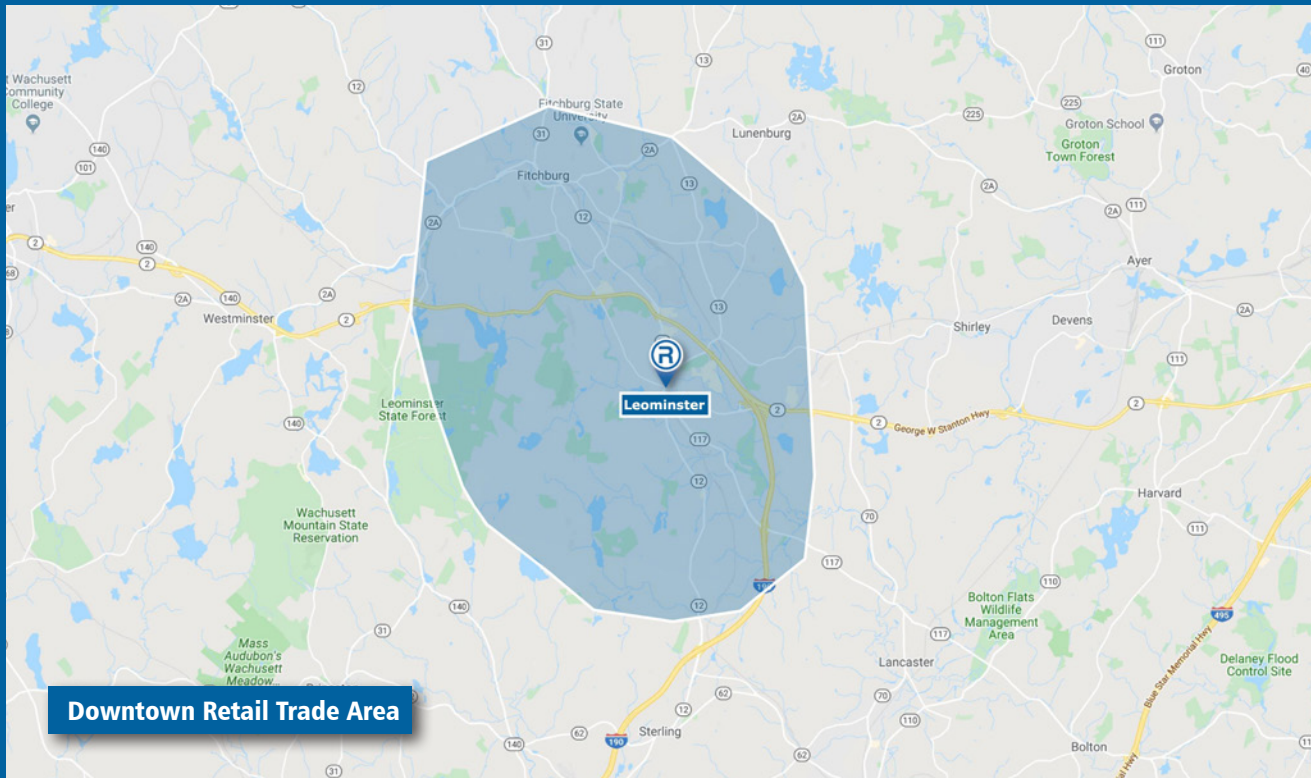


# Retail Market Profile 2019



**Downtown Retail Trade Area**



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October 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Downtown Retail Trade Area	80,245	80,722	82,560	84,265

## Income

	2019 ESTIMATE
Average Household	\$77,886
Median Household	\$57,571
Per Capita	\$32,052

## Educational Attainment

	2019 ESTIMATE
Graduate or Professional	8.7%
Bachelor's Degree	16.8%
Associate Degree	8.9%
Some College, No Degree	18.2%
High School Graduate	32.1%
Some High School, No Degree	9.9%
Less than 9th Grade	5.4%

## Race Distribution

	2019 ESTIMATE
White	77.16%
Black or African American	6.20%
American Indian/Alaskan	0.28%
Asian	3.36%
Native Hawaiian/Islander	0.04%
Other Race	9.08%
Two or More Races	3.89%
Hispanic or Latino (of any race)	22.69%

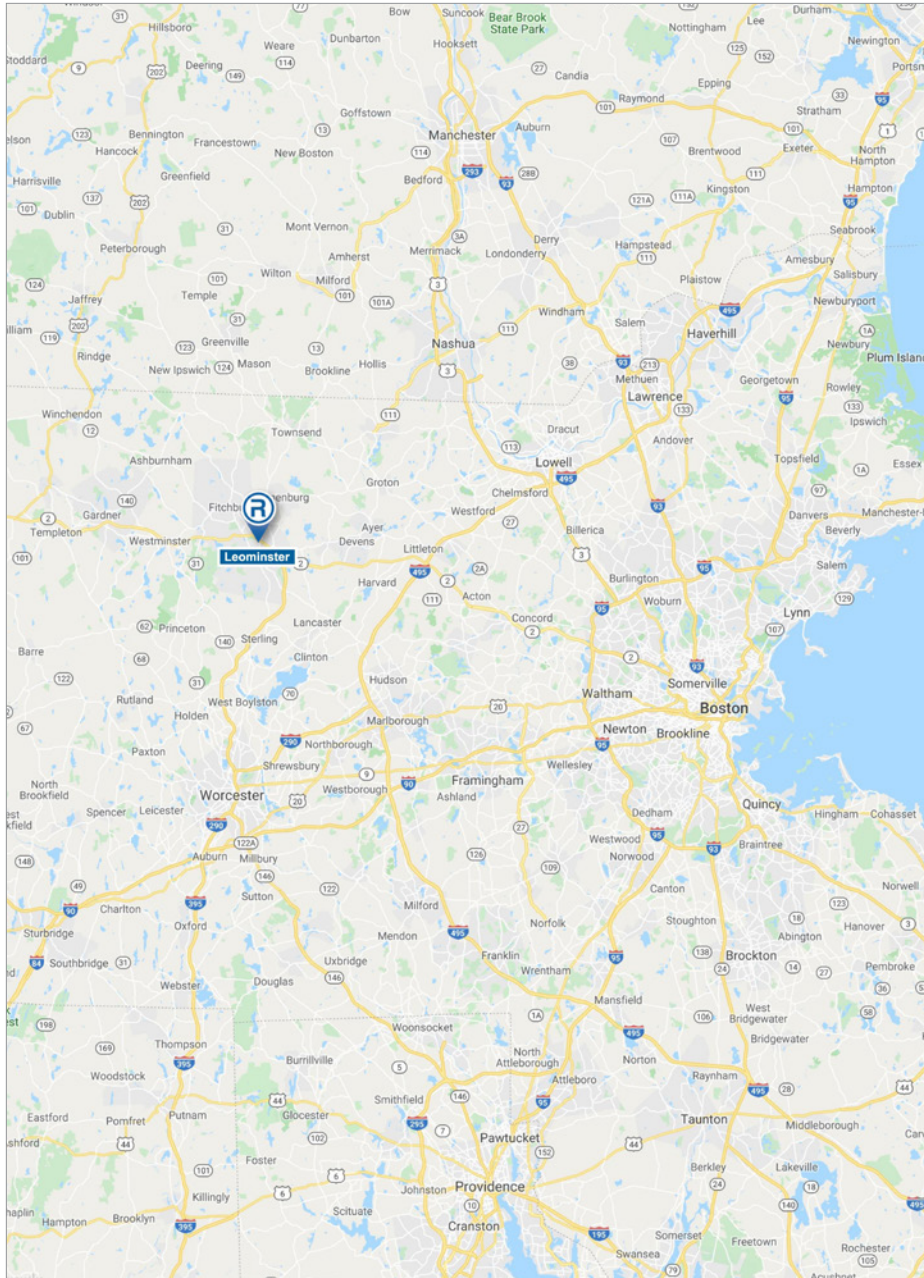
## Age

GROUPS	2019 ESTIMATE
9 Years and Under	11.73%
10-17 Years	9.83%
18-24 Years	9.81%
25-34 Years	13.28%
35-44 Years	13.12%
45-54 Years	12.87%
55-64 Years	13.38%
65 Years and Over	15.99%
DISTRIBUTION	2019 ESTIMATE
Median Age	39.06
Average Age	39.79





# LOCATION MAP



# EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, and/or Microsoft Corporation.