



# 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 .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	28
In-Demand Skills .....	29

## 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

**21,226**

**Population (2022)**

Population grew by 1,321 over the last 5 years and is projected to grow by 651 over the next 5 years.

**5,223**

**Total Regional Employment**

Jobs decreased by 711 over the last 5 years and are projected to decrease by 38 over the next 5 years.

**\$51.9K**

**Median Household Income (2021)**

Median household income is \$17.1K below the national median household income of \$69.0K.

### Takeaways

- As of 2022 the region's population increased by 6.6% since 2017, growing by 1,321. Population is expected to increase by 3.1% between 2022 and 2027, adding 651.
- From 2017 to 2022, jobs declined by 12.0% in Adams County, WI from 5,934 to 5,223. This change fell short of the national growth rate of 3.8% by 15.8%. As the number of jobs declined, the labor force participation rate decreased from 49.2% to 41.8% between 2017 and 2022.
- Concerning educational attainment, 12.1% of Adams County, WI residents possess a Bachelor's Degree (8.8% below the national average), and 8.6% hold an Associate's Degree (0.3% below the national average).
- The top three industries in 2022 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

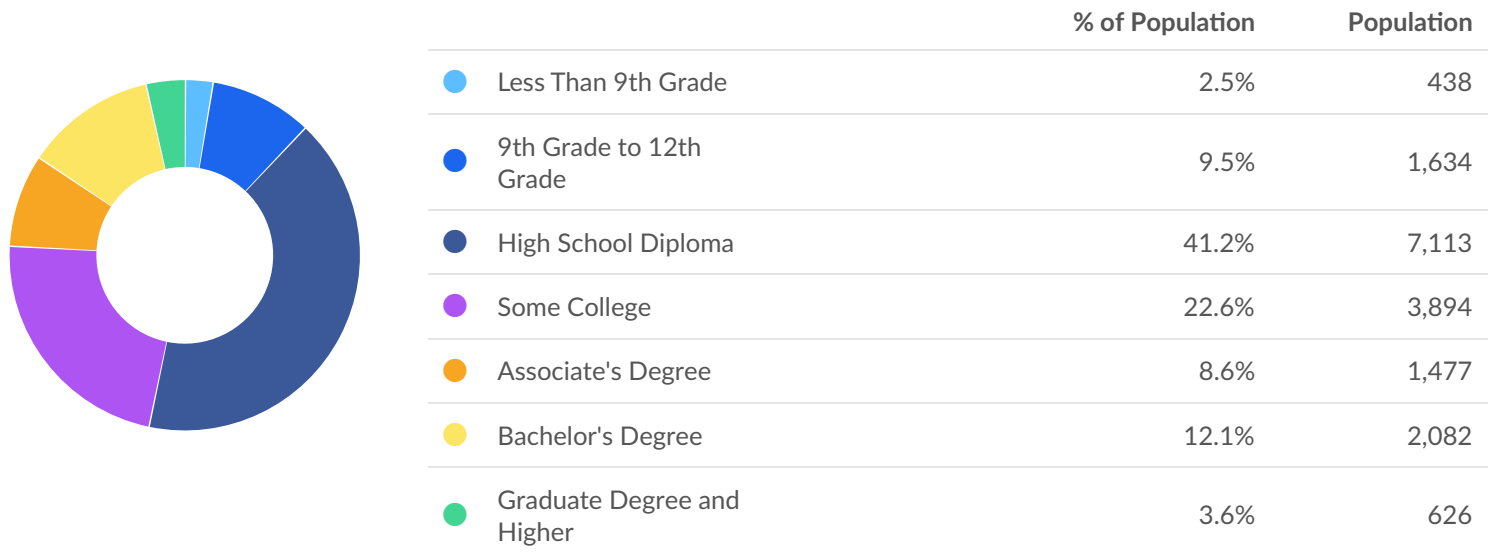
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	21,401	8,137	5,223	96.8	\$562.47M	\$1.34B	\$1.07B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



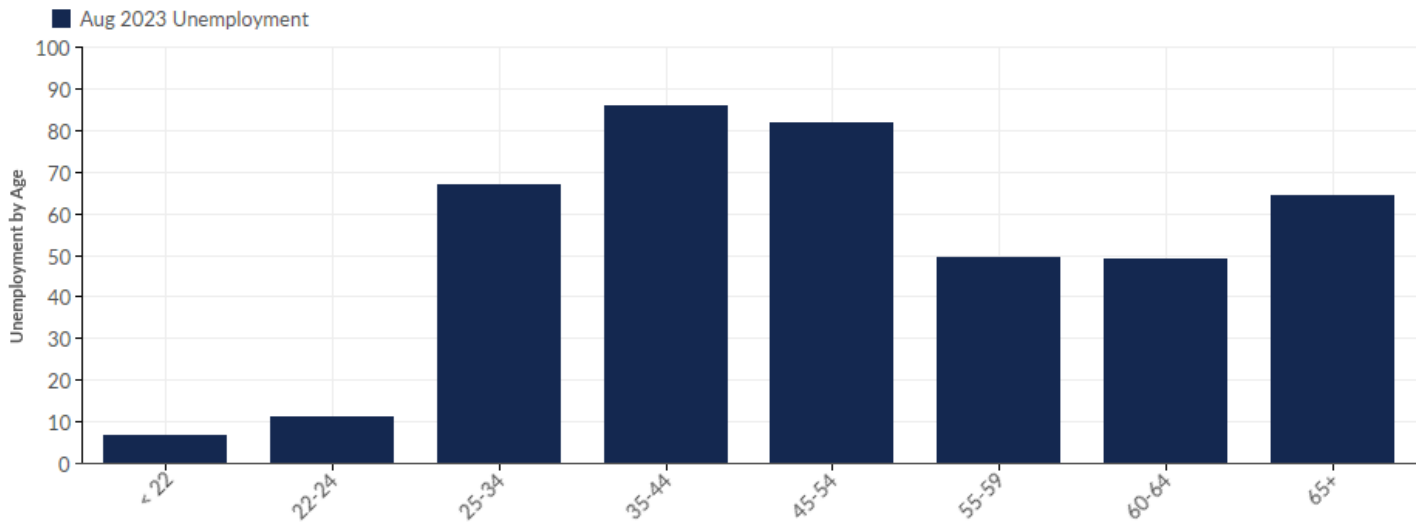
## Educational Attainment

Concerning educational attainment, **12.1% of Adams County, WI residents possess a Bachelor's Degree** (8.8% below the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).



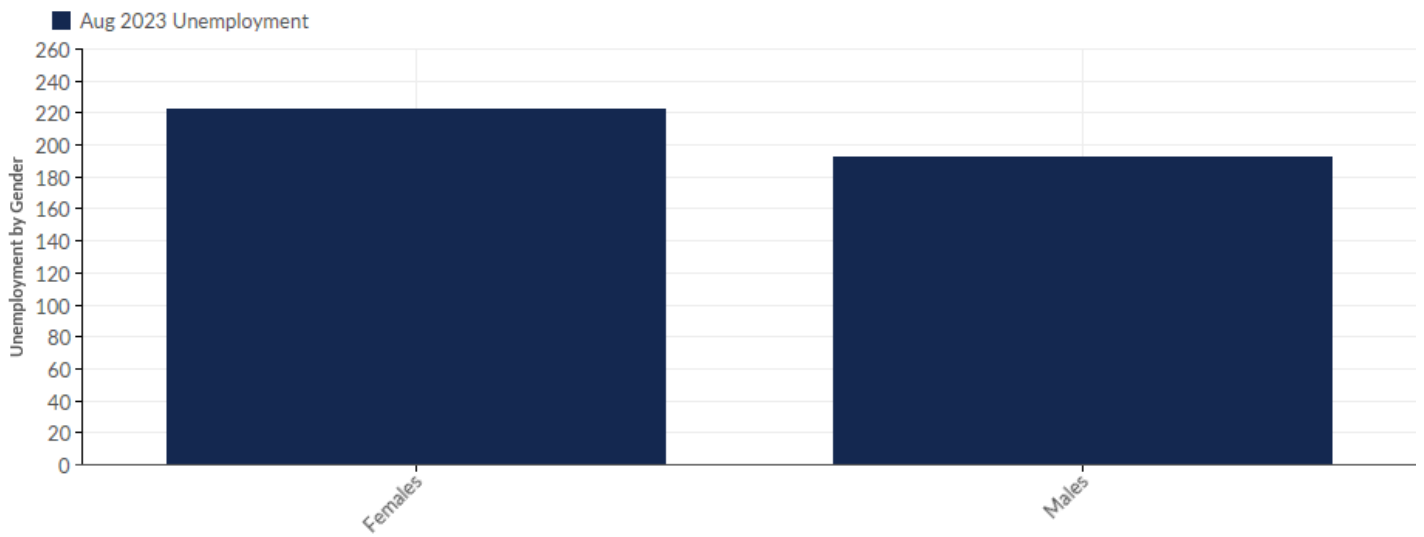
# Unemployment by Demographics

## Unemployment by Age



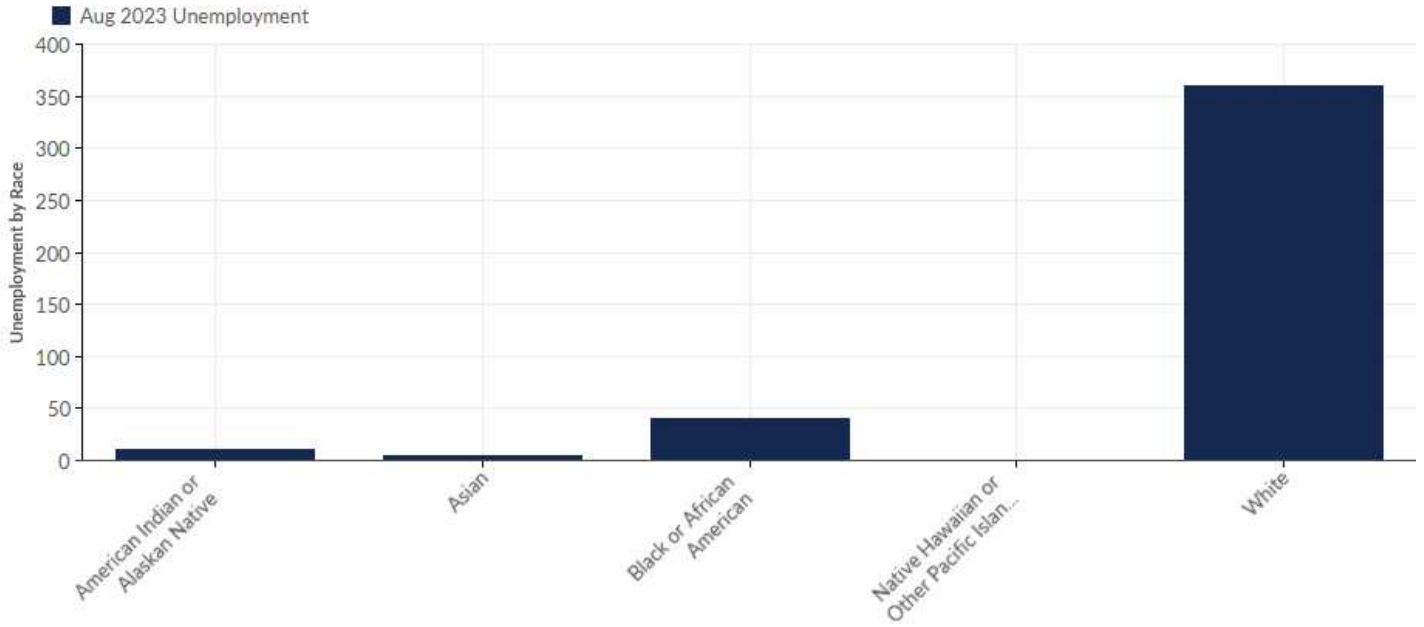
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	7	1.69%
22-24	11	2.65%
25-34	67	16.14%
35-44	86	20.72%
45-54	82	19.76%
55-59	49	11.81%
60-64	49	11.81%
65+	64	15.42%
<b>Total</b>	<b>415</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	223	53.73%
Males	192	46.27%
Total	415	100.00%

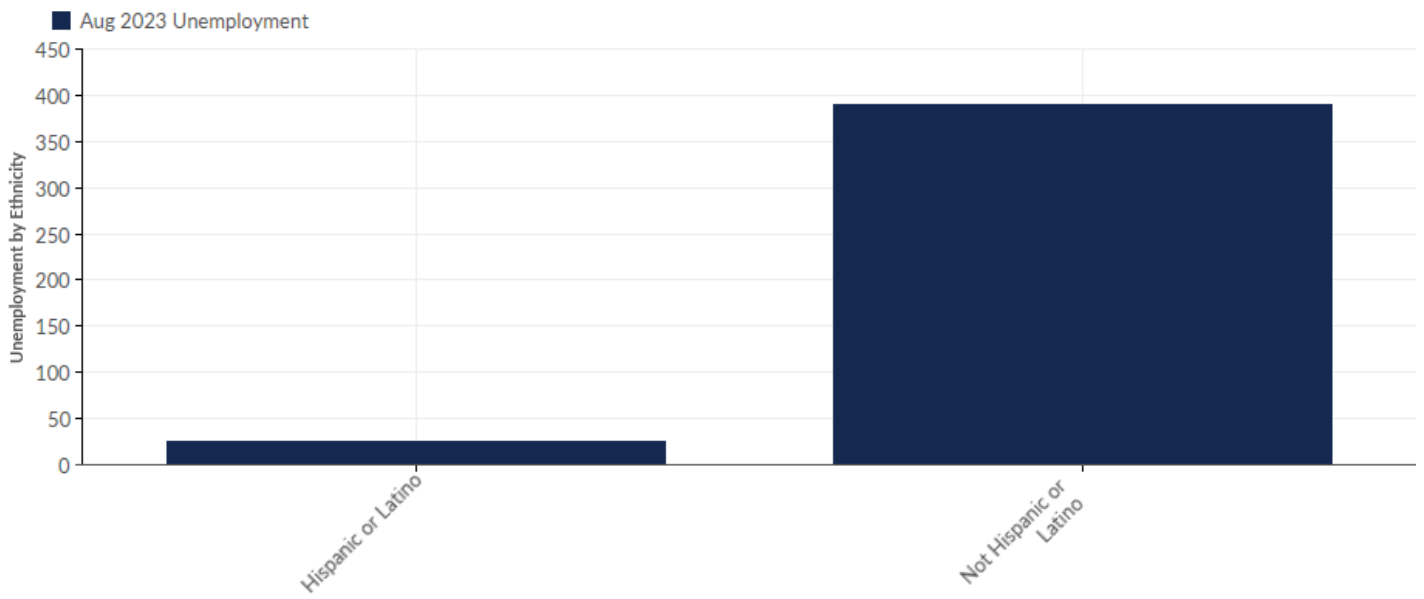
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	10	2.41%
Asian	4	0.96%
Black or African American	41	9.88%
Native Hawaiian or Other Pacific Islander	1	0.24%
White	360	86.75%
Total	415	100.00%



## Unemployment by Ethnicity

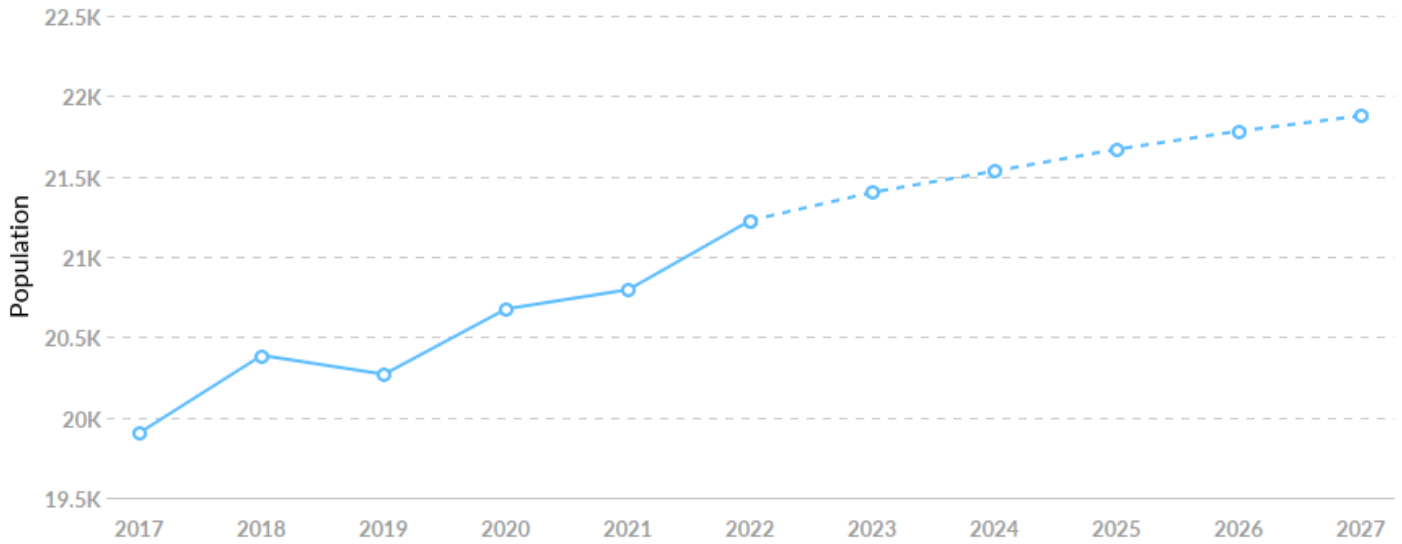


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	25	6.02%
Not Hispanic or Latino	390	93.98%
Total	415	100.00%

# Historic & Projected Trends

## Population Trends

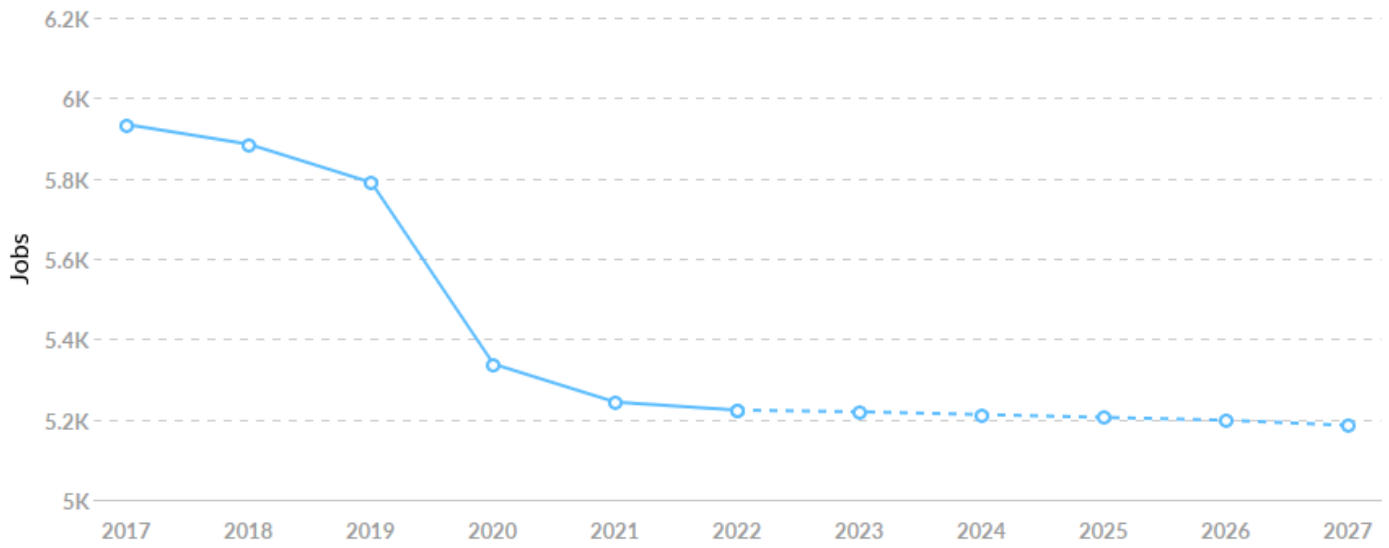
As of 2022 the region's population increased by 6.6% since 2017, growing by 1,321. Population is expected to increase by 3.1% between 2022 and 2027, adding 651.



Timeframe	Population
2017	19,905
2018	20,386
2019	20,268
2020	20,675
2021	20,795
2022	21,226
2023	21,401
2024	21,533
2025	21,669
2026	21,782
2027	21,877

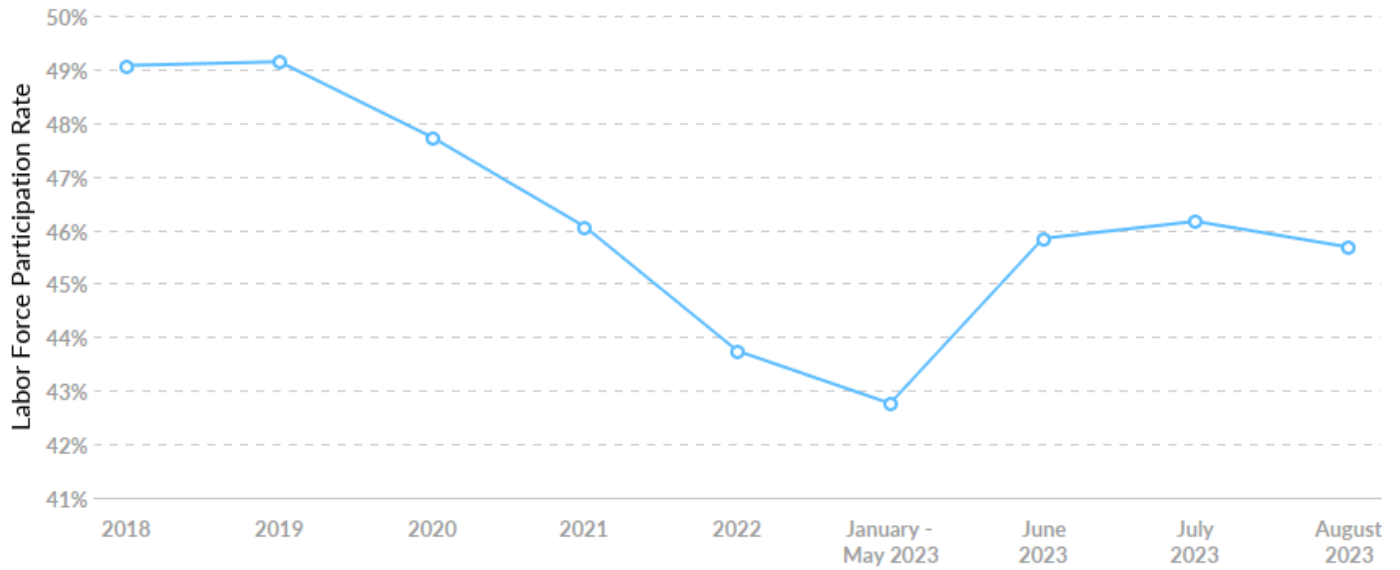
## Job Trends

From 2017 to 2022, jobs declined by 12.0% in Adams County, WI from 5,934 to 5,223. This change fell short of the national growth rate of 3.8% by 15.8%.



Timeframe	Jobs
2017	5,934
2018	5,885
2019	5,790
2020	5,338
2021	5,243
2022	5,223
2023	5,219
2024	5,212
2025	5,205
2026	5,198
2027	5,185

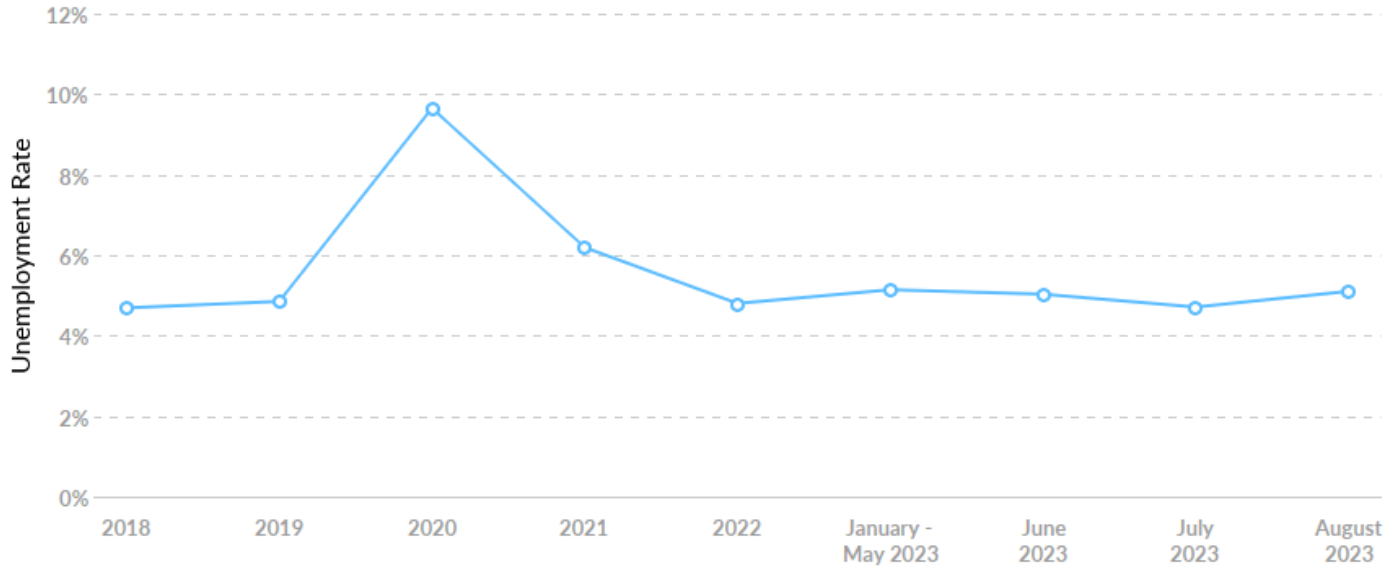
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	49.07%
2019	49.14%
2020	47.73%
2021	46.06%
2022	43.74%
January - May 2023	42.76%
June 2023	45.84%
July 2023	46.16%
August 2023	45.68%

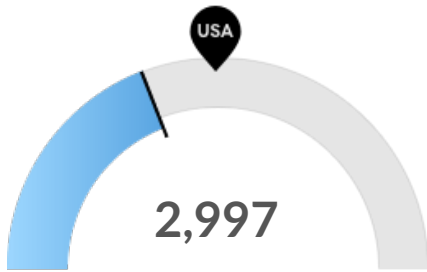
## Unemployment Rate Trends

Adams County, WI had an August 2023 unemployment rate of 5.10%, **increasing from 4.69%** 5 years before.



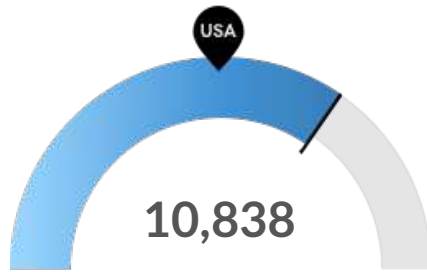
Timeframe	Unemployment Rate
2018	4.69%
2019	4.85%
2020	9.65%
2021	6.19%
2022	4.80%
January - May 2023	5.14%
June 2023	5.03%
July 2023	4.71%
August 2023	5.10%

## Population Characteristics



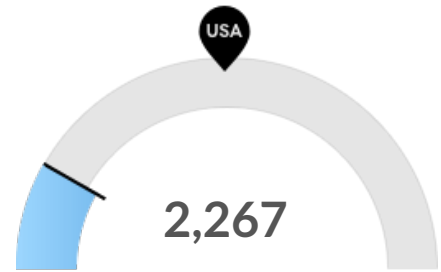
**Millennials**

Adams County, WI has 2,997 millennials (ages 25-39). The national average for an area this size is 4,316.



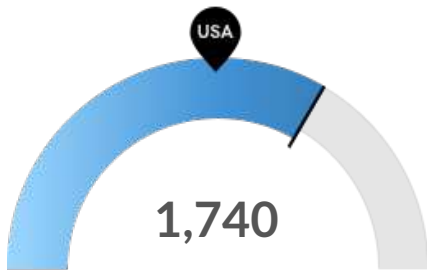
**Retiring Soon**

Retirement risk is high in Adams County, WI. The national average for an area this size is 6,361 people 55 or older, while there are 10,838 here.



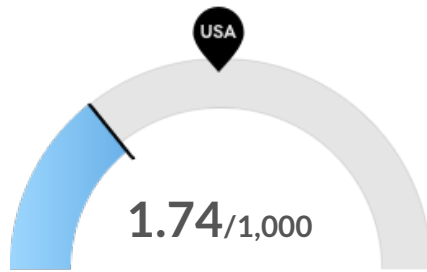
**Racial Diversity**

Racial diversity is low in Adams County, WI. The national average for an area this size is 8,729 racially diverse people, while there are 2,267 here.



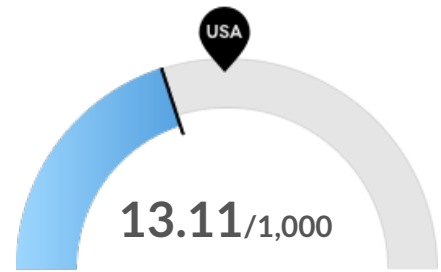
**Veterans**

Adams County, WI has 1,740 veterans. The national average for an area this size is 1,092.



**Violent Crime**

Adams County, WI has 1.74 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

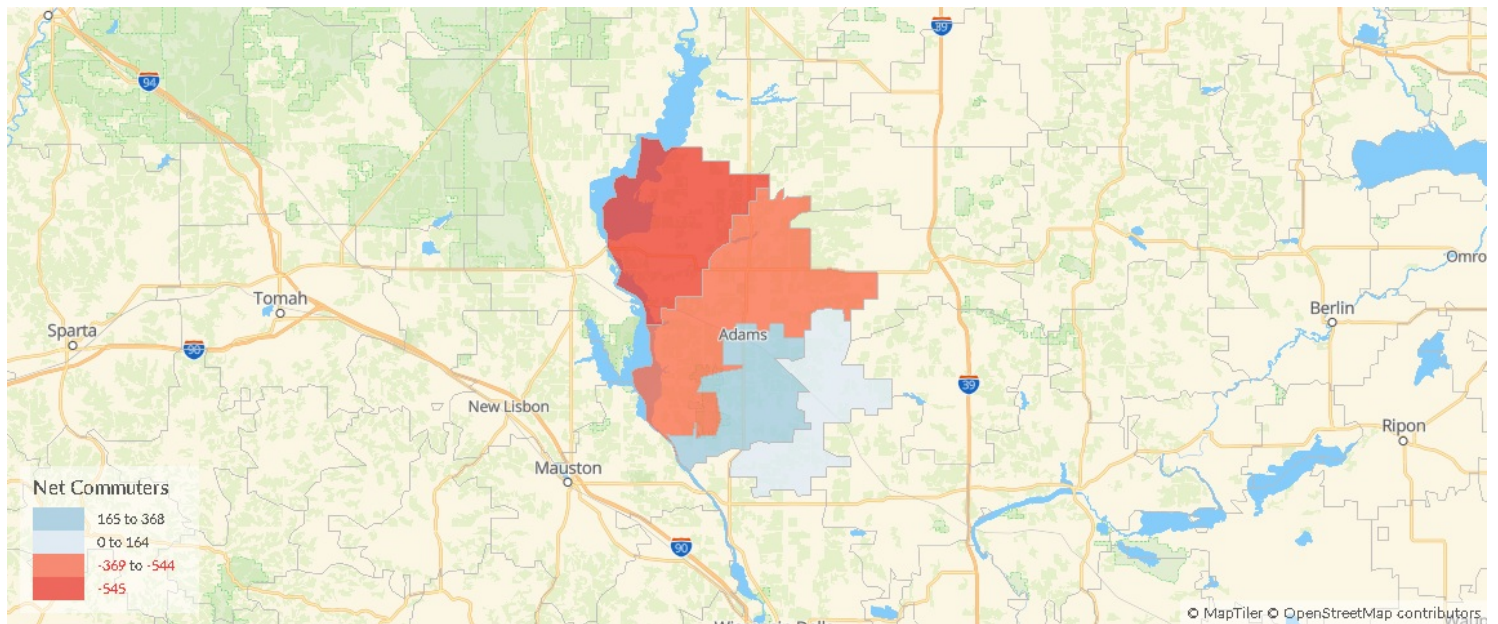


**Property Crime**

Adams County, WI has 13.11 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
53910	Adams, WI (in Adams co...	1,900
53934	Friendship, WI (in Adam...	1,767
53936	Grand Marsh, WI (in Ad...	1,114
54613	Arkdale, WI (in Adams c...	441

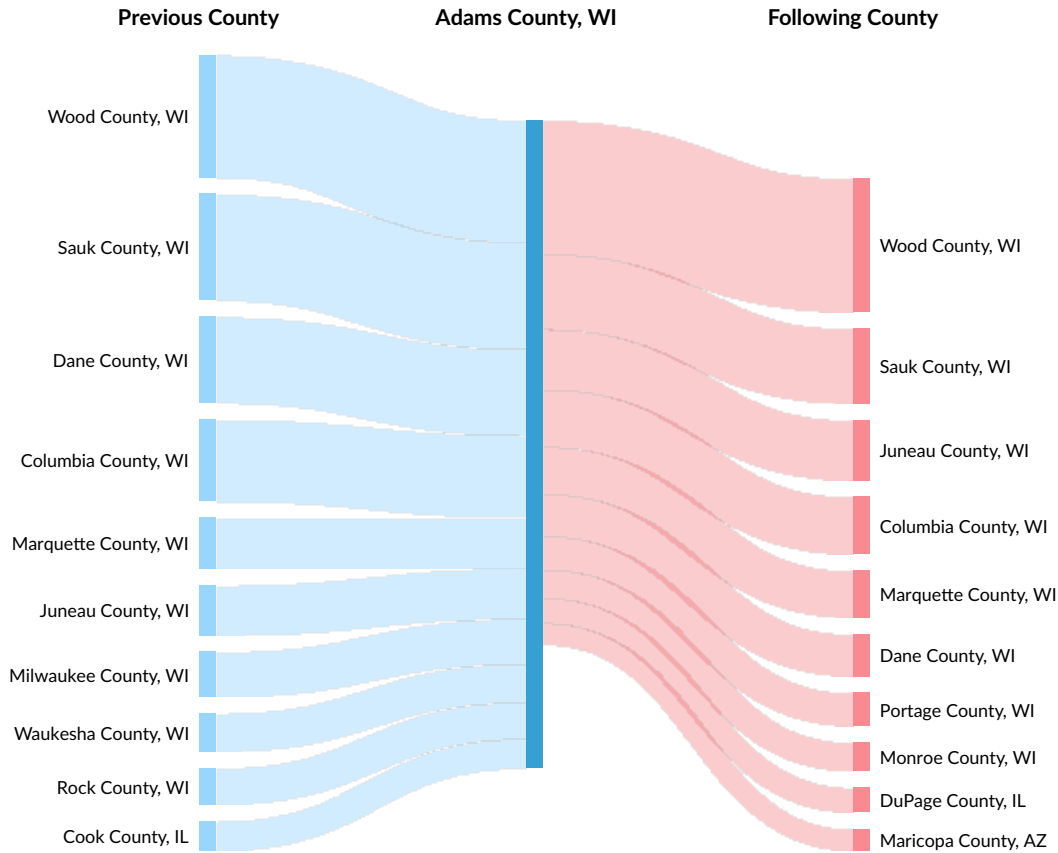
### Where Talent Lives

ZIP	Name	2022 Workers
53934	Friendship, WI (in Adam...	2,136
53910	Adams, WI (in Adams co...	1,735
53936	Grand Marsh, WI (in Ad...	1,015
54613	Arkdale, WI (in Adams c...	986

# 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 2020, 143 people have migrated from Wood County, WI to Adams County, WI. In the same year, 156 people left Adams County, WI migrating to Wood County, WI. The total Net Migration for Adams County, WI in 2020 was 196.



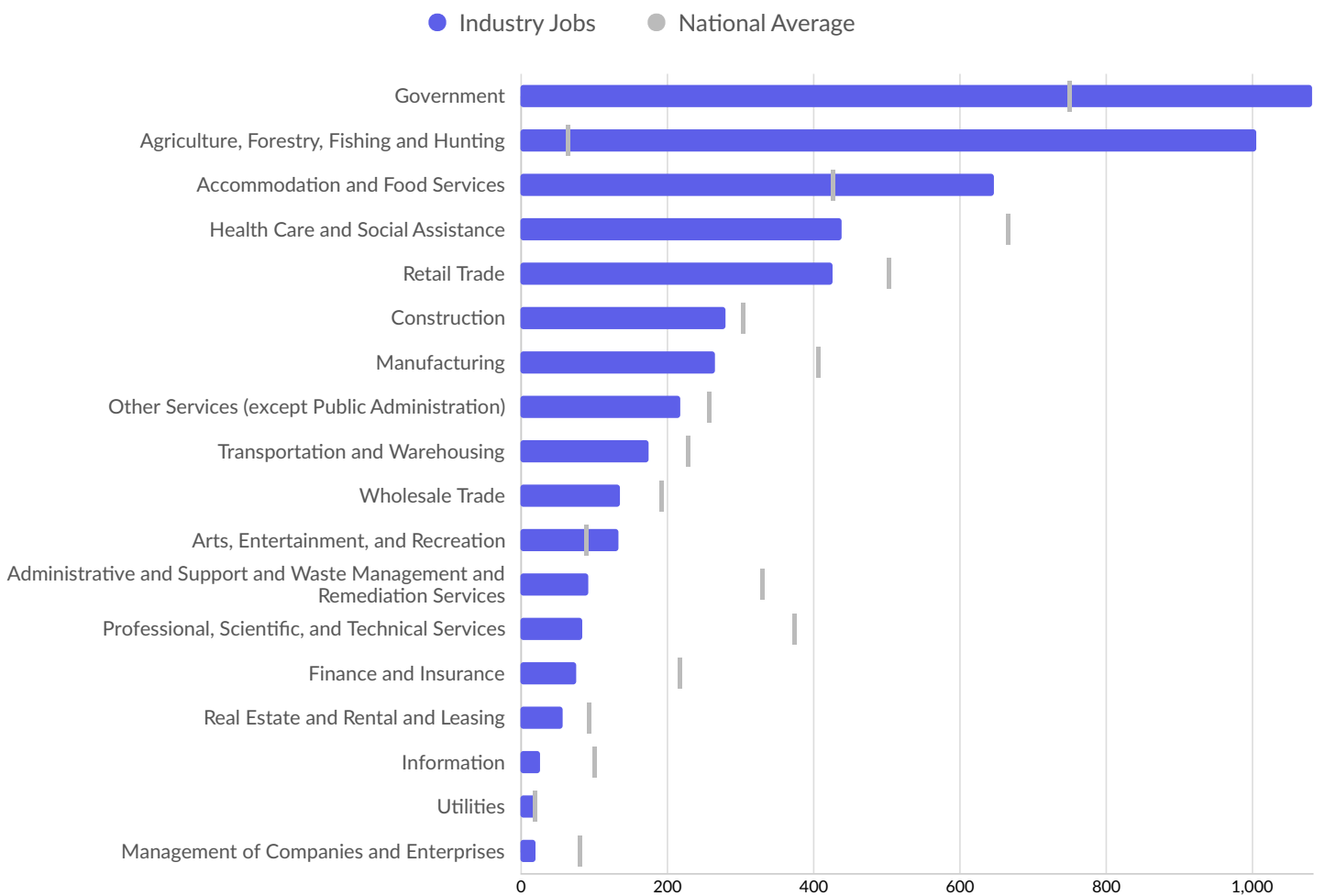
Top Previous Counties	Migrations
Wood County, WI	143
Sauk County, WI	124
Dane County, WI	100
Columbia County, WI	95
Marquette County, WI	60
Juneau County, WI	58



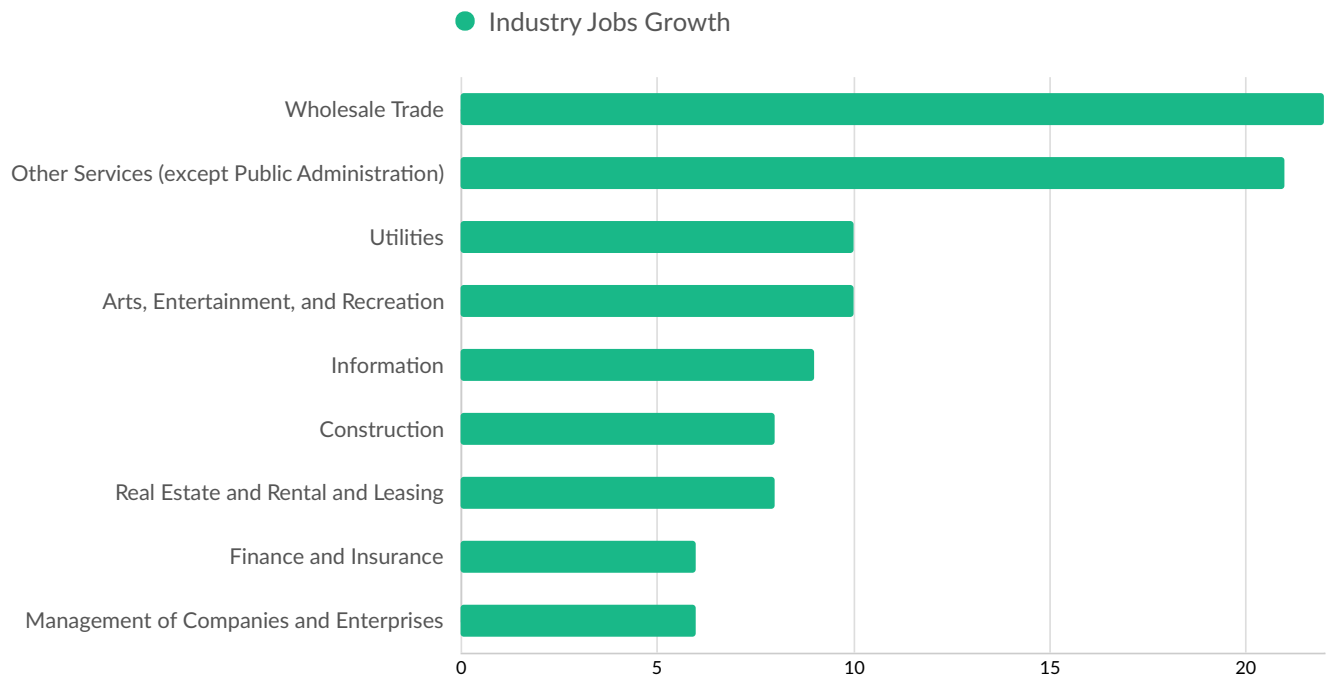
Top Previous Counties	Migrations
Milwaukee County, WI	53
Waukesha County, WI	45
Rock County, WI	43
Cook County, IL	35
Monroe County, WI	26
Racine County, WI	19
Lincoln County, WI	17
Alger County, MI	15
Portage County, WI	15
Top Following Counties	Migrations
Wood County, WI	156
Sauk County, WI	87
Juneau County, WI	70
Columbia County, WI	67
Marquette County, WI	55
Dane County, WI	49
Portage County, WI	39
Monroe County, WI	33
DuPage County, IL	29
Maricopa County, AZ	26
Dakota County, MN	25
Rock County, WI	22
Waupaca County, WI	21
Stearns County, MN	20
Nye County, NV	19

# Industry Characteristics

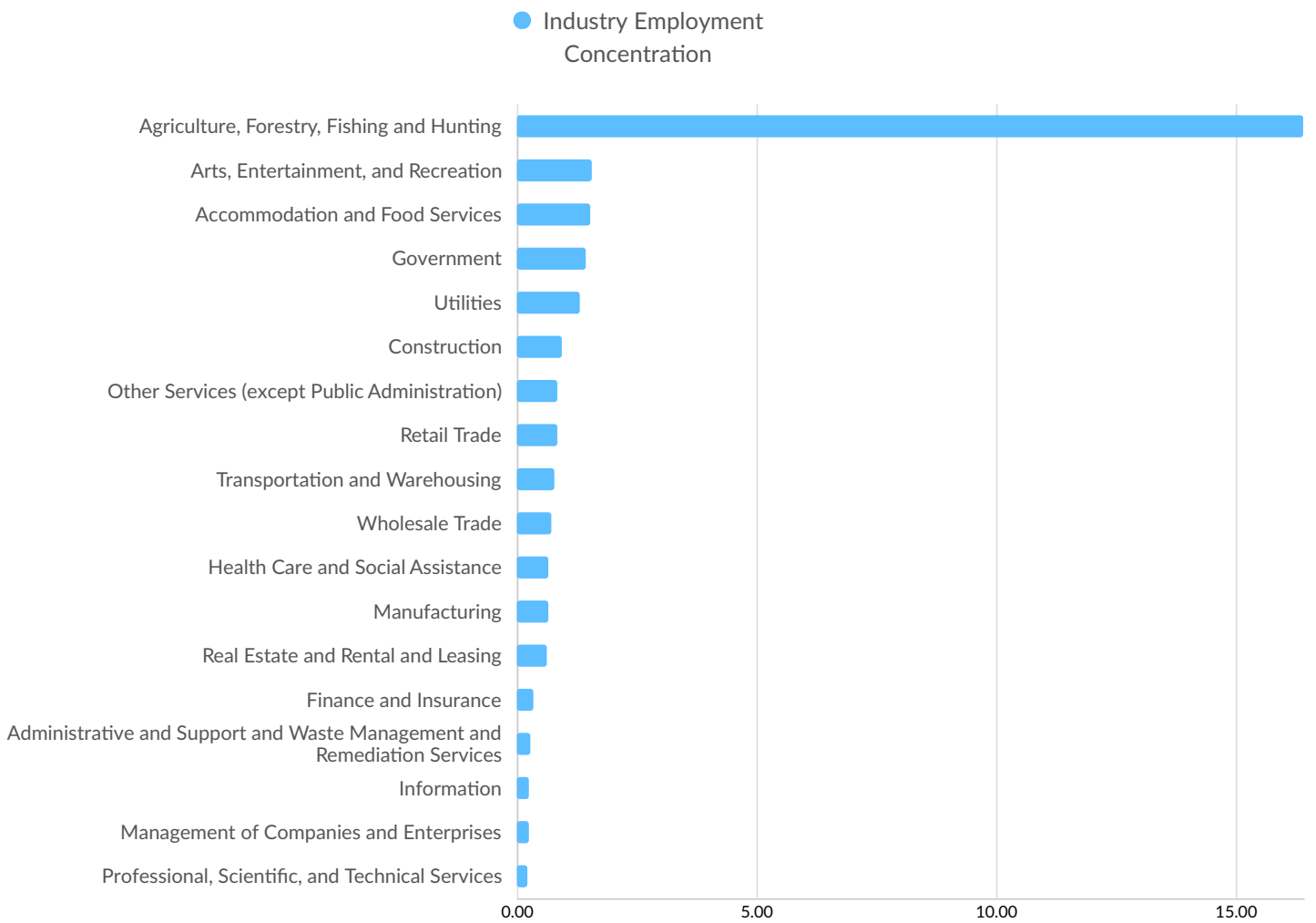
## Largest Industries



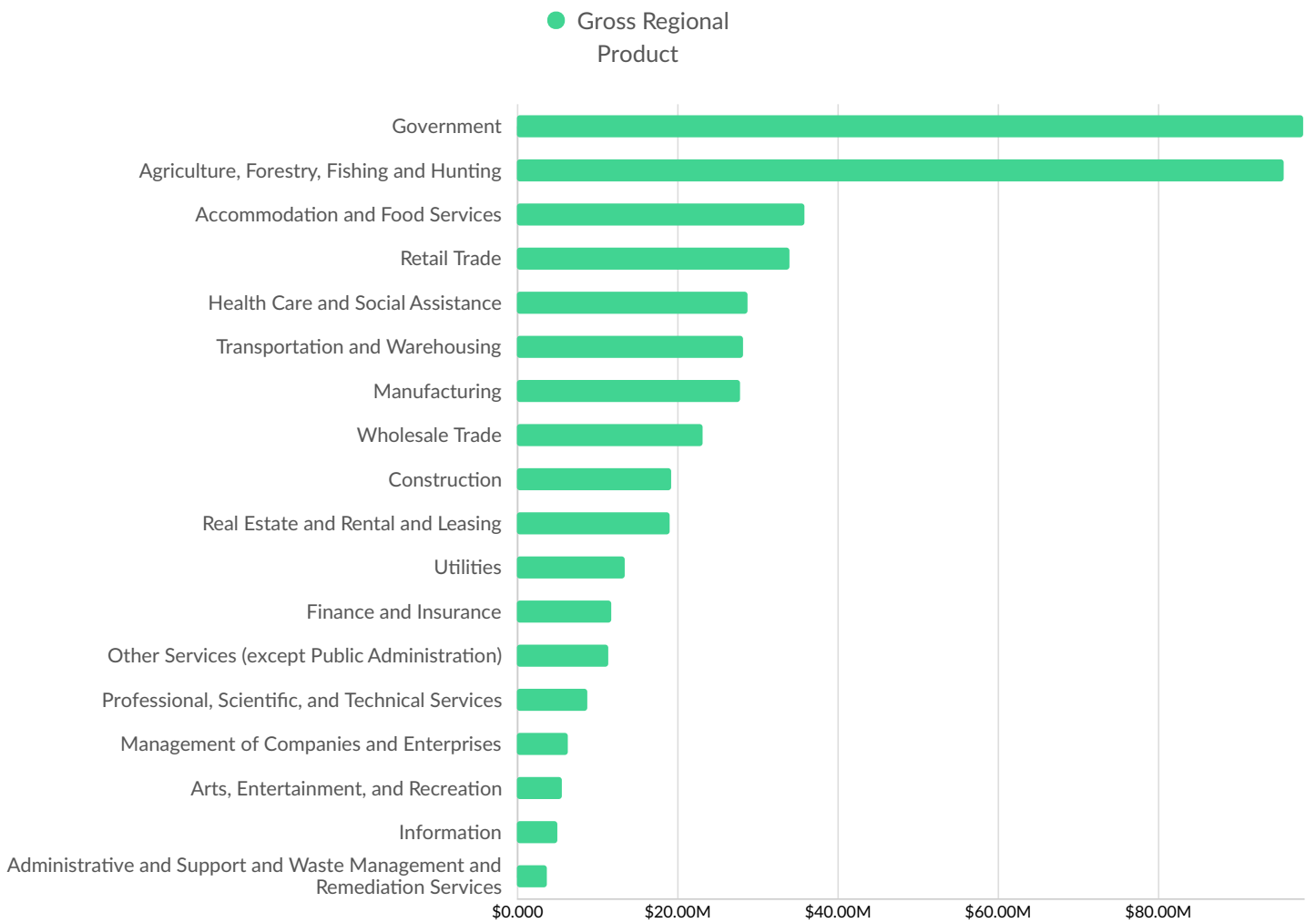
## Top Growing Industries



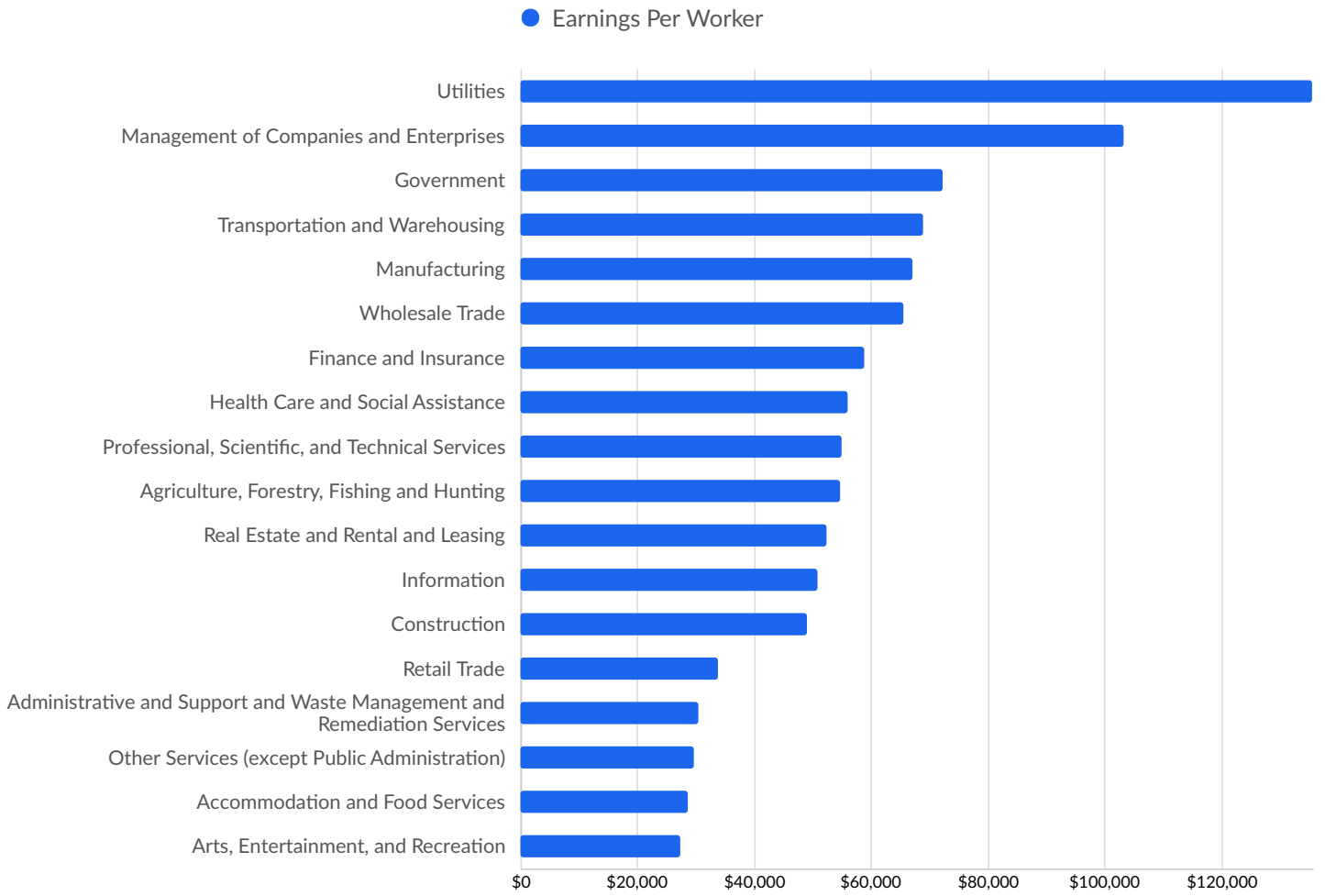
## Top Industry Employment Concentration



## Top Industry GRP





## Top Industry Earnings



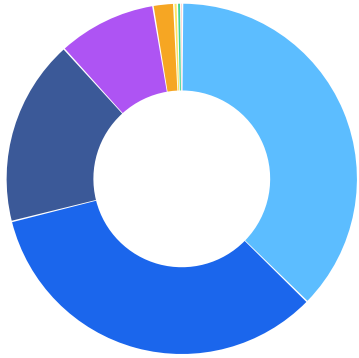
## Business Characteristics

### 742 Companies Employ Your Workers

Online profiles for your workers mention 742 companies as employers, with the top 10 appearing below. In the last 12 months, 52 companies in Adams County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Adams Friendship Area Schools	22 	Bureau of Prisons	40 
Moundview Memorial Hospital ...	18 	Gundersen Health System	22 
WestRock	13 	United States Department of Ju...	19 
Adams County Government	11 	Dollar General	17 
Adams-Friendship School District	10 	Kwik Trip	11 
Adams-Columbia Electric Coope...	9 	Asplundh Tree Experts	7 
Allied Cooperative	8 	GPAC	6 
Mile Bluff Medical Center	7 	HCL Technologies	6 
University of Wisconsin System	7 	Renewal Rehab	6 
Chula Vista Resort	5 	PRN Health Services	5 

## Business Size



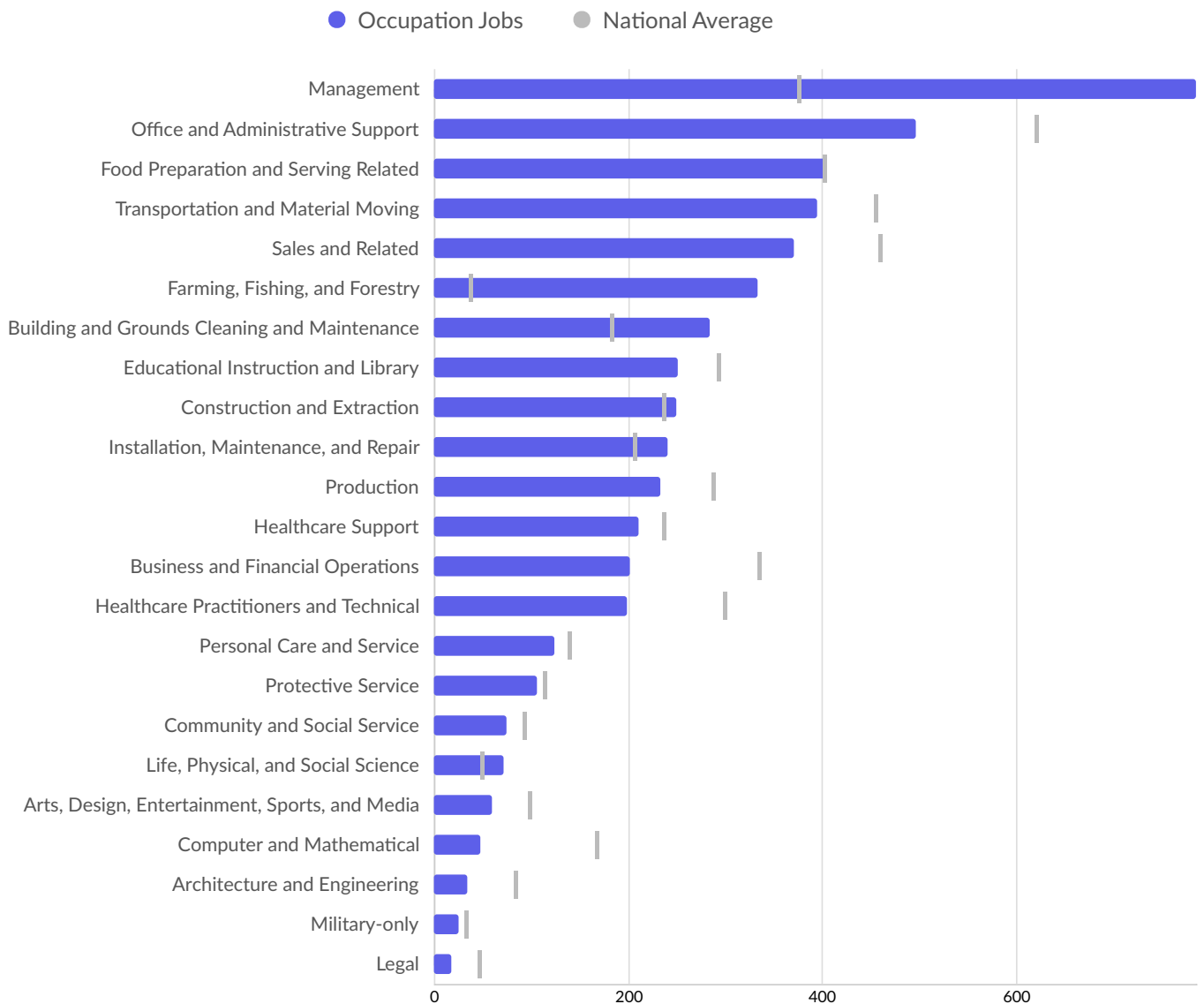
	Percentage	Business Count
● 1 to 4 employees	37.3%	234
● 5 to 9 employees	33.8%	212
● 10 to 19 employees	17.2%	108
● 20 to 49 employees	9.1%	57
● 50 to 99 employees	1.9%	12
● 100 to 249 employees	0.3%	2
● 250 to 499 employees	0.3%	2
● 500+ employees	0.2%	1

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

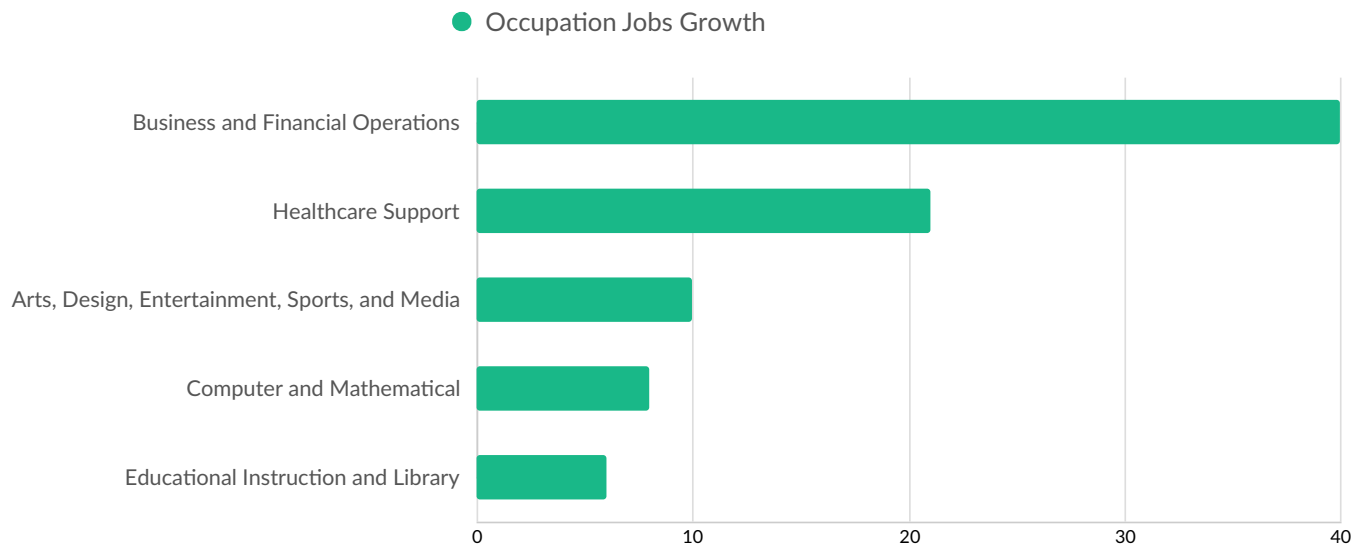


# Workforce Characteristics

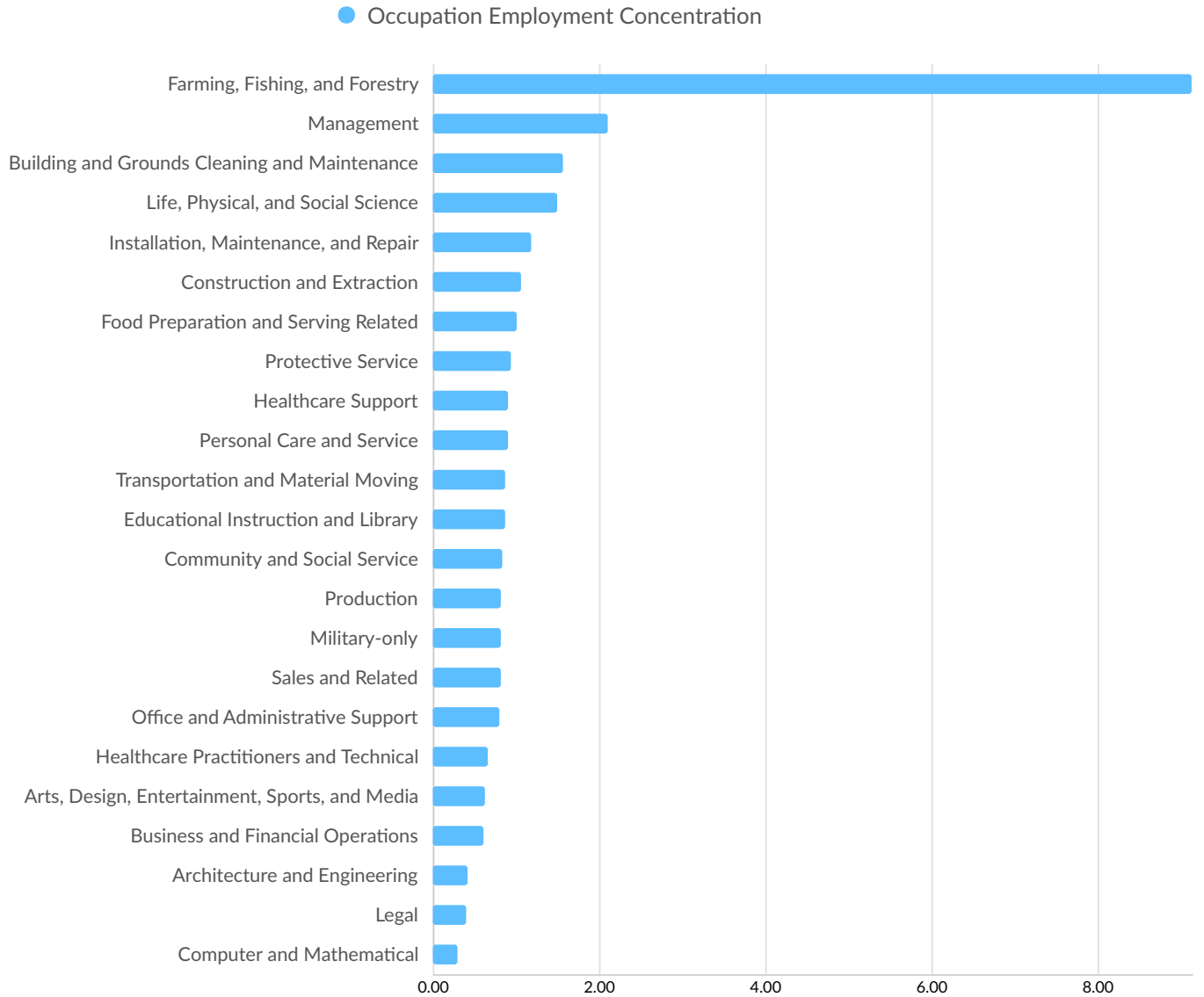
## Largest Occupations



## Top Growing Occupations



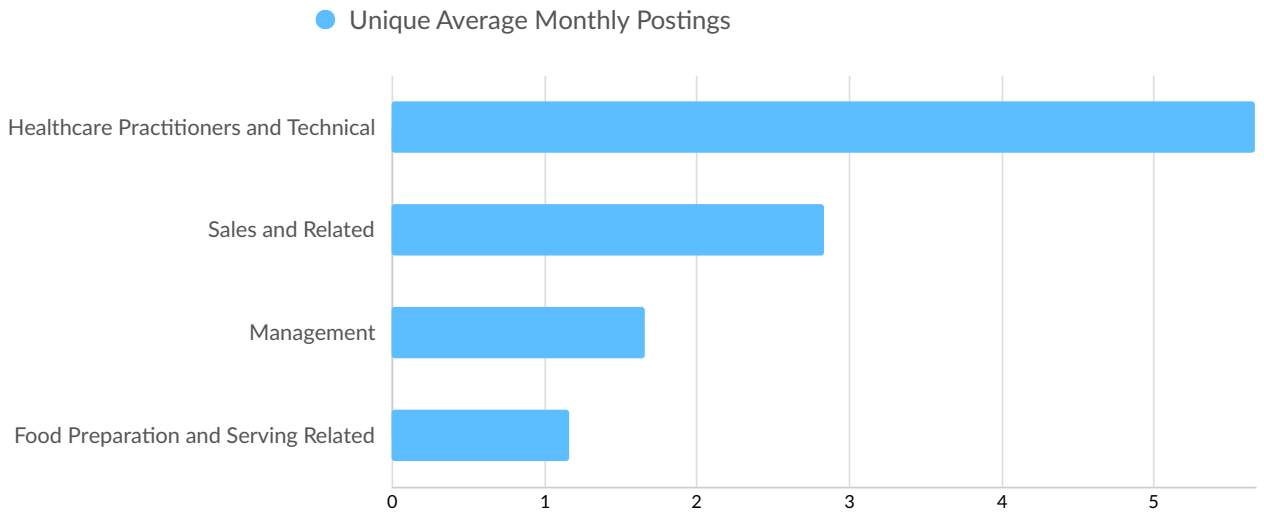
## Top Occupation Employment Concentration



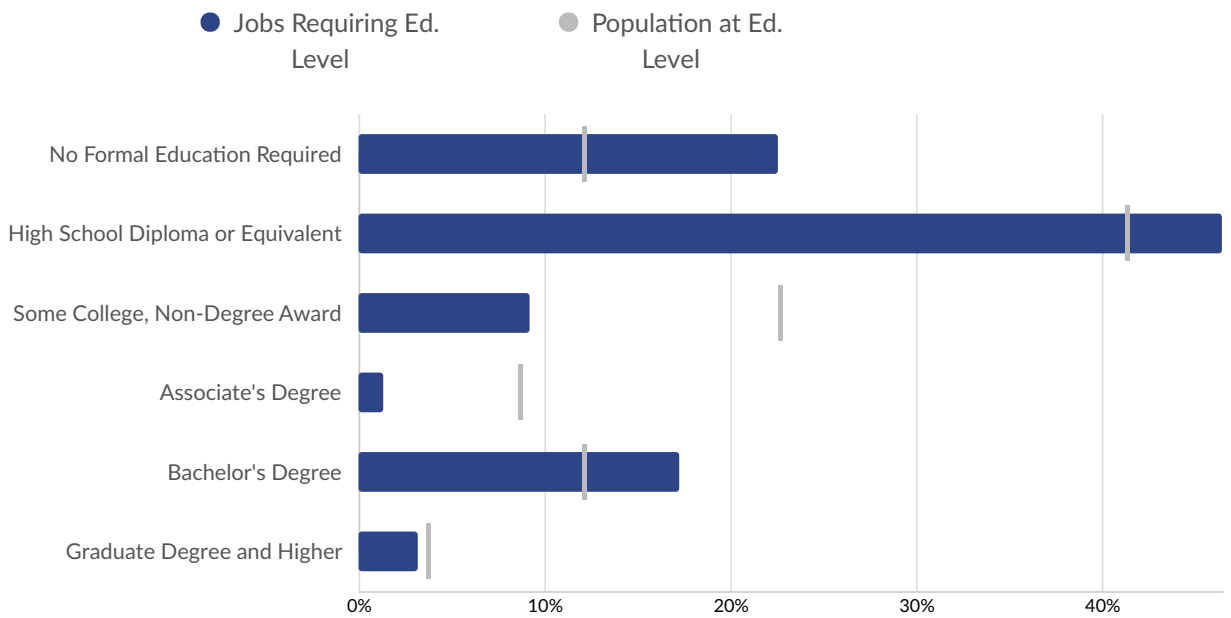
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

