



# Community Profile

Hollis town, ME  
 Hollis town, ME (2303133665)  
 Geography: County Subdivision

Prepared by Esri

	Hollis town, ...
<b>Population Summary</b>	
2000 Total Population	4,114
2010 Total Population	4,281
2017 Total Population	4,427
2017 Group Quarters	12
2022 Total Population	4,547
2017-2022 Annual Rate	0.54%
2017 Total Daytime Population	2,555
Workers	613
Residents	1,942
<b>Household Summary</b>	
2000 Households	1,507
2000 Average Household Size	2.73
2010 Households	1,668
2010 Average Household Size	2.56
2017 Households	1,740
2017 Average Household Size	2.54
2022 Households	1,793
2022 Average Household Size	2.53
2017-2022 Annual Rate	0.60%
2010 Families	1,216
2010 Average Family Size	2.89
2017 Families	1,254
2017 Average Family Size	2.87
2022 Families	1,286
2022 Average Family Size	2.86
2017-2022 Annual Rate	0.51%
<b>Housing Unit Summary</b>	
2000 Housing Units	1,592
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	5.3%
2010 Housing Units	1,801
Owner Occupied Housing Units	78.6%
Renter Occupied Housing Units	14.0%
Vacant Housing Units	7.4%
2017 Housing Units	1,861
Owner Occupied Housing Units	77.4%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	6.5%
2022 Housing Units	1,917
Owner Occupied Housing Units	77.4%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	6.5%
<b>Median Household Income</b>	
2017	\$62,314
2022	\$70,700
<b>Median Home Value</b>	
2017	\$215,391
2022	\$248,118
<b>Per Capita Income</b>	
2017	\$28,679
2022	\$33,493
<b>Median Age</b>	
2010	41.0
2017	43.0
2022	44.2

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>	
Household Income Base	1,740
<\$15,000	8.4%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	25.5%
\$75,000 - \$99,999	22.2%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	4.7%
\$200,000+	2.2%
Average Household Income	\$72,852
<b>2022 Households by Income</b>	
Household Income Base	1,793
<\$15,000	6.0%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	27.6%
\$75,000 - \$99,999	25.3%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	5.6%
\$200,000+	2.8%
Average Household Income	\$84,826
<b>2017 Owner Occupied Housing Units by Value</b>	
Total	1,441
<\$50,000	2.7%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	26.8%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	21.2%
\$300,000 - \$399,999	11.5%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.8%
Average Home Value	\$235,982
<b>2022 Owner Occupied Housing Units by Value</b>	
Total	1,484
<\$50,000	1.5%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	25.1%
\$250,000 - \$299,999	27.6%
\$300,000 - \$399,999	15.9%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	1.2%
Average Home Value	\$271,395

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 21, 2018



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		Hollis town, ...
<b>2010 Population by Age</b>		
Total		4,281
0 - 4		6.1%
5 - 9		6.4%
10 - 14		5.7%
15 - 24		11.0%
25 - 34		12.1%
35 - 44		14.7%
45 - 54		18.4%
55 - 64		15.0%
65 - 74		6.7%
75 - 84		3.2%
85 +		0.7%
18 +		78.0%
<b>2017 Population by Age</b>		
Total		4,427
0 - 4		5.2%
5 - 9		6.0%
10 - 14		6.2%
15 - 24		9.6%
25 - 34		12.4%
35 - 44		13.1%
45 - 54		15.3%
55 - 64		16.4%
65 - 74		11.2%
75 - 84		3.5%
85 +		1.0%
18 +		79.4%
<b>2022 Population by Age</b>		
Total		4,547
0 - 4		4.9%
5 - 9		5.4%
10 - 14		6.4%
15 - 24		10.2%
25 - 34		10.5%
35 - 44		13.7%
45 - 54		13.5%
55 - 64		16.0%
65 - 74		12.9%
75 - 84		5.3%
85 +		1.1%
18 +		79.4%
<b>2010 Population by Sex</b>		
Males		2,159
Females		2,122
<b>2017 Population by Sex</b>		
Males		2,237
Females		2,190
<b>2022 Population by Sex</b>		
Males		2,306
Females		2,241

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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		Hollis town, ...
<b>2010 Population by Race/Ethnicity</b>		
Total		4,281
White Alone		97.9%
Black Alone		0.2%
American Indian Alone		0.4%
Asian Alone		0.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.0%
Hispanic Origin		0.4%
Diversity Index		5.0
<b>2017 Population by Race/Ethnicity</b>		
Total		4,427
White Alone		97.3%
Black Alone		0.3%
American Indian Alone		0.5%
Asian Alone		0.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.3%
Hispanic Origin		0.7%
Diversity Index		6.8
<b>2022 Population by Race/Ethnicity</b>		
Total		4,547
White Alone		96.8%
Black Alone		0.3%
American Indian Alone		0.5%
Asian Alone		0.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.2%
Two or More Races		1.6%
Hispanic Origin		0.9%
Diversity Index		8.1
<b>2010 Population by Relationship and Household Type</b>		
Total		4,281
In Households		99.7%
In Family Households		85.2%
Householder		28.4%
Spouse		22.7%
Child		28.1%
Other relative		2.9%
Nonrelative		3.2%
In Nonfamily Households		14.5%
In Group Quarters		0.3%
Institutionalized Population		0.3%
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Hollis town, ...
<b>2017 Population 25+ by Educational Attainment</b>	
Total	3,231
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	2.0%
High School Graduate	30.1%
GED/Alternative Credential	8.2%
Some College, No Degree	14.8%
Associate Degree	20.5%
Bachelor's Degree	16.2%
Graduate/Professional Degree	5.8%
<b>2017 Population 15+ by Marital Status</b>	
Total	3,656
Never Married	22.5%
Married	57.3%
Widowed	4.2%
Divorced	16.1%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.9%
Civilian Unemployed (Unemployment Rate)	2.1%
<b>2017 Employed Population 16+ by Industry</b>	
Total	2,528
Agriculture/Mining	1.4%
Construction	8.0%
Manufacturing	16.2%
Wholesale Trade	2.1%
Retail Trade	9.7%
Transportation/Utilities	4.8%
Information	0.9%
Finance/Insurance/Real Estate	10.9%
Services	38.4%
Public Administration	7.4%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	2,528
White Collar	53.6%
Management/Business/Financial	12.9%
Professional	15.9%
Sales	8.1%
Administrative Support	16.7%
Services	21.2%
Blue Collar	25.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	7.2%
Production	5.9%
Transportation/Material Moving	3.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	4,281
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	Hollis town, ...
<b>2010 Households by Type</b>	
Total	1,668
Households with 1 Person	18.5%
Households with 2+ People	81.5%
Family Households	72.9%
Husband-wife Families	58.2%
With Related Children	23.5%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.8%
With Related Children	3.8%
Other Family with Female Householder	8.9%
With Related Children	5.3%
Nonfamily Households	8.6%
All Households with Children	33.5%
Multigenerational Households	3.8%
Unmarried Partner Households	11.2%
Male-female	9.8%
Same-sex	1.4%
<b>2010 Households by Size</b>	
Total	1,668
1 Person Household	18.5%
2 Person Household	39.8%
3 Person Household	19.4%
4 Person Household	15.0%
5 Person Household	5.1%
6 Person Household	1.5%
7 + Person Household	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,668
Owner Occupied	84.9%
Owned with a Mortgage/Loan	63.8%
Owned Free and Clear	21.1%
Renter Occupied	15.1%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,801
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

1. Home Improvement (4B)
2. Southern Satellites (10A)
3. Salt of the Earth (6B)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$3,351,342
Average Spent	\$1,926.06
Spending Potential Index	89
Education: Total \$	\$2,011,068
Average Spent	\$1,155.79
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$4,998,237
Average Spent	\$2,872.55
Spending Potential Index	92
Food at Home: Total \$	\$7,999,721
Average Spent	\$4,597.54
Spending Potential Index	91
Food Away from Home: Total \$	\$5,261,543
Average Spent	\$3,023.88
Spending Potential Index	91
Health Care: Total \$	\$9,370,790
Average Spent	\$5,385.51
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$3,129,740
Average Spent	\$1,798.70
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$1,247,586
Average Spent	\$717.00
Spending Potential Index	90
Shelter: Total \$	\$24,171,380
Average Spent	\$13,891.60
Spending Potential Index	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,832,153
Average Spent	\$2,202.39
Spending Potential Index	94
Travel: Total \$	\$3,184,131
Average Spent	\$1,829.96
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$1,738,373
Average Spent	\$999.06
Spending Potential Index	93

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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