

## Chapter 1- Population & Demographics

An understanding of the growth and change occurring within a population is essential to developing a realistic direction for the future. This chapter provides a summary of the demographic characteristics of Baldwin and the implications of these factors for the future of the Town.

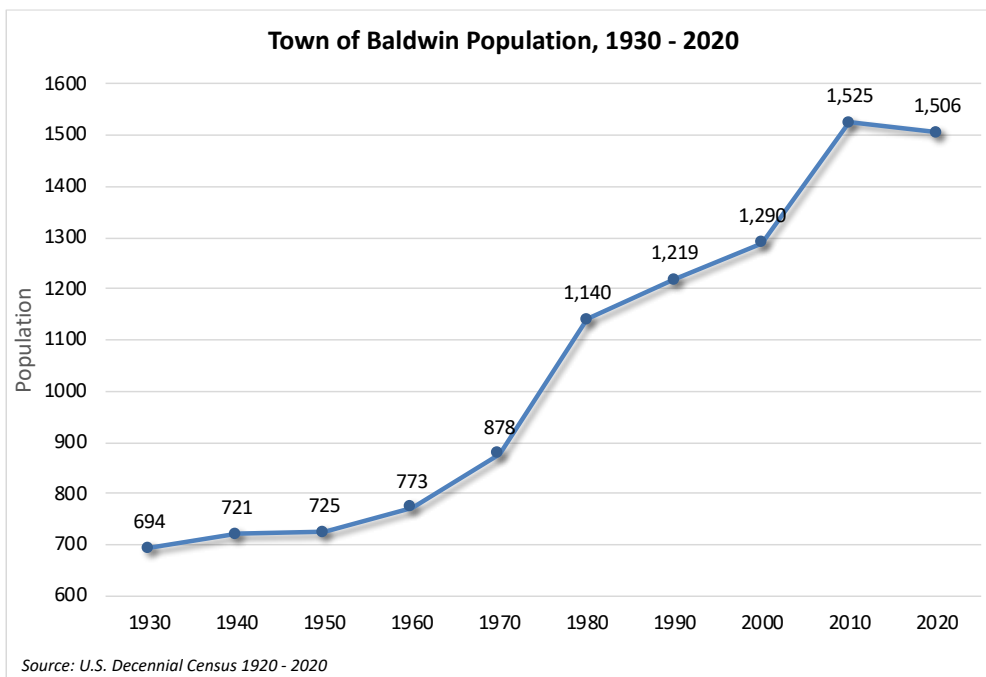
### Population Change

The Town of Baldwin experienced continuous growth from 1930 to 2020. During the early decades of the 20<sup>th</sup> century, Baldwin experienced a loss of year-round population due to a decline in farming and a national trend of migration towards manufacturing centers. The population grew modestly during the 1940's and 50's but accelerated in the 60's and 70's as the ease of commuting improved. By 1980, Baldwin's population was 1,140. Since 1980, the population of Baldwin continued to grow until the 2010's, during which there was a slight decrease (about 1.2%) in the population.

According to the 2020 U.S. Census, the population of Baldwin has now reached 1,506 residents.

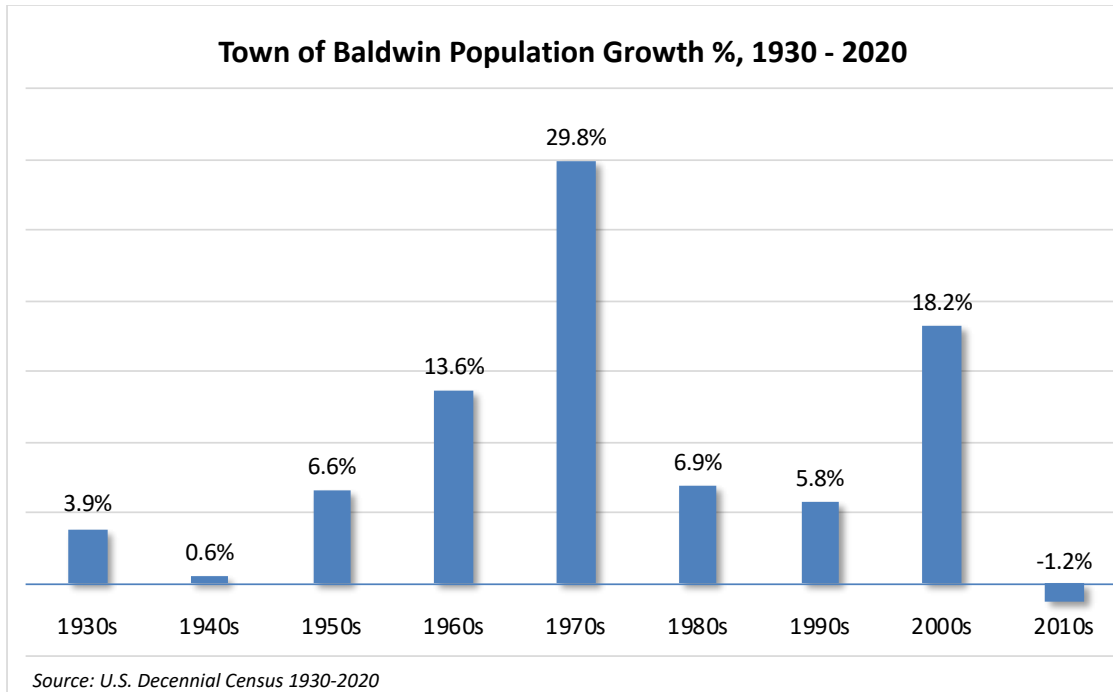
According to the Maine Division of Public Health Systems between 2011 and 2020

approximately 152 children were born in Baldwin while 155 residents died. The natural



population change only decreased by 3 residents over 10 years. Therefore, almost all the Town's population growth is the result of net in-migration to Baldwin.

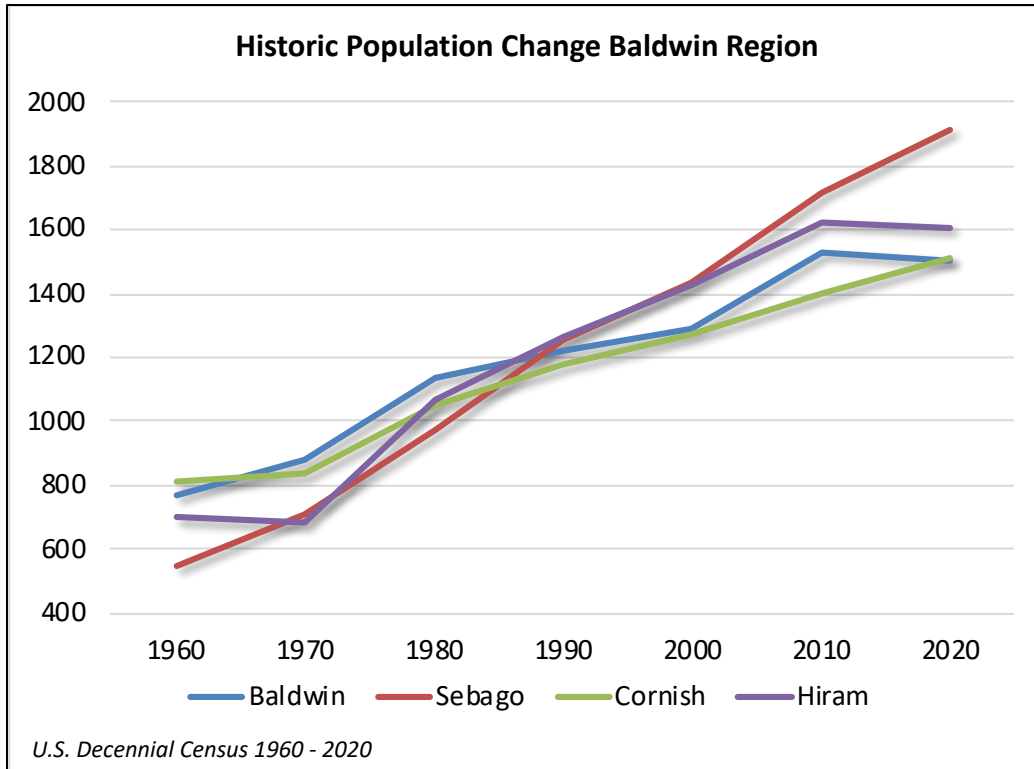
Projection of future population growth in Baldwin, as in any community, is at best an educated guess about the future. However, according to the Maine State Economist’s 2018 analysis, Baldwin’s population is projected to increase by 7.3% (up to 1,614) from 2020-2028. After 2028, the population change is projected to plateau with a projected change of only -0.7% from 2028-2038, resulting in an estimate of 1,604 residents by 2038.



Baldwin’s population has increased at a similar pace to similarly sized neighboring towns, such as Cornish and Hiram. All the communities in the Baldwin area grew much faster than the state and county overall from 1970-1980 and 2000-2010.

Year	Baldwin	Sebago	Cornish	Hiram	Cumberland County	Maine
1960s	14%	30%	3%	-2%	5%	3%
1970s	30%	38%	25%	56%	12%	13%
1980s	7%	29%	13%	18%	13%	9%
1990s	6%	14%	8%	13%	9%	4%
2000s	18%	20%	11%	14%	6%	4%
2010s	-1%	11%	7%	-1%	8%	3%
Average	12%	24%	11%	16%	9%	6%

Source: Decennial Census 1960 - 2020



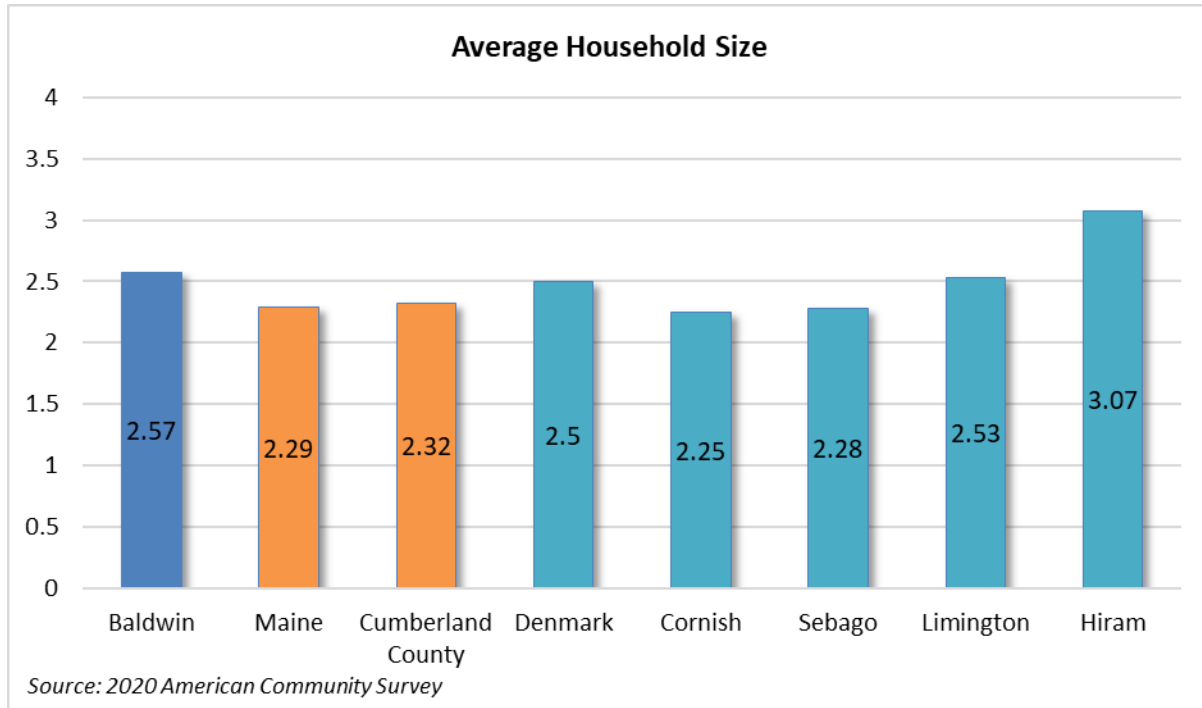
## Demographic Conditions

### *A Word on Demographic Information*

Beginning in the 1700’s and through to present day, the U.S. Decennial Census has been collected at the national level every 10 years. Even though that data is only available in 10-year increments, it is generally considered accurate because of the large sample size.

Starting in 2005, the Census Bureau began an annual collection of a smaller sample of the national population called the American Community Survey (ACS). Datasets from this survey are combined into 1-, 3- or 5-year compilations to get a large enough sample of the population to publish data. For small communities, only the 5-year compilations are considered accurate enough to use. For South Berwick, most data points have a margin of error of less than 5%. In many cases the ACS is the only source of data for specific topics or demographics, and the data is estimated and available annually, as opposed to every 10 years. For planning purposes, the drawbacks of that margin of error are almost always outweighed by the ability to get data for any particular year and dataset.

## Household Size



Average household size has decreased over time statewide, from an average of 2.9 in 2000 to an estimated 2.29 in 2020. This reflects various trends in smaller family size, and more people living alone. Baldwin has a slightly higher average household size compared to most of the surrounding communities in addition to the county and the state. Baldwin has also experienced a decline in average housing size, but at a much slower rate than the state as a whole. The average household size in Baldwin has decreased from 2.62 in 2000 to 2.57 in 2020.

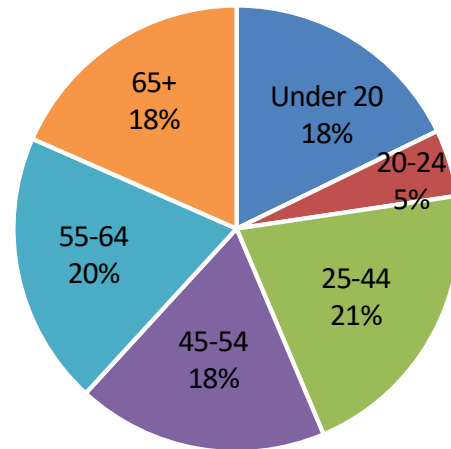
## Household Composition

According to the ACS, in 2020, single person households represented 24.4% of occupied housing units in Baldwin while 39.6% of households had two members. Consequently, 64% of households in Baldwin have only one or two members, and only 36% of households in Baldwin have 3 or more members. Additionally, 67.8% of households in Baldwin are family households, and 87.2% of those family households are composed of married couple families.

## Age

In the period between 2000 and 2020, all communities across the state have experienced aging populations. This is due to a multitude of factors, including decreasing birth rates, more non-traditional household types, and the larger Baby-Boomer generation reaching retirement age. This trend is especially relevant to Baldwin, which has an older population than surrounding communities, and the state overall. According to the

**Baldwin Age Groups, 2020**



Source: 2020 American Community Survey

2020 American Community Survey, the median age in Baldwin is estimated to be 50 years, compared to 42.1 for Cumberland County and 44.8 for all of Maine. The community has been steadily aging for the past several decades, with a median age of 42.4 in 2010 and 39 in 2000 according to the U.S. Decennial Census. The ACS estimates the largest age cohort in Baldwin in 2020 to be the 60-64 age bracket, whereas it is 55-59 for Cumberland County and the state overall.

Age Distribution Comparison								
Age	Baldwin	Maine	Cumberland County	Denmark	Hiram	Cornish	Limington	Sebago
0 to 19	16.4%	21.1%	21.1%	20.3%	24.6%	17.5%	17.9%	18.7%
20 to 34	14.6%	17.6%	19.8%	13.9%	21.2%	9.6%	13.0%	21.3%
35 to 54	30.5%	24.9%	26.0%	21.9%	20.2%	33.7%	27.2%	27.9%
55 to 64	18.6%	15.7%	14.6%	23.8%	17.8%	18.4%	16.5%	11.5%
65 to 84	17.7%	18.1%	16.1%	16.1%	14.1%	18.9%	22.3%	20.1%
85 +	2.2%	2.6%	2.4%	4.0%	2.1%	1.9%	3.1%	0.6%
Median Age	50	44.8	42.1	51.6	38.2	45.3	48.8	41.2

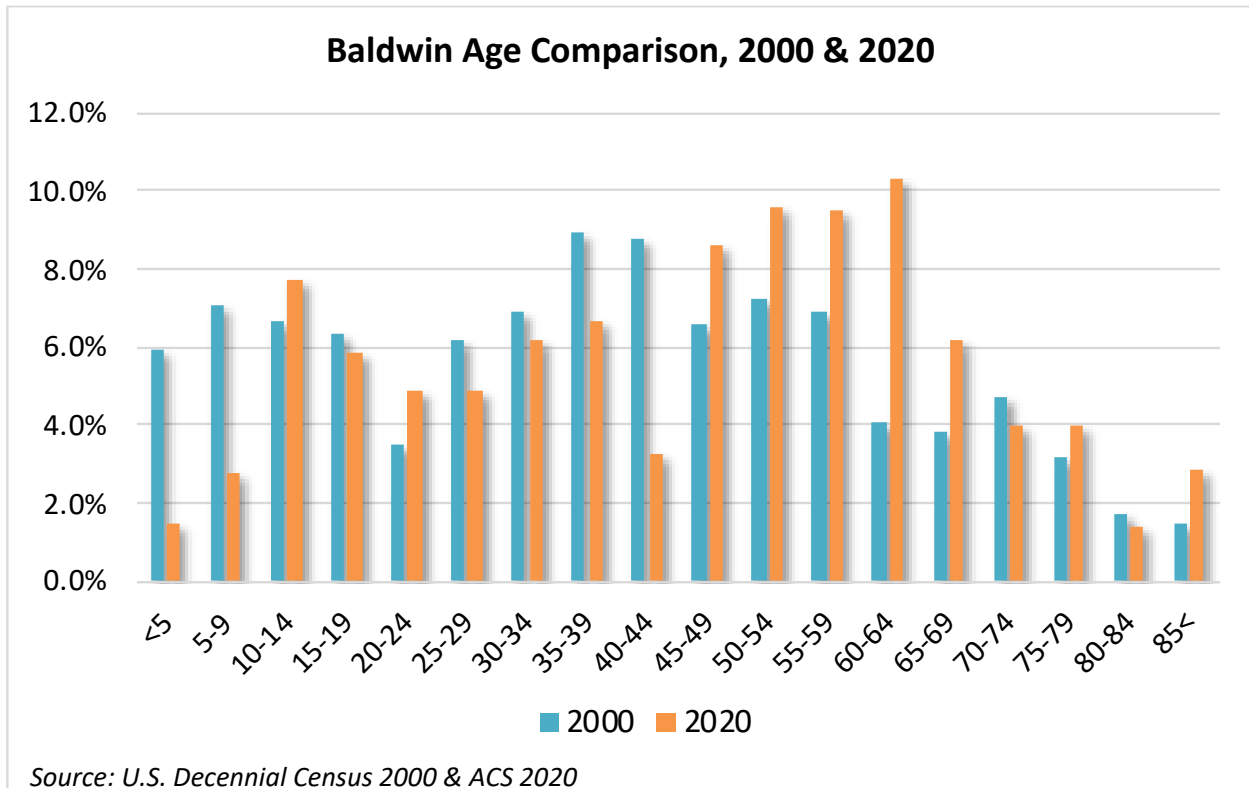
Source: 2020 American Community Survey

Note: Please be aware that the margin of error for age distribution in the ACS is often high for small towns like those described above.

Baldwin’s population is continuing to grow older, and consequently the town should continue to consider planning for the needs of the 60+ cohort. When comparing the 2000 and 2020 ACS

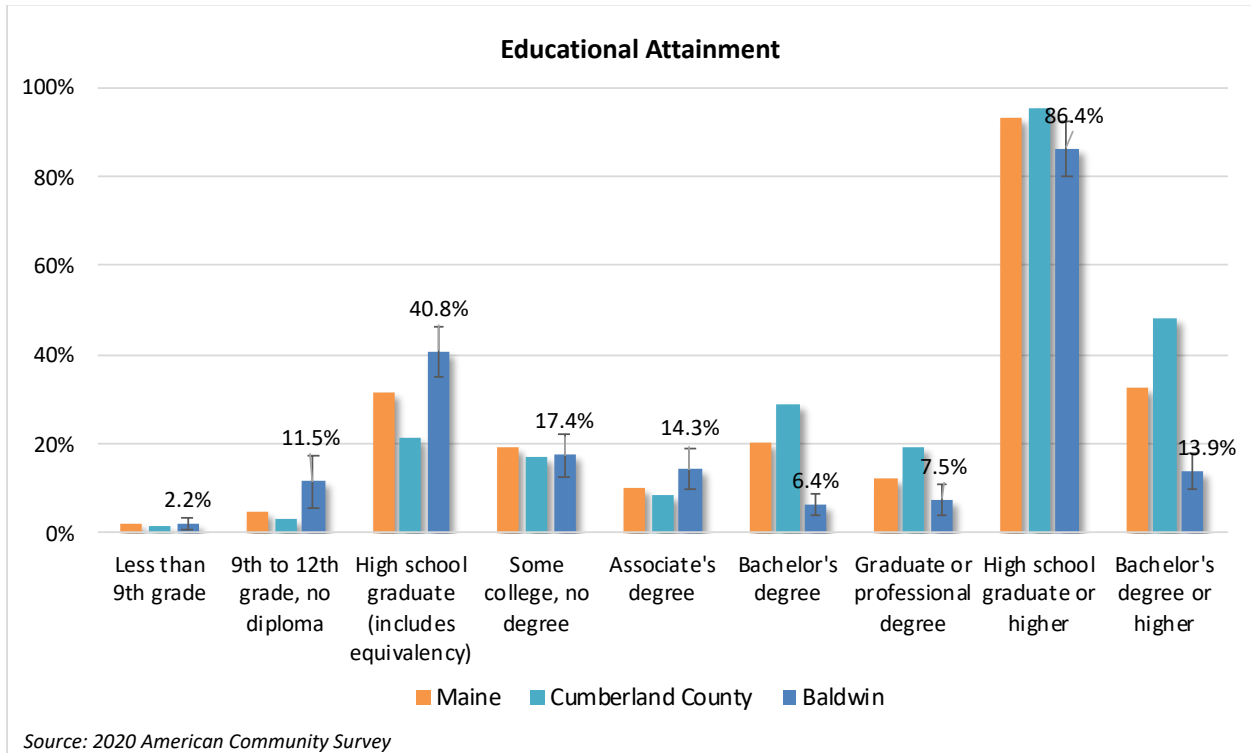
estimates, the overall trend shows an increase in older age brackets and decreases in the 19 and under and 25-44 brackets. The aging of Baldwin’s population may also represent a decrease in the working age demographic in the town.

Survey respondents primarily fell in the 55-64 (29%) and 65-74 (21%) age categories, which aligns with the demographic data provided by the Census.



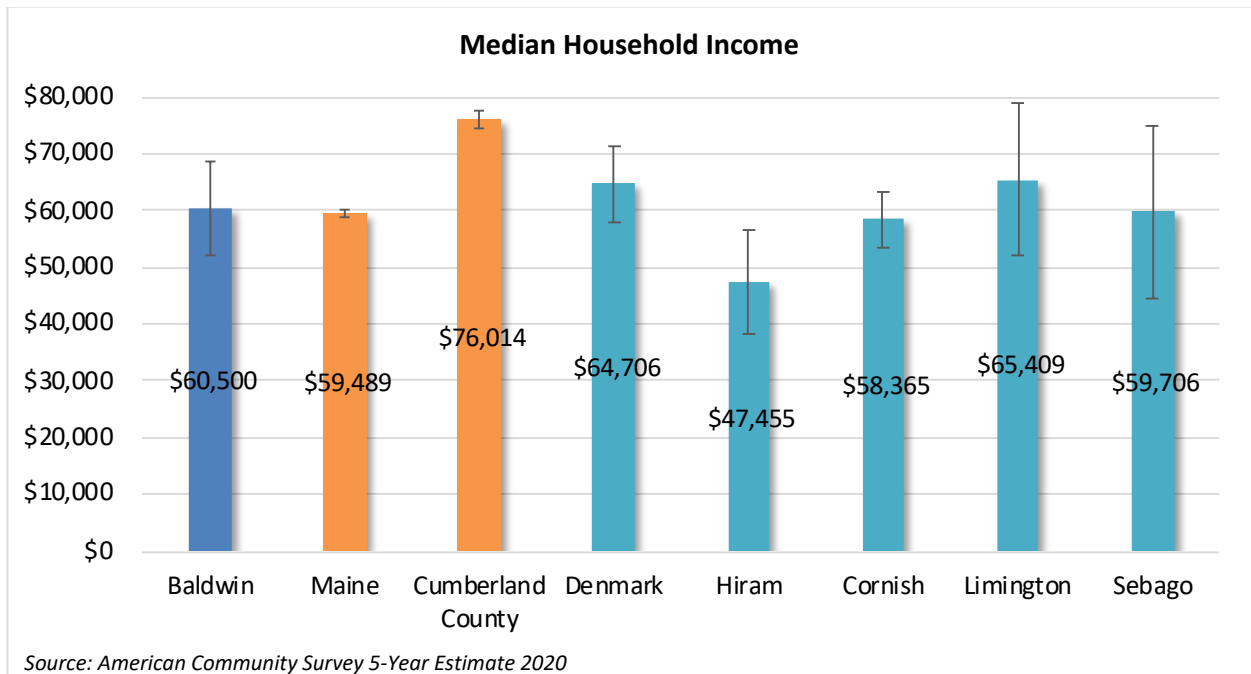
### Educational Attainment

Compared to the state and county overall, Baldwin has a lower proportion of individuals who have received a bachelor’s degree or Graduate degree. About 14% of Baldwin’s population has received a bachelor’s degree or higher. However, Baldwin has a higher proportion of individuals who have received associate degrees than in the county and the state as a whole. Baldwin also has a much higher proportion of individuals who attended high school but did not graduate than is average for the county and state.



## Income

Median income represents the middle income of an area, where roughly half of the population earns more, and half the population earns less. According to the 2020 ACS, Baldwin's median



household income is \$60,500. This value is similar to the state median but lower than the median for Cumberland County of \$76,014. However, the median is similar to that of neighboring towns Denmark, Cornish, Limington, and Sebago. In 2000, the U.S. Census reported a median household income in Baldwin of \$36,500 which is approximately \$54,858 in 2020 inflation adjusted dollars. This indicates general financial wellbeing has remained fairly stable in Baldwin. According to the 2020 ACS, 6.3% of families in Baldwin live below the poverty level compared to 4.3% in Cumberland County and 6.7% in the state of Maine, indicating that the poverty is on par with state trends but is high for Cumberland County.

