



# Adams County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

## Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	20
Business Characteristics .....	26
Workforce Characteristics .....	28
Educational Pipeline .....	35
In-Demand Skills .....	36

## Report Parameters

### 1 County

---

55001 Adams County, WI

---

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**20,473**

**Population (2020)**

Population **grew by 445** over the last 5 years and is projected to **grow by 862** over the next 5 years.

**5,526**

**Total Regional Employment**

Jobs **decreased by 450** over the last 5 years and are projected to **decrease by 5** over the next 5 years.

**\$46.4K**

**Median Household Income (2019)**

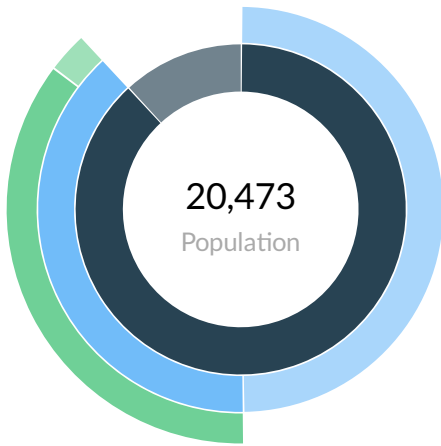
Median household income is **\$16.5K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 2.2%** since 2015, growing by 445. Population is expected to **increase by 4.2%** between 2020 and 2025, adding 862.
- From 2015 to 2020, jobs **declined by 7.5%** in Adams County, WI from 5,977 to **5,526**. This change **fell short of the national growth rate of 1.3% by 8.8%**. As the number of jobs declined, the **labor force participation rate decreased from 46.6% to 43.6% between 2015 and 2020**.
- Concerning educational attainment, **9.6% of Adams County, WI residents possess a Bachelor's Degree** (10.4% below the national average), and **8.3% hold an Associate's Degree** (0.3% below the national average).
- The top three industries in 2020 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	20,473	7,855	5,526	96.8	\$438.89M	\$1.26B	\$1.06B
NCWRPC	441,515	220,182	219,922	99.4	\$21.89B	\$30.67B	\$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

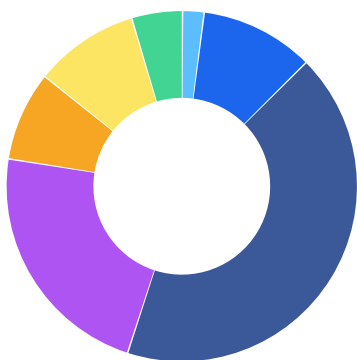
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	18,031
● Not in Labor Force (15+)	10,176
● Labor Force	7,855
● Employed	7,272
● Unemployed	583
● Under 15	2,442

## Educational Attainment

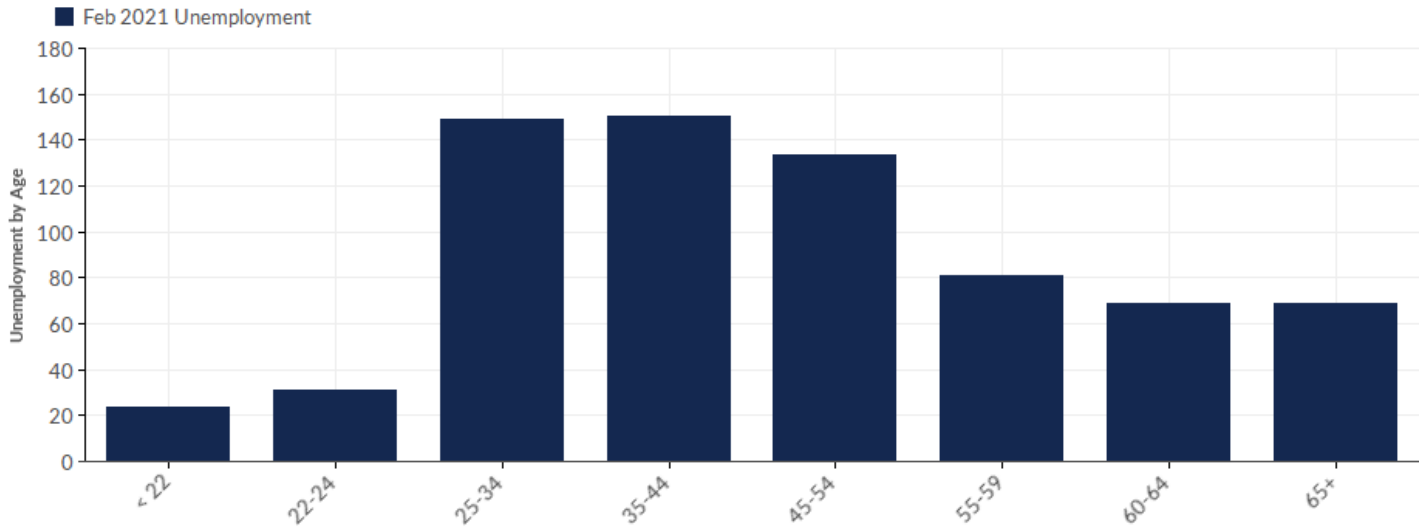
Concerning educational attainment, **9.6% of Adams County, WI residents possess a Bachelor's Degree** (10.4% below the national average), and **8.3% hold an Associate's Degree** (0.3% below the national average).



	% of Population	Population
● Less Than 9th Grade	2.0%	327
● 9th Grade to 12th Grade	10.5%	1,729
● High School Diploma	42.5%	7,001
● Some College	22.5%	3,709
● Associate's Degree	8.3%	1,361
● Bachelor's Degree	9.6%	1,589
● Graduate Degree and Higher	4.7%	772

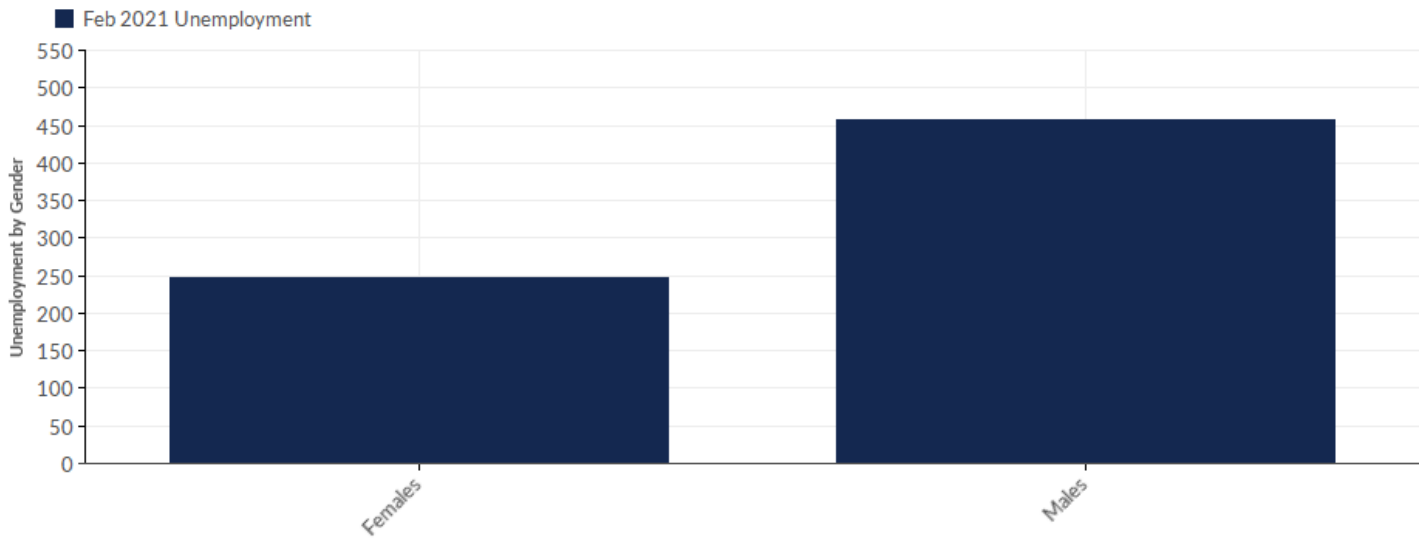
# Unemployment by Demographics

## Unemployment by Age



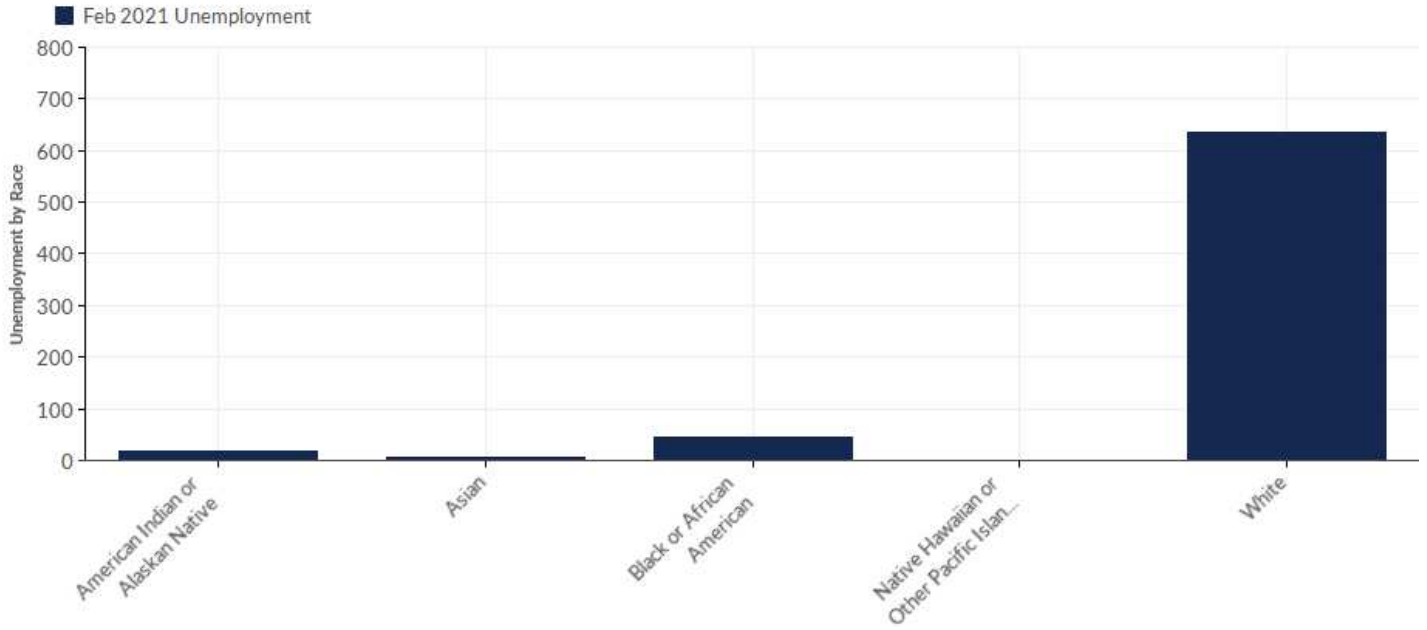
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	24	3.40%
22-24	31	4.39%
25-34	149	21.10%
35-44	151	21.39%
45-54	133	18.84%
55-59	81	11.47%
60-64	69	9.77%
65+	69	9.77%
<b>Total</b>	<b>706</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	248	35.13%
Males	458	64.87%
Total	706	100.00%

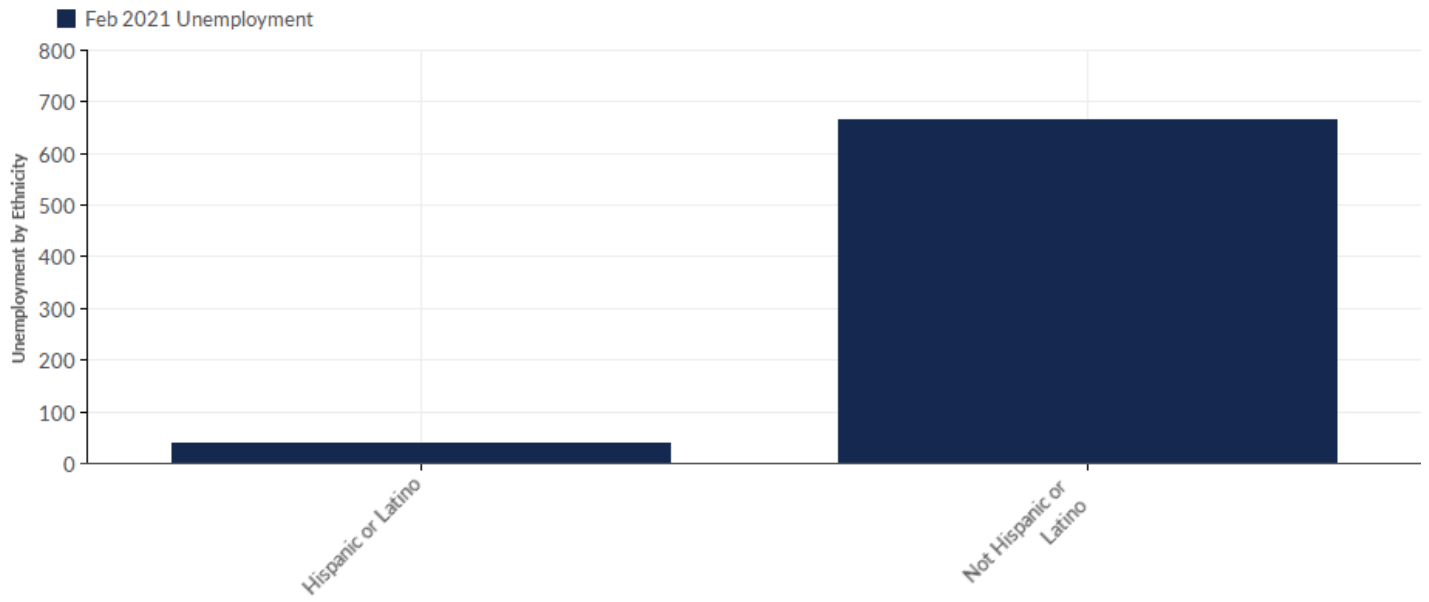
## Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	17	2.41%
Asian	5	0.71%
Black or African American	46	6.52%
Native Hawaiian or Other Pacific Islander	1	0.14%
White	637	90.23%
Total	706	100.00%



## Unemployment by Ethnicity

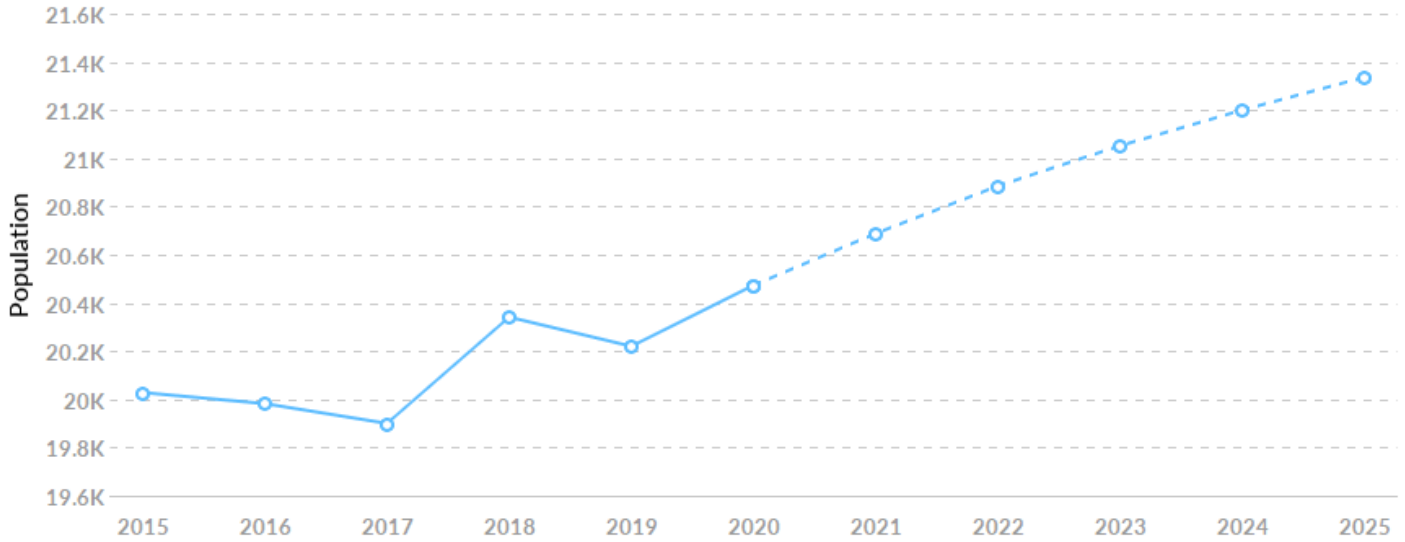


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	40	5.67%
Not Hispanic or Latino	666	94.33%
Total	706	100.00%

# Historic & Projected Trends

## Population Trends

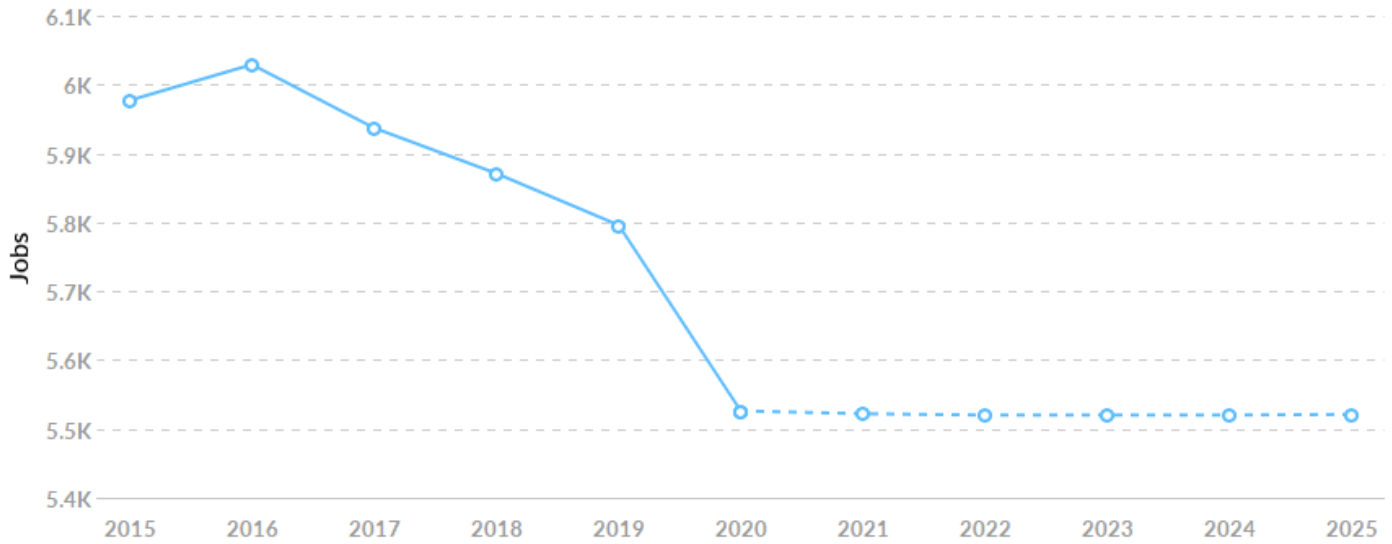
As of 2020 the region's population increased by 2.2% since 2015, growing by 445. Population is expected to increase by 4.2% between 2020 and 2025, adding 862.



Timeframe	Population
2015	20,028
2016	19,982
2017	19,900
2018	20,341
2019	20,220
2020	20,473
2021	20,688
2022	20,885
2023	21,052
2024	21,200
2025	21,336

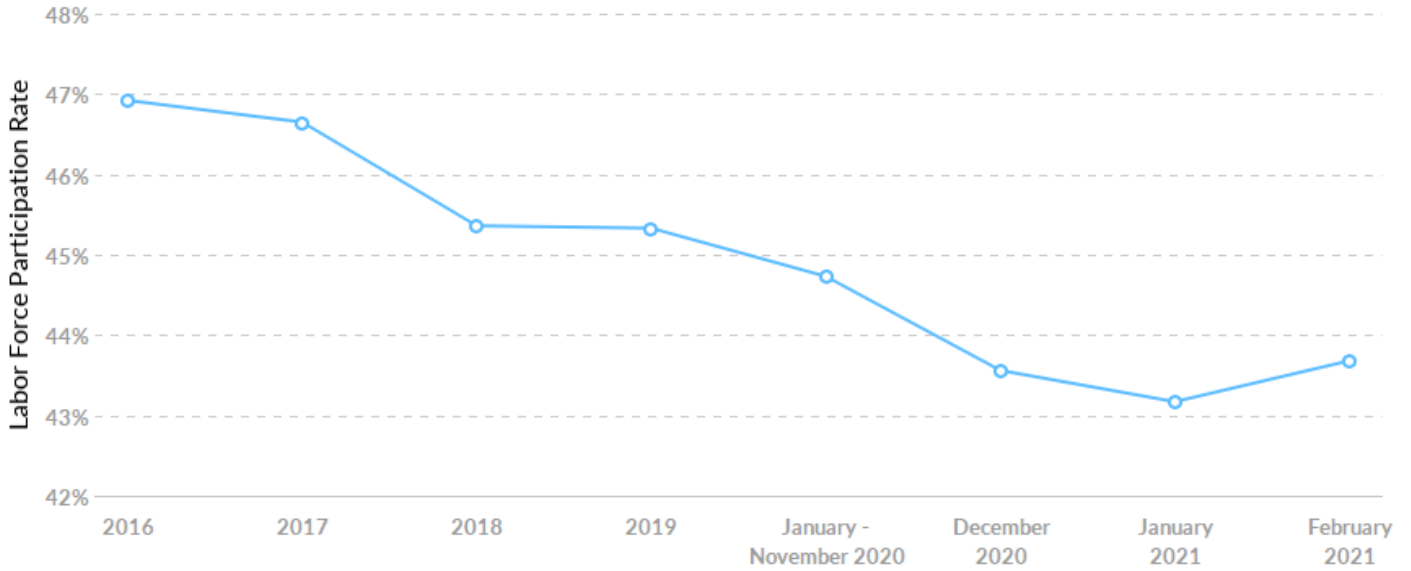
## Job Trends

From 2015 to 2020, jobs declined by 7.5% in Adams County, WI from 5,977 to 5,526. This change fell short of the national growth rate of 1.3% by 8.8%.



Timeframe	Jobs
2015	5,977
2016	6,029
2017	5,937
2018	5,871
2019	5,796
2020	5,526
2021	5,522
2022	5,520
2023	5,520
2024	5,520
2025	5,521

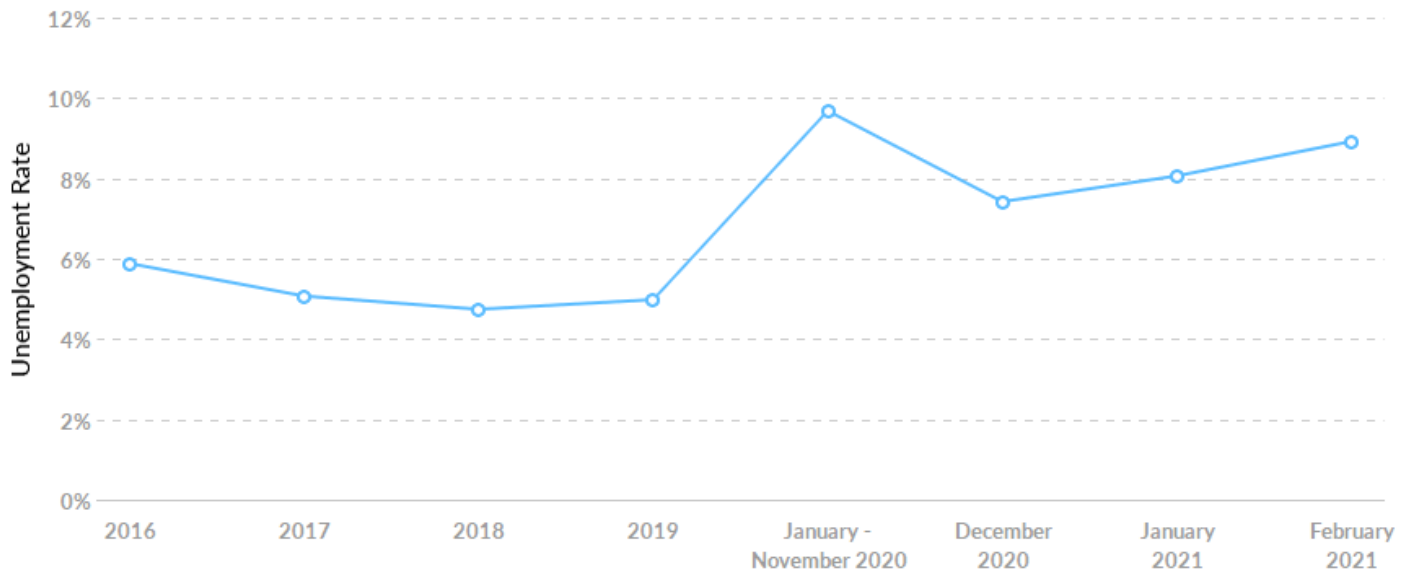
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	46.92%
2017	46.65%
2018	45.36%
2019	45.33%
January - November 2020	44.73%
December 2020	43.56%
January 2021	43.17%
February 2021	43.68%

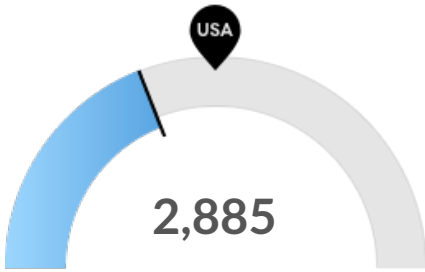
## Unemployment Rate Trends

Adams County, WI had a February 2021 unemployment rate of 8.92%, **increasing from 5.88%** 5 years before.



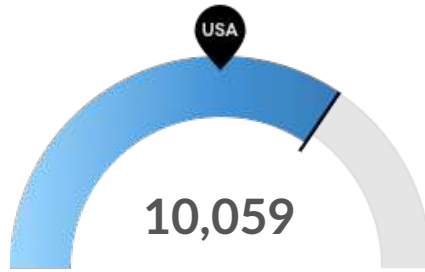
Timeframe	Unemployment Rate
2016	5.88%
2017	5.07%
2018	4.74%
2019	4.98%
January - November 2020	9.68%
December 2020	7.42%
January 2021	8.06%
February 2021	8.92%

## Population Characteristics



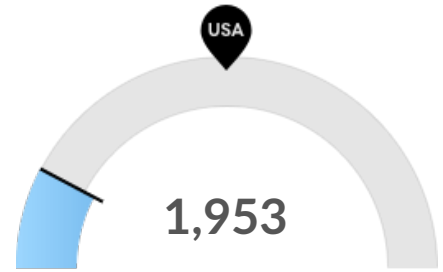
**Millennials**

Adams County, WI has 2,885 millennials (ages 25-39). The national average for an area this size is 4,169.



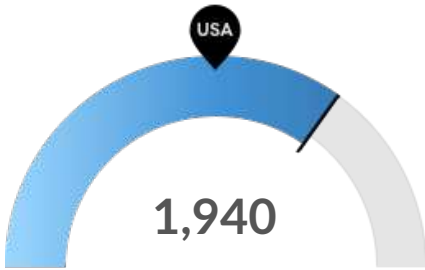
**Retiring Soon**

Retirement risk is high in Adams County, WI. The national average for an area this size is 5,945 people 55 or older, while there are 10,059 here.



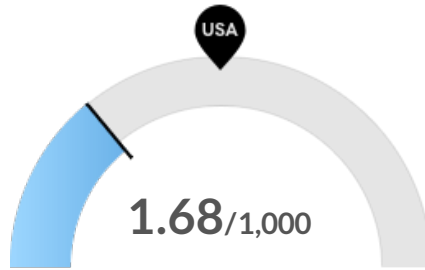
**Racial Diversity**

Racial diversity is low in Adams County, WI. The national average for an area this size is 8,065 racially diverse people, while there are 1,953 here.



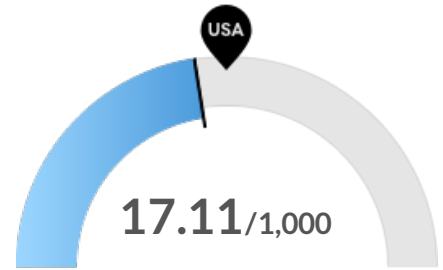
**Veterans**

Adams County, WI has 1,940 veterans. The national average for an area this size is 1,123.



**Violent Crime**

Adams County, WI has 1.68 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

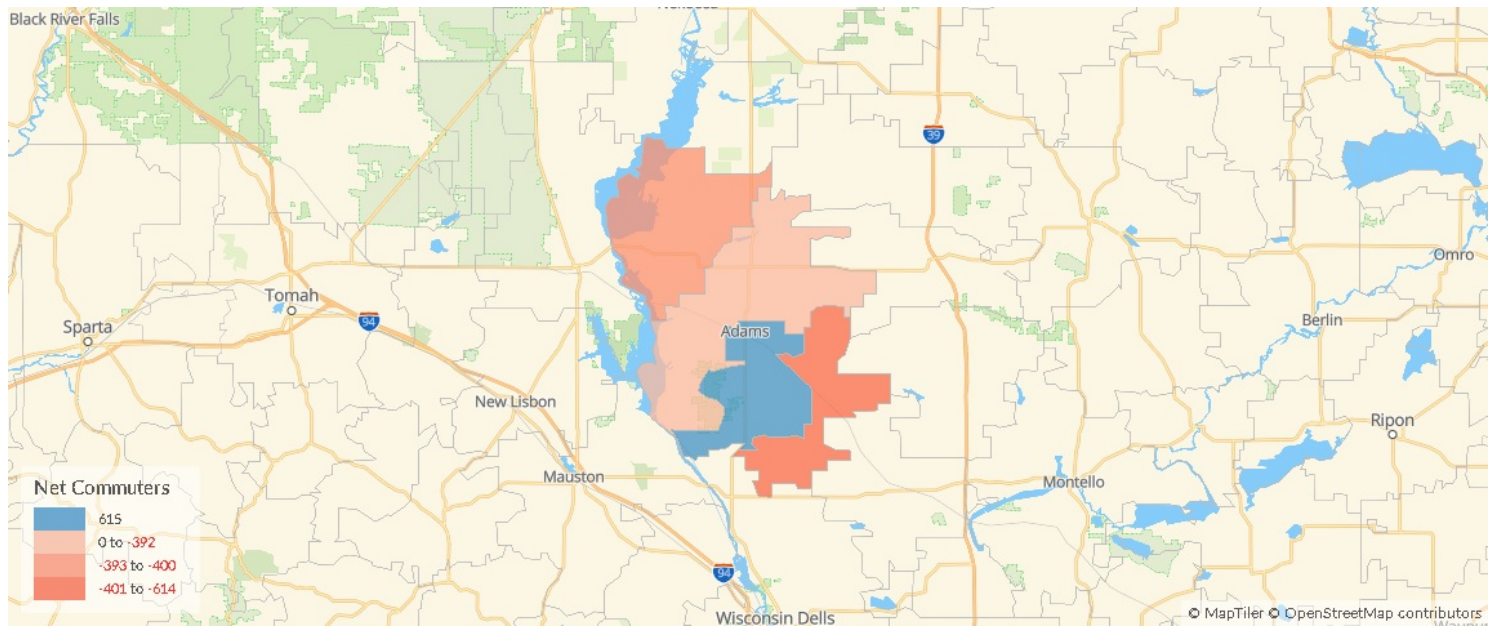


**Property Crime**

Adams County, WI has 17.11 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

## 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	2020 Employment
53910	Adams, WI (in Adams co...	2,408
53934	Friendship, WI (in Adam...	1,813
54613	Arkdale, WI (in Adams c...	1,004
53936	Grand Marsh, WI (in Ad...	300

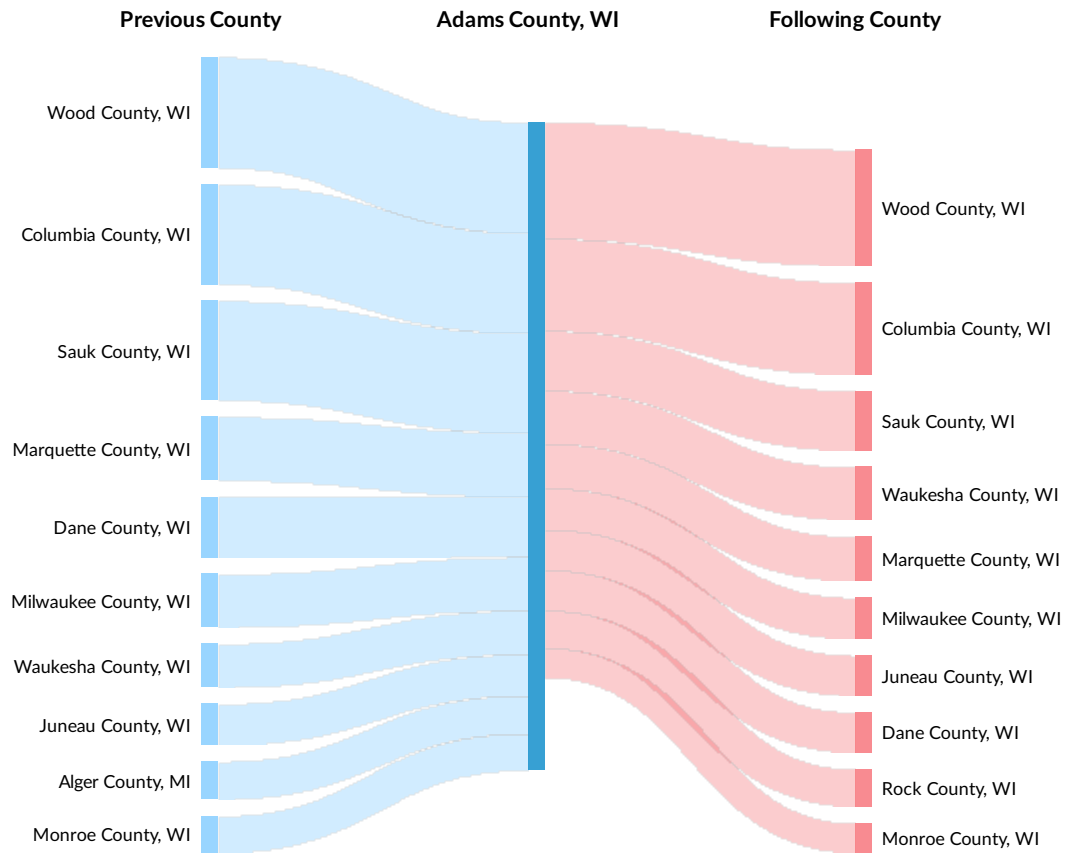
### Where Talent Lives

ZIP	Name	2020 Workers
53934	Friendship, WI (in Adam...	2,048
53910	Adams, WI (in Adams co...	1,793
54613	Arkdale, WI (in Adams c...	1,398
53936	Grand Marsh, WI (in Ad...	701

# Inbound and Outbound Migration

The table below analyzes past and current residents of Adams County, WI. The left column shows residents of other counties migrating to Adams County, WI. The right column shows residents migrating from Adams County, WI to other counties.

As of 2018, 123 people have migrated from Wood County, WI to Adams County, WI. In the same year, 130 people left Adams County, WI migrating to Wood County, WI. The total Net Migration for Adams County, WI in 2018 was 92.



Top Previous Counties	Migrations
Wood County, WI	123
Columbia County, WI	112
Sauk County, WI	111
Marquette County, WI	71
Dane County, WI	68
Milwaukee County, WI	59



Top Previous Counties	Migrations
Waukesha County, WI	49
Juneau County, WI	46
Alger County, MI	42
Monroe County, WI	41
Waushara County, WI	33
Kanawha County, WV	27
Lincoln County, WI	19
Lyon County, NV	19
Rock County, WI	17
Lake County, IL	16
Rock Island County, IL	16
Racine County, WI	14
Winnebago County, IL	12
Portage County, WI	9
Marathon County, WI	8
Jefferson County, WI	8
Kenosha County, WI	8
Vernon County, WI	8
Orange County, FL	6
Sheboygan County, WI	6
Walworth County, WI	6
Clark County, WI	6
Bureau County, IL	6
Barron County, WI	6
Waupaca County, WI	5
Manitowoc County, WI	5

Top Previous Counties	Migrations
Blue Earth County, MN	4
Ward County, ND	3
Dodge County, WI	3
Brown County, WI	3
Bayfield County, WI	2
Winnebago County, WI	2
Grant County, WI	2
Chippewa County, WI	2
Rusk County, WI	1
Richland County, WI	1
Jackson County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Wood County, WI	130
Columbia County, WI	103
Sauk County, WI	67
Waukesha County, WI	59
Marquette County, WI	50
Milwaukee County, WI	46
Juneau County, WI	45
Dane County, WI	45
Rock County, WI	42
Monroe County, WI	33
Galax City County, VA	15

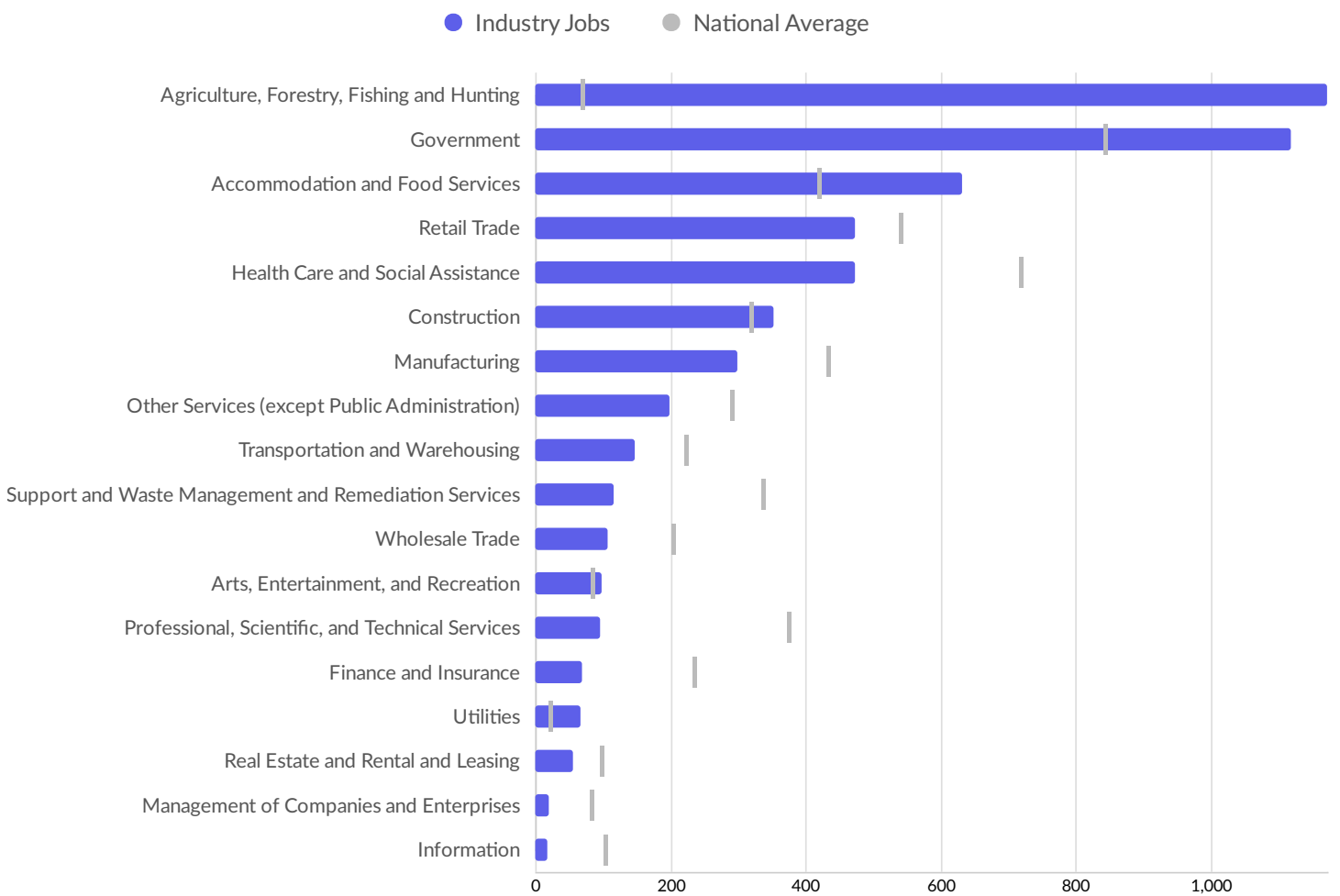
Top Following Counties	Migrations
Kenosha County, WI	15
Stearns County, MN	14
DuPage County, IL	12
Nye County, NV	12
Woodbury County, IA	12
Washington County, WI	11
Fond du Lac County, WI	10
Dakota County, MN	10
Collin County, TX	9
Oklahoma County, OK	9
McHenry County, IL	9
Maricopa County, AZ	8
Walton County, FL	8
El Paso County, CO	7
Cook County, IL	7
Winnebago County, WI	6
Portage County, WI	6
Richland County, WI	6
Clark County, WI	6
Waupaca County, WI	6
St. Lucie County, FL	6
Waushara County, WI	5
Sheboygan County, WI	5
Olmsted County, MN	5
Kodiak Island Borough County, AK	5
Bates County, MO	5

Top Following Counties	Migrations
Winnebago County, IL	4
Ramsey County, MN	4
Harris County, TX	4
Bayfield County, WI	4
Lincoln County, MT	3
Racine County, WI	3
Ozaukee County, WI	3
Green Lake County, WI	3
Randolph County, AR	3
Peoria County, IL	2
Leavenworth County, KS	2
Oglala Lakota County, SD	2
Linn County, IA	2
Santa Barbara County, CA	2
Chippewa County, WI	2
Brown County, WI	2
Taylor County, WI	2
Grant County, WI	2
San Bernardino County, CA	2
Scott County, IA	2
Butte County, CA	2
Yavapai County, AZ	2
Boone County, IL	2
Jackson County, WI	1
Washburn County, WI	1
Price County, WI	1

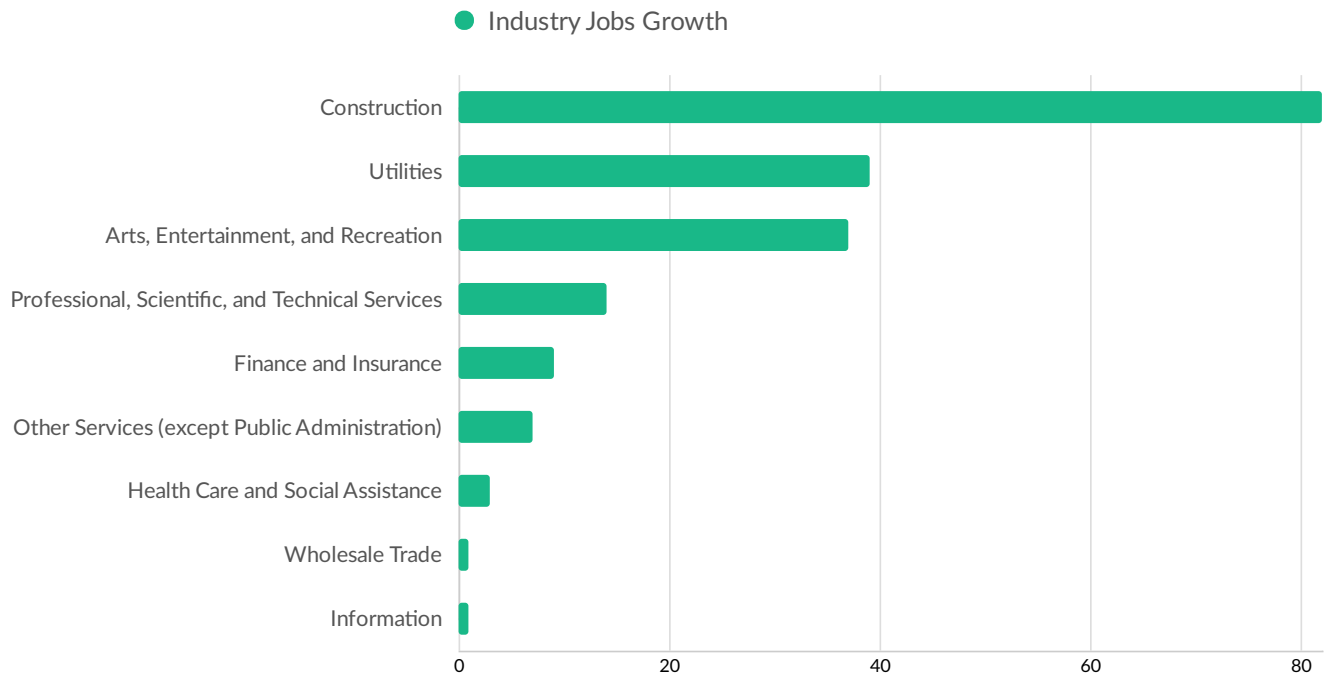
Top Following Counties	Migrations
Dallas County, MO	1
Lake County, IL	1
Carroll County, IL	1
Twin Falls County, ID	1
St. Louis City County, MO	1
Davis County, UT	1
Pike County, IN	1
Tippecanoe County, IN	1
Cerro Gordo County, IA	1
Mills County, IA	0

# Industry Characteristics

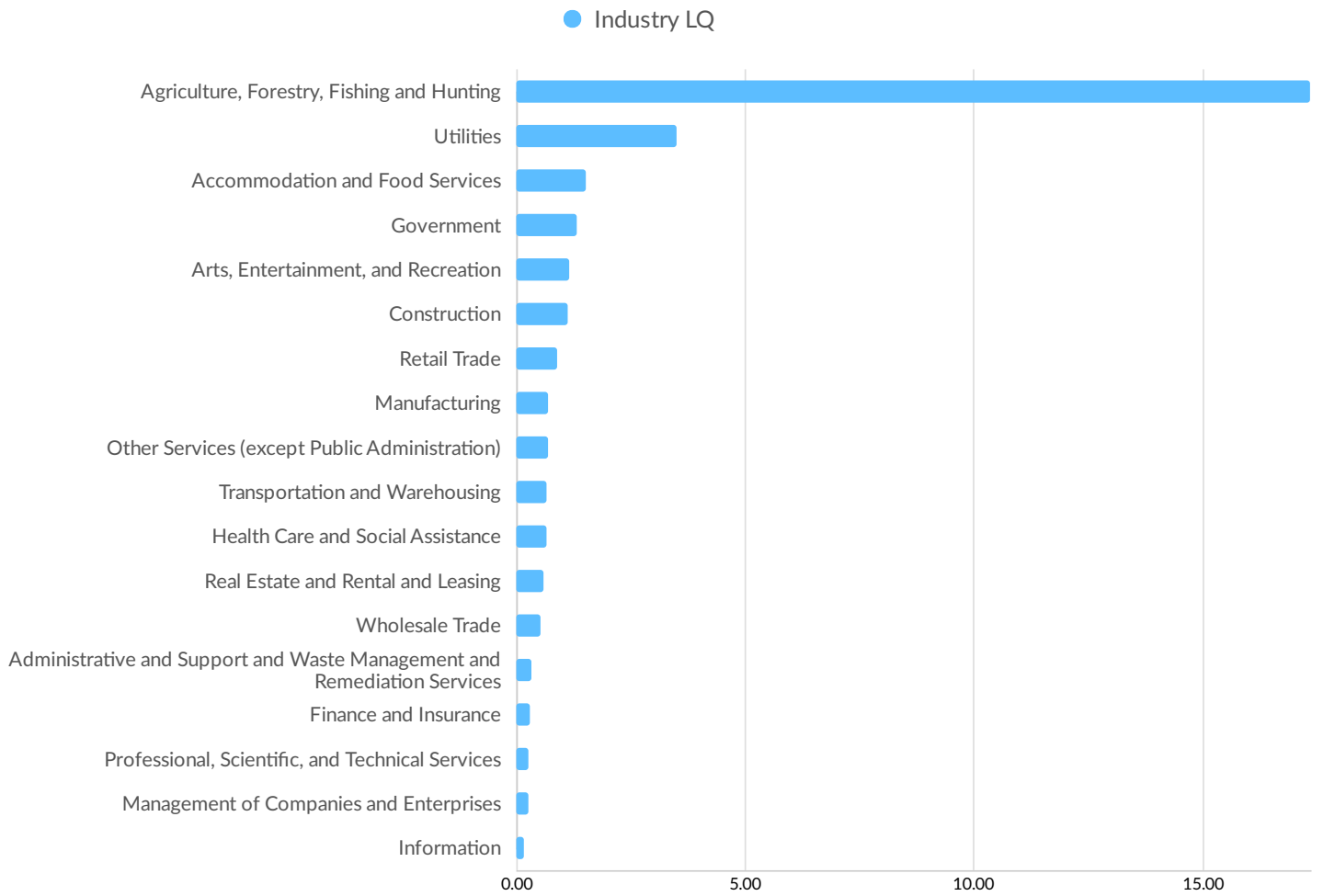
## Largest Industries



## Top Growing Industries

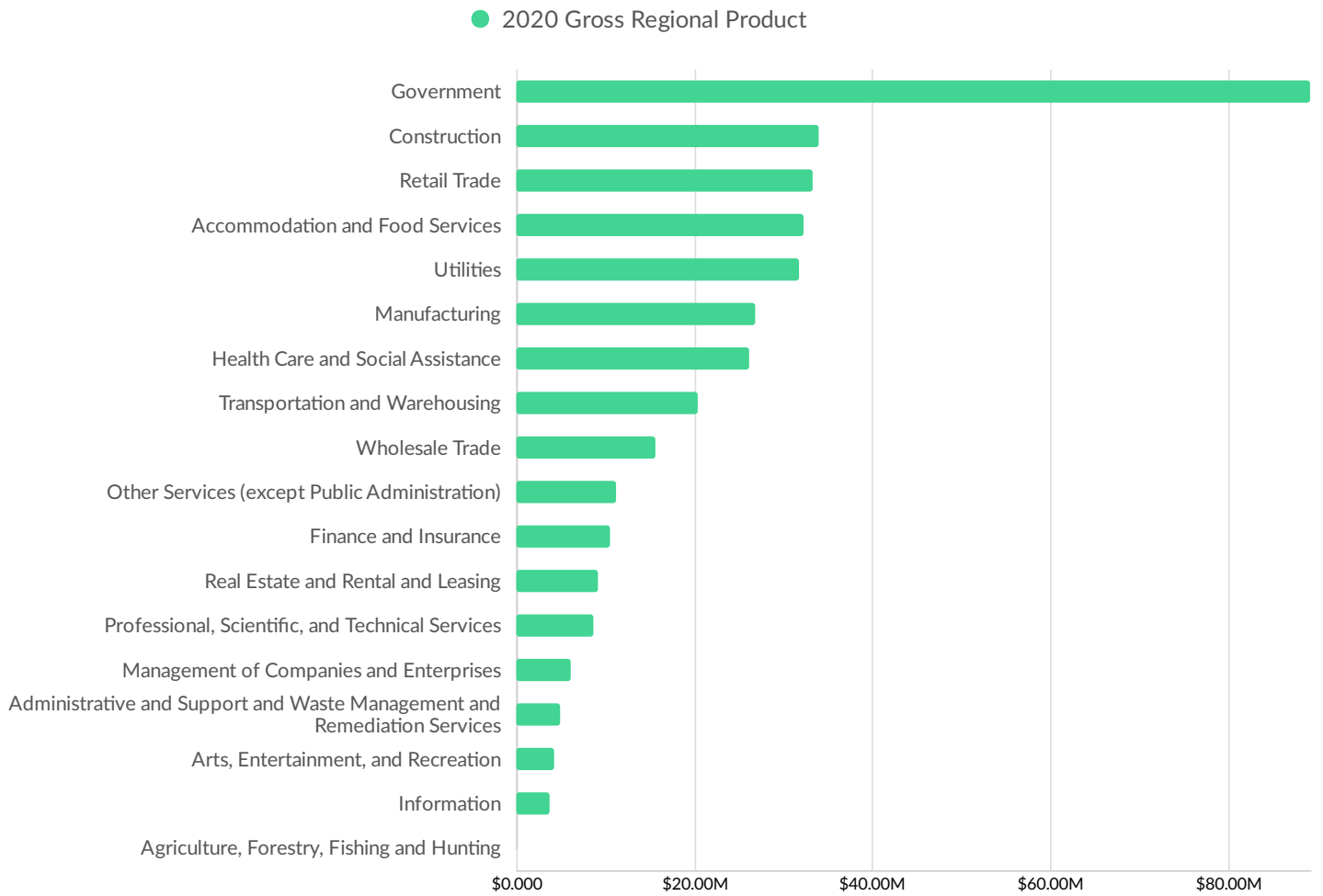


## Top Industry LQ

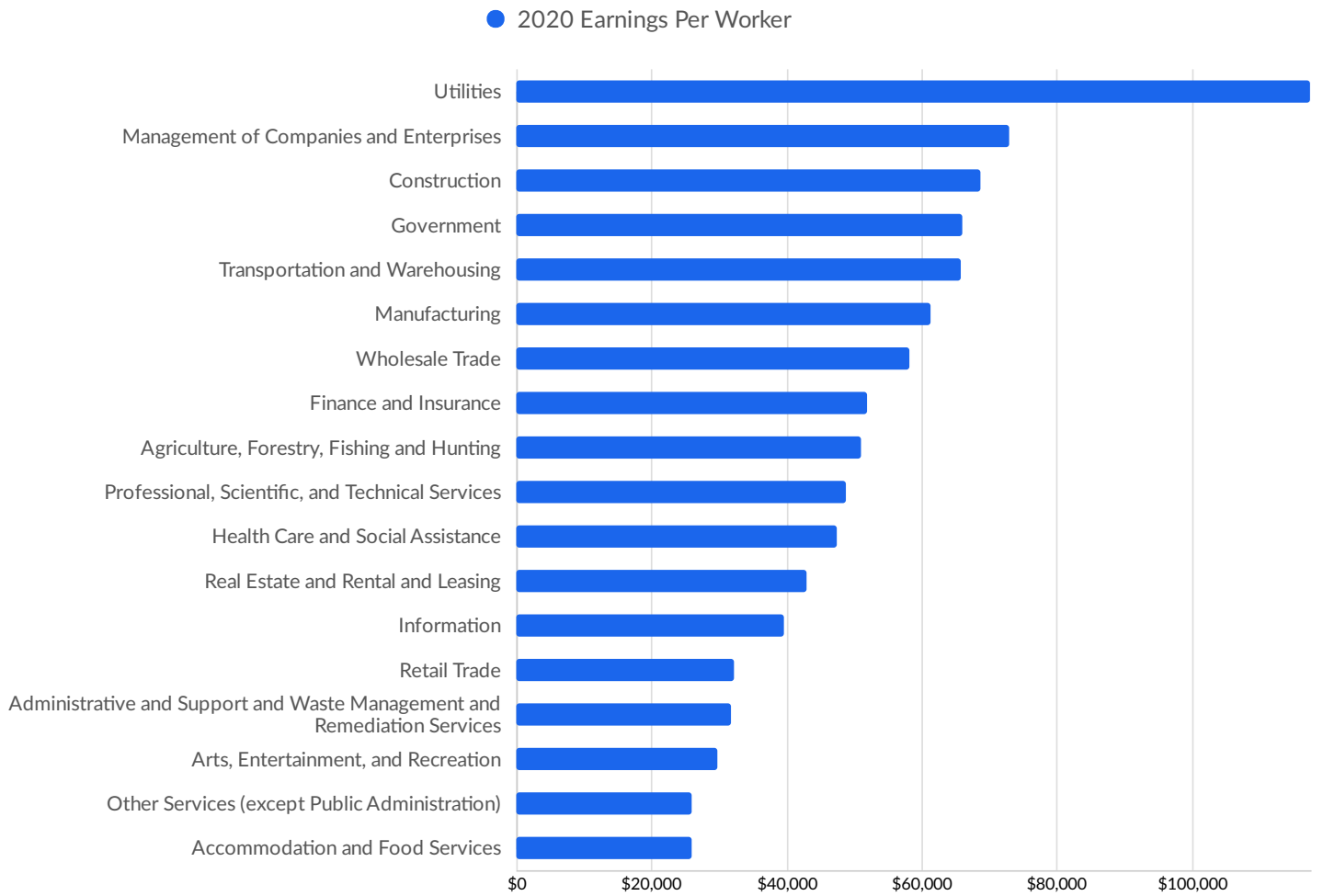




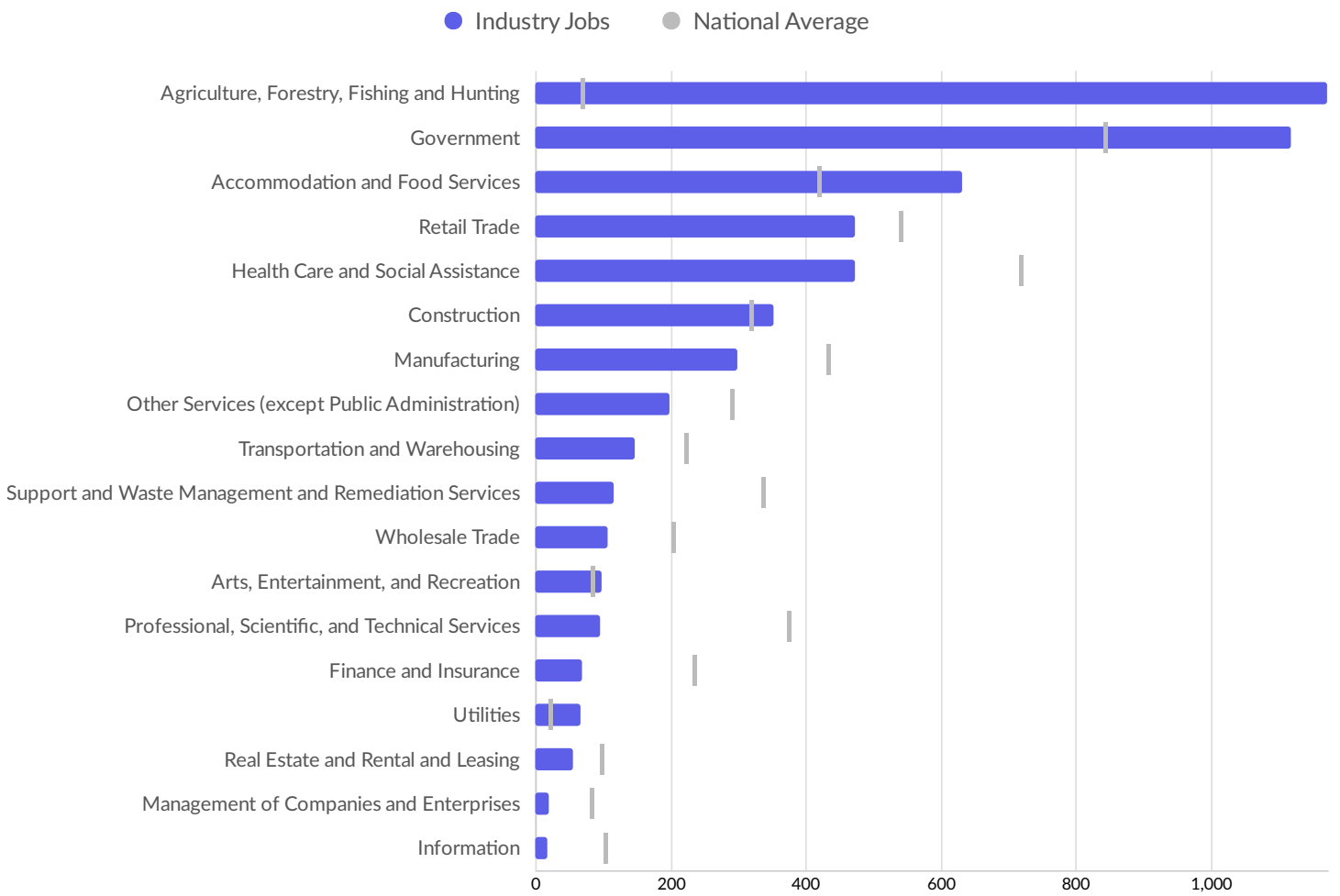
## Top Industry GRP



## Top Industry Earnings













## Largest Industries



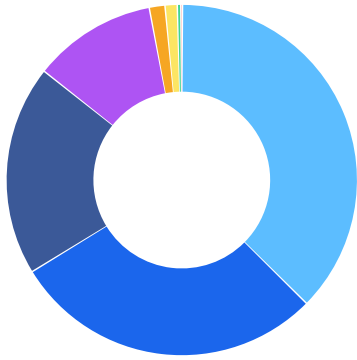
## Business Characteristics

### 735 Companies Employ Your Workers

Online profiles for your workers mention 735 companies as employers, with the top 10 appearing below. In the last 12 months, 313 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	93 	The Adams Company	64 
The Adams Company	73 	Gundersen Health System	60 
Moundview Memorial Hospital ...	29 	U.S. Xpress, Inc.	49 
Adams-Columbia Electric Coope...	15 	C.R. England, Inc.	39 
Allied Cooperative	15 	Villa Palms Senior Living Center	36 
Westrock Company	15 	Kwik Trip, Inc.	32 
Coldwell Banker Real Estate LLC	14 	Uber Technologies, Inc.	32 
Brakebush Brothers, Inc.	11 	Marten Transport, Ltd.	29 
State of Wisconsin	11 	Dollar General Corporation	25 
Chula Vista R14	10 	Vistacare Inc	25 

## Business Size

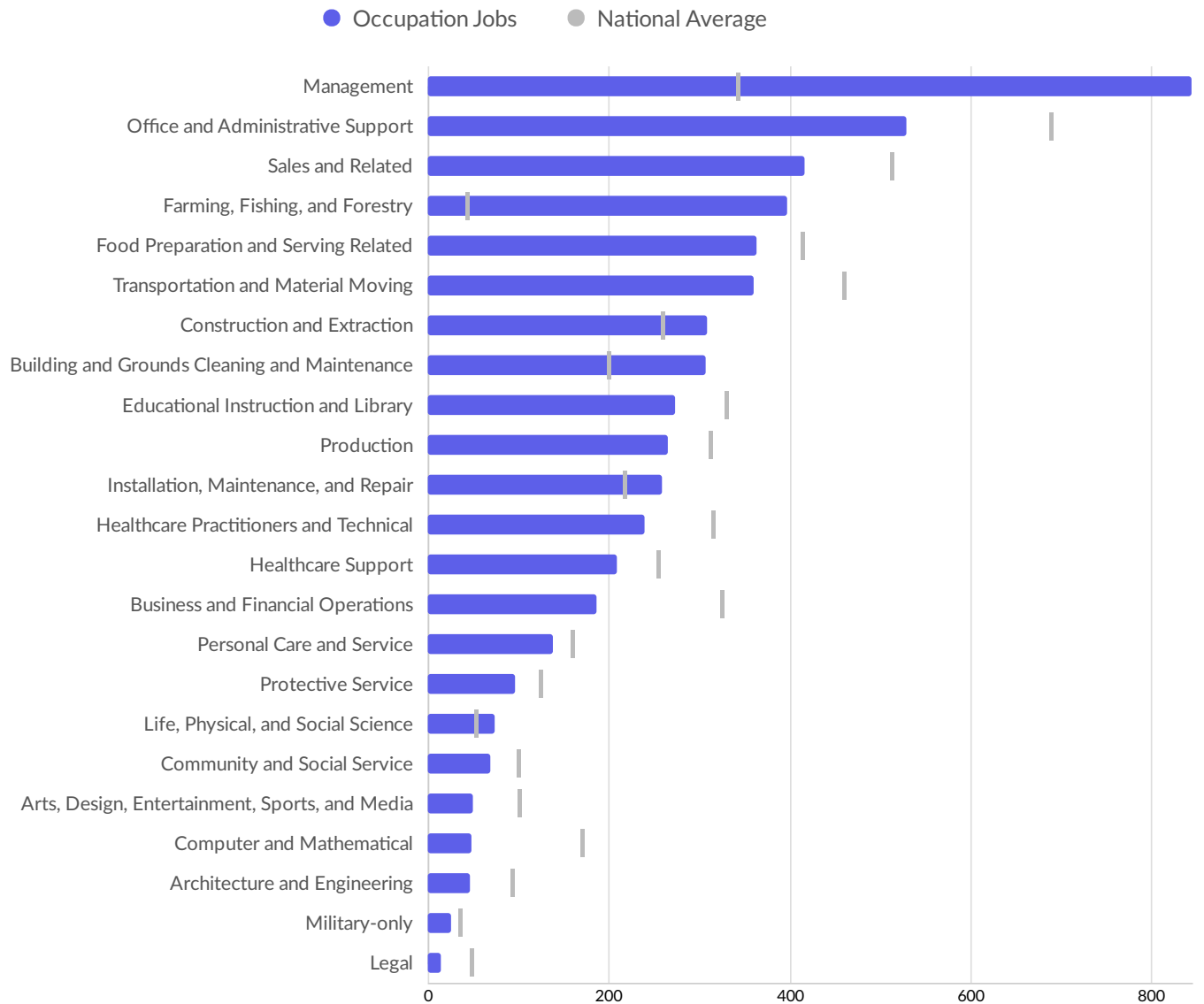


	Percentage	Business Count
1 to 4 employees	37.3%	233
5 to 9 employees	28.8%	180
10 to 19 employees	19.4%	121
20 to 49 employees	11.4%	71
50 to 99 employees	1.4%	9
100 to 249 employees	1.1%	7
250 to 499 employees	0.3%	2
500+ employees	0.2%	1

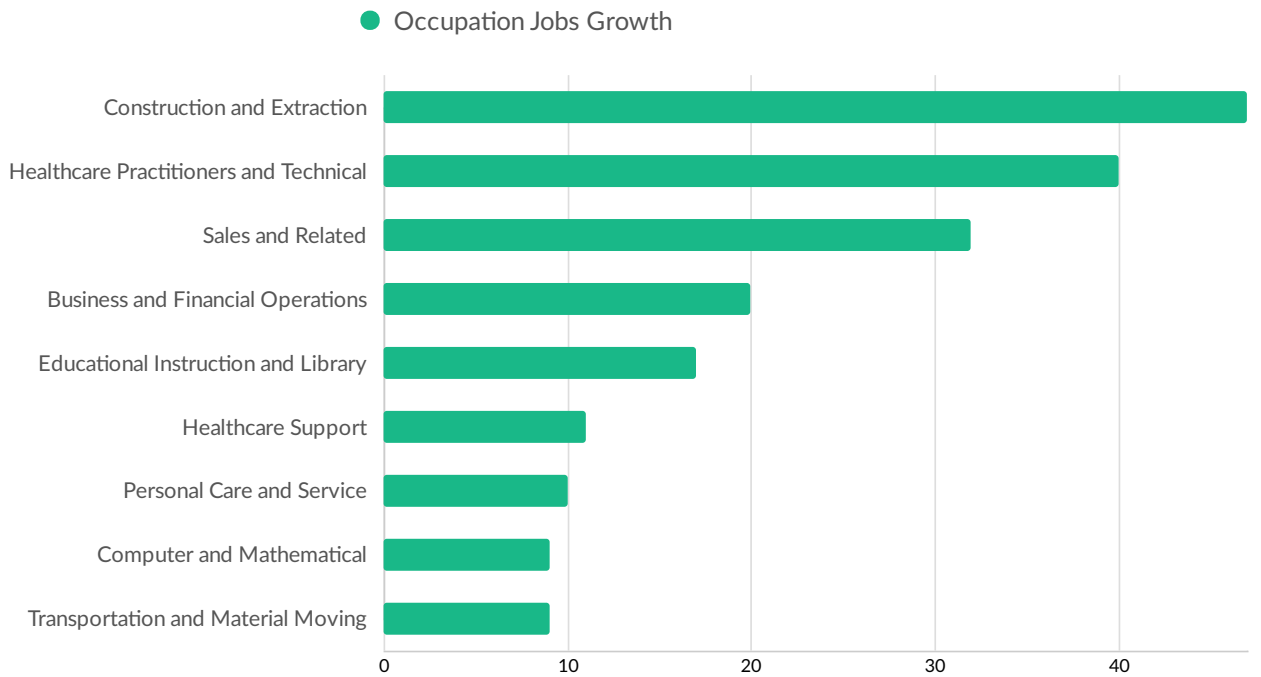
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

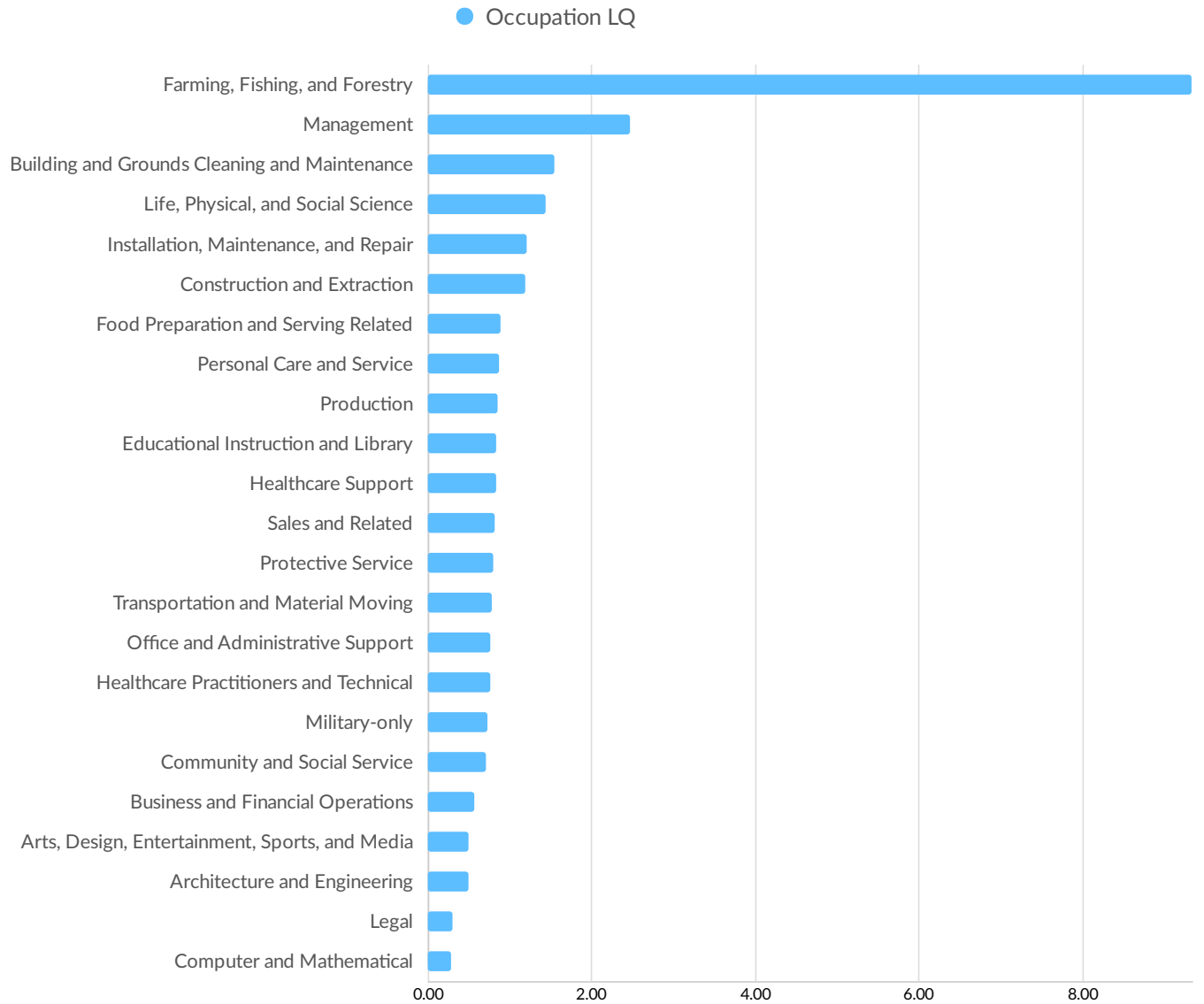
## Largest Occupations



## Top Growing Occupations

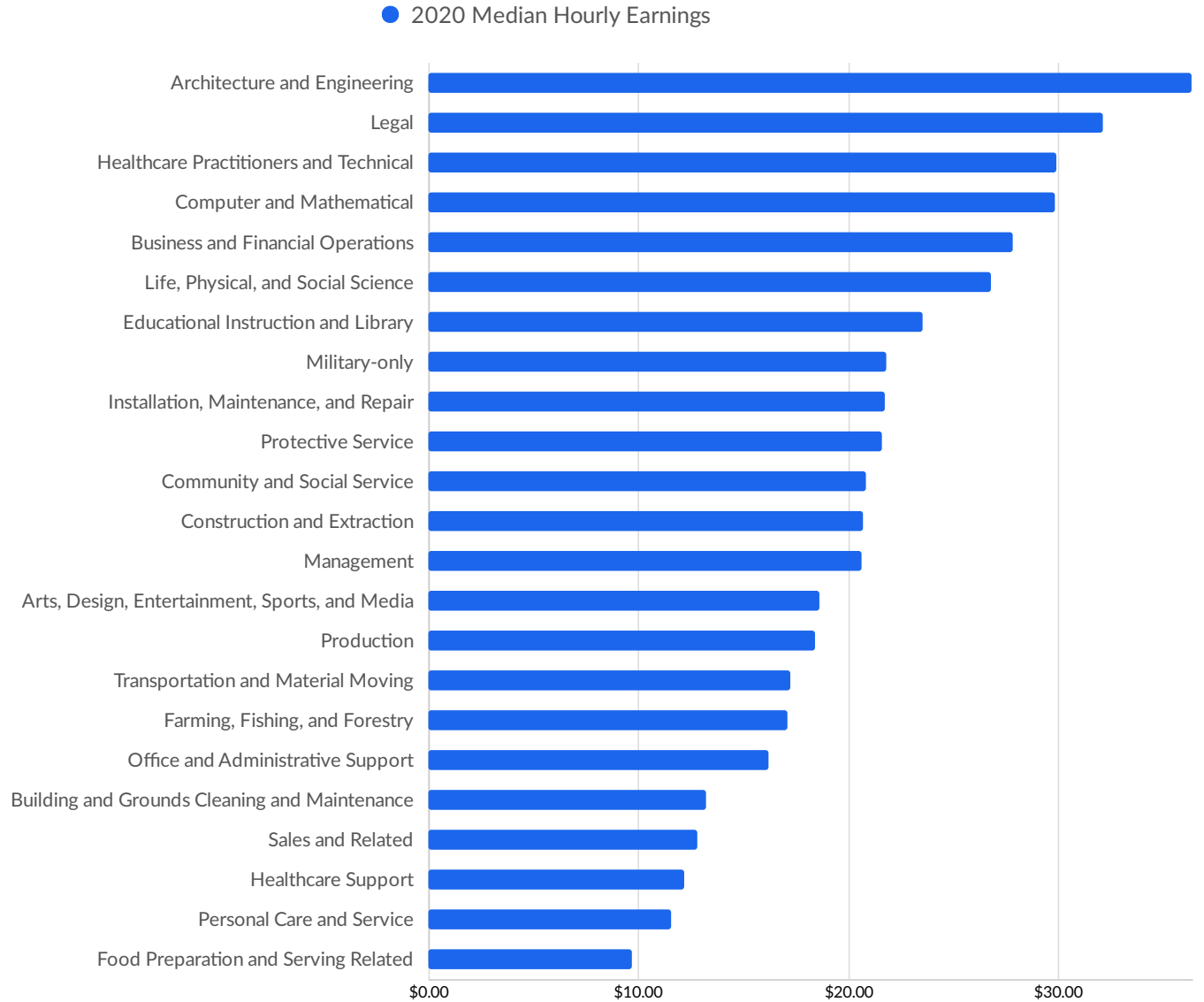


## Top Occupation LQ

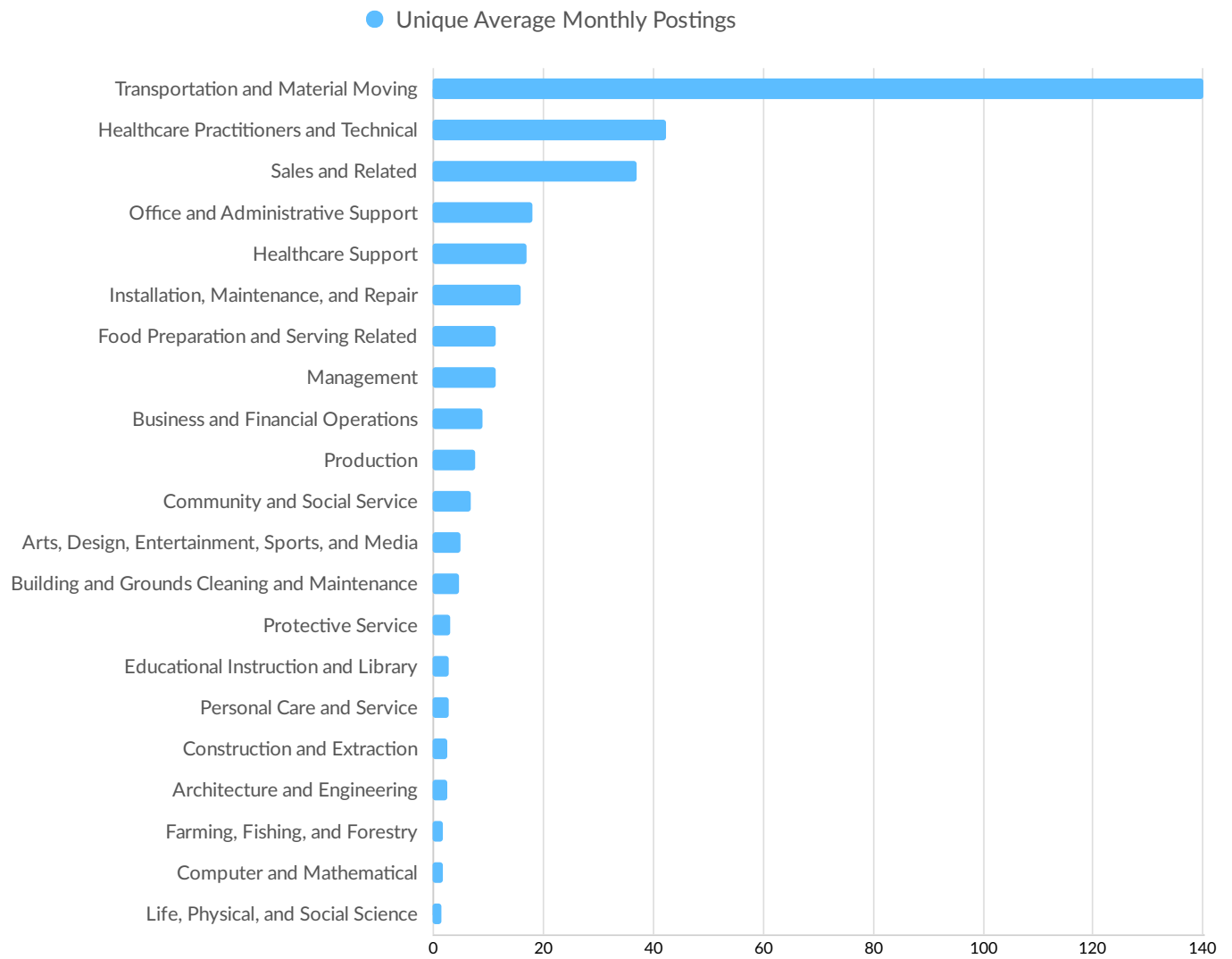




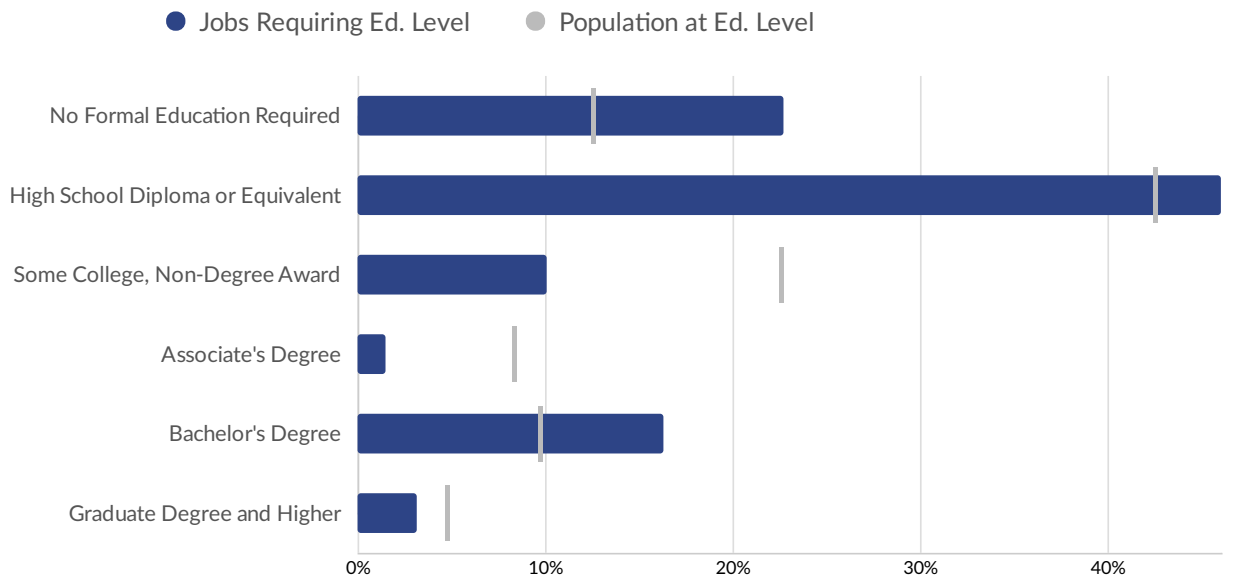
## Top Occupation Earnings



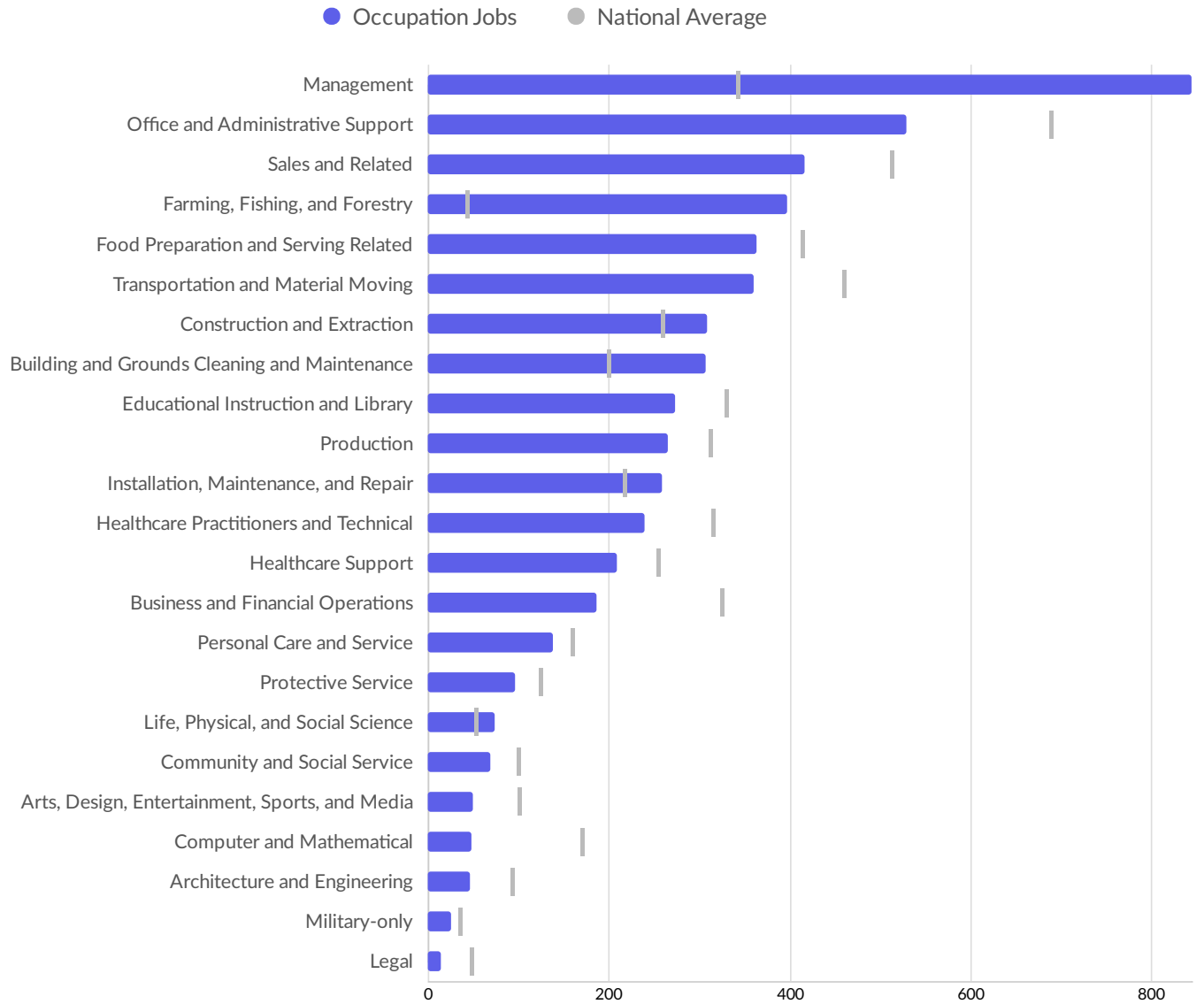
## Top Posted Occupations



## Underemployment



## Largest Occupations



## Educational Pipeline

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

# In-Demand Skills

