



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

21,509

Population (2025)

Population **grew by 827** over the last 5 years and is projected to **grow by 250** over the next 5 years.

5,813

Total Regional Employment

Jobs **grew by 500** over the last 5 years and are projected to **grow by 349** over the next 5 years.

\$59.4K

Median Household Income (2024)

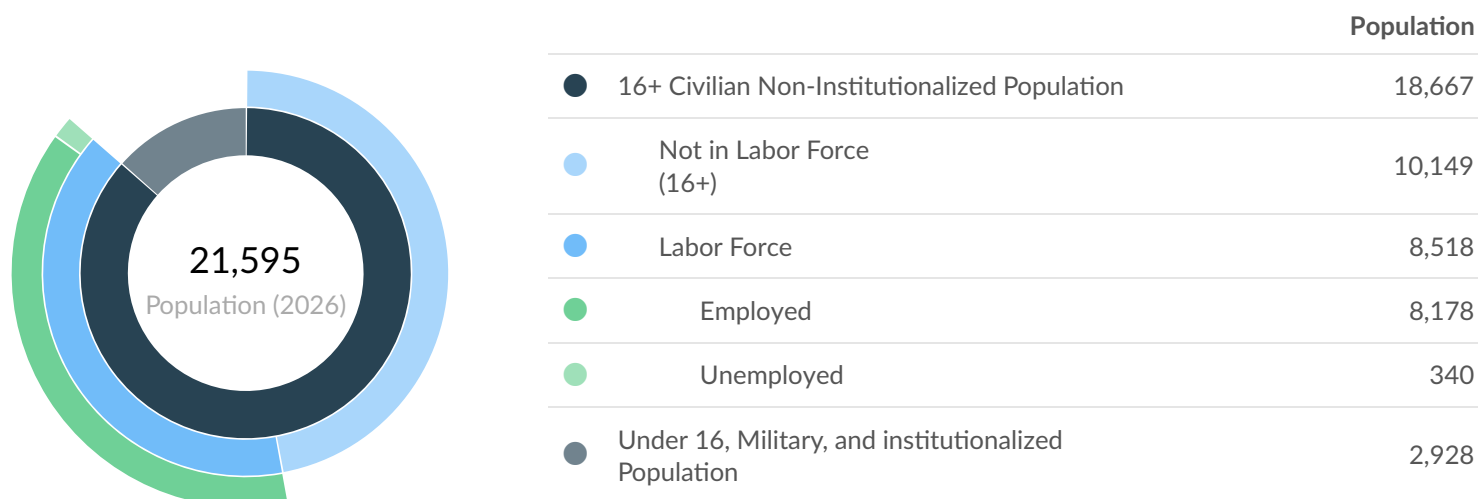
Median household income is **\$21.3K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 4.0%** since 2020, growing by 827. Population is expected to **increase by 1.2%** between 2025 and 2030, adding 250.
- From 2020 to 2025, jobs **increased by 9.4%** in Adams County, WI from 5,313 to **5,813**. This change **fell short of the national growth rate of 10.7% by 1.3%**. As the number of jobs increased, the **labor force participation rate decreased from 48.5% to 43.6% between 2020 and 2025**.
- Concerning educational attainment, **13.9% of Adams County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **9.6% hold an Associate's Degree** (0.8% above the national average).
- The top three industries in 2025 are Crop Production, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

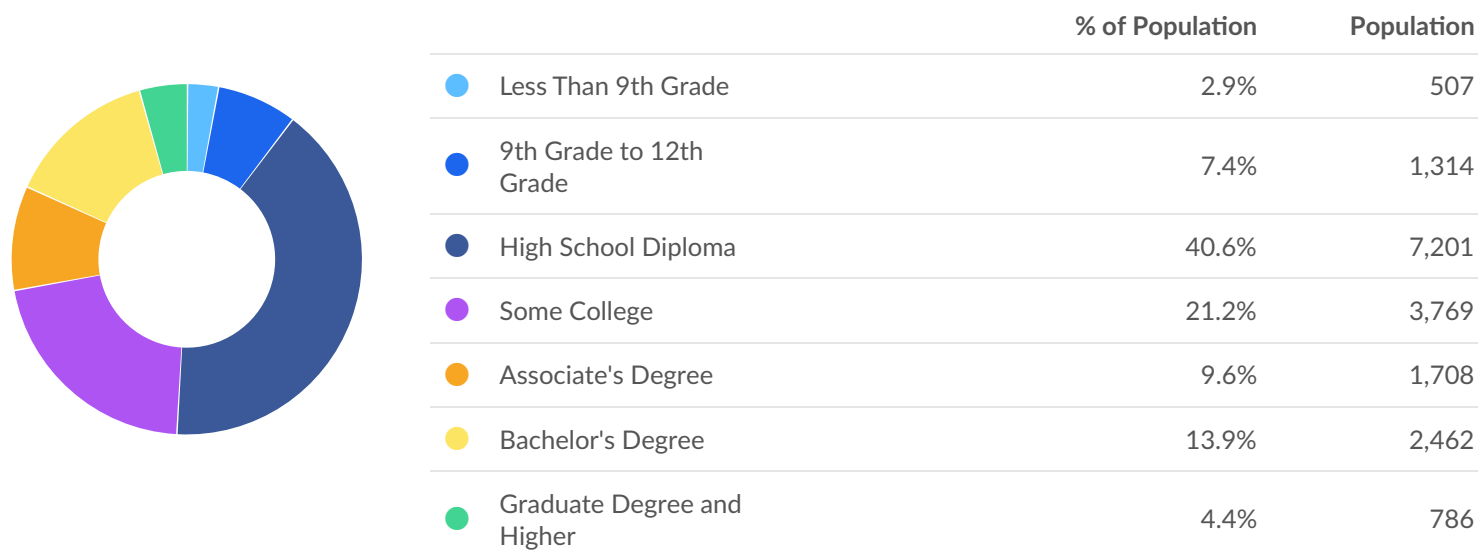
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	21,595	8,518	5,813	96.5	\$744.06M	\$1.65B	\$1.41B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



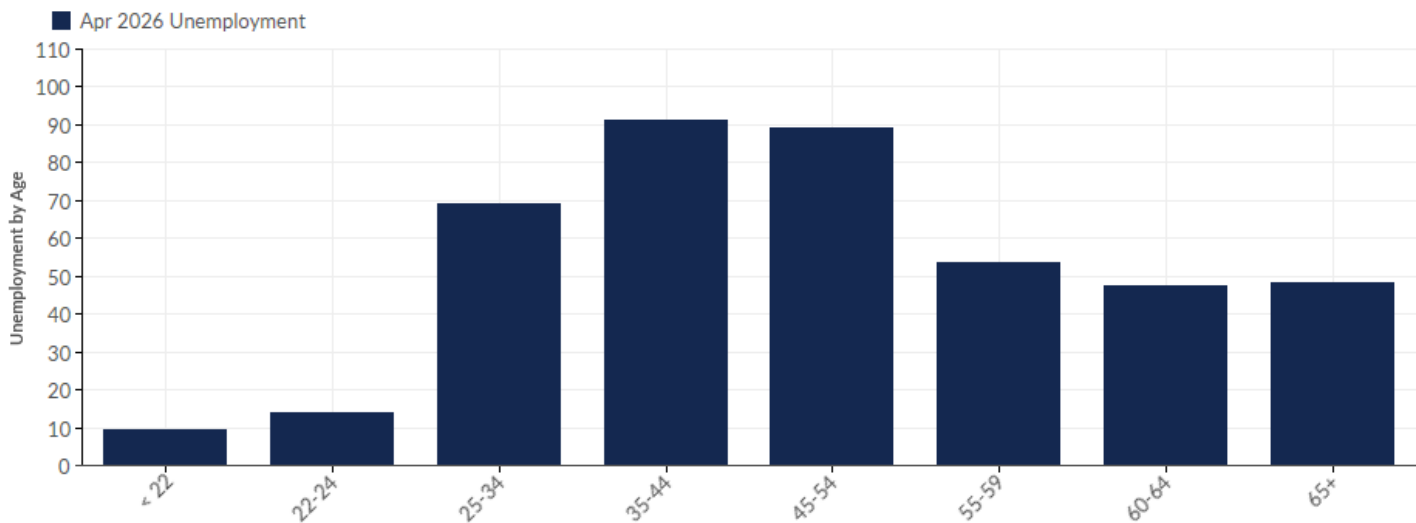
Educational Attainment

Concerning educational attainment, **13.9% of Adams County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **9.6% hold an Associate's Degree** (0.8% above the national average).



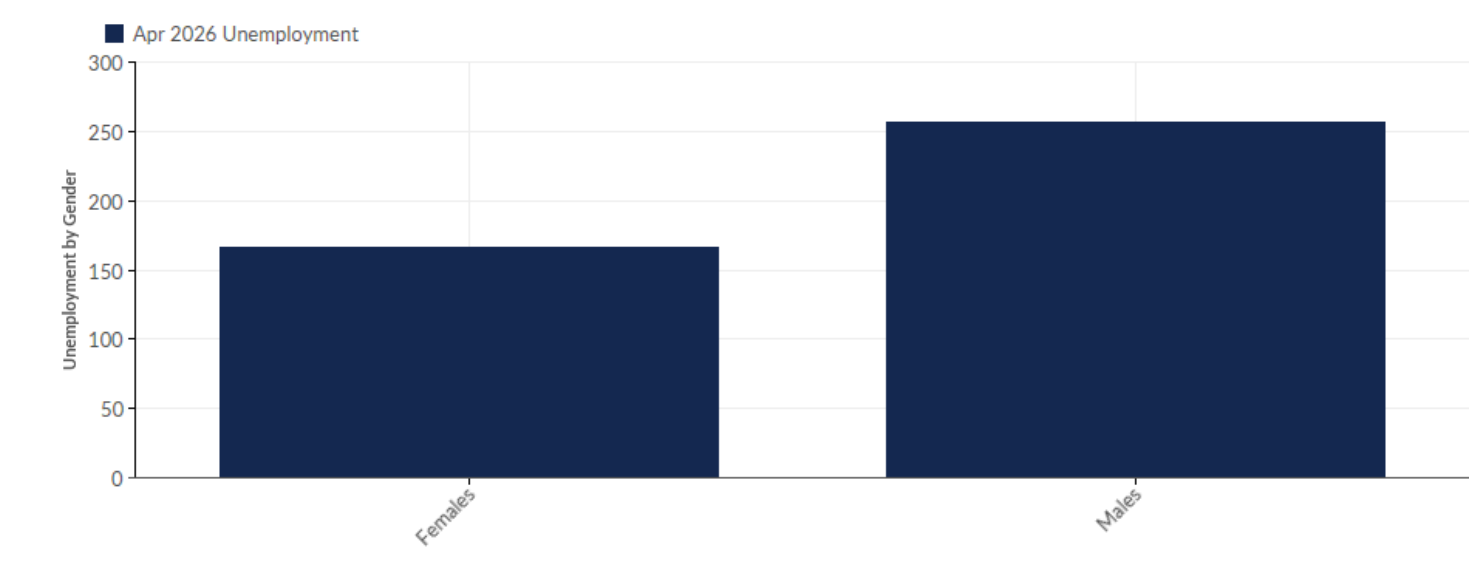
Unemployment by Demographics

Unemployment by Age



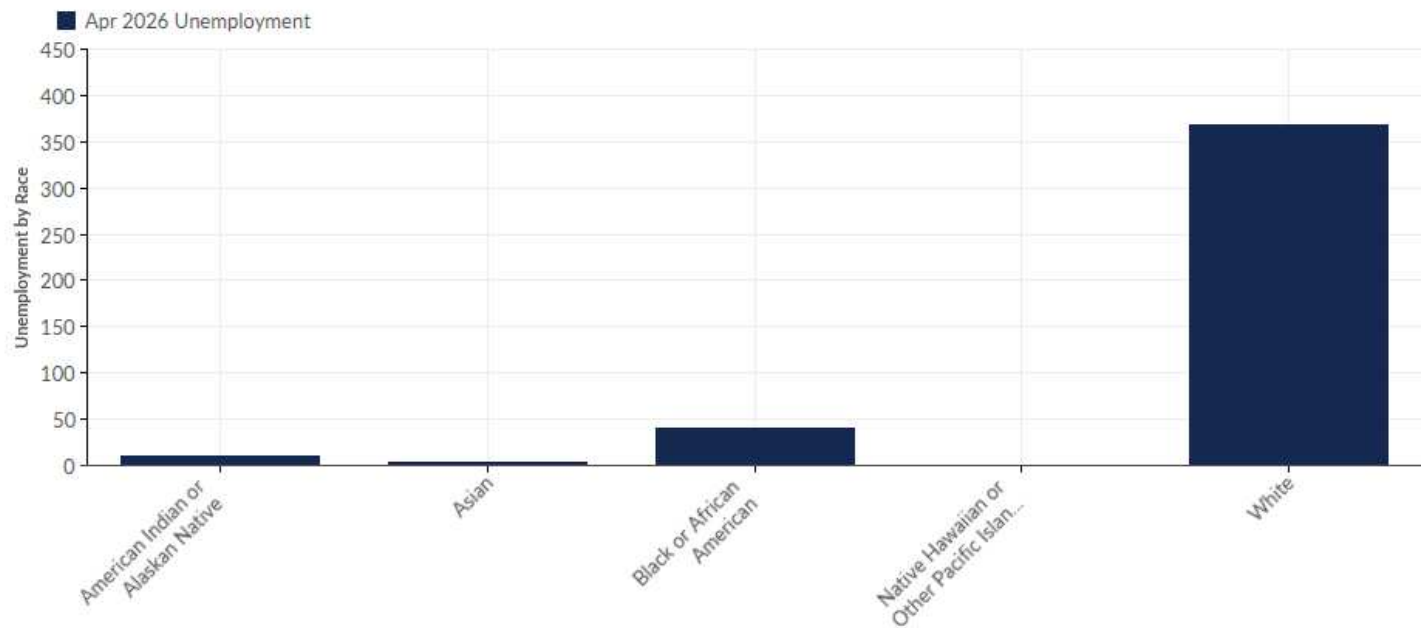
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	9	2.13%
22-24	14	3.32%
25-34	69	16.35%
35-44	91	21.56%
45-54	89	21.09%
55-59	54	12.80%
60-64	47	11.14%
65+	48	11.37%
Total	422	100.00%

Unemployment by Gender



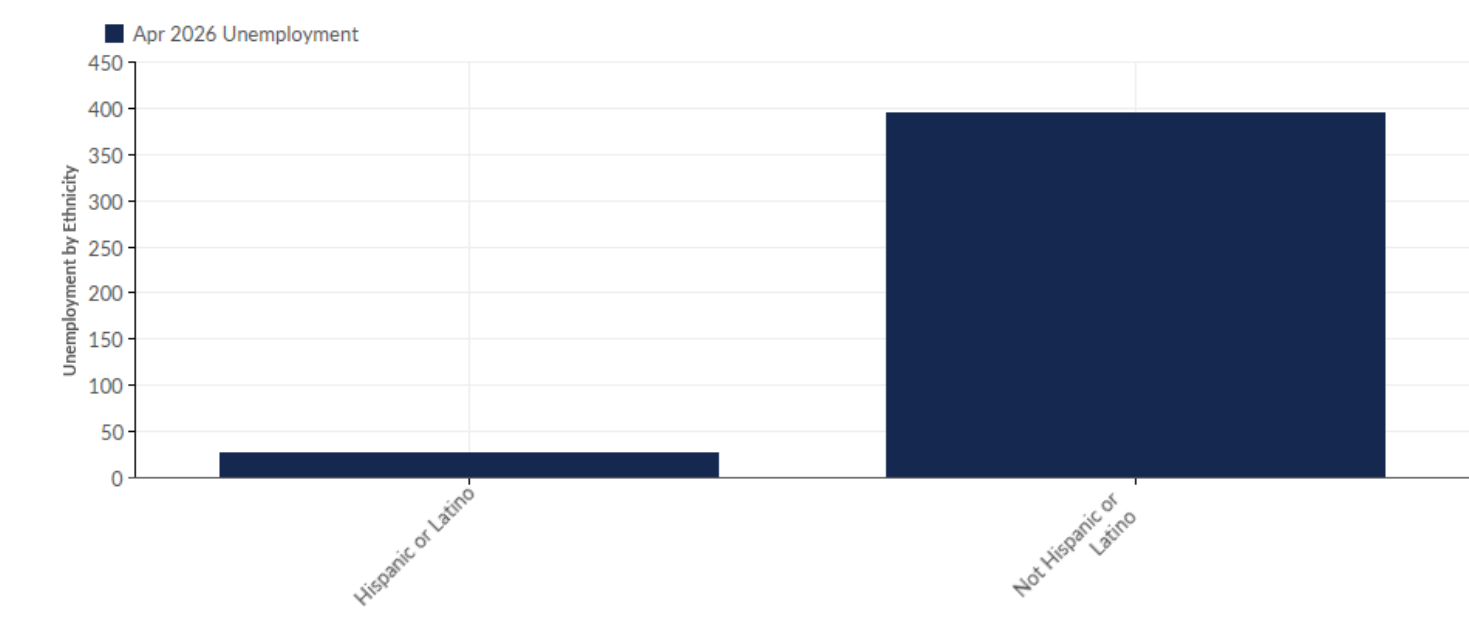
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	166	39.34%
Males	256	60.66%
Total	422	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	11	2.61%
Asian	4	0.95%
Black or African American	39	9.24%
Native Hawaiian or Other Pacific Islander	1	0.24%
White	368	87.20%
Total	422	100.00%

Unemployment by Ethnicity

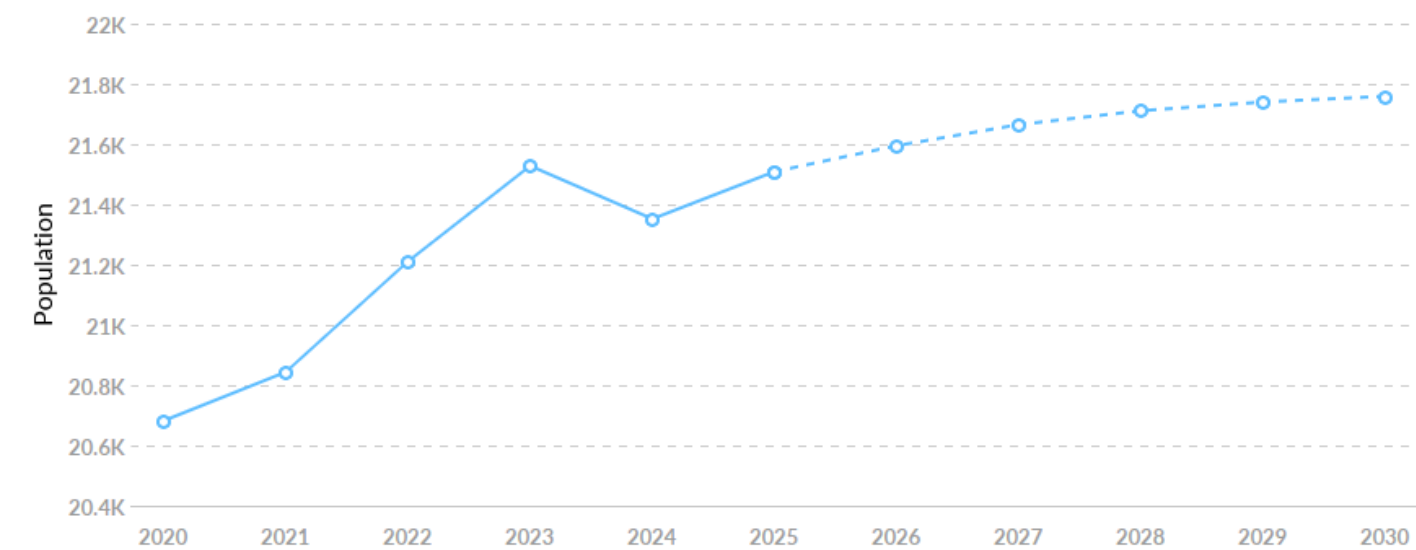


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	27	6.40%
Not Hispanic or Latino	395	93.60%
Total	422	100.00%

Historic & Projected Trends

Population Trends

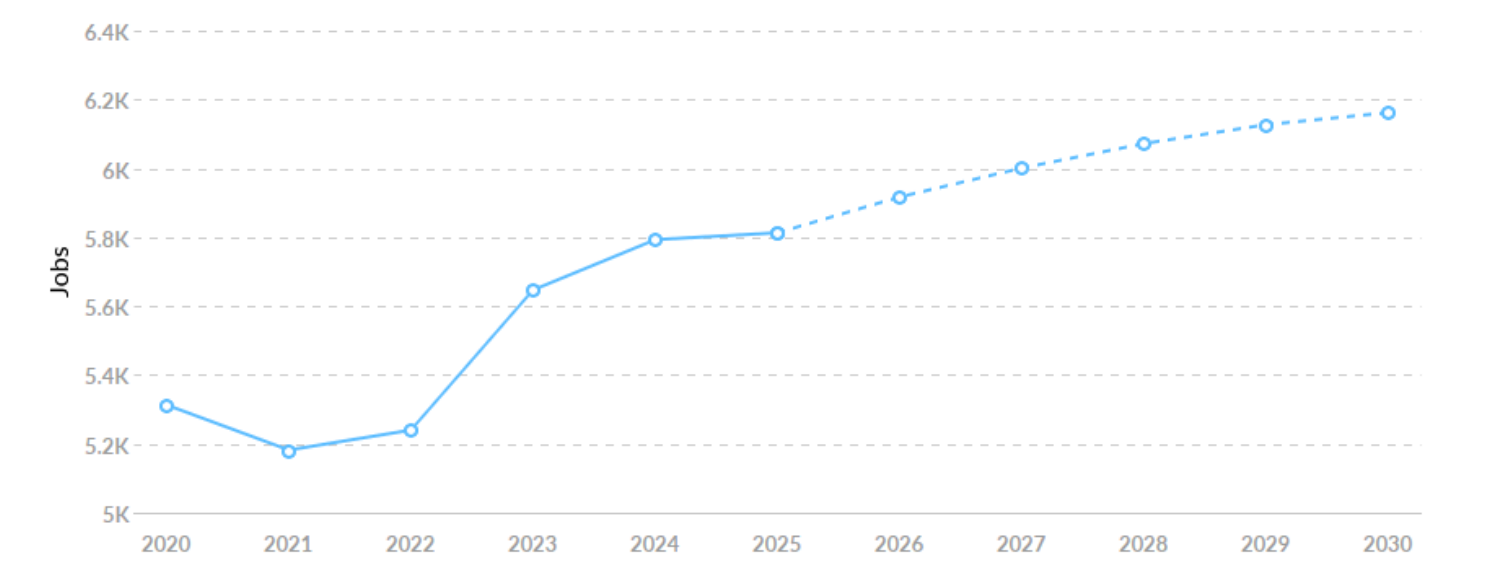
As of 2025 the region's population **increased by 4.0%** since 2020, growing by 827. Population is expected to **increase by 1.2%** between 2025 and 2030, adding 250.



Timeframe	Population
2020	20,682
2021	20,844
2022	21,211
2023	21,528
2024	21,352
2025	21,509
2026	21,595
2027	21,665
2028	21,711
2029	21,740
2030	21,759

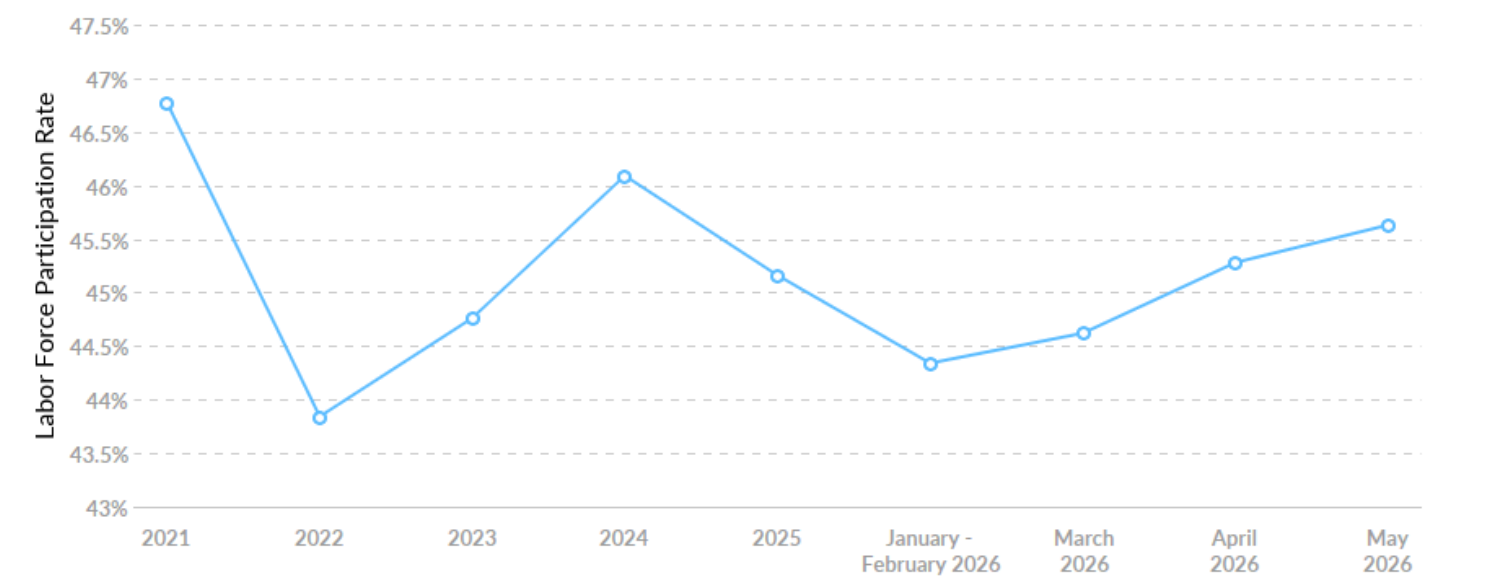
Job Trends

From 2020 to 2025, jobs increased by 9.4% in Adams County, WI from 5,313 to 5,813. This change fell short of the national growth rate of 10.7% by 1.3%.



Timeframe	Jobs
2020	5,313
2021	5,182
2022	5,240
2023	5,647
2024	5,793
2025	5,813
2026	5,917
2027	6,001
2028	6,072
2029	6,127
2030	6,162

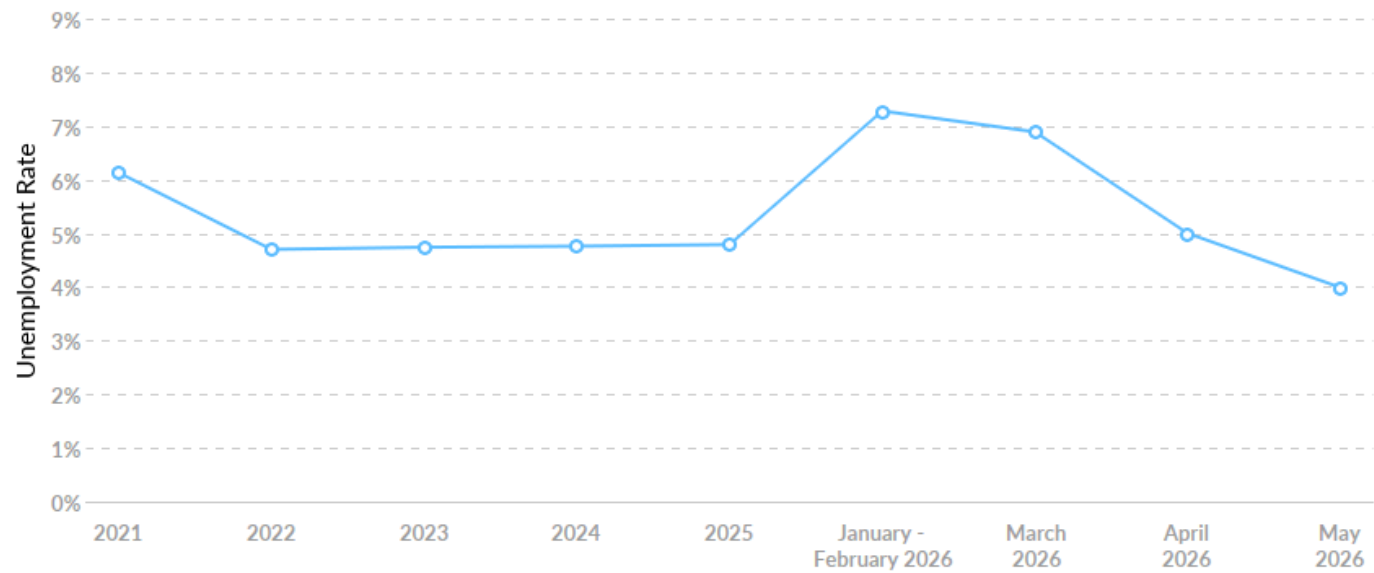
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	46.77%
2022	43.84%
2023	44.76%
2024	46.09%
2025	45.16%
January - February 2026	44.34%
March 2026	44.62%
April 2026	45.28%
May 2026	45.63%

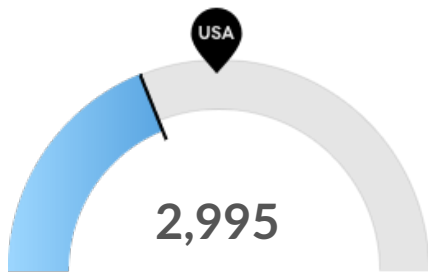
Unemployment Rate Trends

Adams County, WI had a May 2026 unemployment rate of 3.99%, **decreasing from 6.13%** 5 years before.



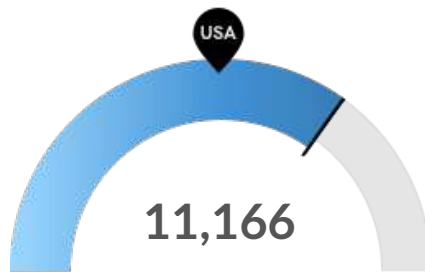
Timeframe	Unemployment Rate
2021	6.13%
2022	4.70%
2023	4.74%
2024	4.76%
2025	4.79%
January - February 2026	7.28%
March 2026	6.89%
April 2026	5.00%
May 2026	3.99%

Population Characteristics



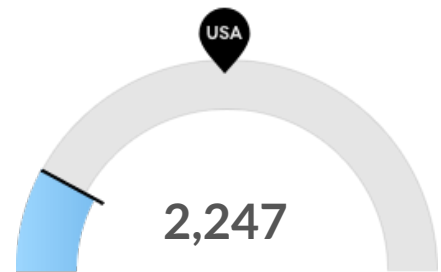
Millennials

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



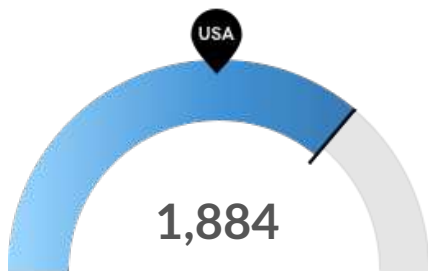
Retiring Soon

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.



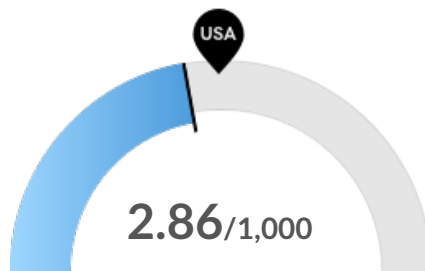
Racial Diversity

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.



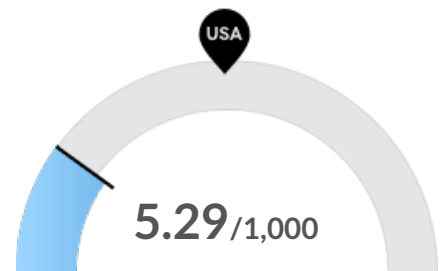
Veterans

Adams County, WI has 1,884 veterans. The national average for an area this size is 1,016.



Violent Crime

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

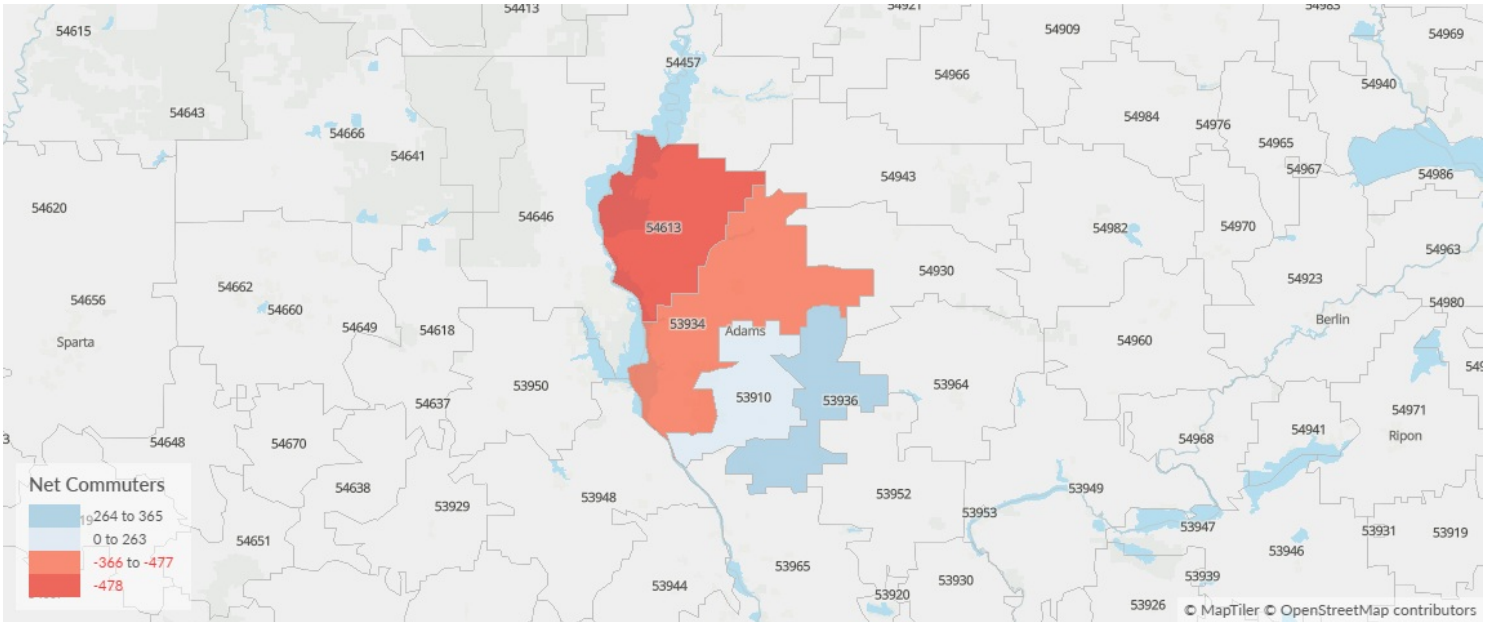


Property Crime

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

ZIP	Name	2025 Employment
53934	Friendship, WI (in Adam...	1,949
53910	Adams, WI (in Adams co...	1,937
53936	Grand Marsh, WI (in Ad...	1,342
54613	Arkdale, WI (in Adams c...	585

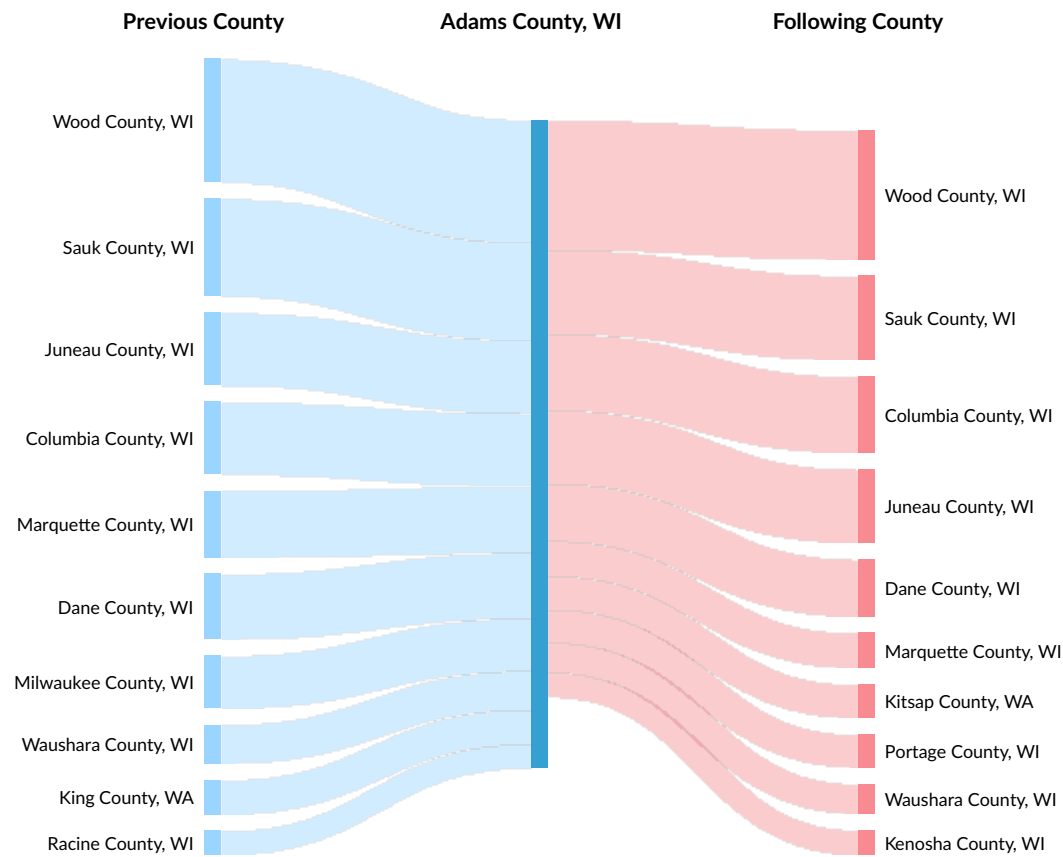
Where Talent Lives

ZIP	Name	2025 Workers
53934	Friendship, WI (in Adam...	2,316
53910	Adams, WI (in Adams co...	1,824
53936	Grand Marsh, WI (in Ad...	1,078
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 2023, 121 people have migrated from Wood County, WI to Adams County, WI. In the same year, 127 people left Adams County, WI migrating to Wood County, WI. The total Net Migration for Adams County, WI in 2023 was 204.

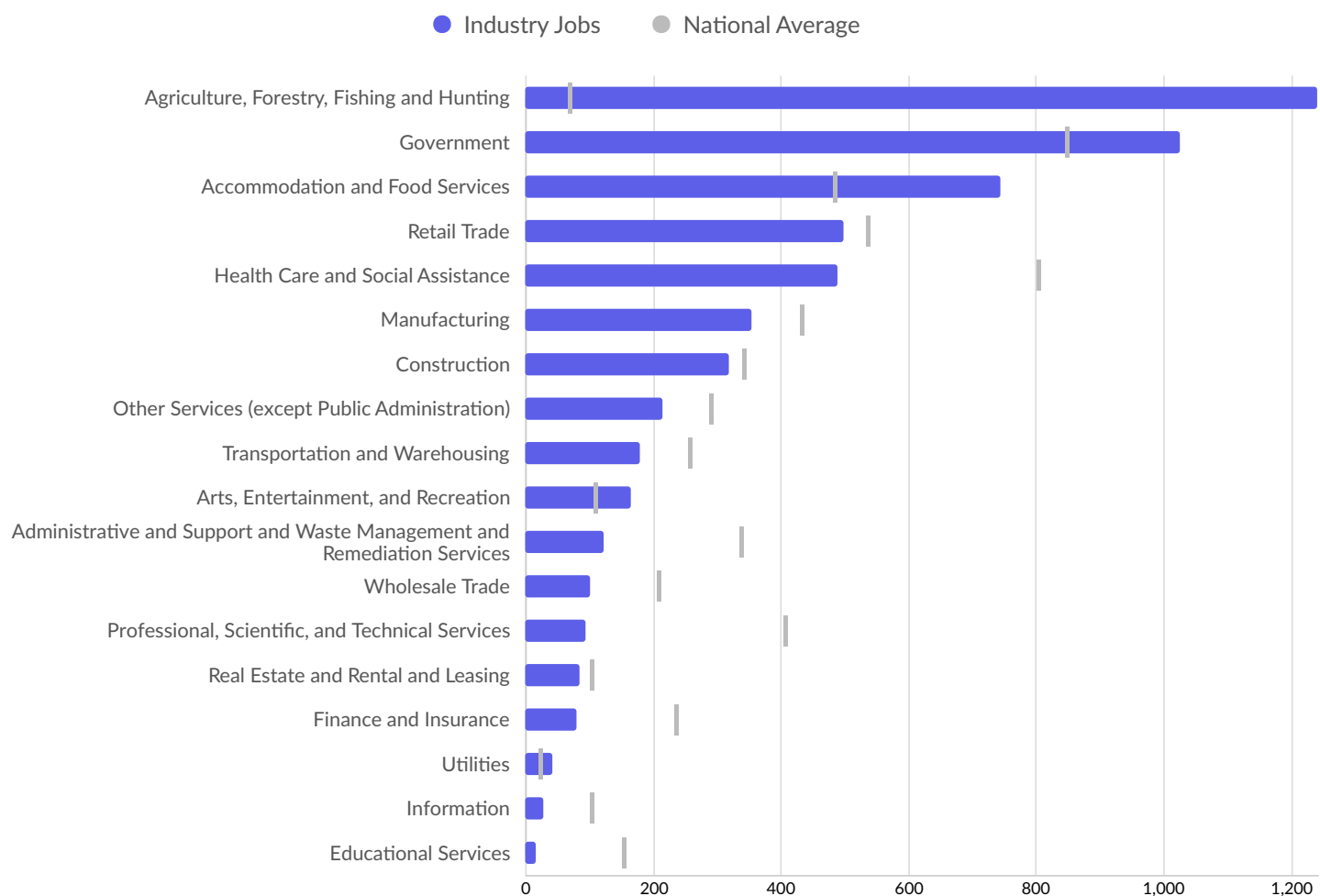


Top Previous Counties	Migrations
Wood County, WI	121
Sauk County, WI	96
Juneau County, WI	72
Columbia County, WI	72
Marquette County, WI	66
Dane County, WI	64

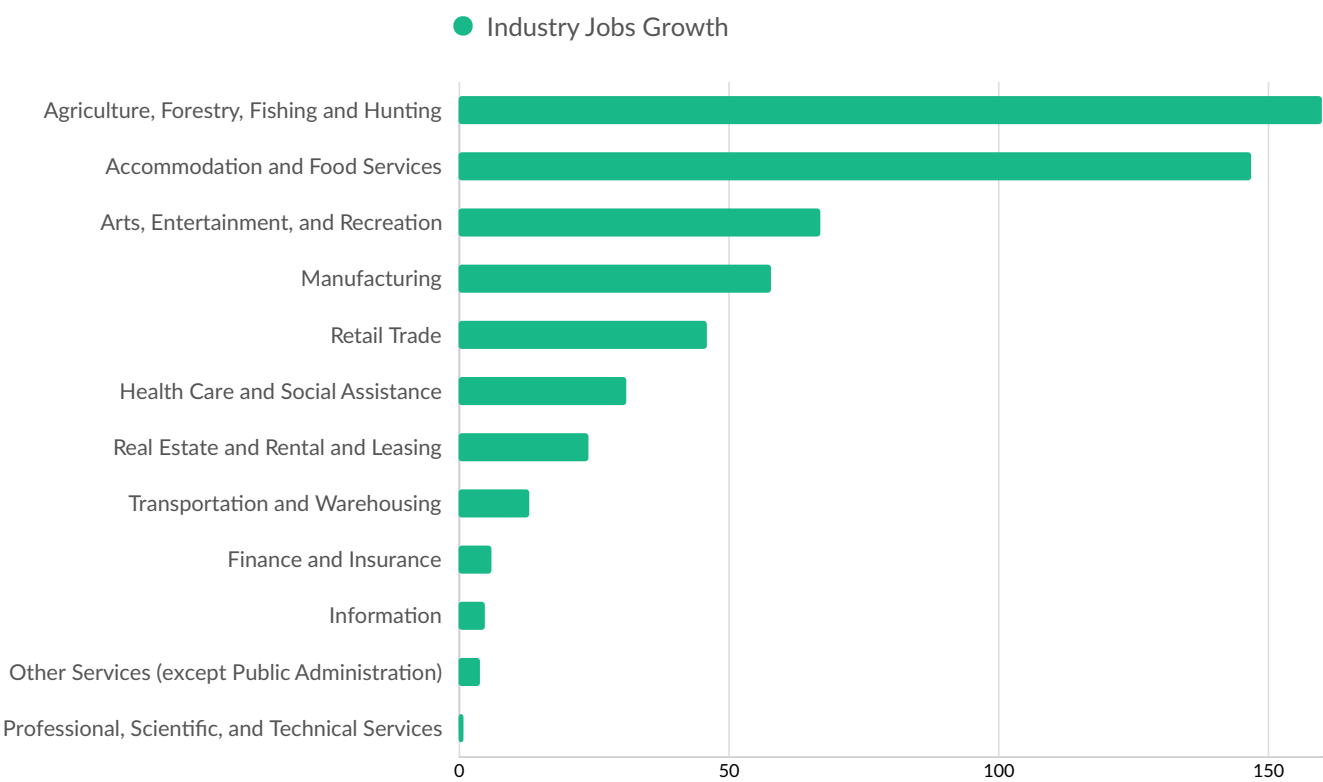
Top Previous Counties	Migrations
Milwaukee County, WI	52
Waushara County, WI	38
King County, WA	34
Racine County, WI	24
Jefferson County, WI	22
Rock County, WI	22
Cook County, IL	22
Waupaca County, WI	21
Portage County, WI	19
Top Following Counties	Migrations
Wood County, WI	127
Sauk County, WI	83
Columbia County, WI	75
Juneau County, WI	72
Dane County, WI	56
Marquette County, WI	35
Kitsap County, WA	33
Portage County, WI	32
Waushara County, WI	29
Kenosha County, WI	24
Hidalgo County, TX	19
Racine County, WI	15
Ozaukee County, WI	14
Milwaukee County, WI	14
Olmsted County, MN	12

Industry Characteristics

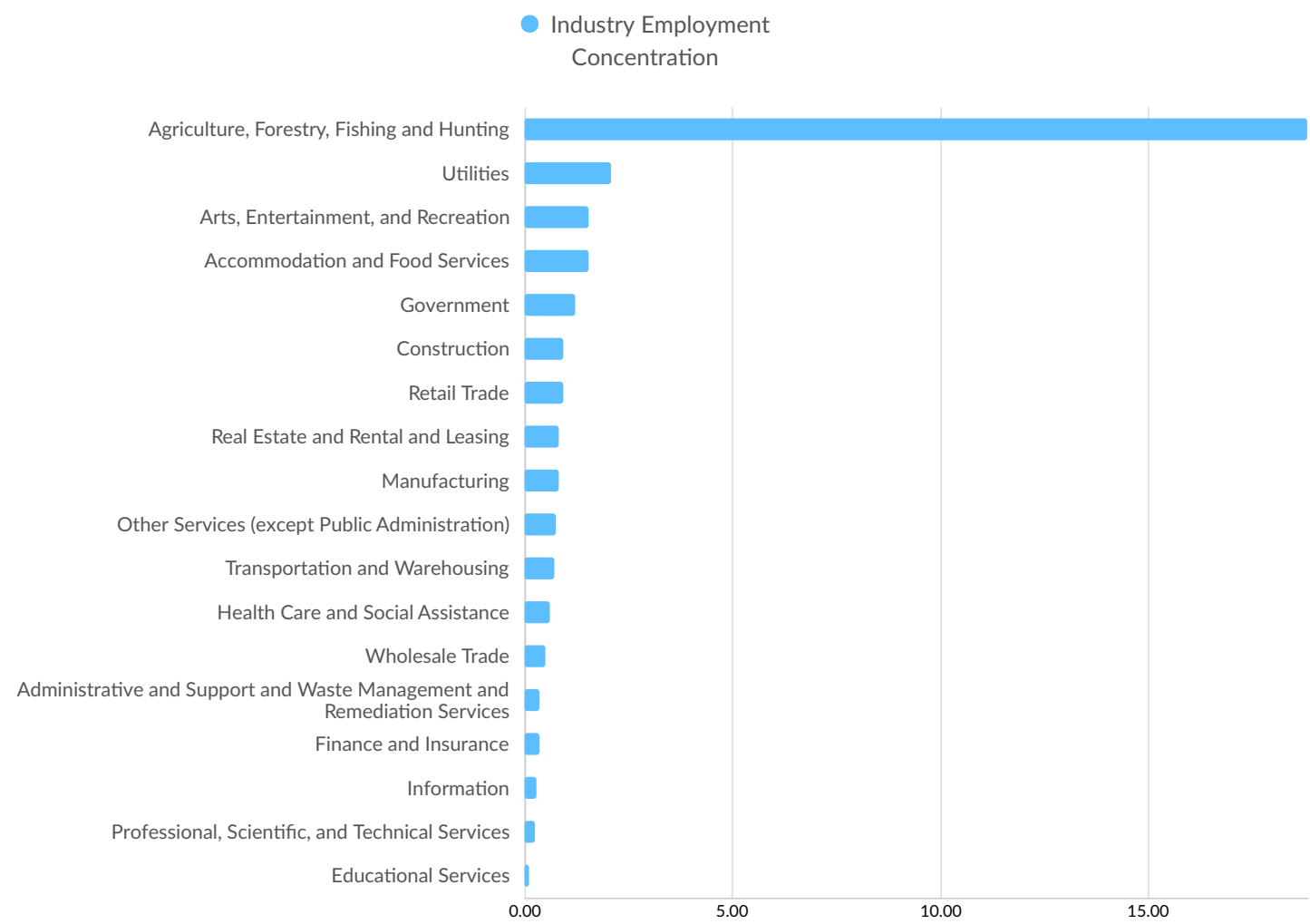
Largest Industries



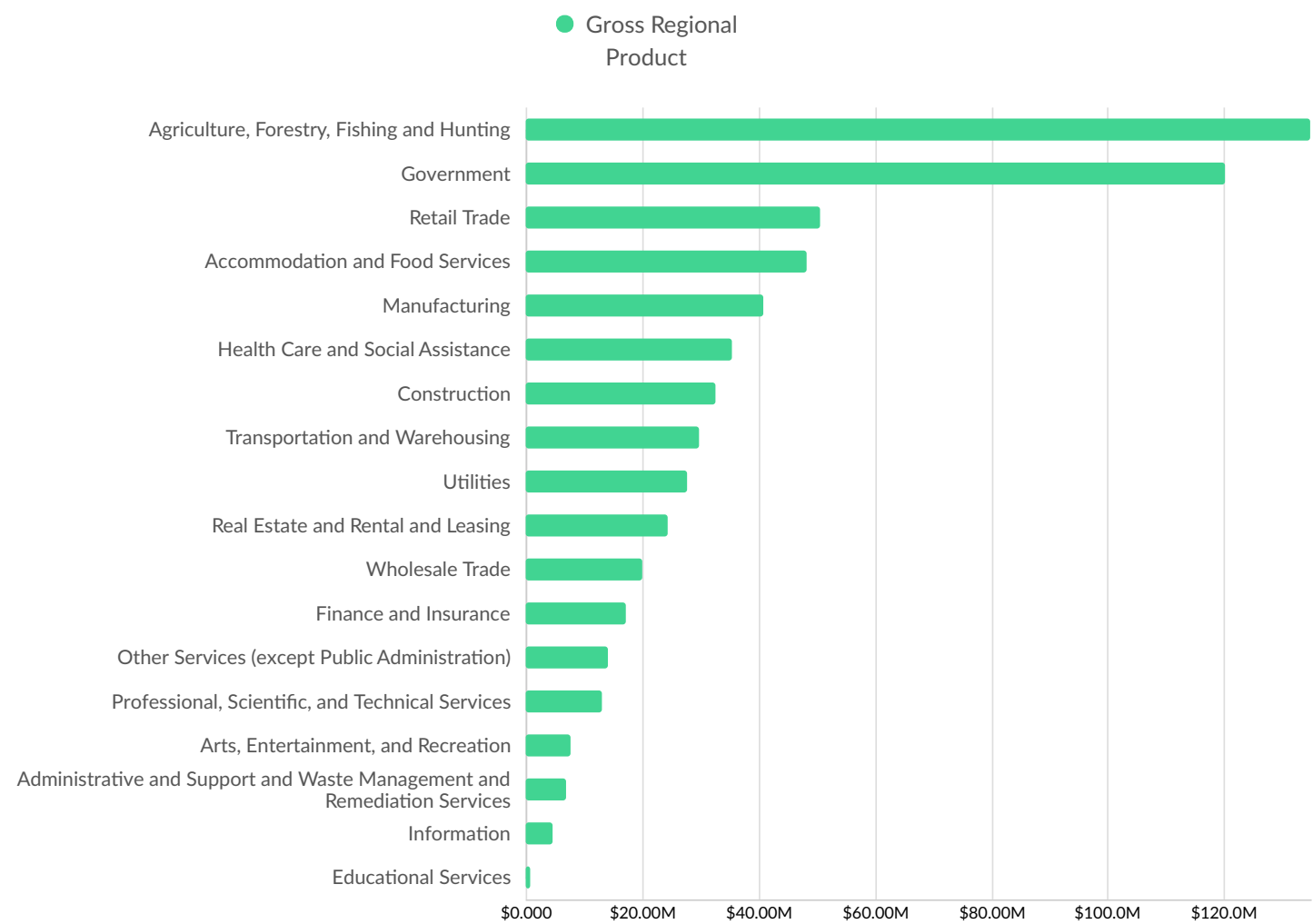
Top Growing Industries



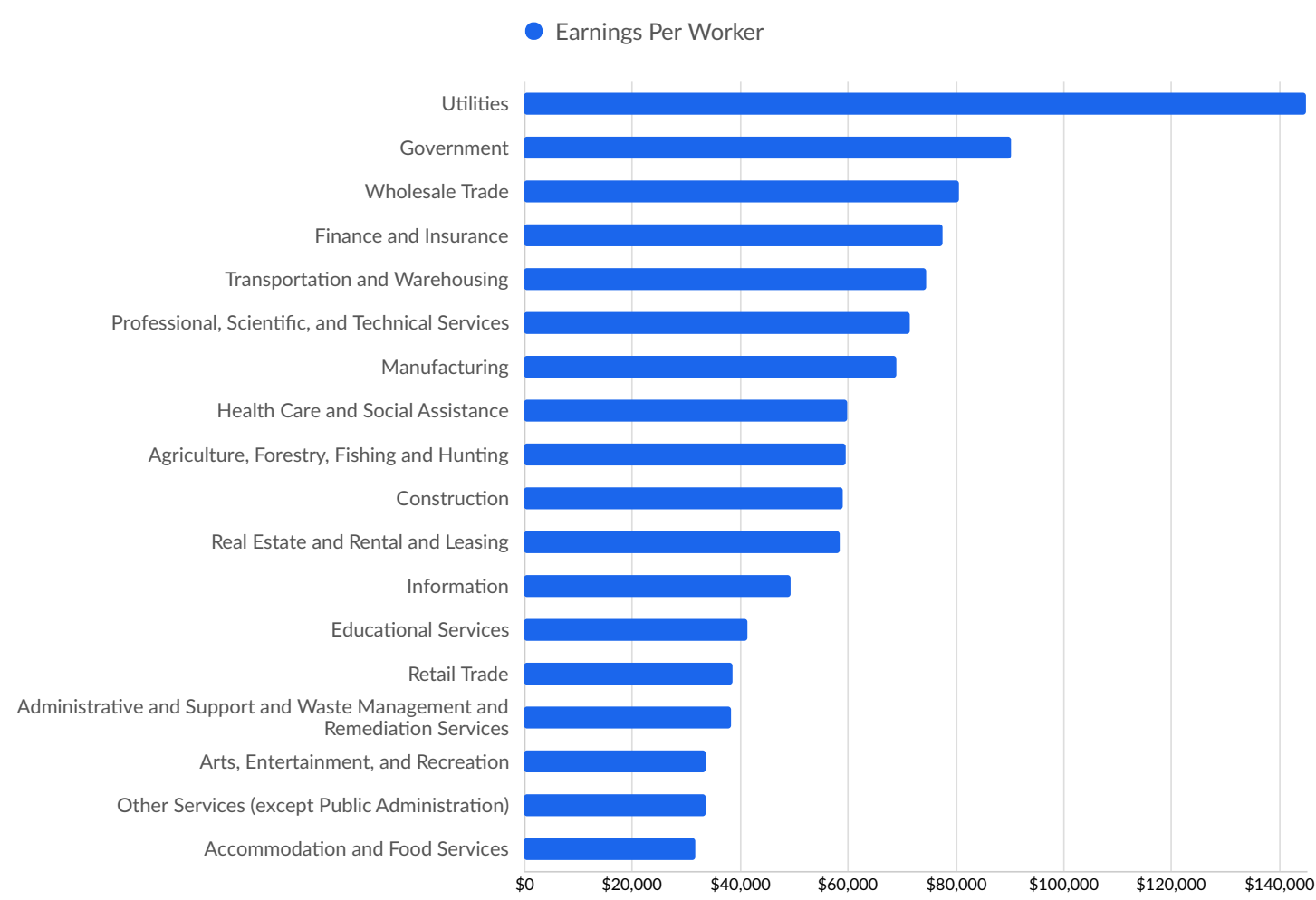
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



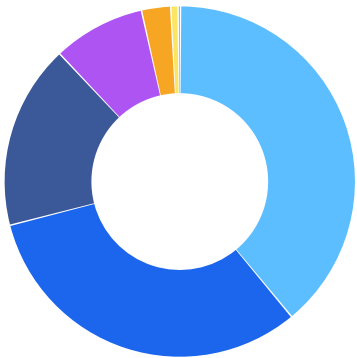
Business Characteristics

838 Companies Employ Your Workers

Online profiles for your workers mention 838 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	60	Southern Health Partners	46
WestRock	33	Emplify Health	44
Adams County Government	32	United States Department of Ju...	39
Adams-Columbia Electric Coope...	20	Good Samaritan Society	34
Coldwell Banker	19	Adams County Government	28
Adams-Friendship School District	16	Kwik Trip	21
Adams County Health And Hum...	13	County Of Adams	20
State of Wisconsin	12	Dollar General	20
Adams County Sheriff's Office	11	Supplemental Health Care	17
Allied Cooperative	9	Apply Now!	16

Business Size

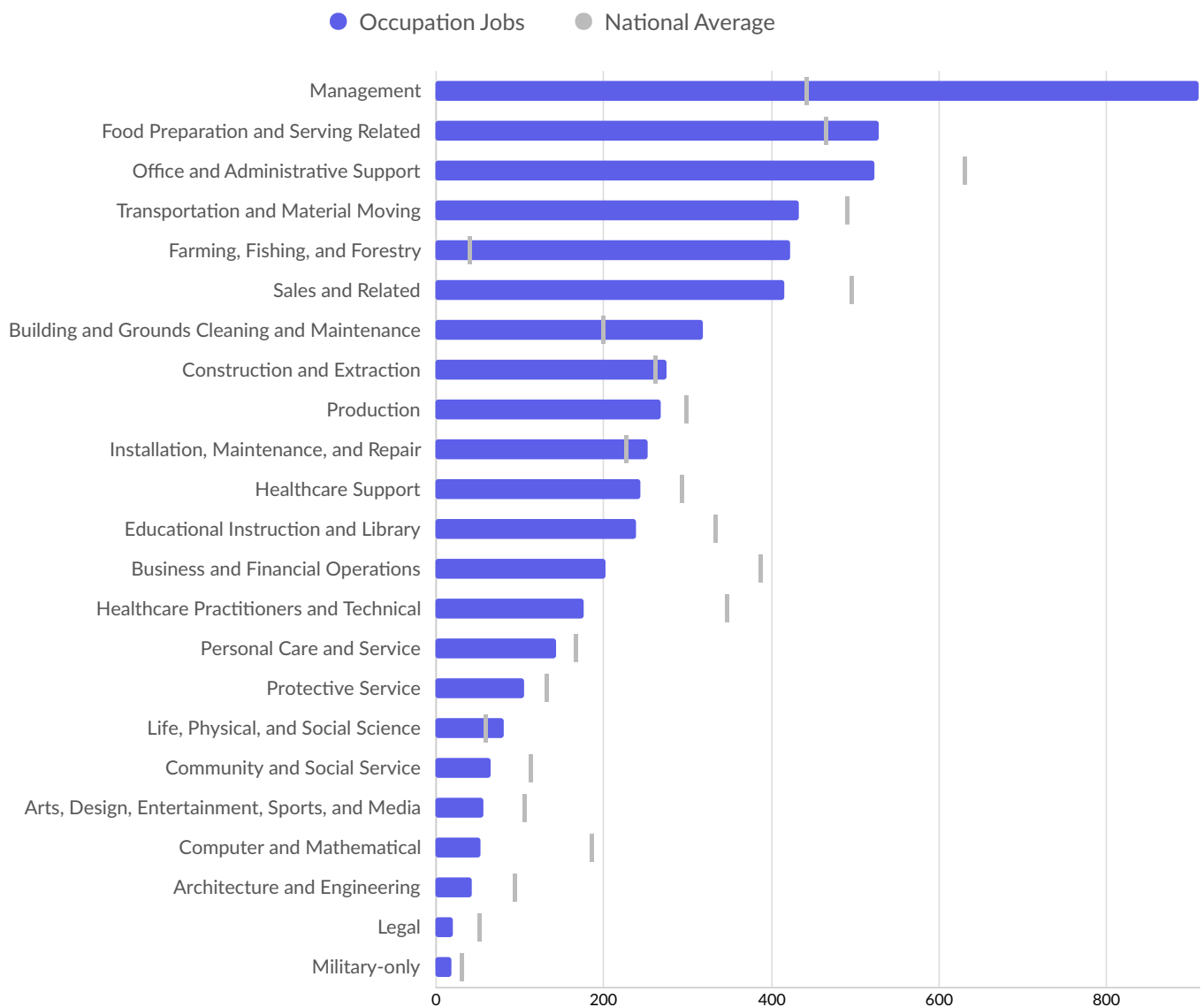


	Percentage	Business Count
1 to 4 employees	38.9%	174
5 to 9 employees	32.0%	143
10 to 19 employees	17.0%	76
20 to 49 employees	8.5%	38
50 to 99 employees	2.7%	12
100 to 249 employees	0.7%	3
250 to 499 employees	0.2%	1

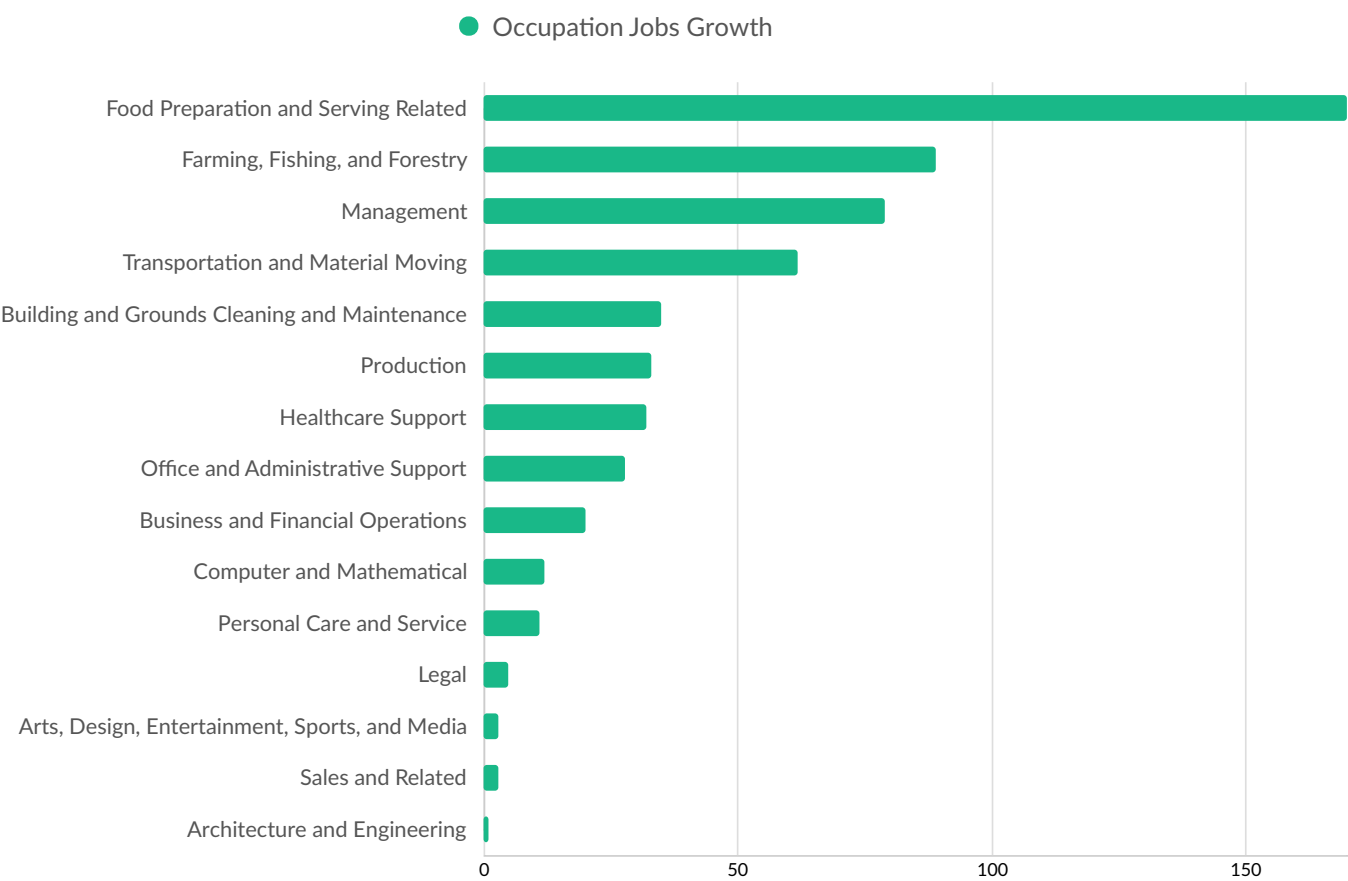
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

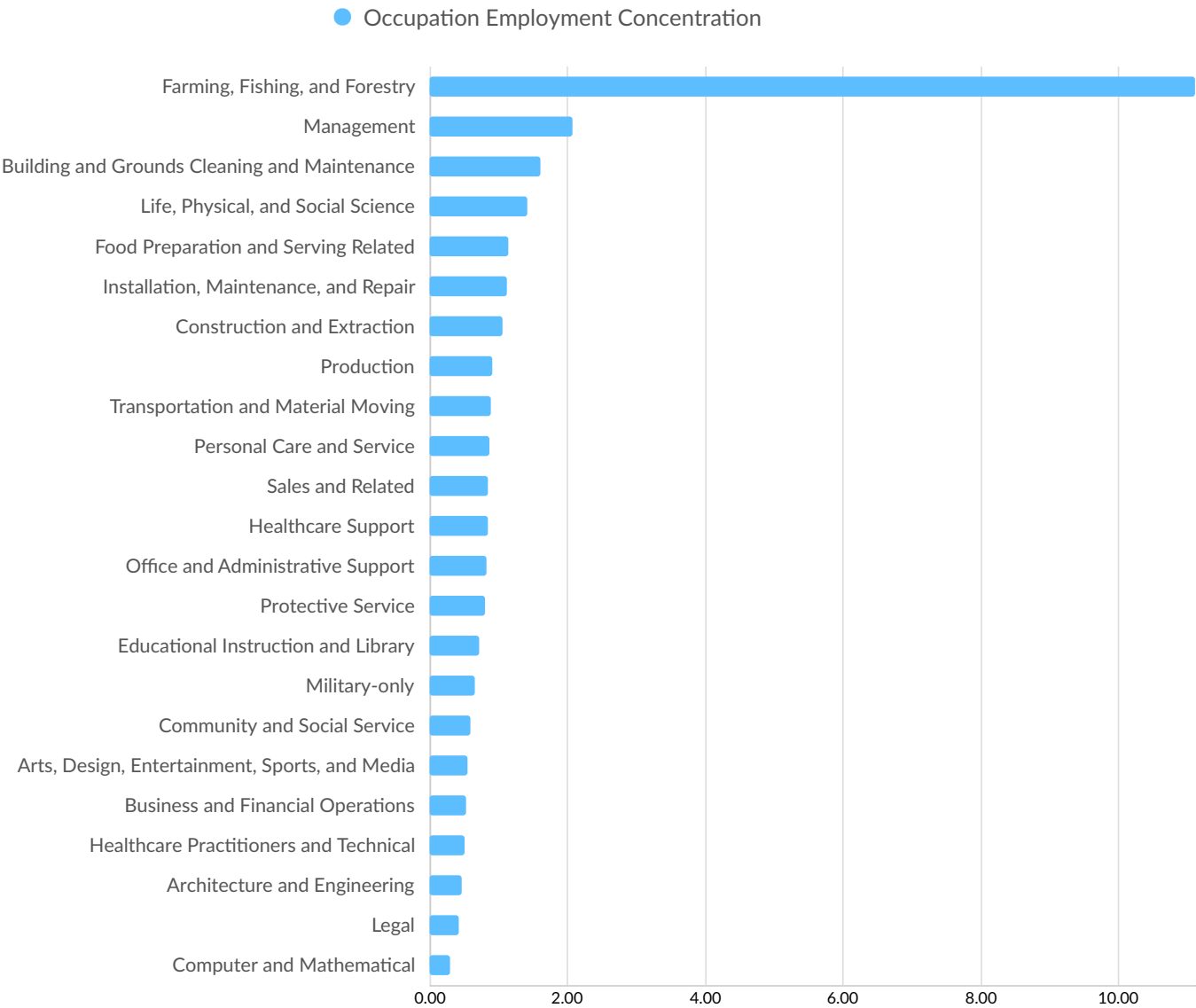
Largest Occupations



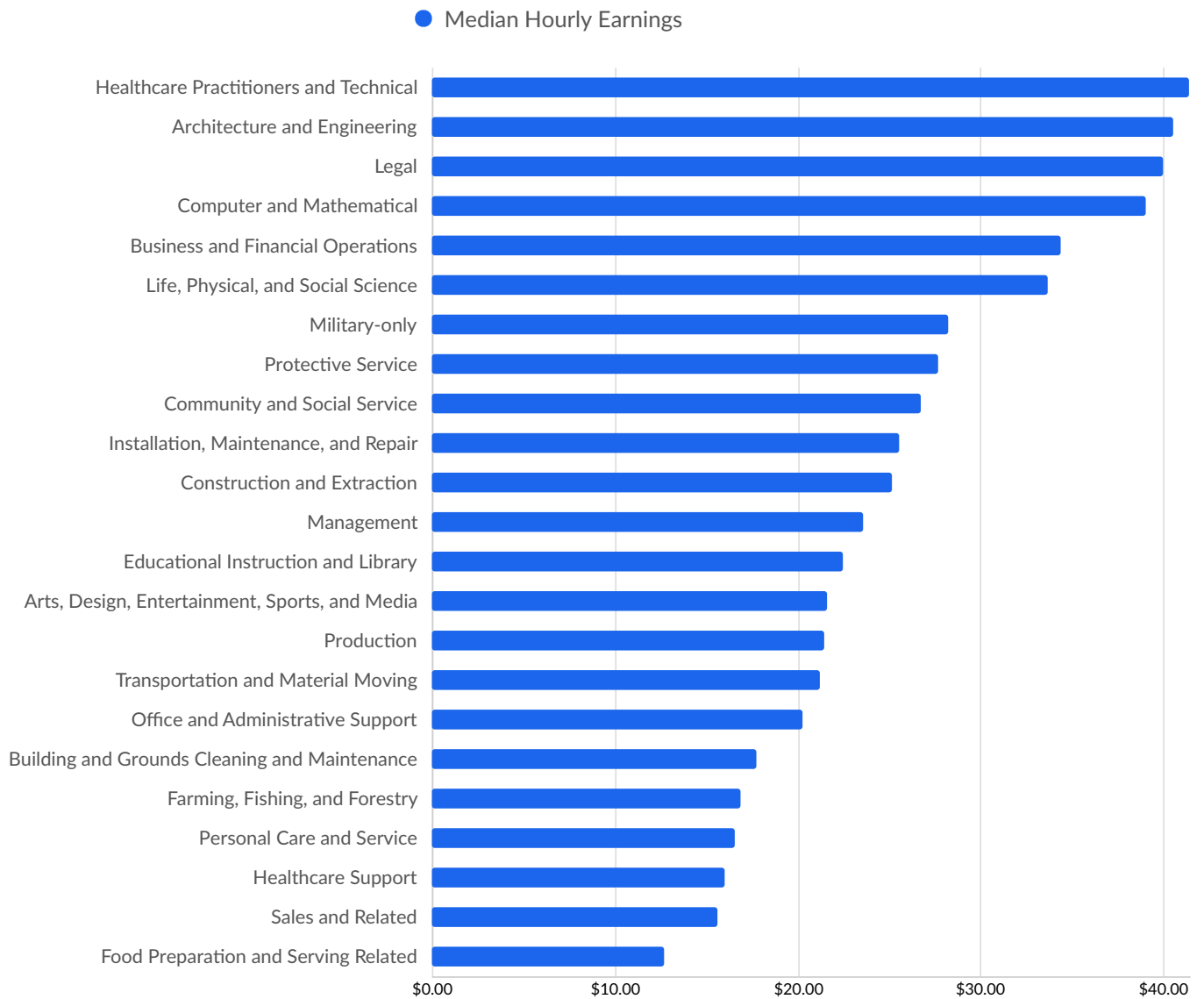
Top Growing Occupations



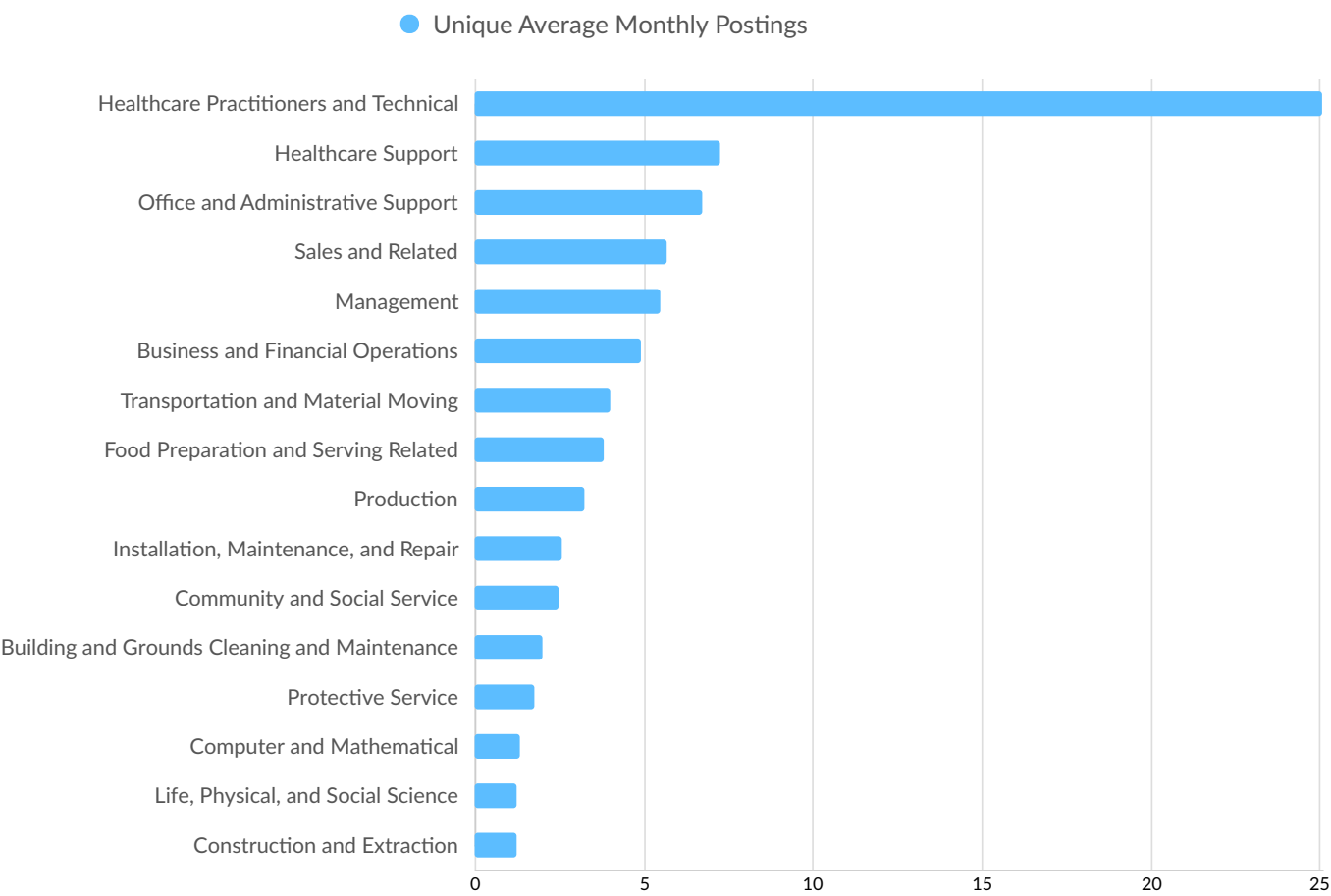
Top Occupation Employment Concentration



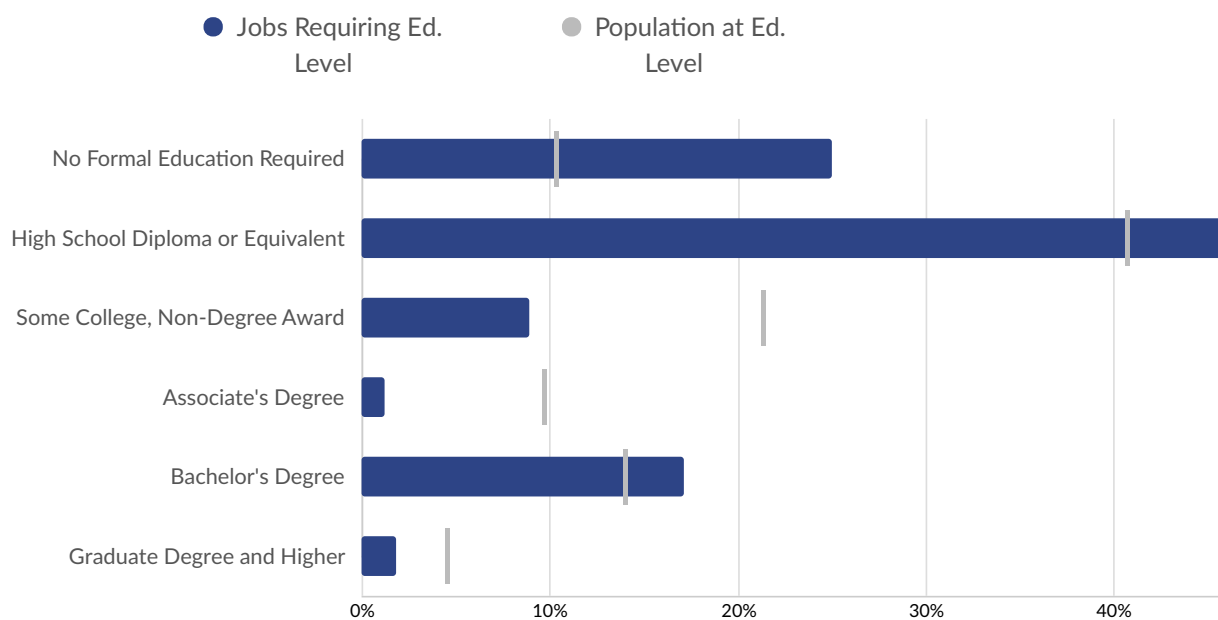
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

