



THE TOP TWENTY MARKETS

Cleveland is the 15th largest MSA market in the U.S. in population and households, with an effective buying income of over \$51 billion and retail sales of over \$30 billion. A recent cost of living index showed Cleveland with a lower cost index than many other major markets. The strength and vitality of this market results from a unique combination of a lower cost of living with an almost ideal mix of employment opportunities.

1999 Top Twenty U.S. Markets

<u>Population Rank</u>	<u>MSA Name</u>	<u>Population</u>	<u>Households</u>	<u>(\$000) EBI</u>	<u>(\$000) Retail Sales</u>
1	New York/North New Jersey/Long Island	20,119,600	7,314,400	\$419,895,457	\$178,396,092
2	Los Angeles Riverside/Orange	16,390,600	5,381,400	\$252,053,537	\$129,578,878
3	Chicago	8,853,100	3,182,400	\$176,067,431	\$86,617,398
4	Washington, D.C./Baltimore	7,321,400	2,724,500	\$155,328,040	\$74,495,760
5	San Francisco/Oakland/San Jose	7,079,100	2,587,800	\$150,718,844	\$72,227,079
6	Philadelphia/Wilmington/Atlantic City	5,984,300	2,206,000	\$119,814,680	\$61,413,179
7	Boston/Worchester/Lawrence	5,880,400	2,205,400	\$119,533,907	\$62,773,667
8	Detroit/Ann Arbor/Flint	5,471,300	2,050,100	\$97,778,237	\$59,011,362
9	Dallas/Fort Worth	4,852,400	1,814,900	\$97,056,769	\$51,286,291
10	Houston/Galveston/Brazoria	4,440,800	1,593,800	\$84,841,030	\$44,235,492
11	Atlanta	3,807,900	1,423,800	\$70,465,514	\$43,703,510
12	Miami/Fort Lauderdale	3,685,500	1,409,900	\$61,921,680	\$46,039,400
13	Seattle/Tacoma/Bremerton	3,486,700	1,358,000	\$75,562,176	\$36,157,911
14	Phoenix/Mesa	3,007,800	1,148,300	\$47,740,801	\$32,856,255
15	Cleveland/Akron	2,912,900	1,134,200	\$51,127,562	\$30,371,422
16	Minneapolis/St. Paul	2,843,100	1,075,800	\$56,014,619	\$32,468,707
17	San Diego	2,860,500	991,100	\$46,056,143	\$26,935,889
18	St. Louis	2,573,800	974,900	\$46,751,062	\$25,667,988
19	Denver/Boulder/Greeley	2,412,500	968,200	\$46,451,871	\$26,478,318
20	Tampa/St. Petersburg/Clearwater	2,299,900	962,100	\$39,896,422	\$27,942,780

Source: Demographics USA 1999 – Survey Of Buying Power