

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	5,878	34,569	112,308
	Population Est 23Q1	5,879	34,686	112,793
	Population Est 22Q4	5,871	34,674	112,596
	Population Est 22Q3	5,871	34,669	112,848
	Population Est 22Q2	5,867	34,684	112,771
	Population Est 22Q1	5,876	34,712	112,995
	Population Est 21Q4	5,876	34,592	112,830
	Population Est 21Q3	5,876	34,590	112,865
	Population Est 21Q2	5,864	34,553	112,590
	Population Fcst	5,875	34,702	112,716
	2010 Census Population	4,951	31,794	103,741
	2000 Census Population	5,151	31,397	102,430
	1990 Census Population	4,405	27,875	91,353
	Current Year Daytime Population	8,155	35,697	112,267
	Average Seasonal Population	44	503	1,847
	Historical Annual Growth, 1990 – 2000	1.58%	1.20%	1.15%
	Historical Annual Growth, 2000 – 2010	-0.40%	0.13%	0.13%
	Estimated Annual Growth, 2010 – CY	1.21%	0.59%	0.56%
	Projected Annual Growth, CY to Y5	-0.01%	0.08%	0.07%
	Group Qtrs Est	0	467	1,259
	Transient Est Average Last 4 Qtrs	1,026	2,533	3,610
Households	Current Year Estimated Households	2,910	14,007	44,907
	Households Est 23Q1	2,910	14,043	45,054
	Households Est 22Q4	2,906	14,034	44,953
	Households Est 22Q3	2,905	14,031	45,031
	Households Est 22Q2	2,903	14,037	45,003
	Households Est 22Q1	2,908	14,052	45,105
	Households Est 21Q4	2,909	14,006	45,042
	Households Est 21Q3	2,907	14,001	45,047
	Households Est 21Q2	2,902	13,986	44,937
	Households Fcst	2,908	14,051	45,047
	2010 Census Households	2,465	12,486	40,368
	2000 Census Households	2,473	11,918	39,162
	1990 Census Households	2,129	10,191	34,229
	Historical Annual Growth, 1990 – 2000	1.51%	1.58%	1.36%
	Historical Annual Growth, 2000 – 2010	-0.03%	0.47%	0.30%
	Estimated Annual Growth, 2010 – CY	1.17%	0.81%	0.75%
	Projected Annual Growth, CY to Y5	-0.02%	0.06%	0.06%
	Population per Household	2.02	2.43	2.47

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	1.5%	3.4%	2.8%
	HH Income \$250,000 to \$499,999	1.8%	4.1%	3.3%
	HH Income \$200,000 to \$249,999	4.1%	9.6%	7.8%
	HH Income \$175,000 to \$199,999	6.2%	8.6%	7.0%
	HH Income \$150,000 to \$174,999	7.5%	9.6%	8.5%
	HH Income \$100,000 to 149,999	19.7%	20.7%	19.7%
	HH Income \$75,000 to 99,999	18.8%	13.5%	11.9%
	HH Income \$50,000 to 74,999	15.6%	12.1%	14.3%
	HH Income \$35,000 to 49,999	12.9%	7.7%	9.6%
	HH Income \$25,000 to 34,999	3.3%	3.7%	5.3%
	HH Income \$15,000 to 24,999	4.0%	3.6%	4.7%
	HH Income \$0 to 14,999	4.7%	3.2%	5.0%
	Average Household Income	\$105,464	\$141,310	\$123,675
	Median Household Income	\$87,163	\$112,750	\$98,013
	Per Capita Income	\$52,214	\$57,826	\$49,837
	Average Disposable Income	\$85,470	\$106,813	\$95,754
	Median Disposable Income	\$75,175	\$94,320	\$83,617
	Discretionary HH Income Over \$150,000	3.2%	9.9%	7.0%
	Discretionary HH Income \$125,000 to \$149,999	4.4%	8.8%	7.4%
	Discretionary HH Income \$100,000 to \$124,999	9.5%	14.1%	11.2%
	Discretionary HH Income \$75,000 to \$99,999	12.9%	14.7%	13.9%
	Discretionary HH Income \$50,000 to \$74,999	26.5%	20.6%	19.4%
	Discretionary HH Income \$25,000 to \$49,999	29.8%	20.1%	22.2%
	Discretionary HH Income Under \$25,000	13.8%	11.6%	19.0%
	Average Discretionary HH Income	\$61,785	\$78,668	\$69,014
	Median Discretionary HH Income	\$54,904	\$72,178	\$61,865
	Householder White – Count	2,024	11,095	35,226
	Median HH Income	\$91,416	\$115,479	\$103,544
	Average HH Income	\$97,665	\$116,108	\$106,257
	Householder Black or African-American – Count	93	285	1,144
	Median HH Income	\$68,597	\$79,156	\$69,136
	Average HH Income	\$78,227	\$85,845	\$78,235
	Householder Hispanic – Count	194	670	3,468
	Median HH Income	\$55,914	\$80,676	\$69,924
	Average HH Income	\$57,118	\$87,729	\$78,608
	Householder Asian or Pacific Islander – Count	415	1,353	2,560
	Median HH Income	\$98,762	\$147,283	\$144,692
	Average HH Income	\$105,692	\$130,444	\$130,741
	Householder Other or Pacific Islander – Count	184	603	2,508
	Median HH Income	\$81,658	\$83,446	\$74,243
	Average HH Income	\$86,301	\$96,837	\$88,331

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	3,012	17,184	55,480
	Female Population	2,866	17,385	56,828
Total Population by Age	Count of Pop 0 to 4 years	453	1,800	5,644
	Count of Pop 0 to 7 years	601	2,486	7,872
	Count of Pop 5 - 13	545	3,075	10,435
	Count of Pop 14 - 18	158	1,438	5,189
	Count of Pop 19 - 22	157	1,500	5,317
	Count of Pop 22 - 25	130	1,153	3,997
	Count of Pop 25 - 29	539	2,183	6,808
	Count of Pop 30 - 34	836	2,650	7,857
	Count of Pop 35 - 39	677	2,552	7,815
	Count of Pop 40 - 44	418	2,121	6,976
	Count of Pop 45 - 59	865	6,627	22,292
	Count of Pop 60 - 74	791	6,607	21,299
	Count of Pop 75 - 84	246	2,141	6,520
	Count of Pop 85+	64	723	2,159
	% of Pop 0 to 4 years	7.7%	5.2%	5.0%
	% of Pop 0 to 7 years	10.2%	7.2%	7.0%
	% of Pop 5 - 13	9.3%	8.9%	9.3%
	% of Pop 14 - 18	2.7%	4.2%	4.6%
	% of Pop 19 - 22	2.7%	4.3%	4.7%
	% of Pop 22 - 25	2.2%	3.3%	3.6%
	% of Pop 25 - 29	9.2%	6.3%	6.1%
	% of Pop 30 - 34	14.2%	7.7%	7.0%
	% of Pop 35 - 39	11.5%	7.4%	7.0%
	% of Pop 40 - 44	7.1%	6.1%	6.2%
	% of Pop 45 - 59	14.7%	19.2%	19.8%
	% of Pop 60 - 74	13.5%	19.1%	19.0%
	% of Pop 75 - 84	4.2%	6.2%	5.8%
	% of Pop 85+	1.1%	2.1%	1.9%
	Median Age	35.9	42.2	42.2
	Average Age	38.1	42.5	42.2
Male Population by Age	% of Pop 0 to 4 years	7.6%	5.4%	5.3%
	% of Pop 5 - 13	8.8%	9.2%	9.7%
	% of Pop 14 - 18	2.8%	4.3%	4.8%
	% of Pop 19 - 22	2.6%	4.5%	4.9%
	% of Pop 22 - 25	2.0%	3.4%	3.7%
	% of Pop 25 - 29	9.1%	6.5%	6.3%
	% of Pop 30 - 34	14.9%	8.0%	7.3%
	% of Pop 35 - 39	12.3%	7.6%	7.1%
	% of Pop 40 - 44	7.6%	6.3%	6.2%
	% of Pop 45 - 59	15.0%	19.0%	19.7%
	% of Pop 75 - 84	3.8%	5.5%	5.1%
	% of Pop 60 - 74	13.0%	18.8%	18.8%
	% of Pop 85+	0.7%	1.6%	1.3%
	Median Age	35.9	40.9	40.8
	Average Age	37.8	41.6	41.1

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	% of Pop 0 to 4 years	7.8%	5.0%	4.8%
	% of Pop 5 - 13	9.8%	8.6%	8.9%
	% of Pop 14 - 18	2.6%	4.0%	4.4%
	% of Pop 19 - 22	2.8%	4.2%	4.5%
	% of Pop 22 - 25	2.4%	3.3%	3.4%
	% of Pop 25 - 29	9.3%	6.1%	5.8%
	% of Pop 30 - 34	13.6%	7.3%	6.7%
	% of Pop 35 - 39	10.7%	7.2%	6.9%
	% of Pop 40 - 44	6.6%	6.0%	6.2%
	% of Pop 45 - 59	14.4%	19.3%	20.0%
	% of Pop 60 - 74	14.0%	19.5%	19.2%
	% of Pop 75 - 84	4.6%	6.9%	6.5%
	% of Pop 85+	1.5%	2.6%	2.5%
	Median Age	35.9	43.6	43.6
	Average Age	38.4	43.5	43.2
Race	Count of White	3,938	27,059	87,522
	Count of Black or African-American	215	845	3,506
	Count of Asian or Pacific Islander	1,090	4,089	8,238
	Count of Other races	636	2,576	13,043
	White	67.0%	78.3%	77.9%
	Black or African American	3.7%	2.4%	3.1%
	Asian	18.5%	11.8%	7.3%
	Other Races	10.8%	7.5%	11.6%
Language Spoken	Speak English at Home	72.5%	82.4%	81.0%
	Speak Spanish at Home	4.6%	3.1%	7.5%
	Speak French or French Creole at Home	1.8%	1.4%	1.5%
	Speak German at Home	0.1%	0.2%	0.4%
	Speak Other Indo-European Languages at Home	7.1%	4.4%	3.7%
	Speak Russian and Other Slavic Languages at Home	0.8%	0.5%	0.5%
	Speak Chinese at Home	1.2%	1.5%	0.8%
	Speak Korean at Home	0.0%	0.2%	0.1%
	Speak Vietnamese at Home	0.1%	0.6%	0.5%
	Speak Other Asian Languages at Home	10.0%	4.0%	2.5%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.2%	0.1%
	Speak Other Language at Home	1.7%	1.5%	1.2%
Hispanic	Hispanic Population	503	1,969	12,384
	Hispanic Population Percent	8.5%	5.7%	11.0%
	Mexican	15.0%	11.5%	17.3%
	Puerto Rican	44.9%	37.8%	35.7%
	Cuban	0.5%	2.6%	1.7%
	Dominican	15.5%	17.5%	25.0%
	Central American	5.4%	7.4%	4.5%
	South American	13.8%	14.4%	10.4%
	Other Hispanic	4.9%	8.8%	5.3%
	2000 Hispanic Population Percent	5%	2%	5%
	1990 Hispanic Population Percent	4%	2%	2%

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	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)	18.5%	11.8%	7.3%
	Chinese	1.7%	2.0%	1.1%
	Japanese	0.2%	0.1%	0.2%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	15.3%	7.5%	4.0%
	South East Asian (ie. Vietnamese)	0.9%	1.5%	1.5%
	Other Asian	0.3%	0.5%	0.4%
	European (percent of total population)	33.9%	45.5%	43.3%
	British	3.6%	5.8%	6.1%
	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%	14.5%
	Other European (ie. Greek/Russian)	2.8%	3.6%	3.5%
	Middle Eastern	1.3%	0.8%	0.7%
	Other Ancestry	27.1%	22.8%	22.8%
	Unclassified Ancestry	9.3%	11.4%	12.4%
Education (Age 25+)	Adult Population (25 Years or Older)	4,436	25,603	81,726
	Elementary (0 to 8)	0.7%	2.0%	2.7%
	Some High School (9 to 11)	1.4%	2.7%	5.2%
	High School Graduate (12)	22.8%	22.0%	26.2%
	Some College (13 to 16)	17.8%	16.3%	18.1%
	Associates Degree Only	10.3%	8.7%	8.8%
	Bachelors Degree Only	28.2%	28.6%	25.2%
	Graduate Degree	18.8%	19.6%	13.8%
	% College (4+)	47.0%	48.2%	38.9%
Household Type	Total Households – count	2,910	14,007	44,907
	One Person HHs – count	1,128	3,729	12,710
	Family HHs – count	1,429	9,159	28,591
	Married Couple – count	1,078	7,499	21,591
	w/own children – count	506	2,939	8,156
	w/out own children – count	571	4,561	13,435
	Male Householder – count	172	670	2,490
	Female Householder – count	180	990	4,510
	Non-Family Households – count	353	1,119	3,606
	1 Person Household	38.8%	26.6%	28.3%
	2 Person Household	35.3%	35.1%	32.5%
	3 Person Household	13.6%	17.2%	17.1%
	4 Person Household	8.6%	13.9%	13.8%
	5 Person Household	2.5%	4.7%	5.3%
	6 Person Household	0.7%	1.5%	1.9%
	7+ Person Household	0.5%	1.0%	1.1%
	% Households With Children	22.2%	25.5%	25.7%

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	3,009	14,387	46,679
	Owner Occupied Percent	23.1%	61.8%	60.3%
	Renter Occupied Percent	73.6%	35.6%	35.9%
	Vacant Housing Percent	3.3%	2.6%	3.8%
	Total Housing Units (Census 2000)	2,536	12,153	40,042
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.1%	5.6%	4.2%
	Property Value \$750,000 to \$999,999	3.7%	14.2%	12.5%
	Property Value \$500,000 to \$749,999	17.5%	37.4%	31.2%
	Property Value \$400,000 to \$499,999	10.1%	21.3%	20.8%
	Property Value \$300,000, to \$399,999	17.2%	10.5%	14.7%
	Property Value \$200,000 to \$299,999	23.5%	5.3%	8.8%
	Property Value \$150,000 to \$199,999	17.2%	3.3%	3.0%
	Property Value \$100,000 to \$149,999	5.2%	0.7%	2.0%
	Property Value \$60,000 to \$99,999	1.7%	0.4%	0.9%
	Property Value \$40,000 to \$59,999	0.7%	0.4%	0.4%
	Property Value \$0 to \$39,999	2.0%	0.5%	1.0%
	Median Home Value	\$297,870	\$549,592	\$491,256
Wealth per Household	\$0 and under - percent	19.4%	16.4%	17.0%
	\$1 to \$4999 - percent	9.9%	7.7%	8.3%
	\$5k to \$9999 - percent	5.2%	4.3%	4.5%
	\$10k to \$24999 - percent	6.9%	6.1%	6.3%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.5%	10.0%	10.1%
	\$100k to \$249999 - percent	16.4%	18.3%	18.1%
	\$250k to \$499999 - percent	12.1%	13.9%	13.5%
	\$500k+ - percent	13.9%	16.6%	15.5%
	Median HH Wealth	\$59,922	\$94,234	\$85,995
	Avg HH Wealth	\$224,502	\$262,110	\$249,365
Economic Viability	Economic Viability Local	316	296	287
	Economic Viability Indexed	117	109	106
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,559	19,990	63,797
	Managerial/Executive	15.1%	20.9%	18.0%
	Professional Specialty	36.5%	33.2%	27.5%
	Healthcare Support	2.7%	1.9%	2.4%
	Sales	10.7%	9.5%	9.1%
	Office & Administrative Support	8.8%	8.8%	10.1%
	Protective Service	0.6%	1.5%	1.6%
	Food Preparation	3.7%	3.0%	4.4%
	Building Maintenance & Cleaning	2.5%	2.1%	3.3%
	Personal Care	2.1%	2.5%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.1%
	Construction	6.2%	6.2%	8.2%
	Production & Transportation	11.0%	10.3%	13.0%
	Percent White Collar Workers	73.9%	74.3%	67.1%
	Percent Blue Collar Workers	26.1%	25.7%	32.9%

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	Agriculture/Mining/Construction	3.7%	5.5%	7.7%
	Manufacturing	12.6%	14.9%	15.5%
	Transportation	6.5%	3.8%	3.7%
	Information	1.9%	2.4%	2.1%
	Wholesale/Retail	20.7%	16.2%	15.6%
	Finance, Insurance, Real Estate	5.7%	6.5%	5.9%
	Professional Services	16.0%	14.0%	10.3%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.6%	3.3%	4.4%
	Educational Services	17.2%	20.8%	21.4%
	Entertainment Services	7.7%	5.4%	6.5%
	Other Professional Services	1.5%	3.0%	3.4%
	Public Administration	2.9%	4.1%	3.3%
Vehicles per HH	No Vehicles	3.0%	3.7%	6.6%
	1 Vehicle	56.2%	33.4%	34.0%
	2 Vehicles	32.4%	41.8%	37.3%
	3 or more vehicles	8.5%	21.1%	22.1%
	Average Number of Vehicles	1.51	1.90	1.85
Change	Births (last 12 months)	81	336	1,057
	Deaths (last 12 months)	38	313	971
	Migration (last 12 months)	-32	-121	-491
Work place	Workplace Establishments	386	1,186	3,539
	Workplace Employees (FTE)	5,182	16,052	50,265