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Analysis of the **CANTON, OHIO HOUSING MARKET**

as of July 1, 1965



**A Report by the
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D. C. 20411
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**

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ANALYSIS OF THE
CANTON, OHIO, HOUSING MARKET
AS OF JULY 1, 1965

FIELD MARKET ANALYSIS SERVICE
FEDERAL HOUSING ADMINISTRATION
Department of Housing and Urban Development

Foreword

As a public service to assist local housing activities through clearer understanding of local housing market conditions, FHA initiated publication of its comprehensive housing market analyses early in 1965. While each report is designed specifically for FHA use in administering its mortgage insurance operations, it is expected that the factual information and the findings and conclusions of these reports will be generally useful also to builders, mortgagees, and others concerned with local housing problems and to others having an interest in local economic conditions and trends.

Since market analysis is not an exact science the judgmental factor is important in the development of findings and conclusions. There will, of course, be differences of opinion in the interpretation of available factual information in determining the absorptive capacity of the market and the requirements for maintenance of a reasonable balance in demand-supply relationships.

The factual framework for each analysis is developed as thoroughly as possible on the basis of information available from both local and national sources. Unless specifically identified by source reference, all estimates and judgments in the analysis are those of the authoring analyst.

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ANALYSIS OF THE
CANTON, OHIO, HOUSING MARKET
AS OF JULY 1, 1965

Summary and Conclusions

1. Nonagricultural wage and salary employment in the Canton HMA averaged 112,200 in 1964, an increase of 7,300 over the 1960 level of 104,900. A gain of about 3,300 workers over the 1964 average appears to be a reasonable expectation during the July 1, 1965 to July 1, 1967 forecast period.

The number of unemployed workers in the Canton HMA has been declining since 1961, when there were 12,000 persons (9.0 percent) of the work force unemployed. In May 1965 3,200 workers (2.3 percent) of the work force were unemployed.

2. The current median income for all families, after deduction of Federal income taxes, is estimated to be \$6,900. The current median income for all renter families after tax is \$5,875. By 1967 median incomes are expected to increase to \$7,175 for all families and to \$6,100 for all renter families.
3. The current population of the Canton HMA is approximately 357,300 persons, an average gain of about 3,230 persons a year since April 1, 1960. Canton city currently has a population of about 113,100, Massillon has 32,300 residents, and Alliance an estimated 28,750. The urbanized township area has had a population growth rate of 2.0 percent since 1960 and currently contains approximately 117,050 persons. There are about 66,100 people in the remainder of the HMA. The population of the HMA is expected to total an estimated 365,500 at the end of the two-year forecast period (July 1, 1965 - July 1, 1967).
4. As of July 1, 1965 there are approximately 104,600 households (occupied housing units) in the Canton HMA, a gain of about 1,000 a year since 1960. The three cities Canton, Massillon, and Alliance have added about 660 households since 1960, and there are currently found to be 54,650 households within their boundaries. Households in the urbanized township area have been increasing at a rate of 590 a year and at present there are about 31,850 households in this area. Household growth during the forecast period will average around 1,300 annually in similar proportions.

5. There are approximately 110,100 housing units in the Canton HMA as of July 1, 1965, a gain of about 1,100 a year above the April 1, 1960 figure of 104,250. It is estimated that the current housing supply is distributed as follows: 56,700 in the cities of Canton, Massillon, and Alliance; 33,050 in the urbanized township area; and 20,350 in the remainder of the county. At present there about 725 single-family dwelling units and 400 apartment units under construction. The majority of the single-family units are in the urban townships. However, better than 80 percent of the apartment construction is in the city of Canton.

6. There are as of July 1965, approximately 3,100 available vacant housing units for sale or rent in the Canton HMA. Of this total, 1,200 (about 50 units lacking some plumbing facility) are available for sale and 1,900 units (including about 400 units lacking some plumbing facility) are available for rent, indicating homeowner and rental vacancy rates of 1.5 percent and 6.6 percent respectively. In April 1960, the homeowner and rental vacancy rates were reported to be 1.5 percent and 6.1 percent.

7. During the July 1965-July 1967 forecast period, there will be a prospective housing demand for 1,100 housing units annually, including 900 sales units and 200 rental units (60 of which can be marketed at the lower rents associated with public benefit or assistance programs). Demand for new sales housing by sales price ranges is expected to approximate the pattern indicated on page 24. Total annual demand for rental units by monthly gross rent levels and by unit size is expected to approximate the pattern shown on page 25.

ANALYSIS OF THE
CANTON, OHIO, HOUSING MARKET
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Housing Market Area

The Canton, Ohio, Housing Market Area (HMA) is defined for purposes of this analysis as being coterminous with the Canton SMSA, delineated in the 1960 Census as encompassing all of Stark County, Ohio. Although Stark County contains three separate cities, Canton, Alliance, and Massillon, these cities have not had active annexation programs; and residential building sites are limited. Consequently, most growth in the HMA is occurring in the surrounding townships, defined in this report as the urbanized township area. In general terms this definition consists of Perry, Canton, Plain, Nimishillen, Lexington, and approximately one-third of Osnaburg townships.^{1/} The three cities are excluded from this definition.

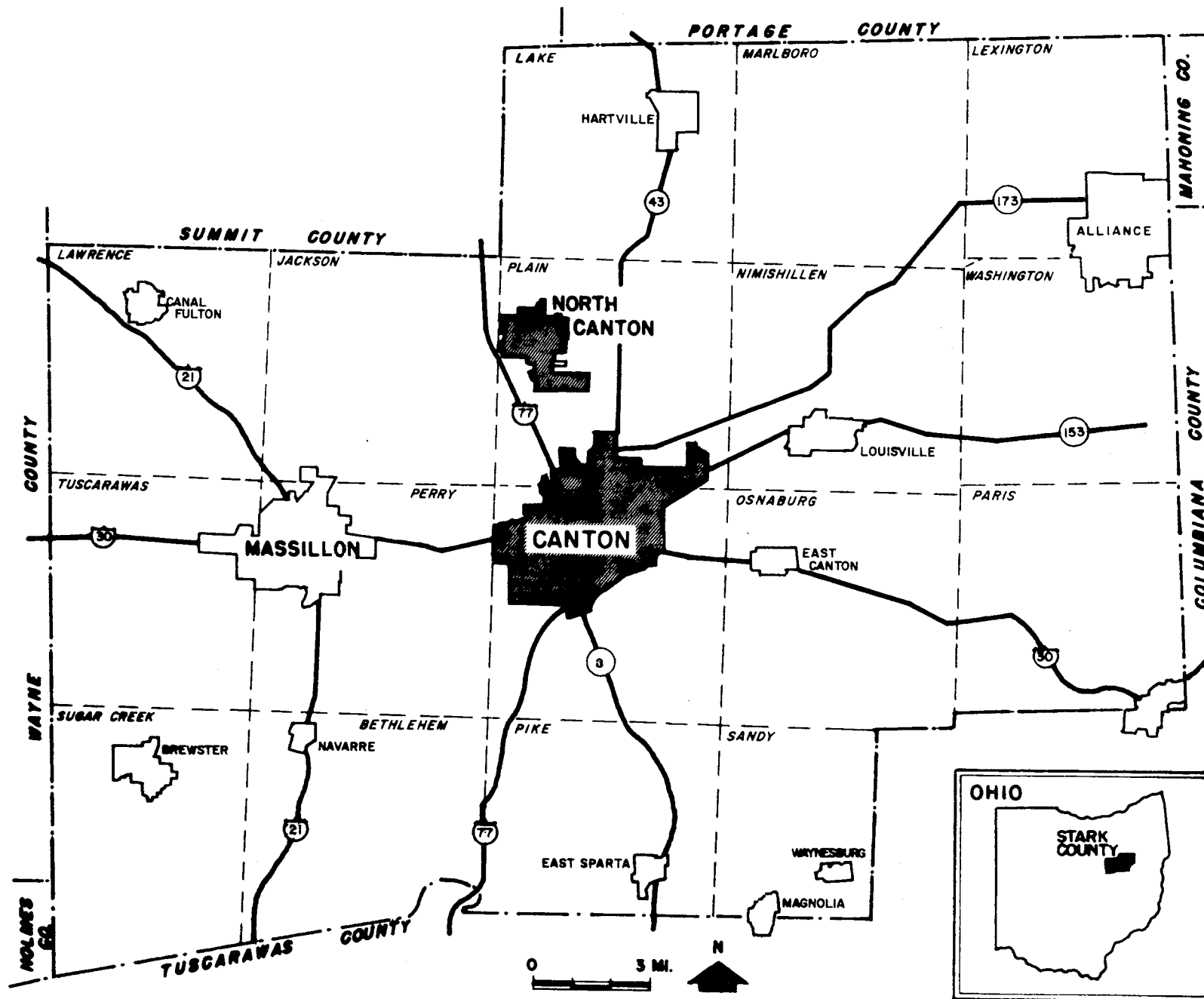
Stark County is located approximately 60 miles south of Cleveland, Ohio, 30 miles south of Akron, Ohio, 100 miles northeast of Columbus, Ohio, and approximately 80 miles northwest of Pittsburgh, Pennsylvania. As an economic unit, Stark County is part of the highly industrialized States girding the Great Lakes.

Although not a major railroad center, Stark County is served by four railroads, the Baltimore and Ohio, New York Central, Nickel Plate, and the Pennsylvania. Of these four, only the Pennsylvania maintains passenger service in the county. This line provides passenger service to the cities of Canton, Massillon, and Alliance. Truck freight transportation is excellent in the HMA with over 100 interstate and intra-state registered trucking companies serving the area. In addition, there are numerous independent private carriers. Air transportation is available 20 minutes from downtown Canton at the Akron-Canton Airport, served by Eastern, Lake Central, and United Airlines. The Canton HMA is traversed by a growing network of vehicular transportation arteries. The major highway facilities passing through the

^{1/} The urbanized township area includes the following Census Tracts: SC 117-123, Plain township; SC 124-127, Nimishillen township; SC 132, Canton township; SC 131, Osnaburg township (1/3 of total area); SC 133-135, 115, 116, 144-146, Perry township; and SC 108, Lexington township. This definition includes only the area beyond the corporate limits of the cities of Canton, Massillon, and Alliance.

county are the following: Interstate Route 77, part of the interstate highway program, will extend from Cleveland on the north to the West Virginia Turnpike on the south. U. S. 62, when completed, will link Stark County to Youngstown through a series of limited access facilities. U. S. Route 30, when completed, will serve as one of the major east-west transportation arteries of the county. U.S. 21 nearing completion, will extend from Massillon at U. S. 30 and will connect that area with Barbarton, Akron, and Cleveland. Interstate Route 805 (the Ohio Turnpike) passes 30 miles north of Canton and State routes 8, 43, and 687 provide access to areas within the county.

CANTON, OHIO, HOUSING MARKET AREA



The Economic Base

Character and History

The early agrarian based economy of Stark County reached a transitional stage in 1832 with the completion of the Ohio and Erie Canal, extending from Cleveland to Portsmouth, Ohio. Transportation by canal, closely followed and eventually replaced by railroad facilities, made possible the trading of dairy and vegetable products which became specialties in what had previously been a self-sustaining pioneer economy. Strategically located deposits of iron ore and limestone and the availability of new markets gave the initial impetus to an intensified industrialization in the area. Later, local iron companies began obtaining raw materials from northern ranges and the modern period of steel production began with the merging of several local firms into the Republic Steel Corporation. The location of the Timken Roller Bearing Company in 1901 completed the foundations of growth which continue as the core of the area economy to the present day.

Stark County derives its economic life from the production of primary steel products which are sold outside the area. If employment is to grow, either the flow of "export" goods must be increased, or "imports" reduced by increasing the number of services provided in the area.

Employment

Current Estimate. Nonagricultural wage and salary employment during the first quarter of 1965 averaged 115,100 workers, 8,100 (7.6 percent) more than in the first three months of 1964. As an indication of the local economic base, it should be noted that 5,900 of the increases in jobs between 1964 and 1965 were in manufacturing, including 5,100 more in the durable goods sector. With steel production setting a record pace in the first half of 1965, employment in primary metals rose sharply in the Canton area. However, sources within the steel industry feel that inventory building by the major steel consumers is nearing completion and that the volume of orders will soon fall. An end to current stockpiling brought about by the impending labor contract negotiations scheduled for this summer could reveal the sharp increases to be only temporary.

During 1964, an average of 112,200 persons was reported in nonagricultural wage and salary employment in the Canton HMA. This figure was composed of 54,700 persons employed in manufacturing and 57,500 persons engaged in nonmanufacturing activities. Of the 54,700 manufacturing workers, 43,800 were in durable goods and 10,900 were in nondurables. The largest single industry was primary metals, which reported an average employment of 18,200 persons during 1964.

Past Trend. Nonagricultural wage and salary employment in the Canton HMA since 1958 has experienced wide fluctuation corresponding to the national business cycle. In 1958, a recession year, employment averaged 104,900. Two years later, in 1960, nonagricultural employment had risen by 6,200. However, a reduction of 5,300 workers in 1961, of which 4,500 were in the durable goods sector, mirrored the impact of the nation-wide recession. Since 1961, employment gains in the HMA have been steady and in 1964 nonagricultural wage and salary employment with an average of 112,200 surpassed the 1960 level.

Major Industries. Historically, manufacturing has been of prime importance in the Canton economy, accounting for around 48 percent of the nonagricultural wage and salary employment. As in the past, the primary metals industry continues to be the dominant employment source in the HMA. There has been an addition of 1,500 workers in this category since 1961. The only other manufacturing group experiencing substantial growth (a 1961-1964 increase of 1,000) was "other durable goods" which consists mainly of employment in machinery production.

During recent years employment in both durable and nondurable goods has trended upward, durables gaining 1,600 between 1958 and 1964, and nondurables rising by 2,700. The only manufacturing industry category to decline substantially between 1958 and 1964 was fabricated metals, which fell from 8,200 to 6,400. Almost all of this loss (1,700) was in the fabricated structural category. All other industry groups remained relatively static with either no gain or only slight losses.

Nonmanufacturing employment traditionally has weathered the recession years without sharp fluctuations and in the Canton HMA rose by 3,000 workers between 1958 and 1964. A drop of 800 workers in 1961 was followed by steady increases and the 1964 average was 57,500, 2,400 above the 1961 total. The largest gain was in the service category where, between 1958 and 1964, average employment increased by 1,800 from 11,400 to 13,200. Steady increases in government employment boosted it 1,200 workers to 10,000 in 1964. Wholesale and retail trade each grew by 500 during this period. Losses in mining and quarrying (300), contract construction (900), and transportation and utilities (500) partially offset nonmanufacturing gains.

Principal Employers

Five companies provided almost 48 percent of the durable goods manufacturing employment in the Canton HMA in 1963.^{1/} The largest single manufacturer in the area, the Timken Roller Bearing Company, producing

^{1/} Employment figures taken from 1964 Directory of Ohio Manufacturers, Department of Industrial Relations.

bronze roller bearings, was responsible for 8,300 workers, or 20 percent of the durable goods employment. Republic Steel, the largest employer in the primary metals category, supplied 6,650 jobs. The Republic and Timken totals combined accounted for approximately 30 percent of the manufacturing employment in the Canton HMA. It is obvious that employment fluctuations within these two large firms generate an employment multiplier with considerable impact on the local economy.

The Hoover Company, producers of home vacuum cleaners, provided 1,950 of the 2,400 electrical machinery employees in 1963. This firm has in recent years remained relatively stable in terms of employment and, at present, there are no indications of significant change. The Diebold Safe and Vault Company, the largest employer in the fabricated metals sector, with between 1,600 and 1,700 workers, has had a moderate growth in employment in recent years despite employment reduction in fabricated metals elsewhere in the HMA. The Ford Motor Company forge plant in Canton employed 1,425 persons in 1963. Pending plans for expansion may enlarge the work force and enhance its position as the only forge plant in the Ford industrial complex. The table below shows the five major firms, their industry group, and employment.

Principal Manufacturing Employers
Canton, Ohio, Housing Market Area

<u>Company</u>	<u>Industry group</u>	<u>Number of employees</u>
Timken Roller Bearing Company	Machinery	8,335
Republic Steel Company	Primary metals	6,650
Hoover Co. (household vacuum cleaners)	Electrical machinery	1,944
Diebold Safes and Vaults	Fabricated metals	1,652
Ford Motor Company (forge plant)	Primary metals	1,425

Source: 1964 Directory of Ohio Manufacturers, Department of Industrial Relations.

Unemployment

During 1964, the number of unemployed workers in the Canton HMA averaged 5,400, or 4.1 percent of the work force. In 1961, at the depth of the recession, unemployment averaged 12,000 persons (9.0 percent). This was an increase of 3,600 persons over the 1960 figure of 8,400 or 6.2 percent. Since 1961, there has been consistent improvement, corresponding to the gain in employment in the HMA. In May of 1965 unemployment fell to the low level of 3,200 persons, or 2.3 percent of the work force.

Employment Prospects

During the July 1, 1965 through July 1, 1967 forecast period, nonagricultural wage and salary employment is expected to increase 3,300 workers, over the 1964 average to a total of 115,500. Although this level is only slightly above that achieved in the first quarter of 1965, it is believed that the current level has been temporarily inflated by the current boom in steel production and that employment in this sector will drop in the second half of 1965. Nonmanufacturing employment will continue to grow with the three areas, wholesale and retail trade, services, and government absorbing most of this increase. The increase in government employment will reflect expansion at the State and local levels as well as the constantly growing school enrollment. Services and trade will, as in the past, rise to meet the needs of an expanding population. Most of the increased employment in manufacturing will come from the nondurable goods category.

Income

Manufacturing Wages. Wage increases and additional hours worked during 1964 have caused weekly earnings of manufacturing production workers in Stark County to increase to \$119.37, about \$4.50 or 4 percent above the 1963 average of almost \$115.00.

Despite fewer hours worked weekly, durable goods workers averaged around \$11.00 more a week than employees producing nondurable goods. This sharp contrast between average weekly wages in durable and nondurable goods is true of the Nation as a whole and has consistently prevailed in the Canton HMA. Manufacturing wages in the area have been rising annually since 1958, when manufacturing workers earned \$93.53 a week. Average weekly hours have increased from 37.7 in 1957 to 40.6 in 1964, a steady gain with the exception of 1959 when a sharp increase (40.2) was followed by a decline to 38.2 in 1960.

The average weekly wage of all manufacturing workers in the United States during 1964 was 16 percent below the average manufacturing worker wage in Stark County. However, Stark County was around 1.5 percent lower than the Ohio State average. The following table shows the trend of weekly earnings and hours worked for each year from 1958 through 1964 for manufacturing production workers in Stark County.

Annual Average Weekly Earnings and Hours Worked
Manufacturing Production Workers in the Canton, HMA
1958 - 1964

<u>Year</u>	<u>Manufacturing</u>		<u>Durables</u>		<u>Nondurables</u>	
	<u>Weekly earnings</u>	<u>Hours worked</u>	<u>Weekly earnings</u>	<u>Hours worked</u>	<u>Weekly earnings</u>	<u>Hours worked</u>
1958	93.53	37.7	94.97	37.5	84.42	38.7
1959	106.46	40.2	109.11	40.4	89.99	39.2
1960	101.96	38.2	102.94	38.0	95.60	59.9
1961	106.40	39.0	107.34	38.6	101.14	41.7
1962	112.83	39.9	114.35	39.6	105.26	41.4
1963	114.86	39.8	116.80	39.7	106.02	40.4
1964	119.37	40.6	N.A.	N.A.	N.A.	N.A.

Source: Department of Labor, Bureau of Labor Statistics.

Family Income. The current median family income is estimated at \$6,900 a year after Federal tax for all families in the Canton HMA and \$5,875 for all renter families. The income levels reflect a general increase of about 17 percent (before deduction of Federal tax) since 1959. By 1967, after-tax incomes of all families and tenant families are expected to increase to about \$7,175 and \$6,100, respectively.

Table II presents a detailed income distribution of all families and renter families for 1965 and 1967. Observation of this table reveals that approximately 18 percent of all families currently earn under \$4,000 annually, while nearly one-fourth of all renter families earn below \$4,000. At the present time 20 percent of all families earn above \$10,000 and 10 percent of the renter families earn above this figure.

Demographic Factors

Population

Current Estimate. As of July 1, 1965 there are about 357,300 persons in the Canton HMA. The city of Canton currently contains around 113,100 persons, Massillon about 32,300, and Alliance has an estimated 28,750. The urbanized township area which was defined on page one of this report has an estimated 117,000 residents.

Past Trends. Population growth in the Canton HMA was considerably less during the last five years than in the 1950-1960 decade. During the previous census period (1950-1960) an annual growth of 2.0 percent (5,700) was about double the 0.9 percent (3,230) annual growth since 1960.

Population in the city of Canton has been declining since 1950. During the 1950-1960 decennial period this decline averaged 330 persons annually (0.3 percent). The rate of decline has been smaller for the past five years, but the city is still losing about 100 persons a year. The other two principal cities Massillon and Alliance gained, respectively, 165 persons (0.6 percent) and 220 (0.8 percent) annually during the fifties. Since 1960 population growth in Massillon has grown at a rate of 200 persons or (0.6 percent) a year and Alliance has fallen to 75 persons (0.3 percent) annually.

The urbanized township area has experienced the most intense growth since 1960 averaging 2,100 or (2.0 percent) a year. The remainder of the county has increased its population at a rate of 970 persons (1.6 percent) annually over the last five years.

In 1950 the three cities Canton, Massillon, and Alliance contained 60 percent of the total population in the HMA. By 1960 this total had fallen to 51 percent and, currently, 49 percent of the people residing in the HMA live in the corporate limits of the three cities. The urbanized township area in 1960 contained 31 percent of the total population. At present, nearly 33 percent of the residents in the HMA live in this area. These percentages are illustrative of the current trends in population. Growth in the cities has been hindered by the lack of suitable building sites within the corporate limits and will continue to be negligible unless new territories in the neighboring townships are annexed. The following table illustrates population trends in the HMA.

Population Trend
Canton, Ohio, HMA
1950, 1960, and 1965

Area	April 1950	April 1960	July 1965	Average annual change			
				1950 - 1960		1960 - 1965	
				Number	Percent	Number	Percent
Stark County total	283,194	340,345	357,300	5,715	2.0	3,230	0.9
Canton	116,912	113,631	113,100	-328	-.3	-100	-.1
Massillon	29,594	31,236	32,300	164	.6	200	.6
Alliance	26,161	28,362	28,750	220	.8	75	.3
Urban townships		106,100	117,050			2,075	2.0
Rest of county	(110,527)	61,016	66,100	(5,659)	(5.1)	970	1.6

Source: 1950 and 1960 Censuses of Population;
1965 estimated by Housing Market Analyst.

Future Population Growth. Based on the anticipated increase in employment during the two-year forecast period, the population of the Canton HMA is expected to increase to 365,500 persons, a gain of 8,200 persons or 4,100 annually. It is anticipated that growth will continue to be concentrated in the urbanized townships. This area will be the recipient of about two-thirds of the population increase.

Natural Increase and Migration. During the 1950-1960 decade, the net natural increase of the population in the Canton HMA (excess of resident births over resident deaths) totaled 49,000. The total population increase during the decade was 57,150, indicating that there was an in-migration of 8,150, or 815 annually. Data compiled for the years since 1960 reveal a reversal of this trend. The population is estimated to have increased by 16,950 between April 1, 1965 and July 1, 1965. The net natural increase during this period was 19,825; therefore an out-migration of about 2,870 persons (545 a year) is indicated. However, out-migration is believed to have started in the late fifties and is attributed to the reduction of employment opportunities then occurring. Reduced building activity in the early sixties further substantiates this contention. However, once the slump of the early sixties was over in the Canton area, the flow of out-migration was retarded and building activity rose sharply. The following table illustrates the components of the population change since 1950.

Components of Population Change
Canton, Ohio, SMSA
1950-1965

<u>Area</u>	<u>April 1, 1950-April 1, 1960</u>			<u>April 1, 1960-July, 1965</u>		
	<u>Actual</u> <u>increase</u>	<u>Net nat.</u> <u>increase</u>	<u>Net</u> <u>migration</u>	<u>Actual</u> <u>increase</u>	<u>Net nat.</u> <u>increase</u>	<u>Net</u> <u>migration</u>
Stark County total	<u>57,151</u>	<u>49,000</u>	<u>8,151</u>	<u>16,955</u>	<u>19,826</u>	<u>-2,871</u>
Canton	-3,281	17,050	-20,331	-531	5,251	-5,782
Massillon	1,642	4,500	-2,858	1,064	1,482	-418
Alliance	2,201	4,250	-2,049	388	1,222	-834
Rest of county	56,589	23,200	33,389	16,034	11,871	4,163

Source: 1950 and 1960 Censuses of Population and estimates by the Housing Market Analyst

Age. Data presented in table III show changes in the population between April 1, 1950 and April 1, 1960 by age group. The largest increase was in the 5 to 19 age group, which increased by 30,735 (50.1 percent). Many people in this category were born during the post-World War II and Korean War boom periods. Reflecting the low birth rates of the late 1920's and the depression decade of the 1930's, the number of persons 20 to 29 years of age decreased by 6,900 (15.3 percent) over the decade.

A loss of 6,575 persons (32.8 percent) in the city of Canton indicates the reduction in 20 to 29 age group to be even more severe in the central city. Canton lost population in the 30 to 39 age group, 2,900 (16.2 percent), the 40 to 54 age bracket, 2,080 (9.4 percent), and the 55 to 64 age group, 840 (6.9 percent). Increases in Canton were much smaller in both the 1 to 5 and 5 to 19 age categories than they were in the HMA as a whole. Smaller gains in the younger age group and larger declines in the middle brackets reflect the movement of younger families from the city of Canton into the suburbs. Substantial gains in the 65 and over group in both Canton and Stark County are indicative of national trends toward greater longevity and of the general aging of the population.

Households

Current Estimate. As of July 1, 1965, there are approximately 104,600 households in the Canton HMA. The city of Canton contains about 35,650, Massillon has about 10,125, and Alliance contains around 8,900. The

urbanized township area currently has about 31,850 households within its boundaries. There are approximately 18,075 households in the remainder of the HMA.

Past Trend. Since April 1, 1960, the number of households in the HMA has increased by about 1,000 annually on the average. Between 1950 and 1960, households grew at a rate of 1,840 a year. When comparing the 1950 through 1960 annual growth of 2.3 percent annually with the 1960-1965 rate of 1.0 percent, it should be noted that a part of the 1950-1960 growth was due to a conceptual change from "dwelling unit" in the 1950 census of housing to "housing unit" in 1960. Since 1960, household growth in the three cities has been negligible; Canton, Massillon and Alliance combined are adding around 125 households a year. However, in the urban township area, households are growing at a rate of 2.0 percent annually or almost 590 households a year.

Household Trends
Canton, Ohio, Housing Market Area
1950, 1960 and 1965

<u>Area</u>	<u>April 1950</u>	<u>April 1960</u>	<u>July 1965</u>	<u>Average annual change</u>			
				<u>1950-1960</u>		<u>1960-1965</u>	
				<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Stark County Total	80,905	99,306	104,600	1,840	2.3	1,010	1.0
Canton	34,848	35,556	35,650	71	.2	15	.1
Massillon	8,712	9,739	10,125	103	1.2	75	.8
Alliance	7,835	8,724	8,900	89	1.1	35	.4
Urban townships		28,756	31,850	NA	NA	590	2.0
Rest of county	(29,510)	16,531	18,075	NA	NA	295	1.8

Source: 1950 and 1960 Censuses of Housing.
1965 estimated by Housing Market Analyst.

Future Household Growth. Based on the anticipated growth in population and on the assumption that the average household size will remain at about the present level, it is estimated that about 2,600 households (1,300 a year) will be added during the next two years. Between 50 and 60 percent of the household growth will occur in the urbanized township area. Barring annexations, the three cities will follow the trend of recent years.

Household Size. The average size of all households in the Canton HMA is currently estimated at 3.34 persons, continuing the 1950-1960 trend, when the average size of households decreased from 3.40 to 3.36 (see following table). Accounting for differences in tenure and age, household size in the cities of Canton, Massillon, and Alliance are smaller than in the urbanized township area. The number of persons per household in the urban townships was 3.56 in 1960 and is currently estimated at 3.54. In comparison, Canton currently has an average of 3.13 persons in a household, a drop from 3.15 in 1960. Massillon and Alliance experienced a similar reduction from 3.18 to 3.16 during this same period. The area within the cities contain a much higher percentage of elderly couples as well as other one- and two-person households. In contrast, the urban township areas with a high owner-occupancy level has attracted the young families with children.

Household Size Trends
Canton, Ohio, Housing Market Area
1950, 1960, and 1965

<u>Area</u>	<u>No. of persons per household</u>		
	<u>1950</u>	<u>1960</u>	<u>1965</u>
Stark County total	3.40	3.36	3.34
Canton	3.29	3.15	3.13
Massillon	3.33	3.18	3.16
Alliance	3.24	3.18	3.16
Urbanized townships	(3.59)	3.56	3.54
Remainder of HMA		3.31	3.30

Source: 1950 and 1960 Censuses of Population and Housing.
1965 estimated by Housing Market Analyst.

Housing Market Factors

Housing Supply

Current Estimate. At present there are about 110,100 housing units in the HMA, representing a net addition of about 1,100 units (1.1 percent) annually since April 1960. Currently, the cities of Canton, Massillon, and Alliance contain approximately one-half of the housing units in the HMA; and nearly one-third are located in the urbanized township area.

Past Trend. During the 1950-1960 decade, the number of housing units in the area increased by 2,125 annually (2.5 percent) from a total of 83,100 to 104,250. The 2.5 percent annual increment to the total housing supply during the 1950-1960 decade was more than the 1960-1965 average of 1.4 percent. Almost 80 percent of the increase during the decade of the fifties occurred outside of the corporate limits of the three cities.

Characteristics of the Housing Supply. Currently, around 84 percent (92,350) of all housing units in the Canton HMA are in one-unit structures. The census reported an identical ratio in 1960, indicating that 84 percent (87,300) of all housing units were in one-unit structures. The current number of two-unit structures is approximately 8,550 (7.8 percent) of the total housing stock. In 1960 two-unit structures accounted for 8.2 percent of the total inventory. The ratio of three- and four-unit structures to the total inventory also has declined slightly (4.1 to 4.0 percent) since 1960. It is believed that most of this decrease resulted from the demolition of the older two-, three-, and four-unit structures. Structures with five or more units increased from 4,100 (3.9 percent) in 1960 to the current level of 4,775 (4.3 percent). A substantial increment in apartment buildings resulted in an increase of almost 670 units in five or more unit structures. The composition of the housing inventory by size of structure for 1960 and 1965 is summarized in the following table.

The Housing Inventory by Units in Structure
Canton, Ohio, Housing Market Area
April 1960-July 1965

<u>Type of structure</u>	<u>April 1960</u>		<u>July 1965</u>	
	<u>No. of units</u>	<u>Percent of total</u>	<u>No. of units</u>	<u>Percent of total</u>
1-unit ^{a/}	87,284	83.8	92,360	83.9
2 units	8,515	8.2	8,550	7.8
3 & 4 units	4,314	4.1	4,420	4.0
5 or more units	4,102	3.9	4,770	4.3
Total	104,215 ^{c/}	100.0	110,100	100.0

^{a/} Includes trailers.

^{b/} rounded.

^{c/} Differs slightly from count of all housing units (104,238), because units by type of structure were enumerated on a sample basis.

Year Structure Built. Approximately six percent of the current total housing supply has been built since April 1960. Figures compiled for 1960 Census reveal that slightly over 58 percent of the housing supply was built prior to 1940, indicating that almost three-fifths of the current housing stock is at least 35 years old.

Condition of Housing. In the April 1960 census, 79 percent of the housing inventory was reported to be in sound condition with all plumbing facilities. Comparing the renter-occupied and owner-occupied units in the housing inventory reveals a marked difference. According to the 1960 census nearly 87 percent of all owner-occupied housing units were in sound condition and contained all plumbing facilities. However, only 62 percent of all renter-occupied housing units were in sound condition with all plumbing facilities. The condition of the inventory has improved since 1960, as a result of the numerous demolitions of deteriorating and dilapidated units and the upgrading of some existing units. Currently, probably over 80 percent of the total inventory is in sound condition with all plumbing facilities.

Residential Building Activity

Annual Trend. Total residential units constructed in the Canton HMA has averaged around 1,500 annually since 1960. The number of dwelling units authorized by building permits is shown by type of structure in the table which follows. Building permit coverage in Stark County has averaged around 75 percent. The

total number of permits authorized annually has been increasing since 1960, and during these five and one-third years there was a total of 6,170 permits issued in Stark County. Housing units authorized by building permits averaged around 1,150 a year, rising from 769 in 1960 to 1,811 in 1964. Through the first four months of 1965, 487 units were authorized. Building permits authorized by geographical location since 1960 are shown in Table IV.

New Dwelling Units Authorized by Building Permits ^{a/}
Canton, Ohio, HMA
1960-April 1965

<u>Year</u>	<u>Total</u>	<u>Single family</u>	<u>Multifamily</u>
1960	769	715	54
1961	956	877	79
1962	1,022	790	232
1963	1,125	1,018	107
1964	1,811	1,018	793
1965 through April	487	NA	NA

a/ Includes about 75 percent of the units built.

Source: Bureau of the Census, C-40 Construction Reports.

Single-family additions to the housing inventory authorized by building permits have been averaging around 900 units annually since 1960. Single-family permits issued in 1960 totaled 715, rose to 877 in 1961, fell to 790 in 1962, and for each of the years 1963 and 1964 equaled 1,018.

During the same period multifamily units also have risen sharply from 54 in 1960 to 793 in 1964. In 1962 there were 232 multifamily permits issued. However, in 1963 the total fell to 107. The large total of rental units authorized in 1964 represents the first significant attempt to satisfy an apparent demand for multifamily rental units in the HMA.

Units Under Construction. Based on the postal vacancy survey just conducted in the HMA, it is estimated that there were approximately 1,125 units under construction in the Canton area as of July 1, 1965.

The total includes about 725 sales units and 400 rental units. Most of the new rental units (about 80 percent) are in the city of Canton. New sales units under construction are spread throughout the HMA, with the largest concentration in the urbanized township area.

Demolitions. There have been approximately 800 residential units demolished since 1960 in the Canton HMA. Most of these units were demolished in the city of Canton and are the result of increased urban renewal activity and more stringent code enforcement. It is estimated on the basis of a continuation of these circumstances, as well as the estimated loss to the housing stock from fire and other natural elements that there will be about 300 demolitions during the forecast period.

Tenure of Occupancy

It is estimated that currently 74.5 percent (77,750) of the occupied units in the HMA are owner-occupied and 25.5 percent (26,650) are renter-occupied (table IV). Between 1950 and 1960, a pronounced trend toward home ownership was reflected by the increase from 68.2 percent (55,200) to 74.2 percent (73,700) owner-occupied units. The trend has slowed considerably in recent years and the present level of owner occupancy is only slightly higher than in 1960. The increased rate of multifamily construction in the city of Canton is the principal reason that the trend to owner occupancy has slowed.

Vacancy

Last Census. In April 1960, there were about 2,750 vacant housing units available for sale or rent, indicating an over-all vacancy ratio of 2.7 percent. A total of 1,100 units were available for sale and 1,650 units were available for rent, yielding a sales housing vacancy rate of 1.5 percent and a rental vacancy rate of 6.1 percent. Of the available units about 50 sales units and 410 rental units lacked some plumbing facility.

Postal Vacancy Surveys. A postal vacancy survey was conducted during the June 29 to July 2, 1965 period by the six principal post offices in the Canton HMA (see table V). The survey covered 98,600 possible deliveries, representing approximately 90 percent of the current housing inventory, and revealed an over-all vacancy rate of 2.9 percent. A 2.1 percent vacancy rate was reported for residences and 10.4 percent of the apartments surveyed were currently unoccupied.

An earlier postal vacancy survey conducted in June of 1963 covered about 92 percent of the total possible deliveries. This survey reported an over-all vacancy rate of 4.4 percent, with a 3.1 percent vacancy ratio in residences and a 15.1 percent vacancy ratio in apartments. A comparison of these two surveys reveals improvement in both the residence and apartment vacancy ratios.

It should be noted that postal vacancy surveys are not entirely comparable with vacancy information published by the Bureau of Census because of differences in definition, area delineations, and methods of enumeration. When used in conjunction with other vacancy data, however, the surveys serve a valuable function in formulating estimates regarding local market conditions.

Current Estimate. Based on the postal vacancy survey conducted in late June of 1965 and other vacancy information obtained in the Canton area, it is estimated that there are 3,100 vacant housing units available for sale or rent in the HMA as of July 1, 1965. Of this number, an estimated 1,200 are vacant sales units and 1,900 are vacant rental units, indicating current vacancy ratios of 1.5 percent and 6.6 percent respectively. Rental vacancy appears somewhat above a level consistent with market equilibrium. It is currently estimated that the available sales vacancies are only very slightly in excess of a proper balance and that the available vacant rental units with all plumbing facilities are still noticeably above a state of market balance.

Sales Market

General Market Conditions. The market for new homes in the Canton HMA appears to be healthy. The annual number of sales houses completed, as indicated by building permit information, has been increasing in recent years. One guide to the sales market for new housing is the spring survey conducted by the Citizens Savings Association, a survey which has been conducted for the past 5 years. The figures for 1965 show a considerable increase over the previous year and the builders reporting are optimistically predicting construction volume to be the best in several years. Of the home builders reporting, approximately three-fifths expect to exceed their 1964 total. The remaining two-fifths are hopeful of at least equaling the previous year's quota. The number of homes built on contract (i.e. sold prior to construction) has been increasing and in the spring of 1965 was almost double the total in 1964. The volume of housing starts on a speculative basis has been decreasing in recent years, reflecting local builders reluctance to carry a large inventory. A high proportion of unsold inventory in 1964 also may have affected the level of speculative building this spring.

Annual Survey of Spring Building Activity
Canton, Ohio, Housing Market Area, 1961-1965

<u>Item</u>	<u>Spring 1961</u>	<u>Spring 1962</u>	<u>Spring 1963</u>	<u>Spring 1964</u>	<u>Spring 1965</u>
Home builders reporting	101	100	115	105	NA
<u>Aggregate data</u>					
Built on speculation	185	108	105	96	79
Built under contract	<u>91</u>	<u>176</u>	<u>165</u>	<u>79</u>	<u>154</u>
Total units under construction	276	284	270	175	233
Under construction and not sold	94	78	47	65	61
<u>Percentage distribution</u>					
Built on speculation	67	38	39	55	34
Built under contract	<u>33</u>	<u>62</u>	<u>61</u>	<u>45</u>	<u>66</u>
Total units under construction	100	100	100	100	100
Under construction and not sold	34	27	17	37	26

Source: Citizens Savings Association, Canton, Ohio.

As shown above, the home builders reporting (not necessarily the same group in each survey) have reduced the number of new homes under construction since 1960. In the spring of 1964, 37 percent of the homes under construction were unsold. In 1965 this total had fallen to 26 percent. The improvement in the unsold inventory between 1964 and 1965 has been greater than a fall in speculative building alone would indicate. This represents a general improvement in the new sales housing market as builders tailor their production to current demand. Building on a contractual basis accounts for the largest portion of the market today with approximately 66 percent of the 1965 spring total.

Other data, including the FHA Unsold Inventory Survey, suggest that the market for new sales housing is better in Canton than in either Massillon or Alliance where, there is some evidence of slow sales.

Subdivision Activity. The major areas of subdivision activity in the Canton HMA are to the northeast and northwest of the city of Canton, concentrating in the North Canton area and spreading into the townships of Perry and Nimishillen. Lexington township, which is absorbing the overflow from the city of Alliance, has increased substantially its subdivision area in recent years. Growth of a more modest nature has extended south in Canton township and east around East Canton. Open spaces between these areas and the city of Canton have resulted as home-owners seek to escape the undesirable influences of the industrial belt in the east and southeastern portion of Canton. Manufacturing areas in Massillon also have forced residential development northwest of this city. With the exception of Louisville, which is growing away from Canton, the remainder of the HMA is experiencing random growth patterns on scattered individual sites or small developed plats..

Used Home Sales. The market for existing homes in the Canton HMA appears to be primarily for homes priced between \$10,000 and \$14,999. Data obtained from the Multiple Listing Service of the Canton Real Estate Board indicate that there were 1,320 sales in 1964 with an average value of around \$14,100. During 1964 there was a total of 3,990 listings, yielding a sales against listings ratio of 33 percent. Existing home sales by the 92 member Multiple Listing Board have increased within a narrow range since 1961. In 1961, 1,232 sales were completed, with an average value of \$13,700, the 1962 total fell to 1,151 sales averaging \$13,700, only to increase to 1,245 in 1963 averaging \$14,000.

The ratio of sales to total listings remained at a fairly constant level (around 30 percent) during these three years. There have been 542 sales in the first five months of 1965, ten above the same period in 1964.

Foreclosures. Acquisitions of FHA insured properties have been rising annually since 1960, when there were three. The number rose to 16 in 1961, 26 in 1962, 49 in 1963, and 57 in 1964. The principal reason for this significant rise is reported to have been increased sales of existing FHA insured homes to marginal buyers.

Rental Market

Previous to 1960, there had been very little rental market experience in the Canton HMA. Rental units built prior to this date were, for the most part, of the two- and three-unit variety and were located in predominantly single-family suburban neighborhoods. A large proportion of the occupied rental stock (42 percent) consisted of single-family structures. However, since 1960 the volume of apartment construction has increased and there are currently several garden-type projects as well as a high-rise building in Canton city. Although the current renter vacancy level is somewhat above that desired for a balanced market, it is obvious that the increase in the number of rental units has served to provide a wider choice of rental accommodations. The added supply has enabled many renters to upgrade their standards of living with the result that the older inadequate units are now undesirable.

Urban Renewal

The Canton City Planning Commission has developed a Community Renewal Program in cooperation with the Housing and Home Finance Agency.

Urban Renewal activity in Canton encompasses the following:

1. The revitalization of forty-four neighborhoods throughout the city. This program, independent of government assistance, is now in the execution stage and will result in the improvement of nearly 4,000 dwelling units before completion.
2. The Madison - Lathrop (R-1) assisted redevelopment area which borders Eleventh Street to the south, the Hupp Corporation on the east, Diebold Incorporated to the north, and Canton Barrel Company on the west, is a site designated for industrial reuse.
3. The Cherry Avenue (R-2) area with boundaries south of the R-1 project, west of Jackson Park extending to Navarre Road, is planned to remove blight from the southeast quadrant and effect the relocation of over 600 families over a period of several years. This site marks the location of the future Route 30 interchange.
4. The Jackson Park (OS-1) area, adjacent to the R-1 and R-2 urban renewal areas, has been designated as an open space area. As such it will offer an attractive recreational area in close proximity to new low rent housing units. At present, this plan is in the planning stage.

5. Continued cooperation with the Central Canton Development Association in the central business district program will involve selected commercial redevelopment of the central business district.

At the present time the federally assisted redevelopment program has been held in abeyance pending the decision of the Ohio Supreme Court on the legality of a petition for a referendum to put urban renewal on the ballot. A judgment will be made in September when the Ohio court reconvenes.

Public Housing

The Canton-Massillon Metropolitan Housing Authority currently has two projects operating. Sherrick Court apartments, containing 96 units, opened in September of 1963. Unit size in this project ranges from two to five bedrooms and rents generally run about 20 percent of the tenants' monthly income, or from \$30 through \$75. As of July 1, 1965, there were no vacant units reported at this project. An additional 100 units in Sherrick Road Homes are nearing completion and at this time, units which have been completed are occupied. Unit size and monthly rents are the same as in the Sherrick Court apartments. Both Sherrick Court Apartments and Sherrick Road Homes are intended to relocate families from the outdated Lanham Act project scheduled for demolition. A high-rise project containing 100 units intended for senior citizens is now under construction in downtown Canton.

Demand for Housing

Quantitative Demand

The annual volume of new residential construction during the two-year forecast period (July 1965 - July 1967) that will meet the needs of the anticipated household growth and maintain a balanced demand-supply relationship in the market is estimated to total 1,100 housing units annually. Of this demand, the tenure composition is expected to total 900 for sales-type units and 200 for renter-type units. About 60 units that may be marketed at the lower rents associated with public benefit or assistance programs are included in the rental demand of 200 units. The demand estimates reflect excesses in the level of vacancies and of new construction, the continued slowing of the trend from renter to owner housing, the transfer of existing single-family units to renter-occupancy (previously owner-occupied), and the anticipated increase in employment. Generally, the location pattern of new construction will meet demand preferences best, if it is similar to that experienced in recent years.

Qualitative Demand

Sales Housing. Based on the distribution of families by annual after-tax income and on the proportion of income that families usually pay for saleshousing in the Canton HMA, the annual demand for about 900 new sales housing units during each of the next two years is expected to approximate the sales price distribution indicated in the following table. The demand for 900 units a year compares with 1963-1964 new construction volume in excess of 1,000 units annually in permit issuing localities. Additional units are provided in nonpermit issuing areas. A prospective reduction in volume is evidenced by the decrease in speculative activity in 1965, a reflection of the softening market for new homes which developed with 1963-1964 production levels.

Estimated Annual Demand for New Sales Housing
Canton, Ohio, Housing Market Area
July 1965-July 1967

<u>Price range</u>	<u>Units</u>	<u>Percentage Distribution</u>
\$10,000 - \$11,999	35	4
12,000 - 13,999	45	5
14,000 - 15,999	80	9
16,000 - 17,999	120	13
18,000 - 19,999	145	16
20,000 - 24,999	205	23
25,000 - 29,999	180	20
30,000 - 34,999	55	6
35,000 and over	35	4
Total	<u>900</u>	<u>100</u>

Source: Estimated by Housing Market Analyst.

Approximately 29 percent of the projected annual sales demand is for housing in the \$16,000 to \$19,999 price range, 23 percent is in the \$20,000 to \$24,999 range, and 20 percent is for houses priced between \$25,000 and \$30,000. It is estimated that 10 percent of the demand will be for homes priced above \$30,000 and the remaining 18 percent will be for units between \$10,000 and \$14,000. Construction of single-family units for less than \$10,000 is not economically feasible in the Canton HMA. It is expected that around three-fifths of the new units will be located in the urbanized township area. Single-family home construction in Canton, Massillon, and Alliance will be negligible.

Rental Housing. On the basis of the projected renter family incomes and ratios of rent to income which are typical in the HMA, the total annual demand for 200 rental units in the area, including a demand for 60 low rent units, is expected to be distributed by monthly gross rent levels and by unit size according to the pattern indicated in the following table. The net addition of these rental units may be accomplished either by newly constructed or rehabilitated units at the specified rent levels with or without public benefits or assistance through tax abatement, or aid in financing or land acquisition.

Assuming current costs remain fairly constant during the forecast period, the minimum rents achievable with market interest rate financing are \$105 for efficiencies, \$115 for one-bedroom units, \$125 for two-bedroom units, and \$135 for three-bedroom units. If public benefit or assistance in financing is used, the production of rental units may be achieved (primarily in Canton) at lower gross rents. The following schedule suggests the typical annual demand by gross rent and unit size. Demand in individual rent ranges can be shifted downward, of course, since a lower housing expense to income ratio would be developed, e.g., persons willing and able to pay \$105 for a two-bedroom unit are also willing to pay \$100 or less if suitable accommodations are offered.

Prospective Annual Demand for New Rental Housing
by Gross Monthly Rent and by Size of Unit
Canton, Ohio, Housing Market Area
July 1965-July 1967

<u>Gross Rent^{a/}</u>	<u>Efficiency</u>	<u>One Bedroom</u>	<u>Two Bedroom</u>	<u>Three Bedroom</u>
Under \$105	-	5	-	-
\$105 - 114	5	10	20	-
115 - 124	5	10	15	5
125 - 134	5	10	10	5
135 - 149	5	15	15	5
150 - 174	-	10	10	5
175 - 199	-	10	5	5
200 or more	-	-	5	5
Total demand	<u>20</u>	<u>70</u>	<u>80</u>	<u>30</u>

a/ Gross rent is shelter rent plus the cost of utilities and services.

The location of new rental units with the lower rent levels achievable with public benefit or assisted financing is a significant factor affecting demand. It is possible that new locations that require families to break existing church, recreation, and social ties may reduce demand. The achievement of lower rents by the utilization of land in less costly and less acceptable locations may adversely affect the demand for such units. Recent rental experience at the site of the presently proposed low rent units suggests that the amenities of the project have adequately offset any undesirable influence.

The preceding distribution of average annual demand for new apartments is based on tenant family income, the size distribution of tenant households, and rent-paying propensities found to be typical in the area. It cannot be construed rigidly but represents what may be assumed to be an appropriate pattern over a period of several years. Occasionally, in brief periods and in specific rent ranges, because of special factors for individual projects there may be successful marketing of rental units in other than these quantities. It should not be assumed, however, that such a divergence represents a change in the continuing ability of the area to absorb new rental housing. In any case, particular projects must be evaluated in the light of actual market performance in specific rent ranges and neighborhoods or submarkets.

Table I

Nonagricultural Wage and Salary Employment ^{a/}
Canton, Ohio SMSA
Annually 1958 - 1965 ^{b/}
(In thousands)

<u>Industry</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>First quarter</u>	
<u>Total</u>	<u>104.9</u>	<u>109.2</u>	<u>111.1</u>	<u>105.8</u>	<u>107.8</u>	<u>108.1</u>	<u>112.2</u>	<u>1964</u>	<u>1965</u>
								<u>107.0</u>	<u>115.1</u>
Manufacturing	<u>50.4</u>	<u>54.2</u>	<u>55.2</u>	<u>50.8</u>	<u>52.1</u>	<u>52.2</u>	<u>54.7</u>	<u>52.0</u>	<u>57.9</u>
Durable goods	<u>42.2</u>	<u>45.6</u>	<u>46.4</u>	<u>41.9</u>	<u>42.5</u>	<u>41.8</u>	<u>43.8</u>	<u>41.5</u>	<u>46.6</u>
Stone, clay, & glass	<u>3.0</u>	<u>2.8</u>	<u>3.2</u>	<u>3.0</u>	<u>3.0</u>	<u>2.9</u>	<u>3.0</u>	<u>2.9</u>	<u>2.8</u>
Primary metal	<u>16.1</u>	<u>18.9</u>	<u>18.8</u>	<u>16.7</u>	<u>17.1</u>	<u>16.6</u>	<u>18.2</u>	<u>16.7</u>	<u>20.4</u>
Fab. metal industries	<u>8.2</u>	<u>7.8</u>	<u>7.9</u>	<u>7.5</u>	<u>7.1</u>	<u>6.6</u>	<u>6.4</u>	<u>6.3</u>	<u>6.4</u>
Fab. structures	<u>(4.0)</u>	<u>(3.5)</u>	<u>(3.5)</u>	<u>(3.4)</u>	<u>(2.9)</u>	<u>(2.4)</u>	<u>(2.3)</u>	<u>(2.1)</u>	<u>(2.2)</u>
Elec., mach., supplies	<u>2.3</u>	<u>2.6</u>	<u>2.4</u>	<u>2.2</u>	<u>2.3</u>	<u>2.4</u>	<u>2.2</u>	<u>2.1</u>	<u>2.3</u>
All other durable goods	<u>12.6</u>	<u>13.4</u>	<u>14.2</u>	<u>12.4</u>	<u>13.0</u>	<u>13.2</u>	<u>14.0</u>	<u>13.5</u>	<u>14.7</u>
Nondurable goods	<u>8.2</u>	<u>8.6</u>	<u>8.8</u>	<u>8.9</u>	<u>9.6</u>	<u>10.3</u>	<u>10.9</u>	<u>10.5</u>	<u>11.3</u>
Food & kindred prod.	<u>3.7</u>	<u>3.9</u>	<u>3.9</u>	<u>3.9</u>	<u>4.0</u>	<u>4.0</u>	<u>4.0</u>	<u>4.1</u>	<u>4.1</u>
All other nondurables	<u>4.4</u>	<u>4.7</u>	<u>4.9</u>	<u>5.0</u>	<u>5.7</u>	<u>6.4</u>	<u>6.8</u>	<u>6.5</u>	<u>7.1</u>
Nonmanufacturing	<u>54.5</u>	<u>55.0</u>	<u>55.9</u>	<u>55.1</u>	<u>55.7</u>	<u>55.9</u>	<u>57.5</u>	<u>55.0</u>	<u>57.2</u>
Mining & quarrying	<u>.6</u>	<u>.5</u>	<u>.5</u>	<u>.5</u>	<u>.5</u>	<u>.4</u>	<u>.3</u>	<u>.3</u>	<u>.3</u>
Contract construction	<u>4.5</u>	<u>4.3</u>	<u>4.4</u>	<u>4.0</u>	<u>3.7</u>	<u>3.7</u>	<u>3.6</u>	<u>2.8</u>	<u>3.2</u>
Trans., & utilities	<u>6.5</u>	<u>6.2</u>	<u>6.1</u>	<u>5.9</u>	<u>5.8</u>	<u>5.7</u>	<u>6.0</u>	<u>5.9</u>	<u>5.9</u>
Comm., electric & gas	<u>(2.3)</u>	<u>(2.3)</u>	<u>(2.2)</u>	<u>(2.2)</u>	<u>(2.2)</u>	<u>(2.3)</u>	<u>(2.4)</u>	<u>2.5</u>	<u>2.4</u>
Wholesale & retail trade	<u>19.6</u>	<u>20.1</u>	<u>20.4</u>	<u>19.8</u>	<u>20.0</u>	<u>19.9</u>	<u>20.6</u>	<u>19.6</u>	<u>20.6</u>
Wholesale trade	<u>4.1</u>	<u>4.2</u>	<u>4.2</u>	<u>4.2</u>	<u>4.3</u>	<u>4.5</u>	<u>4.6</u>	<u>4.5</u>	<u>4.6</u>
Retail trade	<u>15.5</u>	<u>15.9</u>	<u>16.2</u>	<u>15.5</u>	<u>15.7</u>	<u>15.5</u>	<u>16.0</u>	<u>15.1</u>	<u>16.0</u>
Finance, ins., & real est.	<u>3.2</u>	<u>3.4</u>	<u>3.7</u>	<u>3.6</u>	<u>3.7</u>	<u>3.7</u>	<u>3.8</u>	<u>3.7</u>	<u>3.8</u>
Service & miscellaneous	<u>11.4</u>	<u>11.7</u>	<u>11.9</u>	<u>11.8</u>	<u>12.4</u>	<u>12.8</u>	<u>13.2</u>	<u>12.8</u>	<u>13.0</u>
Government	<u>8.8</u>	<u>8.8</u>	<u>9.0</u>	<u>9.4</u>	<u>9.5</u>	<u>9.7</u>	<u>10.0</u>	<u>10.0</u>	<u>10.5</u>
Local govt., (incl. schls.)	<u>(6.5)</u>	<u>(6.6)</u>	<u>(6.6)</u>	<u>(7.0)</u>	<u>7.2</u>	<u>(7.6)</u>	<u>(7.8)</u>	<u>7.9</u>	<u>(8.2)</u>

^{a/} Subtotals may not add to totals due to rounding.

^{b/} Comparable employment data are available for the years 1958-1965 only

Source: Ohio Bureau of Unemployment Compensation.

Table II

Estimated Percentage Distribution of Family Incomes
After Deduction of Federal Income Tax
Canton, Ohio, HMA, 1965-1967

<u>Annual family income</u>	<u>1965 income</u>		<u>1967 income</u>	
	All families	Tenant	All families	Tenant
Under \$4,000	17.5	24.0	14.5	22.5
\$4,000 - 4,999	9.0	12.5	10.0	13.0
5,000 - 5,999	11.5	15.5	11.5	13.0
6,000 - 6,999	14.0	13.5	12.0	14.0
7,000 - 7,999	11.5	10.0	11.5	11.0
8,000 - 8,999	9.5	8.0	9.5	9.0
9,000 - 9,999	7.0	6.5	7.5	6.0
10,000 - 11,999	9.5	8.5	10.5	7.5
12,000 and over	<u>10.5</u>	<u>1.5</u>	<u>13.0</u>	<u>4.0</u>
Total	100.0	100.0	100.0	100.0
Median	\$6,900	\$5,875	\$7,175	\$6,100

Source: Estimated by Housing Market Analyst.

Table III

Population Distribution by Age
Canton, Ohio, HMA
April 1950 - April 1960

<u>Area</u>	<u>1950</u>	<u>1960</u>	<u>Increase 1950-1960</u>	
			<u>Number</u>	<u>Percentage</u>
Canton SMSA	<u>283,194</u>	<u>340,345</u>	<u>57,151</u>	<u>20.2</u>
Under 5	30,340	38,794	8,454	27.9
5 - 19	61,385	92,120	30,735	50.1
20 - 29	45,154	38,249	-6,905	-15.3
30 - 39	43,506	48,813	5,307	12.2
40 - 54	51,927	60,551	8,624	16.6
55 - 64	26,885	29,548	2,663	9.9
65 and over	23,997	32,270	8,273	34.5
<u>Canton City</u>	<u>116,912</u>	<u>113,631</u>	<u>- 3,281</u>	<u>-2.8</u>
Under 5	11,699	12,292	593	5.1
5 - 19	22,787	28,111	5,324	23.4
20 - 29	20,004	13,437	-6,567	-32.8
30 - 39	17,869	14,975	-2,894	-16.2
40 - 54	22,139	20,059	-2,080	- 9.4
55 - 64	12,138	11,302	- 836	- 6.9
65 and over	10,276	13,455	3,179	30.9

Source: Censuses of Population 1950 and 1960.

Table IV

Housing Units Authorized by Building Permit, by Location
Canton, Ohio, Housing Market Area
1960-1964

<u>Area</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>
Canton City	120	121	183	61	549
Massillon City	146	130	136	58	55
Alliance City	44	44	29	23	21
Canton Township	NA	63	60	79	89
East Canton Village	10	5	5	8	3
Lexington Township	NA	24	26	31	34
Nimishillen Township	NA	83	92	83	71
North Canton Village	121	77	71	84	124
Osmaburg Township	NA	NA	NA	NA	21
Perry Township	222	238	302	190	225
Plain Township	NA	10	NA	286	376
Remainder of HMA	<u>106</u>	<u>161</u>	<u>118</u>	<u>222</u>	<u>243</u>
HMA total	769	956	1,022	1,125	1,811

Source: Bureau of the Census, C-40 Construction Reports.

Table V
Components of the Housing Inventory
Canton, Ohio, SMSA
April 1950 - July 1965

<u>Tenure and vacancy</u>	<u>April 1950</u>	<u>April 1960</u>	<u>July 1965</u>	<u>Average annual change</u>			
				<u>1950-1960</u>		<u>1960-1965</u>	
				<u>Number a/</u>	<u>Percent</u>	<u>Number a/</u>	<u>Percent</u>
Total housing supply	<u>83,110</u>	<u>104,238</u>	<u>110,100</u>	<u>2,113</u>	<u>2.5</u>	<u>1,100</u>	<u>1.1</u>
Occupied housing units	<u>80,905</u>	<u>99,306</u>	<u>104,600</u>	<u>1,840</u>	<u>2.3</u>	<u>1,000</u>	<u>1.6</u>
Owner occupied	<u>55,191</u>	<u>73,694</u>	<u>77,950</u>	<u>1,850</u>	<u>3.4</u>	<u>810</u>	<u>1.1</u>
Percent total occupied	<u>68.2%</u>	<u>74.2%</u>	<u>74.5%</u>	-	-	-	-
Renter occupied	<u>25,714</u>	<u>25,612</u>	<u>26,650</u>	<u>-10</u>	<u>-0.4</u>	<u>200</u>	<u>.8</u>
Percent of total occupied	<u>31.8%</u>	<u>25.8%</u>	<u>25.5%</u>	-	-	-	-
Vacant housing units	<u>2,205</u>	<u>4,932</u>	<u>5,500</u>	<u>273</u>	<u>12.4</u>	<u>110</u>	<u>2.2</u>
Available	<u>914</u>	<u>2,743</u>	<u>3,100</u>	<u>183</u>	<u>20.0</u>	<u>70</u>	<u>2.5</u>
For sale	<u>441</u>	<u>1,089</u>	<u>1,200</u>	<u>65</u>	<u>14.7</u>	<u>20</u>	<u>1.9</u>
Homeowner vacancy rate	<u>.8%</u>	<u>1.5%</u>	<u>1.5%</u>	-	-	-	-
For rent	<u>473</u>	<u>1,654</u>	<u>1,900</u>	<u>118</u>	<u>24.9</u>	<u>50</u>	<u>2.8</u>
Renter vacancy rate	<u>1.8%</u>	<u>6.1%</u>	<u>6.6%</u>	-	-	-	-
Other vacant	<u>1,291</u>	<u>2,189</u>	<u>2,400</u>	<u>90</u>	<u>7.0</u>	<u>40</u>	<u>1.8</u>

a/ Subtotals may not add, because of rounding.

Source: 1950 and 1960 Censuses of Housing and estimates by Housing Market Analyst.

Table VI

Canton, Ohio, Area Postal Vacancy Survey

June 29, 1965

Postal area	Total residences and apartments						Residences						Apartments						House trailers		
	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant	
		All	%	Used	New			All	%	Used	New			All	%	Used	New			No.	%
The Survey Area Total	98,608	2,899	2.9	2,605	294	1,120	88,270	1,827	2.1	1,604	223	724	10,338	1,072	10.4	1,001	71	396	1,291	36	2.8
Canton	62,204	1,970	3.2	1,782	188	870	54,975	1,179	2.1	1,046	133	495	7,229	791	10.9	736	55	375	865	22	2.5
Main Office	25,251	1,141	4.5	1,068	73	416	20,626	572	2.8	541	31	124	4,625	569	12.3	527	42	292	107	4	3.7
Branches:																					
East Canton	1,738	48	2.8	44	4	28	1,724	45	2.6	41	4	28	14	3	21.4	3	-	-	48	2	4.2
North Canton	7,611	141	1.9	101	40	186	7,344	128	1.7	88	40	144	267	13	4.9	13	-	42	194	3	1.5
Stations:																					
A	6,905	241	3.5	230	11	33	6,570	166	2.5	155	11	33	335	75	22.4	75	-	-	295	8	2.7
B	6,566	159	2.4	148	11	60	5,898	121	2.1	110	11	60	668	38	5.7	38	-	-	106	2	1.9
C	14,133	240	1.7	191	49	147	12,813	147	1.1	111	36	106	1,320	93	7.0	80	13	41	115	3	2.6
Other Cities and Towns	36,404	929	2.6	823	106	250	33,295	648	1.9	558	90	229	3,109	281	9.0	265	16	21	426	14	3.3
Alliance	12,729	424	3.3	414	10	50	10,664	252	2.4	242	10	48	2,065	172	8.3	172	-	2	200	10	5.0
Brewster	628	13	2.1	13	-	5	559	7	1.3	7	-	3	69	6	8.7	6	-	2	4	-	-
Louisville	4,265	80	1.9	61	19	61	3,918	63	1.6	54	9	61	347	17	4.9	7	10	-	14	-	-
Massillon	16,204	349	2.2	282	67	106	15,716	287	1.8	223	64	93	488	62	12.7	59	3	13	188	4	2.1
Minerva	2,578	63	2.4	53	10	28	2,438	39	1.6	32	7	24	140	24	17.1	21	3	4	20	-	-

The survey covers dwelling units in residences, apartments, and house trailers, including military, institutional, public housing units, and units used only seasonally. The survey does not cover stores, offices, commercial hotels and motels, or dormitories; nor does it cover boarded-up residences or apartments that are not intended for occupancy.

The definitions of "residence" and "apartment" are those of the Post Office Department, i.e.: a residence represents one possible stop with one possible delivery on a carrier's route; an apartment represents one possible stop with more than one possible delivery.

Source: FHA postal vacancy survey conducted by collaborating postmaster(s).