



Community Profile

03907 (Ogunquit)
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Geography: ZIP Code

Prepared by Esri

03907 (Ogunqu...

Population Summary

2000 Total Population	1,226
2010 Total Population	892
2017 Total Population	918
2017 Group Quarters	1
2022 Total Population	942
2017-2022 Annual Rate	0.52%
2017 Total Daytime Population	3,290
Workers	2,789
Residents	501

Household Summary

2000 Households	668
2000 Average Household Size	1.84
2010 Households	498
2010 Average Household Size	1.79
2017 Households	514
2017 Average Household Size	1.78
2022 Households	528
2022 Average Household Size	1.78
2017-2022 Annual Rate	0.54%
2010 Families	234
2010 Average Family Size	2.37
2017 Families	233
2017 Average Family Size	2.38
2022 Families	236
2022 Average Family Size	2.38
2017-2022 Annual Rate	0.26%

Housing Unit Summary

2000 Housing Units	2,114
Owner Occupied Housing Units	24.5%
Renter Occupied Housing Units	7.1%
Vacant Housing Units	68.4%
2010 Housing Units	2,009
Owner Occupied Housing Units	20.6%
Renter Occupied Housing Units	4.2%
Vacant Housing Units	75.2%
2017 Housing Units	2,149
Owner Occupied Housing Units	19.4%
Renter Occupied Housing Units	4.6%
Vacant Housing Units	76.1%
2022 Housing Units	2,183
Owner Occupied Housing Units	19.6%
Renter Occupied Housing Units	4.6%
Vacant Housing Units	75.8%

Median Household Income

2017	\$68,277
2022	\$79,196

Median Home Value

2017	\$596,774
2022	\$624,081

Per Capita Income

2017	\$52,810
2022	\$60,586

Median Age

2010	61.3
2017	63.7
2022	65.7

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	514
<\$15,000	3.5%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	12.3%
\$200,000+	6.2%

Average Household Income \$94,315

2022 Households by Income

Household Income Base	528
<\$15,000	2.3%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	13.8%
\$200,000+	6.8%

Average Household Income \$108,088

2017 Owner Occupied Housing Units by Value

Total	416
<\$50,000	0.2%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	2.2%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	15.1%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	29.8%
\$750,000 - \$999,999	21.9%
\$1,000,000 +	9.9%

Average Home Value \$620,072

2022 Owner Occupied Housing Units by Value

Total	427
<\$50,000	0.0%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	5.4%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	31.9%
\$750,000 - \$999,999	23.7%
\$1,000,000 +	10.3%

Average Home Value \$647,541

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	892
0 - 4	1.8%
5 - 9	2.1%
10 - 14	1.6%
15 - 24	4.6%
25 - 34	4.5%
35 - 44	9.1%
45 - 54	12.6%
55 - 64	21.4%
65 - 74	22.3%
75 - 84	15.8%
85 +	4.3%
18 +	92.4%
2017 Population by Age	
Total	918
0 - 4	1.6%
5 - 9	1.5%
10 - 14	1.9%
15 - 24	3.9%
25 - 34	3.9%
35 - 44	7.2%
45 - 54	11.7%
55 - 64	21.5%
65 - 74	26.4%
75 - 84	14.6%
85 +	5.9%
18 +	93.7%
2022 Population by Age	
Total	942
0 - 4	1.6%
5 - 9	1.9%
10 - 14	1.8%
15 - 24	3.5%
25 - 34	3.4%
35 - 44	6.5%
45 - 54	10.5%
55 - 64	18.7%
65 - 74	28.3%
75 - 84	17.8%
85 +	5.9%
18 +	93.5%
2010 Population by Sex	
Males	447
Females	445
2017 Population by Sex	
Males	461
Females	457
2022 Population by Sex	
Males	470
Females	472

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 Population by Race/Ethnicity	
Total	892
White Alone	97.0%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.5%
Diversity Index	8.7
2017 Population by Race/Ethnicity	
Total	918
White Alone	96.0%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.7%
Hispanic Origin	2.3%
Diversity Index	12.0
2022 Population by Race/Ethnicity	
Total	942
White Alone	95.2%
Black Alone	0.3%
American Indian Alone	0.1%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.0%
Hispanic Origin	2.9%
Diversity Index	14.3
2010 Population by Relationship and Household Type	
Total	892
In Households	99.9%
In Family Households	63.5%
Householder	26.2%
Spouse	23.4%
Child	11.2%
Other relative	1.2%
Nonrelative	1.3%
In Nonfamily Households	36.4%
In Group Quarters	0.1%
Institutionalized Population	0.1%
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.

March 21, 2018



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2017 Population 25+ by Educational Attainment

Total	836
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	1.3%
High School Graduate	15.4%
GED/Alternative Credential	1.4%
Some College, No Degree	14.1%
Associate Degree	8.7%
Bachelor's Degree	29.9%
Graduate/Professional Degree	29.1%

2017 Population 15+ by Marital Status

Total	872
Never Married	38.4%
Married	45.1%
Widowed	7.0%
Divorced	9.5%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	99.5%
Civilian Unemployed (Unemployment Rate)	0.5%

2017 Employed Population 16+ by Industry

Total	422
Agriculture/Mining	4.0%
Construction	7.6%
Manufacturing	3.6%
Wholesale Trade	3.1%
Retail Trade	13.3%
Transportation/Utilities	1.9%
Information	0.7%
Finance/Insurance/Real Estate	11.8%
Services	49.5%
Public Administration	4.5%

2017 Employed Population 16+ by Occupation

Total	422
White Collar	70.1%
Management/Business/Financial	35.8%
Professional	17.5%
Sales	12.1%
Administrative Support	4.7%
Services	18.5%
Blue Collar	11.4%
Farming/Forestry/Fishing	3.1%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	0.9%
Production	0.0%
Transportation/Material Moving	2.8%

2010 Population By Urban/ Rural Status

Total Population	892
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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2010 Households by Type

Total	498
Households with 1 Person	41.2%
Households with 2+ People	58.8%
Family Households	47.0%
Husband-wife Families	42.0%
With Related Children	7.4%
Other Family (No Spouse Present)	5.0%
Other Family with Male Householder	1.0%
With Related Children	0.0%
Other Family with Female Householder	4.0%
With Related Children	1.2%
Nonfamily Households	11.8%
All Households with Children	8.6%
Multigenerational Households	0.8%
Unmarried Partner Households	6.6%
Male-female	4.4%
Same-sex	2.2%

2010 Households by Size

Total	498
1 Person Household	41.2%
2 Person Household	47.0%
3 Person Household	6.0%
4 Person Household	4.2%
5 Person Household	1.0%
6 Person Household	0.4%
7 + Person Household	0.2%

2010 Households by Tenure and Mortgage Status

Total	498
Owner Occupied	83.1%
Owned with a Mortgage/Loan	43.4%
Owned Free and Clear	39.8%
Renter Occupied	16.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,009
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. Silver & Gold (9A)
2. Rural Resort Dwellers (6E)
3. Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$1,166,851
Average Spent	\$2,270.14
Spending Potential Index	105
Education: Total \$	\$636,990
Average Spent	\$1,239.28
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$1,988,678
Average Spent	\$3,869.02
Spending Potential Index	124
Food at Home: Total \$	\$3,153,378
Average Spent	\$6,134.98
Spending Potential Index	122
Food Away from Home: Total \$	\$1,922,367
Average Spent	\$3,740.01
Spending Potential Index	112
Health Care: Total \$	\$4,057,375
Average Spent	\$7,893.73
Spending Potential Index	141
HH Furnishings & Equipment: Total \$	\$1,225,943
Average Spent	\$2,385.10
Spending Potential Index	123
Personal Care Products & Services: Total \$	\$483,881
Average Spent	\$941.40
Spending Potential Index	118
Shelter: Total \$	\$8,935,866
Average Spent	\$17,384.95
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,613,214
Average Spent	\$3,138.55
Spending Potential Index	134
Travel: Total \$	\$1,267,265
Average Spent	\$2,465.50
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$705,997
Average Spent	\$1,373.54
Spending Potential Index	128

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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