

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

Population Summary	
2000 Total Population	8,856
2000 Group Quarters	33
2010 Total Population	9,803
2015 Total Population	9,936
2010-2015 Annual Rate	0.27%
Household Summary	
2000 Households	4,294
2000 Average Household Size	2.05
2010 Households	4,818
2010 Average Household Size	2.03
2015 Households	4,900
2015 Average Household Size	2.02
2010-2015 Annual Rate	0.34%
2000 Families	2,256
2000 Average Family Size	2.73
2010 Families	2,457
2010 Average Family Size	2.70
2015 Families	2,468
2015 Average Family Size	2.70
2010-2015 Annual Rate	0.09%
Housing Unit Summary	
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	6,985
Owner Occupied Housing Units	37.9%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	31.0%
2015 Housing Units	7,231
Owner Occupied Housing Units	37.2%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	32.2%
Median Household Income	
2000	\$37,228
2010	\$46,245
2015	\$52,931
Median Home Value	
2000	\$90,977
2010	\$154,639
2015	\$196,629
Per Capita Income	
2000	\$20,929
2010	\$26,145
2015	\$28,342
Median Age	
2000	40.1
2010	43.3
2015	43.8

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.

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2000 Households by Income	
Household Income Base	4,289
<\$15,000	17.9%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	18.8%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	1.0%
\$200,000+	0.6%
Average Household Income	\$43,285
2010 Households by Income	
Household Income Base	4,818
<\$15,000	13.2%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	0.9%
\$200,000+	0.9%
Average Household Income	\$53,080
2015 Households by Income	
Household Income Base	4,900
<\$15,000	11.7%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	27.2%
\$75,000 - \$99,999	18.3%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$57,340
2000 Owner Occupied Housing Units by Value	
Total	2,393
<\$50,000	13.4%
\$50,000 - \$99,999	44.9%
\$100,000 - \$149,999	27.0%
\$150,000 - \$199,999	10.1%
\$200,000 - \$299,999	3.4%
\$300,000 - \$499,999	1.3%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$101,541
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	1,883
With Cash Rent	95.4%
No Cash Rent	4.6%
Median Rent	\$507
Average Rent	\$489

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.

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2000 Population by Age		Old Orchard Beach town, M...
Total		8,856
0 - 4		4.8%
5 - 9		5.3%
10 - 14		5.6%
15 - 24		9.9%
25 - 34		14.8%
35 - 44		18.4%
45 - 54		16.0%
55 - 64		10.3%
65 - 74		8.3%
75 - 84		5.2%
85 +		1.4%
18 +		80.9%
2010 Population by Age		
Total		9,803
0 - 4		4.9%
5 - 9		4.7%
10 - 14		4.6%
15 - 24		12.3%
25 - 34		12.4%
35 - 44		13.4%
45 - 54		17.3%
55 - 64		14.3%
65 - 74		8.3%
75 - 84		5.7%
85 +		2.2%
18 +		82.5%
2015 Population by Age		
Total		9,936
0 - 4		4.8%
5 - 9		4.7%
10 - 14		4.7%
15 - 24		11.0%
25 - 34		14.9%
35 - 44		11.4%
45 - 54		15.0%
55 - 64		15.5%
65 - 74		10.3%
75 - 84		5.3%
85 +		2.4%
18 +		83.0%
2000 Population by Sex		
Males		49.1%
Females		50.9%
2010 Population by Sex		
Males		48.9%
Females		51.1%
2015 Population by Sex		
Males		49.0%
Females		51.0%

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

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2000 Population by Race/Ethnicity	
Total	8,856
White Alone	97.5%
Black Alone	0.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	1.0%
Diversity Index	6.8
2010 Population by Race/Ethnicity	
Total	9,803
White Alone	96.3%
Black Alone	1.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.5%
Two or More Races	1.1%
Hispanic Origin	2.0%
Diversity Index	10.8
2015 Population by Race/Ethnicity	
Total	9,936
White Alone	95.8%
Black Alone	1.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.6%
Two or More Races	1.2%
Hispanic Origin	2.5%
Diversity Index	12.6
2000 Population 3+ by School Enrollment	
Total	8,611
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	8.7%
Enrolled in Grade 9-12	5.6%
Enrolled in College	3.9%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	78.5%
2010 Population 25+ by Educational Attainment	
Total	7,205
Less Than 9th Grade	4.0%
9th to 12th Grade, No Diploma	4.0%
High School Graduate	31.2%
Some College, No Degree	23.3%
Associate Degree	11.8%
Bachelor's Degree	17.6%
Graduate/Professional Degree	8.1%

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

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2010 Population 15+ by Marital Status	
Total	8,407
Never Married	30.1%
Married	46.7%
Widowed	5.4%
Divorced	17.7%
2000 Population 16+ by Employment Status	
Total	7,373
In Labor Force	70.5%
Civilian Employed	67.6%
Civilian Unemployed	2.6%
In Armed Forces	0.3%
Not In Labor Force	29.5%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	91.4%
Civilian Unemployed	8.6%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.8%
Civilian Unemployed	7.2%
2000 Females 16+ by Employment Status and Age of Children	
Total	3,792
Own Children < 6 Only	6.0%
Employed/in Armed Forces	4.5%
Unemployed	0.2%
Not in Labor Force	1.4%
Own Children <6 and 6-17 Only	3.4%
Employed/in Armed Forces	2.5%
Unemployed	0.0%
Not in Labor Force	0.9%
Own Children 6-17 Only	15.0%
Employed/in Armed Forces	12.1%
Unemployed	0.5%
Not in Labor Force	2.3%
No Own Children < 18	75.6%
Employed/in Armed Forces	45.4%
Unemployed	1.6%
Not in Labor Force	28.6%
2010 Employed Population 16+ by Industry	
Total	5,690
Agriculture/Mining	0.2%
Construction	5.0%
Manufacturing	8.5%
Wholesale Trade	5.5%
Retail Trade	13.4%
Transportation/Utilities	2.9%
Information	3.3%
Finance/Insurance/Real Estate	8.7%
Services	49.0%
Public Administration	3.5%

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

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2010 Employed Population 16+ by Occupation

Total	5,690
White Collar	63.7%
Management/Business/Financial	13.6%
Professional	22.0%
Sales	13.7%
Administrative Support	14.3%
Services	16.7%
Blue Collar	19.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	2.7%
Production	6.1%
Transportation/Material Moving	5.9%

2000 Workers 16+ by Means of Transportation to Work

Total	4,925
Drove Alone - Car, Truck, or Van	83.3%
Carpooled - Car, Truck, or Van	10.5%
Public Transportation	2.0%
Walked	1.7%
Other Means	0.2%
Worked at Home	2.4%

2000 Workers 16+ by Travel Time to Work

Total	4,925
Did not Work at Home	97.6%
Less than 5 minutes	4.1%
5 to 9 minutes	10.2%
10 to 19 minutes	24.3%
20 to 24 minutes	21.4%
25 to 34 minutes	26.7%
35 to 44 minutes	4.6%
45 to 59 minutes	2.1%
60 to 89 minutes	2.7%
90 or more minutes	1.6%
Worked at Home	2.4%
Average Travel Time to Work (in min)	22.9

2000 Households by Vehicles Available

Total	4,294
None	6.8%
1	50.0%
2	35.0%
3	6.3%
4	2.0%
5+	0.0%
Average Number of Vehicles Available	1.5

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

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

2000 Households by Type	
Total	4,294
Family Households	52.5%
Married-couple Family	38.7%
With Related Children	14.5%
Other Family (No Spouse)	13.9%
With Related Children	9.4%
Nonfamily Households	47.5%
Householder Living Alone	38.6%
Householder Not Living Alone	8.9%
Households with Related Children	23.9%
Households with Persons 65+	23.6%
2000 Households by Size	
Total	4,294
1 Person Household	38.6%
2 Person Household	35.3%
3 Person Household	13.5%
4 Person Household	8.7%
5 Person Household	2.9%
6 Person Household	0.7%
7 + Person Household	0.3%
2000 Households by Year Householder Moved In	
Total	4,294
Moved in 1999 to March 2000	26.0%
Moved in 1995 to 1998	30.7%
Moved in 1990 to 1994	15.0%
Moved in 1980 to 1989	14.2%
Moved in 1970 to 1979	6.1%
Moved in 1969 or Earlier	7.9%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	6,222
1, Detached	42.9%
1, Attached	7.1%
2	6.3%
3 or 4	10.8%
5 to 9	10.1%
10 to 19	6.1%
20 +	9.7%
Mobile Home	7.1%
Other	0.0%
2000 Housing Units by Year Structure Built	
Total	6,222
1999 to March 2000	1.7%
1995 to 1998	4.8%
1990 to 1994	6.3%
1980 to 1989	29.2%
1970 to 1979	12.9%
1969 or Earlier	45.2%
Median Year Structure Built	1974

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

June 21, 2012

Community Profile

Old Orchard Beach town, ME_2010
Old Orchard Beach town, ME (2303155085)
Geography: County Subdivision

Old Orchard Beach town, M...

Top 3 Tapestry Segments

1. Midlife Junction
2. Crossroads
3. Aspiring Young Families

2010 Consumer Spending

Apparel & Services: Total \$	\$6,242,418
Average Spent	\$1,295.65
Spending Potential Index	54
Computers & Accessories: Total \$	\$832,678
Average Spent	\$172.83
Spending Potential Index	79
Education: Total \$	\$4,599,900
Average Spent	\$954.73
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$12,014,377
Average Spent	\$2,493.64
Spending Potential Index	77
Food at Home: Total \$	\$16,870,058
Average Spent	\$3,501.47
Spending Potential Index	78
Food Away from Home: Total \$	\$12,135,853
Average Spent	\$2,518.86
Spending Potential Index	78
Health Care: Total \$	\$14,051,802
Average Spent	\$2,916.52
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$6,591,167
Average Spent	\$1,368.03
Spending Potential Index	66
Investments: Total \$	\$5,889,841
Average Spent	\$1,222.47
Spending Potential Index	70
Retail Goods: Total \$	\$88,799,578
Average Spent	\$18,430.80
Spending Potential Index	74
Shelter: Total \$	\$57,580,244
Average Spent	\$11,951.07
Spending Potential Index	76
TV/Video/Audio: Total \$	\$4,705,295
Average Spent	\$976.61
Spending Potential Index	79
Travel: Total \$	\$6,632,081
Average Spent	\$1,376.52
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$3,530,292
Average Spent	\$732.73
Spending Potential Index	78

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.

June 21, 2012