# Extension Area 9: Economic Overview

## Ashland, Coshocton, Holmes, and Wayne Counties

**Spring 2023 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 2021, the combined Area 9 footprint is 1,967 square miles (mi2) supporting a population of 249,915 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% from 241,580 in 2001 to a total population of 249,915 in 2021.  However, there were some notable shifts in the population trends of individual counties between 2001 and 2021.  Holmes County experienced the greatest amount of growth as the population increased by 11.1% from 39,854 in 2001 to 44,271 in 2021. During this period, Wayne County underwent a population increase of 4% to a total of 116,710 in 2021. Ashland County saw a -0.8% population decrease to a total of 52,316 in 2021 and Coshocton County had a population decrease of -0.4% to a total of 36,618 in 2021.

### Image 1:  OSU Extension Area 9 Population Density



Ashland County, Ohio
123.3

Wayne County, Ohio
210.1

Holmes County, Ohio
104.7

Coshocton County, Ohio
64.9
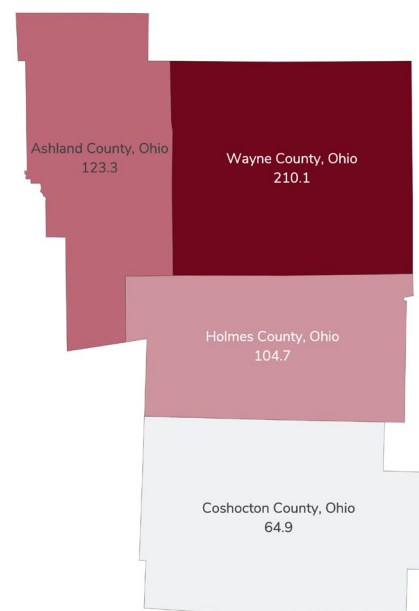
### Key Stats

Population 249,915

Total of 375 Industries

Total Employment of 138,148

Gross Domestic Product $13.08B

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 9 by total output in 2021. Canned fruits and vegetables manufacturing was the highest ranked industry with a total output of $998.4 million, supporting 1,247 jobs, and an average employee compensation of $152,774. However, when comparing 2021 to 2020, the data shows the canned fruits and vegetables industry experienced a -15.6% decrease in total output and a -25.3% reduction in total employment from 1,660 in 2020 to 1,247 jobs in 2021. However, the industry also saw a 16.7 % increase in average employee compensation during the same period.

The industry with the second highest total output in Area 9 was owner-occupied-dwellings with a total output of $965.6 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 3,443 employees. The average annual income for these workers was $43,514 per year.

## Table 1:  Area 9 Top 10 Industries by Total Output

| Industry Description | Output | Total Employment | Average Employee Compensation |
|---|---|---|---|
| Canned fruits and vegetables manufacturing | $998,413,241 | 1,247 | $152,774 |
| Owner-occupied dwellings | $965,592,364 | N/A | N/A |
| Soybean and other oilseed processing | $948,348,840 | 228 | $113,980 |
| Other real estate | $536,340,007 | 3,443 | $43,514 |
| Cheese manufacturing | $524,747,749 | 490 | $67,793 |
| Meat processed from carcasses | $521,005,395 | 1,049 | $62,601 |
| Monetary authorities and depository credit intermediation | $512,559,566 | 918 | $64,973 |
| Truck transportation | $507,506,113 | 2,455 | $73,148 |
| Scientific research and development services | $445,836,691 | 2,365 | $70,506 |
| Motor vehicle transmission and power train parts manufacturing | $418,515,178 | 758 | $98,892 |

# 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 2021. 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 5% 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. An additional 1,134 jobs were lost from 2020 2021.

When considering the long-term employment trends by county, Holmes County saw the greatest growth in total employment of 33.4%, increasing from 23,587 in 2001 to 31,471 in 2021.

*"Year-to-year, Area 9 total employment is down 1,134 Jobs in 2021."*

Ashland County total employment increased by 3.9%, from 25,7634 jobs in 2001 to 26,757 in 2021. During the same period (2001–2020) two of the counties in Area 9 experienced a decline in total employment including Coshocton County (-15.1%) and Wayne County (-0.4%).

## Chart 1: Area 9 Annual Employment
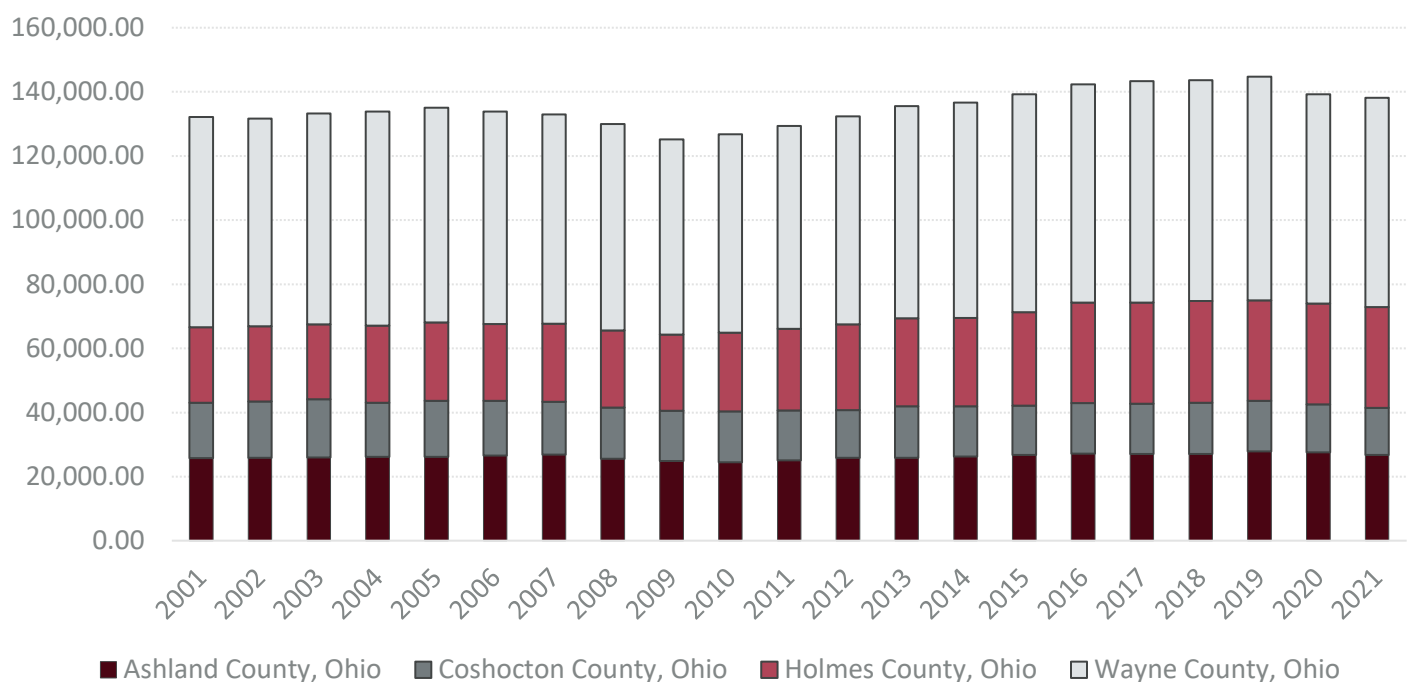
# Top 15 Occupations by Location Quotient

**Chart 2:  Occupation Location Quotient**

| Occupation | LQ |
|---|---|
| Woodworkers | 9.64 |
| Metal Workers and Plastic Workers | 3.19 |
| Supervisors of Production Workers | 2.85 |
| Assemblers and Fabricators | 2.85 |
| Other Production Occupations | 2.67 |
| Food Processing Workers | 2.65 |
| Supervisors of Farming, Fishing, and Forestry Workers | 2.2 |
| Forest, Conservation, and Logging Workers | 2 |
| Textile, Apparel, and Furnishings Workers | 1.91 |
| Agricultural Workers | 1.89 |
| Printing Workers | 1.76 |
| Sales Representatives, Wholesale and Manufacturing | 1.33 |
| Other Installation, Maintenance, and Repair… | 1.32 |
| Construction Trades Workers | 1.28 |
| Helpers, Construction Trades | 1.24 |

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 9 demonstrating a significant concentration of workers relative to the nation.  In 2021, the top occupation by LQ in Area 9 woodworkers with an LQ of 9.64.  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 3.19, followed supervisors of production workers with an LQ of 2.85, and assemblers and fabricators at 2.85.

# 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 pe worker, which was a 4% increase compared to 2020. Of the counties in Area 9, Wayne County had the highest average employee compensation of $64,629, ranking 23rd highest in Ohio. The next highest average employee compensation in Area 9 was Holmes County at $58,523, followed by Coshocton County $57,272, and Ashland County $55,333.

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