

MARKET OVERVIEW

The Canton/Stark County area offers an excellent mix of resources for business including geography, market access, transportation, business amenities, financing, culture, medical care, and a positive business environment.

Stark County participates in a private sector-led, regional economic development organization called [Team Neo](#). Team Neo is designed to strengthen the economy by supporting and stimulating higher levels of targeted business attraction, retention, and expansion in Northeast Ohio.



Stark County is also a part of a six-county economic development organization called [NEOTEC](#) (Northeast Ohio Trade & Economic Consortium). This partnership ties together one of the strongest markets in the Midwest.

Canton-Massillon is one of eight major metropolitan areas located in Northeast Ohio. Over 41% of total U.S. population is within a 500-mile radius of the Stark County region. According to the U.S Census (2004), this equates to roughly 120.7 million people. Because of this substantial economic base, firms located in Mid-America are especially well positioned to service the major consumer and industrial markets located within one hour by air or overnight by truck.

Efficient access to major markets is a key ingredient in any marketing strategy. Interstate 77 links Stark County with the national interstate highway network, providing easy access to all the major markets in the United States and Canada. In addition, freight and passenger services are readily available through three major rail carriers and a regional airport which provides commercial air service for nationwide travel, including direct flights to Atlanta, Boston, Charlotte, Chicago, Cincinnati, Detroit, New York, Orlando, Pittsburgh, and Tampa with access to the world with only one stop.

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

Ohio's Eight Largest Metropolitan Areas

Metropolitan Statistical Area	Population
1. Cleveland-Lorain-Elyria (Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina Counties)	2,101,400
2. Cincinnati (Brown, Clermont, Hamilton, Warren Counties in OH; Boone, Campbell Gallatin, Grant, Kenton and Pendleton Counties, KY and Dearborn & Ohio Counties, IN)	2,060,000
3. Columbus (Delaware, Fairfield, Franklin, Licking, Madison, Pickaway Counties)	1,914,400
4. Dayton-Springfield (Clarke, Greene, Miami, Montgomery Counties)	845,400
5. Akron (Portage, Summit Counties)	703,000
6. Toledo (Fulton, Lucas, Wood Counties)	658,600
7. Youngstown-Warren (Columbiana, Mahoning, Trumbull Counties)	591,200
8. Canton (Carroll, Stark Counties)	406,900

¹ 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: Sales & Marketing Management/2004 Annual Report

Effective Buying Income & Population

	CANTON/STARK MSA	AKRON/SUMMIT MSA	COMBINED
Median Household EBI	\$35,546	\$38,469	Average= \$37,007
Percent of Households With EBI's \$20,000-\$34,999	26.1%	23.6%	
Percent of Households With EBI's \$35,000-\$49,999	20.8%	19.5%	
Percent of Households With EBI's \$50,000 And Over	30.0%	35.2%	
Total Effective Buying Income	\$7,029,126,000	\$13,465,875,000	\$20,495,001,000
Buying Power Index	0.1345	0.2451	
Population	406,900	703,000	1,109,900
Percent of Population Age 18-24	8.9%	9.7%	
Age 25-34	11.3%	12.6%	
Age 35-49	22.4%	23.1%	
Age 50+	32.9%	30.3%	
Total number of households	160,400	279,700	440,100

Source: Sales & Marketing Management/2004 Annual Report

Retail Sales by Store Group

	CANTON/STARK MSA	AKRON/SUMMIT MSA	COMBINED
Total Retail Sales	\$5,525,102,000	\$9,623,670,000	\$15,148,772,000
Food and Beverage Stores	\$681,599,000	\$1,065,478,000	\$1,747,077,000
Food Service and Drinking Establishments	\$475,818,000	\$910,434,000	\$1,386,252,000
General Merchandise	\$802,305,000	\$967,390,000	\$1,769,695,000
Furniture & Home Furnishings, And Electronics & Appliances	\$134,646,000	\$401,492,000	\$536,138,000
Motor Vehicles & Parts Dealers	\$1,219,844,000	\$2,593,607,000	\$3,813,451,000

Source: Sales & Marketing Management/2004 Annual Report

GROWTH IN PERSONAL INCOME

Beginning in the mid-1990's, Stark County's relative wealth measured by the Woods and Poole Wealth Index increased steadily from 91.50 to 994.27. Projections beyond the year 2005 show more rapid growth in wealth in Stark County than in the United States.



YEAR	CURRENT DOLLARS	BASE 1996	
		CONSTANT DOLLARS	Wealth Index
1997	\$23,592	\$23,142	91.50
1998	\$24,898	\$24,166	91.99
1999	\$26,013	\$24,810	92.54
2000	\$27,245	\$25,423	93.15
2001	\$28,501	\$25,996	93.75
2002	\$29,786	\$26,528	94.27
2005*	\$33,921	\$27,958	95.47

*Estimates by Woods and Poole Economics, Inc.

Source: Woods and Poole Economics, Inc.



POPULATION TRENDS

COMMUNITY	% CHANGE				
	1970	1980	1990	2000	1990-2000
STARK COUNTY	372,210	378,700	367,585	378,098	+2.9%
ALLIANCE	26,547	24,315	23,376	23,195	-0.77%
BETHLEHEM TWP	2,921	5,892	4,168	4,210	+1.01%
NAVARRE	1,607	1,343	1,635	1,440	-11.92%
CANTON CITY	110,388	93,077	84,161	80,806	-3.99%
CANTON TWP	16,858	15,193	14,050	13,402	-4.61%
MEYERS LAKE	na	222	493	565	+14.60%
JACKSON TWP	18,506	29,001	31,774	37,484	+17.97%
HILLS & DALES	280	281	297	260	-12.46%
LAKE TWP	11,301	20,559	22,343	17,762	-20.50%
HARTVILLE	1,752	1,772	2,031	2,174	+7.04%
LAWRENCE TWP	7,284	11,380	7,890	8,321	+5.46%
CANAL FULTON	2,367	3,481	4,157	5,061	+21.75%
LEXINGTON TWP	5,672	6,351	5,139	5,390	+4.88%
LIMAVILLE	303	164	152	193	+26.97%
LOUISVILLE	6,298	7,873	8,087	8,904	+10.10%
MARLBORO TWP	3,552	3,748	3,687	4,227	+14.65%
MASSILLON	32,539	30,557	31,007	31,325	+1.03%
NIMISHILLEN TWP	10,262	10,436	9,492	9,098	-4.15%
OSNABURG TWP	4,436	5,867	4,039	4,257	+5.40%
EAST CANTON	1,631	1,721	1,742	1,629	-6.49%
PARIS TWP	6,038	6,374	5,907	3,938	-33.33%
MINERVA	2,446	2,397	na	2,031	na
PERRY TWP	30,443	32,675	30,307	29,167	-3.76%
PIKE TWP	3,068	4,179	3,160	3,282	+3.86%
EAST SPARTA	959	868	771	806	+4.54%
PLAIN TWP	34,346	34,318	34,433	35,543	+3.22%
NORTH CANTON	14,893	14,228	14,748	16,369	+10.99%
SANDY TWP	4,115	3,724	na	2,059	na
MAGNOLIA	701	677	na	617	na
WAYNESBURG	1,337	1,160	1,068	1,003	-6.09%
SUGAR CREEK TWP	2,132	2,636	2,870	2,944	+2.58%
BREWSTER	2,020	2,321	2,307	2,324	+0.74%
BEACH CITY	1,133	1,083	1,051	1,137	+8.18%
WILMOT	378	329	261	335	+28.35%
TUSCARAWAS TWP	6,894	7,369	6,251	6,093	-2.53%
WASHINGTON TWP	5,306	5,176	4,765	4,791	+0.55%

Source: 2000 U.S. Bureau of the Census.