

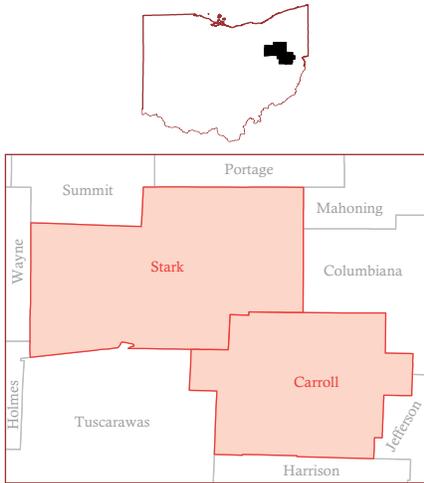


Canton-Massillon, Ohio

U.S. Department of Housing and Urban Development | Office of Policy Development and Research | As of November 1, 2017



Housing Market Area



The Canton-Massillon Housing Market Area (hereafter, Canton HMA) is coterminous with the Canton-Massillon, OH Metropolitan Statistical Area, comprising Carroll and Stark Counties in northeastern Ohio. The HMA is known for manufacturing—including steel and other metal products—oil and gas production from the Utica Shale region, and the Pro Football Hall of Fame (HOF). Table DP-1, at the end of this report, summarizes current and historic employment, population, housing, and income trends.

Market Details

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Summary

Economy

Oil and gas production from 2011 through 2014 in the Canton HMA supported a partial recovery from payroll losses during the 2000s. Non-farm payrolls have again been declining since 2015, down by an average of 200 jobs, or 0.1 percent, annually, partially because of lower oil and steel prices. Redevelopment projects at the Pro Football HOF have partially offset job losses in other industries. During the 3-year forecast period, nonfarm payrolls are expected to remain unchanged.

Sales Market

The sales housing market in the HMA is balanced, with an estimated vacancy rate of 1.6 percent, down from 2.2 percent in 2010. During the 12 months ending October 2017, the average homes sales price increased 2 percent, slowing from a 3-percent increase during the previous 12 months, partially because of a decline in new home sales prices. During the forecast period, demand is estimated for 580 additional homes. The 140 homes currently under construction are expected to meet a portion of the demand (Table 1).

Rental Market

The rental housing market in the HMA is currently balanced. The current rental vacancy rate is estimated at 6.5 percent, down from 10.0 percent during 2010. The market-rate apartment market is currently tight, with a 1.8 percent vacancy rate during the third quarter of 2017, down from 3.7 percent in 2010 (Reis, Inc.). The majority of new rental housing constructed since 2012 has been senior housing, with the lack of new general occupancy apartments contributing to the tight apartment market. During the forecast period, demand is expected for an additional 100 market-rate rental units. The 95 units currently under construction are expected to satisfy nearly all of the demand (Table 1).

Table 1. Housing Demand in the Canton-Massillon HMA During the Forecast Period

| | Canton-Massillon HMA | |
|--------------------|----------------------|--------------|
| | Sales Units | Rental Units |
| Total demand | 580 | 100 |
| Under construction | 140 | 95 |

Notes: Total demand represents estimated production necessary to achieve a balanced market at the end of the forecast period. Units under construction as of November 1, 2017. The forecast period is November 1, 2017, to November 1, 2020.

Source: Estimates by analyst

Economic Conditions

The Canton HMA is best known for two things—the manufacturing industry and the Pro Football HOF. During the 1990s, the manufacturing sector dominated the economy, accounting for approximately one-fourth of all jobs in the HMA. Layoffs and closings of manufacturing facilities, largely in the metal products industry, contributed to job loss during the 2000s, with the most

severe decline during 2009, at the end of the national recession that occurred from 2007 to 2009. Growth in the food manufacturing industry and a gas and oil production boom from the Utica Shale region in the early 2010s supported postrecession job growth. The decline in oil prices since 2014 and lower level of oil and gas production in the HMA have contributed to a decline in total nonfarm payrolls since 2015. Current nonfarm payrolls, which averaged 171,900 during the 12 months ending October 2017 (Table 2), are 8 percent below the peak in 2000. The manufacturing sector, in which the largest job losses have occurred since 2000 (Figure 1), has shrunk to the third largest sector, currently comprising 15.6 percent of jobs in the HMA (Figure 2). Only 3 of the current 10 largest employers are in the manufacturing sector (Table 3) compared with 6 of the 10 largest employers in 2000. Expansion of the Pro Football HOF offset some of the job losses since 2015, and the changes are expected to bring an increase in visitors to the HMA during the next 3 years.

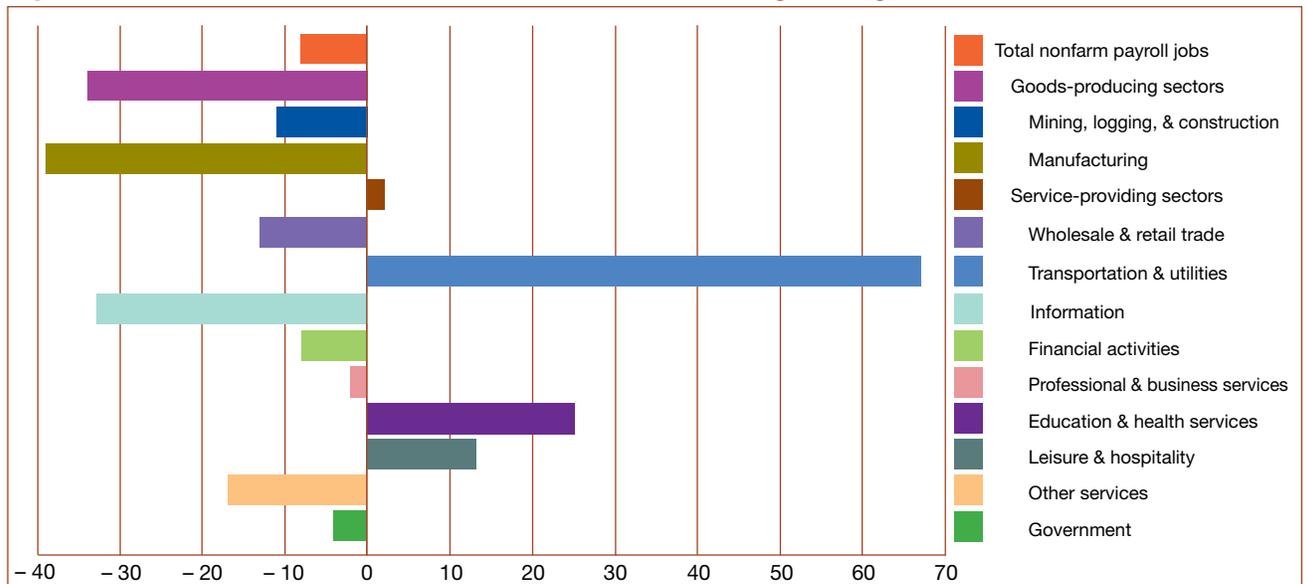
Table 2. 12-Month Average Nonfarm Payroll Jobs in the Canton-Massillon HMA, by Sector

| | 12 Months Ending | | Absolute Change | Percent Change |
|----------------------------------|------------------|--------------|-----------------|----------------|
| | October 2016 | October 2017 | | |
| Total nonfarm payroll jobs | 172,200 | 171,900 | - 300 | - 0.2 |
| Goods-producing sectors | 35,500 | 35,400 | - 100 | - 0.3 |
| Mining, logging, & construction | 8,500 | 8,500 | 0 | 0.0 |
| Manufacturing | 27,100 | 26,800 | - 300 | - 1.1 |
| Service-providing sectors | 136,600 | 136,500 | - 100 | - 0.1 |
| Wholesale & retail trade | 27,800 | 27,800 | 0 | 0.0 |
| Transportation & utilities | 4,700 | 4,700 | 0 | 0.0 |
| Information | 1,700 | 1,700 | 0 | 0.0 |
| Financial activities | 7,900 | 8,000 | 100 | 1.3 |
| Professional & business services | 14,600 | 14,800 | 200 | 1.4 |
| Education & health services | 32,800 | 32,700 | - 100 | - 0.3 |
| Leisure & hospitality | 19,000 | 18,900 | - 100 | - 0.5 |
| Other services | 8,200 | 8,100 | - 100 | - 1.2 |
| Government | 20,000 | 19,900 | - 100 | - 0.5 |

Notes: Numbers may not add to totals because of rounding. Based on 12-month averages through October 2016 and October 2017.

Source: U.S. Bureau of Labor Statistics

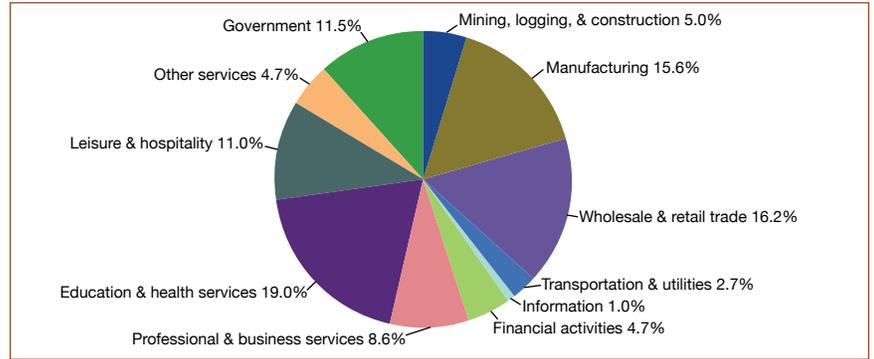
Figure 1. Sector Growth in the Canton-Massillon HMA, Percentage Change, 2000 to Current



Note: Current is based on 12-month averages through October 2017.

Source: U.S. Bureau of Labor Statistics

Figure 2. Current Nonfarm Payroll Jobs in the Canton-Massillon HMA, by Sector



Note: Based on 12-month averages through October 2017.
Source: U.S. Bureau of Labor Statistics

Table 3. Major Employers in the Canton-Massillon HMA

| Name of Employer | Nonfarm Payroll Sector | Number of Employees |
|--------------------------------|-----------------------------|---------------------|
| Aultman Health Foundations | Education & health services | 4,288 |
| Mercy Medical Center | Education & health services | 2,668 |
| County of Stark | Government | 2,535 |
| TimkenSteel Corporation | Manufacturing | 2,231 |
| Freshmark, Inc. | Manufacturing | 1,939 |
| Wal-Mart Stores, Inc. | Wholesale & retail trade | 1,688 |
| Canton City Board of Education | Government | 1,586 |
| Stark State College | Government | 1,292 |
| Alliance Community Hospital | Education & health services | 1,000 |
| The Timken Company | Manufacturing | 995 |

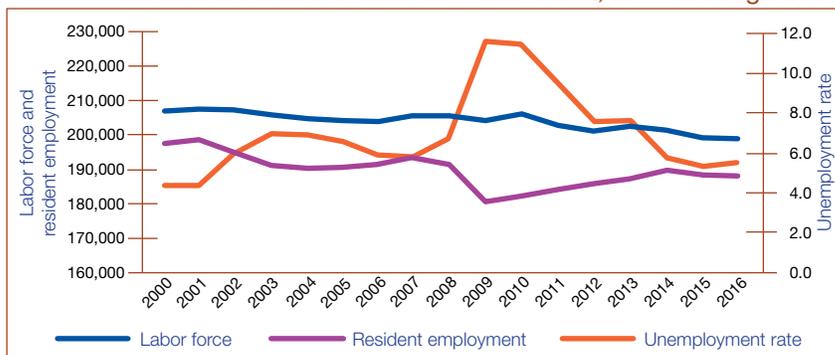
Note: Includes local school districts.
Source: Stark County Government

During the 2000s, nonfarm payrolls declined nearly every year. Total nonfarm payrolls rose during the 1990s, reaching a historic high of 187,500 jobs by 2000 before declining by an average of 2,800 jobs, or 1.6 percent, a year from 2001 through 2010. The manufacturing sector accounted for approximately two-thirds of the job

loss, falling by an average of 1,900 jobs, or 5.6 percent, a year. Layoffs at steel production facilities and other manufacturing facilities that produced metal products contributed to the loss. Republic Technologies International a subsidiary of Republic Steel, laid off nearly 800 workers during the early 2000s, and The Hoover company laid off nearly 1,100 workers during the early to mid-2000s, closing their 100-year-old vacuum manufacturing plant in 2007. During 2009, the unemployment rate peaked at 11.6 percent (Figure 3), and nonfarm payrolls reached a low of 159,700 jobs by 2010, the lowest level since 1987.

During the early 2010s, total nonfarm payrolls began to recover, supported by job growth in the goods-producing sectors. From 2011 through 2014,

Figure 3. Trends in Labor Force, Resident Employment, and Unemployment Rate in the Canton-Massillon HMA, 2000 Through 2016



Source: U.S. Bureau of Labor Statistics

nonfarm payrolls increased by an average of 3,200 jobs, or 1.9 percent, a year. The goods-producing sectors accounted for one-half of jobs added, with the manufacturing sector up by an average of 900 jobs, or 3.4 percent, a year and the mining, logging, and construction sector up by an average of 800 jobs, or 10.4 percent, a year. A growing food manufacturing industry expanded by an average of 200 jobs, or 5.1 percent, a year, contributing to the rise in manufacturing sector jobs. Expansion of an existing Kraft Heinz Company facility in 2013, which added nearly 300 new jobs, supported growth in the industry. Drilling and oil and gas production from the Utica Shale region in the HMA also contributed to job growth. Oil production in the HMA rose from 31,500 barrels in 2011 to a peak of 5.7 million barrels in 2015 (Ohio Department of Natural Resources), with a high of nearly 400 active wells. Businesses that provided supportive services to temporary workers, which the oil and gas production companies brought to the HMA, also grew. The leisure and hospitality sector, which includes hotels and restaurants that housed and fed workers, grew by average of 500 jobs, or 3.0 percent, a year. The transportation and utilities sector, which includes firms that move commodities to processing facilities, grew by an average of 300 jobs, or 7.3 percent, a year. During 2014, nonfarm payrolls reached a recent high, with an average of 172,500 jobs, or 12,800 jobs above the 2010 low, but 15,000 jobs below the historic high during 2000.

Oil prices peaked in late 2014, coinciding with the recent high in payrolls in the HMA. During 2015 and 2016, nonfarm payrolls declined by an average of 200 jobs, or 0.1 percent, a year.

The decline in oil prices led to a decline in oil exploration and job loss in the mining, logging, and construction sector, down by an average of 400 jobs, or 3.9 percent, a year. Closures of the Republic Storage Products, LLC facility in 2015, which moved manufacturing operations out of the HMA, and of the Alliance Castings Company facility resulted in total layoffs of more than 700 workers. The layoffs also contributed to a decline in the manufacturing sector, down by an average of 600 jobs, or 2.2 percent, a year. Continued growth in the food manufacturing industry offset some of the losses in the manufacturing sector. Expansions at Ball Corporation and Shearer's Snacks added more than 200 jobs combined.

Recent investment at the Pro Football HOF contributed to job growth, also offsetting losses in other sectors. During 2015 and 2016, payrolls in the leisure and hospitality sector, which includes tourism-supported employers, rose by an average of 600 jobs, or 3.0 percent, a year. The Pro Football HOF attracted approximately 200,000 visitors in 2013 and has since begun a \$700 million expansion and renovation expected to be completed in 2020. Recently completed projects include a museum renovation, improvements at Tom Benson HOF Stadium, and increased programming and events. Planned projects include a luxury hotel, which is currently under construction, a football-themed entertainment complex open to the public, and an assisted-living facility for former professional football players, which are expected to be complete by 2019. When all projects are completed, the improvements are expected to have a cumulative economic impact of \$14.7 billion in Stark County by 2040 and

are expected to support as many as 13,375 jobs in the HMA during the peak year of the expansion project (Pro Football HOF).

During the 12 months ending October 2017, job loss in the goods-producing sectors slowed, decreasing by 100 jobs, or 0.3 percent, from the previous 12 months. Rising steel prices and continued stability in the food manufacturing industry led to the smaller losses in the manufacturing sector, down by 300 jobs, or 1.1 percent, from a year earlier. Construction projects, including those at the Pro Football HOF, have also helped stabilize the mining, logging, and construction sector during the past 12 months, with unchanged payrolls. Total nonfarm payrolls continue to decline, however, down by 300 jobs, or 0.2 percent, from the previous 12 months. The unemployment rate

in the HMA remained relatively steady, averaging 5.4 percent during the 12 months ending October 2017, down from 5.5 percent a year earlier, partially because the decline in labor force exceeded the decline in resident employment.

During the 3-year forecast period, nonfarm payrolls are expected to remain unchanged. Job growth from the Pro Football HOF expansion is expected to offset some of the continued losses in the goods-producing sectors, as oil prices remain below the 2014 peak. An \$899 million natural gas power plant in Carroll County was completed in late 2017. The 700 construction workers, mostly from outside the HMA, left when construction completed, and the plant is expected to have 21 full-time, permanent employees.

Population and Households

Population growth in the Canton HMA is closely aligned with employment growth. When payrolls decline, people move away, seeking job opportunities elsewhere, and when payrolls rise, people tend to stay in the HMA. During the 2000s, population declined nearly every year. From 2000 to 2011, population declined by an average of 340, or 0.1 percent, a year. Net out-migration averaged 930 people a year but was partially offset by net natural increase (resident births minus resident deaths), averaging 590 people a year (Census Bureau decennial counts and population estimates as of July 1).

During the early 2010s, population rose slightly, partially because of payroll growth. A larger number of people were able to find a job in the Canton HMA, rather than leaving for job opportunities in other parts of the nation. From 2011 to 2014, population increased by an average of 200, or less than 0.1 percent, a year. Net in-migration occurred, averaging 120 people a year, but net natural increase was at a historic low, averaging 80 people a year.

Since the local oil and gas extraction boom ended in 2014, population has declined. Population is estimated to

Population and Households *Continued*

have declined by an average of 1,250, or 0.3 percent, a year since 2014. Net natural increase averaged 100 people a year but was offset by net out-migration averaging 1,350 people a year. The decline in payrolls in the HMA since 2015 and relatively strong job growth elsewhere in the nation contributed to elevated levels of net out-migration.

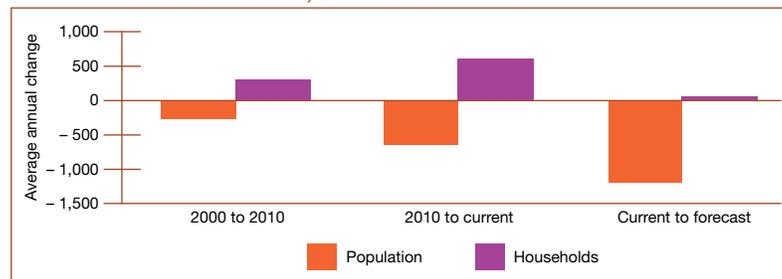
Because of nearly two decades of net out-migration for employment opportunities, the median age of residents in the HMA is higher than the nation. The median age in the Canton HMA is 41.9, and nearly 26 percent of residents are over the age of 60 compared with a median age of 37.9 and approximately 21 percent of residents over the age of 60 in the nation.

People who moved away from the Canton HMA during the early to mid-2010s tended to move to larger nearby metropolitan areas in Ohio and Pennsylvania, including the Akron, Cleveland-Elyria, Columbus, and Pittsburgh metropolitan areas, or to areas with warmer climates, including metropolitan areas in South Carolina and Florida (Metro Area-to-Metro Area Migration Flows, 2011–2015). People who moved into the Canton HMA tended to come from nonmetropolitan areas and nearby metropolitan areas, including Dayton and Youngstown.

Elevated confidence in local employment conditions in the early 2010s and relatively lower levels of job loss since 2015, compared with the 2000s, contributed to elevated household growth since 2010. Households have increased by an average of 580, or 0.4 percent, a year since 2010, up from an average increase of 300, or 0.2 percent, a year from 2000 to 2010 (Figure 4). All household growth since 2000 is attributed to an increase in renter households. Since 2010, the number of renter households increased by 6,900, while the number of owner households declined by 2,475 (Figure 5). The number of owner households also declined by 990 from 2000 to 2010, while the number of renter households grew by 4,025.

During the 3-year forecast period, population is expected to continue to decline at a similar rate as the rate since 2014, down an average of 0.3 percent, or 1,175, a year. Net out-migration is expected to remain at elevated levels, similar to the level since 2014, during the forecast period (Figure 6). The population decline is

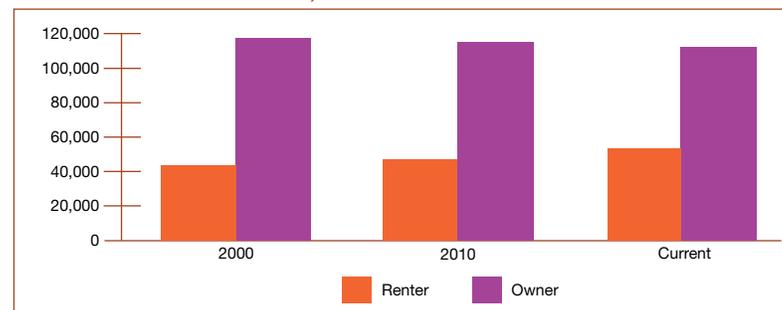
Figure 4. Population and Household Growth in the Canton-Massillon HMA, 2000 to Forecast



Notes: The current date is November 1, 2017. The forecast date is November 1, 2020.

Sources: 2000 and 2010–2000 Census and 2010 Census; current and forecast—estimates by analyst

Figure 5. Number of Households by Tenure in the Canton-Massillon HMA, 2000 to Current

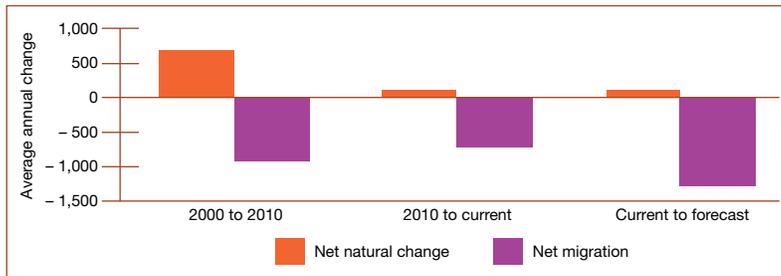


Note: The current date is November 1, 2017.

Sources: 2000 and 2010–2000 Census and 2010 Census; current—estimates by analyst

Population and Households *Continued*

Figure 6. Components of Population Change in the Canton-Massillon HMA, 2000 to Forecast



Notes: The current date is November 1, 2017. The forecast date is November 1, 2020.

Sources: 2000 and 2010–2000 Census and 2010 Census; current and forecast—estimates by analyst

expected to slow household growth, as elevated levels of out-migration continue, and people continue to move out of the HMA for jobs. Households are expected to increase by an average of 35 a year, or less than 0.1 percent, annually.

Housing Market Trends

Sales Market

The sales housing market in the Canton HMA is currently balanced. The home sales vacancy rate as of November 2017 is estimated at 1.6 percent, down from 2.2 percent in April 2010. The inventory of existing homes for sale is 2.7 months as of October 2017, down from 3.6 months a year earlier and down from a high of 8.0 months in 2009 (CoreLogic, Inc.). During the 12 months ending October 2017, total home sales, including new and existing single-family homes, condominiums, and townhomes, rose to 6,875, a 4-percent increase from a year earlier, but slowing from a 10-percent increase during the 12 months ending October 2016. Declines in new construction and distressed sales (real estate owned [REO] and short sales) offset an increase in regular resales. The average home sales price during the past 12 months rose 2 percent to \$124,800, down slightly from a 3-percent increase during the previous 12 months. In addition to improvements in the home sales market, the Stark County Land Reutilization Corporation, a land

bank, has been actively acquiring and demolishing blighted property, the majority of which are in the cities of Alliance, Canton, and Massillon. Since 2014, more than 600 properties have been acquired, also contributing to the decline in the vacancy rate.

Existing home sales are currently above the 2011 low of 4,975, but the rise in sales has not been steady. During 2012 and 2013, home sales increased an average of nearly 9 percent a year to 5,850, supported by job growth, especially in the oil and gas industry, which employed workers that previously lived outside the HMA. During 2014, existing home sales declined 5 percent to 5,575, as job growth slowed, and temporary workers began to move away. Home sales have been rising since 2015 because of an increase in absentee-owner purchases, mostly for rental investment. Sales since 2015 have risen by an average of slightly less than 7 percent annually to 6,700 during the 12 months ending October 2017, a lower rate of growth compared with the early 2010s because of declining payrolls.

Housing Market Trends

Sales Market *Continued*

Existing home prices had a smoother recovery compared with home sales, but price growth has also slowed in recent years. After reaching a low of \$88,900 in 2009, the average existing home sales price rose an average of 5 percent a year from 2010 through 2014 to \$112,700, surpassing the prerecession high of \$104,800 in 2013. Existing home price growth has slowed to an average increase of 3 percent a year since 2015 to reach \$123,400 during the 12 months ending October 2017, partially because of the decline in jobs in the HMA.

Distressed sales comprised 7 percent of home sales during the past 12 months, the lowest level since 2005 and down from a high of 29 percent during 2010. As of October 2017, 2.4 percent of home loans in the HMA were seriously delinquent (90 or more day delinquent or in foreclosure) or had transitioned into REO status, down from 3.0 percent a year earlier and well below the peak of 7.0 percent during January 2010. Since 2010, the decline in distressed sales, which have an average sales price approximately 40 percent below regular resale prices, contributed to the increase in existing sales prices.

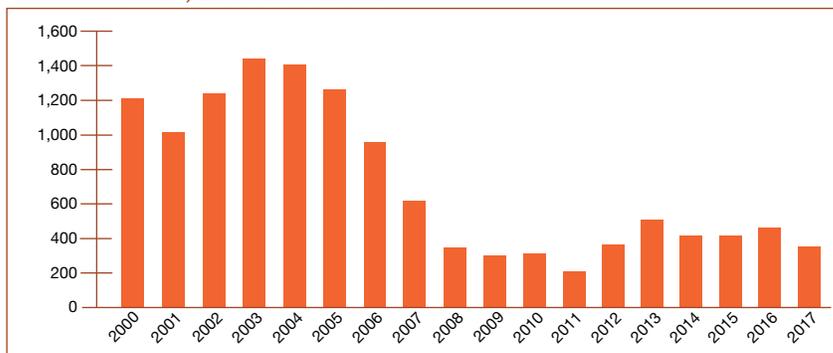
New home sales had risen above recessionary lows during the early

2010s but have declined since 2014 and are currently at the same levels as the historic low in 2011. New home sales reached a low of 180 homes sold during 2011 and rose by an average of 110 homes, or 28 percent, a year during 2012 and 2013, supported by employment growth, to a postrecessionary high of 290 in 2013. New home sales have since declined by an average of 45 homes, or 12 percent, a year to 180 new homes sold during the 12 months ending October 2017. The continued decline in owner households limited demand for new construction.

Prices for new homes rose an average of 9 percent a year from a low of \$139,100 during 2011 to a recent high of \$210,700 during 2016, including a 29-percent price increase during 2013. Price growth slowed to 3 percent during 2016, and prices for new homes declined 13 percent during the 12 months ending October 2017 to \$186,800.

Single-family home construction is currently above the 2011 postrecessionary low but is well below levels from the early to mid-2000s. Single-family permitting averaged 1,425 homes a year during 2003 and 2004 and fell by an average 170 homes a year to a low of 210 homes during 2011 (Figure 7). Rising or relatively stable payrolls each year since 2011 have contributed to an increase in permitting, averaging 420 homes a year from 2012 through 2016. Lower levels of new home sales contributed to lower levels of construction during the past 12 months. During the 12 months ending October 2017, 400 single-family homes were permitted, down from 460 homes permitted during the previous 12 months (preliminary

Figure 7. Single-Family Homes Permitted in the Canton-Massillon HMA, 2000 to Current



Notes: Includes townhomes. Current includes data through October 2017.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

Housing Market Trends

Sales Market *Continued*

data, with estimates by the analyst) in response to a decline in new home sales.

Single-family homebuilding tends to be concentrated in northern Stark County, closer to the Akron metropolitan area. West Brook Estates in the city of Massillon is an example of an entry-level subdivision. The current 75-lot phase began construction during 2017, with previous phases completed during the past 15 years. A three-bedroom, two-and-a-half-bath, 1,440-square-foot home in the current phase starts at \$150,000,

and a five-bedroom, two-and-a-half-bath, 2,200-square-foot home starts at \$190,000. Cloverleaf South in the village of Hartville, a 20-lot subdivision, is an example of a mid-price subdivision. During the first year of home construction, in 2017, two single-family homes sold, and three speculative homes were completed for immediate move in. The average sales price of the homes sold was \$260,000.

During the 3-year forecast period, demand for an additional 580 homes is expected, with demand slowing slightly each year because of expected net out-migration. The 140 homes currently under construction are expected to meet a portion of demand (Table 1). The majority of demand is anticipated for homes priced below \$300,000 (Table 4). An increasing portion of demand for additional homes is expected for single-story homes, as the share of seniors and elderly people residing in the HMA is relatively high.

Table 4. Estimated Demand for New Market-Rate Sales Housing in the Canton-Massillon HMA During the Forecast Period

| Price Range (\$) | | Units of Demand | Percent of Total |
|------------------|------------|-----------------|------------------|
| From | To | | |
| 130,000 | 199,999 | 85 | 15.0 |
| 200,000 | 299,999 | 320 | 55.0 |
| 300,000 | 399,999 | 140 | 25.0 |
| 400,000 | and higher | 30 | 5.0 |

Notes: The 140 homes currently under construction in the HMA will likely satisfy some of the forecast demand. The forecast period is November 1, 2017, to November 1, 2020.

Source: Estimates by analyst

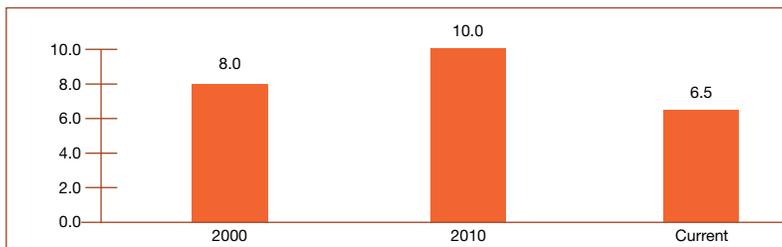
Rental Market

The rental housing market in the Canton HMA is currently balanced, improving from a soft market in 2010. The rental vacancy rate for all renter-occupied homes, including renter-occupied single-family homes, townhomes, and condominiums, and apartments, is estimated at 6.5

percent as of November 2017, down from 10.0 percent during April 2010 (Figure 8). Approximately 70 percent of rental units in the HMA are single-family homes or in buildings with four or fewer units compared with 53 percent nationally, and 30 percent of rental units are in large buildings with five or more units. Construction of large multifamily buildings has increased since 2010, contributing to the rising share of rental housing in buildings with five or more units, up from approximately 25 percent of rental units in 2010.

The market-rate apartment market is currently slightly tight and has been tight or slightly tight since 2010.

Figure 8. Rental Vacancy Rates in the Canton-Massillon HMA, 2000 to Current



Note: The current date is November 1, 2017.

Sources: 2000 and 2010—2000 Census and 2010 Census; current—estimates by analyst

During the third quarter of 2017, the vacancy rate was 1.8 percent, down from 2.3 percent a year earlier and 3.7 percent during 2010 (Reis, Inc.). The majority of rental housing constructed since 2010 has been senior housing in larger buildings, restricted to tenants meeting a minimum age requirement, contributing to slightly tight apartment market conditions for market-rate apartments. Despite the low apartment vacancy rate, rents remained relatively unchanged during the past 2 years. The average rent during the third quarter of 2017 was \$616, up less than 1 percent a year since the third quarter of 2015. Rent growth averaged 2 percent a year from 2010 through 2014, when in-migration occurred.

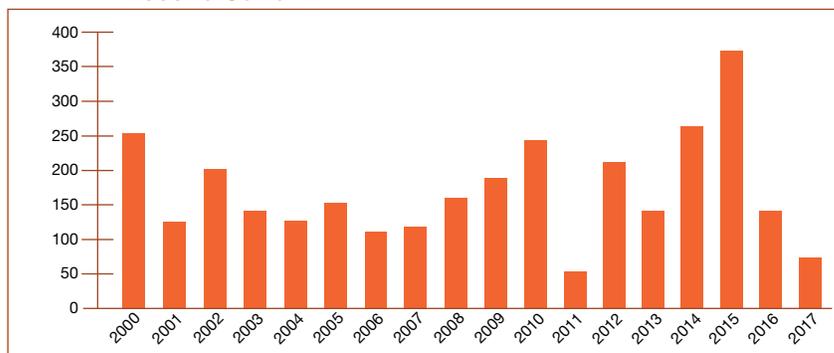
Multifamily construction, as measured by the number of units permitted, was elevated from 2012 through 2015 but slowed during the past 2 years. From 2000 through 2007, an average of 150 multifamily units were permitted annually (Figure 9). Approximately 40 percent of units permitted during that period were senior housing units. Multifamily permitting rose during the national recession, partially because of the large share of senior housing built. From 2008 through 2010, permitting increased by an average 40 units a year to a high of 240 units in 2010 but

then fell during 2011 to a low of 55 units. Following the payroll growth, which returned during 2011, multifamily permitting rose to an average of 250 units a year from 2012 through 2015, approximately 60 percent of the units were senior housing units. During the past 24 months, multifamily permitting fell to lower levels, as payrolls declined, and absentee-owner purchases, often converting previously owner-occupied homes to rental use, increased to 24 percent of total home sales, up from 16 percent of home sales from 2012 through 2015. During the 12 months ending October 2017, 85 units were permitted, up from 75 units permitted during the 12 months ending October 2016 (preliminary data) but below levels from earlier in the decade.

In addition to senior housing, adaptive reuse of older, existing nonresidential buildings into rental housing occurred. Since 2015, approximately 90 rental units have been completed in downtown Canton, converting two vacant office buildings into housing. Approximately 1 mile south of downtown Canton, the Hercules apartments, a 95-unit adaptive reuse of an engine factory, is under construction and expected to open in December 2017. Rents for one-bedroom units range from \$845 to \$1,545, and rents for two-bedroom units range from \$1,495 to \$3,645. A recently completed apartment project that was not an adaptive reuse is the North Ridge Apartments, with 40 units in the city of North Canton. Rents for one-bedroom units range from \$760 to \$830, and rents for two-bedroom units range from \$910 to \$930.

During the 3-year forecast period, demand is expected for 100 additional market-rate units, and units currently

Figure 9. Multifamily Units Permitted in the Canton-Massillon HMA, 2000 to Current



Notes: Excludes townhomes. Current includes data through October 2017.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

under construction will meet almost all of the expected demand (Table 1). Market-rate rents are expected to start at \$750 for one-bedroom units and

\$900 for two-bedroom units (Table 5). Existing single-family homes converted to rental use is expected to meet the demand for three-bedroom units.

Table 5. Estimated Demand for New Market-Rate Rental Housing in the Canton-Massillon HMA During the Forecast Period

| | One Bedroom | | Two Bedrooms | |
|--------------|-------------------|-----------------|-------------------|-----------------|
| | Monthly Rent (\$) | Units of Demand | Monthly Rent (\$) | Units of Demand |
| 750 to 949 | | 10 | 900 to 1,099 | 15 |
| 950 or more | | 25 | 1,100 or more | 50 |
| Total | | 35 | Total | 65 |

Notes: Numbers may not add to totals because of rounding. Monthly rent does not include utilities or concessions. The 95 units currently under construction will likely satisfy nearly all the estimated demand. The forecast period is November 1, 2017, to November 1, 2020.

Source: Estimates by analyst

Data Profile

Table DP-1. Canton-Massillon HMA Data Profile, 2000 to Current

| | 2000 | 2010 | Current | Average Annual Change (%) | |
|---------------------------|----------|----------|----------|---------------------------|-----------------|
| | | | | 2000 to 2010 | 2010 to Current |
| Total resident employment | 197,880 | 182,722 | 187,500 | -0.8 | 0.4 |
| Unemployment rate | 4.4% | 11.4% | 5.4% | | |
| Nonfarm payroll jobs | 187,500 | 159,700 | 171,900 | -1.6 | 1.1 |
| Total population | 406,934 | 404,422 | 399,600 | -0.1 | -0.2 |
| Total households | 159,442 | 162,474 | 166,900 | 0.2 | 0.4 |
| Owner households | 116,266 | 115,275 | 112,800 | -0.1 | -0.3 |
| Percent owner | 72.9% | 70.9% | 67.6% | | |
| Renter households | 43,176 | 47,199 | 54,100 | 0.9 | 1.8 |
| Percent renter | 27.1% | 29.1% | 32.4% | | |
| Total housing units | 170,040 | 178,913 | 180,700 | 0.5 | 0.1 |
| Owner vacancy rate | 1.4% | 2.2% | 1.6% | | |
| Rental vacancy rate | 8.0% | 10.0% | 6.5% | | |
| Median Family Income | \$47,258 | \$53,936 | \$62,180 | 1.3 | 2.1 |

Notes: Numbers may not add to totals because of rounding. Employment data represent annual averages for 2000, 2010, and the 12 months through October 2017. Median Family Incomes are for 1999, 2009, and 2016. The current date is November 1, 2017.

Sources: U.S. Census Bureau; U.S. Department of Housing and Urban Development; estimates by analyst

Data Definitions and Sources

2000: 4/1/2000—U.S. Decennial Census
 2010: 4/1/2010—U.S. Decennial Census
 Current date: 11/1/2017—Estimates by the analyst
 Forecast period: 11/1/2017–11/1/2020—
 Estimates by the analyst

The metropolitan statistical area definition in this report is based on the delineations established by the Office of Management and Budget (OMB) in the OMB Bulletin dated February 28, 2013.

Demand: The demand estimates in the analysis are not a forecast of building activity. They are the estimates of the total housing production needed to achieve a balanced market at the end of the 3-year forecast period given conditions on the as-of date of the analysis, growth, losses, and excess vacancies. The estimates do not account for units currently under construction or units in the development pipeline.

Other Vacant Units: In this analysis conducted by the U.S. Department of Housing and Urban Development (HUD), other vacant units include all vacant units that are not available for sale or for rent. The term therefore includes units rented or sold but not occupied; held for seasonal, recreational, or occasional use; used by migrant workers; and the category specified as “other” vacant by the Census Bureau.

Building Permits: Building permits do not necessarily reflect all residential building activity that occurs in an HMA. Some units are constructed or created without a building permit or are issued a different type of building permit. For example, some units classified as commercial structures are not reflected in the residential building permits. As

a result, the analyst, through diligent fieldwork, makes an estimate of this additional construction activity. Some of these estimates are included in the discussions of single-family and multifamily building permits.

For additional data pertaining to the housing market for this HMA, go to huduser.gov/publications/pdf/CMARtables_Canton_MassillonOH_18.pdf.

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This analysis has been prepared for the assistance and guidance of HUD in its operations. The factual information, findings, and conclusions may also be useful to builders, mortgagees, and others concerned with local housing market conditions and trends. The analysis does not purport to make determinations regarding the acceptability of any mortgage insurance proposals that may be under consideration by the Department.

The factual framework for this analysis follows the guidelines and methods developed by the Economic and Market Analysis Division within HUD. The analysis and findings are as thorough and current as possible based on information available on the as-of date from local and national sources. As such, findings or conclusions may be modified by subsequent developments. HUD expresses its appreciation to those industry sources and state and local government officials who provided data and information on local economic and housing market conditions.

For additional reports on other market areas, please go to huduser.gov/portal/ushmc/chma_archive.html.