

Community Profile

Ogunquit town
Ogunquit town, ME (2303154980)
Geography: County Subdivision

Ogunquit town, ME (230315...

Population Summary	
2000 Total Population	1,226
2000 Group Quarters	0
2010 Total Population	1,388
2015 Total Population	1,417
2010-2015 Annual Rate	0.41%
Household Summary	
2000 Households	668
2000 Average Household Size	1.84
2010 Households	773
2010 Average Household Size	1.80
2015 Households	794
2015 Average Household Size	1.78
2010-2015 Annual Rate	0.54%
2000 Families	346
2000 Average Family Size	2.41
2010 Families	389
2010 Average Family Size	2.37
2015 Families	394
2015 Average Family Size	2.36
2010-2015 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	2,349
Owner Occupied Housing Units	25.2%
Renter Occupied Housing Units	7.7%
Vacant Housing Units	67.1%
2015 Housing Units	2,449
Owner Occupied Housing Units	24.7%
Renter Occupied Housing Units	7.7%
Vacant Housing Units	67.6%
Median Household Income	
2000	\$46,758
2010	\$59,752
2015	\$64,115
Median Home Value	
2000	\$207,813
2010	\$380,682
2015	\$493,304
Per Capita Income	
2000	\$34,289
2010	\$43,467
2015	\$47,445
Median Age	
2000	55.2
2010	58.6
2015	61.0

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	668
<\$15,000	8.2%
\$15,000 - \$24,999	15.7%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	3.4%
\$200,000+	3.7%
Average Household Income	\$63,440
2010 Households by Income	
Household Income Base	773
<\$15,000	6.2%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	3.8%
\$200,000+	5.0%
Average Household Income	\$78,050
2015 Households by Income	
Household Income Base	794
<\$15,000	5.2%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	27.5%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	4.4%
\$200,000+	5.5%
Average Household Income	\$84,672
2000 Owner Occupied Housing Units by Value	
Total	519
<\$50,000	0.0%
\$50,000 - \$99,999	2.5%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	26.0%
\$200,000 - \$299,999	25.2%
\$300,000 - \$499,999	15.8%
\$500,000 - \$999,999	7.7%
\$1,000,000 +	3.7%
Average Home Value	\$289,518
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	149
With Cash Rent	79.2%
No Cash Rent	20.8%
Median Rent	\$555
Average Rent	\$583

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		
Total		1,226
0 - 4		2.2%
5 - 9		2.9%
10 - 14		3.1%
15 - 24		5.8%
25 - 34		6.0%
35 - 44		12.0%
45 - 54		17.6%
55 - 64		19.5%
65 - 74		20.1%
75 - 84		7.7%
85 +		3.0%
18 +		89.6%
2010 Population by Age		
Total		1,388
0 - 4		1.7%
5 - 9		2.9%
10 - 14		2.7%
15 - 24		3.5%
25 - 34		4.8%
35 - 44		8.6%
45 - 54		14.8%
55 - 64		28.8%
65 - 74		19.1%
75 - 84		9.6%
85 +		3.5%
18 +		91.5%
2015 Population by Age		
Total		1,417
0 - 4		1.6%
5 - 9		2.7%
10 - 14		2.5%
15 - 24		3.5%
25 - 34		4.4%
35 - 44		8.0%
45 - 54		13.0%
55 - 64		29.6%
65 - 74		22.6%
75 - 84		8.8%
85 +		3.5%
18 +		91.8%
2000 Population by Sex		
Males		52.3%
Females		47.7%
2010 Population by Sex		
Males		52.8%
Females		47.2%
2015 Population by Sex		
Males		53.8%
Females		46.2%

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	1,226
White Alone	98.5%
Black Alone	0.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.1%
Two or More Races	0.3%
Hispanic Origin	0.7%
Diversity Index	4.2
2010 Population by Race/Ethnicity	
Total	1,388
White Alone	97.7%
Black Alone	0.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.1%
Two or More Races	0.6%
Hispanic Origin	1.3%
Diversity Index	7.0
2015 Population by Race/Ethnicity	
Total	1,417
White Alone	97.4%
Black Alone	1.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.1%
Two or More Races	0.8%
Hispanic Origin	1.6%
Diversity Index	8.2
2000 Population 3+ by School Enrollment	
Total	1,212
Enrolled in Nursery/Preschool	0.2%
Enrolled in Kindergarten	0.7%
Enrolled in Grade 1-8	5.7%
Enrolled in Grade 9-12	3.1%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	1.8%
Not Enrolled in School	85.7%
2010 Population 25+ by Educational Attainment	
Total	1,238
Less Than 9th Grade	0.5%
9th to 12th Grade, No Diploma	2.9%
High School Graduate	26.3%
Some College, No Degree	20.6%
Associate Degree	7.4%
Bachelor's Degree	27.7%
Graduate/Professional Degree	14.5%

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

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2010 Population 15+ by Marital Status	
Total	1,287
Never Married	24.5%
Married	54.3%
Widowed	8.2%
Divorced	13.1%
2000 Population 16+ by Employment Status	
Total	1,110
In Labor Force	54.4%
Civilian Employed	52.2%
Civilian Unemployed	2.3%
In Armed Forces	0.0%
Not In Labor Force	45.6%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	91.0%
Civilian Unemployed	9.0%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.4%
Civilian Unemployed	7.6%
2000 Females 16+ by Employment Status and Age of Children	
Total	537
Own Children < 6 Only	1.9%
Employed/in Armed Forces	1.3%
Unemployed	0.0%
Not in Labor Force	0.6%
Own Children <6 and 6-17 Only	0.4%
Employed/in Armed Forces	0.0%
Unemployed	0.0%
Not in Labor Force	0.4%
Own Children 6-17 Only	7.8%
Employed/in Armed Forces	4.8%
Unemployed	0.4%
Not in Labor Force	2.6%
No Own Children < 18	89.9%
Employed/in Armed Forces	41.2%
Unemployed	2.8%
Not in Labor Force	46.0%
2010 Employed Population 16+ by Industry	
Total	684
Agriculture/Mining	0.7%
Construction	5.0%
Manufacturing	4.7%
Wholesale Trade	3.9%
Retail Trade	12.0%
Transportation/Utilities	2.5%
Information	2.9%
Finance/Insurance/Real Estate	6.7%
Services	56.9%
Public Administration	4.7%

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	684
White Collar	73.2%
Management/Business/Financial	24.4%
Professional	24.0%
Sales	14.9%
Administrative Support	9.9%
Services	13.2%
Blue Collar	13.6%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	0.9%
Production	4.4%
Transportation/Material Moving	3.1%

2000 Workers 16+ by Means of Transportation to Work

Total	561
Drove Alone - Car, Truck, or Van	69.9%
Carpooled - Car, Truck, or Van	8.9%
Public Transportation	0.9%
Walked	6.2%
Other Means	1.4%
Worked at Home	12.7%

2000 Workers 16+ by Travel Time to Work

Total	561
Did not Work at Home	87.3%
Less than 5 minutes	10.5%
5 to 9 minutes	8.6%
10 to 19 minutes	16.0%
20 to 24 minutes	13.7%
25 to 34 minutes	14.1%
35 to 44 minutes	4.3%
45 to 59 minutes	6.8%
60 to 89 minutes	7.8%
90 or more minutes	5.5%
Worked at Home	12.7%
Average Travel Time to Work (in min)	29.3

2000 Households by Vehicles Available

Total	668
None	4.8%
1	43.6%
2	39.8%
3	10.3%
4	1.0%
5+	0.4%
Average Number of Vehicles Available	1.6

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

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2000 Households by Type

Total	668
Family Households	51.8%
Married-couple Family	46.6%
With Related Children	8.2%
Other Family (No Spouse)	5.2%
With Related Children	2.7%
Nonfamily Households	48.2%
Householder Living Alone	39.7%
Householder Not Living Alone	8.5%
Households with Related Children	10.9%
Households with Persons 65+	41.9%

2000 Households by Size

Total	668
1 Person Household	39.7%
2 Person Household	47.9%
3 Person Household	6.0%
4 Person Household	3.9%
5 Person Household	1.5%
6 Person Household	0.4%
7 + Person Household	0.6%

2000 Households by Year Householder Moved In

Total	668
Moved in 1999 to March 2000	14.4%
Moved in 1995 to 1998	27.1%
Moved in 1990 to 1994	18.1%
Moved in 1980 to 1989	16.8%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	13.6%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	2,114
1, Detached	68.3%
1, Attached	7.7%
2	4.1%
3 or 4	4.1%
5 to 9	3.9%
10 to 19	1.3%
20 +	9.7%
Mobile Home	0.9%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	2,114
1999 to March 2000	1.8%
1995 to 1998	3.9%
1990 to 1994	4.6%
1980 to 1989	19.7%
1970 to 1979	11.8%
1969 or Earlier	58.1%
Median Year Structure Built	1963

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. Silver and Gold
- 2.
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$1,343,849
Average Spent	\$1,738.49
Spending Potential Index	73
Computers & Accessories: Total \$	\$173,155
Average Spent	\$224.00
Spending Potential Index	102
Education: Total \$	\$880,495
Average Spent	\$1,139.06
Spending Potential Index	93
Entertainment/Recreation: Total \$	\$2,888,426
Average Spent	\$3,736.64
Spending Potential Index	116
Food at Home: Total \$	\$3,763,068
Average Spent	\$4,868.14
Spending Potential Index	109
Food Away from Home: Total \$	\$2,656,809
Average Spent	\$3,437.01
Spending Potential Index	107
Health Care: Total \$	\$3,854,894
Average Spent	\$4,986.93
Spending Potential Index	134
HH Furnishings & Equipment: Total \$	\$1,586,568
Average Spent	\$2,052.48
Spending Potential Index	100
Investments: Total \$	\$1,943,978
Average Spent	\$2,514.85
Spending Potential Index	145
Retail Goods: Total \$	\$21,211,632
Average Spent	\$27,440.66
Spending Potential Index	110
Shelter: Total \$	\$13,078,550
Average Spent	\$16,919.21
Spending Potential Index	107
TV/Video/Audio: Total \$	\$1,047,435
Average Spent	\$1,355.03
Spending Potential Index	109
Travel: Total \$	\$1,764,549
Average Spent	\$2,282.73
Spending Potential Index	121
Vehicle Maintenance & Repairs: Total \$	\$856,603
Average Spent	\$1,108.15
Spending Potential Index	118

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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