



Ashland County, WI

Northwest Regional Planning Commission



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keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

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Report Parameters

1 County

55003 Ashland 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

16,373

Population (2022)

Population **grew by 866** over the last 5 years and is projected to **grow by 1,178** over the next 5 years.

8,479

Total Regional Employment

Jobs **decreased by 577** over the last 5 years but are projected to **grow by 418** over the next 5 years.

\$55.1K

Median Household Income (2021)

Median household income is **\$14.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 5.6%** since 2017, growing by 866. Population is expected to **increase by 7.2%** between 2022 and 2027, adding 1,178.
- From 2017 to 2022, jobs **declined by 6.4%** in Ashland County, WI from 9,057 to **8,479**. This change **fell short of the national growth rate of 3.4% by 9.8%**. As the number of jobs declined, the **labor force participation rate decreased from 61.7% to 54.4% between 2017 and 2022**.
- Concerning educational attainment, **12.8% of Ashland County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

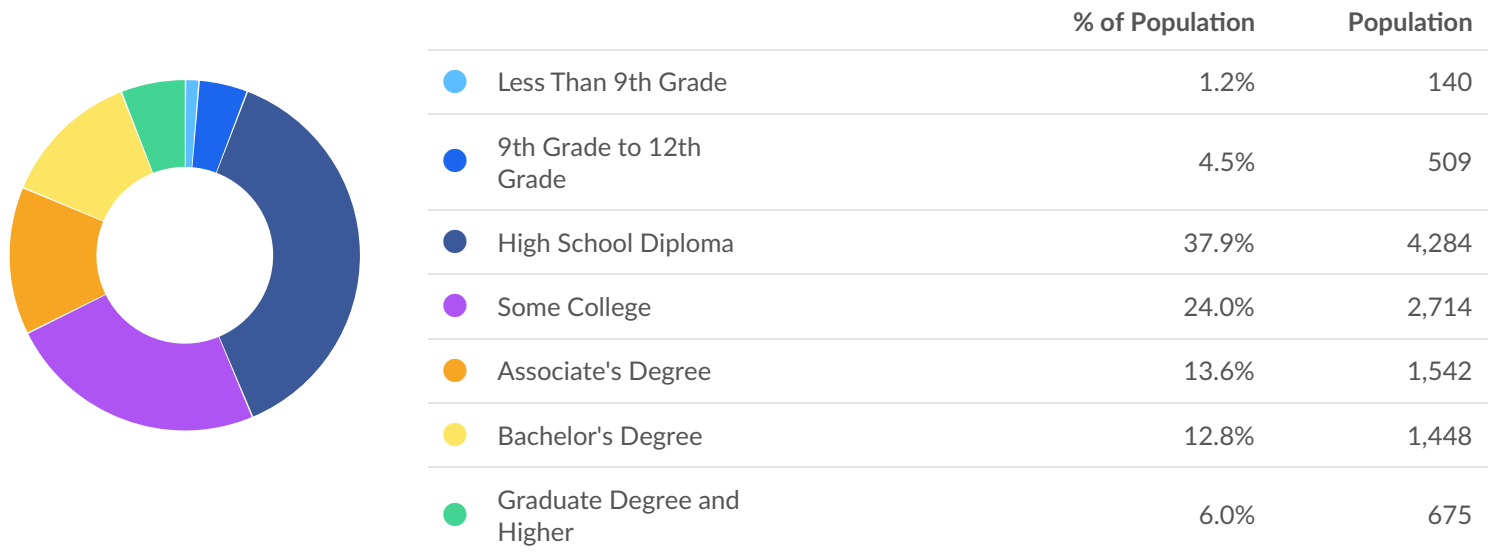
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	16,625	7,079	8,479	97.3	\$837.72M	\$1.25B	\$1.25B
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



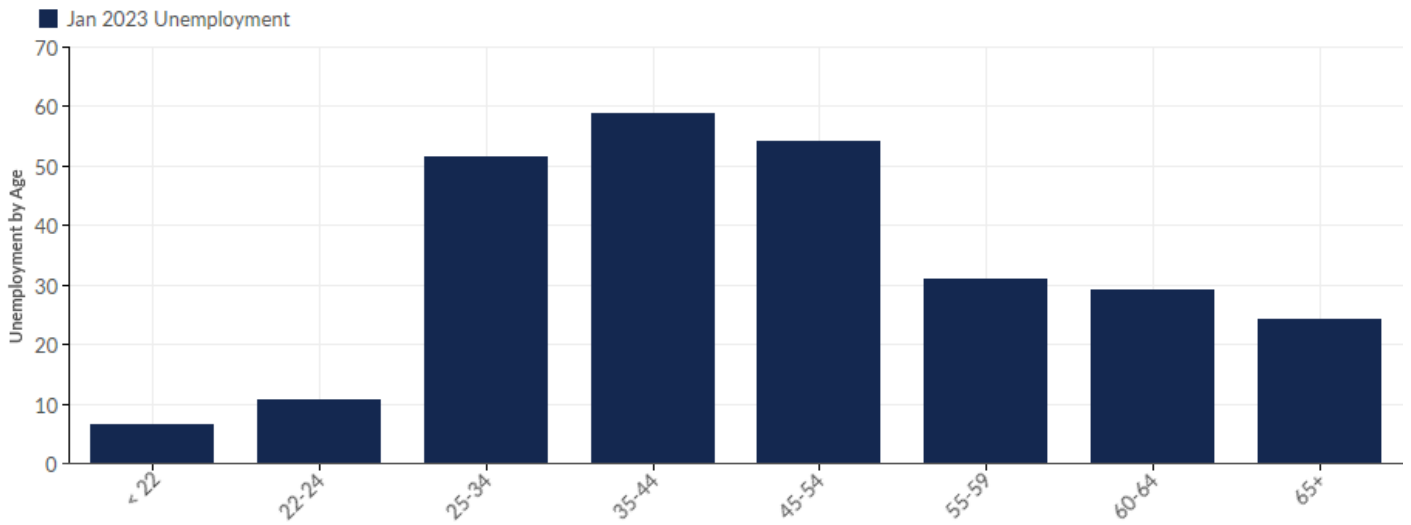
Educational Attainment

Concerning educational attainment, **12.8% of Ashland County, WI residents possess a Bachelor's Degree** (8.0% below the national average), and **13.6% hold an Associate's Degree** (4.8% above the national average).



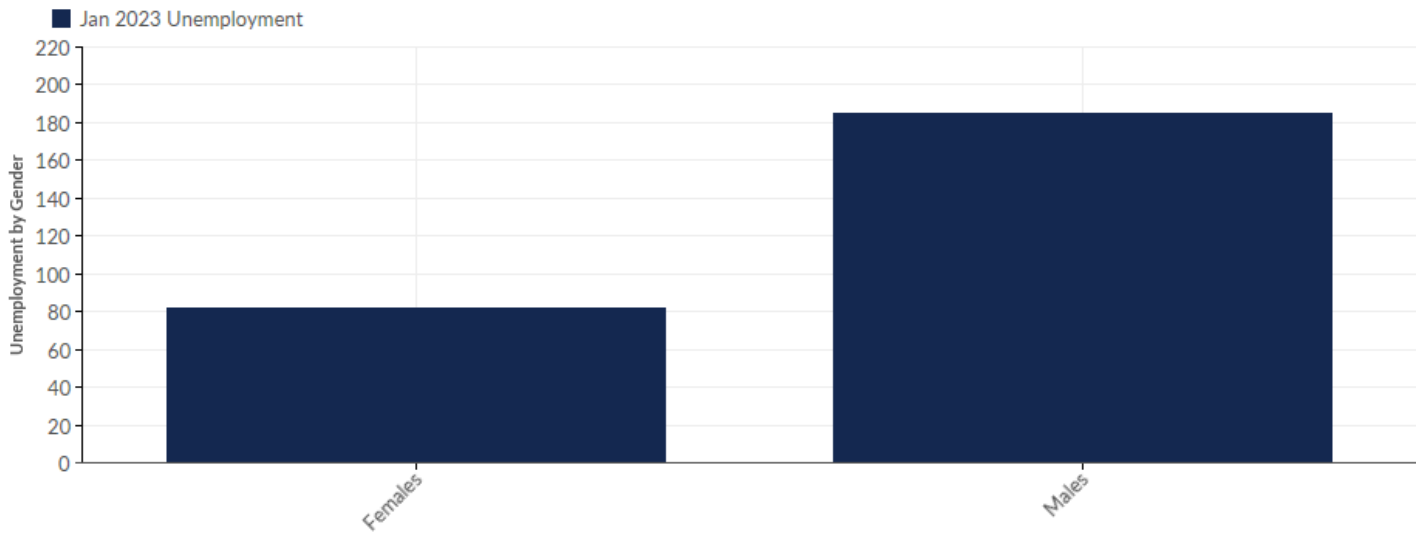
Unemployment by Demographics

Unemployment by Age



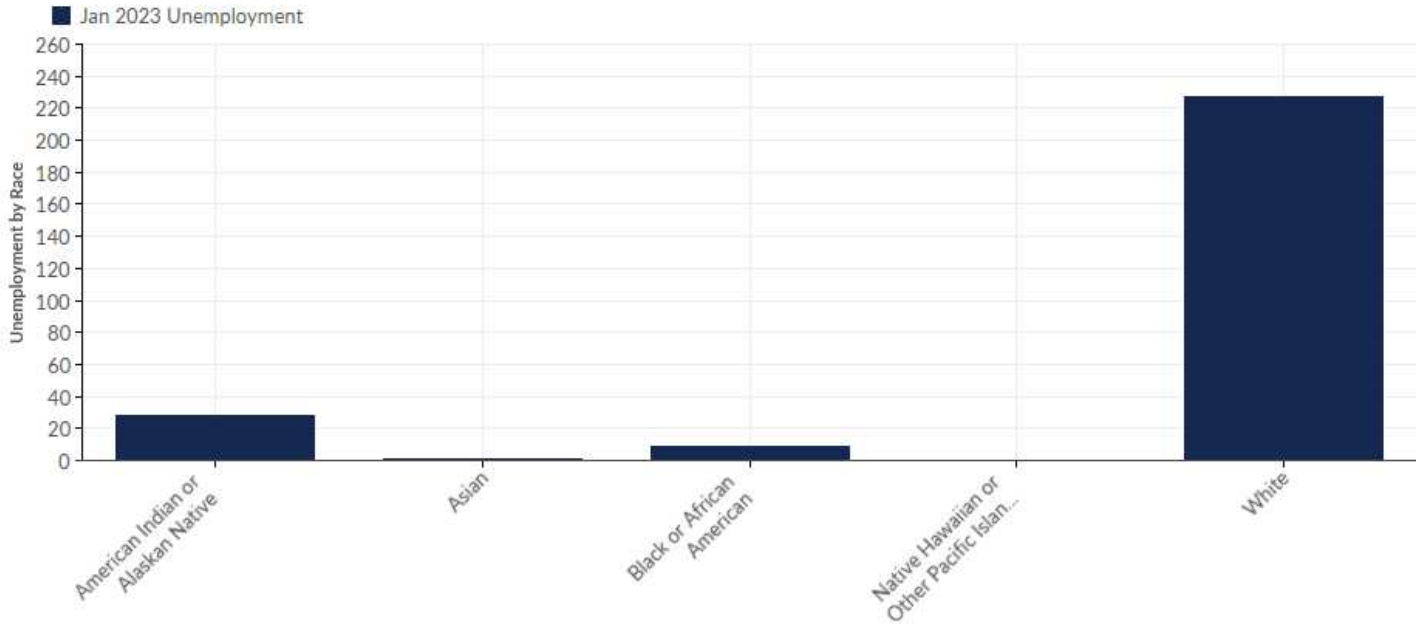
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	7	2.63%
22-24	11	4.14%
25-34	51	19.17%
35-44	59	22.18%
45-54	54	20.30%
55-59	31	11.65%
60-64	29	10.90%
65+	24	9.02%
Total	266	100.00%

Unemployment by Gender



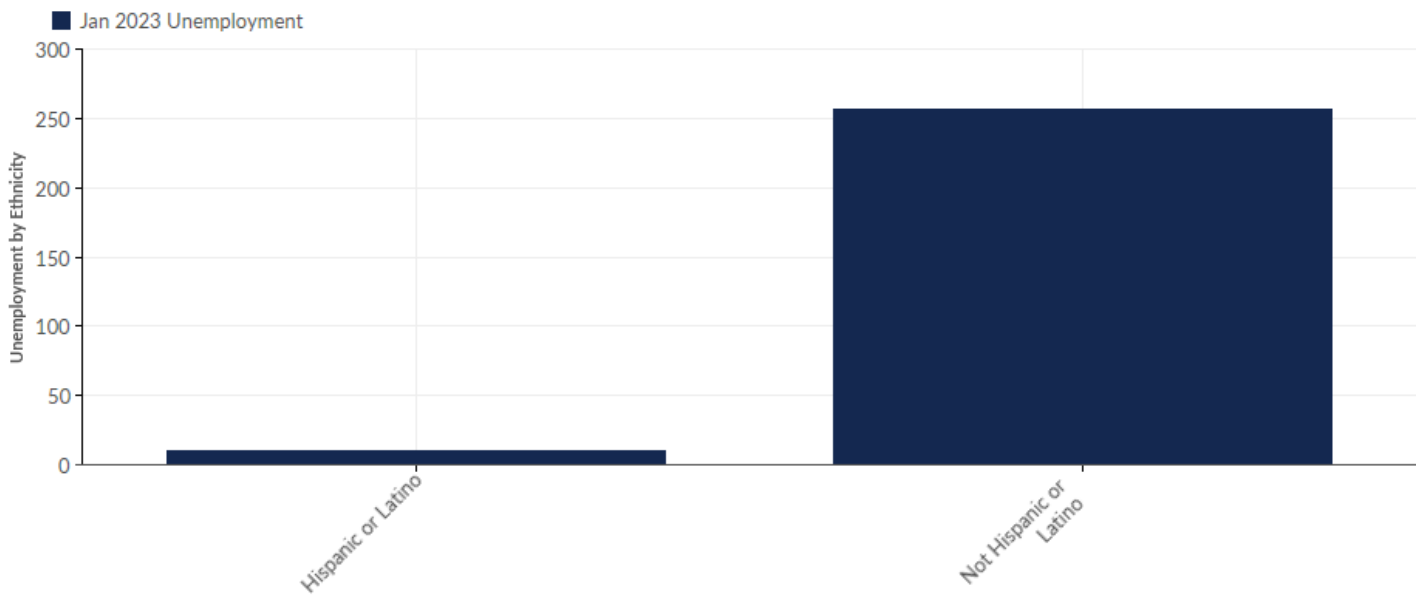
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	81	30.45%
Males	185	69.55%
Total	266	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	28	10.53%
Asian	1	0.38%
Black or African American	9	3.38%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	228	85.71%
Total	266	100.00%

Unemployment by Ethnicity

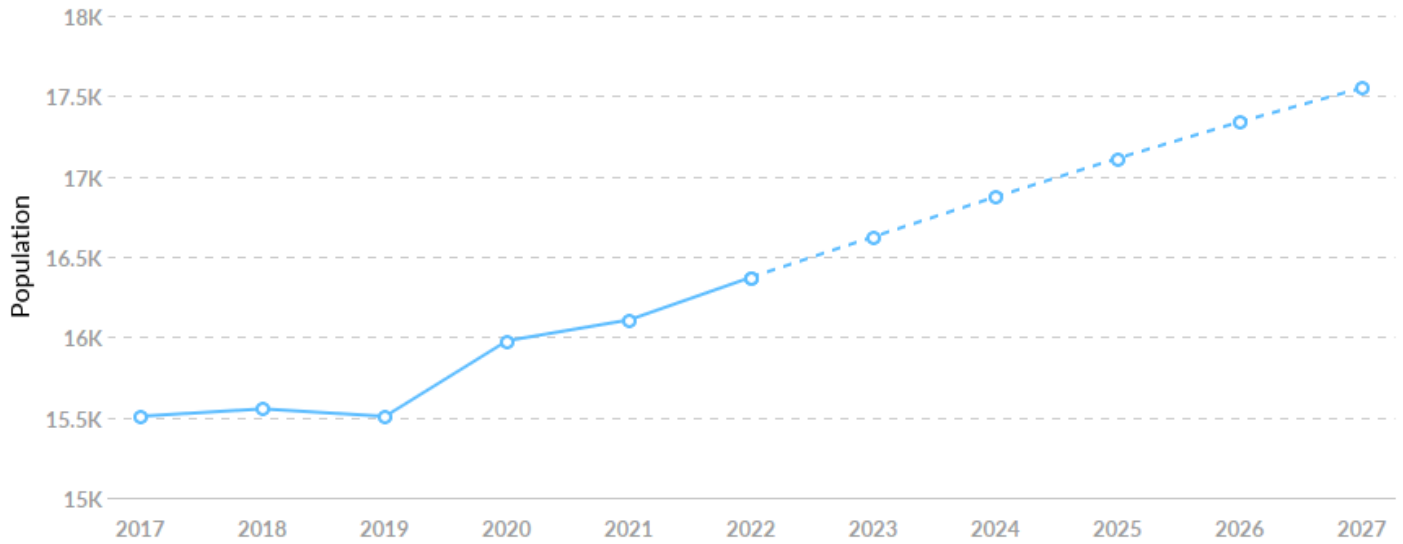


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	10	3.76%
Not Hispanic or Latino	256	96.24%
Total	266	100.00%

Historic & Projected Trends

Population Trends

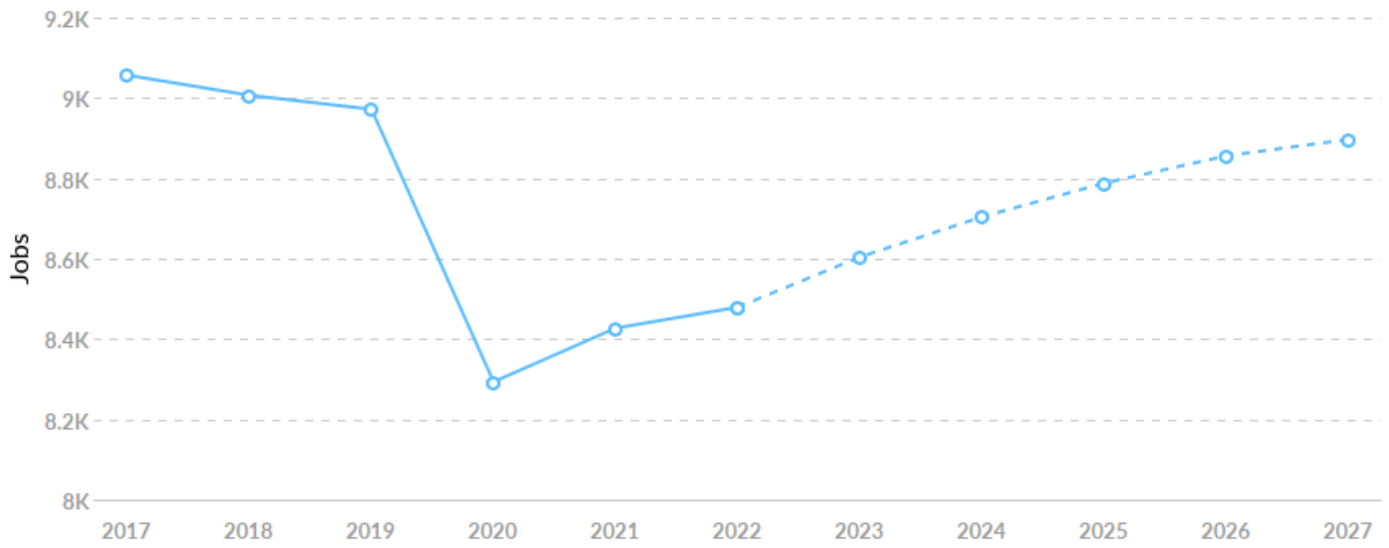
As of 2022 the region's population increased by 5.6% since 2017, growing by 866. Population is expected to increase by 7.2% between 2022 and 2027, adding 1,178.



Timeframe	Population
2017	15,507
2018	15,553
2019	15,506
2020	15,977
2021	16,107
2022	16,373
2023	16,625
2024	16,873
2025	17,113
2026	17,340
2027	17,551

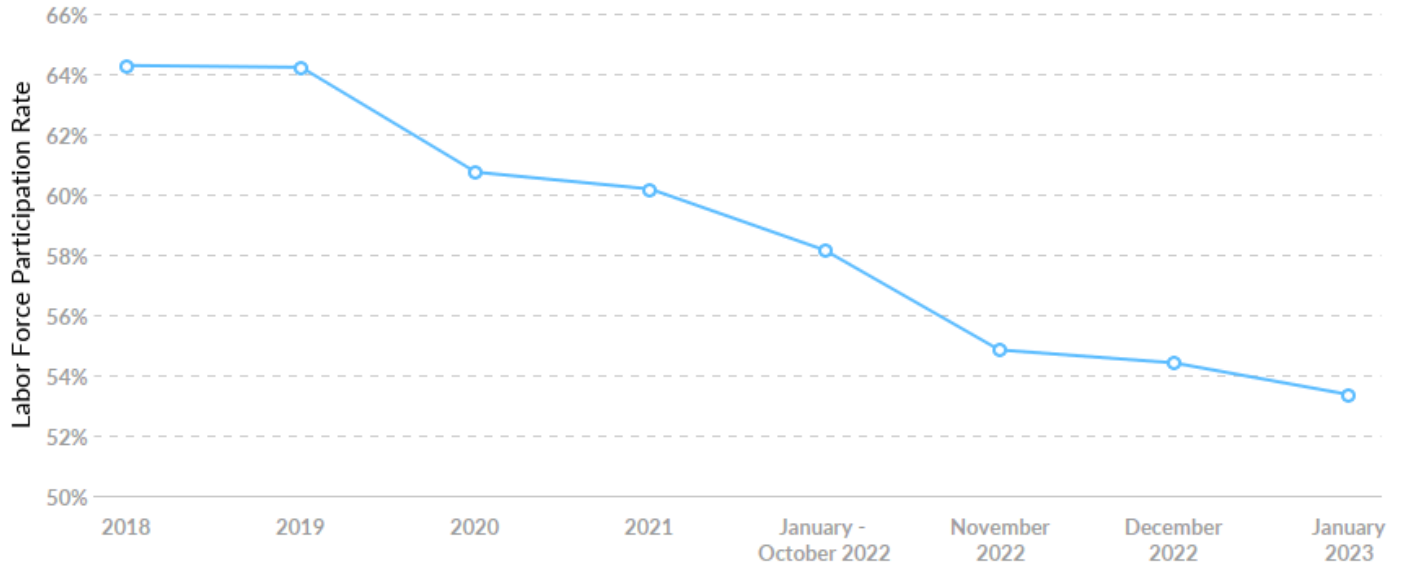
Job Trends

From 2017 to 2022, jobs declined by 6.4% in Ashland County, WI from 9,057 to 8,479. This change fell short of the national growth rate of 3.4% by 9.8%.



Timeframe	Jobs
2017	9,057
2018	9,007
2019	8,972
2020	8,293
2021	8,427
2022	8,479
2023	8,604
2024	8,704
2025	8,788
2026	8,856
2027	8,897

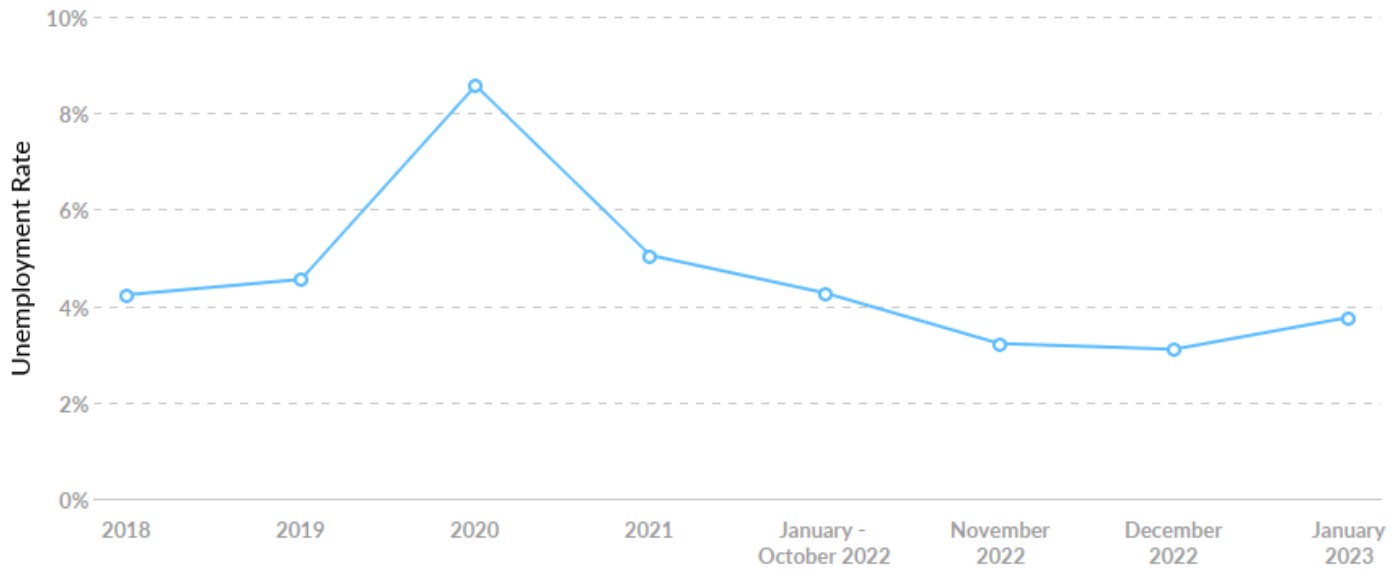
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	64.28%
2019	64.22%
2020	60.74%
2021	60.18%
January - October 2022	58.15%
November 2022	54.84%
December 2022	54.41%
January 2023	53.36%

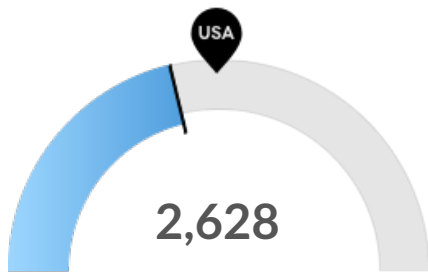
Unemployment Rate Trends

Ashland County, WI had a January 2023 unemployment rate of 3.76%, decreasing from 4.23% 5 years before.



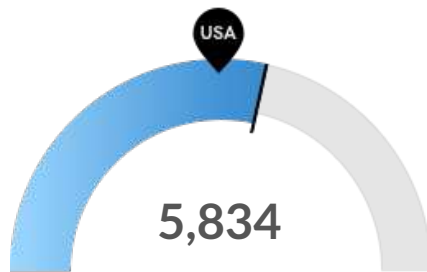
Timeframe	Unemployment Rate
2018	4.23%
2019	4.55%
2020	8.57%
2021	5.05%
January - October 2022	4.27%
November 2022	3.22%
December 2022	3.10%
January 2023	3.76%

Population Characteristics



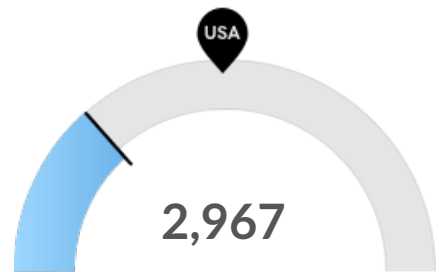
Millennials

Ashland County, WI has 2,628 millennials (ages 25-39). The national average for an area this size is 3,290.



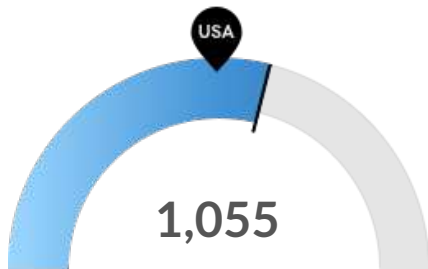
Retiring Soon

Retirement risk is high in Ashland County, WI. The national average for an area this size is 4,788 people 55 or older, while there are 5,834 here.



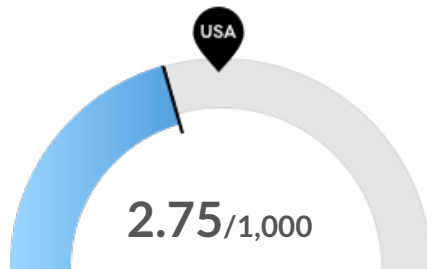
Racial Diversity

Racial diversity is low in Ashland County, WI. The national average for an area this size is 6,555 racially diverse people, while there are 2,967 here.



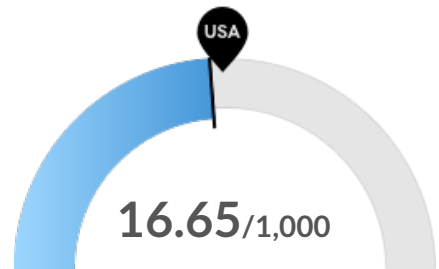
Veterans

Ashland County, WI has 1,055 veterans. The national average for an area this size is 846.



Violent Crime

Ashland County, WI has 2.75 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

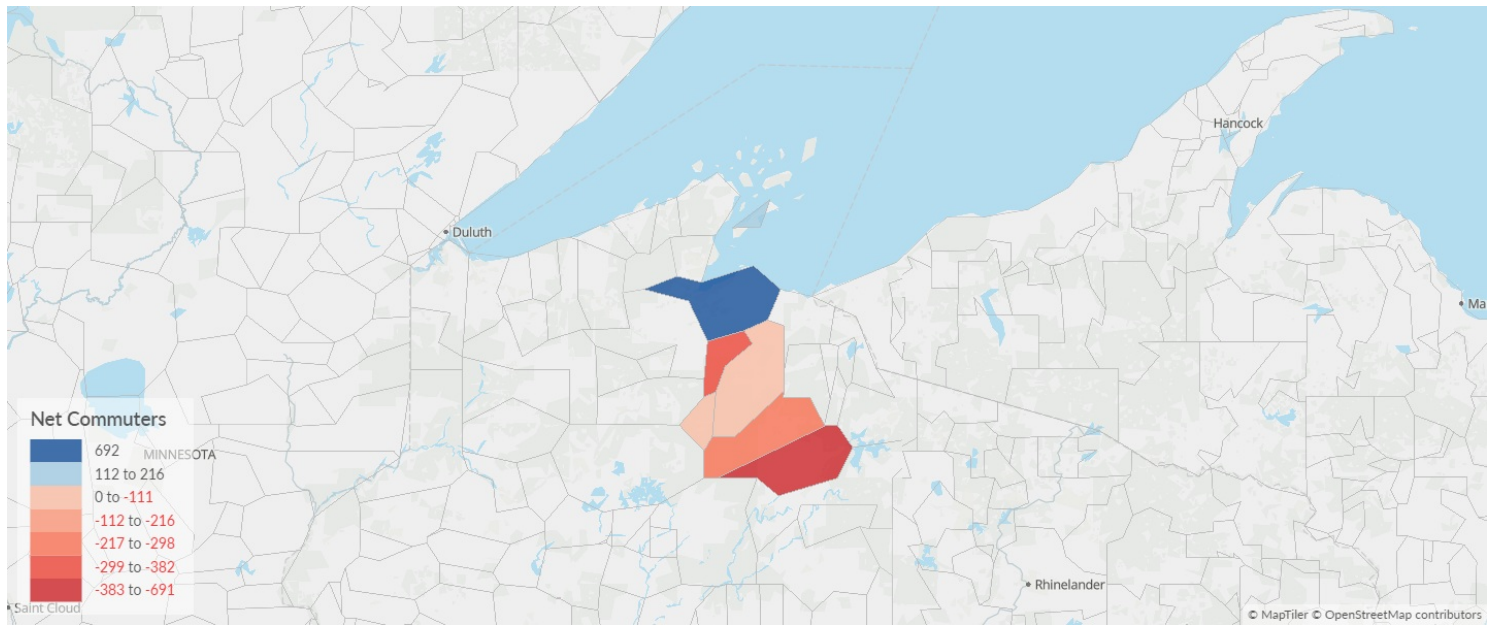


Property Crime

Ashland County, WI has 16.65 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Ashland County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2022 Employment
54806	Ashland, WI (in Ashland...	6,276
54546	Mellen, WI (in Ashland c...	608
54514	Butternut, WI (in Ashlan...	515
54527	Glidden, WI (in Ashland ...	393
54850	La Pointe, WI (in Ashlan...	227

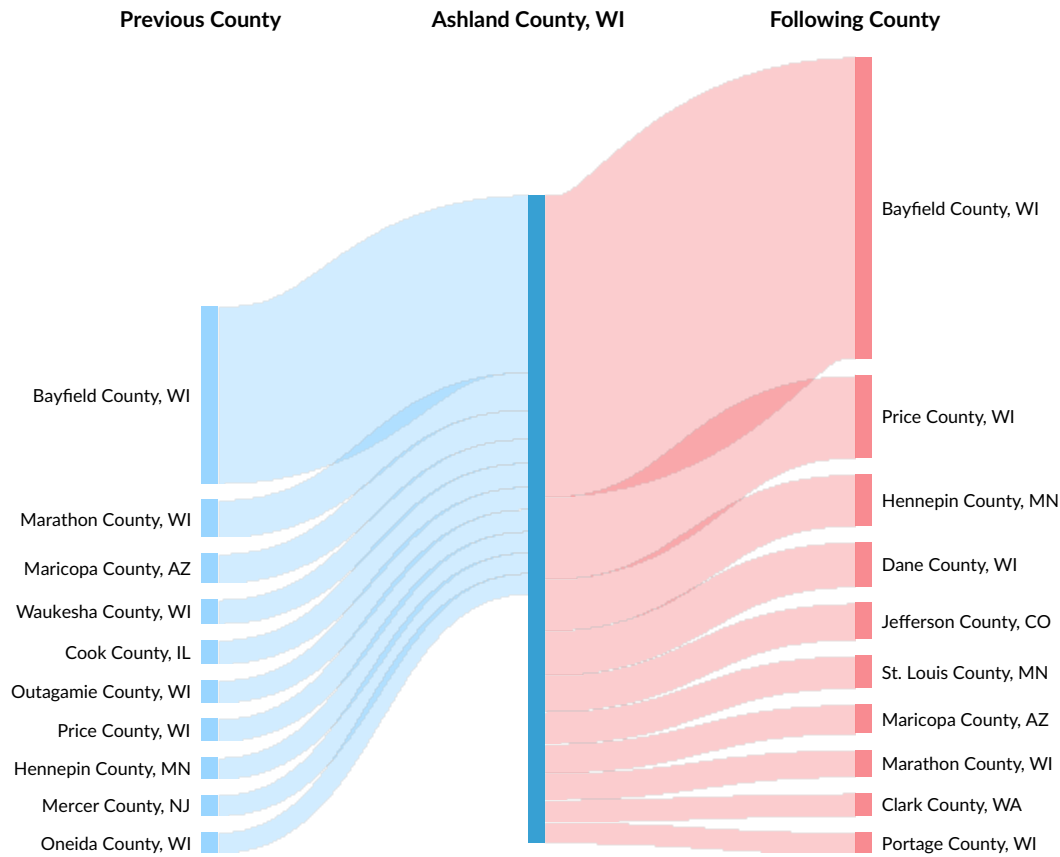
Where Talent Lives

ZIP	Name	2022 Workers
54806	Ashland, WI (in Ashland...	5,585
54514	Butternut, WI (in Ashlan...	898
54546	Mellen, WI (in Ashland c...	623
54527	Glidden, WI (in Ashland ...	610
54855	Marengo, WI (in Ashlan...	434

Inbound and Outbound Migration

The table below analyzes past and current residents of Ashland County, WI. The left column shows residents of other counties migrating to Ashland County, WI. The right column shows residents migrating from Ashland County, WI to other counties.

As of 2020, **107** people have migrated from Bayfield County, WI to Ashland County, WI. In the same year, **183** people left Ashland County, WI migrating to Bayfield County, WI. The total Net Migration for Ashland County, WI in 2020 was **-2**.

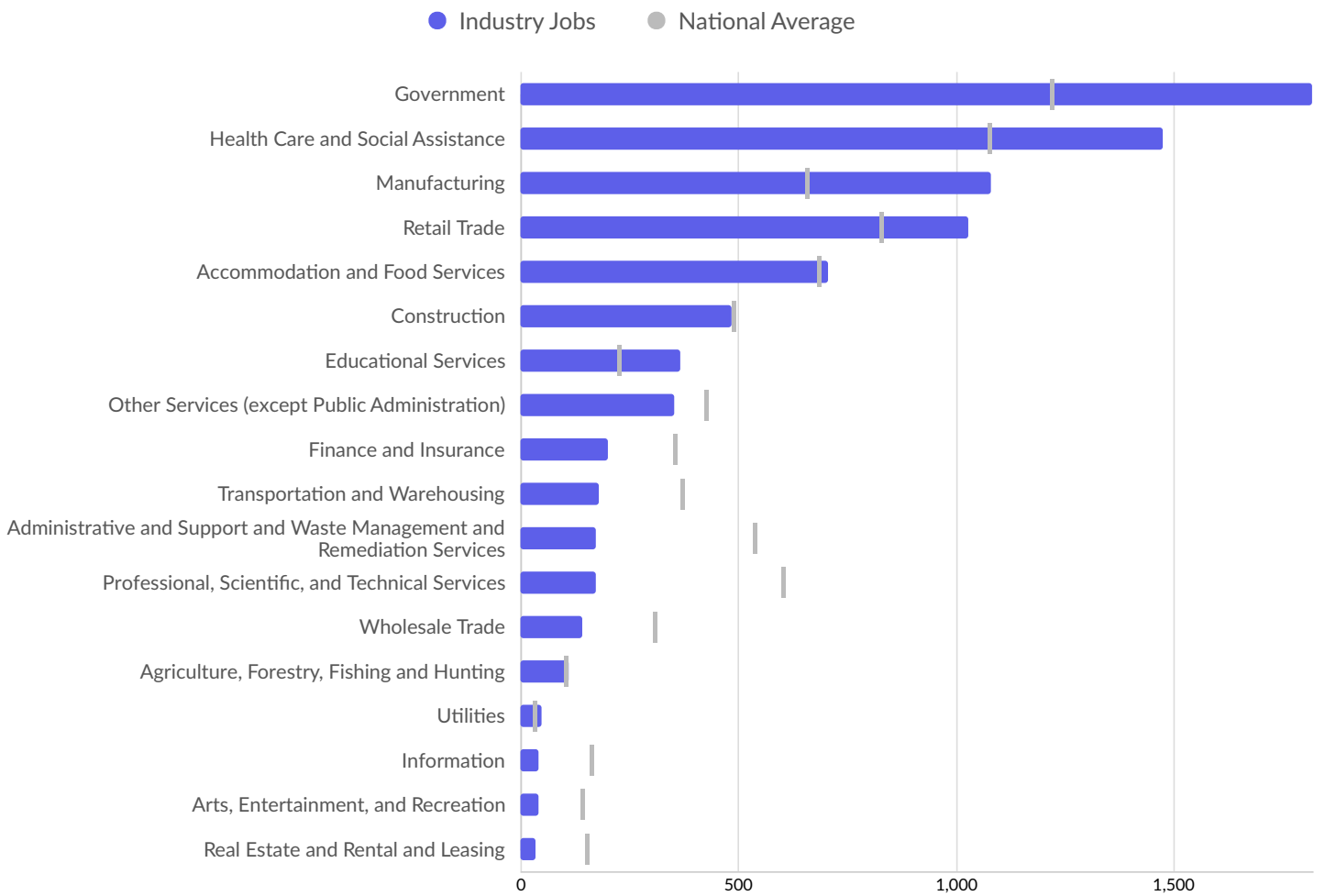


Top Previous Counties	Migrations
Bayfield County, WI	107
Marathon County, WI	23
Maricopa County, AZ	18
Waukesha County, WI	15
Cook County, IL	15
Outagamie County, WI	13

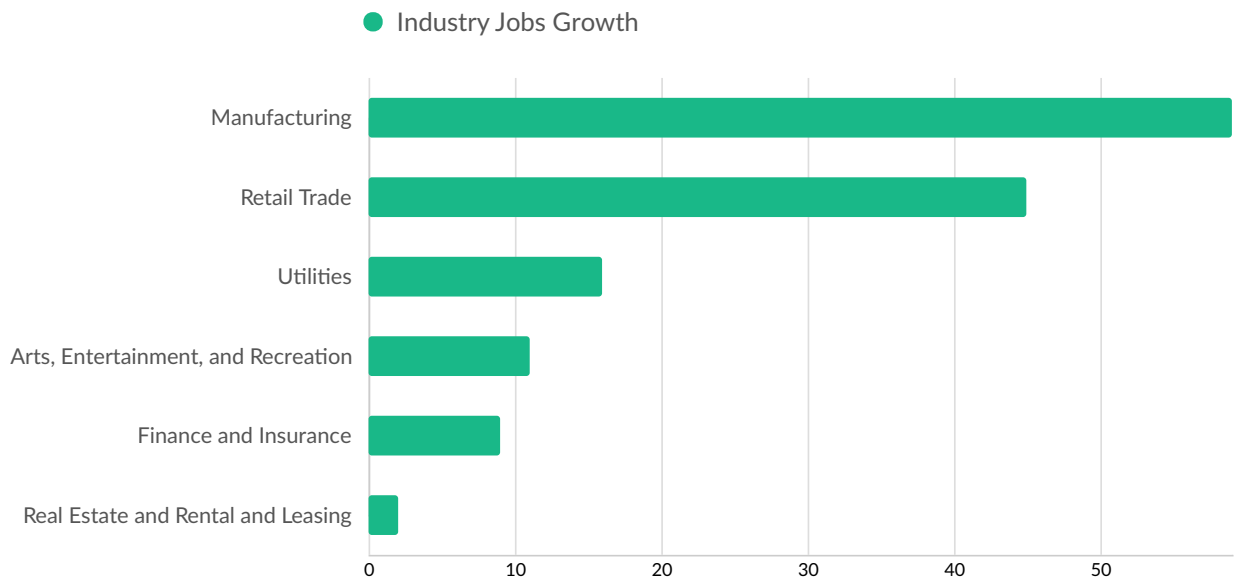
Top Previous Counties	Migrations
Price County, WI	13
Hennepin County, MN	13
Mercer County, NJ	13
Oneida County, WI	13
St. Louis County, MN	12
Isanti County, MN	11
Ottawa County, MI	10
Ada County, ID	9
Dane County, WI	9
Top Following Counties	Migrations
Bayfield County, WI	183
Price County, WI	50
Hennepin County, MN	31
Dane County, WI	27
Jefferson County, CO	22
St. Louis County, MN	20
Maricopa County, AZ	18
Marathon County, WI	16
Clark County, WA	14
Portage County, WI	13
McDonough County, IL	11
Benton County, MO	10
Marion County, IN	10
Los Angeles County, CA	10
Stearns County, MN	9

Industry Characteristics

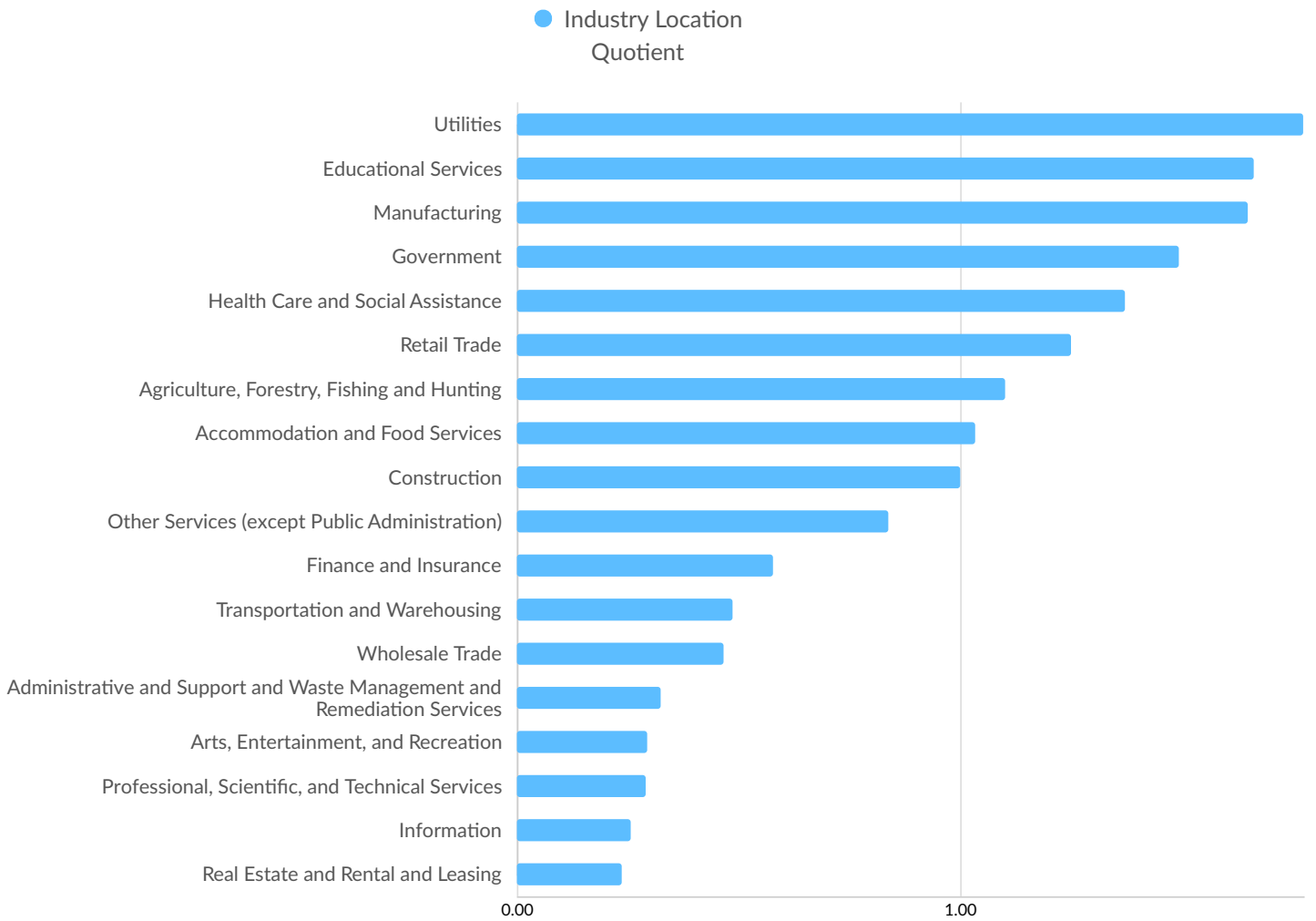
Largest Industries



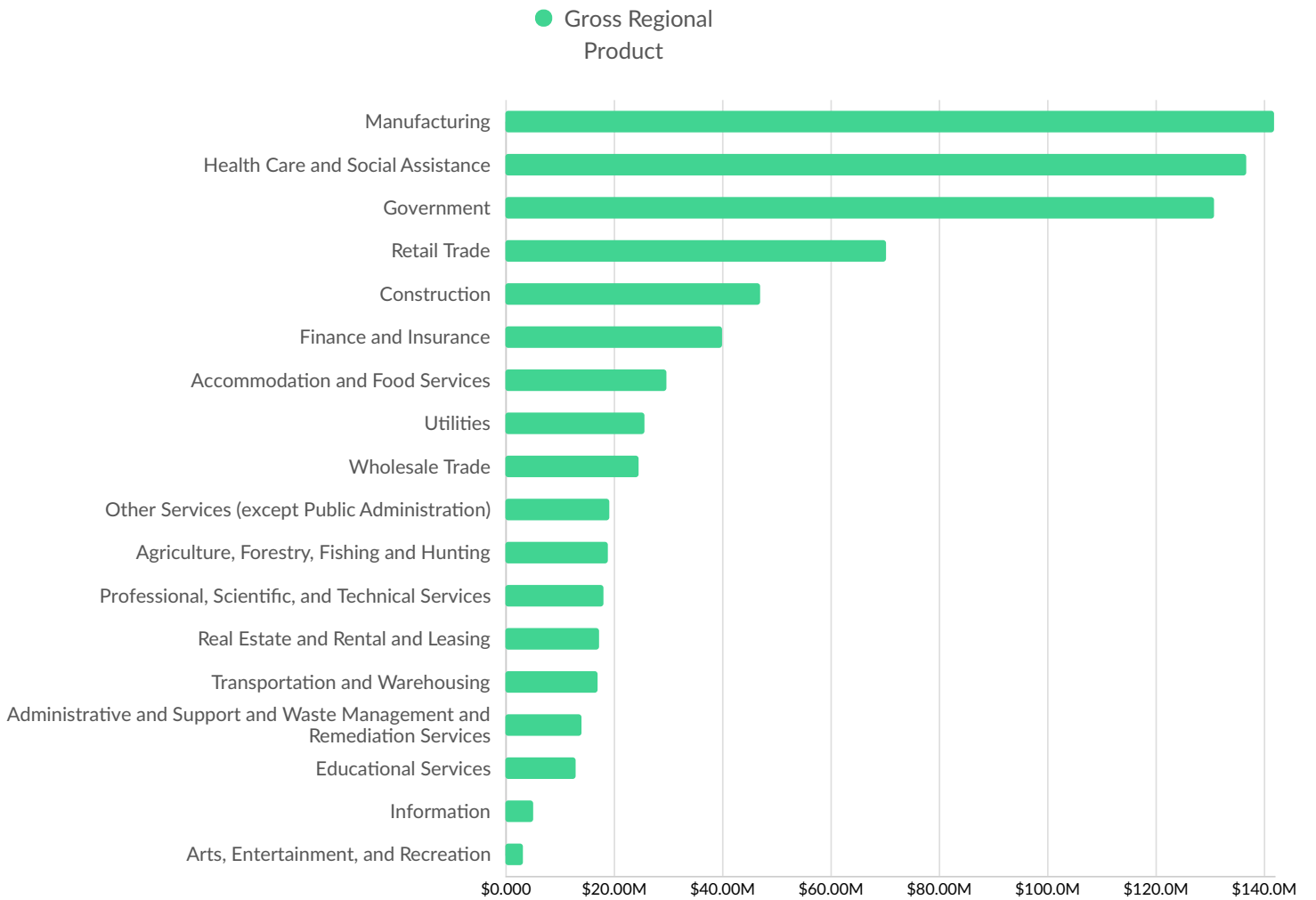
Top Growing Industries



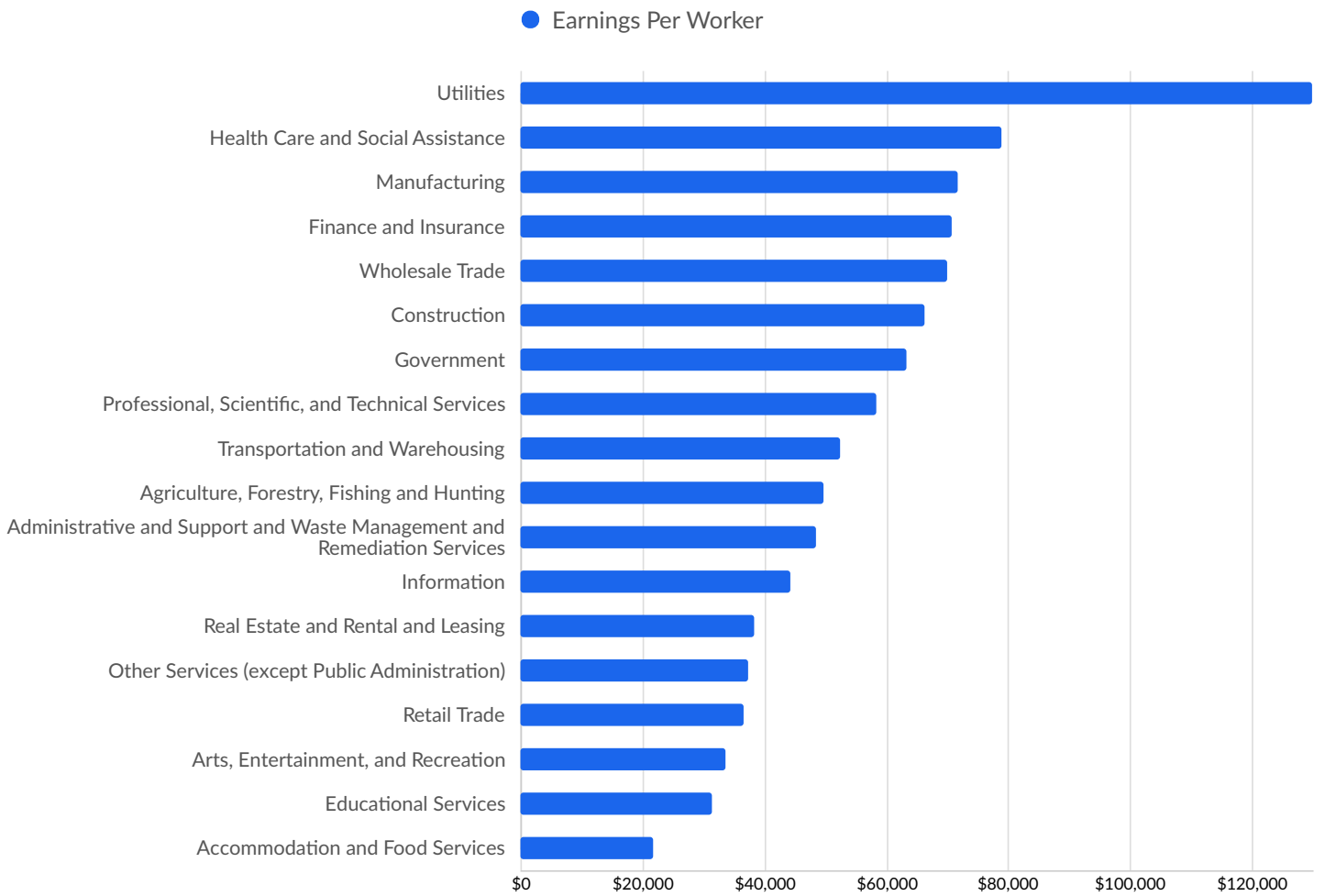
Top Industry Location Quotient



Top Industry GRP






Top Industry Earnings



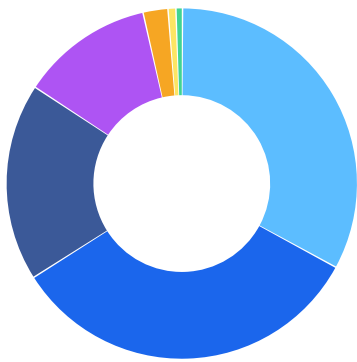
Business Characteristics

1,460 Companies Employ Your Workers

Online profiles for your workers mention 1,460 companies as employers, with the top 10 appearing below. In the last 12 months, 109 companies in Ashland County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Northland College	82 	LifePoint Health	157 
Memorial Health System	75 	Essentia Health	73 
School District Of Ashland	60 	Walmart	51 
Bad River Tribe	35 	Super One Foods	40 
Wisconsin Indianhead Technical ...	34 	Kwik Trip	29 
Walmart	33 	Sunbelt Staffing	24 
Ashland High School	29 	Columbia Forest Products	18 
Columbia Forest Products	24 	Fastenal	18 
C G Bretting Manufacturing Co	22 	Walgreens Boots Alliance	17 
Northern Clearing	22 	Circle K	15 

Business Size

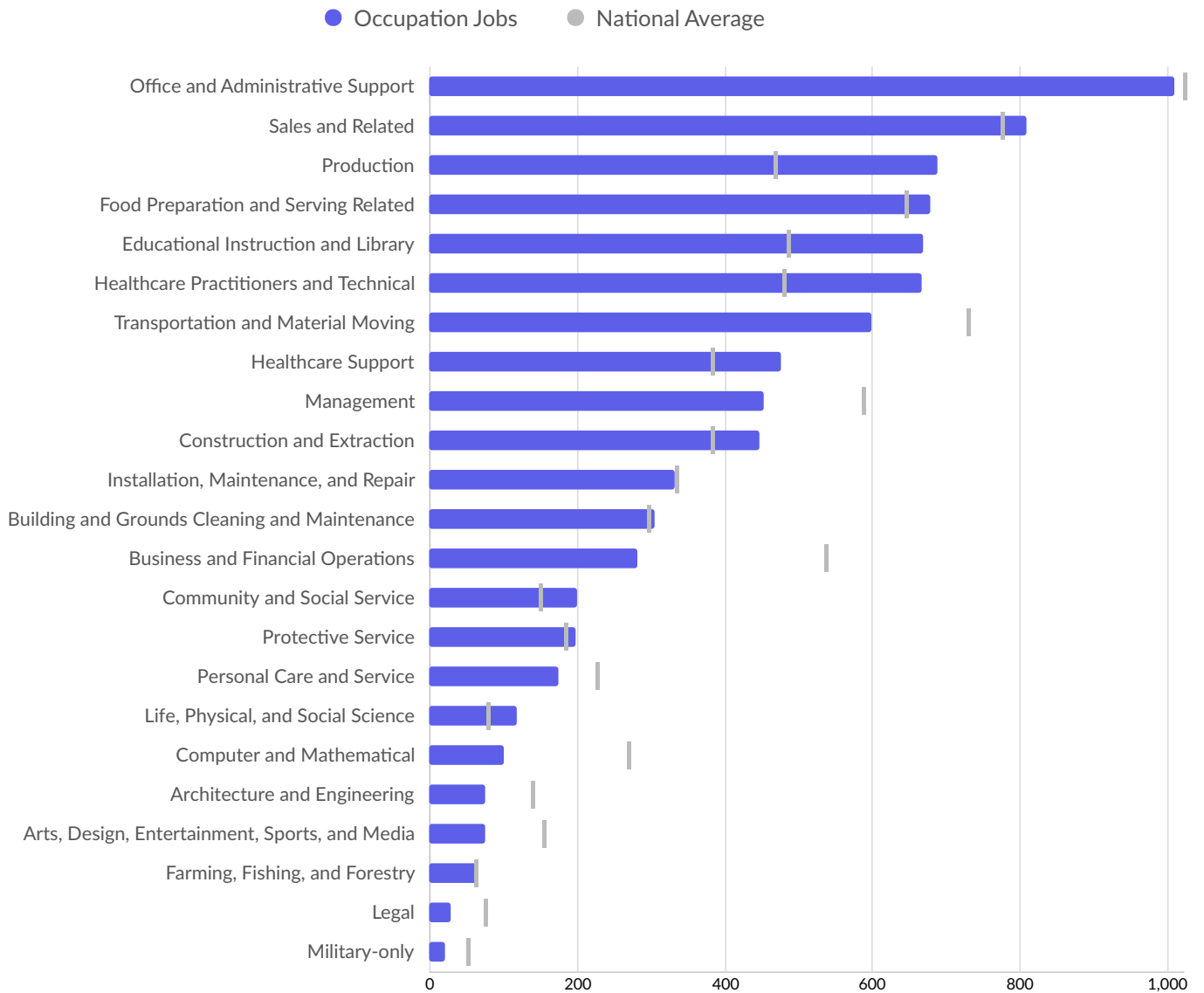


	Percentage	Business Count
1 to 4 employees	32.9%	272
5 to 9 employees	33.1%	274
10 to 19 employees	18.2%	151
20 to 49 employees	12.2%	101
50 to 99 employees	2.3%	19
100 to 249 employees	0.7%	6
250 to 499 employees	0.6%	5

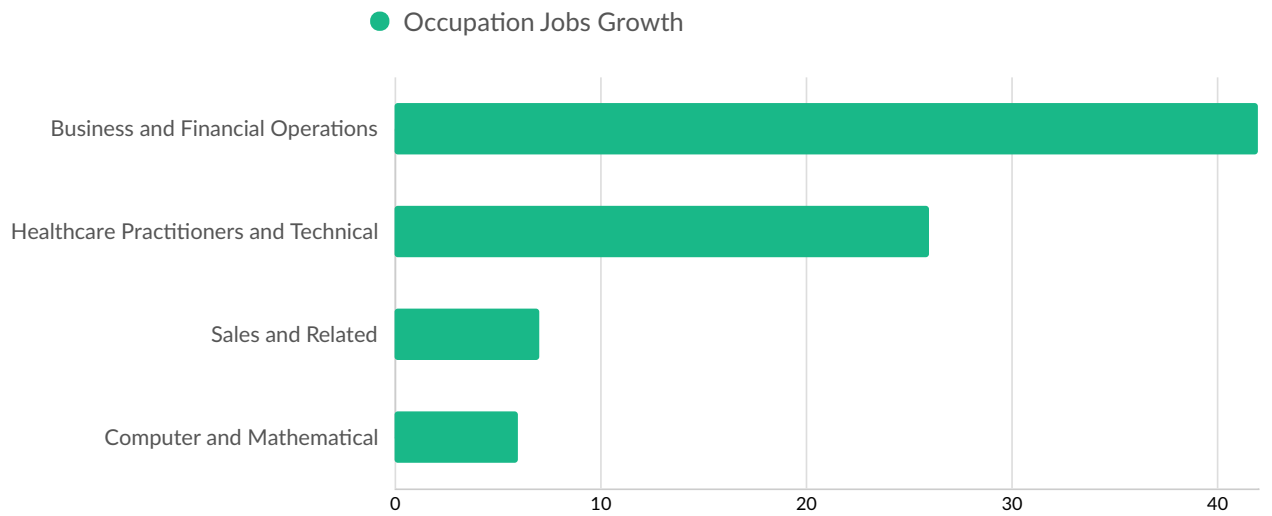
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

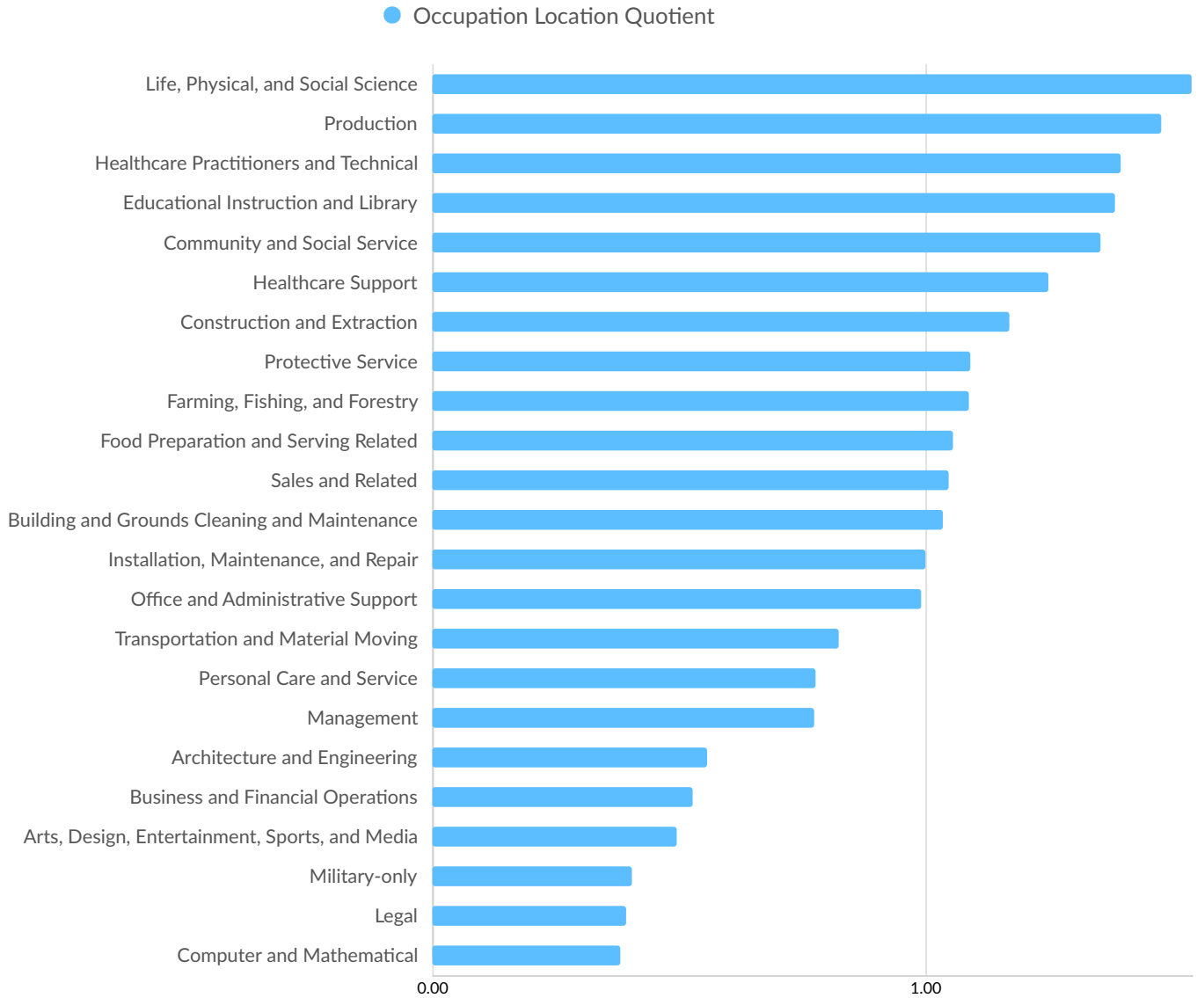
Largest Occupations



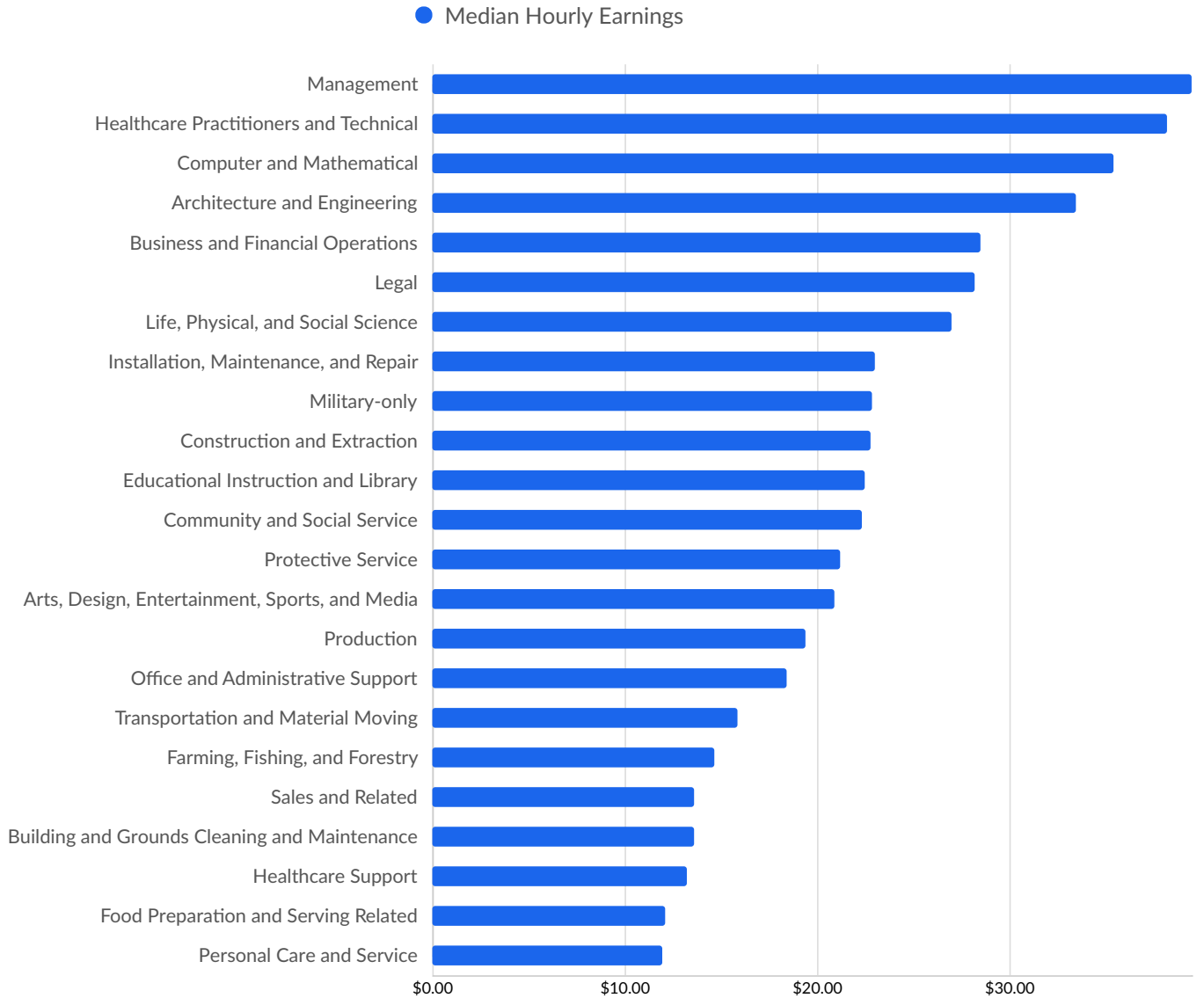
Top Growing Occupations



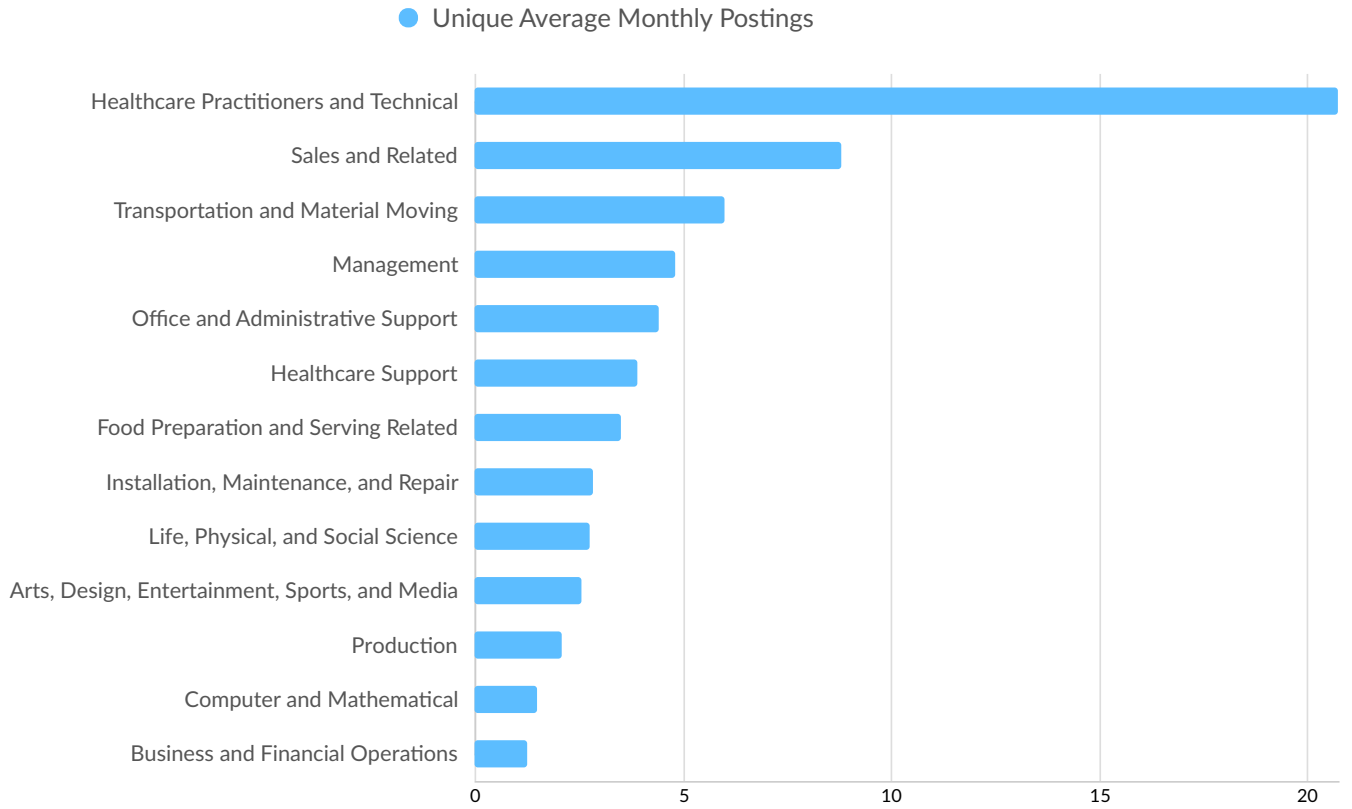
Top Occupation Location Quotient



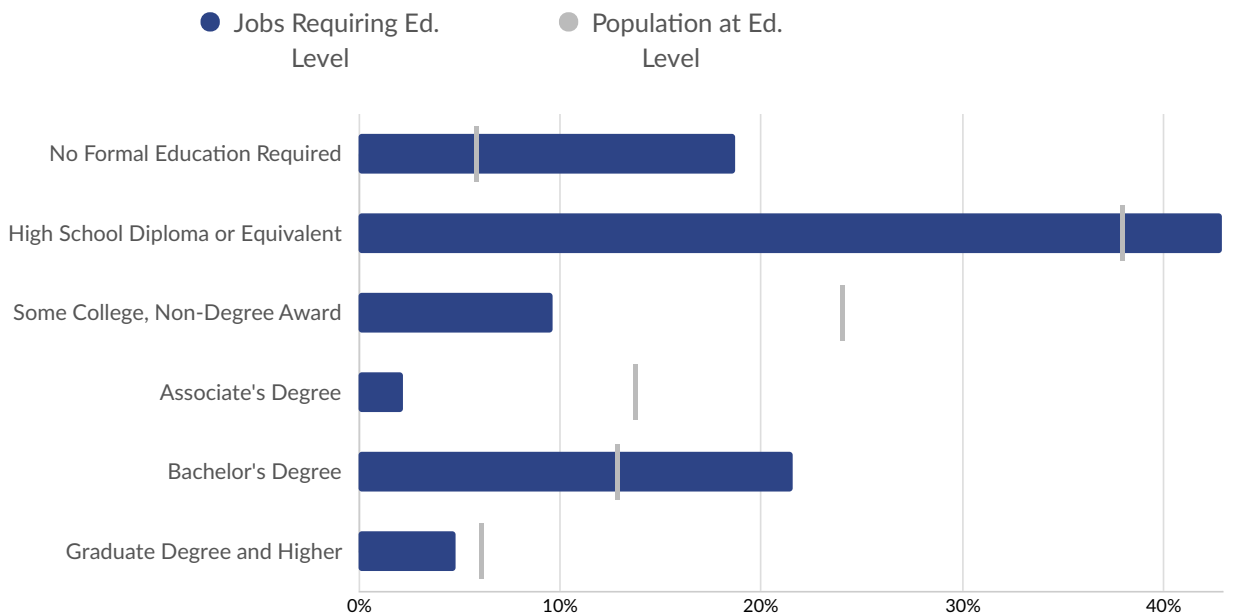
Top Occupation Earnings



Top Posted Occupations




Underemployment



Educational Pipeline

In 2021, there were 141 graduates in Ashland County, WI. This pipeline has remained stable (neither grown nor shrunk) over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General" (Bachelor's), "Natural Resources and Conservation, Other" (Bachelor's), and "Business Administration and Management, General" (Bachelor's).

School	Total Graduates (2021)	Graduate Trend (2017 - 2021)
Northland College	141	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

