



# Adams County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

# Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	9
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	25

## Economy Overview

**19,860**

**Population (2018)**

Population **decreased by 559** over the last 5 years and is projected to **decrease by 265** over the next 5 years.

**5,878**

**Jobs (2018)**

Jobs **decreased by 21** over the last 5 years but are projected to **grow by 155** over the next 5 years.

**\$44.0K**

**Median Household Income (2017)**

Median household income is **\$13.6K below** the national median household income of \$57.7K.

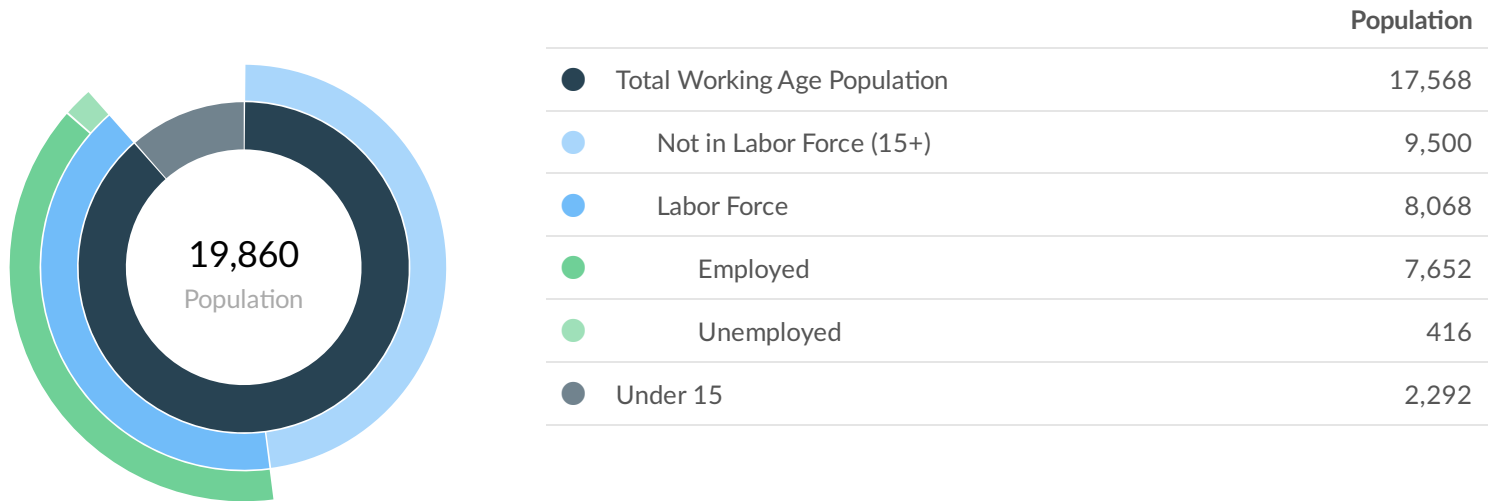
## Takeaways

- As of 2018 the region's population **declined by 2.7%** since 2013, falling by 559. Population is expected to **decrease by 1.3%** between 2018 and 2023, losing 265.
- From 2013 to 2018, jobs **declined by 0.4%** in Adams County, WI from 5,899 to 5,878. This change **fell short of the national growth rate of 8.2% by 8.6%**. As the number of jobs declined, the **labor force participation rate decreased from 48.4% to 45.9% between 2013 and 2018**.
- Concerning educational attainment, **8.2% of Adams County, WI residents possess a Bachelor's Degree** (10.4% below the national average), and **7.9% hold an Associate's Degree** (0.1% below the national average).
- The top three industries in 2018 are Crop Production, Traveler Accommodation, and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	19,860	8,068	5,878	96.8	\$496.93M	\$1.12B	\$912.56M
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

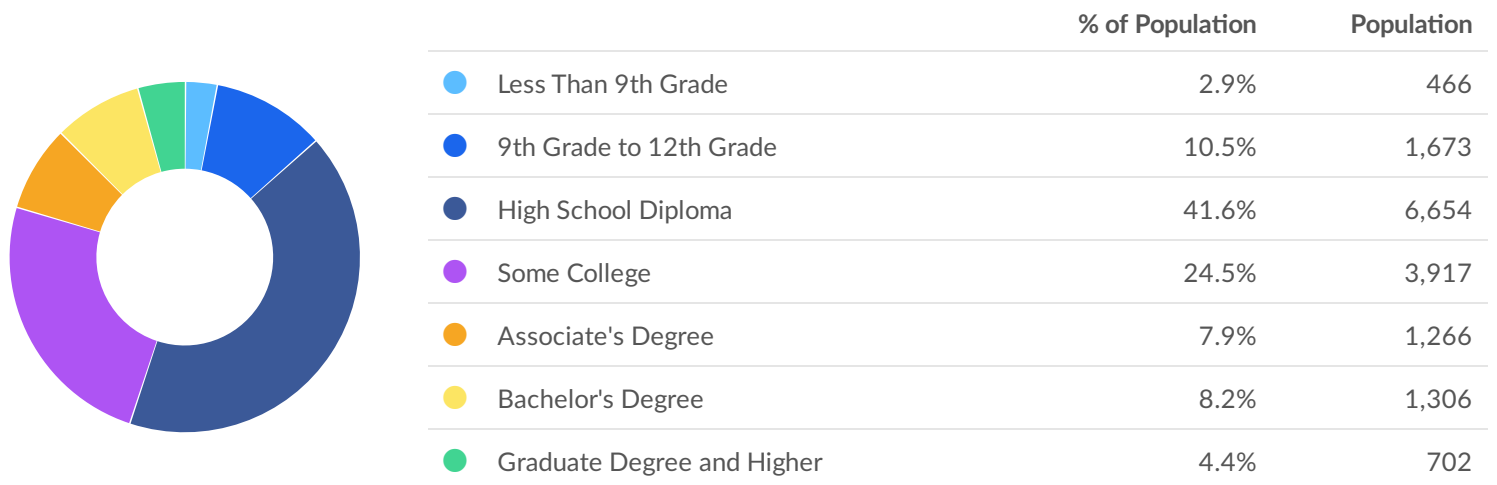
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

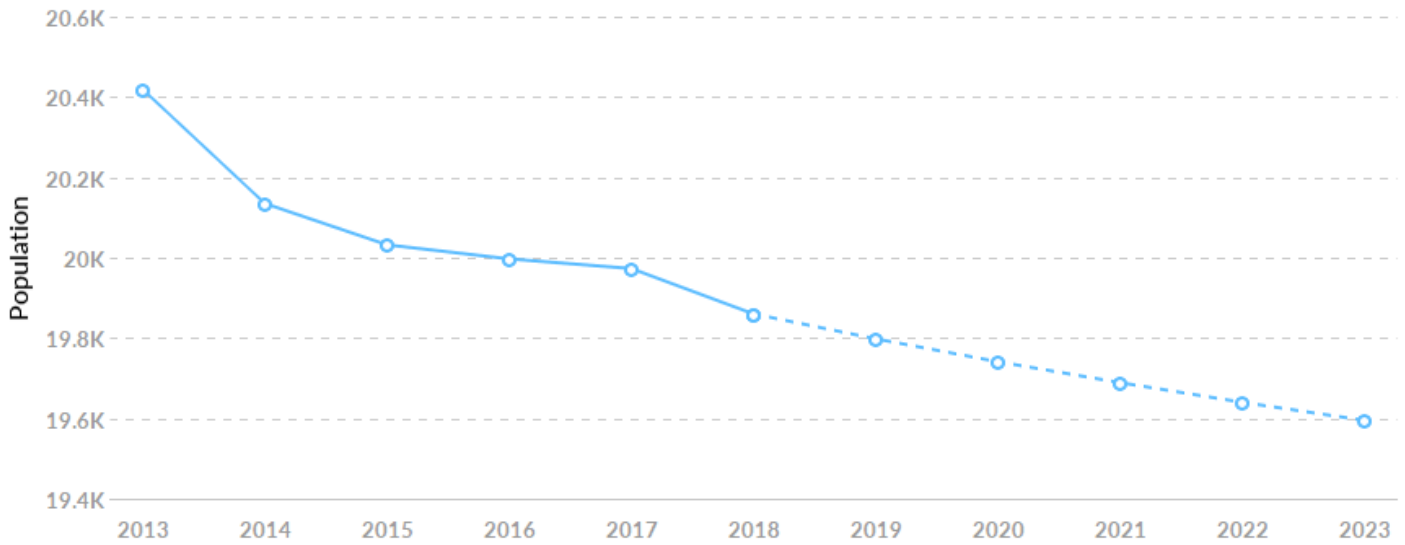
Concerning educational attainment, **8.2% of Adams County, WI residents possess a Bachelor's Degree** (10.4% below the national average), and **7.9% hold an Associate's Degree** (0.1% below the national average).



# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **declined by 2.7%** since 2013, falling by 559. Population is expected to **decrease by 1.3%** between 2018 and 2023, losing 265.

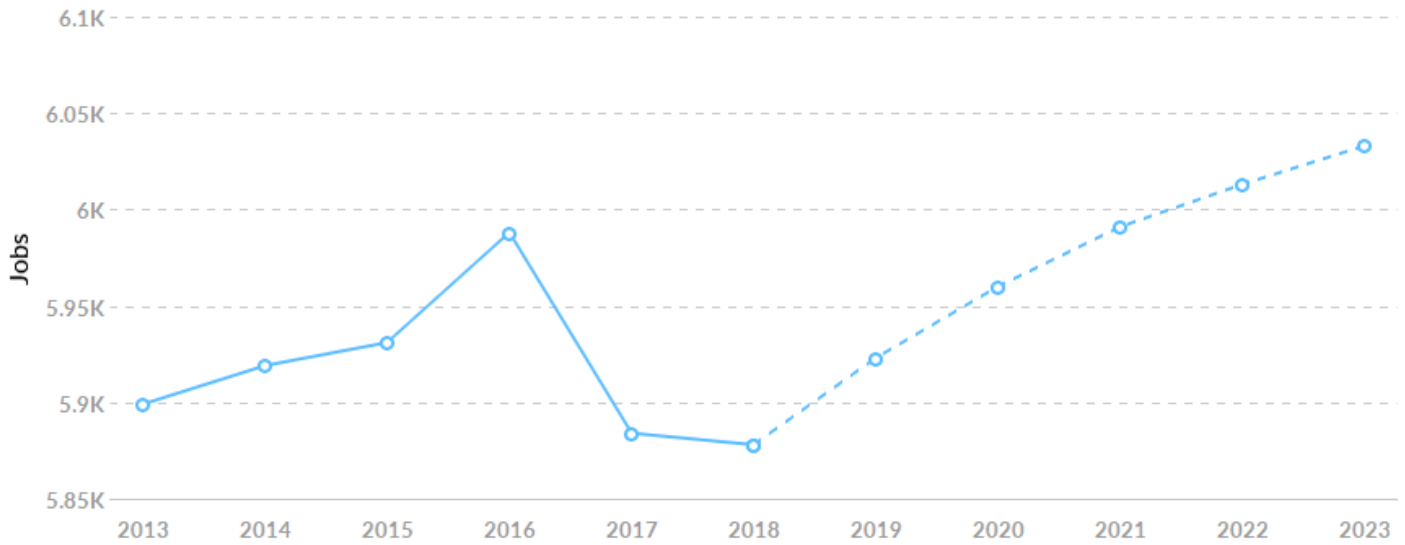


Timeframe	Population
2013	20,419
2014	20,135
2015	20,032
2016	19,997
2017	19,973
2018	19,860
2019	19,798
2020	19,741
2021	19,689
2022	19,640
2023	19,595

# Historic & Projected Trends - Cont.

## Job Trends

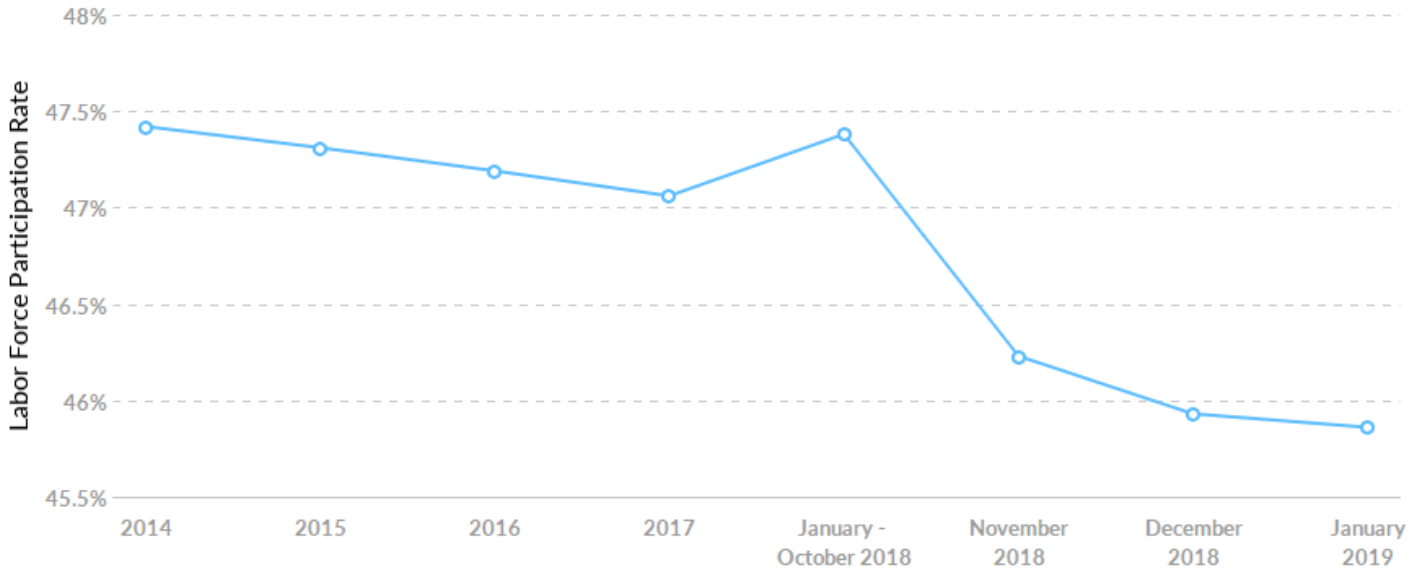
From 2013 to 2018, jobs declined by 0.4% in Adams County, WI from 5,899 to 5,878. This change fell short of the national growth rate of 8.2% by 8.6%.



Timeframe	Jobs
2013	5,899
2014	5,919
2015	5,931
2016	5,988
2017	5,884
2018	5,878
2019	5,923
2020	5,960
2021	5,991
2022	6,013
2023	6,033

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

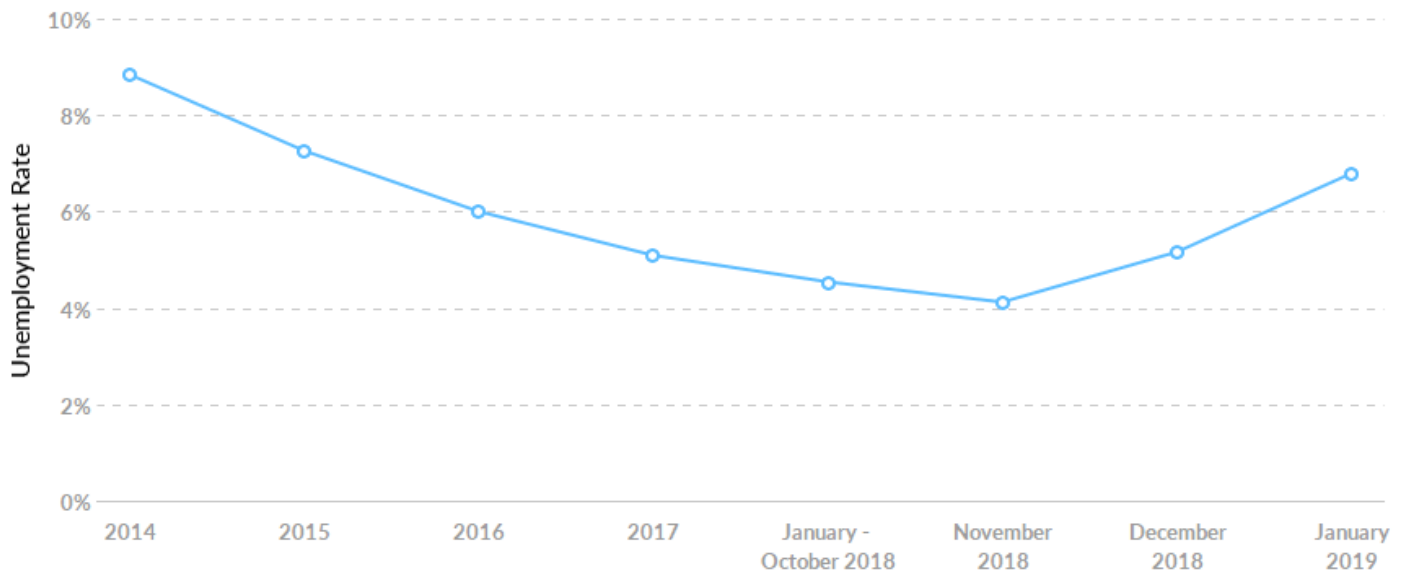


Timeframe	Labor Force Participation Rate
2014	47.42%
2015	47.31%
2016	47.19%
2017	47.06%
January - October 2018	47.38%
November 2018	46.23%
December 2018	45.93%
January 2019	45.86%

# Historic & Projected Trends - Cont.

## Unemployment Rate Trends

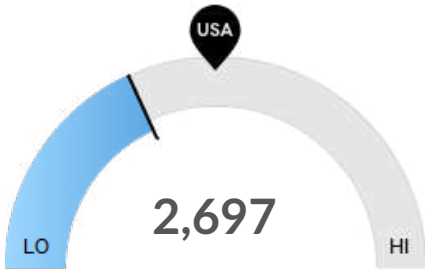
Adams County, WI had a January 2019 unemployment rate of 6.79%, decreasing from 8.84% 5 years before.



Timeframe	Unemployment Rate
2014	8.84%
2015	7.26%
2016	6.00%
2017	5.09%
January - October 2018	4.54%
November 2018	4.12%
December 2018	5.16%
January 2019	6.79%

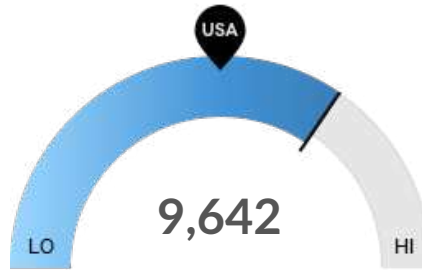


## Population Characteristics



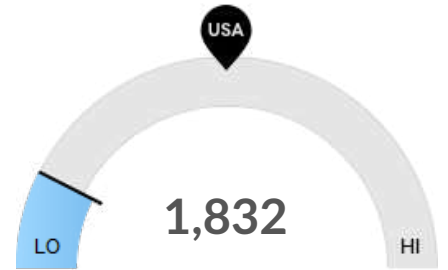
Millennials

Adams County, WI has 2,697 millennials (ages 20-34). The national average for an area this size is 4,137.



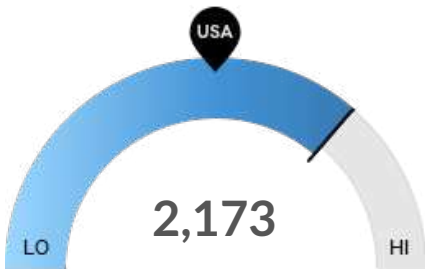
Retiring Soon

Retirement risk is high in Adams County, WI. The national average for an area this size is 5,694 people 55 or older, while there are 9,642 here.



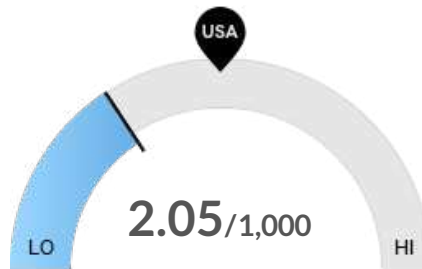
Racial Diversity

Racial diversity is low in Adams County, WI. The national average for an area this size is 7,844 racially diverse people, while there are 1,832 here.



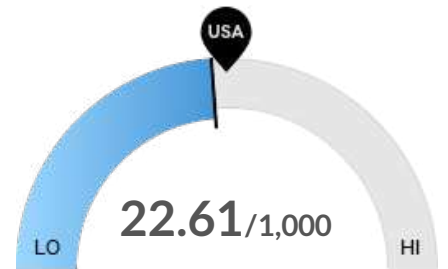
Veterans

Adams County, WI has 2,173 veterans. The national average for an area this size is 1,161.



Violent Crime

Adams County, WI has 2.05 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



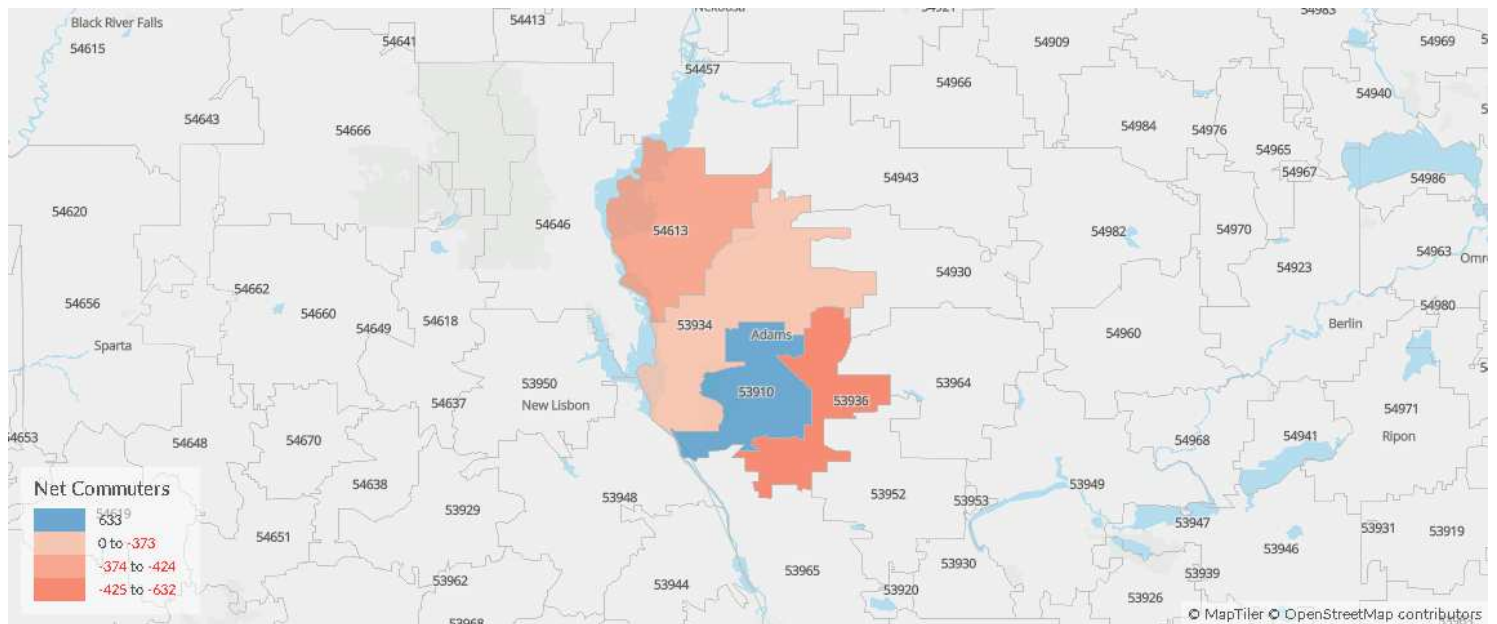
Property Crime

Adams County, WI has 22.61 property crimes per 1,000 people. The national rate is 24.21 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

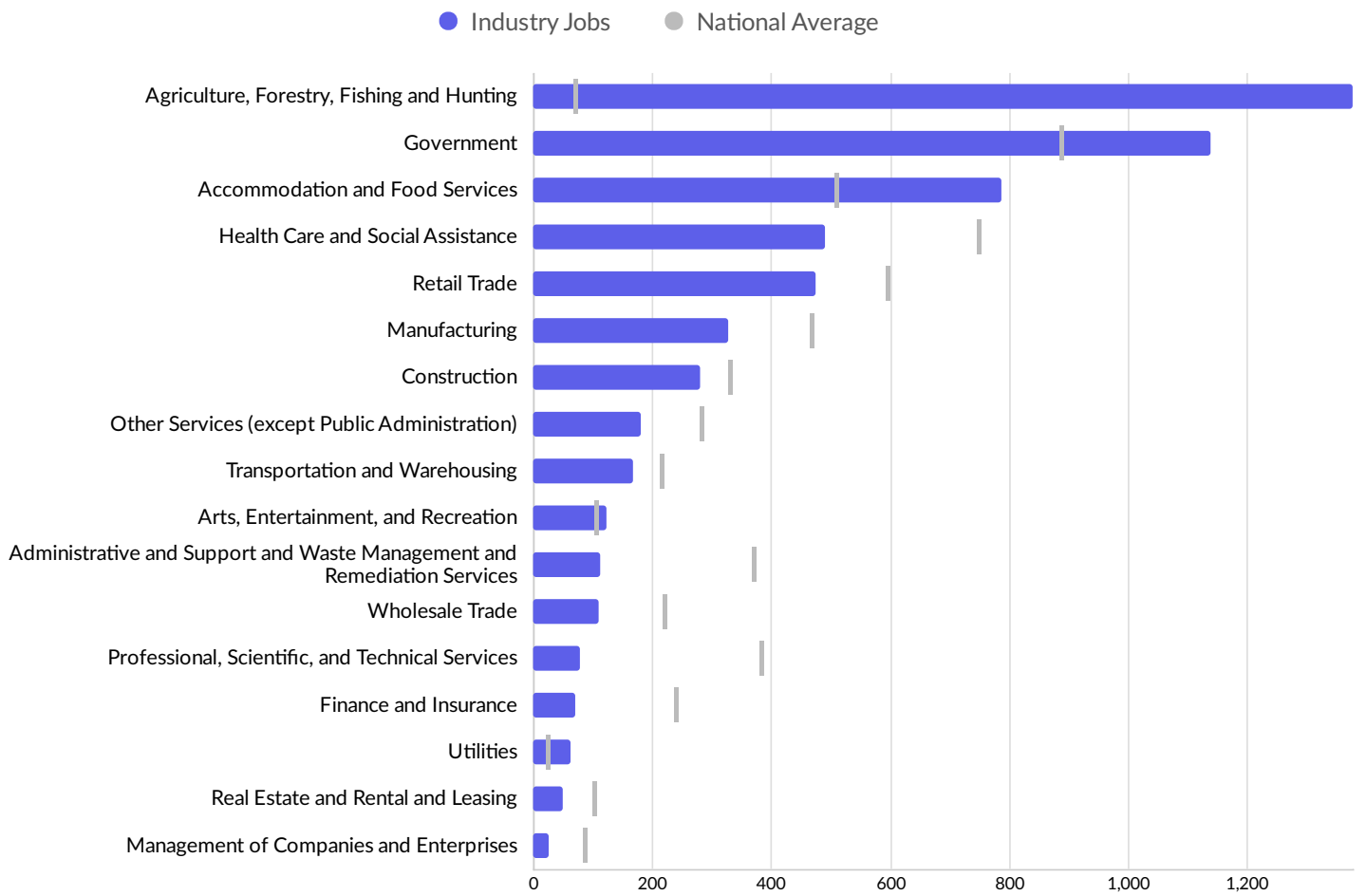
ZIP	Name	2018 Employment
53910	Adams, WI (in Adams co...	2,636
53934	Friendship, WI (in Adam...	1,877
54613	Arkdale, WI (in Adams c...	1,067
53936	Grand Marsh, WI (in Ad...	298

### Where Talent Lives

ZIP	Name	2018 Workers
53934	Friendship, WI (in Adam...	2,092
53910	Adams, WI (in Adams co...	2,004
54613	Arkdale, WI (in Adams c...	1,440
53936	Grand Marsh, WI (in Ad...	722

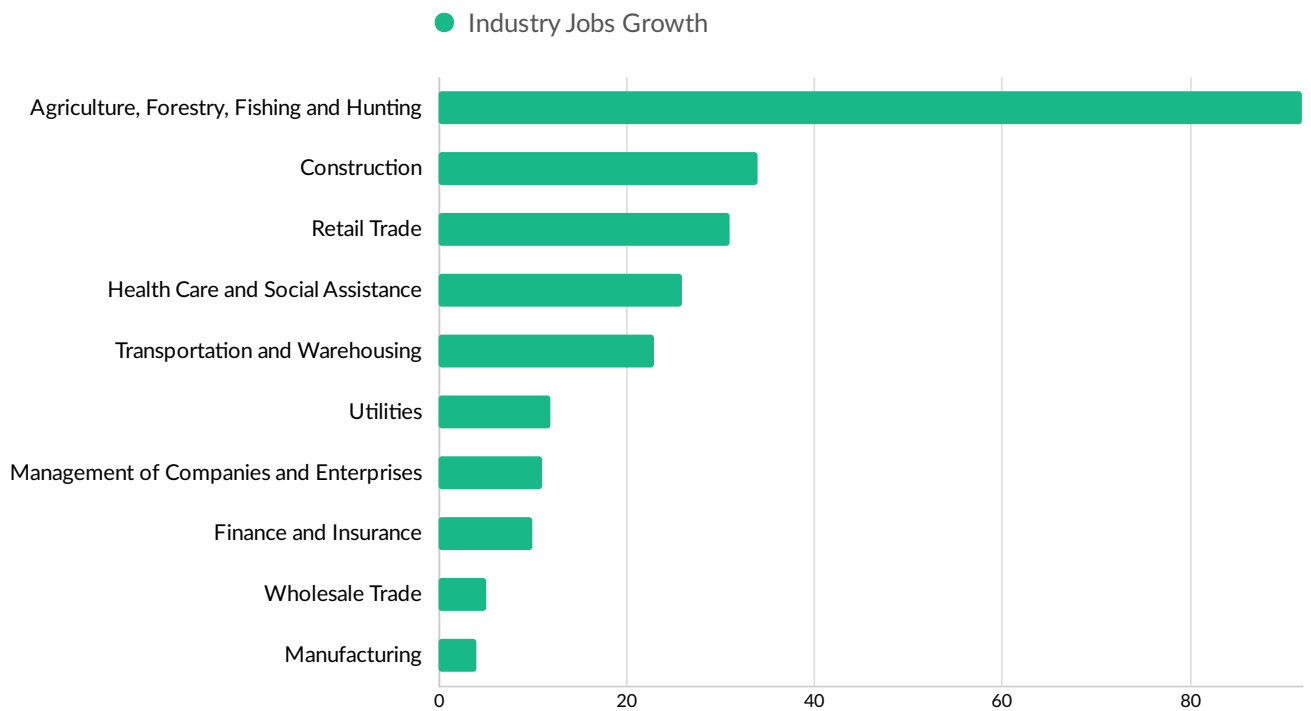
# Industry Characteristics

## Largest Industries



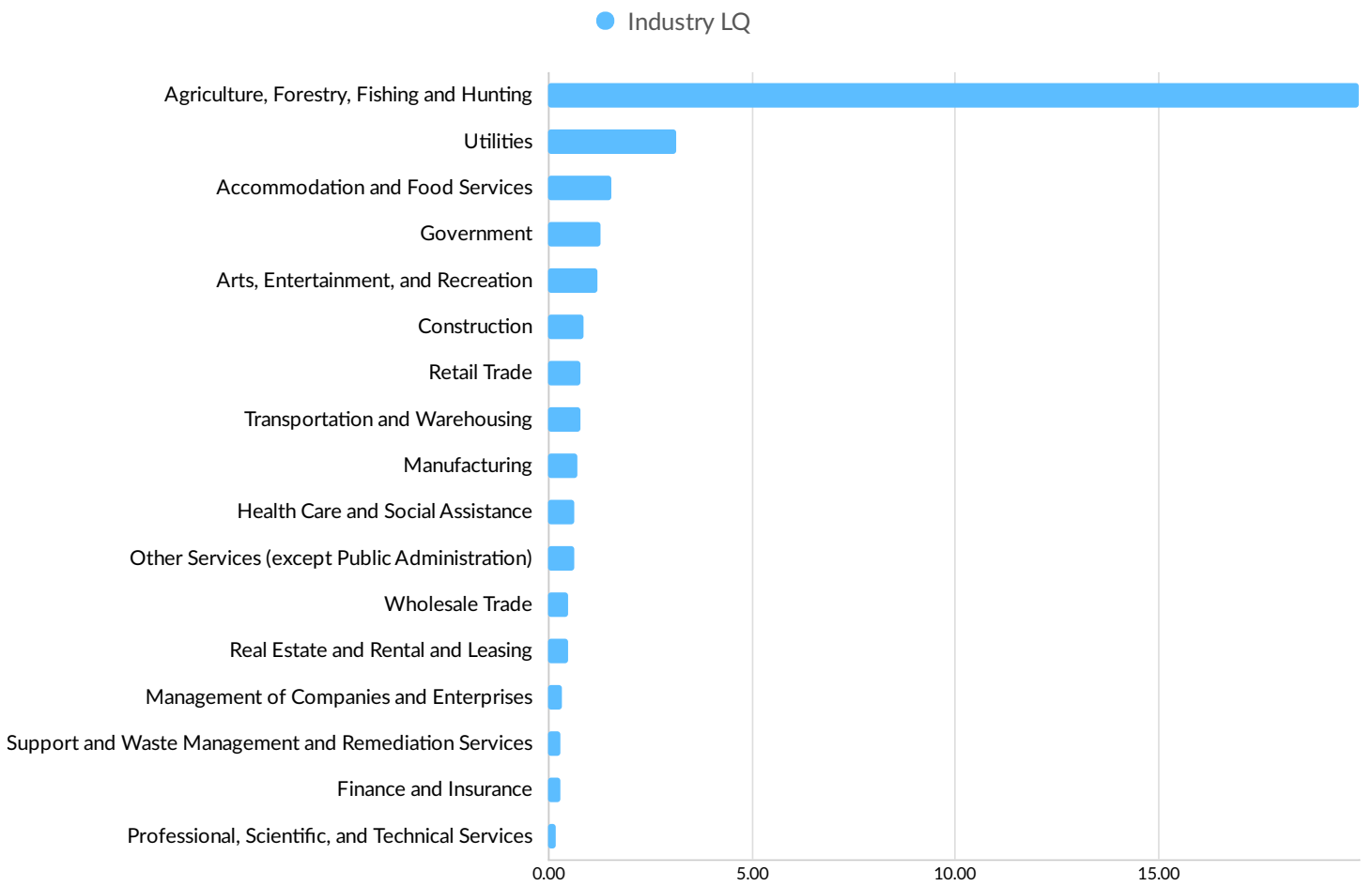
## Industry Characteristics - Cont.

### Top Growing Industries



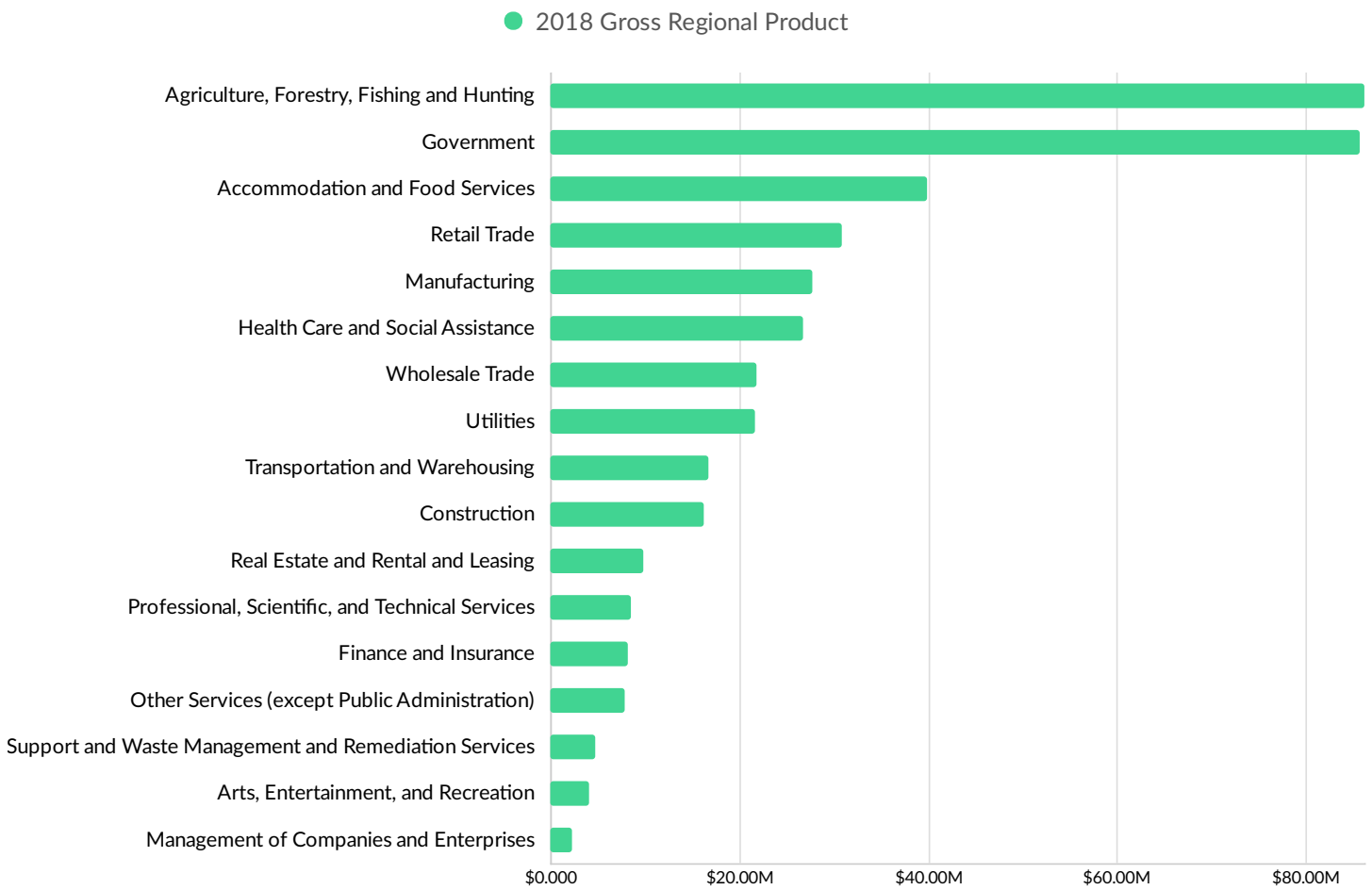
# Industry Characteristics - Cont.

## Top Industry LQ



## Industry Characteristics - Cont.

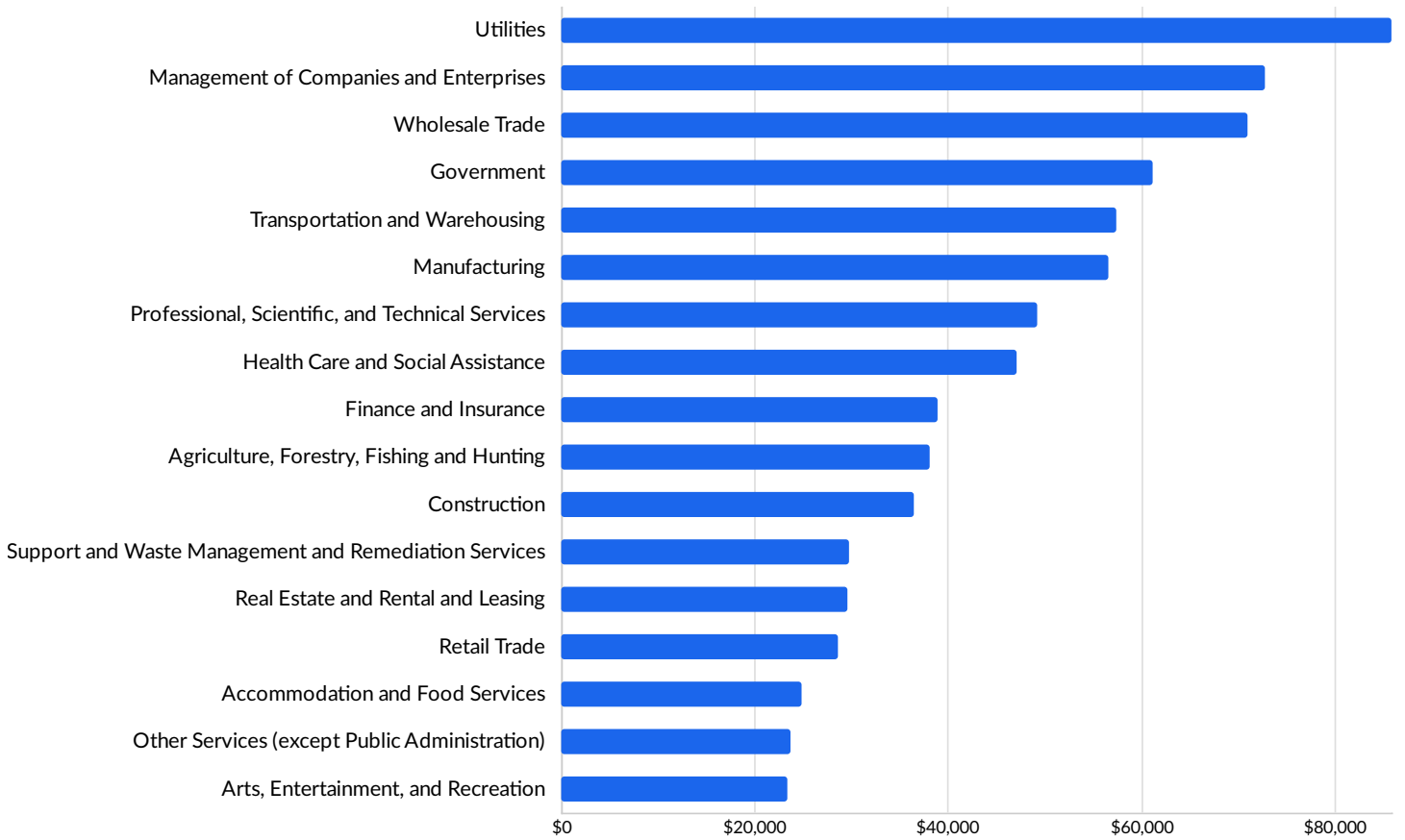
### Top Industry GRP



# Industry Characteristics - Cont.

## Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.



















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Agriculture, Forestry, Fishing and Hunting	1,285	1,377	92	+7%	19.94	\$38,132	\$86.23M
Government	1,208	1,139	-69	-6%	1.29	\$61,274	\$85.66M
Accommodation and Food Services	894	788	-106	-12%	1.56	\$24,790	\$39.90M
Health Care and Social Assistance	466	492	26	+6%	0.66	\$47,181	\$26.82M
Retail Trade	444	475	31	+7%	0.80	\$28,661	\$30.80M
Manufacturing	324	328	4	+1%	0.71	\$56,642	\$27.80M
Construction	247	281	34	+14%	0.86	\$36,461	\$16.19M
Other Services (except Public Administration)	254	180	-74	-29%	0.64	\$23,661	\$7.90M
Transportation and Warehousing	144	167	23	+16%	0.79	\$57,477	\$16.79M
Arts, Entertainment, and Recreation	133	123	-10	-8%	1.20	\$23,454	\$4.15M
Administrative and Support and Waste Management and Remediation Services	113	112	-1	-1%	0.30	\$29,773	\$4.74M
Wholesale Trade	105	110	5	+5%	0.51	\$71,025	\$21.84M
Professional, Scientific, and Technical Services	82	79	-3	-4%	0.21	\$49,313	\$8.58M
Finance and Insurance	62	72	10	+16%	0.30	\$38,920	\$8.23M
Utilities	51	63	12	+24%	3.14	\$85,900	\$21.73M
Real Estate and Rental and Leasing	55	50	-5	-9%	0.50	\$29,695	\$9.92M
Management of Companies and Enterprises	16	27	11	+69%	0.33	\$72,812	\$2.22M



## Business Characteristics

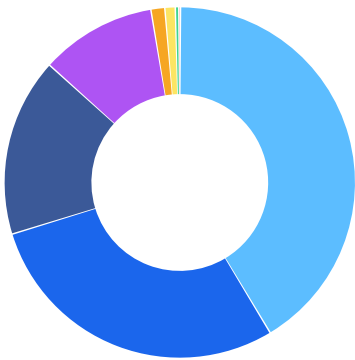
### 430 Companies Employ Your Workers

Online profiles for your workers mention 430 companies as employers, with the top 10 appearing below. In the last 12 months, 315 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 District	36 	C.R. England, Inc.	107 
The Adams Company	28 	Platinum Supplemental Insuranc...	70 
Moundview Memorial Hospital ...	24 	The Adams Company	62 
Allied Cooperative	9 	Shopko Stores Operating Co., LLC	59 
Adams County Government	8 	U. S. Xpress, Inc.	54 
Adams County Library	8 	Uber Technologies, Inc.	54 
Adams-Columbia Electric Coope...	8 	Koch Trucking, Inc.	51 
Chula Vista R14	8 	Tutree, Inc.	51 
Grand Marsh State Bank	7 	Teach For America, Inc.	45 
Rocktenn	7 	Kwik Trip, Inc.	41 

## Business Characteristics - Cont.

### Business Size

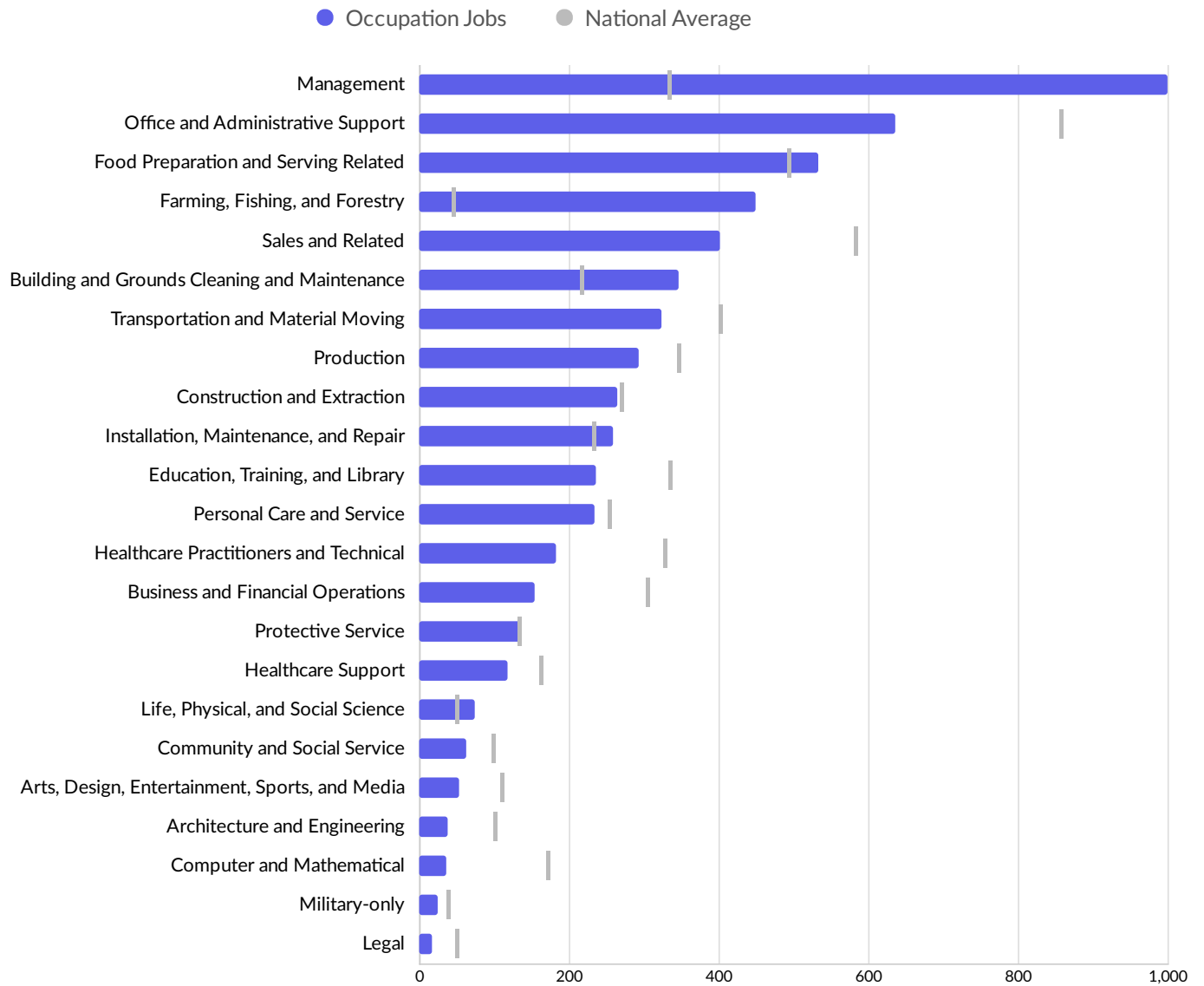


	Percentage	Business Count
1 to 4 employees	41.3%	259
5 to 9 employees	28.9%	181
10 to 19 employees	16.4%	103
20 to 49 employees	10.7%	67
50 to 99 employees	1.3%	8
100 to 249 employees	1.0%	6
250 to 499 employees	0.3%	2
500+ employees	0.2%	1

\*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.

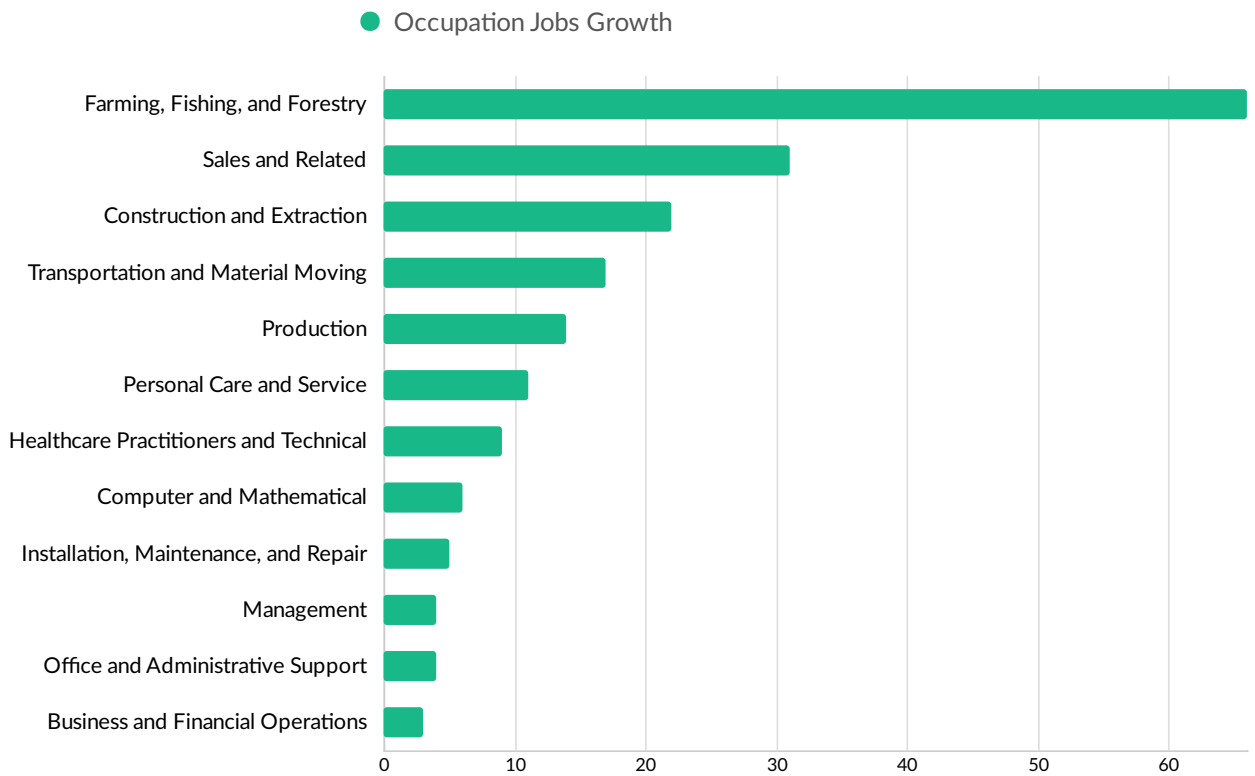
# Workforce Characteristics

## Largest Occupations



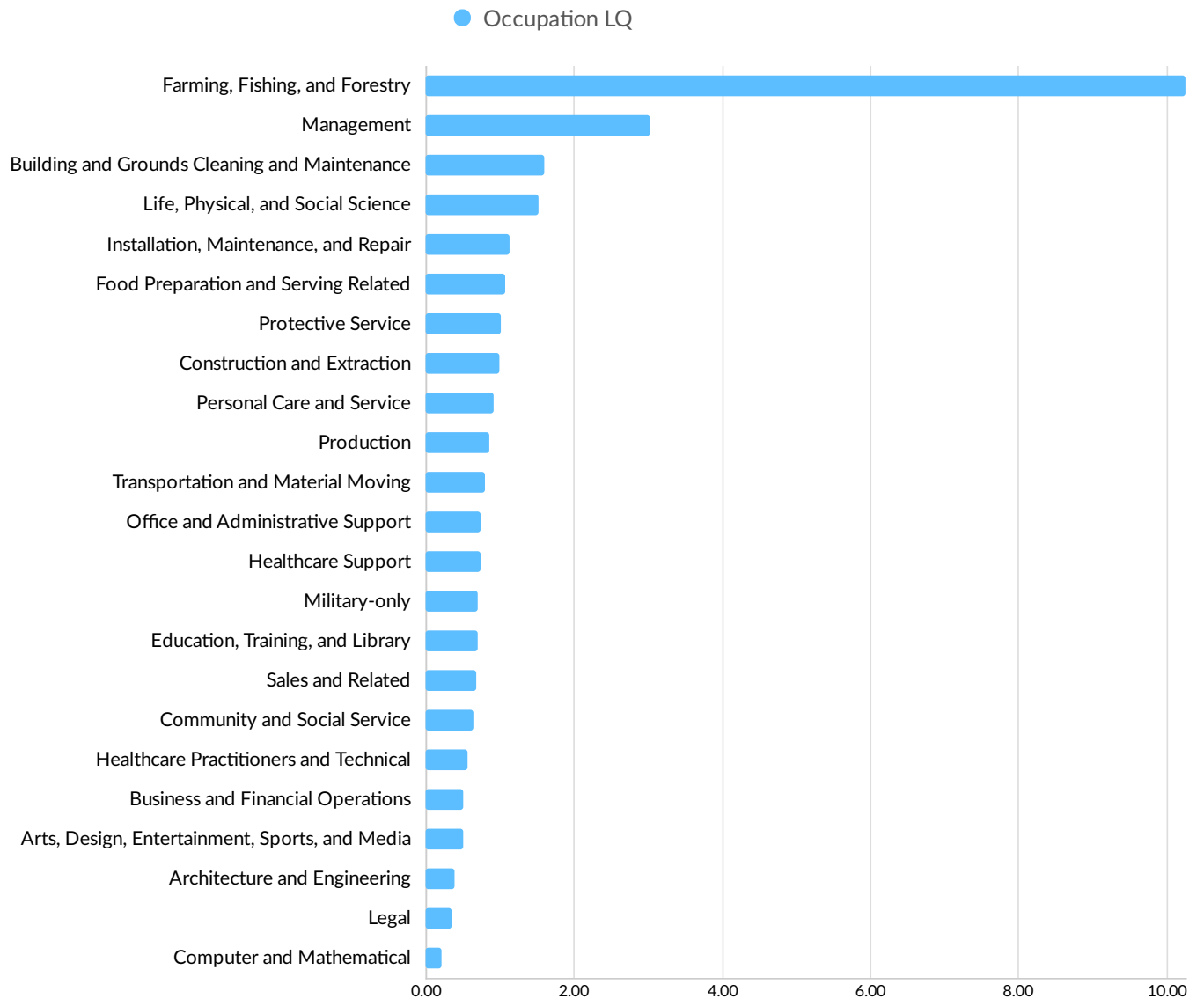
## Workforce Characteristics - Cont.

### Top Growing Occupations



# Workforce Characteristics - Cont.

## Top Occupation LQ



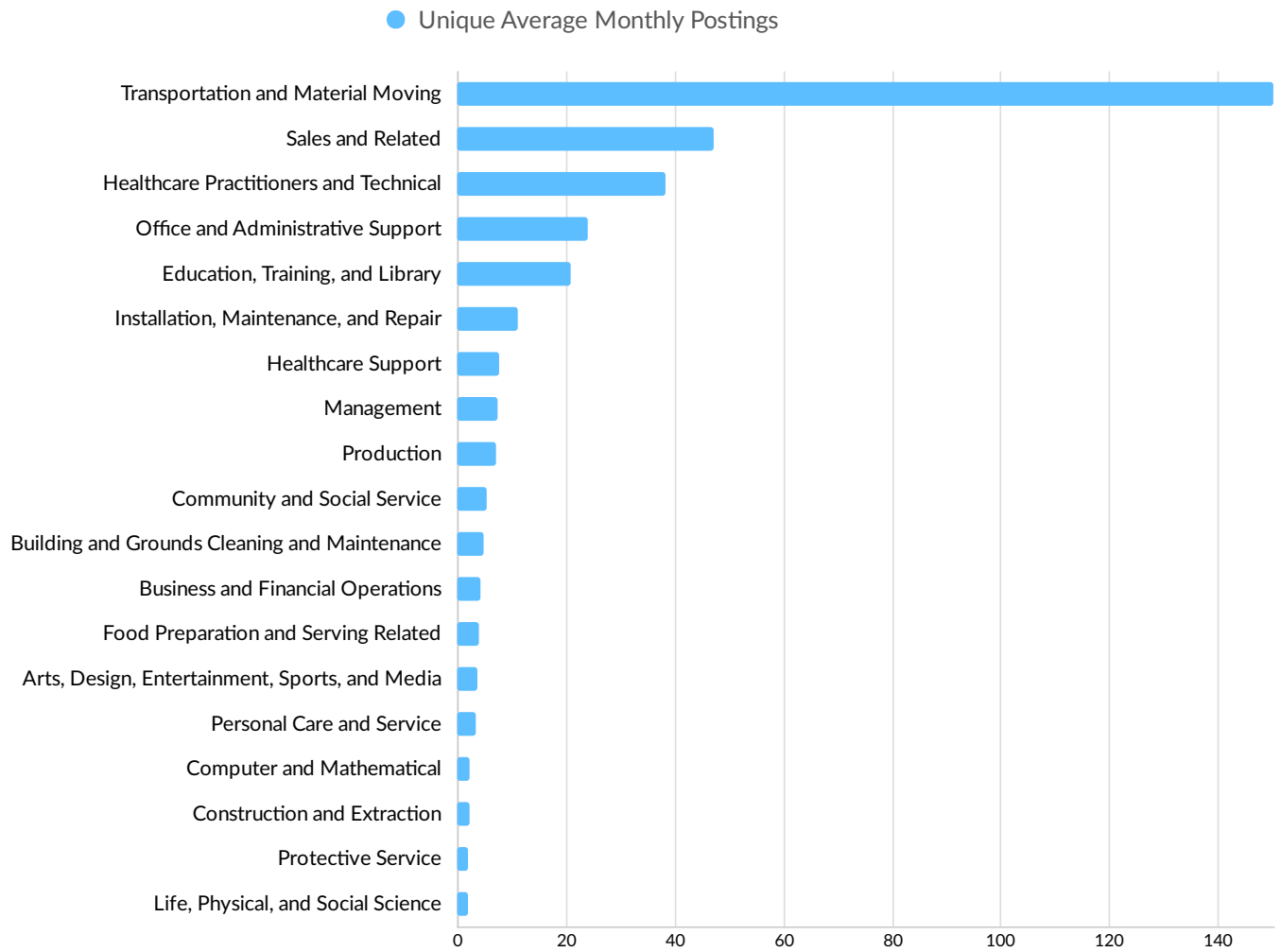
## Workforce Characteristics - Cont.

### Top Occupation Earnings



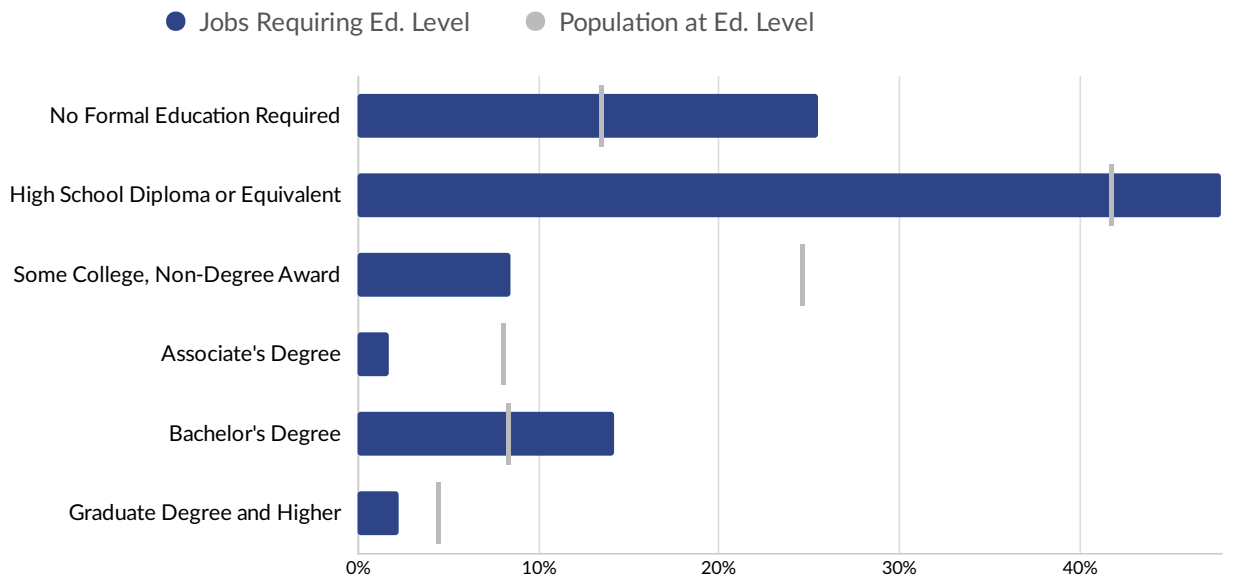
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Management	997	1,001	4	+0%	3.02	\$12.72	8
Office and Administrative Support	633	637	4	+1%	0.74	\$15.21	24
Food Preparation and Serving Related	556	533	-23	-4%	1.08	\$9.99	4
Farming, Fishing, and Forestry	383	449	66	+17%	10.26	\$16.00	1
Sales and Related	371	402	31	+8%	0.69	\$11.93	47
Building and Grounds Cleaning and Maintenance	409	347	-62	-15%	1.61	\$12.25	5
Transportation and Material Moving	307	324	17	+6%	0.81	\$17.18	150
Production	279	293	14	+5%	0.85	\$17.52	7
Construction and Extraction	244	266	22	+9%	0.99	\$16.95	2
Installation, Maintenance, and Repair	254	259	5	+2%	1.12	\$19.90	11
Education, Training, and Library	330	236	-94	-28%	0.71	\$19.02	21
Personal Care and Service	223	234	11	+5%	0.93	\$10.29	3
Healthcare Practitioners and Technical	173	182	9	+5%	0.56	\$30.33	38
Business and Financial Operations	151	154	3	+2%	0.51	\$24.35	4
Protective Service	143	134	-9	-6%	1.02	\$16.18	2
Healthcare Support	118	118	0	0%	0.74	\$13.72	8
Life, Physical, and Social Science	77	74	-3	-4%	1.52	\$23.75	2
Community and Social Service	75	63	-12	-16%	0.65	\$18.91	5

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	57	54	-3	-5%	0.50	\$16.47	4
Architecture and Engineering	39	39	0	0%	0.39	\$29.52	1
Computer and Mathematical	31	37	6	+19%	0.22	\$24.84	2
Military-only	28	25	-3	-11%	0.71	\$19.31	0
Legal	21	17	-4	-19%	0.34	\$29.10	0

## Educational Pipeline

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