

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,577	9,335	18,539
2020 Total Population	1,649	9,876	20,172
2020 Group Quarters	0	13	49
2024 Total Population	1,673	10,197	20,800
2024 Group Quarters	0	14	54
2029 Total Population	1,719	10,464	21,323
2024-2029 Annual Rate	0.54%	0.52%	0.50%
2024 Total Daytime Population	1,959	7,837	15,161
Workers	1,317	3,562	6,372
Residents	642	4,275	8,789
Household Summary			
2010 Households	605	3,680	6,984
2010 Average Household Size	2.61	2.53	2.65
2020 Total Households	654	4,022	7,847
2020 Average Household Size	2.52	2.45	2.56
2024 Households	678	4,175	8,145
2024 Average Household Size	2.47	2.44	2.55
2029 Households	700	4,312	8,409
2029 Average Household Size	2.46	2.42	2.53
2024-2029 Annual Rate	0.64%	0.65%	0.64%
2010 Families	397	2,594	5,120
2010 Average Family Size	3.14	2.94	3.03
2024 Families	422	2,861	5,870
2024 Average Family Size	2.92	2.71	2.75
2029 Families	436	2,953	6,053
2029 Average Family Size	2.88	2.67	2.72
2024-2029 Annual Rate	0.65%	0.64%	0.62%
Housing Unit Summary			
2000 Housing Units	628	3,476	6,392
Owner Occupied Housing Units	63.2%	70.9%	74.3%
Renter Occupied Housing Units	29.0%	21.6%	18.3%
Vacant Housing Units	7.8%	7.5%	7.4%
2010 Housing Units	671	4,044	7,615
Owner Occupied Housing Units	63.9%	72.9%	75.9%
Renter Occupied Housing Units	26.2%	18.1%	15.9%
Vacant Housing Units	9.8%	9.0%	8.3%
2020 Housing Units	693	4,261	8,265
Owner Occupied Housing Units	66.5%	75.9%	79.6%
Renter Occupied Housing Units	27.8%	18.4%	15.4%
Vacant Housing Units	6.8%	5.9%	5.3%
2024 Housing Units	713	4,404	8,541
Owner Occupied Housing Units	67.3%	76.5%	80.0%
Renter Occupied Housing Units	27.8%	18.3%	15.4%
Vacant Housing Units	4.9%	5.2%	4.6%
2029 Housing Units	733	4,534	8,786
Owner Occupied Housing Units	68.5%	77.3%	80.7%
Renter Occupied Housing Units	27.0%	17.8%	15.0%
Vacant Housing Units	4.5%	4.9%	4.3%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	678	4,175	8,145
<\$15,000	13.6%	6.9%	5.0%
\$15,000 - \$24,999	2.2%	3.8%	3.4%
\$25,000 - \$34,999	6.3%	5.2%	4.5%
\$35,000 - \$49,999	8.6%	8.7%	7.0%
\$50,000 - \$74,999	16.7%	17.3%	15.1%
\$75,000 - \$99,999	17.4%	16.4%	14.9%
\$100,000 - \$149,999	22.4%	22.8%	22.4%
\$150,000 - \$199,999	9.6%	10.7%	15.5%
\$200,000+	3.2%	8.3%	12.1%
Average Household Income	\$87,771	\$105,701	\$122,462
2029 Households by Income			
Household Income Base	700	4,312	8,409
<\$15,000	10.4%	5.4%	3.9%
\$15,000 - \$24,999	1.6%	2.6%	2.3%
\$25,000 - \$34,999	4.7%	3.9%	3.3%
\$35,000 - \$49,999	7.7%	7.8%	6.2%
\$50,000 - \$74,999	16.0%	16.1%	14.1%
\$75,000 - \$99,999	17.4%	15.8%	14.2%
\$100,000 - \$149,999	24.6%	24.0%	22.4%
\$150,000 - \$199,999	13.1%	13.8%	18.8%
\$200,000+	4.6%	10.6%	14.9%
Average Household Income	\$102,694	\$122,402	\$140,547
2024 Owner Occupied Housing Units by Value			
Total	480	3,368	6,830
<\$50,000	13.8%	6.9%	4.2%
\$50,000 - \$99,999	1.2%	1.4%	1.1%
\$100,000 - \$149,999	1.9%	1.8%	1.3%
\$150,000 - \$199,999	7.1%	4.1%	3.0%
\$200,000 - \$249,999	12.7%	7.0%	5.1%
\$250,000 - \$299,999	8.1%	7.6%	6.5%
\$300,000 - \$399,999	36.7%	21.7%	19.5%
\$400,000 - \$499,999	5.6%	14.8%	18.7%
\$500,000 - \$749,999	7.1%	22.7%	29.0%
\$750,000 - \$999,999	1.9%	2.7%	4.2%
\$1,000,000 - \$1,499,999	2.7%	2.2%	2.1%
\$1,500,000 - \$1,999,999	0.8%	0.5%	0.6%
\$2,000,000 +	0.2%	6.5%	4.8%
Average Home Value	\$338,205	\$539,299	\$551,922
2029 Owner Occupied Housing Units by Value			
Total	502	3,504	7,091
<\$50,000	11.0%	5.5%	3.1%
\$50,000 - \$99,999	0.8%	1.2%	0.8%
\$100,000 - \$149,999	1.0%	0.9%	0.6%
\$150,000 - \$199,999	3.4%	1.9%	1.2%
\$200,000 - \$249,999	4.4%	2.0%	1.2%
\$250,000 - \$299,999	5.2%	4.2%	2.8%
\$300,000 - \$399,999	44.2%	19.1%	12.8%
\$400,000 - \$499,999	7.6%	17.7%	18.3%
\$500,000 - \$749,999	9.6%	28.4%	38.2%
\$750,000 - \$999,999	2.8%	4.9%	7.6%
\$1,000,000 - \$1,499,999	7.2%	5.7%	5.5%
\$1,500,000 - \$1,999,999	2.4%	1.5%	2.5%
\$2,000,000 +	0.6%	6.8%	5.5%
Average Home Value	\$452,540	\$641,586	\$682,843

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

85 Route 27, Raymond, New Hampshire, 03077
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.04348
Longitude: -71.17267

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$77,834	\$85,456	\$100,025
2029	\$86,860	\$96,589	\$109,592
Median Home Value			
2024	\$313,920	\$397,336	\$450,039
2029	\$354,955	\$485,242	\$560,631
Per Capita Income			
2024	\$38,503	\$43,051	\$47,937
2029	\$45,340	\$50,172	\$55,414
Median Age			
2010	41.1	40.4	40.4
2020	46.7	45.1	44.5
2024	46.5	44.7	44.0
2029	47.2	45.7	44.9
2020 Population by Age			
Total	1,649	9,876	20,172
0 - 4	4.0%	4.6%	4.9%
5 - 9	4.8%	4.9%	5.0%
10 - 14	5.4%	5.5%	5.6%
15 - 24	10.1%	9.7%	10.2%
25 - 34	11.6%	12.9%	12.6%
35 - 44	11.9%	12.2%	12.2%
45 - 54	15.3%	14.7%	14.7%
55 - 64	18.7%	18.2%	17.8%
65 - 74	11.6%	11.5%	11.3%
75 - 84	5.2%	4.7%	4.4%
85 +	1.6%	1.1%	1.2%
18 +	83.3%	81.9%	81.1%
2024 Population by Age			
Total	1,674	10,196	20,798
0 - 4	4.1%	4.6%	4.9%
5 - 9	4.4%	5.0%	5.4%
10 - 14	4.8%	5.1%	5.3%
15 - 24	9.7%	9.6%	9.7%
25 - 34	12.6%	11.9%	11.4%
35 - 44	12.7%	14.3%	14.5%
45 - 54	12.5%	12.8%	12.9%
55 - 64	17.6%	16.8%	16.3%
65 - 74	13.2%	12.5%	12.3%
75 - 84	6.7%	6.2%	5.9%
85 +	1.6%	1.3%	1.4%
18 +	83.6%	82.2%	81.2%
2029 Population by Age			
Total	1,717	10,463	21,323
0 - 4	4.1%	4.6%	4.8%
5 - 9	4.3%	4.7%	5.1%
10 - 14	4.6%	5.3%	5.8%
15 - 24	9.4%	9.2%	9.1%
25 - 34	11.8%	10.8%	10.5%
35 - 44	12.9%	14.6%	14.9%
45 - 54	12.1%	12.8%	12.8%
55 - 64	14.9%	14.4%	14.0%
65 - 74	15.7%	14.2%	13.6%
75 - 84	8.0%	7.9%	7.6%
85 +	2.2%	1.7%	1.8%
18 +	84.3%	82.6%	81.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2024

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	808	4,868	9,989
Females	841	5,008	10,183
2024 Population by Sex			
Males	829	5,112	10,467
Females	844	5,085	10,333
2029 Population by Sex			
Males	841	5,196	10,624
Females	878	5,268	10,699
2010 Population by Race/Ethnicity			
Total	1,577	9,337	18,539
White Alone	97.3%	96.9%	97.0%
Black Alone	0.5%	0.7%	0.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	1.4%	1.4%	1.3%
Hispanic Origin	1.3%	1.2%	1.3%
Diversity Index	7.6	8.4	8.2
2020 Population by Race/Ethnicity			
Total	1,649	9,876	20,172
White Alone	93.2%	92.7%	92.8%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	5.1%	5.3%	5.2%
Hispanic Origin	2.7%	2.3%	2.2%
Diversity Index	17.4	17.6	17.3
2024 Population by Race/Ethnicity			
Total	1,674	10,195	20,800
White Alone	92.7%	92.3%	92.3%
Black Alone	0.5%	0.5%	0.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.6%	0.7%
Two or More Races	5.4%	5.7%	5.5%
Hispanic Origin	3.1%	2.7%	2.5%
Diversity Index	18.9	19.0	18.6
2029 Population by Race/Ethnicity			
Total	1,718	10,464	21,324
White Alone	92.2%	91.6%	91.7%
Black Alone	0.5%	0.6%	0.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.8%
Two or More Races	5.9%	6.2%	6.0%
Hispanic Origin	3.4%	2.9%	2.7%
Diversity Index	20.3	20.5	20.1

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	1,649	9,876	20,172
In Households	100.0%	99.9%	99.8%
Householder	43.2%	40.5%	39.0%
Opposite-Sex Spouse	20.0%	21.3%	22.1%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	4.2%	3.5%	3.1%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	21.5%	23.4%	24.6%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.6%	1.2%	1.2%
Grandchild	2.2%	2.4%	2.3%
Brother or Sister	0.5%	0.6%	0.6%
Parent	0.9%	0.9%	1.0%
Parent-in-law	0.5%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.6%
Other Relatives	0.7%	0.8%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.5%	3.5%	3.2%
In Group Quarters	0.0%	0.1%	0.2%
Institutionalized	0.0%	0.0%	0.2%
Noninstitutionalized	0.0%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	1,286	7,719	15,526
Less than 9th Grade	0.8%	1.2%	1.2%
9th - 12th Grade, No Diploma	7.9%	4.8%	4.1%
High School Graduate	29.7%	32.0%	28.0%
GED/Alternative Credential	7.5%	6.4%	5.0%
Some College, No Degree	19.8%	17.8%	17.1%
Associate Degree	16.1%	12.7%	12.9%
Bachelor's Degree	13.1%	16.9%	20.2%
Graduate/Professional Degree	5.2%	8.3%	11.5%
2024 Population 15+ by Marital Status			
Total	1,449	8,696	17,549
Never Married	44.4%	30.6%	28.3%
Married	38.4%	52.1%	57.0%
Widowed	6.5%	4.8%	4.3%
Divorced	10.7%	12.5%	10.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,078	6,136	12,421
Population 16+ Employed	97.6%	98.2%	98.3%
Population 16+ Unemployment rate	2.4%	1.8%	1.7%
Population 16-24 Employed	12.5%	11.4%	11.5%
Population 16-24 Unemployment rate	4.3%	3.2%	4.1%
Population 25-54 Employed	56.1%	57.9%	57.6%
Population 25-54 Unemployment rate	3.0%	1.9%	1.6%
Population 55-64 Employed	23.1%	22.4%	21.8%
Population 55-64 Unemployment rate	1.2%	0.9%	1.0%
Population 65+ Employed	8.3%	8.3%	9.1%
Population 65+ Unemployment rate	0.0%	1.4%	1.2%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	1,052	6,026	12,209
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	10.6%	8.6%	9.0%
Manufacturing	22.5%	17.8%	16.7%
Wholesale Trade	4.1%	3.2%	2.9%
Retail Trade	10.8%	11.9%	12.0%
Transportation/Utilities	2.5%	5.7%	5.9%
Information	1.8%	2.5%	2.5%
Finance/Insurance/Real Estate	3.3%	4.1%	3.8%
Services	43.6%	42.0%	42.8%
Public Administration	0.9%	4.0%	4.2%
2024 Employed Population 16+ by Occupation			
Total	1,051	6,024	12,209
White Collar	50.4%	55.1%	58.3%
Management/Business/Financial	10.7%	15.4%	16.8%
Professional	20.5%	21.4%	23.7%
Sales	6.7%	8.1%	8.6%
Administrative Support	12.4%	10.2%	9.1%
Services	20.5%	17.7%	15.2%
Blue Collar	29.0%	27.2%	26.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.4%	4.1%	4.7%
Installation/Maintenance/Repair	6.7%	6.9%	6.5%
Production	10.6%	8.7%	8.1%
Transportation/Material Moving	5.3%	7.3%	7.1%
2020 Households by Type			
Total	654	4,022	7,847
Married Couple Households	46.0%	53.1%	57.5%
With Own Children <18	12.2%	15.8%	18.3%
Without Own Children <18	33.8%	37.3%	39.2%
Cohabiting Couple Households	10.1%	9.0%	8.4%
With Own Children <18	2.3%	1.9%	1.8%
Without Own Children <18	7.8%	7.1%	6.6%
Male Householder, No Spouse/Partner	18.5%	16.7%	15.3%
Living Alone	11.9%	11.0%	9.9%
65 Years and over	3.7%	3.5%	3.1%
With Own Children <18	2.0%	1.6%	1.5%
Without Own Children <18, With Relatives	3.5%	2.9%	2.8%
No Relatives Present	0.9%	1.3%	1.1%
Female Householder, No Spouse/Partner	25.5%	21.2%	18.8%
Living Alone	17.1%	12.3%	10.5%
65 Years and over	8.7%	6.2%	5.6%
With Own Children <18	2.6%	2.3%	2.4%
Without Own Children <18, With Relatives	5.0%	5.6%	5.1%
No Relatives Present	0.8%	0.9%	0.8%
2020 Households by Size			
Total	654	4,022	7,847
1 Person Household	29.1%	23.3%	20.4%
2 Person Household	38.4%	40.1%	39.6%
3 Person Household	15.4%	16.3%	17.3%
4 Person Household	10.4%	12.8%	14.3%
5 Person Household	4.9%	5.1%	5.4%
6 Person Household	1.2%	1.7%	2.1%
7 + Person Household	0.6%	0.7%	0.9%

Market Profile

85 Route 27, Raymond, New Hampshire, 03077
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.04348
Longitude: -71.17267

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	654	4,022	7,847
Owner Occupied	70.5%	80.5%	83.8%
Owned with a Mortgage/Loan	48.3%	58.6%	62.5%
Owned Free and Clear	22.2%	21.9%	21.4%
Renter Occupied	29.5%	19.5%	16.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	77	80
Percent of Income for Mortgage	25.2%	29.1%	28.2%
Wealth Index	66	95	118
2020 Housing Units By Urban/ Rural Status			
Total	693	4,261	8,265
Urban Housing Units	58.3%	44.4%	27.3%
Rural Housing Units	41.7%	55.6%	72.7%
2020 Population By Urban/ Rural Status			
Total	1,649	9,876	20,172
Urban Population	58.8%	42.7%	25.5%
Rural Population	41.2%	57.3%	74.5%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

85 Route 27, Raymond, New Hampshire, 03077
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.04348
Longitude: -71.17267

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	The Great Outdoors (6C)	Home Improvement (4B)
2.	The Great Outdoors (6C)	Home Improvement (4B)	The Great Outdoors (6C)
3.		Southern Satellites (10A)	Southern Satellites (10A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$1,242,990	\$8,850,367	\$19,869,647
Average Spent	\$1,833.32	\$2,119.85	\$2,439.49
Spending Potential Index	77	89	102
Education: Total \$	\$923,121	\$6,977,745	\$16,094,584
Average Spent	\$1,361.54	\$1,671.32	\$1,976.01
Spending Potential Index	79	97	114
Entertainment/Recreation: Total \$	\$2,163,398	\$16,047,719	\$36,259,592
Average Spent	\$3,190.85	\$3,843.77	\$4,451.76
Spending Potential Index	78	94	109
Food at Home: Total \$	\$3,819,033	\$27,571,675	\$61,623,791
Average Spent	\$5,632.79	\$6,603.99	\$7,565.84
Spending Potential Index	77	90	104
Food Away from Home: Total \$	\$2,048,675	\$14,916,822	\$33,563,246
Average Spent	\$3,021.64	\$3,572.89	\$4,120.72
Spending Potential Index	78	92	106
Health Care: Total \$	\$4,118,534	\$29,671,735	\$66,899,467
Average Spent	\$6,074.53	\$7,107.00	\$8,213.56
Spending Potential Index	79	92	107
HH Furnishings & Equipment: Total \$	\$1,679,798	\$12,244,222	\$27,609,770
Average Spent	\$2,477.58	\$2,932.75	\$3,389.78
Spending Potential Index	78	93	107
Personal Care Products & Services: Total \$	\$522,620	\$3,864,585	\$8,667,936
Average Spent	\$770.83	\$925.65	\$1,064.20
Spending Potential Index	77	93	107
Shelter: Total \$	\$13,896,167	\$103,721,501	\$232,282,652
Average Spent	\$20,495.82	\$24,843.47	\$28,518.43
Spending Potential Index	77	93	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,862,090	\$13,785,572	\$31,360,177
Average Spent	\$2,746.45	\$3,301.93	\$3,850.24
Spending Potential Index	78	94	110
Travel: Total \$	\$1,595,237	\$12,034,864	\$27,283,658
Average Spent	\$2,352.86	\$2,882.60	\$3,349.74
Spending Potential Index	78	95	110
Vehicle Maintenance & Repairs: Total \$	\$785,625	\$5,660,536	\$12,659,629
Average Spent	\$1,158.74	\$1,355.82	\$1,554.28
Spending Potential Index	78	92	105

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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