Marquette	5.1	3.8	4.8
Pepin	5.1	3.3	3.9
Vilas	5.1	3.7	4.4
Sawyer	5.3	3.7	4.5
Price	5.4	4.3	3.8
Buffalo	5.7	4.0	4.0
Crawford	5.7	4.1	5.0
Forest	5.7	3.9	4.9
Taylor	5.7	4.2	4.7
Douglas	5.8	4.0	4.7
Rusk	5.9	4.5	4.3
Jackson	6.0	4.1	5.0
Washburn	6.1	4.2	4.9
Bayfield	6.4	4.9	5.1
Polk	6.7	4.5	5.8
Iron	6.9	4.9	5.2
Adams	7.2	4.9	6.4
Burnett	7.3	4.6	6.0

Note: Ranking is ascending from lowest (best) unemployment rate to highest. Ranking ties exist in the results.