



# Community Profile

Baldwin town, ME  
 Baldwin town, ME (2300502655)  
 Geography: County Subdivision

Prepared by Esri

	Baldwin town,...
<b>Population Summary</b>	
2000 Total Population	1,290
2010 Total Population	1,525
2017 Total Population	1,724
2017 Group Quarters	0
2022 Total Population	1,844
2017-2022 Annual Rate	1.35%
2017 Total Daytime Population	880
Workers	130
Residents	750
<b>Household Summary</b>	
2000 Households	493
2000 Average Household Size	2.62
2010 Households	588
2010 Average Household Size	2.59
2017 Households	665
2017 Average Household Size	2.59
2022 Households	712
2022 Average Household Size	2.59
2017-2022 Annual Rate	1.38%
2010 Families	431
2010 Average Family Size	2.98
2017 Families	482
2017 Average Family Size	2.99
2022 Families	513
2022 Average Family Size	2.99
2017-2022 Annual Rate	1.25%
<b>Housing Unit Summary</b>	
2000 Housing Units	577
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	10.4%
Vacant Housing Units	14.6%
2010 Housing Units	700
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	11.3%
Vacant Housing Units	16.0%
2017 Housing Units	790
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	15.8%
2022 Housing Units	845
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	15.7%
<b>Median Household Income</b>	
2017	\$59,312
2022	\$74,494
<b>Median Home Value</b>	
2017	\$189,865
2022	\$232,955
<b>Per Capita Income</b>	
2017	\$25,718
2022	\$30,867
<b>Median Age</b>	
2010	42.4
2017	45.0
2022	46.9

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Households by Income

Household Income Base	665
<\$15,000	10.4%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	23.2%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	4.4%
\$200,000+	0.6%

Average Household Income \$66,674

## 2022 Households by Income

Household Income Base	712
<\$15,000	7.3%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	27.2%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	5.8%
\$200,000+	0.8%

Average Household Income \$79,943

## 2017 Owner Occupied Housing Units by Value

Total	563
<\$50,000	2.1%
\$50,000 - \$99,999	13.1%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	18.3%
\$250,000 - \$299,999	14.7%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%

Average Home Value \$201,954

## 2022 Owner Occupied Housing Units by Value

Total	603
<\$50,000	1.3%
\$50,000 - \$99,999	7.6%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	12.9%
\$200,000 - \$249,999	25.5%
\$250,000 - \$299,999	21.2%
\$300,000 - \$399,999	13.8%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.0%

Average Home Value \$239,179

**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.

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March 22, 2018



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		<b>Baldwin town,...</b>
<b>2010 Population by Age</b>		
Total		1,525
0 - 4		4.9%
5 - 9		6.8%
10 - 14		7.1%
15 - 24		10.1%
25 - 34		11.1%
35 - 44		13.4%
45 - 54		18.3%
55 - 64		14.0%
65 - 74		9.0%
75 - 84		3.9%
85 +		1.4%
18 +		77.6%
<b>2017 Population by Age</b>		
Total		1,724
0 - 4		4.5%
5 - 9		5.2%
10 - 14		6.2%
15 - 24		10.8%
25 - 34		10.2%
35 - 44		13.1%
45 - 54		14.5%
55 - 64		17.1%
65 - 74		12.2%
75 - 84		4.8%
85 +		1.6%
18 +		80.6%
<b>2022 Population by Age</b>		
Total		1,844
0 - 4		4.3%
5 - 9		4.9%
10 - 14		5.8%
15 - 24		10.1%
25 - 34		9.7%
35 - 44		12.6%
45 - 54		13.9%
55 - 64		16.4%
65 - 74		13.6%
75 - 84		7.0%
85 +		1.6%
18 +		81.3%
<b>2010 Population by Sex</b>		
Males		747
Females		778
<b>2017 Population by Sex</b>		
Males		851
Females		873
<b>2022 Population by Sex</b>		
Males		912
Females		932

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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		Baldwin town,...
<b>2010 Population by Race/Ethnicity</b>		
Total		1,525
White Alone		97.9%
Black Alone		0.1%
American Indian Alone		0.2%
Asian Alone		1.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		0.5%
Hispanic Origin		0.4%
Diversity Index		4.9
<b>2017 Population by Race/Ethnicity</b>		
Total		1,724
White Alone		97.7%
Black Alone		0.1%
American Indian Alone		0.2%
Asian Alone		1.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		0.5%
Hispanic Origin		0.5%
Diversity Index		5.5
<b>2022 Population by Race/Ethnicity</b>		
Total		1,844
White Alone		97.5%
Black Alone		0.1%
American Indian Alone		0.2%
Asian Alone		1.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		0.6%
Hispanic Origin		0.5%
Diversity Index		6.0
<b>2010 Population by Relationship and Household Type</b>		
Total		1,525
In Households		100.0%
In Family Households		86.8%
Householder		28.3%
Spouse		23.4%
Child		29.7%
Other relative		2.8%
Nonrelative		2.6%
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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	<b>Baldwin town,...</b>
<b>2017 Population 25+ by Educational Attainment</b>	
Total	1,265
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	34.9%
GED/Alternative Credential	6.0%
Some College, No Degree	20.2%
Associate Degree	9.6%
Bachelor's Degree	15.3%
Graduate/Professional Degree	6.3%
<b>2017 Population 15+ by Marital Status</b>	
Total	1,451
Never Married	22.3%
Married	58.8%
Widowed	6.3%
Divorced	12.6%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	98.6%
Civilian Unemployed (Unemployment Rate)	1.4%
<b>2017 Employed Population 16+ by Industry</b>	
Total	985
Agriculture/Mining	4.1%
Construction	5.8%
Manufacturing	9.3%
Wholesale Trade	1.7%
Retail Trade	16.6%
Transportation/Utilities	6.7%
Information	0.0%
Finance/Insurance/Real Estate	4.4%
Services	47.4%
Public Administration	4.0%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	985
White Collar	55.5%
Management/Business/Financial	10.7%
Professional	20.8%
Sales	9.3%
Administrative Support	14.7%
Services	18.7%
Blue Collar	25.8%
Farming/Forestry/Fishing	5.1%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	4.6%
Production	6.7%
Transportation/Material Moving	5.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	1,525
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>		
Total		588
Households with 1 Person		19.7%
Households with 2+ People		80.3%
Family Households		73.3%
Husband-wife Families		60.7%
With Related Children		22.4%
Other Family (No Spouse Present)		12.6%
Other Family with Male Householder		4.9%
With Related Children		3.6%
Other Family with Female Householder		7.7%
With Related Children		5.1%
Nonfamily Households		7.0%
All Households with Children		31.6%
Multigenerational Households		2.9%
Unmarried Partner Households		8.3%
Male-female		8.0%
Same-sex		0.3%
<b>2010 Households by Size</b>		
Total		588
1 Person Household		19.7%
2 Person Household		40.6%
3 Person Household		16.3%
4 Person Household		14.8%
5 Person Household		3.9%
6 Person Household		3.2%
7 + Person Household		1.4%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total		588
Owner Occupied		86.6%
Owned with a Mortgage/Loan		56.1%
Owned Free and Clear		30.4%
Renter Occupied		13.4%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units		700
Housing Units Inside Urbanized Area		0.0%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Salt of the Earth (6B)
	<b>2.</b>	Top Tier (1A)
	<b>3.</b>	Professional Pride (1B)
<b>2017 Consumer Spending</b>		
Apparel & Services: Total \$		\$1,125,791
Average Spent		\$1,692.92
Spending Potential Index		78
Education: Total \$		\$727,856
Average Spent		\$1,094.52
Spending Potential Index		75
Entertainment/Recreation: Total \$		\$1,762,400
Average Spent		\$2,650.22
Spending Potential Index		85
Food at Home: Total \$		\$2,848,331
Average Spent		\$4,283.20
Spending Potential Index		85
Food Away from Home: Total \$		\$1,785,012
Average Spent		\$2,684.23
Spending Potential Index		81
Health Care: Total \$		\$3,395,464
Average Spent		\$5,105.96
Spending Potential Index		91
HH Furnishings & Equipment: Total \$		\$1,090,498
Average Spent		\$1,639.85
Spending Potential Index		84
Personal Care Products & Services: Total \$		\$435,047
Average Spent		\$654.21
Spending Potential Index		82
Shelter: Total \$		\$8,216,269
Average Spent		\$12,355.29
Spending Potential Index		76
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,318,042
Average Spent		\$1,982.02
Spending Potential Index		85
Travel: Total \$		\$1,123,841
Average Spent		\$1,689.99
Spending Potential Index		82
Vehicle Maintenance & Repairs: Total \$		\$616,478
Average Spent		\$927.04
Spending Potential Index		86

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.