Community Profile

Bath Shopping Center
5 Chandler Dr, Bath, Maine, 04530
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	4,823	10,690	17,787
2020 Total Population	5,016	11,015	18,530
2020 Group Quarters	10	120	248
2026 Total Population	5,085	11,373	19,730
2026 Group Quarters	8	107	259
2031 Total Population	5,153	11,654	20,641
2026-2031 Annual Rate	0.27%	0.49%	0.91%
2026 Total Daytime Population	10,551	15,458	60,687
Workers	8,055	9,765	50,826
Residents	2,496	5,693	9,861

Household Summary			
2010 Total Households	2,198	4,890	7,900
2010 Average Household Size	2.19	2.17	2.24
2020 Total Households	2,365	5,156	8,420
2020 Average Household Size	2.12	2.11	2.17
2026 Total Households	2,474	5,426	9,170
2026 Average Household Size	2.05	2.08	2.12
2031 Total Households	2,530	5,592	9,673
2031 Average Household Size	2.03	2.06	2.11
2026-2031 Annual Rate	0.45%	0.60%	1.07%
2026 Families	1,215	2,963	5,300
2026 Average Family Size	2.75	2.67	2.67
2031 Families	1,232	3,037	5,561
2031 Average Family Size	2.71	2.64	2.64
2026-2031 Growth Rate	0.28%	0.49%	0.97%

Median Household Income			
2026	$58,815	$80,827	$79,854
2031	$66,608	$92,302	$92,107

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$38,767	$47,817	$47,882
2031	$43,040	$54,070	$54,903

2026 Households by Income			
Household Income Base	2,473	5,424	9,172
<$10,000	7.4%	5.2%	4.7%
$10,000-14,999	1.7%	1.5%	1.8%
$15,000-19,999	4.4%	3.5%	3.3%
$20,000-24,999	4.0%	2.6%	2.2%
$25,000-29,999	4.1%	3.3%	3.0%
$30,000-34,999	0.9%	0.8%	1.2%
$35,000-39,999	1.5%	1.6%	2.7%
$40,000-44,999	6.6%	5.8%	5.4%
$45,000-49,999	10.3%	6.4%	6.6%
$50,000-59,999	10.3%	8.6%	7.7%
$60,000-74,999	7.1%	7.3%	8.6%
$75000-99999	8.4%	11.9%	11.6%
$100,000-124,999	18.6%	16.5%	14.6%
$125,000-149,999	5.2%	7.6%	7.4%
$150000-199999	4.5%	7.8%	9.1%
$200,000-249,999	2.9%	4.6%	4.6%
$250,000-299,999	1.0%	1.9%	2.0%
$300,000-399,999	0.5%	1.1%	1.2%
$400,000-499,999	0.5%	1.3%	1.4%
$500,000+	0.2%	0.7%	0.9%
Average Household Income	$79,140	$100,755	$103,328

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	84	82
Percent of Income for Mortgage	33.9%	27.1%	28.0%
Wealth Index	55	86	93

Median Home Value			
2026	$338,889	$372,061	$380,172
2031	$438,070	$548,919	$559,558

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,164	3,365	6,152
<$50,000	0.7%	2.6%	5.6%
$50,000 - $99,999	0.2%	1.5%	4.1%
$100,000 - $149,999	9.1%	5.9%	4.5%
$150,000 - $199,999	7.0%	4.8%	3.8%
$200,000 - $249,999	10.3%	8.5%	6.3%
$250,000 - $299,999	10.7%	9.0%	7.6%
$300,000 - $399,999	30.9%	24.5%	22.7%
$400,000 - $499,999	15.6%	12.4%	12.5%
$500,000 - $749,999	5.7%	15.3%	18.7%
$750,000 - $999,999	8.2%	8.7%	6.8%
$1,000,000 - $1,499,999	1.6%	5.8%	5.5%
$1,500,000 - $1,999,999	0.0%	0.7%	1.3%
$2,000,000 +	0.0%	0.4%	0.7%
Average Home Value	$382,165	$467,093	$470,605

Housing Unit Summary			
2010 Total Housing Units	2,478	5,548	9,143
Owner Occupied Housing Units	46.6%	60.8%	68.3%
Renter Occupied Housing Units	53.4%	39.3%	31.7%
Vacant Housing Units	11.3%	11.9%	13.6%
2020 Housing Units	2,573	5,649	9,387
Owner Occupied Housing Units	46.1%	61.0%	67.5%
Renter Occupied Housing Units	53.9%	39.0%	32.5%
Vacant Housing Units	8.1%	9.8%	11.8%
2026 Housing Units	2,695	5,941	10,255
Owner Occupied Housing Units	47.0%	62.0%	67.1%
Renter Occupied Housing Units	53.0%	38.0%	32.9%
Vacant Housing Units	8.2%	8.7%	10.6%
2031 Total Housing Units	2,756	6,122	10,817
Owner Occupied Housing Units	47.6%	62.3%	65.7%
Renter Occupied Housing Units	52.4%	37.7%	34.3%
Vacant Housing Units	8.2%	8.7%	10.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,462	5,512	9,592
Females	2,623	5,861	10,138

Median Age			
2010	37.2	42.6	43.1
2020	40.0	44.9	46.1
2026	41.8	45.6	45.9
2031	43.4	47.0	46.8

2026 Population by Age			
Total	5,083	11,373	19,729
0 - 4	4.9%	4.6%	4.6%
5 - 9	4.9%	4.8%	4.8%
10 - 14	5.3%	4.9%	5.2%
15 - 24	13.3%	10.4%	10.4%
25 - 34	12.2%	11.2%	11.1%
35 - 44	13.8%	13.3%	12.9%
45 - 54	12.5%	11.8%	11.4%
55 - 64	11.5%	12.9%	13.4%
65 - 74	11.7%	14.2%	14.0%
75 - 84	7.3%	8.6%	8.8%
85 +	2.1%	2.7%	3.0%
18 +	81.5%	82.4%	82.1%

2026 Population 15+ by Marital Status			
Total	4,316	9,736	16,853
Never Married	42.6%	30.8%	29.2%
Married	37.4%	49.1%	51.2%
Widowed	6.1%	6.2%	5.8%
Divorced	14.0%	14.0%	13.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,636	8,547	14,805
Less than 9th Grade	0.8%	1.3%	1.3%
9th - 12th Grade, No Diploma	3.0%	2.4%	3.0%
High School Graduate	17.1%	19.9%	19.7%
GED/Alternative Credential	4.5%	4.0%	4.8%
Some College, No Degree	21.9%	16.8%	15.8%
Associate Degree	10.4%	10.3%	9.2%
Bachelor's Degree	30.7%	27.4%	26.5%
Graduate/Professional Degree	11.5%	17.9%	19.6%

2020 Population by Race/Ethnicity			
Total	5,016	11,015	18,530
White Alone	89.0%	90.9%	90.9%
Black Alone	2.5%	1.6%	1.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	0.8%	0.7%	0.7%
Hispanic Origin	2.1%	2.1%	2.1%
Diversity Index	23.6	20.4	20.4

2026 Population by Race/Ethnicity			
Total	5,085	11,373	19,729
White Alone	87.3%	89.8%	89.7%
Black Alone	3.6%	2.4%	2.3%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.0%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	6.8%	6.0%	5.9%
Hispanic Origin	2.3%	2.2%	2.4%
Diversity Index	26.6	22.5	22.9

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,824	6,043	10,227
White Collar	62.6%	68.6%	67.1%
Management/Business/Financial	16.0%	20.8%	19.2%
Professional	32.8%	32.5%	31.0%
Sales	7.2%	8.0%	8.2%
Administrative Support	6.6%	7.3%	8.7%
Services	14.8%	13.0%	13.8%

2026 Employed Pop 16+ by Occupation			
Total	2,824	6,043	10,227
Blue Collar	22.5%	18.4%	19.1%
Farming/Forestry/Fishing	1.3%	1.2%	1.3%
Construction/Extraction	10.2%	8.2%	7.2%
Installation/Maintenance/Repair	0.7%	0.8%	1.5%
Production	3.2%	3.8%	4.9%
Transportation/Material Moving	7.1%	4.4%	4.3%
White Collar	62.6%	68.6%	67.1%
Management/Business/Financial	16.0%	20.8%	19.2%
Professional	32.8%	32.5%	31.0%
Sales	7.2%	8.0%	8.2%
Administrative Support	6.6%	7.3%	8.7%
Services	14.8%	13.0%	13.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,824	6,043	10,227
Population 16+ Employed	93.2%	95.3%	96.2%
Population 16+ Unemployment rate	6.7%	4.7%	3.8%
Population 16-24 Employed	13.9%	11.5%	11.6%
Population 16-24 Unemployment rate	11.5%	9.3%	7.8%
Population 25-54 Employed	55.7%	56.5%	55.9%
Population 25-54 Unemployment rate	6.3%	4.5%	3.6%
Population 55-64 Employed	15%	18%	19%
Population 55-64 Unemployment rate	7.1%	4.4%	3.4%
Population 65+ Employed	9%	10%	10%
Population 65+ Unemployment rate	0.8%	0.5%	0.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,633	5,760	9,842
Agriculture/Mining	1.8%	1.5%	1.6%
Construction	7.2%	8.2%	8.0%
Manufacturing	16.0%	13.7%	13.9%
Wholesale Trade	0.2%	0.8%	1.4%
Retail Trade	13.4%	12.1%	11.3%
Transportation/Utilities	3.3%	2.3%	2.3%
Information	1%	1%	1%
Finance/Insurance/Real Estate	7.4%	6.4%	5.9%
Services	49.3%	52.4%	51.9%
Public Administration	0.9%	1.9%	2.7%

2026 Consumer Spending			
Apparel & Services: Total $	$4,284,957	$11,473,327	$19,822,845
Average Spent	$1,732.00	$2,114.51	$2,161.71
Spending Potential Index	68	83	85
Education: Total $	$3,258,004	$8,935,930	$14,723,885
Average Spent	$1,316.90	$1,646.87	$1,605.66
Spending Potential Index	66	82	80
Entertainment/Recreation: Total $	$7,025,809	$19,729,375	$34,111,357
Average Spent	$2,839.86	$3,636.08	$3,719.89
Spending Potential Index	66	85	86
Food at Home: Total $	$13,604,176	$36,806,981	$64,575,491
Average Spent	$5,498.86	$6,783.45	$7,042.04
Spending Potential Index	70	86	89
Food Away from Home: Total $	$7,243,713	$19,679,576	$34,283,392
Average Spent	$2,927.94	$3,626.90	$3,738.65
Spending Potential Index	66	81	84
Health Care: Total $	$13,241,812	$37,895,874	$66,904,599
Average Spent	$5,352.39	$6,984.13	$7,296.03
Spending Potential Index	67	87	91
HH Furnishings & Equipment: Total $	$4,575,545	$12,862,153	$22,480,838
Average Spent	$1,849.45	$2,370.47	$2,451.56
Spending Potential Index	65	83	86
Personal Care Products & Services: Total $	$1,871,782	$5,112,207	$8,845,420
Average Spent	$756.58	$942.17	$964.60
Spending Potential Index	66	83	85

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$45,341,233	$122,202,795	$209,238,037
Average Spent	$18,327.09	$22,521.71	$22,817.67
Spending Potential Index	66	82	83
Support Payments/Gifts in Kind: Total $	$4,826,886	$14,195,179	$25,074,713
Average Spent	$1,951.05	$2,616.14	$2,734.43
Spending Potential Index	64	86	90
Travel: Total $	$5,490,270	$16,052,577	$27,558,331
Average Spent	$2,219.19	$2,958.46	$3,005.27
Spending Potential Index	61	81	82
Vehicle Maintenance & Repairs: Total $	$2,100,246	$5,760,756	$10,094,715
Average Spent	$848.93	$1,061.69	$1,100.84
Spending Potential Index	69	86	89

Top Tapestry Segment

1 mile

Single Thrifties (C1):

This segment is characterized by young, mobile renters in Midwestern and Southern neighborhoods.

Learn more about this segment...

3 miles

Single Thrifties (C1):

This segment is characterized by young, mobile renters in Midwestern and Southern neighborhoods.

Learn more about this segment...

5 miles

Single Thrifties (C1):

This segment is characterized by young, mobile renters in Midwestern and Southern neighborhoods.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.