Ohio Economic Profile
Highland County

Ohio Department of Job and Family Services
Office of Workforce Development

July 2021

1. Employment Percent by Industry

The table below shows how jobs are distributed throughout the county by industry. The higher the percentage, the more workers there are in the industry. Multiple years are shown to demonstrate how employment in the industries may have shifted over time. However, percent change across years does not necessarily indicate growth or decline in employment by industry.

1a. Employment Percent by Industry

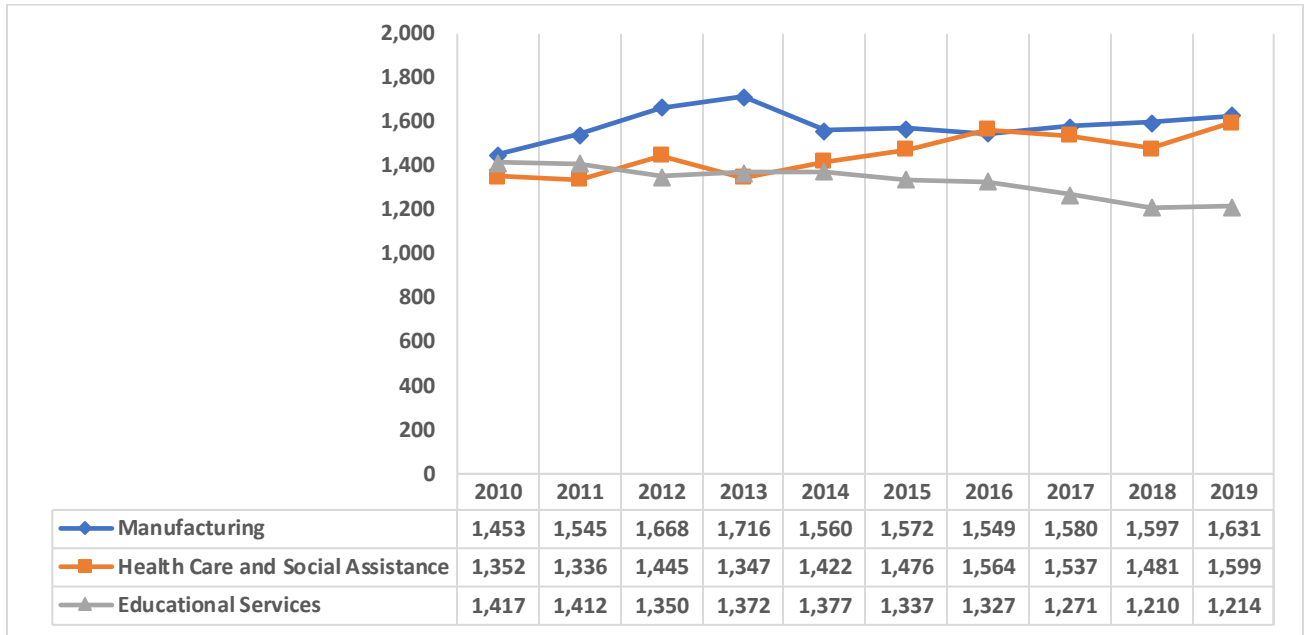|	Percent Annual Employment in Industry		
Industry Name	**2004**	**2010**	**2019**
Manufacturing	28.4%	17.3%	18.9%
Health Care and Social Assistance	13.7%	16.1%	18.5%
Educational Services	15.0%	16.9%	14.1%
Retail Trade	11.0%	14.6%	13.8%
Accommodation and Food Services	7.0%	8.1%	7.8%
Finance and Insurance	3.5%	4.1%	4.5%
Construction	3.1%	3.0%	4.0%
Public Administration	3.8%	3.5%	3.6%
Wholesale Trade	2.2%	1.8%	2.9%
Administrative and Support Services	1.4%	2.5%	2.8%
Other Services (except Public Administration)	2.3%	2.7%	2.6%
Transportation and Warehousing	1.4%	1.4%	1.2%
Professional, Scientific, and Technical Services	1.2%	1.3%	1.0%
Information	3.4%	3.2%	0.9%
Utilities	1.0%	1.1%	0.9%
Arts, Entertainment, and Recreation	0.0%	0.6%	0.8%
Real Estate and Rental and Leasing	0.7%	0.6%	0.6%
Management of Companies and Enterprises	N/A*	N/A*	0.5%
Agriculture, Forestry, Fishing and Hunting	0.1%	0.3%	0.4%
Mining, Quarrying, and Oil and Gas Extraction	0.9%	0.5%	0.3%

Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

*Data non-disclosable as it does not meet U.S. Census Bureau publication standards. Columns may not sum to 100 percent due to both U.S. Census Bureau methodology and the effects of rounding. The difference between summed percentages (<100%) and 100 is not the employment share of the non-disclosed industry.
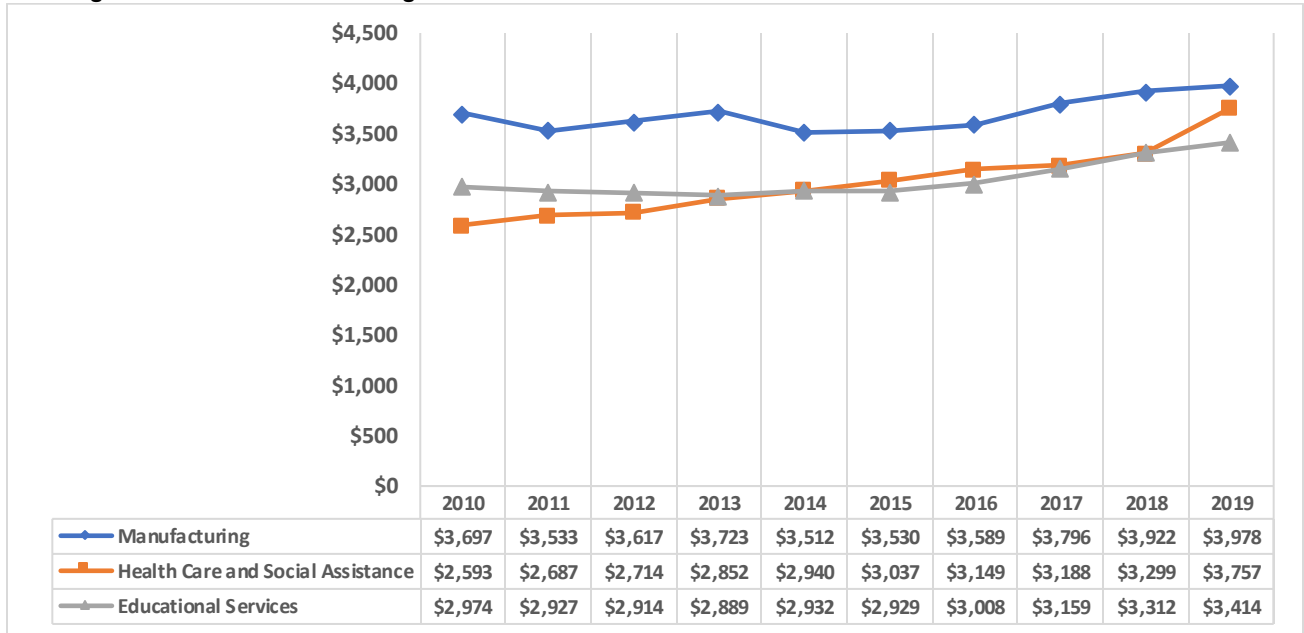
2. Employment, Wage and Firm Size Trends

The next series of tables and graphs provide more information on the top 3 industry shares of county employment for the most recent year identified in the previous chart. Detailed information includes annual employment and wage trends for the three sectors. Employment and wage trends show fluctuations and indicate growth or decline over the years.

2a. Employment Trends–Manufacturing, Health Care and Social Assistance, and Educational Services

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Manufacturing	1,453	1,545	1,668	1,716	1,560	1,572	1,549	1,580	1,597	1,631
Health Care and Social Assistance	1,352	1,336	1,445	1,347	1,422	1,476	1,564	1,537	1,481	1,599
Educational Services	1,417	1,412	1,350	1,372	1,377	1,337	1,327	1,271	1,210	1,214

Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

2b. Wage Trends – Manufacturing, Health Care and Social Assistance, and Educational Services

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Manufacturing	$3,697	$3,533	$3,617	$3,723	$3,512	$3,530	$3,589	$3,796	$3,922	$3,978
Health Care and Social Assistance	$2,593	$2,687	$2,714	$2,852	$2,940	$3,037	$3,149	$3,188	$3,299	$3,757
Educational Services	$2,974	$2,927	$2,914	$2,889	$2,932	$2,929	$3,008	$3,159	$3,312	$3,414

Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and, 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry will have a greater impact on a county than when employment is dispersed among many small or mid-size firms.

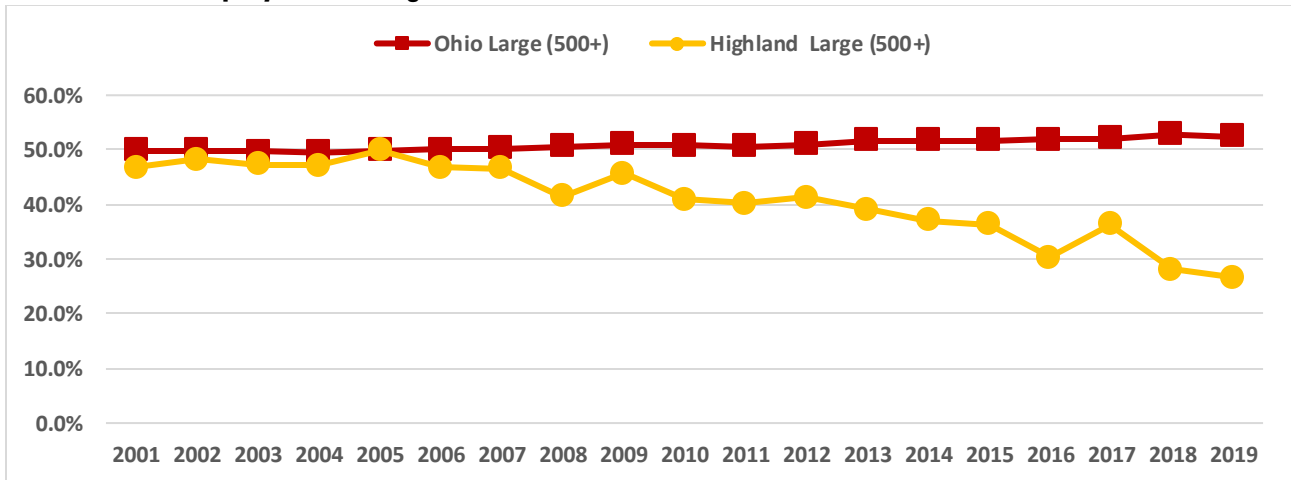## 2c. Percent of Employment in Small Firms
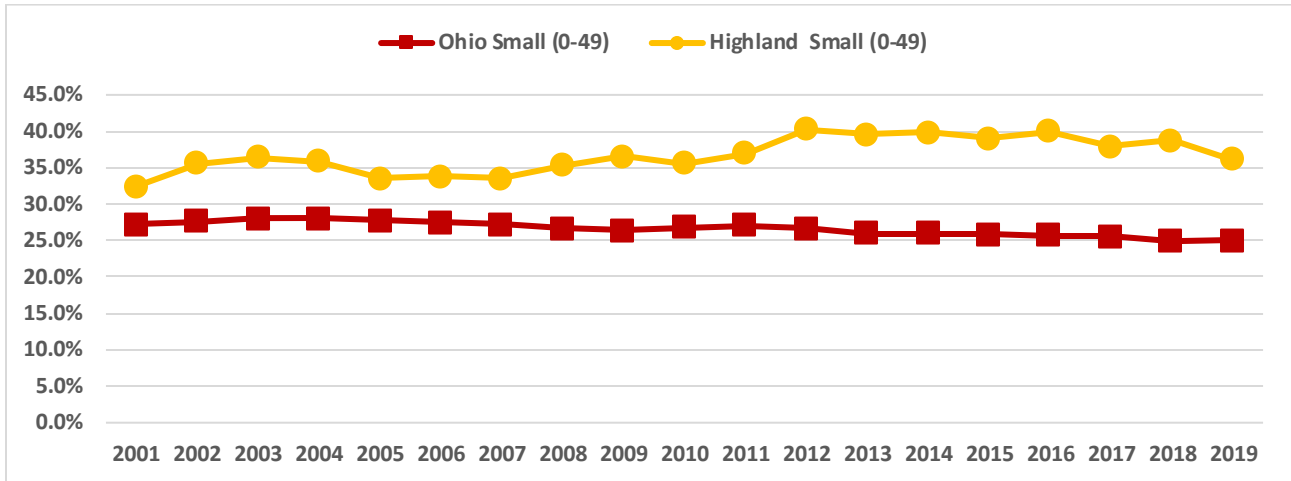
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

2d. Percent of Employment in Medium Firms
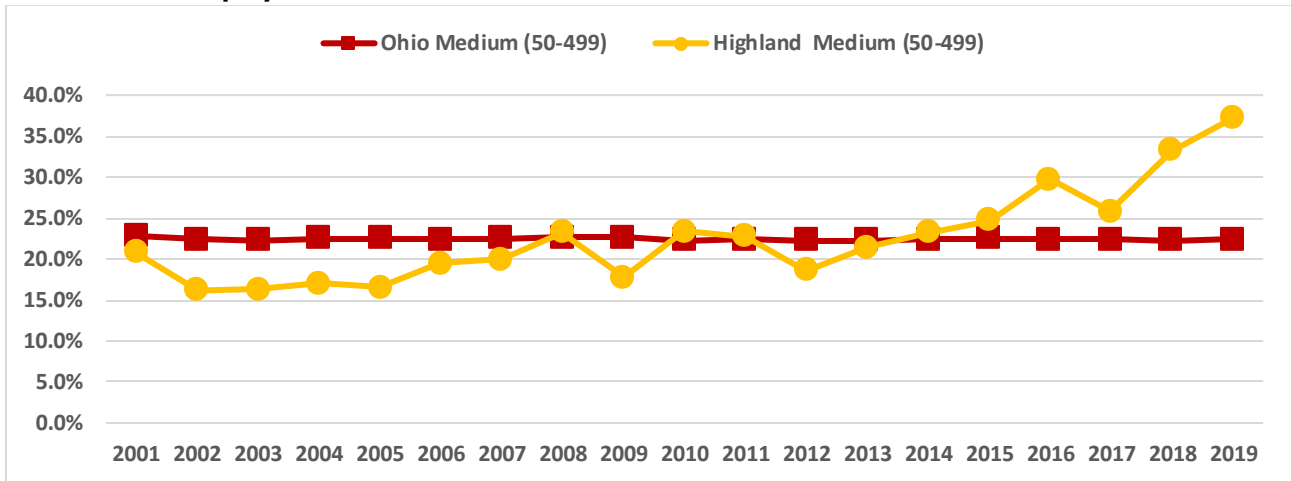
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

2e. Percent of Employment in Large Firms

Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

3. Online Job Postings

The following section provides a count of online job advertisements for the county. It is a snapshot of one aspect of the labor market and provides a look at labor demand by industry within the county.

3a. Online Job Postings by Industry, 1/1/2020 – 12/31/2020

Industry	Ads
Retail Trade	417
Transportation and Warehousing	293
Health Care and Social Assistance	250
Arts, Entertainment, and Recreation	133
Finance and Insurance	118
Accommodation and Food Services	117
Manufacturing	86
Administrative and Support and Waste Management and Remediation Services	71
Wholesale Trade	57
Other Services (except Public Administration)	56
Real Estate and Rental and Leasing	53
Public Administration	40
Professional, Scientific, and Technical Services	24
Information	16
Construction	12
Management of Companies and Enterprises	4
Educational Services	4
Utilities	1
Total	**1,752**

Source: TalentNeuron, 2021. Job advertisements counted are those posted in OhioMeansJobs.com, Monster, Indeed, LinkedIn, Career Builder, online newspapers and many others. The use of TalentNeuron reflects a change in methodology used in previous reports and data should not be compared to earlier reports.

*Excludes job advertisements in unclassified establishments (NAICS 999999) and establishments for which industry was unavailable.

3b. Top Occupations with the Most Area Online Job Ads, 1/1/2020 – 12/31/2020

Occupations	Ads
Heavy and Tractor-Trailer Truck Drivers	543
Stock Clerks- Stockroom, Warehouse, or Storage Yard	123
First-Line Supervisors of Retail Sales Workers	115
Retail Salespersons	99
Laborers and Freight, Stock, and Material Movers, Hand	80
Insurance Sales Agents	77
Personal Care Aides	74
Customer Service Representatives	69
Light Truck or Delivery Services Drivers	63
Cashiers	57

Source: TalentNeuron, 2021.

3c. Top Employers with the Most Area Online Job Ads, 1/1/2020 – 12/31/2020

Employer	Ads
Amazon	227
ResCare	83
Lowe's	75
Walmart	74
Adena Health System Inc	52
assurance	50
C.R. England, Inc.	44
Rural King	38
Building Systems Transportation	37
Promedica	36

Source: TalentNeuron, 2021.

3d. Top Certifications for Online Job Ads, 1/1/2020 – 12/31/2020

Certifications	Ads
Commercial Driver's License	529
Class A Commercial Driver's License	421
Driver's License	358
HAZMAT	120
DOT Medical card	85
Federal legislation	75
Occupational Safety & Health Administration Certification	69
Licensed Practical Nurse	55
Certification in Cardiopulmonary Resuscitation	38
Certified Registered Nurse	32

Source: TalentNeuron, 2021.

3e. Top Skills for Online Job Ads, 1/1/2020 – 12/31/2020

Skills	Ads
Operations	556
Forklifts	224
Tanker trucks	205
English speaker	201
Nursing	188
Logistics	182
Merchandising	169
Training programs	160
Mathematics	153
Innovation	145

Source: TalentNeuron, 2021.

4. Industry Turnover Rates

The following table looks at industry turnover rates for Ohio and by county. Turnover rates are calculated from stable employment (employment that lasted one calendar quarter with the same employer) and are an indicator of job churn. Industries with high churn will have more openings to replace workers than industries with low churn. It should be noted that this calculation does not include short-term employment that lasts less than a full quarter.

4a. Industry Turnover Rates, Statewide and County

Industry	Ohio				Highland County			
	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
All NAICS Sectors	8.6%	8.1%	9.1%	10.2%	9.6%	8.2%	9.1%	10.4%
Manufacturing	5.6%	5.4%	5.3%	6.0%	6.4%	4.9%	5.9%	6.1%
Health Care and Social Assistance	7.6%	7.9%	7.8%	9.3%	7.7%	8.1%	8.0%	8.9%
Educational Services	6.9%	4.7%	3.3%	7.9%	7.2%	2.6%	2.1%	9.0%
Retail Trade	11.1%	9.6%	10.5%	11.9%	11.1%	11.7%	12.7%	12.6%
Accommodation and Food Services	16.5%	16.3%	17.3%	22.5%	22.9%	16.8%	19.0%	20.4%
Finance and Insurance	4.7%	4.6%	5.0%	4.9%	4.7%	4.5%	3.3%	3.6%
Construction	7.8%	8.4%	14.6%	10.1%	7.2%	8.8%	19.0%	10.5%
Public Administration	3.5%	4.0%	5.3%	4.5%	4.6%	3.2%	7.4%	4.7%
Wholesale Trade	6.1%	6.1%	6.4%	6.6%	10.1%	4.6%	6.0%	7.3%
Administrative and Support Services	17.2%	16.3%	20.0%	19.2%	26.7%	23.5%	21.4%	26.9%
Other Services (except Public Administration)	8.8%	8.8%	9.5%	13.1%	11.6%	12.6%	11.2%	14.7%
Transportation and Warehousing	9.4%	7.8%	9.6%	10.8%	5.9%	11.7%	5.3%	17.3%
Professional, Scientific, and Technical Services	7.7%	7.2%	7.5%	7.6%	12.1%	8.0%	3.7%	5.7%
Information	6.5%	6.4%	7.1%	8.2%	5.1%	9.4%	4.4%	12.9%
Utilities	3.2%	3.3%	3.6%	3.5%	N/A*	N/A*	6.5%	N/A*
Arts, Entertainment, and Recreation	11.7%	11.8%	24.1%	19.2%	12.1%	17.2%	17.9%	47.9%
Real Estate and Rental and Leasing	8.1%	8.3%	10.1%	9.7%	8.5%	9.6%	10.7%	6.5%
Management of Companies and Enterprises	5.5%	5.5%	5.7%	5.6%	8.1%	12.8%	15.0%	15.0%
Agriculture, Forestry, Fishing and Hunting	9.1%	10.7%	16.9%	8.6%	N/A*	N/A*	13.2%	N/A*
Mining, Quarrying, and Oil and Gas Extraction	8.6%	8.7%	10.3%	8.7%	N/A*	7.1%	20.4%	N/A*

Source: U.S. Census Bureau, Quarterly Workforce Indicators, All ownerships, except federal government.

*Data non-disclosable as it does not meet U.S. Census Bureau publication standards.

5.   High School Enrollment

The table below shows annual enrollment trends for high school seniors for public, private and charter schools by fiscal year, where FY 1 represents the school year 2018-2019. Enrollment is the count of students in October of the school year. School enrollment is important as it has implications for the workforce as well as the county's capacity to accommodate its students. Enrollment changes can be affected by boundary changes or redistricting. Also presented in the table is information regarding the number of OhioMeansJobs.com K-12 accounts that migrated to regular OMJ accounts.

5a. Number of High School Seniors

	Number of 12th Graders*				OMJ K-12 Accts Migrate to Regular Acct***
Fiscal Year	**Public**	**Private**	**Charter**	**Total****	
2015	388	<10	0	388	
2016	454	<10	0	454	218
2017	419	12	0	431	320
2018	411	<10	0	411	635
2019	440	<10	0	440	644
2020	470	<10	0	470	728

*Source: Ohio Department of Education. All data that represents <10 students is masked to ensure student privacy.
**Does not include <10 estimate.
***Source: Monster Government Solutions.

6.   Local Area Talent Report

The next set of tables highlight resumes or talent in the local area. This data provides useful information on the workforce in the local area and presents a snapshot of skills and educational levels. The local reports are created using the Monster.com Talent Dashboard tool and are based on activity or logging into OhioMeansJobs.com or Monster.com in the previous three years. The workforce skills table is organized in ascending order and starts with the skill reported least often and ends with the most reported skill.

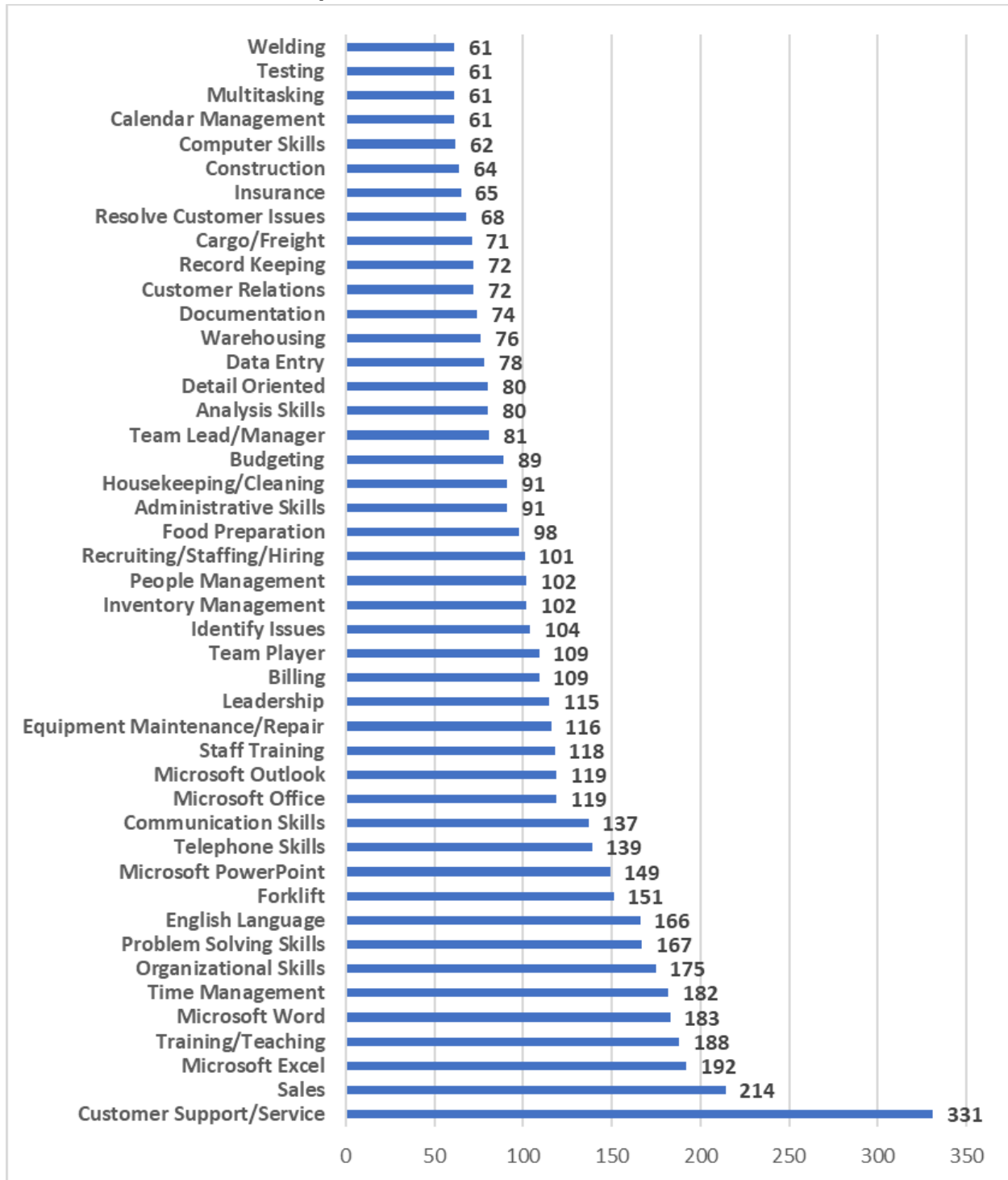**Resume Snapshot (April 2021)**
There were 1.5 million total resumes in OhioMeansJobs.com of Ohioans and others willing to relocate to Ohio. Resume counts for the county, veterans and restored citizens are shown below. Note: resumes for restored citizens are for individuals incarcerated in the Ohio Department of Rehabilitation and Correction who had an active resume and a release date in 2021.

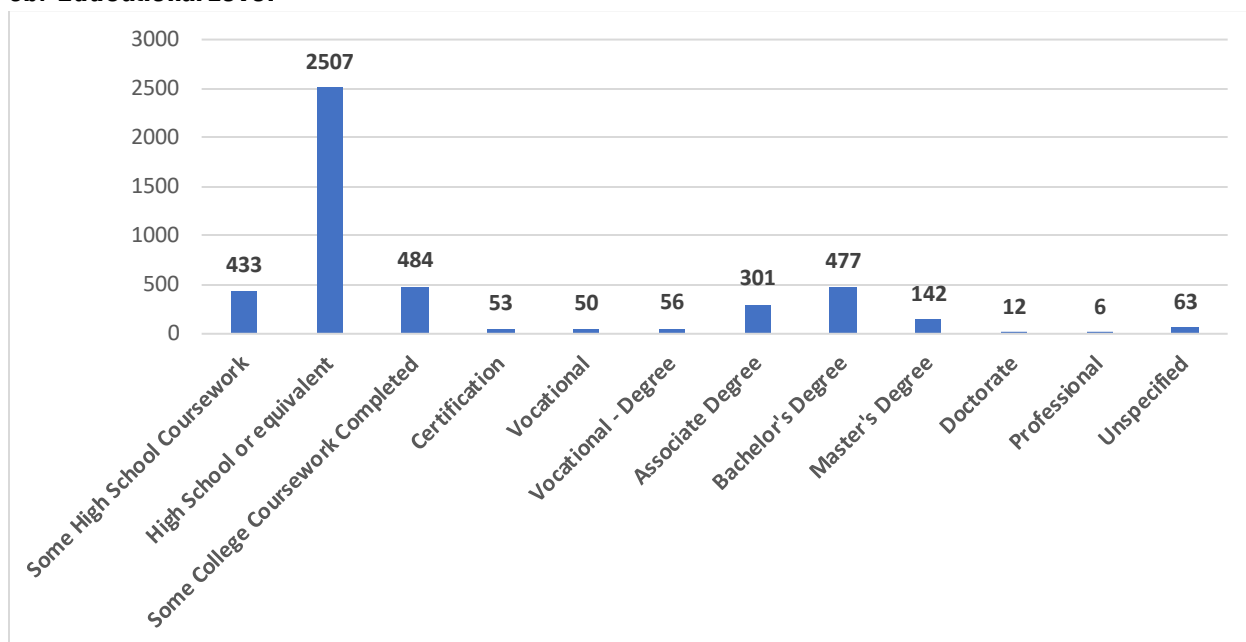| County	Total Resumes	Total Veteran Resumes	Total Restored Citizen Resumes	Total Individuals with a Disability Resumes
Highland	2,875	195	1	4

Source: Monster.com and Monster Government Solutions.

*County was determined based on home/returning address provided by incarcerated individuals.

6a. Number of Resumes with Top 45 Workforce Skills

Skill	Value
Welding	61
Testing	61
Multitasking	61
Calendar Management	61
Computer Skills	62
Construction	64
Insurance	65
Resolve Customer Issues	68
Cargo/Freight	71
Record Keeping	72
Customer Relations	72
Documentation	74
Warehousing	76
Data Entry	78
Detail Oriented	80
Analysis Skills	80
Team Lead/Manager	81
Budgeting	89
Housekeeping/Cleaning	91
Administrative Skills	91
Food Preparation	98
Recruiting/Staffing/Hiring	101
People Management	102
Inventory Management	102
Identify Issues	104
Team Player	109
Billing	109
Leadership	115
Equipment Maintenance/Repair	116
Staff Training	118
Microsoft Outlook	119
Microsoft Office	119
Communication Skills	137
Telephone Skills	139
Microsoft PowerPoint	149
Forklift	151
English Language	166
Problem Solving Skills	167
Organizational Skills	175
Time Management	182
Microsoft Word	183
Training/Teaching	188
Microsoft Excel	192
Sales	214
Customer Support/Service	331

Source: Monster Government Solutions, April 2021.

6b. Educational Level

Source: Monster Government Solutions, April 2021. See "*Quick Guide to Understanding the County Economic Health Reports*" for description of educational categories.

7. Educational Attainment

The following table shows the distribution of educational attainment by age group for county residents. Educational attainment refers to the highest level of education completed.

7a. Educational Attainment by Age Group

Age categories	Less than 9th grade	9th to 12th grade, no diploma	High school graduate (includes equivalency)	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree	Total
18 to 24 years	178	678	1,571	512	284	126	-	3,349
25 to 34 years	177	451	2,159	972	398	333	283	4,773
35 to 44 years	296	387	2,029	1,039	588	497	284	5,120
45 to 64 years	309	1,240	5,275	1,977	1,243	977	722	11,743
65 years and over	568	948	3,859	1,173	324	439	412	7,723

Source: American Community Survey, 5-year estimates, 2015-2019.

8. Veteran Employment at the Local Level

The following table represents a snapshot of veteran and nonveteran labor force population (i.e., estimate of the employed and those looking for work); the labor force participation rate (i.e., percent of the total population participating in the labor force); and the unemployment rate (i.e., percent of the labor force that is unemployed). Veterans are those who have ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard.

8a. County Veteran and Nonveteran Employment Estimates

	Nonveterans	Veterans
Labor Force Population	17,360	998
Labor Force Population Rate	69.5%	64.3%
Unemployment Rate	6.7%	5.3%

Source: American Community Survey, 18-64-year-olds, 5-year estimates, 2015-2019.

9.   Civilian Labor Force and Commuting Patterns

The next set of tables look at the civilian labor force and commuting patterns of workers in the county. The civilian labor force is the sum of the employed and unemployed. It is based on civilians 16 years of age and over who are working or seeking work. It excludes military personnel, persons in institutions, those studying or keeping house full-time, retirees, and volunteer workers. This is the available workforce, and used in conjunction with commuting patterns data, one can see where workers in the county live and work. Commuting information is based on all jobs held. Commuting trends data are also presented to see inflow and outflow trends of workers, including the top work counties for out-commuters and top home counties for in-commuters.

9a. Civilian Labor Force and Number Employed
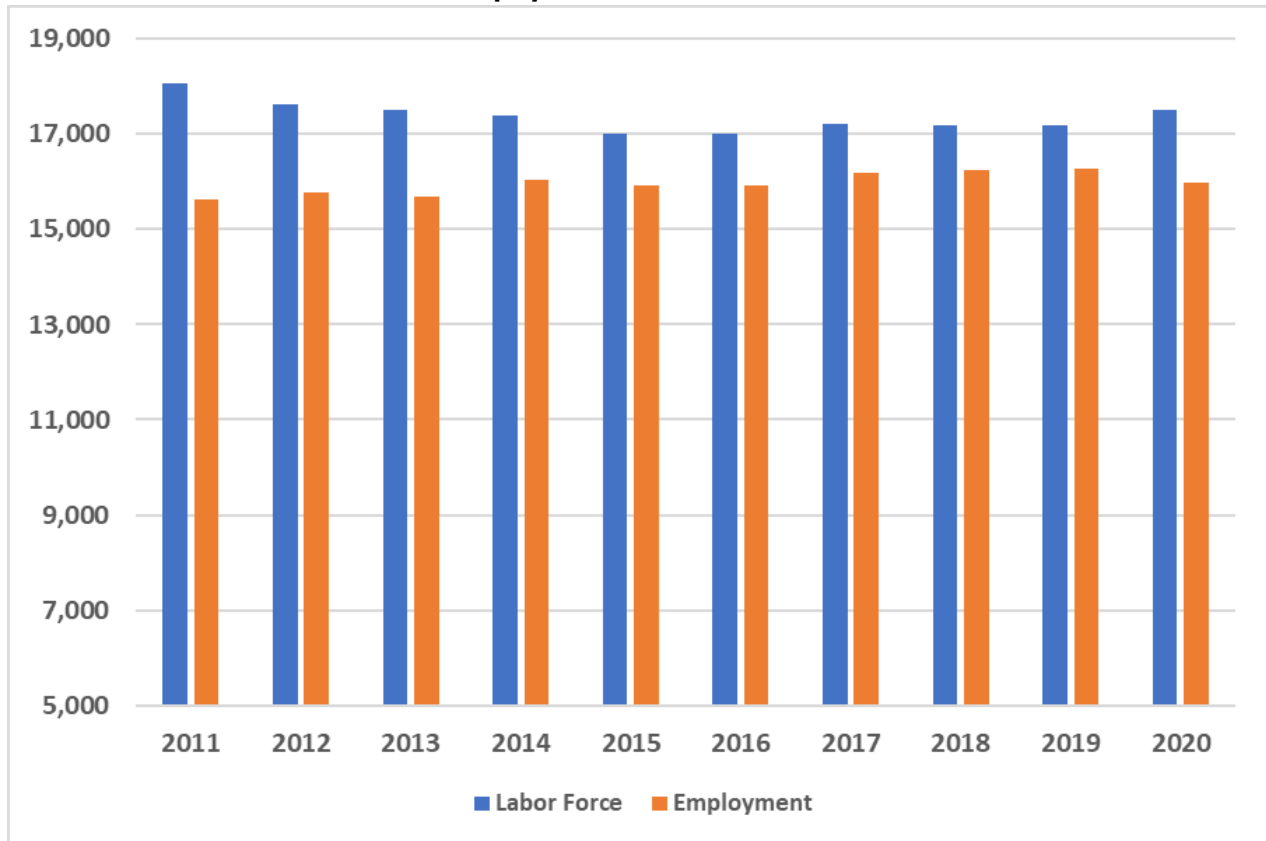
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

9b. Commuting Patterns, 2005 – 2018

	2005	2010	2018
# of workers who live and are emloyed here	6,291	4,723	5,071
# of workers who live here, but work in another county	12,714	10,789	12,234
# of workers who work here, but live in another county	5,320	4,612	4,938

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2nd quarter only.

9c. Commuting Trends
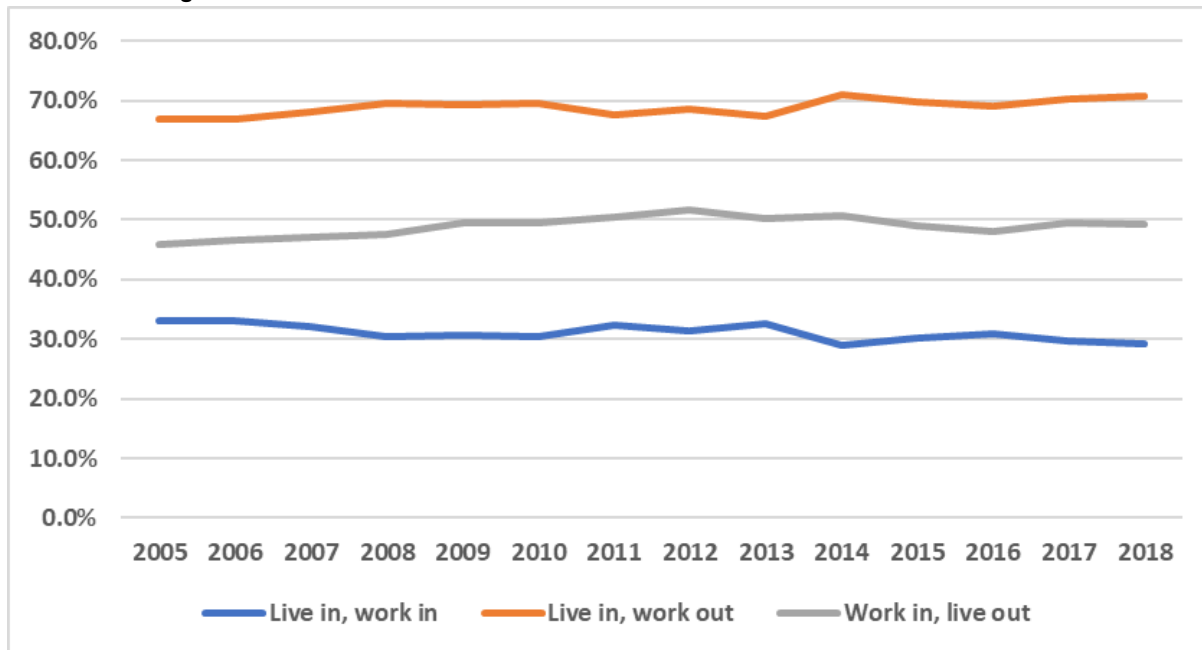
Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2nd quarter only.

9d. Commuting Trends for Out-Commuters – Live in County, but Work in Another County, 2018

Top Work Counties for Out-Commuters	
Clinton County, OH	2,246
Hamilton County, OH	1,386
Franklin County, OH	1,262
Fayette County, OH	781
Clermont County, OH	766
Ross County, OH	694
Montgomery County, OH	679
Warren County, OH	519
Butler County, OH	453
Brown County, OH	414

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2nd quarter only.

9e. Commuting Trends for In-Commuters – Work in County, but Live in Another County, 2018

Top Home Counties for In-Commuters	
Ross County, OH	646
Clinton County, OH	553
Adams County, OH	409
Fayette County, OH	404
Brown County, OH	356
Clermont County, OH	260
Hamilton County, OH	219
Franklin County, OH	157
Scioto County, OH	151
Montgomery County, OH	144

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2nd quarter only.

10. Area Population to Jobs

The graph below and map on the next page look at the population to jobs ratio. The prime working-age population consists of those ages 18 to 64. However, not everyone in the working-age population is employed – they may be going to school, caring for children or others, or retired. As the population-to-jobs ratio increases, there are more workers living in the county than there are jobs, meaning there will be more competition for jobs in that county. Workers in high-ratio counties may be more likely to commute to other counties for work. A lower population-to-jobs ratio would indicate the county could have a higher ratio of in-commuters. This will be rare, but a population-to-jobs ratio less than one would indicate there are more jobs than workers. The graph below compares the county population to jobs ratio to the statewide ratio. The map shows population to jobs ratio for all counties.

10a. Ohio and County Population (18-64-year-old)* to Jobs** Ratio, 2019
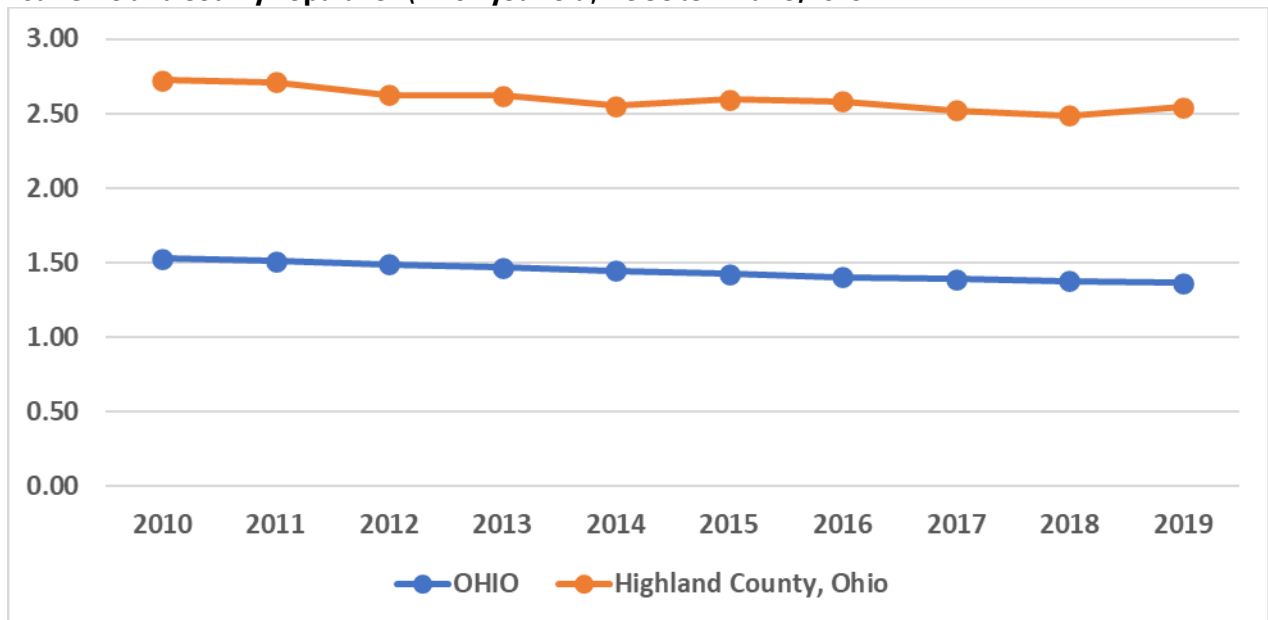
*Source: U.S. Census Bureau.
**Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

10b. Ohio County Population*(18-64-year-old) to Jobs** Ratio Map, 2019
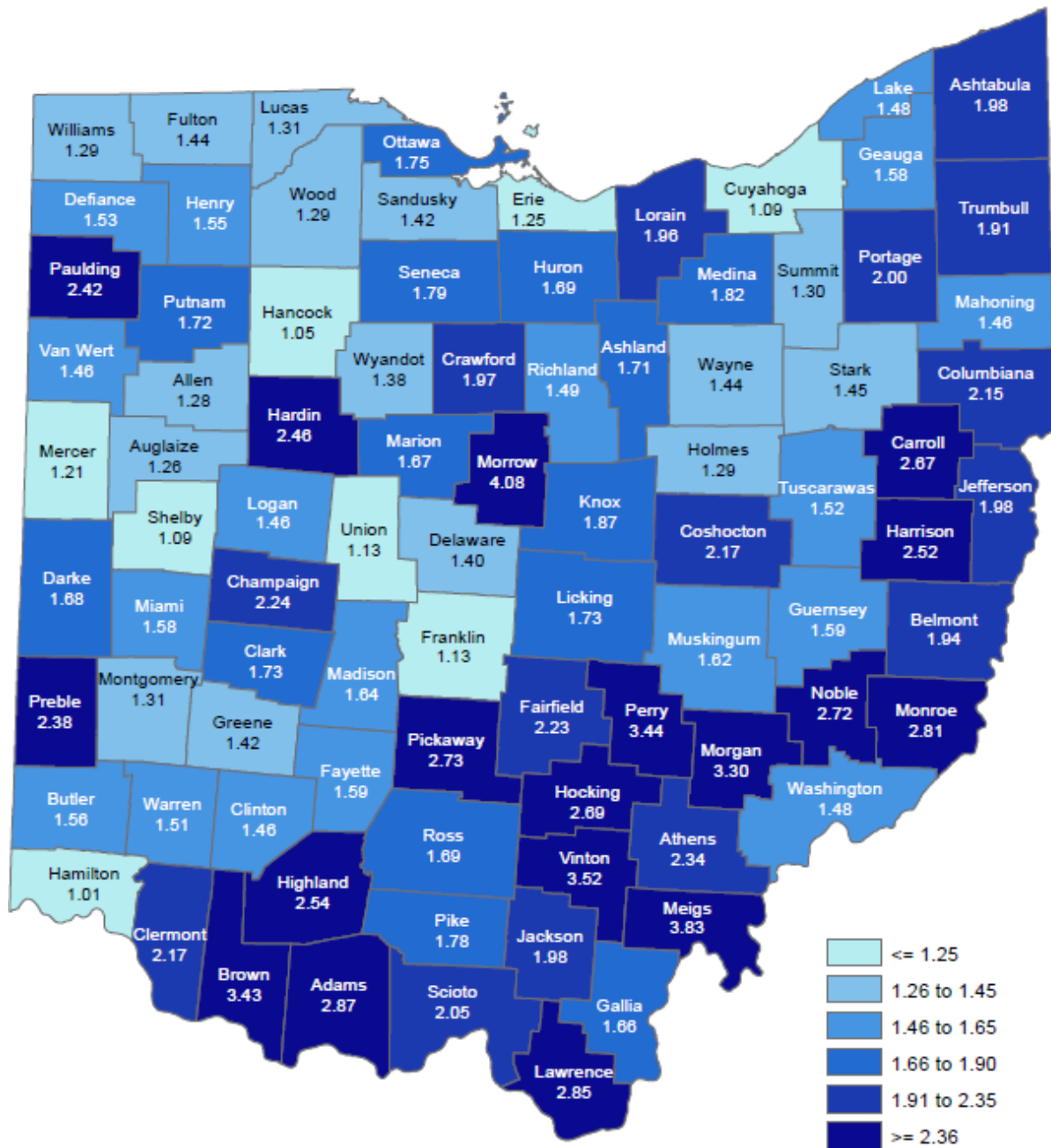
*Source: U.S. Census Bureau.
**Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

11. Profile of UI Claims

The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or typical shut down periods, such as construction and manufacturing will have higher proportion of men than women. Differences between the labor force and UI claimants can be used to target intervention and training programs.

11a. Gender, UI Claims vs Labor Force, 2020
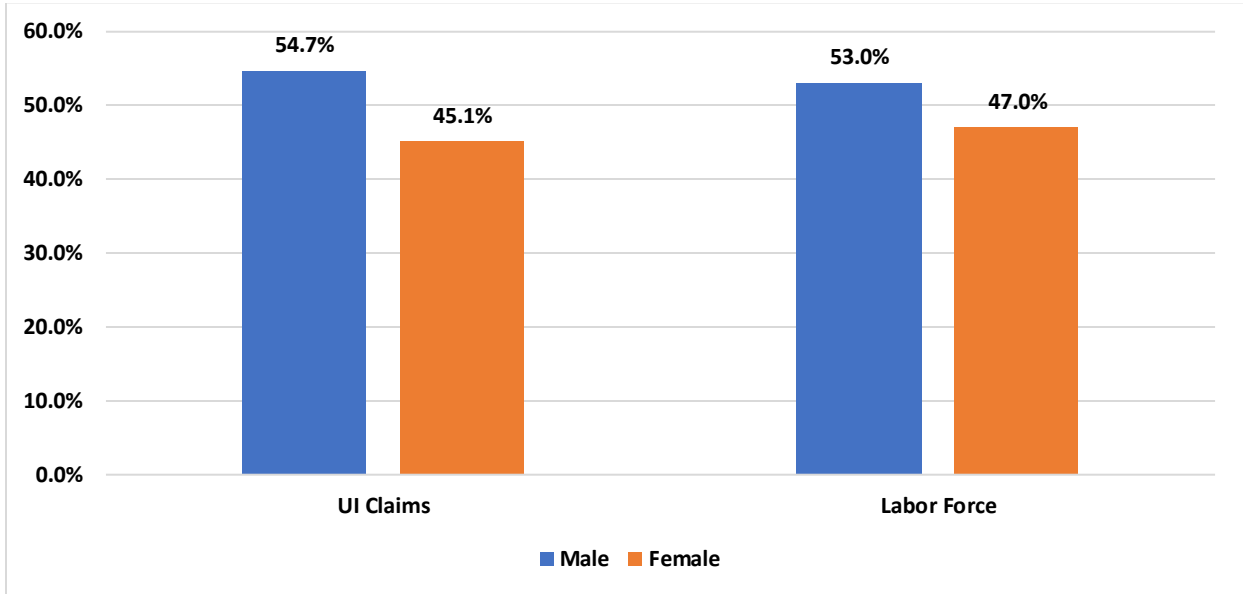
Source: Ohio Bureau of Labor Market Information.

11b. Age Distribution, UI Claims vs Labor Force, 2020
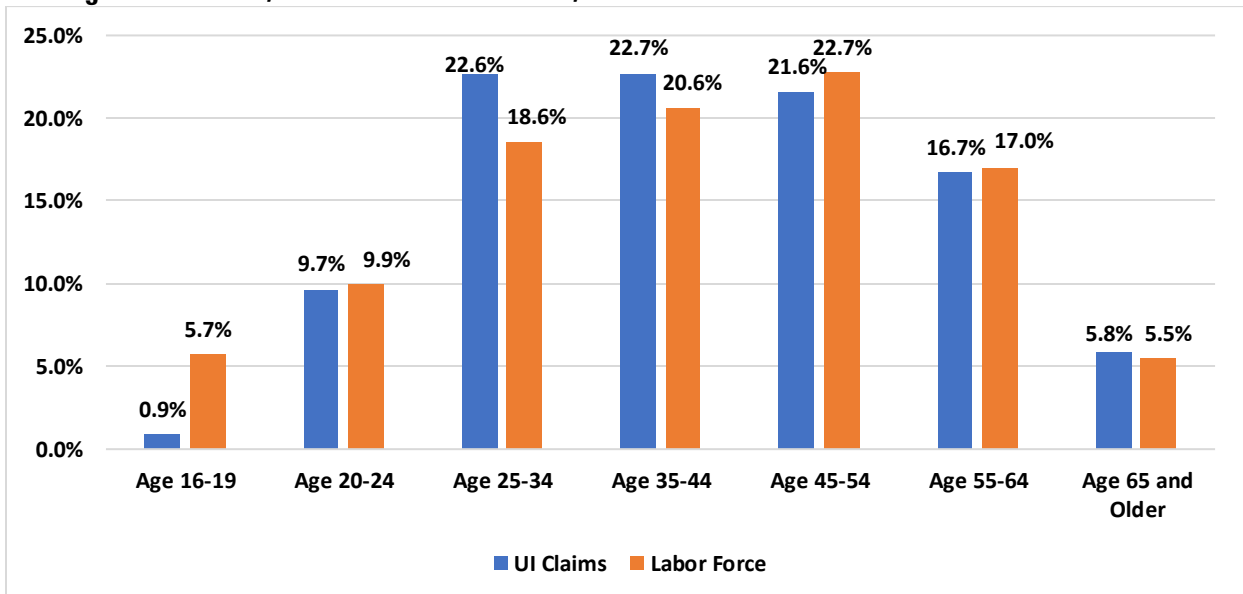
Source: Ohio Bureau of Labor Market Information.

11c. Race, UI Claims vs Labor Force, 2020
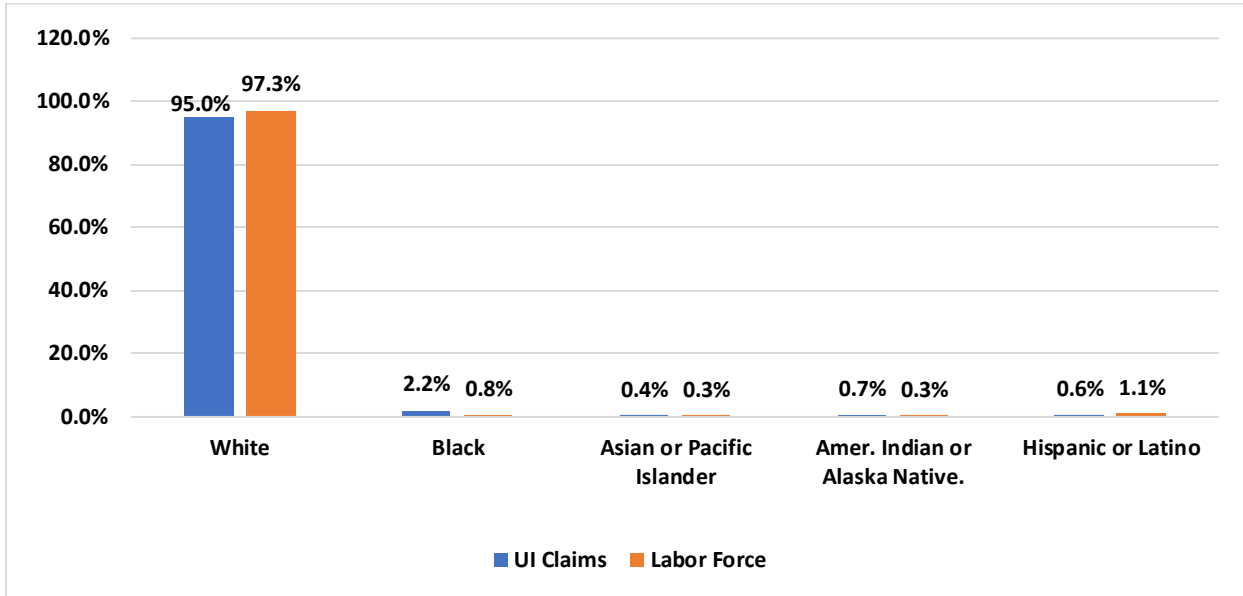
Source: Ohio Bureau of Labor Market Information.

11d. UI Claims by Industry, 2020
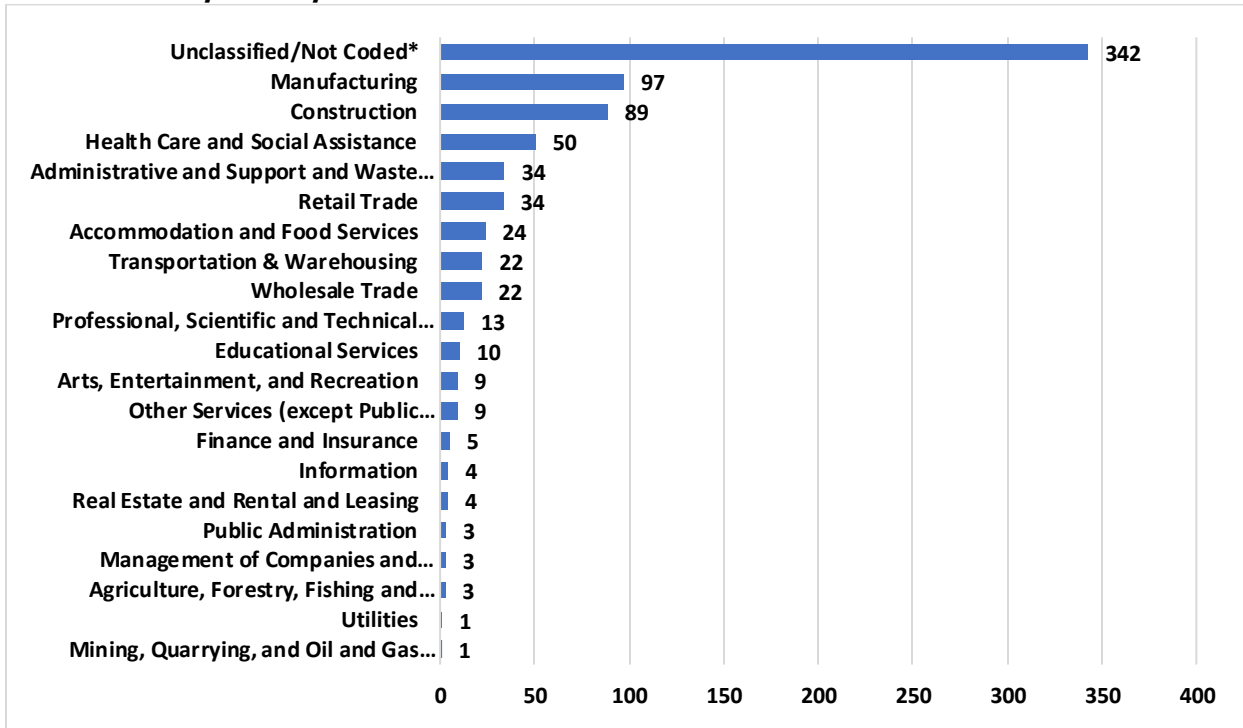
Source: Ohio Bureau of Labor Market Information.

* Unclassified/Not Coded industries coded as NAICS '999999' or claims with an unspecified employer.

BUILDING Ohio's Workforce CREATING Innovative Solutions PROMOTING Economic Independence and Growth

Ohio Dept. of Job and Family Services
Office of Workforce Development
P.O. Box 1618
Columbus, OH 43216

Bureau of Labor Market Information
Business Principles for Workforce Development

- Partner with the workforce and economic development community.

- Develop and deploy new information solution tools and systems for the workforce and economic development community.

- Provide products and services that are customer- and demand-driven.

- Be known as an important and reliable source for information solutions that support workforce development goals and outcomes.

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