

Extension Area 9: Economic Overview

Ashland, Coshocton, Holmes, and Wayne Counties

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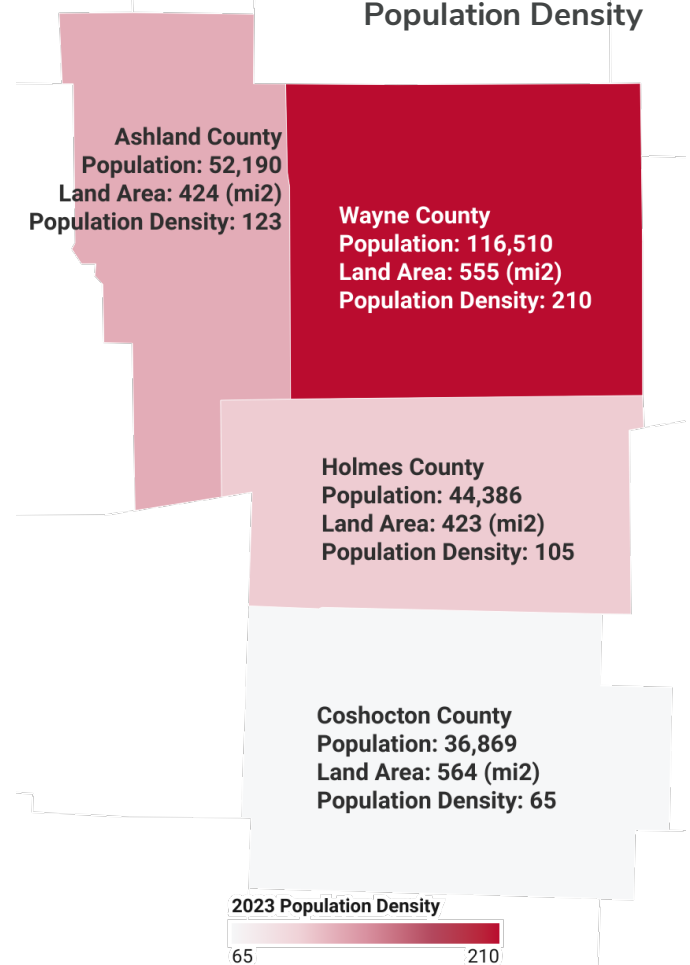
Spring 2025 Edition

Regional Overview

OSU Extension Area 9 is a four-county area in the north-central part of the state, including Ashland, Coshocton, Holmes, and Wayne counties. In 2023, the combined Area 9 footprint is 1,967 square miles (mi²) supporting a population of 249,955 residents and an overall population density of 127 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, Wayne County has the highest population density of 210, followed by Ashland County with a population density of 123, while Coshocton and Holmes counties ranged between 65 to 105 residents per square mile.

Overall, the combined population in Area 9 has remained consistent increasing slightly by 3.5% from 241,580 in 2001 to a total population of 249,955 in 2023. However, there were some notable shifts in the population trends of individual counties between 2001 and 2023. Holmes County experienced the greatest amount of growth as the population increased by 11.4% from 39,854 in 2001 to 44,386 in 2023. During this period, Wayne County underwent a population increase of 3.9% to a total of 116,510 in 2023. Coshocton County had a slight population increase of 0.2% to a total of 36,869 in 2023. Ashland County saw a -1.1% population decrease to a total of 52,190 in 2023.

Image 1: OSU Extension Area 9 Population Density



Key Stats

Total of 371 Industries
Total Employment of 144,579
Gross Domestic Product \$15.4 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 9 by total output in 2023. Owner-occupied-dwellings was the highest ranked industry with a total output of \$1.2 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 9 was meat processed from carcasses with a total output of 663.8 million, supporting 1,180 jobs, and an average employee compensation of \$66,028. However, when comparing 2023 to 2022, the data shows the meat processed from carcasses industry experienced a 36.3% increase in total output and a 34.4% growth in total employment from 878 in 2022 to 1,180 jobs in 2023. However, the industry also saw a -0.02% decrease in average employee compensation during the same period.

Of the top 10 industries by total output, the sector with the most employees in the region was other real estate with 4,713 employees. The average annual income for these workers was \$44,744 per year.



Table 1: Area 9 Top 10 Industries by Total Output

Industry Description	Output	Total Employment	Average Employee Compensation
Owner-occupied housing	\$1,162 M	N/A	N/A
Meat processed from carcasses	\$664 M	1,180	\$66,028
Other real estate	\$624 M	4,713	\$44,744
Rolled steel shape manufacturing	\$620 M	463	\$91,680
Oil and gas extraction	\$609 M	1,053	\$83,340
Truck transportation	\$582 M	2,467	\$81,464
Monetary authorities and depository credit intermediation	\$576 M	1,001	\$72,639
Scientific research and development services	\$576 M	2,550	\$73,985
Cheese manufacturing	\$563 M	520	\$81,263
Management of companies and enterprises	\$562 M	2,030	\$176,548

Area 9 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 2 provides a visual reference of the Area 9 annual employment trends between 2001 and 2023. As shown in the chart, Area 9 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 9 increased by 9.4% reaching a peak employment of 144,825 jobs in 2022. However, between 2019 and 2020 Area 9 experienced the greatest year to year job loss, losing 5,472 jobs, leaving an annual employment of 139,283 in 2020. From 2021 to 2022, an additional 6,677 jobs were added. In 2023, there was a -0.2% decrease in employment with a total loss of 246

jobs. As noted in Chart 1, in 2023 75% of the workforce was local, while 25% were out-commuters.

When considering the long-term employment trends by county, Holmes County saw the greatest growth in total employment of 39%, increasing from 23,587 in 2001 to 32,788 in 2023. Ashland County total employment increased by 5.29%, from 25,7634 jobs in 2001 to 27,127 in 2023. During the same period (2001–2023), Wayne county experience a smaller increase in total employment (5.6%). Coshocton County was the only county in Area 9 to experience a decline in total employment since 2001 (-10.4%).

Chart 1: Area 9 Location of Workforce

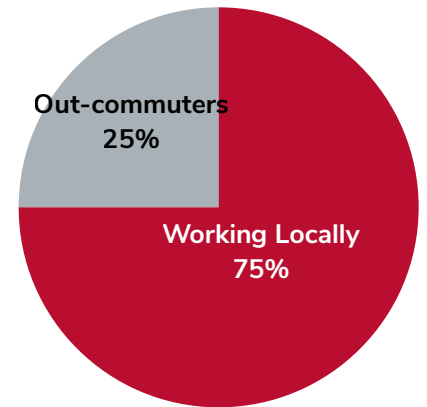


Chart 2: Area 9 Annual Employment

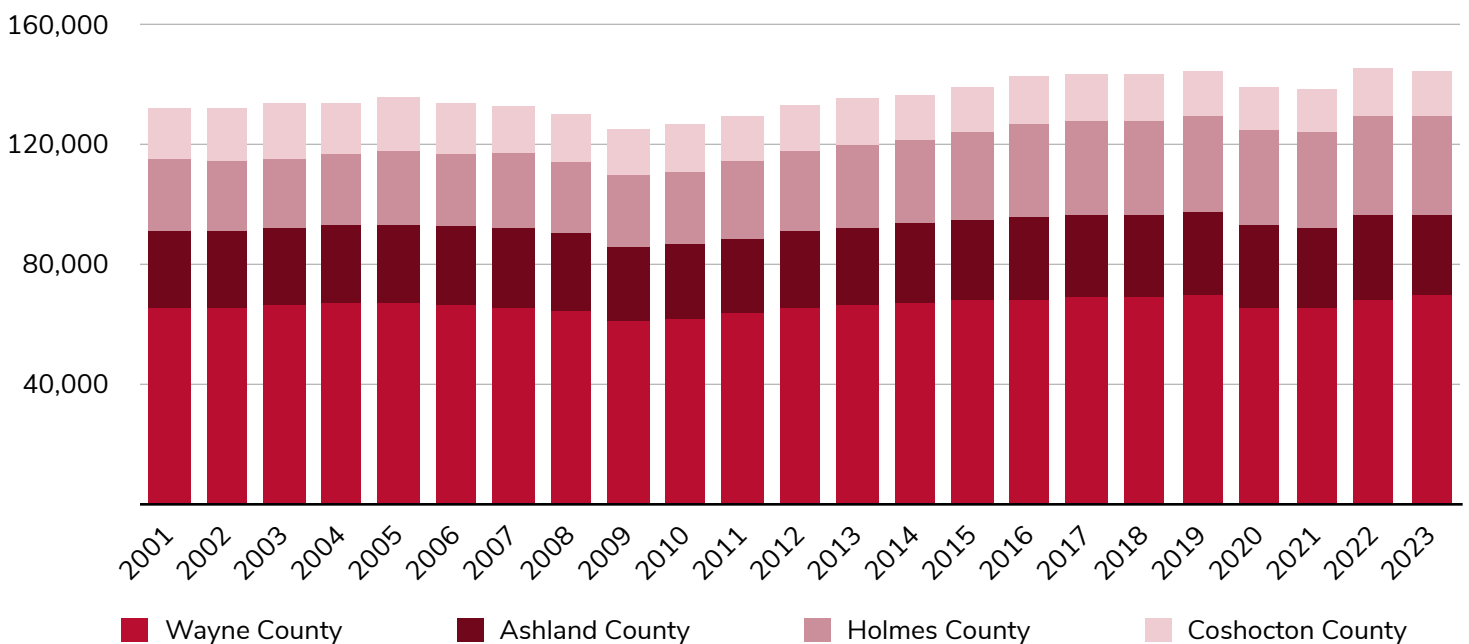


Chart 3: Area 9 Top 10 Occupations by Location Quotient

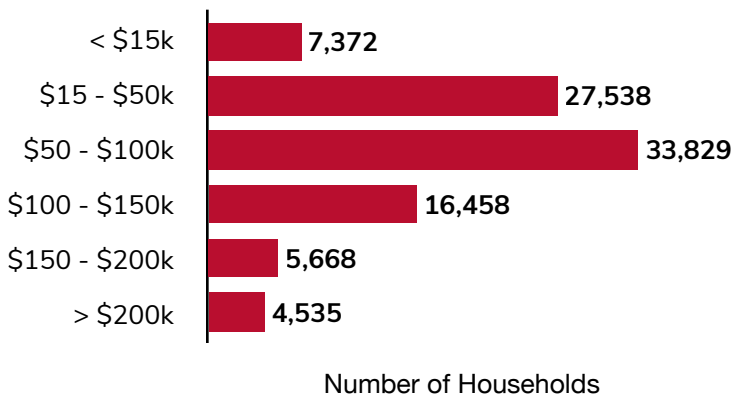


Occupations by Location Quotient

A location quotient (LQ) is a metric that compares the relative concentration of a local region's 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 9 demonstrating a significant concentration of workers relative to the nation. In 2023, the top occupation by LQ in Area 9 was cabinetmakers and bench carpenters with an LQ of 13.47. This suggests the region has almost fourteen times the number of woodworkers compared to the national average. The second highest occupation by LQ in Area 9 was furniture finishers at 9.23, followed by woodworking machine settlers, operators, and tenders with an LQ of 8.47, and shoe and leather workers at 7.35.

Chart 4: Area 9 Households Income



Household Income

Area 9, had 95,400 households in 2023. Illustrated in Chart 4, the majority of the 95,400 households had a household income of \$15k-\$50k (29%) or \$50k-\$100k (35%). In 2023, there were 4,535 households (5%) with an income of over \$200k and 7,372 households (8%) with an income of less than \$15k per year.

Image 2: Average Employee Compensation by County 2023 Data and Dollar Year

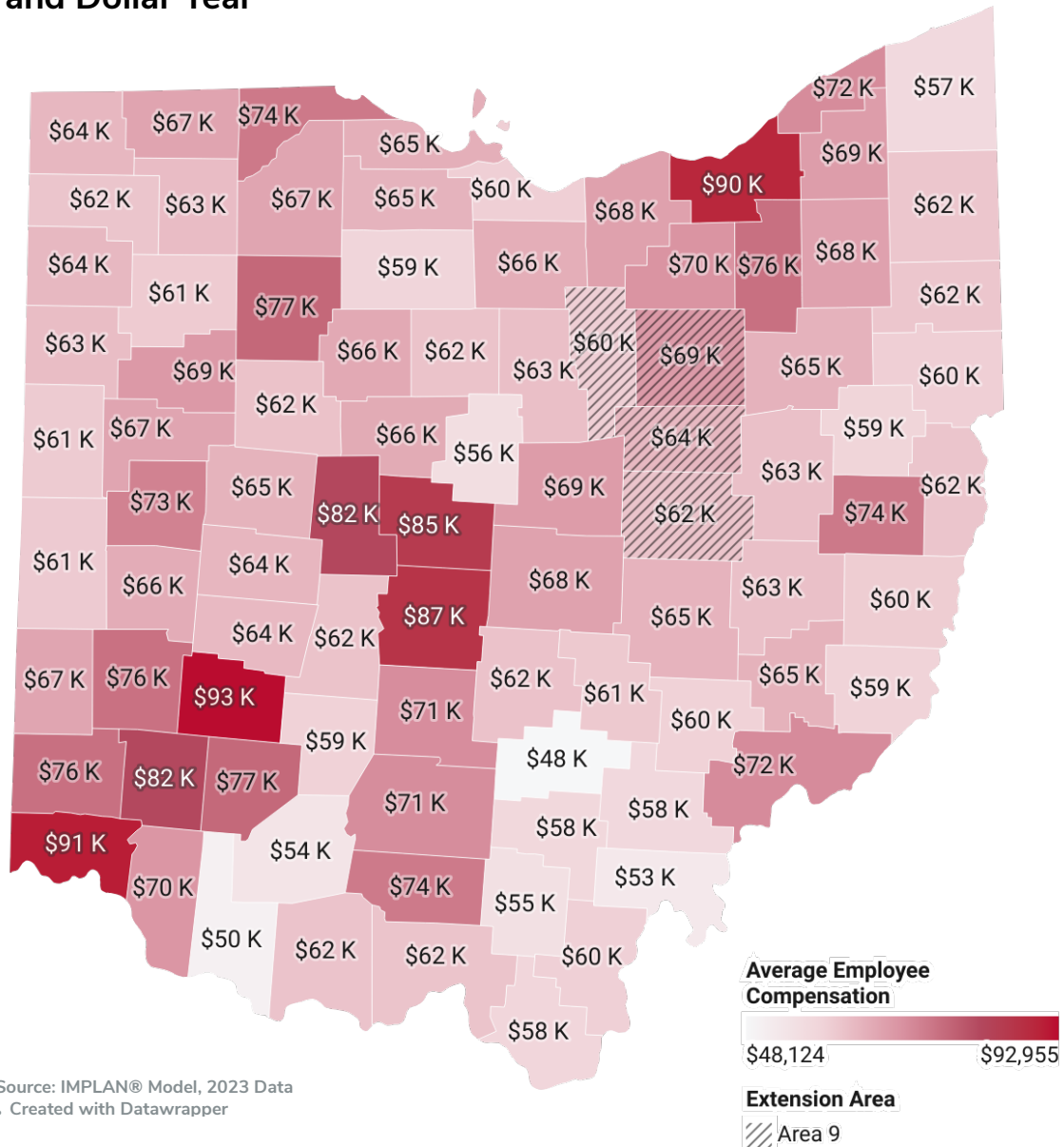


Image 2 illustrates the average employee compensation by county for 2023. Employee Compensation is the total payroll cost of an employee including wages and salaries, all benefits, and payroll taxes. The average employee compensation is calculated as Employee Compensation divided by wage and salary Employment. When comparing counties statewide, Greene County had the highest average employee compensation of \$92,955, while Hocking 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 4.1% increase compared to 2022.

Of the counties in Area 9, Wayne County had the highest average employee compensation of \$69,084, ranking 24th highest in Ohio. The next highest average employee compensation in Area 9 was Holmes County at \$64,005, followed by Coshocton County \$61,889, and Ashland County \$59,945.



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.

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