

## MARKET OVERVIEW

Stark County is strategically located in Northeast Ohio that serves at the crossroads of the Eastern and Midwestern U.S. markets. Stark County's network of highways provides easy access to other major Ohio cities and to the larger cities of the Midwest and East Coast including Cleveland, Columbus, Cincinnati, Detroit, Indianapolis, Chicago, Pittsburgh, Buffalo, Philadelphia, New York City, Boston and Washington D.C.. [Google Map it](#)



Stark County's network of interstate highways provides easy access to these markets. Among the interstate highways providing access to the U.S. include I-77; U.S. Route 30 that links to I-71; Interstate 76 near Akron; and the Ohio Turnpike that links to I-76 and to I-80 to the East Coast. In addition, The Akron-Canton Airport (CAK), located just west of I-77 between Canton and Akron, is one of the nation's fastest growing airports, offer the lowest average airline fares in Ohio. CAK provides nonstop air service to Atlanta; Charlotte; Chicago (O'Hare); Cincinnati, Boston, Denver; Detroit; Ft. Lauderdale, Ft. Myers; Las Vegas; New York City; Orlando; Philadelphia; and Tampa and access to the world with only one-stop.

The Akron-Canton Airport dedicated its new, spacious, four-gate passenger concourse and celebrated its 60th birthday in October, 2006. The opening of the new concourse also marketed the completion of the airport's \$60 million, five-year STAR expansion project. Other elements of the STAR included construction longer runways, a new baggage claim wing, additional car parking and new restaurants.

Stark County is home to over 387,000 residents and is nationally recognized for serving as the located for the NFL Professional Football Hall of Fame. Stark County is also the headquarters located for several large corporations today including The Timken Company; Diebold Corporation; and the new headquarters for Rolls Royce U.S. Fuel Cell Systems, Inc. The county is also home to hundreds of other service and manufacturing companies that have all recognized the business edge they get from Stark County's excellent accessibility to the U.S. market and it's lower cost of living.

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## LOCATION

### Within 300 Miles of the Stark County Regional Market

- 30% of Total U.S. Personal Income
- 29% of Total U.S. Retail Sales
- 30% of Total U.S. Employment
- 30% of Total U.S. Population

Source: NEOTEC, 2004



**Stark County is strategically located at the crossroads of the Eastern and Midwestern U.S. markets.**

### Major cities within 300 miles include:

Akron	Detroit
Baltimore	Indianapolis
Buffalo	Louisville
Charleston	Pittsburgh
Cleveland	Toronto
Columbus	Washington, D.C.

**Ohio's Eight Largest  
Metropolitan Areas**

Metropolitan Statistical Area <sup>1</sup> (July 1, 2006)	Population Estimate
1. Cleveland-Elyria-Mentor (Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina Counties)	2,114,155
2. Cincinnati-Middletown (Brown, Clermont, Hamilton, Warren Counties in OH; Boone, Campbell Gallatin, Grant, Kenton and Pendleton Counties, KY and Dearborn & Ohio Counties, IN)	2,104,218
3. Columbus (Delaware, Fairfield, Franklin, Licking, Madison, Pickaway Counties)	1,725,570
4. Dayton (Clarke, Greene, Miami, Montgomery Counties)	838,940
5. Akron (Portage, Summit Counties)	700,943
6. Toledo (Fulton, Lucas, Wood Counties)	653,695
7. Youngstown-Warren-Boardman (Columbiana, Mahoning, Trumbull Counties)	586,939
8. Canton-Massillon (Carroll, Stark Counties)	409,764

<sup>1</sup> A Metropolitan Statistical Area is defined by the U.S. Bureau of the Census as "a large population nucleus, together with adjacent communities which have a high degree of economic and social integration with that nucleus."

Source: U.S. Census Bureau; Population Estimate

**Effective Buying Income**

CBSA AREA	Total EBI (\$000)	Median Hsld. EBI	% of Hslds: by EBI Group			Buying Power Index
			A \$20,000- \$34,999	B- \$35,000- \$49,999	C \$50,000 & Over	
CANTON- MASSILLON, OH METRO	7,284,360	36,639	25.1%	21.4%	31.3%	0.1337
AKRON, OH METRO	13,933,838	39,467	22.8%	20.0%	36.3%	0.2438
COMBINED	21,218,198	76,106	47.9%	41.4%	67.6%	0.3775
AVERAGE	10,609,099	38,053	24.0%	20.7%	33.8%	0.1888

Source: Sales & Marketing Management/2005 Annual Report

**Ohio's Cost of living**

**A low cost of living makes life richer**

Compared to the rest of the nation, Stark County has a competitive cost of living which is primarily the result of housing prices that offer significantly more value for new buyers in the market compared to the cost of similar housing in other cities and states. This fact, combined with much lower cost of health care for companies and their employees all add up to Stark County enjoying one of the nation's lowest costs of living.

In addition, with an average cost of living for all of Ohio largest cities at 95.4 on a national scale of 100, Ohio ranks among the 50 states and is much lower than most Midwestern states.

Source: [ohiomeansbusiness.com](http://ohiomeansbusiness.com)

## Local Cost of living

Stark County's cost of living is well below Ohio's average and significantly lower than the U.S. national average. Lower cost of living translates into savings for employers and greater disposable income for employees and potential customers.

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## Retail Sales by Store Group

CBSA AREA	Total Retail Sales	Food & Beverage Stores	Food Serv & Drinking Estab.	General Merch.	Furnit. & Home Furnish. And Electron.& Appliances	Motor Veh. & Parts Dealers
CANTON-MASSILLON, OH METRO AKRON, OH	<b>5,902,812</b>	<b>712,041</b>	<b>511,318</b>	<b>808,386</b>	<b>141,546</b>	<b>1,201,037</b>
METRO COMBINED	<b>10,337,703</b>	<b>1,091,616</b>	<b>946,756</b>	<b>945,033</b>	<b>414,557</b>	<b>2,604,097</b>
AVERAGE	16,240,515	1,803,657	1,458,074	1,753,419	556,103	3,805,134
	8,120,258	901,829	729,037	876,710	278,052	1,902,567

Source: Sales & Marketing Management/2005 Annual Report

Westfield Shopping Center of Belden Village



Canton Centre Mall



The Strip in North Canton



**Canton-Massillon, OH  
Metropolitan Statistical Area**

Economic Characteristics: 2005  
INCOME AND BENEFITS (IN 2005 INFLATION-ADJUSTED DOLLARS)

Total households	159,304	+/-2,690
Less than \$10,000	12,203	+/-1,744
\$10,000 to \$14,999	10,955	+/-1,752
\$15,000 to \$24,999	21,656	+/-2,330
\$25,000 to \$34,999	21,451	+/-1,972
\$35,000 to \$49,999	27,737	+/-2,305
\$50,000 to \$74,999	33,018	+/-2,384
\$75,000 to \$99,999	15,307	+/-1,777
\$100,000 to \$149,999	13,300	+/-1,918
\$150,000 to \$199,999	1,798	+/-628
\$200,000 or more	1,879	+/-528
Median household income (dollars)	41,855	+/-1,330
Mean household income (dollars)	52,026	+/-1,656
With earnings	122,702	+/-2,894
Mean earnings (dollars)	52,678	+/-1,940
With Social Security	50,428	+/-2,124
Mean Social Security income (dollars)	14,044	+/-441
With retirement income	36,650	+/-2,105
Mean retirement income (dollars)	15,375	+/-1,138
With Supplemental Security Income	4,509	+/-927
Mean Supplemental Security Income (dollars)	6,829	+/-752
With cash public assistance income	6,141	+/-1,431
Mean cash public assistance income (dollars)	2,862	+/-715
With Food Stamp benefits in the past 12 months	13,938	+/-2,102

Source: U.S. Census Bureau; 2005 American Community Survey