



# Community Profile

Waterboro town, ME  
 Waterboro town, ME (2303180530)  
 Geography: County Subdivision

Prepared by Esri

	Waterboro tow...
<b>Population Summary</b>	
2000 Total Population	6,214
2010 Total Population	7,693
2017 Total Population	8,466
2017 Group Quarters	6
2022 Total Population	8,947
2017-2022 Annual Rate	1.11%
2017 Total Daytime Population	5,724
Workers	1,846
Residents	3,878
<b>Household Summary</b>	
2000 Households	2,211
2000 Average Household Size	2.81
2010 Households	2,775
2010 Average Household Size	2.77
2017 Households	3,083
2017 Average Household Size	2.74
2022 Households	3,274
2022 Average Household Size	2.73
2017-2022 Annual Rate	1.21%
2010 Families	2,095
2010 Average Family Size	3.12
2017 Families	2,304
2017 Average Family Size	3.09
2022 Families	2,437
2022 Average Family Size	3.08
2017-2022 Annual Rate	1.13%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,828
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	21.8%
2010 Housing Units	3,574
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	10.1%
Vacant Housing Units	22.4%
2017 Housing Units	3,824
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	12.1%
Vacant Housing Units	19.4%
2022 Housing Units	4,060
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	19.4%
<b>Median Household Income</b>	
2017	\$61,924
2022	\$69,399
<b>Median Home Value</b>	
2017	\$199,858
2022	\$236,745
<b>Per Capita Income</b>	
2017	\$26,376
2022	\$30,420
<b>Median Age</b>	
2010	36.5
2017	38.9
2022	39.5

**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	3,083
<\$15,000	6.5%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	20.7%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	3.3%
\$200,000+	1.6%

Average Household Income \$72,397

## 2022 Households by Income

Household Income Base	3,274
<\$15,000	4.7%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	26.5%
\$75,000 - \$99,999	23.1%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	4.1%
\$200,000+	2.0%

Average Household Income \$83,099

## 2017 Owner Occupied Housing Units by Value

Total	2,619
<\$50,000	1.7%
\$50,000 - \$99,999	4.2%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	33.7%
\$200,000 - \$249,999	20.6%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	9.8%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$232,875

## 2022 Owner Occupied Housing Units by Value

Total	2,771
<\$50,000	0.9%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	26.9%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	14.2%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	8.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$273,169

**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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<b>2010 Population by Age</b>		
Total		7,693
0 - 4		6.9%
5 - 9		6.9%
10 - 14		8.5%
15 - 24		12.2%
25 - 34		13.0%
35 - 44		16.5%
45 - 54		16.5%
55 - 64		11.3%
65 - 74		5.3%
75 - 84		2.1%
85 +		0.7%
18 +		72.3%
<b>2017 Population by Age</b>		
Total		8,466
0 - 4		6.2%
5 - 9		6.9%
10 - 14		6.9%
15 - 24		12.1%
25 - 34		12.0%
35 - 44		15.1%
45 - 54		15.5%
55 - 64		13.3%
65 - 74		8.5%
75 - 84		2.6%
85 +		0.8%
18 +		75.8%
<b>2022 Population by Age</b>		
Total		8,947
0 - 4		6.1%
5 - 9		6.6%
10 - 14		7.3%
15 - 24		10.7%
25 - 34		13.1%
35 - 44		14.3%
45 - 54		14.2%
55 - 64		13.4%
65 - 74		9.6%
75 - 84		3.9%
85 +		0.8%
18 +		76.0%
<b>2010 Population by Sex</b>		
Males		3,907
Females		3,786
<b>2017 Population by Sex</b>		
Males		4,300
Females		4,166
<b>2022 Population by Sex</b>		
Males		4,545
Females		4,402

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>2010 Population by Race/Ethnicity</b>	
Total	7,693
White Alone	97.3%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.2%
Hispanic Origin	0.9%
Diversity Index	6.9
<b>2017 Population by Race/Ethnicity</b>	
Total	8,466
White Alone	96.4%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	1.6%
Hispanic Origin	1.3%
Diversity Index	9.4
<b>2022 Population by Race/Ethnicity</b>	
Total	8,947
White Alone	95.7%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	1.9%
Hispanic Origin	1.7%
Diversity Index	11.3
<b>2010 Population by Relationship and Household Type</b>	
Total	7,693
In Households	99.9%
In Family Households	87.8%
Householder	27.2%
Spouse	21.9%
Child	33.4%
Other relative	2.3%
Nonrelative	3.0%
In Nonfamily Households	12.1%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

**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	5,738
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	26.3%
GED/Alternative Credential	2.4%
Some College, No Degree	27.5%
Associate Degree	15.3%
Bachelor's Degree	10.3%
Graduate/Professional Degree	11.0%
<b>2017 Population 15+ by Marital Status</b>	
Total	6,763
Never Married	26.0%
Married	58.8%
Widowed	6.3%
Divorced	8.9%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%
<b>2017 Employed Population 16+ by Industry</b>	
Total	4,661
Agriculture/Mining	0.8%
Construction	5.6%
Manufacturing	17.4%
Wholesale Trade	6.3%
Retail Trade	9.7%
Transportation/Utilities	4.0%
Information	0.4%
Finance/Insurance/Real Estate	4.4%
Services	48.9%
Public Administration	2.5%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	4,661
White Collar	56.1%
Management/Business/Financial	10.0%
Professional	20.8%
Sales	6.1%
Administrative Support	19.1%
Services	18.5%
Blue Collar	25.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	4.6%
Production	10.9%
Transportation/Material Moving	5.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	7,693
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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>2010 Households by Type</b>	
Total	2,775
Households with 1 Person	16.9%
Households with 2+ People	83.1%
Family Households	75.5%
Husband-wife Families	60.8%
With Related Children	29.7%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.2%
With Related Children	3.7%
Other Family with Female Householder	9.5%
With Related Children	6.7%
Nonfamily Households	7.6%
All Households with Children	41.1%
Multigenerational Households	3.2%
Unmarried Partner Households	10.8%
Male-female	9.5%
Same-sex	1.3%
<b>2010 Households by Size</b>	
Total	2,775
1 Person Household	16.9%
2 Person Household	35.6%
3 Person Household	18.5%
4 Person Household	17.9%
5 Person Household	6.7%
6 Person Household	3.0%
7 + Person Household	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,775
Owner Occupied	87.0%
Owned with a Mortgage/Loan	72.2%
Owned Free and Clear	14.8%
Renter Occupied	13.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,574
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. Green Acres (6A)
2. Up and Coming Families
3. Middleburg (4C)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$5,959,820
Average Spent	\$1,933.12
Spending Potential Index	90
Education: Total \$	\$3,885,443
Average Spent	\$1,260.28
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$8,603,690
Average Spent	\$2,790.69
Spending Potential Index	89
Food at Home: Total \$	\$13,477,109
Average Spent	\$4,371.43
Spending Potential Index	87
Food Away from Home: Total \$	\$9,198,999
Average Spent	\$2,983.78
Spending Potential Index	90
Health Care: Total \$	\$15,494,428
Average Spent	\$5,025.76
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$5,465,387
Average Spent	\$1,772.75
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$2,209,254
Average Spent	\$716.59
Spending Potential Index	90
Shelter: Total \$	\$43,361,067
Average Spent	\$14,064.57
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,532,579
Average Spent	\$2,118.90
Spending Potential Index	90
Travel: Total \$	\$5,867,151
Average Spent	\$1,903.07
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$2,939,056
Average Spent	\$953.31
Spending Potential Index	89

**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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