



Community Profile

Rings: 1, 3, 5 mile radii

55 Key Rd, Keene, NH 03431, USA

Latitude: 42.9247

Longitude: -72.29227

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	6,432	22,069	28,775
2010 Total Population	7,136	22,965	29,923
2021 Total Population	6,754	22,651	29,784
2021 Group Quarters	2,128	2,651	2,678
2026 Total Population	6,757	22,777	30,012
2021-2026 Annual Rate	0.01%	0.11%	0.15%
2021 Total Daytime Population	10,249	28,605	34,492
Workers	6,563	17,951	20,766
Residents	3,686	10,654	13,726
Household Summary			
2000 Households	2,102	8,913	11,496
2000 Average Household Size	2.26	2.23	2.31
2010 Households	2,074	9,036	11,817
2010 Average Household Size	2.28	2.22	2.28
2021 Households	2,064	9,139	12,004
2021 Average Household Size	2.24	2.19	2.26
2026 Households	2,072	9,227	12,142
2026 Average Household Size	2.23	2.18	2.25
2021-2026 Annual Rate	0.08%	0.19%	0.23%
2010 Families	938	4,800	6,647
2010 Average Family Size	2.87	2.77	2.82
2021 Families	897	4,682	6,541
2021 Average Family Size	2.83	2.75	2.81
2026 Families	891	4,675	6,554
2026 Average Family Size	2.83	2.75	2.80
2021-2026 Annual Rate	-0.13%	-0.03%	0.04%
Housing Unit Summary			
2000 Housing Units	2,191	9,286	11,952
Owner Occupied Housing Units	41.7%	54.0%	58.4%
Renter Occupied Housing Units	54.3%	42.0%	37.8%
Vacant Housing Units	4.0%	4.0%	3.8%
2010 Housing Units	2,237	9,759	12,689
Owner Occupied Housing Units	37.5%	49.5%	54.1%
Renter Occupied Housing Units	55.3%	43.1%	39.0%
Vacant Housing Units	7.3%	7.4%	6.9%
2021 Housing Units	2,268	10,058	13,146
Owner Occupied Housing Units	37.6%	49.2%	53.9%
Renter Occupied Housing Units	53.4%	41.6%	37.4%
Vacant Housing Units	9.0%	9.1%	8.7%
2026 Housing Units	2,292	10,218	13,383
Owner Occupied Housing Units	37.8%	49.4%	54.1%
Renter Occupied Housing Units	52.6%	40.9%	36.6%
Vacant Housing Units	9.6%	9.7%	9.3%
Median Household Income			
2021	\$44,638	\$55,487	\$58,095
2026	\$45,006	\$55,888	\$59,213
Median Home Value			
2021	\$181,151	\$198,616	\$199,536
2026	\$215,039	\$239,333	\$243,049
Per Capita Income			
2021	\$19,821	\$29,484	\$30,890
2026	\$20,742	\$31,239	\$32,932
Median Age			
2010	23.3	33.7	36.5
2021	24.1	36.1	38.8
2026	24.2	37.3	39.6

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	2,064	9,139	12,004
<\$15,000	19.2%	10.9%	9.7%
\$15,000 - \$24,999	8.7%	9.8%	9.1%
\$25,000 - \$34,999	12.0%	8.9%	8.4%
\$35,000 - \$49,999	14.1%	14.4%	14.5%
\$50,000 - \$74,999	20.6%	20.0%	19.6%
\$75,000 - \$99,999	11.9%	14.6%	15.2%
\$100,000 - \$149,999	8.8%	13.9%	15.5%
\$150,000 - \$199,999	1.2%	2.8%	3.2%
\$200,000+	3.3%	4.7%	4.7%
Average Household Income	\$59,878	\$73,785	\$76,210
2026 Households by Income			
Household Income Base	2,072	9,227	12,142
<\$15,000	18.8%	10.6%	9.3%
\$15,000 - \$24,999	9.1%	9.9%	9.2%
\$25,000 - \$34,999	11.0%	8.2%	7.7%
\$35,000 - \$49,999	15.3%	15.3%	15.2%
\$50,000 - \$74,999	20.1%	19.2%	18.7%
\$75,000 - \$99,999	12.2%	14.8%	15.6%
\$100,000 - \$149,999	9.0%	14.2%	16.0%
\$150,000 - \$199,999	1.2%	2.9%	3.4%
\$200,000+	3.4%	4.9%	5.0%
Average Household Income	\$62,734	\$77,953	\$80,982
2021 Owner Occupied Housing Units by Value			
Total	853	4,949	7,088
<\$50,000	1.8%	4.6%	5.4%
\$50,000 - \$99,999	4.8%	3.0%	3.1%
\$100,000 - \$149,999	25.1%	14.8%	15.2%
\$150,000 - \$199,999	29.5%	28.5%	26.6%
\$200,000 - \$249,999	14.8%	18.3%	18.2%
\$250,000 - \$299,999	8.6%	12.8%	12.8%
\$300,000 - \$399,999	12.8%	13.8%	13.8%
\$400,000 - \$499,999	1.5%	2.6%	2.8%
\$500,000 - \$749,999	1.1%	1.2%	1.6%
\$750,000 - \$999,999	0.1%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$205,474	\$222,066	\$223,127
2026 Owner Occupied Housing Units by Value			
Total	867	5,043	7,240
<\$50,000	0.9%	1.9%	2.3%
\$50,000 - \$99,999	3.3%	2.0%	2.0%
\$100,000 - \$149,999	19.3%	10.9%	11.0%
\$150,000 - \$199,999	22.1%	21.2%	19.5%
\$200,000 - \$249,999	14.8%	17.8%	17.5%
\$250,000 - \$299,999	11.8%	16.7%	17.0%
\$300,000 - \$399,999	23.9%	23.2%	23.1%
\$400,000 - \$499,999	2.4%	4.1%	4.4%
\$500,000 - \$749,999	1.5%	1.8%	2.5%
\$750,000 - \$999,999	0.1%	0.2%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$238,032	\$254,778	\$258,847

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	7,136	22,965	29,925
0 - 4	2.9%	3.9%	4.2%
5 - 9	3.5%	4.8%	4.9%
10 - 14	2.8%	4.5%	4.8%
15 - 24	50.3%	27.7%	23.9%
25 - 34	7.5%	10.4%	10.5%
35 - 44	7.2%	10.4%	11.0%
45 - 54	8.1%	12.8%	13.7%
55 - 64	7.6%	11.1%	12.0%
65 - 74	3.9%	6.4%	7.0%
75 - 84	4.0%	5.4%	5.4%
85 +	2.2%	2.6%	2.5%
18 +	88.7%	83.7%	82.7%
2021 Population by Age			
Total	6,754	22,649	29,782
0 - 4	2.7%	3.6%	3.8%
5 - 9	3.2%	3.9%	4.1%
10 - 14	2.5%	3.8%	4.2%
15 - 24	46.3%	24.4%	21.0%
25 - 34	9.7%	13.1%	12.9%
35 - 44	6.9%	9.7%	10.3%
45 - 54	7.3%	10.4%	11.0%
55 - 64	8.1%	12.1%	13.0%
65 - 74	6.4%	9.8%	10.7%
75 - 84	4.5%	6.0%	6.2%
85 +	2.5%	3.1%	2.9%
18 +	89.7%	86.0%	85.1%
2026 Population by Age			
Total	6,757	22,777	30,014
0 - 4	2.7%	3.7%	3.8%
5 - 9	3.1%	3.9%	4.1%
10 - 14	2.4%	3.7%	4.0%
15 - 24	45.9%	23.8%	20.4%
25 - 34	8.9%	12.0%	11.9%
35 - 44	7.6%	11.1%	11.7%
45 - 54	7.1%	9.9%	10.4%
55 - 64	7.5%	11.1%	11.9%
65 - 74	6.7%	10.2%	11.1%
75 - 84	5.5%	7.4%	7.7%
85 +	2.6%	3.1%	3.0%
18 +	90.0%	86.4%	85.4%
2010 Population by Sex			
Males	3,204	10,777	14,166
Females	3,932	12,188	15,757
2021 Population by Sex			
Males	3,062	10,687	14,147
Females	3,692	11,964	15,636
2026 Population by Sex			
Males	3,059	10,745	14,259
Females	3,698	12,033	15,752

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	7,137	22,965	29,922
White Alone	95.6%	95.3%	95.5%
Black Alone	0.6%	0.6%	0.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.7%	2.0%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.4%
Two or More Races	1.4%	1.4%	1.4%
Hispanic Origin	1.6%	1.6%	1.6%
Diversity Index	11.3	12.0	11.5
2021 Population by Race/Ethnicity			
Total	6,754	22,650	29,784
White Alone	93.6%	93.2%	93.5%
Black Alone	0.9%	0.9%	0.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.7%	3.0%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.9%	1.9%	1.8%
Hispanic Origin	2.4%	2.5%	2.4%
Diversity Index	16.4	17.3	16.5
2026 Population by Race/Ethnicity			
Total	6,758	22,778	30,013
White Alone	92.3%	91.8%	92.2%
Black Alone	1.1%	1.1%	1.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	3.8%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	0.9%
Two or More Races	2.1%	2.1%	2.1%
Hispanic Origin	3.0%	3.1%	2.9%
Diversity Index	19.5	20.6	19.7
2010 Population by Relationship and Household Type			
Total	7,136	22,965	29,923
In Households	66.2%	87.2%	90.1%
In Family Households	39.4%	60.2%	65.0%
Householder	13.5%	20.5%	22.1%
Spouse	9.1%	14.9%	16.4%
Child	14.1%	20.8%	22.3%
Other relative	1.0%	1.7%	1.8%
Nonrelative	1.7%	2.3%	2.5%
In Nonfamily Households	26.8%	27.0%	25.0%
In Group Quarters	33.8%	12.8%	9.9%
Institutionalized Population	0.9%	0.8%	0.7%
Noninstitutionalized Population	33.0%	12.1%	9.3%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	3,063	14,554	19,941
Less than 9th Grade	1.5%	2.0%	2.0%
9th - 12th Grade, No Diploma	6.1%	4.8%	4.7%
High School Graduate	22.8%	21.6%	23.0%
GED/Alternative Credential	5.1%	4.5%	4.2%
Some College, No Degree	16.9%	16.5%	16.7%
Associate Degree	8.0%	9.5%	10.0%
Bachelor's Degree	24.0%	25.5%	24.0%
Graduate/Professional Degree	15.7%	15.5%	15.5%
2021 Population 15+ by Marital Status			
Total	6,190	20,083	26,186
Never Married	64.4%	43.8%	39.7%
Married	19.8%	34.1%	38.6%
Widowed	5.1%	7.0%	6.7%
Divorced	10.7%	15.1%	15.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,296	12,692	16,873
Population 16+ Employed	94.7%	95.5%	96.0%
Population 16+ Unemployment rate	5.3%	4.5%	4.0%
Population 16-24 Employed	40.1%	22.2%	19.6%
Population 16-24 Unemployment rate	3.0%	3.9%	3.9%
Population 25-54 Employed	40.1%	52.1%	53.2%
Population 25-54 Unemployment rate	9.1%	5.9%	5.2%
Population 55-64 Employed	13.8%	17.6%	18.4%
Population 55-64 Unemployment rate	2.5%	3.2%	2.5%
Population 65+ Employed	6.0%	8.2%	8.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	3,121	12,117	16,194
Agriculture/Mining	1.2%	0.8%	0.8%
Construction	4.9%	4.8%	5.3%
Manufacturing	9.0%	10.3%	11.4%
Wholesale Trade	2.0%	3.7%	4.2%
Retail Trade	10.3%	11.8%	12.8%
Transportation/Utilities	2.1%	2.6%	2.4%
Information	1.2%	0.9%	1.0%
Finance/Insurance/Real Estate	5.9%	6.3%	6.5%
Services	59.6%	54.4%	50.9%
Public Administration	3.8%	4.4%	4.7%
2021 Employed Population 16+ by Occupation			
Total	3,119	12,119	16,194
White Collar	63.9%	67.1%	65.7%
Management/Business/Financial	13.9%	14.6%	15.4%
Professional	27.4%	30.3%	28.6%
Sales	8.3%	9.3%	9.1%
Administrative Support	14.4%	12.8%	12.6%
Services	22.1%	17.0%	15.7%
Blue Collar	14.0%	15.9%	18.6%
Farming/Forestry/Fishing	1.1%	0.3%	0.2%
Construction/Extraction	3.5%	3.2%	3.6%
Installation/Maintenance/Repair	1.2%	2.4%	2.9%
Production	3.6%	4.1%	4.8%
Transportation/Material Moving	4.5%	5.9%	7.1%

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2010 Households by Type			
Total	2,075	9,036	11,817
Households with 1 Person	34.9%	32.1%	30.3%
Households with 2+ People	65.1%	67.9%	69.7%
Family Households	45.2%	53.1%	56.2%
Husband-wife Families	30.2%	38.6%	41.6%
With Related Children	11.1%	14.5%	15.4%
Other Family (No Spouse Present)	15.0%	14.5%	14.7%
Other Family with Male Householder	3.9%	4.0%	4.2%
With Related Children	2.3%	2.4%	2.6%
Other Family with Female Householder	11.1%	10.5%	10.5%
With Related Children	7.9%	7.0%	6.9%
Nonfamily Households	19.9%	14.8%	13.4%
All Households with Children	21.7%	24.4%	25.3%
Multigenerational Households	1.6%	2.0%	2.3%
Unmarried Partner Households	8.5%	8.1%	8.4%
Male-female	7.8%	7.3%	7.6%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	2,075	9,037	11,820
1 Person Household	34.9%	32.1%	30.3%
2 Person Household	35.2%	36.1%	37.1%
3 Person Household	13.9%	14.7%	15.0%
4 Person Household	11.2%	11.5%	11.5%
5 Person Household	3.5%	4.1%	4.4%
6 Person Household	1.0%	1.1%	1.2%
7 + Person Household	0.4%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	2,074	9,036	11,817
Owner Occupied	40.4%	53.5%	58.1%
Owned with a Mortgage/Loan	26.7%	35.0%	38.2%
Owned Free and Clear	13.7%	18.5%	19.9%
Renter Occupied	59.6%	46.5%	41.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	103	110
Percent of Income for Mortgage	17.0%	15.0%	14.4%
Wealth Index	48	72	76
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,237	9,759	12,689
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.8%	85.0%	73.1%
Rural Housing Units	5.2%	15.0%	26.9%
2010 Population By Urban/ Rural Status			
Total Population	7,136	22,965	29,923
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	96.1%	85.6%	73.3%
Rural Population	3.9%	14.4%	26.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	In Style (5B)
2.	Set to Impress (11D)	In Style (5B)	Old and Newcomers (8F)
3.	College Towns (14B)	Set to Impress (11D)	Parks and Rec (5C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,002,668	\$15,886,867	\$21,301,416
Average Spent	\$1,454.78	\$1,738.36	\$1,774.53
Spending Potential Index	69	82	84
Education: Total \$	\$2,560,184	\$13,301,376	\$18,010,042
Average Spent	\$1,240.40	\$1,455.45	\$1,500.34
Spending Potential Index	72	84	87
Entertainment/Recreation: Total \$	\$4,357,025	\$23,731,375	\$32,329,805
Average Spent	\$2,110.96	\$2,596.71	\$2,693.25
Spending Potential Index	65	80	83
Food at Home: Total \$	\$7,503,853	\$40,105,826	\$54,168,775
Average Spent	\$3,635.59	\$4,388.43	\$4,512.56
Spending Potential Index	67	81	83
Food Away from Home: Total \$	\$5,360,104	\$28,193,232	\$37,704,291
Average Spent	\$2,596.95	\$3,084.94	\$3,140.98
Spending Potential Index	68	81	83
Health Care: Total \$	\$8,310,259	\$45,604,086	\$62,346,194
Average Spent	\$4,026.29	\$4,990.05	\$5,193.78
Spending Potential Index	65	80	83
HH Furnishings & Equipment: Total \$	\$3,009,893	\$16,503,709	\$22,393,521
Average Spent	\$1,458.28	\$1,805.86	\$1,865.50
Spending Potential Index	65	80	83
Personal Care Products & Services: Total \$	\$1,245,941	\$6,704,202	\$9,045,444
Average Spent	\$603.65	\$733.58	\$753.54
Spending Potential Index	67	82	84
Shelter: Total \$	\$28,044,996	\$150,149,207	\$202,031,108
Average Spent	\$13,587.69	\$16,429.50	\$16,830.32
Spending Potential Index	67	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,123,556	\$17,588,654	\$23,910,624
Average Spent	\$1,513.35	\$1,924.57	\$1,991.89
Spending Potential Index	63	81	83
Travel: Total \$	\$3,238,869	\$18,198,747	\$24,866,679
Average Spent	\$1,569.22	\$1,991.33	\$2,071.53
Spending Potential Index	62	79	82
Vehicle Maintenance & Repairs: Total \$	\$1,584,477	\$8,396,982	\$11,294,728
Average Spent	\$767.67	\$918.81	\$940.91
Spending Potential Index	69	83	85

Data Note: 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: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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