

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 21, 2019

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Population	Current Year Estimated Population	22,387	112,248	427,902
	Population Est 19Q2	22,351	112,138	426,212
	Population Est 19Q1	22,313	112,044	426,022
	Population Est 18Q4	22,313	112,050	426,065
	Population Est 18Q3	22,275	111,639	424,374
	Population Est 18Q2	22,253	111,322	424,093
	Population Est 18Q1	22,199	111,041	423,642
	Population Est 17Q4	22,163	110,858	423,213
	Population Est 17Q3	22,148	110,723	422,938
	Population Fcst	23,241	115,010	434,147
	2010 Census Population	20,467	105,757	404,675
	2000 Census Population	20,109	104,678	395,151
	1990 Census Population	17,842	94,648	360,674
	Current Year Daytime Population	29,006	123,638	422,745
	Average Seasonal Population	228	1,440	5,607
	Historical Annual Growth, 1990 – 2000	1.20%	1.01%	0.92%
	Historical Annual Growth, 2000 – 2010	0.18%	0.10%	0.24%
	Estimated Annual Growth, 2010 – CY	0.95%	0.63%	0.59%
	Projected Annual Growth, CY to Y5	0.75%	0.49%	0.29%
	Group Qtrs Est	333	1,574	7,042
Transient Est Average Last 4 Qtrs	1,574	3,690	13,546	
Households	Current Year Estimated Households	9,314	44,099	159,424
	Households Est 19Q2	9,299	44,059	158,776
	Households Est 19Q1	9,290	44,033	158,723
	Households Est 18Q4	9,290	44,037	158,700
	Households Est 18Q3	9,273	43,875	158,089
	Households Est 18Q2	9,272	43,747	157,988
	Households Est 18Q1	9,247	43,628	157,828
	Households Est 17Q4	9,233	43,551	157,642
	Households Est 17Q3	9,227	43,494	157,505
	Households Fcst	9,669	45,181	161,810
	2010 Census Households	8,509	41,558	150,545
	2000 Census Households	8,128	40,396	143,831
	1990 Census Households	7,060	35,538	127,718
	Historical Annual Growth, 1990 – 2000	1.42%	1.29%	1.20%
	Historical Annual Growth, 2000 – 2010	0.46%	0.28%	0.46%
	Estimated Annual Growth, 2010 – CY	0.96%	0.63%	0.60%
	Projected Annual Growth, CY to Y5	0.75%	0.49%	0.30%
Population per Household	2.37	2.51	2.64	

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Willow Springs Plaza Nashua, NH	5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	1.0%	1.0%	1.6%
HH Income \$250,000 to \$499,999	1.2%	1.2%	2.0%
HH Income \$200,000 to \$249,999	2.8%	2.9%	4.6%
HH Income \$175,000 to \$199,999	6.6%	5.8%	5.4%
HH Income \$150,000 to \$174,999	6.7%	5.9%	6.9%
HH Income \$100,000 to 149,999	21.5%	18.8%	19.4%
HH Income \$75,000 to 99,999	16.3%	14.0%	13.2%
HH Income \$50,000 to 74,999	18.0%	16.1%	15.0%
HH Income \$35,000 to 49,999	10.4%	11.2%	9.8%
HH Income \$25,000 to 34,999	5.9%	7.6%	6.6%
HH Income \$15,000 to 24,999	4.9%	8.2%	7.3%
HH Income \$0 to 14,999	4.9%	7.3%	8.4%
Average Household Income	\$101,581	\$92,997	\$100,083
Median Household Income	\$83,284	\$74,342	\$80,073
Per Capita Income	\$42,735	\$36,901	\$37,596
2000 Average HH Income	\$73,419	\$63,976	\$68,292
2000 Median HH Income	\$63,770	\$54,541	\$57,419
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	2%	2%	3%
Disposable HH Income \$200,000 to \$249,999	2%	2%	3%
Disposable HH Income \$175,000 to \$199,999	1%	1%	2%
Disposable HH Income \$150,000 to \$174,999	6%	5%	5%
Disposable HH Income \$100,000 to \$149,999	18%	17%	19%
Disposable HH Income \$75,000 to \$99,999	19%	16%	15%
Disposable HH Income \$50,000 to \$74,999	22%	19%	18%
Disposable HH Income \$35,000 to \$49,999	12%	12%	12%
Disposable HH Income \$25,000 to \$34,999	7%	9%	8%
Disposable HH Income \$15,000 to \$24,999	6%	10%	8%
Disposable HH Income \$0 to \$14,999	5%	8%	10%
Average Disposable Income	80,395	74,523	80,031
Median Disposable Income	71,680	64,121	68,349
Householder White – Count	7,314	35,658	125,794
Median HH Income	\$80,146	\$75,940	\$86,363
Average HH Income	\$88,620	\$84,871	\$93,689
Householder Black or African-American – Count	275	1,073	4,504
Median HH Income	\$57,744	\$50,917	\$51,656
Average HH Income	\$71,802	\$67,713	\$64,573
Householder Hispanic – Count	323	3,537	12,411
Median HH Income	\$105,007	\$51,925	\$45,477
Average HH Income	\$109,261	\$64,283	\$58,017
Householder Asian or Pacific Islander – Count	1,105	2,438	11,689
Median HH Income	\$104,362	\$104,934	\$87,419
Average HH Income	\$101,039	\$102,329	\$92,779
Householder Other or Pacific Islander – Count	297	1,393	5,026
Median HH Income	\$91,889	\$68,846	\$55,291
Average HH Income	\$94,218	\$80,081	\$68,450

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Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Gender	Male Population	11,061	55,260	211,789
	Female Population	11,326	56,988	216,113
Total Population by Age	Count of Pop 0 to 4 years	1,292	6,169	22,150
	Count of Pop 0 to 7 years	1,936	9,068	32,210
	Count of Pop 5 - 13	2,298	11,692	42,982
	Count of Pop 14 - 18	986	5,407	21,112
	Count of Pop 19 - 22	1,069	5,842	25,731
	Count of Pop 22 - 25	767	4,283	18,000
	Count of Pop 25 - 29	1,320	7,059	28,381
	Count of Pop 30 - 34	1,367	6,610	24,662
	Count of Pop 35 - 39	1,557	6,830	24,479
	Count of Pop 40 - 44	1,477	6,999	24,743
	Count of Pop 45 - 59	4,979	25,133	94,950
	Count of Pop 60 - 74	3,880	19,287	74,934
	Count of Pop 75 - 84	1,038	5,092	19,592
	Count of Pop 85+	358	1,846	6,186
	% of Pop 0 to 4 years	5.8%	5.5%	5.2%
	% of Pop 0 to 7 years	8.6%	8.1%	7.5%
	% of Pop 5 - 13	10.3%	10.4%	10.0%
	% of Pop 14 - 18	4.4%	4.8%	4.9%
	% of Pop 19 - 22	4.8%	5.2%	6.0%
	% of Pop 22 - 25	3.4%	3.8%	4.2%
	% of Pop 25 - 29	5.9%	6.3%	6.6%
	% of Pop 30 - 34	6.1%	5.9%	5.8%
	% of Pop 35 - 39	7.0%	6.1%	5.7%
% of Pop 40 - 44	6.6%	6.2%	5.8%	
% of Pop 45 - 59	22.2%	22.4%	22.2%	
% of Pop 60 - 74	17.3%	17.2%	17.5%	
% of Pop 75 - 84	4.6%	4.5%	4.6%	
% of Pop 85+	1.6%	1.6%	1.4%	
Median Age	41.8	41.6	41.3	
Average Age	41.0	40.7	40.7	
Male Population by Age	% of Pop 0 to 4 years	6.0%	5.8%	5.4%
	% of Pop 5 - 13	10.6%	10.8%	10.4%
	% of Pop 14 - 18	4.6%	5.0%	5.1%
	% of Pop 19 - 22	4.7%	5.3%	6.3%
	% of Pop 22 - 25	3.5%	4.0%	4.4%
	% of Pop 25 - 29	6.1%	6.6%	7.0%
	% of Pop 30 - 34	6.0%	6.0%	6.0%
	% of Pop 35 - 39	7.1%	6.2%	5.8%
	% of Pop 40 - 44	6.6%	6.2%	5.7%
	% of Pop 45 - 59	22.4%	22.5%	22.0%
	% of Pop 75 - 84	4.1%	3.9%	4.0%
	% of Pop 60 - 74	17.2%	16.9%	17.0%
	% of Pop 85+	1.0%	1.0%	0.9%
	Median Age	41.0	40.3	39.7
Average Age	40.2	39.7	39.7	

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Female Population by Age	% of Pop 0 to 4 years	5.5%	5.2%	5.0%
	% of Pop 5 - 13	9.9%	10.1%	9.7%
	% of Pop 14 - 18	4.2%	4.7%	4.8%
	% of Pop 19 - 22	4.8%	5.1%	5.7%
	% of Pop 22 - 25	3.4%	3.7%	4.0%
	% of Pop 25 - 29	5.7%	6.0%	6.3%
	% of Pop 30 - 34	6.2%	5.8%	5.5%
	% of Pop 35 - 39	6.8%	6.0%	5.7%
	% of Pop 40 - 44	6.6%	6.3%	5.9%
	% of Pop 45 - 59	22.0%	22.3%	22.3%
	% of Pop 60 - 74	17.4%	17.4%	18.0%
	% of Pop 75 - 84	5.2%	5.2%	5.2%
	% of Pop 85+	2.1%	2.3%	2.0%
	Median Age	42.6	42.8	42.8
Average Age	41.8	41.7	41.7	
Race	Count of White	18,167	95,013	349,727
	Count of Black or African-American	564	2,912	13,117
	Count of Asian or Pacific Islander	2,740	7,649	40,479
	Count of Other races	916	6,674	24,579
	White	81.1%	84.6%	81.7%
	Black or African American	2.5%	2.6%	3.1%
	Asian	12.2%	6.8%	9.5%
	Other Races	4.1%	5.9%	5.7%
Language Spoken	Speak English at Home	79.6%	80.8%	78.7%
	Speak Spanish at Home	2.7%	7.3%	6.8%
	Speak Other Language at Home	0.2%	0.9%	1.3%
Hispanic	Hispanic Population	1,028	10,089	35,392
	Hispanic Population Percent	4.6%	9.0%	8.3%
	Mexican	24.9%	22.7%	10.5%
	Puerto Rican	36.3%	31.3%	50.2%
	Cuban	5.1%	1.3%	2.5%
	Dominican	7.3%	19.3%	12.5%
	Central American	1.5%	7.4%	6.0%
	South American	14.8%	11.5%	12.4%
	Other Hispanic	10.2%	6.6%	5.9%
2000 Hispanic Population Percent	3%	5%	6%	
1990 Hispanic Population Percent	2%	3%	4%	

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Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	American (percent of total population)	3.2%	3.1%	2.9%
	American	3.1%	2.9%	2.7%
	Native American (ie. Indian/Eskimo)	0.1%	0.2%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	12.2%	6.8%	9.4%
	Chinese	2.7%	1.5%	1.3%
	Japanese	0.1%	0.1%	0.0%
	Korean	0.5%	0.3%	0.3%
	South Central Asian (ie. Indian)	8.2%	3.6%	2.7%
	South East Asian (ie. Vietnamese)	0.4%	1.1%	4.6%
	Other Asian	0.4%	0.3%	0.5%
	European (percent of total population)	44.0%	45.3%	44.6%
	British	6.0%	6.3%	6.2%
	Dutch	0.3%	0.3%	0.3%
	French	6.1%	7.1%	6.0%
	German	4.0%	3.6%	3.4%
	Italian	5.9%	6.0%	6.3%
	Polish	2.5%	2.5%	2.4%
	Scandinavian	1.6%	1.5%	1.6%
	Scotch/Irish	13.3%	14.0%	14.7%
Other European (ie. Greek/Russian)	4.2%	3.8%	3.7%	
Middle Eastern	0.6%	0.8%	0.8%	
Other Ancestry	26.2%	24.7%	23.4%	
Unclassified Ancestry	9.2%	10.3%	10.6%	
Education (Age 25+)	Adult Population (25 Years or Older)	15,976	78,855	297,927
	Elementary (0 to 8)	2.3%	3.9%	4.5%
	Some High School (9 to 11)	3.4%	5.5%	5.5%
	High School Graduate (12)	20.8%	27.2%	26.9%
	Some College (13 to 16)	16.5%	19.0%	17.1%
	Associates Degree Only	11.5%	10.1%	9.0%
	Bachelors Degree Only	26.2%	20.8%	22.2%
	Graduate Degree	19.2%	13.5%	14.8%
% College (4+)	45.4%	34.3%	36.9%	
Household Type	Total Households – count	9,314	44,099	159,424
	One Person HHs – count	2,750	12,025	38,719
	Family HHs – count	5,734	28,664	110,134
	Married Couple – count	4,459	21,380	82,852
	w/own children – count	1,730	8,707	33,815
	w/out own children – count	2,729	12,673	49,037
	Male Householder – count	394	2,006	7,788
	Female Householder – count	880	5,278	19,494
	Non-Family Households – count	831	3,409	10,570
	1 Person Household	29.5%	27.3%	24.3%
	2 Person Household	33.3%	31.6%	31.3%
	3 Person Household	16.9%	17.3%	17.7%
	4 Person Household	13.9%	15.0%	16.2%
	5 Person Household	4.7%	5.9%	6.8%
	6 Person Household	1.2%	1.9%	2.4%
7+ Person Household	0.5%	1.0%	1.4%	
% Households With Children	25.0%	28.8%	30.1%	

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Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	9,822	46,616	167,458
	Owner Occupied Percent	57.6%	59.9%	65.0%
	Renter Occupied Percent	37.2%	34.7%	30.2%
	Vacant Housing Percent	5.2%	5.4%	4.8%
	Total Housing Units (Census 2000)	8,312	41,296	147,332
	For Rent (Census 2000)	15%	29%	33%
	For Sale (Census 2000)	21%	19%	19%
	Rented or Sold, (Census 2000)	8%	10%	8%
	Seasonal (Census 2014)	8%	11%	15%
	Other (Census 2000)	4%	18%	17%
Homes Built By Year	Homes Built 1990 to 2000	10%	9%	11%
	Homes Built 1980 to 1989	29%	22%	20%
	Homes Built 1970 to 1979	30%	18%	17%
	Homes Built 1960 to 1969	16%	14%	14%
	Homes Built 1950 to 1959	6%	9%	9%
	Homes Built 1940 to 1949	2%	6%	5%
	Homes Built Before 1939	6%	22%	23%
Units in Structure	1 Unit	51%	57%	62%
	2 - 9 Units	11%	23%	22%
	Greater than 10 Units	38%	18%	15%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.2%	1.2%	2.6%
	Property Value \$750,000 to \$999,999	3.5%	2.9%	5.6%
	Property Value \$500,000 to \$749,999	19.2%	16.0%	21.3%
	Property Value \$400,000 to \$499,999	18.9%	16.7%	19.4%
	Property Value \$300,000, to \$399,999	24.9%	27.9%	23.9%
	Property Value \$200,000 to \$299,999	19.6%	22.9%	17.7%
	Property Value \$150,000 to \$199,999	6.1%	5.5%	4.2%
	Property Value \$100,000 to \$149,999	3.8%	3.3%	2.2%
	Property Value \$60,000 to \$99,999	0.7%	0.8%	0.8%
	Property Value \$40,000 to \$59,999	0.4%	0.4%	0.5%
	Property Value \$0 to \$39,999	1.5%	2.1%	1.8%
	Median Home Value	\$371,217	\$353,104	\$395,473
	Median Rent	\$867	\$726	\$696
Wealth per Household	\$0 and under - percent	17.3%	17.7%	17.2%
	\$1 to \$4999 - percent	8.2%	8.7%	8.4%
	\$5k to \$9999 - percent	4.5%	4.6%	4.5%
	\$10k to \$24999 - percent	6.4%	6.4%	6.3%
	\$25k to \$49999 - percent	6.8%	6.9%	6.8%
	\$50k to \$99999 - percent	10.2%	10.3%	10.3%
	\$100k to \$249999 - percent	18.0%	18.0%	18.2%
	\$250k to \$499999 - percent	13.4%	13.0%	13.3%
	\$500k+ - percent	15.2%	14.4%	15.0%
	Median HH Wealth	\$83,262	\$77,666	\$82,896
	Avg HH Wealth	\$245,537	\$236,153	\$243,261

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Economic Viability	Economic Viability Local	207	203	200
	Economic Viability Indexed	106	104	103
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	12,647	62,224	235,728
	Managerial/Executive	17.5%	15.1%	16.4%
	Professional Specialty	30.2%	26.2%	27.4%
	Healthcare Support	1.5%	2.3%	2.5%
	Sales	11.3%	10.1%	9.5%
	Office & Administrative Support	13.5%	13.2%	12.4%
	Protective Service	1.3%	1.5%	1.8%
	Food Preperation	4.4%	5.6%	5.1%
	Building Maintenance & Cleaning	3.7%	3.7%	3.0%
	Personal Care	3.6%	3.8%	3.7%
	Farming, Fishing, & Forestry	0.1%	0.0%	0.1%
	Construction	6.0%	7.9%	7.2%
	Production & Transportation	6.9%	10.5%	10.9%
	Percent White Collar Workers	74.0%	66.9%	68.2%
Percent Blue Collar Workers	26.0%	33.1%	31.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.9%	6.5%	6.1%
	Manufacturing	14.8%	14.9%	15.2%
	Transportation	3.4%	3.8%	3.8%
	Information	4.6%	3.1%	2.9%
	Wholesale/Retail	11.7%	14.1%	12.9%
	Finance, Insurance, Real Estate	8.2%	5.9%	5.9%
	Professional Services	13.3%	9.4%	9.9%
	Management Services	0.1%	0.1%	0.1%
	Administrative/Waste Services	4.1%	4.1%	3.7%
	Educational Services	20.8%	22.5%	24.1%
	Entertainment Services	6.9%	8.5%	7.6%
	Other Professional Services	4.3%	4.6%	4.1%
	Public Administration	2.7%	2.5%	3.4%
	Transportation To Work	Drive to Work Alone	87.4%	84.6%
Drive to Work Carpool		6.8%	9.1%	9.5%
Travel to Work by Public Transportation		1.1%	1.4%	1.8%
Drive to Work on Motorcycle		0.0%	0.0%	0.0%
Drive to Work on Bicycle		0.1%	0.2%	0.1%
Walked to Work		1.4%	2.0%	2.0%
Other Means		0.2%	0.3%	0.5%
Work at Home		3.0%	2.3%	2.6%

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Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Travel to Work in Less than 5 Minutes	2.7%	2.2%	2.3%
	Travel to Work in 5 to 9 Minutes	11.8%	11.1%	9.2%
	Travel to Work in 10 to 14 Minutes	18.1%	18.4%	15.2%
	Travel to Work in 15 to 19 Minutes	13.0%	15.0%	14.8%
	Travel to Work in 20 to 29 Minutes	13.3%	16.4%	20.1%
	Travel to Work in 30 to 44 Minutes	19.8%	18.4%	20.3%
	Travel to Work in 45 to 59 Minutes	10.4%	9.0%	8.8%
	Travel to Work in 60 Minutes or more	11.1%	9.6%	9.4%
	Average Travel Time to Work	26	25	26
Vehicles per HH	No Vehicles	3.5%	7.1%	7.9%
	1 Vehicle	35.2%	32.4%	30.4%
	2 Vehicles	43.8%	41.3%	41.0%
	3 or more vehicles	17.5%	19.2%	20.7%
	Average Number of Vehicles	1.85	1.80	1.83
Change	Births (last 12 months)	198	1,027	4,168
	Deaths (last 12 months)	185	893	3,398
	Migration (last 12 months)	99	475	2,758
Work place	Workplace Establishments	788	3,149	10,563
	Workplace Employees (FTE)	15,764	64,729	198,034