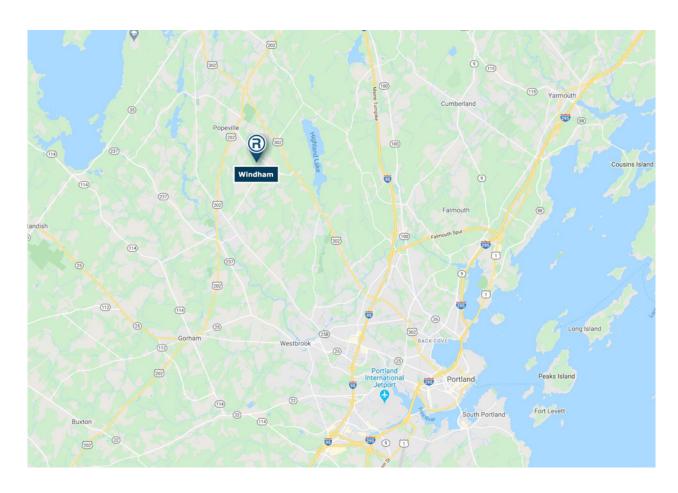WINDHAM, MAINE

Community Demographic Profile

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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.

Community • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
Population		
2025 Projection	18,327	
2020 Estimate	17,866	
2010 Census	16,771	
2000 Census	14,686	
Growth 2020 - 2025		2.58%
Growth 2010 - 2020		6.53%
Growth 2000 - 2010		14.20%
2020 Est. Population by Single-Classification Race	**17,866**	
White Alone	17,088	95.65%
Black or African American Alone	206	1.15%
Amer. Indian and Alaska Native Alone	47	0.26%
Asian Alone	133	0.74%
Native Hawaiian and Other Pacific Island Alone	7	0.04%
Some Other Race Alone	54	0.30%
Two or More Races	331	1.85%
2020 Est. Population by Hispanic or Latino Origin	**17,866**	
Not Hispanic or Latino	17,664	98.87%
Hispanic or Latino	202	1.13%
Mexican	38	18.81%
Puerto Rican	51	25.25%
Cuban	11	5.45%
All Other Hispanic or Latino	102	50.50%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**202**	
White Alone	114	56.44%
Black or African American Alone	10	4.95%
American Indian and Alaska Native Alone	1	0.50%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.99%
Some Other Race Alone	46	22.77%
Two or More Races	29	14.36%
2020 Est. Pop by Race, Asian Alone, by Category	**133**	
Chinese, except Taiwanese	16	12.03%
Filipino	2	1.50%
Japanese	3	2.26%
Asian Indian	12	9.02%
Korean	4	3.01%
Vietnamese	21	15.79%
Cambodian	63	47.37%
Hmong	0	0.00%
Laotian	1	0.75%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	12	9.02%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**17,866**	
Arab	15	0.08%
Czech	1	0.01%
Danish	99	0.55%
Dutch	133	0.74%
English	3,142	17.59%
French (except Basque)	2,415	13.52%
French Canadian	853	4.77%
German	891	4.99%
Greek	53	0.30%
Hungarian	13	0.07%
Irish	2,244	12.56%
Italian	1,013	5.67%
Lithuanian	28	0.16%
United States or American	471	2.64%
Norwegian	90	0.50%
Polish	167	0.94%
Portuguese	25	0.14%
Russian	73	0.41%
Scottish	575	3.22%
Scotch-Irish	231	1.29%
Slovak	7	0.04%
Subsaharan African	11	0.06%
Swedish	86	0.48%
Swiss	31	0.17%
Ukrainian	0	0.00%
Welsh	55	0.31%
West Indian (except Hisp. groups)	29	0.16%
Other ancestries	2,118	11.86%
Ancestry Unclassified	2,999	16.79%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,021	94.48%
Speak Asian/Pacific Island Language at Home	89	0.53%
Speak IndoEuropean Language at Home	588	3.47%
Speak Spanish at Home	251	1.48%
Speak Other Language at Home	8	0.05%

Community • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
2020 Est. Population by Age	**17,866**	
Age 0 - 4	909	5.09%
Age 5 - 9	946	5.30%
Age 10 - 14	1,011	5.66%
Age 15 - 17	623	3.49%
Age 18 - 20	586	3.28%
Age 21 - 24	819	4.58%
Age 25 - 34	2,332	13.05%
Age 35 - 44	2,482	13.89%
Age 45 - 54	2,609	14.60%
Age 55 - 64	2,576	14.42%
Age 65 - 74	1,953	10.93%
Age 75 - 84	761	4.26%
Age 85 and over	261	1.46%
Age 16 and over	14,795	82.81%
Age 18 and over	14,377	80.47%
Age 21 and over	13,792	77.20%
Age 65 and over	2,975	16.65%
2020 Est. Median Age		41.94
2020 Est. Average Age		41.21
2020 Est. Population by Sex	**17,866**	
Male	8,905	49.84%
Female	8,961	50.16%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**8,905**	
Age 0 - 4	468	5.26%
Age 5 - 9	483	5.42%
Age 10 - 14	514	5.77%
Age 15 - 17	323	3.63%
Age 18 - 20	317	3.56%
Age 21 - 24	461	5.18%
Age 25 - 34	1,207	13.55%
Age 35 - 44	1,230	13.81%
Age 45 - 54	1,308	14.69%
Age 55 - 64	1,254	14.08%
Age 65 - 74	917	10.30%
Age 75 - 84	337	3.78%
Age 85 and over	88	0.99%
2020 Est. Median Age, Male		40.59
2020 Est. Average Age, Male		40.17
2020 Est. Female Population by Age	**8,961**	
Age 0 - 4	441	4.92%
Age 5 - 9	463	5.17%
Age 10 - 14	497	5.55%
Age 15 - 17	300	3.35%
Age 18 - 20	268	2.99%
Age 21 - 24	358	4.00%
Age 25 - 34	1,125	12.55%
Age 35 - 44	1,252	13.97%
Age 45 - 54	1,301	14.52%
Age 55 - 64	1,322	14.75%
Age 65 - 74	1,036	11.56%
Age 75 - 84	424	4.73%
Age 85 and over	173	1.93%
2020 Est. Median Age, Female		43.25
2020 Est. Average Age, Female		42.23

Community • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,175	27.83%
Males, Never Married	2,305	15.37%
Females, Never Married	1,870	12.47%
Married, Spouse present	7,501	50.00%
Married, Spouse absent	426	2.84%
Widowed	756	5.04%
Males Widowed	202	1.35%
Females Widowed	554	3.69%
Divorced	2,142	14.28%
Males Divorced	923	6.15%
Females Divorced	1,220	8.13%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	197	1.5%
Some High School, no diploma	582	4.5%
High School Graduate (or GED)	3,849	29.7%
Some College, no degree	2,214	17.1%
Associate Degree	1,671	12.9%
Bachelor's Degree	3,057	23.6%
Master's Degree	1,235	9.5%
Professional School Degree	76	0.6%
Doctorate Degree	93	0.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	32	29.63%
High School Graduate	23	21.30%
Some College or Associate's Degree	15	13.89%
Bachelor's Degree or Higher	37	34.26%
Households		
2025 Projection	6,983	
2020 Estimate	6,781	
2010 Census	6,297	
2000 Census	5,435	
Growth 2020 - 2025		2.98%
Growth 2010 - 2020		7.69%
Growth 2000 - 2010		15.86%
2020 Est. Households by Household Type	6,781	
Family Households	4,757	70.15%
Nonfamily Households	2,024	29.85%
2020 Est. Group Quarters Population	753	
2020 Households by Ethnicity, Hispanic/Latino	62	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	6,781	
Income < $15,000	245	3.61%
Income $15,000 - $24,999	422	6.22%
Income $25,000 - $34,999	443	6.53%
Income $35,000 - $49,999	566	8.35%
Income $50,000 - $74,999	1,151	16.97%
Income $75,000 - $99,999	1,268	18.70%
Income $100,000 - $124,999	1,020	15.04%
Income $125,000 - $149,999	679	10.01%
Income $150,000 - $199,999	551	8.13%
Income $200,000 - $249,999	204	3.01%
Income $250,000 - $499,999	180	2.66%
Income $500,000+	52	0.77%
2020 Est. Average Household Income		$99,147
2020 Est. Median Household Income		$85,994
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$86,805
Black or African American Alone		$71,503
American Indian and Alaska Native Alone		$113,275
Asian Alone		$40,275
Native Hawaiian and Other Pacific Islander Alone		$150,000
Some Other Race Alone		$87,500
Two or More Races		$33,686
Hispanic or Latino		$42,740
Not Hispanic or Latino		$86,338
2020 Est. Family HH Type by Presence of Own Child.	4,757	
Married-Couple Family, own children	1,535	32.27%
Married-Couple Family, no own children	2,203	46.31%
Male Householder, own children	191	4.02%
Male Householder, no own children	135	2.84%
Female Householder, own children	421	8.85%
Female Householder, no own children	273	5.74%
2020 Est. Households by Household Size	6,781	
1-person	1,541	22.73%
2-person	2,489	36.71%
3-person	1,235	18.21%
4-person	964	14.22%
5-person	374	5.52%
6-person	127	1.87%
7-or-more-person	50	0.74%
2020 Est. Average Household Size		2.52

Community • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**6,781**	
Households with 1 or More People under Age 18:	2,337	34.46%
Married-Couple Family	1,625	69.53%
Other Family, Male Householder	206	8.82%
Other Family, Female Householder	476	20.37%
Nonfamily, Male Householder	22	0.94%
Nonfamily, Female Householder	9	0.39%
Households with No People under Age 18:	**4,444**	**65.54%**
Married-Couple Family	2,112	47.53%
Other Family, Male Householder	121	2.72%
Other Family, Female Householder	219	4.93%
Nonfamily, Male Householder	909	20.46%
Nonfamily, Female Householder	1,083	24.37%
2020 Est. Households by Number of Vehicles	**6,781**	
No Vehicles	160	2.36%
1 Vehicle	1,880	27.73%
2 Vehicles	3,177	46.85%
3 Vehicles	1,097	16.18%
4 Vehicles	312	4.60%
5 or more Vehicles	155	2.29%
2020 Est. Average Number of Vehicles		2.02
Family Households		
2025 Projection	4,900	
2020 Estimate	4,757	
2010 Census	4,416	
2000 Census	3,963	
Growth 2020 - 2025		3.01%
Growth 2010 - 2020		7.72%
Growth 2000 - 2010		11.43%
2020 Est. Families by Poverty Status	**4,757**	
2020 Families at or Above Poverty	4,589	96.47%
2020 Families at or Above Poverty with Children	2,075	43.62%
2020 Families Below Poverty	168	3.53%
2020 Families Below Poverty with Children	69	1.45%
2020 Est. Pop 16+ by Employment Status	**14,796**	
Civilian Labor Force, Employed	9,651	65.23%
Civilian Labor Force, Unemployed	246	1.66%
Armed Forces	1	0.01%
Not in Labor Force	4,898	33.11%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**9,572**	
For-Profit Private Workers	6,652	69.49%
Non-Profit Private Workers	935	9.77%
Local Government Workers	79	0.83%
State Government Workers	278	2.90%
Federal Government Workers	764	7.98%
Self-Employed Workers	848	8.86%
Unpaid Family Workers	17	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	**9,572**	
Architect/Engineer	168	1.76%
Arts/Entertainment/Sports	138	1.44%
Building Grounds Maintenance	324	3.39%
Business/Financial Operations	459	4.80%
Community/Social Services	167	1.75%
Computer/Mathematical	175	1.83%
Construction/Extraction	596	6.23%
Education/Training/Library	835	8.72%
Farming/Fishing/Forestry	29	0.30%
Food Prep/Serving	442	4.62%
Health Practitioner/Technician	685	7.16%
Healthcare Support	254	2.65%
Maintenance Repair	503	5.26%
Legal	18	0.19%
Life/Physical/Social Science	50	0.52%
Management	1,159	12.11%
Office/Admin. Support	1,194	12.47%
Production	237	2.48%
Protective Services	129	1.35%
Sales/Related	1,247	13.03%
Personal Care/Service	341	3.56%
Transportation/Moving	421	4.40%
2020 Est. Pop 16+ by Occupation Classification	**9,572**	
White Collar	6,296	65.78%
Blue Collar	1,757	18.36%
Service and Farm	1,519	15.87%
2020 Est. Workers Age 16+ by Transp. to Work	**9,300**	
Drove Alone	8,065	86.72%
Car Pooled	511	5.50%
Public Transportation	4	0.04%
Walked	63	0.68%
Bicycle	3	0.03%
Other Means	49	0.53%
Worked at Home	605	6.51%

Community • Demographic Profile

Windham, Maine

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,455	
15 - 29 Minutes	2,972	
30 - 44 Minutes	3,395	
45 - 59 Minutes	664	
60 or more Minutes	245	
2020 Est. Avg Travel Time to Work in Minutes		29
2020 Est. Occupied Housing Units by Tenure	6,781	
Owner Occupied	5,402	79.66%
Renter Occupied	1,379	20.34%
2020 Owner Occ. HUs: Avg. Length of Residence		16.06
2020 Renter Occ. HUs: Avg. Length of Residence		5.21
2020 Est. Owner-Occupied Housing Units by Value	**6,781**	
Value Less than $20,000	57	1.06%
Value $20,000 - $39,999	24	0.44%
Value $40,000 - $59,999	16	0.30%
Value $60,000 - $79,999	18	0.33%
Value $80,000 - $99,999	46	0.85%
Value $100,000 - $149,999	177	3.28%
Value $150,000 - $199,999	599	11.09%
Value $200,000 - $299,999	2,253	41.71%
Value $300,000 - $399,999	1,231	22.79%
Value $400,000 - $499,999	475	8.79%
Value $500,000 - $749,999	285	5.28%
Value $750,000 - $999,999	122	2.26%
Value $1,000,000 or $1,499,999	61	1.13%
Value $1,500,000 or $1,999,999	16	0.30%
Value $2,000,000+	21	0.39%
2020 Est. Median All Owner-Occupied Housing Value		$277,210

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	6,084	80.82%
1 Unit Attached	304	4.04%
2 Units	144	1.91%
3 or 4 Units	332	4.41%
5 to 19 Units	252	3.35%
20 to 49 Units	135	1.79%
50 or More Units	9	0.12%
Mobile Home or Trailer	268	3.56%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	501	6.66%
Housing Units Built 2010 to 2014	184	2.44%
Housing Units Built 2000 to 2009	1,119	14.87%
Housing Units Built 1990 to 1999	1,080	14.35%
Housing Units Built 1980 to 1989	1,091	14.49%
Housing Units Built 1970 to 1979	1,392	18.49%
Housing Units Built 1960 to 1969	741	9.84%
Housing Units Built 1950 to 1959	472	6.27%
Housing Units Built 1940 to 1949	267	3.55%
Housing Unit Built 1939 or Earlier	681	9.05%
2020 Est. Median Year Structure Built		1982

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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