



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

21,746

Population (2024)

Population **grew by 1,478** over the last 5 years and is projected to **grow by 964** over the next 5 years.

5,826

Total Regional Employment

Jobs **grew by 94** over the last 5 years and are projected to **grow by 336** over the next 5 years.

\$59.2K

Median Household Income (2023)

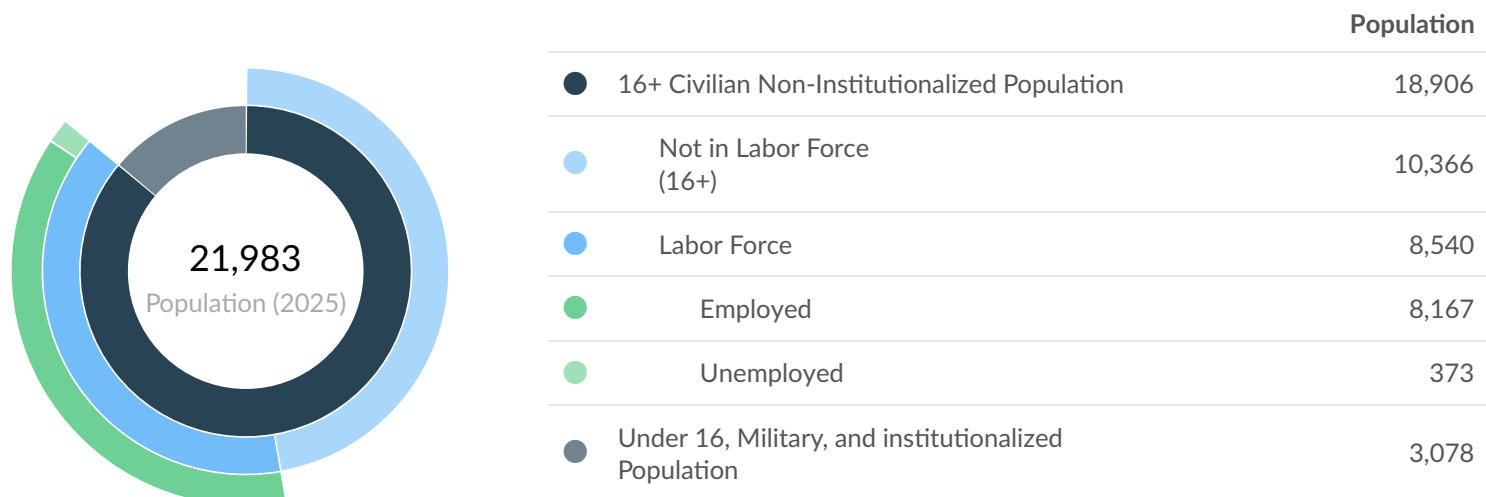
Median household income is **\$19.4K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 7.3%** since 2019, growing by 1,478. Population is expected to **increase by 4.4%** between 2024 and 2029, adding 964.
- From 2019 to 2024, jobs **increased by 1.6%** in Adams County, WI from 5,732 to **5,826**. This change **fell short of the national growth rate of 4.3% by 2.7%**. As the number of jobs increased, the **labor force participation rate decreased from 49.4% to 44.4% between 2019 and 2024**.
- Concerning educational attainment, **13.0% of Adams County, WI residents possess a Bachelor's Degree** (8.5% below the national average), and **9.1% hold an Associate's Degree** (0.3% above the national average).
- The top three industries in 2024 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

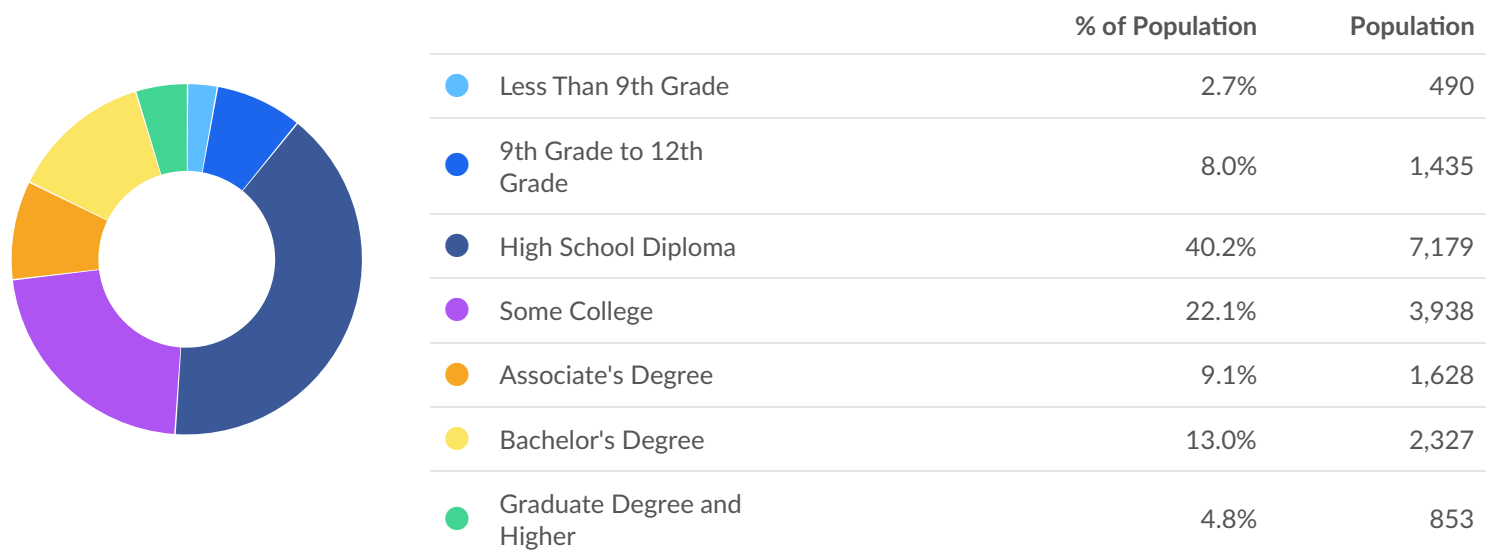
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	21,983	8,540	5,826	96.6	\$721.23M	\$1.57B	\$1.34B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



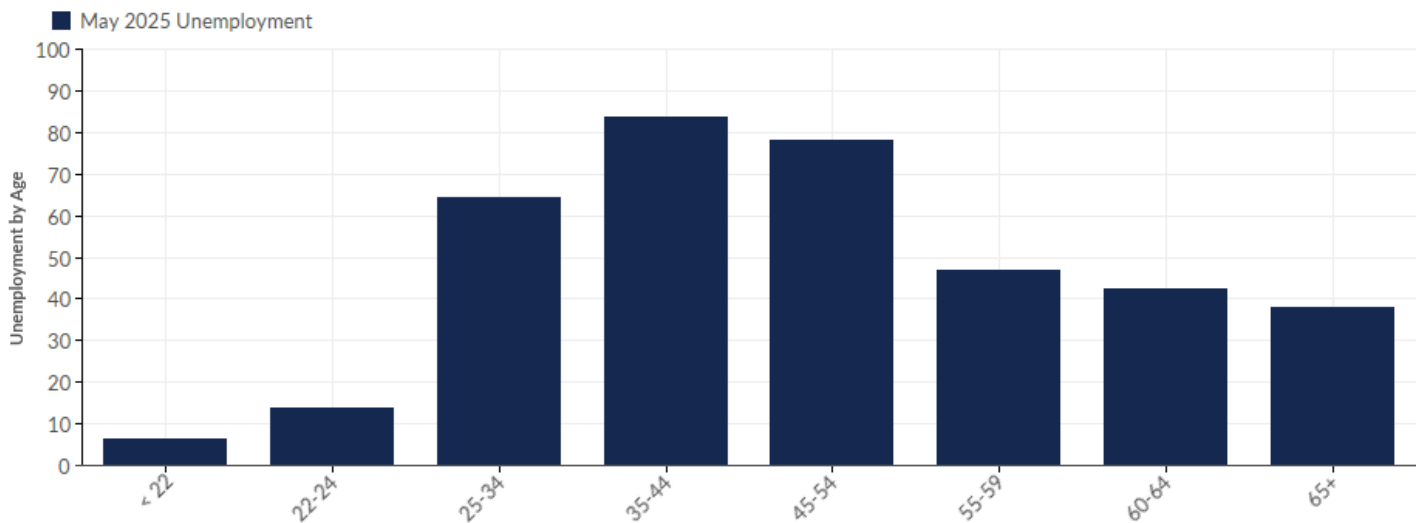
Educational Attainment

Concerning educational attainment, **13.0% of Adams County, WI residents possess a Bachelor's Degree** (8.5% below the national average), and **9.1% hold an Associate's Degree** (0.3% above the national average).



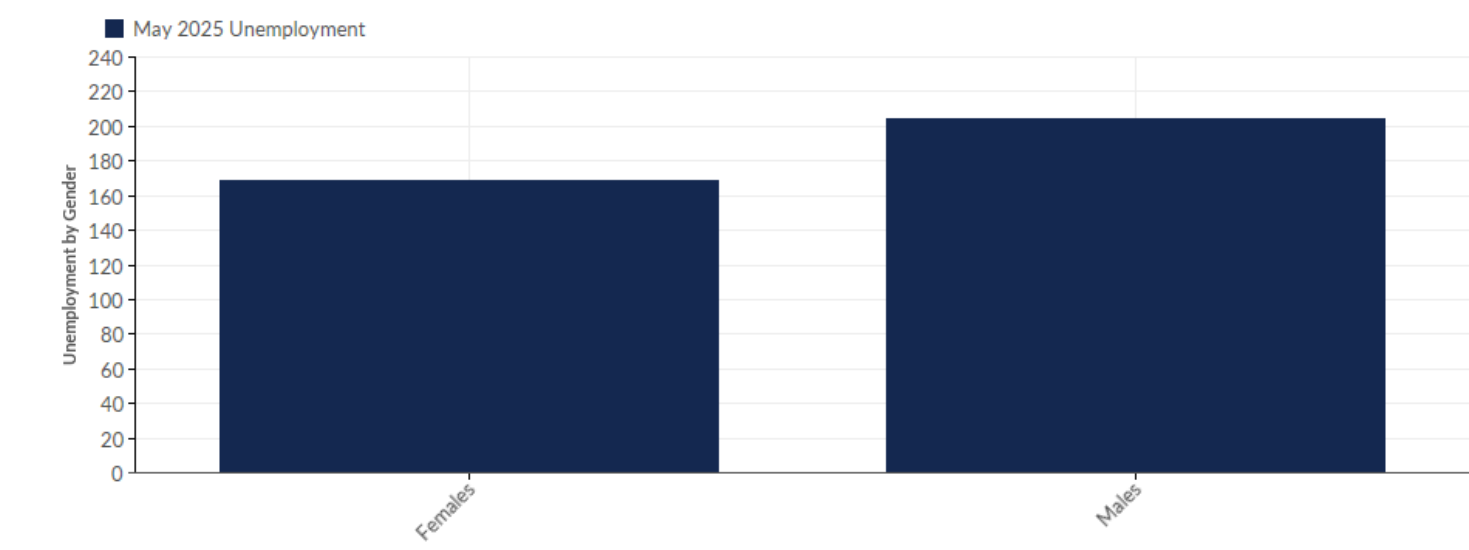
Unemployment by Demographics

Unemployment by Age



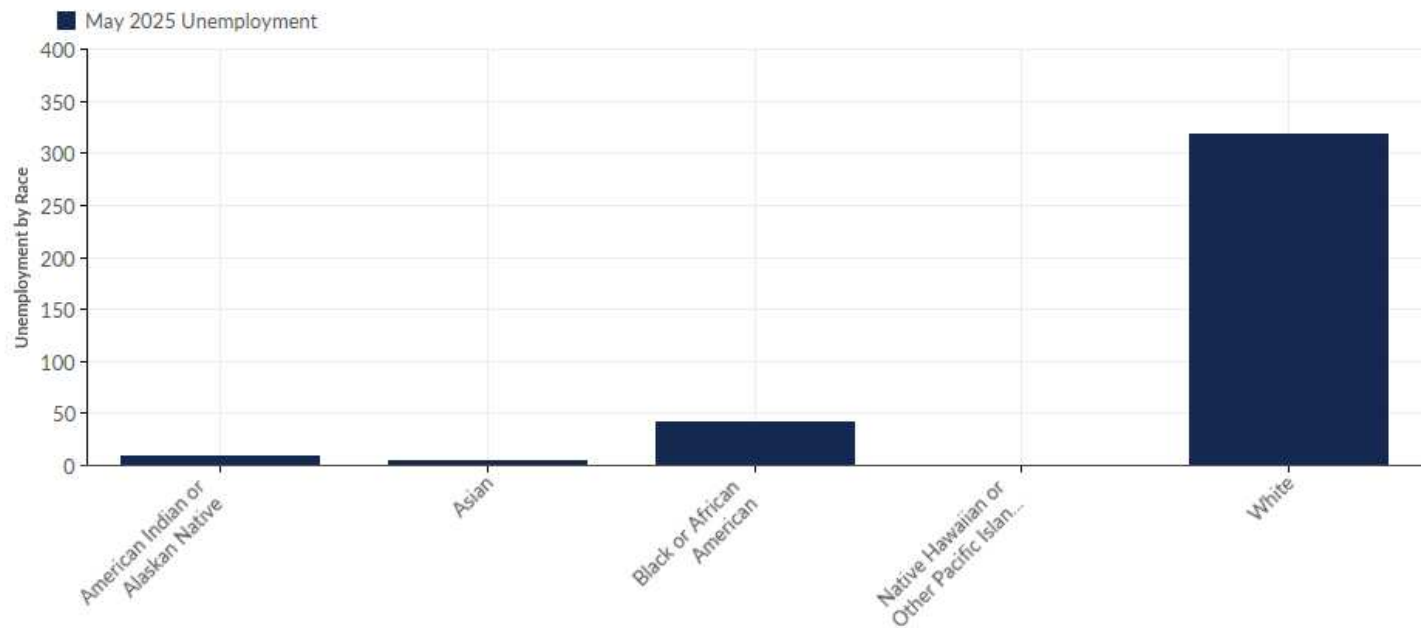
Age	Unemployment (May 2025)	% of Unemployed
< 22	6	1.61%
22-24	14	3.75%
25-34	64	17.16%
35-44	84	22.52%
45-54	78	20.91%
55-59	47	12.60%
60-64	42	11.26%
65+	38	10.19%
Total	373	100.00%

Unemployment by Gender



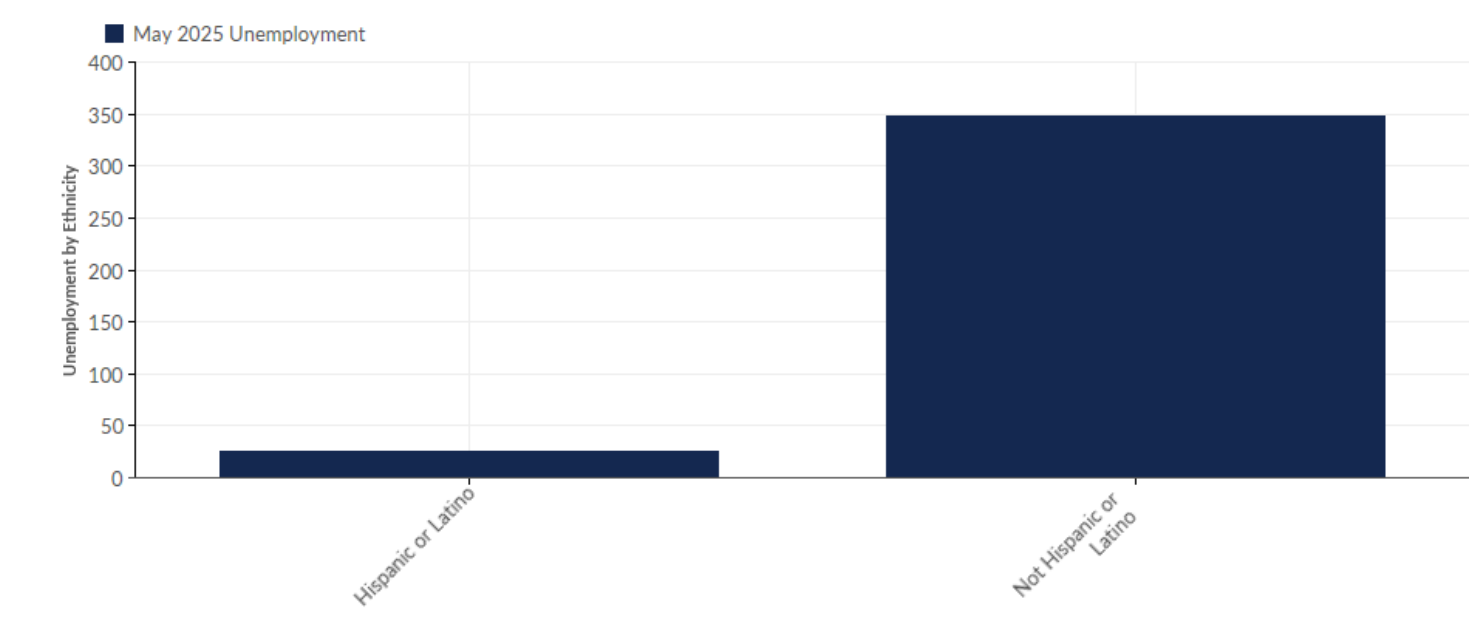
Gender	Unemployment (May 2025)	% of Unemployed
Females	169	45.31%
Males	204	54.69%
Total	373	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	9	2.41%
Asian	4	1.07%
Black or African American	41	10.99%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	318	85.25%
Total	373	100.00%

Unemployment by Ethnicity

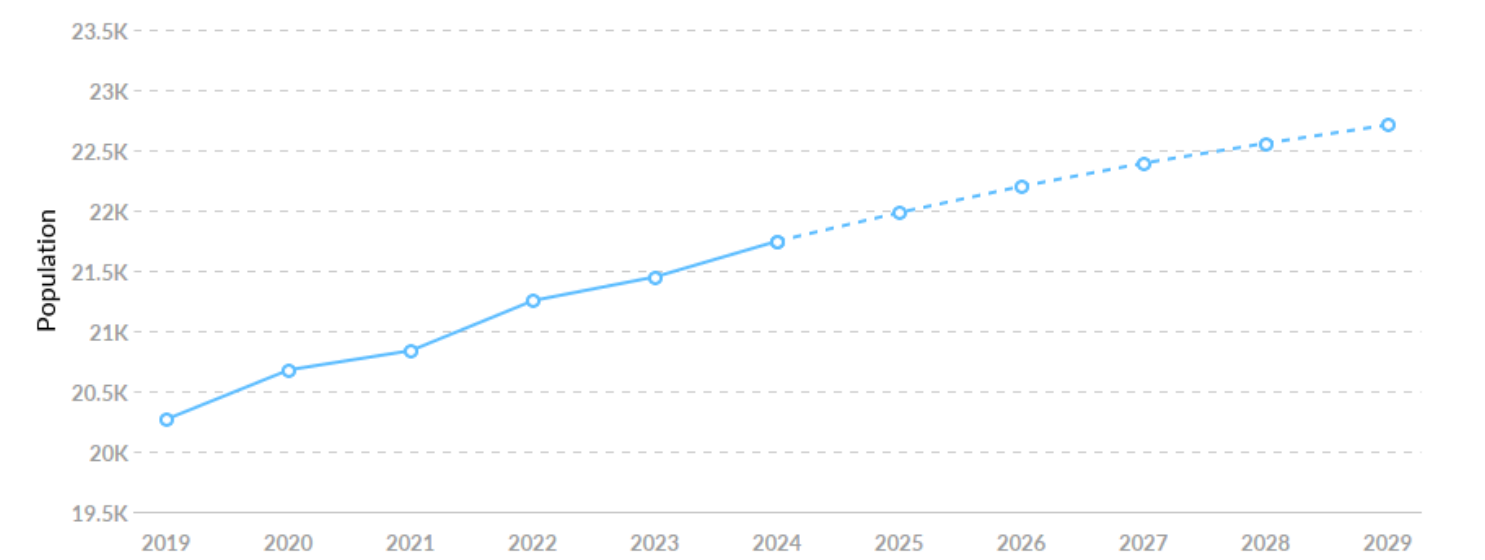


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	25	6.70%
Not Hispanic or Latino	348	93.30%
Total	373	100.00%

Historic & Projected Trends

Population Trends

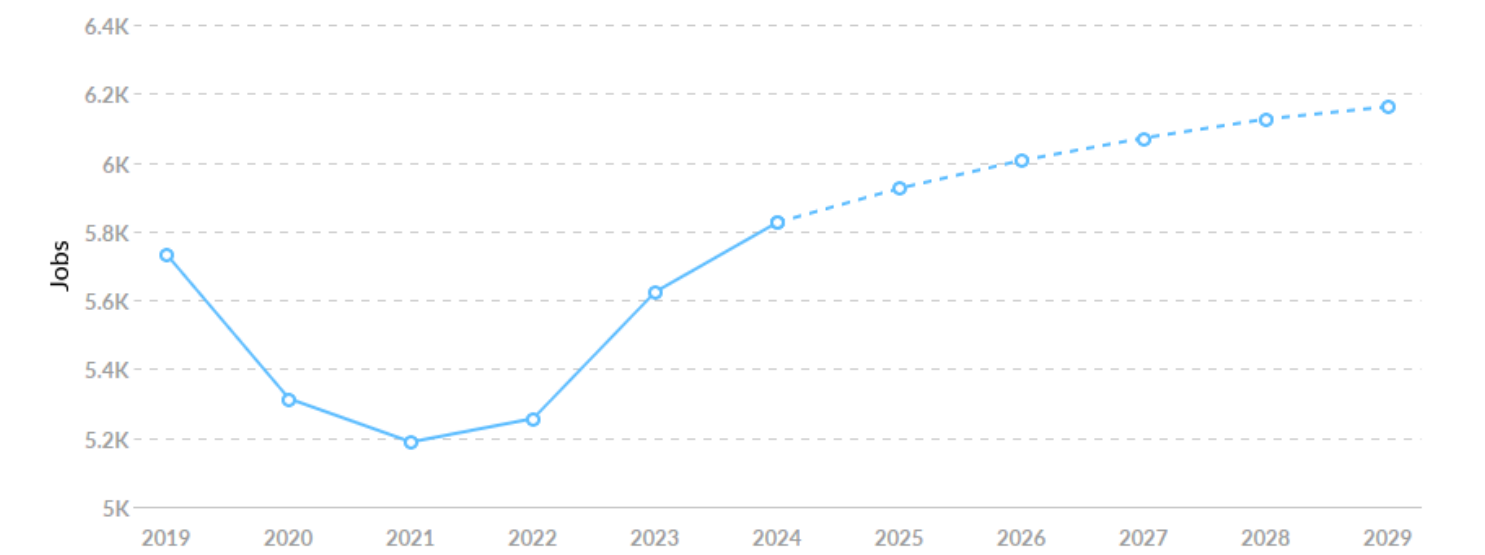
As of 2024 the region's population **increased by 7.3%** since 2019, growing by 1,478. Population is expected to **increase by 4.4%** between 2024 and 2029, adding 964.



Timeframe	Population
2019	20,268
2020	20,677
2021	20,837
2022	21,252
2023	21,449
2024	21,746
2025	21,983
2026	22,201
2027	22,393
2028	22,558
2029	22,710

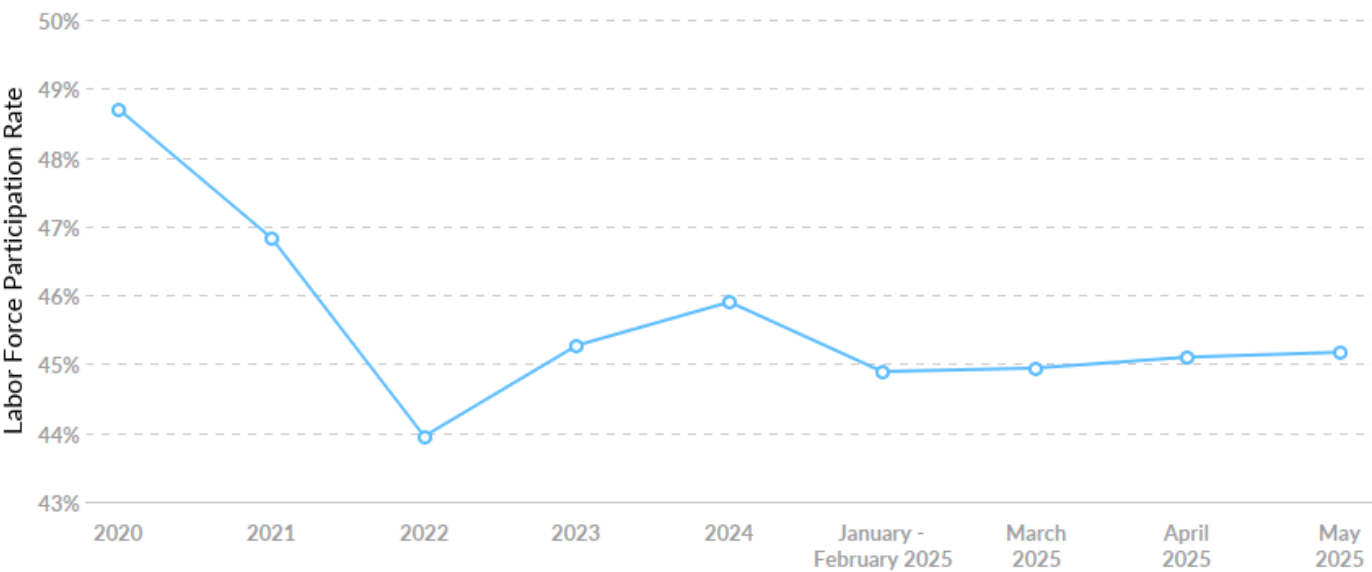
Job Trends

From 2019 to 2024, jobs increased by 1.6% in Adams County, WI from 5,732 to 5,826. This change fell short of the national growth rate of 4.3% by 2.7%.



Timeframe	Jobs
2019	5,732
2020	5,314
2021	5,188
2022	5,256
2023	5,624
2024	5,826
2025	5,925
2026	6,006
2027	6,071
2028	6,126
2029	6,162

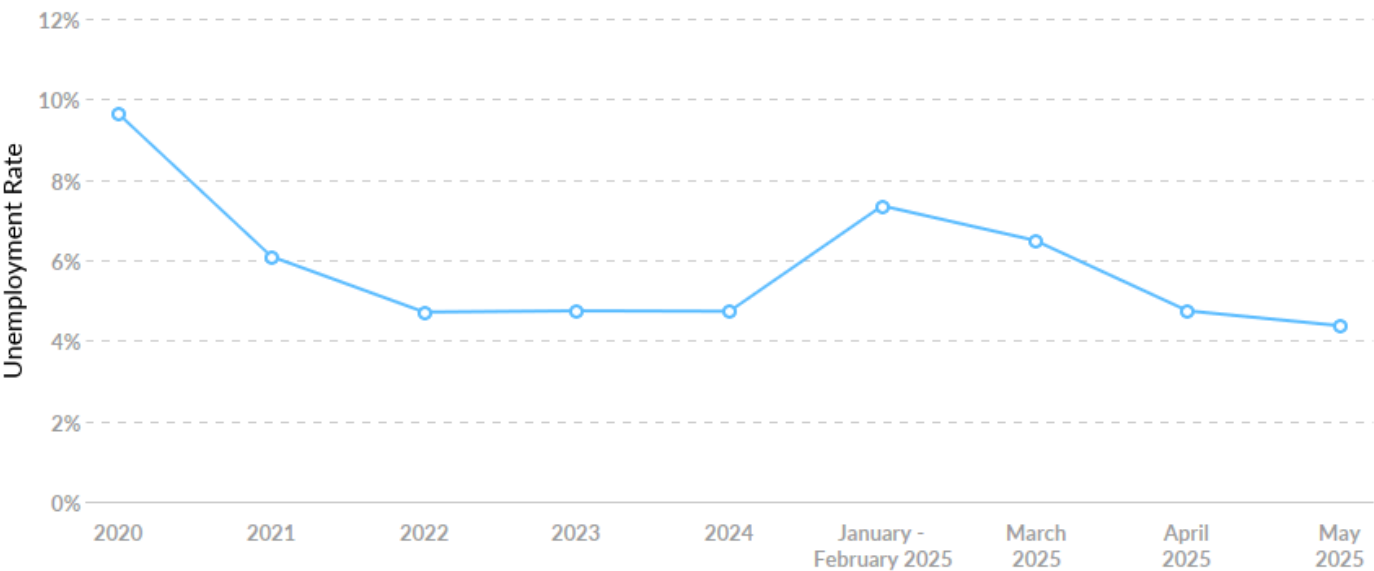
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	48.70%
2021	46.83%
2022	43.95%
2023	45.27%
2024	45.90%
January - February 2025	44.89%
March 2025	44.94%
April 2025	45.10%
May 2025	45.17%

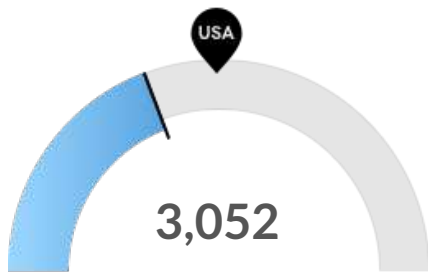
Unemployment Rate Trends

Adams County, WI had a May 2025 unemployment rate of 4.37%, **decreasing from 9.63%** 5 years before.



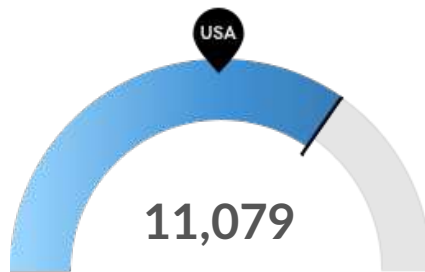
Timeframe	Unemployment Rate
2020	9.63%
2021	6.09%
2022	4.71%
2023	4.74%
2024	4.73%
January - February 2025	7.35%
March 2025	6.49%
April 2025	4.74%
May 2025	4.37%

Population Characteristics



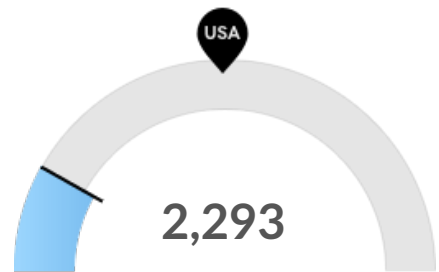
Millennials

Adams County, WI has 3,052 millennials (ages 25-39). The national average for an area this size is 4,358.



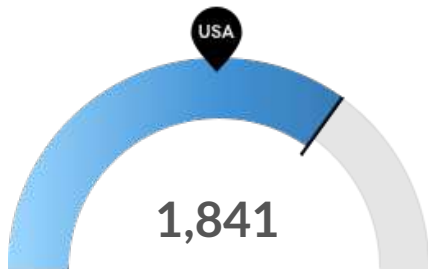
Retiring Soon

Retirement risk is high in Adams County, WI. The national average for an area this size is 6,475 people 55 or older, while there are 11,079 here.



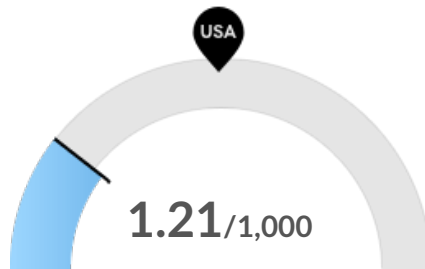
Racial Diversity

Racial diversity is low in Adams County, WI. The national average for an area this size is 8,933 racially diverse people, while there are 2,293 here.



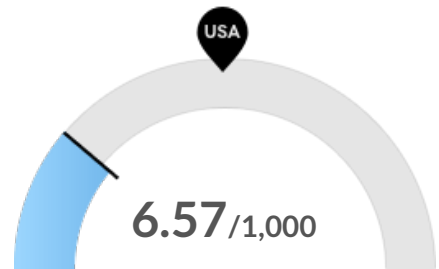
Veterans

Adams County, WI has 1,841 veterans. The national average for an area this size is 1,061.



Violent Crime

Adams County, WI has 1.21 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

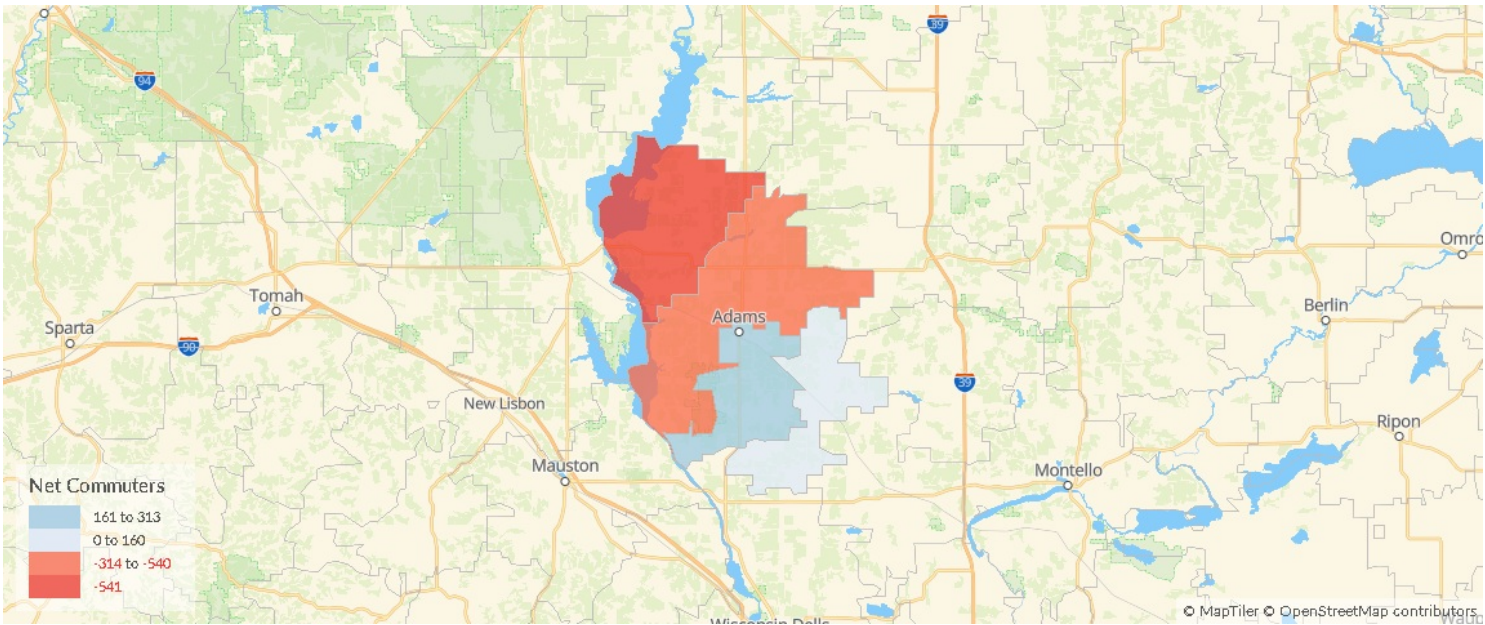


Property Crime

Adams County, WI has 6.57 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
53910	Adams, WI (in Adams co...	2,065
53934	Friendship, WI (in Adam...	2,032
53936	Grand Marsh, WI (in Ad...	1,207
54613	Arkdale, WI (in Adams c...	521

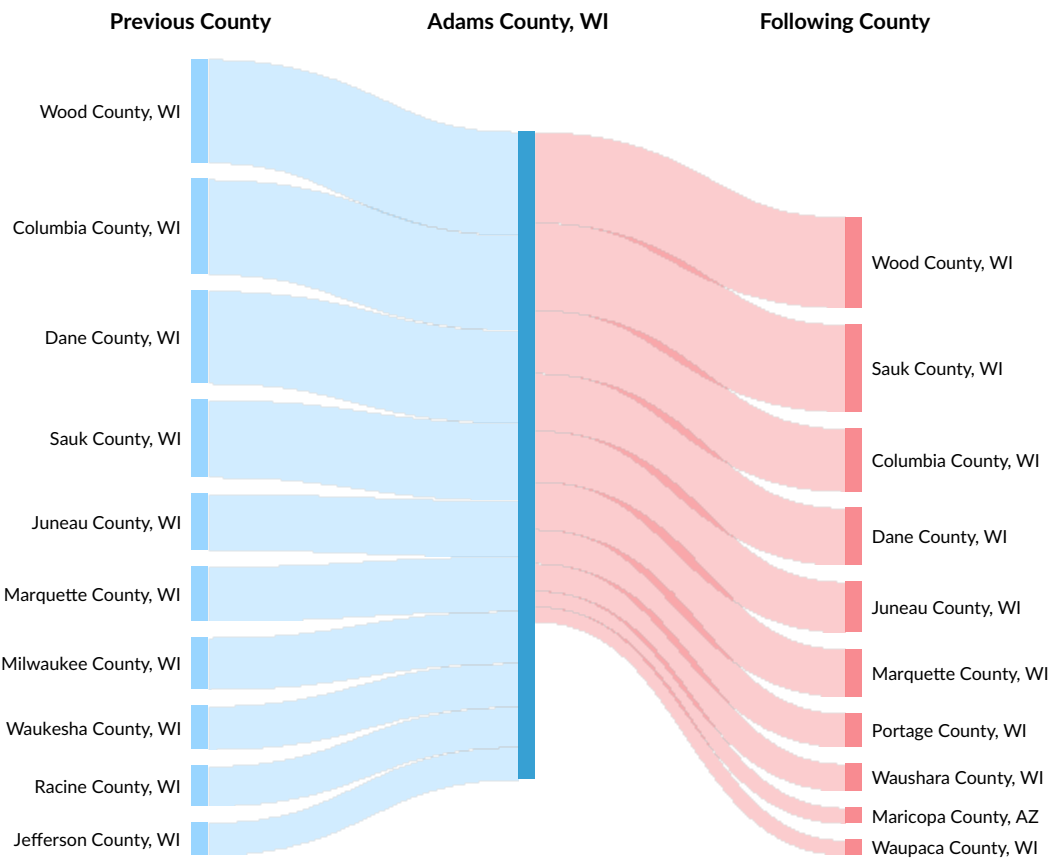
Where Talent Lives

ZIP	Name	2024 Workers
53934	Friendship, WI (in Adam...	2,346
53910	Adams, WI (in Adams co...	1,904
53936	Grand Marsh, WI (in Ad...	1,122
54613	Arkdale, WI (in Adams c...	1,063

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 2022, 110 people have migrated from Wood County, WI to Adams County, WI. In the same year, 97 people left Adams County, WI migrating to Wood County, WI. The total Net Migration for Adams County, WI in 2022 was 429.

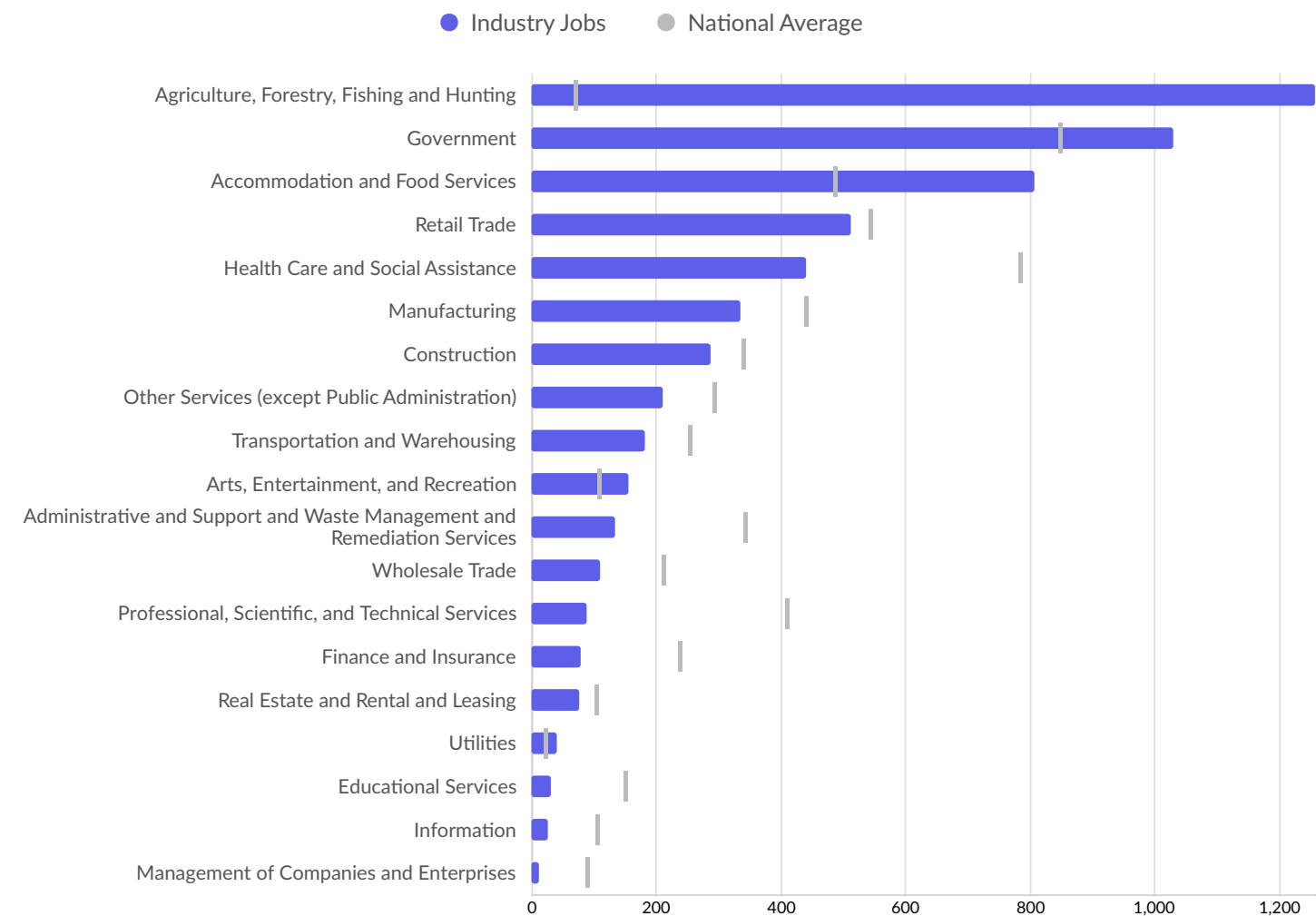


Top Previous Counties	Migrations
Wood County, WI	110
Columbia County, WI	101
Dane County, WI	99
Sauk County, WI	82
Juneau County, WI	60
Marquette County, WI	58

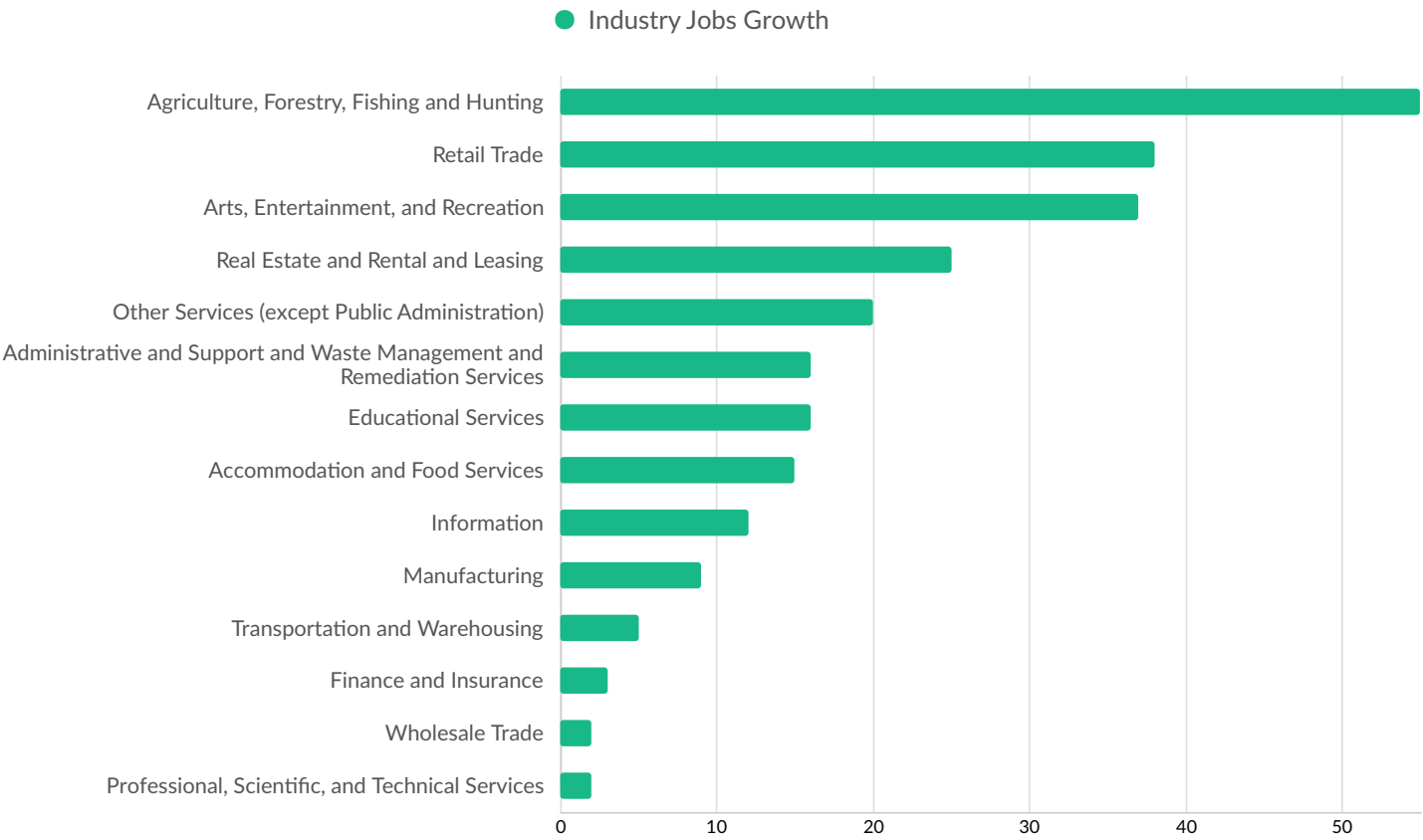
Top Previous Counties	Migrations
Milwaukee County, WI	55
Waukesha County, WI	47
Racine County, WI	43
Jefferson County, WI	35
Cook County, IL	31
Rock County, WI	30
Portage County, WI	27
Waushara County, WI	25
Maricopa County, AZ	19
Top Following Counties	Migrations
Wood County, WI	97
Sauk County, WI	93
Columbia County, WI	67
Dane County, WI	61
Juneau County, WI	54
Marquette County, WI	51
Portage County, WI	36
Waushara County, WI	29
Maricopa County, AZ	17
Waupaca County, WI	16
Marathon County, WI	14
Olmsted County, MN	13
Lake County, IL	13
Milwaukee County, WI	11
DuPage County, IL	11

Industry Characteristics

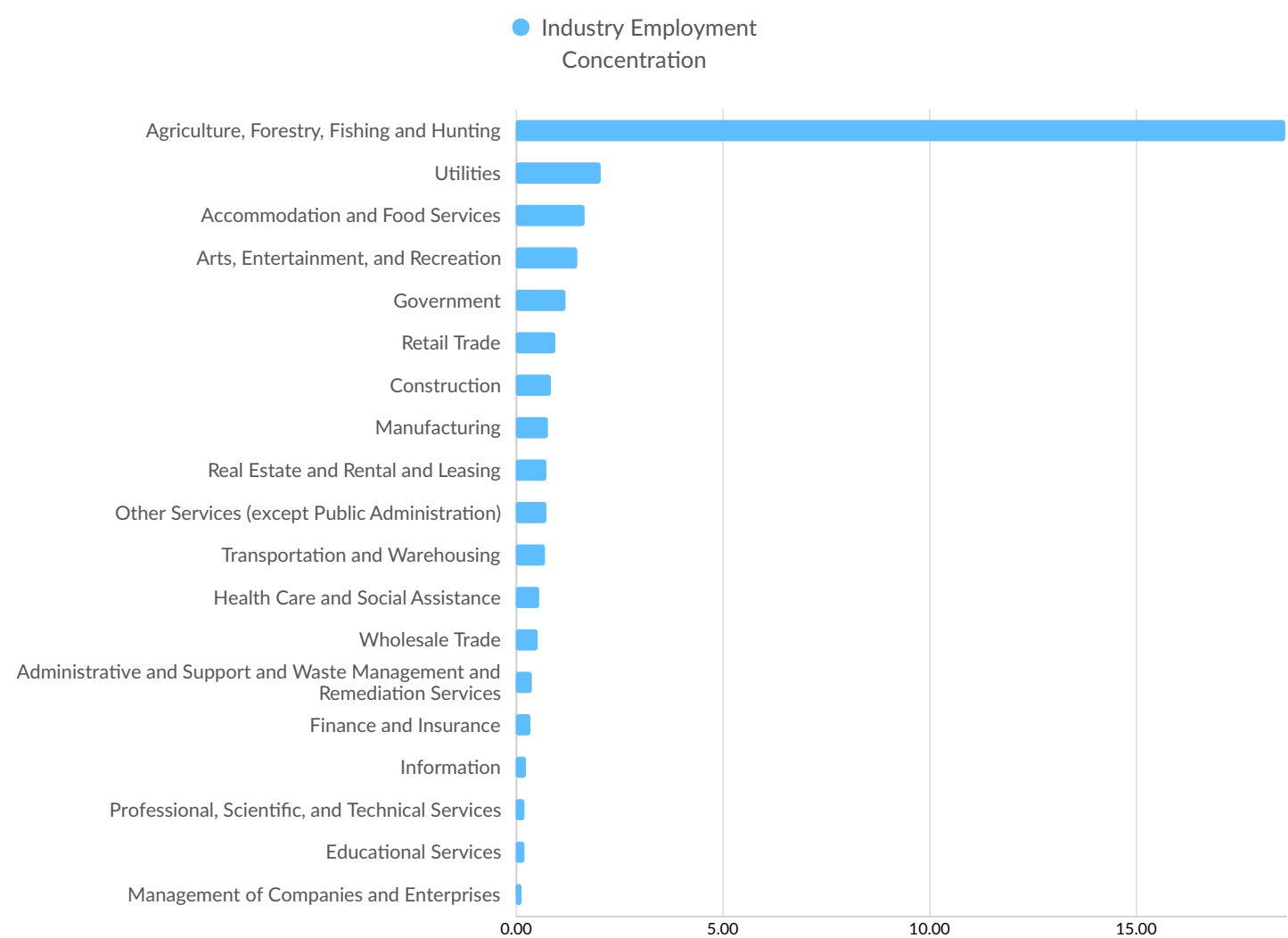
Largest Industries



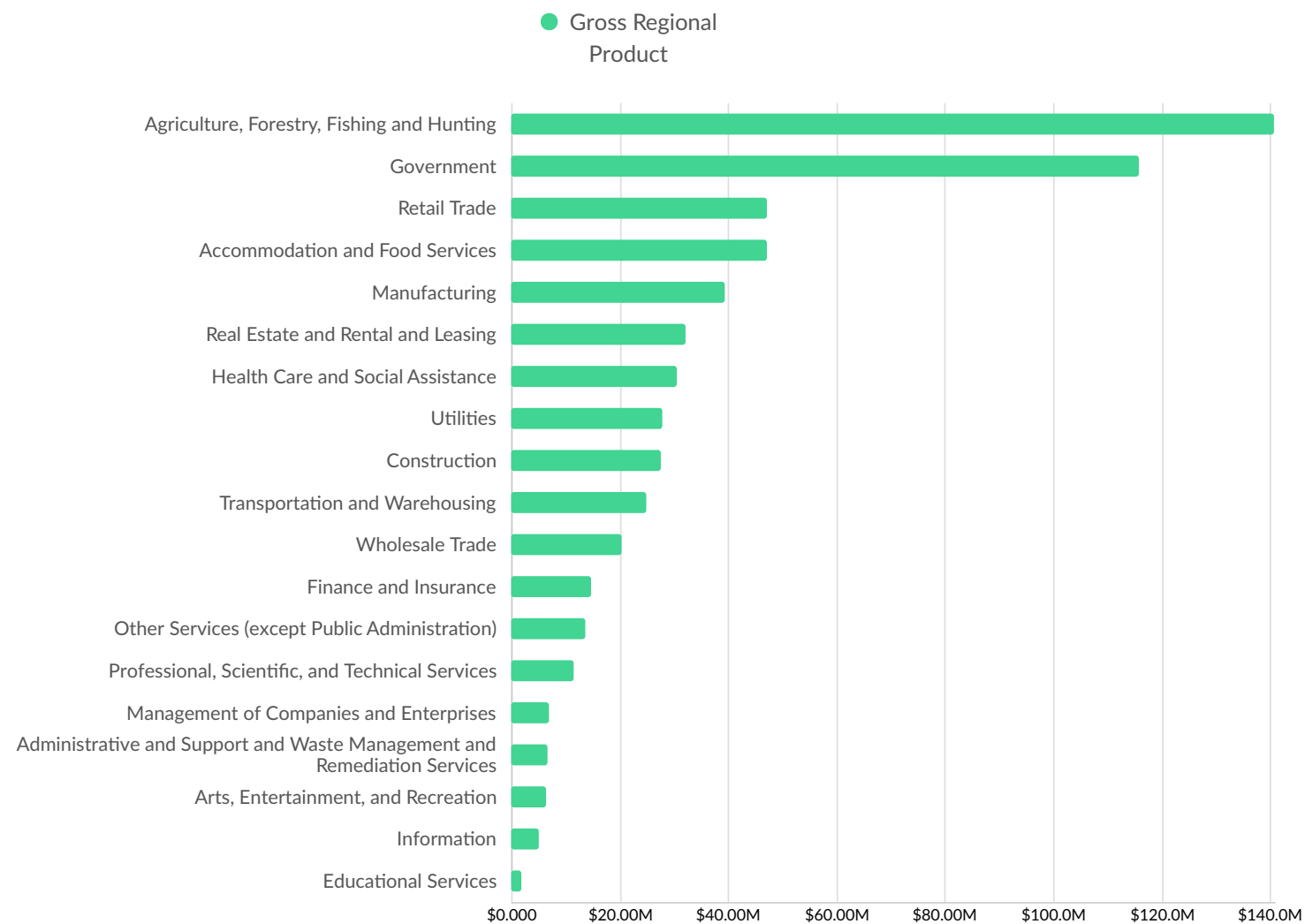
Top Growing Industries



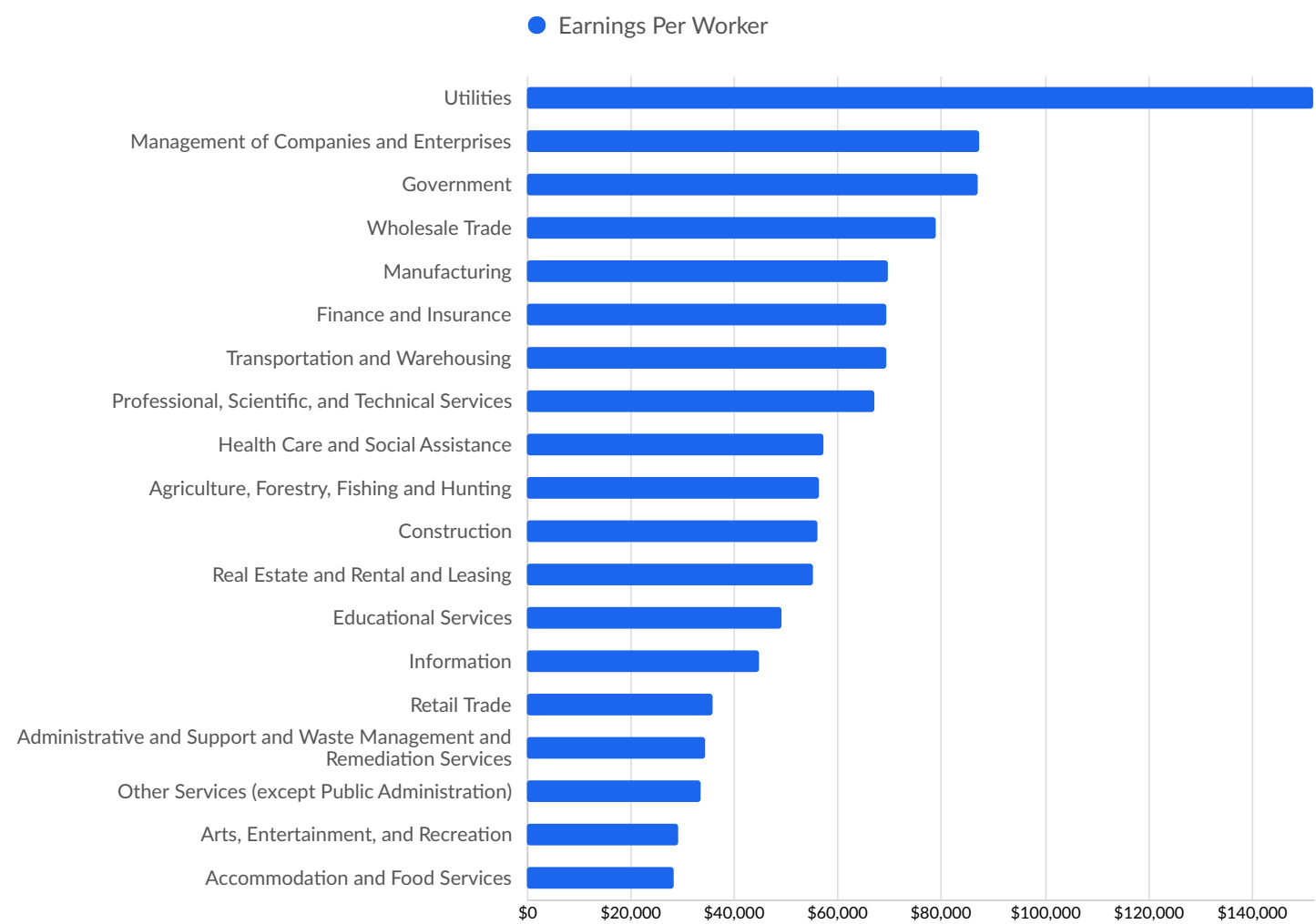
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



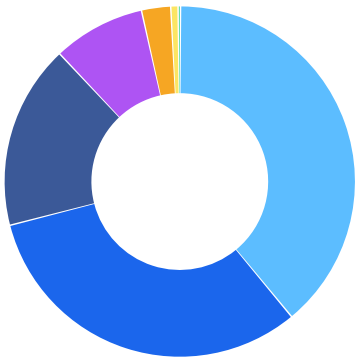
Business Characteristics

927 Companies Employ Your Workers

Online profiles for your workers mention 927 companies as employers, with the top 10 appearing below. In the last 12 months, 153 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	52 <div></div>	Gundersen Health System	71 <div></div>
Moundview Memorial Hospital ...	32 <div></div>	Southern Health Partners	39 <div></div>
Adams County Government	31 <div></div>	Bureau of Prisons	35 <div></div>
WestRock	26 <div></div>	Enhance Rehabilitation	27 <div></div>
Adams-Columbia Electric Coope...	18 <div></div>	United States Department of Ju...	19 <div></div>
Adams-Friendship School District	17 <div></div>	Kwik Trip	18 <div></div>
Coldwell Banker	15 <div></div>	Sondermind	16 <div></div>
Adams County Health And Hum...	14 <div></div>	County Of Adams	14 <div></div>
Grande Cheese Co Limited	11 <div></div>	GPAC	13 <div></div>
State of Wisconsin	11 <div></div>	Renewal Rehab	12 <div></div>

Business Size

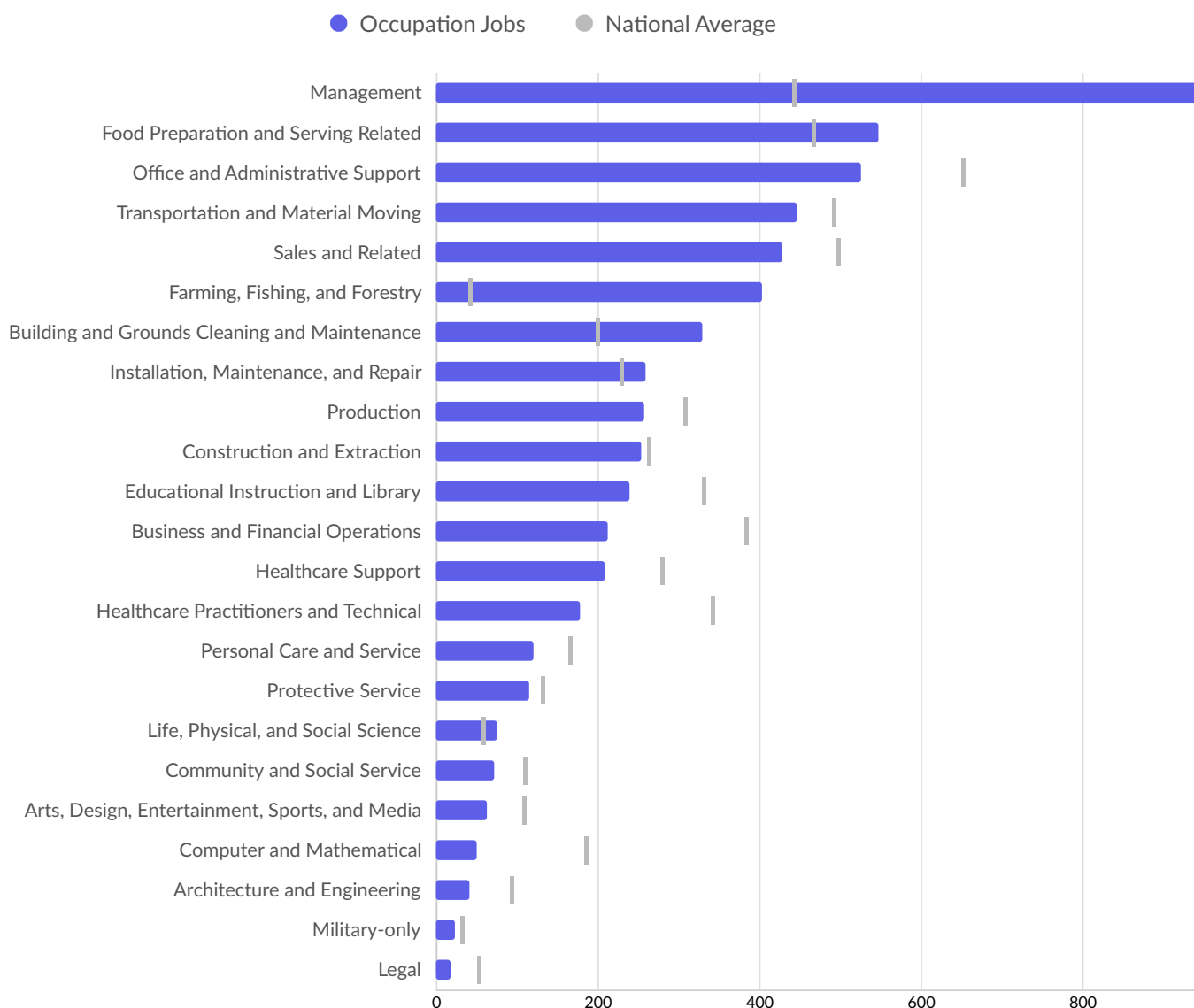


	Percentage	Business Count
1 to 4 employees	38.9%	174
5 to 9 employees	32.0%	143
10 to 19 employees	17.0%	76
20 to 49 employees	8.5%	38
50 to 99 employees	2.7%	12
100 to 249 employees	0.7%	3
250 to 499 employees	0.2%	1

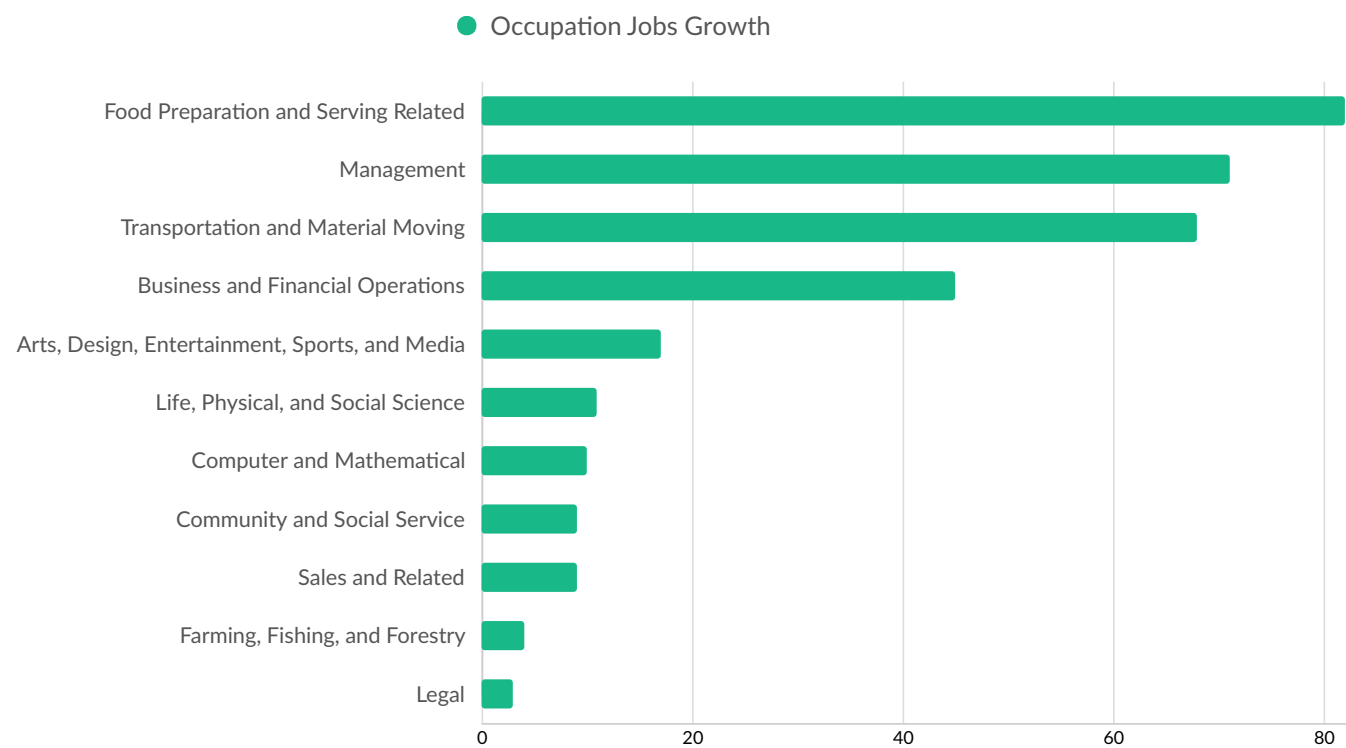
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

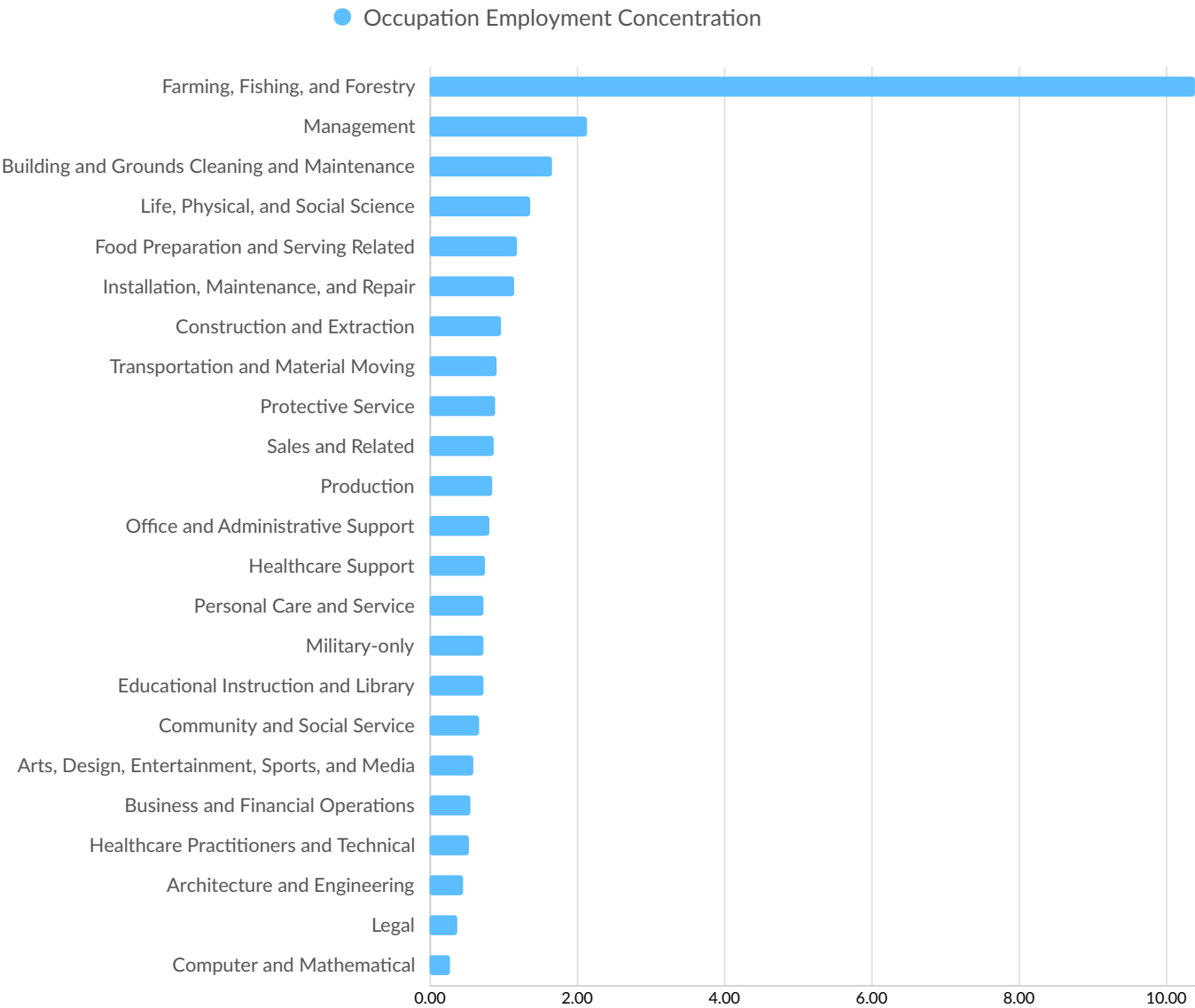
Largest Occupations



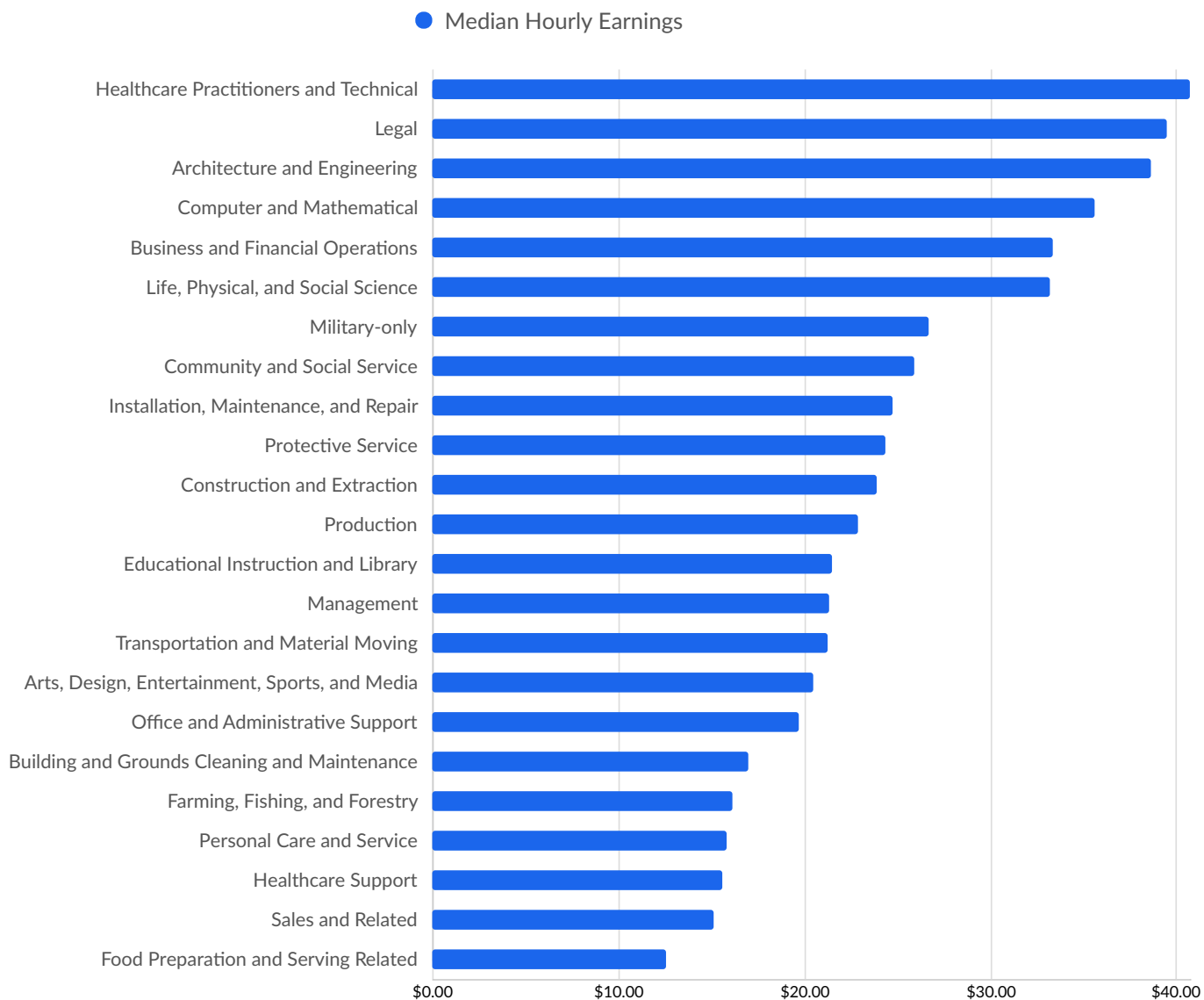
Top Growing Occupations



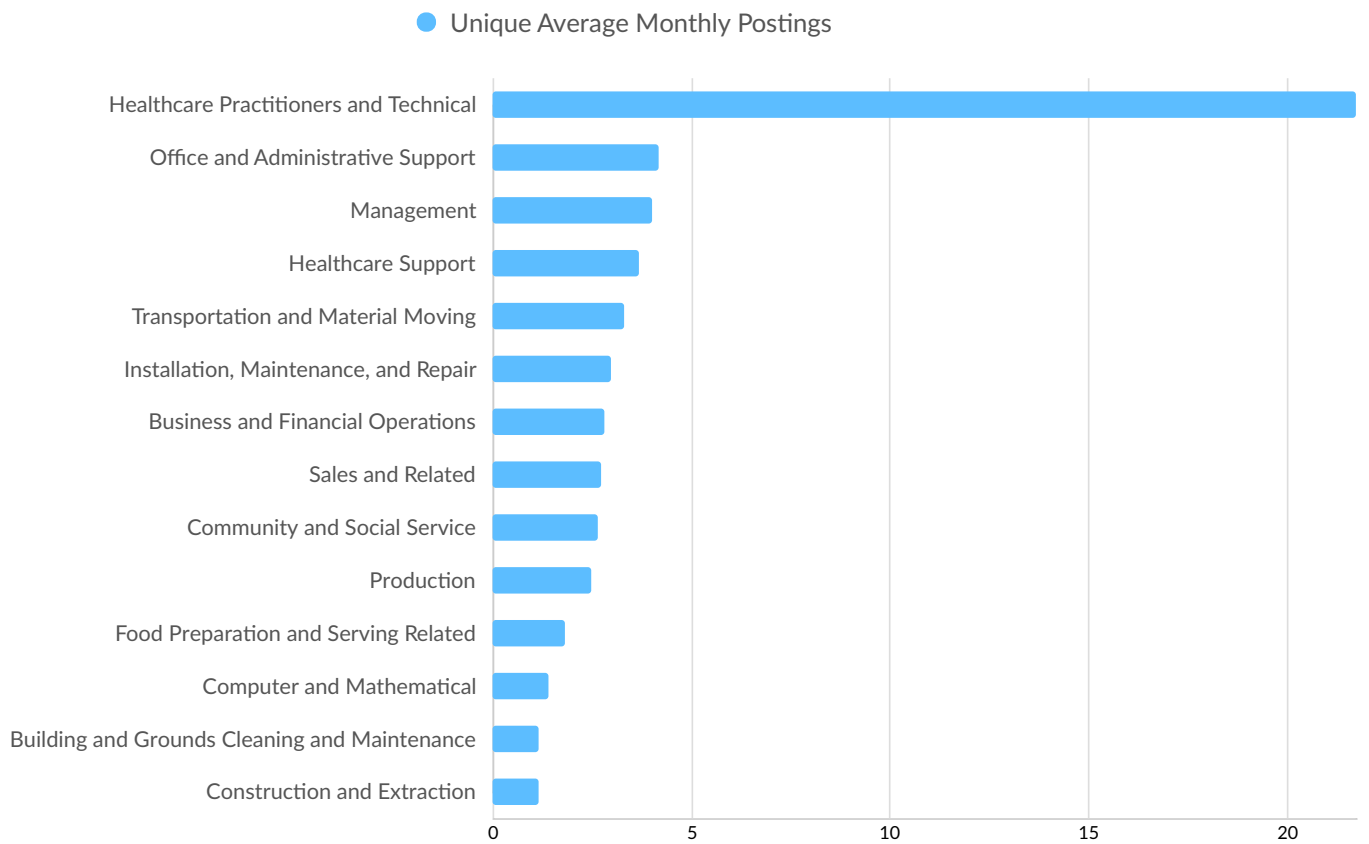
Top Occupation Employment Concentration



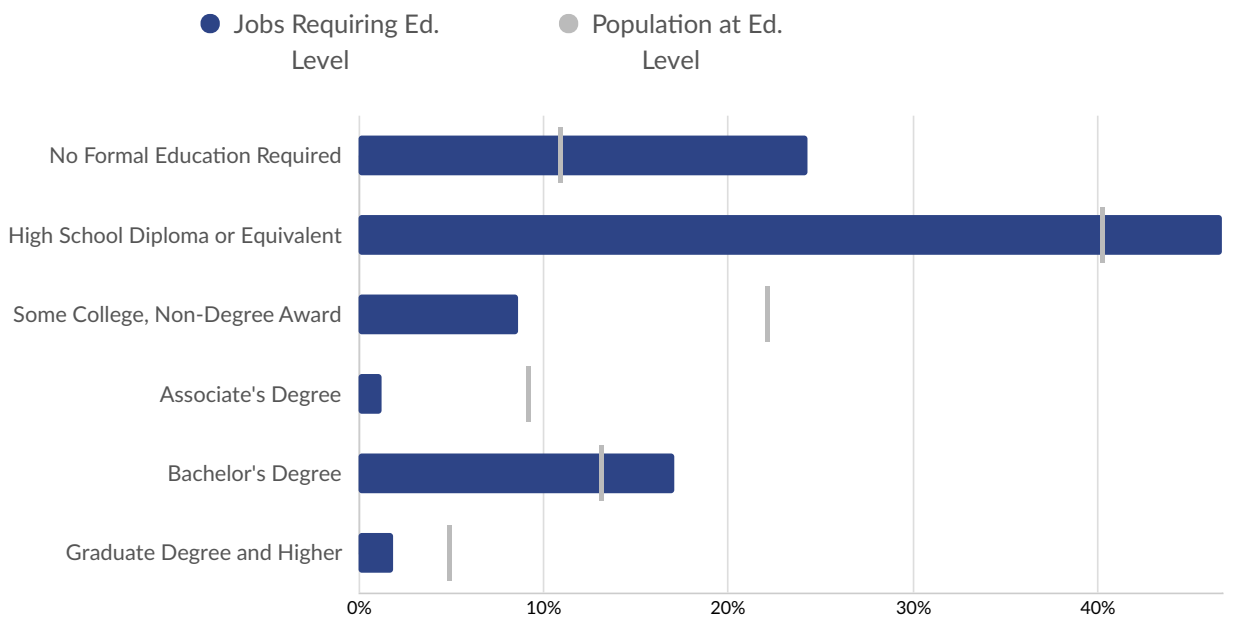
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

