



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

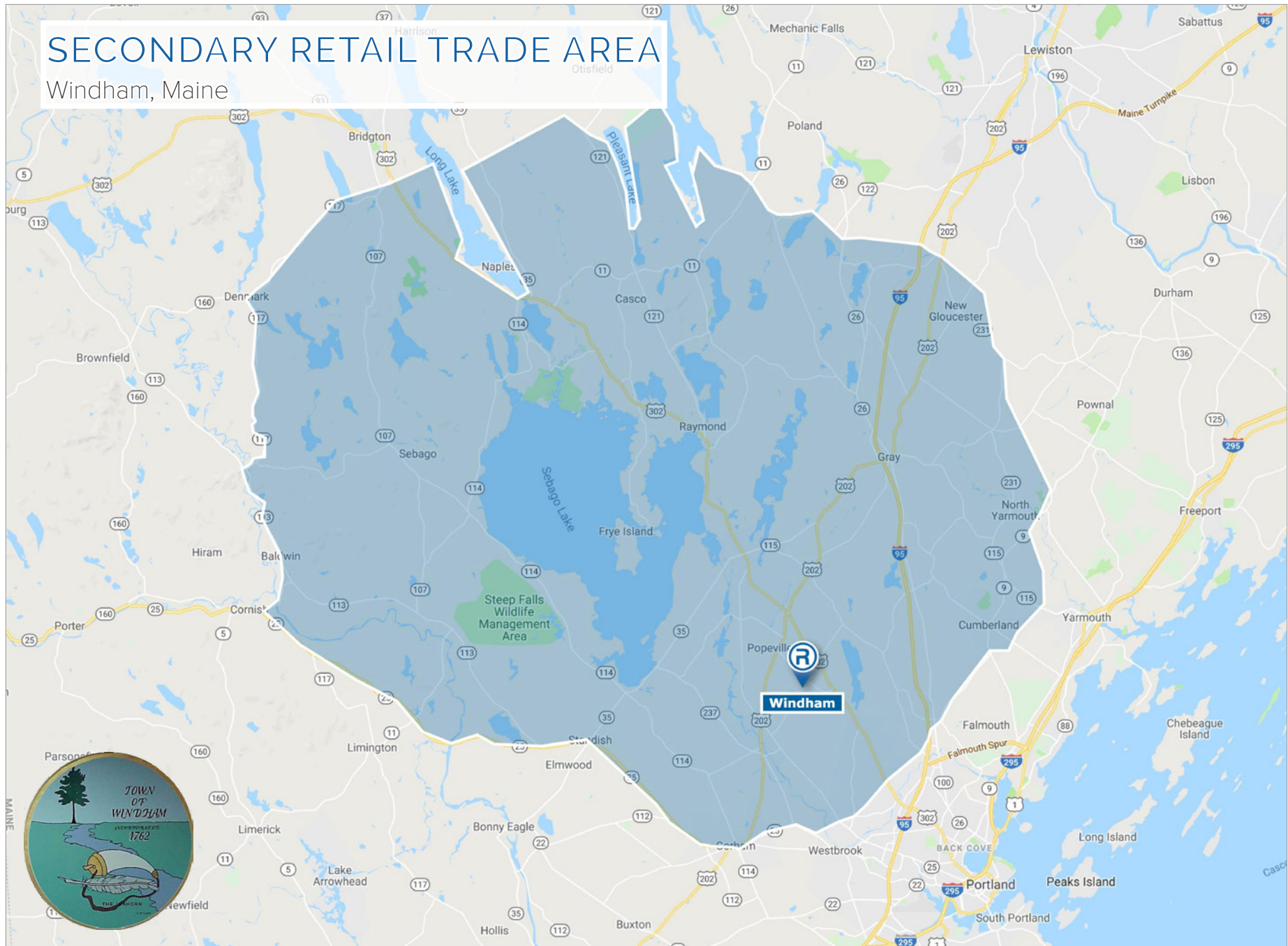
Windham, Maine

Prepared for  
Windham Maine Economic Development Corporation  
July 2019



# SECONDARY RETAIL TRADE AREA

Windham, Maine



 TheRetailCoach®

**CONTACT**    **THOMAS BARTELL, EXECUTIVE DIRECTOR**

Windham Maine Economic Development Corporation | 8 School Road | Windham, Maine 04062 | 207.892.1936  
thbartell@town.windham.me.us | www.windhamworksforme.com

# SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Windham, Maine



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$3,039,910,930</b>	<b>\$455,578,810</b>	<b>\$2,584,332,120</b>	<b>0.15</b>
441	Motor vehicle and parts dealers	\$584,926,499	\$163,023,017	\$421,903,482	0.28
4411	Automobile dealers	\$456,085,110	\$150,535,964	\$305,549,146	0.33
4412	Other motor vehicle dealers	\$74,911,587	\$8,795,252	\$66,116,335	0.12
4413	Automotive parts, accessories, and tire stores	\$53,929,802	\$3,691,801	\$50,238,001	0.07
442	Furniture and home furnishings stores	\$49,343,650	\$11,702,336	\$37,641,314	0.24
4421	Furniture stores	\$19,137,180	\$7,166,610	\$11,970,570	0.37
4422	Home furnishings stores	\$30,206,470	\$4,535,726	\$25,670,744	0.15
443	Electronics and appliance stores	\$27,745,776	\$11,188,114	\$16,557,662	0.40
443141	Household appliance stores	\$6,576,659	\$5,138,930	\$1,437,729	0.78
443142	Electronics stores	\$21,169,118	\$6,049,184	\$15,119,934	0.29
444	Building material and garden equipment and supplies dealers	\$256,811,477	\$53,489,845	\$203,321,632	0.21
4441	Building material and supplies dealers	\$226,700,548	\$38,654,324	\$188,046,224	0.17
44411	Home centers	\$106,887,450	\$28,620,144	\$78,267,306	0.27
44412	Paint and wallpaper stores	\$5,269,628	\$49	\$5,269,579	0.00
44413	Hardware stores	\$24,274,641	\$30	\$24,274,611	0.00
44419	Other building material dealers	\$90,268,829	\$10,034,101	\$80,234,728	0.11
4442	Lawn and garden equipment and supplies stores	\$30,110,929	\$14,835,521	\$15,275,408	0.49
44421	Outdoor power equipment stores	\$13,583,231	\$4,295,715	\$9,287,516	0.32
44422	Nursery, garden center, and farm supply stores	\$16,527,698	\$10,539,806	\$5,987,892	0.64
445	Food and beverage stores	\$435,821,603	\$51,787,979	\$384,033,624	0.12
4451	Grocery stores	\$406,819,419	\$47,764,842	\$359,054,577	0.12
44511	Supermarkets and other grocery (except convenience) stores	\$381,100,646	\$47,057,386	\$334,043,260	0.12
44512	Convenience stores	\$25,718,773	\$707,456	\$25,011,317	0.03
4452	Specialty food stores	\$18,410,696	\$2,965,623	\$15,445,073	0.16
4453	Beer, wine, and liquor stores	\$10,591,487	\$1,057,514	\$9,533,973	0.10

\*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	\$130,990,481	\$14,739,158	\$116,251,323	0.11
44611	Pharmacies and drug stores	\$115,908,730	\$13,325,622	\$102,583,108	0.11
44612	Cosmetics, beauty supplies, and perfume stores	\$5,031,499	\$5,537	\$5,025,962	0.00
44613	Optical goods stores	\$4,091,917	\$2,463	\$4,089,454	0.00
44619	Other health and personal care stores	\$5,958,335	\$1,405,536	\$4,552,799	0.24
447	Gasoline stations	\$280,038,894	\$10,788,171	\$269,250,723	0.04
448	Clothing and clothing accessories stores	\$93,852,703	\$3,939,439	\$89,913,264	0.04
4481	Clothing stores	\$65,109,234	\$887,215	\$64,222,019	0.01
44811	Men's clothing stores	\$2,463,933	\$10	\$2,463,923	0.00
44812	Women's clothing stores	\$8,623,272	\$10	\$8,623,262	0.00
44813	Children's and infants' clothing stores	\$3,815,760	\$11	\$3,815,749	0.00
44814	Family clothing stores	\$41,821,574	\$859,533	\$40,962,041	0.02
44815	Clothing accessories stores	\$3,136,061	\$8	\$3,136,053	0.00
44819	Other clothing stores	\$5,248,635	\$27,643	\$5,220,992	0.01
4482	Shoe stores	\$13,073,555	\$915,908	\$12,157,647	0.07
4483	Jewelry, luggage, and leather goods stores	\$15,669,914	\$2,136,316	\$13,533,598	0.14
44831	Jewelry stores	\$15,253,905	\$2,136,316	\$13,117,589	0.14
44832	Luggage and leather goods stores	\$416,009	\$0	\$416,009	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$42,503,946	\$10,288,849	\$32,215,097	0.24
4511	Sporting goods, hobby, and musical instrument stores	\$39,004,840	\$10,288,829	\$28,716,011	0.26
45111	Sporting goods stores	\$30,757,600	\$8,825,690	\$21,931,910	0.29
45112	Hobby, toy, and game stores	\$5,747,194	\$514,679	\$5,232,515	0.09
45113	Sewing, needlework, and piece goods stores	\$1,611,902	\$948,458	\$663,444	0.59
45114	Musical instrument and supplies stores	\$888,144	\$2	\$888,142	0.00
4512	Book stores and news dealers	\$3,499,106	\$20	\$3,499,086	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$279,645,115	\$43,980,255	\$235,664,860	0.16
4522	Department stores	\$50,240,652	\$7,925,988	\$42,314,664	0.16
4523	Other general merchandise stores	\$229,404,462	\$36,054,267	\$193,350,195	0.16
453	Miscellaneous store retailers	\$52,182,924	\$4,235,161	\$47,947,763	0.08
4531	Florists	\$3,849,661	\$350,841	\$3,498,820	0.09
4532	Office supplies, stationery, and gift stores	\$11,723,402	\$627,305	\$11,096,097	0.05
45321	Office supplies and stationery stores	\$3,318,003	\$395,883	\$2,922,120	0.12
45322	Gift, novelty, and souvenir stores	\$8,405,399	\$231,422	\$8,173,977	0.03
4533	Used merchandise stores	\$10,251,056	\$622,655	\$9,628,401	0.06
4539	Other miscellaneous store retailers	\$26,358,805	\$2,634,360	\$23,724,445	0.10
45391	Pet and pet supplies stores	\$9,206,545	\$2,633,878	\$6,572,667	0.29
45399	All other miscellaneous store retailers	\$17,152,260	\$482	\$17,151,778	0.00
454	Non-store retailers	\$532,061,410	\$33,807,368	\$498,254,042	0.06
722	Food services and drinking places	\$273,986,452	\$42,609,118	\$231,377,334	0.16
7223	Special food services	\$16,286,016	\$25,900	\$16,260,116	0.00
7224	Drinking places (alcoholic beverages)	\$6,964,740	\$90	\$6,964,650	0.00
7225	Restaurants and other eating places	\$250,735,696	\$42,583,128	\$208,152,568	0.17
722511	Full-service restaurants	\$145,791,455	\$35,810,857	\$109,980,598	0.25
722513	Limited-service restaurants	\$74,643,786	\$6,151	\$74,637,635	0.00
722514	Cafeterias, grill buffets, and buffets	\$1,676,373	\$198	\$1,676,175	0.00
722515	Snack and nonalcoholic beverage bars	\$28,624,082	\$6,765,922	\$21,858,160	0.24

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# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
<b>Population</b>		
2024 Projection	86,445	
2019 Estimate	83,837	
2010 Census	78,481	
2000 Census	69,919	
Growth 2019 - 2024		3.11%
Growth 2010 - 2019		6.83%
Growth 2000 - 2010		12.25%
<b>2019 Est. Population by Single-Classification Race</b>	83,837	
White Alone	80,626	96.17%
Black or African American Alone	598	0.71%
Amer. Indian and Alaska Native Alone	248	0.30%
Asian Alone	633	0.76%
Native Hawaiian and Other Pacific Island Alone	28	0.03%
Some Other Race Alone	223	0.27%
Two or More Races	1,481	1.77%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	83,837	
Not Hispanic or Latino	82,842	98.81%
Hispanic or Latino	994	1.19%
Mexican	278	27.97%
Puerto Rican	250	25.15%
Cuban	46	4.63%
All Other Hispanic or Latino	420	42.25%

DESCRIPTION	DATA	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	994	
White Alone	660	66.40%
Black or African American Alone	21	2.11%
American Indian and Alaska Native Alone	15	1.51%
Asian Alone	6	0.60%
Native Hawaiian and Other Pacific Islander Alone	5	0.50%
Some Other Race Alone	172	17.30%
Two or More Races	115	11.57%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	633	
Chinese, except Taiwanese	132	20.85%
Filipino	121	19.12%
Japanese	47	7.43%
Asian Indian	60	9.48%
Korean	75	11.85%
Vietnamese	109	17.22%
Cambodian	54	8.53%
Hmong	0	0.00%
Laotian	1	0.16%
Thai	5	0.79%
All Other Asian Races Including 2+ Category	28	4.42%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
<b>2019 Est. Population by Ancestry</b>	83,837	
Arab	271	0.32%
Czech	125	0.15%
Danish	781	0.93%
Dutch	498	0.59%
English	13,213	15.76%
French (except Basque)	7,922	9.45%
French Canadian	3,997	4.77%
German	3,799	4.53%
Greek	289	0.35%
Hungarian	57	0.07%
Irish	10,379	12.38%
Italian	4,183	4.99%
Lithuanian	121	0.14%
United States or American	5,169	6.17%
Norwegian	533	0.64%
Polish	1,010	1.21%
Portuguese	300	0.36%
Russian	289	0.35%
Scottish	3,267	3.90%
Scotch-Irish	975	1.16%
Slovak	56	0.07%
Subsaharan African	236	0.28%
Swedish	1,022	1.22%
Swiss	105	0.13%
Ukrainian	108	0.13%
Welsh	341	0.41%
West Indian (except Hisp. groups)	236	0.28%
Other ancestries	11,392	13.59%
Ancestry Unclassified	13,164	15.70%

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	76,341	95.92%
Speak Asian/Pacific Island Language at Home	291	0.37%
Speak IndoEuropean Language at Home	1,785	2.24%
Speak Spanish at Home	861	1.08%
Speak Other Language at Home	307	0.39%
<b>2019 Est. Population by Age</b>	83,837	
Age 0 - 4	4,252	5.07%
Age 5 - 9	4,401	5.25%
Age 10 - 14	4,689	5.59%
Age 15 - 17	3,095	3.69%
Age 18 - 20	4,175	4.98%
Age 21 - 24	4,475	5.34%
Age 25 - 34	9,534	11.37%
Age 35 - 44	9,753	11.63%
Age 45 - 54	12,125	14.46%
Age 55 - 64	13,047	15.56%
Age 65 - 74	9,300	11.09%
Age 75 - 84	3,637	4.34%
Age 85 and over	1,354	1.62%
Age 16 and over	69,494	82.89%
Age 18 and over	67,400	80.39%
Age 21 and over	63,225	75.41%
Age 65 and over	14,290	17.05%
<b>2019 Est. Median Age</b>		42.63
<b>2019 Est. Average Age</b>		41.25

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	83,837	
Male	41,419	49.40%
Female	42,418	50.60%
<b>2019 Est. Male Population by Age</b>	41,419	
Age 0 - 4	2,188	5.28%
Age 5 - 9	2,248	5.43%
Age 10 - 14	2,408	5.81%
Age 15 - 17	1,602	3.87%
Age 18 - 20	2,075	5.01%
Age 21 - 24	2,319	5.60%
Age 25 - 34	4,833	11.67%
Age 35 - 44	4,841	11.69%
Age 45 - 54	5,891	14.22%
Age 55 - 64	6,360	15.36%
Age 65 - 74	4,521	10.92%
Age 75 - 84	1,653	3.99%
Age 85 and over	479	1.16%
<b>2019 Est. Median Age, Male</b>		41.42
<b>2019 Est. Average Age, Male</b>		40.46

DESCRIPTION	DATA	%
<b>2019 Est. Female Population by Age</b>	42,418	
Age 0 - 4	2,064	4.87%
Age 5 - 9	2,152	5.07%
Age 10 - 14	2,281	5.38%
Age 15 - 17	1,493	3.52%
Age 18 - 20	2,100	4.95%
Age 21 - 24	2,156	5.08%
Age 25 - 34	4,700	11.08%
Age 35 - 44	4,911	11.58%
Age 45 - 54	6,235	14.70%
Age 55 - 64	6,687	15.77%
Age 65 - 74	4,779	11.27%
Age 75 - 84	1,984	4.68%
Age 85 and over	874	2.06%
<b>2019 Est. Median Age, Female</b>		43.79
<b>2019 Est. Average Age, Female</b>		42.01
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	19,960	28.31%
Males, Never Married	10,513	14.91%
Females, Never Married	9,447	13.40%
Married, Spouse present	35,471	50.32%
Married, Spouse absent	2,041	2.90%
Widowed	3,701	5.25%
Males Widowed	892	1.27%
Females Widowed	2,809	3.99%
Divorced	9,323	13.23%
Males Divorced	4,553	6.46%
Females Divorced	4,770	6.77%



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	735	1.3%
Some High School, no diploma	2,280	3.9%
High School Graduate (or GED)	17,702	30.1%
Some College, no degree	10,614	18.1%
Associate Degree	5,711	9.7%
Bachelor's Degree	14,275	24.3%
Master's Degree	5,488	9.3%
Professional School Degree	1,234	2.1%
Doctorate Degree	711	1.2%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	84	17.07%
High School Graduate	73	14.84%
Some College or Associate's Degree	107	21.75%
Bachelor's Degree or Higher	227	46.14%
<b>Households</b>		
2024 Projection	33,262	
2019 Estimate	32,071	
2010 Census	29,553	
2000 Census	25,479	
Growth 2019 - 2024		3.71%
Growth 2010 - 2019		8.52%
Growth 2000 - 2010		15.99%

DESCRIPTION	DATA	%
<b>2019 Est. Households by Household Type</b>		
Family Households	22,898	71.40%
Nonfamily Households	9,173	28.60%
2019 Est. Group Quarters Population	3,106	
2019 Households by Ethnicity, Hispanic/Latino	291	
<b>2019 Est. Households by Household Income</b>		
Income < \$15,000	1,854	5.78%
Income \$15,000 - \$24,999	2,077	6.48%
Income \$25,000 - \$34,999	2,272	7.08%
Income \$35,000 - \$49,999	3,351	10.45%
Income \$50,000 - \$74,999	6,008	18.73%
Income \$75,000 - \$99,999	5,048	15.74%
Income \$100,000 - \$124,999	3,866	12.05%
Income \$125,000 - \$149,999	2,697	8.41%
Income \$150,000 - \$199,999	2,454	7.65%
Income \$200,000 - \$249,999	1,123	3.50%
Income \$250,000 - \$499,999	960	2.99%
Income \$500,000+	359	1.12%
<b>2019 Est. Average Household Income</b>		\$96,885
<b>2019 Est. Median Household Income</b>		\$77,141

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$77,629
Black or African American Alone		\$41,210
American Indian and Alaska Native Alone		\$32,621
Asian Alone		\$72,710
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$84,746
Two or More Races		\$54,563
Hispanic or Latino		\$78,717
Not Hispanic or Latino		\$77,127
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	22,898	
Married-Couple Family, own children	7,367	32.17%
Married-Couple Family, no own children	11,144	48.67%
Male Householder, own children	852	3.72%
Male Householder, no own children	597	2.61%
Female Householder, own children	1,728	7.55%
Female Householder, no own children	1,210	5.28%
<b>2019 Est. Households by Household Size</b>	32,071	
1-person	7,081	22.08%
2-person	12,196	38.03%
3-person	5,651	17.62%
4-person	4,680	14.59%
5-person	1,667	5.20%
6-person	579	1.81%
7-or-more-person	218	0.68%
<b>2019 Est. Average Household Size</b>		2.51

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	32,071	
Households with 1 or More People under Age 18:	10,810	33.71%
Married-Couple Family	7,773	71.91%
Other Family, Male Householder	935	8.65%
Other Family, Female Householder	1,957	18.10%
Nonfamily, Male Householder	110	1.02%
Nonfamily, Female Householder	35	0.32%
<b>Households with No People under Age 18:</b>	21,261	66.29%
Married-Couple Family	10,744	50.53%
Other Family, Male Householder	513	2.41%
Other Family, Female Householder	980	4.61%
Nonfamily, Male Householder	4,253	20.00%
Nonfamily, Female Householder	4,771	22.44%
<b>2019 Est. Households by Number of Vehicles</b>	32,071	
No Vehicles	895	2.79%
1 Vehicle	9,013	28.10%
2 Vehicles	14,705	45.85%
3 Vehicles	5,176	16.14%
4 Vehicles	1,658	5.17%
5 or more Vehicles	625	1.95%
<b>2019 Est. Average Number of Vehicles</b>		2.01

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2024 Projection	23,751	
2019 Estimate	22,898	
2010 Census	21,101	
2000 Census	18,999	
Growth 2019 - 2024		3.73%
Growth 2010 - 2019		8.52%
Growth 2000 - 2010		11.06%
<b>2019 Est. Families by Poverty Status</b>	22,898	
2019 Families at or Above Poverty	21,705	94.79%
2019 Families at or Above Poverty with Children	9,254	40.41%
2019 Families Below Poverty	1,193	5.21%
2019 Families Below Poverty with Children	818	3.57%
<b>2019 Est. Pop 16+ by Employment Status</b>	69,494	
Civilian Labor Force, Employed	46,601	67.06%
Civilian Labor Force, Unemployed	1,151	1.66%
Armed Forces	50	0.07%
Not in Labor Force	21,692	31.21%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	46,369	
For-Profit Private Workers	30,247	65.23%
Non-Profit Private Workers	5,105	11.01%
Local Government Workers	444	0.96%
State Government Workers	1,318	2.84%
Federal Government Workers	3,586	7.73%
Self-Employed Workers	5,625	12.13%
Unpaid Family Workers	44	0.10%

DESCRIPTION	DATA	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	46,369	
Architect/Engineer	1,155	2.49%
Arts/Entertainment/Sports	859	1.85%
Building Grounds Maintenance	1,897	4.09%
Business/Financial Operations	2,262	4.88%
Community/Social Services	955	2.06%
Computer/Mathematical	1,337	2.88%
Construction/Extraction	2,415	5.21%
Education/Training/Library	3,156	6.81%
Farming/Fishing/Forestry	274	0.59%
Food Prep/Serving	2,096	4.52%
Health Practitioner/Technician	3,429	7.40%
Healthcare Support	998	2.15%
Maintenance Repair	1,264	2.73%
Legal	450	0.97%
Life/Physical/Social Science	371	0.80%
Management	5,210	11.24%
Office/Admin. Support	5,768	12.44%
Production	1,697	3.66%
Protective Services	674	1.45%
Sales/Related	5,745	12.39%
Personal Care/Service	1,689	3.64%
Transportation/Moving	2,668	5.75%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	46,369	
White Collar	30,697	66.20%
Blue Collar	8,044	17.35%
Service and Farm	7,627	16.45%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine



DESCRIPTION	DATA	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	45,142	
Drove Alone	37,524	83.12%
Car Pooled	3,227	7.15%
Public Transportation	124	0.28%
Walked	962	2.13%
Bicycle	70	0.16%
Other Means	105	0.23%
Worked at Home	3,130	6.93%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,885	
15 - 29 Minutes	15,005	
30 - 44 Minutes	13,048	
45 - 59 Minutes	4,863	
60 or more Minutes	2,451	
2019 Est. Avg Travel Time to Work in Minutes		31.18
<b>2019 Est. Occupied Housing Units by Tenure</b>	32,071	
Owner Occupied	26,407	82.34%
Renter Occupied	5,664	17.66%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		16.31
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		6.03

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	32,071	
Value Less than \$20,000	404	1.53%
Value \$20,000 - \$39,999	238	0.90%
Value \$40,000 - \$59,999	274	1.04%
Value \$60,000 - \$79,999	377	1.43%
Value \$80,000 - \$99,999	273	1.03%
Value \$100,000 - \$149,999	1,658	6.28%
Value \$150,000 - \$199,999	3,243	12.28%
Value \$200,000 - \$299,999	8,736	33.08%
Value \$300,000 - \$399,999	5,800	21.96%
Value \$400,000 - \$499,999	2,830	10.72%
Value \$500,000 - \$749,999	1,535	5.81%
Value \$750,000 - \$999,999	600	2.27%
Value \$1,000,000 or \$1,499,999	288	1.09%
Value \$1,500,000 or \$1,999,999	47	0.18%
Value \$2,000,000+	102	0.39%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$275,979
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	34,144	83.47%
1 Unit Detached	985	2.41%
2 Units	1,295	3.17%
3 or 4 Units	820	2.01%
5 to 19 Units	632	1.55%
20 to 49 Units	378	0.92%
50 or More Units	94	0.23%
Mobile Home or Trailer	2,547	6.23%
Boat, RV, Van, etc.	12	0.03%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Windham, Maine

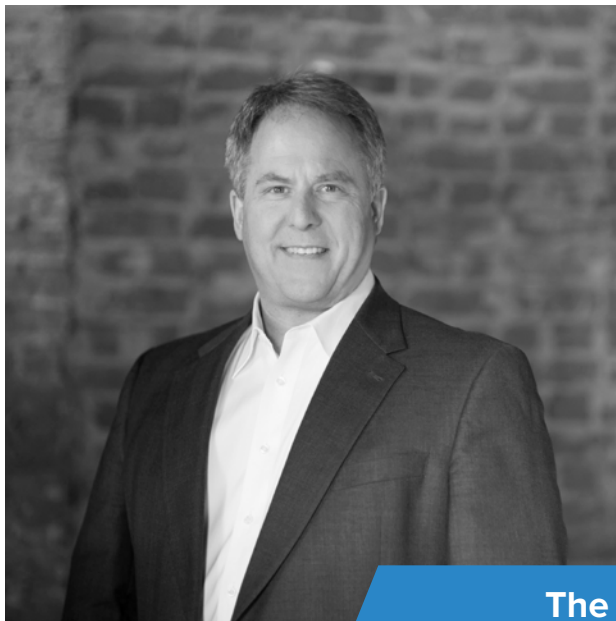
DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,443	5.97%
Housing Units Built 2010 to 2014	611	1.49%
Housing Units Built 2000 to 2009	6,740	16.48%
Housing Units Built 1990 to 1999	6,214	15.19%
Housing Units Built 1980 to 1989	6,314	15.44%
Housing Units Built 1970 to 1979	6,100	14.91%
Housing Units Built 1960 to 1969	3,195	7.81%
Housing Units Built 1950 to 1959	2,488	6.08%
Housing Units Built 1940 to 1949	1,684	4.12%
Housing Unit Built 1939 or Earlier	5,117	12.51%
<b>2019 Est. Median Year Structure Built</b>		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.

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