



# Community Profile

South Berwick town, ME  
 South Berwick town, ME (2303170030)  
 Geography: County Subdivision

Prepared by Esri

	South Berwick...
<b>Population Summary</b>	
2000 Total Population	6,671
2010 Total Population	7,220
2020 Total Population	7,390
2020 Group Quarters	2
2025 Total Population	7,495
2020-2025 Annual Rate	0.28%
2020 Total Daytime Population	6,026
Workers	2,839
Residents	3,187
<b>Household Summary</b>	
2000 Households	2,403
2000 Average Household Size	2.76
2010 Households	2,729
2010 Average Household Size	2.64
2020 Households	2,853
2020 Average Household Size	2.59
2025 Households	2,915
2025 Average Household Size	2.57
2020-2025 Annual Rate	0.43%
2010 Families	1,979
2010 Average Family Size	3.09
2020 Families	2,023
2020 Average Family Size	3.06
2025 Families	2,052
2025 Average Family Size	3.04
2020-2025 Annual Rate	0.29%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,488
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	3.4%
2010 Housing Units	2,911
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	6.3%
2020 Housing Units	3,032
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	5.9%
2025 Housing Units	3,081
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	5.4%
<b>Median Household Income</b>	
2020	\$93,556
2025	\$101,756
<b>Median Home Value</b>	
2020	\$289,051
2025	\$333,465
<b>Per Capita Income</b>	
2020	\$40,710
2025	\$45,515
<b>Median Age</b>	
2010	40.4
2020	43.7
2025	44.1

**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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<b>2020 Households by Income</b>	
Household Income Base	2,853
<\$15,000	6.1%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	11.6%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	12.4%
\$200,000+	7.3%
Average Household Income	\$105,449
<b>2025 Households by Income</b>	
Household Income Base	2,915
<\$15,000	5.4%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	10.3%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	28.7%
\$150,000 - \$199,999	14.8%
\$200,000+	8.3%
Average Household Income	\$117,027
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	2,184
<\$50,000	1.6%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	4.9%
\$200,000 - \$249,999	23.8%
\$250,000 - \$299,999	18.8%
\$300,000 - \$399,999	25.5%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	7.2%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.5%
Average Home Value	\$350,710
<b>2025 Owner Occupied Housing Units by Value</b>	
Total	2,231
<\$50,000	0.9%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	2.4%
\$200,000 - \$249,999	17.9%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	28.5%
\$400,000 - \$499,999	14.6%
\$500,000 - \$749,999	10.7%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.6%
Average Home Value	\$420,282

**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.



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	South Berwick...
<b>2010 Population by Age</b>	
Total	7,220
0 - 4	5.6%
5 - 9	7.2%
10 - 14	8.3%
15 - 24	12.8%
25 - 34	9.0%
35 - 44	14.5%
45 - 54	20.0%
55 - 64	12.5%
65 - 74	6.0%
75 - 84	2.9%
85 +	1.3%
18 +	73.4%
<b>2020 Population by Age</b>	
Total	7,390
0 - 4	4.7%
5 - 9	5.5%
10 - 14	6.3%
15 - 24	12.2%
25 - 34	12.4%
35 - 44	10.1%
45 - 54	14.5%
55 - 64	17.8%
65 - 74	10.9%
75 - 84	4.2%
85 +	1.5%
18 +	79.4%
<b>2025 Population by Age</b>	
Total	7,495
0 - 4	4.7%
5 - 9	5.4%
10 - 14	6.0%
15 - 24	10.4%
25 - 34	12.5%
35 - 44	12.0%
45 - 54	11.5%
55 - 64	16.0%
65 - 74	14.0%
75 - 84	5.8%
85 +	1.8%
18 +	80.2%
<b>2010 Population by Sex</b>	
Males	3,564
Females	3,656
<b>2020 Population by Sex</b>	
Males	3,640
Females	3,750
<b>2025 Population by Sex</b>	
Males	3,697
Females	3,798

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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	South Berwick...
<b>2010 Population by Race/Ethnicity</b>	
Total	7,220
White Alone	97.5%
Black Alone	0.2%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	0.8%
Diversity Index	6.4
<b>2020 Population by Race/Ethnicity</b>	
Total	7,390
White Alone	96.4%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.5%
Hispanic Origin	1.2%
Diversity Index	9.3
<b>2025 Population by Race/Ethnicity</b>	
Total	7,495
White Alone	95.7%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.8%
Hispanic Origin	1.5%
Diversity Index	11.0
<b>2010 Population by Relationship and Household Type</b>	
Total	7,220
In Households	100.0%
In Family Households	86.8%
Householder	27.4%
Spouse	22.3%
Child	32.9%
Other relative	2.2%
Nonrelative	2.0%
In Nonfamily Households	13.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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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	South Berwick...
<b>2020 Population 25+ by Educational Attainment</b>	
Total	5,267
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	17.0%
GED/Alternative Credential	2.1%
Some College, No Degree	21.9%
Associate Degree	9.1%
Bachelor's Degree	33.0%
Graduate/Professional Degree	11.8%
<b>2020 Population 15+ by Marital Status</b>	
Total	6,165
Never Married	22.0%
Married	58.5%
Widowed	5.3%
Divorced	14.1%
<b>2020 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	4,702
Population 16+ Employed	89.5%
Population 16+ Unemployment rate	10.5%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	18.7%
Population 25-54 Employed	54.7%
Population 25-54 Unemployment rate	9.2%
Population 55-64 Employed	23.8%
Population 55-64 Unemployment rate	8.8%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	9.2%
<b>2020 Employed Population 16+ by Industry</b>	
Total	4,210
Agriculture/Mining	1.2%
Construction	7.1%
Manufacturing	13.0%
Wholesale Trade	0.8%
Retail Trade	7.9%
Transportation/Utilities	3.5%
Information	2.0%
Finance/Insurance/Real Estate	9.6%
Services	51.4%
Public Administration	3.4%
<b>2020 Employed Population 16+ by Occupation</b>	
Total	4,210
White Collar	66.4%
Management/Business/Financial	17.2%
Professional	26.3%
Sales	7.7%
Administrative Support	15.2%
Services	11.9%
Blue Collar	21.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.8%
Production	5.6%
Transportation/Material Moving	4.9%

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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	South Berwick...
<b>2010 Households by Type</b>	
Total	2,729
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	72.5%
Husband-wife Families	59.1%
With Related Children	28.3%
Other Family (No Spouse Present)	13.4%
Other Family with Male Householder	4.0%
With Related Children	2.7%
Other Family with Female Householder	9.4%
With Related Children	6.9%
Nonfamily Households	6.2%
All Households with Children	38.3%
Multigenerational Households	2.6%
Unmarried Partner Households	6.8%
Male-female	6.0%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	2,729
1 Person Household	21.3%
2 Person Household	33.4%
3 Person Household	18.7%
4 Person Household	16.9%
5 Person Household	7.1%
6 Person Household	1.9%
7 + Person Household	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,729
Owner Occupied	77.1%
Owned with a Mortgage/Loan	60.9%
Owned Free and Clear	16.2%
Renter Occupied	22.9%
<b>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	156
Percent of Income for Mortgage	12.9%
Wealth Index	127
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	2,911
Housing Units Inside Urbanized Area	62.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	37.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	7,220
Population Inside Urbanized Area	60.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	39.9%

**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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## South Berwick...

### Top 3 Tapestry Segments

1. Green Acres (6A)
2. Bright Young Professionals (8C)
3. In Style (5B)

### 2020 Consumer Spending

Apparel & Services: Total \$	\$7,119,440
Average Spent	\$2,495.42
Spending Potential Index	116
Education: Total \$	\$5,937,272
Average Spent	\$2,081.06
Spending Potential Index	116
Entertainment/Recreation: Total \$	\$10,893,128
Average Spent	\$3,818.13
Spending Potential Index	118
Food at Home: Total \$	\$17,389,707
Average Spent	\$6,095.24
Spending Potential Index	114
Food Away from Home: Total \$	\$12,380,690
Average Spent	\$4,339.53
Spending Potential Index	115
Health Care: Total \$	\$19,618,866
Average Spent	\$6,876.57
Spending Potential Index	120
HH Furnishings & Equipment: Total \$	\$7,524,980
Average Spent	\$2,637.57
Spending Potential Index	121
Personal Care Products & Services: Total \$	\$3,112,462
Average Spent	\$1,090.94
Spending Potential Index	119
Shelter: Total \$	\$62,719,243
Average Spent	\$21,983.61
Spending Potential Index	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,178,653
Average Spent	\$2,866.69
Spending Potential Index	122
Travel: Total \$	\$8,204,842
Average Spent	\$2,875.86
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$3,944,545
Average Spent	\$1,382.60
Spending Potential Index	119

**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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