

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	14,311	80,622	356,562
	Population Est 23Q1	14,325	80,758	356,924
	Population Est 22Q4	14,292	80,613	356,752
	Population Est 22Q3	14,293	80,700	356,717
	Population Est 22Q2	14,275	80,554	355,749
	Population Est 22Q1	14,258	80,564	356,126
	Population Est 21Q4	14,260	80,549	356,105
	Population Est 21Q3	14,258	80,520	355,816
	Population Est 21Q2	14,287	80,451	355,535
	Population Fcst	14,044	78,771	354,609
	2010 Census Population	10,110	54,308	265,201
	2000 Census Population	10,233	53,379	261,278
	1990 Census Population	9,439	48,622	243,737
	Current Year Daytime Population	19,265	84,937	342,590
	Average Seasonal Population	187	1,289	4,776
	Historical Annual Growth, 1990 – 2000	0.81%	0.94%	0.70%
	Historical Annual Growth, 2000 – 2010	-0.12%	0.17%	0.15%
	Estimated Annual Growth, 2010 – CY	2.66%	3.03%	2.26%
	Projected Annual Growth, CY to Y5	-0.38%	-0.46%	-0.11%
	Group Qtrs Est	59	1,160	7,881
Transient Est Average Last 4 Qtrs	1,684	3,716	13,341	
Households	Current Year Estimated Households	6,505	32,245	135,504
	Households Est 23Q1	6,511	32,283	135,571
	Households Est 22Q4	6,498	32,231	135,498
	Households Est 22Q3	6,496	32,255	135,479
	Households Est 22Q2	6,487	32,201	135,105
	Households Est 22Q1	6,478	32,201	135,237
	Households Est 21Q4	6,479	32,194	135,242
	Households Est 21Q3	6,479	32,185	135,141
	Households Est 21Q2	6,491	32,167	135,049
	Households Fcst	6,367	31,403	134,511
	2010 Census Households	4,753	21,464	99,021
	2000 Census Households	4,706	20,790	96,178
	1990 Census Households	4,247	18,380	87,504
	Historical Annual Growth, 1990 – 2000	1.03%	1.24%	0.95%
	Historical Annual Growth, 2000 – 2010	0.10%	0.32%	0.29%
	Estimated Annual Growth, 2010 – CY	2.40%	3.12%	2.40%
	Projected Annual Growth, CY to Y5	-0.43%	-0.53%	-0.15%
Population per Household	2.19	2.46	2.57	

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Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.1%	1.4%	1.7%
	HH Income \$250,000 to \$499,999	1.3%	1.7%	2.1%
	HH Income \$200,000 to \$249,999	3.1%	4.0%	4.9%
	HH Income \$175,000 to \$199,999	6.3%	6.6%	6.3%
	HH Income \$150,000 to \$174,999	8.3%	7.5%	7.3%
	HH Income \$100,000 to 149,999	17.7%	18.7%	20.1%
	HH Income \$75,000 to 99,999	14.8%	12.9%	13.2%
	HH Income \$50,000 to 74,999	17.8%	15.8%	14.3%
	HH Income \$35,000 to 49,999	13.7%	10.7%	9.1%
	HH Income \$25,000 to 34,999	6.5%	7.6%	6.8%
	HH Income \$15,000 to 24,999	4.5%	6.3%	6.5%
	HH Income \$0 to 14,999	5.0%	6.8%	7.7%
	Average Household Income	\$100,360	\$103,501	\$106,611
	Median Household Income	\$78,821	\$79,777	\$84,748
	Per Capita Income	\$45,821	\$41,889	\$41,080
	2000 Average HH Income	\$65,379	\$66,496	\$64,022
	2000 Median HH Income	\$57,003	\$57,552	\$53,389
	Average Disposable Income	79,919	80,553	83,188
	Median Disposable Income	68,050	68,737	72,208
	Discretionary HH Income Over \$150,000	1.4%	2.1%	2.2%
	Discretionary HH Income \$125,000 to \$149,999	4.3%	4.7%	5.4%
	Discretionary HH Income \$100,000 to \$124,999	9.0%	8.8%	8.6%
	Discretionary HH Income \$75,000 to \$99,999	12.7%	12.7%	13.3%
	Discretionary HH Income \$50,000 to \$74,999	19.0%	18.8%	19.6%
	Discretionary HH Income \$25,000 to \$49,999	29.5%	25.5%	24.3%
	Discretionary HH Income Under \$25,000	24.2%	27.4%	26.5%
	Average Discretionary HH Income	55,436	55,469	56,820
	Median Discretionary HH Income	46,856	46,874	49,137
	Householder White – Count	4,871	25,490	102,636
	Median HH Income	\$82,449	\$82,328	\$90,678
	Average HH Income	\$92,175	\$91,012	\$96,324
	Householder Black or African-American – Count	203	914	4,861
	Median HH Income	\$59,459	\$57,783	\$63,952
	Average HH Income	\$70,827	\$71,644	\$73,856
Householder Hispanic – Count	277	2,544	10,900	
Median HH Income	\$57,774	\$61,342	\$53,161	
Average HH Income	\$66,120	\$71,612	\$64,101	
Householder Asian or Pacific Islander – Count	923	2,083	11,408	
Median HH Income	\$88,486	\$113,552	\$98,490	
Average HH Income	\$94,452	\$110,522	\$102,368	
Householder Other or Pacific Islander – Count	231	1,213	5,698	
Median HH Income	\$68,176	\$71,242	\$64,164	
Average HH Income	\$74,151	\$81,216	\$76,944	
Gender	Male Population	7,209	39,911	176,140
	Female Population	7,102	40,711	180,422

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Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age	Count of Pop 0 to 4 years	885	4,149	17,834
	Count of Pop 0 to 7 years	1,161	5,690	25,319
	Count of Pop 5 - 13	1,268	7,721	35,435
	Count of Pop 14 - 18	488	3,740	17,552
	Count of Pop 19 - 22	531	3,822	18,974
	Count of Pop 22 - 25	437	2,870	15,024
	Count of Pop 25 - 29	1,214	5,232	22,999
	Count of Pop 30 - 34	1,536	5,932	23,985
	Count of Pop 35 - 39	1,253	5,634	23,919
	Count of Pop 40 - 44	906	5,016	22,150
	Count of Pop 45 - 59	2,553	16,157	70,341
	Count of Pop 60 - 74	2,272	14,407	63,227
	Count of Pop 75 - 84	720	4,359	18,827
	Count of Pop 85+	248	1,583	6,296
	% of Pop 0 to 4 years	6.2%	5.1%	5.0%
	% of Pop 0 to 7 years	8.1%	7.1%	7.1%
	% of Pop 5 - 13	8.9%	9.6%	9.9%
	% of Pop 14 - 18	3.4%	4.6%	4.9%
	% of Pop 19 - 22	3.7%	4.7%	5.3%
	% of Pop 22 - 25	3.1%	3.6%	4.2%
% of Pop 25 - 29	8.5%	6.5%	6.5%	
% of Pop 30 - 34	10.7%	7.4%	6.7%	
% of Pop 35 - 39	8.8%	7.0%	6.7%	
% of Pop 40 - 44	6.3%	6.2%	6.2%	
% of Pop 45 - 59	17.8%	20.0%	19.7%	
% of Pop 60 - 74	15.9%	17.9%	17.7%	
% of Pop 75 - 84	5.0%	5.4%	5.3%	
% of Pop 85+	1.7%	2.0%	1.8%	
Median Age	38.2	41.2	40.6	
Average Age	40.3	41.5	41.0	
Male Population by Age	% of Pop 0 to 4 years	6.2%	5.4%	5.2%
	% of Pop 5 - 13	9.0%	9.9%	10.3%
	% of Pop 14 - 18	3.6%	4.8%	5.1%
	% of Pop 19 - 22	3.8%	4.9%	5.6%
	% of Pop 22 - 25	3.1%	3.7%	4.5%
	% of Pop 25 - 29	8.7%	6.8%	6.8%
	% of Pop 30 - 34	11.3%	7.6%	6.9%
	% of Pop 35 - 39	9.2%	7.1%	6.7%
	% of Pop 40 - 44	6.7%	6.2%	6.1%
	% of Pop 45 - 59	17.6%	19.9%	19.6%
	% of Pop 75 - 84	4.5%	4.7%	4.6%
	% of Pop 60 - 74	15.2%	17.7%	17.4%
	% of Pop 85+	1.2%	1.3%	1.3%
Median Age	37.4	39.9	39.2	
Average Age	39.4	40.6	40.0	

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	% of Pop 0 to 4 years	6.2%	4.9%	4.8%
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	% of Pop 22 - 25	3.0%	3.5%	3.9%
	% of Pop 25 - 29	8.2%	6.2%	6.1%
	% of Pop 30 - 34	10.2%	7.1%	6.6%
	% of Pop 35 - 39	8.3%	6.9%	6.7%
	% of Pop 40 - 44	6.0%	6.3%	6.3%
	% of Pop 45 - 59	18.0%	20.1%	19.9%
	% of Pop 60 - 74	16.6%	18.0%	18.1%
	% of Pop 75 - 84	5.6%	6.1%	5.9%
	% of Pop 85+	2.3%	2.6%	2.3%
	Median Age	39.1	42.5	41.9
Average Age	41.2	42.5	42.0	
Race	Count of White	10,165	60,008	243,914
	Count of Black or African-American	433	2,374	16,352
	Count of Asian or Pacific Islander	2,035	6,421	43,890
	Count of Other races	1,677	11,819	52,406
	White	71.0%	74.4%	68.4%
	Black or African American	3.0%	2.9%	4.6%
	Asian	14.2%	8.0%	12.3%
	Other Races	11.7%	14.7%	14.7%
Language Spoken	Speak English at Home	76.7%	79.1%	76.8%
	Speak Spanish at Home	4.1%	8.7%	7.1%
	Speak French or French Creole at Home	1.6%	2.0%	1.5%
	Speak German at Home	0.1%	0.1%	0.2%
	Speak Other Indo-European Languages at Home	7.4%	3.5%	5.2%
	Speak Russian and Other Slavic Languages at H	0.5%	0.5%	0.4%
	Speak Chinese at Home	1.1%	1.0%	1.0%
	Speak Korean at Home	0.0%	0.1%	0.2%
	Speak Vietnamese at Home	0.1%	0.3%	0.5%
	Speak Other Asian Languages at Home	7.5%	3.1%	5.5%
	Speak Tagalog and Other Pacific Languages at H	0.1%	0.1%	0.1%
	Speak Other Language at Home	0.7%	1.5%	1.4%
Hispanic	Hispanic Population	1,085	10,121	43,991
	Hispanic Population Percent	7.6%	12.6%	12.3%
	Mexican	15.7%	20.5%	8.3%
	Puerto Rican	40.9%	32.0%	49.4%
	Cuban	0.9%	1.9%	2.0%
	Dominican	14.7%	28.2%	17.5%
	Central American	5.3%	3.0%	4.0%
	South American	15.7%	8.7%	11.4%
	Other Hispanic	6.8%	5.7%	7.4%
	2000 Hispanic Population Percent	4%	4%	7%
	1990 Hispanic Population Percent	2%	2%	5%

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Ancestry	American (percent of total population)	1.7%	2.1%	2.4%
	American	1.6%	2.0%	2.3%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	14.2%	7.9%	12.2%
	Chinese	1.9%	1.3%	1.4%
	Japanese	0.2%	0.2%	0.1%
	Korean	0.2%	0.2%	0.3%
	South Central Asian (ie. Indian)	10.5%	4.6%	3.5%
	South East Asian (ie. Vietnamese)	1.1%	1.4%	6.3%
	Other Asian	0.4%	0.3%	0.7%
	European (percent of total population)	40.2%	42.4%	38.1%
	British	4.6%	6.0%	5.5%
	Dutch	0.3%	0.3%	0.2%
	French	5.2%	6.3%	5.1%
	German	3.7%	3.5%	2.8%
	Italian	5.9%	5.5%	5.1%
	Polish	2.0%	2.2%	1.9%
	Scandinavian	1.5%	1.4%	1.2%
	Scotch/Irish	14.1%	13.8%	12.9%
Other European (ie. Greek/Russian)	2.9%	3.3%	3.3%	
Middle Eastern	1.0%	0.7%	0.8%	
Other Ancestry	25.1%	22.8%	22.1%	
Unclassified Ancestry	10.2%	11.5%	12.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	10,701	58,319	251,744
	Elementary (0 to 8)	1.8%	3.5%	4.4%
	Some High School (9 to 11)	2.3%	5.4%	5.0%
	High School Graduate (12)	24.1%	26.0%	26.8%
	Some College (13 to 16)	14.9%	18.3%	17.2%
	Associates Degree Only	10.1%	10.0%	9.1%
	Bachelors Degree Only	28.6%	23.6%	22.9%
	Graduate Degree	18.1%	13.3%	14.7%
	% College (4+)	46.8%	36.9%	37.6%
Household Type	Total Households – count	6,505	32,245	135,504
	One Person HHs – count	2,237	9,183	35,778
	Family HHs – count	3,673	20,651	89,174
	Married Couple – count	3,077	15,643	65,882
	w/own children – count	1,404	6,119	26,483
	w/out own children – count	1,673	9,524	39,399
	Male Householder – count	201	1,573	6,639
	Female Householder – count	394	3,435	16,653
	Non-Family Households – count	595	2,410	10,552
	1 Person Household	34.4%	28.5%	26.4%
	2 Person Household	34.0%	32.5%	31.8%
	3 Person Household	15.0%	17.3%	17.3%
	4 Person Household	10.9%	13.7%	14.7%
	5 Person Household	3.7%	5.1%	6.0%
	6 Person Household	1.1%	1.8%	2.4%
7+ Person Household	0.8%	1.1%	1.3%	
% Households With Children	25.2%	27.0%	28.0%	

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Housing	Total Housing Units	6,713	33,480	140,829
	Owner Occupied Percent	39.0%	54.8%	59.3%
	Renter Occupied Percent	57.9%	41.5%	36.9%
	Vacant Housing Percent	3.1%	3.7%	3.8%
	Total Housing Units (Census 2000)	4,831	21,217	98,884
	For Rent (Census 2000)	18%	33%	36%
	For Sale (Census 2000)	26%	23%	20%
	Rented or Sold, (Census 2000)	8%	4%	7%
	Seasonal (Census 2014)	4%	12%	12%
	Other (Census 2000)	7%	9%	17%
Homes Built By Year	Homes Built 1990 to 2000	6%	9%	9%
	Homes Built 1980 to 1989	31%	24%	18%
	Homes Built 1970 to 1979	39%	21%	15%
	Homes Built 1960 to 1969	13%	14%	14%
	Homes Built 1950 to 1959	4%	9%	10%
	Homes Built 1940 to 1949	2%	6%	6%
	Homes Built Before 1939	4%	17%	28%
Units in Structure	1 Unit	26%	56%	57%
	2 - 9 Units	13%	20%	26%
	Greater than 10 Units	61%	23%	16%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.6%	2.4%	3.7%
	Property Value \$750,000 to \$999,999	8.7%	8.8%	11.2%
	Property Value \$500,000 to \$749,999	30.1%	28.6%	29.3%
	Property Value \$400,000 to \$499,999	20.9%	23.1%	21.6%
	Property Value \$300,000, to \$399,999	13.7%	20.0%	17.4%
	Property Value \$200,000 to \$299,999	11.6%	10.9%	10.5%
	Property Value \$150,000 to \$199,999	7.6%	3.0%	2.3%
	Property Value \$100,000 to \$149,999	3.7%	1.3%	1.2%
	Property Value \$60,000 to \$99,999	0.6%	0.5%	0.8%
	Property Value \$40,000 to \$59,999	0.1%	0.4%	0.5%
	Property Value \$0 to \$39,999	0.0%	0.4%	0.8%
	Median Home Value	\$459,749	\$457,118	\$474,861
Median Rent	\$860	\$752	\$683	
Wealth per Household	\$0 and under - percent	18.5%	17.7%	17.4%
	\$1 to \$4999 - percent	9.2%	8.8%	8.6%
	\$5k to \$9999 - percent	4.9%	4.7%	4.6%
	\$10k to \$24999 - percent	6.7%	6.4%	6.3%
	\$25k to \$49999 - percent	6.7%	6.8%	6.8%
	\$50k to \$99999 - percent	9.8%	10.1%	10.1%
	\$100k to \$249999 - percent	17.1%	17.8%	18.0%
	\$250k to \$499999 - percent	12.6%	13.0%	13.2%
	\$500k+ - percent	14.4%	14.7%	15.0%
	Median HH Wealth	\$70,018	\$77,510	\$81,236
	Avg HH Wealth	\$233,116	\$238,339	\$242,916

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Economic Viability	Economic Viability Local	237	228	221
	Economic Viability Indexed	237	228	221
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	8,430	45,312	196,914
	Managerial/Executive	18.1%	16.2%	16.3%
	Professional Specialty	32.1%	25.6%	28.0%
	Healthcare Support	3.3%	3.3%	3.6%
	Sales	9.8%	9.6%	9.4%
	Office & Administrative Support	10.0%	11.5%	11.0%
	Protective Service	1.1%	1.7%	1.7%
	Food Preparation	4.5%	4.4%	4.9%
	Building Maintenance & Cleaning	2.8%	4.0%	3.2%
	Personal Care	2.6%	2.7%	2.4%
	Farming, Fishing, & Forestry	0.2%	0.1%	0.1%
	Construction	6.5%	8.1%	7.3%
	Production & Transportation	9.0%	12.7%	12.1%
	Percent White Collar Workers	73.4%	66.3%	68.3%
Percent Blue Collar Workers	26.6%	33.7%	31.7%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.4%	7.0%	6.4%
	Manufacturing	13.6%	14.3%	14.8%
	Transportation	5.1%	4.2%	3.9%
	Information	2.2%	1.8%	2.3%
	Wholesale/Retail	16.4%	15.2%	13.6%
	Finance, Insurance, Real Estate	7.7%	6.3%	5.8%
	Professional Services	13.9%	10.1%	9.9%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	4.4%	4.9%	4.1%
	Educational Services	18.8%	20.9%	23.9%
	Entertainment Services	6.6%	7.3%	7.7%
	Other Professional Services	3.9%	4.7%	4.2%
Public Administration	2.9%	3.3%	3.2%	
Transportation To Work	Drive to Work Alone	87.5%	84.7%	82.2%
	Drive to Work Carpool	8.2%	8.7%	10.4%
	Travel to Work by Public Transportation	1.0%	1.5%	2.0%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.0%	0.1%	0.2%
	Walked to Work	1.2%	2.0%	2.3%
	Other Means	0.1%	0.4%	0.6%
	Work at Home	1.9%	2.6%	2.4%

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	Travel to Work in Less than 5 Minutes	2.7%	2.3%	2.3%
	Travel to Work in 5 to 9 Minutes	9.9%	11.3%	9.6%
	Travel to Work in 10 to 14 Minutes	17.7%	18.4%	16.1%
	Travel to Work in 15 to 19 Minutes	13.1%	14.5%	15.0%
	Travel to Work in 20 to 29 Minutes	14.0%	15.1%	18.9%
	Travel to Work in 30 to 44 Minutes	20.6%	18.3%	20.1%
	Travel to Work in 45 to 59 Minutes	11.0%	9.6%	8.9%
	Travel to Work in 60 Minutes or more	11.0%	10.5%	9.0%
	Average Travel Time to Work	27	26	26
Vehicles per HH	No Vehicles	4.5%	8.2%	8.6%
	1 Vehicle	45.9%	33.4%	32.0%
	2 Vehicles	35.8%	37.0%	38.2%
	3 or more vehicles	13.8%	21.5%	21.2%
	Average Number of Vehicles	1.67	1.82	1.82
Change	Births (last 12 months)	197	904	3,730
	Deaths (last 12 months)	116	702	2,887
	Migration (last 12 months)	-40	-85	198
Work place	Workplace Establishments	785	2,851	10,366
	Workplace Employees (FTE)	9,799	39,579	133,888