

# **Ohio Economic Profile**

## **Hocking 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

Industry Name	Percent Annual Employment in Industry		
	2004	2010	2019
Health Care and Social Assistance	12.5%	17.4%	17.1%
Accommodation and Food Services	10.8%	13.2%	17.1%
Manufacturing	21.5%	15.1%	14.8%
Retail Trade	11.2%	11.6%	12.3%
Educational Services	10.7%	10.4%	10.3%
Public Administration	9.7%	9.8%	6.7%
Construction	5.4%	4.4%	5.8%
Other Services (except Public Administration)	3.8%	4.3%	4.0%
Administrative and Support Services	1.8%	2.1%	2.2%
Real Estate and Rental and Leasing	1.3%	1.1%	1.9%
Finance and Insurance	2.9%	2.6%	1.6%
Mining, Quarrying, and Oil and Gas Extraction	2.0%	2.4%	1.4%
Professional, Scientific, and Technical Services	1.3%	1.6%	1.2%
Wholesale Trade	1.8%	0.9%	0.8%
Information	0.6%	0.9%	0.7%
Transportation and Warehousing	1.2%	0.8%	0.6%
Agriculture, Forestry, Fishing and Hunting	0.4%	0.3%	0.4%
Arts, Entertainment, and Recreation	0.7%	0.8%	0.4%
Utilities	0.4%	0.4%	0.4%
Management of Companies and Enterprises	N/A*	N/A*	N/A*

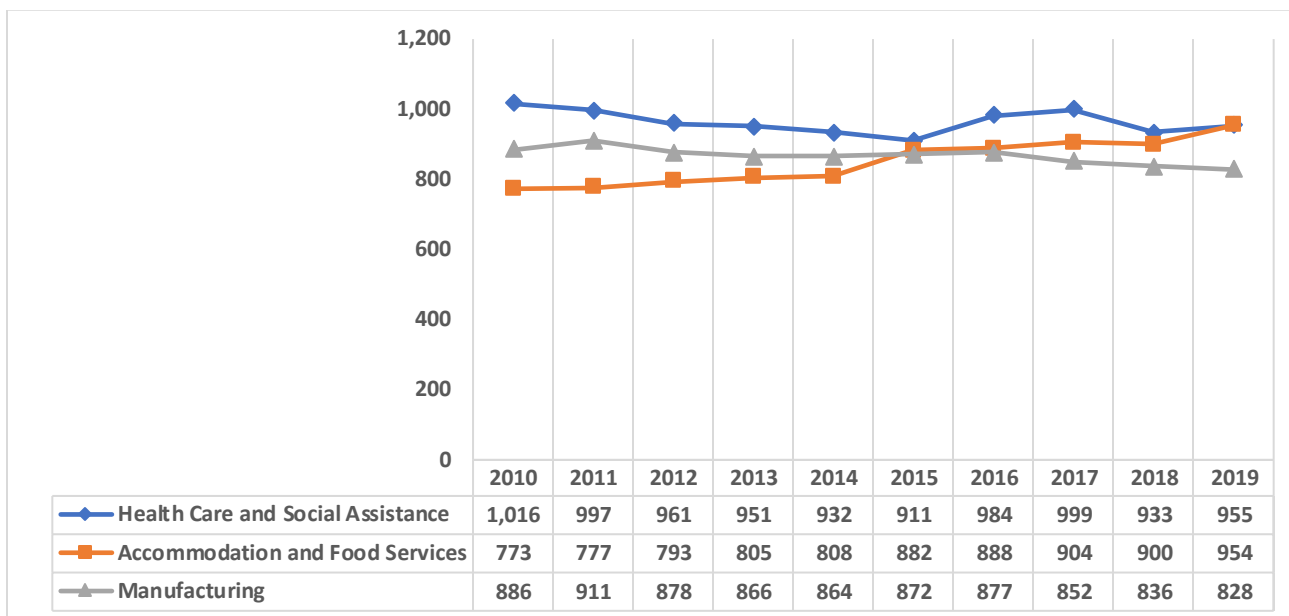
Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

\*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

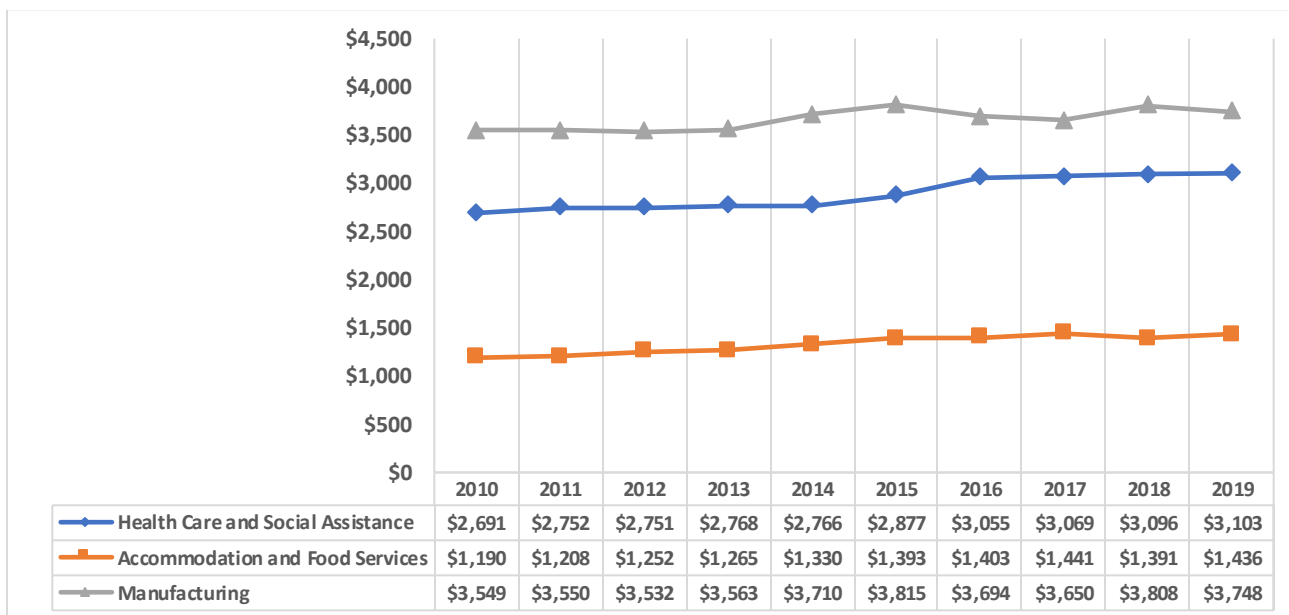
The next series of tables and graphs provide more information on the top 3 industry shares of county employment for the most recent year identified in the previous chart. Detailed information includes annual employment and wage trends for the three sectors. Employment and wage trends show fluctuations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

**2a. Employment Trends—Health Care and Social Assistance, Accommodations and Food Services, and Manufacturing**



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

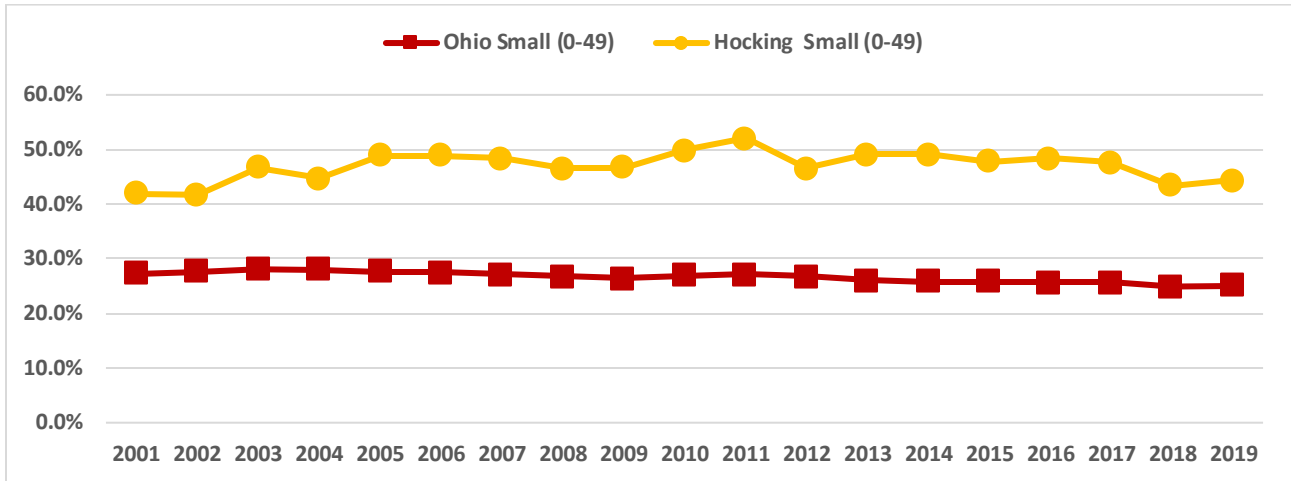
**2b. Wage Trends – Health Care and Social Assistance, Accommodations and Food Services, and Manufacturing**



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

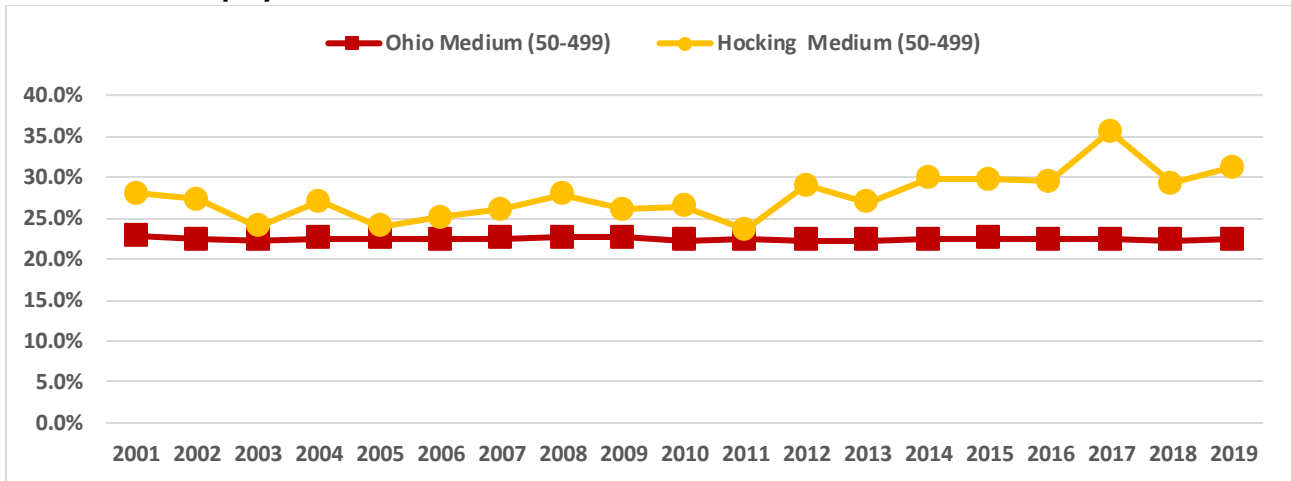
The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry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



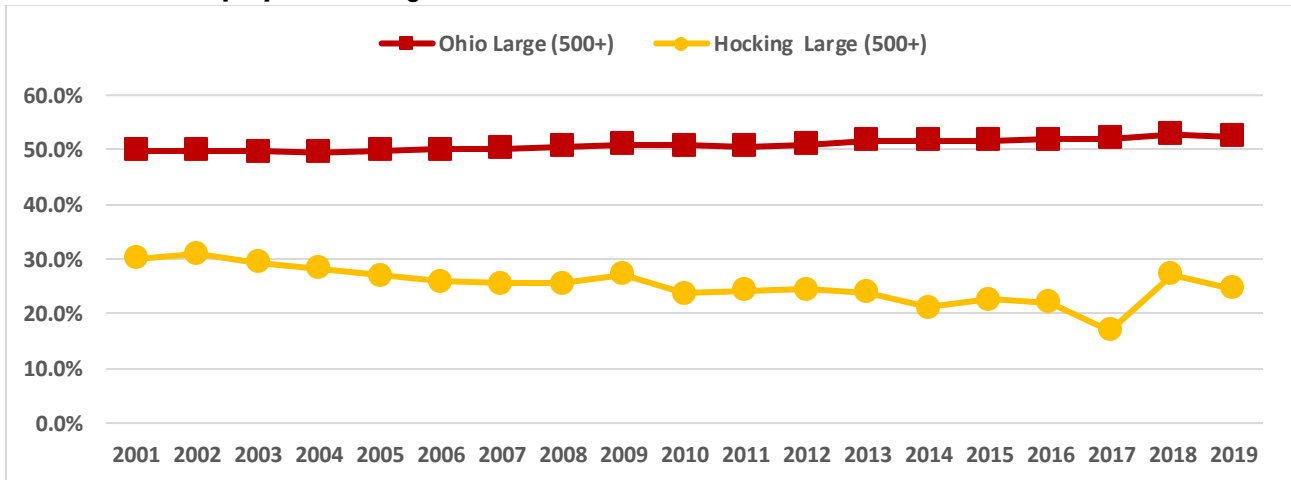
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

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	158
Transportation and Warehousing	158
Accommodation and Food Services	107
Health Care and Social Assistance	96
Manufacturing	48
Professional, Scientific, and Technical Services	37
Finance and Insurance	36
Administrative and Support and Waste Management and Remediation Services	34
Public Administration	28
Wholesale Trade	26
Other Services (except Public Administration)	15
Arts, Entertainment, and Recreation	9
Mining, Quarrying, and Oil and Gas Extraction	7
Real Estate and Rental and Leasing	7
Construction	6
Information	5
Educational Services	5
Utilities	1
<b>Total</b>	<b>783</b>

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	315
First-Line Supervisors of Food Preparation and Serving Workers	42
First-Line Supervisors of Retail Sales Workers	39
Retail Salespersons	27
Cashiers	25
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	23
Customer Service Representatives	23
Industrial Truck and Tractor Operators	23
Registered Nurses	22
Maids and Housekeeping Cleaners	22

Source: TalentNeuron, 2021.

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

Employer	Ads
Hocking Valley Hospital	46
Amazon	36
Hogan Transports	31
Building Systems Transportation	31
Walmart	30
Carrols Restaurant Group	24
Bob Evans Farms, Inc.	22
C.R. England, Inc.	21
Rocky Brands, Inc.	21
Accentcare	20

Source: TalentNeuron, 2021.

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

Certifications	Ads
Commercial Driver's License	308
Class A Commercial Driver's License	257
Driver's License	170
HAZMAT	63
Certification in Cardiopulmonary Resuscitation	33
DOT Medical card	33
Certified Registered Nurse	30
Licensed Practical Nurse	22
Certified in Long Term Care	21
Occupational Safety & Health Administration Certification	21

Source: TalentNeuron, 2021.

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

Skills	Ads
Operations	157
Tankertrucks	118
Innovation	93
Nursing	84
Logistics	76
Mathematics	69
Merchandising	64
Depth perception	64
Reliable transportation	54
Microsoft Office	50

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				Hocking County			
	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
All NAICS Sectors	8.6%	8.1%	9.1%	10.2%	8.6%	7.8%	11.2%	9.2%
Health Care and Social Assistance	7.6%	7.9%	7.8%	9.3%	6.9%	6.2%	7.8%	8.6%
Accommodation and Food Services	16.5%	16.3%	17.3%	22.5%	14.8%	15.3%	19.5%	17.4%
Manufacturing	5.6%	5.4%	5.3%	6.0%	5.4%	5.2%	5.9%	5.1%
Retail Trade	11.1%	9.6%	10.5%	11.9%	10.3%	8.1%	11.1%	9.3%
Educational Services	6.9%	4.7%	3.3%	7.9%	9.6%	1.1%	2.1%	4.5%
Public Administration	3.5%	4.0%	5.3%	4.5%	2.4%	3.9%	6.7%	4.2%
Construction	7.8%	8.4%	14.6%	10.1%	8.2%	8.7%	13.6%	7.9%
Other Services (except Public Administration)	8.8%	8.8%	9.5%	13.1%	9.0%	12.4%	8.3%	14.8%
Administrative and Support Services	17.2%	16.3%	20.0%	19.2%	8.1%	9.6%	33.6%	9.6%
Real Estate and Rental and Leasing	8.1%	8.3%	10.1%	9.7%	10.3%	14.8%	33.7%	11.8%
Finance and Insurance	4.7%	4.6%	5.0%	4.9%	7.6%	5.3%	N/A*	6.4%
Mining, Quarrying, and Oil and Gas Extraction	8.6%	8.7%	10.3%	8.7%	N/A*	5.7%	6.2%	8.0%
Professional, Scientific, and Technical Services	7.7%	7.2%	7.5%	7.6%	N/A*	N/A*	7.9%	9.3%
Wholesale Trade	6.1%	6.1%	6.4%	6.6%	N/A*	N/A*	6.1%	N/A*
Information	6.5%	6.4%	7.1%	8.2%	N/A*	N/A*	9.0%	9.0%
Transportation and Warehousing	9.4%	7.8%	9.6%	10.8%	15.3%	N/A*	15.6%	N/A*
Agriculture, Forestry, Fishing and Hunting	9.1%	10.7%	16.9%	8.6%	0.0%	N/A*	N/A*	N/A*
Arts, Entertainment, and Recreation	11.7%	11.8%	24.1%	19.2%	N/A*	10.9%	36.2%	N/A*
Utilities	3.2%	3.3%	3.6%	3.5%	0.0%	N/A*	N/A*	N/A*
Management of Companies and Enterprises	5.5%	5.5%	5.7%	5.6%	N/A*	N/A*	N/A*	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

Fiscal Year	Number of 12th Graders*				OMJ K-12 Accts Migrate to Regular Acct***
	Public	Private	Charter	Total**	
2015	213	0	0	213	
2016	249	0	0	249	254
2017	234	0	0	234	266
2018	261	0	0	261	184
2019	264	0	0	264	242
2020	250	0	0	250	163

\*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.

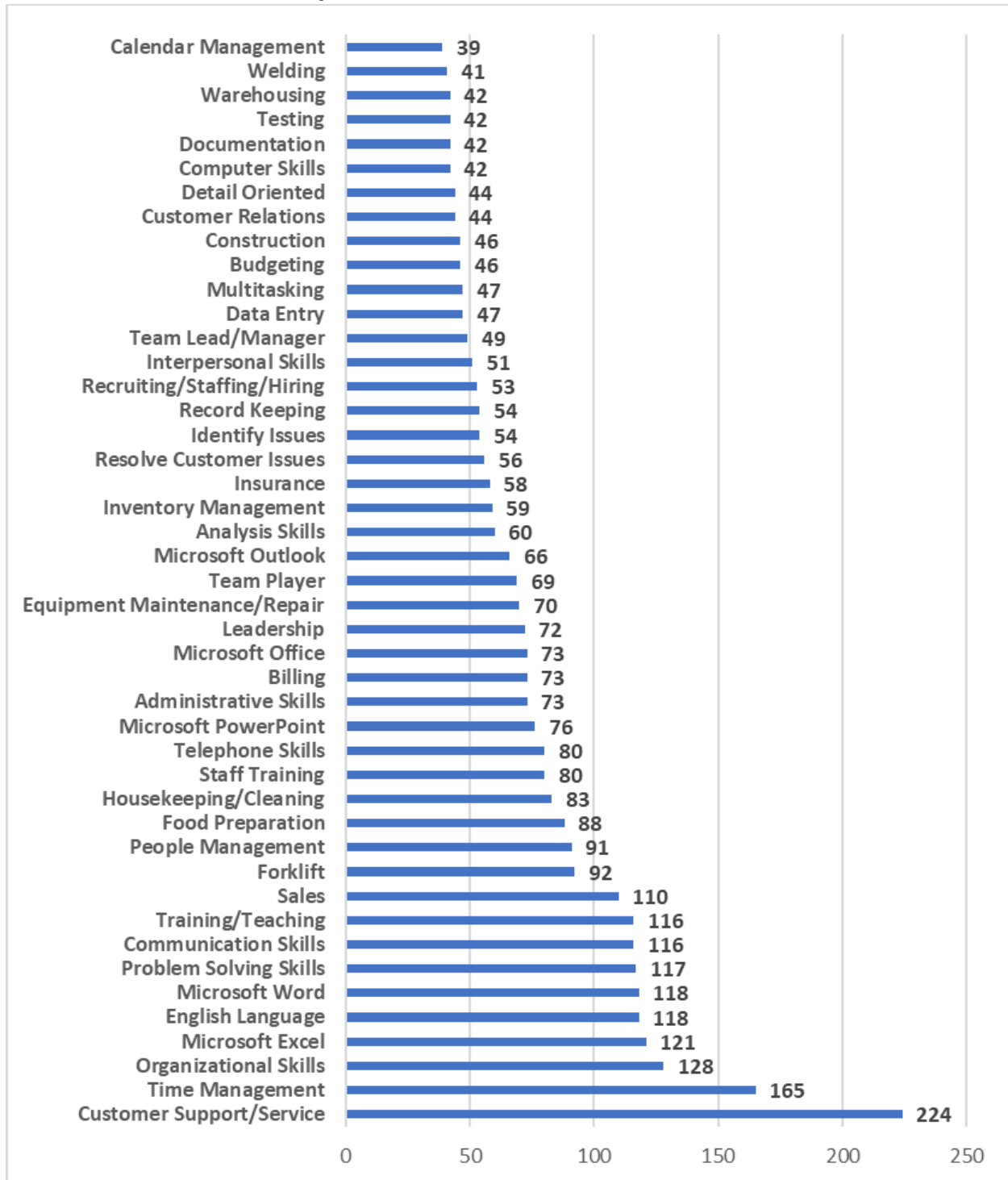
County	Total Resumes	Total Veteran Resumes	Total Restored Citizen Resumes	Total Individuals with a Disability Resumes
Hocking	2,133	148	1	7

Source: Monster.com and Monster Government Solutions.

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

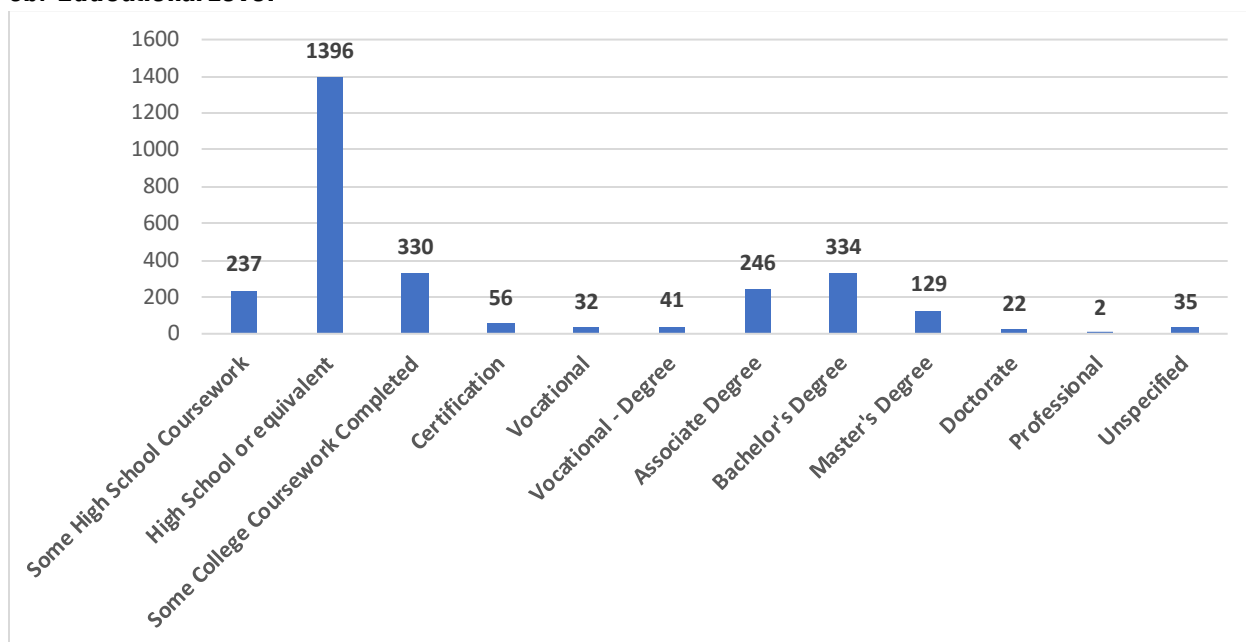


6a. Number of Resumes with Top 45 Workforce Skills



Source: Monster Government Solutions, April 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	-	249	1,086	507	153	145	-	2,140
25 to 34 years	72	183	1,172	735	463	376	56	3,057
35 to 44 years	66	311	1,263	780	531	268	152	3,371
45 to 64 years	123	639	3,882	1,657	819	839	330	8,289
65 years and over	259	528	2,785	556	274	583	276	5,261

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**

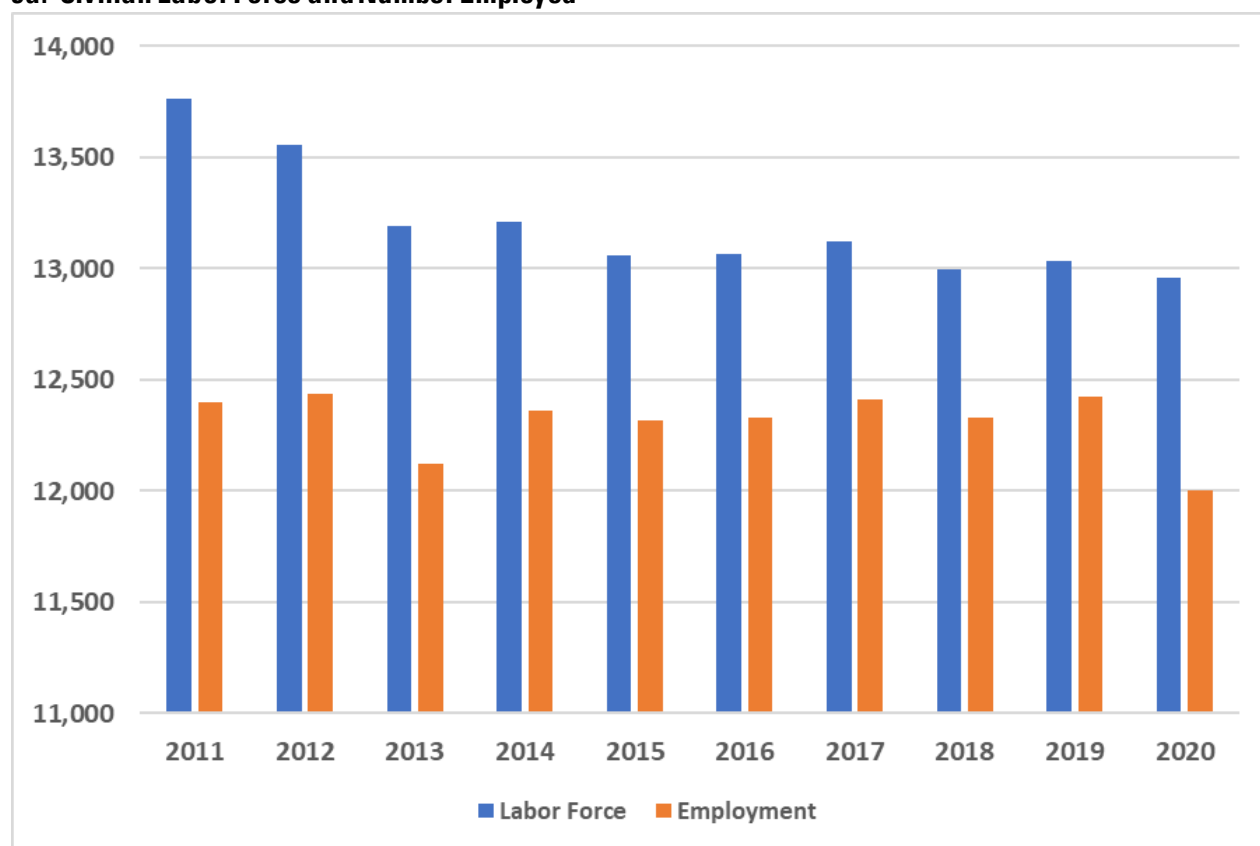
	<b>Nonveterans</b>	<b>Veterans</b>
Labor Force Population	12,060	715
Labor Force Population Rate	71.5%	78.6%
Unemployment Rate	5.0%	1.4%

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**



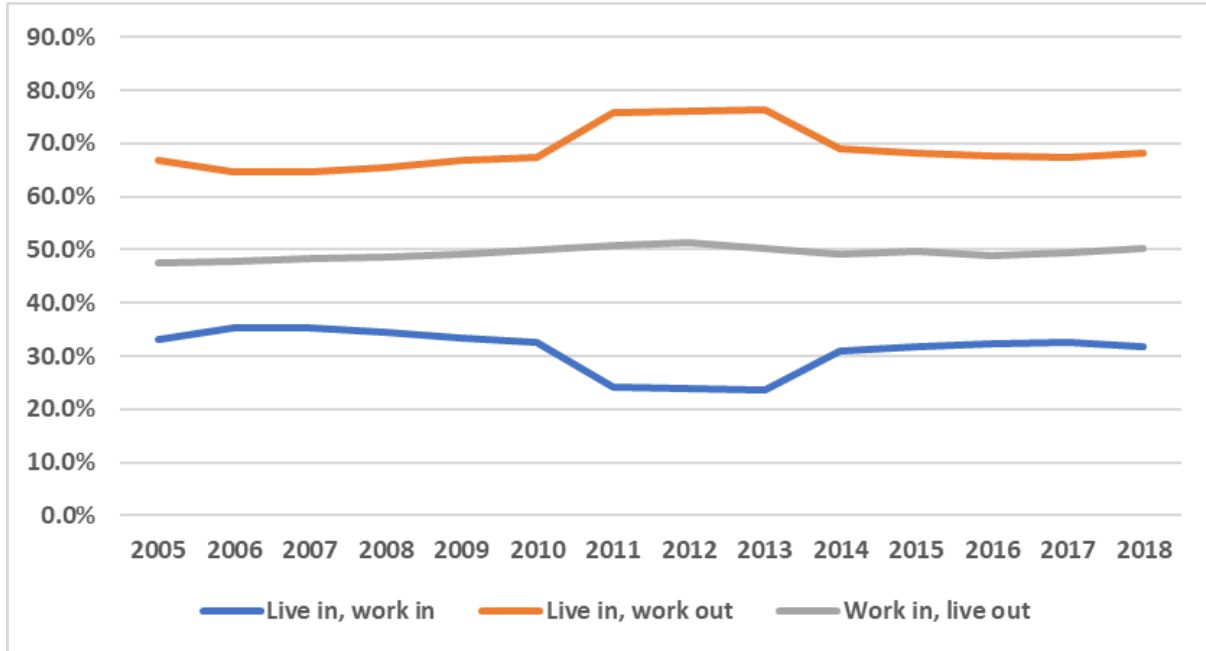
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

**9b. Commuting Patterns, 2005 – 2018**

	2005	2010	2018
# of workers who live and are employed here	3,545	3,154	3,216
# of workers who live here, but work in another county	7,115	6,529	6,919
# of workers who work here, but live in another county	3,202	3,144	3,259

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, 2018**

Top Work Counties for Out-Commuters	
Fairfield County, OH	1,711
Franklin County, OH	982
Athens County, OH	856
Ross County, OH	354
Pickaway County, OH	331
Muskingum County, OH	211
Licking County, OH	130
Cuyahoga County, OH	109
Hamilton County, OH	105
Jackson County, OH	93

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, 2018**

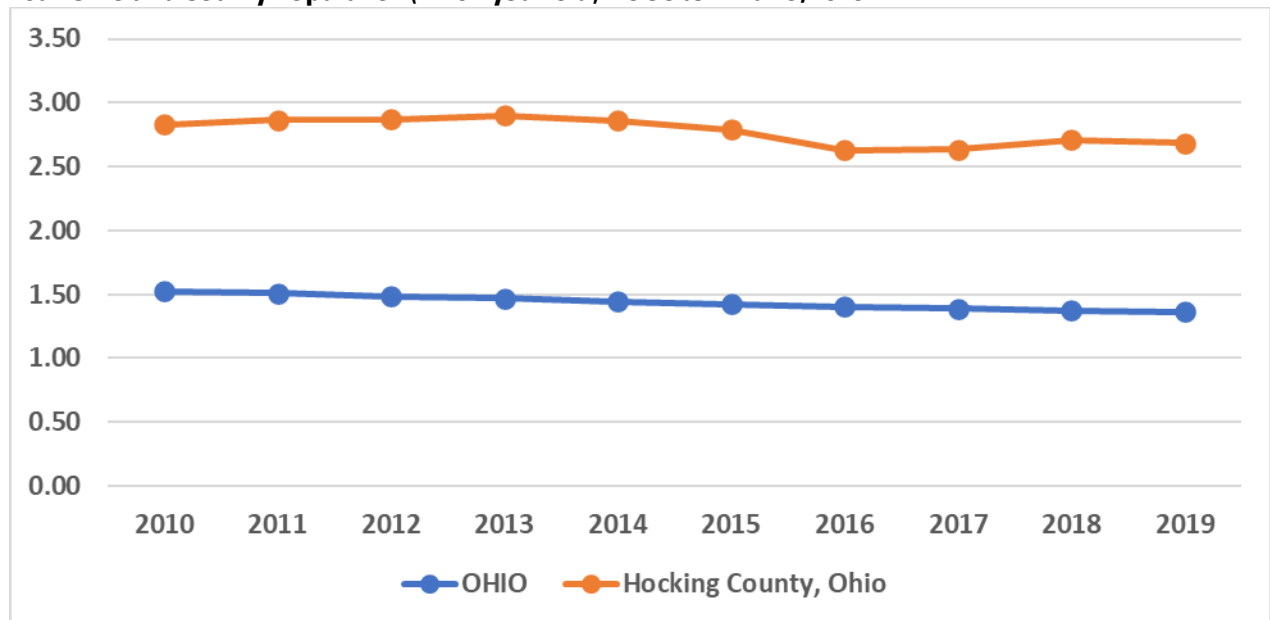
Top Home Counties for In-Commuters	
Athens County, OH	621
Fairfield County, OH	532
Perry County, OH	308
Franklin County, OH	258
Vinton County, OH	160
Pickaway County, OH	107
Muskingum County, OH	83
Ross County, OH	80
Licking County, OH	69
Meigs County, OH	62

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.

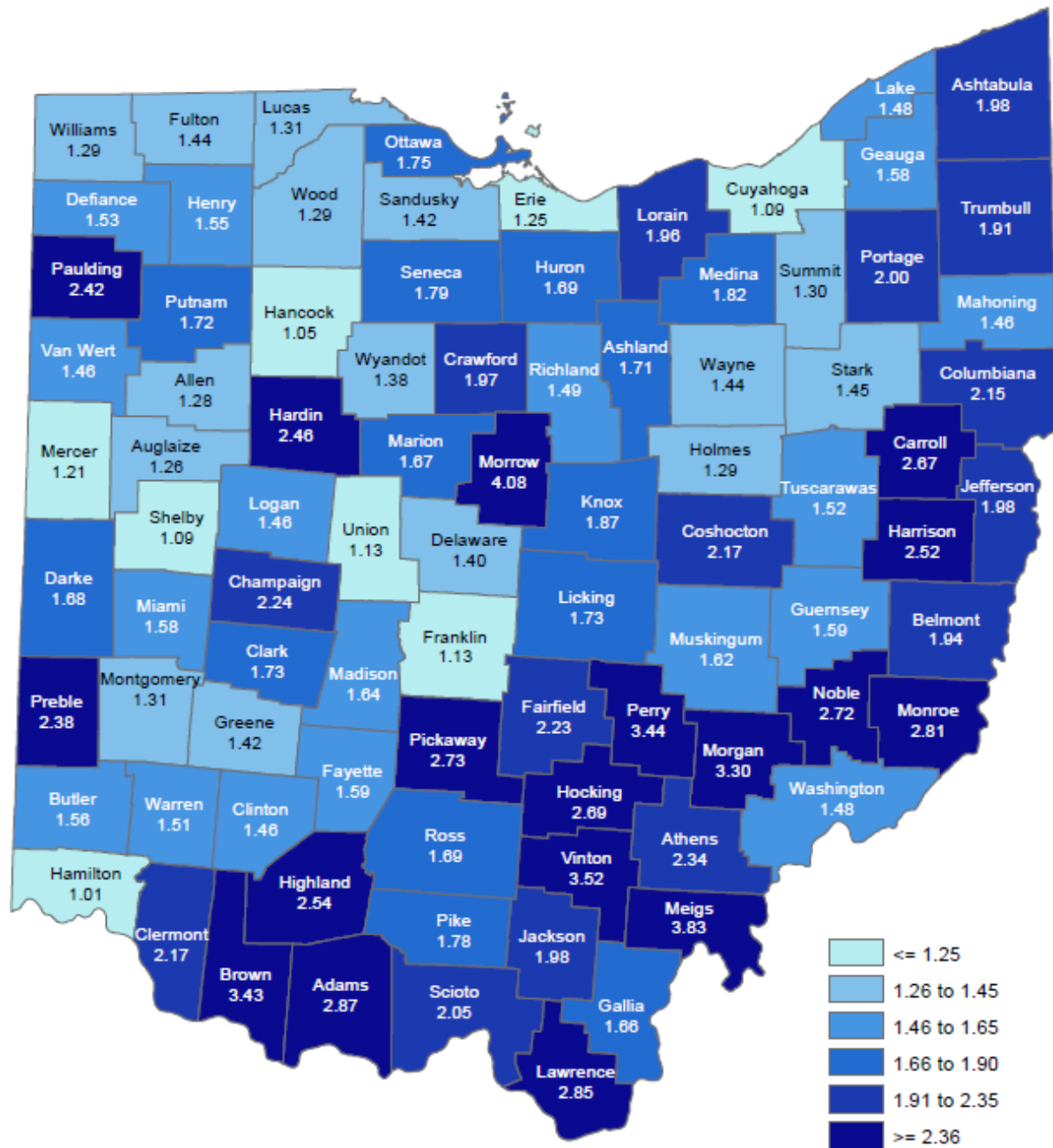
**10a. Ohio and County Population (18-64-year-old)\* to Jobs\*\* Ratio, 2019**



\*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



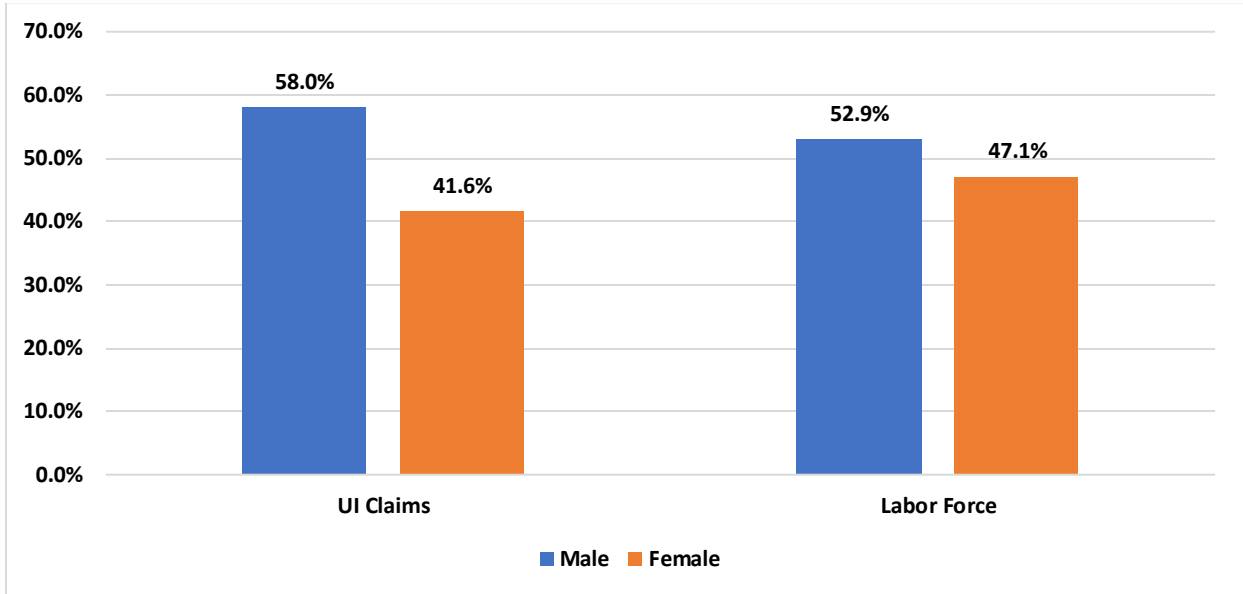
\*Source: U.S. Census Bureau.

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

11. Profile of UI Claims

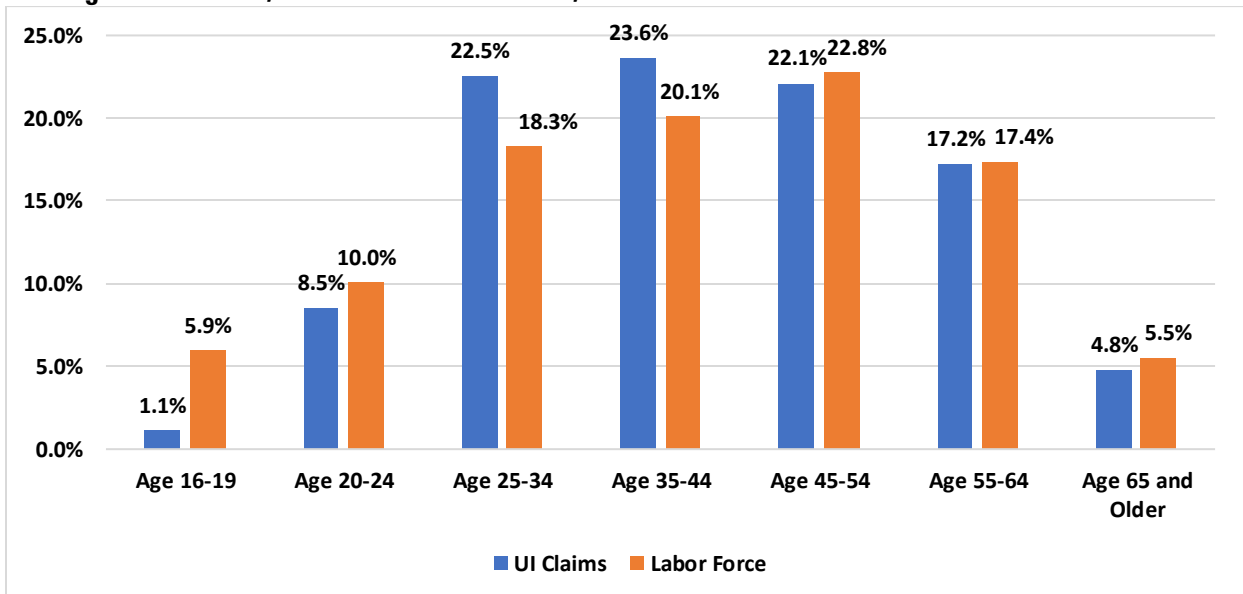
The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or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



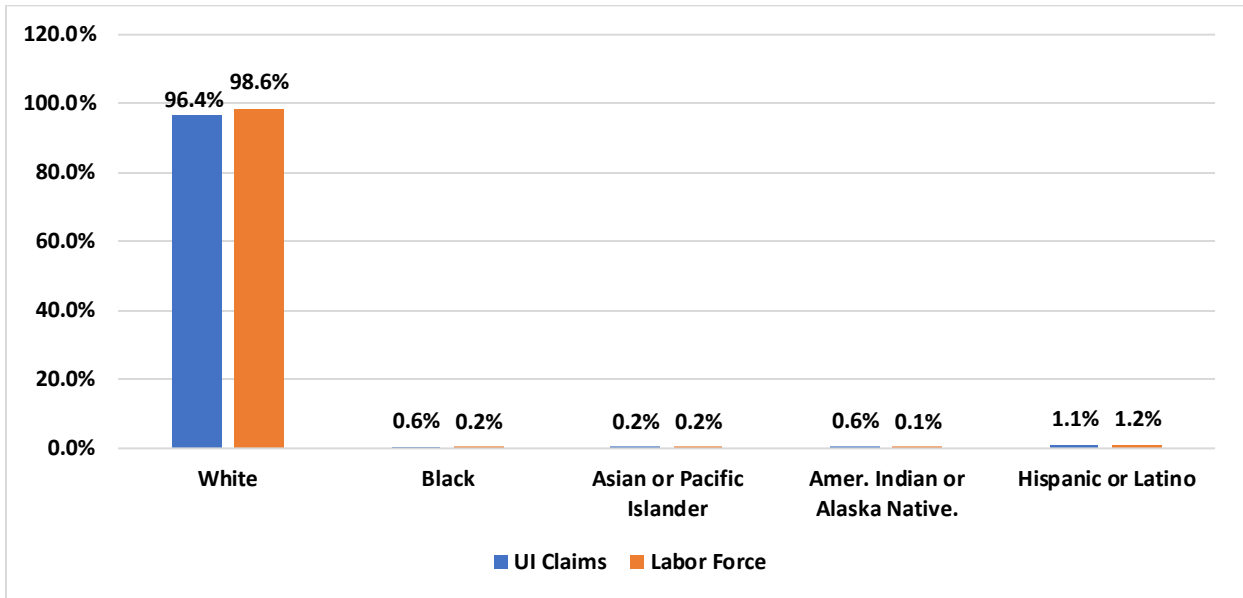
Source: Ohio Bureau of Labor Market Information.

11b. Age Distribution, UI Claims vs Labor Force, 2020



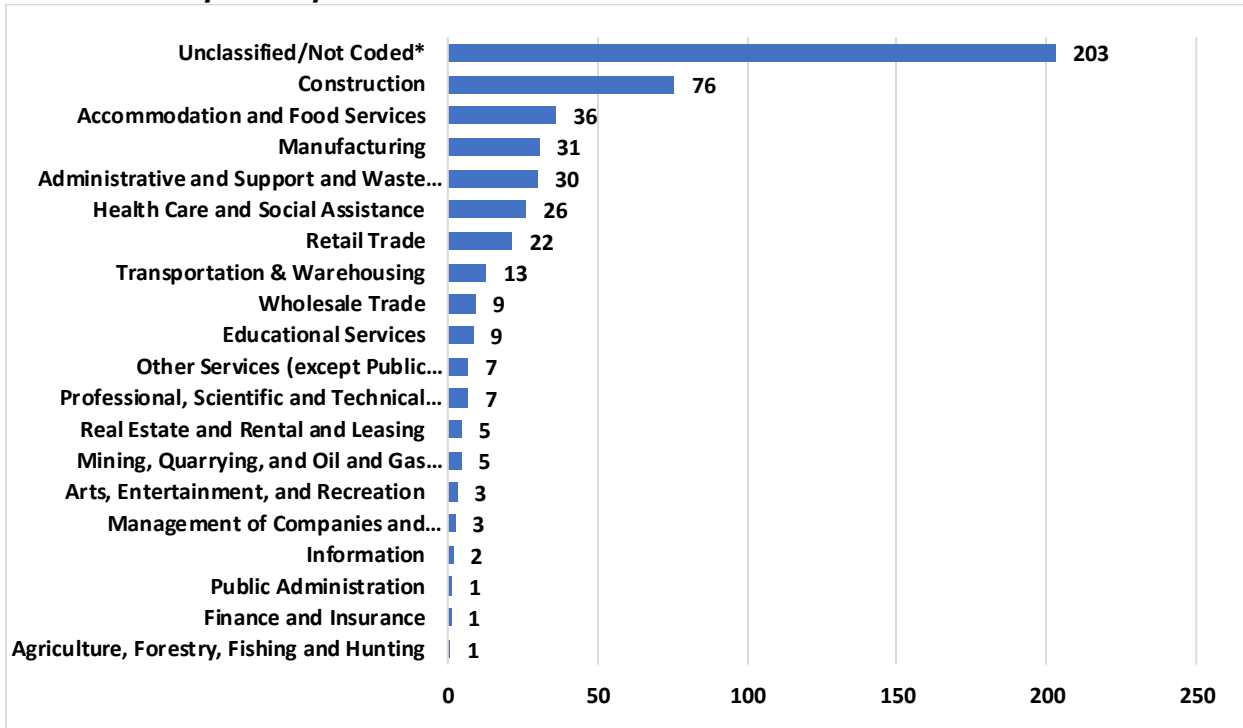
Source: Ohio Bureau of Labor Market Information.

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.



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## **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.

Acknowledgments: The Office of Workforce Development produced this report under the direction of Bureau Chief Coretta Pettway. For further information, visit [OhioLMI.com](http://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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