



# Community Profile

04064 (Old Orchard Beach)  
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Geography: ZIP Code

Prepared by Esri

**04064 (Old Or...**

<b>Population Summary</b>	
2000 Total Population	8,856
2010 Total Population	8,624
2017 Total Population	8,960
2017 Group Quarters	42
2022 Total Population	9,254
2017-2022 Annual Rate	0.65%
2017 Total Daytime Population	7,029
Workers	2,523
Residents	4,506
<b>Household Summary</b>	
2000 Households	4,294
2000 Average Household Size	2.05
2010 Households	4,454
2010 Average Household Size	1.93
2017 Households	4,666
2017 Average Household Size	1.91
2022 Households	4,828
2022 Average Household Size	1.91
2017-2022 Annual Rate	0.68%
2010 Families	2,106
2010 Average Family Size	2.61
2017 Families	2,159
2017 Average Family Size	2.60
2022 Families	2,213
2022 Average Family Size	2.60
2017-2022 Annual Rate	0.50%
<b>Housing Unit Summary</b>	
2000 Housing Units	6,222
Owner Occupied Housing Units	38.4%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	31.0%
2010 Housing Units	6,886
Owner Occupied Housing Units	38.6%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	35.3%
2017 Housing Units	7,136
Owner Occupied Housing Units	37.0%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	34.6%
2022 Housing Units	7,380
Owner Occupied Housing Units	37.0%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	34.6%
<b>Median Household Income</b>	
2017	\$51,841
2022	\$61,910
<b>Median Home Value</b>	
2017	\$222,402
2022	\$259,353
<b>Per Capita Income</b>	
2017	\$36,878
2022	\$44,437
<b>Median Age</b>	
2010	47.7
2017	50.2
2022	51.6

**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	4,666
<\$15,000	9.3%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.9%
\$200,000+	4.0%

Average Household Income \$70,682

## 2022 Households by Income

Household Income Base	4,828
<\$15,000	6.5%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	4.8%
\$200,000+	4.8%

Average Household Income \$85,045

## 2017 Owner Occupied Housing Units by Value

Total	2,638
<\$50,000	9.7%
\$50,000 - \$99,999	7.0%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	15.0%
\$200,000 - \$249,999	16.4%
\$250,000 - \$299,999	16.1%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	2.3%
\$1,000,000 +	1.3%

Average Home Value \$253,999

## 2022 Owner Occupied Housing Units by Value

Total	2,733
<\$50,000	5.7%
\$50,000 - \$99,999	4.2%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	9.2%
\$200,000 - \$249,999	20.6%
\$250,000 - \$299,999	20.6%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	6.5%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	3.6%
\$1,000,000 +	2.0%

Average Home Value \$303,860

**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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## 04064 (Old Or...

### 2010 Population by Age

Total	8,624
0 - 4	3.7%
5 - 9	3.3%
10 - 14	4.4%
15 - 24	9.9%
25 - 34	12.0%
35 - 44	12.0%
45 - 54	17.9%
55 - 64	17.8%
65 - 74	10.6%
75 - 84	6.4%
85 +	1.9%
18 +	85.7%

### 2017 Population by Age

Total	8,960
0 - 4	3.4%
5 - 9	3.6%
10 - 14	3.6%
15 - 24	9.4%
25 - 34	11.7%
35 - 44	11.3%
45 - 54	14.7%
55 - 64	18.3%
65 - 74	14.4%
75 - 84	7.1%
85 +	2.5%
18 +	87.0%

### 2022 Population by Age

Total	9,254
0 - 4	3.3%
5 - 9	3.5%
10 - 14	3.8%
15 - 24	8.5%
25 - 34	10.5%
35 - 44	12.0%
45 - 54	13.1%
55 - 64	17.1%
65 - 74	16.5%
75 - 84	8.9%
85 +	2.7%
18 +	87.1%

### 2010 Population by Sex

Males	4,128
Females	4,496

### 2017 Population by Sex

Males	4,309
Females	4,651

### 2022 Population by Sex

Males	4,470
Females	4,784

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>04064 (Old Or...</b>
<b>2010 Population by Race/Ethnicity</b>		
Total		8,624
White Alone		96.2%
Black Alone		0.8%
American Indian Alone		0.4%
Asian Alone		0.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.3%
Hispanic Origin		1.7%
Diversity Index		10.5
<b>2017 Population by Race/Ethnicity</b>		
Total		8,960
White Alone		94.9%
Black Alone		1.2%
American Indian Alone		0.5%
Asian Alone		1.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.4%
Two or More Races		1.7%
Hispanic Origin		2.6%
Diversity Index		14.4
<b>2022 Population by Race/Ethnicity</b>		
Total		9,254
White Alone		94.0%
Black Alone		1.5%
American Indian Alone		0.5%
Asian Alone		1.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.5%
Two or More Races		2.0%
Hispanic Origin		3.3%
Diversity Index		17.2
<b>2010 Population by Relationship and Household Type</b>		
Total		8,624
In Households		99.5%
In Family Households		65.7%
Householder		24.4%
Spouse		17.9%
Child		19.4%
Other relative		2.0%
Nonrelative		2.0%
In Nonfamily Households		33.8%
In Group Quarters		0.5%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.5%

**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	7,169
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	25.1%
GED/Alternative Credential	6.6%
Some College, No Degree	19.2%
Associate Degree	10.1%
Bachelor's Degree	23.6%
Graduate/Professional Degree	8.2%
<b>2017 Population 15+ by Marital Status</b>	
Total	8,009
Never Married	24.1%
Married	46.5%
Widowed	8.8%
Divorced	20.7%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%
<b>2017 Employed Population 16+ by Industry</b>	
Total	4,532
Agriculture/Mining	0.7%
Construction	4.8%
Manufacturing	12.1%
Wholesale Trade	1.3%
Retail Trade	10.7%
Transportation/Utilities	3.4%
Information	3.0%
Finance/Insurance/Real Estate	6.6%
Services	54.5%
Public Administration	3.0%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	4,532
White Collar	64.1%
Management/Business/Financial	15.9%
Professional	17.7%
Sales	12.6%
Administrative Support	17.9%
Services	19.2%
Blue Collar	16.6%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	1.3%
Production	5.6%
Transportation/Material Moving	4.2%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	8,624
Population Inside Urbanized Area	97.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.2%

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	4,454
Households with 1 Person	41.6%
Households with 2+ People	58.4%
Family Households	47.3%
Husband-wife Families	34.6%
With Related Children	9.9%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	3.8%
With Related Children	2.1%
Other Family with Female Householder	8.9%
With Related Children	4.9%
Nonfamily Households	11.2%
All Households with Children	17.2%

## 2010 Households by Size

Total	4,454
1 Person Household	41.6%
2 Person Household	37.8%
3 Person Household	11.4%
4 Person Household	6.2%
5 Person Household	2.0%
6 Person Household	0.9%
7 + Person Household	0.2%

## 2010 Households by Tenure and Mortgage Status

Total	4,454
Owner Occupied	59.7%
Owned with a Mortgage/Loan	42.8%
Owned Free and Clear	16.9%
Renter Occupied	40.3%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	6,886
Housing Units Inside Urbanized Area	97.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.3%

**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. The Great Outdoors (6C)
2. Old and Newcomers (8F)
3. Small Town Simplicity

## 2017 Consumer Spending

Apparel & Services: Total \$	\$8,576,637
Average Spent	\$1,838.11
Spending Potential Index	85
Education: Total \$	\$5,397,776
Average Spent	\$1,156.83
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$13,146,406
Average Spent	\$2,817.49
Spending Potential Index	90
Food at Home: Total \$	\$21,363,043
Average Spent	\$4,578.45
Spending Potential Index	91
Food Away from Home: Total \$	\$13,594,841
Average Spent	\$2,913.60
Spending Potential Index	87
Health Care: Total \$	\$24,377,648
Average Spent	\$5,224.53
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$8,071,708
Average Spent	\$1,729.90
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$3,280,808
Average Spent	\$703.13
Spending Potential Index	88
Shelter: Total \$	\$66,006,660
Average Spent	\$14,146.31
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,908,292
Average Spent	\$2,123.51
Spending Potential Index	91
Travel: Total \$	\$8,357,133
Average Spent	\$1,791.07
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$4,587,729
Average Spent	\$983.23
Spending Potential Index	92

**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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