

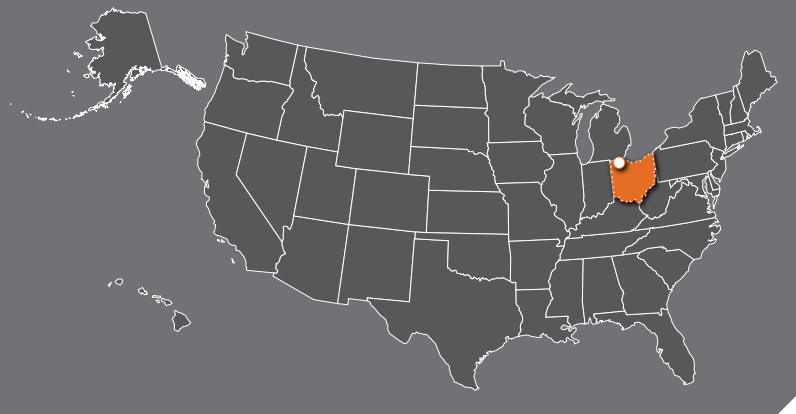
HUD PD&R Housing Market Profiles

Toledo, Ohio



Quick Facts About Toledo

- Current sales market conditions: slightly tight
- Current rental market conditions: balanced
- The University of Toledo (UToledo) and Bowling Green State University (BGSU) had a combined enrollment of 34,150 students as of the fall of 2024 and employed an estimated 8,175 faculty and staff. During 2022, the economic impact of the universities on the state of Ohio was estimated to be \$5.9 billion (BGSU; UToledo Lighthouse Economic Impact Analysis, 2023; Northwest Ohio Regional Growth Partnership).



By [Abram Olivas](#) | As of May 1, 2025

Overview

The Toledo, OH Metropolitan Statistical Area (hereafter, Toledo metropolitan area) includes Fulton, Lucas, and Wood Counties in northwestern Ohio, on the southwest shore of Lake Erie. The central city of Toledo is located at the mouth of the Maumee River, near the intersection of Interstates 75 and 90, and is the fourth most populous city in Ohio, with a population of 265,638 as of 2024 (U.S. Census Bureau estimates as of July 1). The economy of the metropolitan area was historically primarily based on manufacturing. It later became a center for higher education, with two major state universities, UToledo and BGSU, and a regional center for health care, with two regional hospital networks, ProMedica Health System, Inc. and Mercy Health Services. However, the manufacturing sector remains a significant part of the economy, accounting for more than 14 percent of jobs in the metropolitan area and 4 of the 10 largest employers. Products manufactured in the metropolitan area include motor vehicles and parts, wood furniture, and windows and doors. Economic conditions are stable in the metropolitan area, with moderate but strengthening job growth during the past 12 months. The home sales market is slightly tight, with a relatively low inventory of homes for sale contributing to

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home price growth during the past year. The rental market in the metropolitan area is balanced, with steady growth in apartment rents, because the supply of new rental units has kept pace with absorption.

- As of May 1, 2025, the population of the metropolitan area was estimated at 602,300, reflecting an average increase of 0.1 percent, or 430, annually since 2022 (U.S. Census Bureau estimates; current estimate by the analyst). The population declined an average of 0.1 percent annually from 2016 to 2020 before the COVID-19 pandemic and related economic downturn led to higher levels of net out-migration. Population declines averaged 0.4 percent, or 2,300, annually from 2020 to 2022 (U.S. Census Bureau decennial census and population estimates).
- Net in-migration has contributed to population growth during the past 3 years, averaging 230 people annually since 2022,

when economic conditions improved, a reversal from average net out-migration of 1,500 people annually from 2020 to 2022, when the economy was relatively weak. Net natural increase averaged 230 people annually since 2022, recovering from net natural decline averaging 800 people annually from 2020 to 2022, when the effects of the pandemic were most severe; by comparison, net natural increase averaged 920 people annually from 2016 to 2020.

- An estimated 256,300 households live in the metropolitan area, reflecting an average annual increase of 0.3 percent, or 870, since 2020, compared with an average annual increase of 640, or less than 0.3 percent, from 2010 to 2020. Household growth has accelerated since 2020 despite an overall population decline because of increased household formation and a trend toward smaller households, which contributed to the demand for sales housing and stronger absorption of apartment units.

Economic Conditions

Economic conditions during the past 12 months have been stable in the Toledo metropolitan area, with moderate but improving nonfarm payroll growth. The unemployment rate rose, primarily because of an increasing labor force. First quarter nonfarm payroll growth was stronger from 2022 through 2023, averaging 2.2 percent annually as the economy began to recover from the pandemic-related economic downturn and associated job losses during 2020. Nonfarm payrolls in the metropolitan area,

however, have yet to fully recover to levels as of the first quarter of 2020, before most of the pandemic-related job losses occurred. The economic recovery in the metropolitan area lags Ohio and the nation, both of which experienced less severe job losses during 2020 and fully recovered the number of lost jobs by the first quarter of 2023. Year-over-year first quarter nonfarm payroll growth in the Toledo metropolitan area since 2024 slowed from the previous 3 years but was stronger than the average first

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During the first quarter of 2025, nonfarm payroll growth in the Toledo metropolitan area occurred primarily in the service-providing sectors.

	3 Months Ending		Year-Over-Year Change	
	March 2024 (Thousands)	March 2025 (Thousands)	Absolute (Thousands)	Percent
Total Nonfarm Payrolls	302.5	304.0	1.5	0.5
Goods-Producing Sectors	58.4	58.4	0.0	0.0
Mining, Logging, & Construction	13.7	14.4	0.7	5.1
Manufacturing	44.7	44.0	-0.7	-1.6
Service-Providing Sectors	244.1	245.5	1.4	0.6
Wholesale & Retail Trade	40.8	41.1	0.3	0.7
Transportation & Utilities	19.4	18.8	-0.6	-3.1
Information	3.2	3.2	0.0	0.0
Financial Activities	10.6	10.9	0.3	2.8
Professional & Business Services	31.8	31.1	-0.7	-2.2
Education & Health Services	50.7	52.0	1.3	2.6
Leisure & Hospitality	31.6	31.6	0.0	0.0
Other Services	11.1	11.6	0.5	4.5
Government	44.8	45.2	0.4	0.9
Unemployment Rate	5.1%	6.5%		

Note: Numbers may not add to totals due to rounding.

Source: U.S. Bureau of Labor Statistics



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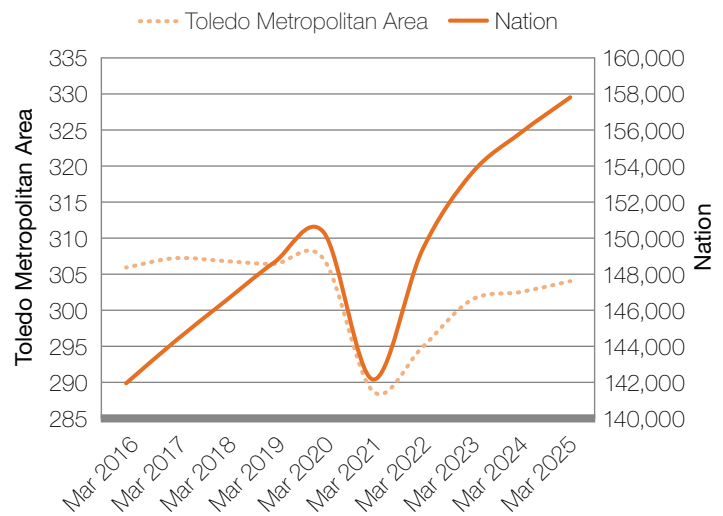
quarter growth from 2017 through 2020, when nonfarm payrolls increased an average of 0.1 percent annually.

As of the first quarter of 2025—

- Nonfarm payrolls averaged 304,000, reflecting an increase of 1,500 jobs, or 0.5 percent, from a year earlier, up slightly from the year-over-year increase of 1,100 jobs, or 0.4 percent, as of the first quarter of 2024. Nonfarm payrolls are below the number of jobs during the first quarter of 2020 by 3,100 jobs, or 1.0 percent.
- Nonfarm payrolls grew in 6 of the 11 sectors, led by the education and health services sector, which increased 2.6 percent, or by 1,300 jobs, and the mining, logging, and construction sector, which increased 5.1 percent, or by 700 jobs. The expansion in the education and health services sector was primarily due to job growth in the health services and social assistance industry, although payrolls in hospitals were unchanged, and growth in the mining, logging, and construction sector was due to increased construction activity.
- The professional and business services and the manufacturing sectors led job losses, falling by 700 jobs each, or 2.2 and 1.6 percent, respectively. Job losses in the manufacturing sector were partially due to layoffs at O-I Glass, Inc. and Stellantis N.V., and job losses in the professional and business services sector were partially due to declines in the temporary help services industry.
- The unemployment rate averaged 6.5 percent, up from 5.1 percent a year earlier and the near-record low of 4.1 percent during 2021, because the labor force grew significantly, outpacing the growth in resident employment. The labor force generally declined from 2010 to 2022 before increasing during 2023, partially due to net in-migration to the metropolitan area but also because some residents who left the labor force for an extended period reentered the labor force.

The education and health services sector is the largest payroll sector in the metropolitan area, with 17 percent of total nonfarm payrolls, or 52,000 jobs. ProMedica Health System, Inc. and Mercy Health Services are the two largest employers in the sector, with 15,000 and 8,800 employees, respectively. From 2010 to 2020, first quarter payrolls in the education and health services sector were relatively steady at an average of 50,600 jobs, before the 2020 pandemic-related recession led to significant job losses, and payrolls remained 3,800 jobs below

The recovery of lost jobs has been relatively slow in the Toledo metropolitan area compared with the nation since 2020.



Note: Payrolls are 3-month averages, in thousands.
Source: U.S. Bureau of Labor Statistics

Largest Employers in the Toledo Metropolitan Area

Name of Employer	Nonfarm Payroll Sector	Number of Employees
ProMedica Health System, Inc.	Education and Health Services	15,000
Mercy Health Services	Education and Health Services	8,800
Stellantis N.V.	Manufacturing	6,150

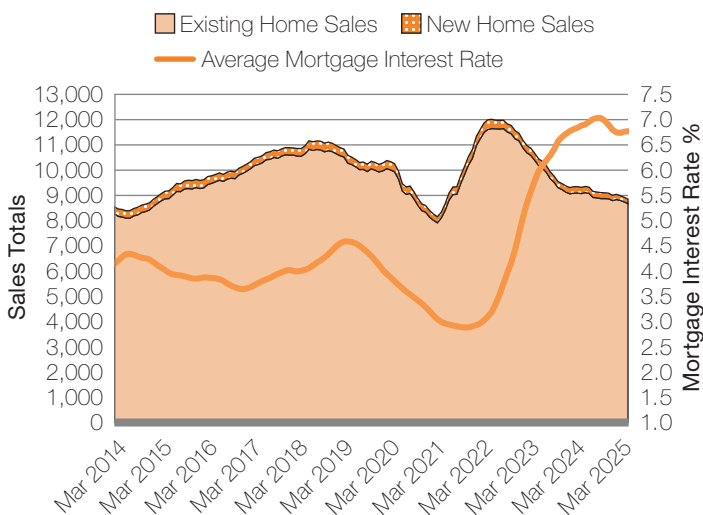
Note: Excludes local school districts.
Source: Regional Growth Partnership of Northwest Ohio

prepandemic levels until the first quarter of 2022. Thereafter, the sector increased by an average of 1,500 jobs, or 3.1 percent, annually, surpassing its prepandemic average—one of five payroll sectors to recover. In late 2022, ProMedica and Mercy Health partnered with Toledo Public Schools to open the Toledo Pre-Medical & Health Science Academy, with an expansion at the Mercy College of Ohio campus scheduled to open in May 2025. Following the closure of McLaren St. Luke's Hospital in early 2023, Mercy Health acquired several of the vacant properties and began increasing staffing for its physical and occupational therapy services. Mercy Health also completed a \$3.1 million expansion of its maternal care department in 2024.

Sales Market Conditions

Home sales market conditions in the Toledo metropolitan area are slightly tight, with a relatively low inventory of homes available for sale, but market conditions are easing, and price growth is slowing. The sales vacancy rate is estimated at 1.2 percent, down from 1.7 percent as of April 2020. The 12-month home sales totals have begun to stabilize after falling for the past 2 years. Home sales increased rapidly to a peak of 11,350 during 2021, up 35 percent from a recent low of 8,400 during 2020, when demand was weak. The rapid increase in home sales during 2021 was partially due to a recovering economy and a decrease in the average interest rate for a 30-year, fixed-rate mortgage to a low of 3.0 percent during 2021, increasing the affordability of homes (Freddie Mac). The for-sale inventory declined an average of 20 percent annually from March 2020 to March 2022 to 1,100 homes, contributing to home price growth averaging 8 percent during 2020 and 2021 (Cotality). By 2023, elevated prices and rising mortgage interest rates, which reached an average of 6.8 percent, reduced affordability for potential buyers and led to weaker demand and a decline in home sales. Year-over-year price growth of 5 percent during 2023 was slower than the previous 2 years but still higher than the average rate of 4 percent annually from 2015 through 2018, partly because the inventory of homes for sale was low. As of March 2025, the for-sale inventory reached a low of 1,050 homes. Many homeowners who bought or refinanced when interest rates were low are reluctant to sell if a subsequent purchase would require financing at a higher interest rate. Mortgage interest rates averaged 6.7 percent during the 12 months ending March 2025.

Declines in home sales in the Toledo metropolitan area moderated in the past year following steep declines because of a sharp rise in interest rates.

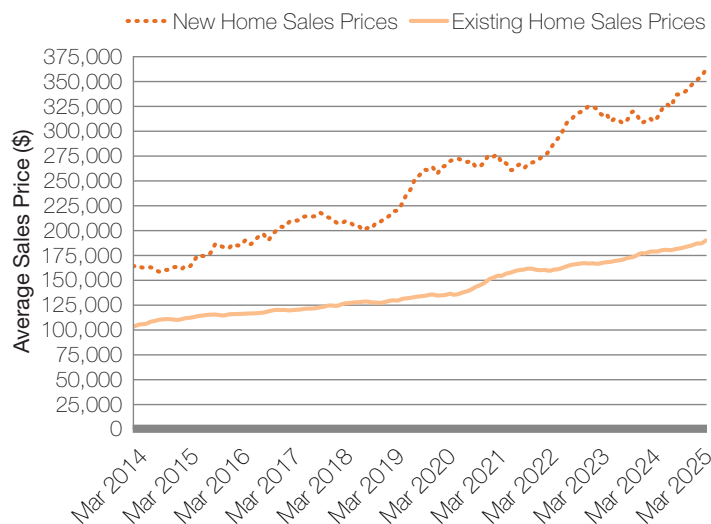


Note: Sales are for single-family homes, townhomes, and condominiums.
Sources: Home sales and prices—Cotality; mortgage interest rates—Freddie Mac

Delinquencies were near historical lows, and the rate of home loans in the metropolitan area that were seriously delinquent or had transitioned into real estate owned status as of February 2025 was 1.3 percent, up slightly from 1.2 percent a year earlier, similar to the trends at the state level and slightly above the average rate for the nation.

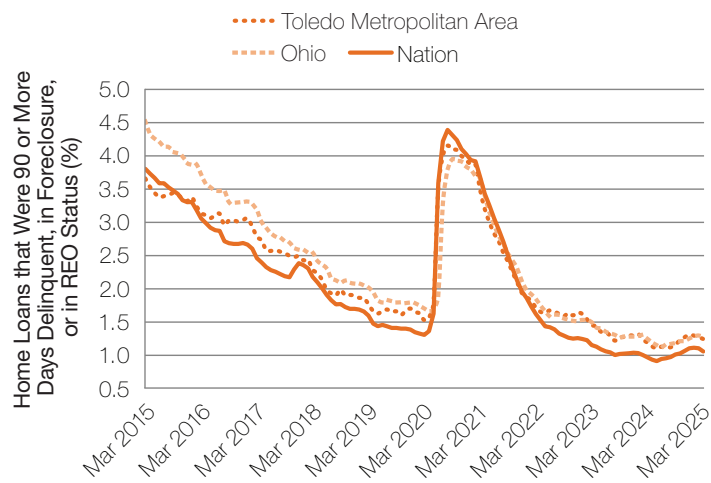
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The average sales price for a new home increased at a faster rate than for existing homes during the past year in the Toledo metropolitan area.



Note: Prices are for single-family homes, townhomes, and condominiums.
Source: Cotality

In the Toledo metropolitan area, the rate of home loans that were 90 or more days delinquent, in foreclosure, or recently transitioned to real estate owned status increased slightly during March 2025 from the low a year earlier.



REO = real estate owned.
Source: Cotality

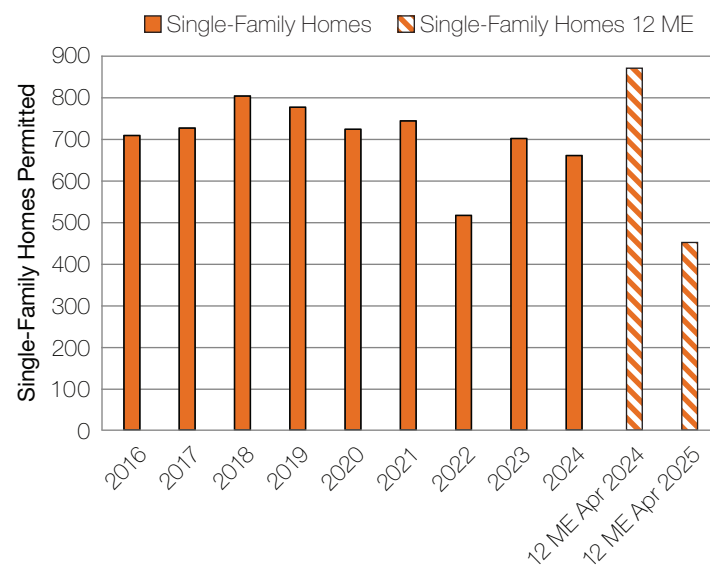
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- Existing home sales during the 12 months ending March 2025 totaled 8,650, a decrease of 4 percent, or 400, from a year earlier—significantly slower than the decline of 13 percent, or 1,325, during the previous 12 months. By comparison, existing home sales averaged 10,900 annually from 2021 through 2022.
- Existing prices averaged \$189,400 during the 12 months ending March 2025, representing an increase of 6 percent, or \$11,150, from a year earlier, slowing from the year-over-year increase of 7 percent, or \$11,500, as of the 12 months ending March 2024. Existing home price growth averaged 8 percent annually from 2019 through 2021.
- New home sales totaled 180 during the 12 months ending March 2025, reflecting a decline of 28 percent, or 70 homes, from a year earlier and down from a recent peak of 360 sales during 2021.
- During the 12 months ending March 2025, the average price of a new home was \$361,900, up 17 percent, or \$52,400, and a reversal from the year-over-year decrease of 2 percent, or \$6,600, during the 12 months ending March 2024. New home price growth averaged 4 percent annually from 2020 through 2023.

Construction of sales housing in the metropolitan area—as measured by the number of single-family homes, townhomes, and condominiums permitted (preliminary data, with estimates by the analyst)—decreased during the most recent 12 months following a spike in permitting during the 12 months ending April 2024.

- Sales construction during the 12 months ending April 2025 totaled 450 units, down 48 percent from the 870 units permitted in the previous 12 months. The spike in home construction during the 12 months ending April 2024 was primarily in Wood County, which accounted for 63 percent of sales construction, or 550 homes permitted.
- Sales construction was relatively stable from 2016 through 2021, averaging 750 units annually, before declining by approximately 230 units, or 31 percent, to 520 units during 2022. Home sales demand was higher during 2022, and the

The rate of sales housing construction in the Toledo metropolitan area since 2022 has been generally lower overall compared with 2016 through 2021.



12 ME = 12 months ending.

Sources: U.S. Census Bureau, Building Permits Survey; 2016–24—final data and estimates by the analyst; past 24 months of data—preliminary data and estimates by the analyst

inventory of existing homes available for sale was relatively limited, contributing to higher demand for new homes. The average price of a new home increased 21 percent annually.

- Permitting of sales units is significantly higher than the number of new home sales recorded. Some new homes sold directly by home builders are not included in reported sales; in addition, a portion of new home sales in the metropolitan area are for custom homes, in which a unit is permitted but a new home sale may not be recorded.
- In the city of Perrysburg, a suburb 12 miles southwest of Toledo in Wood County, Summerfield is a multiphase single-family development that began construction in 2021. Of the 145 homes planned at buildout, 106 have been completed and sold, 8 are move-in ready, and 4 are under construction, with 27 lots available for sale. Prices for available three- and four-bedroom homes start at \$384,900 and \$477,500, respectively.

Rental Market Conditions

The rental market in the Toledo metropolitan area—including single-family homes, mobile homes, and apartments—is balanced, with an estimated overall vacancy rate of 8.3 percent, down slightly from 8.8 percent as of April 2020, when market conditions were also balanced. The vacancy rate has increased during the past year because a large number of apartments that began construction during 2023 and early 2024 have entered the market.

The rental market has eased compared with the tight conditions during 2021 and 2022, when stronger apartment absorption led to high rent growth and low vacancies. Single-family homes are a significant portion of the rental market, with approximately 35 percent of all renter households living in single-family homes as of 2023 (American Community Survey ACS 1-year data), which is higher than the national average of 31 percent. The share of

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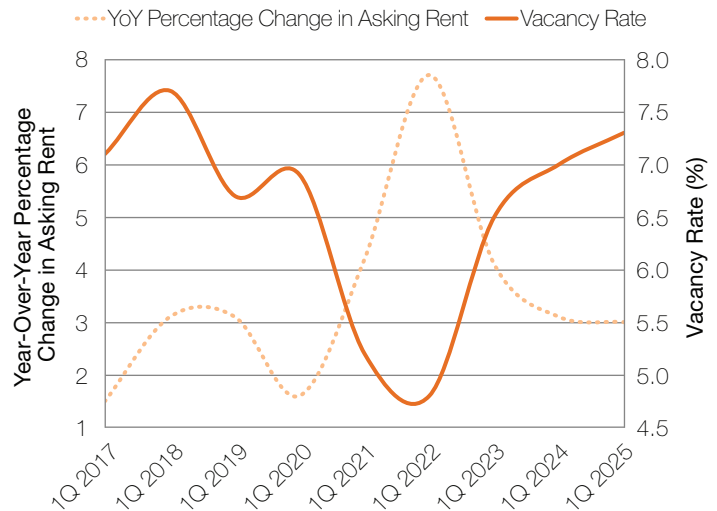
renter households in the metropolitan area residing in single-family homes has decreased from 39 percent during 2019, partially because of a decreased supply of single-family homes available. Some owners of single-family rentals sold their properties during the period of rapidly increasing home values from 2020 through 2022, causing that portion of the rental market to tighten and leading to faster rent growth for single-family homes than for apartments.

- Professionally managed single-family homes represent a small portion of the rental market. As of March 2025, the average rent for a professionally managed single-family home with three bedrooms was \$1,394, reflecting an increase of \$134, or 11 percent, from a year earlier, up from the year-over-rent increase of \$75, or 6 percent, as of March 2024 (Cotality). By comparison, March rent growth averaged 8 percent annually from 2019 through 2023, faster than the period from 2014 through 2018, when rents were unchanged.
- The average apartment rent as of the first quarter of 2025 was \$1,000, up 3 percent, or \$29, from a year ago, unchanged from the rent growth a year earlier but slower than the 4-percent year-over-year increase as of the first quarter of 2023 and the 6-percent average increases as of the first quarters of 2021 and 2022 (CoStar Group). By comparison, from 2017 through 2020, rent growth averaged 2 percent annually.
- The apartment vacancy rate during the first quarter of 2025 was 7.3 percent, up from 7.0 percent a year earlier, as vacancy rates increased from the 20-year low of 4.8 percent during the first quarter of 2022. By comparison, from 2017 through 2020, first quarter vacancy rates averaged 7.1 percent.
- CoStar Group-defined Class A apartments, which are typically newer and have more amenities than Class B or C apartments, make up approximately 5 percent of the surveyed apartment inventory in the metropolitan area. As of the first quarter of 2025, the vacancy rate for Class A apartments was 14.5 percent, up from 8.6 percent a year earlier because of new units entering the market. Class A rents averaged \$1,509, approximately 51 percent higher than the average rent in the overall apartment market.

Rental construction activity—as measured by the number of rental units permitted—increased during 2023 and 2024 from relatively low levels in 2021 and 2022.

- During the 12 months ending April 2025, rental construction totaled 540 units, a decrease of 70 units, or 12 percent, from the previous 12 months (preliminary data, with adjustments by the analyst). An estimated 640 units are under construction.

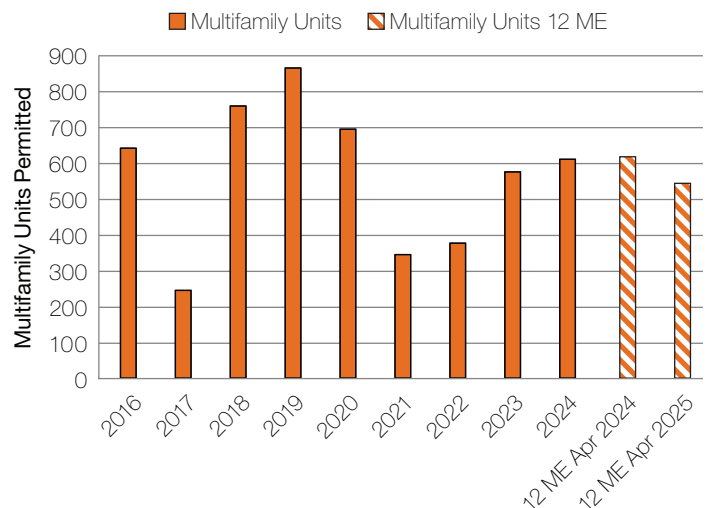
Year-over-year rent growth in the Toledo metropolitan area slowed as of the first quarter of 2025 but is slightly faster than the average rent growth from 2017 through 2020.



1Q = first quarter. YoY = year-over-year.

Source: CoStar Group

Rental construction activity in the Toledo metropolitan area averaged 590 units annually during 2023 and 2024, up from the average of 360 units during the previous 2 years.



12 ME = 12 months ending.

Sources: U.S. Census Bureau, Building Permits Survey; 2016–24—final data and estimates by the analyst; past 24 months of data—preliminary data and estimates by the analyst

- Rental construction activity averaged 770 units annually from 2018 through 2020 before falling more than 50 percent to an average of 360 units annually during 2021 and 2022. Builders then responded to low vacancy rates and stronger

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year-over-year rent growth, increasing building activity during 2023 and 2024 to an average of 590 units annually.

- Since 2020, approximately 40 percent of all rental unit construction in the metropolitan area has been in the city of Perrysburg. Harrison Landing, the largest rental development in the metropolitan area since 2018, will include 320 units upon completion in June 2025. Rents

will range from \$1,475 for a one-bedroom apartment to \$2,795 for a three-bedroom townhome.

- In the city of Toledo, recently completed rental developments include the second phase of Colony Lofts, with 131 apartments completed in February 2025. Current rents for one-bedroom units range from \$1,114 to \$1,394, and rents for two-bedroom units range from \$1,622 to \$1,782.

Terminology Definitions and Notes

A. Definitions

Absorption	The net change, positive or negative, in the number of occupied units in a given geographic range.
Apartment Vacancy Rate/Average Monthly Rent	Data are for market-rate and mixed market-rate and affordable general occupancy apartment properties with five or more units, including those that are stabilized and in lease up.
Building Permits	Building permits do not necessarily reflect all residential building activity. 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.
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.
Existing Sales	They are homes that were previously constructed and sold to an unaffiliated third party, including foreclosures and other sales. These are home closings that have no ties to new home closings (builders).
Home Sales/Home Sales Prices	Includes single-family, townhome, and condominium sales.
Net Natural Increase	Resident births are greater than resident deaths.
Net Natural Decline	Resident deaths are greater than resident births.
Rental Market/Rental Vacancy Rate	Includes apartments and other rental units such as single-family, multifamily, and mobile homes.
Seriously Delinquent Mortgages	Mortgages 90 or more days delinquent or in foreclosure.

B. Notes on Geography

1.	The metropolitan statistical area definition noted in this report is based on the delineations established by the Office of Management and Budget (OMB) in the OMB Bulletin dated July 21, 2023.
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