



# Ashland County, WI

Northwest Regional Planning Commission



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1400 S. River Street  
Spooner, Wisconsin 54801

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## Report Parameters

### 1 County

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55003 Ashland County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

15,412

Population (2021)

Population **decreased by 225** over the last 5 years and is projected to **decrease by 131** over the next 5 years.

8,755

Total Regional Employment

Jobs **decreased by 523** over the last 5 years but are projected to **grow by 277** over the next 5 years.

\$42.5K

Median Household Income (2019)

Median household income is **\$20.3K below** the national median household income of \$62.8K.

## Takeaways

- As of 2021 the region's population **declined by 1.4%** since 2016, falling by 225. Population is expected to **decrease by 0.8%** between 2021 and 2026, losing 131.
- From 2016 to 2021, jobs **declined by 5.6%** in Ashland County, WI from 9,278 to **8,755**. This change **fell short of the national growth rate of 0.4% by 5.2%**. As the number of jobs declined, the **labor force participation rate decreased from 62.3% to 59.6% between 2016 and 2021**.
- Concerning educational attainment, **12.7% of Ashland County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **13.4% hold an Associate's Degree** (4.7% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

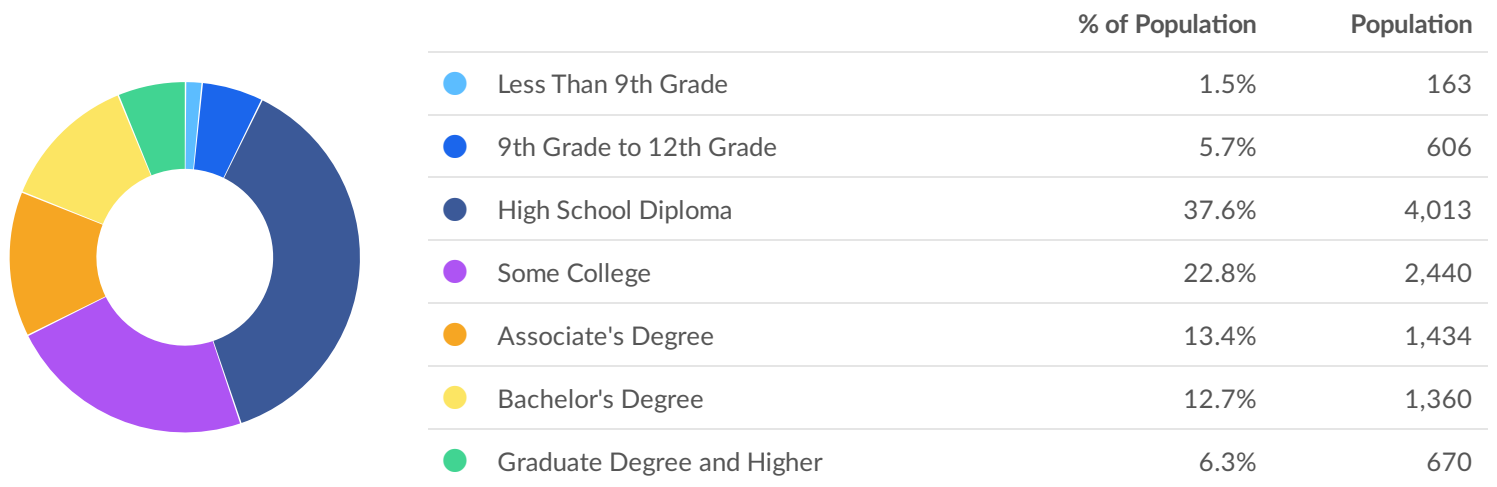
|        | Population (2021) | Labor Force (2021) | Jobs (2021) | Cost of Living | GRP       | Imports   | Exports   |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 15,412            | 7,325              | 8,755       | 96.9           | \$758.58M | \$1.14B   | \$1.13B   |
| NWRPC  | 175,998           | 85,727             | 73,402      | 99.8           | \$7.13B   | \$11.69B  | \$9.70B   |
| State  | 5,855,036         | 3,102,500          | 3,069,154   | 100.3          | \$345.97B | \$320.32B | \$341.85B |

## Nov 2021 Labor Force Breakdown



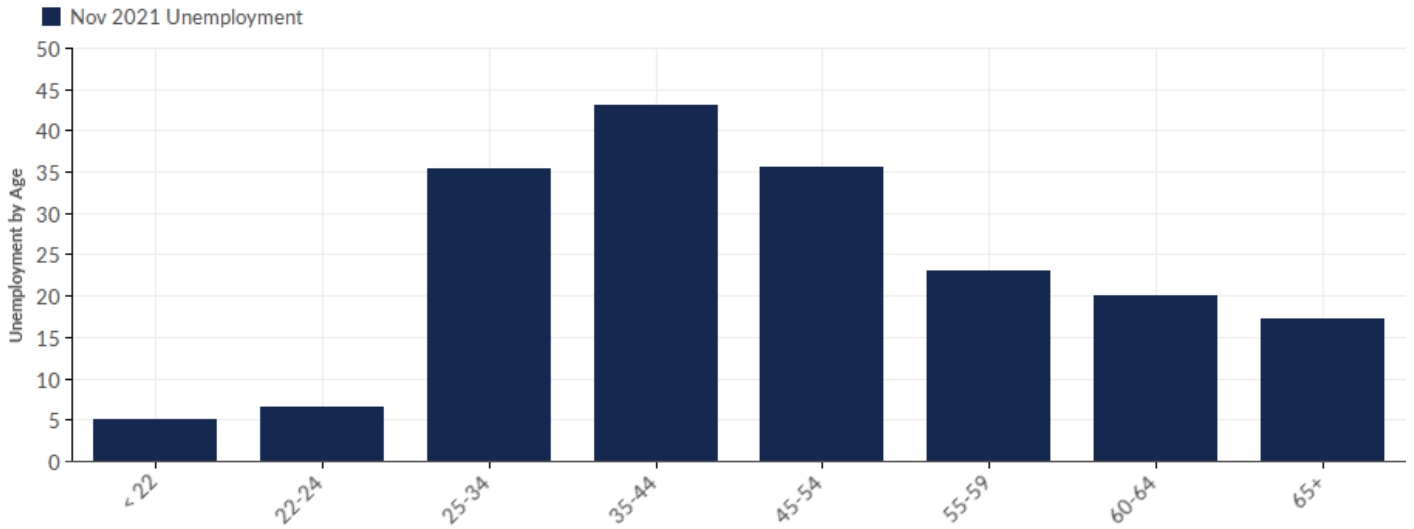
## Educational Attainment

Concerning educational attainment, **12.7% of Ashland County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **13.4% hold an Associate's Degree** (4.7% above the national average).



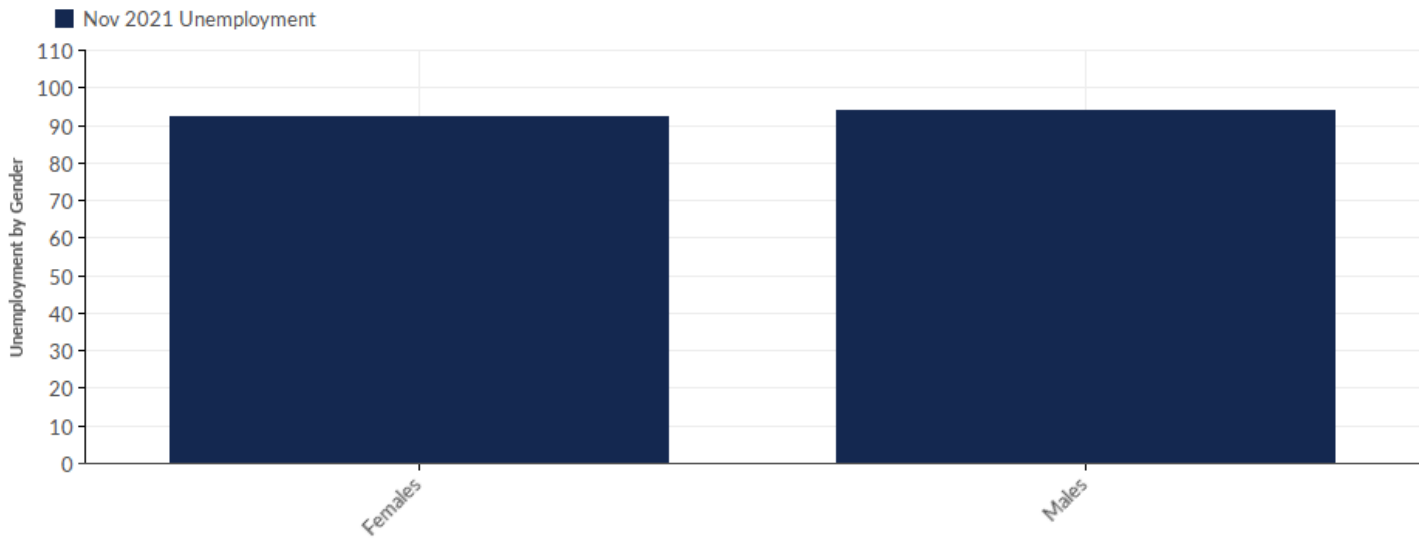
# Unemployment by Demographics

## Unemployment by Age



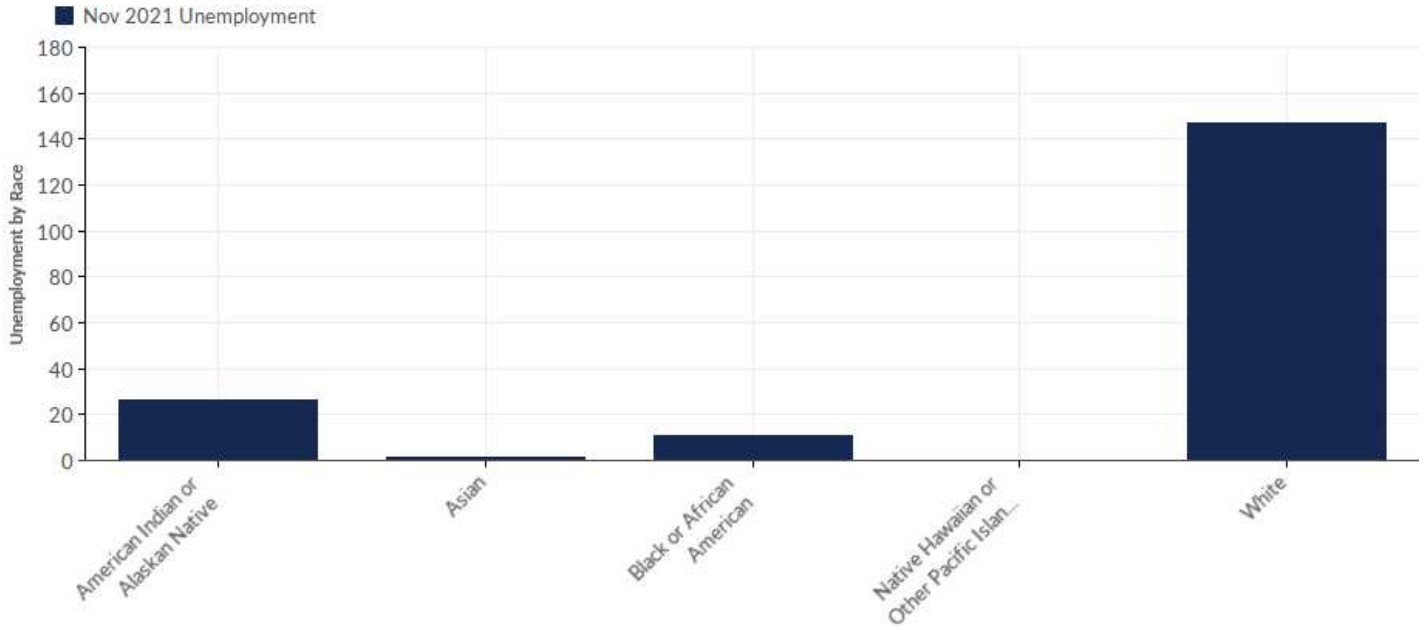
| Age          | Unemployment (Nov 2021) | % of Cohort    |
|--------------|-------------------------|----------------|
| < 22         | 5                       | 2.69%          |
| 22-24        | 7                       | 3.76%          |
| 25-34        | 35                      | 18.82%         |
| 35-44        | 43                      | 23.12%         |
| 45-54        | 36                      | 19.35%         |
| 55-59        | 23                      | 12.37%         |
| 60-64        | 20                      | 10.75%         |
| 65+          | 17                      | 9.14%          |
| <b>Total</b> | <b>186</b>              | <b>100.00%</b> |

## Unemployment by Gender



| Gender  | Unemployment (Nov 2021) | % of Cohort |
|---------|-------------------------|-------------|
| Females | 92                      | 49.46%      |
| Males   | 94                      | 50.54%      |
| Total   | 186                     | 100.00%     |

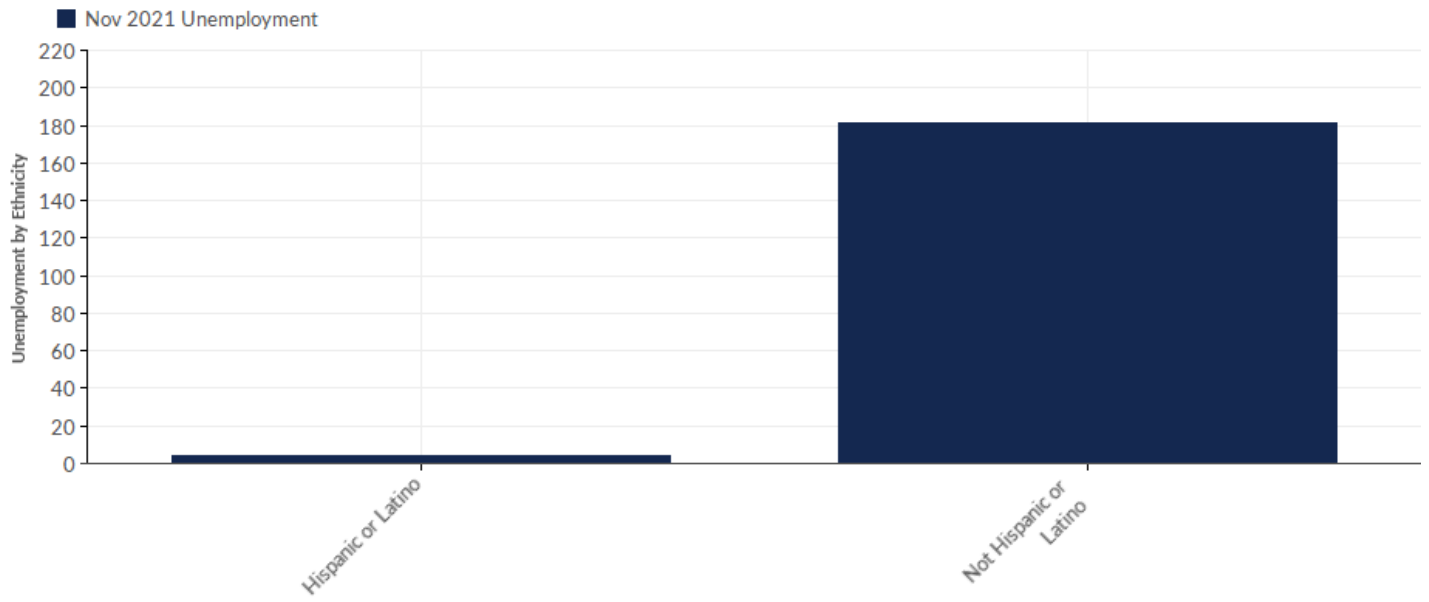
## Unemployment by Race



| Race                                      | Unemployment (Nov 2021) | % of Cohort   |
|---|-------------------------|---------------|
| American Indian or Alaskan Native         | 26                      | 13.98%        |
| Asian                                     | 1                       | 0.54%         |
| Black or African American                 | 11                      | 5.91%         |
| Native Hawaiian or Other Pacific Islander | 0                       | 0.00%         |
| White                                     | 147                     | 79.03%        |
| <b>Total</b>                              | <b>186</b>              | <b>99.00%</b> |



## Unemployment by Ethnicity

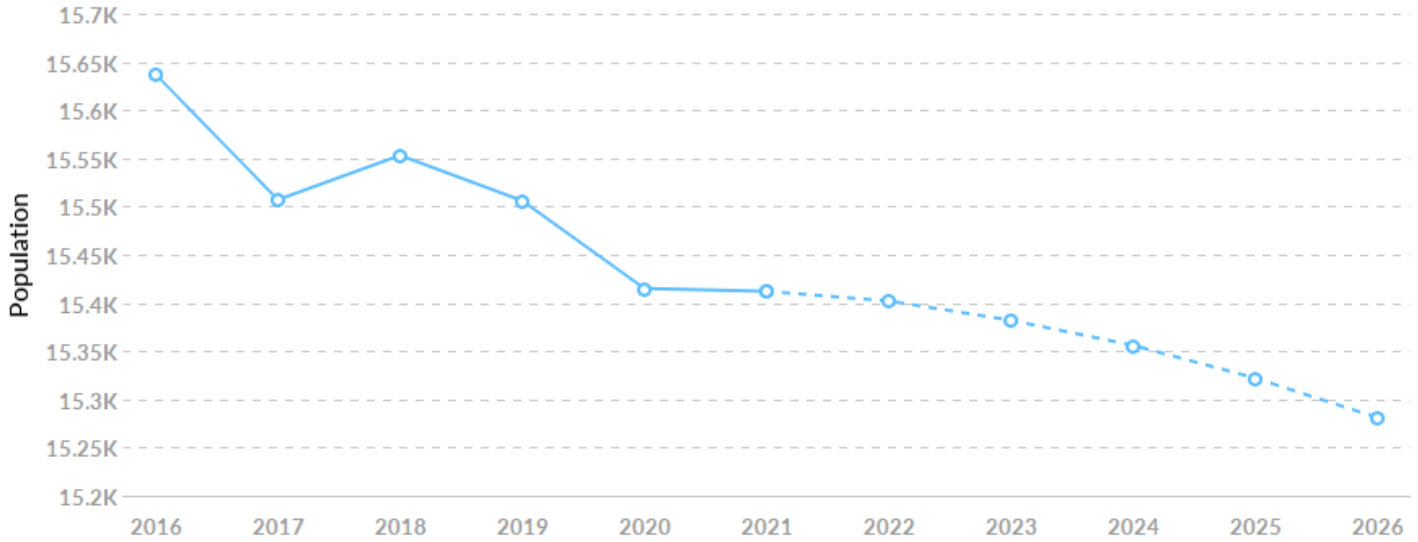


| Ethnicity              | Unemployment (Nov 2021) | % of Cohort |
|------------------------|-------------------------|-------------|
| Hispanic or Latino     | 4                       | 2.15%       |
| Not Hispanic or Latino | 182                     | 97.85%      |
| Total                  | 186                     | 100.00%     |

# Historic & Projected Trends

## Population Trends

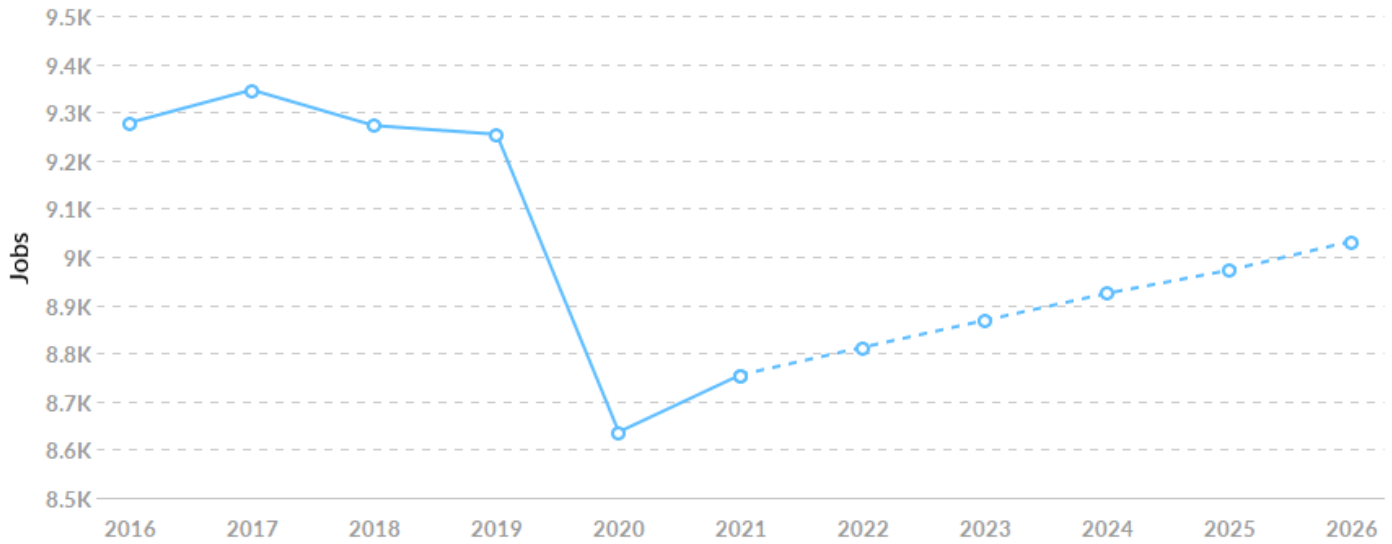
As of 2021 the region's population **declined by 1.4%** since 2016, falling by 225. Population is expected to **decrease by 0.8%** between 2021 and 2026, losing 131.



| Timeframe | Population |
|-----------|------------|
| 2016      | 15,637     |
| 2017      | 15,507     |
| 2018      | 15,553     |
| 2019      | 15,506     |
| 2020      | 15,415     |
| 2021      | 15,412     |
| 2022      | 15,402     |
| 2023      | 15,382     |
| 2024      | 15,356     |
| 2025      | 15,322     |
| 2026      | 15,281     |

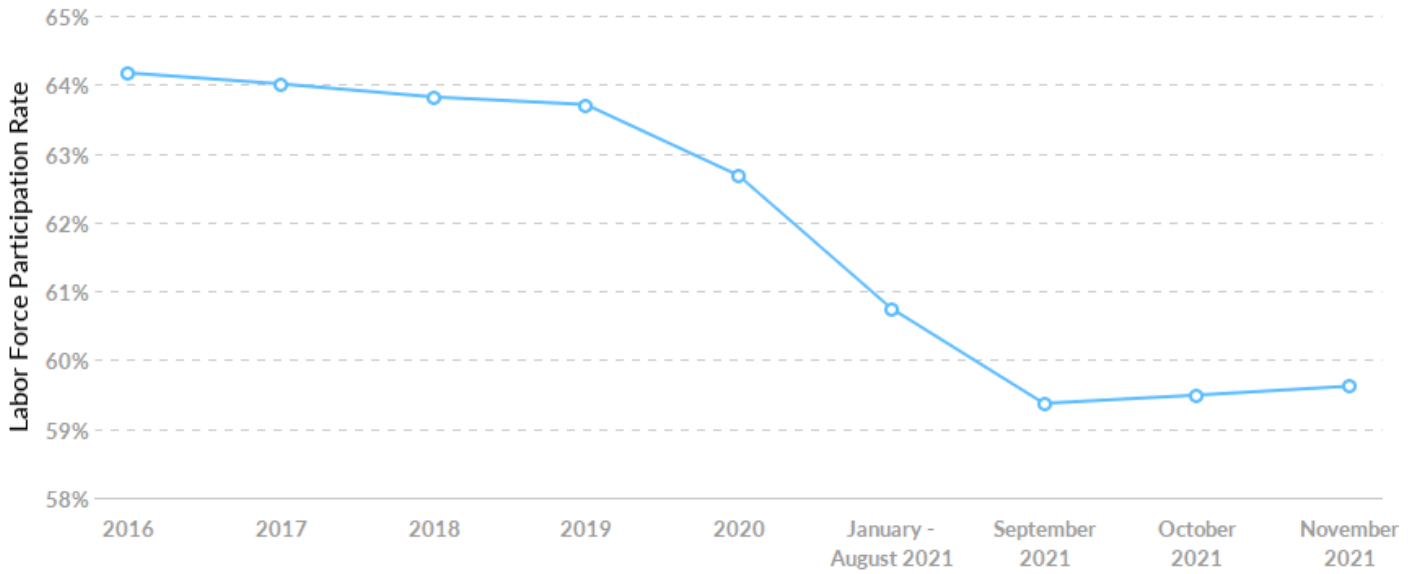
## Job Trends

From 2016 to 2021, jobs declined by 5.6% in Ashland County, WI from 9,278 to 8,755. This change fell short of the national growth rate of 0.4% by 5.2%.



| Timeframe | Jobs  |
|-----------|-------|
| 2016      | 9,278 |
| 2017      | 9,346 |
| 2018      | 9,272 |
| 2019      | 9,254 |
| 2020      | 8,636 |
| 2021      | 8,755 |
| 2022      | 8,812 |
| 2023      | 8,868 |
| 2024      | 8,924 |
| 2025      | 8,972 |
| 2026      | 9,032 |

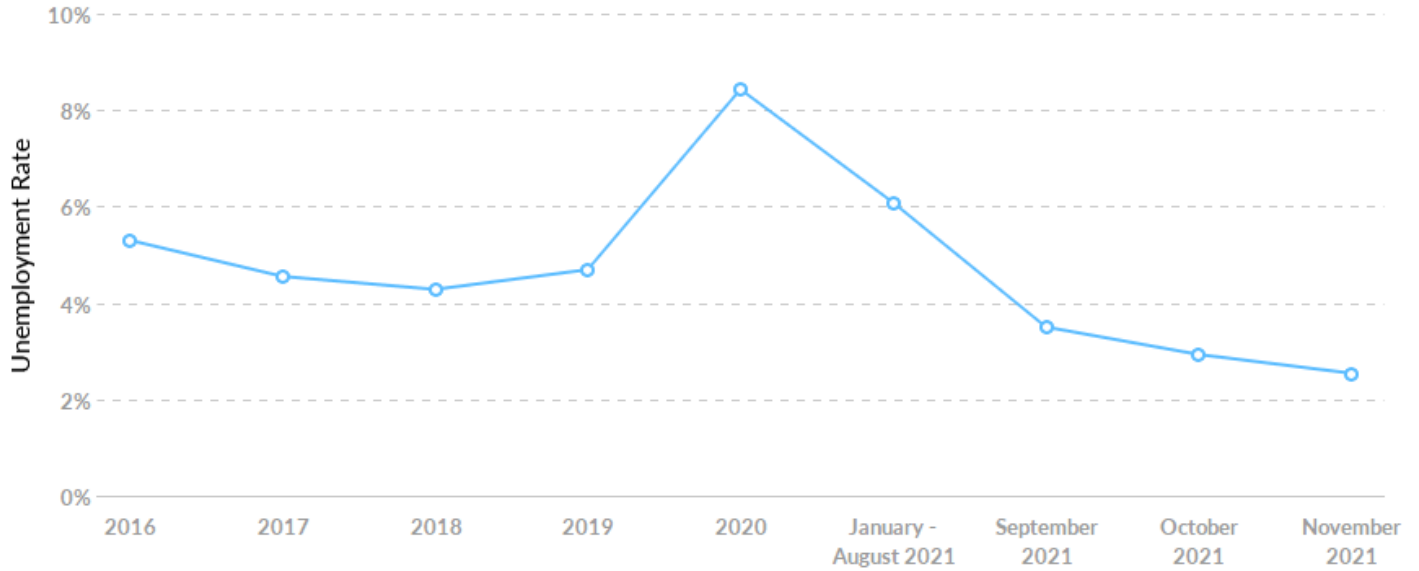
## Labor Force Participation Rate Trends



| Timeframe             | Labor Force Participation Rate |
|-----------------------|--------------------------------|
| 2016                  | 64.17%                         |
| 2017                  | 64.01%                         |
| 2018                  | 63.82%                         |
| 2019                  | 63.71%                         |
| 2020                  | 62.68%                         |
| January - August 2021 | 60.75%                         |
| September 2021        | 59.37%                         |
| October 2021          | 59.49%                         |
| November 2021         | 59.62%                         |

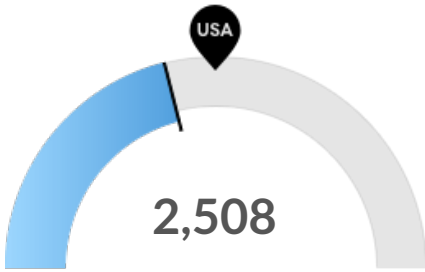
## Unemployment Rate Trends

Ashland County, WI had a November 2021 unemployment rate of 2.54%, decreasing from 5.30% 5 years before.



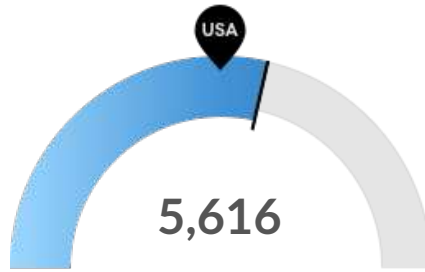
| Timeframe             | Unemployment Rate |
|-----------------------|-------------------|
| 2016                  | 5.30%             |
| 2017                  | 4.55%             |
| 2018                  | 4.28%             |
| 2019                  | 4.69%             |
| 2020                  | 8.43%             |
| January - August 2021 | 6.08%             |
| September 2021        | 3.50%             |
| October 2021          | 2.93%             |
| November 2021         | 2.54%             |

## Population Characteristics



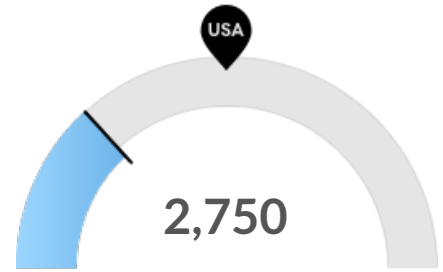
**Millennials**

Ashland County, WI has 2,508 millennials (ages 25-39). The national average for an area this size is 3,177.



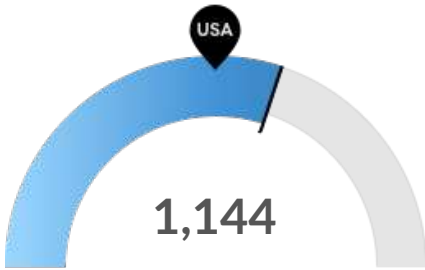
**Retiring Soon**

Retirement risk is high in Ashland County, WI. The national average for an area this size is 4,588 people 55 or older, while there are 5,616 here.



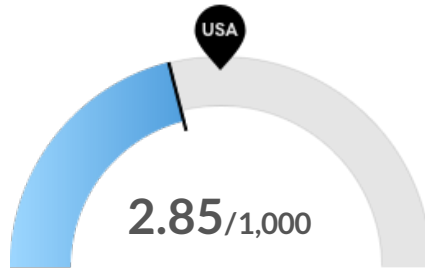
**Racial Diversity**

Racial diversity is low in Ashland County, WI. The national average for an area this size is 6,209 racially diverse people, while there are 2,750 here.



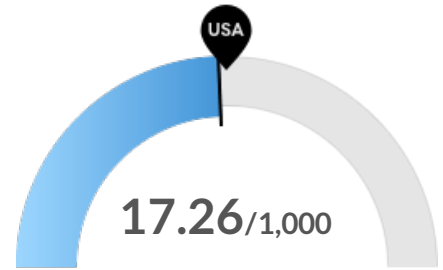
**Veterans**

Ashland County, WI has 1,144 veterans. The national average for an area this size is 861.



**Violent Crime**

Ashland County, WI has 2.85 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

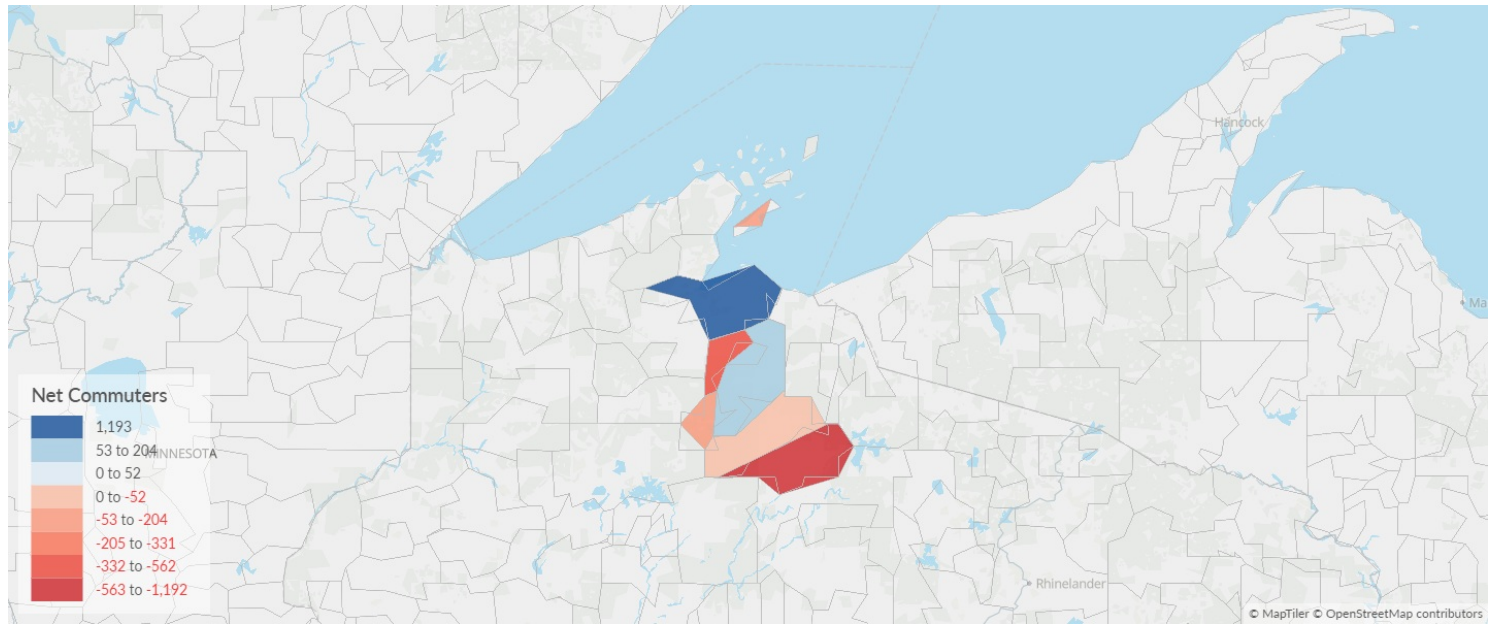


**Property Crime**

Ashland County, WI has 17.26 property crimes per 1,000 people. The national rate is 17.91 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                        | 2021 Employment |
|-------|-----------------------------|-----------------|
| 54806 | Ashland, WI (in Ashland...  | 6,498           |
| 54546 | Mellen, WI (in Ashland ...  | 729             |
| 54527 | Glidden, WI (in Ashland...  | 585             |
| 54514 | Butternut, WI (in Ashlan... | 362             |
| 54850 | La Pointe, WI (in Ashlan... | 194             |

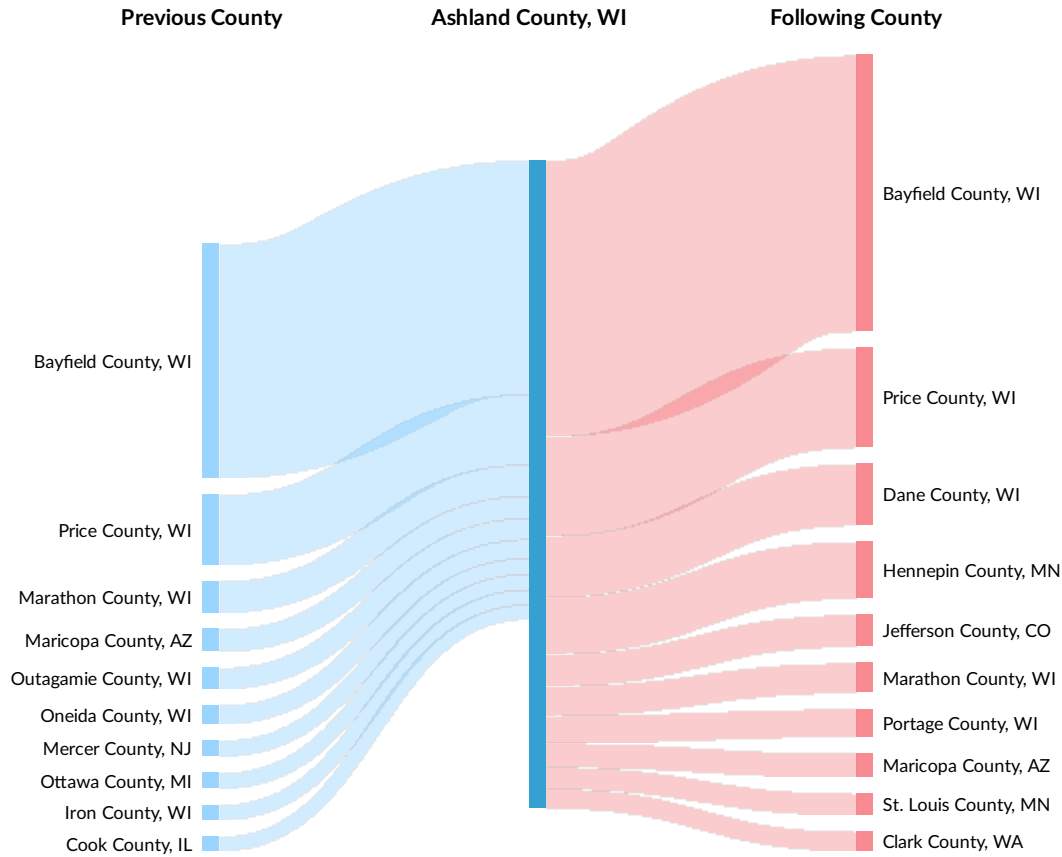
### Where Talent Lives

| ZIP   | Name                        | 2021 Workers |
|-------|-----------------------------|--------------|
| 54806 | Ashland, WI (in Ashland...  | 5,305        |
| 54514 | Butternut, WI (in Ashlan... | 925          |
| 54546 | Mellen, WI (in Ashland ...  | 639          |
| 54527 | Glidden, WI (in Ashland...  | 603          |
| 54855 | Marengo, WI (in Ashlan...   | 432          |

# 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 2019, 130 people have migrated from Bayfield County, WI to Ashland County, WI. In the same year, 153 people left Ashland County, WI migrating to Bayfield County, WI. The total Net Migration for Ashland County, WI in 2019 was -55.



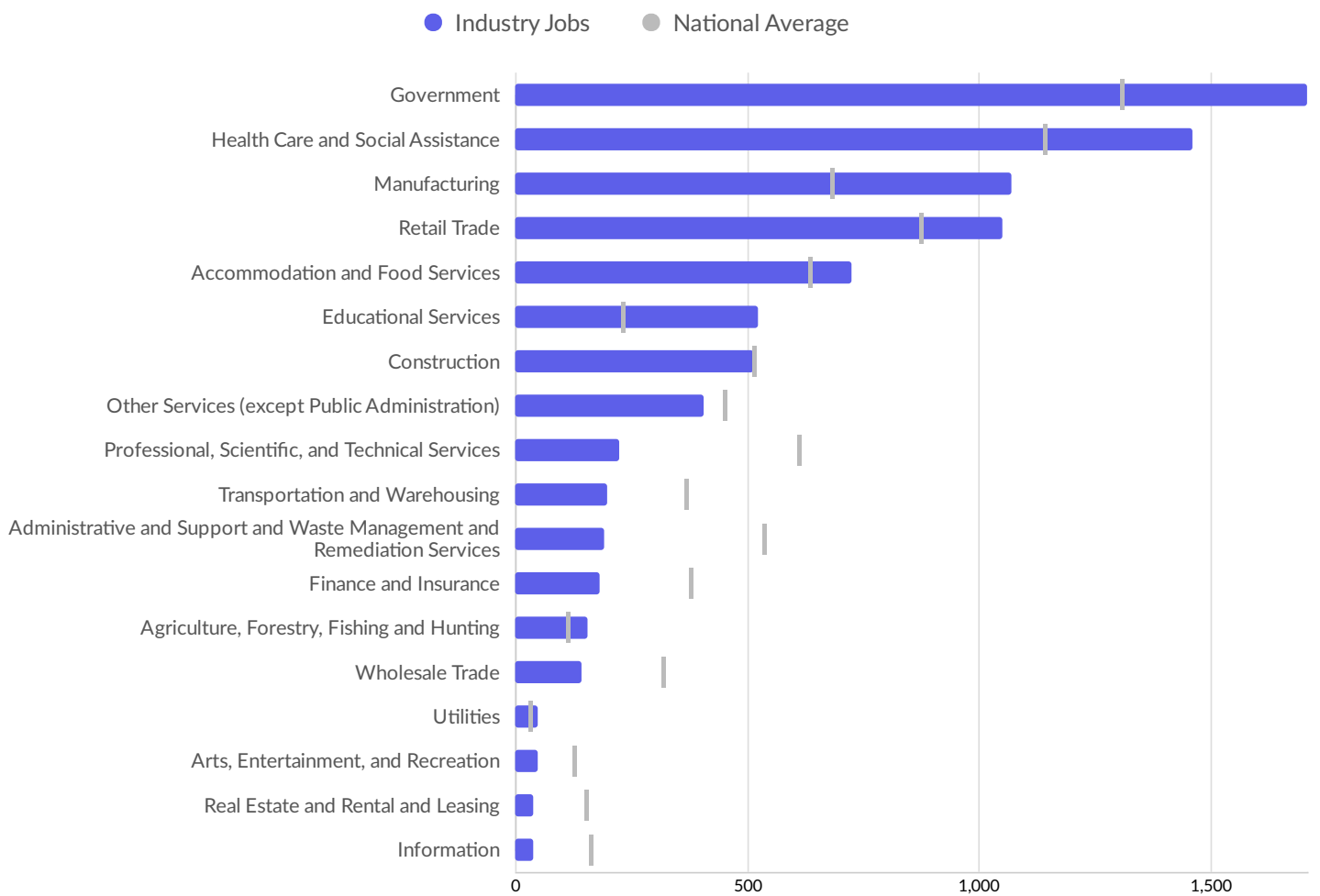
| Top Previous Counties | Migrations |
|-----------------------|------------|
| Bayfield County, WI   | 130        |
| Price County, WI      | 39         |
| Marathon County, WI   | 17         |
| Maricopa County, AZ   | 12         |
| Outagamie County, WI  | 12         |
| Oneida County, WI     | 10         |



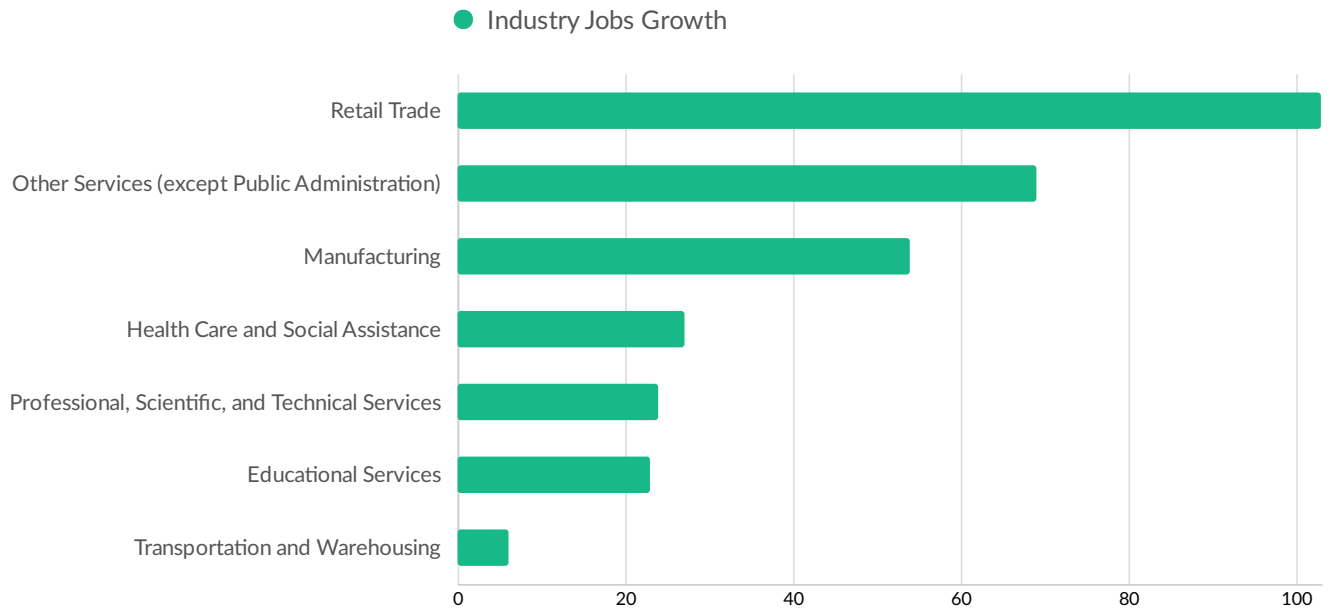
| <b>Top Previous Counties</b>  | <b>Migrations</b> |
|-------------------------------|-------------------|
| Mercer County, NJ             | 9                 |
| Ottawa County, MI             | 9                 |
| Iron County, WI               | 8                 |
| Cook County, IL               | 8                 |
| Isanti County, MN             | 8                 |
| Fond du Lac County, WI        | 7                 |
| Hennepin County, MN           | 7                 |
| Adams County, WI              | 7                 |
| Dodge County, WI              | 7                 |
| <b>Top Following Counties</b> | <b>Migrations</b> |
| Bayfield County, WI           | 153               |
| Price County, WI              | 55                |
| Dane County, WI               | 34                |
| Hennepin County, MN           | 31                |
| Jefferson County, CO          | 18                |
| Marathon County, WI           | 16                |
| Portage County, WI            | 15                |
| Maricopa County, AZ           | 13                |
| St. Louis County, MN          | 12                |
| Clark County, WA              | 11                |
| Eau Claire County, WI         | 10                |
| Brown County, WI              | 10                |
| McDonough County, IL          | 9                 |
| Marion County, IN             | 8                 |
| Columbia County, WI           | 8                 |

# Industry Characteristics

## Largest Industries



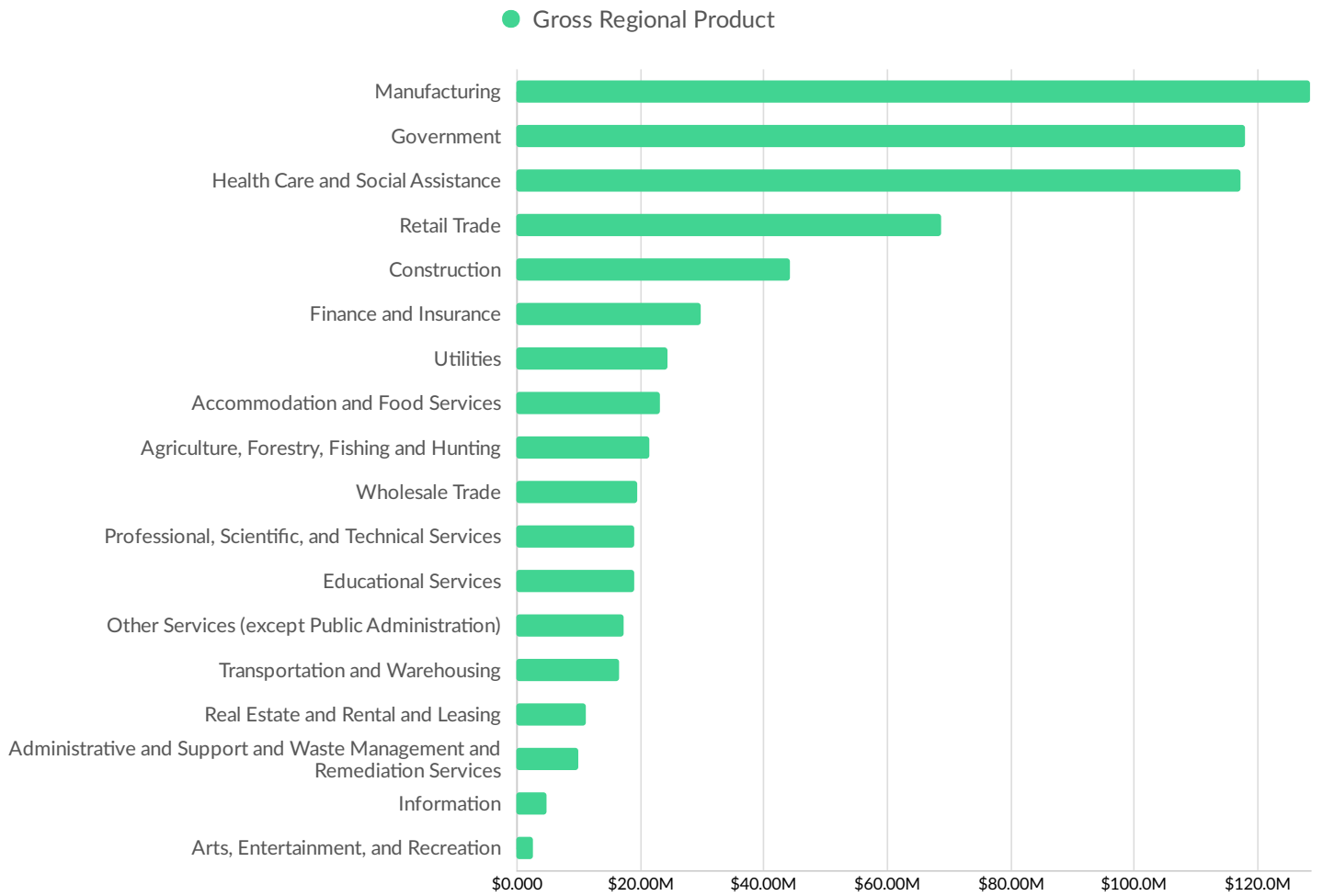
## Top Growing Industries



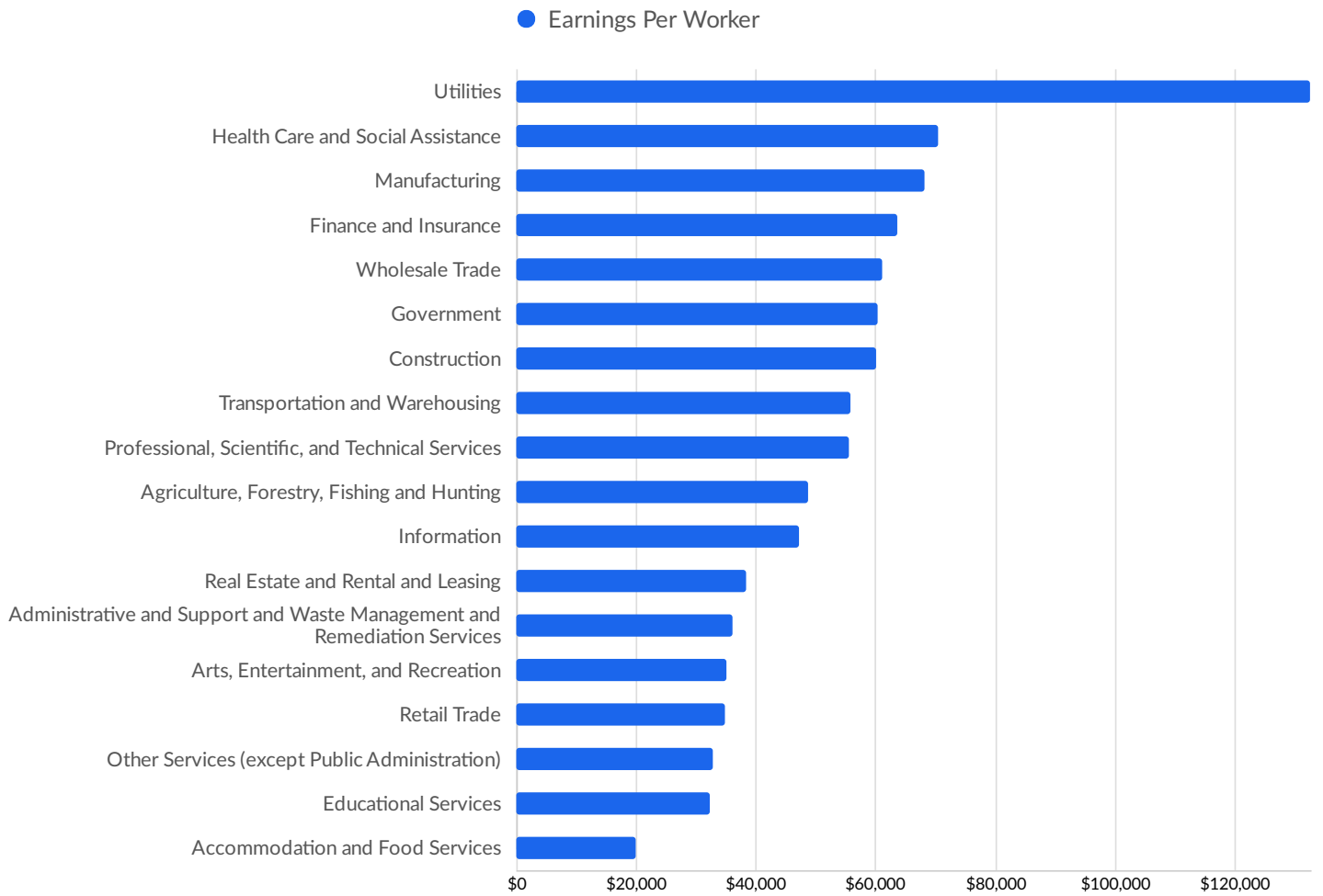
## Top Industry Location Quotient



## Top Industry GRP



















## Top Industry Earnings



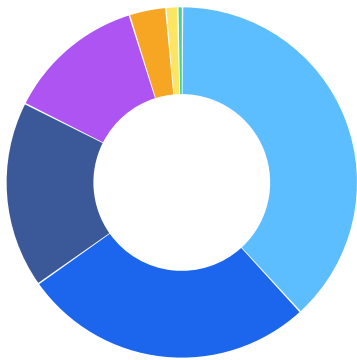
## Business Characteristics

### 1,209 Companies Employ Your Workers

Online profiles for your workers mention 1,209 companies as employers, with the top 10 appearing below. In the last 12 months, 146 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           | 118    | Essentia Health             | 50    |
| Northland College                 | 104  | Northland College           | 33  |
| School District Of Ashland        | 67   | Columbia Forest Products    | 31  |
| Ashland High School               | 47   | Kwik Trip                   | 30  |
| Wisconsin Indianhead Technical... | 40   | Tractor Supply              | 27  |
| Bad River Tribe                   | 35   | Walmart                     | 27  |
| Walmart                           | 30   | North Shore Healthcare      | 25  |
| C G Bretting Manufacturing Co     | 27   | Associated Bank             | 20  |
| Northern Clearing                 | 25   | Walgreens                   | 18  |
| Columbia Forest Products          | 22   | Attic Correctional Services | 15  |

## Business Size



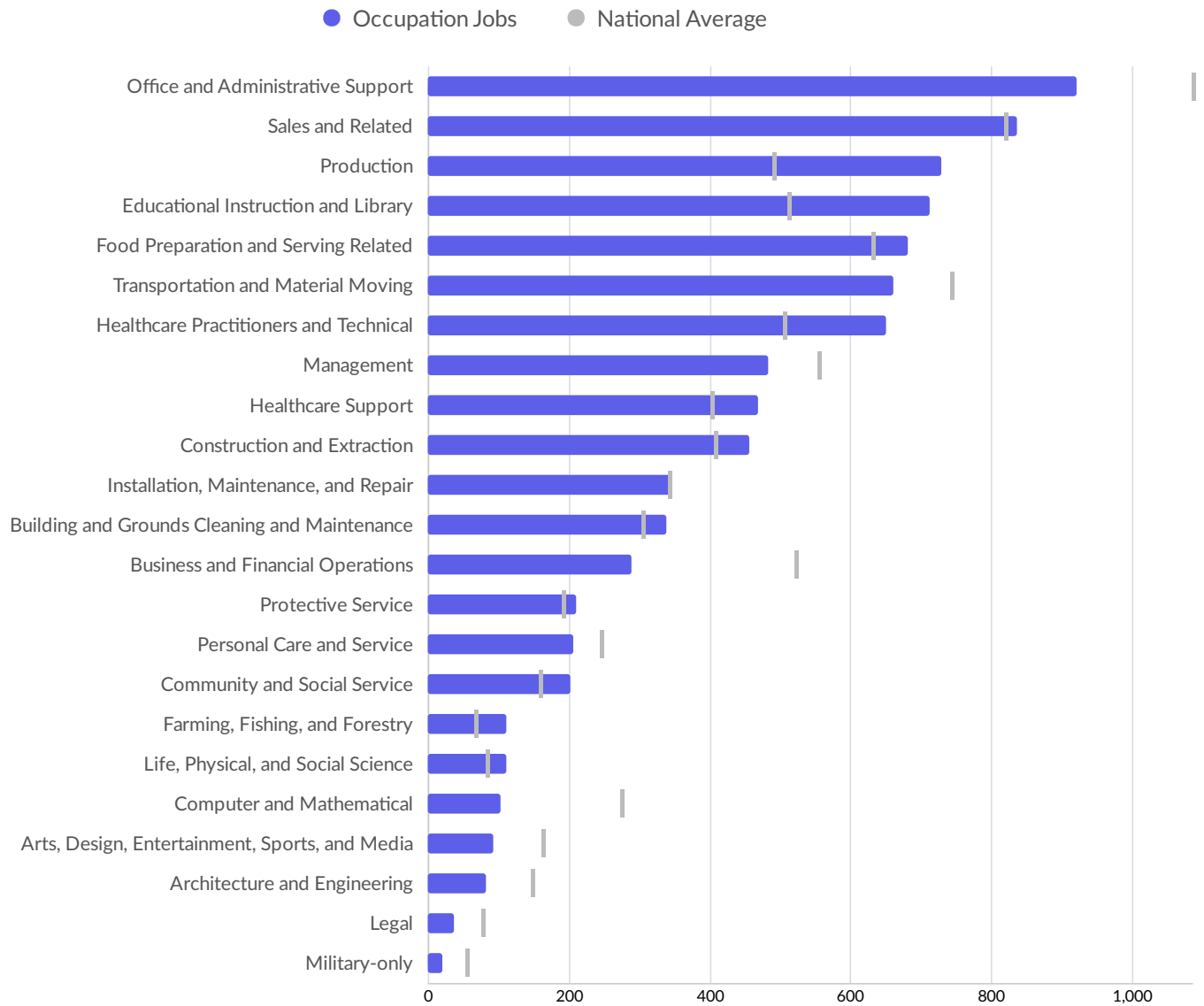
|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 38.1%      | 350            |
| 5 to 9 employees     | 27.0%      | 248            |
| 10 to 19 employees   | 17.2%      | 158            |
| 20 to 49 employees   | 12.7%      | 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.*

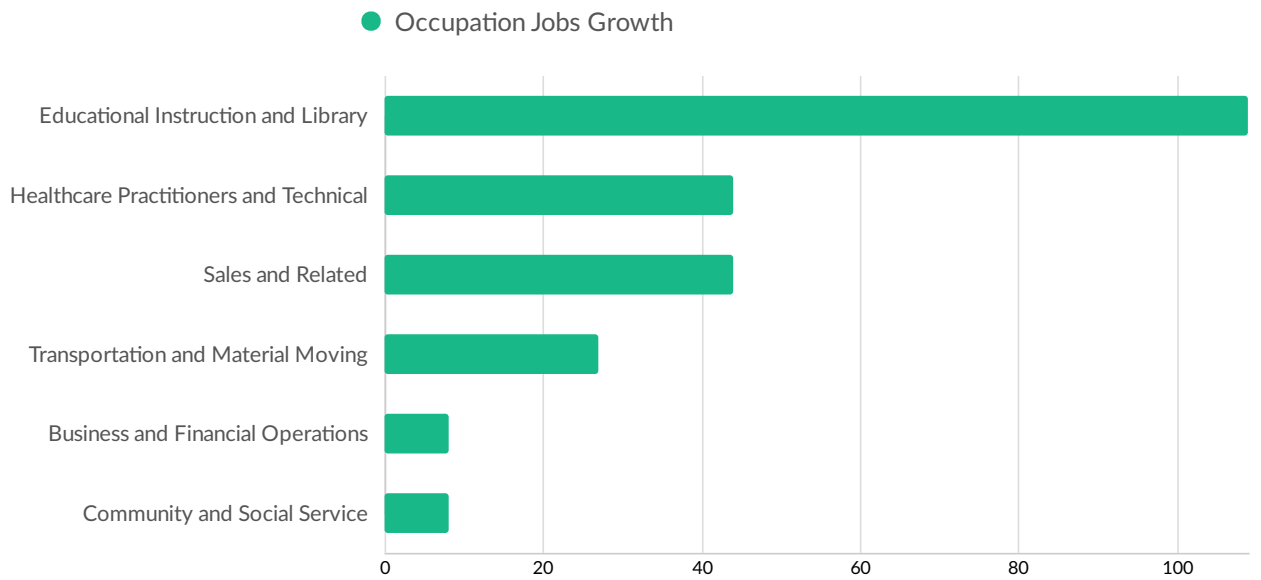


# Workforce Characteristics

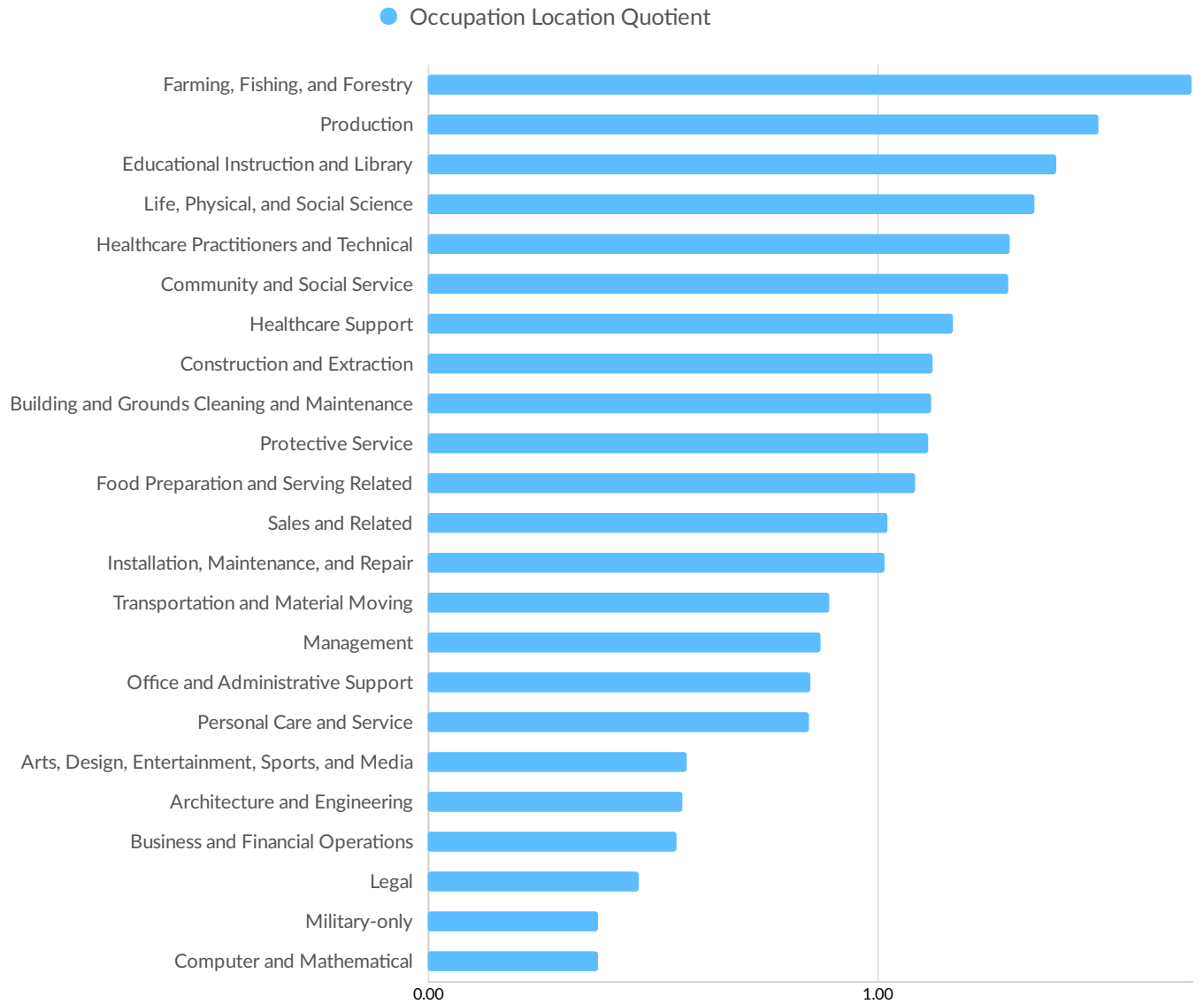
## Largest Occupations



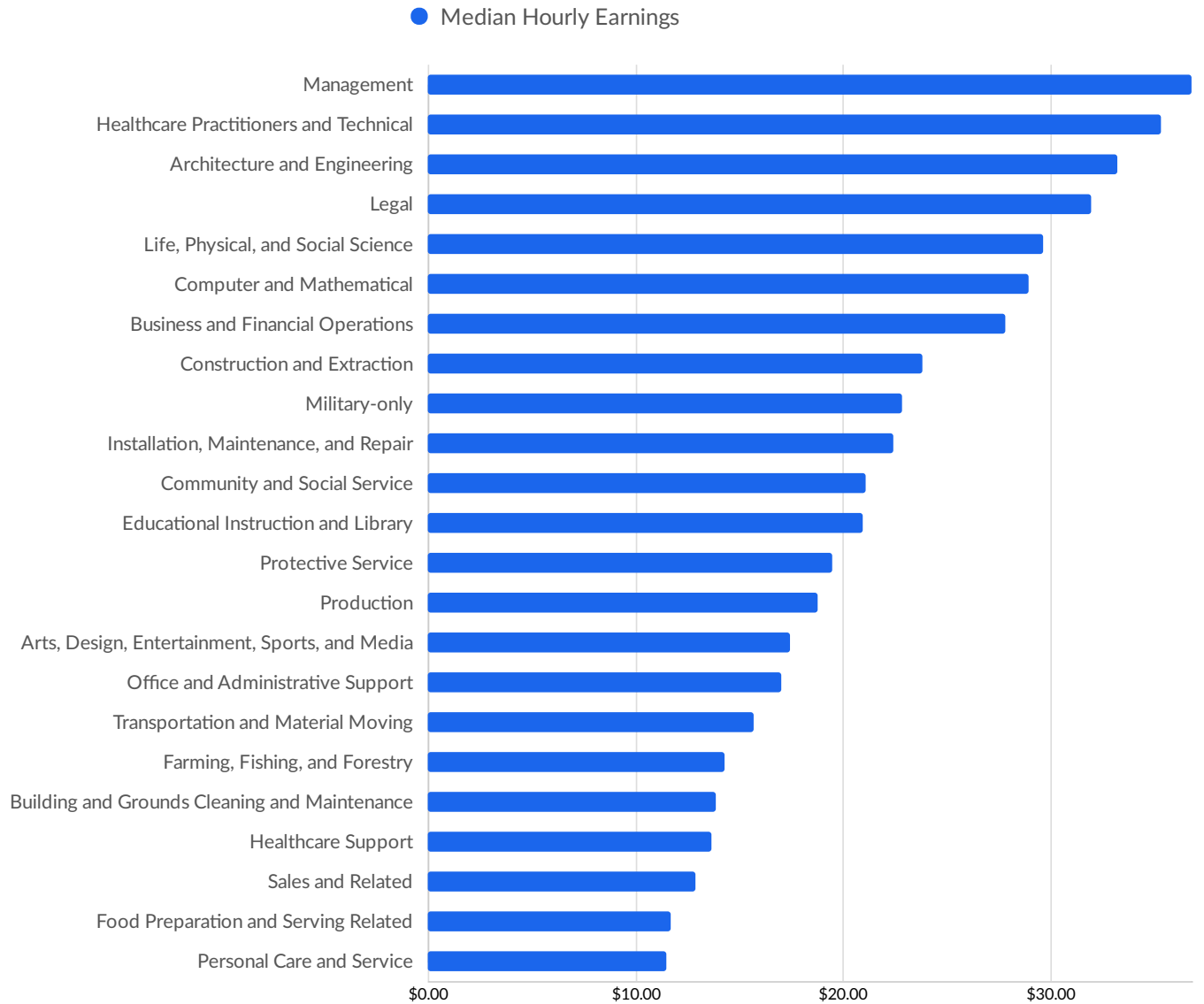
## Top Growing Occupations



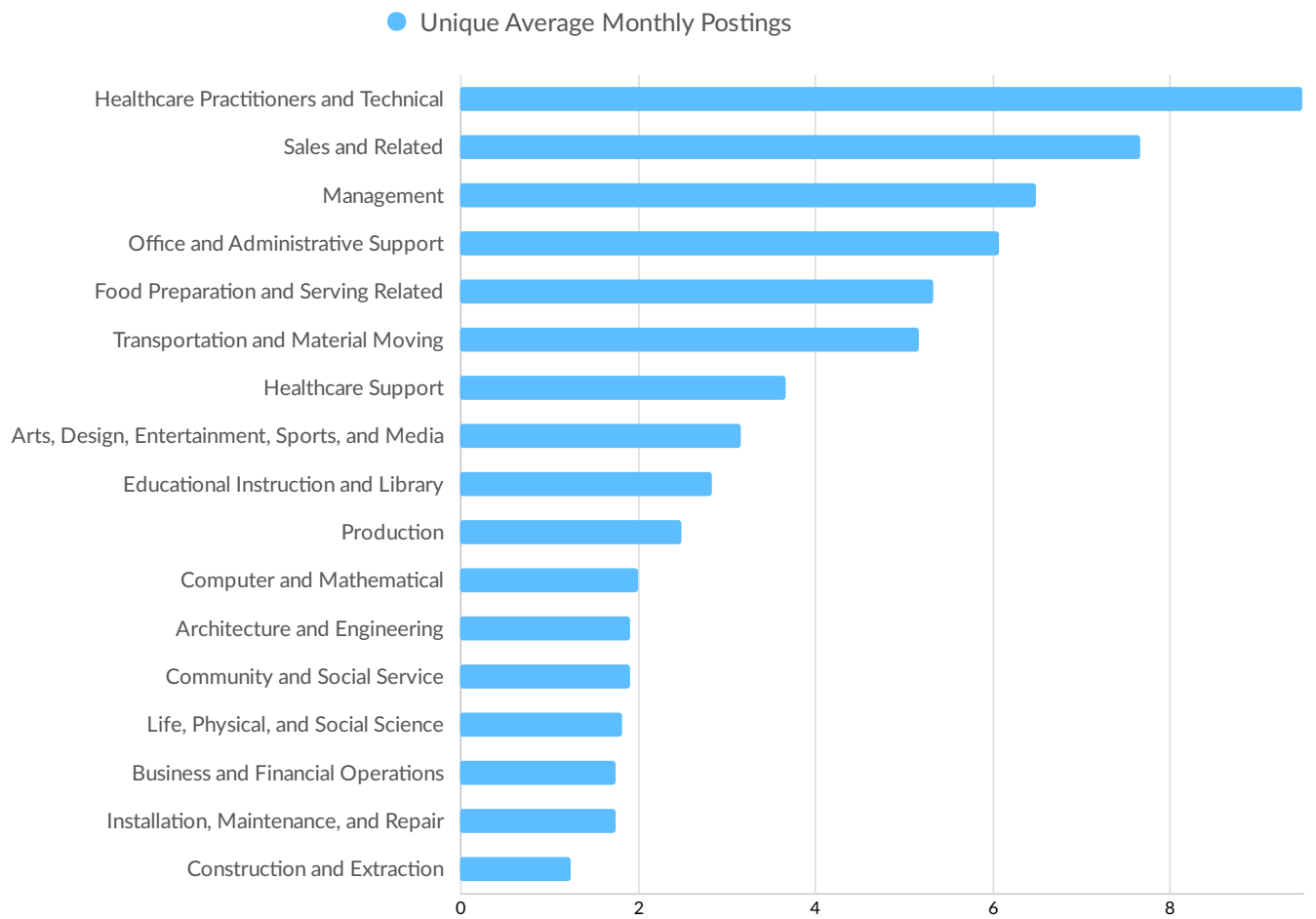
## Top Occupation Location Quotient



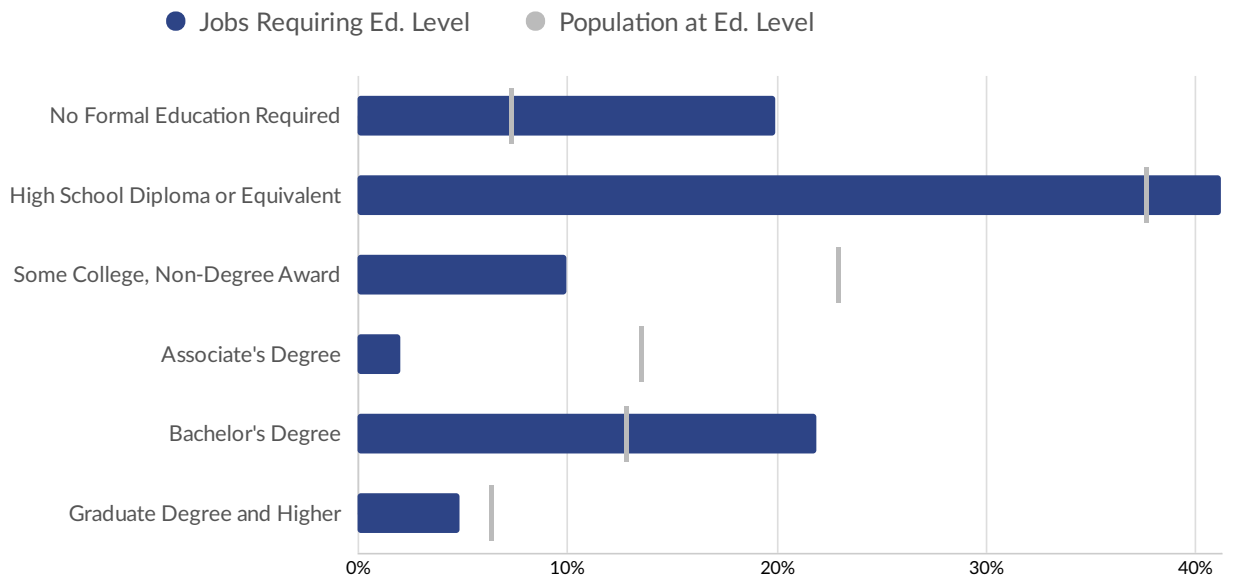
## Top Occupation Earnings



## Top Posted Occupations

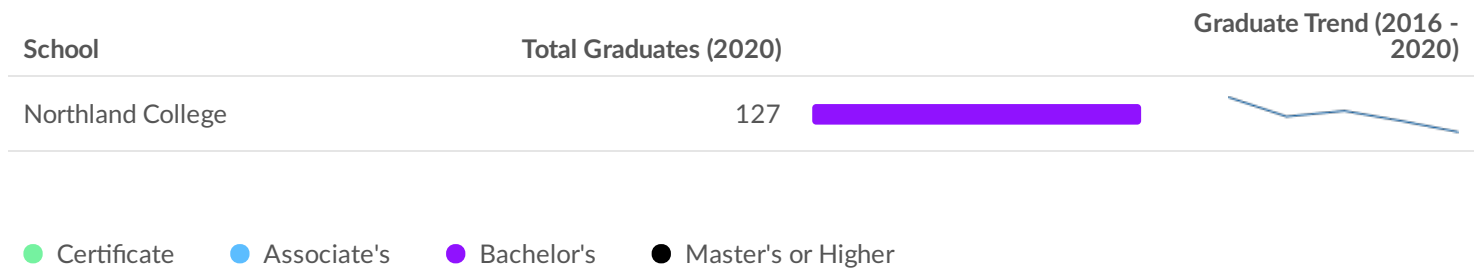


## Underemployment



## Educational Pipeline

In 2020, there were 127 graduates in Ashland County, WI. This pipeline has shrunk by 20% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General", "Business Administration and Management, General", and "Natural Resources and Conservation, Other".



# In-Demand Skills

