



# Adams County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

55001 Adams County, WI

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### Class of Worker

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

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

## Economy Overview

21,352

Population (2024)

Population **grew by 1,084** over the last 5 years and is projected to **grow by 1,137** over the next 5 years.

5,831

Total Regional Employment

Jobs **grew by 100** over the last 5 years and are projected to **grow by 354** over the next 5 years.

\$59.2K

Median Household Income (2023)

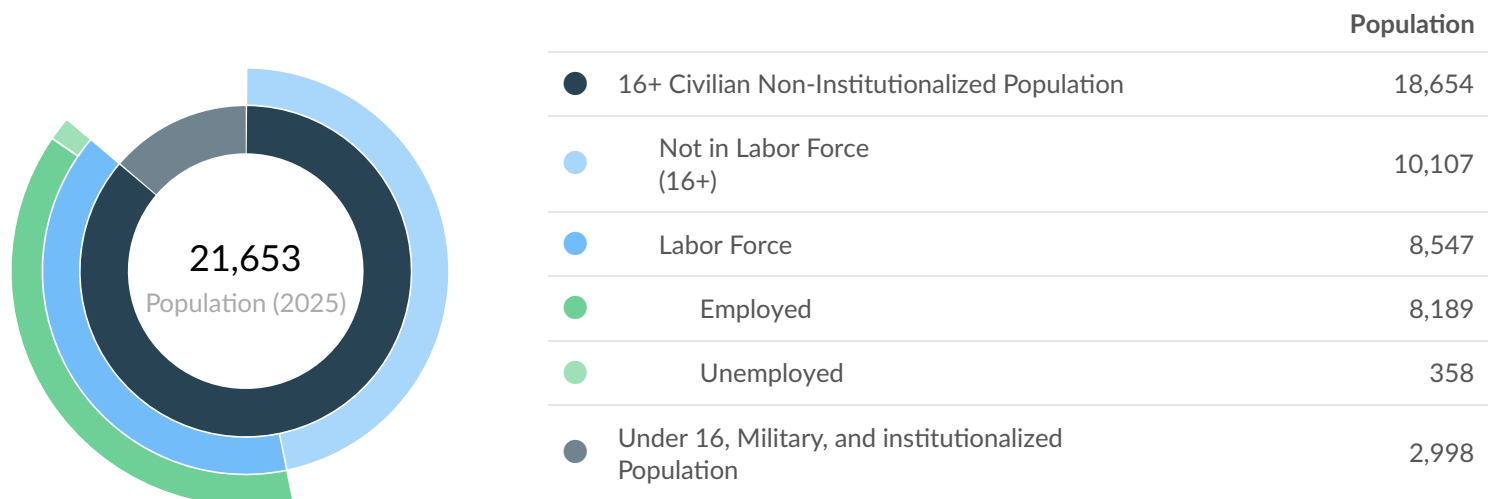
Median household income is **\$19.4K below** the national median household income of \$78.5K.

## Takeaways

- As of 2024 the region's population **increased by 5.3%** since 2019, growing by 1,084. Population is expected to **increase by 5.3%** between 2024 and 2029, adding 1,137.
- From 2019 to 2024, jobs **increased by 1.7%** in Adams County, WI from 5,731 to **5,831**. This change **fell short of the national growth rate of 4.4% by 2.7%**. As the number of jobs increased, the **labor force participation rate decreased from 49.4% to 45.2% between 2019 and 2024**.
- Concerning educational attainment, **13.1% 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.

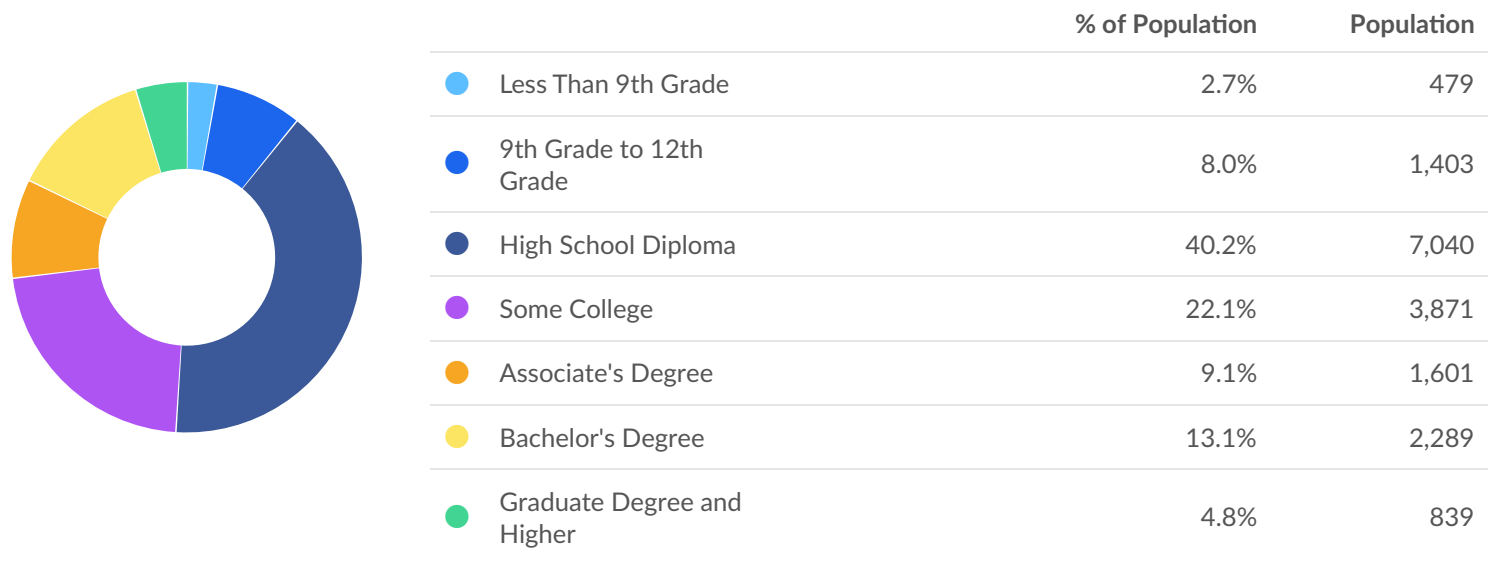
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	21,653	8,547	5,831	96.6	\$724.00M	\$1.57B	\$1.34B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

## Aug 2025 Labor Force Breakdown



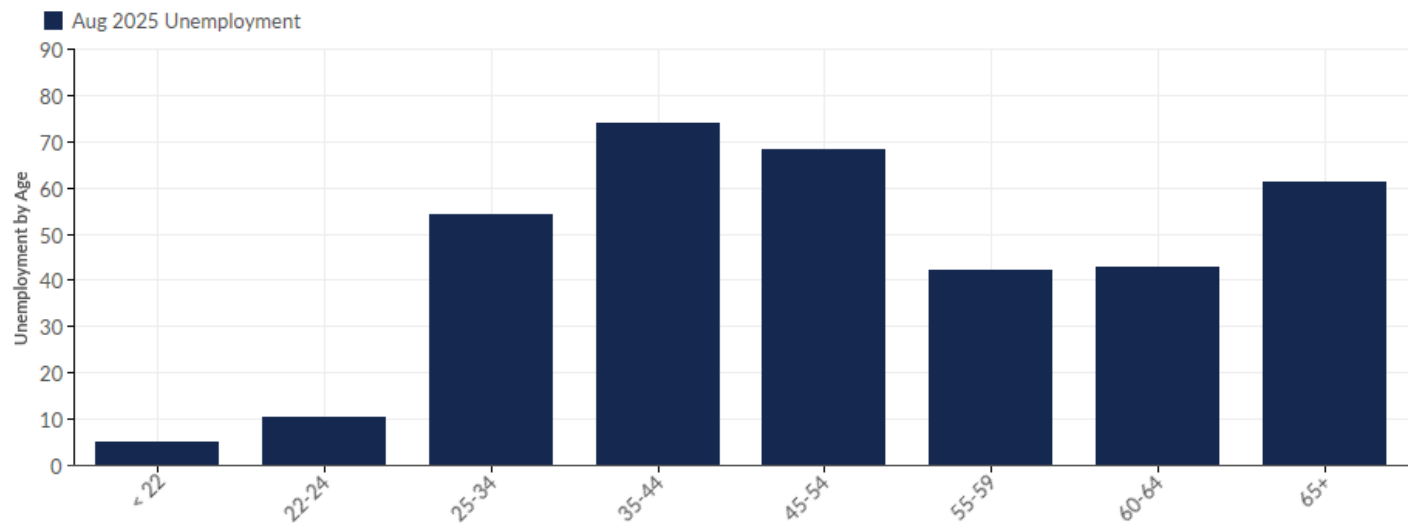
## Educational Attainment

Concerning educational attainment, **13.1% 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).



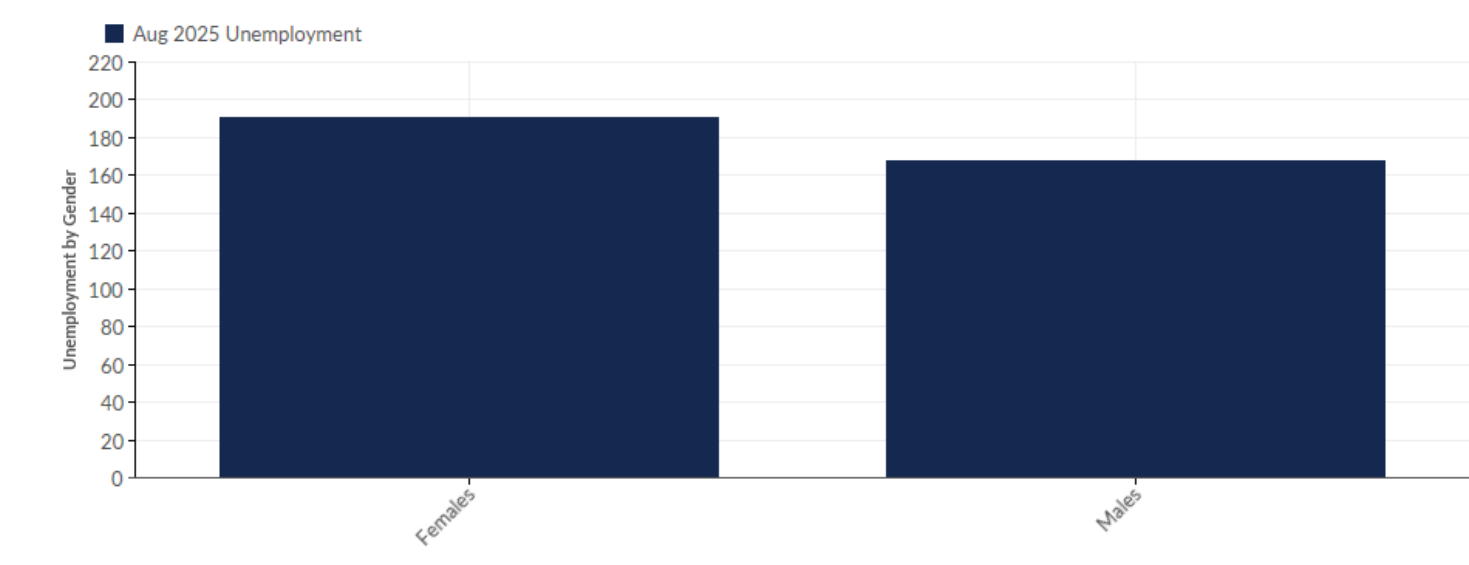
# Unemployment by Demographics

## Unemployment by Age



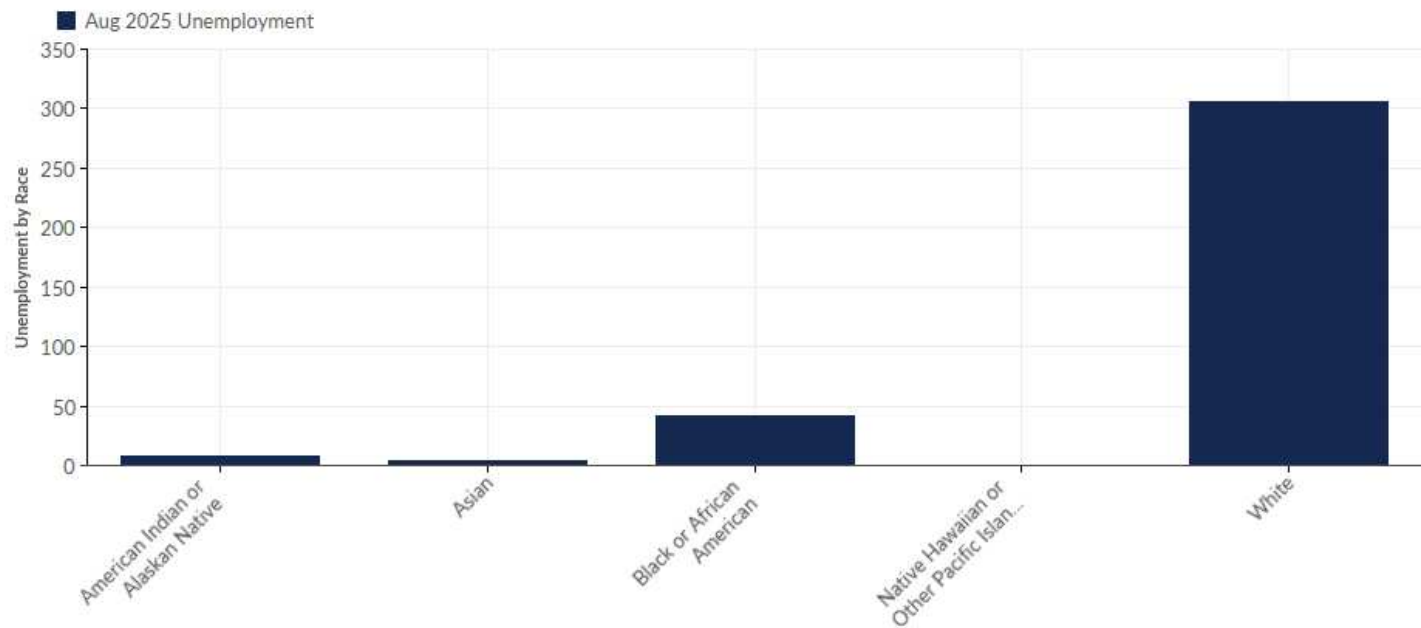
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	5	1.40%
22-24	10	2.79%
25-34	54	15.08%
35-44	74	20.67%
45-54	68	18.99%
55-59	42	11.73%
60-64	43	12.01%
65+	61	17.04%
Total	358	100.00%

Unemployment by Gender



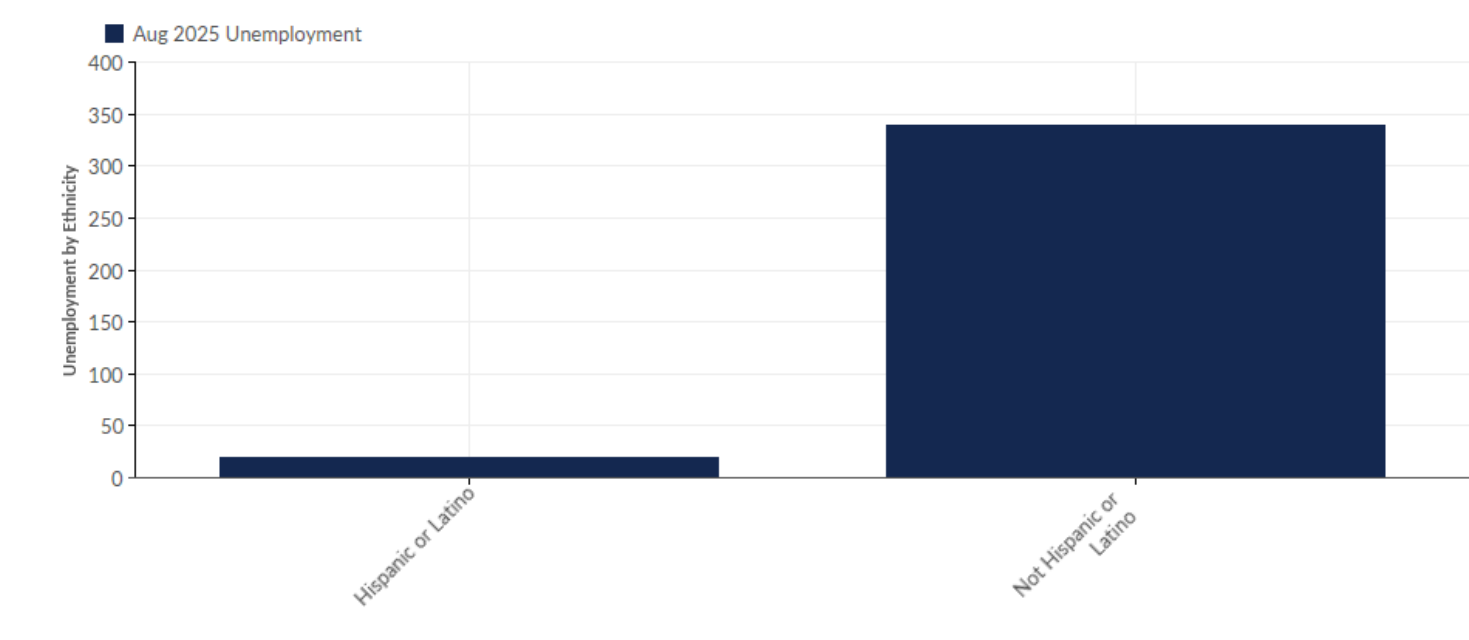
Gender	Unemployment (Aug 2025)	% of Unemployed
Females	191	53.35%
Males	167	46.65%
Total	358	100.00%

## Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	7	1.96%
Asian	4	1.12%
Black or African American	41	11.45%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	306	85.47%
Total	358	100.00%

Unemployment by Ethnicity

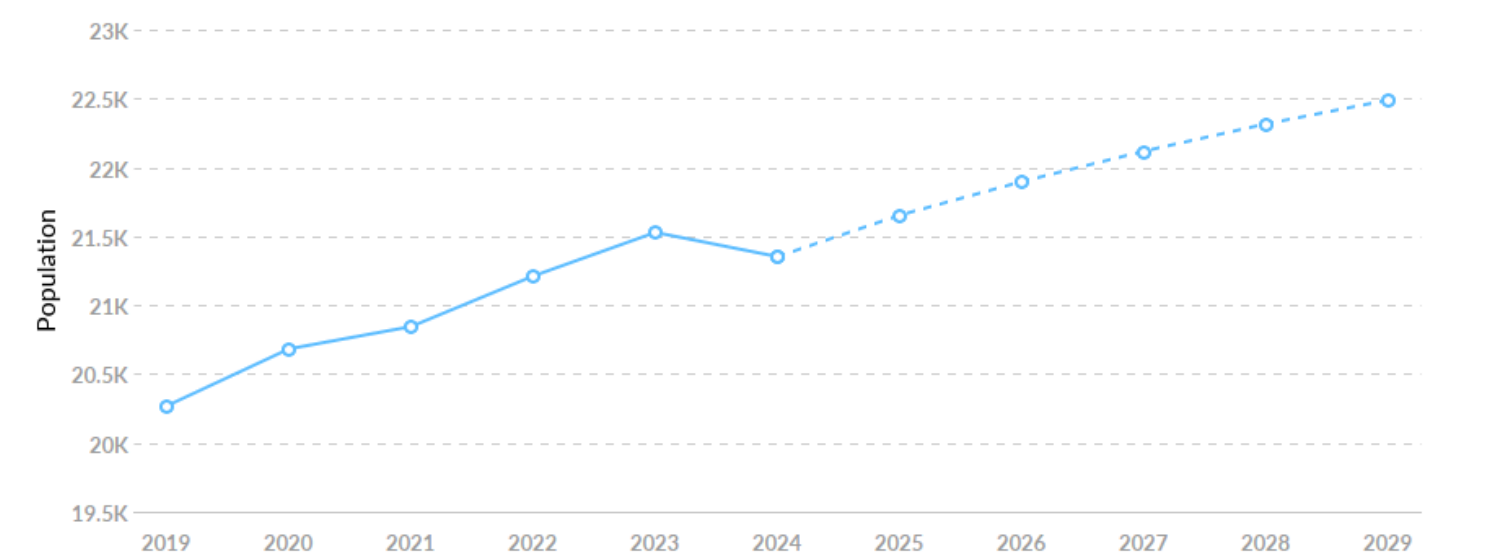


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	20	5.59%
Not Hispanic or Latino	338	94.41%
Total	358	100.00%

# Historic & Projected Trends

## Population Trends

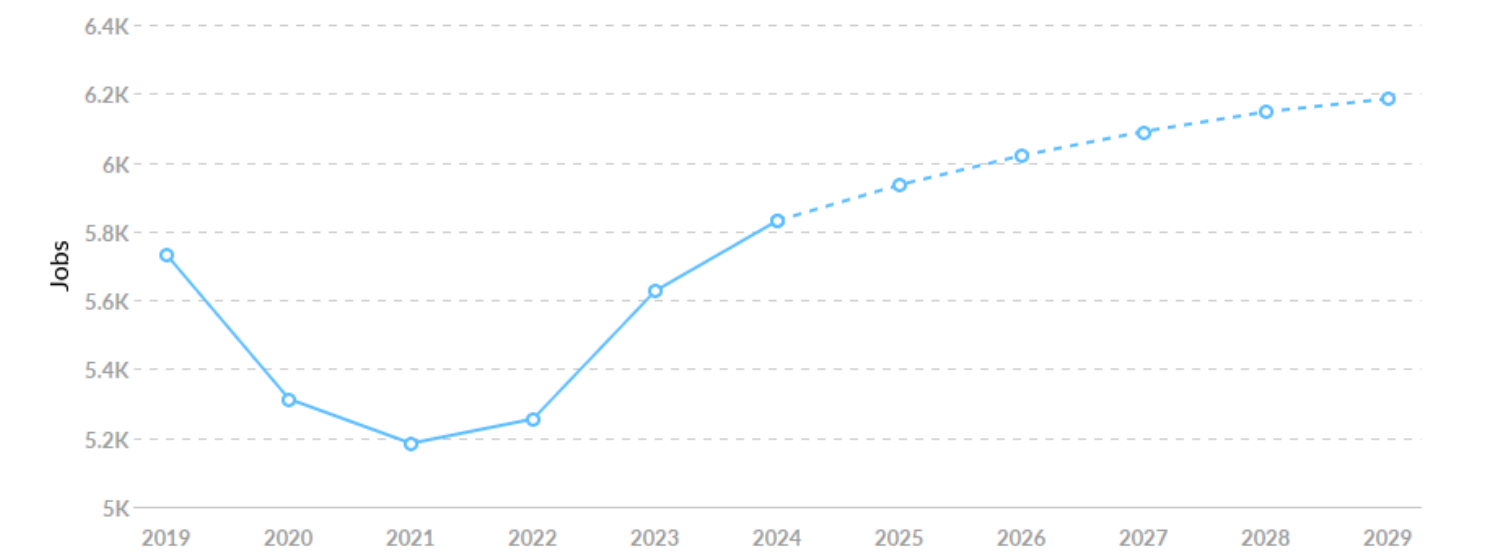
As of 2024 the region's population **increased by 5.3%** since 2019, growing by 1,084. Population is expected to **increase by 5.3%** between 2024 and 2029, adding 1,137.



Timeframe	Population
2019	20,268
2020	20,682
2021	20,844
2022	21,211
2023	21,528
2024	21,352
2025	21,653
2026	21,897
2027	22,118
2028	22,316
2029	22,489

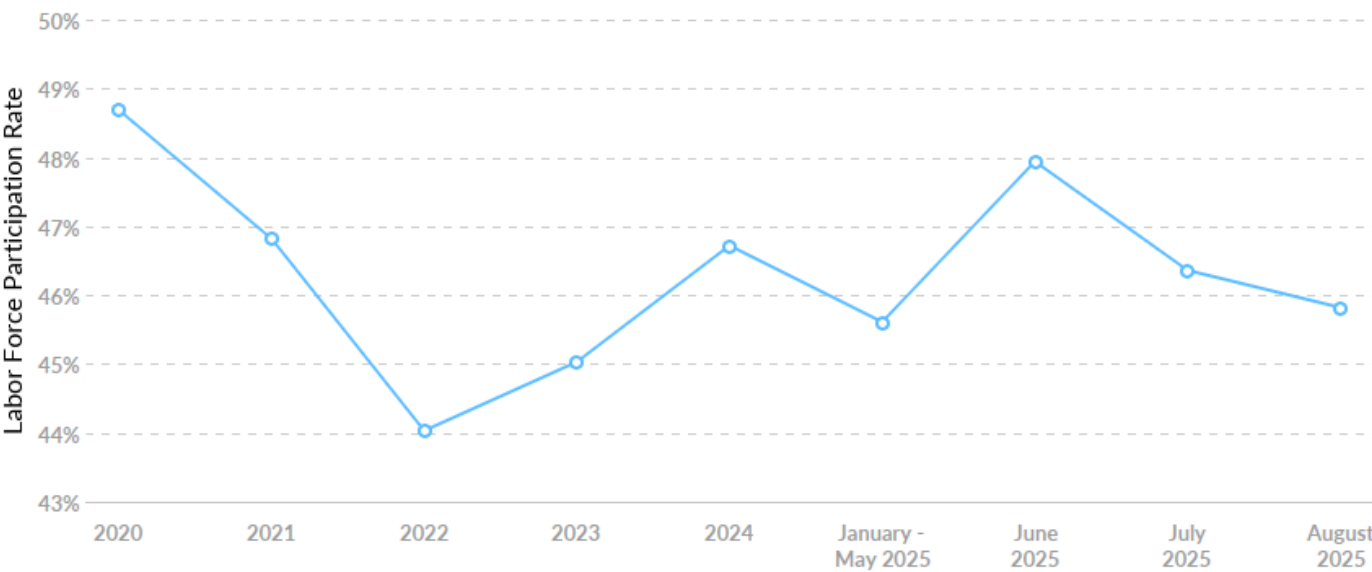
Job Trends

From 2019 to 2024, jobs increased by 1.7% in Adams County, WI from 5,731 to 5,831. This change fell short of the national growth rate of 4.4% by 2.7%.



Timeframe	Jobs
2019	5,731
2020	5,313
2021	5,184
2022	5,255
2023	5,627
2024	5,831
2025	5,935
2026	6,020
2027	6,090
2028	6,147
2029	6,185

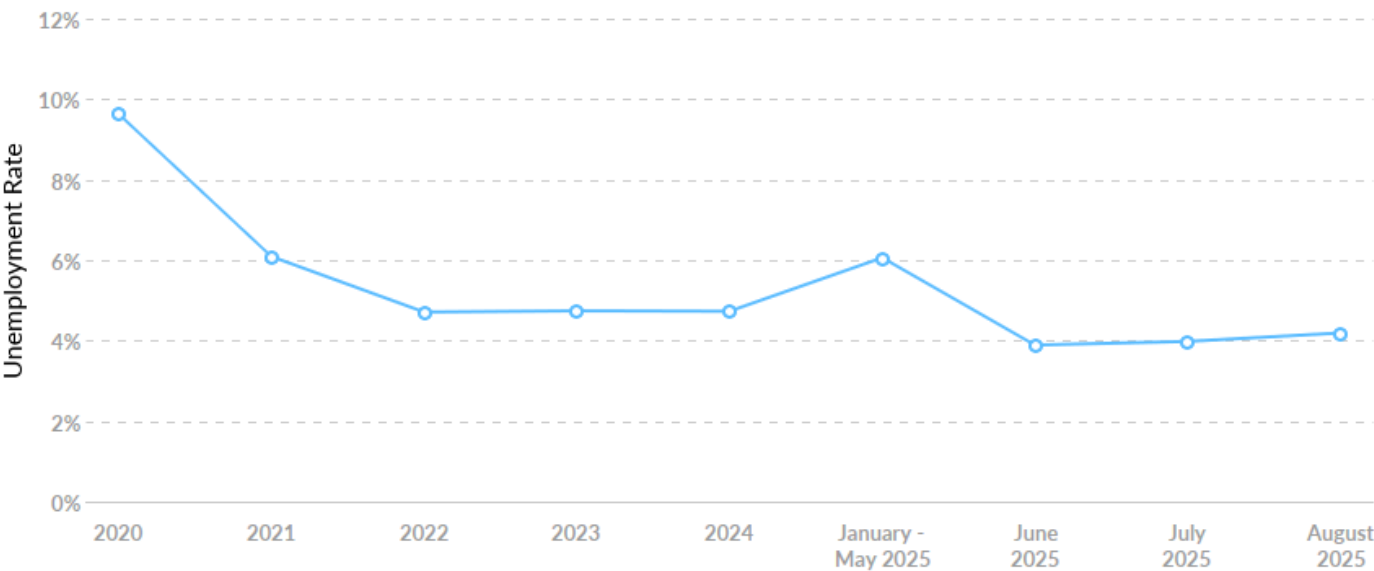
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	48.69%
2021	46.82%
2022	44.03%
2023	45.03%
2024	46.72%
January - May 2025	45.61%
June 2025	47.94%
July 2025	46.36%
August 2025	45.82%

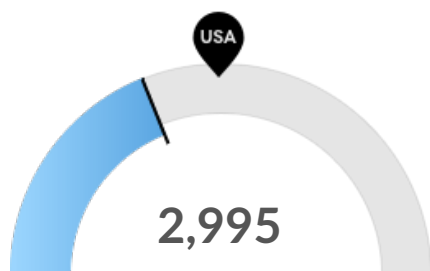
## Unemployment Rate Trends

Adams County, WI had an August 2025 unemployment rate of 4.19%, **decreasing from 9.63%** 5 years before.



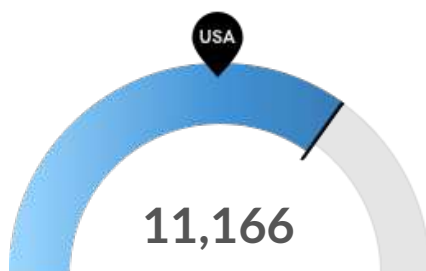
Timeframe	Unemployment Rate
2020	9.63%
2021	6.09%
2022	4.71%
2023	4.74%
2024	4.73%
January - May 2025	6.06%
June 2025	3.89%
July 2025	3.98%
August 2025	4.19%

## Population Characteristics



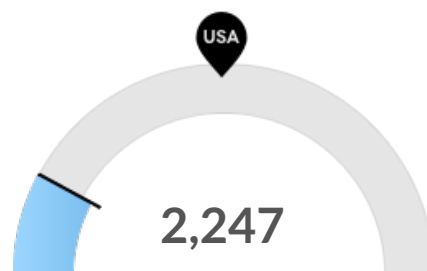
**Millennials**

Adams County, WI has 2,995 millennials (ages 25-39). The national average for an area this size is 4,371.



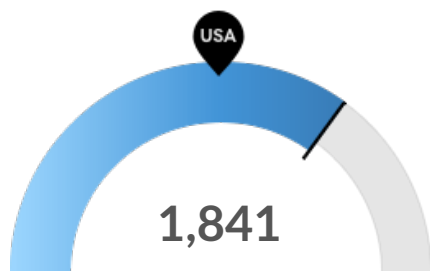
**Retiring Soon**

Retirement risk is high in Adams County, WI. The national average for an area this size is 6,456 people 55 or older, while there are 11,166 here.



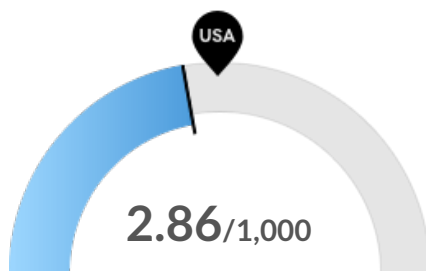
**Racial Diversity**

Racial diversity is low in Adams County, WI. The national average for an area this size is 9,083 racially diverse people, while there are 2,247 here.



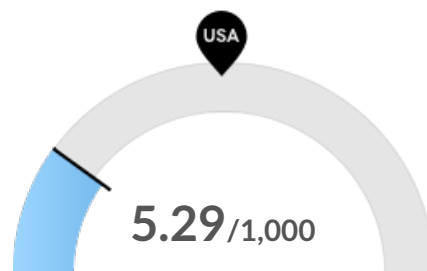
**Veterans**

Adams County, WI has 1,841 veterans. The national average for an area this size is 1,059.



**Violent Crime**

Adams County, WI has 2.86 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

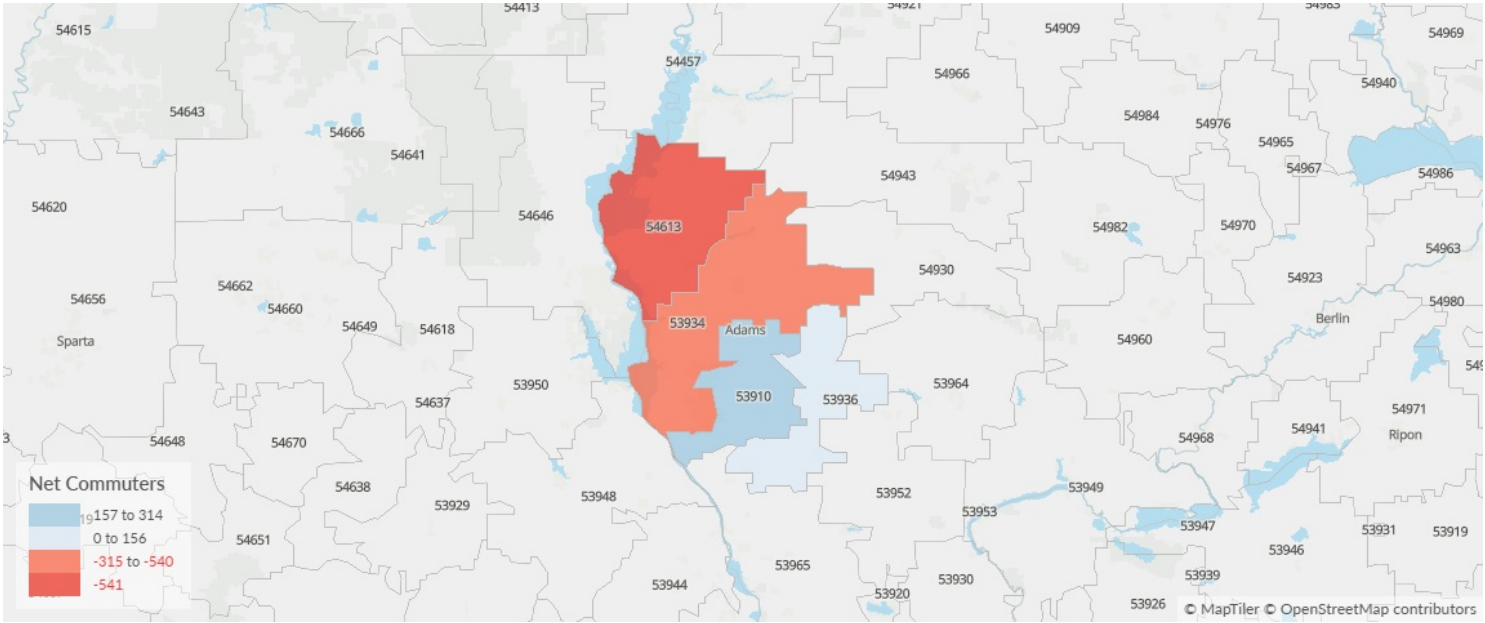


**Property Crime**

Adams County, WI has 5.29 property crimes per 1,000 people. The national rate is 16.44 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...	2,061
53934	Friendship, WI (in Adam...	2,031
53936	Grand Marsh, WI (in Ad...	1,216
54613	Arkdale, WI (in Adams c...	523

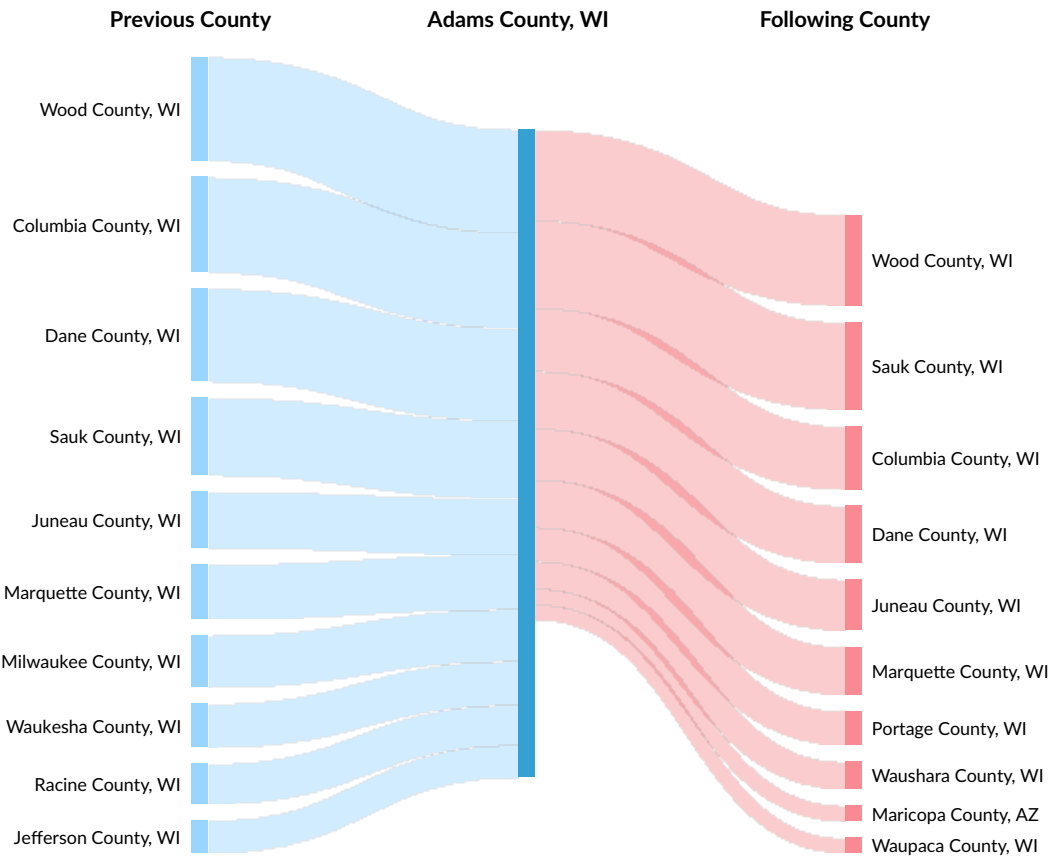
Where Talent Lives

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...	1,123
54613	Arkdale, WI (in Adams c...	1,064

# 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.

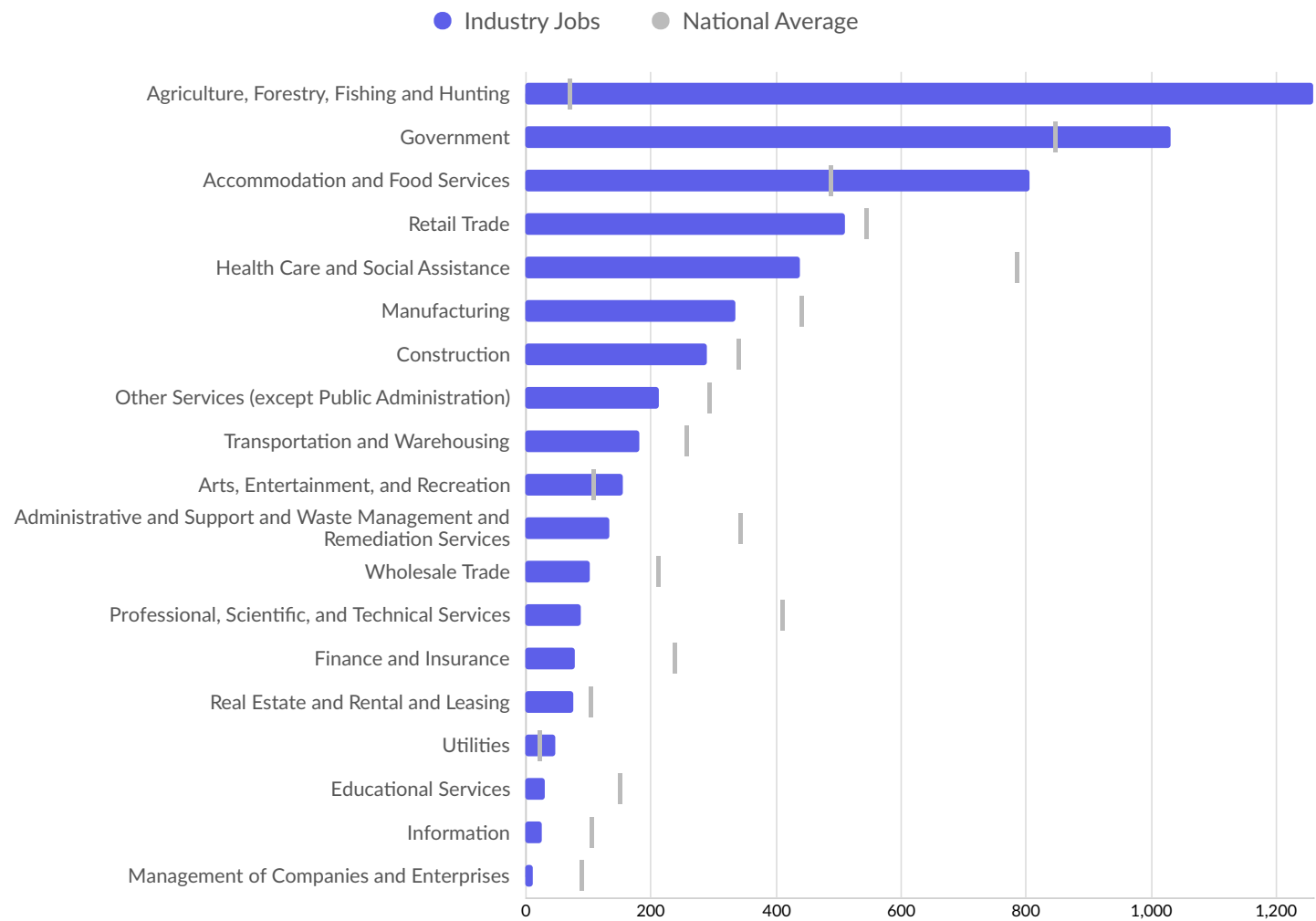


Top Previous Counties	Migrations
Wood County, WI	110
Columbia County, WI	101
Dane County, WI	99
Sauk County, WI	82
Juneau County, WI	60
Marquette County, WI	58

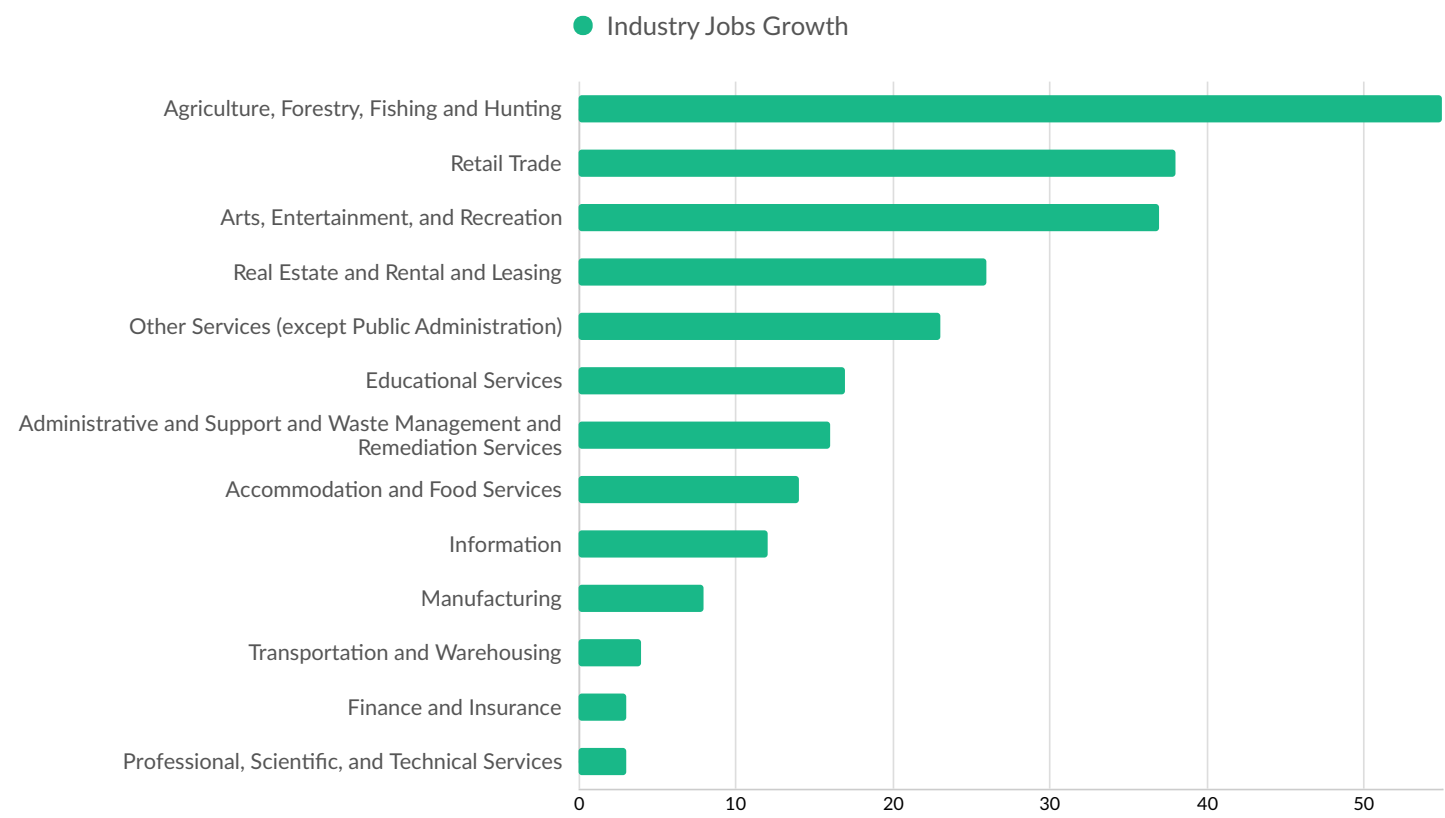
Top Previous Counties	Migrations
Milwaukee County, WI	55
Waukesha County, WI	47
Racine County, WI	43
Jefferson County, WI	35
Cook County, IL	31
Rock County, WI	30
Portage County, WI	27
Waushara County, WI	25
Maricopa County, AZ	19
Top Following Counties	Migrations
Wood County, WI	97
Sauk County, WI	93
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

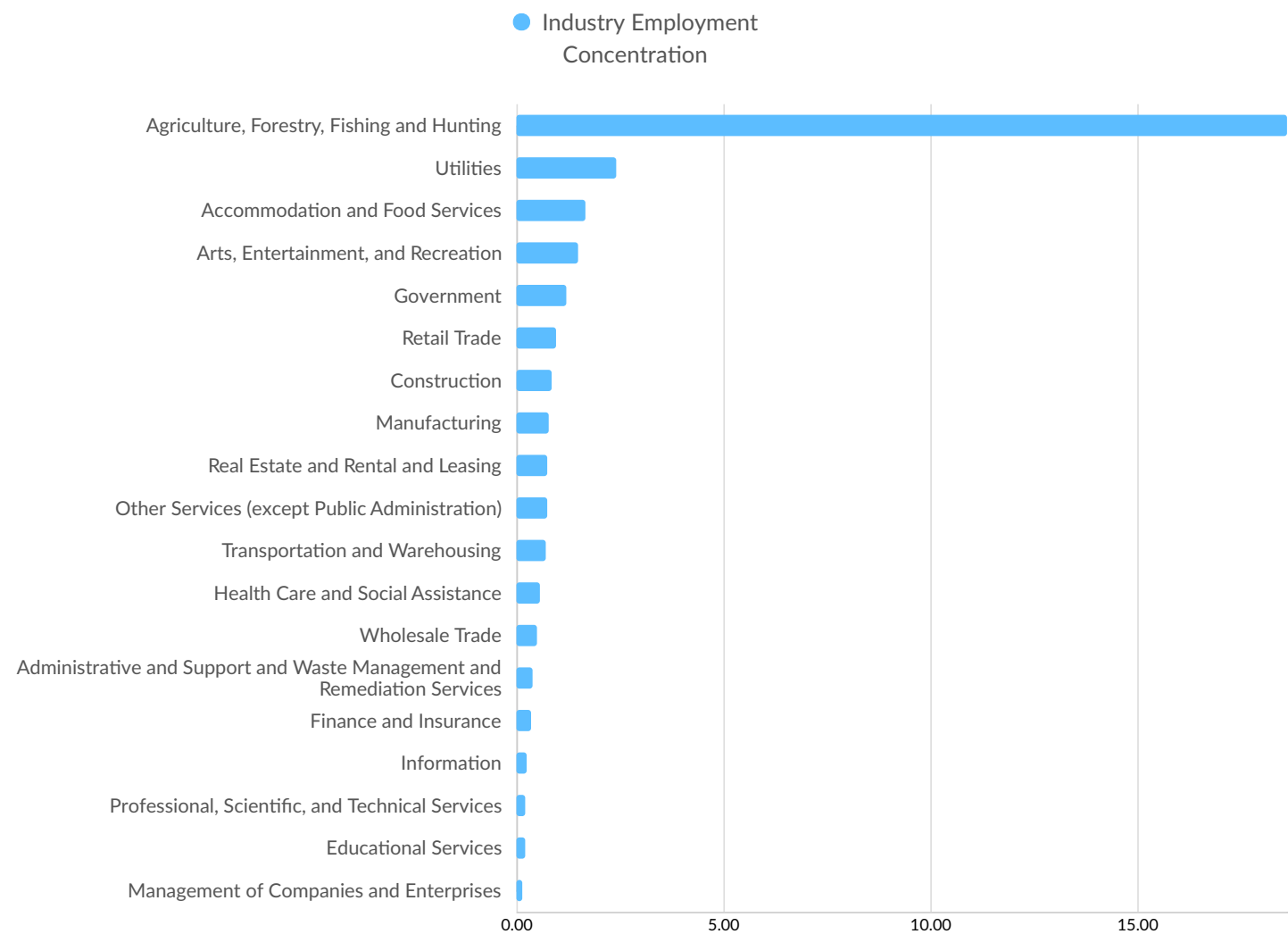
## Largest Industries



## Top Growing Industries

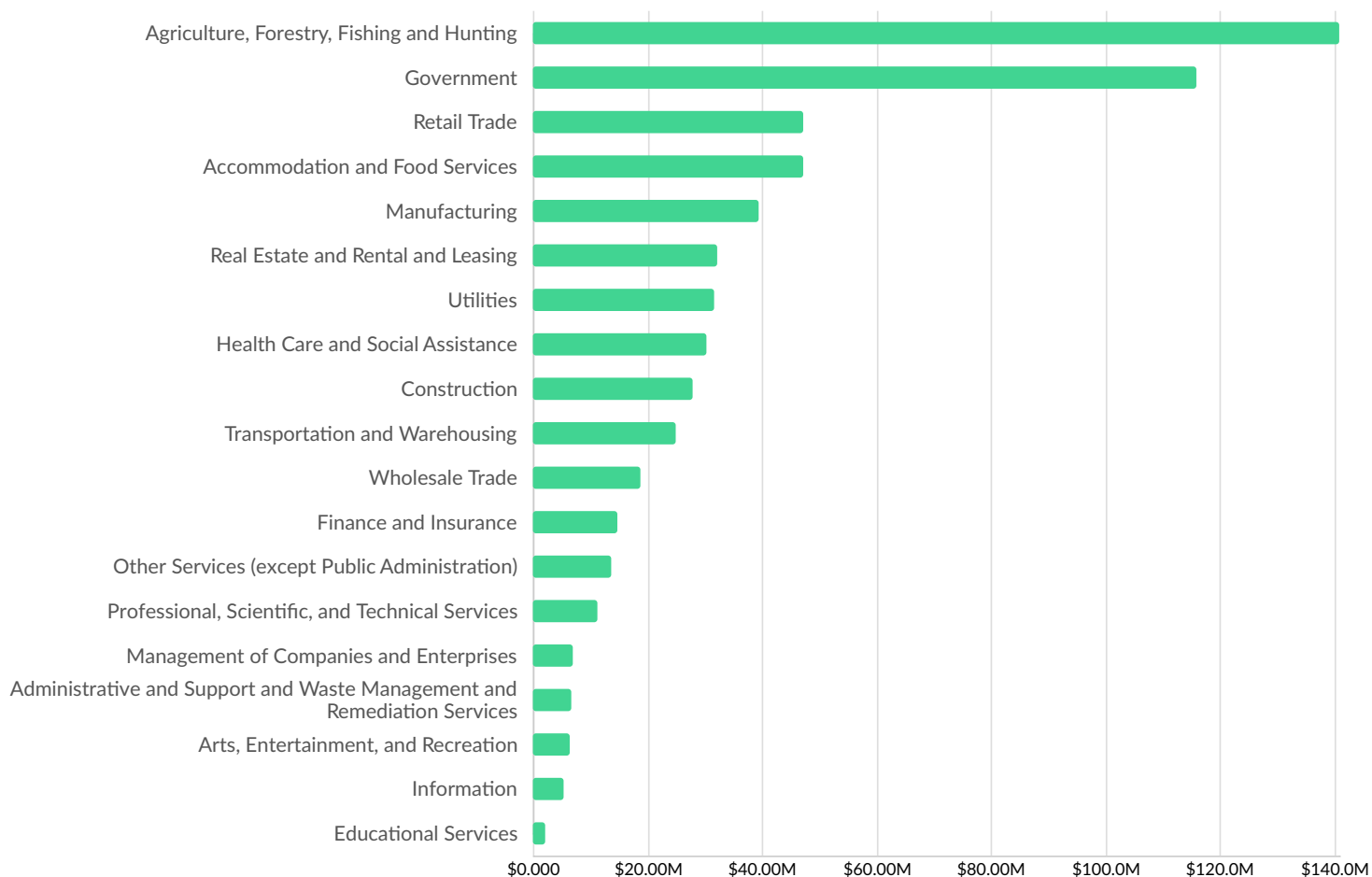


Top Industry Employment Concentration

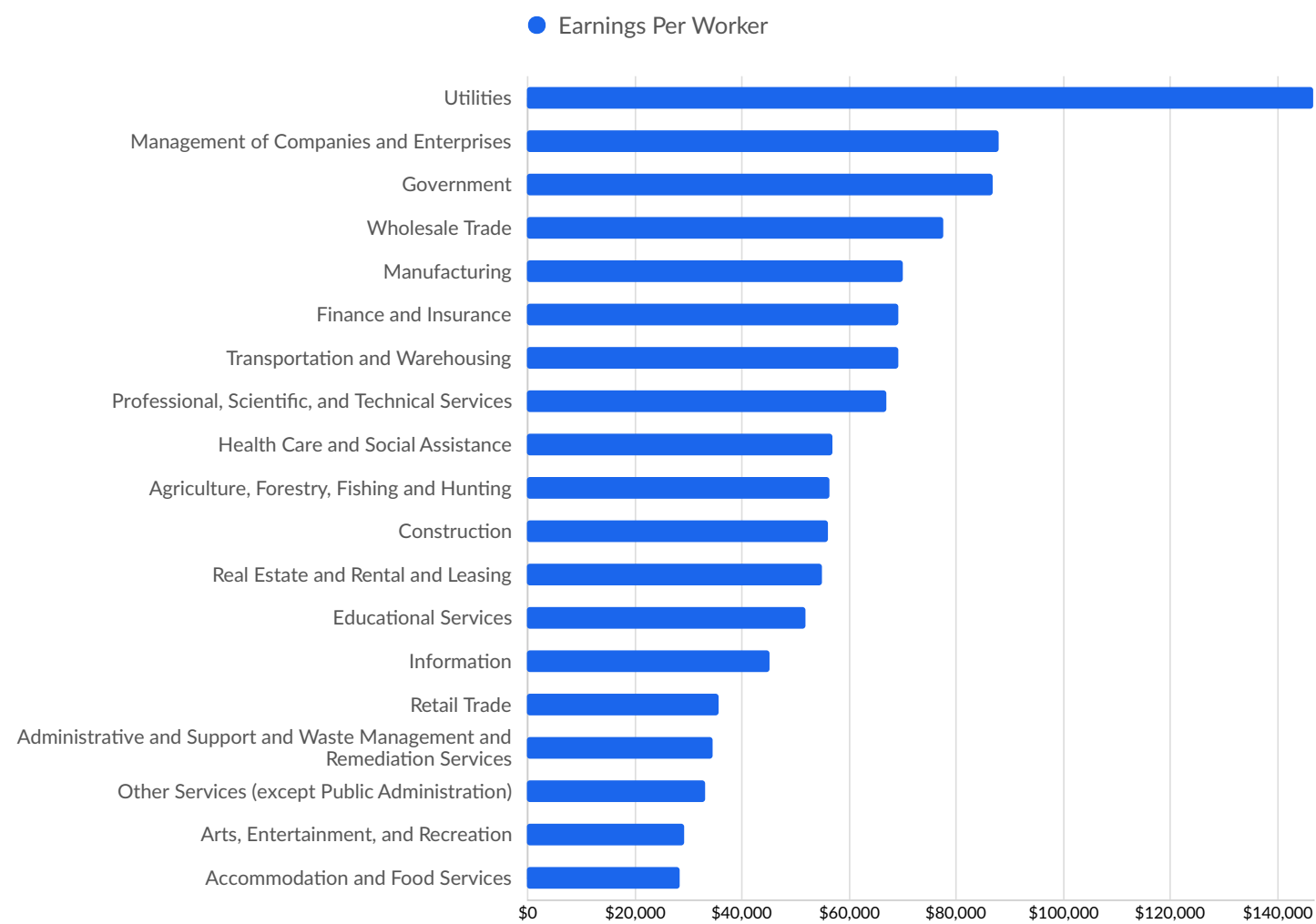


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



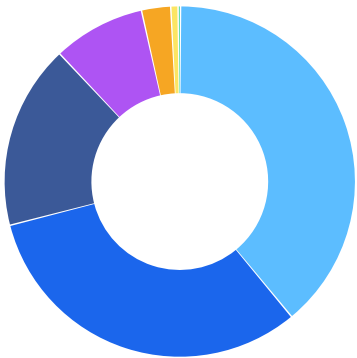
## Business Characteristics

### 917 Companies Employ Your Workers

Online profiles for your workers mention 917 companies as employers, with the top 10 appearing below. In the last 12 months, 174 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	48 <div><div></div></div>	Emplify Health	67 <div><div></div></div>
Adams County Government	29 <div><div></div></div>	Southern Health Partners	62 <div><div></div></div>
WestRock	25 <div><div></div></div>	Bureau of Prisons	25 <div><div></div></div>
Moundview Memorial Hospital ...	17 <div><div></div></div>	Enhance Rehabilitation	22 <div><div></div></div>
Adams-Columbia Electric Coope...	16 <div><div></div></div>	United States Department of Ju...	22 <div><div></div></div>
Coldwell Banker	15 <div><div></div></div>	Kwik Trip	20 <div><div></div></div>
Adams County Health And Hum...	14 <div><div></div></div>	Apply Now!	16 <div><div></div></div>
Brakebush Irving	11 <div><div></div></div>	Good Samaritan	14 <div><div></div></div>
Allied Cooperative	10 <div><div></div></div>	Push [Montreal]	14 <div><div></div></div>
Grande Cheese Co Limited	10 <div><div></div></div>	Adams County Government	12 <div><div></div></div>

## Business Size

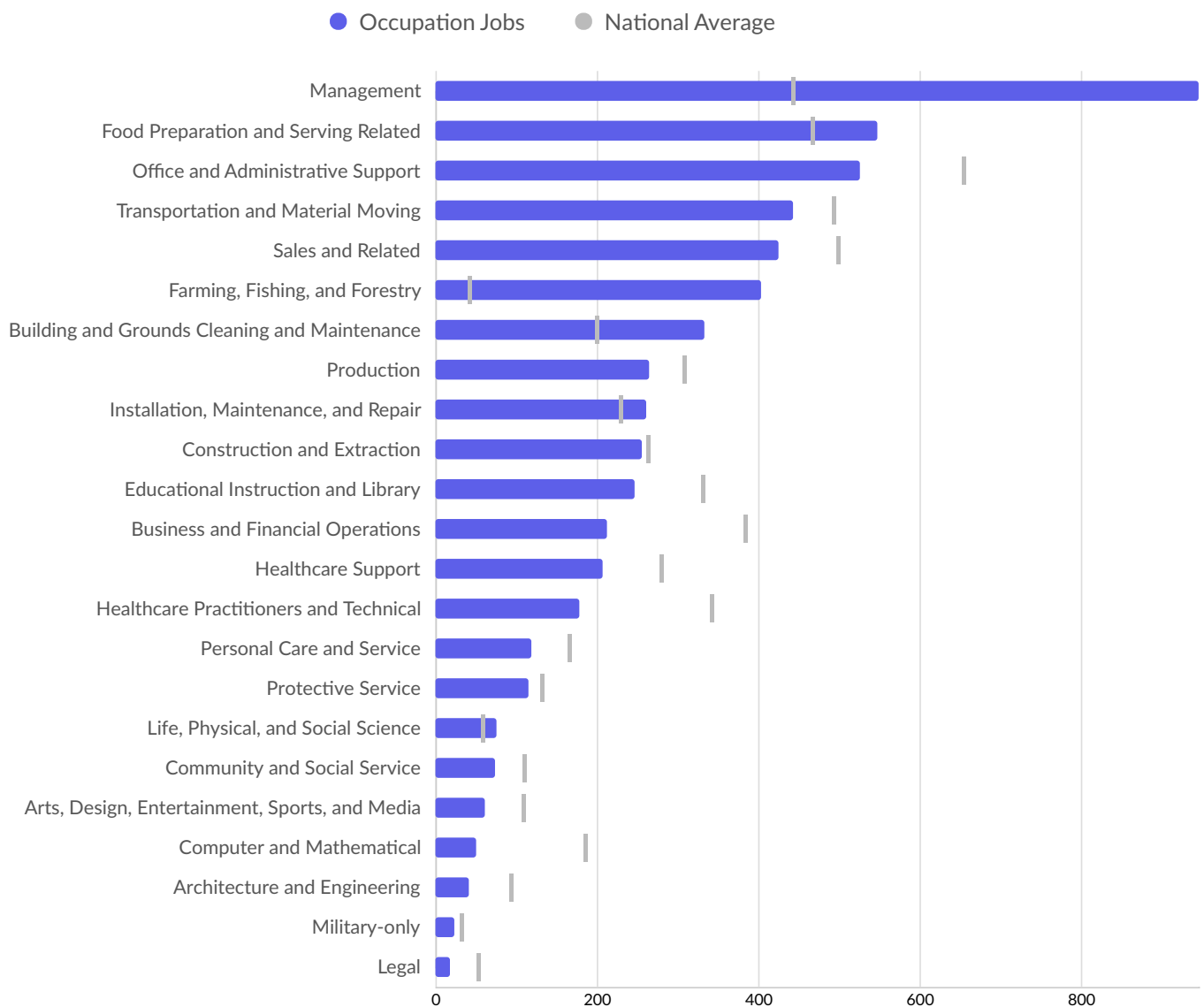


	Percentage	Business Count
1 to 4 employees	38.9%	174
5 to 9 employees	32.0%	143
10 to 19 employees	17.0%	76
20 to 49 employees	8.5%	38
50 to 99 employees	2.7%	12
100 to 249 employees	0.7%	3
250 to 499 employees	0.2%	1

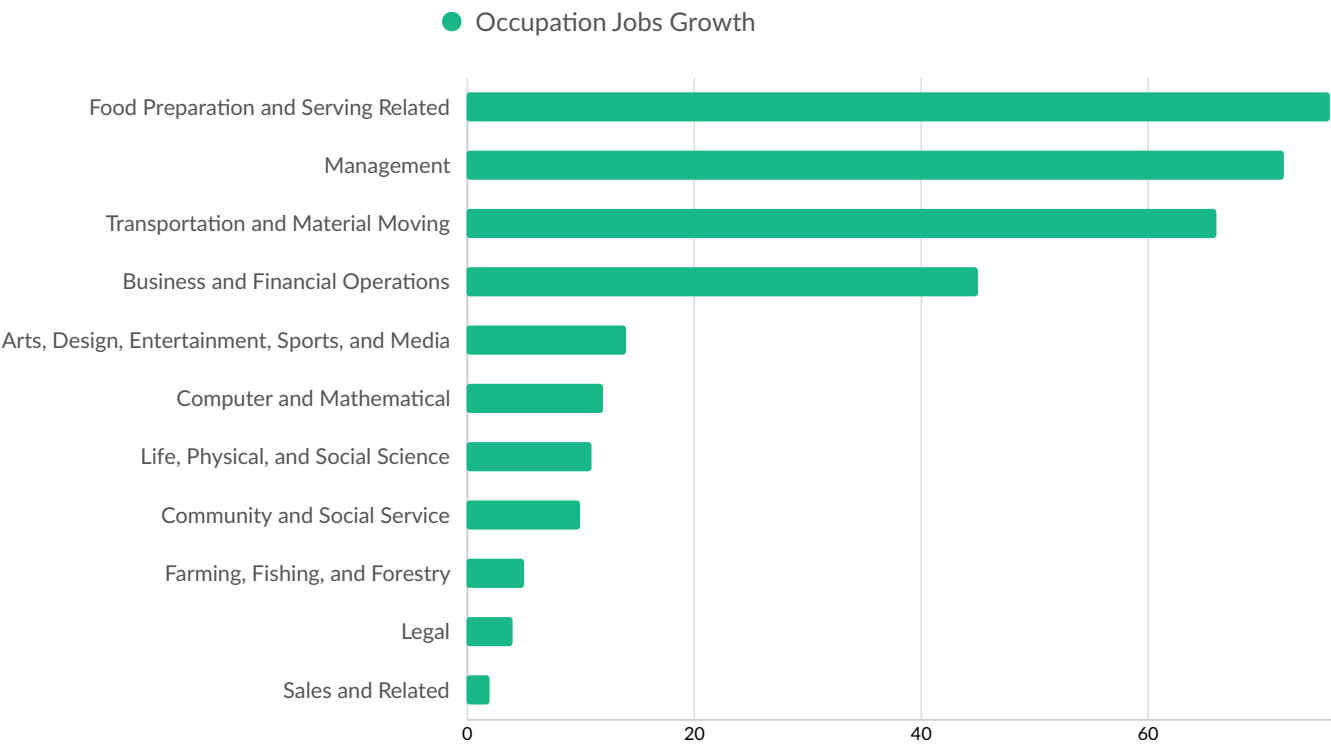
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

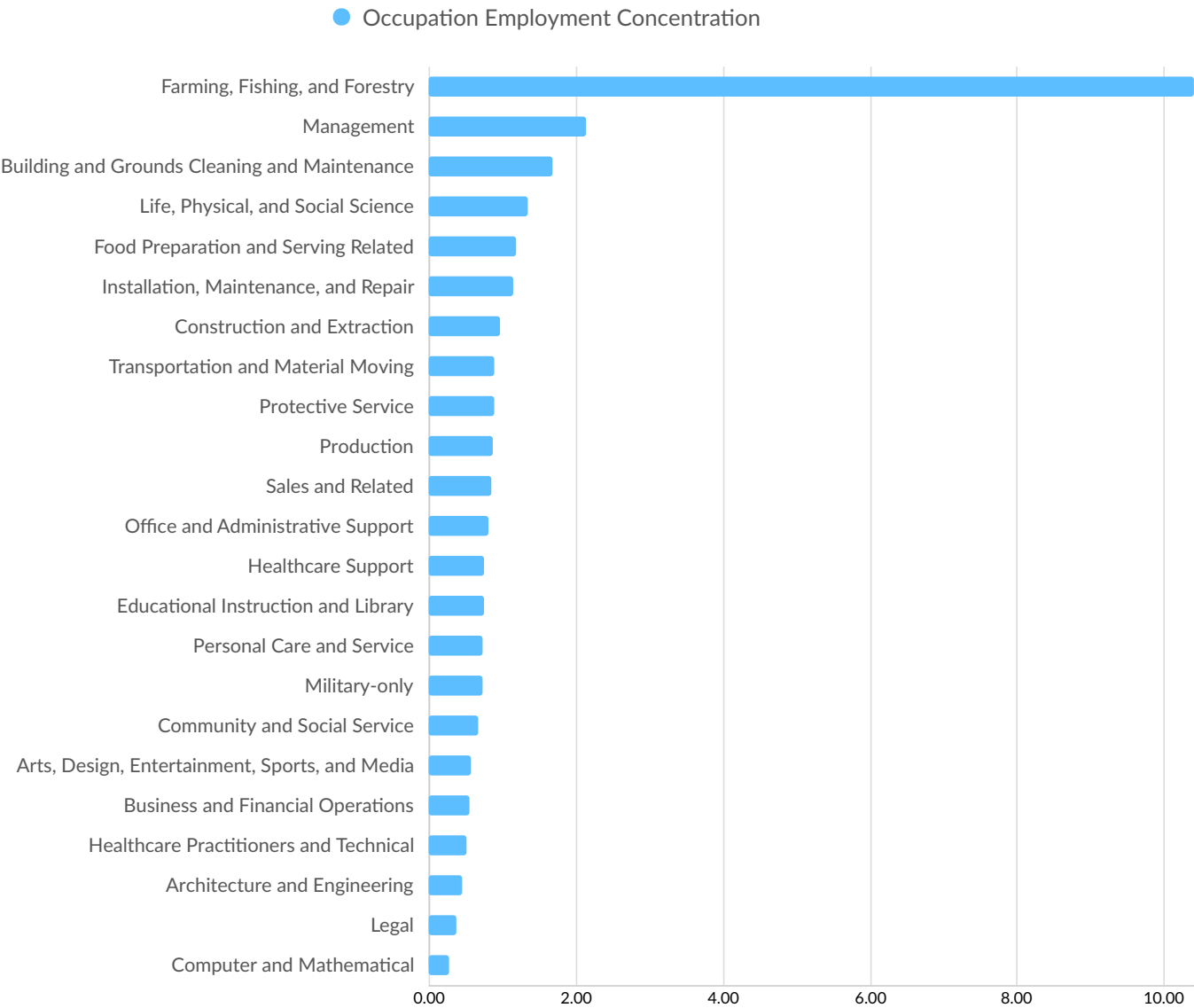
## Largest Occupations



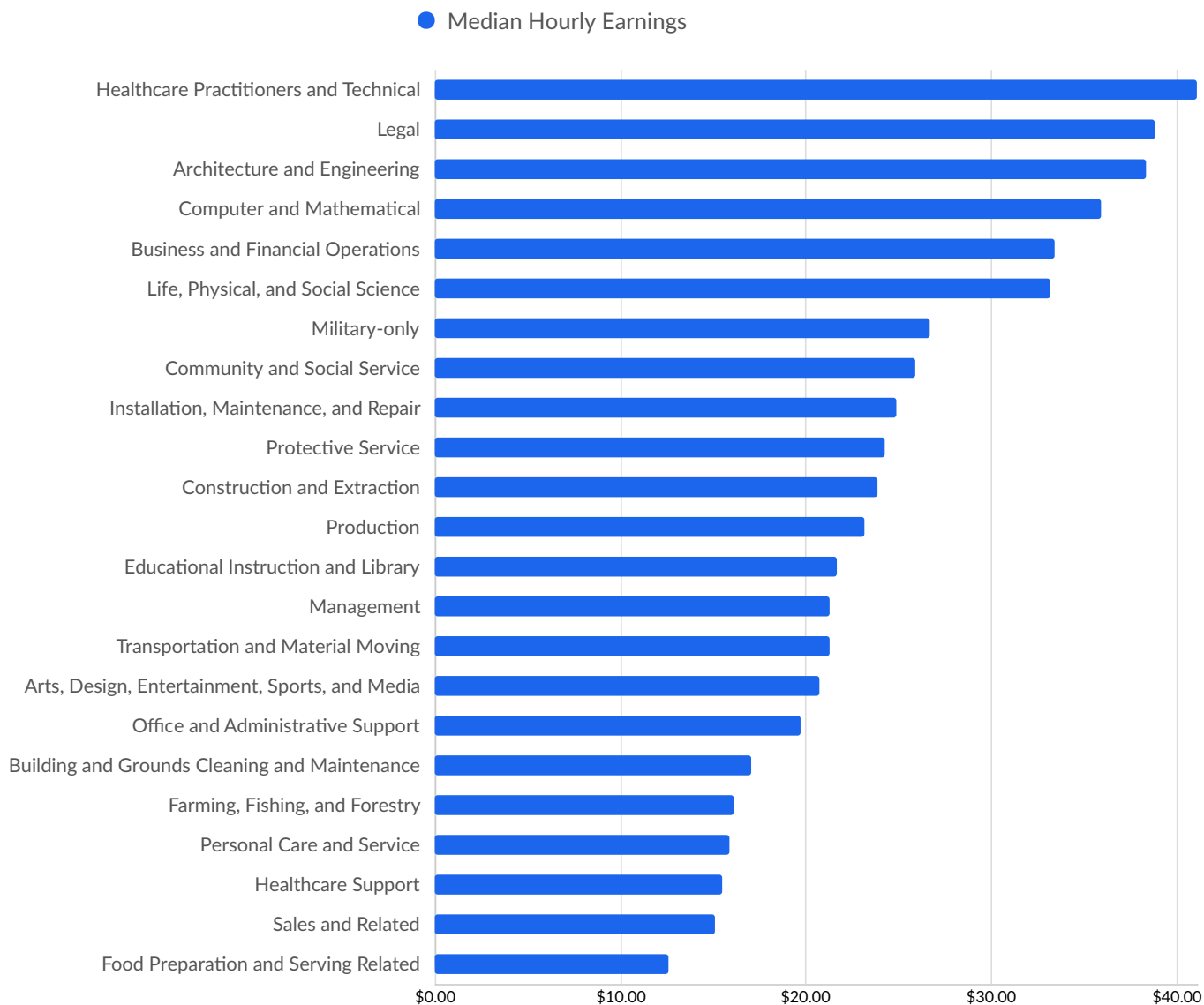
### Top Growing Occupations



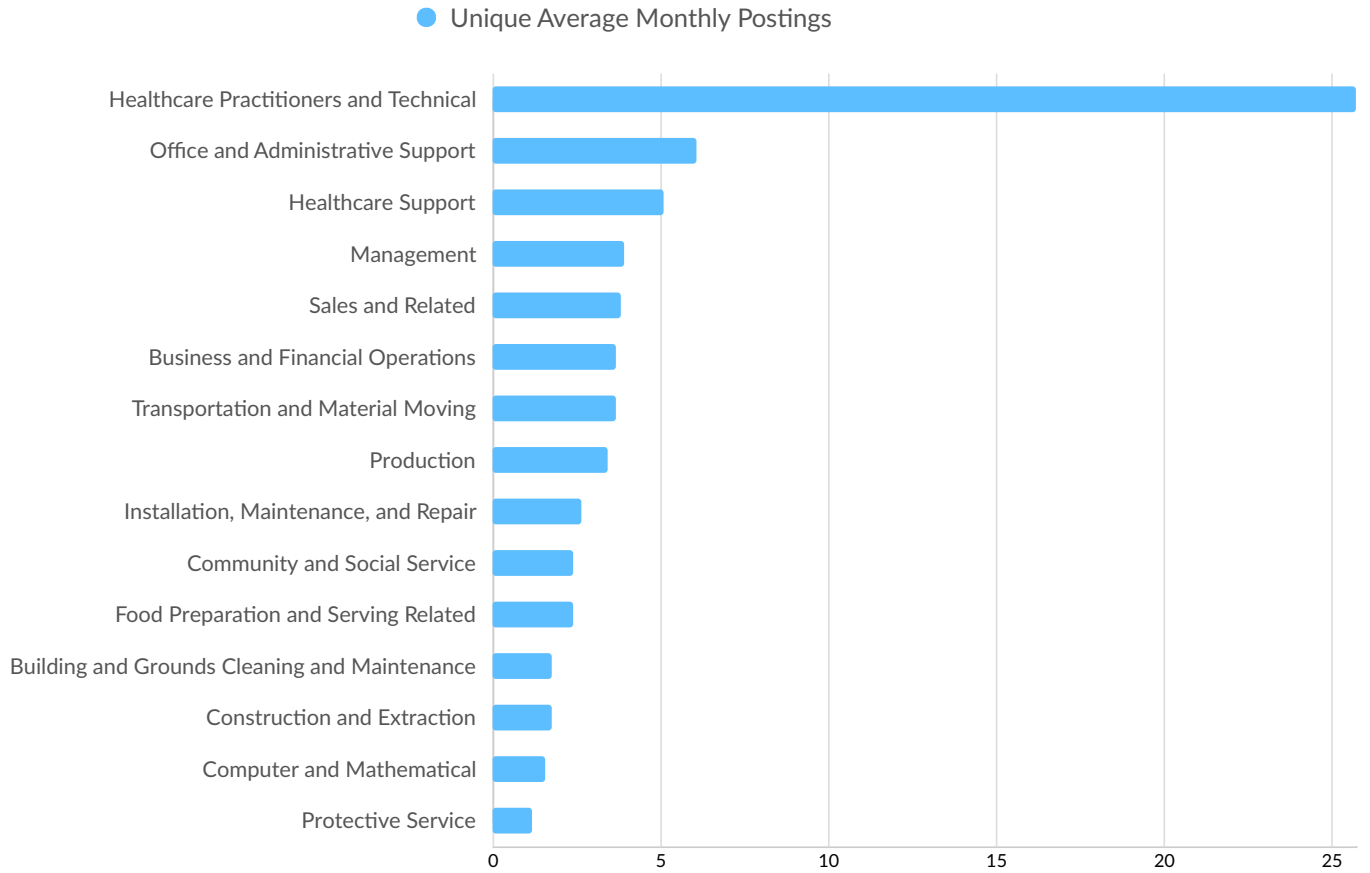
## Top Occupation Employment Concentration



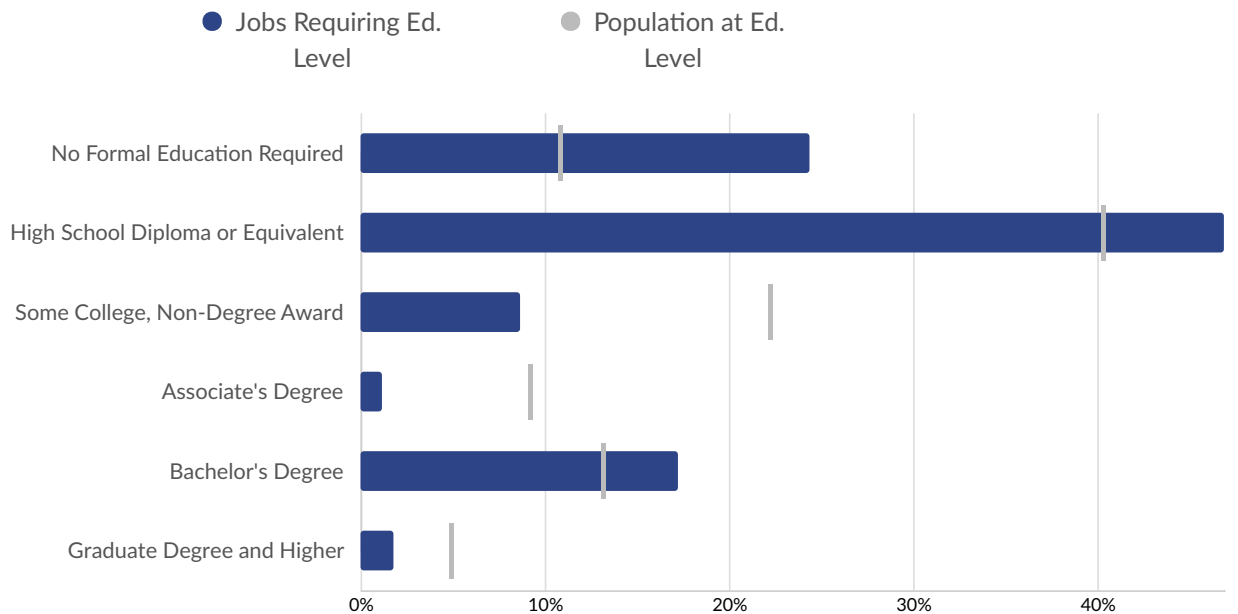
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

