

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



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	14,380	80,592	356,345
	Population Est 23Q1	14,381	80,931	356,919
	Population Est 22Q4	14,371	80,753	357,020
	Population Est 22Q3	14,368	80,728	357,401
	Population Est 22Q2	14,366	80,675	356,885
	Population Est 22Q1	14,374	80,754	356,939
	Population Est 21Q4	14,340	80,601	356,693
	Population Est 21Q3	14,341	80,687	356,652
	Population Est 21Q2	14,323	80,542	355,692
	Population Fcst	14,411	81,070	357,785
	2010 Census Population	12,401	74,298	329,636
	2000 Census Population	12,616	73,631	321,742
	1990 Census Population	11,380	66,140	295,366
	Current Year Daytime Population	18,868	90,954	358,635
	Average Seasonal Population	178	1,348	5,056
	Historical Annual Growth, 1990 – 2000	1.04%	1.08%	0.86%
	Historical Annual Growth, 2000 – 2010	-0.17%	0.09%	0.24%
	Estimated Annual Growth, 2010 – CY	1.04%	0.57%	0.55%
	Projected Annual Growth, CY to Y5	0.04%	0.12%	0.08%
	Group Qtrs Est	59	1,160	7,878
	Transient Est Average Last 4 Qtrs	1,519	3,366	12,096
Households	Current Year Estimated Households	6,532	32,278	135,449
	Households Est 23Q1	6,531	32,362	135,598
	Households Est 22Q4	6,525	32,269	135,612
	Households Est 22Q3	6,523	32,259	135,726
	Households Est 22Q2	6,522	32,242	135,542
	Households Est 22Q1	6,528	32,279	135,576
	Households Est 21Q4	6,516	32,224	135,477
	Households Est 21Q3	6,513	32,248	135,457
	Households Est 21Q2	6,504	32,195	135,086
	Households Fcst	6,540	32,453	135,988
	2010 Census Households	5,588	28,930	123,779
	2000 Census Households	5,497	28,149	118,483
	1990 Census Households	4,822	24,756	106,347
	Historical Annual Growth, 1990 – 2000	1.32%	1.29%	1.09%
	Historical Annual Growth, 2000 – 2010	0.16%	0.27%	0.44%
	Estimated Annual Growth, 2010 – CY	1.10%	0.77%	0.63%
	Projected Annual Growth, CY to Y5	0.03%	0.11%	0.08%
	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	2.5%	2.8%	3.1%
	HH Income \$250,000 to \$499,999	3.0%	3.4%	3.7%
	HH Income \$200,000 to \$249,999	7.0%	7.9%	8.7%
	HH Income \$175,000 to \$199,999	7.1%	7.3%	6.8%
	HH Income \$150,000 to \$174,999	8.7%	8.5%	8.4%
	HH Income \$100,000 to 149,999	19.3%	19.5%	19.4%
	HH Income \$75,000 to 99,999	16.6%	12.3%	12.1%
	HH Income \$50,000 to 74,999	13.8%	14.1%	13.7%
	HH Income \$35,000 to 49,999	10.7%	9.5%	7.7%
	HH Income \$25,000 to 34,999	3.6%	5.0%	5.4%
	HH Income \$15,000 to 24,999	3.8%	4.4%	5.2%
	HH Income \$0 to 14,999	3.8%	5.3%	5.8%
	Average Household Income	\$122,343	\$124,753	\$126,762
	Median Household Income	\$96,227	\$98,602	\$100,212
	Per Capita Income	\$55,770	\$50,460	\$48,747
	Average Disposable Income	\$95,740	\$96,348	\$97,245
	Median Disposable Income	\$82,489	\$84,132	\$84,534
	Discretionary HH Income Over \$150,000	6.7%	7.4%	7.8%
	Discretionary HH Income \$125,000 to \$149,999	6.3%	7.3%	8.0%
	Discretionary HH Income \$100,000 to \$124,999	12.2%	11.8%	10.8%
	Discretionary HH Income \$75,000 to \$99,999	12.9%	13.4%	13.5%
	Discretionary HH Income \$50,000 to \$74,999	24.1%	19.8%	19.0%
	Discretionary HH Income \$25,000 to \$49,999	25.2%	22.1%	21.3%
	Discretionary HH Income Under \$25,000	12.6%	18.3%	19.6%
	Average Discretionary HH Income	\$69,963	\$69,779	\$69,608
	Median Discretionary HH Income	\$62,678	\$62,783	\$62,213
	Householder White – Count	4,808	25,062	98,984
	Median HH Income	\$101,732	\$103,390	\$105,714
	Average HH Income	\$107,827	\$106,654	\$108,670
	Householder Black or African-American – Count	194	758	5,062
	Median HH Income	\$68,381	\$67,677	\$83,220
	Average HH Income	\$79,451	\$76,222	\$87,363
	Householder Hispanic – Count	375	2,516	11,024
	Median HH Income	\$66,479	\$68,787	\$68,047
	Average HH Income	\$71,244	\$79,209	\$79,880
	Householder Asian or Pacific Islander – Count	795	2,032	11,959
	Median HH Income	\$107,067	\$144,586	\$118,920
	Average HH Income	\$111,593	\$131,269	\$118,599
	Householder Other or Pacific Islander – Count	360	1,910	8,421
	Median HH Income	\$80,426	\$73,297	\$80,189
	Average HH Income	\$90,059	\$89,064	\$92,566

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Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	7,243	39,897	176,046
	Female Population	7,138	40,695	180,299
Total Population by Age	Count of Pop 0 to 4 years	915	4,162	17,646
	Count of Pop 0 to 7 years	1,235	5,787	25,291
	Count of Pop 5 - 13	1,300	7,580	34,661
	Count of Pop 14 - 18	499	3,727	17,481
	Count of Pop 19 - 22	504	3,806	18,887
	Count of Pop 22 - 25	393	2,858	14,883
	Count of Pop 25 - 29	1,081	4,979	22,696
	Count of Pop 30 - 34	1,556	5,887	23,673
	Count of Pop 35 - 39	1,338	5,795	24,161
	Count of Pop 40 - 44	939	5,054	22,446
	Count of Pop 45 - 59	2,517	15,782	68,696
	Count of Pop 60 - 74	2,326	14,831	65,034
	Count of Pop 75 - 84	769	4,563	19,721
	Count of Pop 85+	242	1,569	6,359
	% of Pop 0 to 4 years	6.4%	5.2%	5.0%
	% of Pop 0 to 7 years	8.6%	7.2%	7.1%
	% of Pop 5 - 13	9.0%	9.4%	9.7%
	% of Pop 14 - 18	3.5%	4.6%	4.9%
	% of Pop 19 - 22	3.5%	4.7%	5.3%
	% of Pop 22 - 25	2.7%	3.5%	4.2%
	% of Pop 25 - 29	7.5%	6.2%	6.4%
	% of Pop 30 - 34	10.8%	7.3%	6.6%
	% of Pop 35 - 39	9.3%	7.2%	6.8%
	% of Pop 40 - 44	6.5%	6.3%	6.3%
	% of Pop 45 - 59	17.5%	19.6%	19.3%
	% of Pop 60 - 74	16.2%	18.4%	18.3%
	% of Pop 75 - 84	5.3%	5.7%	5.5%
	% of Pop 85+	1.7%	1.9%	1.8%
	Median Age	38.5	41.5	40.9
	Average Age	40.5	41.8	41.3
Male Population by Age	% of Pop 0 to 4 years	6.4%	5.4%	5.2%
	% of Pop 5 - 13	9.1%	9.7%	10.1%
	% of Pop 14 - 18	3.7%	4.8%	5.1%
	% of Pop 19 - 22	3.6%	4.9%	5.6%
	% of Pop 22 - 25	2.7%	3.6%	4.5%
	% of Pop 25 - 29	7.6%	6.4%	6.7%
	% of Pop 30 - 34	11.3%	7.6%	6.8%
	% of Pop 35 - 39	9.8%	7.3%	6.8%
	% of Pop 40 - 44	6.9%	6.3%	6.2%
	% of Pop 45 - 59	17.4%	19.4%	19.0%
	% of Pop 75 - 84	4.7%	4.9%	4.9%
	% of Pop 60 - 74	15.5%	18.3%	17.9%
	% of Pop 85+	1.2%	1.3%	1.3%
	Median Age	37.8	40.2	39.5
	Average Age	39.7	40.8	40.3

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	% of Pop 0 to 4 years	6.3%	4.9%	4.8%
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	% of Pop 40 - 44	6.2%	6.3%	6.4%
	% of Pop 45 - 59	17.7%	19.8%	19.5%
	% of Pop 60 - 74	16.8%	18.5%	18.6%
	% of Pop 75 - 84	6.0%	6.4%	6.2%
	% of Pop 85+	2.2%	2.6%	2.3%
	Median Age	39.4	42.8	42.3
	Average Age	41.4	42.8	42.3
Race	Count of White	10,413	62,032	252,596
	Count of Black or African-American	484	2,401	16,669
	Count of Asian or Pacific Islander	2,107	6,438	43,458
	Count of Other races	1,376	9,720	43,622
	White	72.4%	77.0%	70.9%
	Black or African American	3.4%	3.0%	4.7%
	Asian	14.7%	8.0%	12.2%
	Other Races	9.6%	12.1%	12.2%
Language Spoken	Speak English at Home	78.1%	80.4%	76.0%
	Speak Spanish at Home	3.8%	7.9%	7.1%
	Speak French or French Creole at Home	1.5%	1.5%	1.3%
	Speak German at Home	0.1%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	5.8%	3.9%	5.4%
	Speak Russian and Other Slavic Languages at Home	0.6%	0.6%	0.5%
	Speak Chinese at Home	1.1%	0.9%	0.8%
	Speak Korean at Home	0.1%	0.2%	0.3%
	Speak Vietnamese at Home	0.7%	0.6%	0.9%
	Speak Other Asian Languages at Home	6.8%	2.4%	5.8%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.1%
	Speak Other Language at Home	1.2%	1.1%	1.5%
Hispanic	Hispanic Population	1,097	9,377	41,424
	Hispanic Population Percent	7.6%	11.6%	11.6%
	Mexican	12.1%	19.3%	8.1%
	Puerto Rican	41.8%	32.9%	49.2%
	Cuban	1.1%	1.7%	1.8%
	Dominican	15.1%	28.9%	18.0%
	Central American	5.7%	3.2%	4.3%
	South American	17.5%	9.0%	11.5%
	Other Hispanic	6.8%	5.0%	7.0%
	2000 Hispanic Population Percent	3%	6%	7%
	1990 Hispanic Population Percent	2%	3%	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)	14.6%	8.0%	12.1%
	Chinese	1.8%	1.3%	1.3%
	Japanese	0.2%	0.1%	0.2%
	Korean	0.2%	0.2%	0.3%
	South Central Asian (ie. Indian)	10.9%	4.6%	3.4%
	South East Asian (ie. Vietnamese)	1.2%	1.4%	6.2%
	Other Asian	0.4%	0.4%	0.7%
	European (percent of total population)	40.0%	42.7%	38.3%
	British	4.5%	6.1%	5.6%
	Dutch	0.3%	0.3%	0.2%
	French	5.2%	6.4%	5.1%
	German	3.7%	3.5%	2.8%
	Italian	5.8%	5.6%	5.1%
	Polish	2.0%	2.2%	1.9%
	Scandinavian	1.5%	1.4%	1.2%
	Scotch/Irish	14.0%	13.9%	13.0%
	Other European (ie. Greek/Russian)	2.9%	3.4%	3.3%
	Middle Eastern	1.0%	0.7%	0.8%
	Other Ancestry	24.9%	23.2%	22.5%
	Unclassified Ancestry	10.2%	11.7%	12.2%
Education (Age 25+)	Adult Population (25 Years or Older)	10,768	58,460	252,786
	Elementary (0 to 8)	1.6%	2.7%	4.3%
	Some High School (9 to 11)	2.3%	4.9%	4.9%
	High School Graduate (12)	21.5%	25.0%	25.9%
	Some College (13 to 16)	17.5%	18.4%	16.5%
	Associates Degree Only	9.1%	9.0%	8.7%
	Bachelors Degree Only	28.7%	25.7%	24.2%
	Graduate Degree	19.1%	14.3%	15.5%
	% College (4+)	47.9%	40.0%	39.7%
Household Type	Total Households – count	6,532	32,278	135,449
	One Person HHs – count	2,245	9,233	35,808
	Family HHs – count	3,621	20,374	88,255
	Married Couple – count	2,896	15,297	64,860
	w/own children – count	1,326	5,964	26,032
	w/out own children – count	1,570	9,333	38,828
	Male Householder – count	324	1,754	7,193
	Female Householder – count	401	3,324	16,201
	Non-Family Households – count	665	2,671	11,386
	1 Person Household	34.4%	28.6%	26.4%
	2 Person Household	34.0%	32.4%	31.8%
	3 Person Household	15.1%	17.3%	17.3%
	4 Person Household	10.9%	13.6%	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	24.8%	26.1%	27.7%

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Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	6,745	33,599	140,927
	Owner Occupied Percent	40.7%	57.0%	61.1%
	Renter Occupied Percent	56.1%	39.1%	35.1%
	Vacant Housing Percent	3.2%	3.9%	3.9%
	Total Housing Units (Census 2000)	5,630	28,756	121,676
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	4.0%	4.4%	6.1%
	Property Value \$750,000 to \$999,999	11.3%	12.1%	15.0%
	Property Value \$500,000 to \$749,999	32.4%	32.8%	32.3%
	Property Value \$400,000 to \$499,999	15.6%	21.6%	18.7%
	Property Value \$300,000, to \$399,999	11.4%	14.7%	13.6%
	Property Value \$200,000 to \$299,999	11.4%	7.7%	7.9%
	Property Value \$150,000 to \$199,999	9.8%	3.1%	1.8%
	Property Value \$100,000 to \$149,999	2.1%	1.1%	1.3%
	Property Value \$60,000 to \$99,999	0.5%	0.6%	0.7%
	Property Value \$40,000 to \$59,999	0.3%	0.4%	0.5%
	Property Value \$0 to \$39,999	0.8%	1.0%	1.0%
	Median Home Value	\$486,581	\$497,807	\$530,069
Wealth per Household	\$0 and under - percent	18.0%	17.2%	17.0%
	\$1 to \$4999 - percent	8.9%	8.4%	8.3%
	\$5k to \$9999 - percent	4.8%	4.5%	4.4%
	\$10k to \$24999 - percent	6.5%	6.3%	6.2%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.7%	10.1%	10.1%
	\$100k to \$249999 - percent	17.3%	18.0%	18.1%
	\$250k to \$499999 - percent	13.0%	13.4%	13.5%
	\$500k+ - percent	15.2%	15.4%	15.6%
	Median HH Wealth	\$76,604	\$84,143	\$86,174
	Avg HH Wealth	\$242,343	\$247,781	\$250,117
Economic Viability	Economic Viability Local	309	286	283
	Economic Viability Indexed	114	106	105
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	8,502	45,812	198,496
	Managerial/Executive	18.6%	18.0%	17.6%
	Professional Specialty	35.9%	28.1%	29.4%
	Healthcare Support	2.4%	2.3%	3.1%
	Sales	9.5%	8.6%	8.8%
	Office & Administrative Support	8.2%	9.2%	9.7%
	Protective Service	0.9%	1.5%	1.5%
	Food Preparation	3.2%	4.7%	4.5%
	Building Maintenance & Cleaning	2.1%	3.4%	2.9%
	Personal Care	2.2%	2.4%	2.2%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.1%
	Construction	5.9%	8.3%	7.5%
	Production & Transportation	11.1%	13.4%	12.6%
	Percent White Collar Workers	74.5%	66.3%	68.6%
	Percent Blue Collar Workers	25.5%	33.7%	31.4%

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	Agriculture/Mining/Construction	4.0%	8.0%	7.0%
	Manufacturing	14.2%	15.5%	15.4%
	Transportation	4.5%	3.6%	3.9%
	Information	1.9%	2.1%	2.3%
	Wholesale/Retail	19.0%	15.2%	13.3%
	Finance, Insurance, Real Estate	6.3%	6.2%	5.6%
	Professional Services	15.7%	10.3%	10.9%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	3.7%	4.3%	4.1%
	Educational Services	18.9%	20.7%	23.4%
	Entertainment Services	6.1%	6.8%	7.0%
	Other Professional Services	2.6%	3.4%	3.8%
	Public Administration	3.2%	3.8%	3.3%
Vehicles per HH	No Vehicles	3.6%	6.7%	7.6%
	1 Vehicle	45.3%	34.1%	32.6%
	2 Vehicles	36.5%	37.9%	38.3%
	3 or more vehicles	14.5%	21.3%	21.5%
	Average Number of Vehicles	1.69	1.83	1.83
Change	Births (last 12 months)	168	777	3,362
	Deaths (last 12 months)	114	684	2,861
	Migration (last 12 months)	-35	-127	-814
Work place	Workplace Establishments	745	2,988	10,606
	Workplace Employees (FTE)	9,681	42,952	141,456