



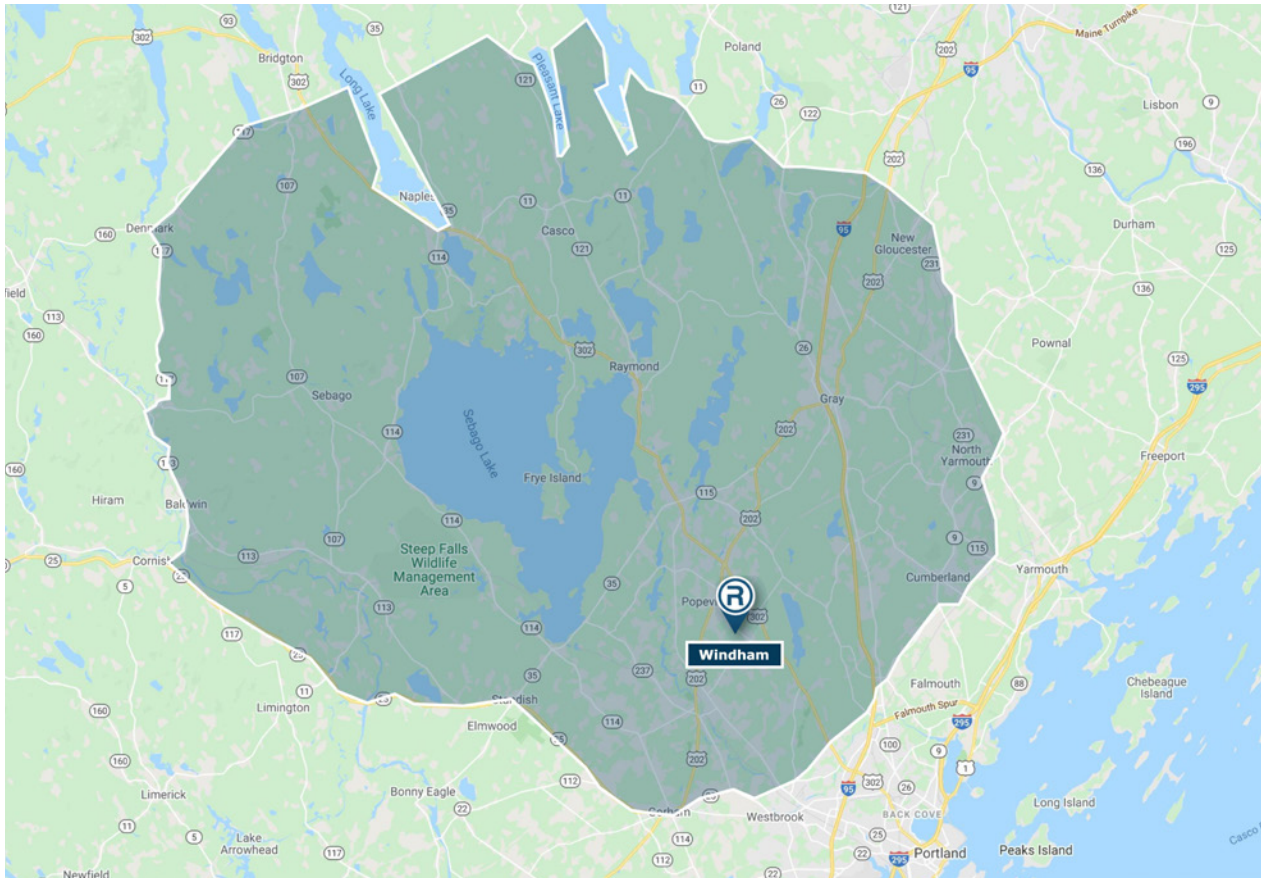
WINDHAM, MAINE

Secondary Retail Trade Area Demographic Profile

 **TheRetailCoach.**

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Contact Information



Windham Maine Economic Development Corporation
Thomas Bartell
Executive Director

8 School Road
Windham, Maine 04062

Phone 207.892.1936
thbartell@WindhamMaine.us
www.WindhamMaineRetail.com



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.



Secondary Retail Trade Area • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
Population		
2025 Projection	86,418	
2020 Estimate	84,040	
2010 Census	78,377	
2000 Census	69,855	
Growth 2020 - 2025		2.83%
Growth 2010 - 2020		7.23%
Growth 2000 - 2010		12.20%
2020 Est. Population by Single-Classification Race	84,040	
White Alone	80,722	96.05%
Black or African American Alone	622	0.74%
Amer. Indian and Alaska Native Alone	255	0.30%
Asian Alone	652	0.78%
Native Hawaiian and Other Pacific Island Alone	23	0.03%
Some Other Race Alone	241	0.29%
Two or More Races	1,526	1.82%
2020 Est. Population by Hispanic or Latino Origin	84,040	
Not Hispanic or Latino	82,966	98.72%
Hispanic or Latino	1,075	1.28%
Mexican	298	27.72%
Puerto Rican	263	24.47%
Cuban	50	4.65%
All Other Hispanic or Latino	464	43.16%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,075	
White Alone	710	66.05%
Black or African American Alone	22	2.05%
American Indian and Alaska Native Alone	15	1.40%
Asian Alone	6	0.56%
Native Hawaiian and Other Pacific Islander Alone	5	0.47%
Some Other Race Alone	191	17.77%
Two or More Races	126	11.72%
2020 Est. Pop by Race, Asian Alone, by Category	652	
Chinese, except Taiwanese	175	26.84%
Filipino	53	8.13%
Japanese	45	6.90%
Asian Indian	54	8.28%
Korean	52	7.98%
Vietnamese	124	19.02%
Cambodian	99	15.18%
Hmong	0	0.00%
Laotian	1	0.15%
Thai	1	0.15%
All Other Asian Races Including 2+ Category	49	7.52%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	84,040	
Arab	98	0.12%
Czech	34	0.04%
Danish	473	0.56%
Dutch	465	0.55%
English	14,742	17.54%
French (except Basque)	8,741	10.40%
French Canadian	4,523	5.38%
German	4,415	5.25%
Greek	334	0.40%
Hungarian	143	0.17%
Irish	9,903	11.78%
Italian	4,541	5.40%
Lithuanian	149	0.18%
United States or American	4,252	5.06%
Norwegian	665	0.79%
Polish	1,198	1.43%
Portuguese	205	0.24%
Russian	380	0.45%
Scottish	3,095	3.68%
Scotch-Irish	1,773	2.11%
Slovak	31	0.04%
Subsaharan African	43	0.05%
Swedish	576	0.69%
Swiss	72	0.09%
Ukrainian	71	0.09%
Welsh	287	0.34%
West Indian (except Hisp. groups)	89	0.11%
Other ancestries	8,755	10.42%
Ancestry Unclassified	13,989	16.65%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	75,831	94.91%
Speak Asian/Pacific Island Language at Home	522	0.65%
Speak IndoEuropean Language at Home	2,570	3.22%
Speak Spanish at Home	921	1.15%
Speak Other Language at Home	57	0.07%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	84,040	
Age 0 - 4	4,140	4.93%
Age 5 - 9	4,312	5.13%
Age 10 - 14	4,610	5.49%
Age 15 - 17	3,078	3.66%
Age 18 - 20	4,140	4.93%
Age 21 - 24	4,436	5.28%
Age 25 - 34	9,815	11.68%
Age 35 - 44	9,760	11.61%
Age 45 - 54	11,873	14.13%
Age 55 - 64	13,105	15.59%
Age 65 - 74	9,679	11.52%
Age 75 - 84	3,769	4.49%
Age 85 and over	1,324	1.58%
Age 16 and over	69,979	83.27%
Age 18 and over	67,901	80.80%
Age 21 and over	63,761	75.87%
Age 65 and over	14,772	17.58%
2020 Est. Median Age		42.80
2020 Est. Average Age		41.52
2020 Est. Population by Sex	84,040	
Male	41,422	49.29%
Female	42,619	50.71%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	41,422	
Age 0 - 4	2,128	5.14%
Age 5 - 9	2,205	5.32%
Age 10 - 14	2,351	5.68%
Age 15 - 17	1,599	3.86%
Age 18 - 20	2,053	4.96%
Age 21 - 24	2,301	5.56%
Age 25 - 34	4,967	11.99%
Age 35 - 44	4,835	11.67%
Age 45 - 54	5,740	13.86%
Age 55 - 64	6,373	15.39%
Age 65 - 74	4,672	11.28%
Age 75 - 84	1,727	4.17%
Age 85 and over	471	1.14%
2020 Est. Median Age, Male		41.54
2020 Est. Average Age, Male		40.73
2020 Est. Female Population by Age	42,619	
Age 0 - 4	2,012	4.72%
Age 5 - 9	2,106	4.94%
Age 10 - 14	2,259	5.30%
Age 15 - 17	1,479	3.47%
Age 18 - 20	2,088	4.90%
Age 21 - 24	2,136	5.01%
Age 25 - 34	4,848	11.38%
Age 35 - 44	4,925	11.56%
Age 45 - 54	6,133	14.39%
Age 55 - 64	6,731	15.79%
Age 65 - 74	5,006	11.75%
Age 75 - 84	2,042	4.79%
Age 85 and over	853	2.00%
2020 Est. Median Age, Female		43.98
2020 Est. Average Age, Female		42.28

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,161	28.40%
Males, Never Married	10,703	15.08%
Females, Never Married	9,458	13.33%
Married, Spouse present	36,712	51.72%
Married, Spouse absent	1,541	2.17%
Widowed	3,648	5.14%
Males Widowed	908	1.28%
Females Widowed	2,740	3.86%
Divorced	8,917	12.56%
Males Divorced	4,108	5.79%
Females Divorced	4,809	6.78%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	770	1.3%
Some High School, no diploma	2,339	3.9%
High School Graduate (or GED)	16,547	27.9%
Some College, no degree	11,120	18.7%
Associate Degree	5,978	10.1%
Bachelor's Degree	14,757	24.9%
Master's Degree	5,900	9.9%
Professional School Degree	1,262	2.1%
Doctorate Degree	652	1.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	77	14.18%
High School Graduate	138	25.41%
Some College or Associate's Degree	94	17.31%
Bachelor's Degree or Higher	234	43.09%
Households		
2025 Projection	33,254	
2020 Estimate	32,165	
2010 Census	29,509	
2000 Census	25,456	
Growth 2020 - 2025		3.39%
Growth 2010 - 2020		9.00%
Growth 2000 - 2010		15.92%
2020 Est. Households by Household Type	32,165	
Family Households	22,966	71.40%
Nonfamily Households	9,198	28.60%
2020 Est. Group Quarters Population	3,106	
2020 Households by Ethnicity, Hispanic/Latino	315	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	32,165	
Income < \$15,000	1,467	4.56%
Income \$15,000 - \$24,999	1,982	6.16%
Income \$25,000 - \$34,999	2,012	6.26%
Income \$35,000 - \$49,999	3,122	9.71%
Income \$50,000 - \$74,999	5,409	16.82%
Income \$75,000 - \$99,999	5,364	16.68%
Income \$100,000 - \$124,999	4,264	13.26%
Income \$125,000 - \$149,999	2,964	9.22%
Income \$150,000 - \$199,999	2,815	8.75%
Income \$200,000 - \$249,999	1,375	4.28%
Income \$250,000 - \$499,999	1,045	3.25%
Income \$500,000+	344	1.07%
2020 Est. Average Household Income		\$102,462
2020 Est. Median Household Income		\$84,474
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$84,957
Black or African American Alone		\$42,481
American Indian and Alaska Native Alone		\$88,363
Asian Alone		\$92,444
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$101,532
Two or More Races		\$54,321
Hispanic or Latino		\$75,219
Not Hispanic or Latino		\$84,577
2020 Est. Family HH Type by Presence of Own Child.	22,966	
Married-Couple Family, own children	7,390	32.18%
Married-Couple Family, no own children	11,177	48.67%
Male Householder, own children	859	3.74%
Male Householder, no own children	595	2.59%
Female Householder, own children	1,732	7.54%
Female Householder, no own children	1,213	5.28%
2020 Est. Households by Household Size	32,165	
1-person	7,125	22.15%
2-person	12,210	37.96%
3-person	5,675	17.64%
4-person	4,681	14.55%
5-person	1,675	5.21%
6-person	576	1.79%
7-or-more-person	223	0.69%
2020 Est. Average Household Size		2.51

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	32,165	
Households with 1 or More People under Age 18:	10,846	33.72%
Married-Couple Family	7,794	71.86%
Other Family, Male Householder	940	8.67%
Other Family, Female Householder	1,962	18.09%
Nonfamily, Male Householder	112	1.03%
Nonfamily, Female Householder	38	0.35%
Households with No People under Age 18:	21,319	66.28%
Married-Couple Family	10,772	50.53%
Other Family, Male Householder	510	2.39%
Other Family, Female Householder	986	4.63%
Nonfamily, Male Householder	4,268	20.02%
Nonfamily, Female Householder	4,783	22.44%
2020 Est. Households by Number of Vehicles	32,165	
No Vehicles	831	2.58%
1 Vehicle	8,863	27.56%
2 Vehicles	15,037	46.75%
3 Vehicles	5,137	15.97%
4 Vehicles	1,477	4.59%
5 or more Vehicles	820	2.55%
2020 Est. Average Number of Vehicles		2.03
Family Households		
2025 Projection	23,747	
2020 Estimate	22,966	
2010 Census	21,070	
2000 Census	18,984	
Growth 2020 - 2025		3.40%
Growth 2010 - 2020		9.00%
Growth 2000 - 2010		10.99%

2020 Est. Families by Poverty Status	22,966	
2020 Families at or Above Poverty	22,036	95.95%
2020 Families at or Above Poverty with Children	9,168	39.92%
2020 Families Below Poverty	930	4.05%
2020 Families Below Poverty with Children	646	2.81%
2020 Est. Pop 16+ by Employment Status	69,979	
Civilian Labor Force, Employed	47,008	67.17%
Civilian Labor Force, Unemployed	1,415	2.02%
Armed Forces	45	0.06%
Not in Labor Force	21,511	30.74%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	47,288	
For-Profit Private Workers	30,729	64.98%
Non-Profit Private Workers	5,230	11.06%
Local Government Workers	417	0.88%
State Government Workers	1,531	3.24%
Federal Government Workers	3,566	7.54%
Self-Employed Workers	5,786	12.24%
Unpaid Family Workers	29	0.06%
2020 Est. Civ. Employed Pop 16+ by Occupation	47,288	
Architect/Engineer	1,031	2.18%
Arts/Entertainment/Sports	960	2.03%
Building Grounds Maintenance	1,763	3.73%
Business/Financial Operations	2,525	5.34%
Community/Social Services	849	1.80%
Computer/Mathematical	1,288	2.72%
Construction/Extraction	2,836	6.00%
Education/Training/Library	3,405	7.20%
Farming/Fishing/Forestry	244	0.52%
Food Prep/Serving	1,992	4.21%
Health Practitioner/Technician	3,147	6.66%
Healthcare Support	1,116	2.36%
Maintenance Repair	1,636	3.46%
Legal	386	0.82%
Life/Physical/Social Science	379	0.80%
Management	5,389	11.40%
Office/Admin. Support	5,949	12.58%
Production	1,609	3.40%
Protective Services	873	1.85%
Sales/Related	5,473	11.57%
Personal Care/Service	1,634	3.46%
Transportation/Moving	2,805	5.93%

2020 Est. Pop 16+ by Occupation Classification	47,288	
White Collar	30,780	65.09%
Blue Collar	8,886	18.79%
Service and Farm	7,622	16.12%
2020 Est. Workers Age 16+ by Transp. to Work	46,046	
Drove Alone	37,575	81.60%
Car Pooled	3,474	7.55%
Public Transportation	107	0.23%
Walked	971	2.11%
Bicycle	79	0.17%
Other Means	289	0.63%
Worked at Home	3,551	7.71%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,554	
15 - 29 Minutes	14,016	
30 - 44 Minutes	13,840	
45 - 59 Minutes	4,784	
60 or more Minutes	2,655	
2020 Est. Avg Travel Time to Work in Minutes		32
2020 Est. Occupied Housing Units by Tenure	32,165	
Owner Occupied	26,493	82.37%
Renter Occupied	5,672	17.63%
2020 Owner Occ. HUs: Avg. Length of Residence		16.4
2020 Renter Occ. HUs: Avg. Length of Residence		6.18
2020 Est. Owner-Occupied Housing Units by Value	32,165	
Value Less than \$20,000	254	0.96%
Value \$20,000 - \$39,999	101	0.38%
Value \$40,000 - \$59,999	230	0.87%
Value \$60,000 - \$79,999	244	0.92%
Value \$80,000 - \$99,999	337	1.27%
Value \$100,000 - \$149,999	1,497	5.65%
Value \$150,000 - \$199,999	2,867	10.82%
Value \$200,000 - \$299,999	9,139	34.50%
Value \$300,000 - \$399,999	5,844	22.06%
Value \$400,000 - \$499,999	2,862	10.80%
Value \$500,000 - \$749,999	1,857	7.01%
Value \$750,000 - \$999,999	711	2.68%
Value \$1,000,000 or \$1,499,999	334	1.26%
Value \$1,500,000 or \$1,999,999	118	0.45%
Value \$2,000,000+	98	0.37%
2020 Est. Median All Owner-Occupied Housing Value		\$283,636

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,729	6.66%
Housing Units Built 2010 to 2014	776	1.89%
Housing Units Built 2000 to 2009	6,718	16.39%
Housing Units Built 1990 to 1999	6,298	15.37%
Housing Units Built 1980 to 1989	6,308	15.39%
Housing Units Built 1970 to 1979	5,979	14.59%
Housing Units Built 1960 to 1969	3,234	7.89%
Housing Units Built 1950 to 1959	2,768	6.75%
Housing Units Built 1940 to 1949	1,429	3.49%
Housing Unit Built 1939 or Earlier	4,749	11.59%
2020 Est. Median Year Structure Built		1984

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	34,535	84.26%
1 Unit Attached	979	2.39%
2 Units	1,081	2.64%
3 or 4 Units	984	2.40%
5 to 19 Units	569	1.39%
20 to 49 Units	361	0.88%
50 or More Units	110	0.27%
Mobile Home or Trailer	2,359	5.76%
Boat, RV, Van, etc.	11	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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