

**AN ANALYSIS OF RETAIL TRADE IN
MENTOR, LAKE COUNTY AND THE CLEVELAND-AKRON-CANTON
CSA
(2007 – 2012)**

The U.S. Census Bureau no longer ranks places by volume of sales, however analysis of the data allows one to create this useful statistic (Table I). Mentor ranks sixth in volume of sales one up in the ranking from 2007, behind Columbus, Cincinnati, Toledo, Cleveland and Akron. Groveport, Middletown, Fairfield and North Olmsted "round-out" the top 10.

As Table 2, a regional analysis indicates, Mentor has 303 establishments with sales approaching \$1.5 billion, annual payroll of \$130 million and 5,884 jobs. Lake County, by comparison, had 789 establishments with a sales volume of \$3.5 billion. Mentor represents approximately 43% of the volume of retail sales in Lake County and approximately 3% in the Cleveland-Akron-Canton CSA.

In terms of retail trade within the City, (Table 3) motor vehicle and parts dealers represent the largest category in terms of volume of sales (\$535 million or 36%) of total sales and approximately 17% of the total number of paid employees. The general merchandise stores sector represents approximately 20% of sales followed by gas stations (7%). In terms of employment, general merchandise stores constituted the highest employment category (1,574), followed by motor vehicles and parts dealers (1,028), and clothing & clothing accessory stores (910).

In comparing the 2007 and 2012 census data (Table 2), the City of Mentor represents 38% of the retail establishments in the County versus 37% in 2007. Mentor represents 2.7% of the retail establishments in the MSA versus 4.4% in 2007. Payroll in the City of Mentor constitutes 44% of the Lake County total. The percentage of paid employees in Mentor declined by 11% between 2007 and 2012; a similar percentage in the county and increased 14% at the CSA level.

Prepared by: Economic & Community Development Department, City of Mentor, August 2015.

TABLE 1
PLACES WITH 2,500 INHABITANTS OR MORE RANKED BY VOLUME
OF RETAIL SALES
(x \$1,000)

1 Columbus	13,114,247
2 Cincinnati	3,977,661
3 Toledo	2,837,079
4 Cleveland	2,764,937
5 Akron	1,906,638
6 MENTOR	1,498,933
7 Groveport	1,475,275
8 Middletown	1,461,263
9 Fairfield	1,355,538
10 North Olmsted	1,176,426

Source: U.S. Census Bureau, 2012 Economic Census - Retail Trade

TABLE 2**MENTOR, LAKE COUNTY AND CLEVELAND-AKRON-CANTON CSA
(RETAIL TRADE)**

Establishments (number)	2007	2012
Mentor	325	303
Lake County	866	789
Cleveland-Akron-Canton CSA	10,132	11,364
Sales (x \$1,000)		
Mentor	1,478,836	1,498,933
Lake County	3,460,873	3,504,999
Cleveland-Akron-Canton CSA	34,314,479	#####
Annual Payroll (x\$1,000)		
Mentor	139,358	130,861
Lake County	314,461	293,447
Cleveland-Akron-Canton CSA	3,227,072	3,995,084
Paid Employees (1)		
Mentor	6,578	5,884
Lake County	14,140	12,537
Cleveland-Akron-Canton CSA	147,852	169,079

(1) for pay period ending March 12

Source U. S. Census Bureau, 2007 & 2012 Economic Census

TABLE 3**MENTOR**

NAICS Code	Establishments (number)	Sales (x \$1,000)	Annual Payroll (x \$1,000)	Paid Employess (1)
441 Motor vehicle & parts dealers	26	535,354	40,459	1,028
442 Furntiure & home furnishings	22	46,420	5,588	200
443 Electronic & appliance stores	24	53,699	4,420	226
444 Building material & garden equipment & supplies dealers	21	101,276	12,556	389
445 Food & beverage stores	20	95,619	8,552	392
446 Health & personal care stores	26	70,167	7,880	356
447 Gasoline stations	14	110,899	2,206	130
448 Clothing & clothing accessory stores	75	98,324	11,462	910
451 Sporting Goods, hobby, book & music stores	19	46,855	4,884	357
452 General merchandise stores	16	300,093	26,842	1,574
453 Miscellanous store retailers	31	32,601	4,671	281
454 Nonstore reatilers	9	7,624	1,341	41
	303	1,498,931	130,861	5,884

(1) for pay period including March 12

Source: U. S. Census Bureau, 2012 Economic Census