



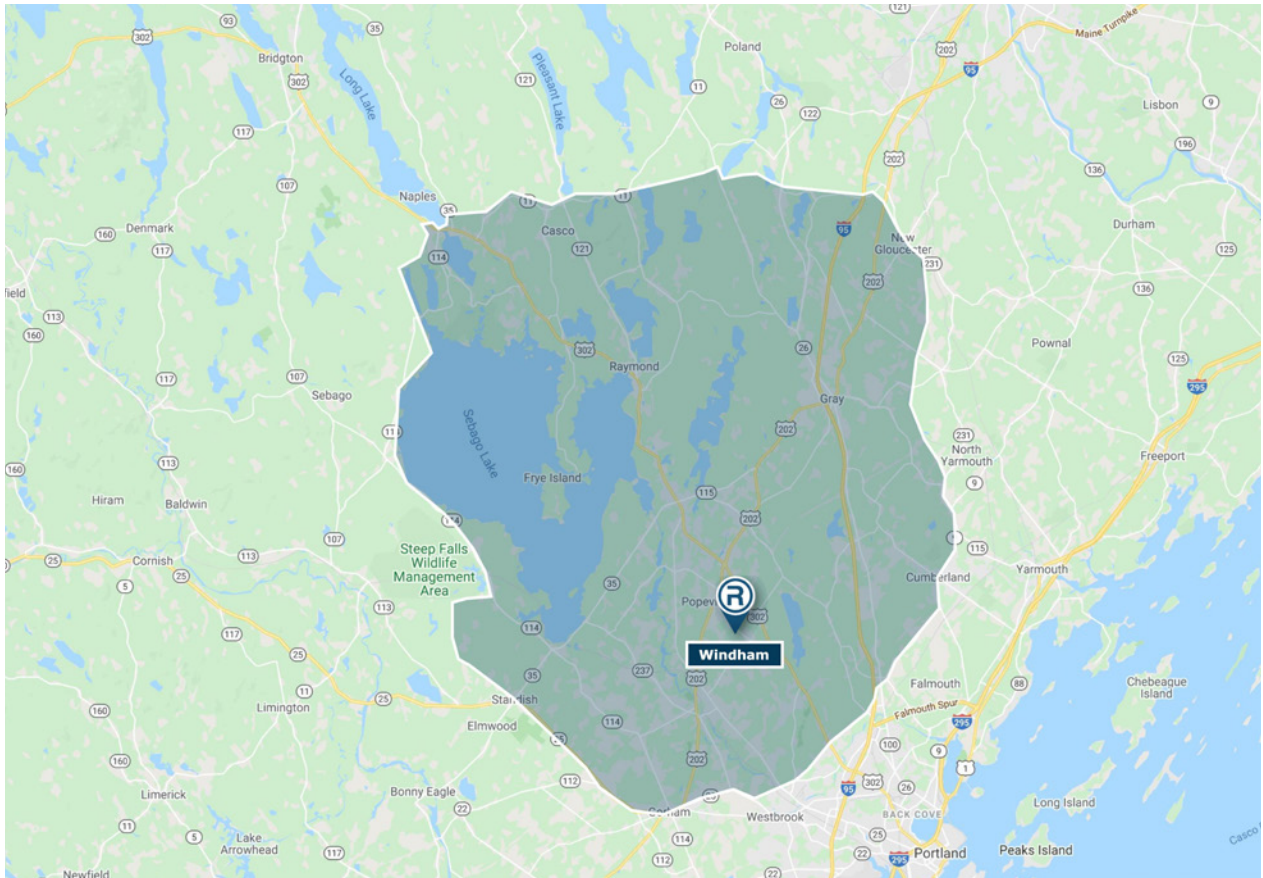
WINDHAM, MAINE

# Primary Retail Trade Area Demographic Profile

 **TheRetailCoach.**

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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.





# Primary Retail Trade Area • Demographic Profile

## Windham, Maine

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	66,335	
2020 Estimate	64,542	
2010 Census	60,260	
2000 Census	53,671	
Growth 2020 - 2025		2.78%
Growth 2010 - 2020		7.11%
Growth 2000 - 2010		12.28%
<b>2020 Est. Population by Single-Classification Race</b>	<b>64,542</b>	
White Alone	61,868	95.86%
Black or African American Alone	550	0.85%
Amer. Indian and Alaska Native Alone	190	0.29%
Asian Alone	522	0.81%
Native Hawaiian and Other Pacific Island Alone	17	0.03%
Some Other Race Alone	192	0.30%
Two or More Races	1,203	1.86%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>64,542</b>	
Not Hispanic or Latino	63,667	98.64%
Hispanic or Latino	875	1.36%
Mexican	233	26.63%
Puerto Rican	209	23.89%
Cuban	37	4.23%
All Other Hispanic or Latino	396	45.26%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>875</b>	
White Alone	569	65.03%
Black or African American Alone	20	2.29%
American Indian and Alaska Native Alone	11	1.26%
Asian Alone	6	0.69%
Native Hawaiian and Other Pacific Islander Alone	5	0.57%
Some Other Race Alone	159	18.17%
Two or More Races	106	12.11%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>522</b>	
Chinese, except Taiwanese	152	29.12%
Filipino	29	5.56%
Japanese	17	3.26%
Asian Indian	46	8.81%
Korean	39	7.47%
Vietnamese	109	20.88%
Cambodian	92	17.63%
Hmong	0	0.00%
Laotian	1	0.19%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	38	7.28%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>64,542</b>	
Arab	66	0.10%
Czech	25	0.04%
Danish	353	0.55%
Dutch	351	0.54%
English	11,158	17.29%
French (except Basque)	6,960	10.78%
French Canadian	3,519	5.45%
German	3,294	5.10%
Greek	260	0.40%
Hungarian	90	0.14%
Irish	7,568	11.73%
Italian	3,650	5.66%
Lithuanian	114	0.18%
United States or American	3,069	4.76%
Norwegian	510	0.79%
Polish	923	1.43%
Portuguese	143	0.22%
Russian	329	0.51%
Scottish	2,328	3.61%
Scotch-Irish	1,306	2.02%
Slovak	26	0.04%
Subsaharan African	41	0.06%
Swedish	431	0.67%
Swiss	55	0.09%
Ukrainian	56	0.09%
Welsh	205	0.32%
West Indian (except Hisp. groups)	77	0.12%
Other ancestries	7,075	10.96%
Ancestry Unclassified	10,559	16.36%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	58,340	94.98%
Speak Asian/Pacific Island Language at Home	354	0.58%
Speak IndoEuropean Language at Home	1,965	3.20%
Speak Spanish at Home	711	1.16%
Speak Other Language at Home	51	0.08%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>64,542</b>	
Age 0 - 4	3,121	4.84%
Age 5 - 9	3,260	5.05%
Age 10 - 14	3,498	5.42%
Age 15 - 17	2,333	3.62%
Age 18 - 20	3,457	5.36%
Age 21 - 24	3,542	5.49%
Age 25 - 34	7,643	11.84%
Age 35 - 44	7,495	11.61%
Age 45 - 54	9,203	14.26%
Age 55 - 64	9,937	15.40%
Age 65 - 74	7,263	11.25%
Age 75 - 84	2,801	4.34%
Age 85 and over	989	1.53%
Age 16 and over	53,904	83.52%
Age 18 and over	52,330	81.08%
Age 21 and over	48,873	75.72%
Age 65 and over	11,053	17.13%
2020 Est. Median Age		42.36
2020 Est. Average Age		41.28
<b>2020 Est. Population by Sex</b>	<b>64,542</b>	
Male	31,800	49.27%
Female	32,742	50.73%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>31,800</b>	
Age 0 - 4	1,605	5.05%
Age 5 - 9	1,666	5.24%
Age 10 - 14	1,790	5.63%
Age 15 - 17	1,206	3.79%
Age 18 - 20	1,694	5.33%
Age 21 - 24	1,846	5.81%
Age 25 - 34	3,853	12.12%
Age 35 - 44	3,724	11.71%
Age 45 - 54	4,465	14.04%
Age 55 - 64	4,821	15.16%
Age 65 - 74	3,505	11.02%
Age 75 - 84	1,277	4.02%
Age 85 and over	348	1.09%
2020 Est. Median Age, Male		41.14
2020 Est. Average Age, Male		40.50
<b>2020 Est. Female Population by Age</b>	<b>32,742</b>	
Age 0 - 4	1,516	4.63%
Age 5 - 9	1,594	4.87%
Age 10 - 14	1,708	5.22%
Age 15 - 17	1,127	3.44%
Age 18 - 20	1,763	5.39%
Age 21 - 24	1,696	5.18%
Age 25 - 34	3,790	11.58%
Age 35 - 44	3,771	11.52%
Age 45 - 54	4,738	14.47%
Age 55 - 64	5,116	15.63%
Age 65 - 74	3,758	11.48%
Age 75 - 84	1,524	4.66%
Age 85 and over	640	1.96%
2020 Est. Median Age, Female		43.53
2020 Est. Average Age, Female		42.03

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	15,805	28.91%
Males, Never Married	8,295	15.18%
Females, Never Married	7,510	13.74%
Married, Spouse present	28,083	51.38%
Married, Spouse absent	1,176	2.15%
Widowed	2,753	5.04%
Males Widowed	666	1.22%
Females Widowed	2,087	3.82%
Divorced	6,846	12.52%
Males Divorced	3,112	5.69%
Females Divorced	3,734	6.83%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	557	1.2%
Some High School, no diploma	1,671	3.7%
High School Graduate (or GED)	12,151	26.8%
Some College, no degree	8,515	18.8%
Associate Degree	4,847	10.7%
Bachelor's Degree	11,530	25.4%
Master's Degree	4,609	10.2%
Professional School Degree	922	2.0%
Doctorate Degree	529	1.2%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	66	15.10%
High School Graduate	101	23.11%
Some College or Associate's Degree	71	16.25%
Bachelor's Degree or Higher	199	45.54%
<b>Households</b>		
2025 Projection	25,353	
2020 Estimate	24,531	
2010 Census	22,524	
2000 Census	19,506	
Growth 2020 - 2025		3.35%
Growth 2010 - 2020		8.91%
Growth 2000 - 2010		15.47%
<b>2020 Est. Households by Household Type</b>	<b>24,531</b>	
Family Households	17,488	71.29%
Nonfamily Households	7,043	28.71%
2020 Est. Group Quarters Population	3,017	
2020 Households by Ethnicity, Hispanic/Latino	250	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>24,531</b>	
Income < \$15,000	998	4.07%
Income \$15,000 - \$24,999	1,484	6.05%
Income \$25,000 - \$34,999	1,500	6.12%
Income \$35,000 - \$49,999	2,284	9.31%
Income \$50,000 - \$74,999	3,983	16.24%
Income \$75,000 - \$99,999	4,139	16.87%
Income \$100,000 - \$124,999	3,402	13.87%
Income \$125,000 - \$149,999	2,383	9.71%
Income \$150,000 - \$199,999	2,229	9.09%
Income \$200,000 - \$249,999	1,074	4.38%
Income \$250,000 - \$499,999	805	3.28%
Income \$500,000+	249	1.02%
2020 Est. Average Household Income		\$104,009
2020 Est. Median Household Income		\$86,966
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$87,494
Black or African American Alone		\$42,646
American Indian and Alaska Native Alone		\$94,637
Asian Alone		\$94,483
Native Hawaiian and Other Pacific Islander Alone		\$55,768
Some Other Race Alone		\$114,811
Two or More Races		\$53,997
Hispanic or Latino		\$71,934
Not Hispanic or Latino		\$87,142
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>17,488</b>	
Married-Couple Family, own children	5,725	32.74%
Married-Couple Family, no own children	8,425	48.18%
Male Householder, own children	623	3.56%
Male Householder, no own children	452	2.59%
Female Householder, own children	1,336	7.64%
Female Householder, no own children	928	5.31%
<b>2020 Est. Households by Household Size</b>	<b>24,531</b>	
1-person	5,415	22.07%
2-person	9,268	37.78%
3-person	4,387	17.88%
4-person	3,602	14.68%
5-person	1,265	5.16%
6-person	435	1.77%
7-or-more-person	159	0.65%
2020 Est. Average Household Size		2.51

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## Windham, Maine

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>24,531</b>	
Households with 1 or More People under Age 18:	8,313	33.89%
Married-Couple Family	6,007	72.26%
Other Family, Male Householder	678	8.16%
Other Family, Female Householder	1,513	18.20%
Nonfamily, Male Householder	81	0.97%
Nonfamily, Female Householder	34	0.41%
<b>Households with No People under Age 18:</b>	<b>16,219</b>	<b>66.12%</b>
Married-Couple Family	8,142	50.20%
Other Family, Male Householder	393	2.42%
Other Family, Female Householder	753	4.64%
Nonfamily, Male Householder	3,260	20.10%
Nonfamily, Female Householder	3,670	22.63%
<b>2020 Est. Households by Number of Vehicles</b>	<b>24,531</b>	
No Vehicles	641	2.61%
1 Vehicle	6,634	27.04%
2 Vehicles	11,623	47.38%
3 Vehicles	3,924	16.00%
4 Vehicles	1,098	4.48%
5 or more Vehicles	612	2.50%
2020 Est. Average Number of Vehicles		2.03
<b>Family Households</b>		
2025 Projection	18,078	
2020 Estimate	17,488	
2010 Census	16,054	
2000 Census	14,481	
Growth 2020 - 2025		3.37%
Growth 2010 - 2020		8.93%
Growth 2000 - 2010		10.86%

<b>2020 Est. Families by Poverty Status</b>	<b>17,488</b>	
2020 Families at or Above Poverty	16,821	96.19%
2020 Families at or Above Poverty with Children	7,073	40.45%
2020 Families Below Poverty	668	3.82%
2020 Families Below Poverty with Children	458	2.62%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>53,904</b>	
Civilian Labor Force, Employed	36,559	67.82%
Civilian Labor Force, Unemployed	1,035	1.92%
Armed Forces	44	0.08%
Not in Labor Force	16,266	30.18%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>36,672</b>	
For-Profit Private Workers	24,069	65.63%
Non-Profit Private Workers	3,981	10.86%
Local Government Workers	308	0.84%
State Government Workers	1,243	3.39%
Federal Government Workers	2,729	7.44%
Self-Employed Workers	4,314	11.76%
Unpaid Family Workers	28	0.08%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>36,672</b>	
Architect/Engineer	783	2.14%
Arts/Entertainment/Sports	737	2.01%
Building Grounds Maintenance	1,366	3.73%
Business/Financial Operations	2,025	5.52%
Community/Social Services	659	1.80%
Computer/Mathematical	982	2.68%
Construction/Extraction	2,143	5.84%
Education/Training/Library	2,718	7.41%
Farming/Fishing/Forestry	151	0.41%
Food Prep/Serving	1,608	4.39%
Health Practitioner/Technician	2,409	6.57%
Healthcare Support	851	2.32%
Maintenance Repair	1,292	3.52%
Legal	303	0.83%
Life/Physical/Social Science	309	0.84%
Management	4,158	11.34%
Office/Admin. Support	4,641	12.66%
Production	1,129	3.08%
Protective Services	652	1.78%
Sales/Related	4,438	12.10%
Personal Care/Service	1,301	3.55%
Transportation/Moving	2,016	5.50%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>36,672</b>	
White Collar	24,163	65.89%
Blue Collar	6,580	17.94%
Service and Farm	5,930	16.17%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>35,798</b>	
Drove Alone	29,311	81.88%
Car Pooled	2,565	7.17%
Public Transportation	96	0.27%
Walked	849	2.37%
Bicycle	68	0.19%
Other Means	217	0.61%
Worked at Home	2,692	7.52%

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## Windham, Maine

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,149	
15 - 29 Minutes	11,354	
30 - 44 Minutes	11,107	
45 - 59 Minutes	3,072	
60 or more Minutes	1,748	
2020 Est. Avg Travel Time to Work in Minutes		30
2020 Est. Occupied Housing Units by Tenure	24,531	
Owner Occupied	19,991	81.49%
Renter Occupied	4,541	18.51%
2020 Owner Occ. HUs: Avg. Length of Residence		16.33
2020 Renter Occ. HUs: Avg. Length of Residence		5.96
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>24,531</b>	
Value Less than \$20,000	188	0.94%
Value \$20,000 - \$39,999	76	0.38%
Value \$40,000 - \$59,999	157	0.79%
Value \$60,000 - \$79,999	117	0.59%
Value \$80,000 - \$99,999	154	0.77%
Value \$100,000 - \$149,999	868	4.34%
Value \$150,000 - \$199,999	1,871	9.36%
Value \$200,000 - \$299,999	7,131	35.67%
Value \$300,000 - \$399,999	4,797	24.00%
Value \$400,000 - \$499,999	2,282	11.42%
Value \$500,000 - \$749,999	1,383	6.92%
Value \$750,000 - \$999,999	519	2.60%
Value \$1,000,000 or \$1,499,999	263	1.32%
Value \$1,500,000 or \$1,999,999	104	0.52%
Value \$2,000,000+	80	0.40%
2020 Est. Median All Owner-Occupied Housing Value		\$291,768

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,076	6.75%
Housing Units Built 2010 to 2014	593	1.93%
Housing Units Built 2000 to 2009	4,959	16.13%
Housing Units Built 1990 to 1999	4,833	15.72%
Housing Units Built 1980 to 1989	4,735	15.41%
Housing Units Built 1970 to 1979	4,586	14.92%
Housing Units Built 1960 to 1969	2,415	7.86%
Housing Units Built 1950 to 1959	2,135	6.95%
Housing Units Built 1940 to 1949	1,100	3.58%
Housing Unit Built 1939 or Earlier	3,305	10.75%
2020 Est. Median Year Structure Built		1984

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	25,753	83.79%
1 Unit Attached	795	2.59%
2 Units	914	2.97%
3 or 4 Units	783	2.55%
5 to 19 Units	512	1.67%
20 to 49 Units	297	0.97%
50 or More Units	95	0.31%
Mobile Home or Trailer	1,580	5.14%
Boat, RV, Van, etc.	8	0.03%





## ACKNOWLEDGMENTS

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, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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