



Gardiner, ME

# MARKET ANALYSIS





Gardiner, ME

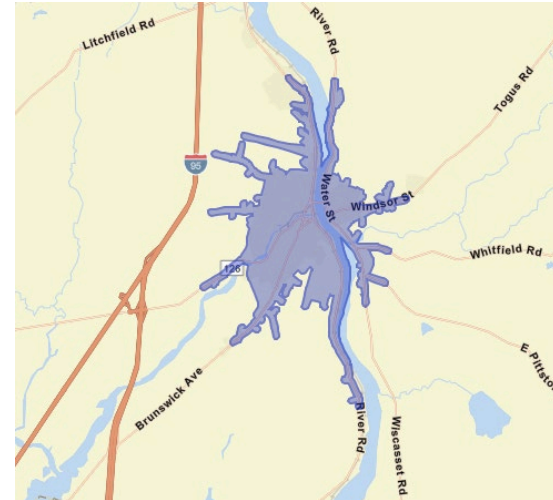
# DRIVE TIME ANALYSIS

# Analysis Areas

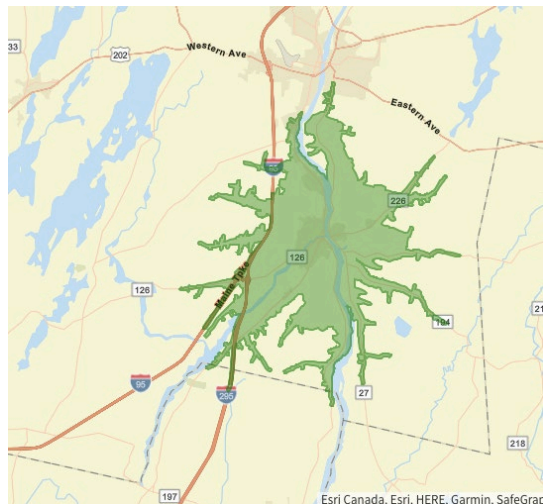
## Gardiner City Limits



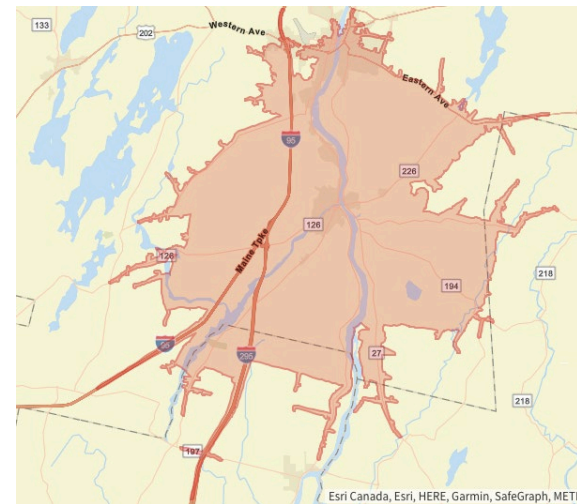
## 5-Minute Drive Time



## 10-Minute Drive Time

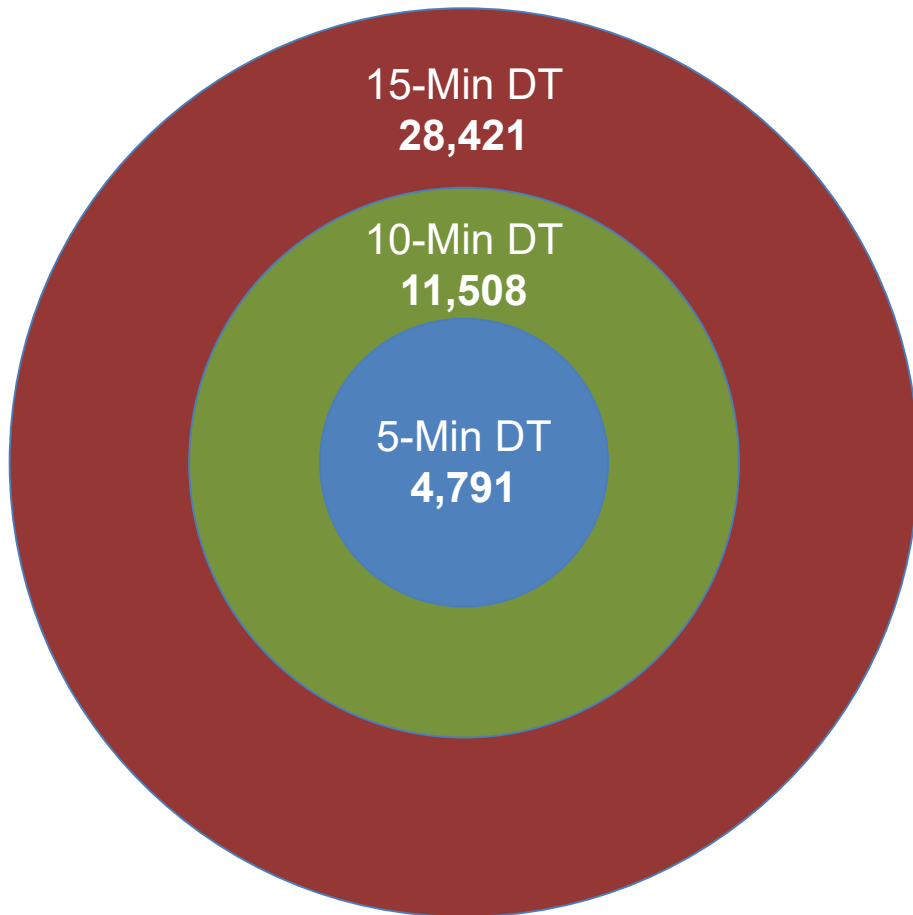


## 15-Minute Drive Time

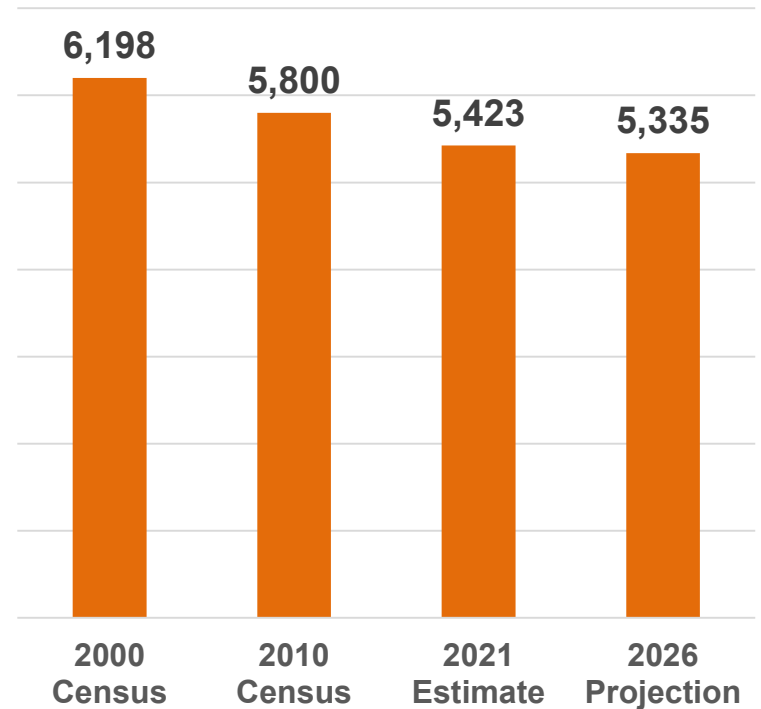


# Population

## 2021 Population In Drive Times



## Gardiner City Population Change 2000 - 2026



# Demographics: Gardiner City

5,423



2021  
POPULATION

-6.5%



POPULATION CHANGE  
2010-2021

2,381



NUMBER OF  
HOUSEHOLDS

\$51,692



MEDIAN  
HOUSEHOLD  
INCOME

43.62

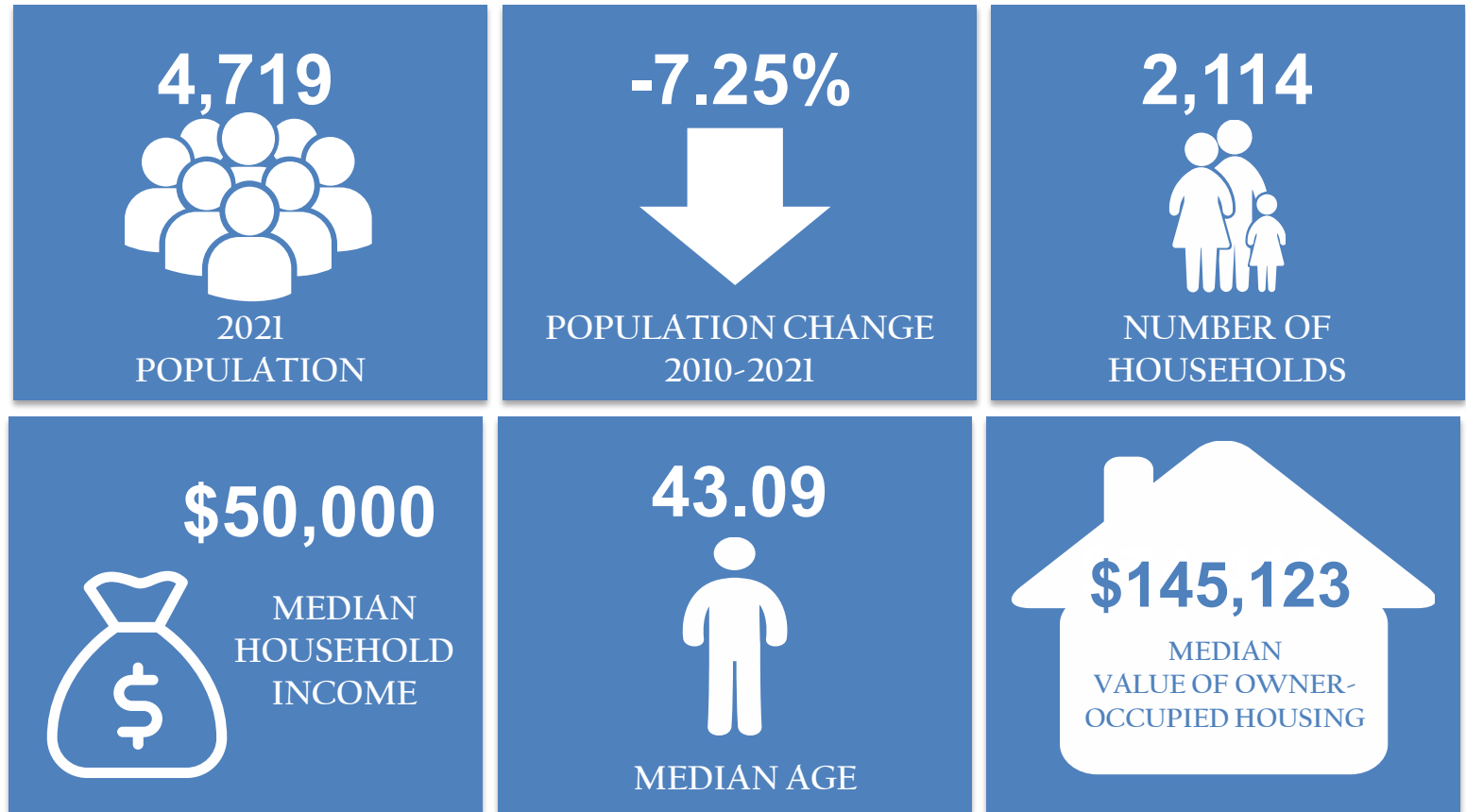


MEDIAN AGE

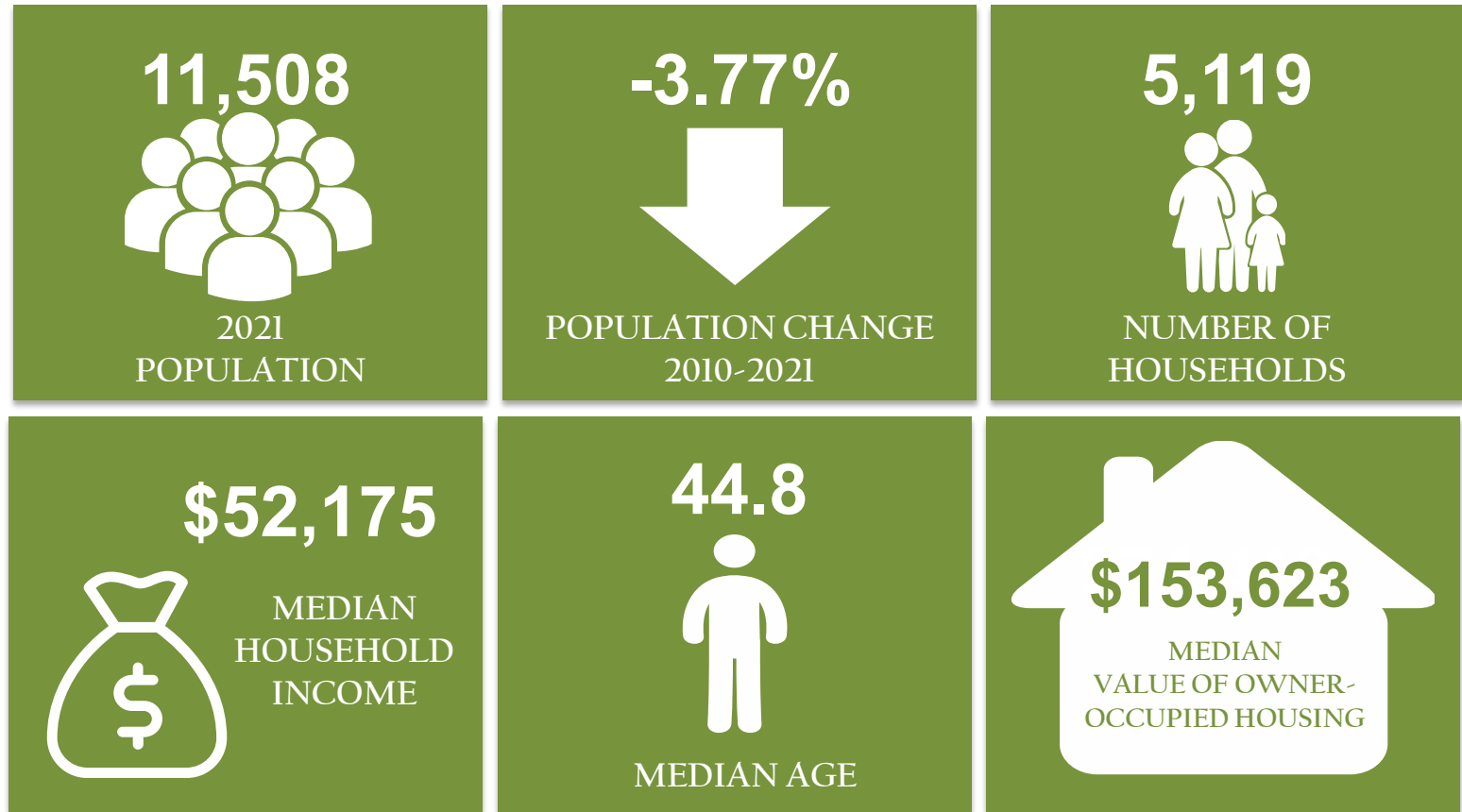
\$150,423

MEDIAN  
VALUE OF OWNER-  
OCCUPIED HOUSING

# Demographics: 5-Min Drive Time

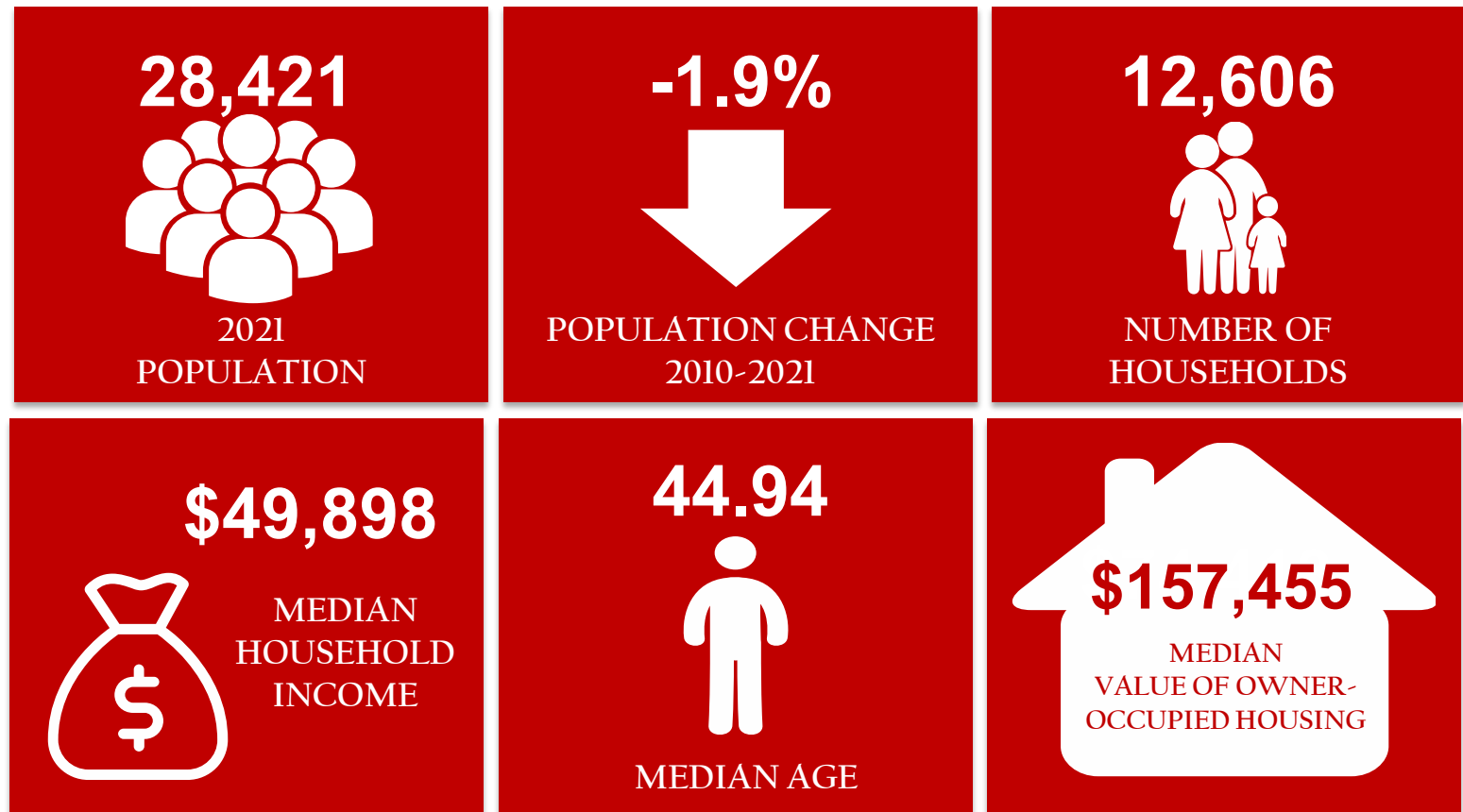


# Demographics: 10-Min Drive Time





# Demographics: 15-Min Drive Time





# Retail Leakage Analysis

## **RETAIL LEAKAGE**

When local consumers  
buy more than stores sell

OR

## **RETAIL GAIN**

When stores sell more  
than locals buy



# Gardiner City Retail Leakage

Stores Sell

**\$119.7 million**

Consumers Buy

**\$84.3 million**

Market GAINS

**\$35.4 million**



# 5-Minute Drive Time Retail Leakage

Stores Sell

**\$120.7 million**

Consumers Buy

**\$73.2 million**

Market GAINS

**\$47.5 million**



# 10-Minute Drive Time Retail Leakage

Stores Sell

**\$258.9 million**

Consumers Buy

**\$183.4 million**

Market GAINS

**\$75.5 million**



# 15-Minute Drive Time Retail Leakage

Stores Sell

**\$767.9 million**

Consumers Buy

**\$442.2 million**

Market Gains

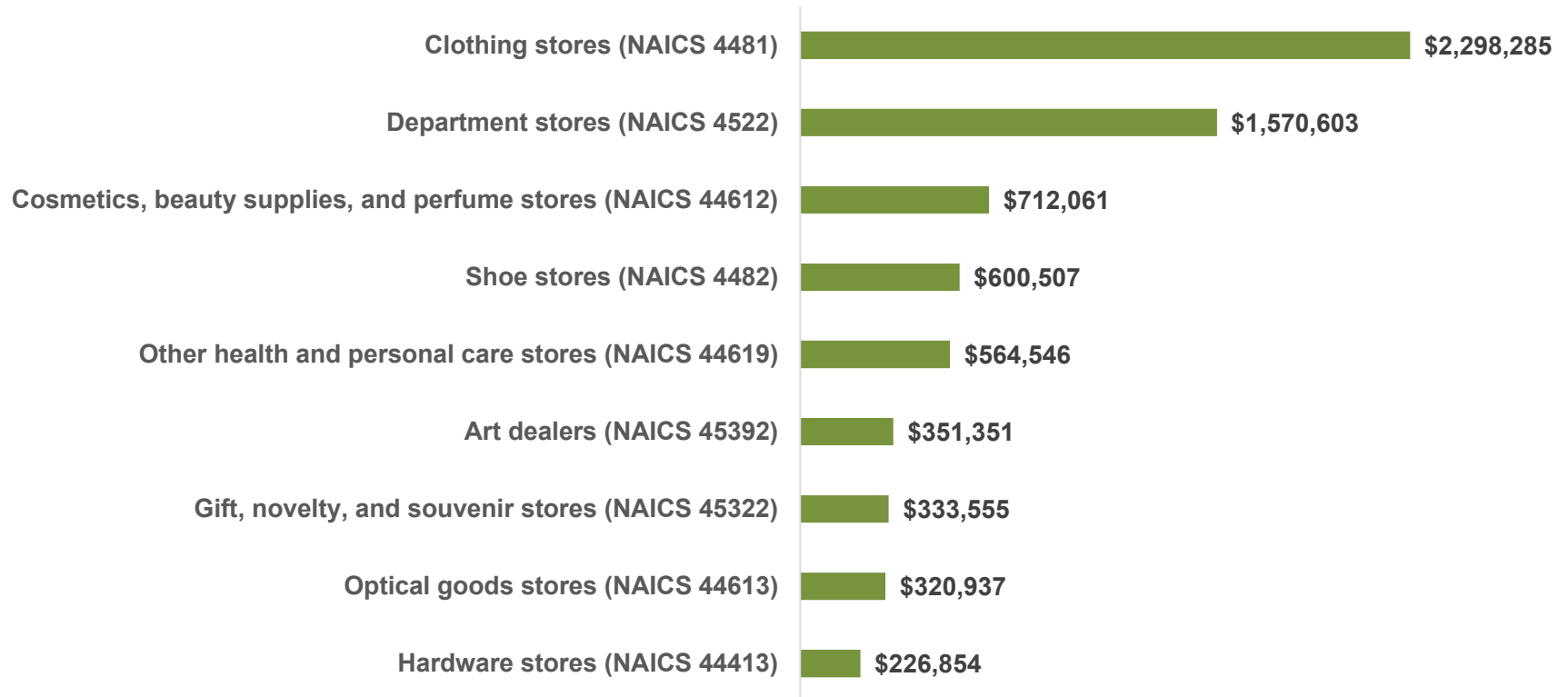
**\$325.7 million**





# Retail Leakage – Opportunities

## Retail Leakage in the 10-Minute Drivetime (Select Categories)



|   | 2021 Demand (\$) | 2021 Supply (\$) | Opportunity Gap/Surplus (\$) |
|---|------------------|------------------|------------------------------|
| <b>Totals</b>   |                  |                  |                              |
| Total retail trade including food and drink (NAICS 44, 45 and 722)      | 183,383,797      | 258,865,332      | -75,481,535                  |
| Total retail trade (NAICS 44 and 45)                                    | 163,269,429      | 237,801,536      | -74,532,107                  |
| <b>Motor Vehicle and Parts Dealers</b>                                  |                  |                  |                              |
| Motor vehicle and parts dealers (NAICS 441)                             | 30,164,382       | 75,525,573       | -45,361,191                  |
| Automobile dealers (NAICS 4411)   | 25,281,430       | 68,271,729       | -42,990,299                  |
| New car dealers (NAICS 44111)   | 22,721,368       | 58,154,935       | -35,433,566                  |
| Used car dealers (NAICS 44112)  | 2,560,062        | 10,116,794       | -7,556,733                   |
| Other motor vehicle dealers (NAICS 4412)                                | 1,810,040        | 2,374,658        | -564,618                     |
| Recreational vehicle dealers (NAICS 44121)                              | 613,348          | 987,743          | -374,396                     |
| Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)         | 1,196,692        | 1,386,915        | -190,222                     |
| Boat dealers (NAICS 441222)   | 366,938          | 490,155          | -123,217                     |
| Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)     | 829,754          | 896,760          | -67,006                      |
| Automotive parts, accessories, and tire stores (NAICS 4413)             | 3,072,912        | 4,879,186        | -1,806,274                   |
| Automotive parts and accessories stores (NAICS 44131)                   | 1,942,103        | 4,597,266        | -2,655,163                   |
| Tire dealers (NAICS 44132)  | 1,130,809        | 281,920          | 848,888                      |
| <b>Furniture and Home Furnishings Stores</b>                            |                  |                  |                              |
| Furniture and home furnishings stores (NAICS 442)                       | 3,386,145        | 5,449,527        | -2,063,382                   |
| Furniture stores (NAICS 4421)   | 1,633,962        | 3,256,764        | -1,622,801                   |
| Home furnishings stores (NAICS 4422)                                    | 1,752,183        | 2,192,763        | -440,581                     |
| Floor covering stores (NAICS 44221)                                     | 888,950          | 518,617          | 370,333                      |
| Other home furnishings stores (NAICS 44229)                             | 863,232          | 1,674,146        | -810,914                     |
| Window treatment stores (NAICS 442291)                                  | 49,037           | 0                | 49,037                       |
| All other home furnishings stores (NAICS 442299)                        | 814,195          | 1,674,146        | -859,951                     |
| <b>Electronics and Appliance Stores</b>                                 |                  |                  |                              |
| Electronics and appliance stores (NAICS 443)                            | 2,319,158        | 3,062,495        | -743,336                     |
| Household appliance stores (NAICS 443141)                               | 473,263          | 1,226,530        | -753,267                     |
| Electronics stores (NAICS 443142)                                       | 1,845,896        | 1,835,965        | 9,931                        |
| <b>Building Material and Garden Equipment and Supplies Dealers</b>      |                  |                  |                              |
| Building material and garden equipment and supplies dealers (NAICS 444) | 12,494,195       | 21,318,472       | -8,824,277                   |
| Building material and supplies dealers (NAICS 4441)                     | 11,079,579       | 16,847,444       | -5,767,865                   |
| Home centers (NAICS 44411)  | 6,043,668        | 4,877,077        | 1,166,591                    |
| Paint and wallpaper stores (NAICS 44412)                                | 390,273          | 138,481          | 251,793                      |
| Hardware stores (NAICS 44413)   | 925,491          | 698,637          | 226,854                      |
| Other building material dealers (NAICS 44419)                           | 3,720,147        | 11,133,250       | -7,413,102                   |
| Lawn and garden equipment and supplies stores (NAICS 4442)              | 1,414,616        | 4,471,028        | -3,056,412                   |
| Outdoor power equipment stores (NAICS 44421)                            | 280,889          | 63,997           | 216,892                      |
| Nursery, garden center, and farm supply stores (NAICS 44422)            | 1,133,728        | 4,407,031        | -3,273,304                   |

|   | 2021 Demand (\$) | 2021 Supply (\$) | Opportunity Gap/Surplus (\$) |
|---|------------------|------------------|------------------------------|
| <b>Food and Beverage Stores</b>   |                  |                  |                              |
| Food and beverage stores (NAICS 445)  | 26,807,247       | 34,583,091       | -7,775,844                   |
| Grocery stores (NAICS 4451)   | 24,190,553       | 31,460,580       | -7,270,027                   |
| Supermarkets and other grocery (except convenience) stores (NAICS 44511)    | 23,131,491       | 31,389,296       | -8,257,805                   |
| Convenience stores (NAICS 44512)  | 1,059,062        | 71,284           | 987,778                      |
| Specialty food stores (NAICS 4452)  | 680,985          | 505,740          | 175,245                      |
| Meat markets (NAICS 44521)  | 207,131          | 50,413           | 156,717                      |
| Fish and seafood markets (NAICS 44522)                                      | 80,953           | 318,931          | -237,978                     |
| Fruit and vegetable markets (NAICS 44523)                                   | 141,134          | 136,396          | 4,738                        |
| Other specialty food stores (NAICS 44529)                                   | 251,768          | 0                | 251,768                      |
| Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292) | 133,833          | 0                | 133,833                      |
| All other specialty food stores (NAICS 445299)                              | 117,934          | 0                | 117,934                      |
| Beer, wine, and liquor stores (NAICS 4453)                                  | 1,935,710        | 2,616,772        | -681,061                     |
| <b>Health and Personal Care Stores</b>                                      |                  |                  |                              |
| Health and personal care stores (NAICS 446)                                 | 11,034,058       | 13,881,282       | -2,847,225                   |
| Pharmacies and drug stores (NAICS 44611)                                    | 9,436,513        | 13,881,282       | -4,444,769                   |
| Cosmetics, beauty supplies, and perfume stores (NAICS 44612)                | 712,061          | 0                | 712,061                      |
| Optical goods stores (NAICS 44613)  | 320,937          | 0                | 320,937                      |
| Other health and personal care stores (NAICS 44619)                         | 564,546          | 0                | 564,546                      |
| Food (health) supplement stores (NAICS 446191)                              | 199,902          | 0                | 199,902                      |
| All other health and personal care stores (NAICS 446199)                    | 364,644          | 0                | 364,644                      |
| <b>Gasoline Stations</b>  |                  |                  |                              |
| Gasoline stations (NAICS 447)   | 15,207,747       | 28,784,010       | -13,576,262                  |
| <b>Clothing and Clothing Accessories Stores</b>                             |                  |                  |                              |
| Clothing and clothing accessories stores (NAICS 448)                        | 6,362,440        | 4,252,708        | 2,109,732                    |
| Clothing stores (NAICS 4481)  | 4,326,245        | 2,027,959        | 2,298,285                    |
| Men's clothing stores (NAICS 44811)   | 189,650          | 0                | 189,650                      |
| Women's clothing stores (NAICS 44812)                                       | 852,003          | 105,939          | 746,063                      |
| Children's and infants' clothing stores (NAICS 44813)                       | 112,403          | 0                | 112,403                      |
| Family clothing stores (NAICS 44814)  | 2,638,627        | 1,156,267        | 1,482,360                    |
| Clothing accessories stores (NAICS 44815)                                   | 185,410          | 333,743          | -148,333                     |
| Other clothing stores (NAICS 44819)   | 348,152          | 432,009          | -83,858                      |
| Shoe stores (NAICS 4482)  | 1,058,404        | 457,896          | 600,507                      |
| Jewelry, luggage, and leather goods stores (NAICS 4483)                     | 977,791          | 1,766,853        | -789,061                     |
| Jewelry stores (NAICS 44831)  | 881,564          | 1,766,853        | -885,288                     |
| Luggage and leather goods stores (NAICS 44832)                              | 96,227           | 0                | 96,227                       |

|  | 2021 Demand (\$) | 2021 Supply (\$) | Opportunity Gap/Surplus (\$) |
|--|------------------|------------------|------------------------------|
| <b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>              |                  |                  |                              |
| Sporting goods, hobby, musical instrument, and book stores (NAICS 451)         | 1,816,354        | 3,622,708        | -1,806,354                   |
| Sporting goods, hobby, and musical instrument stores (NAICS 4511)              | 1,575,095        | 3,045,160        | -1,470,065                   |
| Sporting goods stores (NAICS 45111)  | 918,619          | 2,283,639        | -1,365,020                   |
| Hobby, toy, and game stores (NAICS 45112)                                      | 379,380          | 399,973          | -20,593                      |
| Sewing, needlework, and piece goods stores (NAICS 45113)                       | 129,788          | 361,549          | -231,761                     |
| Musical instrument and supplies stores (NAICS 45114)                           | 147,308          | 0                | 147,308                      |
| Book stores and news dealers (NAICS 4512)                                      | 241,259          | 577,548          | -336,289                     |
| Book stores (NAICS 451211)   | 229,369          | 577,548          | -348,179                     |
| News dealers and newsstands (NAICS 451212)                                     | 11,890           | 0                | 11,890                       |
| <b>General Merchandise Stores</b>  |                  |                  |                              |
| General merchandise stores (NAICS 452)   | 23,011,606       | 23,588,756       | -577,150                     |
| Department stores (NAICS 4522)   | 1,570,603        | 0                | 1,570,603                    |
| Other general merchandise stores (NAICS 4523)                                  | 21,441,003       | 23,588,756       | -2,147,753                   |
| Warehouse clubs and supercenters (NAICS 452311)                                | 19,243,287       | 23,588,756       | -4,345,469                   |
| All other general merchandise stores (NAICS 452319)                            | 2,197,716        | 0                | 2,197,716                    |
| <b>Miscellaneous Store Retailers</b>   |                  |                  |                              |
| Miscellaneous store retailers (NAICS 453)                                      | 3,564,315        | 6,465,716        | -2,901,402                   |
| Florists (NAICS 4531)  | 155,689          | 1,010,960        | -855,271                     |
| Office supplies, stationery, and gift stores (NAICS 4532)                      | 727,630          | 1,351,536        | -623,906                     |
| Office supplies and stationery stores (NAICS 45321)                            | 273,293          | 1,230,754        | -957,461                     |
| Gift, novelty, and souvenir stores (NAICS 45322)                               | 454,337          | 120,782          | 333,555                      |
| Used merchandise stores (NAICS 4533)   | 528,856          | 1,917,775        | -1,388,919                   |
| Other miscellaneous store retailers (NAICS 4539)                               | 2,152,140        | 2,185,446        | -33,306                      |
| Pet and pet supplies stores (NAICS 45391)                                      | 587,102          | 856,915          | -269,813                     |
| Art dealers (NAICS 45392)  | 351,351          | 0                | 351,351                      |
| Manufactured (mobile) home dealers (NAICS 45393)                               | 128,951          | 0                | 128,951                      |
| All other miscellaneous store retailers (NAICS 45399)                          | 1,084,736        | 1,328,530        | -243,794                     |
| Tobacco stores (NAICS 453991)  | 430,293          | 1,328,530        | -898,238                     |
| All other miscellaneous store retailers (except tobacco stores) (NAICS 453998) | 654,443          | 0                | 654,443                      |
| <b>Non-store Retailers</b>   |                  |                  |                              |
| Non-store retailers (NAICS 454)  | 27,101,780       | 17,267,196       | 9,834,584                    |
| Electronic shopping and mail-order houses (NAICS 4541)                         | 24,304,460       | 5,806            | 24,298,653                   |
| Vending machine operators (NAICS 4542)   | 232,630          | 550,724          | -318,094                     |
| Direct selling establishments (NAICS 4543)                                     | 2,564,691        | 16,710,666       | -14,145,975                  |
| Fuel dealers (NAICS 45431)   | 1,802,981        | 16,710,666       | -14,907,685                  |
| Other direct selling establishments (NAICS 45439)                              | 761,710          | 0                | 761,710                      |

2021 Demand (\$) 2021 Supply (\$) Opportunity Gap/Surplus (\$)

**Sporting Goods, Hobby, Musical Instrument, and Book Stores****Food Services and Drinking Places**

|   |            |            |            |
|---|------------|------------|------------|
| Food services and drinking places (NAICS 722)         | 20,114,368 | 21,063,796 | -949,428   |
| Special food services (NAICS 7223)                    | 1,386,265  | 724,356    | 661,908    |
| Food service contractors (NAICS 72231)                | 1,094,141  | 240,151    | 853,989    |
| Caterers (NAICS 72232)                                | 263,662    | 254,130    | 9,532      |
| Mobile food services (NAICS 72233)                    | 28,462     | 230,075    | -201,613   |
| Drinking places (alcoholic beverages) (NAICS 7224)    | 721,392    | 826,269    | -104,877   |
| Restaurants and other eating places (NAICS 7225)      | 18,006,712 | 19,513,171 | -1,506,459 |
| Full-service restaurants (NAICS 722511)               | 8,830,169  | 9,542,771  | -712,602   |
| Limited-service restaurants (NAICS 722513)            | 7,780,645  | 8,915,190  | -1,134,546 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 198,059    | 0          | 198,059    |
| Snack and non-alcoholic beverage bars (NAICS 722515)  | 1,197,840  | 1,055,210  | 142,630    |