



# Community Profile

04043 (Kennebunk)  
04043 (Kennebunk)  
Geography: ZIP Code

Prepared by Esri

## 04043 (Kenneb...

### Population Summary

2000 Total Population	10,476
2010 Total Population	10,798
2017 Total Population	11,684
2017 Group Quarters	144
2022 Total Population	12,259
2017-2022 Annual Rate	0.97%
2017 Total Daytime Population	11,540
Workers	6,053
Residents	5,487

### Household Summary

2000 Households	4,229
2000 Average Household Size	2.44
2010 Households	4,689
2010 Average Household Size	2.27
2017 Households	5,131
2017 Average Household Size	2.25
2022 Households	5,414
2022 Average Household Size	2.24
2017-2022 Annual Rate	1.08%
2010 Families	2,966
2010 Average Family Size	2.85
2017 Families	3,198
2017 Average Family Size	2.84
2022 Families	3,353
2022 Average Family Size	2.83
2017-2022 Annual Rate	0.95%

### Housing Unit Summary

2000 Housing Units	4,985
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	15.2%
2010 Housing Units	5,906
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	20.6%
2017 Housing Units	6,413
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	20.0%
2022 Housing Units	6,766
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	20.0%

### Median Household Income

2017	\$79,271
2022	\$83,930

### Median Home Value

2017	\$309,822
2022	\$331,404

### Per Capita Income

2017	\$44,292
2022	\$49,651

### Median Age

2010	48.2
2017	51.2
2022	53.9

**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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### 2017 Households by Income

Household Income Base	5,131
<\$15,000	5.5%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	9.6%
\$200,000+	7.5%
Average Household Income	\$100,390

### 2022 Households by Income

Household Income Base	5,414
<\$15,000	3.7%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	5.6%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	21.7%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	10.4%
\$200,000+	7.8%
Average Household Income	\$111,982

### 2017 Owner Occupied Housing Units by Value

Total	3,832
<\$50,000	1.2%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	10.2%
\$200,000 - \$249,999	17.8%
\$250,000 - \$299,999	14.7%
\$300,000 - \$399,999	22.1%
\$400,000 - \$499,999	12.5%
\$500,000 - \$749,999	12.3%
\$750,000 - \$999,999	2.7%
\$1,000,000 +	2.6%
Average Home Value	\$369,089

### 2022 Owner Occupied Housing Units by Value

Total	4,059
<\$50,000	0.8%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	6.1%
\$200,000 - \$249,999	18.1%
\$250,000 - \$299,999	15.3%
\$300,000 - \$399,999	24.0%
\$400,000 - \$499,999	13.8%
\$500,000 - \$749,999	13.9%
\$750,000 - \$999,999	3.0%
\$1,000,000 +	2.8%
Average Home Value	\$390,133

**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.

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## 04043 (Kenneb...

2010 Population by Age	
Total	10,798
0 - 4	3.9%
5 - 9	5.6%
10 - 14	6.8%
15 - 24	9.7%
25 - 34	6.5%
35 - 44	12.2%
45 - 54	17.3%
55 - 64	16.1%
65 - 74	10.7%
75 - 84	7.0%
85 +	4.3%
18 +	79.2%
2017 Population by Age	
Total	11,684
0 - 4	3.5%
5 - 9	4.4%
10 - 14	5.7%
15 - 24	10.6%
25 - 34	7.7%
35 - 44	9.5%
45 - 54	14.7%
55 - 64	17.4%
65 - 74	13.9%
75 - 84	7.9%
85 +	4.6%
18 +	82.5%
2022 Population by Age	
Total	12,259
0 - 4	3.4%
5 - 9	3.8%
10 - 14	4.8%
15 - 24	9.1%
25 - 34	9.4%
35 - 44	8.7%
45 - 54	12.3%
55 - 64	16.8%
65 - 74	16.3%
75 - 84	10.3%
85 +	5.0%
18 +	84.5%
2010 Population by Sex	
Males	5,022
Females	5,776
2017 Population by Sex	
Males	5,454
Females	6,230
2022 Population by Sex	
Males	5,704
Females	6,555

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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## 04043 (Kenneb...

### 2010 Population by Race/Ethnicity

Total	10,798
White Alone	96.9%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.0%
Diversity Index	7.9

### 2017 Population by Race/Ethnicity

Total	11,684
White Alone	96.0%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.5%
Hispanic Origin	1.5%
Diversity Index	10.6

### 2022 Population by Race/Ethnicity

Total	12,259
White Alone	95.2%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	1.9%
Diversity Index	12.8

### 2010 Population by Relationship and Household Type

Total	10,798
In Households	98.7%
In Family Households	80.0%
Householder	27.5%
Spouse	22.6%
Child	26.3%
Other relative	2.1%
Nonrelative	1.6%
In Nonfamily Households	18.7%
In Group Quarters	1.3%
Institutionalized Population	1.0%
Noninstitutionalized Population	0.3%

**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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<b>2017 Population 25+ by Educational Attainment</b>	
Total	8,851
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	1.6%
High School Graduate	21.4%
GED/Alternative Credential	2.4%
Some College, No Degree	11.8%
Associate Degree	8.5%
Bachelor's Degree	29.8%
Graduate/Professional Degree	22.9%
<b>2017 Population 15+ by Marital Status</b>	
Total	10,094
Never Married	21.9%
Married	58.9%
Widowed	8.6%
Divorced	10.5%
<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	6,300
Agriculture/Mining	0.8%
Construction	5.5%
Manufacturing	9.6%
Wholesale Trade	2.6%
Retail Trade	7.5%
Transportation/Utilities	2.5%
Information	3.0%
Finance/Insurance/Real Estate	12.3%
Services	53.3%
Public Administration	3.0%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	6,300
White Collar	74.4%
Management/Business/Financial	19.0%
Professional	28.7%
Sales	16.0%
Administrative Support	10.6%
Services	13.3%
Blue Collar	12.3%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	2.2%
Production	2.2%
Transportation/Material Moving	4.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	10,798
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	64.2%
Rural Population	35.8%

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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### 2010 Households by Type

Total	4,689
Households with 1 Person	31.1%
Households with 2+ People	68.9%
Family Households	63.3%
Husband-wife Families	52.1%
With Related Children	19.6%
Other Family (No Spouse Present)	11.2%
Other Family with Male Householder	2.7%
With Related Children	1.6%
Other Family with Female Householder	8.5%
With Related Children	5.3%
Nonfamily Households	5.7%
All Households with Children	26.9%
Multigenerational Households	1.8%
Unmarried Partner Households	5.8%
Male-female	4.6%
Same-sex	1.2%

### 2010 Households by Size

Total	4,689
1 Person Household	31.1%
2 Person Household	37.0%
3 Person Household	14.1%
4 Person Household	11.6%
5 Person Household	4.5%
6 Person Household	1.3%
7 + Person Household	0.4%

### 2010 Households by Tenure and Mortgage Status

Total	4,689
Owner Occupied	77.3%
Owned with a Mortgage/Loan	55.8%
Owned Free and Clear	21.5%
Renter Occupied	22.7%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,906
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	71.6%
Rural Housing Units	28.4%

**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. Golden Years (9B)
2. Green Acres (6A)
3. Exurbanites (1E)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$13,327,682
Average Spent	\$2,597.48
Spending Potential Index	120
Education: Total \$	\$9,658,687
Average Spent	\$1,882.42
Spending Potential Index	129
Entertainment/Recreation: Total \$	\$19,632,133
Average Spent	\$3,826.18
Spending Potential Index	123
Food at Home: Total \$	\$30,347,271
Average Spent	\$5,914.49
Spending Potential Index	117
Food Away from Home: Total \$	\$20,427,981
Average Spent	\$3,981.29
Spending Potential Index	119
Health Care: Total \$	\$36,075,343
Average Spent	\$7,030.86
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$12,202,598
Average Spent	\$2,378.21
Spending Potential Index	122
Personal Care Products & Services: Total \$	\$5,107,825
Average Spent	\$995.48
Spending Potential Index	125
Shelter: Total \$	\$103,199,127
Average Spent	\$20,112.87
Spending Potential Index	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,733,473
Average Spent	\$3,066.36
Spending Potential Index	131
Travel: Total \$	\$13,963,876
Average Spent	\$2,721.47
Spending Potential Index	131
Vehicle Maintenance & Repairs: Total \$	\$6,636,526
Average Spent	\$1,293.42
Spending Potential Index	121

**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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