

# JOBS OUTLOOK 2028

Data and insights on job growth in the  
Cincinnati Region 2018-2028





# ABOUT THE REPORT

In recent years, our regional economy has gained momentum with steady job growth and low unemployment. This report shows sustained job growth through 2028—in fact, the Cincinnati Metropolitan Statistical Area (MSA) is projected to produce more new jobs in the next 10 years than it did in the previous decade.

This project was conducted in a data-driven, inclusive framework. So beyond insights regarding these projections, this report provides analysis on the entire job landscape through the lenses of education, gender, and race.

While there are many thought-provoking datapoints and insights for you to review, the partners have identified some main takeaways from the report:

- There will be considerable growth in high-paying jobs that demand a bachelor's degree or higher.
- In fact, while only 26 percent of jobs in the region required a bachelor's degree or higher for initial employment in 2018, these jobs are projected to account for 31 percent of total regional job growth through 2028. It is important to note that 55 percent of the net new jobs in our region will require a high school diploma or less.
- Two sectors present immediate opportunity: Skilled Trades and Information Technology (IT). Of regional jobs that required a high school diploma or lower in 2018, 47 percent of skilled trade jobs paid a self-sufficient\* wage of \$41,198 or higher.
- Three IT occupations that have an entry-level education requirement of an associate degree or lower also had median annual earnings of \$48,343 or higher.
- Seven of the top 25 fastest-growing occupations pay at least a self-sufficient wage. However, median annual earnings for the top four fastest-growing occupations were \$27,339 or less in 2018, well below the Self-Sufficiency Standard.
- Significant pay disparities exist between primarily male and primarily female concentrated occupations. In fact, female workers are 31 percent more likely than male workers to earn less than a self-sufficient wage.
- Similarly, African Americans, particularly African American females, are far more likely than their white counterparts to hold jobs below a self-sufficient wage. Median annual earnings among African American females are 36 percent lower than all workers in the MSA.

It's important to remember when reading the report that it primarily addresses the demand side of the market—where jobs will be created and what kind of jobs—and not the supply side, or the availability of talent with the right skills and experience to fill the jobs.



The project was supported in part by a generous grant from the Duke Energy Foundation.



\*See bottom of page 5.



# CREATING OPPORTUNITIES

## A SAMPLING OF REGIONAL RESOURCES

This report was commissioned by the Cincinnati USA Regional Chamber, Partners for a Competitive Workforce, Strive Partnership, United Way of Greater Cincinnati, and the Women's Fund of the Greater Cincinnati Foundation.

The data and insights in the report give us a window into the future. Through it, we see strong growth and momentum for our region. We also see a critical opportunity to connect people from every community in our region to the prosperity of the future. Collectively, the region is already working to achieve this goal through the programs and platforms listed below.

**The Connected Region** is ensuring that we build and sustain a regional transportation network that connects people to jobs. Business leaders, policymakers, and the public are aligning on transportation priorities that will strengthen our region's competitiveness, facilitate economic development, and promote transportation innovation.

**The Women's Fund Employer Toolkit** provides actionable policy recommendations to support a lower-wage workforce, which is often marked by high-turnover and low-employee engagement. Through smart strategies and inventive practices that provide more stability, the toolkit helps employers promote economic mobility.

Jobs in the skilled trades are projected to grow in the next 10 years and they offer higher wages than many jobs that do not require a college education. **Partners for a Competitive Workforce** offers adult career pathways for individuals, especially women and minorities, interested in the skilled trade workforce.

**Apprenti Cincinnati** is an innovative, non-traditional solution to make more tech talent available in the Cincinnati region. It is designed to recruit and train professionals based on their aptitude, not their background. Candidates are selected by local employers, who pay for their coursework and on-the-job training.

More leaders in Cincinnati companies are adding their signatures to **CEO Act!on**, a national corporate initiative committed to building equity of opportunity throughout organizations, and creating workplaces where diversity is valued and inclusion is intentional.

The Cincinnati Chamber's **Minority Business Accelerator** is committed to creating more than 3,500 new jobs from its 30+ portfolio firms over the next five years, creating more opportunities for employment in our region, particularly for African Americans.

The Cincinnati region has experienced positive net migration in recent years, largely from immigrants. Welcoming organizations like **Cincinnati Compass** are supporting this growth. Coupled with efforts to retain more graduates of our colleges and universities, we can accelerate this positive population trend.

In the last 10 years, measurable improvements have been made in all six indicators along **Strive Partnership's** cradle-to-career continuum, fortifying our urban education ecosystem to ensure racial and economic equity and developing our skilled workforce for the future.

The Cincinnati Chamber's **Workforce Innovation Center** creates a hub for businesses to solve talent challenges within their organizations, especially related to frontline employees. The center consults with companies to implement Inclusive Capitalism practices to make their workplaces better for employees, the community, and their own bottom lines.

In five years' time, **Source Cincinnati's** focus on boosting Cincinnati's reputation around the globe has created billions of positive impressions about our region across all forms of media. These bragging rights have real currency as we look at attracting and retaining top talent in our region.

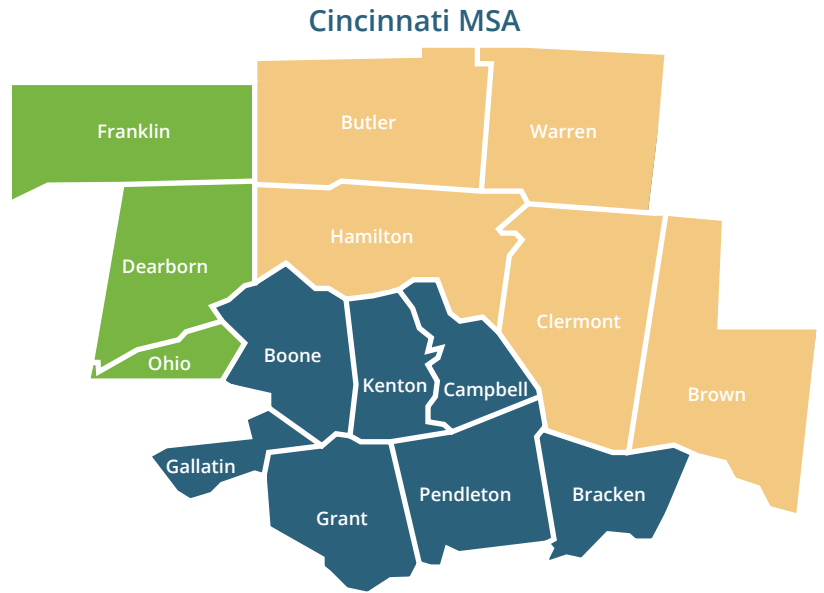
# OVERVIEW

This report examines the composition and projected change in jobs in the Cincinnati Metropolitan Statistical Area\* (MSA) from 2018 to 2028.

The Cincinnati MSA added nearly 44,000 jobs from 2008 to 2018. Positive job growth during this period began in 2010.

Employment in the Cincinnati MSA is projected to increase by 6.2 percent from 2018 to 2028. National employment is projected to grow 9.3 percent over this period.

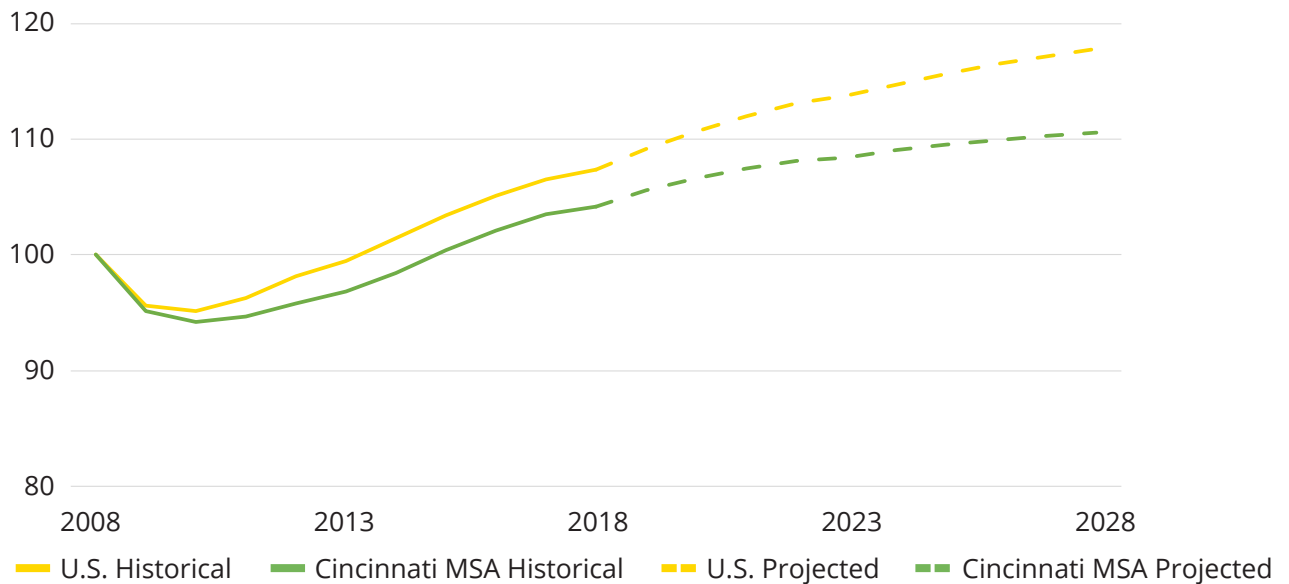
The MSA is projected to add 67,505 jobs from 2018 to 2028. This will boost total employment in the MSA from just under 1.09 million jobs to nearly 1.16 million jobs.



## SNAPSHOT OF JOB GROWTH AND DECLINE, 2008-2028



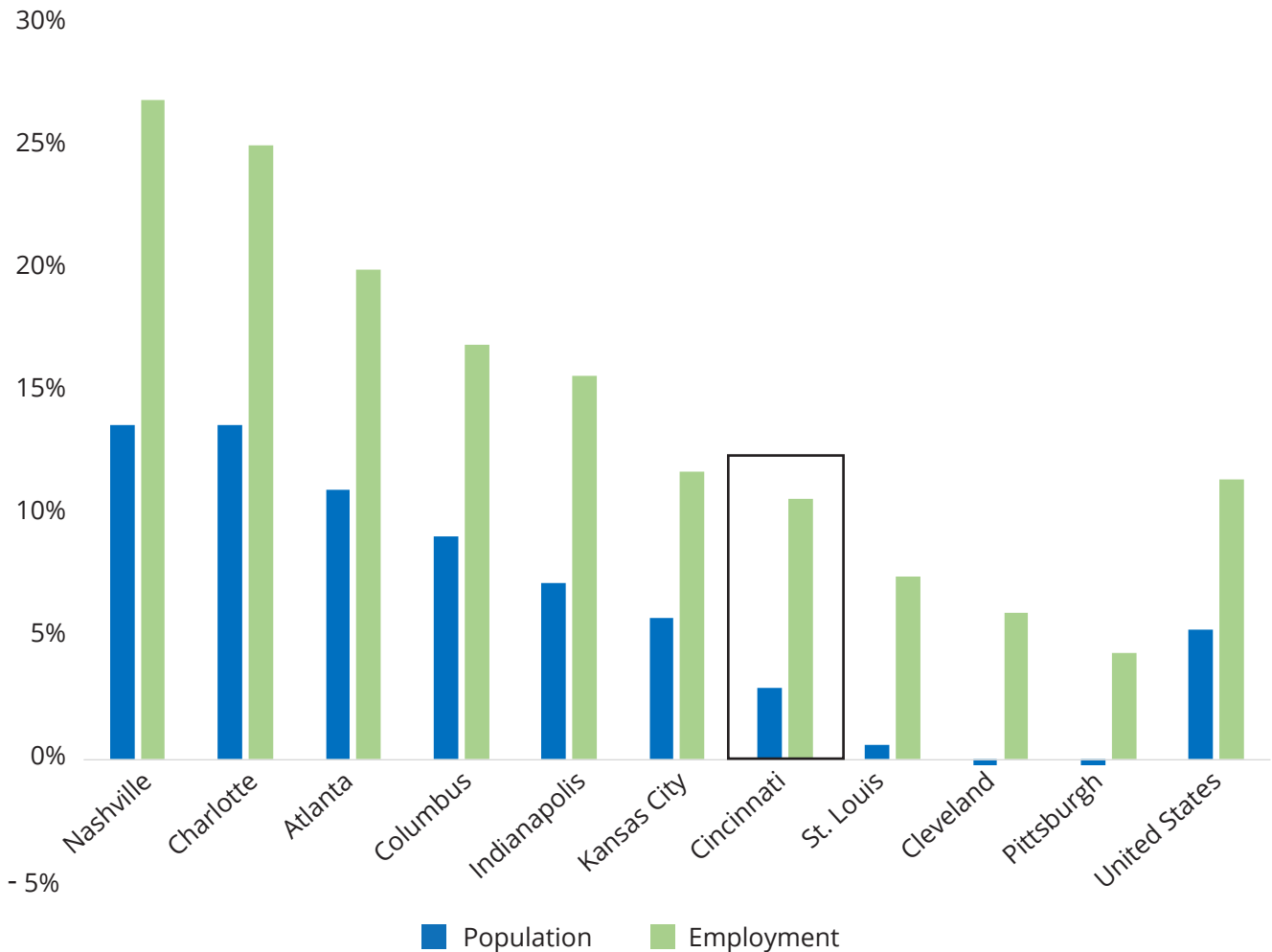
## 2008-2028 U.S. AND MSA INDEXED JOB GROWTH



\*The Cincinnati-Middletown Metropolitan Statistical Area, as defined by the Federal Reserve Bank of St. Louis.

# REGIONAL GROWTH COMPARISON

## Population & Employment Growth in METROPOLITAN AREAS & THE U.S., 2010-2017



- The Cincinnati MSA experienced faster population growth and job growth from 2010 to 2017 than some peer metropolitan areas, such as St. Louis and Cleveland.
- The Cincinnati MSA ranked seventh out of 10 peer metros in both population growth and employment growth over this period.
- Metropolitan areas that experienced the greatest population growth from 2010 to 2017 also saw the greatest employment growth. This may suggest a co-dependent relationship between population and employment growth.
- The Cincinnati MSA and U.S. experienced similar employment growth over this period. However, the national population growth rate was nearly twice the Cincinnati MSA's population growth rate.

# OCCUPATION GROWTH

## Top 25 Fastest Growing Occupations in the Cincinnati MSA by NET NEW JOBS

	2018 Jobs	2028 Jobs	Net New Jobs	2018 Median Annual Earnings	Occupation Group
1. Food Prep & Serving Workers	31,957	35,924	3,967	\$19,307	Food Prep. & Serving
2. Laborers & Freight Movers, Hand	24,462	27,822	3,360	\$27,339	Transport./Material Moving
3. Registered Nurses	23,620	26,415	2,795	\$64,977	Healthcare Practitioners
4. Personal Care Aides	6,475	8,749	2,274	\$21,121	Personal Care & Svc.
5. Home Health Aides	7,199	9,110	1,911	\$23,201	Healthcare Support
6. Waiters & Waitresses	20,212	21,752	1,540	\$19,649	Food Prep. & Serving
7. Software Developers, Applications	6,880	8,165	1,285	\$91,410	Computer & Math.
8. Heavy Truck Drivers	13,068	14,307	1,239	\$44,234	Transport./Material Moving
9. General & Operations Managers	13,332	14,550	1,218	\$98,795	Management
10. Light Truck or Delivery Drivers	8,123	9,242	1,119	\$32,955	Transport./Material Moving
11. Cooks, Restaurant	8,724	9,742	1,018	\$22,277	Food Prep. & Serving
12. Medical Assistants	4,580	5,502	922	\$32,503	Healthcare Support
13. Retail Salespersons	28,943	29,836	893	\$21,972	Sales & Related
14. Nursing Assistants	12,000	12,874	874	\$28,205	Healthcare Support
15. Maintenance & Repair Workers	11,516	12,376	860	\$39,617	Install., Maint., & Repair
16. Janitors & Cleaners	16,916	17,748	832	\$23,900	Building & Grounds Maint.
17. Financial Managers	5,282	6,076	794	\$121,416	Management
18. Medical Secretaries	4,842	5,594	752	\$32,760	Office & Admin. Support
19. Tellers	3,022	3,763	741	\$27,445	Office & Admin. Support
20. Customer Service Reps	19,517	20,252	735	\$32,131	Office & Admin. Support
21. Market Research Analysts	5,741	6,453	712	\$61,964	Business & Fin. Op's
22. Stock Clerks & Order Fillers	17,585	18,250	665	\$24,400	Office & Admin. Support
23. Construction Laborers	6,536	7,185	649	\$38,210	Constr. & Extraction
24. Plumbers, Pipefitters, & Steamfitters	3,686	4,332	646	\$48,757	Constr. & Extraction
25. Industrial Truck & Tractor Operators	5,258	5,883	625	\$33,925	Transport./Material Moving

- The table above shows the 25 fastest-growing occupations in terms of projected net new jobs from 2018 to 2028. The 25 fastest-growing occupations are heavily concentrated in the following occupation groups: Food Preparation/Serving, Transportation/Material Moving, Healthcare Support, and Office/Administrative Support.
- Transportation/Material Moving and Food Preparation/Serving occupation groups account for five of the 10 fastest-growing occupations.
- The two fastest-growing occupations—Food Preparation/Serving Workers and Laborers/Freight Movers (Hand)—are each projected to add more than 3,000 jobs. The next three fastest-growing occupations—Registered Nurses, Personal Care Aides, and Home Health Aides—reflect continued strong growth in healthcare-related jobs.
- Median annual earnings across the 25 fastest-growing occupations range from \$19,307 (in 2018\$) (Combined Food Preparation and Serving Workers) to \$121,416 (Financial Managers). Seven of the top 25 fastest-growing occupations pay at least a self-sufficient wage.\*

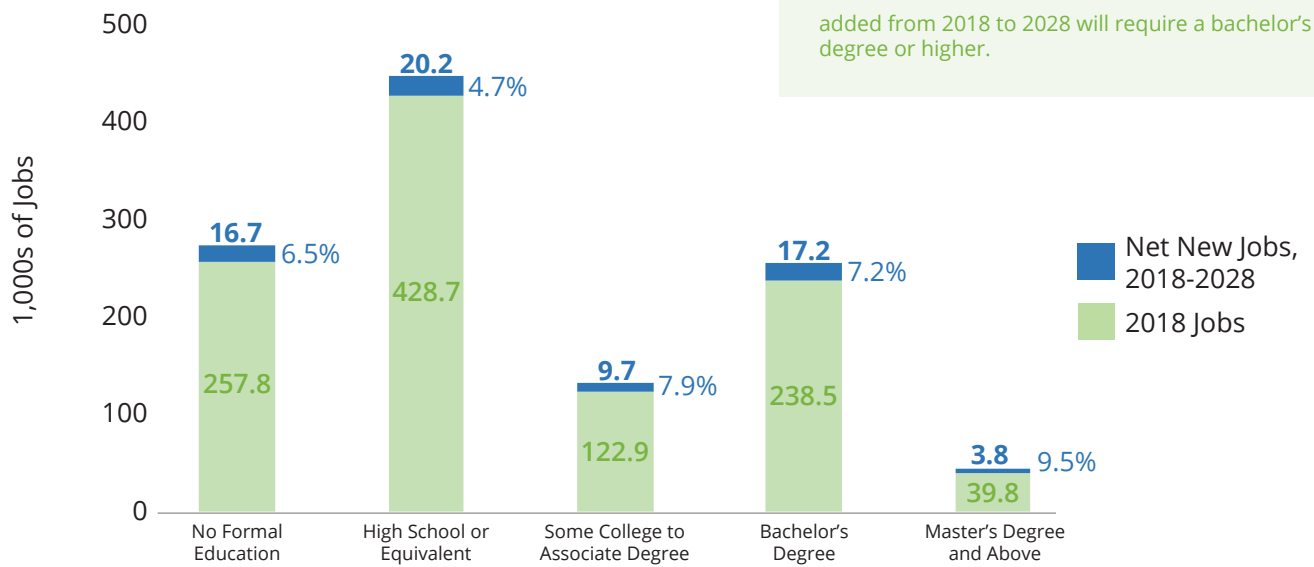
\* According to the University of Washington's Center for Women's Welfare, self-sufficiency refers to the amount of income required for working families to meet basic needs at a minimally adequate level without utilizing public assistance programs. The Self-Sufficiency Standard referenced in this analysis of \$41,198 is specific to a Cincinnati MSA household with one adult and one preschooler in 2018. The Economics Center calculated this Self-Sufficiency Standard using data from multiple sources.

# JOB GROWTH BY EDUCATION

## Cincinnati MSA Nominal & Percent Growth by ENTRY LEVEL EDUCATION

**31% OF JOBS**

added from 2018 to 2028 will require a bachelor's degree or higher.



- Seventeen of the 25 fastest-growing occupations in terms of projected net new jobs from 2018 to 2028 require a high school diploma or lower, and 20 require an associate degree or lower.
- Five of the fastest-growing occupations require a bachelor's degree. None require a master's degree or higher.
- Median annual earnings exceed the Self-Sufficiency Standard for only one of the six fastest-growing occupations. The other five fastest-growing occupations comprise service and unskilled labor jobs that require either a high school diploma or equivalent or no formal education.
- A higher share of jobs projected to be added from 2018 to 2028 will require at least some postsecondary education, relative to the current composition of jobs in the MSA.
- Jobs that require a bachelor's degree or higher currently account for approximately one-quarter of jobs in the MSA but are projected to account for almost one-third of total regional job growth through 2028. Jobs that require a bachelor's degree or higher are projected to account for 25.9 percent of jobs in the MSA in 2028, an increase from a 25.6 percent share in 2018.
- Within the larger category of jobs that require a bachelor's degree or higher, jobs that require a master's degree or higher accounted for only 3.7 percent of jobs in the MSA in 2018 but are projected to account for 5.6 percent of job growth through 2028.
- Jobs that require a high school diploma or lower currently account for more than six out of 10 jobs but are projected to account for approximately half of jobs added through 2028.

## MEDIAN INCOME BY EDUCATION



# SKILLED TRADES

Skilled trade occupations typically require a high school education or less and pay higher wages, on average, than other jobs with similar education requirements.

Among the approximately 687,000 MSA jobs with a minimum education requirement of a high school diploma or lower in 2018, median annual earnings were \$39,617 for skilled trade jobs and \$27,318 for non-skilled trade jobs. Of the MSA jobs that required a high school diploma or lower in 2018, approximately 47 percent of skilled trade jobs and approximately 13 percent of non-skilled trade jobs paid a self-sufficient wage.

Men predominate in skilled trade jobs, with women comprising only 13 percent of the skilled trade workforce in the MSA.

Nearly 37,000 jobs that require a high school diploma or less are projected to be added from 2018 to 2028. Skilled trade jobs represent approximately 15 percent of these new jobs.

**20%** Skilled trades' share of all jobs in the Cincinnati MSA that require a high school diploma or below (139,626 skilled trade jobs)

**87%** Share of skilled trade jobs held by male workers

**\$39,617** 2018 median annual earnings of skilled trade jobs







**47%** Share of skilled trade jobs that pay at least a self-sufficient wage

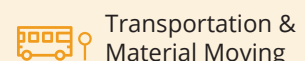
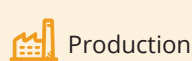
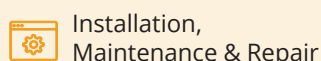
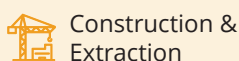
**\$27,318** 2018 median annual earnings of other jobs in occupations that require a high school diploma or below

**13%** Share of other jobs with a minimum education requirement of a high school diploma or below that pay at least a self-sufficient wage

## Top 10 Skilled Trades by

## PROJECTED JOB GROWTH

Skilled Trade	2018 Jobs	2018-2028 Net New Jobs	2018 Median Annual Earnings	% of Jobs Paying a Self-Sufficient Wage	
Maintenance and Repair Workers, General	11,516	860	\$39,617	31%	
Construction Laborers	6,536	649	\$38,210	30%	
Plumbers, Pipefitters, and Steamfitters	3,686	645	\$48,757	55%	
Industrial Truck and Tractor Operators	5,258	624	\$33,925	13%	
Industrial Machinery Mechanics	4,364	447	\$52,161	75%	
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	2,386	436	\$46,203	53%	
Automotive Service Technicians and Mechanics	4,183	370	\$41,021	34%	
Electricians	5,180	359	\$47,431	54%	
First-Line Supervisors of Mechanics, Installers, and Repairers	3,472	307	\$62,127	78%	
Packaging and Filling Machine Operators and Tenders	5,114	300	\$31,630	13%	





# OCCUPATIONS BY GENDER

## TOP 20 OCCUPATIONS ACCORDING TO WOMEN'S SHARE OF WORKFORCE

Occupation	2018 Jobs	2028 Jobs	2018 Median Annual Earnings	% of 2018 Jobs Female	
Preschool Teachers, Not Special Ed.	3,222	3,395	\$30,642	98%	
\$\$\$ Kindergarten Teachers, Not Special Ed.	847	883	\$53,863	97%	
\$\$ Legal Secretaries	910	709	\$45,133	97%	
\$ Medical Secretaries	4,842	5,594	\$32,760	96%	
\$\$\$ Exec. Secretaries/Exec. Admin. Asst's	3,833	3,349	\$51,806	96%	
\$\$\$ Dental Hygienists	1,863	2,084	\$70,290	96%	
\$\$\$ Speech-Language Pathologists	1,029	1,164	\$74,683	95%	
\$ Secretaries & Admin. Asst's	16,140	15,575	\$37,556	95%	
\$ Dental Assistants	2,411	2,723	\$36,829	94%	
\$ Skincare Specialists	220	235	\$38,590	93%	
Childcare Workers	5,766	5,898	\$21,639	93%	
\$ Medical Transcriptionists	566	548	\$37,643	93%	
Medical Assistants	4,580	5,502	\$32,503	93%	
Receptionists & Information Clerks	6,763	7,235	\$26,515	93%	
\$\$\$ Nurse Practitioners	1,296	1,629	\$99,818	93%	
Hairdressers & Cosmetologists	3,359	3,531	\$24,191	92%	
\$\$ Licensed Practical & Vocational Nurses	6,910	7,329	\$43,471	92%	
\$\$\$ Dietitians & Nutritionists	509	559	\$56,649	92%	
\$\$\$ Registered Nurses	23,620	26,415	\$64,977	92%	
\$ Medical Records & Health Info. Techs	2,940	3,125	\$40,552	90%	

## TOP 20 OCCUPATIONS ACCORDING TO MEN'S SHARE OF WORKFORCE

Occupation	2018 Jobs	2028 Jobs	2018 Median Annual Earnings	% of 2018 Jobs Male	
\$\$\$ Mobile Heavy Equip. Mechanics, Not Engines	789	885	\$49,811	99%	
\$ Earth Drillers, Except Oil and Gas	108	115	\$37,180	99%	
\$\$\$ Elevator Installers & Repairers	101	98	\$65,518	99%	
\$\$\$ Brickmasons & Blockmasons	402	428	\$50,793	99%	
\$\$ Heating, Air Cond., & Refrig. Mechanics	2,386	2,822	\$46,203	99%	
\$\$ Excavating & Loading Machine Operators	188	209	\$43,893	99%	
Tire Repairers and Changers	724	722	\$27,024	99%	
\$\$ Plumbers, Pipefitters, & Steamfitters	3,686	4,332	\$48,757	99%	
\$ Cement Masons & Concrete Finishers	709	843	\$38,723	99%	
\$ Automotive Svc. Tech.'s & Mechanics	4,183	4,553	\$41,021	99%	
\$\$\$ Electrical Power-Line Installers and Repairers	581	691	\$72,796	99%	
\$\$\$ Bus/Truck Mechanics & Diesel Engine Specialists	1,955	2,188	\$50,017	99%	
\$ Forging Machine Setters, Operators, & Tenders	186	168	\$40,893	98%	
\$\$ Roofers	1,017	1,098	\$41,830	98%	
\$ Glaziers	179	188	\$35,204	98%	
\$ Pipelayers	118	136	\$39,270	98%	
\$ Farm Eqpt. Mechanics & Svc. Tech.'s	115	140	\$37,090	98%	
\$\$ Automotive Body & Related Repairers	802	912	\$43,004	98%	
Outdoor Power Eqpt., Other Small Engine Mechanics	163	169	\$30,673	98%	
\$\$ Carpenters	4,739	4,850	\$43,814	98%	

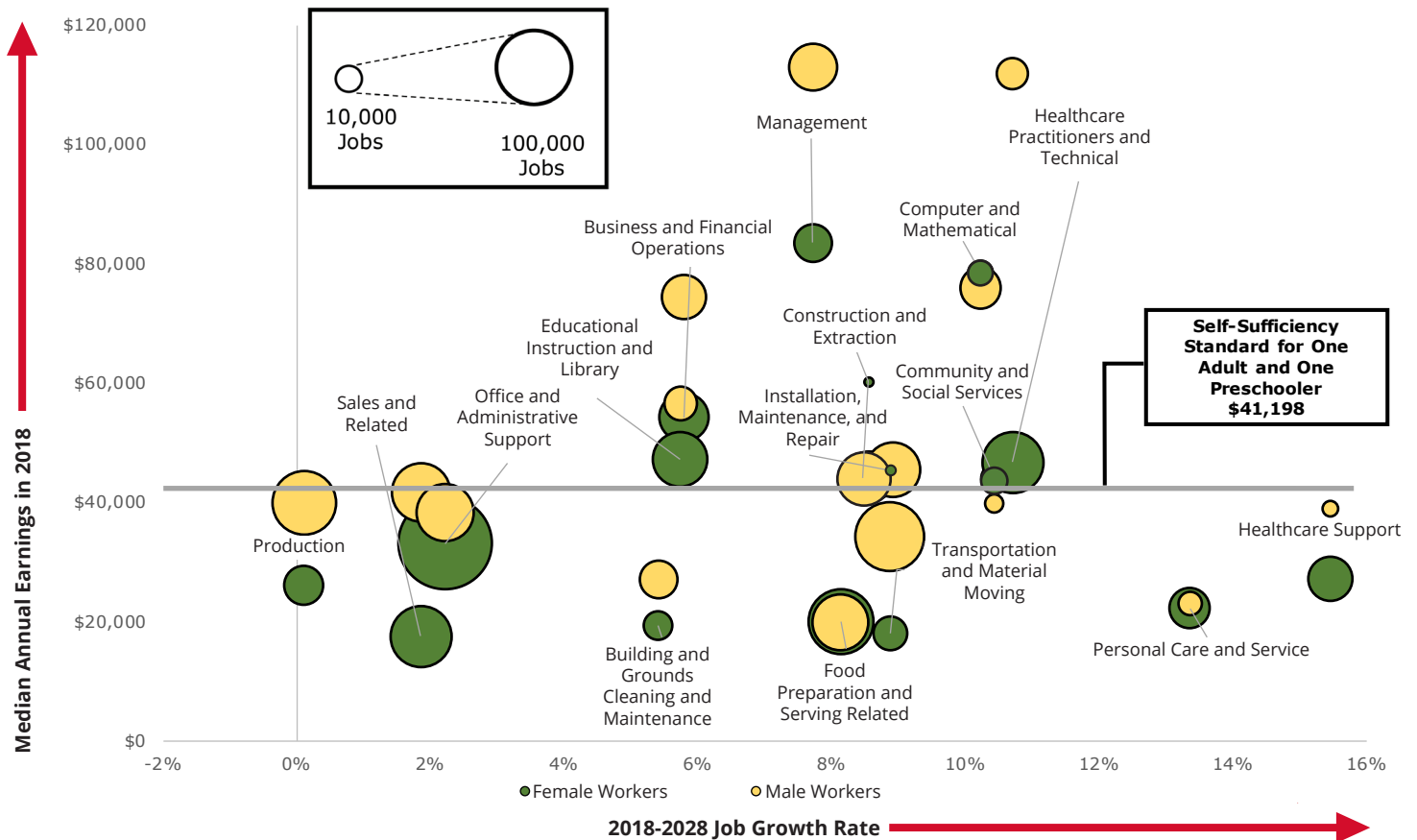
\$ Fewer than 25% of jobs pay a self-sufficient wage  
\$\$ 25% to 49% of jobs pay a self-sufficient wage  
\$\$\$ 50% to 74% of jobs pay a self-sufficient wage  
\$\$\$\$ At least 75% of jobs pay a self-sufficient wage

— No Formal Education  
🍎 High School Diploma or Equivalent  
📖 Some College to Associate Degree  
🎓 Bachelor's Degree  
🎓 Master's Degree and Above

👤 Personal Care & Service  
👨‍⚕️ Healthcare Practitioners & Tech  
👨‍🎓 Education, Training & Library  
🚌 Transportation & Moving  
🔧 Installation, Maintenance & Repair  
🏗️ Construction & Extraction  
📄 Healthcare Support  
🏢 Office & Admin Support  
🏭 Production

# PROJECTED JOB GROWTH / EARNINGS BY GENDER

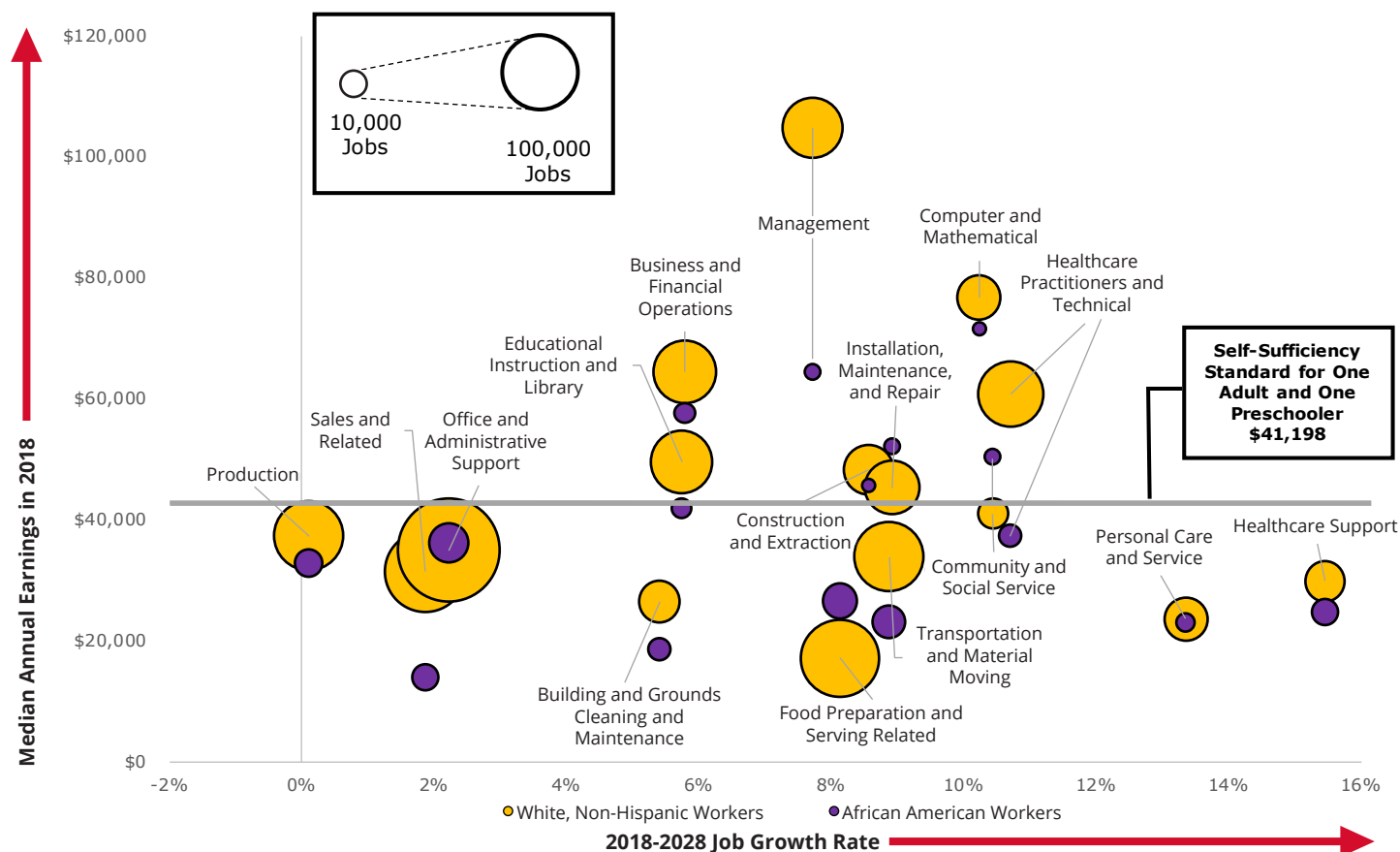
Projected Job Growth and Median Annual Earnings and Employment by Gender by Major Occupation Group



- The chart shows the number of jobs in 2018 by occupation group and gender, with bubble size corresponding to number of jobs.
- Median annual earnings in 2018 of \$37,561 across all MSA jobs is approximately \$3,600 lower than the Self-Sufficiency Standard. Median annual earnings in 2018 for men were \$44,577, or approximately \$3,400 higher than the Self-Sufficiency Standard. In comparison, median annual earnings in 2018 for women were \$30,214, or approximately \$11,000 lower than the Self-Sufficiency Standard.
- Median annual earnings for men exceeded women's earnings for 17 of 21 occupation groups in 2018. These 17 occupation groups include seven of the eight highest-paying occupation groups in 2018.
- Male workers' median annual earnings exceeded the Self-Sufficiency Standard for 13 of 21 occupation groups in 2018, compared to 11 occupation groups for women.
- Sixty-six percent of female-held jobs in the MSA pay less than the Self-Sufficiency Standard, compared to 50 percent of male-held jobs. In other words, female workers are 31 percent more likely than male workers to earn less than the Self-Sufficiency Standard.
- Women account for a small share of workers in Computer/Mathematical and Construction/Extraction occupations. These are two of the four occupation groups for which women's median annual earnings exceeded men's median annual earnings in 2018.
- Women represent almost 80 percent of workers in Healthcare Practitioners/Technical occupations. Median annual earnings in 2018 for women employed in these occupations were approximately \$46,800. These occupations are projected to experience approximately 11 percent job growth from 2018 to 2028.

# PROJECTED JOB GROWTH / EARNINGS BY RACE

## Projected Job Growth and Median Annual Earnings and Employment by Race by Major Occupation Group



- The chart shows the number of jobs in 2018 by occupation group and race, with bubble size corresponding to number of jobs.
- Median annual earnings in 2018 for white workers were \$39,332, or 95 percent of the Self-Sufficiency Standard. In comparison, median annual earnings for African American workers were \$26,051, or 63 percent of the Self-Sufficiency Standard.
- White workers are overrepresented in the five highest-paying occupation groups and underrepresented in the five lowest-paying occupation groups relative to their overall share of the MSA workforce. African American workers are underrepresented in the five highest-paying occupation groups and overrepresented in the five lowest-paying occupation groups relative to their overall share of the MSA workforce.
- White workers tend to earn more than African American workers in all but five occupation groups. African Americans hold more jobs in two of the four occupation groups with the highest projected growth rates relative to their overall share of the workforce. Each of these occupation groups, Healthcare Support and Personal Care/Service, pays median annual earnings below the Self-Sufficiency Standard.
- African American female workers hold 10 percent of jobs in the five lowest-earning occupation groups but less than three percent of jobs in the five highest-earnings occupation groups.
- Median annual earnings among African American female workers are approximately \$24,100 (in 2018\$), or 36 percent lower than median annual earnings across all workers in the MSA and 42 percent lower than the Self-Sufficiency Standard.



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