

**2005  
Statistical Abstract  
For The  
Greater Waterville  
Area**

**January 2005  
Colby College  
Waterville, Maine**

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### Defining the Greater Waterville Area

This abstract is designed to provide information about a very specific region in Maine that would be useful to professionals in the area who do not have ready access to these data. The target audience for this abstract includes community developers, public policy makers, city planners, grant writers, and program evaluators for social service organizations. The available data for the region come in a variety of different formats and definitional units, often making comparisons awkward at best. The first edition of this abstract appeared in January 2004. This edition updates some of the information in last year's Abstract and provides an estimate of year-over-year price increases for food and grocery items in the area.

In defining the Greater Waterville Area we began with the obvious – the communities of Waterville, Winslow, Oakland, and Fairfield. We then looked to the available data. The 2000 census became the initial focus of our data collection efforts and thus our preliminary definition of the Greater Waterville Area focused on census block groups. Labor market information from the Maine Department of Labor was also important to us but is not generally available by census blocks. We then decided to look at the areas served by school districts in these communities and came up with a geographic definition that we felt had similar lifestyle patterns in terms of job opportunities and spending habits. This led us to minor civil divisions, a geographical subunit unique to New England, but generally in common with the census and labor market data. Using a combination of all of these spatial characteristics we came up with the definition of the Greater Waterville Area illustrated in the map on the front cover of this abstract.

Greater Waterville Area			
Minor Civil Division	Census Tract	Census Block Groups	City
Rome	155	1	Rome & Vienna
Belgrade	160	1 & 2	Belgrade Lakes
Belgrade	160	3	Belgrade
Sidney	170	1 & 2	Sidney
Vassalboro	180	1	Vassalboro
Vassalboro	180	2	S. Vassalboro
Vassalboro	180	3	E/N Vassalboro
China	200	1 & 2	China
China	200	3	S. China/Weeks Mills
Albion	205	1 & 2	Albion
Clinton	210	1 & 2	Clinton
Benton	220	1	Benton
Benton	220	2	Benton Falls
Winslow	230.01	1 - 4	Winslow
Winslow	230.02	1 - 3	Winslow
Waterville	241.01	1 - 4	Waterville
Waterville	241.02	3, 5 - 9	Waterville
Waterville	242	1 - 5	Waterville
Oakland	250	1 - 5	Oakland
Fairfield	9868	1 - 5	Fairfield

**Demographics: Maine, Kennebec & Somerset Counties**

Variable	Maine			Kennebec County		Somerset County	
	1990	2000	2003	1990	2000	1990	2000
Total population	1,227,928	1,274,923	1,270,602	115,904	117,114	49,767	50,888
Percent change		3.8%	-0.3%		1.0%		2.3%
Females	51.3%	51.4%	51.3%	51.8%	51.6%	51.1%	51.0%
Population Under 5 years	7.0%	5.0%	5.3%	6.7%	5.5%	7.0%	5.7%
Households	465,729	518,372	535,091	43,879	47,738	18,519	20,519
Percent change		11.3%	3.2%		8.8%		10.8%
Average household size	n/a	2.39	2.37	n/a	2.38	n/a	2.44
Housing units	587,045	651,901	671,089	51,648	56,364	24,927	28,222
Percent change		11.0%	2.9%		9.1%		13.2%
Vacant Housing Units	20.7%	20.5%	20.3%	15.0%	15.4%	25.7%	27.4%
Owner occupied housing units	70.5%	71.6%	70.6%	70.9%	71.2%	77.3%	77.9%
Renter occupied housing units	29.5%	28.4%	29.4%	29.1%	28.8%	22.7%	22.1%
Household income less than \$10,000	15.3%	10.3%	9.0%	14.8%	10.6%	19.7%	12.9%
Household income \$150,000 or more	0.9%	2.4%	2.2%	0.9%	1.7%	0.4%	0.9%
Median household income	\$27,854	\$37,240	39,838	\$28,616	\$36,498	\$22,829	\$30,731
Percent change		33.7%	7.0%		27.5%		34.6%
Households with public assistance income	7.9%	4.8%	4.1%	8.2%	5.2%	11.6%	5.9%
Per capita income	\$12,957	\$19,533	21,543	\$12,885	\$18,520	\$10,471	\$15,474
Percent change		50.8%	10.3%		43.7%		47.8%
Income below poverty level	10.8%	10.9%	10.5%	10.2%	11.1%	14.5%	14.9%

\*Inflation adjusted using the chain-weighted price index for personal consumption expenditures for the nation  
 Sources: US Bureau of the Census and the Bureau of Economic Analysis.



**Demographics: Greater Waterville Area & the City of Waterville**

Variable	Greater Waterville Area		City of Waterville	
	1990	2000	1990	2000
Total population	58,479	59,906	17,096	15,605
Percent change		2.4%		-8.7%
Females	51.8%	51.7%	53.7%	54.1%
Population Under 5 years	7.0%	5.6%	6.2%	4.8%
Population 80 years +	2.9%	3.7%	4.7%	6.2%
Households	21,671	23,652	6,621	6,236
Percent change		9.1%		-5.8%
Average household size		2.42		2.13
Housing units	25,341	28,061	6,975	6,819
Percent change		10.7%		-2.2%
Vacant Housing Units	0.1%	15.8%	6.1%	8.8%
Owner occupied housing units	71.3%	72.2%	49.4%	49.2%
Renter occupied housing units	28.7%	27.8%	50.6%	50.8%
Household income less than \$10,000	15.9%	11.0%	22.8%	17.3%
Household income \$150,000 or more	0.9%	1.5%	0.9%	2.1%
Median household income	\$28,145	\$35,841	\$22,617	\$26,816
Percent change		27.3%		18.6%
Median household income Inflation-Adjusted 2000 Dollars*	\$34,964	\$35,841	\$28,096	\$26,816
Percent change		2.5%		-4.6%
Households with public assistance income	8.9%	4.9%	12.4%	8.0%
Per capita income	\$12,367	\$17,533	\$12,002	\$16,430
Percent change		41.8%		36.9%
Per capita income Inflation-Adjusted 2000 Dollars*	\$15,363	\$17,533	\$14,910	\$16,430
Percent change		14.1%		10.2%
Income below poverty level	11.3%	11.5%	16.0%	19.2%
Single Parent Households	11.3%	15.6%	16.6%	28.6%
Married-couple families with children living in poverty	5.4%	4.5%	7.8%	3.5%
Median home value	\$78,009	\$81,778	\$74,700	\$76,200
Percent change		4.8%		2.0%
Median home value Inflation-adjusted 2000 Dollars*	\$96,909	\$81,778	\$92,798	\$76,200
Percent change		-15.6%		-17.9%

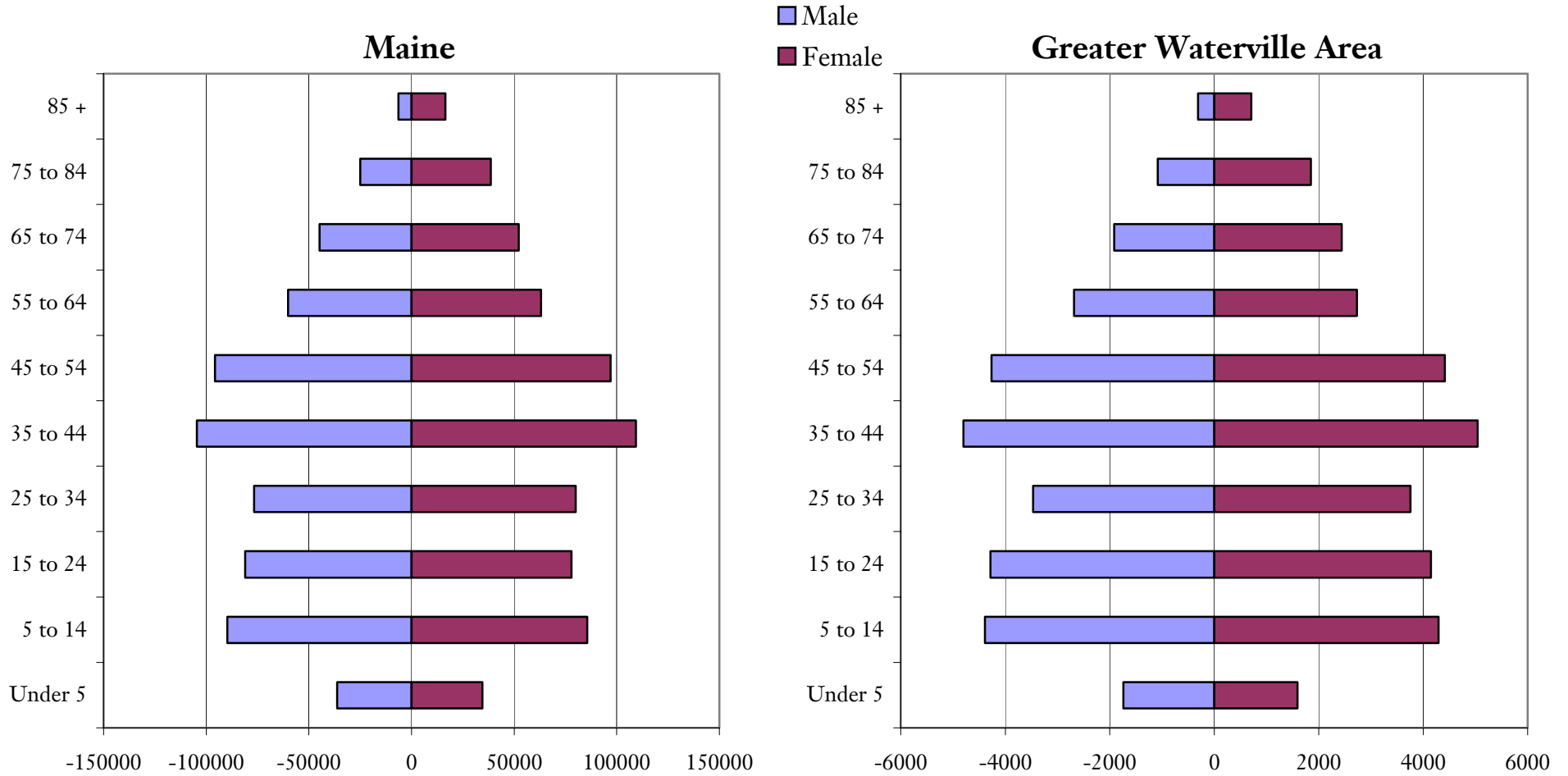
\*Inflation adjusted using the chain-weighted price index for personal consumption expenditures for the nation. Sources: US Bureau of the Census and the Bureau of Economic Analysis.

**Demographics: Cities of Fairfield, Oakland & Winslow**

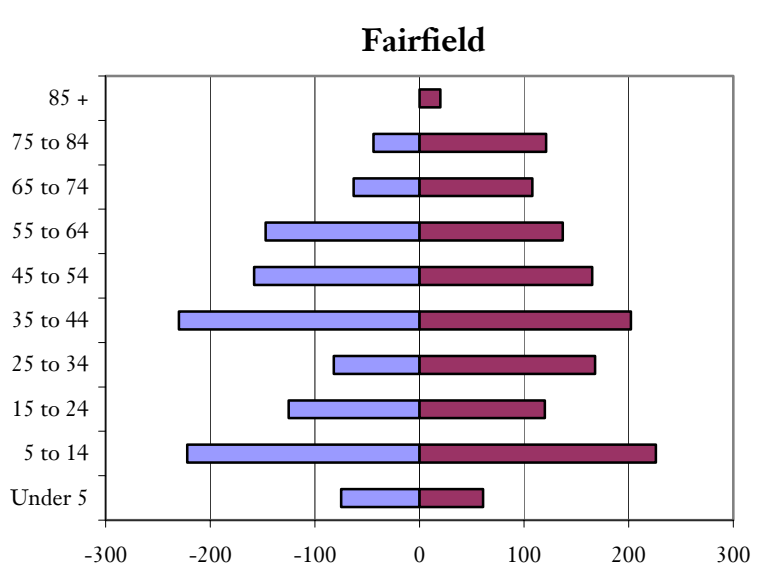
Variable	Fairfield		Oakland		Winslow	
	1990	2000	1990	2000	1990	2000
Total population	2,852	2,474	3,587	2,848	5,436	7,743
Percent change		-13.3%		-20.6%		42.4%
Females	53.2%	53.7%	51.5%	49.9%	53.6%	52.3%
Population Under 5 years	8.0%	4.8%	8.1%	5.7%	5.7%	4.1%
Population 80 years +	2.6%	4.2%	1.9%	3.5%	2.9%	4.4%
Households	1,176	1,079	1,327	1,110	2,206	3,261
Percent change		-8.2%		-16.4%		47.8%
Average household size	n/a	2.23	n/a	2.46	n/a	2.35
Housing units	1,261	1,224	1,481	1,327	2,270	3,591
Percent change		-2.9%		-10.4%		58.2%
Vacant Housing Units	5.5%	9.3%	6.1%	12.7%	3.7%	9.0%
Owner occupied housing units	61.2%	61.4%	73.0%	73.0%	69.8%	74.9%
Renter occupied housing units	38.8%	38.6%	27.0%	27.0%	30.2%	25.1%
Household income less than \$10,000	23.5%	13.5%	15.4%	6.9%	12.4%	8.5%
Household income \$150,000 or more	0.0%	0.0%	0.0%	1.4%	1.3%	0.2%
Median household income	\$19,698	\$31,303	\$26,360	\$32,700	\$29,704	\$39,580
Percent change		58.9%		24.1%		33.2%
Median household income Inflation-Adjusted 2000 Dollars*	\$24,470	\$31,303	\$32,746	\$32,700	\$36,900	\$39,580
Percent change		27.9%		-0.1%		7.3%
Households with public assistance income	14.1%	7.5%	8.5%	5.7%	4.6%	1.6%
Per capita income	\$10,796	\$15,070	\$11,451	\$20,741	\$14,107	\$18,501
Percent change		39.6%		81.1%		31.1%
Per capita income Inflation-Adjusted 2000 Dollars*	\$13,412	\$15,070	\$14,225	\$20,741	\$17,525	\$18,501
Percent change		12.4%		45.8%		5.6%
Income below poverty level	13.2%	10.6%	15.5%	12.2%	9.1%	7.0%
Single Parent Households	15.9%	23.4%	14.0%	22.1%	10.5%	21.1%
Married-couple families with children living in poverty	0.0%	0.0%	9.6%	1.9%	2.5%	0.5%
Median home value	\$64,000	\$66,600	\$73,000	\$73,500	\$77,100	\$82,400
Percent change		4.1%		0.7%		6.9%
Median home value Inflation-adjusted 2000 Dollars*	\$79,505	\$66,600	\$90,686	\$73,500	\$95,779	\$82,400
Percent change		-16.2%		-19.0%		-14.0%

\*Inflation adjusted using the chain-weighted price index for personal consumption expenditures for the nation  
Sources: US Bureau of the Census and the Bureau of Economic Analysis.

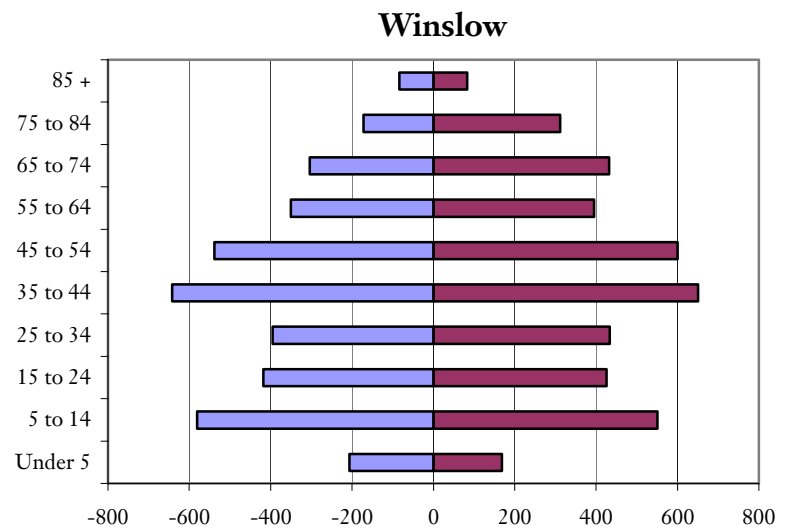
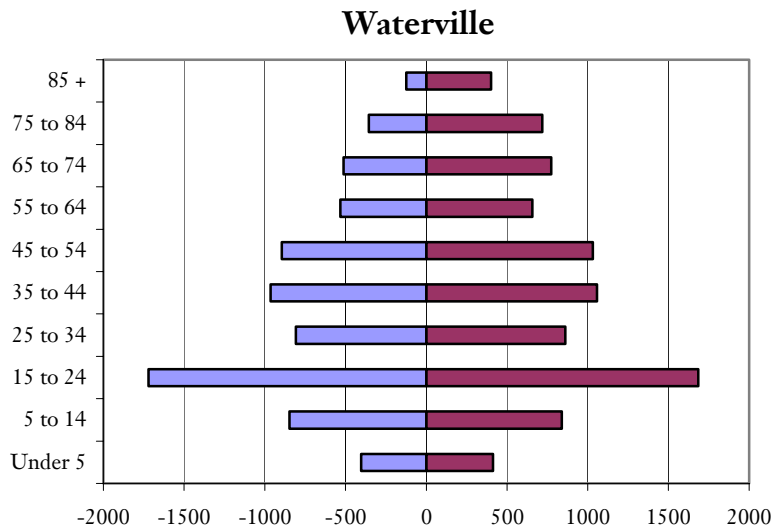
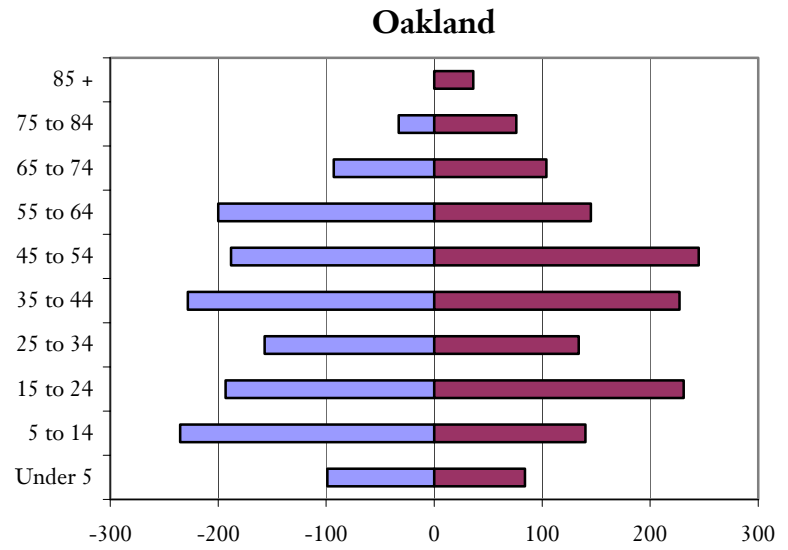
### Age Distributions by Sex 2000 Census Data



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Male  
Female





**Education Levels**

1990	No High School	Some High School	High School Graduate	Some College	College Graduate	Graduate Degree
Greater Waterville Area	9.2%	12.7%	39.9%	20.9%	11.2%	6.0%
Fairfield	10.1%	13.7%	47.8%	15.8%	7.4%	5.1%
Oakland	11.0%	11.3%	37.6%	23.0%	13.7%	3.5%
Waterville	12.3%	13.2%	32.4%	19.9%	12.8%	9.5%
Winslow	10.4%	14.8%	39.5%	20.5%	9.0%	5.7%
Maine	8.8%	12.4%	37.1%	23.0%	12.7%	6.1%
Kennebec County	9.5%	11.6%	38.0%	22.8%	7.1%	6.2%
Somerset County	11.3%	16.7%	43.9%	17.6%	5.2%	3.2%

2000	No High School	Some High School	High School Graduate	Some College	College Graduate	Graduate Degree
Greater Waterville Area	5.2%	9.4%	40.3%	26.8%	11.7%	6.5%
Fairfield	3.8%	7.7%	49.2%	24.9%	8.2%	6.2%
Oakland	2.9%	7.8%	39.7%	30.4%	10.9%	8.3%
Waterville	6.6%	10.7%	37.6%	24.1%	12.8%	8.2%
Winslow	5.9%	9.5%	36.3%	28.4%	14.8%	5.1%
Maine	5.4%	9.2%	36.2%	26.3%	14.9%	7.9%
Kennebec County	5.7%	9.1%	37.7%	26.9%	13.1%	7.6%
Somerset County	6.8%	12.3%	45.3%	23.7%	8.4%	3.4%

Source: US Census data. Educational attainment levels among adults 25 years and older.

**Area Crime Statistics**

Crime	Maine			Kennebec County			Somerset County		
	2001	2002	2003	2001	2002	2003	2001	2002	2003
Murder	19	14	17	2	0	0	0	1	2
Rape	322	391	351	35	42	32	7	11	15
Robbery	263	269	289	16	35	11	4	5	6
Aggravated Assault	819	728	755	35	62	45	37	37	33
Burglary	6,878	6,944	6,571	606	565	622	423	350	358
Larceny	24,515	24,496	24,064	2,243	2,345	2,299	1,017	904	985
Motor Vehicle Theft	1,667	1,418	1,450	138	116	123	99	47	62
Arson	212	174	196	26	15	13	2	7	3
Total Crime	34,695	34,434	33,693	3,101	3,180	3,146	1,589	1,362	1,464

2002, 2003 Crime Statistics

Crime	Area Totals		Waterville		Winslow		Fairfield		Oakland	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
Murder	0	2	0	0	0	0	0	1	0	1
Rape	8	10	4	3	0	4	4	0	0	2
Robbery	13	6	9	5	1	0	1	1	1	0
Aggravated Assault	35	16	17	7	2	1	5	4	5	2
Burglary	211	209	77	85	41	51	41	33	39	28
Larceny	948	905	493	451	148	119	173	196	87	93
Motor Vehicle Theft	44	47	19	16	6	12	12	11	6	8
Arson	3	2	2	2	0	0	1	0	0	0
Total Crime	1,262	1,197	621	569	198	187	237	246	138	134

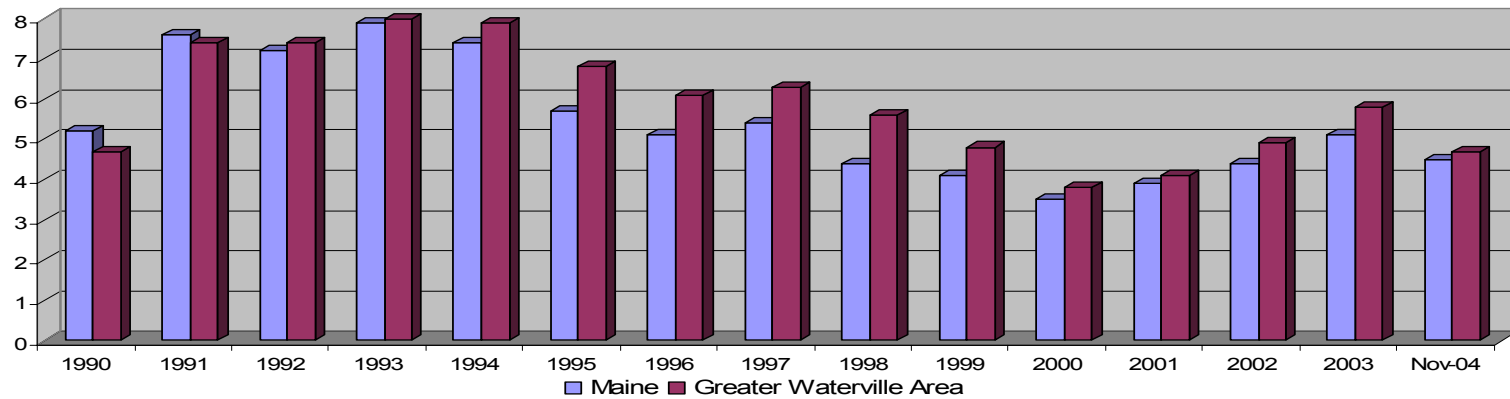
Source: State of Maine Department of Public Safety Crime Report 2002, 2003

Labor Market Statistics

	Maine			Kennebec County			Somerset County			Greater Waterville Area		
	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>
Civilian Labor Force	634,909	685,781	700,282	61,386	60,614	60,266	24,658	26,263	24,383	30,103	30,028	29,799
Number Employment	602,070	662,066	668,443	58,702	58,238	57,560	22,997	24,682	22,356	28,698	28,900	28,413
Number Unemployment	32,839	23,715	31,839	2,684	2,376	2,706	1,661	1,581	2,027	1,405	1,128	1,386
Unemployment Rate	5.2	3.5	4.5	4.4	3.9	4.5	6.7	6.0	8.3	4.7	3.8	4.7

	Waterville			Fairfield			Oakland			Winslow		
	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>	1990	2000	Nov '04 <sup>P</sup>
Civilian Labor Force	8,362	7,246	7,165	3,558	3,334	3,317	3,116	3,177	3,096	4,326	4,065	4,069
Number Employment	7,891	6,952	6,812	3,371	3,205	3,140	2,957	3,070	3,008	4,167	3,956	3,876
Number Unemployment	471	294	353	187	129	177	159	107	88	159	109	193
Unemployment Rate	5.6	4.1	4.9	5.3	3.9	5.3	5.1	3.4	2.8	3.7	2.7	4.7

<sup>P</sup> Preliminary. Source: Maine Department of Labor



Unemployment Rates (%)

### Industry Statistics

Industry	Maine			Kennebec County			Somerset County		
	Firms	Workers	Average Wages	Firms	Workers	Average Wages	Firms	Workers	Average Wages
All Industries	48,961	600,251	\$587	3,598	57,858	\$591	1,434	18,504	\$536
Goods-Producing	9,211	106,940	\$721	585	5,537	\$603	321	6,315	\$692
Natural Resources & Mining	1,105	5,244	\$482	35	346	\$381	63	476	\$481
Construction	6,049	34,309	\$625	434	2,603	\$571	179	2,013	\$745
Manufacturing	2,057	67,387	\$788	116	2,587	\$666	79	3,825	\$691
Service-Producing	39,750	493,311	\$558	3,013	52,321	\$590	1,113	12,189	\$454
Trade, Transportation & Utilities	12,126	130,533	\$513	777	12,559	\$498	385	3,473	\$422
Information	864	11,485	\$719	51	837	\$689	24	160	\$676
Financial Activities	3,743	34,250	\$779	280	1,793	\$587	68	431	\$524
Professional & Business Services	7,286	51,210	\$685	505	4,157	\$698	130	738	\$543
Education & Health Services	5,392	158,224	\$600	560	17,057	\$607	183	4,868	\$531
Leisure & Hospitality	4,871	62,141	\$254	318	4,886	\$227	149	1,603	\$190
Other Services	3,833	17,225	\$429	341	1,689	\$473	98	326	\$353
Public Administration	1,493	28,142	\$715	181	9,343	\$833	76	590	\$566

Source: Maine Department of Labor. Wage data are weekly averages. All the firms, workers and wage data are averages taken over the period from April 2004 to June 2004.

### Industry Statistics

Industry	Fairfield			Oakland			Waterville			Winslow		
	Firms	Workers	Average Wages	Firms	Workers	Average Wages	Firms	Workers	Average Wages	Firms	Workers	Average Wages
All Industries	183	2620	\$549	138	1243	\$561	647	11717	\$521	180	2268	\$538
Goods-Producing	36	703	\$729	33	181	\$497	34	706	\$662	37	553	\$704
Construction	25	564	\$640	23	126	\$504	27	236	\$532	26	110	\$482
Manufacturing	7	78	\$744	9	54	\$481	n/a	n/a	n/a	11	444	\$758
Service-Producing	147	1917	\$482	105	1062	\$572	613	11,011	\$512	143	1715	\$484
Trade, Transportation & Utilities	51	556	\$482	40	430	\$587	164	2995	\$447	51	597	\$449
Information	n/a	n/a	n/a	n/a	n/a	n/a	13	74	\$1075	n/a	n/a	n/a
Financial Activities	9	40	\$453	8	62	\$581	72	457	\$614	7	58	\$430
Professional & Business Services	26	127	\$377	18	59	\$838	80	521	\$650	n/a	n/a	n/a
Education & Health Services	22	952	\$519	n/a	n/a	n/a	151	5021	\$620	22	461	\$445
Leisure & Hospitality	11	99	\$213	15	44	\$272	69	1387	\$199	19	232	\$182
Other Services	16	49	\$318	7	28	\$212	51	417	\$279	21	69	\$317
Public Administration	11	89	\$656	n/a	n/a	n/a	13	139	\$684	n/a	n/a	n/a

Source: Maine Department of Labor. n/a denotes too few firms to report. Wage data are weekly averages.

## The Cost of Living in the Greater Waterville Area

To estimate the cost of living in the Greater Waterville Area we administered a Cost of Living Survey, sampled prices of food and grocery items at area stores, and conducted telephone and in-person sampling of the cost of a visit to the doctor, dentist, a night out at local restaurants, and the purchase of various fuels for home heating and gasoline. The results presented here do not provide a definitive answer to the cost of living in the Greater Waterville Area, but do provide a realistic assessment of some of the key components of basic consumption patterns for area households.

### Cost of Living Survey

In January 2004, a detailed survey containing 121 questions on consumption patterns for a wide variety of items was sent to roughly 500 employees of Colby College who live in the Greater Waterville Area. An additional 500 surveys were mailed to a random sample of households in the area.\* We received a total of 302 valid responses, for a response rate of approximately 30%. As the table at right shows, our results are not perfectly representative of the population in the Greater Waterville Area. However, we do believe that our survey results illustrate relevant consumption patterns for area households.

Location	% of GWA population	% of sample
Fairfield	4.3%	7.0%
Oakland	4.6%	11.3%
Waterville	26.0%	53.0%
Winslow	12.9%	11.6%
Income		
Under 10,000	4.4%	2.0%
10,000-14,999	3.2%	1.7%
15,000-24,999	6.2%	8.9%
25,000-34,999	5.6%	11.6%
35,000-49,999	5.4%	13.6%
50,000 or more	12.3%	61.0%
Education		
Some High School	9.4%	0.7%
High School Graduate	40.3%	9.3%
Some College	26.8%	12.3%
College Graduate	11.7%	19.2%
Graduate Degree	6.5%	56.9%

Some highlights of the 2004 survey results include the following statistics:

- 15.6% received Medicare or Medicaid.
- 32% of the households had children.
- Households in our sample consume an average of 80 gallons of gasoline, 163 gallons of home heating oil, and 14.6 gallons of kerosene in a typical month.
- People in our sample eat at fast food restaurants on average 3 times each month and casual dining restaurants twice a month.
- The average household size in our sample is 2.5 persons – approximately equal to the average household size in the Greater Waterville Area.
- 83% of our sample had computers in the home connected to the Internet.
- The average household in our sample owned 2 cars.

\*Households were selected at random using a current telephone directory.



## The Cost of Food

One of our goals was to try to identify the bundle of food and grocery items purchased each month by the typical household in the Greater Waterville Area. On the survey we asked how much each household consumed of 83 different food and grocery items. We asked only about goods usually purchased and consumed in a month. Goods that lasted more than a month did not appear on our survey, e.g., baking soda, mustard, or light bulbs. From the results we then identified a ‘shopping cart’ of goods that seemed to fit the average household.

In January 2004, we completed an initial price index for food and grocery items in the Greater Waterville Area based on these survey results. Using the same methods in January 2005, three retail outlets, Shaw’s, Hannaford’s, and Wal-Mart, were again surveyed for an identical market basket of goods. For each good, we recorded a price for two name-brand items, one store brand item, and one organic alternative. In some cases (e.g., chips) the price of several different products were surveyed (e.g., potato, pretzel, & corn). We tried to record the price of the same sized package at each location. Further, we sought to use the same brand names and product sizes as those recorded in the 2004 survey. We also recorded ‘per unit’ prices (e.g., price per pound) for each item to facilitate comparisons. Over 100 prices were recorded at each location, and an average price was then computed for each item on the survey.

Based on the shopping cart of goods identified in the table at right, we applied the average price of each good to calculate the cost of the total bundle. For name-brand goods, a shopping cart containing these items would ring up as \$330.05 at the check-out register. By substituting store brand goods when available instead of name-brand goods, the resulting shopping cart would cost \$262.86, for a savings of \$67.19, or 20%.

## Typical Monthly Shopping List

- 5 gallons of milk
- 2 dozen eggs
- 2 pounds of butter
- 2 pounds of margarine
- 2.5 pounds of cheese
- 8 servings of yogurt
- 3 heads of lettuce
- 3 pounds of broccoli
- 5 pounds of bananas
- 4 pounds of apples
- 4 pounds of oranges/grapefruit
- 2 pounds of squash
- 3 pounds of carrots
- 2 heads of garlic
- 8 pounds of potatoes
- 3 pounds of onions
- 4 packages of frozen vegetables
- 5 frozen prepared meals
- 4 pounds of hamburger
- 5 pounds of chicken
- 4 pounds of pork
- 3 pounds of fish
- 4 cans of tuna
- 2 packages of hotdogs
- 6 cans of soup
- 4 pounds of deli meats
- 2 boxes of oatmeal
- 4 boxes of breakfast cereal
- 4 boxes of pasta/rice
- 3 jars of pasta sauce
- 4 boxes of macaroni & cheese
- 3 bottles of juice
- 6-pack of soda
- 2 large bottles of soda
- 3 bags of chips
- 3 loaves of bread
- 1 jar of peanut butter
- 1 jar of jelly
- 2 boxes of crackers
- 2 packages of cookies
- 1 gallon of ice cream
- 1 tube of toothpaste
- 1 bottle of shampoo
- 1 stick of deodorant
- 8 rolls of toilet paper
- 3 bars of soap
- 4 rolls of paper towels
- 1 box of garbage bags
- 1 package of feminine products
- 1 bottle of dish detergent
- 1 bottle of laundry detergent

Notably, the variety of organic goods available in local grocery stores has increased dramatically since January 2004. To determine how much more consumers pay for organic goods we constructed a hypothetical shopping cart containing organic foods and environmentally conscious grocery items. If organic items were not available, we assumed that our shopper would choose name-brand items. Constructed in this fashion, a shopping cart reflecting a preference for organic goods would cost \$404.87. This results in a bundle which costs 22.7% more than a basket consisting of only name-brand goods.

Since the basket of name-brand goods has remained constant, a comparison of the 2004 and 2005 totals enabled us to calculate an estimate of food and grocery price inflation for the Greater Waterville Area. From January 2004 to January 2005 prices for our name-brand market basket of goods rose by 2.46%. On a national level, food prices (excluding grocery items) increased by 2.84% during this same period according to the US Bureau of Labor Statistics' consumer price index for food.

Several items did not make it into our shopping basket because not enough people in our original survey chose them and therefore we opted not to call them 'typical'. However, many of these items are important to households in the area. Average prices for these goods and the 2005 change in price are reported in the table below.

**Average Prices – January 2004 and 2005**

	2004	2005	%change
6-pack of beer	4.74	5.12	8.0
Bottle of wine	8.49	8.74	2.9
Carton of cigarettes	37.70	38.40	1.9
Half gallon of soy milk	2.32	4.79	106
Pound of salmon	3.99	5.49	37.6
Pound of lobster	8.99	6.99	-22.2
Pound of Gourmet cheese	6.49	7.53	16.0
Small jar of baby food	0.62	0.70	12.9
Liquid infant formula	4.69	5.18	10.3
Box of dry mix formula	9.88	9.48	-4.1
Large package of diapers	9.07	7.93	-12.6
Small package of diapers	8.20	7.67	-6.5
Can of dog food	0.53	0.55	3.1
Can of cat food	0.41	0.45	9.4
Bag of dog food	5.03	3.80	-24.5
Bag of cat food	3.94	5.28	34.0

**Average Costs of Living in the Greater Waterville Area\***

	2004	2005	%change
Gallon of gasoline	1.66	1.88	13.5
Fast food meal	3.59	4.11	14.5
Cable TV Service (per month)	40.25	45.90	14.0
Dentist visit: basic cleaning, no x-rays	71.25	71.83	0.8
Doctor's visit: physical exam, no blood work	167	160	-4.2
Interest rate on a 1-year CD	0.70%	1.79%	
Interest rate on a passbook savings account	0.35%	0.38%	
Haircut: male	8.66	10.33	19.3
Haircut: female	17.33	14.67	-15.4
Large cheese pizza delivered	9.99	10.59	6.0
2004 Toyota Corolla, 4-door, automatic transmission	14,370	15,500	7.9
Child care (per week)	96.25	95.17	-1.1
Skiing: one-day lift ticket & equipment rental	86	91	5.8
Retirement home (per month)	2286.00	4195.33	83.5
One night movie rental: new release	4.00	3.83	-4.3

\*Based on a sample of several alternatives.

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The conclusions and analysis presented in this abstract represent the views of the authors and do not necessarily represent the opinions of the faculty and staff at Colby College.

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