In order that the Master Plan might have the solid foundation of facts essential for it to be sound and thus achieve the basic objectives set forth in the preceding chapter the Master Planning Division undertook comprehensive studies of the topography, history, regional status, economy and population of the Area.

As planning must be done within the broad limits set by nature, a study of the physiography of the Area, particularly the topography, was important here because the rugged terrain which prevails gives rise to problems in nearly every phase of metropolitan activity.

In addition to the physical conditions presented by land use and topography, the workings of social and economic trends and forces in the Area were brought under review in studies of its history, its regional status and its economy. These studies were helpful in showing how the Area developed, what it is today, its relation to contiguous areas and its future potentialities.

An analysis of population figures and trends, and estimates of the future population were necessary if the Plan were to be properly dimensioned for probable future needs.

Two of the volumes in the series of published reports of the City Planning Commission issued during the preparatory period of Master Plan formulation were devoted to exposition of these research studies and their findings. These are the reports entitled "Population" and "Economy of the Area."

**Topography**

From the standpoint of physical development the first hard fact which planning must face in the Area is the topography. (Fig. 1.) This appeared as a major stumbling-block in the path of development in the days when the urban area began to spread beyond the limits of the relatively flat Basin. While the series of hills and valleys adds a quality to the Metropolitan Area which agreeably distinguishes it from areas characterized by mile after mile of level terrain, the irregular land surface has always presented difficulties to that process which deals with the use of the land — planning.

Of course, it was not by chance that Cincinnati originated in this particular locality and that it has grown into a metropolis now estimated to have passed the half-million mark. To early settlers who floated down the Ohio River and to those who ventured north through Kentucky from Cumberland Gap, the advantageous position of the site was obvious. Whereas for hundreds of miles along this navigable river high bluffs rose close to its banks, here was a spot where the hills receded on both sides to form an ample basin, most of it 100 feet and more above the river.

The site of today's Metropolitan Area once extended over a low plateau about 300 feet above sea level. In prehistoric times this plateau was cut deeply by the Ohio River and its tributaries. Now the floors of the larger valleys thus formed vary from 200 to 400 feet below the general level of the plateau and are from one-half to three miles wide between rugged wooded slopes. Continued erosion of the plateau has developed numerous ridges and sharp narrow valleys, resulting in a serrated pattern that distorts the general outline of the principal valleys. Large, relatively level areas of the plateau remain on the Ohio side of the river. The Kentucky portion is generally more rugged.

The dominant feature from the settler's viewpoint was the basin on the Ohio side formed by the deposits of the Licking River. This basin afforded a particularly desirable site for the original settlement and it is now Downtown Cincinnati.

The valley of Mill Creek, which now divides the city, provided an inviting level route northward from the basin. Five miles upstream the valley of the Little Miami River, adjacent to the present eastern limits of the city, provided a route northeastward. Less than 20 miles downstream from the basin the broad valley of the Great Miami River, a considerable distance beyond the present western city limits, opened northward into the wide pre-glacial valley of the Ohio River.

Another significant feature is the so-called Norwood Trough which is a part of the old bed of the Ohio River in the pre-glacial period. It was irregularly filled with deposit left by melting glaciers, but is still a well-defined, well-drained lowland area which early was found suited for industry.
On the Kentucky side the Licking River forms the most important valley. Above its confluence with the Ohio it divides the basin area on which Covington and Newport are located. It is also the boundary between Kenton and Campbell Counties.

As Cincinnati spread out of the Basin to the surrounding hills, streets were run upward through the comparatively few secondary valleys or gashed into the hillsides in order to reach the uplands. These same valleys tended to block crosswise connections between outlying communities. Due partly to this cause and partly because of the difficulties inherent in developing its rugged terrain, the Cincinnati Area on both sides of the river grew up as a succession of small towns located where topographic conditions were favorable rather than as single, unified towns of larger size. Because of its superior location Cincinnati from the earliest days was predominant among these surrounding settlements.

In few American cities has topography had as great an effect on the character of development as in Cincinnati. This effect is reflected today not only in the location of the various residential areas but in such important elements as the street patterns and the trend of industrial and railroad development.

### Brief History of Cincinnati

Cincinnati was founded in 1788 during the first wave of migration that followed the Revolutionary War. In the beginning it was a crossroads village — a frontier outpost in the path of westward movement. Incorporated in 1802, it acquired the essential municipal services and more permanent homes.

River trade increased steadily after the introduction of the steamboat. In 1825 construction work began on the Miami and Erie Canal which brought the markets of Hamilton, Dayton and Toledo within the influence of Cincinnati. Then from 1846 to 1851 came the various railroads, at first supplementing, then largely supplanting the river and the canal as means of transportation.

Newport, settled about the same time as Cincinnati, and Covington which came into being a few years later, grew up on the basin area across the Ohio. Railroad service on the Ohio side encouraged development of commuter villages: Glendale, Wyoming and Hartwell to the north; Fernbank to the west; Madisonville and Terrace Park to the east.

In 1868 Cincinnati promoted passage of state legislation permitting a city to construct, own and operate a railroad and in 1877 completed construction of its railroad to Chattanooga. The commerce accruing through this main artery from north to south amply justified the far-sightedness of the progressive citizens of that day.

In 1870 Cincinnati was the largest city west of the Alleghenies and the nation's sixth largest city. A major factor in its development was the great mid-century influx of German migrants, introducing such pursuits as brewing, baking, meat-packing, and the enjoyment of symphonic music. Commerce and manufacturing flourished.

From 1870 to 1900 the city continued to grow rapidly though not so rapidly as in the preceding period. Additional industries were built on the skills of the German immigrants. Brewing, machine shops that later developed into the machine tool industry, piano manufacturing and candle- and soap-making flourished. Eight miles from the center of U. S. population in 1880, the city was in a key position to send its products into all parts of the country. Short line railroads and electric street cars expanded the Metropolitan Area. The Ohio River bridges (starting with the completion of the Suspension Bridge in 1866) brought Kentucky closer. Contiguous communities developed on the Ohio side and were absorbed. Most of Cincinnati’s growth in area occurred during these decades. (Fig. 2.)

In entering a period of slower growth both local and national, and an era of keener competition, the city found itself in changed circumstances but still with specific advantages. The region dominated by Cincinnati, while not the empire of earlier history, was still extensive. It remained a gateway not so much between the East and West as formerly, but between the North and the South. It was still a transportation focus. It had also the advantages of a going concern — the skills and know-how of its leaders and workers, the investments in physical plant, a large local market and established outside markets.

### Regional Status of the Area

A plan for the Metropolitan Area must take into account the place it holds and is likely to hold in the continuing economy and development of the surrounding area, of the states of which it is a part, and of the nation as a whole. The economic life of the Cincinnati locality is nourished by their resources and their need for goods and services. The future of the Cincinnati Area is even more intimately bound up with its trade and service area. (Fig. 3.)

Accordingly studies were made to bring out the salient facts about these relationships — such facts as Cincinnati's traditional place and future potentialities
as a gateway, its importance as a distribution center, its relation to basic resources, and so forth.

The Cincinnati Metropolitan Area has a uniqueness of regional location. Its position as “Gateway between North and South” is featured by a position on the inland waterway system and on the traditional rate break line of railroad transportation. Important as this gateway function has been in the past, it should be no less so in the future. The South, long important as a source of raw materials for the North, is rapidly becoming industrialized and the trend toward increasing diversification there should benefit the Cincinnati Area.

Between Cincinnati and New Orleans there are no centers approaching the complete range of metropolitan services, amusement, convention, and cultural assets possessed by Cincinnati and its Area. Nowhere in this large territory is there a comparable array of first-grade attractions ranging from the Symphony and Summer Opera to major league baseball, the Zoo and Coney Island.

The Area’s history has always been closely interwoven with means of transportation. Today Cincinnati, the metropolis of the Area, is a rail-river-highway hub with seven railroad trunk lines, 128 interstate lines reaching 25 million people overnight, low cost transportation on the Ohio River and 15,000 miles of inland waterways.

Cincinnati is important not only as a gateway for north-south railroad traffic but for east-west traffic. It is a focal point for rail movements between the great commercial, manufacturing, and agricultural regions of the Middle West and similar areas in the southeastern states. No other gateway for such traffic exists between Cincinnati and Washington.

Within the last two or three decades motorized surface transportation has been pacing, and in some respects, outdistancing the railroads. But Cincinnati has definitely lost ground in respect to motor transport. The foresight of earlier generations did not reassert itself soon enough to overcome the natural topographic handicaps inherent in highway approaches to the city. Up to this time Cincinnati has lagged behind many other cities in the provision of broad, convenient entrance highways. Adequate highways must be provided to insure quicker ingress and egress to and from the city. This is one of the objectives of the Master Plan’s motorways plan.

Cincinnati is now the airway traffic control center for an area which includes and extends beyond Terre Haute, Indianapolis, Dayton, Columbus, Huntington and Lexington. This function naturally gives Cincinnati a position of eminence considerably beyond what it would have as merely an airline stop, however important.

Cincinnati is advantageously located to become one of the great hubs of air travel in the United States. It is close to the national center of population and is one of the major geographical air cross-roads of the country east of the Mississippi — the populous eastern third. Completion of the Blue Ash Airport will consolidate its position in respect to air facilities.

From the viewpoint of integration of all forms of transportation the favorable position of Cincinnati becomes still more apparent.

There is the Ohio River, canalized in 1929 to provide a 9-foot channel, connected with thousands of miles of similarly-improved inland waterways, the Great Lakes, and the Mississippi, Illinois, Tennessee, Cumberland and Kanawha Rivers. There will be no conflict between expanding aviation and this vast network of waterways which is geared for slow but economical movement of heavy bulk freight such as coal, iron, petroleum products and building materials.

There are the railroads, now alerted to face a new competitor in the air. As far as cargoes are concerned, expanding aviation will give to the railroads in bulk tonnage of construction materials, fuel, and the like, a much greater load than it may take away in light-weight, high-value shipments.

Buses, trucks, and automobiles will undoubtedly feel the effect of the competition of air travel, but they will all continue to be important factors in transportation because of their flexibility of movement.

For co-ordinating air traffic with movements by water, rail, and motorway, few cities in the country therefore are as favorably situated as Cincinnati. Terminal facilities for navigation might be improved to advantage and, as stated earlier, at the moment motorways leave much to be desired.

The greatest need is for expressways and other routes approaching expressways in character to carry traffic conveniently and quickly into and out of the city. Cincinnati’s deficiencies in this respect are in process of being corrected. If the picture has been accurately interpreted Metropolitan Cincinnati as a regional capital faces a highly promising future.

The Economy of the Area

Metropolitan Cincinnati, like all modern urban areas, owes its existence to the fact that it is a center for the production and distribution of goods. One objective of planning is the enhancement of these functions.

Any realistic plan for the future development or redevelopment of the Area must therefore take into account and give expression to the characteristics of the Area as an economic unit. Its economic structure, the nature and relative importance of the different functions
THE CINCINNATI TRADE AND SERVICE AREA
BY COUNTIES

NUMBER OF FAMILIES WITH AT LEAST $1500 OR EQUIVALENT ANNUAL INCOME — 1939

- UNDER 250
- 250 TO 1000
- 1000 TO 2500
- 2500 TO 10,000
- 10,000 OR ABOVE
- URBAN CINTI — 104,591

DATA BASED ON U.S. CENSUS
METROPOLITAN MASTER PLAN
it performs, the soundness and stability or the weakness and vulnerability of its economic base are the factors controlling its future.

Consequently, preliminary to the Master Plan an exhaustive inquiry was made into the economic structure of the Area. Just as parts of the Plan propose physical improvements as a solution of problems of transportation, land use, etc., this survey pointed to measures whereby the Area might assure future economic development on a sound and balanced basis. Some of these measures deserve brief comment here:

Population Growth — We are approaching a time when population will be far more stable than in the past and the growth of any city or area will depend more and more on the opportunities for work and attractive living which it is able to offer in competition with other cities or areas. Continued growth, then, is largely in the hands of Cincinnati itself. That growth, however, moderate, is desirable was established when in the study the experience of groups of otherwise comparable growing and non-growing cities was reviewed. The group of growing cities had a greater construction and general business volume, smaller increase in taxes, a larger volume of debt retirement and greater retention of that portion of the population from which progressive future leadership of cities is drawn. These effects involved, directly or indirectly, practically all segments of the population of these cities. The favorable differences appeared although the population growth of the growing cities averaged only 7%.

Industrial Policy — In view of the history, present character and prospects of Cincinnati and its Area the most suitable policy for future industrial development was indicated as “growth on a selective, quality basis.” In other words, the encouragement of those activities whose expansion or introduction in the Area will make the economic base sounder. The concept emphasizes the quality aspect in expansion through which expansion becomes a means to an end rather than the end objective itself.

As a suggestive guide in this direction, the 109 specific activities for which the 1940 U. S. Census of Population reported information were evaluated from the viewpoint of their possible contribution to the economy of the Area. Using a rating system based on eight criteria, the so-called “service activities” — utilities, finance, insurance, real estate, communications, government, etc. — rated highest. The various types of manufacturing ranged from high to a very low rating, indicating the advisability of a policy of selective expansion.

Many of the service groups employ high proportions of female and mature workers. The proportion of middle-aged and old people in the population, and the proportion of women to men are both growing. It is therefore important that future opportunities for the increasing employment of these groups exist in the Area.

Employment Prospects — The future economic potential of the Area will depend largely on the number of jobs it can offer. Correlation of the Area’s performance relative to that of the whole nation yielded estimates of 1970 employment here under prosperous national conditions. The low estimate is based on the Area’s relative performance from 1900 to 1940 and the high projects its most favorable performance from 1930 to 1940:

<table>
<thead>
<tr>
<th>Year</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>346,000</td>
<td>321,000</td>
<td>295,000</td>
</tr>
<tr>
<td>1970</td>
<td>432,000</td>
<td>401,000</td>
<td>369,000</td>
</tr>
</tbody>
</table>

Hamilton County 229,000
Metropolitan Area 289,000

The estimated range can conceivably be exceeded but to do this implies a noteworthy improvement in the ability of the Area to provide job opportunities and attractive living conditions relative to the country as a whole. In fact, to achieve the upper limits will require more consistent and concerted effort on behalf of economic development than has been exerted by the Area in the past. The low estimates reflect the continuance of the same relationship to national progress that has prevailed since the beginning of the century.

As national population growth tends to stabilize, the Area’s problem of maintaining its position will become increasingly difficult. However, the task of attaining the totals of the medium or high estimates does not seem to be an impossible one. Achievement of the high estimate in 20 years would require 70,000 additional jobs or approximately 3,500 new jobs every year. The medium estimate calls for 2,000 new jobs each year.

Integration Opportunities — The Area’s opportunities for industrial growth by “integration” were canvassed. The term “integration” is usually defined in connection with a single firm as the incorporation under one ownership and management of all the operations involved in processing raw materials to the final product. The meaning of “integration” on a community or Area basis is clear by analogy.

According to the study the Area’s industrial structure contains 60% of all major industry classifications. Viewed as a single plant it lends itself to opportunities for sound future development through filling the needs of existing industry for more processing plants or the establishment of additional plants to utilize existing sources of supply.
Many industries in the Area buy semi-processed products and components from elsewhere for further processing and assembly. The volume involved may be found sufficiently large to encourage establishment of local sources of supply. For example, it has been proposed that the great local demand for glass containers might be found to warrant their manufacture locally. Conversely, an enterprise might be established to turn out a product, for example, a special type of paper product such as cups, utilizing existing sources of supply of semi-finished products and components.

Integration with existing labor skills is another possibility. For example, the craftsman heritage of the Area is admirably suited to the manufacture of precision and scientific instruments. Many of these types of industry are not now represented in the Area.

Industry Requirements — Progress in industrial development also calls for the ability and willingness of the Area to meet the specific locational requirements of industry. In the case of a manufacturing enterprise these requirements might range from a suitable, unimproved site or an adequate building at a reasonable price, to an adjustment in the boundary of the switching limits. The function of the Area in these respects is to anticipate the more common of these needs and remove the obstacles to their fulfillment. There are also facility requirements to meet the needs of existing and prospective non-manufacturing industries. Current trends make it mandatory for the central city of the Area to view its economic future in terms of the trade area as a whole.

Southern Trade — In view of the rapid development of the Tennessee Valley and other Southern areas, special effort is indicated to entrench Cincinnati firmly as the metropolitan center for Southern trade, visitors and conventions. Promotional efforts, according to the study, should include campaigns to attract Southern visitors here, and a hospitality campaign to make all of Cincinnati alert to a special welcome for Southern visitors.

Accessibility — A need to knit the trade area more closely to the business and professional services of the central urban area is indicated. This includes not only improved transportation to the downtown district but better-facilities for converting the riders to pedestrian shoppers. In view of the gradually expanding character of the service and trade functions, new and improved facilities should be carefully planned to capitalize the potentialities of their combined effect. Income and purchasing power will rise in the Area in the future and the attendant increases in business volume will go to those who are in position to serve it best.

Living Conditions — It has been said that urban growth in the future will depend on the ability to attract persons from outside the Area and that this attraction is founded largely on job opportunities, housing capacity and educational facilities. The visible key to these conditions is the appearance of the city; the quality and efficiency of its thoroughfares; the vitality of its business areas; the attractiveness of its residential areas; the distribution and maintenance of its park and recreational facilities; and the promise of work in progress such as expressways, new public buildings, slum clearance and redevelopment. These conditions, which are possible to a community thriving economically, in turn react favorably toward the furtherance of economic development.

Community Well-Being — The various indices of community well-being indicate that on most counts the Cincinnati Area is much like other large urban areas. Its most serious deficiency in this category is housing, where it has lagged far behind other areas. More positive contributions to community well-being have been made by other factors, notably municipal and utility services, which have been excellent.

On the whole, the economy of the Area was found to have the major characteristics of a sound enterprise, relatively well-balanced and flexible enough to be adapted to changing conditions. No major reorganization was indicated. The problem of improvement presented itself as one of attention to correct certain unbalances existing or imminent, of adding vitality through sound selective growth and progress, and of being ever more alert to adapt to changing conditions.

This implies deliberate and concerted action by the community as a whole to assure vital, sound growth. The increasing complexity of the problems of development requires an organized, positive approach. Moreover, the stimulus for most economic development and its guidance in a balanced, systematic manner must come from the leadership of private individuals.

The problem of economic development in the Cincinnati Area is of such crucial importance and of such grave responsibility that it should not be treated casually. It is doubtful whether spare-time leadership and research are adequate. Only a full-time, appropriately-staffed group can cope with it.

The features of several private or semi-public organizations formed for purposes of economic development in other cities are discussed in the Master Plan reports on Economy of the Area (Chapter V) and on Industrial Areas (Chapter V). These organizations indicate the major outlines for one proposed by the Master Plan for Cincinnati.

Selective expansion should keynote the objectives of this Cincinnati metropolitan organization. The local group should be invested with a broader responsibility than have most similar organizations in other cities. It should be as concerned with development of service
and trade activities as with industrial activities. It should, of course, co-operate with and in many cases operate through existing civic organizations with somewhat more limited objectives.

**Population Trends and Estimates**

The purpose of all facilities and services in the community is to meet the physical, economic, social, cultural and governmental needs of the population. A study and understanding of the growth, distribution, composition and other characteristics of the population and the trends in such characteristics are therefore basic to all intelligent long-range planning.

It was recognized that in conjunction with the other preparatory studies, a sound statistical basis for the Master Plan required an authoritative analysis of facts concerning population and its trends and reliable estimates of population growth and change in the Area in the years ahead. For this task the services of the Scripps Foundation for Research in Population Problems were engaged.

The report of the Foundation was published in book form in 1945 by the City Planning Commission as the Commission's report on Population. Many interesting sidelights on the history, resources and development of the Area were by-products of the study, which was based chiefly on the 1940 U. S. Census and some estimates of more recent date.

**Gains and Losses** — Since World War I, the findings of the report emphasized, the growth of Cincinnati and most other cities has been greatly affected by the decline in the birth rate and the drying up of immigration. Future growth in most cities and metropolitan areas is practically certain to be slow.

Since 1870 the Metropolitan Area has nearly always grown faster than the City. The only exception occurred during the 1910-1920 decade when Cincinnati made rather extensive annexations. Since 1920 the more rapid growth of the Area has been large enough to have serious implications.

The Basin Area of the City has been losing population since 1900. From 1930 to 1940 the rate of decline was 7.7%. Areas adjacent to the Basin which in earlier decades were growing, declined at approximately that same rate during the same period. Most other parts of the city gained in population, but chiefly at the expense of the Basin and its adjacent areas.

Since 1920 this outward movement has gone well beyond the City. The part of Hamilton County outside Cincinnati grew at the rate of 3% (contrasted with the City's rate of 1%) from 1930 to 1940. The western townships grew at a more rapid rate than the eastern, but in total numbers the latter gained 18,630 compared with 9,370 for the western.

The municipalities lying wholly within Cincinnati (Norwood, St. Bernard and Elsinwood Place) remained practically stationary during the 1930-1940 decade, growing only from 45,460 to 45,645.

On the Kentucky side, Kenton and Campbell Counties which had previously been growing, showed a slight decline from 1930 to 1940 (from 166,925 to 165,057) which carried on into 1943. Without outward migration (apparently largely across the river to Ohio) these counties would have had a natural increase of about 14,000.

From 1935 to 1940, 70% of Cincinnati in-migrants came from other cities. This indicates that urban in-migration is becoming an interchange of population between cities rather than a movement of people from rural areas to the city.

Cincinnati has not had an appreciable foreign immigration since 1890. In 1940 it had 5.7% of foreign born.

The distribution of population in the Area as shown by the U. S. Census of Population (1940) is graphically illustrated in Fig. 4.

**Age Composition** — The age composition of the population affects labor supply, social services, recreation, housing and schools. In the Cincinnati Area, as in most urban areas, the proportion of children and young adults to its total population had rather steadily declined up to 1945 while the proportion of middle-aged and old people had increased, with a very marked increase in persons above 65. However, a precipitate increase in the birth rate which began in 1945 as a concomitant of the war-end and favorable economic conditions, may tend to level off the age composition of the Area at some future time.

The age composition is a matter of considerable importance. A metropolitan area with an above average proportion of old people will need relatively more facilities for caring for old people and a larger hospital budget for aged dependents. Its industry may also be affected.

**Sex Composition** — The City of Cincinnati has long had a smaller proportion of males in its population than the country as a whole and other large cities. In the U. S. the sex ratio (males per 100 females) has always been above 100. In Cincinnati the sex ratio has fluctuated, but exceeded 95 only in 1910 and in 1940 fell to 91.

**Size of Households** — The Cincinnati Area had a larger proportion of one-person households (8.7%) and a smaller proportion consisting of 5 or more persons (20.6%) than any other city with which it was compared.
in the study. The average size household of the Area (3.45 persons) is lower than that for urban U. S. (3.61) or the other cities. One and two person households are heavily concentrated in the Basin and adjoining neighborhoods. In general the size of households increases from the Basin outward into the rural areas. It is estimated that the average size of the households in the City of Cincinnati (3.55 persons) will decline to 2.9 persons in 1970. This means that more houses will be required to house a given population and foreshadows a greater demand for the apartment type of dwelling.

The Area's Future Population — Estimates of the future population of the Cincinnati Area were, of course, the major objective of the Scripps study. Such estimates can be made with a variety of assumptions and by various methods. The most useful procedure, however, and the one used, is based on (a) trends of births and deaths, showing how these factors will influence growth, combined with (b) an indication of how a given amount of in-migration will add to the natural increase.

Since it is impossible to know exactly how any past trend will be modified in the future, it is most realistic to show a reasonable range of possibility. This is expressed by calculating "low" and "high" estimates and a reasonable "medium" somewhere between these limits. This method can also be applied to estimates with respect to age, sex, and race composition of future population.

Various estimates on different assumptions were made for the Metropolitan Area, for each county separately, and for the City of Cincinnati. Assuming a "high" birth rate for Cincinnati in the future, with no residents leaving or coming in, the present area of the city will have gained by 1970 only some 12,000 in population. Under the "medium" assumption there would be an actual loss. Obviously appreciable growth of the city itself must depend on net in-migration from outside. Its population may otherwise be increased only by possible annexations of territory not now within the city limits. In other parts of the Area, the birth rates are such that population increases can result without in-migration.

There is nothing inevitable about these estimates and they are not definite forecasts. They show what will happen to the Area's population if certain conditions are fulfilled but there can be no assurance that any given combination of conditions will prevail.

The following results appear for 1970 on the basis of "high", "medium" and "low" birth rates and the assumption that there will be no migration into and out of these areas:

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Metropolitan Area</td>
<td>787,044</td>
<td>870,172</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>621,987</td>
<td>681,284</td>
</tr>
<tr>
<td>Kenton County</td>
<td>93,139</td>
<td>108,454</td>
</tr>
<tr>
<td>Campbell County</td>
<td>71,918</td>
<td>89,974</td>
</tr>
<tr>
<td>Cincinnati City</td>
<td>453,610</td>
<td>487,529</td>
</tr>
</tbody>
</table>

To these figures may be added a "standard unit" of migration. This unit is used only for statistical purposes. It is assumed to be made up of 5,000 persons distributed by age, sex and race in proportions as similar as possible to those of the immigrants of the past. When one such unit is added for every 5-year interval and the unit is proportioned over the Metropolitan Area, these results appear:

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Metropolitan Area</td>
<td>787,044</td>
<td>925,685</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>621,987</td>
<td>725,944</td>
</tr>
<tr>
<td>Kenton County</td>
<td>93,139</td>
<td>114,434</td>
</tr>
<tr>
<td>Campbell County</td>
<td>71,918</td>
<td>85,307</td>
</tr>
<tr>
<td>Cincinnati City</td>
<td>453,610</td>
<td>500,748</td>
</tr>
</tbody>
</table>

If it is assumed that the Area will have two, rather than one, units of migration in the future these figures result:

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Metropolitan Area</td>
<td>787,044</td>
<td>980,658</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>621,987</td>
<td>770,604</td>
</tr>
<tr>
<td>Kenton County</td>
<td>93,139</td>
<td>120,414</td>
</tr>
<tr>
<td>Campbell County</td>
<td>71,918</td>
<td>89,640</td>
</tr>
<tr>
<td>Cincinnati City</td>
<td>453,610</td>
<td>533,967</td>
</tr>
</tbody>
</table>

If the Area were highly successful in enlarging its job opportunities it might very well attract two or even more units of in-migration. Either the upper or lower birth rates used in the estimates could be exceeded. If the evidence at any time should indicate that this is happening it should be taken into account in revising the estimates.

In the preparation of the community-neighborhood phases of the Master Plan, the population estimates for the whole Area were broken down and applied to each community in the Area. (See Appendix Table I in the Master Plan report on Communities.)