

# Community Profile

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

Kittery town, ME (2303137...

<b>Population Summary</b>	
2000 Total Population	9,543
2000 Group Quarters	191
2010 Total Population	10,309
2015 Total Population	10,381
2010-2015 Annual Rate	0.14%
<b>Household Summary</b>	
2000 Households	4,078
2000 Average Household Size	2.29
2010 Households	4,491
2010 Average Household Size	2.24
2015 Households	4,555
2015 Average Household Size	2.22
2010-2015 Annual Rate	0.28%
2000 Families	2,529
2000 Average Family Size	2.86
2010 Families	2,720
2010 Average Family Size	2.80
2015 Families	2,730
2015 Average Family Size	2.79
2010-2015 Annual Rate	0.07%
<b>Housing Unit Summary</b>	
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	4,834
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	7.1%
2015 Housing Units	4,936
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	7.7%
<b>Median Household Income</b>	
2000	\$45,758
2010	\$59,567
2015	\$63,480
<b>Median Home Value</b>	
2000	\$137,944
2010	\$240,152
2015	\$300,967
<b>Per Capita Income</b>	
2000	\$24,153
2010	\$30,052
2015	\$32,368
<b>Median Age</b>	
2000	39.0
2010	41.8
2015	42.3

**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. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2000 Households by Income

Household Income Base	4,074
<\$15,000	12.6%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	18.5%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	1.0%
\$200,000+	1.4%
Average Household Income	\$55,388

### 2010 Households by Income

Household Income Base	4,491
<\$15,000	8.5%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	19.6%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	2.6%
\$200,000+	1.8%
Average Household Income	\$68,265

### 2015 Households by Income

Household Income Base	4,555
<\$15,000	7.3%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	27.6%
\$75,000 - \$99,999	19.5%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	3.1%
\$200,000+	1.9%
Average Household Income	\$72,962

### 2000 Owner Occupied Housing Units by Value

Total	2,615
<\$50,000	7.6%
\$50,000 - \$99,999	18.7%
\$100,000 - \$149,999	30.4%
\$150,000 - \$199,999	21.4%
\$200,000 - \$299,999	11.2%
\$300,000 - \$499,999	6.9%
\$500,000 - \$999,999	2.4%
\$1,000,000 +	1.4%
Average Home Value	\$178,643

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,453
With Cash Rent	83.6%
No Cash Rent	16.4%
Median Rent	\$595
Average Rent	\$588

**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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age		Kittery town, ME (2303137...
Total		9,543
0 - 4		5.9%
5 - 9		6.5%
10 - 14		6.3%
15 - 24		10.6%
25 - 34		13.8%
35 - 44		16.9%
45 - 54		15.1%
55 - 64		9.7%
65 - 74		7.8%
75 - 84		5.4%
85 +		1.9%
18 +		78.1%
2010 Population by Age		
Total		10,309
0 - 4		5.7%
5 - 9		5.5%
10 - 14		5.5%
15 - 24		13.3%
25 - 34		11.4%
35 - 44		12.9%
45 - 54		15.9%
55 - 64		13.6%
65 - 74		8.1%
75 - 84		5.5%
85 +		2.6%
18 +		79.6%
2015 Population by Age		
Total		10,381
0 - 4		5.6%
5 - 9		5.5%
10 - 14		5.5%
15 - 24		12.5%
25 - 34		12.9%
35 - 44		11.3%
45 - 54		14.3%
55 - 64		14.6%
65 - 74		10.0%
75 - 84		5.4%
85 +		2.6%
18 +		80.2%
2000 Population by Sex		
Males		48.7%
Females		51.3%
2010 Population by Sex		
Males		48.5%
Females		51.5%
2015 Population by Sex		
Males		48.4%
Females		51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity	
Total	9,543
White Alone	96.0%
Black Alone	1.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.5%
Two or More Races	0.9%
Hispanic Origin	1.5%
Diversity Index	10.6
2010 Population by Race/Ethnicity	
Total	10,309
White Alone	93.6%
Black Alone	3.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.9%
Two or More Races	1.2%
Hispanic Origin	2.6%
Diversity Index	16.8
2015 Population by Race/Ethnicity	
Total	10,381
White Alone	92.7%
Black Alone	4.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.0%
Two or More Races	1.3%
Hispanic Origin	3.2%
Diversity Index	19.3
2000 Population 3+ by School Enrollment	
Total	9,147
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	10.1%
Enrolled in Grade 9-12	4.6%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	77.6%
2010 Population 25+ by Educational Attainment	
Total	7,213
Less Than 9th Grade	1.0%
9th to 12th Grade, No Diploma	4.8%
High School Graduate	30.3%
Some College, No Degree	22.2%
Associate Degree	8.3%
Bachelor's Degree	21.4%
Graduate/Professional Degree	12.0%

**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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>	
Total	8,587
Never Married	24.6%
Married	56.4%
Widowed	6.0%
Divorced	13.0%
<b>2000 Population 16+ by Employment Status</b>	
Total	7,598
In Labor Force	68.2%
Civilian Employed	61.2%
Civilian Unemployed	2.5%
In Armed Forces	4.4%
Not In Labor Force	31.8%
<b>2010 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	91.1%
Civilian Unemployed	8.9%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.4%
Civilian Unemployed	7.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>	
Total	3,927
Own Children < 6 Only	8.9%
Employed/in Armed Forces	5.9%
Unemployed	0.2%
Not in Labor Force	2.9%
Own Children <6 and 6-17 Only	5.7%
Employed/in Armed Forces	3.8%
Unemployed	0.0%
Not in Labor Force	1.8%
Own Children 6-17 Only	13.7%
Employed/in Armed Forces	10.2%
Unemployed	0.7%
Not in Labor Force	2.8%
No Own Children < 18	71.7%
Employed/in Armed Forces	37.8%
Unemployed	1.8%
Not in Labor Force	32.2%
<b>2010 Employed Population 16+ by Industry</b>	
Total	5,223
Agriculture/Mining	1.2%
Construction	6.2%
Manufacturing	10.4%
Wholesale Trade	2.6%
Retail Trade	14.1%
Transportation/Utilities	3.9%
Information	3.1%
Finance/Insurance/Real Estate	6.1%
Services	50.0%
Public Administration	2.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2010 Employed Population 16+ by Occupation

Total	5,223
White Collar	67.3%
Management/Business/Financial	15.2%
Professional	26.2%
Sales	13.0%
Administrative Support	12.8%
Services	13.9%
Blue Collar	18.7%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.3%
Production	4.7%
Transportation/Material Moving	5.1%

### 2000 Workers 16+ by Means of Transportation to Work

Total	4,918
Drove Alone - Car, Truck, or Van	78.7%
Carpooled - Car, Truck, or Van	10.9%
Public Transportation	0.5%
Walked	4.8%
Other Means	1.0%
Worked at Home	4.1%

### 2000 Workers 16+ by Travel Time to Work

Total	4,918
Did not Work at Home	95.9%
Less than 5 minutes	6.5%
5 to 9 minutes	18.7%
10 to 19 minutes	38.4%
20 to 24 minutes	9.6%
25 to 34 minutes	9.7%
35 to 44 minutes	2.8%
45 to 59 minutes	2.8%
60 to 89 minutes	4.8%
90 or more minutes	2.5%
Worked at Home	4.1%
Average Travel Time to Work (in min)	20.2

### 2000 Households by Vehicles Available

Total	4,078
None	5.2%
1	38.4%
2	42.8%
3	9.9%
4	2.9%
5+	0.9%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2000 Households by Type

Total	4,078
Family Households	62.0%
Married-couple Family	50.1%
With Related Children	21.0%
Other Family (No Spouse)	11.9%
With Related Children	7.7%
Nonfamily Households	38.0%
Householder Living Alone	29.4%
Householder Not Living Alone	8.6%
Households with Related Children	28.6%
Households with Persons 65+	25.4%

### 2000 Households by Size

Total	4,078
1 Person Household	29.4%
2 Person Household	37.3%
3 Person Household	15.4%
4 Person Household	12.5%
5 Person Household	3.9%
6 Person Household	1.1%
7 + Person Household	0.5%

### 2000 Households by Year Householder Moved In

Total	4,078
Moved in 1999 to March 2000	22.2%
Moved in 1995 to 1998	26.2%
Moved in 1990 to 1994	12.8%
Moved in 1980 to 1989	15.2%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	13.6%
Median Year Householder Moved In	1994

### 2000 Housing Units by Units in Structure

Total	4,375
1, Detached	64.5%
1, Attached	4.2%
2	10.1%
3 or 4	6.9%
5 to 9	4.9%
10 to 19	0.8%
20 +	1.6%
Mobile Home	7.0%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	4,375
1999 to March 2000	2.8%
1995 to 1998	3.8%
1990 to 1994	2.1%
1980 to 1989	10.9%
1970 to 1979	14.8%
1969 or Earlier	65.6%
Median Year Structure Built	1955

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Top 3 Tapestry Segments

1. Prosperous Empty Nesters
2. Aspiring Young Families
3. Cozy and Comfortable

## 2010 Consumer Spending

Apparel & Services: Total \$	\$7,356,225
Average Spent	\$1,637.99
Spending Potential Index	68
Computers & Accessories: Total \$	\$965,094
Average Spent	\$214.90
Spending Potential Index	98
Education: Total \$	\$5,537,067
Average Spent	\$1,232.93
Spending Potential Index	101
Entertainment/Recreation: Total \$	\$14,430,689
Average Spent	\$3,213.25
Spending Potential Index	100
Food at Home: Total \$	\$19,511,542
Average Spent	\$4,344.59
Spending Potential Index	97
Food Away from Home: Total \$	\$14,265,131
Average Spent	\$3,176.38
Spending Potential Index	99
Health Care: Total \$	\$16,760,736
Average Spent	\$3,732.07
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$7,975,209
Average Spent	\$1,775.82
Spending Potential Index	86
Investments: Total \$	\$7,398,792
Average Spent	\$1,647.47
Spending Potential Index	95
Retail Goods: Total \$	\$105,008,655
Average Spent	\$23,382.02
Spending Potential Index	94
Shelter: Total \$	\$69,566,175
Average Spent	\$15,490.13
Spending Potential Index	98
TV/Video/Audio: Total \$	\$5,458,905
Average Spent	\$1,215.52
Spending Potential Index	98
Travel: Total \$	\$8,435,384
Average Spent	\$1,878.29
Spending Potential Index	99
Vehicle Maintenance & Repairs: Total \$	\$4,171,934
Average Spent	\$928.95
Spending Potential Index	99

**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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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