

Ohio Economic Profile

Richland 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
Manufacturing	26.4%	18.8%	22.4%
Health Care and Social Assistance	13.4%	17.1%	14.2%
Retail Trade	12.5%	13.7%	12.8%
Accommodation and Food Services	7.4%	8.1%	8.6%
Educational Services	8.5%	7.8%	8.2%
Administrative and Support Services	4.2%	6.4%	6.0%
Public Administration	5.0%	5.7%	5.6%
Construction	3.7%	3.4%	4.5%
Wholesale Trade	4.0%	4.3%	4.0%
Other Services (except Public Administration)	3.6%	2.8%	2.8%
Transportation and Warehousing	1.8%	2.0%	2.6%
Finance and Insurance	2.3%	2.2%	2.1%
Professional, Scientific, and Technical Services	1.9%	2.1%	2.0%
Information	2.6%	3.0%	1.5%
Arts, Entertainment, and Recreation	0.7%	0.7%	0.9%
Real Estate and Rental and Leasing	0.8%	0.8%	0.6%
Utilities	0.6%	0.6%	0.6%
Agriculture, Forestry, Fishing and Hunting	0.2%	0.2%	0.2%
Management of Companies and Enterprises	0.2%	0.1%	0.2%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	N/A*

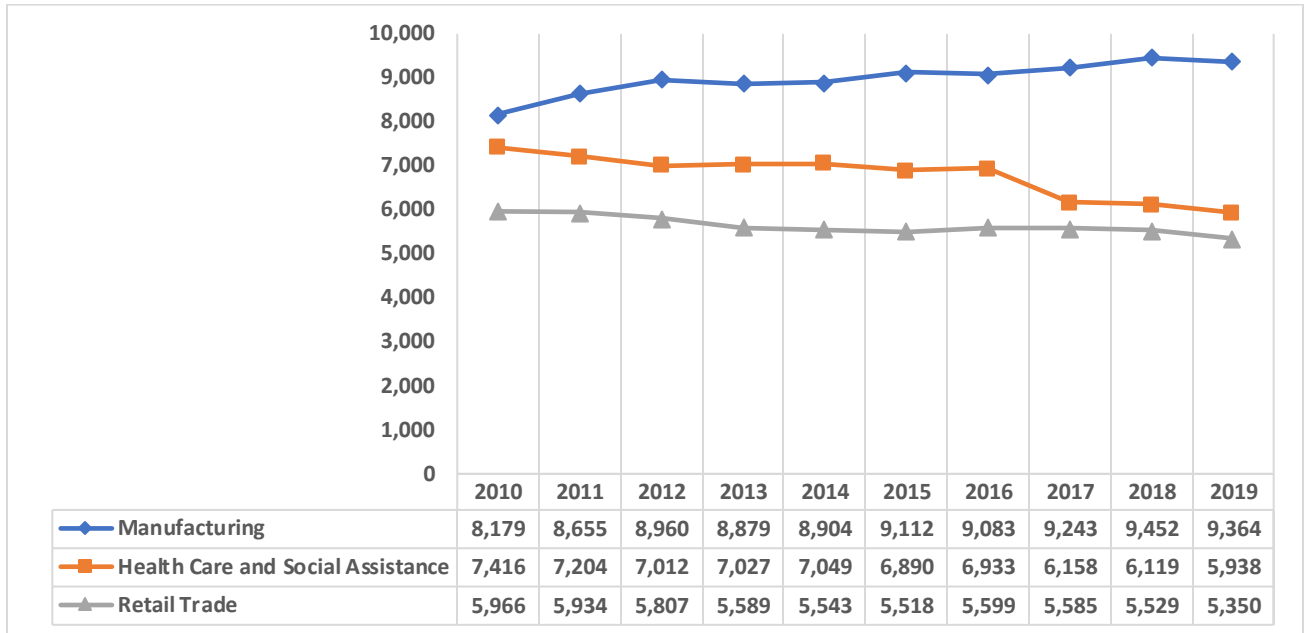
Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

*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

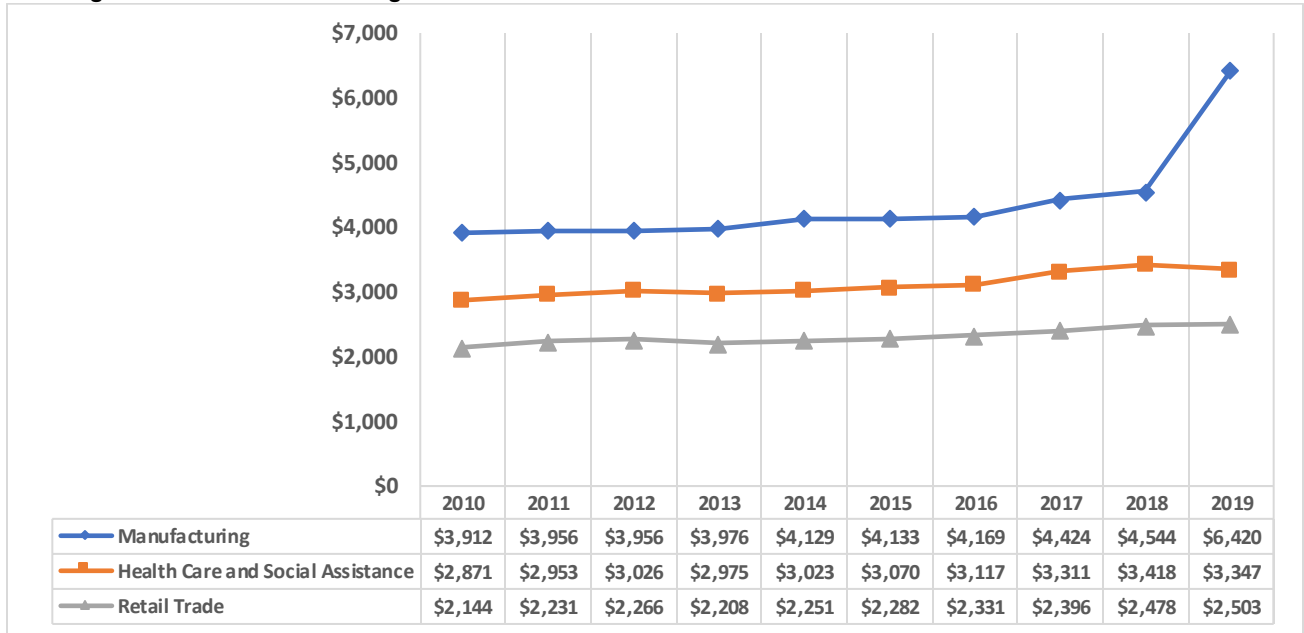
The next series of tables and graphs provide more information on the top 3 industry shares of county employment for the most recent year identified in the previous chart. Detailed information includes annual employment and wage trends for the three sectors. Employment and wage trends show fluctuations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

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



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

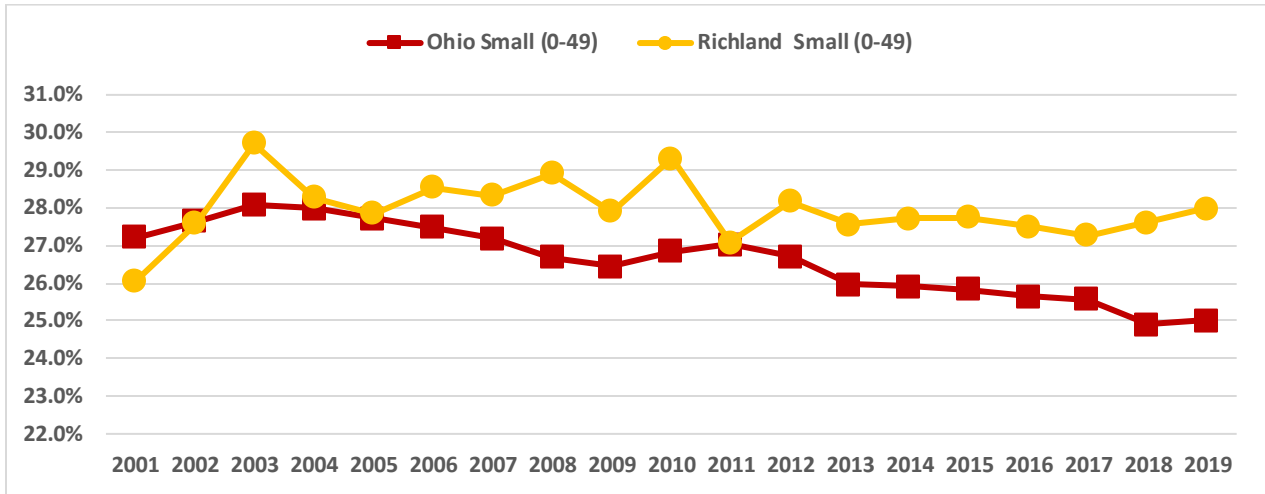
2b. Wage Trends—Manufacturing, Health Care and Social Assistance, and Retail Trade



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

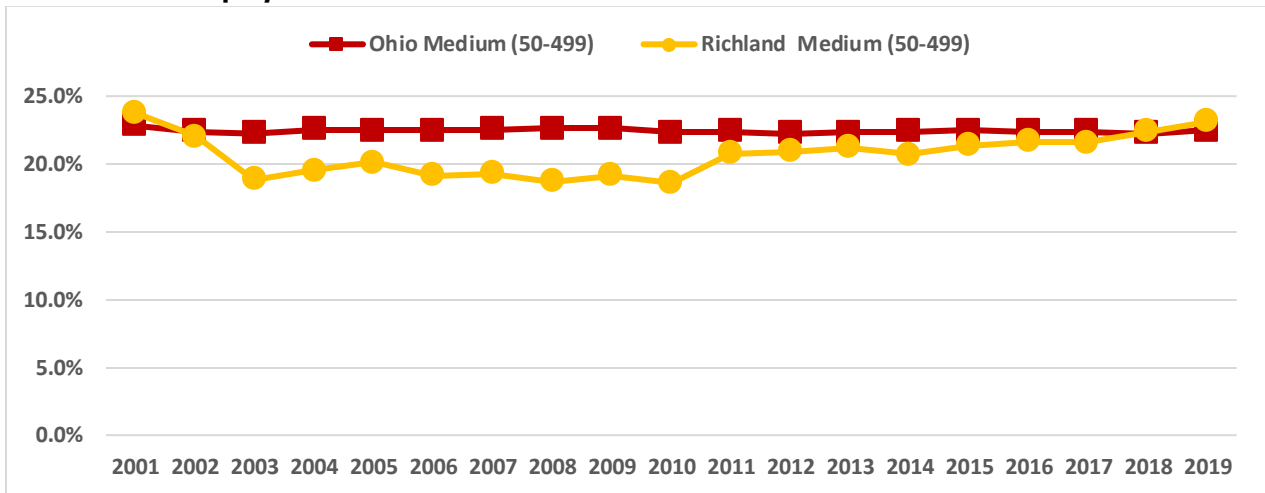
The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry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



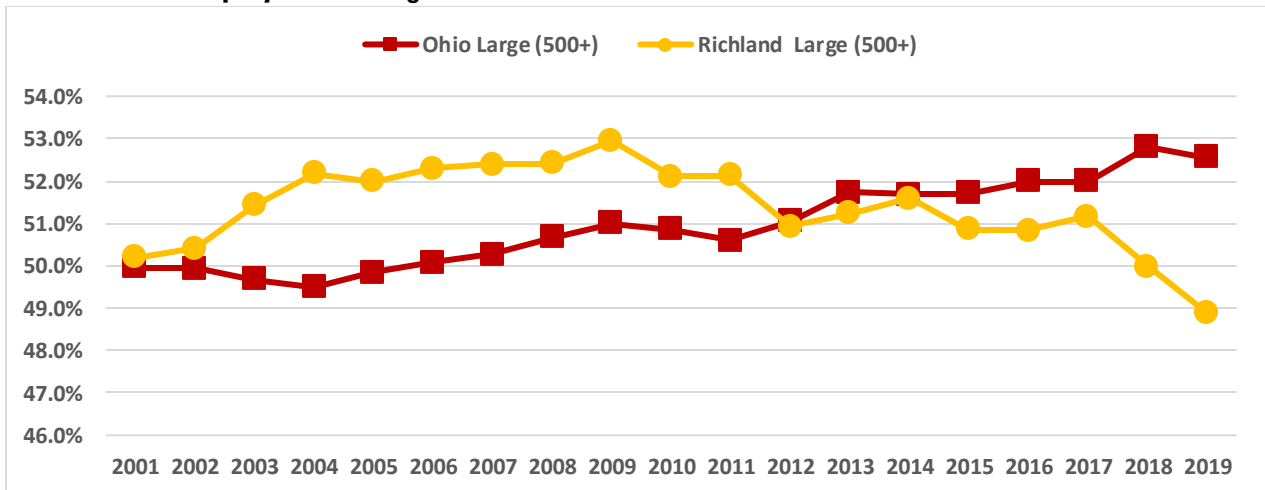
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

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, 1/1/2020 – 12/31/2020

Industry	Ads
Health Care and Social Assistance	1,896
Retail Trade	1,269
Manufacturing	527
Transportation and Warehousing	471
Accommodation and Food Services	432
Administrative and Support and Waste Management and Remediation Services	323
Wholesale Trade	281
Professional, Scientific, and Technical Services	199
Public Administration	180
Finance and Insurance	157
Other Services (except Public Administration)	140
Construction	134
Real Estate and Rental and Leasing	100
Information	57
Arts, Entertainment, and Recreation	33
Educational Services	29
Management of Companies and Enterprises	7
Agriculture, Forestry, Fishing and Hunting	6
Total	6,241

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	710
Registered Nurses	574
Retail Salespersons	442
First-Line Supervisors of Retail Sales Workers	339
Customer Service Representatives	224
Stock Clerks, Sales Floor	158
Cashiers	153
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	143
Licensed Practical and Licensed Vocational Nurses	138
Physicians and Surgeons, All Other	133

Source: TalentNeuron, 2021.

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

Employer	Ads
Cleveland Clinic	710
Ohiohealth	681
Lowe's	176
Avita health System	166
Bayer	133
The Dollar General	88
School Specialty, Inc.	84
Amazon	83
Estes Express Lines	76
Walmart	76

Source: TalentNeuron, 2021.

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

Certifications	Ads
Driver's License	1,361
Commercial Driver's License	771
Basic Life Support	757
Class A Commercial Driver's License	637
Certification in Cardiopulmonary Resuscitation	629
Certified Registered Nurse	594
HAZMAT	285
Advanced Cardiac Life Support	208
Licensed Practical Nurse	191
Security clearance	172

Source: TalentNeuron, 2021.

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

Skills	Ads
Operations	1,737
Nursing	1,264
Testing	1,230
Analysis	855
Innovation	840
Merchandising	626
Cardiopulmonary resuscitation	617
Mathematics	570
Life support	552
Customer experience	514

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				Richland County			
	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
All NAICS Sectors	8.6%	8.1%	9.1%	10.2%	9.0%	8.4%	9.3%	10.1%
Manufacturing	5.6%	5.4%	5.3%	6.0%	5.3%	4.6%	4.7%	6.2%
Health Care and Social Assistance	7.6%	7.9%	7.8%	9.3%	8.5%	8.1%	8.1%	9.4%
Retail Trade	11.1%	9.6%	10.5%	11.9%	11.3%	9.7%	10.3%	11.6%
Accommodation and Food Services	16.5%	16.3%	17.3%	22.5%	16.9%	16.7%	17.0%	21.0%
Educational Services	6.9%	4.7%	3.3%	7.9%	7.9%	4.5%	3.7%	7.6%
Administrative and Support Services	17.2%	16.3%	20.0%	19.2%	20.2%	20.0%	23.1%	20.4%
Public Administration	3.5%	4.0%	5.3%	4.5%	3.3%	3.5%	3.0%	4.0%
Construction	7.8%	8.4%	14.6%	10.1%	6.9%	11.9%	16.7%	8.4%
Wholesale Trade	6.1%	6.1%	6.4%	6.6%	6.4%	6.0%	6.2%	6.6%
Other Services (except Public Administration)	8.8%	8.8%	9.5%	13.1%	10.4%	10.5%	11.3%	14.4%
Transportation and Warehousing	9.4%	7.8%	9.6%	10.8%	7.6%	5.9%	7.9%	8.8%
Finance and Insurance	4.7%	4.6%	5.0%	4.9%	4.7%	4.1%	4.9%	6.0%
Professional, Scientific, and Technical Services	7.7%	7.2%	7.5%	7.6%	10.5%	7.2%	8.4%	7.4%
Information	6.5%	6.4%	7.1%	8.2%	5.8%	6.3%	7.5%	7.9%
Arts, Entertainment, and Recreation	11.7%	11.8%	24.1%	19.2%	16.3%	14.3%	29.1%	25.7%
Real Estate and Rental and Leasing	8.1%	8.3%	10.1%	9.7%	6.1%	5.9%	13.4%	10.0%
Utilities	3.2%	3.3%	3.6%	3.5%	2.8%	2.6%	1.9%	2.6%
Agriculture, Forestry, Fishing and Hunting	9.1%	10.7%	16.9%	8.6%	7.8%	14.1%	13.3%	12.5%
Management of Companies and Enterprises	5.5%	5.5%	5.7%	5.6%	8.0%	11.0%	6.3%	9.4%
Mining, Quarrying, and Oil and Gas Extraction	8.6%	8.7%	10.3%	8.7%	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	950	78	26	1,055	
2016	942	77	16	1,035	690
2017	974	76	15	1,065	1,126
2018	972	71	<10	1,043	1,555
2019	946	74	156	1,176	1,962
2020	905	68	169	1,142	1,600

*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)

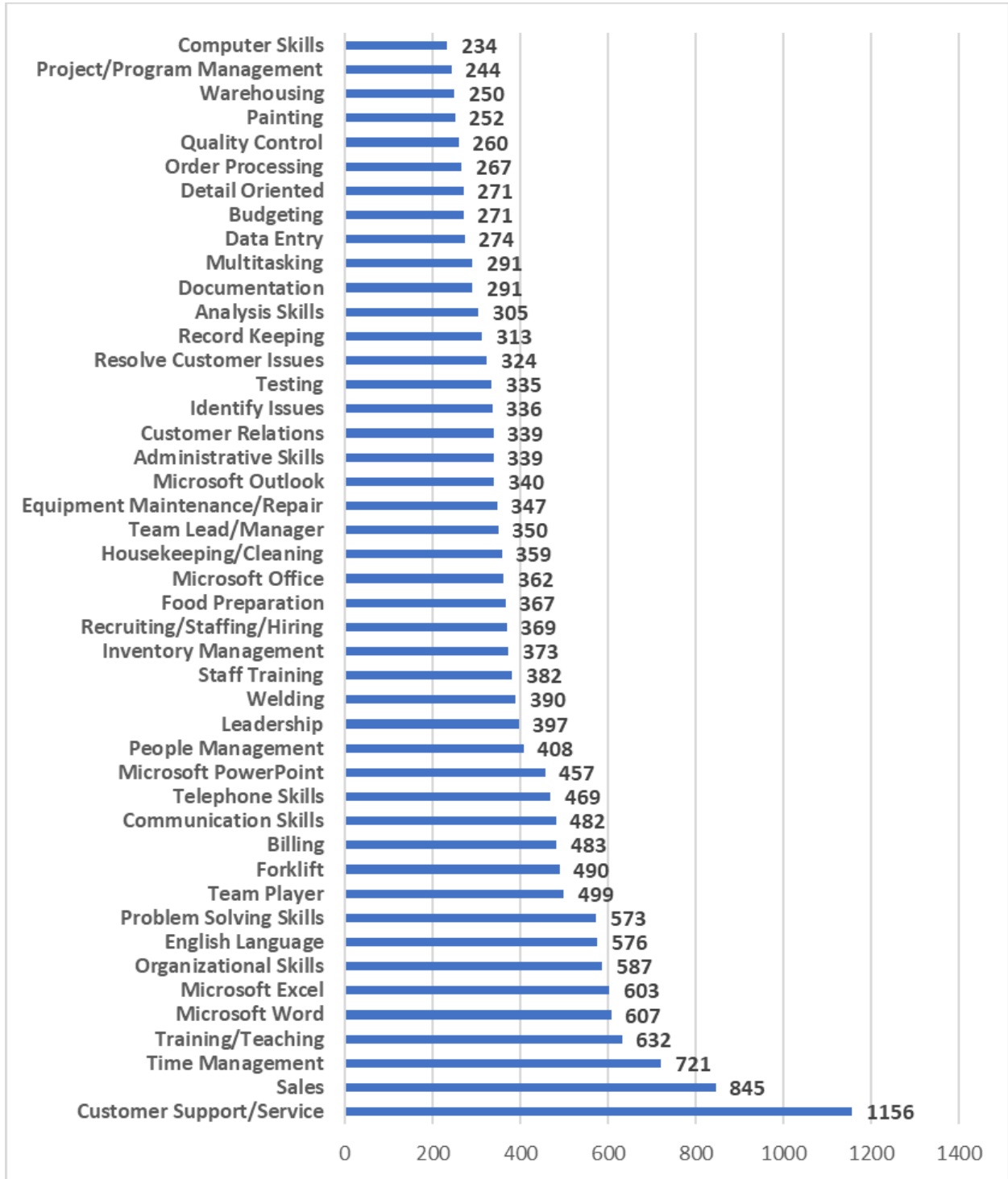
There were 1.5 million total resumes in OhioMeansJobs.com of Ohioans and others willing to relocate to Ohio. Resume counts for the county, veterans and restored citizens are shown below. Note: resumes for restored citizens are for individuals incarcerated in the Ohio Department of Rehabilitation and 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
Richland	10,284	662	3	29

Source: Monster.com and Monster Government Solutions.

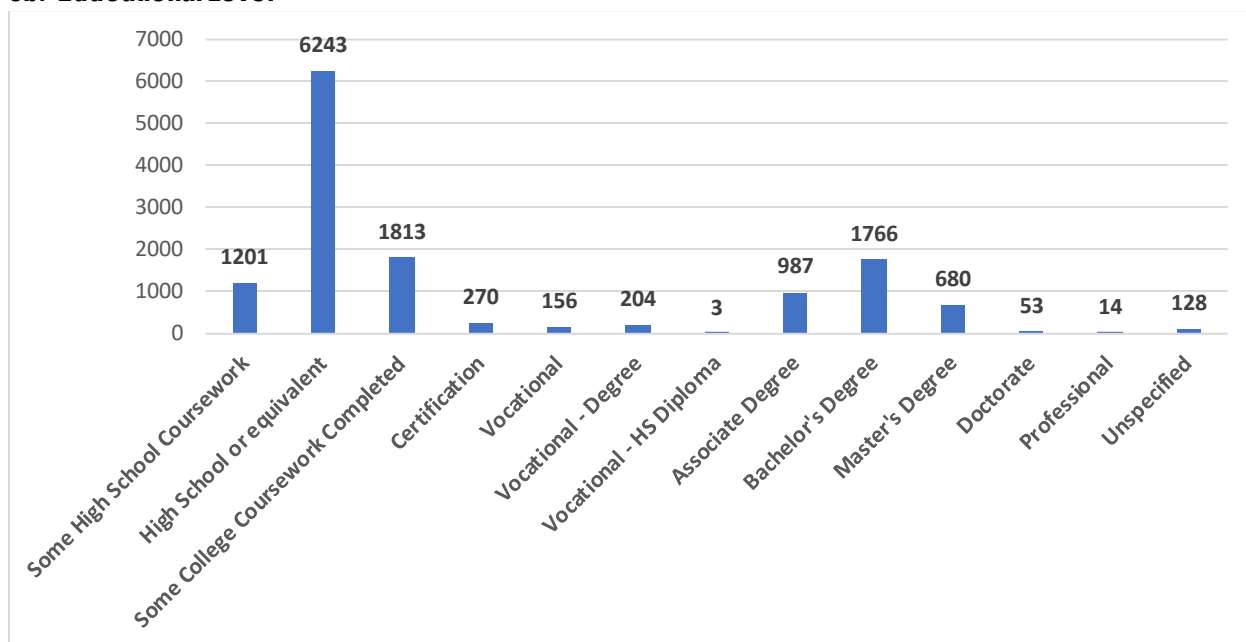
*County was determined based on home/returning address provided by incarcerated individuals.

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	332	1,733	4,240	2,987	350	475	72	10,189
25 to 34 years	578	1,329	5,242	3,481	1,454	2,138	778	15,000
35 to 44 years	330	1,419	4,559	3,385	1,447	2,141	1,081	14,362
45 to 64 years	664	2,656	13,535	6,527	3,235	3,519	1,920	32,056
65 years and over	1,507	2,579	9,977	3,804	1,432	2,355	1,577	23,231

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

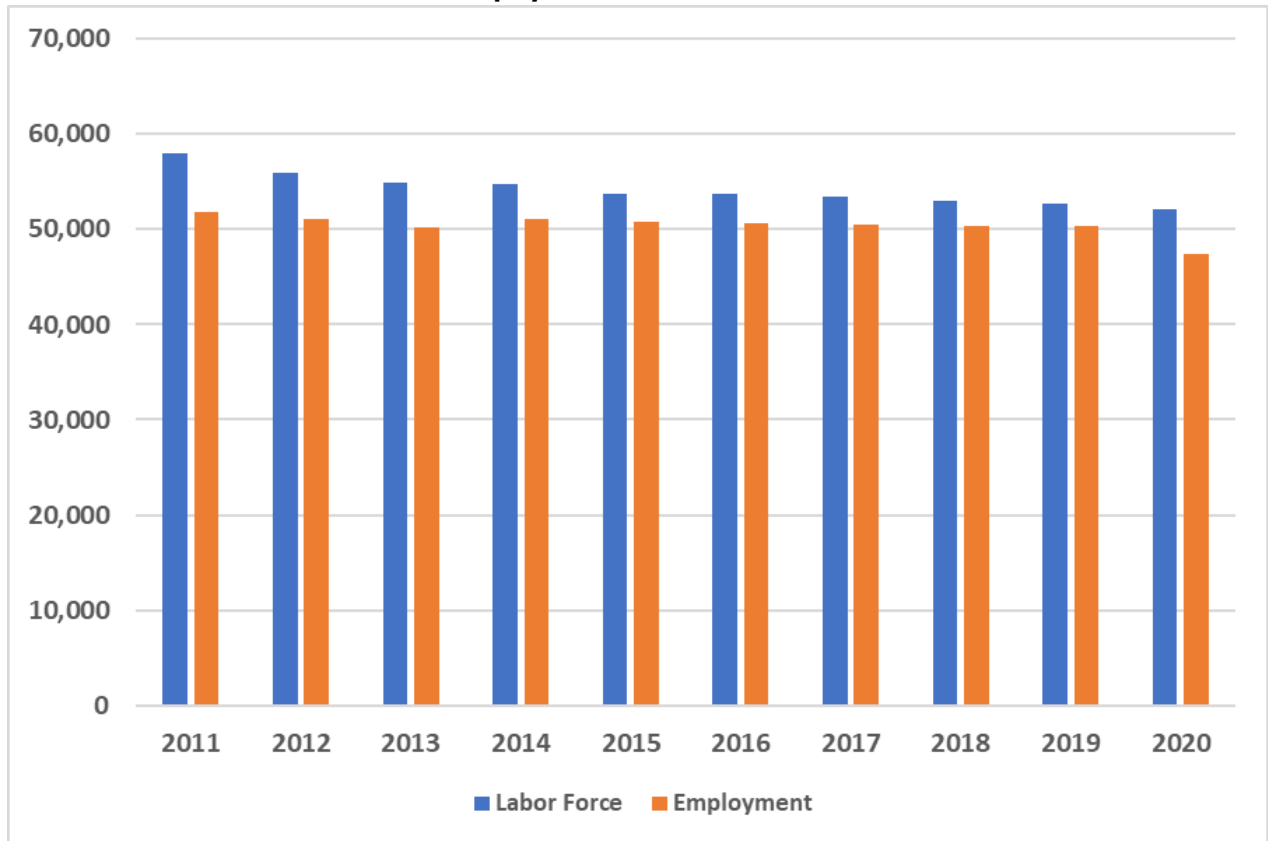
	Nonveterans	Veterans
Labor Force Population	50,984	3,139
Labor Force Population Rate	71.4%	76.6%
Unemployment Rate	5.5%	2.6%

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



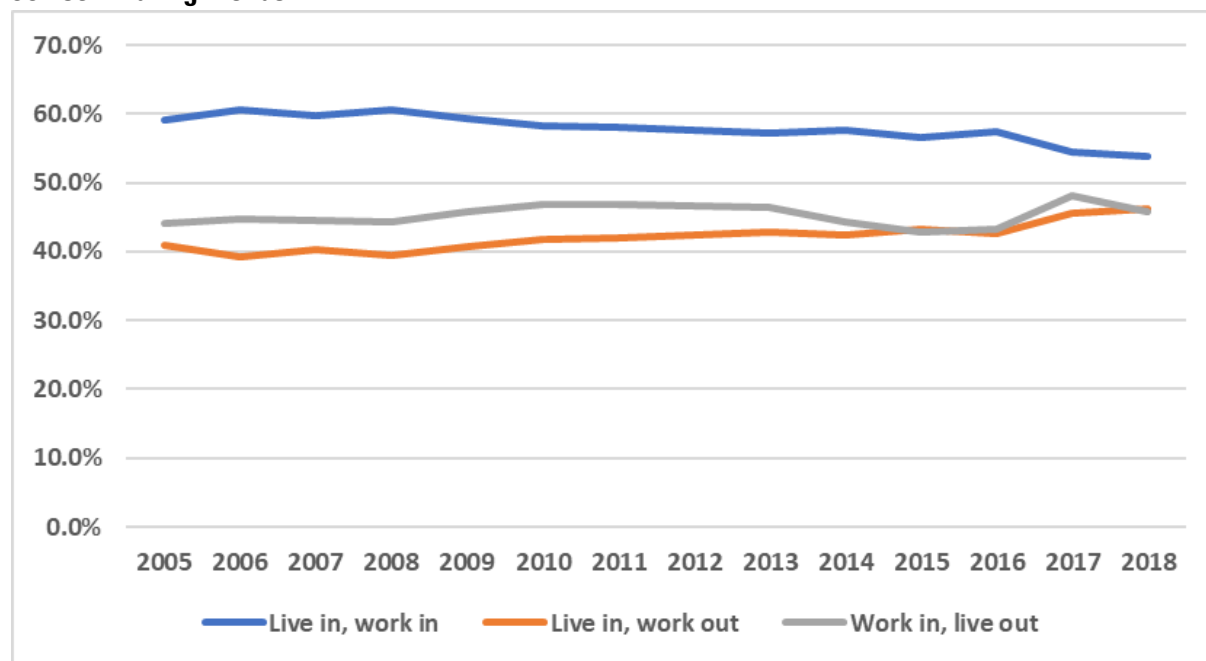
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

9b. Commuting Patterns, 2005 – 2018

	2005	2010	2018
# of workers who live and are employed here	32,559	27,074	26,699
# of workers who live here, but work in another county	22,514	19,463	22,924
# of workers who work here, but live in another county	25,632	23,754	22,536

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	
Franklin County, OH	4,255
Ashland County, OH	2,533
Cuyahoga County, OH	1,749
Crawford County, OH	1,609
Huron County, OH	1,127
Knox County, OH	1,039
Summit County, OH	964
Delaware County, OH	667
Stark County, OH	661
Wayne County, OH	502

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

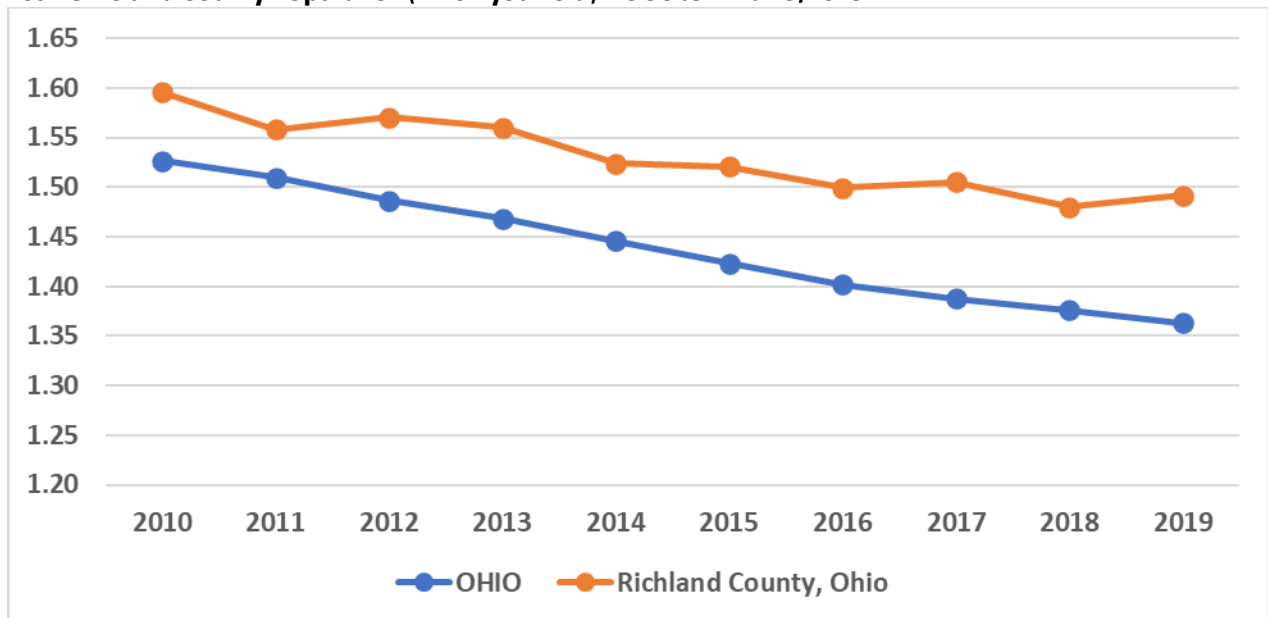
Top Home Counties for In-Commuters	
Crawford County, OH	2,934
Ashland County, OH	2,405
Franklin County, OH	1,365
Huron County, OH	1,221
Morrow County, OH	1,210
Knox County, OH	992
Cuyahoga County, OH	832
Marion County, OH	719
Summit County, OH	567
Stark County, OH	565

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**



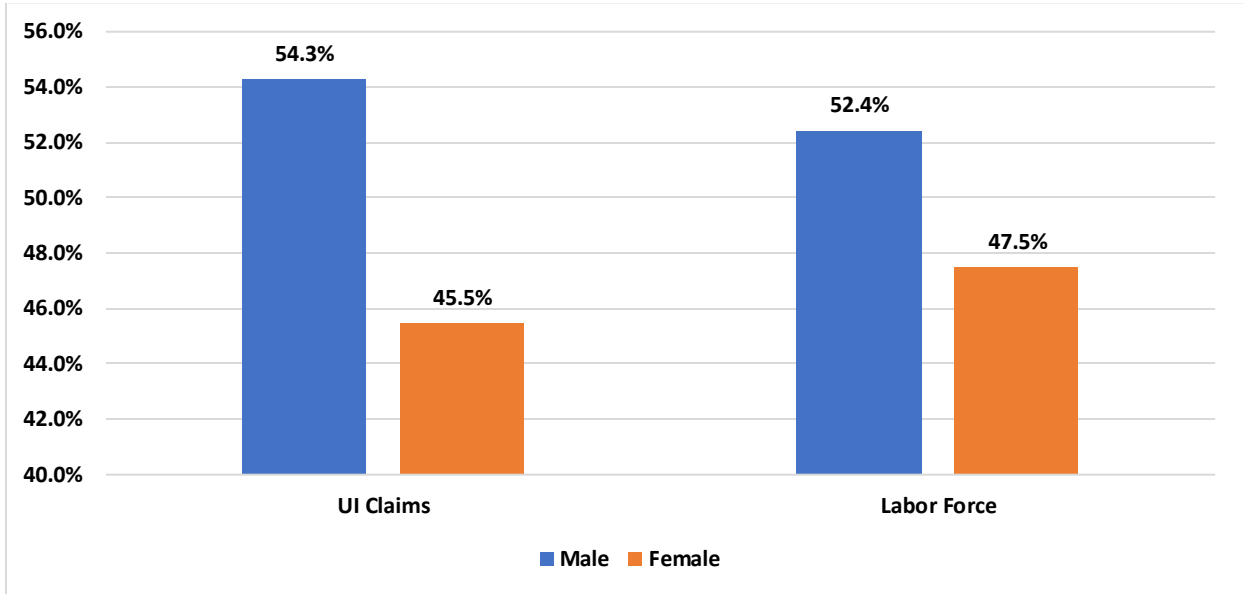
*Source: U.S. Census Bureau.

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

11. Profile of UI Claims

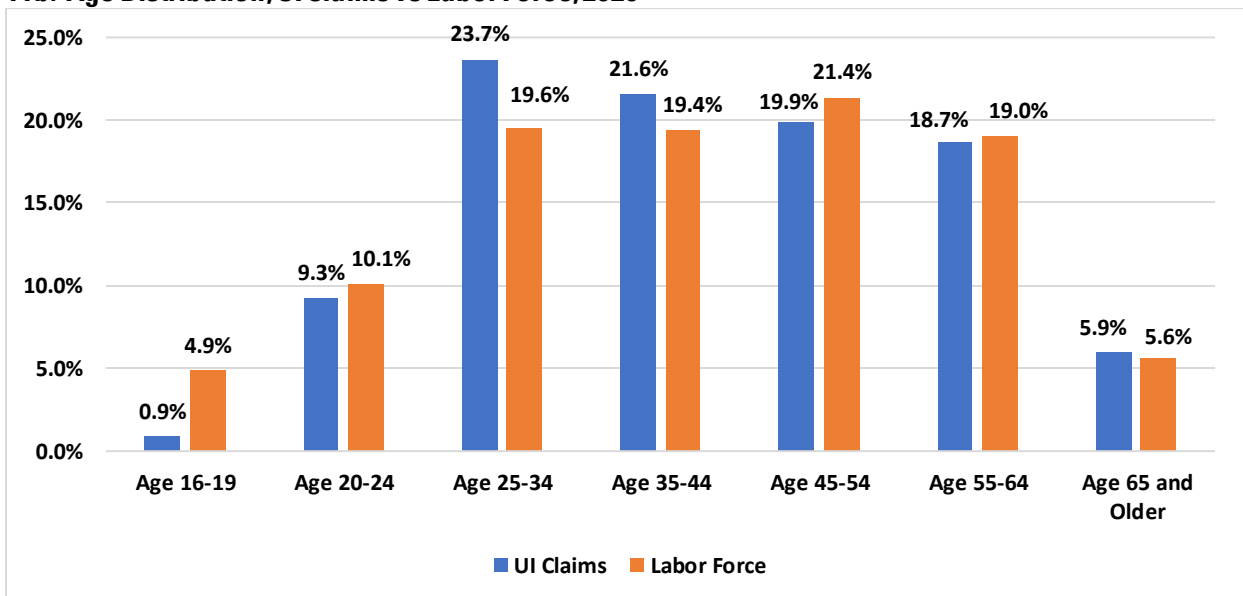
The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or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



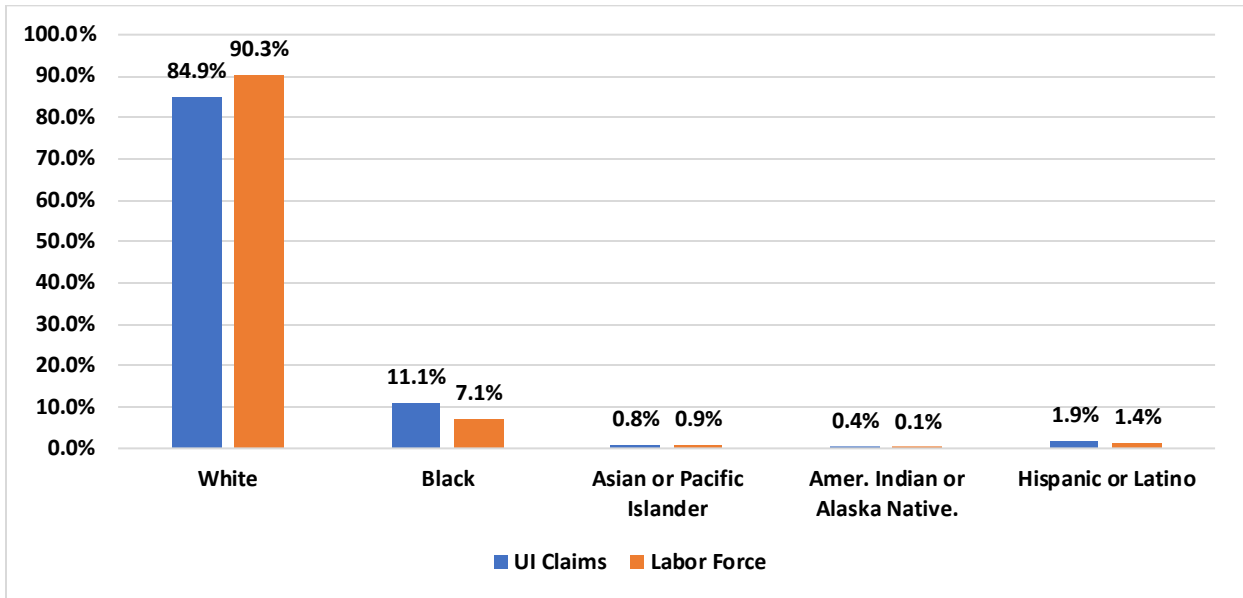
Source: Ohio Bureau of Labor Market Information.

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



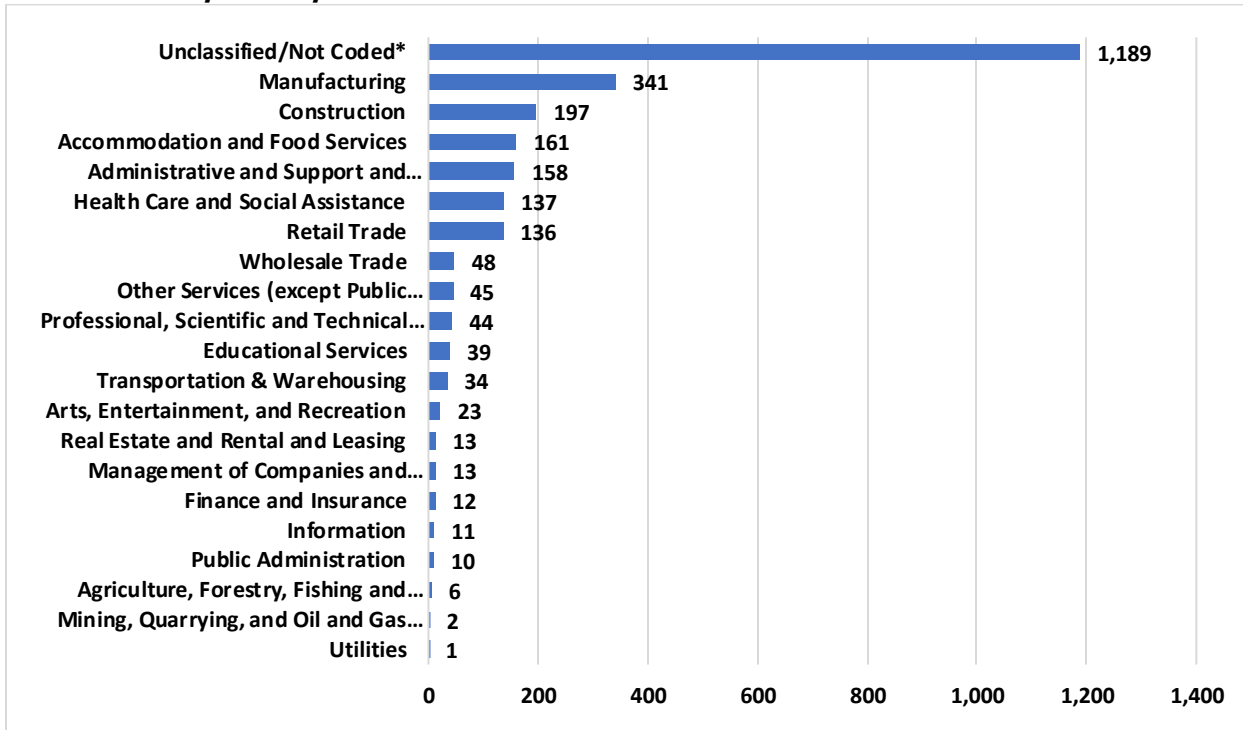
Source: Ohio Bureau of Labor Market Information.

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.

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



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- 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 or call the Ohio Bureau of Labor Market Information at **1-888-296-7541** option 6, or **(614) 752-9494**.

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