

# Extension Area 12: Economic Overview

## Logan, Union, Champaign, Clark, and Madison Counties

Report prepared January 2025 by Eric Romich and Kenzie Johnston, OSU Extension Community Development

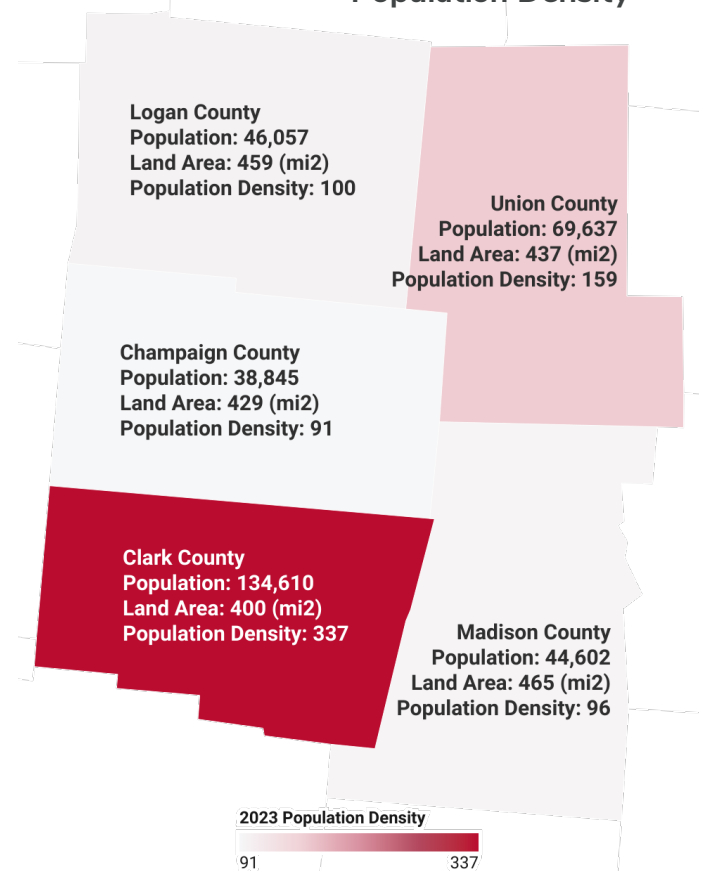
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### Regional Overview

OSU Extension Area 12 is a five-county area in the west-central part of the state, including Logan, Union, Champaign, Clark, and Madison counties. In 2023, the combined Area 12 footprint was 2,189 square miles (mi<sup>2</sup>) supporting a population of 333,751 residents and an overall population density of 152 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, Clark County had the highest population density of 337, followed by Union County with a population density of 159, while Logan, Champaign, and Madison counties ranged between 96 and 100 residents per square mile.

Overall, the combined population in Area 12 has remained consistent increasing slightly by 7% between 2001 and 2023, growing from 312,291 to a total population of 333,751. However, there were some notable shifts in the population trends of individual counties between 2001 and 2023. Union County experienced the greatest amount of growth as the population increased by 63% from 42,793 in 2001 to 69,637 in 2023. During this period, Madison County underwent a population increase of 8% to a total of 44,602 in 2023, while Clark County had a population decrease of -6% to a total of 134,610 in 2023. Between 2001 and 2023 there were minor shifts in population for Champaign County which had 38,845 residents and Logan County had 46,057 in 2023.

Image 1: OSU Extension Area 12 Population Density



### Key Stats

**Total of 327 Industries**  
**Total Employment of 182,803**  
**Gross Domestic Product \$19.2 B**

# 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 12 by total output in 2023. Automobile manufacturing remained the highest ranked industry with a total output of \$6.3 billion, supporting 4,285 jobs, and an average employee compensation of \$96,281. When comparing 2022 to 2023, the automobile manufacturing industry experienced a 12% decrease in total output, a .2% decrease in total employment, and a 13% decrease in average employment compensation.

Other motor vehicle parts manufacturing had the second highest total output in Area 12 with \$1.9 billion, supporting 3,781 jobs, and an average employee compensation of \$77,602.99 per year. Scientific research and development services ranked third highest total output in Area 12 with a total output of \$1.9 billion, supporting 6,852 jobs, and an average employee compensation of \$121,537 per year.

However, when comparing 2022 to 2023 data, other motor vehicle parts manufacturing made the largest jump from an output of \$1.3 billion in 2022 to \$1.9 billion in 2023.

Heavy duty manufacturing had the fourth greatest total output at \$1.8 billion. Owner occupied housing brought in an output of \$1.7 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.

In 2023, the three Area 12 industries in with the greatest total employment were warehousing and storage with 11,281 employees which increased 33% year to year, the employment services industry with 8,881 employees in 2023, and the scientific research and development services industry which supported 6,852 workers.



**Table 1: Area 12 Top 10 Industries by Total Output**

Industry Description	Output	Total Employment	Average Employee Compensation
Automobile and light duty motor vehicle manufacturing	\$6,304 M	4,285	\$96,281
Other motor vehicle parts manufacturing	\$1,946 M	3,781	\$77,603
Scientific research and development services	\$1,903 M	6,852	\$121,537
Heavy duty truck manufacturing	\$1,850 M	1,990	\$93,549
Owner-occupied housing	\$1,724 M	N/A	N/A
Nitrogenous fertilizer manufacturing	\$1,544 M	571	\$235,820
Warehousing and storage	\$1,019 M	11,281	\$54,026
Employment services	\$951 M	8,881	\$51,542
Truck transportation	\$900 M	4,026	\$86,146
Other real estate	\$741 M	4,905	\$55,492

# Area 12 Annual Employment Trends

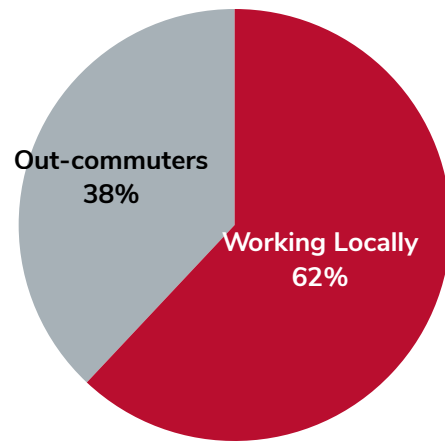
The Total Employment figure reported by IMPLAN represents a full and part-time annual average including the self-employed, all federal, state, and local government employment and military employment (including overseas military).

Chart 1 provides a visual reference of the Area 12 annual employment trends between 2001 and 2023. As shown in the chart, Area 12 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. 2023 is the year the area has reached peak employment of 182,803, up from 179,453 jobs in 2022.

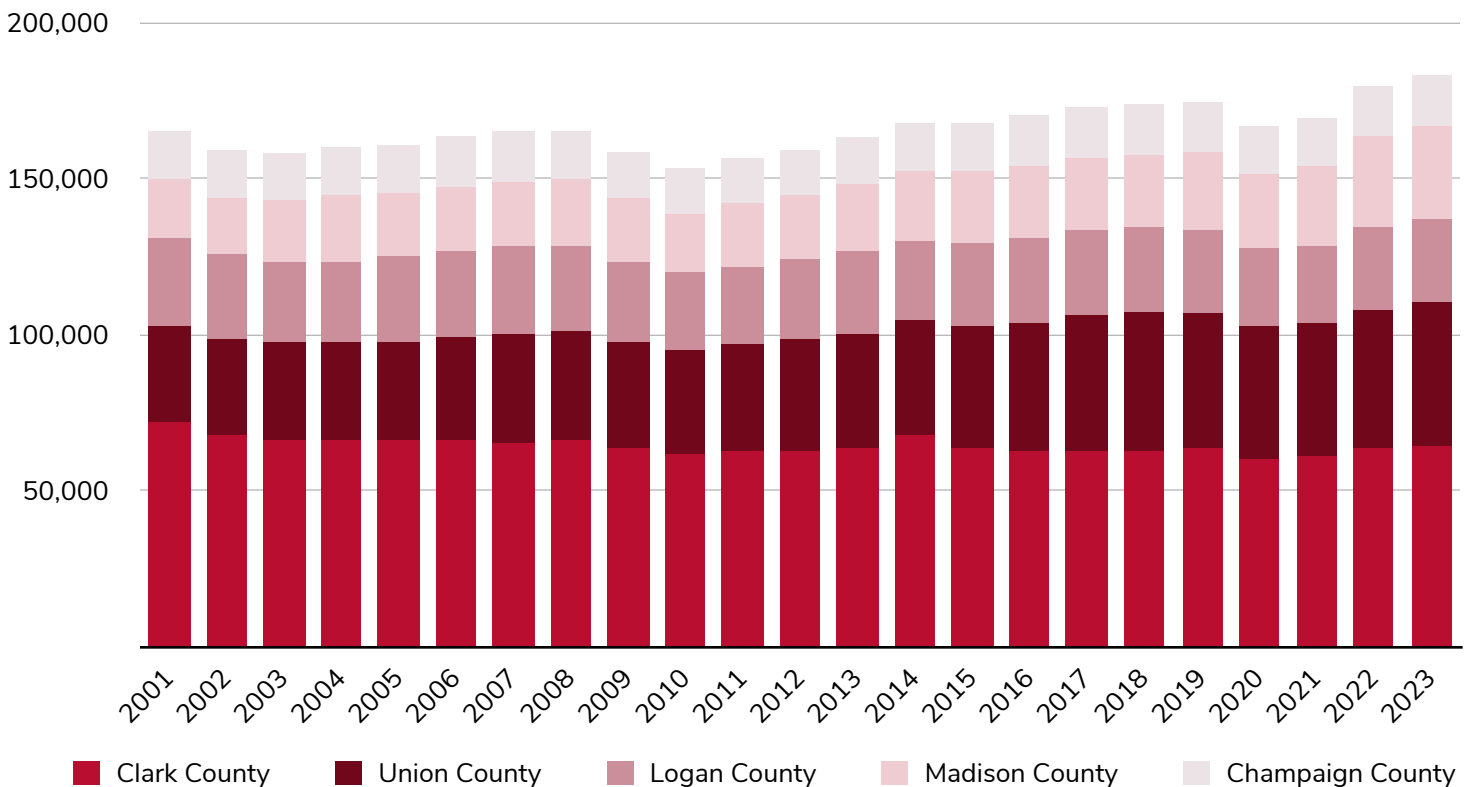
When considering the short-term 5-year employment trends of individual counties from 2019

to 2023, Madison County experienced the greatest increase in total employment of 17%, adding 5,144.35 jobs. During the same period, Clark County employment increased by adding 250 jobs, while Logan County added 673 jobs, Union County employment increased by 6% adding 2,789 jobs, and Champaign County employment decreased by 735 jobs.

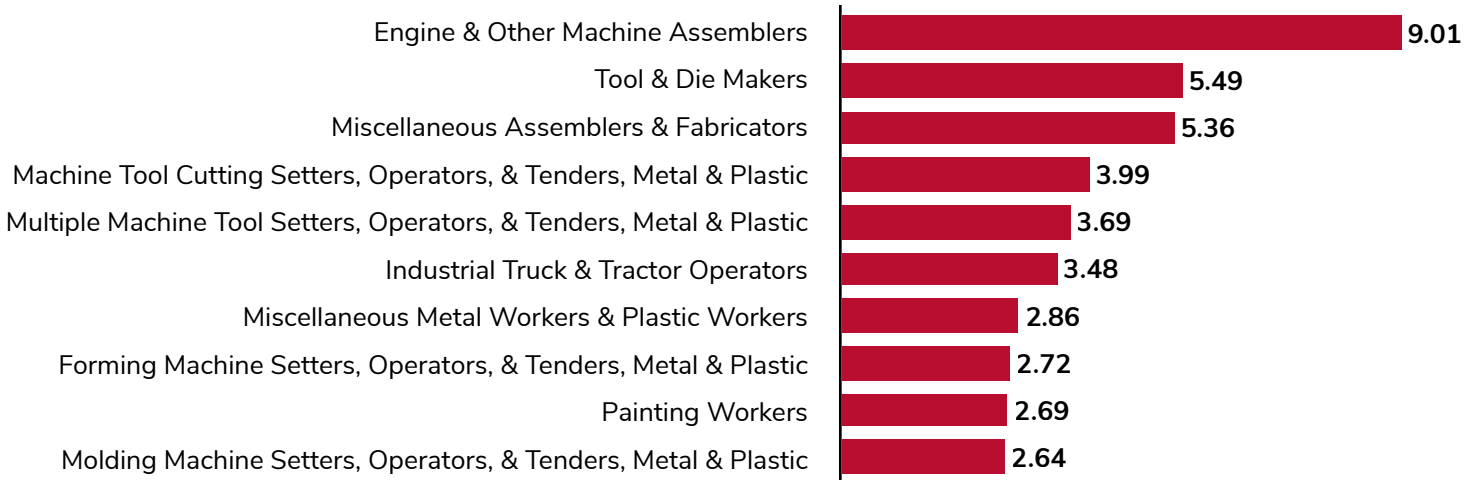
**Chart 1: Area 12 Location of Workforce**



**Chart 2: Area 12 Annual Employment**



**Chart 3: Area 12 Top 10 Occupations by Location Quotient**

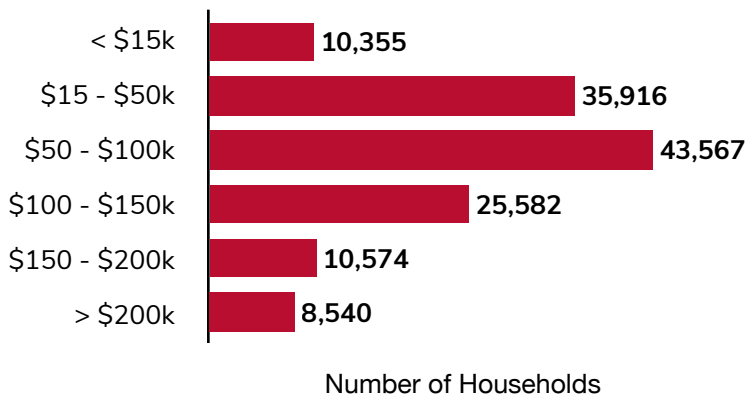


## Occupations by Location Quotient

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 10 occupations with the highest LQ in Area 12 demonstrating a significant concentration of workers relative to the nation. In 2023, the top occupation by LQ in Area 12 was engine and other machine assemblers, with an LQ of 9.01. This suggests the region has more than nine times the number of engine and other machine assembler workers compared to the national average. The second highest occupation by LQ in Area 12 was tool and die makers at 5.49, followed by miscellaneous assemblers and fabricators with an LQ of 5.36, and multiple machine tool setters, operators, and tenders, metal and plastic industry at 3.99.

**Chart 4: Area 12 Households Income**



## Household Income

According to Chart 4, there are roughly 8,540 households with an income of over \$200,000. Much of the Area 12 population falls in the household income range of \$50,000 - \$100,000 with 43,567 households falling within that range. There are 10,355 households that have an income of less than \$15,000 per year.

# Image 2: Average Employee Compensation by County

## 2023 Data and Dollar Year

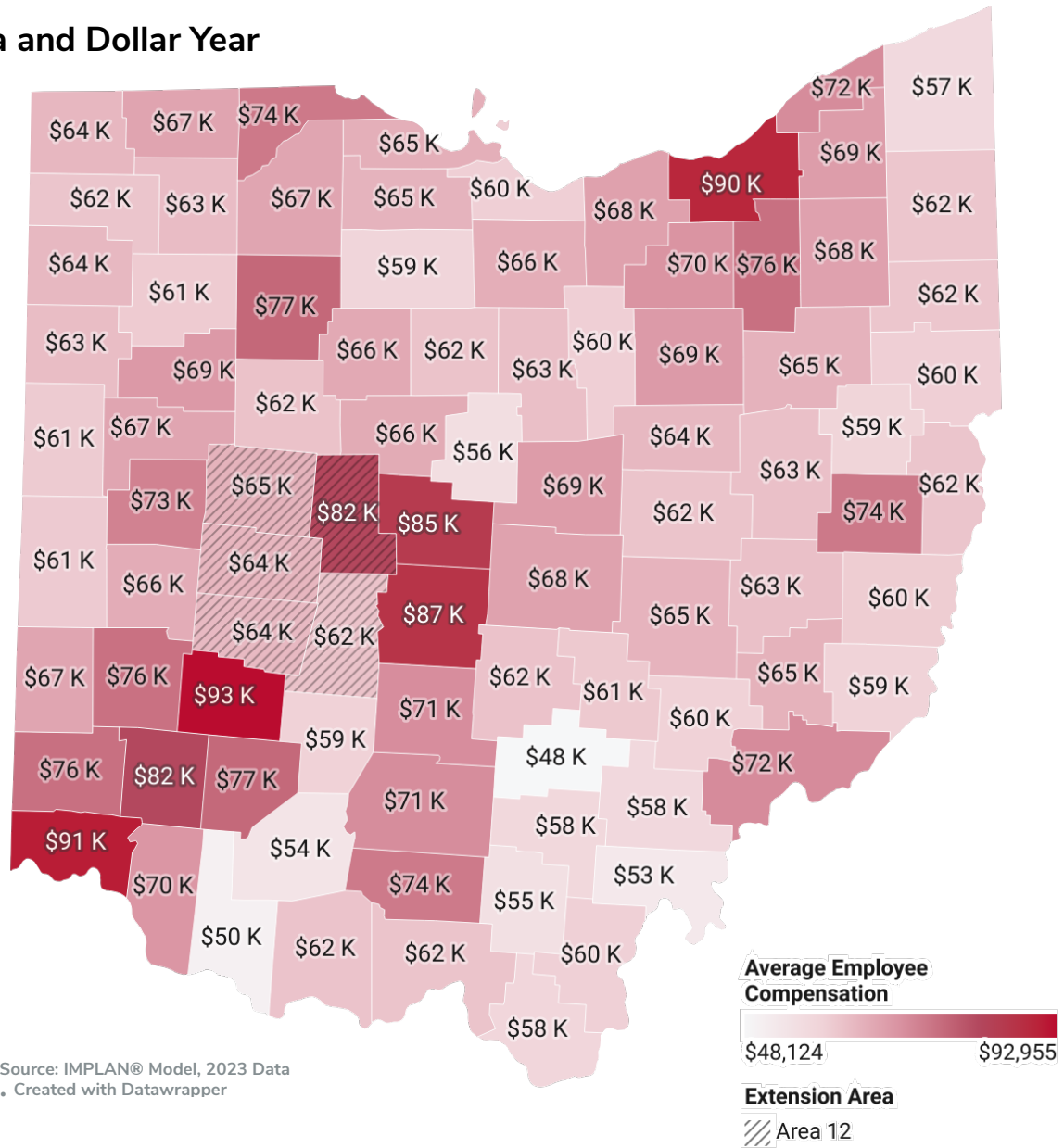


Image 2 illustrates the average employee compensation by county for 2023. Employee Compensation is the total payroll cost of an employee including wages and salaries, all benefits, and payroll taxes. The average employee compensation is calculated as Employee Compensation divided by wage and salary Employment. When comparing counties statewide, Hamilton County had the highest average employee compensation of \$92,955, while Brown County posted the lowest county average of \$48,124 in 2023.

When combining all Ohio counties, the statewide average employee compensation in 2023 was \$66,126 per worker, which was a 5% increase compared to 2022. Of the counties in Area 12, Union County had the highest average employee compensation of \$82,088. The next highest average employee compensation in Area 12 was Logan County at \$64,926, followed by Champaign County \$64,256, Clark County \$63,719, and Madison County \$62,129.



### Modeling Data Source

IMPLAN® model, 2023 Data, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (data and software), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078.  
[www.IMPLAN.com](http://www.IMPLAN.com).

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