



Community Profile

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

Prepared by Esri

	Kennebunk tow...
Population Summary	
2000 Total Population	10,476
2010 Total Population	10,798
2020 Total Population	12,008
2020 Group Quarters	163
2025 Total Population	12,583
2020-2025 Annual Rate	0.94%
2020 Total Daytime Population	11,889
Workers	5,392
Residents	6,497
Household Summary	
2000 Households	4,229
2000 Average Household Size	2.44
2010 Households	4,689
2010 Average Household Size	2.27
2020 Households	5,339
2020 Average Household Size	2.22
2025 Households	5,638
2025 Average Household Size	2.20
2020-2025 Annual Rate	1.10%
2010 Families	2,966
2010 Average Family Size	2.85
2020 Families	3,282
2020 Average Family Size	2.82
2025 Families	3,436
2025 Average Family Size	2.81
2020-2025 Annual Rate	0.92%
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	5,906
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	20.6%
2020 Housing Units	6,682
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	20.1%
2025 Housing Units	7,013
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	19.6%
Median Household Income	
2020	\$83,564
2025	\$90,603
Median Home Value	
2020	\$344,905
2025	\$389,117
Per Capita Income	
2020	\$46,698
2025	\$51,829
Median Age	
2010	48.2
2020	52.1
2025	54.6

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	5,339
<\$15,000	6.9%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	10.6%
\$200,000+	8.8%
Average Household Income	\$104,966

2025 Households by Income

Household Income Base	5,638
<\$15,000	6.4%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	12.1%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	12.2%
\$200,000+	9.9%
Average Household Income	\$115,612

2020 Owner Occupied Housing Units by Value

Total	4,095
<\$50,000	2.5%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	5.9%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	15.3%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	19.8%
\$500,000 - \$749,999	11.6%
\$750,000 - \$999,999	3.9%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.0%
Average Home Value	\$388,907

2025 Owner Occupied Housing Units by Value

Total	4,338
<\$50,000	1.2%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	2.7%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	13.2%
\$300,000 - \$399,999	25.8%
\$400,000 - \$499,999	26.1%
\$500,000 - \$749,999	13.8%
\$750,000 - \$999,999	4.6%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	0.0%
Average Home Value	\$434,307

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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2010 Population by Age		
Total		10,798
0 - 4		3.9%
5 - 9		5.6%
10 - 14		6.8%
15 - 24		9.7%
25 - 34		6.5%
35 - 44		12.2%
45 - 54		17.3%
55 - 64		16.1%
65 - 74		10.7%
75 - 84		7.0%
85 +		4.3%
18 +		79.2%
2020 Population by Age		
Total		12,008
0 - 4		3.5%
5 - 9		4.0%
10 - 14		5.1%
15 - 24		10.6%
25 - 34		9.0%
35 - 44		8.7%
45 - 54		13.5%
55 - 64		17.6%
65 - 74		14.8%
75 - 84		8.7%
85 +		4.5%
18 +		83.6%
2025 Population by Age		
Total		12,583
0 - 4		3.5%
5 - 9		3.9%
10 - 14		4.3%
15 - 24		8.4%
25 - 34		11.2%
35 - 44		8.2%
45 - 54		10.9%
55 - 64		16.1%
65 - 74		16.9%
75 - 84		11.2%
85 +		5.3%
18 +		85.1%
2010 Population by Sex		
Males		5,022
Females		5,776
2020 Population by Sex		
Males		5,610
Females		6,398
2025 Population by Sex		
Males		5,855
Females		6,728

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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		Kennebunk tow...
2010 Population by Race/Ethnicity		
Total		10,798
White Alone		96.9%
Black Alone		0.4%
American Indian Alone		0.2%
Asian Alone		1.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.1%
Hispanic Origin		1.0%
Diversity Index		7.9
2020 Population by Race/Ethnicity		
Total		12,008
White Alone		95.6%
Black Alone		0.7%
American Indian Alone		0.2%
Asian Alone		1.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.3%
Two or More Races		1.6%
Hispanic Origin		1.5%
Diversity Index		11.3
2025 Population by Race/Ethnicity		
Total		12,583
White Alone		94.7%
Black Alone		0.9%
American Indian Alone		0.3%
Asian Alone		1.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		2.0%
Hispanic Origin		1.8%
Diversity Index		13.4
2010 Population by Relationship and Household Type		
Total		10,798
In Households		98.7%
In Family Households		80.0%
Householder		27.5%
Spouse		22.6%
Child		26.3%
Other relative		2.1%
Nonrelative		1.6%
In Nonfamily Households		18.7%
In Group Quarters		1.3%
Institutionalized Population		1.0%
Noninstitutionalized Population		0.3%

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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	Kennebunk tow...
2020 Population 25+ by Educational Attainment	
Total	9,225
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	0.8%
High School Graduate	19.6%
GED/Alternative Credential	3.5%
Some College, No Degree	17.0%
Associate Degree	9.5%
Bachelor's Degree	27.8%
Graduate/Professional Degree	20.3%
2020 Population 15+ by Marital Status	
Total	10,493
Never Married	19.5%
Married	58.6%
Widowed	8.8%
Divorced	13.1%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	6,411
Population 16+ Employed	86.7%
Population 16+ Unemployment rate	13.3%
Population 16-24 Employed	12.6%
Population 16-24 Unemployment rate	22.5%
Population 25-54 Employed	52.6%
Population 25-54 Unemployment rate	11.9%
Population 55-64 Employed	23.6%
Population 55-64 Unemployment rate	11.7%
Population 65+ Employed	11.2%
Population 65+ Unemployment rate	12.1%
2020 Employed Population 16+ by Industry	
Total	5,556
Agriculture/Mining	0.5%
Construction	7.3%
Manufacturing	11.6%
Wholesale Trade	2.7%
Retail Trade	8.2%
Transportation/Utilities	2.9%
Information	3.8%
Finance/Insurance/Real Estate	10.8%
Services	48.2%
Public Administration	4.0%
2020 Employed Population 16+ by Occupation	
Total	5,556
White Collar	69.7%
Management/Business/Financial	19.6%
Professional	26.5%
Sales	11.9%
Administrative Support	11.6%
Services	12.1%
Blue Collar	18.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	2.9%
Production	4.8%
Transportation/Material Moving	4.6%

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April 01, 2021



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2010 Households by Type	
Total	4,689
Households with 1 Person	31.1%
Households with 2+ People	68.9%
Family Households	63.3%
Husband-wife Families	52.1%
With Related Children	19.6%
Other Family (No Spouse Present)	11.2%
Other Family with Male Householder	2.7%
With Related Children	1.6%
Other Family with Female Householder	8.5%
With Related Children	5.3%
Nonfamily Households	5.7%
All Households with Children	26.9%
Multigenerational Households	1.8%
Unmarried Partner Households	5.8%
Male-female	4.6%
Same-sex	1.2%
2010 Households by Size	
Total	4,689
1 Person Household	31.1%
2 Person Household	37.0%
3 Person Household	14.1%
4 Person Household	11.6%
5 Person Household	4.5%
6 Person Household	1.3%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	4,689
Owner Occupied	77.3%
Owned with a Mortgage/Loan	55.8%
Owned Free and Clear	21.5%
Renter Occupied	22.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	129
Percent of Income for Mortgage	17.2%
Wealth Index	145
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,906
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	71.6%
Rural Housing Units	28.4%
2010 Population By Urban/ Rural Status	
Total Population	10,798
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	64.2%
Rural Population	35.8%

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.		Golden Years (9B)
2.		Green Acres (6A)
3.		Exurbanites (1E)
2020 Consumer Spending		
Apparel & Services: Total \$		\$12,825,637
Average Spent		\$2,402.25
Spending Potential Index		112
Education: Total \$		\$11,480,578
Average Spent		\$2,150.32
Spending Potential Index		120
Entertainment/Recreation: Total \$		\$19,910,416
Average Spent		\$3,729.24
Spending Potential Index		115
Food at Home: Total \$		\$32,050,670
Average Spent		\$6,003.12
Spending Potential Index		112
Food Away from Home: Total \$		\$22,530,467
Average Spent		\$4,219.98
Spending Potential Index		112
Health Care: Total \$		\$35,872,839
Average Spent		\$6,719.02
Spending Potential Index		117
HH Furnishings & Equipment: Total \$		\$13,473,261
Average Spent		\$2,523.56
Spending Potential Index		116
Personal Care Products & Services: Total \$		\$5,712,748
Average Spent		\$1,070.00
Spending Potential Index		116
Shelter: Total \$		\$120,219,280
Average Spent		\$22,517.19
Spending Potential Index		116
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$14,940,235
Average Spent		\$2,798.32
Spending Potential Index		119
Travel: Total \$		\$15,795,481
Average Spent		\$2,958.51
Spending Potential Index		123
Vehicle Maintenance & Repairs: Total \$		\$7,170,175
Average Spent		\$1,342.98
Spending Potential Index		116

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.