



**Retail Industry Overview**  
 City of North Olmsted, OH

<b>Demographics</b>	
2010 Population	31,912
2010 Households	12,888
2010 Median Disposable Income	\$48,966
2010 Per Capita Income	\$28,394

<b>Retail Industry Summary</b>	<b>NAICS</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Number of Businesses</b>
Total Retail Trade and Food & Drink	44-45,722	\$330,133,664	\$519,836,534	-\$189,702,870	431
Total Retail Trade	44-45	\$279,729,002	\$430,935,107	-\$151,206,105	312
Total Food & Drink	722	\$50,404,662	\$88,901,427	-\$38,496,765	119
<b>Retail Industry Groups</b>	<b>NAICS</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Number of Businesses</b>
Motor Vehicle & Parts Dealers	441	\$64,409,716	\$162,647,264	-\$98,237,548	25
Automobile Dealers	4411	\$55,084,999	\$156,718,658	-\$101,633,659	13
Other Motor Vehicle Dealers	4412	\$4,725,316	\$1,458,466	\$3,266,850	2
Auto Parts, Accessories & Tire	4413	\$4,599,401	\$4,470,140	\$129,261	10
Furniture & Home Furnishings Stores	442	\$8,158,326	\$20,598,440	-\$12,440,114	31
Furniture Stores	4421	\$5,235,968	\$15,149,920	-\$9,913,952	13
Home Furnishings Stores	4422	\$2,922,358	\$5,448,520	-\$2,526,162	18
Electronics & Appliance Stores	4431	\$9,846,226	\$14,179,640	-\$4,333,414	21
Bldg Materials, Garden Equip. &	444	\$11,494,773	\$19,343,842	-\$7,849,069	18
Bldg Material & Supplies Dealers	4441	\$10,738,329	\$17,601,938	-\$6,863,609	13
Lawn & Garden Equip & Supply	4442	\$756,444	\$1,741,904	-\$985,460	5
Food & Beverage Stores	445	\$44,144,751	\$33,120,264	\$11,024,487	20
Grocery Stores	4451	\$39,883,128	\$31,017,700	\$8,865,428	12
Specialty Food Stores	4452	\$2,192,291	\$1,724,172	\$468,119	7
Beer, Wine & Liquor Stores	4453	\$2,069,332	\$378,392	\$1,690,940	1
Health & Personal Care Stores	446,4461	\$10,863,690	\$18,349,078	-\$7,485,388	34
Gasoline Stations	447,4471	\$45,885,603	\$27,884,615	\$18,000,988	8
Clothing & Clothing Accessories	448	\$12,605,324	\$28,290,290	-\$15,684,966	69
Clothing Stores	4481	\$10,574,150	\$22,206,253	-\$11,632,103	46
Shoe Stores	4482	\$1,208,713	\$3,890,295	-\$2,681,582	13
Jewelry, Luggage & Leather Goods	4483	\$822,461	\$2,193,742	-\$1,371,281	10
Sporting Goods, Hobby, Book & Music	451	\$4,396,634	\$9,676,666	-\$5,280,032	34
Sporting Goods/Hobby/Musical	4511	\$2,174,961	\$5,018,426	-\$2,843,465	25
Book, Periodical & Music Stores	4512	\$2,221,673	\$4,658,240	-\$2,436,567	9
General Merchandise Stores	452	\$43,241,741	\$88,074,414	-\$44,832,673	12
Department Stores Excluding	4521	\$16,271,167	\$80,076,919	-\$63,805,752	9
Other General Merchandise Stores	4529	\$26,970,574	\$7,997,495	\$18,973,079	3
Miscellaneous Store Retailers	453	\$6,516,232	\$6,805,469	-\$289,237	39
Florists	4531	\$707,479	\$230,262	\$477,217	3
Office Supplies, Stationery & Gift	4532	\$1,650,280	\$3,656,921	-\$2,006,641	13
Used Merchandise Stores	4533	\$332,778	\$517,598	-\$184,820	5
Other Miscellaneous Store Retailers	4539	\$3,825,695	\$2,400,688	\$1,425,007	18
Nonstore Retailers	454	\$18,165,986	\$1,965,125	\$16,200,861	1
Electronic Shopping & Mail-Order	4541	\$12,912,221	\$1,965,125	\$10,947,096	1
Vending Machine Operators	4542	\$1,866,298	\$0	\$1,866,298	0
Direct Selling Establishments	4543	\$3,387,467	\$0	\$3,387,467	0
Food Services & Drinking Places	722	\$50,404,662	\$88,901,427	-\$38,496,765	119
Full-Service Restaurants	7221	\$22,192,069	\$23,287,272	-\$1,095,203	49
Limited-Service Eating Places	7222	\$21,015,623	\$63,007,874	-\$41,992,251	57
Special Food Services	7223	\$5,278,542	\$1,515,041	\$3,763,501	4
Drinking Places - Alcoholic	7224	\$1,918,428	\$1,091,240	\$827,188	9

Note(s): Retail opportunity is measured by a leakage or surplus – the positive or negative gap between demand and supply. A positive Retail Gap indicates consumers are likely leaving the area to purchase goods and services, this is known as leakage. In other words, local businesses are not supplying enough goods and services to meet customers' demands. Leakage may indicate an opportunity to grow retail sales in the city. However, it should be noted that just because leakage may exist, it does not necessarily mean that the city could attract retail businesses to fill the unmet demand. A negative Retail Gap indicates a surplus of retail sales – a market where customers are drawn in from outside the city.