



Community Profile

03908 (South Berwick)
 03908 (South Berwick)
 Geography: ZIP Code

Prepared by Esri

03908 (South ...

Population Summary	
2000 Total Population	6,671
2010 Total Population	7,220
2017 Total Population	7,286
2017 Group Quarters	2
2022 Total Population	7,387
2017-2022 Annual Rate	0.28%
2017 Total Daytime Population	4,710
Workers	1,766
Residents	2,944
Household Summary	
2000 Households	2,403
2000 Average Household Size	2.76
2010 Households	2,729
2010 Average Household Size	2.64
2017 Households	2,777
2017 Average Household Size	2.62
2022 Households	2,820
2022 Average Household Size	2.62
2017-2022 Annual Rate	0.31%
2010 Families	1,979
2010 Average Family Size	3.09
2017 Families	1,991
2017 Average Family Size	3.08
2022 Families	2,011
2022 Average Family Size	3.08
2017-2022 Annual Rate	0.20%
Housing Unit Summary	
2000 Housing Units	2,488
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	3.4%
2010 Housing Units	2,911
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	6.3%
2017 Housing Units	2,934
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	5.4%
2022 Housing Units	2,980
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	5.4%
Median Household Income	
2017	\$78,701
2022	\$83,585
Median Home Value	
2017	\$271,189
2022	\$295,391
Per Capita Income	
2017	\$36,310
2022	\$41,537
Median Age	
2010	40.4
2017	41.3
2022	40.9

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	2,777
<\$15,000	5.0%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	21.0%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	8.1%
\$200,000+	6.6%

Average Household Income \$95,254

2022 Households by Income

Household Income Base	2,820
<\$15,000	3.6%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	22.6%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	9.4%
\$200,000+	7.8%

Average Household Income \$108,794

2017 Owner Occupied Housing Units by Value

Total	2,074
<\$50,000	1.5%
\$50,000 - \$99,999	1.8%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	12.1%
\$200,000 - \$249,999	22.9%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	24.8%
\$400,000 - \$499,999	8.3%
\$500,000 - \$749,999	7.6%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%

Average Home Value \$297,698

2022 Owner Occupied Housing Units by Value

Total	2,094
<\$50,000	0.7%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	2.3%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	24.4%
\$250,000 - \$299,999	17.1%
\$300,000 - \$399,999	28.5%
\$400,000 - \$499,999	10.3%
\$500,000 - \$749,999	9.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%

Average Home Value \$323,555

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	7,220
0 - 4	5.6%
5 - 9	7.2%
10 - 14	8.3%
15 - 24	12.8%
25 - 34	9.0%
35 - 44	14.5%
45 - 54	20.0%
55 - 64	12.5%
65 - 74	6.0%
75 - 84	2.9%
85 +	1.3%
18 +	73.4%

2017 Population by Age

Total	7,286
0 - 4	5.3%
5 - 9	6.7%
10 - 14	7.5%
15 - 24	13.0%
25 - 34	9.9%
35 - 44	12.9%
45 - 54	18.0%
55 - 64	13.9%
65 - 74	8.0%
75 - 84	3.3%
85 +	1.5%
18 +	75.7%

2022 Population by Age

Total	7,387
0 - 4	5.4%
5 - 9	6.3%
10 - 14	7.2%
15 - 24	12.6%
25 - 34	11.4%
35 - 44	12.9%
45 - 54	16.1%
55 - 64	13.8%
65 - 74	9.0%
75 - 84	3.8%
85 +	1.4%
18 +	76.5%

2010 Population by Sex

Males	3,564
Females	3,656

2017 Population by Sex

Males	3,600
Females	3,686

2022 Population by Sex

Males	3,643
Females	3,744

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2010 Population by Race/Ethnicity

Total	7,220
White Alone	97.5%
Black Alone	0.2%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	0.8%
Diversity Index	6.4

2017 Population by Race/Ethnicity

Total	7,286
White Alone	96.7%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.2%
Diversity Index	8.7

2022 Population by Race/Ethnicity

Total	7,387
White Alone	96.1%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.6%
Hispanic Origin	1.6%
Diversity Index	10.5

2010 Population by Relationship and Household Type

Total	7,220
In Households	100.0%
In Family Households	86.8%
Householder	27.4%
Spouse	22.3%
Child	32.9%
Other relative	2.2%
Nonrelative	2.0%
In Nonfamily Households	13.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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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2017 Population 25+ by Educational Attainment	
Total	4,922
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	2.2%
High School Graduate	17.0%
GED/Alternative Credential	5.3%
Some College, No Degree	19.8%
Associate Degree	10.1%
Bachelor's Degree	28.8%
Graduate/Professional Degree	15.1%
2017 Population 15+ by Marital Status	
Total	5,871
Never Married	24.6%
Married	55.7%
Widowed	5.1%
Divorced	14.6%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	98.9%
Civilian Unemployed (Unemployment Rate)	1.1%
2017 Employed Population 16+ by Industry	
Total	4,412
Agriculture/Mining	0.8%
Construction	8.5%
Manufacturing	9.4%
Wholesale Trade	2.0%
Retail Trade	10.0%
Transportation/Utilities	4.9%
Information	3.0%
Finance/Insurance/Real Estate	11.0%
Services	48.1%
Public Administration	2.2%
2017 Employed Population 16+ by Occupation	
Total	4,412
White Collar	67.5%
Management/Business/Financial	20.2%
Professional	20.4%
Sales	6.5%
Administrative Support	20.4%
Services	11.6%
Blue Collar	20.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.7%
Production	6.0%
Transportation/Material Moving	3.9%
2010 Population By Urban/ Rural Status	
Total Population	7,220
Population Inside Urbanized Area	60.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	39.9%

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	2,729
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	72.5%
Husband-wife Families	59.1%
With Related Children	28.3%
Other Family (No Spouse Present)	13.4%
Other Family with Male Householder	4.0%
With Related Children	2.7%
Other Family with Female Householder	9.4%
With Related Children	6.9%
Nonfamily Households	6.2%
All Households with Children	38.3%
Multigenerational Households	2.6%
Unmarried Partner Households	6.8%
Male-female	6.0%
Same-sex	0.8%
2010 Households by Size	
Total	2,729
1 Person Household	21.3%
2 Person Household	33.4%
3 Person Household	18.7%
4 Person Household	16.9%
5 Person Household	7.1%
6 Person Household	1.9%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	2,729
Owner Occupied	77.1%
Owned with a Mortgage/Loan	60.9%
Owned Free and Clear	16.2%
Renter Occupied	22.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,911
Housing Units Inside Urbanized Area	62.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	37.5%

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. Green Acres (6A)
2. Bright Young Professionals
3. In Style (5B)

2017 Consumer Spending

Apparel & Services: Total \$	\$7,027,002
Average Spent	\$2,530.43
Spending Potential Index	117
Education: Total \$	\$4,811,878
Average Spent	\$1,732.76
Spending Potential Index	119
Entertainment/Recreation: Total \$	\$10,179,228
Average Spent	\$3,665.55
Spending Potential Index	117
Food at Home: Total \$	\$16,084,829
Average Spent	\$5,792.16
Spending Potential Index	115
Food Away from Home: Total \$	\$10,864,725
Average Spent	\$3,912.40
Spending Potential Index	117
Health Care: Total \$	\$18,326,708
Average Spent	\$6,599.46
Spending Potential Index	118
HH Furnishings & Equipment: Total \$	\$6,425,343
Average Spent	\$2,313.77
Spending Potential Index	119
Personal Care Products & Services: Total \$	\$2,628,278
Average Spent	\$946.44
Spending Potential Index	119
Shelter: Total \$	\$51,946,472
Average Spent	\$18,705.97
Spending Potential Index	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,726,035
Average Spent	\$2,782.15
Spending Potential Index	119
Travel: Total \$	\$6,950,445
Average Spent	\$2,502.86
Spending Potential Index	121
Vehicle Maintenance & Repairs: Total \$	\$3,488,567
Average Spent	\$1,256.24
Spending Potential Index	117

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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