Ashland, Wisconsin.

Current market data.

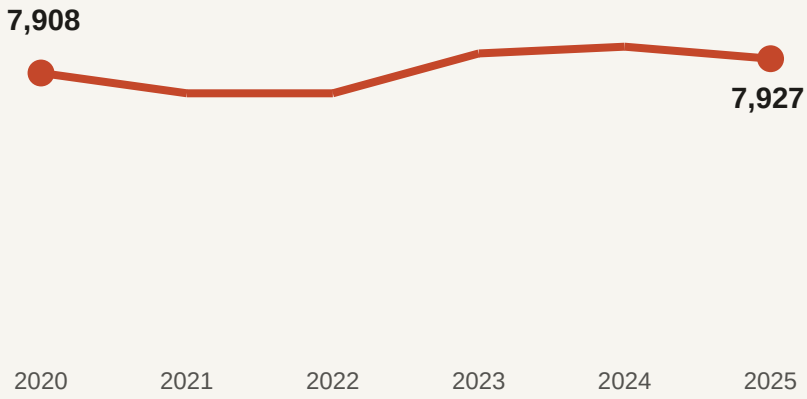
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Steady. Within 1% of 2020, every year since.

7,927

people, the 123rd-largest of Wisconsin's cities and towns.



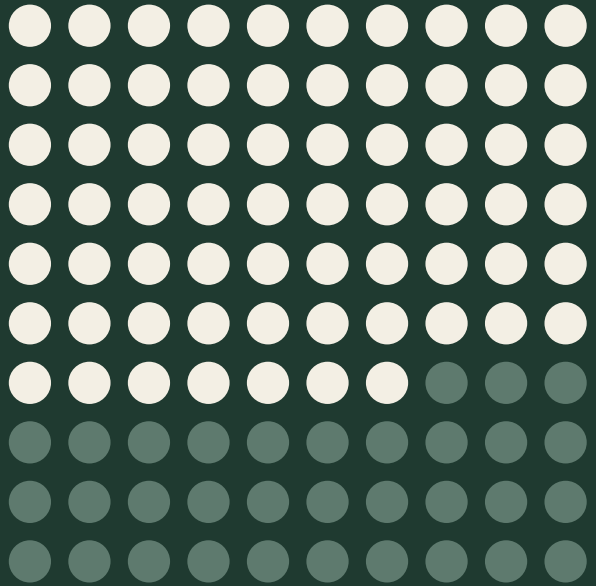
Source: Census Population Estimates, 2025

THE WORKDAY

7 in 10 jobs here go to people who live somewhere else.

67.3%

of 5,404 jobs located in Ashland are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

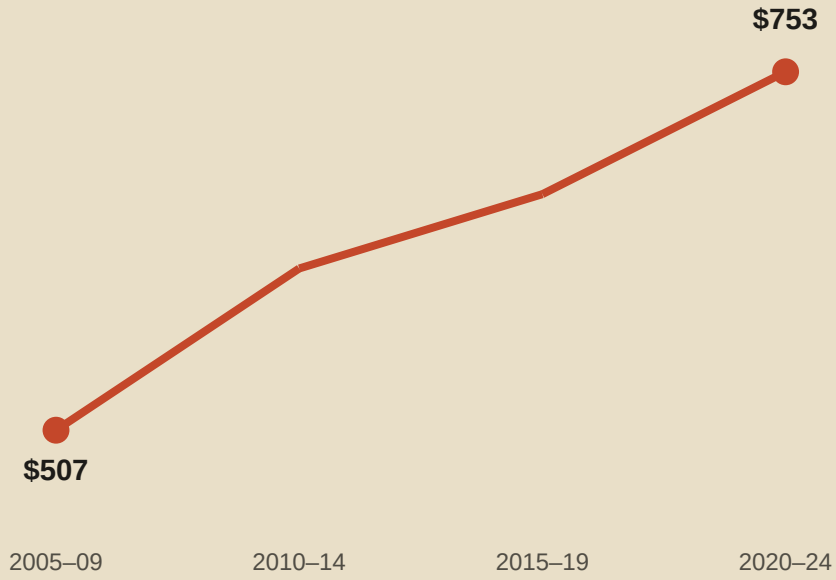
Source: Census LEHD LODES, 2023

RENT

Median rent is up 49% since the 2005–2009 survey, before inflation.

$753

a month. Wisconsin's median is $1,087.

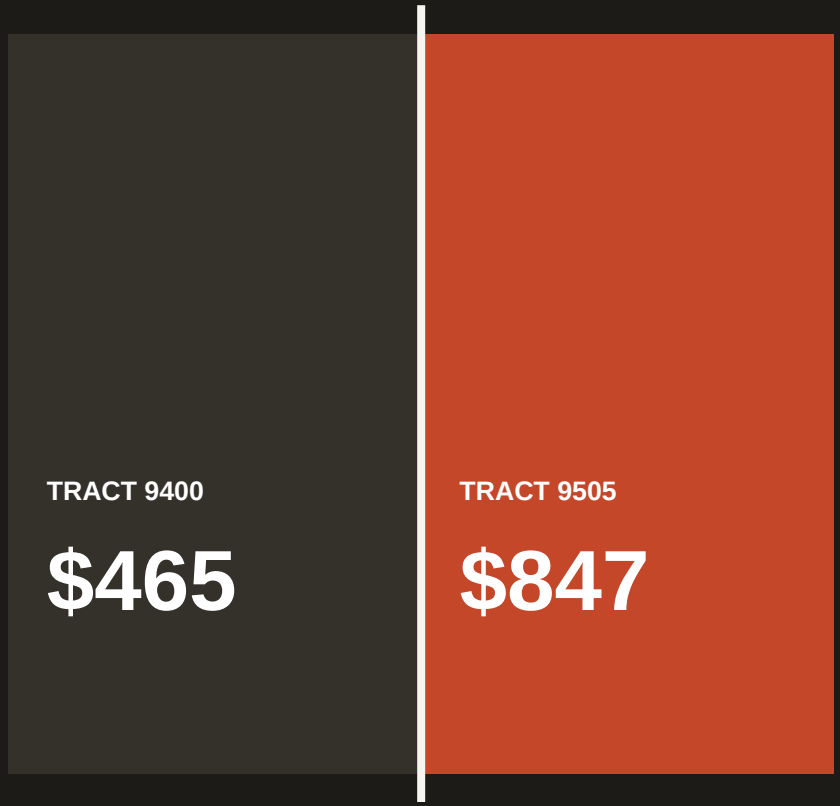


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $382.

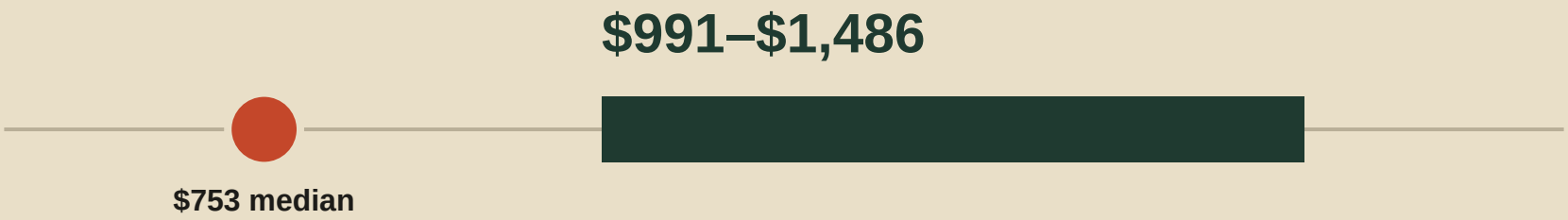
A $382 gap between neighbors, the sharpest rent edge between adjacent tracts in Ashland County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

31

homes permitted in ten years, 2016–2025

6%

of those were in multifamily buildings

94%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–1.4% to the 3,830 homes here.

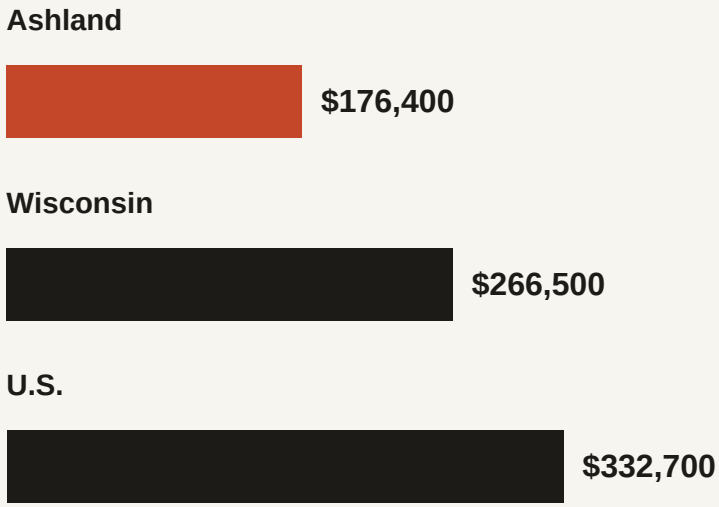
12–54

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 34% less than Wisconsin's.



$176,400

median home value in Ashland.

Source: Census ACS 5-year, 2020-2024

THAT WAS ASHLAND'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/wi/ashland/**