



# Adams County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Business Characteristics .....	17
Workforce Characteristics .....	19
Educational Pipeline .....	26

## Economy Overview

**19,961**

**Population (2017)**

Population **decreased by 579** over the last 5 years and is projected to **decrease by 341** over the next 5 years.

**6,169**

**Jobs (2017)**

Jobs **grew by 227** over the last 5 years and are projected to **grow by 408** over the next 5 years.

**\$43.6K**

**Median Household Income (2016)**

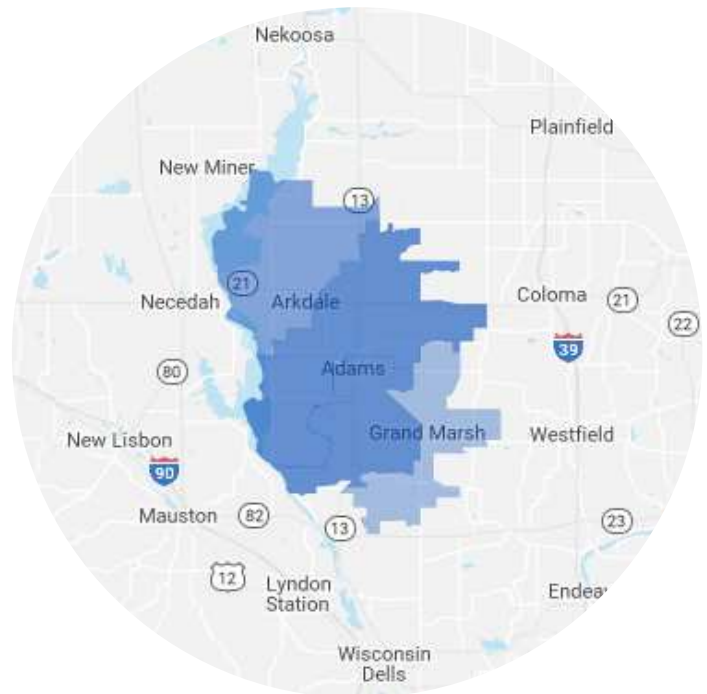
Median household income is **\$11.8K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 2.8%** since 2012, falling by 579. Population is expected to **decrease by 1.7%** between 2017 and 2022, losing 341.

From 2012 to 2017, jobs **increased by 3.8%** in Adams County, WI from 5,943 to **6,169**. This change **fell short of the national growth rate of 7.6% by 3.8%**. As the number of jobs increased, the **labor force participation rate decreased from 49.1% to 47.2% between 2012 and 2017**.

Concerning educational attainment, **7.9% of Adams County, WI residents possess a Bachelor's Degree** (10.5% below the national average), and **7.8% hold an Associate's Degree** (0.1% below the national average).

The top three industries in 2017 are Crop Production, Education and Hospitals (Local Government), and Traveler Accommodation.

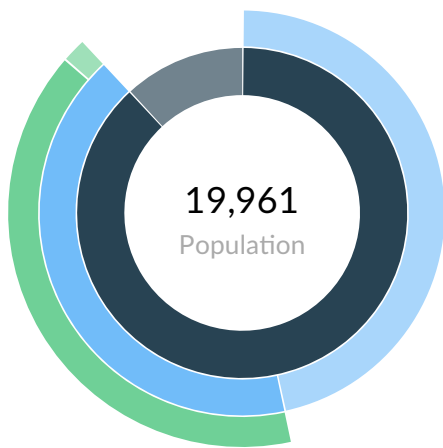


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	19,961	8,286	6,169	97.2	\$471.30M	\$1.07B	\$889.36M
NCWRPC	438,289	232,681	226,293	99.5	\$21.43B	\$27.37B	\$26.68B
Wisconsin	5,795,388	3,172,607	3,122,960	100.5	\$313.85B	\$281.15B	\$310.20B
United States	325,401,909	160,469,465	159,732,809	100.0	\$19.08T	\$0	\$8.52T

## Economy Overview - Cont.

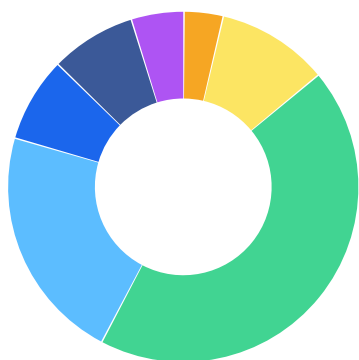
### 2017 Labor Force Breakdown



	Population
Total Working Age Population	17,573
Not in Labor Force (15+)	9,287
Labor Force	8,286
Employed	7,940
Unemployed	346
Under 15	2,389

### Educational Attainment

Concerning educational attainment, **7.9% of Adams County, WI residents possess a Bachelor's Degree** (10.5% below the national average), and **7.8% hold an Associate's Degree** (0.1% below the national average).

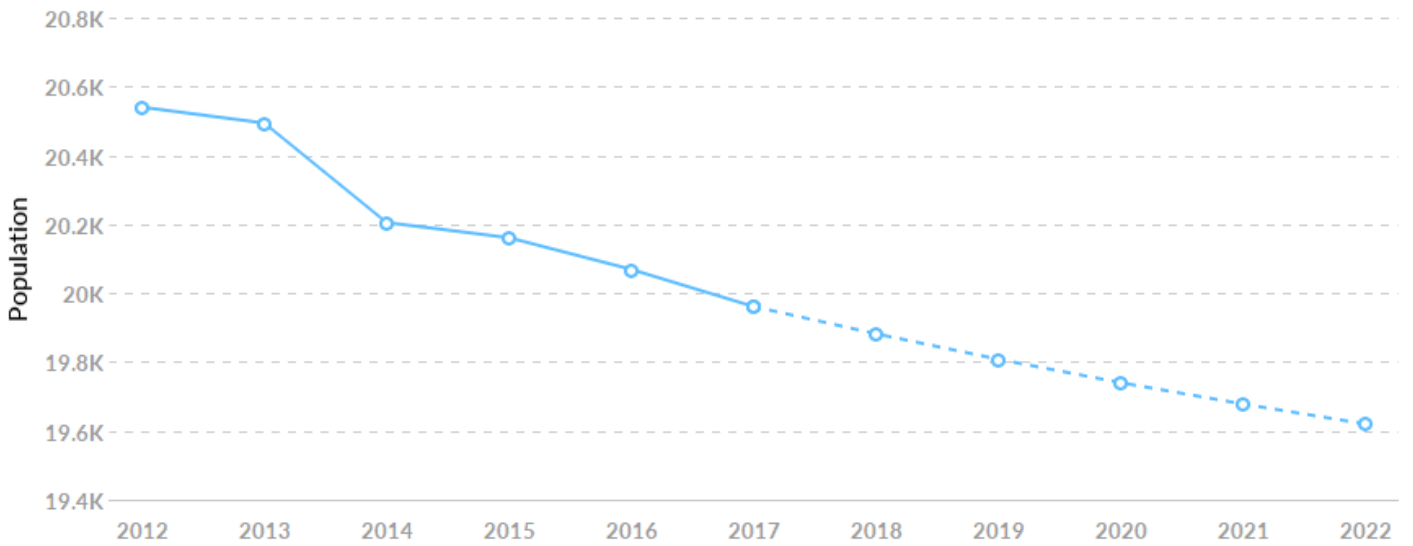


	% of Population	Population
Less Than 9th Grade	3.6%	573
9th Grade to 12th Grade	10.3%	1,642
High School Diploma	43.7%	6,952
Some College	21.8%	3,467
Associate's Degree	7.8%	1,245
Bachelor's Degree	7.9%	1,255
Graduate Degree and Higher	4.9%	773

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population declined by 2.8% since 2012, falling by 579. Population is expected to decrease by 1.7% between 2017 and 2022, losing 341.

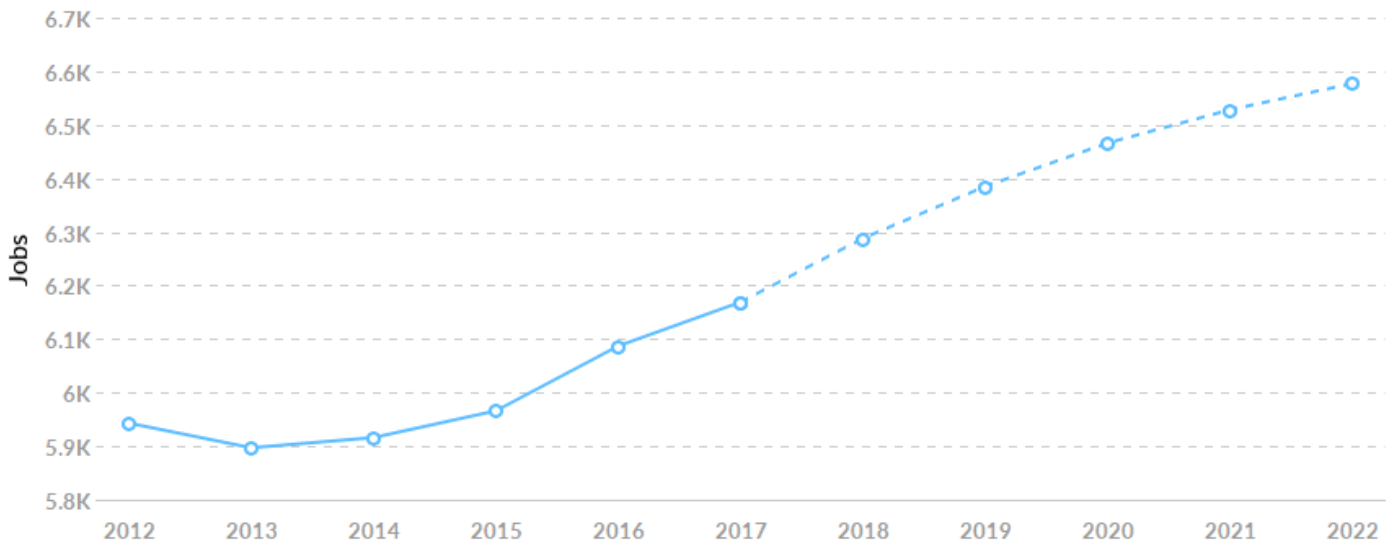


Timeframe	Population
2012	20,540
2013	20,494
2014	20,205
2015	20,161
2016	20,069
2017	19,961
2018	19,882
2019	19,808
2020	19,740
2021	19,678
2022	19,620

# Historic & Projected Trends - Cont.

## Job Trends

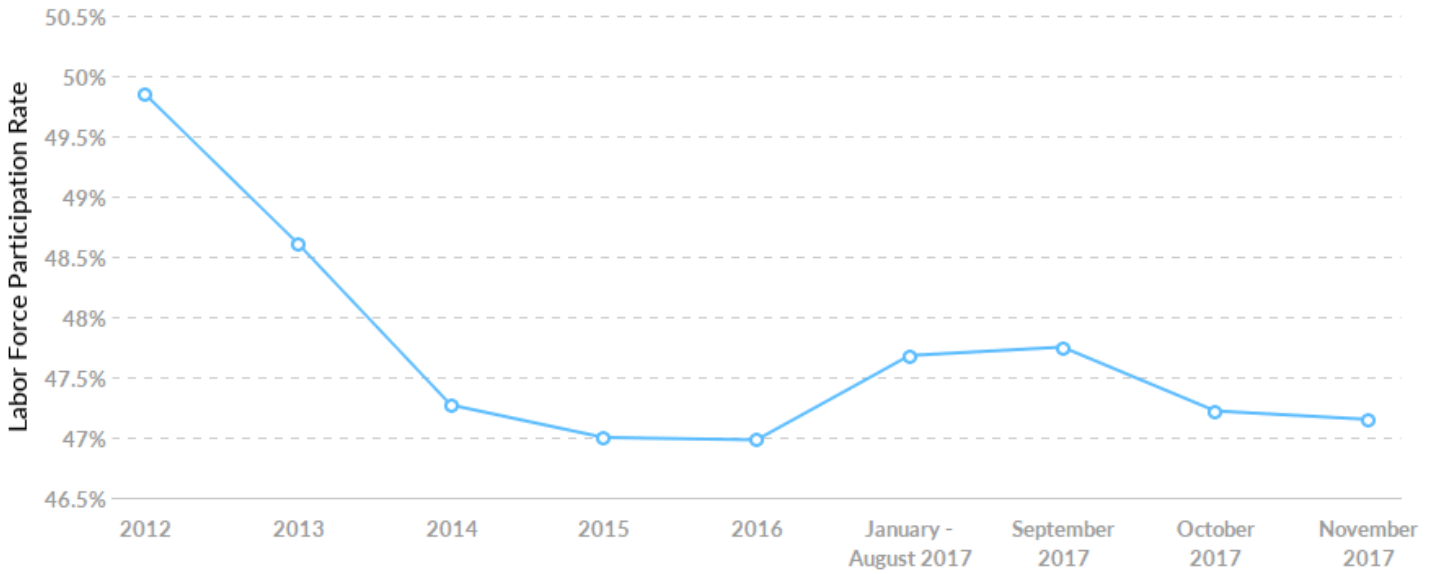
From 2012 to 2017, jobs increased by 3.8% in Adams County, WI from 5,943 to 6,169. This change fell short of the national growth rate of 7.6% by 3.8%.



Timeframe	Jobs
2012	5,943
2013	5,897
2014	5,916
2015	5,966
2016	6,087
2017	6,169
2018	6,288
2019	6,385
2020	6,466
2021	6,528
2022	6,577

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



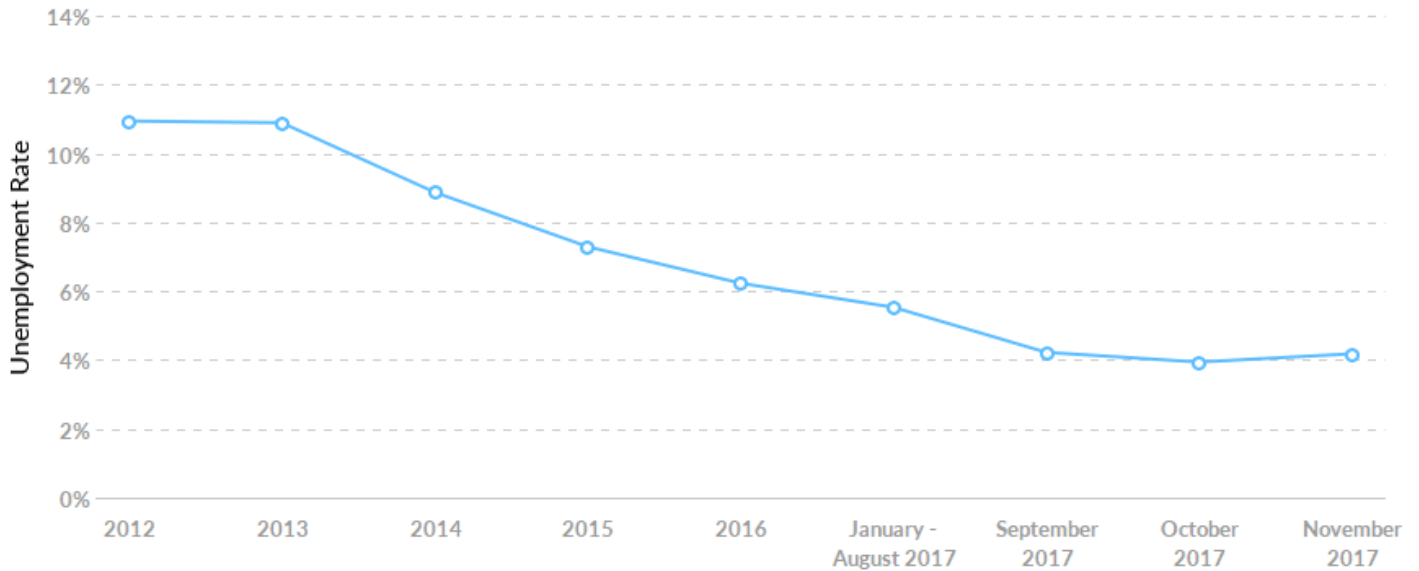
Timeframe	Labor Force Participation Rate
2012	49.85%
2013	48.61%
2014	47.27%
2015	47.00%
2016	46.98%
January - August 2017	47.68%
September 2017	47.75%
October 2017	47.22%
November 2017	47.15%



## Historic & Projected Trends - Cont.

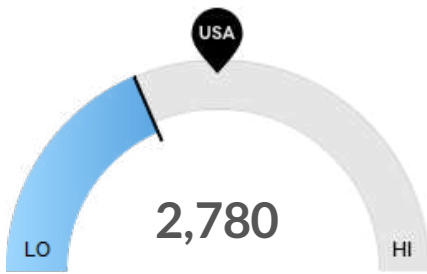
### Unemployment Rate Trends

Adams County, WI had a November 2017 unemployment rate of 4.18%, **decreasing from 10.94%** 5 years before.



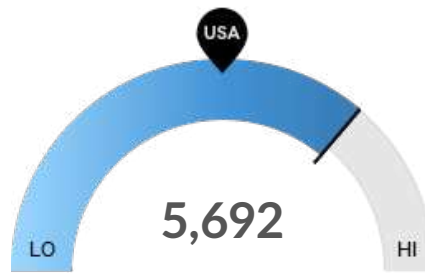
Timeframe	Unemployment Rate
2012	10.94%
2013	10.89%
2014	8.87%
2015	7.29%
2016	6.23%
January - August 2017	5.53%
September 2017	4.22%
October 2017	3.94%
November 2017	4.18%

## Population Characteristics



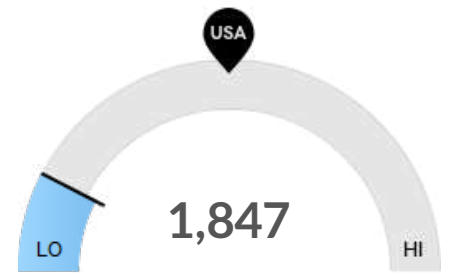
**Millennials**

Adams County, WI has 2,780 millennials (ages 20-34). The national average for an area this size is 4,165.



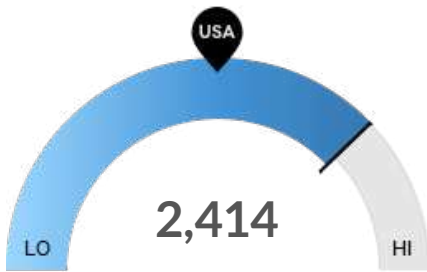
**Retiring Soon**

Retirement risk is high in Adams County, WI. The national average for an area this size is 3,058 people 65 or older, while there are 5,692 here.



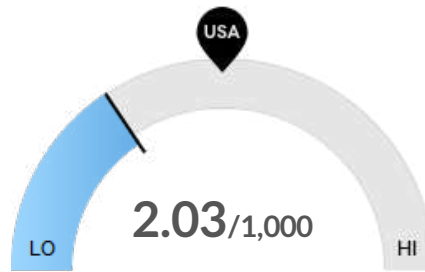
**Racial Diversity**

Racial diversity is low in Adams County, WI. The national average for an area this size is 7,773 racially diverse people, while there are 1,847 here.



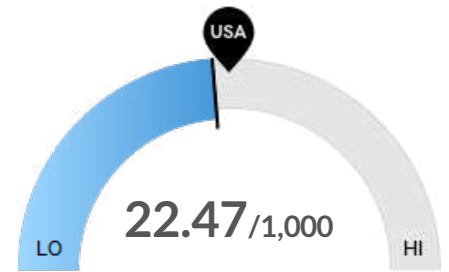
**Veterans**

Adams County, WI has 2,414 veterans. The national average for an area this size is 1,183.



**Violent Crime**

Adams County, WI has 2.03 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



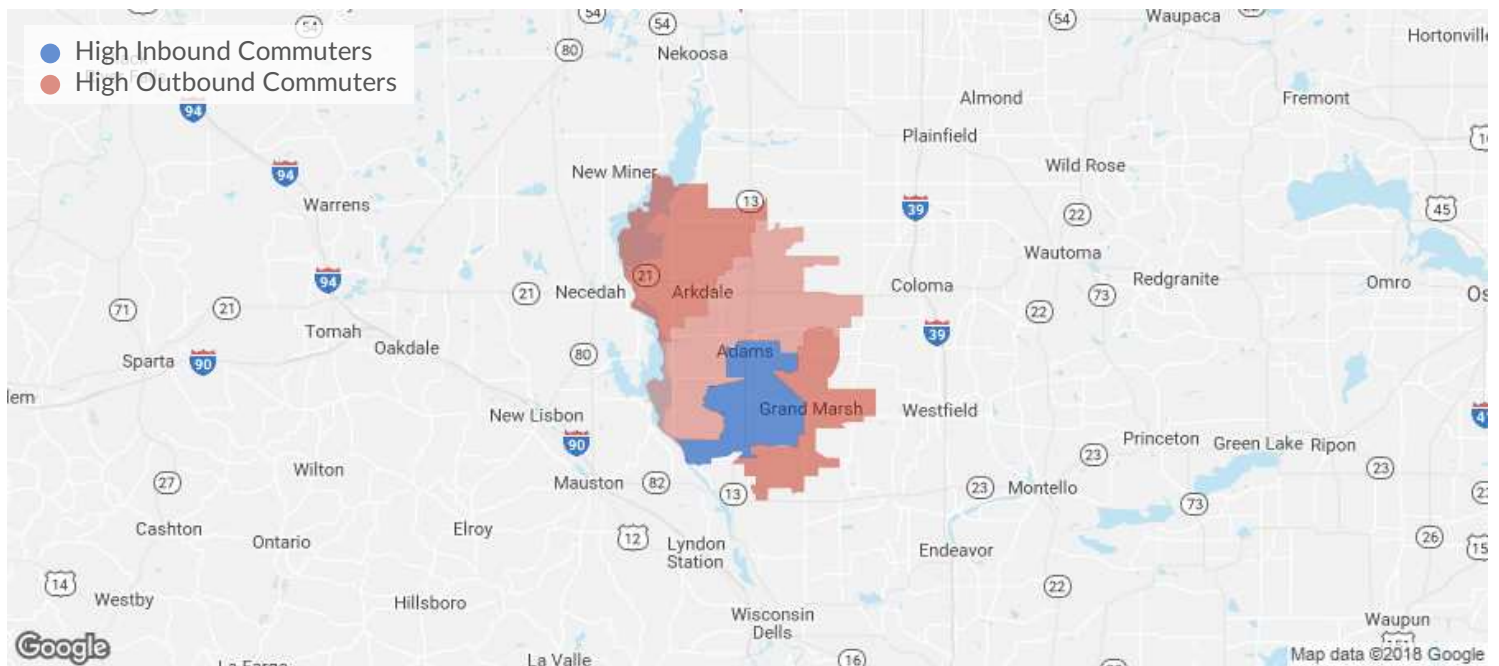
**Property Crime**

Adams County, WI has 22.47 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Adams County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

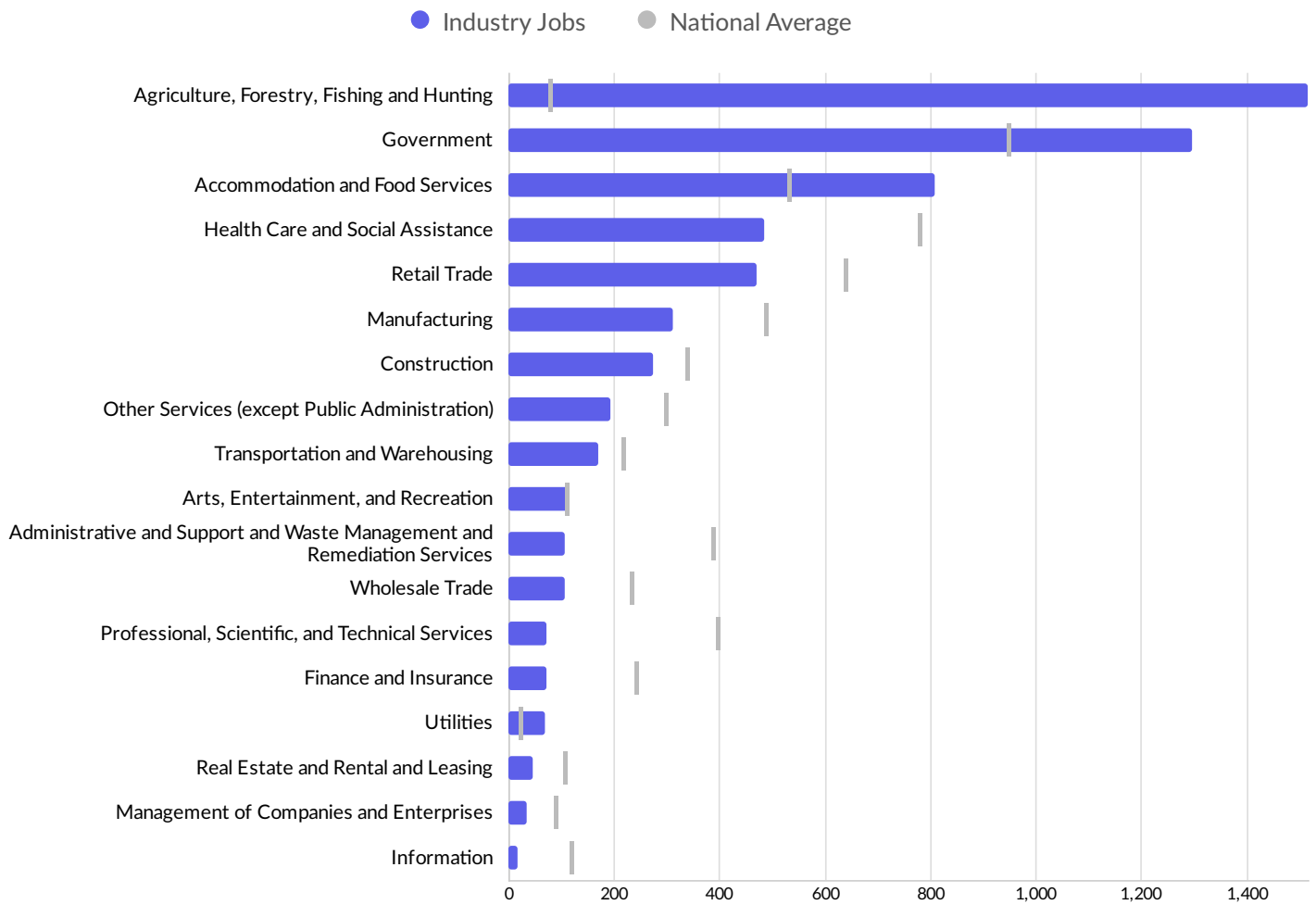
ZIP	Name	2017 Employment
53910	Adams, WI (in Adams c...	3,048
53934	Friendship, WI (in Ada...	1,904
54613	Arkdale, WI (in Adams ...	917
53936	Grand Marsh, WI (in A...	301

### Where Talent Lives

ZIP	Name	2017 Workers
53910	Adams, WI (in Adams c...	2,264
53934	Friendship, WI (in Ada...	2,136
54613	Arkdale, WI (in Adams ...	1,353
53936	Grand Marsh, WI (in A...	781

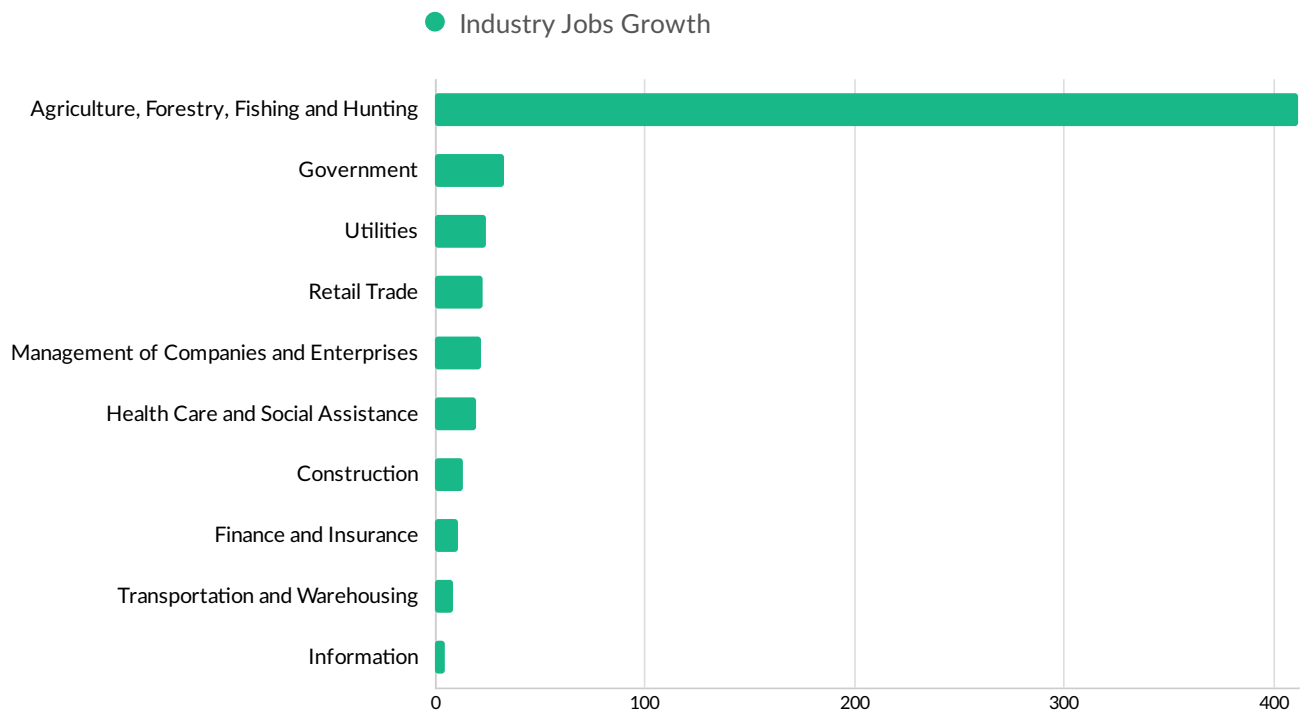
# Industry Characteristics

## Largest Industries



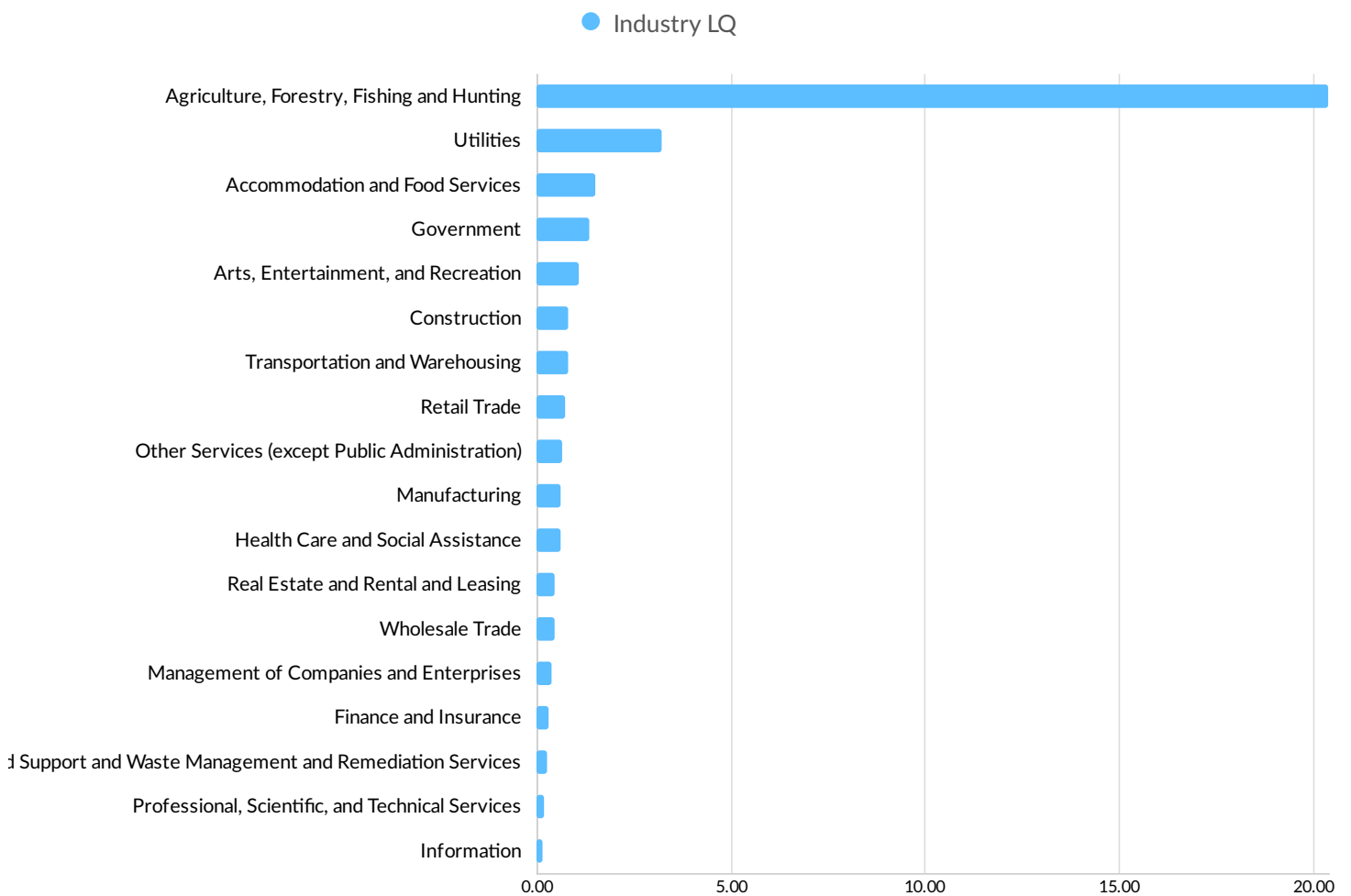
## Industry Characteristics - Cont.

### Top Growing Industries



## Industry Characteristics - Cont.

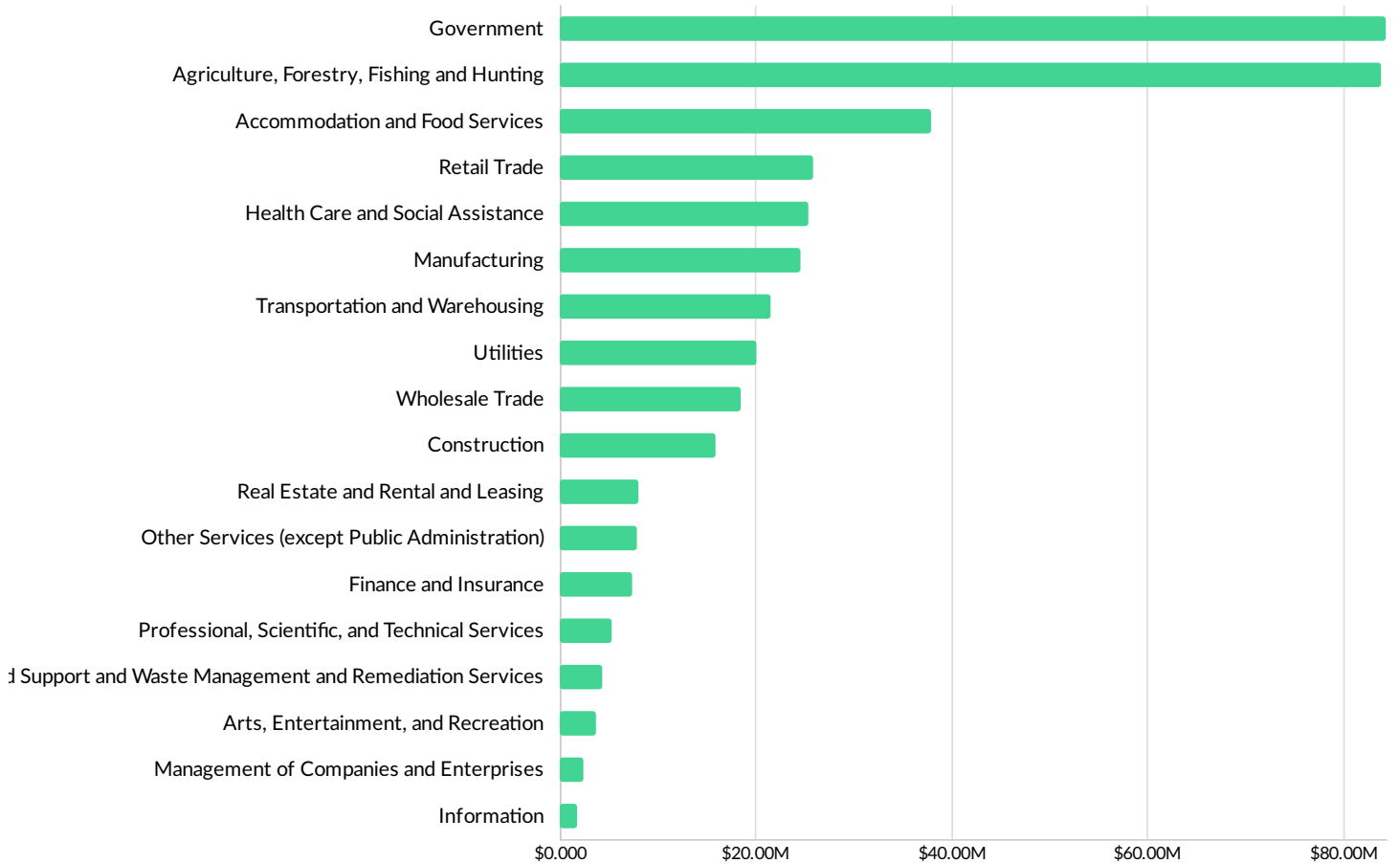
### Top Industry LQ



## Industry Characteristics - Cont.

### Top Industry GRP

● 2017 Gross Regional Product



## Industry Characteristics - Cont.

### Top Industry Earnings





## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Agriculture, Forestry, Fishing and Hunting	1,105	1,517	412	+37%	20.39	\$35,355	\$83.87M
Government	1,264	1,297	33	+3%	1.37	\$53,508	\$84.34M
Accommodation and Food Services	941	807	-134	-14%	1.53	\$23,741	\$37.87M
Health Care and Social Assistance	465	485	20	+4%	0.62	\$45,925	\$25.34M
Retail Trade	447	470	23	+5%	0.74	\$28,550	\$25.86M
Manufacturing	332	311	-21	-6%	0.64	\$59,790	\$24.50M
Construction	262	275	13	+5%	0.82	\$35,872	\$15.90M
Other Services (except Public Administration)	238	194	-44	-18%	0.65	\$21,819	\$7.93M
Transportation and Warehousing	161	170	9	+6%	0.80	\$63,012	\$21.55M
Arts, Entertainment, and Recreation	230	115	-115	-50%	1.09	\$23,157	\$3.66M
Administrative and Support and Waste Management and Remediation Services	121	106	-15	-12%	0.28	\$30,262	\$4.38M
Wholesale Trade	111	106	-5	-5%	0.46	\$59,020	\$18.41M
Professional, Scientific, and Technical Services	84	73	-11	-13%	0.19	\$41,598	\$5.30M
Finance and Insurance	60	71	11	+18%	0.30	\$39,459	\$7.34M
Utilities	46	70	24	+52%	3.22	\$81,658	\$20.08M





















## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	51	48	-3	-6%	0.46	\$31,081	\$7.97M
Management of Companies and Enterprises	12	34	22	+183%	0.39	\$62,076	\$2.36M
Information	12	17	5	+42%	0.15	\$41,440	\$1.84M

## Business Characteristics

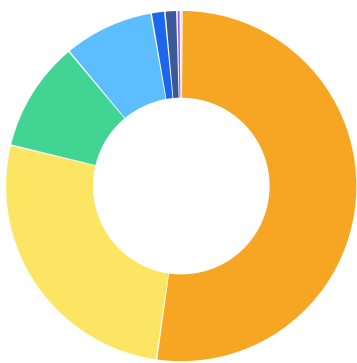
### 306 Companies Employ Your Workers

Online profiles for your workers mention 306 companies as employers, with the top 10 appearing below. In the last 12 months, 181 companies in Adams County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Adams-Friendship School Distr...	25 	Shopko Stores Operating Co., L...	191 
Moundview Memorial Hospital...	21 	C.R. England, Inc.	180 
Adams County Government	8 	Kwik Trip, Inc.	151 
Adams County Library	8 	Platinum Supplemental Insuran...	139 
Adams-Columbia Electric Coop...	8 	Averitt Express, Inc.	131 
Allied Cooperative	6 	Ashley Furniture Industries, Inc.	109 
Grand Marsh State Bank	6 	Dart Transit Co Inc	96 
Adams County Sheriff's Office	5 	Decker Truck Line, Inc.	96 
Coldwell Banker Real Estate LLC	5 	Dollar General Corporation	95 
Rocktenn	5 	Wel Companies, Inc.	90 

## Business Characteristics - Cont.

### Business Size

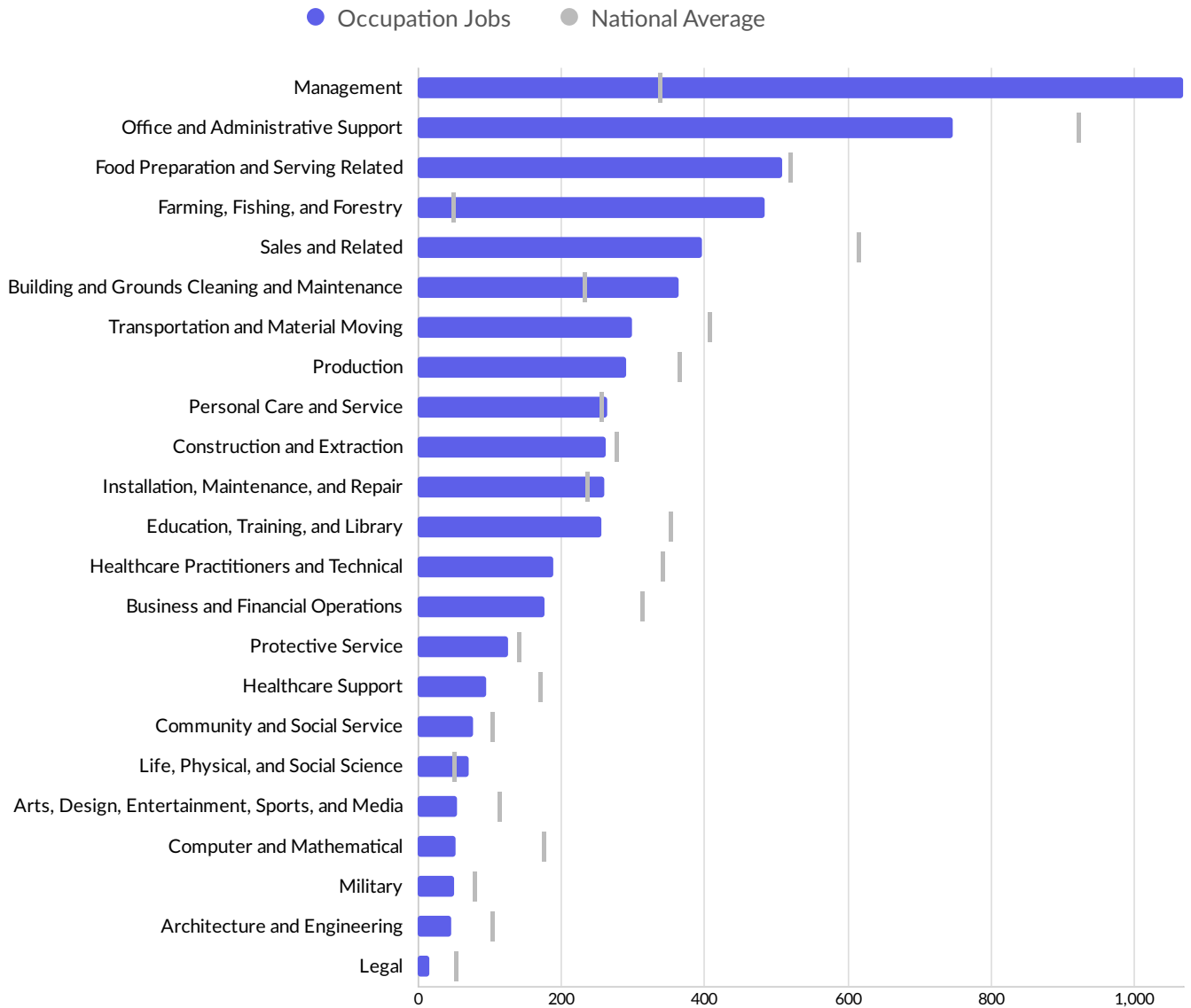


	Percentage	Business Count
1 to 4 employees	52.2%	333
5 to 9 employees	26.5%	169
10 to 19 employees	10.2%	65
20 to 49 employees	8.3%	53
50 to 99 employees	1.3%	8
100 to 249 employees	1.1%	7
250 to 499 employees	0.3%	2
500+ employees	0.2%	1

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

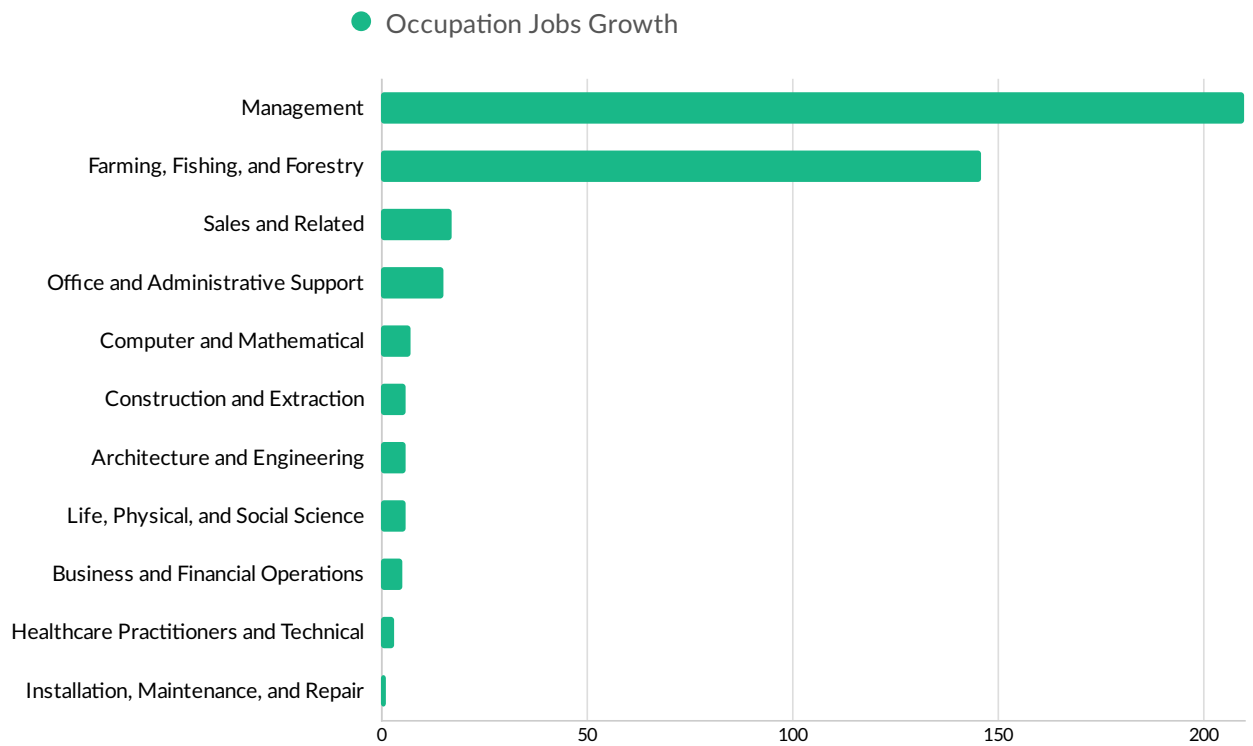
# Workforce Characteristics

## Largest Occupations



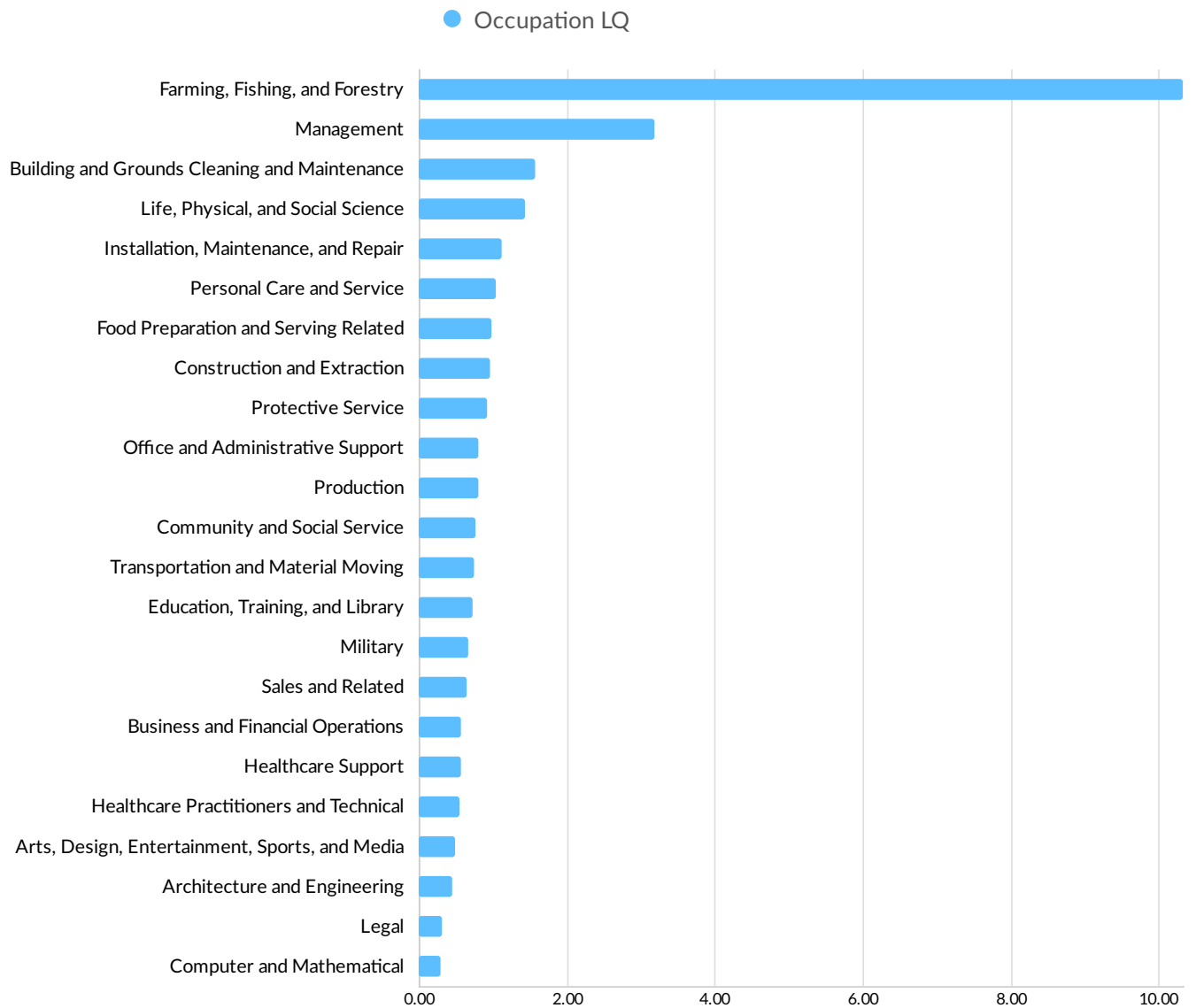
## Workforce Characteristics - Cont.

### Top Growing Occupations



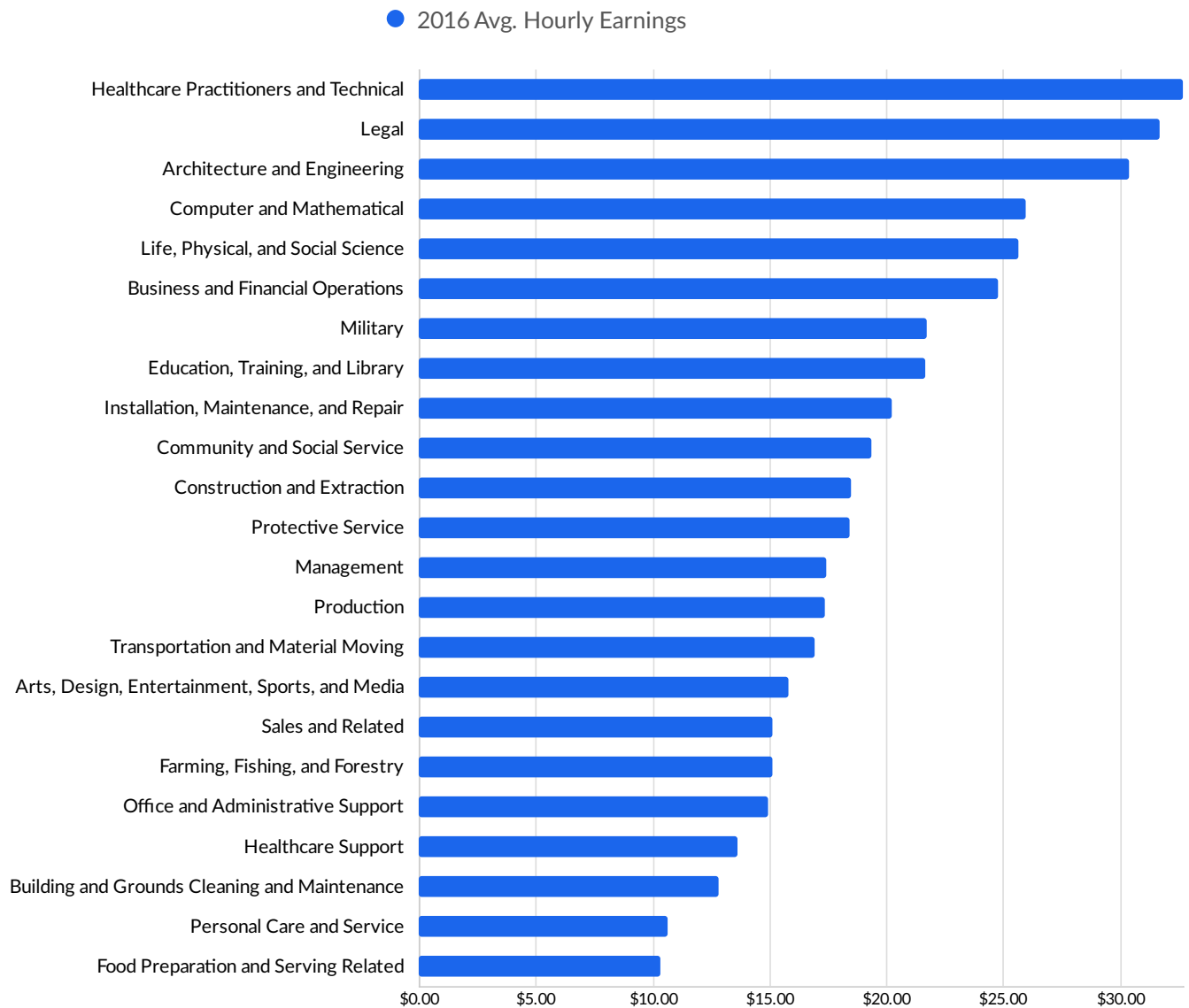
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

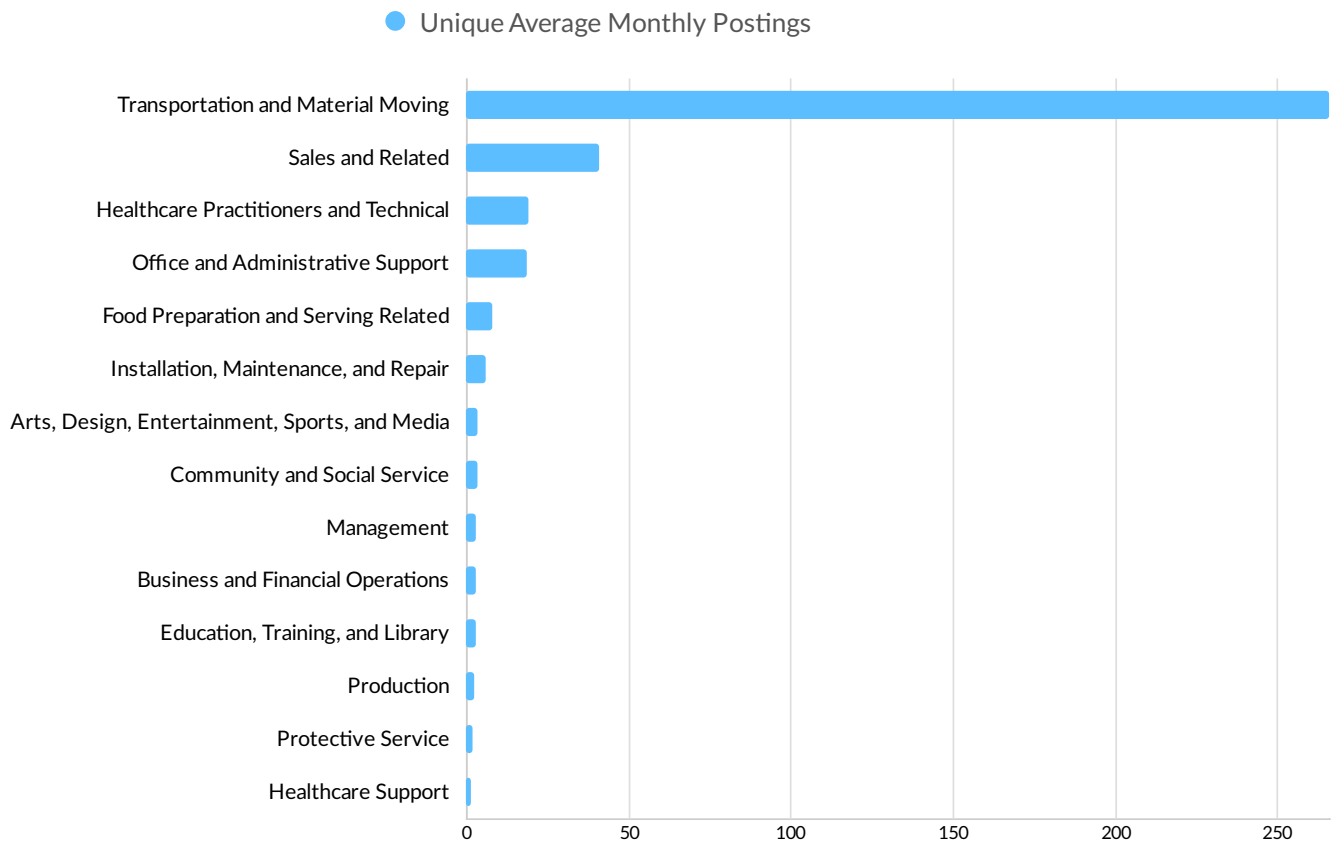
### Top Occupation Earnings





## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Management	859	1,069	210	+24%	3.19	\$17.45	3
Office and Administrative Support	732	747	15	+2%	0.81	\$14.97	19
Food Preparation and Serving Related	566	510	-56	-10%	0.99	\$10.33	8
Farming, Fishing, and Forestry	339	485	146	+43%	10.32	\$15.13	0
Sales and Related	379	396	17	+4%	0.65	\$15.16	41
Building and Grounds Cleaning and Maintenance	418	365	-53	-13%	1.58	\$12.82	1
Transportation and Material Moving	302	299	-3	-1%	0.74	\$16.97	266
Production	298	292	-6	-2%	0.81	\$17.37	3
Personal Care and Service	267	264	-3	-1%	1.04	\$10.67	1
Construction and Extraction	257	263	6	+2%	0.96	\$18.49	1
Installation, Maintenance, and Repair	260	261	1	+0%	1.12	\$20.22	6
Education, Training, and Library	313	257	-56	-18%	0.73	\$21.71	3
Healthcare Practitioners and Technical	186	189	3	+2%	0.56	\$32.71	19
Business and Financial Operations	173	178	5	+3%	0.57	\$24.78	3
Protective Service	128	127	-1	-1%	0.92	\$18.41	2

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Healthcare Support	103	95	-8	-8%	0.56	\$13.65	2
Community and Social Service	80	77	-3	-4%	0.77	\$19.37	3
Life, Physical, and Social Science	65	71	6	+9%	1.44	\$25.64	1
Arts, Design, Entertainment, Sports, and Media	58	56	-2	-3%	0.50	\$15.81	4
Computer and Mathematical	45	52	7	+16%	0.30	\$25.95	1
Military	55	52	-3	-5%	0.67	\$21.74	0
Architecture and Engineering	41	47	6	+15%	0.46	\$30.41	1
Legal	19	16	-3	-16%	0.31	\$31.73	0

## Educational Pipeline

Over the last 5 years, no schools in Adams County, WI produced graduates.