TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

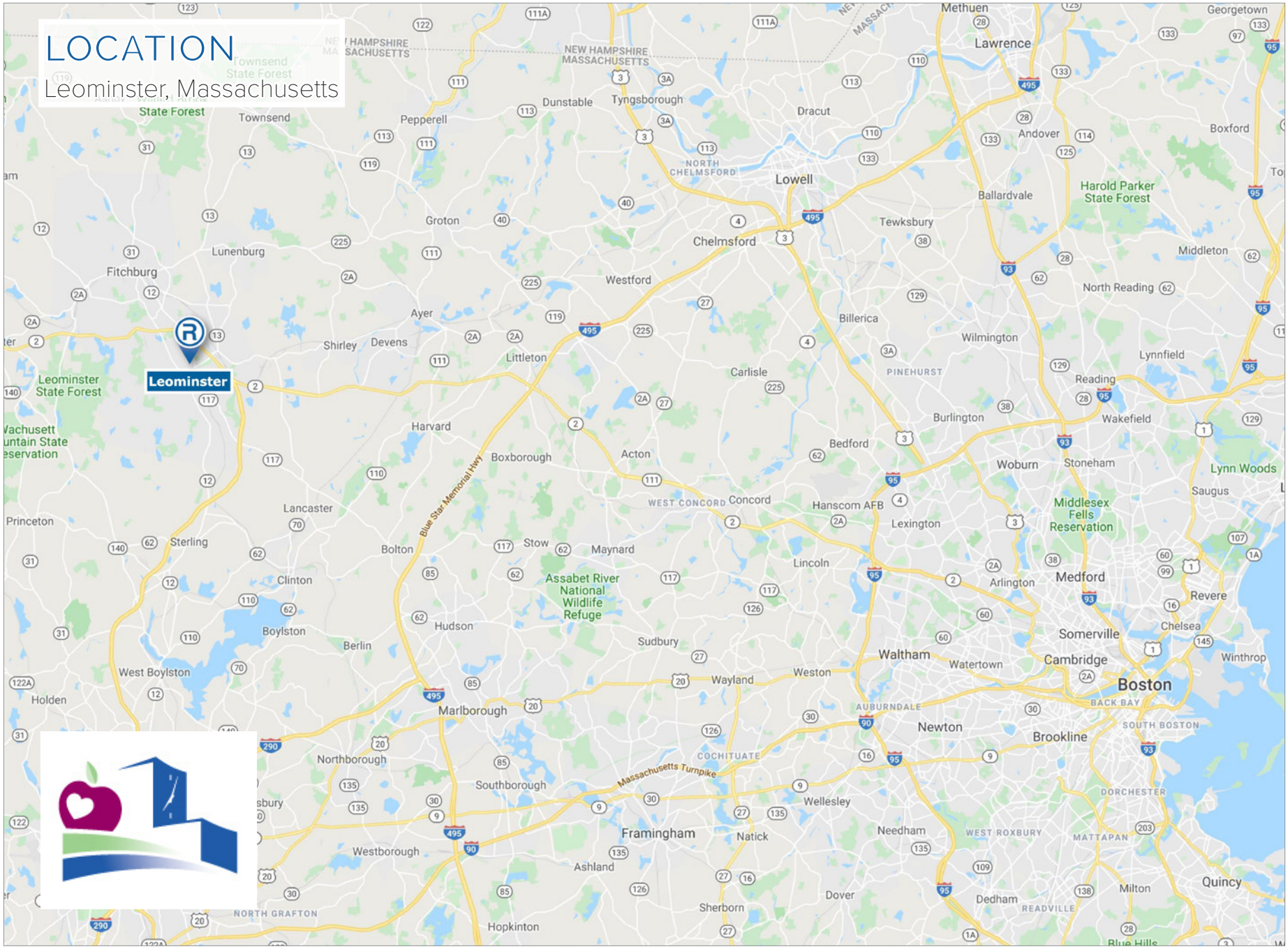
Leominster, Massachusetts

Prepared for
City of Leominster, MA
October 2019

LEGENDARY LEOMINSTER Massachusetts

LOCATION

Leominster, Massachusetts



CONTACT NIKKI PETERS , ECONOMIC DEVELOPMENT

City of Leominster, MA | 25 West Street | Leominster, Massachusetts 01453 | 978.962.3541
npeters@leominster-ma.gov | www.leominster-ma.gov

COMMUNITY • WORKPLACE POPULATION

Leominster, Massachusetts

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	**2,206**	**21,740**	**10**
11: Agriculture, Forestry, Fishing and Hunting	**7**	**21**	**3**
111: Crop Production	4	13	3
112: Animal Production and Aquaculture	1	4	4
113: Forestry and Logging	2	4	2
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	**1**	**7**	**7**
211: Oil and Gas Extraction	1	7	7
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	**5**	**101**	**20**
221: Utilities	5	101	20
23: Construction	**165**	**841**	**5**
236: Construction of Buildings	59	329	6
237: Heavy and Civil Engineering Construction	9	42	5
238: Specialty Trade Contractors	97	470	5
31: Manufacturing	**12**	**105**	**9**
311: Food Manufacturing	6	28	5
312: Beverage and Tobacco Product Manufacturing	1	4	4
313: Textile Mills	1	50	50
314: Textile Product Mills	4	23	6
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	**41**	**1,585**	**39**
321: Wood Product Manufacturing	3	252	84
322: Paper Manufacturing	2	20	10
323: Printing and Related Support Activities	6	151	25
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	7	402	57
326: Plastics and Rubber Products Manufacturing	22	754	34
327: Nonmetallic Mineral Product Manufacturing	1	6	6
33: Manufacturing	**46**	**1449**	**32**
331: Primary Metal Manufacturing	2	78	39
332: Fabricated Metal Product Manufacturing	11	147	13
333: Machinery Manufacturing	5	182	36
334: Computer and Electronic Product Manufacturing	4	40	10
335: Electrical Equipment, Appliance, and Component Manufacturing	1	50	50
336: Transportation Equipment Manufacturing	3	61	20
337: Furniture and Related Product Manufacturing	4	608	152
339: Miscellaneous Manufacturing	16	283	18
42: Wholesale Trade	**73**	**1130**	**15**
423: Merchant Wholesalers, Durable Goods	57	789	14
424: Merchant Wholesalers, Nondurable Goods	15	337	22
425: Wholesale Electronic Markets and Agents and Brokers	1	4	4

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	**210**	**2,327**	**11**
441: Motor Vehicle and Parts Dealers	42	397	9
442: Furniture and Home Furnishings Stores	10	101	10
443: Electronics and Appliance Stores	9	108	12
444: Building Material and Garden Equipment and Supplies Dealers	19	453	24
445: Food and Beverage Stores	31	524	17
446: Health and Personal Care Stores	28	271	10
447: Gasoline Stations	22	83	4
448: Clothing and Clothing Accessories Stores	49	390	8
45: Retail Trade	**81**	**1541**	**19**
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	15	196	13
452: General Merchandise Stores	21	1040	50
453: Miscellaneous Store Retailers	37	232	6
454: Nonstore Retailers	8	73	9
48: Transportation and Warehousing	**32**	**286**	**9**
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	15	102	7
485: Transit and Ground Passenger Transportation	11	125	11
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	6	59	10

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49: Transportation and Warehousing	**0**	**0**	**0**
491: Postal Service	0	0	0
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0
51: Information	**27**	**156**	**6**
511: Publishing Industries (except Internet)	5	34	7
512: Motion Picture and Sound Recording Industries	4	12	3
515: Broadcasting (except Internet)	2	15	8
517: Telecommunications	13	69	5
518: Data Processing, Hosting, and Related Services	2	4	2
519: Other Information Services	1	22	22
52: Finance and Insurance	**100**	**428**	**4**
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	62	271	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	16	78	5
524: Insurance Carriers and Related Activities	22	79	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	**105**	**446**	**4**
531: Real Estate	87	393	5
532: Rental and Leasing Services	18	53	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	**158**	**889**	**6**
541: Professional, Scientific, and Technical Services	158	889	6

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises	**3**	**92**	**31**
551: Management of Companies and Enterprises	3	92	31
56: Administrative and Support and Waste Management and Remediation Services	**59**	**392**	**7**
561: Administrative and Support Services	57	389	7
562: Waste Management and Remediation Services	2	3	2
61: Educational Services	**34**	**962**	**28**
611: Educational Services	34	962	28
62: Health Care and Social Assistance	**451**	**4,501**	**10**
621: Ambulatory Health Care Services	385	2,277	6
622: Hospitals	5	917	183
623: Nursing and Residential Care Facilities	15	815	54
624: Social Assistance	46	492	11
71: Arts, Entertainment, and Recreation	**21**	**137**	**7**
711: Performing Arts, Spectator Sports, and Related Industries	2	5	3
712: Museums, Historical Sites, and Similar Institutions	0	0	0
713: Amusement, Gambling, and Recreation Industries	19	132	7
72: Accommodation and Food Services	**119**	**2,203**	**19**
721: Accommodation	5	97	19
722: Food Services and Drinking Places	**114**	**2,106**	**18**

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	**284**	**1,318**	**5**
811: Repair and Maintenance	72	280	4
812: Personal and Laundry Services	134	464	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	78	574	7
92: Public Administration	**52**	**771**	**15**
921: Executive, Legislative, and Other General Government Support	43	368	9
922: Justice, Public Order, and Safety Activities	4	228	57
923: Administration of Human Resource Programs	2	136	68
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	3	39	13
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	**120**	**52**	**0**
999: Unassigned	120	52	0

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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