



**MOOSEHEAD LAKE REGION  
ECONOMIC AND DEMOGRAPHIC ANALYSIS**

**This report presents an analysis of the economic and demographic trends in the Moosehead Lake Region, Maine USA**

**February 2017**

# Moosehead Lake Region Economic and Demographic Analysis

This report presents an analysis of the economic and demographic trends in the Moosehead Lake Region, Maine USA

This report has been prepared by Future iQ as part of the development of a Regional Master Plan and aims to present a baseline economic and demographic analysis of the Moosehead Lake Region. The report is a description of the Region of interest and includes population projections; current population make up by age and race; select characteristics of households; labor force; income; and, employment characteristics.

**February 2017**

PREPARED BY:  
future→iQ

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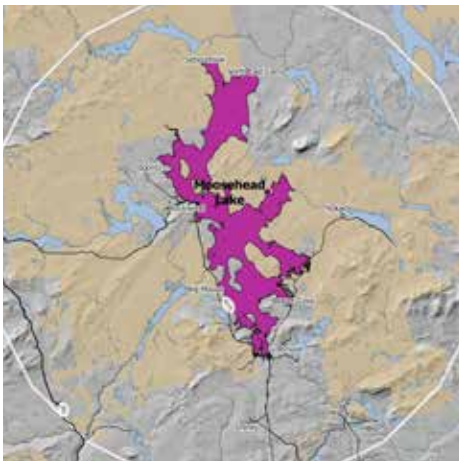
## 1.0 INTRODUCTION

The following is a baseline economic and demographic analysis of the Moosehead Lake Region. The majority of the source data is from the 2014 5-year American Community Survey, but also includes population projections from the Maine Demographics and Economics Program Office. What follows is a description of the Region of interest; highlights of population projections and current population make up by age and race; select characteristics of households; and labor force, income, and employment characteristics.

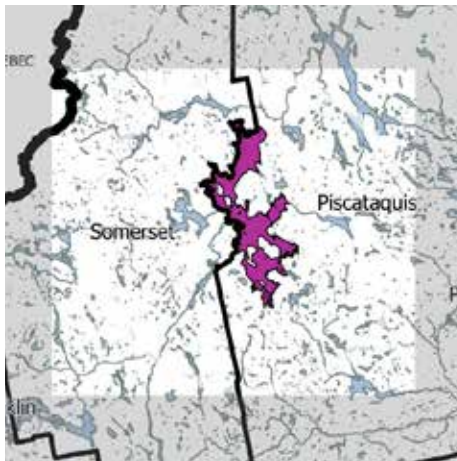
## 2.0 THE REGION

The Region, the 25-mile radius of the center of Moosehead Lake, includes the communities listed in Table 1. In this analysis there are three proxies used to describe the Region: 1) a “core” Region, 4) a broader Region that includes gateway communities like Jackman and Monson, and 2) Piscataquis and Somerset Counties. The “core” Region is always referred to as “the Region,” while the Region including gateway communities is called “the expanded Region.”

These 3 definitions of the Region are used to demonstrate their slight differences at times, but also used to mute the effects of a small sample size at other times. All three are shown in population projections, while only the Counties are shown in population make up; only counties are shown in characterizing households; in labor force and income only the counties are shown, and the expanded region and counties are shown in employment characteristics. Decisions to use higher level geographies like the counties instead of the expanded Region are based on the level of detail needed to understand the issue at hand, balanced by the dynamic that the smaller the geography used the larger the margin of error.



Map 1 The Moosehead Lake Region



Map 2 The Location of the Moosehead Lake Region in Western Maine, Piscataquis and Somerset Counties

**Table 1. Places**

Piscataquis and Somerset Counties	The Region falls within two counties: Piscataquis and Somerset. Generally, points west of Moosehead Lake, including Rockwood, Seboomook are located within Somerset. The population of Piscataquis is approximately 17,000 and Somerset 51,000.
Beaver Cove	Located on the east side of Moosehead lake, Beaver Cove is an organized town, home to 118 residents, and is adjacent to Lily Bay State Park and the Appalachian Mountain Club 100 Mile Wilderness. It is a 10-minute drive from Greenville on Lily Bay Rd.
Greenville	Greenville is an organized town and the gateway to the Region. The highest concentration of population and guest accommodations and services is located in Greenville. Greenville is located at the southernmost point of Moosehead lake and is home to 1,605 residents.
Kokadjo	Kokadjo is an outpost with limited guest services. It offers access to Roach Ponds and Rivers, and is the gateway to destinations north and east via private logging roads. It is located on Lily Bay Rd, 26 miles east of Greenville.
Monson	Monson is located 17 minutes south of Greenville along Highway 6 & 15. This route along Highway 6 & 15 is the primary route for travel into and out of the Region. Monson is an organized town, with a population of 666 residents, and is important to the success of the Moosehead Lake Region.
Rockwood	Located on the west side of Moosehead lake at the Moose River outlet, Rockwood is an unorganized town. It offers visitor services including accommodations, some retail, boat launch, and water shuttle to Mt. Kineo. Rockwood is located 25 minutes west of Greenville on Highway 6 & 15, and 36 minutes east of Jackman on Highway 6 & 15.
Seboomook	An unorganized town located on the North side of Moosehead Lake, with a population of approximately 45, Seboomook offers primitive guest accommodations and access to Moosehead Lake.
Shirley	Located along Highway 6 & 15, between Monson and Greenville, Shirley is an organized town, home to 225 residents and some retail. The village center of Shirley is located off 1.2 miles west of the main artery, Highway 6 & 15.
Jackman	Located 36 minutes west of Rockwood on Highway 6 & 15, Jackman is outside of the 25-mile radius. However, it is the main route through which visitors from Quebec travel to the region. Jackman is an organized town, home to 852 residents, and is an important location in the Regional economic ecosystem.

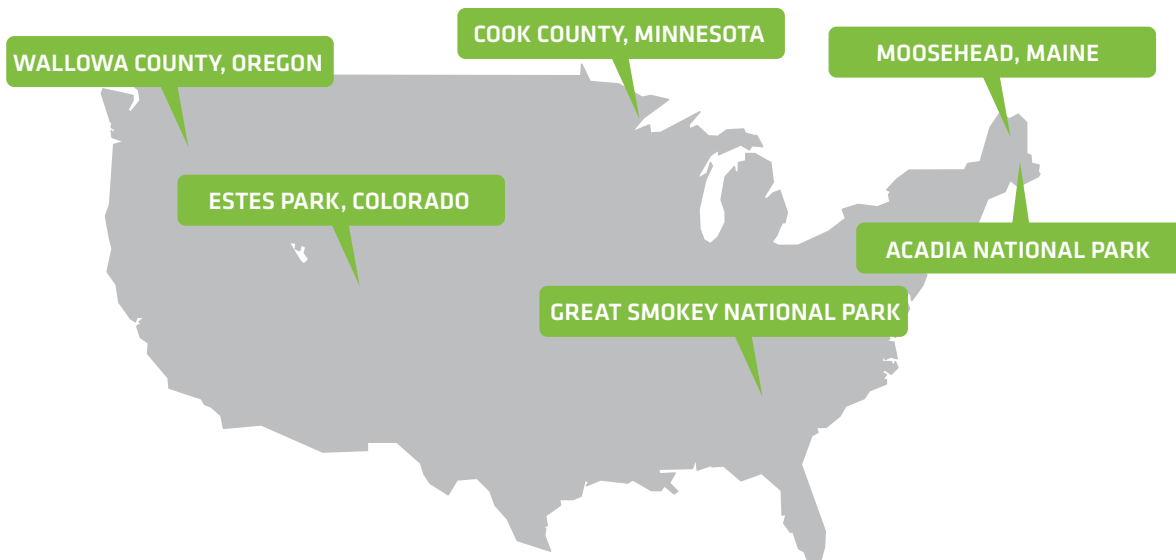


## 3.0 COMPARISON COMMUNITIES

Throughout this document the Moosehead Lake Region is compared to five other communities. These communities are similarly visitation focused and are situated within or adjacent to large land-base assets similar to the conservation lands of the Region. These communities follow and are shown in Map 3.

- Communities around Acadia National Park. This analysis uses Census county subdivisions including: Trenton, Mt. Desert, Bar Harbor, Southwest Harbor, Tremont, and Cranberry Isles.
- Estes Park, CO near Rocky Mountain National Park.
- Cherokee, NC and Gatlinburg, TN near Great Smokey National Park. This analysis includes District 11 Census county subdivision (Gatlinburg, TN), and Cherokee, NC Census designated place.
- Wallowa County, OR. This county is in the Northeast corner of Oregon, and is embedded in extensive agricultural, forest and park lands, and comprises several small communities. It has a potentially strong tourism industry component to the local economy.
- Cook County, MN near the Boundary Waters Canoe Area, Superior National Forest, and Lake Superior.

**Map 3. Comparison Communities**

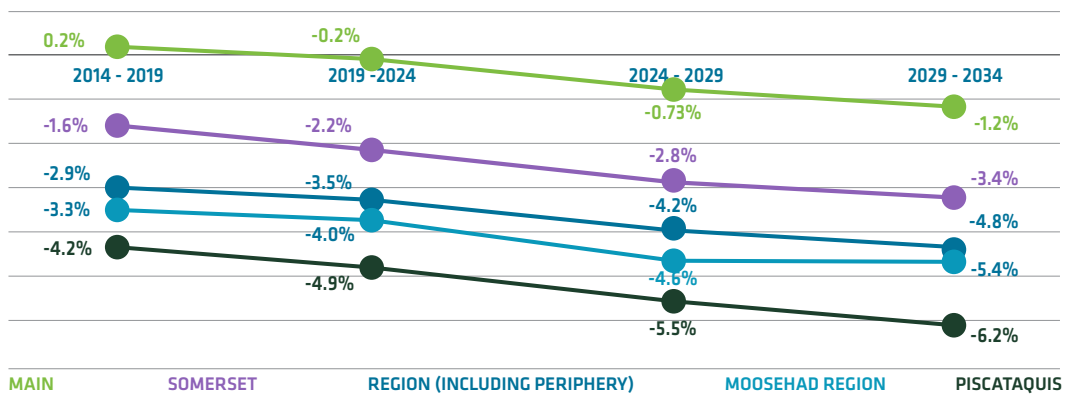




## 4.0 DEMOGRAPHICS

### 4.1 POPULATION IN DECLINE

**Figure 1. Percent Population Change, 2014 - 2034**



The populations of Maine, Piscataquis and Somerset Counties, the Moosehead Lake Region, and the expanded Region (notably including Monson and Jackman) are projected to decrease. Figure 1 shows this trend as percent population change over periods of time. The population in all these areas is increasingly decreasing.

From the period of 2014 to 2034 Maine is expected to see a 1.8 percent population decline. Piscataquis and Somerset are expecting a 19.3 and 9.6 percent population declines respectively over the same time period. The Moosehead Lake Region and expanded Region are expecting a 16.2 and 14.5 percent respective population declines.

**Figure 2. Population Projections, 2014 - 2034**

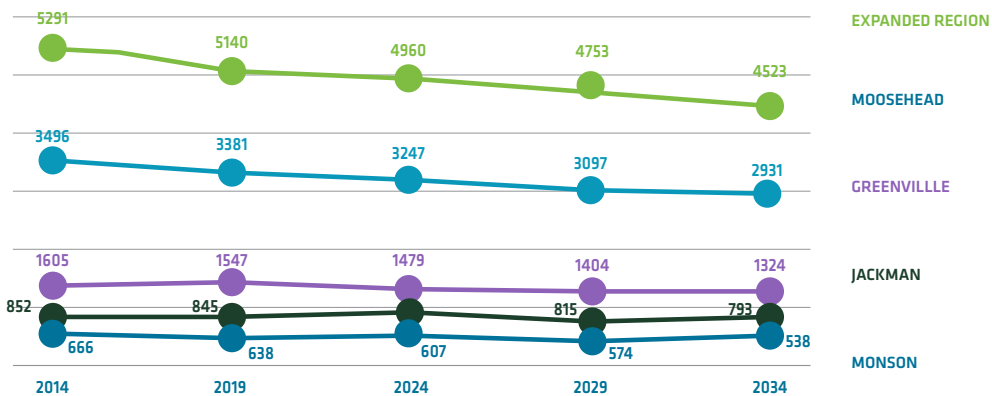


Figure 2 shows population estimates for 2014 and projections out to 2034. While each location within the Region only loses a small absolute number of residents, the absolute loss over the entire region becomes visible very quickly, from 5291 to 4523 residents—a loss of 768 residents in only 20 years. Table 2 shows detail of where population losses in the Region are expected to occur and to what magnitude.

**Table 2. Moosehead Maine, Population Projections 2014-2034**

	<b>Observed 2014</b>	<b>Projected 2034</b>	<b>Change 2014-2034</b>	<b>Total % Change 2014-2034</b>
<b>Maine</b>	1,330,256	1,305,910	-24,346	-1.83%
<b>Piscataquis</b>	17,040	13,756	-3,284	-19.27%
Beaver Cove	118	92	-26	-22.03%
Blanchard UT	97	84	-13	-13.40%
Bowerbank	114	97	-17	-14.91%
Greenville	1,605	1,324	-281	-17.51%
Northeast Piscataquis UT	273	231	-42	-15.38%
Northwest Piscataquis UT	145	127	-18	-12.41%
Shirley	225	176	-49	-21.78%
Southeast Piscataquis UT	248	205	-43	-17.34%
Willimantic	143	105	-38	-26.57%
Monson (Periphery)	666	538	-128	-19.22%
<b>Somerset</b>	51,260	46,333	-4,927	-9.61%
Jackman (periphery)	852	793	-59	-6.92%
Moose River (periphery)	216	205	-11	-5.09%
Northeast Somerset UT	386	360	-26	-6.74%
Northwest Somerset UT (periphery)	61	56	-5	-8.20%
Seboomook Lake UT	47	46	-1	-2.13%
The Forks plantation	36	30	-6	-16.67%
West Forks plantation	59	54	-5	-8.47%
<b>Moosehead Lake Region</b>	3,496	2,931	-565	-16.16%
<b>Expanded Region</b>	5,291	4,523	-768	-14.52%

Notes: Locations are Census County Subdivisions intersecting a 25-mile radius of the center of Moosehead Lake. Locations with fewer than 5 people in 2004, 2009, and 2014 have been removed. Totals do not equal county totals. Moosehead Lake Region includes all county subdivisions, except periphery subdivisions. Periphery subdivisions include Moose River, Jackman, Northwest Somerset UT, and Monson.

Source: County and subdivisions, estimated populations from ACS, 2014; projections by the State of Maine, Office of Policy and Management, Maine Economic and Demographics program; region population and projections, simple tabulation of locations.



The largest community in the Region is Greenville with an observed population in 2014 of 1,605 people. The next largest communities, on the periphery of the Region, are Jackman (population 852), and Monson (population 666). Within the Region it is possible to pin down populations for such communities as Beaver Cove (118) and Shirley (225). However, because of the low population density the exact populations for some familiar places like Rockwood is unclear, only larger geographies (like Census County Subdivisions) provide insight into the population size.

## 4.2 AGE & RACE

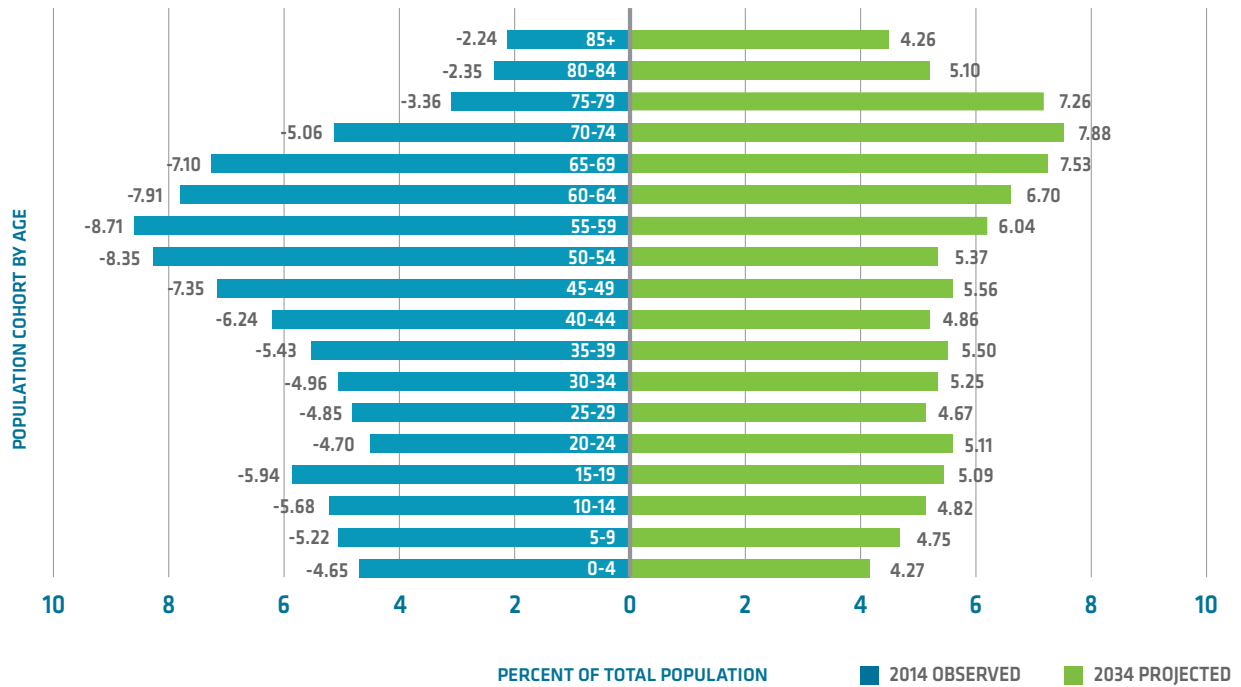
The Moosehead Lake Region is relatively old compared to Maine and the U.S. Maine with a median age of 43.5 is the oldest state in the nation (median age of 37.4). Piscataquis and Somerset Counties are slightly older than the median Mainer, with respective median ages of 49.2 and 44.6. But in comparison to benchmark communities the Region is similar, if not relatively young.

**Table 3. Population and Age, 2014 ACS**

	<b>Median Age</b>	<b>Population</b>
United States	37.4	310,385,254
Maine	43.5	1,315,655
Piscataquis	49.2	17,104
Somerset	44.6	51,347
Cook, MN	51.2	5,197
Wallowa, OR	51.9	6,893
Estes Park, CO	56.8	6,022
Great Smokey	45.4	9,352
Acadia	47.6	12,861

In addition to the overall population decline shown in Figures 1 & 2, one sees in Figure 3 a change in the population distribution. In 2014 there is a pronounced bimodal distribution, with one mode in the 10-19 age class and one mode in the 50-64 age classes. In 2034 there is a single mode around the 65-79 age classes, which is the tail-end of the same group of people we saw in 2014 at the 50-64 age classes. These are the baby boomers. This points to two important notes: 1) a changing need in the population for service delivery focused on an older population, and 2) that the 10-19 age classes that appeared in 2014 are expected to largely migrate out of the region by 2034.

Figure 3. 2014, 2034 Percent Population by Age Cohort



Relative to the rest of the U.S. the Region is much less racially diverse. It is 97 percent white, compared to the U.S. population that is only 74% white, and like Maine has very few Hispanics.

Table 4. Race, Percent of Population

	White	Black	American Indian	Asian	Native Hawaiian	Other	Two or more Races	Hispanic (all Races)
United States	74%	13%	1%	5%	0%	5%	3%	17%
Maine	95%	1%	1%	1%	0%	0%	2%	1%
Piscataquis	97%	0%	0%	1%	0%	0%	2%	1%
Somerset	97%	0%	0%	0%	0%	0%	2%	1%



## 5.0 HOUSEHOLDS AND FAMILIES

### 5.1 HOUSEHOLD COMPOSITION

Households in the Region differ from the US by their composition (family, non-family), tenure (renter, owner), income, and size. United States households are 66.2% family, 35.6% renter occupied, and have a median income of \$65,443. Somerset and Piscataquis households respectively are 65.3% and 64.9% family, 23.1% and 21.8% renter occupied, and families have median incomes of \$46,737 and \$50,832. In the Region less households are family, less are renter occupied (more are owner occupied), and families make less money.

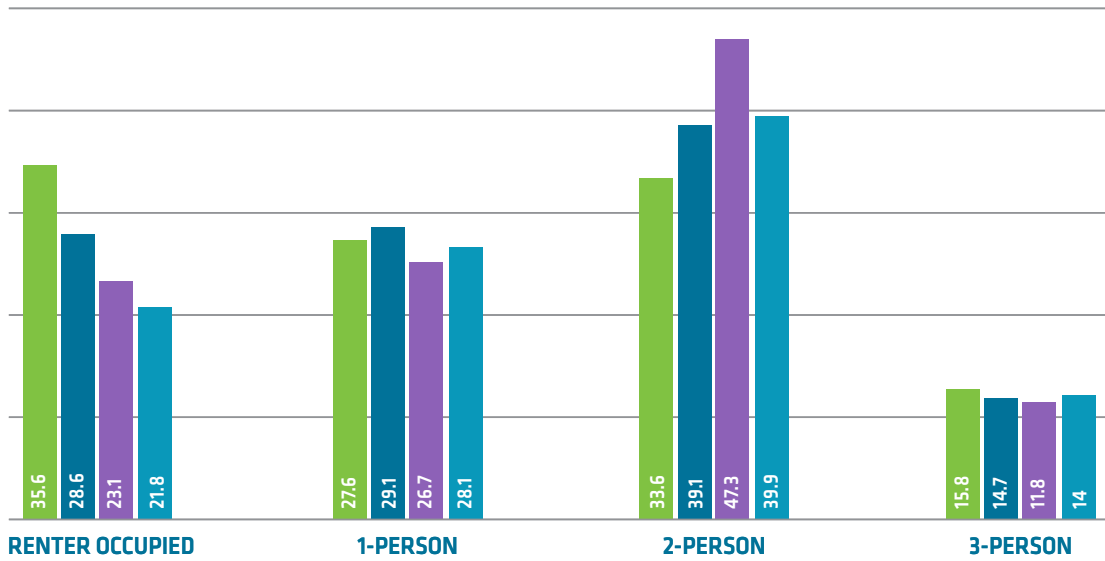
**Table 5. Households and Families**

	<b>Family Households (%)</b>	<b>Renter Occupied (%)</b>	<b>Median Family Income (\$)</b>
United States	66.2	35.6	65,443
Maine	62.9	28.6	61,824
Piscataquis	65.3	23.1	46,737
Somerset	64.9	21.8	50,832
Cook, MN	63.4	26.7	63,438
Wallowa, OR	61.5	29.7	53,295
Estes Park, CO	54.4	29.5	73,075
Great Smokey	60.5	31.8	37,126
Acadia	55.7	33.0	65,161

In benchmark communities there is a range of differences. Most outstanding is Estes Park with many fewer family households (only 54%) and much higher median family incomes (\$73,075). The Great Smokey communities have a lower median family income (\$37,126) than the Region; Acadia like Estes Park, has fewer family households; and all benchmark communities have greater rental rates than Somerset and Piscataquis counties.

In the Region (particularly Piscataquis County), there is proportionally more 2-person households than Maine and the US and less 1, 3, and 4-person households. One might infer having more two-person, family, older households is connected to greater numbers of older, married couples with no children at home.

Figure 4. Percent Households by Size

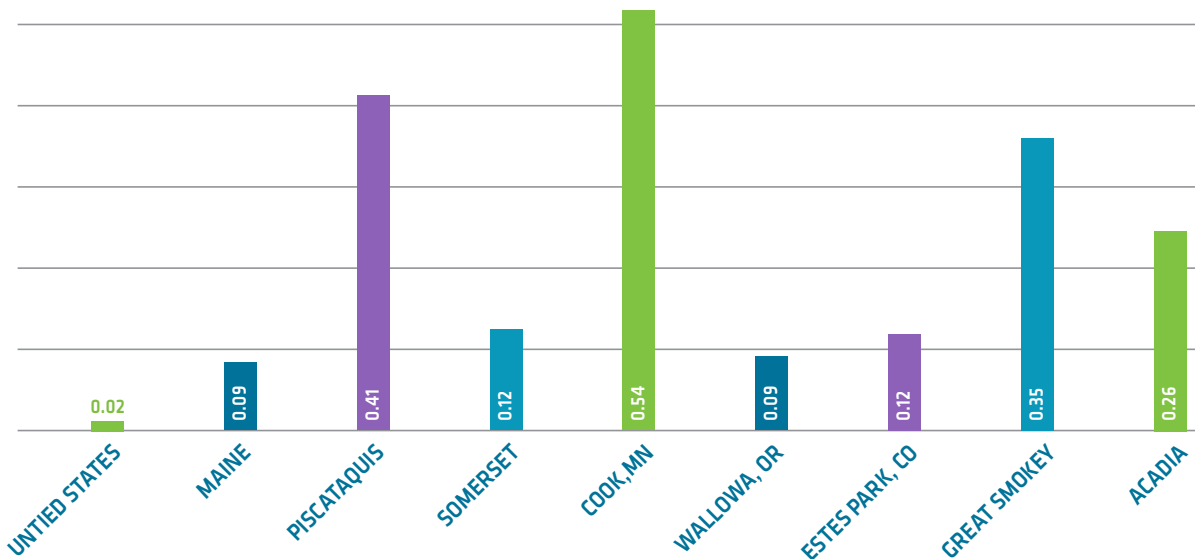


## 5.2 SEASONAL RESIDENCES

The Moosehead area is very unique in that, given the population, there are many more seasonal residences than one would expect if one assumed the Region was similar to the US as a whole. As a proportion of population, seasonal residences in the US amounts to 0.02, that is 0.02 seasonal residences exist in the US for every person. In Maine that number increases to 0.09. Somerset is similar at 0.12, but Piscataquis has 0.41 seasonal residence for everyone in the population. This is an indicator of how the Region is functioning as a visitation destination, and how the economy and fiscal health of the Region is more greatly dependent on seasonal residence than the US as a whole or Maine.

Similar to Piscataquis is the Great Smokey communities. If one wanted to see a higher rate of seasonal residences one could look to Cook County, MN where there is 1/2 of a seasonal residence for every resident there.

Figure 5. Seasonal Residences as a Proportion of the Population



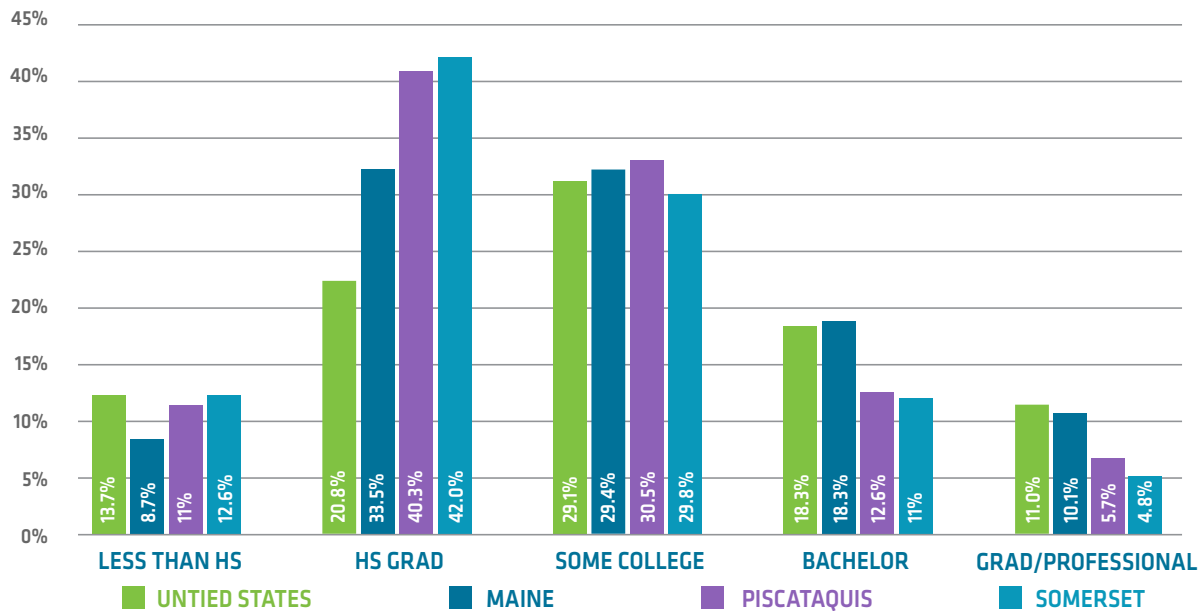


## 6.0 EMPLOYMENT AND EARNINGS

### 6.1 EDUCATION

Maine is on par with the Country in its percent of the population that has some college, a bachelor’s, graduate or professional degree. Maine is dissimilar in that Maine has about 5 percent less of its population with less than a high school diploma, and about 5 percent more of its population with a high school diploma. The same similarities and difference cannot be said for the Moosehead Lake Region relative to the U.S. population. Piscataquis and Somerset Counties’ population is less highly educated than the U.S. and Maine, with about 5 percent less of the population having graduate or professional degrees, about 6 percent less having bachelor degrees, and about 12-14 percent more having only a high school diploma. However, the Region is similar in the percent population that has some college education.

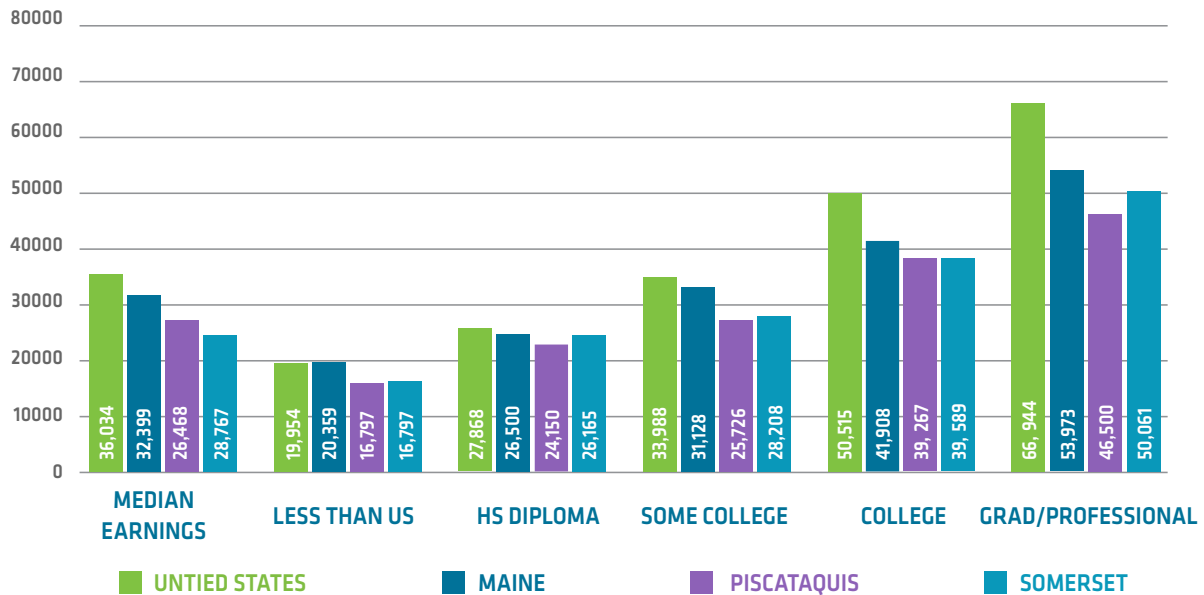
**Figure 6. Educational Attainment Population 25 and Over**



## 6.2 INDIVIDUAL EARNERS

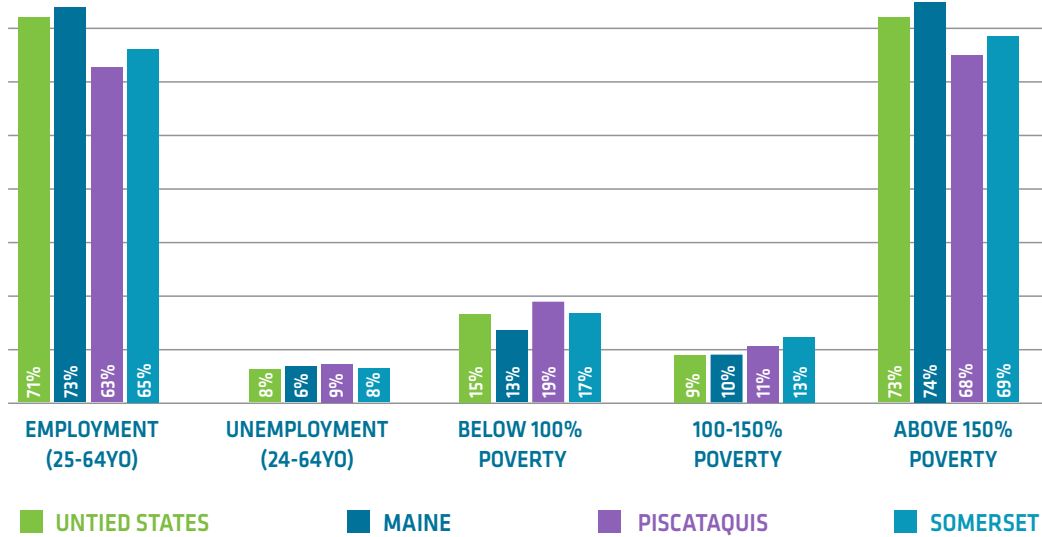
The income in the region is less than that of the U.S. and Maine. Median earnings in Piscataquis and Somerset Counties is 7,500-9,500 dollars less than the U.S. and 4,000-6,000 dollars less than Maine. No matter the educational attainment of individual earners, they consistently make less money in the Moosehead Lake Region. The greatest disparity in absolute income is in graduate and professional degree holders.

**Figure 7. Median Incomes 25 Years and Over Earners**



Employment in the region is about 8 percent less than the US and Maine, according to the 2014 ACS, and unemployment is similar to that of the US. The reason for this discrepancy is that the participation rate in the labor market is less in the Region than in Maine and the US. Because of less participation in the labor market, slightly greater unemployment, and lower median wages one might correctly guess that the levels of poverty would be significantly higher in the Region. The rate of individuals living below 100 percent of the poverty level is slightly higher, about 4 percent; while the rate of individuals living between 100-150% of the poverty line is only about 2 percent higher. The approximate 6 percent increase in poverty (up to 150% of the poverty line) is seen in inverse as about 6 percent less of the Region is living above the 150 percent poverty line compared to the U.S. and Maine.

Figure 8. Employment and Poverty



### 6.3 PLACE OF WORK AND COMMUTING

Table 6. Commuting Patterns

	Work from Home	Mean Travel Time	% Driving Alone
United States	31.40%	25.7 min	76.40%
Maine	19.70%	23.5 min	78.10%
Piscataquis	20.10%	24.7 min	81.00%
Somerset	12.20%	24.7 min	80.40%
Cook, MN	16.70%	18.5 min	71.30%
Wallowa, OR	33.80%	19.2 min	67.60%
Estes Park, CO	75.40%	17.2 min	71.70%
Great Smokey	51.80%	14.2 min	80.60%
Acadia	8.82%	18.0 min	58.03%

Anecdotally, Moosehead is a place to which people have moved because they could work from home, in essence bring their job with them, at least until they become established. The actual rate of people that work from home, that their place of work is in their residence, is much lower than the US average. See Table 6 for details. A possible explanation for this discrepancy can be found in the industry and nature of jobs in the Region. One can see in Wallowa, Estes Park, and Great Smokey an outstanding percent of people working from home.

**Table 7. Commuting Direction**

	<b>Work in County of Residence</b>	<b>Work outside County of Residence</b>	<b>Work out of State</b>
United States	72.4	23.8	3.8
Maine	77.3	18.6	4.1
Piscataquis	75.3	23.8	0.9
Somerset	64.2	35.1	0.7

The US, Maine, and Piscataquis have similar percentages of their population working in their county of residence. Somerset is somewhat different with about 10% less of their population working in the county.

### 6.3 LABOR FORCE

The labor force of the Region is smaller than one would expect with comparable populations and population distributions. Overall the labor force participation rate is lower than the US and Maine which have similar rates. Of particular note are the age groups 16-24, whom one would expect to have a lower labor force participation rate, have a higher than average participation rate. Also of note are the age groups 25-64, which generally have high participation rates, in the Region have lower participation rates.

**Table 8. Labor Force Participation Rates**

	<b>United States</b>	<b>Maine</b>	<b>Piscataquis</b>	<b>Somerset</b>
Pop 16 years and over	63.9%	63.9%	53.4%	58.0%
<b>Age Cohorts</b>				
16 to 19 years	37.4%	47.3%	35.1%	44.9%
20 to 24 years	73.6%	79.9%	79.5%	81.2%
25 to 44 years	82.3%	83.6%	74.7%	77.1%
45 to 54 years	80.4%	81.4%	68.7%	74.6%
55 to 64 years	64.3%	67.0%	60.6%	60.3%
65 to 74 years	25.3%	27.0%	24.7%	18.6%
75 years and over	6.0%	5.5%	2.7%	4.7%



## 6.5 INDUSTRY AND OCCUPATION EMPLOYMENT

**Table 9. Civilian Labor Force Employment by Industry**

	<b>United States</b>	<b>Maine</b>	<b>Piscataquis</b>	<b>Somerset</b>	<b>Expanded Moosehead Lake Region</b>
Agriculture, forestry, fishing and hunting, and mining	2.0%	2.5%	3.3%	4.4%	5.0%
Construction	6.2%	6.9%	8.2%	9.4%	6.4%
Manufacturing	10.4%	9.3%	16.6%	14.2%	9.2%
Wholesale trade	2.7%	2.4%	1.7%	2.3%	1.6%
Retail trade	11.6%	13.5%	11.0%	13.2%	9.3%
Transportation and warehousing	4.1%	3.0%	4.1%	3.0%	5.3%
Utilities	0.9%	0.8%	1.1%	0.8%	1.4%
Information	2.1%	1.8%	1.3%	1.6%	1.0%
Finance and insurance	4.7%	4.8%	1.8%	2.7%	1.4%
Real estate and rental and leasing	1.9%	1.4%	1.0%	0.9%	1.1%
Professional, scientific, and technical services	6.6%	5.2%	2.2%	2.5%	1.9%
Management of companies and enterprises	0.1%	0.0%	0.0%	0.1%	0.0%
Administrative and support and waste management services	4.2%	3.5%	1.5%	3.1%	3.1%
Educational services	9.4%	10.5%	9.6%	10.1%	9.3%
Health care and social assistance	13.8%	17.0%	20.5%	18.6%	17.3%
Arts, entertainment, and recreation	2.1%	1.8%	2.0%	1.6%	3.1%
Accommodation and food services	7.3%	7.0%	4.9%	3.9%	12.8%
Other services, except public administration	5.0%	4.4%	4.6%	3.8%	5.2%
Public administration	4.9%	4.4%	4.5%	3.9%	5.6%

**Table 10. Industry Employment Location Quotients (US Base)**

	Piscataquis	Somerset	Expanded Moosehead Lake Region	Cook, MN	Wallowa, OR	Estes Park, CO	Great Smokey	Acadia
Agriculture, forestry, fishing and hunting, and mining	1.67	2.27	2.54	2.58	8.03	0.00	0.49	2.85
Construction	1.32	1.53	1.04	1.20	1.39	1.31	0.76	1.21
Manufacturing	1.59	1.36	0.88	0.31	0.47	0.66	0.36	0.60
Wholesale trade	0.62	0.84	0.58	0.48	0.32	0.48	0.15	0.25
Retail trade	0.95	1.14	0.81	0.71	1.08	1.44	1.48	0.72
Transportation and warehousing	1.00	0.75	1.30	0.12	0.89	0.93	0.15	0.65
Utilities	1.32	0.87	1.57	1.37	0.16	1.07	0.60	0.96
Information	0.59	0.74	0.49	0.55	0.58	0.98	0.53	0.38
Finance and insurance	0.38	0.57	0.31	0.58	0.67	0.48	0.11	0.47
Real estate and rental and leasing	0.54	0.49	0.60	1.87	1.01	0.78	2.74	1.15
Professional, scientific, and technical services	0.33	0.38	0.29	0.61	0.71	0.57	0.38	1.72
Management of companies and enterprises	0.00	1.07	0.00	0.47	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.36	0.72	0.73	0.64	0.30	0.91	0.88	1.05
Educational services	1.02	1.07	0.99	0.70	0.73	0.57	0.48	1.22
Health care and social assistance	1.49	1.35	1.26	0.78	1.22	1.30	0.38	0.73
Arts, entertainment, and recreation	0.94	0.73	1.45	2.73	0.89	2.30	7.79	1.82
Accommodation and food services	0.67	0.53	1.74	3.11	0.67	1.84	3.22	1.79
Other services, except public administration	0.93	0.77	1.05	1.08	1.00	1.00	0.57	1.12
Public administration	0.92	0.80	1.15	1.55	1.20	0.46	1.18	0.61
Relative to the US, more employment than one would expect.								
Relative to the US, less employment than one would expect.								
Relative to the US, similar employment.								

Tables 9 and 10 describe industry employment and draw comparisons from the Region to broader geographies and comparison communities. Table 9 shows the proportional share of employment by industry in the US, Maine, Piscataquis, Somerset counties, and the expanded Moosehead Lake Region. Table 10 shows the location quotient of employment by industry for Piscataquis and Somerset counties, the expanded Moosehead Lake Region, and comparison communities. A location quotient is a comparison between the proportion of industry employment in a sub-region's labor force to the proportion of industry employment in the region's labor force. In this case all of the geographies in Table 10 are compared to the US. A location quotient above one indicates that the geography has more employment in the corresponding industry than one would expect to see given the distribution of employment by industry of the United States. Below one indicates the inverse. Location quotients close to 1, within 10% of 1, this report considers the geography to have a similar employment to the US in that industry.

Several similarities in industry employment can be drawn between the expanded Moosehead Lake Region and comparison communities. The following industries have similar employment strengths.

- Agriculture, forestry, fishing and hunting, and mining
- Construction
- Healthcare and social assistance
- Arts, entertainment, and recreation
- Accommodations and food service
- Public administration

The following industries have similar employment weaknesses across the expanded Moosehead Lake Region and comparison communities.

- Information
- Finance and insurance
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support, and waste management services

There are more similarities in industry employment between the expanded Moosehead Lake Region and the comparison communities than differences. However, a few differences follow.

- Communities around Acadia National Park have a strong focus on Education and Professional, scientific, and technical services.
- Gatlinburg and Cherokee, near Great Smokey National Park, have less focus on Agriculture, forestry, fishing and hunting, and mining, and Education; and also has the strongest focus on Accommodations and food service as a share of their employment.
- Estes Park, CO is most similar to the US as a whole.
- Real estate and rental leasing employment is weak relative to all comparison communities.

**Table 11. Share of Employment by Occupation**

	<b>United States</b>	<b>Maine</b>	<b>Piscataquis</b>	<b>Somerset</b>	<b>Moosehead Lake Region</b>
Management, business, and financial occupations	14.5%	13.1%	9.2%	9.3%	10.8%
Computer, engineering, and science occupations	5.3%	4.2%	3.2%	2.5%	2.9%
Education, legal, community service, arts, and media occupations	10.9%	11.7%	10.2%	9.0%	8.9%
Healthcare practitioner and technical occupations	5.7%	6.3%	6.9%	6.0%	4.4%
Healthcare support occupations	2.5%	3.2%	5.1%	4.3%	3.7%
Protective service occupations (Fire and Law)	2.2%	1.7%	2.4%	1.5%	4.1%
Food preparation and serving related occupations	5.8%	6.0%	5.1%	4.9%	9.5%
Building and grounds cleaning and maintenance occupations	4.0%	3.8%	3.6%	3.9%	5.7%
Personal care and service occupations	3.7%	3.7%	4.6%	3.5%	6.3%
Sales and related occupations	10.9%	10.5%	8.7%	10.2%	7.6%
Office and administrative support occupations	13.5%	13.4%	9.3%	12.3%	9.6%
Farming, fishing, and forestry occupations	0.7%	1.6%	1.5%	2.9%	2.7%
Construction and extraction occupations	5.0%	5.9%	7.7%	7.7%	5.2%
Installation, maintenance, and repair occupations	3.2%	3.5%	4.6%	4.8%	5.1%
Production occupations	6.0%	5.8%	11.6%	9.9%	7.0%
Transportation occupations	3.6%	3.5%	4.1%	4.9%	4.1%
Material moving occupations	2.6%	2.2%	2.1%	2.4%	2.2%

**Table 12. Location Quotient of Occupation Employment**

	Piscataquis	Somerset	Moosehead Lake Region	Cook, MN	Wallowa, OR	Estes Park, CO	Great Smokey	Acadia
Management, business, and financial occupations	0.64	0.64	0.74	1.30	1.10	0.81	0.80	1.18
Computer, engineering, and science occupations	0.61	0.48	0.55	0.69	0.63	1.84	0.24	1.07
Education, legal, community service, arts, and media occupations	0.93	0.83	0.82	0.83	0.74	0.50	0.96	1.16
Healthcare practitioner and technical occupations	1.21	1.05	0.77	0.87	1.75	1.26	0.26	0.84
Healthcare support occupations	2.05	1.73	1.49	1.11	1.12	0.63	0.55	0.84
Protective service occupations (Fire and Law)	1.08	0.66	1.86	1.28	0.91	1.16	1.30	0.38
Food preparation and serving related occupations	0.89	0.85	1.64	1.63	0.91	1.09	2.33	1.40
Building and grounds cleaning and maintenance occupations	0.90	0.99	1.43	2.12	1.38	1.94	2.39	1.92
Personal care and service occupations	1.26	0.96	1.73	0.86	1.02	0.15	1.93	1.00
Sales and related occupations	0.80	0.94	0.70	0.74	0.90	1.55	1.49	0.61
Office and administrative support occupations	0.69	0.91	0.71	0.84	0.85	0.94	0.60	0.59
Farming, fishing, and forestry occupations	2.00	3.91	3.63	1.61	6.71	0.00	0.80	6.52
Construction and extraction occupations	1.54	1.53	1.04	1.35	1.23	1.39	0.98	1.37
Installation, maintenance, and repair occupations	1.43	1.47	1.57	1.28	0.49	1.20	0.34	1.08
Production occupations	1.95	1.67	1.18	0.56	0.63	0.41	0.92	0.69
Transportation occupations	1.16	1.38	1.16	0.16	1.17	0.67	1.05	0.69
Material moving occupations	0.82	0.94	0.86	0.52	0.57	0.72	0.28	0.42
Relative to the US, more employment than one would expect.								
Relative to the US, less employment than one would expect.								
Relative to the US, similar employment.								

Tables 11 and 12 describe occupational employment and draw comparisons from the Region to broader geographies and comparison communities. Table 9 shows the proportional share of employment by occupation in the US, Maine, Piscataquis, Somerset counties, and the expanded Moosehead Lake Region. Table 10 shows the location quotient of employment by occupation for Piscataquis and Somerset counties, the expanded Moosehead Lake Region, and comparison communities.

Several similarities in occupational employment can be drawn between the expanded Moosehead Lake Region and comparison communities. The following industries have similar employment strengths.

- Protective service (fire and law)
- Food preparation and serving related
- Building and grounds cleaning and maintenance
- Personal care and service
- Farming, forestry, and fishing
- Construction and extraction

The following occupations have similar employment weaknesses across the expanded Moosehead Lake Region and comparison communities.

- Management, business, and financial
- Computer, engineering, and science
- Education, legal, community service, arts, and media
- Healthcare practitioner and technical occupations
- Office and administration support
- Production
- Transportation
- Material moving

There are also some differences between the expanded Moosehead Lake Region and comparison communities.

- Sales and related occupations are strong in some communities and not in others. Estes Park and Gatlinburg and Cherokee have strong presence of sales, while others do not.
- Gatlinburg and Cherokee's strengths are uniquely concentrated in Food preparation and serving, Building and grounds cleaning and maintenance, Personal care and service. Other areas of employment show a weakness.
- Wallowa, OR reflects an economy most similar to the US as a whole in terms of occupational employment.
- Cook, MN is most similar to the expanded Moosehead Lake Region.



## 7.0 CONCLUSION AND KEY FINDINGS

### 7.1 CONCLUSION

This document provides a snapshot of the Moosehead community at a given point in time, and also in relation to Maine, and the US. It also shows some of the differences and similarities between Moosehead and other communities focused on visitation, including Cook County, MN, Wallowa, OR, Estes Park, CO, Gatlinburg, TN and Cherokee, NC near Great Smokey National Park, and communities surrounding Acadia National Park.

The Region has many challenges facing it ahead. The aging, and declining population is the greatest of these, and a less diverse population may be creating an additional challenge because population growth in the US is a combination of urbanization and immigration. Households in the Region are likely more stable than on the average in that they are more likely to be owner occupied. Conversely they have lower incomes. Residences in the Region are also more likely to be seasonal. Educational attainment in the Region is lower than the US and income is lower across all levels of educational attainment. Poverty is slightly higher and labor participation rates are lower. Much of this sounds like a big hill to climb, and also some of it may be indicative of more subsistence type economic activity and less participation in the formal economy as is the case in some rural areas.

Even with all of these challenges there is opportunity. There are other similarly positioned communities, that have similar land-base resources driving a visitation economy. Moosehead community members may look to these comparison communities on the issues highlighted in this document. For example, they may look at the employment in Tables 9-12 to identify opportunities for further research. For example, the Moosehead Lake Region, Wallowa County, OR, and Cook County, MN seem to be very similar in employment by industry and occupation. One could look to connect with leaders in these communities to talk about addressing what are likely similar concerns and sharing similar successes. One could look at communities that differ, like those around Acadia National Park, to understand how they have achieved a more diversified economy, one that includes more industry employment in professional and scientific industries, and more employment in management occupations. One could look to Estes Park, CO to see a more dissimilar community, one where over 70% of residents work from their residence.

## 7.2 KEY FINDINGS

Below are series of key findings highlighted within this analysis.

- The population of the Region is older, less diverse, and increasingly decreasing in number. Benchmark communities are similarly aged or older.
- Households in the Region are more likely owner occupied, more likely to be 2-person households, and families make less money. Benchmark communities vary against these metrics, they are less likely to be occupied by families, and more likely to be occupied by renters.
- There are many more seasonal residences in the Region compared to the US and Maine. Benchmark communities have a range of seasonal residences, but Cook County, MN is an example of what more seasonal residences might look like.
- Workers in the Region have fewer graduate and post-graduate degrees, and more high school diplomas, and all employees make less than their equally educated counterparts across the US.
- Workers in the Region are less likely to work from home compared to the US. An example of a high percentage of people working from their home is Estes Park and the Great Smokey National Park communities.
- Employment and labor force participation in the Region is less than the US.
- Comparing industry and occupation employment to benchmark communities the Region is very similar in some respects. In others there are differences. These differences and similarities are opportunities to see how other communities handle similar challenges and have achieved different successes.







## 8.0 METHODS NOTES

The demographic profile for the Moosehead Lake Region relies heavily on two resources: the 2014 5-year American Community Survey (ACS) and the State of Maine, Office of Policy and Management, Maine Economic and Demographics program. Current projections are forward looking from 2014 5-year ACS. Despite the availability of the 2015 5-year ACS dataset, this report uses the 2014 5-year ACS.

The Economics and Demographics program created county population projections using the cohort-component method, which examines births, deaths, in-migration, and out-migration for age cohort groups of the population. The Economics and Demographics program calculates city and town (census designated county subdivisions) projections as an extrapolation of each place's share of the County population. Thus, if a place had a declining share of the County's population, it's population will be expected to decline at a rate that is faster than the County as a whole. Conversely, if a place has an increasing share of the population, it may be expected to see a slower rate of population decline the County as a whole.

Population pyramids shown in Figure 3 are an agglomeration of the population projections for both Somerset and Piscataquis counties. The shown percent is the sum of the population of that age cohort in Somerset and Piscataquis relative to the entire population of Somerset and Piscataquis. The cohort-component population projections used to inform this pyramid were estimated by the Maine Economics and Demographics program.

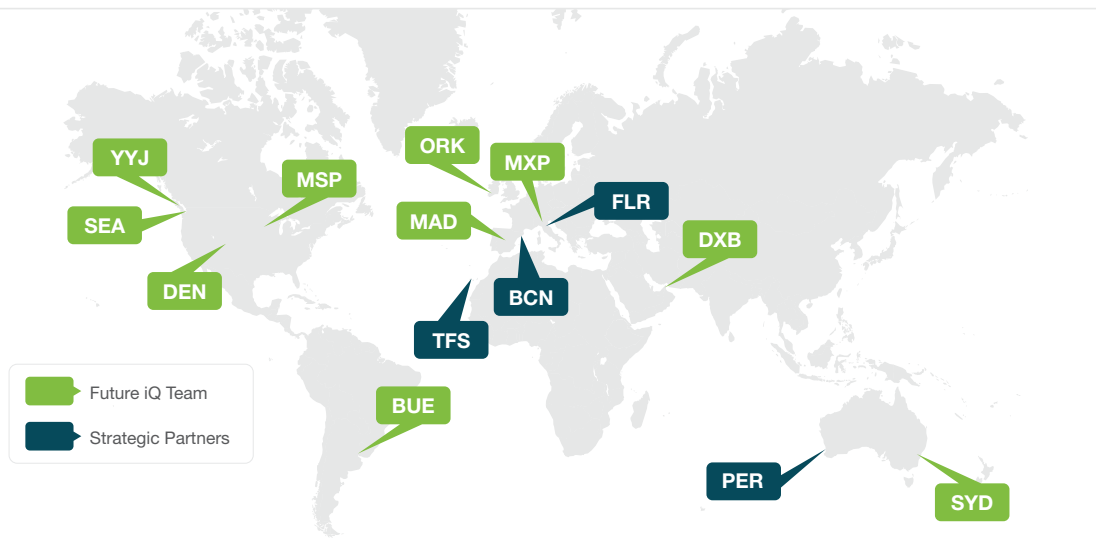
### 8.1 SOURCES

- Economics and Demographics Program. 2015. Population Projections, 2014-2034, ACS 2014 base data. State of Maine, Office of Policy and Management, Maine Economic and Demographics Program.
- US Census Bureau. 2015. 2014 5-year American Community Survey. Accessed online at American Factfinder January 2017. The following data series were used: S0101; S0701; S0801; B25004; S1501; S1701; S2301; S2503; B19119; S2401; S2403; S2501

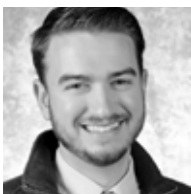
## 9.0 ABOUT FUTURE IQ

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### FOR MORE INFORMATION

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