



# Community Profile

Kennebunkport town, ME  
 Kennebunkport town, ME (2303136745)  
 Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>Population Summary</b>	
2000 Total Population	3,720
2010 Total Population	3,474
2020 Total Population	3,820
2020 Group Quarters	0
2025 Total Population	3,987
2020-2025 Annual Rate	0.86%
2020 Total Daytime Population	3,833
Workers	1,939
Residents	1,894
<b>Household Summary</b>	
2000 Households	1,615
2000 Average Household Size	2.30
2010 Households	1,578
2010 Average Household Size	2.20
2020 Households	1,769
2020 Average Household Size	2.16
2025 Households	1,858
2025 Average Household Size	2.15
2020-2025 Annual Rate	0.99%
2010 Families	1,039
2010 Average Family Size	2.68
2020 Families	1,132
2020 Average Family Size	2.65
2025 Families	1,178
2025 Average Family Size	2.65
2020-2025 Annual Rate	0.80%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,555
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	36.8%
2010 Housing Units	2,897
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	9.4%
Vacant Housing Units	45.5%
2020 Housing Units	3,235
Owner Occupied Housing Units	45.0%
Renter Occupied Housing Units	9.6%
Vacant Housing Units	45.3%
2025 Housing Units	3,381
Owner Occupied Housing Units	45.3%
Renter Occupied Housing Units	9.7%
Vacant Housing Units	45.0%
<b>Median Household Income</b>	
2020	\$91,353
2025	\$98,241
<b>Median Home Value</b>	
2020	\$471,561
2025	\$557,878
<b>Per Capita Income</b>	
2020	\$58,622
2025	\$63,408
<b>Median Age</b>	
2010	51.8
2020	55.5
2025	56.7

**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.



# Community Profile

Kennebunkport town, ME  
 Kennebunkport town, ME (2303136745)  
 Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>2020 Households by Income</b>	
Household Income Base	1,769
<\$15,000	3.1%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	11.9%
\$200,000+	15.0%
Average Household Income	\$126,589
<b>2025 Households by Income</b>	
Household Income Base	1,858
<\$15,000	2.7%
\$15,000 - \$24,999	3.6%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	13.2%
\$200,000+	15.2%
Average Household Income	\$136,065
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	1,457
<\$50,000	0.9%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	1.2%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	22.9%
\$400,000 - \$499,999	18.5%
\$500,000 - \$749,999	18.9%
\$750,000 - \$999,999	8.9%
\$1,000,000 - \$1,499,999	6.4%
\$1,500,000 - \$1,999,999	7.7%
\$2,000,000 +	3.0%
Average Home Value	\$669,818
<b>2025 Owner Occupied Housing Units by Value</b>	
Total	1,530
<\$50,000	0.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	2.5%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	18.6%
\$400,000 - \$499,999	19.2%
\$500,000 - \$749,999	20.3%
\$750,000 - \$999,999	9.8%
\$1,000,000 - \$1,499,999	9.0%
\$1,500,000 - \$1,999,999	10.8%
\$2,000,000 +	4.7%
Average Home Value	\$790,212

**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.



# Community Profile

Kennebunkport town, ME  
Kennebunkport town, ME (2303136745)  
Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>2010 Population by Age</b>	
Total	3,474
0 - 4	3.2%
5 - 9	5.2%
10 - 14	5.8%
15 - 24	9.3%
25 - 34	5.4%
35 - 44	9.9%
45 - 54	17.4%
55 - 64	19.1%
65 - 74	14.7%
75 - 84	7.6%
85 +	2.4%
18 +	82.1%
<b>2020 Population by Age</b>	
Total	3,820
0 - 4	2.9%
5 - 9	4.1%
10 - 14	5.0%
15 - 24	8.9%
25 - 34	6.5%
35 - 44	8.4%
45 - 54	13.3%
55 - 64	19.7%
65 - 74	18.5%
75 - 84	9.5%
85 +	3.3%
18 +	84.7%
<b>2025 Population by Age</b>	
Total	3,987
0 - 4	2.9%
5 - 9	4.0%
10 - 14	4.9%
15 - 24	8.0%
25 - 34	6.1%
35 - 44	9.3%
45 - 54	12.1%
55 - 64	17.9%
65 - 74	19.8%
75 - 84	11.3%
85 +	3.7%
18 +	85.2%
<b>2010 Population by Sex</b>	
Males	1,649
Females	1,825
<b>2020 Population by Sex</b>	
Males	1,828
Females	1,992
<b>2025 Population by Sex</b>	
Males	1,912
Females	2,075

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



# Community Profile

Kennebunkport town, ME  
 Kennebunkport town, ME (2303136745)  
 Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>2010 Population by Race/Ethnicity</b>	
Total	3,474
White Alone	98.0%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	5.6
<b>2020 Population by Race/Ethnicity</b>	
Total	3,820
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.1%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.4%
Diversity Index	8.2
<b>2025 Population by Race/Ethnicity</b>	
Total	3,987
White Alone	96.6%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.7%
Diversity Index	9.7
<b>2010 Population by Relationship and Household Type</b>	
Total	3,474
In Households	100.0%
In Family Households	81.7%
Householder	29.9%
Spouse	25.7%
Child	23.3%
Other relative	1.1%
Nonrelative	1.7%
In Nonfamily Households	18.3%
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.



# Community Profile

Kennebunkport town, ME  
 Kennebunkport town, ME (2303136745)  
 Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>2020 Population 25+ by Educational Attainment</b>	
Total	3,023
Less than 9th Grade	0.3%
9th - 12th Grade, No Diploma	0.0%
High School Graduate	14.4%
GED/Alternative Credential	1.7%
Some College, No Degree	18.8%
Associate Degree	5.7%
Bachelor's Degree	36.2%
Graduate/Professional Degree	22.9%
<b>2020 Population 15+ by Marital Status</b>	
Total	3,363
Never Married	13.7%
Married	69.0%
Widowed	6.8%
Divorced	10.5%
<b>2020 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	2,243
Population 16+ Employed	86.6%
Population 16+ Unemployment rate	13.4%
Population 16-24 Employed	10.1%
Population 16-24 Unemployment rate	18.9%
Population 25-54 Employed	43.3%
Population 25-54 Unemployment rate	13.3%
Population 55-64 Employed	29.1%
Population 55-64 Unemployment rate	11.6%
Population 65+ Employed	17.4%
Population 65+ Unemployment rate	13.3%
<b>2020 Employed Population 16+ by Industry</b>	
Total	1,942
Agriculture/Mining	1.6%
Construction	11.1%
Manufacturing	6.2%
Wholesale Trade	1.0%
Retail Trade	4.9%
Transportation/Utilities	3.5%
Information	5.2%
Finance/Insurance/Real Estate	11.6%
Services	54.3%
Public Administration	0.6%
<b>2020 Employed Population 16+ by Occupation</b>	
Total	1,942
White Collar	70.3%
Management/Business/Financial	20.5%
Professional	29.4%
Sales	11.5%
Administrative Support	8.8%
Services	14.3%
Blue Collar	15.4%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	1.2%
Production	3.2%
Transportation/Material Moving	6.2%

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



# Community Profile

Kennebunkport town, ME  
Kennebunkport town, ME (2303136745)  
Geography: County Subdivision

Prepared by Esri

	Kennebunkport...
<b>2010 Households by Type</b>	
Total	1,578
Households with 1 Person	28.6%
Households with 2+ People	71.4%
Family Households	65.8%
Husband-wife Families	56.7%
With Related Children	16.8%
Other Family (No Spouse Present)	9.2%
Other Family with Male Householder	2.8%
With Related Children	1.6%
Other Family with Female Householder	6.4%
With Related Children	3.5%
Nonfamily Households	5.5%
All Households with Children	22.1%
Multigenerational Households	1.0%
Unmarried Partner Households	5.6%
Male-female	4.5%
Same-sex	1.1%
<b>2010 Households by Size</b>	
Total	1,578
1 Person Household	28.6%
2 Person Household	43.8%
3 Person Household	12.2%
4 Person Household	11.1%
5 Person Household	3.1%
6 Person Household	0.9%
7 + Person Household	0.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,578
Owner Occupied	82.8%
Owned with a Mortgage/Loan	51.3%
Owned Free and Clear	31.5%
Renter Occupied	17.2%
<b>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	114
Percent of Income for Mortgage	21.6%
Wealth Index	218
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	2,897
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	38.8%
Rural Housing Units	61.2%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	3,474
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	35.9%
Rural Population	64.1%

**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.



# Community Profile

Kennebunkport town, ME  
 Kennebunkport town, ME (2303136745)  
 Geography: County Subdivision

Prepared by Esri

## Kennebunkport...

### Top 3 Tapestry Segments

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

### 2020 Consumer Spending

Apparel & Services: Total \$	\$4,953,823
Average Spent	\$2,800.35
Spending Potential Index	131
Education: Total \$	\$3,826,963
Average Spent	\$2,163.35
Spending Potential Index	121
Entertainment/Recreation: Total \$	\$8,701,986
Average Spent	\$4,919.16
Spending Potential Index	151
Food at Home: Total \$	\$13,809,622
Average Spent	\$7,806.46
Spending Potential Index	146
Food Away from Home: Total \$	\$8,966,779
Average Spent	\$5,068.84
Spending Potential Index	134
Health Care: Total \$	\$16,260,067
Average Spent	\$9,191.67
Spending Potential Index	160
HH Furnishings & Equipment: Total \$	\$5,416,969
Average Spent	\$3,062.16
Spending Potential Index	140
Personal Care Products & Services: Total \$	\$2,189,969
Average Spent	\$1,237.97
Spending Potential Index	135
Shelter: Total \$	\$45,666,468
Average Spent	\$25,814.85
Spending Potential Index	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,486,796
Average Spent	\$4,232.22
Spending Potential Index	181
Travel: Total \$	\$6,342,079
Average Spent	\$3,585.12
Spending Potential Index	149
Vehicle Maintenance & Repairs: Total \$	\$3,187,789
Average Spent	\$1,802.03
Spending Potential Index	155

**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.

April 01, 2021