

# STATE OF THE REGION CINCINNATI | 2022

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Cincinnati USA  
**Regional Chamber**



# STATE OF THE CINCINNATI REGION 2022





An aerial photograph of Cincinnati, Ohio, showing the city skyline, the Ohio River, and surrounding greenery. The image is positioned on the left side of the page, serving as a background for the table of contents.

# TABLE OF CONTENTS

- 1 INTRODUCTION - Page 3

---
- 2 THE CINCINNATI REGION - Page 5

---
- 3 ECONOMIC INDICATORS - Page 7

---
- 4 COMMUNITY/HEALTH INDICATORS - Page 17

---
- 5 HOUSING AND MIGRATION INDICATORS - Page 25

---
- 6 INDUSTRY INDICATORS - Page 29

---
- 7 INDUSTRY SPOTLIGHT - Page 39

---
- 8 LOOKING FORWARD- Page 45

# SECTION 1 INTRODUCTION

## A MESSAGE FROM JILL P. MEYER

CHIEF EXECUTIVE OFFICER  
CINCINNATI USA REGIONAL CHAMBER

As the region continues to grow, the Cincinnati USA Regional Chamber believes it is paramount to benchmark progress and begin establishing a wide-range of key indicators that will inform business leaders and decision makers. Cincinnati's State of the Region Report highlights areas of strength, as well as opportunities for growth.

This first report defines 20 key indicators and dives into a host of economic and community datasets, including demographics, public health, and industry spotlights. Of course, there is no shortage of fascinating and informative ways of looking at data that defines our region. That's why our Center for Research and Data will soon debut an online dashboard that tracks these and other pertinent and illuminating indicators.

In order to distinguish how the region is positioned nationally, this report identifies geographically comparable peer regions located within 500 miles of

Cincinnati. Most are similarly sized to Cincinnati, but not all. Each has its own unique opportunities and challenges. Over time, the Center for Research and Data will continue to add to the peer cities, including by adding more aspirational and non-geographically similar cities.

As the Cincinnati business community continues to roar back from the COVID-19 pandemic, these benchmarks will ensure that our region is keeping pace with peers and support the Chamber's vision to deliver an economic platform that accelerates opportunity for all who call our region home.



  
Cincinnati USA  
Regional Chamber



THIS REPORT IS PRESENTED BY:

# BANK OF AMERICA



Across Ohio, Bank of America is focused on addressing the needs of our customers, clients, employees, and communities. I'm proud that each member of our Cincinnati team is here to listen and learn what is most important to our clients and then help them reach their financial goals. Although this past year has been extraordinarily challenging, we continue to open new retail banking locations and hire talented people to serve our customers' banking needs and provide capital to businesses across the region. We continually support our communities through partnerships with local Cincinnati nonprofits that help our neighbors most in need. One of our primary areas of support is assisting workforce development and skill building initiatives, notably in communities of color, with career-pathway partnerships at local colleges and nonprofit organizations that will help drive the local economy in Cincinnati today and into the future. We are happy to support the work of the Cincinnati Chamber's Center for Research & Data as the presenting sponsor of the first ever State of the Region report, a valuable resource that will drive important conversations about where the community is headed in the coming year.



**MARK RYAN**  
PRESIDENT  
BANK OF AMERICA CINCINNATI

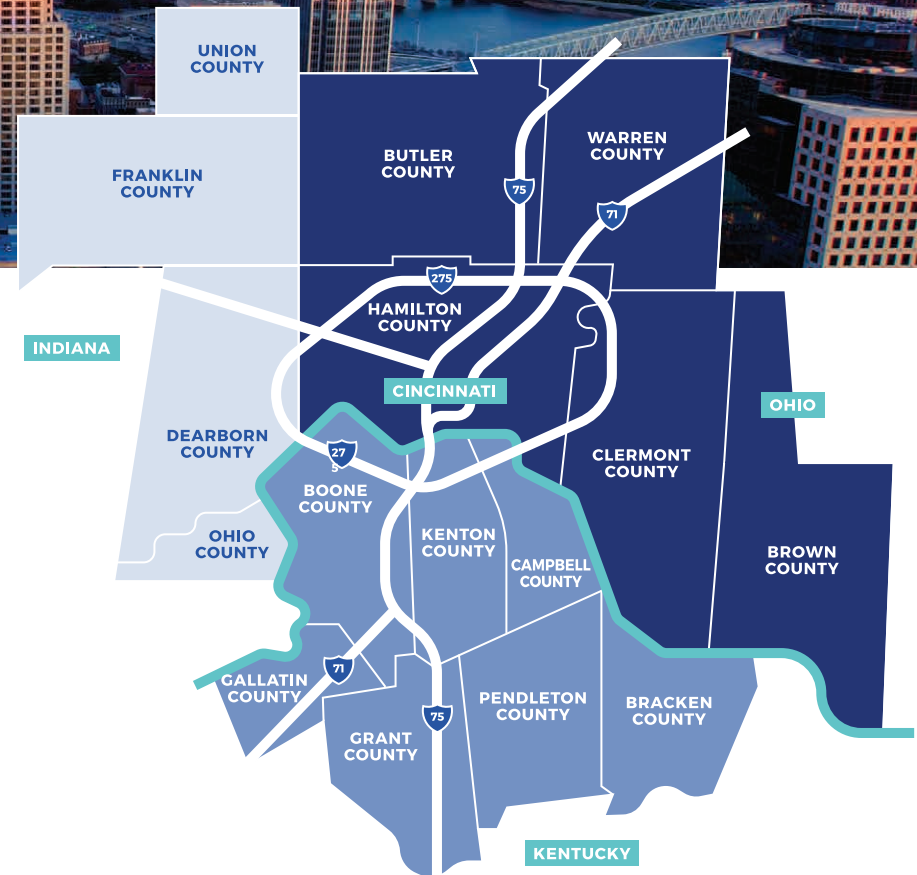


## SECTION 2

## THE CINCINNATI REGION

DEFINING THE MONIKER OF  
FUTURE CITY.

The Cincinnati region is a 16-county metropolitan area that spans three states and over 4,800 square miles. The region, the 30th largest metropolitan area in the United States, is a geographically diverse one ranging from the dense urban setting of Downtown Cincinnati, to bustling suburbs like Mason and Florence, to the rolling Appalachian foothills in eastern Clermont County and Brown County. With seven Fortune 500 companies, three major league sports franchises, historic investments in infrastructure and public transit, and some of the best parks the country has to offer, Cincinnati is positioned to truly define the moniker of Future City.



7 FORTUNE 500  
COMPANIES



3 MAJOR LEAGUE  
SPORTS FRANCHISES



\$227M+ INVESTMENT  
IN INFRASTRUCTURE  
AND PUBLIC TRANSIT



RANKED 4TH BEST  
PARKS BY TRUST FOR  
PUBLIC LAND



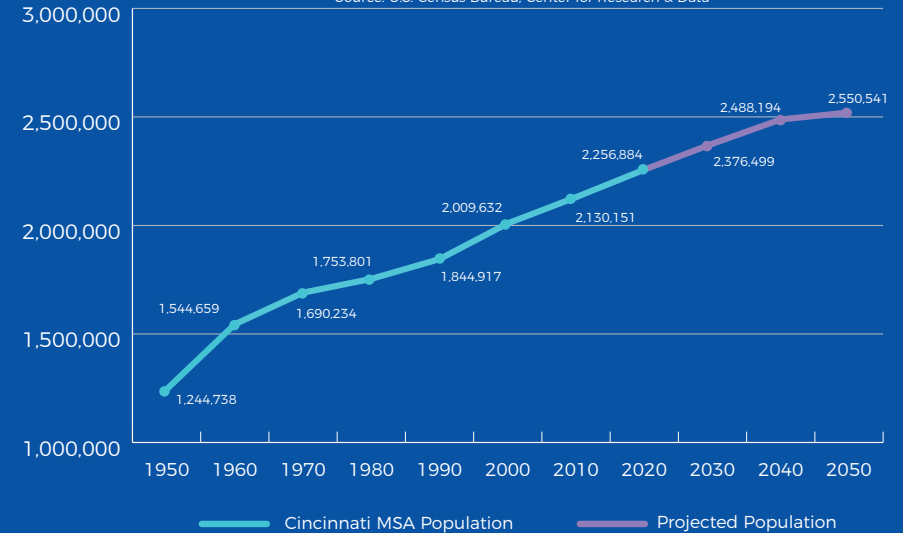
## REGIONAL POPULATION GROWTH & PROJECTIONS

The Cincinnati region has consistently grown every decade and has gone from a region of 1.2 million people in 1950, to region of 2.3 million people in 2020. This growth in the Cincinnati region runs counter to the trend seen by many of the peer regions in the Midwest and Northeast.

These population projections show potential growth over the next few decades. However, this growth is not guaranteed. The United States, and particularly the Midwest, are seeing an aging population and recent dramatic decreases in immigration. These developments make talent attraction, connected communities, economic development, and policy advocacy more important than ever to maintain a growing population, especially after 2040. The right set of policies and collaboration from community and business leaders will ensure Cincinnati remains a vibrant region.

### REGIONAL POPULATION

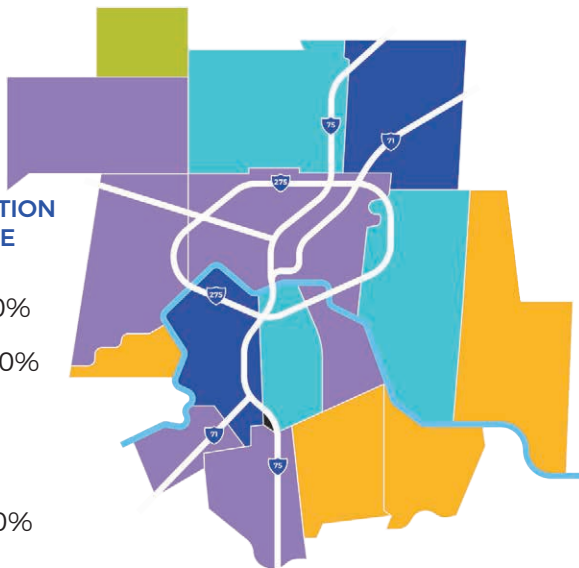
Source: U.S. Census Bureau, Center for Research & Data



The Cincinnati region grew from 1.2 million people in 1950 to 2.3 million in 2020.

### COUNTY POPULATION PERCENT CHANGE 2010-2021

- +10 to +20%
- +5% to +10%
- +0 to -5%
- 0 to -5%
- 5% to -10%



### COUNTY POPULATION | 2021 ESTIMATES

Source: U.S. Census Bureau

County	2010 Census	2020 Census	2021 Estimate	Percent of Region Population
Hamilton, OH	802,374	830,639	826,139	36.6%
Butler, OH	368,130	390,357	390,234	17.3%
Warren, OH	212,693	242,337	246,553	10.9%
Clermont, OH	197,363	208,601	209,642	9.3%
Kenton, KY	159,720	169,064	169,495	7.5%
Boone, KY	118,811	135,968	137,412	6.1%
Campbell, KY	90,336	93,076	93,050	4.1%
Dearborn, IN	50,047	50,679	50,816	2.2%
Brown, OH	44,846	43,676	43,662	1.9%
Grant, KY	24,662	24,941	25,244	1.1%
Franklin, IN	23,087	22,785	22,842	1.0%
Pendleton, KY	14,877	14,644	14,607	0.6%
Gallatin, KY	8,589	8,690	8,775	0.4%
Bracken, KY	8,488	8,400	8,439	0.4%
Union, IN	7,516	7,087	7,047	0.3%
Ohio, IN	6,128	5,940	5,978	0.3%
<b>TOTAL</b>	<b>2,137,667</b>	<b>2,256,884</b>	<b>2,259,935</b>	<b>100.0%</b>



## SECTION 3 ECONOMIC INDICATORS

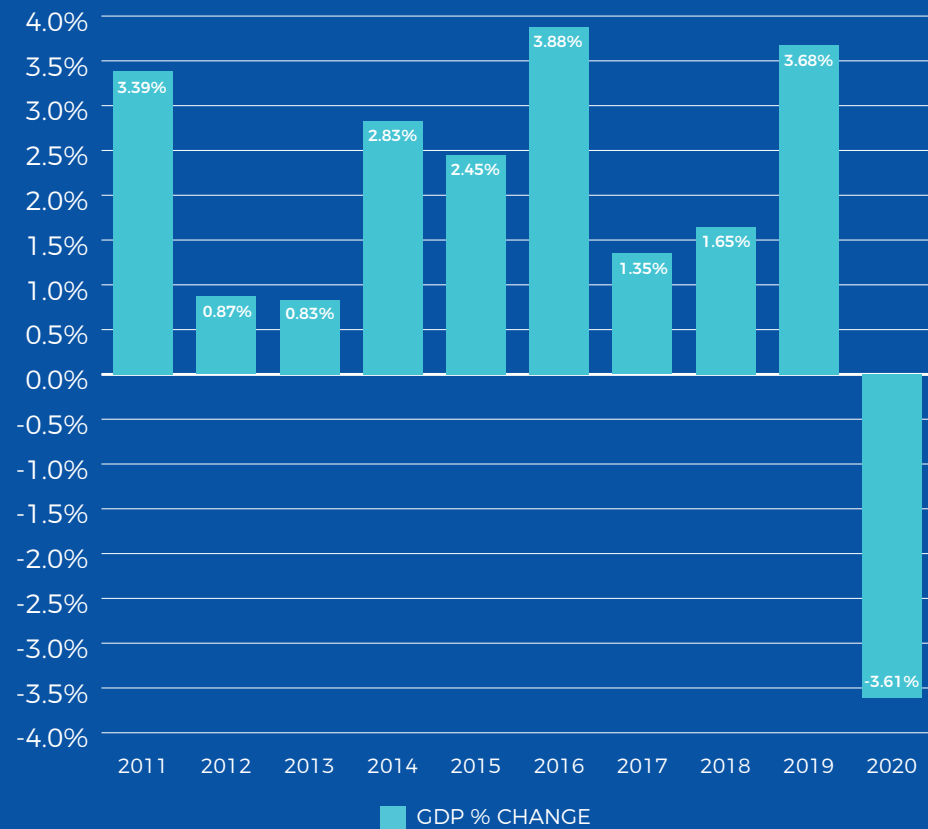
The Cincinnati region has the highest GDP of any metropolitan areas that include parts of Ohio or Kentucky, and the 27th highest of any metropolitan area in the United States.

### CINCINNATI REGION GROSS DOMESTIC PRODUCT

Gross Domestic Product (GDP) is the total value of goods produced and services provided in a defined area. The Cincinnati metro area GDP reached a 2019 peak of \$135.5 billion adjusted for inflation, before falling 3.5% in 2020 due to the COVID-19 pandemic. However, it is anticipated that 2021 and 2022 data will show a return to positive GDP growth for the region. This can be seen in the state-level GDP growth of Ohio, Kentucky, and Indiana which all rebounded in 2021 and ended the year with a higher GDP than in 2019, before the COVID-19 pandemic hit.

### CINCINNATI REGION YEAR-OVER-YEAR GDP CHANGE

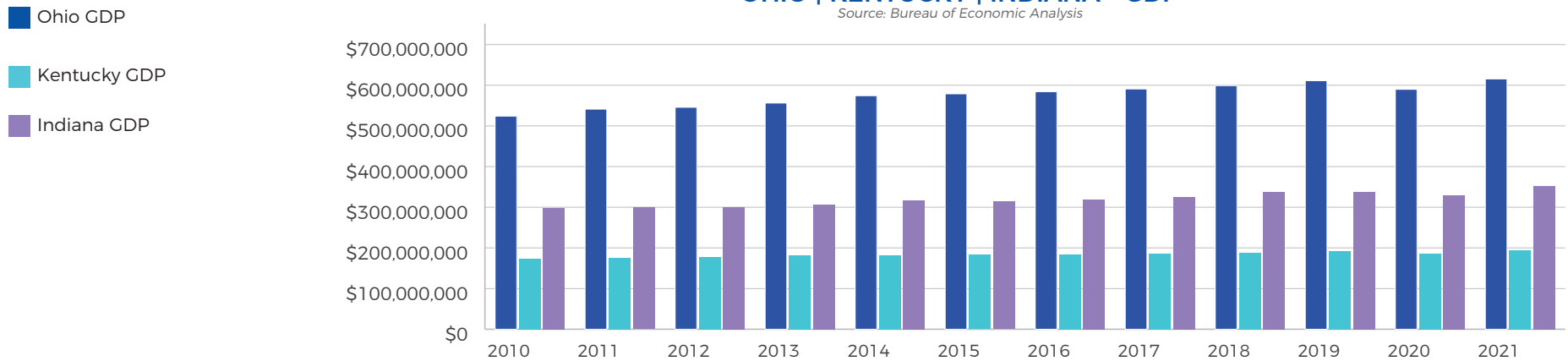
Source: Bureau of Economic Analysis





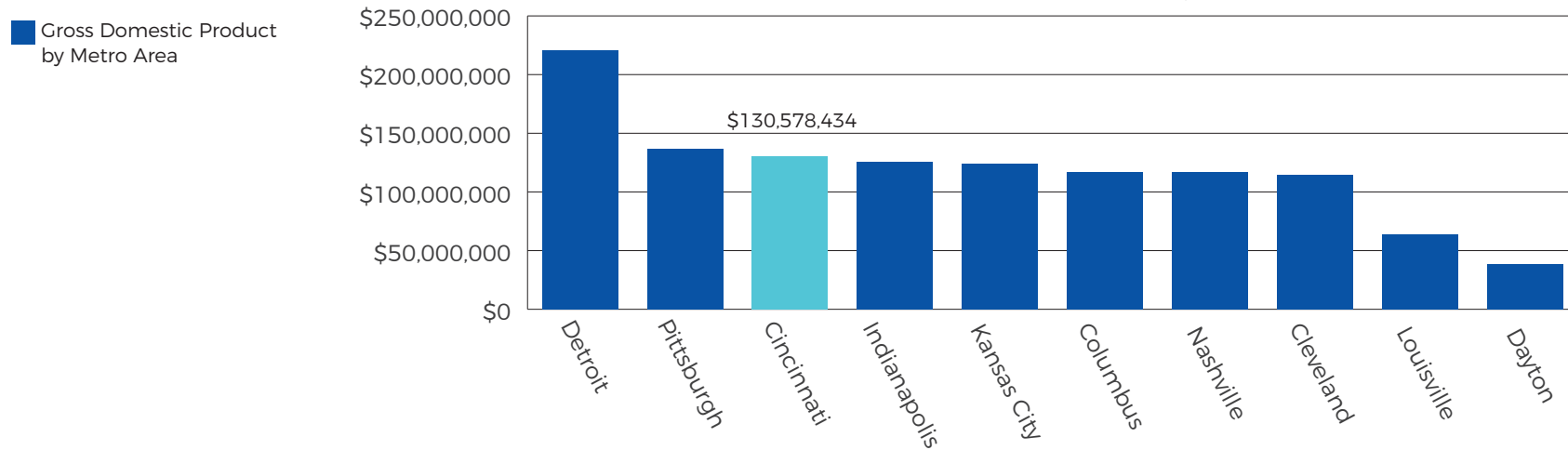
## OHIO | KENTUCKY | INDIANA - GDP

Source: Bureau of Economic Analysis



## 2020 REAL GDP BY METRO AREA

Source: Bureau of Economic Analysis



## JOBS & EMPLOYMENT

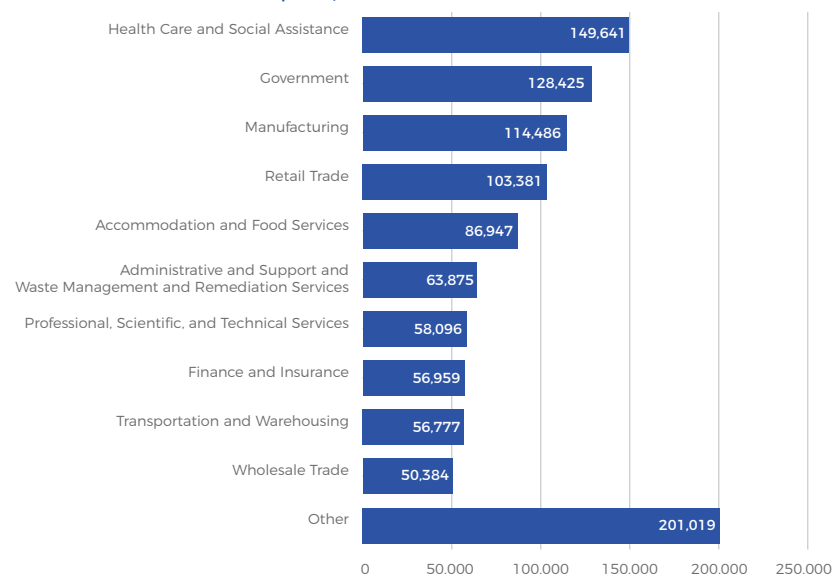
### JOBS BY INDUSTRY

Within the Cincinnati region, the health care and social assistance industry has the most employment, followed by government, and then manufacturing. The health care and social assistance industry has almost 150,000 jobs and it continues to grow fast. Cincinnati also has more manufacturing, finance and insurance, transportation and warehousing, and management of companies and enterprises employment than comparably sized regions. Among all industries, transportation and warehousing has seen the most growth, adding over 20,000 new jobs in the past five years.

### INDEXED EMPLOYMENT

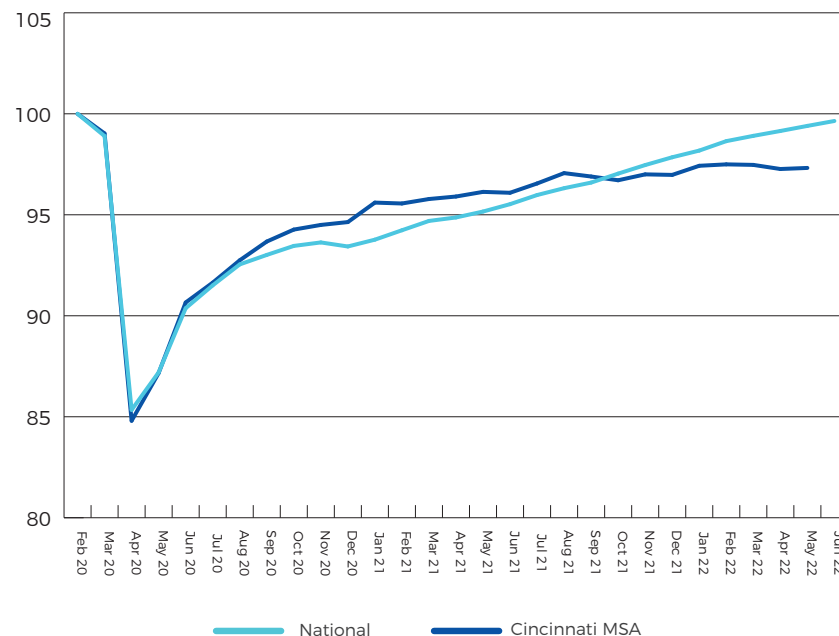
In February 2020, the United States had roughly 153 million jobs, before that number plummeted to about 130 million by April 2020. In the Cincinnati region, employment fell from about 1.1 million down to approximately 959,000. The following chart shows the indexed employment change for the United States and the Cincinnati region, with February 2020 equaling 100. The Cincinnati region lost a slightly larger percentage of employment initially but was able to recover slightly more quickly. Then around late summer 2021, the region's recovery slowed a bit compared to the rest of the country. This may be partly attributed to a lower unemployment rate in the Cincinnati region, making it harder for employers to find talent.

**JOBS BY SECTOR** *Source: Lightcast*  
2021 | 868,971 TOTAL JOBS IN THE REGION



**INDEXED EMPLOYMENT**  
FEBRUARY 2020 = 100

*Source: Bureau of Labor Statistics*

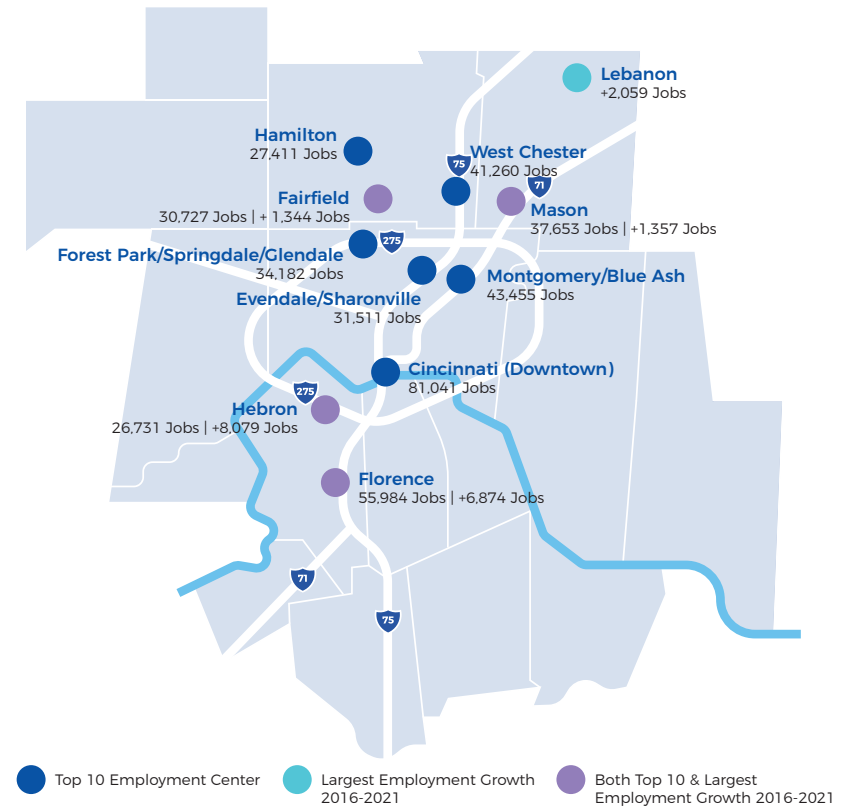




The region boasts many different employment centers, but the largest by far is Downtown Cincinnati, with over 81,000 jobs. This illustrates the importance of connecting the downtown area to the greater region through intelligent infrastructure investments, including the Brent Spence Bridge companion bridge and increased public transportation service and frequency. Outside of Downtown Cincinnati, most of the largest job centers are located along the I-71 and I-75 corridors, and include Florence, Montgomery/Blue Ash, West Chester, and Mason. Notably the uptown area is missing from this analysis because it is spread over three zip codes.

Interstate highway connectivity and proximity to other transportation assets, including the Cincinnati/Northern Kentucky International Airport, are key drivers of job growth. The two fastest growing job centers are Hebron and Florence, both of which have seen tremendous growth in the transportation and warehousing sector thanks to their proximity to CVG. Lebanon, Mason, and Fairfield have seen tremendous job growth.

## EMPLOYMENT CENTER & GROWING EMPLOYMENT CENTERS BY ZIP CODE



An alternative way to look at employment centers within the region is Jobs Hubs application, which identifies areas within the region that have high concentrations of traded-sector jobs. Traded-sector jobs are those in industry sectors whose output of goods and services could be traded internationally, as opposed to sectors whose services can be rendered only locally. Traded-sector jobs are important because they produce exportable goods and services, and tend to attract other industries to support them. The Job Hubs application also features estimated commute times by automobile and public transit to centers of economic activity. To check out the application, visit <https://jobhubs.oki.org>.

## UNEMPLOYMENT

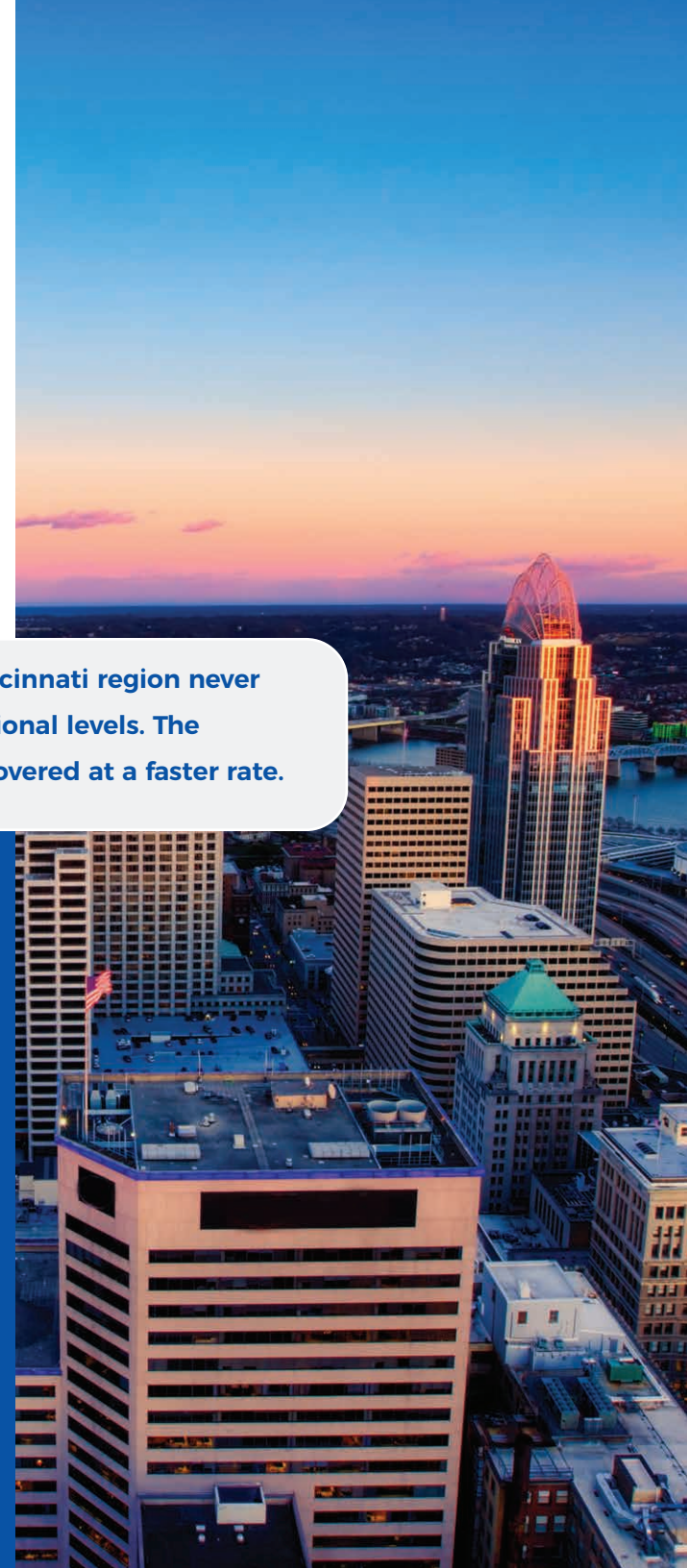
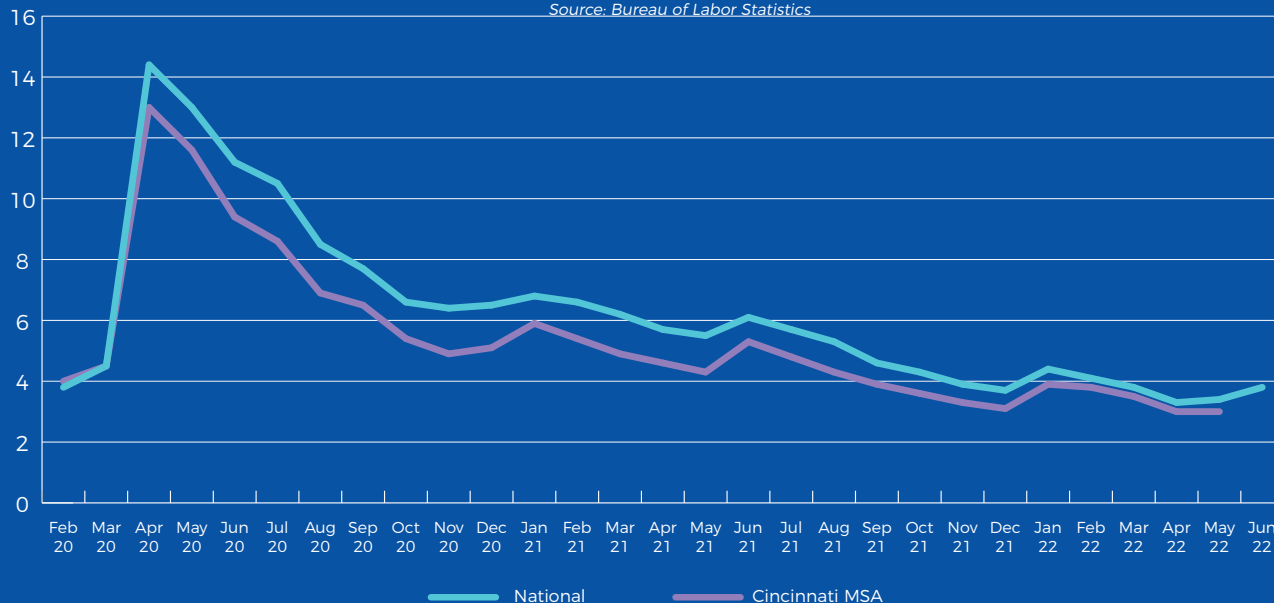
The unemployment rate has seen dramatic variation since the beginning of the pandemic. As much of the country shut down in early 2020, the local and national unemployment rates skyrocketed to double digit highs. But the unemployment rates have come down almost as quickly as they rose. One difference? Unemployment never got as high in the Cincinnati region as it did nationally, and it has recovered more quickly. But now the region is facing the challenge of an extremely tight labor market, with sub-four percent unemployment nationally, and an even lower rate locally, as of the middle of 2022.



**Unemployment in the Cincinnati region never reached the height of national levels. The Cincinnati region also recovered at a faster rate.**

### NATIONAL & LOCAL UNEMPLOYMENT RATE NOT SEASONALLY ADJUSTED

*Source: Bureau of Labor Statistics*

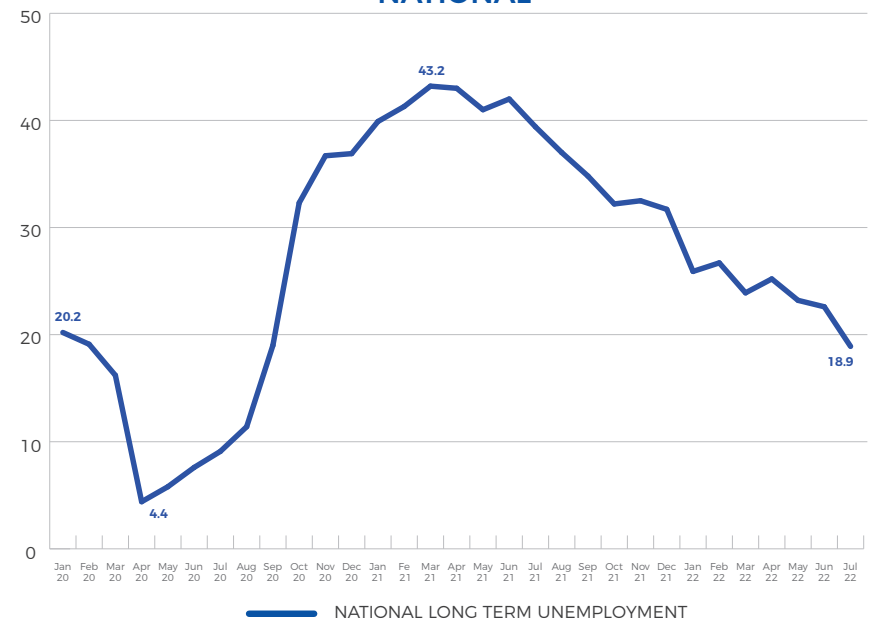





While locally specific data on the long-term unemployed population isn't available, the national data is very informative, and we believe the local situation mirrors national trends. In early 2020, the percentage of unemployed people who had been unemployed for 27 weeks or longer plummeted to 4.4% as new claims skyrocketed. That was followed by a gradual, and then fast, rise in the number of long-term unemployed, peaking around 43% in March of 2021. Since that time, the percentage of long-term unemployed people has steadily fallen, and by the middle of 2022 returned to pre-pandemic levels. This number is expected to remain steady, as unemployment remains very low, barring any large-scale shutdowns like those in early 2020.

## LONG-TERM UNEMPLOYMENT NATIONAL

Source:  
Bureau of Labor Statistics



By April of 2020, unemployment claims had skyrocketed throughout the entire country, including in Ohio, Kentucky, and Indiana. Initial claims peaked in Ohio near the end of March 2020 at about 275,000 claims, while continued claims peaked near 760,000 in May of 2020. Luckily, initial claims fell almost as quickly as they increased. There was another jump in claims at the beginning of 2021 as another wave of COVID-19 washed over the country. However, both initial and continued claims have fallen below pre-pandemic levels and remained there as of the middle of 2022. This very tight labor market has been one contributor to inflation, as many employers have raised wages to compete for a limited talent pool regionally and nationally.



**Cincinnati is home to seven Fortune 500 companies, the most of any region in Ohio.**

## REGIONAL EMPLOYERS

The Cincinnati Region is home to a diverse and growing business community that ranges from some of the nation's largest Fortune 500 companies to small mom-and-pop businesses dotting Main Streets and business districts throughout the region.

### Fortune 500 Companies

Cincinnati is home to seven Fortune 500 companies, the most of any region in Ohio. The largest of these is grocery giant Kroger, with over 2,700 retail locations in 34 states and the District of Columbia, and almost \$138 billion in revenue in 2021. Procter & Gamble, the second largest public company in the Cincinnati region, is the most profitable Fortune 500 company, with over \$14 billion in 2021 profits. In addition to Downtown Cincinnati, Fairfield and Mason are also home to Fortune 500 companies.

### Largest Private Companies

Among private companies, Total Quality Logistics, based in Clermont County, is at the head of the pack with almost \$8 billion in annual revenue. As the local logistics industry continues to grow, it is expected that logistics companies will continue to be among the fastest growing in the region. The largest private companies in the region are more spread out geographically than the Fortune 500 firms. Only one, Messer Construction, can be found in Downtown Cincinnati.



## CINCINNATI BASED FORTUNE 500 COMPANIES

Source: Cincinnati Business Courier

National Rank	Company	Location	Industry	2021 Revenue (\$B)	2022 Profits (\$B)
21	Kroger	Downtown Cincinnati	Food and Drug Stores	\$137.9	\$1.66
47	Procter & Gamble	Downtown Cincinnati	Household and Personal Products	\$76.1	\$14.30
367	Cincinnati Financial	Fairfield	Insurance	\$9.6	\$2.95
372	Western & Southern Financial Group	Downtown Cincinnati	Insurance	\$9.4	\$0.36
415	Fifth Third Bancorp	Downtown Cincinnati	Commercial Banks	\$8.3	\$2.77
454	American Financial Group	Downtown Cincinnati	Insurance	\$7.5	\$2.00
470	Cintas	Mason	Diversified Outsourcing Services	\$7.1	\$1.10

## LARGEST CINCINNATI BASED PRIVATE COMPANIES

Source: Cincinnati Business Courier

Region Rank	Company	Location	Revenue (\$B)
1	Total Quality Logistics	Union Township	\$7.84
2	Reladyne	Kenwood	\$2.40
3	Bluestar Inc.	Hebron	\$2.35
4	Performance Automotive Network	Fairfield	\$2.00
5	Proampac	Springdale	\$1.92
6	Jeff Wyler Automotive Family	Milford	\$1.85
7	Prolink Staffing	Norwood	\$1.46
8	Drees Homes	Fort Mitchell	\$1.44
9	Messer Construction	Downtown Cincinnati	\$1.43
10	Lithko Contracting	West Chester	\$1.24



## Largest Minority-Owned Businesses

The largest minority-owned businesses are also spread throughout the region. Based in Downtown Cincinnati, d.e. Foxx and Associates leads the way with \$327 million in annual revenue. But these employers can be found along the I-75 and I-71 corridors.

REGION RANK	COMPANY	LOCATION	REVENUE (\$M)
1	d.e. Foxx and Associates	Downtown Cincinnati	\$326.8
2	Hightowers Petroleum Co.	Middletown	\$309.4
3	Tiversity Construction Co.	Norwood	\$104.0
4	Trio Enterprises	Roselawn (Cincinnati)	\$93.0
5	Megen Construction Co.	Forest Park	\$48.3
6	RCF Group	West Chester	\$43.9
7	Tedia Co.	Fairfield	\$40.7
8	Middletown Ford	Middletown	\$40.0
9	Benchmark Digital Partners	Mason	\$39.1
10	Robert Louis Group	Walnut Hills (Cincinnati)	\$25.0

Source: Cincinnati Business Courier

## Largest Woman-Owned Businesses

Pure Romance, based in Downtown Cincinnati is the largest woman-owned business in the region, with \$313 million in annual revenue. Other companies on this list are spread throughout the region, from West Chester, to Milford, to Covington.

REGION RANK	COMPANY	LOCATION	REVENUE (\$M)
1	Pure Romance	Downtown Cincinnati	\$312.5
2	Talemed	Loveland	\$81.9
3	Nationwide Logistics	Walnut Hills (Cincinnati)	\$77.1
4	Stand Energy Corp.	Mt. Adams (Cincinnati)	\$75.3
5	Kingsgate Logistics	West Chester	\$67.6
6	PMC Smart Solutions	Blue Ash	\$41.0
7	Tedia Co.	Fairfield	\$40.7
8	Proforma Albrecht & Co.	Milford	\$38.0
9	Powernet	Mason	\$29.2
10	Salyers Group	Covington	\$28.0

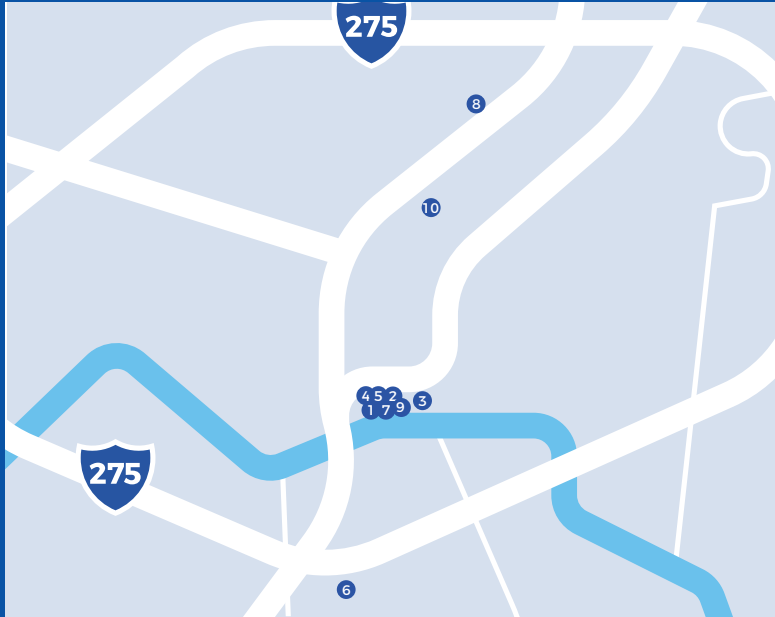
Source: Cincinnati Business Courier



## TOP EMPLOYERS

Source: Cincinnati Business Courier

Kroger again leads the way when it comes to the region's largest employers, with 20,000 local employees. Healthcare providers are well-represented on this list, with Cincinnati Children's Hospital and TriHealth coming in second and third. In all, the ten largest employers in the region employ over 100,000 Cincinnatians.



Rank	Company	Headquarters Location	Total Local Employees
1	Kroger	Downtown Cincinnati	20,000
2	Cincinnati Children's Hospital	Corryville (Cincinnati)	16,742
3	TriHealth	Walnut Hills (Cincinnati)	12,000
4	University of Cincinnati	CUF (Cincinnati)	10,530
5	UC Health	Avondale (Cincinnati)	10,255
6	St. Elizabeth Healthcare	Edgewood	10,048
7	Procter & Gamble	Downtown Cincinnati	9,700
8	GE Aviation	Evendale	9,000
9	Fifth Third Bancorp	Downtown Cincinnati	7,500
10	Mercy Health	Bond Hill (Cincinnati)	7,500



## SECTION 4

## COMMUNITY &amp; HEALTH INDICATORS

## Per Capita Personal Income Region and National

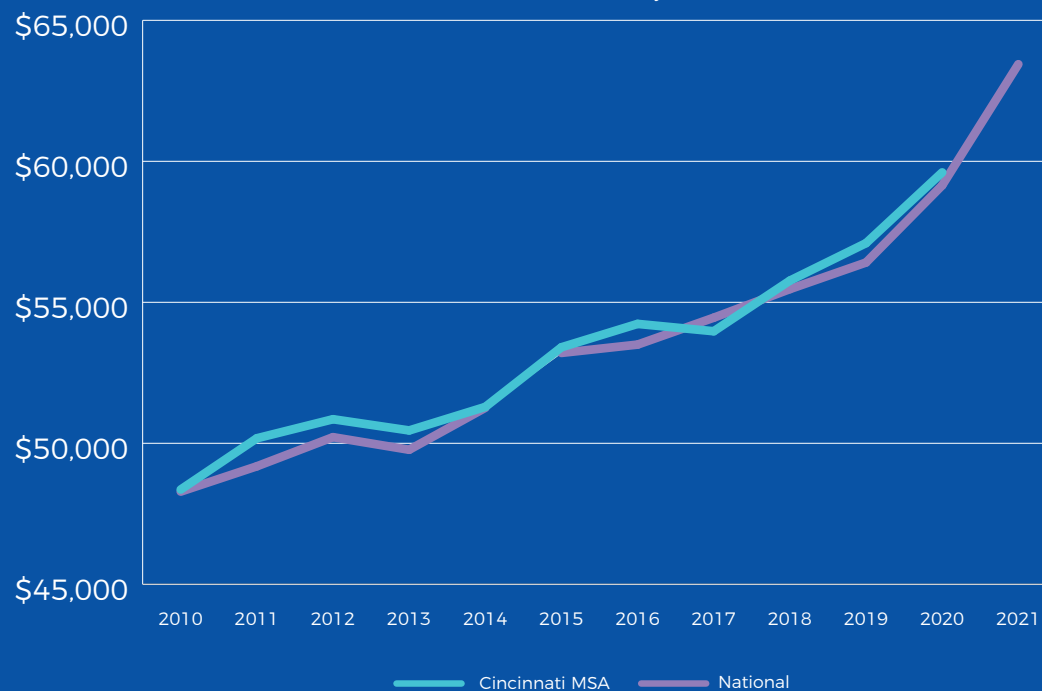
The Bureau of Economic Analysis (BEA) produces annual estimates of per capita personal income, defined as the total income in an area divided by the number of people living there. This is one measure of economic well-being that correlates with public health outcomes. The Cincinnati region has consistently ranked near the national average in this measure over the past decade. For much of the decade the region has had a slightly higher per capita personal income than the country as a whole, and that has been the case consistently since 2018.

Community & Health Indicators Presented By:

INTERACT  
FOR HEALTH

### Per Capita Personal Income (Adjusted for Inflation)

Source: Bureau of Economic Analysis







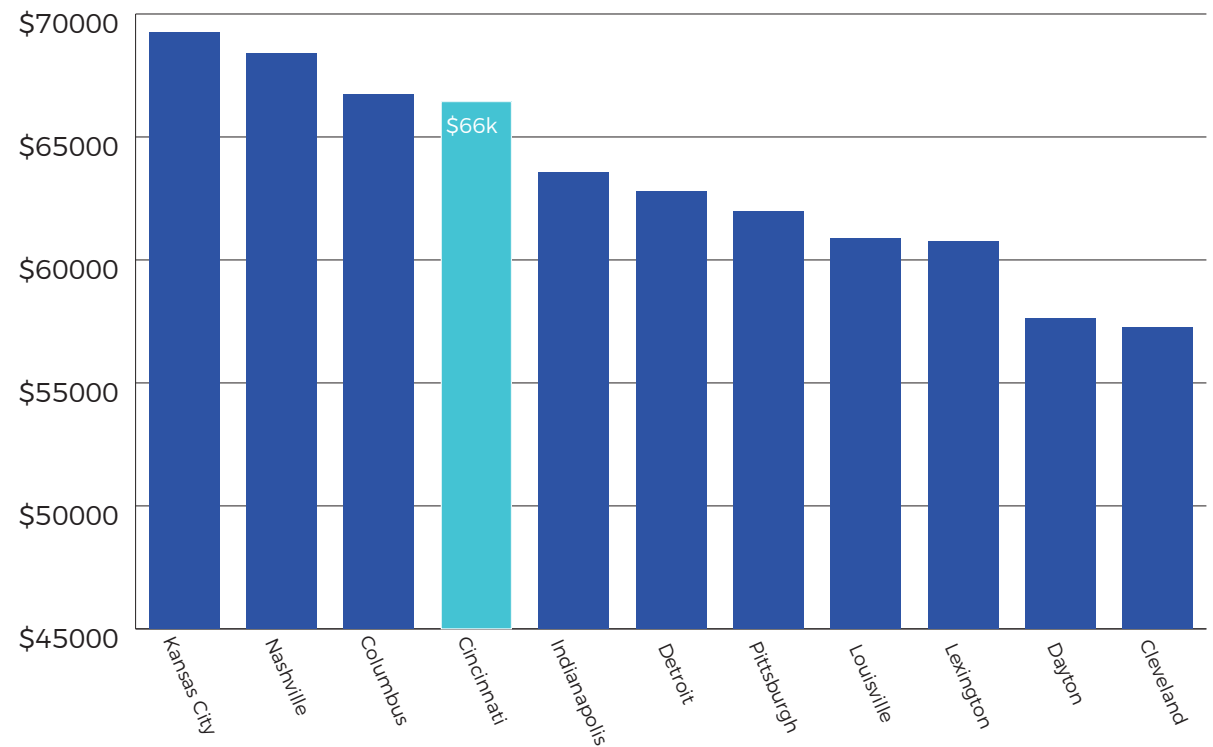
The Cincinnati region ranks fourth out of 10 among the geographic peer regions in median household income.

## MEDIAN HOUSEHOLD INCOME, REGION AND PEERS

Another way of measuring economic well-being is through median household income. The Cincinnati region compares favorably to geographic peers in this regard. The latest estimates from the American Community Survey puts the region's median household income at just over \$66,000. This ranks fourth out of the ten peer regions.

### PEER COMPARISON: MEDIAN HOUSEHOLD INCOME

Source: U.S. Census Bureau



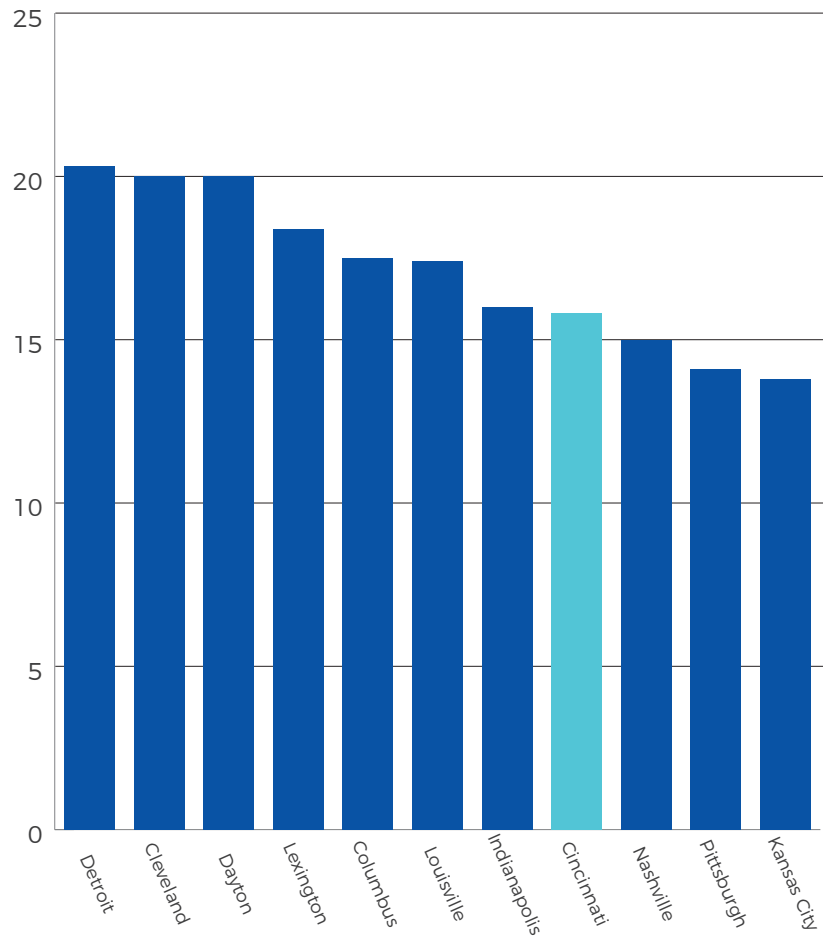


## CHILDHOOD POVERTY

Cincinnati compares favorably to peer regions when it comes to childhood poverty, having the fourth lowest childhood poverty rate of the ten regions. The childhood poverty rate has also fallen over time, from 18.8% in 2012 to 15.8% in 2020, the latest available data. However, it should be noted that great disparities exist in childhood poverty across the region.

### PEER COMPARISON: CHILDHOOD POVERTY

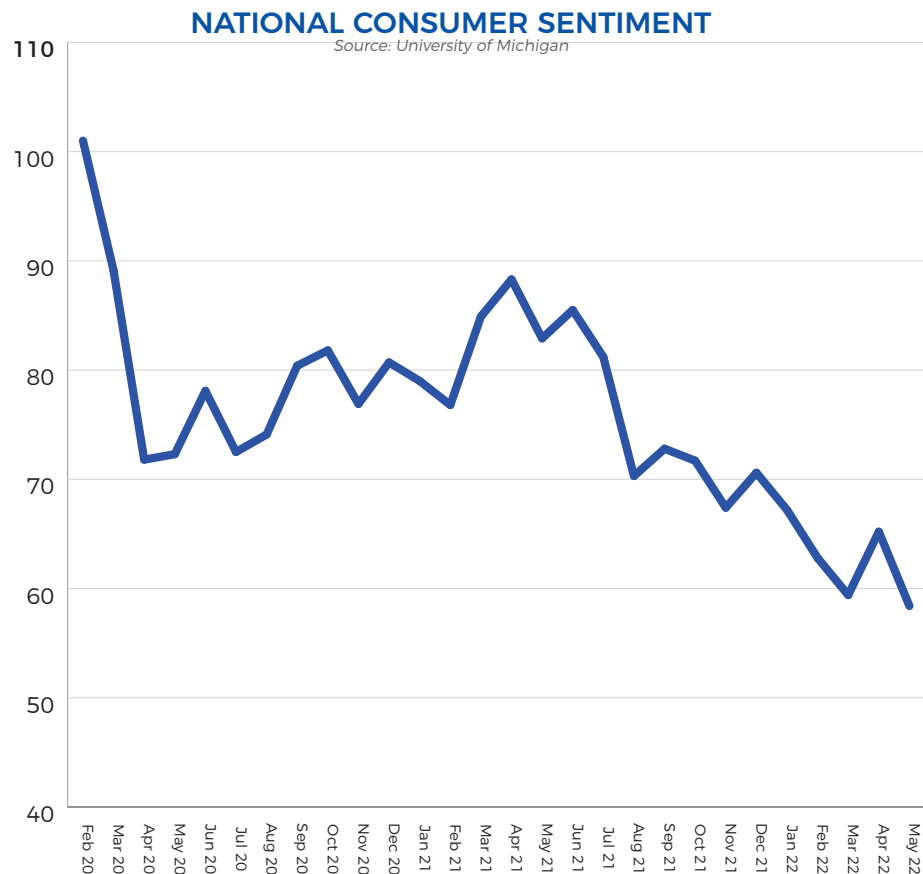
Source: US Census Bureau, American Community Survey 5-Year Estimates (2016-2020)



- ## NATIONAL COMPARISON: LIFE EXPECTANCY

## CONSUMER SENTIMENT, UNITED STATES

The University of Michigan tracks consumer sentiment in the United States. While locally specific data in this category is not available, economists believe that national consumer sentiment is a good predictor of local conditions. Consumer sentiment took a dive at the beginning of the pandemic, then slowly rose through the middle of 2021, before beginning to drop again and hitting a low by the middle of 2022. This has happened as personal consumption expenditures have remained high, signally a disconnect between how people feel and their actual behavior. Consumer sentiment over the next year is expected to be closely tied to the inflation rate and people's perceptions of the economy.





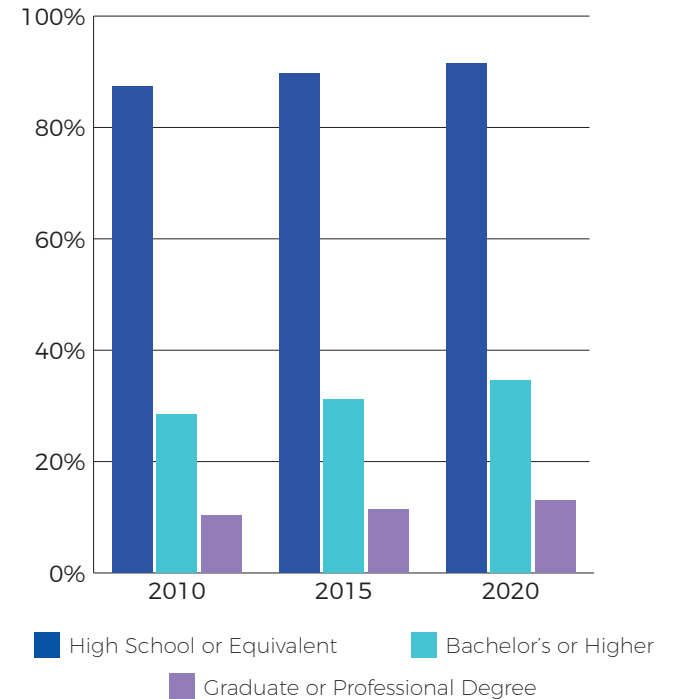
## EDUCATIONAL ATTAINMENT

Over the past decade, educational attainment in the Cincinnati region has been on the rise. The percentage of the population with a high school diploma has increased by 4.1 percentage points, and the percentage of the population with a bachelor's degree or greater has increased by six percentage points.

At the same time, there is still room for improvement. Among geographic peer regions, Cincinnati ranks near the middle of the pack in percentage of the population with a bachelor's degree or higher. The growth in size and prestige of the region's academic institutions should help it to continue to improve in this regard, but this illustrates the importance of efforts to attract and retain a highly skilled and talented workforce.

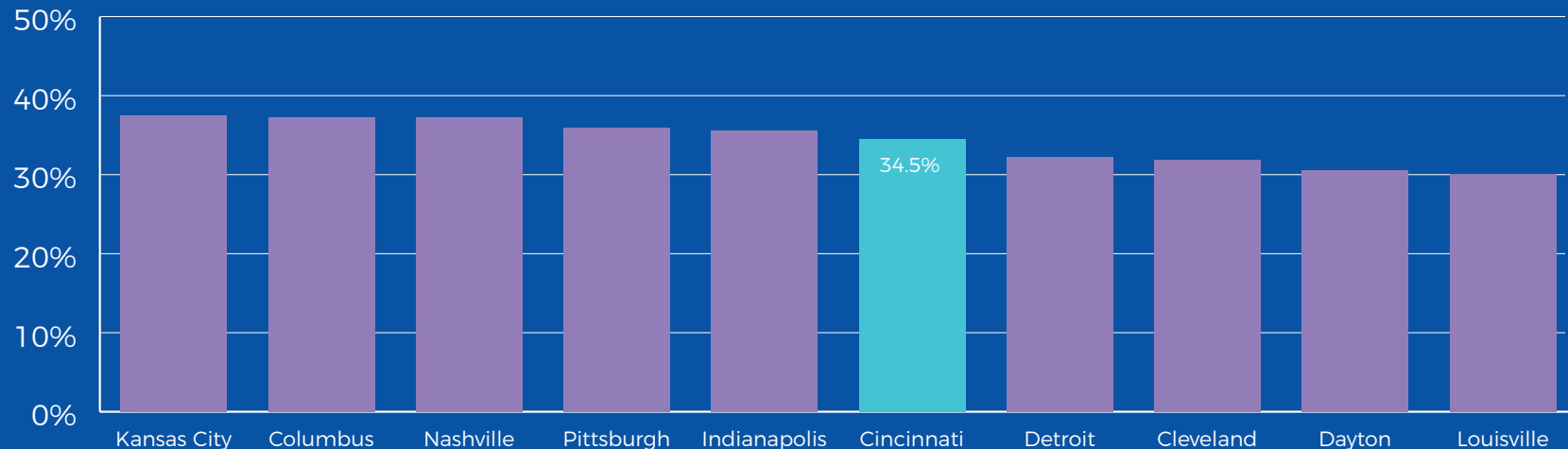
## CINCINNATI REGION EDUCATIONAL ATTAINMENT

Source: U.S. Census Bureau, American Community Survey (2006-2010, 2011-2015, 2016-2020)



## PEER COMPARISON: BACHELOR'S DEGREE OR HIGHER FOR POPULATION 25+

Source: U.S. Census Bureau, American Community Survey (2016-2020)



## College/University Enrollment

The Cincinnati region's colleges and universities are huge economic drivers. The University of Cincinnati has the second highest enrollment of any university in the state of Ohio, and has become one of the largest institutions of higher education in the Midwest. It has continued to grow, even as other public universities in Ohio have struggled with enrollment. Likewise, Northern Kentucky University now has the second largest enrollment in the region and continues to grow. The Cincinnati region's colleges and universities will remain important centers of economic growth as the region recovers from the COVID-19 pandemic, and the shift to more tech-enabled talent continues

## Degree Completions

Illustrating the growing importance of the region's academic institutions, data on degree completions show that they have continually risen. In 2006, the region saw about 22,000 annual degree completions; by 2020, that number has risen to about 34,000.

### CINCINNATI REGION ENROLLMENT (2019-2020)

**132,341**  
UNDERGRADUATE

**25,948**  
GRADUATE

**158,289**  
TOTAL ENROLLMENT

### TOP 7 LARGEST REGIONAL CAMPUSES (2019-2020)

**46,140**

UNIVERSITY OF  
CINCINNATI

**23,205**

NORTHERN  
KENTUCKY  
UNIVERSITY

**21,667**

MIAMI UNIVERSITY

**12,190**

CINCINNATI STATE

**11,845**

UNIVERSITY  
OF CINCINNATI  
CLERMONT COLLEGE

**8,817**

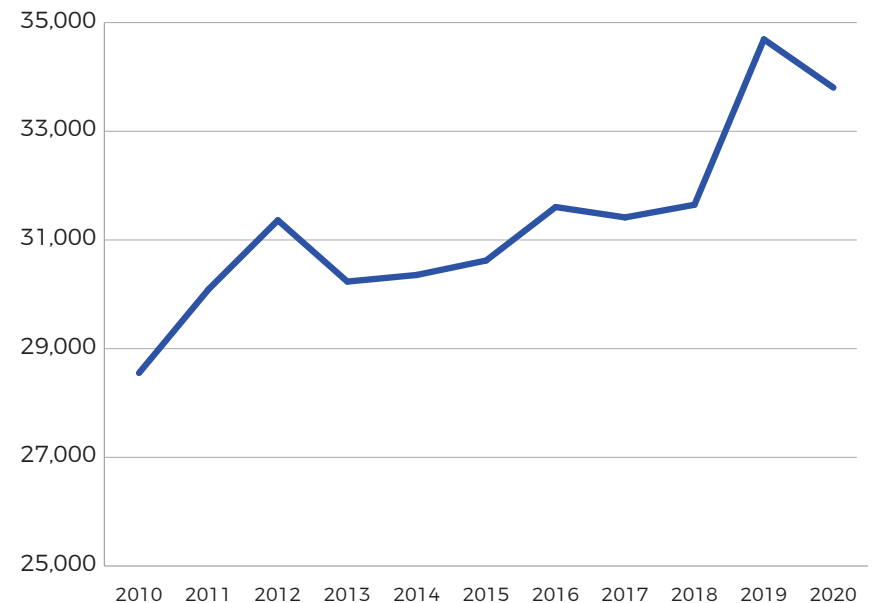
UNIVERSITY OF  
CINCINNATI BLUE ASH  
COLLEGE

**8,079**

XAVIER UNIVERSITY

### CINCINNATI REGION DEGREE COMPLETIONS

Source: Integrated Postsecondary Education Data System, National Center for Education Statistics



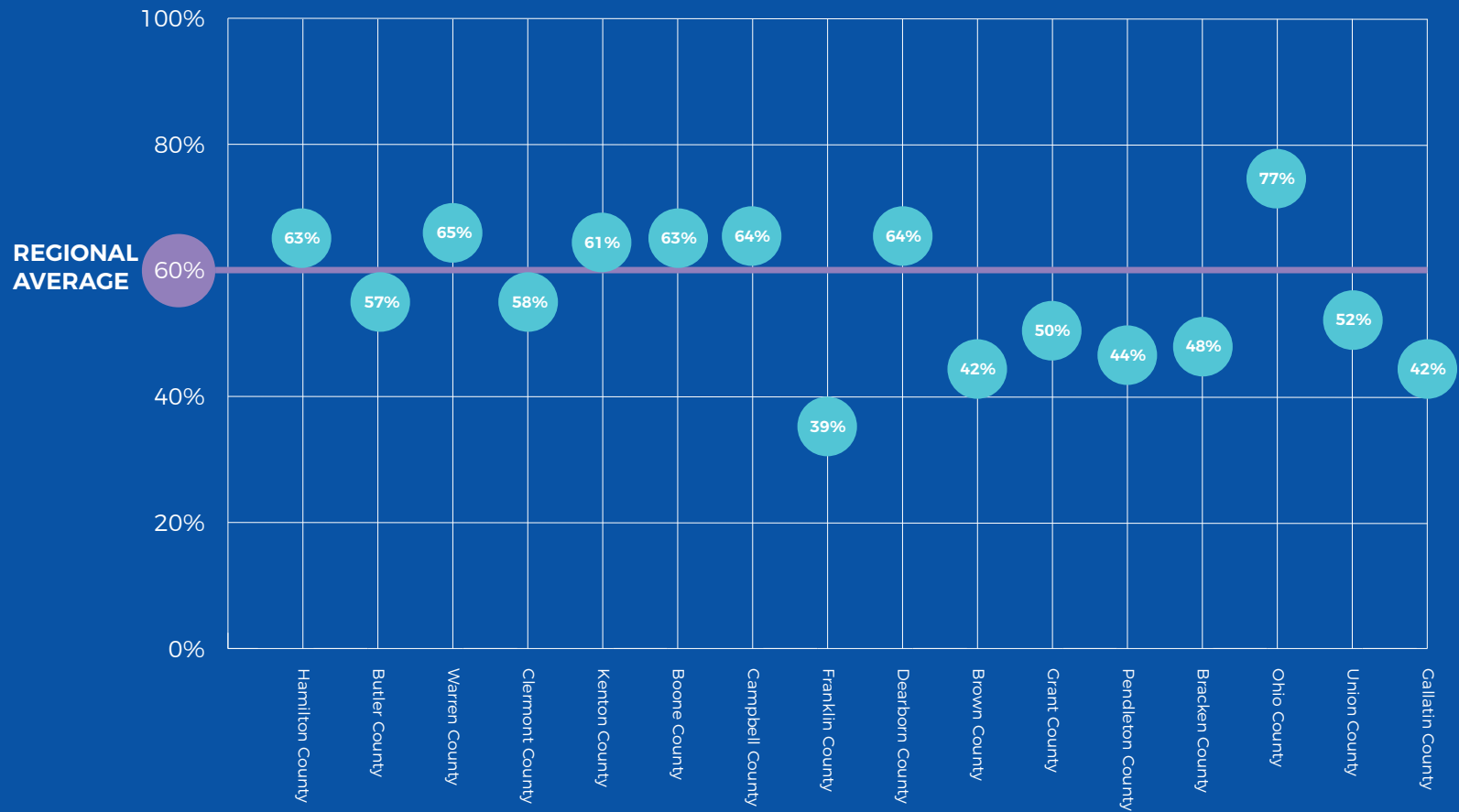
## COVID-19 Vaccination and Cases

As the Cincinnati region continues the ongoing fight with COVID-19, vaccination rates have been an important indicator. As of July 2022, the region was about 61% vaccinated against COVID-19, but county-by-county rates range from 39% to 77%. Overall, by July, the region has seen about 580,000 cases and almost 6,000 deaths. Public health officials believe that increasing the vaccination rate is the best tool in the fight against COVID-19. As vaccination rates rise, there is optimism about the trajectory of the pandemic moving forward.

### COVID-19 DEATHS PER 100k RESIDENTS & VACCINATIONS

Source: State and local health agencies via the New York Times (July 1, 2022)

County	Deaths per 100k Residents
Hamilton, OH	252
Butler, OH	299
Warren, OH	238
Clermont, OH	269
Kenton, KY	255
Boone, KY	221
Brown, OH	419
Campbell, KY	200
Franklin, IN	285
Dearborn, IN	279
Grant, KY	261
Pendleton, KY	267
Bracken, KY	320
Ohio, IN	318
Union, IN	298
Gallatin, KY	581





## SECTION 5

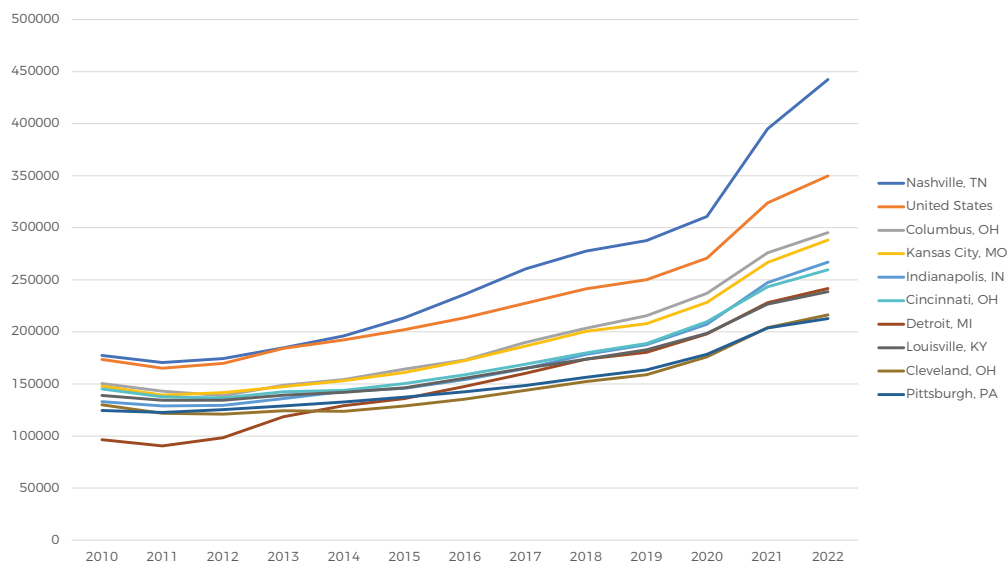
## HOUSING &amp; MIGRATION INDICATORS

## PEER COMPARISON: HOME PRICES

Home prices have been rising nationally, and the Cincinnati region is no exception. Among the geographic peer regions, Cincinnati has the fifth highest median home value according to the Zillow Home Value Index. Since 2019, the region's median home value has increased from approximately \$189,000 to \$260,000—a whopping 138% increase. While great for homeowners who are happy to build equity, such a massive increase presents challenges for people looking to buy a home. Housing affordability is still a strength for the region, but a shared policy agenda around creating additional housing is more important than ever to maintain that strength.

## HOME PRICES COMPARED OVER TIME

Source: Zillow



## HOME PRICE PERCENT CHANGE OVER TIME

Source: Zillow

	INCREASE 2010-2022	INCREASE 2017-2022	INCREASE 2019-2022
Nashville, TN	249%	170%	154%
<b>United States</b>	<b>202%</b>	<b>154%</b>	<b>140%</b>
Columbus, OH	196%	156%	137%
Kansas City	195%	155%	139%
Indianapolis, IN	201%	162%	142%
Cincinnati, OH	179%	154%	138%
Detroit, MI	251%	151%	134%
Louisville, KY	172%	145%	131%
Cleveland, OH	167%	150%	136%
Pittsburgh, PA	171%	143%	130%
Dayton, OH	181%	156%	138%

## PEER COMPARISON: HOUSING PERMITS

The best way to preserve affordability and continue to grow the region's tax and employment base is to make it easier to build more housing. For 2021, the Cincinnati region was right in the middle of the pack for total housing permits issued, much higher than smaller metros like Louisville and Dayton, but far behind fast growing Nashville. The region saw a 1,000 plus increase in permits between 2020 and 2021, good enough for fourth among peers. That growth, however, only represents only a 15% increase, much lower than needed to satisfy demand. Smart housing policies can promote population growth and affordability.

Region	2020	2021	Change	% Change
Indianapolis	10,998	13,451	2,453	+22.3%
Louisville	4,591	5,585	994	+21.7%
Detroit	7,165	8,598	1,433	+20.0%
Dayton	1,699	2,038	339	+20.0%
Nashville	27,242	32,322	5,080	+18.6%
Cincinnati	7,239	8,351	1,112	+15.4%
Pittsburgh	4,824	5,223	399	+8.3%
Kansas City	10,726	11,252	526	+4.9%
Cleveland	3,374	3,340	-34	-1.0%
Columbus	12,358	12,062	-296	-2.4%

Source: US Department of Housing and Urban Development

Since 2019, the median home value has increased from approximately \$189,000 to \$260,000—a whopping 138% increase.



## HOUSING PERMITS OVER TIME

Overall units permitted has been rising over the past decade, going from about 3,600 in 2012 to approximately 8,350 in 2021. This is a positive trend, reflecting the desirability of the Cincinnati region. However, as already mentioned, the region must continue to increase the supply of homes to meet present housing demand.

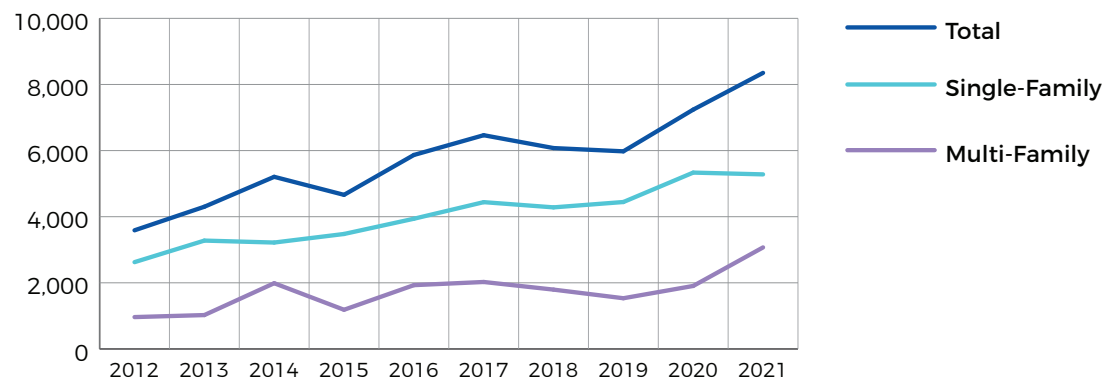
## HOUSING INSECURITY

Housing insecurity is defined as adults in households who are not current on rent or mortgage payments and have slight or no confidence that their household can pay next month's rent or mortgage on time. While there is no metro level data on housing insecurity, there is data for Ohio, Kentucky, and Indiana. Unfortunately, over the past year, the percentage of adults who are housing insecure rose in Ohio and Kentucky, while staying about the same in the United States as a whole. At the same time, the percentage of adults in Ohio, Kentucky, and Indiana worried about eviction or foreclosure within the next two months has also increased. This will be a metric to watch, and will hopefully improve as inflation begins to fall.

Overall housing units permitted have been rising over the past decade, going from about 3,600 in 2012 to approximately 8,350 in 2021.

### CINCINNATI REGION BUILDING PERMITS (2012-2021)

Source: US Department of Housing and Urban Development



### PERCENTAGE OF ADULTS HOUSING INSECURE

Source: U.S. Census Bureau, Household Pulse Survey

	2021	2022
United States	5.8%	5.8%
Ohio	4.7%	6.1%
Kentucky	4.5%	5.2%
Indiana	6.6%	6.2%

### LIKELIHOOD OF EVICTION OR FORECLOSURE

Source: U.S. Census Bureau, Household Pulse Survey

	2021	2022
United States	33.0%	38.3%
Ohio	30.7%	32.3%
Kentucky	37.4%	48.3%
Indiana	26.2%	35.9%



## RACE/ETHNICITY

In terms of racial and ethnic diversity, the City of Cincinnati has a lower percentage of people who identify as white alone than the United States as a whole, while Hamilton County has a slightly higher percentage, and the rest of the region is higher still. Most racial minorities in the region identify as Black, while the size of the region's Hispanic and Asian populations trail national averages. However, these groups are the fastest growing in the region, and account for virtually all of the population growth. As diversity grows, the work of organizations like Cincinnati Compass to welcome Cincinnatians becomes even more important to the economic and social health of the region.

County	Hamilton County, Ohio	City of Cincinnati	Cincinnati, OH-KY-IN Metro Area	United States
<b>Hispanic or Latino</b>	4.4%	5.1%	4.2%	18.7%
<b>Not Hispanic or Latino</b>				
<b>Population of one race:</b>				
White	62.6%	46.9%	75.9%	57.8%
Black or African American	25.0%	40.3%	12.0%	12.1%
American Indian and Alaska Native	0.1%	0.2%	0.1%	0.7%
Asian	3.0%	2.5%	3.0%	5.9%
Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.1%	0.2%
Some Other Race	0.5%	0.5%	0.4%	0.5%
<b>Population of two or more races:</b>	4.3%	4.4%	4.3%	4.1%

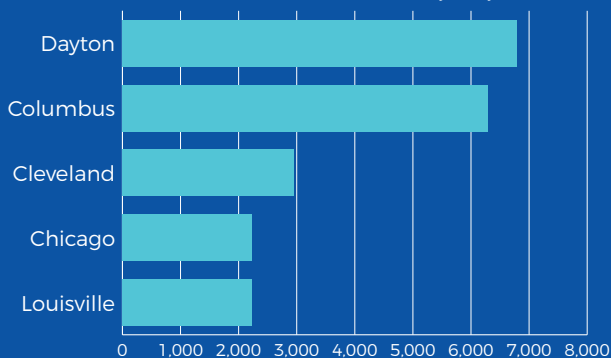
Source: US Census Bureau

## MIGRATION

Speaking of population growth, the largest domestic sources of migration to the region include neighbors Dayton, Columbus, and Cleveland. However, if you look at net migration (migration into the region from an area, minus migration from the region to that area), New York City is the biggest contributor, lending credence to the idea that people are looking for the big city experience, at an affordable price and with an easier commute. On the international side, about 4,600 people move from Asia to the Cincinnati region on an annual basis, many settling in Butler and Warren Counties, as well as northern Hamilton County.

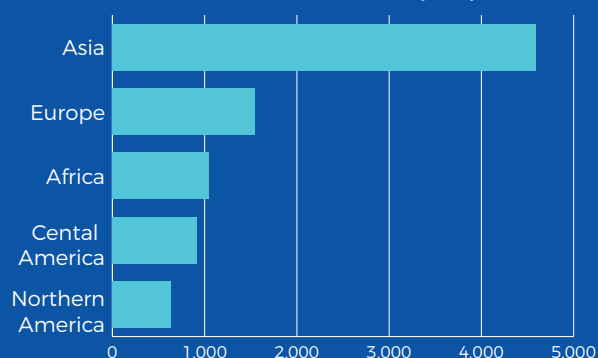
**Gross Annual Migration to Cincinnati**

Source: U.S. Census Bureau, American Community Survey 2015-2019



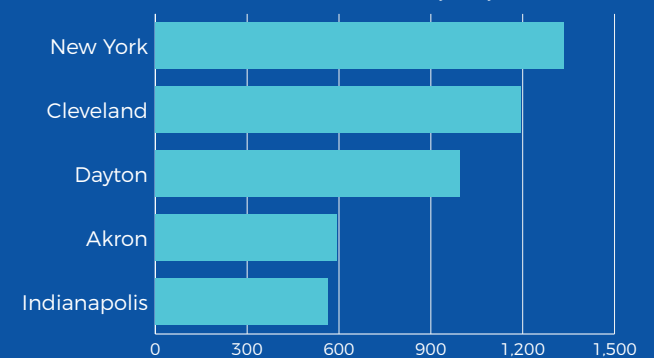
**Gross International Migration**

Source: U.S. Census Bureau, American Community Survey 2015-2019



**Net Migration to Cincinnati**

Source: U.S. Census Bureau, American Community Survey 2015-2019



## SECTION 6 INDUSTRY INDICATORS

Industry Indicators Presented By:



Jobs can be broken down by industry at differing levels of specificity. The North American Industrial Classification System (NAICS) is a system of coding that varies from two digits to six digits, with longer codes being more specific. The Center for Research & Data has chosen to analyze employment by two-digit (i.e. broad-based) industry, and by six-digit (i.e. very specific) industry.

### CHANGES IN EMPLOYMENT BY INDUSTRY

The pandemic has been rough for many industries, but some have been hit harder than others. From 2019 to 2021, the Cincinnati region saw a loss of almost 14,000 jobs in the accommodation and food services industry, about twice as many as the next highest industry, which was government. More specifically, the full-service restaurant industry was hit the hardest, losing over 7,600 jobs. This was consistent with national trends, and preliminary 2022 data show that many of those jobs have been recovered.

#### Job Losses (2-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
72	Accommodation and Food Services	-13,637
90	Government	-6,757
31-33	Manufacturing	-6,747
71	Arts, Entertainment, and Recreation	-4,501
44-45	Retail Trade	-4,151

#### Job Losses (6-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
722511	Full-Service Restaurants	-7,650
336412	Aircraft Engine and Engine Parts Manufacturing	-2,660
721110	Hotels (except Casino Hotels) and Motels	-2,206
902612	Colleges, Universities, and Professional Schools (State Government)	-1,949
623110	Nursing Care Facilities (Skilled Nursing Facilities)	-1,915

#### Percentage Job Losses (2-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
71	Arts, Entertainment, and Recreation	-16%
72	Accommodation and Food Services	-13%
42	Wholesale Trade	-7%
31-33	Manufacturing	-5%
81	Other Services (except Public Administration)	-5%

On the other end of the spectrum, some industries thrived throughout the pandemic, even as they faced many challenges with public health and safety. The transportation and warehousing industry, which has been a growth leader for the region, continued to surge, adding almost 8,500 additional jobs between 2019 and 2021, representing a 16% increase. More specifically, general warehousing and storage added almost 6,200 jobs.

### Job Gains (2-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
48-49	Transportation and Warehousing	8,447
23	Construction	1,589
54	Professional, Scientific, and Technical Services	879
11	Agriculture, Forestry, Fishing, and Hunting	594
55	Management of Companies and Enterprises	243

### Job Gains (6-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
493110	General Warehousing and Storage	6,188
492110	Couriers and Express Delivery Services	1,943
481112	Scheduled Freight Air Transportation	1,581
561320	Temporary Help Services	1,222
541511	Custom Computer Programming Services	843

### Percentage Job Gains (2-Digit NAICS)

Source: Lightcast

NAICS	Sector	2019-2021 Change
11	Agriculture, Forestry, Fishing, and Hunting	23%
21	Mining, Quarrying, and Oil and Gas Extraction	17%
48-49	Transportation and Warehousing	16%
23	Construction	3%
54	Professional, Scientific, and Technical Services	1%

## JOB PROJECTIONS BY INDUSTRY

Looking forward, industries in the region are expected to recover completely from the pandemic. Among industries, transportation and warehousing will continue to see strong employment growth, with an expected additional 8,464 jobs by 2026. Many of these jobs will be clustered around the Cincinnati/Northern Kentucky International Airport, which is one of the fastest growing job centers in the region. Another bright spot is health care and social assistance, which is expected to add almost 8,000 jobs, spread throughout the region.

### Job Projection (2021-2026)

Source: Lightcast

NAICS	Sector	2021-2026 Change
48-49	Transportation and Warehousing	8,464
62	Health Care and Social Assistance	7,810
72	Accommodation and Food Services	6,036
71	Arts, Entertainment, and Recreation	4,474
56	Administrative And Support and Waste Management and Remediation Services	3,923



## TOP INDUSTRY LOCATION QUOTIENTS

A location quotient (LQ) is an analytical statistic that measures a region's industrial specialization relative to the country as a whole. For example, an LQ of 1.0 in an industry means that the nation and the region are equally specialized in that industry. An LQ below 1.0 means the region is less specialized, and an LQ above 1.0 means the region is more specialized.

In the Cincinnati region, the highest specialization is in flavoring syrup and concentrate manufacturing, which has an astounding LQ of 29.54. You are much more likely to find someone working in that industry in the Cincinnati region than elsewhere in the country. But the most interesting of the top LQ industries may be scheduled freight air transportation, which is 18.58. As recently as 2016, that LQ was 0.51, meaning there has been enormous growth in that industry for the region. This is another piece of data that points to Cincinnati/Northern Kentucky International Airport being an outsized driver of growth for the overall economy.

## JOB OPENINGS BY INDUSTRY AND OCCUPATION

The Cincinnati region boasted over 348,000 unique job postings in 2021, compared to about 289,000 in 2020. Looking at occupations, nurses and truck drivers are the most sought-after talent in the region. Registered nurses are also the most sought nationwide, but truck drivers are fifth at the national level, meaning they are overrepresented in job postings in the region. This is, again, thanks to the rapid growth in the transportation and warehousing industry. When it comes local job postings by industry, temp agencies are at the top, which is typical. Beyond that, medical fields, insurance, restaurants, and banking are top industries looking for workers across the region.

## INDUSTRY LOCATION QUOTIENTS

Source: Lightcast

RANK	NAICS	INDUSTRY SUBSECTOR	LOCATION QUOTIENT
1	311930	Flavoring Syrup and Concentrate Manufacturing	29.54
2	481112	Scheduled Freight Air Transportation	18.58
3	336412	Aircraft Engine and Engine Parts Manufacturing	17.36
4	325611	Soap and Other Detergent Manufacturing	16.67
5	903619	All Other Schools and Educational Support Services (Local Government)	13.05
6	339995	Burial Casket Manufacturing	12.91
7	325130	Synthetic Dye and Pigment Manufacturing	11
8	311422	Specialty Canning	10.78
9	325910	Printing Ink Manufacturing	7.95
10	712190	Nature Parks and Other Similar Institutions	7.69

## JOB POSTINGS BY INDUSTRY & OCCUPATION

Source: Lightcast

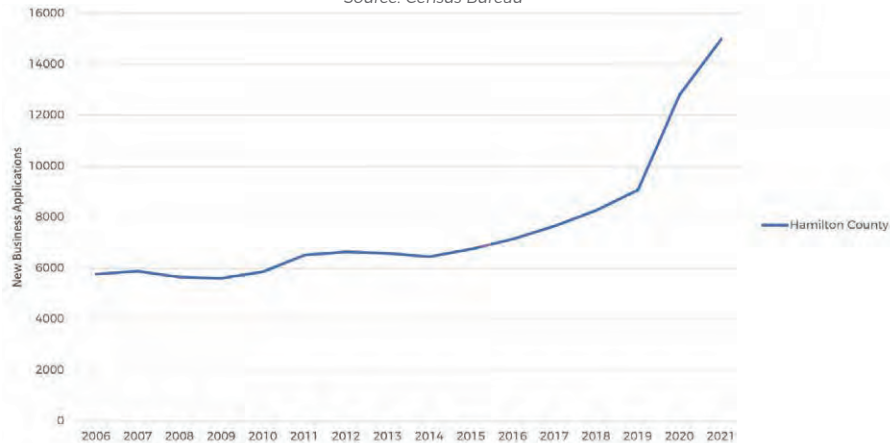
INDUSTRY	UNIQUE JOB POSTINGS
Employment Placement Agencies	17,222
Temporary Help Services	10,963
Offices of Physicians (except Mental Health Specialists)	8,017
Insurance Agencies and Brokerages	6,518
Full-Service Restaurants	6,340
Limited-Service Restaurants	6,189
Commercial Banking	5,307
General Medical and Surgical Hospitals	5,264
Convenience Stores	4,998
Colleges, Universities, and Professional Schools	4,701

## NEW BUSINESS APPLICATIONS

After the Great Recession, the recovery took so long in part because of the lack of new business starts coming out of the downturn. This has not been the case for the COVID-19 recession, as new business starts skyrocketed nationally in 2021. But the region was seeing a large uptick in new business starts even before the pandemic. A steady rise goes back to the middle of the last decade, especially in the geographic core. Hamilton County saw a 110% increase since 2016, compared to the median 60% increase for counties across Ohio, Kentucky, and Indiana. New business formation likely will cool a bit in the next few years across the country, but the data indicates that the region will continue the positive trend.

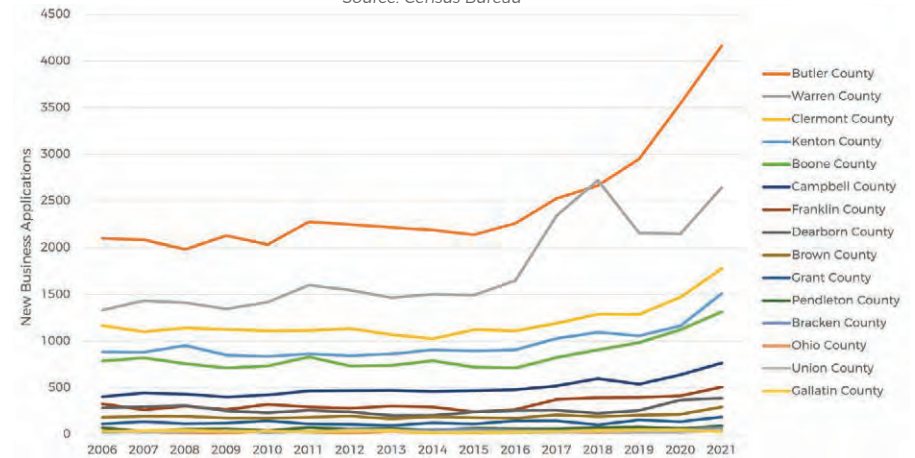
### NEW BUSINESS APPLICATIONS | HAMILTON CO.

Source: Census Bureau



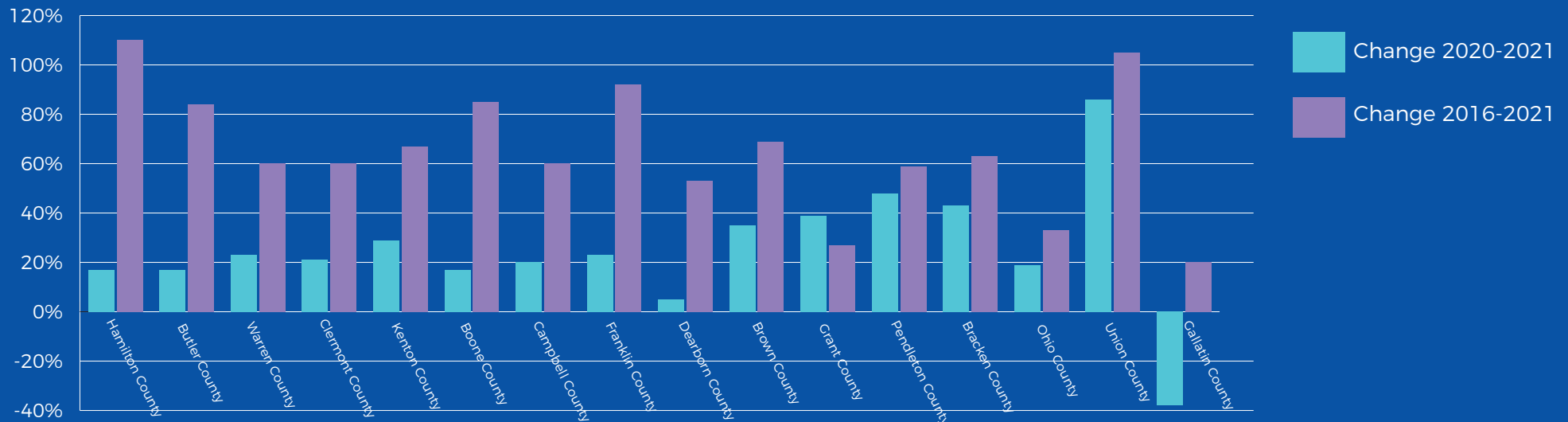
### NEW BUSINESS APPLICATIONS | NON-HAMILTON CO.

Source: Census Bureau



### PERCENT CHANGE IN BUSINESS APPLICATIONS

Source: Census Bureau

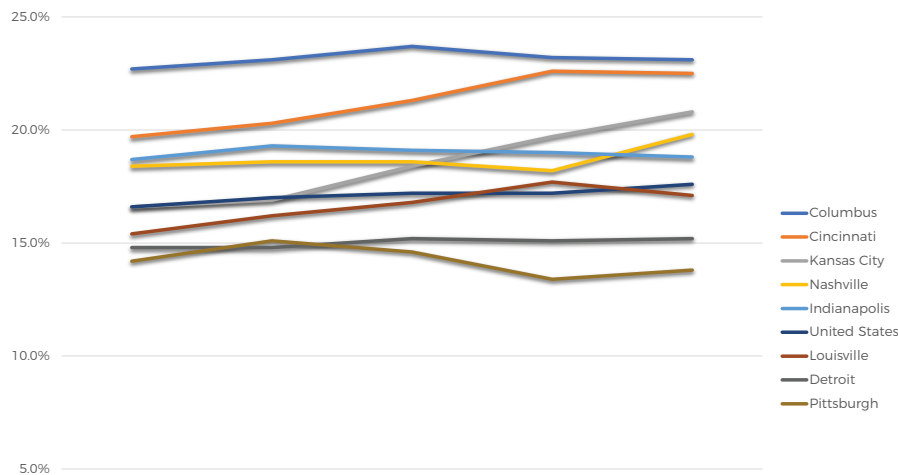


## OFFICE VACANCY RATES

The Cincinnati region is divided into several office submarkets, some of which were hit harder by the pandemic than others. For example, as of the second quarter of 2022, vacancy rates vary between 8.2% in the Kenwood neighborhood to 34.8% in Mason/Montgomery. Compared to other regions, Cincinnati has a relatively high office vacancy rate, lower than only Columbus among peers.

### PEER COMPARISON: OFFICE VACANCY RATES

Source: Cushman & Wakefield



## INDUSTRIAL VACANCY RATES

On the other end of the spectrum, the region has a very low industrial vacancy rate, the second lowest of any of the peer regions. Further, vacancy rate has been falling, from 4.9% in the second quarter of 2021, to 1.9% in the second quarter of 2022. This illustrates the huge demand currently for industrial space.

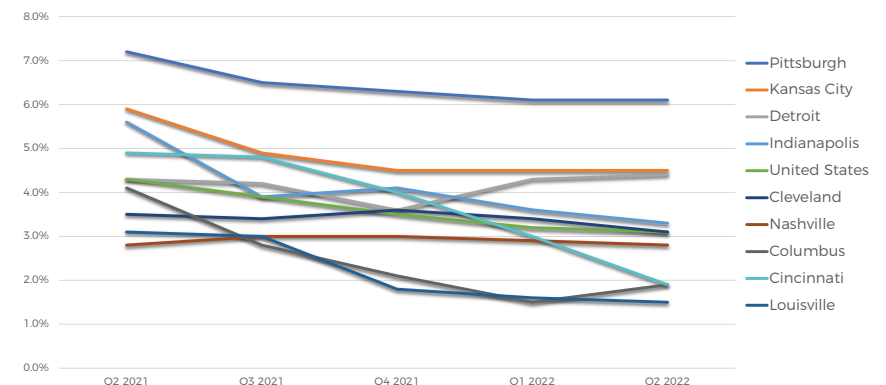
## OFFICE VACANCY RATES

Source: Cushman & Wakefield

	Q2 2022 VACANCY RATE
Cincinnati Central Business District	18.9%
CBD - Class A	21.2%
CBD - Class B	14.4%
Blue Ash	25.3%
Kenwood	8.2%
Mason/Montgomery	34.8%
Midtown	23.3%
Northern Kentucky	21.7%
Tri-County/Sharonville	27.4%
West Chester	14.7%
East	28.8%
West	24.3%
Suburban Total	24.4%
Suburban - Class A	23.5%
Suburban - Class B	25.7%
Cincinnati Region - Class A	22.7%
Cincinnati Region - Class B	22.1%
Cincinnati Region Total	22.5%

### PEER COMPARISON: INDUSTRIAL VACANCY RATE

Source: Cushman & Wakefield





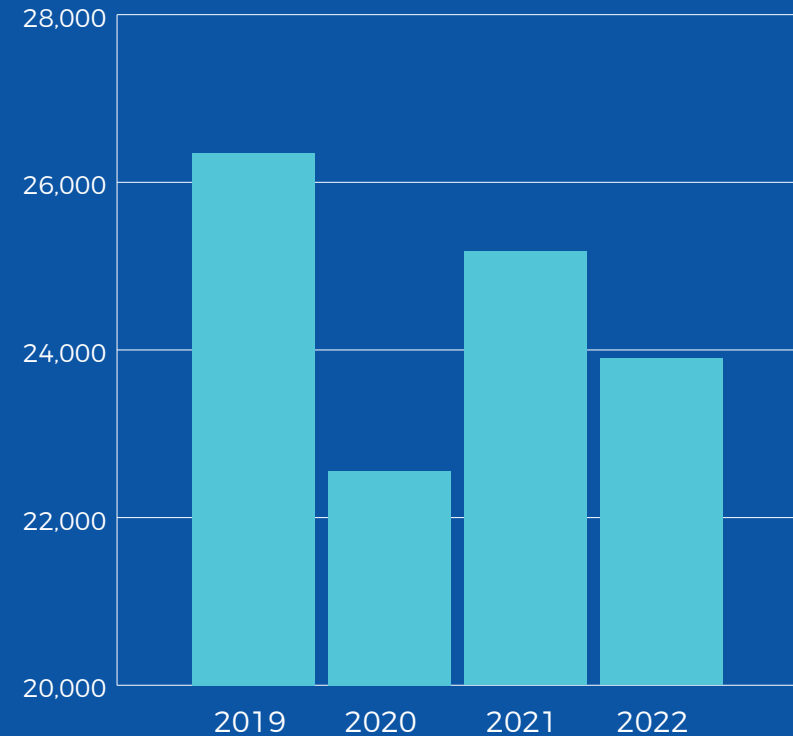
## AVERAGE DAILY TRAFFIC VOLUME

Data collected by the Ohio Department of Transportation show the trend in traffic volume since before the pandemic began. Data was collected at twenty different traffic count stations throughout the region's highways in all four years from 2019 to 2022. Each traffic count station total volume was divided by the number of days in a year to create a number representing Annual Average Daily Traffic (AADT). AADT from all twenty count stations to come up with a regional average for each year.

Traffic dropped in 2020, as the pandemic took hold. It rebounded in 2021, though not quite back to the 2019 total. Through mid-2022, the data show another year-over-year decrease in traffic, though this may change as the year progresses. These data are helpful because AADT is one way to measure economic activity. Note that, shifting travel patterns to modes that are more environmentally friendly, such as walking, biking, and public transportation, might also cause a decrease in AADT without the corresponding decrease in economic activity. Higher levels of remote work may also lower AADT.

### ANNUAL AVERAGE DAILY TRAFFIC

Source: Ohio Department of Transportation via Ohio-Kentucky-Indiana-Regional Council of Governments

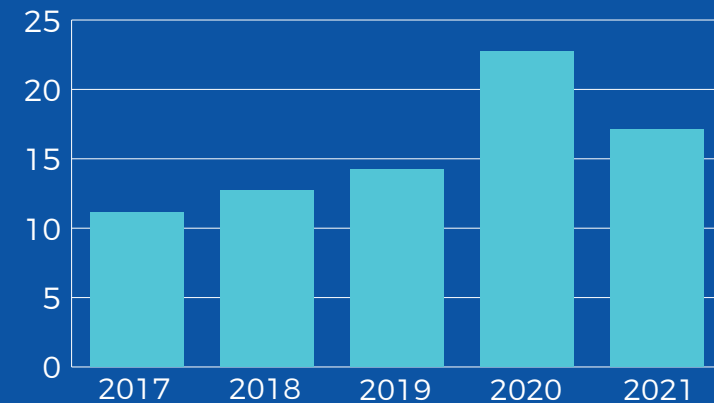


## REGIONAL TRAIL DATA

Since 2017, the Tristate Trails organizations has been monitoring trail usage within the region. Unlike Average Annual Daily Traffic for automobiles, trail usage actually spiked during the pandemic, as people were looking to get out of the house and stay active. And even though trail usage dropped a bit in 2021, the 17.1 million miles traveled represents a large increase of the 11.1 million miles traveled back in 2017. Trail miles traveled are expected to grow further as the region builds out the trail network and it becomes easier and easier to travel this way.

### TRAIL MILES TRAVELED (in millions)

Source: Tristate Trails



## AIRPORT TRAVEL

Air travel took a hit due to the COVID-19 pandemic, but the number of enplaned passengers has risen since April 2020. While total enplanements at the Cincinnati/Northern Kentucky International Airport (CVG) in April 2022 were still 17% less than the same period in 2019, they were more than 15 times higher than the nadir of the pandemic and continue to climb.

At the same time, cargo traffic at CVG continues to rise. It is now the seventh largest cargo airport in North America, and the 20th largest cargo airport in the world. With over 15,000 badged employees, and a \$133 million operating budget, CVG has an estimated \$6.8 billion annual economic impact.

### CVG BY THE NUMBERS

NON-STOP FLIGHTS

**50+**LARGEST CARGO AIRPORT IN  
NORTH AMERICA**7th**LARGEST CARGO AIRPORT IN  
THE WORLD**20th**

BADGED EMPLOYEES

**15k+**

OPERATING BUDGET

**\$133M**

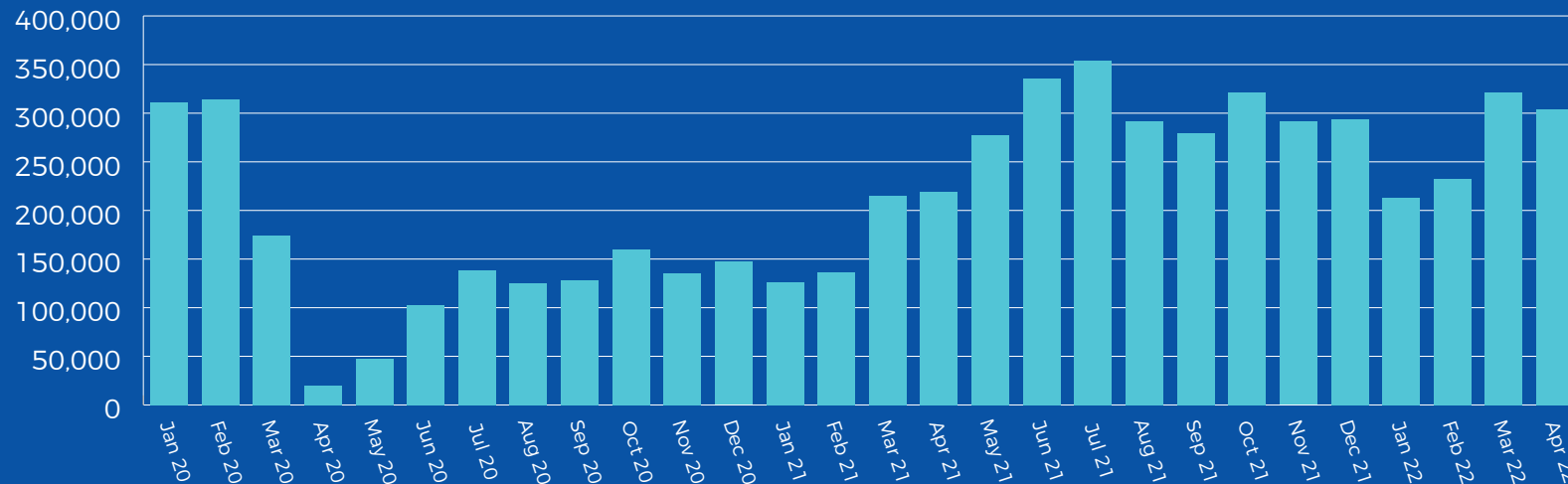
ANNUAL ECONOMIC IMPACT

**\$6.8B**

ANNUAL PASSENGERS (2019)

**9.1M+**

### ENPLANED PASSENGERS

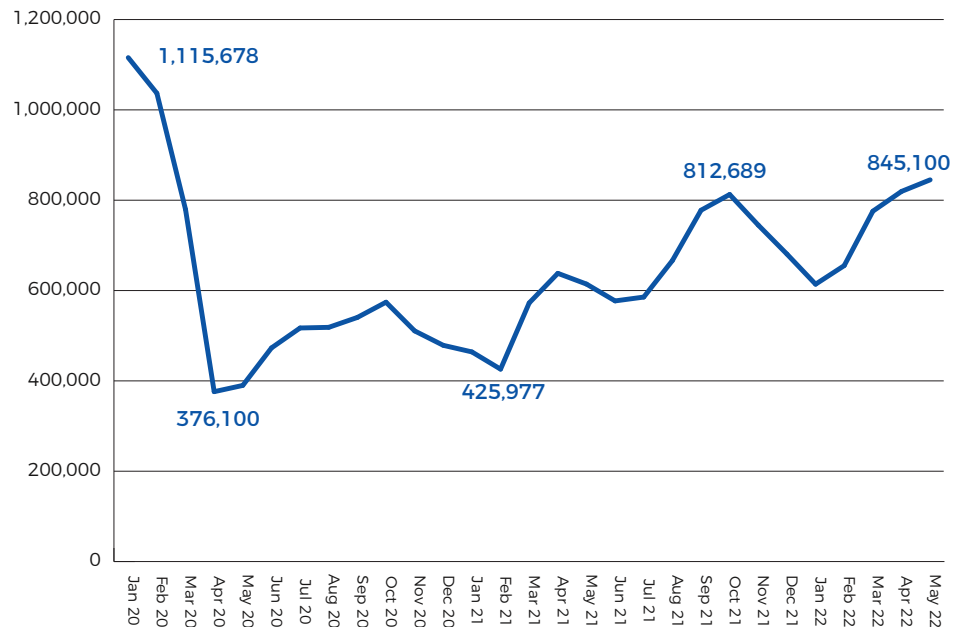
*Source: CVG*

## PUBLIC TRANSIT: BUS RIDERSHIP

Like most transit systems across the country, both Cincinnati Metro and Transit Authority of Northern Kentucky (TANK) were hit hard by the pandemic, with bus ridership falling dramatically at the beginning of 2020. However, there are some bright spots to report. Both systems are seeing a recovery in ridership, and historic investments in both systems have positioned the region for future growth. For example, Metro now runs seven 24/7 routes, making Cincinnati one of only two Ohio cities with 24/7 service, and the Northside Transit Center opened in 2020, with more transit centers being planned across Hamilton County. Metro's expanded service and simplified fare structure has led to growth in overnight and weekend ridership. On the Kentucky side of the river, the TANK System Redesign has resulted in a dramatic streamlining and simplification of the system, increased span of service for core neighborhoods, improved weekend service for core neighborhoods, and a dramatic increase in service to CVG.

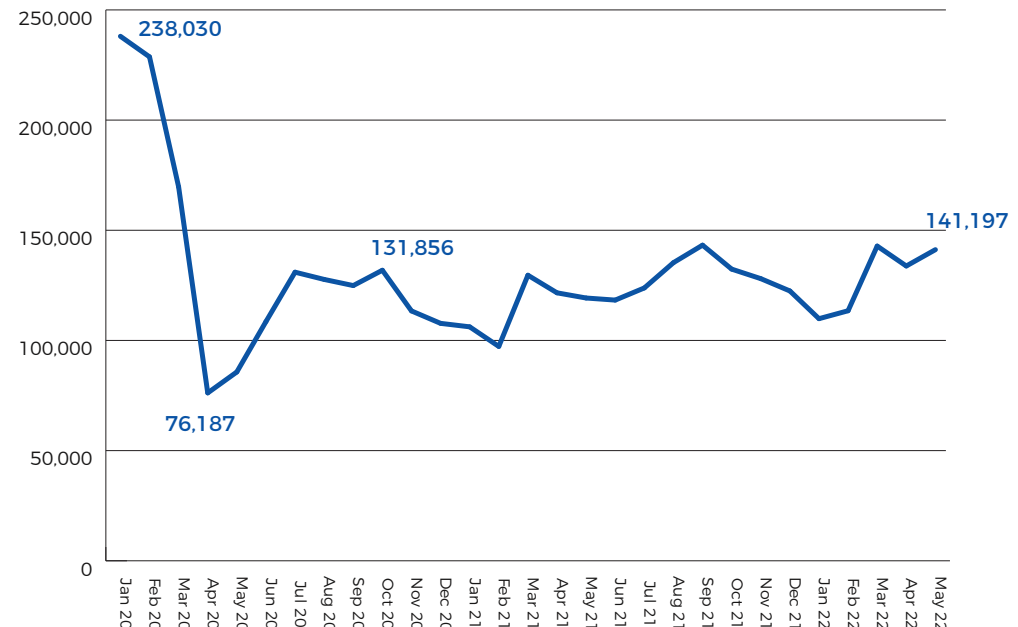
### METRO RIDERSHIP

Source: Southwest Ohio Regional Transit Authority



### TANK RIDERSHIP

Source: Transit Authority of Northern Kentucky



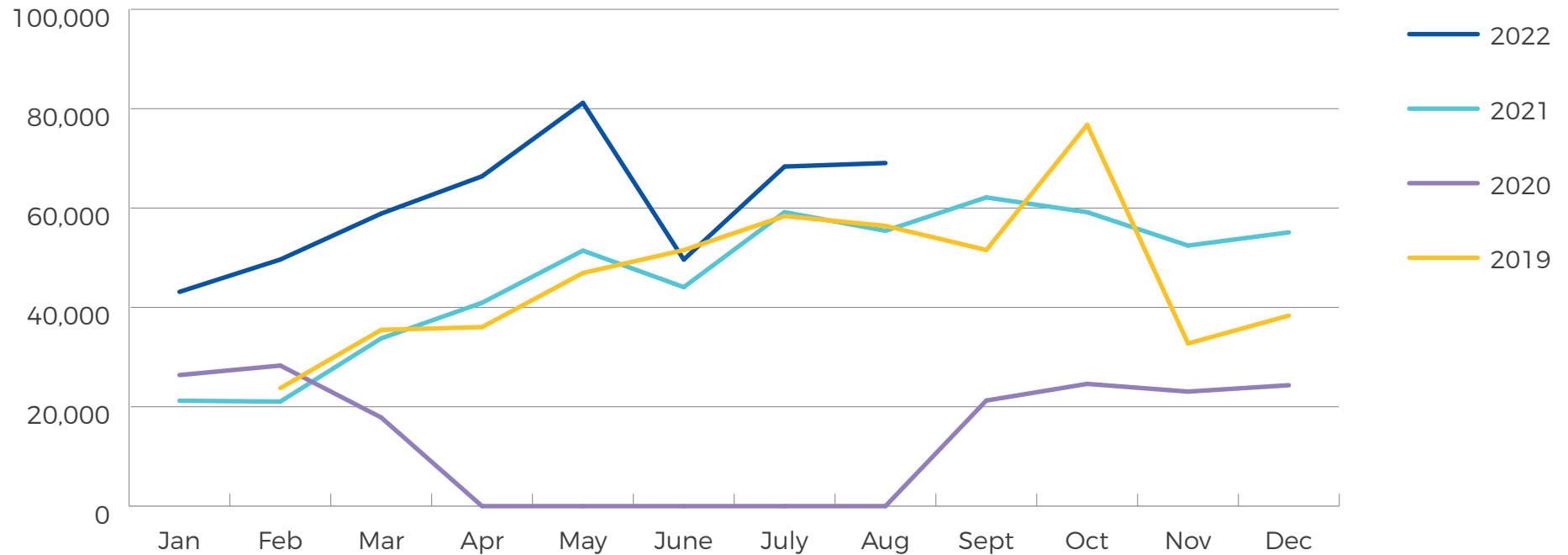


## PUBLIC TRANSIT: STREETCAR RIDERSHIP

While the Cincinnati Streetcar was hit particularly hard by the pandemic, shutting down completely from April to August 2020, the reopening of the system, combined with free fare implementation, has been a massive success. In 2021, ridership grew consistently and has continued to set records in 2022, with the small exception of June 2022 when the streetcar route was truncated for several days due to a building collapse along the route. Another trend seen in the data is a spike in ridership during the Cincinnati USA Regional Chamber's big events, such as BLINK®, Oktoberfest, and Taste of Cincinnati. The streetcar's record daily ridership of 14,670 came in October 2019, during the last iteration of BLINK. With BLINK returning this October, it would not be surprising if the streetcar sees record ridership once again.

### STREETCAR RIDERSHIP

Source: City of Cincinnati



## HOTEL OCCUPANCY & REVENUE PER AVAILABLE ROOM

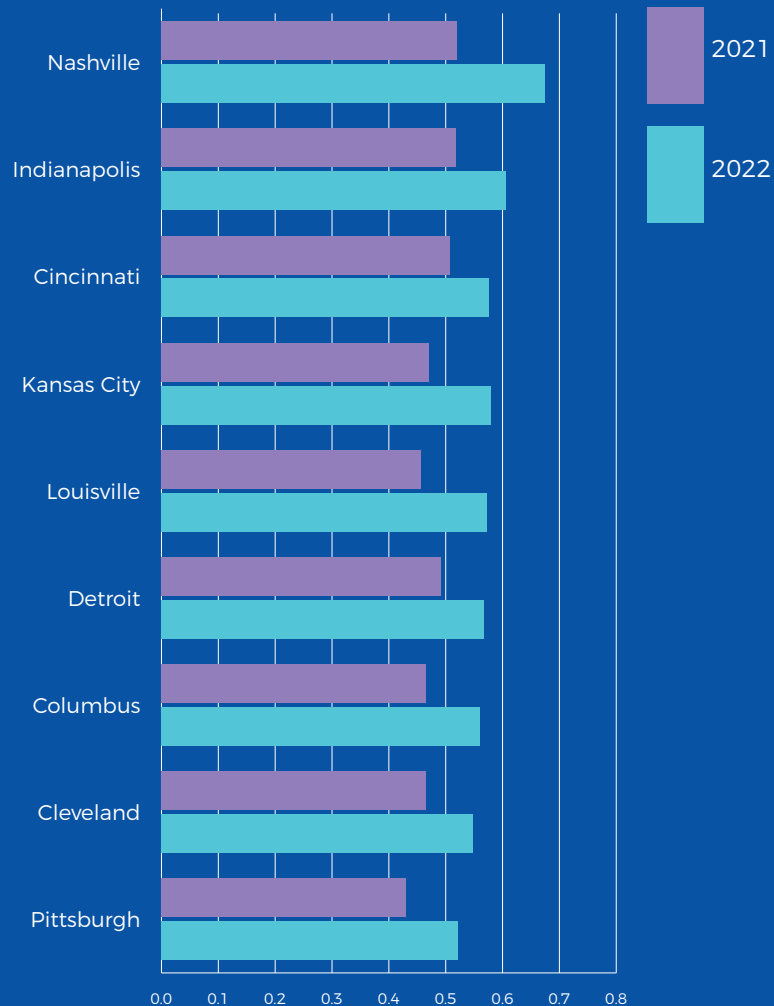


The Cincinnati region has over 30,000 hotel rooms.

The Cincinnati region performs well among geographic peer regions when it comes to hotel occupancy and revenue per available room (RevPAR). The Cincinnati region ranks third among peers in occupancy, and saw average occupancy rise from 50.8% in 2021 to 57.6% in 2022. In revenue per available room, the Cincinnati region ranks fourth at \$65.99 in this peer set, up from \$47.60 in 2021. It's clear that demand is strong for the region's 30,000 plus hotel rooms.

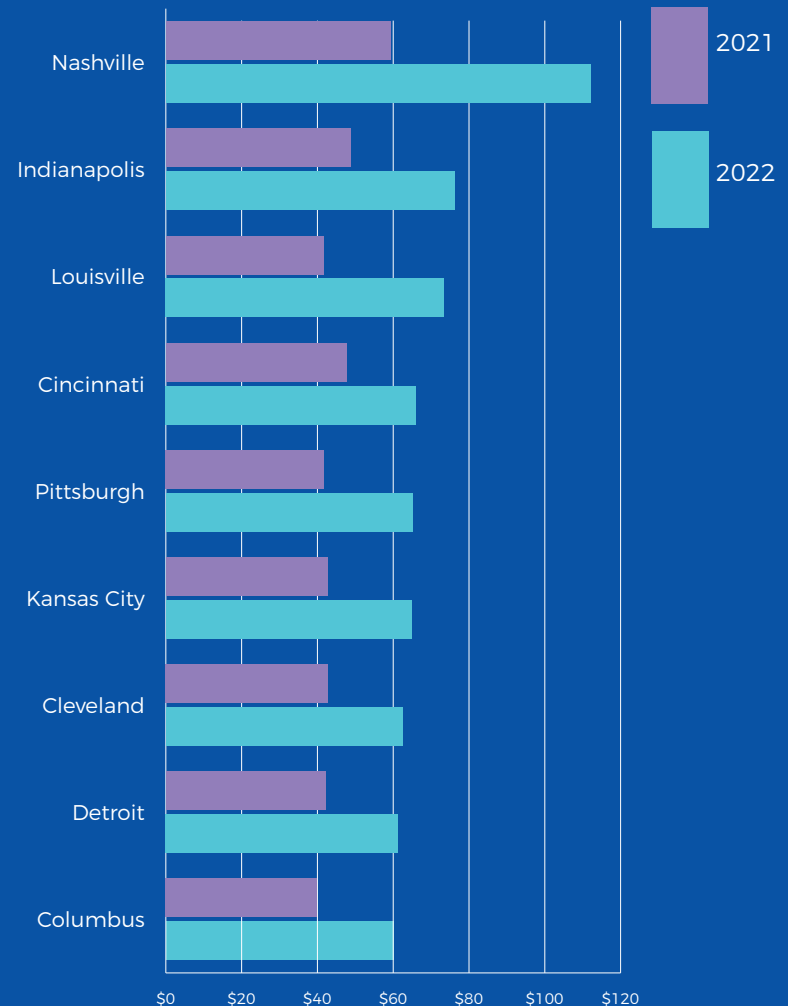
### HOTEL OCCUPANCY

Source: Visit Cincy



### REVENUE PER AVAILABLE ROOM

Source: Visit Cincy



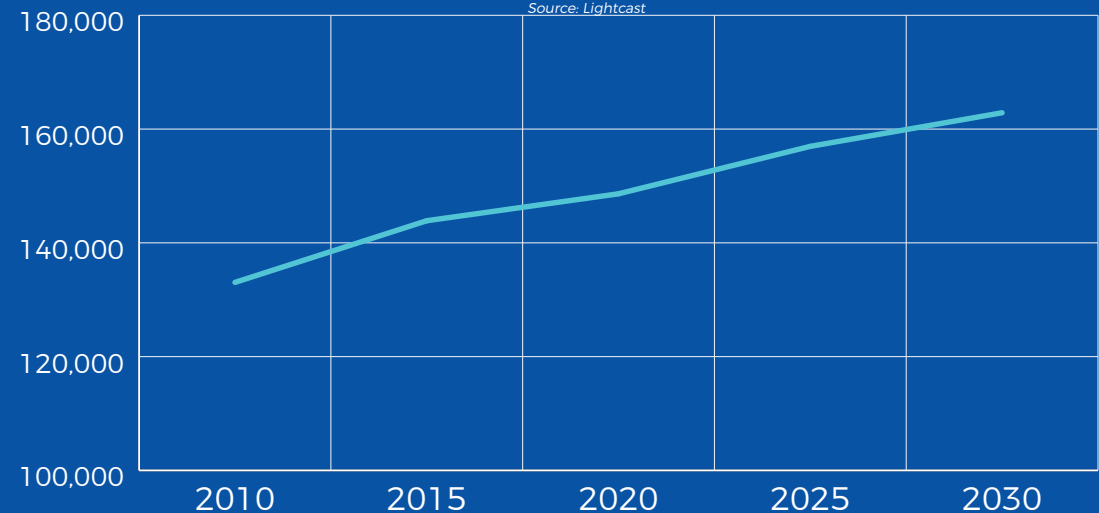
## SECTION 7

# INDUSTRY SPOTLIGHT | HEALTH CARE

Health care and social services is an important, and growing, industry for the Cincinnati region. There are 150,317 jobs in this industry, compared to an average of 144,094 in similarly sized regions. Salaries are also slightly higher than the national average in the Cincinnati region, and demand is higher as well, as evidenced by job posting data as of August 2022. Projections show that this industry will continue to grow in the region, with over 162,000 jobs by the year 2030. Overall, this industry has a \$13.2 billion annual impact locally.

## CINCINNATI REGION HEALTH CARE & SOCIAL ASSISTANCE JOBS

Source: Lightcast



Health Care Industry Spotlight Presented By:

# Humana



When it comes to the number of jobs in the health care and social assistance industry, Cincinnati ranks fourth out of ten.



## REGIONAL HEALTH CARE JOBS OVERVIEW

REGIONAL JOBS

**150,317**

EXPECTED REGIONAL JOBS

**144,094**

REGIONAL AVERAGE SALARY

**\$73,739**EXPECTED REGIONAL  
AVERAGE SALARY**\$70,850**

REGIONAL JOB POSTINGS

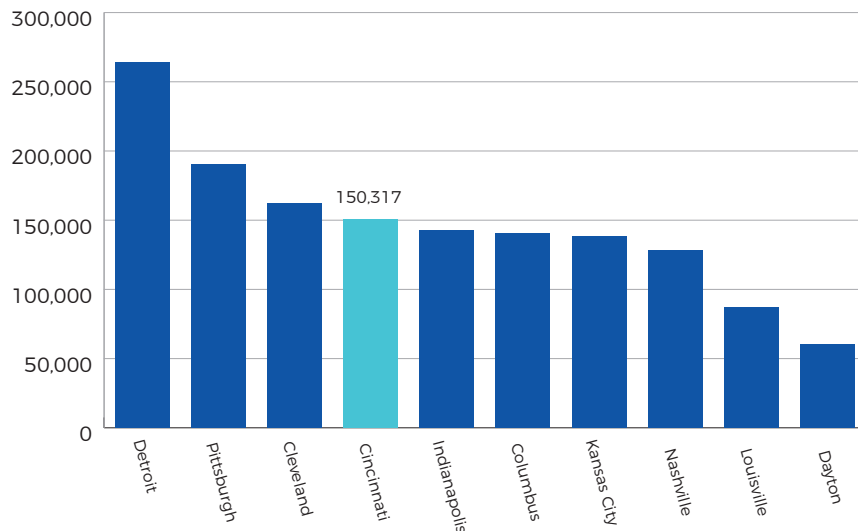
**4,074**EXPECTED REGIONAL  
AVERAGE JOB POSTINGS**3,328**

## HEALTH CARE JOBS

Compared to geographic peers, the Cincinnati region performs strongly when it comes to the number of jobs in the health care and social assistance industry. Cincinnati ranks fourth out of ten, ranked behind Detroit, Pittsburgh, and Cleveland. Detroit is a much larger metro area, and Pittsburgh and Cleveland are known nationally as health care centers. When it comes to the average salary that talent can expect, the Cincinnati region is in the middle of pack, ranking fifth out of the ten geographic peers.

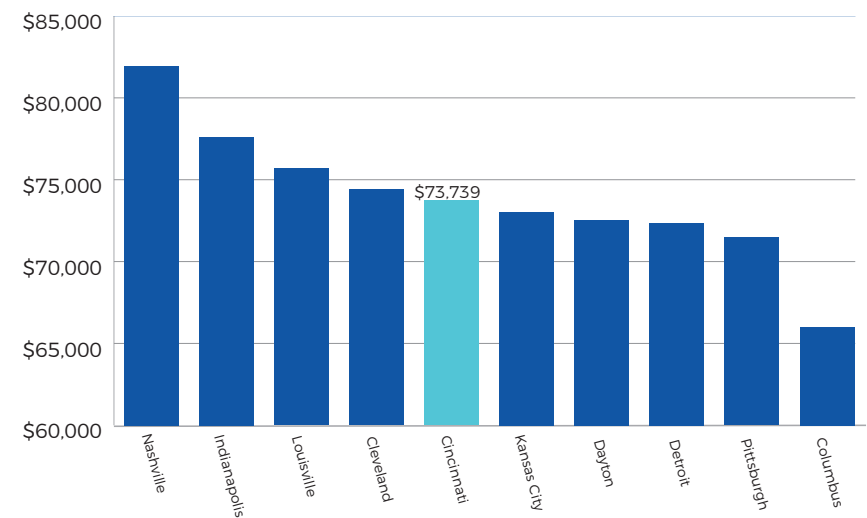
## HEALTH CARE AND SOCIAL ASSISTANCE JOBS

Source: Lightcast



## HEALTH CARE &amp; SOCIAL ASSISTANCE AVERAGE SALARY

Source: Lightcast

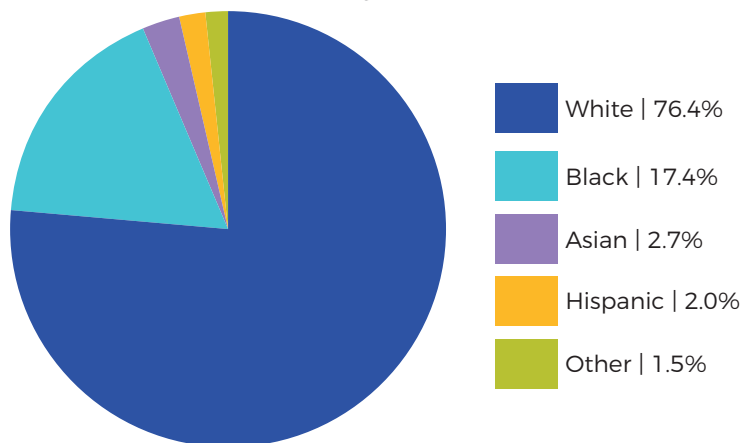


## HEALTH CARE WORKFORCE

The workforce in health care and social services is more diverse than the region as whole. For example, the Cincinnati region is about 12% Black, employees in this industry in the region are about 17% Black. Even more striking is the fact that this industry is dominated by a female workforce, with about 80% of employees identifying as female. This is very close to the national average, with about 78% of employees in this industry identifying as female nationally.

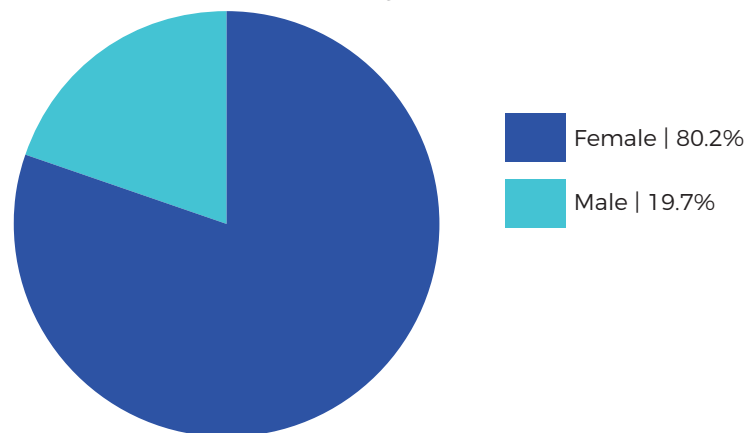
### HEALTH CARE WORKFORCE BY RACE

Source: Lightcast



### HEALTH CARE WORKFORCE BY GENDER

Source: Lightcast

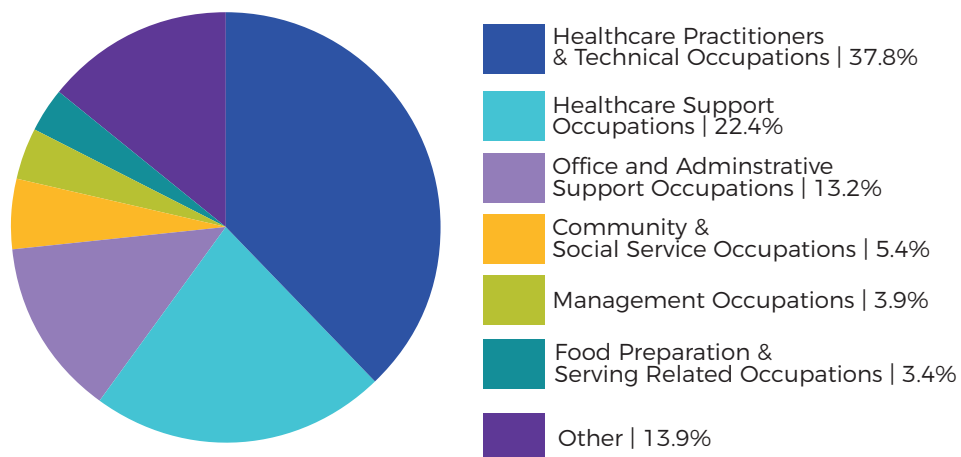


## HEALTH CARE OCCUPATIONS

Within the healthcare and social services industry, the most common occupations in the Cincinnati region are healthcare practitioners and technical occupations. This is a wide ranging category that includes a host of health care occupations including dentists, physicians, orthopedic surgeons, athletic trainers, cardiologists, nurse practitioners, and many others. In the region, the category makes up about 38% of the health care and social services workforce, compared to 32% nationally.

### HEALTH CARE WORKFORCE BY OCCUPATION

Source: Lightcast



## TOP JOB POSTINGS BY EMPLOYER & TITLE

Over the 12 months ending in July 2022, the top five companies in the healthcare and social services industry in the region who are looking for talent are large health systems, a strong indicator of how fast the health care industry is growing in the region. Registered nurses are most in-demand, followed by licensed practical nurses and state tested nursing assistants, illustrating the enormous demand for the nursing field in the region.

### TOP REGIONAL EMPLOYER JOB POSTINGS

Source: Lightcast

TOP COMPANIES	UNIQUE JOB POSTINGS
Mercy Health	4,782
Cincinnati Children's Hospital	4,315
UC Health	2,144
St. Elizabeth Healthcare	1,387
Christ Hospital	1,187

### TOP REGIONAL JOB POSTINGS

Source: Lightcast

JOB TITLE	UNIQUE JOB POSTINGS
Registered Nurses	915
Licensed Practical Nurses	746
State Tested Nursing Assistants	743
Medical Assistants	469
Physical Therapists	342







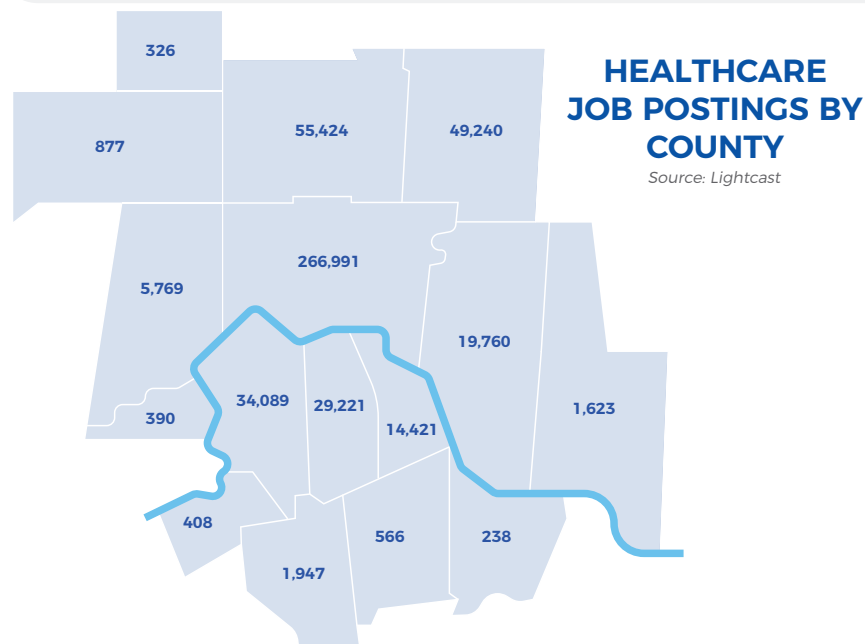
Butler and Warren county are becoming more important to the region's healthcare and social services industry, being situated perfectly between Cincinnati and Dayton.

## REGIONAL HEALTH CARE JOB DEMAND

For the 12 months ending in July 2022, the highest demand for healthcare and social services talent was in Hamilton County, the region's most densely populated county and home to the City of Cincinnati. But there was also significant demand in Butler, Warren, and Boone Counties. Butler and Warren, in particular, are becoming more important to the region's healthcare and social services industry, being situated perfectly between Cincinnati and Dayton, right in the middle of the growing Cincinnati-Dayton metroplex.

## IN-DEMAND SKILLS

From May to July 2022, a snapshot of the skills that are most included in job postings show that nursing is the most sought after skill in the health care and social services industry in the region. This is followed by CPR and medical records. Looking further back, nursing has consistently been the most sought after skill for several years in a row, and projections show that this will continue to be the case.



### HEALTHCARE JOB POSTINGS BY COUNTY

Source: Lightcast

### HEALTHCARE JOB POSTINGS

Source: Lightcast

SKILLS	POSTINGS
Nursing	3,042
CPR	1,535
Medical Records	1,137
Nursing Care	935
Infection Control	891
Medical Administration	890
Electronic Medical Record	821
Treatment Planning	777
Care Coordination	772
Patient Safety	689

## OCCUPATION SPOTLIGHT: REGISTERED NURSES

JOBS IN CINCINNATI REGION

24,543

JOB POSTINGS

16,259

AVERAGE SALARY

\$72,022

TOTAL EMPLOYERS

1,096



RANK	Where Nursing Talent Lives	Total Workers (2021)
1	45011 (Hamilton/Liberty Twp)	661
2	45238 (Delhi Twp)	646
3	45013 (Hamilton/Ross Twp)	571
4	45069 (West Chester)	566
5	45231 (Mt. Healthy/Springfield Twp)	561

## EDUCATION SPOTLIGHT: REGISTERED NURSES

NURSING PROGRAMS IN THE CINCINNATI REGION

17

ANNUAL NURSING DEGREE COMPLETIONS

3,205

Programs	Completions
Registered Nursing	2,168
Family Practice Nursing	399
Adult Health Nursing	154
Psychiatric/Mental Health Nursing	143
Registered Nursing, Nursing Admin, Nursing Research, and Clinical Nursing, Other	105

Programs	Nursing Degree Completions (2020)
University of Cincinnati - Main Campus	1,205
Northern Kentucky University	427
Xavier University	374
The Christ College of Nursing	231
Galen College of Nursing	170

University of



## SECTION 8

# LOOKING FORWARD

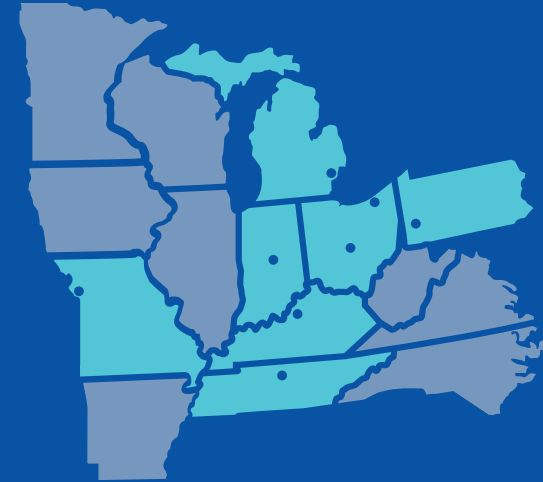
Looking forward, the Center for Research & Data (CRD) hopes to track key regional indicators and how Cincinnati compares to peer regions. The twenty indicators listed on this page are just a snapshot of the data that will be compiled and updated regularly. In conjunction with REDI Cincinnati, CRD plans to launch an online data dashboard by the end of 2022. This data dashboard will include a host of regional indicators, including those listed below, to be updated regularly and made easily available to partners, stakeholders, and the public. Future State of the Region reports will track the progress on many of these key indicators.

Indicator	Total	Cincinnati Region Rank Among Peer Cities	Source
Total Population (2021)	2,259,935	3rd	US Census Bureau
Population Growth (2020-2021)	2,268	5th	US Census Bureau
Millennial Population (2021)	445,927	7th	US Census Bureau
Regional Real GDP (2020, in 2012 chained dollars)	\$135.5 billion	3rd	US Bureau of Economic Analysis
Fortune 500 Companies (2022)	7	2nd	Fortune
Total Jobs (2021)	1,089,054	4th	Lightcast
5-Year Job Growth (2016-2021)	1%	4th	Lightcast
Labor Force Participation Rate (May 2022)	64.5%	6th	Bureau of Labor Statistics
Median Household Income (2021)	\$66,435	4th	US Census Bureau
Cost of Living Index (2021)	96.8	6th	Lightcast
Child Poverty Rate (2020)	15.8%	4th	US Census Bureau
Residential Building Permits (2021)	8,351	6th	US Department of Housing and Urban Development
Median Home Value (2022)	\$259,655	6th	Zillow Home Value Index
Violent Crime per 1,000 people (2021)	2.06	2nd	Lightcast
Property Crime per 1,000 people (2021)	13.82	3rd	Lightcast
Educational Attainment (Bachelor's Degree or Higher)	34.5%	6th	US Census Bureau
Regional Exports (2021)	\$142.31 billion	7th	International Trade Administration
Degree Completions (2020)	33,804	5th	Integrated Postsecondary Education Data System
Tech Jobs (2021)	44,607	4th	Lightcast
5-Year Tech Job Growth (2016-2021)	-5%	6th	Lightcast



On average, the Cincinnati region ranks 4th out of 20 in the identified key indicators.

For this report, CRD chose nine geographic peer regions for comparison. Columbus, Cleveland, Indianapolis, Detroit, Dayton, Louisville, Lexington, Nashville, and Pittsburgh. These peer regions are all located within 500 miles of Cincinnati with a mixture of large and small, and growing and shrinking regions. Most are similarly sized to Cincinnati, but not all. Some are booming economically, while others are not growing as fast. By comparing the region to this mix of geographic peers, stakeholders can get a better idea of the region's placement, and the strengths and opportunities for growth. In future years, the CRD will add an additional set of competitive city sets, not limited to geographic area.



Metro	Population	2020-2021 Growth	Millennials	Housing Permits	Child Poverty	Degree Completions
Detroit	4,365,205	-15,409	856,114	8,598	20.30%	35,864
Pittsburgh	2,353,538	-13,755	456,376	5,223	14.10%	37,554
Cincinnati	2,259,935	2,268	445,927	8,351	15.80%	33,804
Kansas City	2,199,490	5,912	462,513	11,252	13.80%	21,600
Columbus	2,151,017	9,975	488,596	12,062	17.50%	35,696
Indianapolis	2,126,804	13,104	449,047	13,451	16.00%	48,387
Cleveland	2,075,662	-9,695	394,836	3,340	20.00%	23,209
Nashville	2,012,476	17,133	446,482	32,322	15.00%	24,842
Louisville	1,284,566	-492	260,807	5,585	17.40%	16,069
Dayton	813,516	41	159,256	2,032	20.00%	17,464

# STATE OF THE REGION CINCINNATI | 2022



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