



# Adams County, WI

North Central Wisconsin Regional Planning Commission



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# 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.

**6,011**

**Jobs (2017)**

Jobs **grew by 64** over the last 5 years and are projected to **grow by 327** over the next 5 years.

**\$43.6K**

**Median Household Income (2016)**

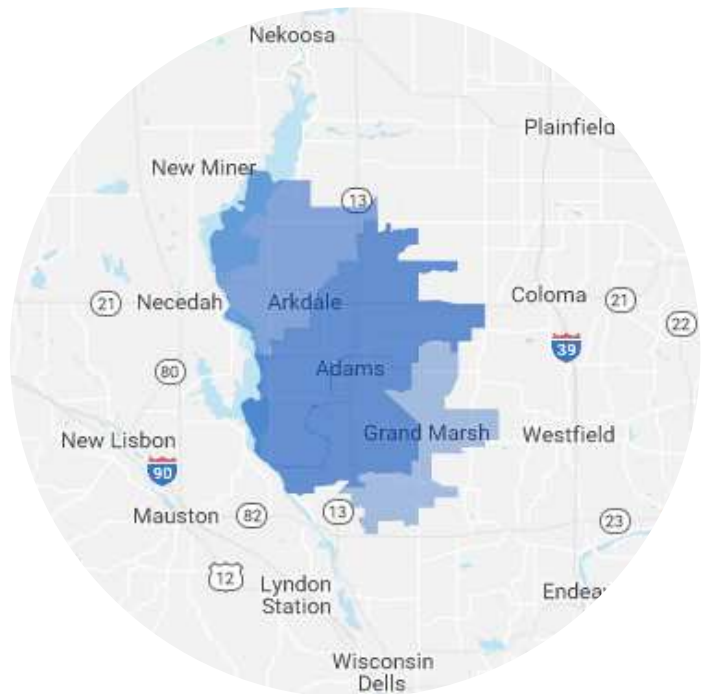
Median household income is **\$11.8K below** the national median household income of \$55.3K.

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 1.1%** in Adams County, WI from 5,946 to **6,011**. This change **fell short of the national growth rate of 8.2% by 7.1%**. As the number of jobs increased, the **labor force participation rate decreased from 49.0% to 46.5% 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).

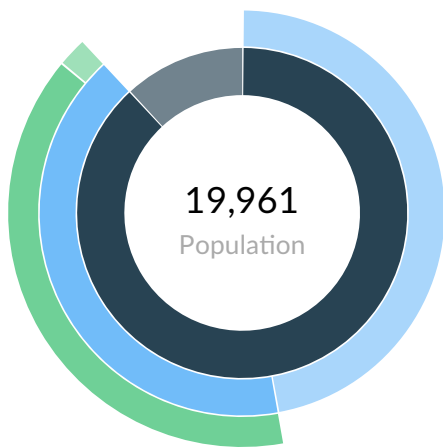
The top three industries in 2017 are Crop Production, Traveler Accommodation, and Local Government, Excluding Education and Hospitals.



|               | Population (2017) | Labor Force (2017) | Jobs (2017) | Cost of Living | GRP       | Imports   | Exports   |
|---------------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region        | 19,961            | 8,179              | 6,011       | 96.8           | \$468.85M | \$1.07B   | \$875.25M |
| NCWRPC        | 438,289           | 229,691            | 226,667     | 99.6           | \$21.46B  | \$27.38B  | \$26.69B  |
| Wisconsin     | 5,795,388         | 3,132,674          | 3,133,492   | 100.3          | \$316.46B | \$285.78B | \$314.04B |
| United States | 325,401,909       | 160,185,502        | 160,946,219 | 100.0          | \$19.27T  | \$0       | \$8.36T   |

## Economy Overview - Cont.

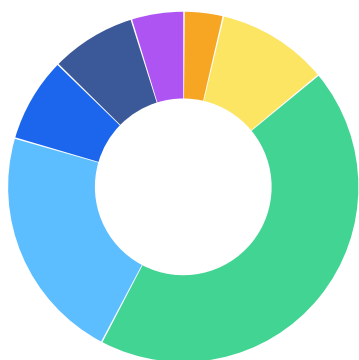
### 2017 Labor Force Breakdown



|                                | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 17,573     |
| ● Not in Labor Force (15+)     | 9,394      |
| ● Labor Force                  | 8,179      |
| ● Employed                     | 7,762      |
| ● Unemployed                   | 417        |
| ● 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).

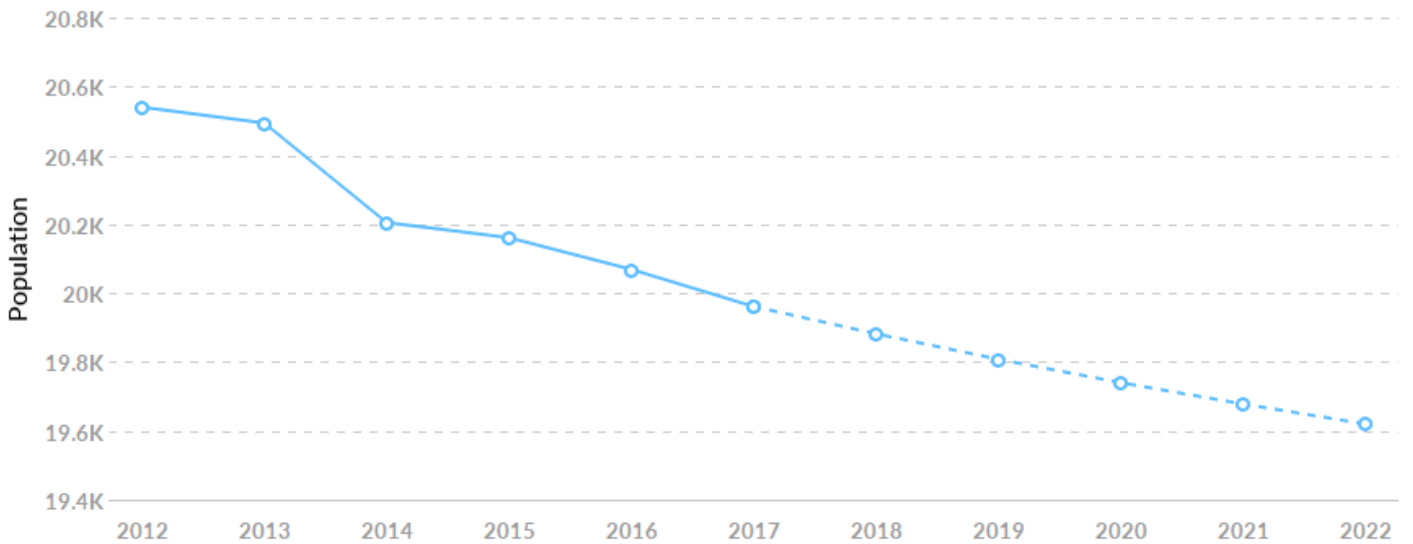


|                              | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade        | 3.6%            | 573        |
| ● 9th Grade to 12th Grade    | 10.3%           | 1,642      |
| ● High School Diploma        | 43.7%           | 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.

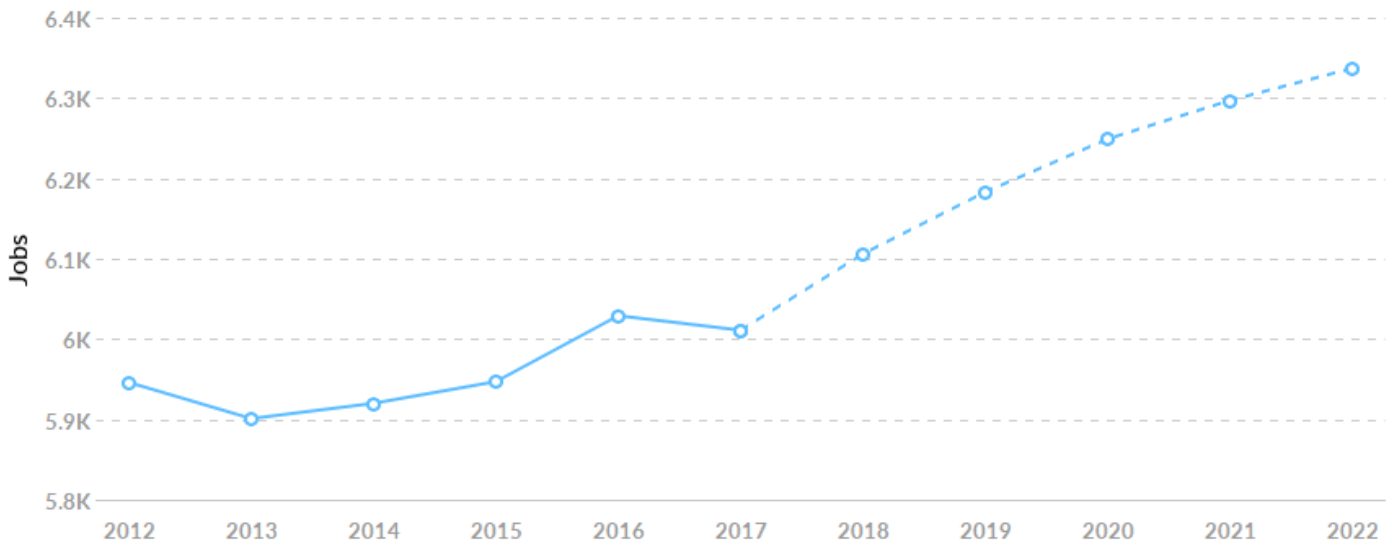


| Timeframe | Population |
|-----------|------------|
| 2012      | 20,540     |
| 2013      | 20,494     |
| 2014      | 20,205     |
| 2015      | 20,161     |
| 2016      | 20,069     |
| 2017      | 19,961     |
| 2018      | 19,882     |
| 2019      | 19,808     |
| 2020      | 19,740     |
| 2021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

# Historic & Projected Trends - Cont.

## Job Trends

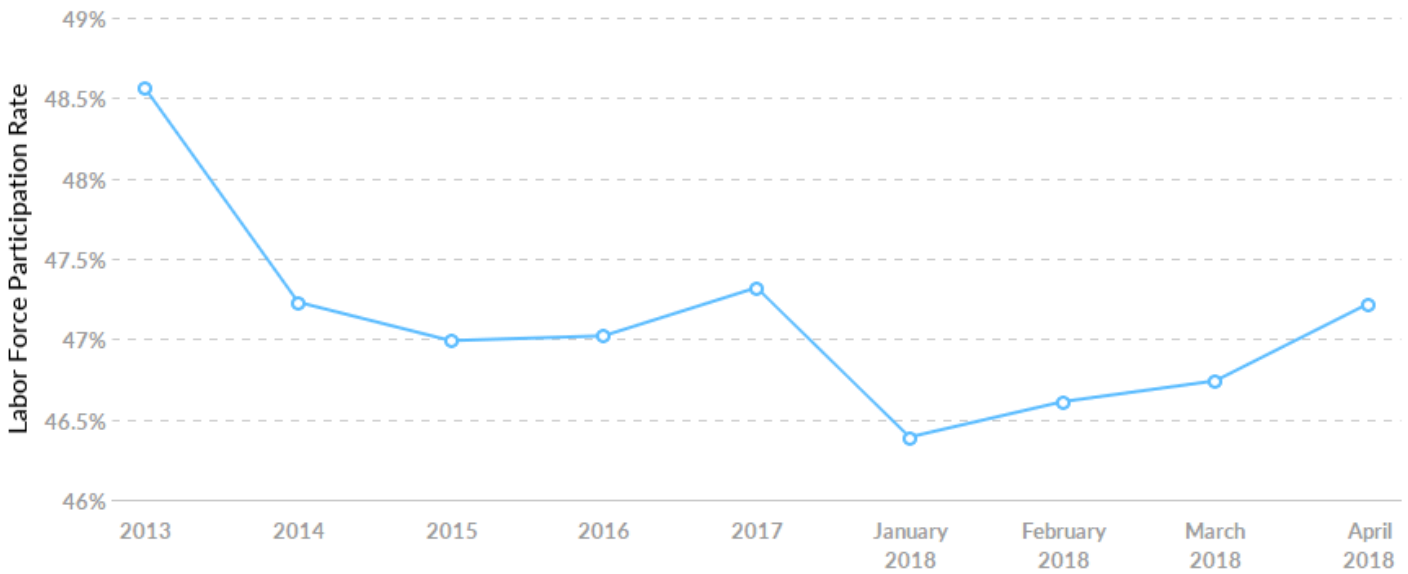
From 2012 to 2017, jobs increased by 1.1% in Adams County, WI from 5,946 to 6,011. This change fell short of the national growth rate of 8.2% by 7.1%.



| Timeframe | Jobs  |
|-----------|-------|
| 2012      | 5,946 |
| 2013      | 5,901 |
| 2014      | 5,920 |
| 2015      | 5,947 |
| 2016      | 6,029 |
| 2017      | 6,011 |
| 2018      | 6,106 |
| 2019      | 6,183 |
| 2020      | 6,249 |
| 2021      | 6,297 |
| 2022      | 6,337 |

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

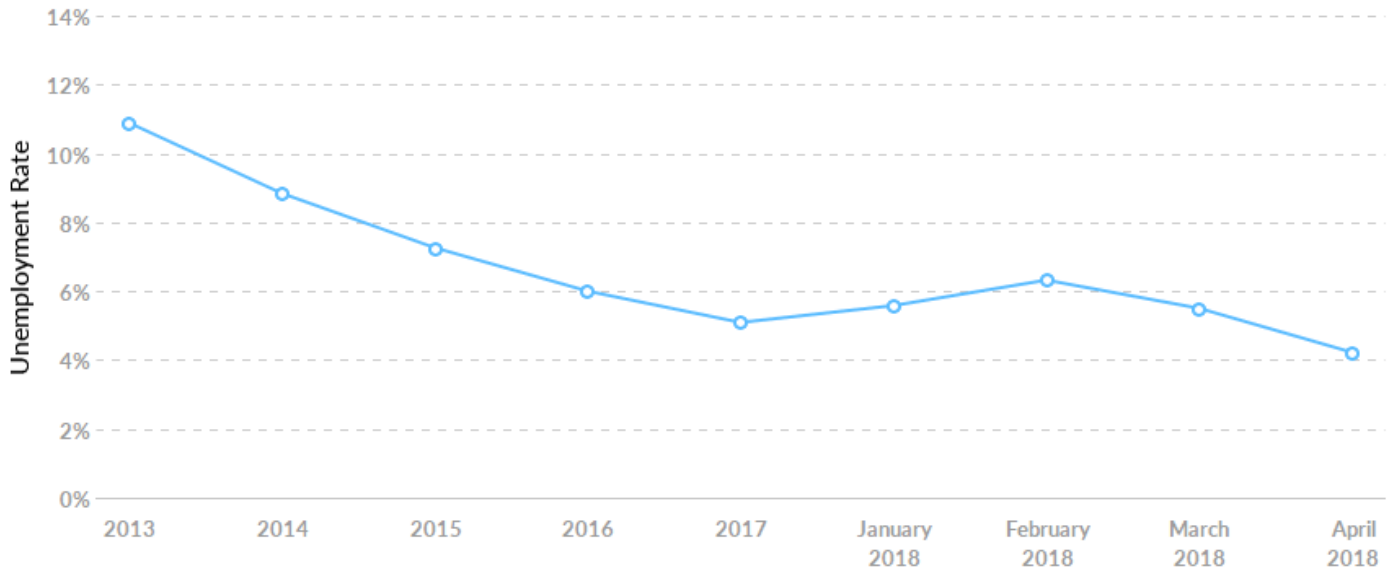


| Timeframe     | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2013          | 48.56%                         |
| 2014          | 47.23%                         |
| 2015          | 46.99%                         |
| 2016          | 47.02%                         |
| 2017          | 47.32%                         |
| January 2018  | 46.39%                         |
| February 2018 | 46.61%                         |
| March 2018    | 46.74%                         |
| April 2018    | 47.22%                         |

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

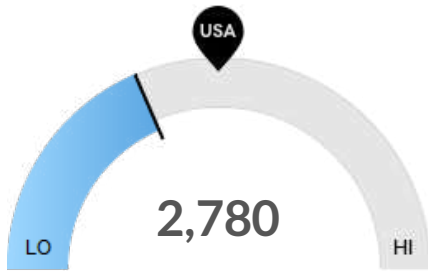
Adams County, WI had an April 2018 unemployment rate of 4.22%, **decreasing from 10.89%** 5 years before.



| Timeframe     | Unemployment Rate |
|---------------|-------------------|
| 2013          | 10.89%            |
| 2014          | 8.84%             |
| 2015          | 7.26%             |
| 2016          | 6.00%             |
| 2017          | 5.09%             |
| January 2018  | 5.58%             |
| February 2018 | 6.32%             |
| March 2018    | 5.50%             |
| April 2018    | 4.22%             |

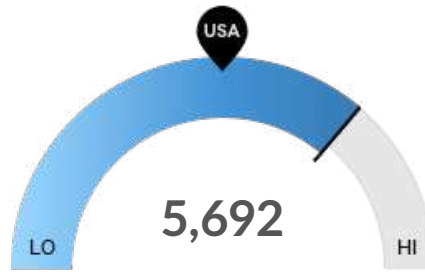


## Population Characteristics



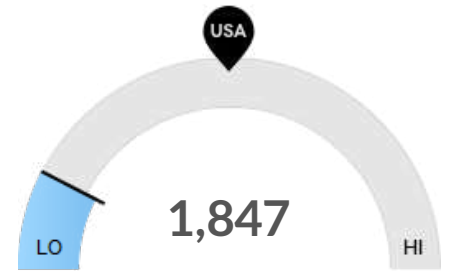
**Millennials**

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



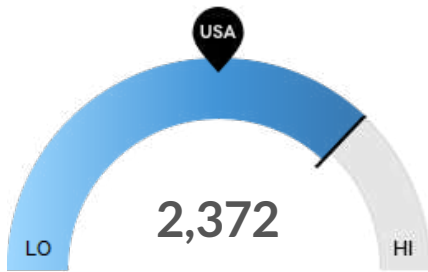
**Retiring Soon**

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.



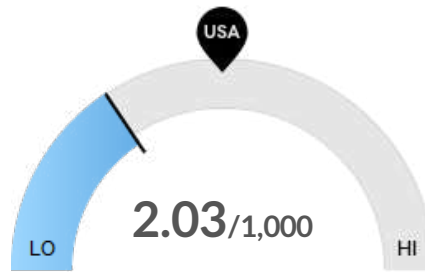
**Racial Diversity**

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.



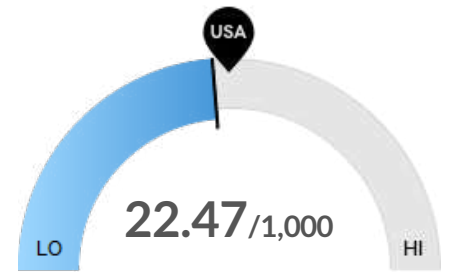
**Veterans**

Adams County, WI has 2,372 veterans. The national average for an area this size is 1,213.



**Violent Crime**

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



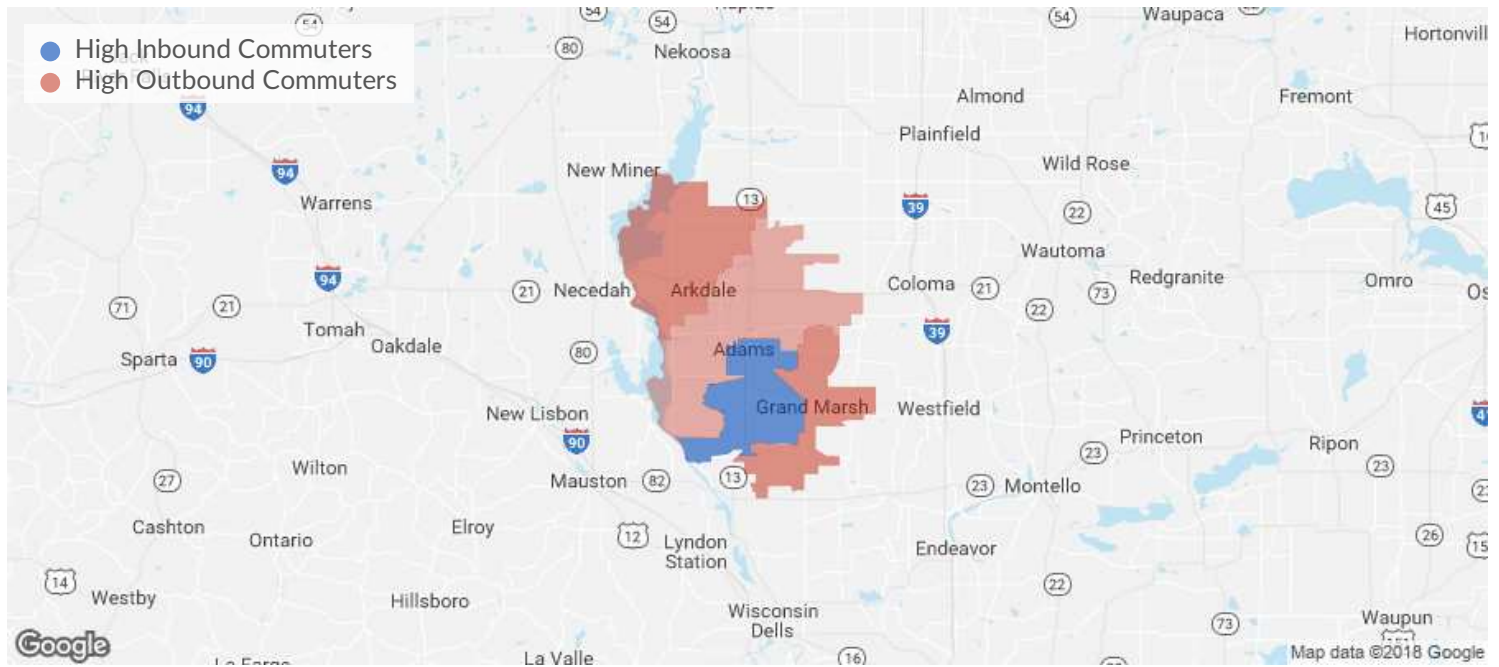
**Property Crime**

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. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 53934.



### Where Talent Works

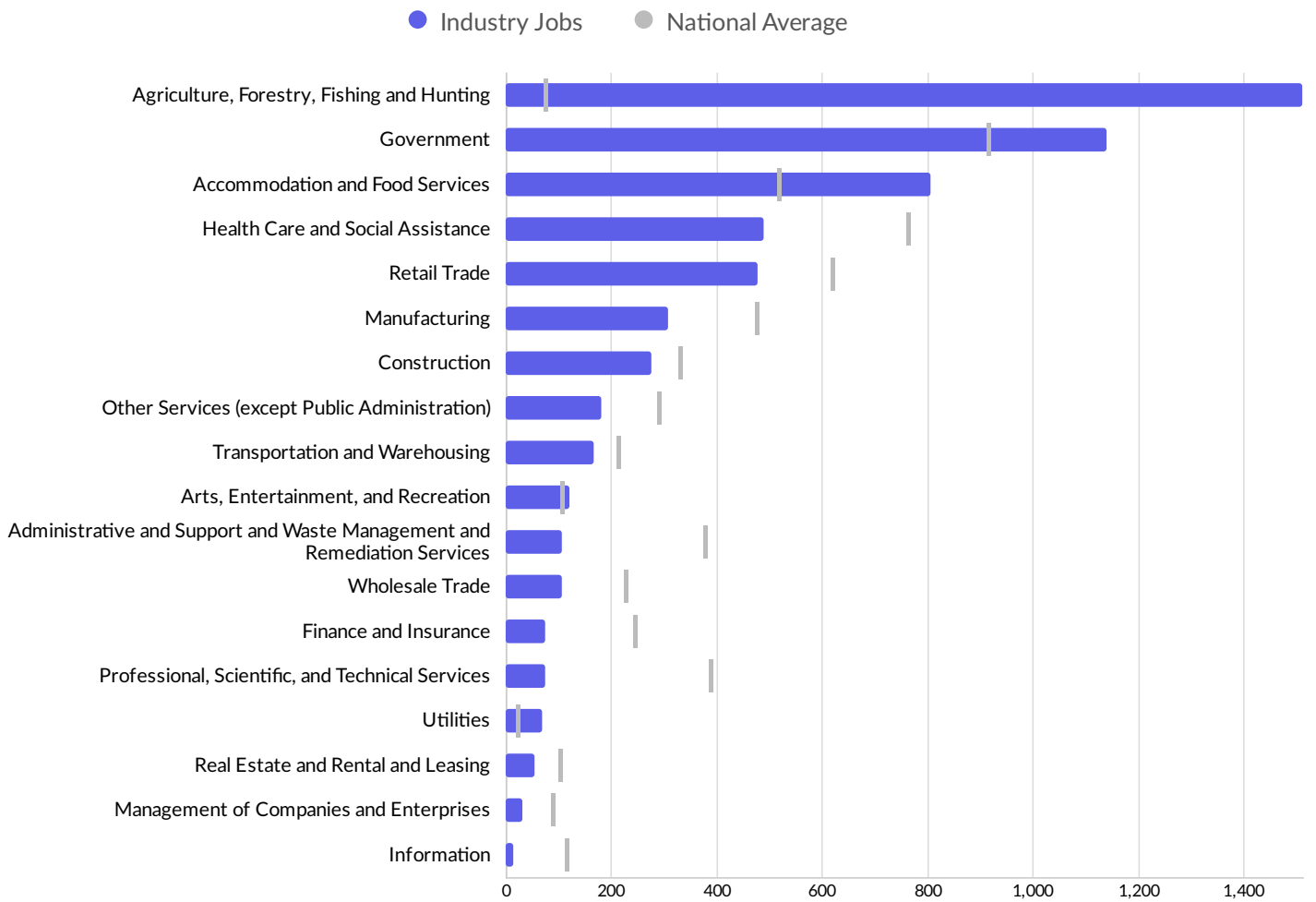
| ZIP   | Name                      | 2017 Employment |
|-------|---------------------------|-----------------|
| 53910 | Adams, WI (in Adams c...  | 2,702           |
| 53934 | Friendship, WI (in Ada... | 1,864           |
| 54613 | Arkdale, WI (in Adams ... | 1,153           |
| 53936 | Grand Marsh, WI (in A...  | 291             |

### Where Talent Lives

| ZIP   | Name                      | 2017 Workers |
|-------|---------------------------|--------------|
| 53934 | Friendship, WI (in Ada... | 2,095        |
| 53910 | Adams, WI (in Adams c...  | 2,059        |
| 54613 | Arkdale, WI (in Adams ... | 1,505        |
| 53936 | Grand Marsh, WI (in A...  | 734          |

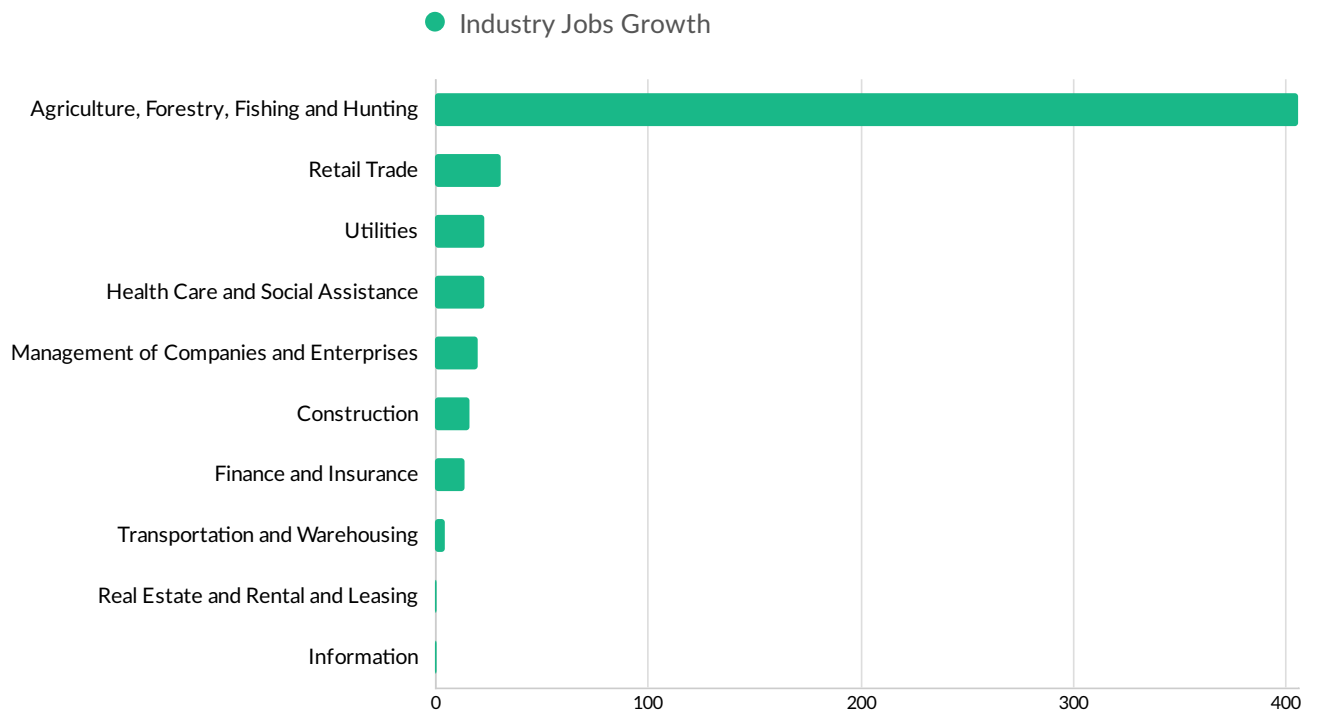
# Industry Characteristics

## Largest Industries



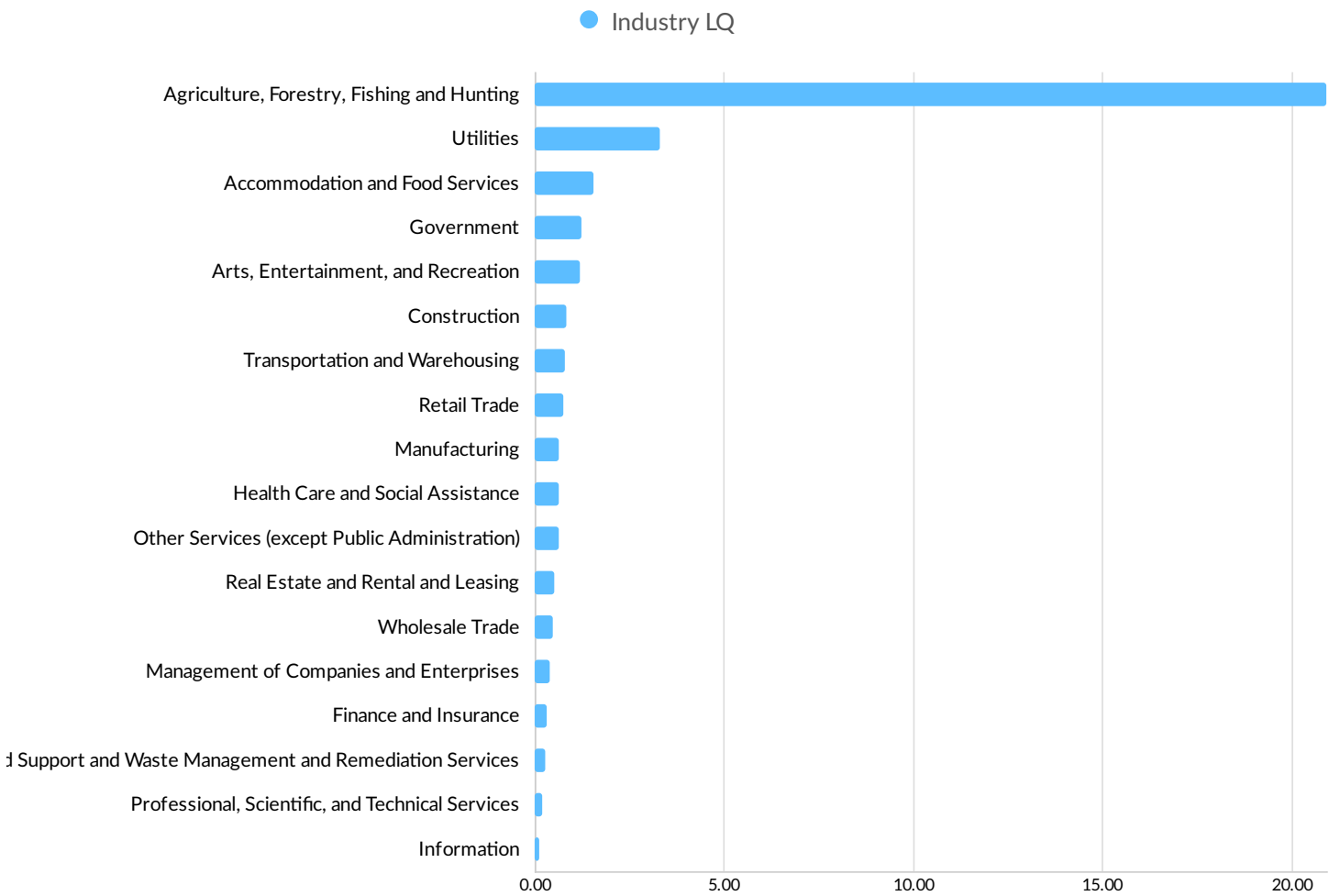
## Industry Characteristics - Cont.

### Top Growing Industries



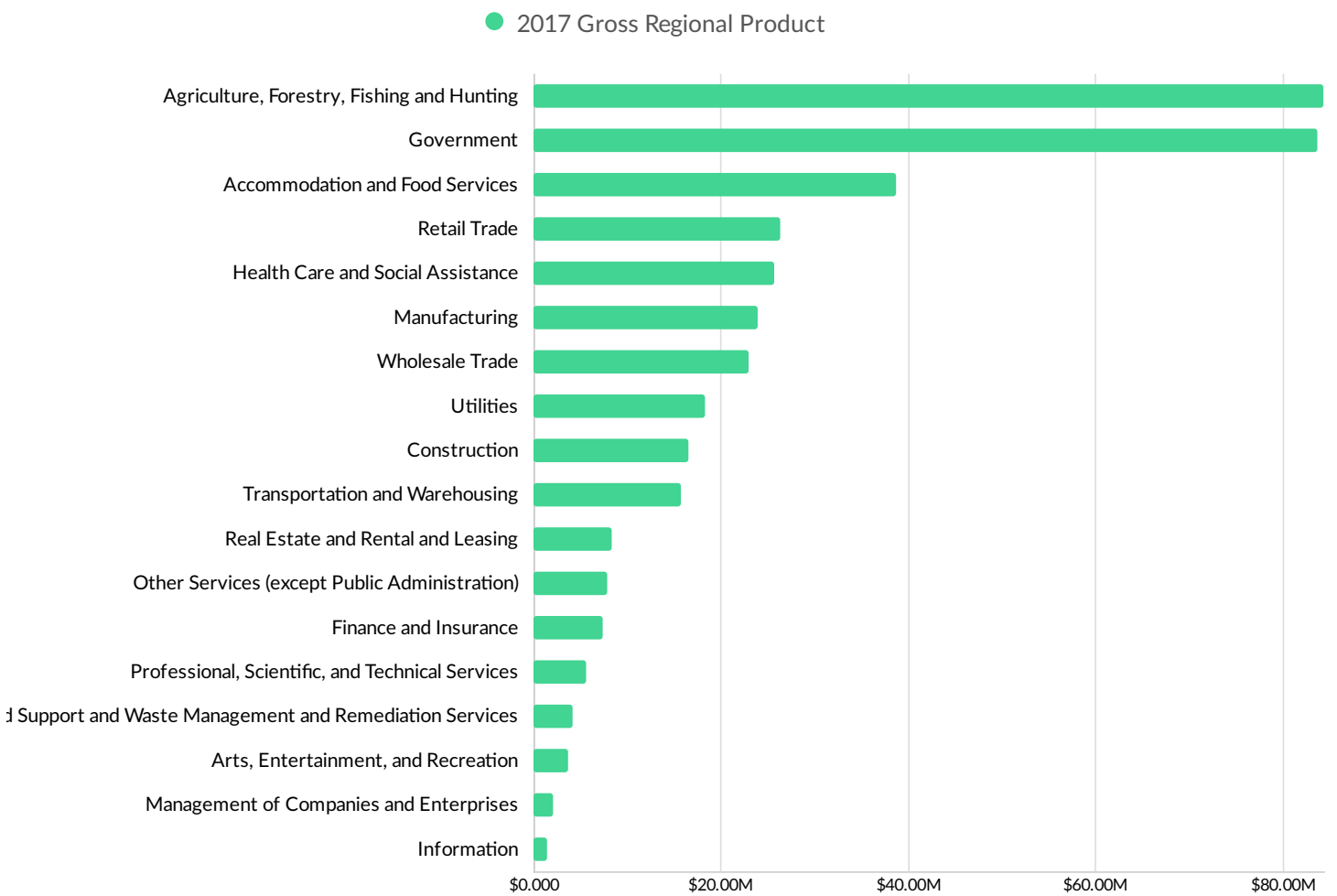
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

### Top Industry GRP



## 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     | 1,511     | 406            | +37%             | 20.93   | \$35,349                 | \$84.41M |
| Government   | 1,264     | 1,139     | -125           | -10%             | 1.25    | \$60,171                 | \$83.76M |
| Accommodation and Food Services  | 941       | 807       | -134           | -14%             | 1.56    | \$24,366                 | \$38.80M |
| Health Care and Social Assistance  | 465       | 488       | 23             | +5%              | 0.64    | \$46,450                 | \$25.73M |
| Retail Trade   | 447       | 478       | 31             | +7%              | 0.78    | \$28,604                 | \$26.42M |
| Manufacturing  | 332       | 307       | -25            | -8%              | 0.65    | \$59,036                 | \$23.98M |
| Construction   | 262       | 278       | 16             | +6%              | 0.84    | \$36,800                 | \$16.58M |
| Other Services (except Public Administration)                            | 238       | 182       | -56            | -24%             | 0.63    | \$22,793                 | \$7.81M  |
| Transportation and Warehousing   | 161       | 166       | 5              | +3%              | 0.79    | \$53,645                 | \$15.70M |
| Arts, Entertainment, and Recreation                                      | 230       | 122       | -108           | -47%             | 1.18    | \$22,269                 | \$3.73M  |
| Administrative and Support and Waste Management and Remediation Services | 121       | 106       | -15            | -12%             | 0.28    | \$29,427                 | \$4.24M  |
| Wholesale Trade  | 111       | 105       | -6             | -5%              | 0.47    | \$77,617                 | \$22.97M |
| Finance and Insurance  | 62        | 76        | 14             | +23%             | 0.31    | \$38,282                 | \$7.42M  |
| Professional, Scientific, and Technical Services                         | 84        | 75        | -9             | -11%             | 0.19    | \$44,003                 | \$5.70M  |
| Utilities  | 46        | 69        | 23             | +50%             | 3.31    | \$75,444                 | \$18.34M |
| Real Estate and Rental and Leasing                                       | 53        | 54        | 1              | +2%              | 0.54    | \$31,341                 | \$8.32M  |
| Management of Companies and Enterprises                                  | 12        | 32        | 20             | +167%            | 0.38    | \$58,726                 | \$2.13M  |
| Information  | 12        | 13        | 1              | +8%              | 0.12    | \$39,013                 | \$1.50M  |



# Business Characteristics

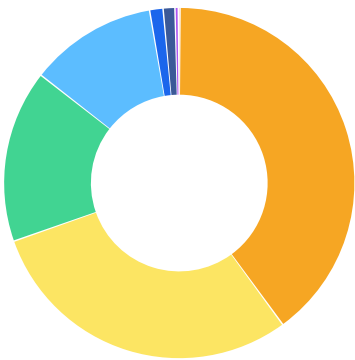
## 409 Companies Employ Your Workers

Online profiles for your workers mention 409 companies as employers, with the top 10 appearing below. In the last 12 months, 210 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... | 36    | Platinum Supplemental Insuran...  | 81    |
| The Adams Company                | 28  | C.R. England, Inc.                | 60  |
| Moundview Memorial Hospital...   | 24  | Shopko Stores Operating Co., L... | 55  |
| Allied Cooperative               | 9   | The Adams Company                 | 44  |
| Adams County Library             | 8   | Tutree, Inc.                      | 41  |
| Adams-Columbia Electric Coop...  | 8   | Barr-Nunn Transportation, Inc.    | 35  |
| Chula Vista R14                  | 8   | Heartland Express, Inc.           | 35  |
| Adams County Government          | 7   | Koch Trucking, Inc.               | 32  |
| Rocktenn                         | 7   | Kwik Trip, Inc.                   | 32  |
| Adams County Sheriff's Office    | 6   | Moundview Memorial Hospital...    | 30  |

## Business Characteristics - Cont.

### Business Size

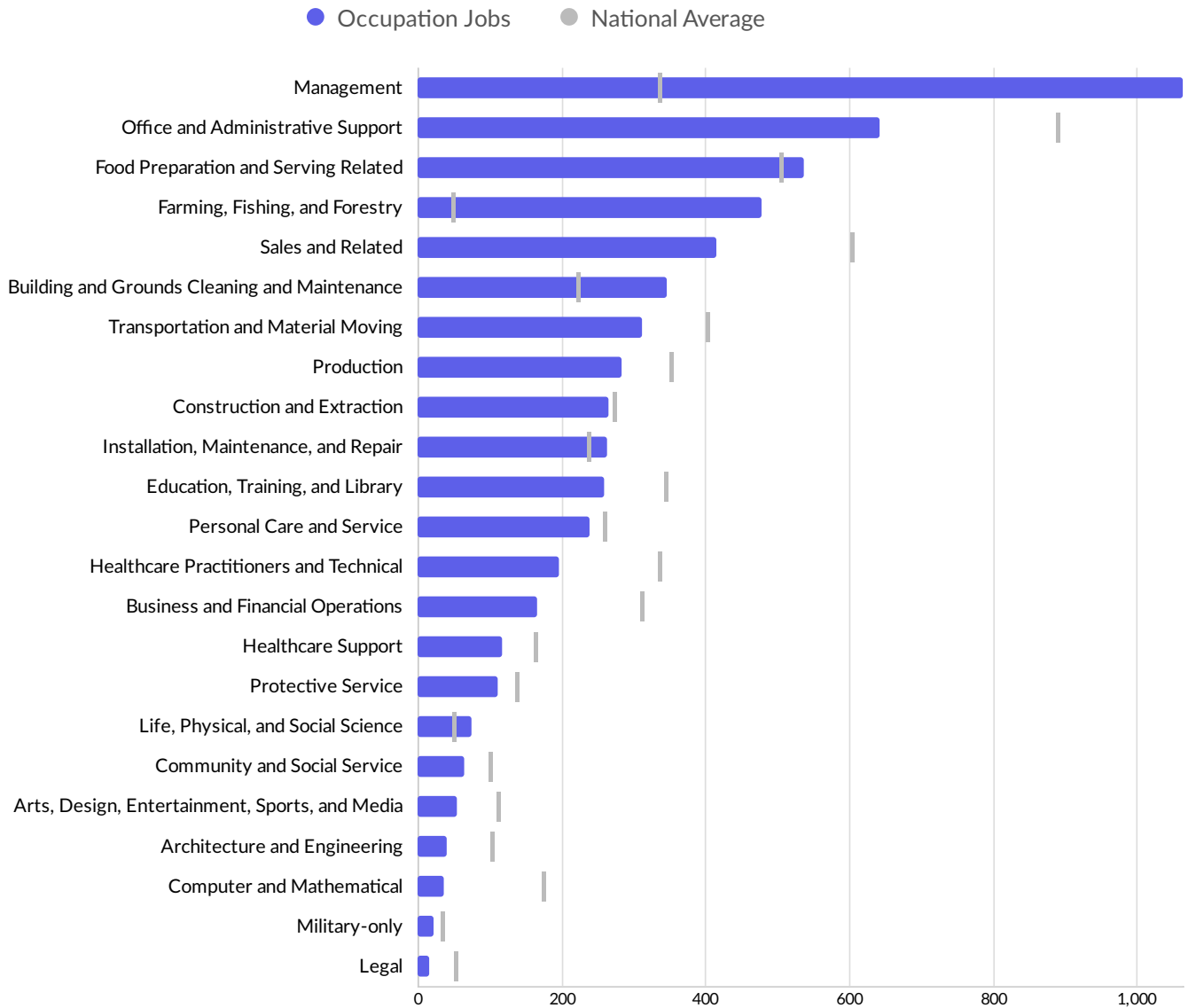


|                        | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees     | 39.9%      | 258            |
| ● 5 to 9 employees     | 29.7%      | 192            |
| ● 10 to 19 employees   | 15.9%      | 103            |
| ● 20 to 49 employees   | 11.7%      | 76             |
| ● 50 to 99 employees   | 1.2%       | 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.*

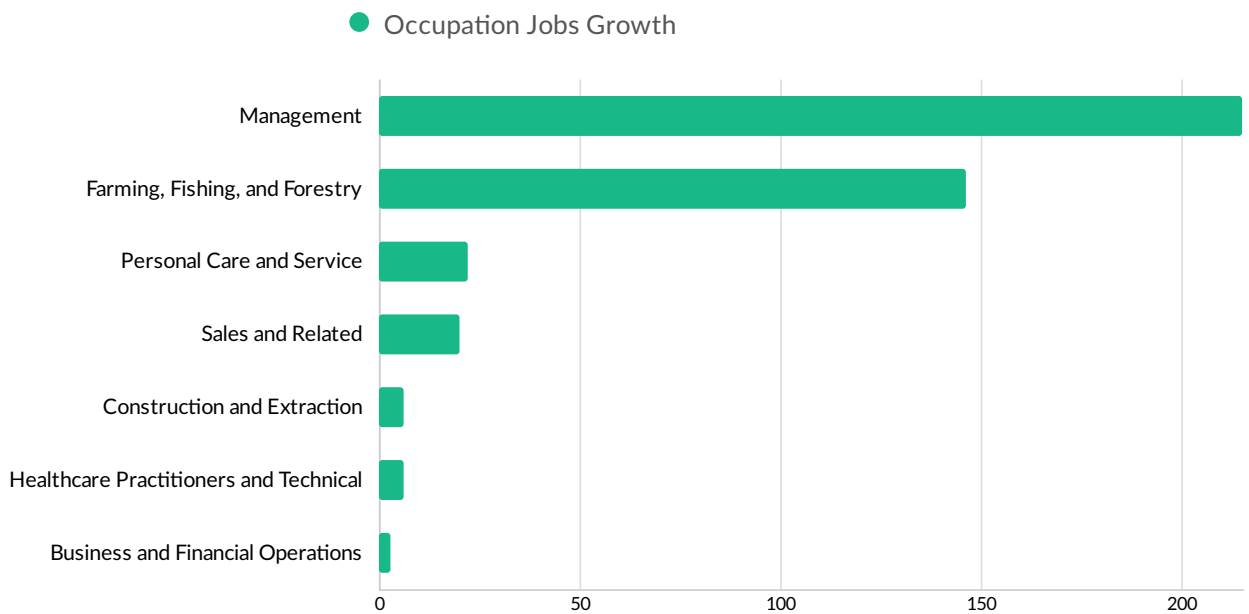
# Workforce Characteristics

## Largest Occupations



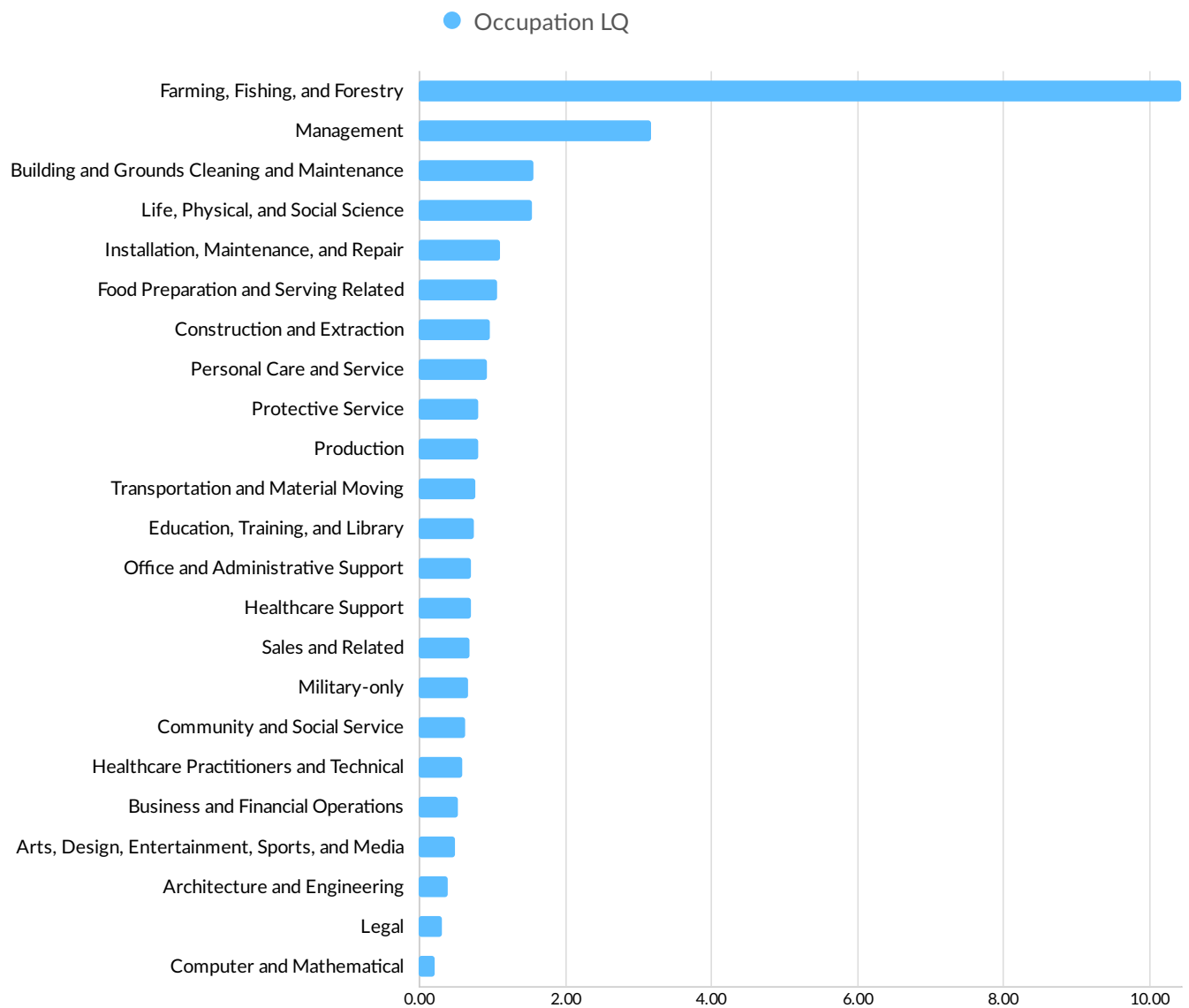
## Workforce Characteristics - Cont.

### Top Growing Occupations



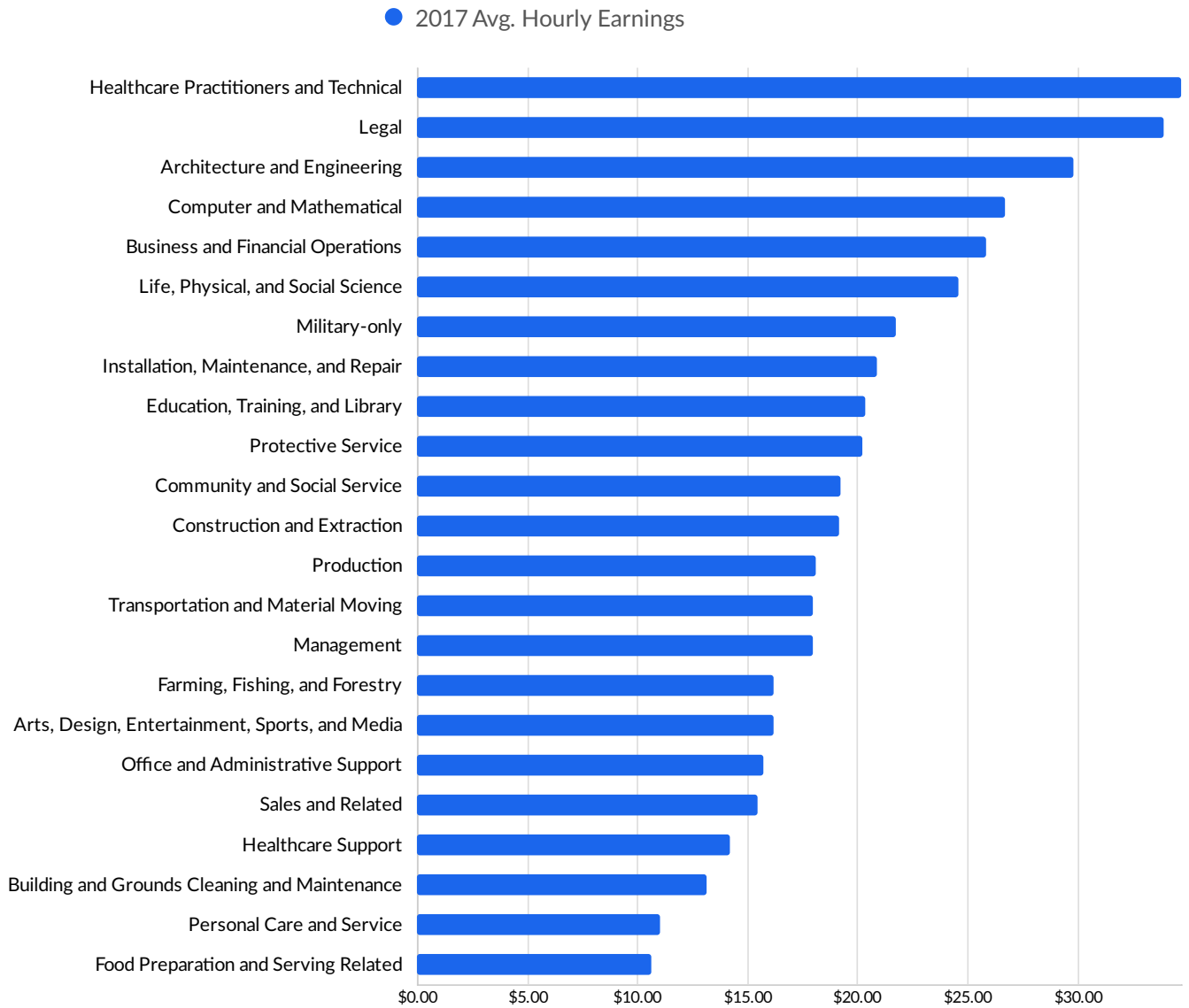
## Workforce Characteristics - Cont.

### Top Occupation LQ



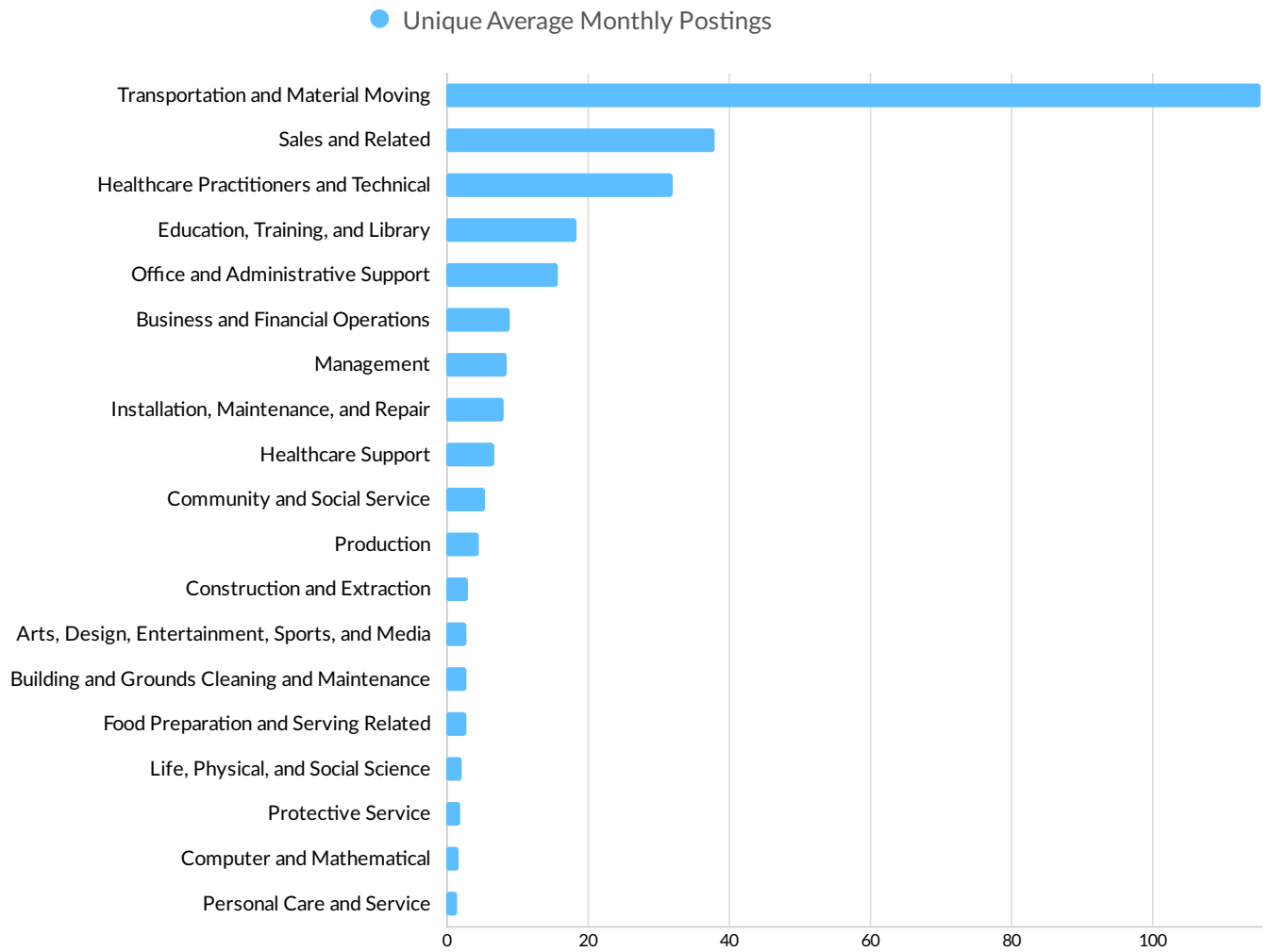
## Workforce Characteristics - Cont.

### 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 | 2017 Avg. Hourly Earnings | Sep 2017 - Aug 2018 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Management                                    | 850       | 1,065     | 215            | +25%             | 3.18    | \$17.97                   | 9   |
| Office and Administrative Support             | 711       | 643       | -68            | -10%             | 0.72    | \$15.73                   | 16  |
| Food Preparation and Serving Related          | 597       | 537       | -60            | -10%             | 1.07    | \$10.67                   | 3   |
| Farming, Fishing, and Forestry                | 332       | 478       | 146            | +44%             | 10.45   | \$16.23                   | 0   |
| Sales and Related                             | 396       | 416       | 20             | +5%              | 0.69    | \$15.49                   | 38  |
| Building and Grounds Cleaning and Maintenance | 431       | 348       | -83            | -19%             | 1.57    | \$13.14                   | 3   |
| Transportation and Material Moving            | 315       | 313       | -2             | -1%              | 0.78    | \$17.97                   | 116   |
| Production                                    | 296       | 284       | -12            | -4%              | 0.81    | \$18.11                   | 5   |
| Construction and Extraction                   | 260       | 266       | 6              | +2%              | 0.98    | \$19.17                   | 3   |
| Installation, Maintenance, and Repair         | 266       | 264       | -2             | -1%              | 1.12    | \$20.91                   | 8   |
| Education, Training, and Library              | 330       | 260       | -70            | -21%             | 0.76    | \$20.33                   | 19  |
| Personal Care and Service                     | 218       | 240       | 22             | +10%             | 0.93    | \$11.07                   | 2   |
| Healthcare Practitioners and Technical        | 190       | 196       | 6              | +3%              | 0.59    | \$34.71                   | 32  |
| Business and Financial Operations             | 163       | 166       | 3              | +2%              | 0.53    | \$25.83                   | 9   |
| Healthcare Support                            | 128       | 117       | -11            | -9%              | 0.72    | \$14.21                   | 7   |
| Protective Service                            | 124       | 112       | -12            | -10%             | 0.82    | \$20.24                   | 2   |
| Life, Physical, and Social Science            | 79        | 75        | -4             | -5%              | 1.56    | \$24.56                   | 2   |



## Workforce Characteristics - Cont.

| Occupation                                     | 2012 Jobs | 2017 Jobs | Change in Jobs | % Change in Jobs | 2017 LQ | 2017 Avg. Hourly Earnings | Sep 2017 - Aug 2018 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Community and Social Service                   | 80        | 64        | -16            | -20%             | 0.65    | \$19.21                   | 5   |
| Arts, Design, Entertainment, Sports, and Media | 60        | 54        | -6             | -10%             | 0.49    | \$16.18                   | 3   |
| Architecture and Engineering                   | 41        | 40        | -1             | -2%              | 0.40    | \$29.81                   | 1   |
| Computer and Mathematical                      | 38        | 36        | -2             | -5%              | 0.21    | \$26.69                   | 2   |
| Military-only                                  | 23        | 22        | -1             | -4%              | 0.68    | \$21.74                   | 0   |
| Legal  | 20        | 16        | -4             | -20%             | 0.33    | \$33.94                   | 0   |

## Educational Pipeline

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