

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: September 30, 2010

Check here if Amendment ☐; Amendment Number: \_\_\_\_\_  
This Amendment (Check only one.): ☐ is a restatement  
☐ adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: The Cincinnati Insurance Company  
Address: 6200 South Gilmore Road  
Fairfield, Ohio 45014

13F File Number: 028-10753

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing the Report on Behalf of Reporting Manager:

Name: Martin F. Hollenbeck  
Title: Chief Investment Officer  
Phone: (513) 870-2000

Signature, Place and Date of Signing:

/s/ Martin F. Hollenbeck      Fairfield, Ohio      November 9, 2010  
-----

Report Type (Check only one.):

- ☒ 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)
- ☐ 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)
- ☐ 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

List of other Managers Reporting for this Manager: N/A

FORM 13F SUMMARY PAGE

Report Summary:

|  |             |
|--|-------------|
| Number of Other Included Managers      | 1           |
|  | -----       |
| Form 13F Information Table Entry Total | 55          |
|  | -----       |
| Form 13F Information Table Value Total | 1,805,967   |
|  | -----       |
|  | (thousands) |

List of Other Included Managers

| No. | File No.  | Name                             |
|-----|-----------|----------------------------------|
| 01  | 028-10798 | Cincinnati Financial Corporation |

| Issuer                          | Column 2        | Column 3  | Column 4  | Column 5          |         | Column 6       | Column 7 | Column 8 |           |      |
|---------------------------------|-----------------|-----------|-----------|-------------------|---------|----------------|----------|----------|-----------|------|
|                                 | Title of Class  | Cusip     | FMV (000) | Shares /Principal | SH /PRN | Investment Dis | Oth Mgrs | Sole     | Shared    | None |
| 3M CO                           | COMMON          | 88579Y101 | 40,710    | 469,500           | SH      | SHARED-OTHER   | 01       | -        | 469,500   | -    |
| ABBOTT LABORATORIES             | COMMON          | 002824100 | 60,452    | 1,157,200         | SH      | SHARED-OTHER   | 01       | -        | 1,157,200 | -    |
| AGL RESOURCES INC               | COMMON          | 001204106 | 28,398    | 740,300           | SH      | SHARED-OTHER   | 01       | -        | 740,300   | -    |
| ALEXANDRIA REAL ESTATE          | CONVERTIBLE DEB | 015271AA7 | 981       | 1,000,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
| ALLIANCEBERNSTEIN HOLDING LP    | COMMON          | 01881G106 | 54,104    | 2,048,600         | SH      | SHARED-OTHER   | 01       | -        | 2,048,600 | -    |
| ASPEN INSURANCE                 | CONVERTIBLE PFD | 605384113 | 8,941     | 160,000           | SH      | SHARED-OTHER   | 01       | -        | -         | -    |
| AT&T INC                        | COMMON          | 00206R102 | 28,114    | 983,000           | SH      | SHARED-OTHER   | 01       | -        | 983,000   | -    |
| AUTOMATIC DATA PROCESSING       | COMMON          | 053015103 | 39,210    | 932,900           | SH      | SHARED-OTHER   | 01       | -        | 932,900   | -    |
| BAXTER INTERNATIONAL INC        | COMMON          | 071813109 | 42,462    | 890,000           | SH      | SHARED-OTHER   | 01       | -        | 890,000   | -    |
| BLACKROCK INC                   | COMMON          | 09247X101 | 60,439    | 355,000           | SH      | SHARED-OTHER   | 01       | -        | 355,000   | -    |
| BOSTON PROPERTIES INC           | CONVERTIBLE DEB | 10112RAK0 | 6,313     | 6,250,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
| CHEVRON CORP                    | COMMON          | 166764100 | 80,110    | 988,400           | SH      | SHARED-OTHER   | 01       | -        | 988,400   | -    |
| CLOROX COMPANY                  | COMMON          | 189054109 | 36,784    | 550,992           | SH      | SHARED-OTHER   | 01       | -        | 550,992   | -    |
| CONOCOPHILLIPS                  | COMMON          | 20825C104 | 20,101    | 350,000           | SH      | SHARED-OTHER   | 01       | -        | 350,000   | -    |
| DOVER CORP                      | COMMON          | 260003108 | 22,580    | 432,480           | SH      | SHARED-OTHER   | 01       | -        | 432,480   | -    |
| DUKE ENERGY CORP                | COMMON          | 26441C105 | 34,460    | 1,945,800         | SH      | SHARED-OTHER   | 01       | -        | 1,945,800 | -    |
| EMERSON ELECTRIC CO             | COMMON          | 291011104 | 37,957    | 720,800           | SH      | SHARED-OTHER   | 01       | -        | 720,800   | -    |
| EQT CORP                        | COMMON          | 26884L109 | 21,636    | 600,000           | SH      | SHARED-OTHER   | 01       | -        | 600,000   | -    |
| EXXON MOBIL CORP                | COMMON          | 30231G102 | 92,438    | 1,496,000         | SH      | SHARED-OTHER   | 01       | -        | 1,496,000 | -    |
| FRONTIER COMMUNICATIONS CORP    | COMMON          | 35906A108 | 1,392     | 170,428           | SH      | SHARED-OTHER   | 01       | -        | 170,428   | -    |
| GENUINE PARTS CO                | COMMON          | 372460105 | 51,145    | 1,147,000         | SH      | SHARED-OTHER   | 01       | -        | 1,147,000 | -    |
| HONEYWELL INTERNATIONAL INC     | COMMON          | 438516106 | 14,483    | 329,600           | SH      | SHARED-OTHER   | 01       | -        | 329,600   | -    |
| HUNTINGTON BANCSHARES INC       | CONVERTIBLE PFD | 446150401 | 10,290    | 9,754             | SH      | SHARED-OTHER   | 01       | -        | -         | -    |
| INTEL CORP                      | COMMON          | 458140100 | 10,124    | 527,300           | SH      | SHARED-OTHER   | 01       | -        | 527,300   | -    |
| INTL BUSINESS MACHINES CORP     | COMMON          | 459200101 | 34,206    | 255,000           | SH      | SHARED-OTHER   | 01       | -        | 255,000   | -    |
| JOHNSON & JOHNSON               | COMMON          | 478160104 | 86,744    | 1,400,000         | SH      | SHARED-OTHER   | 01       | -        | 1,400,000 | -    |
| JP MORGAN CHASE                 | COMMON          | 46625H100 | 16,176    | 425,000           | SH      | SHARED-OTHER   | 01       | -        | 425,000   | -    |
| KEYCORP INC.                    | CONVERTIBLE PFD | 493267405 | 3,754     | 35,000            | SH      | SHARED-OTHER   | 01       | -        | -         | -    |
| LEGGETT & PLATT INC             | COMMON          | 524660107 | 44,127    | 1,938,800         | SH      | SHARED-OTHER   | 01       | -        | 1,938,800 | -    |
| LIFE POINT HOSPITALS SR SUB NTS | CONVERTIBLE DEB | 53219LAG4 | 4,881     | 5,000,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
| LINEAR TECHNOLOGY CORP          | COMMON          | 535678106 | 23,994    | 780,800           | SH      | SHARED-OTHER   | 01       | -        | 780,800   | -    |
| MCDONALD'S CORP                 | COMMON          | 580135101 | 41,279    | 554,000           | SH      | SHARED-OTHER   | 01       | -        | 554,000   | -    |
| MEDTRONIC INC                   | COMMON          | 585055106 | 25,529    | 760,250           | SH      | SHARED-OTHER   | 01       | -        | 760,250   | -    |
| MEDTRONIC INC                   | CONVERTIBLE DEB | 585055AK2 | 7,091     | 7,100,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
| MERIDIAN BIOSCIENCE INC         | COMMON          | 589584101 | 17,933    | 820,000           | SH      | SHARED-OTHER   | 01       | -        | 820,000   | -    |
| METLIFE INC                     | COMMON          | 59156R108 | 63,681    | 1,656,206         | SH      | SHARED-OTHER   | 01       | -        | 1,656,206 | -    |
| MICROCHIP TECHNOLOGY INC        | COMMON          | 595017104 | 33,872    | 1,077,000         | SH      | SHARED-OTHER   | 01       | -        | 1,077,000 | -    |
| MICROSOFT CORP                  | COMMON          | 594918104 | 20,028    | 817,800           | SH      | SHARED-OTHER   | 01       | -        | 817,800   | -    |
| NEW YORK COMMUNITY BANCORP      | CONVERTIBLE PFD | 64944P307 | 4,617     | 95,000            | SH      | SHARED-OTHER   | 01       | -        | -         | -    |
| NORTHERN TRUST CORP             | COMMON          | 665859104 | 61,738    | 1,279,799         | SH      | SHARED-OTHER   | 01       | -        | 1,279,799 | -    |
| NUCOR CORP                      | COMMON          | 670346105 | 35,687    | 934,212           | SH      | SHARED-OTHER   | 01       | -        | 934,212   | -    |
| OMNICARE INC                    | CONVERTIBLE DEB | 681904AL2 | 6,149     | 7,150,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
| PARTNERRE LTD                   | COMMON          | 66852T105 | 2,789     | 34,784            | SH      | SHARED-OTHER   | 01       | -        | 34,784    | -    |
| PAYCHEX INC                     | COMMON          | 704326107 | 13,781    | 501,300           | SH      | SHARED-OTHER   | 01       | -        | 501,300   | -    |
| PEPSICO INC                     | COMMON          | 713448108 | 82,419    | 1,240,500         | SH      | SHARED-OTHER   | 01       | -        | 1,240,500 | -    |
| PFIZER INC                      | COMMON          | 717081103 | 55,557    | 3,235,725         | SH      | SHARED-OTHER   | 01       | -        | 3,235,725 | -    |
| PITNEY BOWES INC                | COMMON          | 724479100 | 25,293    | 1,183,000         | SH      | SHARED-OTHER   | 01       | -        | 1,183,000 | -    |
| PRAXAIR INC                     | COMMON          | 74005P104 | 35,208    | 390,072           | SH      | SHARED-OTHER   | 01       | -        | 390,072   | -    |
| PROCTER & GAMBLE CO/THE         | COMMON          | 742718109 | 126,213   | 2,104,604         | SH      | SHARED-OTHER   | 01       | -        | 2,104,604 | -    |
| RPM INTERNATIONAL INC           | COMMON          | 749685103 | 30,444    | 1,528,318         | SH      | SHARED-OTHER   | 01       | -        | 1,528,318 | -    |
| SPECTRA ENERGY CORP             | COMMON          | 847560109 | 32,972    | 1,462,194         | SH      | SHARED-OTHER   | 01       | -        | 1,462,194 | -    |
| SYSCO CORP                      | COMMON          | 871829107 | 18,738    | 657,000           | SH      | SHARED-OTHER   | 01       | -        | 657,000   | -    |
| VERIZON COMMUNICATIONS INC      | COMMON          | 92343V104 | 23,139    | 710,000           | SH      | SHARED-OTHER   | 01       | -        | 710,000   | -    |
| WAL-MART STORES INC             | COMMON          | 931142103 | 20,134    | 376,200           | SH      | SHARED-OTHER   | 01       | -        | 376,200   | -    |
| WEST PHARMACEUTICAL             | CONVERTIBLE DEB | 955306AA3 | 4,173     | 5,200,000         | PRN     | SHARED-OTHER   | 01       | -        | -         | -    |
|                                 |                 |           | 1,805,967 |                   |         |                |          |          |           |      |