



Community Profile

North Berwick town, ME
 North Berwick town, ME (2303150325)
 Geography: County Subdivision

Prepared by Esri

	North Berwick...
Population Summary	
2000 Total Population	4,281
2010 Total Population	4,576
2020 Total Population	5,077
2020 Group Quarters	79
2025 Total Population	5,315
2020-2025 Annual Rate	0.92%
2020 Total Daytime Population	4,425
Workers	1,699
Residents	2,726
Household Summary	
2000 Households	1,583
2000 Average Household Size	2.67
2010 Households	1,773
2010 Average Household Size	2.54
2020 Households	2,013
2020 Average Household Size	2.48
2025 Households	2,126
2025 Average Household Size	2.46
2020-2025 Annual Rate	1.10%
2010 Families	1,269
2010 Average Family Size	2.97
2020 Families	1,407
2020 Average Family Size	2.92
2025 Families	1,475
2025 Average Family Size	2.91
2020-2025 Annual Rate	0.95%
Housing Unit Summary	
2000 Housing Units	1,701
Owner Occupied Housing Units	76.2%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	6.9%
2010 Housing Units	1,930
Owner Occupied Housing Units	73.6%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	8.1%
2020 Housing Units	2,185
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	7.9%
2025 Housing Units	2,296
Owner Occupied Housing Units	74.2%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	7.4%
Median Household Income	
2020	\$81,325
2025	\$86,327
Median Home Value	
2020	\$282,833
2025	\$318,857
Per Capita Income	
2020	\$35,883
2025	\$39,982
Median Age	
2010	42.6
2020	45.3
2025	45.6

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		2,013
<\$15,000		5.5%
\$15,000 - \$24,999		6.1%
\$25,000 - \$34,999		4.0%
\$35,000 - \$49,999		14.7%
\$50,000 - \$74,999		13.2%
\$75,000 - \$99,999		20.1%
\$100,000 - \$149,999		25.5%
\$150,000 - \$199,999		7.1%
\$200,000+		3.9%
Average Household Income		\$90,443
2025 Households by Income		
Household Income Base		2,126
<\$15,000		5.0%
\$15,000 - \$24,999		5.4%
\$25,000 - \$34,999		3.5%
\$35,000 - \$49,999		13.5%
\$50,000 - \$74,999		12.1%
\$75,000 - \$99,999		19.8%
\$100,000 - \$149,999		27.6%
\$150,000 - \$199,999		8.6%
\$200,000+		4.7%
Average Household Income		\$99,900
2020 Owner Occupied Housing Units by Value		
Total		1,600
<\$50,000		0.4%
\$50,000 - \$99,999		1.5%
\$100,000 - \$149,999		4.6%
\$150,000 - \$199,999		10.1%
\$200,000 - \$249,999		21.1%
\$250,000 - \$299,999		18.8%
\$300,000 - \$399,999		29.0%
\$400,000 - \$499,999		9.9%
\$500,000 - \$749,999		4.4%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$299,594
2025 Owner Occupied Housing Units by Value		
Total		1,703
<\$50,000		0.2%
\$50,000 - \$99,999		0.8%
\$100,000 - \$149,999		2.2%
\$150,000 - \$199,999		5.6%
\$200,000 - \$249,999		15.8%
\$250,000 - \$299,999		18.9%
\$300,000 - \$399,999		34.4%
\$400,000 - \$499,999		14.6%
\$500,000 - \$749,999		7.2%
\$750,000 - \$999,999		0.4%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$334,630

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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		North Berwick...
2010 Population by Age		
Total		4,576
0 - 4		5.8%
5 - 9		6.3%
10 - 14		6.6%
15 - 24		11.1%
25 - 34		9.7%
35 - 44		14.0%
45 - 54		18.2%
55 - 64		14.0%
65 - 74		8.1%
75 - 84		4.3%
85 +		1.9%
18 +		77.3%
2020 Population by Age		
Total		5,077
0 - 4		5.0%
5 - 9		5.6%
10 - 14		6.3%
15 - 24		9.8%
25 - 34		11.5%
35 - 44		11.4%
45 - 54		13.7%
55 - 64		16.9%
65 - 74		11.7%
75 - 84		5.6%
85 +		2.4%
18 +		79.7%
2025 Population by Age		
Total		5,315
0 - 4		5.1%
5 - 9		5.3%
10 - 14		6.1%
15 - 24		9.6%
25 - 34		10.2%
35 - 44		13.1%
45 - 54		12.3%
55 - 64		14.9%
65 - 74		13.6%
75 - 84		7.4%
85 +		2.5%
18 +		79.9%
2010 Population by Sex		
Males		2,242
Females		2,334
2020 Population by Sex		
Males		2,461
Females		2,616
2025 Population by Sex		
Males		2,567
Females		2,748

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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		North Berwick...
2010 Population by Race/Ethnicity		
Total		4,576
White Alone		97.1%
Black Alone		0.5%
American Indian Alone		0.3%
Asian Alone		0.7%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.0%
Hispanic Origin		1.4%
Diversity Index		8.4
2020 Population by Race/Ethnicity		
Total		5,077
White Alone		95.8%
Black Alone		1.0%
American Indian Alone		0.4%
Asian Alone		1.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.5%
Hispanic Origin		2.1%
Diversity Index		11.9
2025 Population by Race/Ethnicity		
Total		5,315
White Alone		95.0%
Black Alone		1.3%
American Indian Alone		0.5%
Asian Alone		1.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.4%
Two or More Races		1.8%
Hispanic Origin		2.5%
Diversity Index		14.1
2010 Population by Relationship and Household Type		
Total		4,576
In Households		98.5%
In Family Households		84.4%
Householder		27.7%
Spouse		22.9%
Child		29.1%
Other relative		2.5%
Nonrelative		2.2%
In Nonfamily Households		14.1%
In Group Quarters		1.5%
Institutionalized Population		1.4%
Noninstitutionalized Population		0.1%

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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	North Berwick...
2020 Population 25+ by Educational Attainment	
Total	3,720
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	31.4%
GED/Alternative Credential	5.6%
Some College, No Degree	20.0%
Associate Degree	11.7%
Bachelor's Degree	15.2%
Graduate/Professional Degree	8.7%
2020 Population 15+ by Marital Status	
Total	4,220
Never Married	25.9%
Married	52.8%
Widowed	5.3%
Divorced	16.0%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	2,648
Population 16+ Employed	89.0%
Population 16+ Unemployment rate	11.0%
Population 16-24 Employed	11.0%
Population 16-24 Unemployment rate	21.9%
Population 25-54 Employed	62.5%
Population 25-54 Unemployment rate	9.7%
Population 55-64 Employed	22.1%
Population 55-64 Unemployment rate	8.6%
Population 65+ Employed	4.4%
Population 65+ Unemployment rate	8.8%
2020 Employed Population 16+ by Industry	
Total	2,358
Agriculture/Mining	0.0%
Construction	8.3%
Manufacturing	21.5%
Wholesale Trade	0.0%
Retail Trade	10.5%
Transportation/Utilities	3.3%
Information	0.4%
Finance/Insurance/Real Estate	9.8%
Services	42.3%
Public Administration	3.9%
2020 Employed Population 16+ by Occupation	
Total	2,358
White Collar	56.2%
Management/Business/Financial	8.8%
Professional	24.1%
Sales	8.5%
Administrative Support	14.8%
Services	12.6%
Blue Collar	31.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	7.3%
Production	13.1%
Transportation/Material Moving	4.5%

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2010 Households by Type	
Total	1,773
Households with 1 Person	21.7%
Households with 2+ People	78.3%
Family Households	71.6%
Husband-wife Families	59.2%
With Related Children	23.6%
Other Family (No Spouse Present)	12.4%
Other Family with Male Householder	3.6%
With Related Children	2.3%
Other Family with Female Householder	8.8%
With Related Children	6.1%
Nonfamily Households	6.8%
All Households with Children	32.7%
Multigenerational Households	3.4%
Unmarried Partner Households	7.9%
Male-female	7.3%
Same-sex	0.6%
2010 Households by Size	
Total	1,773
1 Person Household	21.7%
2 Person Household	39.0%
3 Person Household	15.6%
4 Person Household	15.0%
5 Person Household	5.8%
6 Person Household	1.8%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	1,773
Owner Occupied	80.1%
Owned with a Mortgage/Loan	60.7%
Owned Free and Clear	19.5%
Renter Occupied	19.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	151
Percent of Income for Mortgage	14.5%
Wealth Index	94
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,930
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	4,576
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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Top 3 Tapestry Segments

1. Green Acres (6A)
2. Parks and Rec (5C)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$4,206,867
Average Spent	\$2,089.85
Spending Potential Index	97
Education: Total \$	\$3,776,169
Average Spent	\$1,875.89
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$6,596,971
Average Spent	\$3,277.18
Spending Potential Index	101
Food at Home: Total \$	\$10,398,636
Average Spent	\$5,165.74
Spending Potential Index	97
Food Away from Home: Total \$	\$7,275,020
Average Spent	\$3,614.02
Spending Potential Index	96
Health Care: Total \$	\$11,904,641
Average Spent	\$5,913.88
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$4,520,103
Average Spent	\$2,245.46
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$1,839,605
Average Spent	\$913.86
Spending Potential Index	99
Shelter: Total \$	\$37,929,903
Average Spent	\$18,842.48
Spending Potential Index	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,787,063
Average Spent	\$2,378.07
Spending Potential Index	102
Travel: Total \$	\$5,036,463
Average Spent	\$2,501.97
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$2,307,019
Average Spent	\$1,146.06
Spending Potential Index	99

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.

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