

# STARK COUNTY MARKET *Profile*

2017 VISIT CANTON ANNUAL REPORT

## FACTS & FIGURES

Median Age: 41.6

Median Household Income: \$50,994

Persons per Household: 2.4

Median Property Value: \$129,800

Land Area: 576 square miles

-9,300+ acres of parks

-100+ miles of trails

-20+ golf courses

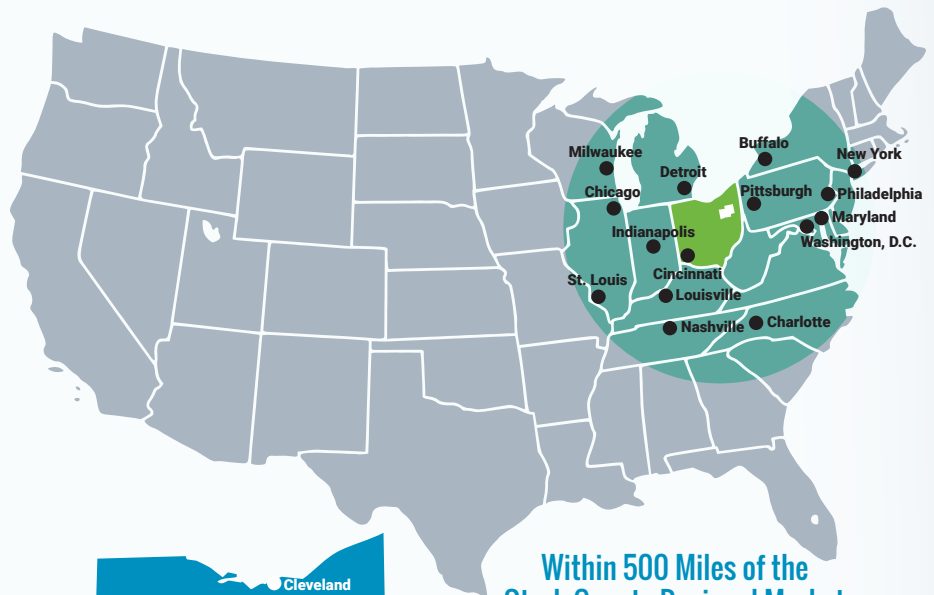
Stark County Population: 373,612

Population 50 Mile Radius: 3.6 Million

Cleveland-Akron-Canton DMA: Rank #19

Total Households: 1,565,800

Total Adult Population: 2,995,000



Within 500 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

## INDUSTRY PARTNERS



28 HOTELS

2,600 rooms

6 Bed & Breakfasts  
& 4 Campgrounds

Occupancy 56%

ADR \$90.46



141 RESTAURANTS

Wineries, Breweries  
& Bars



72 RETAIL SHOPS

& Art Galleries



50 MUSEUMS

Attractions, Tours  
& Activities

## TRANSPORTATION

Akron Canton Airport:

Airlines:

American Airlines • Delta •  
Spirit • United

Nonstop Service to:

Atlanta, Charlotte, Chicago O'Hare, Detroit, Ft. Myers,  
Houston, New York, Newark, Orlando, Philadelphia,  
Tampa and Washington D.C.



Stark Area Regional  
Transit Authority (SARTA):

Public transportation across  
Stark County on 34 fixed routes.



18 Car Rentals, Taxis, & Shuttle Service Providers

800.552.6051

Visit CANTON

VISITCANTON.COM



## EMPLOYMENT BY INDUSTRY

- 16.7% Manufacturing
- 16.1% Healthcare & Social Assistance
- 11.1% Retail Trade
- 8.6% Educational Services
- 7.4% Accommodation & Food Service
- 5.5% Other Services (Except Public Administration)
- 5.3% Construction
- 4.9% Professional, Scientific, Tech Services
- 4.6% Waste Management Services
- 4.6% Transportation & Warehousing
- 3.3% Finance

- 2.7% Wholesale Trade
- 2.3% Arts, Entertainment & Recreation
- 2.3% Public Administration
- 1.8% Information
- 1.1% Real Estate
- 0.9% Utilities
- 0.5% Mining, Quarrying, Oil & Gas
- 0.4% Agriculture, Forestry, Fishing & Hunting



## COST OF LIVING

Housing costs are **38% lower** than the national average.

Overall **cost of living is 14% below** the national average



## EDUCATION

17 public school districts

80,000+ college students reside within a 25 mile radius

25,128 students enrolled at Stark County colleges and universities:

- Aultman College
- Malone University
- Walsh University
- Kent State University at Stark
- Stark State College
- University of Mount Union

## WHAT OUR RESIDENTS & VISITORS ARE SAYING



They have amazing restaurants and other fun stuff that you can go out and do after school. The shopping is insane in Canton! I love it." —Current student, via Niche.com

"I grew up in Canton, and have lived in NC for 31 yrs. I would give my left arm to move back. There's great schools, food, shopping, history, SEASONS, entertainment, and it's a town that feels like a home." —Susan Merritt Rodgers, former resident, Facebook

"BEAUTIFUL place and people!" —Visitor, via Niche.com

"Everyone in the community is very friendly and helpful, won't find anyone without a smile on their face."

—Current resident, via Niche.com

"There's plenty of shopping, recreational activity, and access to the arts. If you like a traditional Midwest town where Friday night lights are tradition, you enjoy peaceful parks and trails, this is for you."

—Current resident, via Niche.com

"Canton, Ohio is a wonderful place to live. With a multitude of places to go and things to see right at your fingertips, it's hard to run out of ideas for things to do."

—Current resident, via Niche.com

