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Ohio
1970

Analysis of the

CANTON, OHIO

HOUSING MARKET

as of August 1, 1970

**DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT**

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DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D. C. 20411**

December 1970

FHA Housing Market Analysis
Canton, Ohio, as of August 1, 1970

Foreword

This analysis has been prepared for the assistance and guidance of the Federal Housing Administration in its operations. The factual information, findings, and conclusions may be useful also to builders, mortgagees, and others concerned with local housing problems and trends. The analysis does not purport to make determinations with respect to the acceptability of any particular mortgage insurance proposals that may be under consideration in the subject locality.

The factual framework for this analysis was developed by the Economic and Market Analysis Division as thoroughly as possible on the basis of information available on the "as of" date from both local and national sources. Of course, estimates and judgments made on the basis of information available on the "as of" date may be modified considerably by subsequent market developments.

The prospective demand or occupancy potentials expressed in the analysis are based upon an evaluation of the factors available on the "as of" date. They cannot be construed as forecasts of building activity; rather, they express the prospective housing production which would maintain a reasonable balance in demand-supply relationships under conditions analyzed for the "as of" date.

Department of Housing and Urban Development
Federal Housing Administration
Economic and Market Analysis Division
Washington, D. C.

FHA HOUSING MARKET ANALYSIS - CANTON, OHIO
AS OF AUGUST 1, 1970^{1/}

The Canton, Ohio, Housing Market Area (HMA) consists of Stark County and is identical in definition to the Canton Standard Metropolitan Statistical Area. The HMA is situated in northeastern Ohio and is bounded on the north by the Akron, Ohio, SMSA. As of August 1, 1970, the population of the HMA was 369,750 persons, of whom 121,900 resided in Canton, the largest city.

The economy of the area is based primarily on manufacturing, with major employment concentrations in the durable goods industries. The economy of the HMA has shown substantial gains since 1967, principally in nonmanufacturing employment, and these increases have led to a strengthening of both the sales and rental markets. However, employment during the next two years is not expected to increase at as high a rate as in the 1967-1970 period.

Anticipated Housing Demand

There will be a demand for about 2,350 units of privately financed housing annually during the two-year period ending August 1, 1972. For maximum absorption this annual total should consist of 1,450 single-family houses for sale, 725 units in multifamily structures, and 175 mobile homes. These estimates were based upon current supply-demand relationships, anticipated losses to the inventory through demolitions and natural causes, current vacancy rates, the current level of construction and, primarily, upon the anticipated growth in the number of households.

^{1/} Data in this analysis are supplementary to an analysis as of October 1, 1967.

The distribution of the sales and rental demand by sales price and monthly rents suggested for optimum absorption is shown in table I. More than 50 percent of the expected demand for new sales housing during the forecast period will occur in the \$20,000-\$30,000 price range; the largest segment of demand for apartment units will occur in the \$150-\$190 range for one-bedroom units and the \$190-\$230 range for two-bedroom units. These rents include utilities and often times a garage. These estimates of demand are not intended to predict construction levels over the forecast period, but are suggested numbers which would provide long-term stability in the Canton housing market. Although the renter vacancy ratio is not high, the 11 percent vacancy in apartments reported by the postal vacancy survey suggests that the absorption of new apartments should be observed closely.

Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for new housing for low- or moderate-income families may be provided through a number of different programs administered by FHA: monthly rent supplements in rental projects financed under Section 221(d)(3); partial payment of interest on home mortgages insured under Section 235; partial interest payment on project mortgages insured under Section 236; and federal assistance to local housing authorities for low-rent public housing.

The estimated occupancy potentials for subsidized housing are designed to determine, for each program, (1) the number of families and individuals who can be served under the program and (2) the proportion of these households that can reasonably be expected to seek new subsidized housing during the forecast period. Household eligibility for the Section 235 and Section 236 programs is determined primarily by evidence that household or family income is below established limits but sufficient to pay the minimum achievable rent or monthly payment for the specified program. Insofar as the income requirement is concerned, all families and individuals with income below the income limits are assumed to be eligible for public housing and rent supplement; there may be other requirements for eligibility, particularly the requirement that current living quarters be substandard for families to be eligible for rent supplements. Some families may be alternatively eligible for assistance under more than one of these programs or under other assistance programs using federal or state support. Future approvals under each program should take into account any intervening approvals under other programs which serve the same families and individuals.

The total occupancy potential for federally assisted housing approximates the sum of the potentials for public housing and Section 236 housing. For the Canton HMA, the total occupancy potential is estimated to be 605 units annually for families and 250 units annually for the elderly (see table II).

The annual occupancy potentials^{1/} for subsidized housing discussed in the following paragraphs are based upon 1970 incomes, the occupancy of substandard housing, income limits in effect as of August 1, 1970, and on available market experience.^{2/}

Section 235, Sales Housing. Sales housing could be provided for low- and moderate-income families under Section 235. Utilizing regular income limits, the estimated annual occupancy potential for Section 235 is 265 units annually. The use of exception income limits would increase this potential by about 25 percent. All families who qualify for Section 235 sales housing also are eligible for Section 236 rental housing. Although the potentials for Section 235 and Section 236 are obtained from the same qualifying households, in some instances they are not the same families. Such variations are dependent upon local preferences and previous housing patterns. The estimates for Section 235 and Section 236 are not additive.

There was only one existing home insured under Section 235 and no new homes insured under this program in 1969. As of August 1, 1970, there were 140 allocations for the Canton HMA and 13 firm commitments had been issued.

Public Housing and Rent Supplement. These two programs serve households in essentially the same low-income group. The primary differences arise from the manner in which net income is computed for each program and from other eligibility requirements. The estimated annual occupancy potential for public low-rent housing is 370 units for families and the annual potential for the elderly is 215 units.

The Stark Metropolitan Housing Authority, whose jurisdiction extends to the cities of Canton, Massillon and Alliance and Meyers Lake and Perry Townships, administers 569 public housing units in the HMA. Of this total, 195 units are designated for the elderly. There were no vacancies in the public housing units as of August 1970 and there was a substantial waiting list of both families and elderly couples and individuals. The housing authority expects to have 593 additional units under construction by September 1970, 200 units for the elderly, and 393 family-designated units. These units are all expected to be completed by January 1972. All of the completed units and proposed units are and will be located in the city of Canton. While the cities of Massillon and Alliance may refer applicants for public housing units to the city of Canton, there has not been substantial

^{1/} The occupancy potentials referred to in this analysis are dependent upon the capacity of the market in view of existing vacancy strength or weakness. The successful attainment of the calculated market for subsidized housing may well depend upon construction in suitable accessible locations, as well as upon the distribution of rents and selling prices over the complete range attainable for housing under the specified programs.

^{2/} Families with incomes inadequate to purchase or rent nonsubsidized housing generally are eligible for one form or another of subsidized housing; however, little or no housing has been provided under some of the subsidized programs and absorption rates remain to be tested.

use of this option. The completion of the 593 proposed units of public housing will satisfy approximately 50 percent of the two-year occupancy potential under this program and probably most of the potential in the city of Canton. Future proposals for low-rent public housing units might better be located in the cities of Massillon and/or Alliance, and should be limited in size to test the absorptive capacity of these segments of the market.

The occupancy potential for rent supplement housing is approximately 470 units annually. About 35 percent of those people who qualify for rent supplements also are eligible for public housing. The majority of those who are eligible for both programs are elderly couples and individuals. As of August 1, 1970, there were 140 units of rent supplement housing completed in the HMA. The first 70 units were completed in 1965 and the second project of 70 units was completed in 1966. Both projects were built under Section 221(d)(3) market-interest-rate and experienced satisfactory absorption and currently have no vacancies. There is one project of 84 units financed under Section 236 and another project of 77 units financed under Section 221(d)(3) BMIR currently under construction in the city of Canton; both projects have provisions for occupants under rent supplement. Firm commitments have been issued for a total of 153 units of rent supplement housing in two additional projects in the city of Canton. Upon completion, these projects are expected to satisfy about 20 percent of the two-year potential under this program in the HMA, and about 60 percent of the potential in the city of Canton.

Section 236, Rental Housing. The annual occupancy potential for Section 236 rental housing using regular income limits is 365 units, 265 units for families and 100 units for the elderly.^{1/} Utilizing exception income limits, the annual potential for families would be increased by more than 25 percent and the elderly potential would be increased by nearly 20 percent. There have been no units completed in the HMA under this section; however, one project of 84 units is currently under construction.

Table II shows the annual potential for Section 236 and overlaps with the public housing potential. Because nearly 90 percent of those who qualify under Section 221(d)(3) also are eligible for Section 236 housing, the completion of 77 units of Section 221(d)(3) BMIR housing is expected to satisfy about 20 percent of the two-year potential in the HMA under this program. Both of these projects are located in the city of Canton and, therefore, are expected to satisfy about 50 percent of the two-year potential in the city itself.

Sales Market

The sales market for new homes in the Canton area has strengthened since 1960. The homeowner vacancy rate has declined since 1960, from 1.5 percent in 1960 to 1.2 percent in 1967, to 1.0 percent in 1970. The

^{1/} The Cleveland Insuring Office is currently using regular income limits for qualifying under Section 236.

volume of construction of new homes in the HMA, which increased in 1967 and 1968 compared with previous years, declined slightly in 1969. The number of building permits issued for single-family homes for the first six months of 1970, was slightly lower than in the corresponding period in 1969. An unsold inventory survey conducted by the Cleveland FHA Insuring Office of new single-family homes built in the Canton HMA during 1969 in subdivisions of five or more completions during 1969 revealed that about 55 percent of the units covered by the survey were built speculatively; of these about 19 percent were unsold at the end of the year. The majority (90 percent) of the unsold homes had been on the market for three months or less with the remaining 10 percent on the market for from four to six months. The results of the 1969 unsold inventory survey differed only slightly from the survey conducted the previous year. The only significant change was an increase in the number of speculatively built houses which remained unsold after one month on the market. However, because of the large number of smaller subdivisions and scattered building of single-family homes in the HMA, both surveys covered less than 20 percent of the single-family sales houses constructed in the HMA.

The most active segments of the new sales market are the city of Canton, and the townships of Lake, Jackson, Perry, and Plain. While the average cost of homes built in the HMA is in the \$25,000 to \$30,000 range, certain locations are higher cost because of local zoning regulations. There has been a marked increase in the average cost of a new home in the Canton HMA in the last three years, because of rising land, construction, and mortgage financing costs. There is little evidence that this trend will be reversed in the near future. Because of various deficiencies in the land in the southern and eastern townships of the HMA, future building activity is expected to continue to occur mainly in the central and northern sectors of Stark County. A proposed building ban by the Ohio State Department of Health in the area of the city of Canton because of inadequate sewage treatment facilities is not expected to have long lasting effects and probably will be brief in duration.

The sales market for existing homes has remained firm, with the increased cost of new homes in the HMA creating greater competition for lower priced older units. FHA held properties have declined from 150 units in 1964 to 20 properties as of July 1970; recently acquired properties do not remain on the market long. Local sources have indicated that there is a sufficient supply of existing units below \$18,000 in the cities of Canton and Alliance, but an insufficient number of these units in Massillon and the remainder of the HMA. A significant number of older sales units are expected to be lost because of code enforcement and highway construction in the Canton area during the forecast period.

The Rental Market

Since 1967, there have been an increasing number of rental units constructed in the Canton HMA accompanied by a strengthened demand for rental units attributable to increased in-migration to the area and the higher costs of new home construction and mortgage financing. The rental vacancy rate has declined from 5.7 percent in 1967 to 5.3 percent in 1970.

The older apartments in the HMA are located primarily in the cities of Alliance, Canton and Massillon. These units are not competitive in either rents charged or amenities offered with the newer apartments in the area. Many of the older units are located in older, marginal areas of these cities. It is expected that further losses to the older rental inventory in the city of Canton caused by the construction of U.S. Route 30 and State Route 43 overpass, the Washington School Neighborhood Development Program, and code enforcement will be significant. The results of a postal vacancy survey conducted during July 1970 showed a rental vacancy rate of 11.1 percent; however, this survey recorded only about 31 percent of the rental units in the area and many of these were marginal dwellings in the three main cities of Alliance, Canton and Massillon.

The majority of the new apartments built in the HMA have been constructed in the city of Canton and in Jackson and Plain Townships and are typically low-rise garden-type apartments containing four to twelve units. Duplexes have comprised a significant portion of the newer units built and in many cases both units are for rental purposes. Local sources have indicated that apartment complexes are being kept to a smaller size because of the high cost of mortgage financing. The new units built have been principally one-bedroom and two-bedroom units; only a limited number of three-bedroom units have been built. These new units are achieving satisfactory occupancy levels; owners have indicated that they are satisfied to wait up to eight months before achieving total occupancy, however. Most of the new units are in the moderate rent range, with typical gross monthly rents of \$155 to \$180 for one-bedroom units and \$195 to \$215 for two-bedroom units. Typical monthly rents for two-bedroom duplexes range from \$100 to \$125, depending on the age of the unit; no utilities are included.

Economic, Demographic and Housing Factors

Employment. The employment increases registered in the Canton HMA from 1963 to 1966 have continued through the 12 months ending June 30, 1970. Total nonagricultural wage and salary employment increased by 11,700 jobs from 1966 to 1969, an average annual increase of 3,900. While the employment increases from 1963 to 1966 were mostly a result of employment gains in the manufacturing sector in general and in the durable goods category in particular (manufacturing gains accounted for more than 50 percent of the total nonagricultural wage and salary increment from 1963

to 1966), the employment increases from 1966 to 1969 were primarily a result of gains in the nonmanufacturing sector. The increase in manufacturing employment from 1966 to 1969 was 1,100 jobs and accounted for less than 10 percent of the nonagricultural wage and salary increment. Increases in employment in the nondurable goods and other durable goods industries were partially offset by employment declines in primary metals and fabricated metals. Steel producers in the HMA have continued to cut back employment while maintaining levels of production by phasing out outmoded production procedures. Part of the decline in fabricated metals in 1967 and 1968 can be accounted for by labor disputes within the industry.

Nonmanufacturing employment, which accounted for the bulk of the gains in nonagricultural wage and salary employment from 1966 to 1969, increased by 10,600 jobs, an annual increment of more than 3,500. Substantial increases were recorded in every category of nonmanufacturing except for mining which comprises the smallest segment of the nonmanufacturing sector. The most significant employment gains between 1966 and 1969 were registered in the trade sector and the services and miscellaneous sector, 3,500 jobs each. Employment expansions in both sectors reflect the increased demand in the area for goods and services. Most of the increased employment in trade has been the result of the opening of a number of shopping centers on the periphery of the city of Canton. Up to the present, these shopping centers have not constituted a significant drain upon established trade and service suppliers in the downtown Canton area. Employment increases by government (600 annually), construction (300 annually) and other segments of the nonmanufacturing sector have also been significant. The increases in nonmanufacturing employment and increased employment in nondurable goods manufacturing since 1966 have allowed the economy of the area to become less dependent upon the durable goods manufacturing sector. In 1966, employment by the durable goods industries accounted for nearly 41 percent of all nonagricultural wage and salary employment; however, by 1969 durable goods employment had decreased to less than 37 percent of total nonagricultural wage and salary employment. This gradual broadening of the economic base of the area has made the economy of the Canton area less vulnerable to shifts in the national economy than it had been previously. This shift is exhibited by the fact that there had been a slight decline (200 jobs) in durable goods employment between 1966 and 1969, yet total nonagricultural wage and salary employment continued to increase at the rate of 3.0 percent annually.

Employment in the twelve months ending June 30, 1970 was 3.6 percent above the comparable period ending June 30, 1969. As shown in table III, this increase has been spread throughout most sectors with manufacturing employment increasing by 1,300 jobs and nonmanufacturing employment increasing by 3,500 jobs.

Based upon current plans for expansion and the most recent trends in the HMA, it can be expected that nonagricultural wage and salary employment will increase by about 3,250 jobs annually during the two-year forecast period. This annual increase of 2.3 percent will be the result of increases in both manufacturing and nonmanufacturing employment. Slight employment gains in the nondurable goods sector during the forecast period are expected to approximate past trends. These gains coupled with anticipated increases in the durable goods sector are expected to result in an increase in manufacturing employment of 1,500 jobs a year during the forecast period. Nearly 75 percent of this increase in manufacturing employment is expected in durable goods employment. Planned expansions by the Hercules Division of White Motor Company and expansions of employment by steel producers in the area will be the major components of the anticipated manufacturing employment increase. These anticipated increases are dependent upon the future state of the national economy; employment by steel producers in the area would be affected significantly if labor disputes in the automobile industry are protracted.

Nonmanufacturing employment is expected to increase by 1,750 jobs a year during the forecast period. While most of the components in this sector are expected to continue to increase at past rates, the trade sector is expected to be further stimulated upon completion of the Belden Village shopping center. While the completion of previous shopping centers in the area has resulted in little or no effect upon established stores in downtown Canton, the completion of Belden Village is expected to produce a slight outmigration of trade and service oriented businesses from the city of Canton.

Past increases in government employment have been the result of increases in jobs in local government; however, employment increments in this sector are expected to be somewhat smaller during the forecast period.

Income. In August 1970, the median annual income of all families in the Canton HMA, after deduction of federal income tax was \$9,025; the median after-tax income of renter households of two or more persons was \$7,325. Detailed distributions of all families and renter households by 1967 and 1970 annual incomes are shown in table IV.

Demographic Factors. The population of the Canton HMA, as of August 1, 1970, was estimated to be 369,750 persons, representing an increase of less than 13,000 persons since 1967.^{1/} The annual rate of growth of the population of Stark County (4,575 a year) has more than doubled in the 1967-

^{1/} Locally reported preliminary population and household counts from the 1970 Census may not be consistent with the demographic estimates in this analysis. Final official census population and household data will be made available by the Census Bureau in the next several months.

1970 period as compared with the 1960-1967 period. This sharp increase in the growth rate has concurred with a rapid increase in nonagricultural employment during the past three years. The average increase of 2,200 persons between 1960 and 1967 was a result of the economic factors of two distinct periods, 1960 to 1963 and 1963 to 1967. Because of the decline of wage and salary employment between 1960 and 1963, particularly in durable goods industries, it is calculated that the HMA actually had a slight decline in population during that time. The ensuing increase in employment between 1963 and 1967 resulted in an increase in population which was comparable to, if not slightly larger, than the population increases recorded from 1967 to 1970. Local sources indicate that part of the population increase in northernmost Stark County from 1967 to 1970 has been the result of persons who commute to the Akron SMSA for employment.

The cities of Canton and Massillon have had an increase in population since 1960 that resulted solely from annexations by these cities. The population of the city of Canton, within the 1960 boundaries, declined from 1960 to 1970 by approximately 440 persons annually. Similarly, the population within the 1960 bounds of the city of Massillon declined by almost 100 persons annually during the 1960-1970 period. Annexations by the city of Alliance since 1960 have had only a slight effect upon its population.

Although areas of the remainder of the HMA have been annexed by the cities of Alliance, Canton and Massillon since 1960, these suburban areas have had the greatest absolute and percentage population growth since 1960, particularly since 1967. The principal area of growth has occurred in the suburban Canton area, in Jackson, Perry and Plain townships. Lake township in northernmost Stark County has had increased building activity since 1967; a significant proportion of this resulted from its proximity to the city of Akron, which is less than 10 miles to the north.

Based upon the expectation that reduced increases in nonagricultural wage and salary employment will cause a reduction in net in-migration to the Canton HMA, it is anticipated that population will increase by 4,100 persons annually during the forecast period, with all of the population increase occurring in areas outside the major cities of Alliance, Canton, and Massillon.

There were an estimated 114,800 households in the Canton HMA as of August 1, 1970. This represents an annual increment of 2,625 households since October 1967. Household formation has increased at a more rapid rate than population increases, particularly in the suburban areas of the HMA. This trend has resulted in a lower number of persons per household. The decline in household size has been more evident in the suburban areas of the county than in the cities of Alliance, Canton and Massillon. Because of the expected population increase and a continued decline in household size in the HMA, it is anticipated that the number of households in Stark County will increase by about 2,100 annually, to a total of 119,000 by August 1972.

A detailed breakdown of population and household trends for the cities of Alliance, Canton, Massillon, and the remainder of the HMA is shown in table V.

Housing Factors. As of August 1, 1970, the housing inventory in the Canton HMA totaled 119,975 units, an increase of about 15,725 units since 1960. Approximately 50 percent of the total increase from 1960 to August 1970 occurred from 1967 to 1970. Of the 119,975 units, 114,800 were occupied, and of this number slightly more than 75 percent (86,550 units) were owner-occupied (see table VI). The net increment to the inventory since October 1967 of about 7,525 units was the result of the construction of 9,000 units, the demolition of about 2,075 units, and a net increase of approximately 600 mobile homes. There were approximately 1,900 units under construction in the HMA as of August 1970, 470 single-family houses and about 1,430 multifamily units. Of the single-family houses under construction, about 40 to 50 of these are designated by the builders for occupancy under Section 235; of the multifamily units under construction, 84 units are to be financed under Section 236, 77 units are to be insured under Section 221(d)(3) BMIR, and about 200 units are designated as public housing units.

Private residential building activity, as measured by building permits issued in the Canton HMA,^{1/} has increased since the low level of activity during the 1960-1963 period. While there has been an increase in the construction of single-family houses over the 1960-1963 level, the major factor in the increment has been the significant increase in the number of multifamily units constructed since 1963 (see table VII). There was a slight decline in the total number of units authorized from 1968 to 1969 (from 2,625 to 2,324); comparable data for 1969 and 1970 show that building activity has continued to decline for the first six months of 1970 as compared to the first six months of 1969, with a decline in multifamily construction being the cause. It is expected that the demand for privately financed housing units will decline slightly below the 1969 level during the forecast period because of a slower rate of growth in employment and a slower rate of in-migration to the HMA.

The number of vacant units in the HMA has increased slightly since October 1967 (from 5,100 to 5,175); however, the number of available vacant units has declined during this time. Both the current homeowner vacancy rate of 1.0 percent and the renter vacancy rate of 5.3 percent have declined since October 1967, and both are the lowest of the post-1960 period. The declining vacancy rates are the result of increased in-migration to the area during the past three years, the demolition of many marginal housing units, and the increase in residential building activity. The tightening of the sales and rental markets reflects the improved economic situation in the Canton HMA which has improved steadily since the slump of the early 1960's. Because of urban renewal and a vigorous code enforcement program in the city of Canton, it is estimated that only about 225 of the vacant units (40 for sale and 185 for rent) are substandard in that they are lacking one or more plumbing facilities.

^{1/} About 75 percent of the residential construction activity is covered by the building permits enumerated in table VII.

Table I

Annual Demand for New Nonsubsidized Housing
Canton, Ohio, Housing Market Area
August 1970-August 1972

A. Single-family

<u>Sales price</u>		<u>Number of units</u>	<u>Percent of total</u>
Under	\$15,000	40	3
\$15,000 -	17,499	55	4
17,500 -	19,999	90	6
20,000 -	22,499	185	13
22,500 -	24,999	250	17
25,000 -	29,999	320	22
30,000 -	34,999	205	14
35,000 and over		305	21
Total		1,450	100

B. Multifamily

<u>Gross monthly rent^{a/}</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
\$130 - \$149	25	-	-	-
150 - 169	10	100	-	-
170 - 189	-	105	50	-
190 - 209	-	45	100	10
210 - 229	-	30	85	10
230 - 249	-	-	45	20
250 - 269	-	-	60	10
269 and over	-	-	-	20
Total	35	280	340	70

^{a/} Gross rent is monthly rent plus the cost of utilities.

Table II

Estimated Annual Occupancy Potential for Subsidized Rental Housing

	<u>Section 236a/ exclusively</u>	<u>Families eligible for both programs</u>	<u>Public housing exclusively</u>	<u>Total for both programs</u>
A. <u>Families</u>				
1 bedroom	20	5	70	95
2 bedrooms	110	20	140	270
3 bedrooms	70	5	80	155
4+ bedrooms	<u>35</u>	<u>-</u>	<u>50</u>	<u>85</u>
Total	235	30 ^{b/}	340 ^{b/}	605
B. <u>Elderly</u>				
Efficiency	20	40	120	180
1 bedroom	<u>15</u>	<u>25</u>	<u>30</u>	<u>70</u>
Total	35 ^{c/}	65 ^{d/}	150 ^{d/}	250

a/ Estimates are based upon regular income limits.

b/ Approximately two-thirds of these families also are eligible under the rent supplement program.

c/ Applications and commitments under Section 202 are being converted to Section 236.

d/ All of the elderly couples and individuals also are eligible for rent supplement payments.

Table III

Nonagricultural Wage and Salary Employment by Industry^{a/}
Canton, Ohio, Housing Market Area
1963-1970 (in thousands)

								12 mos. ending June 30	
	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1969</u>	<u>1970^{b/}</u>
Total ^{c/}	108.1	112.1	119.1	124.8	126.9	131.2	136.5	132.8	137.6
Manufacturing	52.2	54.6	58.6	61.6	61.0	60.8	62.7	60.8	62.1
Durable goods	42.0	44.3	47.9	50.7	49.3	48.6	50.5	48.5	50.1
Stone, clay and glass	2.9	3.0	2.9	3.0	2.7	2.7	2.6	2.8	2.3
Primary metals	16.6	18.1	20.3	21.1	20.6	20.0	20.6	19.6	20.0
Fabricated metals	6.8	6.9	7.0	7.3	6.3	6.7	7.1	6.8	7.4
All other durable goods	15.6	16.3	17.7	19.3	19.7	19.2	20.2	19.3	20.4
Nondurable goods	10.2	10.3	10.7	11.0	11.6	12.2	12.2	12.4	12.0
Food and kindred products	4.0	4.1	4.2	4.2	4.5	4.7	4.6	4.7	4.6
All other nondurable goods	6.2	6.2	6.5	6.8	7.1	7.5	7.6	7.7	7.4
Nonmanufacturing	55.9	57.4	60.6	63.2	65.9	70.4	73.8	72.0	75.5
Mining	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.3	0.4
Construction	3.7	3.6	4.2	4.7	4.5	5.5	5.6	5.5	5.7
Trans. and utilities	5.7	6.0	6.2	6.3	6.5	6.7	6.8	6.7	6.8
Trade	19.9	20.4	21.4	22.2	23.0	24.3	25.7	25.0	26.5
Fin., ins. and real estate	3.7	3.8	3.9	4.1	4.2	4.4	4.6	4.5	4.7
Service and miscellaneous	12.8	13.4	14.2	14.7	16.0	17.3	18.2	17.8	18.7
Government	9.7	10.0	10.4	10.8	11.4	11.9	12.6	12.2	12.8

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

^{b/} Based upon preliminary data.

^{c/} Totals and categories have not been adjusted to reflect labor-management disputes.

Source: Ohio Bureau of Employment Services.

Table IV

Estimated Percentage Distribution of All Families
and Renter Households by Income After
Deduction of Federal Income Tax
Canton, Ohio, Housing Market Area
1967-1970

<u>Annual after</u> <u>tax incomes</u>		<u>Percentage distribution</u>			
		<u>1967</u>		<u>1970</u>	
		<u>All</u> <u>families</u>	<u>Renter</u> <u>households</u> ^{a/}	<u>All</u> <u>families</u>	<u>Renter</u> <u>households</u> ^{a/}
Under	\$2,000	4	8	4	7
\$2,000 -	2,999	5	7	2	4
3,000 -	3,999	6	9	3	6
4,000 -	4,999	7	11	5	8
5,000 -	5,999	9	13	6	9
6,000 -	6,999	12	13	9	12
7,000 -	7,999	12	11	10	12
8,000 -	8,999	10	9	11	10
9,000 -	9,999	8	5	9	8
10,000 -	12,499	13	7	18	13
12,500 -	14,999	8	4	10	6
15,000 -	19,999	((7	(
20,000 and over		(6	(3	6	(5
Total		100	100	100	100
Median income		\$7,575	\$6,125	\$9,025	\$7,325

^{a/} Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table V

Population and Household Trends
Canton, Ohio, Housing Market Area
April 1960-August 1970

<u>Area</u>	<u>April 1960</u>	<u>October 1967^{c/}</u>	<u>August 1970^{d/}</u>	<u>Average annual change^{a/}</u>			
				<u>1960-1967</u>		<u>1967-1970</u>	
				<u>Number</u>	<u>Rate^{b/}</u>	<u>Number</u>	<u>Rate^{b/}</u>
HMA total population	340,345	356,800	369,750	2,200	0.6	4,575	1.3
Canton	113,631	119,175	121,900	750	0.6	975	0.8
Massillon	31,236	31,500	32,700	35	0.1	425	1.4
Alliance	28,362	26,775	26,400	-210	-0.7	-130	-0.5
Remainder of HMA	167,116	179,350	188,750	1,625	0.9	3,325	1.9
HMA total households	99,306	107,350	114,800	1,075	1.0	2,625	2.4
Canton	35,556	37,950	38,850	325	0.9	320	0.9
Massillon	9,739	10,125	10,550	50	0.5	150	1.5
Alliance	8,724	8,425	8,375	-40	-0.4	-20	-0.2
Remainder of HMA	45,287	50,850	57,025	740	1.5	2,175	4.2

^{a/} Total may not add because of rounding.

^{b/} Derived through the use of a formula designed to calculate the percentage rate of change on a compound basis.

^{c/} 1967 estimates revised to reflect data not available at that time.

^{d/} Locally reported preliminary population and household counts from the 1970 Census may not be consistent with the demographic estimates in this analysis. Final official census population and household data will be made available by the Census Bureau in the next few months.

Sources: 1960 Censuses of Housing and Population, 1967 and 1970 estimates by Housing Market Analyst.

Table VI

Components of the Housing Inventory
Canton, Ohio, Housing Market Area
1960-1970

<u>Tenure and vacancy</u>	<u>April</u> <u>1960</u>	<u>October</u> <u>1967 b/</u>	<u>August</u> <u>1970</u>	<u>Average annual change^{a/}</u> <u>1960-1967 1967-1970</u>	
Total housing inventory	104,238	112,450	119,975	1,095	2,650
Occupied housing units	99,306	107,350	114,800	1,075	2,625
Owner-occupied	73,694	80,300	86,550	875	2,200
Percent of all occupied	74.2%	74.8%	75.4%	-	-
Renter-occupied	25,612	27,050	28,250	200	425
Vacant housing units	4,932	5,100	5,175	20	25
Available vacant	2,743	2,600	2,475	-20	-45
For sale	1,089	950	900	-20	-20
Homeowner vacancy rate	1.5%	1.2%	1.0%	-	-
For rent	1,654	1,650	1,575	-	-25
Renter vacancy rate	6.1%	5.7%	5.3%	-	-
Other vacant	2,189	2,500	2,700	40	75

a/ Components may not add to totals due to rounding.

b/ 1967 estimates revised to reflect data not available at that time.

Source: 1960 Census of Housing and estimates by Housing Market Analyst.

Table VII

Privately Financed Housing Units Authorized by Building Permits^{a/}
Canton, Ohio, Housing Market Area

	Number of units authorized by building permits							1st six months	
	1963	1964	1965	1966	1967	1968	1969	1969	1970
Total units	1,291	1,840	2,166	1,942	2,189	2,625	2,324	1,247	1,155
Single-family	1,168	1,127	1,299	1,210	1,522	1,604	1,284	707	759
Multifamily	123	713	867	732	667	1,021	1,040	540	396
Canton	61	379 ^{b/}	498	171 ^{b/}	231 ^{b/}	371 ^{b/}	189 ^{b/}	169	151 ^{b/}
Massillon	58	55	86	59	77	80	75	25	74
Alliance	23	21	46	114	64	153	19	8	22
Canal Fulton	NA	NA	8	4	8	34	42	15	15
Canton Township	79	89	71	87	77	74	37	21	38
East Canton	6	3	8	8	2	9	-	-	-
Hartville	10	10	10	11	10	8	44	22	85
Jackson Township	188	237	245	250	372	375	842	400	125
Lake Township	83	86	103	109	135	211	179	108	59
Lawrence Township	34	41	62	85	112	83	59	34	38
Lexington Township	31	34	34	40	68	67	22	18	24
Limaville	-	-	1	-	-	-	-	-	-
Louisville	28	36	58	34	55	62	53	24	73
Marlboro	NA	NA	2	14	22	23	22	18	13
Minerva	NA	NA	10	5	15	10	5	3	2
Nimishmillen Township	83	71	72	101	109	69	84	47	35
North Canton	84	124	177	153	102	177	60	40	38
Osnaburg Township	19	21	28	22	20	18	15	6	6
Perry Township	190	225	288	232	273	282	228	141	118
Pike Township	NA	NA	NA	NA	15	13	13	6	0
Plain Township	286	376	319	394	393	490	315	133	234
Washington Township	28	32	40	49	29	16	21	9	5

^{a/} About 75 percent of all construction in the HMA is covered by building permits.

^{b/} Does not include the following public or subsidized units: 70 units Section 221(d)(3), 1964; 70 units Section 221(d)(3), 1966; 100 units public housing, 1964; 80 units public housing, 1967; 124 units public housing, 1968; 84 units Section 236, 1969; 77 units Section 221(d)(3), 1969; 50 units public housing, 1970.

Sources: U.S. Bureau of the Census, C-40 Construction Reports; local building records.