



1516 Warrensville Center Rd, South Euclid, OH 44121-2632
 Ring: 1 mile radius

Latitude: 41.51542
 Longitude: -81.53665

Summary Demographics

2010 Population	18,358
2010 Households	7,891
2010 Median Disposable Income	\$42,391
2010 Per Capita Income	\$26,262

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$190,198,854	\$98,950,407	\$91,248,447	31.6	99
Total Retail Trade (NAICS 44-45)	\$161,995,225	\$85,216,450	\$76,778,775	31.1	66
Total Food & Drink (NAICS 722)	\$28,203,629	\$13,733,957	\$14,469,672	34.5	33

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$38,887,601	\$15,868,353	\$23,019,248	42.0	8
Automobile Dealers (NAICS 4411)	\$33,898,182	\$12,802,427	\$21,095,755	45.2	2
Other Motor Vehicle Dealers (NAICS 4412)	\$2,727,370	\$0	\$2,727,370	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,262,049	\$3,065,926	\$-803,877	-15.1	6
Furniture & Home Furnishings Stores (NAICS 442)	\$5,835,840	\$882,945	\$4,952,895	73.7	3
Furniture Stores (NAICS 4421)	\$3,718,245	\$882,945	\$2,835,300	61.6	3
Home Furnishings Stores (NAICS 4422)	\$2,117,595	\$0	\$2,117,595	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,812,742	\$1,093,312	\$4,719,430	68.3	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$6,574,259	\$817,096	\$5,757,163	77.9	5
Building Material and Supplies Dealers (NAICS 4441)	\$6,107,279	\$806,279	\$5,301,000	76.7	5
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$466,980	\$10,817	\$456,163	95.5	1
Food & Beverage Stores (NAICS 445)	\$30,239,928	\$25,326,851	\$4,913,077	8.8	7
Grocery Stores (NAICS 4451)	\$27,764,694	\$25,301,682	\$2,463,012	4.6	7
Specialty Food Stores (NAICS 4452)	\$1,078,346	\$25,169	\$1,053,177	95.4	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,396,888	\$0	\$1,396,888	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,735,603	\$4,737,199	\$998,404	9.5	7
Gasoline Stations (NAICS 447/4471)	\$26,727,594	\$16,778,087	\$9,949,507	22.9	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,607,119	\$3,193,255	\$4,413,864	40.9	8
Clothing Stores (NAICS 4481)	\$6,212,148	\$2,901,688	\$3,310,460	36.3	6
Shoe Stores (NAICS 4482)	\$712,274	\$0	\$712,274	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$682,697	\$291,567	\$391,130	40.1	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,550,263	\$793,990	\$1,756,273	52.5	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,236,428	\$677,503	\$558,925	29.2	2
Book, Periodical, and Music Stores (NAICS 4512)	\$1,313,835	\$116,487	\$1,197,348	83.7	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

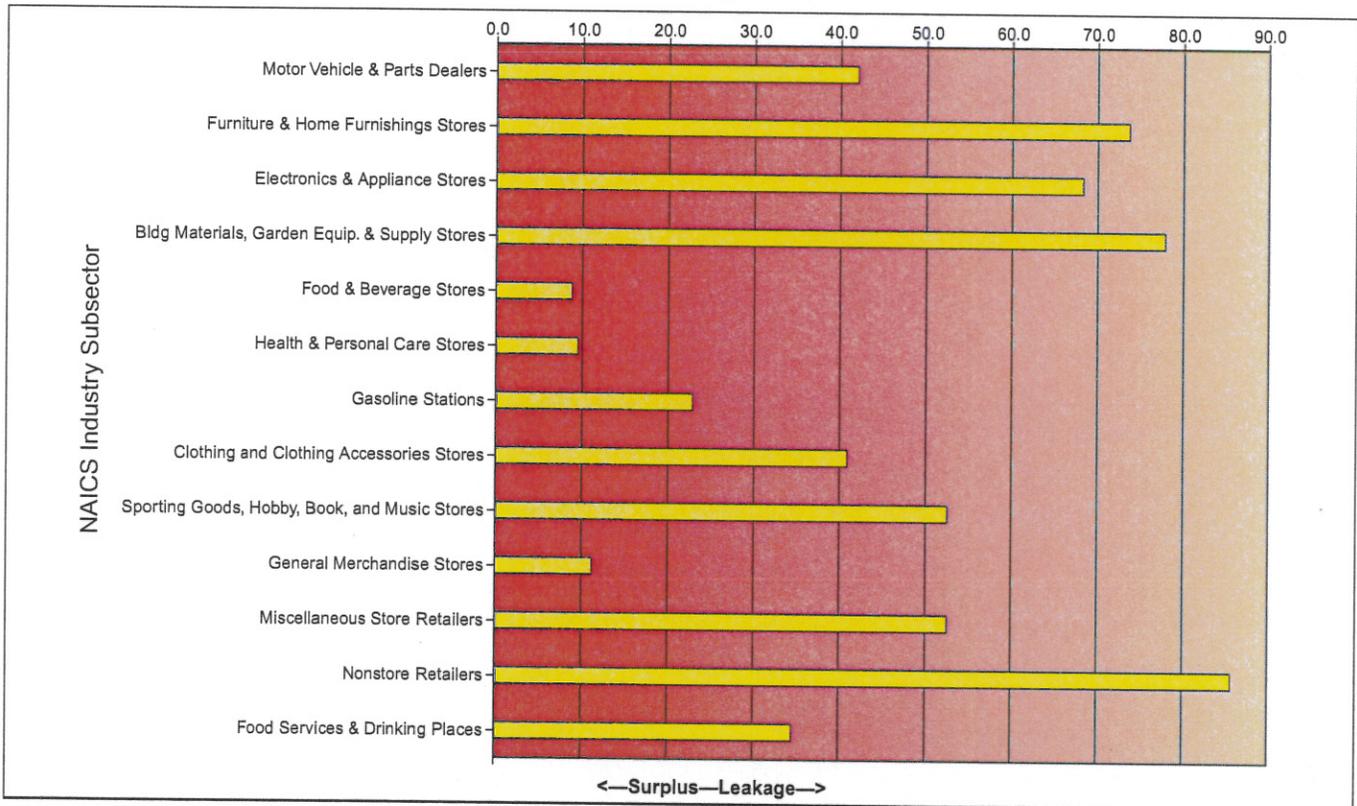


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$17,020,593	\$13,592,663	\$3,427,930	11.2	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,992,132	\$12,019,479	\$-2,027,347	-9.2	1
Other General Merchandise Stores (NAICS 4529)	\$7,028,461	\$1,573,184	\$5,455,277	63.4	1
Miscellaneous Store Retailers (NAICS 453)	\$4,153,322	\$1,294,023	\$2,859,299	52.5	13
Florists (NAICS 4531)	\$601,847	\$129,686	\$472,161	64.5	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,029,982	\$465,206	\$564,776	37.8	3
Used Merchandise Stores (NAICS 4533)	\$239,736	\$129,611	\$110,125	29.8	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,281,757	\$569,520	\$1,712,237	60.1	4
Nonstore Retailers (NAICS 454)	\$10,850,361	\$838,676	\$10,011,685	85.7	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$7,638,033	\$472,953	\$7,165,080	88.3	1
Vending Machine Operators (NAICS 4542)	\$1,683,600	\$28,267	\$1,655,333	96.7	1
Direct Selling Establishments (NAICS 4543)	\$1,528,728	\$337,456	\$1,191,272	63.8	1
Food Services & Drinking Places (NAICS 722)	\$28,203,629	\$13,733,957	\$14,469,672	34.5	33
Full-Service Restaurants (NAICS 7221)	\$13,398,649	\$4,300,472	\$9,098,177	51.4	13
Limited-Service Eating Places (NAICS 7222)	\$10,175,561	\$7,847,992	\$2,327,569	12.9	10
Special Food Services (NAICS 7223)	\$3,524,829	\$399,550	\$3,125,279	79.6	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,104,590	\$1,185,943	\$-81,353	-3.6	8

Leakage/Surplus Factor by Industry Subsector

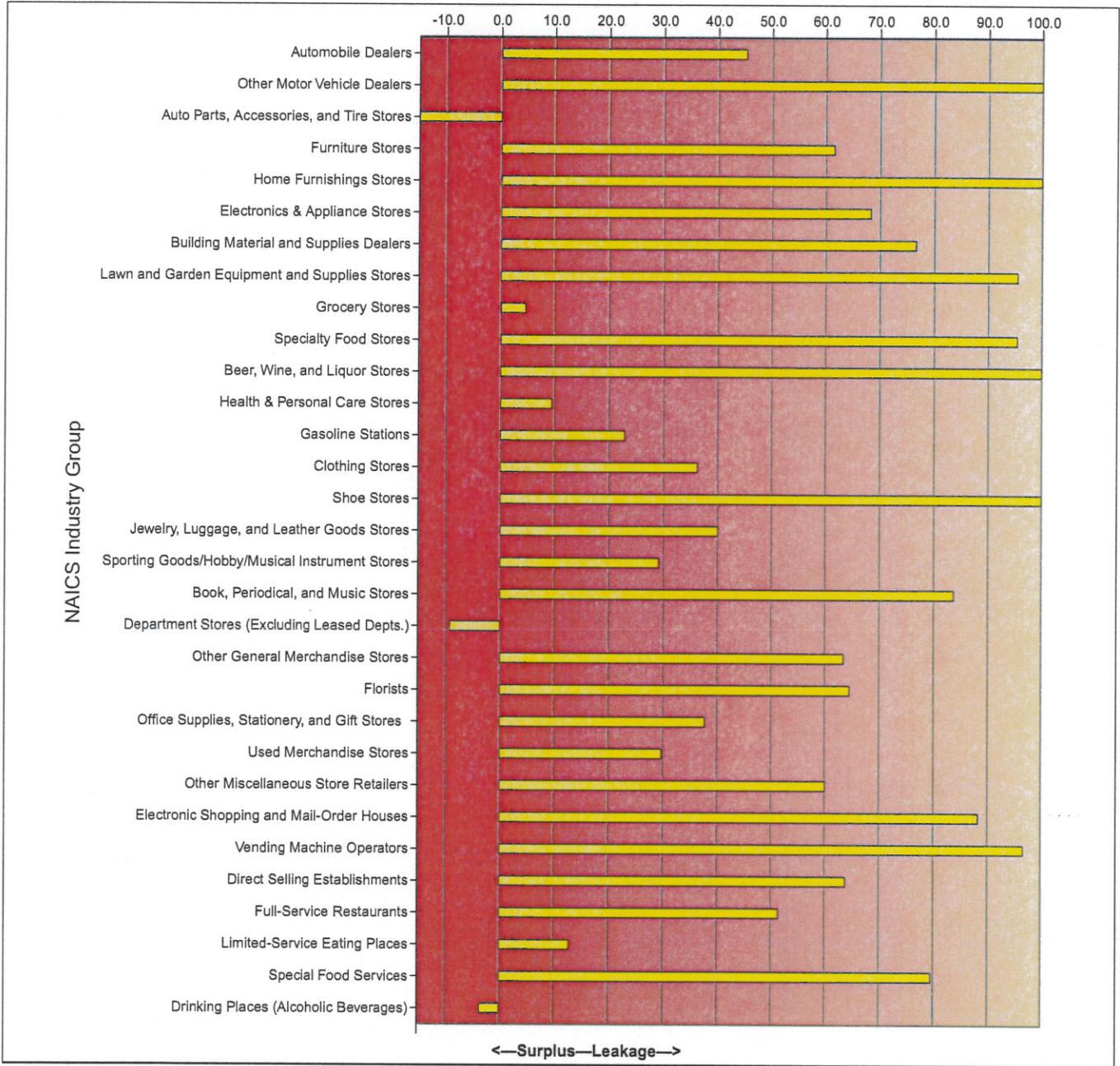


Sources: Esri and Infogroup

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Leakage/Surplus Factor by Industry Group



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1516 Warrensville Center Rd, South Euclid, OH 44121-2632
 Ring: 3 miles radius

Latitude: 41.51542
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Summary Demographics

2010 Population	130,384
2010 Households	54,088
2010 Median Disposable Income	\$43,258
2010 Per Capita Income	\$30,061

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,509,873,608	\$1,067,124,877	\$442,748,731	17.2	978
Total Retail Trade (NAICS 44-45)	\$1,285,421,407	\$884,176,422	\$401,244,985	18.5	713
Total Food & Drink (NAICS 722)	\$224,452,201	\$182,948,455	\$41,503,746	10.2	265

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$311,312,794	\$147,223,719	\$164,089,075	35.8	32
Automobile Dealers (NAICS 4411)	\$271,016,380	\$139,370,693	\$131,645,687	32.1	16
Other Motor Vehicle Dealers (NAICS 4412)	\$22,148,810	\$275,740	\$21,873,070	97.5	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$18,147,604	\$7,577,286	\$10,570,318	41.1	15
Furniture & Home Furnishings Stores (NAICS 442)	\$48,032,133	\$29,237,769	\$18,794,364	24.3	35
Furniture Stores (NAICS 4421)	\$30,521,234	\$21,304,075	\$9,217,159	17.8	19
Home Furnishings Stores (NAICS 4422)	\$17,510,899	\$7,933,694	\$9,577,205	37.6	16
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$46,518,467	\$15,705,645	\$30,812,822	49.5	41
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$55,130,763	\$19,135,665	\$35,995,098	48.5	34
Building Material and Supplies Dealers (NAICS 4441)	\$51,443,599	\$17,141,597	\$34,302,002	50.0	28
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,687,164	\$1,994,068	\$1,693,096	29.8	6
Food & Beverage Stores (NAICS 445)	\$237,621,352	\$183,188,014	\$54,433,338	12.9	59
Grocery Stores (NAICS 4451)	\$217,944,955	\$170,378,059	\$47,566,896	12.2	36
Specialty Food Stores (NAICS 4452)	\$8,476,103	\$2,591,357	\$5,884,746	53.2	19
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,200,294	\$10,218,598	\$981,696	4.6	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$44,874,962	\$41,855,532	\$3,019,430	3.5	83
Gasoline Stations (NAICS 447/4471)	\$206,990,192	\$122,640,592	\$84,349,600	25.6	26
Clothing and Clothing Accessories Stores (NAICS 448)	\$61,217,394	\$107,541,812	\$-46,324,418	-27.5	206
Clothing Stores (NAICS 4481)	\$50,003,493	\$86,553,929	\$-36,550,436	-26.8	141
Shoe Stores (NAICS 4482)	\$5,669,801	\$10,698,344	\$-5,028,543	-30.7	27
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$5,544,100	\$10,289,539	\$-4,745,439	-30.0	38
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$20,242,786	\$25,143,742	\$-4,900,956	-10.8	48
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$9,828,621	\$8,039,417	\$1,789,204	10.0	33
Book, Periodical, and Music Stores (NAICS 4512)	\$10,414,165	\$17,104,325	\$-6,690,160	-24.3	15

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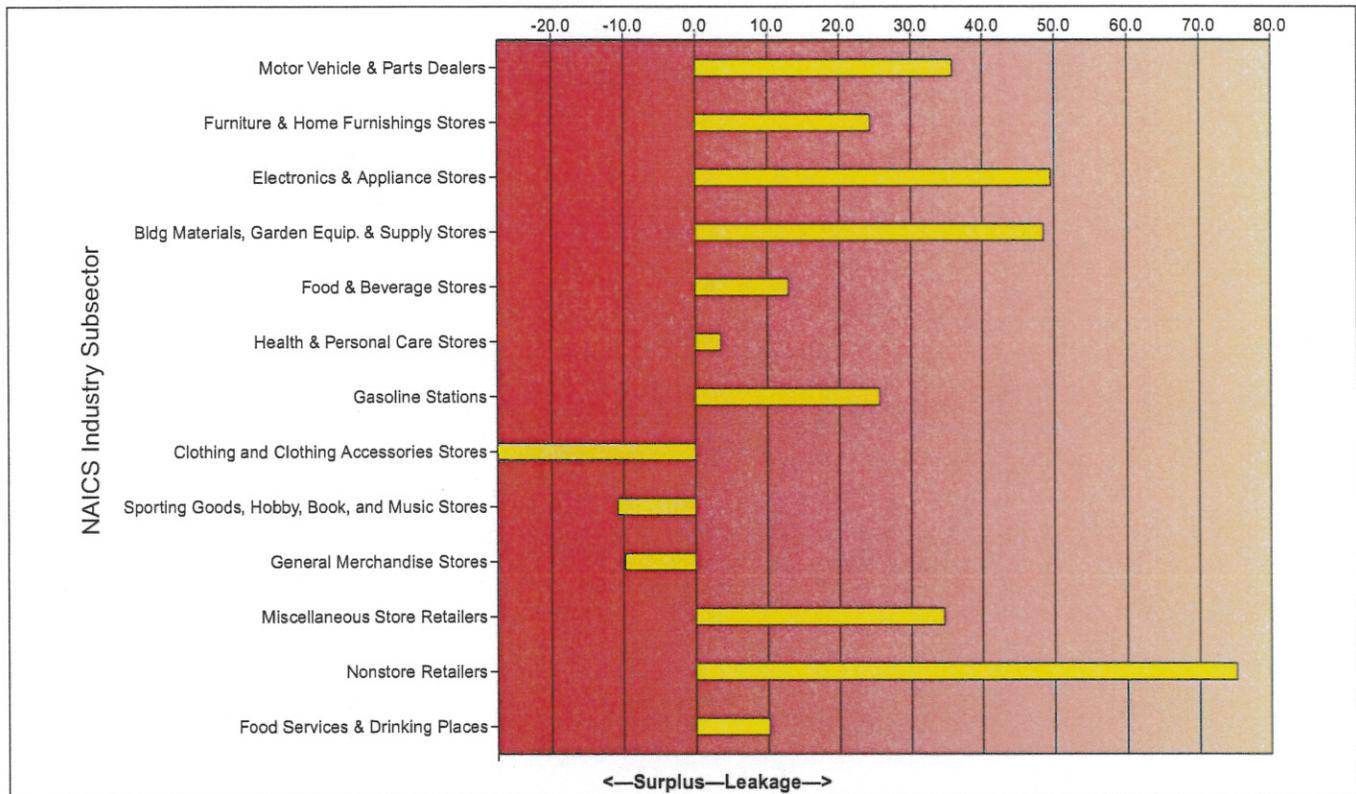


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General Merchandise Stores (NAICS 452)	\$135,212,027	\$164,497,106	\$-29,285,079	-9.8	35
Department Stores Excluding Leased Depts.(NAICS 4521)	\$79,963,187	\$130,395,436	\$-50,432,249	-24.0	20
Other General Merchandise Stores (NAICS 4529)	\$55,248,840	\$34,101,670	\$21,147,170	23.7	15
Miscellaneous Store Retailers (NAICS 453)	\$32,670,012	\$15,872,082	\$16,797,930	34.6	102
Florists (NAICS 4531)	\$4,728,819	\$1,303,751	\$3,425,068	56.8	12
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$8,274,146	\$4,904,843	\$3,369,303	25.6	32
Used Merchandise Stores (NAICS 4533)	\$1,906,522	\$969,063	\$937,459	32.6	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$17,760,525	\$8,694,425	\$9,066,100	34.3	40
Nonstore Retailers (NAICS 454)	\$85,598,525	\$12,134,744	\$73,463,781	75.2	12
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$59,552,934	\$6,088,758	\$53,464,176	81.4	5
Vending Machine Operators (NAICS 4542)	\$13,239,619	\$1,966,135	\$11,273,484	74.1	4
Direct Selling Establishments (NAICS 4543)	\$12,805,972	\$4,079,851	\$8,726,121	51.7	3
Food Services & Drinking Places (NAICS 722)	\$224,452,201	\$182,948,455	\$41,503,746	10.2	265
Full-Service Restaurants (NAICS 7221)	\$106,995,890	\$72,792,066	\$34,203,824	19.0	130
Limited-Service Eating Places (NAICS 7222)	\$80,781,498	\$79,158,332	\$1,623,166	1.0	87
Special Food Services (NAICS 7223)	\$27,972,135	\$19,010,506	\$8,961,629	19.1	15
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$8,702,678	\$11,987,551	\$-3,284,873	-15.9	33

Leakage/Surplus Factor by Industry Subsector

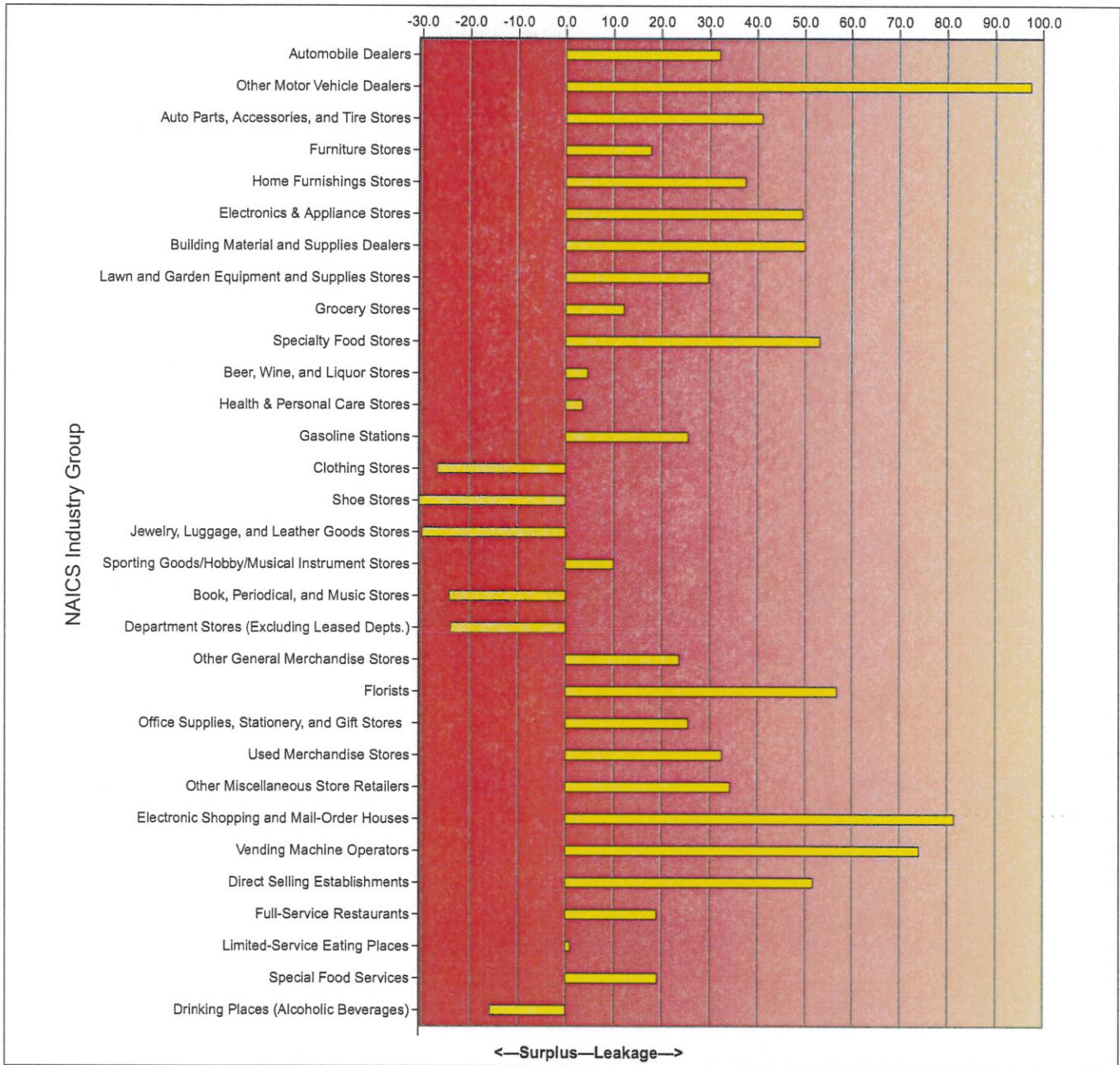


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Leakage/Surplus Factor by Industry Group



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1516 Warrensville Center Rd, South Euclid, OH 44121-2632
Ring: 5 miles radius

Summary Demographics

2010 Population	350,835
2010 Households	146,136
2010 Median Disposable Income	\$35,868
2010 Per Capita Income	\$25,521

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,414,442,799	\$2,875,509,607	\$538,933,192	8.6	2,419
Total Retail Trade (NAICS 44-45)	\$2,907,082,422	\$2,422,076,490	\$485,005,932	9.1	1,712
Total Food & Drink (NAICS 722)	\$507,360,377	\$453,433,117	\$53,927,260	5.6	707

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$700,780,160	\$441,419,279	\$259,360,881	22.7	126
Automobile Dealers (NAICS 4411)	\$611,339,897	\$386,354,081	\$224,985,816	22.6	63
Other Motor Vehicle Dealers (NAICS 4412)	\$48,644,425	\$31,840,335	\$16,804,090	20.9	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$40,795,838	\$23,224,863	\$17,570,975	27.4	57
Furniture & Home Furnishings Stores (NAICS 442)	\$106,557,346	\$110,579,499	\$-4,022,153	-1.9	86
Furniture Stores (NAICS 4421)	\$67,965,184	\$31,526,955	\$36,438,229	36.6	38
Home Furnishings Stores (NAICS 4422)	\$38,592,162	\$79,052,544	\$-40,460,382	-34.4	48
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$104,319,721	\$86,256,936	\$18,062,785	9.5	123
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$119,913,150	\$112,214,458	\$7,698,692	3.3	117
Building Material and Supplies Dealers (NAICS 4441)	\$111,760,365	\$105,055,894	\$6,704,471	3.1	95
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,152,785	\$7,158,564	\$994,221	6.5	22
Food & Beverage Stores (NAICS 445)	\$541,887,558	\$448,366,946	\$93,520,612	9.4	191
Grocery Stores (NAICS 4451)	\$497,257,807	\$423,482,492	\$73,775,315	8.0	141
Specialty Food Stores (NAICS 4452)	\$19,328,282	\$11,375,015	\$7,953,267	25.9	35
Beer, Wine, and Liquor Stores (NAICS 4453)	\$25,301,469	\$13,509,439	\$11,792,030	30.4	15
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$102,076,950	\$87,557,541	\$14,519,409	7.7	171
Gasoline Stations (NAICS 447/4471)	\$474,202,538	\$359,873,555	\$114,328,983	13.7	81
Clothing and Clothing Accessories Stores (NAICS 448)	\$138,331,543	\$171,482,107	\$-33,150,564	-10.7	363
Clothing Stores (NAICS 4481)	\$112,961,554	\$139,016,569	\$-26,055,015	-10.3	263
Shoe Stores (NAICS 4482)	\$12,973,357	\$14,492,250	\$-1,518,893	-5.5	39
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$12,396,632	\$17,973,288	\$-5,576,656	-18.4	61
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$45,667,740	\$45,258,407	\$409,333	0.5	109
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$22,019,515	\$16,531,893	\$5,487,622	14.2	73
Book, Periodical, and Music Stores (NAICS 4512)	\$23,648,225	\$28,726,514	\$-5,078,289	-9.7	36

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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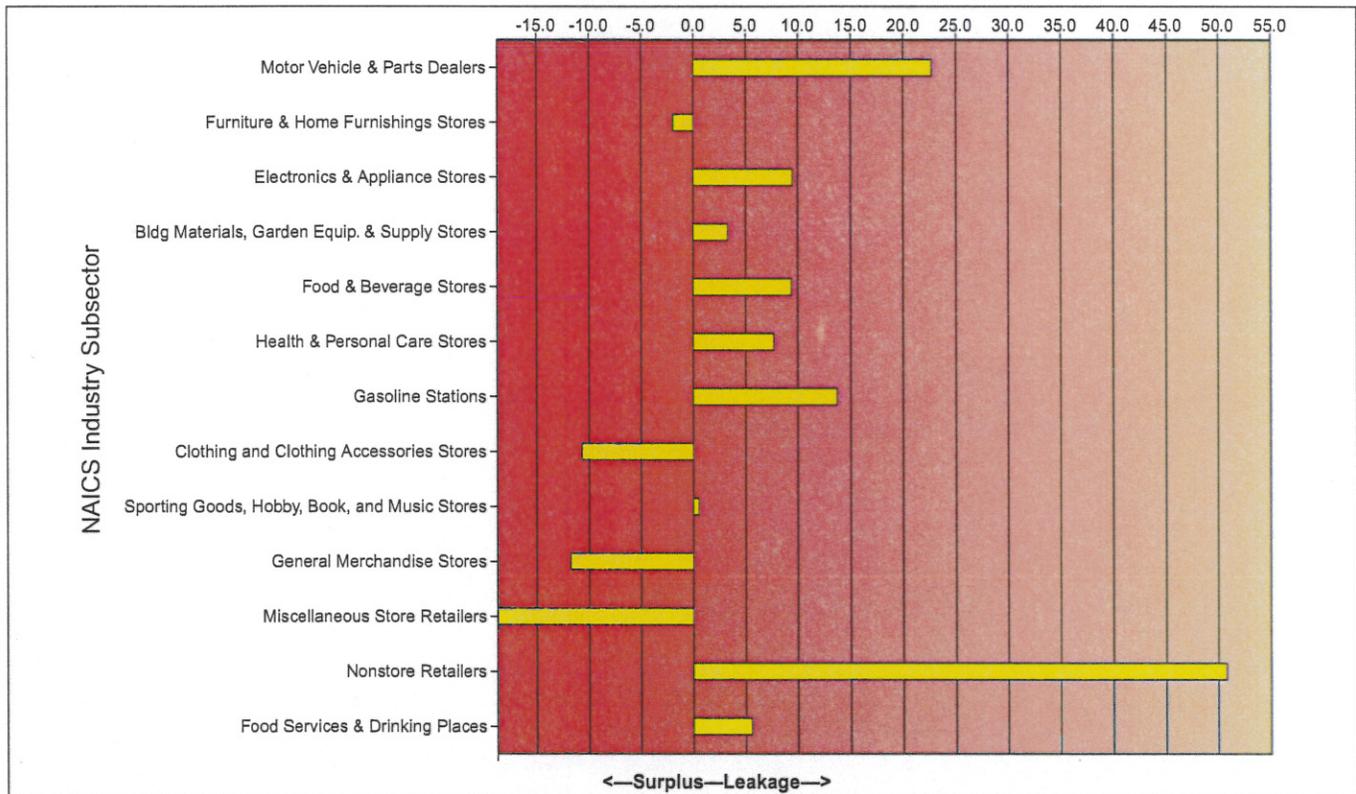


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General Merchandise Stores (NAICS 452)	\$305,775,380	\$387,974,786	\$-82,199,406	-11.8	80
Department Stores Excluding Leased Depts.(NAICS 4521)	\$180,131,434	\$168,807,083	\$11,324,351	3.2	35
Other General Merchandise Stores (NAICS 4529)	\$125,643,946	\$219,167,703	\$-93,523,757	-27.1	45
Miscellaneous Store Retailers (NAICS 453)	\$73,864,958	\$107,917,277	\$-34,052,319	-18.7	232
Florists (NAICS 4531)	\$10,437,495	\$4,059,125	\$6,378,370	44.0	29
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$18,566,061	\$81,578,469	\$-63,012,408	-62.9	69
Used Merchandise Stores (NAICS 4533)	\$4,322,126	\$2,303,989	\$2,018,137	30.5	37
Other Miscellaneous Store Retailers (NAICS 4539)	\$40,539,276	\$19,975,694	\$20,563,582	34.0	97
Nonstore Retailers (NAICS 454)	\$193,705,378	\$63,175,699	\$130,529,679	50.8	33
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$135,520,948	\$16,360,320	\$119,160,628	78.5	10
Vending Machine Operators (NAICS 4542)	\$30,177,687	\$4,076,971	\$26,100,716	76.2	12
Direct Selling Establishments (NAICS 4543)	\$28,006,743	\$42,738,408	\$-14,731,665	-20.8	11
Food Services & Drinking Places (NAICS 722)	\$507,360,377	\$453,433,117	\$53,927,260	5.6	707
Full-Service Restaurants (NAICS 7221)	\$241,489,135	\$191,277,841	\$50,211,294	11.6	366
Limited-Service Eating Places (NAICS 7222)	\$182,736,827	\$190,886,658	\$-8,149,831	-2.2	234
Special Food Services (NAICS 7223)	\$63,298,910	\$50,597,910	\$12,701,000	11.2	42
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$19,835,505	\$20,670,708	\$-835,203	-2.1	65

Leakage/Surplus Factor by Industry Subsector

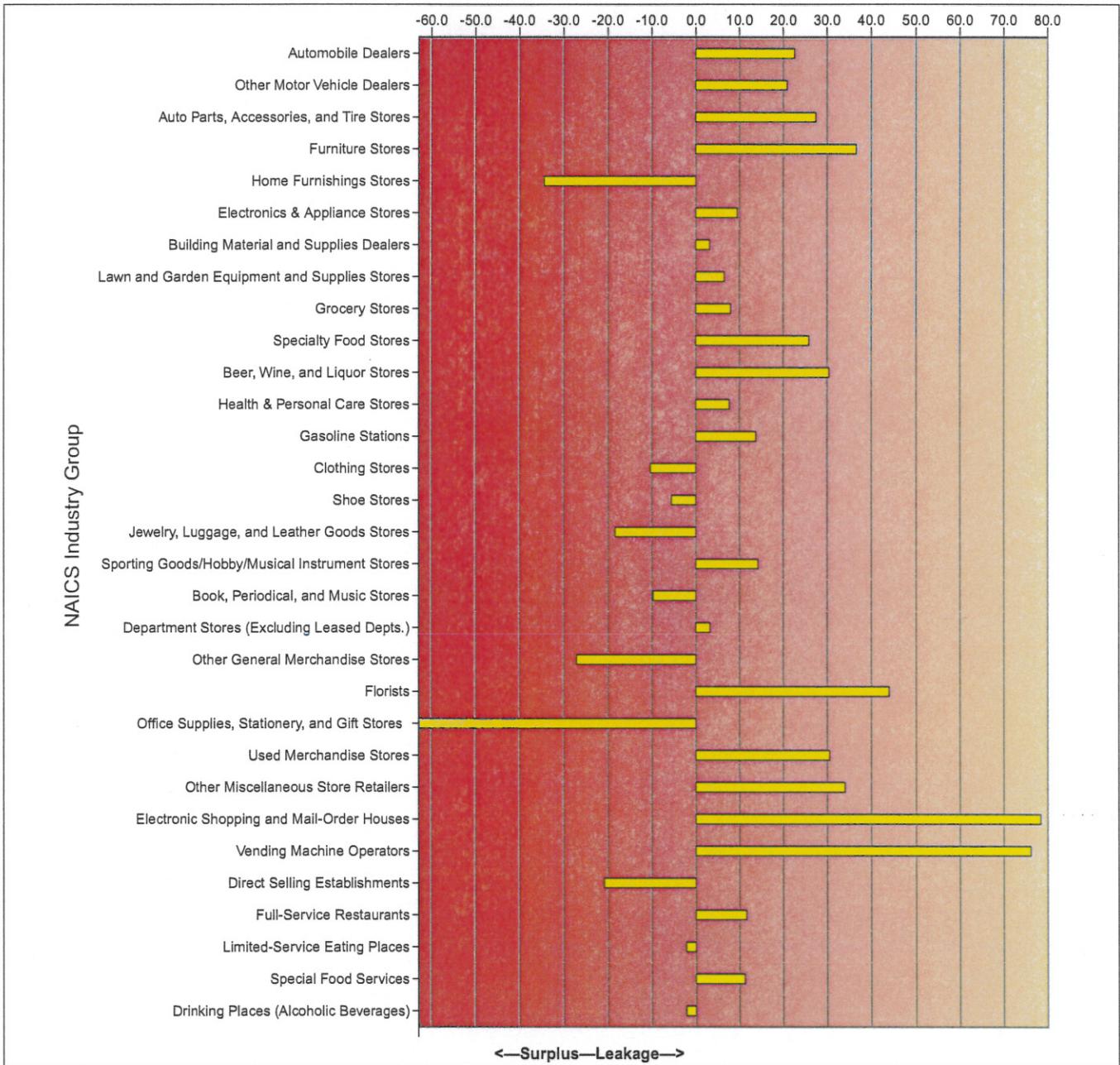


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Leakage/Surplus Factor by Industry Group



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