

Demographic and Income Profile

Kennebunk town
Kennebunk town, ME (2303136535)
Geography: County Subdivision

Summary	2010	2011	2016
Population	10,798	10,998	11,449
Households	4,689	4,786	5,059
Families	2,966	3,028	3,148
Average Household Size	2.27	2.27	2.24
Owner Occupied Housing Units	3,623	3,675	3,886
Renter Occupied Housing Units	1,066	1,111	1,173
Median Age	48.2	48.3	49.9
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.81%	0.31%	0.67%
Households	1.12%	0.47%	0.71%
Families	0.78%	0.18%	0.57%
Owner HHs	1.12%	0.53%	0.91%
Median Household Income	4.47%	3.36%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	265	5.5%	248	4.9%
\$15,000 - \$24,999	512	10.7%	369	7.3%
\$25,000 - \$34,999	450	9.4%	341	6.7%
\$35,000 - \$49,999	632	13.2%	580	11.5%
\$50,000 - \$74,999	1,034	21.6%	990	19.6%
\$75,000 - \$99,999	630	13.2%	883	17.5%
\$100,000 - \$149,999	706	14.8%	921	18.2%
\$150,000 - \$199,999	353	7.4%	483	9.5%
\$200,000+	204	4.3%	244	4.8%
Median Household Income	\$60,306		\$75,030	
Average Household Income	\$79,914		\$93,323	
Per Capita Income	\$34,992		\$41,451	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	422	3.9%	425	3.9%	441	3.9%
5 - 9	602	5.6%	611	5.6%	621	5.4%
10 - 14	730	6.8%	740	6.7%	758	6.6%
15 - 19	688	6.4%	693	6.3%	658	5.7%
20 - 24	361	3.3%	370	3.4%	366	3.2%
25 - 34	706	6.5%	723	6.6%	763	6.7%
35 - 44	1,317	12.2%	1,333	12.1%	1,301	11.4%
45 - 54	1,867	17.3%	1,881	17.1%	1,763	15.4%
55 - 64	1,737	16.1%	1,784	16.2%	1,954	17.1%
65 - 74	1,153	10.7%	1,206	11.0%	1,510	13.2%
75 - 84	753	7.0%	767	7.0%	804	7.0%
85+	462	4.3%	465	4.2%	510	4.5%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,465	96.9%	10,658	96.9%	11,049	96.5%
Black Alone	43	0.4%	44	0.4%	49	0.4%
American Indian Alone	23	0.2%	23	0.2%	28	0.2%
Asian Alone	112	1.0%	115	1.0%	135	1.2%
Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	27	0.3%	28	0.3%	36	0.3%
Two or More Races	124	1.1%	126	1.1%	148	1.3%
Hispanic Origin (Any Race)	106	1.0%	111	1.0%	145	1.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

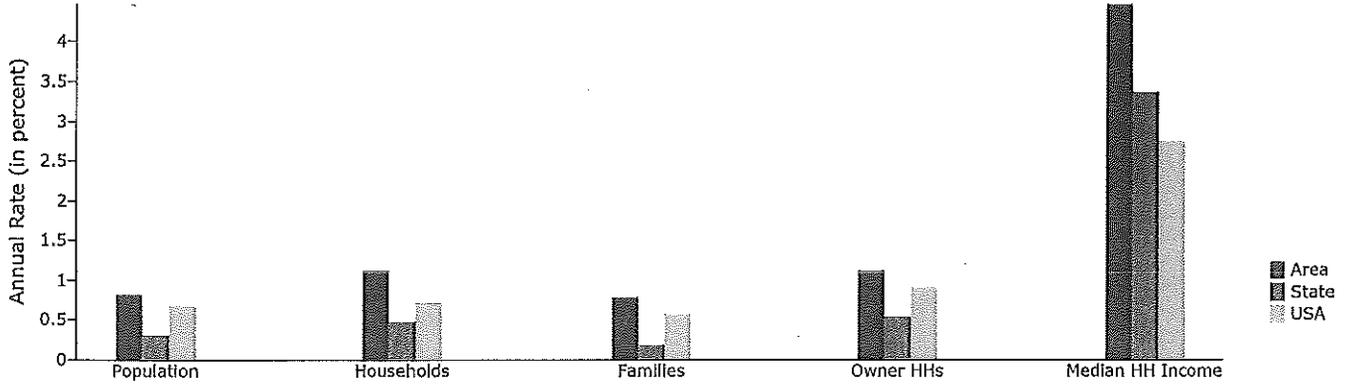
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Made with Esri Community Analyst

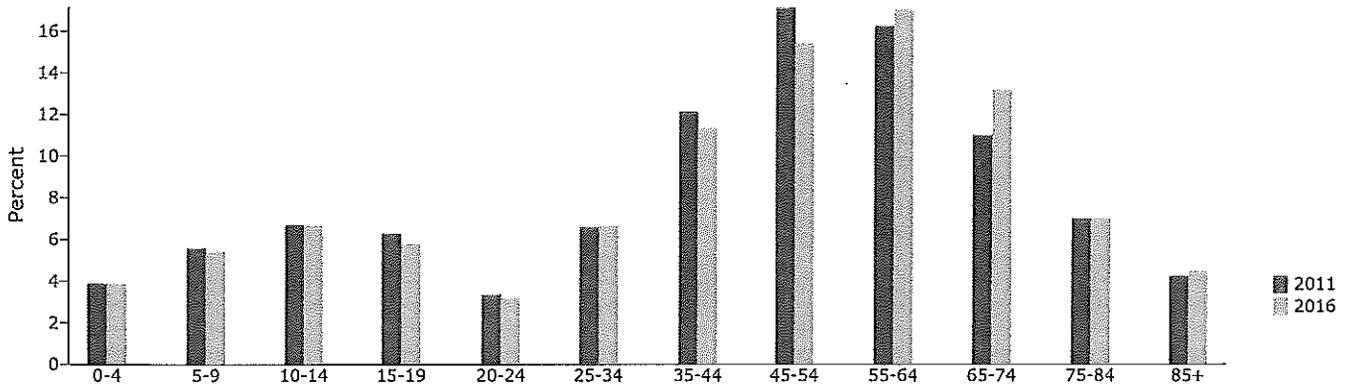
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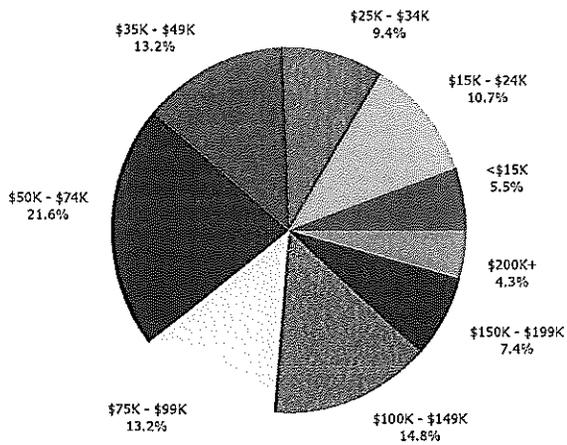
Trends 2011-2016



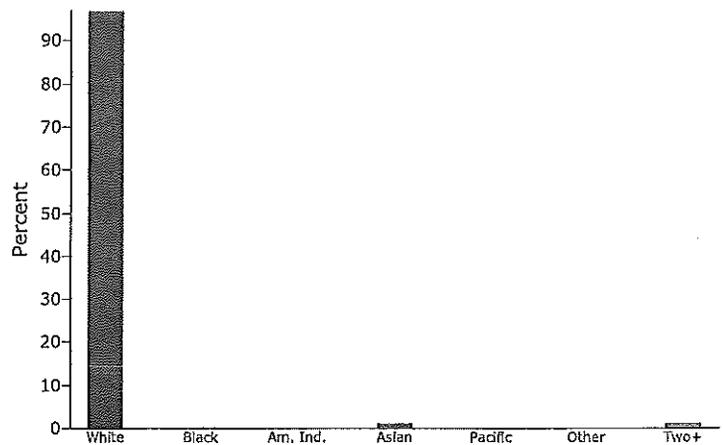
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 1.0%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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Kennebunk town, ME (23031...

Population Summary	
2000 Total Population	10,476
2000 Group Quarters	139
2010 Total Population	12,269
2015 Total Population	12,674
2010-2015 Annual Rate	0.65%
Household Summary	
2000 Households	4,229
2000 Average Household Size	2.44
2010 Households	5,028
2010 Average Household Size	2.40
2015 Households	5,222
2015 Average Household Size	2.39
2010-2015 Annual Rate	0.76%
2000 Families	2,899
2000 Average Family Size	2.97
2010 Families	3,384
2010 Average Family Size	2.93
2015 Families	3,486
2015 Average Family Size	2.93
2010-2015 Annual Rate	0.60%
Housing Unit Summary	
2000 Housing Units	4,985
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	15.2%
2010 Housing Units	5,938
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	15.3%
2015 Housing Units	6,222
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	16.1%
Median Household Income	
2000	\$50,973
2010	\$63,938
2015	\$67,881
Median Home Value	
2000	\$153,723
2010	\$261,522
2015	\$335,723
Per Capita Income	
2000	\$26,181
2010	\$32,468
2015	\$34,714
Median Age	
2000	41.2
2010	44.1
2015	44.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Kennebunk town, ME (23031...

2000 Households by Income

Household Income Base	4,211
<\$15,000	7.1%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	3.6%
\$200,000+	2.6%
Average Household Income	\$65,089

2010 Households by Income

Household Income Base	5,028
<\$15,000	5.4%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	23.9%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	5.2%
\$200,000+	4.0%
Average Household Income	\$78,758

2015 Households by Income

Household Income Base	5,222
<\$15,000	4.5%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	28.0%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	5.9%
\$200,000+	4.2%
Average Household Income	\$83,739

2000 Owner Occupied Housing Units by Value

Total	3,363
<\$50,000	1.4%
\$50,000 - \$99,999	15.1%
\$100,000 - \$149,999	31.4%
\$150,000 - \$199,999	21.0%
\$200,000 - \$299,999	18.2%
\$300,000 - \$499,999	8.6%
\$500,000 - \$999,999	3.4%
\$1,000,000 +	0.9%
Average Home Value	\$200,856

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	850
With Cash Rent	93.2%
No Cash Rent	6.8%
Median Rent	\$554
Average Rent	\$666

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age

Age Group	Percentage	Total
Total		10,476
0 - 4	5.3%	
5 - 9	7.4%	
10 - 14	8.5%	
15 - 24	8.5%	
25 - 34	10.0%	
35 - 44	17.3%	
45 - 54	15.9%	
55 - 64	9.9%	
65 - 74	8.3%	
75 - 84	6.3%	
85 +	2.5%	
18 +		74.4%

2010 Population by Age

Age Group	Percentage	Total
Total		12,269
0 - 4	5.3%	
5 - 9	5.8%	
10 - 14	6.2%	
15 - 24	12.5%	
25 - 34	9.3%	
35 - 44	12.3%	
45 - 54	17.1%	
55 - 64	14.3%	
65 - 74	8.4%	
75 - 84	5.7%	
85 +	3.2%	
18 +		78.1%

2015 Population by Age

Age Group	Percentage	Total
Total		12,674
0 - 4	5.3%	
5 - 9	5.8%	
10 - 14	6.4%	
15 - 24	10.9%	
25 - 34	12.6%	
35 - 44	10.0%	
45 - 54	14.8%	
55 - 64	15.3%	
65 - 74	10.4%	
75 - 84	5.6%	
85 +	2.9%	
18 +		78.8%

2000 Population by Sex

Males	46.6%
Females	53.4%

2010 Population by Sex

Males	47.2%
Females	52.8%

2015 Population by Sex

Males	47.6%
Females	52.4%

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2000 Population by Race/Ethnicity

Total	10,476
White Alone	98.0%
Black Alone	0.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.2%
Two or More Races	0.6%
Hispanic Origin	0.5%
Diversity Index	4.8

2010 Population by Race/Ethnicity

Total	12,269
White Alone	97.4%
Black Alone	0.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.2%
Two or More Races	0.8%
Hispanic Origin	1.0%
Diversity Index	6.9

2015 Population by Race/Ethnicity

Total	12,674
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	1.3%
Diversity Index	8.1

2000 Population 3+ by School Enrollment

Total	10,155
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	13.2%
Enrolled in Grade 9-12	6.1%
Enrolled in College	3.4%
Enrolled in Grad/Prof School	1.4%
Not Enrolled In School	71.9%

2010 Population 25+ by Educational Attainment

Total	8,622
Less Than 9th Grade	1.1%
9th to 12th Grade, No Diploma	3.4%
High School Graduate	19.9%
Some College, No Degree	18.8%
Associate Degree	9.5%
Bachelor's Degree	28.5%
Graduate/Professional Degree	18.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	10,151
Never Married	20.5%
Married	58.7%
Widowed	8.4%
Divorced	12.5%

2000 Population 16+ by Employment Status

Total	8,069
In Labor Force	65.3%
Civilian Employed	62.3%
Civilian Unemployed	2.7%
In Armed Forces	0.3%
Not In Labor Force	34.7%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.4%
Civilian Unemployed	7.6%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

2000 Females 16+ by Employment Status and Age of Children

Total	4,422
Own Children < 6 Only	5.5%
Employed/in Armed Forces	4.1%
Unemployed	0.5%
Not in Labor Force	0.8%
Own Children <6 and 6-17 Only	4.5%
Employed/in Armed Forces	2.9%
Unemployed	0.0%
Not in Labor Force	1.6%
Own Children 6-17 Only	20.3%
Employed/in Armed Forces	17.1%
Unemployed	0.3%
Not in Labor Force	2.9%
No Own Children < 18	69.7%
Employed/in Armed Forces	31.0%
Unemployed	1.7%
Not in Labor Force	37.0%

2010 Employed Population 16+ by Industry

Total	6,179
Agriculture/Mining	0.8%
Construction	4.5%
Manufacturing	9.5%
Wholesale Trade	4.4%
Retail Trade	7.0%
Transportation/Utilities	1.8%
Information	3.0%
Finance/Insurance/Real Estate	9.8%
Services	55.0%
Public Administration	4.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	6,179
White Collar	74.1%
Management/Business/Financial	16.0%
Professional	32.5%
Sales	12.6%
Administrative Support	12.9%
Services	12.7%
Blue Collar	13.1%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	2.3%
Production	4.3%
Transportation/Material Moving	1.4%

2000 Workers 16+ by Means of Transportation to Work

Total	4,943
Drove Alone - Car, Truck, or Van	84.4%
Carpooled - Car, Truck, or Van	5.7%
Public Transportation	0.9%
Walked	1.8%
Other Means	0.6%
Worked at Home	6.5%

2000 Workers 16+ by Travel Time to Work

Total	4,943
Did not Work at Home	93.5%
Less than 5 minutes	5.1%
5 to 9 minutes	14.1%
10 to 19 minutes	27.4%
20 to 24 minutes	8.2%
25 to 34 minutes	19.4%
35 to 44 minutes	8.3%
45 to 59 minutes	6.2%
60 to 89 minutes	2.4%
90 or more minutes	2.4%
Worked at Home	6.5%
Average Travel Time to Work (In min)	24.1

2000 Households by Vehicles Available

Total	4,229
None	4.4%
1	31.8%
2	47.8%
3	12.4%
4	3.1%
5+	0.5%
Average Number of Vehicles Available	1.8

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2000 Households by Type

Total	4,229
Family Households	68.6%
Married-couple Family	56.9%
With Related Children	26.6%
Other Family (No Spouse)	11.6%
With Related Children	7.5%
Nonfamily Households	31.5%
Householder Living Alone	26.7%
Householder Not Living Alone	4.8%
Households with Related Children	34.2%
Households with Persons 65+	29.8%

2000 Households by Size

Total	4,229
1 Person Household	26.7%
2 Person Household	35.5%
3 Person Household	15.0%
4 Person Household	14.7%
5 Person Household	6.2%
6 Person Household	1.3%
7 + Person Household	0.5%

2000 Households by Year Householder Moved In

Total	4,229
Moved in 1999 to March 2000	15.1%
Moved in 1995 to 1998	28.9%
Moved in 1990 to 1994	18.2%
Moved in 1980 to 1989	22.7%
Moved in 1970 to 1979	7.5%
Moved in 1969 or Earlier	7.6%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	4,985
1, Detached	72.7%
1, Attached	7.8%
2	4.4%
3 or 4	7.4%
5 to 9	2.4%
10 to 19	0.5%
20 +	2.8%
Mobile Home	2.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	4,985
1999 to March 2000	4.0%
1995 to 1998	6.6%
1990 to 1994	9.9%
1980 to 1989	22.1%
1970 to 1979	13.1%
1969 or Earlier	44.3%
Median Year Structure Built	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Top 3 Tapestry Segments

1. Midlife Junction
2. In Style
3. Exurbanites

2010 Consumer Spending

Apparel & Services: Total \$	\$9,363,228
Average Spent	\$1,862.22
Spending Potential Index	78
Computers & Accessories: Total \$	\$1,243,075
Average Spent	\$247.23
Spending Potential Index	112
Education: Total \$	\$7,111,648
Average Spent	\$1,414.41
Spending Potential Index	116
Entertainment/Recreation: Total \$	\$18,839,636
Average Spent	\$3,746.94
Spending Potential Index	116
Food at Home: Total \$	\$24,795,078
Average Spent	\$4,931.40
Spending Potential Index	110
Food Away from Home: Total \$	\$18,069,124
Average Spent	\$3,593.70
Spending Potential Index	112
Health Care: Total \$	\$21,686,607
Average Spent	\$4,313.17
Spending Potential Index	116
HH Furnishings & Equipment: Total \$	\$10,429,273
Average Spent	\$2,074.24
Spending Potential Index	101
Investments: Total \$	\$10,447,289
Average Spent	\$2,077.82
Spending Potential Index	119
Retail Goods: Total \$	\$135,792,006
Average Spent	\$27,007.16
Spending Potential Index	109
Shelter: Total \$	\$89,659,986
Average Spent	\$17,832.14
Spending Potential Index	113
TV/Video/Audio: Total \$	\$6,916,092
Average Spent	\$1,375.52
Spending Potential Index	111
Travel: Total \$	\$11,244,270
Average Spent	\$2,236.33
Spending Potential Index	118
Vehicle Maintenance & Repairs: Total \$	\$5,388,693
Average Spent	\$1,071.74
Spending Potential Index	114

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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