Extension Area 9: Economic Overview
Ashland, Coshocton, Holmes, and Wayne Counties

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 2020, the combined Area 9 footprint is 1,967 square miles (mi²) supporting a population of 250,997 residents and an overall population density of 128 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 126, 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 3.9% from 241,580 in 2001 to a total population of 250,997 in 2020. However, there were some notable shifts in the population trends of individual counties between 2001 and 2020. Holmes County experienced the greatest amount of growth as the population increased by 11% from 39,854 in 2001 to 44,266 in 2020. During this period, Wayne County underwent a population increase of 3.7% to a total of 116,384 in 2020, and Ashland County saw a 1.8% population increase to a total of 53,680 in 2020. Coshocton County had a population decrease of -0.3% to a total of 36,666 in 2020.

Image 1: OSU Extension Area 9 Population Density

Key Stats
Population 250,997
Total of 374 Industries
Total Employment of 139,283
Gross Domestic Product $11.53B

Data retrieved from IMPLAN (2020 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.

However, when comparing 2020 to 2019, the data shows the canned fruits and vegetables industry experienced a 7% increase in total output. However, the industry also saw a 10% reduction in total employment from 1,848 in 2019 to 1,669 jobs in 2020.

The industry with the second highest total output in Area 9 was owner-occupied-dwellings with a total output of $916 million. 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.

Of the top 10 industries by total output, the sector with the most employees in the region was other real estate with 3,777 employees. The average annual income for these workers was $36,992 per year.

Table 1 below ranks the top 10 industries in Area 9 by total output in 2020. Canned fruits and vegetables manufacturing was the highest ranked industry with a total output of $1.18 billion, supporting 1,669 jobs, and an average employee compensation of $130,914.

Table 1: Area 19 Top 10 Industries by Total Output

<table>
<thead>
<tr>
<th>Industry Description</th>
<th>Output</th>
<th>Total Employment</th>
<th>Average Employee Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canned fruits and vegetables manufacturing</td>
<td>$1,182,591,714</td>
<td>1,669</td>
<td>$130,914</td>
</tr>
<tr>
<td>Owner-occupied dwellings</td>
<td>$916,096,616</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Other real estate</td>
<td>$548,577,309</td>
<td>3,777</td>
<td>$36,992</td>
</tr>
<tr>
<td>Soybean and other oilseed processing</td>
<td>$548,575,090</td>
<td>139</td>
<td>$91,783</td>
</tr>
<tr>
<td>Cheese manufacturing</td>
<td>$448,102,389</td>
<td>455</td>
<td>$67,004</td>
</tr>
<tr>
<td>Monetary authorities and depository credit intermediation</td>
<td>$443,664,399</td>
<td>956</td>
<td>$64,216</td>
</tr>
<tr>
<td>Truck transportation</td>
<td>$440,283,316</td>
<td>2,555</td>
<td>$67,525</td>
</tr>
<tr>
<td>Motor vehicle transmission and power train parts manufacturing</td>
<td>$420,749,099</td>
<td>744</td>
<td>$91,322</td>
</tr>
<tr>
<td>Fluid milk manufacturing</td>
<td>$411,519,776</td>
<td>566</td>
<td>$66,270</td>
</tr>
<tr>
<td>Scientific research and development services</td>
<td>$402,069,430</td>
<td>2,272</td>
<td>$69,424</td>
</tr>
</tbody>
</table>
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 1 provides a visual reference of the Area 9 annual employment trends between 2001 and 2020. 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 2010 annual employment in Area 9 increased by 9.9% reaching a peak employment of 144,755 jobs in 2019. 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.

When considering the long-term employment trends by county, Holmes County saw the greatest growth in total employment of 33.3%, increasing from 23,587 in 2001 to 31,434 in 2020. Ashland County total employment increased by 6.9%, from 25,763 jobs in 2001 to 27,540 in 2020. During the same period (2001–2020) two of the counties in Area 9 experienced a decline in total employment including Coshocton County (-13.5%) and Wayne County (-0.2%).

“Year-to-year, Area 9 total employment is down 5,472 Jobs in 2020”
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 15 occupations with the highest LQ in Area 9 demonstrating a significant concentration of workers relative to the nation. In 2020, the top occupation by LQ in Area 9 was woodworkers with an LQ of 9.29. This suggests the region has more than nine times the number of woodworkers compared to the national average. The second highest occupation by LQ in Area 9 was metal and plastic workers at 3.21, followed supervisors and production workers with an LQ of 2.85, and food processing workers at 2.82.
Image 2 illustrates the average employee compensation by county for 2020. 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.

Of the counties in Area 9, Wayne County had the highest average employee compensation of $61,501, also ranking 23rd highest in Ohio. The next highest average employee compensation in Area 9 was Coshocton County ($57,159), followed by Holmes County ($54,128), and Ashland County ($52,283).
IMPLAN® model, 2020 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

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.