

Section 2: Inventory/Analysis/ Mapping

A. Population

YEAR-ROUND POPULATION AND HOUSEHOLD CHARACTERISTICS

Introduction

Kennebunk's 1991 Comprehensive Plan contained a detailed analysis of the demographics of the town, including historical data and trends. This update presents only information on demographic changes since that time.

The decade of the 1990s was one of significant growth in population for Kennebunk. The demographic trends that had been documented in the 1991 Plan have continued over the past decade as the town continues to:

- (1) be somewhat older than the state and the county;
- (2) be made up of more recently arrived immigrants to the state;
- (3) have a higher formal education than the state and the county;
- (4) be employed at a higher rate in the professional/technical/administrative occupations as well as in skilled blue collar trades;
- (5) be an upper-middle income population; and
- (6) be impacted by seasonal population shifts.

Population Growth, 1970 - 2000

According to the US Census Bureau, Kennebunk's population grew by nearly 31% between 1990 and 2000. This is both the fastest growth rate and largest numerical increase ever. The 2000 population of Kennebunk was reported as 10,476. Table 2A-1 presents population information for the past thirty years, comparing Kennebunk's population growth to that of York County.

Table 2A-1. Population Change 1970-2000, Kennebunk and York County

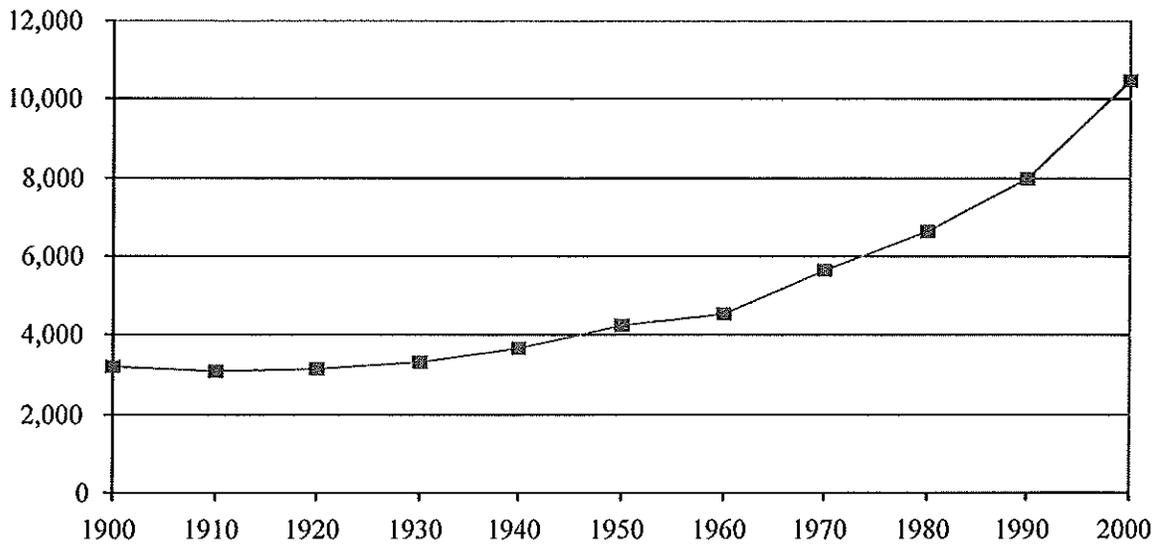
Year	Town Population	Avg. Annual % Change	York County Population	Avg. Annual % Change	Town as % of County
1970	5,646		111,576		5.1%
1980	6,621	1.61	139,666	2.27	4.7%
1990	8,004	2.09	164,587	1.78	4.9%
2000	10,476	3.09	186,742	1.35	5.6%

Source: US Census Bureau

Kennebunk was one of the fastest growing municipalities in York County between 1990 and 2000. The town's population increase of 2,472 was the second largest of all the municipalities, accounting for over 11% of the county's growth. The town's growth rate was the fifth highest in the county.

Figure 2A-2 shows the change in Kennebunk's population between 1900 and 2000.

Figure 2A-2. Kennebunk Population Change 1900-2000



Source: US Census Bureau

Household Characteristics and Change 1990-2000

As the 1991 plan noted, the number of households has increased faster than the population. Kennebunk is similar in this respect to the other communities around it and to the nation as a whole. Fundamental changes in the characteristics of America's families and the increasing number of people living alone have resulted in a steady decline in the average number of people in each household. Therefore, the town would have seen a growth in the number of households, even without any population growth.

Table 2A-2 presents some comparative information regarding households in Kennebunk. The average number of people per household in Kennebunk has decreased from 3.07 in 1970 to 2.44 thirty years later.

Table 2A-2. Kennebunk Household Characteristics

Year	Households	% Change	Avg. HH Size
1970	1,824		3.07
1980	2,506	37.39%	2.60
1990	3,118	24.42%	2.61
2000	4,229	35.63%	2.44

Source: US Census Bureau

Besides having fewer children, much of this change can be explained by the increased percentage of individuals living alone or in two-person households. Over one quarter of all households in Kennebunk are individuals living by themselves. According to the 2000 Census, there were 1,129 single-person households. This is an increase from 733 in 1990. Table 2A-3 presents changes in household characteristics between 1990 and 2000. The number of non-family households, mostly individuals living alone, accounts for almost one-third of all households. Households made up of women and their children, with no husband present, saw the largest percentage increase during the decade and now account for 13% of all families in the town.

Table 2A-3. Change in Make-up of Kennebunk Households, 1990-2000

	1990		2000		1990-00 Change	
Total Households	3,118	100%	4,229	100%	1,111	36%
Family Households	2,253	72%	2,899	69%	646	29%
With children under 18			1,406	33%	1,406	
Married Couple family	1,906	61%	2,407	57%	501	26%
With children under 18	869	28%	1,105	26%	236	27%
Female Householder, no husband	250	8%	384	9%	134	54%
With children under 18	143	5%	248	6%	105	73%
Non-family Households	865	28%	1,330	31%	465	54%
Householder living alone	733	24%	1,129	27%	396	54%
Householder 65 or over	400	13%	584	14%	184	46%

Source: US Census Bureau

Population Projections 2005-2020

Population projections are hardly an exact science, as there are so many factors that can not be predicted. Therefore, all projections are based on a set of assumptions about how the future will mimic the trends of the past. Table 2A-4 presents population projections for the next twenty years, based on three different analyses of past growth trends. All three projections assume that some historical growth rate will continue, and none make any assumptions about possible changes in the pace of change. In preparing these projections the average annual growth rate was calculated for the past ten years, the past twenty years and the past thirty years. Then, each of these growth rates was projected to continue for the next twenty years into the future.

Table 2A-4. Projections of Future Population

	Past Average Annual Growth Rate		
	10 year	20 year	30 year
2005	12,094	12,001	11,970
2010	13,711	13,526	13,463
2015	15,329	15,051	14,957
2020	16,947	16,576	16,451

Source: Kennebunk Planning Department

These population projections predict a population of between about 13,500 and 13,700 in 2010 and between 16,500 and 17,000 twenty years from now. Several factors will determine the accuracy of the projections in Table 2A-4, none of which may be accurately predicted. The housing construction industry historically is very cyclical and fluctuates with general economic conditions and the changes in prevailing interest rates. Secondly, the land use controls adopted by the town will determine the extent new construction will be allowed. The decreasing amount of available land for new development in the areas designated for growth may mean that new construction cannot continue at historical levels. Finally, changes in the type of development that takes place will have an impact on the average household size and therefore overall population growth.

Table 2A-5 presents projections on the growth of occupied housing units during the next twenty years. Similar to the population projections, the household projections are based on three different calculations of past average annual growth. These projections show that there will be between 2,900 and 3,700 new housing units built in Kennebunk during the next 20 years.

Table 2A-5. Projections of Future Households

	Past Average Annual Growth Rate		
	10 years	20 years	30 years
2005	4,982	4,956	5,158
2010	5,736	5,683	6,088
2015	6,489	6,410	7,017
2020	7,243	7,137	7,946

Source: Kennebunk Planning Department

Combining the information in Tables 2A-4 and 2A-5 results in a projection that, should both sets of numbers happen, Kennebunk's average household size will continue to decline. If both the population and number of households continue to grow at the average annual rates they have for the past thirty years, then the average household size will have declined to 1.9. While a projected household size of less than 2 may seem impossibly low, there are municipalities in York County with such household size at this time and continued growth in the number of 1-person households does not make such a projection out of line.

School Enrollment

Kennebunk's school age population grew by about 38% between 1990 and 2000. Consequently, its share of the enrollment in School Administrative District 71 has increased as well. Total enrollment of Kennebunk Students in April 1990 was 1,463 and by 2000 the total Kennebunk enrollment reached 2,025.

Table 2A-6. Public School Enrollment

	K-3			4-6			7-8			9-12			Total		
	Kbunk	Kport	SAD71												
1991	498	150	648	347	114	461	242	78	320	421	122	543	1,533	460	1,993
1992	495	151	646	380	108	488	248	69	317	453	118	571	1,596	458	2,054
1993	548	155	703	420	99	519	250	73	323	468	126	594	1,717	456	2,173
1994	584	143	727	416	132	548	269	67	336	480	131	611	1,772	475	2,247
1995	609	154	763	422	132	554	282	79	361	465	145	610	1,812	513	2,325
1996	597	157	754	440	131	571	289	83	372	471	139	610	1,823	516	2,339
1997	566	159	725	456	123	579	278	87	365	486	146	632	1,825	525	2,350
1998	577	176	753	474	120	594	288	91	379	515	147	662	1,998	541	2,424
1999	559	180	739	500	132	632	304	104	408	600	150	750	2,013	572	2,585
2000	571	162	733	486	134	620	344	98	442	596	166	762	2,025	573	2,598
2001	545	163	715	466	129	605	344	83	436	587	160	855	1,983	544	2,527

Source: MSAD 71, Maine Department of Education,
1998 Planning Decisions Report

In response to increased enrollments and changing program requirements, the School District has embarked on a building construction program. A new middle school opened in the winter of 2002. Moving the 7 and 8 grade students from the old middle school to the new school on the Thompson Road in West Kennebunk will allow the high school to expand into the old middle school building on Fletcher Street. Adding the 6 grade to the middle school will provide additional classroom space in the Sea Road School.

Components of Population Change

Migration into the town has been the driving force of population change. In fact, the net migration into the town exceeded the population change between 1900 and 2000. During the time between the 1990 Census and 2000 Census, Kennebunk experienced a larger number of deaths than births, an indication of its older population, and declining percentages of people in the child-raising age brackets.

The number of births in the town has dropped through the 1990s. Births peaked at 120 in 1991 and declined to a low of 63 in 1997 before increasing in the last two years of the decade. On the other hand, the number of deaths in the community has been increasing. There were only 84 deaths recorded in the town in 1991, yet 161 in 1999. Table 2A-7 includes information for births and deaths between April 1, 1990 and March 31, 2000 as well as net migration.

Table 2A-7. Components of Population Change

1990 Population	8,004
Births	+450
Deaths	-688
Net Migration	<u>+2,710</u>
2000 Population	10,476

source: Maine Dept. of Human Services, Town Clerk, Census Bureau

Demographic Characteristics

The median age in Kennebunk was 41.3 according to the 2000 Census. This is an increase from 37.5 in 1990 reflecting two trends: the influence the aging "baby boom generation" has on the median age, and the growth of the elderly population in Kennebunk. Table 2A-8 presents the change in the age of Kennebunk residents between 1990 and 2000 as well as comparing Kennebunk to York County and the state. The percentage distribution of each age group is also shown in Figure 4-8. These data show that Kennebunk is "an older community" than York

Table 2A-8. Change in Age Distribution, 1990 - 2000

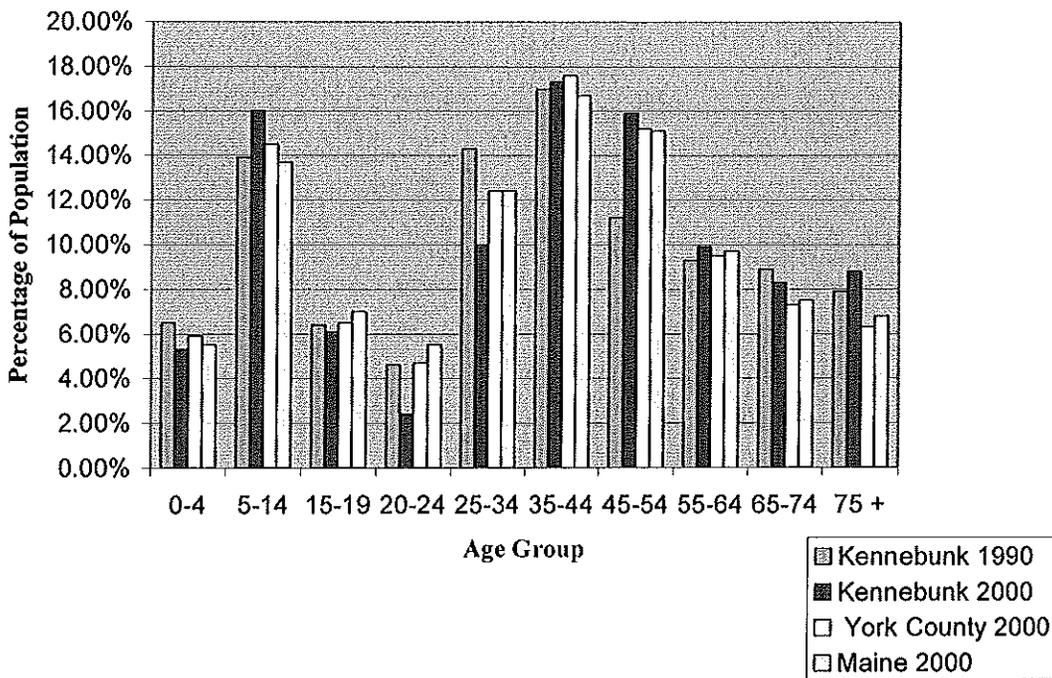
Age	Maine	York	Kennebunk					
	2000	County 2000	1990		2000		Change 1990-2000	
0-4	5.5%	5.9%	522	6.5%	553	5.3%	31	5.9%
5-14	13.7%	14.5%	1,114	13.9%	1,672	16.0%	558	50.1%
15-19	7.0%	6.5%	514	6.4%	638	6.1%	124	24.1%
20-24	5.5%	4.7%	367	4.6%	255	2.4%	-112	-30.5%
25-34	12.4%	12.4%	1,146	14.3%	1,046	10.0%	-100	-8.7%
35-44	16.7%	17.6%	1,357	17.0%	1,812	17.3%	455	33.5%
45-54	15.1%	15.2%	898	11.2%	1,662	15.9%	764	85.1%
55-64	9.7%	9.5%	747	9.3%	1,039	9.9%	292	39.1%
65-74	7.5%	7.3%	710	8.9%	873	8.3%	163	23.0%
75 +	6.8%	6.3%	629	7.9%	926	8.8%	297	47.2%
Total			8,004		10,476		2,472	30.9%
Median Age	38.6	38.5	37.5		41.3		3.8	

Source: US Census Bureau

County and the state as a whole. While Kennebunk has about the same percentage of children as the county and the state, it has substantially fewer young adults. The percentage of Kennebunk's population that is between ages 20 and 34 is only 12.4%, compared to 17.1% for York County and 17.9% for Maine. More importantly, the number of young adults in Kennebunk decreased by over 200 between 1990 and 2000. In comparison, Kennebunk has a higher percentage of elders in the community. Persons 65 years and over make up 17.1% of the town's population, compared to only 13.6% of the county's and 14.3% of the state's.

These differences in the age distribution of the population can be explained by several reasons. In recent years, Kennebunk has seen the construction of several residential developments restricted to occupancy by seniors. Secondly, Kennebunk has for many years had real estate values and housing prices above the average, limiting the amount of housing affordable to young adults. Thirdly, there are no universities or colleges located in Kennebunk, that would attract a large number of young adults. The presence of these facilities in other parts of the state would increase the statewide percentage, while Kennebunk's youth attend college elsewhere lowering the percentage in the town.

Figure 2-2. Age Distribution, Kennebunk, York County and Maine



Occupation

Information from the 2000 Census shows that 45% of Kennebunk's employed persons were in upper level, white-collar occupations. About 65% were in white-collar occupations generally, compared to about one-fifth in blue-collar occupations. Kennebunk continues to have substantially more white-collar workers than the surrounding communities, York County and the state as a whole.

Education

The percentage of Kennebunk residents with a college degree increased from one quarter to over one-third between 1980 and 1990. During this time, the percentage of the population age 25 and over that had not completed high school had decreased from 23% to 12%. As would be expected from the occupations held by Kennebunk residents, the town had almost twice the percentage of college graduates than York County.

Household Income

The median household income in Kennebunk in 1999 was \$50,914 as reported by the 2000 Census. The 1991 comprehensive plan reported this figure to be \$35,173 from a private data company. Kennebunk's median household income was 18% higher than York County's and 38% more than the state median household income. Table 2A-9 presents the distribution of household income in 1999 in Kennebunk, York County and Maine.

Table 2A-9. Distribution of Household Income, 1999

	Kennebunk	York County	Maine
Less than \$10,000	4.2%	7.8%	10.0%
\$10,000 - \$24,999	15.6%	18.4%	22.3%
\$25,000 - \$34,999	13.4%	12.9%	14.2%
\$35,000 - \$49,999	15.5%	18.1%	18.2%
\$50,000 - \$74,999	22.0%	23.3%	19.4%
\$75,000 - \$99,999	13.6%	10.6%	8.3%
\$100,000 and over	15.7%	8.8%	7.1%

Total Kennebunk Households: 4211

Source: 2000 Census

Table 2A-9 shows significantly more households in Kennebunk in the upper income levels compared to both the county and the state. While there is an obvious relationship between educational attainment, profession and household income, there is also a relationship between age and income. Most families are in their peak earnings years in late middle age. Young households and retirees tend to have lower incomes.

Table 2A-10. Distribution of 1999 Income, Kennebunk Households, York County & State

	Maine	York County	Kennebunk
<u>Maine household income in 1999--</u>			
Total	37,240	43,630	50,914
Householder under 25 years	22,809	28,394	41,071
Householder 25 to 34 years	37,939	43,358	56,759
Householder 35 to 44 years	45,462	52,383	61,595
Householder 45 to 54 years	49,684	56,878	66,793
Householder 55 to 64 years	39,541	45,328	50,938
Householder 65 to 74 years	26,046	28,806	36,250
Householder 75 years and over	18,956	20,786	29,157

Source: 2000 Census

Place of Work

From 1980 to 1990 there was a shift in commuting patterns as more Kennebunk residents commuted to Portland and other locations in Cumberland County. There was a drop in the percentage of Kennebunk residents working in Biddeford/Saco and an increase in those working in Kennebunkport.

2000 Census found that mean travel time to work for commuters from Kennebunk was 24.1 minutes indicating that this same half hour commuter pattern continued to exist.

SEASONAL POPULATION

The Southern Maine Regional Planning Commission produced the most recent seasonal population estimates available in 1994. These estimates were based on the number of seasonal accommodations in the town. The estimate does not attempt to estimate the number of "day trip" visitors to the town. In 2000, the Census Bureau classified 623 vacant dwelling units as seasonal dwellings. The estimate is also based on information provided by the Maine Department of Human Services, Bureau of Health on the number of rooms in licensed hotels, motels, bed and breakfast establishments and the licensed number of campground sites.

According to the information compiled by the regional planning commission, there were 364 licensed hotel and motel rooms, 57 rooms licensed in bed and breakfast establishments, 42 rental cottages and 388 campground spaces. By estimating the population of these transient accommodations and the population of the seasonal housing units, and adding that to the estimated 2000 year-round population, the seasonal population was estimated at 13,000. This represented a seasonal increment of about 4,500 people or a 50% increase in the population of the town.

The 2000 Census classified 623 vacant housing units as seasonal. Since 1994, relatively few additional transient accommodations have been added in the town. Therefore, based on a 2000 population of 10,476, the current seasonal population is estimated at 15,500. This continues to represent an approximate 50% increase in the population of the town during the summer.

ISSUES & IMPLICATIONS

Among the implications of this review of Kennebunk's population and its projected growth are:

1. If current trends continue, Kennebunk can expect to see as many 1,500 new housing units during the coming decade.
2. Recent growth in Kennebunk has resulted in a higher proportion of elderly and fewer younger adults than the County and State. Coupled with the general aging of the "baby boom generation," there are implications for the demand for municipal and social services.
3. Kennebunk can expect to see increasing percentages of one and two-person households, with a related increase in housing growth exceeding population growth.
4. The above-average incomes in the community will continue to apply pressure on housing prices making it increasingly difficult for young adults to remain in the town.
5. The importance of tourism to the area's economy means the town is likely to continue to see a substantial seasonal increase in the population with the attendant demands on public facilities.