

Fifth Edition  
December 2012

# THE STATE OF THE COMMUNITY

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



Photo by Jens Rosenkrantz

# WELCOME

## Dear Friends,

I'm pleased to present you with the 5th edition of *The State of the Community*, United Way's regional indicators report. Published biennially, the report provides data showing how our regional community is doing in the areas of Education, Income, Health, Population, and Social Relations. *The State of the Community's* ongoing research is conducted by the Community Research Collaborative, a partnership of United Way of Greater Cincinnati and the Institute for Policy Research at the University of Cincinnati.

*The State of the Community* follows 45 high quality indicators that, taken together, provide a good view of our region's overall socio-economic health and how it is changing over time. This printed version of the report provides you with data for 29 of those 45 indicators and also makes a compelling case for a new, yet-to-be-developed health indicator of Child Maltreatment. In this edition, most indicators are aligned with the *Bold Goals for Our Region* in the areas of Education, Income and Health. In addition, there are indicators in the areas of Population and Social Relations.

The printed editions of *The State of the Community* have proven to be a powerful and often quoted resource for community leaders and engaged citizens. However, they share with all printed indicators studies a key limitation: the data included are current at the time of publication but new data for the selected indicators become available regularly thereafter. For that reason, United Way and several partner organizations have worked hard to develop a new regional data portal with a powerful, searchable database that keeps *The State of the Community* indicators up-to-date. The portal also provides other data sets from reliable sources that cast light on the social and economic health of our region and its counties. *Facts Matter* is the name of this regional data portal and you can access it at [www.factsmatter.info](http://www.factsmatter.info). We hope you will visit the *Facts Matter* data portal often and make full use of the data it contains and its many helpful features.

Creating a regional community that is among the best places in the nation for people to live and work is an ongoing task that can succeed only if many individuals and organizations come together to:

- Envision a high quality of life for all our people,
- Select community-level goals that are both inspirational and achievable, and
- Work to create the system changes required to achieve the goals.

That so many individuals and organizations have coalesced around the *Bold Goals for Our Region* is a testament to the strong spirit of human caring that is a hallmark of our local culture. As of November, 2012, over 225 area non-profit organizations, governmental units and businesses had endorsed the Goals and pledged to take steps to help achieve them.

Increasingly, our regional community is recognized nationally as a place in which key institutions work together for social transformation. National journals have identified our region as being among those most dedicated to "collective impact" and point to initiatives like Agenda 360, LISC of Greater Cincinnati and Northern Kentucky, place matters, Partners for a Competitive Workforce, The Strive Partnership, Success By 6@, and Vision 2015. These efforts, along with our community's selection for four highly competitive Social Innovation Fund grants, point to a region in which individuals and organizations are coming together to address the root causes of its most persistent problems. United Way is proud to be closely associated with all these efforts and is pleased that this report and the *Facts Matter* data portal provide a way to track our community's progress in the *Bold Goals* areas.

For more than eight years, the volunteers on United Way's Research Council have given generously of their time and insights to make sure that the data to be found in *The State of the Community* report and at the *Facts Matter* data portal are relevant and accurate and reflect the changing realities of our region. The names and organizational affiliations of those volunteers appear at the end of this report and we are very grateful to all of them. We are especially indebted to Dr. Eric Rademacher, Dr. Kim Downing and Ms. Toby Sallee of the Institute for Policy Research at the University of Cincinnati who make up the staff of the Community Research Collaborative (CRC). It is they who collect, analyze and frame the data that go into this report and the *Facts Matter* data portal.

There are many partner organizations that support United Way in producing *The State of the Community* report and maintaining the *Facts Matter* data portal. Some provide funding and some provide crucial data. For their unstinting support, United Way thanks Agenda 360, BRIDGES for a Just Community, the Center for Economic Analysis and Development at Northern Kentucky University, The Greater Cincinnati Foundation, The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, The Health Foundation of Greater Cincinnati, The Strive Partnership, and Vision 2015.

We invite you to join United Way and its community partners in working to achieve our community's *Bold Goals* and to make full use of *The State of the Community* report and *Facts Matter* website in that work. Together, we can build a diverse and respectful community in which all our people enjoy the blessings of a strong education, adequate income and good health.



**Robert C. Reifsnyder**  
President,  
United Way of Greater Cincinnati

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# INTRODUCTION

## Introduction to the Fifth Edition

The fifth edition of *The State of the Community* presents data on how the Cincinnati-Middletown Ohio-Kentucky-Indiana Metropolitan Statistical Area (MSA) is doing on 45 indicators across five critical areas – education, income, health, population, and social relations. Each indicator was selected for its “standalone” value within each of the five areas. However, 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. In the past, we have adopted indicators used by United Way’s *Agenda for Community Impact*, The Strive Partnership, BRIDGES for a Just Community, Better Together Cincinnati, and Agenda 360/Vision 2015 to monitor the results of their respective efforts. In this edition of *The State of the Community*, we also highlight the indicators adopted by our community as part of the regional Bold Goals initiative.

The Bold Goals represent the highest expression of our vision of a stronger community with a high quality of life for all. The Bold Goals include six goals in the areas of Education, Income and Health. They state that by 2020:

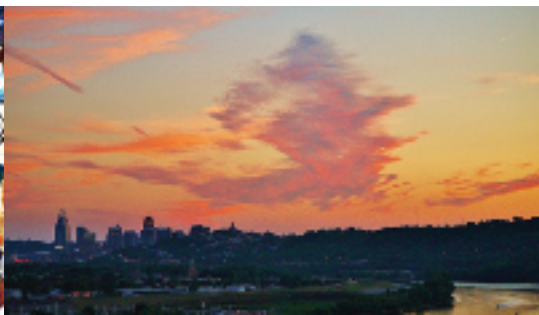
- At least 85% of children will be prepared for kindergarten;
- At least 85% of youth will graduate from high school (prepared for life, college and career);
- At least 45% of adults will have an Associate’s degree or higher;
- At least 90% of the labor force will be gainfully employed;
- At least 70% of the community will report having excellent or very good health; and
- At least 95% of the community will report having a usual place to go for medical care.

Also incorporated in the fifth edition is an increased emphasis on poverty. Poverty is one of the greatest obstacles to achieving the Bold Goals and cuts across all five critical areas examined in this report. The Education, Income and Health sections of the report include examples of how poverty interacts with the indicators we track.

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. Readers interested in a deeper dive into specific areas are encouraged to read the other high quality indicator reports published in our region. Recent and forthcoming examples of such reports include The Strive Partnership’s *2012 Partnership Report*, Agenda 360 and Vision 2015 partnership’s *Regional Indicators Report 2012: Measuring Our Economic Progress*, *2020 Jobs Outlook: A regional indicators report*, and the *2012 BRIDGES Progress Report on Human Relations*.

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. We are excited that Facts Matter, our community’s new data portal, was launched earlier this year. Facts Matter contains data from *The State of the Community* indicators and much more. With the transition to Facts Matter, more data and more timely data are available to the community. Data also are easier to access and are presented in exciting and useful new ways. While this report displays data for those counties included in the annual American Community Survey, which provides the benchmarks for many of our indicators, data for all 15 of our region’s counties in Ohio, Kentucky and Indiana can be found on the site (if available). Facts Matter also allows us to analyze and display local level data in a way previously impossible. We hope that readers of *The State of the Community* will develop the habit of turning to the Facts Matter data portal regularly when they need high quality data to help with decision-making and to inform their civic activism. Readers can access this rich source of data at [www.factsmatter.info](http://www.factsmatter.info).

Photos by Jens Rosenkrantz and Chuck Eilerman



# 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 fifth 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:

- Our region's **Percent of Population Below 200% Poverty** remains lower than the national average;
- The **Housing Opportunity Index** shows our region continues to be an affordable destination for housing;
- The **Percent of Population 25+ with an Associate's Degree or Higher** is greater than the national average;
- Our **Total Jobs** have returned to more than one million and remained there for most of 2012; and
- **Juvenile Crime** has started to decrease in many of our counties.

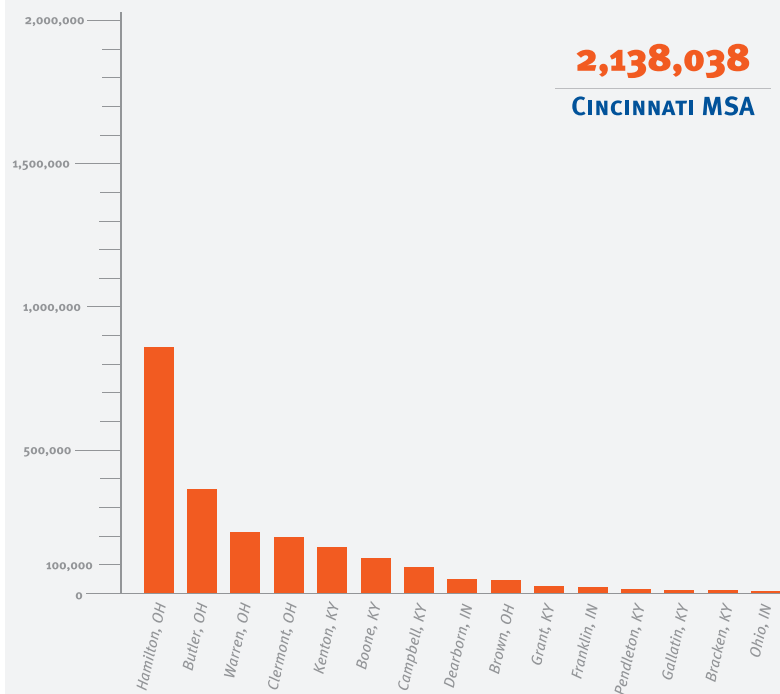
However, we need to point out areas that should be of concern to all of us:

- Our **Net Migration** indicates that, in 2011, more people moved out of the region than in;
- **Early Childhood Readiness** in two of the three school districts monitored dropped in the most recent year; and
- Though our **Infant Mortality Rate** is showing signs of improvement, our region continues to have a higher rate than the nation.

Cincinnati-Middletown  
Ohio-Kentucky-Indiana Metropolitan Statistical Area



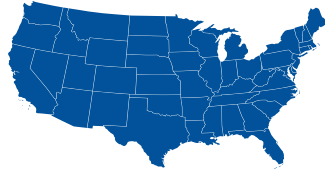
## 2011 POPULATION



Photos by Jens Rosenkrantz and Chuck Eilerman



# THE STATE OF THE COMMUNITY AT A GLANCE



## How Our Region Compares With National Averages



## Our Region's Trend

### EDUCATION

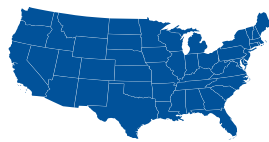


	2010 REPORT	2012 REPORT	2010 REPORT	2012 REPORT
• EARLY CHILDHOOD SCHOOL READINESS	No national comparison	No national comparison	Positive	Mixed
• HIGH SCHOOL GRADUATION RATES	Placeholder	No national comparison	Placeholder	Insufficient data
• POPULATION 25+ W/AN ASSOCIATE'S DEGREE OR HIGHER	Not in 2010 report	Better	Not in 2010 report	Positive
• GRADE LEVEL ASSESSMENT	No national comparison	No national comparison	Mixed	Mixed
• STEM DEGREES AWARDED	No national comparison	No national comparison	Insufficient data	Positive



### INCOME

	2010 REPORT	2012 REPORT	2010 REPORT	2012 REPORT
• GAINFUL EMPLOYMENT	Not in 2010 report	Better	Not in 2010 report	Positive
• INCLUSIVE UNEMPLOYMENT RATE	Not in 2010 report	Better	Not in 2010 report	Positive
• 200% POVERTY	Better	Better	Slightly negative	Positive
• TOTAL JOBS	No national comparison	No national comparison	Slightly negative	Positive
• PER CAPITA INCOME	Slightly worse	At national average	Slightly negative	Positive
• HOUSING OPPORTUNITY INDEX	Better	Better	Positive	Positive
• ANNUAL UNEMPLOYMENT RATE	At national average	Better	Negative	Positive
• AVERAGE ANNUAL WAGE	Slightly worse	Worse	Slightly positive	Positive
• CREATIVE JOBS	At national average	At national average	No change	No change
• KNOWLEDGE JOBS	At national average	At national average	No change	Positive
• COST OF LIVING INDEX	Better	Better	No change	Positive
• METRO GDP	No national comparison	No national comparison	Slightly positive	Positive
• VENTURE CAPITAL	No national comparison	No national comparison	Positive	Negative



## HEALTH

	2010 REPORT	2012 REPORT	2010 REPORT	2012 REPORT
• EXCELLENT OR VERY GOOD HEALTH	Not in 2010 report	No new data	Not in 2010 report	No new data
• ACCESS TO A USUAL SOURCE OF HEALTH CARE	At national average	No new data	Positive	No new data
• PERCENT UNINSURED	At national average	No new data	Negative	No new data
• INFANT MORTALITY	Worse	Worse	Slightly positive	Positive
• OVERWEIGHT OR OBESE	At national average	No new data	Negative	No new data
• AIR QUALITY	No national comparison	No national comparison	Insufficient data	Positive
• CHILD MALTREATMENT	Not in 2010 report	Placeholder	Not in 2010 report	Placeholder
• HEALTH STATUS INDEX	At national average	No new data	No change	No new data
• UNDERAGE SUBSTANCE ABUSE	No national comparison	No national comparison	Insufficient data	Insufficient data
• PERCENT OF ADULTS SMOKING	Worse	No new data	Positive	No new data
• WATER QUALITY	No national comparison	No national comparison	Insufficient data	Insufficient data
• SOLID WASTE	No national comparison	No national comparison	Slightly positive	Mixed
• LOW BIRTH WEIGHT	No new data	No new local data	Insufficient data	Insufficient data



## POPULATION

	2010 REPORT	2012 REPORT	2010 REPORT	2012 REPORT
• POPULATION CHANGE	Slightly below average	Below national average	Slightly negative	Negative
• POPULATION OF HISPANIC ORIGIN	Below national average	Below national average	-	-
• POPULATION BY RACE	Below national average	Below national average	-	-
• POPULATION 20-64	At national average	At national average	No change	No change
• OLD-AGE DEPENDENCY RATIO	At national average	Below national average	No change	No change
• NET MIGRATION	No national comparison	No national comparison	Placeholder	Insufficient data



## SOCIAL RELATIONS

	2010 REPORT	2012 REPORT	2010 REPORT	2012 REPORT
• INTERGROUP RELATIONS	Mixed	No new national data	Mixed	Mixed
• VIOLENT CRIME	Better	Better	Positive	Positive
• NON-VIOLENT CRIME	Worse	Worse	Slightly negative	Positive
• MURDER RATE	Slightly better	Better	No change	Positive
• JUVENILE CRIME	No national comparison	No national comparison	Positive	Positive
• MEAN TRAVEL TIME TO WORK	Slightly better	Better	No change	No change
• RESIDENTIAL SEGREGATION	No new data	No new data	No new data	No new data
• VOTING	Better	No new data	Slightly negative	No new data

# EDUCATION



## Indicators:

- Early Childhood School Readiness
- High School Graduation Rates
- Population 25+ w/ an Associate's Degree or Higher
- Grade Level Assessment
- STEM Degrees Awarded

For more information, visit [www.factsmatter.info](http://www.factsmatter.info)

Education is one of the three essential building blocks for a good life upon which United Way's *Agenda for Community Impact* and the Bold Goals for Our Region are based. *The State of the Community* uses five indicators to monitor educational achievement in our region. High educational performance and quality education are crucial to creating a qualified workforce, improving the quality of life for individuals and families and achieving regional economic success. United Way of Greater Cincinnati's work to ensure our region's children graduate from high school prepared for life, post-secondary education and career is exemplified through its partnerships with The Strive Partnership, Northern Kentucky Education Council, Cincinnati Public Schools, and other regional education leaders and agencies. In this edition of *The State of the Community*, we highlight each of our education indicators: Early Childhood School Readiness, High School Graduation Rates, Percent of Population Age 25+ with an Associate's Degree or Higher, Grade Level Assessment, and STEM Degrees Awarded.

## BOLD GOALS

By 2020, at least 85% of children will be prepared for kindergarten.

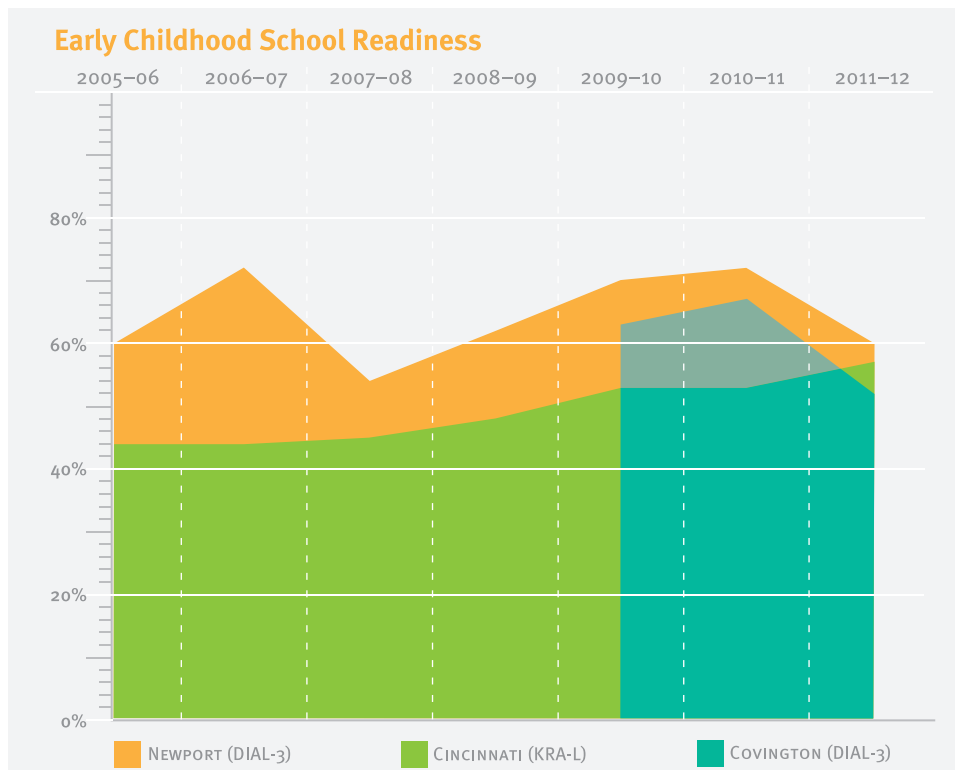
By 2020, at least 85% of youth will graduate from high school (prepared for life, college and career).

By 2020, at least 45% of adults will have an Associate's degree or higher.

### Early Childhood School Readiness

This indicator tracks progress toward the community's Bold Goal that at least 85 percent of children will be prepared for kindergarten by 2020. Scientific study tells us that the human brain develops more rapidly between birth and age five than during any other period of life and that the pace of this growth depends on children's early interactions with their families and caregivers. Data collected over time and other information from educators across our region tell us that many children in the Greater Cincinnati region are not prepared when they enter kindergarten. Increasing the rate of kindergarten preparedness creates a building block for success in school and life. Children who are not prepared for the first day of kindergarten frequently require additional instructional support and often never catch up with their classmates. If our region's children are to be successful later in life, we must place emphasis on helping them be prepared before they reach kindergarten.

Data show results from two different assessments used by local school districts. The results cannot be compared across states as they measure different aspects of readiness. The region needs a common measure that would allow for valid comparisons of early childhood school readiness across the entire region.

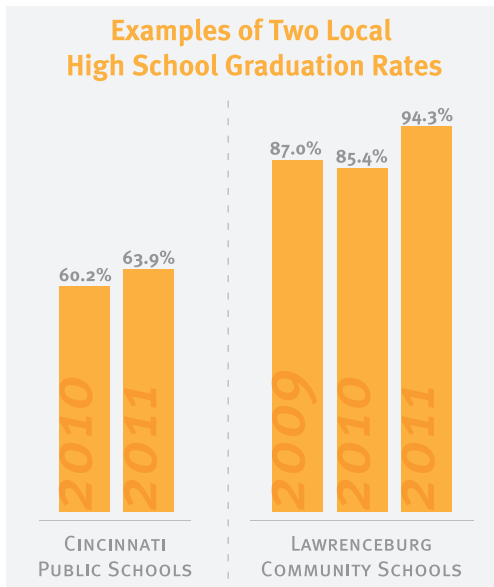




## High School Graduation Rates

This indicator tracks progress toward the community’s Bold Goal that at least 85 percent of youth will graduate from high school (prepared for life, college and career). High school graduation rates are a key indicator of the quality of educational delivery. Helping our youth to graduate from high school ensures they are better prepared for life, college and career. Unfortunately, in recent years *The State of the Community* has been forced to keep this indicator as a “placeholder” because states have used different methods for calculating high school graduation rates and school districts must track student mobility on their own – with the result that there has been no standard method or consistency. However, that is changing. Ohio is now tracking the four-year cohort graduation rate. Kentucky will begin to report four-year cohort graduation rates in the coming years. Indiana has already begun to use the four-year cohort graduation rate.

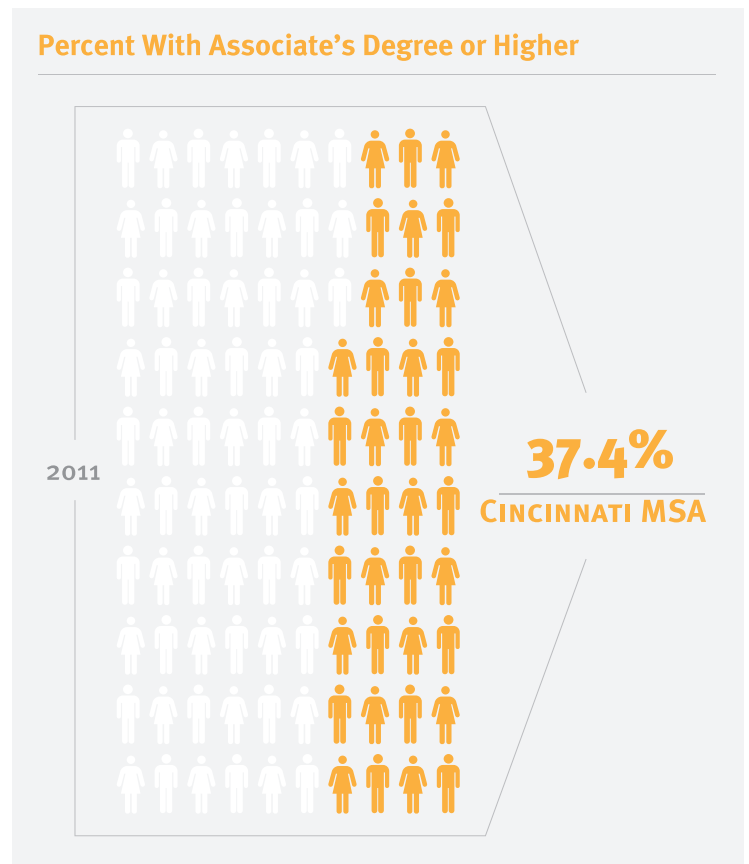
In this report, we provide two examples that represent our ability to track student progress regionally in the future.



## Percent of Population Age 25+ with an Associate’s Degree or Higher

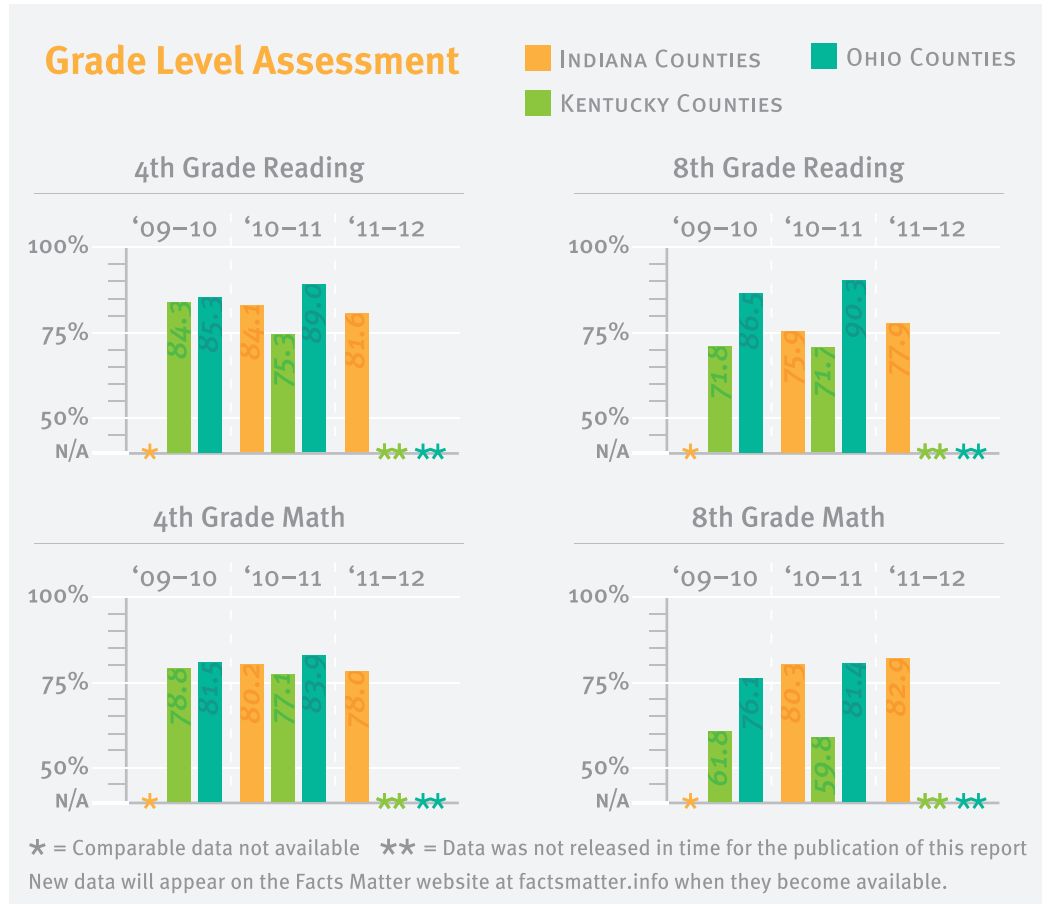
This indicator tracks progress toward the community’s Bold Goal of at least 45 percent of adults having an Associate’s degree or higher by 2020. The achievement of additional education after high school is critical to socio-economic progress. Supporting adults to achieve academic success after high school helps to build a stronger community.

The percent of our region’s adults (25+) with an associate’s degree or higher is an indicator of the quality of our workforce. The percent of our region’s adults who have attained an associate’s degree has increased since 2005. The rate of increase is greater than was found nationally over the same period. Nearly two-fifths of our region’s 25+ population currently have achieved an associate’s degree or higher. The percentage of our region’s residents 25+ with a Bachelor’s degree or higher also increased from 26 percent in 2005 to just under 30 percent in 2011.



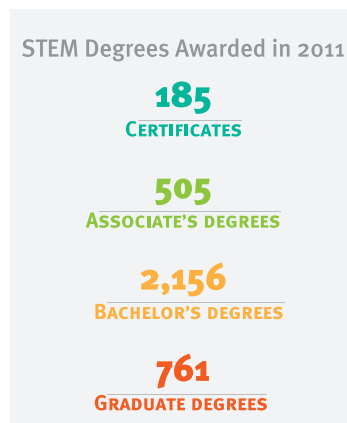
## Grade Level Assessment

The Grade Level Assessment indicator tells us the percentage of students assessed as “proficient” or above on their state’s assessment tests. While different student assessments are used in Ohio, Kentucky and Indiana, each state does establish proficiency at the same time – 4th and 8th grades. This allows us to monitor whether children are developing in core academic areas at key points in their elementary and secondary school years. While the data show many of our region’s students are hitting key benchmarks on their education roadmap, a significant number of students in our Ohio, Kentucky and Indiana counties are not reaching subject proficiency at key times in their lives. These data help education leaders across our region develop and direct interventions to those who need them. These data also give us the opportunity to evaluate regularly the effectiveness of education programs, with the goal of continuous improvement in our education systems.



## STEM Degrees Awarded

*The State of the Community* tracks the number of STEM (science, technology, engineering, and mathematics) Degrees Awarded by colleges and universities in our region. Competitiveness in the global economy requires high levels of mathematics and science knowledge and skill. STEM degrees also often lead to high wage jobs. STEM degree awards are an indicator of the opportunities our region’s education system is providing for students to attain skills that make them competitive in the global economy. These awards also allow us to evaluate our region’s role as a training ground that produces a highly skilled local STEM workforce. In 2011, more than 3,600 STEM degrees were awarded by Greater Cincinnati colleges and universities. Continued growth in this area and the retention of degree earners are important as the region seeks to compete with other regions as a home for high-skill, high-paying jobs.



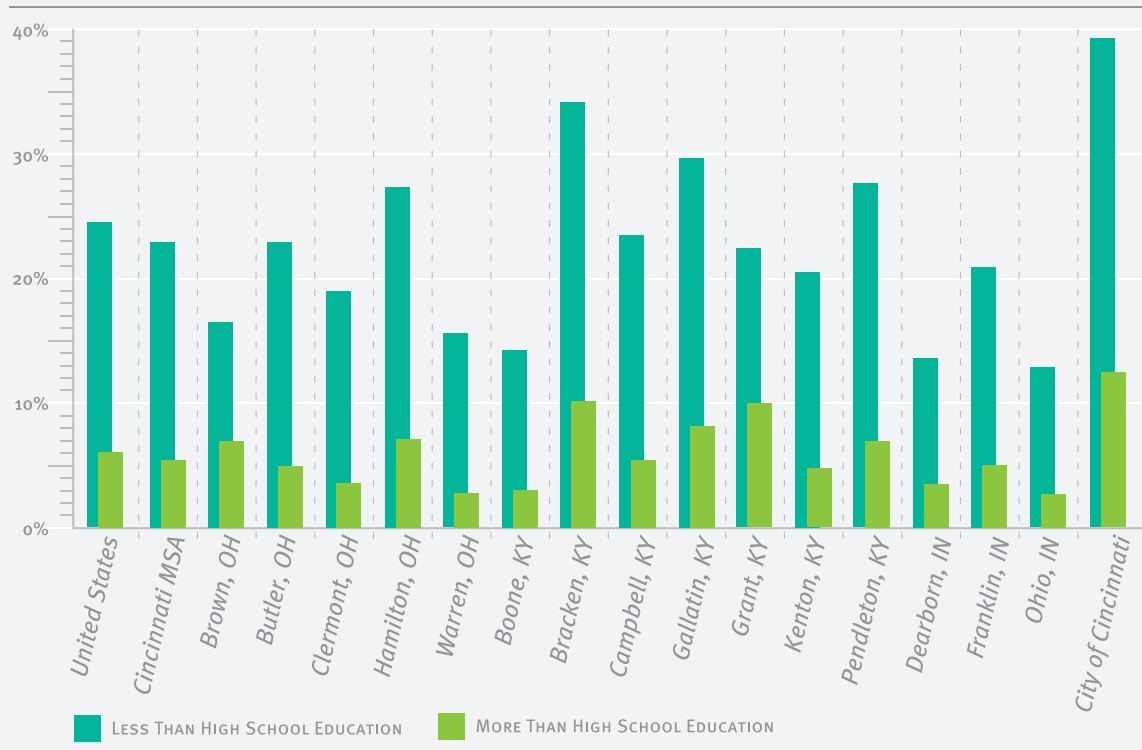
# P

## Poverty and Education:

United Way recognizes that poverty in the region presents the greatest obstacle to our achieving the Bold Goals. Every social challenge encompassed by United Way's *Agenda for Community Impact* correlates strongly with poverty. In 2012, United Way's Poverty Task Force issued its first recommendations for opportunities to make a response to poverty more central to the work of United Way. These recommendations can be found at [www.factsmatter.info](http://www.factsmatter.info).

The poverty rate in our region for those without a high school education is over four times that of those with additional education beyond high school. As a community, we should continue to urge students to finish high school and explore some level of post-secondary educational attainment. Education is the basis for individual success; it is essential to getting and keeping a job that provides a livable wage and health insurance, which are essential for staying above the poverty threshold.

**Poverty Rate by Educational Attainment for the Population 25+ (2010)**



# INCOME



## Indicators:

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

For more information, visit [www.factsmatter.info](http://www.factsmatter.info)

Income is one of the three essential building blocks for a good life upon which United Way’s *Agenda for Community Impact* and the Bold Goals for Our Region are based. *The State of the Community* uses 13 indicators to describe our region’s economic performance. These indicators take on a critical role in monitoring progress towards our community’s Income Bold Goal, which seeks to ensure individuals and families achieve financial stability. United Way of Greater Cincinnati’s work to improve the financial stability of individuals and families is shown through its partnership with organizations like Partners for a Competitive Workforce, Agenda 360, Vision 2015, and other individuals and agencies throughout the region that are focused on increasing economic growth, growing the skills of our current and future workforce, and helping unemployed and underemployed workers find gainful employment.

## BOLD GOALS

By 2020, at least 90% of the labor force will be gainfully employed.

In this edition of *The State of the Community*, we highlight six of our 13 income indicators: Gainful Employment, Inclusive Unemployment, Percent of the Population Below 200% Poverty, Total Jobs, Per Capita Income, and Housing Opportunity Index. Through its partnership with Agenda 360 and Vision 2015, *The State of the Community* also tracks several indicators that were updated recently in Agenda 360’s and Vision 2015’s *Regional Indicators Report 2012: Measuring Our Economic Progress*. These indicators include Knowledge Jobs, Creative Jobs, Average Annual Wage, Metropolitan GDP, and Venture Capital. The report can be found at [regional-indicators.org](http://regional-indicators.org).

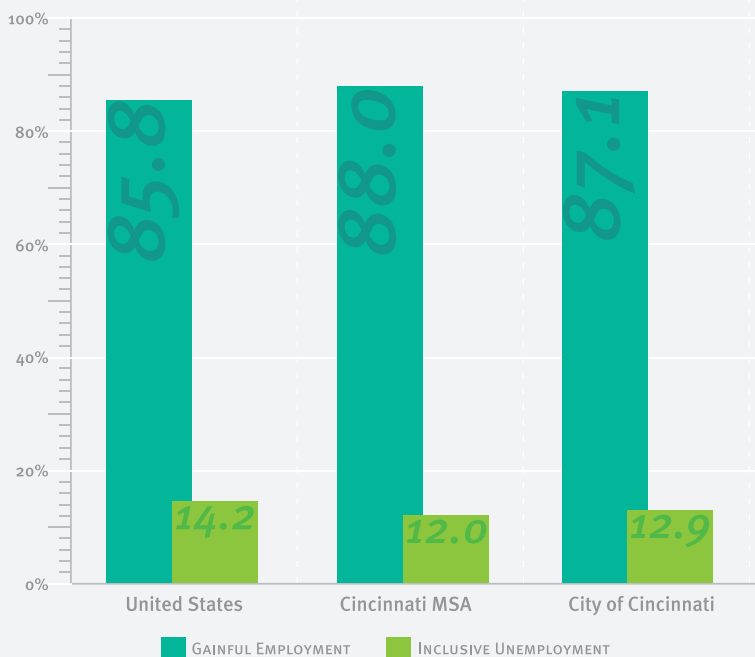
### Gainful Employment

This indicator is one of two *The State of the Community* uses to monitor progress toward the community’s Bold Goal that at least 90 percent of the labor force will be gainfully employed. This measure provides a picture of the percentage of people who are employed, after accounting for those who are unemployed, discouraged job seekers, involuntary part-time, and marginally attached workers. In 2011, nearly 85 percent of our region’s residents were gainfully employed, down from 91 percent in 2005. While the annual figures show we have a way to go to reach pre-2007 employment levels, we are seeing progress in the latest monthly results available for this report. In September 2012, 88 percent of our region’s residents were gainfully employed. In the post-“Great Recession” economy, the first step toward ensuring individuals and families achieve financial stability will be to restore employment to levels achieved prior to 2007.

### Inclusive Unemployment

Unemployment rates reported in the media for our nation, state and region typically do not include those who are discouraged job seekers, involuntary part-time and marginally attached workers. Another measure *The State of the Community* uses to monitor the Income Bold Goal is Inclusive Unemployment, which tells us the rate of unemployment when these groups are taken into account. Using this measure, inclusive unemployment in 2011 (15%) was nearly double the rate of 2007 (9%). While the annual figures show we have a way to go to reach 2007 levels, our region’s inclusive unemployment rate in September 2012 (12%) was below the region’s annual rate for 2011.

Gainful Employment and Inclusive Unemployment, September 2012





## Population Below 200% Poverty

Incomes above 200% of the federal poverty line are necessary in order to be self-sufficient in our region. Self-sufficiency means being able to afford the costs of daily life – from housing to food, health care to transportation, and child care – without public or private assistance or going into debt. On the positive side, a smaller portion of our region’s residents live below 200% poverty than is the case nationally. On the negative side, the number of our region’s residents living below 200% poverty has grown since 2005. In 2011, nearly 625,500 of our region’s residents lived below 200% poverty. At the same time, half of the residents of the City of Cincinnati lived below 200% of the federal poverty line, which means approximately 143,500 Cincinnati residents are struggling to achieve self-sufficiency.

## Total Jobs

One measure of our region’s economic performance is the total number of jobs and the growth or decline of the region’s job base. In 2011, our region had more than 57,800 fewer jobs than in 2007. While *The State of the Community* uses the annual total jobs number as its benchmark, it is possible to monitor how we are doing on a monthly basis. In 2012, the total number of jobs in our region has returned to more than one million and has stayed above that mark for most of the year. The September 2012 jobs report estimates that there are now just over 1,020,000 jobs in our region. Continued job growth is essential as the region recovers from the “Great Recession” and is critical to providing opportunities for individuals and families to achieve financial stability.

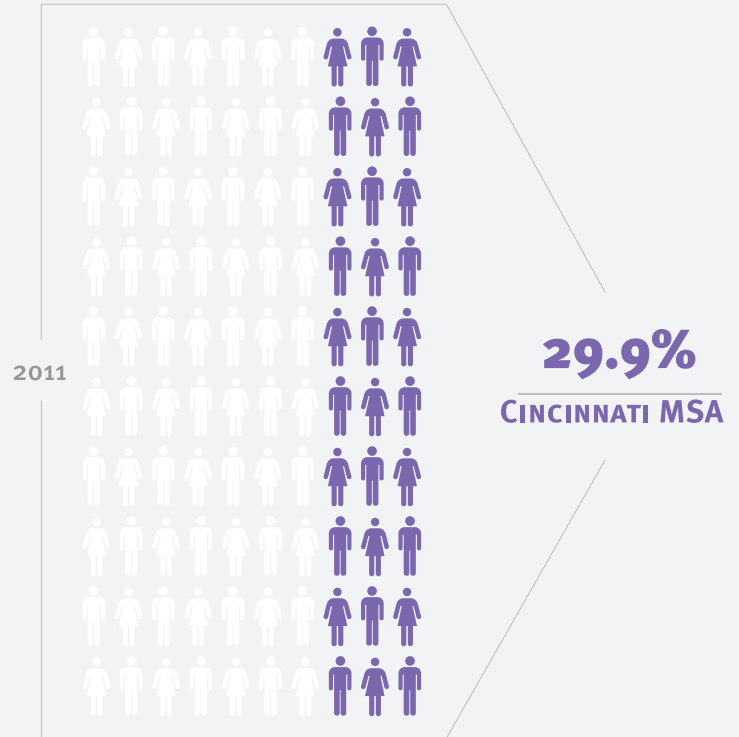
### Number of Total Jobs (In Thousands)

	'05	'07	'09	'11
United States	133,703	137,598	130,807	131,359
Cincinnati MSA	1,034	1,047	992	989

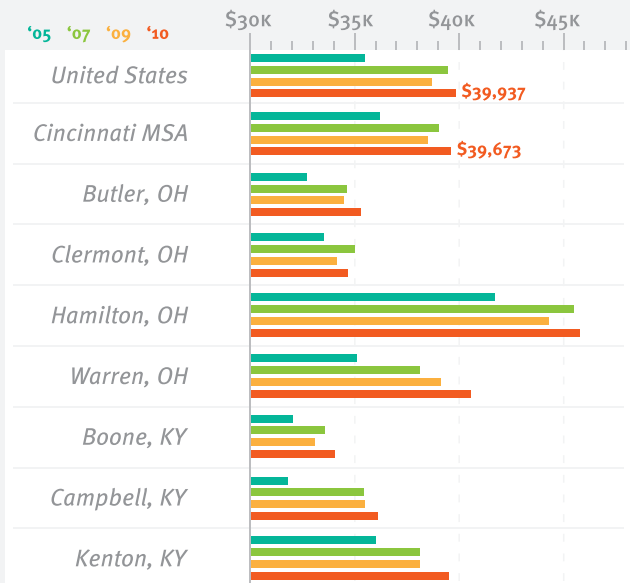
## Per Capita Income

Per capita income is the total personal income in an area divided by the number of residents. Per capita income in the Greater Cincinnati region was just below the national average in 2010. After taking a hit during the “Great Recession”, per capita incomes in our region and the nation rose between 2009 and 2010.

## Percent of the Population Below 200% Poverty



## Per Capita Income



\* 2011 data were not released in time for the publication of this report. The new data were scheduled to be released on Nov. 26, 2012 and appear on the Facts Matter website at [www.factsmatter.info](http://www.factsmatter.info).

## Housing Opportunity Index

The Housing Opportunity Index tells us the share of homes sold in our region considered “affordable” for a family earning our region’s median family income. A housing unit is considered to be affordable if housing costs are 28 percent or less of the area’s median family income. In the second quarter of 2012, nearly 9 of 10 homes sold were considered affordable for our region’s residents. This compares to just under 74 percent nationally.

### Housing Opportunity Index

	'08	'09	'10	'11	'12
<i>United States</i>	55.0	72.3	72.3	72.6	73.8
<i>Cincinnati MSA</i>	81.2	87.8	88.4	83.9	88.0

## P

### Poverty and Employment:

United Way recognizes that poverty in the region presents the greatest obstacle to our achieving the Bold Goals. Every social challenge encompassed by United Way’s *Agenda for Community Impact* correlates strongly with poverty. In 2012, United Way’s Poverty Task Force issued its first recommendations for opportunities to make a response to poverty more central to the work of United Way. These recommendations can be found at [www.factsmatter.info](http://www.factsmatter.info).

An income adequate to pay for today’s necessities – and save for the future – is essential for self-sufficiency. However, as the table to the right illustrates, employment alone does not guarantee freedom from poverty. In the Cincinnati MSA, there are 53,945 employed people in poverty. Part time and seasonal work, one-earner households and low wage jobs all contribute to the number of people with employment who are below the poverty threshold. The Bureau of Labor Statistics found the likelihood of being classified as working poor decreased with higher levels of education.

### Number of Employed People Below 100% Poverty (2010)

<i>United States</i>	<b>9,051,382</b>
<i>Cincinnati MSA</i>	<b>53,945</b>
<i>Brown, OH</i>	<b>674</b>
<i>Butler, OH</i>	<b>9,984</b>
<i>Clermont, OH</i>	<b>3,387</b>
<i>Hamilton, OH</i>	<b>26,030</b>
<i>Warren, OH</i>	<b>2,572</b>
<i>Boone, KY</i>	<b>2,213</b>
<i>Bracken, KY</i>	<b>193</b>
<i>Campbell, KY</i>	<b>1,728</b>
<i>Gallatin, KY</i>	<b>353</b>
<i>Grant, KY</i>	<b>904</b>
<i>Kenton, KY</i>	<b>4,011</b>
<i>Pendleton, KY</i>	<b>468</b>
<i>Dearborn, IN</i>	<b>742</b>
<i>Franklin, IN</i>	<b>509</b>
<i>Ohio, IN</i>	<b>177</b>
<i>City of Cincinnati</i>	<b>15,986</b>

# HEALTH



## Indicators:

- Excellent or Very Good Health
- Access to a Usual Source of Health Care
- Percent Uninsured
- Infant Mortality
- Overweight or Obese
- Air Quality
- Child Maltreatment
- Health Status Index
- Underage Substance Abuse
- Percent of Adults Smoking
- Water Quality
- Solid Waste
- Low Birth Weight

For more information, visit [www.factsmatter.info](http://www.factsmatter.info)

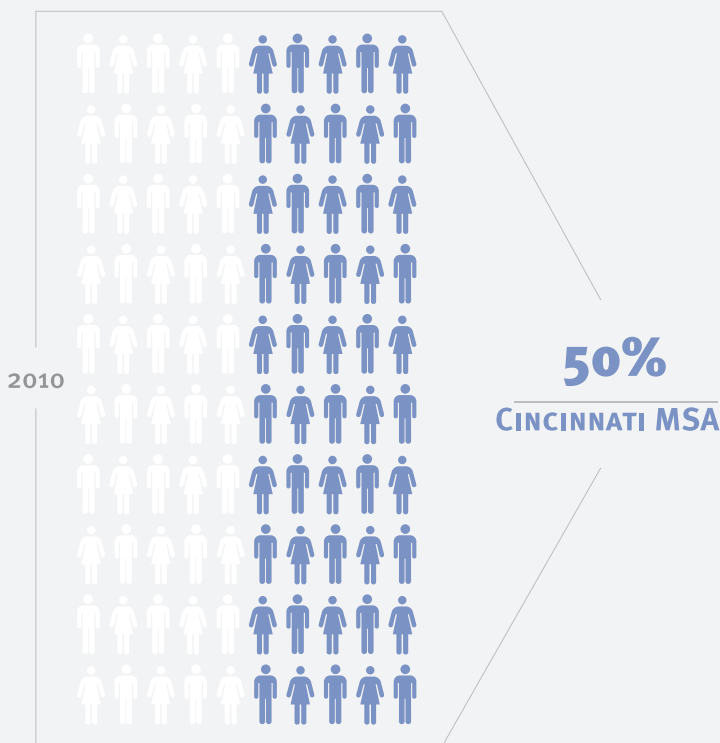
Health is one of the three essential building blocks for a good life upon which United Way's *Agenda for Community Impact* and the Bold Goals for Our Region are based. *The State of the Community* uses 13 indicators to monitor the health of our region's adults and children. Good health helps to ensure children are prepared for kindergarten and that they succeed during their school years. Poor health can keep families from being financially stable. In this edition of *The State of the Community*, we highlight seven of our 13 health indicators: Percent Reporting Excellent or Very Good Health, Access to a Usual Source of Health Care, Percent Uninsured, Infant Mortality Rate, Percent of Adults Overweight or Obese, Air Quality, and Child Maltreatment.

## BOLD GOALS

By 2020, at least 70% of the community will report having excellent or very good health.

By 2020, at least 95% of the community will report having a usual place to go for medical care.

### Percent of Adults Reporting Excellent or Very Good Health



### Percent Reporting Excellent or Very Good Health

*The State of the Community* uses this indicator to track progress toward the community's Bold Goal that at least 70 percent of the community will report having excellent or very good health by 2020. The indicator is tracked regularly through the Health Foundation of Greater Cincinnati's Greater Cincinnati Northern Kentucky Community Health Status Survey (GCNKCHSS). The most recent survey (2010) found about half of our region's residents report their health is excellent or very good. However, in several communities in our region the percentage of people reporting their health as excellent or very good is below the regional average. Our region's average is similar to the 2011 national Behavioral Risk Factor Surveillance System (BRFSS) national results for 2011 (51%).

Those with extended or chronic health problems not only experience reduced quality of life, they also are likely to experience challenges with education and employment. Making sure members of our community have excellent health is an important step to creating lasting change.

## Access to a Usual Source of Health Care

The *State of the Community* uses this indicator to track progress toward the Bold Goal of at least 95 percent of the community having a usual place to go for medical care. This Bold Goal is similar to the nation’s Healthy People 2020 goal for usual source of care (96%). Having a clinic, health center, doctor’s office, or other place to go if you are sick or need medical advice is known as having a usual source of care or a medical home. In the most recent GCNKCHSS (2010), 84 percent of the region’s residents reported a usual source of care. This is similar to the 2010 National Health Interview Survey (NHIS) finding that about 83 percent of adults nationwide have a usual source of care. People who have a usual source of care are more likely to seek appropriate and timely healthcare when they need it. Together we can improve the lives of local families by ensuring they have regular access to medical care.

Percent of Adults Reporting a Usual Source of Health Care

	'02	'05	'10
Greater Cincinnati Region	86	80	84
Hamilton County Suburbs	88	84	86
City of Cincinnati	87	80	79
Butler, Clinton, Warren, OH	84	74	85
Adams, Brown, Clermont, Highland, OH	82	77	86
Boone, Campbell, Grant, Kenton, KY	90	84	83
Bracken, Carroll, Gallatin, Owen, Pendleton, KY	85	81	80
Dearborn, Franklin, Ohio, Ripley, Switzerland, IN	87	83	83

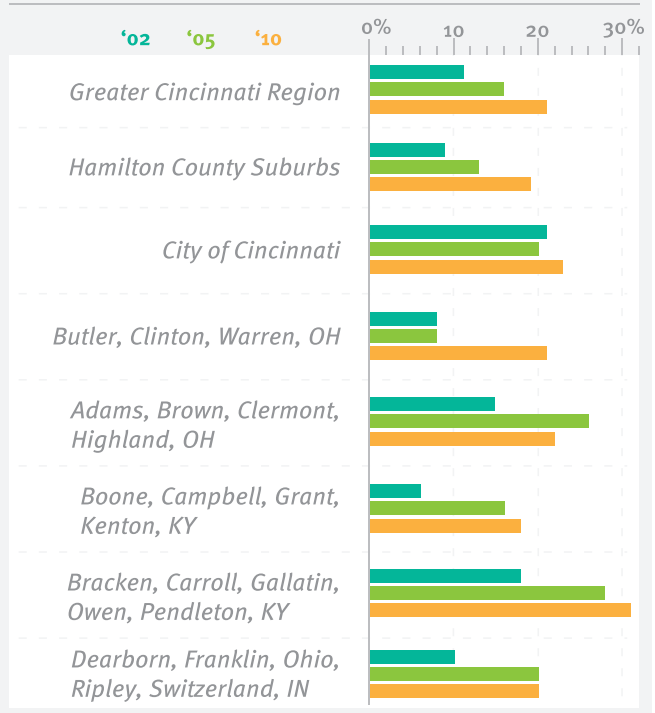
## Infant Mortality Rate

This indicator tells us the number of deaths of infants under one year of age per 1,000 births in a given year. Infant mortality continues to be one of the greatest public health challenges facing Greater Cincinnati. Our region’s overall rate continues to be driven by persistently high infant mortality in Hamilton County, Ohio, but rates in counties throughout the region have exceeded the national average at different times during the past five years.

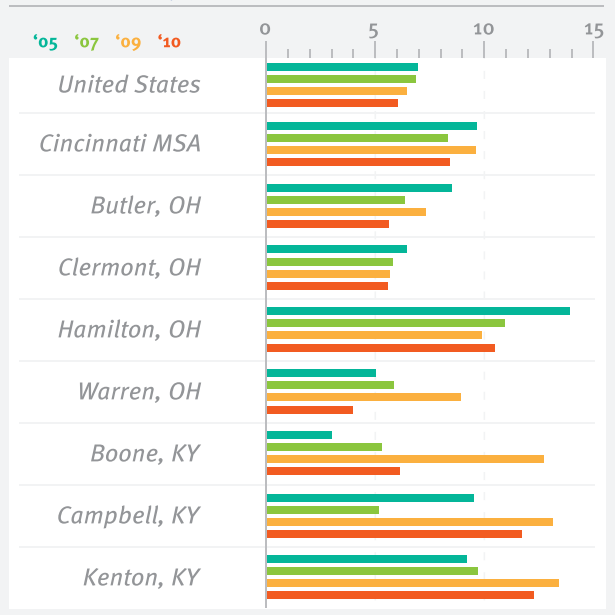
## Percent Uninsured

The *State of the Community* also tracks another key indicator of health – Percent Uninsured. This indicator tracks the share of adults saying that they lack health insurance coverage. The lack of health insurance is closely related to poor health status and stress on the health care delivery system. The latest GCNKCHSS data show that one in five adults in our region between the ages of 18 to 64 lacks health insurance. This is similar to the NHIS that found 22 percent of adults nationally were uninsured in 2010.

Percent Uninsured (Ages 18–64)



Infant Mortality Rate





## Overweight or Obese

The Overweight or Obese indicator is based on self-reports of height and weight. Despite two decades of national focus on obesity among adults and children, it remains a significant threat to public health. Obesity is related to a wide range of life-threatening diseases, such as high blood pressure, stroke, heart disease, and diabetes. The most recent data show our region's overweight/obesity rate (64%) is close to the national rate.

## Air Quality

This indicator reports the number of days measured as “good” on the Environmental Protection Agency’s Air Quality Index, as a percentage of total days monitored in the given year. Air quality has direct public health effects, both short-term and longer-term. Individuals with asthma, emphysema and other respiratory ailments are particularly sensitive to air quality. While air quality measurements in recent years have indicated improvements in our region’s air quality, in 2011 just over half of the days were rated as “good.” Reducing the percentage of days that are not “good” may help to reduce respiratory ailments and other health problems in our community.

Percent of Days with “Good” Air Quality				
	'05	'07	'09	'11
Cincinnati MSA	32	33	58	52
Butler, OH	55	64	80	66
Clermont, OH	63	66	85	75
Hamilton, OH	47	45	63	60
Warren, OH	63	58	80	80
Boone, KY	71	74	95	90
Campbell, KY	61	61	83	69
Kenton, KY	63	58	84	N/A

## Child Maltreatment

The United Way of Greater Cincinnati Research Council has formed a subcommittee, under the leadership of Dr. Judith Harmony, with the goal of adopting a child maltreatment indicator for our region to be included in the next *State of the Community report*. Robert A. Shapiro, M.D., Director of the Mayerson Center for Safe & Healthy Children, provides sobering statistics about child abuse and neglect in the U.S.: “Six children every minute. Three million every year. Those are the staggering statistics behind reports of child abuse and neglect in this country. Every day five of those children will die at the hands of their abusers.” Closer to home, in 2009, there were 6,796 unduplicated cases of alleged abuse in Hamilton County, Ohio, alone. While physical abuse often leaves the most visible signs of trauma, psychological abuse and neglect also leave deep and lasting scars. For many children, the impact of abuse will reverberate throughout their lives, threatening their chances of achieving a quality of life through education, income and health. Child abuse and neglect clearly have serious implications for our community’s ability to achieve its Bold Goals.

Developing an accurate surveillance measure of child abuse and neglect within our community will be challenging. Reports of substantiated cases reveal only a fraction of children affected by maltreatment. Community-wide surveys are costly and must rely on self-reporting. Screening tests are imprecise and difficult to administer. Work is currently underway to identify the best surveillance measure for our community.

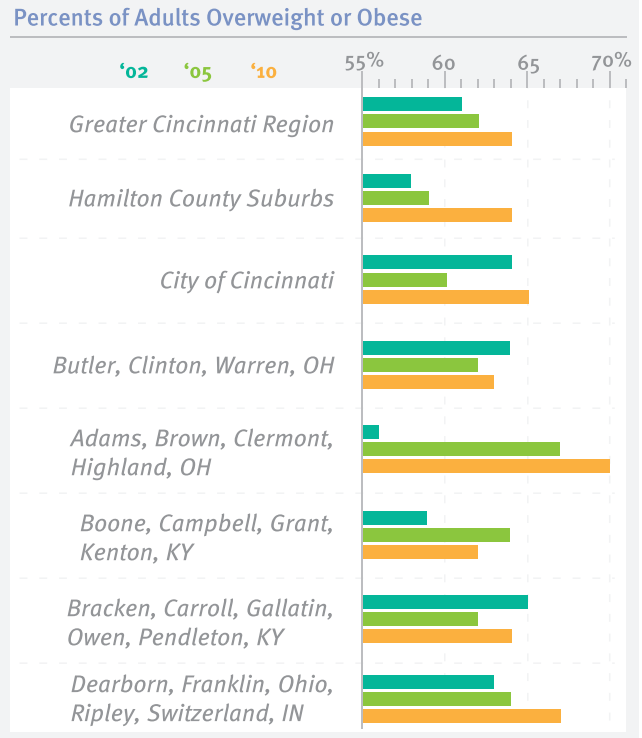


Photo by Chuck Eilerman

# P

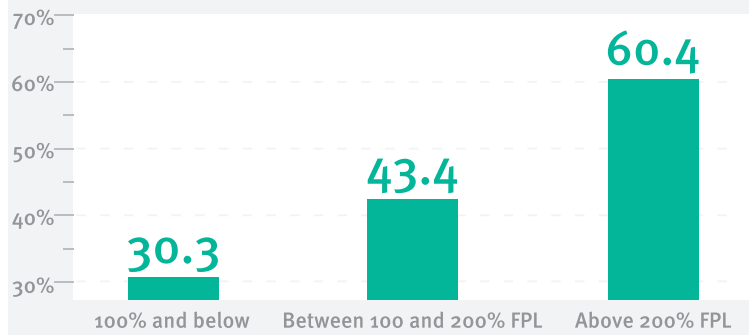
## Poverty and Health:

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opportunities to make a response to poverty more central to the work of United Way. These recommendations can be found at [www.factsmatter.info](http://www.factsmatter.info).

Data from the most recent GCNKCHSS show our region's residents experience different levels of health depending on their poverty status. In the latest survey, Greater Cincinnati residents living below 100% Federal Poverty Level (FPL) report having excellent or very good health at nearly half the rate of those above 200% FPL. People with chronic health problems are more likely to struggle with unemployment, which in turn affects their income and poverty status. The opposite is also true: people with financial instability are more likely to experience chronic health problems.

Percent Reporting Excellent or Very Good Health by Poverty Status



# POPULATION



## Indicators:

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

For more information, visit [www.factsmatter.info](http://www.factsmatter.info)

Quality of life in Greater Cincinnati is directly connected to our region’s population, diversity and mix of younger and older generations. *The State of the Community* uses six indicators to monitor changes in our region’s population. Knowing how our population is changing is vitally important to our region’s future. Population growth brings the potential for economic, political and social opportunities, including a larger labor pool and greater population diversity in terms of age, race and ethnicity. In this edition of *The State of the Community*, we highlight our population indicators: Percent Population Change, Percent Population of Hispanic Origin, Percent Population by Race, Population 20-64, Old-Age Dependency Ratio, and Net Migration.

### Population Change

The Percent Population Change indicator tells us whether our region is growing, stable or declining in numbers. In 2011, regional growth was uneven – some counties lost population (Hamilton, OH), others gained slightly and still others gained population at more than two times the national average (Boone, KY). Overall, the region’s growth was slower than the nation’s, based on the most recent estimates. When our region’s population grows at a slow pace, we risk losing economic and political clout to our competitor regions.

	'05	'07	'09	'11
United States	0.92	1.00	0.86	0.73
Cincinnati MSA	0.89	1.21	0.61	0.26
Butler, OH	1.02	1.19	0.67	0.32
Clermont, OH	1.07	1.10	0.48	0.69
Hamilton, OH	0.06	0.98	0.18	-0.20
Warren, OH	3.46	2.38	1.58	0.77
Boone, KY	4.65	2.96	2.22	2.03
Campbell, KY	-0.11	0.19	1.16	0.45
Kenton, KY	0.36	1.08	0.58	0.32
City of Cincinnati	-0.12	0.34	-0.05	-0.19

### Population of Hispanic Origin

This indicator tells us the percent of the population that identifies as Hispanic. Although the Hispanic population is the nation’s largest and fastest growing minority group, their numbers in the Cincinnati MSA remain relatively small. While Hispanics represent nearly 17 percent of the U.S. population, fewer than three percent of our region’s residents claim Hispanic heritage. Hispanics make up less than five percent of each county’s population in our region. Gallatin (not shown), Butler and Boone counties have the largest percentages of Hispanic population in our region.

	'05	'07	'09	'11
United States	14.6	15.3	16.1	16.7
Cincinnati MSA	1.9	2.2	2.5	2.7
Butler, OH	2.7	3.3	3.8	4.1
Clermont, OH	1.3	1.4	1.5	1.6
Hamilton, OH	1.8	2.1	2.5	2.7
Warren, OH	1.8	2.0	2.3	2.4
Boone, KY	2.8	3.3	3.6	3.7
Campbell, KY	1.5	1.5	1.7	1.7
Kenton, KY	1.9	2.2	2.5	2.8

## Population by Race

A key part of planning our future involves understanding how our region's population trends compare to changes in racial and ethnic diversity occurring throughout the United States. Our region, overall, continues to be less diverse racially than the rest of the country. However, Hamilton County has consistently been more diverse than the region as a whole and the nation.

	'05	'07	'09	'11
United States	20.3	20.9	21.4	21.9
Cincinnati MSA	15.0	15.5	15.9	16.2
Butler, OH	10.3	11.2	12.0	12.5
Clermont, OH	3.3	3.5	3.6	3.9
Hamilton, OH	28.6	29.5	30.0	30.3
Warren, OH	7.0	7.9	8.6	9.2
Boone, KY	5.5	6.2	6.7	7.0
Campbell, KY	4.1	4.6	4.9	5.3
Kenton, KY	6.8	7.3	7.7	8.1

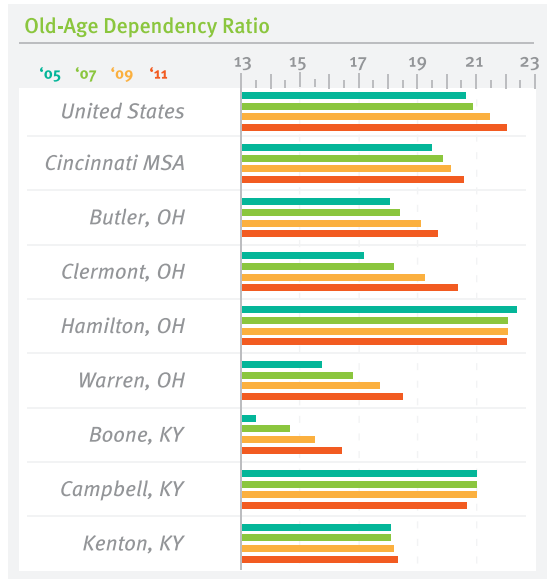
## Net Migration

This indicator tells us the number of people moving into an area minus the number of people moving out of an area. Overall, our region lost nearly five thousand people in 2011. Hamilton County experienced the biggest loss, with just under 5,200 people moving out of the county. Boone County's growth led other counties' in our region in 2011.

	'05	'07	'09	'11
Cincinnati MSA	659	1,477	1,861	-4,997
Butler, OH	1,754	1,924	256	-639
Clermont, OH	983	616	-326	344
Hamilton, OH	-10,469	-6,999	-1,573	-5,188
Warren, OH	5,072	3,208	1,699	493
Boone, KY	3,745	2,073	1,400	1,463
Campbell, KY	-297	-173	765	5
Kenton, KY	-316	549	-106	-648

## Old-Age Dependency Ratio

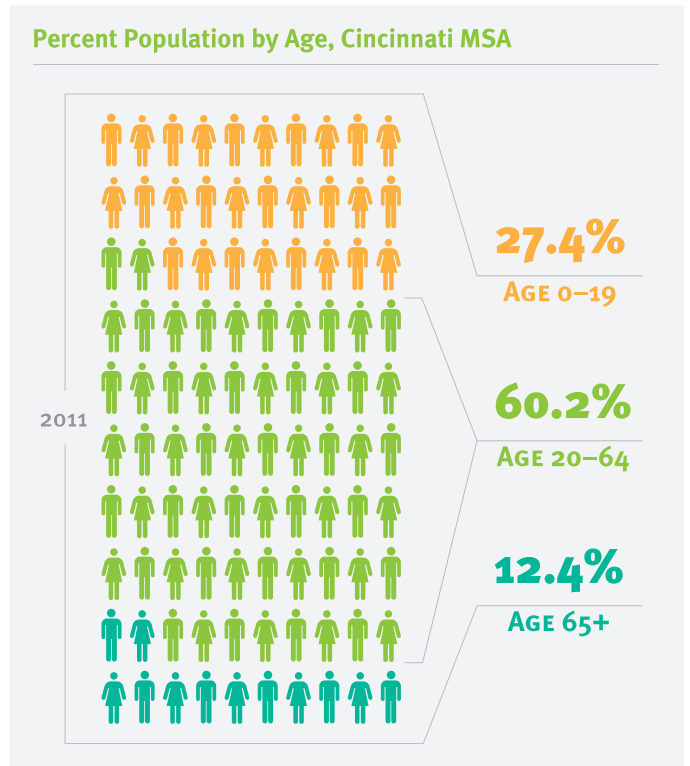
This indicator tells us the number of people age 65 or older (retirement age) relative to the total number of people 20-64 (working age). A high and/or rising dependency ratio can compromise the ability of pension systems and the Social Security system to provide for the older non-working population. A higher ratio also may indicate strain on a community to meet demands for public resources, such as health care. There is a wide range of old-age dependency ratios among the counties of the region. While counties like Boone, Warren and Kenton have lower ratios, Brown, Bracken (not shown), Franklin (not shown), Ohio (not shown), and Dearborn (not shown) have ratios higher than the national average. Hamilton County's old-age dependency ratio is the same as the nation's. Our region's old-age dependency ratio, overall, remains lower than the national average, as it has historically. However, the ratio continues to increase, indicating a population that is skewing older.



## Population 20-64

This indicator tells us the percent of the total population between the ages of 20 and 64 (traditionally thought of as working age). The percentage of population 20 to 64 is similar across each of the counties in our region. Our region tracks closely with the national average.

## Percent Population by Age, Cincinnati MSA





# SOCIAL RELATIONS



## Indicators:

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

For more information, visit [www.factsmatter.info](http://www.factsmatter.info)

Social relations measures in *The State of the Community* are broad and diverse and provide a picture of such things as the strength of the social capital in our community, the degree to which crime serves as an impediment to our residents' achieving a good quality of life and the degree to which leisure and family time are reduced due to travel time to work. *The State of the Community* uses eight indicators to monitor social relations in our community. In this edition of *The State of the Community*, we highlight six social relations indicators: Intergroup Relations, Violent Crime, Non-Violent Crime, Murder Rate, Juvenile Crime, and Mean Travel Time to Work.

## Intergroup Relations

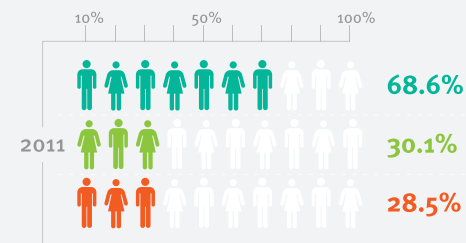
This indicator shows the degree of contact between members of different racial or ethnic groups. Research on race relations in the United States has identified contact with members of different racial groups as important in promoting positive, more tolerant attitudes between races. It is necessary for developing a sense of closeness and acceptance of that group. The smaller the group, the less contact other groups will have with its members.

Levels of contact as friends between Blacks and other groups and between Whites and other groups remained relatively stable between 2007 and 2011. As our region's Hispanic population has grown, so too has the contact its members have as friends with people from other groups. Overall, Hispanics and Asians in our region remain relatively isolated from Blacks and Whites.

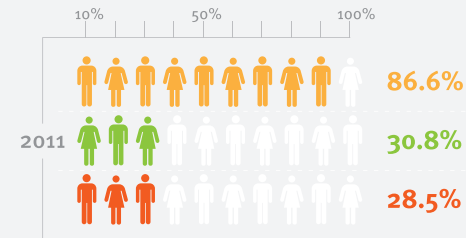
### Intergroup Relations

- W/ BLACKS AS FRIENDS
- W/ WHITES AS FRIENDS
- W/ HISPANICS AS FRIENDS
- W/ ASIANS AS FRIENDS

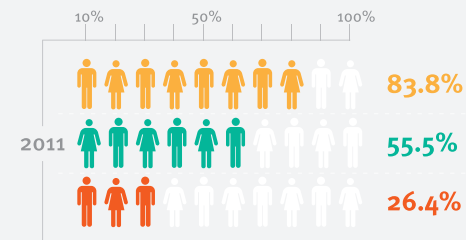
#### Whites Contact w/ Other Groups



#### Blacks Contact w/ Other Groups



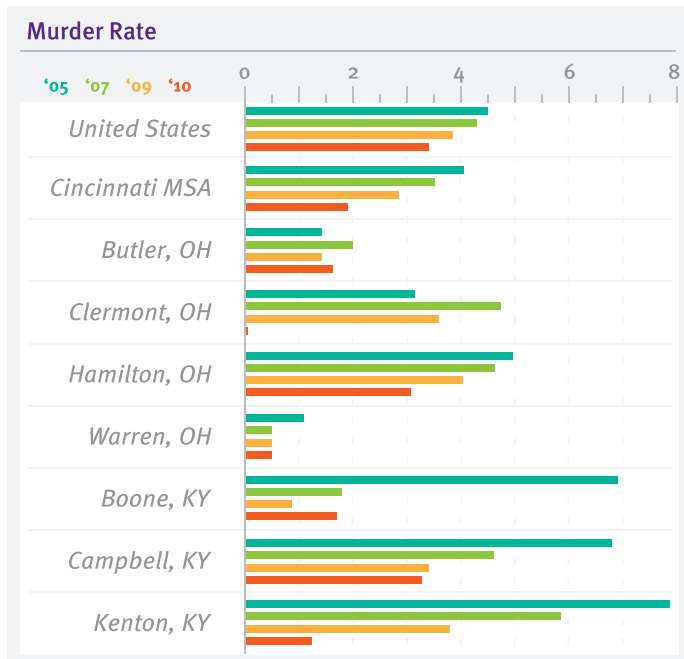
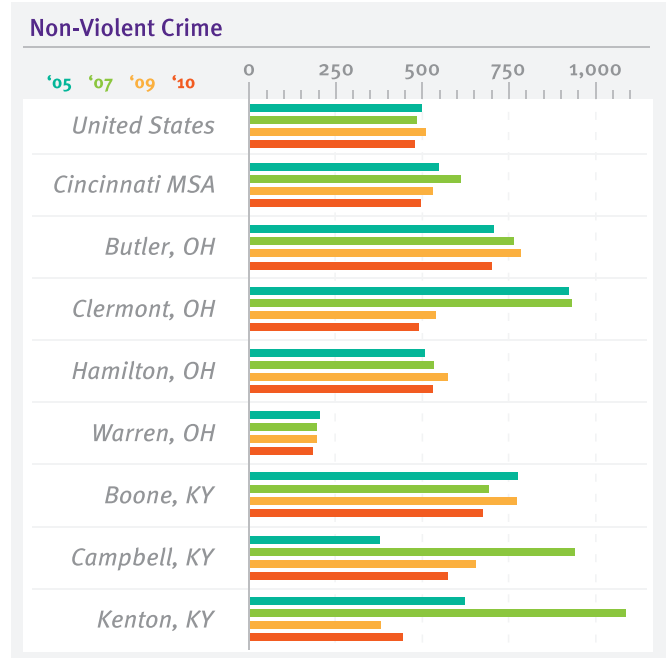
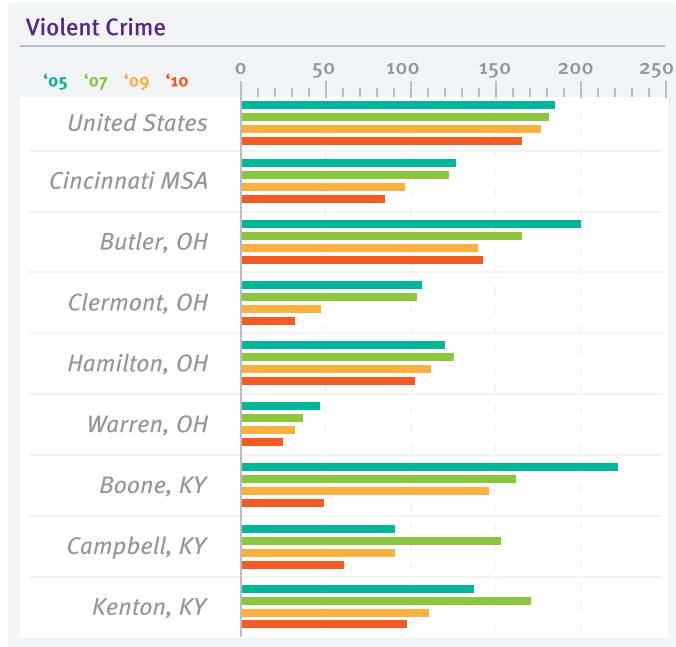
#### Hispanics Contact w/ Other Groups



## Violent Crime, Non-Violent Crime and Murder Rate

The State of the Community tracks Violent Crime, Non-Violent Crime and Murder Rate. Each indicator shows the number of arrests per 100,000 population in a given year. Crime and safety weigh heavily on individual evaluations of quality of life.

Crime also brings significant economic costs to businesses and to government and puts a burden on taxpayers. The latest data show our community continues to be below the national average in both Violent Crime and Murder Rate; however, our region is just above the national average in Non-Violent Crime. Since 2005, all three types of crimes fell at a faster rate in our community than in the nation as a whole.



## Juvenile Crime

This indicator shows the number of petitions filed alleging juvenile delinquency in a given year. Our future depends on our children and youth. While it is best for youth not to be drawn into the juvenile justice system, it is essential that those who are drawn into the system be helped to overcome the circumstances which created problematic behavior and to learn to live more productive lives without re-offending.

The number of offenses has decreased in most counties in our region in recent years. Several counties have experienced significant drops.

Juvenile Crime				
	'05	'07	'09	'11
Butler, OH	2,853	3,064	2,586	1,818
Clermont, OH	1,088	1,372	1,062	952
Hamilton, OH	15,800	14,313	11,703	9,226
Warren, OH	1,255	1,271	982	1,079
Boone, KY	375	444	414	302
Campbell, KY	848	722	483	519
Kenton, KY	2,537	1,656	648	404

\* Note: the Kentucky count includes all juvenile district court filings, not simply delinquency.

## 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 have negative impacts on individual and public health and the environment – and lead to a loss of personal leisure and family time and time for civic involvement. In 2011, our region's Mean Travel Time to Work was just over 24 minutes, lower than the national average. However, the amount of time it takes to get to work has been rising in the region since 2005, while the national rate has grown at a slower pace.

Mean Travel Time to Work				
	'05	'07	'09	'11
United States	25.1	25.3	25.1	25.5
Cincinnati MSA	23.3	23.8	24.0	24.2
Butler, OH	22.4	23.2	23.4	23.5
Clermont, OH	27.0	28.7	28.2	27.3
Hamilton, OH	21.7	22.6	22.3	22.5
Warren, OH	23.9	23.7	24.0	24.3
Boone, KY	23.2	23.6	23.7	24.9
Campbell, KY	22.5	20.4	22.7	21.4
Kenton, KY	21.4	21.2	22.4	22.1
City of Cincinnati	21.4	22.6	21.6	22.3

# DATA SOURCES

## EDUCATION

### Early Childhood School Readiness

The Strive Partnership, Success By 6®, INNOVATIONS, Cincinnati Public Schools, Covington Independent Schools, Newport Independent Schools

### High School Graduation Rates

Ohio and Indiana Departments of Education  
Note: 2011 data are preliminary.

### Percent of Population Age 25+ with an Associate's Degree or Higher

United States Census Bureau, American Community Survey, 1-year Estimates

### Grade Level Assessment

Ohio, Kentucky and Indiana Departments of Education

### STEM Degrees Awarded

CRC analysis of data from National Center for Educational Statistics Integrated Postsecondary Education Data System Data Center

## INCOME

### Gainful Employment

CRC calculations based on United States Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics

### Inclusive Unemployment

CRC calculations based on United States Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics

### Percent of the Population Below 200% Poverty

United States Census Bureau, American Community Survey, 1-year Estimates

### Total Jobs

United States Department of Labor, Bureau of Labor Statistics, State and Area Employment, Hours, and Earnings

### Per Capita Income

United States Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System

### Housing Opportunity Index

National Association of Home Builders - Wells Fargo, Housing Opportunity Index, Second Quarter

## HEALTH

### Percent Reporting Excellent or Very Good Health

The Health Foundation of Greater Cincinnati's GCNKCHSS  
The Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention

### Access to a Usual Source of Health Care

The Health Foundation of Greater Cincinnati's GCNKCHSS  
The National Health Interview Survey, National Center for Health Statistics

### Percent Uninsured

The Health Foundation of Greater Cincinnati's GCNKCHSS  
The National Health Interview Survey, National Center for Health Statistics

Photos by Jens Rosenkrantz and Chuck Eilerman





## SOCIAL RELATIONS

### Intergroup Relations

2012 BRIDGES Progress Report on Human Relations  
BRIDGES for a Just Community, Greater Cincinnati Survey - Fall 2007, Summer 2010 and Fall 2011  
The Intergroup Relations Survey, National Conference for Community and Justice

### Violent Crime, Non-Violent Crime and Murder Rate

Federal Bureau of Investigation, Uniform Crime Report

### Juvenile Crime

Ohio and Kentucky Supreme Courts

### Mean Travel Time to Work

United States Census Bureau, American Community Survey, 1-year Estimates

## POVERTY CALL OUTS

### Poverty and Education

United States Census Bureau, American Community Survey, 5-year Estimates

### Poverty and Income

United States Census Bureau, American Community Survey, 5-year Estimates  
United States Department of Labor, Bureau of Labor Statistics, Report 1035

### Poverty and Health

The Health Foundation of Greater Cincinnati's GCNKCHSS

### Infant Mortality Rate

State data collected from CRC analysis of vital statistics files obtained from Ohio Department of Health, Kentucky Cabinet for Health and Family Services and Indiana Department of Health; National data from Center for Disease Control and Prevention  
Note: 2010 Ohio data and 2008 to present data for Kentucky and the MSA are preliminary.

### Percent of Adults Overweight or Obese

The Health Foundation of Greater Cincinnati's GCNKCHSS  
The Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention

### Air Quality

United States Environmental Protection Agency, AirData, Air Quality Index Report

### Child Maltreatment (Placeholder)

## 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

### Net Migration

United States Census Bureau, Population Estimates Program

Photos by Jens Rosenkrantz and Chuck Eilerman



# NOTES

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*Cincinnati Children's Hospital Medical Center*

Elizabeth A. Brown  
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*University of Cincinnati*

Jeffrey D. Camm, Ph.D.  
*University of Cincinnati*

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*The Health Foundation of Greater Cincinnati*

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William L. Scheyer  
*Vision 2015*

David T. Shuey  
*OKI Regional Council of Governments*

Marshall D. Slagle  
*Northern Kentucky Area Planning Commission  
(retired)*

Mary R. Stagaman  
*Agenda 360*

Jeffrey L. Stec, J.D.  
*Citizens for Civic Renewal*

Shiloh K. Turner  
*The Greater Cincinnati Foundation*

Jennifer E. Williams, Ed.D.  
*Out of the Crossfire, University of Cincinnati*

Geoffrey D. Zimmerman  
*Strive Partnership*

## **Staff of the Community Research Collaborative/ UC Institute for Policy Research**

Kimberly A. Downing, Ph.D.

Eric W. Rademacher, Ph.D.

Toby Sallee

Jedi Cowart

## **United Way of Greater Cincinnati Staff**

Barbara L. Terry  
*Vice President, Community Impact*

Terry M. Grundy  
*Director, Community Impact*



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United Way  
of Greater Cincinnati

[www.uwgc.org](http://www.uwgc.org)

**United Way of Greater Cincinnati**

**Regional Center**

2400 Reading Road  
Cincinnati, OH 45202  
513-762-7100

**Dearborn & Ohio Counties**

227 Walnut Street  
Lawrenceburg, IN 47025  
812-537-2009

**Eastern Area**

2085 James E. Sauls Sr. Dr.  
Batavia, OH 45103  
513-536-3000

**Middletown Area**

300 North Main Street  
Suite B  
Middletown, OH 45042  
513-705-1160

**Northern Kentucky**

2146 Chamber Center Dr.  
Ft. Mitchell, KY 41017  
859-525-2600