Community Profile

Key Road Plaza
109 Key Rd, Keene, New Hampshire, 03431
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	5,861	23,027	29,871
2020 Total Population	5,026	22,375	29,560
2020 Group Quarters	1,678	2,257	2,611
2026 Total Population	5,120	22,548	29,966
2026 Group Quarters	1,442	1,945	2,246
2031 Total Population	5,223	22,808	30,325
2026-2031 Annual Rate	0.40%	0.23%	0.24%
2026 Total Daytime Population	8,663	29,030	35,093
Workers	6,163	17,895	20,376
Residents	2,500	11,135	14,717

Household Summary			
2010 Total Households	1,421	9,107	11,802
2010 Average Household Size	2.25	2.21	2.28
2020 Total Households	1,616	9,526	12,365
2020 Average Household Size	2.07	2.11	2.18
2026 Total Households	1,782	10,067	13,192
2026 Average Household Size	2.06	2.05	2.10
2031 Total Households	1,859	10,383	13,618
2031 Average Household Size	2.03	2.01	2.06
2026-2031 Annual Rate	0.85%	0.62%	0.64%
2026 Families	762	5,216	7,146
2026 Average Family Size	2.82	2.63	2.67
2031 Families	787	5,349	7,338
2031 Average Family Size	2.78	2.58	2.61
2026-2031 Growth Rate	0.65%	0.50%	0.53%

Median Household Income			
2026	$54,330	$75,597	$78,069
2031	$60,978	$83,055	$86,853

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	$29,982	$43,338	$44,251
2031	$33,532	$48,709	$49,774

2026 Households by Income			
Household Income Base	1,782	10,066	13,193
<$10,000	5.9%	3.6%	3.3%
$10,000-14,999	10.8%	4.2%	3.6%
$15,000-19,999	8.8%	3.5%	3.0%
$20,000-24,999	1.7%	1.8%	1.9%
$25,000-29,999	2.0%	2.0%	2.2%
$30,000-34,999	3.4%	3.1%	2.9%
$35,000-39,999	7.7%	7.0%	6.6%
$40,000-44,999	3.8%	4.0%	4.2%
$45,000-49,999	2.1%	2.6%	2.3%
$50,000-59,999	8.1%	9.5%	9.1%
$60,000-74,999	6.7%	8.2%	8.8%
$75000-99999	8.6%	14.4%	14.1%
$100,000-124,999	7.6%	10.4%	12.2%
$125,000-149,999	5.4%	8.9%	9.1%
$150000-199999	12.1%	8.0%	8.1%
$200,000-249,999	2.5%	3.8%	3.8%
$250,000-299,999	1.2%	1.9%	2.0%
$300,000-399,999	0.7%	1.2%	1.2%
$400,000-499,999	0.6%	1.1%	1.1%
$500,000+	0.4%	0.8%	0.8%
Average Household Income	$79,994	$97,266	$99,209

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	51	83	84
Percent of Income for Mortgage	39.6%	24.3%	23.9%
Wealth Index	55	75	78

Median Home Value			
2026	$365,508	$312,775	$317,656
2031	$380,628	$321,606	$326,305

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 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	583	5,264	7,543
<$50,000	1.0%	4.7%	4.4%
$50,000 - $99,999	1.9%	0.7%	1.3%
$100,000 - $149,999	0.9%	2.1%	2.1%
$150,000 - $199,999	3.8%	7.8%	6.7%
$200,000 - $249,999	7.2%	12.7%	12.1%
$250,000 - $299,999	14.1%	18.0%	17.9%
$300,000 - $399,999	32.1%	31.1%	31.3%
$400,000 - $499,999	26.1%	15.2%	16.2%
$500,000 - $749,999	8.2%	5.2%	5.8%
$750,000 - $999,999	4.0%	2.0%	1.8%
$1,000,000 - $1,499,999	0.2%	0.3%	0.2%
$1,500,000 - $1,999,999	0.3%	0.1%	0.2%
$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	$391,591	$330,460	$334,545

Housing Unit Summary			
2010 Total Housing Units	1,506	9,798	12,694
Owner Occupied Housing Units	37.1%	53.6%	58.0%
Renter Occupied Housing Units	62.9%	46.4%	42.0%
Vacant Housing Units	5.6%	7.0%	7.0%
2020 Housing Units	1,824	10,371	13,404
Owner Occupied Housing Units	33.0%	51.7%	56.3%
Renter Occupied Housing Units	67.0%	48.3%	43.7%
Vacant Housing Units	11.7%	8.2%	8.0%
2026 Housing Units	1,970	10,918	14,215
Owner Occupied Housing Units	32.5%	52.3%	57.2%
Renter Occupied Housing Units	67.5%	47.7%	42.8%
Vacant Housing Units	9.5%	7.8%	7.2%
2031 Total Housing Units	2,059	11,193	14,585
Owner Occupied Housing Units	33.5%	53.2%	58.1%
Renter Occupied Housing Units	66.5%	46.8%	41.9%
Vacant Housing Units	9.7%	7.2%	6.6%

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	2,444	11,025	14,696
Females	2,676	11,523	15,270

Median Age			
2010	22.3	33.8	36.5
2020	24.1	38.2	39.9
2026	24.5	39.3	41.0
2031	24.8	40.7	42.3

2026 Population by Age			
Total	5,118	22,548	29,965
0 - 4	2.8%	4.0%	4.0%
5 - 9	2.7%	3.8%	3.9%
10 - 14	3.1%	4.5%	4.7%
15 - 24	44.0%	19.5%	17.8%
25 - 34	11.3%	13.0%	12.3%
35 - 44	8.8%	12.1%	12.2%
45 - 54	7.2%	9.6%	9.8%
55 - 64	7.2%	11.5%	12.0%
65 - 74	6.7%	11.0%	11.7%
75 - 84	4.2%	7.3%	7.8%
85 +	1.8%	2.8%	2.9%
18 +	89.2%	84.7%	84.3%

2026 Population 15+ by Marital Status			
Total	4,682	19,792	26,182
Never Married	68.3%	41.4%	38.0%
Married	19.5%	40.5%	43.3%
Widowed	2.8%	6.6%	7.1%
Divorced	9.4%	11.6%	11.5%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	2,431	15,386	20,862
Less than 9th Grade	1.0%	1.0%	1.0%
9th - 12th Grade, No Diploma	5.3%	3.2%	3.6%
High School Graduate	19.1%	23.3%	24.0%
GED/Alternative Credential	2.5%	3.5%	3.6%
Some College, No Degree	16.1%	16.3%	16.5%
Associate Degree	9.4%	9.0%	9.2%
Bachelor's Degree	32.5%	27.8%	26.6%
Graduate/Professional Degree	14.1%	15.9%	15.5%

2020 Population by Race/Ethnicity			
Total	5,026	22,375	29,560
White Alone	90.4%	90.0%	90.3%
Black Alone	1.9%	1.3%	1.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.0%	2.2%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.2%	1.1%
Two or More Races	1.5%	1.2%	1.1%
Hispanic Origin	3.2%	3.0%	2.7%
Diversity Index	23.1	23.4	22.4

2026 Population by Race/Ethnicity			
Total	5,119	22,548	29,966
White Alone	89.5%	89.1%	89.5%
Black Alone	2.3%	1.6%	1.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.8%	2.0%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.3%	1.2%
Two or More Races	4.5%	5.7%	5.7%
Hispanic Origin	3.8%	3.5%	3.2%
Diversity Index	25.4	25.6	24.5

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 Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,797	11,759	15,708
White Collar	66.5%	67.6%	67.3%
Management/Business/Financial	14.4%	17.3%	17.4%
Professional	25.8%	26.4%	25.5%
Sales	15.1%	11.4%	11.7%
Administrative Support	11.1%	12.5%	12.7%
Services	21.6%	15.3%	14.6%

2026 Employed Pop 16+ by Occupation			
Total	2,797	11,759	15,708
Blue Collar	12.0%	17.0%	18.1%
Farming/Forestry/Fishing	2.0%	0.5%	0.4%
Construction/Extraction	1.6%	3.6%	4.0%
Installation/Maintenance/Repair	1.4%	0.9%	1.3%
Production	3.6%	7.8%	8.0%
Transportation/Material Moving	3.4%	4.3%	4.4%
White Collar	66.5%	67.6%	67.3%
Management/Business/Financial	14.4%	17.3%	17.4%
Professional	25.8%	26.4%	25.5%
Sales	15.1%	11.4%	11.7%
Administrative Support	11.1%	12.5%	12.7%
Services	21.6%	15.3%	14.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,797	11,759	15,708
Population 16+ Employed	96.6%	97.8%	97.9%
Population 16+ Unemployment rate	3.4%	2.2%	2.1%
Population 16-24 Employed	46.0%	22.8%	21.1%
Population 16-24 Unemployment rate	4.5%	4.0%	3.8%
Population 25-54 Employed	38.5%	54.7%	54.9%
Population 25-54 Unemployment rate	2.5%	1.8%	1.7%
Population 55-64 Employed	9%	14%	14%
Population 55-64 Unemployment rate	2.4%	1.7%	1.7%
Population 65+ Employed	4%	7%	7%
Population 65+ Unemployment rate	0.0%	0.3%	0.9%

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 Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,703	11,500	15,378
Agriculture/Mining	1.8%	1.0%	0.9%
Construction	3.0%	4.6%	5.2%
Manufacturing	8.7%	15.8%	16.0%
Wholesale Trade	0.6%	1.6%	1.9%
Retail Trade	16.0%	13.1%	12.5%
Transportation/Utilities	2.5%	4.2%	4.4%
Information	1%	1%	1%
Finance/Insurance/Real Estate	6.5%	6.1%	6.5%
Services	58.4%	49.7%	48.3%
Public Administration	1.7%	2.6%	3.0%

2026 Consumer Spending			
Apparel & Services: Total $	$3,154,059	$20,819,677	$27,592,786
Average Spent	$1,769.95	$2,068.11	$2,091.63
Spending Potential Index	69	81	82
Education: Total $	$2,725,802	$16,594,787	$22,039,512
Average Spent	$1,529.63	$1,648.43	$1,670.67
Spending Potential Index	76	82	83
Entertainment/Recreation: Total $	$5,025,170	$35,423,520	$47,537,095
Average Spent	$2,819.96	$3,518.78	$3,603.48
Spending Potential Index	66	82	84
Food at Home: Total $	$9,707,585	$65,599,491	$87,146,745
Average Spent	$5,447.58	$6,516.29	$6,606.03
Spending Potential Index	69	83	84
Food Away from Home: Total $	$5,444,092	$35,693,686	$47,364,600
Average Spent	$3,055.05	$3,545.61	$3,590.40
Spending Potential Index	68	79	80
Health Care: Total $	$9,003,128	$66,329,652	$89,498,722
Average Spent	$5,052.26	$6,588.82	$6,784.32
Spending Potential Index	63	82	85
HH Furnishings & Equipment: Total $	$3,338,182	$22,952,583	$30,705,980
Average Spent	$1,873.28	$2,279.98	$2,327.62
Spending Potential Index	66	80	82
Personal Care Products & Services: Total $	$1,401,348	$9,252,308	$12,284,093
Average Spent	$786.39	$919.07	$931.18
Spending Potential Index	69	81	82

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 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$34,019,872	$221,672,929	$293,045,545
Average Spent	$19,090.84	$22,019.76	$22,213.88
Spending Potential Index	69	80	81
Support Payments/Gifts in Kind: Total $	$3,312,832	$24,818,104	$33,565,547
Average Spent	$1,859.05	$2,465.29	$2,544.39
Spending Potential Index	61	81	84
Travel: Total $	$3,908,060	$28,580,988	$38,627,069
Average Spent	$2,193.08	$2,839.08	$2,928.07
Spending Potential Index	60	78	80
Vehicle Maintenance & Repairs: Total $	$1,542,428	$10,399,316	$13,846,197
Average Spent	$865.56	$1,033.01	$1,049.59
Spending Potential Index	70	83	85

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

Legacy Hills (K1):

This segment is characterized by aging suburbanites near metro areas with many social service workers.

Learn more about this segment...

5 miles

Loyal Locals (K3):

This segment is characterized by senior Midwestern and Southern suburbanites in stable growth areas.

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.