



Community Profile

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

	Waterboro tow...
Population Summary	
2000 Total Population	6,214
2010 Total Population	7,693
2020 Total Population	8,828
2020 Group Quarters	7
2025 Total Population	9,299
2020-2025 Annual Rate	1.04%
2020 Total Daytime Population	6,956
Workers	2,315
Residents	4,641
Household Summary	
2000 Households	2,211
2000 Average Household Size	2.81
2010 Households	2,775
2010 Average Household Size	2.77
2020 Households	3,244
2020 Average Household Size	2.72
2025 Households	3,438
2025 Average Household Size	2.70
2020-2025 Annual Rate	1.17%
2010 Families	2,095
2010 Average Family Size	3.12
2020 Families	2,400
2020 Average Family Size	3.08
2025 Families	2,527
2025 Average Family Size	3.07
2020-2025 Annual Rate	1.04%
Housing Unit Summary	
2000 Housing Units	2,828
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	21.8%
2010 Housing Units	3,574
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	10.1%
Vacant Housing Units	22.4%
2020 Housing Units	4,159
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	10.7%
Vacant Housing Units	22.0%
2025 Housing Units	4,382
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	10.9%
Vacant Housing Units	21.5%
Median Household Income	
2020	\$67,826
2025	\$75,192
Median Home Value	
2020	\$219,018
2025	\$247,212
Per Capita Income	
2020	\$28,823
2025	\$32,335
Median Age	
2010	36.5
2020	40.0
2025	40.1

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

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

	Waterboro tow...
2020 Households by Income	
Household Income Base	3,244
<\$15,000	6.0%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	6.3%
\$200,000+	1.7%
Average Household Income	\$78,435
2025 Households by Income	
Household Income Base	3,438
<\$15,000	5.4%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	8.1%
\$200,000+	2.1%
Average Household Income	\$87,456
2020 Owner Occupied Housing Units by Value	
Total	2,798
<\$50,000	2.3%
\$50,000 - \$99,999	3.4%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	22.3%
\$200,000 - \$249,999	28.4%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$254,977
2025 Owner Occupied Housing Units by Value	
Total	2,961
<\$50,000	1.6%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	26.3%
\$250,000 - \$299,999	13.6%
\$300,000 - \$399,999	12.1%
\$400,000 - \$499,999	12.9%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	5.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$308,063

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

Waterboro town, ME
Waterboro town, ME (2303180530)
Geography: County Subdivision

Prepared by Esri

		Waterboro tow...
2010 Population by Age		
Total		7,693
0 - 4		6.9%
5 - 9		6.9%
10 - 14		8.5%
15 - 24		12.2%
25 - 34		13.0%
35 - 44		16.5%
45 - 54		16.5%
55 - 64		11.3%
65 - 74		5.3%
75 - 84		2.1%
85 +		0.7%
18 +		72.3%
2020 Population by Age		
Total		8,828
0 - 4		5.8%
5 - 9		6.6%
10 - 14		7.2%
15 - 24		11.1%
25 - 34		12.5%
35 - 44		14.3%
45 - 54		15.1%
55 - 64		14.0%
65 - 74		9.3%
75 - 84		3.3%
85 +		0.8%
18 +		76.8%
2025 Population by Age		
Total		9,299
0 - 4		5.8%
5 - 9		6.2%
10 - 14		6.9%
15 - 24		10.4%
25 - 34		14.2%
35 - 44		13.0%
45 - 54		14.0%
55 - 64		13.6%
65 - 74		9.9%
75 - 84		4.9%
85 +		0.9%
18 +		76.8%
2010 Population by Sex		
Males		3,907
Females		3,786
2020 Population by Sex		
Males		4,481
Females		4,347
2025 Population by Sex		
Males		4,719
Females		4,580

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

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

		Waterboro tow...
2010 Population by Race/Ethnicity		
Total		7,693
White Alone		97.3%
Black Alone		0.4%
American Indian Alone		0.2%
Asian Alone		0.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.2%
Hispanic Origin		0.9%
Diversity Index		6.9
2020 Population by Race/Ethnicity		
Total		8,828
White Alone		96.0%
Black Alone		0.8%
American Indian Alone		0.2%
Asian Alone		0.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.2%
Two or More Races		1.8%
Hispanic Origin		1.3%
Diversity Index		10.1
2025 Population by Race/Ethnicity		
Total		9,299
White Alone		95.2%
Black Alone		1.1%
American Indian Alone		0.3%
Asian Alone		1.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.2%
Two or More Races		2.2%
Hispanic Origin		1.6%
Diversity Index		12.1
2010 Population by Relationship and Household Type		
Total		7,693
In Households		99.9%
In Family Households		87.8%
Householder		27.2%
Spouse		21.9%
Child		33.4%
Other relative		2.3%
Nonrelative		3.0%
In Nonfamily Households		12.1%
In Group Quarters		0.1%
Institutionalized Population		0.0%
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.

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

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

	Waterboro tow...
2020 Population 25+ by Educational Attainment	
Total	6,116
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	29.4%
GED/Alternative Credential	3.3%
Some College, No Degree	25.7%
Associate Degree	14.2%
Bachelor's Degree	12.8%
Graduate/Professional Degree	6.7%
2020 Population 15+ by Marital Status	
Total	7,100
Never Married	26.7%
Married	58.5%
Widowed	3.0%
Divorced	11.7%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	4,865
Population 16+ Employed	86.6%
Population 16+ Unemployment rate	13.4%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	29.1%
Population 25-54 Employed	65.7%
Population 25-54 Unemployment rate	11.4%
Population 55-64 Employed	17.3%
Population 55-64 Unemployment rate	8.5%
Population 65+ Employed	5.1%
Population 65+ Unemployment rate	9.2%
2020 Employed Population 16+ by Industry	
Total	4,214
Agriculture/Mining	0.4%
Construction	6.8%
Manufacturing	14.9%
Wholesale Trade	4.2%
Retail Trade	10.0%
Transportation/Utilities	5.9%
Information	1.0%
Finance/Insurance/Real Estate	6.2%
Services	45.3%
Public Administration	5.4%
2020 Employed Population 16+ by Occupation	
Total	4,214
White Collar	56.2%
Management/Business/Financial	10.2%
Professional	19.3%
Sales	7.5%
Administrative Support	19.1%
Services	17.2%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	9.8%
Production	8.7%
Transportation/Material Moving	6.0%

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

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

	Waterboro tow...
2010 Households by Type	
Total	2,775
Households with 1 Person	16.9%
Households with 2+ People	83.1%
Family Households	75.5%
Husband-wife Families	60.8%
With Related Children	29.7%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.2%
With Related Children	3.7%
Other Family with Female Householder	9.5%
With Related Children	6.7%
Nonfamily Households	7.6%
All Households with Children	41.1%
Multigenerational Households	3.2%
Unmarried Partner Households	10.8%
Male-female	9.5%
Same-sex	1.3%
2010 Households by Size	
Total	2,775
1 Person Household	16.9%
2 Person Household	35.6%
3 Person Household	18.5%
4 Person Household	17.9%
5 Person Household	6.7%
6 Person Household	3.0%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	2,775
Owner Occupied	87.0%
Owned with a Mortgage/Loan	72.2%
Owned Free and Clear	14.8%
Renter Occupied	13.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	159
Percent of Income for Mortgage	13.5%
Wealth Index	71
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,574
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	7,693
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.



Community Profile

Waterboro town, ME
 Waterboro town, ME (2303180530)
 Geography: County Subdivision

Prepared by Esri

Waterboro tow...

Top 3 Tapestry Segments

1. Green Acres (6A)
2. Up and Coming Families (7A)
3. Middleburg (4C)

2020 Consumer Spending

Apparel & Services: Total \$	\$6,055,835
Average Spent	\$1,866.78
Spending Potential Index	87
Education: Total \$	\$4,842,427
Average Spent	\$1,492.73
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$9,233,058
Average Spent	\$2,846.20
Spending Potential Index	88
Food at Home: Total \$	\$14,713,557
Average Spent	\$4,535.62
Spending Potential Index	85
Food Away from Home: Total \$	\$10,522,738
Average Spent	\$3,243.75
Spending Potential Index	86
Health Care: Total \$	\$16,730,610
Average Spent	\$5,157.40
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$6,458,550
Average Spent	\$1,990.92
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$2,656,340
Average Spent	\$818.85
Spending Potential Index	89
Shelter: Total \$	\$52,285,514
Average Spent	\$16,117.61
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,043,060
Average Spent	\$2,171.10
Spending Potential Index	93
Travel: Total \$	\$6,915,366
Average Spent	\$2,131.74
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$3,279,911
Average Spent	\$1,011.07
Spending Potential Index	87

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