



Community Profile

Kittery town, ME
Kittery town, ME (2303137270)
Geography: County Subdivision

Prepared by Esri

	Kittery town,...
Population Summary	
2000 Total Population	9,543
2010 Total Population	9,490
2020 Total Population	10,026
2020 Group Quarters	159
2025 Total Population	10,287
2020-2025 Annual Rate	0.52%
2020 Total Daytime Population	10,965
Workers	5,605
Residents	5,360
Household Summary	
2000 Households	4,078
2000 Average Household Size	2.29
2010 Households	4,302
2010 Average Household Size	2.17
2020 Households	4,621
2020 Average Household Size	2.14
2025 Households	4,774
2025 Average Household Size	2.12
2020-2025 Annual Rate	0.65%
2010 Families	2,488
2010 Average Family Size	2.77
2020 Families	2,583
2020 Average Family Size	2.76
2025 Families	2,643
2025 Average Family Size	2.75
2020-2025 Annual Rate	0.46%
Housing Unit Summary	
2000 Housing Units	4,375
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	6.8%
2010 Housing Units	4,942
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	13.0%
2020 Housing Units	5,305
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	12.9%
2025 Housing Units	5,463
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	12.6%
Median Household Income	
2020	\$79,726
2025	\$84,597
Median Home Value	
2020	\$350,309
2025	\$406,920
Per Capita Income	
2020	\$42,750
2025	\$46,732
Median Age	
2010	43.4
2020	45.3
2025	46.3

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	4,621
<\$15,000	5.1%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	25.1%
\$150,000 - \$199,999	7.4%
\$200,000+	5.2%
Average Household Income	\$92,690
2025 Households by Income	
Household Income Base	4,774
<\$15,000	4.6%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	8.4%
\$200,000+	5.5%
Average Household Income	\$100,639
2020 Owner Occupied Housing Units by Value	
Total	3,035
<\$50,000	4.5%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	3.7%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	16.3%
\$300,000 - \$399,999	21.3%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	13.0%
\$750,000 - \$999,999	6.3%
\$1,000,000 - \$1,499,999	3.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$413,707
2025 Owner Occupied Housing Units by Value	
Total	3,159
<\$50,000	2.1%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	13.9%
\$300,000 - \$399,999	21.6%
\$400,000 - \$499,999	21.3%
\$500,000 - \$749,999	16.5%
\$750,000 - \$999,999	7.6%
\$1,000,000 - \$1,499,999	6.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$478,514

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	9,490
0 - 4	6.4%
5 - 9	5.0%
10 - 14	4.2%
15 - 24	10.4%
25 - 34	13.3%
35 - 44	12.8%
45 - 54	15.3%
55 - 64	15.0%
65 - 74	8.6%
75 - 84	6.4%
85 +	2.7%
18 +	81.8%
2020 Population by Age	
Total	10,026
0 - 4	5.3%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	8.7%
25 - 34	11.3%
35 - 44	12.7%
45 - 54	12.4%
55 - 64	14.4%
65 - 74	13.2%
75 - 84	6.9%
85 +	3.4%
18 +	80.3%
2025 Population by Age	
Total	10,287
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	10.3%
25 - 34	9.3%
35 - 44	12.5%
45 - 54	12.3%
55 - 64	13.4%
65 - 74	14.0%
75 - 84	8.2%
85 +	3.7%
18 +	80.4%
2010 Population by Sex	
Males	4,580
Females	4,910
2020 Population by Sex	
Males	4,853
Females	5,173
2025 Population by Sex	
Males	4,979
Females	5,308

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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	Kittery town,...
2010 Population by Race/Ethnicity	
Total	9,490
White Alone	95.8%
Black Alone	0.9%
American Indian Alone	0.1%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	1.5%
Hispanic Origin	2.6%
Diversity Index	13.0
2020 Population by Race/Ethnicity	
Total	10,026
White Alone	93.9%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.1%
Hispanic Origin	3.7%
Diversity Index	18.1
2025 Population by Race/Ethnicity	
Total	10,287
White Alone	92.7%
Black Alone	2.1%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	2.5%
Hispanic Origin	4.4%
Diversity Index	21.3
2010 Population by Relationship and Household Type	
Total	9,490
In Households	98.6%
In Family Households	74.4%
Householder	26.2%
Spouse	21.0%
Child	23.6%
Other relative	1.9%
Nonrelative	1.6%
In Nonfamily Households	24.2%
In Group Quarters	1.4%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.7%

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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2020 Population 25+ by Educational Attainment	
Total	7,461
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	2.3%
High School Graduate	20.7%
GED/Alternative Credential	3.1%
Some College, No Degree	20.4%
Associate Degree	10.1%
Bachelor's Degree	26.5%
Graduate/Professional Degree	15.9%
2020 Population 15+ by Marital Status	
Total	8,336
Never Married	21.8%
Married	52.6%
Widowed	7.5%
Divorced	18.1%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	5,130
Population 16+ Employed	86.9%
Population 16+ Unemployment rate	13.1%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	24.4%
Population 25-54 Employed	58.9%
Population 25-54 Unemployment rate	12.1%
Population 55-64 Employed	20.8%
Population 55-64 Unemployment rate	9.5%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	10.8%
2020 Employed Population 16+ by Industry	
Total	4,457
Agriculture/Mining	0.2%
Construction	5.6%
Manufacturing	13.4%
Wholesale Trade	3.6%
Retail Trade	11.3%
Transportation/Utilities	1.7%
Information	1.1%
Finance/Insurance/Real Estate	5.0%
Services	49.7%
Public Administration	8.4%
2020 Employed Population 16+ by Occupation	
Total	4,457
White Collar	69.4%
Management/Business/Financial	19.3%
Professional	28.6%
Sales	10.0%
Administrative Support	11.5%
Services	14.6%
Blue Collar	16.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	2.9%
Production	4.6%
Transportation/Material Moving	4.5%

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April 01, 2021



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2010 Households by Type	
Total	4,302
Households with 1 Person	32.8%
Households with 2+ People	67.2%
Family Households	57.8%
Husband-wife Families	46.3%
With Related Children	16.3%
Other Family (No Spouse Present)	11.5%
Other Family with Male Householder	3.6%
With Related Children	1.7%
Other Family with Female Householder	7.9%
With Related Children	5.1%
Nonfamily Households	9.3%
All Households with Children	23.5%
Multigenerational Households	1.6%
Unmarried Partner Households	8.2%
Male-female	6.7%
Same-sex	1.5%
2010 Households by Size	
Total	4,302
1 Person Household	32.8%
2 Person Household	38.3%
3 Person Household	14.4%
4 Person Household	9.3%
5 Person Household	3.8%
6 Person Household	1.0%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	4,302
Owner Occupied	65.7%
Owned with a Mortgage/Loan	43.9%
Owned Free and Clear	21.9%
Renter Occupied	34.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	121
Percent of Income for Mortgage	18.4%
Wealth Index	107
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,942
Housing Units Inside Urbanized Area	76.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	23.9%
2010 Population By Urban/ Rural Status	
Total Population	9,490
Population Inside Urbanized Area	73.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	26.5%

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.		The Great Outdoors (6C)
2.		Bright Young Professionals (8C)
3.		Golden Years (9B)
2020 Consumer Spending		
Apparel & Services: Total \$		\$10,104,335
Average Spent		\$2,186.61
Spending Potential Index		102
Education: Total \$		\$8,201,634
Average Spent		\$1,774.86
Spending Potential Index		99
Entertainment/Recreation: Total \$		\$15,408,774
Average Spent		\$3,334.51
Spending Potential Index		103
Food at Home: Total \$		\$25,432,245
Average Spent		\$5,503.62
Spending Potential Index		103
Food Away from Home: Total \$		\$17,918,592
Average Spent		\$3,877.64
Spending Potential Index		103
Health Care: Total \$		\$27,422,454
Average Spent		\$5,934.31
Spending Potential Index		103
HH Furnishings & Equipment: Total \$		\$10,378,665
Average Spent		\$2,245.98
Spending Potential Index		103
Personal Care Products & Services: Total \$		\$4,349,573
Average Spent		\$941.26
Spending Potential Index		102
Shelter: Total \$		\$92,660,666
Average Spent		\$20,052.08
Spending Potential Index		104
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$12,028,497
Average Spent		\$2,603.01
Spending Potential Index		111
Travel: Total \$		\$11,754,999
Average Spent		\$2,543.82
Spending Potential Index		106
Vehicle Maintenance & Repairs: Total \$		\$5,719,067
Average Spent		\$1,237.63
Spending Potential Index		107

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.