

# Extension Area 22: Economic Overview

## Adams, Brown, Clermont, Highland Counties

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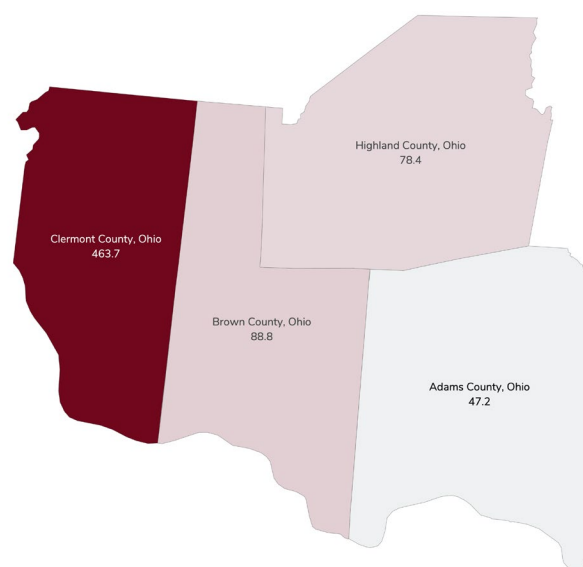
Spring 2023 Edition

### Regional Overview

OSU Extension Area 22 is a four-county area in the southwestern part of the state, including Adams, Brown, Clermont, and Highland counties. In 2021, the combined Area 22 footprint is 2,081 square miles (mi<sup>2</sup>) supporting a population of 324,200 residents and an overall population density of 156 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, Clermont County has the highest population density of 464. Adams, Brown, and Highland counties ranged between 47 to 89 residents per square mile.

Overall, the combined population in Area 22 has remained consistent increasing slightly by 10.4% from 293,568 in 2001 to a total population of 324,200 in 2021. However, there were some notable shifts in the population trends of individual counties between 2001 and 2021. Clermont County experienced the greatest amount of growth as the population increased by 15.4% from 181,673 in 2001 to 209,642 in 2021. During this period, Highland County underwent a population increase of 4.6% to a total of 43,354 in 2021, while Brown County had a population increase of 1.8% to a total of 43,662 in 2021. Between 2001 and 2021 there were minor shifts (-0.1%) in population in Adams County, with 27,542 residents in 2021.

Image 1: OSU Extension Area 22 Population Density



#### Key Stats

Population 324,200

Total of 319 Industries

Total Employment of 127,527

Gross Domestic Product \$13.4B

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 22 by total output in 2021. Owner-occupied dwellings was the highest ranked industry with a total output of \$1.39 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 22 was insurance carriers (except direct life) with a total output of \$1.2 billion, supporting 1,729 jobs, and an average employee compensation of \$105,017 per year. When comparing 2021 to 2020, the data shows the insurance carries industry experienced a 16.9% increase in total output.

The industry with the third highest total output was truck transportation with a total output of \$851 million, supporting 1,222 jobs, and an average employee compensation of \$69,766. When comparing 2021 to 2020, the data shows the truck transportation industry experienced a 16.6% increase in total output.

Of the top 10 industries by total output, the sector with the most employees in the region was employment and payroll of local government and education with 6,342 employees. The average annual income for these workers was \$73,322 per year.

Table 1: Area 22 Top 10 Industries by Total Output

Industry Description	Output	Total Employment	Average Employee Compensation
Owner-occupied dwellings	\$1,390,822,756	N/A	N/A
Insurance carriers, except direct life	\$1,153,435,420	1,729	\$105,017
Truck transportation	\$851,605,374	1,222	\$69,766
Monetary authorities and depository credit intermediation	\$826,976,857	1,243	\$80,460
Scenic and sightseeing transportation and support activities for transportation	\$736,109,873	1,962	\$96,071
Other real estate	\$663,230,806	3,828	\$52,513
Retail - Nonstore retailers	\$588,681,790	2,425	\$62,318
Limited-service restaurants	\$536,365,132	5,617	\$22,013
Employment and payroll of local govt, education	\$534,171,421	6,342	\$73,322
Software publishers	\$516,338,750	2,188	\$160,968

# Area 22 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 22 annual employment trends between 2001 and 2021. As shown in the chart, Area 22 experienced consistent growth between 2002 and 2007 when the U.S. housing market collapsed, stressing global financial markets, and ultimately triggering the U.S.

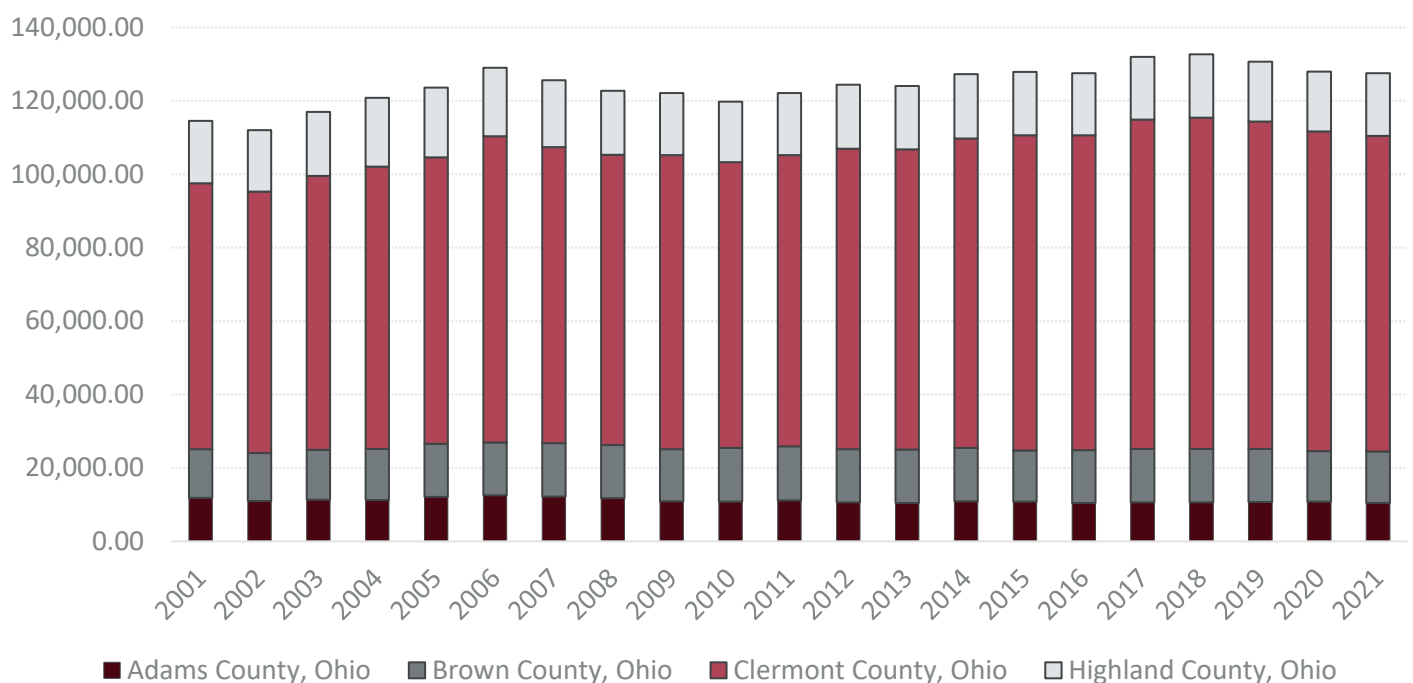
economy into a period of recession. Since 2001 annual employment in Area 22 increased by 11.3% reaching a peak employment of 132,685 jobs in 2018. Between 2020 and 2021 Area 22 experienced a small decrease in annual employment, losing 402 jobs, leaving an annual employment of 127,527 in 2021.

When considering the long-term employment trends by county, Clermont County saw the greatest growth in total employment of 18.7%, increasing from 72,409, in 2001 to 85,965 in 2021.

*“Year-to-year, Area 22 total employment is down 402 Jobs in 2021”*

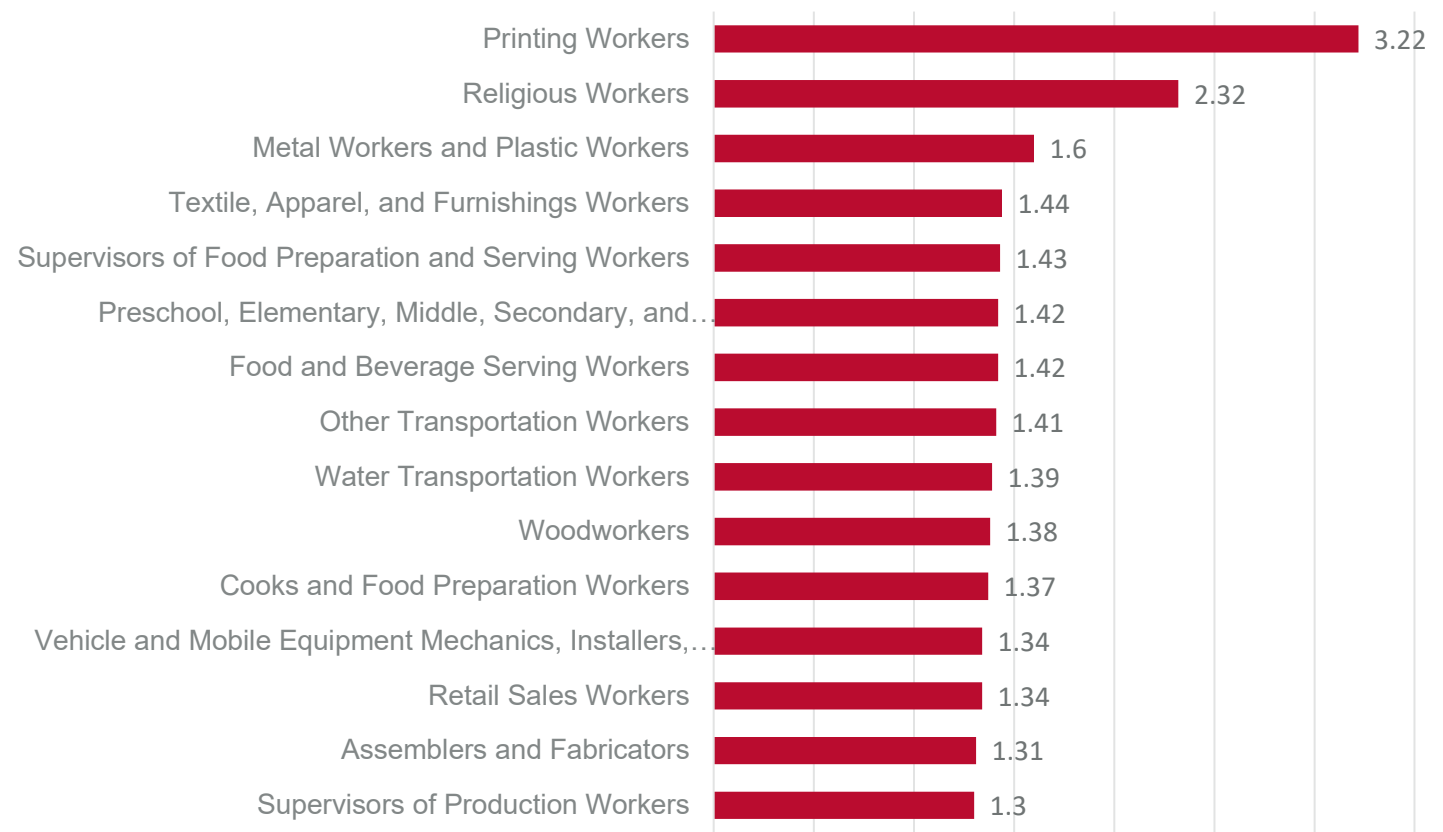
Brown County total employment increased slightly by 5.7%, from 13,282 jobs in 2001 to 14,035 in 2021. During the same period (2001–2020) Adams County experienced an -11.6% decline in total employment. Highland County (0.3%) experienced minimal change.

**Chart 1: Area 22 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 22 demonstrating a significant concentration of workers relative to the nation. In 2021, the top occupation by LQ in Area 22 was printing workers, with an LQ of 3.22. This suggests the region has more than three times the number of printing workers compared to the national average. The second highest occupation by LQ in Area 22 was religious workers at 2.32, followed by metal and plastic with an LQ of 1.6, and workers textile, apparel, and furnishing workers at 1.44.

## Image 2: Average Employee Compensation by County

2021 Data and Dollar Year

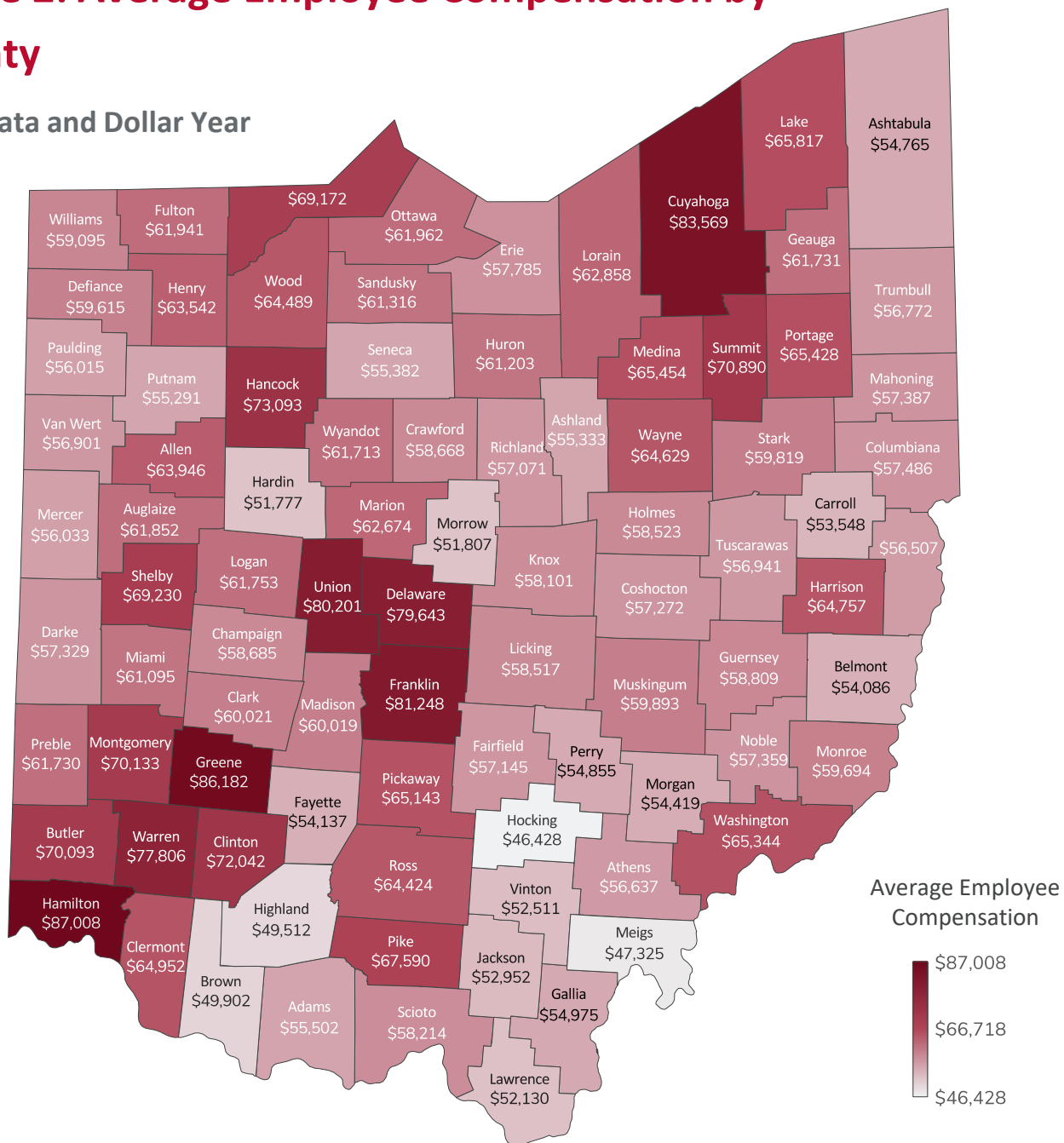


Image 2 illustrates the average employee compensation by county for 2021. Employee Compensation is the total payroll cost of an employee including wages and salaries, all benefits, and payroll taxes. The average employee compensation is calculated as Employee Compensation divided by wage and salary Employment. When comparing counties statewide, Hamilton County had the highest average employee compensation of \$87,008, while Hocking County posted the lowest county average of \$46,428 in 2021. When combining all Ohio counties,

the statewide average employee compensation in 2021 was \$60,659 per worker, which was a 4% increase compared to 2020. Of the counties in Area 22, Clermont County had the highest average employee compensation of \$64,952, ranking 21<sup>st</sup> highest in Ohio. The next highest average employee compensation in Area 22 was Adams County at \$55,502, followed by Brown County \$49,902, and Highland County \$49,512.



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