



Community Profile

Rings: 3, 10, 20 mile radii

360 Winchester St, Keene, NH 03431, USA

Latitude: 42.9234
Longitude: -72.28816

	3 mile	10 mile	20 mile
Population Summary			
2000 Total Population	22,203	42,113	121,037
2010 Total Population	23,091	43,819	125,668
2021 Total Population	22,864	44,310	127,055
2021 Group Quarters	2,647	2,921	5,543
2026 Total Population	23,004	44,862	127,930
2021-2026 Annual Rate	0.12%	0.25%	0.14%
2021 Total Daytime Population	28,176	45,614	126,613
Workers	17,423	25,523	65,823
Residents	10,753	20,091	60,790
Household Summary			
2000 Households	8,955	16,485	47,436
2000 Average Household Size	2.23	2.40	2.44
2010 Households	9,082	17,281	50,785
2010 Average Household Size	2.22	2.35	2.35
2021 Households	9,200	17,850	52,360
2021 Average Household Size	2.20	2.32	2.32
2026 Households	9,294	18,155	52,931
2026 Average Household Size	2.19	2.31	2.31
2021-2026 Annual Rate	0.20%	0.34%	0.22%
2010 Families	4,824	10,500	31,787
2010 Average Family Size	2.77	2.84	2.86
2021 Families	4,714	10,573	31,988
2021 Average Family Size	2.76	2.82	2.84
2026 Families	4,711	10,671	32,117
2026 Average Family Size	2.76	2.82	2.84
2021-2026 Annual Rate	-0.01%	0.18%	0.08%
Housing Unit Summary			
2000 Housing Units	9,325	17,803	53,414
Owner Occupied Housing Units	53.8%	61.8%	61.6%
Renter Occupied Housing Units	42.2%	30.8%	27.2%
Vacant Housing Units	4.0%	7.4%	11.2%
2010 Housing Units	9,808	19,177	58,424
Owner Occupied Housing Units	49.4%	58.5%	59.9%
Renter Occupied Housing Units	43.2%	31.6%	27.0%
Vacant Housing Units	7.4%	9.9%	13.1%
2021 Housing Units	10,120	20,105	61,283
Owner Occupied Housing Units	49.1%	58.7%	59.3%
Renter Occupied Housing Units	41.8%	30.1%	26.1%
Vacant Housing Units	9.1%	11.2%	14.6%
2026 Housing Units	10,285	20,566	62,726
Owner Occupied Housing Units	49.3%	58.9%	59.1%
Renter Occupied Housing Units	41.1%	29.3%	25.2%
Vacant Housing Units	9.6%	11.7%	15.6%
Median Household Income			
2021	\$55,335	\$62,752	\$62,544
2026	\$55,719	\$65,205	\$66,639
Median Home Value			
2021	\$197,488	\$211,977	\$226,707
2026	\$237,860	\$258,586	\$272,275
Per Capita Income			
2021	\$29,404	\$33,264	\$34,471
2026	\$31,142	\$35,873	\$37,791
Median Age			
2010	33.8	39.6	42.2
2021	36.2	42.0	45.0
2026	37.4	42.7	45.5

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	9,200	17,850	52,360
<\$15,000	10.9%	8.2%	8.3%
\$15,000 - \$24,999	9.7%	8.0%	8.0%
\$25,000 - \$34,999	8.9%	7.8%	9.0%
\$35,000 - \$49,999	14.6%	14.2%	14.4%
\$50,000 - \$74,999	19.9%	19.5%	17.4%
\$75,000 - \$99,999	14.8%	15.3%	14.2%
\$100,000 - \$149,999	13.7%	17.9%	18.0%
\$150,000 - \$199,999	2.8%	3.5%	4.9%
\$200,000+	4.6%	5.6%	5.8%
Average Household Income	\$73,480	\$81,936	\$83,375
2026 Households by Income			
Household Income Base	9,294	18,155	52,931
<\$15,000	10.6%	7.8%	7.6%
\$15,000 - \$24,999	9.9%	7.9%	7.6%
\$25,000 - \$34,999	8.2%	7.0%	8.2%
\$35,000 - \$49,999	15.5%	14.4%	14.3%
\$50,000 - \$74,999	19.1%	18.6%	16.7%
\$75,000 - \$99,999	15.0%	15.7%	14.2%
\$100,000 - \$149,999	14.0%	18.7%	19.3%
\$150,000 - \$199,999	2.9%	3.8%	5.7%
\$200,000+	4.8%	6.1%	6.5%
Average Household Income	\$77,592	\$87,991	\$91,067
2021 Owner Occupied Housing Units by Value			
Total	4,970	11,803	36,346
<\$50,000	4.2%	4.9%	4.5%
\$50,000 - \$99,999	3.0%	3.6%	4.9%
\$100,000 - \$149,999	15.2%	14.1%	11.7%
\$150,000 - \$199,999	29.0%	23.2%	20.0%
\$200,000 - \$249,999	18.3%	17.8%	16.7%
\$250,000 - \$299,999	12.3%	13.1%	13.1%
\$300,000 - \$399,999	13.8%	15.3%	16.0%
\$400,000 - \$499,999	2.5%	3.9%	7.0%
\$500,000 - \$749,999	1.2%	2.4%	3.8%
\$750,000 - \$999,999	0.2%	0.9%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$221,317	\$244,534	\$267,584
2026 Owner Occupied Housing Units by Value			
Total	5,069	12,119	37,097
<\$50,000	1.8%	2.2%	2.7%
\$50,000 - \$99,999	2.0%	2.3%	3.5%
\$100,000 - \$149,999	11.2%	10.0%	9.0%
\$150,000 - \$199,999	21.5%	16.4%	14.7%
\$200,000 - \$249,999	17.8%	16.1%	13.8%
\$250,000 - \$299,999	16.2%	16.8%	14.2%
\$300,000 - \$399,999	23.4%	24.5%	21.9%
\$400,000 - \$499,999	4.0%	6.2%	11.1%
\$500,000 - \$749,999	1.8%	3.5%	6.0%
\$750,000 - \$999,999	0.2%	1.1%	1.8%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$253,926	\$283,207	\$310,299

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.

September 27, 2021



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2010 Population by Age			
Total	23,092	43,819	125,670
0 - 4	3.9%	4.4%	4.8%
5 - 9	4.8%	5.1%	5.4%
10 - 14	4.5%	5.1%	5.9%
15 - 24	27.6%	19.9%	15.5%
25 - 34	10.4%	10.5%	10.1%
35 - 44	10.4%	11.6%	12.0%
45 - 54	12.8%	15.0%	16.3%
55 - 64	11.2%	13.5%	14.8%
65 - 74	6.4%	7.5%	8.1%
75 - 84	5.3%	5.2%	5.0%
85 +	2.6%	2.3%	2.3%
18 +	83.7%	81.9%	80.0%
2021 Population by Age			
Total	22,864	44,312	127,055
0 - 4	3.6%	3.9%	4.2%
5 - 9	3.9%	4.3%	4.6%
10 - 14	3.8%	4.5%	5.1%
15 - 24	24.3%	17.2%	13.7%
25 - 34	13.1%	12.4%	11.7%
35 - 44	9.8%	10.8%	10.8%
45 - 54	10.5%	11.7%	12.5%
55 - 64	12.1%	14.4%	15.9%
65 - 74	9.9%	11.9%	12.9%
75 - 84	6.0%	6.2%	6.1%
85 +	3.0%	2.7%	2.6%
18 +	85.9%	84.4%	82.9%
2026 Population by Age			
Total	23,004	44,862	127,933
0 - 4	3.7%	3.9%	4.2%
5 - 9	3.9%	4.3%	4.5%
10 - 14	3.7%	4.4%	4.9%
15 - 24	23.7%	16.6%	13.0%
25 - 34	12.0%	11.2%	11.0%
35 - 44	11.2%	12.2%	11.9%
45 - 54	9.9%	11.0%	11.5%
55 - 64	11.2%	12.9%	14.4%
65 - 74	10.2%	12.7%	13.9%
75 - 84	7.4%	8.0%	8.1%
85 +	3.1%	2.8%	2.7%
18 +	86.3%	84.7%	83.2%
2010 Population by Sex			
Males	10,845	21,074	61,121
Females	12,246	22,745	64,547
2021 Population by Sex			
Males	10,793	21,370	61,986
Females	12,071	22,941	65,070
2026 Population by Sex			
Males	10,856	21,649	62,542
Females	12,148	23,214	65,388

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	23,091	43,819	125,669
White Alone	95.4%	96.1%	95.9%
Black Alone	0.6%	0.5%	0.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	1.6%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	1.4%	1.3%	1.6%
Hispanic Origin	1.6%	1.4%	1.6%
Diversity Index	12.0	10.2	10.9
2021 Population by Race/Ethnicity			
Total	22,864	44,309	127,055
White Alone	93.3%	94.4%	94.3%
Black Alone	0.9%	0.8%	1.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.0%	2.3%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.6%	0.6%
Two or More Races	1.9%	1.6%	2.0%
Hispanic Origin	2.5%	2.2%	2.4%
Diversity Index	17.2	14.6	15.2
2026 Population by Race/Ethnicity			
Total	23,004	44,861	127,930
White Alone	91.9%	93.2%	93.2%
Black Alone	1.1%	1.0%	1.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.7%	2.9%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.7%
Two or More Races	2.1%	1.9%	2.3%
Hispanic Origin	3.1%	2.7%	2.9%
Diversity Index	20.5	17.5	18.0
2010 Population by Relationship and Household Type			
Total	23,091	43,819	125,668
In Households	87.3%	92.6%	95.1%
In Family Households	60.2%	70.6%	75.2%
Householder	20.5%	24.0%	25.3%
Spouse	14.9%	18.4%	19.5%
Child	20.8%	23.7%	25.6%
Other relative	1.7%	2.0%	2.1%
Nonrelative	2.3%	2.6%	2.7%
In Nonfamily Households	27.0%	22.0%	20.0%
In Group Quarters	12.7%	7.4%	4.9%
Institutionalized Population	0.7%	1.0%	1.0%
Noninstitutionalized Population	12.0%	6.4%	3.9%

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	14,719	31,066	92,015
Less than 9th Grade	2.0%	1.7%	1.9%
9th - 12th Grade, No Diploma	4.9%	4.2%	4.8%
High School Graduate	22.0%	24.6%	26.4%
GED/Alternative Credential	4.5%	4.3%	4.2%
Some College, No Degree	16.5%	17.2%	17.1%
Associate Degree	9.7%	9.9%	9.4%
Bachelor's Degree	25.3%	22.7%	21.0%
Graduate/Professional Degree	15.2%	15.2%	15.1%
2021 Population 15+ by Marital Status			
Total	20,266	38,674	109,383
Never Married	43.7%	35.1%	31.2%
Married	34.1%	44.4%	47.8%
Widowed	7.0%	6.3%	6.4%
Divorced	15.3%	14.3%	14.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,804	25,319	69,863
Population 16+ Employed	95.4%	96.2%	95.4%
Population 16+ Unemployment rate	4.6%	3.8%	4.6%
Population 16-24 Employed	22.1%	16.7%	13.2%
Population 16-24 Unemployment rate	4.0%	4.5%	7.1%
Population 25-54 Employed	52.1%	54.2%	54.8%
Population 25-54 Unemployment rate	6.0%	4.8%	5.0%
Population 55-64 Employed	17.6%	19.7%	21.5%
Population 55-64 Unemployment rate	3.2%	2.1%	3.8%
Population 65+ Employed	8.1%	9.3%	10.4%
Population 65+ Unemployment rate	0.0%	0.0%	0.5%
2021 Employed Population 16+ by Industry			
Total	12,213	24,350	66,665
Agriculture/Mining	0.8%	1.0%	1.6%
Construction	5.0%	6.5%	8.3%
Manufacturing	10.3%	12.6%	12.6%
Wholesale Trade	3.8%	3.8%	3.1%
Retail Trade	12.0%	12.1%	11.5%
Transportation/Utilities	2.6%	3.0%	3.3%
Information	0.9%	1.1%	1.6%
Finance/Insurance/Real Estate	6.2%	6.4%	5.0%
Services	54.1%	48.5%	48.6%
Public Administration	4.4%	4.9%	4.4%
2021 Employed Population 16+ by Occupation			
Total	12,215	24,351	66,665
White Collar	66.8%	63.7%	62.3%
Management/Business/Financial	14.8%	16.3%	17.1%
Professional	29.8%	27.6%	26.5%
Sales	9.3%	8.4%	7.9%
Administrative Support	13.0%	11.4%	10.8%
Services	17.0%	14.5%	14.6%
Blue Collar	16.2%	21.8%	23.1%
Farming/Forestry/Fishing	0.3%	0.3%	0.5%
Construction/Extraction	3.3%	4.7%	6.3%
Installation/Maintenance/Repair	2.6%	2.9%	3.1%
Production	4.1%	6.1%	6.3%
Transportation/Material Moving	5.9%	7.8%	6.8%

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2010 Households by Type			
Total	9,082	17,281	50,785
Households with 1 Person	32.1%	27.7%	28.2%
Households with 2+ People	67.9%	72.3%	71.8%
Family Households	53.1%	60.8%	62.6%
Husband-wife Families	38.6%	46.6%	48.1%
With Related Children	14.5%	16.6%	17.6%
Other Family (No Spouse Present)	14.5%	14.2%	14.5%
Other Family with Male Householder	4.0%	4.3%	4.5%
With Related Children	2.5%	2.6%	2.8%
Other Family with Female Householder	10.5%	9.9%	10.0%
With Related Children	7.0%	6.5%	6.8%
Nonfamily Households	14.8%	11.6%	9.2%
All Households with Children	24.3%	26.2%	27.7%
Multigenerational Households	2.0%	2.4%	2.5%
Unmarried Partner Households	8.2%	8.6%	9.1%
Male-female	7.4%	7.7%	7.9%
Same-sex	0.8%	0.9%	1.1%
2010 Households by Size			
Total	9,082	17,281	50,786
1 Person Household	32.1%	27.7%	28.2%
2 Person Household	36.1%	38.4%	37.7%
3 Person Household	14.7%	15.5%	15.4%
4 Person Household	11.4%	11.9%	11.9%
5 Person Household	4.1%	4.5%	4.4%
6 Person Household	1.1%	1.4%	1.6%
7 + Person Household	0.5%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	9,082	17,281	50,785
Owner Occupied	53.3%	64.9%	68.9%
Owned with a Mortgage/Loan	35.1%	43.1%	46.2%
Owned Free and Clear	18.2%	21.8%	22.8%
Renter Occupied	46.7%	35.1%	31.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	115	113
Percent of Income for Mortgage	15.0%	14.2%	15.2%
Wealth Index	72	88	92
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,808	19,177	58,424
Housing Units Inside Urbanized Area	0.0%	0.0%	0.4%
Housing Units Inside Urbanized Cluster	84.2%	49.7%	34.7%
Rural Housing Units	15.8%	50.3%	64.9%
2010 Population By Urban/ Rural Status			
Total Population	23,091	43,819	125,668
Population Inside Urbanized Area	0.0%	0.0%	0.5%
Population Inside Urbanized Cluster	84.5%	51.4%	35.2%
Rural Population	15.5%	48.6%	64.2%

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.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Parks and Rec (5C)	The Great Outdoors (6C)
2.	In Style (5B)	In Style (5B)	Parks and Rec (5C)
3.	Set to Impress (11D)	Old and Newcomers (8F)	In Style (5B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$15,920,693	\$33,511,285	\$97,881,357
Average Spent	\$1,730.51	\$1,877.38	\$1,869.39
Spending Potential Index	82	89	88
Education: Total \$	\$13,382,737	\$28,014,238	\$82,593,774
Average Spent	\$1,454.65	\$1,569.43	\$1,577.42
Spending Potential Index	84	91	91
Entertainment/Recreation: Total \$	\$23,782,872	\$52,205,256	\$154,893,491
Average Spent	\$2,585.09	\$2,924.66	\$2,958.24
Spending Potential Index	80	91	92
Food at Home: Total \$	\$40,205,673	\$86,546,543	\$256,933,351
Average Spent	\$4,370.18	\$4,848.55	\$4,907.05
Spending Potential Index	80	89	90
Food Away from Home: Total \$	\$28,242,954	\$59,400,256	\$175,348,296
Average Spent	\$3,069.89	\$3,327.75	\$3,348.90
Spending Potential Index	81	88	88
Health Care: Total \$	\$45,692,888	\$101,456,461	\$302,596,009
Average Spent	\$4,966.62	\$5,683.84	\$5,779.14
Spending Potential Index	80	91	93
HH Furnishings & Equipment: Total \$	\$16,537,450	\$35,813,511	\$106,574,302
Average Spent	\$1,797.55	\$2,006.36	\$2,035.41
Spending Potential Index	80	89	90
Personal Care Products & Services: Total \$	\$6,719,269	\$14,344,122	\$42,155,036
Average Spent	\$730.36	\$803.59	\$805.10
Spending Potential Index	81	90	90
Shelter: Total \$	\$150,599,002	\$318,757,350	\$951,858,542
Average Spent	\$16,369.46	\$17,857.55	\$18,179.12
Spending Potential Index	81	89	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,583,968	\$39,148,813	\$120,355,245
Average Spent	\$1,911.30	\$2,193.21	\$2,298.61
Spending Potential Index	80	92	96
Travel: Total \$	\$18,240,923	\$40,116,531	\$121,267,405
Average Spent	\$1,982.71	\$2,247.42	\$2,316.03
Spending Potential Index	78	89	92
Vehicle Maintenance & Repairs: Total \$	\$8,407,946	\$18,047,575	\$53,456,241
Average Spent	\$913.91	\$1,011.07	\$1,020.94
Spending Potential Index	82	91	92

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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