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FOR IMMEDIATE RELEASE

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## March 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 March 2025.

In brief, the nonseasonally adjusted data for Wisconsin shows:

- **Metropolitan Statistical Areas:** Preliminary March 2025 unemployment rates decreased in 11 of the 13 metropolitan areas over the month, remained the same in Milwaukee-Waukesha, and increased in Eau Claire. The unemployment rates increased in 12 metropolitan areas and remained the same in one metropolitan area over the year.
- **Municipalities:** Preliminary March 2025 unemployment rates stayed the same in 12 of Wisconsin's 35 largest cities over the month. Rates decreased in 19 cities and increased in four cities over the month. Rates increased in 23 cities over the year, remained the same in five cities, and decreased in seven cities.
- **Counties:** Preliminary March 2025 unemployment rates decreased in 54 counties over the month, stayed the same in seven counties, and increased in the remaining 11 counties. Sawyer County reached a historic low unemployment rate of 5.2 percentage points in March. Unemployment rates decreased in four counties over the year, stayed the same in 11 counties, and increased in the remaining 57 counties.

Additional information about the data included in the release is available at [Wisconsin.com](https://wisconsin.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](#).

# Current Employment Statistics and Local Area Unemployment Statistics March 2025

## EMPLOYMENT

| METROPOLITAN<br>STATISTICAL AREA | NOT SEASONALLY ADJUSTED |                 |                    |                 |        |
|----------------------------------|-------------------------|-----------------|--------------------|-----------------|--------|
|                                  | PRELIM<br>Mar-25        | FINAL<br>Feb-25 | YEAR AGO<br>Mar-24 | NET CHANGE OVER |        |
| Appleton                         | 128,800                 | 128,000         | 127,800            | 800             | 1,000  |
| Eau Claire                       | 89,700                  | 89,900          | 89,500             | -200            | 200    |
| Fond du Lac                      | 46,000                  | 45,900          | 46,500             | 100             | -500   |
| Green Bay                        | 180,700                 | 180,300         | 177,900            | 400             | 2,800  |
| Janesville-Beloit                | 72,200                  | 71,600          | 71,500             | 600             | 700    |
| Kenosha                          | 77,700                  | 77,100          | 76,500             | 600             | 1,200  |
| La Crosse-Onalaska               | 87,900                  | 87,500          | 87,000             | 400             | 900    |
| Madison                          | 426,700                 | 424,500         | 427,500            | 2,200           | -800   |
| Milwaukee-Waukesha               | 855,100                 | 851,800         | 853,200            | 3,300           | 1,900  |
| Oshkosh-Neenah                   | 96,400                  | 96,400          | 97,600             | 0               | -1,200 |
| Racine                           | 77,600                  | 77,200          | 79,000             | 400             | -1,400 |
| Sheboygan                        | 63,100                  | 63,000          | 62,300             | 100             | 800    |
| Wausau                           | 71,500                  | 71,400          | 72,100             | 100             | -600   |

| SEASONALLY ADJUSTED |                 |                    |                 |        |
|---------------------|-----------------|--------------------|-----------------|--------|
| PRELIM<br>Mar-25    | FINAL<br>Feb-25 | YEAR AGO<br>Mar-24 | NET CHANGE OVER |        |
| 130,000             | 129,600         | 129,600            | 400             | 400    |
| 90,500              | 90,500          | 90,000             | 0               | 500    |
| 46,400              | 46,500          | 47,000             | -100            | -600   |
| 182,600             | 182,400         | 180,000            | 200             | 2,600  |
| 72,900              | 72,500          | 72,100             | 400             | 800    |
| 78,500              | 78,100          | 77,100             | 400             | 1,400  |
| 87,900              | 87,700          | 87,400             | 200             | 500    |
| 428,800             | 428,100         | 431,400            | 700             | -2,600 |
| 866,200             | 863,800         | 861,100            | 2,400           | 5,100  |
| 97,100              | 97,100          | 98,100             | 0               | -1,000 |
| 78,600              | 78,500          | 80,000             | 100             | -1,400 |
| 63,800              | 63,900          | 63,300             | -100            | 500    |
| 72,000              | 72,000          | 72,500             | 0               | -500   |

## UNEMPLOYMENT RATES

| METROPOLITAN<br>STATISTICAL AREA | NOT SEASONALLY ADJUSTED |                 |                    |                 |     |
|----------------------------------|-------------------------|-----------------|--------------------|-----------------|-----|
|                                  | PRELIM<br>Mar-25        | FINAL<br>Feb-25 | YEAR AGO<br>Mar-24 | NET CHANGE OVER |     |
| Appleton                         | 3.0                     | 3.1             | 2.8                | (0.1)           | 0.2 |
| Eau Claire                       | 3.9                     | 3.8             | 3.5                | 0.1             | 0.4 |
| Fond du Lac                      | 3.2                     | 3.4             | 3.0                | (0.2)           | 0.2 |
| Green Bay                        | 3.2                     | 3.3             | 3.1                | (0.1)           | 0.1 |
| Janesville-Beloit                | 4.0                     | 4.1             | 3.8                | (0.1)           | 0.2 |
| Kenosha                          | 3.9                     | 4.0             | 3.7                | (0.1)           | 0.2 |
| La Crosse-Onalaska               | 3.1                     | 3.3             | 3.0                | (0.2)           | 0.1 |
| Madison                          | 2.7                     | 2.8             | 2.6                | (0.1)           | 0.1 |
| Milwaukee-Waukesha               | 3.8                     | 3.8             | 3.6                | -               | 0.2 |
| Oshkosh-Neenah                   | 3.1                     | 3.2             | 3.0                | (0.1)           | 0.1 |
| Racine                           | 4.4                     | 4.5             | 4.0                | (0.1)           | 0.4 |
| Sheboygan                        | 2.9                     | 3.0             | 2.8                | (0.1)           | 0.1 |
| Wausau                           | 3.1                     | 3.2             | 3.1                | (0.1)           | -   |

Source: Local Area Unemployment Statistics (LAUS)

| CITY            | NOT SEASONALLY ADJUSTED |                |                |                |                |
|-----------------|-------------------------|----------------|----------------|----------------|----------------|
|                 | RATE<br>Mar-25          | RATE<br>Feb-25 | RATE<br>Mar-24 | RANK<br>Mar-25 | RANK<br>Feb-25 |
| Appleton        | 3.2                     | 3.3            | 2.9            | 20             | 20             |
| Beloit          | 4.8                     | 4.8            | 4.4            | 32             | 32             |
| Brookfield      | 2.9                     | 3.0            | 3.0            | 6              | 9              |
| Caledonia       | 3.9                     | 4.0            | 3.6            | 28             | 27             |
| De Pere         | 2.7                     | 2.9            | 2.7            | 3              | 4              |
| Eau Claire      | 3.1                     | 3.1            | 2.9            | 16             | 13             |
| Fitchburg       | 2.1                     | 2.3            | 2.6            | 1              | 1              |
| Fond du Lac     | 3.7                     | 4.0            | 3.4            | 25             | 27             |
| Franklin        | 3.4                     | 3.7            | 3.2            | 23             | 24             |
| Green Bay       | 3.2                     | 3.2            | 3.3            | 20             | 18             |
| Greenfield      | 3.8                     | 3.9            | 3.4            | 27             | 26             |
| Janesville      | 3.7                     | 3.8            | 3.5            | 25             | 25             |
| Kenosha         | 4.1                     | 4.2            | 3.9            | 29             | 29             |
| La Crosse       | 2.9                     | 2.9            | 3.0            | 6              | 4              |
| Madison         | 2.4                     | 2.5            | 2.4            | 2              | 2              |
| Manitowoc       | 3.6                     | 3.5            | 3.4            | 24             | 23             |
| Menomonee Falls | 3.2                     | 3.2            | 3.0            | 20             | 18             |
| Mequon          | 2.9                     | 2.9            | 2.6            | 6              | 4              |
| Milwaukee       | 4.8                     | 4.8            | 4.5            | 32             | 32             |
| Mount Pleasant  | 4.1                     | 4.4            | 3.6            | 29             | 30             |
| Muskego         | 2.8                     | 3.0            | 2.8            | 4              | 9              |
| Neenah          | 2.9                     | 3.0            | 3.1            | 6              | 9              |
| New Berlin      | 2.9                     | 2.9            | 3.1            | 6              | 4              |
| Oak Creek       | 3.1                     | 3.1            | 2.7            | 16             | 13             |
| Oshkosh         | 2.9                     | 2.9            | 2.9            | 6              | 4              |
| Racine          | 5.4                     | 5.2            | 4.9            | 35             | 34             |
| Sheboygan       | 3.1                     | 3.1            | 3.0            | 16             | 13             |
| Stevens Point   | 2.8                     | 2.8            | 3.0            | 4              | 3              |
| Sun Prairie     | 2.9                     | 3.0            | 2.5            | 6              | 9              |
| Superior        | 5.3                     | 5.2            | 4.6            | 34             | 34             |
| Waukesha        | 3.1                     | 3.3            | 2.7            | 16             | 20             |
| Wausau          | 3.0                     | 3.3            | 2.9            | 13             | 20             |
| Wauwatosa       | 3.0                     | 3.1            | 3.0            | 13             | 13             |
| West Allis      | 4.5                     | 4.4            | 4.0            | 31             | 30             |
| West Bend       | 3.0                     | 3.1            | 2.8            | 13             | 13             |

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

## March 2025

### UNEMPLOYMENT RATES - NOT SEASONALLY ADJUSTED

| COUNTY      | ALPHABETICAL ORDER |                |                |                |                |
|-------------|--------------------|----------------|----------------|----------------|----------------|
|             | RATE<br>Mar-25     | RATE<br>Feb-25 | RATE<br>Mar-24 | RANK<br>Mar-25 | RANK<br>Feb-25 |
| Adams       | 6.4                | 7.5            | 5.9            | 68             | 71             |
| Ashland     | 4.6                | 4.7            | 4.3            | 42             | 44             |
| Barron      | 5.5                | 5.5            | 5.1            | 59             | 58             |
| Bayfield    | 6.7                | 6.1            | 6.2            | 70             | 64             |
| Brown       | 3.0                | 3.1            | 3.0            | 7              | 5              |
| Buffalo     | 5.5                | 5.6            | 4.6            | 59             | 60             |
| Burnett     | 7.6                | 7.7            | 6.5            | 72             | 72             |
| Calumet     | 2.7                | 2.7            | 2.6            | 2              | 1              |
| Chippewa    | 5.1                | 4.9            | 4.3            | 53             | 47             |
| Clark       | 4.0                | 4.1            | 3.8            | 32             | 31             |
| Columbia    | 3.5                | 3.6            | 3.1            | 23             | 20             |
| Crawford    | 5.4                | 5.9            | 4.5            | 58             | 62             |
| Dane        | 2.6                | 2.7            | 2.5            | 1              | 1              |
| Dodge       | 3.1                | 3.3            | 3.0            | 9              | 14             |
| Door        | 4.9                | 5.0            | 4.6            | 49             | 49             |
| Douglas     | 6.1                | 6.2            | 5.5            | 66             | 67             |
| Dunn        | 4.1                | 4.2            | 4.1            | 35             | 33             |
| Eau Claire  | 3.2                | 3.2            | 3.1            | 14             | 10             |
| Florence    | 4.7                | 4.6            | 5.1            | 46             | 41             |
| Fond du Lac | 3.2                | 3.4            | 3.0            | 14             | 16             |
| Forest      | 6.0                | 6.1            | 5.0            | 65             | 64             |
| Grant       | 3.6                | 4.0            | 3.2            | 25             | 28             |
| Green       | 2.9                | 3.1            | 2.7            | 4              | 5              |
| Green Lake  | 4.0                | 4.8            | 3.9            | 32             | 46             |
| Iowa        | 3.2                | 3.6            | 3.2            | 14             | 20             |
| Iron        | 6.6                | 6.5            | 6.6            | 69             | 69             |
| Jackson     | 5.5                | 6.0            | 4.9            | 59             | 63             |
| Jefferson   | 3.2                | 3.4            | 3.1            | 14             | 16             |
| Juneau      | 4.3                | 4.7            | 4.0            | 37             | 44             |
| Kenosha     | 3.9                | 4.0            | 3.7            | 31             | 28             |
| Kewaunee    | 3.2                | 3.3            | 3.0            | 14             | 14             |
| La Crosse   | 2.9                | 3.1            | 2.9            | 4              | 5              |
| Lafayette   | 3.3                | 3.8            | 2.9            | 22             | 27             |
| Langlade    | 4.8                | 4.9            | 4.1            | 48             | 47             |
| Lincoln     | 4.5                | 4.6            | 4.3            | 40             | 41             |
| Manitowoc   | 3.6                | 3.6            | 3.4            | 25             | 20             |
| Marathon    | 3.1                | 3.2            | 3.1            | 9              | 10             |
| Marinette   | 5.2                | 5.0            | 4.9            | 54             | 49             |
| Marquette   | 5.2                | 5.5            | 4.7            | 54             | 58             |
| Menominee   | 4.6                | 4.3            | 5.9            | 42             | 35             |
| Milwaukee   | 4.4                | 4.3            | 4.1            | 38             | 35             |
| Monroe      | 3.2                | 3.5            | 3.1            | 14             | 19             |
| Oconto      | 4.5                | 4.4            | 4.0            | 40             | 38             |
| Oneida      | 4.9                | 4.5            | 4.9            | 49             | 39             |
| Outagamie   | 3.1                | 3.2            | 2.9            | 9              | 10             |
| Ozaukee     | 2.8                | 2.9            | 2.7            | 3              | 3              |
| Pepin       | 4.7                | 5.0            | 3.8            | 46             | 49             |
| Pierce      | 4.6                | 5.1            | 4.5            | 42             | 53             |
| Polk        | 7.0                | 7.3            | 6.1            | 71             | 70             |
| Portage     | 3.5                | 3.7            | 3.4            | 23             | 24             |
| Price       | 5.5                | 5.4            | 5.0            | 59             | 56             |
| Racine      | 4.4                | 4.5            | 4.0            | 38             | 39             |
| Richland    | 3.8                | 4.2            | 3.8            | 29             | 33             |
| Rock        | 4.0                | 4.1            | 3.8            | 32             | 31             |
| Rusk        | 6.1                | 6.3            | 5.2            | 66             | 68             |
| Sauk        | 3.2                | 3.6            | 3.2            | 14             | 20             |
| Sawyer      | 5.2                | 5.4            | 5.6            | 54             | 56             |
| Shawano     | 3.6                | 3.7            | 3.6            | 25             | 24             |
| Sheboygan   | 2.9                | 3.0            | 2.8            | 4              | 4              |
| St. Croix   | 4.9                | 5.0            | 4.3            | 49             | 49             |
| Taylor      | 5.3                | 5.6            | 5.3            | 57             | 60             |
| Trempealeau | 4.6                | 4.6            | 4.0            | 42             | 41             |
| Vernon      | 3.8                | 4.0            | 3.5            | 29             | 28             |
| Vilas       | 5.9                | 5.2            | 5.5            | 64             | 54             |
| Walworth    | 3.2                | 3.4            | 3.5            | 14             | 16             |
| Washburn    | 5.7                | 6.1            | 5.4            | 63             | 64             |
| Washington  | 3.0                | 3.1            | 2.9            | 7              | 5              |
| Waukesha    | 3.1                | 3.1            | 2.9            | 9              | 5              |
| Waupaca     | 3.7                | 3.7            | 3.3            | 28             | 24             |
| Waushara    | 5.0                | 5.3            | 4.3            | 52             | 55             |
| Winnebago   | 3.1                | 3.2            | 3.0            | 9              | 10             |
| Wood        | 4.1                | 4.3            | 3.8            | 35             | 35             |

| COUNTY      | ASCENDING ORDER |                |                |
|-------------|-----------------|----------------|----------------|
|             | RATE<br>Mar-25  | RATE<br>Feb-25 | RATE<br>Mar-24 |
| Dane        | 2.6             | 2.7            | 2.5            |
| Calumet     | 2.7             | 2.7            | 2.6            |
| Ozaukee     | 2.8             | 2.9            | 2.7            |
| Green       | 2.9             | 3.1            | 2.7            |
| La Crosse   | 2.9             | 3.1            | 2.9            |
| Sheboygan   | 2.9             | 3.0            | 2.8            |
| Brown       | 3.0             | 3.1            | 3.0            |
| Washington  | 3.0             | 3.1            | 2.9            |
| Dodge       | 3.1             | 3.3            | 3.0            |
| Marathon    | 3.1             | 3.2            | 3.1            |
| Outagamie   | 3.1             | 3.2            | 2.9            |
| Waukesha    | 3.1             | 3.1            | 2.9            |
| Winnebago   | 3.1             | 3.2            | 3.0            |
| Eau Claire  | 3.2             | 3.2            | 3.1            |
| Fond du Lac | 3.2             | 3.4            | 3.0            |
| Iowa        | 3.2             | 3.6            | 3.2            |
| Jefferson   | 3.2             | 3.4            | 3.1            |
| Kewaunee    | 3.2             | 3.3            | 3.0            |
| Monroe      | 3.2             | 3.5            | 3.1            |
| Sauk        | 3.2             | 3.6            | 3.2            |
| Walworth    | 3.2             | 3.4            | 3.5            |
| Lafayette   | 3.3             | 3.8            | 2.9            |
| Columbia    | 3.5             | 3.6            | 3.1            |
| Portage     | 3.5             | 3.7            | 3.4            |
| Grant       | 3.6             | 4.0            | 3.2            |
| Manitowoc   | 3.6             | 3.6            | 3.4            |
| Shawano     | 3.6             | 3.7            | 3.6            |
| Waupaca     | 3.7             | 3.7            | 3.3            |
| Richland    | 3.8             | 4.2            | 3.8            |
| Vernon      | 3.8             | 4.0            | 3.5            |
| Kenosha     | 3.9             | 4.0            | 3.7            |
| Clark       | 4.0             | 4.1            | 3.8            |
| Green Lake  | 4.0             | 4.8            | 3.9            |
| Rock        | 4.0             | 4.1            | 3.8            |
| Dunn        | 4.1             | 4.2            | 4.1            |
| Wood        | 4.1             | 4.3            | 3.8            |
| Juneau      | 4.3             | 4.7            | 4.0            |
| Milwaukee   | 4.4             | 4.3            | 4.1            |
| Racine      | 4.4             | 4.5            | 4.0            |
| Lincoln     | 4.5             | 4.6            | 4.3            |
| Oconto      | 4.5             | 4.4            | 4.0            |
| Ashland     | 4.6             | 4.7            | 4.3            |
| Menominee   | 4.6             | 4.3            | 5.9            |
| Pierce      | 4.6             | 5.1            | 4.5            |
| Trempealeau | 4.6             | 4.6            | 4.0            |
| Florence    | 4.7             | 4.6            | 5.1            |
| Pepin       | 4.7             | 5.0            | 3.8            |
| Langlade    | 4.8             | 4.9            | 4.1            |
| Door        | 4.9             | 5.0            | 4.6            |
| Oneida      | 4.9             | 4.5            | 4.9            |
| St. Croix   | 4.9             | 5.0            | 4.3            |
| Waushara    | 5.0             | 5.3            | 4.3            |
| Chippewa    | 5.1             | 4.9            | 4.3            |
| Marinette   | 5.2             | 5.0            | 4.9            |
| Marquette   | 5.2             | 5.5            | 4.7            |
| Sawyer      | 5.2             | 5.4            | 5.6            |
| Taylor      | 5.3             | 5.6            | 5.3            |
| Crawford    | 5.4             | 5.9            | 4.5            |
| Barron      | 5.5             | 5.5            | 5.1            |
| Buffalo     | 5.5             | 5.6            | 4.6            |
| Jackson     | 5.5             | 6.0            | 4.9            |
| Price       | 5.5             | 5.4            | 5.0            |
| Washburn    | 5.7             | 6.1            | 5.4            |
| Vilas       | 5.9             | 5.2            | 5.5            |
| Forest      | 6.0             | 6.1            | 5.0            |
| Douglas     | 6.1             | 6.2            | 5.5            |
| Rusk        | 6.1             | 6.3            | 5.2            |
| Adams       | 6.4             | 7.5            | 5.9            |
| Iron        | 6.6             | 6.5            | 6.6            |
| Bayfield    | 6.7             | 6.1            | 6.2            |
| Polk        | 7.0             | 7.3            | 6.1            |
| Burnett     | 7.6             | 7.7            | 6.5            |

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