



Ashland County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC
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

15,492

Population (2019)

Population decreased by 506 over the last 5 years and is projected to decrease by 240 over the next 5 years.

9,317

Total Regional Employment

Jobs grew by 239 over the last 5 years and are projected to grow by 320 over the next 5 years.

\$43.9K

Median Household Income (2018)

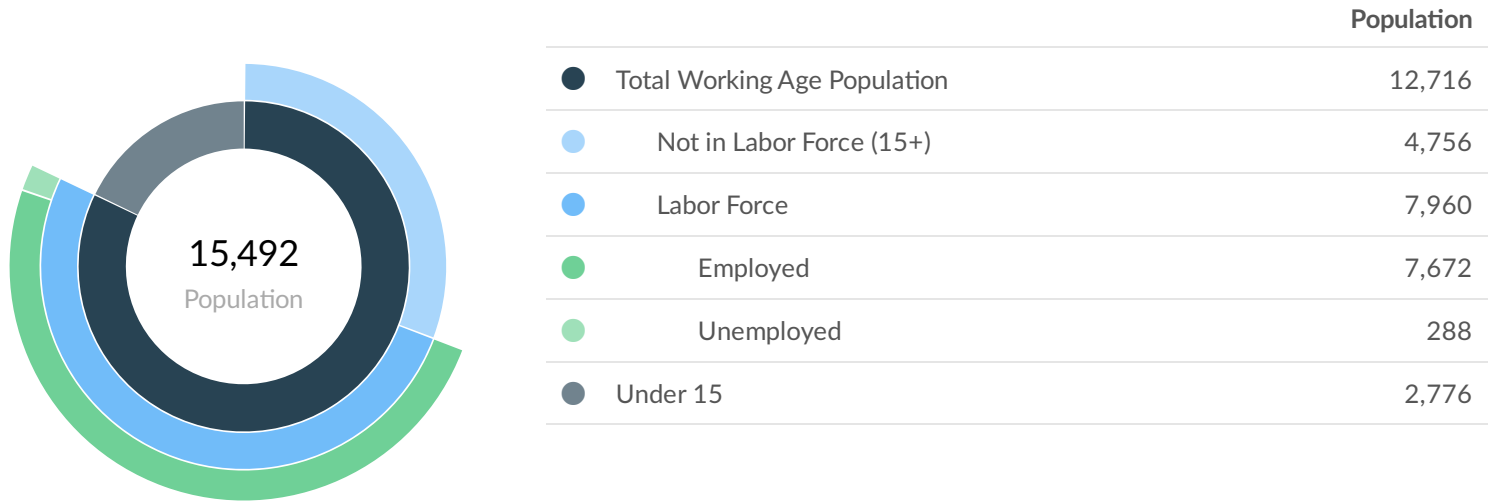
Median household income is \$16.4K below the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population declined by 3.2% since 2014, falling by 506. Population is expected to decrease by 1.5% between 2019 and 2024, losing 240.
- From 2014 to 2019, jobs increased by 2.6% in Ashland County, WI from 9,077 to 9,317. This change fell short of the national growth rate of 7.3% by 4.7%. As the number of jobs increased, the labor force participation rate increased from 60.0% to 62.6% between 2014 and 2019.
- Concerning educational attainment, 13.7% of Ashland County, WI residents possess a Bachelor's Degree (5.1% below the national average), and 12.3% hold an Associate's Degree (4.2% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

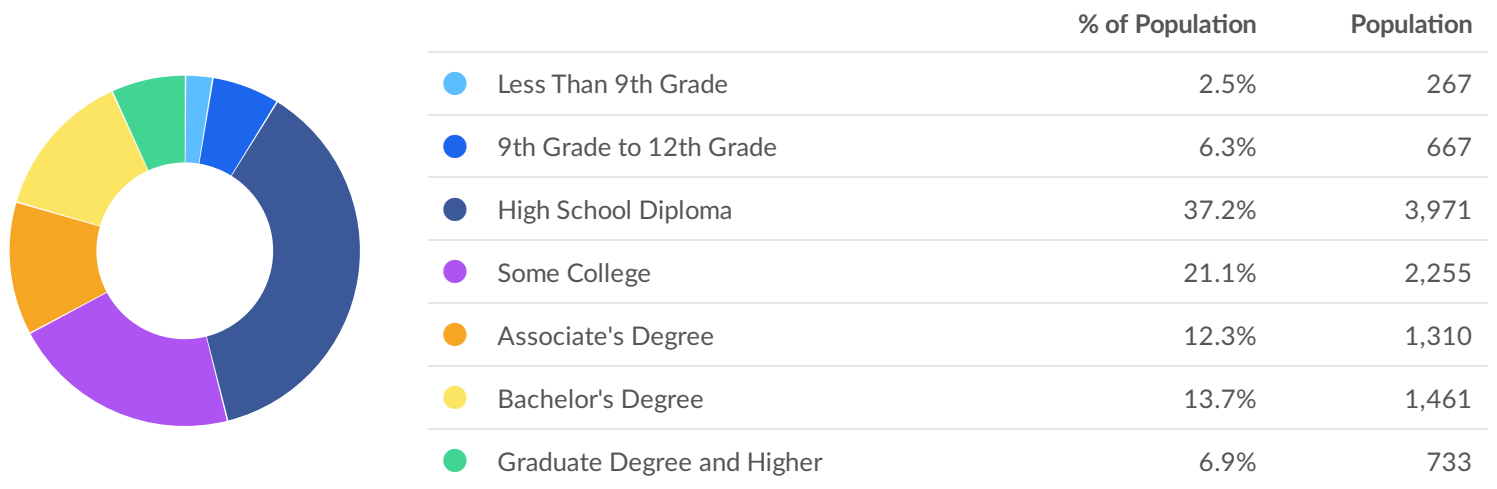
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	15,492	7,960	9,317	98.3	\$748.58M	\$1.04B	\$1.04B
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

2019 Labor Force Breakdown



Educational Attainment

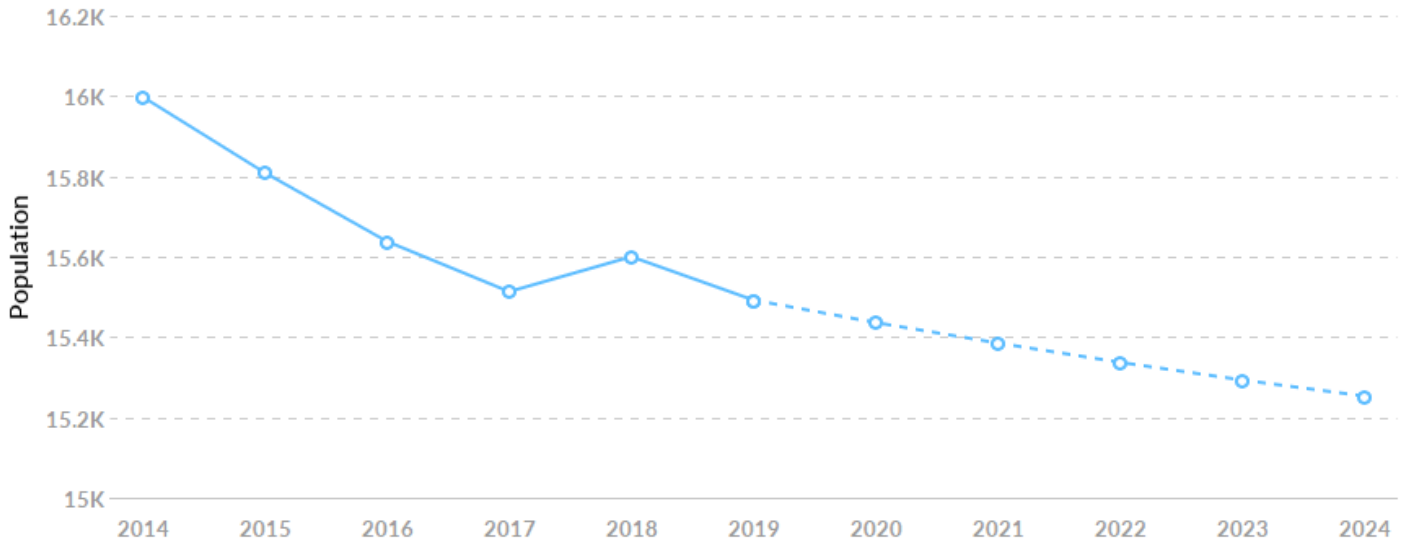
Concerning educational attainment, **13.7% of Ashland County, WI residents possess a Bachelor's Degree** (5.1% below the national average), and **12.3% hold an Associate's Degree** (4.2% above the national average).



Historic & Projected Trends

Population Trends

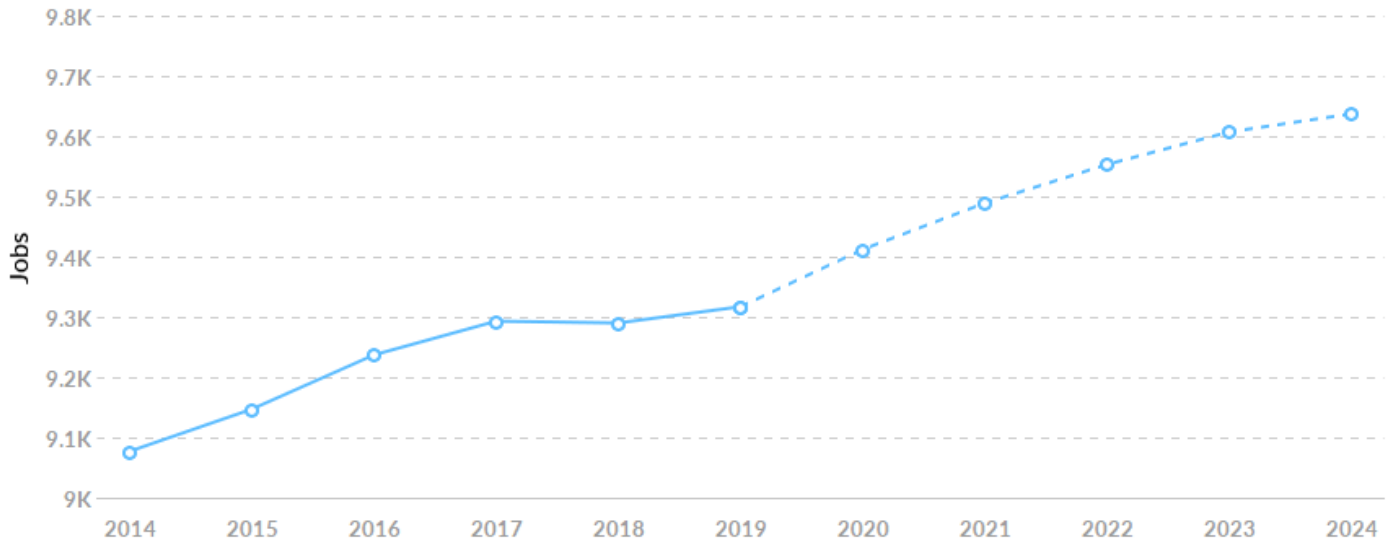
As of 2019 the region's population **declined by 3.2%** since 2014, falling by 506. Population is expected to **decrease by 1.5%** between 2019 and 2024, losing 240.



Timeframe	Population
2014	15,998
2015	15,809
2016	15,638
2017	15,513
2018	15,600
2019	15,492
2020	15,436
2021	15,385
2022	15,337
2023	15,293
2024	15,253

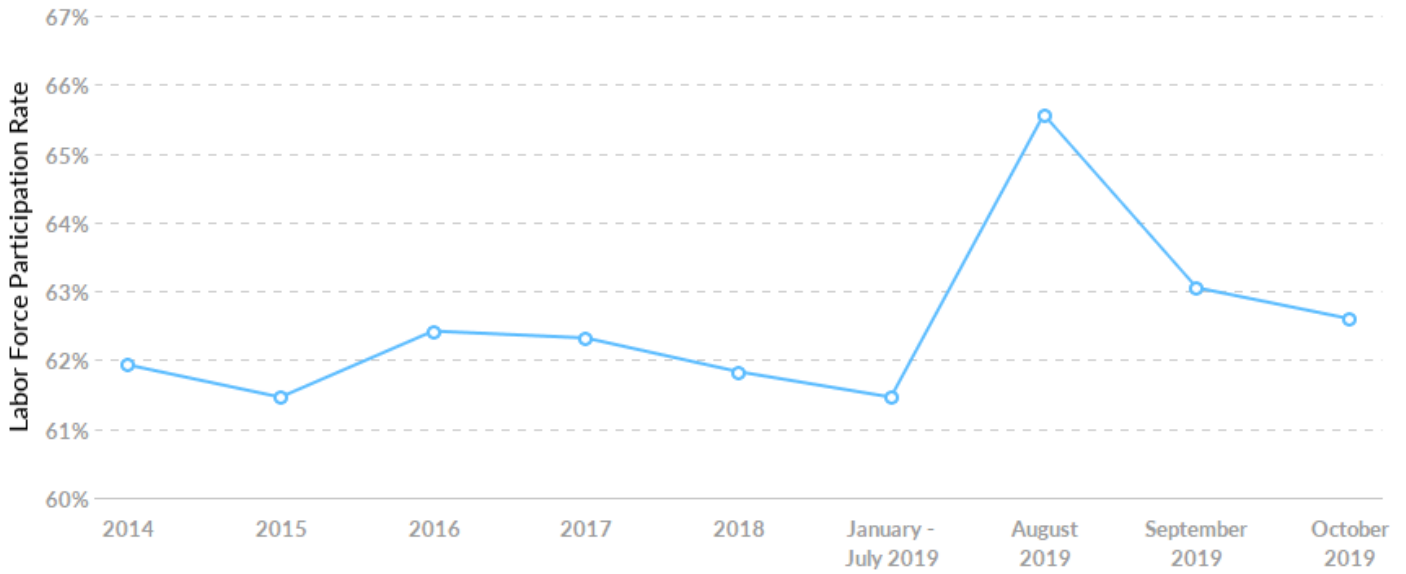
Job Trends

From 2014 to 2019, jobs increased by 2.6% in Ashland County, WI from 9,077 to 9,317. This change fell short of the national growth rate of 7.3% by 4.7%.



Timeframe	Jobs
2014	9,077
2015	9,147
2016	9,237
2017	9,293
2018	9,290
2019	9,317
2020	9,412
2021	9,489
2022	9,553
2023	9,607
2024	9,637

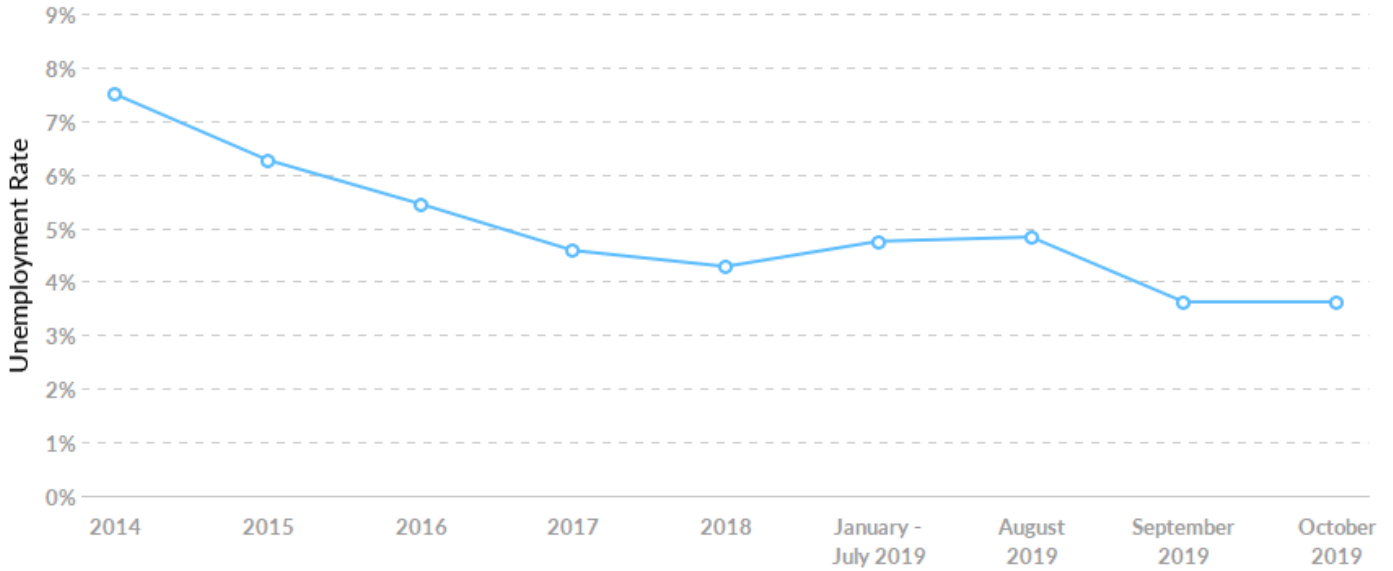
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.93%
2015	61.46%
2016	62.42%
2017	62.32%
2018	61.83%
January - July 2019	61.46%
August 2019	65.56%
September 2019	63.05%
October 2019	62.60%

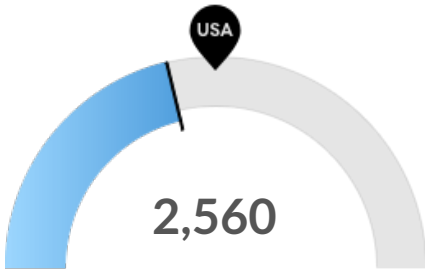
Unemployment Rate Trends

Ashland County, WI had an October 2019 unemployment rate of 3.62%, **decreasing from 7.50%** 5 years before.



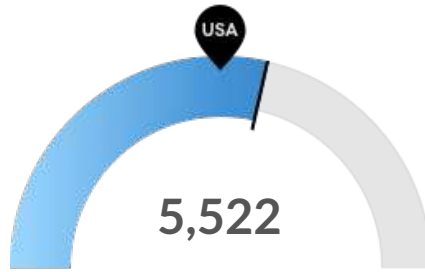
Timeframe	Unemployment Rate
2014	7.50%
2015	6.27%
2016	5.45%
2017	4.58%
2018	4.28%
January - July 2019	4.75%
August 2019	4.83%
September 2019	3.62%
October 2019	3.62%

Population Characteristics



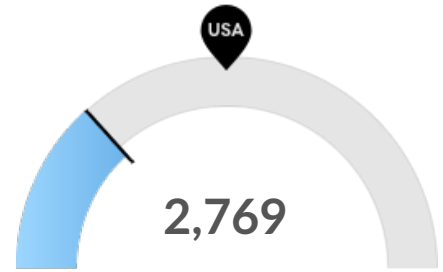
Millennials

Ashland County, WI has 2,560 millennials (ages 25-39). The national average for an area this size is 3,207.



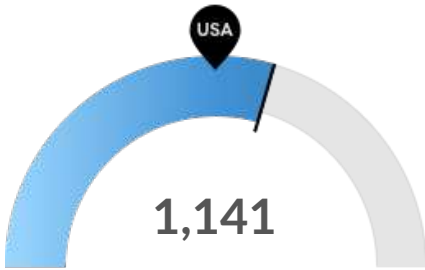
Retiring Soon

Retirement risk is high in Ashland County, WI. The national average for an area this size is 4,516 people 55 or older, while there are 5,522 here.



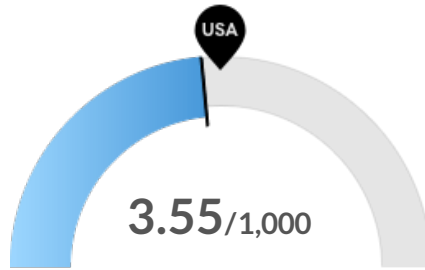
Racial Diversity

Racial diversity is low in Ashland County, WI. The national average for an area this size is 6,181 racially diverse people, while there are 2,769 here.



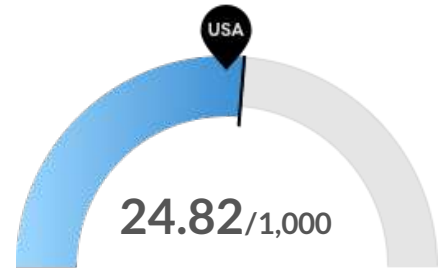
Veterans

Ashland County, WI has 1,141 veterans. The national average for an area this size is 887.



Violent Crime

Ashland County, WI has 3.55 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

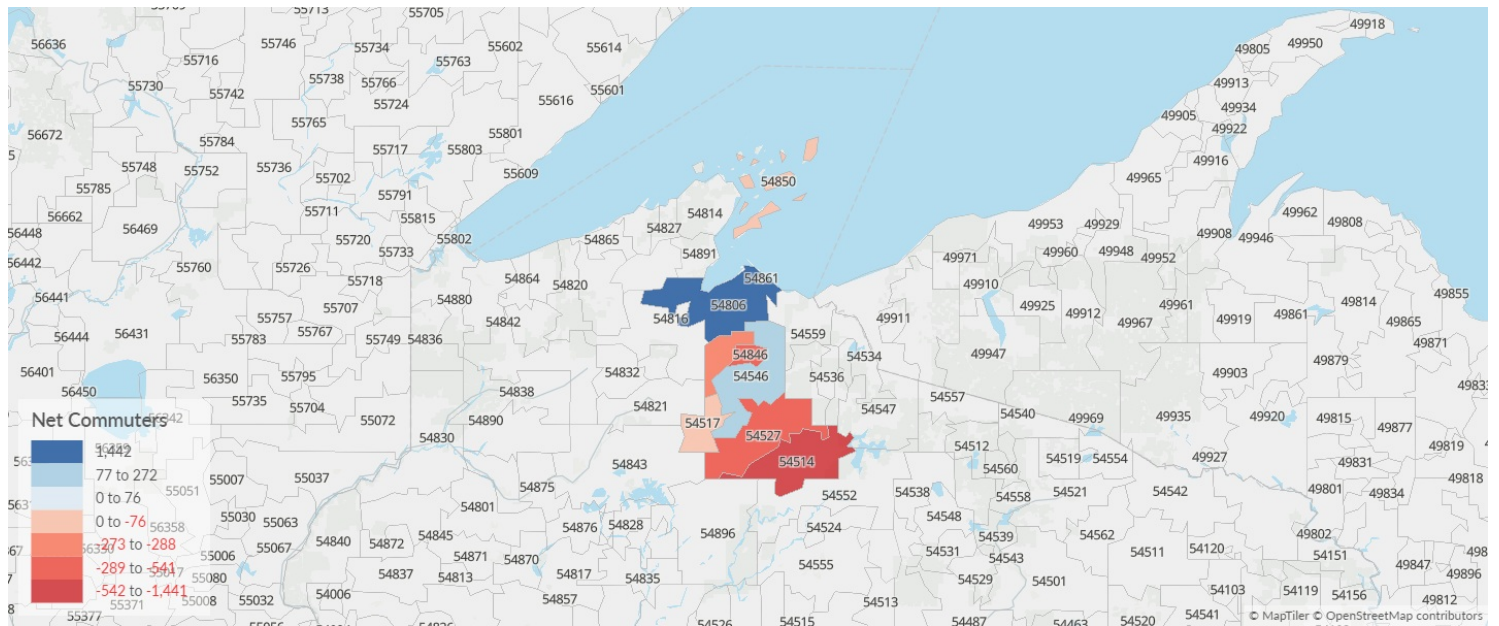


Property Crime

Ashland County, WI has 24.82 property crimes per 1,000 people. The national rate is 22.98 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

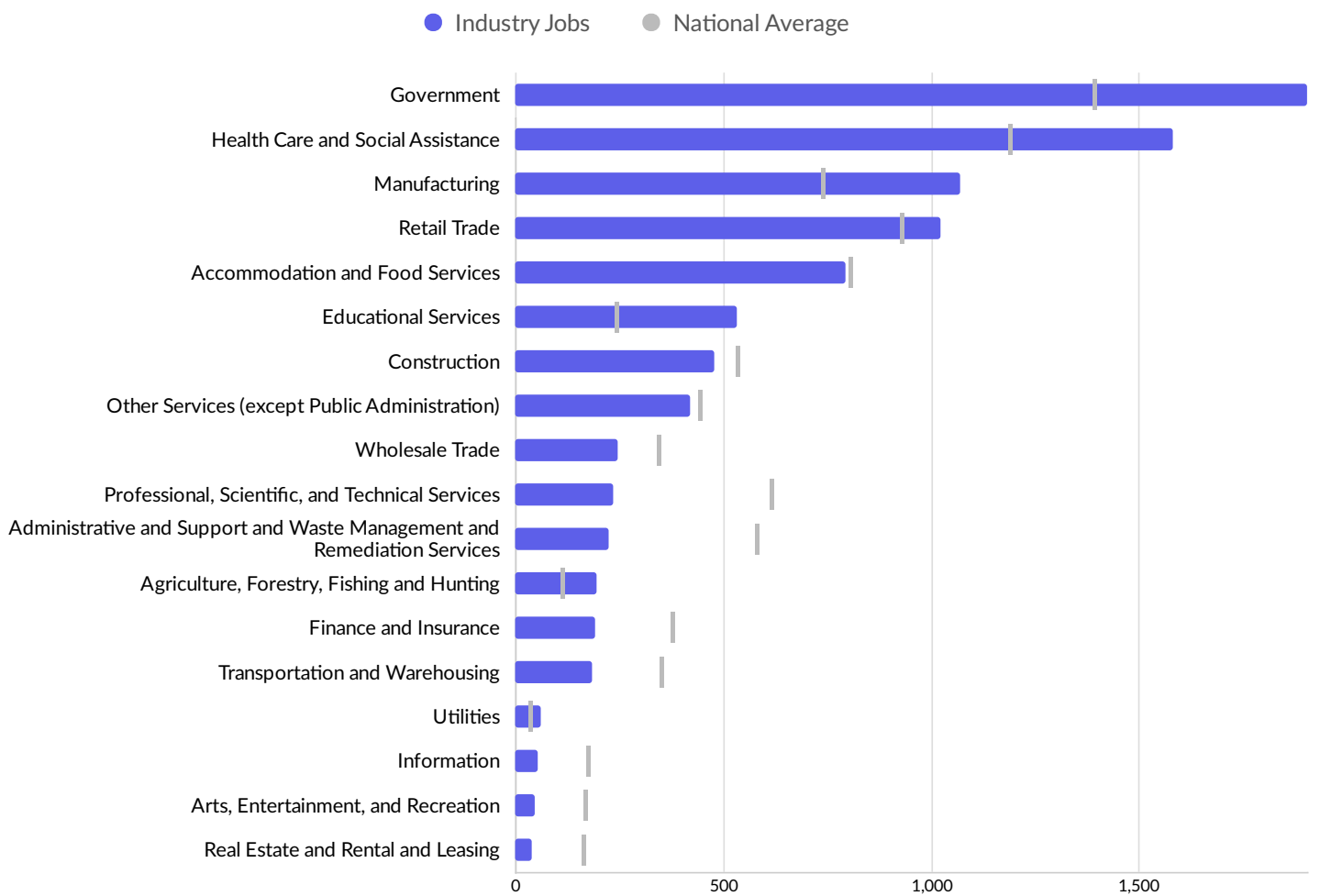
ZIP	Name	2019 Employment
54806	Ashland, WI (in Ashland...	7,380
54546	Mellen, WI (in Ashland ...	707
54514	Butternut, WI (in Ashlan...	324
54527	Glidden, WI (in Ashland...	278
54850	La Pointe, WI (in Ashlan...	252

Where Talent Lives

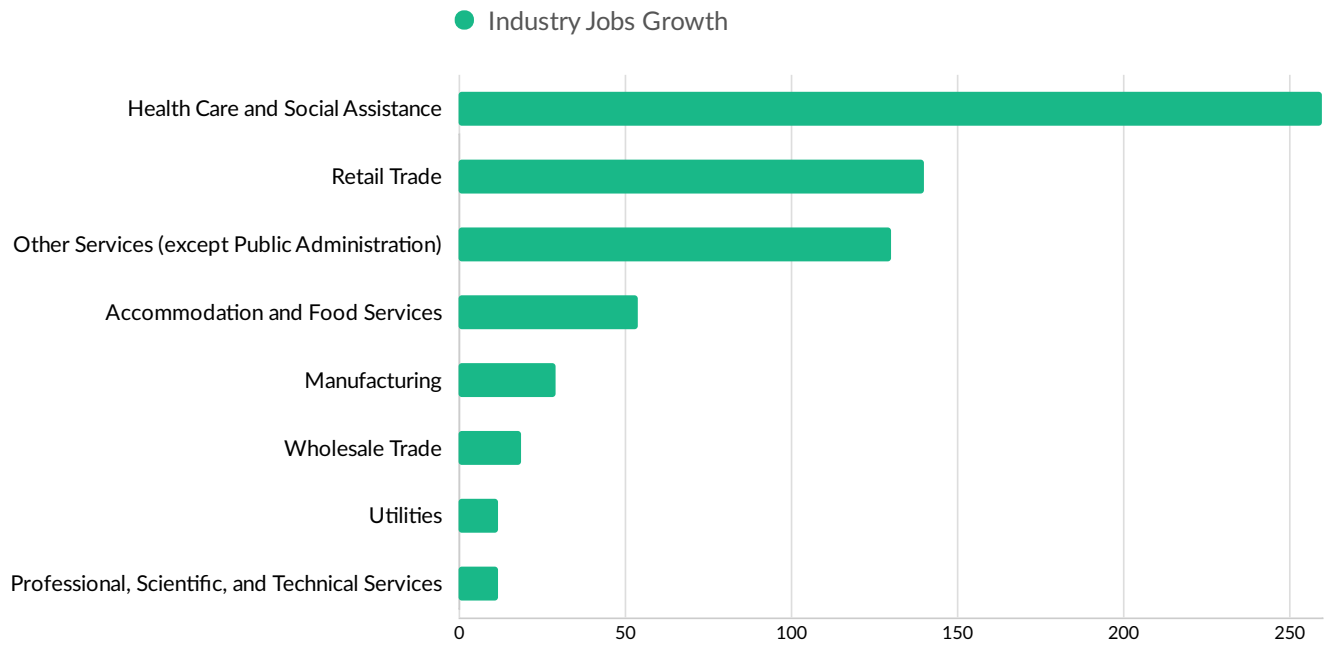
ZIP	Name	2019 Workers
54806	Ashland, WI (in Ashland...	5,938
54514	Butternut, WI (in Ashlan...	866
54546	Mellen, WI (in Ashland ...	630
54527	Glidden, WI (in Ashland...	576
54855	Marengo, WI (in Ashlan...	508

Industry Characteristics

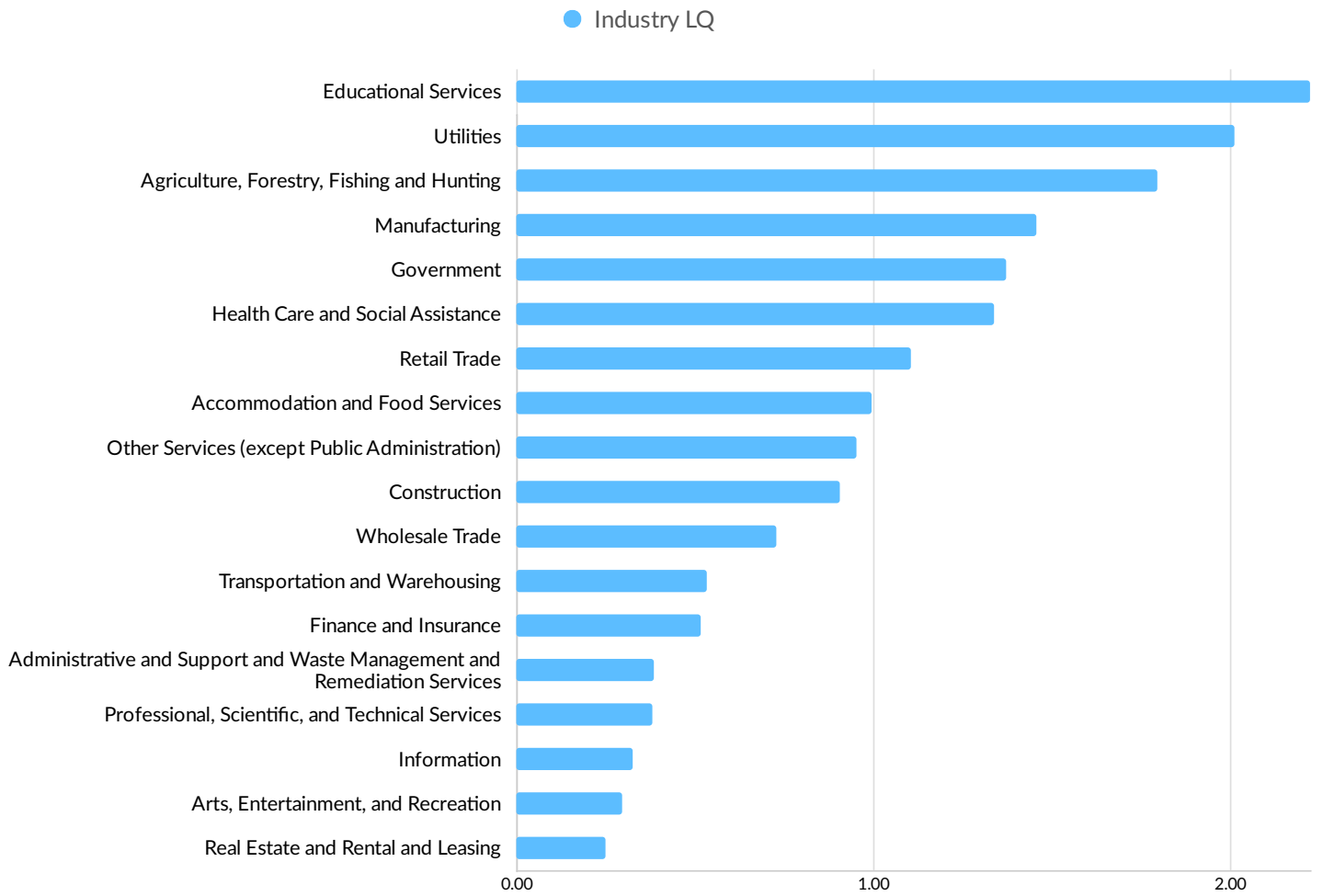
Largest Industries



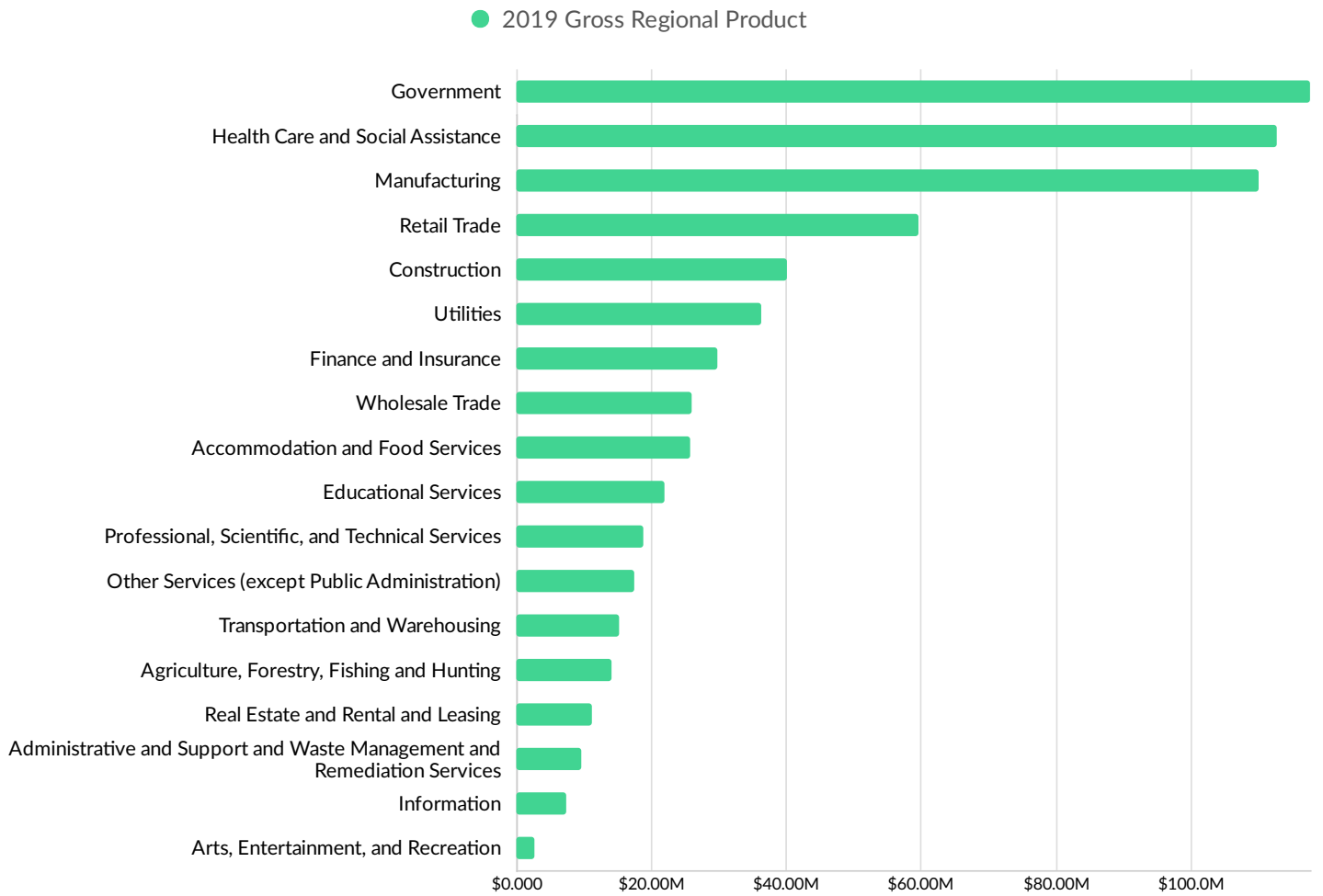
Top Growing Industries



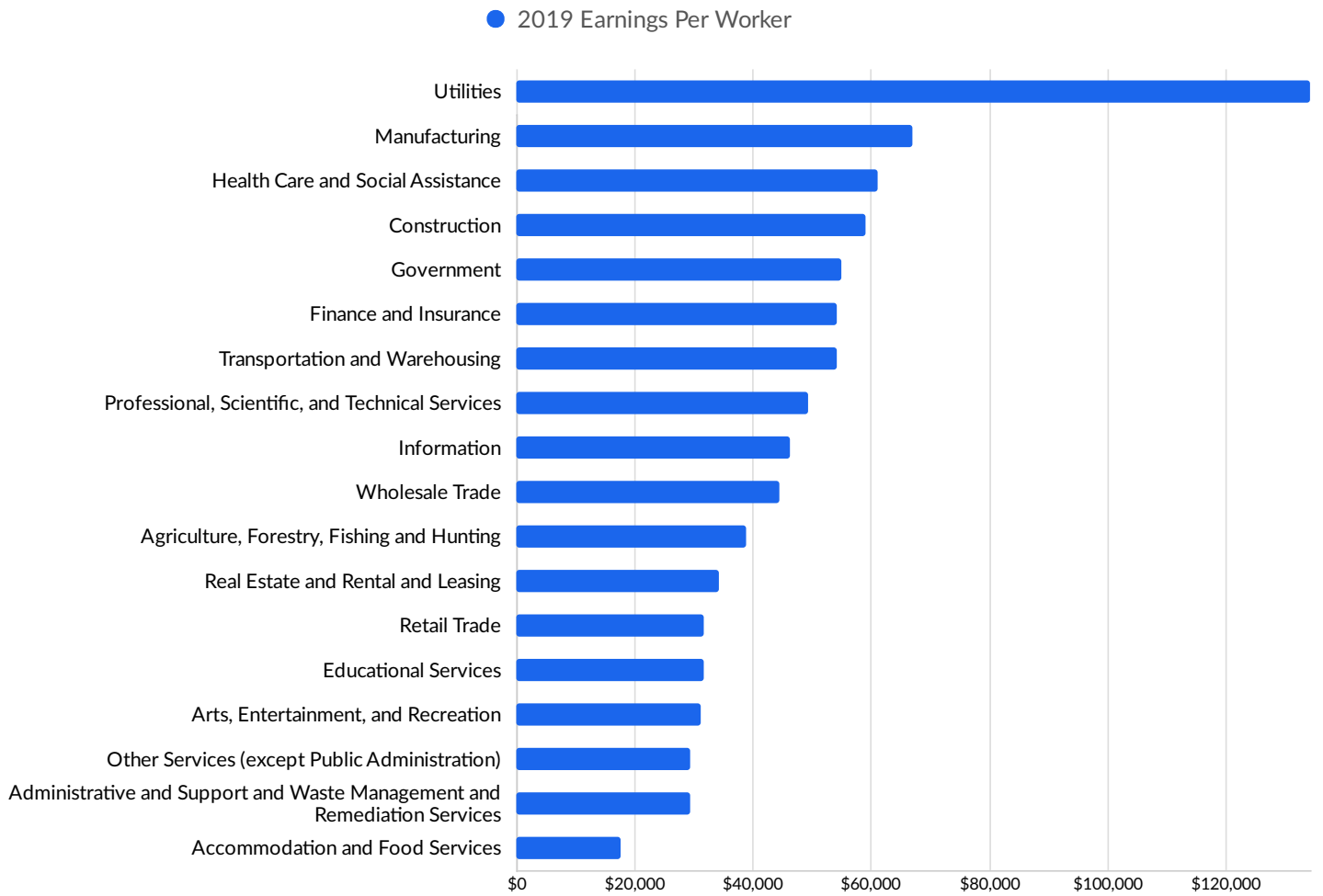
Top Industry LQ



Top Industry GRP



Top Industry Earnings





















Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	2,057	1,906	-151	-7%	1.37	\$55,011	\$117.79M
Health Care and Social Assistance	1,324	1,584	260	+20%	1.34	\$61,255	\$112.91M
Manufacturing	1,043	1,072	29	+3%	1.46	\$67,061	\$110.24M
Retail Trade	884	1,024	140	+16%	1.11	\$31,685	\$59.69M
Accommodation and Food Services	742	796	54	+7%	0.99	\$17,717	\$25.74M
Educational Services	539	533	-6	-1%	2.22	\$31,660	\$21.95M
Construction	513	480	-33	-6%	0.91	\$59,169	\$40.09M
Other Services (except Public Administration)	290	420	130	+45%	0.95	\$29,457	\$17.59M
Wholesale Trade	229	248	19	+8%	0.73	\$44,644	\$26.09M
Professional, Scientific, and Technical Services	222	234	12	+5%	0.38	\$49,287	\$18.79M
Administrative and Support and Waste Management and Remediation Services	226	223	-3	-1%	0.39	\$29,346	\$9.74M
Agriculture, Forestry, Fishing and Hunting	201	195	-6	-3%	1.79	\$38,824	\$14.07M
Finance and Insurance	219	192	-27	-12%	0.52	\$54,381	\$29.87M
Transportation and Warehousing	217	185	-32	-15%	0.53	\$54,193	\$15.36M
Utilities	51	63	12	+24%	2.01	\$134,394	\$36.45M
Information	117	55	-62	-53%	0.32	\$46,421	\$7.45M
Arts, Entertainment, and Recreation	56	48	-8	-14%	0.30	\$31,318	\$2.78M
Real Estate and Rental and Leasing	41	39	-2	-5%	0.25	\$34,269	\$11.19M

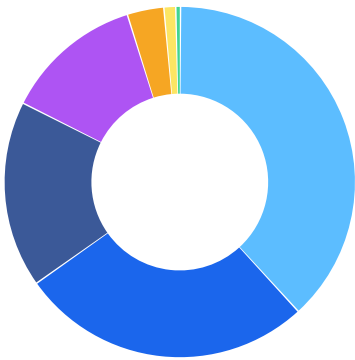
Business Characteristics

1,298 Companies Employ Your Workers

Online profiles for your workers mention 1,298 companies as employers, with the top 10 appearing below. In the last 12 months, 649 companies in Ashland County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Memorial Medical Center Inc	112 	Platinum Supplemental Insuranc...	258 
Northland College	91 	Soliant Health, Inc	189 
Ashland Inc.	66 	School District of Ashland	132 
School District of Ashland	52 	Telereach Inc	104 
Ashland High School	34 	U.S. Xpress, Inc.	99 
Wisconsin Indianhead Technical...	30 	HomeAdvisor, Inc.	90 
Wal-Mart Stores, Inc.	23 	CRST International, Inc.	79 
Northlakes Community Clinic	21 	Ef Education First, Inc.	68 
Chequamegon School District	20 	Essentia Health	65 
Bad River Berries	18 	Ashland Inc.	57 

Business Size

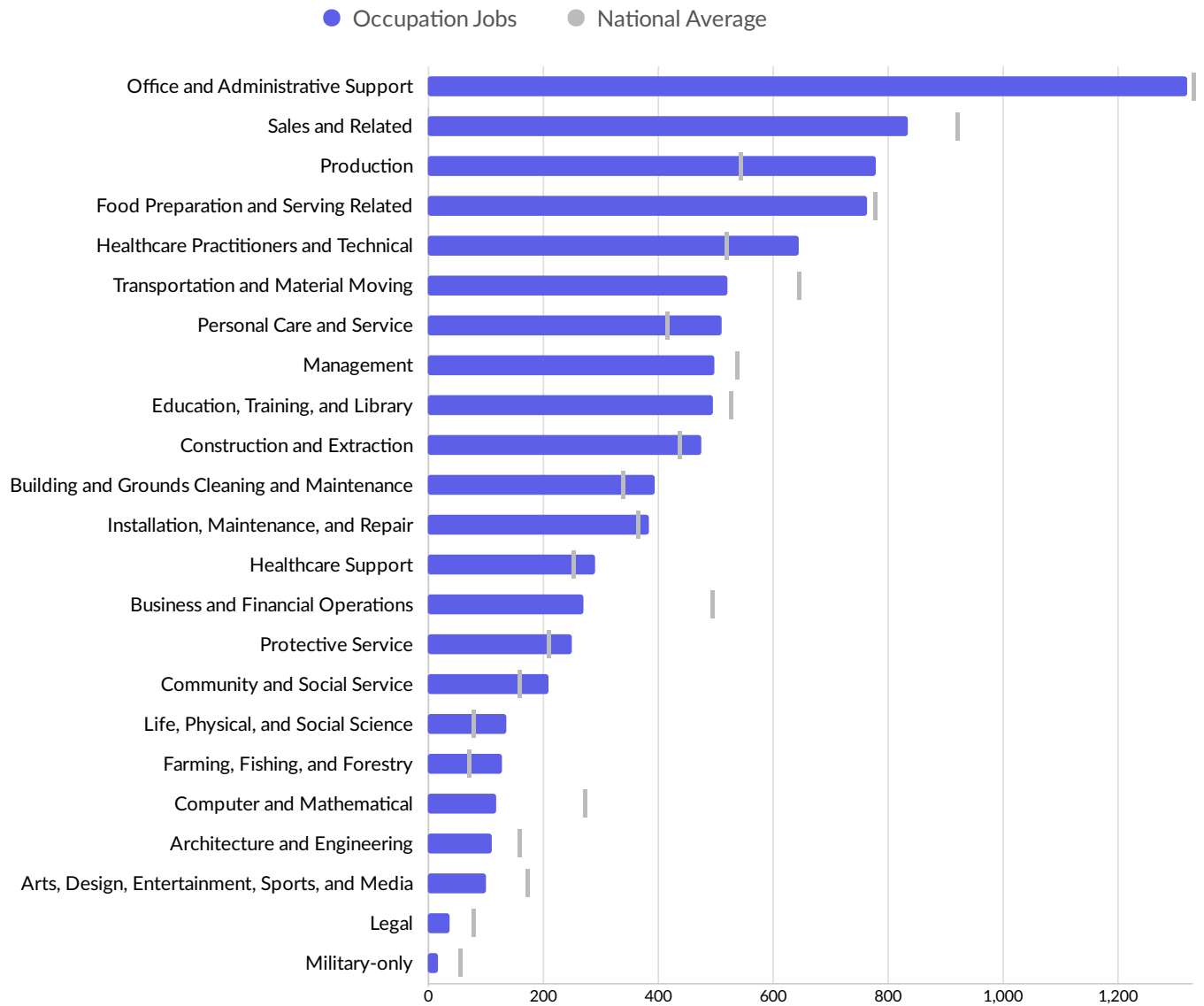


	Percentage	Business Count
1 to 4 employees	38.1%	350
5 to 9 employees	27.0%	248
10 to 19 employees	17.2%	158
20 to 49 employees	12.7%	117
50 to 99 employees	3.4%	31
100 to 249 employees	1.1%	10
250 to 499 employees	0.4%	4

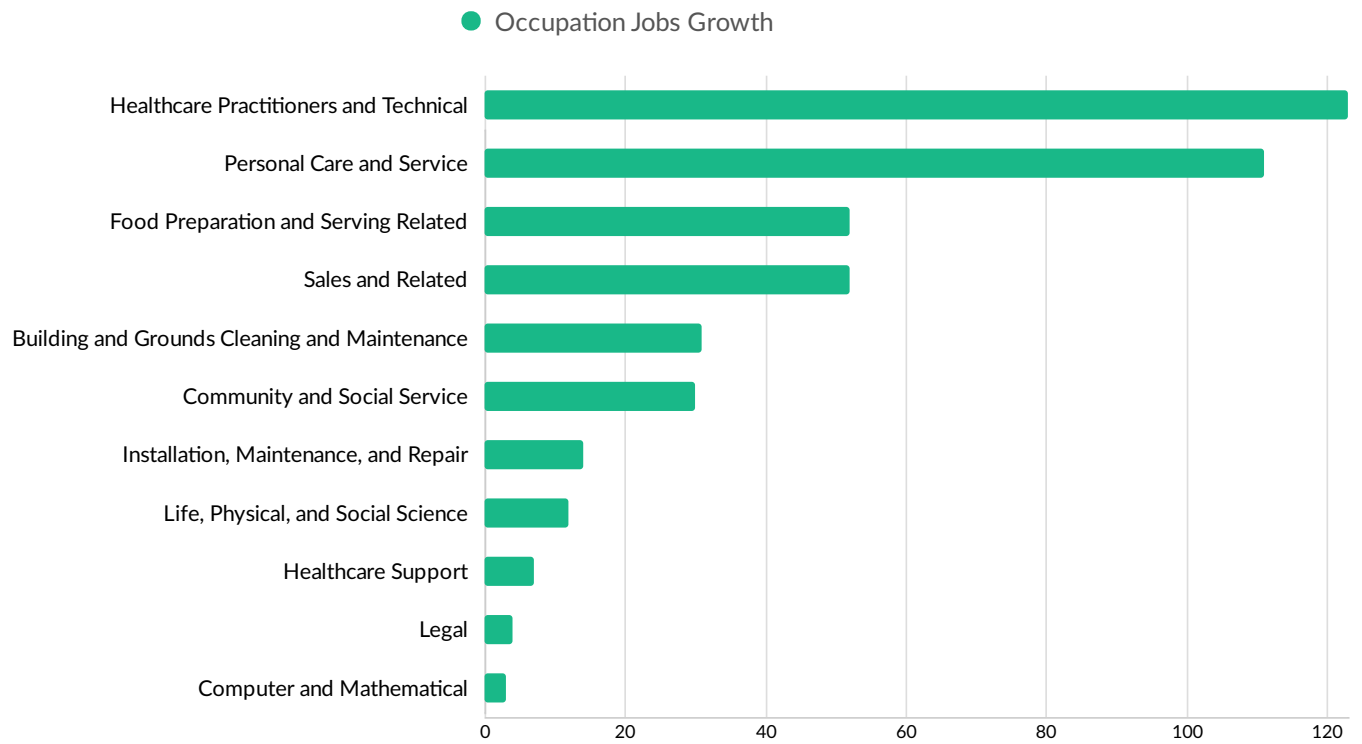
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

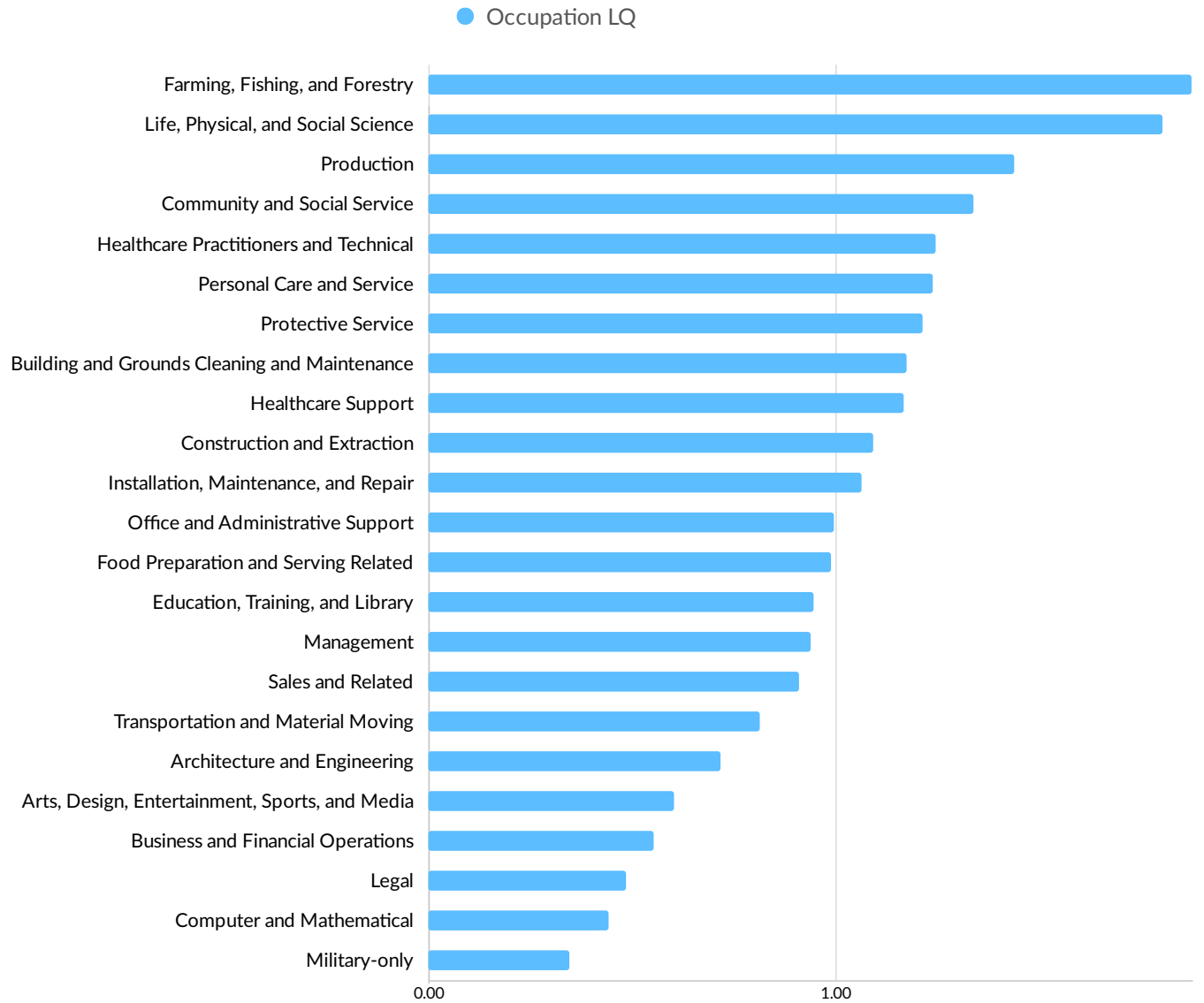
Largest Occupations



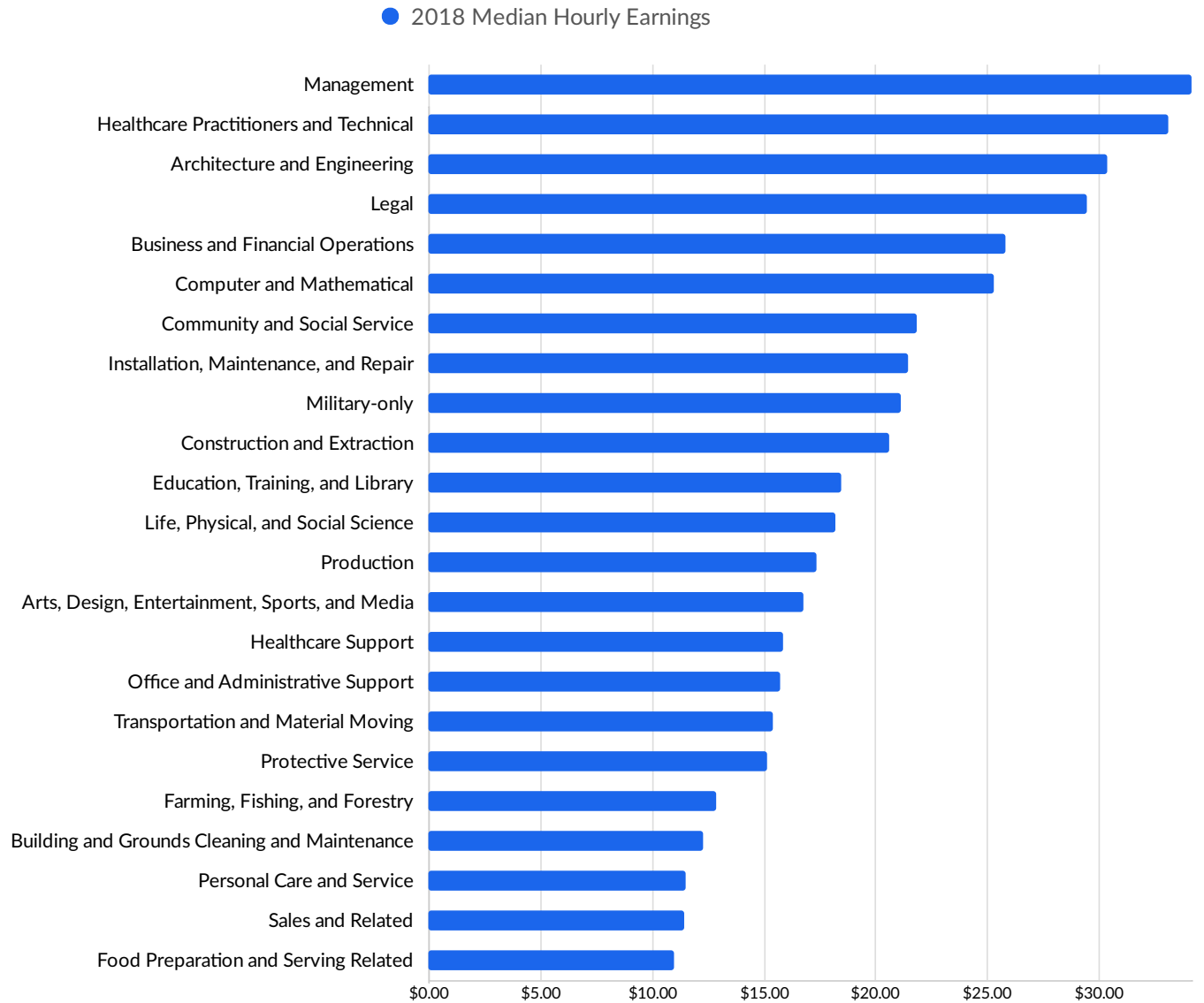
Top Growing Occupations



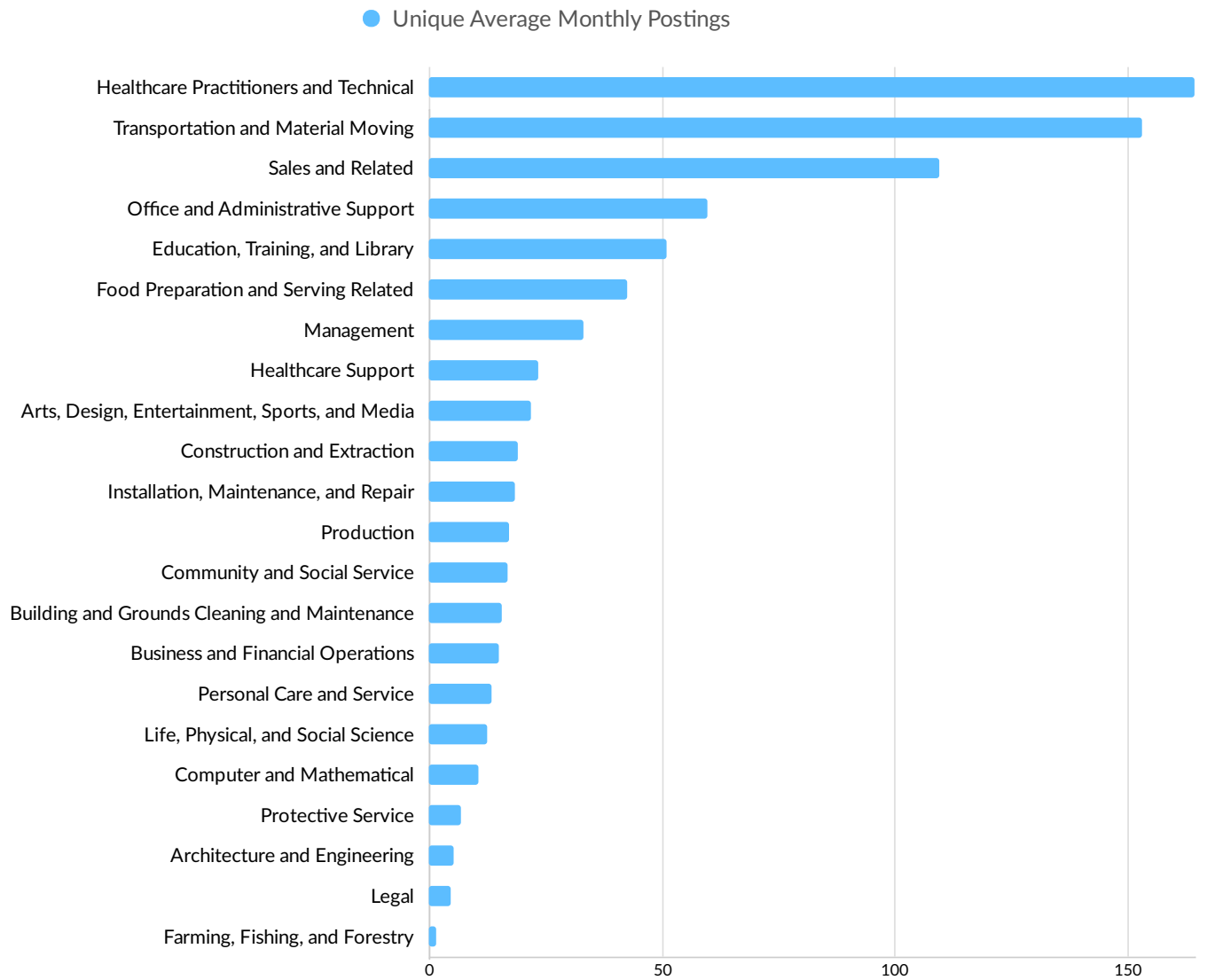
Top Occupation LQ



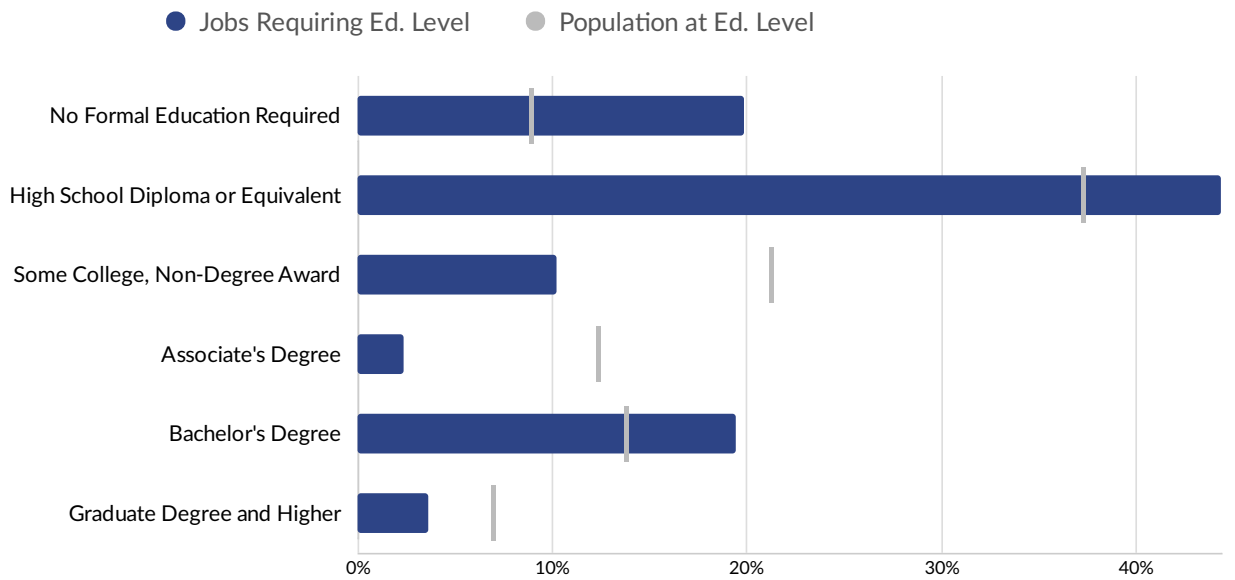
Top Occupation Earnings



Top Posted Occupations



Underemployment




Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Office and Administrative Support	1,365	1,323	-42	-3%	1.00	\$15.77	60
Sales and Related	783	835	52	+7%	0.91	\$11.45	110
Production	789	781	-8	-1%	1.44	\$17.36	17
Food Preparation and Serving Related	714	766	52	+7%	0.99	\$10.98	43
Healthcare Practitioners and Technical	522	645	123	+24%	1.25	\$33.14	164
Transportation and Material Moving	571	522	-49	-9%	0.81	\$15.45	153
Personal Care and Service	400	511	111	+28%	1.24	\$11.52	13
Management	503	500	-3	-1%	0.94	\$34.16	33
Education, Training, and Library	512	496	-16	-3%	0.94	\$18.49	51
Construction and Extraction	519	476	-43	-8%	1.09	\$20.61	19
Building and Grounds Cleaning and Maintenance	364	395	31	+9%	1.17	\$12.29	16
Installation, Maintenance, and Repair	372	386	14	+4%	1.06	\$21.50	19
Healthcare Support	284	291	7	+2%	1.17	\$15.88	23
Business and Financial Operations	275	271	-4	-1%	0.55	\$25.83	15
Protective Service	271	252	-19	-7%	1.21	\$15.13	7
Community and Social Service	180	210	30	+17%	1.34	\$21.89	17
Life, Physical, and Social Science	124	136	12	+10%	1.80	\$18.24	13
Farming, Fishing, and Forestry	130	130	0	0%	1.87	\$12.92	2

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Computer and Mathematical	117	120	3	+3%	0.44	\$25.34	11
Architecture and Engineering	112	112	0	0%	0.72	\$30.36	5
Arts, Design, Entertainment, Sports, and Media	115	102	-13	-11%	0.60	\$16.82	22
Legal	33	37	4	+12%	0.49	\$29.47	5
Military-only	22	18	-4	-18%	0.35	\$21.16	0

Educational Pipeline

In 2018, there were 146 graduates in Ashland County, WI. This pipeline has grown by 29% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General", "Natural Resources and Conservation, Other", and "Business Administration and Management, General".

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Northland College	146	

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

In-Demand Skills

