



Community Profile

Brownfield town, ME
 Brownfield town, ME (2301708150)
 Geography: County Subdivision

Prepared by Esri

	Brownfield to...
Population Summary	
2000 Total Population	1,251
2010 Total Population	1,597
2020 Total Population	1,567
2020 Group Quarters	0
2025 Total Population	1,556
2020-2025 Annual Rate	-0.14%
2020 Total Daytime Population	1,202
Workers	389
Residents	813
Household Summary	
2000 Households	512
2000 Average Household Size	2.44
2010 Households	662
2010 Average Household Size	2.41
2020 Households	660
2020 Average Household Size	2.37
2025 Households	661
2025 Average Household Size	2.35
2020-2025 Annual Rate	0.03%
2010 Families	453
2010 Average Family Size	2.86
2020 Families	440
2020 Average Family Size	2.84
2025 Families	437
2025 Average Family Size	2.83
2020-2025 Annual Rate	-0.14%
Housing Unit Summary	
2000 Housing Units	788
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	7.0%
Vacant Housing Units	35.0%
2010 Housing Units	973
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	7.9%
Vacant Housing Units	32.0%
2020 Housing Units	992
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	7.3%
Vacant Housing Units	33.5%
2025 Housing Units	997
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	33.7%
Median Household Income	
2020	\$54,801
2025	\$56,721
Median Home Value	
2020	\$192,258
2025	\$201,344
Per Capita Income	
2020	\$28,352
2025	\$30,844
Median Age	
2010	44.6
2020	47.9
2025	49.7

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	660
<\$15,000	8.0%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	2.4%
\$200,000+	2.0%
Average Household Income	\$67,315
2025 Households by Income	
Household Income Base	661
<\$15,000	7.9%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	2.7%
\$200,000+	2.3%
Average Household Income	\$72,606
2020 Owner Occupied Housing Units by Value	
Total	588
<\$50,000	6.1%
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	26.4%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	15.6%
\$300,000 - \$399,999	10.0%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$210,247
2025 Owner Occupied Housing Units by Value	
Total	589
<\$50,000	4.1%
\$50,000 - \$99,999	3.9%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	26.8%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	17.1%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	4.4%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$222,793

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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2010 Population by Age	
Total	1,597
0 - 4	5.4%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	10.4%
25 - 34	10.0%
35 - 44	13.0%
45 - 54	17.8%
55 - 64	17.6%
65 - 74	8.8%
75 - 84	3.9%
85 +	1.3%
18 +	79.3%
2020 Population by Age	
Total	1,567
0 - 4	4.7%
5 - 9	5.2%
10 - 14	5.8%
15 - 24	8.9%
25 - 34	10.5%
35 - 44	11.4%
45 - 54	13.5%
55 - 64	17.6%
65 - 74	15.4%
75 - 84	5.5%
85 +	1.5%
18 +	81.2%
2025 Population by Age	
Total	1,556
0 - 4	4.3%
5 - 9	5.1%
10 - 14	5.6%
15 - 24	8.6%
25 - 34	9.1%
35 - 44	11.6%
45 - 54	12.3%
55 - 64	17.4%
65 - 74	17.0%
75 - 84	7.3%
85 +	1.8%
18 +	81.7%
2010 Population by Sex	
Males	804
Females	793
2020 Population by Sex	
Males	807
Females	760
2025 Population by Sex	
Males	815
Females	741

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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		Brownfield to...
2010 Population by Race/Ethnicity		
Total		1,597
White Alone		97.7%
Black Alone		0.3%
American Indian Alone		0.0%
Asian Alone		0.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		1.3%
Hispanic Origin		0.3%
Diversity Index		5.1
2020 Population by Race/Ethnicity		
Total		1,567
White Alone		97.0%
Black Alone		0.4%
American Indian Alone		0.0%
Asian Alone		0.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		1.5%
Hispanic Origin		0.4%
Diversity Index		6.6
2025 Population by Race/Ethnicity		
Total		1,556
White Alone		96.5%
Black Alone		0.6%
American Indian Alone		0.0%
Asian Alone		0.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.5%
Two or More Races		1.7%
Hispanic Origin		0.5%
Diversity Index		7.8
2010 Population by Relationship and Household Type		
Total		1,597
In Households		100.0%
In Family Households		83.7%
Householder		28.4%
Spouse		23.0%
Child		27.9%
Other relative		1.9%
Nonrelative		2.6%
In Nonfamily Households		16.3%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Brownfield to...
2020 Population 25+ by Educational Attainment	
Total	1,181
Less than 9th Grade	0.3%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	39.5%
GED/Alternative Credential	6.2%
Some College, No Degree	23.6%
Associate Degree	6.9%
Bachelor's Degree	10.2%
Graduate/Professional Degree	7.5%
2020 Population 15+ by Marital Status	
Total	1,321
Never Married	19.8%
Married	58.1%
Widowed	6.0%
Divorced	16.1%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	880
Population 16+ Employed	86.5%
Population 16+ Unemployment rate	13.5%
Population 16-24 Employed	8.7%
Population 16-24 Unemployment rate	26.7%
Population 25-54 Employed	54.8%
Population 25-54 Unemployment rate	12.8%
Population 55-64 Employed	26.1%
Population 55-64 Unemployment rate	10.8%
Population 65+ Employed	10.4%
Population 65+ Unemployment rate	11.2%
2020 Employed Population 16+ by Industry	
Total	761
Agriculture/Mining	5.7%
Construction	14.6%
Manufacturing	9.1%
Wholesale Trade	2.2%
Retail Trade	13.1%
Transportation/Utilities	4.3%
Information	0.3%
Finance/Insurance/Real Estate	5.1%
Services	40.1%
Public Administration	5.5%
2020 Employed Population 16+ by Occupation	
Total	761
White Collar	59.3%
Management/Business/Financial	12.2%
Professional	22.3%
Sales	8.0%
Administrative Support	16.7%
Services	12.6%
Blue Collar	28.1%
Farming/Forestry/Fishing	2.9%
Construction/Extraction	7.6%
Installation/Maintenance/Repair	4.6%
Production	7.6%
Transportation/Material Moving	5.4%

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

April 01, 2021



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2010 Households by Type	
Total	662
Households with 1 Person	24.8%
Households with 2+ People	75.2%
Family Households	68.4%
Husband-wife Families	55.4%
With Related Children	19.6%
Other Family (No Spouse Present)	13.0%
Other Family with Male Householder	5.7%
With Related Children	3.3%
Other Family with Female Householder	7.3%
With Related Children	4.7%
Nonfamily Households	6.8%
All Households with Children	28.5%
Multigenerational Households	3.0%
Unmarried Partner Households	9.4%
Male-female	8.9%
Same-sex	0.5%
2010 Households by Size	
Total	662
1 Person Household	24.8%
2 Person Household	40.3%
3 Person Household	16.2%
4 Person Household	11.0%
5 Person Household	4.8%
6 Person Household	1.8%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	662
Owner Occupied	88.4%
Owned with a Mortgage/Loan	54.7%
Owned Free and Clear	33.7%
Renter Occupied	11.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	155
Percent of Income for Mortgage	14.7%
Wealth Index	72
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	973
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	1,597
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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Brownfield to...

Top 3 Tapestry Segments

1. The Great Outdoors (6C)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$1,001,138
Average Spent	\$1,516.88
Spending Potential Index	71
Education: Total \$	\$824,493
Average Spent	\$1,249.23
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$1,622,951
Average Spent	\$2,459.02
Spending Potential Index	76
Food at Home: Total \$	\$2,669,228
Average Spent	\$4,044.29
Spending Potential Index	76
Food Away from Home: Total \$	\$1,822,121
Average Spent	\$2,760.79
Spending Potential Index	73
Health Care: Total \$	\$2,907,628
Average Spent	\$4,405.50
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$1,041,568
Average Spent	\$1,578.13
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$422,065
Average Spent	\$639.49
Spending Potential Index	70
Shelter: Total \$	\$9,617,796
Average Spent	\$14,572.42
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,369,046
Average Spent	\$2,074.31
Spending Potential Index	89
Travel: Total \$	\$1,261,086
Average Spent	\$1,910.74
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$590,358
Average Spent	\$894.48
Spending Potential Index	77

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.