

Extension Area 18: Economic Overview

Fairfield, Hocking and Licking Counties

Report prepared **March** 2023 by Amanda Osborne, Extension Educator, OSU Extension Community Development

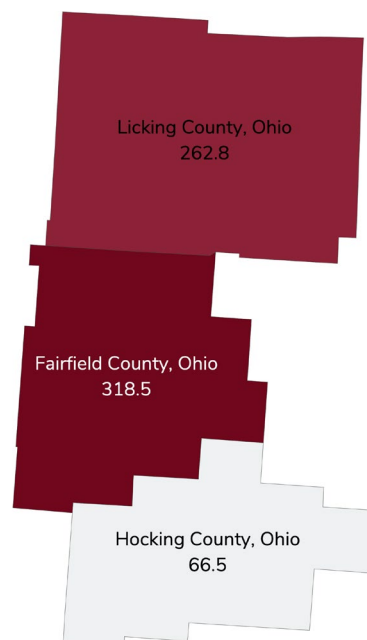
Spring 2023 Edition

Regional Overview

OSU Extension Area 18 is a three-county area in the south-central part of the state, including Fairfield, Hocking, and Licking counties. In 2021, the combined Area 18 footprint is 1,615 square miles (mi²) supporting a population of 369,562 residents and an overall population density of 229 residents per square mile. Population density is a ratio of total population to total land area, simply described as a count of residents per square mile. As illustrated in Image 1, Fairfield County has the highest population density of 319, followed by Licking County with a population density of 263, while Hocking had a population density 67 residents per square mile.

Overall, the combined population in Area 18 has grown, increasing by 21.7% from 303,554 in 2001 to a total population of 369,562 in 2021. However, there were some notable shifts in the population trends of individual counties between 2001 and 2021. Fairfield County experienced the greatest amount of growth as the population increased by 26.4% from 127,395 in 2001 to 161,064 in 2021. During this period, Licking County underwent a population increase of 22.1% to a total of 180,401 in 2021. Between 2001 and 2021 there was a minor shift in population (-1.2%) in Hocking County with a total of 28,097 residents in 2021.

Image 1: OSU Extension Area 18
Population Density



Key Stats

Population 369,562

Total of 321 Industries

Total Employment of 170,777

Gross Domestic Product \$14.93B

Data retrieved from IMPLAN
(2021 data)

Regional Industry Sector Overview

IMPLAN defines the total annual production value of each Industry or Commodity as Output. Total output represents the total production value of an industry including intermediate inputs, employee compensation, proprietor income, taxes on production and imports, and other property income.

Table 1 below ranks the top 10 industries in Area 18 by total output in 2021. Owner-occupied dwellings was the highest ranked industry with a total output of \$1.69 billion. The owner-occupied dwellings sector represents the wealth generated from home ownership. Owning and maintaining a home is also a major area of spending and the owner-

occupied dwellings sector captures that economic effect. However, there is no employment or labor income generated in the owner-occupied dwellings sector, as the employment positions such as property managers and real estate agents is captured in the other real estate sector.

The industry with the second highest total output in Area 18 was warehousing and storage with a total output of \$1.59 billion, supporting 17,077 jobs, and an average employee compensation of \$42,446 per year. When comparing 2021 to 2020, the data shows the warehousing and storage industry experienced a 46% increase in total

output and a 28% increase in total employment.

The industry with the third highest total output was monetary authorities and depository credit intermediation with a total output of \$1.02 billion, supporting 1,601 jobs, and an average employee compensation of \$77,107.

Of the top 10 industries by total output, the sectors with the most employees in the region were warehousing and storage, employment and payroll of local government and education, and limited-service restaurants.

Table 1: Area 18 Top 10 Industries by Total Output

Industry Description	Output	Total Employment	Average Employee Compensation
Owner-occupied dwellings	\$1,686,512,701	N/A	N/A
Warehousing and storage	\$1,592,431,256	17,077	\$42,446
Monetary authorities and depository credit intermediation	\$1,021,683,734	1,601	\$77,107
Other real estate	\$920,659,653	5,194	\$63,662
Employment and payroll of local govt, education	\$723,657,980	8,340	\$75,530
Soap and other detergent manufacturing	\$714,807,055	551	\$92,228
Limited-service restaurants	\$582,896,798	6,203	\$21,117
Electric power transmission and distribution	\$567,999,613	422	\$140,677
Hospitals	\$558,262,974	3,239	\$70,638
Insurance carriers, except direct life	\$497,588,008	809	\$88,759

Area 18 Annual Employment Trends

The Total Employment figure reported by IMPLAN represents a full and part-time annual average including the self-employed, all federal, state, and local government employment and military employment (including overseas military).

Chart 1 provides a visual reference of the Area 18 annual employment trends between 2001 and 2021. As shown in the chart, Area 18 experienced consistent growth between 2002 and 2007 when the U.S. housing market collapsed, stressing global financial markets, and ultimately triggering the U.S.

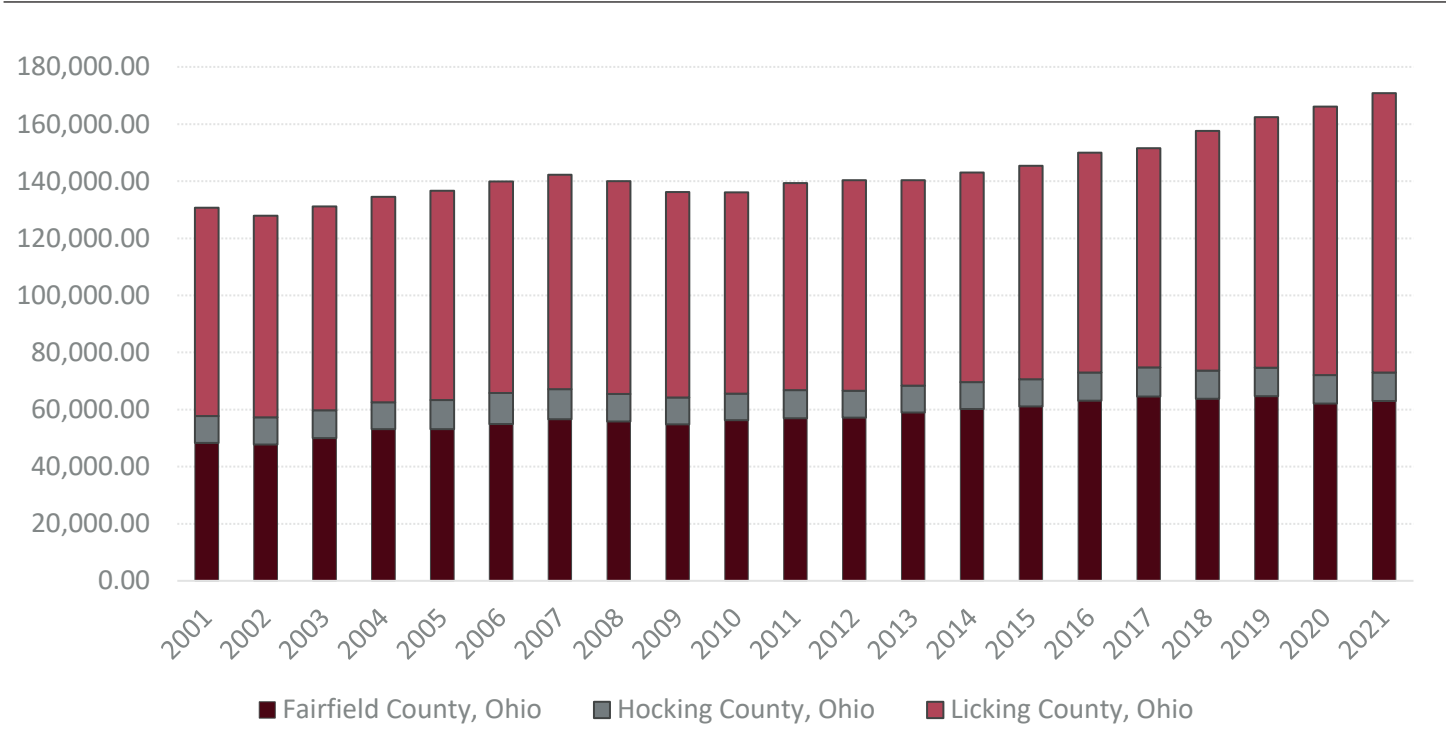
economy into a period of recession. Since 2001 annual employment in Area 18 increased by 30.6% reaching a peak employment of 170,77 jobs in 2021. Between 2020 and 2021 Area 18 experienced a year-to-year job increase, gaining 4,649 jobs.

When considering the long-term employment trends by county, Licking County saw the greatest growth in total employment of 34%, increasing from 72,791 in 2001 to 97,779 in 2021. Similarly,

“Year-to-year, Area 18 total employment is up 4,649 jobs in 2021”

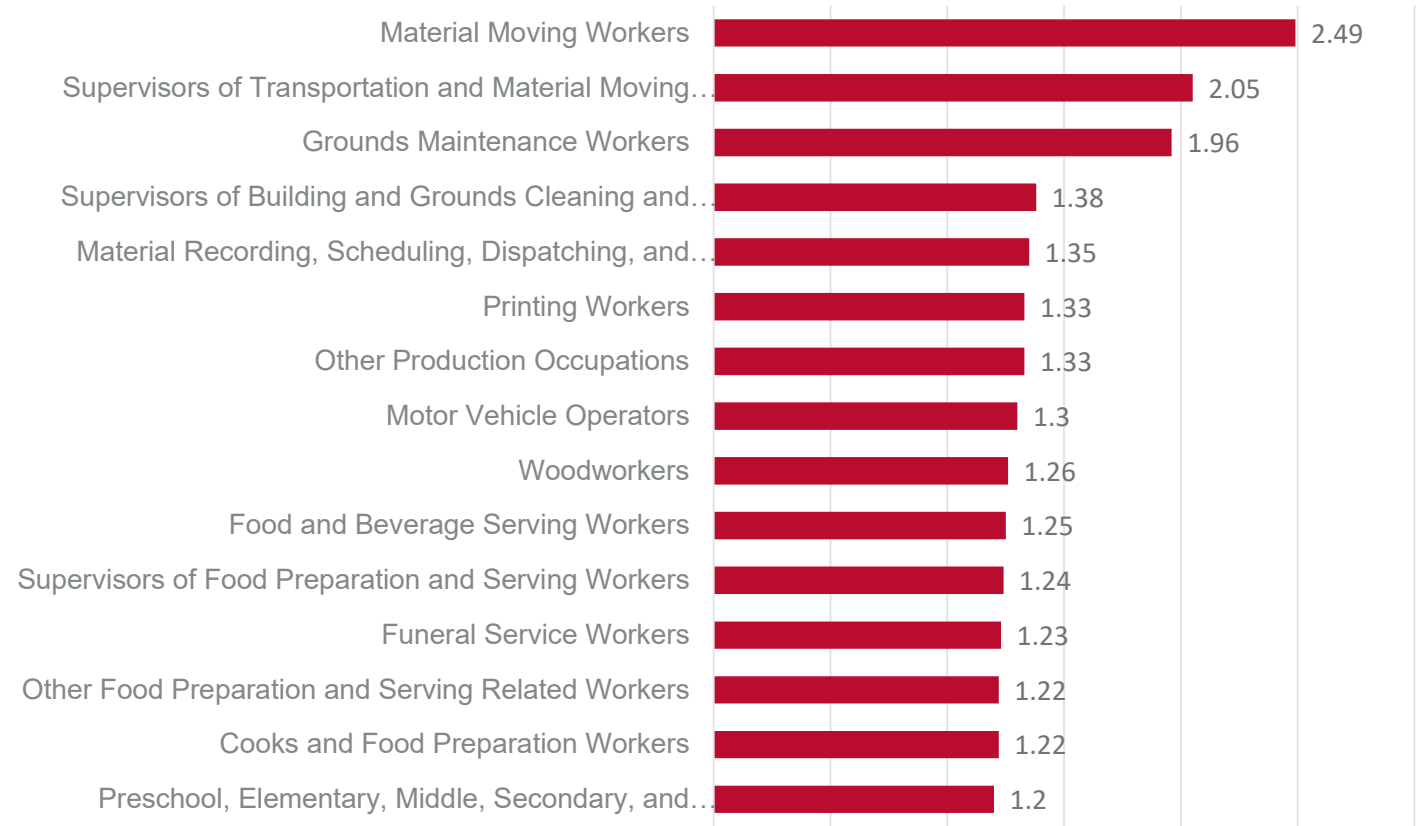
Fairfield County total employment increased by 30.3%, from 48,344 jobs in 2001 to 62,978 in 2021. During the same period (2001–2021) Hocking County experienced a small increase in total employment (6.4%).

Chart 1: Area 18 Annual Employment



Top 15 Occupations by Location Quotient

Chart 2: Occupation Location Quotient

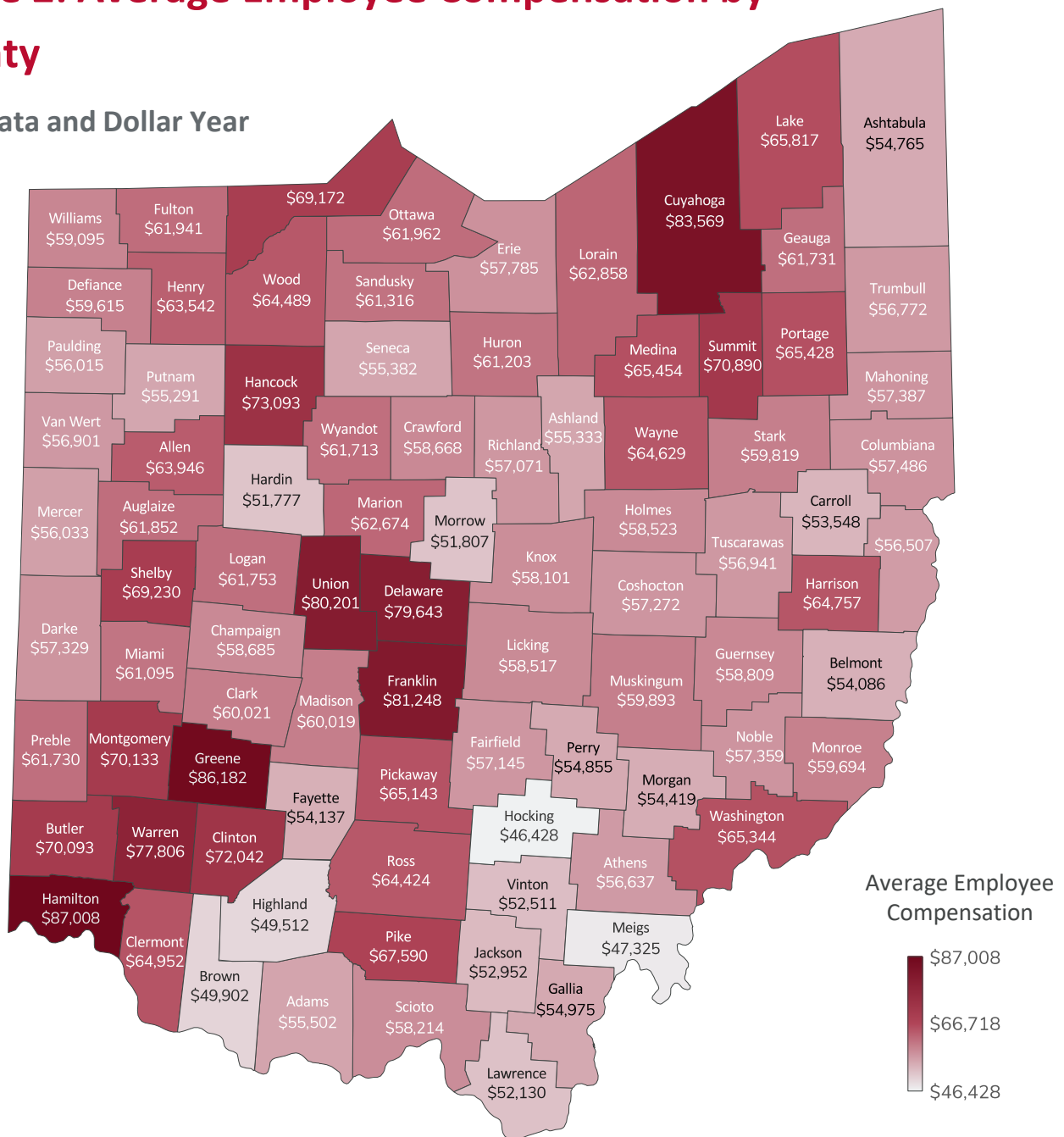


A location quotient (LQ) is a metric that compares the relative concentration of a local regions workers in a specific industry sector to the concentration of workers nationally in the same sector. An LQ equal to 1 signifies that the local share is equal to the national share, while an LQ greater than 1 means the local share is greater than the national share and is typically an exporter or perhaps has a specialization in that sector. Where there is an occupational concentration, there also tends to be higher core competencies relative to other areas, creating a competitive advantage. In addition, training and education opportunities associated with the occupation are often readily available to meet hiring demands.

Illustrated above, Chart 2 lists the top 15 occupations with the highest LQ in Area 18 demonstrating a significant concentration of workers relative to the nation. In 2021, the top occupation by LQ in Area 18 was material moving workers, with an LQ of 2.49. This suggests the region has more than two times the number of material moving workers compared to the national average. The second highest occupation by LQ in Area 18 was supervisors of transportation and material moving workers at 2.05, followed by supervisors of ground maintenance workers with an LQ of 1.96, and supervisors of building and grounds cleaning and maintenance workers at 1.38.

Image 2: Average Employee Compensation by County

2021 Data and Dollar Year





THE OHIO STATE UNIVERSITY

EXTENSION

OSU Extension Community Development IMPLAN Team

Nancy Bowen-Ellzey, Associate Professor and Field Specialist (bowen-ellzey.1@osu.edu)

Joe Lucente, Associate Professor, OSU Extension, CD, and Ohio Sea Grant College Program (lucente.6@osu.edu)

Amanda Osborne, Educator, CD, OSU Extension – Cuyahoga County (osborne.414@osu.edu)

Eric Romich, Associate Professor and Field Specialist (romich.2@osu.edu)

OSU Extension Community Development Mission:

We help communities enhance their well-being and create social, economic and environmental conditions in which they can thrive.

comdev.osu.edu