



Community Profile

Ogunquit town, ME
 Ogunquit town, ME (2303154980)
 Geography: County Subdivision

Prepared by Esri

	Ogunquit town...
Population Summary	
2000 Total Population	1,226
2010 Total Population	892
2020 Total Population	951
2020 Group Quarters	1
2025 Total Population	980
2020-2025 Annual Rate	0.60%
2020 Total Daytime Population	2,028
Workers	1,464
Residents	564
Household Summary	
2000 Households	668
2000 Average Household Size	1.84
2010 Households	498
2010 Average Household Size	1.79
2020 Households	536
2020 Average Household Size	1.77
2025 Households	556
2025 Average Household Size	1.76
2020-2025 Annual Rate	0.74%
2010 Families	234
2010 Average Family Size	2.37
2020 Families	239
2020 Average Family Size	2.37
2025 Families	244
2025 Average Family Size	2.36
2020-2025 Annual Rate	0.41%
Housing Unit Summary	
2000 Housing Units	2,114
Owner Occupied Housing Units	24.5%
Renter Occupied Housing Units	7.1%
Vacant Housing Units	68.4%
2010 Housing Units	2,009
Owner Occupied Housing Units	20.6%
Renter Occupied Housing Units	4.2%
Vacant Housing Units	75.2%
2020 Housing Units	2,153
Owner Occupied Housing Units	20.6%
Renter Occupied Housing Units	4.3%
Vacant Housing Units	75.1%
2025 Housing Units	2,221
Owner Occupied Housing Units	20.7%
Renter Occupied Housing Units	4.3%
Vacant Housing Units	75.0%
Median Household Income	
2020	\$79,464
2025	\$88,708
Median Home Value	
2020	\$582,143
2025	\$624,346
Per Capita Income	
2020	\$57,634
2025	\$62,616
Median Age	
2010	61.3
2020	64.7
2025	66.5

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	536
<\$15,000	6.3%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	26.3%
\$150,000 - \$199,999	6.5%
\$200,000+	8.6%
Average Household Income	\$102,253

2025 Households by Income

Household Income Base	556
<\$15,000	5.4%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	29.7%
\$150,000 - \$199,999	7.2%
\$200,000+	8.5%
Average Household Income	\$110,363

2020 Owner Occupied Housing Units by Value

Total	443
<\$50,000	1.6%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	1.6%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	15.8%
\$500,000 - \$749,999	39.5%
\$750,000 - \$999,999	9.0%
\$1,000,000 - \$1,499,999	6.3%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	7.7%
Average Home Value	\$715,124

2025 Owner Occupied Housing Units by Value

Total	460
<\$50,000	0.4%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	9.6%
\$400,000 - \$499,999	15.9%
\$500,000 - \$749,999	41.5%
\$750,000 - \$999,999	9.6%
\$1,000,000 - \$1,499,999	8.5%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	10.4%
Average Home Value	\$808,098

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 01, 2021



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2010 Population by Age		
Total		892
0 - 4		1.8%
5 - 9		2.1%
10 - 14		1.6%
15 - 24		4.6%
25 - 34		4.5%
35 - 44		9.1%
45 - 54		12.6%
55 - 64		21.4%
65 - 74		22.3%
75 - 84		15.8%
85 +		4.3%
18 +		92.4%
2020 Population by Age		
Total		951
0 - 4		1.5%
5 - 9		1.8%
10 - 14		1.6%
15 - 24		4.3%
25 - 34		3.8%
35 - 44		6.8%
45 - 54		11.3%
55 - 64		19.8%
65 - 74		26.7%
75 - 84		16.4%
85 +		6.1%
18 +		93.9%
2025 Population by Age		
Total		980
0 - 4		1.2%
5 - 9		1.7%
10 - 14		2.3%
15 - 24		3.4%
25 - 34		4.0%
35 - 44		6.0%
45 - 54		9.6%
55 - 64		17.4%
65 - 74		29.0%
75 - 84		19.0%
85 +		6.3%
18 +		93.4%
2010 Population by Sex		
Males		447
Females		445
2020 Population by Sex		
Males		482
Females		469
2025 Population by Sex		
Males		497
Females		483

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Ogunquit town...
2010 Population by Race/Ethnicity	
Total	892
White Alone	97.0%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.5%
Diversity Index	8.7
2020 Population by Race/Ethnicity	
Total	951
White Alone	95.7%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.0%
Hispanic Origin	2.2%
Diversity Index	12.4
2025 Population by Race/Ethnicity	
Total	980
White Alone	95.0%
Black Alone	0.3%
American Indian Alone	0.1%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.3%
Hispanic Origin	2.8%
Diversity Index	14.6
2010 Population by Relationship and Household Type	
Total	892
In Households	99.9%
In Family Households	63.5%
Householder	26.2%
Spouse	23.4%
Child	11.2%
Other relative	1.2%
Nonrelative	1.3%
In Nonfamily Households	36.4%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

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.

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2020 Population 25+ by Educational Attainment		
Total		864
Less than 9th Grade		1.0%
9th - 12th Grade, No Diploma		0.0%
High School Graduate		13.3%
GED/Alternative Credential		2.0%
Some College, No Degree		15.2%
Associate Degree		7.1%
Bachelor's Degree		35.5%
Graduate/Professional Degree		25.9%
2020 Population 15+ by Marital Status		
Total		905
Never Married		27.6%
Married		52.5%
Widowed		9.2%
Divorced		10.7%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+		442
Population 16+ Employed		86.2%
Population 16+ Unemployment rate		13.8%
Population 16-24 Employed		6.8%
Population 16-24 Unemployment rate		18.8%
Population 25-54 Employed		40.9%
Population 25-54 Unemployment rate		16.6%
Population 55-64 Employed		30.7%
Population 55-64 Unemployment rate		10.0%
Population 65+ Employed		21.5%
Population 65+ Unemployment rate		11.8%
2020 Employed Population 16+ by Industry		
Total		381
Agriculture/Mining		4.2%
Construction		5.8%
Manufacturing		8.9%
Wholesale Trade		0.5%
Retail Trade		9.4%
Transportation/Utilities		2.4%
Information		1.6%
Finance/Insurance/Real Estate		6.3%
Services		57.2%
Public Administration		3.7%
2020 Employed Population 16+ by Occupation		
Total		381
White Collar		73.8%
Management/Business/Financial		34.6%
Professional		20.2%
Sales		13.1%
Administrative Support		5.8%
Services		12.9%
Blue Collar		13.4%
Farming/Forestry/Fishing		3.1%
Construction/Extraction		5.5%
Installation/Maintenance/Repair		1.3%
Production		0.0%
Transportation/Material Moving		3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	498
Households with 1 Person	41.2%
Households with 2+ People	58.8%
Family Households	47.0%
Husband-wife Families	42.0%
With Related Children	7.4%
Other Family (No Spouse Present)	5.0%
Other Family with Male Householder	1.0%
With Related Children	0.0%
Other Family with Female Householder	4.0%
With Related Children	1.2%
Nonfamily Households	11.8%
All Households with Children	8.6%
Multigenerational Households	1.0%
Unmarried Partner Households	9.0%
Male-female	4.0%
Same-sex	5.0%
2010 Households by Size	
Total	498
1 Person Household	41.2%
2 Person Household	47.0%
3 Person Household	6.0%
4 Person Household	4.2%
5 Person Household	1.0%
6 Person Household	0.4%
7 + Person Household	0.2%
2010 Households by Tenure and Mortgage Status	
Total	498
Owner Occupied	83.1%
Owned with a Mortgage/Loan	43.4%
Owned Free and Clear	39.8%
Renter Occupied	16.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	83
Percent of Income for Mortgage	30.6%
Wealth Index	167
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,009
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	892
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Silver & Gold (9A)
2. Rural Resort Dwellers (6E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$1,211,020
Average Spent	\$2,259.37
Spending Potential Index	105
Education: Total \$	\$866,918
Average Spent	\$1,617.38
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$2,138,137
Average Spent	\$3,989.06
Spending Potential Index	123
Food at Home: Total \$	\$3,431,701
Average Spent	\$6,402.43
Spending Potential Index	120
Food Away from Home: Total \$	\$2,209,563
Average Spent	\$4,122.32
Spending Potential Index	109
Health Care: Total \$	\$4,103,977
Average Spent	\$7,656.67
Spending Potential Index	133
HH Furnishings & Equipment: Total \$	\$1,330,060
Average Spent	\$2,481.45
Spending Potential Index	114
Personal Care Products & Services: Total \$	\$551,036
Average Spent	\$1,028.05
Spending Potential Index	112
Shelter: Total \$	\$11,117,907
Average Spent	\$20,742.36
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,910,980
Average Spent	\$3,565.26
Spending Potential Index	152
Travel: Total \$	\$1,572,852
Average Spent	\$2,934.42
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total \$	\$784,691
Average Spent	\$1,463.98
Spending Potential Index	126

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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