



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

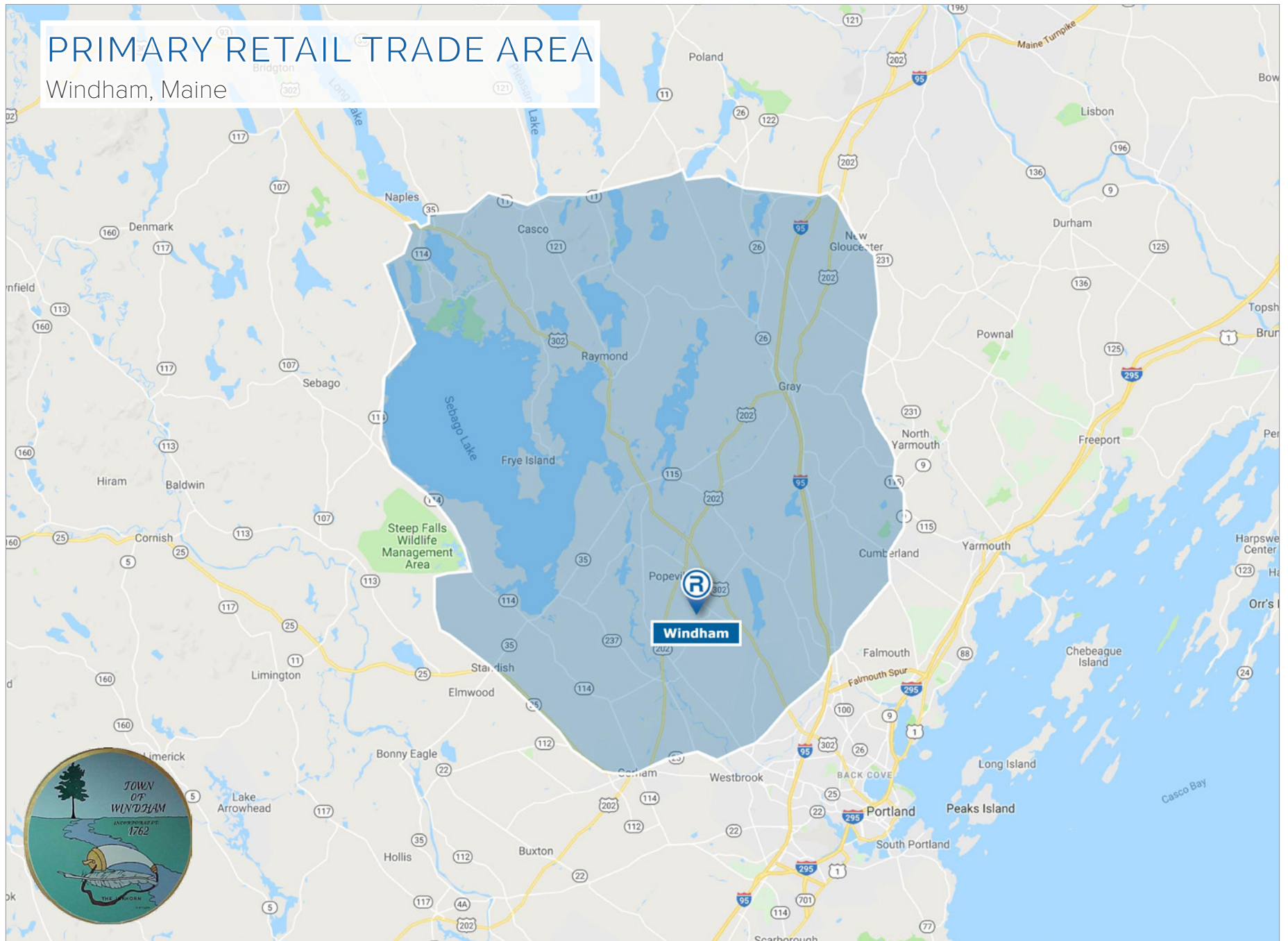
Windham, Maine

Prepared for
Windham Maine Economic Development Corporation
July 2019



PRIMARY RETAIL TRADE AREA

Windham, Maine



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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Windham, Maine



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$2,370,646,506	\$455,578,810	\$1,915,067,696	0.19
441	Motor vehicle and parts dealers	\$456,149,536	\$163,023,017	\$293,126,519	0.36
4411	Automobile dealers	\$355,673,767	\$150,535,964	\$205,137,803	0.42
4412	Other motor vehicle dealers	\$58,419,110	\$8,795,252	\$49,623,858	0.15
4413	Automotive parts, accessories, and tire stores	\$42,056,658	\$3,691,801	\$38,364,857	0.09
442	Furniture and home furnishings stores	\$38,480,190	\$11,702,336	\$26,777,854	0.30
4421	Furniture stores	\$14,923,953	\$7,166,610	\$7,757,343	0.48
4422	Home furnishings stores	\$23,556,237	\$4,535,726	\$19,020,511	0.19
443	Electronics and appliance stores	\$21,637,288	\$11,188,114	\$10,449,174	0.52
443141	Household appliance stores	\$5,128,747	\$5,138,930	-\$10,183	1.00
443142	Electronics stores	\$16,508,541	\$6,049,184	\$10,459,357	0.37
444	Building material and garden equipment and supplies dealers	\$200,272,062	\$53,489,845	\$146,782,217	0.27
4441	Building material and supplies dealers	\$176,790,332	\$38,654,324	\$138,136,008	0.22
44411	Home centers	\$83,355,192	\$28,620,144	\$54,735,048	0.34
44412	Paint and wallpaper stores	\$4,109,471	\$49	\$4,109,422	0.00
44413	Hardware stores	\$18,930,355	\$30	\$18,930,325	0.00
44419	Other building material dealers	\$70,395,314	\$10,034,101	\$60,361,213	0.14
4442	Lawn and garden equipment and supplies stores	\$23,481,730	\$14,835,521	\$8,646,209	0.63
44421	Outdoor power equipment stores	\$10,592,757	\$4,295,715	\$6,297,042	0.41
44422	Nursery, garden center, and farm supply stores	\$12,888,973	\$10,539,806	\$2,349,167	0.82
445	Food and beverage stores	\$339,871,458	\$51,787,979	\$288,083,479	0.15
4451	Grocery stores	\$317,254,373	\$47,764,842	\$269,489,531	0.15
44511	Supermarkets and other grocery (except convenience) stores	\$297,197,824	\$47,057,386	\$250,140,438	0.16
44512	Convenience stores	\$20,056,548	\$707,456	\$19,349,092	0.04
4452	Specialty food stores	\$14,357,412	\$2,965,623	\$11,391,789	0.21
4453	Beer, wine, and liquor stores	\$8,259,673	\$1,057,514	\$7,202,159	0.13

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$102,151,719	\$14,739,158	\$87,412,561	0.14
44611	Pharmacies and drug stores	\$90,390,354	\$13,325,622	\$77,064,732	0.15
44612	Cosmetics, beauty supplies, and perfume stores	\$3,923,768	\$5,537	\$3,918,231	0.00
44613	Optical goods stores	\$3,191,044	\$2,463	\$3,188,581	0.00
44619	Other health and personal care stores	\$4,646,553	\$1,405,536	\$3,241,017	0.30
447	Gasoline stations	\$218,385,749	\$10,788,171	\$207,597,578	0.05
448	Clothing and clothing accessories stores	\$73,190,165	\$3,939,439	\$69,250,726	0.05
4481	Clothing stores	\$50,774,836	\$887,215	\$49,887,621	0.02
44811	Men's clothing stores	\$1,921,475	\$10	\$1,921,465	0.00
44812	Women's clothing stores	\$6,724,779	\$10	\$6,724,769	0.00
44813	Children's and infants' clothing stores	\$2,975,685	\$11	\$2,975,674	0.00
44814	Family clothing stores	\$32,614,169	\$859,533	\$31,754,636	0.03
44815	Clothing accessories stores	\$2,445,628	\$8	\$2,445,620	0.00
44819	Other clothing stores	\$4,093,100	\$27,643	\$4,065,457	0.01
4482	Shoe stores	\$10,195,291	\$915,908	\$9,279,383	0.09
4483	Jewelry, luggage, and leather goods stores	\$12,220,038	\$2,136,316	\$10,083,722	0.17
44831	Jewelry stores	\$11,895,617	\$2,136,316	\$9,759,301	0.18
44832	Luggage and leather goods stores	\$324,421	\$0	\$324,421	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$33,146,311	\$10,288,849	\$22,857,462	0.31
4511	Sporting goods, hobby, and musical instrument stores	\$30,417,565	\$10,288,829	\$20,128,736	0.34
45111	Sporting goods stores	\$23,986,030	\$8,825,690	\$15,160,340	0.37
45112	Hobby, toy, and game stores	\$4,481,896	\$514,679	\$3,967,217	0.11
45113	Sewing, needlework, and piece goods stores	\$1,257,027	\$948,458	\$308,569	0.75
45114	Musical instrument and supplies stores	\$692,611	\$2	\$692,609	0.00
4512	Book stores and news dealers	\$2,728,746	\$20	\$2,728,726	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$218,078,664	\$43,980,255	\$174,098,409	0.20
4522	Department stores	\$39,179,709	\$7,925,988	\$31,253,721	0.20
4523	Other general merchandise stores	\$178,898,954	\$36,054,267	\$142,844,687	0.20
453	Miscellaneous store retailers	\$40,694,372	\$4,235,161	\$36,459,211	0.10
4531	Florists	\$3,002,123	\$350,841	\$2,651,282	0.12
4532	Office supplies, stationery, and gift stores	\$9,142,387	\$627,305	\$8,515,082	0.07
45321	Office supplies and stationery stores	\$2,587,514	\$395,883	\$2,191,631	0.15
45322	Gift, novelty, and souvenir stores	\$6,554,873	\$231,422	\$6,323,451	0.04
4533	Used merchandise stores	\$7,994,191	\$622,655	\$7,371,536	0.08
4539	Other miscellaneous store retailers	\$20,555,671	\$2,634,360	\$17,921,311	0.13
45391	Pet and pet supplies stores	\$7,179,639	\$2,633,878	\$4,545,761	0.37
45399	All other miscellaneous store retailers	\$13,376,032	\$482	\$13,375,550	0.00
454	Non-store retailers	\$414,923,184	\$33,807,368	\$381,115,816	0.08
722	Food services and drinking places	\$213,665,808	\$42,609,118	\$171,056,690	0.20
7223	Special food services	\$12,700,500	\$25,900	\$12,674,600	0.00
7224	Drinking places (alcoholic beverages)	\$5,431,388	\$90	\$5,431,298	0.00
7225	Restaurants and other eating places	\$195,533,920	\$42,583,128	\$152,950,792	0.22
722511	Full-service restaurants	\$113,694,122	\$35,810,857	\$77,883,265	0.31
722513	Limited-service restaurants	\$58,210,268	\$6,151	\$58,204,117	0.00
722514	Cafeterias, grill buffets, and buffets	\$1,307,304	\$198	\$1,307,106	0.00
722515	Snack and nonalcoholic beverage bars	\$22,322,227	\$6,765,922	\$15,556,305	0.30

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
Population		
2024 Projection	66,152	
2019 Estimate	64,156	
2010 Census	60,043	
2000 Census	53,482	
Growth 2019 - 2024		3.11%
Growth 2010 - 2019		6.85%
Growth 2000 - 2010		12.27%
2019 Est. Population by Single-Classification Race	64,156	
White Alone	61,581	95.99%
Black or African American Alone	527	0.82%
Amer. Indian and Alaska Native Alone	184	0.29%
Asian Alone	506	0.79%
Native Hawaiian and Other Pacific Island Alone	21	0.03%
Some Other Race Alone	176	0.27%
Two or More Races	1,161	1.81%
2019 Est. Population by Hispanic or Latino Origin	64,156	
Not Hispanic or Latino	63,347	98.74%
Hispanic or Latino	809	1.26%
Mexican	220	27.19%
Puerto Rican	198	24.48%
Cuban	35	4.33%
All Other Hispanic or Latino	356	44.01%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	809	
White Alone	529	65.39%
Black or African American Alone	20	2.47%
American Indian and Alaska Native Alone	12	1.48%
Asian Alone	6	0.74%
Native Hawaiian and Other Pacific Islander Alone	4	0.49%
Some Other Race Alone	141	17.43%
Two or More Races	98	12.11%
2019 Est. Pop by Race, Asian Alone, by Category	506	
Chinese, except Taiwanese	119	23.52%
Filipino	71	14.03%
Japanese	17	3.36%
Asian Indian	57	11.27%
Korean	64	12.65%
Vietnamese	97	19.17%
Cambodian	54	10.67%
Hmong	0	0.00%
Laotian	1	0.20%
Thai	4	0.79%
All Other Asian Races Including 2+ Category	23	4.55%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	64,156	
Arab	237	0.37%
Czech	85	0.13%
Danish	590	0.92%
Dutch	401	0.63%
English	9,701	15.12%
French (except Basque)	6,410	9.99%
French Canadian	3,106	4.84%
German	2,652	4.13%
Greek	224	0.35%
Hungarian	44	0.07%
Irish	8,131	12.67%
Italian	3,292	5.13%
Lithuanian	104	0.16%
United States or American	3,776	5.89%
Norwegian	377	0.59%
Polish	767	1.20%
Portuguese	225	0.35%
Russian	210	0.33%
Scottish	2,369	3.69%
Scotch-Irish	663	1.03%
Slovak	43	0.07%
Subsaharan African	204	0.32%
Swedish	809	1.26%
Swiss	89	0.14%
Ukrainian	76	0.12%
Welsh	249	0.39%
West Indian (except Hisp. groups)	231	0.36%
Other ancestries	9,164	14.28%
Ancestry Unclassified	9,930	15.48%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	58,218	95.51%
Speak Asian/Pacific Island Language at Home	224	0.37%
Speak IndoEuropean Language at Home	1,543	2.53%
Speak Spanish at Home	757	1.24%
Speak Other Language at Home	215	0.35%
2019 Est. Population by Age	64,156	
Age 0 - 4	3,199	4.99%
Age 5 - 9	3,321	5.18%
Age 10 - 14	3,545	5.53%
Age 15 - 17	2,338	3.64%
Age 18 - 20	3,479	5.42%
Age 21 - 24	3,559	5.55%
Age 25 - 34	7,407	11.55%
Age 35 - 44	7,468	11.64%
Age 45 - 54	9,351	14.58%
Age 55 - 64	9,843	15.34%
Age 65 - 74	6,953	10.84%
Age 75 - 84	2,681	4.18%
Age 85 and over	1,011	1.58%
Age 16 and over	53,334	83.13%
Age 18 and over	51,752	80.67%
Age 21 and over	48,273	75.24%
Age 65 and over	10,644	16.59%
2019 Est. Median Age		42.17
2019 Est. Average Age		41.00

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
2019 Est. Population by Sex	64,156	
Male	31,686	49.39%
Female	32,470	50.61%
2019 Est. Male Population by Age	31,686	
Age 0 - 4	1,647	5.20%
Age 5 - 9	1,698	5.36%
Age 10 - 14	1,825	5.76%
Age 15 - 17	1,207	3.81%
Age 18 - 20	1,707	5.39%
Age 21 - 24	1,849	5.84%
Age 25 - 34	3,748	11.83%
Age 35 - 44	3,717	11.73%
Age 45 - 54	4,557	14.38%
Age 55 - 64	4,790	15.12%
Age 65 - 74	3,379	10.66%
Age 75 - 84	1,207	3.81%
Age 85 and over	355	1.12%
2019 Est. Median Age, Male		40.97
2019 Est. Average Age, Male		40.21

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	32,470	
Age 0 - 4	1,553	4.78%
Age 5 - 9	1,624	5.00%
Age 10 - 14	1,719	5.29%
Age 15 - 17	1,131	3.48%
Age 18 - 20	1,772	5.46%
Age 21 - 24	1,710	5.27%
Age 25 - 34	3,660	11.27%
Age 35 - 44	3,752	11.56%
Age 45 - 54	4,794	14.76%
Age 55 - 64	5,054	15.57%
Age 65 - 74	3,574	11.01%
Age 75 - 84	1,474	4.54%
Age 85 and over	655	2.02%
2019 Est. Median Age, Female		43.31
2019 Est. Average Age, Female		41.76
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,771	29.16%
Males, Never Married	8,306	15.36%
Females, Never Married	7,466	13.80%
Married, Spouse present	26,915	49.76%
Married, Spouse absent	1,554	2.87%
Widowed	2,753	5.09%
Males Widowed	640	1.18%
Females Widowed	2,113	3.91%
Divorced	7,097	13.12%
Males Divorced	3,354	6.20%
Females Divorced	3,743	6.92%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	531	1.2%
Some High School, no diploma	1,562	3.5%
High School Graduate (or GED)	13,102	29.3%
Some College, no degree	8,134	18.2%
Associate Degree	4,484	10.0%
Bachelor's Degree	11,175	25.0%
Master's Degree	4,280	9.6%
Professional School Degree	871	1.9%
Doctorate Degree	576	1.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	74	18.59%
High School Graduate	54	13.57%
Some College or Associate's Degree	81	20.35%
Bachelor's Degree or Higher	189	47.49%
Households		
2024 Projection	25,285	
2019 Estimate	24,371	
2010 Census	22,435	
2000 Census	19,431	
Growth 2019 - 2024		3.75%
Growth 2010 - 2019		8.63%
Growth 2000 - 2010		15.46%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	17,375	71.29%
Nonfamily Households	6,996	28.71%
2019 Est. Group Quarters Population	3,014	
2019 Households by Ethnicity, Hispanic/Latino	229	
2019 Est. Households by Household Income		
Income < \$15,000	1,282	5.26%
Income \$15,000 - \$24,999	1,489	6.11%
Income \$25,000 - \$34,999	1,654	6.79%
Income \$35,000 - \$49,999	2,462	10.10%
Income \$50,000 - \$74,999	4,481	18.39%
Income \$75,000 - \$99,999	3,993	16.38%
Income \$100,000 - \$124,999	3,061	12.56%
Income \$125,000 - \$149,999	2,161	8.87%
Income \$150,000 - \$199,999	1,926	7.90%
Income \$200,000 - \$249,999	870	3.57%
Income \$250,000 - \$499,999	733	3.01%
Income \$500,000+	259	1.06%
2019 Est. Average Household Income		\$98,400
2019 Est. Median Household Income		\$79,810

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$80,335
Black or African American Alone		\$38,930
American Indian and Alaska Native Alone		\$35,000
Asian Alone		\$77,898
Native Hawaiian and Other Pacific Islander Alone		\$45,646
Some Other Race Alone		\$88,498
Two or More Races		\$56,022
Hispanic or Latino		\$76,890
Not Hispanic or Latino		\$79,838
2019 Est. Family HH Type by Presence of Own Child.	17,375	
Married-Couple Family, own children	5,689	32.74%
Married-Couple Family, no own children	8,373	48.19%
Male Householder, own children	612	3.52%
Male Householder, no own children	453	2.61%
Female Householder, own children	1,324	7.62%
Female Householder, no own children	924	5.32%
2019 Est. Households by Household Size	24,371	
1-person	5,363	22.01%
2-person	9,225	37.85%
3-person	4,356	17.87%
4-person	3,588	14.72%
5-person	1,251	5.13%
6-person	432	1.77%
7-or-more-person	156	0.64%
2019 Est. Average Household Size		2.51

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	24,371	
Households with 1 or More People under Age 18:	8,256	33.88%
Married-Couple Family	5,974	72.36%
Other Family, Male Householder	670	8.12%
Other Family, Female Householder	1,502	18.19%
Nonfamily, Male Householder	78	0.95%
Nonfamily, Female Householder	32	0.39%
Households with No People under Age 18:	16,114	66.12%
Married-Couple Family	8,091	50.21%
Other Family, Male Householder	396	2.46%
Other Family, Female Householder	744	4.62%
Nonfamily, Male Householder	3,237	20.09%
Nonfamily, Female Householder	3,646	22.63%
2019 Est. Households by Number of Vehicles	24,371	
No Vehicles	694	2.85%
1 Vehicle	6,793	27.87%
2 Vehicles	11,218	46.03%
3 Vehicles	3,968	16.28%
4 Vehicles	1,227	5.04%
5 or more Vehicles	471	1.93%
2019 Est. Average Number of Vehicles		2.01

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	18,029	
2019 Estimate	17,375	
2010 Census	15,991	
2000 Census	14,426	
Growth 2019 - 2024		3.76%
Growth 2010 - 2019		8.66%
Growth 2000 - 2010		10.85%
2019 Est. Families by Poverty Status	17,375	
2019 Families at or Above Poverty	16,513	95.04%
2019 Families at or Above Poverty with Children	7,100	40.86%
2019 Families Below Poverty	862	4.96%
2019 Families Below Poverty with Children	574	3.30%
2019 Est. Pop 16+ by Employment Status	53,333	
Civilian Labor Force, Employed	36,134	67.75%
Civilian Labor Force, Unemployed	833	1.56%
Armed Forces	48	0.09%
Not in Labor Force	16,318	30.60%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	35,877	
For-Profit Private Workers	23,582	65.73%
Non-Profit Private Workers	3,882	10.82%
Local Government Workers	350	0.98%
State Government Workers	1,062	2.96%
Federal Government Workers	2,783	7.76%
Self-Employed Workers	4,181	11.65%
Unpaid Family Workers	39	0.11%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	35,877	
Architect/Engineer	948	2.64%
Arts/Entertainment/Sports	629	1.75%
Building Grounds Maintenance	1,460	4.07%
Business/Financial Operations	1,789	4.99%
Community/Social Services	754	2.10%
Computer/Mathematical	1,037	2.89%
Construction/Extraction	1,806	5.03%
Education/Training/Library	2,482	6.92%
Farming/Fishing/Forestry	180	0.50%
Food Prep/Serving	1,648	4.59%
Health Practitioner/Technician	2,668	7.44%
Healthcare Support	724	2.02%
Maintenance Repair	973	2.71%
Legal	332	0.93%
Life/Physical/Social Science	319	0.89%
Management	4,014	11.19%
Office/Admin. Support	4,522	12.60%
Production	1,147	3.20%
Protective Services	572	1.59%
Sales/Related	4,592	12.80%
Personal Care/Service	1,392	3.88%
Transportation/Moving	1,889	5.27%
2019 Est. Pop 16+ by Occupation Classification	35,877	
White Collar	24,086	67.14%
Blue Collar	5,816	16.21%
Service and Farm	5,976	16.66%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	34,875	
Drove Alone	28,960	83.04%
Car Pooled	2,430	6.97%
Public Transportation	114	0.33%
Walked	859	2.46%
Bicycle	57	0.16%
Other Means	74	0.21%
Worked at Home	2,381	6.83%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,579	
15 - 29 Minutes	12,065	
30 - 44 Minutes	10,367	
45 - 59 Minutes	3,069	
60 or more Minutes	1,626	
2019 Est. Avg Travel Time to Work in Minutes		30.04
2019 Est. Occupied Housing Units by Tenure	24,371	
Owner Occupied	19,857	81.48%
Renter Occupied	4,514	18.52%
2019 Owner Occ. HUs: Avg. Length of Residence		16.12
2019 Renter Occ. HUs: Avg. Length of Residence		5.84

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	24,371	
Value Less than \$20,000	303	1.53%
Value \$20,000 - \$39,999	173	0.87%
Value \$40,000 - \$59,999	197	0.99%
Value \$60,000 - \$79,999	193	0.97%
Value \$80,000 - \$99,999	128	0.65%
Value \$100,000 - \$149,999	956	4.81%
Value \$150,000 - \$199,999	2,243	11.30%
Value \$200,000 - \$299,999	6,791	34.20%
Value \$300,000 - \$399,999	4,702	23.68%
Value \$400,000 - \$499,999	2,246	11.31%
Value \$500,000 - \$749,999	1,144	5.76%
Value \$750,000 - \$999,999	441	2.22%
Value \$1,000,000 or \$1,499,999	224	1.13%
Value \$1,500,000 or \$1,999,999	38	0.19%
Value \$2,000,000+	78	0.39%
2019 Est. Median All Owner-Occupied Housing Value		\$283,852
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	25,285	82.72%
1 Unit Detached	803	2.63%
2 Units	1,134	3.71%
3 or 4 Units	626	2.05%
5 to 19 Units	533	1.74%
20 to 49 Units	320	1.05%
50 or More Units	90	0.29%
Mobile Home or Trailer	1,769	5.79%
Boat, RV, Van, etc.	9	0.03%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine

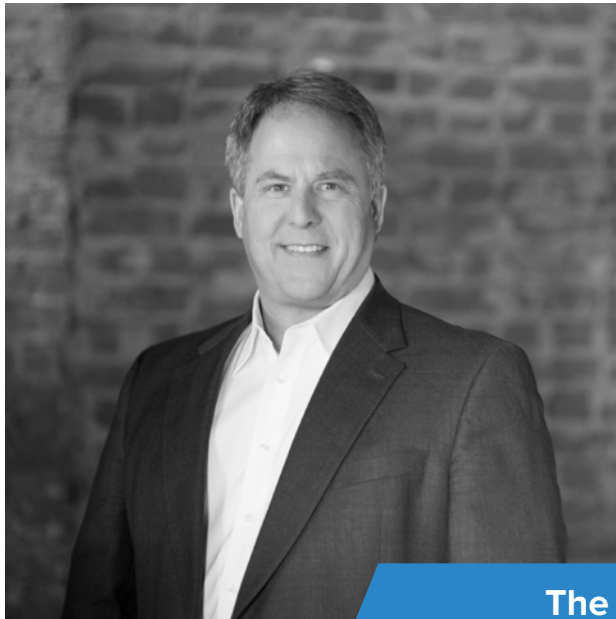
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,880	6.15%
Housing Units Built 2010 to 2014	468	1.53%
Housing Units Built 2000 to 2009	4,957	16.22%
Housing Units Built 1990 to 1999	4,715	15.43%
Housing Units Built 1980 to 1989	4,763	15.58%
Housing Units Built 1970 to 1979	4,643	15.19%
Housing Units Built 1960 to 1969	2,339	7.65%
Housing Units Built 1950 to 1959	1,873	6.13%
Housing Units Built 1940 to 1949	1,354	4.43%
Housing Unit Built 1939 or Earlier	3,575	11.70%
2019 Est. Median Year Structure Built		1983

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.

 TheRetailCoach®



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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