



**GROWTH  
PARTNERSHIP**

# **CINCINNATI-NKY ECONOMIC SNAPSHOT AND DATA ACCESSIBILITY**

Prepared for the Northern Kentucky  
Accountability Group

# WHO WE ARE

- First Regional Economic Development Entity in Kentucky, Established in 1987
- Serving Boone, Campbell, and Kenton Counties
- Won 765 business projects, generated more than 74,150 primary industry jobs and \$9.3B+ capital investment



## OUR VISION:

Opportunity and Prosperity for  
All Northern Kentuckians.

# BE NKY BUSINESS LINES



## ECONOMIC STRATEGY

BE NKY gleans insights from our communities and shares insights from working with site selectors and existing businesses.



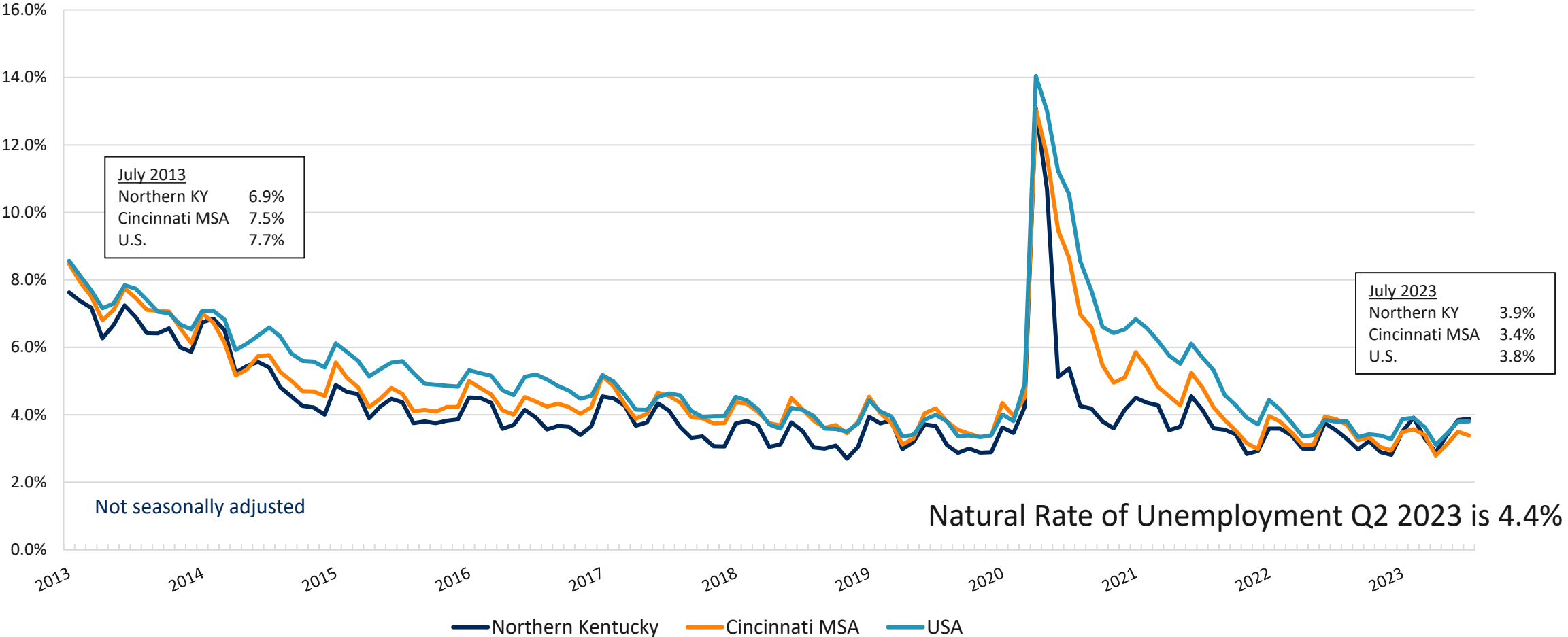
## ECONOMIC DEVELOPMENT

BE NKY helps mitigate the risk of location decisions for clients and brings our community expertise to site selectors and clients.

# LABOR MARKET

Macro-level trends

# UNEMPLOYMENT RATE

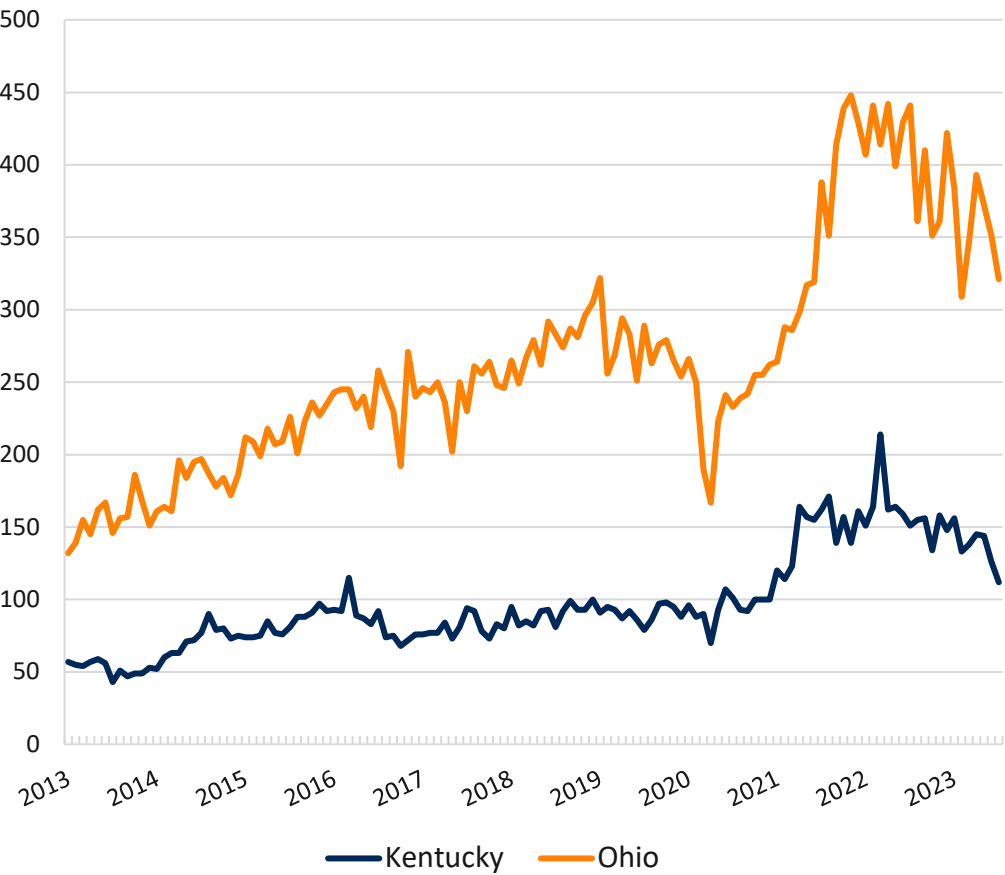


Source: U.S. Bureau of Labor Statistics



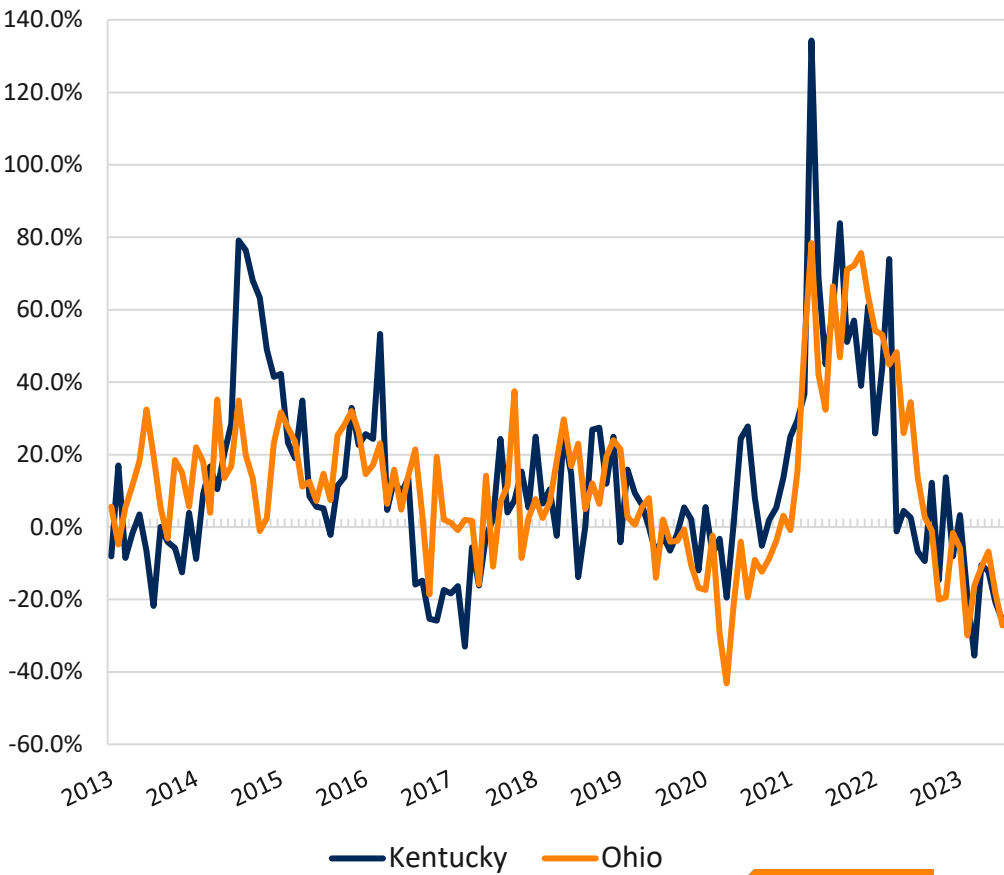
# JOB OPENINGS: NUMBER & PERCENT CHANGE

Number of Job Openings (Total Nonfarm)

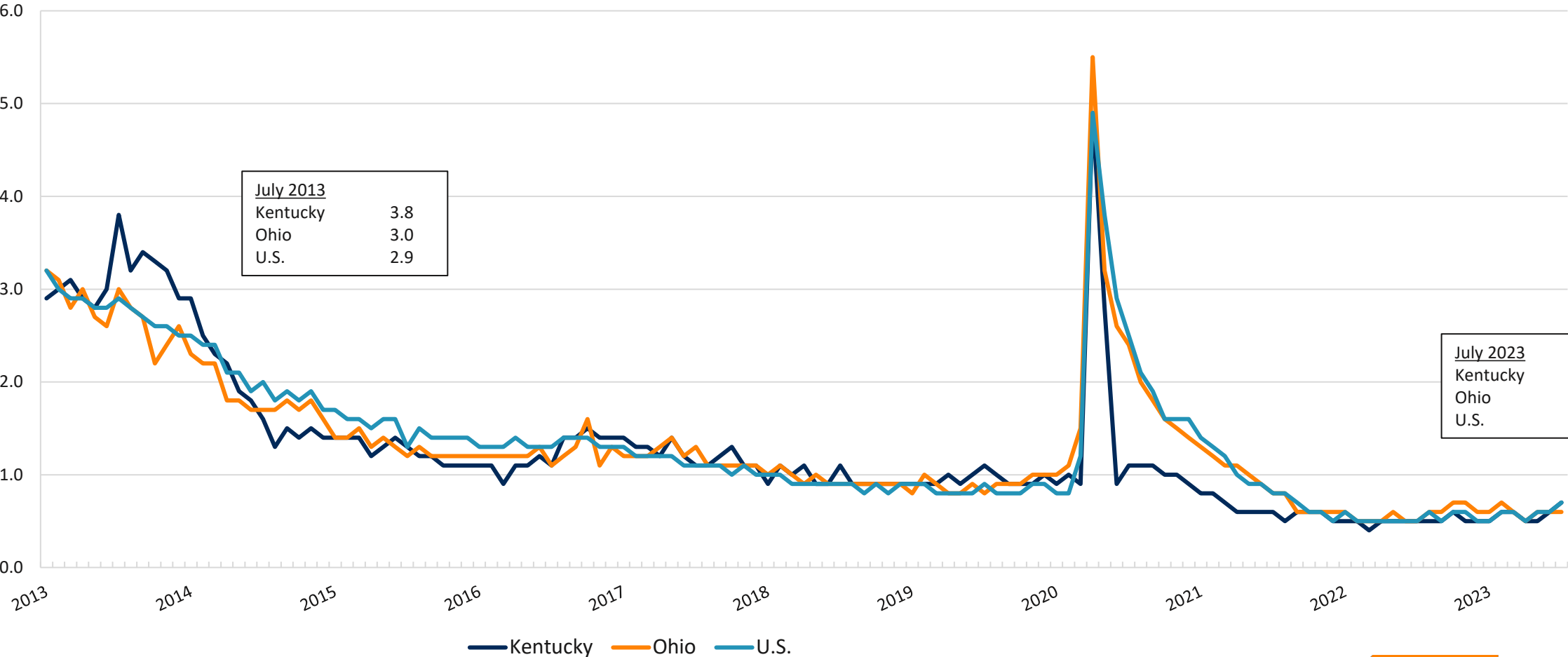


Source: U.S. Bureau of Labor Statistics

Year-Over-Year Percent Change



# UNEMPLOYED PERSONS PER JOB OPENING

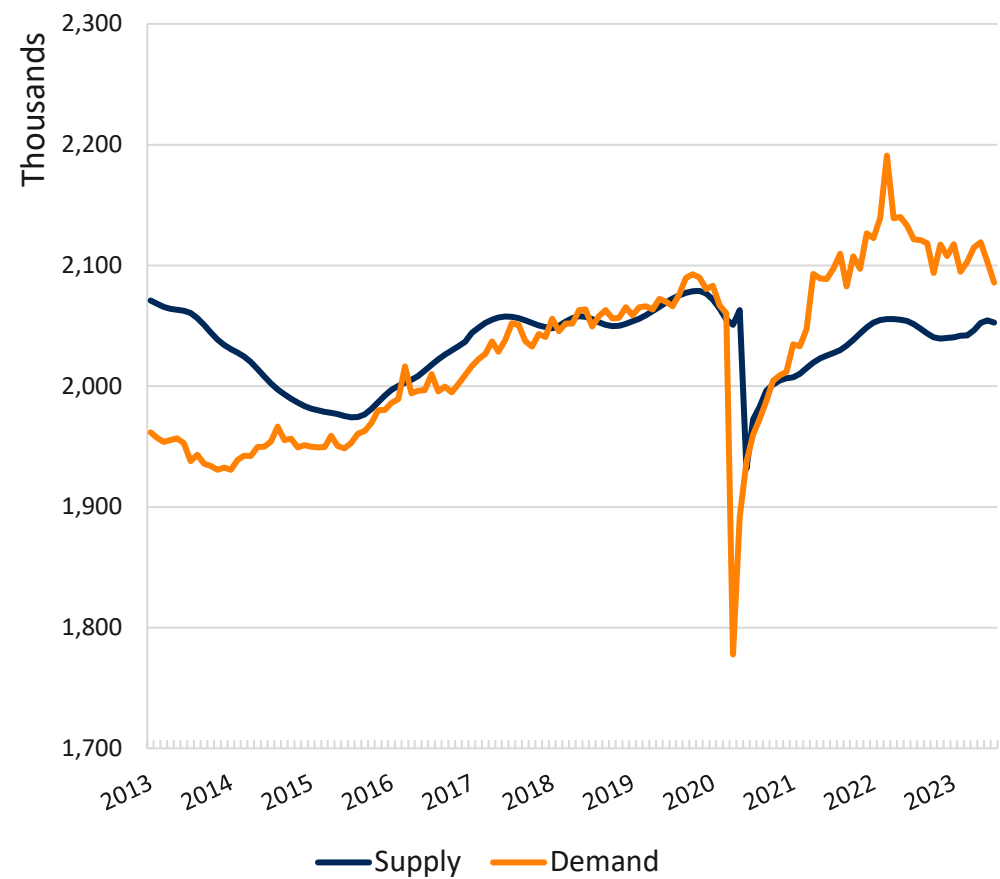


Source: U.S. Bureau of Labor Statistics

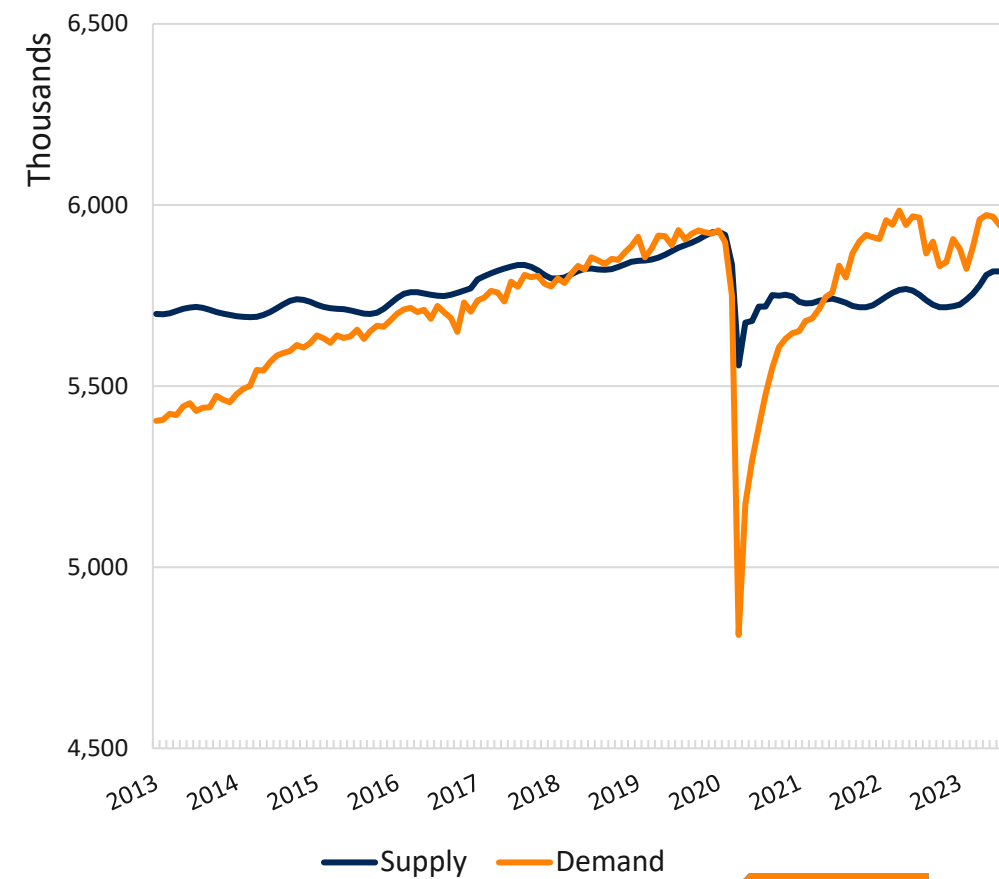
# KY & OH LABOR SUPPLY AND DEMAND

Supply = Civilian Labor Force  
Demand = Employment + job openings

Kentucky



Ohio



Source: U.S. Bureau of Labor Statistics





# JOB POSTINGS [REAL-TIME INTELLIGENCE]

There are an estimated 4,800 active full-time job listings in Northern Kentucky

## Top Requested Hard Skills

Microsoft Excel

Microsoft Office

Ability to Lift 41-50 lbs.

Ability to Lift 51-100 lbs.

Manufacturing

Microsoft Outlook

Microsoft Word

Microsoft PowerPoint

Cash Handling (Cashier)

Mathematics

## Top Requested Soft Skills

Communication (Verbal and written skills)

Cooperative/Team Player

Customer Service

Organization

Problem Solving

Detail Oriented/Meticulous

Supervision/Management

Self-Motivated/Ability to Work Independently/Self Leadership

Adaptability/Flexibility/Tolerance of Change and Uncertainty

Ability to Work in a Fast-Paced Environment

## Top Requested Certifications

Driver's License

Certification in Cardiopulmonary Resuscitation (CPR)

Registered Nurse (RN)

Basic Life Support (BLS)

Commercial Driver's License (CDL)

Licensed Practical Nurse (LPN)

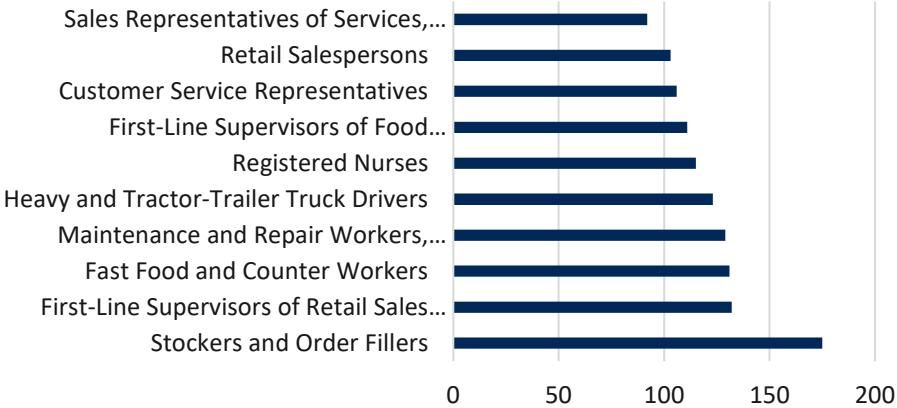
Class A Commercial Driver's License (CDL-A)

Advanced Cardiac Life Support Certification (ACLS)

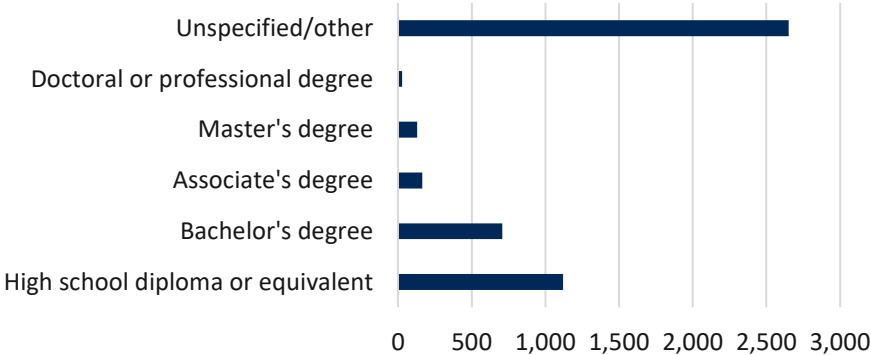
Certified Nursing Assistant (CNA)

First Aid Certification

Ads by Occupation

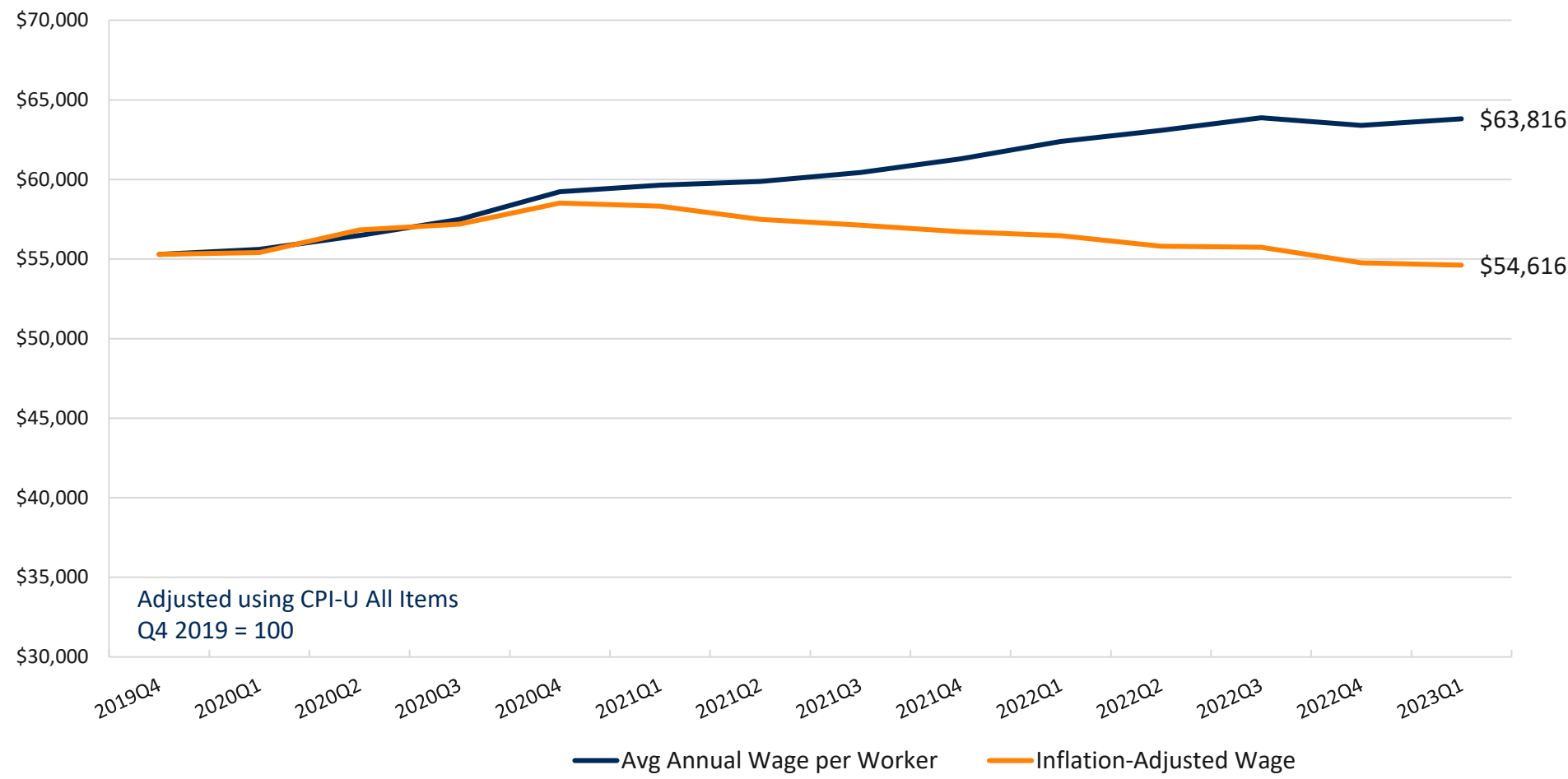


Ads by Minimum Education Required



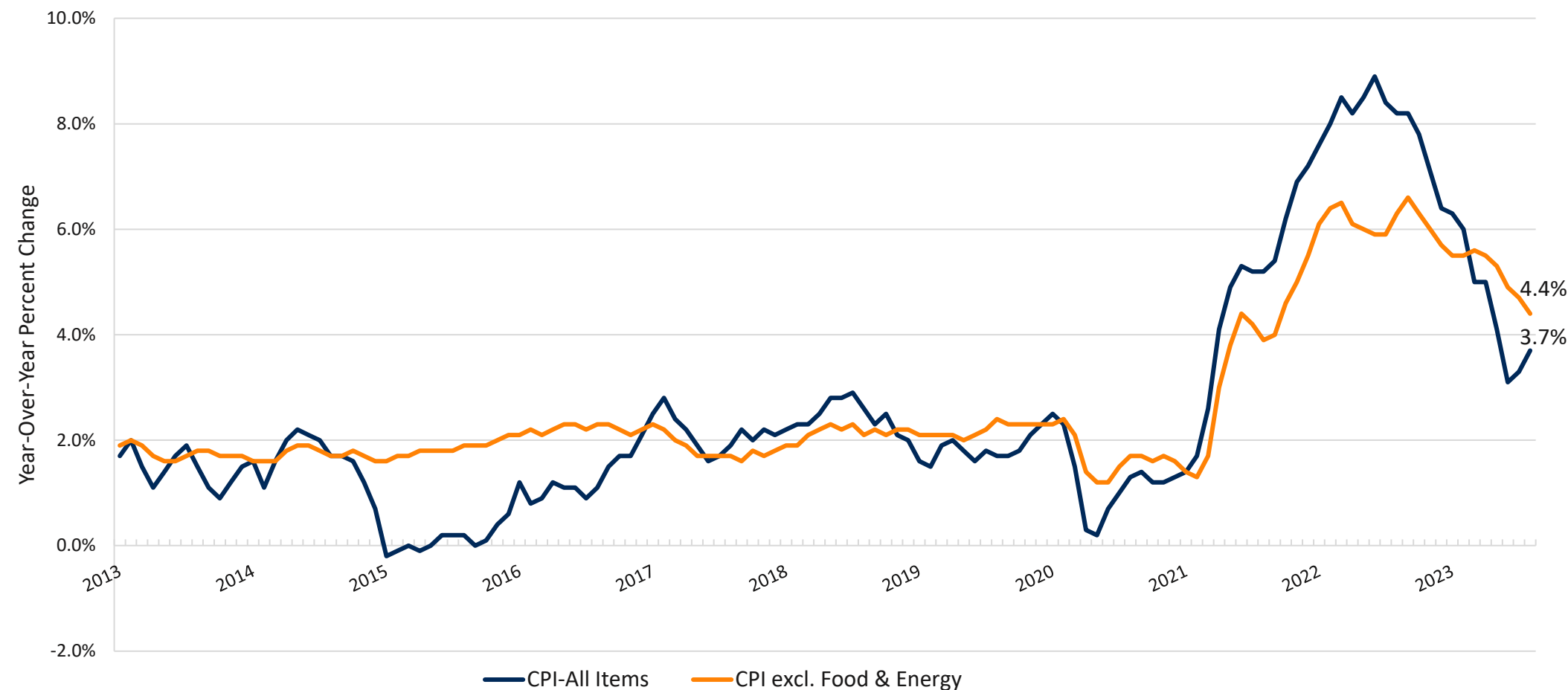
Source: JobsEQ Real-Time Intelligence

# AVERAGE ANNUAL WAGES: CINCINNATI MSA



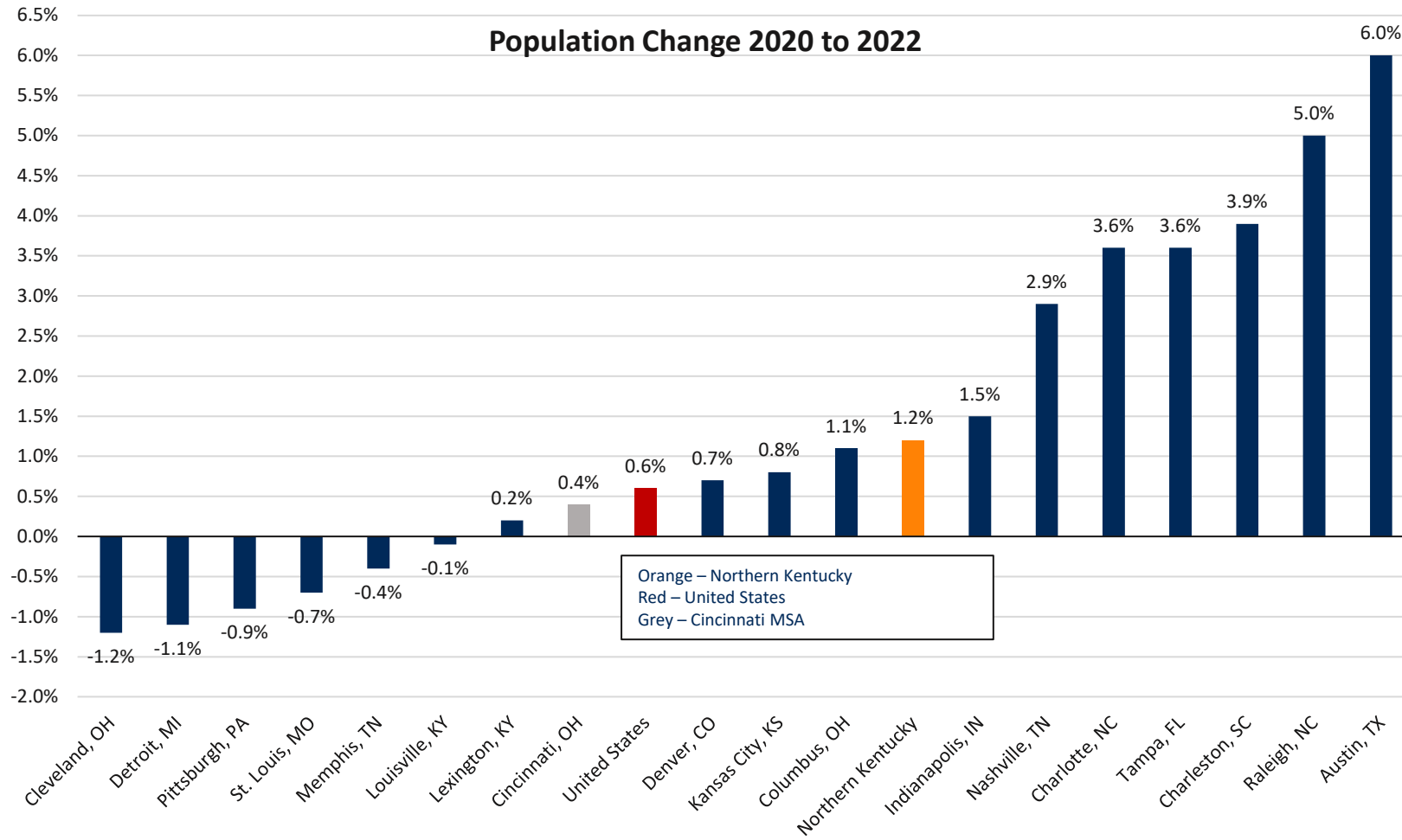
Source: JobsEQ, Federal Reserve

# CONSUMER PRICE INDEX: MEASURING INFLATION



Source: U.S. Bureau of Labor Statistics

# POPULATION CHANGE BY METRO AREA

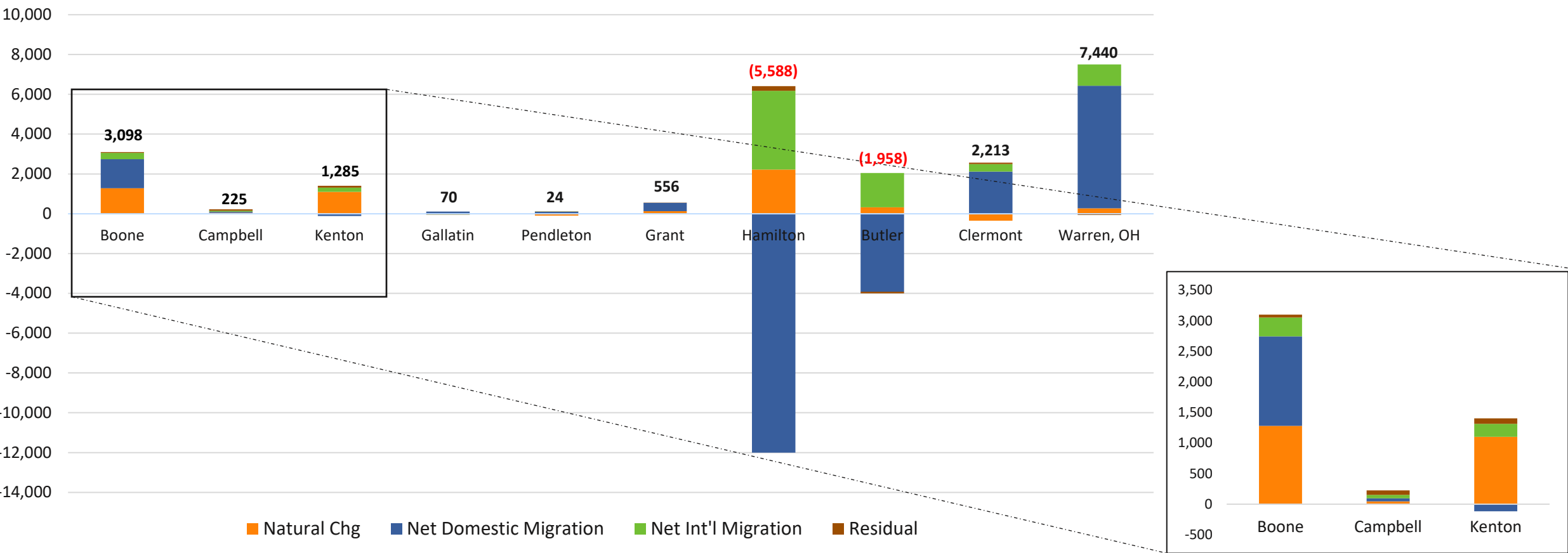


- Declining birth rates
- Aging population
- Migration is playing out unevenly across the U.S.

Source: U.S. Census

# COMPONENTS OF POPULATION CHANGE 2020-2022

Cumulative Population Change, April 1, 2020 to July 1, 2022

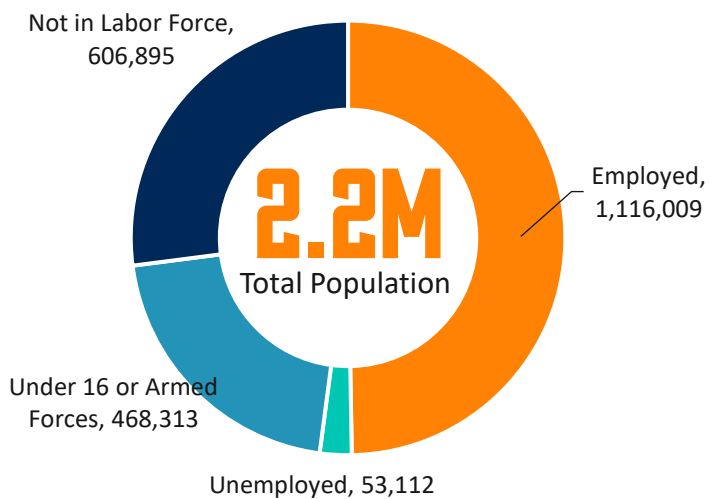


Source: U.S. Census Bureau Population Estimates Division



# CINCINNATI MSA LABOR MARKET OVERVIEW

Straddling the Ohio River, the Cincinnati MSA, of which Northern Kentucky is key sub-region, has a large and well-educated labor force that has experienced steady growth post-pandemic.



**1.2M**  
Civilian Labor Force



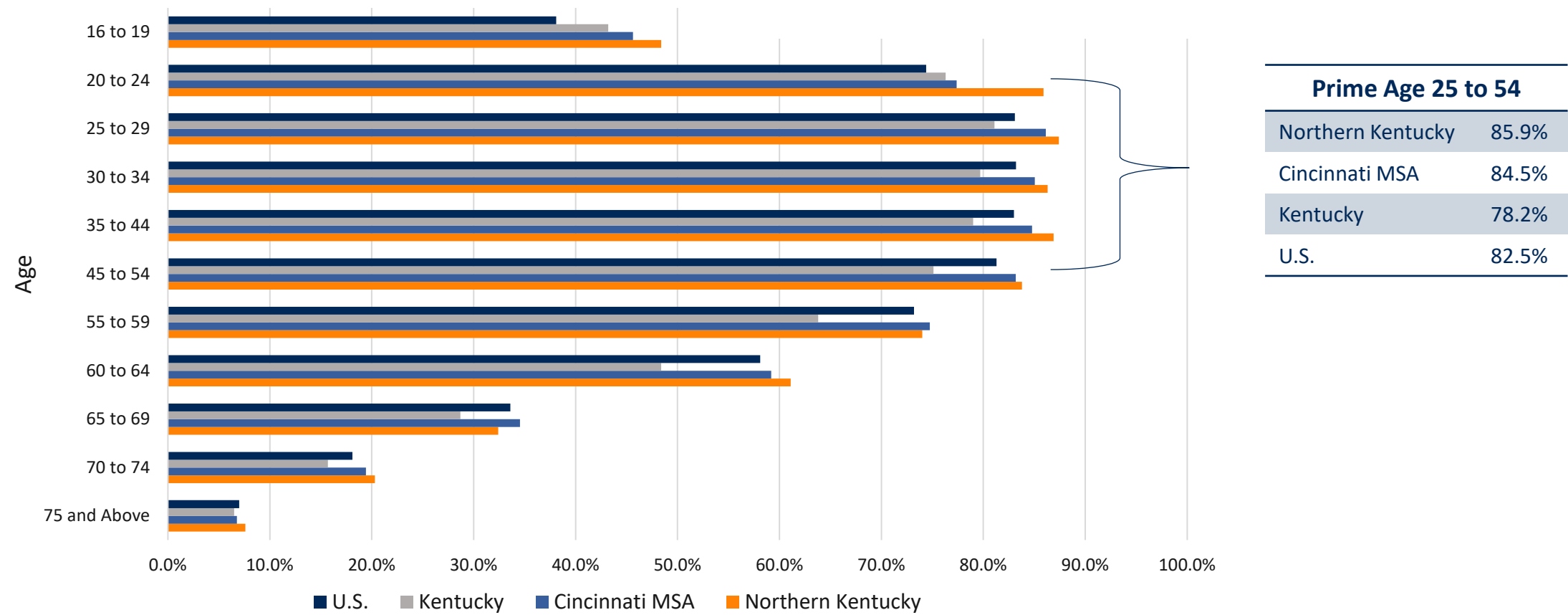
**438K**  
Adults Aged 25 to 64 with Bachelor's degree or higher



Source: U.S. Bureau of Labor Statistics May 2023, U.S. Census American Community Survey 5-Year Estimates 2017-2021. Reflects OMB March 2020 MSA delineation.

# LABOR FORCE PARTICIPATION RATE

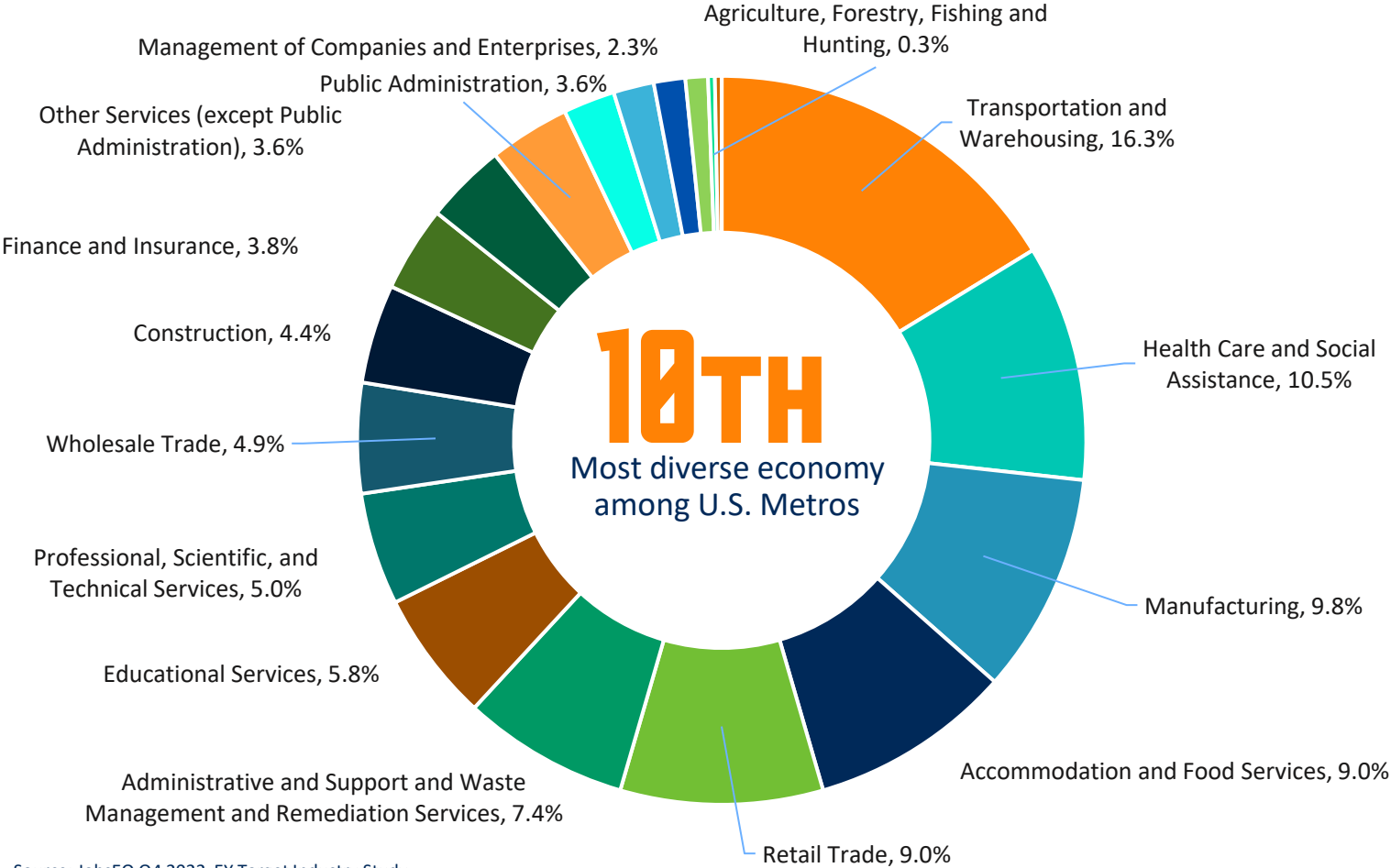
Northern Kentucky benefits from a high labor force participation rate in comparison to the overall Kentucky and U.S. average, particularly in the prime working age category (25 to 54)



Source: U.S. Census American Community Survey 5-Year Estimates 2017-2021



# ECONOMIC DIVERSIFICATION & STRENGTHS



Source: JobsEQ Q4 2022, EY Target Industry Study  
Chmura Economic Diversity Index

## Target Industry Sectors

- Advanced Manufacturing
- Life Sciences
- Supply Chain Management & Support Services
- Information Technology



# DATA & ACCESSIBILITY

The Northern Kentucky Atlas

# A HIGH-LEVEL LOOK AT THE STATE OF THE REGION

Over the last 10 years, key metrics for the Northern Kentucky economy have been positive



POPULATION



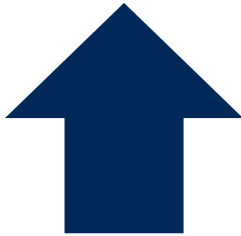
TOTAL  
EMPLOYMENT



MEDIAN HOUSEHOLD  
INCOME



UNEMPLOYMENT  
RATE



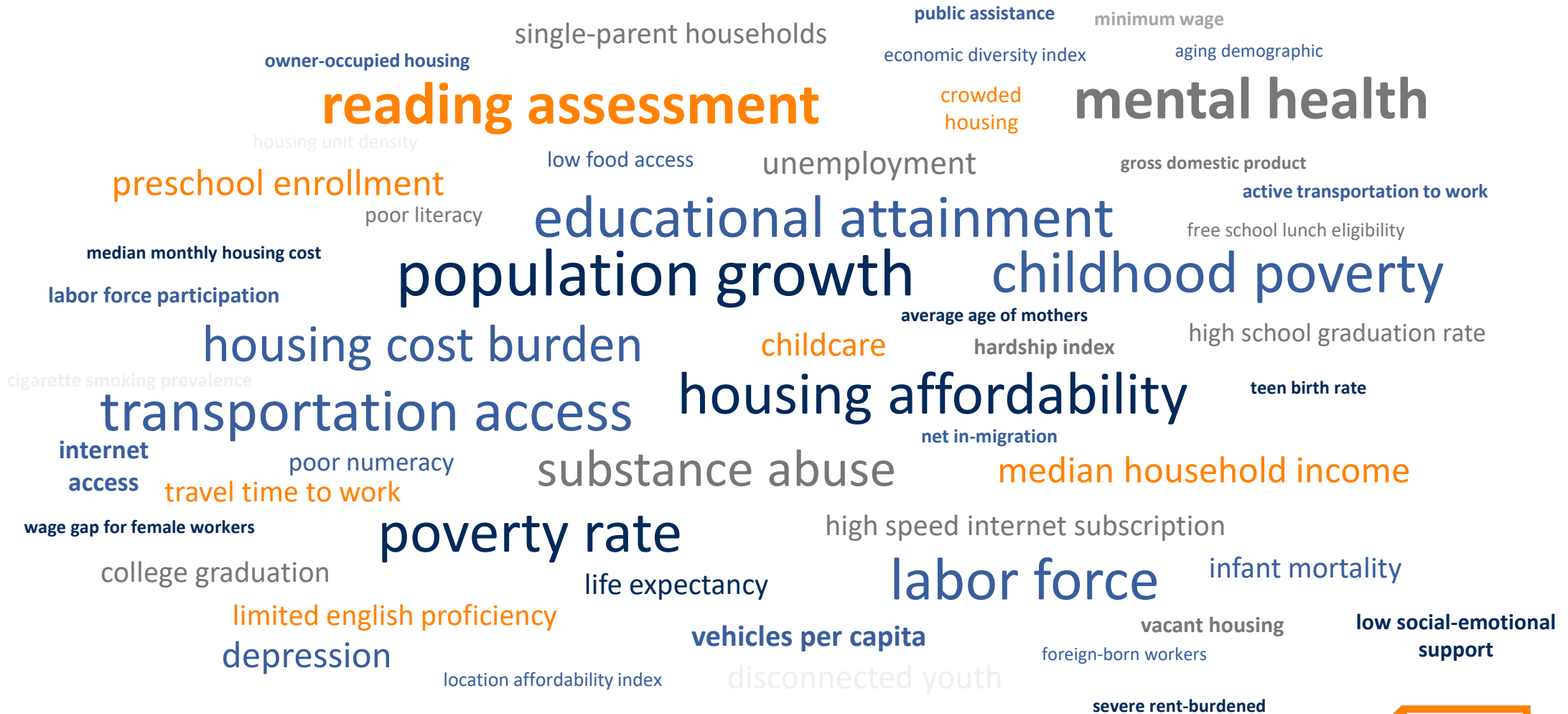
AVERAGE ANNUAL  
WAGES



LABOR FORCE  
PARTICIPATION RATE

Going forward, what should our economy look like in the next 5 to 10 years and what are the conversations we need to have to get there?

# POTENTIAL IMPEDIMENTS TO PROSPERITY?



# POTENTIAL IMPEDIMENTS TO PROSPERITY?



# THE TOOL: NORTHERN KENTUCKY ATLAS

## DATA-INFORMED COMMUNITY DECISION-MAKING

GOAL: Enable Northern Kentucky business and community leaders to contribute to increased prosperity, growth, and equity in our region by providing them with data, insights, and a forum to inform better decision-making.

- Partnered with Metopio, a leader in cloud-based data sharing and visualization platforms, to develop the Northern Kentucky Atlas
- Provides an open, interactive source for data on wide-ranging topics for the 3-county Northern Kentucky Region
- Tool to allow key stakeholders, as well as the broader community, to gain visibility on key metrics pertinent to our region



# ATLAS FUNCTIONALITY



## Mapping & visualization

Assess differences between places and geographies across the Northern Kentucky region



## Comparison & trend charts

Aggregate data into line graphs for time series or bar graphs for comparisons across places within the region (e.g., various jurisdictions, zip codes, etc.)



## Explore relationships between variables

Interactive scatterplot allows users to assess possible correlations between data/topics



## Data Download

Export data out of the Atlas to use in other analyses

The screenshot displays the Northern Kentucky Atlas web application. At the top right is the logo for the Northern Kentucky Growth Partnership, featuring 'BE' in a large blue font with 'NKKY' in orange above it, and 'GROWTH PARTNERSHIP' in a white box to the right. A dark blue sidebar on the left contains a navigation menu with icons and text: Home, How To Use, School Report Card, Places (with a dropdown arrow), Topics (with a dropdown arrow), Download, Contact Us, Admin Site (showing 'Logged in as David McAleese'), and Powered by Metopio. The main content area has a large blue header with the text 'NORTHERN KENTUCKY ATLAS' in white. To the right of this header is an orange box titled 'COMMUNITY DATA DASHBOARD' with the text 'Start typing to explore' and a search input field labeled 'Search this site'. Below the header is a 'QUICK START' section with the instruction 'Select both a place and a topic to launch a map or chart.' It includes two search input fields, 'Search Places' and 'Search Topics', and two buttons: 'VIEW MAP' and 'VIEW CHART'. On the far right is a map of Northern Kentucky with several locations labeled, including Boone, Kenton, Campbell, and others.

# FUNCTIONALITY: MAPPING & VISUALIZATION



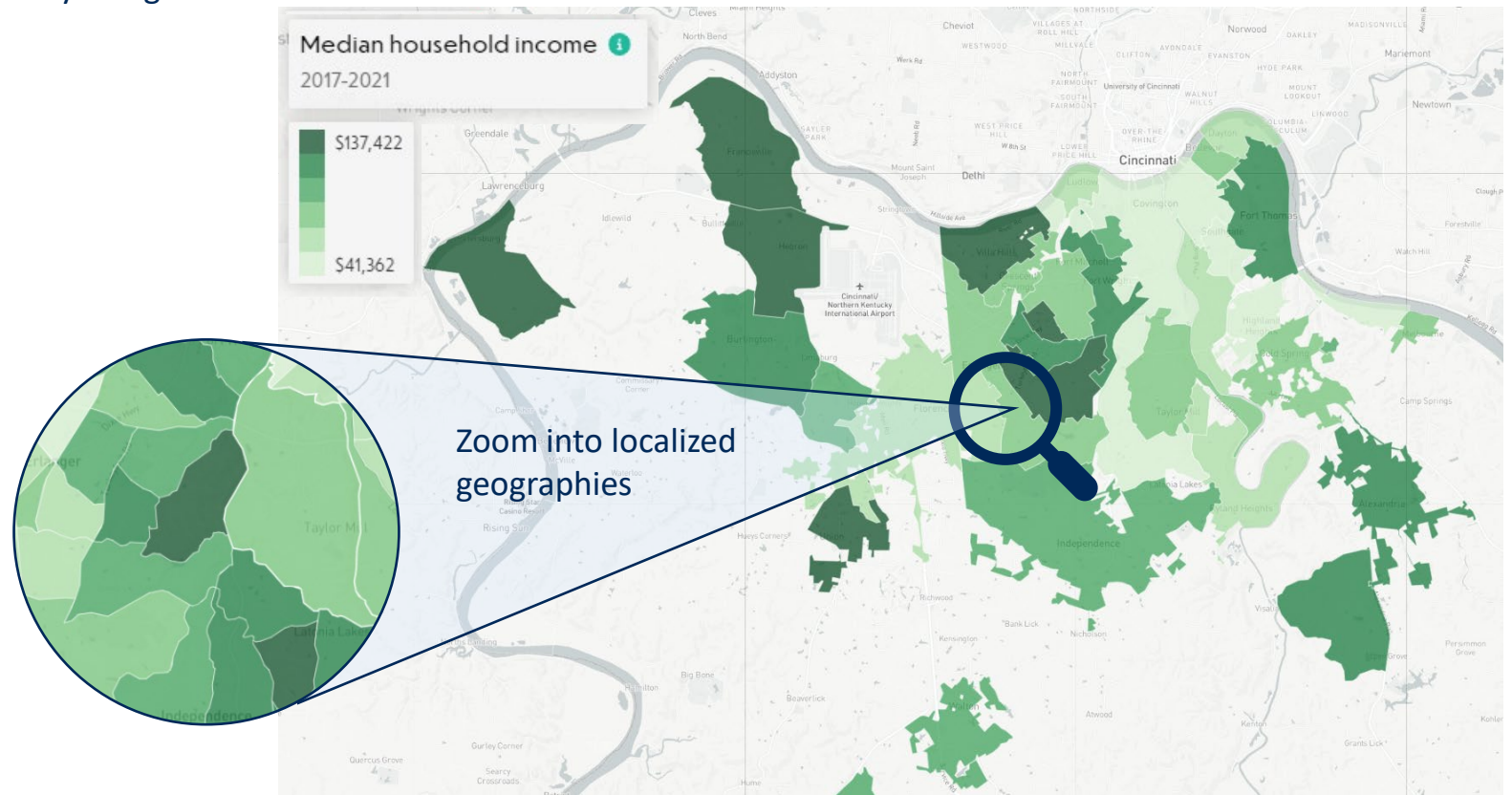
Most data topics can be viewed spatially using the mapping function in the Atlas

Allows for understanding of differences between places and geographies across the Northern Kentucky region

Available layers include:

- Counties (Boone, Kenton, Campbell)
- Cities and Towns (45 jurisdictions)
- Zip Codes
- Census Tracts

Median Household Income by Place in Northern Kentucky

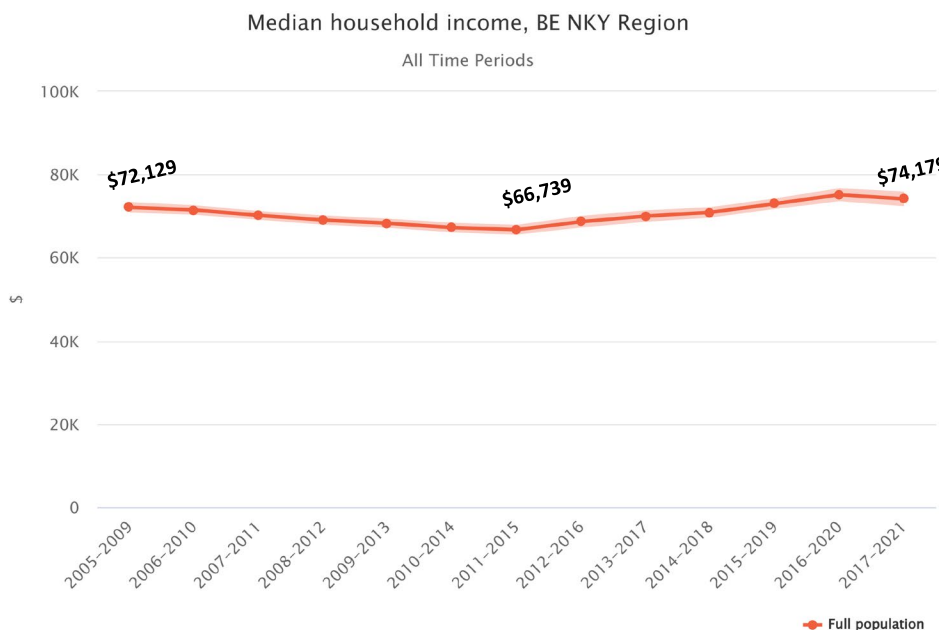


# FUNCTIONALITY: COMPARISON & TREND CHARTS

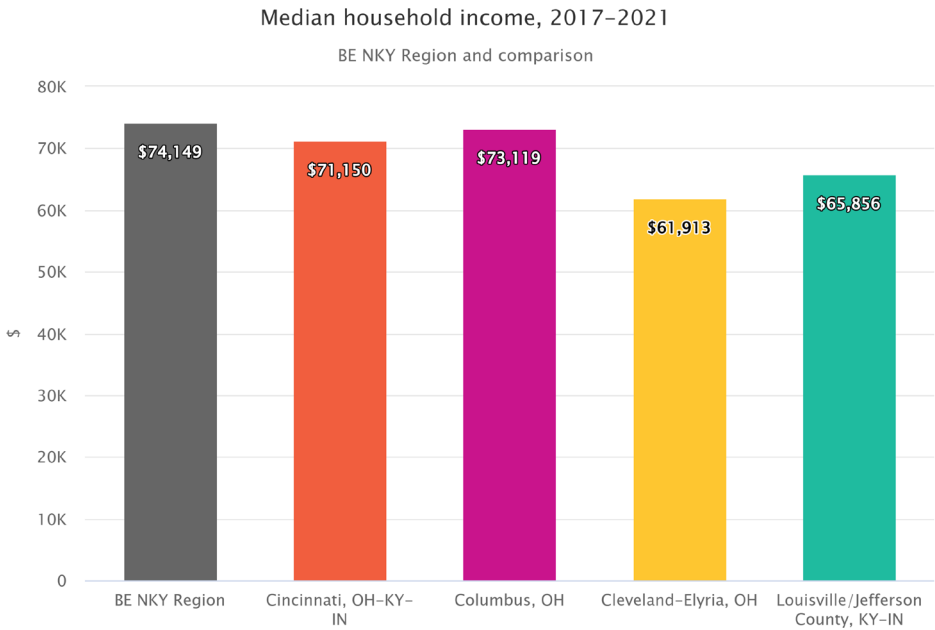


The chart function aggregates the data into line graphs for time series or bar graphs for comparisons across places within the region (e.g., various jurisdictions, zip codes, etc.)

Users can also benchmark the Northern Kentucky region against the Cincinnati MSA or pre-selected peer metro areas



Created on Northern Kentucky Atlas | atlas.northernkentuckyusa.com | Data source: American Community Survey (Table B19013)  
Median household income: Income in the past 12 months.



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Median household income: Income in the past 12 months.

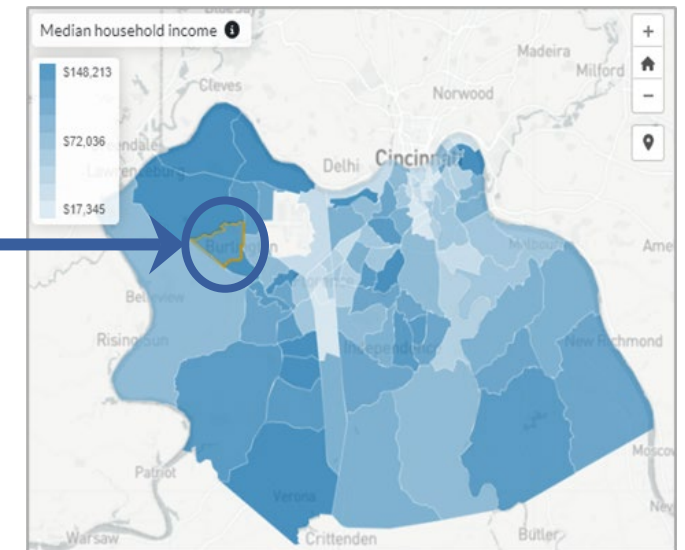
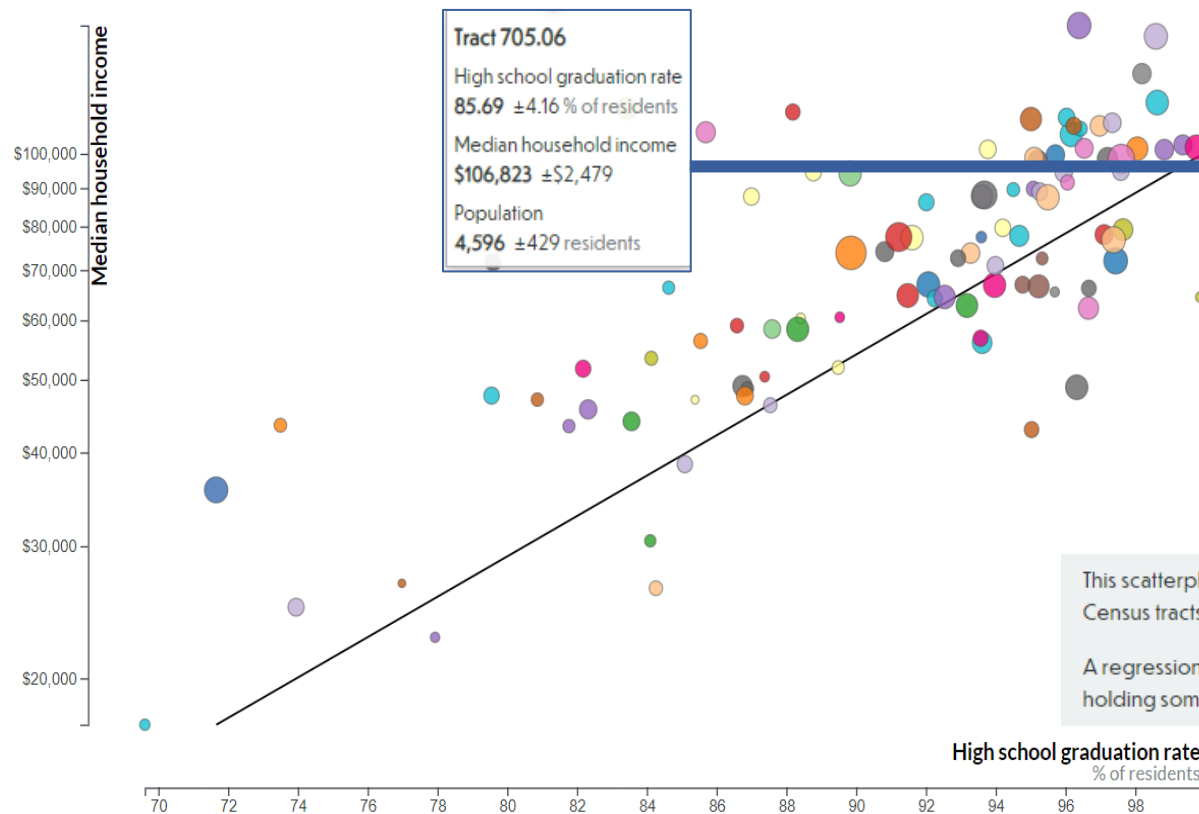


# EXPLORING RELATIONSHIPS BETWEEN VARIABLES



Interactive scatterplot allows users to assess possible correlations between data/topics

High School Degree vs Median Household Income



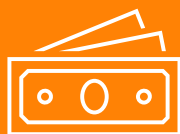
This scatterplot shows that **Median household income** (INC) tends to increase as **High school graduation rate** (EDB) increases, across all Census tracts. Each bubble in this scatterplot represents a Census tract.

A regression analysis shows that this is a **highly significant relationship**, meaning that changing (EDB) has a **clear effect** on (INC) when holding some variables constant, like income, education, and demographics. 🤖 What does this mean?

# BROAD RANGE OF VARIABLES

The data available in the Atlas have been grouped into one of eight categories, which correspond to the initial vision of covering the broad topics of “Wealth, Health and Place”

- Within these categories, there are over 200 topics, the majority of which can be analyzed across various geographies and communities in the Northern Kentucky region
- Ability to add additional topics/datasets as warranted, including enhanced development capabilities



## WEALTH

- Income
- Educational attainment
- Workforce
- Access to technology



## HEALTH

- Quality of Life
- Vulnerability
- Life expectancy
- Maternal and Infant health



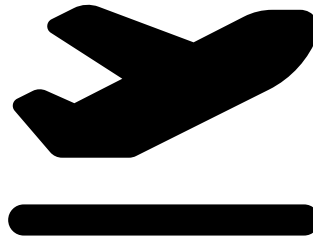
## PLACE

- Demographics
- Infrastructure
- Transportation
- Housing

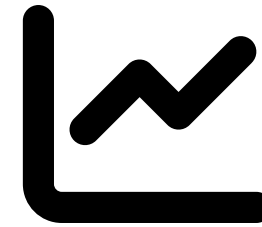
# ADDED REGIONAL DATASETS



School Report Card



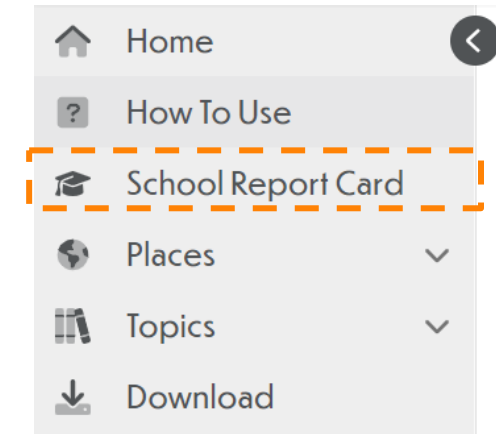
Air Traffic & Freight  
Statistics



Grow NKY Pillars



# NKY SCHOOL DISTRICT REPORT CARD DATA



## School Report Card 2021-2022


County	District	Elementary	Middle	High
Boone	Boone County	●	●	●
Boone	Walton-Verona Independent	●	●	●
Campbell	Bellevue Independent	●	●	●
Campbell	Campbell County	●	●	●
Campbell	Dayton Independent	●	●	●
Campbell	Fort Thomas Independent	●	●	●
Campbell	Newport Independent	●	●	●
Campbell	Southgate Independent	●	●	—
Kenton	Beechwood Independent	●	●	●
Kenton	Covington Independent	●	●	●
Kenton	Erlanger-Elsmere Independent	●	●	●
Kenton	Kenton County	●	●	●


# NKY SCHOOL DISTRICT REPORT CARD DATA

Kentucky Summative Assessment (KSA) Grade 3 Reading 2021-2022<sup>[1]</sup>

(All Students Tested - % of Students)

District	Novice	Apprentice	Proficient	Distinguished
Boone County	19	23	30	28
Walton-Verona Independent	14	29	35	21
Bellevue Independent	38	47	12	3
Campbell County	15	19	34	32
Dayton Independent	28	29	37	7
Fort Thomas Independent	6	26	35	33
Newport Independent	49	29	15	8
Southgate Independent	n/a	n/a	n/a	n/a
Beechwood Independent	12	30	31	28
Covington Independent	37	27	21	16
Erlanger-Elsmere Independent	52	19	20	10
Kenton County	19	26	31	24
Ludlow Independent	21	35	32	11
<b>Kentucky</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>18</b>

 At or exceeding state average

 Not meeting state average

Source: Kentucky Dept. of Education. Figures may not add due to rounding.

[1] Students are assessed in grades 3-8, 10 and 11 in a variety of subjects on tests that were developed by Kentucky teachers. Students in grade 11 also take a college admissions exam. For each subject assessment, students are ranked as either Distinguished, Proficient, Apprentice or Novice.

- > Research has found that the ability to read at grade level by 3<sup>rd</sup> grade is a predictor of later life outcomes
- > A student who is not reading proficiently by third grade is **4x less likely** to graduate from high school by age 19 and **5x more successful** at achieving college and career readiness<sup>[2]</sup>
- > Today's 3<sup>rd</sup> graders will be entering the workforce in 10 years

# DATA-INFORMED DECISION MAKING

## TIMELINE



# NKY WORKFORCE ECOSYSTEM

- There are many employer resources in Northern Kentucky. The diagram offers a snapshot of organizations that provide a variety of hiring, training and retention programs for employers and job seekers
- We encourage you to contact BE NKY's Workforce Development Manager Kim Spreder for help navigating the workforce ecosystem in Northern Kentucky



# NKY WORKFORCE ECOSYSTEM

## Resources & Partners

- > One Stop Northern Kentucky Career Centers – 7 locations throughout 8 counties
- > Brighton Center
- > Gateway Community and Technical College Workforce Solutions
- > Northern Kentucky University-Career Services
- > Goodwill Industries
- > NKY Chamber of Commerce
- > Kenton County Public Library
- > KY Chamber of Commerce-Workforce Center
- > Freestore Foodbank
- > Easterseals - Redwood
- > Learning Grove
- > SupplyChainOKI
- > DAV
- > Northern Kentucky University – Veteran Resource Center



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