

## Cleveland Retail Sales By Merchandise Line

Retail Sales by Merchandise Line are predicted to increase in the next 5 years to \$38 billion. That's an increase of almost 26% for the Cleveland market! It's no surprise that Cleveland is a prosperous retail market now and will continue to be in the future.

<i>(Sales Category)</i>	<i>CMSA</i>	<i>Cuyahoga County</i>
Grocery & Other Food Sales	\$3,971,325,000	\$1,931,104,000
Drug, Health, & Beauty Sales	\$1,697,306,000	\$ 869,924,000
Women's/Girls' Clothing	\$1,462,052,000	\$ 685,459,000
Men's/Boys' Clothing	\$ 766,504,000	\$ 338,319,000
Furniture/Sleep Equipment Sales	\$ 692,752,000	\$ 359,960,000
Packaged Alcoholic Beverage Sales	\$ 465,515,000	\$ 233,144,000
Jewelry Sales	\$ 411,207,000	\$ 189,034,000
Footwear Sales	\$ 352,688,000	\$ 179,324,000
Major Household Appliance Sales	\$ 280,663,000	\$ 128,803,000
Floor Covering Sales	\$ 230,075,000	\$ 117,809,000
TV, Video Recorder, & Tape Sales	\$ 205,960,000	\$ 100,299,000
Computer Hardware/Software Sales	\$ 156,227,000	\$ 94,258,000

Source: Sales & Marketing Management 1999

## Cleveland is Ohio's Largest Market

	<i>CMSA % of Market</i>	<i>Daily/Sunday Plain Dealer Readership</i>
Made a purchase at any Major/Dept. Store in past 30 days	82.3%	57.2%
Households with any financial investments (stocks, bonds, etc.)	61.2%	58.8%
Households own a PC or home computer	57.3%	59.0%
Shopped any CD, tape, record, or video store in past 90 days	54.1%	61.5%
Households making home improvements in past year	54.0%	56.2%
Bought athletic shoes in past year	47.8%	61.3%
Own cellular phone	46.2%	61.9%
Spent \$100 or more in groceries in the past 7 days	45.8%	61.0%
Used any online service at home in the past year	42.9%	58.0%
Dined at any sit-down restaurant in past 7 days	42.8%	56.7%
Took any foreign vacation in the past 3 years	42.4%	62.1%
Households that own one or more new cars	41.6%	60.8%
Spending over \$1000 on home improvements in past year	31.4%	53.0%
Bought furniture in the past year	29.9%	59.3%
Bought fine jewelry in the past year	21.7%	58.9%

Source: Scarborough Research 1999