



# Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

Date: October 30, 2006

Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

## **Mayor Mallory Challenges Census Population Estimate City's population estimate increased 22,000 to 331,310**

Cincinnati - This morning, Mayor Mark Mallory, surrounded by leaders from the real estate, housing, and development industries, as well as civic leaders, community leaders, and business leaders, announced that Cincinnati had successfully challenged the 2005 US Census Bureau population estimate. After the successful challenge, Cincinnati's population estimate for 2005 will be increased to 331,310 people. The new number means that the city's population has remained steady since the 2000 census count of 331,283.

"The message is clear - Cincinnati is a city on the rise," Mayor Mallory said. "I knew that the previous Census estimate could not be accurate. There is too much positive activity and development in Cincinnati for the city to be losing people. By challenging the census, we have set the record straight and are telling our city's true success story."

The City Manager agreed. "The success of this population challenge effort demonstrates not only that the city is holding its own but that there are still many people here determined to see it thrive," City Manager Milton Dohoney, Jr. said.

In June, the US census Bureau released its yearly population estimates for every city with more than 100,000 people. Cincinnati's population was estimated at 308,728, a decrease of 6.8 percent since 2000. Cincinnati ranked last in percent of population lost, percentage points behind Detroit. The news sent shockwaves through the Cincinnati community and led to endless conversation about the reasons for the decline of the city.

The low Census estimate seemed strange in the wake of the numerous housing and other development projects built since 2000. Mayor Mallory decided to challenge the Census population estimate using a statistical analysis of city records, including building permits, demolition permits, and conversions of buildings into apartments or condominiums. The analysis showed that the city's population was significantly higher than the Census estimate.

"In every corner of our city, you can see the evidence of our progress. Several major new housing projects have been built since 2000 and construction has begun on many more this year," Mayor Mallory said. "People are choosing Cincinnati. They are choosing to move here and stay here. This is the result of the hard work of so many in our community who are making Cincinnati a better place to live everyday."

After reviewing the city's documentation, the Census accepted the City of Cincinnati's Challenge and contacted the Mayor on Thursday with the news. "Based on data provided to the Census Bureau from the City of Cincinnati, the Census Bureau has revised its 2005 population estimate for Cincinnati from 308,728 to 331,310," Greg Harper of the Census Bureau said.

The difference between the estimate and the results of the challenge can be attributed to several factors, including a stable housing market, redevelopment of vacant buildings into new housing, several major new housing developments, and an expansion in the condominium market. This new housing is coupled with the fact that much of the demolition in the city has been of vacant buildings and has not resulted in less housing. In addition, Cincinnati has not seen any significant decrease in demand for city housing, causing very few homes to remain on the market for long periods.

The revised Census estimate completely changes the perception of Cincinnati. Cincinnati and Columbus are the only two major cities in Ohio's to gain population since the 2000 Census. The news is bringing new attention to many signs of progress in Cincinnati and is refocusing attention on the city's many positive qualities.

Attached:      List of attendees at the news conference  
                  List of housing projects in Cincinnati since 2000  
                  Letter from Mayor Mallory to the Census Bureau  
                  Graph, Cincinnati's Population since 1960

###