

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	22,332	112,701	426,979
	Population Est 20Q1	22,317	112,453	426,568
	Population Est 19Q4	22,294	112,276	425,931
	Population Est 19Q3	22,360	112,040	425,469
	Population Est 19Q2	22,335	111,971	424,267
	Population Est 19Q1	22,290	111,853	424,337
	Population Est 18Q4	22,274	111,815	424,621
	Population Est 18Q3	22,264	111,535	423,474
	Population Est 18Q2	22,250	111,263	423,471
	Population Fcst	23,068	115,186	432,397
	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	29,115	125,911	447,968
	Average Seasonal Population	260	1,488	5,527
	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	0.85%	0.62%	0.52%
	Projected Annual Growth, CY to Y5	0.65%	0.44%	0.25%
	Group Qtrs Est	333	1,574	7,042
Transient Est Average Last 4 Qtrs	1,677	3,867	14,311	
<b>Households</b>	Current Year Estimated Households	9,286	44,308	159,067
	Households Est 20Q1	9,280	44,207	158,924
	Households Est 19Q4	9,272	44,123	158,634
	Households Est 19Q3	9,299	44,009	158,433
	Households Est 19Q2	9,291	43,992	157,992
	Households Est 19Q1	9,280	43,961	158,055
	Households Est 18Q4	9,274	43,944	158,121
	Households Est 18Q3	9,269	43,835	157,734
	Households Est 18Q2	9,270	43,722	157,736
	Households Fcst	9,594	45,298	161,152
	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	0.86%	0.63%	0.54%
	Projected Annual Growth, CY to Y5	0.65%	0.44%	0.26%
Population per Household	2.37	2.51	2.64	

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more		1.0%	1.2%	1.8%
HH Income \$250,000 to \$499,999		1.2%	1.4%	2.1%
HH Income \$200,000 to \$249,999		2.7%	3.3%	4.9%
HH Income \$175,000 to \$199,999		8.0%	6.3%	6.0%
HH Income \$150,000 to \$174,999		7.2%	6.2%	7.2%
HH Income \$100,000 to 149,999		20.9%	19.2%	19.2%
HH Income \$75,000 to 99,999		17.0%	14.1%	13.4%
HH Income \$50,000 to 74,999		16.2%	15.2%	14.5%
HH Income \$35,000 to 49,999		10.2%	10.0%	9.4%
HH Income \$25,000 to 34,999		5.5%	8.1%	6.4%
HH Income \$15,000 to 24,999		5.5%	7.8%	7.2%
HH Income \$0 to 14,999		4.8%	7.2%	7.9%
Average Household Income	\$106,294	\$97,302	\$104,517	
Median Household Income	\$85,635	\$77,603	\$82,809	
Per Capita Income	\$44,674	\$38,618	\$39,246	
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	0%	0%	0%	
Disposable HH Income \$200,000 to \$249,999	0%	0%	0%	
Disposable HH Income \$175,000 to \$199,999	1%	2%	2%	
Disposable HH Income \$150,000 to \$174,999	5%	5%	5%	
Disposable HH Income \$100,000 to \$149,999	22%	18%	20%	
Disposable HH Income \$75,000 to \$99,999	18%	16%	15%	
Disposable HH Income \$50,000 to \$74,999	21%	18%	17%	
Disposable HH Income \$35,000 to \$49,999	11%	11%	11%	
Disposable HH Income \$25,000 to \$34,999	7%	9%	8%	
Disposable HH Income \$15,000 to \$24,999	7%	9%	8%	
Disposable HH Income \$0 to \$14,999	5%	8%	9%	
Average Disposable Income	81,952	77,019	82,377	
Median Disposable Income	73,623	66,824	70,571	
Householder White – Count	7,229	35,805	125,210	
Median HH Income	\$85,137	\$81,022	\$89,319	
Average HH Income	\$92,545	\$88,593	\$96,104	
Householder Black or African-American – Count	284	1,162	4,599	
Median HH Income	\$58,089	\$44,679	\$53,207	
Average HH Income	\$71,739	\$63,096	\$66,339	
Householder Hispanic – Count	441	3,538	12,197	
Median HH Income	\$73,784	\$46,055	\$43,534	
Average HH Income	\$76,782	\$59,276	\$57,468	
Householder Asian or Pacific Islander – Count	1,000	2,401	12,283	
Median HH Income	\$106,570	\$106,881	\$92,540	
Average HH Income	\$104,789	\$106,542	\$96,716	
Householder Other or Pacific Islander – Count	332	1,403	4,778	
Median HH Income	\$86,716	\$65,992	\$59,449	
Average HH Income	\$89,619	\$76,290	\$72,514	

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Gender</b>	Male Population	11,031	55,481	211,311
	Female Population	11,301	57,221	215,668
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,281	6,127	21,815
	Count of Pop 0 to 7 years	1,937	9,026	31,656
	Count of Pop 5 - 13	2,302	11,667	42,300
	Count of Pop 14 - 18	979	5,352	20,616
	Count of Pop 19 - 22	1,068	5,829	25,390
	Count of Pop 22 - 25	753	4,307	18,174
	Count of Pop 25 - 29	1,313	7,158	28,911
	Count of Pop 30 - 34	1,325	6,599	24,576
	Count of Pop 35 - 39	1,563	6,855	24,424
	Count of Pop 40 - 44	1,464	6,926	24,240
	Count of Pop 45 - 59	4,923	24,952	93,403
	Count of Pop 60 - 74	3,956	19,877	76,918
	Count of Pop 75 - 84	1,051	5,212	20,033
	Count of Pop 85+	355	1,839	6,179
	% of Pop 0 to 4 years	5.7%	5.4%	5.1%
	% of Pop 0 to 7 years	8.7%	8.0%	7.4%
	% of Pop 5 - 13	10.3%	10.4%	9.9%
	% of Pop 14 - 18	4.4%	4.7%	4.8%
	% of Pop 19 - 22	4.8%	5.2%	5.9%
	% of Pop 22 - 25	3.4%	3.8%	4.3%
	% of Pop 25 - 29	5.9%	6.4%	6.8%
	% of Pop 30 - 34	5.9%	5.9%	5.8%
% of Pop 35 - 39	7.0%	6.1%	5.7%	
% of Pop 40 - 44	6.6%	6.1%	5.7%	
% of Pop 45 - 59	22.0%	22.1%	21.9%	
% of Pop 60 - 74	17.7%	17.6%	18.0%	
% of Pop 75 - 84	4.7%	4.6%	4.7%	
% of Pop 85+	1.6%	1.6%	1.4%	
Median Age	42.0	41.8	41.5	
Average Age	41.1	40.9	40.9	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.0%	5.7%	5.3%
	% of Pop 5 - 13	10.7%	10.7%	10.2%
	% of Pop 14 - 18	4.6%	4.9%	5.0%
	% of Pop 19 - 22	4.7%	5.3%	6.2%
	% of Pop 22 - 25	3.4%	4.0%	4.5%
	% of Pop 25 - 29	6.1%	6.7%	7.1%
	% of Pop 30 - 34	5.8%	5.9%	6.0%
	% of Pop 35 - 39	7.2%	6.2%	5.8%
	% of Pop 40 - 44	6.5%	6.0%	5.6%
	% of Pop 45 - 59	22.3%	22.2%	21.7%
	% of Pop 75 - 84	4.1%	4.0%	4.1%
	% of Pop 60 - 74	17.6%	17.4%	17.5%
	% of Pop 85+	1.0%	1.0%	0.9%
	Median Age	41.2	40.5	39.9
Average Age	40.3	39.9	39.9	

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Female Population by Age</b>	% of Pop 0 to 4 years	5.5%	5.2%	4.9%
	% of Pop 5 - 13	9.9%	10.0%	9.6%
	% of Pop 14 - 18	4.2%	4.6%	4.7%
	% of Pop 19 - 22	4.9%	5.1%	5.7%
	% of Pop 22 - 25	3.3%	3.7%	4.0%
	% of Pop 25 - 29	5.7%	6.1%	6.5%
	% of Pop 30 - 34	6.1%	5.8%	5.5%
	% of Pop 35 - 39	6.8%	5.9%	5.6%
	% of Pop 40 - 44	6.6%	6.2%	5.8%
	% of Pop 45 - 59	21.8%	22.1%	22.0%
	% of Pop 60 - 74	17.8%	17.9%	18.5%
	% of Pop 75 - 84	5.3%	5.3%	5.3%
	% of Pop 85+	2.1%	2.3%	2.0%
	Median Age	42.7	43.0	43.0
Average Age	41.9	41.9	41.9	
<b>Race</b>	Count of White	18,083	95,404	349,072
	Count of Black or African-American	579	3,079	13,222
	Count of Asian or Pacific Islander	2,727	7,624	40,951
	Count of Other races	943	6,595	23,734
	White	81.0%	84.7%	81.8%
	Black or African American	2.6%	2.7%	3.1%
	Asian	12.2%	6.8%	9.6%
	Other Races	4.2%	5.9%	5.6%
<b>Language Spoken</b>	Speak English at Home	76.9%	80.6%	78.8%
	Speak Spanish at Home	4.8%	7.4%	6.4%
	Speak Other Language at Home	0.3%	0.8%	1.2%
<b>Hispanic</b>	Hispanic Population	1,163	10,174	35,047
	Hispanic Population Percent	5.2%	9.0%	8.2%
	Mexican	18.3%	18.3%	8.7%
	Puerto Rican	42.3%	32.6%	49.3%
	Cuban	4.2%	1.3%	2.3%
	Dominican	11.8%	22.0%	14.0%
	Central American	1.1%	8.4%	6.5%
	South American	14.5%	10.2%	12.9%
	Other Hispanic	7.8%	7.3%	6.3%
2000 Hispanic Population Percent	3%	5%	6%	
1990 Hispanic Population Percent	2%	3%	4%	

ate and government sources deemed to be reliable and is herein provided without representation or warranty.

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	American (percent of total population)	2.9%	3.1%	2.8%
	American	2.8%	2.9%	2.6%
	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%	6.7%	9.5%
	Chinese	2.2%	1.4%	1.3%
	Japanese	0.1%	0.0%	0.0%
	Korean	0.6%	0.3%	0.2%
	South Central Asian (ie. Indian)	8.3%	3.6%	2.7%
	South East Asian (ie. Vietnamese)	0.4%	1.1%	4.7%
	Other Asian	0.6%	0.4%	0.6%
	European (percent of total population)	42.7%	44.9%	44.1%
	British	5.7%	6.2%	6.2%
	Dutch	0.2%	0.4%	0.3%
	French	5.6%	7.0%	5.9%
	German	3.9%	3.6%	3.3%
	Italian	5.8%	5.8%	6.3%
	Polish	2.5%	2.6%	2.3%
	Scandinavian	1.7%	1.6%	1.5%
	Scotch/Irish	13.2%	14.2%	14.6%
Other European (ie. Greek/Russian)	4.1%	3.6%	3.7%	
Middle Eastern	0.7%	0.9%	0.9%	
Other Ancestry	27.0%	24.9%	23.5%	
Unclassified Ancestry	9.3%	10.5%	11.0%	
Education (Age 25+)	Adult Population (25 Years or Older)	15,949	79,419	298,683
	Elementary (0 to 8)	2.4%	3.6%	4.4%
	Some High School (9 to 11)	3.3%	5.6%	5.3%
	High School Graduate (12)	20.9%	27.2%	26.6%
	Some College (13 to 16)	15.1%	18.9%	17.3%
	Associates Degree Only	11.5%	9.8%	8.6%
	Bachelors Degree Only	27.5%	21.4%	22.8%
	Graduate Degree	19.4%	13.5%	14.9%
% College (4+)	46.8%	35.0%	37.7%	
Household Type	Total Households – count	9,286	44,308	159,067
	One Person HHs – count	2,740	12,116	38,625
	Family HHs – count	5,718	28,981	109,868
	Married Couple – count	4,464	21,574	83,140
	w/own children – count	1,698	8,508	33,621
	w/out own children – count	2,765	13,066	49,520
	Male Householder – count	371	2,235	7,743
	Female Householder – count	883	5,171	18,985
	Non-Family Households – count	829	3,211	10,573
	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%	5.8%	6.8%
6 Person Household	1.2%	1.9%	2.4%	
7+ Person Household	0.5%	1.0%	1.4%	
% Households With Children	24.0%	27.9%	29.5%	

This report was produced using data from priv

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	9,828	46,856	167,050
	Owner Occupied Percent	57.3%	59.8%	65.1%
	Renter Occupied Percent	37.1%	34.8%	30.1%
	Vacant Housing Percent	5.5%	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	1.5%	0.8%	1.5%
	Property Value \$750,000 to \$999,999	4.2%	4.2%	7.3%
	Property Value \$500,000 to \$749,999	18.0%	16.1%	21.4%
	Property Value \$400,000 to \$499,999	18.1%	18.3%	20.9%
	Property Value \$300,000, to \$399,999	28.1%	28.1%	23.5%
	Property Value \$200,000 to \$299,999	19.6%	21.5%	16.6%
	Property Value \$150,000 to \$199,999	5.3%	5.2%	4.1%
	Property Value \$100,000 to \$149,999	3.2%	2.8%	1.9%
	Property Value \$60,000 to \$99,999	0.8%	1.0%	0.7%
	Property Value \$40,000 to \$59,999	0.3%	0.4%	0.4%
	Property Value \$0 to \$39,999	0.6%	1.6%	1.2%
	Median Home Value	\$371,105	\$362,532	\$406,358
	Median Rent	\$867	\$726	\$696
Wealth per Household	\$0 and under - percent	17.2%	17.5%	17.1%
	\$1 to \$4999 - percent	8.2%	8.7%	8.3%
	\$5k to \$9999 - percent	4.5%	4.6%	4.5%
	\$10k to \$24999 - percent	6.3%	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	18.1%	18.0%	18.3%
	\$250k to \$499999 - percent	13.4%	13.1%	13.4%
	\$500k+ - percent	15.3%	14.5%	15.1%
	Median HH Wealth	\$84,399	\$78,638	\$84,077
	Avg HH Wealth	\$246,921	\$237,417	\$244,808

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

Willow Springs Plaza Nashua, NH		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Economic Viability</b>	Economic Viability Local	164	161	159
	Economic Viability Indexed	106	104	102
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	12,854	63,342	237,050
	Managerial/Executive	17.7%	15.4%	16.8%
	Professional Specialty	30.9%	25.8%	27.4%
	Healthcare Support	2.0%	3.3%	3.3%
	Sales	11.8%	10.3%	9.8%
	Office & Administrative Support	13.1%	12.3%	11.4%
	Protective Service	1.2%	1.6%	1.8%
	Food Preparation	3.8%	5.2%	4.9%
	Building Maintenance & Cleaning	3.2%	3.8%	3.0%
	Personal Care	3.2%	3.3%	2.8%
	Farming, Fishing, & Forestry	0.1%	0.0%	0.1%
	Construction	5.0%	7.1%	7.2%
	Production & Transportation	8.0%	12.0%	11.5%
	Percent White Collar Workers	75.4%	66.9%	68.7%
Percent Blue Collar Workers	24.6%	33.1%	31.3%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	4.3%	5.9%	6.1%
	Manufacturing	15.2%	14.9%	15.0%
	Transportation	3.1%	3.8%	3.7%
	Information	3.8%	2.6%	2.7%
	Wholesale/Retail	13.4%	14.7%	13.0%
	Finance, Insurance, Real Estate	8.4%	6.1%	5.9%
	Professional Services	13.7%	9.7%	10.1%
	Management Services	0.1%	0.1%	0.1%
	Administrative/Waste Services	3.9%	4.4%	4.0%
	Educational Services	21.4%	22.5%	24.1%
	Entertainment Services	5.8%	8.0%	7.8%
	Other Professional Services	4.1%	4.7%	4.1%
	Public Administration	2.8%	2.7%	3.3%
<b>Transportation To Work</b>	Drive to Work Alone	87.4%	84.6%	83.5%
	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%



# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 42.704915 Longitude: -71.43777

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	3.9%	7.5%	7.8%
	1 Vehicle	35.4%	32.7%	30.2%
	2 Vehicles	41.8%	40.0%	40.6%
	3 or more vehicles	18.8%	19.7%	21.3%
	Average Number of Vehicles	1.86	1.81	1.85
Change	Births (last 12 months)	191	1,020	4,172
	Deaths (last 12 months)	182	885	3,360
	Migration (last 12 months)	-12	595	1,901
Work place	Workplace Establishments	802	3,151	10,592
	Workplace Employees (FTE)	16,237	65,439	203,335