

Ohio Economic Profile

Ashland County

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

July 2019



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	2017
Manufacturing	23.2%	19.4%	21.5%
Health Care and Social Assistance	12.8%	16.2%	16.3%
Educational Services	14.3%	13.9%	11.4%
Retail Trade	11.1%	11.5%	11.1%
Accommodation and Food Services	7.6%	6.5%	7.3%
Professional, Scientific, and Technical Services	3.7%	5.9%	6.8%
Construction	4.2%	3.6%	4.3%
Wholesale Trade	4.2%	4.2%	4.0%
Public Administration	5.1%	3.9%	3.0%
Administrative and Support and Waste Management	2.0%	2.0%	3.0%
Other Services (except Public Administration)	3.9%	3.5%	3.0%
Transportation and Warehousing	2.0%	3.7%	2.6%
Finance and Insurance	1.6%	1.6%	1.5%
Agriculture, Forestry, Fishing and Hunting	0.6%	0.8%	1.2%
Information	1.4%	1.4%	1.1%
Real Estate and Rental and Leasing	0.7%	0.6%	0.7%
Arts, Entertainment, and Recreation	1.1%	0.7%	0.6%
Utilities	0.3%	0.3%	0.3%
Management of Companies and Enterprises	NA*	NA*	0.3%
Mining, Quarrying, and Oil and Gas Extraction	0.2%	0.2%	0.1%

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

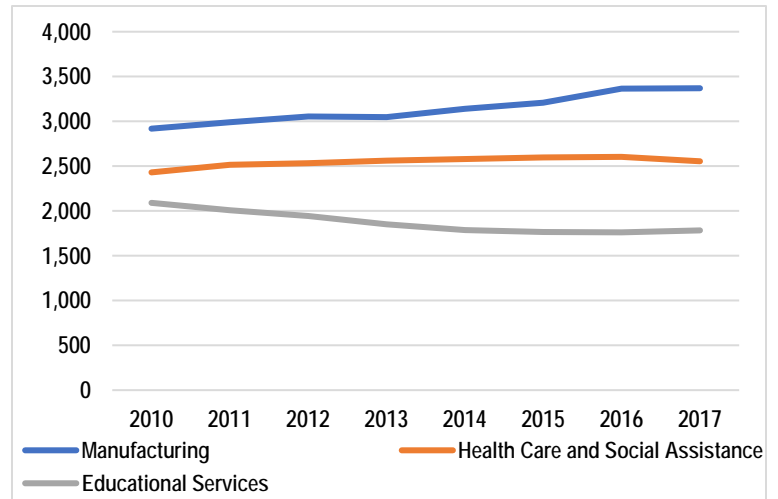
*Data non-disclosable as it does not meet U.S. Census Bureau publication standards. Columns may not sum to 100 percent due to both U.S. Census Bureau methodology and the effects of rounding. The difference between summed percentages (<100%) and 100 is not the employment share of the non-disclosed industry.

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

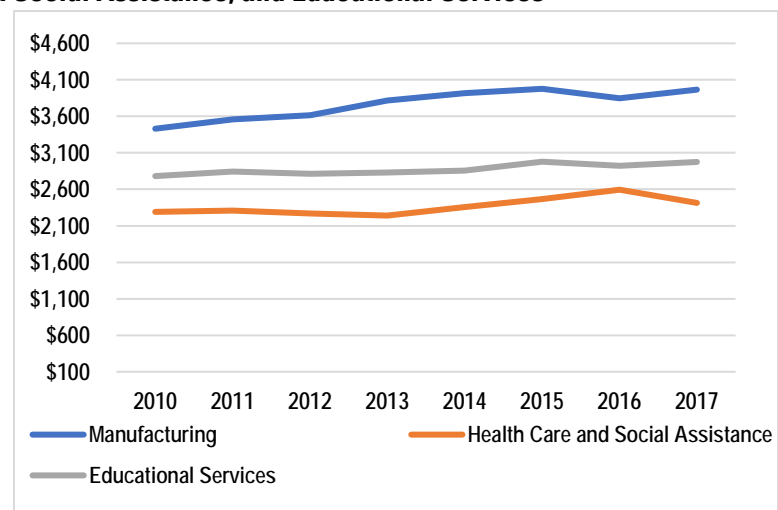
Year	Average Employment		
	Manufacturing	Health Care and Social Assistance	Educational Services
2010	2,918	2,430	2,090
2011	2,990	2,515	2,009
2012	3,056	2,534	1,945
2013	3,046	2,562	1,852
2014	3,141	2,580	1,785
2015	3,207	2,599	1,765
2016	3,365	2,604	1,761
2017	3,369	2,554	1,784



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

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

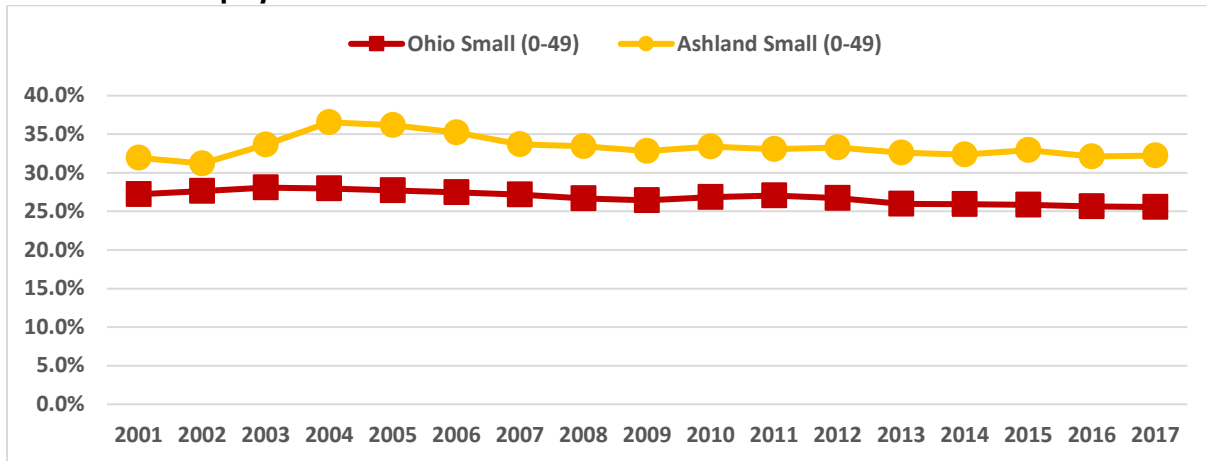
Year	Average Monthly Wage		
	Manufacturing	Health Care and Social Assistance	Educational Services
2010	\$3,431	\$2,289	\$2,781
2011	\$3,559	\$2,309	\$2,842
2012	\$3,617	\$2,268	\$2,811
2013	\$3,816	\$2,240	\$2,828
2014	\$3,917	\$2,355	\$2,858
2015	\$3,977	\$2,466	\$2,978
2016	\$3,849	\$2,595	\$2,923
2017	\$3,965	\$2,415	\$2,976



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

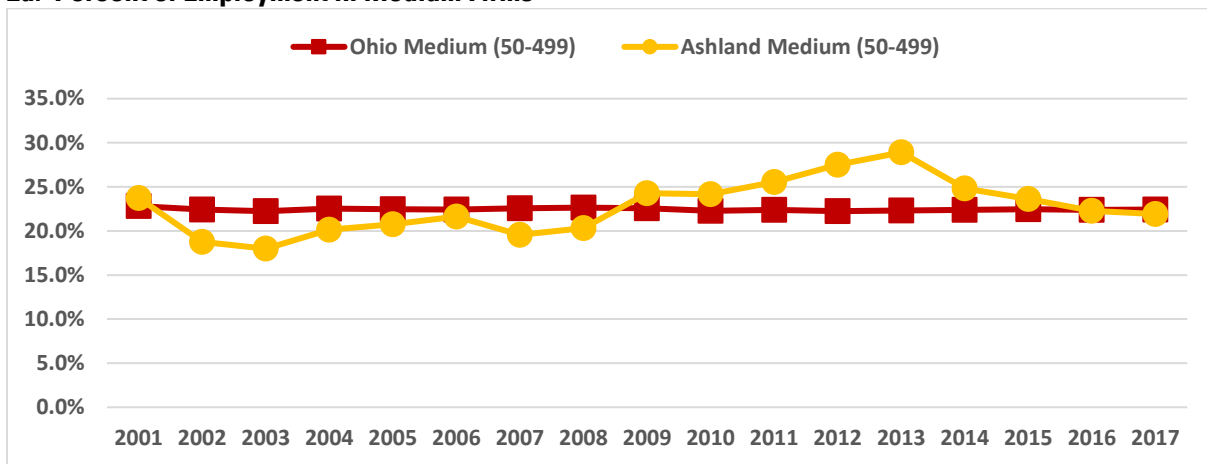
The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and, 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry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



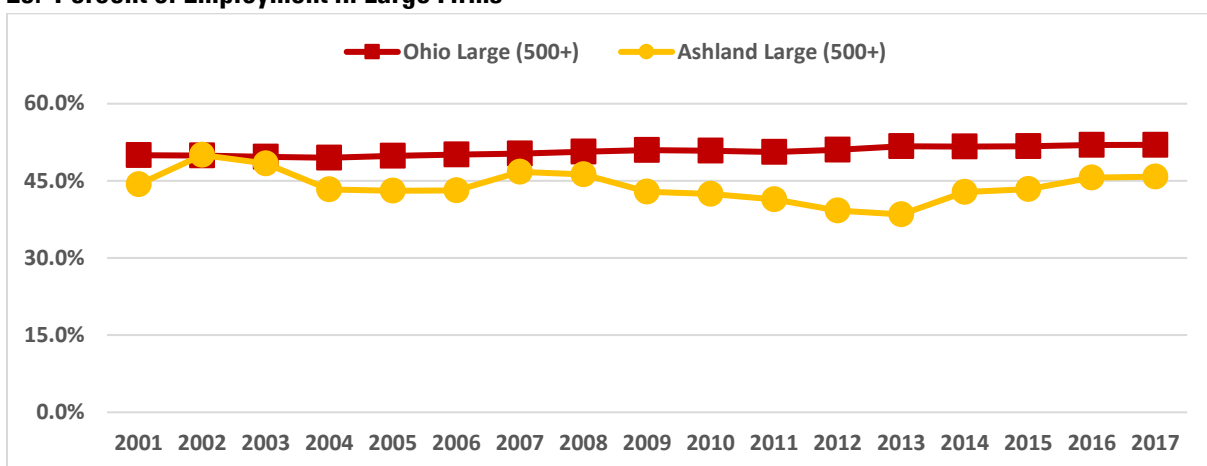
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

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, 1/1/2018 – 12/31/2018

Industry	Ads
Transportation and Warehousing	1,832
Accommodation and Food Services	1,062
Professional, Scientific, and Technical Services	491
Retail Trade	455
Health Care and Social Assistance	432
Manufacturing	292
Administrative and Support and Waste Management and Remediation Services	241
Educational Services	175
Other Services (except Public Administration)	143
Construction	83
Wholesale Trade	79
Information	68
Finance and Insurance	67
Real Estate and Rental and Leasing	33
Public Administration	30
Agriculture, Forestry, Fishing and Hunting	8
Arts, Entertainment, and Recreation	7
Mining, Quarrying, and Oil and Gas Extraction	4
Total	5,502

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018. Job advertisements counted are those posted in OhioMeansJobs.com, Monster, Indeed, LinkedIn, Career Builder, online newspapers and many others.

*Excludes job advertisements in unclassified establishments (NAICS 999999) and establishments for which industry was unavailable. **Note:** Recently, the HWOL Data Series has experienced a declining trend in the number of online job ads that may not reflect broader trends in the U.S. labor market.

3b. Top Occupations with the Most Area Online Job Ads, 1/1/2018 – 12/31/2018

Occupations	Ads
Heavy and Tractor-Trailer Truck Drivers	1,882
First-Line Supervisors of Food Preparation and Serving Workers	558
Driver/Sales Workers	240
Combined Food Preparation and Serving Workers, Including Fast Food	171
First-Line Supervisors of Retail Sales Workers	143
Biological Technicians	135
Retail Salespersons	81
Registered Nurses	74
Cashiers	62

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

3c. Top Employers with the Most Area Online Job Ads, 1/1/2018 – 12/31/2018

Employer	Ads
Marco's Pizza	803
Charles River Laboratories	428
University Hospitals	163
Celadon	141
Ashland University	140
U.S. Xpress	113
Dart Transit	110
Gentiva Health Services	73
CRST	71
Schneider National	69

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

3d. Top Certifications for Online Job Ads, 1/1/2018 – 12/31/2018

Certifications	Ads
Class A Commercial Driver's License	1,836
Commercial Driver's License	1,505
Driver's License	617
HAZMAT	295
Good Laboratory Practices certifications	287
DOT Medical card	124
Certification in Cardiopulmonary Resuscitation	86
Tanker and Hazmat Endorsement	82
Transportation Worker Identification Credential	75
Certified Registered Nurse	70

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

3e. Top Skills for Online Job Ads, 1/1/2018 – 12/31/2018

Skills	Ads
Freight+	1,341
Tractor-trailers	309
Quality Assurance	114
Quality control	113
Flatbed trucks	107
Microsoft Office	104
Straight trucks	89
Technical support	73
Forklifts	65
Dollies	62

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

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				Ashland County			
	2016Q4	2017Q1	2017Q2	2017Q3	2016Q4	2017Q1	2017Q2	2017Q3
All NAICS Sectors	8.4%	8.3%	8.2%	9.4%	7.5%	8.1%	7.4%	9.0%
Manufacturing	5.2%	5.1%	5.1%	5.5%	5.2%	4.5%	4.7%	4.7%
Health Care and Social Assistance	7.9%	7.3%	7.8%	8.5%	8.0%	7.5%	7.7%	8.5%
Educational Services	5.8%	7.3%	5.0%	4.1%	5.4%	9.5%	5.4%	3.4%
Retail Trade	10.6%	11.0%	9.9%	10.3%	8.7%	9.8%	8.1%	10.4%
Accommodation and Food Services	16.0%	16.2%	16.5%	17.3%	16.2%	16.5%	17.0%	18.7%
Professional, Scientific, and Technical Services	6.9%	7.5%	7.1%	7.4%	4.5%	6.4%	4.8%	5.0%
Construction	8.5%	7.6%	9.3%	16.3%	5.8%	6.6%	7.5%	14.0%
Wholesale Trade	5.9%	5.7%	6.0%	6.4%	6.8%	6.7%	5.7%	8.4%
Public Administration	3.8%	3.5%	3.7%	5.1%	5.5%	4.3%	4.0%	7.1%
Administrative and Support and Waste Management	18.3%	16.5%	16.6%	20.1%	17.9%	15.2%	14.9%	24.1%
Other Services (except Public Administration)	8.6%	8.4%	8.8%	9.3%	7.7%	7.9%	9.1%	10.0%
Transportation and Warehousing	8.0%	7.8%	7.4%	8.6%	8.0%	10.2%	8.9%	7.5%
Finance and Insurance	5.2%	5.0%	5.1%	5.2%	4.4%	5.7%	5.0%	5.2%
Agriculture, Forestry, Fishing and Hunting	8.1%	8.3%	11.2%	19.0%	7.1%	8.6%	12.1%	12.4%
Information	6.4%	5.9%	6.3%	7.3%	5.2%	6.9%	5.0%	6.8%
Real Estate and Rental and Leasing	8.2%	8.0%	8.2%	10.1%	11.5%	8.2%	12.9%	32.8%
Arts, Entertainment, and Recreation	9.7%	10.3%	11.1%	24.9%	7.9%	10.4%	9.9%	48.8%
Utilities	2.8%	3.2%	2.8%	3.3%	NA*	NA*	NA*	NA*
Management of Companies and Enterprises	5.6%	5.2%	6.1%	6.1%	7.1%	NA*	NA*	NA*
Mining, Quarrying, and Oil and Gas Extraction	9.0%	8.9%	8.5%	11.6%	NA*	NA*	NA*	NA*

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**	
2014	559	0	67	627	
2015	432	0	50	482	26
2016	456	0	49	505	190
2017	474	0	31	505	229
2018	457	0	30	487	330

*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 2019)

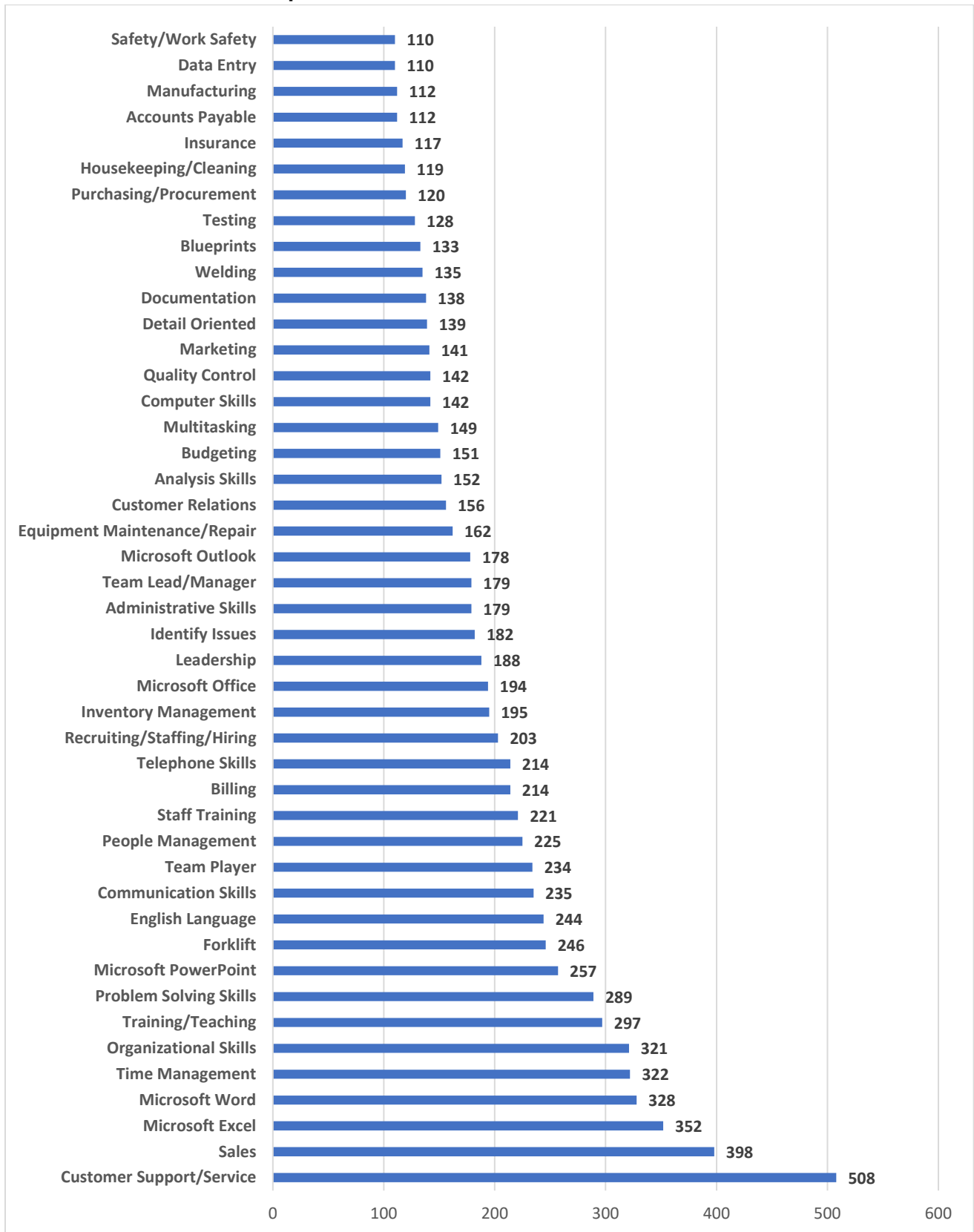
There were 1.6 million total resumes in OhioMeansJobs.com of Ohioans and others willing to relocate to Ohio. Resume counts for the county, veterans, and restored citizens are shown below. Note: resumes for restored citizens are for individuals incarcerated in the Ohio Department of Rehabilitation and Correction who had an active resume and a release date in 2019.

County	Total Resumes	Total Veteran Resumes	Total Restored Citizen Resumes*
Ashland	3,456	232	1

Source: Monster.com and Monster Government Solutions.

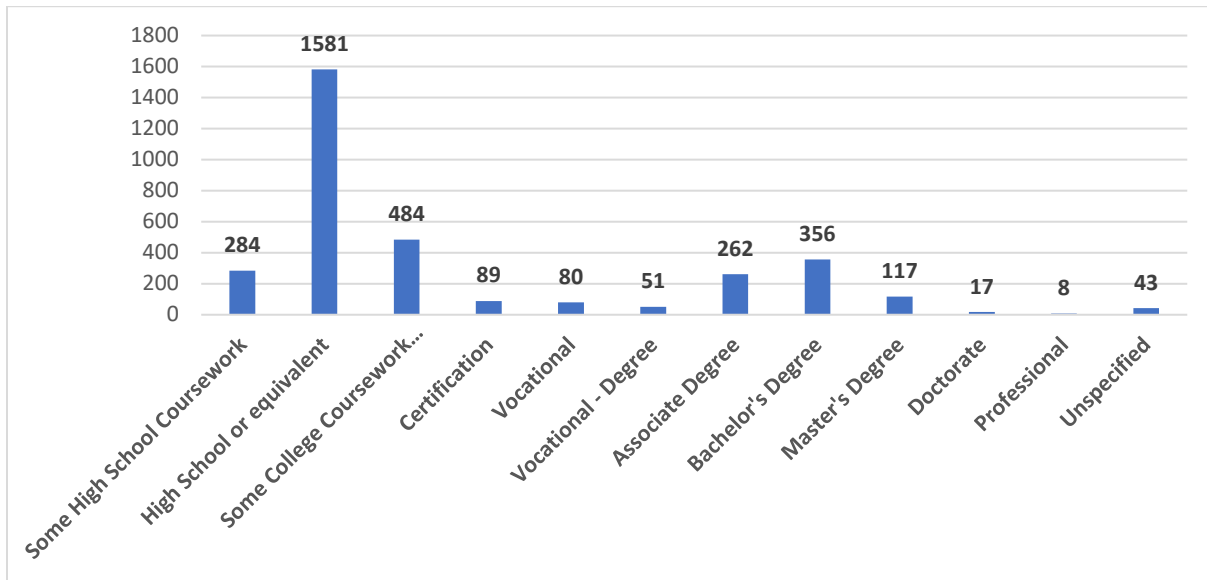
*County was determined based on home/returning address provided by incarcerated individuals.

6a. Number of Resumes with Top 45 Workforce Skills



Source: Monster.com, April 2019.

6b. Educational Level



Source: Monster.com, April 2019. 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 9 th grade	9 th to 12 th grade, no diploma	High school graduate (includes equivalency)	Some college, no degree	Associate degree	Bachelor's degree	Graduate or professional degree	Total
18 to 24 years	153	687	1,889	2,634	166	271	-	5,800
25 to 34 years	180	462	2,006	1,194	500	967	388	5,697
35 to 44 years	321	316	2,096	1,166	554	942	379	5,774
45 to 64 years	471	861	6,378	2,627	1,317	1,613	1,117	14,384
65 years+	498	982	4,492	1,398	326	959	759	9,414

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

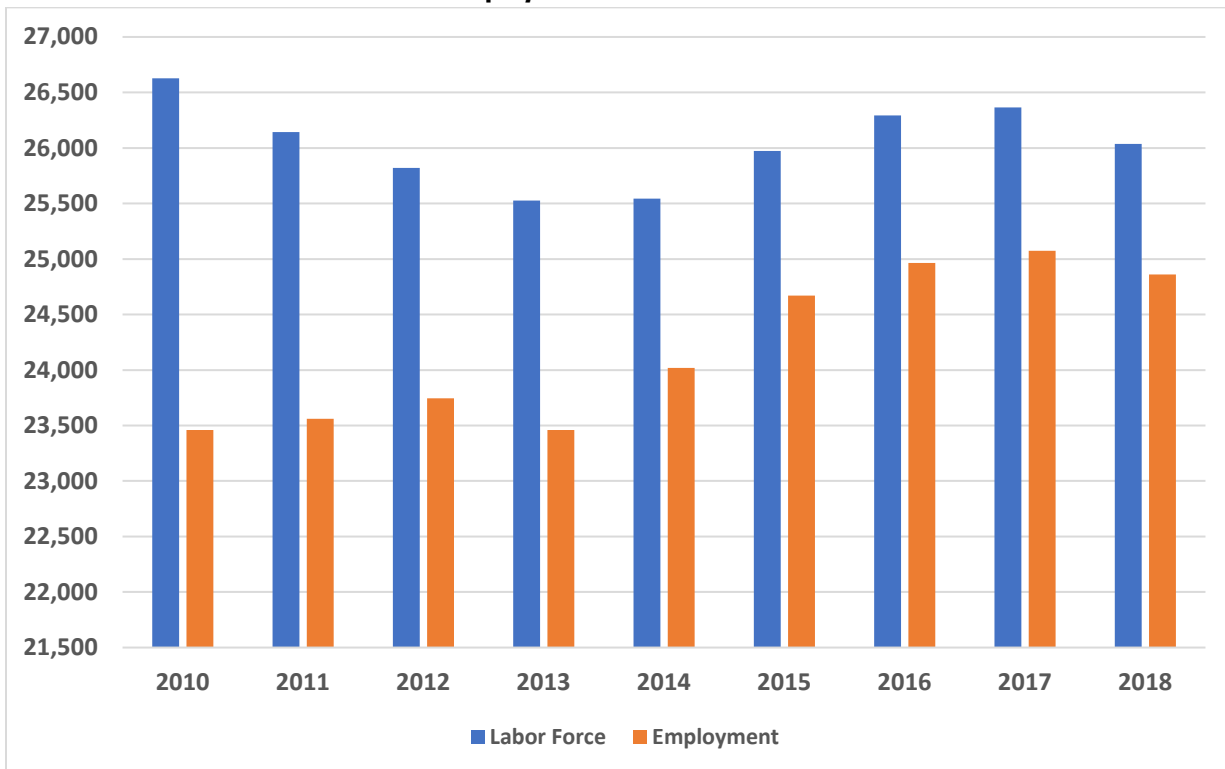
	Nonveterans	Veterans
Labor Force Population	22,941	1,508
Labor Force Participation Rate	76.9%	84.3%
Unemployment Rate	3.3%	7.9%

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



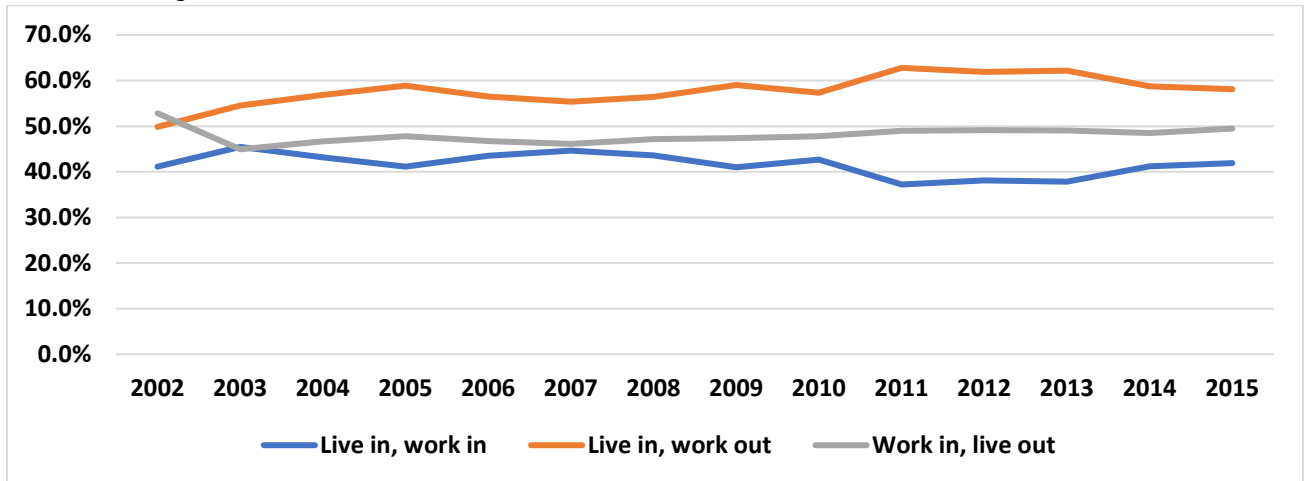
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

9b. Commuting Patterns, 2005 – 2015

	2005	2010	2015
# of workers who live and are employed here	9,454	8,822	9,049
# of workers who live here, but work in another county	13,533	11,867	12,552
# of workers who work here, but live in another county	8,667	8,086	8,850

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, 2015

Top Work Counties for Out-Commuters	
Richland County OH	2,432
Wayne County OH	1,970
Cuyahoga County OH	1,171
Medina County OH	961
Lorain County OH	888
Franklin County OH	610
Summit County OH	441
Huron County OH	383
Holmes County OH	331
Stark County OH	254

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, 2015

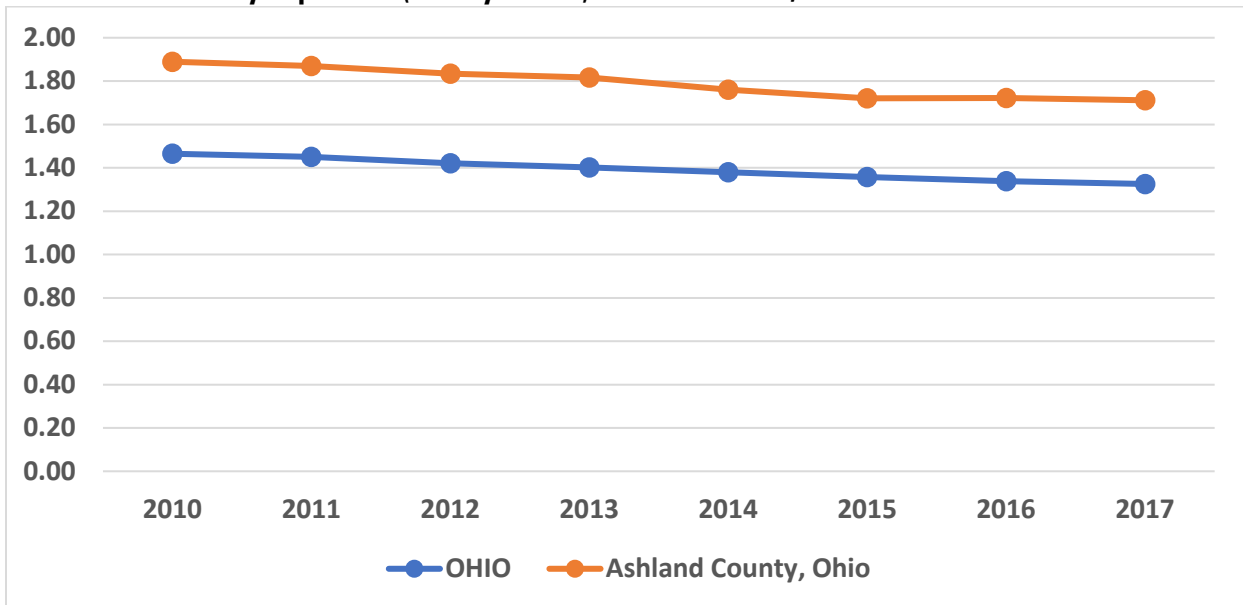
Top Home Counties for In-Commuters	
Richland County OH	2,539
Wayne County OH	1,079
Medina County OH	455
Huron County OH	425
Holmes County OH	344
Knox County OH	322
Cuyahoga County OH	318
Lorain County OH	315
Franklin County OH	246
Summit County OH	229

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.

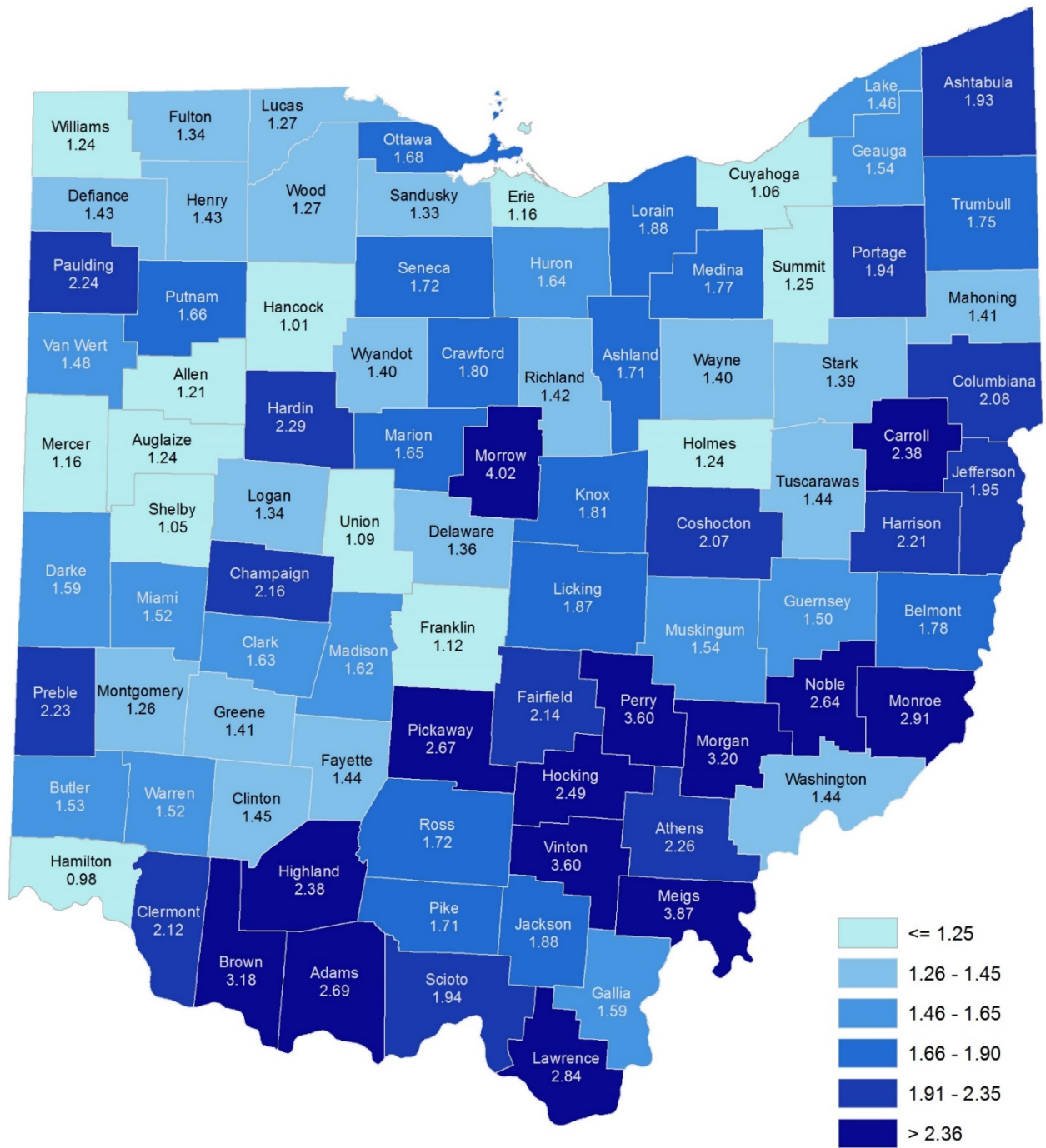
10a. Ohio and County Population (18-64-year-old)* to Jobs Ratio, 2017**



*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, 2017



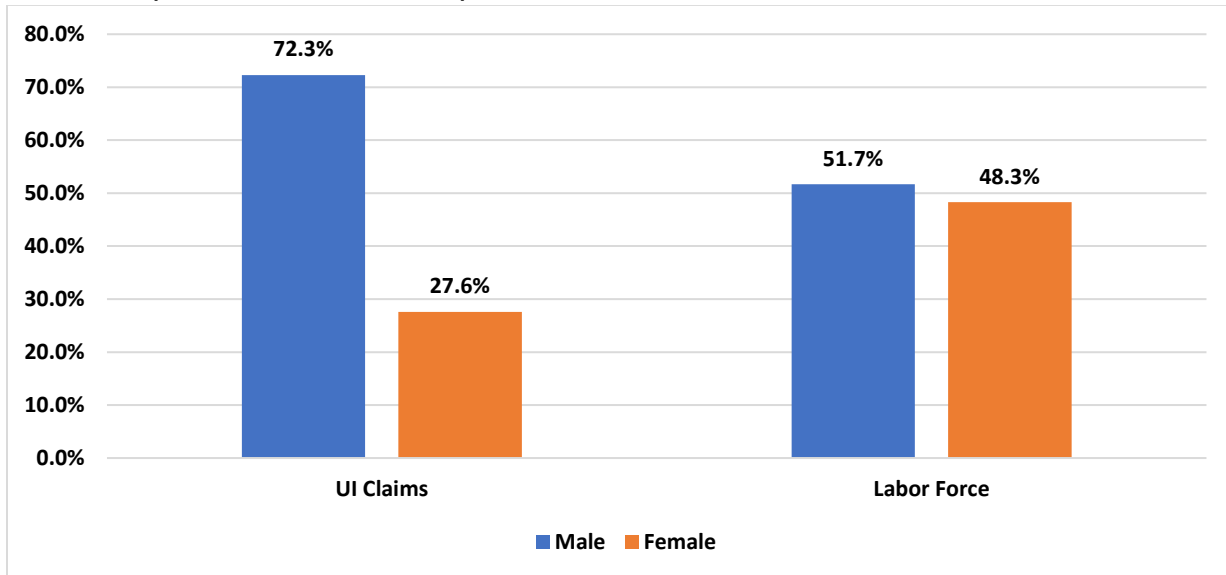
*Source: U.S. Census Bureau.

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

11. Profile of UI Claims

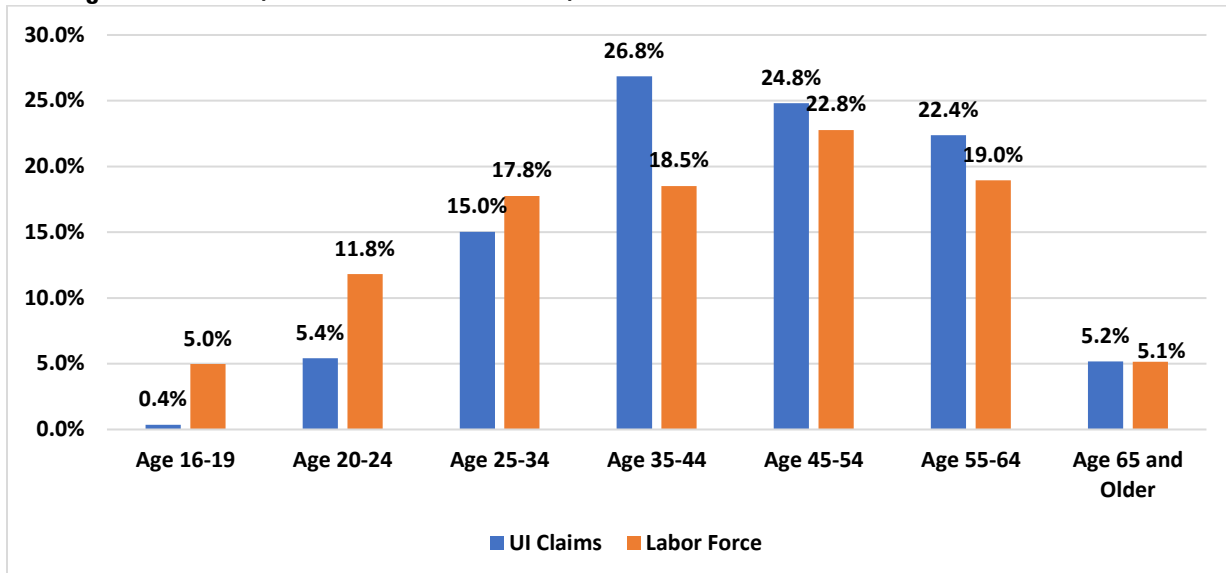
The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or 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, 2018



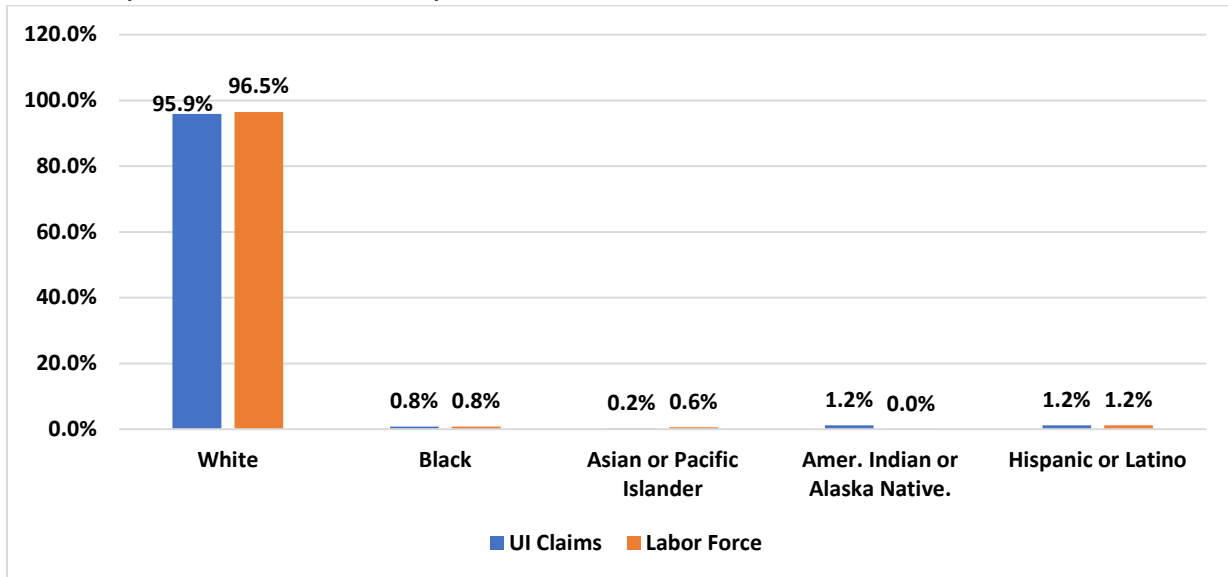
Source: Ohio Bureau of Labor Market Information.

11b. Age Distribution, UI Claims vs Labor Force, 2018



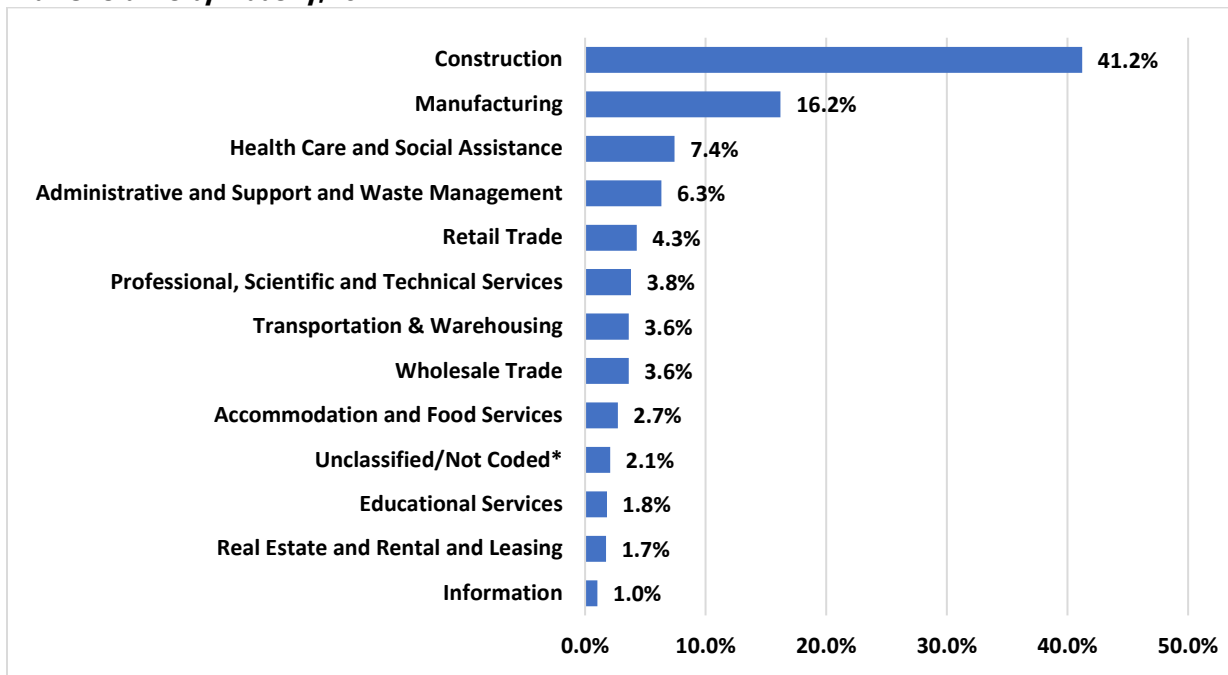
Source: Ohio Bureau of Labor Market Information.

11c. Race, UI Claims vs Labor Force, 2018



Source: Ohio Bureau of Labor Market Information.

11d. UI Claims by Industry, 2018



Source: Ohio Bureau of Labor Market Information.

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

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- 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.

Acknowledgments: The Office of Workforce Development produced this report under the direction of Bureau Chief Coretta Pettway. For further information, visit OhioLMI.com or call the Ohio Bureau of Labor Market Information at **1-888-296-7541** option 6, or **(614) 752-9494**.

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