



Community Profile

Kittery town, ME
 Kittery town, ME (2303137270)
 Geography: County Subdivision

Prepared by Esri

	Kittery town,...
Population Summary	
2000 Total Population	9,543
2010 Total Population	9,490
2017 Total Population	9,687
2017 Group Quarters	142
2022 Total Population	9,906
2017-2022 Annual Rate	0.45%
2017 Total Daytime Population	10,642
Workers	6,243
Residents	4,399
Household Summary	
2000 Households	4,078
2000 Average Household Size	2.29
2010 Households	4,302
2010 Average Household Size	2.17
2017 Households	4,417
2017 Average Household Size	2.16
2022 Households	4,525
2022 Average Household Size	2.16
2017-2022 Annual Rate	0.48%
2010 Families	2,488
2010 Average Family Size	2.77
2017 Families	2,515
2017 Average Family Size	2.77
2022 Families	2,558
2022 Average Family Size	2.77
2017-2022 Annual Rate	0.34%
Housing Unit Summary	
2000 Housing Units	4,375
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	6.8%
2010 Housing Units	4,942
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	13.0%
2017 Housing Units	5,168
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	14.5%
2022 Housing Units	5,278
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	14.3%
Median Household Income	
2017	\$63,985
2022	\$75,183
Median Home Value	
2017	\$319,454
2022	\$344,122
Per Capita Income	
2017	\$38,502
2022	\$44,770
Median Age	
2010	43.4
2017	45.1
2022	46.0

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		4,417
<\$15,000		7.5%
\$15,000 - \$24,999		7.4%
\$25,000 - \$34,999		8.8%
\$35,000 - \$49,999		12.6%
\$50,000 - \$74,999		21.0%
\$75,000 - \$99,999		15.2%
\$100,000 - \$149,999		16.4%
\$150,000 - \$199,999		6.1%
\$200,000+		5.0%
Average Household Income		\$83,903
2022 Households by Income		
Household Income Base		4,525
<\$15,000		5.3%
\$15,000 - \$24,999		5.3%
\$25,000 - \$34,999		6.1%
\$35,000 - \$49,999		10.0%
\$50,000 - \$74,999		23.1%
\$75,000 - \$99,999		17.9%
\$100,000 - \$149,999		19.2%
\$150,000 - \$199,999		7.3%
\$200,000+		5.7%
Average Household Income		\$97,485
2017 Owner Occupied Housing Units by Value		
Total		2,798
<\$50,000		1.6%
\$50,000 - \$99,999		0.9%
\$100,000 - \$149,999		2.7%
\$150,000 - \$199,999		7.7%
\$200,000 - \$249,999		14.4%
\$250,000 - \$299,999		18.7%
\$300,000 - \$399,999		20.9%
\$400,000 - \$499,999		13.4%
\$500,000 - \$749,999		12.3%
\$750,000 - \$999,999		3.1%
\$1,000,000 +		4.4%
Average Home Value		\$393,692
2022 Owner Occupied Housing Units by Value		
Total		2,906
<\$50,000		0.7%
\$50,000 - \$99,999		0.4%
\$100,000 - \$149,999		1.2%
\$150,000 - \$199,999		3.7%
\$200,000 - \$249,999		14.5%
\$250,000 - \$299,999		19.7%
\$300,000 - \$399,999		22.5%
\$400,000 - \$499,999		15.1%
\$500,000 - \$749,999		14.3%
\$750,000 - \$999,999		3.2%
\$1,000,000 +		4.8%
Average Home Value		\$419,288

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.

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2010 Population by Age		
Total		9,490
0 - 4		6.4%
5 - 9		5.0%
10 - 14		4.2%
15 - 24		10.4%
25 - 34		13.3%
35 - 44		12.8%
45 - 54		15.3%
55 - 64		15.0%
65 - 74		8.6%
75 - 84		6.4%
85 +		2.7%
18 +		81.8%
2017 Population by Age		
Total		9,687
0 - 4		5.5%
5 - 9		5.7%
10 - 14		5.1%
15 - 24		8.4%
25 - 34		12.5%
35 - 44		12.7%
45 - 54		13.3%
55 - 64		15.6%
65 - 74		11.5%
75 - 84		6.4%
85 +		3.3%
18 +		81.3%
2022 Population by Age		
Total		9,906
0 - 4		5.3%
5 - 9		5.4%
10 - 14		5.6%
15 - 24		9.1%
25 - 34		10.6%
35 - 44		12.9%
45 - 54		12.5%
55 - 64		14.5%
65 - 74		13.5%
75 - 84		7.4%
85 +		3.4%
18 +		80.9%
2010 Population by Sex		
Males		4,580
Females		4,910
2017 Population by Sex		
Males		4,686
Females		5,001
2022 Population by Sex		
Males		4,809
Females		5,097

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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		Kittery town,...
2010 Population by Race/Ethnicity		
Total		9,490
White Alone		95.8%
Black Alone		0.9%
American Indian Alone		0.1%
Asian Alone		1.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.5%
Two or More Races		1.5%
Hispanic Origin		2.6%
Diversity Index		13.0
2017 Population by Race/Ethnicity		
Total		9,687
White Alone		94.4%
Black Alone		1.3%
American Indian Alone		0.2%
Asian Alone		1.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.8%
Two or More Races		1.9%
Hispanic Origin		3.8%
Diversity Index		17.3
2022 Population by Race/Ethnicity		
Total		9,906
White Alone		93.4%
Black Alone		1.5%
American Indian Alone		0.2%
Asian Alone		1.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.9%
Two or More Races		2.3%
Hispanic Origin		4.6%
Diversity Index		20.5
2010 Population by Relationship and Household Type		
Total		9,490
In Households		98.6%
In Family Households		74.4%
Householder		26.2%
Spouse		21.0%
Child		23.6%
Other relative		1.9%
Nonrelative		1.6%
In Nonfamily Households		24.2%
In Group Quarters		1.4%
Institutionalized Population		0.8%
Noninstitutionalized Population		0.7%

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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2017 Population 25+ by Educational Attainment	
Total	7,293
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	2.0%
High School Graduate	23.2%
GED/Alternative Credential	2.3%
Some College, No Degree	18.6%
Associate Degree	9.1%
Bachelor's Degree	28.3%
Graduate/Professional Degree	14.0%
2017 Population 15+ by Marital Status	
Total	8,111
Never Married	21.3%
Married	50.7%
Widowed	7.4%
Divorced	20.5%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	98.5%
Civilian Unemployed (Unemployment Rate)	1.5%
2017 Employed Population 16+ by Industry	
Total	5,229
Agriculture/Mining	0.4%
Construction	7.5%
Manufacturing	9.8%
Wholesale Trade	3.5%
Retail Trade	11.9%
Transportation/Utilities	3.5%
Information	1.2%
Finance/Insurance/Real Estate	3.3%
Services	53.1%
Public Administration	5.8%
2017 Employed Population 16+ by Occupation	
Total	5,229
White Collar	66.2%
Management/Business/Financial	14.2%
Professional	28.9%
Sales	11.6%
Administrative Support	11.5%
Services	18.2%
Blue Collar	15.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	2.5%
Production	3.7%
Transportation/Material Moving	4.8%
2010 Population By Urban/ Rural Status	
Total Population	9,490
Population Inside Urbanized Area	73.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	26.5%

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	4,302
Households with 1 Person	32.8%
Households with 2+ People	67.2%
Family Households	57.8%
Husband-wife Families	46.3%
With Related Children	16.3%
Other Family (No Spouse Present)	11.5%
Other Family with Male Householder	3.6%
With Related Children	1.7%
Other Family with Female Householder	7.9%
With Related Children	5.1%
Nonfamily Households	9.3%
All Households with Children	23.5%
Multigenerational Households	1.6%
Unmarried Partner Households	8.2%
Male-female	6.7%
Same-sex	1.5%
2010 Households by Size	
Total	4,302
1 Person Household	32.8%
2 Person Household	38.3%
3 Person Household	14.4%
4 Person Household	9.3%
5 Person Household	3.8%
6 Person Household	1.0%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	4,302
Owner Occupied	65.7%
Owned with a Mortgage/Loan	43.9%
Owned Free and Clear	21.9%
Renter Occupied	34.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,942
Housing Units Inside Urbanized Area	76.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	23.9%

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		Kittery town,...
1.		The Great Outdoors (6C)
2.		Bright Young Professionals
3.		Golden Years (9B)
2017 Consumer Spending		
Apparel & Services: Total \$		\$9,812,122
Average Spent		\$2,221.44
Spending Potential Index		103
Education: Total \$		\$6,344,320
Average Spent		\$1,436.34
Spending Potential Index		99
Entertainment/Recreation: Total \$		\$14,492,100
Average Spent		\$3,280.98
Spending Potential Index		105
Food at Home: Total \$		\$23,032,267
Average Spent		\$5,214.46
Spending Potential Index		104
Food Away from Home: Total \$		\$15,288,211
Average Spent		\$3,461.22
Spending Potential Index		104
Health Care: Total \$		\$26,210,022
Average Spent		\$5,933.90
Spending Potential Index		106
HH Furnishings & Equipment: Total \$		\$9,019,964
Average Spent		\$2,042.10
Spending Potential Index		105
Personal Care Products & Services: Total \$		\$3,699,216
Average Spent		\$837.50
Spending Potential Index		105
Shelter: Total \$		\$74,441,182
Average Spent		\$16,853.34
Spending Potential Index		104
Support Payments/Cash Contributions/Gifts in Kind: Total		\$11,072,949
Average Spent		\$2,506.89
Spending Potential Index		107
Travel: Total \$		\$9,695,474
Average Spent		\$2,195.04
Spending Potential Index		106
Vehicle Maintenance & Repairs: Total \$		\$4,989,668
Average Spent		\$1,129.65
Spending Potential Index		105

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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