

Population & Demographics

Conditions and Trends

When looking at trends in the total number of people living in Windham (population) and at the characteristics of the people who live here by factors such as age, income and education levels (demographics), it is useful to compare both how Windham has changed over time as well as to compare Windham to a group of similar or neighboring communities.

This chapter relies heavily on state and federal numbers provided by the state to communities as they start the comprehensive planning process. The state has provided data for Windham, but in many categories, the data also includes numbers for the neighboring communities of Gorham, Falmouth, Cumberland, Gray, Raymond, and Standish, and Cumberland County overall for comparison purposes.

Population & Rate of Growth

At the 2010 census, Windham’s total population was 17,001 people. The 2010 numbers place Windham as the 13th largest municipality in Maine, between the neighboring communities of Westbrook (17,494) and Gorham (16,381). See Table 1, below, for a population comparison for Windham and neighboring communities.

Rate of growth can be measured several ways. Based on both the total increase in population between 2000 and 2010 and the rate of growth that increase represents, Windham is the second fastest growing large municipality in Maine. Windham’s population grew from 14,904 to 17,001, an increase of 2,097 residents. This was the second highest total increase of any municipality in Maine, behind only Gorham, which increased by 2,240 residents. Based on the percentage change this growth represents, Windham’s growth rate during this period was 14.1%, and Gorham’s was 15.8%. These growth rates are the two highest rates in the state for communities over 10,000 residents. Table 1 shows a comparison of growth rates for Windham and neighboring communities. For reference, the growth rates for Cumberland County and the State were 6% and 4% respectively for the same time period.

Table 1 - Population & Growth Rates, Windham & Neighboring Communities

Town	2010 Population	Change from 2000	Growth Rate	2000 Population
Westbrook	17,494	+1,352	8.4%	16,142
Windham	17,001	+2,097	14.1%	14,904
Gorham	16,381	+2,240	15.8%	14,141
Standish	9,874	+589	6.3%	9,285
Gray	7,761	+941	13.8%	6,820
Cumberland	7,211	+52	0.7%	7,159
Raymond	4,436	+137	3.2%	4,299

Age Distribution

Median age can add more detail to a population description. The median age is the age where half of residents and half of residents are older. According to the US Census, the median age of Windham residents in 2010 was 39.9 years old, compared to the State's median age of 43.0, indicating that Windham residents are on the younger side of the population profile for the state. However, over time, just as Windham's population has steadily grown over the last several decades, Windham residents have steadily grown older during that time.

Table 2 - Median Age of Windham Residents (US Census)

1980	1990	2000	2010
28.2	32.8	36.5	39.9

Examining the age distribution changes of Windham's population between the census years of 2000 and 2010 provides an additional level of information regarding the story of Windham's growth. Figure 1, below, graphs the population groupings for the years 2000 and 2010. Trend lines have been added for clarity. The peaks of the trend lines show that the age groups with the most numbers has moved to the right, indicating an aging population, and supporting the median age calculations presented above. A closer examination of the graph indicates two key findings; there is a population shift among older residents and the growth in Windham's population is being driven by younger residents.

Population Shift – Ages 40 and up

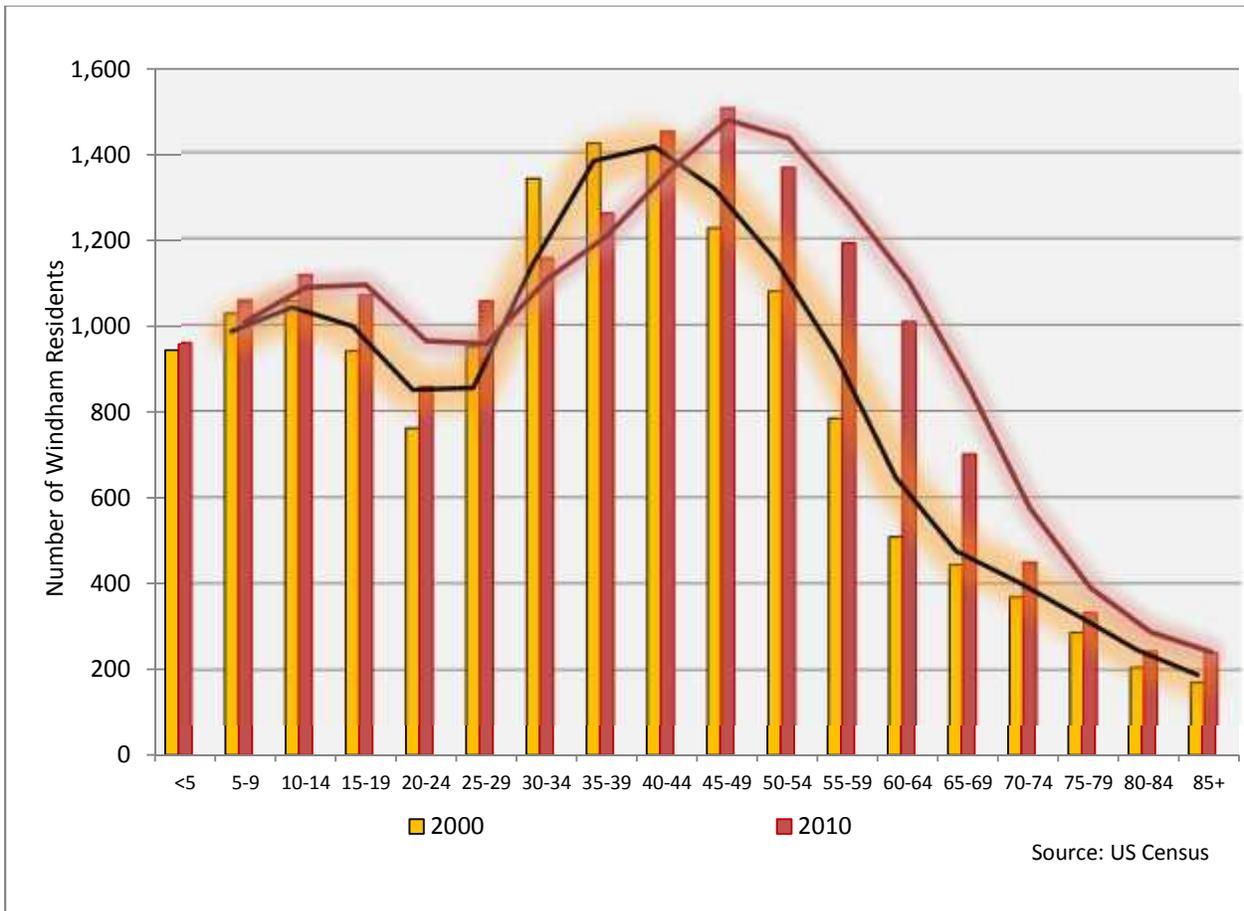
Look at the population for the age 40-44 group for the year 2000. Ten years later the people in this group are ten years older, and represented in the age 50-55 group. Note that the numbers in both of these groups is nearly the same, and that this pattern carries for all the age groups after. This is represented by parallel trend lines for these age groups from 2000 to 2010. One can infer that there has been little growth or decline for these age groups over the ten year period. In other words, for the most part it seems that the people who were age 40 or over in 2000 were still here in 2010, just 10 years older.

Population Growth – Ages 20-39

Remember that the total population of Windham grew by 2,097 people between 2000 and 2010. Looking again at Figure 1, one can see that a majority of the growth can be explained by growth in the age groups for 20 to 39 year olds. Using the same 10 year comparisons for the 20-24, 25-29, 30-34, 35-39 age groups it is apparent that there is a net "in-migration" into Windham for people of these ages. This is indicated by trend lines that cross, meaning the age groups in 2010 are changing at a different rate than would be expected if there had been a pure population shift as noted above for the Age 40-plus population.

Also note that there was relatively strong growth in school age children. In particular, there are many more children in the age 10-14 age group for 2010 than would be expected without this growth based on the number of children under age 5 in 2000. This is likely a secondary effect of the increase in 20-39 year olds. They are moving to Windham with young families or starting families once in town.

Figure 1 - Windham Population Distribution, 2000 & 2010



Household Size and Type

A household is defined by the Census Bureau as all the people who occupy a housing unit. The average household size is a measure of the number of people per housing unit in a community. The average household size in Windham has held steady between the years 2000 and 2010 after dropping for decades. This is likely the results of a relative balance between an increase in families with school age children with an increase in “empty nester” households (children who used to live in the house have grown up and moved) and older people living alone.

Table 3 - Population and Household Size

	1980	1990	2000	2010
Total Population	11,282	13,020	14,904	17,001
Total Households	3,578	4,521	5,522	6,383
Household Size	2.97	2.73	2.58	2.54

There are two main categories of households. Family households are defined as groups of two or more people living together related by marriage, birth, or adoption, as well as any non-related people living in

the dwelling. Non-family households are defined as people living alone, or one or more people living together who are unrelated.

Income & Education

Median household income level is a rough measure of what a “normal” household’s income is, as half the households will have an income below that number and half will have an income above that number. Median household incomes are used for these comparisons since they are not subject to being skewed by a number of very low or very high household incomes as is the case when using averages.

Table 4 - Median Household Income, Windham & Neighboring Communities

	2000	2010	Net Change	% Change
Maine	\$37,240	\$46,541	\$9,301	25%
Cumberland County	\$44,048	\$55,658	\$11,610	26%
Windham	\$46,526	\$57,302	\$10,776	23%
Gray	\$50,107	\$62,664	\$12,557	25%
Raymond	\$52,224	\$64,444	\$12,220	23%
Standish	\$50,278	\$64,797	\$14,519	29%
Gorham	\$50,316	\$70,786	\$20,470	41%
Falmouth	\$66,855	\$87,455	\$20,600	31%

Going back to 1980, Windham’s household median income has consistently been higher than Cumberland County’s household median income. The difference has ranged from a high of \$5,064 in 1990 to a low of \$1,644, which is the narrowest gap in that timeframe. Windham’s median household income is the lower than any of its neighboring communities, and is not rising as quickly as the County’s or those of its neighboring communities.

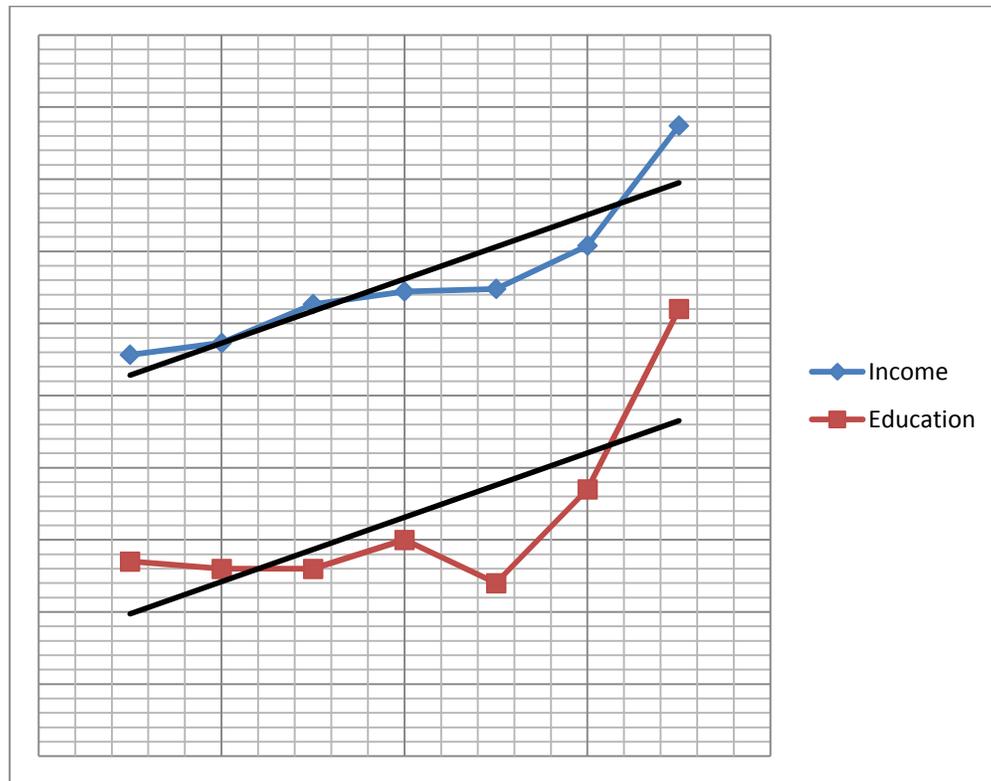
The number of Windham residents with high school degrees or higher and Bachelor’s degrees or higher are on par with Cumberland County rates for degree attainment. The range of neighboring communities’ rates of attainment for Bachelor’s degrees or higher is quite large, from a low of 24% in Standish to a high of 62% in Falmouth. See Table 5, below.

Table 5 - Rates of Degree Attainment for Windham & Neighboring Communities

	High School Graduate or higher	Bachelor's Degree or higher
Standish	94%	24%
Windham	92%	26%
Gray	96%	26%
Raymond	94%	30%
Gorham	95%	37%
Falmouth	98%	62%
Cumberland County	90%	27%
Maine	93%	39%

Upon first review, it appears that household income levels are correlated with the rate of advanced degree attainment levels. Note that in the trend line for Median Household Income and the trend line for the rate of Bachelor's Degree or higher are almost parallel.

Figure 2 - Relationship between Median Household Income and Rates of Advanced Degrees



Existence of a correlation does not mean that education level and household incomes move together in lockstep, just an indication that there is a relationship between the two. Even though Standish has the lowest rate of higher degrees, it has the third highest Median Household Income among the six municipalities and Cumberland County in this comparison. This correlation could explain why Windham's Median Household Income is not as high as surrounding communities.

Although this is an interesting observation, the data cannot explain why some communities have higher or lower rates of educational attainment. In other words, it is not clear whether or not some communities or school systems have done a better job fostering a desire in students to obtain advanced degrees, or if individuals with higher degrees are attracted to live in certain communities more so than others.

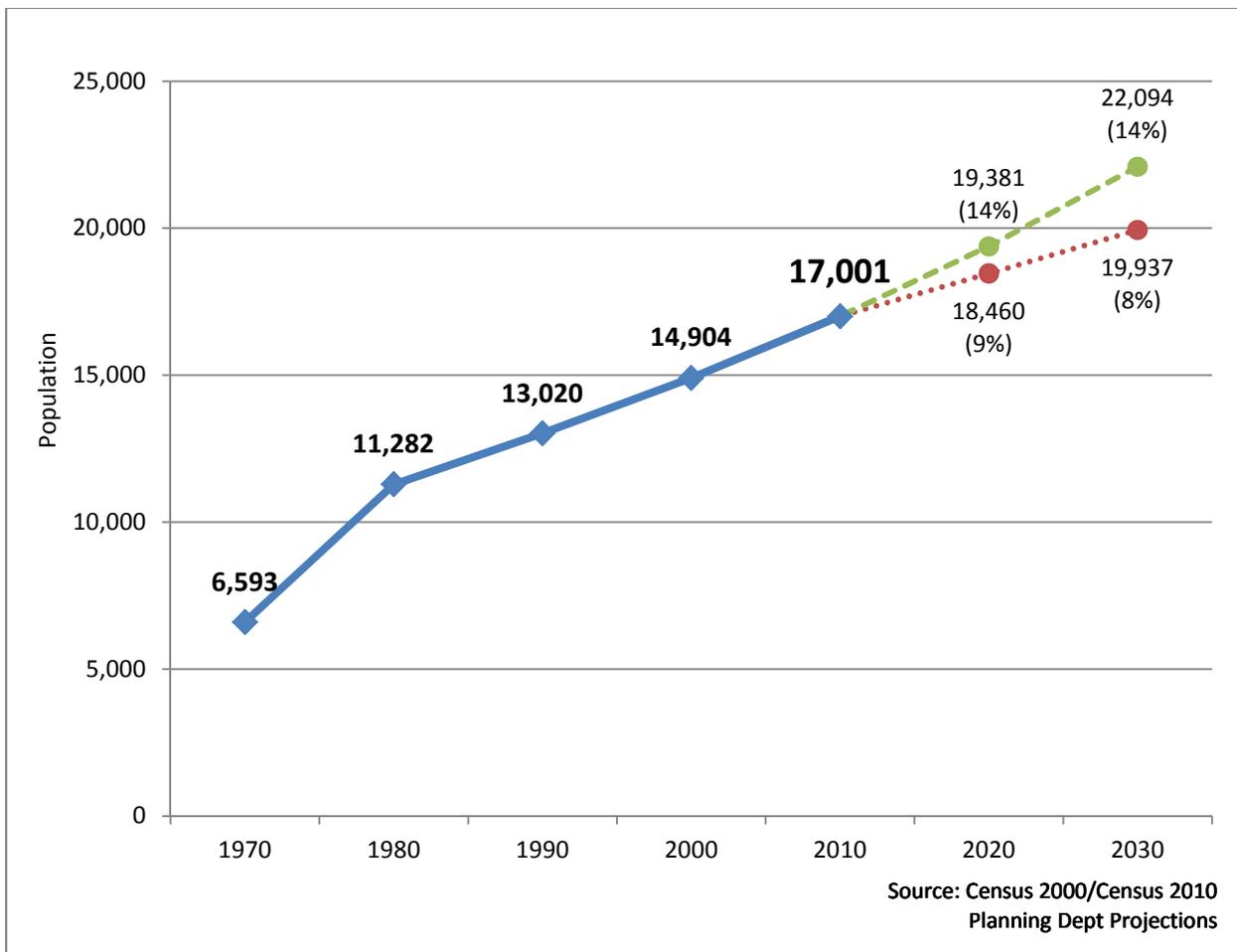
Note that data for income levels and education levels for the Town of Cumberland and the City of Westbrook were not provided to the Town by the state.

Analysis

Rate of Growth – Projections & Implications

As noted above, Windham is a very fast growing Maine community. Making a projection on how much Windham may continue to grow in the future is a challenge, as there are many factors that could be considered, and making a guess on how variables that will impact growth in the future might change becomes more difficult to predict the farther out the time horizon is. Variables such as gasoline prices, the strength of the Portland-area housing market, future local and regional infrastructure investments, national housing and transportation policies, how much telecommuting continues to be embraced, and housing and lifestyle preferences for today's youngest consumers and those yet to come are just some of the factors that could impact Windham's actual population numbers 15-20 years in the future.

Figure 3 - Windham Population Projection 2020-2030



The green line projection labeled with a 14% number for the years 2020 and 2030 are based on the growth rate from decade to decade since the year 1980. Growth rates have been in the 14-15% range for each decade since then.

The red line projection labeled with 9% for 2020 and 8% for 2030 is based on the Census estimated population for Windham in 2013 at 17,443. This is a lower than would be expected based on historic growth rates.

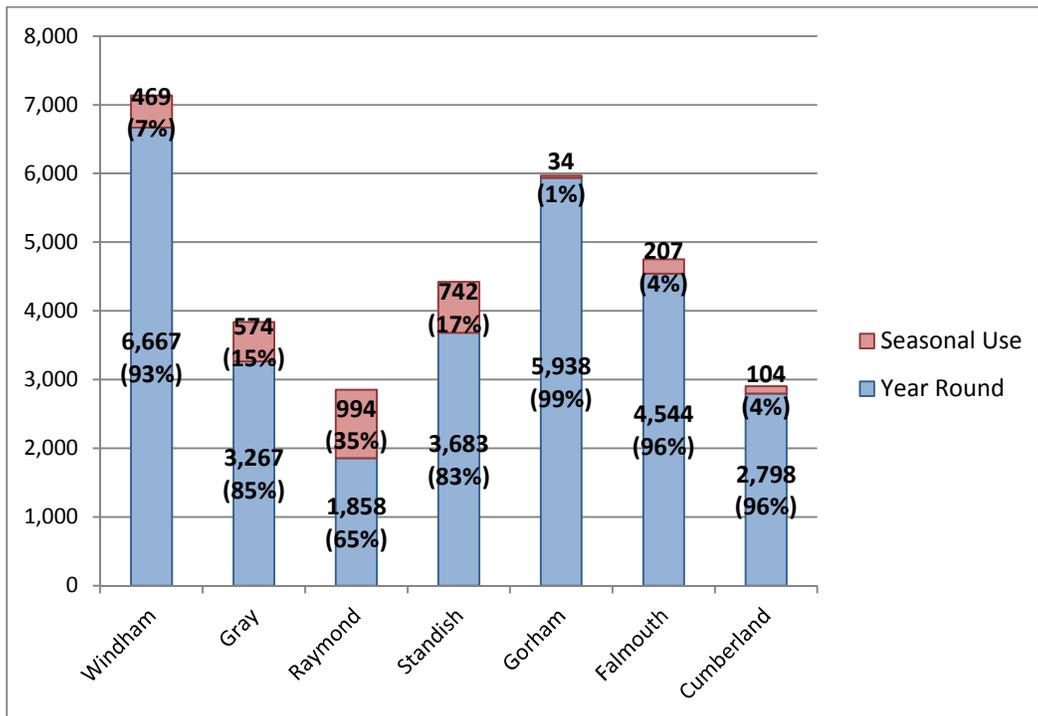
The state projection for Windham was not available in the 2013 state data set. This will be included in the final document as the Town is getting an updated data set from the state prior to submittal of a draft plan to the Town Council. It will be based on assumptions for Windham’s share of the projected growth in Cumberland County.

Seasonal Population and Seasonal Visitors

The seasonal population Windham increases in the summer based on the number of seasonal homes in the community. This is evidenced by the number of people enjoying the lakes, ponds, and Presumpscot River, the number of people shopping and dining in North Windham, and the increased traffic on Route 302 on summer weekends. This seasonal population impact is amplified by the fact that that summer residents and vacationers from other communities around the region travel through Windham and shop in Windham.

The Windham’s summer population likely varies week to week through the summer season based on many individual decisions about where and how long to stay. It can be estimated based on the number of seasonal housing units in the community. Of Windham’s 7,136 housing units, 469 are classified as seasonal units by the Census Bureau. See Figure 4, below, for a comparison of Windham’s seasonal numbers with neighboring communities. For reference, seasonal housing units across Cumberland County represent 11% of the total housing units.

Figure 4 - Year Round & Seasonal Housing Units, Windham and Neighboring Communities



Note that the communities with the highest seasonal unit numbers and percentages are those with significant freshwater lake access.

If the occupancy of these units were assumed to be 100%, and the average number of people per unit was in the two to four range, the summertime population would be boosted by 939 to 1,876 people. As noted above, this is not the full story for summertime impact on Windham's water resources, economic and traffic impacts.

The summer population in many area communities swells more noticeably than Windham's. Visitors and summer residents in Standish and Raymond, as well as Casco, Naples, and Bridgton and others all travel through Windham and rely on Windham for shopping, dining, and other services. The cumulative effect of summer residents and visitors to other communities in the region likely has a much larger impact on Windham and Windham's own summer population by itself. See the Transportation Chapter for more information on seasonal traffic fluctuations.

Resident Population v. Daytime Population

The distinction between resident population and daytime population is primarily based on how many jobs are available in your community versus how many residents of your community work in a different town.

According to the Maine Bureau of Labor Statistics, Windham had an Average Annual Employment of 5,202 jobs in 2010 (the latest number, 5,111 jobs is from 2011). Windham's 2010 labor force was estimated at 8,660 in 2010 by the American Community Survey, which is part of the work of the US Census Bureau. In 2010, Windham had about 3,458 more workers than jobs.

Journey to Work (commuting) data produced by XXXX in XXXX was used in the Lakes Region Bus Assessment (2014), produced by RTP and Greater Portland Council of Governments. It shows where an estimated 8,380 Windham residents work. It estimates that 1,940 Windham workers work in Windham and the remaining 6,440 Windham workers travel to other communities. The number of workers from other communities working in Windham is therefore estimated at 3,262 (5,202 jobs total minus the 1,940 that are filled by Windham residents).

From these estimates the daytime population is estimated to be at 14,103 versus a resident population of 17,001. This is represented by the following calculation:

Resident population (17,001) – Windham workers out (6,440) + other workers in (3,262) + discrepancy between ACS 2010 data and Journey to Work data (280) = daytime population (14,103).

Demand for Housing, Municipal & School Services

Based on the population projections for 2030, and assuming that the average household size remains steady at 2.54, the Town might see a demand for an additional 1,155 to 2,005 dwelling units over the next 15 years. This would be an average of 77 to 134 dwelling units per year until 2030, which is certainly within the realm of reasonableness. In the 1990s there were on average 119 new dwelling units per year, and in the 2000s the average was 102 new dwellings annually.

Over this time period there will likely be an increased demand for elderly housing and services. As the median age continues to climb in spite of a growing number of young families and school age children, demand for elderly housing in the form of smaller homes in age restricted “retirement communities” or as part of multi-dwelling unit buildings close to services and shopping needs, will potentially outpace the traditionally strong single family detached home on 1.5- or 2-acre lots, though this will likely remain the largest proportion of new housing built in Windham within the time frame of this Plan.

Regarding municipal services, the locations of residents and daytime populations are not evenly distributed. Most of the daytime population is likely concentrated in the North Windham job center, while the resident population is more evenly dispersed across Windham’s geography. This will likely have a disproportionate impact on Fire/Rescue and Police services, at this distribution may have an impact on considerations for siting of future facilities, or at the least staffing levels at existing facilities.

A slow and steady growing population of school age children is predicted in this Plan. That model has been used by RSU #14, the Windham/Raymond School District, in their planning. (include population prediction from the RSU here). This will have an increasing pressure on existing school facilities and staffing levels.

Goals & Suggested Strategies to Implement Goals

Local Goal 1

Strategy 1

Strategy 2

Local Goal 2

Strategy 1

Strategy 2