



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

21,401

Population (2023)

Population **grew by 1,015** over the last 5 years and is projected to **grow by 553** over the next 5 years.

5,462

Total Regional Employment

Jobs **decreased by 423** over the last 5 years but are projected to **grow by 10** over the next 5 years.

\$51.9K

Median Household Income (2021)

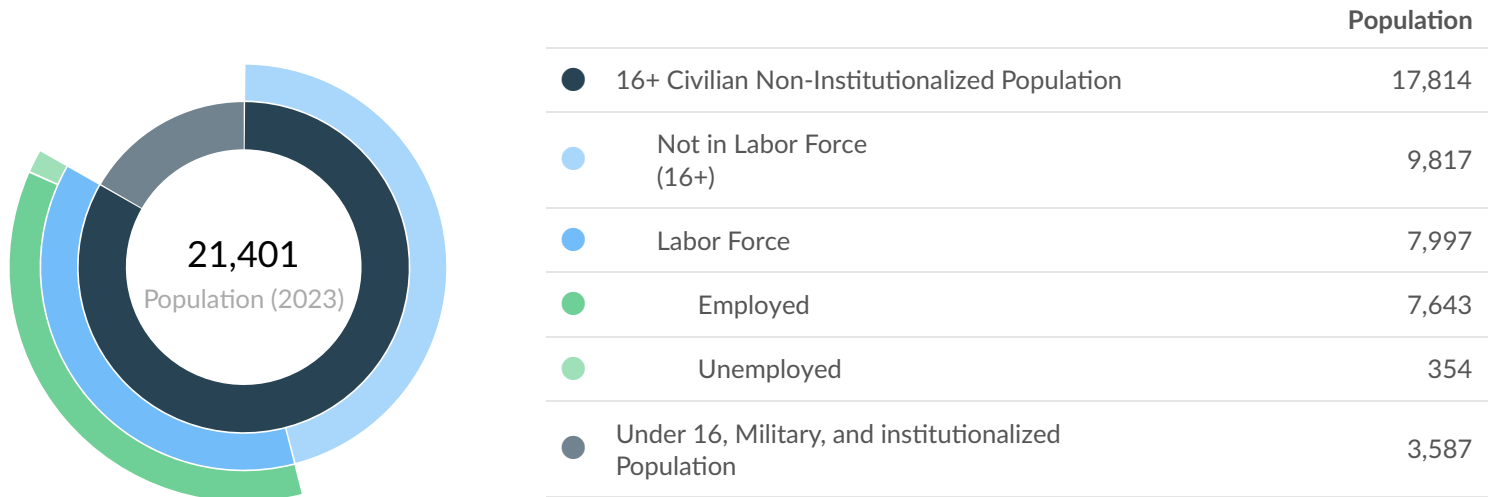
Median household income is **\$17.1K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 5.0%** since 2018, growing by 1,015. Population is expected to **increase by 2.6%** between 2023 and 2028, adding 553.
- From 2018 to 2023, jobs **declined by 7.2%** in Adams County, WI from 5,885 to **5,462**. This change **fell short of the national growth rate of 3.6% by 10.8%**. As the number of jobs declined, the **labor force participation rate decreased from 48.7% to 44.9% between 2018 and 2023**.
- Concerning educational attainment, **12.7% of Adams County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).
- The top three industries in 2023 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

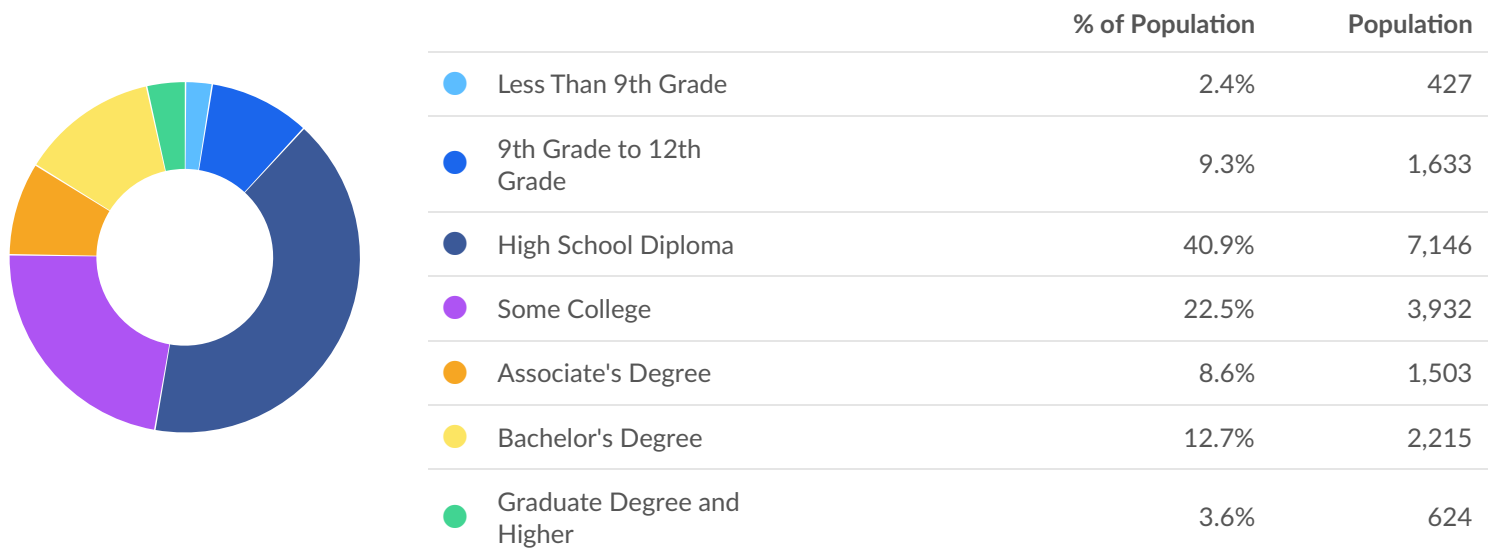
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	21,401	7,997	5,462	96.8	\$560.65M	\$1.36B	\$1.09B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



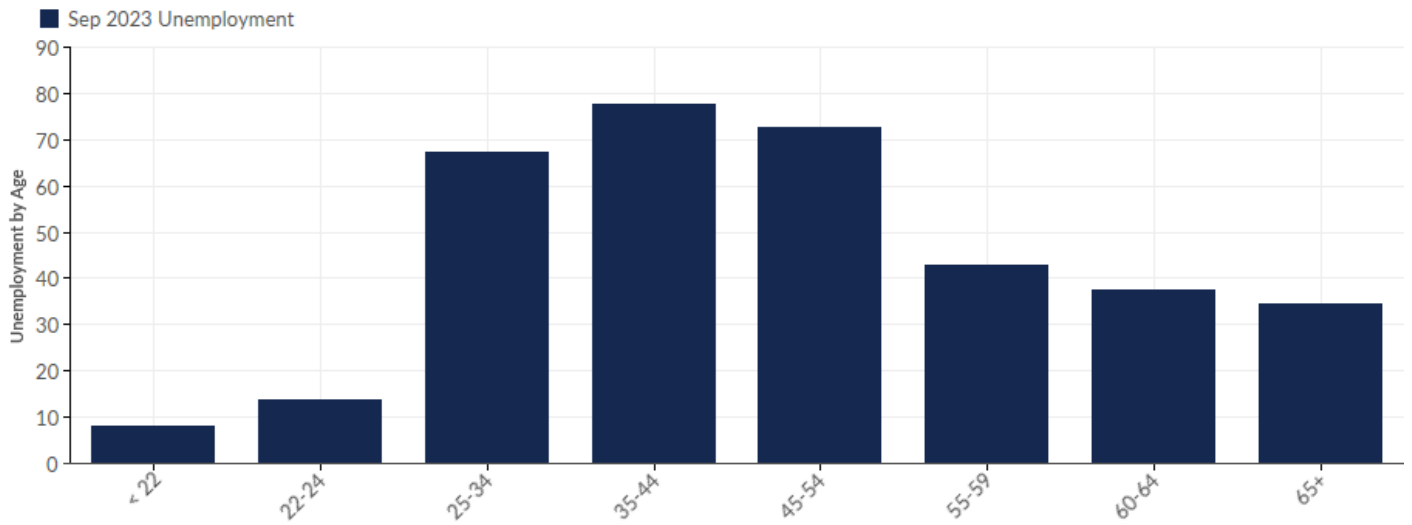
Educational Attainment

Concerning educational attainment, **12.7% of Adams County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).



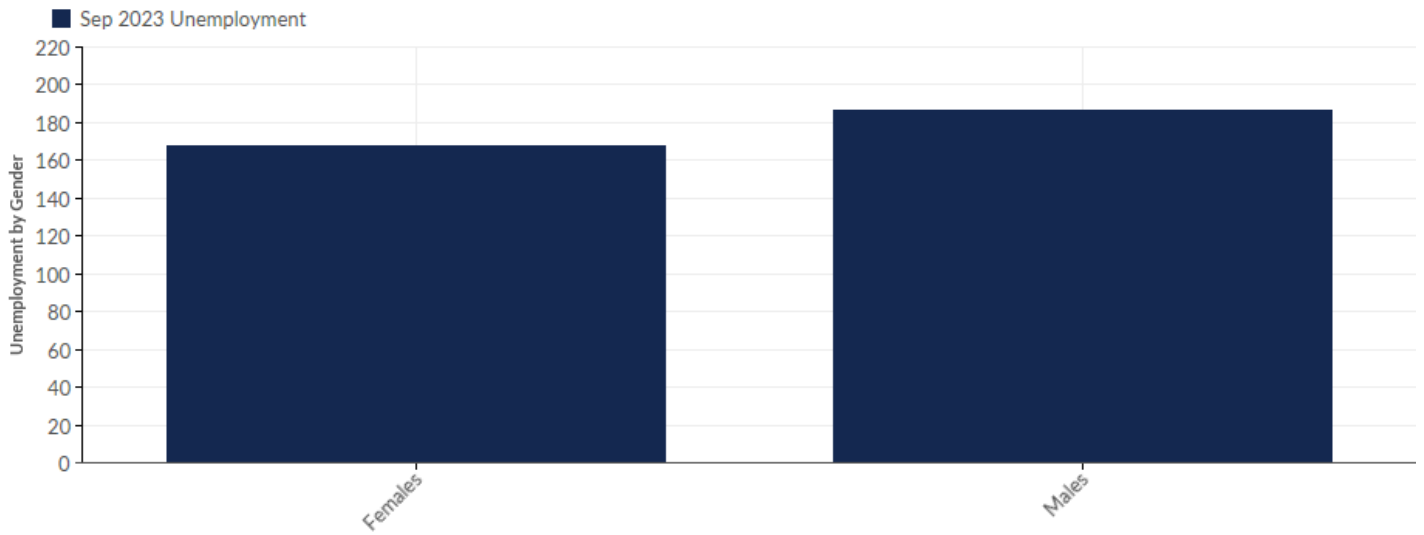
Unemployment by Demographics

Unemployment by Age



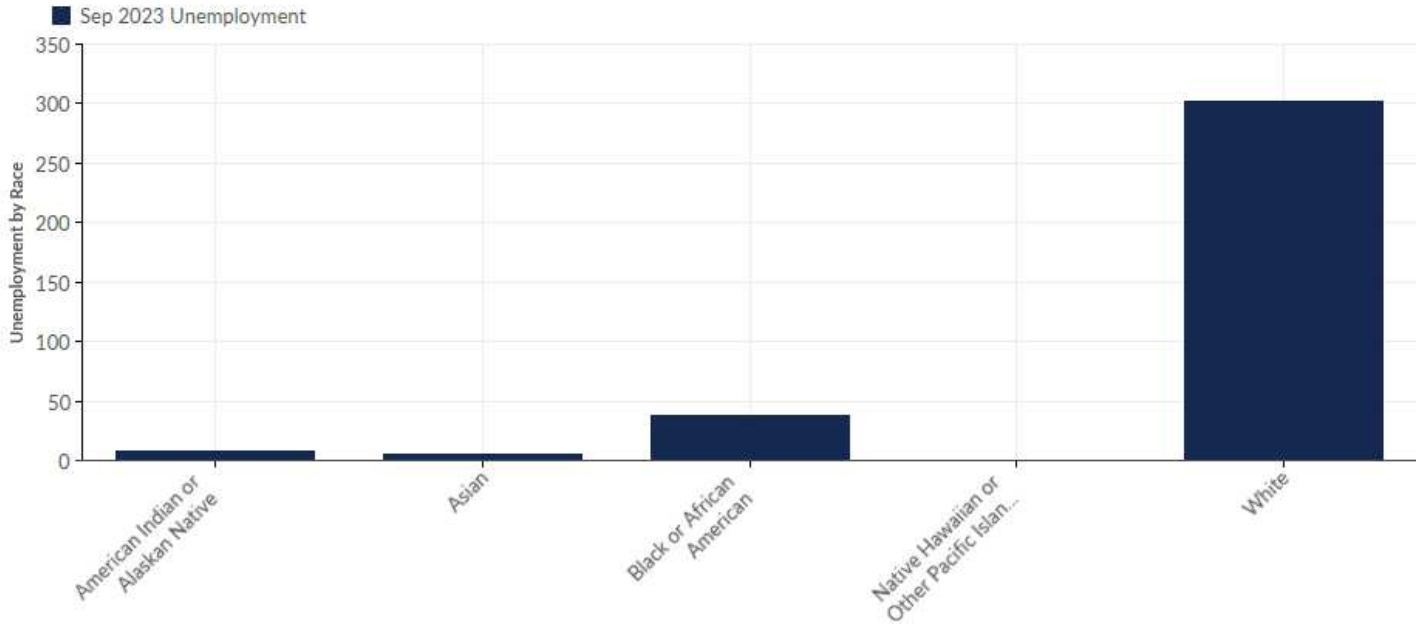
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	8	2.26%
22-24	14	3.95%
25-34	67	18.93%
35-44	78	22.03%
45-54	72	20.34%
55-59	43	12.15%
60-64	38	10.73%
65+	34	9.60%
Total	354	100.00%

Unemployment by Gender



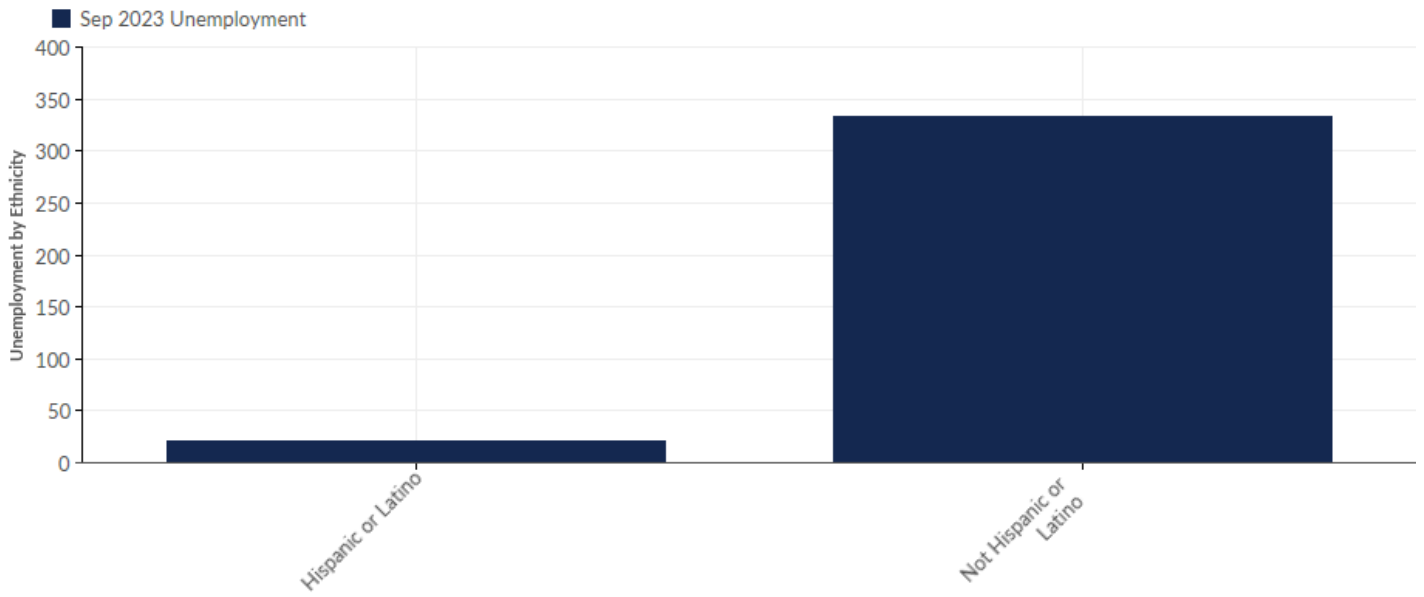
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	167	47.18%
Males	187	52.82%
Total	354	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	8	2.26%
Asian	6	1.69%
Black or African American	38	10.73%
Native Hawaiian or Other Pacific Islander	1	0.28%
White	302	85.31%
Total	354	100.00%

Unemployment by Ethnicity

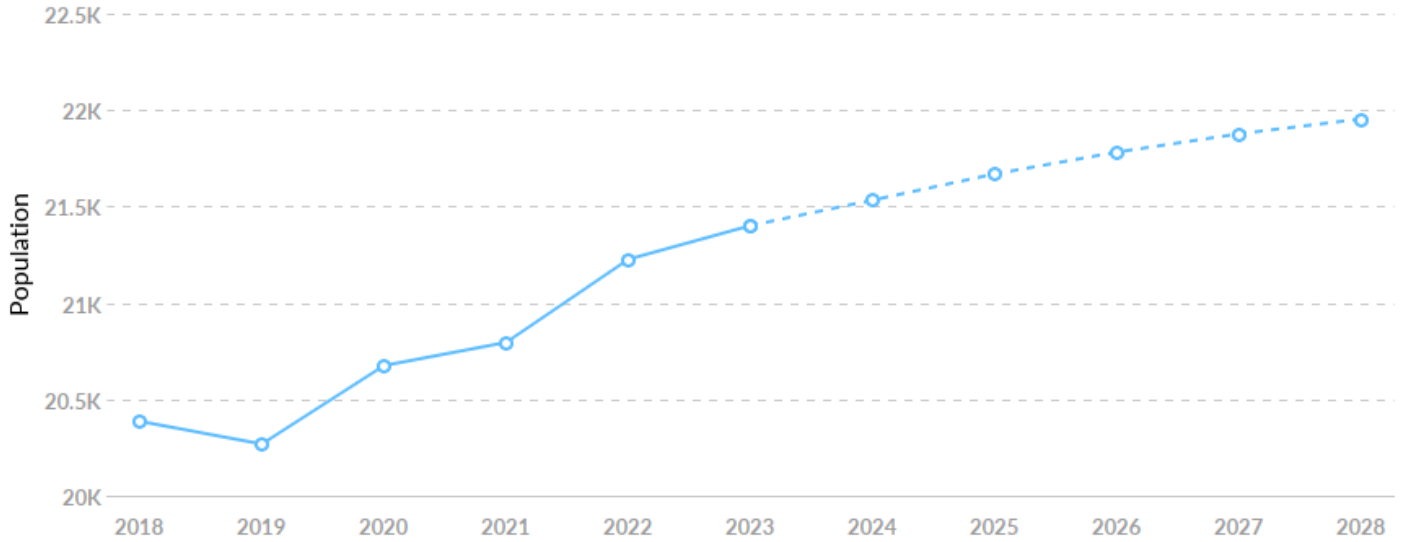


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	21	5.93%
Not Hispanic or Latino	333	94.07%
Total	354	100.00%

Historic & Projected Trends

Population Trends

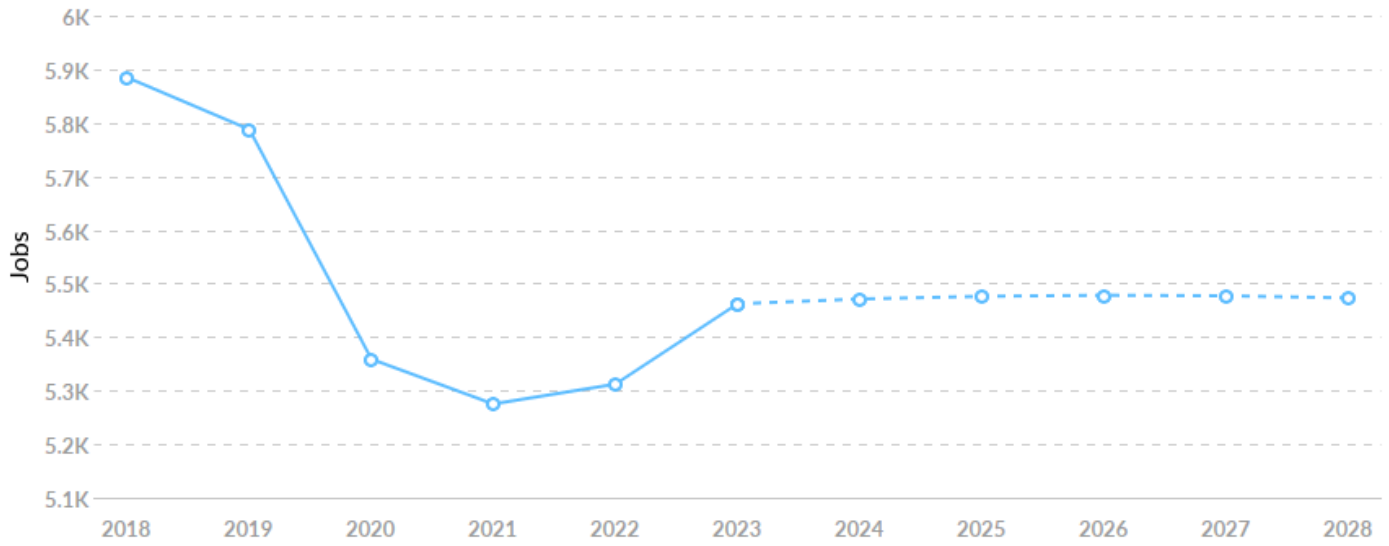
As of 2023 the region's population increased by 5.0% since 2018, growing by 1,015. Population is expected to increase by 2.6% between 2023 and 2028, adding 553.



Timeframe	Population
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
2028	21,954

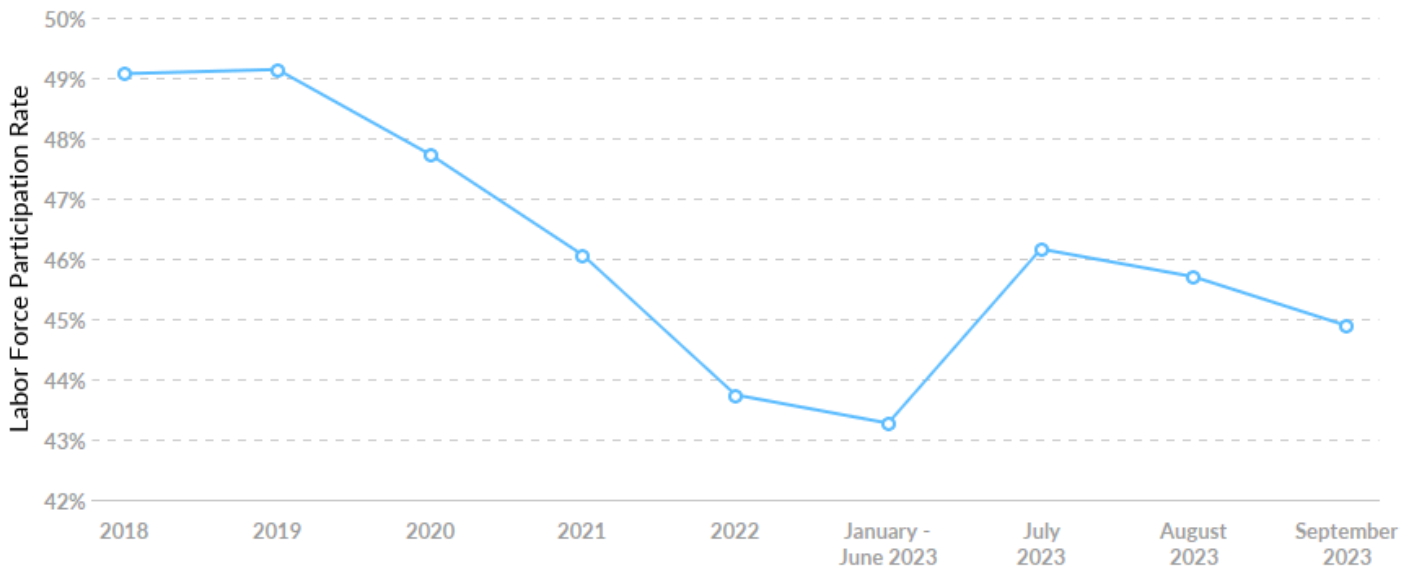
Job Trends

From 2018 to 2023, jobs declined by 7.2% in Adams County, WI from 5,885 to 5,462. This change fell short of the national growth rate of 3.6% by 10.8%.



Timeframe	Jobs
2018	5,885
2019	5,788
2020	5,359
2021	5,275
2022	5,312
2023	5,462
2024	5,471
2025	5,476
2026	5,478
2027	5,477
2028	5,473

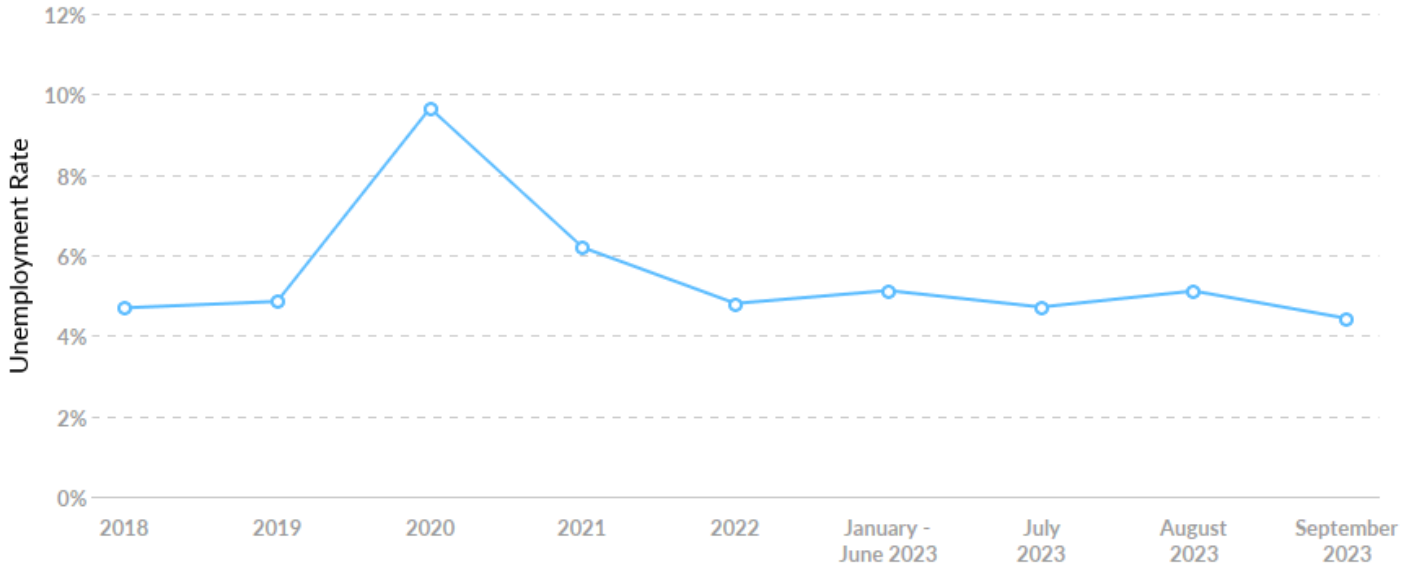
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	49.07%
2019	49.14%
2020	47.73%
2021	46.06%
2022	43.74%
January - June 2023	43.27%
July 2023	46.16%
August 2023	45.70%
September 2023	44.89%

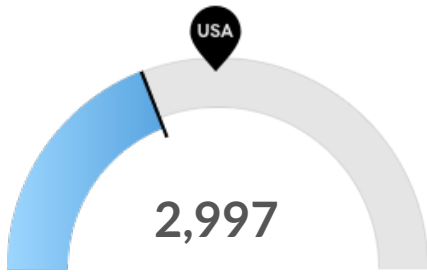
Unemployment Rate Trends

Adams County, WI had a September 2023 unemployment rate of 4.43%, **decreasing from 4.69%** 5 years before.



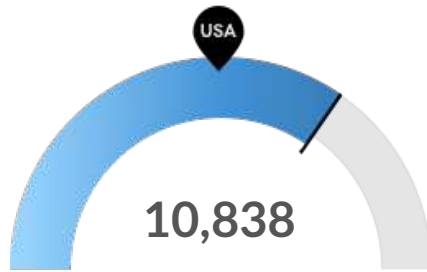
Timeframe	Unemployment Rate
2018	4.69%
2019	4.85%
2020	9.65%
2021	6.19%
2022	4.80%
January - June 2023	5.12%
July 2023	4.71%
August 2023	5.11%
September 2023	4.43%

Population Characteristics



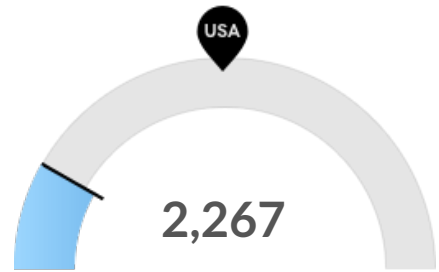
Millennials

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



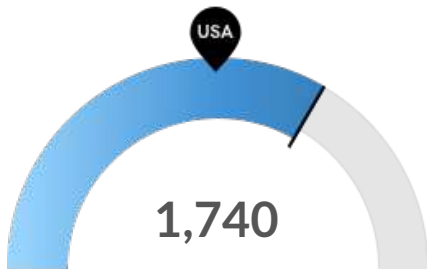
Retiring Soon

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.



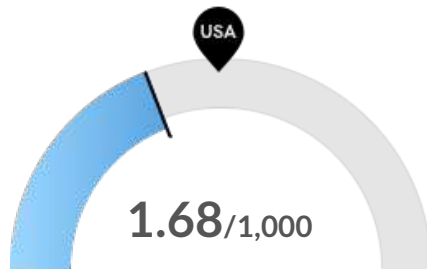
Racial Diversity

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.



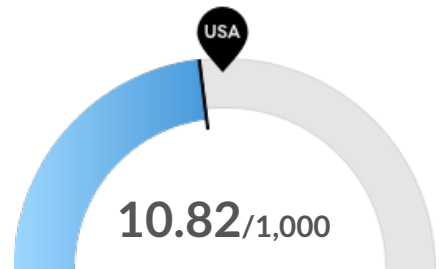
Veterans

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



Violent Crime

Adams County, WI has 1.68 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

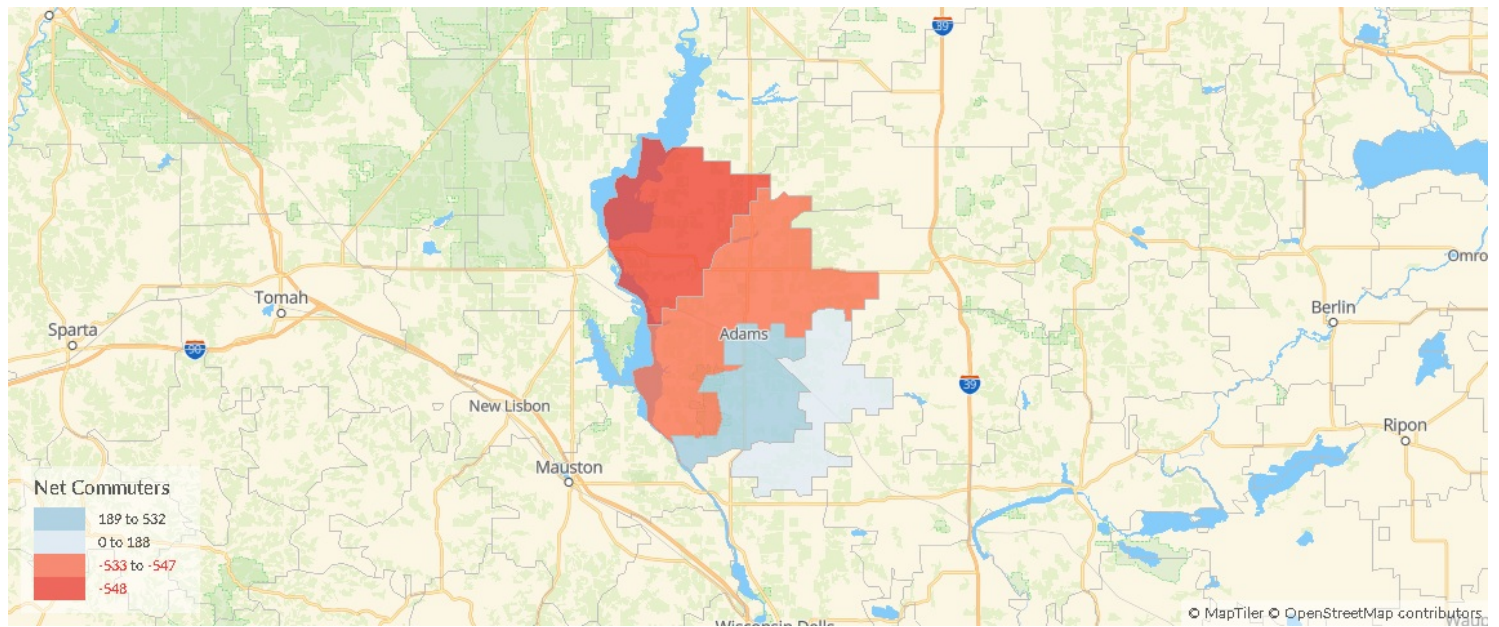


Property Crime

Adams County, WI has 10.82 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
53910	Adams, WI (in Adams co...	1,969
53934	Friendship, WI (in Adam...	1,845
53936	Grand Marsh, WI (in Ad...	1,162
54613	Arkdale, WI (in Adams c...	486

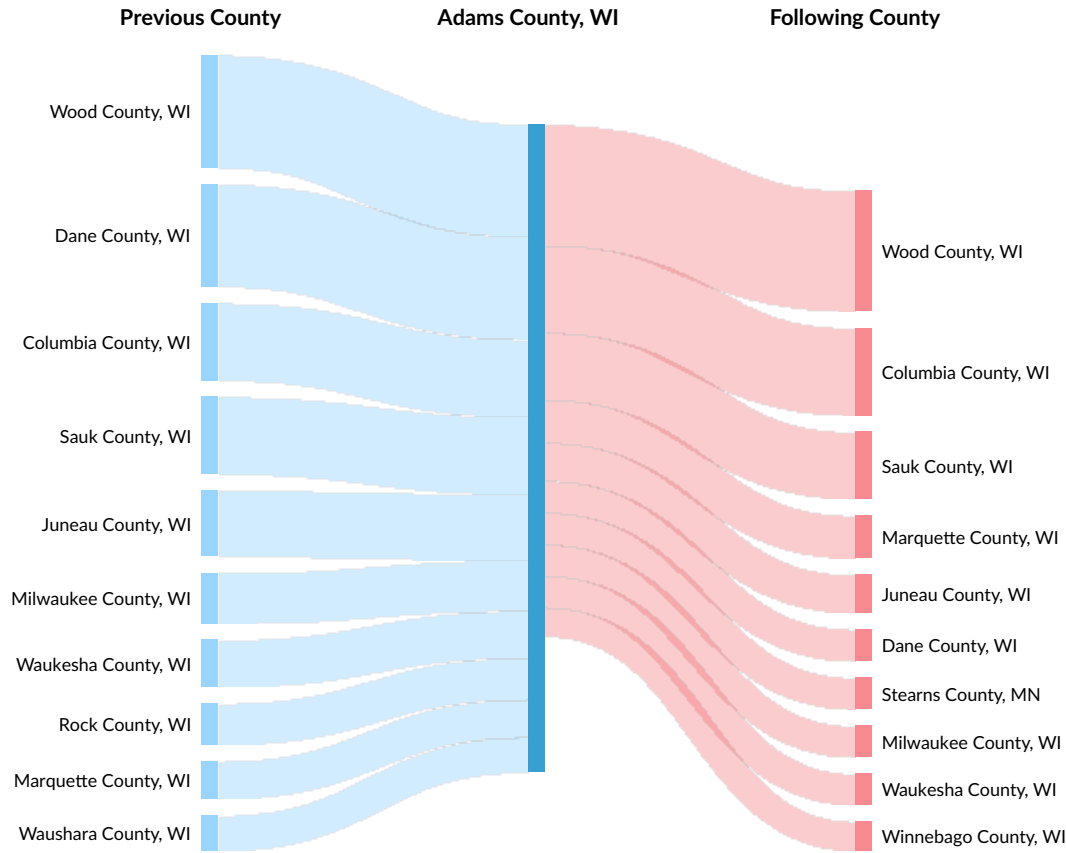
Where Talent Lives

ZIP	Name	2023 Workers
53934	Friendship, WI (in Adam...	2,379
53910	Adams, WI (in Adams co...	1,780
53936	Grand Marsh, WI (in Ad...	1,065
54613	Arkdale, WI (in Adams c...	1,034

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 2021, 133 people have migrated from Wood County, WI to Adams County, WI. In the same year, 143 people left Adams County, WI migrating to Wood County, WI. The total Net Migration for Adams County, WI in 2021 was 409.

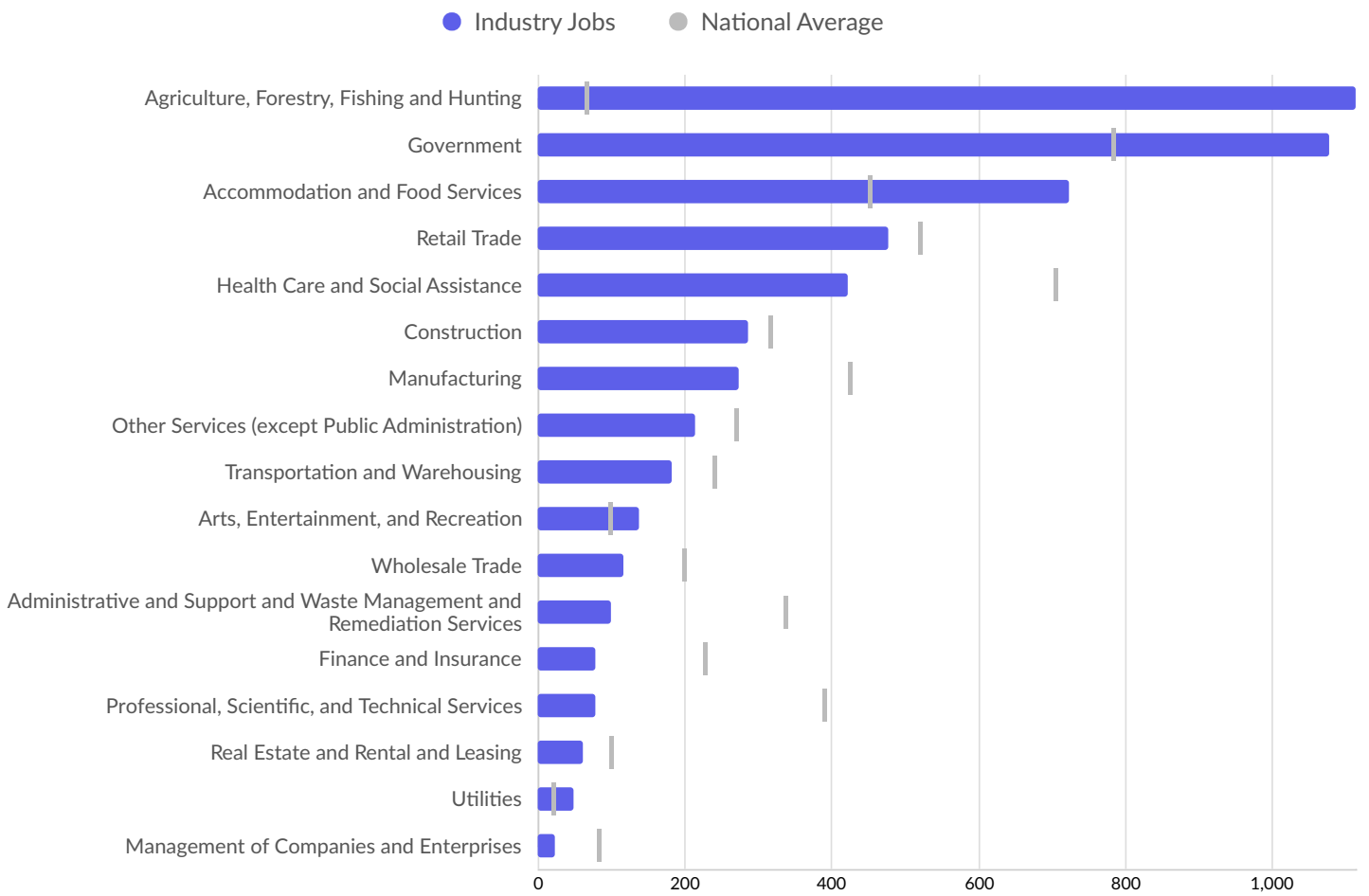


Top Previous Counties	Migrations
Wood County, WI	133
Dane County, WI	121
Columbia County, WI	92
Sauk County, WI	92
Juneau County, WI	78
Milwaukee County, WI	60

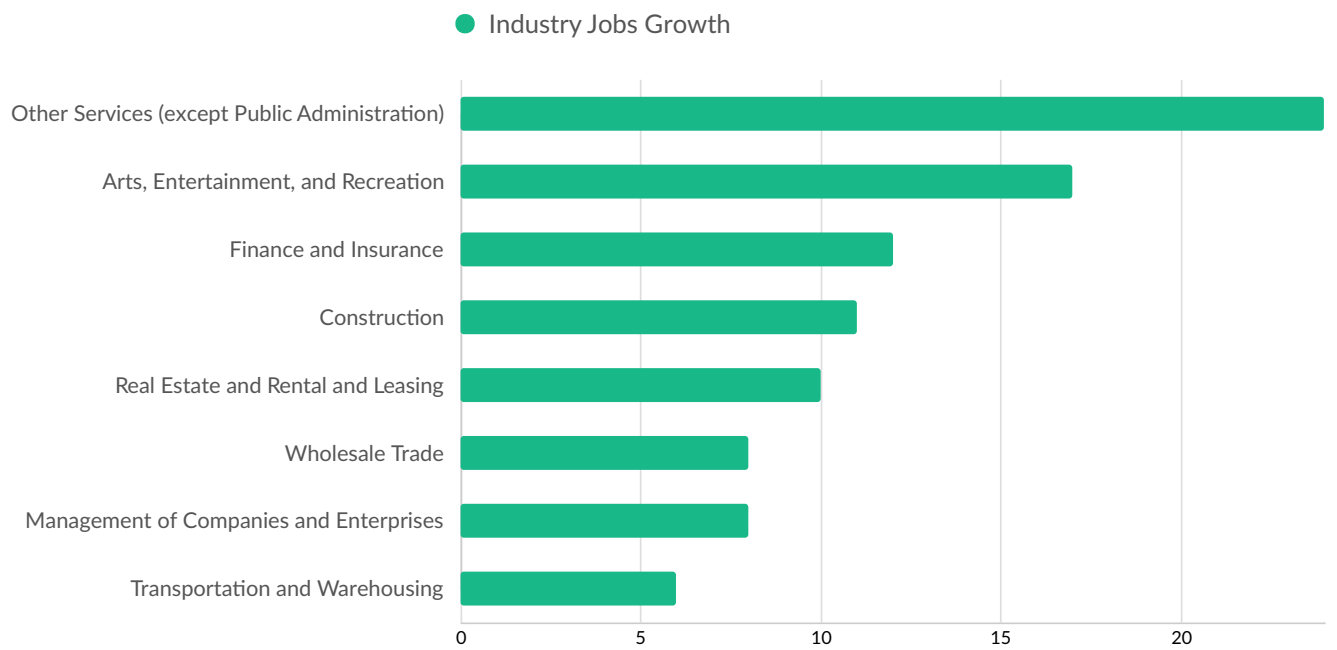
Top Previous Counties	Migrations
Waukesha County, WI	56
Rock County, WI	49
Marquette County, WI	45
Waushara County, WI	42
Racine County, WI	42
Monroe County, WI	36
Lincoln County, WI	36
Portage County, WI	30
Cook County, IL	26
Top Following Counties	Migrations
Wood County, WI	143
Columbia County, WI	104
Sauk County, WI	80
Marquette County, WI	51
Juneau County, WI	45
Dane County, WI	38
Stearns County, MN	38
Milwaukee County, WI	37
Waukesha County, WI	37
Winnebago County, WI	35
Outagamie County, WI	35
Spokane County, WA	34
La Crosse County, WI	32
Maricopa County, AZ	29
Eau Claire County, WI	29

Industry Characteristics

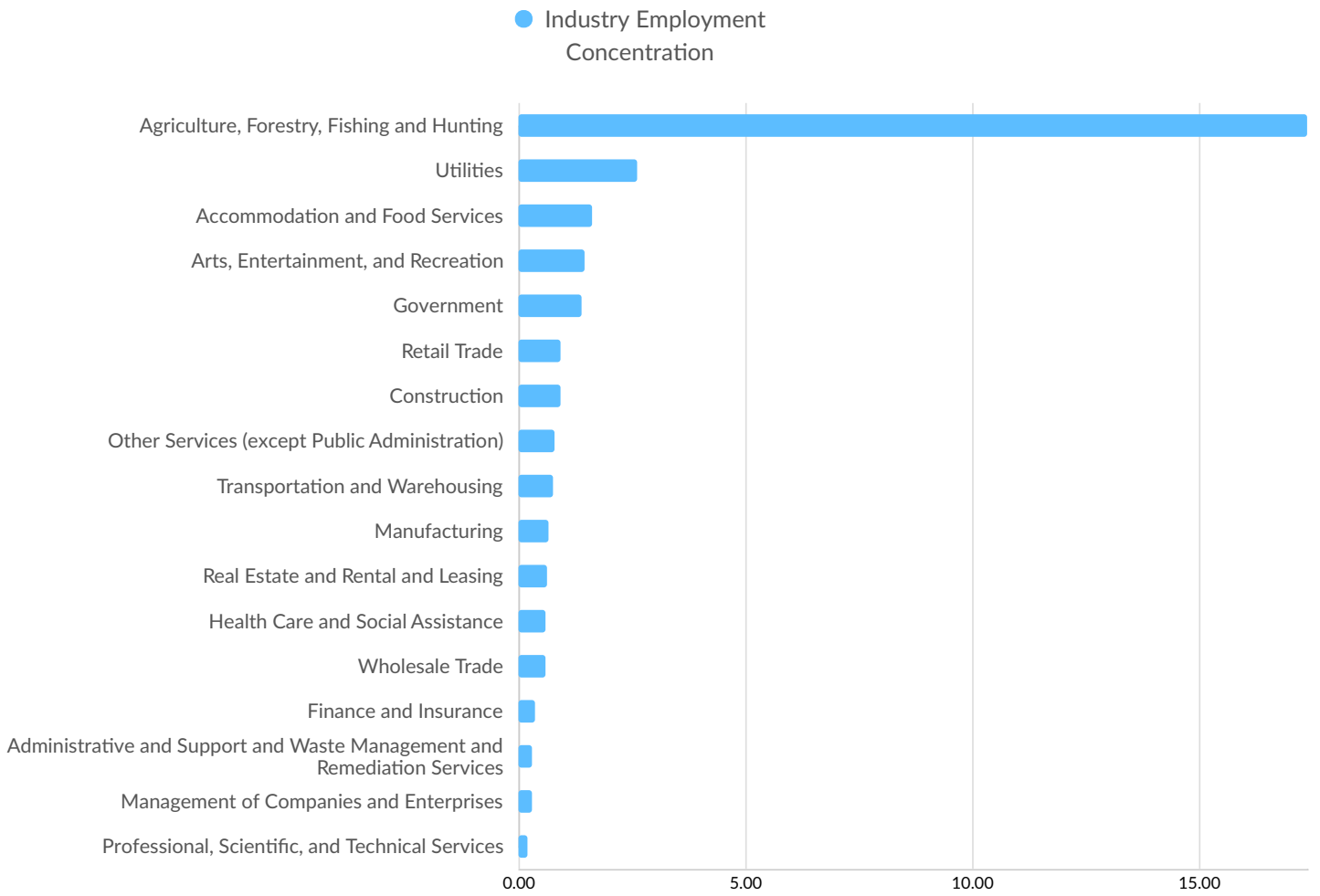
Largest Industries



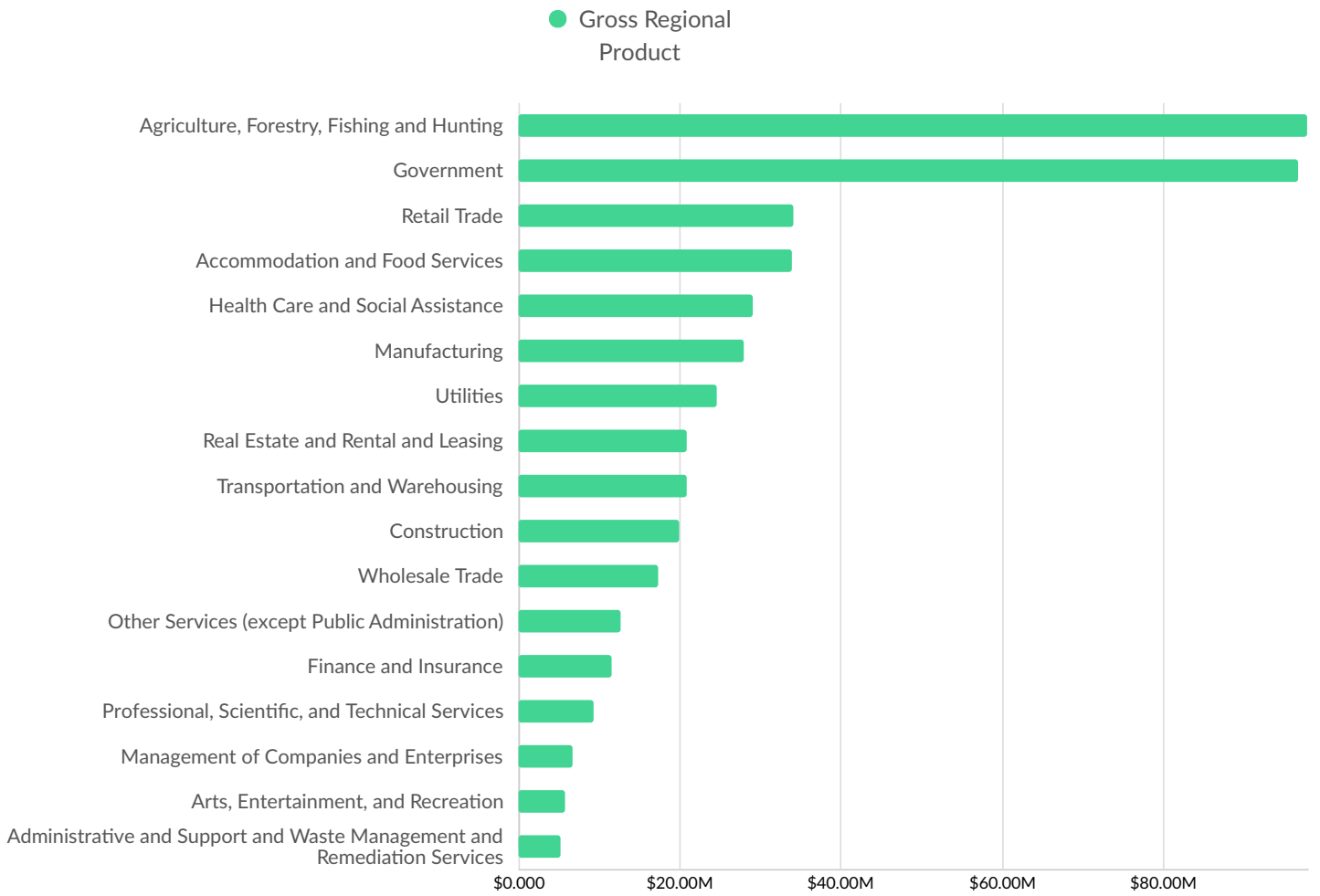
Top Growing Industries



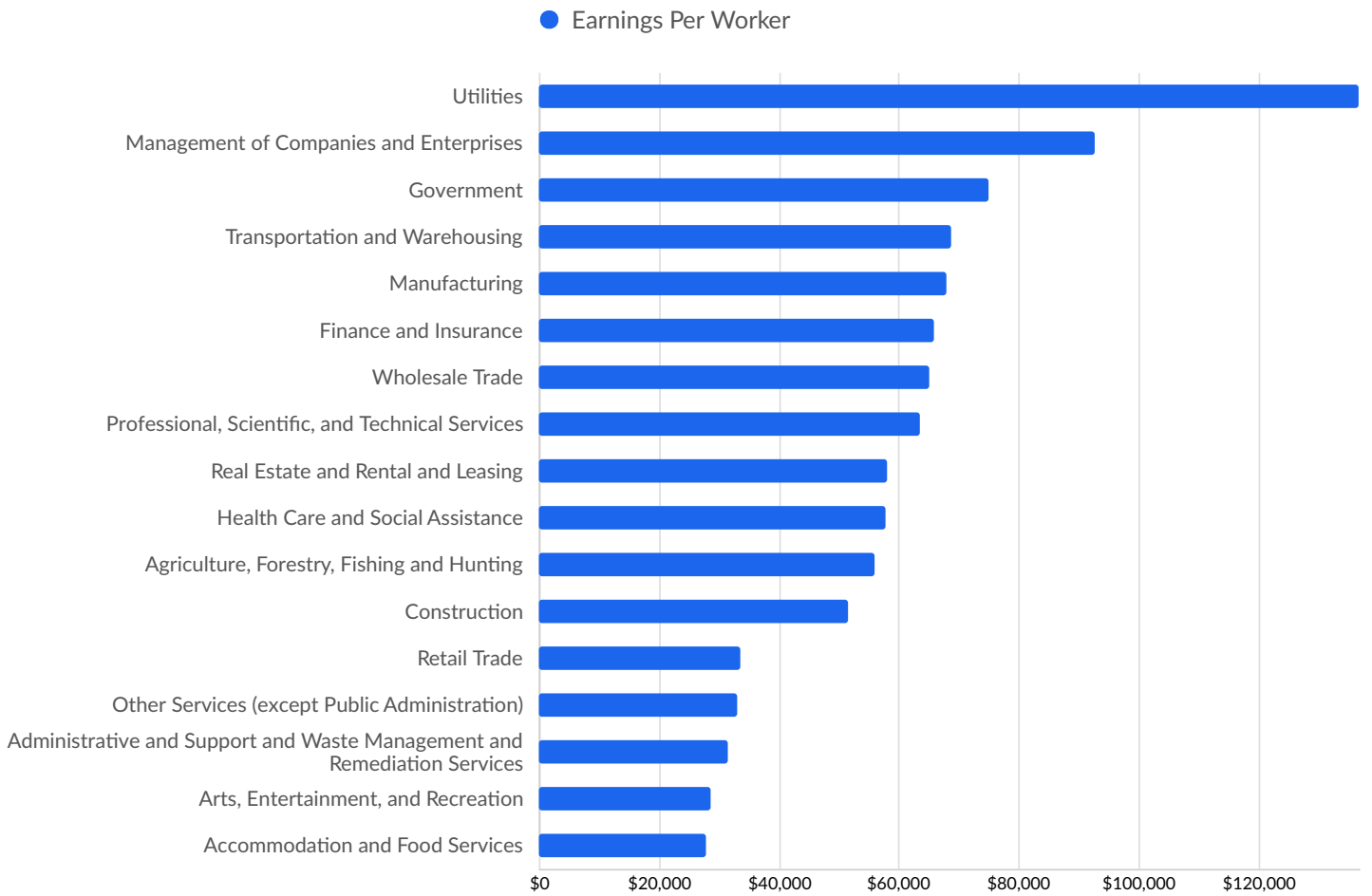
Top Industry Employment Concentration



Top Industry GRP








Top Industry Earnings



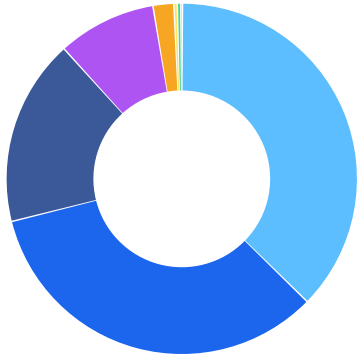
Business Characteristics

722 Companies Employ Your Workers

Online profiles for your workers mention 722 companies as employers, with the top 10 appearing below. In the last 12 months, 62 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	21 	Bureau of Prisons	34 
Moundview Memorial Hospital ...	19 	United States Department of Ju...	33 
Adams County Government	14 	Gundersen Health System	32 
WestRock	13 	Dollar General	12 
Adams-Columbia Electric Coope...	10 	Kwik Trip	11 
Adams-Friendship School District	10 	Asplundh Tree Experts	7 
Allied Cooperative	9 	GPAC	7 
Mile Bluff Medical Center	7 	HCL Technologies	6 
University of Wisconsin System	6 	Southern Health Partners	5 
Chula Vista Resort	5 	WestRock	5 

Business Size

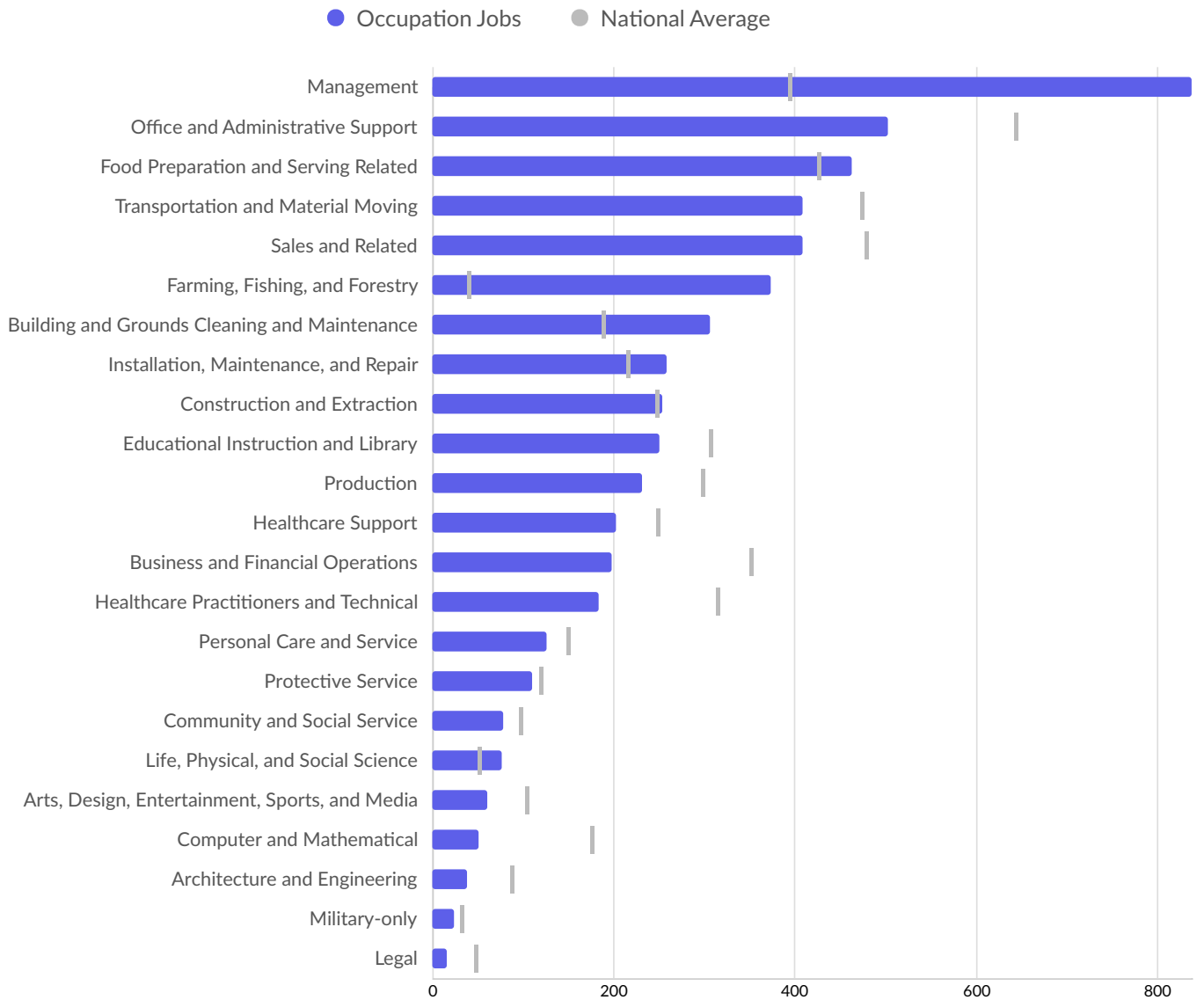


	Percentage	Business Count
● 1 to 4 employees	37.3%	234
● 5 to 9 employees	33.8%	212
● 10 to 19 employees	17.2%	108
● 20 to 49 employees	9.1%	57
● 50 to 99 employees	1.9%	12
● 100 to 249 employees	0.3%	2
● 250 to 499 employees	0.3%	2
● 500+ employees	0.2%	1

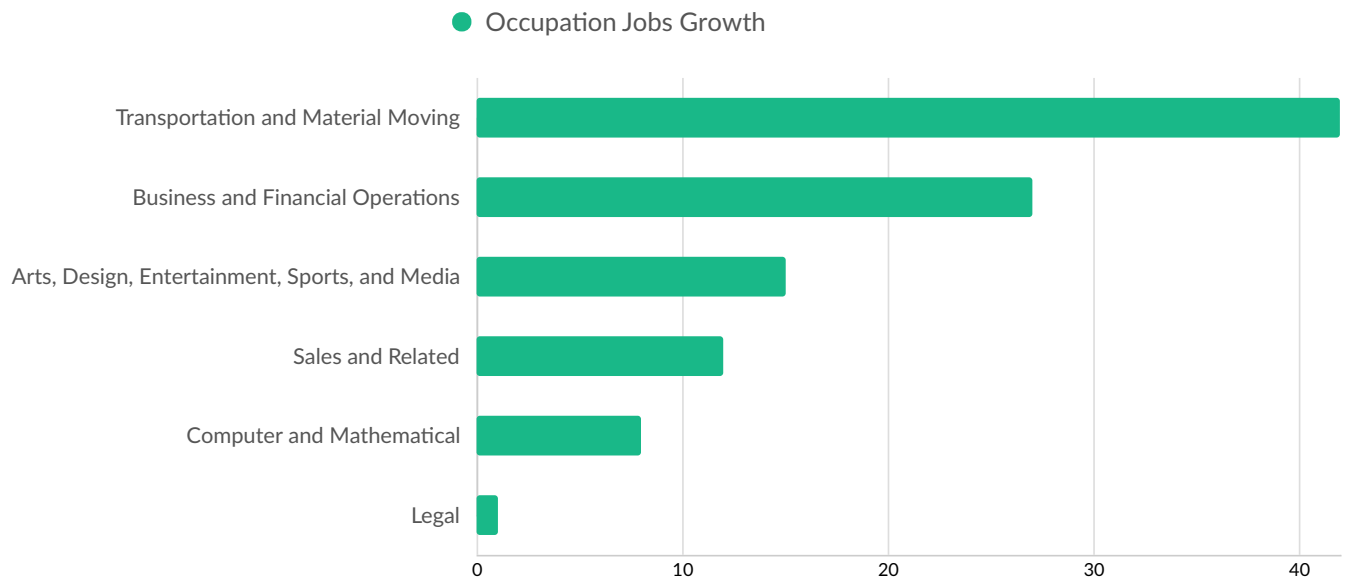
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

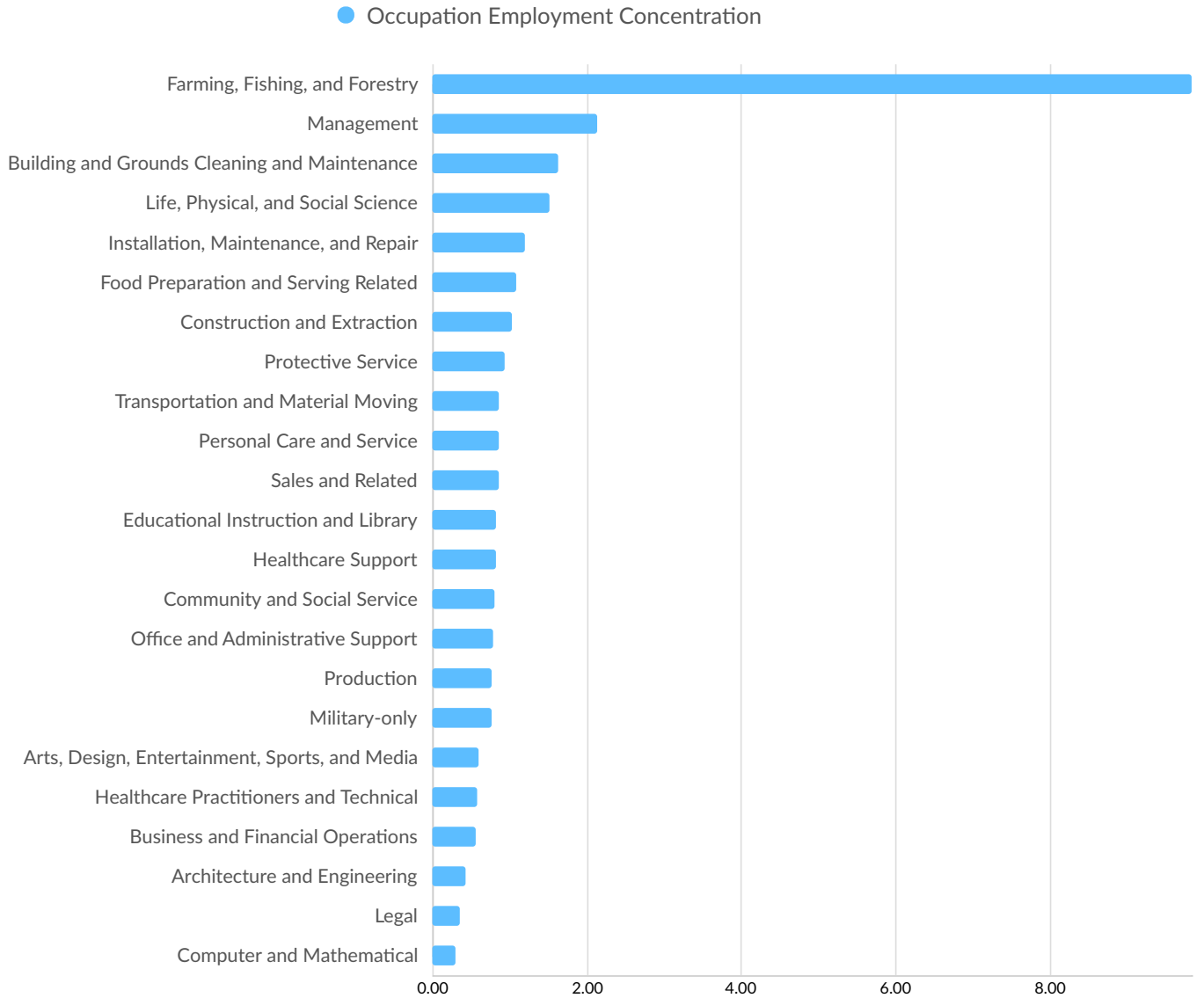
Largest Occupations



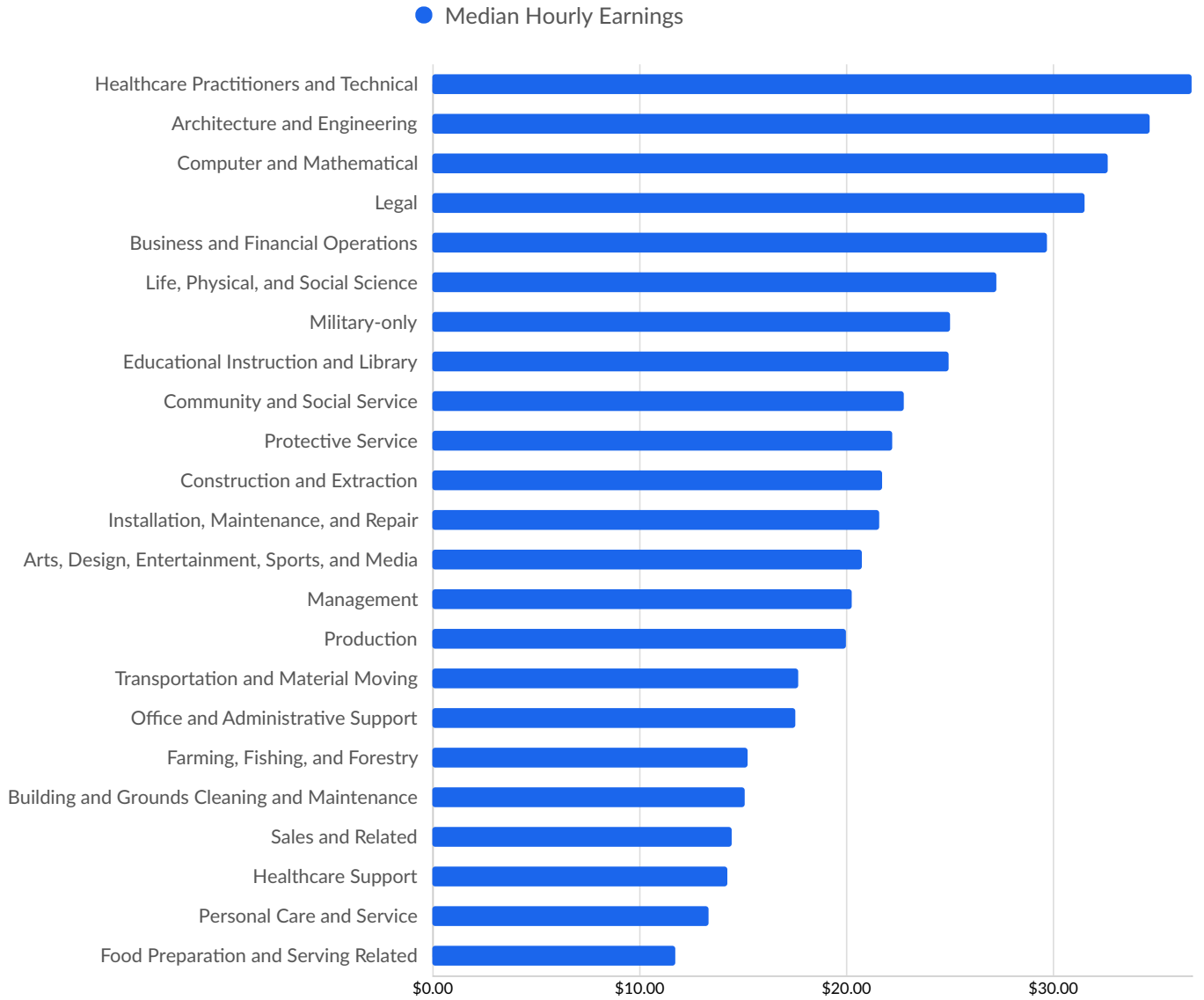
Top Growing Occupations



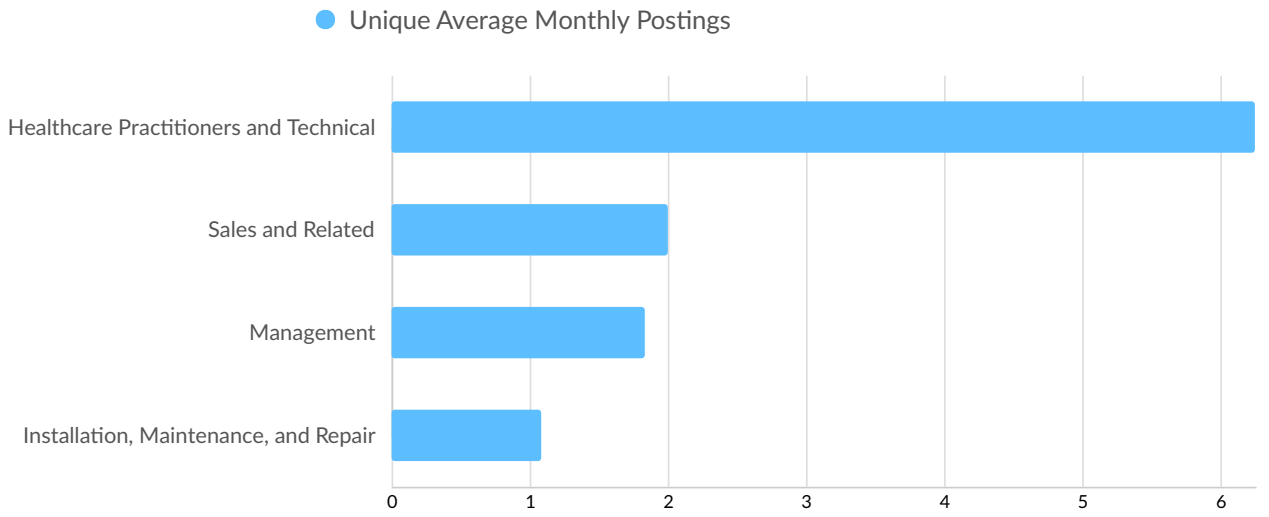
Top Occupation Employment Concentration



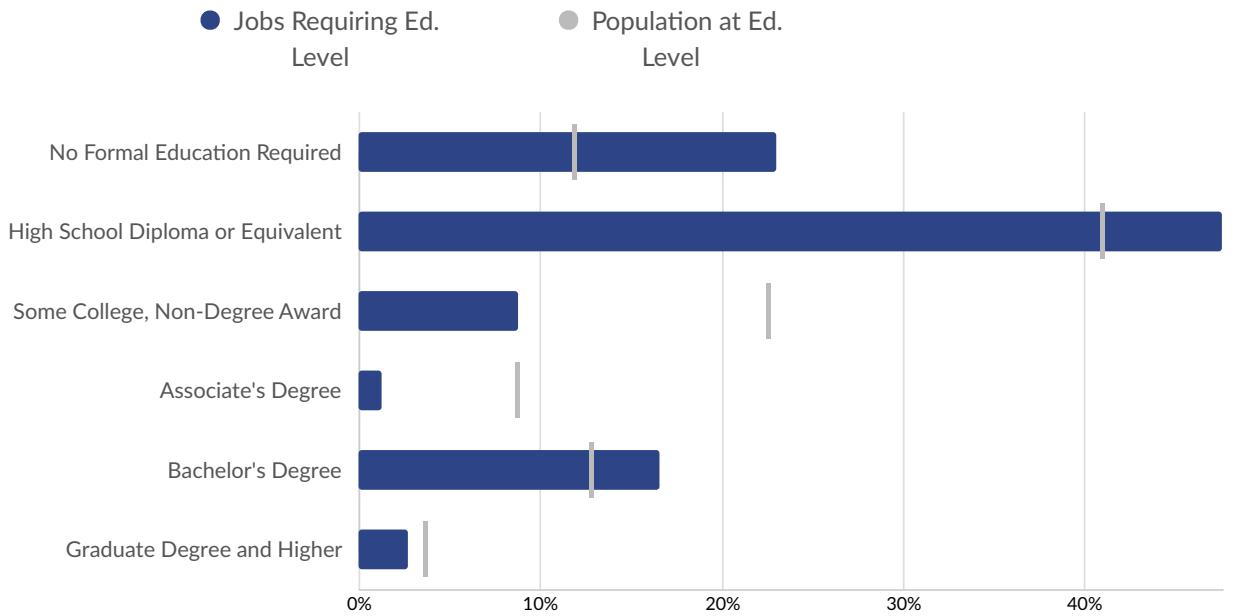
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

