

# Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

<b>Population Summary</b>	
2000 Total Population	6,671
2000 Group Quarters	36
2010 Total Population	7,248
2015 Total Population	7,336
2010-2015 Annual Rate	0.24%
<b>Household Summary</b>	
2000 Households	2,403
2000 Average Household Size	2.76
2010 Households	2,639
2010 Average Household Size	2.73
2015 Households	2,680
2015 Average Household Size	2.72
2010-2015 Annual Rate	0.31%
2000 Families	1,847
2000 Average Family Size	3.17
2010 Families	2,000
2010 Average Family Size	3.15
2015 Families	2,018
2015 Average Family Size	3.14
2010-2015 Annual Rate	0.18%
<b>Housing Unit Summary</b>	
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	2,743
Owner Occupied Housing Units	74.6%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	3.8%
2015 Housing Units	2,797
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	4.2%
<b>Median Household Income</b>	
2000	\$53,273
2010	\$68,038
2015	\$70,858
<b>Median Home Value</b>	
2000	\$130,031
2010	\$224,582
2015	\$281,031
<b>Per Capita Income</b>	
2000	\$21,118
2010	\$26,764
2015	\$28,303
<b>Median Age</b>	
2000	36.1
2010	39.5
2015	39.3

**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.

June 21, 2012

# Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

2000 Households by Income	
Household Income Base	2,410
<\$15,000	6.4%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	29.4%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	0.7%
\$200,000+	1.0%
Average Household Income	\$58,411
2010 Households by Income	
Household Income Base	2,639
<\$15,000	3.8%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	25.8%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	2.7%
\$200,000+	1.1%
Average Household Income	\$73,275
2015 Households by Income	
Household Income Base	2,680
<\$15,000	3.2%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	30.1%
\$75,000 - \$99,999	25.5%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	3.1%
\$200,000+	1.2%
Average Household Income	\$77,215
2000 Owner Occupied Housing Units by Value	
Total	1,883
<\$50,000	2.2%
\$50,000 - \$99,999	23.6%
\$100,000 - \$149,999	41.4%
\$150,000 - \$199,999	23.2%
\$200,000 - \$299,999	7.6%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	1.3%
\$1,000,000 +	0.0%
Average Home Value	\$141,715
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	497
With Cash Rent	91.8%
No Cash Rent	8.2%
Median Rent	\$518
Average Rent	\$517

**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

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

2000 Population by Age		
Total		6,671
0 - 4		7.0%
5 - 9		8.6%
10 - 14		9.5%
15 - 24		10.7%
25 - 34		12.0%
35 - 44		20.8%
45 - 54		15.1%
55 - 64		7.8%
65 - 74		4.2%
75 - 84		3.2%
85 +		1.0%
18 +		69.6%
2010 Population by Age		
Total		7,248
0 - 4		6.6%
5 - 9		7.1%
10 - 14		7.3%
15 - 24		13.4%
25 - 34		10.4%
35 - 44		13.3%
45 - 54		19.2%
55 - 64		12.7%
65 - 74		5.9%
75 - 84		2.8%
85 +		1.3%
18 +		74.2%
2015 Population by Age		
Total		7,336
0 - 4		6.2%
5 - 9		6.8%
10 - 14		7.6%
15 - 24		12.2%
25 - 34		12.9%
35 - 44		11.0%
45 - 54		16.2%
55 - 64		15.0%
65 - 74		7.4%
75 - 84		3.4%
85 +		1.2%
18 +		75.1%
2000 Population by Sex		
Males		49.3%
Females		50.7%
2010 Population by Sex		
Males		48.9%
Females		51.1%
2015 Population by Sex		
Males		48.5%
Females		51.5%

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

June 21, 2012

# Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

2000 Population by Race/Ethnicity	
Total	6,671
White Alone	97.6%
Black Alone	0.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.3%
Two or More Races	0.8%
Hispanic Origin	0.7%
Diversity Index	6.0
2010 Population by Race/Ethnicity	
Total	7,248
White Alone	96.7%
Black Alone	0.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.3%
Diversity Index	8.8
2015 Population by Race/Ethnicity	
Total	7,336
White Alone	96.3%
Black Alone	0.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.6%
Two or More Races	1.1%
Hispanic Origin	1.6%
Diversity Index	10.1
2000 Population 3+ by School Enrollment	
Total	6,361
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	16.0%
Enrolled in Grade 9-12	7.1%
Enrolled in College	3.9%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	69.5%
2010 Population 25+ by Educational Attainment	
Total	4,759
Less Than 9th Grade	1.3%
9th to 12th Grade, No Diploma	4.0%
High School Graduate	33.1%
Some College, No Degree	20.6%
Associate Degree	12.3%
Bachelor's Degree	20.1%
Graduate/Professional Degree	8.5%

**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.

## Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

2010 Population 15+ by Marital Status	
Total	5,727
Never Married	23.5%
Married	62.7%
Widowed	4.8%
Divorced	9.0%
2000 Population 16+ by Employment Status	
Total	4,856
In Labor Force	74.3%
Civilian Employed	72.5%
Civilian Unemployed	1.7%
In Armed Forces	0.2%
Not In Labor Force	25.7%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	94.2%
Civilian Unemployed	5.8%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	95.2%
Civilian Unemployed	4.8%
2000 Females 16+ by Employment Status and Age of Children	
Total	2,501
Own Children < 6 Only	10.0%
Employed/in Armed Forces	5.8%
Unemployed	0.0%
Not in Labor Force	4.1%
Own Children <6 and 6-17 Only	6.8%
Employed/in Armed Forces	4.3%
Unemployed	0.4%
Not in Labor Force	2.1%
Own Children 6-17 Only	26.3%
Employed/in Armed Forces	20.4%
Unemployed	0.0%
Not in Labor Force	5.9%
No Own Children < 18	56.9%
Employed/in Armed Forces	36.8%
Unemployed	0.9%
Not in Labor Force	19.2%
2010 Employed Population 16+ by Industry	
Total	4,094
Agriculture/Mining	0.6%
Construction	5.8%
Manufacturing	13.0%
Wholesale Trade	3.1%
Retail Trade	12.0%
Transportation/Utilities	3.8%
Information	2.8%
Finance/Insurance/Real Estate	8.8%
Services	44.4%
Public Administration	5.7%

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

June 21, 2012

## Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

### 2010 Employed Population 16+ by Occupation

Total	4,094
White Collar	64.9%
Management/Business/Financial	10.9%
Professional	27.2%
Sales	10.6%
Administrative Support	16.2%
Services	14.9%
Blue Collar	20.2%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.8%
Installation/Maintenance/Repair	3.4%
Production	5.4%
Transportation/Material Moving	4.1%

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

Total	3,508
Drove Alone - Car, Truck, or Van	87.8%
Carpooled - Car, Truck, or Van	4.3%
Public Transportation	1.2%
Walked	2.8%
Other Means	0.7%
Worked at Home	3.1%

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

Total	3,508
Did not Work at Home	96.9%
Less than 5 minutes	2.5%
5 to 9 minutes	5.6%
10 to 19 minutes	21.3%
20 to 24 minutes	22.7%
25 to 34 minutes	25.7%
35 to 44 minutes	7.5%
45 to 59 minutes	4.5%
60 to 89 minutes	3.5%
90 or more minutes	3.6%
Worked at Home	3.1%
Average Travel Time to Work (in min)	26.8

### 2000 Households by Vehicles Available

Total	2,403
None	3.4%
1	28.1%
2	48.4%
3	15.5%
4	4.2%
5+	0.3%
Average Number of Vehicles Available	1.9

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

June 21, 2012

## Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

### 2000 Households by Type

Total	2,403
Family Households	76.9%
Married-couple Family	64.3%
With Related Children	36.2%
Other Family (No Spouse)	12.6%
With Related Children	9.3%
Nonfamily Households	23.1%
Householder Living Alone	18.4%
Householder Not Living Alone	4.8%
Households with Related Children	45.5%
Households with Persons 65+	16.8%

### 2000 Households by Size

Total	2,403
1 Person Household	18.4%
2 Person Household	31.8%
3 Person Household	19.2%
4 Person Household	20.6%
5 Person Household	7.3%
6 Person Household	1.8%
7 + Person Household	0.9%

### 2000 Households by Year Householder Moved In

Total	2,403
Moved in 1999 to March 2000	11.4%
Moved in 1995 to 1998	27.0%
Moved in 1990 to 1994	17.6%
Moved in 1980 to 1989	25.5%
Moved in 1970 to 1979	7.5%
Moved in 1969 or Earlier	11.0%
Median Year Householder Moved In	1992

### 2000 Housing Units by Units in Structure

Total	2,488
1, Detached	72.9%
1, Attached	4.7%
2	8.7%
3 or 4	4.7%
5 to 9	1.6%
10 to 19	0.8%
20 +	1.2%
Mobile Home	5.0%
Other	0.3%

### 2000 Housing Units by Year Structure Built

Total	2,488
1999 to March 2000	2.1%
1995 to 1998	6.1%
1990 to 1994	5.6%
1980 to 1989	36.4%
1970 to 1979	9.5%
1969 or Earlier	40.3%
Median Year Structure Built	1980

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

June 21, 2012

# Community Profile

South Berwick town  
South Berwick town, ME (2303170030)  
Geography: County Subdivision

South Berwick town, ME (2...

## Top 3 Tapestry Segments

1. Green Acres
2. Sophisticated Squires
3. In Style

## 2010 Consumer Spending

Apparel & Services: Total \$	\$4,613,169
Average Spent	\$1,748.08
Spending Potential Index	73
Computers & Accessories: Total \$	\$612,449
Average Spent	\$232.08
Spending Potential Index	105
Education: Total \$	\$3,603,270
Average Spent	\$1,365.39
Spending Potential Index	112
Entertainment/Recreation: Total \$	\$9,200,109
Average Spent	\$3,486.21
Spending Potential Index	108
Food at Home: Total \$	\$11,968,436
Average Spent	\$4,535.22
Spending Potential Index	101
Food Away from Home: Total \$	\$8,828,729
Average Spent	\$3,345.48
Spending Potential Index	104
Health Care: Total \$	\$10,011,969
Average Spent	\$3,793.85
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$5,116,418
Average Spent	\$1,938.77
Spending Potential Index	94
Investments: Total \$	\$4,864,267
Average Spent	\$1,843.22
Spending Potential Index	106
Retail Goods: Total \$	\$65,439,750
Average Spent	\$24,797.18
Spending Potential Index	100
Shelter: Total \$	\$44,749,207
Average Spent	\$16,956.88
Spending Potential Index	107
TV/Video/Audio: Total \$	\$3,330,677
Average Spent	\$1,262.10
Spending Potential Index	102
Travel: Total \$	\$5,581,564
Average Spent	\$2,115.03
Spending Potential Index	112
Vehicle Maintenance & Repairs: Total \$	\$2,583,951
Average Spent	\$979.14
Spending Potential Index	104

**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