



COMMITTEE OF THE WHOLE MEETING

Wednesday, July 1, 2026 at 6:30 PM | 6000 Wales Road, Northwood, OH 43619 ; in the Council Chambers

Access meeting materials and information via the Northwood, Ohio Public Portal:

<https://northwoodoh.portal.civicclerk.com/>

Members of Committee of the Whole

Michael Melnyk, Council President

Jim Barton

Andrew Dickey

Dean Edwards

Pat Huntermark

Terry Kretz

Pat McGaharan

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

- May 28, 2026 Meeting Minutes.

TOPICS/ISSUES:

1) BRE RESULTS

NEW BUSINESS:

OLD BUSINESS:

ADJOURNMENT:

May 28, 2026

City of Northwood
Committee of the Whole Meeting Minutes

CALL TO ORDER

The meeting of the Northwood Committee of the Whole was called to order at 05:56 PM on May 28, 2026 in the Council Chambers.

ROLL CALL

The roll was called by Clerk Popovitch and those in attendance were as follows: Councilors: Dean Edwards, Jim Barton, Michael Melnyk, Pat Huntermark, Andrew Dickey, Terry Kretz, Pat McGahara. City Administrator Kevin Laughlin and Finance Director Ken Yant.

APPROVAL OF MINUTES

April 23, 2026 Meeting Minutes

MOTION: Councilor Edwards made a motion to **approve** ; seconded by Councilor Dickey. **ROLL CALL:** **Yes:** Councilor Edwards, Councilor Barton, Council President Melnyk, Councilor Huntermark, Councilor Dickey, Councilor Kretz, Councilor McGaharan; **No:** None; **Abstain:** None
RESULT: *Passed (7-0)*

TOPICS/ISSUES

Council Retreat Follow Ups

The Administrator provided an update on the Enclave development project. Staff continues to work on plans for the approximately eight acres of residential property. A residential developer previously engaged in discussions has reduced their interest in the project, and the City is reevaluating its approach for the residential portion of the development.

Regarding the commercial property, staff is preparing a letter of interest to explore marketing options, including listing the property with a commercial real estate agent or pursuing a direct sale of the project.

In response to Council questions, the Administrator stated that staff hopes to move forward with the residential development plans in the near future but is still determining the preferred development approach and the level of oversight the City and CIC should maintain. The goal is to ensure the property is developed as intended and to avoid speculative lot purchases.

The Administrator further explained that infrastructure improvements required for development, including streets and utilities, would represent a significant investment. Preliminary estimates indicate costs similar to the Dalling Drive project, with street construction alone estimated between \$800,000 and \$1 million, in addition to water, sewer, electric, and other utility infrastructure. Staff continues to evaluate development options and formulate a final plan.

Potential Charter Amendments

The Administrator noted that potential Charter review efforts remain under consideration but are not a current priority. Administrative resources are presently focused on addressing the City's fiscal challenges. Information from prior Council questionnaires regarding Charter-related matters was included in the meeting packet for Council's review.

Revenue

The City Administrator presented a three-step approach for addressing the City's ongoing structural budget challenges, based on discussions with the Mayor and Finance Director.

Tax Credit Reciprocity

The first recommendation was for Council to consider modifying the City's current 100% municipal income tax credit for residents who pay income taxes to other municipalities. The Administrator explained that Council has the authority to reduce or eliminate the credit through ordinance. Based on current estimates, eliminating the credit entirely could generate approximately \$825,000 annually, while reducing the credit by 50% could generate approximately \$412,000 annually.

Council discussed how a reduction in the credit would affect residents who work outside Northwood and noted that many neighboring communities utilize varying levels of tax credit, ranging from 0% to 100%. The Administrator emphasized that any change could be implemented temporarily and did not need to be permanent.

Several Council members expressed interest in further exploring this option, while also noting concerns about the impact on residents and the need to clearly communicate the change to the public.

Property Tax Levy Consideration

The second recommendation involved pursuing a 3.13-mill property tax levy to support ongoing operations

May 28, 2026

at the Northwood Community Center and provide funding for firefighter salaries and benefits following the expiration of SAFER grant funding. The Administrator stated that the proposed levy would create a dedicated and more stable revenue source for services that have been expanded in recent years.

Council discussed the potential structure of a levy, including whether recreation and fire protection components should be presented separately. Members also discussed the impact on homeowners and the challenges associated with placing a levy before voters.

The Administrator noted that any levy proposal would require action by Council and would need to meet statutory filing deadlines if considered for a future ballot.

Income Tax Considerations

The Administrator stated that any increase to the City's income tax rate should be considered only after evaluating tax credit modifications and potential levy options. Maintaining Northwood's comparatively low income tax rate was identified as an economic development advantage for attracting and retaining businesses.

Enclave TIF Revenue Update

Council discussed projected Tax Increment Financing (TIF) revenues associated with the Enclave development. The Finance Director reported that approximately \$75,000 in TIF revenue had been received in 2026, with an estimated \$215,000 anticipated in 2027. Upon full development of currently planned projects, annual TIF revenues are projected to reach approximately \$535,000 by 2029.

Staff explained that TIF revenues are intended to offset debt service obligations associated with infrastructure improvements and cannot be used for general operating expenses. Council discussed the long-term nature of TIF financing and the impact of slower-than-anticipated post-pandemic development activity on projected revenues.

Revenue Trends and Financial Outlook

Council reviewed recent declines in both business and residential income tax revenues and discussed demographic trends, economic conditions, and changing employment patterns that may be affecting collections. Staff emphasized the importance of diversifying revenue sources to reduce reliance on income tax revenues and improve long-term financial stability.

Following discussion, several Council members indicated support for further exploring modifications to the tax credit program and requested additional information before making any formal decisions.

Fire Apparatus

Council briefly discussed financing options for replacement of fire apparatus, including the purchase of a new quint truck. Staff reviewed preliminary cost estimates and potential financing scenarios, including proceeds from the sale of existing vehicles.

Council agreed that additional financial information is needed before making a decision and discussed referring the matter to the Finance Committee for further review. Staff was directed to provide additional financing details prior to the next meeting. The Committee of the Whole concluded its discussion without taking formal action.

NEW BUSINESS
OLD BUSINESS
ADJOURNMENT

7:02PM

ATTEST: Emily Popovitch
Clerk

APPROVED: Michael Melnyk
Chair



NORTHWOOD
COMMUNITY IMPROVEMENT
CORPORATION

Northwood, Ohio

Business Retention and Expansion Program

Final Report – May 2026

Joe Lucente

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Associate Professor, Ohio State University
Extension and Ohio Sea Grant College Program

Support for this program provided by:

Northwood Community Improvement Corporation

City of Northwood



**THE OHIO STATE
UNIVERSITY**
EXTENSION

City of
NORTHWOOD
OHIO


Sea Grant
Ohio Sea Grant College Program

Acknowledgements and special thanks to the following serving as the BRE Task Force:

- Dave Gallaher, Director, Northwood Community Improvement Corporation
- Kevin Laughlin, Northwood City Administrator
- Edward Schimmel, Mayor, City of Northwood
- Glenn Grisdale, Principal, Reveille Ltd.
- Eastern Maumee Bay Chamber of Commerce
- Wood County Economic Development Commission

*The use of artificial intelligence, (Microsoft. (2026). Copilot (May 6 version) [Large Language Model], was utilized for the following:

- Generation of an Executive Summary for this report and
- Appendix B: Alignment of OSU Extension BRE Benchmarks with 2026 Northwood BRE Findings

Appendix B utilizes OSU Extension's BRE Program Benchmarks outlined in the BRE Program Bulletin available at: [Contents](#)

Appendix B is included for reference as a future guide for the Northwood Community Improvement Corporation to track its BRE efforts moving forward.

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Executive Summary

Northwood, Ohio Business Retention and Expansion (BRE) Survey – 2026

The City of Northwood, in partnership with local and regional economic development partners, conducted a 2026 Business Retention and Expansion (BRE) survey to better understand the needs, opportunities, and challenges facing the local business community.

Purpose and Approach

The BRE program supports existing businesses, the primary drivers of job growth, while strengthening the overall economic climate. Survey responses were collected from a diverse group of local businesses across multiple sectors.

Key Findings

Positive Economic Outlook and Stability

- Nearly all businesses reported either stability or growth over the next three years, with no businesses indicating plans to downsize.

Business Expansion, Job Creation and Job Retention

- Approximately 44% of respondents plan to expand, modernize, or renovate facilities. Businesses anticipate adding 32 new full-time equivalent (FTE) jobs, generating an estimated \$1.7 million in new personal income annually, while retaining between 302 and 750 existing jobs that generate between \$16 to \$40 million in personal income annually to Northwood's local economy.

Workforce Challenges

- Labor availability remains the most significant concern, with nearly half of businesses reporting difficulty recruiting employees. Key skills in demand include computer/technical skills, customer service, management, and general employability skills.

Business Climate and Community Perception

- Most businesses rated Northwood as a good or excellent place to do business, and a strong majority would recommend the city to others. Key advantages include location, access to customers, safety, and quality of life.

Areas for Improvement

- Primary concerns include workforce availability, limited retail and dining amenities, perceived high operating costs, and the need for revitalization of certain commercial corridors.

Strategic Priorities

- Key priorities include strengthening collaboration, enhancing workforce development, improving access to business resources, and connecting local needs to policymakers.

Conclusion

Northwood's business community is stable and growing, with strong potential for continued economic success. Addressing workforce challenges and targeted development needs will be critical to sustaining long-term growth.

Introduction

The [City of Northwood](#), the [Northwood Community Improvement Corporation](#), [Eastern Maumee Bay Chamber of Commerce](#), and the [Wood County Economic Development Commission](#) in partnership with [Ohio State University Extension](#) and the [Ohio Sea Grant College Program](#), implemented a city-wide [Business Retention and Expansion \(BRE\) program](#) to gauge the perceptions and concerns of the business community in the City of Northwood. The retention of existing businesses has been and remains a primary goal of the City of Northwood, elected leaders, Northwood Community Improvement Corporation and the Eastern Maumee Bay Chamber of Commerce. Enhancing the ability of area businesses to profitably grow and expand is vital to sustaining and improving local economic viability.

A city-wide BRE program was facilitated in Northwood during the COVID-19 pandemic, but the City of Northwood understands the program needs to become an annual occurrence. BRE is seen as a staple for municipal, county, regional, and statewide economic development organizations across the United States. The best “barometers” of how well a community functions as a place to do business and a place to live and work are the state of existing businesses and the existing workforce. Research shows that in Ohio, an average net job growth of 70% comes from existing businesses, and that number increases to as high as 86% in rural areas.¹

The success and growth of existing businesses support a larger tax base, increased local spending, enhanced public services, and an overall better quality of life. Strong local businesses also play a major role in the attraction of new businesses to an area. Satisfied existing business leaders serve as a community’s best ambassadors to recruit new firms as well as a source of leads when seeking new firms to recruit.²

¹ Kraybill, D. 1995. Retention and Expansion First, Ohio’s Challenge. 8:2 (4-7) [Department of Agricultural, Environmental and Development Economics, Ohio State University, Columbus, OH]

² Morse, G. 2004. The Retention and Expansion of Existing Businesses. CARDI-Cornell, Ithaca, NY.
http://www.cdtoolbox.net/economic_development/000195.html

Program Goals

The overarching goals of the Northwood BRE program are:

- **To formalize and implement a concerted effort that assists in the retention and expansion of existing businesses and the workforce**
- **To increase the competitiveness of local businesses**
- **To create a narration of the local economy**
- **To enhance local business climate and image for potential business**
- **Identify and address concerns and issues of existing businesses by creating a value- chain of partners, including local and state government, as well as private organizations and enterprises.**

Implementation

The City of Northwood's Community Improvement Corporation served as the local BRE coordinator and BRE Task Force. Joe Lucente, OSU Extension and Ohio Sea Grant College Program, served as the BRE consultant, with input from Glenn Grisdale, Principal, Reveille Ltd. In doing so, the BRE Task Force developed the survey tool, scheduled business visitation calls, and will conduct on- site visits. The BRE questionnaire was made continuously available on the City of Northwood's website from February 20, 2026, until May 5, 2026, with 32 Northwood businesses responding. In 2026, the Northwood Community Improvement Corporation will plan to conduct additional business visits to assist Northwood businesses that requested to be contacted for follow up consultation.

Program Benefits and Outcomes

Data from the local BRE effort is used to not only assess the local economy, but to also provide a detailed understanding to state-wide community leaders, public leaders, and economic developers. The data provides evidence-based information that these individuals and entities can use to develop efforts to address areas seen as opportunities or threats on the wider state- level.

Locally, the 2026 Northwood BRE program can lead to the identification of multiple potential expansion projects by local employers. Projects that are still in the planning phases better equip the economic development office to prepare assistance for any challenges those companies might

face when moving forward. The advanced notice also allows the City of Northwood to help expedite requested assistance at the time these projects might be implemented.

Early identification of local expansion projects is a key advantage of the Northwood BRE program. Expected outcomes of the program are to improve services, grow existing businesses (e.g., new markets, new products, partnerships, spin-offs, suppliers, etc.), enhance organizational visibility, and retain and improve the quality of life.

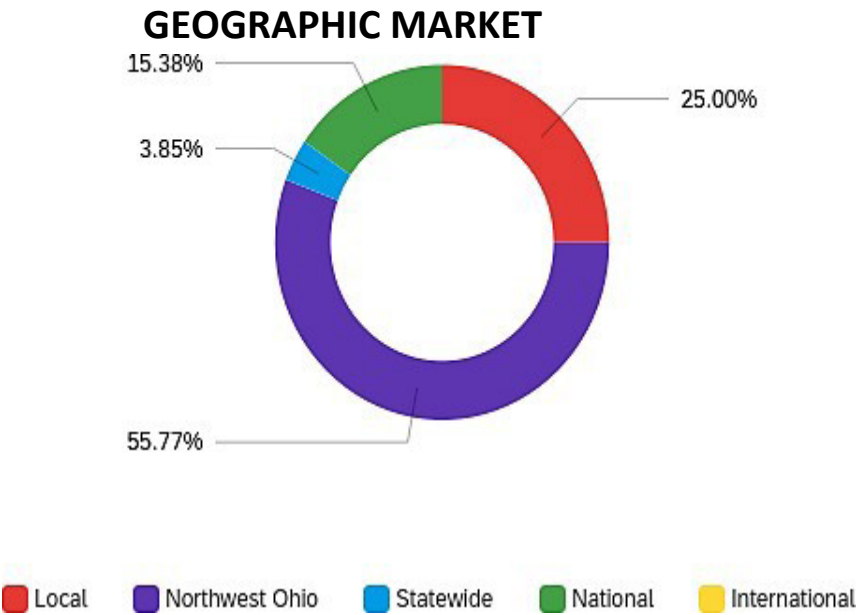
BR&E Survey Results

Participant Information

The 2026 Northwood Business Retention and Expansion program included the completion of surveys and retention calls beginning as early as February and will run throughout 2026.

Survey data was formally gathered from 32 Northwood businesses, of which the aggregated data is included in Appendix A. Businesses that requested follow-up will be visited by the BRE coordinator to discuss further the responses provided in the survey.

The scope of respondents’ primary geographic market, or areas where their goods and services were sold or delivered, varied:



Varying industries and customer bases among local businesses help to enhance sustainability in the local economy and provide stability when fluctuations may arise in certain business sectors. Having a makeup of different geographic markets supports the Northwood economy by not relying heavily on any one market area, but in diversifying the locations where local products and services are sold.

Of the 32 respondents, 30% were retail/commercial businesses, 23% were professional services businesses, 14% were industrial/manufacturing businesses, 13% were medical/healthcare businesses, 13% were transportation/logistics businesses, and 7% were warehouse businesses.

Additionally, 44% were private businesses, 41% were family owned, 13% were a branch office or multi-unit firm, 9% were publicly held (stock), 3% were employee owned, and 3% classified themselves as "other". Most businesses (56%) have been operating in Northwood for more than ten years.

Future Plans

2026 BRE data showed overall profitable growth among participants as 44% reported plans for growth over the next 3 years, and 53% reported their business as stable. Only 15% of respondents reported a projected decline in business in the near future.

14 of the 32 businesses who responded to the BRE survey reported that they plan to expand, modernize, or renovate their businesses and/or equipment with most firms (54%) planning to add jobs within the next 1-3 years. The number of new employees expected to be added is estimated to represent 32 new full-time equivalent jobs (FTE).³

The addition of 32 new jobs is estimated to contribute \$1,708,320 in personal income to the local Northwood economy.⁴

Jobs are projected as being added in the retail/commercial, professional services, industrial/manufacturing, warehousing, medical/healthcare, and transportation/logistics service sectors. As a result of the BRE business survey, Northwood has learned that 32 businesses plan to retain between 302 - 750 FTE jobs and create an estimated 32 new FTE jobs.

The retention of 302 – 750 FTE jobs is estimated to contribute between \$16,122,270 and \$40,048,750 in personal income to the Northwood local economy.

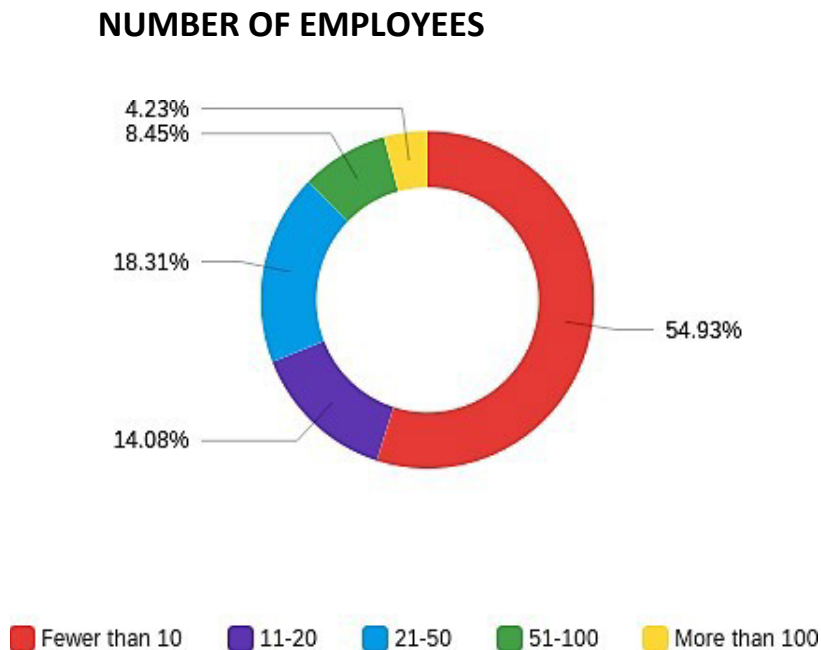
Conversely, no businesses reported plans to downsize.

³ Definition available at: <https://www.irs.gov/affordable-care-act/employers/identifying-full-time-employees>

⁴ BLS Occupation Codes 41, 13, 51, 53, and 29, were combined and averaged for a median wage of \$53,385. Estimated personal income is derived from May 2024 Occupational Employment Statistics via the U.S. Department of Labor, Bureau of Labor Statistics web site at: https://www.bls.gov/oes/current/oes_45780.htm#00-0

Labor Force & Training

In terms of participating employer size, the following graph shows the employee count distribution of 32 survey respondents:



The labor force was ranked “average” to “good” by 75% of employers surveyed. Employee training is a critical issue in the retention and expansion of businesses.

The top five skills that Northwood businesses identified as the most needed in their current and potential employees were computer skills (word processing, database management, computer system installation/maintenance, etc.), customer service skills (interpersonal communications, product knowledge, etc.), managerial skills (finance, business planning, employee management/relations, etc.), and professional skills (sales, marketing, accounting, etc.), and general skills (basic math, reading/writing, problem solving, etc.).

The three preferred formats for employee training by outside providers (local vocational schools, colleges, consultants, etc.) were customized on-site training, web-based training and partial-day workshops.

As is the case nationwide, labor availability continues to be an area of difficulty for local employers. In 2026, nearly 50% of respondents reported having difficulty recruiting employees locally. 51% of businesses report the stability of their employees as “good” or “average”.

View of Northwood

Business leaders in and around Northwood play a pivotal role in the overall attractiveness of the area to potential businesses looking at expansion. If existing businesses are performing well and have positive interaction with local public and private leadership, it is a good indicator of what potential businesses can expect if they were to locate operations close by.

Suppliers and customers dependent on existing local businesses may also wish to be in closer proximity to that business if it is thriving and can offer cost advantages, which can lead to attraction of that outside industry as well. The BRE program aims to identify characteristics of Northwood that can aid or hinder business growth as well as potential business attraction efforts in the immediate area.

When asked from a business perspective about their general opinion of Northwood as a place to do business; 26% responded it was “excellent”, 52% rated it as “good”, 13% rated it as “average”, 3% rated it as “poor” and 3% responded with the lowest ranking possibility of being “very poor”.

75% of the businesses surveyed would encourage other businesses to locate in Northwood.

Respondents listed their top three reasons for keeping or locating their business in Northwood as 1) location, 2) access to customers and 3) safe environment. 81% of respondents rated Northwood's quality of life as “good” or “excellent”. More than three quarters (77%) of respondents surveyed do not live in Northwood.

Surveyed businesses ranked the community services of roads/street quality, water and sewer utilities, natural gas services, telecom services, electrical services, healthcare services (or proximity to healthcare services), Northwood school system, childcare/daycare services, city parks/recreational services, snow and ice removal, street and sidewalk cleaning, street repairs, police/fire protection, and business services as “good” to “excellent”.

Services that are viewed negatively by responding businesses include conference facilities, hotel facilities, shopping, restaurants, professional services, and workforce transportation. Property taxes, building costs (rent) and public utilities were ranked the highest (most expensive) of the variables associated with business operating costs.

Action Plan

A primary objective of any Business Retention and Expansion program, outside of creating a narrative of the strengths and weaknesses in a local economy, is to assist in crafting a course of action for local community, public, and business leaders as well as economic development professionals. This action plan should work to address concerns and build on the strengths identified in the collected BRE data. Changing negative trends in the local economy does not take place in the short-term, and therefore the action plan must also lay the groundwork for sustaining local economic prosperity.

Objective One: Enhance and encourage cooperation between business leaders, government leaders, and education leaders to further the goals and purposes of the BRE initiative.

Collaboration and cooperation among local leaders remain the number one factor that can either enhance and/or limit the success and effectiveness of the BRE program. This aspect becomes even more prevalent in a smaller community such as Northwood. A gathering of resources and efforts from many individuals are necessary to disseminate and collect survey information as well as make company visits. BRE efforts should include individuals from the public and private sector, which should remain a common practice in the future.

This year, the City of Northwood and the Northwood Community Improvement Corporation is making a push to bring local public and private partners into economic development planning, discussions, and leadership. Establish a regular business communication network including a recurring email newsletter, updates, alerts, and information on funding or growth opportunities. Create a designated point of contact within the City of Northwood to serve as a central resource for business assistance inquiries. Conduct semi-annual or annual business retention visits/interviews to gather feedback, identify challenges, and better understand expansion opportunities.

Host periodic or annual business roundtables or networking breakfasts to strengthen coordination and communication between businesses, city leadership, schools, and economic development partners.

Objective Two: Improve the quality and quantity of the local workforce to satisfy the current and anticipated future needs of local businesses.

This objective is obvious and one of the most critical issues facing businesses today. As previously noted, workforce, and particularly the availability of needed workforce, remains to be one of the largest issues facing local employers. Although it is expressed by Northwood employers, this issue is widespread. Organizations in many areas of Ohio and throughout the nation face problems finding talent.

The City of Northwood and Northwood Community Improvement Corporation must be a leader in the community working towards garnering an adequate labor pool to support the ongoing growth of local businesses. These efforts can lead to public/private partnerships, job training, job-seeking assistance, resume assistance, etc. Share the results of the BRE report with Northwood schools, Penta Career Center, and Owens Community College. Develop partnerships with trades and apprenticeship programs to build workforce pipelines.

Objective Three: Connect local business leaders to programs, services, and other resources available through local, State, and Federal agencies.

What could be argued as one of the primary benefits of a local BRE program is the fact that it many times leads to the early identification of growth and expansion plans considered by local employers. In Northwood, the BRE program can lead to the identification of these potential projects and in many cases applicable resources can be identified and successfully used to help make those projects a reality.

The City of Northwood and the Northwood Community Improvement Corporation have knowledge of these resources and programs from which local businesses can benefit. Many forms of assistance are available and have been garnered to help remove roadblocks to local business expansion. Connect businesses with local, state, and federal programs, funding, and technical assistance resources identified through BRE engagement. A strong BRE program creates a direct outlet of communication to community and policy leaders, which results in a more business and growth-friendly environment for local industry.

Objective Four: Connect the needs of local business to policymakers at the state and federal levels by participating in opportunities to relay collected information from the local BRE effort.

As previously stated, a local BRE program serves as a direct line of communication between industry and local policy and decision makers. Although, that communication and the BRE response data should not be limited to the local level. It is the responsibility of local BRE practitioners to also relay this information to greater levels outside the local jurisdiction, making the larger region and state more business-friendly wherever possible.

Much of the information collected in the Northwood BRE program assesses opinions of working not only in the city, but within the state of Ohio. The concerns expressed by local companies should be directed to those individuals who can possibly have a positive effect on those issues from a more macro-level.

Objective Five: Continue supporting housing development initiatives that expand workforce housing options and encourage a mix of housing types for young professionals, families, and retirees.

The City of Northwood recognizes that the availability of attainable, quality housing is a critical component of economic development and workforce sustainability. Continuing to support housing development initiatives will help ensure that the community can attract and retain a diverse workforce necessary for business growth and long-term economic vitality.

Expanding workforce housing options, particularly those affordable to entry-level and middle-income employees, will address one of the primary barriers identified by local employers related to talent attraction and retention.

In addition, encouraging a mix of housing types, including single-family homes, townhomes, apartments, and senior-friendly housing, will create opportunities for residents at all stages of life, including young professionals entering the workforce, families seeking stability, and retirees looking to remain in the community.

A balanced housing portfolio also supports population stability, strengthens neighborhoods, and enhances the overall quality of life in Northwood. By aligning housing development efforts with workforce and economic development strategies, Northwood can foster a more resilient local economy, support business expansion, and position Northwood as a competitive and desirable place to live, work, and invest.

Summary

Data collected through the Northwood Business Retention and Expansion program will assist local economic development officials, community leaders, and public and private stakeholders in planning future strategies that aid local business growth.

The identification of growing companies provides the local economic development office with the ability to proactively assist in and enhance that growth potential. Multiple local expansion projects will be implemented during the coming year, some of which were identified proactively by BRE program efforts. As a result, these projects could be provided with some form of assistance by the City of Northwood's Community Improvement Corporation.

Overall, the outlook on the local economy remains highly positive. Businesses are making investments in many areas of their operations, generally increasing their market bases, and in some cases increasing local employment levels.

The geographic location, transportation access, access to customers, safe environment and quality of life provided by the City of Northwood continue to be identified as the top decision-making factors for companies to both locate and remain in Northwood. Ensuring continued transportation access and other heightened public services remains a large driver in retaining existing businesses.

Although the local economic narrative continues to show many strengths, there are still ongoing concerns faced by area businesses that will help to guide ongoing efforts for local leaders. In 2026, the difficulty of recruiting and retaining both skilled and unskilled labor was seen as the greatest challenge for local firms. The lack of needed labor is a problem plaguing not only Northwood, but firms across the country. It is affirmed that workforce development should be at the top of local priorities well into the future.

In Northwood, local leaders must continue to find ways to combat any negative trends identified by the BRE program and build upon those items identified as most valued to the profitable growth of local industry.

A strong Business Retention and Expansion program is regarded by many to be a key offering of any local economic development organization. There is no doubt that Northwood's BRE program has proven to be effective in both providing a better understanding of the local economy as well as helping to sustain and enhance it.

Northwood, OH Demographic Overview



A Demographic Profile

Selected Geographies:

Northwood, OH

Comparison Geographies:

Wood County, OH

Produced by
Headwaters Economics'

Economic Profile System (EPS)

<https://headwaterseconomics.org/eps>

May 6, 2026

Demographics

Northwood, OH

About the Economic Profile System (EPS)

EPS is a free web tool created by Headwaters Economics to build customized socioeconomic reports of U.S. counties, states, and regions. Reports can be easily created to compare or aggregate different areas. EPS uses published statistics from federal data sources, including the U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics.

The Bureau of Land Management and Forest Service have made significant financial and intellectual contributions to the operation and content of EPS.

See <https://headwaterseconomics.org/eps> for more information about the capabilities of EPS. For technical questions, contact Patty Hernandez Gude at eps@headwaterseconomics.org or telephone 406-599-7425.



headwaterseconomics.org

Headwaters Economics is an independent, nonprofit research group. Our mission is to improve community development and land management decisions.



www.blm.gov

The Bureau of Land Management, an agency within the U.S. Department of Interior, administers 249.8 million acres of America's public lands, located primarily in western states. It is the mission of the Bureau of Land Management to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations.



www.fs.fed.us

The Forest Service, an agency of the U.S. Department of Agriculture, administers national forests and grasslands encompassing 193 million acres. The Forest Service's mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

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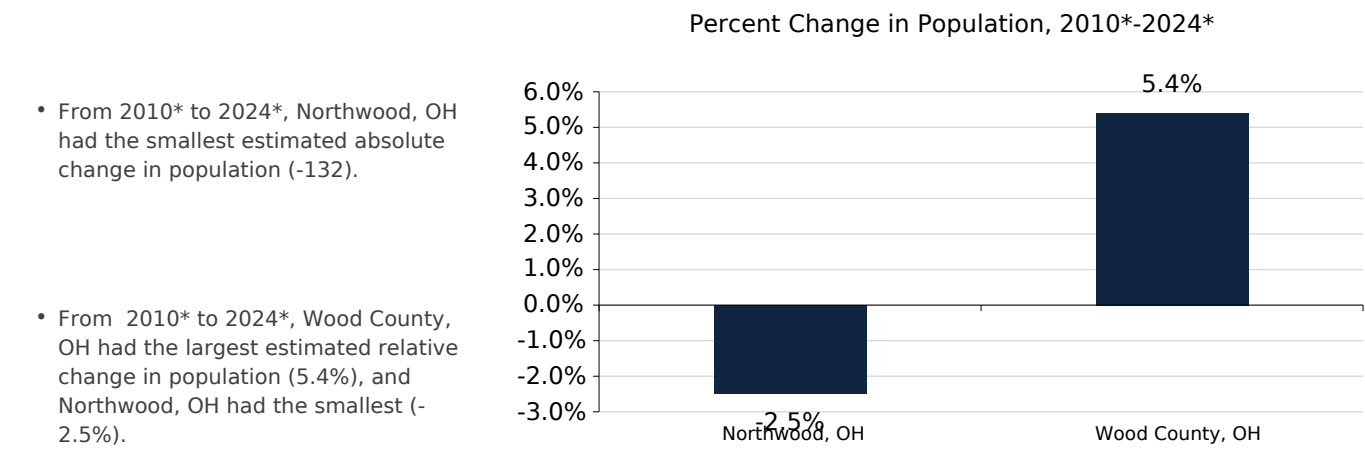
Demographics

Northwood, OH

Population

	Northwood, OH	Wood County, OH
Population (2024*)	5,193	132,064
Population (2010*)	5,325	125,295
Population Change (2010*-2024*)	-132	6,769
Population Pct. Change (2010*-2024*)	-2.5%	5.4%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024; 2010 represents 2006-2010.
Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

Find more reports like this at headwaterseconomics.org/eps

Data and Graphics | Page 4

Demographics

Northwood, OH

Population

What do we measure on this page?

This page describes the total population and change in total population.^{1, 2}

Data in this report comes from the U.S. Census Bureau's American Community Survey (ACS).³ The ACS is conducted nationwide every year by the U.S. Census Bureau to collect demographic, social, economic, and housing information. For more information about ACS data and accuracy, see the Methods section at the end of this report.

Why is it important?

Population growth is generally an indication of a healthy economy. No growth or long-term decline generally occur when an area is struggling.

Growth can benefit the general population of a place, especially by providing economic opportunities, but it can also stress communities and lead to income stratification. When considering the benefits of growth, it is important to distinguish between standard of living (such as earnings per job and per capita income) and quality of life (such as leisure time, crime rate, and sense of well-being).

The size of a population and economy (metropolitan, micropolitan, or rural) can have an important bearing on economic activities as well as opportunities and challenges for area businesses.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

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Study Guide | Page 5

Demographics

Northwood, OH

Age and Gender

	Northwood, OH	Wood County, OH
Total Population, 2024*	5,193	132,064
Under 5 years	347	6,544
5 to 9 years	340	7,601
10 to 14 years	190	7,619
15 to 19 years	237	10,980
20 to 24 years	388	15,391
25 to 29 years	239	8,517
30 to 34 years	377	7,791
35 to 39 years	236	7,848
40 to 44 years	377	7,731
45 to 49 years	246	7,235
50 to 54 years	440	7,390
55 to 59 years	345	7,424
60 to 64 years	578	7,953
65 to 69 years	284	7,484
70 to 74 years	260	5,884
75 to 79 years	205	3,930
80 to 84 years	51	2,252
85 years and over	53	2,490
Total Female	2,863	66,588
Total Male	2,330	65,476

Change in Median Age, 2010*-2024*

Median Age^ (2024*)	43.3	36.2
Median Age^ (2010*)	36.3	34.6
Median Age % Change	19.3%	4.6%

^ Median age is not available for metro/non-metro or regional aggregations.

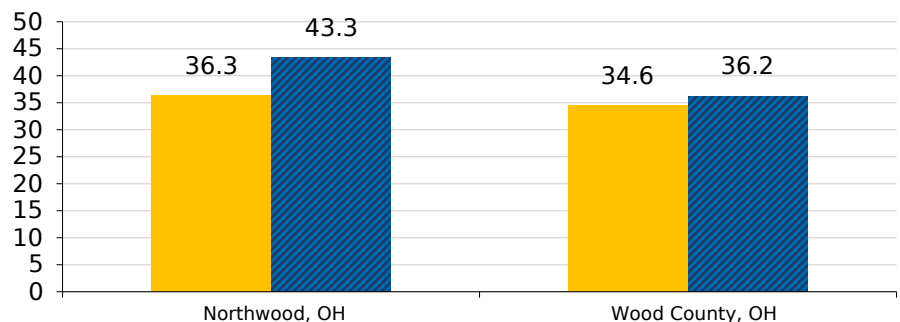
High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.

Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Median Age, 2010* & 2024*

- From 2010* to 2024*, the median age estimate increased the most in Northwood, OH (36.3 to 43.3, a 19.3% increase) and increased the least in Wood County, OH (34.6 to 36.2, a 4.6% increase).



■ Median Age^ (2010*) ■ Median Age^ (2024*)

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Age and Gender

What do we measure on this page?

This page describes population distribution by age and gender, and the change in median age.

Median Age: The age that divides the population into two numerically equal groups (half the people are younger than this age and half are older).

Why is it important?

Different locations have different age distributions. For example, in counties with a large number of retirees, the age distribution may be skewed toward categories 65 years and older.⁴ In counties with universities, the age distribution will be skewed toward 18- to 29-year-olds. In many counties, the largest segment of the population is the Baby Boomer generation (people born between 1946 and 1964).

The change in median age is one indicator of whether the population has gotten older or younger.⁵

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Age and Gender (cont.)

	2010*	2024*
Total Population, 2010*-2024*	5,325	5,193
Under 18	1,428	1,047
18-34	1,164	1,071
35-44	645	613
45-64	1,542	1,609
65 and over	546	853

Percent of Total

Under 18	26.8%	20.2%
18-34	21.9%	20.6%
35-44	12.1%	11.8%
45-64	29.0%	31.0%
65 and over	10.3%	16.4%

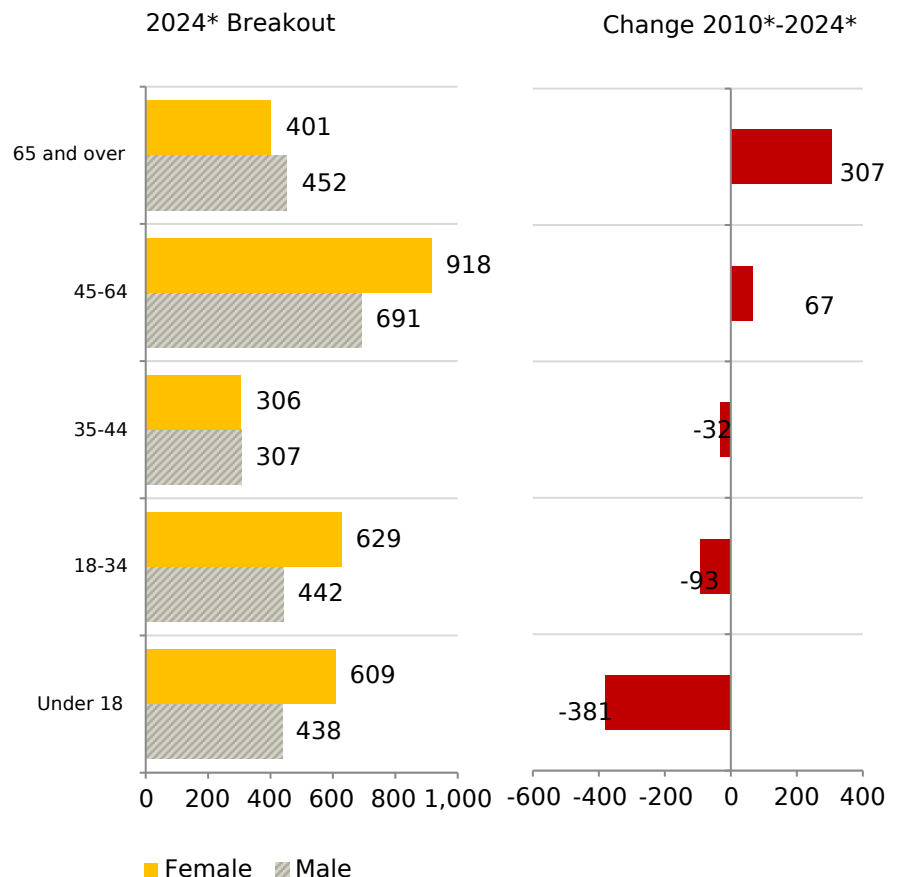
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- In 2024*, the age category with the highest estimate for number of women was 45-64 (918), and the age category with the highest estimate for number of men was 45-64 (691).

- From 2010* to 2024*, the age category with the largest estimated increase was 65 and over (307), and the age category with the largest estimated decrease was Under 18 (-381).



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Age and Gender (cont.)

What do we measure on this page?

This page describes the change in age and gender distribution over time, and the change in age distribution, with five age-group categories.⁶

Why is it important?

Understanding the age distribution can help highlight whether policy changes and management actions might affect some age groups more than others. It also may highlight the need to understand the different needs, values, and attitudes of different age groups. If an area has a large retired population or soon-to-be-retired population, for example, the needs and interests of the public may differ than an area with a large number of minors or young adults.

For many locations, a significant development is the aging of the population, and in particular the retirement of the “Baby Boomer” generation (those born between 1946 and 1964).^{7, 8, 9} As this generation continues to enter retirement age, their mobility, spending patterns, and consumer demands (for health care and housing, for example) can affect how communities develop economically.^{10, 11, 12}

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Race

	Northwood, OH	Wood County, OH
Total Population, 2024*	5,193	132,064
White alone	4,620	115,061
Black or African American alone	0	2,830
American Indian and Alaska Native alone	0	236
Asian alone	119	2,805
Native Hawaii & Other Pacific Is. alone	0	124
Some other race alone	248	2,127
Two or more races	206	8,881

Percent of Total

White alone	89.0%	87.1%
Black or African American alone	0.0%	2.1%
American Indian and Alaska Native alone	0.0%	0.2%
Asian alone	2.3%	2.1%
Native Hawaii & Other Pacific Is. alone	0.0%	0.1%
Some other race alone	4.8%	1.6%
Two or more races	4.0%	6.7%

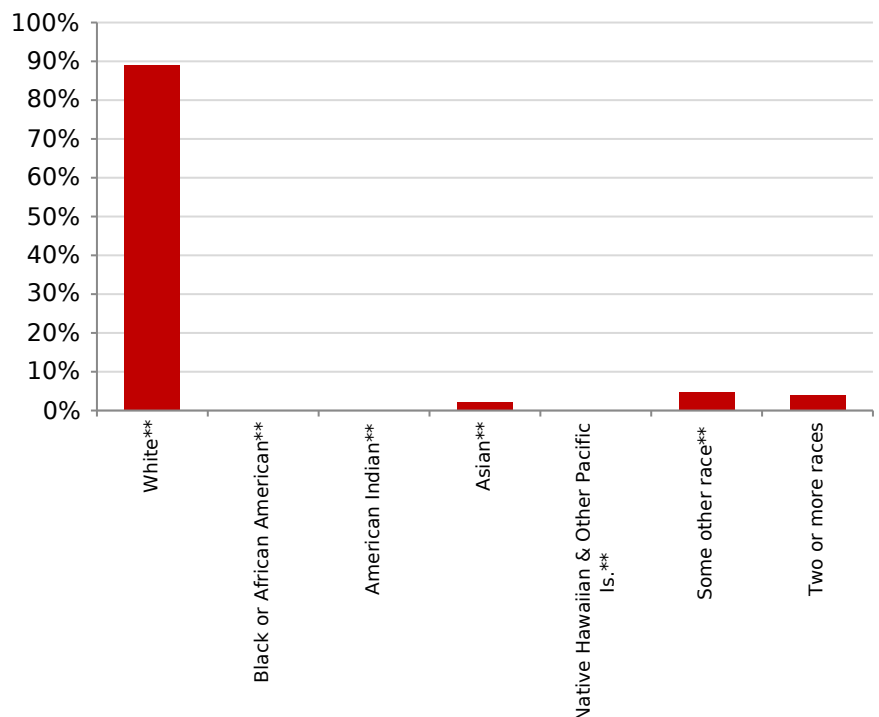
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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Population by Race, Percent of Total, Northwood, OH, 2024*

- In the 2020-2024 period, the racial category with the highest estimated percent of the population in the Northwood, OH was white alone (89.0%), and the racial category the lowest estimated percent of the population was black or african american alone (0.0%).



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

** Percentages are by an individual race alone unless otherwise noted

Data Sources: U.S. Department of Commerce, 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Race

What do we measure on this page?

This page describes the number of people who self-identify as belonging to a particular race.

Race: Race is a self-identification data item in which respondents choose the race or races with which they most closely identify. In 1997 the U.S. Office of Management and Budget (OMB) revised the standards for how the federal government collects and presents data on race and ethnicity.¹³

Race Alone Categories: The minimum five race categories required by the OMB, plus the some-other-race-alone categories included by the U.S. Census Bureau with the approval of the OMB. The categories are: White alone, Black or African-American alone, American Indian or Alaska Native alone, Asian alone, Native Hawaiian or Other Pacific Islander alone, and Some Other Race alone.

Some Other Race: All other responses not included in the "White," "Black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian or Other Pacific Islander" race categories described above. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) in the Some Other Race write-in space are included in this category.

Two or More Races: People may have chosen to provide two or more races either by checking two or more race response check boxes, by providing multiple write-in responses, or by a combination of check boxes and write-in responses.

Race categories include both racial and national-origin groups. The concept of race is separate from the concept of Hispanic origin, which is discussed elsewhere in this report.¹⁴ Percentages for the various race categories add to 100 percent and should not be combined with the percent Hispanic.

Why is it important?

The United States hit a tipping point in 2015 in its racial and ethnic make-up: more toddlers under the age of five are now minorities than non-Hispanic whites.¹⁵ The racial composition of a place can indicate different needs, values, and attitudes sometimes held by different racial groups.

Federal agencies use information on race and ethnicity to implement a number of programs and to promote and enforce equal opportunities, such as in employment or housing, under the Civil Rights Act.

According to the U.S. Census Bureau, many federal programs are put into effect based on Census race data (i.e., promoting equal employment opportunities; assessing racial disparities in health and environmental risks).¹⁶

It is important to consider whether proposed policies and management actions could have disproportionately high and adverse effects on minority populations. This consideration, broadly referred to as "environmental justice," is a requirement of Executive Order 12898.¹⁷ The Social Science Research Council hosts a useful resource on the health and welfare of racial and ethnic groups.¹⁸

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Ethnicity

	Northwood, OH	Wood County, OH
Total Population, 2024*	5,193	132,064
Hispanic or Latino (of any race)	808	8,677
Not Hispanic or Latino	4,385	123,387
White alone	4,062	112,891
Black or African American alone	0	2,736
American Indian and Alaska Native alone	0	160
Asian alone	119	2,775
Native Hawaii & Oth.Pacific Is. alone	0	124
Some other race	0	221
Two or more races	204	4,480

Percent of Total

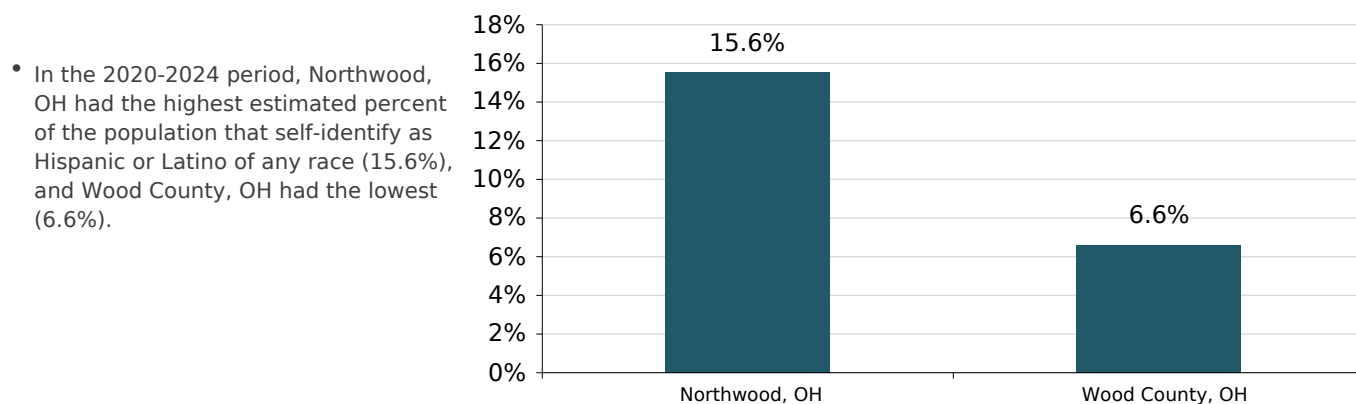
Hispanic or Latino (of any race)	15.6%	6.6%
Not Hispanic or Latino	84.4%	93.4%
White alone	78.2%	85.5%
Black or African American alone	0.0%	2.1%
American Indian and Alaska Native alone	0.0%	0.1%
Asian alone	2.3%	2.1%
Native Hawaii & Oth.Pacific Is. alone	0.0%	0.1%
Some other race	0.0%	0.2%
Two or more races	3.9%	3.4%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.

Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Hispanic Population, Percent of Total, Northwood, OH, 2024*



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Ethnicity

What do we measure on this page?

This page describes the number of people who self-identify as Hispanic. The information also is presented according to race. The term "Hispanic" refers to a cultural identification; Hispanics can be of any race.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.^{13, 19}

Hispanic or Latino Origin: People who identify with the terms "Hispanic" or "Latino" are those who classify themselves in one of the specific Hispanic or Latino categories listed on the U.S. Census Bureau questionnaire (Mexican, Puerto Rican, or Cuban, as well as those who indicate that they are "other Spanish, Hispanic, or Latino"). Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.¹⁴

Why is it important?

Hispanics are one of the fastest growing segments of the U.S. population. The U.S. Census Bureau reported that 17.3 percent of the population in the U.S. self-identified as being Hispanic in 2016. The Census Bureau predicts that 28.6 percent of the population in the U.S. will be Hispanic by 2060.²⁰ The ethnic composition of a place can indicate different needs, values, and attitudes sometimes held by different ethnic groups.

According to the Census Bureau: "Data on ethnic groups are important for putting into effect a number of federal statutes (i.e., enforcing bilingual election rules under the Voting Rights Act; monitoring and enforcing equal employment opportunities under the Civil Rights Act). Data on Ethnic Groups are also needed by local governments to run programs and meet legislative requirements (i.e., identifying segments of the population who may not be receiving medical services under the Public Health Act; evaluating whether financial institutions are meeting the credit needs of minority populations under the Community Reinvestment Act)."

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Demographics

Northwood, OH

Tribal

	Northwood, OH	Wood County, OH
Total Population, 2024*	5,193	132,064
Total Native American, 2024*	0	236
American Indian Tribes	0	105
Alaska Native Tribes	0	16
Non-Specified Tribes	0	38

Percent of Total

Total Native American	0.0%	0.2%
American Indian Tribes	0.0%	0.1%
Alaska Native Tribes	0.0%	0.0%
Non-Specified Tribes	0.0%	0.0%

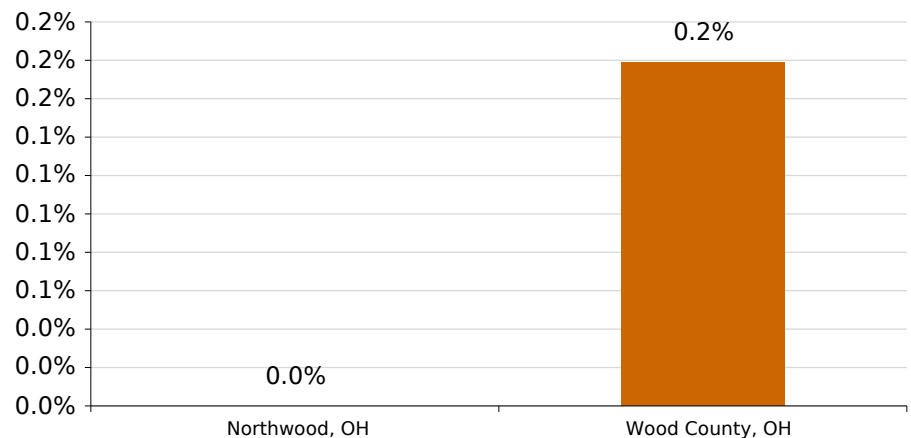
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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Native American Population, Percent of Total, Northwood, OH, 2024*

- In the 2020-2024 period, Wood County, OH had the highest estimated percent of the population that self-identified as American Indian and Alaska Native (0.2%) and Northwood, OH had the lowest (0.0%).



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Tribal

What do we measure on this page?

This page describes, in general terms, the number of people who self-identify as American Indian and Alaska Native alone.²¹

American Indian: This category shows self-identification among people of American Indian descent. Census data are available for 36 tribes or Selected American Indian categories: Apache, Arapaho, Blackfeet, Cherokee, Cheyenne, Chickasaw, Chippewa, Choctaw, Colville, Comanche, Cree, Creek, Crow, Delaware, Hopi, Houma, Iroquois, Kiowa, Lumbee, Menominee, Navajo, Osage, Ottawa, Paiute, Pima, Potawatomi, Pueblo, Puget Sound Salish, Seminole, Shoshone, Sioux, Tohono O'Odham, Ute, Yakama, Yaqui, Yuman, and "All other tribes." In this report, people who self-identified as members of the Delaware, Houma, Menominee, and Ottawa tribes are included in the "All other tribes" category, along with all other federally recognized tribes not separately listed.²²

Alaska Native: This category shows self-identification among people of Alaska Native descent. U.S. Census Bureau data are available for seven Alaska Native race and ethnic categories: Alaska Athabaskan, Aleut, Inupiat, Tlingit-Haida, Tsimshian, Yupik, and All other tribes.

Non-Specified Tribes: This category includes respondents who checked the "American Indian or Alaska Native" response category on the U.S. Census questionnaire or wrote in the generic term "American Indian" or "Alaska Native," or tribal entries not elsewhere classified.

International Indian Tribes: This category shows people who self-identified as Canadian and French American Indian, Central American Indian, Mexican American Indian, South American Indian, or Spanish American Indian.

Why is it important?

The American Indian and Alaska Native identity of a place can indicate different needs, values, and attitudes sometimes held by different groups.

Many tribal people have unique historical and current ties to the land,^{23, 24} and some tribes have unique legal rights to certain activities, such as hunting, fishing, and plant-gathering.

Policies and management actions may have disproportionately high and adverse effects on tribes and it is helpful to know whether native peoples live in a particular area.^{25, 26}

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Tribal (cont.)

	Northwood, OH	Wood County, OH
Total Population, 2024*	5,193	132,064
Total Native American	0	236
American Indian Tribes; Specified	0	105
Blackfeet Tribe of the Blackfeet Indian Reservation of Montana	0	0
Cherokee Nation	0	0
Cheyenne River Sioux Tribe of the Cheyenne River Reservation, South Dakota	0	0
Comanche Nation, Oklahoma	0	0
Crow Tribe of Montana	0	0
Gila River Indian Community of the Gila River Indian Reservation	0	0
Hopi Tribe of Arizona	0	0
Lumbee Tribe of North Carolina	0	0
Navajo Nation	0	4
Oglala Sioux Tribe	0	0
Pascua Yaqui Tribe of Arizona	0	0
Rosebud Sioux Tribe of the Rosebud Indian Reservation, South Dakota	0	0
The Chickasaw Nation	0	0
The Choctaw Nation of Oklahoma	0	0
The Muscogee (Creek) Nation	0	0
Tohono O'odham Nation of Arizona	0	0
Turtle Mountain Band of Chippewa Indians of North Dakota	0	0
White Mountain Apache Tribe of the Fort Apache Reservation, Arizona	0	0
All other American Indian tribes (with only one tribe reported)	0	101
American Indian; Not Specified	0	23
Alaska Native Tribes; Specified	0	16
Central Council of the Tlingit and Haida Indian Tribes	0	0
Metlakatla Indian Community, Annette Island Reserve	0	0
Native Village of Barrow Inupiat Traditional Government	0	0
Native Village of Hooper Bay (Naparyarmiut)	0	0
Native Village of Kotzebue	0	0
Nome Eskimo Community	0	0
All other AK Native tribes and villages (with only one tribe or village reported)	0	16
Alaska Native; Not Specified	0	0
American Indian or Alaska Native; Not Specified	0	15
Latin American Indian	0	61

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Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Tribal (cont.)

What do we measure on this page?

This page describes, in general terms, the number of people who self-identify as American Indian and Alaska Native alone.²¹

American Indian: This category shows self-identification among people of American Indian descent. Census data are available for the 19 selected American Indian and Alaska Native tribes and villages: Blackfoot Tribe of the Blackfeet Indian Reservation of Montana; Cherokee Nation; Cheyenne River Sioux Tribe of the Cheyenne River Reservation, South Dakota; Comanche Nation, Oklahoma; Crow Tribe of Montana; Gila River Indian Community of the Gila River Indian Reservation; Hopi Tribe of Arizona; Lumbee Tribe of North Carolina; Navajo Nation; Ogalala Sioux Tribe; Pascua Yaqui Tribe of Arizona; Rosebud Sioux Tribe of the Rosebud Indian Reservation, South Dakota; The Chickasaw Nation; The Choctaw Nation of Oklahoma; The Muscogee (Creek) Nation; Tohono O'odham Nation of Arizona; Turtle Mountain Band of Chippewa Indians of North Dakota; White Mountain Apache Tribe of the Fort Apache Reservation, Arizona; and "All other tribes."²²

Alaska Native: This category shows self-identification among people of Alaska Native descent. U.S. Census Bureau data are available for seven Alaska Native tribes and villages: Central Council of the Tlingit and Haida Indian Tribes, Metlakatla Indian Community, Annette Island Reserve, Native Village of Barrow Inupiat Traditional Government, Native Village of Hooper Bay (Nupurarmiut), Native Village of Kotzebue, Nome Eskimo Community, and All other Alaska Native tribes and villages.

Non-Specified Tribes: This category includes respondents who checked the "American Indian or Alaska Native" response category on the U.S. Census questionnaire or wrote in the generic term "American Indian" or "Alaska Native," or tribal entries not elsewhere classified.

Latin American Indian Tribes: This category shows people who self-identified as Aztec, Inca, Maya, Mixtec, Taino, or Tarasco (Purepecha).

Why is it important?

The American Indian and Alaska Native identity of a place can indicate different needs, values, and attitudes sometimes held by different groups.

Many tribal people have unique historical and current ties to the land,^{23, 24} and some tribes have unique legal rights to certain activities, such as hunting, fishing, and plant-gathering.

Policies and management actions may have disproportionately high and adverse effects on tribes and it is helpful to know whether native peoples live in a particular area.^{25, 26}

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Occupations and Industries

	Northwood, OH	Wood County, OH
Civilian employees > 16 years, 2024*	2,892	67,786
Management, professional, & related	895	27,425
Service	273	9,703
Sales and office	772	13,452
Farming, fishing, and forestry	0	112
Construction, extract, maint, & repair	60	2,809
Production, transportation	806	12,323

Percent of Total

Management, professional, & related	30.9%	40.5%
Service	9.4%	14.3%
Sales and office	26.7%	19.8%
Farming, fishing, and forestry	0.0%	0.2%
Construction, extract, maint, & repair	2.1%	4.1%
Production, transportation	27.9%	18.2%

	Northwood, OH	Wood County, OH
Civilian employees > 16 years, 2024*	2,892	67,786
Ag, forestry, fishing & hunting, mining	0	497
Construction	92	3,924
Manufacturing	580	12,454
Wholesale trade	59	1,553
Retail trade	284	7,354
Transport, warehousing, and utilities	198	3,970
Information	29	927
Finance and ins, and real estate	97	3,152
Prof, mgmt, admin, & waste mgmt	314	5,221
Edu, health care, & social assistance	723	18,401
Arts, entertain, rec, accomod, & food	136	5,656
Other services, except public admin	178	2,416
Public administration	202	2,261

Percent of Total

Ag, forestry, fishing & hunting, mining	0.0%	0.7%
Construction	3.2%	5.8%
Manufacturing	20.1%	18.4%
Wholesale trade	2.0%	2.3%
Retail trade	9.8%	10.8%
Transport, warehousing, and utilities	6.8%	5.9%
Information	1.0%	1.4%
Finance and ins, and real estate	3.4%	4.6%
Prof, mgmt, admin, & waste mgmt	10.9%	7.7%
Edu, health care, & social assistance	25.0%	27.1%
Arts, entertain, rec, accomod, & food	4.7%	8.3%
Other services, except public admin	6.2%	3.6%
Public administration	7.0%	3.3%

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* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Occupations and Industries

What do we measure on this page?

This page describes what people do for work in terms of the type of work (by occupation) and where they work (by industry).

Employment by Occupation: Refers to the Standard Occupational Classification (SOC) system in which workers are classified into occupations with similar job duties, skills, education, and/or training, regardless of industry.^{27, 28}

Employment by Industry: Refers to employment by industry, listed according to the North American Industry Classification System (NAICS). For a more detailed analysis of long-term employment and personal income earned by industry, run an EPS Measures report. See <https://headwaterseconomics.org/eps>.

Why is it important?

Employment statistics are usually reported by industry. This is a useful way to show the relative diversity of the economy and the degree of dependence on certain sectors. Employment by occupation offers additional information that describes what people do for a living and the type of work they do, regardless of the industry. For example, management and professional occupations generally offer higher wages and require formal education, and these occupations could exist in any number of industries. Managers could be working for a software firm, a mine, or a construction company. Occupation information describes what people do, while employment by industry describes where people work.²⁹

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Demographics

Northwood, OH

Labor

	Northwood, OH	Wood County, OH
Population 16 to 64, 2024*	3,432	86,484
WEEKS WORKED PER YEAR:		
Worked 50 to 52 weeks	2,183	53,018
Worked 27 to 49 weeks	239	8,256
Worked 1 to 26 weeks	474	9,452
Did not work	536	15,758
HOURS WORKED PER WEEK:		
Worked 35 or more hours per week	1,854	52,087
Worked 15 to 34 hours per week	688	14,812
Worked 1 to 14 hours per week	354	3,827
Did not work	536	15,758
Mean usual hours worked for workers	36.1	37.6

Percent of Total

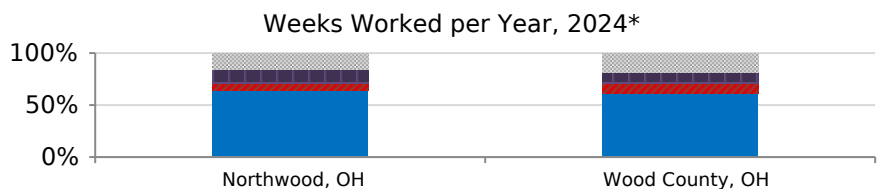
WEEKS WORKED PER YEAR:		
Worked 50 to 52 weeks	63.6%	61.3%
Worked 27 to 49 weeks	7.0%	9.5%
Worked 1 to 26 weeks	13.8%	10.9%
Did not work	15.6%	18.2%
HOURS WORKED PER WEEK:		
Worked 35 or more hours per week	54.0%	60.2%
Worked 15 to 34 hours per week	20.0%	17.1%
Worked 1 to 14 hours per week	10.3%	4.4%
Did not work	15.6%	18.2%

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.

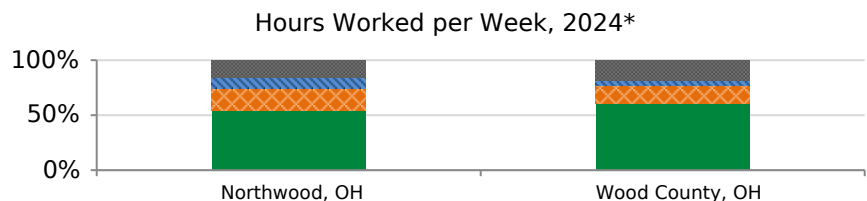
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2020-2024 period, Northwood, OH had the highest estimated percent of people that worked 50 to 52 weeks per year (63.6%), and Wood County, OH had the lowest (61.3%).



■ Worked 50 to 52 weeks ■ Worked 27 to 49 weeks
■ Worked 1 to 26 weeks ■ Did not work

- In the 2020-2024 period, Wood County, OH had the highest estimated percent of people that worked 35 or more hours per week (60.2%), and Northwood, OH had the lowest (54.0%).



■ >35 Hours/Week ■ 15-34 Hours/Week
■ 1-14 Hours/Week ■ Did not work

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Labor

What do we measure on this page?

This page describes workers by hours worked per week and by weeks worked per year.

Weeks worked per year and hours worked per week are irrespective of each other. For example, regardless of whether an individual worked 10 or 40 hours per week, if (s)he worked 50 weeks per year, (s)he will be recorded as having "worked 50 to 52 weeks per year."

Labor force participation should be not confused with the unemployment rate, which is a measure of the people who are jobless and looking for work. To see long-term trends of unemployment, run an EPS Measures report. See <https://headwaterseconomics.org/eps>.

Why is it important?

Fewer hours worked per week or weeks worked per year may indicate that the local economy is suffering from underemployment which results in lower real incomes and a lower standard of living.³⁰ For example, labor incomes in agriculture and other seasonal employment are consistently among the lowest incomes in industrial classes as reported by the U.S. Census.

However, shorter work weeks and fewer weeks worked per year also can be indicative of worker preference. Part-time jobs (those that average fewer than 35 hours/week) are often ideal for students, people who are responsible for taking care of their dependents, and the elderly who wish to remain active in the workplace but do not want to work a full schedule. Advances in computer technologies enable workers to telecommute and work shorter and more flexible hours. And, in some cases, young adults seek out seasonal-, tourism-, or recreation-related employment by choice.

The Bureau of Labor Statistics offers data tables on workers by category.³¹ For example, in 2006, before the Great Recession, 3.9 million people in the county were employed part-time for economic reasons (slack work or business conditions or could only find a part-time job). By 2008, toward the end of the recession, this number had risen to 7.3 million people.³²

Data on age and income distribution should be examined to better understand the degree to which the data on this page are related to under-employment and economic hardship versus worker preference.

Most employment statistics count full-time, part-time, and seasonal employment as the same—that is, a single job. In places where a relatively large percent of the employment base is either part-time or seasonally employed, this may explain falling wages or rates of employment that outpace population change.

For more information about changes in wages, employment, and population over time, create an EPS Socioeconomic Measures report. See <https://headwaterseconomics.org/eps>.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Commuting

	Northwood, OH	Wood County, OH
Workers 16 years and over, 2024*	2,844	65,942
PLACE OF WORK:		
Worked in county of residence	1,108	39,382
Worked outside county of residence	1,736	26,560
TRAVEL TIME TO WORK:		
Less than 10 minutes	394	10,794
10 to 14 minutes	330	8,479
15 to 19 minutes	908	10,261
20 to 24 minutes	552	9,967
25 to 29 minutes	181	6,271
30 to 34 minutes	54	6,925
35 to 39 minutes	88	1,500
40 to 44 minutes	24	1,007
45 to 59 minutes	22	2,110
60 or more minutes	136	1,809
Mean travel time to work (minutes)	19	18.4

Percent of Total

PLACE OF WORK:		
Worked in county of residence	39.0%	59.7%
Worked outside county of residence	61.0%	40.3%
TRAVEL TIME TO WORK:		
Less than 10 minutes	13.9%	16.4%
10 to 14 minutes	11.6%	12.9%
15 to 19 minutes	31.9%	15.6%
20 to 24 minutes	19.4%	15.1%
25 to 29 minutes	6.4%	9.5%
30 to 34 minutes	1.9%	10.5%
35 to 39 minutes	3.1%	2.3%
40 to 44 minutes	0.8%	1.5%
45 to 59 minutes	0.8%	3.2%
60 or more minutes	4.8%	2.7%

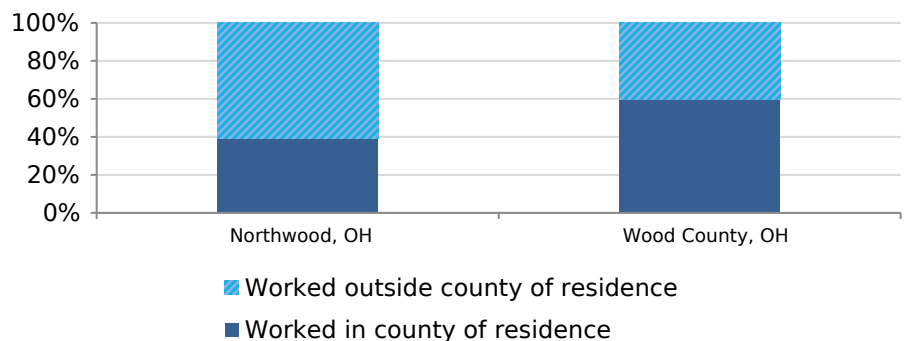
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Place of Work, 2024*

- In the 2020-2024 period, Northwood, OH had the highest estimated percent of people that worked outside the county of residence (61.0%), and Wood County, OH had the lowest (40.3%).



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Commuting

What do we measure on this page?

This page describes workers by place of work and by travel time to work. These data do not include those who work from home.

Why is it important?

The longest commute times tend to occur in larger metro areas or in counties surrounding metro areas. However, fast-growing micropolitan communities or some rural areas, such as resort communities, where the cost of living has gone up, are also experiencing large commute times.³³

Economic development is sometimes affected by commuting in unanticipated ways: strategies aimed at increasing jobs in a community will not necessarily mean jobs for residents. Conversely, creating job opportunities for residents does not always require bringing jobs into that community.

High out-commuting rates can also separate tax revenues from demands for services, which complicates fiscal planning for local governments. "Bedroom communities"—those with high levels of out-commuting—may struggle to provide social services, housing, and water and sewer facilities without an adequate source of business tax revenue. Higher levels and longer distance of commuting likely indicate a housing-job imbalance. This can result from unaffordable housing prices or other residential constraints.³⁴

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Demographics

Northwood, OH

Income

	Northwood, OH	Wood County, OH
Per Capita Income (2024 \$s)	\$45,282	\$42,918
Median Household Income^ (2024 \$s)	\$77,268	\$74,216
Total Households, 2024*	2,240	54,257
Less than \$10,000	70	2,526
\$10,000 to \$14,999	10	2,021
\$15,000 to \$24,999	165	4,029
\$25,000 to \$34,999	76	3,699
\$35,000 to \$49,999	234	5,929
\$50,000 to \$74,999	379	9,176
\$75,000 to \$99,999	524	6,879
\$100,000 to \$149,999	412	9,554
\$150,000 to \$199,999	146	5,113
\$200,000 or more	224	5,331
Gini Coefficient^	0.39	0.47

Percent of Total

Less than \$10,000	3.1%	4.7%
\$10,000 to \$14,999	0.4%	3.7%
\$15,000 to \$24,999	7.4%	7.4%
\$25,000 to \$34,999	3.4%	6.8%
\$35,000 to \$49,999	10.4%	10.9%
\$50,000 to \$74,999	16.9%	16.9%
\$75,000 to \$99,999	23.4%	12.7%
\$100,000 to \$149,999	18.4%	17.6%
\$150,000 to \$199,999	6.5%	9.4%
\$200,000 or more	10.0%	9.8%

^ Median Household Income and Gini Coefficient are not available for metro/non-metro or regional aggregations.

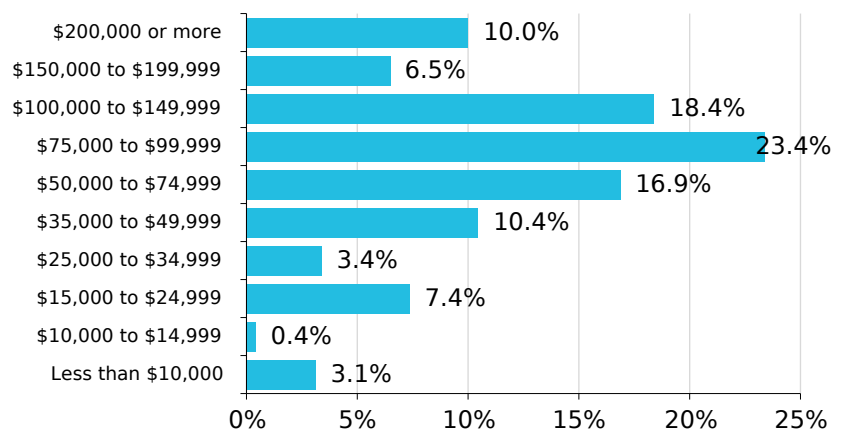
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- In the 2020-2024 period, the income category in the Northwood, OH with the most households was \$75,000 to \$99,999 (23.4% of households). The income category with the fewest households was \$10,000 to \$14,999 (0.4% of households).
- In the 2020-2024 period, the bottom 40% of households in the Northwood, OH accumulated approximately 12.8% of total income, and the top 20% of households accumulated approximately 55.7% of total income.

Household Income Distribution, Northwood, OH, 2024*



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Income

What do we measure on this page?

This page describes per capita income and the distribution of household income.

Per Capita Income: Total personal income divided by total population of an area.⁵⁰

Household: All the people who occupy a housing unit as their usual place of residence.

Gini Coefficient: A summary value of the inequality of income distribution. A value of 0 represents perfect equality and a value of 1 represents perfect inequality. The lower the Gini coefficient, the more equal the income distribution.

The per capita income shown on this page is from the U.S. Census Bureau. The U.S. Census Bureau and Bureau of Economic Analysis (BEA) define income differently and derive the estimates using different techniques.⁵¹

Why is it important?

One important consideration of proposed policies and management actions is whether low-income populations could experience disproportionately adverse effects as a result. Analyzing income differences within and between locations helps to highlight areas where the population or a sub-population may be experiencing economic hardship.

The distribution of income is related to important aspects of economic well-being. Large numbers of households in the lower end of income distribution indicate economic hardship. A bulge in the middle can be interpreted as the size of the middle class. A figure that shows a proportionally large number of households at both extremes indicates a location characterized by "haves" and "have-nots."³⁵

Income distribution has always been a central concern of economic theory and economic policy. Classical economists were mainly concerned with the distribution of income among the main factors of production: land, labor, and capital. Modern economists have also addressed this issue but have been more concerned with the distribution of income across individuals and households.³⁶

According to the Census Bureau, "Researchers believe that changes in the labor market and... household composition affected the long-run increase in income inequality. The wage distribution has become considerably more unequal with workers at the top experiencing real wage gains and those at the bottom real wage losses.... At the same time, long-run changes in society's living arrangements have taken place also tending to exacerbate household income differences. For example, divorces, marital separations, births out of wedlock, and the increasing age at first marriage have led to a shift away from married-couple households to single-parent families and nonfamily households. Since non-married-couple households tend to have lower income and less equally distributed income than other types of households... changes in household composition have been associated with growing income inequality."³⁷

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Poverty Prevalence

	Northwood, OH	Wood County, OH
People, 2024*	5,152	125,891
Families, 2024*	1,453	31,540
People Below Poverty	710	15,401
Families below poverty	155	2,099

Percent of Total

People Below Poverty	13.8%	12.2%
Families below poverty	10.7%	6.7%

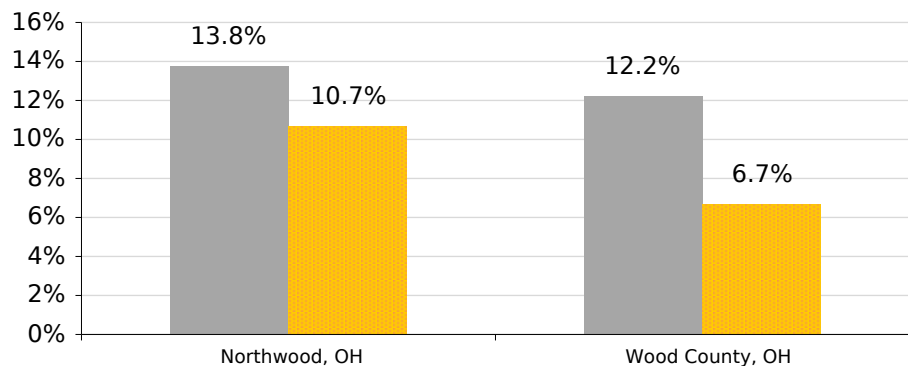
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Individuals & Families Below Poverty, 2024*

- In the 2020-2024 period, Northwood, OH had the highest estimated percent of individuals living below poverty (13.8%), and Wood County, OH had the lowest (12.2%).
- In the 2020-2024 period, Northwood, OH had the highest estimated percent of families living below poverty (10.7%), and Wood County, OH had the lowest (6.7%).



■ People Below Poverty ■ Families below poverty

Poverty Rate by Age & Family Type~

	Northwood, OH	Wood County, OH
People, 2024*	13.8%	12.2%
Under 18 years	34.7%	9.7%
65 years and older	0.0%	8.4%
Families, 2024*	10.7%	6.7%
Families with related children < 18 years	28.9%	10.1%
Married couple families	2.2%	3.4%
with children < 18 years	6.8%	3.1%
Female householder, no husband present	52.8%	23.9%
with children < 18 years	81.5%	35.3%

~Poverty rate by age and family type is calculated by dividing the number of people by demographic in poverty by the total population of that demographic.

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Poverty Prevalence

What do we measure on this page?

This page describes the number of individuals and families living below the poverty line.

Family: A group of two or more people who reside together and who are related by birth, marriage, or adoption.

Poverty: Following the Office of Management and Budget's Directive ¹⁴, the U.S. Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Why is it important?

Poverty is an important indicator of economic well-being. Understanding the extent of poverty is important for several reasons. For example, people with limited income may have different needs and values. Also, proposed policies and activities may need to be analyzed in the context of whether people who are economically disadvantaged could experience disproportionately adverse effects.

Poverty rates are often reported in aggregate, which can hide important differences. The bottom table shows poverty for various types of individuals and families. This is important because aggregate poverty rates (for example, families below poverty) may hide some important information (for example, the poverty rate for single mothers with children).^{38, 39}

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Poverty by Race and Ethnicity

	Northwood, OH	Wood County, OH
Total Population in Poverty, 2024*	710	15,401
White alone	567	12,636
Black or African American alone	0	224
American Indian alone	0	9
Asian alone	0	285
Native Hawaii & Other Pacific Is. alone	0	0
Some other race	0	380
Two or more races	143	1,867
All Ethnicities in Poverty, 2024*		
Hispanic or Latino (of any race)	43	1,351
Not Hispanic or Latino (of any race)	524	12,358

Percent of Total^

White alone	79.9%	82.0%
Black or African American alone	0.0%	1.5%
American Indian alone	0.0%	0.1%
Asian alone	0.0%	1.9%
Native Hawaii & Other Pacific Is. alone	0.0%	0.0%
Some other race	0.0%	2.5%
Two or more races	20.1%	12.1%
Hispanic or Latino (of any race)	6.1%	8.8%
Not Hispanic or Latino (of any race)	73.8%	80.2%

^ Percent of total population in poverty by race and ethnicity is calculated by dividing the number of people in poverty in each racial or ethnic category by the total population.

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Percent of People by Race and Ethnicity Who Are Below Poverty~, 2024*

	Northwood, OH	Wood County, OH
White alone	12.4%	11.5%
Black or African American alone	na	10.2%
American Indian alone	na	4.0%
Asian alone	0.0%	10.4%
Native Hawaiian & Oceanic alone	na	0.0%
Some other race alone	0.0%	18.0%
Two or more races alone	69.4%	21.8%
Hispanic or Latino alone	5.3%	16.0%
Non-Hispanic/Latino alone	13.0%	11.5%

~Poverty prevalence by race and ethnicity is calculated by dividing the number of people by race in poverty by the total population of that race.

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Poverty by Race and Ethnicity

What do we measure on this page?

This page describes the number of people living in poverty by race and ethnicity. It also shows the share of all people living in poverty by race and ethnicity, and the share of each race and ethnicity living in poverty.

Race: Race is a self-identification data item in which U.S. Census respondents choose the race or races with which they most closely identify.

Race categories include both racial and national-origin groups. The concept of race is separate from the concept of Hispanic origin. Percentages for the various race categories add to 100 percent and should not be combined with the percent Hispanic.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

Poverty: Following the Office of Management and Budget's Directive¹⁴, the Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Poverty thresholds are updated every year by the U.S. Census Bureau to reflect changes in the Consumer Price Index. The poverty thresholds are the same for all parts of the country. They are not adjusted for regional, state or local variations in the cost of living.⁴⁰

Why is it important?

Understanding levels of poverty for different races and ethnicities can be important. People with limited income and from different races and ethnicities may have different needs and values. Proposed policies and activities may need to be analyzed in the context of whether minorities and people who are economically disadvantaged could be disproportionately impacted.^{41, 42}

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Demographics

Northwood, OH

Household Earnings

	Northwood, OH	Wood County, OH
Total households, 2024*	2,240	54,257
Labor earnings	1,852	43,081
Social Security (SS)	573	15,141
Retirement income	576	13,351
Supplemental Security Income (SSI)	169	2,143
Cash public assistance income	153	947
SNAP (previously Food Stamps)	243	3,766

Percent of Total^

Labor earnings	82.7%	79.4%
Social Security (SS)	25.6%	27.9%
Retirement income	25.7%	24.6%
Supplemental Security Income (SSI)	7.5%	3.9%
Cash public assistance income	6.8%	1.7%
SNAP (previously Food Stamps)	10.8%	6.9%

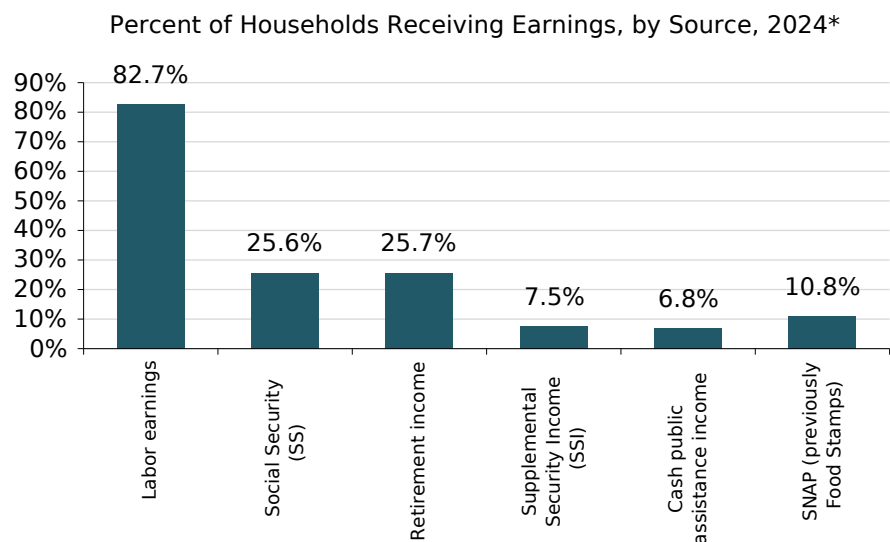
^ Total may add to more than 100% due to households receiving more than 1 source of income.

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2020-2024 period, the highest estimated percent of public assistance in the Northwood, OH was in the form of Retirement income (25.7%), and the lowest was in the form of Cash public assistance income (6.8%).



Mean Annual Household Earnings by Source

	Northwood, OH	Wood County, OH
Mean earnings, 2024 (2024 \$s)	\$94,722	\$100,950
Mean Social Security income	\$27,646	\$24,564
Mean retirement income	\$44,552	\$34,041
Mean Supplemental Security Income	\$14,401	\$12,671
Mean cash public assistance income	\$1,416	\$4,127

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Household Earnings

What do we measure on this page?

This page describes household earnings by source.

Labor Earnings: Refers to households that receive wage or salary income and also those that receive net income from self-employment.

Social Security: Households that receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and Railroad Retirement insurance. It does not include Medicare reimbursement.

Retirement Income: Households that receive: 1) retirement pensions and survivor benefits from a former employer, labor union, U.S. military, or federal, state, or local government; 2) disability income from companies, unions, the U.S. military, or federal, state, or local government; 3) periodic receipts from annuities and insurance; and 4) regular income from IRA and Keogh plans. It does not include Social Security income.

Supplemental Security Income (SSI): Households that receive assistance from the Social Security Administration that guarantees a minimum level of income for needy aged, blind, or disabled individuals.

Cash Public Assistance Income: Households that receive public assistance that includes general assistance and Temporary Assistance to Needy Families (TANF). It does not include separate payments received for hospital or other medical care (vendor payments) or Supplemental Security Income (SSI) or noncash benefits such as Supplemental Nutrition Assistance Program (SNAP).

Supplemental Nutrition Assistance Program (SNAP): Households that receive coupons or cards that can be used to purchase food. Prior to 2008, this program was referred to as Food Stamps. The U.S. Census Bureau's American Community Survey (ACS) does not report mean dollar amounts for this item.

Why is it important?

Earnings are not the only source of income, and for many families and communities a significant portion of income can be in the form of additional sources such as retirement and Social Security. While some payments may be an indication of an aging population or an influx of retirees (retirement payments), other measures (for example, SSI or SNAP) are an indication of economic hardship.

Additional information on "non-labor" sources of income are available by running an EPS Non-labor report: See <https://headwaterseconomics.org/eps>.

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Demographics

Northwood, OH

Education

	Northwood, OH	Wood County, OH
Total Population 25 yrs or older, 2024*	3,691	83,929
No high school degree	497	4,164
High school graduate	3,194	79,765
Associates degree	355	8,373
Bachelor's degree or higher	950	30,662
Graduate or professional	460	12,542

Percent of Total

No high school degree	13.5%	5.0%
High school graduate	86.5%	95.0%
Associates degree	9.6%	10.0%
Bachelor's degree or higher	25.7%	36.5%
Graduate or professional	12.5%	14.9%

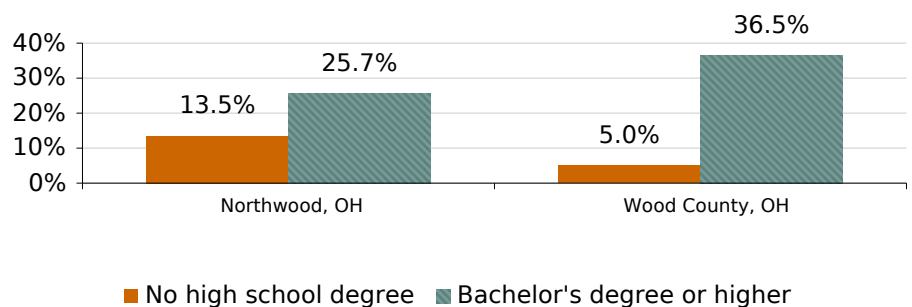
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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2020-2024 period, Wood County, OH had the highest percent of people over age 25 with a bachelor's degree or higher (36.5%), and Northwood, OH had the lowest (25.7%).
- In the 2020-2024 period, Northwood, OH had the highest percent of people over age 25 with no high school degree (13.5%), and Wood County, OH had the lowest (5.0%).

Educational Attainment, 2024*



	Northwood, OH	Wood County, OH
Total Population over 3 years old, 2024*	5,013	128,525
Enrolled in school:	1,000	39,098
Enrolled in nursery school, preschool	116	2,501
Enrolled in kindergarten	70	1,839
Enrolled in grade 1 to grade 4	220	5,625
Enrolled in grade 5 to grade 8	190	5,895
Enrolled in grade 9 to grade 12	178	6,406
Enrolled in college	226	16,832
Not enrolled in school	4,013	89,427

Percent of Total

Enrolled in school:	19.9%	30.4%
Enrolled in nursery school, preschool	2.3%	1.9%
Enrolled in kindergarten	1.4%	1.4%
Enrolled in grade 1 to grade 4	4.4%	4.4%
Enrolled in grade 5 to grade 8	3.8%	4.6%
Enrolled in grade 9 to grade 12	3.6%	5.0%
Enrolled in college	4.5%	13.1%
Not enrolled in school	80.1%	69.6%

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Education

What do we measure on this page?

This page describes levels of educational attainment.

Educational Attainment: This refers to the level of education completed by people 25 years and over in terms of the highest degree or the highest level of schooling completed.

School Enrollment: The U.S. Census Bureau's American Community Survey (ACS) defines people as enrolled in school if they were attending a public or private school or college at any time during the three months prior to taking the survey. People enrolled in vocational, technical, or business school such as post-secondary vocational, trade, hospital school, and on-the-job training were not reported as enrolled in school.

Why is it important?

Education is one of the most important indicators of the potential for economic success, and lack of education is closely linked to poverty. Studies show that areas with a higher-than-average-educated workforce grow faster, have higher incomes, and suffer less during economic downturns than other areas.^{43, 44} In 2017, the Bureau of Labor Statistics reported that the higher the rate of educational achievement, the lower the unemployment rate and the higher the wages.⁴⁵

Understanding differences in education levels can highlight whether certain people might be disproportionately impacted by policies, plans, and management actions, and can inform communication and outreach efforts.

School enrollment can be an important indicator of the level of access to education, a community's potential for economic growth, and the number of dependents in a community that are not of working age. Some government agencies also use this information for funding allocations.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Demographics

Northwood, OH

Language

	Northwood, OH	Wood County, OH
Population 5 yrs or older, 2024*	4,846	125,520
Speak only English	4,702	118,196
Speak a language other than English	"144	7,324
Spanish or Spanish Creole	"25	3,128
Other Indo-European languages	"0	2,029
Asian and Pacific Island languages	"119	1,607
Other languages	"0	"538
Speak English less than "very well"	"0	"2,004

Percent of Total

Speak only English	97.0%	94.2%
Speak a language other than English	"3.0%	5.8%
Spanish or Spanish Creole	"0.5%	2.5%
Other Indo-European languages	"0.0%	1.6%
Asian and Pacific Island languages	"2.5%	1.3%
Other languages	"0.0%	"0.4%
Speak English less than "very well"	"0.0%	1.6%

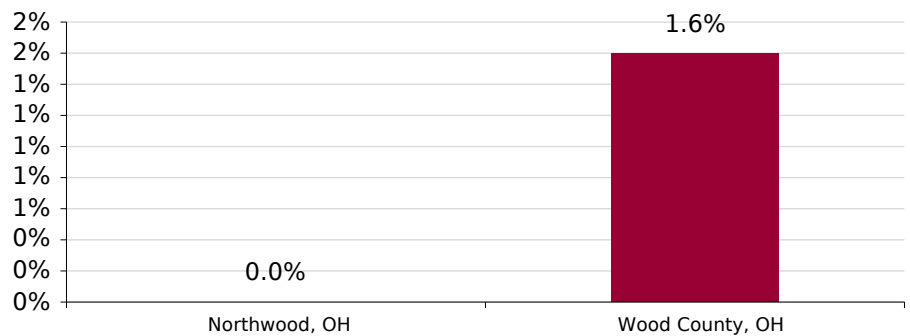
High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.

Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Percent of Population that 'Speaks English Less Than Very Well', 2024*

- In the 2020-2024 period, Wood County, OH had the highest estimated percent of people that spoke English less than 'very well' (1.6%), and Northwood, OH had the lowest (0.0%).



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Language

What do we measure on this page?

This page measures the primary language people speak at home.

Language Spoken at Home: The language used by respondents five years and older at home, either "English only" or a non-English language which is used in addition to English or in place of English.⁴⁶

Why is it important?

If a significant portion of the population is classified as speaking English "less than very well," public outreach, meetings, plans, and implementation may need to be conducted in multiple languages. Community leaders and policy makers should be prepared to use interpreters of languages other than English to communicate effectively with diverse publics.

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Demographics

Northwood, OH

Housing Characteristics

	Northwood, OH	Wood County, OH
Total Housing Units, 2024*	2,476	57,649
Occupied	2,240	54,257
Vacant	236	3,392
For rent	0	606
Rented, not occupied	0	312
For sale only	92	302
Sold, not occupied	64	550
Seasonal, recreational, occasional	30	274
For migrant workers	0	0
Other vacant	50	1,348
Year Built		
Built 2010 or later	105	5,339
Built 2000 to 2009	41	7,765
Built 1990 to 1999	318	7,743
Built 1980 to 1989	240	6,448
Built 1970 to 1979	891	9,967
Built 1940 to 1969	546	10,828
Median year structure built^	1974	1978

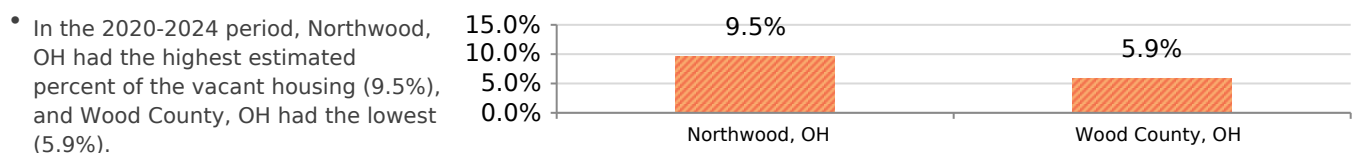
Percent of Total

Occupancy		
Occupied	90.5%	94.1%
Vacant	9.5%	5.9%
For rent	0.0%	1.1%
Rented, not occupied	0.0%	0.5%
For sale only	3.7%	0.5%
Sold, not occupied	2.6%	1.0%
Seasonal, recreational, occasional	1.2%	0.5%
For migrant workers	0.0%	0.0%
Other vacant	2.0%	2.3%
Year Built		
Built 2010 or later	4.2%	9.3%
Built 2000 to 2009	1.7%	13.5%
Built 1990 to 1999	12.8%	13.4%
Built 1980 to 1989	9.7%	11.2%
Built 1970 to 1979	36.0%	17.3%
Built 1940 to 1969	22.1%	18.8%

^ Median year structure built is not available for metro/non-metro or regional aggregations.

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.
Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

Percent of Housing Vacant (incl. seasonal homes), 2024*



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Housing Characteristics

What do we measure on this page?

This page describes whether housing is occupied or vacant, for rent or seasonally occupied, and the year built.

Rent: The number of homes for rent was defined as occupied housing units that were for rent, vacant housing units that were for rent, and vacant units rented but not occupied at the time of interview.

Seasonal, Recreational, or Occasional Use: Refers to vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year.

For Migrant Workers: Refers to housing units intended for occupancy by migratory workers employed in farm work during the crop season.

Why is it important?

Vacancy status is an indicator of the housing market and provides information on the stability and quality of housing for certain areas. The data is used to assess the demand for housing, to identify housing turnover within areas, and to better understand the population within the housing market over time. These data also serve to aid in the development of housing programs to meet the needs of persons at different economic levels.

Seasonal or recreational homes (i.e., “second homes”) are often an indicator of the desirability of a place for recreation and tourism. This could also be used as an indicator of recreational and scenic amenities, which can be a source of economic growth.

While the late 1990s and early 2000s were a period of rapid home development throughout the country, there have been other periods when housing grew at a fast rate (the late 1970s, for example, in many parts of the country). The relative growth rate of housing is an indicator of overall economic growth but may indicate challenges such as the need to prepare for risk of wildfire, flooding, and other natural disasters. The year the home was built also provides information on the age of the housing stock, which can be used to forecast future demand of services such as energy consumption and fire protection.

Housing that is classified as available for migrant workers can be used as an indicator of a certain type of economic activity, in particular crop agriculture.

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Demographics

Northwood, OH

Housing Affordability

	Northwood, OH	Wood County, OH
Owner-occupied mortgaged homes, 2024*	1,314	21,499
Cost >30% of household income	124	3,617
Specified renter-occupied units, 2024*	367	19,318
Rent >30% of household income	178	7,929
Median monthly mortgage cost [^] , 2024*	\$1,189	\$1,626
Median gross rent [^] , 2024*	\$965	\$972

Percent of Total

Cost >30% of household income	9.4%	16.8%
Rent >30% of household income	48.5%	41.0%

[^] Median monthly mortgage cost and median gross rent are not available for metro/non-metro or regional aggregations.

High Reliability: Data with coefficients of variation (CVs) < 12% are in black to indicate that the sampling error is relatively small.

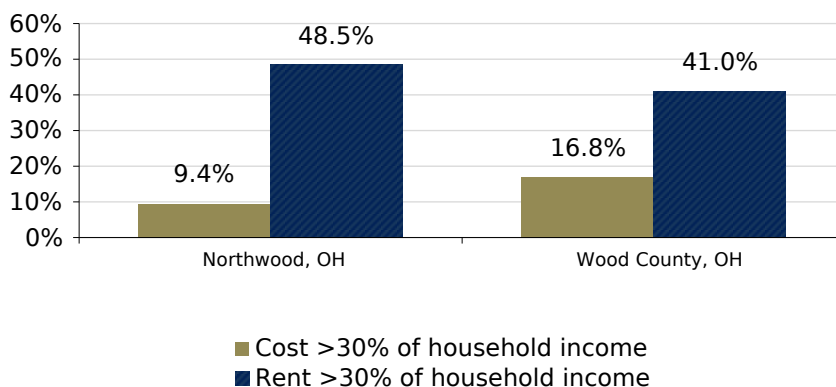
Medium Reliability: Data with CVs between 12 & 40% are in orange to indicate that the values should be interpreted with caution.

Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

- In the 2020-2024 period, Wood County, OH had the highest percent of owner-occupied households where > 30% of household income was spent on mortgage costs (16.8%), and Northwood, OH had the lowest (9.4%).

- In the 2020-2024 period, Northwood, OH had the highest percent of renter-occupied households where > 30% of household income was spent on gross rent (48.5%), and Wood County, OH had the lowest (41.0%).

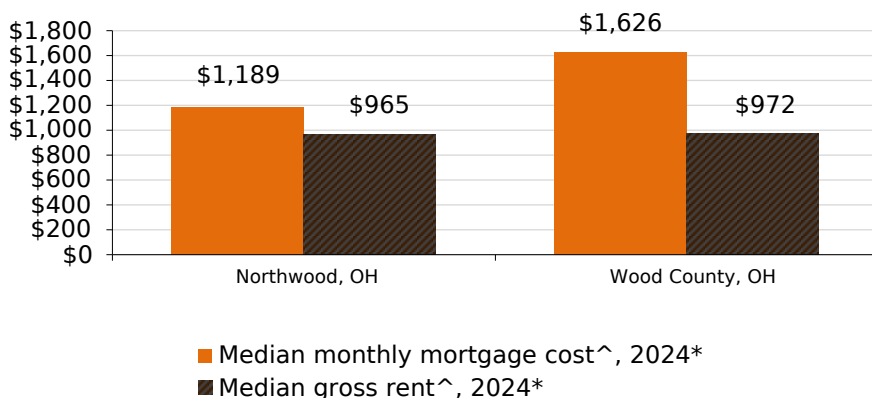
Housing Costs as a Percent of Household Income, 2024*



- In the 2020-2024 period, Wood County, OH had the highest estimated monthly mortgage costs for owner-occupied homes (\$1,626), and Northwood, OH had the lowest (\$1,189).

- In the 2020-2024 period, Wood County, OH had the highest estimated monthly gross rent for renter-occupied homes (\$972), and Northwood, OH had the lowest (\$965).

Median Monthly Mortgage Costs and Gross Rent, 2024*



* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Housing Affordability

What do we measure on this page?

This page describes whether housing is affordable for homeowners and renters.⁴⁷

Owner-Occupied Housing Unit: A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for.

Renter-Occupied Housing Unit: All occupied units that are not owner-occupied are classified as renter-occupied, whether they are rented for cash rent or occupied without payment of cash rent.

Household: A household includes all the people who occupy a housing unit as their usual place of residence.

Monthly Costs (owner-occupied): The sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees.

Gross Rent: The amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, and water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid for by the renter (or paid for the renter by someone else).

The lowest ownership costs and gross rent share of household income reported in the U.S. Census Bureau's American Community Survey is 15 percent. Many government agencies define as excessive (or unaffordable) housing costs that exceed 30 percent of monthly household income.

Why is it important?

An important indicator of economic hardship is whether housing is affordable.⁴⁸ This page measures housing affordability in terms of the share of household income that is devoted to a mortgage and related costs (for homeowners) and rent and related costs (for renters). An income share devoted to housing that is below 15 percent is a good proxy for highly affordable, while the income share devoted to housing that is above 30 percent is a good proxy for unaffordable.

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Demographics

Northwood, OH

Comparisons

Indicators		Northwood, OH	Wood County, OH	Percent difference Northwood, OH vs. Wood County, OH
Demographics	Population Growth (% change, 2010*-2024*)	-2.5%	5.4%	
	Median Age (2024*)	43.3	36.2	
	Percent Population White Alone (2024*)	89.0%	87.1%	
	Percent Population Hispanic or Latino (2024*)	15.6%	6.6%	
	Percent Population American Indian or Alaska Native (2024*)	0.0%	0.2%	
	Percent of Population 'Baby Boomers' (2024*)	31.7%	22.9%	
Income	Median Household Income (2024*)	\$77,268	\$74,216	
	Per Capita Income (2024*)	\$45,282	\$42,918	
	Percent Individuals Below Poverty (2024*)	13.8%	12.2%	
	Percent Families Below Poverty (2024*)	10.7%	6.7%	
	Percent of Households with Retirement and Social Security Income (2024*)	51.3%	52.5%	
	Percent of Households with Public Assistance Income (2024*)	25.2%	12.6%	
Structure	Percent Population 25 Years or Older without High School Degree (2024*)	13.5%	5.0%	
	Percent Population 25 Years or Older with Bachelor's Degree or Higher (2024*)	25.7%	36.5%	
	Percent Population That Speak English Less Than 'Very Well' (2024*)	0.0%	1.6%	
	Percent of Houses that are Seasonal Homes (2024*)	1.2%	0.5%	
	Owner-Occupied Homes where > 30% of Household Income Spent on Mortgage (2024*)	9.4%	16.8%	
	Renter-Occupied Homes where > 30% of Household Income Spent on Rent (2024*)	48.5%	41.0%	

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Low Reliability: Data with CVs > 40% are displayed in red to indicate that the estimate is considered very unreliable.

* ACS 5-year estimates used. 2024 represents average characteristics from 2020-2024; 2010 represents 2006-2010.

Data Sources: U.S. Department of Commerce. 2026. Census Bureau, American Community Survey Office, Washington D.C.

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Demographics

Northwood, OH

Comparisons

What do we measure on this page?

This page compares key demographic, income, and social indicators from the selected region to the United States overall.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act.

Race: Race is a self-identification data item in which respondents choose the race or races with which they most closely identify. In 1997 the U.S. Office of Management and Budget (OMB) revised the standards for how the Federal government collects and presents data on race and ethnicity.

Poverty: Following the Office of Management and Budget's Directive 14, the U.S. Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Baby Boomers: Baby boomers are defined as having been born between 1946-1964. The reported percent of population that are "Baby Boomers" has some associated error since ACS generally reports age classes in 5-year increments (55 to 59 years, 60 to 64 years, etc.).

Social Security: Refers to households that receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and Railroad Retirement insurance. It does not include Medicare reimbursement.

Retirement Income: Consists of households that receive: 1) retirement pensions and survivor benefits from a former employer, labor union, U.S. military, or federal, state, or local government; 2) disability income from companies, unions, the U.S. military, or federal, state, or local government; 3) periodic receipts from annuities and insurance; and 4) regular income from IRA and Keogh plans. It does not include Social Security income.

Median Age, Median Household Income, and Per Capita Income are not calculated for multi-location regions due to data availability.

Why is it important?

This page shows a quick comparison of indicators covered in this report and shows how the region is different from the selected comparison area. If no custom comparison area was selected, EPS defaults to comparing against the U.S.

The chart offers an at-a-glance view of whether groups of indicators are atypical compared to the comparison area. For example, this page may show that a selected area has an older population, relatively unaffordable housing, and language barriers. In combination, these indicators can help community leaders, local government staff, policy makers and others improve outreach strategies and consider whether the impacts of projects and policies could have disproportionate impacts on certain segments of the population.

CHANGES IN BOUNDARIES: Data describing change over time can be misleading when geographic boundaries have changed. The Census provides documentation about changes in boundaries at this site: www.census.gov/geo/reference/boundary-changes.html

Data Sources & Methods

EPS uses national statistics from public government sources. All data used in EPS can be readily verified with the original sources:

- **American Community Survey**

U.S. Census Bureau, U.S. Department of Commerce

<https://www.census.gov/programs-surveys/acs/>

<https://www.census.gov/acs/www/data/data-tables-and-tools/index.php>

Contacts:

<https://www.census.gov/about/contact-us.html>

EPS core approaches: EPS is designed to focus on long-term trends across a range of important measures. Trend analysis provides a more comprehensive view of changes than spot data for select years. We encourage users to focus on major trends rather than absolute numbers. EPS displays detailed industry-level data to show changes in the composition of the economy over time and the mix of industries at points in time. EPS employs cross-sectional benchmarking—comparing smaller areas such as counties to larger regions, states, and the nation—to give a sense of relative performance. EPS allows users to aggregate data for multiple locations to allow for more sophisticated cross-sectional comparisons.

About the American Community Survey (ACS): All data used in this report is based on the U.S. Census Bureau's American Community Survey (ACS), a nationwide survey conducted annually by the U.S. Census Bureau that provides current demographic, social, economic, and housing information about communities. The ACS is not the same as the Decennial U.S. Census, which is conducted every 10 years.

Estimates based on five years of sampling are available for all areas, whereas estimate based on annual and three-year sampling are only available for areas with larger population sizes. Data used in this report are five-year ACS estimates which are consistently available for locations with small populations such as towns. Five-year estimates are displayed for all locations because data obtained using the same survey technique is ideal for comparisons. The disadvantage is that multi-year estimates cannot be used to describe any particular year in the period, only the average value over the full period.

Data Accuracy: ACS is based on a survey and is subject to error. The U.S. Census Bureau reports the accuracy of the data by providing margins of error. In this report, we alert the user to the data accuracy using color-coded text and symbols in the tables: **BLACK** indicates a coefficient of variation <12%; **ORANGE** (preceded with one dot) indicates between 12 and 40%; and **RED BOLD** (preceded with two dots) indicates a coefficient of variation >40%. The coefficient of variation is a measure of relative error in the estimate and is calculated directly from the margin of error as the ratio of the standard error to the estimate itself. Less populated areas tend to have lower accuracy. If data have consistently low accuracy throughout a report, we suggest running another demographics report at a larger geographic scale.

Endnotes

- 1 - A useful resource on rural population change is the U.S. Department of Agriculture's Economic Research Service web page: <https://www.ers.usda.gov/topics/rural-economy-population/population-migration/>.
- 2 - William H. Frey's website provides links to publications, issues, media stories, data tools and resources on migration, population redistribution, and demography of both rural and urban populations in the U.S.: frey-demographer.org.
- 3 - For a description of the U.S. Census Bureau's ACS methodology and data accuracy, see <https://www.census.gov/programs-surveys/acs/methodology.html>.
- 4 - The U.S. Department of Health and Human Services' Administration on Aging has a host of resources about older Americans at <https://aoa.acl.gov/>.
- 5 - The U.S. Census Bureau publishes age data estimates for the U.S., states, counties, and metropolitan areas. See <https://www.census.gov/topics/population/age-and-sex.html>.
- 6 - The non-profit Population Reference Bureau offers a helpful video on population pyramids at <http://www.prb.org/Multimedia/Video/2009/distilleddemographics1.aspx>.
- 7 - Grayson KV and Victoria VA. 2010. The Next Four Decades: Older Population in the United States: 2010 to 2050. U.S. Census Bureau. <https://www.census.gov/prod/2010pubs/p25-1138.pdf>.
- 8 - Jacobsen LA and Mather M. 2010. U.S. Social and Economic Trends Since 2000. Population Bulletin 65(1):1-16. Washington DC: Population Reference Bureau.
- 9 - Cromartie J and Nelson P. 2009. Baby Boom Migration and Its Impact on Rural America. USDA-ERS Report No. 79. Washington, DC: USDA Economic Research Service. <https://permanent.access.gpo.gov/lps125026/ERR79.pdf>.
- 10 - The U.S. Census Bureau has many resources that describe the trends in aging in the U.S. and its implications. See for example: An Aging Nation: The Older Population in the United States <https://www.census.gov/prod/2014pubs/p25-1140.pdf>; and The Graying of America: More Adults Than Kids by 2035 <https://www.census.gov/library/stories/2018/03/graying-america.html?eml=gd>.
- 11 - Frey WH. 2006. America's Regional Demographics in the '00 Decade: The Role of Seniors, Boomers and New Minorities. Washington, DC: The Brookings Institution. <https://www.brookings.edu/research/americas-regional-demographics-in-the-00s-decade-the-role-of-seniors-boomers-and-new-minorities/>
- 12 - Frey WH. 2007. Mapping the Growth of Older America. Washington, DC: Brookings Institution. <https://www.brookings.edu/research/mapping-the-growth-of-older-america/>.

Endnotes

- 13 - OMB. 1997. Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Federal Register 62(210):58782-58790. <https://www.gpo.gov/fdsys/pkg/FR-1997-10-30/pdf/97-28653.pdf>.
- 14 - For a primer on how the Census 2010 handles race and Hispanic origin, see: Humes KR, Jones NA, and Ramirez RR. 2011. Overview of Race and Hispanic Origin. U.S. Census Bureau. <https://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf>.
- 15 - <https://www.census.gov/newsroom/press-releases/2017/school-enrollment.html>
- 16 - <https://data.census.gov/cedsci/all?q=ethnic%20groups>
- 17 - <https://www.archives.gov/files/federal-register/executive-orders/pdf/12898.pdf>
- 18 - A Century Apart: New Measures of Well-Being for U.S. Racial and Ethnic Groups is available at <http://www.measureofamerica.org/acenturyapart/>.
- 19 - Additional U.S. Census Bureau information on the Hispanic population (Who's Hispanic in America?) is available at https://www.census.gov/newsroom/cspan/hispanic/2012.06.22_cspan_hispanics.pdf.
- 20 - U.S. Census Bureau. Facts for Features: Hispanic Heritage Month 2016 <https://census.gov/newsroom/facts-for-features/2016/cb16-ff16.html>.
- 21 - See U.S. Census Bureau Tribal Affairs at <https://www.census.gov/aian/>.
- 22 - The U.S. Department of Interior's Indian Affairs oversees the Bureau of Indian Affairs and Bureau of Indian Education. Indian Affairs resources and contacts are available at <https://bia.gov/index.htm>.
- 23 - The U.S. Forest Service Office of Tribal Relations, formed in 2004, is a useful source of information and policies related to agency-tribal relations. See <https://www.fs.fed.us/spf/tribalrelations/index.shtml>.
- 24 - In 2016 the Bureau of Land Management published a Tribal Relations Manual and Handbook. See <https://www.blm.gov/programs/cultural-heritage-and-paleontology/tribal-consultation>.
- 25 - The American Indian Heritage Foundation hosts an American Indian Resource Directory with a list of all American Indian tribes, including Federally recognized tribes. This and other resources are available at <http://www.indians.org/index.html>.
- 26 - For an indispensable publication on environmental justice, see: Council on Environmental Quality. 1997. Environmental Justice: Guidance under the National Environmental Policy Act. Washington, DC: CEQ. https://www.epa.gov/sites/production/files/2015-02/documents/ej_guidance_nepa_ceq1297.pdf.

Endnotes

- 27 - The Census Bureau provides industry and occupation code lists and definitions: <https://www.census.gov/topics/employment/industry-occupation/guidance/code-lists.html>.
- 28 - Occupations are also defined by U.S. Bureau of Labor Statistics: <https://www.bls.gov/soc/>.
- 29 - The Bureau of Labor Statistics provides The Occupational Outlook Handbook, which is an analysis of the prospects for different types of jobs, including training and education needed, earnings, working conditions, and what workers do on the job: <https://www.bls.gov/ooh/>.
- 30 - Maynard DC and Feldman DC. (Eds.) 2011. Underemployment: Psychological, economic and social challenges. New York, NY: Springer.
- 31 - Labor Force Statistics from Current Population Survey. Bureau of Labor Statistics. <https://www.bls.gov/cps/lfcharacteristics.htm>.
- 32 - Involuntary Part-Time Work on the Rise. Bureau of Labor Statistics. <https://www.bls.gov/cps/lfcharacteristics.htm>.
- 33 - <https://www.census.gov/newsroom/press-releases/2017/acs-5yr.html>
- 34 - Aldrich L, Beale C, and Kasse K. 1997. Commuting and the Economic Functions of Small Towns and Places. Rural Development Perspectives 12(3):26-31. <https://naldc.nal.usda.gov/download/34577/PDF>.
- 35 - For useful remarks and scholarly references on the level and distribution of economic well-being, see Federal Reserve System Chairman Ben S. Bernanke's speech on February 6, 2007: <https://www.federalreserve.gov/newsevents/speech/Bernanke20070206a.htm>.
- 36 - For an analysis of trends in the distribution of wealth in the U.S., see Saez E and Zucman G. 2016. Wealth inequality in the United States since 1913: Evidence from capitalized income tax data. The Quarterly Journal of Economics 131(2):519-578.
- 37 - Income Inequality. U.S. Census Bureau. 2010. <https://www.census.gov/topics/income-poverty/income-inequality/about/middle-class.html>.
- 38 - The University of Michigan's National Poverty Center has a range of resources on poverty in the United States at <http://www.npc.umich.edu/poverty/>.
- 39 - For more information on rural poverty, see USDA Economic Research Service Briefing Room, Rural Income, Poverty, and Welfare: High Poverty Counties at <https://www.ers.usda.gov/topics/rural-economy-population/rural-poverty-well-being/>.
- 40 - The specific thresholds used for tabulation of income for particular years are shown at <https://www.census.gov/data/tables/time-series/demo/income-poverty/historical-poverty-thresholds.html>.

Endnotes

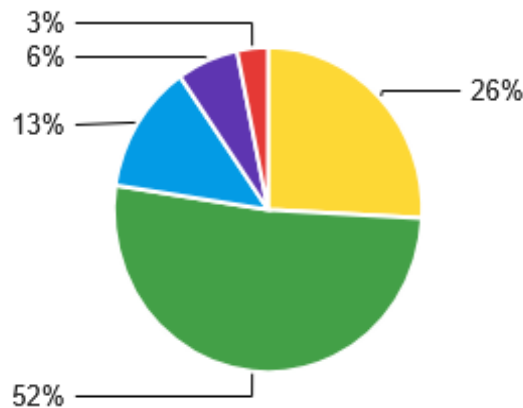
- 41 - The University of Michigan's National Poverty Center hosts a body of research on race and ethnicity as they relate to poverty. See <http://npc.umich.edu/research/ethnicity/>.
- 42 - The U.S. Census Bureau briefing on "Poverty Areas" shows that Blacks and Hispanics are disproportionately affected by poverty. "Four times as many Blacks and three times as many Hispanics lived in poverty areas than lived outside them." For more information, see https://www.census.gov/prod/1/statbrief/sb95_13.pdf.
- 43 - The Bureau of Labor Statistics shows a tight relationship between employment projections and educational attainment. See <https://www.bls.gov/emp/documentation/education-training-system.htm>.
- 44 - Card D. 1999. The Causal Effect of Education on Earnings in Ashenfelter O and Card D, eds., Handbook of Labor Economics, Vol. 3A. New York: Elsevier. Pp. 1801-63.
- 45 - Employment Projections. 2017. Bureau of Labor Statistics. <https://www.bls.gov/emp/chart-unemployment-earnings-education.htm>.
- 46 - The Modern Language Association has developed an online mapping tool that shows languages spoken for most areas of the United States. See https://apps.mla.org/map_main.
- 47 - The U.S. Census Bureau's American Housing Survey has additional information on housing and housing affordability. See <https://www.census.gov/programs-surveys/ahs/>.
- 48 - For current calculations on housing affordability, see the National Association of Realtors' Housing Affordability Index, available at <https://www.nar.realtor/topics/housing-affordability-index>.
- 49 - Federal Register 59(32). See <https://www.gpo.gov/fdsys/pkg/FR-1994-02-16/html/94-3685.htm>.
- 50 - For a description of the U.S. Census Bureau's ACS definition of per capita income, see <https://www.census.gov/quickfacts/fact/note/US/INC910216>.
- 51 - For an explanation of the discrepancies between the Census Bureau and the Bureau of Economic Analysis, see <http://www.incontext.indiana.edu/2003/jan-feb03/details.asp>.

Appendix A: 2026 BR&E Survey Results

The following is a graphical depiction of the responses to each survey question. Additional comments provided by respondents, if any, are included after each graph.

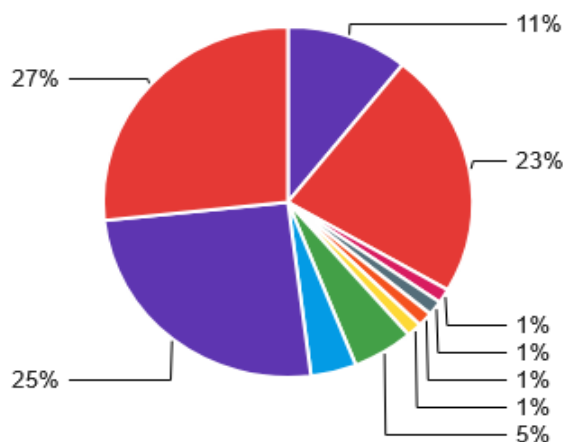
SECTION 1 – Local Business Environment

Q1 - What is your overall opinion of Northwood as a place to do business?



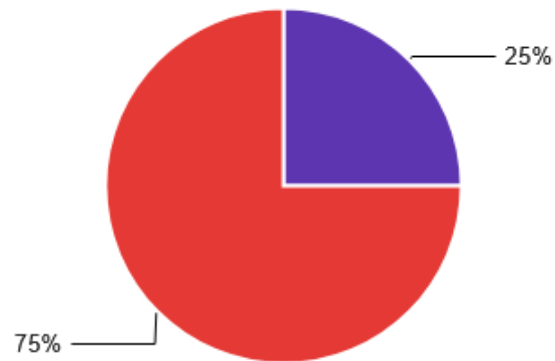
Excellent Good Average Poor Very poor

Q2 - What are your top three (3) reasons for locating or keeping your business in Northwood? - Selected Choice



Other (Please specify) Safe environment Quality of life Quality of housing
Recreation facilities / entertainment Available restaurants / hotels Access to business services
Access to your suppliers Access to your customers Location

Q3 - Would you recommend another business to locate in Northwood? -
Selected Choice



■ No (please tell us why in the space provided) ■ Yes

Q.4 Please discuss your business needs that could be addressed by the City of Northwood

Q4_1 - Immediate Needs or Concerns

Immediate Needs or Concerns

Railroad crossing repairs

storm drain issue flooding

Parking lots / entrances

My store floods because Circle K was allowed to build the ground higher than my property and their water runs down onto woodville road and comes back into my property

Housing options, tax base, changes in taxation laws

None

We need the great eastern to actually be fixed and functioning

Great eastern is really gown down in the last 25 years and the drug clinic right next to a child care is ridiculous so now we have drug heads walking around our kids. Not smart

Emergency services

Development of Woodville Rd

All businesses need to take care of property, which includes cutting grass.

Focus more on development of business east of 280. We've submitted grant apps for improvements to our property, (i.e. better signage along Woodville Rd), only to be declined.

Remove the owner of the great eastern plaza

Doing a little remodeling, we have been there five years

finding quality employees

Our immediate concern is the strain on our ability to operate sustainably.

Utility Costs

Q4_2 - Long-Term Needs or Concerns (More than 2 Years)

Long-Term Needs or Concerns (More than 2 Years)

Trains sitting on Railroad Tracks on Wales Road for several hours numerous times per month.

filling empty stores, sign ordinances

A light would be nice to make turn on or off Woodville Road. At certain times the traffic is heavy with people coming down woodville to turn into 579. Water run off.

Housing options, community development

None

the parking lot to be redone.

N/A

Restaurants and retail shopping

Looking to expand the business on the property but there maybe some restrictions regarding a pipeline that is no longer in use

Establishment of solid businesses. Not the fly-by-night businesses. Demo the old Great Eastern property - it's an embarrassment to the community. Focus more on development of business east of 280.

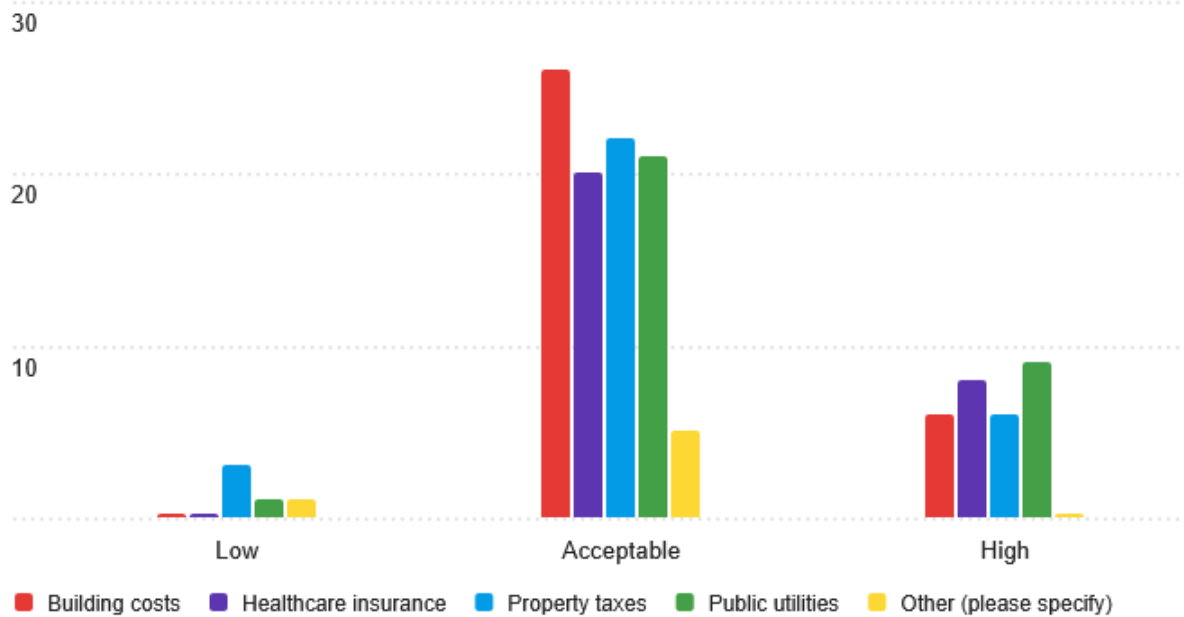
Business incentives including but not limiting opportunities to buy vacant building for current business owners

Putting Outside sitting area in

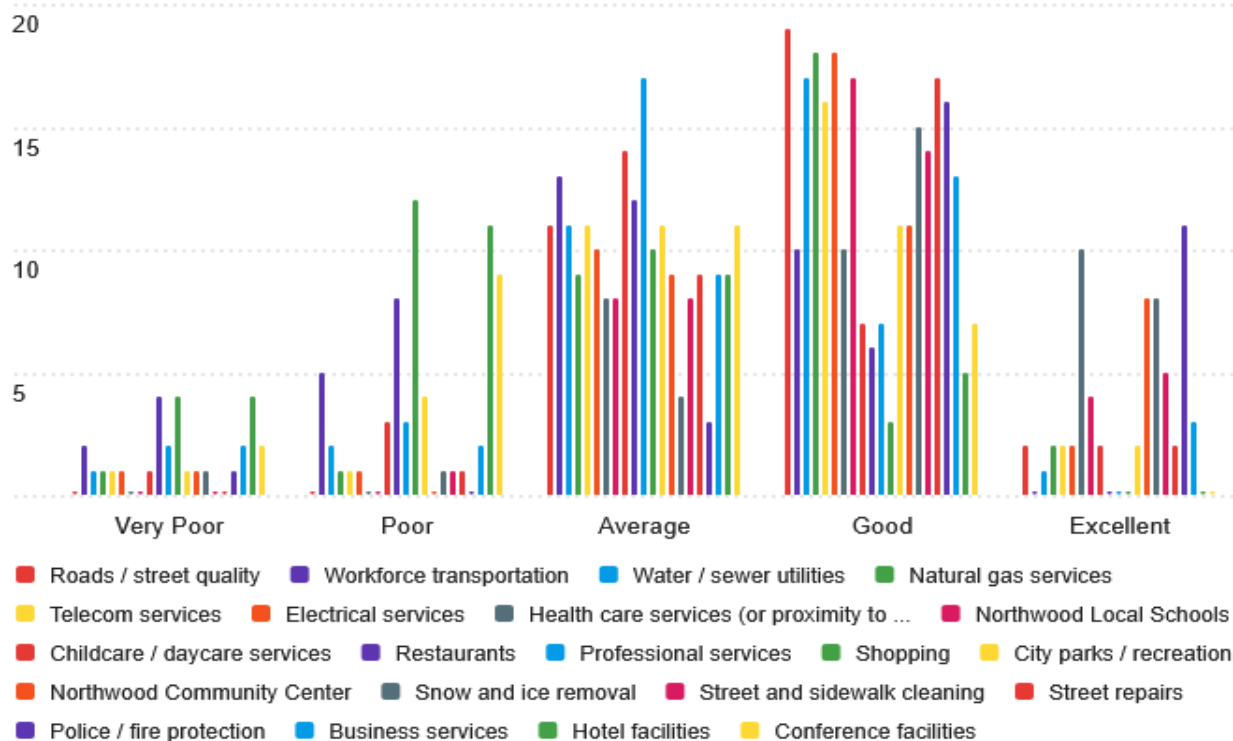
finding quality employees

stronger support for existing providers, and a collaborative approach to assessing market saturation

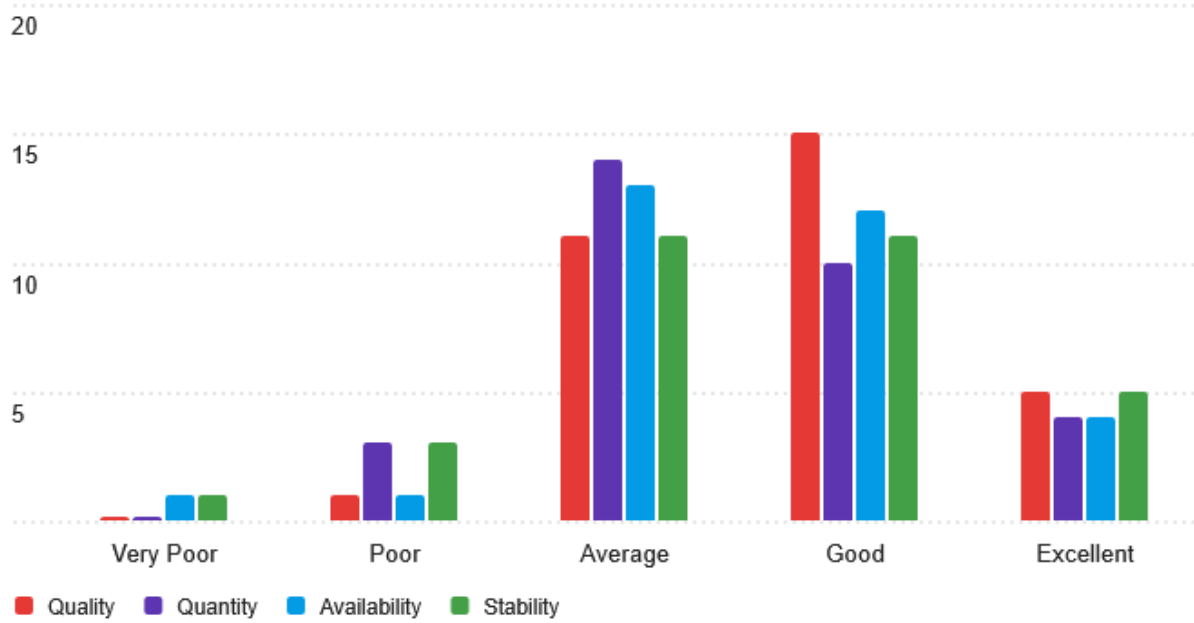
Q5 - Please indicate whether you believe the cost of doing business in Northwood...



Q6 - From your perspective as a businessperson, please rate the following amenit...

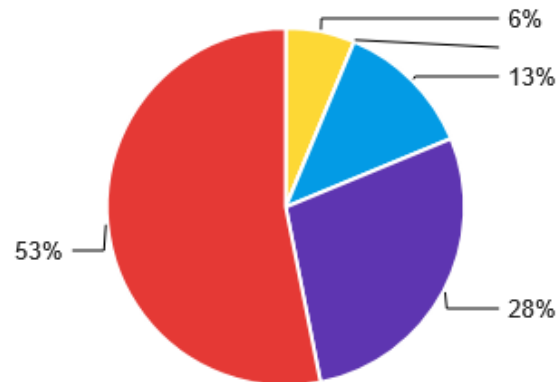


Q7 - How would you rate your local work force?



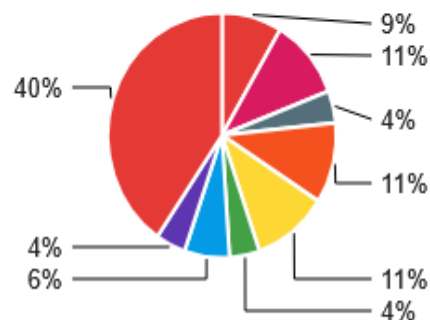
SECTION 2 – Employment and Training

Q8 - How many employees work at your Northwood business location?



More than 100 51-100 21-50 11-20 Fewer than 10

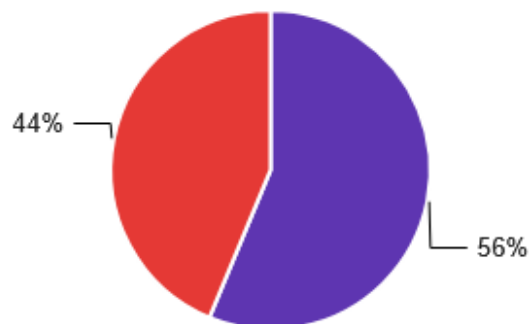
Q9 - Please check the areas in which your current employees need training. (Please select all that apply) - Selected Choice



Other skills (please specify) Mechanical skills Equipment operation skills
 Computer skills (word processing, database management, computer system installat...
 Customer service skills (interpersonal communications, product knowledge, etc.)
 Professional skills (sales, marketing, accounting, etc.)
 Managerial skills (finance, business planning, employee management/relations, etc.)
 General skills (basic math, reading/writing, problem solving, etc.) Current employees do not need training

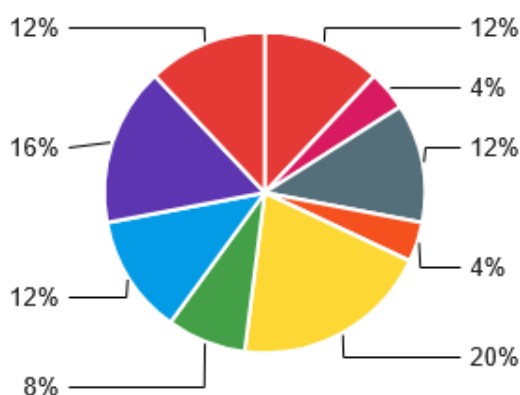
SECTION 3 – Future Plans

Q10 - Do you have any plans to modernize, renovate or expand your present building(s) or equipment in Northwood?



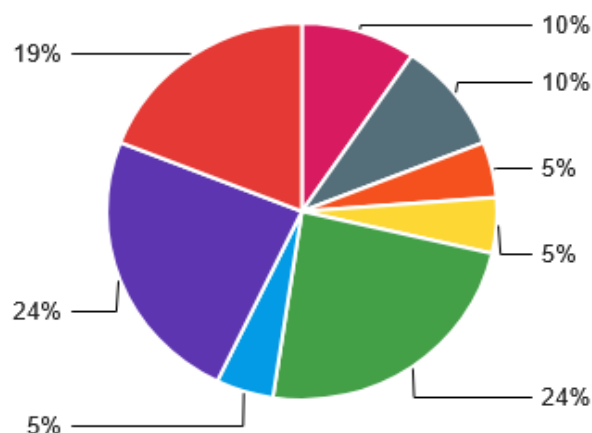
■ No ■ Yes

Q10a - What kind of modernization, renovation, or expansion are you considering? (Select all that apply) - Selected Choice



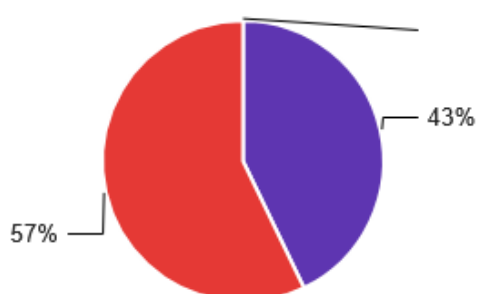
■ Other (please specify) ■ Expansion into another location in the same building
■ Expansion into adjacent space / land ■ Adding another department, division or business ■ Parking area
■ Retail space ■ Office space ■ Manufacturing / production space ■ Warehouse space

Q10b - Do you face any constraints? (Select all that apply) - Selected Choice



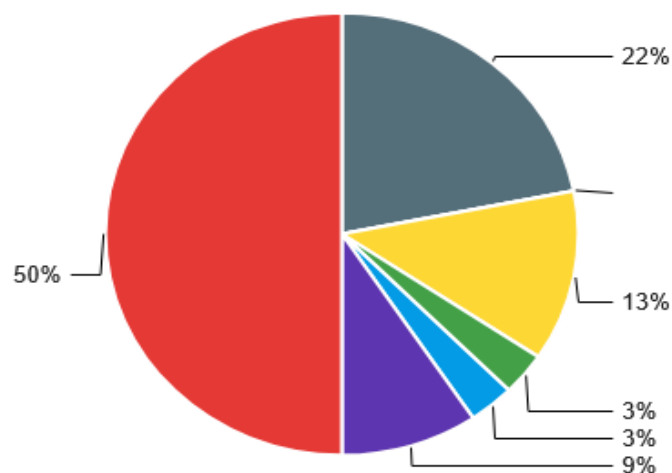
- Other (please specify) Zoning and building regulations Parking issues Not enough land for expansion
- Insufficient space in existing building Need physical facility planning assistance Need financial assistance
- No constraints

Q11 - What impact would your plans for modernization, renovation, expansion, moving, closing or selling have on the number of employees at your Northwood location? - Selected Choice



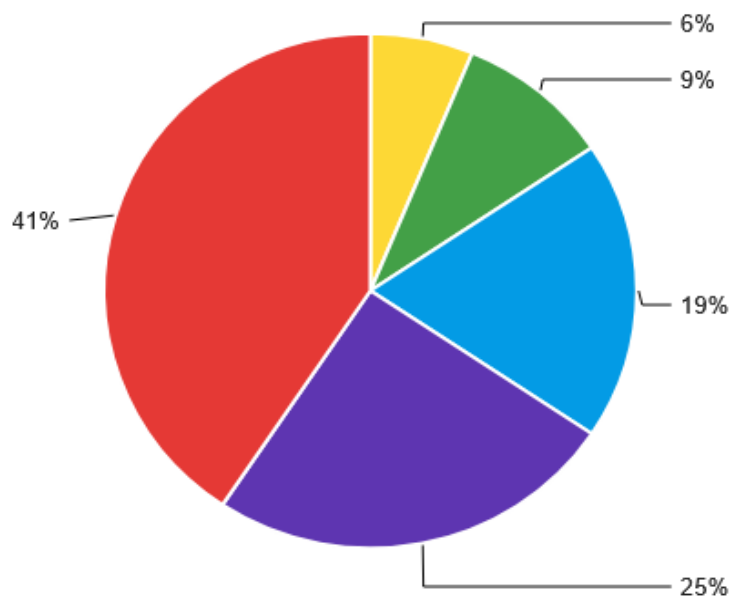
- Reduces employees- about how many? Adds employees- about how many? No change

Q12 - What is your primary title/position? (Select one) - Selected Choice



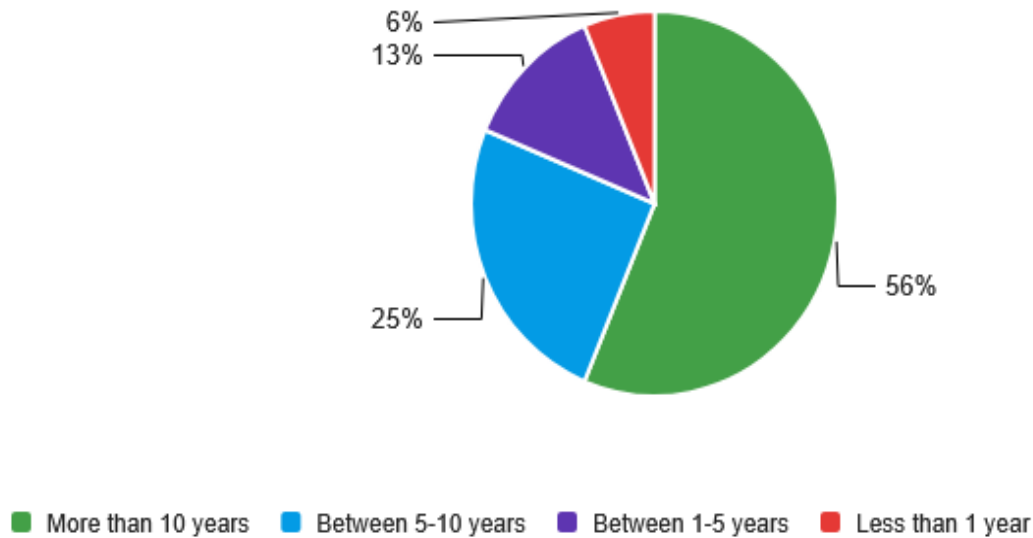
Other (please specify) Human Resources Manager General Manager Vice President
COO, CFO, CIO or CTO CEO/President/Managing Director Owner

Q13 - What is your company's primary geographic market? (Select one)

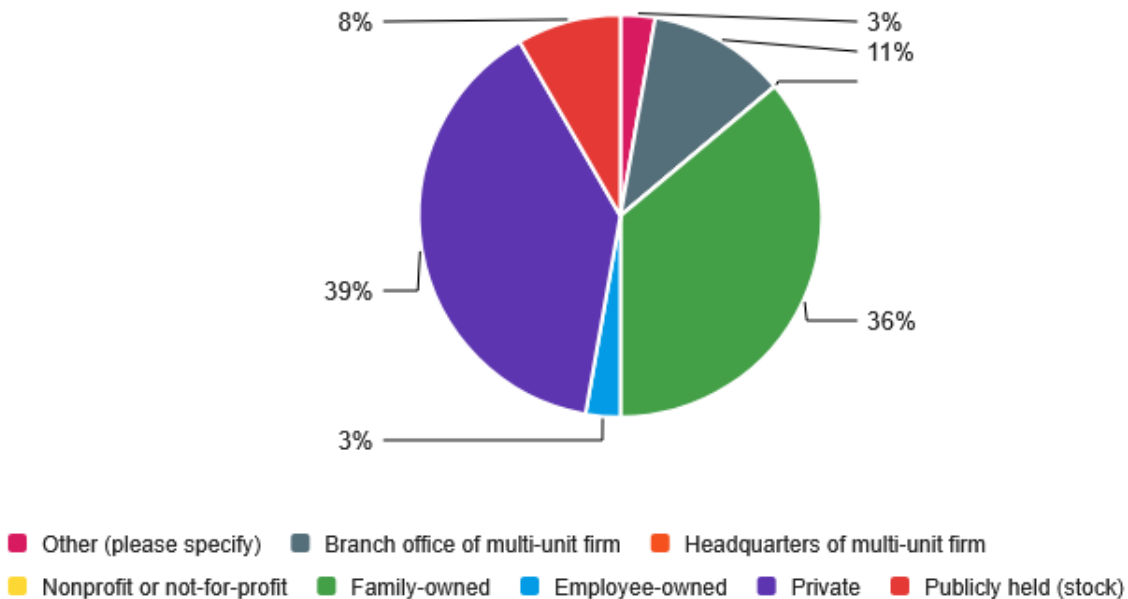


International National Statewide Northwest Ohio Local

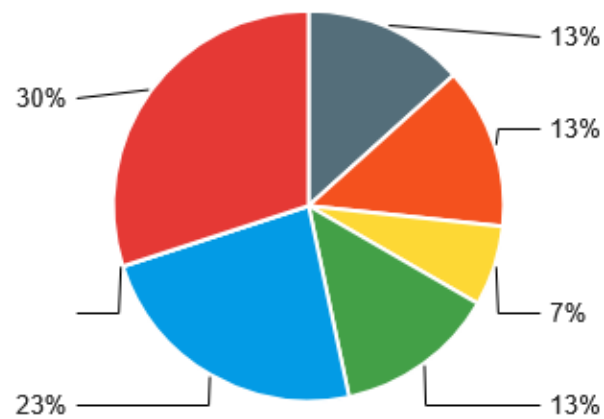
Q14 - How long has this business been operating at your current location?



Q15 - Which of the following best describes your business? (Select all that apply) - Selected Choice

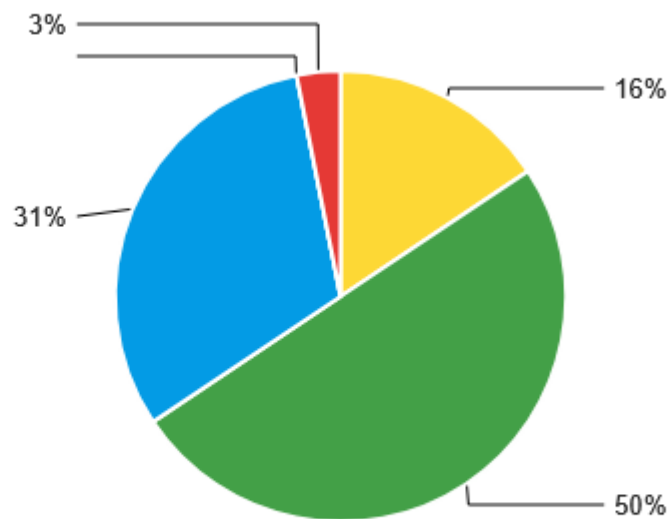


Q29 - What business sector does your business most identify with?



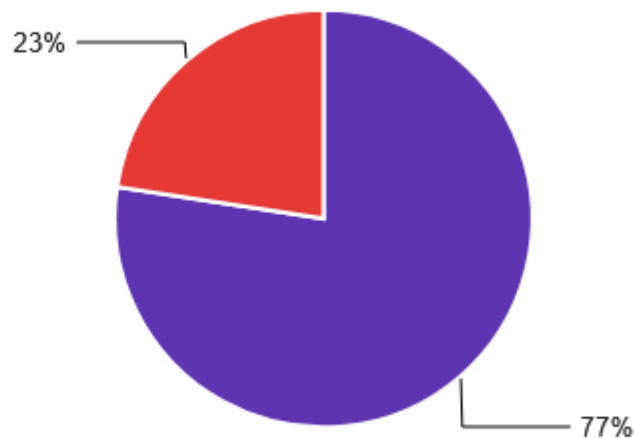
■ Transportation / Logistics
 ■ Medical / Healthcare
 ■ Warehousing
 ■ Industrial / Manufacturing
■ Professional Services
 ■ Office
 ■ Retail / Commercial

Q17_1 - Overall Quality of Life



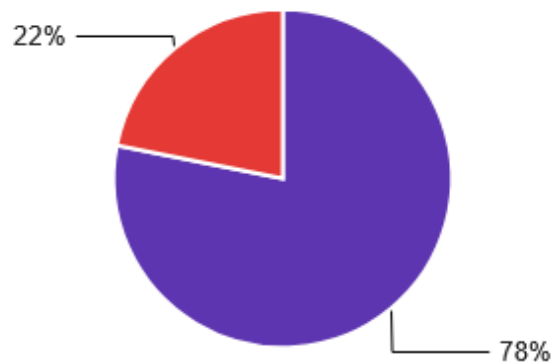
■ Excellent
 ■ Good
 ■ Average
 ■ Poor
 ■ Very Poor

Q18 - Do you live in Northwood?



■ No ■ Yes

Q19 - Would you like a member of the Northwood Community Improvement Corporation to contact you personally regarding this survey? If yes, provide contact information below.



■ No ■ Yes

Q. 20: Thank you for completing this survey. In the space below, please add any comments, thoughts, or suggestions about the Northwood Business Retention and Expansion Survey.

I really appreciated help last year. I really like to see better businesses in the old Great Eastern shopping center etc. The new restaurants are great. Shopping needs help. Also, I think if you work in Northwood should get a discount at community center

We value our relationship with the community and remain committed to providing high-quality care. However, the recent approval of a large competing facility directly across the street has created significant concerns about sustainability, staffing, and market balance. We hope to see more collaborative planning in the future to ensure existing businesses can remain stable while continuing to meet the needs of residents.

I would be interested in hearing plans for future business dev in the area east of I280. It appears that the most attention is given to that area west of 280 and our side is neglected.

Honestly, I think the city should form an economic council made up of business owners and maybe talk to them about what they need business-wise when it comes to grants and incentives.

I would be happy to discuss how places are affected by different plans, zoning, business development, housing, etc. if it would be helpful to the group. This is likely better done in person than through a survey since we are not a typical business.

It would be nice if there were more options to eat or shop around here. It seems like they are building up more around Oregon.

The Great Eastern really needs some work, it's rundown and eyesore for the whole city, many of our new/potential families do not even realize there are open businesses back here. It is very embarrassing. If it were fixed up, we could have a lot of businesses back in this plaza.

Appendix B: Alignment of OSU Extension BRE Benchmarks with 2026 Northwood BRE Findings

This appendix demonstrates how the **2026 City of Northwood Business Retention and Expansion (BRE) Program** findings align with the **Ohio State University Extension BRE best-practice benchmarks**. The purpose is to document program credibility, support continuous improvement, and provide a defensible framework for decision-making, funding, and future program evaluation.

1. Leadership & Organization

OSU Extension BRE Benchmark:

Establish a formal structure with a trusted local coordinator, clear partner roles, and standardized processes.

2026 Northwood BRE Findings

- The Northwood Community Improvement Corporation (CIC) served as the local BRE coordinator and task force leader.
- Formal partnerships included:
 - City of Northwood
 - Eastern Maumee Bay Chamber of Commerce
 - Wood County Economic Development Commission
 - Ohio State University Extension / Ohio Sea Grant College Program
- A standardized BRE survey tool was developed and administered citywide.

Alignment Assessment

 **Benchmark Met**

Evidence of Alignment

- Clear program leadership and coordination
- OSU Extension involvement in survey design and methodology
- Multi-partner value chain established, consistent with OSU BRE guidance

2. Regular Business Outreach & Visitation

OSU Extension BRE Benchmark:

Conduct systematic outreach, combining surveys with in-person business visits.

2026 Northwood BRE Findings

- BRE surveys made available February–May 2026.
- 32–43 businesses participated (depending on reporting subset).
- Businesses represented a diverse mix of retail, professional services, manufacturing, logistics, healthcare, and warehousing.
- Businesses requesting follow-up visits were identified for on-site consultations in 2026.

Alignment Assessment

✓ **Benchmark Met (with opportunity for expansion)**

Evidence of Alignment

- Survey participation captured a cross-section of Northwood’s economy.
- Follow-up visitation planned for firms requesting additional assistance.
- Data collection aligns with OSU’s recommended annual outreach cycle.

3. Issue Identification & Rapid Response

OSU Extension BRE Benchmark:

Identify challenges early and coordinate response with public and private partners.

2026 Northwood BRE Findings

Key Issues Identified

- Workforce recruitment difficulty reported by nearly 50% of respondents
- Business cost concerns related to:
 - Property taxes
 - Building/rent costs
 - Public utilities
- Gaps in nearby amenities supportive of business activity (conference space, hotel facilities, restaurants)

Alignment Assessment

✓ **Benchmark Met**

Evidence of Alignment

- Issues clearly categorized and documented through BRE data
- Issues support targeted follow-up by the CIC and City

- Findings provide actionable intelligence—not just descriptive data

4. Business Expansion & Investment Identification

OSU Extension BRE Benchmark:

Use BRE outreach to identify expansion projects before public announcements.

2026 Northwood BRE Findings

- **44% of firms** report plans for growth in the next three years.
- **14 businesses** plan to expand, modernize, or renovate facilities and/or equipment.
- **32 new full-time equivalent (FTE) jobs** projected.
- **302–750 FTE jobs** identified as being retained.
- No businesses reported plans to downsize.

Alignment Assessment

 **Benchmark Met (Strong Alignment)**

Evidence of Alignment

- Early identification of expansion intentions
- Projected job creation and retention quantified
- Expansion activity spans multiple industry sectors

5. Workforce & Business Competitiveness

OSU Extension BRE Benchmark:

Address workforce issues as a primary retention and expansion strategy.

2026 Northwood BRE Findings

- Workforce quality rated “average to good” by 75% of employers.
- Primary skill gaps identified:
 - Computer/digital skills
 - Customer service
 - Management and supervisory skills
 - General workplace competencies
- Preferred training formats:
 - Customized on-site training
 - Web-based learning

- Partial-day workshops

Alignment Assessment

 **Benchmark Met**

Evidence of Alignment

- Workforce challenges clearly identified through employer input
- Training preferences documented, enabling employer-driven solutions
- Findings align with OSU Extension’s workforce-first BRE philosophy

6. Data-Driven Decision Making

OSU Extension BRE Benchmark:

Use BRE data to inform policy, infrastructure planning, and service delivery.

2026 Northwood BRE Findings

- BRE data quantified economic impact:
 - New job creation valued at **\$1.7 million in personal income**
 - Job retention valued at **\$16.1–\$40.0 million in personal income**
- Business perceptions of Northwood:
 - **78%** rate Northwood as “good” or “excellent” for doing business
 - **81%** rate quality of life as “good” or “excellent”
- Utility, public safety, and infrastructure services rated favorably overall.

Alignment Assessment

 **Benchmark Met**

Evidence of Alignment

- Data supports infrastructure investment discussion
- Findings can inform cost-competitiveness and service prioritization
- Consistent with OSU’s emphasis on evidence-based economic development

7. Business Climate & Community Image

OSU Extension BRE Benchmark:

Leverage satisfied businesses as ambassadors and attraction assets.

2026 Northwood BRE Findings

- **75% of respondents** would encourage other businesses to locate in Northwood.
- Top reasons businesses locate or stay:
 - Location
 - Access to customers
 - Safe environment
- Quality of life and public safety cited as strengths.

Alignment Assessment

 **Benchmark Met**

Evidence of Alignment

- Strong base of potential business ambassadors
- Positive perceptions support attraction messaging
- BRE findings reinforce Northwood's reputation advantages

8. Continuous Improvement & Annual BRE Cycle

OSU Extension BRE Benchmark:

BRE should function as a recurring, continuously improved program—not a one-time effort.

2026 Northwood BRE Findings

- City acknowledged BRE needs to become an annual occurrence.
- Findings explicitly call for continued business visits and follow-up.
- BRE positioned as a long-term economic development staple.

Alignment Assessment

 **Benchmark Partially Met (Opportunity Identified)**

Evidence of Alignment

- Annual intent clearly stated
- Structural foundation already in place
- Opportunity exists to formalize evaluation, scoring, and year-over-year benchmarking

Summary: OSU Extension Alignment Snapshot

OSU BRE Benchmark	Alignment Status
Leadership & Organization	✓ Met
Business Outreach & Visitation	✓ Met
Issue Management & Response	✓ Met
Expansion Identification	✓ Strong
Workforce & Competitiveness	✓ Met
Data-Driven Decision Making	✓ Met
Community Image & Ambassadors	✓ Met
Annual Cycle & Evaluation	⚠ Developing

Conclusion

The 2026 Northwood BRE Program demonstrates strong alignment with OSU Extension BRE best practices, particularly in expansion identification, workforce assessment, and data-driven decision-making. Formalizing the scorecard and annual evaluation process will further elevate Northwood as a model small-city BRE program in Ohio.