

**AN ANALYSIS OF RETAIL TRADE IN
MENTOR, LAKE COUNTY AND THE CLEVELAND-ELYRIA-MENTOR
MSA
(2002 – 2007)**

The ranking of places with 2,500 inhabitants by volume of sales was not prepared by the Census Bureau as it had been in the past, yet it creates a useful statistic for analysis (Table I). Mentor ranks seventh in volume of sales behind Columbus, Cincinnati, Toledo, Cleveland, Akron and Kettering. Dublin, North Olmsted and Cuyahoga Falls "round-out" the top 10.

As Table 2, a regional analysis indicates, Mentor has 325 establishments with sales in excess of \$1.4 billion, an annual payroll in excess of \$139 million and accounts for 6,578 jobs. Lake County, by comparison had 866 establishments with a sales volume of \$3.5 billion. Mentor represents 43% of the volume of retail sales in Lake County and approximately 6% in the MSA (Ashtabula, Lake Geauga, Cuyahoga, Medina and Lorain counties).

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 (\$489 million or 33%) of total sales and approximately 15% of the total number of paid employees. The general merchandise stores sector represents approximately 18% of sales followed by building material & garden equipment & supplies dealers (7%). In terms of employment, general merchandise stores constituted the highest employment category (1,578), followed by the clothing & clothing accessory stores (1,025), and motor vehicle & parts dealers (1,021).

In comparing the 2002 and 2007 census data, (Table 4) the City of Mentor constitute 37% of the retail establishments in the County versus 39% in 2002. Mentor constitutes 4.4% of the retail establishments in the MSA versus 4.7% in 2002. The percentage of annual payroll contributed by the City of Mentor to the county declined 2% between 2002 and 2007. The percentage of employees attributed to Mentor declined by 2% between 2002 and 2007 versus the county and 6.6% versus 6.2% at the MSA level.

Prepared by: Economic & Community Development Department, City of Mentor, May 2010.

TABLE I

**Places with 2,500 Inhabitants or More Ranked by Volume of
Retail Sales
(x \$1,000)**

	2007
1 Columbus	12,077,108
2 Cincinnati	3,310,468
3 Toledo	2,831,775
4 Cleveland	2,298,137
5 Akron	1,720,192
6 Kettering	1,550,078
7 MENTOR	1,478,836
8 Dublin	1,435,324
9 North Olmsted	1,130,522
10 Cuyahoga Falls	986,482

Source: U.S. Census Bureau, 2007 Economic Census

TABLE 2

MENTOR, LAKE COUNTY AND CLEVELAND-ELYRIA-MENTOR MSA

	Establishments (number)	Sales (x \$1,000)	Annual Payroll (x \$1,000)	Paid Employees (1)
Mentor	325	1,478,836	139,358	6,578
Lake County	866	3,460,873	314,461	14,140
Cleveland-Elyria-Mentor MSA	7396	24,195,297	2,304,409	106,023

(1) for pay period including March 12

Source: U. S. Census Bureau, 2007 Economic Census

TABLE 3

MENTOR

NAICS Code	Establishments (number)	Sales (x \$1,000)	Annual Payroll (x \$1,000)	Paid Employees (1)
441 Motor vehicle & parts dealers	31	489,885	40,139	1,021
442 Furniture & home furnishings	33	51,949	6,356	240
443 Electronic & appliance stores	26	97,172	7,942	388
444 Building material & garden equipment & supplies dealers	19	109,619	11,697	426
445 Food & beverage stores	17	77,301	7,497	470
446 Health & personal care stores	24	72,444	7,728	363
447 Gasoline stations	13	88,982	2,334	148
448 Clothing & clothing accessory stores	79	100,987	12,433	1,025
451 Sporting Goods, hobby, book & music stores	19	53,018	5,255	427
452 General merchandise stores	15	268,953	26,820	1,578
453 Miscellaneous store retailers	39	39,271	5,217	371
454 Nonstore retailers	10	<u>29,255</u>	<u>5,940</u>	<u>120</u>
	325	1,478,836	139,358	6,577

(1) for pay period including March 12

Source: U. S. Census Bureau, 2007 Economic Census

TABLE 4

MENTOR, LAKE COUNTY AND CLEVELAND-AKRON-ELYRIA MSA

Establishments (number)	2007	2002
Mentor	325	366
Lake County	866	939
Cleveland-Elyria-Mentor-MSA	7,396	7,835
Sales (x \$1,000)		
Mentor	1,478,836	1,466,132
Lake County	3,460,873	3,173,982
Cleveland-Elyria-Mentor-MSA	24,195,297	23,714,767
Annual Payroll (x\$1,000)		
Mentor	139,358	139,332
Lake County	314,461	299,356
Cleveland-Elyria-Mentor-MSA	2,304,409	2,135,583
Paid Employees (1)		
Mentor	6,578	7,295
Lake County	14,140	15,126
Cleveland-Elyria-Mentor-MSA	106,023	111,220

(1) for pay period ending March 12

Source U. S. Census Bureau, 2002 & 2007 Economic Census