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FOR IMMEDIATE RELEASE
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July 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 July 2025.

In brief, the nonseasonally adjusted data for Wisconsin shows:

- **Metropolitan Statistical Areas:** Preliminary July 2025 unemployment rates decreased in one metropolitan area over the month: Sheboygan. Unemployment rates increased in seven metropolitan areas over the month and stayed the same in the five remaining metropolitan areas. Rates decreased in three of the metropolitan areas over the year. Rates increased in four metropolitan areas over the year and stayed the same in the six remaining metropolitan areas.
- **Municipalities:** Preliminary July 2025 unemployment rates decreased in 11 of Wisconsin's 35 largest cities over the month. Rates increased in 14 cities over the month and stayed the same in the 10 remaining cities. Unemployment rates decreased in 16 cities over the year. Rates increased in 15 cities over the year and stayed the same in the four remaining cities.
- **Counties:** Preliminary July 2025 unemployment rates decreased in 16 counties over the month. Rates increased in 37 counties and stayed the same in the 19 remaining counties. Unemployment rates decreased in 28 counties over the year. Rates increased in 19 counties over the year and stayed the same in the 25 remaining counties.

Additional information about the data included in the release is available at 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.

Current Employment Statistics and Local Area Unemployment Statistics
July 2025

EMPLOYMENT

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED					SEASONALLY ADJUSTED				
	PRELIM Jul-25	FINAL Jun-25	YEAR AGO Jul-24	NET CHANGE OVER 1-Month	1-Year	PRELIM Jul-25	FINAL Jun-25	YEAR AGO Jul-24	NET CHANGE OVER 1-Month	1-Year
Appleton	130,800	132,000	130,400	-1,200	400	129,900	129,900	129,200	0	700
Eau Claire	90,600	90,600	89,900	0	700	90,500	90,400	89,900	100	600
Fond du Lac	46,900	46,900	46,800	0	100	46,500	46,300	46,500	200	0
Green Bay	184,500	184,100	181,500	400	3,000	183,300	182,300	180,600	1,000	2,700
Janesville-Beloit	72,800	73,500	72,800	-700	0	72,200	72,500	72,000	-300	200
Kenosha	79,000	79,300	77,700	-300	1,300	78,700	78,600	77,700	100	1,000
La Crosse-Onalaska	87,600	88,200	86,000	-600	1,600	88,600	88,600	87,000	0	1,600
Madison	426,700	428,700	430,700	-2,000	-4,000	427,400	427,500	428,100	-100	-700
Milwaukee-Waukesha	864,800	867,600	867,700	-2,800	-2,900	858,000	857,700	863,100	300	-5,100
Oshkosh-Neenah	97,300	97,100	98,000	200	-700	97,000	96,700	97,600	300	-600
Racine	79,600	79,600	80,000	0	-400	78,300	78,400	78,800	-100	-500
Sheboygan	64,500	64,700	64,000	-200	500	63,700	63,600	62,500	100	1,200
Wausau	72,300	72,800	72,300	-500	0	71,900	72,100	72,100	-200	-200

UNEMPLOYMENT RATES

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED				
	PRELIM Jul-25	FINAL Jun-25	YEAR AGO Jul-24	NET CHANGE OVER 1-Month	1-Year
Appleton	2.9	2.7	2.8	0.2	0.1
Eau Claire	3.0	2.9	3.0	0.1	-
Fond du Lac	3.2	3.0	4.8	0.2	(1.6)
Green Bay	2.9	2.9	2.9	-	-
Janesville-Beloit	3.5	3.4	3.4	0.1	0.1
Kenosha	3.4	3.4	3.4	-	-
La Crosse-Onalaska	2.9	2.9	2.9	-	-
Madison	2.7	2.7	2.6	-	0.1
Milwaukee-Waukesha	3.7	3.6	3.6	0.1	0.1
Oshkosh-Neenah	3.1	3.0	3.1	0.1	-
Racine	3.8	3.7	3.9	0.1	(0.1)
Sheboygan	2.8	2.9	2.8	(0.1)	-
Wausau	2.8	2.8	2.9	-	(0.1)

Source: Local Area Unemployment Statistics (LAUS)

CITY	NOT SEASONALLY ADJUSTED				
	RATE Jul-25	RATE Jun-25	RATE Jul-24	RANK Jul-25	RANK Jun-25
Appleton	3.3	3.1	3.1	23	15
Beloit	4.4	4.0	4.6	33	33
Brookfield	3.2	3.2	2.9	19	20
Caledonia	3.4	3.3	3.6	27	23
De Pere	2.9	2.8	3.0	6	4
Eau Claire	3.2	3.0	3.0	19	10
Fitchburg	2.4	2.4	2.5	1	1
Fond du Lac	3.7	3.4	7.0	30	26
Franklin	3.1	3.4	3.1	16	26
Green Bay	3.0	3.1	3.0	10	15
Greenfield	3.3	3.4	3.6	23	26
Janesville	3.3	3.3	3.1	23	23
Kenosha	3.5	3.6	3.7	29	30
La Crosse	3.3	3.0	3.2	23	10
Madison	2.7	2.7	2.6	2	3
Manitowoc	3.1	3.0	3.3	16	10
Menomonee Falls	3.2	3.1	2.9	19	15
Mequon	3.4	3.4	3.1	27	26
Milwaukee	4.8	4.6	4.7	35	35
Mount Pleasant	3.2	3.3	3.6	19	23
Muskego	2.7	2.6	2.9	2	2
Neenah	3.0	3.1	2.9	10	15
New Berlin	3.0	3.0	3.1	10	10
Oak Creek	3.0	2.9	2.9	10	5
Oshkosh	3.1	3.2	3.3	16	20
Racine	4.6	4.4	4.8	34	34
Sheboygan	3.0	3.1	2.9	10	15
Stevens Point	2.9	2.9	2.8	6	5
Sun Prairie	2.8	2.9	2.7	4	5
Superior	3.9	3.9	3.7	31	31
Waukesha	2.9	2.9	3.0	6	5
Wausau	3.0	2.9	3.1	10	5
Wauwatosa	2.8	3.2	3.0	4	20
West Allis	3.9	3.9	3.9	31	31
West Bend	2.9	3.0	2.9	6	10

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
July 2025

UNEMPLOYMENT RATES - NOT SEASONALLY ADJUSTED

	ALPHABETICAL ORDER				
COUNTY	RATE Jul-25	RATE Jun-25	RATE Jul-24	RANK Jul-25	RANK Jun-25
Adams	4.0	3.9	4.3	65	66
Ashland	3.6	3.4	3.6	58	50
Barron	3.4	3.4	3.2	47	50
Bayfield	3.4	3.5	3.6	47	59
Brown	2.9	2.9	2.9	17	21
Buffalo	3.5	3.2	3.5	54	41
Burnett	3.6	3.7	4.0	58	62
Calumet	2.6	2.5	2.5	3	2
Chippewa	2.9	3.0	3.0	17	27
Clark	2.6	2.6	2.8	3	3
Columbia	2.9	2.8	2.9	17	12
Crawford	3.0	3.2	3.3	26	41
Dane	2.7	2.7	2.6	10	9
Dodge	2.6	2.7	2.7	3	9
Door	2.6	2.6	2.6	3	3
Douglas	4.0	4.1	3.9	65	67
Dunn	3.4	3.2	3.2	47	41
Eau Claire	3.0	2.9	3.0	26	21
Florence	3.5	3.4	4.3	54	50
Fond du Lac	3.2	3.0	4.8	38	27
Forest	4.0	3.5	4.0	65	59
Grant	3.1	3.0	3.4	34	27
Green	2.6	2.6	2.5	3	3
Green Lake	3.3	3.2	3.3	43	41
Iowa	2.6	2.6	2.8	3	3
Iron	4.8	4.5	5.0	71	71
Jackson	3.3	3.2	3.5	43	41
Jefferson	2.9	2.8	2.8	17	12
Juneau	3.5	3.4	3.8	54	50
Kenosha	3.4	3.4	3.4	47	50
Kewaunee	2.5	2.6	2.4	2	3
La Crosse	2.9	2.8	2.9	17	12
Lafayette	2.4	2.3	2.6	1	1
Langlade	3.9	3.7	3.7	63	62
Lincoln	3.8	3.3	3.6	61	47
Manitowoc	2.8	2.9	2.9	11	21
Marathon	2.8	2.8	2.9	11	12
Marinette	4.1	3.8	4.1	68	65
Marquette	3.4	3.5	3.4	47	59
Menominee	7.2	5.2	6.2	72	72
Milwaukee	4.2	4.1	4.2	69	67
Monroe	2.8	2.8	2.8	11	12
Oconto	3.1	3.0	3.1	34	27
Oneida	2.8	2.9	3.1	11	21
Outagamie	3.0	2.8	2.9	26	12
Ozaukee	3.0	3.0	2.9	26	27
Pepin	2.9	2.7	2.8	17	9
Pierce	3.4	3.3	3.4	47	47
Polk	3.3	3.4	3.7	43	50
Portage	3.0	3.1	3.0	26	38
Price	3.9	4.1	3.8	63	67
Racine	3.8	3.7	3.9	61	62
Richland	3.2	2.8	3.2	38	12
Rock	3.5	3.4	3.4	54	50
Rusk	4.2	4.1	4.0	69	67
Sauk	3.2	3.3	3.2	38	47
Sawyer	2.6	2.6	2.6	3	3
Shawano	3.2	3.1	3.8	38	38
Sheboygan	3.0	3.0	3.1	26	27
St. Croix	2.8	2.9	2.8	11	21
Taylor	3.1	3.0	3.2	34	27
Trempealeau	3.0	3.0	3.0	26	27
Vernon	2.8	2.8	3.0	11	12
Vilas	3.2	3.2	3.3	38	41
Walworth	2.9	2.8	2.9	17	12
Washburn	3.6	3.4	3.9	58	50
Washington	2.9	2.9	2.8	17	21
Waukesha	3.0	3.0	2.9	26	27
Waupaca	2.9	3.0	3.0	17	27
Waushara	3.4	3.4	3.4	47	50
Winnebago	3.1	3.0	3.1	34	27
Wood	3.3	3.1	3.5	43	38

	ASCENDING ORDER		
COUNTY	RATE Jul-25	RATE Jun-25	RATE Jul-24
Lafayette	2.4	2.3	2.6
Kewaunee	2.5	2.6	2.4
Calumet	2.6	2.5	2.5
Clark	2.6	2.6	2.8
Dodge	2.6	2.7	2.7
Door	2.6	2.6	2.6
Green	2.6	2.6	2.5
Iowa	2.6	2.6	2.8
Sawyer	2.6	2.6	2.6
Dane	2.7	2.7	2.6
Manitowoc	2.8	2.9	2.9
Marathon	2.8	2.8	2.9
Monroe	2.8	2.8	2.8
Oneida	2.8	2.9	3.1
St. Croix	2.8	2.9	2.8
Vernon	2.8	2.8	3.0
Brown	2.9	2.9	2.9
Chippewa	2.9	3.0	3.0
Columbia	2.9	2.8	2.9
Jefferson	2.9	2.8	2.8
La Crosse	2.9	2.8	2.9
Pepin	2.9	2.7	2.8
Walworth	2.9	2.8	2.9
Washington	2.9	2.9	2.8
Waupaca	2.9	3.0	3.0
Crawford	3.0	3.2	3.3
Eau Claire	3.0	2.9	3.0
Outagamie	3.0	2.8	2.9
Ozaukee	3.0	3.0	2.9
Portage	3.0	3.1	3.0
Sheboygan	3.0	3.0	3.1
Trempealeau	3.0	3.0	3.0
Waukesha	3.0	3.0	2.9
Grant	3.1	3.0	3.4
Oconto	3.1	3.0	3.1
Taylor	3.1	3.0	3.2
Winnebago	3.1	3.0	3.1
Fond du Lac	3.2	3.0	4.8
Richland	3.2	2.8	3.2
Sauk	3.2	3.3	3.2
Shawano	3.2	3.1	3.8
Vilas	3.2	3.2	3.3
Green Lake	3.3	3.2	3.3
Jackson	3.3	3.2	3.5
Polk	3.3	3.4	3.7
Wood	3.3	3.1	3.5
Barron	3.4	3.4	3.2
Bayfield	3.4	3.5	3.6
Dunn	3.4	3.2	3.2
Kenosha	3.4	3.4	3.4
Marquette	3.4	3.5	3.4
Pierce	3.4	3.3	3.4
Waushara	3.4	3.4	3.4
Buffalo	3.5	3.2	3.5
Florence	3.5	3.4	4.3
Juneau	3.5	3.4	3.8
Rock	3.5	3.4	3.4
Ashland	3.6	3.4	3.6
Burnett	3.6	3.7	4.0
Washburn	3.6	3.4	3.9
Lincoln	3.8	3.3	3.6
Racine	3.8	3.7	3.9
Langlade	3.9	3.7	3.7
Price	3.9	4.1	3.8
Adams	4.0	3.9	4.3
Douglas	4.0	4.1	3.9
Forest	4.0	3.5	4.0
Marinette	4.1	3.8	4.1
Milwaukee	4.2	4.1	4.2
Rusk	4.2	4.1	4.0
Iron	4.8	4.5	5.0
Menominee	7.2	5.2	6.2

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

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