
FOR IMMEDIATE RELEASE

Sept. 24, 2025

CONTACT: [DWD Communications](#)

CommunicationsOffice@dwd.wisconsin.gov

August 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 August 2025.

In brief, the nonseasonally adjusted data for Wisconsin shows:

- **Metropolitan Statistical Areas:** Preliminary August 2025 unemployment rates decreased in two metropolitan areas over the month: Fond du Lac and Oshkosh-Neenah. Unemployment rates increased in two metropolitan areas over the month and stayed the same in the nine remaining metropolitan areas. Rates decreased in one metropolitan area over the year. Rates increased in the remaining 12 metropolitan areas.
- **Municipalities:** Preliminary August 2025 unemployment rates decreased in seven of Wisconsin's 35 largest cities over the month. Rates increased in 15 cities over the month and stayed the same in the 13 remaining cities. Unemployment rates decreased in one city over the year. Rates increased in 32 cities over the year and stayed the same in the two remaining cities.
- **Counties:** Preliminary August 2025 unemployment rates decreased in 26 counties over the month. Rates increased in 24 counties and stayed the same in the 22 remaining counties. Unemployment rates decreased in four counties over the year. Rates increased in 63 counties over the year and stayed the same in the 5 remaining counties.

Additional information about the data included in the release is available at [Wisnomy.com](https://www.wisnomy.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
August 2025

EMPLOYMENT

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED					SEASONALLY ADJUSTED				
	PRELIM Aug-25	FINAL Jul-25	YEAR AGO Aug-24	NET CHANGE OVER		PRELIM Aug-25	FINAL Jul-25	YEAR AGO Aug-24	NET CHANGE OVER	
Appleton	130,500	131,000	130,300	-500	200	129,900	130,000	129,200	-100	700
Eau Claire	90,200	90,300	89,700	-100	500	90,200	90,100	89,900	100	300
Fond du Lac	46,600	47,000	46,500	-400	100	46,300	46,500	46,100	-200	200
Green Bay	183,600	184,800	181,600	-1,200	2,000	182,700	183,400	180,600	-700	2,100
Janesville-Beloit	72,400	72,900	72,800	-500	-400	72,100	72,300	72,300	-200	-200
Kenosha	78,600	78,900	78,400	-300	200	78,400	78,600	78,400	-200	0
La Crosse-Onalaska	87,500	87,600	87,100	-100	400	88,300	88,500	87,600	-200	700
Madison	427,300	426,900	431,700	400	-4,400	427,800	427,500	430,700	300	-2,900
Milwaukee-Waukesha	865,100	862,600	871,000	2,500	-5,900	857,400	856,400	863,300	1,000	-5,900
Oshkosh-Neenah	97,500	97,700	98,100	-200	-600	97,400	97,400	98,100	0	-700
Racine	79,500	79,700	80,100	-200	-600	78,500	78,400	79,200	100	-700
Sheboygan	64,500	64,800	63,800	-300	700	64,000	63,900	62,700	100	1,300
Wausau	71,600	72,300	72,300	-700	-700	71,600	71,800	72,200	-200	-600

UNEMPLOYMENT RATES

METROPOLITAN STATISTICAL AREA	NOT SEASONALLY ADJUSTED				
	PRELIM Aug-25	FINAL Jul-25	YEAR AGO Aug-24	NET CHANGE OVER	
Appleton	2.9	2.9	2.5	-	0.4
Eau Claire	3.1	3.0	2.8	0.1	0.3
Fond du Lac	3.1	3.2	3.3	(0.1)	(0.2)
Green Bay	2.9	2.9	2.6	-	0.3
Janesville-Beloit	3.5	3.5	3.2	-	0.3
Kenosha	3.4	3.4	3.2	-	0.2
La Crosse-Onalaska	2.9	2.9	2.5	-	0.4
Madison	2.7	2.7	2.4	-	0.3
Milwaukee-Waukesha	3.7	3.7	3.4	-	0.3
Oshkosh-Neenah	3.0	3.1	2.7	(0.1)	0.3
Racine	3.9	3.8	3.6	0.1	0.3
Sheboygan	2.8	2.8	2.5	-	0.3
Wausau	2.8	2.8	2.5	-	0.3

Source: Local Area Unemployment Statistics (LAUS)

CITY	NOT SEASONALLY ADJUSTED				
	RATE Aug-25	RATE Jul-25	RATE Aug-24	RANK Aug-25	RANK Jul-25
Appleton	3.3	3.3	2.9	21	23
Beloit	4.2	4.4	4.1	33	33
Brookfield	3.3	3.2	2.6	21	19
Caledonia	3.5	3.4	3.2	28	27
De Pere	3.0	2.9	2.7	9	5
Eau Claire	3.4	3.2	2.9	25	19
Fitchburg	2.4	2.4	2.2	1	1
Fond du Lac	3.5	3.7	4.3	28	30
Franklin	3.2	3.1	2.8	17	16
Green Bay	3.1	3.0	2.7	15	9
Greenfield	3.3	3.3	3.0	21	23
Janesville	3.4	3.3	2.8	25	23
Kenosha	3.6	3.5	3.4	30	29
La Crosse	3.3	3.3	2.9	21	23
Madison	2.7	2.7	2.4	2	2
Manitowoc	3.0	3.1	3.0	9	16
Menomonee Falls	3.2	3.2	2.6	17	19
Mequon	3.4	3.4	3.1	25	27
Milwaukee	4.9	4.8	4.7	35	35
Mount Pleasant	3.2	3.2	3.2	17	19
Muskego	2.8	2.7	2.7	4	2
Neenah	3.0	3.0	2.6	9	9
New Berlin	2.9	3.0	2.6	6	9
Oak Creek	2.9	3.0	2.6	6	9
Oshkosh	3.2	3.1	2.9	17	16
Racine	4.8	4.6	4.6	34	34
Sheboygan	3.1	3.0	2.6	15	9
Stevens Point	3.0	2.9	2.9	9	5
Sun Prairie	2.7	2.7	2.4	2	2
Superior	3.8	3.9	3.2	31	31
Waukesha	3.0	3.0	2.7	9	9
Wausau	3.0	3.0	2.5	9	9
Wauwatosa	2.9	2.9	2.6	6	5
West Allis	4.0	3.9	3.4	32	31
West Bend	2.8	2.9	2.6	4	5

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

August 2025

UNEMPLOYMENT RATES - NOT SEASONALLY ADJUSTED

COUNTY	ALPHABETICAL ORDER				
	RATE Aug-25	RATE Jul-25	RATE Aug-24	RANK Aug-25	RANK Jul-25
Adams	4.2	4.0	3.9	69	65
Ashland	3.7	3.6	3.3	61	58
Barron	3.5	3.4	3.0	54	48
Bayfield	3.4	3.4	3.0	49	48
Brown	2.9	2.9	2.6	18	18
Buffalo	3.5	3.5	3.1	54	56
Burnett	3.6	3.6	3.3	60	58
Calumet	2.5	2.6	2.3	1	3
Chippewa	3.0	2.9	2.6	27	18
Clark	2.7	2.7	2.6	8	9
Columbia	2.9	2.8	2.6	18	11
Crawford	3.4	3.1	2.9	49	34
Dane	2.7	2.7	2.4	8	9
Dodge	2.7	2.6	2.7	8	3
Door	2.6	2.6	2.2	5	3
Douglas	3.9	4.0	3.3	63	65
Dunn	3.2	3.3	3.1	40	43
Eau Claire	3.2	3.0	2.9	40	26
Florence	3.2	3.4	3.3	40	48
Fond du Lac	3.1	3.2	3.3	35	39
Forest	3.9	4.0	3.4	63	65
Grant	3.2	3.1	3.3	40	34
Green	2.5	2.6	2.3	1	3
Green Lake	3.3	3.3	3.1	45	43
Iowa	2.5	2.6	2.4	1	3
Iron	4.6	4.9	4.4	71	71
Jackson	3.2	3.3	2.8	40	43
Jefferson	3.0	2.9	2.6	27	18
Juneau	3.5	3.4	3.1	54	48
Kenosha	3.4	3.4	3.2	49	48
Kewaunee	2.6	2.5	2.2	5	2
La Crosse	2.8	2.9	2.5	12	18
Lafayette	2.5	2.3	2.4	1	1
Langlade	3.8	3.9	3.5	62	63
Lincoln	3.4	3.8	2.9	49	61
Manitowoc	2.9	2.8	2.6	18	11
Marathon	2.8	2.8	2.5	12	11
Marinette	4.1	4.1	3.6	67	68
Marquette	3.3	3.4	2.9	45	48
Menominee	7.7	7.0	6.1	72	72
Milwaukee	4.3	4.2	4.0	70	69
Monroe	2.7	2.8	2.5	8	11
Oconto	3.0	3.1	2.8	27	34
Oneida	2.9	2.8	2.7	18	11
Outagamie	2.9	3.0	2.6	18	26
Ozaukee	3.0	3.0	2.6	27	26
Pepin	2.8	2.9	2.5	12	18
Pierce	3.5	3.4	3.2	54	48
Polk	3.4	3.3	3.4	49	43
Portage	2.9	3.0	2.9	18	26
Price	4.0	3.9	3.6	66	63
Racine	3.9	3.8	3.6	63	61
Richland	2.8	3.2	2.7	12	39
Rock	3.5	3.5	3.2	54	56
Rusk	4.1	4.2	3.4	67	69
Sauk	2.6	2.6	2.3	5	3
Sawyer	3.1	3.1	3.2	35	34
Shawano	3.0	3.0	2.8	27	26
Sheboygan	2.8	2.8	2.5	12	11
St. Croix	3.3	3.2	3.0	45	39
Taylor	2.9	3.0	2.8	18	26
Trempealeau	3.1	3.0	2.6	35	26
Vernon	2.8	2.8	2.6	12	11
Vilas	3.1	3.2	2.8	35	39
Walworth	2.9	2.9	2.7	18	18
Washburn	3.5	3.6	3.5	54	58
Washington	2.9	2.9	2.5	18	18
Waukesha	3.0	3.0	2.6	27	26
Waupaca	3.0	2.9	2.7	27	18
Waushara	3.1	3.4	3.1	35	48
Winnebago	3.0	3.1	2.7	27	34
Wood	3.3	3.3	3.0	45	43

COUNTY	ASCENDING ORDER		
	RATE Aug-25	RATE Jul-25	RATE Aug-24
Calumet	2.5	2.6	2.3
Green	2.5	2.6	2.3
Iowa	2.5	2.6	2.4
Lafayette	2.5	2.3	2.4
Door	2.6	2.6	2.2
Kewaunee	2.6	2.5	2.2
Sauk	2.6	2.6	2.3
Clark	2.7	2.7	2.6
Dane	2.7	2.7	2.4
Dodge	2.7	2.6	2.7
Monroe	2.7	2.8	2.5
La Crosse	2.8	2.9	2.5
Marathon	2.8	2.8	2.5
Pepin	2.8	2.9	2.5
Richland	2.8	3.2	2.7
Sheboygan	2.8	2.8	2.5
Vernon	2.8	2.8	2.6
Brown	2.9	2.9	2.6
Columbia	2.9	2.8	2.6
Manitowoc	2.9	2.8	2.6
Oneida	2.9	2.8	2.7
Outagamie	2.9	3.0	2.6
Portage	2.9	3.0	2.9
Taylor	2.9	3.0	2.8
Walworth	2.9	2.9	2.7
Washington	2.9	2.9	2.5
Chippewa	3.0	2.9	2.6
Jefferson	3.0	2.9	2.6
Oconto	3.0	3.1	2.8
Ozaukee	3.0	3.0	2.6
Shawano	3.0	3.0	2.8
Waukesha	3.0	3.0	2.6
Waupaca	3.0	2.9	2.7
Winnebago	3.0	3.1	2.7
Fond du Lac	3.1	3.2	3.3
Sawyer	3.1	3.1	3.2
Trempealeau	3.1	3.0	2.6
Vilas	3.1	3.2	2.8
Waushara	3.1	3.4	3.1
Dunn	3.2	3.3	3.1
Eau Claire	3.2	3.0	2.9
Florence	3.2	3.4	3.3
Grant	3.2	3.1	3.3
Jackson	3.2	3.3	2.8
Green Lake	3.3	3.3	3.1
Marquette	3.3	3.4	2.9
St. Croix	3.3	3.2	3.0
Wood	3.3	3.3	3.0
Bayfield	3.4	3.4	3.0
Crawford	3.4	3.1	2.9
Kenosha	3.4	3.4	3.2
Lincoln	3.4	3.8	2.9
Polk	3.4	3.3	3.4
Barron	3.5	3.4	3.0
Buffalo	3.5	3.5	3.1
Juneau	3.5	3.4	3.1
Pierce	3.5	3.4	3.2
Rock	3.5	3.5	3.2
Washburn	3.5	3.6	3.5
Burnett	3.6	3.6	3.3
Ashland	3.7	3.6	3.3
Langlade	3.8	3.9	3.5
Douglas	3.9	4.0	3.3
Forest	3.9	4.0	3.4
Racine	3.9	3.8	3.6
Price	4.0	3.9	3.6
Marinette	4.1	4.1	3.6
Rusk	4.1	4.2	3.4
Adams	4.2	4.0	3.9
Milwaukee	4.3	4.2	4.0
Iron	4.6	4.9	4.4
Menominee	7.7	7.0	6.1

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