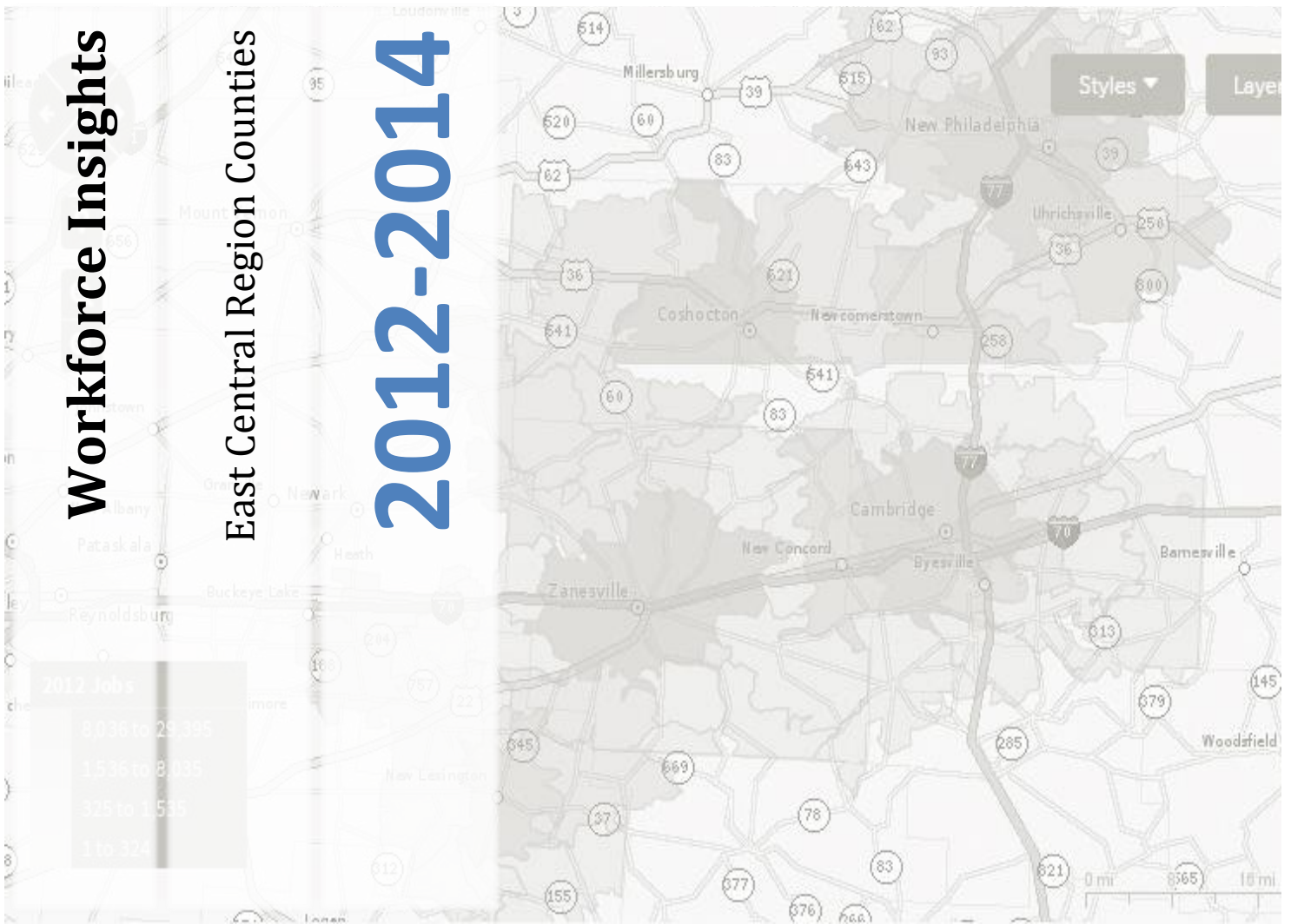


Workforce Insights

East Central Region Counties

2012-2014



This overview report provides a snapshot of the local job market in Coshocton, Muskingum, Geunsey, Perry and Tuscarawas Counties. Considerations include healthy occupations (large, growing, and well-paying (livable wages, or \$12/hourly)). The data to inform these summary charts have been compiled from powerful licensed data sources including EMSI an economic modeling tool, and WantedAnalytics, a real-time job posting aggregator and analyst tool.

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Geographic Region Overview

Coshocton, Muskingum, Guernsey, Perry and Tuscarawas Counties, Ohio

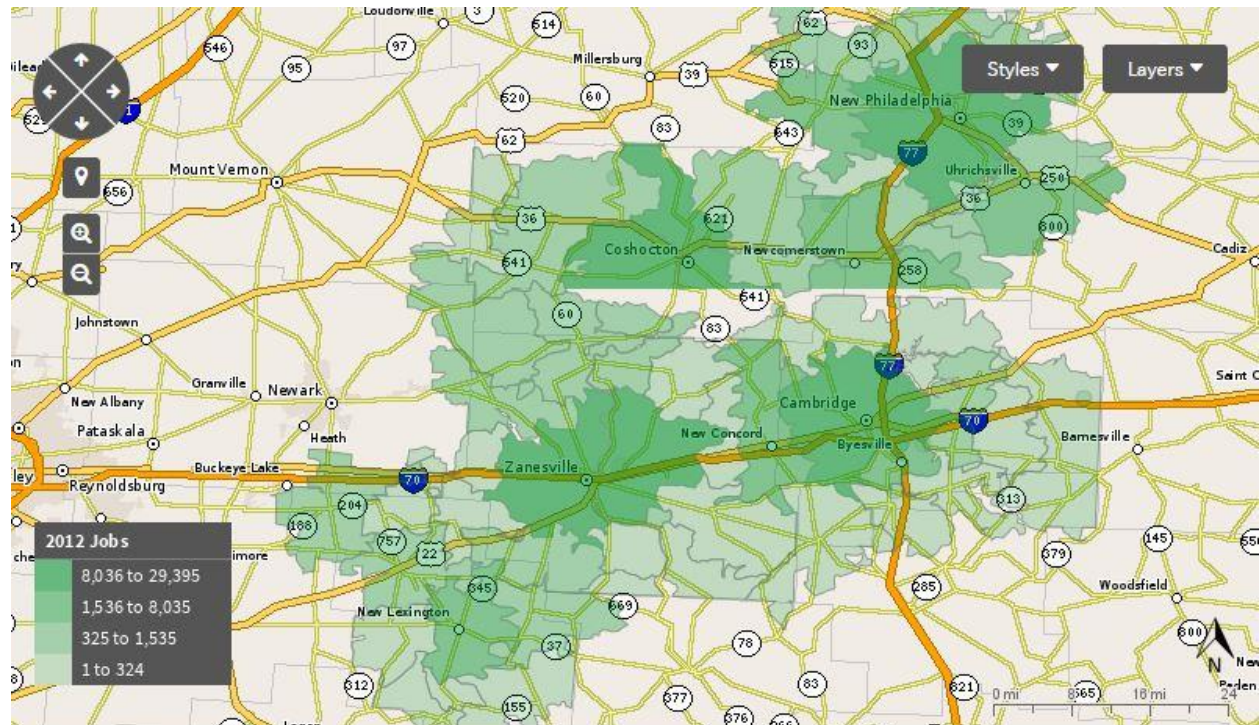


Figure 1: Job Volume across East Central region counties

Table 1: Job Growth by Zip Code (2012-2014)

ZIP	Zip Name	2014 Jobs	Change	% Change
43701	Zanesville, OH (in Muskingum county)	29,368	(27)	(0%)
44663	New Philadelphia, OH (in Tuscarawas county)	12,777	(218)	(2%)
43725	Cambridge, OH (in Guernsey county)	12,459	458	4%
44622	Dover, OH (in Tuscarawas county)	9,508	253	3%
43812	Coshocton, OH (in Coshocton county)	9,526	412	5%
44681	Sugarcreek, OH (in Tuscarawas county)	4,263	445	12%
43764	New Lexington, OH (in Perry county)	3,501	67	2%
44683	Uhrichsville, OH (in Tuscarawas county)	2,508	(9)	(0%)
43762	New Concord, OH (in Muskingum county)	2,199	54	3%
43832	Newcomerstown, OH (in Tuscarawas county)	2,000	(59)	(3%)
43723	Byesville, OH (in Guernsey county)	1,756	97	6%
44621	Dennison, OH (in Tuscarawas county)	1,505	25	2%
44612	Bolivar, OH (in Tuscarawas county)	1,420	60	4%

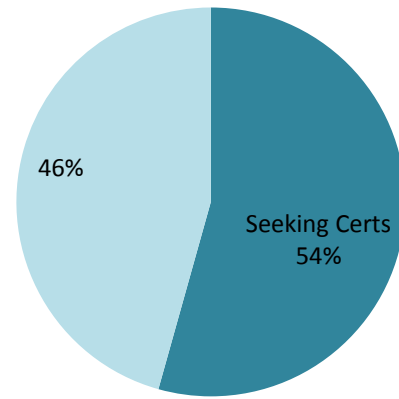
44680	Strasburg, OH (in Tuscarawas county)	1,412	164	13%
43076	Thornville, OH (in Perry county)	957	(44)	(4%)
43845	West Lafayette, OH (in Coshocton county)	875	(32)	(4%)
44624	Dundee, OH (in Tuscarawas county)	774	8	1%
44629	Gnadenhutten, OH (in Tuscarawas county)	794	37	5%
43731	Crooksville, OH (in Perry county)	780	32	4%
43702	Zanesville, OH (in Muskingum county)	651	(36)	(5%)
43844	Warsaw, OH (in Coshocton county)	780	98	14%
43822	Frazeysburg, OH (in Muskingum county)	419	(191)	(31%)
44656	Mineral City, OH (in Tuscarawas county)	592	(13)	(2%)
43783	Somerset, OH (in Perry county)	597	43	8%
43734	Duncan Falls, OH (in Muskingum county)	520	1	0%
43821	Dresden, OH (in Muskingum county)	506	4	1%
43830	Nashport, OH (in Muskingum county)	485	6	1%
43837	Port Washington, OH (in Tuscarawas county)	511	40	8%
44653	Midvale, OH (in Tuscarawas county)	448	(21)	(4%)
43811	Conesville, OH (in Coshocton county)	360	(88)	(20%)
43755	Lore City, OH (in Guernsey county)	558	137	33%
43824	Fresno, OH (in Coshocton county)	462	58	14%
43777	Roseville, OH (in Muskingum county)	386	8	2%
43748	Junction City, OH (in Perry county)	253	14	6%
43773	Quaker City, OH (in Guernsey county)	229	8	4%
43739	Glenford, OH (in Perry county)	182	(23)	(11%)
43840	Stone Creek, OH (in Tuscarawas county)	192	(12)	(6%)
43730	Corning, OH (in Perry county)	248	47	23%
43749	Kimbolton, OH (in Guernsey county)	198	6	3%
43732	Cumberland, OH (in Guernsey county)	192	11	6%
43732	Cumberland, OH (in Guernsey county)	192	11	6%
43767	Norwich, OH (in Muskingum county)	177	(4)	(2%)
43772	Pleasant City, OH (in Guernsey county)	176	8	5%
43843	Walhonding, OH (in Coshocton county)	161	(7)	(4%)
43782	Shawnee, OH (in Perry county)	157	(5)	(3%)
44697	Zoar, OH (in Tuscarawas county)	142	(3)	(2%)
43746	Hopewell, OH (in Muskingum county)	244	102	72%
43778	Salesville, OH (in Guernsey county)	129	(2)	(2%)
44682	Tuscarawas, OH (in Tuscarawas county)	130	(1)	(1%)
43780	Senecaville, OH (in Guernsey county)	123	1	1%
43760	Mount Perry, OH (in Perry county)	101	(3)	(3%)
43766	New Straitsville, OH (in Perry county)	103	4	4%
43722	Buffalo, OH (in Guernsey county)	80	3	4%

43802	Adamsville, OH (in Muskingum county)	67	(1)	(1%)
43836	Plainfield, OH (in Coshocton county)	79	12	18%
43771	Philo, OH (in Muskingum county)	57	(7)	(11%)
43727	Chandlersville, OH (in Muskingum county)	60	(2)	(3%)
43733	Derwent, OH (in Guernsey county)	63	3	5%
43720	Blue Rock, OH (in Muskingum county)	43	(7)	(14%)
43768	Old Washington, OH (in Guernsey county)	38	1	3%
44671	Sandyville, OH (in Tuscarawas county)	30	(4)	(12%)
43736	Fairview, OH (in Guernsey county)	26	(1)	(4%)
43803	Bakersville, OH (in Coshocton county)	23	(1)	(4%)
43842	Trinway, OH (in Muskingum county)	20	0	0%
43735	East Fultonham, OH (in Muskingum county)	16	(3)	(16%)
44678	Somerdale, OH (in Tuscarawas county)	17	0	0%
43791	White Cottage, OH (in Muskingum county)	11	0	0%
43750	Kipling, OH (in Guernsey county)	<10	--	--
43761	Moxahala, OH (in Perry county)	<10	--	--
43738	Fultonham, OH (in Muskingum county)	<10	--	--
43805	Blissfield, OH (in Coshocton county)	<10	--	--
43828	Keene, OH (in Coshocton county)	0	0	0%
44679	Stillwater, OH (in Tuscarawas county)	0	0	0%

Skills & Certifications

0-2 Years' Experience | Oct-Nov 2014

1012 Jobs found posted for entry-level workers. 550 of these Postings want a certification



Top 10 Certifications by Volume

Certifications	# Ads
Commercial Driver's License (CDL)	119
Certified Registered Nurse (RN)	58
Certified Purchasing Manager (CPM)	33
Certification in Cardiopulmonary Resuscitation (CPR)	31
Occupational Safety & Health Administration Certification (OSHA)	27
Health Insurance Portability and Accountability Act - HIPAA (HIPAA)	24
Food safety programs (HACCP)	17
Licensed Practical Nurse (LPN)	15
Pharmacy Technician (PT)	15
Tanker and Hazmat Endorsement	14

Soft Skills are mentioned in EVERY ad. Here are the top 10:

Soft Skills	# Ads
Oral and written communication skills	244
Team-oriented, teamwork	106
Integrity	89
Detail oriented	85
Customer service oriented	85
Self-starting / Self-motivated	77
Sales experience / ability	66
Strong leadership skills	58
Work independently	54
Work ethics	49
Oral and written communication skills	244

Here are the top 10 hard skills sought after in online postings:

Hard Skills	# Ads
Marketing and Sales	22
Bilingual	17
Quality Assurance (QA)	16
Preventative maintenance inspections	15
Quality control	12
Customer relationship management (CRM)	10
Preventive maintenance	9
User Experience design (UX)	9
Maintenance repairs	9
Technical support	8

Healthy Occupations for Entry-Level Workers

Annual Openings Exist | Less than 5 Years' Work Experience Required | Wages > \$12.00/Hour

(First 27 of 89 occupations requiring high school degree, by annual openings)

High School Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Office Clerks, General	93.5	\$12.75	X	X
Customer Service Representatives	60	\$15.91	X	X
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43.5	\$12.89	X	X
Operating Engineers and Other Construction Equipment Operators	43	\$19.18	X	X
Team Assemblers	40.5	\$13.09	X	X
Light Truck or Delivery Services Drivers	38	\$13.22	X	X
First-Line Supervisors of Retail Sales Workers	37.5	\$15.28	X	
Electricians	35	\$20.15		X
Welders, Cutters, Solderers, and Brazers	35	\$17.99	X	X
First-Line Supervisors of Food Preparation and Serving Workers	33	\$12.76	X	X
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	32.5	\$26.40	X	X
Bookkeeping, Accounting, and Auditing Clerks	32	\$14.13	X	X
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	29.5	\$15.20	X	
Cabinetmakers and Bench Carpenters	29.5	\$14.21		X
Maintenance and Repair Workers, General	27	\$15.44	X	
First-Line Supervisors of Office and Administrative Support Workers	25	\$21.86	X	
Bus and Truck Mechanics and Diesel Engine Specialists	24.5	\$18.27		X
Industrial Machinery Mechanics	22.5	\$20.19		
Shipping, Receiving, and Traffic Clerks	22	\$13.79		X
Medical Secretaries	22	\$13.04	X	X
Automotive Service Technicians and Mechanics	21.5	\$13.71	X	
Inspectors, Testers, Sorters, Samplers, and Weighers	21	\$18.26		X
Sales Representatives, Services, All Other	17.5	\$20.12		X
Mixing and Blending Machine Setters, Operators, and Tenders	17.5	\$17.48		
Self-Enrichment Education Teachers	17.5	\$15.54		X
Machinists	17	\$17.67		
Police and Sheriff's Patrol Officers	15	\$22.12		

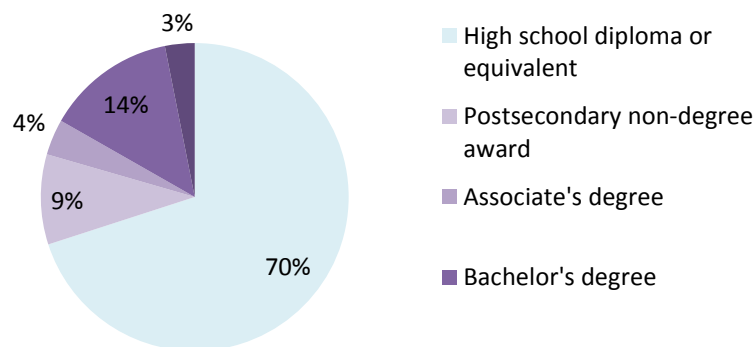
Postsecondary Credential (Non-Degree)

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Heavy and Tractor-Trailer Truck Drivers	81	\$17.67	X	X
Licensed Practical and Licensed Vocational Nurses	41	\$17.46	X	
First-Line Supervisors of Production and Operating Workers	20.5	\$24.39	X	
Emergency Medical Technicians and Paramedics	14	\$15.41		
Medical Assistants	9.5	\$12.27		
Firefighters	8.5	\$16.98		
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	8	\$19.23		
Dental Assistants	7.5	\$13.81		
Medical Records and Health Information Technicians	7.5	\$13.32		
Library Technicians	6	\$12.78		

Associate's Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Registered Nurses	74.5	\$26.74	X	X
Physical Therapist Assistants	6.5	\$24.89		
Computer User Support Specialists	9	\$16.80		

Annual Openings, by Education Level



Bachelor's Degree

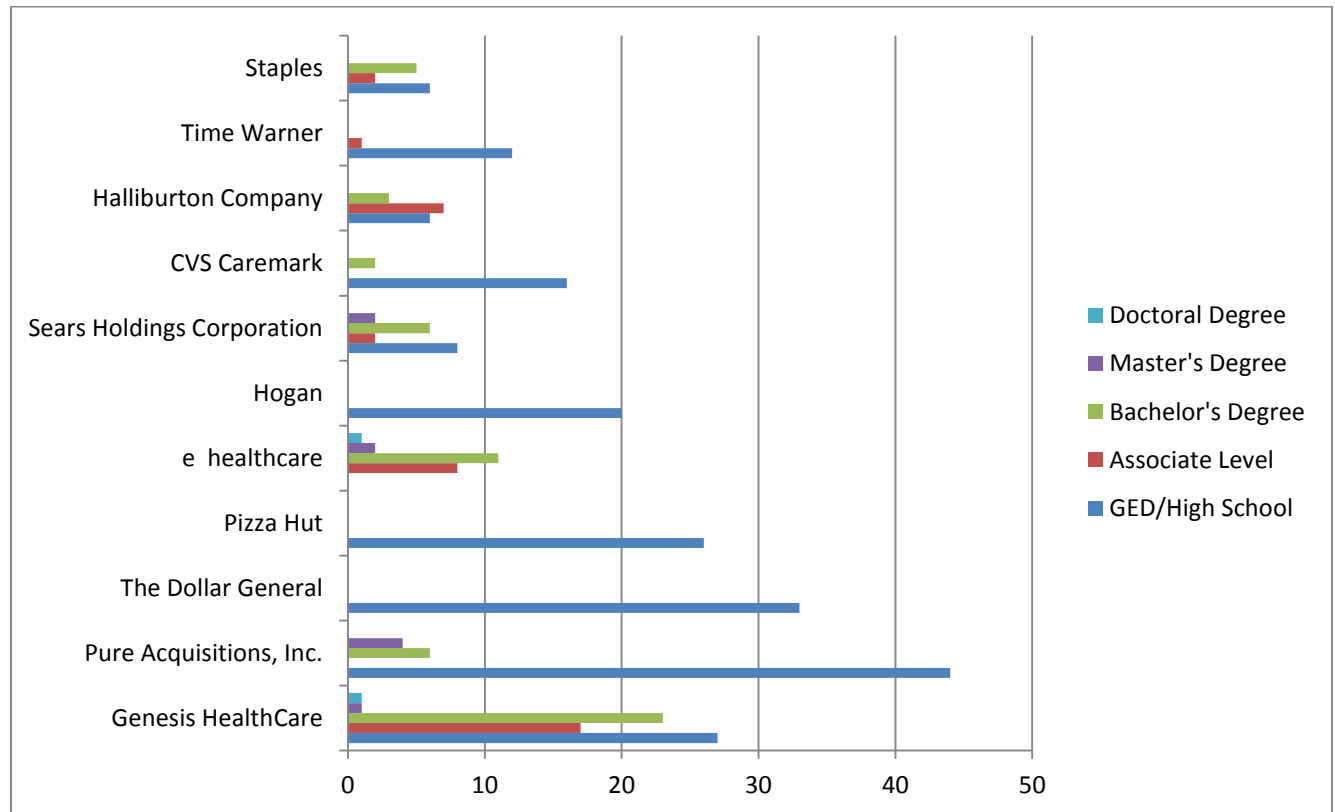
Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Elementary School Teachers, Except Special Education	55	\$27.25	X	X
Accountants and Auditors	24.5	\$27.81	X	
Secondary School Teachers, Except Special and Career/Technical Education	20	\$25.80	X	
Middle School Teachers, Except Special and Career/Technical Education	18.5	\$23.97	X	
Mechanical Engineers	13.5	\$28.99		
Medical and Health Services Managers	12.5	\$35.19		
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	11.5	\$29.29		
Human Resources Specialists	11	\$22.59		
Civil Engineers	10	\$36.45		
Cost Estimators	10	\$26.38		
Sales Managers	9	\$45.62		
Network and Computer Systems Administrators	8	\$25.97		
Market Research Analysts and Marketing Specialists	7.5	\$19.90		
Kindergarten Teachers, Except Special Education	7	\$25.04		
Management Analysts	6.5	\$28.16		
Industrial Engineers	6	\$30.44		
Career/Technical Education Teachers, Secondary School	6	\$27.23		
Loan Officers	5.5	\$25.32		
Labor Relations Specialists	5.5	\$13.41		
Recreation Workers	5.5	\$12.49		

Post Graduate Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Postsecondary Teachers	40.5	\$28.83	X	X
Pharmacists	8	\$58.80		
Physical Therapists	7	\$39.40		
Physicians and Surgeons, All Other	6	\$98.06		
Veterinarians	5.5	\$42.43		

Employers Hiring Now

1012 Jobs found online posted by 319 unique employers.



Top Titles

SOC Name	# Ads
Heavy and Tractor-Trailer Truck Drivers	120
First-Line Supervisors of Retail Sales Workers	78
Retail Salespersons	73
First-Line Supervisors of Food Preparation and Serving Workers	45
Registered Nurses	36
Customer Service Representatives	29
Insurance Sales Agents	27
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	22
Maintenance and Repair Workers, General	21
Stock Clerks, Sales Floor	21
Pharmacy Technicians	19
Sales Agents, Financial Services	16

Online Sources

Website	# Ads
US.jobs	169
Corporate site	127
Beyond.com	115
ZipRecruiter	111
LinkedIn	106
JobNetwork	66
CareerBuilder	39
Ohio Means Jobs	37
Monster	37
snagajob	31
DiversityInc	25
Careersingear	22
US.jobs	169