

Adams County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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
Layoff Activity 23
Workforce Characteristics 24
Educational Pipeline 30
In-Demand Skills 31

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

21,752

Population (2025)

Population **grew by 1,065** over the last 5 years and is projected to **grow by 548** over the next 5 years.

5,815

Total Regional Employment

Jobs **grew by 503** over the last 5 years and are projected to **grow by 297** over the next 5 years.

$59.4K

Median Household Income (2024)

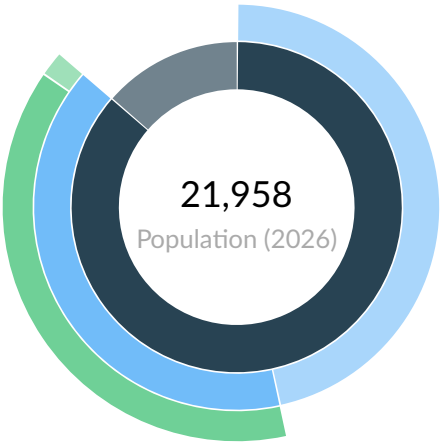
Median household income is **$21.3K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 5.1%** since 2020, growing by 1,065. Population is expected to **increase by 2.5%** between 2025 and 2030, adding 548.
- From 2020 to 2025, jobs **increased by 9.5%** in Adams County, WI from 5,312 to **5,815**. This change **fell short of the national growth rate of 10.7% by 1.2%**. As the number of jobs increased, the **labor force participation rate decreased from 48.7% to 43.2% between 2020 and 2025**.
- Concerning educational attainment, **13.8% of Adams County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **9.7% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	21,958	8,746	5,815	96.5	$745.28M	$1.65B	$1.41B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

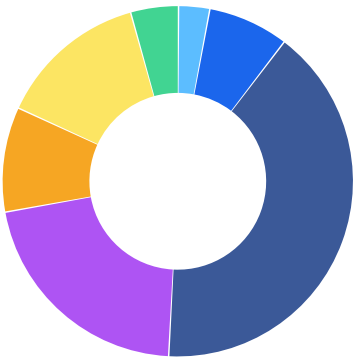
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	18,952
Not in Labor Force (16+)	10,206
Labor Force	8,746
Employed	8,358
Unemployed	388
Under 16, Military, and institutionalized Population	3,005

Educational Attainment

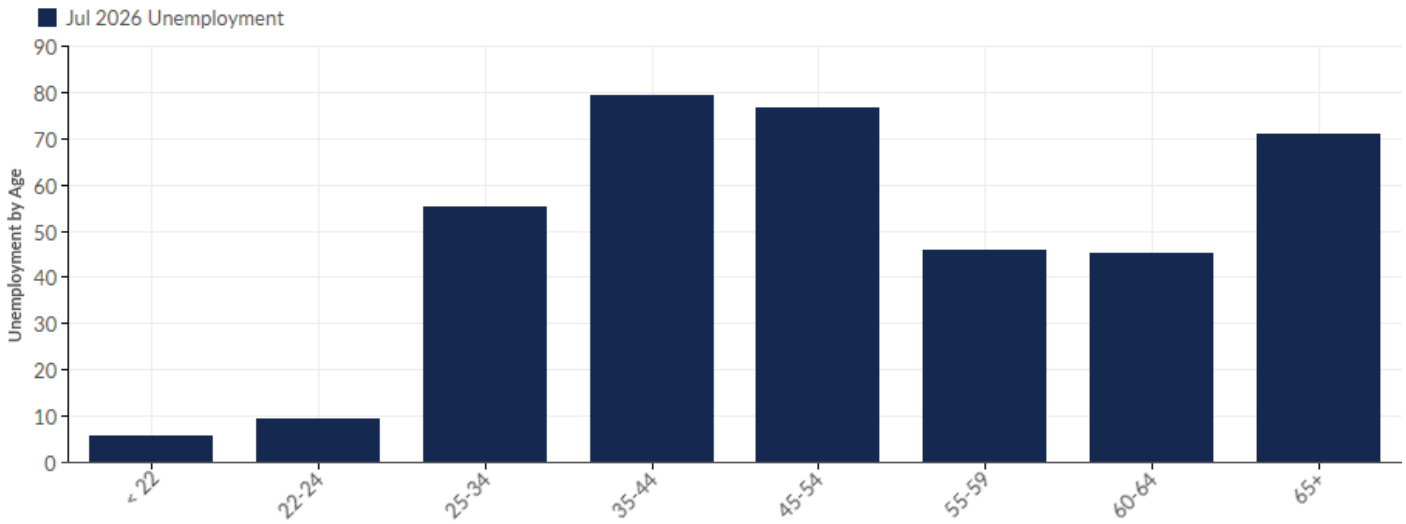
Concerning educational attainment, **13.8% of Adams County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **9.7% hold an Associate's Degree** (0.8% above the national average).



	% of Population	Population
Less Than 9th Grade	2.9%	512
9th Grade to 12th Grade	7.4%	1,328
High School Diploma	40.4%	7,218
Some College	21.4%	3,810
Associate's Degree	9.7%	1,726
Bachelor's Degree	13.8%	2,464
Graduate Degree and Higher	4.4%	787

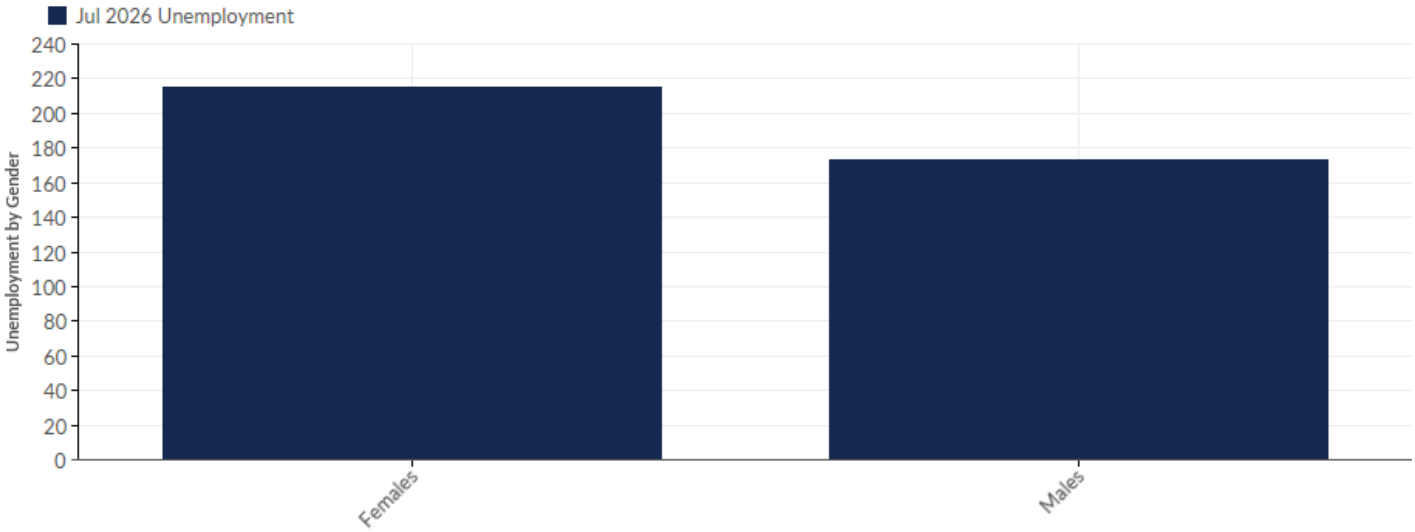
Unemployment by Demographics

Unemployment by Age



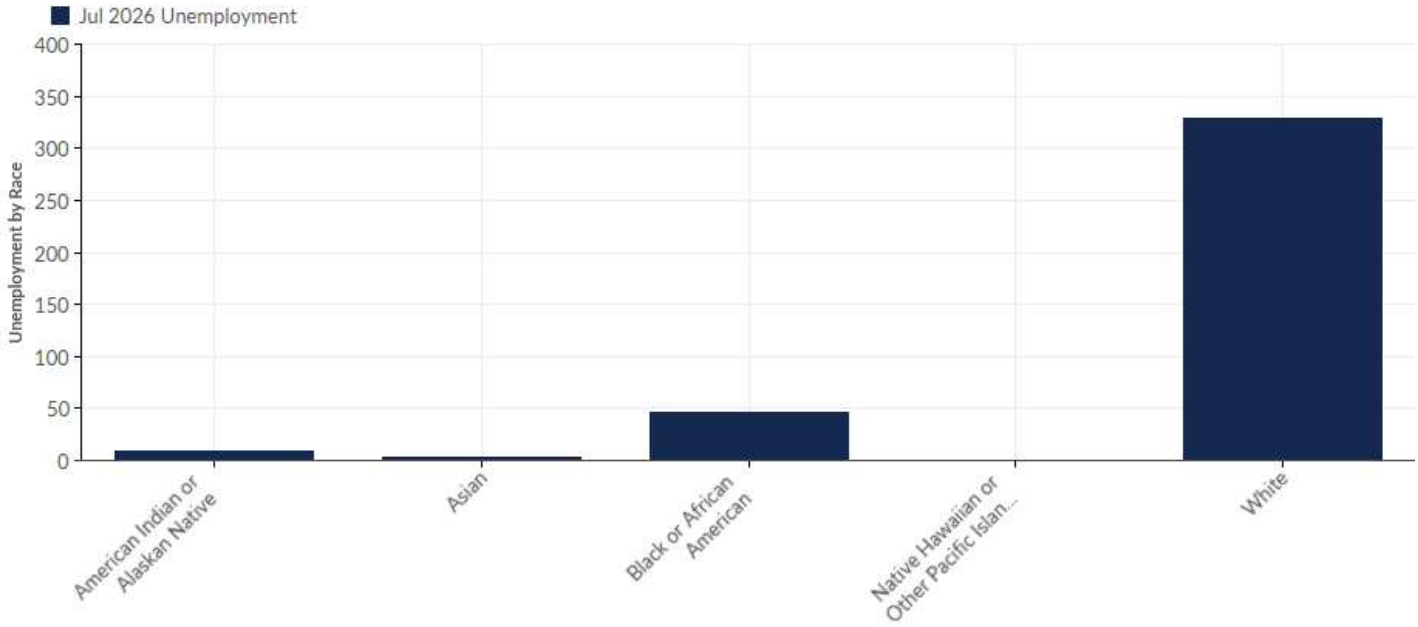
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		6	1.55%
22-24		9	2.32%
25-34		55	14.18%
35-44		79	20.36%
45-54		77	19.85%
55-59		46	11.86%
60-64		45	11.60%
65+		71	18.30%
	Total	388	100.00%

Unemployment by Gender



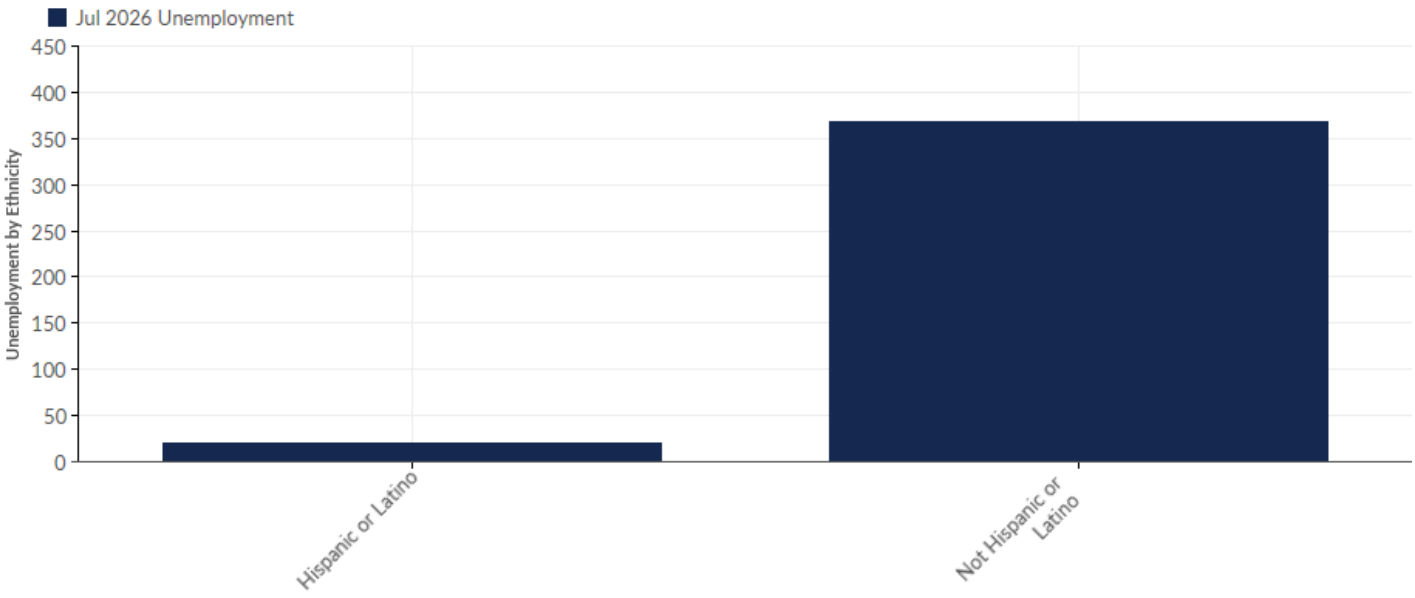
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		215	55.41%
Males		173	44.59%
	Total	388	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	8	2.06%
Asian	4	1.03%
Black or African American	47	12.11%
Native Hawaiian or Other Pacific Islander	1	0.26%
White	328	84.54%
Total	388	100.00%

Unemployment by Ethnicity

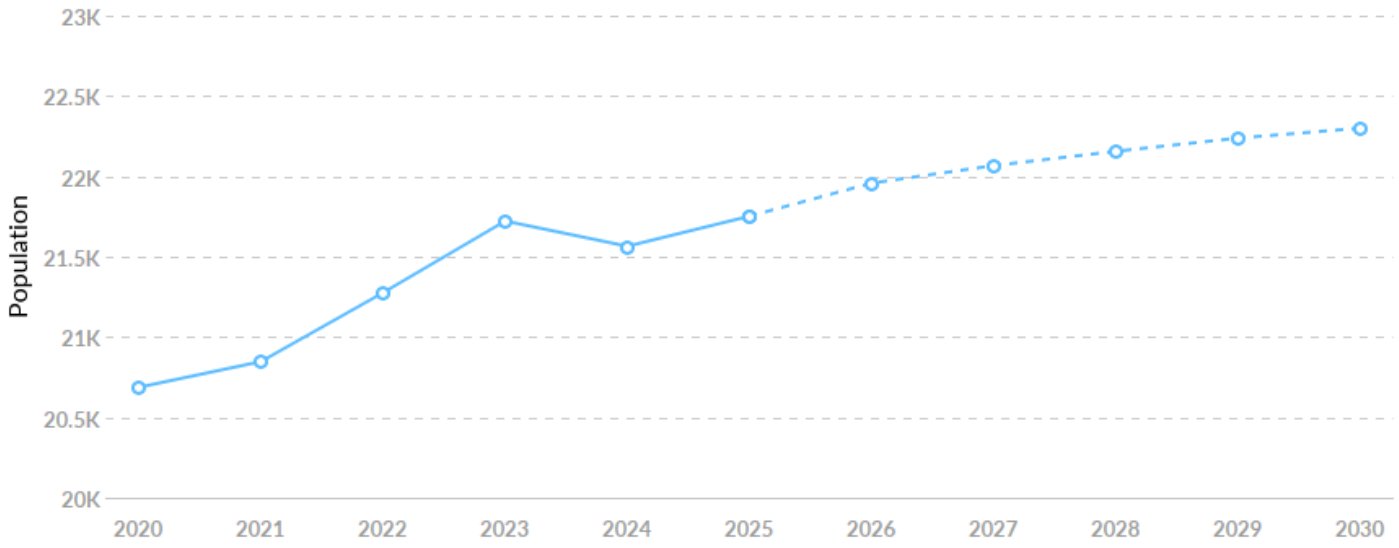


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		20	5.15%
Not Hispanic or Latino		368	94.85%
	Total	388	100.00%

Historic & Projected Trends

Population Trends

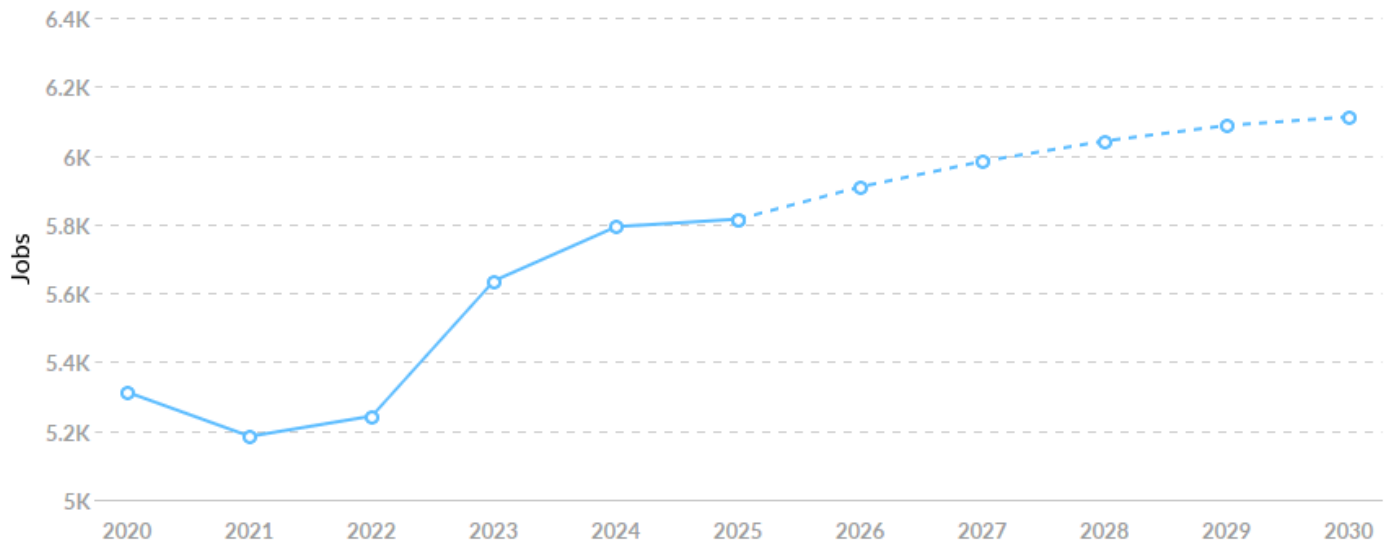
As of 2025 the region's population **increased by 5.1%** since 2020, growing by 1,065. Population is expected to **increase by 2.5%** between 2025 and 2030, adding 548.



Timeframe	Population
2020	20,687
2021	20,847
2022	21,276
2023	21,722
2024	21,565
2025	21,752
2026	21,958
2027	22,067
2028	22,156
2029	22,238
2030	22,300

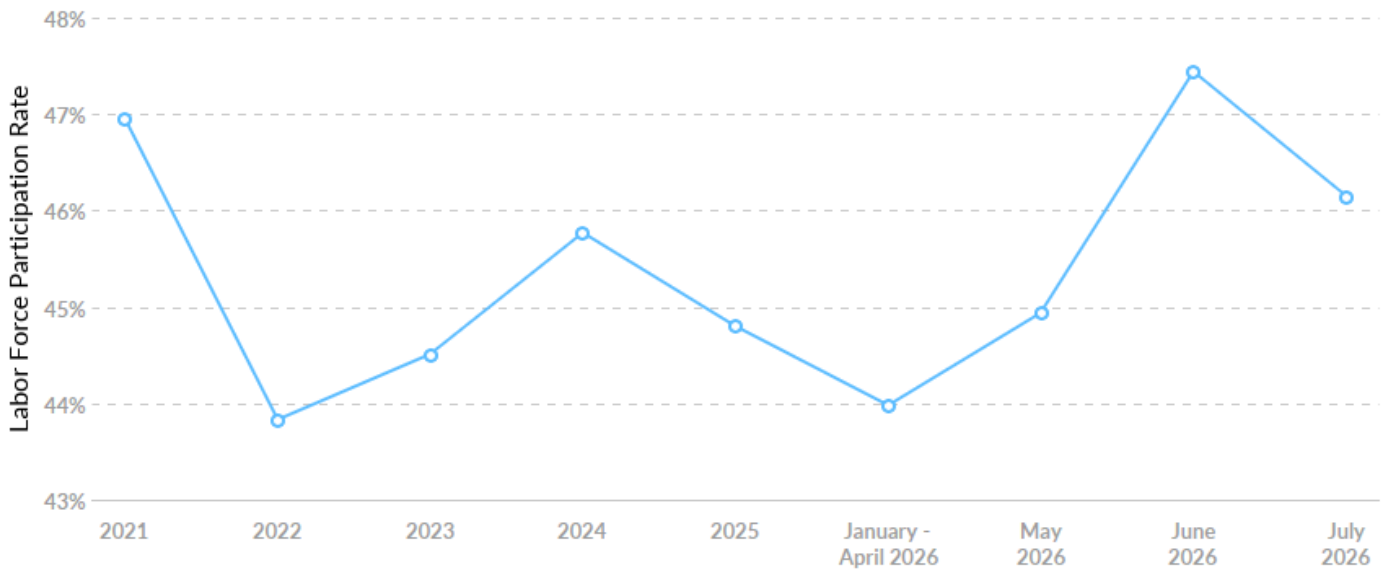
Job Trends

From 2020 to 2025, jobs **increased by 9.5%** in Adams County, WI from 5,312 to **5,815**. This change **fell short of the national growth rate of 10.7% by 1.2%.**



Timeframe	Jobs
2020	5,312
2021	5,184
2022	5,243
2023	5,636
2024	5,793
2025	5,815
2026	5,909
2027	5,983
2028	6,042
2029	6,087
2030	6,112

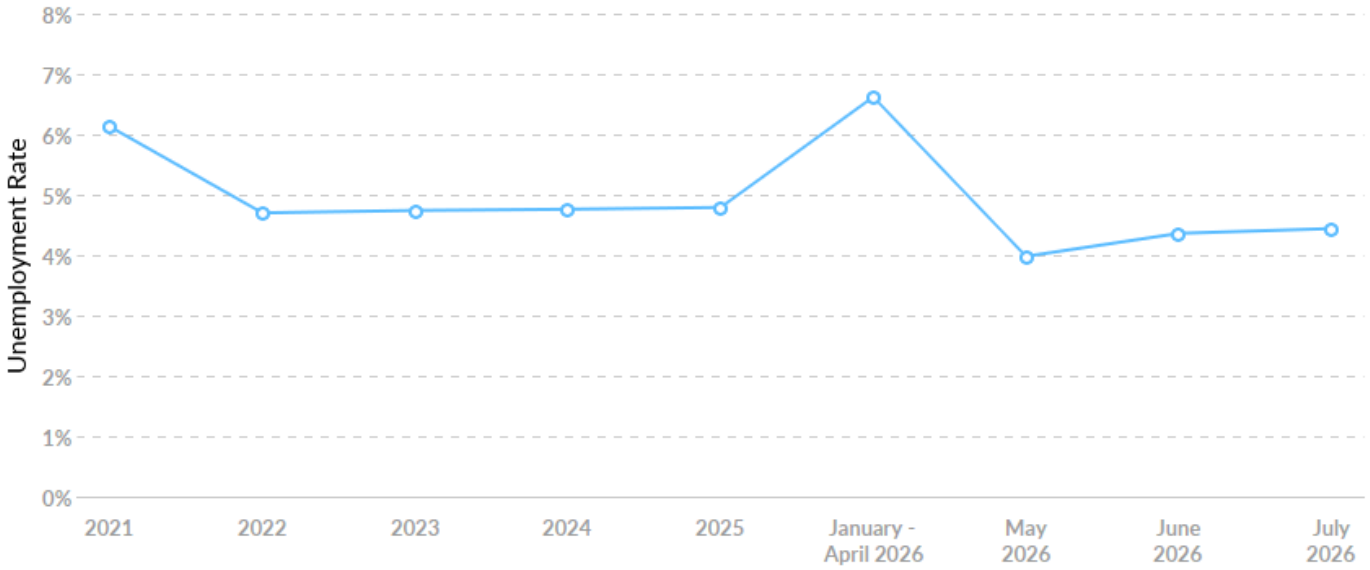
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	46.95%
2022	43.83%
2023	44.51%
2024	45.77%
2025	44.80%
January - April 2026	43.98%
May 2026	44.94%
June 2026	47.44%
July 2026	46.15%

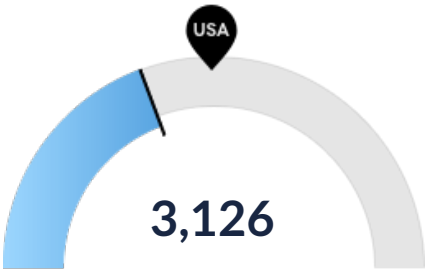
Unemployment Rate Trends

Adams County, WI had a July 2026 unemployment rate of 4.44%, **decreasing from 6.13%** 5 years before.



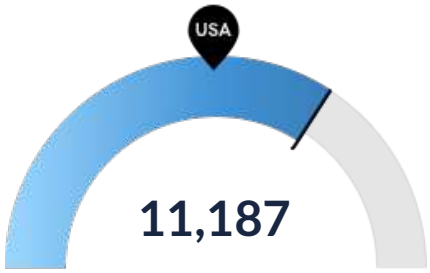
Timeframe	Unemployment Rate
2021	6.13%
2022	4.70%
2023	4.74%
2024	4.76%
2025	4.79%
January - April 2026	6.62%
May 2026	3.98%
June 2026	4.36%
July 2026	4.44%

Population Characteristics



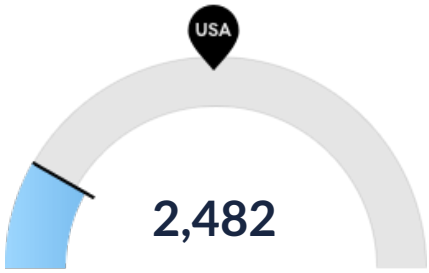
Millennials

Adams County, WI has 3,126 millennials (ages 25-39). The national average for an area this size is 4,438.



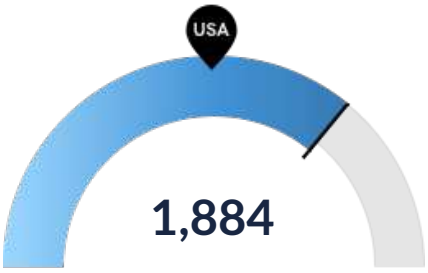
Retiring Soon

Retirement risk is high in Adams County, WI. The national average for an area this size is 6,734 people 55 or older, while there are 11,187 here.



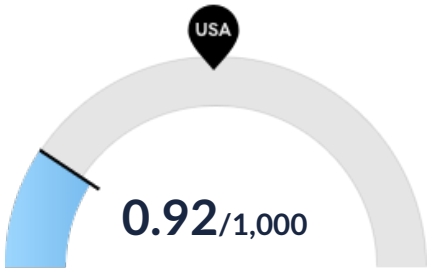
Racial Diversity

Racial diversity is low in Adams County, WI. The national average for an area this size is 9,548 racially diverse people, while there are 2,482 here.



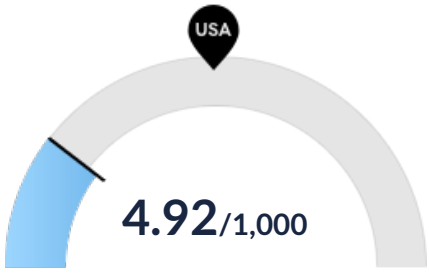
Veterans

Adams County, WI has 1,884 veterans. The national average for an area this size is 1,027.



Violent Crime

Adams County, WI has 0.92 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

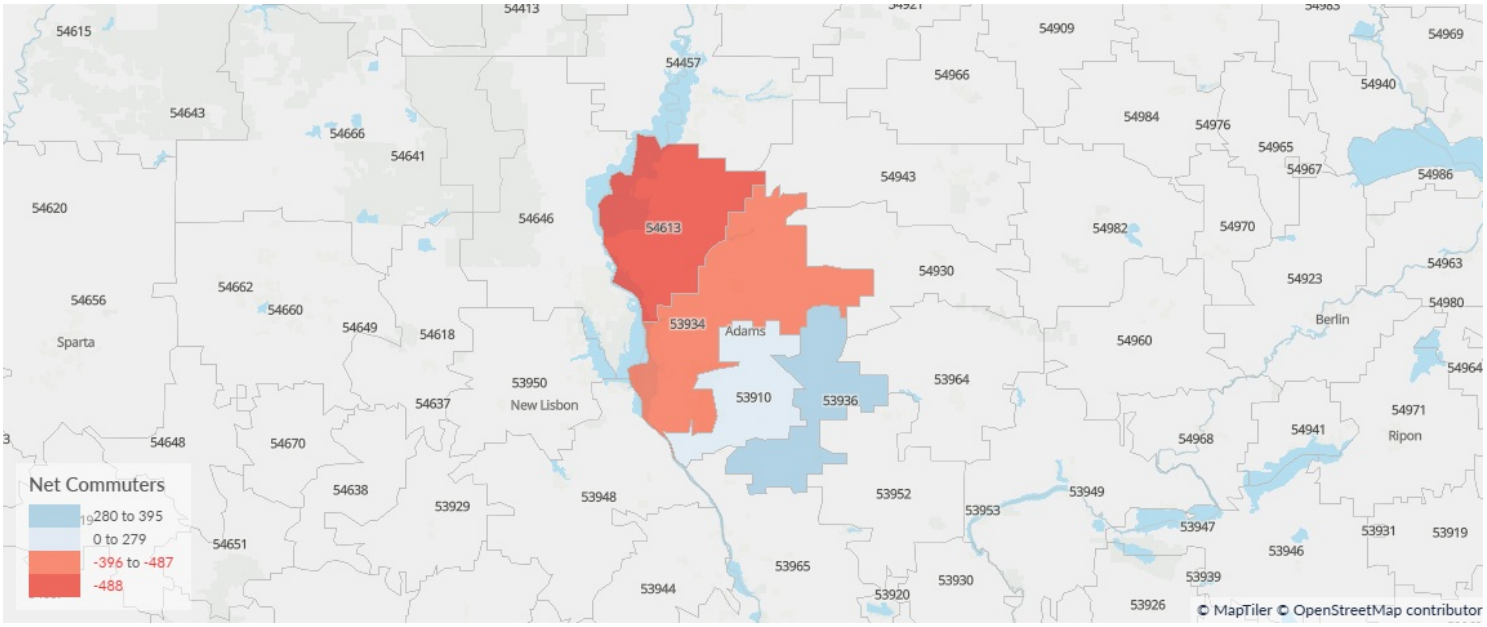


Property Crime

Adams County, WI has 4.92 property crimes per 1,000 people. The national rate is 14.58 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	2025 Employment
53910	Adams, WI (in Adams co...	1,979
53934	Friendship, WI (in Adam...	1,922
53936	Grand Marsh, WI (in Ad...	1,360
54613	Arkdale, WI (in Adams c...	554

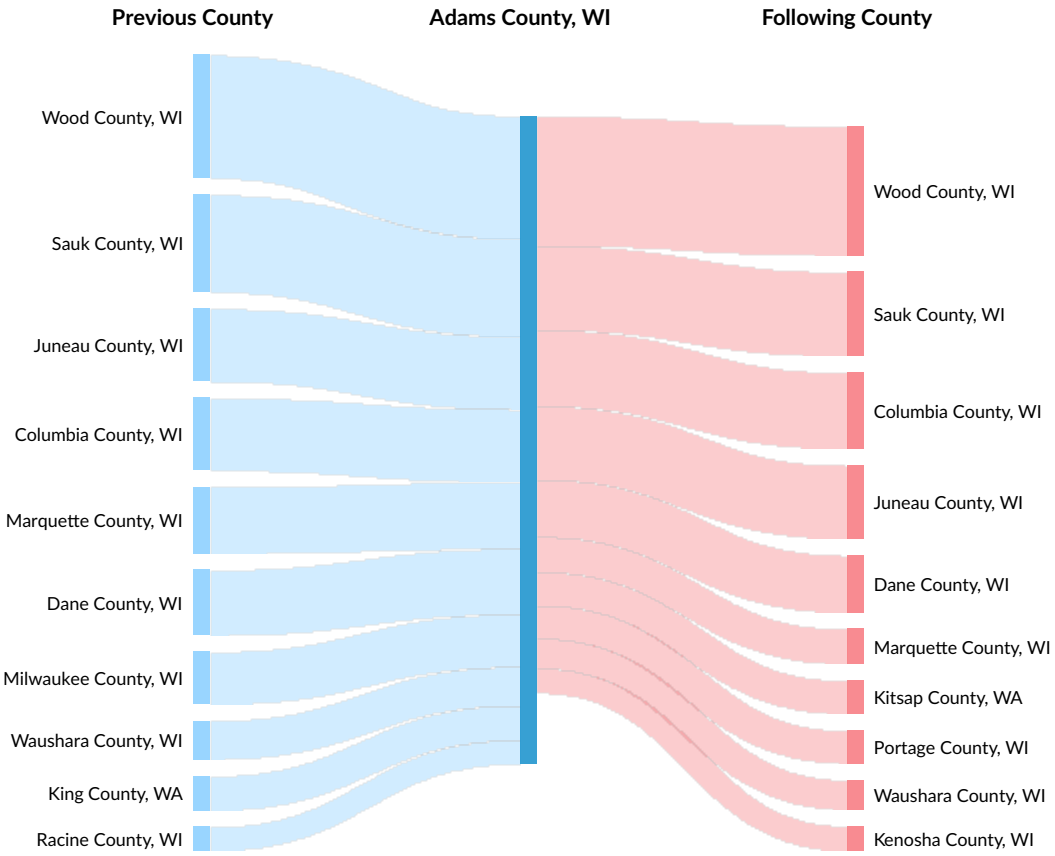
Where Talent Lives

ZIP	Name	2025 Workers
53934	Friendship, WI (in Adam...	2,318
53910	Adams, WI (in Adams co...	1,839
53936	Grand Marsh, WI (in Ad...	1,080
54613	Arkdale, WI (in Adams c...	1,042

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.



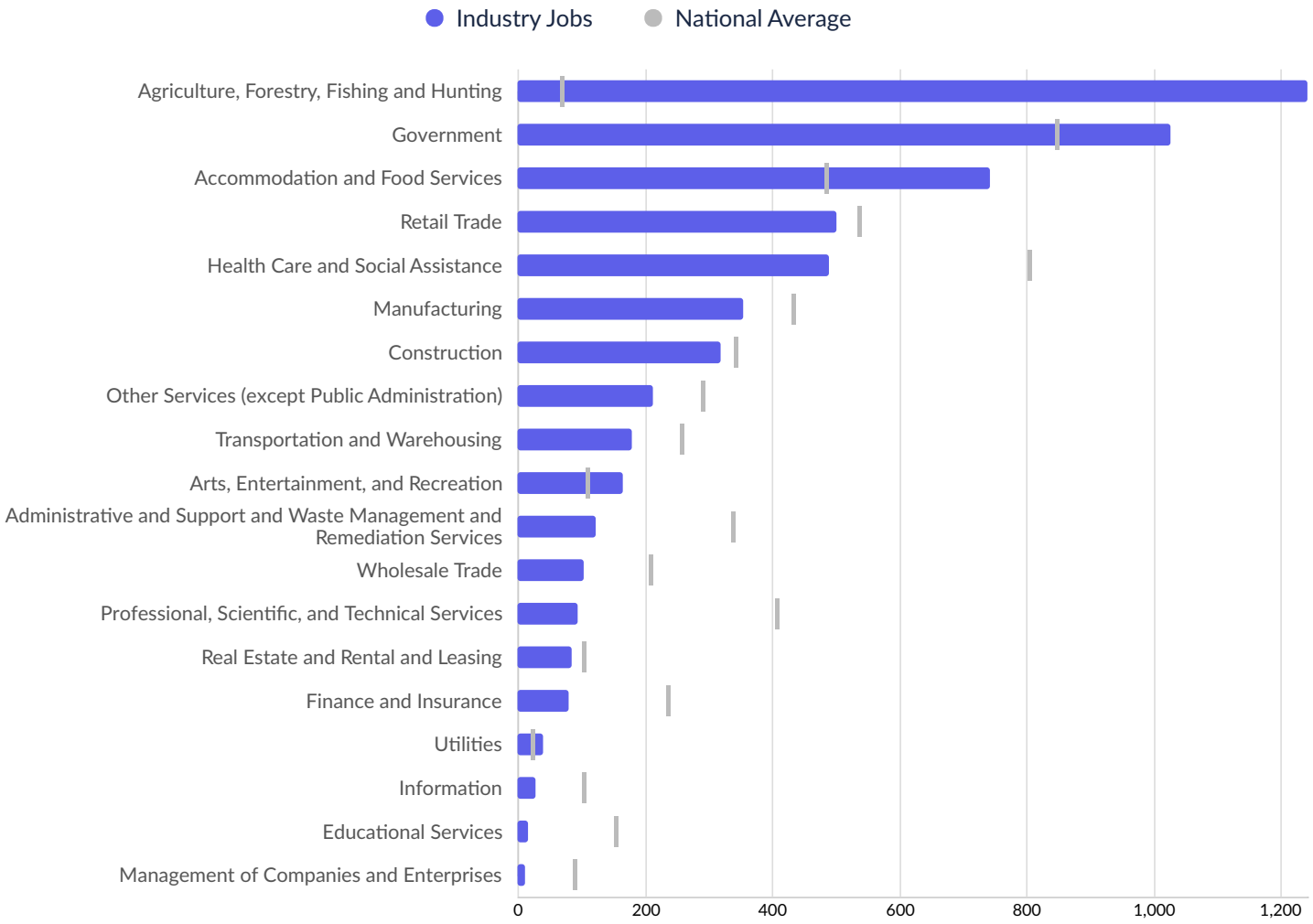
Top Previous Counties	Migrations
Wood County, WI	121
Sauk County, WI	96
Juneau County, WI	72
Columbia County, WI	72
Marquette County, WI	66
Dane County, WI	64

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

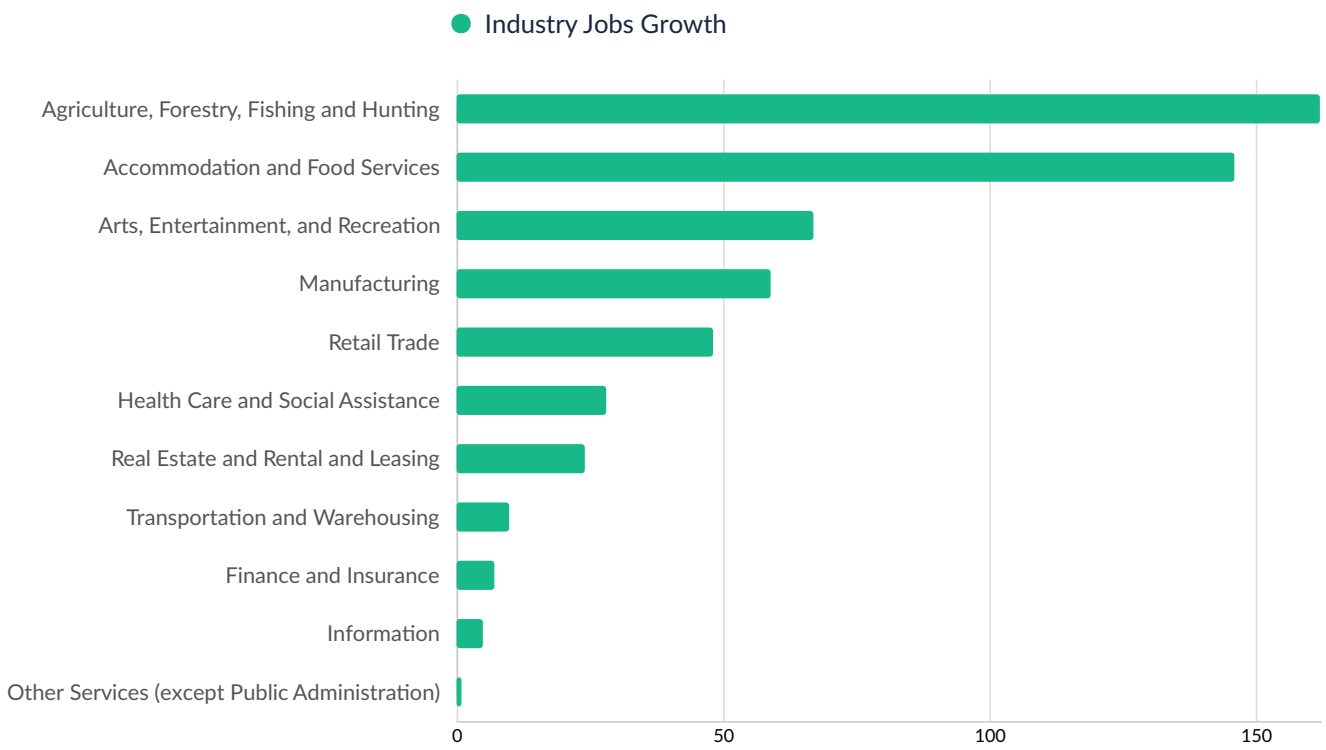
Top Following Counties	Migrations
Wood County, WI	127
Sauk County, WI	83
Columbia County, WI	75
Juneau County, WI	72
Dane County, WI	56
Marquette County, WI	35
Kitsap County, WA	33
Portage County, WI	32
Waushara County, WI	29
Kenosha County, WI	24
Hidalgo County, TX	19
Racine County, WI	15
Ozaukee County, WI	14
Milwaukee County, WI	14
Olmsted County, MN	12

Industry Characteristics

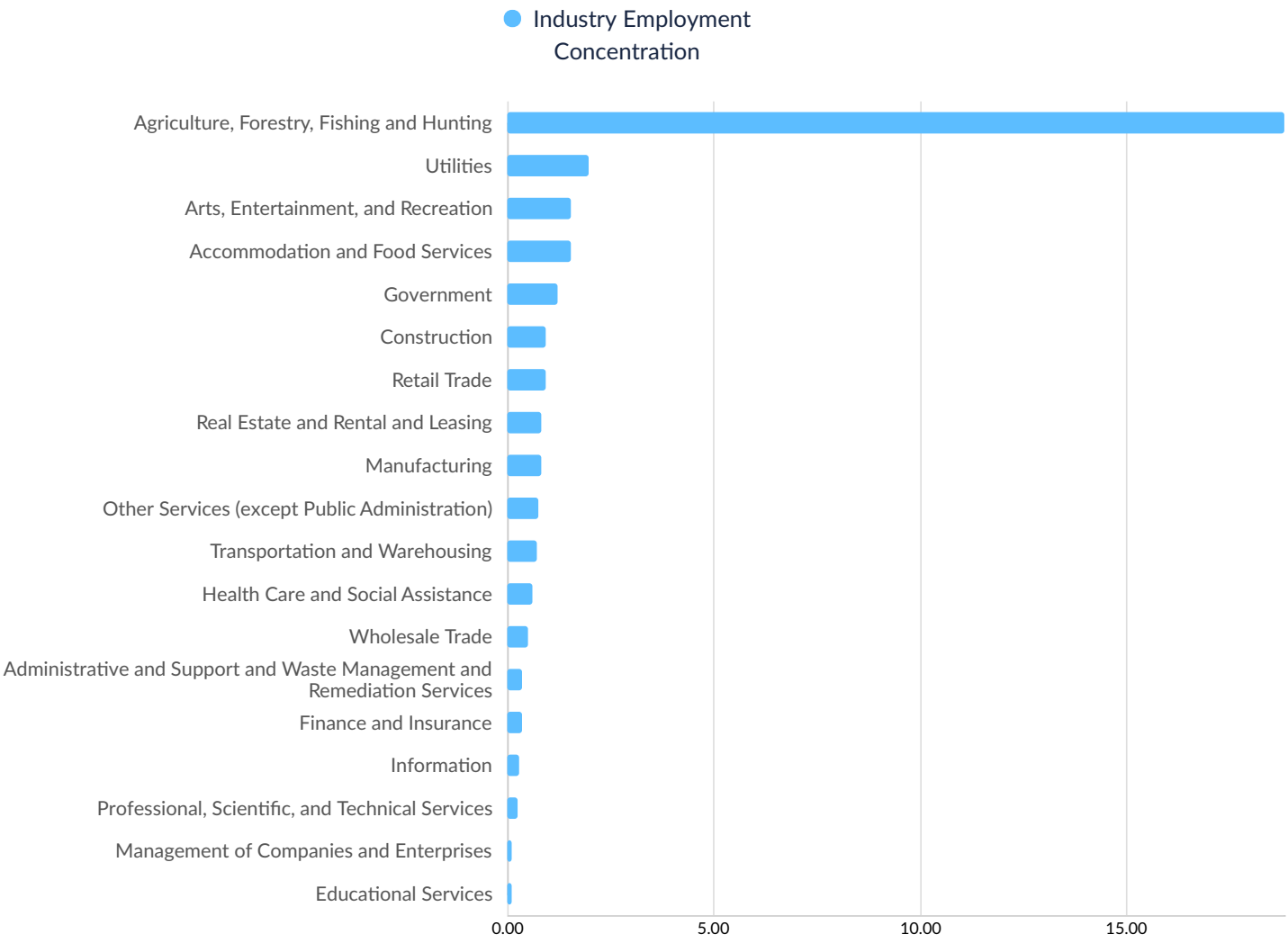
Largest Industries



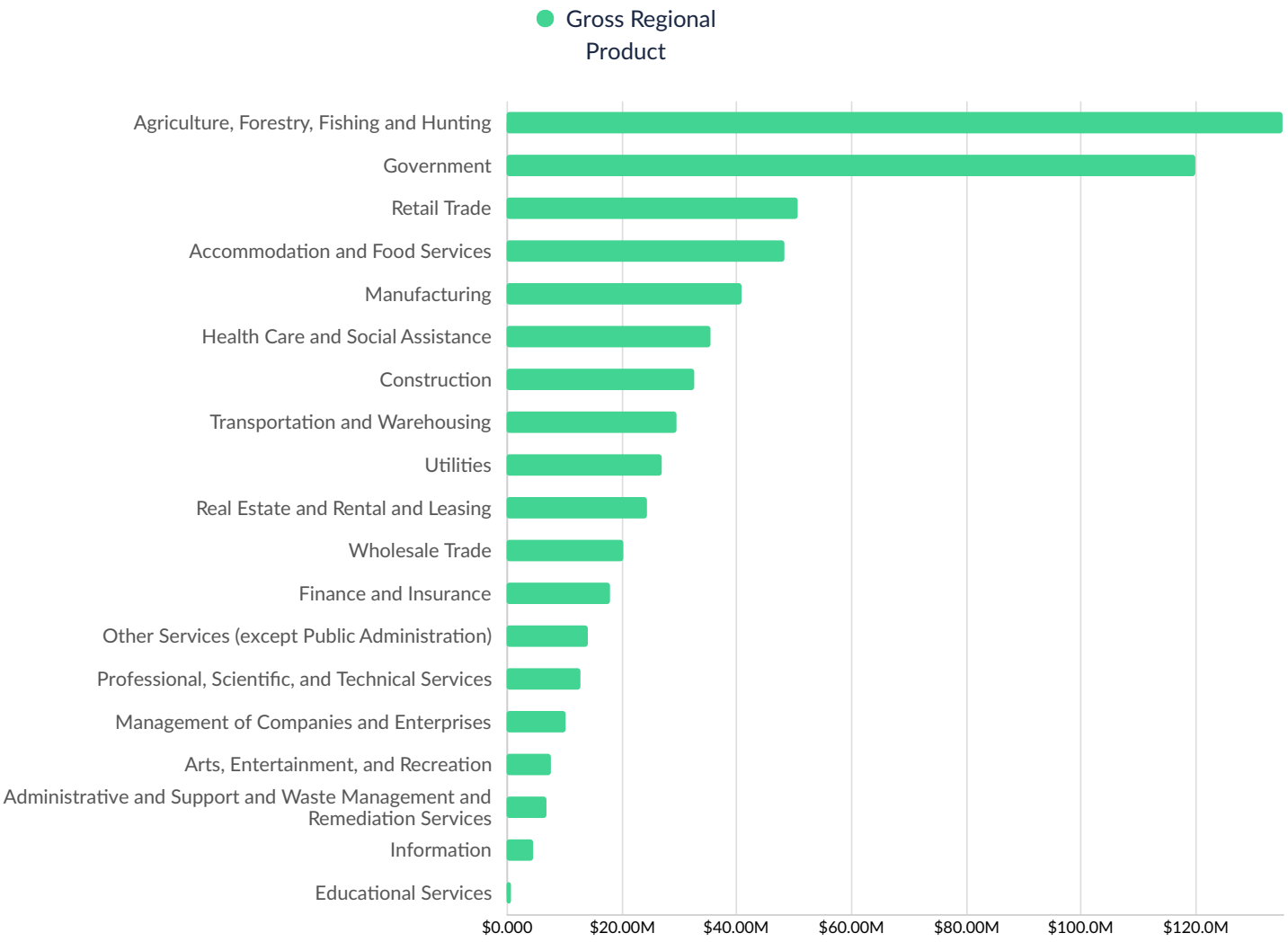
Top Growing Industries



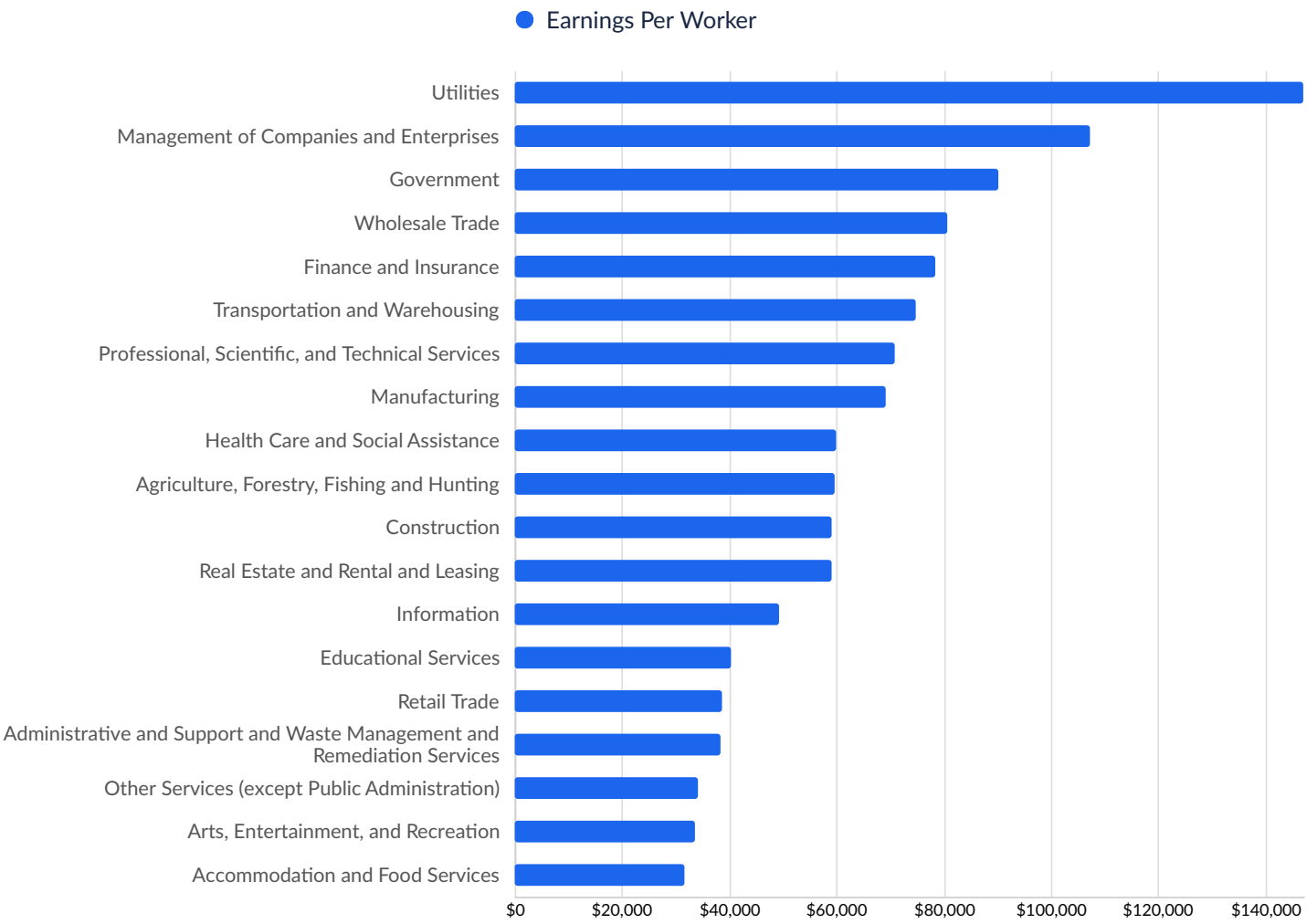
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

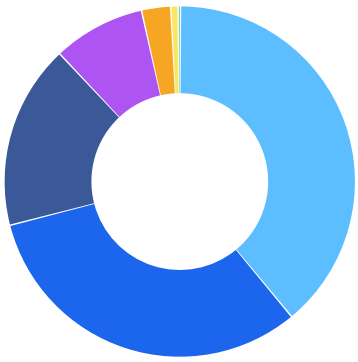
838 Companies Employ Your Workers

Online profiles for your workers mention 838 companies as employers, with the top 10 appearing below. In the last 12 months, 182 companies in Adams County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Adams Friendship Area Schools	55
Adams County Government	31
WestRock	30
Adams-Columbia Electric Coope...	18
Coldwell Banker	17
Adams-Friendship School District	16
Adams County Health And Hum...	13
State of Wisconsin	11
Adams County Sheriff's Office	10
Allied Cooperative	10

Top Companies Posting	Unique Postings
Airbus	42
Emplify Health	38
United States Department of Ju...	36
Adams County Government	29
Good Samaritan Society	22
Kwik Trip	22
County Of Adams	21
Soliant Health	16
Supplemental Health Care	16
Southern Health Partners	14

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

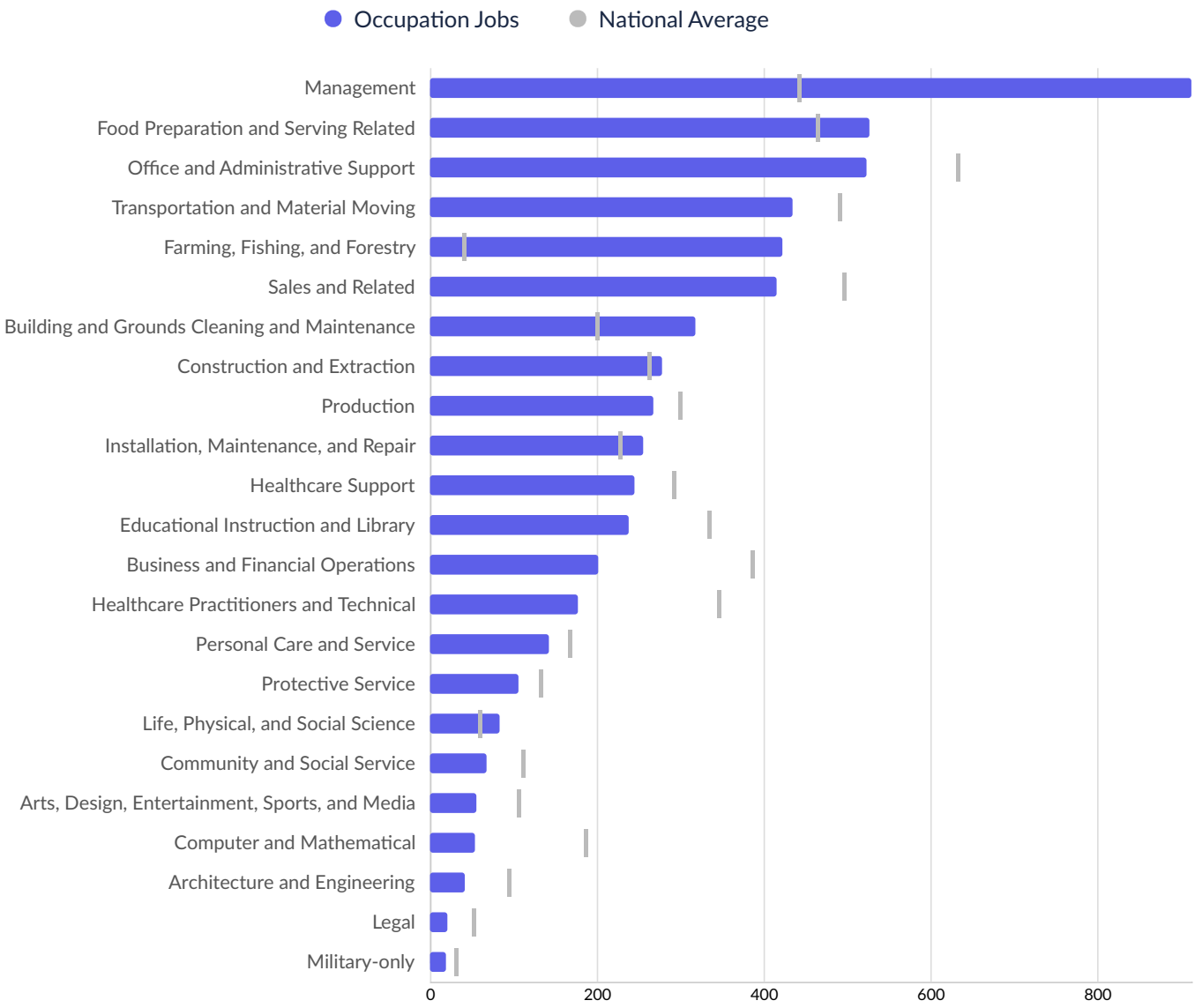
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

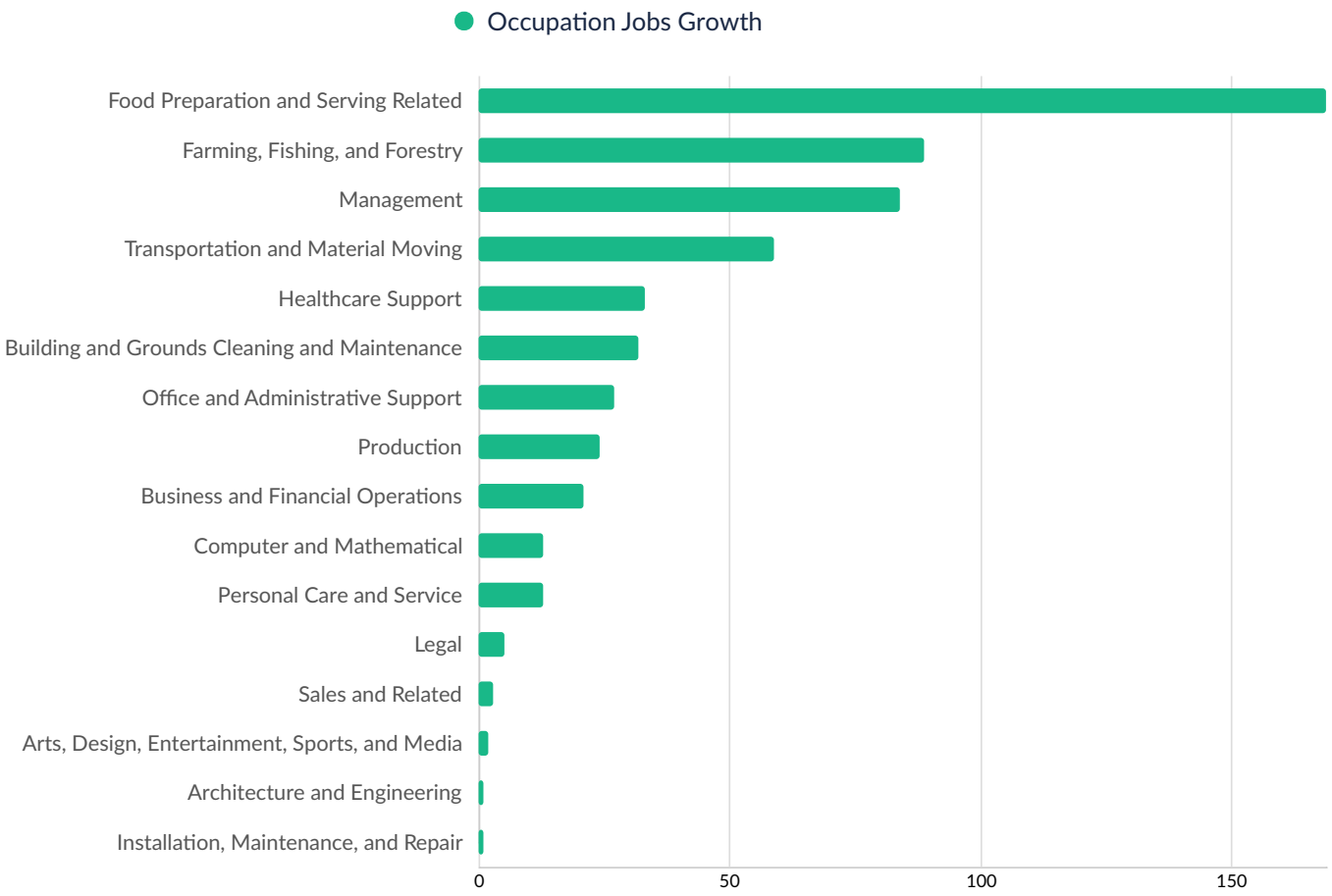
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

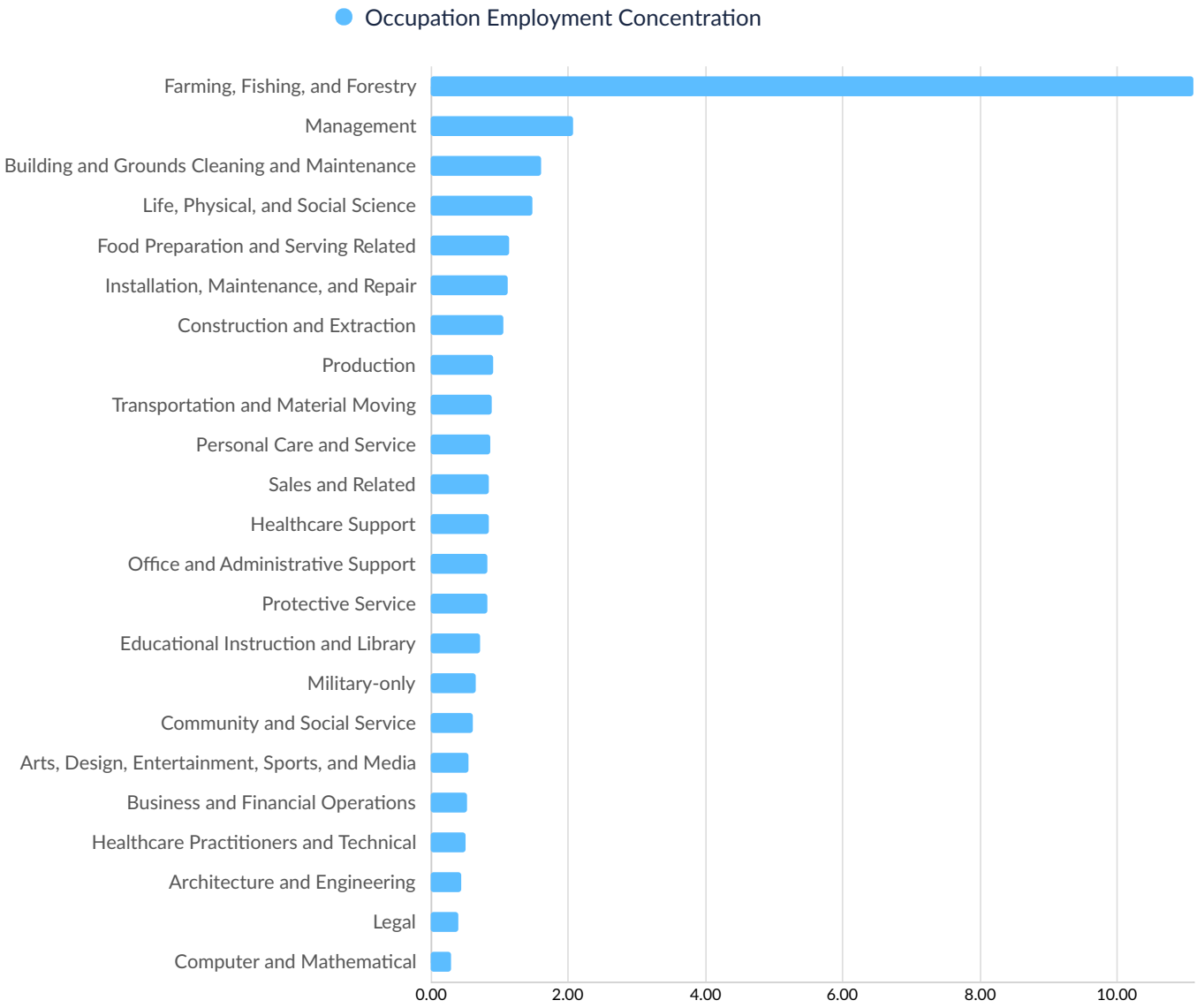
Largest Occupations



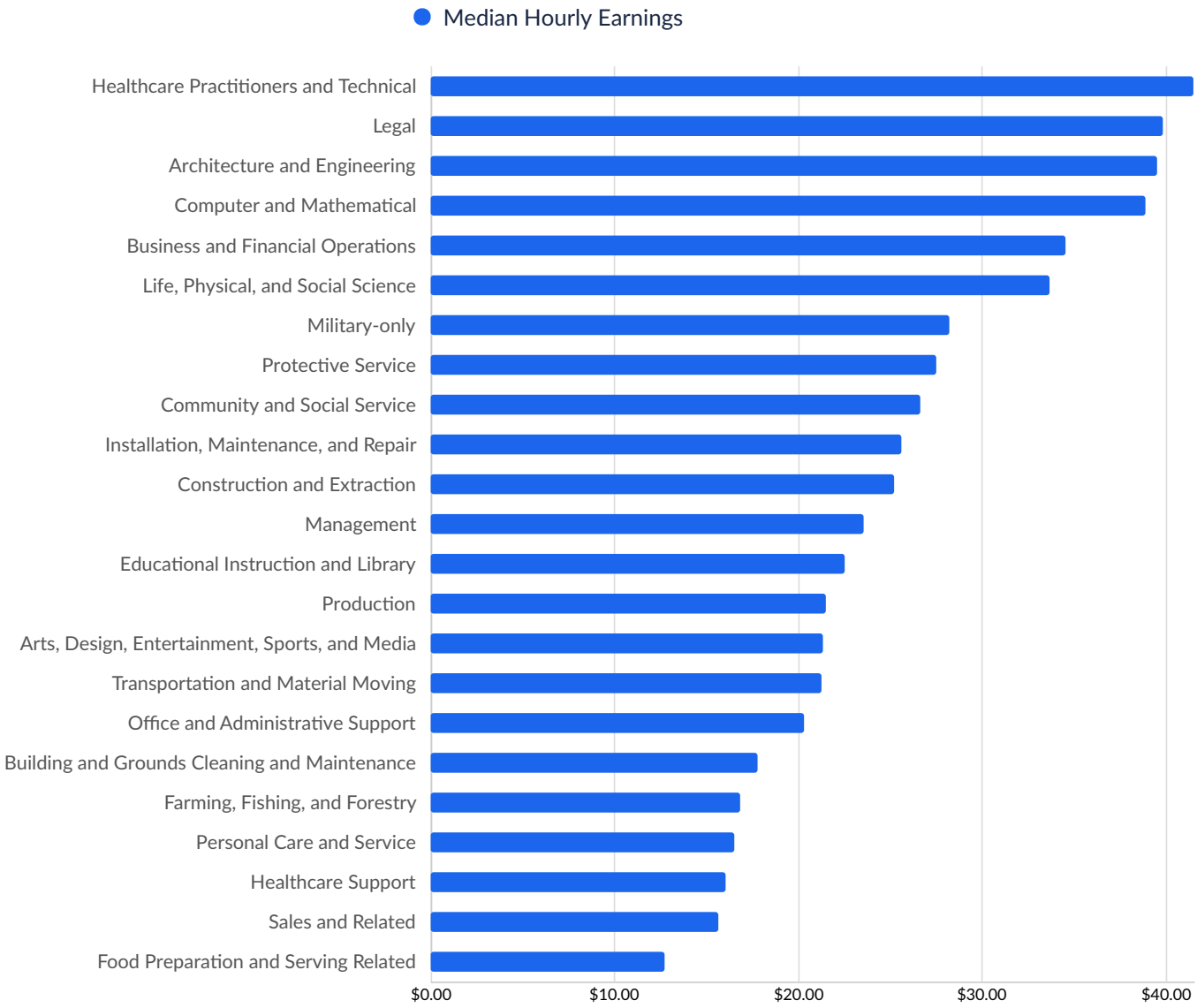
Top Growing Occupations



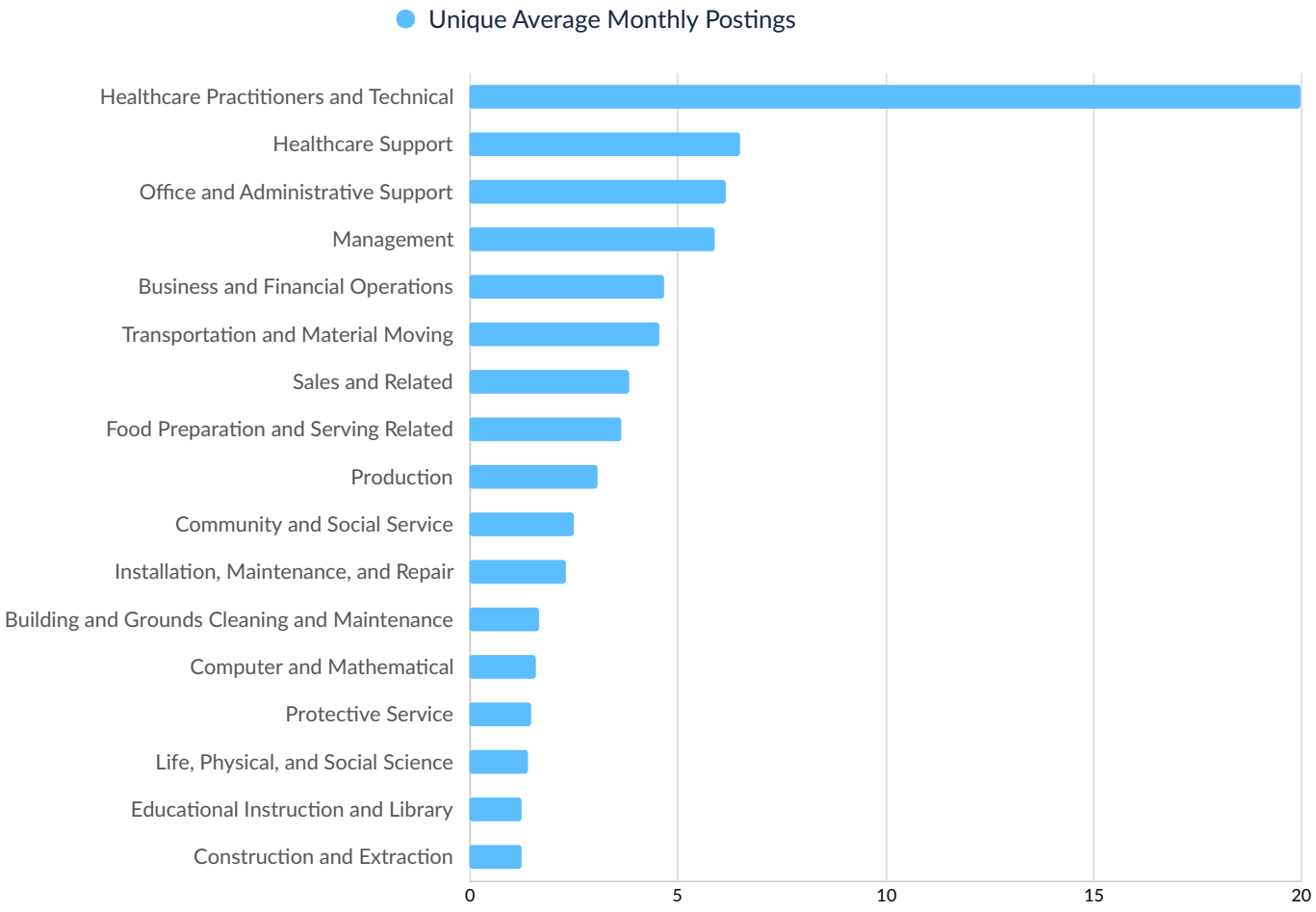
Top Occupation Employment Concentration



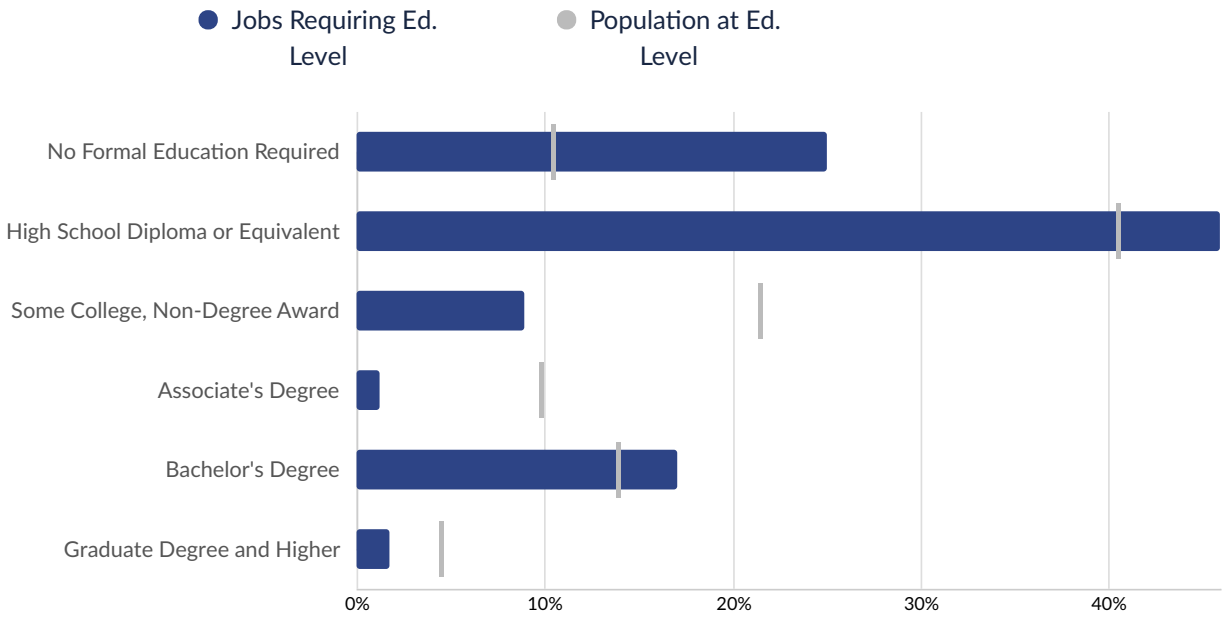
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

