Fourth Edition
December 2010

THE STATE OF THE COMMUNITY

A Report on the Socio-Economic Health of the Greater Cincinnati Region

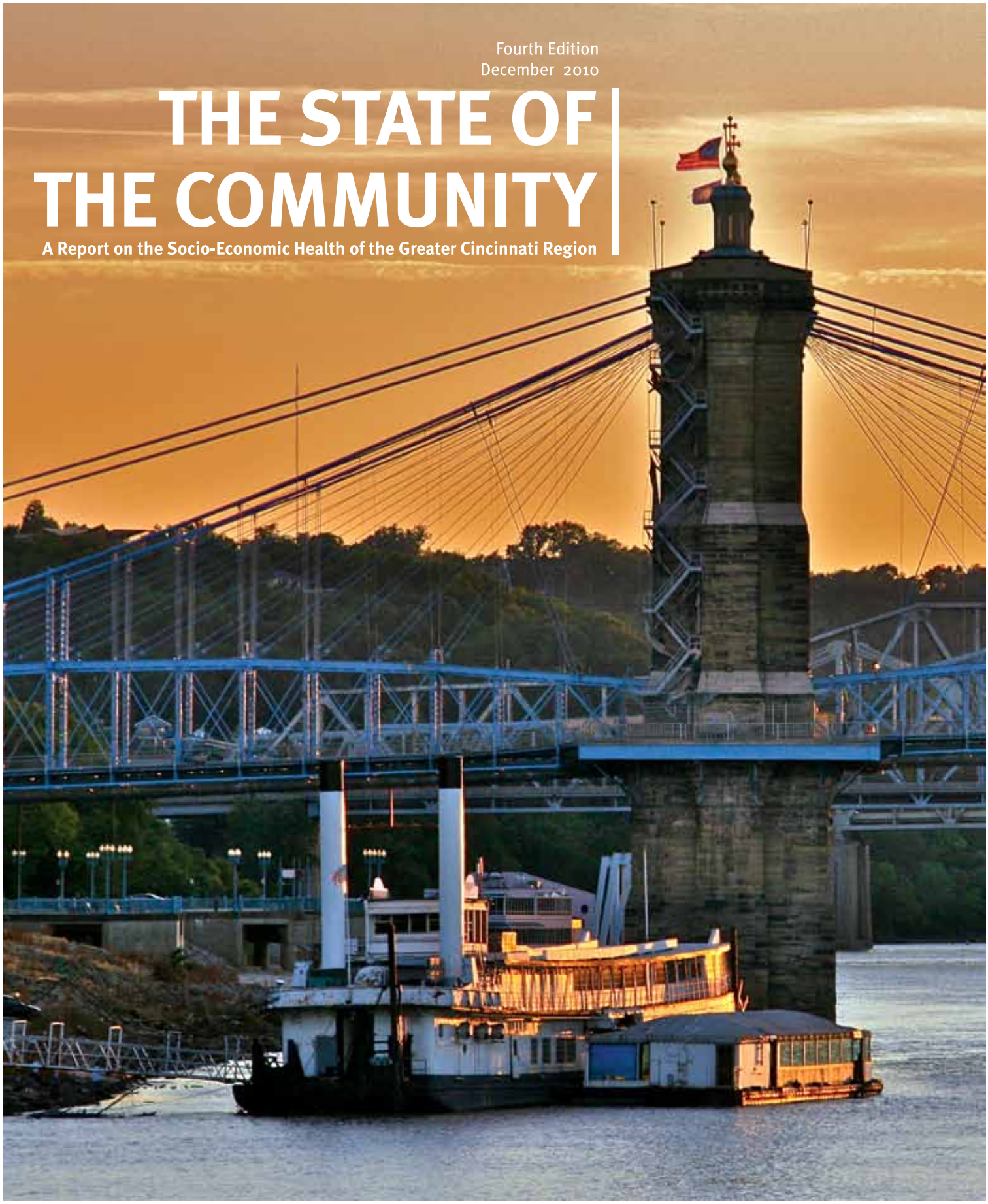

Photo by Patricia Timm

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WELCOME

Dear Friends,

Since 2004 United Way of Greater Cincinnati has provided our regional community with this report called *The State of the Community*. This is the fourth edition of a regional indicators study that is widely read and quoted by community leaders and engaged citizens in Southwest Ohio, Northern Kentucky and Southeast Indiana. We are pleased to make available this new edition – and the data portal web site that supports it.

The State of the Community provides you with specific data about how our regional community is doing in the critical areas of population, the status of children and youth, educational attainment, health, the economy, and social relations. Taken together, these 42 high quality indicators provide a good view of our region's overall socio-economic health and how it is changing over time. With the help of our partners at the Community Research Collaborative (a partnership of United Way and the University of Cincinnati), we support this printed report with a powerful, flexible and searchable database that regularly updates the data in the report and gives access to other high quality studies. Please visit the data portal regularly at www.crc.uc.edu.

For many years, United Way has been addressing the root causes of some of the most persistent problems that we face in our community. We have made progress, but believe we can accelerate system-wide change by working with key stakeholders in our community to develop and pursue community-level goals. In 2010, we have identified Bold Goals around Education, Income and Health. Between now and 2020 our hope is that our community will rally around our greatest asset – our people. Together, we will work so that more people in our region will reach their full potential by having a quality education that leads to a productive career; enough income to provide for their needs and support their families and the ability to enjoy healthy, productive lives.

We are fortunate that United Way's community partners Agenda 360, Vision 2015, Strive Partnership, BRIDGES for a Just Community, Better Together Cincinnati, The Health Foundation of Greater Cincinnati, and others also provide high quality studies that illuminate important dimensions of our community's life. The most recent of this series of reports is *Our Region By The Numbers*, released by Agenda 360 and Vision 2015 in October, 2010. This valuable report is available at www.agenda360.org or www.vision2015.org. The staff at the Community Research Collaborative and the Center for Economic Analysis and Development at Northern Kentucky University developed the data for the report, which are incorporated into *The State of the Community* as well. This high level of collaboration among our region's top human service, civic and educational organizations is a strong signal of our regional community's willingness to work together to achieve bold, community goals in the areas of education, income and health.

As always, we are deeply indebted to United Way's Research Council volunteers for their work in conceptualizing and creating this report. Their names and organizational affiliations appear on the final page of this report. The production of this report and the maintenance of the associated web site would not be possible without the hard work of our colleagues Dr. Eric Rademacher, Dr. Kim Downing, Theresa Crist, Tabatha Sallee, and Marcus Smith at the Community Research Collaborative, Terry Grundy, director of community impact at United Way, and the United Way Marketing team.

We would also like to express our gratitude to The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation (http://www.haileusb.org/), for their financial support of the initiative to redesign *The State of the Community*.

Join us in learning as much as possible about how our community is faring by reading this and other indicator reports and visiting the data portal at www.crc.uc.edu often. Even more important, join us in the work of making our regional community one of the premiere regions in the country for individuals and families, a place where a good education, a good income and good health are within reach of all. These are the community outcomes for which all of us should Give, Advocate and Volunteer.

Robert C. Reifsnyder
President,
United Way of Greater Cincinnati

James C. Votruba, Ph.D.
President, Northern Kentucky University & Chair, United Way Research Council

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INTRODUCTION

Introduction to the Fourth Edition

We present the fourth edition of *The State of the Community* in the midst of economic times that have been difficult for all and catastrophic for many. Although the National Bureau of Economic Research has determined the so-called "Great Recession" ended in June 2009, uncertainty about our region's future remains. As we begin to recover and rebuild, post-recession, closely monitoring progress on key indicators of our region's social and economic health is more important now than at any time since the United Way/University of Cincinnati Community Research Collaborative was established.

United Way's 2009 Environmental Scan, *Advancing the Common Good In a Time of Disruptive Change* (available at www.uwgc.org), described in clear and vivid terms the tumultuous changes that affect our regional community and our society, now and in the decade to come. That scan offers an array of future scenarios, each one spelling challenges and opportunities for our region. As a community, we are facing some of those challenges already: a deep recession with long-lingering effects, stubbornly high unemployment and rising poverty rates, an aging workforce, and stressed public budgets. There can be no doubt that these are tough times for our regional economy and for our friends and neighbors who are affected by the downturn.

Of course, the times bring great opportunities as well: exciting new technologies that can be seized and exploited by area businesses, an increasing emphasis on improving educational attainment in the region, social attitudes that emphasize community and relationships, and opportunities for service-sharing arrangements by area governments.

The fourth edition of *The State of the Community* goes behind these general scenarios to provide you with specific data about how our region, The Cincinnati-Middletown Ohio-Kentucky-Indiana Metropolitan Statistical Area (MSA), is doing on 42 indicators across six critical areas – population change, the status of children and youth, the economy, health, education, and social relations. Each indicator was selected for its "stand-alone" value within each of the six areas. The entire set of indicators should be considered when judging the overall social and economic health of our region.

Each of the indicators also has strong relevance to public and private sector groups working to increase the quality of life in our community. For example, we have adopted each of the indicators currently being used by Agenda 360 and Vision 2015 collaboratively to monitor their efforts to transform our community into a leading region for talent, jobs, and economic opportunity. We also have incorporated indicators tracked by United Way's regional *Agenda for Community Impact*, the Strive Partnership, BRIDGES for a Just Community, and Better Together Cincinnati, to name just a few.

While it is comprehensive, *The State of the Community* is designed to measure progress at a high level. Organizations working on specific issues must identify more detailed and specific sets of indicators to measure progress in their areas of interest. Recent reports that look at our community through an education lens (Strive Partnership's 2010 *Striving Together: Report Card*) and through an economic lens (Agenda 360 and Vision 2015 partnership's *Our Region by the Numbers*) are shining examples of how additional data – and additional ways of comparing our communities to others can be helpful in addressing specific issues our region faces. *The State of the Community* has incorporated all of the indicators used by Agenda 360 and Vision 2015, and selected key indicators used by the Strive Partnership. Some of these indicators are discussed in this report, while others appear in the data portal on our web site at www.crc.uc.edu.

With each edition of *The State of the Community*, we have attempted to make the task of monitoring progress in our region easier and acquiring data about our region more user-friendly. This edition features a new design spearheaded by our creative partners at Traction (www.teamtraction.com). Our new design also has been incorporated into our web site, www.crc.uc.edu which includes a new data portal that makes data available to users in new and innovative ways.

Photos by Patricia Timm



EXECUTIVE SUMMARY

The Bottom Line

A key premise of *The State of the Community* is that fundamental indicators of regional well-being must be tracked over time. The publication of the fourth edition invites us to ask again where we're improving and where we're losing ground as a regional community.

As a community, we should be pleased that our region is doing well in several key areas, compared to the nation as a whole:

- Our region's **Percent of Population At or Below 200% Poverty** remains lower than the national average;
- Our region's **Housing Opportunity Index** shows that we continue to be an affordable destination for housing;
- Our **Violent Crime Rate** and **Murder Rate** are lower than national averages; and
- Our **Mean Travel Time to Work** continues to be lower than the national average.

On another positive note, in the last *The State of the Community* report we advocated for the implementation of a standard four-year adjusted cohort high school graduation rate. We are pleased to report that, through efforts by national education policy leaders, Ohio, Kentucky and Indiana soon will be moving to a standard four-year adjusted cohort rate that will allow us to accurately assess and track graduation rates for our region. We look forward to presenting these data in future reports.

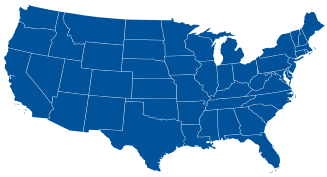
However, we need to point out areas that should be of concern to all of us:

- In 2008 and 2009, our region's **Percent Population Change** was less than one percent each year, which trailed the national rate;
- **Unemployment Rates** in the region increased by nearly four percentage points between 2008 and 2009, and now are equal to the nation's rate;
- The most recent data available show our region's **Infant Mortality Rate** has declined but continues to be high, with rates in Hamilton County, Ohio, exceeding 10 infant deaths per 1,000 live births in both 2007 and 2008;
- The rate of people **Overweight or Obese** in our region diverges from the national goal called for in Healthy People 2010; and
- The **Intergroup Relations** measure shows that Blacks and Whites in our community continue to have high levels of contact overall. However, contact between whites and blacks as friends is lower than the national average. While the isolation of Hispanics seen in data from 2005 has eased, Hispanics continue to be more isolated than Blacks and Whites.

Cincinnati-Middletown
Ohio-Kentucky-Indiana Metropolitan Statistical Area

Photos by Patricia Timm

THE STATE OF THE COMMUNITY AT A GLANCE



How Our Region Compares With National Averages

Our Region's Trend

POPULATION

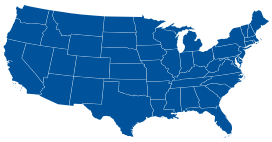
	2008 Report	2010 Report	2008 Report	2010 Report
• Population Change	At national average	Slightly below average	Slightly Positive	Slightly Negative
• Population 20-64	Not in 2008 report	At national average	Not in 2008 report	No change
• Population by Race	Slightly below average	Slightly below average	-	-
• Population of Hispanic Origin	Below average	Below average	-	-
• Old-Age Dependency	At national average	At national average	No Change	No change
• Net Migration	Not in 2008 report	No national comparison	Not in 2008 report	Slightly positive

CHILDREN & YOUTH

	2008 Report	2010 Report	2008 Report	2010 Report
• Infant Mortality	Worse	Worse	Negative	Slightly positive
• Low Birth Weight	At national average	No new data	No change	Insufficient data
• Early Childhood School Readiness	No national comparison	No national comparison	Insufficient data	Positive
• Grade-Level Assessment (OH)	No national comparison	No national comparison	Insufficient data	Mixed
• Grade-Level Assessment (KY)	No national comparison	No national comparison	Insufficient data	Mixed
• Grade-Level Assessment (IN)	No national comparison	No national comparison	Insufficient data	Insufficient data
• High School Graduation Rates	Placeholder	Placeholder	Placeholder	Placeholder

HEALTH

	2008 Report	2010 Report	2008 Report	2010 Report
•Health Status Index	At national average	At national average	No new data	No change
• Underage Substance Abuse	No national comparison	No national comparison	Positive	Insufficient data
• Percent of Adults Smoking	Worse	Worse	No new data	Slightly positive
• Air Quality	No national comparison	No national comparison	Slightly negative	Insufficient data
• Water Quality	No national comparison	No national comparison	Insufficient data	Insufficient data
• Solid Waste	No national comparison	No national comparison	Slightly negative	Slightly positive
• Overweight or Obese	Slightly worse	At national average	No new data	Negative
• Percent Uninsured	Incomplete national data	At national average	No new data	Negative
• Access to a Usual Source of Health Care	Incomplete national data	At national average	No new data	No change



How Our Region Compares With National Averages

Our Region's Trend

Economy

	2008 Report	2010 Report	2008 Report	2010 Report
•200% Poverty	Not in 2008 report	Better	Not in 2008 report	Slightly negative
•Total Jobs	Not in 2008 report	No national comparison	Not in 2008 report	Slightly negative
•Per Capita income	At national average	Slightly worse	Positive	Slightly negative
•Median Household Income	Not in 2008 report	At national average	Not in 2008 report	Positive
•Annual Unemployment Rate	Slightly worse	At national average	No change	Negative
•Housing Opportunity Index	Not in 2008 report	Better	Not in 2008 report	Positive
•Creative Jobs	Not in 2008 report	At national average	Not in 2008 report	No change
•Knowledge Jobs	Not in 2008 report	At national average	Not in 2008 report	No change
•Cost of Living Index	Not in 2008 report	Better	Not in 2008 report	No change
•Metro GDP	Not in 2008 report	No national comparison	Not in 2008 report	Slightly positive
•Venture Capital	Not in 2008 report	No national comparison	Not in 2008 report	Positive
•Average Annual Wage	Not in 2008 report	Slightly worse	Not in 2008 report	Slightly positive

Educational Attainment

	2008 Report	2010 Report	2008 Report	2010 Report
• Population 25+ w/a Bachelor's or Higher	At national average	At national average	Slightly positive	No change
• STEM Degrees Awarded	No national comparison	No national comparison	Insufficient data	Insufficient data

Social Relations

	2008 Report	2010 Report	2008 Report	2010 Report
•Mean Travel Time to Work	Not in 2008 report	Slightly better	Not in 2008 report	No change
• Residential Segregation	Worse	No new data	No new data	No new data
• Intergroup Relations	Better	Mixed	Insufficient data	Mixed
• Violent Crime	Better	Better	No new data	Positive
• Non-Violent Crime	Slightly worse	Worse	No new data	Slightly negative
• Murder Rate	Better	Slightly better	No new data	No change
• Juvenile Crime	No national comparison	No national comparison	Positive	Positive
• Voting	Better	Better	No new data	Slightly negative

POPULATION

Indicators:

- Population Change
- Population by Race
- Population of Hispanic Origin
- Old-Age Dependency
- Net Migration
- Population 20-64

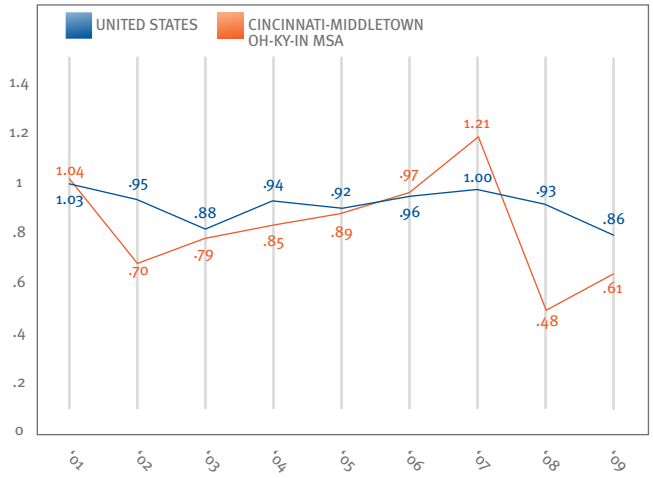
For more information visit www.crc.uc.edu

The State of the Community uses six indicators to describe our region's Population. In this edition, we highlight four Population indicators: Percent Population Change, Percent of Population by Race, Percent of Population of Hispanic Origin, and Old-Age Dependency Ratio.

Percent Population Change

The Percent Population Change indicator tells us whether our region is growing, stable or declining in numbers. Population growth generally is viewed in a favorable light because of the economic, political and social opportunities that can accompany growth. When our region's population growth stalls, we risk losing economic and political clout to our competitor regions. In 2008 and 2009, our region grew by less than one percent each year, slower than the national average.

Percent Population Change



Percent of Population by Race

Percent Population of Hispanic Origin

The State of the Community also tracks our region's Percent Population by Race and Percent of Population of Hispanic Origin. A key part of planning our future is understanding our region's relationship to the changes in racial and ethnic diversity occurring throughout the United States. Our region continues to be less diverse racially than the rest of the country.

Percent of the Population that is Non-White

	2008	2009
UNITED STATES	20.3%	20.4%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	15.3%	15.4%

Although the Hispanic population is the nation's largest and fastest growing minority group, their numbers in the Cincinnati MSA are relatively small. While Hispanics represent nearly 16 percent of the U.S. population, barely two percent of our region's residents claim Hispanic heritage.

Percent of Population that is of Hispanic Origin

	2008	2009
UNITED STATES	15.4%	15.8%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	2.1%	2.2%

Old-Age Dependency Ratio

The State of the Community also monitors our region's Old-Age Dependency Ratio. This indicator tells us the number of people age 65 or older (retirement age) relative to the total number of people 20-64 (working age). A high and/or rising dependency ratio can compromise the ability of pension systems and the Social Security system to provide for the older non-working population. A higher ratio also may indicate strain on a community to meet demands for public resources, such as health care. On the positive side, our region tracks lower on this measure than the national average. On the negative side, the recent *Our Region By The Numbers* report showed our ratio to be higher than several of our competitor regions.

Old-Age Dependency Ratio

	2008	2009
UNITED STATES	21.3%	21.5%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	20.0%	20.2%

POPULATION

An Eye on Migration

By Michael Price

> "Because migration is selective, it shapes our demographics, constantly altering both size and composition of our neighborhoods and communities."

Cincinnati is emblematic of population growth in the American Heartland. The history of our Queen City shows that for many years the Greater Cincinnati region was a destination that attracted workers and their families seeking new opportunity. In 1830, Cincinnati was among the 10 largest U.S. cities, a ranking held through 1900. In 1950, our city's population peaked at 500,000. The larger metro area had a population of 900,000.

As of this writing, the tri-state metro area has a population of 2.17 million. The central city population is 333,000. The fact that our metro region is larger now than it was decades ago encourages the somewhat deceptively comfortable view that our region continues to grow. The reality is that, in recent decades, the migration tides have turned and our metro population has grown more slowly than the U.S., on average. Domestic net migration has been negative—more leave here for other U.S. destinations than come here from U.S. origin points. Although international migration made up for the loss, Cincinnati is not a major destination for those entering the U.S. The foreign-born make up less than three percent of the metro area's total population, compared to 12 percent nationally. Moreover, our loss of younger migrants further dampens population growth by reducing natural increase — the numerical difference between births and deaths. Our rate of natural increase is below the U.S. average.

Because migration is selective, it shapes our demographics, constantly altering both size and composition of our neighborhoods and communities. Decades of out-migration from the central city have left an older population and an African American majority minority. Non-Hispanic whites make up just half the city population and their share is falling.

Today, metro areas compete globally for talent and we indeed have had success attracting some of the best and brightest. Over the next 20 years, retaining home-grown talent, while drawing talent from the U.S. and around the world, will be even more essential as Baby Boomers turn 65 years old. As our population ages, our old-age dependency will likely increase, challenging our workforce to be even more productive.

Michael Price
Kentucky State Demographer and Interim Director, Kentucky State Data Center

For more information about the population indicators we track, including additional data on net migration and population 20-64, visit www.crc.uc.edu

CHILDREN & YOUTH

Indicators:

- Infant Mortality Rate
- Early Childhood School Readiness
- Grade-Level Assessment
- High School Graduation Rates
- Low Birth Weight

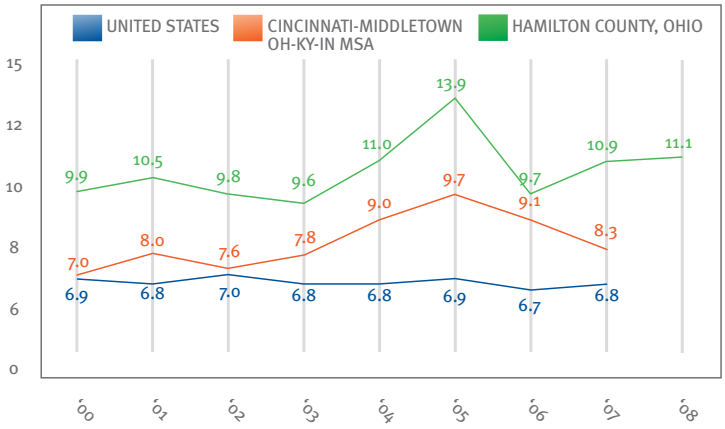
For more information, visit www.crc.uc.edu

The State of the Community uses five indicators to describe the health and education of our region's Children and Youth. In this edition, we highlight three of these Children and Youth indicators: Infant Mortality Rate, Early Childhood School Readiness and Grade-Level Assessment.

Infant Mortality Rate

The fourth edition of *The State of the Community* continues to cast light on our community's Infant Mortality Rate, which remains one of our greatest child health challenges. This indicator tells us the number of deaths of infants under one year of age per 1,000 births in a given year. It is widely viewed as a proxy measure of a community's health status. While our region's rate continues to be driven by persistently high infant mortality in Hamilton County, Ohio, other counties like Butler, Clermont and Warren Counties in Ohio and Campbell and Kenton Counties in Kentucky have reported infant mortality rates that exceeded the national average at least once in the past five years.

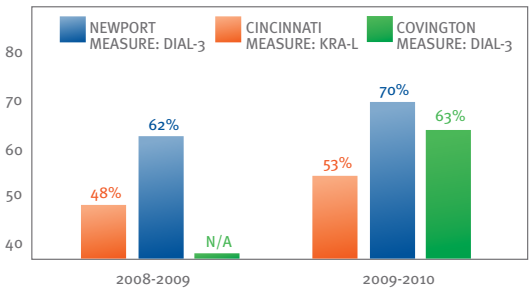
Infant Mortailty Rate (Deaths Per 1,000 Live Births)



Early Childhood School Readiness

Strive Partnership's 2010 *Striving Together: Report Card* allows us to take a snapshot of where some of our region's children stand in terms of Early Childhood School Readiness. We know that many children in the Greater Cincinnati region are not prepared when they enter kindergarten. These children, most likely, will require additional instructional support and may never catch up with their peers.

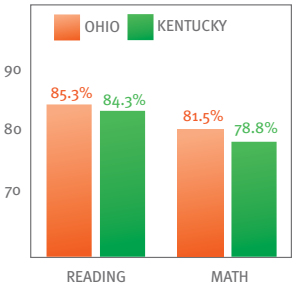
Percent of Children Assessed as Ready for School at Kindergarten



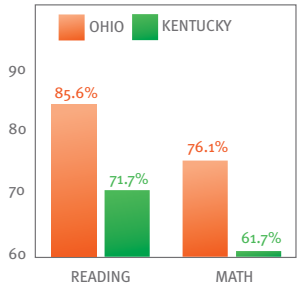
Grade-Level Assessment

The Grade-Level Assessment indicator tells us the percentage of students assessed as "proficient" or above on their state's assessment tests. These data tell us how children are developing in core academic areas at key points in their elementary and secondary years – 4th and 8th grades. They also provide valuable information that allows us to understand student needs better so our education systems can ensure continuous growth and development while evaluating the effectiveness of their education programs.

2009-2010 Fourth Grade: Percent of Students Proficient in Reading & Math



2009-2010 Eighth Grade: Percent of Students Proficient in Reading & Math



CHILDREN & YOUTH

Start Early, End Strong:
Early Childhood is the Foundation of a Strong Workforce

By Vickie Buyniski Gluckman

What does it take?

The State of the Community report tells a good news/bad news story about our region's young children. The good news is that we continue to hold ourselves accountable and use continuous improvement methods to improve results. The bad news is that we have a long way to go to assure that all our children are ready to start school. One place we have to begin is to bring down the shockingly high infant mortality rates in Hamilton County and in other parts of the region. Beyond that, we need breakthrough changes in early childhood policy and system development – changes that will guarantee that families of all young children have access to high quality, early learning experiences.

Investing in young children's early development brings significant financial benefits, with the return on investment estimated to be as much as $8 for every $1 invested. Evidence shows that a child is more likely to start school ready for success when he or she has high quality early learning experiences and services supporting physical, social, emotional, and cognitive development. This generates success that extends through kindergarten and elementary school to high school – and better outcomes for our community.

High quality, early childhood development yields measurable results:

- Higher verbal and math skills
- Less grade retention and higher graduation rates
- Higher employment rates and earnings
- Better health outcomes and less dependence on public assistance
- Lower rates of crime and lower government expenditures.

Brain development is greatest between birth and five years, reaching as much as 90 percent of capacity. Knowing this, we continue to under-invest in high quality programs that strengthen a child's foundation for success in school and life.

We must invest adequately during the crucial early years of children's lives regardless of economic conditions. Making difficult decisions takes courage. We must have the courage to strengthen policies and increase funding to secure a strong future for our children and our community.

Vickie Buyniski Gluckman
Community Volunteer, Chair, Hamilton County Success By 6®, and Former President & CEO, United Medical Resources, Inc.

For additional information on high school graduation rates and low birth weight, visit www.crc.uc.edu

EDUCATIONAL ATTAINMENT

Indicators:

- Population 25+ with Bachelor's Degree or Higher
- STEM Degrees Awarded

For more information, visit www.crc.uc.edu

The State of the Community uses two Educational Attainment indicators — Percent of Persons 25+ with a Bachelor's Degree or Higher and number of STEM Degrees Awarded – to monitor our region's adult educational attainment.

Percent of Population Age 25+ with Bachelor's Degree or Higher

The Percent of Persons 25+ with a Bachelor's Degree or Higher is an important measure of socio-economic progress and is strongly related to income and job status. It also is a good measure of workforce quality. A region with a high percentage of college graduates is better able to attract and retain high-value jobs and compete in the global economy. The good news on this indicator is that our region has a higher share of adults 25 and older with a bachelor's degree than the nation as a whole. On the negative side, the recent *Our Region By The Numbers* found our region ranks lower than our competitor regions on this indicator

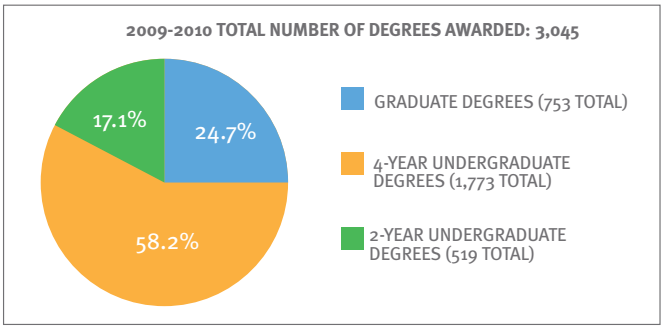
STEM Degrees Awarded

The State of the Community also tracks the number of STEM (science, technology, engineering, and mathematics) Degrees Awarded by our local colleges and universities. Competitiveness in the global economy requires high levels of mathematics and science knowledge and skill. STEM degrees also often result in high wage jobs. In order for our region to remain competitive, it is important we become both a STEM training ground and a future home for a highly skilled STEM workforce. In 2009-2010, 3,045 STEM degrees were awarded by Greater Cincinnati colleges and universities. Continued growth in this area, and retention of degree earners, are important as the region seeks to compete with other regions as a home for high-skill, high-paying jobs.

Percent of Population 25+ with Bachelor's Degree or Higher

	2008	2009
UNITED STATES	27.7%	27.9%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	28.1%	28.5%

STEM Degrees Awarded by Greater Cincinnati Universities and Colleges



EDUCATIONAL ATTAINMENT

An Unapologetically Ambitious Goal

By Jeff Edmondson & John Pepper

Let's contemplate what it would take to achieve an unapologetically ambitious goal: supporting the success of every child, every step of the way, cradle to career. What would we – all of us – have to do differently?

To paraphrase a recent piece by Paul Tough, who has experienced some of the most innovative education initiatives in the country: "We should try new strategies and abandon failed ones; expand and test programs with strong evidence of success, even if that evidence is inconclusive; and learn from mistakes and make adjustments as we go."

> "We should try new strategies and abandon failed ones; expand programs with strong evidence of success, even if that evidence is inconclusive; and learn from mistakes and make adjustments as we go."

For more information about the educational attainment indicators we track, visit www.crc.uc.edu

While this seems so logical, the advice is not so easy to follow in an education system that has resisted major transformation for over 150 years – our great-grandparents experienced education much the same way we did. But we heed his advice and believe we must focus on three priority areas:

- Early Childhood Education – Research today has found that 90 percent of brain development happens by age five, so learning must be nurtured as early as possible.
- Teacher Excellence – Educators at all levels, particularly at elementary and secondary schools, are the single greatest factor when it comes to student development and growth, so nothing deserves more attention and resources.
- Integrating Community Resources into Learning – In order to educate every child, when so many children face so many difficult challenges, we must break down the traditional school walls and incorporate all necessary supports into learning.

If you need motivation, consider this: the 2009 American Community Survey found that only one in three of our residents between the ages of 25 and 44 has a bachelor's degree or higher. This is particularly concerning when the number of careers demanding higher levels of education continues to rise at an astonishing pace, especially in the areas of math and science. The bottom line: we must act and we must act now.

The good news is that there are some amazingly innovative initiatives underway in our region that are indeed transformational and, most importantly, are getting results. Over the coming two years and before the next report, community partners across the region must come together to identify, lift up and connect these practices so we move from aspirations to actions that will enable all children to realize their true potential.

Jeff Edmondson
Executive Director, Strive Partnership

John Pepper
Chairman of the Board, Walt Disney Company, and former Chairman of the Board, CEO and President of The Procter & Gamble Company

HEALTH

Indicators:

- Health Status Index
- Overweight or Obese
- Percent Uninsured
- Access to a Usual Source of Health Care
- Air Quality
- Percent of Adults Smoking
- Solid Waste
- Underage Substance Abuse
- Water Quality

For more information, visit www.crc.uc.edu

The State of the Community uses nine indicators to monitor our region's Health. In this edition, we highlight four indicators: SF-12 (Physical and Mental Health), Body Mass Index (Overweight or Obese), Percent Uninsured, and Lack of Access to a Regular Health Care Provider. Each of these indicators was included in the 2010 Greater Cincinnati Community Health Status Survey, which was conducted by the Health Foundation of Greater Cincinnati.

Health Status Index (Physical and Mental Health)

The health status indicator is based on the SF-12 Health Assessment Questionnaire, which includes questions used to create two health status summary scales: a physical health scale and a mental health scale. This is an important health indicator as it reflects quality of life or functioning as influenced by physical or mental health conditions. The latest data show that Greater Cincinnati is similar to the national score in both physical and mental health.

Health Status, Physical Score

	2005	2010
UNITED STATES	50.0	50.0
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	48.8	48.4

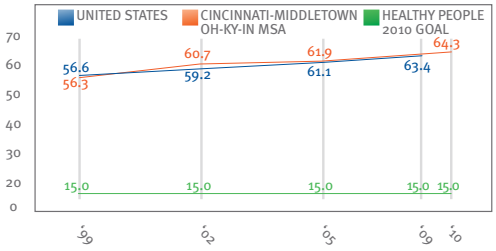
Health Status, Mental Score

	2005	2010
UNITED STATES	50.0	50.0
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	51.1	51.4

Body Mass Index (Overweight or Obese)

The Body Mass Index (Overweight or Obese) indicator tells us the percent of adults that are overweight or obese, based on self-reports of height and weight. Despite a decade of national efforts to combat obesity, it remains a significant threat to public health, since it is related to a wide range of life-threatening diseases such as high blood pressure, stroke, cardiovascular disease, and diabetes in both children and adults. The latest data show our region continues to be close to the national overweight/obesity rate. Neither the nation, nor our region, met the Healthy People 2010 goal of 15 percent overweight or obese.

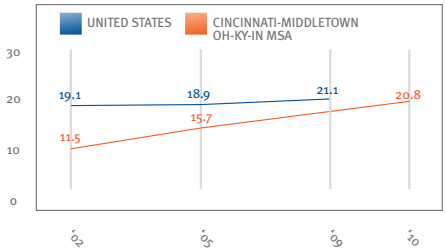
Percent of Adults Overweight or Obese



Percent Uninsured

The Percent Uninsured indicator tracks the share of adults saying that they lacked health insurance coverage at any time during the past 12 months. Lack of health insurance is closely related to poor health status and stress on the health care delivery system. The latest data show that one in five adults in our region between the ages of 18 to 64 lacks health insurance.

Percent Uninsured, Age 18-64



Access to a Usual Source of Health Care

The Lack of Access to a Usual Source of Health Care indicator tells us the percent of the adult population who report they do not have a regular health care provider. Access to a regular health care provider is important to the prevention of disease and for reducing the burden on hospital emergency rooms. The latest data show that about 16 percent of our region's adults lack access to a usual source of health care.

Percent Lacking Access to a Usual Source of Health Care

	2002	2005	2010
UNITED STATES	13.5%	14.8%	16.2%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	13.9%	20.3%	16.1%

HEALTH

Transforming Our Mindset About Health

By Karen Bankston Ph.D., FACHE

The state of a community can be measured by the health of its children and adults. But sometimes numbers can be misleading. For example, our region's Infant Mortality rate is *only* 8.3. That sounds like a small number until you consider that the rate at which infants die in our region is higher than the national average. In fact, infants in our region die at a higher rate than in other countries that are considered "less advanced" than the United States. *Only* one in five people between the age of 18 and 64 lacks health insurance in our region. That doesn't sound too bad until you realize that of the five people you pass walking down the street, one is probably without health insurance and, as a result, has a higher potential to experience poor health.

The current data paint a picture of a region that continues to report physical health status scores lower than those of the overall U.S. population. Given this information, and other data that show minimal improvements in areas such as the percent of our population that smokes or is obese, there are bound to be negative impacts influencing our population's ability to live, work and play. Individuals who are not healthy generally are at risk for chronic diseases, impacting workplace productivity or, in the case of children, their ability to be successful in school.

Health has direct impacts on the ability of our region's workforce to meet the needs of businesses looking to expand or offer new jobs in the region. Health also directly impacts the potential our education programs and systems have for achieving success for every child in our region. Disparities in health conditions and outcomes mean that these impacts are felt more painfully in some communities than in others. These data suggest that racial and ethnic minorities, and those who are economically disadvantaged, tend to be impacted negatively at a higher rate than others.

Access to healthy, fresh food is a must for ensuring good health. But for many in our community, including the homeless and working poor, the path to nutritional sustenance is rough. Without the ability to maintain a healthy diet, individual health is compromised and can lead to the development of more complex health issues and chronic conditions, like heart disease, that require costly, long-term, care. When we combine these issues with the fact that many people in our region do not have a primary care physician, the outlook becomes more grave. United Way, in collaboration with many organizations in our community, is working to make a difference in the health outcomes of our community.

We have the intelligence and the will to transform systems in our community by rethinking how care is delivered and what is delivered to those in need of services. Part of this transformation will be a change in our mindset in terms of how we hold ourselves accountable for improving our region's health outcomes. Can we achieve 0% infant mortality? 0% Uninsured? 0% Obesity? How we answer these questions will tell us just how far our region will advance in the decades to come.

For more information about the health indicators we track, including additional data on underage substance abuse, air quality, water quality, and solid waste, visit www.crc.uc.edu

Karen Bankston, Ph.D., FACHE
Senior Vice President, The Drake Center

ECONOMY

Indicators:

- 200% Poverty
- Annual Unemployment Rate
- Average Annual Wage
- Housing Opportunity Index
- Cost of Living Index
- Creative Jobs
- Knowledge Jobs
- Median Household Income
- Metro GDP
- Per Capita Income
- Total Jobs
- Venture Capital

For more information, visit www.crc.uc.edu

United Way's 2009 Environmental Scan, *Advancing the Common Good In a Time of Disruptive Change*, and Agenda 360 and Vision 2015's *Our Region by the Numbers* report highlight the economic changes and struggles our community is facing. *The State of the Community* provides new data on our region's economy, using 12 indicators of our region's economic performance. In this edition, we highlight four of these indicators: Percent of the Population Below 200% Poverty, Unemployment Rate, Average Annual Wage, and Housing Opportunity Index.

Percent of the Population Below 200% Poverty

One key indicator of economic life in our region is Percent of the Population Below 200% Poverty. Studies have shown that incomes above 200% of the federal poverty line are necessary in order to be self-sufficient. Poverty is a crucial socio-economic measure that impacts other vitally important indicators in the areas of health, education and public safety. The good news is that the latest data show a smaller share of people below the 200% poverty threshold in our region than nationwide. The bad news is that more than one in four residents of our region is below 200% of the poverty level, and the number of people below 200% poverty in the City of Cincinnati continues to be alarming.

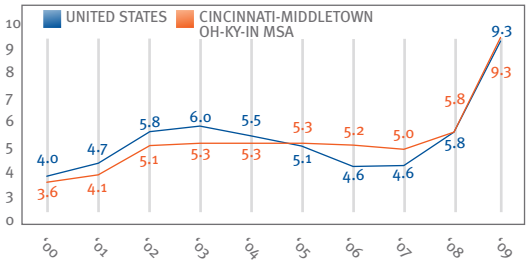
Percent of the Population Below 200% Poverty

	2008	2009
UNITED STATES	30.9%	32.7%
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	25.9%	28.7%

Unemployment Rate

Another indicator of economic life in our community is our Unemployment Rate, which is the number of persons actively seeking work divided by the total number of persons in the labor force. Unemployment is a key indicator of local labor market conditions and the local economy overall. At no point in our recent history has this indicator been more important to track. Over the last three years, the inability to find employment has had a devastating impact on individuals and families in our region, and nationally. While Greater Cincinnati's unemployment rate traditionally has been lower than the national average, since 2005 our region's unemployment rate has been slightly above or at the national average. In 2009, 40,468 more workers in our metro area were unemployed than in the previous year.

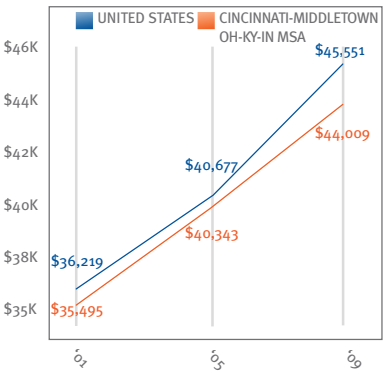
Annual Unemployment Rate



Average Annual Wage

The Average Annual Wage indicator represents the total yearly wages in an area, divided by the number of jobs in that area. This indicator gives us insights into the ability our region's consumers have to spend and save. On the positive side, our region's Average Annual Wage increased between 2008 and 2009, while wages declined in other regions of the country. On the negative side, our region continues to trail the national average on this indicator, and the gap has been wider in recent years than earlier in the decade.

Average Annual Wage



Housing Opportunity Index

The Housing Opportunity Index tells us the share of homes sold in our region considered to be "affordable" for a family earning our region's median family income. A housing unit is considered to be affordable if the occupants spend 28% or less of their yearly income on housing costs. Affordable housing is important in generating population growth, providing owners with an economic asset – and creating a sense of community. Our region's Housing Opportunity Index shows that we continue to be an affordable destination for housing compared to other communities across the United States.

Housing Opportunity Index

	2008	2009
UNITED STATES	62.4	70.8
CINCINNATI-MIDDLETOWN OH-KY-IN MSA	82.6	88.2

ECONOMY

Consistency, Thy Name Is Cincinnati

By LaVaughn M. Henry, Ph.D.

There is something good about being consistent. Assuming proper economic positioning, during bad times things do not get that bad. However, it is also the case that during good times, things do not necessarily get that good. Thus, it goes with the Cincinnati metropolitan area's economy. Nationally, we have lived through almost three years of economic decline many term "The Great Recession." With one big exception – unemployment – the diversity of our economy has shielded us in many ways from the worst of this decline. The question now becomes, will our historical consistency allow us to enjoy only a subdued period of growth as the economy enters a period of recovery?

Knowledge-based and creative workers always have been the base upon which economies find their next opportunities for growth. The first half of the 2000s saw a consistent exodus of such workers from the Cincinnati area. Managerial and professional workers, as well as mathematicians, scientists, artists, engineers, architects, and designers represented a smaller percentage of our area's labor force each year. However, since then we have seen consistent gains in this class of workers and that has had an insulating effect, helping our local economy weather the current economic storm.

> "Knowledge-based and creative workers have always been the basis upon which economies find their next opportunities for growth."

This gain in knowledge-based and creative workers may position our economy to grow at superior rates in the medium-term future, assuming the trend continues. Consistency has its value.

We can continue to benefit, relative to the U.S. as a whole, from our superior housing affordability, lower cost-of-living and marginally superior record of reducing poverty. Where we need to turn our attention is on ramping up our commitment to attracting more knowledge-based and creative workers. If we can attract them, they will help inspire a sense of innovation and growth in our regional economy that will move us beyond simple consistency of the status quo – to consistency of exceeding expectations.

For more information about the economy indicators we track, including additional data on total jobs, per capita income, median household income, creative jobs, knowledge jobs, cost of living index, metropolitan gross domestic product, and venture capital, visit www.crc.uc.edu

LaVaughn M. Henry, Ph.D.
Vice President & Regional Officer
Federal Reserve Bank of Cleveland, Cincinnati Branch

SOCIAL RELATIONS

Indicators:

- Intergroup Relations
- Violent Crime
- Non-Violent Crime
- Murder Rate
- Mean Travel Time to Work
- Juvenile Crime
- Residential Segregation
- Voting

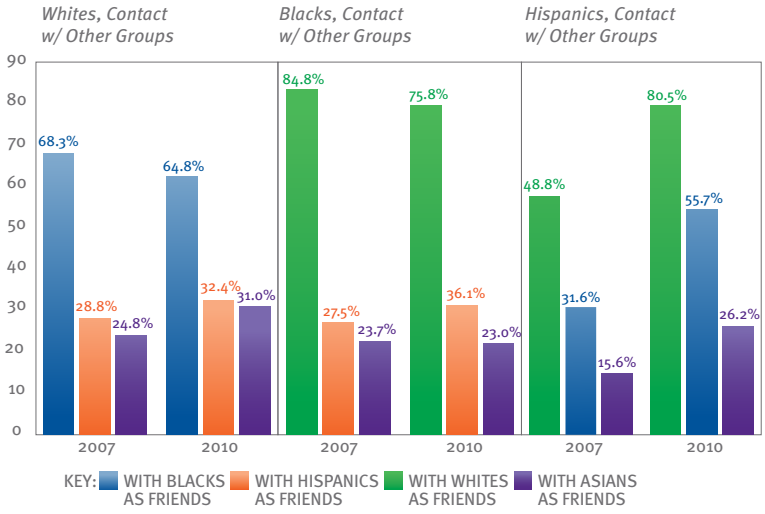
For more information, visit www.crc.uc.edu

The State of the Community uses eight indicators to monitor Social Relations in our community. In this edition, we highlight five indicators of Social Relations: Intergroup Relations, Violent Crime, Non-Violent Crime, Murder Rate, and Mean Travel Time to Work.

Intergroup Relations

This indicator shows the degree of contact between members of different racial or ethnic groups. Research on race relations in the United States has identified contact with members of different racial groups as important in promoting positive, more tolerant attitudes between races. It is necessary for developing a sense of closeness and acceptance of that group. The smaller the group, the less contact other groups will have with its members. In our region, both Blacks and Whites report high levels of contact with each other; but contact between Blacks and Whites as friends is lower than the national average. More Hispanics report contact as friends with Blacks, Whites and Asians in 2010 than was the case in 2007.

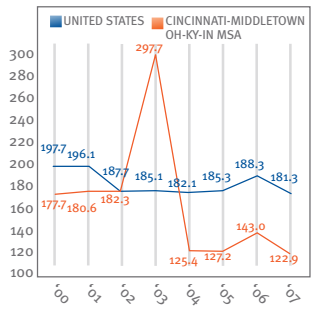
Intergroup Relations in Greater Cincinnati



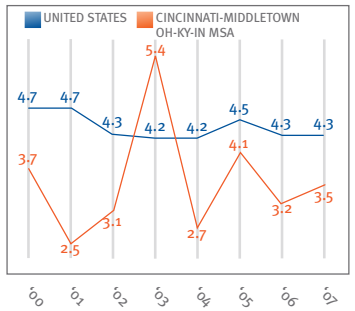
Violent Crime, Non-Violent Crime & Murder

The State of the Community also tracks Violent Crime, Non-Violent Crime and Murder Rate. The Violent Crime indicator, Murder Rate indicator and Non-Violent Crime indicator show the number of arrests per 100,000 population in a given year. The reality and perception of safety are important in decisions people make about where to live. Crime of all kinds has significant economic costs, to businesses and to government, and puts a burden on taxpayers. Crime also acts as a deterrent to civic participation. The latest data (2007) show our community to be below the national average in both Violent Crime and Murder Rate; however, our region continues to be above the national average in Non-Violent Crime.

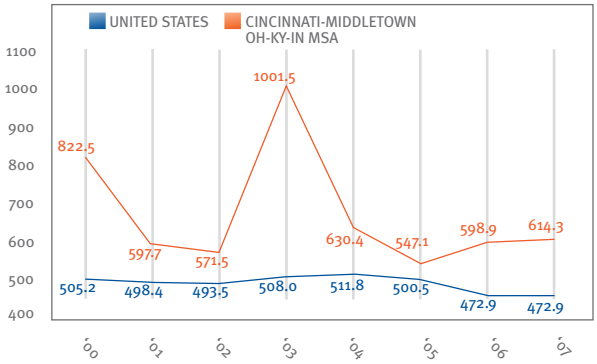
Violent Crime (Arrests per 100,000)



Murder Rate (Arrests per 100,000)



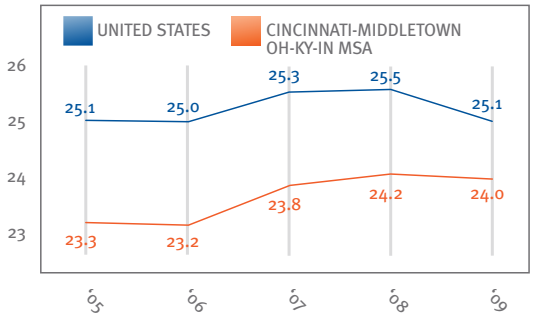
Non-Violent Crime (Arrests per 100,000)



Mean Travel Time to Work

The Mean Travel Time to Work indicator tells us the average amount of time our region's residents spend driving to work each day (one-way). When choosing where to live, commute time can be an important factor alongside job opportunities, housing affordability and specific personal preferences and needs. Longer commute times can indicate a lack of local employment options and can contribute negatively to individual and public health, the environment – and a loss of personal leisure time. In 2009, our region's Mean Travel Time to Work was 24 minutes, lower than the national average. However, over a full year, our region's residents' travel time to work could add up to as much as 100 hours.

Mean Travel Time to Work (Time in Minutes)



SOCIAL RELATIONS

Cincinnati's Social Network: Towards Creating a Connected & Caring Community

By Robert C. "Chip" Harrod

What do we mean when we talk about "social relations"? The answer may depend on whom you talk to, but, for me, social relations are about the connections we make in our community. Are residents of Greater Cincinnati connected to one another? Do we get along with the people with whom we share the finite resources and infinite opportunities of this region, especially with those who are different from us or new to the area? As individual residents, do we contribute to the common good as caring neighbors and civically active citizens? Finally, do our social relations contribute to the overall prosperity of our regional community?

Among the bounty of which we boast in this region, human capital is our most precious asset. Cincinnati is home to a vibrant network of engaged, civic-minded individuals committed to creating opportunities for all segments of our population. Successful communities adopt policies and practices that tie people together, that nurture and unleash the power of all human potential. The most prosperous of metropolitan areas today are those working to create an inclusive culture, where their civic mantra is, "Everyone counts, everyone contributes, everyone is cared for!"

The State of the Community reminds us that we are accountable to the data that can be used to assess social relations in our community. Those data show improvement in the levels of contact that our larger White and African American populations have with the smaller populations of Hispanic and Asian residents. This contact is important in establishing positive relationships among the diverse racial and ethnic groups in our region.

For more information about the social relations indicators we track, including additional data on residential segregation, juvenile crime and voting, visit www.crc.uc.edu

"Successful communities adopt policies and practices that tie people together, that nurture and unleash the power of all human potential."

Greater Cincinnati is on its way to being an inclusive, dynamic region. From salsa dancing on Fountain Square to the Midwest Black Family Reunion and Oktoberfest, Cincinnati can be proud of its efforts to be a welcoming community. Like other Midwestern MSAs, Cincinnati must optimize its social relations. We have to plan and work together to create more opportunity, retain our homegrown talent, enhance our cultural diversity, and attract needed knowledge, skills and labor from today's global pool – so that all of our residents will experience the prosperity they seek.

Robert C. "Chip" Harrod
President & CEO,
BRIDGES for a Just Community

DATA SOURCES

POPULATION

Percent Population Change
United States Census Bureau, Population Estimates Program

Percent of Population by Race
United States Census Bureau, Population Estimates Program

Percent Population of Hispanic Origin
United States Census Bureau, Population Estimates Program

Old Age Dependency Ratio
United States Census Bureau, Population Estimates Program

CHILDREN & YOUTH

Infant Mortality Rate
National Data from the Center for Disease Control and Prevention. State data collected from the Ohio Department of Health, Kentucky Cabinet for Health and Family Services, and Indiana Department of Health

Early Childhood School Readiness
Strive Partnership, *Striving Together: Report Card, Student Progress on the Roadmap to Success*; Success By 6®, INNOVATIONS, Cincinnati Public Schools, Covington Independent Schools; Newport Independent Schools

Grade-Level Assessment
Ohio and Kentucky Departments of Education

EDUCATIONAL ATTAINMENT

Percent of Population 25+ with a Bachelor's Degree or Higher
United States Census Bureau, American Community Survey

STEM Degrees Awarded
Colleges and universities in the Greater Cincinnati region (compiled by the Community Research Collaborative staff)

HEALTH

Health Status Index
The Health Foundation of Greater Cincinnati's *Greater Cincinnati Community Health Status* Survey
Ware JE, Kosinski M, and Keller SD. *SF-12: How to Score the SF-12 Physical and Mental Health Summary Scores,* 2nd Edition. Boston, MA: The Health Institute, New England Medical Center, 1996

Body Mass Index (Overweight or Obese)
The Health Foundation of Greater Cincinnati's *Greater Cincinnati Community Health Status* Survey
The Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention

Percent Uninsured
The Health Foundation of Greater Cincinnati's *Greater Cincinnati Community Health Status* Survey
The National Health Interview Survey, National Center for Health Statistics

Access to a Usual Source of Health Care
The Health Foundation of Greater Cincinnati's *Greater Cincinnati Community Health Status* Survey
The National Health Interview Survey, National Center for Health Statistics

Photos by Patricia Timm



DATA SOURCES

ECONOMY

Percent of Population Below 200% Poverty

United States Census Bureau, American Community Survey

Unemployment Rate

United States Department of Commerce, Bureau of Labor Statistics, Local Area Unemployment Statistics

Average Annual Wage

United States Department of Commerce, Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Housing Opportunity Index

NAHB-Wells Fargo, Housing Opportunity Index

SOCIAL RELATIONS

Intergroup Relations

BRIDGES for a Just Community, Greater Cincinnati Survey, Fall 2010

The Intergroup Relations Survey, National Conference for Community and Justice

Violent Crime

Federal Bureau of Investigation, Uniform Crime Report

Non-Violent Crime

Federal Bureau of Investigation, Uniform Crime Report

Murder Rate

Federal Bureau of Investigation, Uniform Crime Report

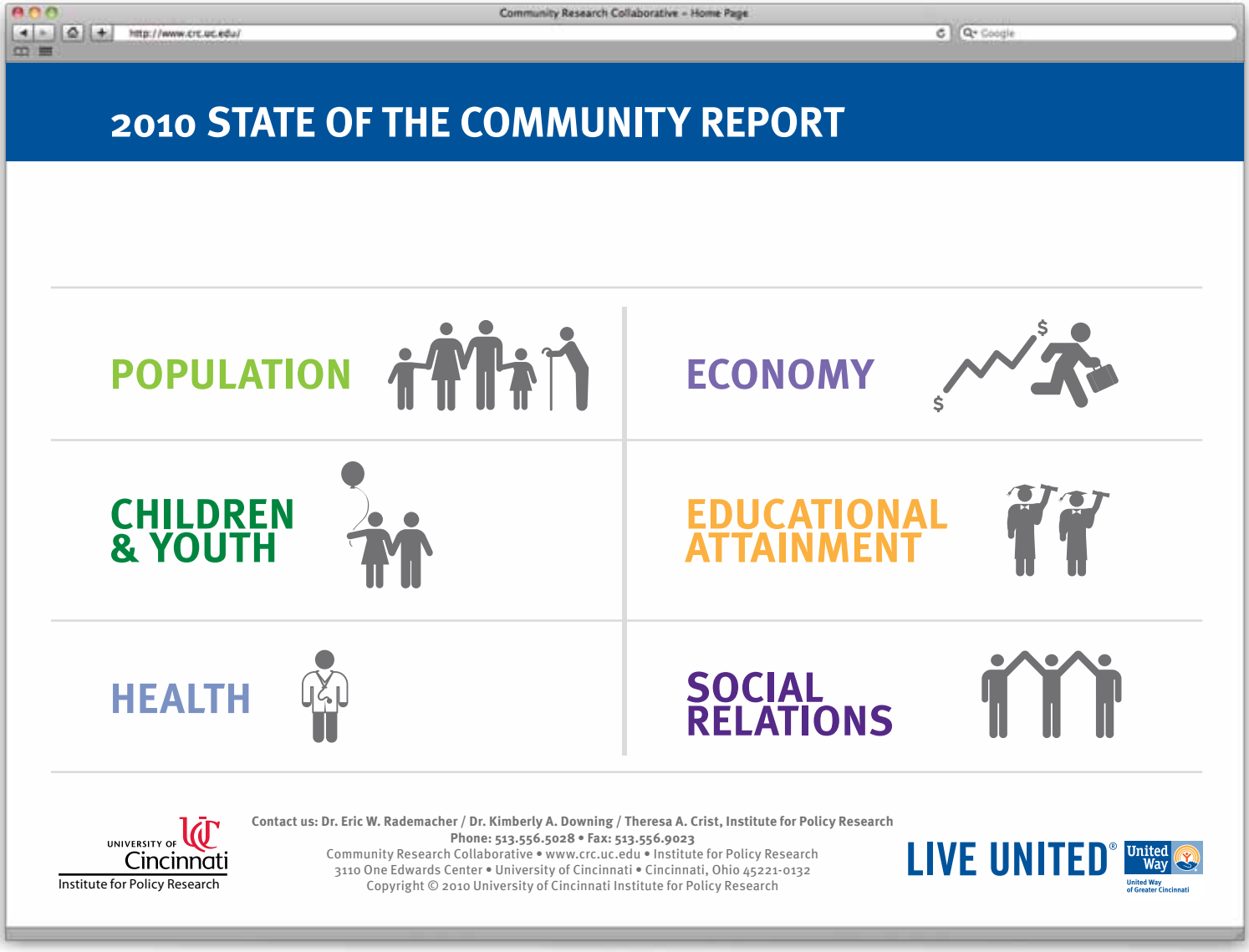
Mean Travel Time to Work

United States Census Bureau, American Community Survey

Photos by Patricia Timm



VISIT OUR WEB SITE



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The publication of this report was supported by a grant from the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation.

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