

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	5,866	34,588	112,619
	Population Est 23Q1	5,875	34,635	112,913
	Population Est 22Q4	5,875	34,519	112,759
	Population Est 22Q3	5,875	34,517	112,794
	Population Est 22Q2	5,863	34,480	112,518
	Population Est 22Q1	5,854	34,450	112,559
	Population Est 21Q4	5,856	34,440	112,546
	Population Est 21Q3	5,855	34,436	112,544
	Population Est 21Q2	5,852	34,425	112,376
	Population Fcst	5,670	34,157	110,104
	2010 Census Population	4,136	25,979	78,055
	2000 Census Population	4,242	25,524	76,686
	1990 Census Population	3,886	22,730	69,364
	Current Year Daytime Population	8,143	33,177	105,691
	Average Seasonal Population	50	504	1,727
	Historical Annual Growth, 1990 – 2000	0.88%	1.17%	1.01%
	Historical Annual Growth, 2000 – 2010	-0.25%	0.18%	0.18%
	Estimated Annual Growth, 2010 – CY	2.67%	2.18%	2.81%
	Projected Annual Growth, CY to Y5	-0.68%	-0.25%	-0.45%
	Group Qtrs Est	0	467	1,259
Transient Est Average Last 4 Qtrs	1,139	2,824	3,979	
<b>Households</b>	Current Year Estimated Households	2,903	14,008	44,972
	Households Est 23Q1	2,907	14,023	45,075
	Households Est 22Q4	2,908	13,979	45,016
	Households Est 22Q3	2,907	13,973	45,021
	Households Est 22Q2	2,901	13,959	44,911
	Households Est 22Q1	2,897	13,943	44,926
	Households Est 21Q4	2,897	13,940	44,921
	Households Est 21Q3	2,897	13,941	44,926
	Households Est 21Q2	2,896	13,937	44,870
	Households Fcst	2,800	13,800	43,815
	2010 Census Households	2,221	10,427	30,793
	2000 Census Households	2,232	9,957	29,785
	1990 Census Households	2,014	8,606	26,201
	Historical Annual Growth, 1990 – 2000	1.03%	1.47%	1.29%
	Historical Annual Growth, 2000 – 2010	-0.05%	0.46%	0.33%
	Estimated Annual Growth, 2010 – CY	2.04%	2.25%	2.90%
	Projected Annual Growth, CY to Y5	-0.72%	-0.30%	-0.52%
Population per Household	2.02	2.44	2.48	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.5%	1.6%	1.4%
	HH Income \$250,000 to \$499,999	0.6%	2.0%	1.7%
	HH Income \$200,000 to \$249,999	1.5%	4.6%	4.0%
	HH Income \$175,000 to \$199,999	3.4%	8.2%	6.8%
	HH Income \$150,000 to \$174,999	5.8%	9.4%	7.4%
	HH Income \$100,000 to 149,999	17.4%	20.8%	19.5%
	HH Income \$75,000 to 99,999	16.5%	14.1%	12.9%
	HH Income \$50,000 to 74,999	19.5%	15.2%	15.1%
	HH Income \$35,000 to 49,999	16.6%	10.1%	10.4%
	HH Income \$25,000 to 34,999	7.8%	5.6%	8.4%
	HH Income \$15,000 to 24,999	4.4%	4.1%	6.2%
	HH Income \$0 to 14,999	5.9%	4.3%	6.4%
	Average Household Income	\$82,861	\$115,631	\$103,792
	Median Household Income	\$69,019	\$93,064	\$81,303
	Per Capita Income	\$41,012	\$47,398	\$41,831
	2000 Average HH Income	\$60,958	\$74,473	\$65,556
	2000 Median HH Income	\$54,100	\$64,782	\$56,434
	Average Disposable Income	69,182	89,625	81,023
	Median Disposable Income	59,966	79,674	69,901
	Discretionary HH Income Over \$150,000	0.3%	2.9%	1.9%
	Discretionary HH Income \$125,000 to \$149,999	1.6%	6.0%	4.6%
	Discretionary HH Income \$100,000 to \$124,999	4.9%	10.8%	9.0%
	Discretionary HH Income \$75,000 to \$99,999	10.0%	15.2%	12.8%
	Discretionary HH Income \$50,000 to \$74,999	20.1%	20.9%	19.6%
	Discretionary HH Income \$25,000 to \$49,999	33.1%	24.9%	24.8%
	Discretionary HH Income Under \$25,000	30.0%	19.2%	27.2%
	Average Discretionary HH Income	46,057	63,106	55,719
	Median Discretionary HH Income	39,943	56,490	47,837
	Householder White – Count	2,018	11,193	36,226
	Median HH Income	\$72,542	\$94,341	\$84,070
	Average HH Income	\$80,613	\$100,238	\$91,578
	Householder Black or African-American – Count	97	311	1,226
	Median HH Income	\$56,990	\$73,686	\$57,852
	Average HH Income	\$64,890	\$91,832	\$70,942
	Householder Hispanic – Count	143	589	3,257
Median HH Income	\$50,384	\$71,276	\$61,731	
Average HH Income	\$47,297	\$82,840	\$72,068	
Householder Asian or Pacific Islander – Count	513	1,492	2,654	
Median HH Income	\$78,081	\$114,290	\$121,613	
Average HH Income	\$86,141	\$109,281	\$113,937	
Householder Other or Pacific Islander – Count	132	423	1,608	
Median HH Income	\$64,951	\$79,684	\$65,651	
Average HH Income	\$66,447	\$88,662	\$76,971	
Gender	Male Population	3,005	17,201	55,639
	Female Population	2,861	17,387	56,980

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	432	1,793	5,649
	Count of Pop 0 to 7 years	550	2,418	7,785
	Count of Pop 5 - 13	518	3,094	10,674
	Count of Pop 14 - 18	152	1,447	5,230
	Count of Pop 19 - 22	182	1,521	5,344
	Count of Pop 22 - 25	167	1,175	4,007
	Count of Pop 25 - 29	625	2,315	7,114
	Count of Pop 30 - 34	821	2,671	7,943
	Count of Pop 35 - 39	625	2,456	7,654
	Count of Pop 40 - 44	392	2,101	6,938
	Count of Pop 45 - 59	876	6,809	22,908
	Count of Pop 60 - 74	781	6,444	20,745
	Count of Pop 75 - 84	232	2,026	6,236
	Count of Pop 85+	64	736	2,178
	% of Pop 0 to 4 years	7.4%	5.2%	5.0%
	% of Pop 0 to 7 years	9.4%	7.0%	6.9%
	% of Pop 5 - 13	8.8%	8.9%	9.5%
	% of Pop 14 - 18	2.6%	4.2%	4.6%
	% of Pop 19 - 22	3.1%	4.4%	4.7%
	% of Pop 22 - 25	2.9%	3.4%	3.6%
	% of Pop 25 - 29	10.7%	6.7%	6.3%
	% of Pop 30 - 34	14.0%	7.7%	7.1%
	% of Pop 35 - 39	10.7%	7.1%	6.8%
% of Pop 40 - 44	6.7%	6.1%	6.2%	
% of Pop 45 - 59	14.9%	19.7%	20.3%	
% of Pop 60 - 74	13.3%	18.6%	18.4%	
% of Pop 75 - 84	4.0%	5.9%	5.5%	
% of Pop 85+	1.1%	2.1%	1.9%	
Median Age	35.3	42.0	41.9	
Average Age	37.9	42.3	41.9	
Male Population by Age	% of Pop 0 to 4 years	7.1%	5.4%	5.3%
	% of Pop 5 - 13	8.5%	9.3%	9.8%
	% of Pop 14 - 18	2.6%	4.3%	4.8%
	% of Pop 19 - 22	3.0%	4.5%	4.9%
	% of Pop 22 - 25	2.7%	3.5%	3.7%
	% of Pop 25 - 29	10.8%	7.0%	6.6%
	% of Pop 30 - 34	14.7%	8.1%	7.3%
	% of Pop 35 - 39	11.3%	7.3%	6.9%
	% of Pop 40 - 44	7.2%	6.2%	6.1%
	% of Pop 45 - 59	15.1%	19.5%	20.2%
	% of Pop 75 - 84	3.6%	5.2%	4.8%
	% of Pop 60 - 74	12.8%	18.3%	18.2%
	% of Pop 85+	0.7%	1.6%	1.3%
Median Age	35.3	40.6	40.5	
Average Age	37.6	41.4	40.9	

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	% of Pop 0 to 4 years	7.6%	5.0%	4.8%
	% of Pop 5 - 13	9.2%	8.6%	9.1%
	% of Pop 14 - 18	2.6%	4.0%	4.5%
	% of Pop 19 - 22	3.2%	4.3%	4.6%
	% of Pop 22 - 25	3.0%	3.3%	3.4%
	% of Pop 25 - 29	10.6%	6.4%	6.0%
	% of Pop 30 - 34	13.3%	7.4%	6.8%
	% of Pop 35 - 39	10.0%	6.9%	6.7%
	% of Pop 40 - 44	6.2%	6.0%	6.2%
	% of Pop 45 - 59	14.8%	19.9%	20.5%
	% of Pop 60 - 74	13.9%	19.0%	18.7%
	% of Pop 75 - 84	4.3%	6.5%	6.2%
	% of Pop 85+	1.5%	2.7%	2.5%
	Median Age	35.3	43.3	43.3
Average Age	38.2	43.2	42.9	
Race	Count of White	3,790	26,563	85,432
	Count of Black or African-American	201	786	3,319
	Count of Asian or Pacific Islander	1,046	3,971	8,377
	Count of Other races	829	3,268	15,491
	White	64.6%	76.8%	75.9%
	Black or African American	3.4%	2.3%	2.9%
	Asian	17.8%	11.5%	7.4%
	Other Races	14.1%	9.4%	13.8%
Language Spoken	Speak English at Home	70.5%	80.8%	80.5%
	Speak Spanish at Home	4.8%	3.7%	7.7%
	Speak French or French Creole at Home	1.6%	2.1%	2.1%
	Speak German at Home	0.0%	0.2%	0.3%
	Speak Other Indo-European Languages at Home	10.2%	4.8%	3.4%
	Speak Russian and Other Slavic Languages at H	0.6%	0.4%	0.4%
	Speak Chinese at Home	0.9%	1.4%	0.9%
	Speak Korean at Home	0.0%	0.2%	0.1%
	Speak Vietnamese at Home	0.0%	0.2%	0.2%
	Speak Other Asian Languages at Home	10.4%	4.8%	3.0%
	Speak Tagalog and Other Pacific Languages at H	0.1%	0.1%	0.1%
Speak Other Language at Home	0.8%	1.4%	1.3%	
Hispanic	Hispanic Population	536	2,090	13,068
	Hispanic Population Percent	9.1%	6.0%	11.6%
	Mexican	16.3%	14.6%	18.9%
	Puerto Rican	45.1%	37.8%	34.6%
	Cuban	0.3%	2.8%	1.8%
	Dominican	15.0%	15.7%	23.9%
	Central American	5.2%	6.3%	4.3%
	South American	13.3%	12.7%	10.2%
	Other Hispanic	4.8%	10.1%	6.2%
	2000 Hispanic Population Percent	5%	2%	4%
1990 Hispanic Population Percent	3%	1%	2%	

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Ancestry</b>	American (percent of total population)	1.4%	2.0%	2.4%
	American	1.3%	1.9%	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)	17.8%	11.4%	7.4%
	Chinese	1.7%	2.1%	1.2%
	Japanese	0.2%	0.1%	0.1%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	14.6%	7.4%	4.0%
	South East Asian (ie. Vietnamese)	0.9%	1.2%	1.6%
	Other Asian	0.2%	0.4%	0.3%
	European (percent of total population)	34.0%	45.5%	43.0%
	British	3.7%	5.8%	6.0%
	Dutch	0.3%	0.3%	0.3%
	French	4.0%	6.3%	6.6%
	German	3.6%	4.2%	3.4%
	Italian	4.7%	6.1%	5.4%
	Polish	1.8%	2.4%	2.2%
	Scandinavian	1.5%	1.5%	1.3%
	Scotch/Irish	11.6%	15.3%	14.4%
Other European (ie. Greek/Russian)	2.8%	3.6%	3.5%	
Middle Eastern	1.3%	0.8%	0.7%	
Other Ancestry	27.2%	22.8%	22.6%	
Unclassified Ancestry	9.3%	11.4%	12.3%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	4,416	25,558	81,715
	Elementary (0 to 8)	1.8%	2.5%	3.3%
	Some High School (9 to 11)	2.5%	2.7%	5.8%
	High School Graduate (12)	24.0%	22.6%	27.1%
	Some College (13 to 16)	15.0%	16.3%	18.7%
	Associates Degree Only	9.5%	10.6%	9.9%
	Bachelors Degree Only	29.8%	27.4%	22.7%
	Graduate Degree	17.5%	17.9%	12.6%
	% College (4+)	47.3%	45.3%	35.4%
<b>Household Type</b>	Total Households – count	2,903	14,008	44,972
	One Person HHs – count	1,122	3,720	12,678
	Family HHs – count	1,472	9,266	28,886
	Married Couple – count	1,236	7,716	22,101
	w/own children – count	579	3,144	8,483
	w/out own children – count	657	4,571	13,619
	Male Householder – count	78	558	2,158
	Female Householder – count	158	993	4,627
	Non-Family Households – count	309	1,022	3,408
	1 Person Household	38.7%	26.6%	28.2%
	2 Person Household	35.3%	35.1%	32.6%
	3 Person Household	13.6%	17.2%	17.1%
	4 Person Household	8.6%	13.9%	13.8%
	5 Person Household	2.5%	4.6%	5.3%
	6 Person Household	0.7%	1.5%	1.9%
7+ Person Household	0.5%	1.0%	1.1%	
% Households With Children	23.6%	26.5%	26.3%	

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	3,001	14,384	46,620
	Owner Occupied Percent	19.9%	61.4%	58.4%
	Renter Occupied Percent	76.8%	36.0%	38.1%
	Vacant Housing Percent	3.3%	2.6%	3.5%
	Total Housing Units (Census 2000)	2,289	10,163	30,512
	For Rent (Census 2000)	17%	15%	28%
	For Sale (Census 2000)	20%	22%	23%
	Rented or Sold, (Census 2000)	9%	6%	10%
	Seasonal (Census 2014)	3%	9%	11%
	Other (Census 2000)	9%	4%	9%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	4%	10%	9%
	Homes Built 1980 to 1989	35%	29%	23%
	Homes Built 1970 to 1979	44%	28%	19%
	Homes Built 1960 to 1969	11%	17%	14%
	Homes Built 1950 to 1959	2%	6%	10%
	Homes Built 1940 to 1949	1%	3%	6%
	Homes Built Before 1939	2%	7%	19%
<b>Units in Structure</b>	1 Unit	6%	57%	57%
	2 - 9 Units	16%	10%	21%
	Greater than 10 Units	78%	33%	20%
	Mobilie Trailer	0%	0%	2%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.0%	3.2%	2.3%
	Property Value \$750,000 to \$999,999	3.4%	9.3%	9.3%
	Property Value \$500,000 to \$749,999	17.3%	32.8%	27.3%
	Property Value \$400,000 to \$499,999	16.6%	23.7%	22.6%
	Property Value \$300,000, to \$399,999	14.0%	18.0%	19.4%
	Property Value \$200,000 to \$299,999	24.1%	7.8%	11.1%
	Property Value \$150,000 to \$199,999	15.8%	2.5%	3.4%
	Property Value \$100,000 to \$149,999	6.7%	1.2%	1.8%
	Property Value \$60,000 to \$99,999	0.9%	0.4%	1.1%
	Property Value \$40,000 to \$59,999	0.0%	0.3%	0.4%
	Property Value \$0 to \$39,999	0.0%	0.2%	0.8%
	Median Home Value	\$316,895	\$481,485	\$452,222
Median Rent	\$864	\$862	\$741	
<b>Wealth per Household</b>	\$0 and under - percent	20.0%	16.8%	17.5%
	\$1 to \$4999 - percent	10.4%	8.0%	8.7%
	\$5k to \$9999 - percent	5.4%	4.4%	4.6%
	\$10k to \$24999 - percent	7.1%	6.2%	6.4%
	\$25k to \$49999 - percent	6.8%	6.7%	6.8%
	\$50k to \$99999 - percent	9.5%	10.1%	10.2%
	\$100k to \$249999 - percent	16.2%	18.2%	18.0%
	\$250k to \$499999 - percent	11.6%	13.6%	13.1%
	\$500k+ - percent	13.1%	15.9%	14.8%
	Median HH Wealth	\$52,233	\$88,817	\$79,857
	Avg HH Wealth	\$214,361	\$253,785	\$240,521



# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Economic Viability</b>	Economic Viability Local	241	229	228
	Economic Viability Indexed	241	229	228
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	3,518	19,769	63,405
	Managerial/Executive	14.1%	19.7%	16.5%
	Professional Specialty	35.4%	29.7%	25.5%
	Healthcare Support	3.4%	3.5%	3.1%
	Sales	9.2%	10.4%	9.8%
	Office & Administrative Support	10.8%	10.5%	11.9%
	Protective Service	1.0%	1.7%	1.9%
	Food Preparation	5.6%	3.6%	4.8%
	Building Maintenance & Cleaning	2.5%	2.2%	3.5%
	Personal Care	2.0%	2.5%	2.4%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	6.7%	6.4%	8.2%
	Production & Transportation	9.3%	9.6%	12.3%
	Percent White Collar Workers	73.0%	73.8%	66.8%
Percent Blue Collar Workers	27.0%	26.2%	33.2%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	3.4%	5.6%	7.1%
	Manufacturing	13.0%	13.6%	14.0%
	Transportation	6.7%	4.4%	4.3%
	Information	1.8%	2.6%	1.9%
	Wholesale/Retail	17.2%	14.3%	15.7%
	Finance, Insurance, Real Estate	8.7%	7.1%	6.2%
	Professional Services	15.1%	13.2%	9.6%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	4.5%	3.7%	4.6%
	Educational Services	16.1%	21.4%	21.3%
	Entertainment Services	7.7%	6.5%	7.6%
	Other Professional Services	2.8%	4.3%	4.1%
	Public Administration	3.1%	3.3%	3.3%
<b>Transportation To Work</b>	Drive to Work Alone	87.2%	87.4%	85.0%
	Drive to Work Carpool	8.3%	7.0%	8.7%
	Travel to Work by Public Transportation	1.3%	1.0%	1.4%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.0%	0.1%	0.1%
	Walked to Work	1.6%	1.3%	1.9%
	Other Means	0.0%	0.3%	0.4%
	Work at Home	1.6%	2.9%	2.5%

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Travel to Work in Less than 5 Minutes	2.9%	2.6%	2.2%
	Travel to Work in 5 to 9 Minutes	10.6%	11.1%	10.7%
	Travel to Work in 10 to 14 Minutes	16.8%	18.2%	18.5%
	Travel to Work in 15 to 19 Minutes	12.4%	12.8%	15.4%
	Travel to Work in 20 to 29 Minutes	14.2%	13.9%	16.0%
	Travel to Work in 30 to 44 Minutes	19.9%	19.7%	18.0%
	Travel to Work in 45 to 59 Minutes	11.9%	10.5%	9.3%
	Travel to Work in 60 Minutes or more	11.2%	11.3%	10.0%
Average Travel Time to Work		28	27	26
Vehicles per HH	No Vehicles	6.1%	4.0%	7.9%
	1 Vehicle	55.9%	33.0%	33.2%
	2 Vehicles	31.7%	40.5%	37.0%
	3 or more vehicles	6.3%	22.5%	21.9%
	Average Number of Vehicles	1.42	1.93	1.83
Change	Births (last 12 months)	98	392	1,222
	Deaths (last 12 months)	39	323	999
	Migration (last 12 months)	-56	53	-65
Work place	Workplace Establishments	411	1,123	3,393
	Workplace Employees (FTE)	5,170	14,518	46,530