



Community Profile

Old Orchard Beach town, ME
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Prepared by Esri

Old Orchard B...

Population Summary	
2000 Total Population	8,856
2010 Total Population	8,624
2020 Total Population	9,443
2020 Group Quarters	48
2025 Total Population	9,838
2020-2025 Annual Rate	0.82%
2020 Total Daytime Population	8,328
Workers	3,354
Residents	4,974
Household Summary	
2000 Households	4,294
2000 Average Household Size	2.05
2010 Households	4,454
2010 Average Household Size	1.93
2020 Households	4,983
2020 Average Household Size	1.89
2025 Households	5,230
2025 Average Household Size	1.87
2020-2025 Annual Rate	0.97%
2010 Families	2,106
2010 Average Family Size	2.61
2020 Families	2,256
2020 Average Family Size	2.58
2025 Families	2,338
2025 Average Family Size	2.57
2020-2025 Annual Rate	0.72%
Housing Unit Summary	
2000 Housing Units	6,222
Owner Occupied Housing Units	38.4%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	31.0%
2010 Housing Units	6,886
Owner Occupied Housing Units	38.6%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	35.3%
2020 Housing Units	7,618
Owner Occupied Housing Units	38.6%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	34.6%
2025 Housing Units	7,936
Owner Occupied Housing Units	39.0%
Renter Occupied Housing Units	26.9%
Vacant Housing Units	34.1%
Median Household Income	
2020	\$47,659
2025	\$52,379
Median Home Value	
2020	\$231,678
2025	\$283,333
Per Capita Income	
2020	\$36,854
2025	\$40,676
Median Age	
2010	47.7
2020	50.3
2025	51.2

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		4,983
<\$15,000		9.0%
\$15,000 - \$24,999		14.7%
\$25,000 - \$34,999		12.7%
\$35,000 - \$49,999		15.5%
\$50,000 - \$74,999		14.8%
\$75,000 - \$99,999		12.7%
\$100,000 - \$149,999		14.5%
\$150,000 - \$199,999		1.8%
\$200,000+		4.4%
Average Household Income		\$69,824
2025 Households by Income		
Household Income Base		5,230
<\$15,000		7.9%
\$15,000 - \$24,999		13.3%
\$25,000 - \$34,999		11.5%
\$35,000 - \$49,999		15.4%
\$50,000 - \$74,999		14.7%
\$75,000 - \$99,999		14.0%
\$100,000 - \$149,999		16.5%
\$150,000 - \$199,999		2.2%
\$200,000+		4.6%
Average Household Income		\$76,499
2020 Owner Occupied Housing Units by Value		
Total		2,940
<\$50,000		8.5%
\$50,000 - \$99,999		4.3%
\$100,000 - \$149,999		7.6%
\$150,000 - \$199,999		16.4%
\$200,000 - \$249,999		20.9%
\$250,000 - \$299,999		11.6%
\$300,000 - \$399,999		16.6%
\$400,000 - \$499,999		5.9%
\$500,000 - \$749,999		4.9%
\$750,000 - \$999,999		1.2%
\$1,000,000 - \$1,499,999		0.9%
\$1,500,000 - \$1,999,999		0.3%
\$2,000,000 +		1.0%
Average Home Value		\$286,250
2025 Owner Occupied Housing Units by Value		
Total		3,098
<\$50,000		5.8%
\$50,000 - \$99,999		2.6%
\$100,000 - \$149,999		4.1%
\$150,000 - \$199,999		10.4%
\$200,000 - \$249,999		18.3%
\$250,000 - \$299,999		13.2%
\$300,000 - \$399,999		23.2%
\$400,000 - \$499,999		8.6%
\$500,000 - \$749,999		7.9%
\$750,000 - \$999,999		1.5%
\$1,000,000 - \$1,499,999		1.9%
\$1,500,000 - \$1,999,999		0.5%
\$2,000,000 +		2.0%
Average Home Value		\$364,074

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		8,624
0 - 4		3.7%
5 - 9		3.3%
10 - 14		4.4%
15 - 24		9.9%
25 - 34		12.0%
35 - 44		12.0%
45 - 54		17.9%
55 - 64		17.8%
65 - 74		10.6%
75 - 84		6.4%
85 +		1.9%
18 +		85.7%
2020 Population by Age		
Total		9,443
0 - 4		3.4%
5 - 9		3.4%
10 - 14		4.2%
15 - 24		7.9%
25 - 34		11.7%
35 - 44		12.6%
45 - 54		13.7%
55 - 64		17.5%
65 - 74		15.1%
75 - 84		7.5%
85 +		3.0%
18 +		86.7%
2025 Population by Age		
Total		9,838
0 - 4		3.3%
5 - 9		3.4%
10 - 14		4.1%
15 - 24		7.9%
25 - 34		9.8%
35 - 44		13.1%
45 - 54		13.2%
55 - 64		15.9%
65 - 74		16.1%
75 - 84		9.8%
85 +		3.3%
18 +		86.8%
2010 Population by Sex		
Males		4,128
Females		4,496
2020 Population by Sex		
Males		4,559
Females		4,884
2025 Population by Sex		
Males		4,762
Females		5,076

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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	Old Orchard B...
2010 Population by Race/Ethnicity	
Total	8,624
White Alone	96.2%
Black Alone	0.8%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.3%
Hispanic Origin	1.7%
Diversity Index	10.5
2020 Population by Race/Ethnicity	
Total	9,443
White Alone	94.6%
Black Alone	1.5%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	2.6%
Diversity Index	14.9
2025 Population by Race/Ethnicity	
Total	9,838
White Alone	93.5%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.2%
Hispanic Origin	3.1%
Diversity Index	17.7
2010 Population by Relationship and Household Type	
Total	8,624
In Households	99.5%
In Family Households	65.7%
Householder	24.4%
Spouse	17.9%
Child	19.4%
Other relative	2.0%
Nonrelative	2.0%
In Nonfamily Households	33.8%
In Group Quarters	0.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.5%

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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		Old Orchard B...
2020 Population 25+ by Educational Attainment		
Total		7,661
Less than 9th Grade		2.8%
9th - 12th Grade, No Diploma		2.6%
High School Graduate		22.1%
GED/Alternative Credential		4.7%
Some College, No Degree		26.7%
Associate Degree		7.6%
Bachelor's Degree		22.7%
Graduate/Professional Degree		10.9%
2020 Population 15+ by Marital Status		
Total		8,409
Never Married		28.7%
Married		44.1%
Widowed		7.1%
Divorced		20.0%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+		5,374
Population 16+ Employed		83.8%
Population 16+ Unemployment rate		16.2%
Population 16-24 Employed		9.1%
Population 16-24 Unemployment rate		34.4%
Population 25-54 Employed		56.8%
Population 25-54 Unemployment rate		14.7%
Population 55-64 Employed		22.4%
Population 55-64 Unemployment rate		12.1%
Population 65+ Employed		11.7%
Population 65+ Unemployment rate		12.3%
2020 Employed Population 16+ by Industry		
Total		4,504
Agriculture/Mining		1.1%
Construction		6.2%
Manufacturing		9.6%
Wholesale Trade		2.0%
Retail Trade		10.5%
Transportation/Utilities		3.3%
Information		2.7%
Finance/Insurance/Real Estate		13.6%
Services		47.3%
Public Administration		3.8%
2020 Employed Population 16+ by Occupation		
Total		4,504
White Collar		66.6%
Management/Business/Financial		19.9%
Professional		20.4%
Sales		9.5%
Administrative Support		16.8%
Services		17.9%
Blue Collar		15.6%
Farming/Forestry/Fishing		1.4%
Construction/Extraction		6.2%
Installation/Maintenance/Repair		0.6%
Production		4.2%
Transportation/Material Moving		3.2%

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2010 Households by Type	
Total	4,454
Households with 1 Person	41.6%
Households with 2+ People	58.4%
Family Households	47.3%
Husband-wife Families	34.6%
With Related Children	9.9%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	3.8%
With Related Children	2.1%
Other Family with Female Householder	8.9%
With Related Children	4.9%
Nonfamily Households	11.2%
All Households with Children	17.2%
Multigenerational Households	1.5%
Unmarried Partner Households	9.2%
Male-female	8.2%
Same-sex	1.0%
2010 Households by Size	
Total	4,454
1 Person Household	41.6%
2 Person Household	37.8%
3 Person Household	11.4%
4 Person Household	6.2%
5 Person Household	2.0%
6 Person Household	0.9%
7 + Person Household	0.2%
2010 Households by Tenure and Mortgage Status	
Total	4,454
Owner Occupied	59.7%
Owned with a Mortgage/Loan	42.8%
Owned Free and Clear	16.9%
Renter Occupied	40.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	107
Percent of Income for Mortgage	20.3%
Wealth Index	64
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,886
Housing Units Inside Urbanized Area	97.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.3%
2010 Population By Urban/ Rural Status	
Total Population	8,624
Population Inside Urbanized Area	97.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.2%

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. Old and Newcomers (8F)
3. Small Town Simplicity (12C)

2020 Consumer Spending

Apparel & Services: Total \$	\$8,190,770
Average Spent	\$1,643.74
Spending Potential Index	77
Education: Total \$	\$6,416,843
Average Spent	\$1,287.75
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$12,891,387
Average Spent	\$2,587.07
Spending Potential Index	80
Food at Home: Total \$	\$21,365,205
Average Spent	\$4,287.62
Spending Potential Index	80
Food Away from Home: Total \$	\$14,611,732
Average Spent	\$2,932.32
Spending Potential Index	78
Health Care: Total \$	\$23,200,107
Average Spent	\$4,655.85
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$8,398,338
Average Spent	\$1,685.40
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$3,513,162
Average Spent	\$705.03
Spending Potential Index	77
Shelter: Total \$	\$74,995,133
Average Spent	\$15,050.20
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,076,893
Average Spent	\$2,022.25
Spending Potential Index	86
Travel: Total \$	\$9,349,827
Average Spent	\$1,876.35
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$4,887,328
Average Spent	\$980.80
Spending Potential Index	85

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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