



Adams County, WI

North Central Wisconsin Regional Planning Commission



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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

21,653

Population (2025)

Population **grew by 971** over the last 5 years and is projected to **grow by 993** over the next 5 years.

5,782

Total Regional Employment

Jobs **grew by 471** over the last 5 years and are projected to **grow by 348** over the next 5 years.

\$59.2K

Median Household Income (2023)

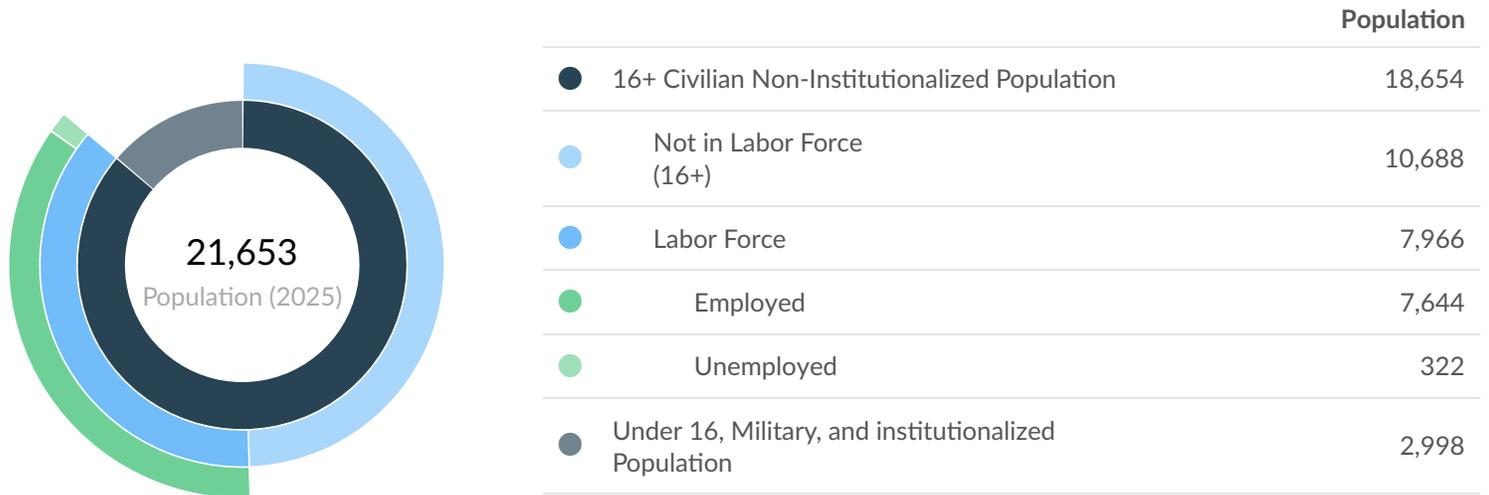
Median household income is **\$19.4K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 4.7%** since 2020, growing by 971. Population is expected to **increase by 4.6%** between 2025 and 2030, adding 993.
- From 2020 to 2025, jobs **increased by 8.9%** in Adams County, WI from 5,311 to **5,782**. This change **fell short of the national growth rate of 10.6% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 46.8% to 42.7% between 2020 and 2025**.
- Concerning educational attainment, **13.5% of Adams County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).
- The top three industries in 2025 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

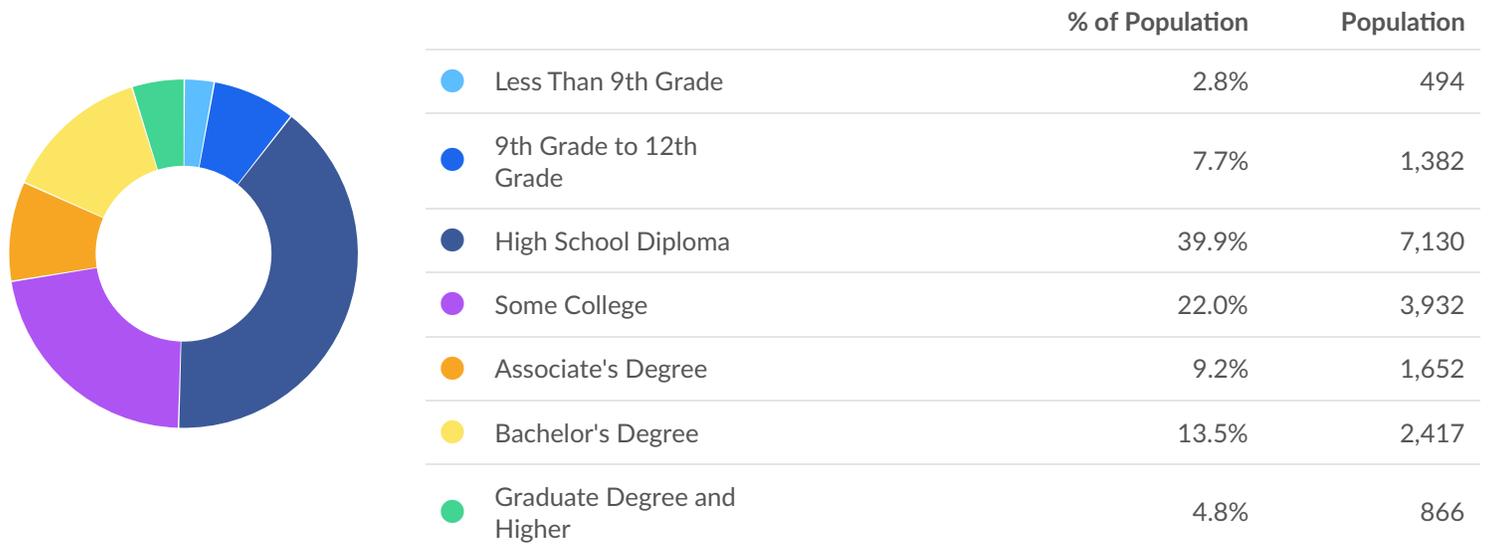
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	21,653	7,966	5,782	96.6	\$735.43M	\$1.64B	\$1.41B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



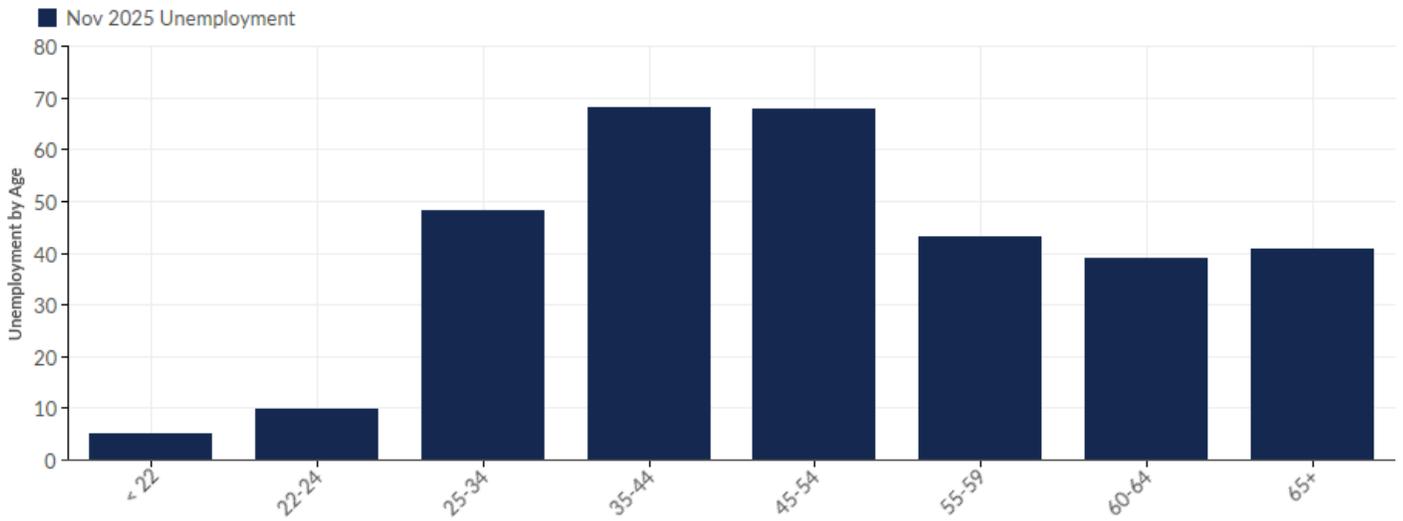
Educational Attainment

Concerning educational attainment, **13.5% of Adams County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).



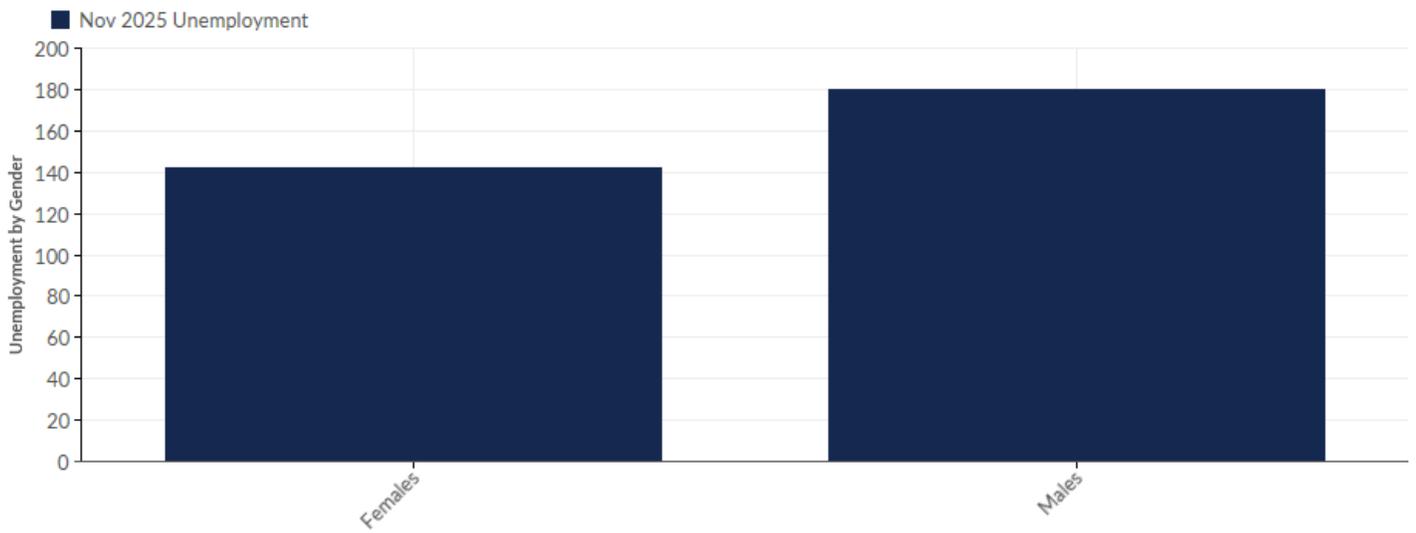
Unemployment by Demographics

Unemployment by Age



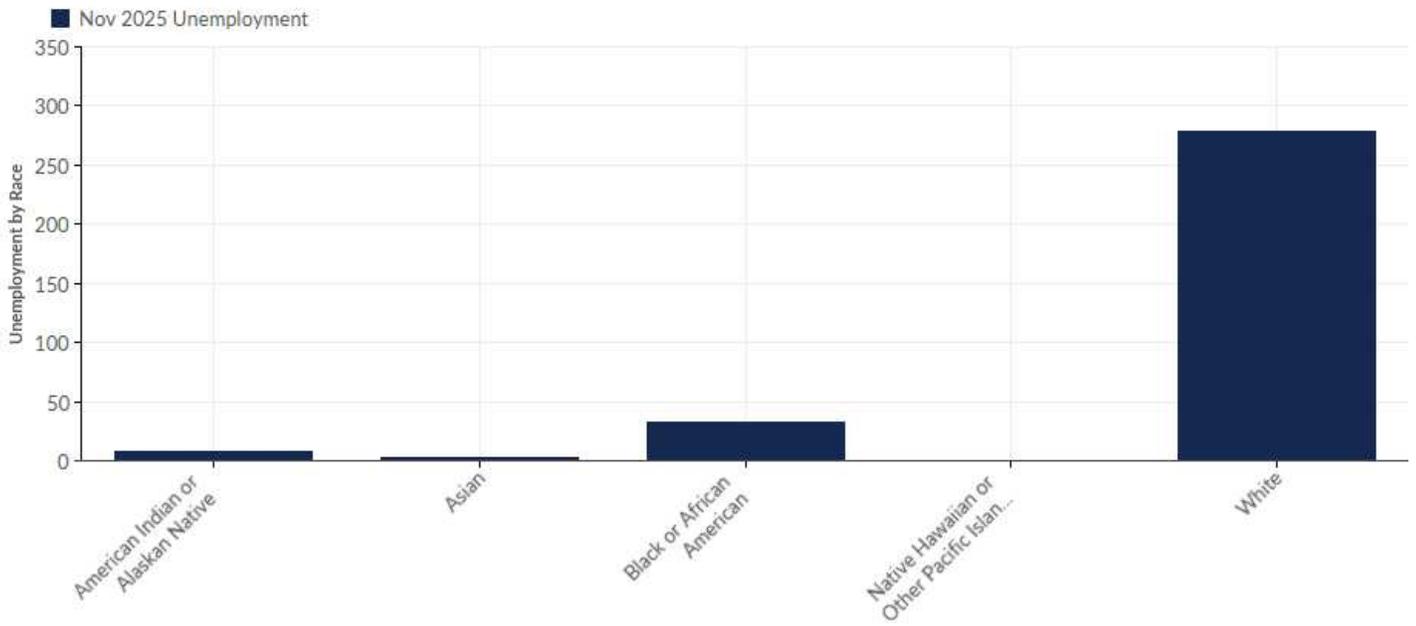
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	5	1.55%
22-24	10	3.11%
25-34	48	14.91%
35-44	68	21.12%
45-54	68	21.12%
55-59	43	13.35%
60-64	39	12.11%
65+	41	12.73%
Total	322	100.00%

Unemployment by Gender



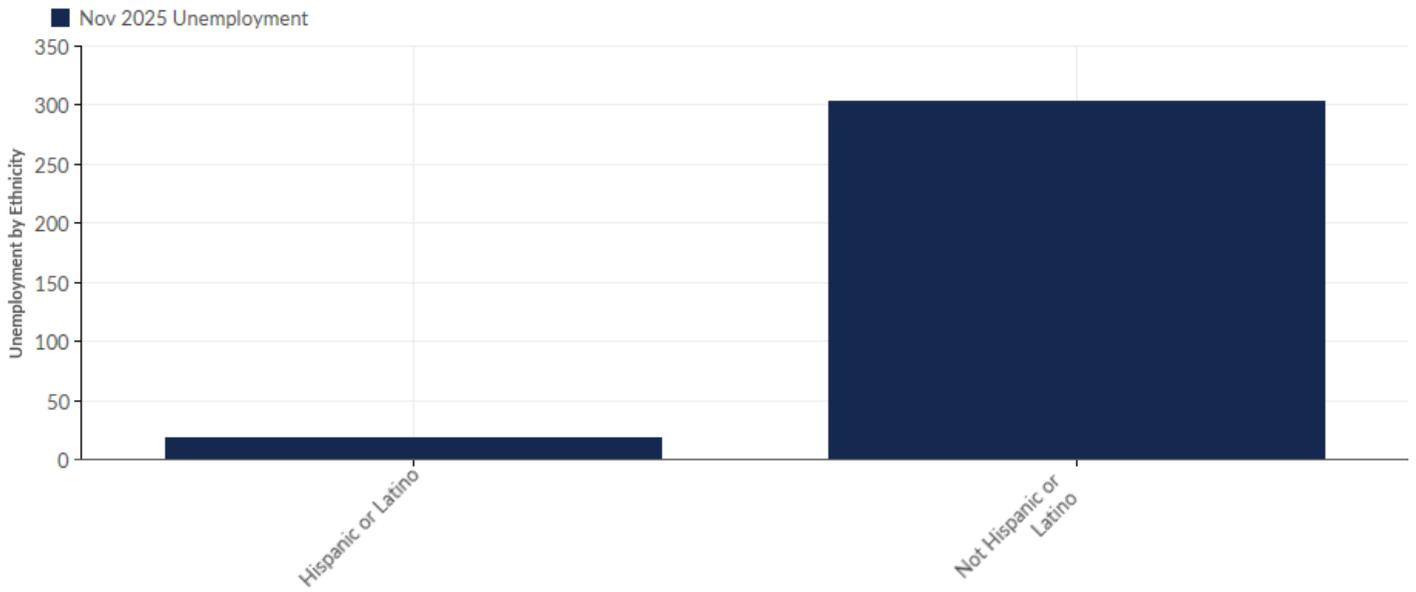
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	142	44.10%
Males	180	55.90%
Total	322	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	7	2.17%
Asian	3	0.93%
Black or African American	33	10.25%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	278	86.34%
Total	322	100.00%

Unemployment by Ethnicity

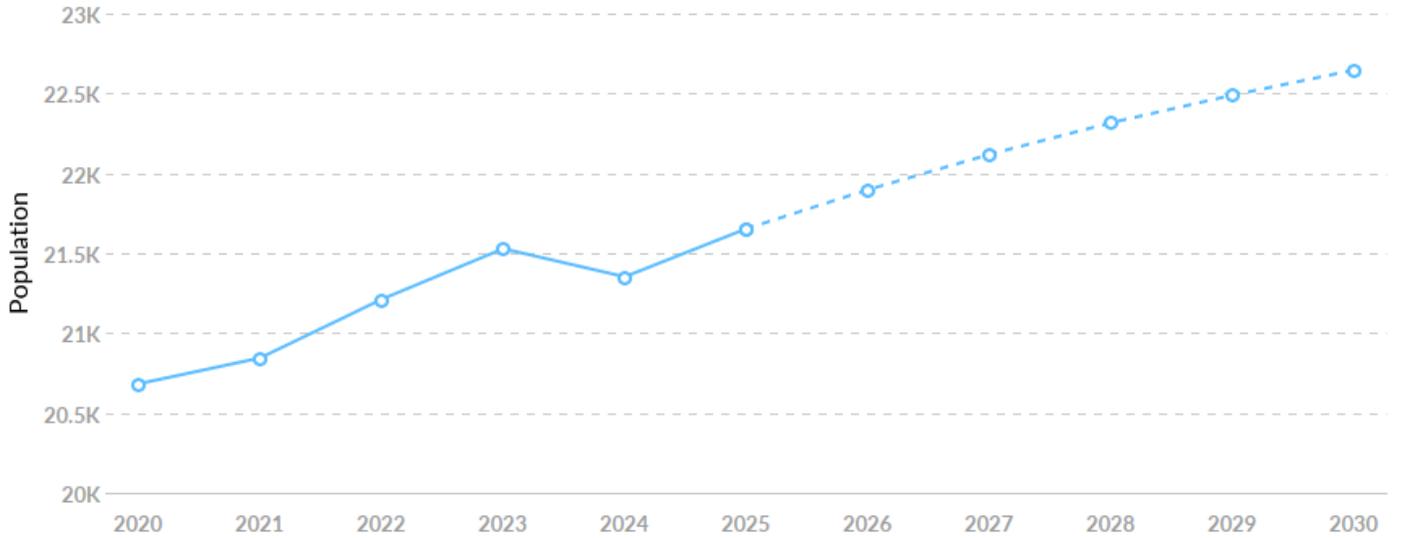


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	18	5.59%
Not Hispanic or Latino	304	94.41%
Total	322	100.00%

Historic & Projected Trends

Population Trends

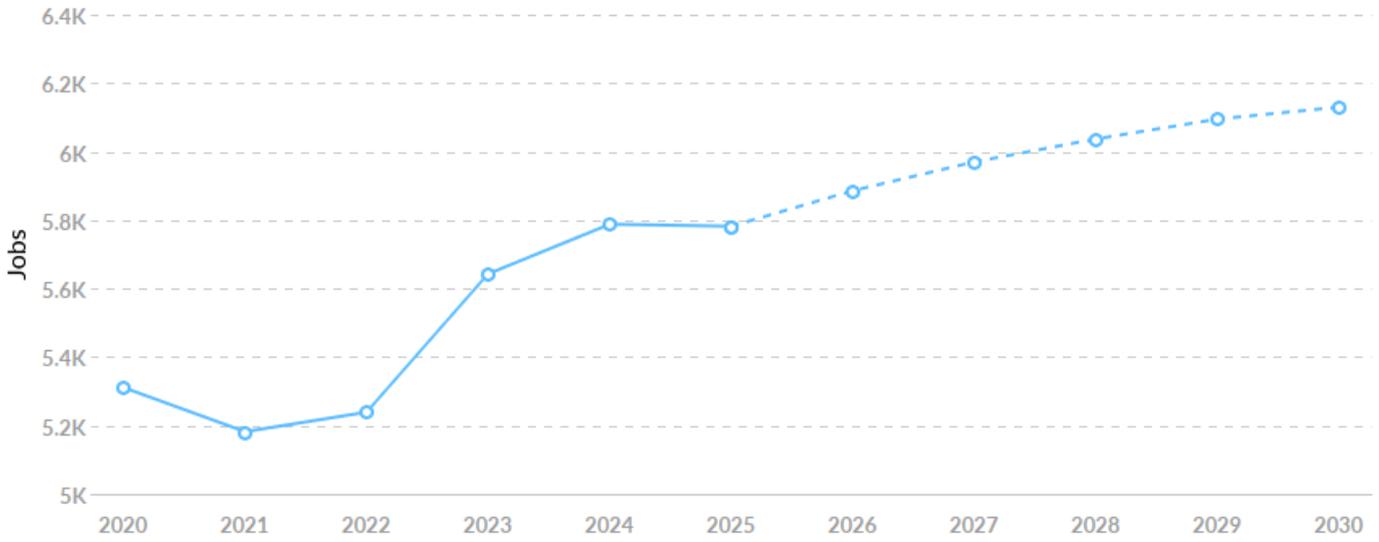
As of 2025 the region's population increased by 4.7% since 2020, growing by 971. Population is expected to increase by 4.6% between 2025 and 2030, adding 993.



Timeframe	Population
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
2030	22,646

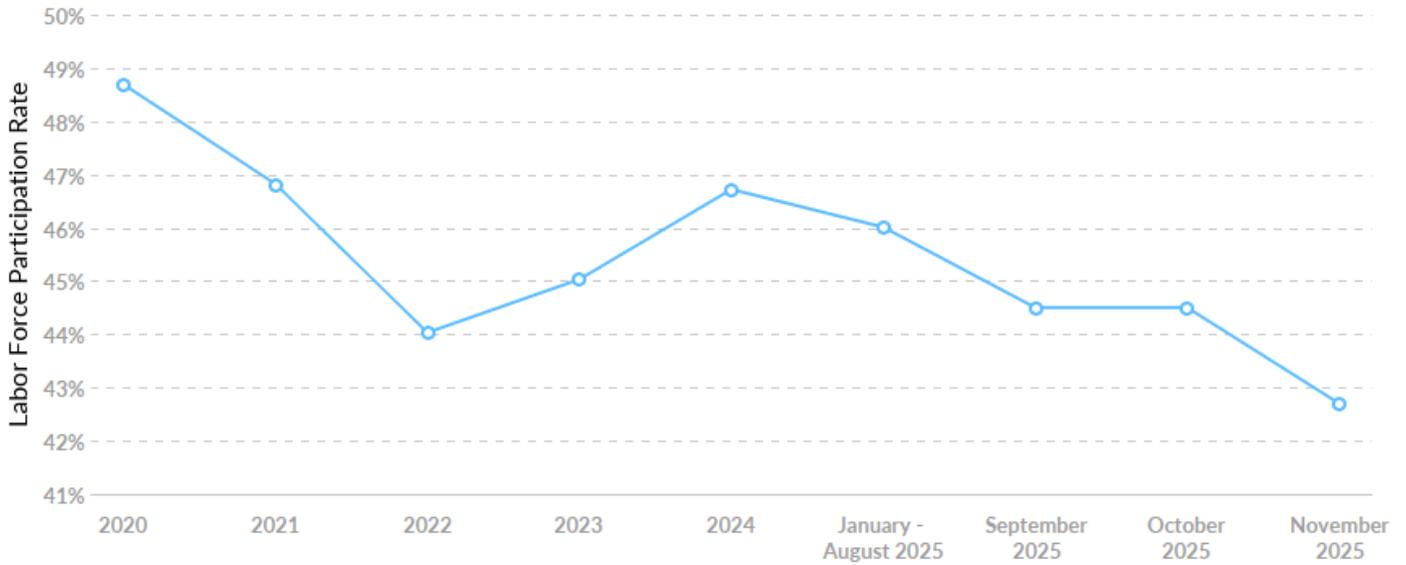
Job Trends

From 2020 to 2025, jobs increased by 8.9% in Adams County, WI from 5,311 to 5,782. This change fell short of the national growth rate of 10.6% by 1.7%.



Timeframe	Jobs
2020	5,311
2021	5,182
2022	5,239
2023	5,643
2024	5,788
2025	5,782
2026	5,886
2027	5,970
2028	6,037
2029	6,095
2030	6,130

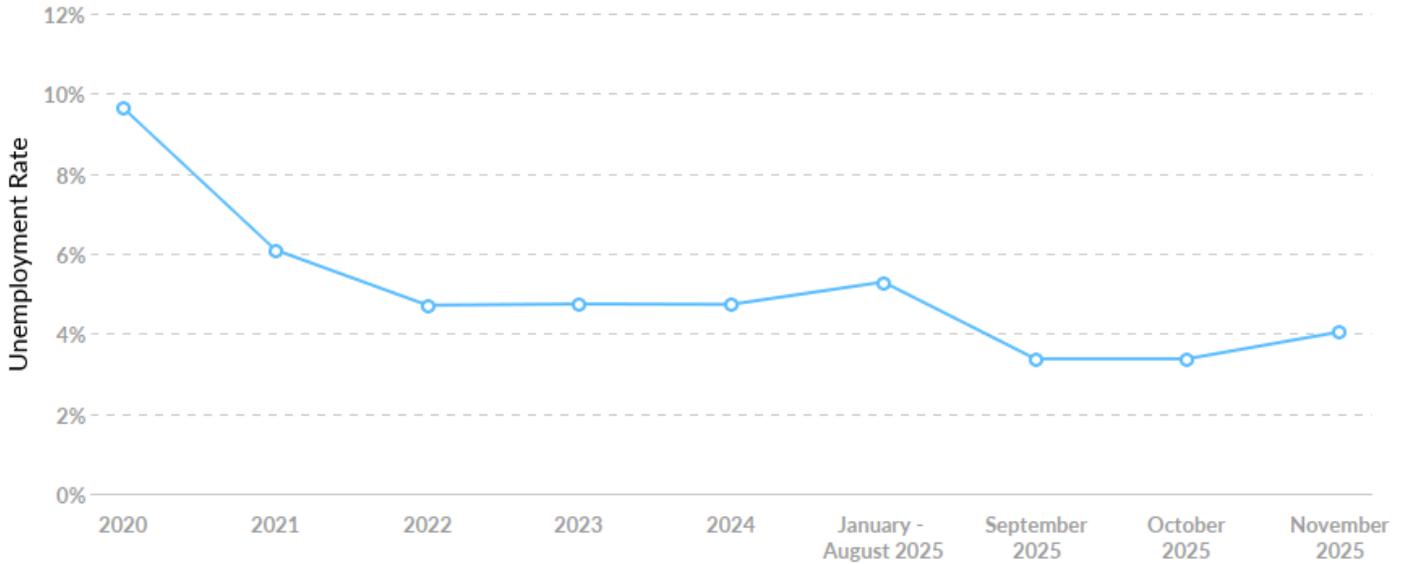
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	48.69%
2021	46.82%
2022	44.03%
2023	45.03%
2024	46.72%
January - August 2025	46.01%
September 2025	44.50%
October 2025	44.50%
November 2025	42.70%

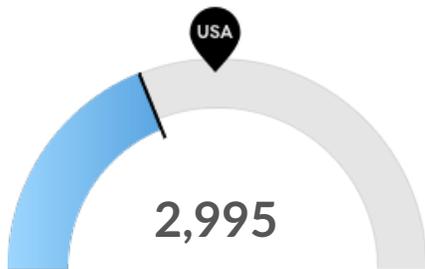
Unemployment Rate Trends

Adams County, WI had a November 2025 unemployment rate of 4.04%, **decreasing from 9.63%** 5 years before.



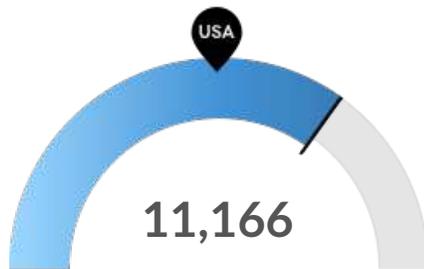
Timeframe	Unemployment Rate
2020	9.63%
2021	6.09%
2022	4.71%
2023	4.74%
2024	4.73%
January - August 2025	5.29%
September 2025	3.37%
October 2025	3.37%
November 2025	4.04%

Population Characteristics



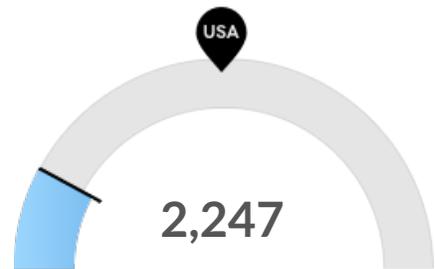
Millennials

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



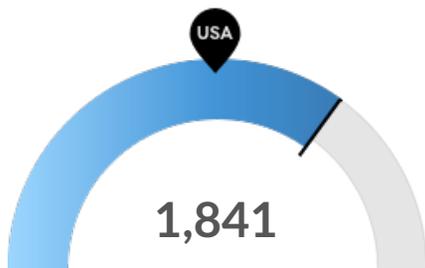
Retiring Soon

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.



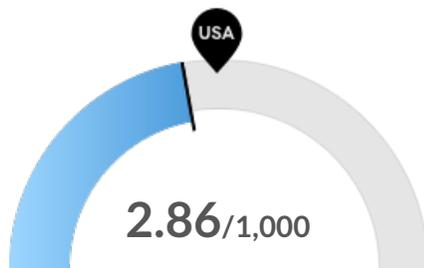
Racial Diversity

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.



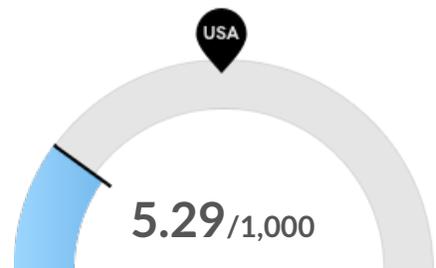
Veterans

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.

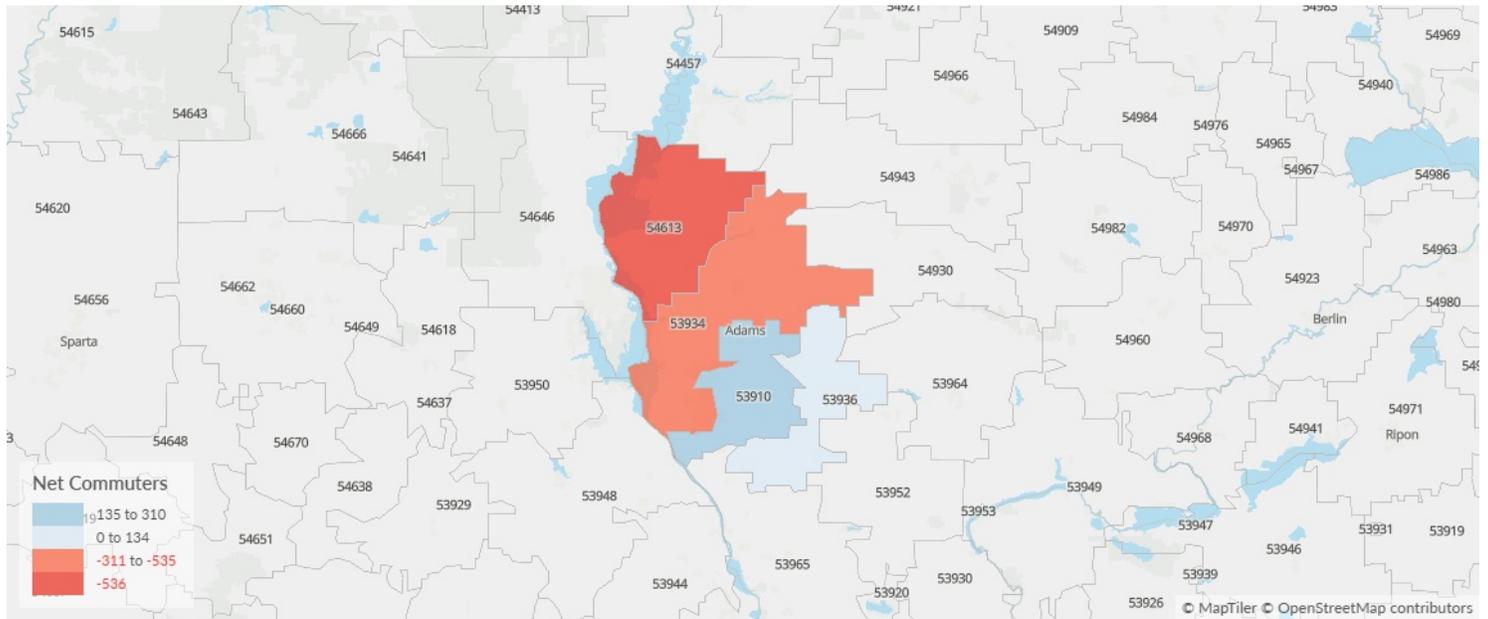


Property Crime

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.



Where Talent Works

Where Talent Lives

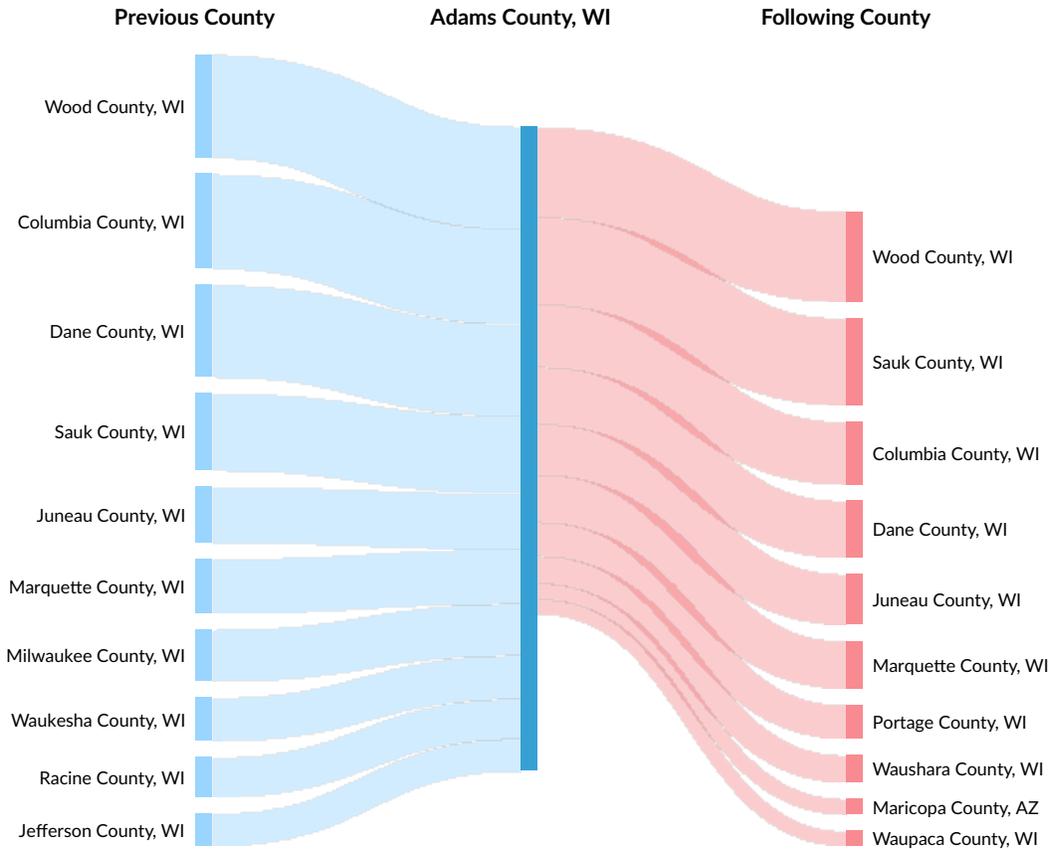
ZIP	Name	2025 Employment
53934	Friendship, WI (in Adam...	2,037
53910	Adams, WI (in Adams co...	2,034
53936	Grand Marsh, WI (in Ad...	1,191
54613	Arkdale, WI (in Adams c...	521

ZIP	Name	2025 Workers
53934	Friendship, WI (in Adam...	2,348
53910	Adams, WI (in Adams co...	1,899
53936	Grand Marsh, WI (in Ad...	1,086
54613	Arkdale, WI (in Adams c...	1,057

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.

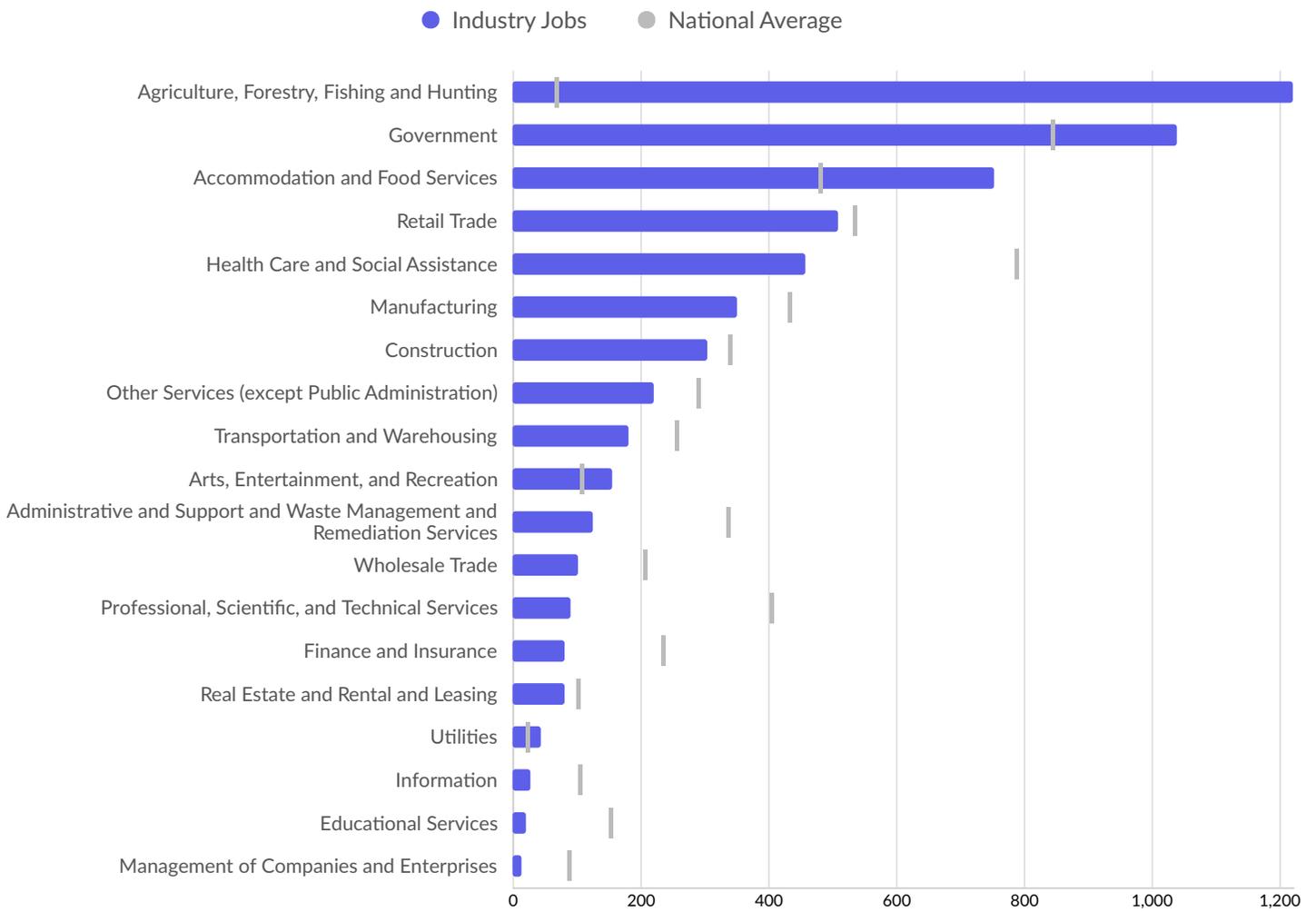


Top Previous Counties	Migrations
Wood County, WI	110
Columbia County, WI	101
Dane County, WI	99
Sauk County, WI	82
Juneau County, WI	60
Marquette County, WI	58

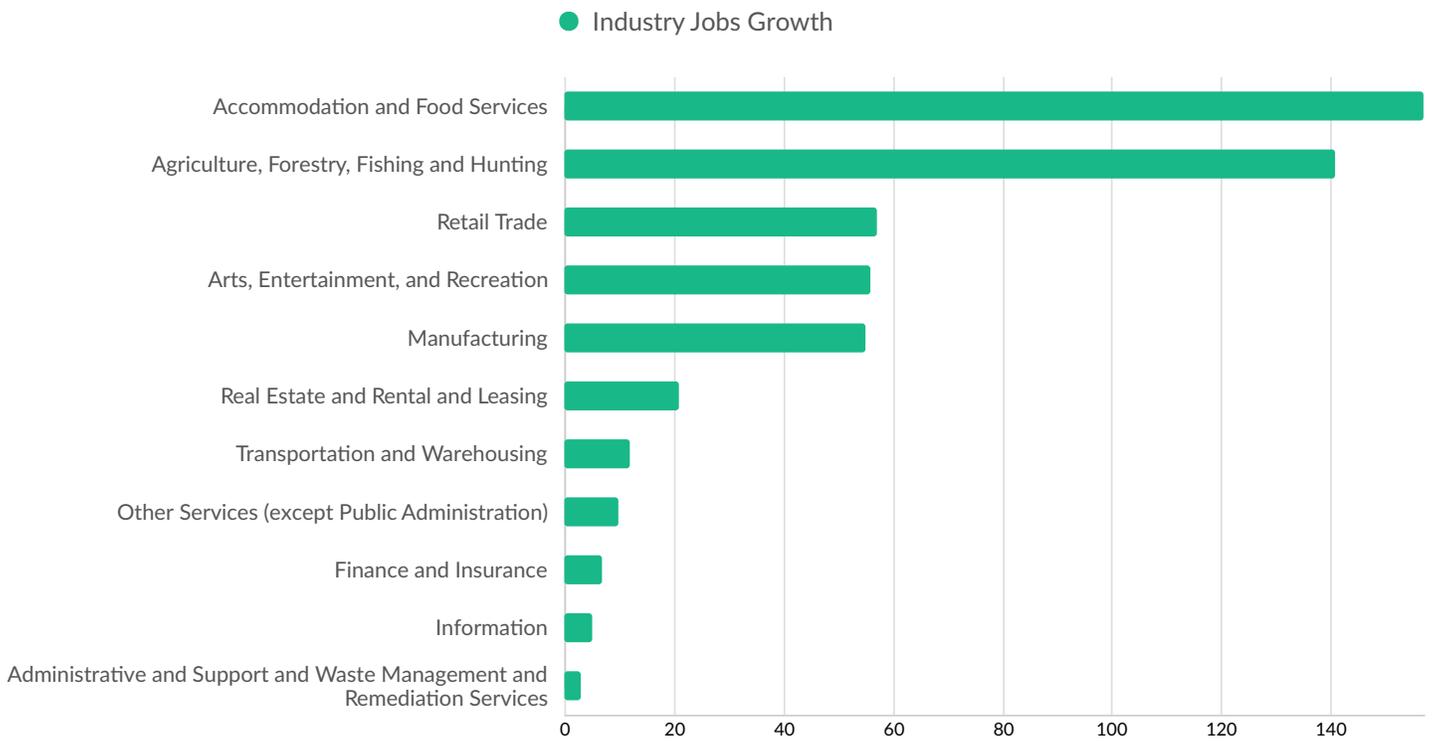
Top Previous Counties	Migrations
Milwaukee County, WI	55
Waukesha County, WI	47
Racine County, WI	43
Jefferson County, WI	35
Cook County, IL	31
Rock County, WI	30
Portage County, WI	27
Waushara County, WI	25
Maricopa County, AZ	19
Top Following Counties	Migrations
Wood County, WI	97
Sauk County, WI	93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

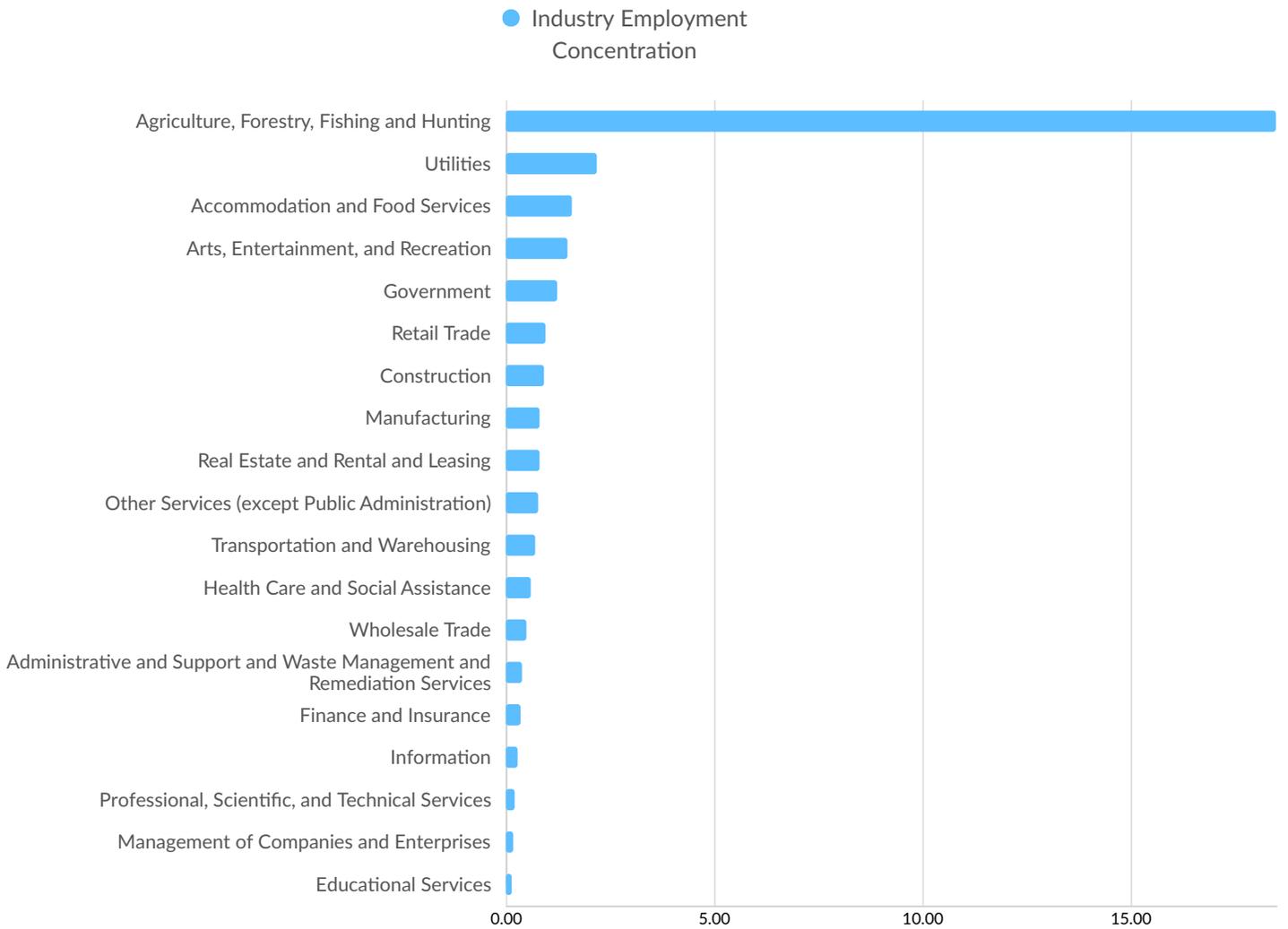
Largest Industries



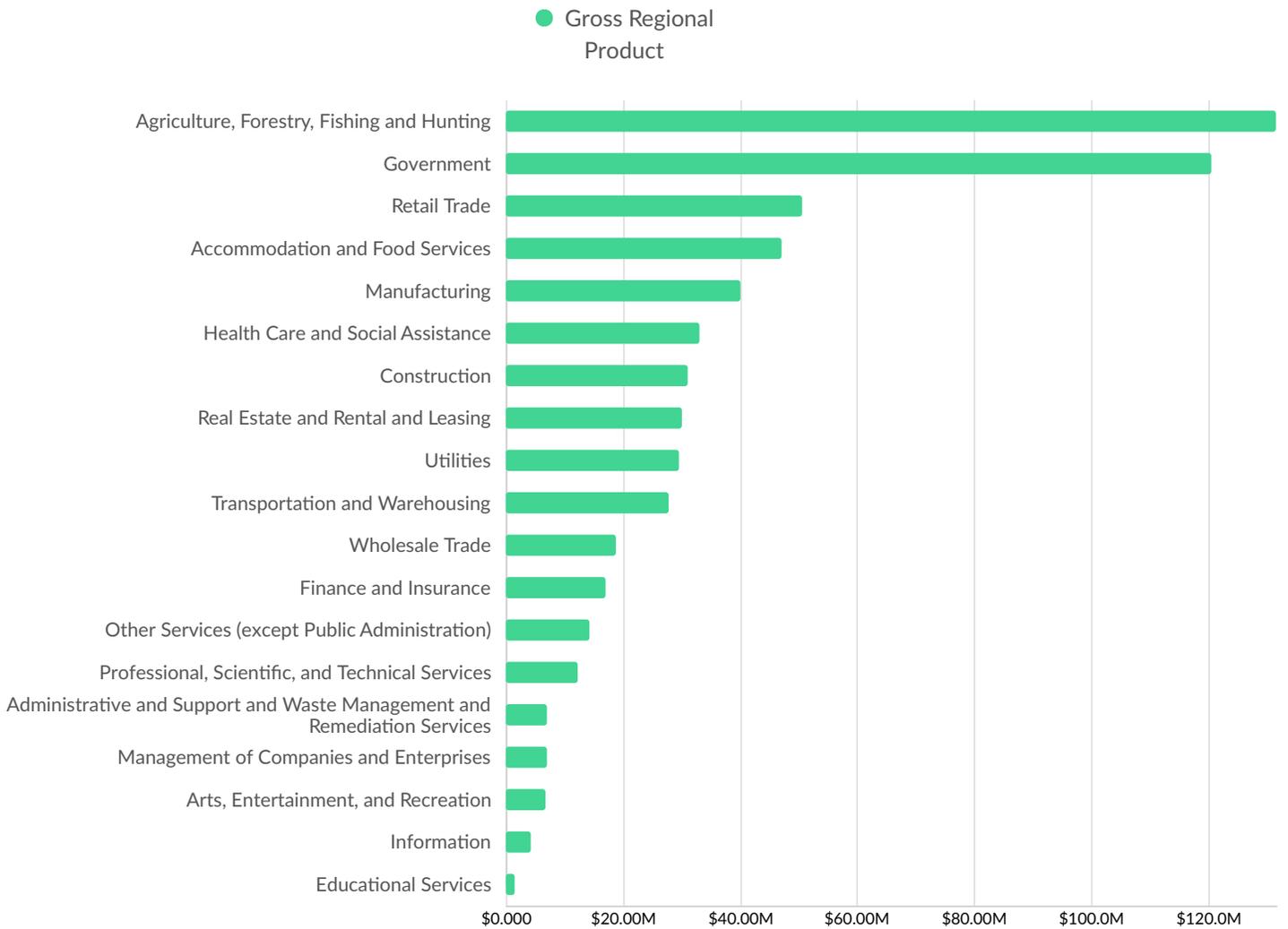
Top Growing Industries



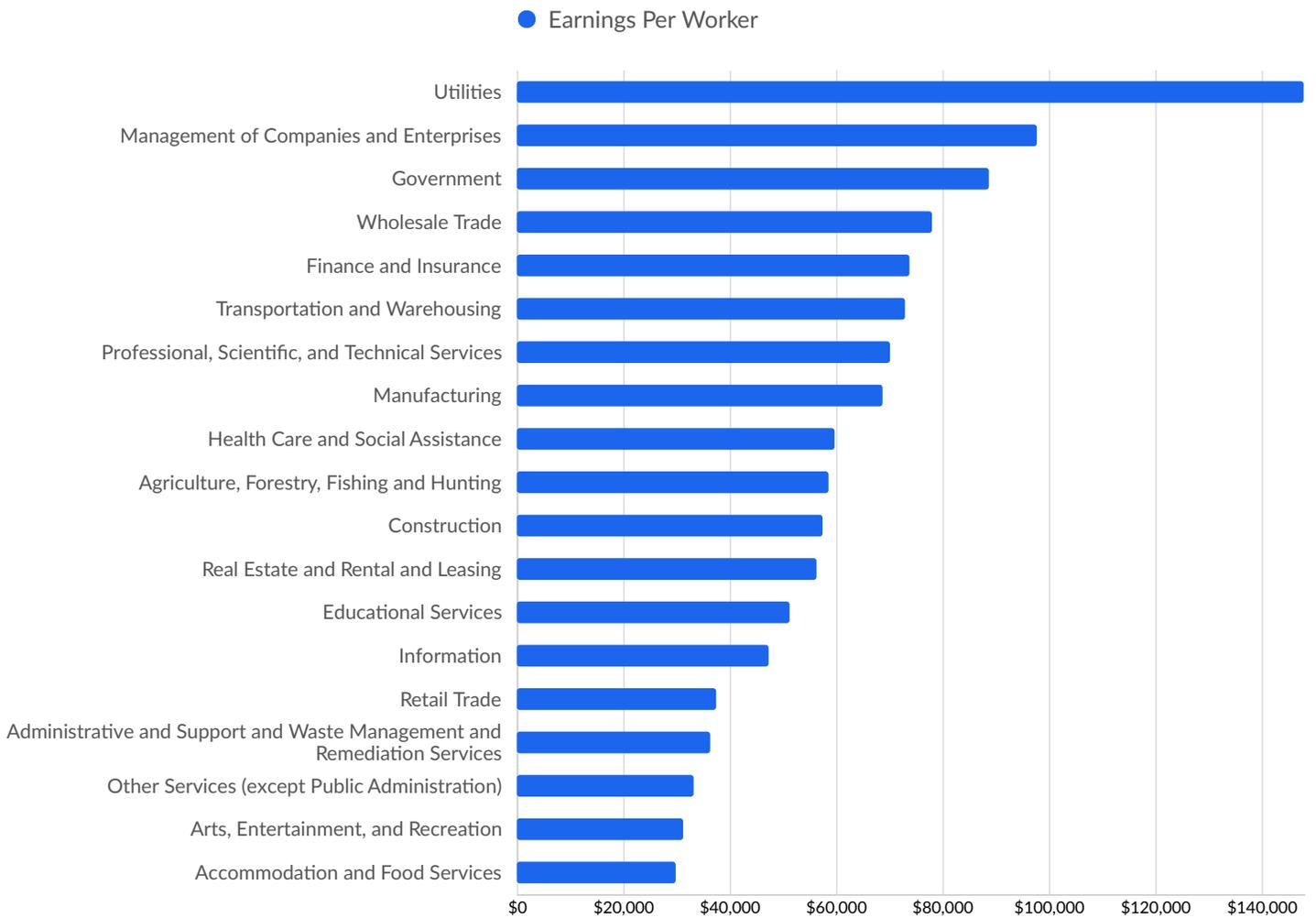
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



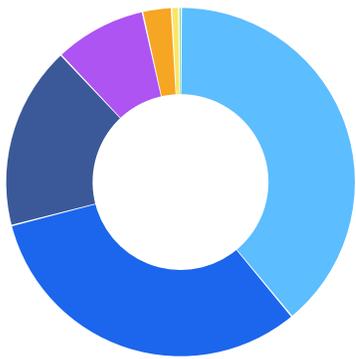
Business Characteristics

857 Companies Employ Your Workers

Online profiles for your workers mention 857 companies as employers, with the top 10 appearing below. In the last 12 months, 186 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	54 	Southern Health Partners	66 
Adams County Government	31 	Emplify Health	62 
WestRock	24 	Good Samaritan	33 
Coldwell Banker	20 	United States Department of Ju...	19 
Adams-Columbia Electric Coope...	18 	Adams County Government	18 
Adams-Friendship School District	17 	Dollar General	17 
Adams County Health And Hum...	14 	Enhance Rehabilitation	17 
State of Wisconsin	11 	Apply Now!	16 
Adams County Sheriff's Office	10 	Bureau of Prisons	16 
Grande Cheese Co Limited	9 	County Of Adams	16 

Business Size

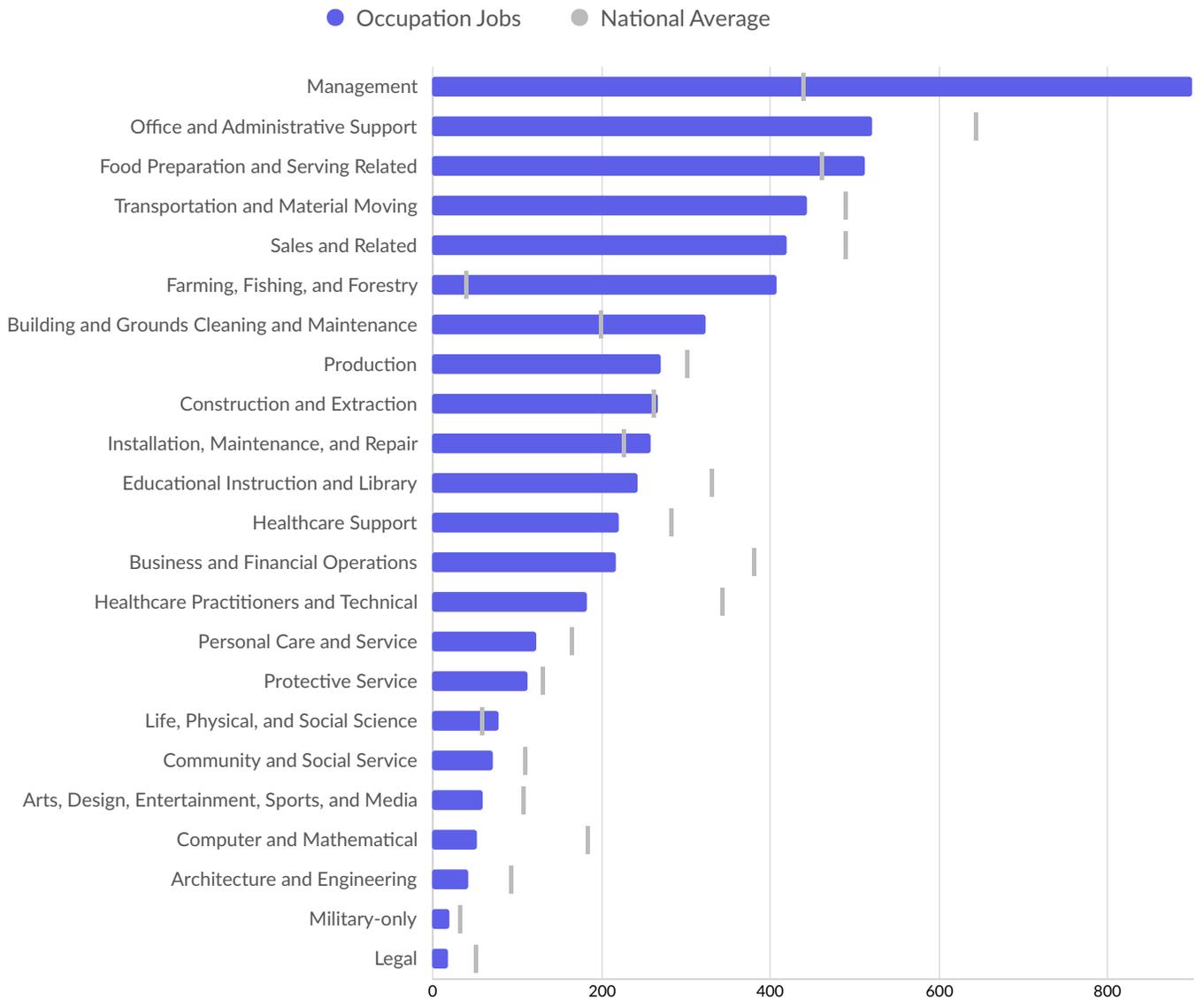


	Percentage	Business Count
● 1 to 4 employees	38.9%	174
● 5 to 9 employees	32.0%	143
● 10 to 19 employees	17.0%	76
● 20 to 49 employees	8.5%	38
● 50 to 99 employees	2.7%	12
● 100 to 249 employees	0.7%	3
● 250 to 499 employees	0.2%	1

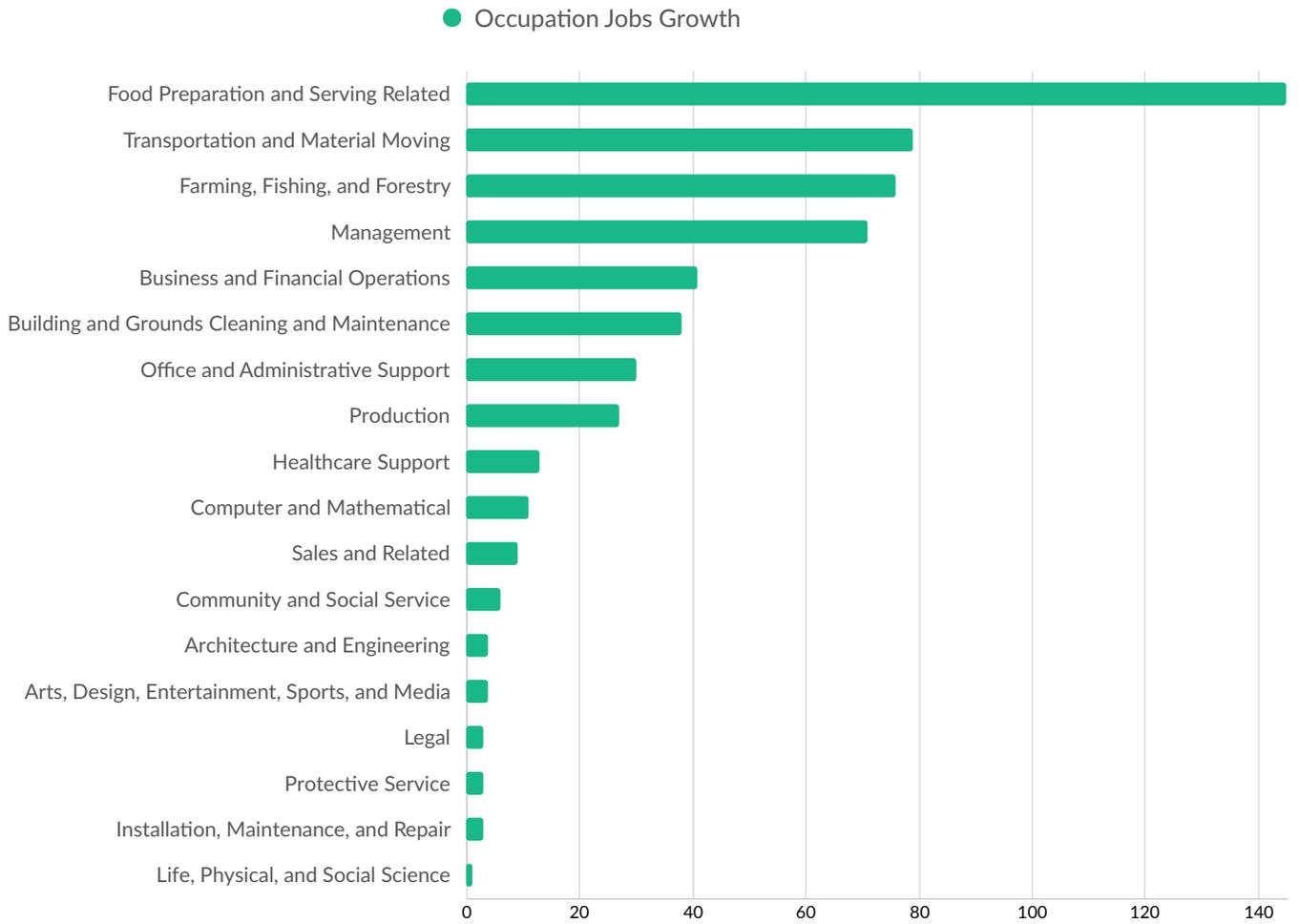
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

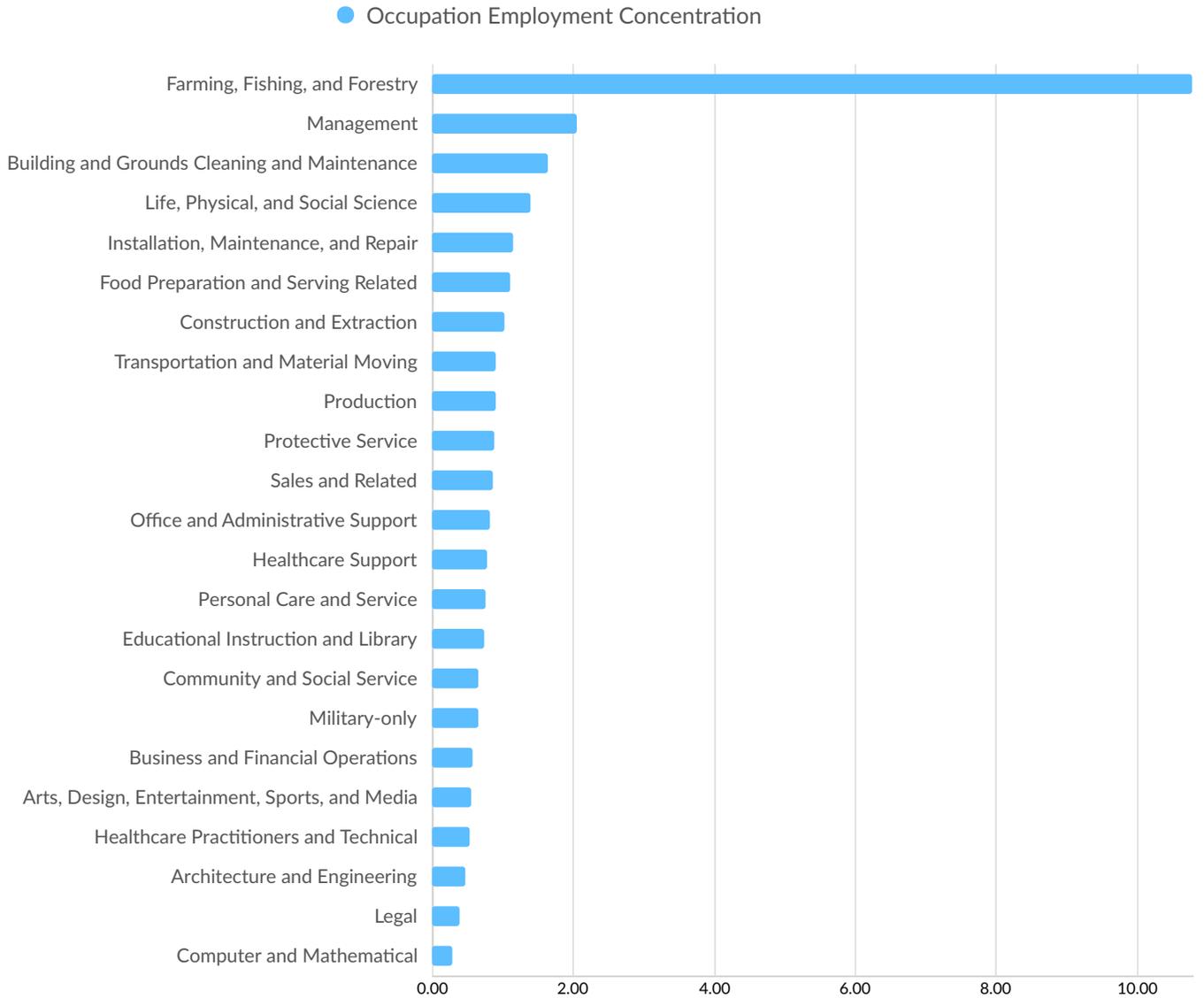
Largest Occupations



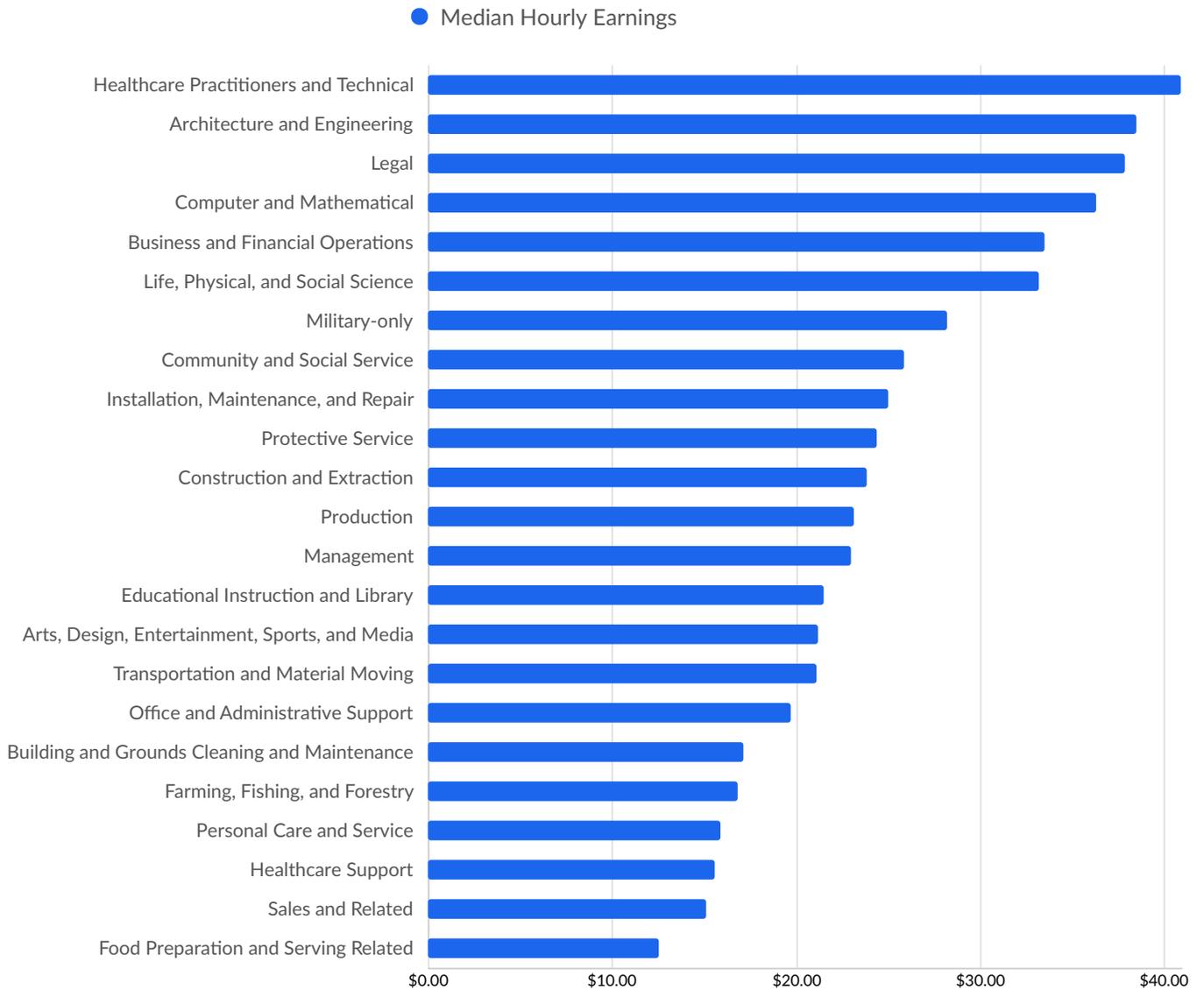
Top Growing Occupations



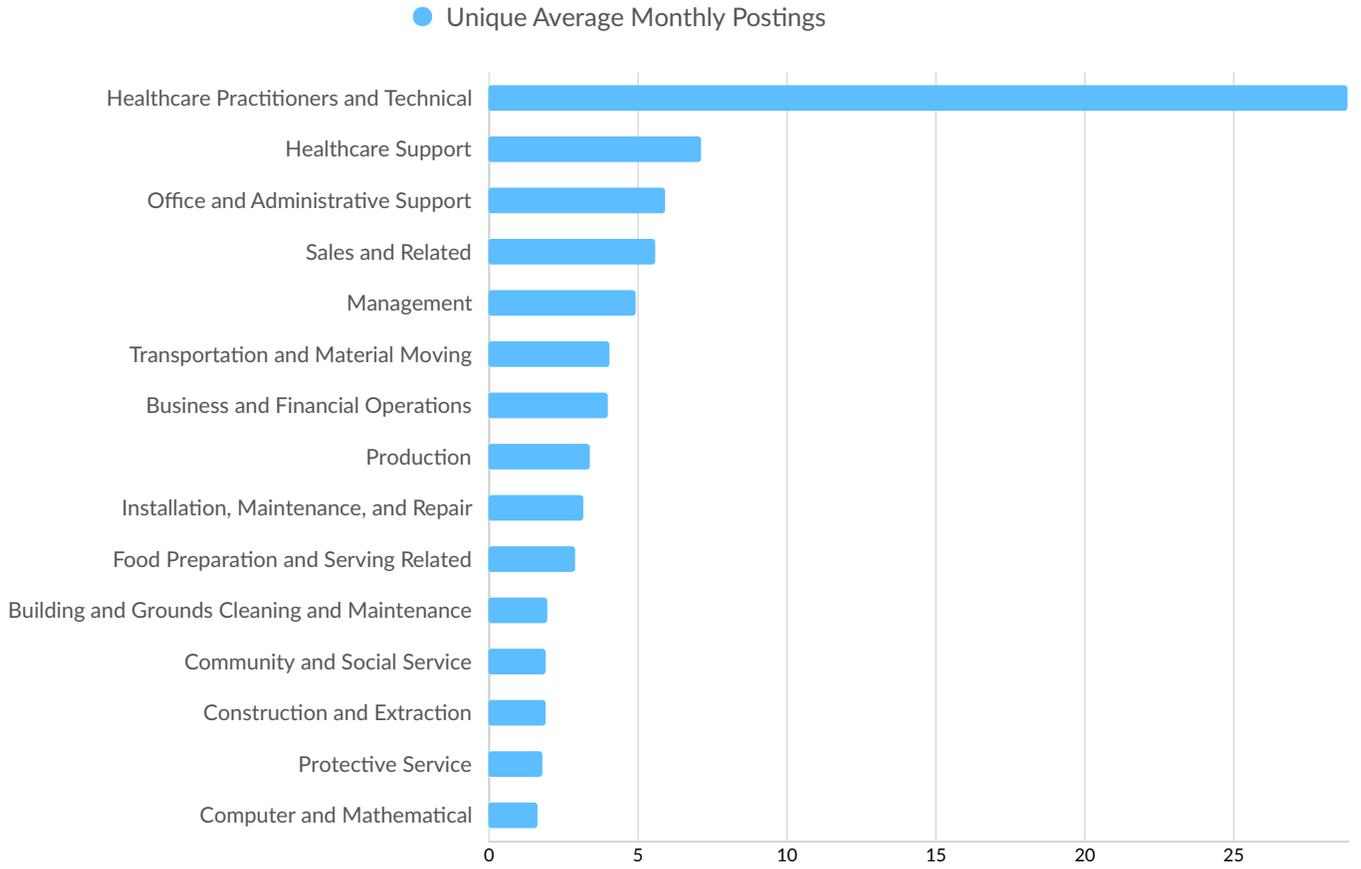
Top Occupation Employment Concentration



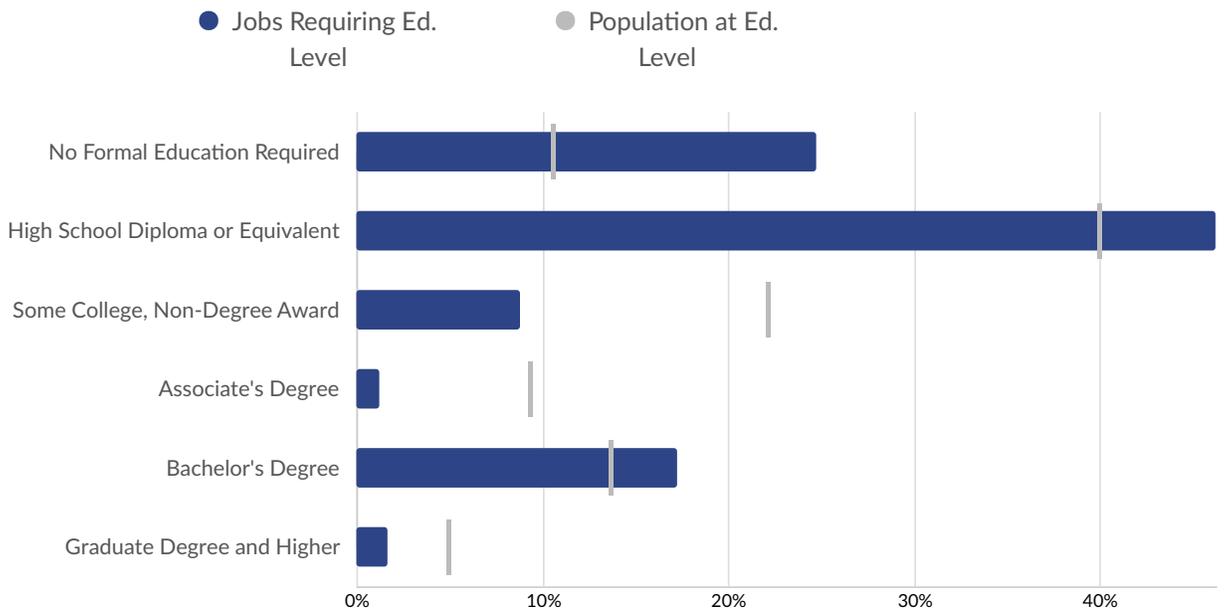
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

