

II. Year-Round Population Trends by SMPDC

- Age of Population
- Year-Round Population Forecasts
- Seasonal Population Forecasts
- Graphic Profile
- Demographic and Income Profile

Year-Round Population Trends

In 1900, the population of Wells was approximately 2,000. By 1950, it had reached 2,321. In the next 20 years, Wells had almost doubled its population to 4,448. By 1990, the Census reported the population at 7,778 and Census 2000 tabulated 9,400, representing about a 50% increase from 1980-2000. See Table 1. Although the population increased by 51% from 1970 to 1980, it slowed to 16% in the 10-year period from 1980 to 1990. During the 1990s, the rate of growth increased to 21%. Though this rate of growth was not as high as York, Kennebunk or Ogunquit, it was faster than all of the other neighboring municipalities and York County as a whole. Between 2000 and 2010, the rate of growth slowed and in some cases decreased due to an ailing economy. Wells grew by 2%, the smallest of those communities compared in the table below. Neighboring Ogunquit saw the greatest rate of growth at 14% and the county grew at a rate of 5% as a whole during that 10 year period.

	1970	1980	% Change 1970-80	1990	% Change 1980-90	2000	1990-2000	2010	% Change 2000-2010
Wells	4,448	6,719	+51	7,778	+16	9,400	+21	9,589	+2
Kennebunk	5,646	6,621	+17	8,004	+21	10,476	+31	10,798	+3
Sanford	15,812	18,020	+14	20,463	+14	20,806	+2	20,798	-1
North Berwick	2,224	2,878	+29	3,793	+32	4,293	+13	4,576	+6
South Berwick	3,488	4,406	+16	5,877	+33	6,671	+14	7,220	+8
York	5,690	8,465	+49	9,818	+16	12,854	+31	12,529	-2
Ogunquit	NA	1,492	NA	974	-35	1,226	+26	1,429	+14
York County	111,596	139,666	+25	164,587	+18	186,742	+13	197,131	+5

Source: U.S Census Southern Maine Planning and Development Commission

Age of Population

Wells' 2000 population, like the rest of York County is a predominantly middle aged population. The population distribution has changed significantly since 2000. In 2000, 34% of its population was between the ages of 35 and 54. However, compared to today, the town has a somewhat older population, with a distribution of 35-54 dropping down to 29% and 55-74 bringing up another 29.4% of the population, suggesting a real swing toward the retirement community settling into the town of Wells. The attached information provided by the U.S. Censuses indicates that this trend will continue, which puts the town in a position of gearing up for providing retirement housing alternatives.

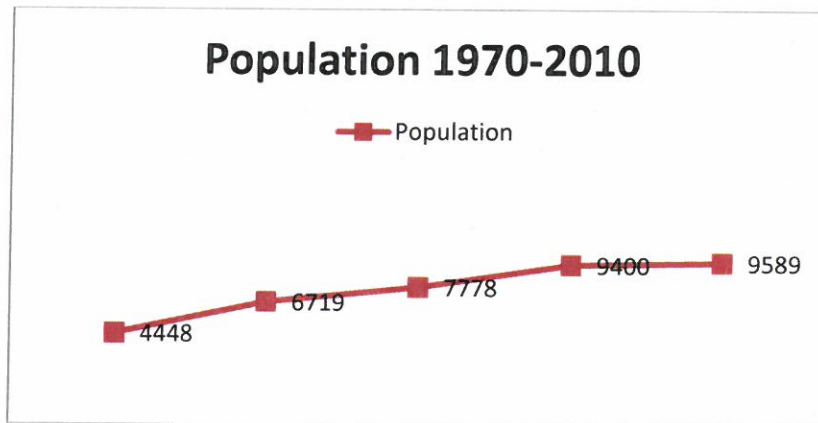
Year-Round Population Forecasts

Real estate development and thus population growth are driven by a variety of factors such as national and regional economic and income growth, numbers of jobs, interest rates, the community's attractiveness as a residential community, the availability and cost of housing, and the natural increase of the population.

Over the past 10 years, Wells has experienced slow but steady growth in its year round household population, as it reached 9,589 by the year 2010. The Maine State Planning Office projects Wells' population would reach 10,300 by 2005 and 11,600 by 2015, this of course did not happen. Partial consideration should be given to the economic decline that occurred after 2008. The economy has been slow to recover making relocations difficult and the out migration of some looking for new job opportunities in other markets.

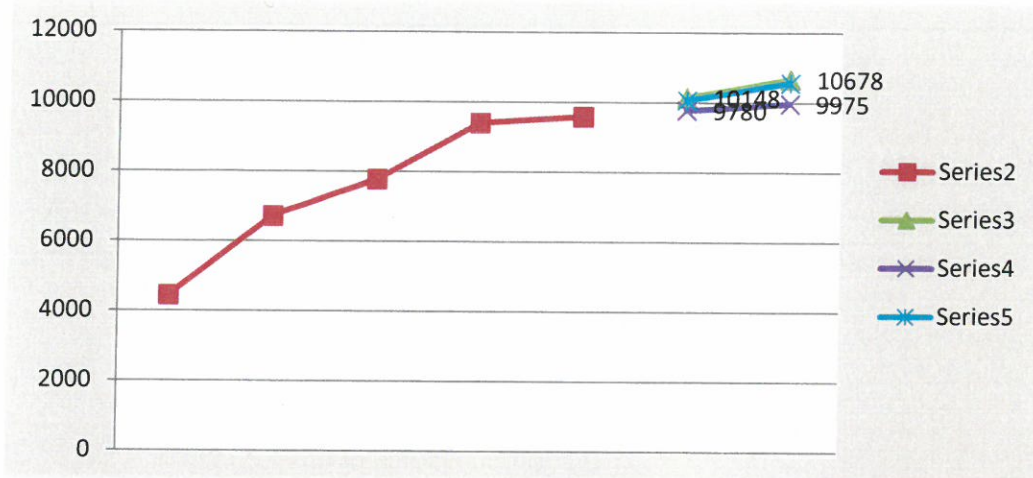
The Southern Maine Regional Planning Commission produced estimates of population for 2004 for Wells, based on actual building permit activity and expected natural change in population from births and deaths. From 2000 to 2003, there were a total of 467 building permits in Wells, an average of 117 per year. SMRPC estimates that, at this level of development, the 2004 population of Wells is 10,290. The SPO projection for 2005 put Wells' population for that year at 10,298. Unfortunately, these numbers at the time, did not consider that many of the units coming on line would be seasonal in nature and for the recreational population.

These numbers must be reassessed and considered more toward the seasonal population growth. For that purpose, the current growth rate noted above was 2% between 2000 and 2010. A realistic approach would be to project a 2%-5% annual growth rate for the year round residence.



The year round projection out to 2019 is as follows: The U.S. Census projects a larger increase in the population than Southern Maine Planning and Development Commission. The Census suggests a growth in population to 10,678 while SMPDC suggests a more conservative outlook with an increase of 2% to a population of 9975.

Year Round Population Projections



Seasonal Population Forecasts

Because of its coastal location and stock of seasonal housing units, the population of Wells during the summer increases significantly. According to the 1980 Census, the Town had approximately 1,750 seasonal homes; 1,526 licensed lodging rooms in motels and hotels; and 1,977 licensed campground sites. By 1990, there were over 1,840 seasonal housing units. The 2000 Census reported 3,461 seasonal housing units, but this number likely includes units that are technically reported by the Town of Wells as being lodging units. Since the 2000 Census reports that only 49% of the vacant units in Wells are single-family units, it appears that the overall number of seasonal dwelling units has not changed much since 1990. At estimated peak occupancy of 3.5 persons per seasonal unit, this would mean about 6,440 additional occupants in these units at the height of the summer season.

The Town of Wells now maintains its own database of lodging units. These numbers are being calculated differently now than in the past so it is somewhat difficult to look at a correlation from the previously used numbers. As of 2014, there are 42 traditional hotel/motel cottages and bed & breakfast facilities under single or corporation ownership with a total of 1,110 units. In addition, there are 33 hotel/motel cottage facilities that are in condominium type ownership with a total of 2,017 units that are occupied or have received approval to be built. The total number of available units for rent at one given time is 3,127 units. As a tourism-based community, the Town also has 18 Recreation Vehicle Parks with a total of 2,683 tent and RV sites available to the traveling and seasonal community.

Since these are seasonal figures for the purpose of determining how the town's population grows during the summer months, a factor of 3.5 will be used for family size since most family units will range in size from 3 to upwards of 5 people per unit.

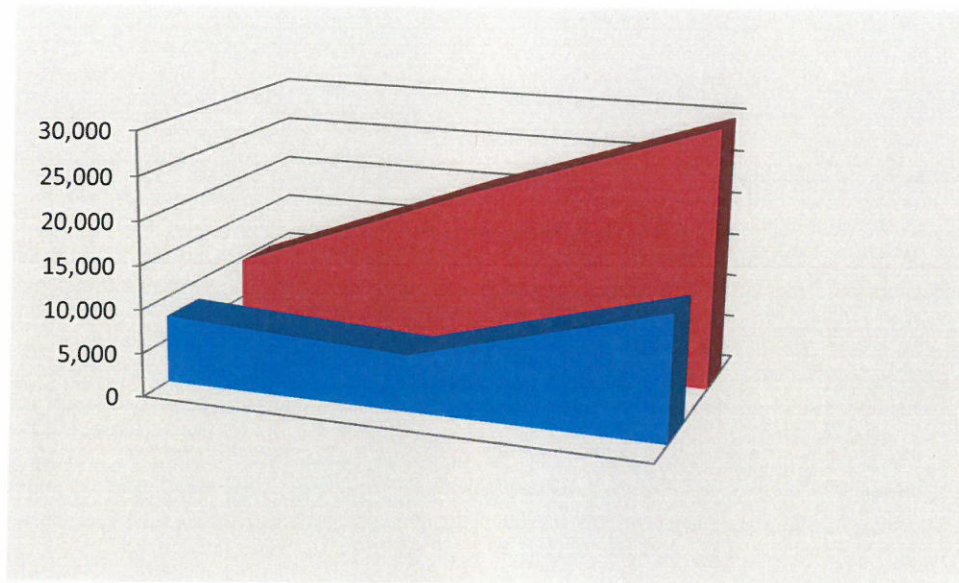
Based on the available data noted above, the community currently accommodates an additional 20,335 ± population above and beyond the current year-round stable population of 9589. These figures rival the large cities of the state during the summer months. Back in 1990, those numbers

were 6440 seasonal and 7778 year round for a total of 14,218 people.

Seasonal & Year round Population Figures

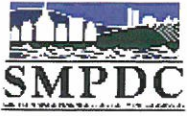
Year	1990	2014
Year Round	7,778	9,589
Seasonal	6,440	20,335
Total	14218	29,924

Seasonal and Year round Population Growth 1990-2014



Source: SMPDC and the town of Wells

The chart and table above, show the seasonal population growth that has occurred in Wells between 1990 in blue and 2014 in red.

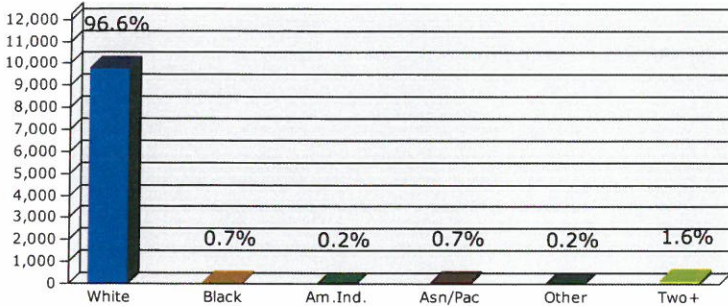


Graphic Profile

Wells town
 Wells town, ME (2303181475)
 County Subdivision

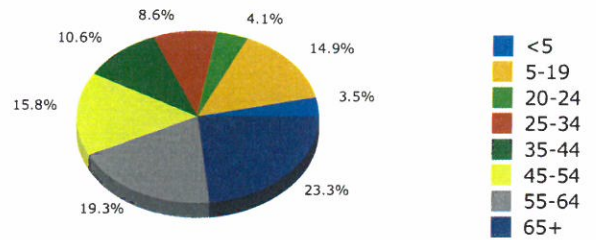
Prepared by SMPDC

2014 Population by Race

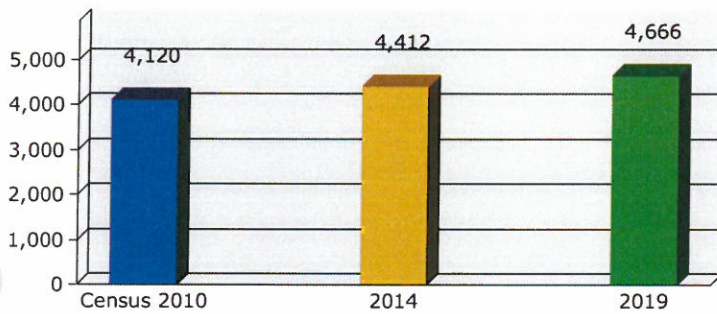


2014 Percent Hispanic Origin: 1.4%

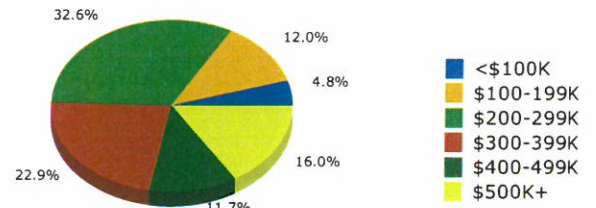
2014 Population by Age



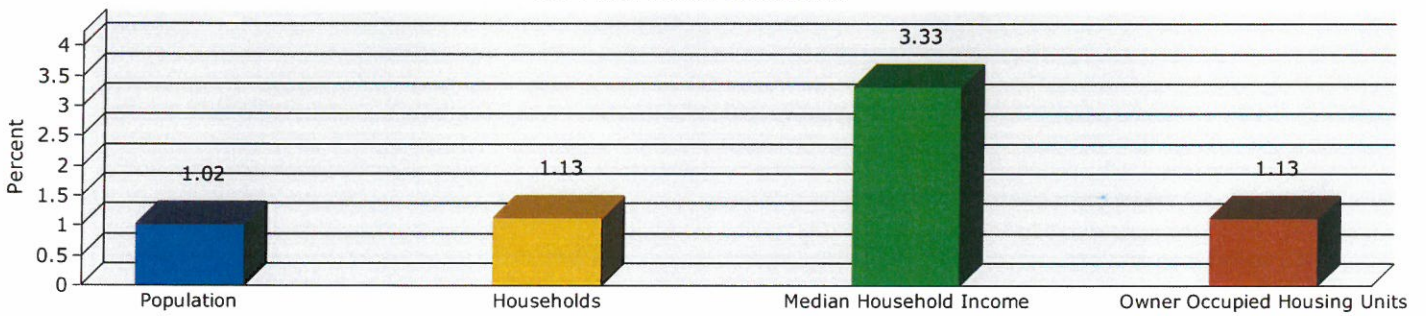
Households



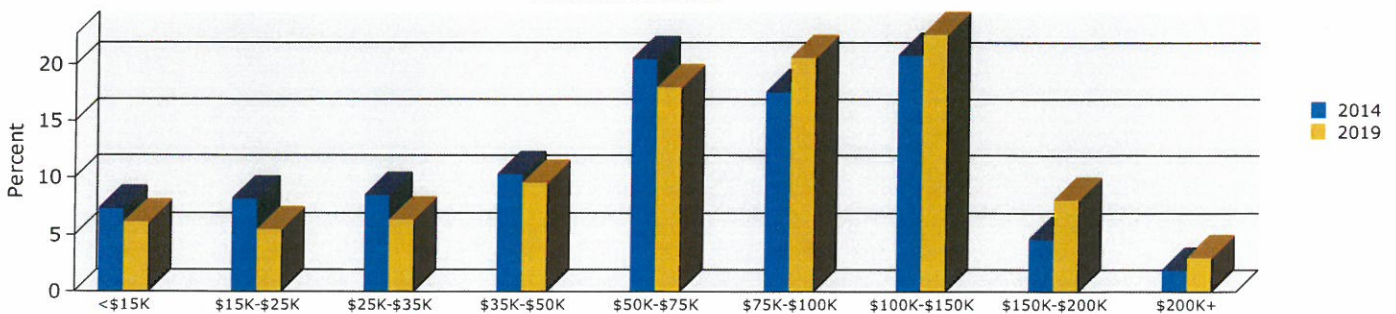
2014 Home Value



2014-2019 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Wells town
 Wells town, ME (2303181475)
 County Subdivision

Prepared by SMPDC

Summary	Census 2010	2014	2019
Population	9,589	10,148	10,678
Households	4,120	4,412	4,666
Families	2,734	2,897	3,039
Average Household Size	2.30	2.28	2.27
Owner Occupied Housing Units	3,417	3,603	3,811
Renter Occupied Housing Units	703	809	855
Median Age	48.5	50.6	52.1
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.02%	0.26%	0.73%
Households	1.13%	0.34%	0.75%
Families	0.96%	0.22%	0.66%
Owner HHs	1.13%	0.37%	0.69%
Median Household Income	3.33%	2.82%	2.74%

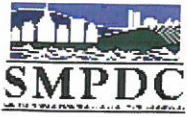
Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	323	7.3%	288	6.2%
\$15,000 - \$24,999	361	8.2%	256	5.5%
\$25,000 - \$34,999	376	8.5%	296	6.3%
\$35,000 - \$49,999	458	10.4%	448	9.6%
\$50,000 - \$74,999	908	20.6%	840	18.0%
\$75,000 - \$99,999	775	17.6%	962	20.6%
\$100,000 - \$149,999	921	20.9%	1,059	22.7%
\$150,000 - \$199,999	203	4.6%	378	8.1%
\$200,000+	87	2.0%	139	3.0%
Median Household Income	\$66,977		\$78,912	
Average Household Income	\$80,893		\$90,061	
Per Capita Income	\$35,243		\$39,441	

Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	358	3.7%	354	3.5%	377	3.5%
5 - 9	496	5.2%	437	4.3%	437	4.1%
10 - 14	550	5.7%	555	5.5%	517	4.8%
15 - 19	538	5.6%	522	5.1%	537	5.0%
20 - 24	367	3.8%	416	4.1%	381	3.6%
25 - 34	758	7.9%	872	8.6%	927	8.7%
35 - 44	1,174	12.2%	1,077	10.6%	1,113	10.4%
45 - 54	1,635	17.1%	1,601	15.8%	1,519	14.2%
55 - 64	1,701	17.7%	1,954	19.3%	2,073	19.4%
65 - 74	1,120	11.7%	1,419	14.0%	1,773	16.6%
75 - 84	685	7.1%	708	7.0%	771	7.2%
85+	207	2.2%	233	2.3%	253	2.4%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,316	97.2%	9,803	96.6%	10,234	95.8%
Black Alone	49	0.5%	72	0.7%	104	1.0%
American Indian Alone	15	0.2%	16	0.2%	18	0.2%
Asian Alone	59	0.6%	74	0.7%	92	0.9%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	21	0.2%	24	0.2%	29	0.3%
Two or More Races	128	1.3%	158	1.6%	200	1.9%
Hispanic Origin (Any Race)	111	1.2%	144	1.4%	193	1.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

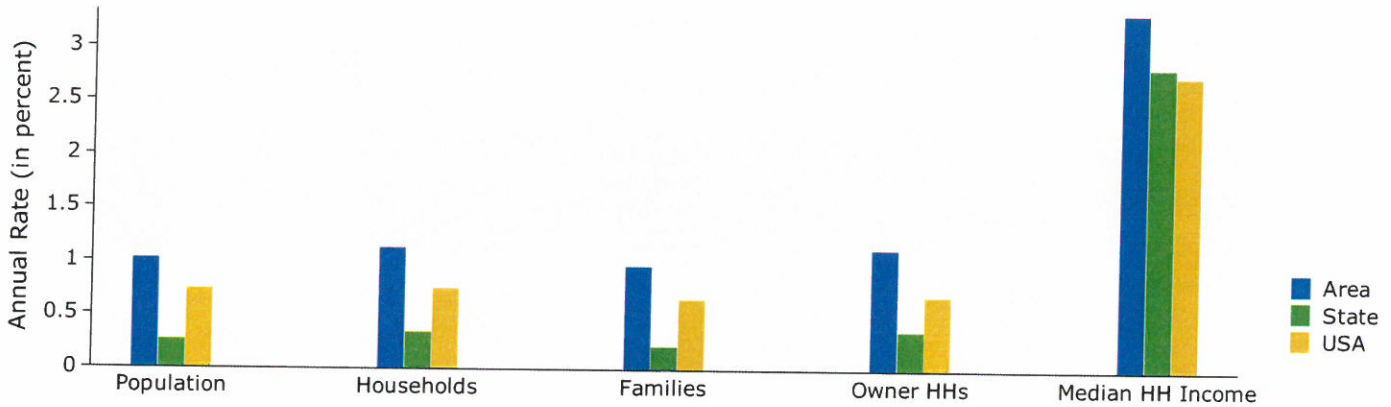


Demographic and Income Profile

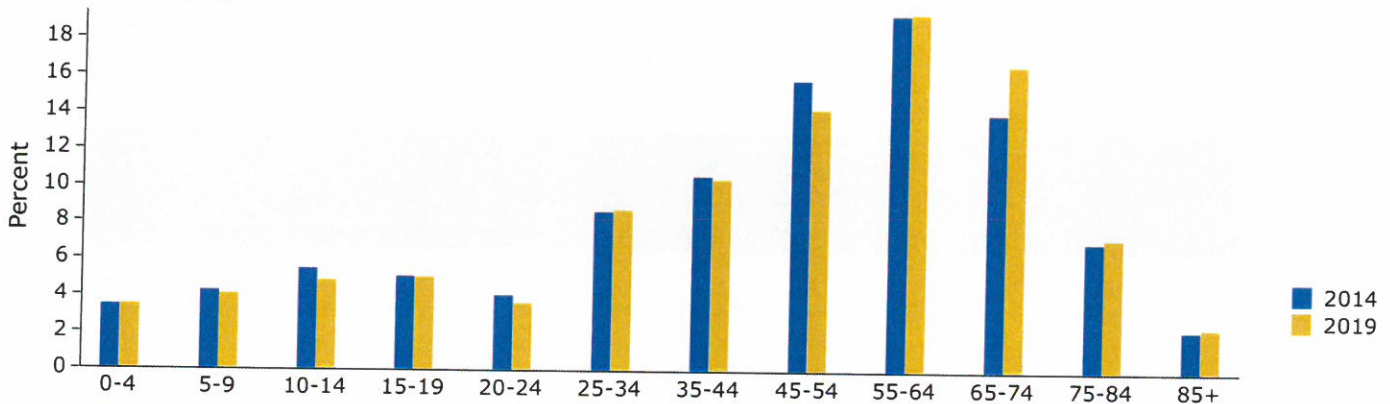
Wells town
 Wells town, ME (2303181475)
 County Subdivision

Prepared by SMPDC

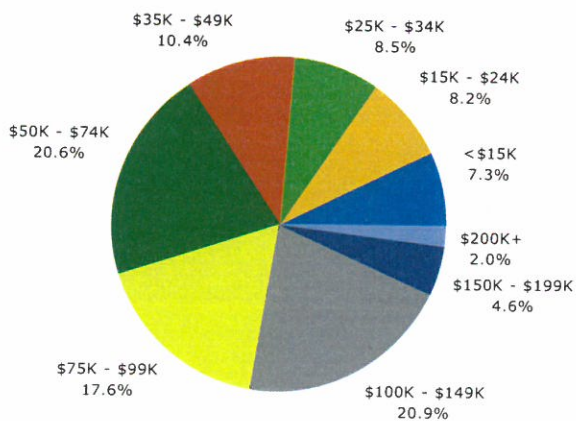
Trends 2014-2019



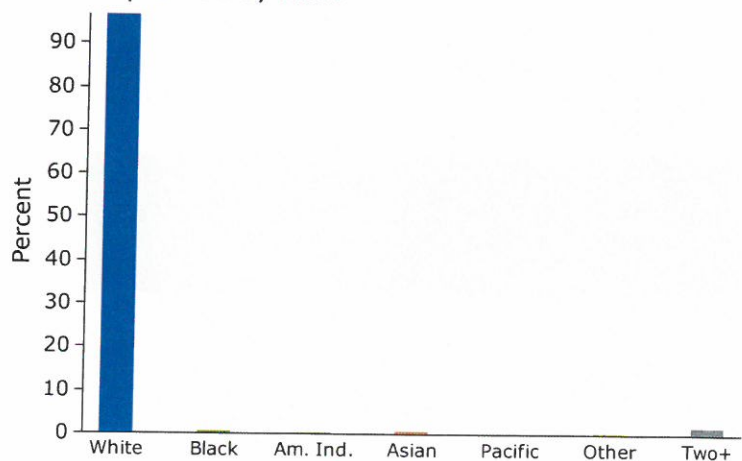
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.