

# Ohio Economic Profile

## Highland County

*Ohio Department of Job and Family Services  
Office of Workforce Development*

July 2020



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

## 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

Industry Name	Percent Annual Employment in Industry		
	2004	2010	2018
Manufacturing	28.3%	17.3%	18.1%
Health Care and Social Assistance	13.6%	16.1%	17.4%
Educational Services	15.0%	16.9%	14.6%
Retail Trade	11.0%	14.5%	14.4%
Accommodation and Food Services	7.1%	8.2%	8.3%
Administrative and Support and Waste Management	1.4%	2.6%	3.9%
Finance and Insurance	3.5%	4.0%	4.1%
Public Administration	3.9%	3.6%	3.6%
Construction	3.1%	3.0%	3.9%
Wholesale Trade	2.2%	1.9%	2.7%
Other Services (except Public Administration)	2.3%	2.7%	2.4%
Transportation and Warehousing	1.4%	1.4%	1.2%
Professional, Scientific, and Technical Services	1.2%	1.3%	1.2%
Information	3.4%	3.2%	1.0%
Management of Companies and Enterprises	N/A*	N/A*	0.5%
Utilities	0.9%	1.1%	0.9%
Arts, Entertainment, and Recreation	0.0%	0.6%	0.6%
Real Estate and Rental and Leasing	0.7%	0.7%	0.6%
Agriculture, Forestry, Fishing and Hunting	0.1%	0.3%	0.4%
Mining, Quarrying, and Oil and Gas Extraction	0.8%	0.5%	0.3%

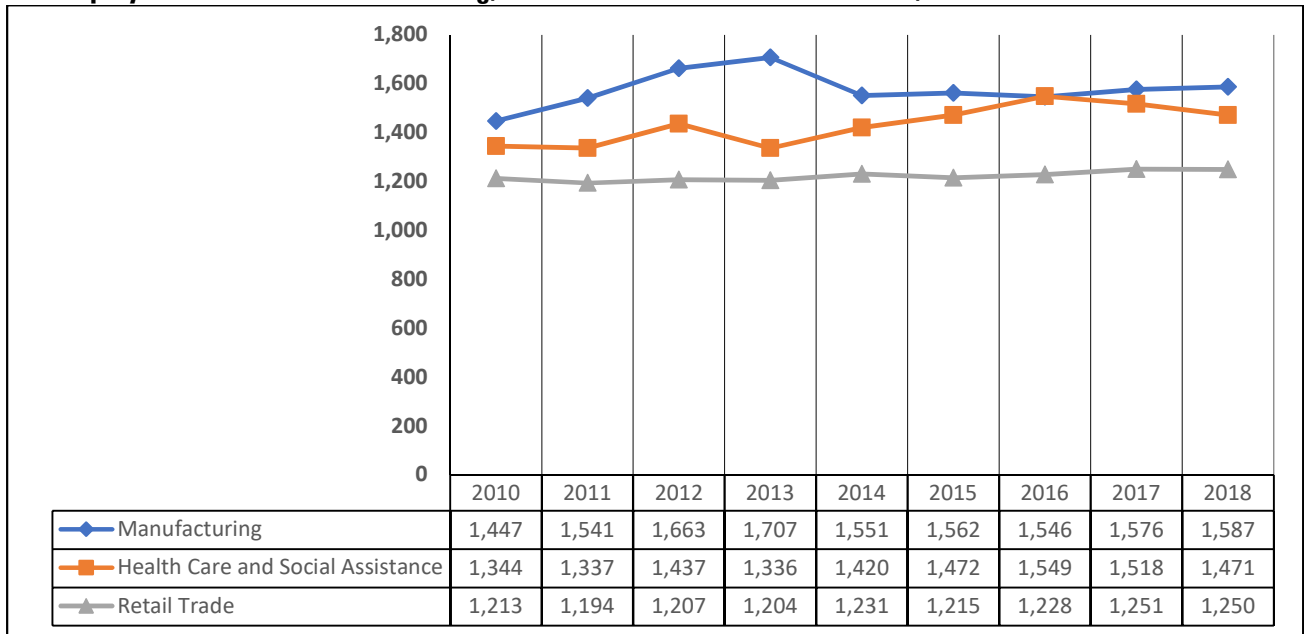
Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

\*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

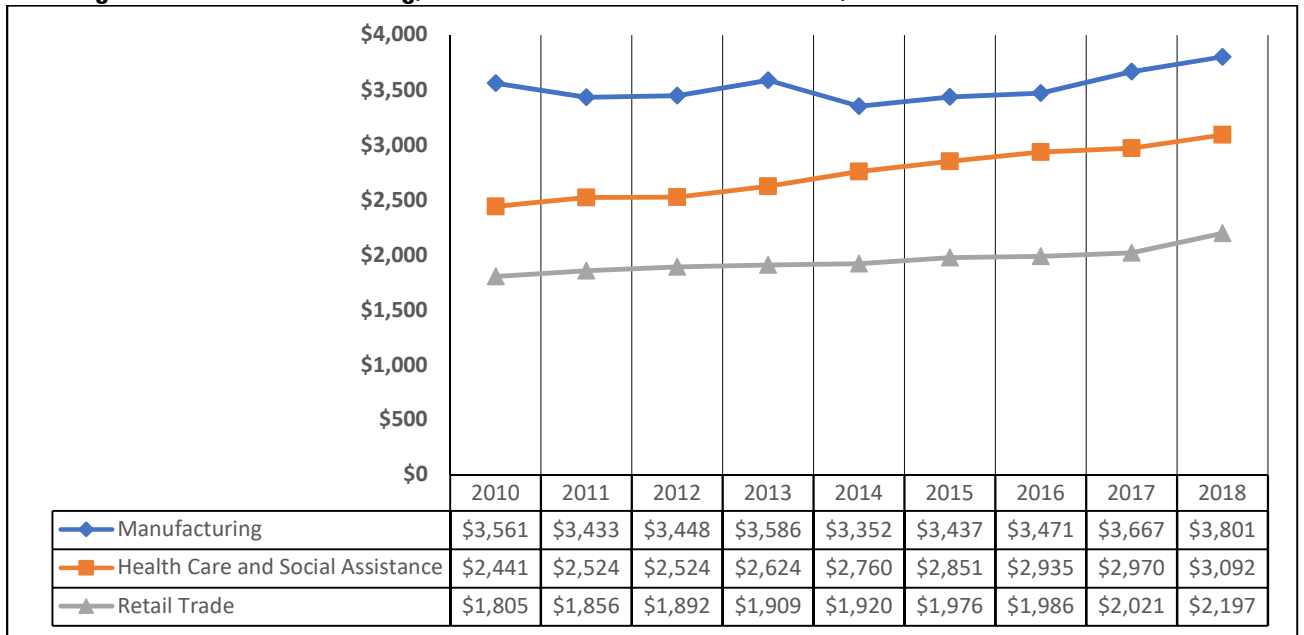
The next series of tables and graphs provide more information on the top 3 industry shares of county employment for the most recent year identified in the previous chart. Detailed information includes annual employment and wage trends for the three sectors. Employment and wage trends show fluctuations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

**2a. Employment Trends – Manufacturing, Health Care and Social Assistance, and Retail Trade**



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

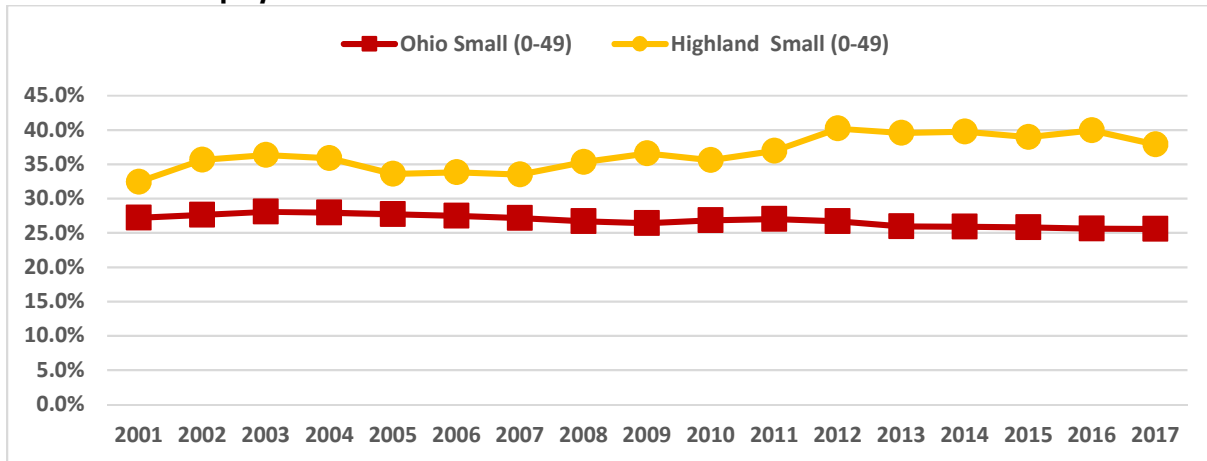
**2b. Wage Trends – Manufacturing, Health Care and Social Assistance, and Retail Trade**



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

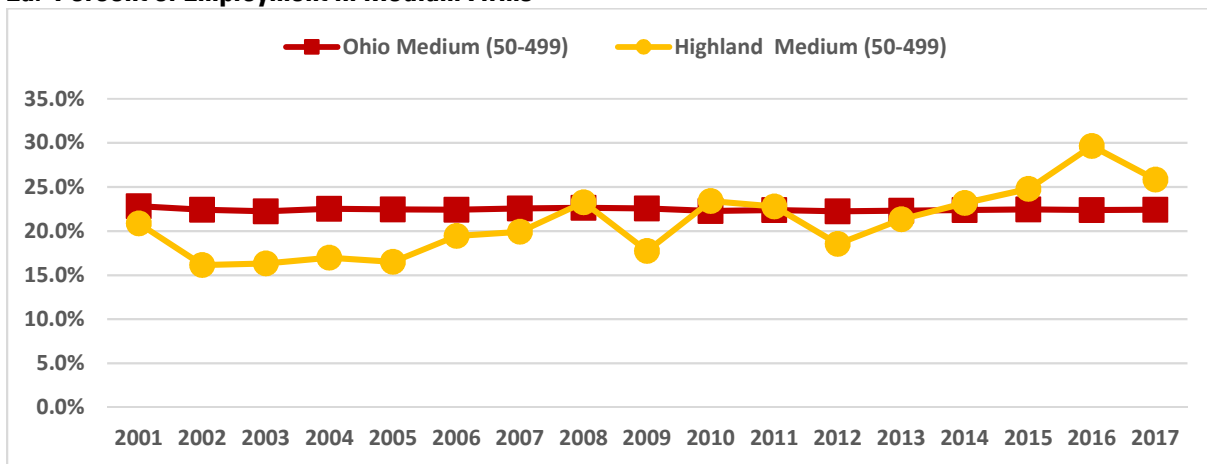
The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry 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



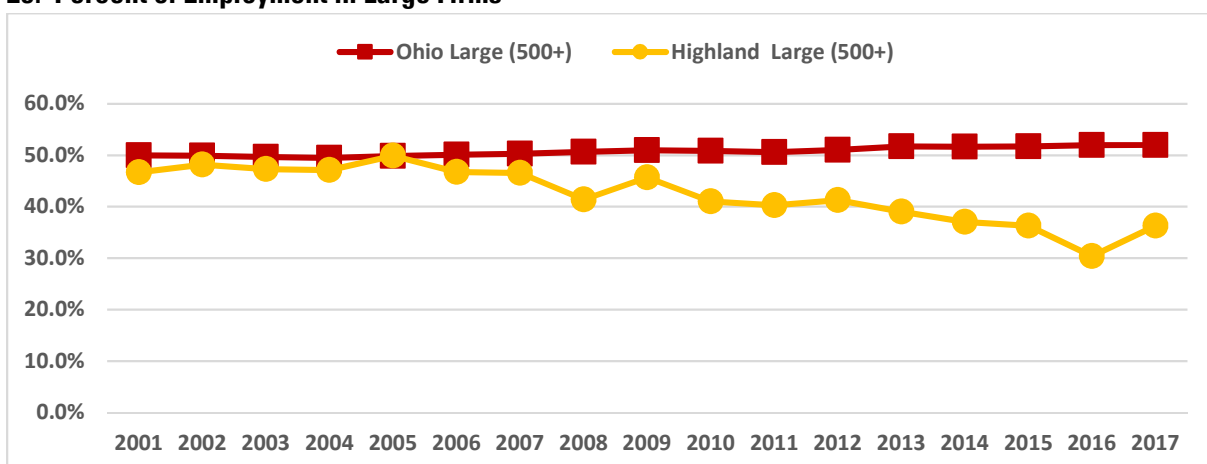
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

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, 1/1/2019 – 12/31/2019

Industry	Ads
Retail Trade	205
Health Care and Social Assistance	142
Accommodation and Food Services	81
Finance and Insurance	74
Administrative and Support and Waste Management and Remediation Services	55
Manufacturing	43
Other Services (except Public Administration)	38
Transportation and Warehousing	33
Real Estate and Rental and Leasing	30
Public Administration	30
Wholesale Trade	23
Professional, Scientific, and Technical Services	16
Construction	10
Information	3
Utilities	2
Mining, Quarrying, and Oil and Gas Extraction	1
Arts, Entertainment, and Recreation	1
Unclassified Establishments	28
<b>Total</b>	<b>815</b>

Source: TalentNeuron, 2019. 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, 1/1/2019 – 12/31/2019

Occupations	Ads
First-Line Supervisors of Retail Sales Workers	106
Customer Service Representatives	64
Retail Salespersons	62
Registered Nurses	52
Cashiers	35
Heavy and Tractor-Trailer Truck Drivers	32
Stock Clerks, Sales Floor	28
Light Truck or Delivery Services Drivers	28
Parts Salespersons	26
Social and Human Service Assistants	25

Source: TalentNeuron, 2019.

**3c. Top Employers with the Most Area Online Job Ads, 1/1/2019 – 12/31/2019**

Employer	Ads
Lowe's	114
Highland District Hospital	105
The Dollar General	53
Adena Health System Inc	48
HCR ManorCare	39
Promedica	29
Advance Auto Parts, Inc.	27
StandardAero	24
McDonald's Corporation	21
Domino's Pizza	21

Source: TalentNeuron, 2019.

**3d. Top Certifications for Online Job Ads, 1/1/2019 – 12/31/2019**

Certifications	Ads
Driver's License	149
Commercial Driver's License	53
Certification in Cardiopulmonary Resuscitation	50
Licensed Practical Nurse	39
Hospice and Palliative Care	30
Certified Registered Nurse	26
Class A Commercial Driver's License	25
Food safety programs	21
Occupational Safety & Health Administration Certification	19
Advanced Cardiac Life Support	18

Source: TalentNeuron, 2019.

**3e. Top Skills for Online Job Ads, 1/1/2019 – 12/31/2019**

Skills	Ads
Microsoft Office	56
Dollies	42
Box cutters	42
Forklifts	41
Step ladders	39
Home-health	37
Handheld scanners	35
Retail merchandising	33
Electronic medical records	31
Cashiering	30

Source: TalentNeuron, 2019.

#### 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			
	2018Q1	2018Q2	2018Q3	2018Q4	2018Q1	2018Q2	2018Q3	2018Q4
All NAICS Sectors	8.5%	8.2%	8.2%	9.2%	9.4%	8.7%	9.0%	8.6%
Manufacturing	5.5%	5.5%	5.5%	5.4%	5.8%	4.6%	4.6%	5.5%
Health Care and Social Assistance	7.5%	7.8%	7.8%	7.8%	7.5%	9.1%	6.9%	8.5%
Retail Trade	10.9%	9.7%	9.7%	10.2%	11.1%	11.0%	11.3%	10.3%
Educational Services	7.1%	4.6%	4.6%	3.6%	6.9%	3.6%	2.0%	4.4%
Accommodation and Food Services	16.3%	16.4%	16.4%	17.3%	20.5%	18.4%	20.0%	16.0%
Administrative and Support and Waste Management and Remediation Services	17.1%	16.8%	16.8%	20.2%	22.8%	23.6%	27.0%	25.5%
Construction	7.9%	8.6%	8.6%	15.3%	7.9%	9.9%	19.1%	10.6%
Finance and Insurance	4.9%	4.9%	4.9%	4.9%	4.4%	3.4%	5.5%	3.9%
Public Administration	3.6%	3.8%	3.8%	5.3%	3.3%	4.3%	5.2%	4.5%
Wholesale Trade	5.9%	6.1%	6.1%	6.6%	11.3%	8.5%	8.0%	10.4%
Other Services (except Public Administration)	8.7%	8.9%	8.9%	9.6%	11.6%	9.9%	10.9%	10.1%
Transportation and Warehousing	8.5%	7.6%	7.6%	8.5%	6.8%	8.7%	10.5%	7.4%
Professional, Scientific, and Technical Services	7.7%	7.0%	7.0%	7.5%	12.3%	8.5%	4.6%	6.1%
Information	6.2%	6.3%	6.3%	6.4%	7.1%	6.2%	5.2%	5.8%
Utilities	3.0%	3.6%	3.6%	3.4%	2.5%	0.0%	3.7%	4.4%
Arts, Entertainment, and Recreation	10.9%	11.2%	11.2%	24.9%	13.3%	20.7%	25.4%	19.2%
Real Estate and Rental and Leasing	8.0%	8.4%	8.4%	10.1%	5.7%	4.5%	4.5%	8.6%
Management of Companies and Enterprises	5.1%	5.3%	5.3%	5.5%	18.2%	20.5%	18.8%	17.1%
Agriculture, Forestry, Fishing and Hunting	8.8%	11.1%	11.1%	18.1%	19.1%	15.0%	12.5%	10.6%
Mining, Quarrying, and Oil and Gas Extraction	8.8%	9.6%	9.6%	11.6%	0.0%	6.5%	0.0%	6.3%

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 18 represents the school year 2017-2018. 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

Fiscal Year	Number of 12th Graders*				OMJ K-12 Accts Migrate to Regular Acct***
	Public	Private	Charter	Total**	
2015	388	<10	0	388	106
2016	454	<10	0	454	218
2017	419	12	0	431	320
2018	411	<10	0	411	635
2019	440	<10	0	440	644

\*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, K-12 data accessed December 2015, December 2017 and July 2018.

## 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 2020)

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 2020.

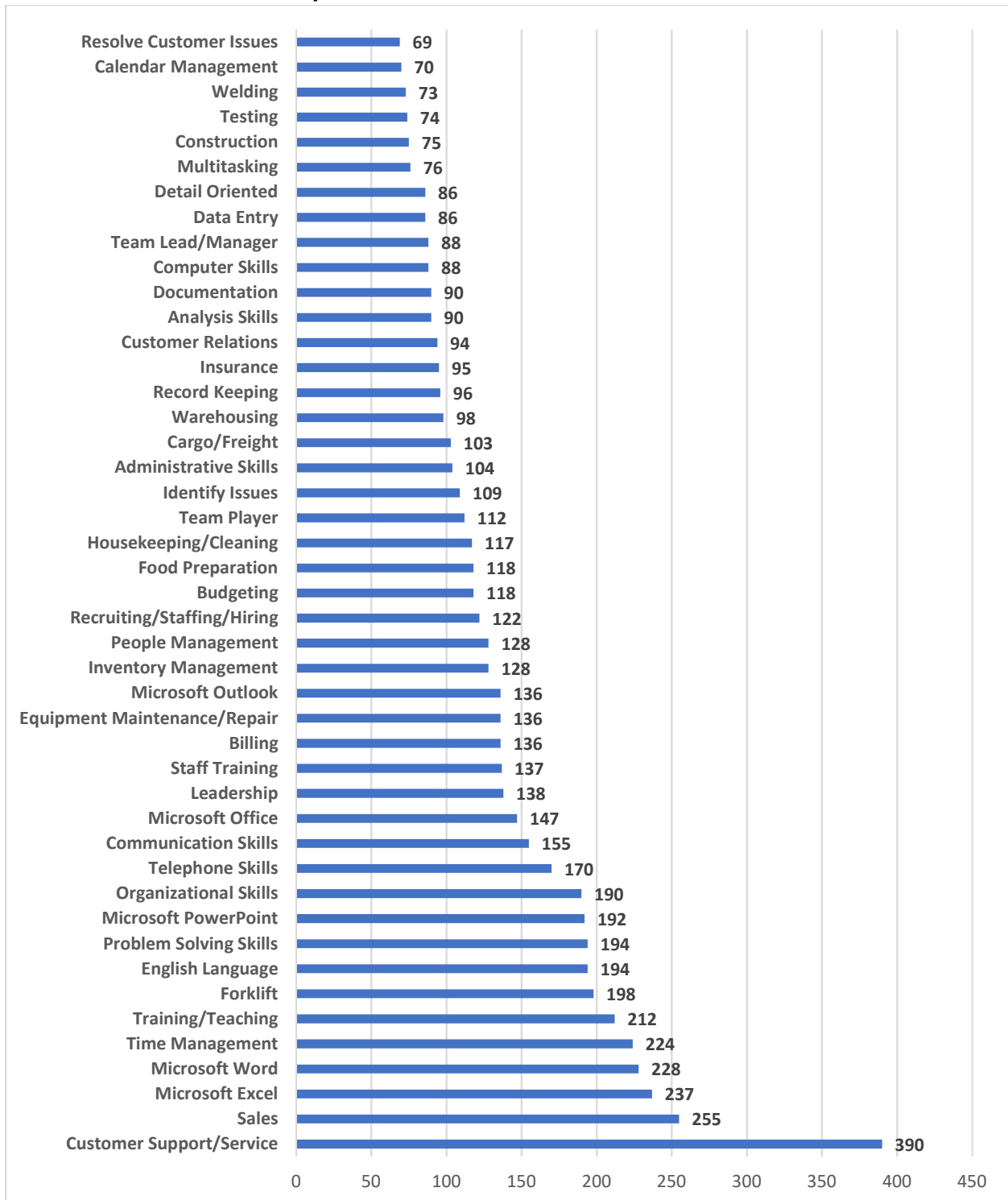
County	Total Resumes	Total Veteran Resumes	Total Restored Citizen Resumes*	Total Individuals with a Disability Resumes
Highland	2,875	195	1	

Source: Monster.com and Monster Government Solutions.

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

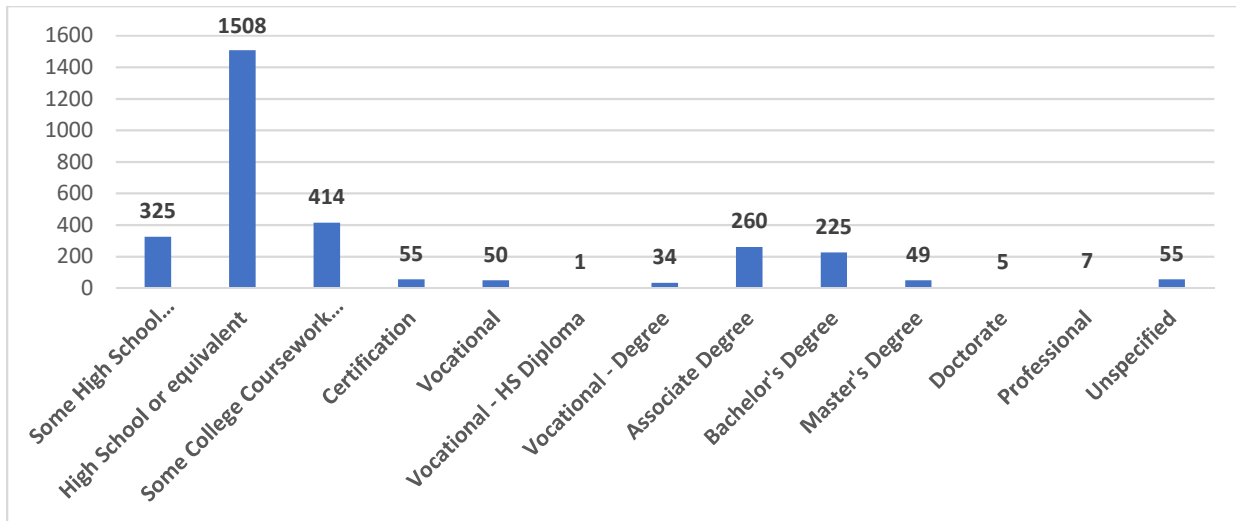


6a. Number of Resumes with Top 45 Workforce Skills



Source: Monster Government Solutions, April 2020.

**6b. Educational Level**



Source: Monster Government Solutions, April 2020. 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	166	608	1,510	573	276	120	31	3,284
25 to 34 years	121	478	2,167	1,042	446	332	259	4,845
35 to 44 years	266	429	2,066	1,120	547	434	317	5,179
45 to 64 years	326	1,396	5,407	1,938	1,189	778	655	11,689
65 years and over	646	969	3,645	1,103	302	487	421	7,573

Source: American Community Survey, 5-year estimates, 2013-2017.

**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**

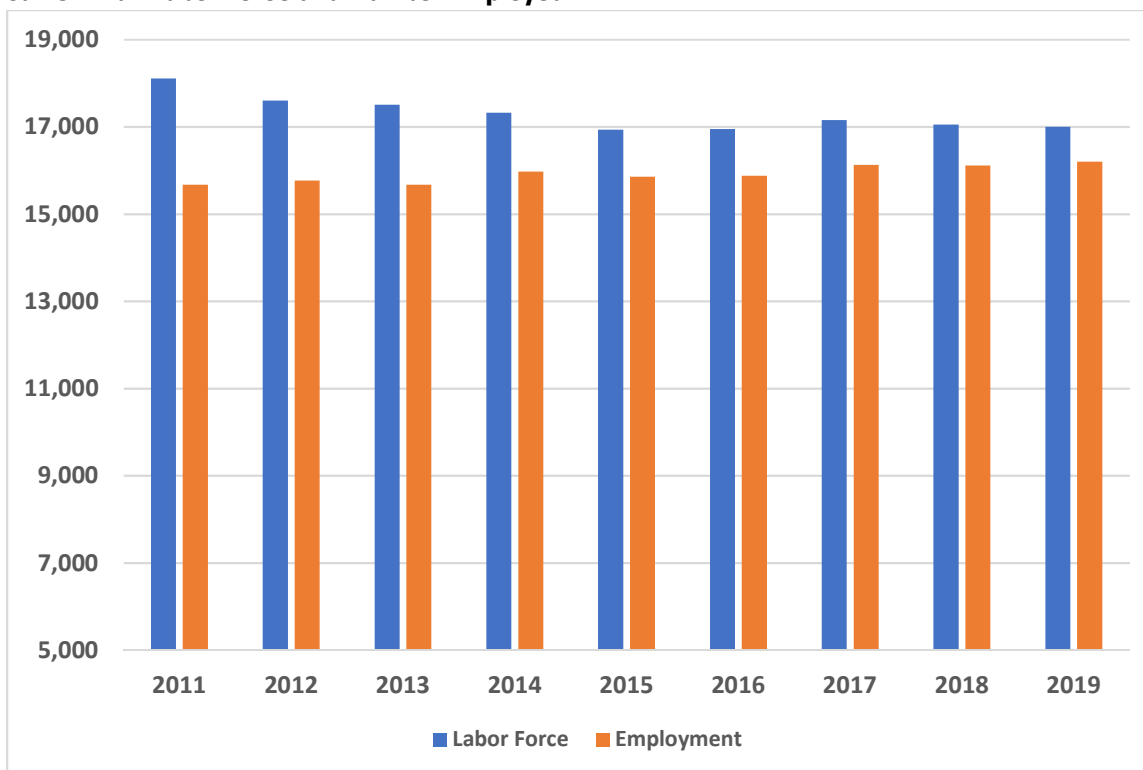
	Nonveterans	Veterans
Labor Force Population	16,371	1,071
Labor Force Population Rate	69.8%	68.9%
Unemployment Rate	6.8%	6.7%

Source: American Community Survey, 18-64-year-olds, 5-year estimates, 2013-2017.

**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**



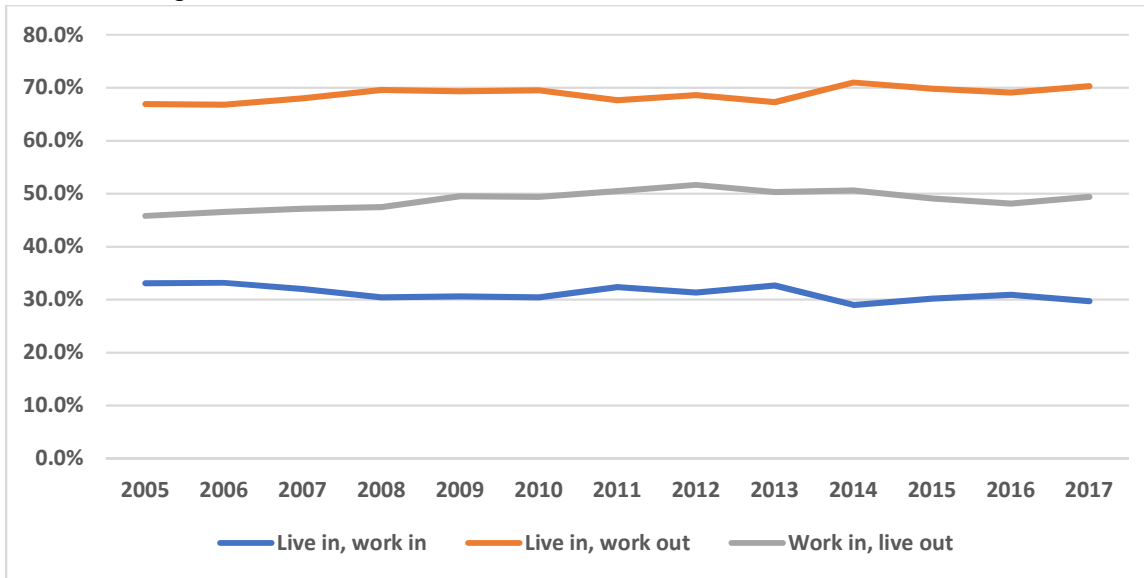
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

**9b. Commuting Patterns, 2005 – 2017**

	2005	2010	2017
# of workers who live and are employed here	6,291	4,723	5,153
# of workers who live here, but work in another county	12,714	10,789	12,187
# of workers who work here, but live in another county	5,320	4,612	5,030

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

**9c. Commuting Trends**



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

**9d. Commuting Trends for Out-Commuters – Live in County, but Work in Another County, 2017**

Top Work Counties for Out-Commuters	
Clinton County OH	2,237
Hamilton County OH	1,345
Franklin County OH	1,215
Clermont County OH	835
Fayette County OH	797
Montgomery County OH	736
Ross County OH	617
Warren County OH	508
Brown County OH	437
Butler County OH	425

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

**9e. Commuting Trends for In-Commuters – Work in County, but Live in Another County, 2017**

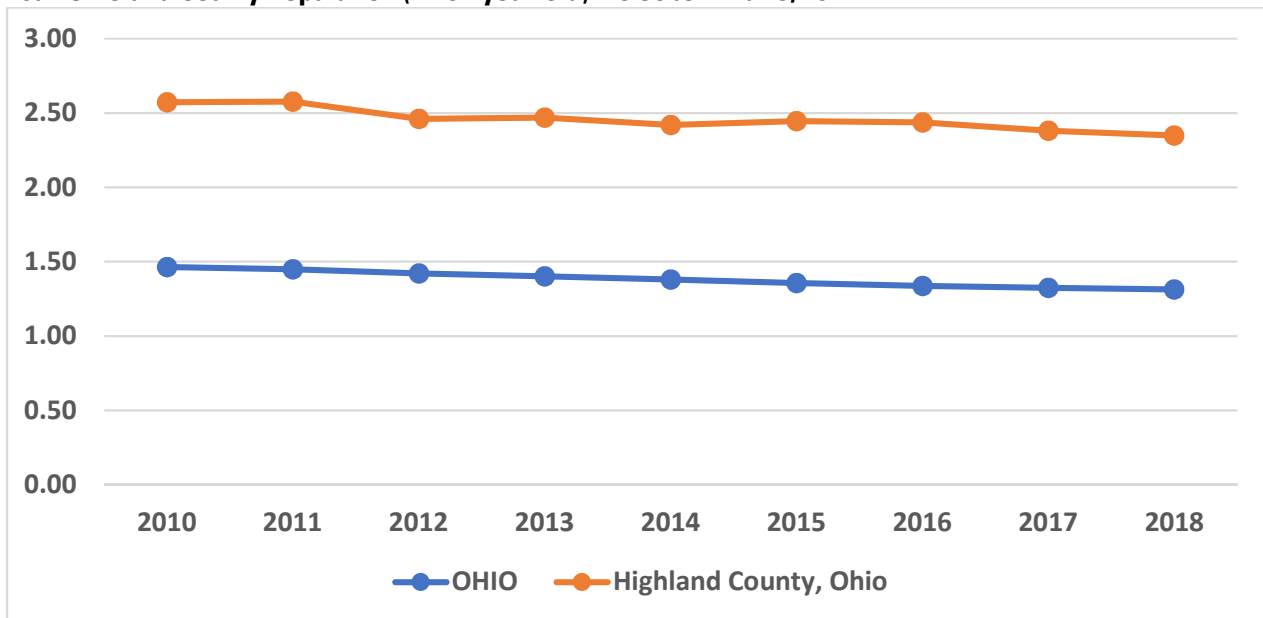
Top Home Counties for In-Commuters	
Ross County OH	655
Clinton County OH	638
Adams County OH	436
Fayette County OH	370
Brown County OH	319
Clermont County OH	261
Hamilton County OH	234
Franklin County OH	172
Scioto County OH	147
Montgomery County OH	145

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2<sup>nd</sup> 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, 2018**



\*Source: U.S. Census Bureau.

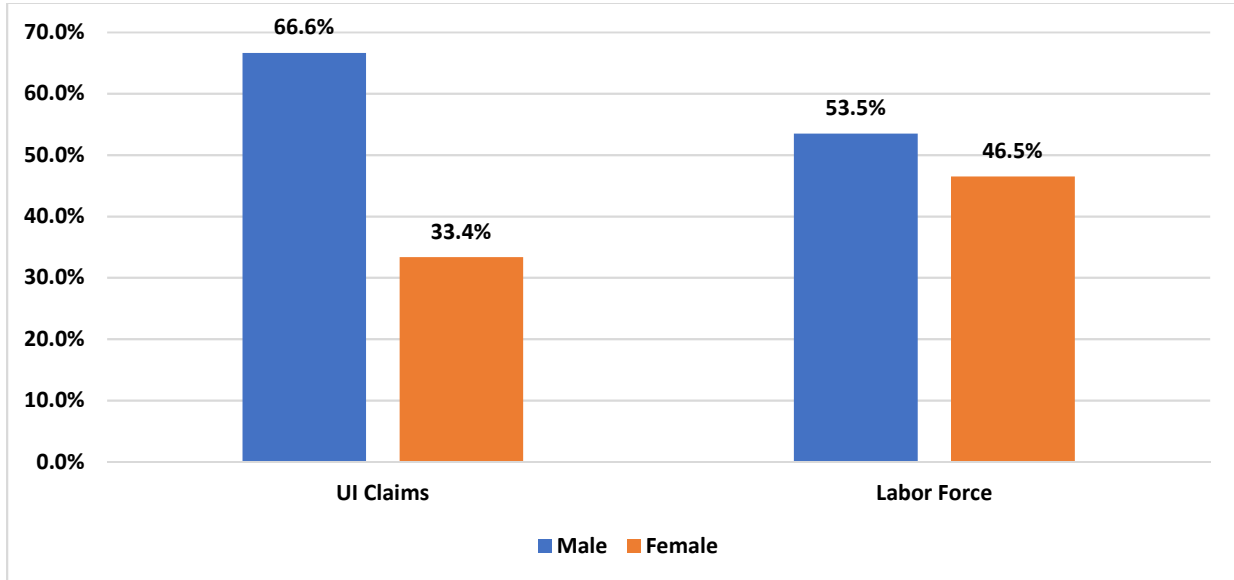
\*\*Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages.



### 11. Profile of UI Claims

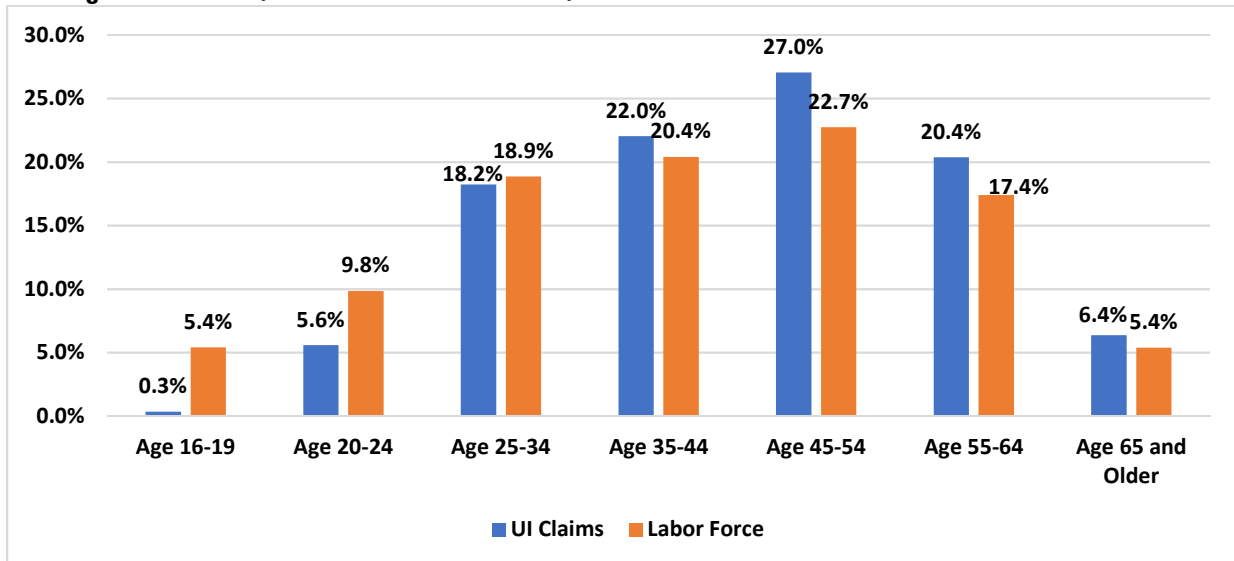
The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or 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, 2019



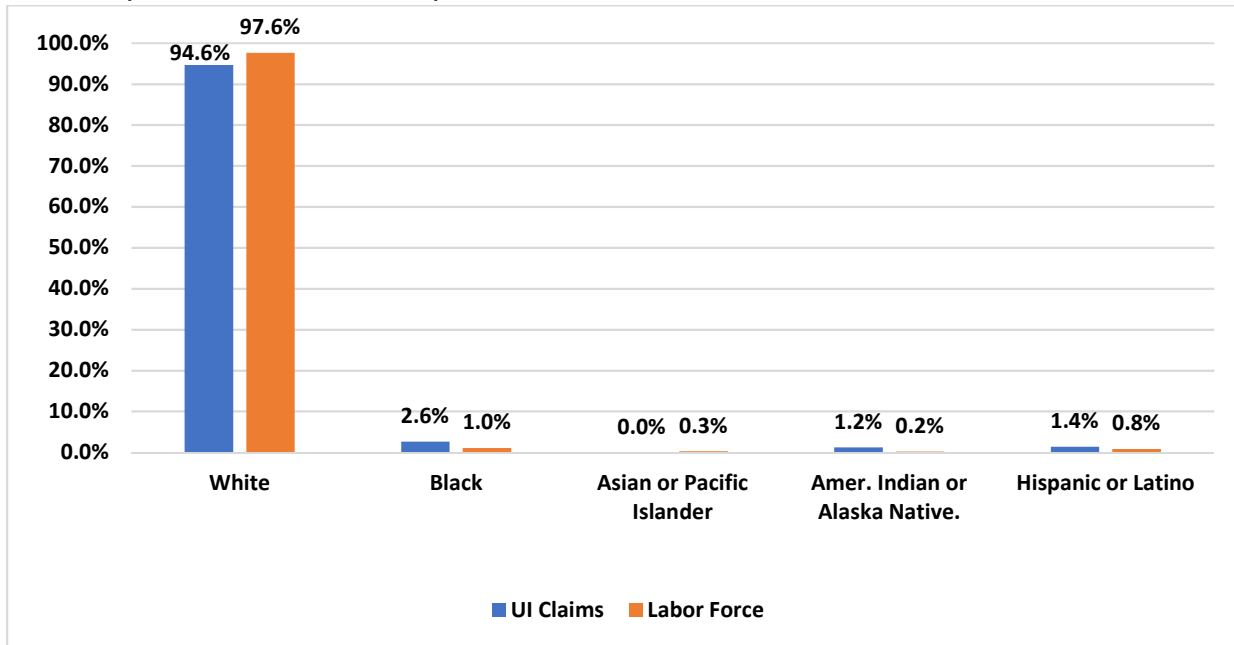
Source: Ohio Bureau of Labor Market Information.

#### 11b. Age Distribution, UI Claims vs Labor Force, 2019



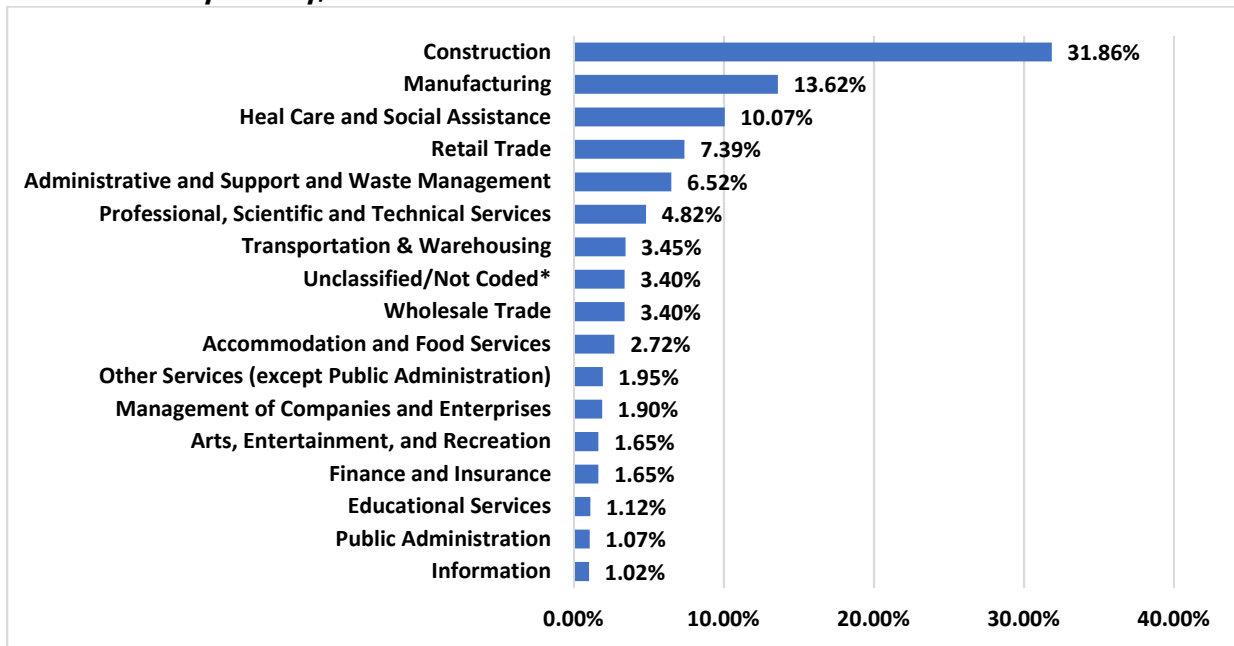
Source: Ohio Bureau of Labor Market Information.

11c. Race, UI Claims vs Labor Force, 2019



Source: Ohio Bureau of Labor Market Information.

11d. UI Claims by Industry, 2019



Source: Ohio Bureau of Labor Market Information.

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



