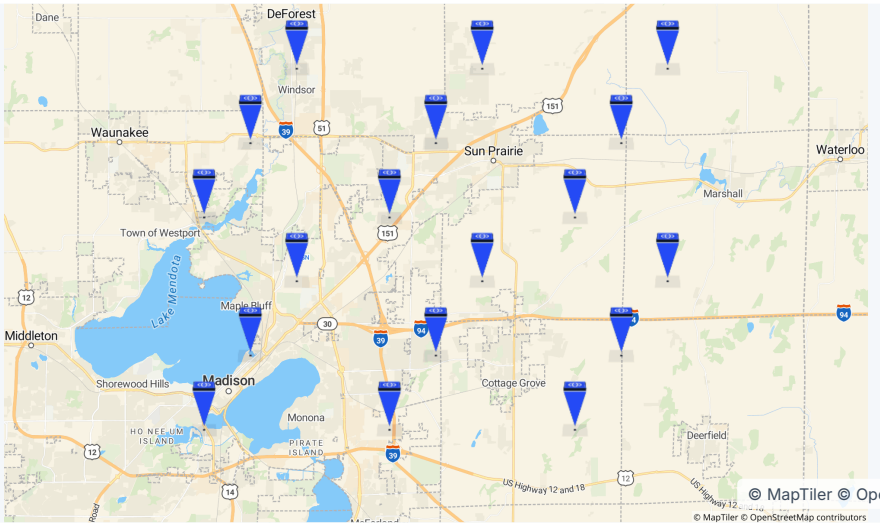
RESEARCH · ANALYSIS · DECISIONS

Preliminary market research

Researchers, journalists & attorneys | State-only refresh · 2026-11-15

A source-backed comparison with saved criteria, transparent calculations and a report others can inspect.



PROJECT
Showcase · Researchers, journalists & attorneys

PREPARED FOR
—

GENERATED
Nov 15, 2026 · 19:28 UTC

REPORT GUIDE

Contents

01 Executive summary 3

02 Multi-market comparison 4

03 Candidate comparison · Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard 10

04 Candidate comparison · Wisconsin · state-only sample · refreshed 2026-11-15 11

05 Location atlas 12

06 GEOD location register 16

07 Custom priorities and market comparison 17

08 Sources, scope and next steps 38

About this report

Prepared from saved project evidence. Measurements, estimates, source periods, and limitations accompany the findings so the results can be reviewed.

Evidence prepared: Nov 15, 2026 · 19:27 UTC · Reference E47130EB

01 — OVERVIEW

Executive summary

Compare published observations, inspect definitions and preserve an evidence trail from your question to your research report. The score is an editorial research-priority model, not a statistical finding, causal claim or expert opinion. Estimates and geographic limitations remain visible. Refreshed 2026-11-15: 10 published counties belonging to Wisconsin (state FIPS 55); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Scores describe the saved factors only. Customer willingness to pay, available premises and financial return are not established. Unsupported criteria remain unknown.

02 — SAVED EVIDENCE

Multi-market comparison

Each value retains its original geography and source. Scores from different models or trade areas are not a shared ranking. No totals or medians are combined.

SAVED SOURCE	EVALUATED / RETURNED	MODEL
Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	10 / 10	Researchers, journalists & attorneys · Custom priorities
Wisconsin · state-only sample · refreshed 2026-11-15	10 / 10	Researchers, journalists & attorneys · Custom priorities

Only available whole-market measurements with matching units, source period, geography type and method are compared below. Site trade areas and unavailable or incompatible evidence remain in the individual source sections.

Unemployment

Census Bureau · acs-workforce · 2020–2024 · county · derived_from_published_observations

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	3.8%
Adams	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	4.5%
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	4.9%
Barron	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	2.8%
Clark	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	3.7%
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	2.9%
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	3.1%
Brown	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	2.6%

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	3.6%
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	2.1%
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15	3.8%
Adams	Wisconsin · state-only sample · refreshed 2026-11-15	4.5%
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15	4.9%
Barron	Wisconsin · state-only sample · refreshed 2026-11-15	2.8%
Clark	Wisconsin · state-only sample · refreshed 2026-11-15	3.7%
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15	2.9%
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15	3.1%
Brown	Wisconsin · state-only sample · refreshed 2026-11-15	2.6%
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15	3.6%
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15	2.1%

Rental Occupancy

Census Bureau · housing · 2020–2024 · county · derived_from_published_observations

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	26.6%
Adams	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	13.8%
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	14.1%

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Barron	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	22.6%
Clark	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	21.5%
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	22.5%
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	25.8%
Brown	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	34.0%
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	16.1%
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	19.9%
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15	26.6%
Adams	Wisconsin · state-only sample · refreshed 2026-11-15	13.8%
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15	14.1%
Barron	Wisconsin · state-only sample · refreshed 2026-11-15	22.6%
Clark	Wisconsin · state-only sample · refreshed 2026-11-15	21.5%
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15	22.5%
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15	25.8%
Brown	Wisconsin · state-only sample · refreshed 2026-11-15	34.0%
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15	16.1%
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15	19.9%

Total Population

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (PEOPLE)
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	16,080
Adams	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	21,123
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	16,916
Barron	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	46,797
Clark	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	34,739
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	13,393
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	66,799
Brown	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	270,892
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	16,575
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	52,942
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15	16,080
Adams	Wisconsin · state-only sample · refreshed 2026-11-15	21,123
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15	16,916
Barron	Wisconsin · state-only sample · refreshed 2026-11-15	46,797
Clark	Wisconsin · state-only sample · refreshed 2026-11-15	34,739
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15	13,393
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15	66,799

MARKET	SAVED ANALYSIS	VALUE (PEOPLE)
Brown	Wisconsin · state-only sample · refreshed 2026-11-15	270,892
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15	16,575
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15	52,942

Median Household Income

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (USD)
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$62,462 MOE ±$5,140
Adams	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$59,442 MOE ±$2,974
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$62,819 MOE ±$2,348
Barron	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$65,933 MOE ±$2,114
Clark	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$67,400 MOE ±$1,810
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$70,479 MOE ±$3,724
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$74,680 MOE ±$2,973
Brown	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$79,649 MOE ±$1,435
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$71,151 MOE ±$2,275
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard	$88,810 MOE ±$4,759
Ashland	Wisconsin · state-only sample · refreshed 2026-11-15	$62,462 MOE ±$5,140
Adams	Wisconsin · state-only sample · refreshed 2026-11-15	$59,442 MOE ±$2,974

MARKET	SAVED ANALYSIS	VALUE (USD)
Burnett	Wisconsin · state-only sample · refreshed 2026-11-15	$62,819 MOE ±$2,348
Barron	Wisconsin · state-only sample · refreshed 2026-11-15	$65,933 MOE ±$2,114
Clark	Wisconsin · state-only sample · refreshed 2026-11-15	$67,400 MOE ±$1,810
Buffalo	Wisconsin · state-only sample · refreshed 2026-11-15	$70,479 MOE ±$3,724
Chippewa	Wisconsin · state-only sample · refreshed 2026-11-15	$74,680 MOE ±$2,973
Brown	Wisconsin · state-only sample · refreshed 2026-11-15	$79,649 MOE ±$1,435
Bayfield	Wisconsin · state-only sample · refreshed 2026-11-15	$71,151 MOE ±$2,275
Calumet	Wisconsin · state-only sample · refreshed 2026-11-15	$88,810 MOE ±$4,759

03 — DECISION OVERVIEW

Candidate comparison · Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Ashland	26.38 / 100 Rank 1	exploratory Leading factor: Median household income	Not evaluated
2 · Adams	25.2 / 100 Rank 2	exploratory Leading factor: Median household income	Not evaluated
3 · Burnett	24.33 / 100 Rank 3	exploratory Leading factor: Median household income	Not evaluated
4 · Barron	23.96 / 100 Rank 4	exploratory Leading factor: Median household income	Not evaluated
5 · Clark	23.69 / 100 Rank 5	exploratory Leading factor: Median household income	Not evaluated
6 · Buffalo	22.43 / 100 Rank 6	exploratory Leading factor: Median household income	Not evaluated
7 · Chippewa	21.81 / 100 Rank 7	exploratory Leading factor: Median household income	Not evaluated
8 · Brown	21.55 / 100 Rank 8	exploratory Leading factor: Median household income	Not evaluated
9 · Bayfield	21.3 / 100 Rank 9	exploratory Leading factor: Median household income	Not evaluated
10 · Calumet	15.44 / 100 Rank 10	exploratory Leading factor: Median household income	Not evaluated

04 — DECISION OVERVIEW

Candidate comparison · Wisconsin · state-only sample · refreshed 2026-11-15

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Ashland	26.38 / 100 Rank 1	exploratory Leading factor: Median household income	Not evaluated
2 · Adams	25.2 / 100 Rank 2	exploratory Leading factor: Median household income	Not evaluated
3 · Burnett	24.33 / 100 Rank 3	exploratory Leading factor: Median household income	Not evaluated
4 · Barron	23.96 / 100 Rank 4	exploratory Leading factor: Median household income	Not evaluated
5 · Clark	23.69 / 100 Rank 5	exploratory Leading factor: Median household income	Not evaluated
6 · Buffalo	22.43 / 100 Rank 6	exploratory Leading factor: Median household income	Not evaluated
7 · Chippewa	21.81 / 100 Rank 7	exploratory Leading factor: Median household income	Not evaluated
8 · Brown	21.55 / 100 Rank 8	exploratory Leading factor: Median household income	Not evaluated
9 · Bayfield	21.3 / 100 Rank 9	exploratory Leading factor: Median household income	Not evaluated
10 · Calumet	15.44 / 100 Rank 10	exploratory Leading factor: Median household income	Not evaluated

05 — STUDY GEOGRAPHY

Location atlas

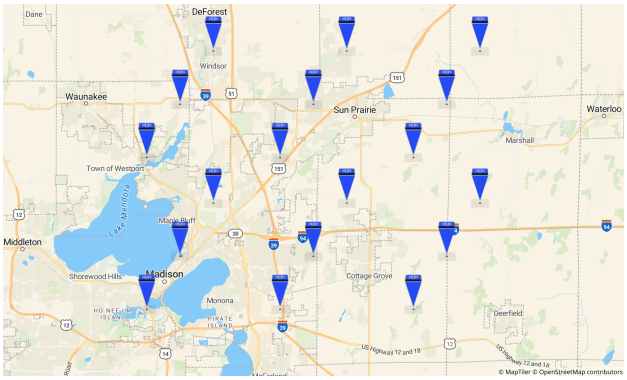


Figure 1 · Project GEODs · 1–18 of 18 · location register below
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

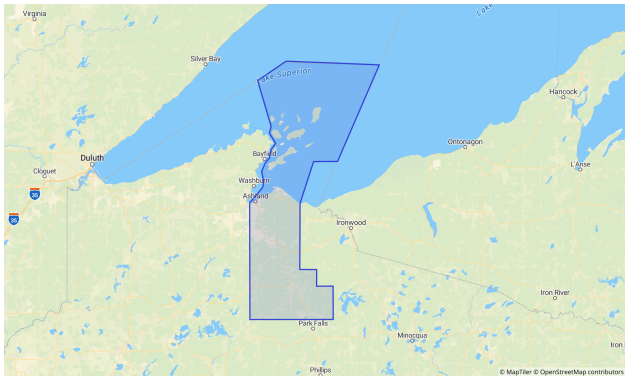


Figure 2 · · Ashland · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

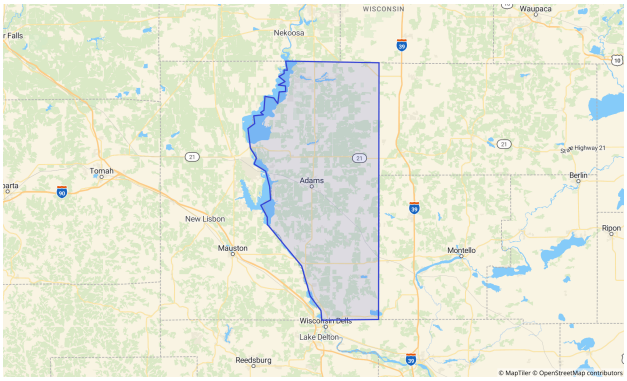


Figure 3 · · Adams · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

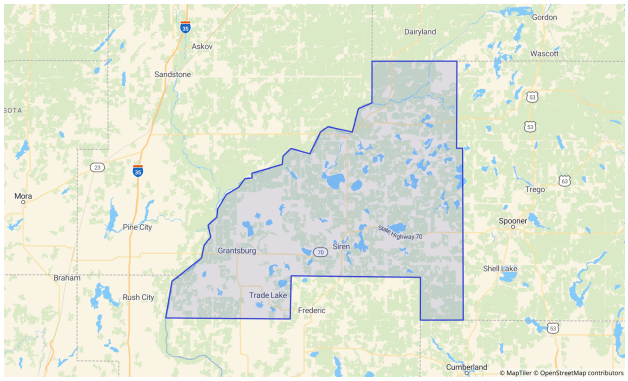


Figure 4 · · Burnett · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

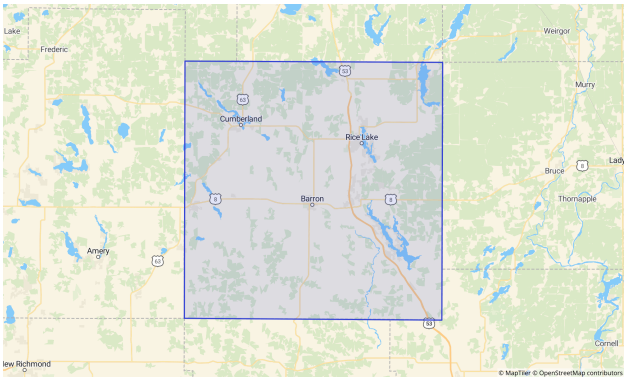


Figure 5 · · Barron · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

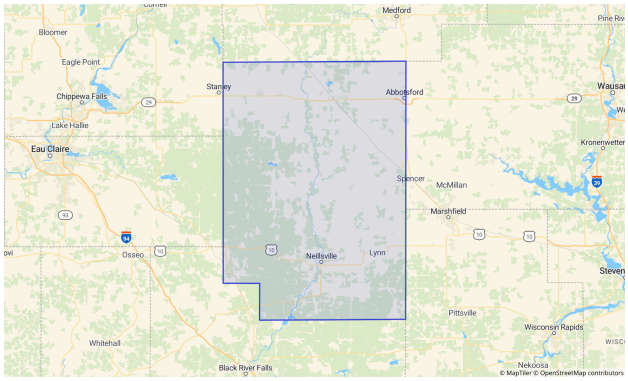


Figure 6 · · Clark · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.



Figure 7 · · Buffalo · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

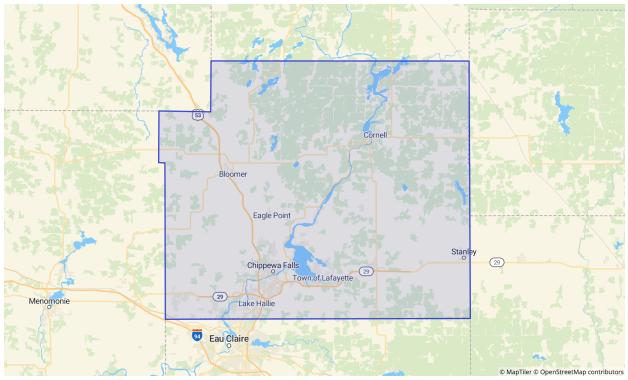


Figure 8 · · Chippewa · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

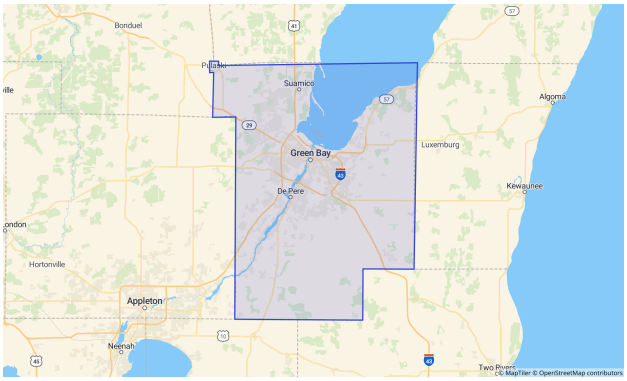


Figure 9 · · Brown · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

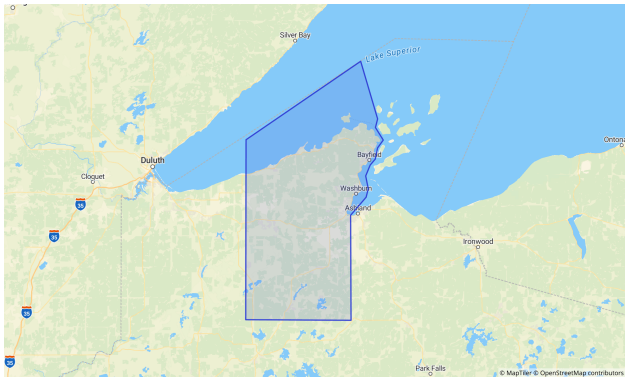


Figure 10 · · Bayfield · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

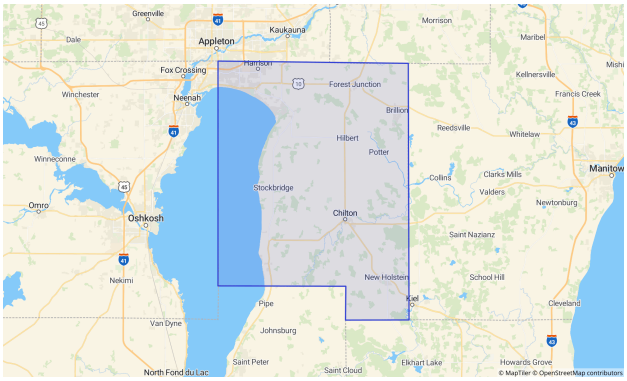


Figure 11 · · Calumet · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

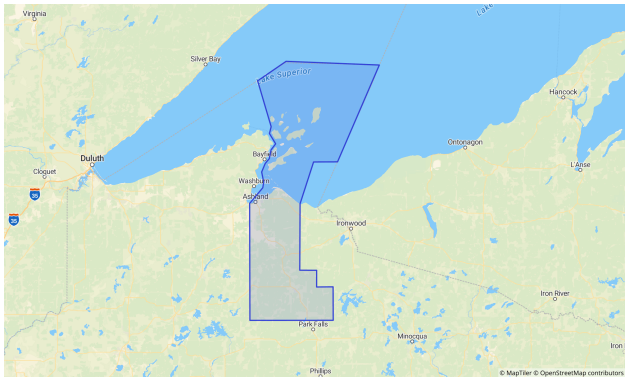


Figure 12 · · Ashland · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

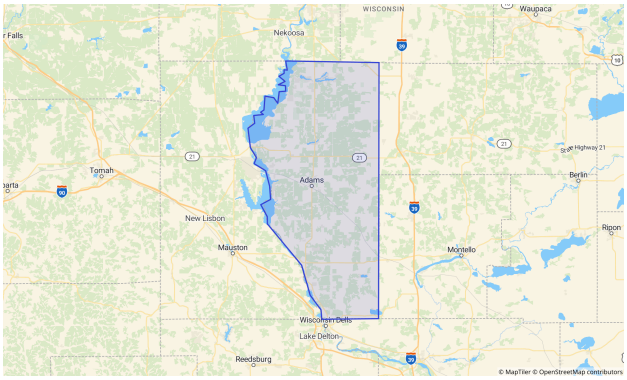


Figure 13 · · Adams · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

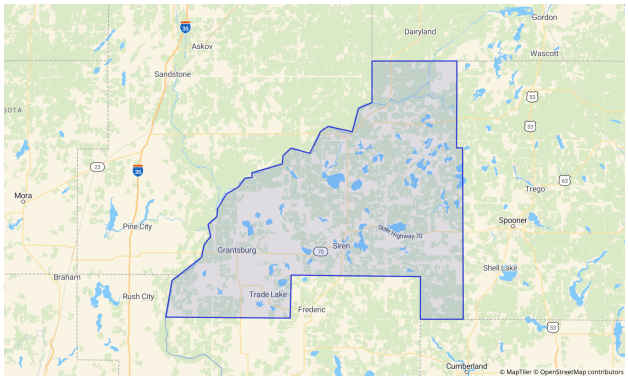


Figure 14 · · Burnett · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

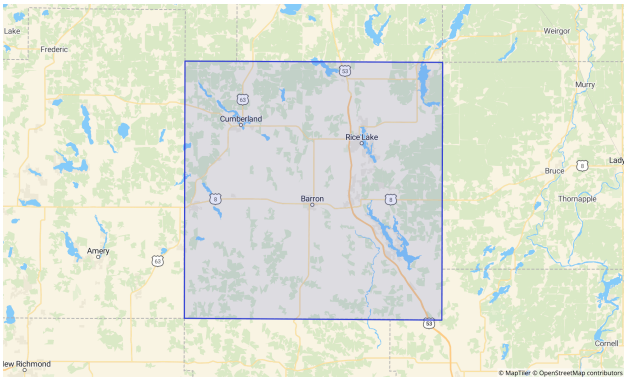


Figure 15 · · Barron · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

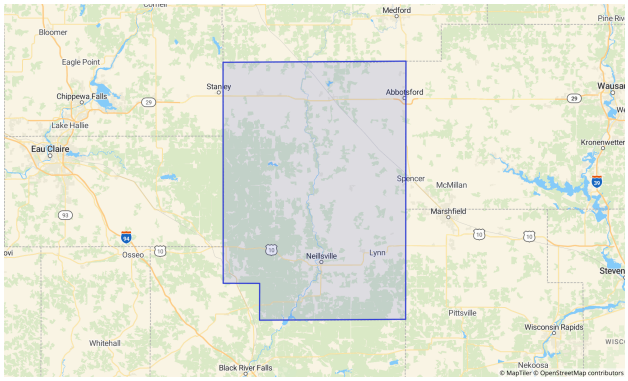


Figure 16 · · Clark · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.



Figure 17 · · Buffalo · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

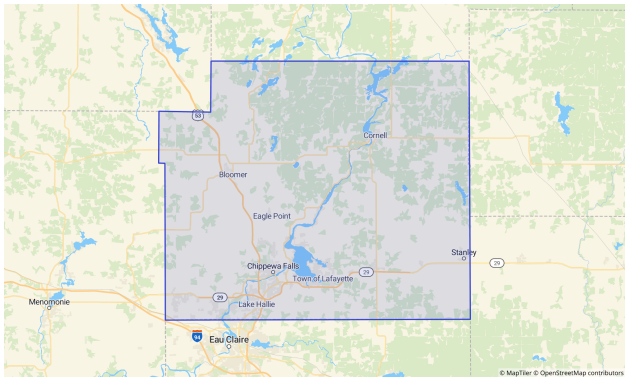


Figure 18 · · Chippewa · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

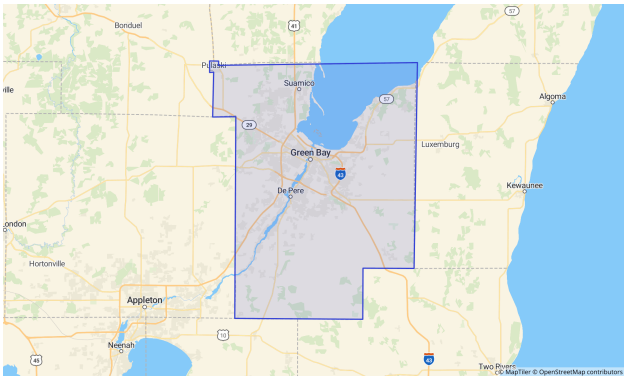


Figure 19 · · Brown · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

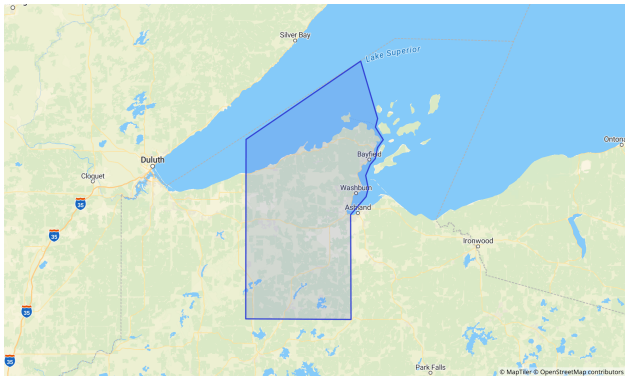


Figure 20 · · Bayfield · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

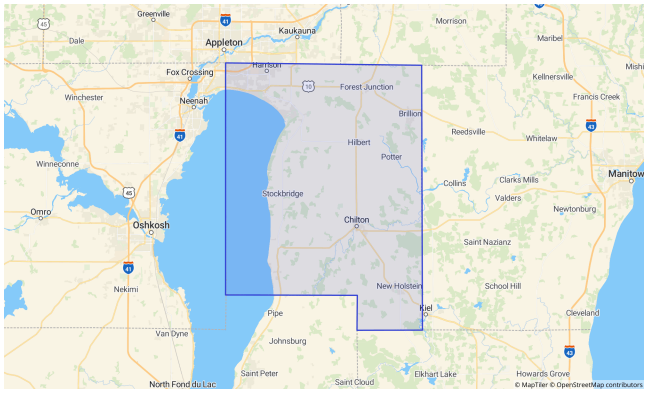


Figure 21 · · Calumet · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

06 — PROJECT LOCATIONS

GEOD location register

18 GEODs · All active project GEODs. Captured Nov 15, 2026 · 19:25 UTC.

These are saved project records. Inclusion does not imply that a site was shortlisted or that a property is available.

GEOD / LOCATION	ROLE	COORDINATES
1 · Candidate planning references 01	Prospective site	43.050000, -89.400000
2 · Candidate planning references 02	Prospective site	43.050000, -89.280000
3 · Candidate planning references 03	Prospective site	43.050000, -89.160000
4 · Candidate planning references 04	Prospective site	43.150000, -89.400000
5 · Candidate planning references 05	Prospective site	43.150000, -89.280000
6 · Candidate planning references 06	Prospective site	43.150000, -89.160000
7 · Community & context references 01	Unclassified	43.120000, -89.340000
8 · Community & context references 02	Unclassified	43.120000, -89.220000
9 · Community & context references 03	Unclassified	43.120000, -89.100000
10 · Community & context references 04	Unclassified	43.220000, -89.340000
11 · Community & context references 05	Unclassified	43.220000, -89.220000
12 · Community & context references 06	Unclassified	43.220000, -89.100000
13 · Existing footprint 01	Existing location	43.085000, -89.370000
14 · Existing footprint 02	Existing location	43.085000, -89.250000
15 · Existing footprint 03	Existing location	43.085000, -89.130000
16 · Existing footprint 04	Existing location	43.185000, -89.370000
17 · Existing footprint 05	Existing location	43.185000, -89.250000
18 · Existing footprint 06	Existing location	43.185000, -89.130000

07 — PROJECT INTELLIGENCE

Custom priorities and market comparison

The weights and fixed anchors are illustrative, editable planning assumptions. Required criteria remain distinct from the score.

> Assessment completeness: ● Unknown (not recorded) .

Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard

Analysis date: Nov 15, 2026 · 19:24 UTC

Scoring model: Researchers, journalists & attorneys · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 10,000 people

Ashland

Score: 26.38 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· ASHLAND · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.88 points · higher is better · anchors 0 to 100	3.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 19.18 points · lower is better · anchors 30,000 to 120,000	$62,462	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 5.31 points · higher is better · anchors 0 to 100	26.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	26.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,080	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$62,462	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Adams

Score: 25.2 / 100 · rank: 2 · Requirements: Meets example criteria · Weight coverage: 100%

· ADAMS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 2.26 points · higher is better · anchors 0 to 100	4.5%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 20.19 points · lower is better · anchors 30,000 to 120,000	$59,442	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 2.75 points · higher is better · anchors 0 to 100	13.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	4.5%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	13.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	21,123	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$59,442	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Burnett

Score: 24.33 / 100 · rank: 3 · Requirements: Meets example criteria · Weight coverage: 100%

· BURNETT · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 2.44 points · higher is better · anchors 0 to 100	4.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 19.06 points · lower is better · anchors 30,000 to 120,000	$62,819	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 2.83 points · higher is better · anchors 0 to 100	14.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	4.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	14.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,916	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$62,819	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Barron

Score: 23.96 / 100 · rank: 4 · Requirements: Meets example criteria · Weight coverage: 100%

· BARRON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.41 points · higher is better · anchors 0 to 100	2.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 18.02 points · lower is better · anchors 30,000 to 120,000	$65,933	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.53 points · higher is better · anchors 0 to 100	22.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	22.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	46,797	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$65,933	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Clark

Score: 23.69 / 100 · rank: 5 · Requirements: Meets example criteria · Weight coverage: 100%

· CLARK · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.87 points · higher is better · anchors 0 to 100	3.7%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 17.53 points · lower is better · anchors 30,000 to 120,000	$67,400	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.29 points · higher is better · anchors 0 to 100	21.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.7%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	21.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	34,739	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$67,400	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Buffalo

Score: 22.43 / 100 · rank: 6 · Requirements: Meets example criteria · Weight coverage: 100%

· BUFFALO · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.43 points · higher is better · anchors 0 to 100	2.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 16.51 points · lower is better · anchors 30,000 to 120,000	$70,479	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.5 points · higher is better · anchors 0 to 100	22.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	22.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	13,393	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$70,479	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Chippewa

Score: 21.81 / 100 · rank: 7 · Requirements: Meets example criteria · Weight coverage: 100%

· CHIPPEWA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.53 points · higher is better · anchors 0 to 100	3.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 15.11 points · lower is better · anchors 30,000 to 120,000	$74,680	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 5.17 points · higher is better · anchors 0 to 100	25.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	25.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	66,799	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$74,680	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Brown

Score: 21.55 / 100 · rank: 8 · Requirements: Meets example criteria · Weight coverage: 100%

· BROWN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.3 points · higher is better · anchors 0 to 100	2.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 13.45 points · lower is better · anchors 30,000 to 120,000	$79,649	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 6.8 points · higher is better · anchors 0 to 100	34.0%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	34.0%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	270,892	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$79,649	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Bayfield

Score: 21.3 / 100 · rank: 9 · Requirements: Meets example criteria · Weight coverage: 100%

· BAYFIELD · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.79 points · higher is better · anchors 0 to 100	3.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 16.28 points · lower is better · anchors 30,000 to 120,000	$71,151	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 3.23 points · higher is better · anchors 0 to 100	16.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	16.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,575	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$71,151	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Calumet

Score: 15.44 / 100 · rank: 10 · Requirements: Meets example criteria · Weight coverage: 100%

· CALUMET · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.06 points · higher is better · anchors 0 to 100	2.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 10.4 points · lower is better · anchors 30,000 to 120,000	$88,810	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 3.98 points · higher is better · anchors 0 to 100	19.9%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	19.9%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	52,942	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$88,810	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Assessment completeness: ● Preliminary .

Wisconsin · state-only sample · refreshed 2026-11-15

Analysis date: Nov 15, 2026 · 19:24 UTC

Scoring model: Researchers, journalists & attorneys · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 10,000 people

Ashland

Score: 26.38 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· ASHLAND · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.88 points · higher is better · anchors 0 to 100	3.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 19.18 points · lower is better · anchors 30,000 to 120,000	$62,462	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 5.31 points · higher is better · anchors 0 to 100	26.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	26.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,080	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$62,462	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Adams

Score: 25.2 / 100 · rank: 2 · Requirements: Meets example criteria · Weight coverage: 100%

· ADAMS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 2.26 points · higher is better · anchors 0 to 100	4.5%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 20.19 points · lower is better · anchors 30,000 to 120,000	$59,442	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 2.75 points · higher is better · anchors 0 to 100	13.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	4.5%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	13.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	21,123	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$59,442	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Burnett

Score: 24.33 / 100 · rank: 3 · Requirements: Meets example criteria · Weight coverage: 100%

· BURNETT · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 2.44 points · higher is better · anchors 0 to 100	4.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 19.06 points · lower is better · anchors 30,000 to 120,000	$62,819	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 2.83 points · higher is better · anchors 0 to 100	14.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	4.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	14.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,916	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$62,819	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Barron

Score: 23.96 / 100 · rank: 4 · Requirements: Meets example criteria · Weight coverage: 100%

· BARRON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.41 points · higher is better · anchors 0 to 100	2.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 18.02 points · lower is better · anchors 30,000 to 120,000	$65,933	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.53 points · higher is better · anchors 0 to 100	22.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.8%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	22.6%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	46,797	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$65,933	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Clark

Score: 23.69 / 100 · rank: 5 · Requirements: Meets example criteria · Weight coverage: 100%

· CLARK · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.87 points · higher is better · anchors 0 to 100	3.7%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 17.53 points · lower is better · anchors 30,000 to 120,000	$67,400	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.29 points · higher is better · anchors 0 to 100	21.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.7%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	21.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	34,739	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$67,400	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Buffalo

Score: 22.43 / 100 · rank: 6 · Requirements: Meets example criteria · Weight coverage: 100%

· BUFFALO · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.43 points · higher is better · anchors 0 to 100	2.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 16.51 points · lower is better · anchors 30,000 to 120,000	$70,479	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 4.5 points · higher is better · anchors 0 to 100	22.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.9%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	22.5%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	13,393	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$70,479	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Chippewa

Score: 21.81 / 100 · rank: 7 · Requirements: Meets example criteria · Weight coverage: 100%

· CHIPPEWA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.53 points · higher is better · anchors 0 to 100	3.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 15.11 points · lower is better · anchors 30,000 to 120,000	$74,680	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 5.17 points · higher is better · anchors 0 to 100	25.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	25.8%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	66,799	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$74,680	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Brown

Score: 21.55 / 100 · rank: 8 · Requirements: Meets example criteria · Weight coverage: 100%

· BROWN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.3 points · higher is better · anchors 0 to 100	2.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 13.45 points · lower is better · anchors 30,000 to 120,000	$79,649	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 6.8 points · higher is better · anchors 0 to 100	34.0%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	34.0%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	270,892	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$79,649	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Bayfield

Score: 21.3 / 100 · rank: 9 · Requirements: Meets example criteria · Weight coverage: 100%

· BAYFIELD · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.79 points · higher is better · anchors 0 to 100	3.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 16.28 points · lower is better · anchors 30,000 to 120,000	$71,151	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 3.23 points · higher is better · anchors 0 to 100	16.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	3.6%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	16.1%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	16,575	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$71,151	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Calumet

Score: 15.44 / 100 · rank: 10 · Requirements: Meets example criteria · Weight coverage: 100%

· CALUMET · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Unemployed share of civilian labor force Weight 50% · contribution 1.06 points · higher is better · anchors 0 to 100	2.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 30% · contribution 10.4 points · lower is better · anchors 30,000 to 120,000	$88,810	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Renter-occupied share of occupied housing units Weight 20% · contribution 3.98 points · higher is better · anchors 0 to 100	19.9%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Unemployment	2.1%	Percent	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Rental Occupancy	19.9%	Percent	2020–2024 · Release 2024 revision 77fff6ab2a6e available · Source: Census Bureau · derived from published observations
Total Population	52,942	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Median Household Income	$88,810	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

08 — PROJECT INTELLIGENCE

Sources, scope and next steps

The score is an editorial research-priority model, not a statistical finding, causal claim or expert opinion. Estimates and geographic limitations remain visible.

Refreshed 2026-11-15: 10 published counties belonging to Wisconsin (state FIPS 55); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Source register

PUBLISHER / DATASET	PERIOD / GEOGRAPHY	METHOD / SOURCE TABLES
Census Bureau acs-workforce	2020–2024 county	derived from published observations B23025
Census Bureau housing	2020–2024 county	derived from published observations B25003
Census Bureau acs	2020–2024 county	published B01003, B19013

Custom-area totals are spatial estimates when marked as such. Unavailable measurements remain unknown. The separate evidence download retains metric definitions, source codes, coverage, original snapshots and calculation details.

Wisconsin · state-only sample · refreshed 2026-11-15 · scorecard · Nov 15, 2026 · 19:24 UTC

Fixed-anchor scoring using the saved weights and measurements.

Wisconsin · state-only sample · refreshed 2026-11-15 · Nov 15, 2026 · 19:24 UTC

Fixed-anchor scoring using the saved weights and measurements.

Missing data is not zero. Native market statistics describe whole published geographies. Scores retain the original formula, weights and evidence; rank is relative to the evaluated set.