

Exploring the Stark County Data Fact Sheets

A resource from the Stark Community Foundation



A photograph of a woman in a white long-sleeved shirt holding a baby wrapped in a white blanket. The background is slightly blurred, showing a colorful abstract pattern.

HELPING YOU HELP OTHERS

We help individuals, families, businesses and nonprofits like you support the causes you care about in our community and beyond.

[FOR DONORS](#)

[FOR GRANTEES](#)



Your Trusted Partner in Giving

- > Since 1963, Stark Community Foundation has been helping individuals, families, businesses and nonprofits support the causes they care about.
- > Today, the Foundation stewards nearly **1,000 charitable funds** totaling more than **\$425 million in assets** and has granted **over \$275 million to nonprofits** in our community and beyond.



How We Support Nonprofits

- > **Connect donors** to nonprofits that align with their passions
- > **Steward nonprofit endowment funds** to support long-term sustainability
- > **Offer competitive grant opportunities** throughout the year
- > **Collaborate with funders and partners** to invest in long-term community solutions
- > **Provide educational resources**, like today's webinar



Today's Purpose

- > We're here to **explore local data** that helps all of us **better understand** the needs and opportunities in our community.



Why Data Matters

- > **Strengthen** your understanding of our community
- > **Highlight** local trends, needs and opportunities
- > **Spark** ideas
- > **Guide** conversations
- > **Inform** decision-making
- > **Elevate** storytelling
- > **Support** grant applications



Elements of a Strong Grant Proposal

- > Strength of local support
- > Sustainability of organization
- > Ability to address significant community needs
- > **Connecting data to help inform efforts**



Overview

- Context
- Overview of the new Fact Sheets
- What does the data say?
- Storytelling with data
- Community Data Hub
 - www.starkcf.org/data
- Next Steps

Context; What is a fact sheet?

- Easily digestible
- Ideally relevant
- Freely available

Cleveland Neighborhoods

CUDELL NEIGHBORHOOD FACT SHEET 2024

9,053 TOTAL POPULATION

12.5% of residents in Cudell have a Bachelor's degree or more, compared to 20.3% in Cleveland.

EMPLOYMENT
About **6 in 10** (61.7%) working age residents (16-64) in Cudell have worked at all in the last 12 months compared to **70.1%** in Cleveland.

Economic Stability

	CUDELL		CLEVELAND	
	Count	Percent	Count	Percent
Poverty	5,501	61.6%	68.8%	68.8%
Residents above the Federal Poverty Threshold	1,749	19.6%	14.7%	14.7%
Residents in deep poverty (income is below 50% of the Federal Poverty Threshold)	5,692	63.7%	54.4%	54.4%

ECONOMIC SUPPORT

	CUDELL		CLEVELAND	
	Count	Percent	Count	Percent
Residents who are food secure	4,349	66.6%	75.9%	75.9%
Households receiving SNAP benefits (self-reported)	1,538	38.5%	31.3%	31.3%
Residents with public health coverage (Medicare, Medicaid, Tricare, etc.)	5,432	60.7%	56.7%	56.7%

FOR MORE IN-DEPTH DATA ABOUT CUDELL, EXPLORE THE EXTENDED DATA PROFILE.
COMMSSOLS.COM/NEIGHBORHOODS2024

Congressional Districts

Federal Congressional District 1 FACT SHEET 2025

Representative: Greg Landsman

Resident Demographics

Economic Stability
The median household income in District 1 is **\$78,497** compared to **\$69,680** in Ohio.

INCOME SOURCE

Households with income from:	Count	District 1 Percent	Ohio Percent
Wages	259,392	79.2%	75.6%
Social security	87,298	26.6%	31.9%
Supplemental security	15,596	4.8%	5.6%
Cash public assistance	7,269	2.2%	2.5%
Retirement	72,507	22.1%	26.4%

1 in 4 households in District 1 earn social security income

Mean household income by income source*
\$118,130

Income Source	Amount
Wages	\$23,011
Social security	\$11,274
Supplemental security	\$3,994
Cash public assistance	\$35,559
Retirement	\$39,392

RESIDENTS WHO ARE FOOD INSECURE

	District 1	Ohio
	Count	Percent
Households receiving SNAP benefits (self-reported)	35,433	10.8%
Households with an older adult (60+) receiving SNAP benefits	13,106	11.1%
Households with children under 18 receiving SNAP benefits	14,053	15.0%
Amongst families receiving SNAP, the number of families with at least one working adult	14,505	75.7%

Residents who are food insecure: District 1 **13.3%**, Ohio **14.1%**

Status of Women

Status of Women OHIO

PRODUCED BY THE CENTER FOR COMMUNITY SOLUTIONS

Social Indicators

AGE: WOMEN AND GIRLS

Female Population	Ohio	Percent
Under 5 years	337,131	5.6%
5 to 9 years	346,303	5.8%
10 to 14 years	374,155	6.3%
15 to 17 years	522,811	8.8%
18 to 24 years	1,129,543	18.9%
25 to 34 years	1,920,626	32.2%
35 to 44 years	822,626	13.8%
45 to 64 years	290,609	4.9%

RACE AND ETHNICITY: OHIO

Race	Ohio	Percent
American Indian Alaskan Native alone or in combination	108,909	0.9%
Asian Asian-American alone or in combination	357,647	3.0%
Black African-American alone or in combination	1,703,313	14.5%
Native Hawaiian Pacific Islander alone or in combination	16,395	0.1%
Some other race alone or in combination	285,554	2.4%
Black Indigenous People of Color	2,617,097	22.2%
White alone, Not Hispanic or Latino	9,152,836	77.8%

ETHNICITY

Ethnicity	Ohio	Percent
Hispanic Latino of any race	480,347	4.1%

HIGH SCHOOL GRADUATION RATE
Public high school, Class of 2021 five-year graduation rate for females in Ohio

Race	Rate
American Indian Alaskan Native	89.7%
Asian	96.0%
Black, Non-Hispanic	84.7%
Pacific Islander	81.7%
Multiracial	87.9%
White, Non-Hispanic	93.4%
Hispanic	84.5%

EDUCATIONAL ATTAINMENT
Ohio residents 25+ with a Bachelor's Degree or higher, by race

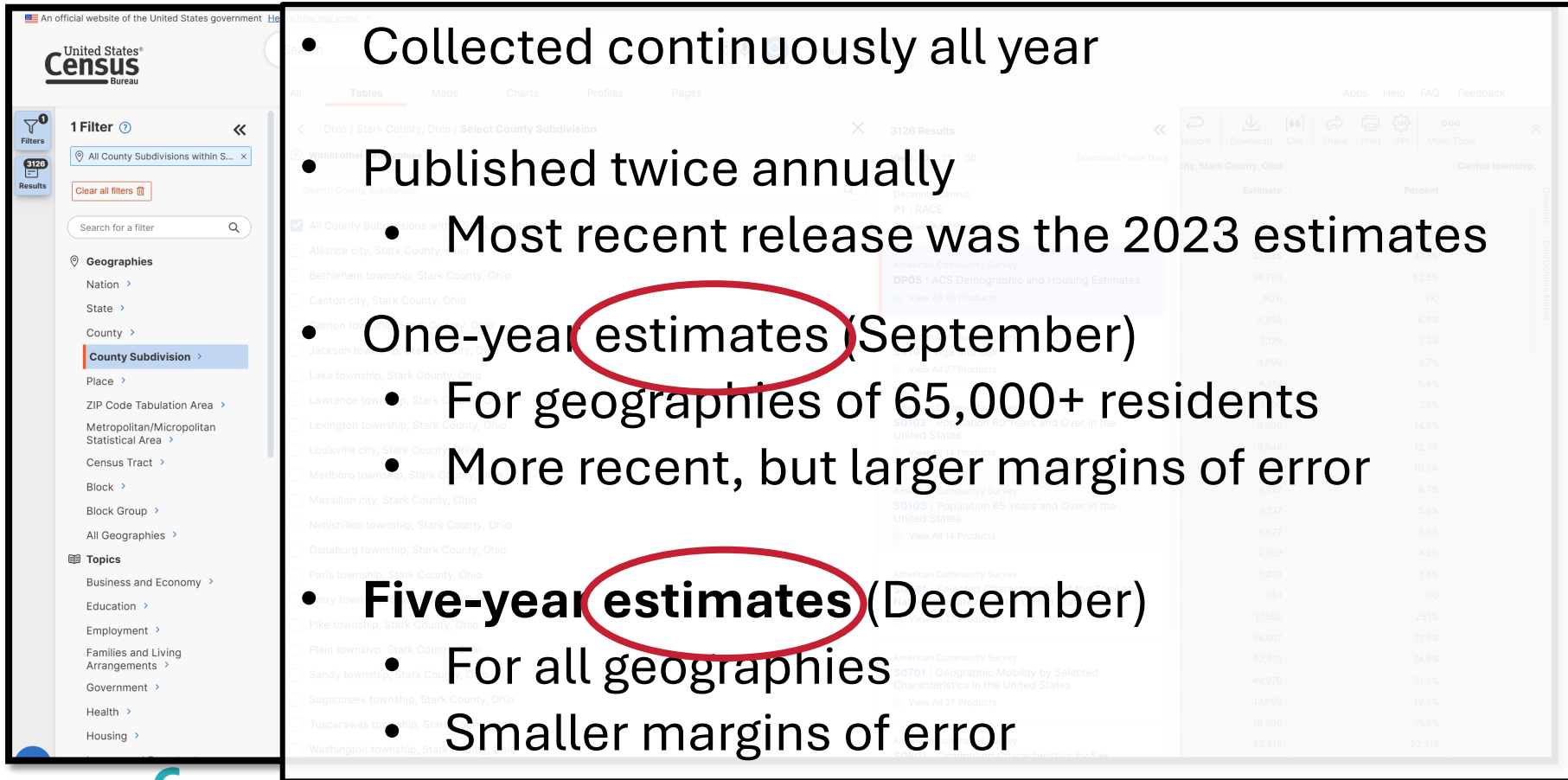
Race	Rate
American Indian or Alaska Native alone	15.9%
Native alone	14.1%
Asian alone	56.4%
Black alone	20.4%
Native Hawaiian and Other Pacific Islander alone	25.0%
Some other race alone	16.3%
Two or more races	29.5%
White alone, not Hispanic or Latino	31.4%
Hispanic or Latino Origin	23.8%

TERMINOLOGY
Sex and gender are complex and language is evolving to be more inclusive. Data sources are slower to change. In this document we maintain more traditional binary labels – women and female – used in the sources from which the data is drawn.

Statewide there are more women than men with college degrees at every level: associates, bachelors, and graduate or professional degrees, but there are racial disparities.

Context; The data source

The Census Bureau's American Community Survey, <https://data.census.gov/>

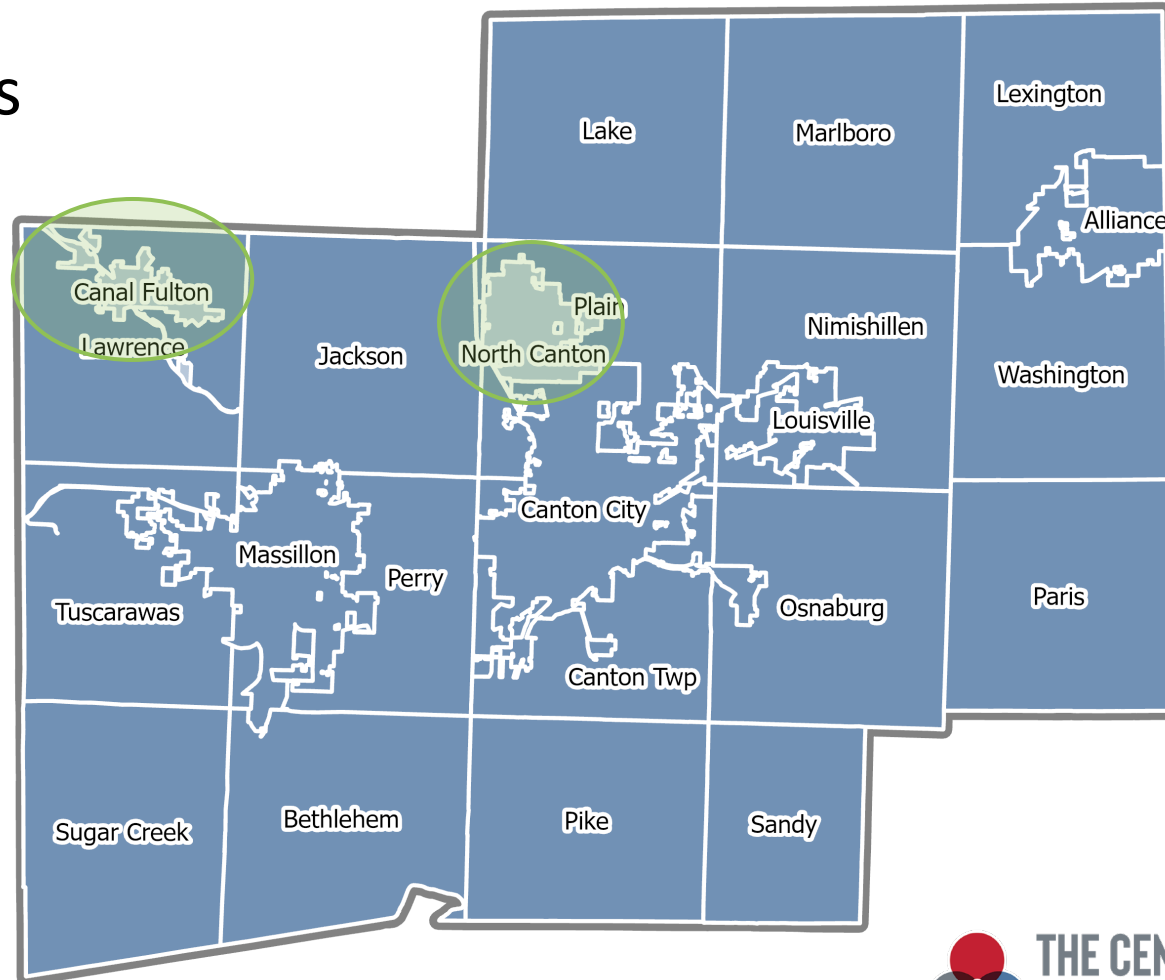


- Collected continuously all year
- Published twice annually
 - Most recent release was the 2023 estimates
- **One-year estimates** (September)
 - For geographies of 65,000+ residents
 - More recent, but larger margins of error
- **Five-year estimates** (December)
 - For all geographies
 - Smaller margins of error

Context; Geographies

The Census Bureau's American Community Survey

- 21 County Subdivisions
 - Cities and Townships
- 2 Census Places
- 1 County



Context; Important notes

- **What is being 'measured'?**

- People, Households, Families
 - Sometimes age banded (16-64)



- **How is 'poverty' determined?**

- Federal Poverty Threshold
 - Single-person household: \$15,650
 - Four-person household: \$32,150
- Deep Poverty (<50%)
 - Single-person household: \$7,825
 - Four-person household: \$16,075
- Near Poverty (<200%)
 - Single-person household: \$31,300
 - Four-person household: \$64,300

- **How is Race/Ethnicity Calculated?**

- Commonly reported two ways: alone vs alone *or* in combination
- Chose alone or in combination

- **How is Employment reported?**

- Commonly reported as a point in time measure
- Chose instead to report as a measure of recent workers in last year

- **See the Data Key**



The New Fact Sheets

Page 1

Canal Fulton City FACT SHEET



DEMOGRAPHICS



The population of Canal Fulton City is **5,326** residents.

Age

Canal Fulton City		
	Count	%
Under 5 years	215	4.0%
5 - 17 years	790	14.8%
18 - 64 years	3,263	61.3%
Over 65 years	1,058	19.9%

Race + Ethnicity

Canal Fulton City		
	Count	%
American Indian Alaskan Native alone or in combination	11	<1%
Asian alone or in combination	165	3.1%
Black African American alone or in combination	22	<1%
Native Hawaiian Pacific Islander alone or in combination	<10	<1%
White alone, non-Hispanic	5,018	94.2%
Some other race alone or in combination	110	2.1%
Hispanic or Latino of any race	12	<1%
Black Indigenous People of Color	308	5.8%

ECONOMIC STABILITY



Median household income in Canal Fulton City is **\$62,025**, compared to \$65,740 in Stark County.



71.6% of households in Canal Fulton City earn employment income.

	Canal Fulton City		Stark
	Count	%	%
Residents below the Federal Poverty Threshold (FPT)	737	14.1%	12.7%
Residents in deep poverty (income is below 50% of the FPT)	510	9.8%	6.0%
Residents in or near poverty (income is below 200% of the FPT)	1,782	34.1%	30.3%
Children below the FPT	88	8.8%	18.4%
Older adults (60+) below the FPT	383	22.4%	8.8%
Residents 16+ below the FPT who are working	224	8.7%	5.5%

Canal Fulton City		
	Count	%
Families in poverty	87	7.1%



185 or **7.9%** of households receive SNAP benefits in Canal Fulton City.

Canal Fulton City		
	Count	%
Households earning less than \$25,000	456	19.4%
Households earning more than \$200,000	208	8.9%

HOUSING

Housing composition

	Canal Fulton City		Stark
	Count	%	%
Owner-occupied	1,564	66.6%	68.6%
Renter-occupied	785	33.4%	31.4%
Housing built pre-1970	663	28.2%	54.2%

Housing burden

	Canal Fulton City		Stark
	Count	%	%
Renters	385	49.0%	46.1%
Homeowners	260	16.6%	16.0%
Total Households	645	27.5%	25.5%



Median monthly rent: **\$915**

Median home value: **\$184,500**

Households are considered cost-burdened when more than 30% of their income is spent on housing costs



The New Fact Sheets

Page 2

EMPLOYMENT + EDUCATION

Working-age residents (16-64) who worked at all in the last 12 months

	Canal Fulton City		Stark
	Count	%	%
Total Employment in the last 12 months	2,540	76.9%	79.1%

	Canal Fulton City		Stark
	Count	%	%
FEMALE			
Full time (35+ hours)	772	44.1%	51.8%
Part time (≤ 34 hours)	427	24.4%	23.8%
Did not work	550	31.4%	24.4%
MALE			
Full time (35+ hours)	1,185	76.2%	69.2%
Part time (≤ 34 hours)	156	10.0%	13.4%
Did not work	214	13.8%	17.4%

Transportation to work + commute time

	Canal Fulton City		Stark
	Count	%	%
Drove alone	1,825	74.3%	79.4%
Carpooled	79	3.2%	6.4%
Public transit	<10	<1%	<1%
Walked	12	<1%	1.4%
Other/Worked from home	539	22.0%	11.9%

	Canal Fulton City		Stark
	Count	%	%
Less than 10 minutes	187	9.2%	16.1%
10 - 19 minutes	286	14.1%	34.8%
20 - 29 minutes	653	32.2%	23.0%
30 - 44 minutes	666	32.9%	16.8%
45 - 60 minutes	124	6.1%	4.8%
More than 60 minutes	111	5.5%	4.6%

Education level

	Canal Fulton City		Stark
	Count	%	%
Less than a high school degree	164	4.3%	7.2%
High school degree or equivalent	2,296	60.2%	58.2%
Associate's degree	405	10.6%	9.6%
Bachelor's degree or more	950	24.9%	25.0%



>95% of residents in Canal Fulton City have a high school education, compared to 92.8% in Stark County.



>95% of the 111 youth ages 16-19 in Canal Fulton City are either in school (42.3%), or actively working/looking for work (57.7%).

HEALTH

	Canal Fulton City		Stark
	Count	%	%
Residents who are insured	5,117	>95%	94.3%
Children who are insured	1,048	>95%	>95%
Residents with Medicaid coverage alone or in combination	1,189	22.8%	22.1%
Residents with Medicare coverage alone or in combination	1,103	21.1%	21.3%
Residents with VA coverage alone or in combination	88	1.7%	2.1%
Residents living with a disability	1,061	20.3%	14.0%
Residents living alone	925	39.4%	31.0%

CONNECTIVITY

Internet access



94.3% of households in Canal Fulton City have an **internet subscription**, compared to 86.1% in Stark County.



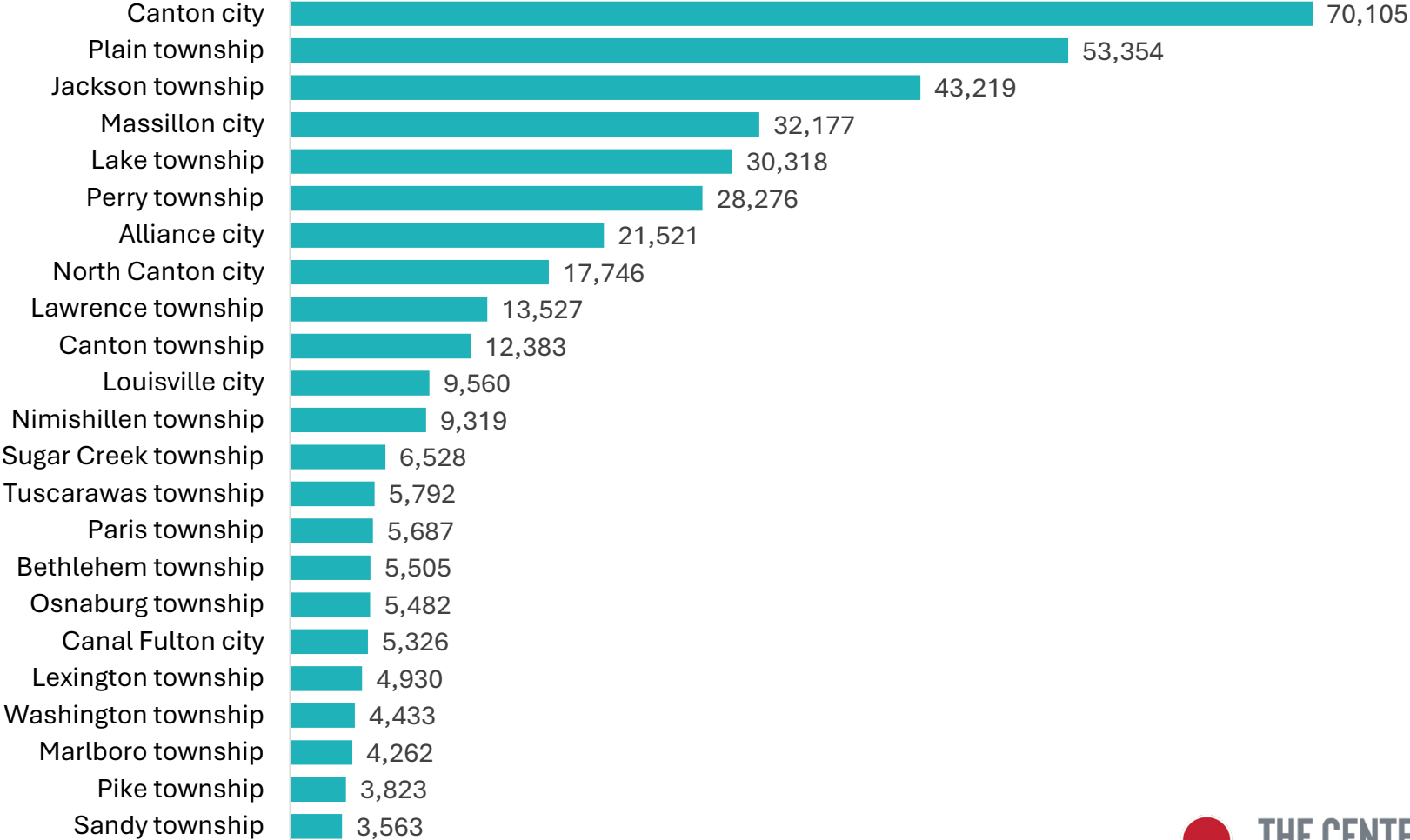
<1% of households in Canal Fulton City have **internet access but no subscription**, compared to 4.5% in Stark County.



5.7% of households in Canal Fulton City have **no internet access**, compared to 9.4% in Stark County.

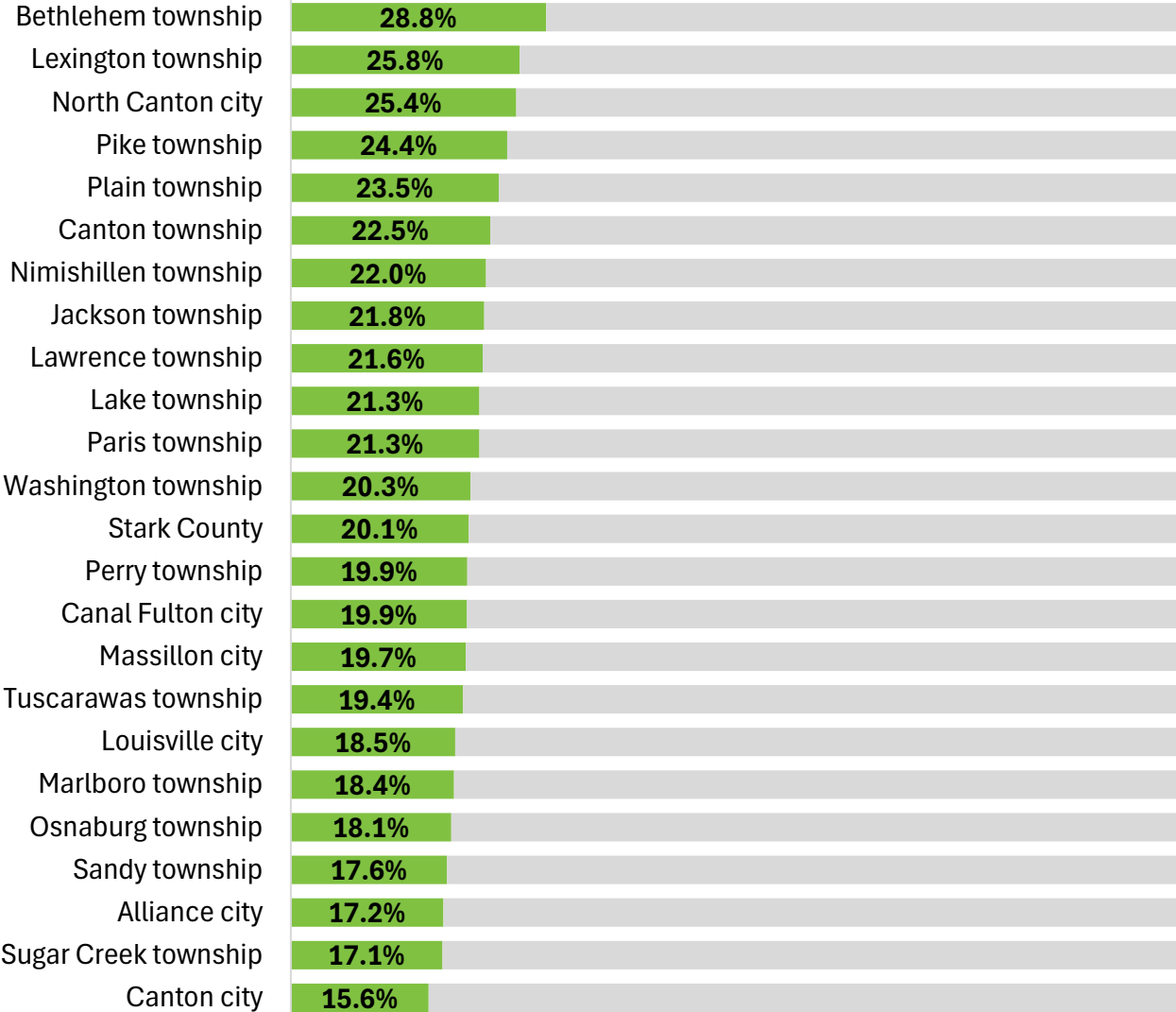
Data insights; Population

Population



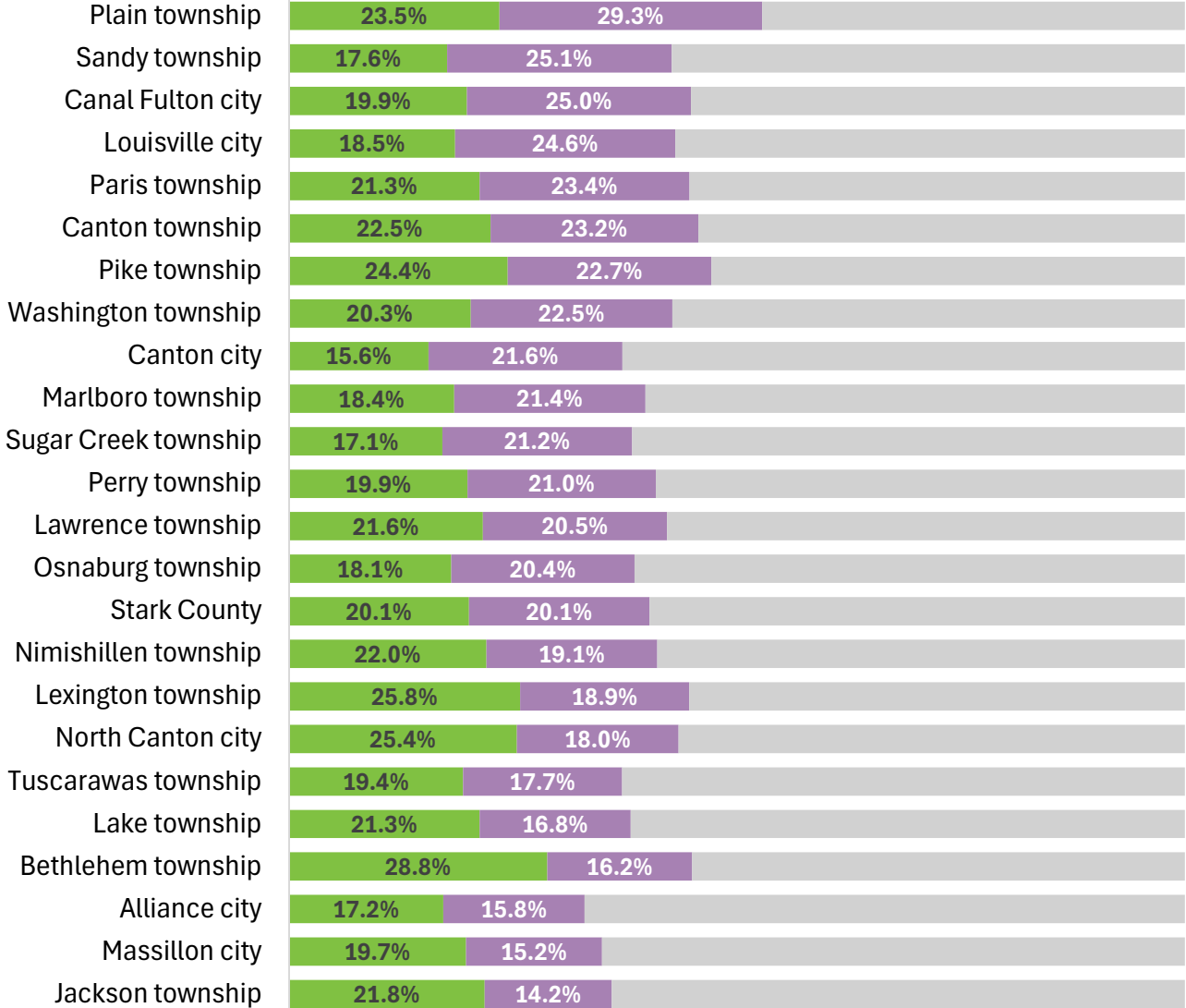
Data insights; Population

Percent of Population 65+



Data insights; Population

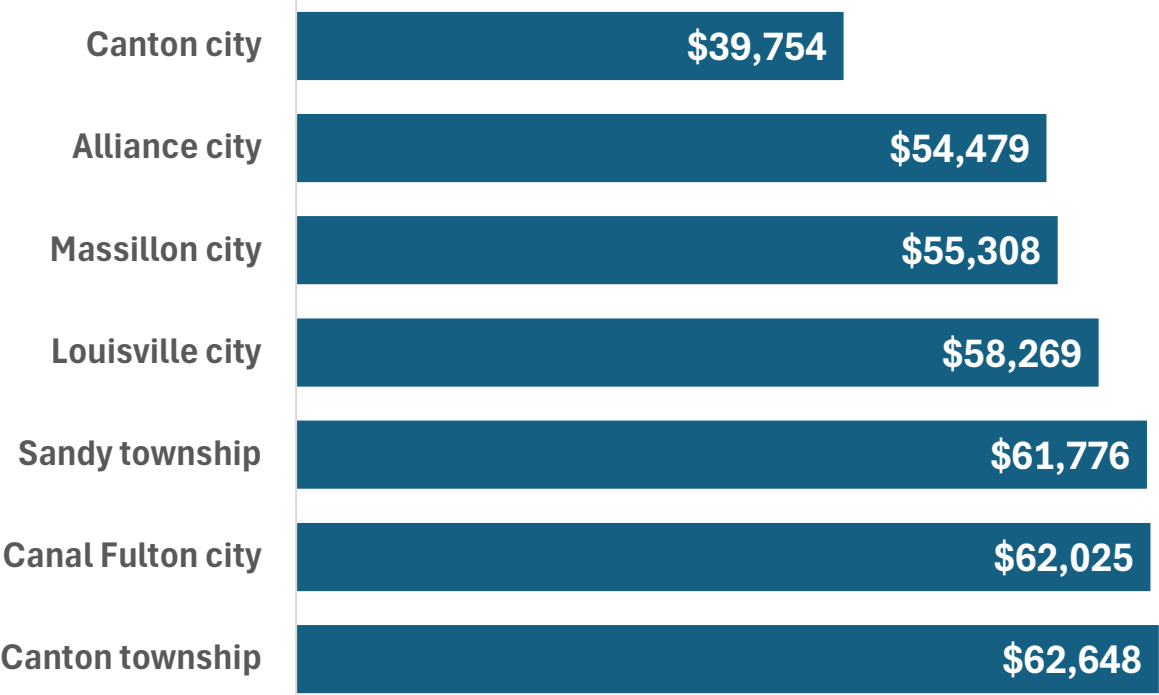
Percent of Population 65+ and <18



Data insights; Economic Stability

Median Income in Stark County: \$65,740

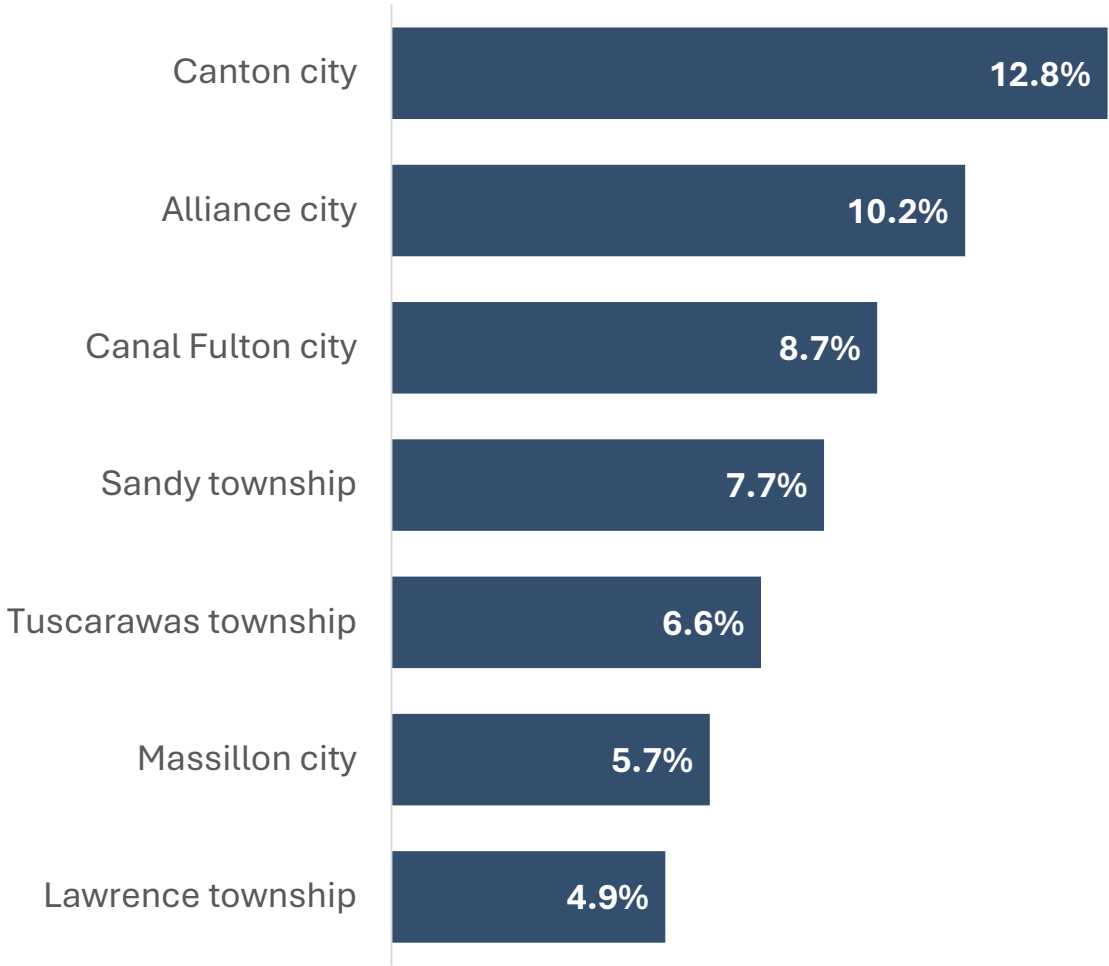
Median incomes lower than Stark County



Data insights; Economic Stability

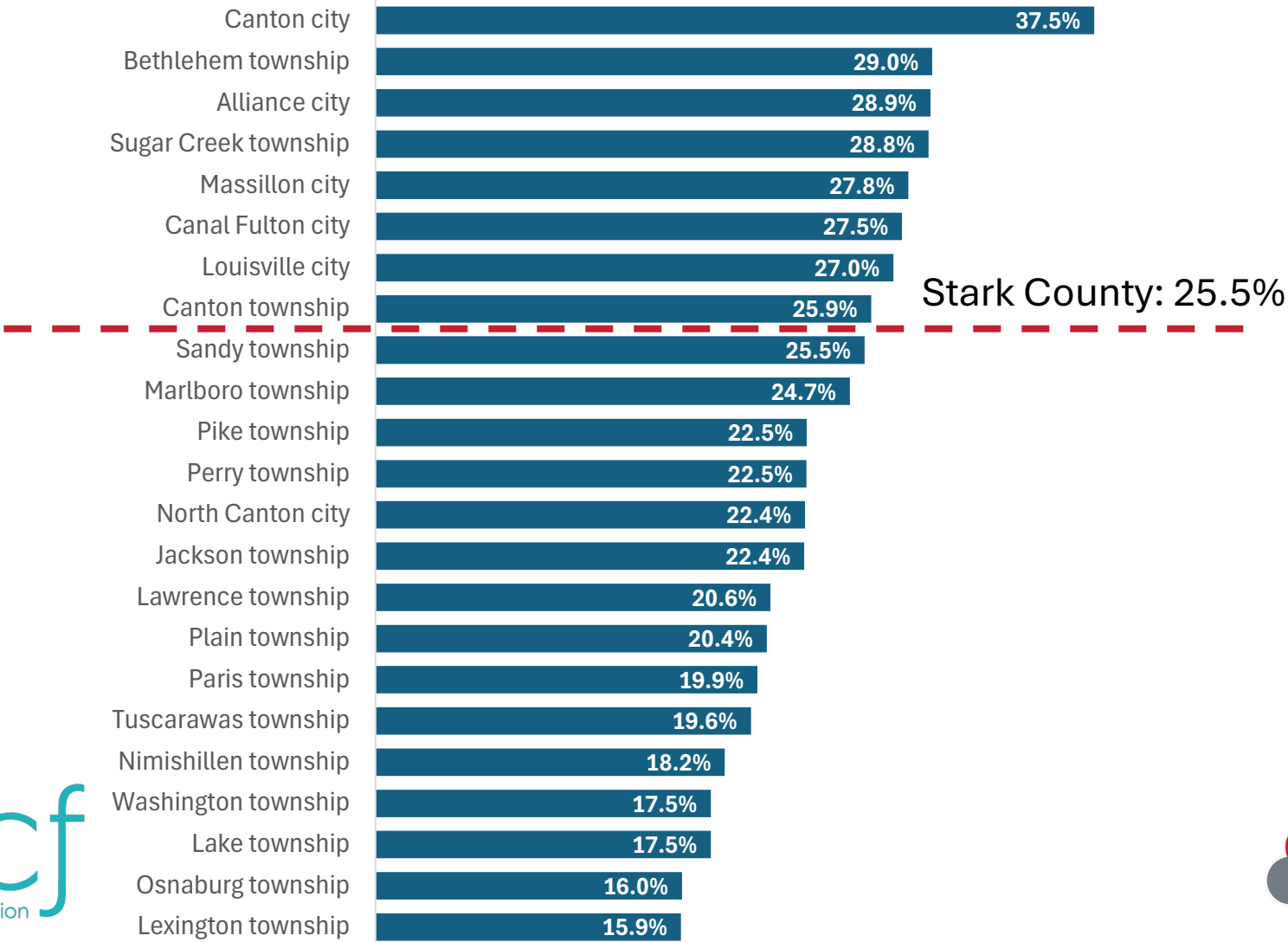
Median Income in Stark County: \$65,740

Working Residents in Poverty

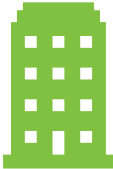


Data insights; Housing

Housing Burden



Data insights; Housing



Renters: 46.1% | Homeowners; 16.0%

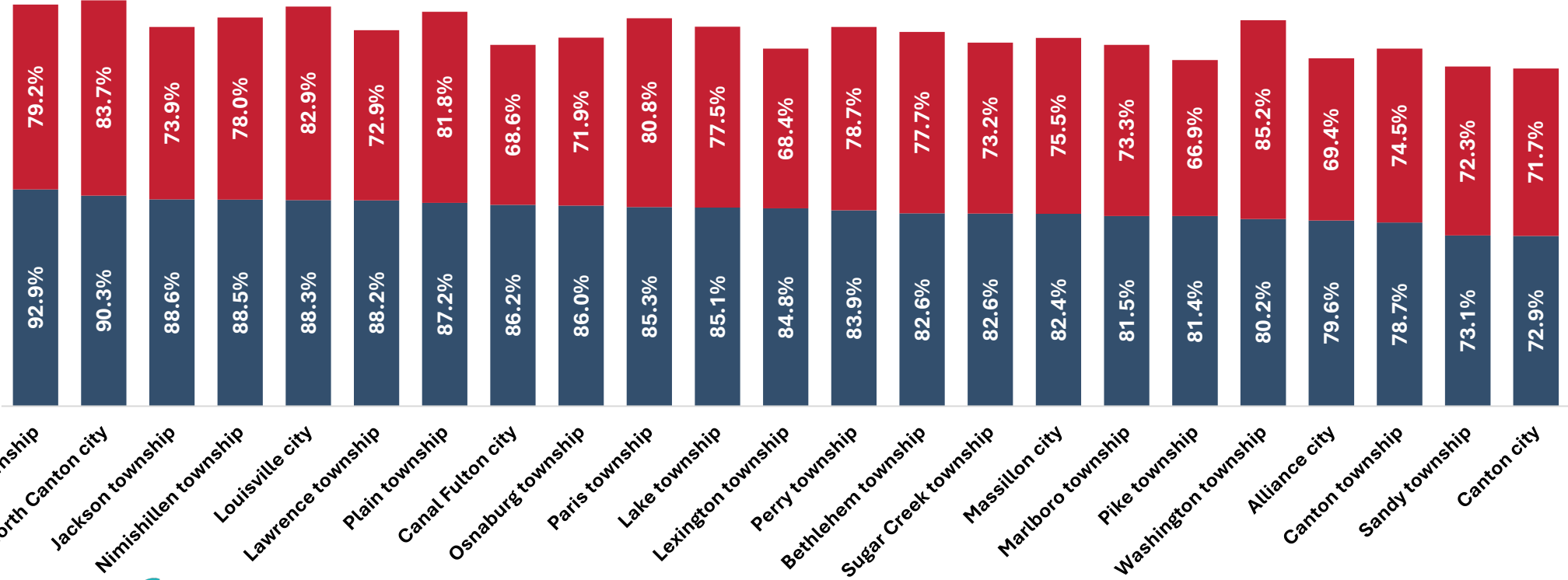
Stark County: 25.5%

Median monthly rent: \$877

Data insights; Employment

Females and males (16-64) who worked in the last year

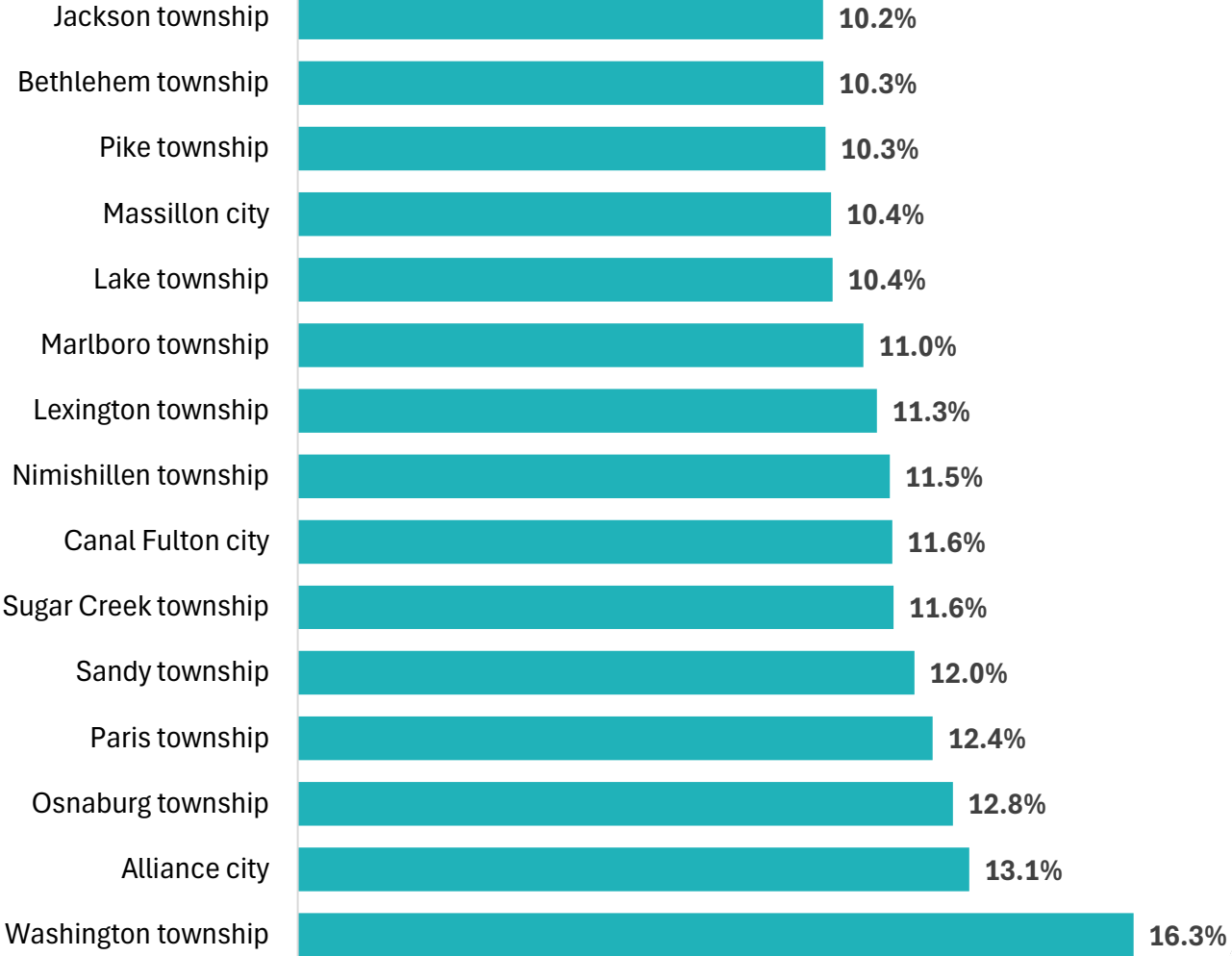
■ Males ■ Females



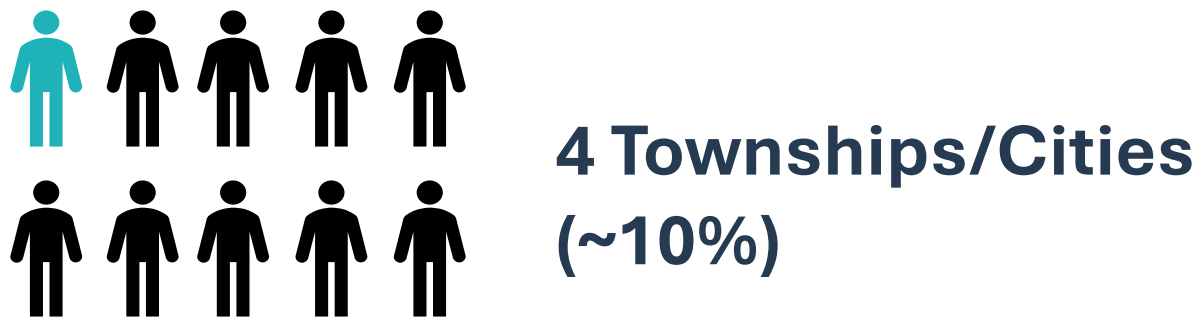
Data insights; Employment

Stark County: 9.4%

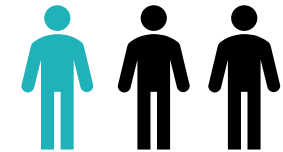
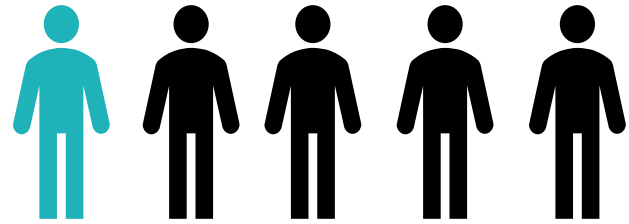
45+ minute commute to work



Data insights; Health



22.1% in Stark County use Medicaid for Health Insurance



Storytelling

Or ways to use the data

- Follows the template of a new resource/article Community Solutions just released
 - <https://www.communitysolutions.com/resources/storytelling-through-data-worksheet-for-advocacy>
- Gotten positive feedback when we've used this in groups
- Developed with community advocacy in mind, but still relevant for non-profits and other professions

Working Towards Change



What change would you like to see in your community? Focus on one issue that you would like to see community members work together to change.

What data points on the Fact Sheet stand out to you for your community?

1	2	3
---	---	---

Tell a story from your community inspired by these data points.

Who needs to hear this story?

1	2	3
---	---	---

What results are you working towards? What will success look like?

Storytelling

Steps to take

1. Identify key issues using available data.
2. Highlight the most impactful data points.
3. Tell a meaningful story that connects data to real people.
4. Share your story with decision-makers and community leaders.
5. Define clear goals and what success will look like.

Storytelling; an example

Looking at the data

HOUSING

Housing composition

	Stark County	
	Count	%
Owner-occupied	106,535	68.6%
Renter-occupied	48,831	31.4%
Housing built pre-1970	84,232	54.2%

Housing burden

	Stark County	
	Count	%
Renters	22,533	46.1%
Homeowners	17,071	16.0%
Total Households	39,604	25.5%



Median monthly rent:

\$877

Median home value:

\$177,700

Households are considered cost-burdened when more than 30% of their income is spent on housing costs

Storytelling; an example

What change would you like to see in your community?

I would like to see increased efforts to identify and remove lead paint from older homes in Stark County, especially those built before 1970.

Storytelling; an example

What data points on the Fact Sheet stand out to you for your community?

- 54.2% of homes in Stark County were built before 1970.
- There are 84,232 homes built pre-1970, potentially containing lead-based paint.
- 31.4% of homes in the county are renter-occupied, where residents may have limited control over home maintenance or lead remediation.

Storytelling; an example

Tell a story from your community/work inspired by these data points.

“My neighbor was expecting her first child in a few months. She knew her home was old, and she was very nervous about her newborn’s safety, but she didn’t know what resources were available to her to test, and potentially remediate, her home...”

...In Stark County, over half of the homes were built before 1970, meaning thousands of families are at risk of lead exposure due to aging paint, so her concerns were well founded.”

Storytelling; an example

Who needs to hear this story?

- Local non-profits and housing authorities
- Landlords and property management companies
- Community health organizations and pediatricians

Storytelling; an example

What results are you working towards? What will success look like?

- Success means reducing childhood lead poisoning rates in Stark County.
- Increasing inspections and lead abatement efforts in pre-1970 homes.
- Better landlord accountability.
- Increased funding for remediation, and stronger tenant protections.

Storytelling

A recap

- The importance of combining a story/narrative
- Evidencing that story with data
- Thinking through your audiences for your story

- These fact sheets can't contain all the relevant data you might need to tell your story, but are instead a helpful way to quickly share insights about the communities you serve.

Community Data Hub

- > www.starkcf.org/data
- > Strengthen access to data
- > Reliable, place-based sources all in one place
- > Houses variety of data sources
 - 24 Community Fact Sheets + Data Key
 - Stark Community Foundation reports and studies
 - Additional data sources by area
- > Regularly refreshed
 - Send sharable sources to info@starkcf.org
 - Check back ... new sources added regularly



Upcoming Events

2nd Annual Data Workshop

Wednesday, September 24, 2025

10 a.m. - Noon

The Barrette Center at Walsh University

RSVP at www.starkcf.org/events



SHARE YOUR STORY



SHARE YOUR STORY





STAY CONNECTED

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STAY CONNECTED

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