

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 42.70467 Longitude: -71.438288

Willow Springs Plaza Nashua, NH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	14,731	81,509	361,562
	Population Est 25Q1	14,707	81,271	361,141
	Population Est 24Q4	14,698	81,225	360,524
	Population Est 24Q3	14,719	81,368	360,716
	Population Est 24Q2	14,735	81,201	359,001
	Population Est 24Q1	14,691	81,058	358,193
	Population Est 23Q4	14,662	80,733	357,760
	Population Est 23Q3	14,622	80,580	356,933
	Population Est 23Q2	14,642	80,564	356,433
	Population Fcst	14,890	82,020	362,380
	2010 Census Population	12,465	74,276	329,684
	2000 Census Population	12,666	73,644	321,980
	1990 Census Population	11,488	66,087	295,825
	Current Year Daytime Population	19,423	93,590	374,016
	Average Seasonal Population	127	1,003	3,693
	Historical Annual Growth, 1990 – 2000	0.98%	1.09%	0.85%
	Historical Annual Growth, 2000 – 2010	-0.16%	0.09%	0.24%
	Estimated Annual Growth, 2010 – CY	1.16%	0.64%	0.64%
	Projected Annual Growth, CY to Y5	0.21%	0.13%	0.05%
	Group Qtrs Est	53	1,172	7,905
Transient Est Average Last 4 Qtrs	1,352	2,838	10,314	
Households	Current Year Estimated Households	6,667	32,673	137,506
	Households Est 25Q1	6,653	32,547	137,237
	Households Est 24Q4	6,650	32,536	137,014
	Households Est 24Q3	6,658	32,585	137,073
	Households Est 24Q2	6,664	32,515	136,401
	Households Est 24Q1	6,648	32,448	136,092
	Households Est 23Q4	6,634	32,303	135,897
	Households Est 23Q3	6,616	32,241	135,571
	Households Est 23Q2	6,623	32,232	135,385
	Households Fcst	6,730	32,877	137,808
	2010 Census Households	5,617	28,964	123,850
	2000 Census Households	5,531	28,173	118,637
	1990 Census Households	4,861	24,760	106,553
	Historical Annual Growth, 1990 – 2000	1.30%	1.30%	1.08%
	Historical Annual Growth, 2000 – 2010	0.16%	0.28%	0.43%
	Estimated Annual Growth, 2010 – CY	1.19%	0.83%	0.72%
	Projected Annual Growth, CY to Y5	0.19%	0.12%	0.04%
	Population per Household	2.20	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	3.7%	4.2%	4.3%
	HH Income \$250,000 to \$499,999	4.4%	5.1%	5.1%
	HH Income \$200,000 to \$249,999	10.3%	11.8%	11.9%
	HH Income \$175,000 to \$199,999	6.8%	6.6%	6.8%
	HH Income \$150,000 to \$174,999	7.0%	7.2%	7.8%
	HH Income \$100,000 to 149,999	20.2%	18.9%	19.4%
	HH Income \$75,000 to 99,999	14.9%	12.3%	11.9%
	HH Income \$50,000 to 74,999	16.9%	14.0%	12.7%
	HH Income \$35,000 to 49,999	6.7%	7.6%	6.4%
	HH Income \$25,000 to 34,999	2.9%	4.0%	4.1%
	HH Income \$15,000 to 24,999	3.5%	3.9%	4.4%
	HH Income \$0 to 14,999	2.6%	4.5%	5.2%
	Average Household Income	\$137,546	\$140,395	\$143,549
	Median Household Income	\$104,887	\$108,681	\$112,382
	Per Capita Income	\$62,434	\$56,771	\$55,153
	Average Disposable Income	\$105,665	\$107,431	\$107,669
	Median Disposable Income	\$88,602	\$91,599	\$94,283
	Discretionary HH Income Over \$150,000	10.7%	14.5%	14.8%
	Discretionary HH Income \$125,000 to \$149,999	10.3%	9.5%	9.7%
	Discretionary HH Income \$100,000 to \$124,999	8.4%	10.0%	10.2%
	Discretionary HH Income \$75,000 to \$99,999	11.8%	11.7%	13.1%
	Discretionary HH Income \$50,000 to \$74,999	23.1%	18.4%	17.6%
	Discretionary HH Income \$25,000 to \$49,999	23.5%	19.5%	18.5%
	Discretionary HH Income Under \$25,000	12.1%	16.4%	16.1%
	Average Discretionary HH Income	\$77,280	\$80,062	\$81,579
	Median Discretionary HH Income	\$66,316	\$69,612	\$72,350
	Householder White – Count	4,847	24,621	97,913
	Median HH Income	\$108,883	\$112,864	\$117,839
	Average HH Income	\$113,429	\$114,830	\$117,106
	Householder Black or African-American – Count	177	605	5,320
	Median HH Income	\$78,572	\$89,151	\$95,265
	Average HH Income	\$87,447	\$96,556	\$96,436
	Householder Hispanic – Count	378	3,042	12,320
	Median HH Income	\$87,618	\$87,198	\$85,410
Average HH Income	\$96,461	\$95,289	\$94,090	
Householder Asian or Pacific Islander – Count	736	2,042	11,921	
Median HH Income	\$117,401	\$160,693	\$132,721	
Average HH Income	\$119,734	\$139,236	\$127,809	
Householder Other or Pacific Islander – Count	528	2,362	10,032	
Median HH Income	\$95,715	\$87,723	\$94,125	
Average HH Income	\$111,611	\$99,315	\$103,268	

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Gender	Male Population	7,408	40,355	178,574
	Female Population	7,323	41,153	182,988
Total Population by Age	Count of Pop 0 to 4 years	968	4,229	17,723
	Count of Pop 0 to 7 years	1,316	5,883	25,370
	Count of Pop 5 - 13	1,352	7,536	34,382
	Count of Pop 14 - 18	515	3,732	17,636
	Count of Pop 19 - 22	491	3,849	19,071
	Count of Pop 22 - 25	358	2,880	14,967
	Count of Pop 25 - 29	983	4,824	22,821
	Count of Pop 30 - 34	1,609	5,930	23,762
	Count of Pop 35 - 39	1,456	6,041	24,773
	Count of Pop 40 - 44	1,002	5,178	23,179
	Count of Pop 45 - 59	2,525	15,560	68,078
	Count of Pop 60 - 74	2,416	15,372	67,786
	Count of Pop 75 - 84	822	4,811	20,890
	Count of Pop 85+	234	1,565	6,493
	% of Pop 0 to 4 years	6.6%	5.2%	4.9%
	% of Pop 0 to 7 years	8.9%	7.2%	7.0%
	% of Pop 5 - 13	9.2%	9.2%	9.5%
	% of Pop 14 - 18	3.5%	4.6%	4.9%
	% of Pop 19 - 22	3.3%	4.7%	5.3%
	% of Pop 22 - 25	2.4%	3.5%	4.1%
	% of Pop 25 - 29	6.7%	5.9%	6.3%
	% of Pop 30 - 34	10.9%	7.3%	6.6%
	% of Pop 35 - 39	9.9%	7.4%	6.9%
	% of Pop 40 - 44	6.8%	6.4%	6.4%
	% of Pop 45 - 59	17.1%	19.1%	18.8%
	% of Pop 60 - 74	16.4%	18.9%	18.7%
	% of Pop 75 - 84	5.6%	5.9%	5.8%
	% of Pop 85+	1.6%	1.9%	1.8%
Median Age	38.7	41.7	41.2	
Average Age	40.7	42.0	41.6	
Male Population by Age	% of Pop 0 to 4 years	6.7%	5.4%	5.1%
	% of Pop 5 - 13	9.1%	9.6%	9.9%
	% of Pop 14 - 18	3.7%	4.8%	5.0%
	% of Pop 19 - 22	3.4%	4.9%	5.5%
	% of Pop 22 - 25	2.4%	3.6%	4.4%
	% of Pop 25 - 29	6.7%	6.1%	6.7%
	% of Pop 30 - 34	11.4%	7.7%	6.8%
	% of Pop 35 - 39	10.4%	7.5%	6.8%
	% of Pop 40 - 44	7.1%	6.4%	6.4%
	% of Pop 45 - 59	17.0%	18.8%	18.5%
	% of Pop 75 - 84	5.0%	5.1%	5.1%
	% of Pop 60 - 74	15.7%	18.8%	18.4%
	% of Pop 85+	1.2%	1.3%	1.3%
	Median Age	38.1	40.4	39.8
Average Age	39.8	41.1	40.6	

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	% of Pop 40 - 44	6.5%	6.3%	6.4%
	% of Pop 45 - 59	17.2%	19.3%	19.1%
	% of Pop 60 - 74	17.1%	18.9%	19.1%
	% of Pop 75 - 84	6.2%	6.6%	6.4%
	% of Pop 85+	2.0%	2.5%	2.3%
	Median Age	39.5	43.0	42.6
Average Age	41.5	43.0	42.6	
Race	Count of White	10,368	61,847	251,753
	Count of Black or African-American	456	2,139	17,496
	Count of Asian or Pacific Islander	2,161	6,543	43,904
	Count of Other races	1,745	10,979	48,409
	White	70.4%	75.9%	69.6%
	Black or African American	3.1%	2.6%	4.8%
	Asian	14.7%	8.0%	12.1%
	Other Races	11.8%	13.5%	13.4%
Language Spoken	Speak English at Home	78.0%	80.1%	75.4%
	Speak Spanish at Home	3.8%	8.7%	7.7%
	Speak French or French Creole at Home	1.5%	1.3%	1.3%
	Speak German at Home	0.2%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	6.3%	3.5%	5.3%
	Speak Russian and Other Slavic Languages at Home	0.5%	0.6%	0.6%
	Speak Chinese at Home	1.4%	1.1%	0.8%
	Speak Korean at Home	0.0%	0.1%	0.3%
	Speak Vietnamese at Home	0.5%	0.4%	0.8%
	Speak Other Asian Languages at Home	6.4%	2.4%	5.6%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.1%
	Speak Other Language at Home	1.5%	1.4%	1.9%
Hispanic	Hispanic Population	1,193	9,986	43,452
	Hispanic Population Percent	8.1%	12.3%	12.0%
	Mexican	13.4%	21.2%	9.7%
	Puerto Rican	39.4%	32.1%	45.6%
	Cuban	1.3%	1.1%	1.0%
	Dominican	16.5%	24.8%	19.0%
	Central American	8.4%	7.5%	6.0%
	South American	14.5%	8.8%	13.5%
	Other Hispanic	6.6%	4.5%	5.2%
	2000 Hispanic Population Percent	3%	6%	7%
	1990 Hispanic Population Percent	2%	3%	5%

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Ancestry	American (percent of total population)	2.2%	2.3%	2.4%
	American	2.1%	2.2%	2.2%
	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)	13.8%	7.1%	10.9%
	Chinese	2.1%	1.4%	1.2%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.1%	0.3%
	South Central Asian (ie. Indian)	10.4%	4.6%	3.6%
	South East Asian (ie. Vietnamese)	0.5%	0.5%	5.1%
	Other Asian	0.4%	0.4%	0.5%
	European (percent of total population)	37.7%	40.3%	35.3%
	British	5.1%	6.4%	5.5%
	Dutch	0.2%	0.2%	0.2%
	French	4.9%	5.8%	4.5%
	German	3.6%	3.5%	2.7%
	Italian	5.6%	5.5%	5.0%
	Polish	1.6%	1.9%	1.7%
	Scandinavian	1.1%	1.2%	1.0%
	Scotch/Irish	13.0%	12.8%	11.7%
Other European (ie. Greek/Russian)	2.6%	3.0%	3.0%	
Middle Eastern	0.9%	0.6%	0.8%	
Other Ancestry	17.1%	16.4%	16.2%	
Unclassified Ancestry	11.2%	12.8%	12.9%	
Education (Age 25+)	Adult Population (25 Years or Older)	11,047	59,282	257,782
	Elementary (0 to 8)	1.4%	3.1%	4.3%
	Some High School (9 to 11)	3.1%	4.9%	4.9%
	High School Graduate (12)	20.5%	25.1%	25.6%
	Some College (13 to 16)	17.5%	17.3%	16.1%
	Associates Degree Only	8.5%	8.6%	8.7%
	Bachelors Degree Only	29.1%	25.8%	24.4%
	Graduate Degree	19.9%	15.1%	16.0%
	% College (4+)	49.0%	40.9%	40.4%
Household Type	Total Households – count	6,667	32,673	137,506
	One Person HHs – count	2,274	9,388	36,416
	Family HHs – count	3,660	20,466	89,685
	Married Couple – count	2,787	15,219	65,522
	w/own children – count	1,252	6,000	26,491
	w/out own children – count	1,535	9,220	39,031
	Male Householder – count	309	1,667	7,157
	Female Householder – count	563	3,579	17,006
	Non-Family Households – count	733	2,819	11,406
	1 Person Household	34.1%	28.7%	26.5%
	2 Person Household	34.1%	32.4%	31.8%
	3 Person Household	15.1%	17.3%	17.3%
	4 Person Household	11.0%	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%	26.3%	27.7%	

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Housing	Total Housing Units	6,882	34,016	143,051
	Owner Occupied Percent	41.4%	56.7%	61.0%
	Renter Occupied Percent	55.5%	39.3%	35.1%
	Vacant Housing Percent	3.1%	4.0%	3.9%
	Total Housing Units (Census 2000)	5,664	28,783	121,840
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	4.5%	5.4%	8.1%
	Property Value \$750,000 to \$999,999	15.1%	16.3%	18.6%
	Property Value \$500,000 to \$749,999	33.3%	35.2%	33.8%
	Property Value \$400,000 to \$499,999	15.8%	19.4%	16.4%
	Property Value \$300,000, to \$399,999	8.4%	11.3%	10.9%
	Property Value \$200,000 to \$299,999	10.3%	6.2%	6.4%
	Property Value \$150,000 to \$199,999	8.1%	2.2%	1.3%
	Property Value \$100,000 to \$149,999	2.2%	1.0%	1.0%
	Property Value \$60,000 to \$99,999	0.8%	0.7%	0.7%
	Property Value \$40,000 to \$59,999	0.4%	0.4%	0.5%
	Property Value \$0 to \$39,999	0.8%	1.0%	1.0%
	Median Home Value	\$524,572	\$555,668	\$586,558
Wealth per Household	\$0 and under - percent	18.0%	17.2%	17.0%
	\$1 to \$4999 - percent	8.8%	8.4%	8.2%
	\$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%	6.8%	6.7%
	\$50k to \$99999 - percent	9.8%	10.1%	10.1%
	\$100k to \$249999 - percent	17.3%	18.0%	18.1%
	\$250k to \$499999 - percent	12.9%	13.4%	13.5%
	\$500k+ - percent	15.1%	15.4%	15.7%
	Median HH Wealth	\$76,050	\$84,004	\$87,035
	Avg HH Wealth	\$241,209	\$247,534	\$251,135
Economic Viability	Economic Viability Local	321	301	296
	Economic Viability Indexed	116	108	107
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	8,589	45,818	198,857
	Managerial/Executive	18.1%	18.6%	18.4%
	Professional Specialty	36.1%	29.0%	29.7%
	Healthcare Support	2.3%	2.2%	3.3%
	Sales	10.2%	9.1%	8.8%
	Office & Administrative Support	7.0%	8.6%	9.2%
	Protective Service	1.0%	1.3%	1.5%
	Food Preparation	4.5%	4.6%	4.1%
	Building Maintenance & Cleaning	2.0%	2.9%	2.9%
	Personal Care	1.4%	2.1%	2.2%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	6.5%	8.5%	7.6%
	Production & Transportation	11.0%	13.0%	12.2%
	Percent White Collar Workers	73.6%	67.6%	69.3%
	Percent Blue Collar Workers	26.4%	32.4%	30.7%

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	Agriculture/Mining/Construction	4.7%	9.0%	7.5%
	Manufacturing	14.2%	15.2%	14.8%
	Transportation	4.5%	3.7%	4.0%
	Information	1.5%	1.9%	2.3%
	Wholesale/Retail	18.1%	15.4%	13.3%
	Finance, Insurance, Real Estate	6.2%	5.9%	5.6%
	Professional Services	15.6%	11.4%	11.5%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	3.5%	3.4%	3.9%
	Educational Services	19.1%	20.9%	23.7%
	Entertainment Services	6.4%	6.4%	6.3%
	Other Professional Services	2.6%	3.4%	3.8%
	Public Administration	3.6%	3.2%	3.3%
Vehicles per HH	No Vehicles	3.5%	7.2%	7.3%
	1 Vehicle	47.6%	34.2%	33.0%
	2 Vehicles	35.4%	38.6%	38.4%
	3 or more vehicles	13.5%	19.9%	21.2%
	Average Number of Vehicles	1.65	1.80	1.83
Change	Births (last 12 months)	162	750	3,302
	Deaths (last 12 months)	113	690	2,929
	Migration (last 12 months)	-47	297	2,418
Work place	Workplace Establishments	757	2,970	10,674
	Workplace Employees (FTE)	9,674	42,182	141,773