Community Profile

Riverside Plaza
342 Winchester St, Keene, New Hampshire, 03431
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	7,639	22,865	29,821
2020 Total Population	6,917	22,208	29,508
2020 Group Quarters	1,757	2,237	2,609
2026 Total Population	7,192	22,382	29,886
2026 Group Quarters	1,510	1,927	2,244
2031 Total Population	7,353	22,644	30,239
2026-2031 Annual Rate	0.44%	0.23%	0.24%
2026 Total Daytime Population	11,468	27,927	35,072
Workers	8,088	16,875	20,430
Residents	3,380	11,052	14,642

Household Summary			
2010 Total Households	2,389	9,031	11,738
2010 Average Household Size	2.06	2.21	2.29
2020 Total Households	2,671	9,446	12,299
2020 Average Household Size	1.93	2.11	2.19
2026 Total Households	2,976	9,985	13,118
2026 Average Household Size	1.91	2.05	2.11
2031 Total Households	3,109	10,300	13,539
2031 Average Household Size	1.88	2.01	2.07
2026-2031 Annual Rate	0.88%	0.62%	0.63%
2026 Families	1,212	5,162	7,096
2026 Average Family Size	2.60	2.63	2.68
2031 Families	1,258	5,294	7,286
2031 Average Family Size	2.55	2.58	2.62
2026-2031 Growth Rate	0.75%	0.51%	0.53%

Median Household Income			
2026	$55,544	$75,671	$78,001
2031	$61,513	$83,082	$86,805

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	$31,467	$43,398	$44,268
2031	$35,330	$48,766	$49,816

2026 Households by Income			
Household Income Base	2,978	9,987	13,120
<$10,000	4.9%	3.6%	3.3%
$10,000-14,999	8.2%	4.2%	3.6%
$15,000-19,999	6.9%	3.4%	3.1%
$20,000-24,999	1.9%	1.8%	1.9%
$25,000-29,999	2.4%	2.0%	2.2%
$30,000-34,999	4.5%	3.1%	2.9%
$35,000-39,999	8.1%	7.0%	6.6%
$40,000-44,999	3.6%	3.9%	4.1%
$45,000-49,999	3.1%	2.6%	2.3%
$50,000-59,999	10.5%	9.6%	9.1%
$60,000-74,999	6.9%	8.3%	8.8%
$75000-99999	12.3%	14.5%	14.1%
$100,000-124,999	7.4%	10.4%	12.2%
$125,000-149,999	6.8%	8.9%	9.1%
$150000-199999	8.6%	7.9%	8.1%
$200,000-249,999	1.8%	3.8%	3.8%
$250,000-299,999	0.9%	2.0%	2.0%
$300,000-399,999	0.4%	1.2%	1.2%
$400,000-499,999	0.5%	1.1%	1.1%
$500,000+	0.3%	0.8%	0.8%
Average Household Income	$75,638	$97,413	$99,225

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	83	84
Percent of Income for Mortgage	34.4%	24.4%	24.0%
Wealth Index	46	75	78

Median Home Value			
2026	$324,535	$313,720	$317,985
2031	$335,512	$322,232	$326,748

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	926	5,189	7,491
<$50,000	1.2%	4.4%	4.5%
$50,000 - $99,999	1.3%	0.7%	1.3%
$100,000 - $149,999	2.2%	2.1%	2.1%
$150,000 - $199,999	8.9%	7.8%	6.7%
$200,000 - $249,999	11.4%	12.7%	12.1%
$250,000 - $299,999	17.8%	17.9%	17.8%
$300,000 - $399,999	29.1%	31.4%	31.2%
$400,000 - $499,999	22.5%	15.4%	16.2%
$500,000 - $749,999	3.9%	5.0%	5.8%
$750,000 - $999,999	1.4%	2.0%	1.9%
$1,000,000 - $1,499,999	0.1%	0.3%	0.2%
$1,500,000 - $1,999,999	0.2%	0.1%	0.1%
$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	$338,296	$331,401	$335,117

Housing Unit Summary			
2010 Total Housing Units	2,633	9,713	12,636
Owner Occupied Housing Units	33.4%	53.3%	58.0%
Renter Occupied Housing Units	66.6%	46.7%	42.0%
Vacant Housing Units	9.3%	7.0%	7.1%
2020 Housing Units	3,077	10,285	13,348
Owner Occupied Housing Units	30.6%	51.4%	56.2%
Renter Occupied Housing Units	69.4%	48.6%	43.8%
Vacant Housing Units	11.9%	8.3%	8.0%
2026 Housing Units	3,370	10,833	14,149
Owner Occupied Housing Units	31.1%	52.0%	57.1%
Renter Occupied Housing Units	68.9%	48.0%	42.9%
Vacant Housing Units	11.7%	7.8%	7.3%
2031 Total Housing Units	3,512	11,107	14,515
Owner Occupied Housing Units	32.2%	52.9%	58.1%
Renter Occupied Housing Units	67.8%	47.1%	41.9%
Vacant Housing Units	11.5%	7.3%	6.7%

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	3,519	10,944	14,654
Females	3,673	11,438	15,232

Median Age			
2010	23.1	33.7	36.5
2020	26.4	38.1	39.9
2026	28.8	39.1	41.0
2031	29.6	40.6	42.3

2026 Population by Age			
Total	7,192	22,381	29,886
0 - 4	3.2%	4.0%	4.0%
5 - 9	2.9%	3.8%	3.9%
10 - 14	3.4%	4.5%	4.7%
15 - 24	35.4%	19.6%	17.8%
25 - 34	14.4%	13.1%	12.3%
35 - 44	10.4%	12.1%	12.2%
45 - 54	7.6%	9.6%	9.8%
55 - 64	8.6%	11.4%	12.1%
65 - 74	7.2%	10.9%	11.7%
75 - 84	4.8%	7.3%	7.8%
85 +	1.6%	2.8%	2.9%
18 +	88.1%	84.7%	84.3%

2026 Population 15+ by Marital Status			
Total	6,508	19,644	26,117
Never Married	63.1%	41.5%	38.1%
Married	24.8%	40.3%	43.2%
Widowed	2.2%	6.5%	7.2%
Divorced	9.9%	11.7%	11.5%

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 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,965	15,255	20,802
Less than 9th Grade	0.8%	1.0%	1.0%
9th - 12th Grade, No Diploma	4.4%	3.2%	3.6%
High School Graduate	22.2%	23.4%	24.0%
GED/Alternative Credential	3.4%	3.6%	3.6%
Some College, No Degree	19.1%	16.3%	16.5%
Associate Degree	8.8%	9.0%	9.1%
Bachelor's Degree	25.9%	27.8%	26.7%
Graduate/Professional Degree	15.5%	15.8%	15.4%

2020 Population by Race/Ethnicity			
Total	6,917	22,208	29,508
White Alone	89.7%	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	3.5%	3.0%	2.7%
Diversity Index	24.7	23.5	22.4

2026 Population by Race/Ethnicity			
Total	7,191	22,382	29,885
White Alone	88.8%	89.1%	89.5%
Black Alone	2.3%	1.7%	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	5.2%	5.7%	5.7%
Hispanic Origin	4.1%	3.5%	3.2%
Diversity Index	27.0	25.7	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	3,882	11,678	15,700
White Collar	68.8%	67.6%	67.4%
Management/Business/Financial	15.3%	17.3%	17.3%
Professional	27.0%	26.4%	25.6%
Sales	14.5%	11.4%	11.7%
Administrative Support	12.0%	12.5%	12.9%
Services	17.9%	15.3%	14.6%

2026 Employed Pop 16+ by Occupation			
Total	3,882	11,678	15,700
Blue Collar	13.3%	17.1%	18.1%
Farming/Forestry/Fishing	1.5%	0.5%	0.4%
Construction/Extraction	1.8%	3.5%	4.0%
Installation/Maintenance/Repair	0.8%	0.9%	1.3%
Production	5.3%	7.8%	8.0%
Transportation/Material Moving	3.9%	4.4%	4.4%
White Collar	68.8%	67.6%	67.4%
Management/Business/Financial	15.3%	17.3%	17.3%
Professional	27.0%	26.4%	25.6%
Sales	14.5%	11.4%	11.7%
Administrative Support	12.0%	12.5%	12.9%
Services	17.9%	15.3%	14.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,882	11,678	15,700
Population 16+ Employed	97.8%	97.8%	97.9%
Population 16+ Unemployment rate	2.2%	2.2%	2.1%
Population 16-24 Employed	38.0%	22.9%	21.1%
Population 16-24 Unemployment rate	3.8%	4.1%	3.7%
Population 25-54 Employed	46.1%	54.7%	54.8%
Population 25-54 Unemployment rate	1.3%	1.8%	1.7%
Population 55-64 Employed	10%	14%	15%
Population 55-64 Unemployment rate	1.0%	1.8%	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	3,795	11,418	15,374
Agriculture/Mining	1.0%	1.0%	0.9%
Construction	3.0%	4.5%	5.2%
Manufacturing	10.6%	15.8%	16.2%
Wholesale Trade	0.8%	1.6%	1.9%
Retail Trade	16.3%	13.1%	12.4%
Transportation/Utilities	4.2%	4.3%	4.4%
Information	1%	1%	1%
Finance/Insurance/Real Estate	5.2%	6.1%	6.5%
Services	55.4%	49.7%	48.2%
Public Administration	2.1%	2.6%	3.0%

2026 Consumer Spending			
Apparel & Services: Total $	$4,986,506	$20,696,421	$27,454,118
Average Spent	$1,675.57	$2,072.75	$2,092.86
Spending Potential Index	66	81	82
Education: Total $	$4,091,936	$16,499,663	$21,911,968
Average Spent	$1,374.98	$1,652.44	$1,670.37
Spending Potential Index	69	82	83
Entertainment/Recreation: Total $	$8,015,225	$35,194,840	$47,291,626
Average Spent	$2,693.29	$3,524.77	$3,605.09
Spending Potential Index	63	82	84
Food at Home: Total $	$15,532,897	$65,185,551	$86,735,454
Average Spent	$5,219.39	$6,528.35	$6,611.94
Spending Potential Index	66	83	84
Food Away from Home: Total $	$8,538,884	$35,478,451	$47,120,891
Average Spent	$2,869.25	$3,553.17	$3,592.08
Spending Potential Index	64	80	80
Health Care: Total $	$14,622,181	$65,853,555	$89,074,694
Average Spent	$4,913.37	$6,595.25	$6,790.26
Spending Potential Index	61	82	85
HH Furnishings & Equipment: Total $	$5,274,420	$22,804,313	$30,543,068
Average Spent	$1,772.32	$2,283.86	$2,328.33
Spending Potential Index	62	80	82
Personal Care Products & Services: Total $	$2,198,631	$9,196,786	$12,219,216
Average Spent	$738.79	$921.06	$931.48
Spending Potential Index	65	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 $	$53,190,599	$220,388,766	$291,482,260
Average Spent	$17,873.19	$22,071.98	$22,220.02
Spending Potential Index	65	80	81
Support Payments/Gifts in Kind: Total $	$5,350,687	$24,642,948	$33,381,786
Average Spent	$1,797.95	$2,468.00	$2,544.73
Spending Potential Index	59	81	84
Travel: Total $	$6,201,451	$28,392,554	$38,400,659
Average Spent	$2,083.82	$2,843.52	$2,927.33
Spending Potential Index	57	78	80
Vehicle Maintenance & Repairs: Total $	$2,441,771	$10,334,379	$13,778,688
Average Spent	$820.49	$1,034.99	$1,050.36
Spending Potential Index	66	84	85

Top Tapestry Segment

1 mile	3 miles	5 miles
Single Thrifties (C1):	**Legacy Hills (K1)**:	**Legacy Hills (K1)**:
This segment is characterized by young, mobile renters in Midwestern and Southern neighborhoods.	This segment is characterized by aging suburbanites near metro areas with many social service workers.	This segment is characterized by aging suburbanites near metro areas with many social service workers.
Learn more about this segment...	Learn more about this segment...	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.