

# UNDERSTANDING OUR COMMUNITY

## CINCINNATI THEN & NOW

### 50 YEARS OF CHANGE



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## Introduction

This document describes how census data may be used by non-profit organizations, government agencies, educational partners, and others working in the Greater Cincinnati Area to drive community planning and change. The premise here is that by understanding how the past has shaped the present, community stakeholders can better understand what needs to be done to prepare for a better future. The goal is to ensure that all residents achieve physical, social, and economic well-being and equity. In this document, census data are used to tell a story about social and economic elements of Cincinnati by conducting a longitudinal analysis of public data that spanned more than fifty years.

## The Social Areas of Cincinnati

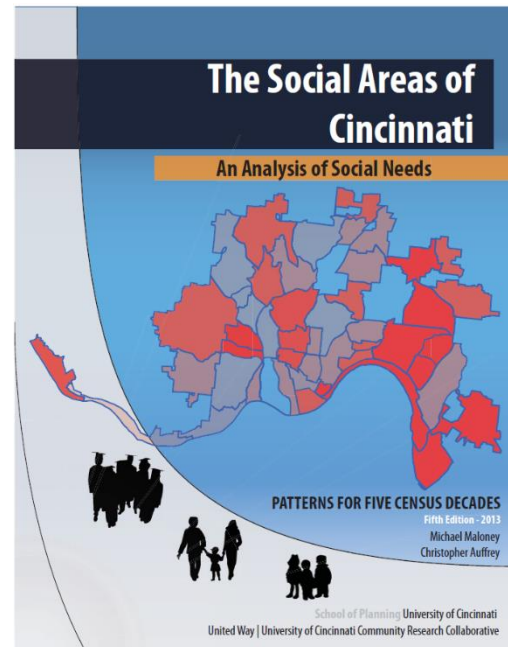
The first edition of *The Social Areas of Cincinnati* report was the result of social areas research conducted by Michael Maloney using 1970's census data and published by the Cincinnati Human Relations Commission in 1974. In developing *The Social Areas of Cincinnati*, the goal was to use the tools of social area analysis to better understand the state of Cincinnati's neighborhoods, and to identify those census tracts with the greatest social needs. This work is an important tool for local government departments, health and social service agencies, community groups, and a wide variety of others for strategically investing in neighborhood programs. A second study based on 1980 census data was commissioned by the Cincinnati Human Relations Commission and published in 1986.

The third edition was published by the University of Cincinnati School of Planning in 1997 (Maloney & Buelow, 1997). The Fourth Edition provides updates to the 1974, 1986 and 1997 studies and measures the changes that have taken place over thirty years. While the majority of the analysis focuses on the City of Cincinnati, the fourth edition (Maloney & Auffrey, 2004). This edition extended the analysis to Cincinnati's metropolitan area. And added an examination of vulnerable populations in Cincinnati – minorities, Appalachians, seniors, children, and the unemployed and underemployed. The third, fourth and fifth editions have used time series analysis to assess the changes in specific census tracts and neighborhoods over the period since the data for the original edition was collected in 1970. The preparation of the sixth edition is currently underway.

Local advocacy groups, agencies and institutions are encouraged to apply social areas analysis to needs assessments, planning, and policy development. Past editions have been used in planning the location of a senior center, a recreation center, health programs and various public and private community projects. Social factors analysis has been used in grant applications, by neighborhood organizations to advocate for public works, and in publications.

### Census Tracts and Time Series Analysis

Data from the U.S. Census Bureau support the understanding of the changes in a census tract or changes across multiple census tracts over a longer period of time. For this reason, comparisons can be made on how that area has changed from census to census or over 10- or 20-year periods and even longer. When census tracts were first established, they were intended to be as homogeneous as possible with respect to size, population characteristics, economic status, and living conditions. The



homogenous nature of census tracts allows for inferences to be made about most of the people living in a particular census tract based on data about the tract as a whole.

Time series analysis helps communities and organizations to identify consistency or changes that happen over time. This helps in both understanding the past and the conditions that may have led to the present, as well as forecasting the future, including differences with respect to changes in population, income, mobility, housing and other factors. Time series analysis is especially powerful when using census tract data and tracking changes from one point in time to another point in time.

### **Socioeconomic Status (SES)**

Socioeconomic status (SES) refers to a person's position in society, based on their social and economic factors. These factors can include income, education, occupation, family structure, and housing characteristics. Measuring SES is important as it provides context for identifying inequities, risk factors, and understanding changes within a population. Without considering SES, it is easy to draw



misleading conclusions about a population associated with a range of health and social outcomes, such as mental and physical health, access to resources, and overall well-being. Therefore, it is necessary to consider SES in any study or analysis.

However, obtaining individualized social and economic data can be difficult due to privacy and confidentiality concerns. As a result, researchers can use characteristics from a person's place of residence to estimate their likely SES. This is

known as spatial analysis, and it can provide valuable information about a population's socioeconomic status, which can be used to understand and address social and economic disparities within a population.

### **SES Index Methodology**

The methodology for creating the Social Areas of Cincinnati SES index involves extracting socioeconomic data from the American Community Survey (ACS) for each of the census tracts located within the city of Cincinnati. The ACS is an annual survey administered by the U.S. Census Bureau to a representative sample of American households. The methodology for the SES index uses 5 indicators, including education, family structure, crowding, occupation, and income (see Table 1). For the education indicator, the percentage of the population 25 years of age or older with less education than a high school diploma is used. The family structure indicator is the percentage of children under the age of 18 living in married-couple, family households. The crowding indicator is the percentage of housing units with more than one person per room, and the occupation indicator is the percentage of workers in unskilled and semiskilled occupations.

For the income indicator, the median family income has historically been used. However, the methodology is shifting to the use of median household income, due in part to data availability, but also due to changes in standard living arrangements. The U.S. Census Bureau defines a family household as generally consisting of two or more individuals who are related by birth, marriage, or adoption. This can be misleading if a community has a high number of non-family households. In contrast, the Census Bureau defines a household as consisting of all people who occupy a housing unit, regardless of relation. This illustrates how measures of SES must evolve to remain relevant with current societal trends. Therefore, efforts are underway to update the SES index to reflect those trends.

Once obtained, the five indicators are then ranked and combined into a composite SES index score used to rank each of the Cincinnati tracts on all 5 indicators simultaneously. The ranking score is used to divide the tracts into quartiles, with the lower quartiles representing areas with a higher concentration of risk factors relative to other tracts in Cincinnati.

**Table 1: SES Indicator Variables**

SES Indicator	ACS Variable
Income	Median family income/Median household income
Education	Percent of population 25 years of age or older with less education than a high school diploma
Family Structure	Percent of children (under the age of 18) living in married-couple, family households
Crowding	Percent of housing units with more than one person per room
Occupation	Percent of workers in unskilled and semiskilled occupations

### SES Quartiles and Spatial Analysis

SES quartiles are classifications used to determine socioeconomic risk based on public census tract data obtained from ACS. The quartiles help researchers understand the relative socioeconomic risk within Cincinnati by estimating the economic conditions of subjects of study using SES quartiles as a proxy for income and social class. It is important to note that SES quartiles do not represent the socioeconomic characteristics of an individual, but rather the average characteristics of families living within their geographic area.

Table 2 summarizes each of the 5 indicators by SES quartile. The data were obtained from the 2021 ACS 5-Year Estimates for each Cincinnati census tract and aggregated by SES Quartile to illustrate how they differentiate from one another. The income indicator is summarized as a weighted average of median family income for all census tracts within each SES quartile. Table 2 illustrates the increase in income from SES 1 to SES 4. That increase is also present in the family structure indicator. A decrease in the values from SES 1 to 4 is present in the education, crowding, and occupation indicators. Overall, the data suggests that there are important differences in income, education, family structure, crowding, and occupation between the four SES quartiles.

**Table 2. SES Quartiles and Social Factors**

SES Quartile	Income	Education	Family Structure	Crowding	Occupation
	Median Family Income*	Percent of 25+ year olds with less than a high school diploma	Percent of children living in married-couple households	Percent of housing units with more than one person per room	Percent of workers in unskilled and semiskilled occupations
SES 1	\$29,707	21.9%	14.1%	4.4%	84.9%
SES 2	\$50,852	13.6%	36.5%	2.0%	79.1%
SES 3	\$73,437	8.2%	53.5%	0.9%	64.0%
SES 4	\$141,579	3.6%	77.7%	0.8%	50.3%

\* Weighted average of census tracts' median family income. Note that aggregate income statistics are subject to change due to ongoing revisions to the SES index, which will replace median family income with median household income.

SES Quartiles can be applied in several ways, such as to classify small area data like census tracts to conduct spatial or geographical analysis. Figure 1 illustrates which census tracts within Cincinnati fall into each SES quartile in the most recent Social Areas analysis. In the examples below, SES 1 is dark red, SES 2 - light red, SES 3 - light blue, and SES 4 - dark blue. This figure provides a glimpse at the distribution of SES within Cincinnati according to statistics from the 2021 ACS 5-Year Estimates. It also shows how researchers can differentiate geographical spaces within the context of socioeconomic status. For instance, it is apparent that SES 1 and 2 areas are most concentrated in the west side of Cincinnati, while the SES 3 and 4 areas are more concentrated on the East side. This is especially useful when examining the location of clusters of census tracts in areas with a similar set of demographic characteristics and how those clusters change over time. Analyzing SES Quartiles longitudinally allows for insights into how economic and social factors change, and where these changes occur within Cincinnati, which is thoroughly explored in the following section.

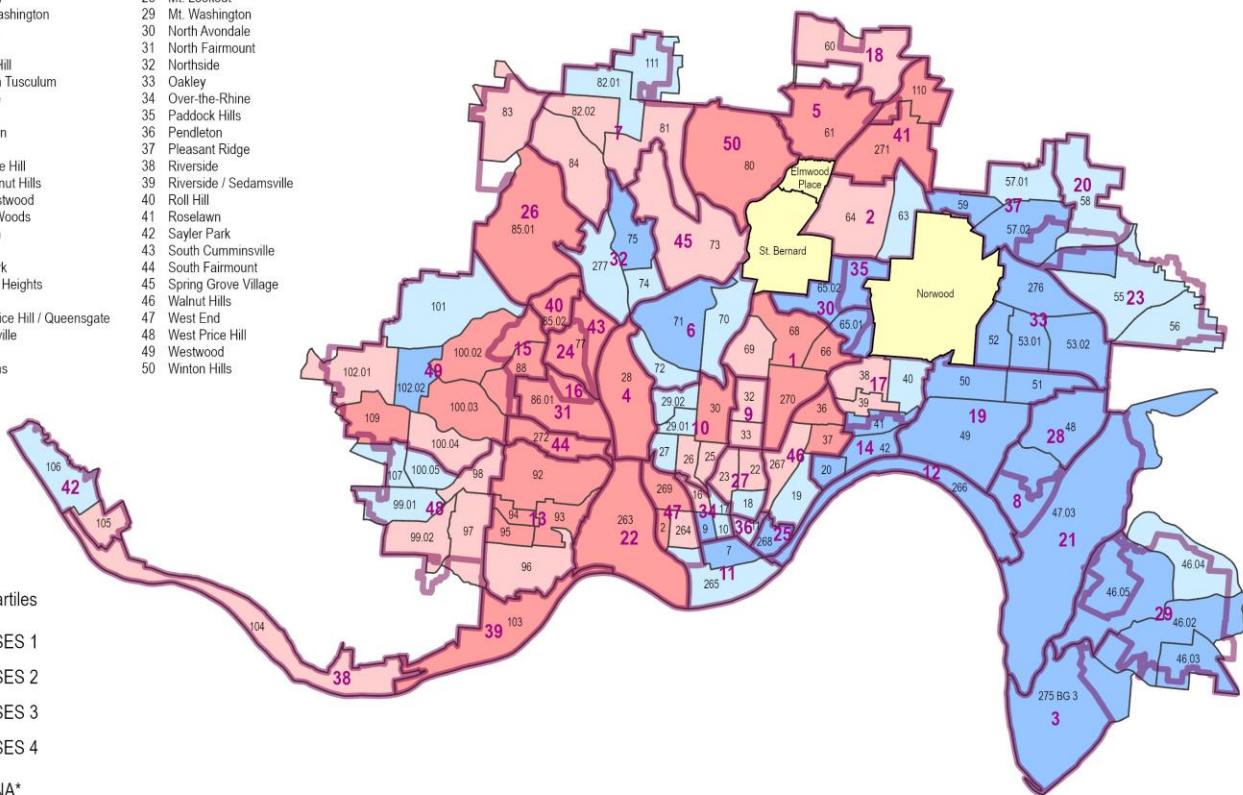
**Figure 1. SES Quartiles for Cincinnati Census Tracts in 2021**

**Cincinnati Statistical Neighborhood Approximations 2020**

- |                                  |                            |
|----------------------------------|----------------------------|
| 1 Avondale                       | 26 Mt. Airy                |
| 2 Bond Hill                      | 27 Mt. Auburn              |
| 3 California                     | 28 Mt. Lookout             |
| 4 Camp Washington                | 29 Mt. Washington          |
| 5 Carthage                       | 30 North Avondale          |
| 6 Clifton                        | 31 North Fairmount         |
| 7 College Hill                   | 32 Northside               |
| 8 Columbia Tusculum              | 33 Oakley                  |
| 9 Corryville                     | 34 Over-the-Rhine          |
| 10 CUF                           | 35 Paddock Hills           |
| 11 Downtown                      | 36 Pendleton               |
| 12 East End                      | 37 Pleasant Ridge          |
| 13 East Price Hill               | 38 Riverside               |
| 14 East Walnut Hills             | 39 Riverside / Sedamsville |
| 15 East Westwood                 | 40 Roll Hill               |
| 16 English Woods                 | 41 Roselawn                |
| 17 Evanston                      | 42 Saylor Park             |
| 18 Hartwell                      | 43 South Cumminsville      |
| 19 Hyde Park                     | 44 South Fairmount         |
| 20 Kennedy Heights               | 45 Spring Grove Village    |
| 21 Linwood                       | 46 Walnut Hills            |
| 22 Lower Price Hill / Queensgate | 47 West End                |
| 23 Madisonville                  | 48 West Price Hill         |
| 24 Millvale                      | 49 Westwood                |
| 25 Mt. Adams                     | 50 Winton Hills            |

**Legend**

- SES Quartiles
- SES 1
- SES 2
- SES 3
- SES 4
- NA\*
- Census Tract Boundary
- Neighborhood Boundary
- 00 Neighborhood Number
- 00.00 Census Tract Number

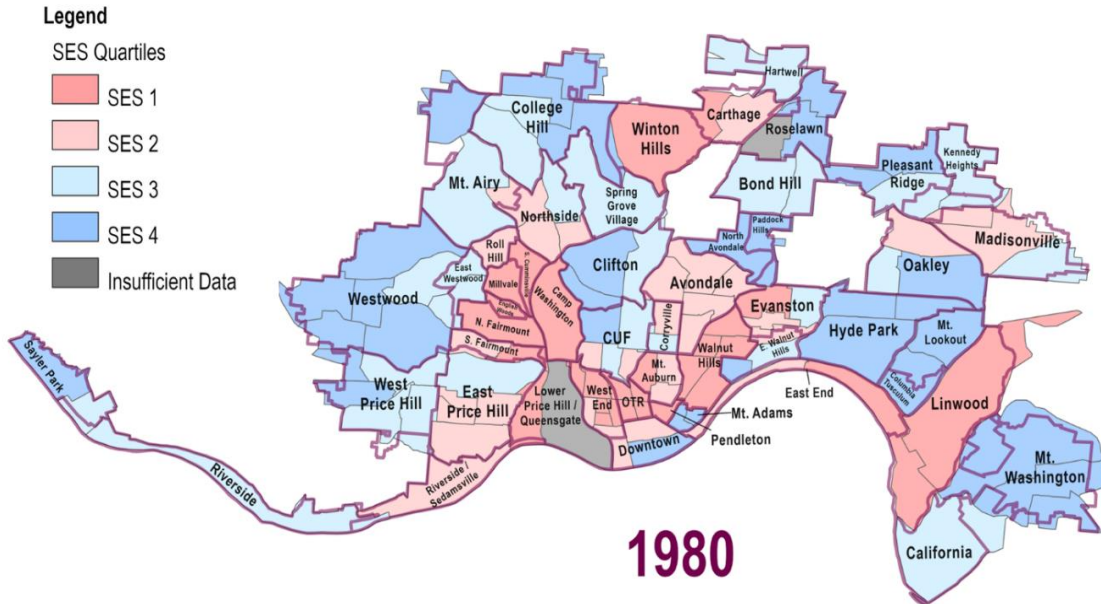


\* Elmwood Place, St. Bernard, and Norwood have been excluded from this analysis.



Reeling from the loss of residents and business to the suburbs and from the resultant loss of revenue for public services, cities sought new strategies to restore their revenue bases. Cities and counties replaced some semi-autonomous planning commissions with Planning and Development Departments. In Cincinnati, some neighborhoods created development corporations to upgrade business districts and residential areas. Federal and state government began to cut back revenues to be shared with local governments (block grants). Poverty rates expanded in “rust belt” cities including Cincinnati. Meanwhile far beyond city limits, urban sprawl continued and new cities like West Chester sprang up. The basic pattern of Cincinnati’s social areas persisted. The 1980 map looked very much like the 1970 SES map (Figure 3).

**Figure 3. SES Quartiles for Cincinnati Census Tracts in 1980 with Neighborhood Overlay**



By the 1990s, the gentrification of Mt. Adams had shown that if you attract wealthy people, you can improve the tax base. Gentrification of the East End began in earnest and began to be anticipated in the Basin Area. A strengthened development corporation for downtown development was more able to develop projects and attract investors. The Port Authority would eventually be added as a resource (2000). The 1990 map shows the beginnings of the spread of poverty to the west (Figure 4). In 1993, the federal government authorized the Empowerment Zone Program to fund the redevelopment of investment-starved urban communities. Avondale and five other Black neighborhoods were funded as Cincinnati’s Empowerment Zone. The program was eventually defunded but nearby development of part of Norwood’s factory district and Rookwood shopping district, Hyde Park Plaza, and Oakley City Centre began to bring new business and residential life to the city. The wealth gap persisted but these projects did create jobs and hope for survival of the core city. By the end of the decade “welfare reform” was fully adopted into law.

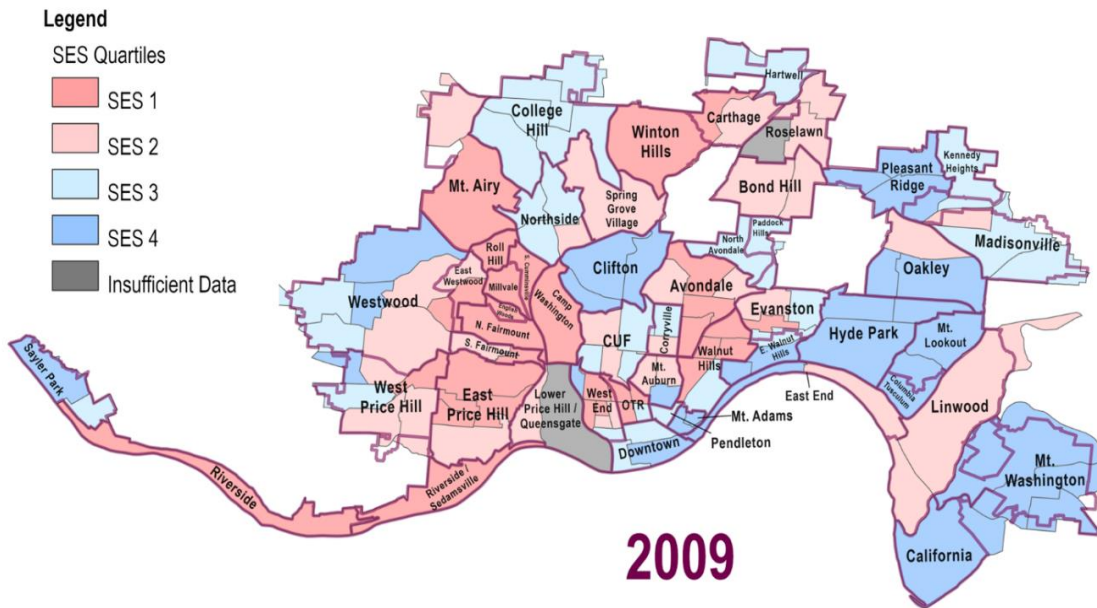
During the 1990s, the low SES areas expanded dramatically on the west side into Mt. Airy and Westwood, for example. Bond Hill became SES 2, as is shown in the 2000 map (Figure 5). At this time, SES 4 covered most of the East Side from Mt. Washington to Over-the-Rhine. During the 2000s, there was some new development in the near East including Avondale, Evanston and East Walnut Hills.





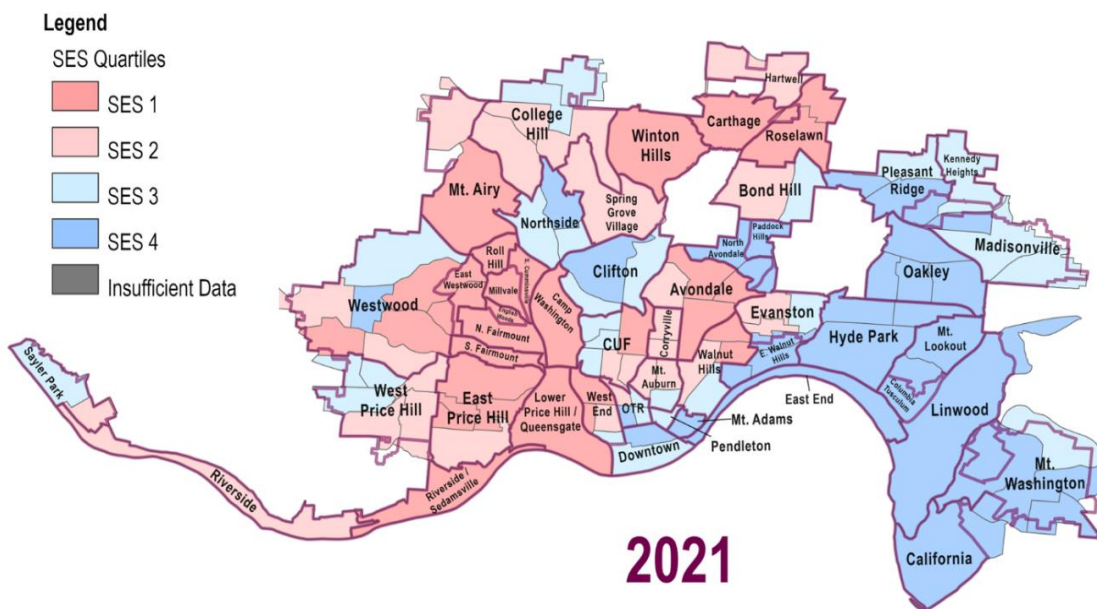
tract in College Hill continued to decline enough to move from SES 4 to SES 3 but the neighborhood has attracted significant investment in its business district.

**Figure 6. SES Quartiles for Cincinnati Census Tracts in 2009 with Neighborhood Overlay**



Finally, the 2021 map reflects changes in the 20 teens decade (Figure 7). Decline in SES continued in College Hill, Westwood, Riverside-Sedamsville, and Riverside on the west. On the East, SES 3 and SES 4 expanded to include Linwood, and East End and all of Madisonville. West End lost one of its new SES 3 tracts, but Over-the-Rhine picked up two. Roselawn continued to decline in SES.

**Figure 7. SES Quartiles for Cincinnati Census Tracts in 2021 with Neighborhood Overlay**



## Long-Term Trends

Additionally, this analysis highlighted a number of long-term trends that occurred over the past fifty years. Notable trends are included in the summary below:

- Cincinnati has gone from a city of 453,000 to one of 309,000. Hamilton County has gone from a population of 924,000 to 831,000. The seven-county metro area has grown from a population of 1,245,000 to one of 2,257,000.
- In 1970, Cincinnati's West Side neighborhoods were largely white, Roman Catholic and composed of stable families. In 2021, the area has several neighborhoods that are struggling with low levels of education, high unemployment, family breakup, and high crime rates.
- The percentage of the Cincinnati population who are Black has increased from 27.7% (1970) to 40.3% (2021).
- In 1970, Cincinnati's low-SES high poverty areas were concentrated on the East Side and in the Mill Creek Valley. In 2021, they are mostly on the West Side and in the Mill Creek Valley.
- The transformation of the East End from a low-income white Appalachian working class and Black neighborhood (SES 1) in 1970 to an SES 4 neighborhood in 2021.
- Loss of over 64,000 manufacturing jobs in the Mill Creek Valley and in other industrial centers such as Over-the-Rhine, the Reading Road and Montgomery Road Corridors, and the East End.
- Increase in land and housing prices both in suburbia and central city have caused stress and homelessness.
- The two-parent family has all but disappeared in SES 1 and Cincinnati has one of America's highest child poverty rates (32%).
- Loss of careers that earn a livable wage.
- Competition created by the return to city life by retirees and young professionals.
- From the data we have, it is possible to project that by 2040, SES 4 will encompass almost all the census tracts between Madisonville and Mill Creek (most of the East and some central Cincinnati).
- Avondale, Walnut Hills (except Tract 19), parts of Evanston, Bond Hill, and Mt. Auburn remain in or near SES 1, but some areas are receiving major investment and are becoming more diverse economically.

The Sixth Edition when published will have recommendations about how policy makers can adapt to changes in state and federal cutbacks and policy changes that continue to expand the wealth gap. There are so many challenges for cities in the era of divided government, culture wars and fragmented and divisive media. This project hopes to continue its efforts to provide data that will help those who need it most.

## Case Studies

To provide additional context, this section presents several neighborhood case studies to display changes in SES Quartiles over the decades within specific neighborhoods. Figures 8-10 provide visualizations to reflect the movement of SES Quartiles for census tracts within select neighborhoods.

### Avondale

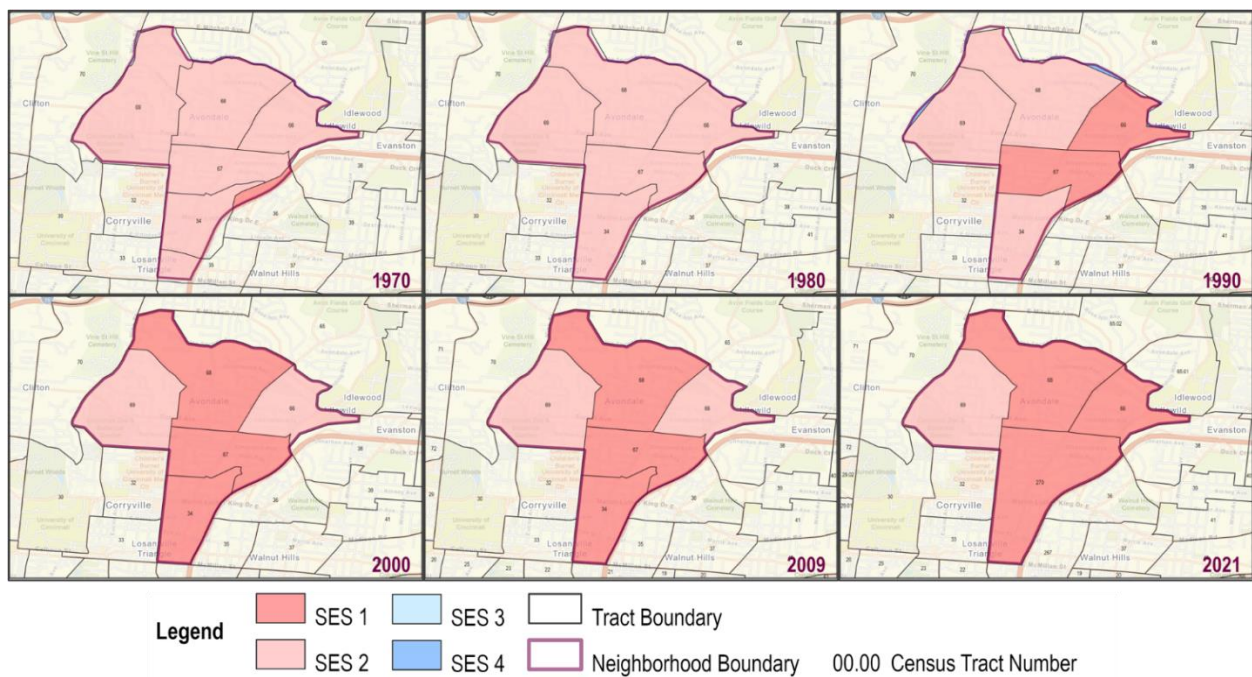
Avondale is a historic Cincinnati neighborhood that reached its peak population in 1960 and has seen a population decrease of about two-thirds since that peak. Over the past decade the rate of population decline has slowed significantly, and substantial new investment is currently underway.



(Left) Avondale Branch of Cincinnati Public Library [chpl.org](http://chpl.org)  
(Right) The Points at Avondale [www.pointesatavondale.com](http://www.pointesatavondale.com)

Figure 8 shows the SES Quartile history of Avondale from the 1970 to 2021 Social Areas analyses. In 1970 and 1980 there were five census tracts in Avondale, all in SES 2. By 1990 two of those five census tracts had declined to SES 1, and an additional tract became SES 1 in 2000 and 2009. As of the most recent analysis, in 2021, Avondale has been reduced to four tracts due to the decrease in population, and three of which are SES 1.

Figure 8. SES Quartile History for Avondale



## Clifton Heights, University Heights, & Fairview (CUF)

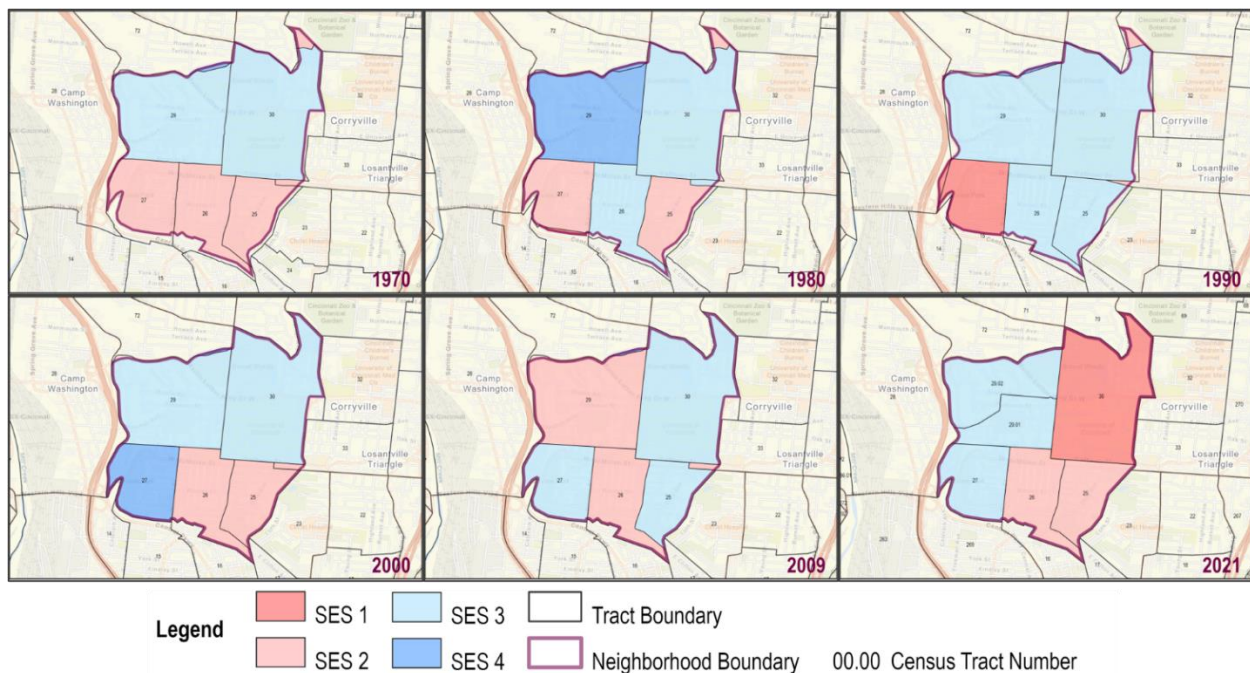
The CUF neighborhood is bordered by the neighborhoods of Clifton, the University of Cincinnati, Mount Auburn, Over-the-Rhine, and Camp Washington. The neighborhood reached its peak population in 1950 but lost about 40 percent of that population by 2000. Since 2000, CUF has experienced a population increase of more than 25 percent.



New UC student residences in CUF  
[www.trinitas.ventures](http://www.trinitas.ventures)

The neighborhood is currently experiencing substantial population growth due to the rising enrollments at the University of Cincinnati, as well as significant changes in SES. In 1970, CUF was comprised of five census tracts, three of which were SES 2, and two of which were SES 3. In 1980, there was one SES 4 tract, two SES 3 tracts and two SES 2 tracts. CUF gained one SES 4 tract in 1990, and was almost universally SES 3 in 2000, apart from one SES 1 tract. In 2009, there were two SES 2 tracts and three SES 3 tracts. Due to the increase in population, there were six census tracts in 2021, with one SES 1 tract, two SES 2 tracts, and three SES 3 tracts.

Figure 9. SES Quartile History for CUF



## Oakley

Oakley is another historic neighborhood in Cincinnati, with the area originally incorporated as the Village of Oakley in 1896 and annexed into the City of Cincinnati in 1913. The famous Cincinnati Milling Machine Company, later known as Cincinnati Milacron, moved to Oakley in 1905.

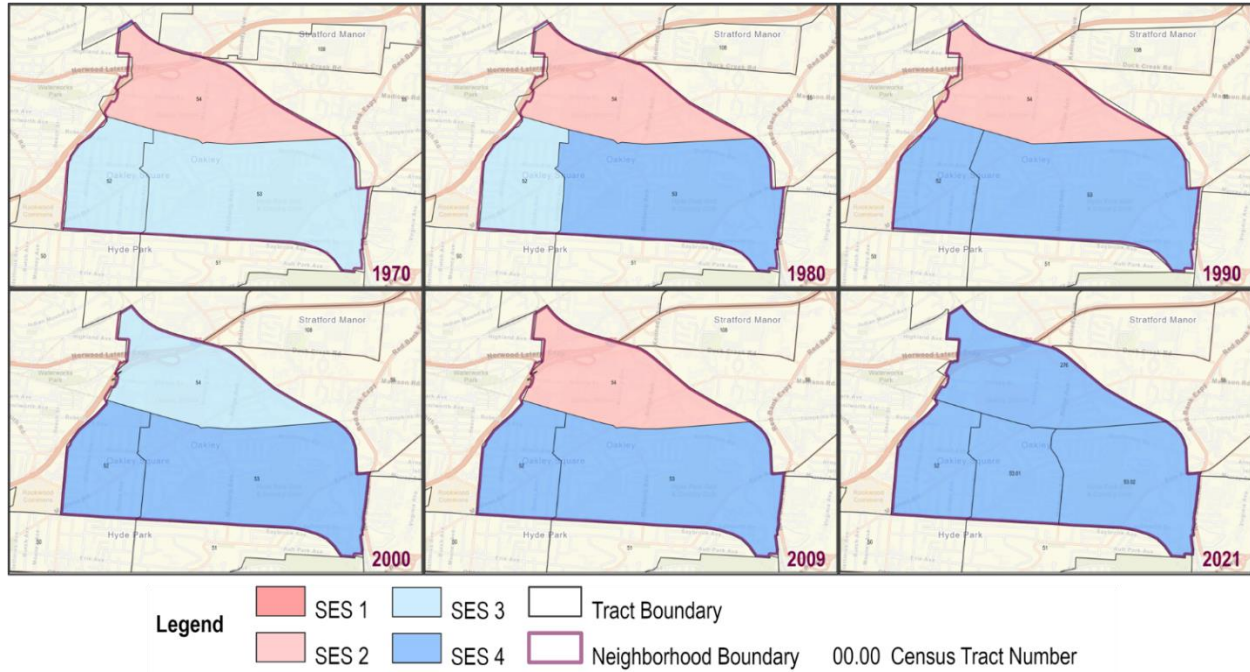
Oakley reached its peak population in 1950, with the population declining by about a third by 2010. Since then, there has been substantial investment in the neighborhood and had increased in population by 14 percent by 2020. In 1970 there were three



Oakley business district, circa 1950s  
 and 2023 [www.oakleynow.com](http://www.oakleynow.com)

census tracts in Oakley, two in SES 3, and one in SES 2. In 1980 one of the SES 3 tracts had risen to SES 4 and, by 1990, there were two SES 4 tracts, with one remaining in SES 2. In 2000 the SES 2 tract had become SES 3 and the other tracts remained SES 4. By 2021, the population growth increased the number of tracts to four, all of which are SES 4.

Figure 10. SES Quartile History for Oakley



### Additional Case Studies

Mt. Adams is a historic neighborhood of Cincinnati, overlooking the central business district. Throughout its history, it has been the location of a vineyard, a civil war era artillery emplacement, and the Cincinnati Observatory. It reached its peak population in about 1890, and currently is an exclusive neighborhood that is home to only about 10% of that peak population.

Madisonville is another historic neighborhood on Cincinnati eastside. Founded as a racially integrated neighborhood, Madisonville has long been recognized as one Cincinnati's racially integrated neighborhoods. It reached a peak population in 1970 and has declined in population by about half since then. It is currently facing gentrification pressures with the Black population declining.



Mt. Adams Incline, circa 1905  
[www.cincinnatihistory.org](http://www.cincinnatihistory.org)

College Hill is another historic neighborhood of Cincinnati, so called because of the two colleges that were established there. Originally a wealthy suburb, it was annexed into Cincinnati in the early 1900s. College Hill reached a peak population in 1970 and subsequently experienced some population loss and disinvestment but has seen a population rebound and new investment since 2010.

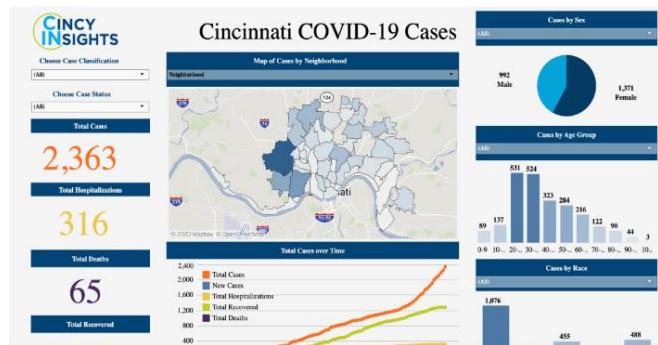
## Implications for Policy and Practice

The 1800 Census provided the first official count of the residents of Cincinnati. Cincinnati had about 750 residents, or about 50 more residents than present day Linwood. The Census as understood in 1800 was far different from the Census as we think about it today. It was used to count the total number of people, free and slave, associated with each family head, and the framers of the Constitution singularly saw the Census as a mechanism of sharing political power across the states that comprised the new United States.

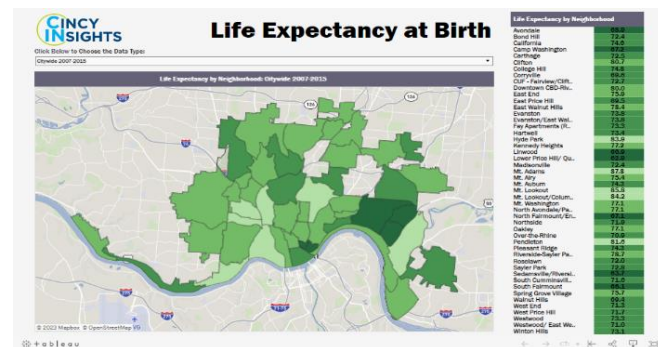
Today, the Census serves a much larger purpose beyond a count of citizens, collecting information about income, sex, age, race, ethnicity, and other factors. Policymakers use Census data to determine how hundreds of billions of dollars in federal funding are spent on community assets like schools, hospitals, roads, and public works.

The dashboards shown on the right provide an illustration of another way Census data is now used by policy makers to identify geographic areas where intervention may be necessary. While more than 2,200 Cincinnatians tragically lost their lives during the Covid-19 pandemic, Census data around age, race and ethnicity helped our City and County target efforts where residents were most at risk due to factors like age, race, and ethnicity (top). The bottom map shows that while a resident of the Linwood neighborhood has a life expectancy at birth of 66.9 years, a resident of Mt. Lookout (across the street) has a life expectancy that is almost 19 years longer.

Census data has helped policymakers to better understand the intersections between life expectancy and geography, as well as social determinants and structural determinants. This allows for the targeting of interventions to improve health and reduce health inequities.



(Top) Dashboard for Covid-19 metrics by Cincinnati neighborhood; (Bottom) dashboard illustrating life expectancy at birth by Cincinnati Neighborhood. Published by CincyInsights ([insights.cincinnati-oh.gov](https://insights.cincinnati-oh.gov)).



### Additional policy implications include:

- Determining how we develop and redevelop neighborhoods so that residents are included in the prosperity that surrounds them.
- Assessing how we eliminate discriminatory practices and policies in the areas of education, income, housing and representation.
- Develop policy solutions that respond to growing economic inequality impacting racial and ethnic groups in our neighborhoods, from unemployment to segregation.
- Understand the intended and unintended consequences of redevelopment. While communities experience a welcomed “boom” as a result of investment, this may come at the cost of higher valuation and tax bills for homeowners and higher rent for tenants.

## Implications for Culture, Diversity and Inclusion

Census data and the Social Areas analysis highlight Cincinnati's important history. The data visualizations and narratives in this document capture the city's evolution over the past fifty years. Cincinnati's story mirrors national trends, but also chronicles its unique characteristics.

In summary, Census Data across 50 years can be used to highlight Cincinnati's important history. The maps and images shared in this report capture the city's evolution and transformation. Cincinnati's story is told through shifts in geography, mirrors national that detail urban renewal and revitalization, gentrification, and unfair housing policies that disadvantage residents based on income and race. Other trends details Cincinnati's unique immigrant, social and cultural history which still defines neighborhood architecture, traditions and celebrations even today.

Beyond the data and the maps, Cincinnati's residents themselves are important narrators of changes over time. Their lived experience is an important and they will tell you about how they have seen Cincinnati and their neighborhoods change over time.

Cincinnati's residents will tell you:

### The neighborhoods they live in are mostly segregated

- 1 in 3 residents live in a neighborhood that is at least 75% Black or White
- Segregation is concentrated on the East and West sides of the city
- Cincinnati is ranked 26<sup>th</sup> among the most segregated cities

*"For a long time I felt that Cincinnati didn't want to be "burdened" by any anecdote of race. But I started to realize, as I engaged more conversation, many people in Cincinnati don't feel like they have a safe place to discuss race among a diverse group of people."*

Tifanei Moyer, native and resident of Cincinnati<sup>1</sup>

### There has been Change and Transition

*Gus Whitfield grew up in the West End then moved to Avondale and Pleasant Ridge. Today, he's back living in his old neighborhood. During his early life, the city and the state had been preparing for federally funded interstate, often called urban renewal, and the construction of I-75, which cut through the West End, and an area now called Queensgate. Roughly 3,000 structures were demolished, and more than 20,000 residents, nearly all black, were displaced to neighborhoods like Avondale, Over-the-Rhine, Walnut Hills and others. Gus now lives in his old neighborhood of the West End.*

Story by Nick Swartsell<sup>2</sup>

### There are Positives... There is History, Pride, Celebration!

- There is tremendous pride for our city and for our many distinct and diverse neighborhoods.
- We as Cincinnati residents celebrate everything: Redsfest, Octoberfest, Black Family Reunion, Cincy Cinco, and many more events and festivals....
- Cincinnati residents rank their city as a great place to live (highest in Ohio and in the country according to many surveys and polls).
- There are points across the city that we all know and love – Fountain Square, Cincinnati Museum Center, our Bridges and Murals, Restaurants, Eateries.....Graeters, Skyline, Goldstar

<sup>1</sup> [www.urbancincy.com/2011/02/pushing-the-racial-dialogue-in-cincinnati](http://www.urbancincy.com/2011/02/pushing-the-racial-dialogue-in-cincinnati)

<sup>2</sup> <https://www.citybeat.com/news/that-which-divides-us-12180120>



- And a question that is always asked as a way of understanding where someone grew up and their life in Cincinnati or Kentucky: “What neighborhood do you live in?” and “Where did you go to high school?”

### **Role of United Way:**

United Way is addressing many of the community and policy key challenges through initiatives and programs that were summarized. Rather than a “one size fits all” approach, United Way puts forth a model that focuses on equitable economic mobility, housing, families, and education that emphasizes the role of community building and community action aimed at improving the landscape and equity in our city and region.

For additional information about United’s Ways programs that support Advocacy and Policy, Diversity, Equity and Inclusion, and for a list of agency partners and resources provided through 211, visit: <https://www.uwgc.org/>

### **Conclusion**

Census data and social factors analyses are useful tools for understanding community change. ***The Social Areas of Cincinnati*** has been implemented to develop programs to support communities and residents with demonstrated needs and to support grants, projects and publications. ***The Social Areas of Cincinnati*** may be used by programs and researchers to advance policy, planning and practice. Specifically, census data and social area analysis can make the case for why advocacy and investment are needed in under-resourced communities. As stakeholders strive for equity and inclusion, using data while elevating community voices is important for understanding community strengths and risks and developing solutions that will bring about transformative change.

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- Maloney, M., & Auffrey, C. (2004). *The social areas of Cincinnati: An analysis of social needs (4<sup>th</sup> ed.)*. School of Planning, University of Cincinnati, and UC Institute for Community Partnerships.
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- The Rand Corporation. (circa 2019). *Child poverty in Cincinnati*. Cincinnati Child Poverty Collaborative.
- Urban League of Greater Southwestern Ohio. (2015). *The state of black Cincinnati 2015: Two cities*. Urban League of Greater Southwestern Ohio.

## Resources

### The Social Areas of Cincinnati: An Analysis of Social Needs Reports

- 5th Edition (2013) <http://www.socialareasofcincinnati.org/files/FifthEdition/SASBook.pdf>
- 4th Edition (2004) <http://www.socialareasofcincinnati.org/files/SocialAreasOfCincinnati2004.pdf>

### SES Quartiles Interactive Map for the City of Cincinnati (2021)

<https://www.arcgis.com/home/item.html?id=59c3ba26e9ee45f08b7fe2f1ab6b28c0>

### City of Cincinnati Census Data & Demographics

<https://www.cincinnati-oh.gov/planning/maps-and-data/census-demographics/>

### American Community Survey (ACS) 2021 Data

<https://www.census.gov/programs-surveys/acs/news/data-releases/2021/release-schedule.html>

### City of Cincinnati Life Expectancy (2009-2015)

<https://insights.cincinnati-oh.gov/stories/s/Life-Expectancy/9xxh-r3gg/>

### Census Survey Explorer

<https://www.census.gov/data/academy/data-gems/2022/finding-data-with-census-survey-explorer.html>

### 2020 Census

- <https://www.census.gov/data/academy/topics/2020-census.html>
- <https://www.census.gov/data/academy/courses/comprehensive-course-for-accessing-2020-census-redistricting-data.html>

### American Community Survey

<https://www.census.gov/data/academy/courses/discovering-the-american-community-survey.html>

### Description of Geographies (Nation to Tracts to Block Groups to Blocks)

<https://www.youtube.com/watch?v=1LZPYS0cR68&list=PLewV-zKXDZkg3sjxt2r4RUkjPCeKQBxh&index=10>