

# Hocking County economic and background assessment

Prepared for: South Central Ohio  
Workforce Partnership

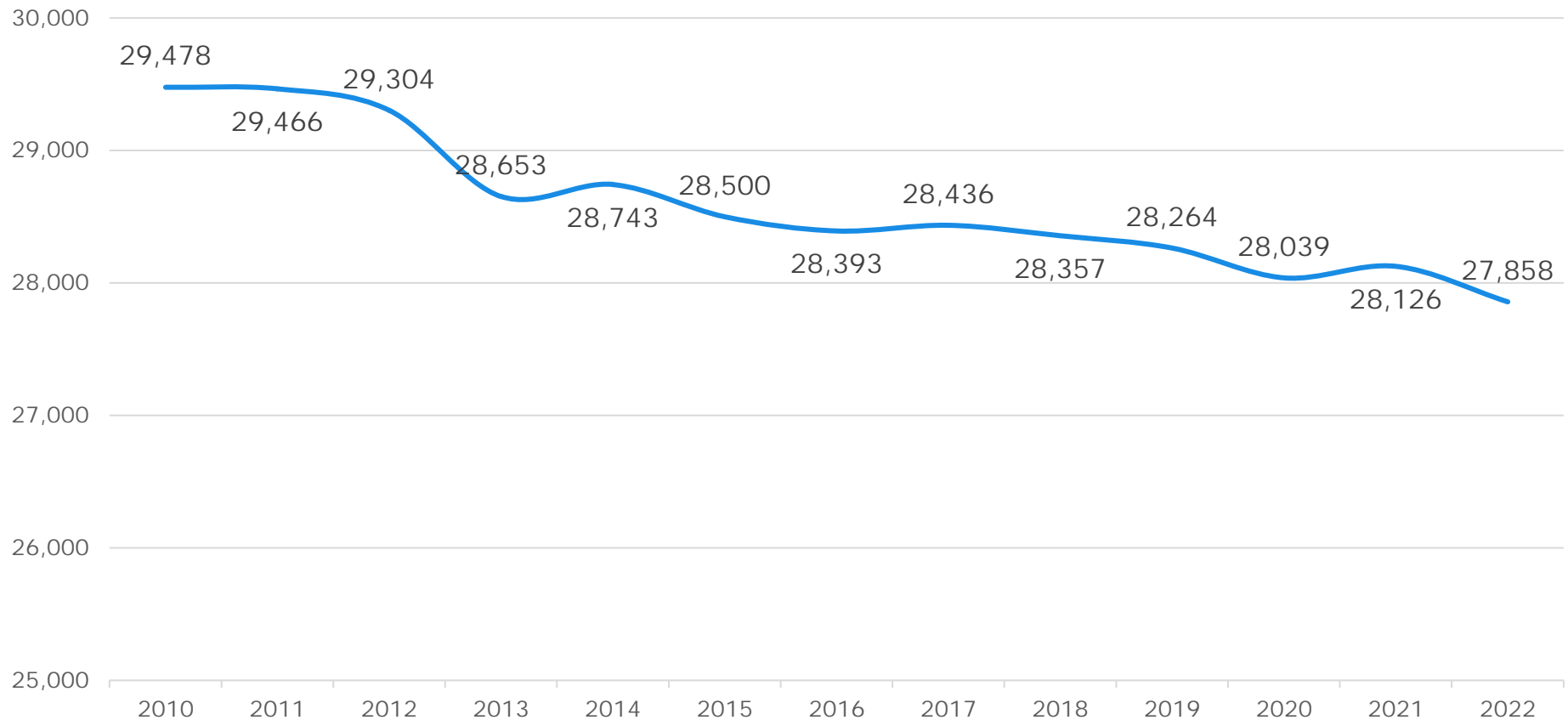
July, 2023



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# Population

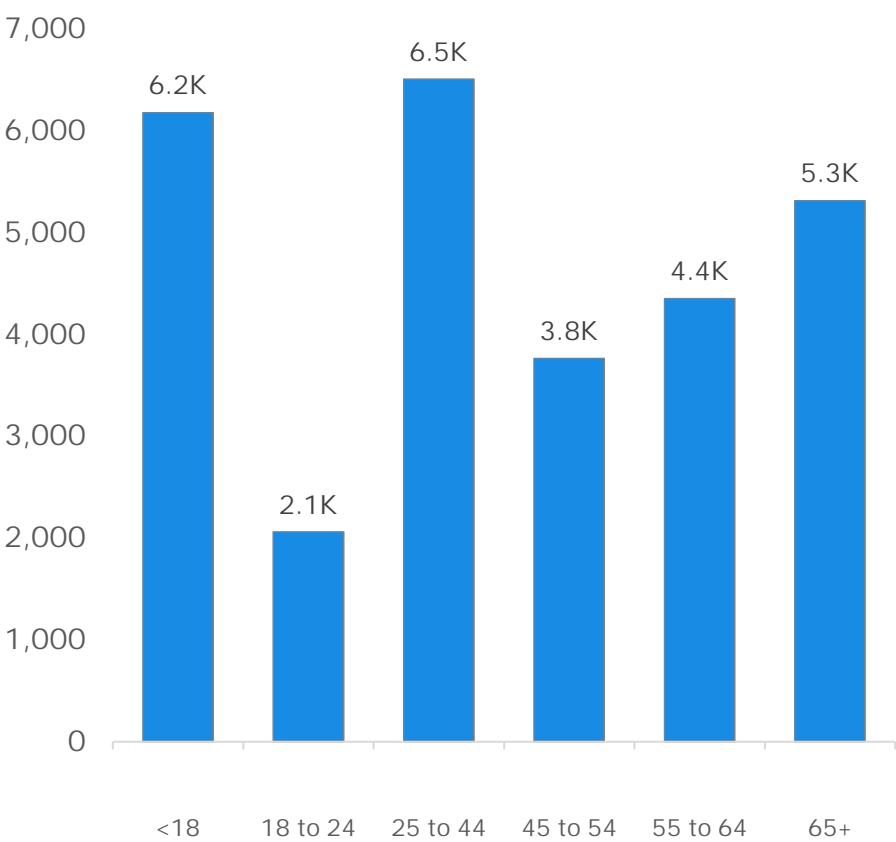
Population for Hocking County, 2010 - 2022



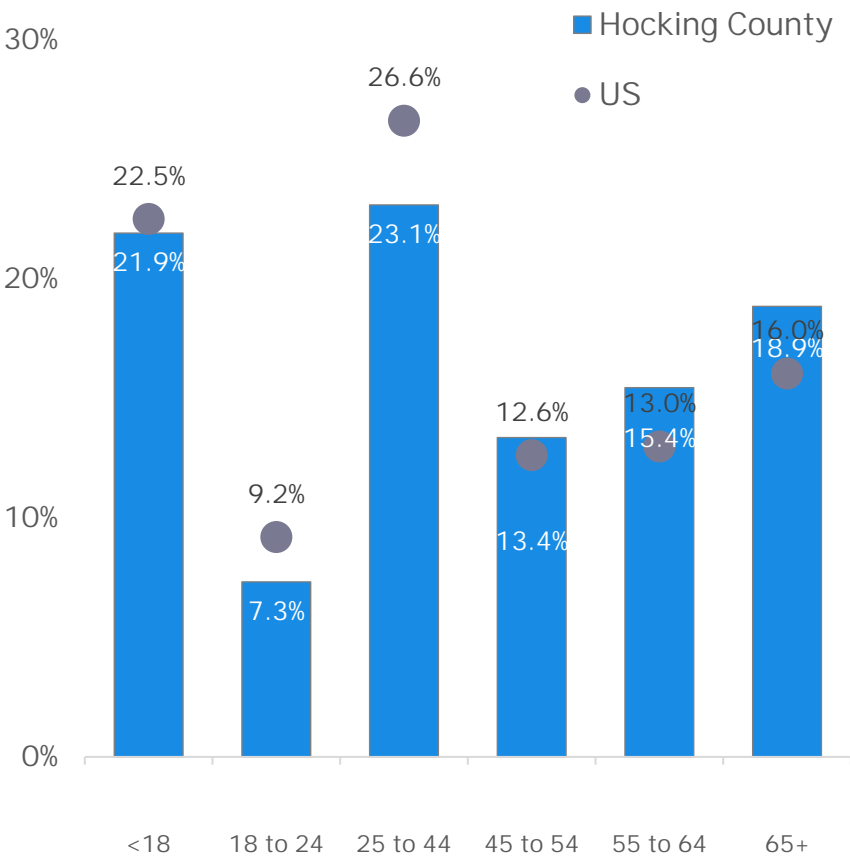
Source: US Census Bureau

# Population by age

Population by age cohort, 2021



Share of population by age cohort, 2021

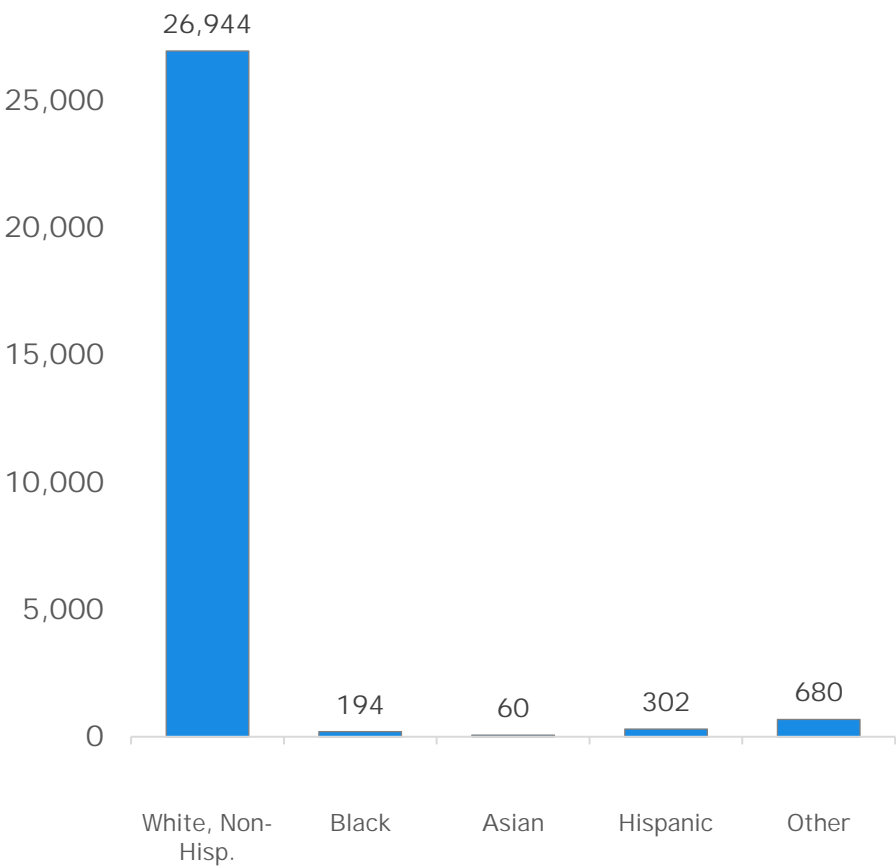


Source: US Census Bureau

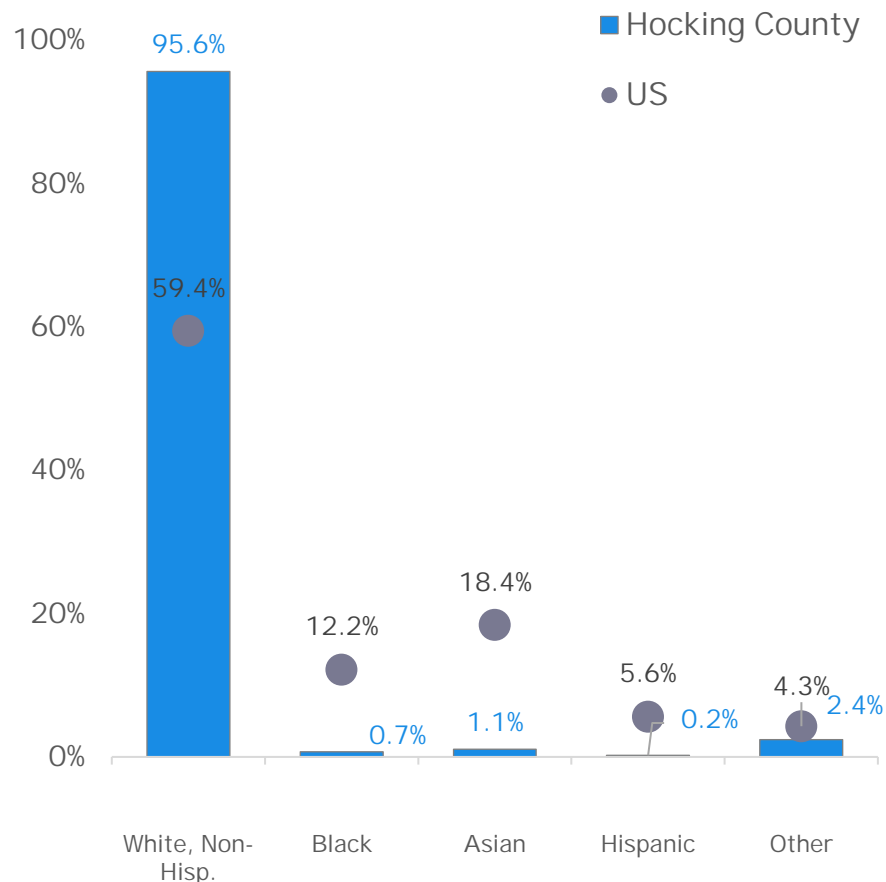


# Population by race

Population by race cohort, 2021



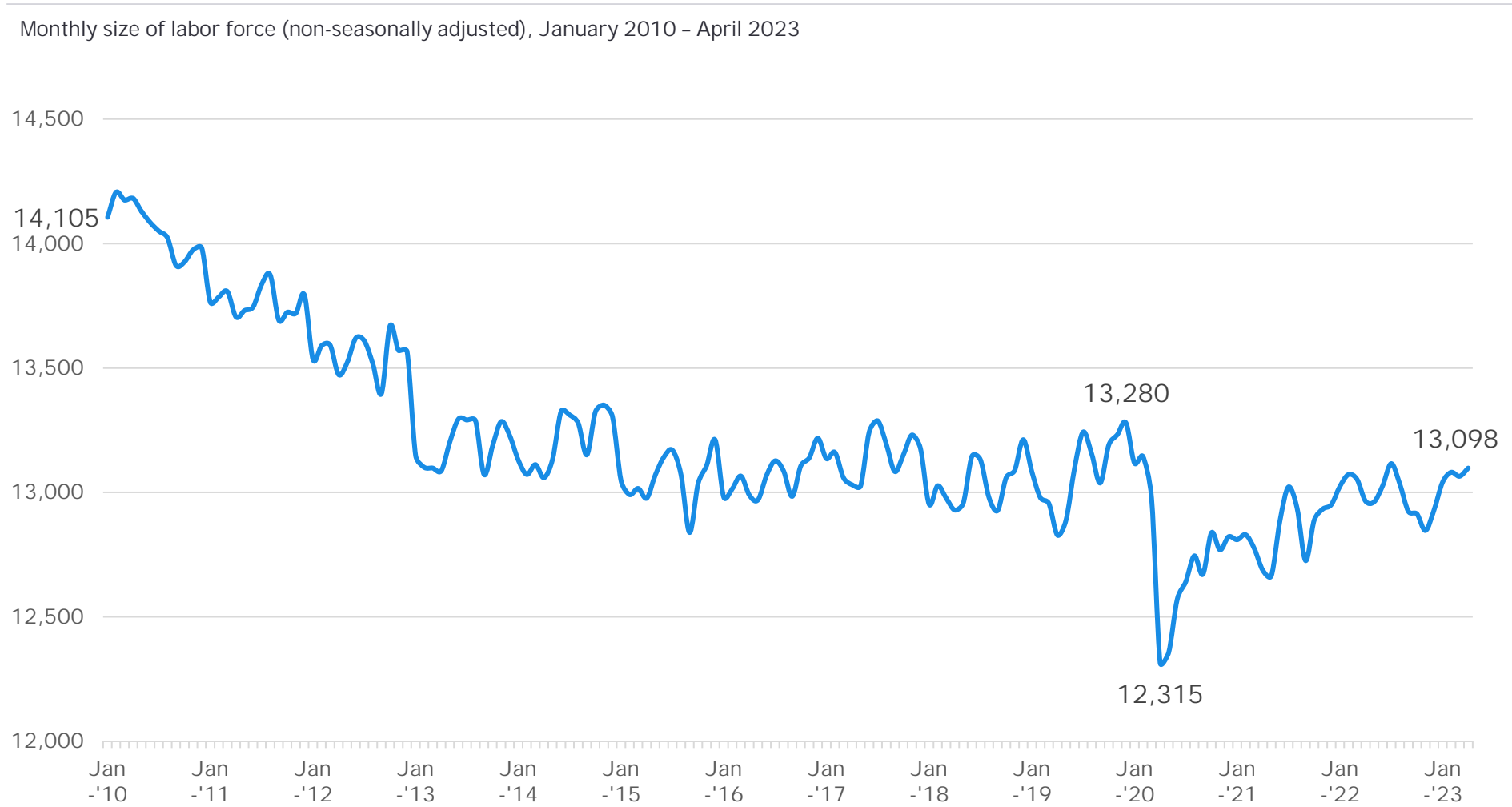
Share of population by race cohort, 2021



Source: US Census Bureau



# Labor force

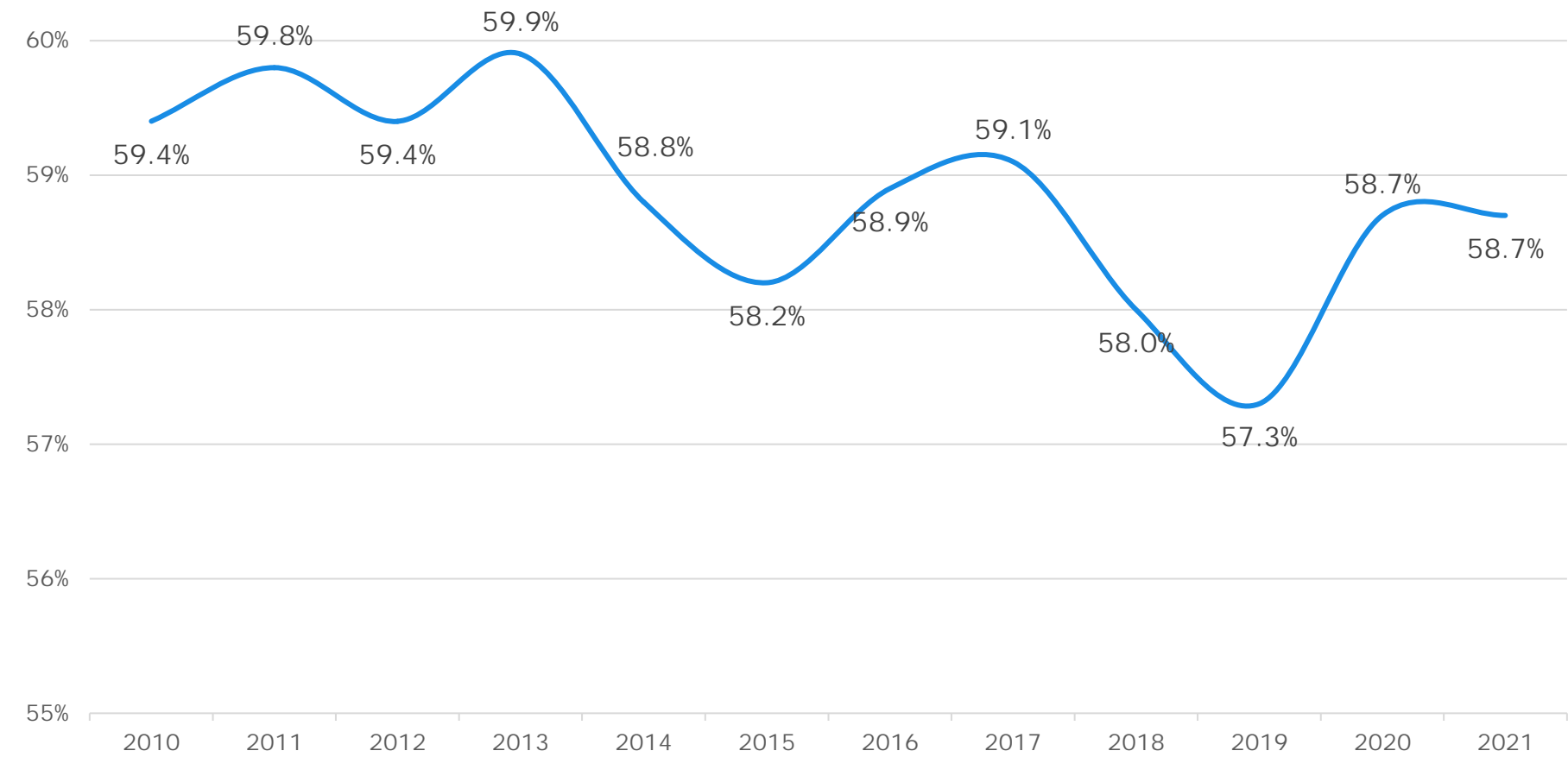


Source: US Bureau of Labor Statistics



# Labor force

Labor force participation rate, 2010 - 2021

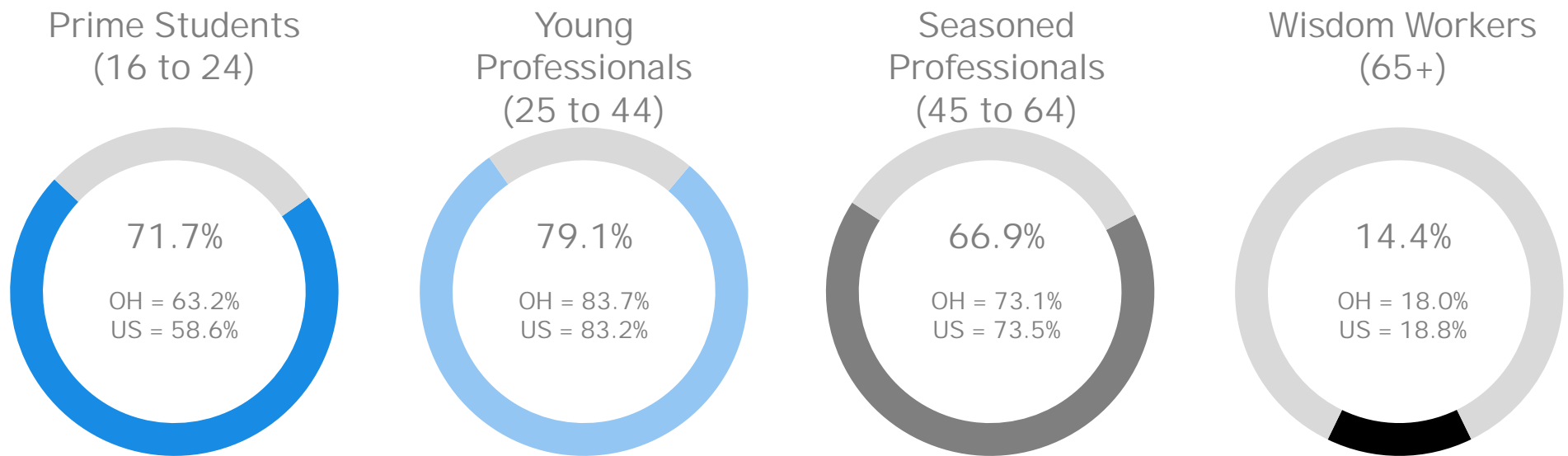


Source: US Census Bureau



# Labor force

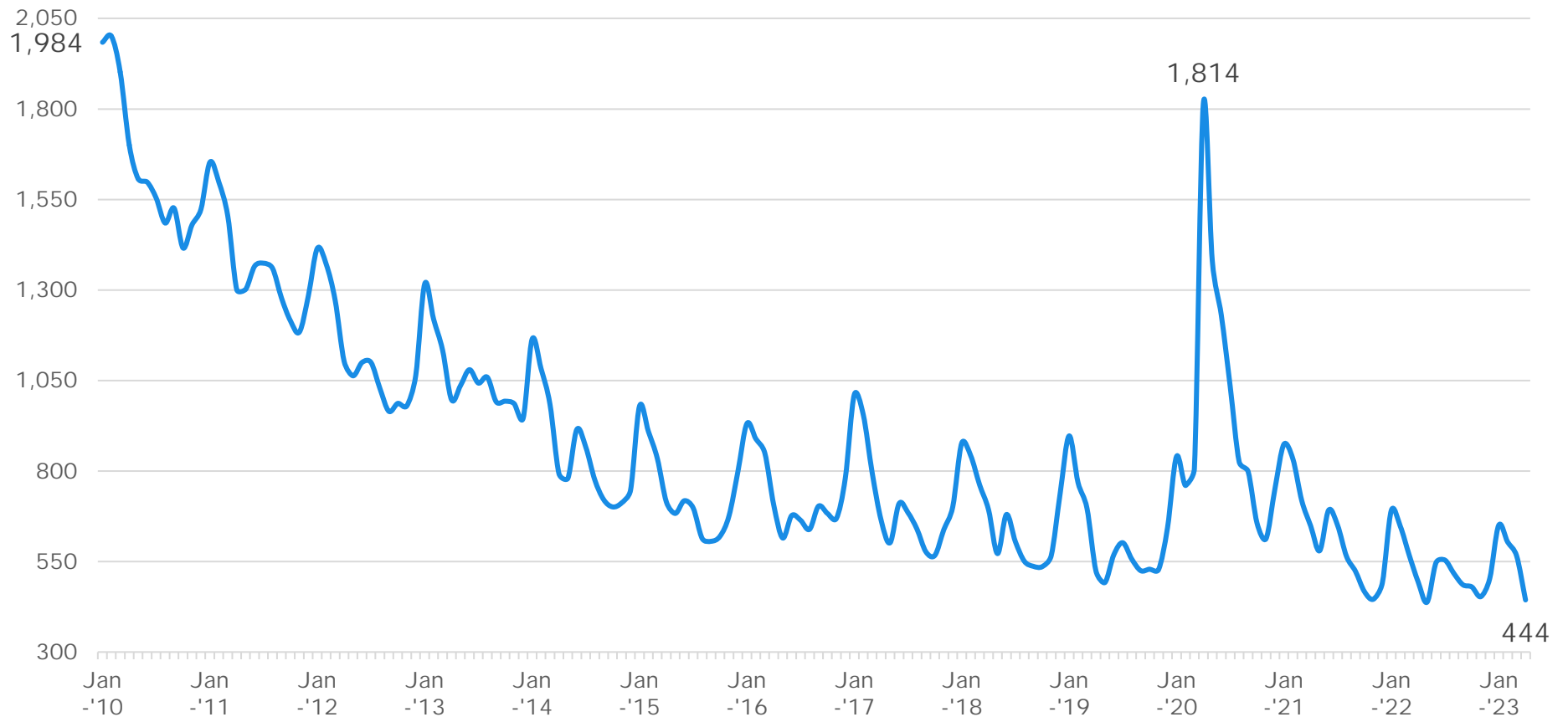
Labor force participation rate by age cohort (among residents 16 years and older) in Hocking County, 2021



Source: US Census Bureau

# Unemployment

Monthly size of unemployed population (non-seasonally adjusted), January 2010 – April 2023

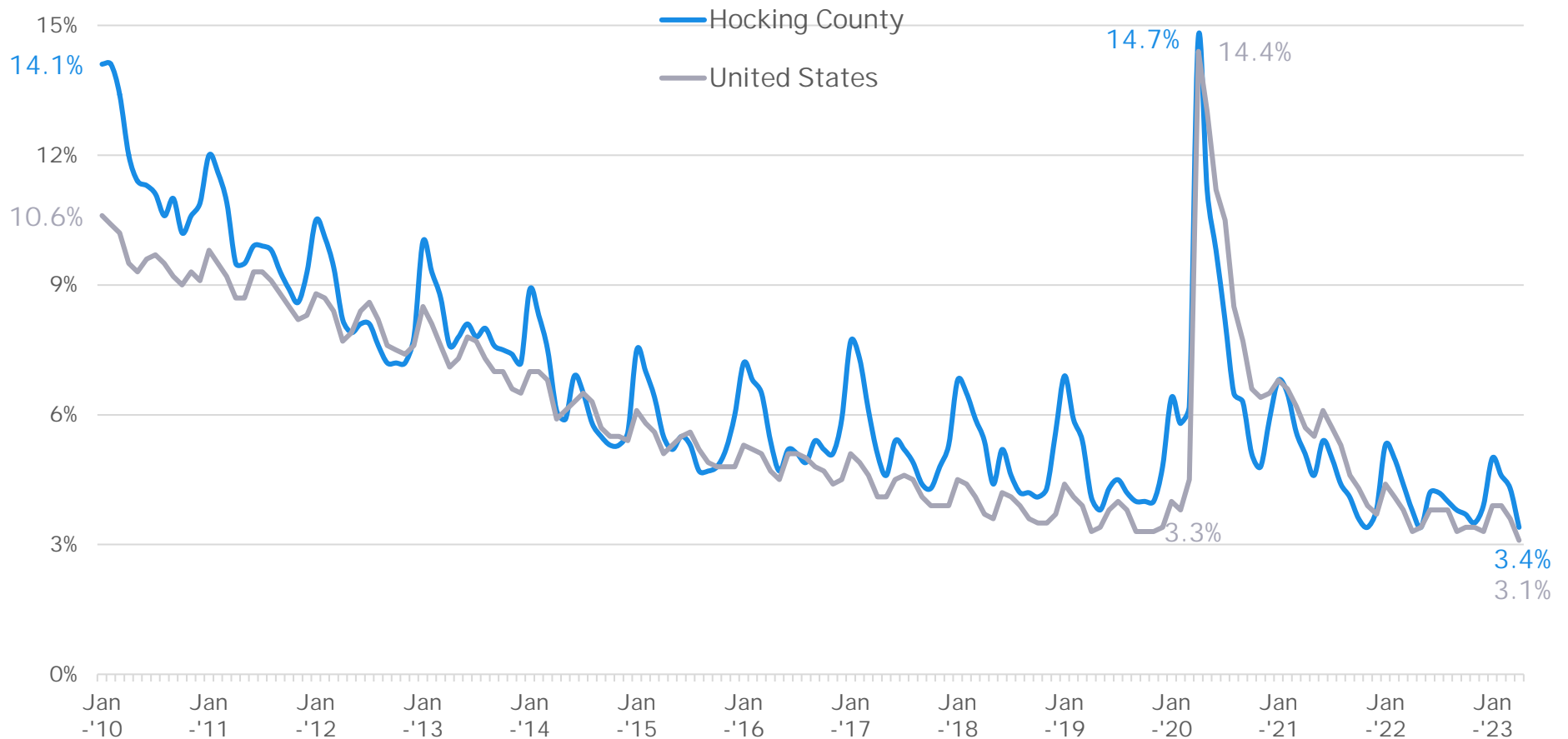


Source: US Bureau of Labor Statistics



# Unemployment rate

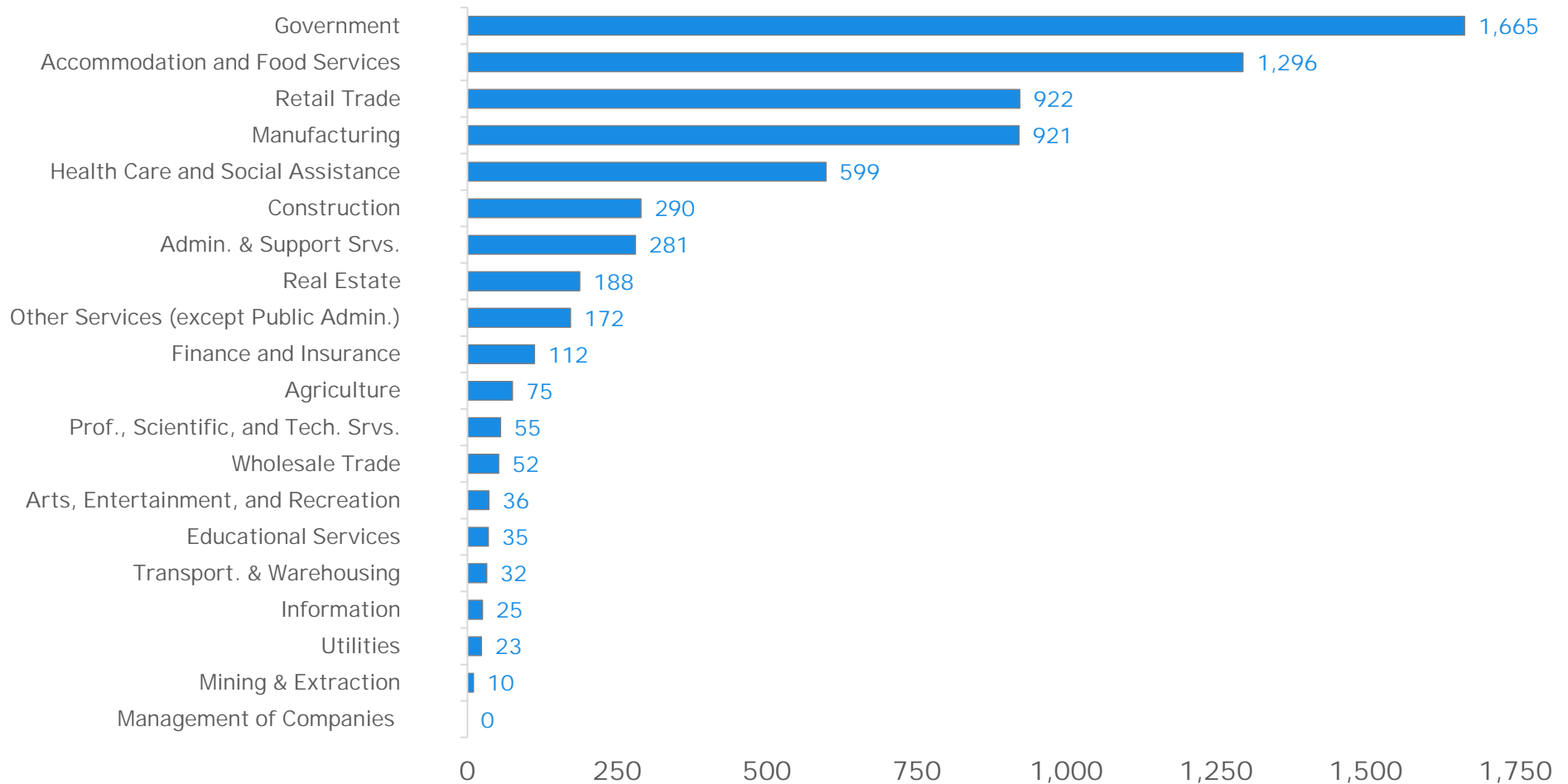
Monthly unemployment rate (non-seasonally adjusted), January 2010 – April 2023



Source: US Bureau of Labor Statistics

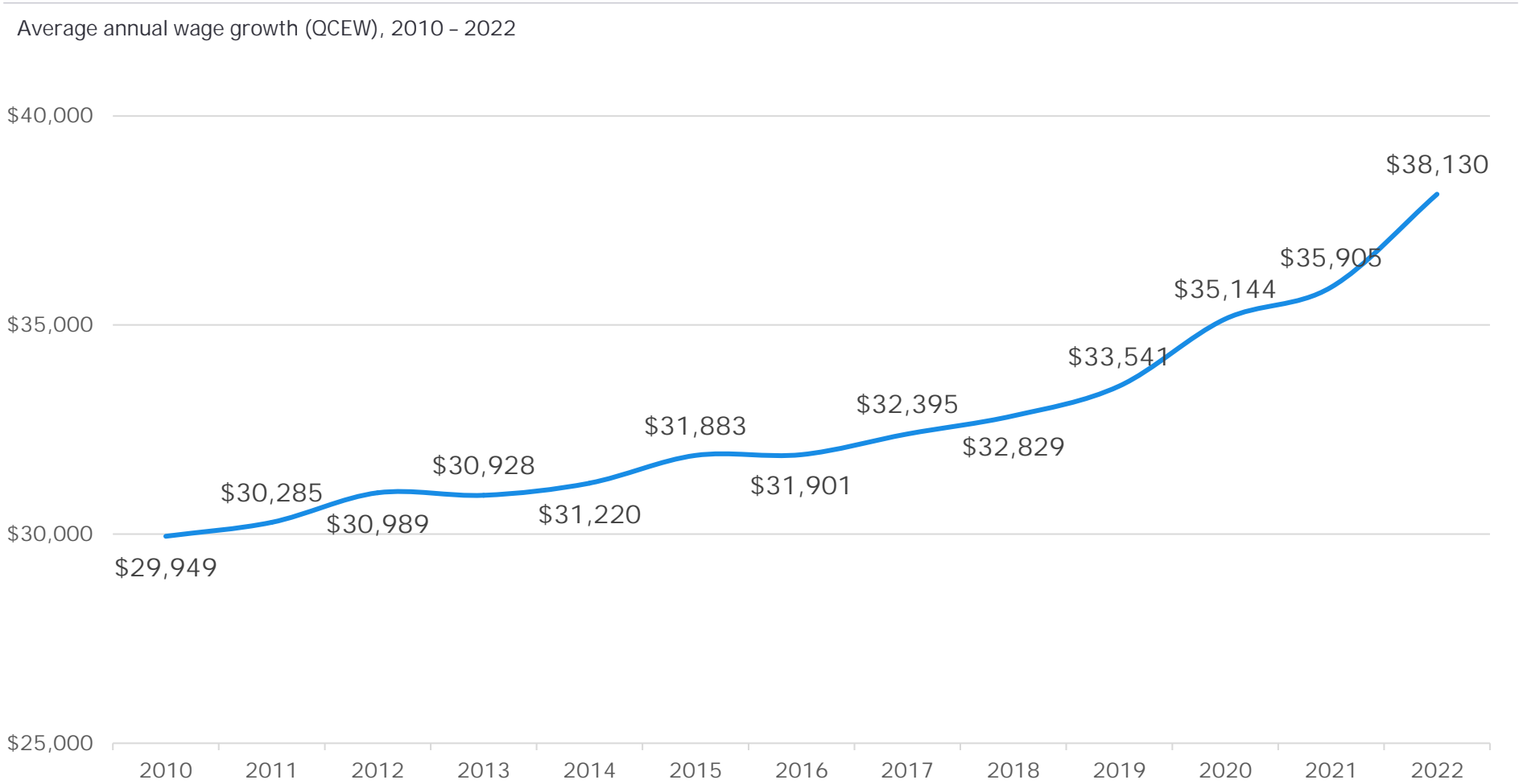
# Employment by industry

Employment by industry (2-Digit NAICS, QCEW), 2022



Source: Lightcast

# Average wage growth

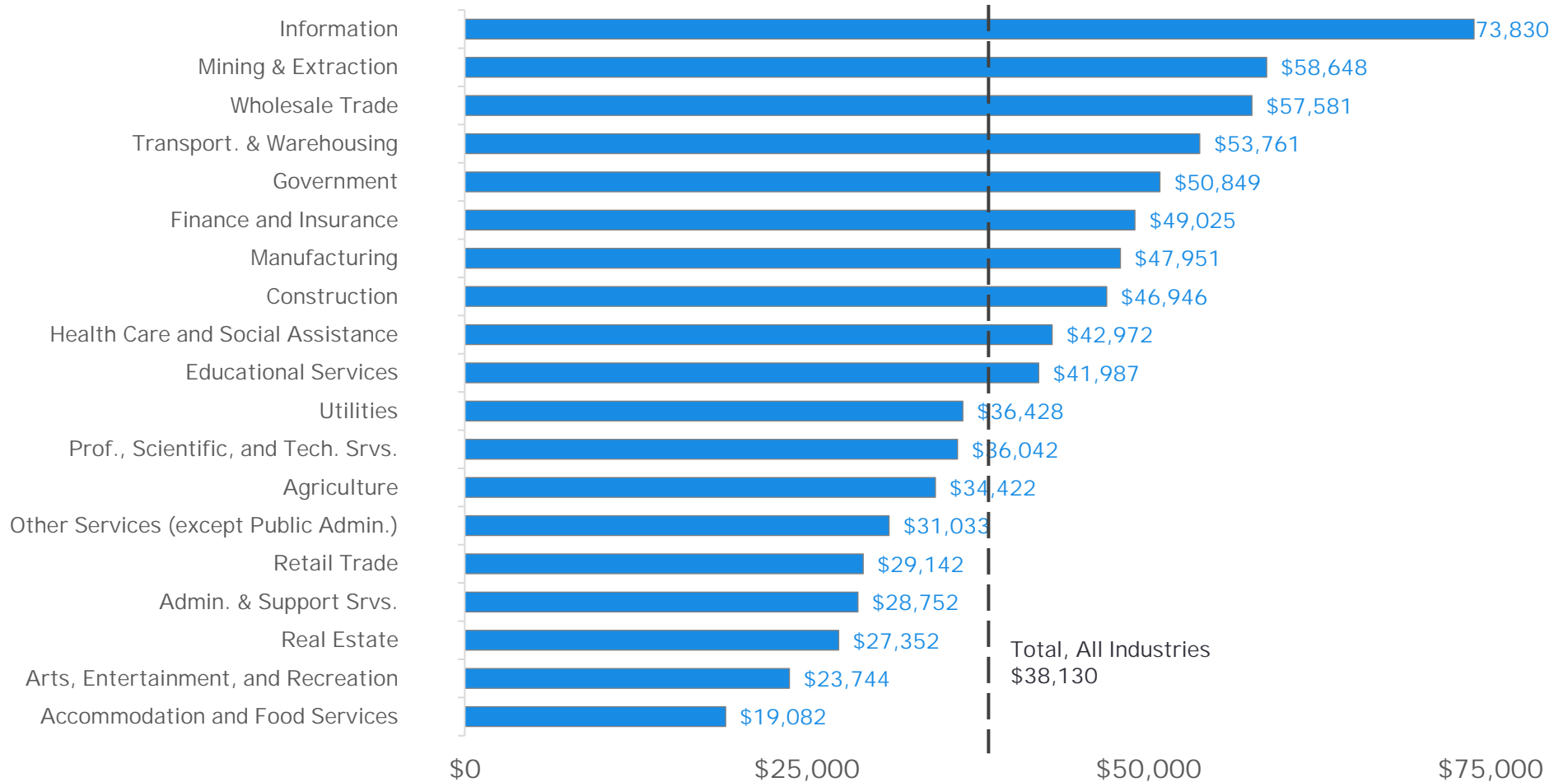


Source: Lightcast



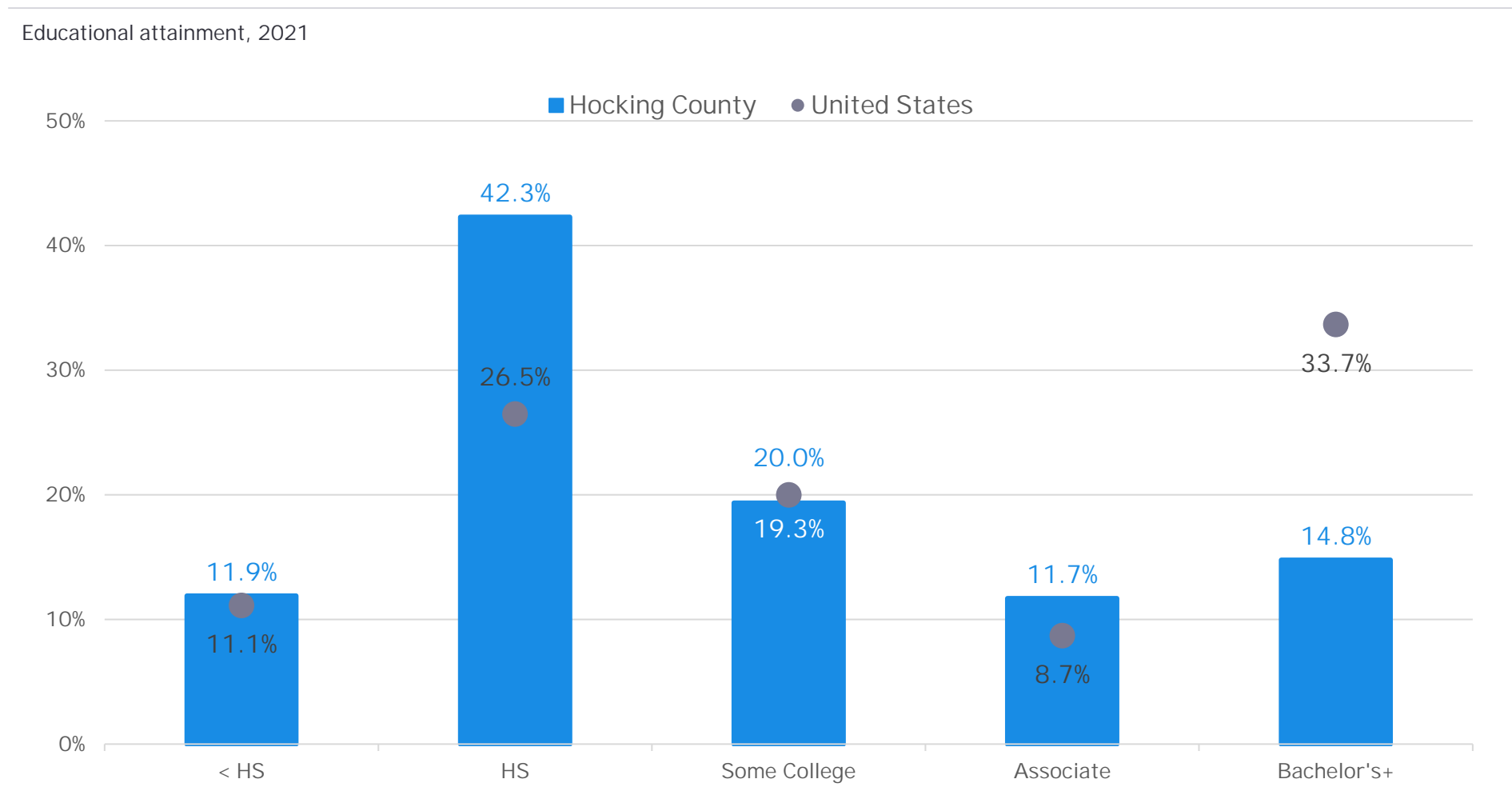
# Wage by industry

Wage by industry (2-Digit NAICS, QCEW), 2022



Source: Lightcast

# Educational attainment

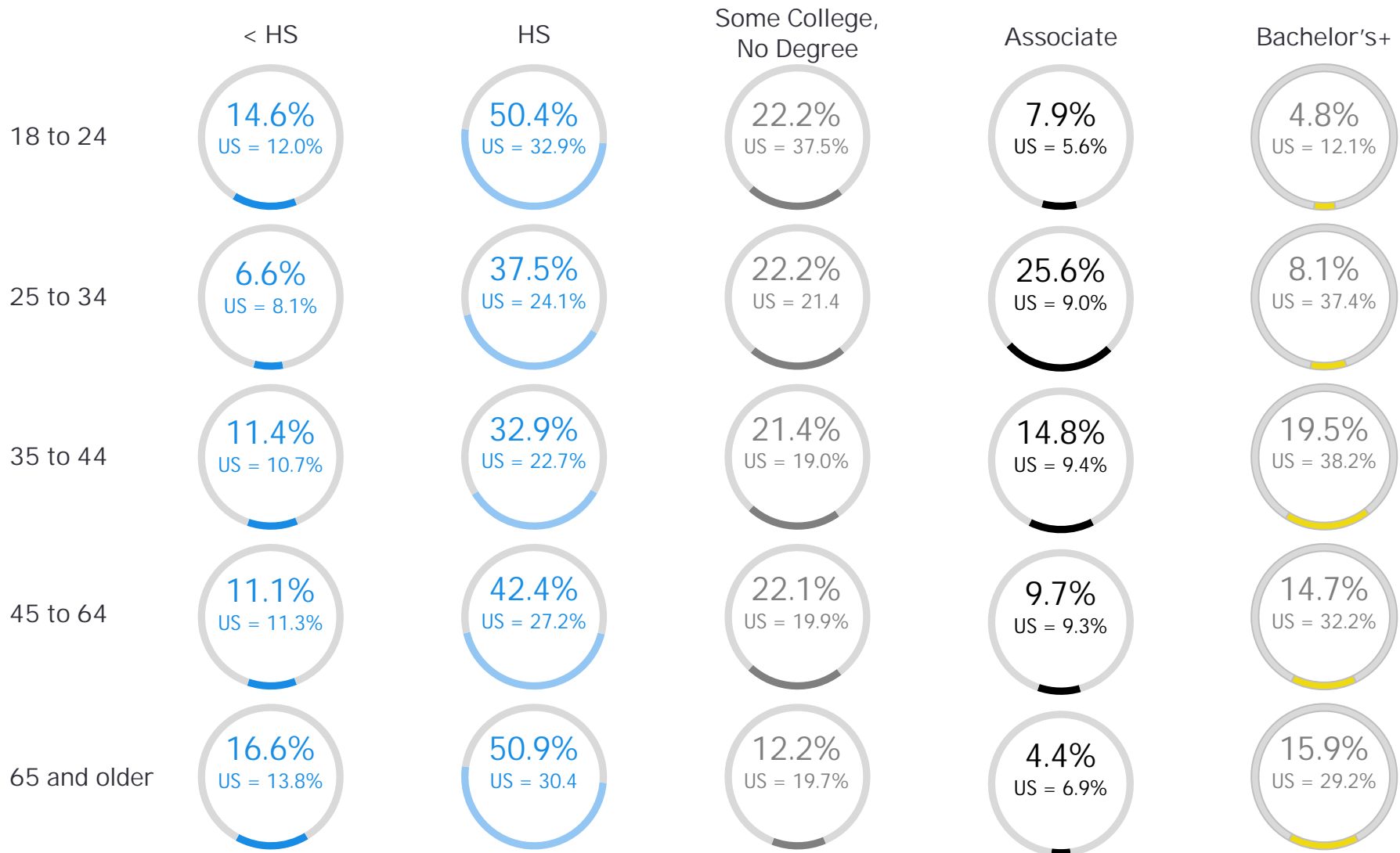


Source: US Census Bureau



# Educational attainment by age

Educational attainment by age (among residents ages 18 years of age and older), 2021



# Industry composition

Between 2017 and 2022, more than half of industry clusters with a presence in Hocking County experienced a decline in jobs. Mining & Logging and Research, each of which had a small presence in 2017 saw complete job losses by 2022. Consumer Products saw impressive growth and was the most concentrated cluster in 2022. Agribusiness & Food saw the largest percentage growth during the period. The top two clusters in terms of total jobs, Hospitality and Retail both grew between 2017 and 2022.

Hocking County's industry cluster performance, 2017 - 2022

Cluster	Employment (2022)	Employment growth (2017-2022)	Location quotient (2022)	Cluster	Employment (2022)	Employment growth (2017-2022)	Location quotient (2022)
Consumer Products	157	56.2%	4.5	Entertainment	55	-42.4%	0.4
Agribusiness & Food	355	192.0%	2.5	Professional Services	48	-6.3%	0.2
Hospitality	1,296	9.5%	2.0	Industrial Machinery	11	-90.8%	0.2
Retail	948	11.7%	1.3	Wholesale Trade	33	-4.3%	0.1
Education	700	3.8%	1.2	Distribution & Logistics	21	-34.4%	0.1
Construction Svcs.	310	13.9%	0.9	Mining & Logging	--	--	--
Telecom Services	23	33.3%	0.7	Research	--	--	--
Financial Svcs.	231	21.4%	0.7	Aerospace	--	--	--
Back Office	230	79.2%	0.5	Apparel & Textiles	--	--	--
Creative Content	17	100%*	0.2	Automotive	--	--	--
Metalworking	230	-14.7%	2.7	Biomedical R&D/Mfg	--	--	--
Industrial Products	197	-15.9%	2.0	Electronics	--	--	--
Government	711	-7.8%	1.4	Energy	--	--	--
Non-Profits & Social Svc.	212	-0.7%	1.0	Shipbuilding	--	--	--
Healthcare	712	-18.9%	0.9	Software / Info. Tech.	--	--	--
Furniture Mfg.	12	-81.2%	0.7	Transportation	--	--	--
Personal Services	106	-35.8%	0.6	Total	6,796	0.4%	1.00

Strong & Advancing

Weak but Advancing

Strong but Declining

Weak & Declining

Source: Lightcast



# Occupational composition

Between 2017 and 2022 more occupational clusters experienced growth than experienced decline in Hocking County. Business, Personal Services, and Mechanics clusters posted the largest increase in net new jobs among clusters. Medical, Engineering, and Production clusters saw the largest net decrease in jobs during the same period.

Hocking County's occupational cluster performance, 2017 - 2022

Cluster	Employment (2022)	Employment growth (2017-2022)	Location quotient (2022)	Cluster	Employment (2022)	Employment growth (2017-2022)	Location quotient (2022)
Hospitality	1,452	1.2%	1.7	Financial	137	8.4%	0.6
Personal Services	692	7.9%	1.1	Computer	112	1.2%	0.4
Education	602	0.6%	1.5	Sales & Marketing	31	57.3%	0.6
Social Service	449	0.9%	1.4	Geology	32	-20.0%	3.4
Mechanics	313	13.4%	1.2	Production	561	-2.9%	1.4
Construction	297	4.4%	1.1	Political	8	-33.3%	1.3
Agriculture	74	68.1%	1.4	Communications	32	-20.0%	1.0
Design	40	11.1%	1.0	Engineering	132	-29.2%	0.9
Plant Operators	34	21.7%	1.8	Medical	691	-10.4%	0.9
Architecture	12	50.0%	1.4	Math	12	-25.0%	0.9
Back Office	813	0.3%	0.9	Performance	20	0.0%	0.8
Logistics	648	2.7%	0.9	Legal	37	-11.2%	0.7
Business	209	42.2%	0.6	Total	6,796	0.4%	1.0

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Weak & Declining

Source: Lightcast

# Occupational composition of resident workers

Resident workers are individuals that live in the region but may work outside of the region. These occupational clusters reflect the types of jobs your residents work in, whether in or outside the region. In 2022, the top five occupational cluster in terms of total resident workers were Hospitality, Back Office, Medical, Logistics, and Personal Services. Business, Construction, and Logistics saw the largest net gains in resident workers between 2017 and 2022.

Hocking County's occupational cluster performance for resident workers

Cluster	Resident workers (2022)	Resident worker growth (2017-2022)	Location quotient (2022)	Cluster	Resident workers (2022)	Resident worker growth (2017-2022)	Location quotient (2022)
Logistics	1,107	9.0%	1.1	Sales & Marketing	45	56.4%	0.6
Personal Services	974	1.6%	1.1	Hospitality	1,809	-0.9%	1.4
Production	947	7.9%	1.6	Medical	1,131	-4.3%	1.0
Education	736	0.5%	1.2	Geology	36	-10.0%	2.6
Construction	546	26.1%	1.3	Political	12	0.0%	1.4
Social Service	503	2.1%	1.0	Engineering	194	-7.0%	0.9
Mechanics	450	17.0%	1.1	Agriculture	46	-21.4%	0.6
Plant Operators	46	27.7%	1.7	Legal	35	-9.2%	0.4
Back Office	1,181	2.8%	0.8	Communications	32	-24.1%	0.7
Business	322	55.1%	0.7	Performance	18	-24.8%	0.5
Financial	171	13.7%	0.5	Architecture	8	-33.3%	0.6
Computer	163	2.0%	0.4	Math	8	-33.3%	0.4
Design	55	25.5%	0.9	Total	10,049	3.2%	1.0

Strong & Advancing

Weak but Advancing

Strong but Declining

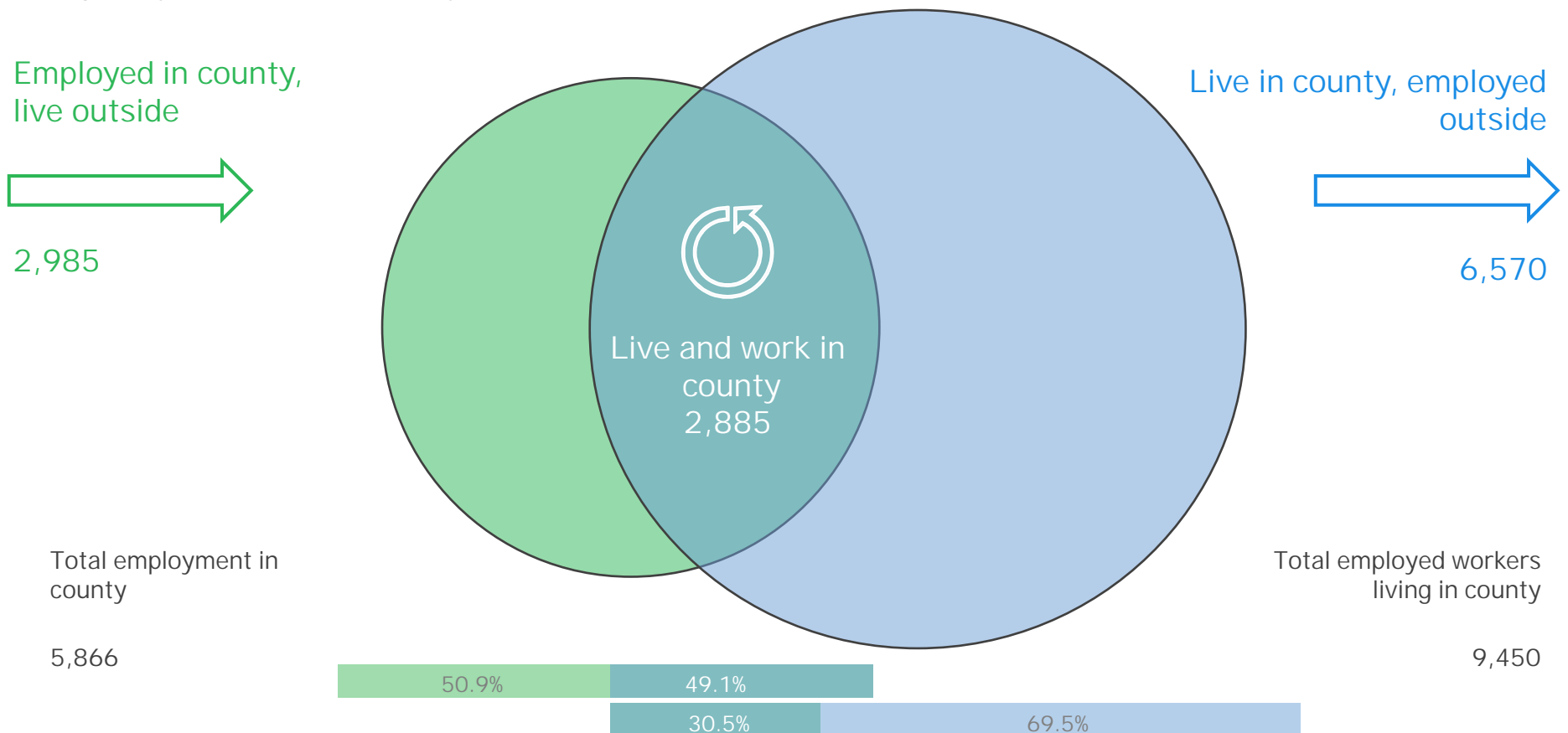
Weak & Declining

Source: Lightcast

# Inflow/outflow analysis

While Hocking County both imports and exports talent, there is a larger outflow of talent overall. Of the 9,450 employed individuals residing in the county, approximately 70% are employed outside of the county. At the same time, approximately 51% of workers employed in the county live elsewhere outside of the county.

Hocking County workforce inflow/outflow dynamics, 2020

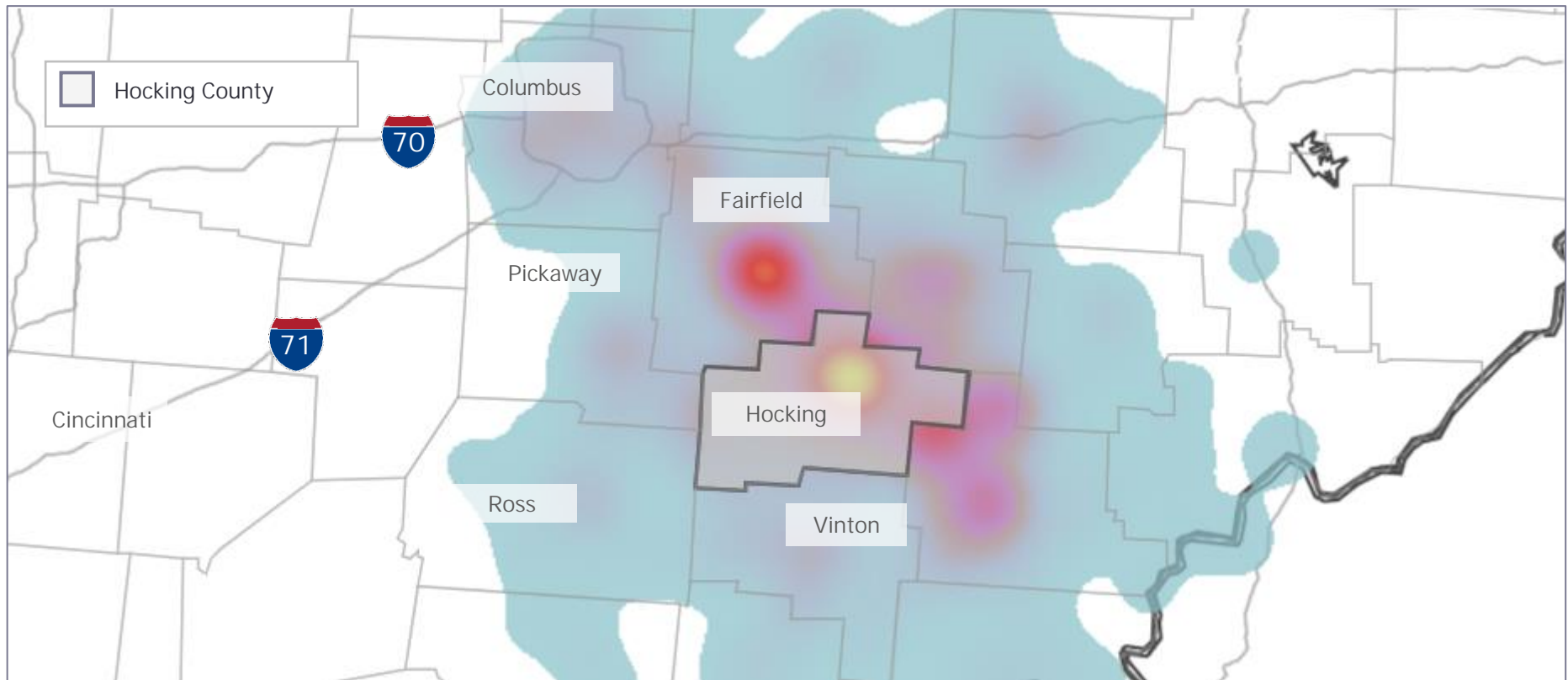


Source: US Census Bureau

# Hocking County worker origin

The map below shows the origins of workers for the Hocking County. The area shown below accounts for approximately 86% of the labor shed for the county and reflects approximately 5,060 workers.

Hocking County worker origin, 2020

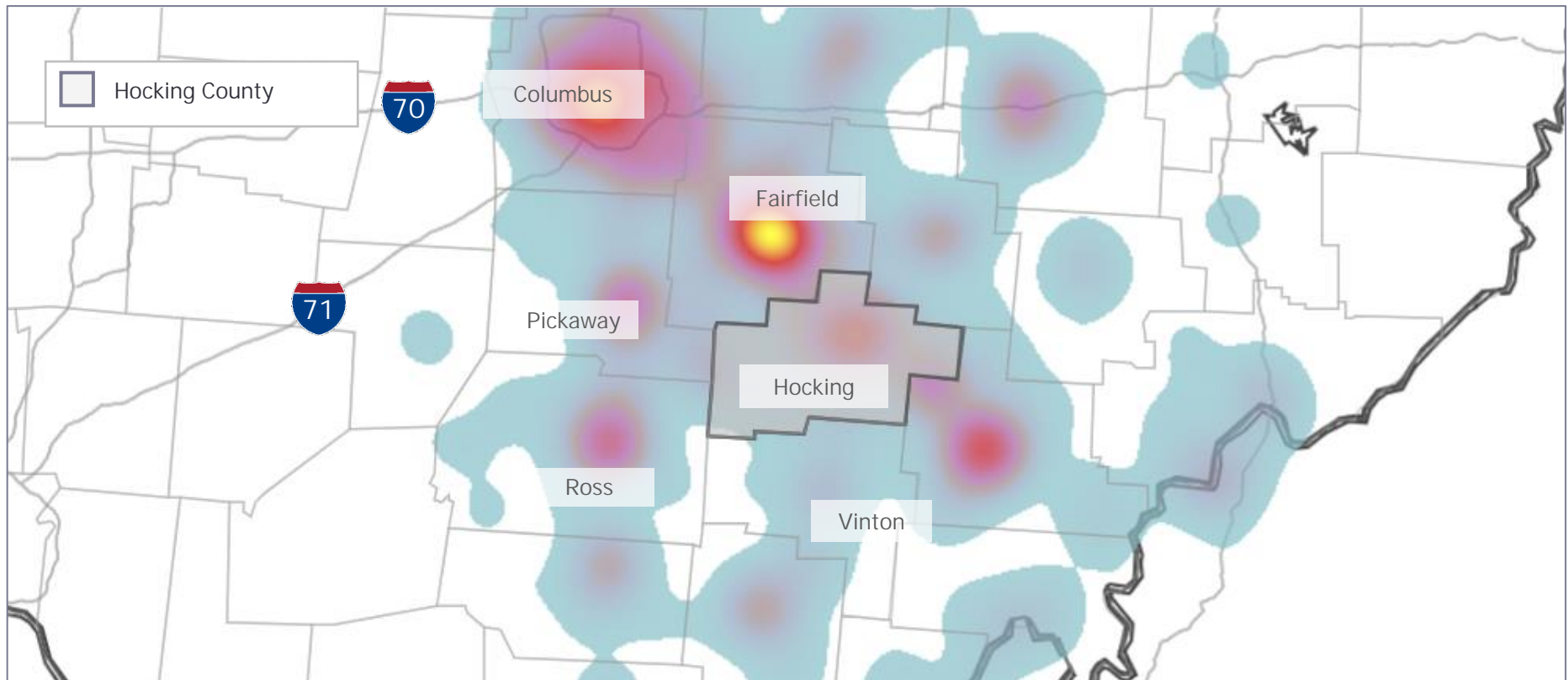


Source: US Census Bureau

# Hocking County's resident worker destinations

The map below shows the work destinations of resident workers in Hocking County. The area shown below accounts for 7,600 resident workers, or 80% of the county's resident workforce. While many residents work within the region, Franklin County is a hotspot for resident workers commuting out of the county and region for work.

Hocking County's resident worker destinations, 2020

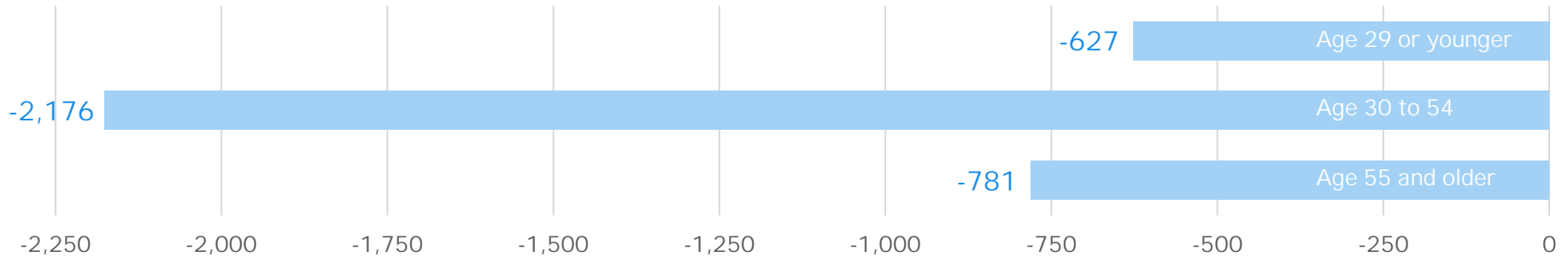


Source: US Census Bureau

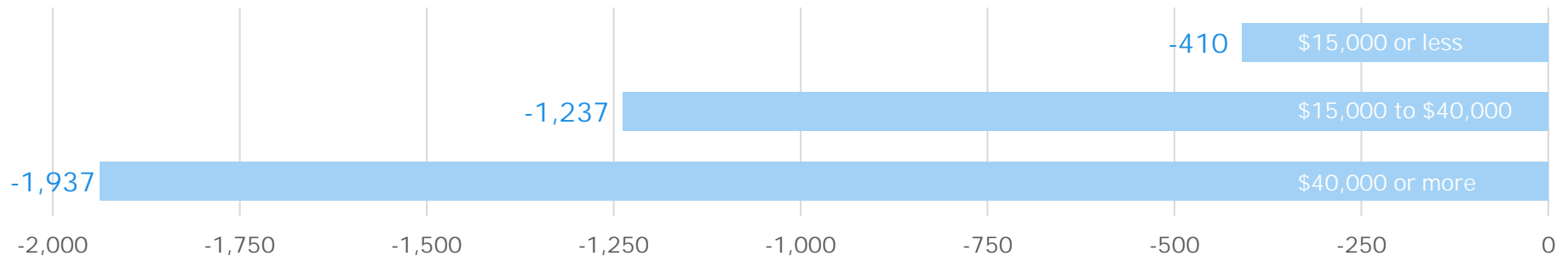
# Inflow/outflow of workers by age and earnings

Hocking County exported talent at every age and earnings bracket in 2020. Prime working age residents, ages 30 to 54, commuted out in larger numbers compared to the other age cohorts. Similarly, workers earning \$40,000 or more commuted out of the county at much higher levels than those workers earning less than \$40,000 annually.

Net inflow/outflow of workers into Hocking County by age, 2020



Net inflow/outflow of workers into Hocking County by earnings, 2020

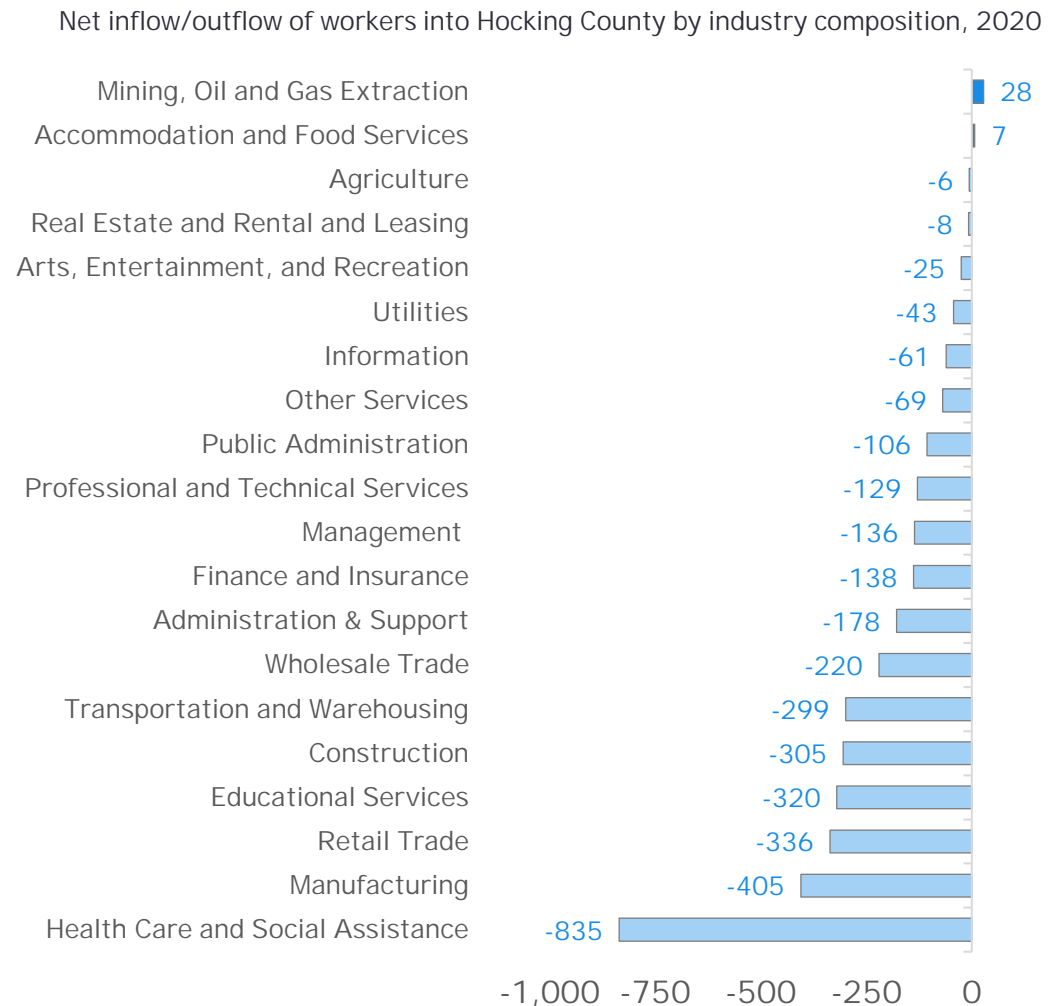


Source: US Census Bureau

# Net inflow of workers by industry

Hocking County is a net exporter of talent across most industries. There are just two industries in which employment within the county exceeds the number of resident workers. These industries include Mining, Oil & Gas Extraction and Accommodation & Food Services.

In all other industries, the number of resident workers exceeds employment. For example, Hocking County is home to approximately 835 more workers employed in Health Care and Social Assistance compared to the total number of industry jobs located within in the city. Other major industries in which Hocking County is an exporter of talent includes Manufacturing, Retail, Education, and Construction.

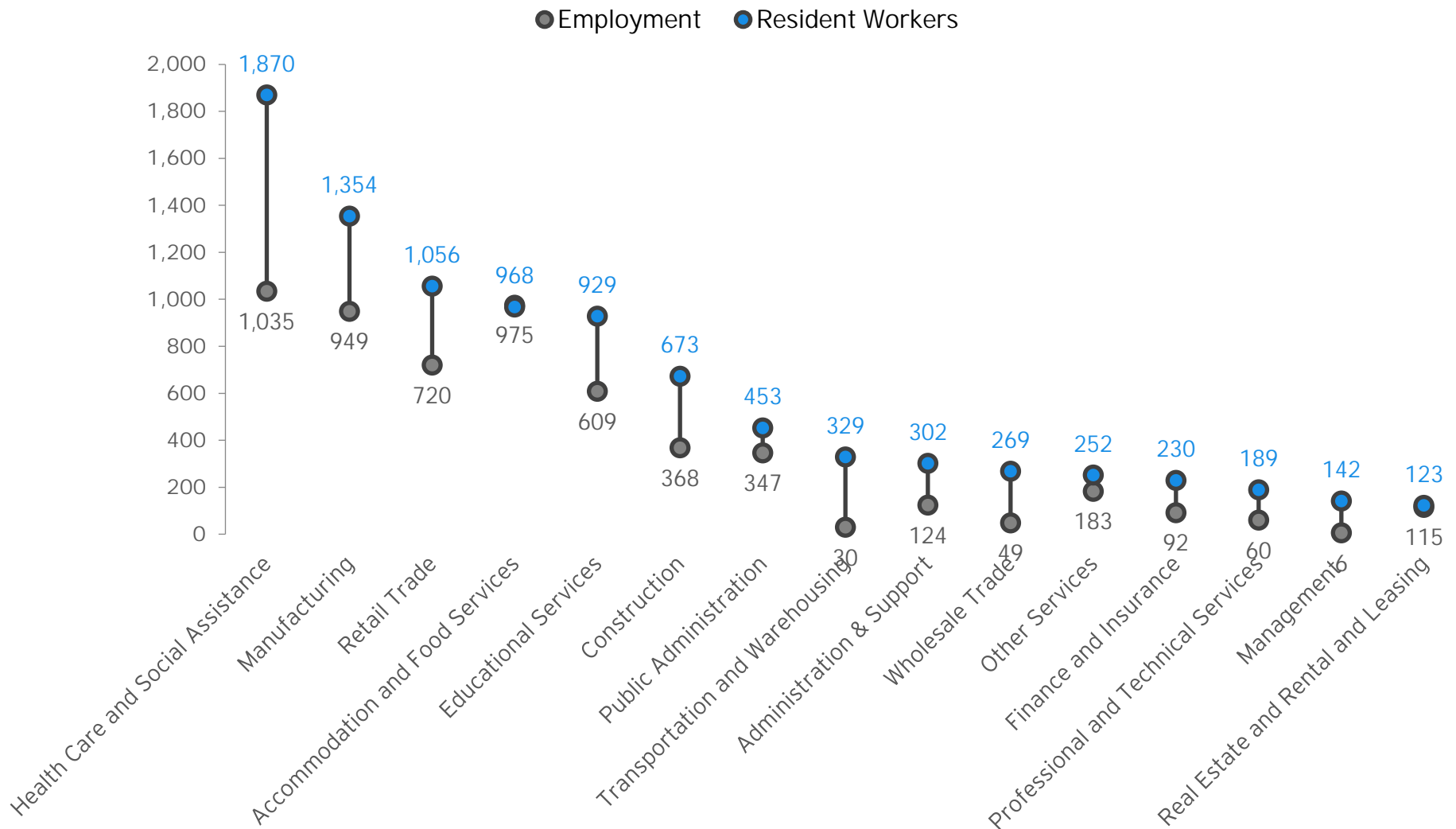


Source: US Census Bureau



# Industry composition by worker origin

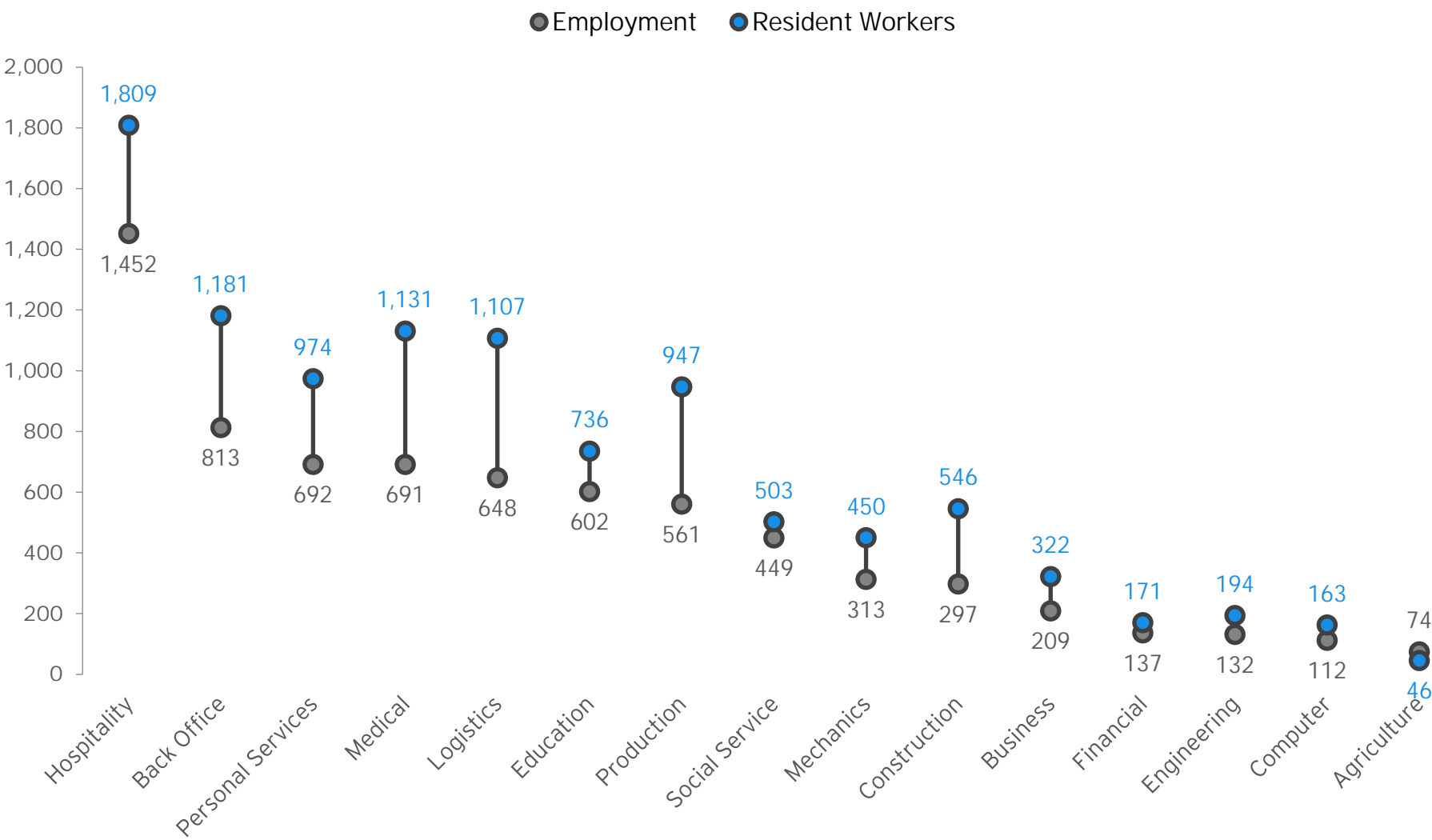
Hocking County's employment versus resident workers for top 15 industry clusters, 2020



Source: US Census Bureau

# Occupation composition by worker origin

Hocking County's employment versus resident workers for top 15 occupational clusters, 2022



Source: Lightcast



# Forecasted growth in industry composition

In the table below, we examine possible employment forecasts for industry clusters in Hocking County. Hospitality and Retail were the top two clusters in terms of total jobs in 2022 and are forecasted to have continued growth over the course of the next two and ten years. Agribusiness & Food and Back Office clusters are also forecasted to see increased net new jobs in the County. Overall, the county is forecasted to add nearly 900 jobs over the next decade, growing by more than 13%.

Hocking County's industry cluster forecasted growth

Cluster	Employment (2022)	Forecasted Employment (2024)	Forecasted Employment (2032)	Cluster	Employment (2022)	Forecasted Employment (2024)	Forecasted Employment (2032)
Aerospace	--	--	--	Healthcare	712	705	682
Agribusiness & Food	355	428	557	Hospitality	1,296	1,393	1,585
Apparel & Textiles	--	--	--	Industrial Products	197	192	179
Automotive	--	--	--	Industrial Machinery	11	10	--
Back Office	230	274	351	Metalworking	230	245	268
Biomedical R&D/Mfg	--	--	--	Mining & Logging	--	--	--
Construction Svcs.	310	314	305	Non-Profits & Social Service	212	234	286
Consumer Products	157	156	148	Personal Services	106	106	129
Creative Content	17	21	27	Professional Services	48	48	40
Distribution & Logistics	21	19	14	Research	--	--	--
Education	700	717	752	Retail	948	982	1,025
Electronics	--	--	--	Shipbuilding	--	--	--
Energy	--	--	12	Software / Info. Tech.	--	--	--
Entertainment	55	63	84	Telecom Services	23	29	44
Financial Svcs.	231	239	247	Transportation	--	--	--
Furniture Mfg.	12	16	23	Wholesale Trade	33	55	85
Government	711	711	711	Total	6,796	7,115	7,688

Source: Lightcast

# Forecasted growth in occupational composition

In the table below, we examine possible employment forecasts for occupational clusters at the county level. Hospitality, Personal Services, and Production are forecasted to experience the largest net new jobs created in Hocking County over the next decade. Medical is forecasted to experience a decline over the next ten years.

Hocking County's occupational cluster forecasted growth

Cluster	Employment (2022)	Forecasted Employment (2024)	Forecasted Employment (2032)	Cluster	Employment (2022)	Forecasted Employment (2024)	Forecasted Employment (2032)
Agriculture	74	88	104	Legal	37	37	35
Architecture	12	12	8	Logistics	648	678	725
Back Office	813	842	879	Math	12	12	12
Business	209	221	243	Mechanics	313	331	351
Communications	32	28	34	Medical	691	683	657
Computer	112	115	126	Performance	20	28	28
Construction	297	297	308	Personal Services	692	722	777
Design	40	44	44	Plant Operators	34	35	36
Education	602	613	637	Political	8	8	8
Engineering	132	136	143	Production	561	588	643
Financial	137	143	150	Sales & Marketing	31	33	35
Geology	32	32	28	Social Service	449	478	505
Hospitality	1,452	1,553	1,758	Total	6,796	7,115	7,688

Source: Lightcast



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