

# Ashland



Photo Credit: Christopher Goodwin

	2000	2010	% Change (2000-2010)	2018*
<b>Population</b>				
Total Population	14,674	16,593	13.1%	17,576
<b>Gender</b>				
Female	7,574	8,527	12.6%	8,977
Male	7,100	8,066	13.6%	8,599
<b>Age Distribution</b>				
Under 10 years	2,245	2,308	2.8%	2,350
10 to 19 years	1,663	2,073	24.7%	2,008
20 to 34 years	2,678	2,598	-3.0%	2,828
35 to 54 years	5,432	5,649	4.0%	5,162
55 to 74 years	2,080	3,174	52.6%	4,337
75 years and over	576	791	37.3%	891
<b>Race/Ethnicity</b>				
White	13,482	13,978	3.7%	14,570
Black	262	391	49.2%	466
American Indian	15	23	53.3%	25
Asian, Pacific Islander	367	1,455	296.5%	1,808
Some other race	245	437	78.4%	325
Two or More Races	303	309	2.0%	382
Hispanic or Latino (of any race)	428	740	72.9%	1,241
<b>Households by type</b>				
Family Households (families)	4,023	4,531	12.6%	4,698
With own children under 18 years	1,714	2,304	34.4%	2,263
Non family households	1,697	1,854	9.3%	2,028
Average household size	2.56	2.59	1.2%	2.62
Average family size	3.04	3.09	1.6%	3.09

<b>Housing</b>				
<b>Housing Tenure and Vacancy</b>				
Occupied housing units	5,720	6,385	11.6%	6,726
Vacant housing units	74	224	202.7%	199
Homeowner vacancy rate (percent)	0.3%	0.1%	-66.7%	2.2%
Rental vacancy rate (percent)	2.6%	4.6%	76.9%	3.7%
Owner-occupied housing units	4,556	5,210	14.4%	5,362
Renter-occupied housing units	1,164	1,175	0.9%	1,364

Sources: MERC and various sources.

Note: In a few instances MERC estimates are used due to the unavailability of data.

Please refer to MERC's Annual Economic Profile for a detailed discussion of sources.

\* 5-year estimate based on the Census Bureau's American Community Survey

	2017	2018	% Change (2017-2018)
<b>Education</b>			
Student Enrollment	2,629	2,729	3.8%
Costs Per Pupil	\$12,637	\$13,375	5.8%

<b>Unemployment</b>			
Labor Force	10,639	10,987	3.3%
Unemployed Individuals	311	272	-12.5%
Unemployment Rate	2.9%	2.5%	-13.8%

<b>Income</b>			
Average Wage	\$47,454	\$49,239	3.8%
Total Payroll (in thousands)	\$235,991	\$241,123	2.2%

<b>Employment By Super Sector</b>			
<b>Total Employment</b>	<b>4,973</b>	<b>4,897</b>	<b>-1.5%</b>
Natural Resources & Mining	0	0	0.0%
Construction	370	339	-8.4%
Manufacturing	734	748	1.9%
Trade, Transportation, & Utilities	1,052	1,026	-2.5%
Information	50	66	32.0%
Financial Activities	66	64	-3.0%
Professional and Business Services	699	623	-10.9%
Education and Health Services	477	499	4.6%
Leisure & Hospitality	529	534	0.9%
Other Services	279	285	2.2%
Public	717	713	-0.6%
<b>Total Establishments</b>	<b>471</b>	<b>474</b>	<b>0.6%</b>
Natural Resources & Mining	0	0	0.0%
Construction	69	68	-1.4%
Manufacturing	18	20	11.1%
Trade, Transportation, & Utilities	79	77	-2.5%
Information	8	7	-12.5%
Financial Activities	19	19	0.0%
Professional and Business Services	97	100	3.1%
Education and Health Services	66	66	0.0%
Leisure & Hospitality	43	43	0.0%
Other Services	56	59	5.4%
Public	16	15	-6.3%

<b>Revenue (in thousands)</b>			
Tax Levies	\$41,610	\$43,878	5.5%
State Aid	\$7,727	\$7,823	1.2%
Local Fees/Receipts	\$17,354	\$16,227	-6.5%
Other Revenue	\$2,167	\$2,615	20.7%
<b>Tax Rates (per thousand)</b>			
Residential Tax Rate	\$16.70	\$16.61	-0.5%
Commercial Tax Rate	\$16.70	\$16.61	-0.5%

<b>Housing Prices</b>			
Average Single Family Home Assessed Value	\$419,948	\$434,504	3.5%
Single Family Median Sales Price	\$431,000	\$460,000	6.7%
Condo Median Sales Price	\$357,500	\$380,000	6.3%