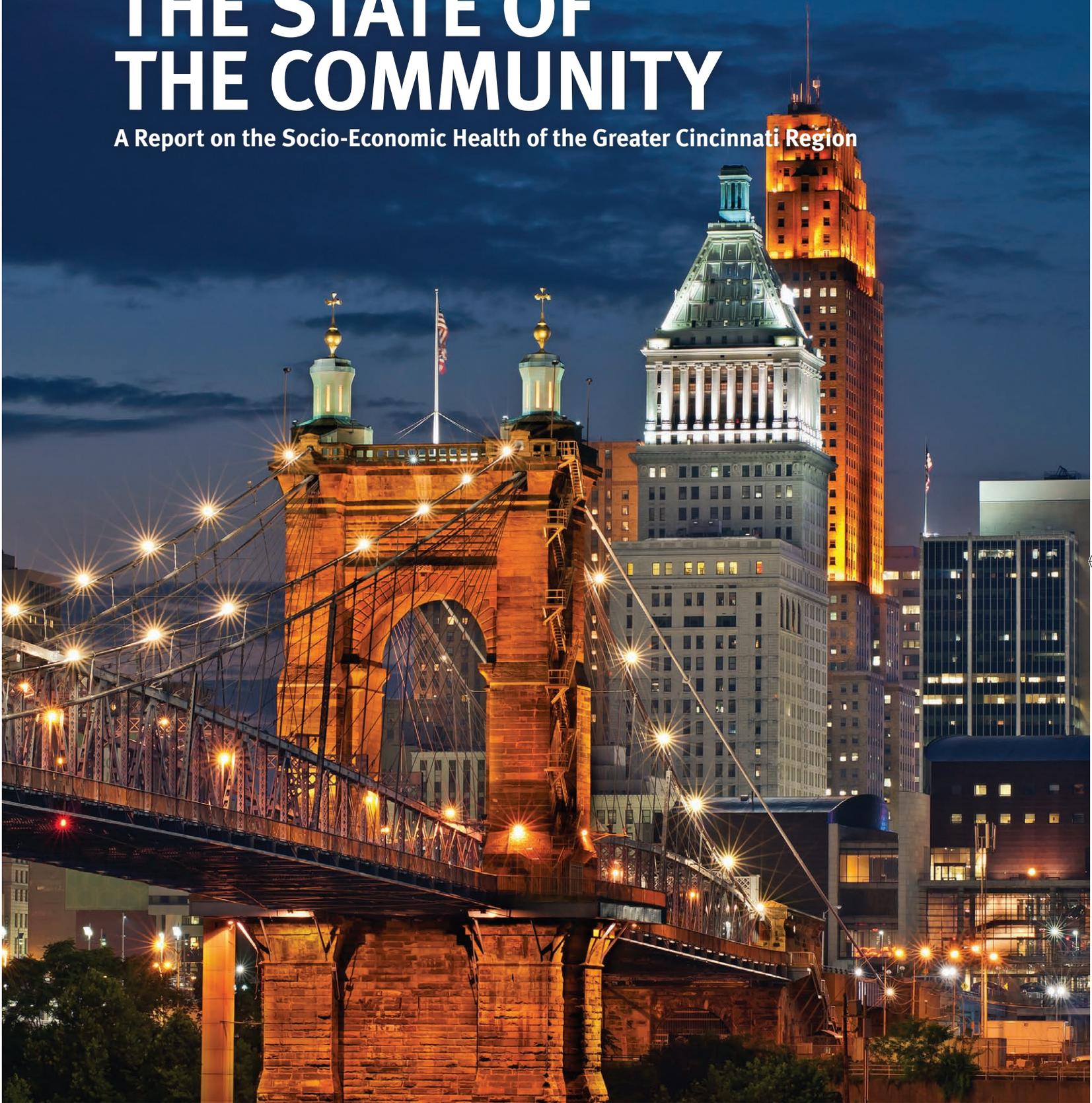


Seventh Edition  
August 2017

# THE STATE OF THE COMMUNITY

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



United Way  
of Greater Cincinnati

# Welcome

## Dear Friends,

The United Way of Greater Cincinnati is pleased to present the seventh edition of *The State of the Community* report. Published bi-annually, and updated regularly online at [www.FactsMatter.info](http://www.FactsMatter.info), this edition provides updates on our region's overall progress and its progress toward our shared *Bold Goals for Our Region*.

Six years ago we came together to create the Bold Goals. The Bold Goals vision is one of expanded opportunity for everyone in our community to have a better future. The Bold Goals vision is also about making Greater Cincinnati one of the best regions in the country to live, raise a family, work, and do business. Since 2011, more than 260 of our region's leading business, civic, government, philanthropic, and nonprofit organizations have rallied around the Bold Goals.

*The State of the Community* pays special attention to data that support Bold Goals indicators, providing the context for the Bold Goals work.

## TARGET YEAR TO ACHIEVE

# 2020 BOLD GOALS

Education	Income	Health
<p style="font-size: 24px; font-weight: bold; color: #0056b3;">85%</p> <p>of children will be prepared for kindergarten.</p> <p style="font-size: 24px; font-weight: bold; color: #0056b3;">85%</p> <p>of youth will graduate from high school prepared for the next step.</p> <p style="font-size: 24px; font-weight: bold; color: #0056b3;">45%</p> <p>of adults will have an Associate's degree or higher.</p>	<p style="font-size: 24px; font-weight: bold; color: #f4a460;">90%</p> <p>of the labor force will be gainfully employed.</p>	<p style="font-size: 24px; font-weight: bold; color: #76c73a;">70%</p> <p>of the community will report having excellent or very good health.</p> <p style="font-size: 24px; font-weight: bold; color: #76c73a;">95%</p> <p>of the community will report having a usual and appropriate place to go for health care.</p>

Thanks to the hard work of all who call our community home, including those involved with more than 150 partnerships and initiatives, the Bold Goal indicators are heading in the right direction. But while important progress has been made, we need to accelerate the pace of change if we are to achieve these ambitious goals by 2020. Since the publication of the last report, our community's nonprofit organizations, community groups, educational institutions, governments, businesses and citizens have come together in strategic efforts designed to advance our community towards our Bold Goals. With 2020 fast approaching, new efforts like The Child Poverty Collaborative and The Cincinnati Preschool Promise have joined other established "collective impact" efforts improving the quality of life in our region.

As you read the report, you will get a clear picture of the progress we have made in recent years and how much work remains to be done. You will also see examples of how poverty impacts all residents of our community, either directly or indirectly, and how poverty impacts our ability to achieve the Bold Goals. We also present a deeper look at the progress of various demographic sub-groups toward the Bold Goals. As you will see in the report, while our community makes progress toward the Bold Goals, some groups in our region are further behind than others.

### Consider these facts:

- More than 609,000 people in our region, including 185,000 children, live below United Way of Greater Cincinnati's measure for self-sufficiency.
- Blacks (29%) and Hispanics (28%) in our region are nearly three times as likely as whites (10%) to be living in poverty.
- Those who have not earned a high school degree are far more likely to be living in poverty (26%) than are region residents who have earned a high school degree or equivalency (13%), attended some college or earned an associate's degree (10%) or completed a bachelor's degree or higher (3%).
- Residents living in households below 100% of the poverty threshold report far lower ratings of health (28%) than residents living above.

As always, we are grateful to the United Way Research Council volunteers who have generously given of their time and

expertise during the past decade to help shape this report. The production of *The State of the Community* would not have been possible without the work of Dr. Eric Rademacher, Dr. Kim Downing, and Janett Said of the University of Cincinnati Institute for Policy Research who make up the staff of the Community Research Collaborative. It is they who collect, analyze and frame the data that go into this report and the *Facts Matter* data portal.

We would also like to express our continued gratitude to our community partners who have supported *The State of the Community* and the *Facts Matter* data portal over the past decade:

Agenda 360, Cradle Cincinnati, Diverse by Design, Center for Economic Analysis and Development at Northern Kentucky University, Greater Cincinnati Urban League, Green Umbrella, Hamilton County Job and Family Services, Interact for Health, LISC of Greater Cincinnati and Northern Kentucky, Partners for a Competitive Workforce, Skyward, The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, The Greater Cincinnati Foundation, The Women's Fund of the Greater Cincinnati Foundation, StrivePartnership, University of Cincinnati Institute for Policy Research, University of Cincinnati Economics Center, University of Cincinnati Center for Business Analytics.

**We invite you to join us and our community partners in working to achieve our community's Bold Goals. Together, we are transforming the quality of life for all in our region – working daily toward getting more kids ready for school, more families stable and self-sufficient, and more people healthy.**



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



**Ross Meyer**  
Senior Vice President,  
United Way of Greater Cincinnati

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# Introduction

## Introduction to the Seventh Edition

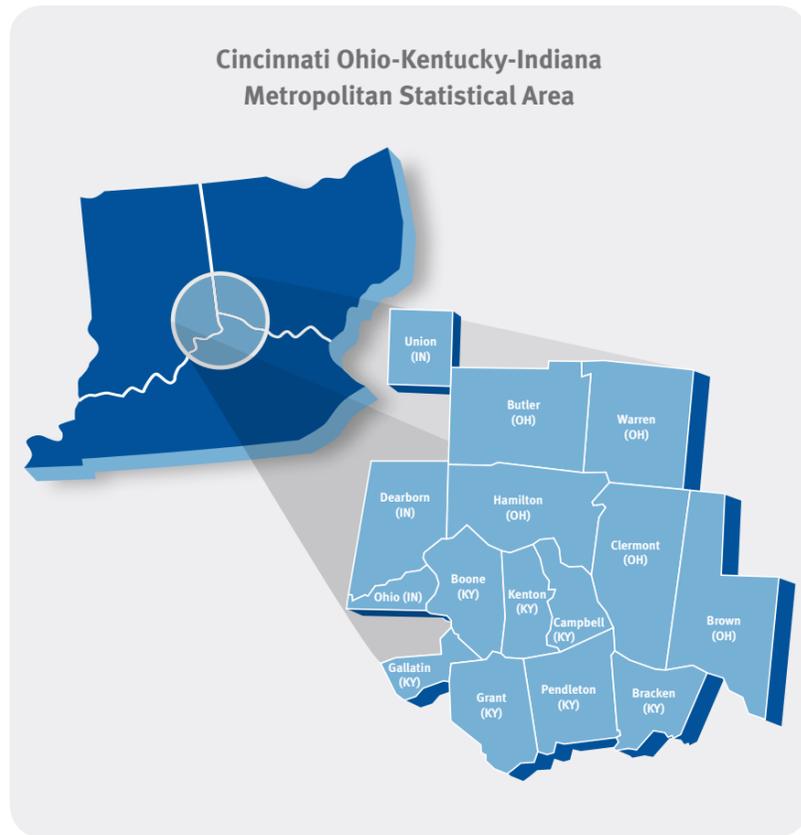
The seventh edition of *The State of the Community* presents data on how the Cincinnati Ohio-Kentucky-Indiana Metropolitan Statistical Area (MSA) is doing on 48 indicators across four critical areas — education, income, health, and quality of life. Each indicator was selected for its “standalone” value within each of the four 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. Since the last report, hundreds of individuals, corporations, agency partners, and the community have joined forces to move our region forward toward achieving the vision of a stronger community with a higher quality of life for all represented by the *Bold Goals for Our Region*. Our collective Bold Goals work has illustrated the different challenges members of our community face around the issues of Education, Income and Health. In this edition, we look at how the diverse mix of children and adults in our community interact with the key community measures we track, relationships between indicators, and the impact that poverty has on measures of community well-being.

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 reports published in our region. In this edition, we reference some of this work, including: *The State of Black Cincinnati 2015: Two Cities*; *2017 PULSE Study: Applying a Gender Lens to*

*the Wage Gap*; *the StrivePartnership Partnership Report*; *Diverse by Design: Meeting the Talent Challenge in a Global Economy*; *Cradle Cincinnati’s Every Baby, Every Day: Infant and Maternal Health in Cincinnati and Hamilton County*; and *PreventionFIRST! 2016 Student Drug Use Survey*.

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 via the *Facts Matter* data portal. *Facts Matter* contains data from *The State of the Community* indicators and much more. With *Facts Matter*, additional and more timely data is available to the community. We hope readers of *The State of the Community* will develop the habit of turning to *Facts Matter* 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).



# 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 seventh edition invites us to again ask where we are improving and where we are losing ground as a region.

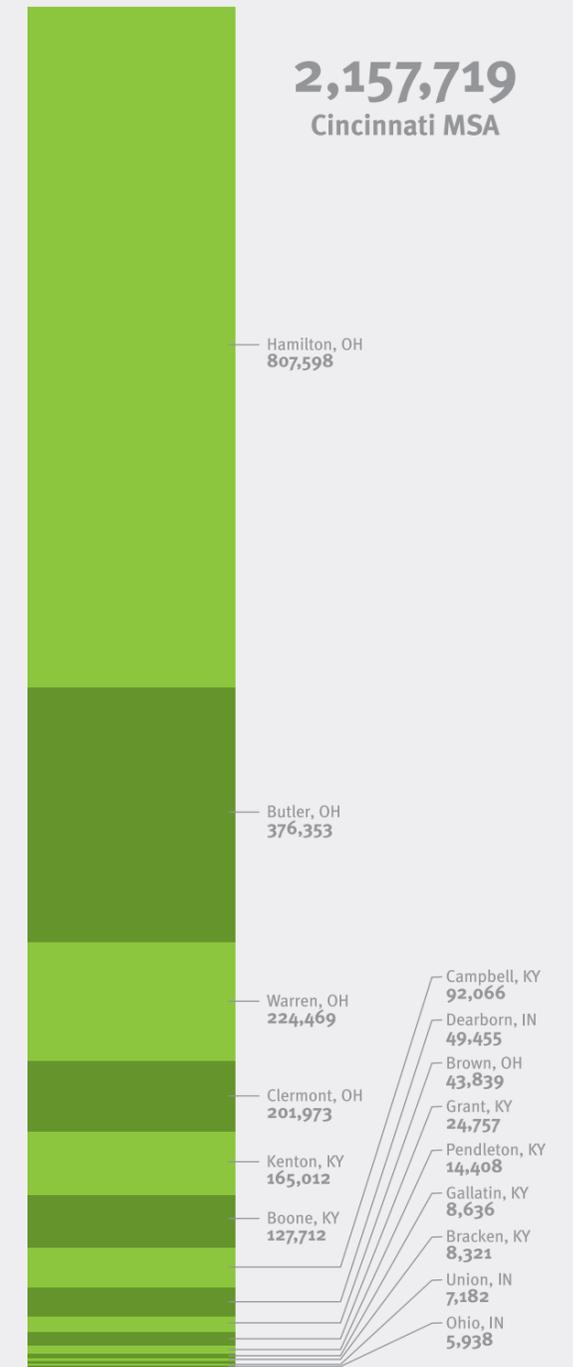
As a community, we should be pleased that our region is doing well in several key areas:

- Nearly a decade after “The Great Recession” began, our region has exceeded the community Bold Goal for gainful employment and returned to employment levels seen in 2007 and earlier;
- Our region’s High School Graduation rate hovered around 90% in both 2013 and 2014. Overall, public school districts in Ohio, Kentucky and Indiana each reported graduation rates that exceed the Bold Goal;
- Our percentage of adults (25+) with an Associate’s degree or higher continues to increase and outpaces the nation. If the current pace continues, our region’s adults are likely to hit the 45% Bold Goal by 2020;
- Since 2010, our region has gained nearly 100,000 jobs offsetting the total jobs lost during “The Great Recession”; and
- Our region’s Percent of Population Below 200% Poverty remains lower than the national average.

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

- Our region continues to struggle to improve on both Bold Goal targets for health: Percent Reporting Excellent or Very Good Health and Usual and Appropriate Source of Care;
- Though efforts towards reducing the Infant Mortality Rate are showing signs of success, rates remain unacceptably high;
- Regional early childhood school readiness data show the hard work ahead in meeting our readiness goal in Ohio, Kentucky and Indiana by 2020. However, we are making progress. For example, CPS early childhood readiness has steadily increased over the last decade; and
- Despite faring better than the national average, three in ten of our region’s residents are living Below 200% Poverty.

Population for the Region and the MSA Counties — 2015



# At a Glance

## The State of the Community at a Glance

The At a Glance table summarizes our community's performance on all of the indicators we monitor. Our region's data is compared to the national average on each indicator, showing where we stand against the nation as a whole. This table also examines our region's performance since the last report.

On the indicators for which we have current data, we have seen improvement on 21 indicators, 12 indicators have been stable or have had mixed performance and there have been declines on three indicators. If you are interested in learning more about one or more of the indicators, detailed data for many are included in this report or at [www.FactsMatter.info](http://www.FactsMatter.info).

*Bold Goal indicators are designated in blue italics.*

### Education



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

	How Our Region Compares with National Averages	Our Region's Trend since the 6th Edition (2015)
<i>Early Childhood School Readiness</i>	No national comparison	Mixed
<i>High School Graduation Rates</i>	Insufficient data	Positive
<i>Population 25+ with an Associate's Degree or Higher</i>	Better	Positive
Grade-Level Assessment	No national comparison	Mixed
STEM Degrees Awarded	No national comparison	Positive

### Income



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

	How Our Region Compares with National Averages	Our Region's Trend since the 6th Edition (2015)
<i>Gainful Employment</i>	Better	Positive
<i>Inclusive Unemployment Rate</i>	Better	Positive
200% Poverty	Better	Positive
Annual Unemployment Rate	Better	Positive
Average Annual Wage	Worse	Positive
Cost of Living Index	Insufficient data	Insufficient data
Creative Jobs	Insufficient data	Insufficient data
Housing Opportunity Index	Better	Positive
Knowledge Jobs	Insufficient data	Insufficient data
Metro GDP	No national comparison	Positive
Minority-Owned Business	Worse	Positive
Per Capita Income	Worse	Positive
Total Jobs	No national comparison	Positive
Venture Capital	Insufficient data	Insufficient data
Women-Owned Business	Worse	Positive

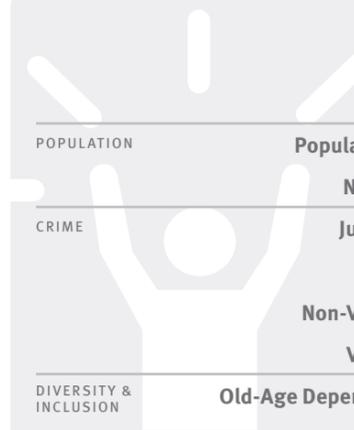
### Health



- Excellent or Very Good Health*
- Usual and Appropriate Source of Care*
- Air Quality
- Child Maltreatment
- Energy Usage
- Infant Mortality
- Low Birth Weight
- Overweight or Obese
- Percent of Adults Smoking
- Percent Uninsured
- Solid Waste
- Underage Substance Abuse
- Water Quality

	How Our Region Compares with National Averages	Our Region's Trend since the 6th Edition (2015)
<i>Excellent or Very Good Health</i>	At national average	No change
<i>Usual and Appropriate Source of Care</i>	No national comparison	Negative
Air Quality	Insufficient data	Insufficient data
Child Maltreatment	Insufficient data	Insufficient data
Energy Usage	Insufficient data	Insufficient data
Infant Mortality	Worse	Positive
Low Birth Weight	Insufficient data	Insufficient data
Overweight or Obese	At national average	No change
Percent of Adults Smoking	Worse	No change
Percent Uninsured	Better	Positive
Solid Waste	Insufficient data	Insufficient data
Underage Substance Abuse	No national comparison	Positive
Water Quality	Insufficient data	Insufficient data

### Quality of Life



- POPULATION
  - Population Change
  - Net Migration
- CRIME
  - Juvenile Crime
  - Murder Rate
  - Non-Violent Crime
  - Violent Crime
- DIVERSITY & INCLUSION
  - Old-Age Dependency Ratio
  - Percent Foreign Born
  - Population 20-64
  - Population by Race
  - Population of Hispanic Origin
  - Residential Segregation
- TRANSPORTATION
  - Passenger Miles Traveled
  - Mean Travel Time to Work
- VOTING
  - Voting

	How Our Region Compares with National Averages	Our Region's Trend since the 6th Edition (2015)
POPULATION		
Population Change	Worse	No change
Net Migration	No national comparison	Positive
CRIME		
Juvenile Crime	No national comparison	Mixed
Murder Rate	Better	No change
Non-Violent Crime	Worse	Positive
Violent Crime	Better	Positive
DIVERSITY & INCLUSION		
Old-Age Dependency Ratio	Better	Negative
Percent Foreign Born	Worse	No change
Population 20-64	At national average	No change
Population by Race	Worse	No change
Population of Hispanic Origin	Worse	No change
Residential Segregation	Insufficient data	Insufficient data
TRANSPORTATION		
Passenger Miles Traveled	Insufficient data	Insufficient data
Mean Travel Time to Work	Better	Negative
VOTING		
Voting	No national comparison	Positive



## Indicators

- Associate's Degree or Higher
- STEM Degrees Awarded
- Early Childhood School Readiness
- Grade-Level Assessment (4th and 8th Grade Reading & Math)
- High School Graduation Rates

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

## 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 the next step.
- By 2020, at least **45%** of adults will have an Associate's degree or higher.

The *State of the Community* uses 5 indicators to monitor advancement towards our community's Education Bold Goals: 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.

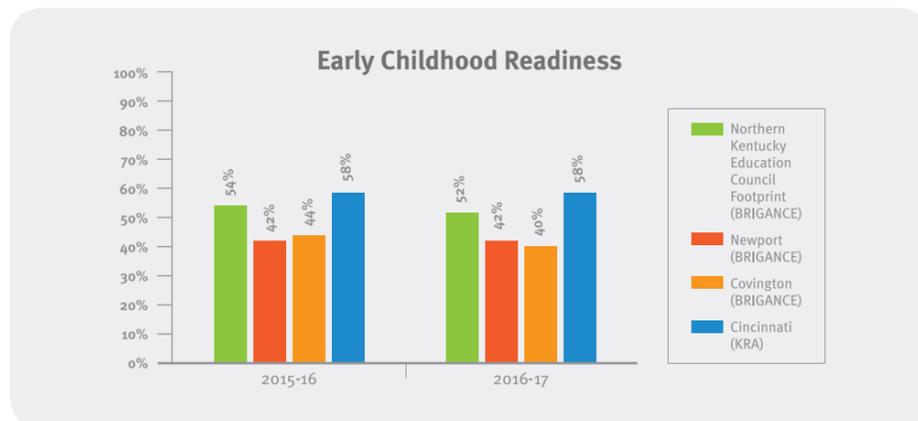
In 2016, leaders from our business, civic, not-for-profit and education communities stepped forward to support and pass Issue 44, *The Cincinnati Preschool Promise*, which expands quality preschool access in the City of Cincinnati. Thanks to strong support from City voters, more City children will have access to quality preschool education opportunities beginning later this year. We believe this collaborative effort will become a model for communities throughout our region, and nation, to follow as they seek to improve education outcomes for children. United Way's partnership with *The Cincinnati Preschool Promise*, and oversight of its implementation, is just one example of United Way's decades-long commitment to our region's children. The work of United Way Success By 6®, and collaboration with other education leaders and agencies, including StrivePartnership, Northern Kentucky Education Council, Cincinnati Public Schools and 4C for Children are all part of a strategic effort to help children lay the foundation for a bright future. Learn more about these collaborations, and programs like Every Child Succeeds, Ready Schools, Born Learning Academies, the Every Child Capital Collaborative, the Greater Cincinnati STEM Collaborative, the All Children Thrive Collaborative, and Community Learning Centers at [www.UWGC.org](http://www.UWGC.org).

## Early Childhood School Readiness

This Bold Goal measure allows us to monitor progress toward the community goal that 85% of children will be prepared for kindergarten by 2020. Increasing the rate of kindergarten preparedness provides a foundation 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.

Regional early childhood school readiness data show the hard work ahead in meeting our readiness goal in Ohio, Kentucky and Indiana by 2020. However, we are making progress. For example, CPS early childhood readiness has steadily increased over the last decade.

As in previous reports, we cannot directly compare test results across states as Ohio, Kentucky and Indiana focus measurement on different aspects of readiness. Our region's educators, parents and children would benefit greatly from a common measure that would allow for valid comparisons of early childhood school readiness across our tri-state region.



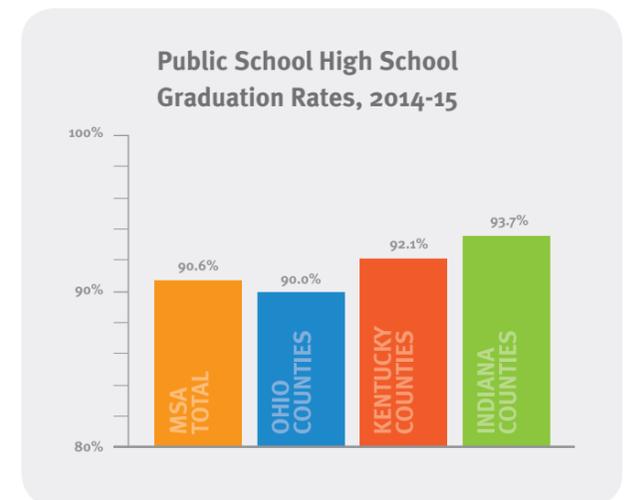
## High School Graduation Rates

This Bold Goal measure allows us to monitor progress toward the community goal that at least 85% of youth will graduate from high school prepared for the next step. The good news is that our regional graduation rate hovered around 90% in both 2013 and 2014 – meaning that in these years our region exceeded the Bold Goal. And, importantly, public school districts in Ohio, Kentucky and Indiana each reported graduation rates that exceed the Bold Goal.

Unfortunately, however, not all school districts across the region have exceeded the Bold Goal. Cincinnati Public Schools, for example, reported a graduation rate of about 73% in 2014 (not shown).

While community Bold Goals are important, we must also seek to ensure no one is left behind in our region's progress. It is important that we identify those districts having difficulty meeting the Bold Goal and to assess what interventions might aid those students.

In the future, it will also be important to take a closer look at indicators for college and career readiness in order to assess whether all graduates are “prepared for life, college and career.”



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

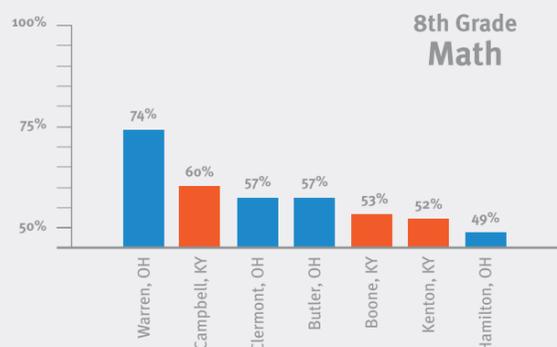
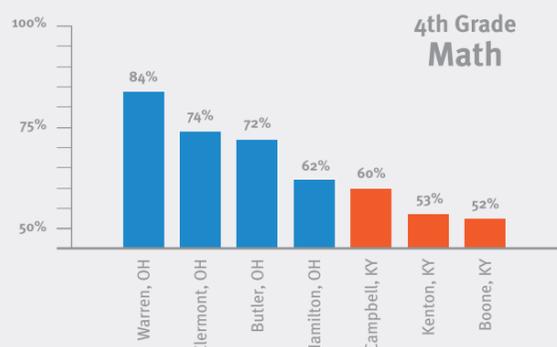
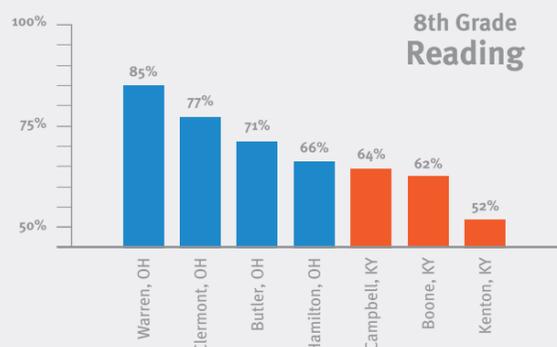
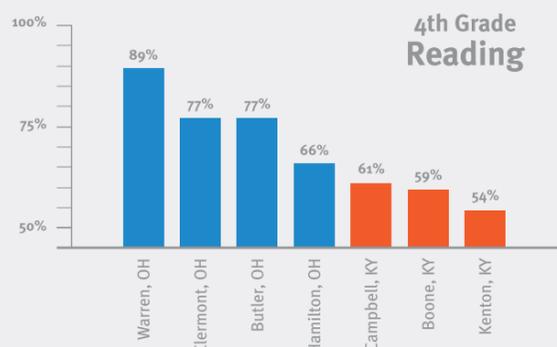
This Bold Goal measure allows us to monitor progress toward the community goal of least 45% of adults having an Associate's degree or higher by 2020. The achievement of additional education after high school is critical to socio-economic progress and to building a stronger regional workforce – and educational achievement is frequently associated with socio-economic well-being and health.

The percentage of adults (25+) with an Associate's degree or higher in our region continues to increase and outpaces the nation. If the current pace continues, our region is likely to hit the 45% Bold Goal by 2020. Since 2007, the percent of adults (25+) with an associate's degree or higher has risen from 35% to 41%.

	2007	2009	2011	2013	2015
United States	34.9%	35.4%	36.3%	37.7%	38.8%
Cincinnati MSA	35.0%	35.5%	37.4%	39.4%	41.0%
Butler, OH	32.1%	31.9%	34.0%	37.1%	37.2%
Clermont, OH	30.8%	29.0%	33.8%	37.4%	39.2%
Hamilton, OH	38.9%	39.3%	40.8%	42.0%	44.7%
Warren, OH	43.7%	43.3%	46.6%	49.8%	50.9%
Boone, KY	35.6%	37.6%	37.5%	42.8%	41.5%
Campbell, KY	34.9%	32.8%	36.4%	35.4%	39.2%
Kenton, KY	35.3%	37.3%	36.6%	37.5%	37.8%

*The percent of our region's residents 25+ with an Associate's degree or higher increased from 35% in 2007 to 41% in 2015.*

### Grade-Level Assessment, 2014-2015



■ Ohio Counties ■ Kentucky Counties

## Grade-Level Assessment

This indicator represents the percent of public school students in 4th and 8th grade who tested proficient in reading and math on their state's achievement tests. Unfortunately, due to difference in each state's testing, it is not possible to directly assess our region's progress at these important mileposts along the pathway from early childhood education to high school graduation.

However, we can chart progress by looking at the percentage of students each state deems "proficient" in reading and math. The Grade-Level Assessment graphic shows wide geographic variation in proficiency in reading and math in our region. Overall, we have much work to do to raise the scores at these critical points in the learning pathway.

## STEM Degrees Awarded

This indicator tells us the number of STEM (science, technology, engineering, and mathematics) degrees awarded by colleges and universities in our region. 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 for high paying jobs in the global economy. These degree awards also allow us to evaluate our region's role as a training ground that produces a highly skilled local STEM workforce.

In 2014, more than 10,500 STEM degrees were awarded by Greater Cincinnati colleges and universities; 65% of the degrees were at the Associate's or Bachelor's level.

### STEM Degrees Awarded

	2013	2014
Total	10,043	10,567
Certificates	672	745
Associate's Degrees	1,144	1,103
Bachelor's Degrees	5,590	5,798
Graduate Degrees	2,637	2,921

In 2014, more than **10,500** STEM degrees were awarded by Greater Cincinnati colleges and universities; **65%** of the degrees were at the Associate's or Bachelor's level.

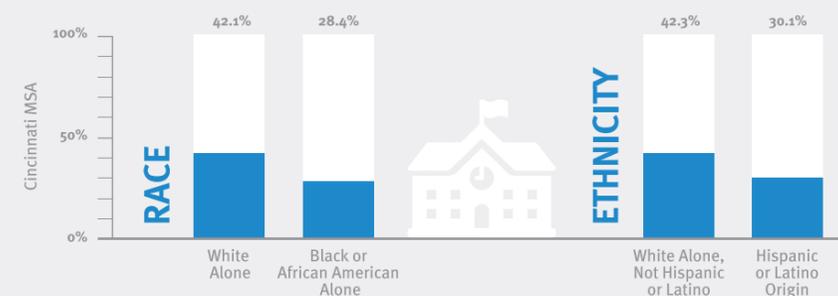
## A Look at Education by Race and Ethnicity

The last edition of *The State of the Community* called attention to disparities in education that exist in our community across racial and ethnic communities. While post-high school graduation levels for our community as a whole have improved since the last report, the most recent data show disparities that threaten well-being in our community remain.

Whites 25 years or older in our region are more likely to have attained an Associate's degree or higher (42%) than blacks (28%). Similarly, non-Hispanic whites are more likely to have attained an Associate's degree or higher (42%) than are Hispanics (30%).

**For our region to truly achieve its potential, all communities at all stages of life must work together to meet the Education Bold Goals.**

### Percent with Associate's Degree or Higher by Race and Ethnicity, 2015



# Income



## Indicators

- Gainful Employment
- Inclusive Unemployment Rate
- Annual Unemployment Rate
- 200% Poverty
- Total Jobs
- Minority-Owned Businesses
- Women-Owned Businesses
- Per Capita Income
- Housing Opportunity Index
- 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)

## Bold Goal

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

*The State of the Community* monitors our region’s economic performance using 15 indicators. These indicators allow us to assess and report progress towards our community’s Income Bold Goal, which seeks to ensure individuals and families achieve financial stability — the key to self-sufficiency. In this edition of *The State of the Community*, we highlight the following six indicators: Gainful Employment, Inclusive Unemployment Rate, 200% Poverty, Total Jobs, Per Capita Income, and Housing Opportunity Index.

Our community has taken a major step forward through the formation of The Child Poverty Collaborative, which seeks to lift 5,000 families and 10,000 children in poverty toward self-sufficiency in the next five years. Dozens of agencies are partnering on a series of initiatives designed to alleviate poverty, including coordinated one-to-one family coaching, an employer human resources roundtable helping employers to support employees who struggle to achieve self-sufficiency, and a public policy collaborative focusing on policy change in areas that hold individuals back. United Way is also taking steps to increase its focus on opportunities for families in poverty.

United Way of Greater Cincinnati’s work to improve the financial stability of individuals and families is also demonstrated through its partnership with organizations like Partners for a Competitive Workforce, LISC Greater Cincinnati and Northern Kentucky, and other organizations and agencies throughout the region focused on increasing economic growth, growing the skills of our current and future workforce, and helping unemployed and underemployed workers find gainful employment. Learn more about these partnerships and programs like Financial Opportunity Centers, the Regional Earned Income Tax Credit (EITC) Collaborative, and the Stable Families Initiative at [www.UWGC.org](http://www.UWGC.org).

## Gainful Employment and Inclusive Unemployment

The most commonly reported Annual Employment and Unemployment rates do not account for those who are discouraged job seekers, involuntary part-time, and other marginally attached workers as “unemployed”. The Bold Goal measures for Gainful Employment and Inclusive Unemployment tell us the percent of people who are employed (Gainful Employment) and unemployed (Inclusive Unemployment), after taking these potential workers into account.

Annual Gainful Employment

	2007	2009	2011	2013	2015	2016
United States	91.7%	83.8%	84.1%	86.2%	89.6%	90.4%
Cincinnati MSA	91.0%	83.5%	84.1%	86.4%	91.2%	91.6%
Butler, OH	90.8%	83.3%	83.7%	86.0%	91.0%	91.4%
Clermont, OH	90.8%	82.9%	83.7%	86.2%	91.2%	91.4%
Hamilton, OH	90.8%	84.1%	84.1%	86.4%	91.2%	91.6%
Warren, OH	91.7%	84.5%	85.9%	87.9%	92.0%	92.0%
Boone, KY	92.1%	84.3%	85.9%	87.5%	91.8%	92.6%
Campbell, KY	91.0%	82.6%	85.2%	87.7%	91.8%	92.6%
Kenton, KY	91.3%	82.8%	84.3%	86.8%	91.0%	92.0%

In 2015, just over 91% of our region’s residents were gainfully employed, up from a low of 83% in 2010 (not displayed). In 2014 and 2015, gainful employment hovered around the Bold Goal. Nearly a decade after “The Great Recession” began, our region has returned to gainful employment levels seen in 2007 and earlier. The challenge for our community as we near 2020 will be to consistently meet, and exceed, the Bold Goal target of 90%.

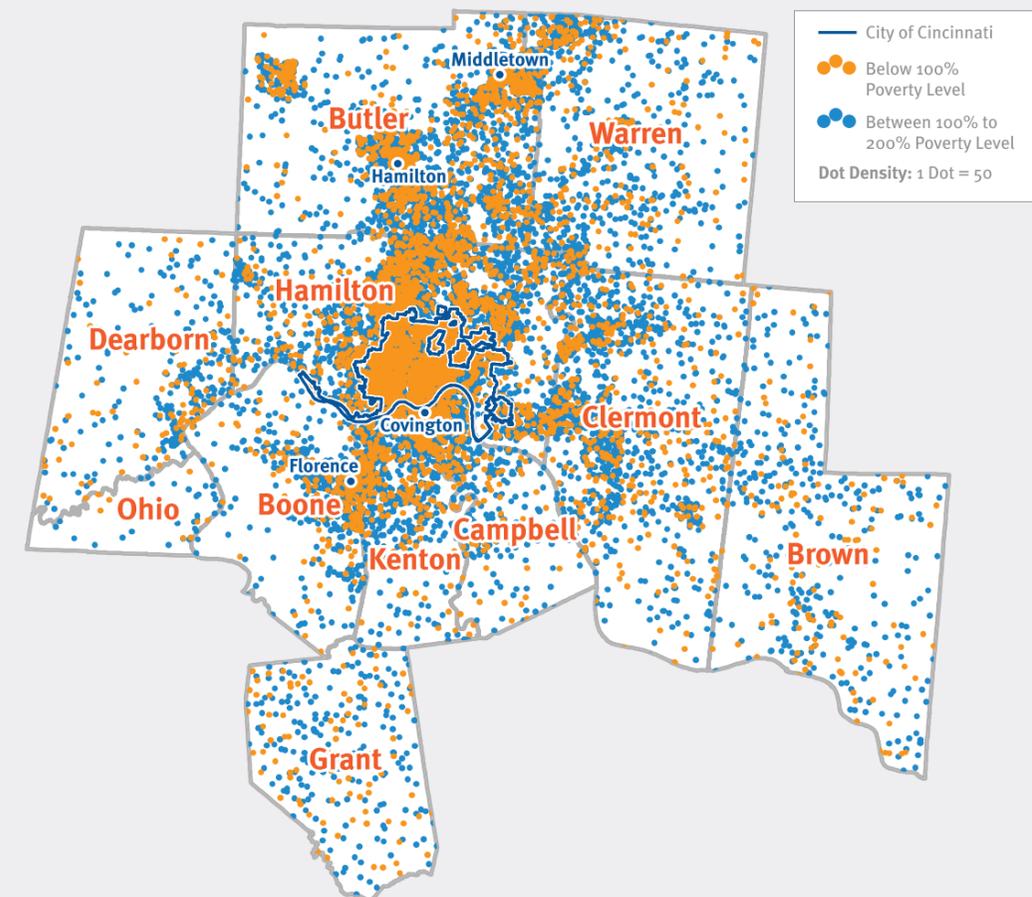
## Percent of the Population Below 200% Poverty

One of the greatest challenges to our region’s ability to meet the Bold Goals, and to succeed in the areas of education, income and health is poverty. Poverty thresholds are released on an annual basis by the United States Census Bureau, based on income and family size. In 2015, for a family of four (two adults, two children), the poverty threshold was \$24,036. For an individual living alone, the threshold was \$12,331 (age under 65) or \$11,367 (age 65 and older). The 100% Poverty indicator tells us the percentage of our region’s residents living below the poverty threshold.

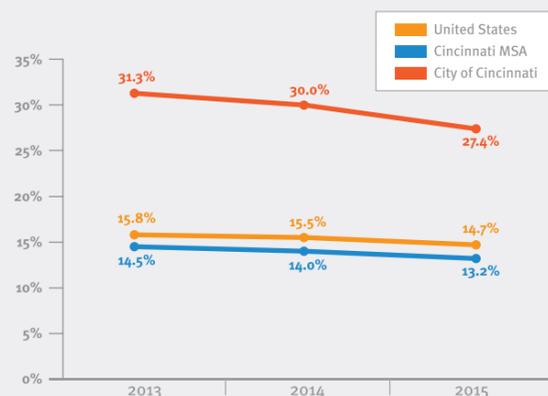
Previous studies have demonstrated the limits of the poverty measure when it comes to being able to afford the costs of daily life. Detailed examinations of living costs — from housing to food, health care to transportation, and child care; and cost of living variation among different geographies — show that for many of our region’s families it is necessary to earn incomes at or above at least 200% of the threshold to achieve self-sufficiency (see, for example, [www.SelfSufficiencyStandard.org](http://www.SelfSufficiencyStandard.org)). As a result, United Way of Greater Cincinnati adopted the 200% Poverty indicator — or twice the poverty threshold — as a proxy for self-sufficiency. In 2015, for a family of four, twice the poverty threshold was \$48,072, and either \$24,662 (age under 65) or \$22,434 (age 65 and older) for an individual living alone.

The 200% Poverty indicator tells us the percentage of our region’s residents living below twice the poverty threshold. As the Population Poverty map illustrates, challenges related to poverty are experienced by our friends and neighbors throughout Greater Cincinnati, and these challenges stretch from our urban cores, to our suburbs, and into our rural communities.

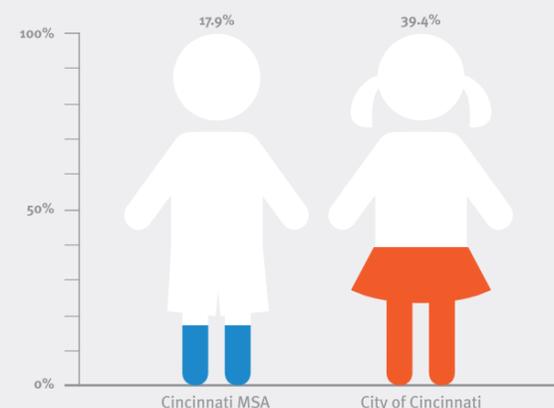
Population Poverty in United Way Service Area, 2011-2015



### Percent of the Population Below 100% Poverty



### Percent of the Children Below 100% Poverty, 2015



### Total Jobs

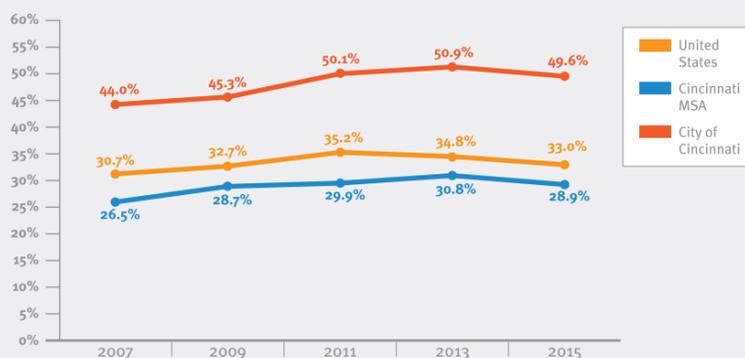
This indicator tells us the annual number of jobs in the Greater Cincinnati region. As a key indicator of our region's economic health, the loss of more than 60,000 jobs between 2007 and 2010 threatened the quality of life in our region, and placed strains on our community's efforts to advance in the areas of education, income and health. Since 2010, our region has gained nearly 100,000 jobs. As a result, we have recovered to an overall total number of jobs that exceeds 2007. However, the region, and the nation, still lag behind estimates of where job numbers would be had "The Great Recession" not occurred.

#### Number of Total Jobs, in Thousands

	2007	2009	2011	2013	2015	2016
United States	137,999	131,313	131,932	136,381	141,843	144,306
Cincinnati MSA	1,044	991	992	1,025	1,061	1,080

*Our region gained nearly 100,000 jobs since 2010, after losing more than 60,000 jobs between 2007 and 2010.*

### Percent of the Population Below 200% Poverty



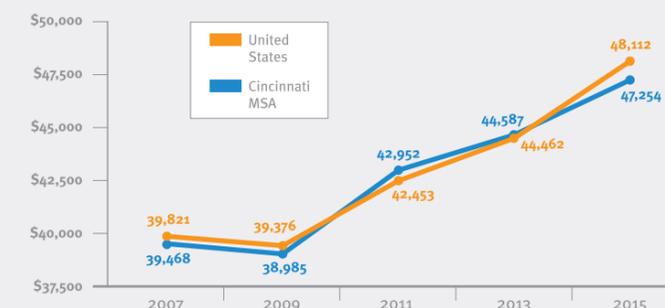
The positive news is that our region continues to perform better than the nation on both the 100% Poverty and 200% Poverty indicators. However, great challenges remain in segments of our community. Despite the nation's gradual economic recovery, 13 percent of our region's residents, or more than 279,300 people, live below the 100% threshold. And the work of The Child Poverty Collaborative has also called attention to the unacceptable number of children locally who live below the 100% threshold. In our region, almost 92,000 children live in poverty, with about 25,000 of those children living in the City of Cincinnati alone.

### Per Capita Income

This indicator represents the total personal income in an area divided by the number of residents. After keeping pace with the nation in recent years, our region now trails the nation in Per Capita Income.

Comparing per capita income across our region's counties allows us to better understand which local communities may have residents struggling to reach or maintain self-sufficiency. While per capita incomes are near or above \$50,000 for some counties in our region (Hamilton and Warren, OH; and Kenton, KY), per capita incomes in other counties are below \$35,000 (Brown, OH; Bracken, Grant, and Pendleton, KY; and Union, IN) (not shown).

#### Per Capita Income

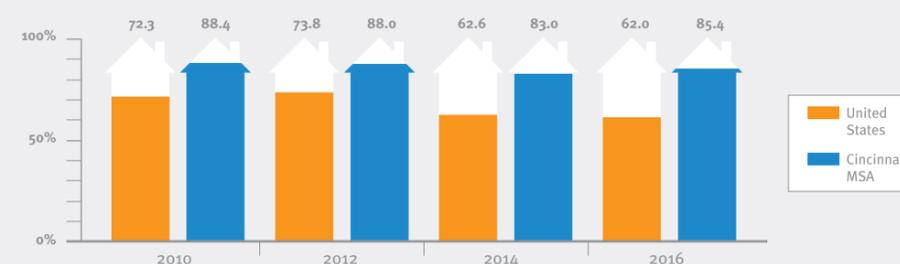


The most recent available data show that just under 29 percent, or nearly 609,500 people, live below the 200% poverty threshold or below United Way of Greater Cincinnati's measure for self-sufficiency. For perspective: that is enough people to fill more than 14 professional baseball stadiums. On a regional basis, there is also great variation in the percentage of residents living below 200% poverty. For example, while just 14% of Warren County, OH residents live below 200% poverty, 34% of residents in Campbell County, KY and Hamilton County, OH live below 200% poverty. Just under half of residents of the City of Cincinnati live below 200% poverty.

### Housing Opportunity Index

This indicator represents the share of homes sold in our region considered "affordable." A housing unit is considered to be affordable if housing costs are 28% or less of the area's median family income. Using this definition, about 8 1/2 of 10 homes sold (85%) were considered affordable for our region's residents in the 2nd quarter of 2016, compared to 62% nationally.

#### Housing Opportunity Index



*About 8.5 of 10 homes sold were considered affordable for our region's residents.*

#### Number of Residents Below 200% Poverty

	2007	2009	2011	2013	2015
United States	90,134,363	97,820,000	106,826,236	107,159,938	103,449,196
Cincinnati MSA	553,543	607,763	625,452	641,175	609,498
Butler, OH	100,291	108,670	108,147	108,519	106,774
Clermont, OH	47,274	49,126	57,905	47,323	45,156
Hamilton, OH	235,754	263,816	266,662	288,190	271,560
Warren, OH	28,983	35,905	37,062	37,620	29,611
Boone, KY	19,990	21,641	27,015	26,505	27,934
Campbell, KY	19,542	23,192	23,968	25,738	29,118
Kenton, KY	47,297	44,105	49,707	50,708	47,983
City of Cincinnati	124,325	144,009	143,544	145,454	142,690

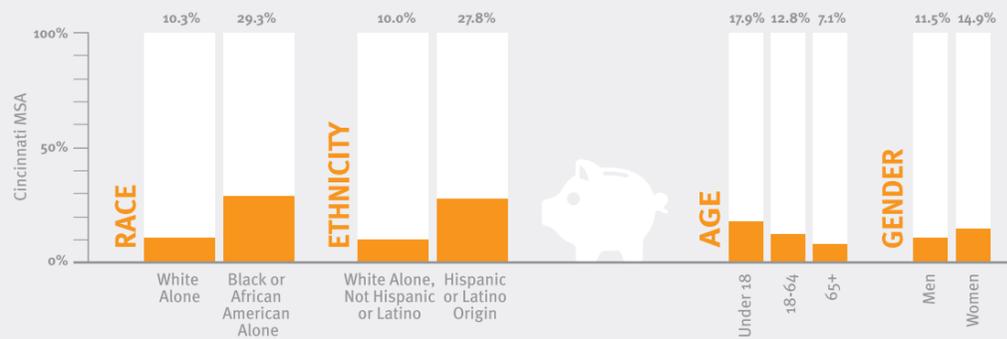
## A Look at Poverty by Race, Ethnicity, Gender, and Age

The last edition of *The State of the Community* called attention to disparities in poverty in our community across racial and ethnic communities, and at different stages of life. Since the release of that report, additional reports have appeared that provide additional insight around disparity, income and poverty locally, including *The State of Black Cincinnati 2015: Two Cities and 2017 PULSE Study: Applying a Gender Lens to the Wage Gap*.

The most recent data show little improvement in disparities that threaten well-being in our community. Similar to the last edition, blacks in our region (29%) are nearly three times as likely as whites (10%) to be living in poverty. Hispanics in our region (28%) are also nearly three times as likely as non-Hispanic whites (10%) to be living in poverty. Women (15%) are more frequently living in poverty than men (12%). Finally, the percent of children in the region living in poverty remains unacceptably high (18%), exceeding poverty rates for both adults 18-64 (13%) and 65+ (7%).

**For our region to truly achieve its potential, all communities at all stages of life must work together to meet the Income Bold Goals.**

Percent in Poverty by Race, Ethnicity, Gender, and Age, 2015



## Health



### Indicators

- Overweight or Obese
- Percent Uninsured
- Underage Substance Abuse
- Percent of Adults Smoking
- Air Quality
- Water Quality
- Usual and Appropriate Source of Health Care
- Infant Mortality Rate
- Low Birth Weight
- Excellent or Very Good Health
- Child Maltreatment
- Energy Usage
- Solid Waste

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

### 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 & appropriate place to go for health care.

*The State of the Community* uses 13 indicators to monitor the health of our region's adults and children. In this edition of *The State of the Community*, we highlight the following indicators: Percent Reporting Excellent or Very Good Health, Usual and Appropriate Source of Health Care, Infant Mortality Rate, and Percent of Adults Overweight or Obese.

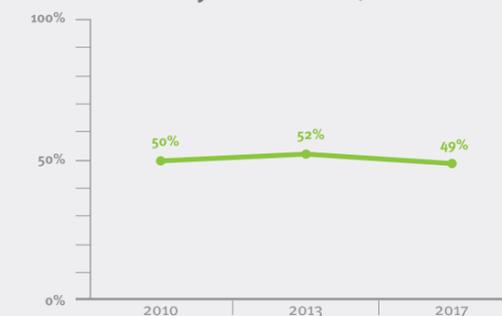
United Way of Greater Cincinnati's work to improve the health of our region is demonstrated through its partnership with organizations like Interact for Health, The Health Collaborative and Health Care Access Now, and other organizations and agencies throughout the region focused on improving the health and well-being of our region's adults and children. Learn more about these partnerships, and initiatives like Cradle Cincinnati, the GenH Regional Health Agenda, the Heroin Epidemic Collaborative and Funders Response Collaborative, the Health Care Access Now/Chronic Disease Care Coordination Pathway Collaborative, and the Family Violence Prevention Project at [www.UWGC.org](http://www.UWGC.org).

### Percent Reporting Excellent or Very Good Health

This Bold Goal measure allows us to monitor progress toward the community goal of 70% reporting excellent or very good health by 2020. Research has demonstrated a strong relationship between how people rate their own health and mortality. Adults experiencing health challenges frequently experience challenges related to education, employment and overall quality of life.

Interact for Health's Community Health Status Survey (CHSS) finds just under half (49%) of our region's residents continue to report their health is excellent or very good, down from 52 percent in 2013. Residents living in households below 100% of the poverty threshold report far lower ratings of health (28% excellent or very good) than do residents living between 100% and 200% of the poverty threshold (48%) or those living above 200% of the poverty threshold (56%).

Percent Reporting Excellent or Very Good Health, 2016

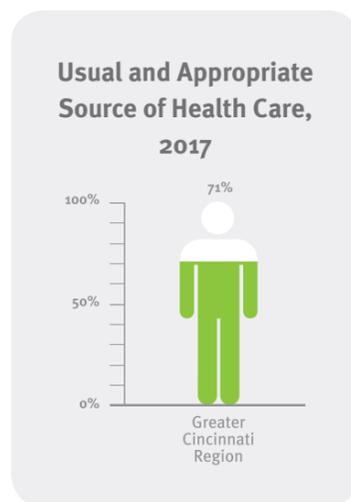


*Just under half of our region's residents continue to report that their health is excellent or very good.*

## Usual and Appropriate Source of Health Care

This Bold Goal measure allows us to monitor progress toward the community goal of at least 95% of the community having a usual and appropriate place to go for health care. Having a usual and appropriate source of care allows for regular and preventive care and can help catch minor problems before they become serious.

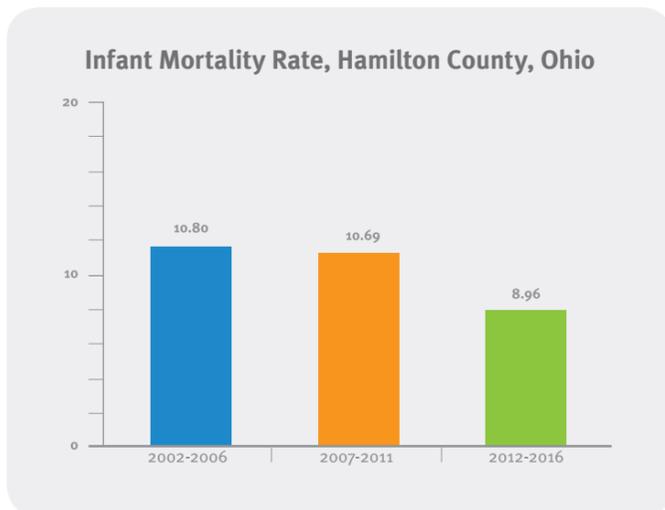
The most recent CHSS found that about seven in 10 Greater Cincinnati adults (71%) reported having a usual and appropriate place for healthcare. This is the lowest recording for this question since 2005, when 74 percent reported having a usual and appropriate source of care. The percentage of adults reporting a usual and appropriate source care increased between 2005 and 2013, but declined in 2016. With the many changes in the healthcare system in recent years, including an increase in the number of insured adults in our region, it is possible that changes in usual and appropriate source of care are occurring for some adults. Future surveys will be necessary in order to determine if this result signals a new trend in usual and appropriate source of care, or a temporary dip in the over time pattern.



## Infant Mortality Rate

This indicator represents the number of deaths of infants under one year of age per 1,000 births in a given year. The work of Cradle Cincinnati has raised awareness and focused community efforts on reducing infant mortality in Greater Cincinnati, specifically in Hamilton County. During the period between 2012 and 2016, Hamilton County suffered nearly nine infant deaths, on average, for every 1,000 babies born — a rate higher than the national rate of just under six infant deaths per 1,000 babies born (not shown). While there has been improvement during the past decade, much work remains as our community works together towards significantly reducing the infant mortality problem in our region.

Between 2012 and 2016, 486 babies died between birth and their first birthday — with about 60 percent of these deaths attributable to preterm birth. Cradle Cincinnati's education efforts towards reducing infant mortality attributable to preterm birth focuses on education about spacing pregnancies at least 12 months from birth to conception and smoking cessation. An additional 13 percent of these deaths were sleep related. Cradle Cincinnati's education efforts around safe sleep for babies focus on the ABCs of sleep — babies sleep safest Alone, on their Back and in a Crib (bassinet or pack 'n play).



## Percent of Adults Overweight or Obese

This indicator tells us the percent of region adults with a Body Mass Index (BMI) higher than 25, classifying them as either overweight (BMI of 25 to 29.9) or obese (30 or higher). Adults overweight or obese are at risk for a variety of health issues, including heart disease, stroke, type 2 diabetes, and some types of cancer.

The most recent CHSS shows the percent of adults in our region who are overweight or obese has risen about three percentage points since 2013. The 2017 CHSS found about 68% of our region's residents are overweight or obese.

	2010	2013	2017
Greater Cincinnati Region	64%	65%	68%
Hamilton County OH Suburbs	64%	58%	64%
City of Cincinnati	65%	66%	63%
Butler/Clinton/Warren, OH	63%	70%	71%
Adams/Brown/Clermont/Highland, OH	70%	64%	73%
Boone/Campbell/Grant/Kenton, KY	62%	65%	65%
Bracken/Carroll/Gallatin/Owen/Pendleton, KY	64%	69%	68%
Dearborn/Franklin/Ohio/Ripley/Switzerland, IN	67%	69%	69%

## A Look at Health by Race and Age

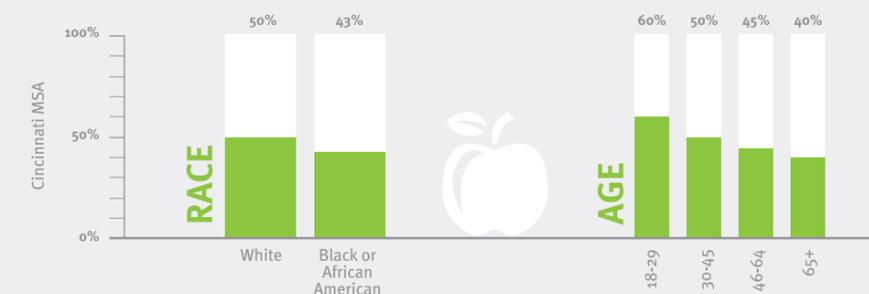
The last edition of *The State of the Community* called attention to disparities in education that exist in our community across race and age.

One of the key challenges in meeting the Health Bold Goals relates to age. As our region ages, fewer adults report either excellent or very good health. About half of adults 30-45 (50%) and 46-64 (45%) report excellent or very good health. Unfortunately, however, only two of five (40%) adults in our region age 65 and older report being in excellent or very good health. While health challenges may increase with age, advances in health care have provided the potential for older adults to lead healthier lives into advanced age.

Additional health data suggest differences in health status also exist among blacks and whites. White adults in our region (50%) report excellent or very good health more frequently than black adults (43%).

**For our region to truly achieve its potential, all communities at all stages of life must work together to meet the Health Bold Goals.**

### Percent Reporting Excellent or Very Good Health by Race and Age, 2016



## Indicators

### POPULATION

- Population Change
- Net Migration

### CRIME

- Violent Crime
- Non-Violent Crime
- Murder Rate
- Juvenile Crime

### DIVERSITY AND INCLUSION

- Population 20-64
- Old-Age Dependency Ratio
- Population by Race
- Population of Hispanic Origin
- Percent Foreign Born
- Residential Segregation

### TRANSPORTATION

- Mean Travel Time to Work
- Passenger Miles Traveled

### VOTING

- Voting

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

*The State of the Community* uses 15 indicators to monitor different aspects of quality of life in our region. In this edition of *The State of the Community*, we highlight nine of our quality of life indicators: Percent Population Change, Percent Population of Hispanic Origin, Percent Population by Race, Old-Age Dependency Ratio, Net Migration, Violent Crime, Non-Violent Crime, Murder Rate, and Mean Travel Time to Work.

Quality of life in Greater Cincinnati is directly connected to our region's population, diversity and safety. A growing and diversified population 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. Transportation — having options to limit time spent traveling to work and/or to have greener transportation options available — can be a critical factor when choosing a community to live in. And a foundational element of quality of life in any community is the degree to which residents feel safe.

## QUALITY OF LIFE: POPULATION

### Percent Population Change

Is our regional population growing, stable or declining? This indicator tracks population change over time in Greater Cincinnati. While population growth can have both positive and negative consequences, growth is often associated with economic, cultural and social vitality in a region. As in the previous report, our region has continued to grow, though at a slower rate than the nation as a whole. Over the past five years, the region has added just under 40,000 new residents and grew at a rate of 1.8 percent for the period. While individual counties in our region both grew and declined over the past five years, both Boone, KY (6.5%) and Warren, OH (4.9%) grew at a rate that outpaced the nation (3.8%).

Percent Population Change

	2007	2009	2011	2013	2015
United States	0.96%	0.88%	0.77%	0.74%	0.79%
Cincinnati MSA	0.68%	0.60%	0.26%	0.38%	0.43%
Butler, OH	1.26%	0.67%	0.31%	0.16%	0.64%
Clermont, OH	1.11%	0.32%	0.46%	0.49%	0.30%
Hamilton, OH	-0.38%	0.29%	-0.20%	0.22%	0.16%
Warren, OH	2.31%	1.24%	1.07%	0.92%	1.20%
Boone, KY	2.76%	1.91%	1.90%	0.97%	1.21%
Campbell, KY	0.30%	1.26%	0.62%	0.04%	0.36%
Kenton, KY	1.08%	0.62%	0.41%	1.04%	0.59%

## Net Migration

This indicator tells us the number of people moving into Greater Cincinnati minus the number of people moving out of our region. Migration is one indicator of the desirability of a community as a destination to live, work and play. More people moved into our region than moved out in 2014 (not shown) and 2015, after a short-term trend earlier in the decade when the region experienced negative net migration. Our region had a net migration gain of about 1,450 people in 2015, with Warren County experiencing the largest net migration gain of our region's counties (1,818).

Net Migration

	2011	2013	2015
Cincinnati MSA	-3749	-543	1455
Butler, OH	-408	-1121	947
Clermont, OH	90	210	-169
Hamilton, OH	-4638	-1270	-1256
Warren, OH	968	1198	1818
Boone, KY	1318	358	604
Campbell, KY	228	-145	101
Kenton, KY	-343	742	66

## QUALITY OF LIFE: DIVERSITY AND INCLUSION

### Percent Population of Hispanic Origin

This indicator represents the percent of our region's population that identify as Hispanic. People of Hispanic origin have become the nation's largest ethnic or racial minority. However, the local growth of this community has not matched the growth of the nation's Hispanic community. While more than 56.6 million Hispanics live in the United States, just 65,000 Hispanics call our region home (about one tenth of one percent of the U.S. Hispanic population). Just five of the 15 counties in our region have Hispanic populations that exceed 5,000 residents (Hamilton, OH, 24,218; Butler, OH, 16,856; Warren, OH, 5,750; Boone, KY, 5,285; and Kenton, KY, 5,091).

Percent of Hispanic Origin

	2007	2009	2011	2013	2015
United States	15.3%	16.1%	16.7%	17.1%	17.6%
Cincinnati MSA	2.2%	2.5%	2.7%	2.8%	3.0%
Butler, OH	3.3%	3.8%	4.1%	4.3%	4.5%
Clermont, OH	1.3%	1.5%	1.6%	1.7%	1.8%
Hamilton, OH	2.1%	2.5%	2.6%	2.8%	3.0%
Warren, OH	2.0%	2.2%	2.3%	2.4%	2.6%
Boone, KY	3.2%	3.5%	3.7%	3.9%	4.1%
Campbell, KY	1.5%	1.7%	1.7%	1.8%	1.9%
Kenton, KY	2.2%	2.5%	2.7%	2.9%	3.1%

### Percent Population by Race

This indicator tells us the percent of our region's population that identify as non-white. This indicator tracks changes and trends among racial minorities living in our community. Our region as a whole (17%) continues to be less diverse than the nation (23%). Among the larger counties in the region, the variation in diversity ranges from 31% non-white (Hamilton County, OH) to 5% (Clermont County, OH). In most of the smaller counties in our region, the percent non-white has remained around 2% in recent years (not shown).

Percent Non-White

	2007	2009	2011	2013	2015
United States	20.9%	21.4%	21.9%	22.4%	22.9%
Cincinnati MSA	15.6%	16.1%	16.4%	16.8%	17.3%
Butler, OH	11.3%	12.0%	12.6%	13.2%	14.0%
Clermont, OH	3.5%	3.6%	3.8%	4.1%	4.5%
Hamilton, OH	29.5%	30.0%	30.5%	30.9%	31.3%
Warren, OH	7.9%	8.6%	9.2%	9.7%	10.3%
Boone, KY	6.1%	6.6%	6.9%	7.5%	8.1%
Campbell, KY	4.6%	4.9%	5.4%	5.8%	6.3%
Kenton, KY	7.3%	7.7%	8.1%	8.4%	8.7%

## Old-Age Dependency

This indicator represents 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 signal strain on systems and services older populations depend on, especially in the areas of economics and health. A high ratio may also create a mismatch between the resources available to fund services related to quality of life, and the ability of local governments to provide such services.

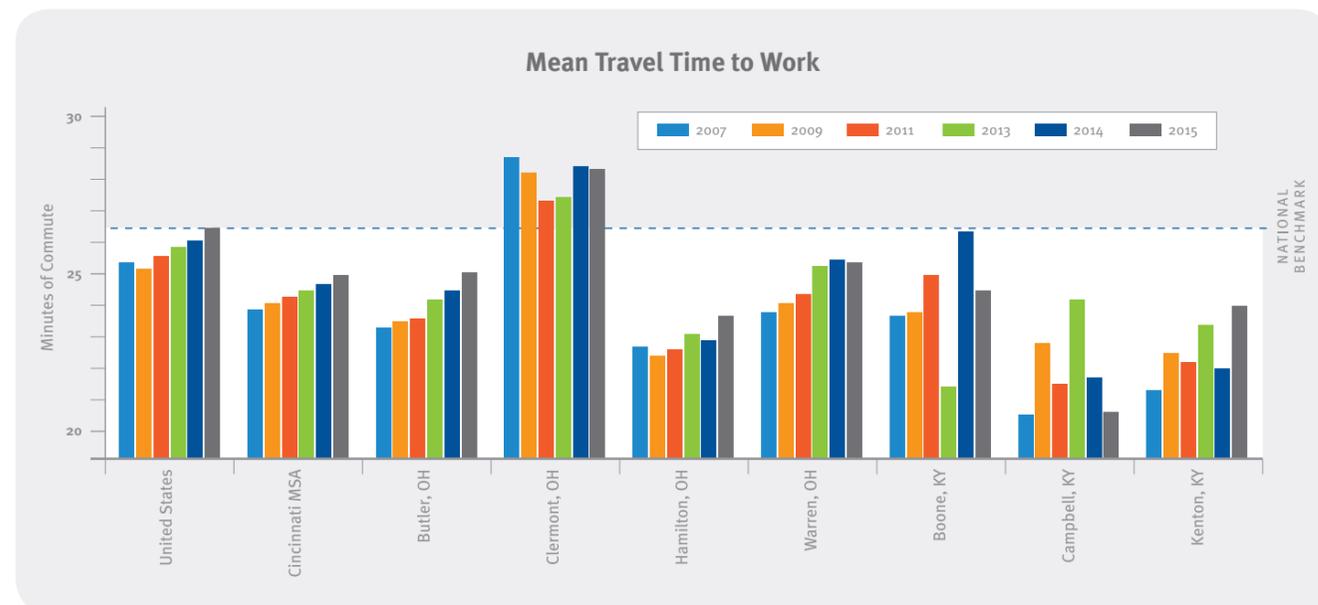
While our region has a slightly lower old-age dependency ratio than the nation, there is variation among our region's individual counties. For example, while Boone, KY (19.7) and Kenton, KY (21.7) have lower dependency ratios than the nation (24.9), Clermont, OH (24.4) and Hamilton County, OH (24.1) are more similar to the nation.

	2007	2009	2011	2013	2015
United States	20.9	21.5	22.1	23.6	24.9
Cincinnati MSA	19.8	20.2	20.6	22.2	23.6
Butler, OH	18.4	19.1	19.8	21.6	23.0
Clermont, OH	18.3	19.3	19.9	22.5	24.4
Hamilton, OH	22.3	22.2	22.1	23.2	24.1
Warren, OH	16.8	17.7	19.1	21.3	23.0
Boone, KY	14.6	15.5	16.4	18.0	19.7
Campbell, KY	21.0	21.0	20.8	22.0	23.3
Kenton, KY	18.1	18.1	18.5	20.1	21.7

## QUALITY OF LIFE: TRANSPORTATION

### Mean Travel Time to Work

How much time do our region's residents spend commuting to work? This indicator tells us the average amount of time in minutes our region's residents spend traveling to work each day (one-way). Our region has followed the national trend of longer commutes over time. While longer commutes may signal a variety of negative issues facing a community, the greatest negative for the workers in a car-use heavy region like ours is the time individuals lose that could be spent on leisure or family activities. While the regional commute time (24.9 minutes) one-way is lower than the national average (26.4), in individual counties commute times range from just over 20 minutes among Campbell, KY (20.5) workers to just under 30 minutes for Clermont, OH (28.3) workers. Over the course of the year, this can add up to a week or more of time lost depending on where a worker lives in the region.



## QUALITY OF LIFE: PUBLIC SAFETY

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

The State of the Community tracks adult crime in our region using three indicators: Violent Crime, Non-Violent Crime and Murder Rate. Each indicator shows the number of arrests per 100,000 population in a given year. Crime rates not only impact quality of life, they may also signal whether a community is at-risk for challenges in the areas of education, income and health.

The good news is that our region continues to be safer than the nation on two of the three indicators used to track adult crime. The most recent data show Greater Cincinnati safer than the nation on measures of Violent Crime and Murder Rate.

The bad news is, however, that even with recent improvement our region outpaces the nation in Non-Violent crime victimization per 100,000 population.

*Our region continues to be safer than the nation on measures of Violent Crime and Murder Rate.*

	2007	2009	2011	2013	2014
United States	181.3	177.4	161.2	133.7	131.9
Cincinnati MSA	124.9	98.5	95.1	98.0	81.5
Butler, OH	166.3	139.7	166.2	188.8	117.7
Clermont, OH	104.9	48.0	45.5	40.9	37.2
Hamilton, OH	125.7	112.6	115.1	119.1	109.6
Warren, OH	36.5	32.2	34.2	35.5	30.2
Boone, KY	162.9	147.0	63.5	51.3	46.1
Campbell, KY	153.1	90.8	51.7	62.6	74.6
Kenton, KY	170.9	111.6	85.2	53.6	62.1

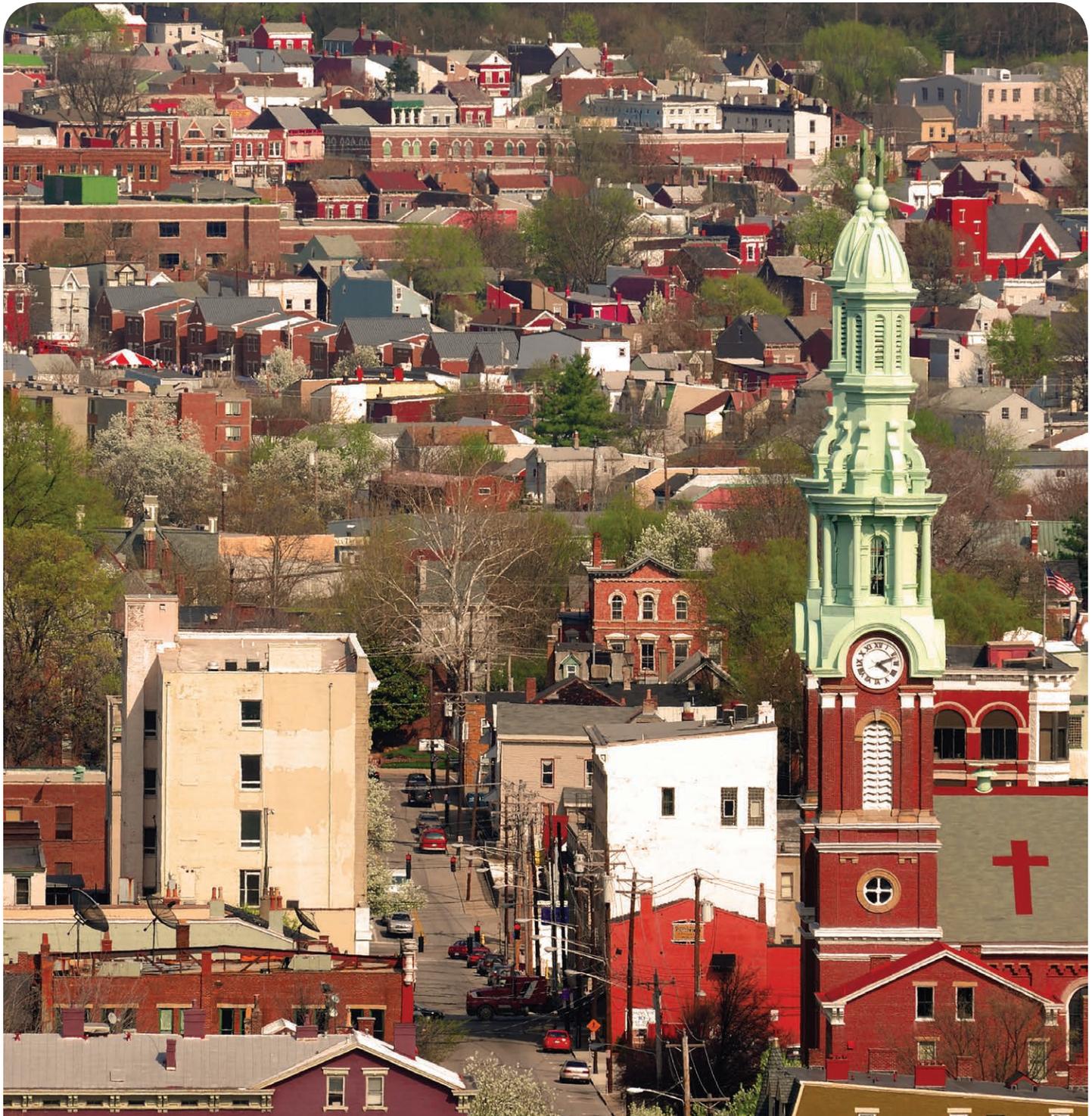
	2007	2009	2011	2013	2014
United States	488.8	516.5	498.3	435.3	424.1
Cincinnati MSA	626.7	536.4	458.5	594.4	540.2
Butler, OH	764.8	789.0	695.4	797.1	646.1
Clermont, OH	939.7	540.2	538.9	392.4	567.8
Hamilton, OH	538.8	564.6	427.1	756.1	645.9
Warren, OH	193.9	195.5	115.4	259.2	220.8
Boone, KY	691.9	765.9	744.8	659.6	683.7
Campbell, KY	940.5	655.2	601.4	532.4	628.2
Kenton, KY	1083.8	384.1	437.8	386.6	372.1

	2007	2009	2011	2013	2014
United States	4.3	3.8	3.2	2.8	2.8
Cincinnati MSA	3.5	2.8	2.3	2.1	2.4
Butler, OH	2.0	1.4	2.4	1.9	0.8
Clermont, OH	4.7	3.6	1.0	0.5	1.0
Hamilton, OH	4.6	4.1	4.1	3.7	4.4
Warren, OH	0.5	0.5	0.5	0.0	0.0
Boone, KY	1.8	0.8	1.7	0.8	0.8
Campbell, KY	4.6	3.5	1.1	3.3	1.1
Kenton, KY	5.8	3.8	0.6	1.2	2.4







United Way  
of Greater Cincinnati

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

Report Design by:



**United Way of Greater Cincinnati**

**Regional Center**

2400 Reading Road  
Cincinnati, OH 45202-1478  
513-762-7100

**Dearborn & Ohio Counties**

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

**Eastern Area**

948 Old State Route 74  
Cincinnati, OH 45245-1332  
513-536-3000

**Middletown Area**

6820 Roosevelt Ave., Suite D  
Middletown, OH 45005-5798  
513-705-1160

**Northern Kentucky**

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