

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 42.70467 Longitude: -71.438288

Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	6,220	34,989	113,988
	Population Est 25Q1	6,214	34,943	113,722
	Population Est 24Q4	6,209	34,921	113,634
	Population Est 24Q3	6,233	34,954	113,850
	Population Est 24Q2	6,251	34,959	113,518
	Population Est 24Q1	6,221	34,930	113,413
	Population Est 23Q4	6,219	34,864	113,039
	Population Est 23Q3	6,201	34,794	112,803
	Population Est 23Q2	6,221	34,827	112,792
	Population Fcst	6,349	35,166	114,464
	2010 Census Population	5,042	31,812	103,882
	2000 Census Population	5,195	31,408	102,589
	1990 Census Population	4,453	27,898	91,540
	Current Year Daytime Population	9,269	36,609	115,899
	Average Seasonal Population	30	366	1,361
	Historical Annual Growth, 1990 – 2000	1.55%	1.19%	1.15%
	Historical Annual Growth, 2000 – 2010	-0.30%	0.13%	0.13%
	Estimated Annual Growth, 2010 – CY	1.46%	0.66%	0.64%
	Projected Annual Growth, CY to Y5	0.41%	0.10%	0.08%
	Group Qtrs Est	0	467	1,258
Transient Est Average Last 4 Qtrs	918	2,275	3,040	
<b>Households</b>	Current Year Estimated Households	3,060	14,161	45,569
	Households Est 25Q1	3,055	14,136	45,427
	Households Est 24Q4	3,054	14,129	45,401
	Households Est 24Q3	3,063	14,140	45,480
	Households Est 24Q2	3,071	14,142	45,339
	Households Est 24Q1	3,058	14,131	45,289
	Households Est 23Q4	3,055	14,102	45,124
	Households Est 23Q3	3,046	14,073	45,028
	Households Est 23Q2	3,054	14,085	45,021
	Households Fcst	3,113	14,231	45,753
	2010 Census Households	2,512	12,489	40,439
	2000 Census Households	2,502	11,918	39,238
	1990 Census Households	2,154	10,193	34,309
	Historical Annual Growth, 1990 – 2000	1.51%	1.58%	1.35%
	Historical Annual Growth, 2000 – 2010	0.04%	0.47%	0.30%
	Estimated Annual Growth, 2010 – CY	1.37%	0.87%	0.83%
	Projected Annual Growth, CY to Y5	0.34%	0.10%	0.08%
Population per Household	2.03	2.44	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	2.4%	5.0%	4.1%
	HH Income \$250,000 to \$499,999	2.8%	6.0%	4.9%
	HH Income \$200,000 to \$249,999	6.7%	14.1%	11.5%
	HH Income \$175,000 to \$199,999	5.2%	7.0%	6.6%
	HH Income \$150,000 to \$174,999	6.2%	8.1%	7.5%
	HH Income \$100,000 to 149,999	22.3%	19.8%	19.6%
	HH Income \$75,000 to 99,999	17.2%	12.8%	12.0%
	HH Income \$50,000 to 74,999	20.6%	12.8%	13.5%
	HH Income \$35,000 to 49,999	7.9%	5.6%	8.1%
	HH Income \$25,000 to 34,999	3.0%	2.9%	3.9%
	HH Income \$15,000 to 24,999	2.9%	3.3%	4.1%
	HH Income \$0 to 14,999	2.8%	2.5%	4.2%
	Average Household Income	\$118,576	\$157,847	\$139,653
	Median Household Income	\$93,576	\$122,417	\$109,560
	Per Capita Income	\$58,339	\$64,446	\$56,209
	Average Disposable Income	\$94,117	\$117,978	\$107,142
	Median Disposable Income	\$80,623	\$103,286	\$92,712
	Discretionary HH Income Over \$150,000	2.8%	18.8%	14.4%
	Discretionary HH Income \$125,000 to \$149,999	9.2%	10.4%	9.1%
	Discretionary HH Income \$100,000 to \$124,999	7.6%	10.7%	10.3%
	Discretionary HH Income \$75,000 to \$99,999	13.2%	11.6%	13.0%
	Discretionary HH Income \$50,000 to \$74,999	27.2%	18.8%	18.3%
	Discretionary HH Income \$25,000 to \$49,999	29.6%	16.9%	19.5%
	Discretionary HH Income Under \$25,000	10.3%	12.9%	15.4%
	Average Discretionary HH Income	\$67,144	\$88,613	\$80,637
	Median Discretionary HH Income	\$58,372	\$78,814	\$70,942
	Householder White – Count	2,071	11,116	34,963
	Median HH Income	\$94,878	\$124,164	\$113,100
	Average HH Income	\$101,326	\$123,463	\$114,412
	Householder Black or African-American – Count	96	256	967
	Median HH Income	\$82,861	\$81,439	\$85,682
	Average HH Income	\$91,004	\$93,418	\$94,348
	Householder Hispanic – Count	216	672	3,962
	Median HH Income	\$84,007	\$95,199	\$89,923
Average HH Income	\$87,783	\$108,374	\$97,006	
Householder Asian or Pacific Islander – Count	412	1,340	2,631	
Median HH Income	\$99,837	\$159,160	\$163,407	
Average HH Income	\$111,218	\$138,979	\$140,195	
Householder Other or Pacific Islander – Count	266	778	3,046	
Median HH Income	\$96,452	\$95,660	\$91,101	
Average HH Income	\$111,537	\$110,806	\$101,692	

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Gender</b>	Male Population	3,180	17,386	56,312
	Female Population	3,040	17,603	57,676
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	501	1,839	5,726
	Count of Pop 0 to 7 years	675	2,555	7,983
	Count of Pop 5 - 13	607	3,101	10,373
	Count of Pop 14 - 18	173	1,438	5,204
	Count of Pop 19 - 22	143	1,497	5,400
	Count of Pop 22 - 25	99	1,137	4,062
	Count of Pop 25 - 29	481	2,098	6,652
	Count of Pop 30 - 34	901	2,670	7,910
	Count of Pop 35 - 39	775	2,684	8,096
	Count of Pop 40 - 44	472	2,178	7,162
	Count of Pop 45 - 59	899	6,519	22,059
	Count of Pop 60 - 74	833	6,838	22,230
	Count of Pop 75 - 84	270	2,278	6,934
	Count of Pop 85+	67	712	2,182
	% of Pop 0 to 4 years	8.1%	5.3%	5.0%
	% of Pop 0 to 7 years	10.9%	7.3%	7.0%
	% of Pop 5 - 13	9.8%	8.9%	9.1%
	% of Pop 14 - 18	2.8%	4.1%	4.6%
	% of Pop 19 - 22	2.3%	4.3%	4.7%
	% of Pop 22 - 25	1.6%	3.2%	3.6%
	% of Pop 25 - 29	7.7%	6.0%	5.8%
	% of Pop 30 - 34	14.5%	7.6%	6.9%
	% of Pop 35 - 39	12.5%	7.7%	7.1%
	% of Pop 40 - 44	7.6%	6.2%	6.3%
	% of Pop 45 - 59	14.4%	18.6%	19.4%
	% of Pop 60 - 74	13.4%	19.5%	19.5%
	% of Pop 75 - 84	4.3%	6.5%	6.1%
	% of Pop 85+	1.1%	2.0%	1.9%
Median Age	36.3	42.4	42.5	
Average Age	38.1	42.8	42.5	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	8.1%	5.5%	5.2%
	% of Pop 5 - 13	9.1%	9.1%	9.5%
	% of Pop 14 - 18	2.9%	4.3%	4.7%
	% of Pop 19 - 22	2.3%	4.4%	4.9%
	% of Pop 22 - 25	1.4%	3.3%	3.7%
	% of Pop 25 - 29	7.4%	6.1%	6.1%
	% of Pop 30 - 34	15.1%	8.1%	7.3%
	% of Pop 35 - 39	13.1%	7.9%	7.2%
	% of Pop 40 - 44	8.0%	6.4%	6.3%
	% of Pop 45 - 59	14.8%	18.4%	19.1%
	% of Pop 75 - 84	4.0%	5.8%	5.3%
	% of Pop 60 - 74	12.9%	19.2%	19.3%
	% of Pop 85+	0.8%	1.5%	1.3%
	Median Age	36.4	41.0	41.1
Average Age	37.9	41.8	41.4	

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	% of Pop 0 to 4 years	8.0%	5.1%	4.8%
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	% of Pop 35 - 39	11.7%	7.5%	7.0%
	% of Pop 40 - 44	7.1%	6.1%	6.2%
	% of Pop 45 - 59	14.1%	18.8%	19.6%
	% of Pop 60 - 74	13.9%	19.9%	19.7%
	% of Pop 75 - 84	4.7%	7.2%	6.8%
	% of Pop 85+	1.4%	2.5%	2.5%
	Median Age	36.2	43.7	43.9
Average Age	38.3	43.7	43.5	
Race	Count of White	3,995	27,130	87,651
	Count of Black or African-American	214	781	3,225
	Count of Asian or Pacific Islander	1,196	4,103	8,424
	Count of Other races	815	2,974	14,688
	White	64.2%	77.5%	76.9%
	Black or African American	3.4%	2.2%	2.8%
	Asian	19.2%	11.7%	7.4%
	Other Races	13.1%	8.5%	12.9%
Language Spoken	Speak English at Home	71.3%	82.5%	80.9%
	Speak Spanish at Home	4.5%	3.1%	7.8%
	Speak French or French Creole at Home	1.8%	1.5%	1.5%
	Speak German at Home	0.2%	0.2%	0.4%
	Speak Other Indo-European Languages at Home	8.2%	4.4%	3.5%
	Speak Russian and Other Slavic Languages at Home	0.5%	0.4%	0.5%
	Speak Chinese at Home	1.5%	1.8%	0.9%
	Speak Korean at Home	0.0%	0.1%	0.1%
	Speak Vietnamese at Home	0.1%	0.4%	0.4%
	Speak Other Asian Languages at Home	9.7%	3.8%	2.6%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.2%	0.1%
	Speak Other Language at Home	2.1%	1.7%	1.4%
Hispanic	Hispanic Population	541	2,051	12,929
	Hispanic Population Percent	8.7%	5.9%	11.3%
	Mexican	16.2%	15.5%	18.1%
	Puerto Rican	30.8%	35.4%	35.7%
	Cuban	0.7%	2.5%	1.2%
	Dominican	18.6%	16.9%	22.6%
	Central American	7.6%	11.2%	7.0%
	South American	16.7%	13.6%	10.8%
	Other Hispanic	9.4%	4.9%	4.7%
	2000 Hispanic Population Percent	5%	2%	5%
1990 Hispanic Population Percent	4%	2%	2%	

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<b>Ancestry</b>	American (percent of total population)	2.1%	2.5%	2.5%
	American	1.9%	2.4%	2.4%
	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)	19.1%	10.9%	6.6%
	Chinese	2.1%	2.2%	1.2%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.3%	0.2%	0.1%
	South Central Asian (ie. Indian)	15.7%	7.4%	4.0%
	South East Asian (ie. Vietnamese)	0.7%	0.5%	0.8%
	Other Asian	0.3%	0.5%	0.3%
	European (percent of total population)	32.2%	43.7%	40.2%
	British	4.1%	6.5%	6.3%
	Dutch	0.2%	0.2%	0.2%
	French	3.8%	6.0%	6.0%
	German	3.7%	3.9%	3.2%
	Italian	4.7%	6.0%	5.2%
	Polish	1.3%	2.0%	1.9%
	Scandinavian	1.1%	1.2%	1.1%
	Scotch/Irish	10.9%	14.4%	13.1%
Other European (ie. Greek/Russian)	2.3%	3.5%	3.2%	
Middle Eastern	1.2%	0.8%	0.6%	
Other Ancestry	18.9%	15.7%	16.0%	
Unclassified Ancestry	10.0%	11.9%	14.0%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	4,696	25,977	83,224
	Elementary (0 to 8)	0.9%	1.8%	3.0%
	Some High School (9 to 11)	2.4%	3.3%	5.1%
	High School Graduate (12)	20.2%	21.5%	26.2%
	Some College (13 to 16)	18.1%	15.8%	17.5%
	Associates Degree Only	8.7%	8.9%	8.7%
	Bachelors Degree Only	29.6%	28.7%	25.2%
	Graduate Degree	20.1%	19.9%	14.4%
	% College (4+)	49.7%	48.7%	39.5%
<b>Household Type</b>	Total Households – count	3,060	14,161	45,569
	One Person HHs – count	1,174	3,754	12,888
	Family HHs – count	1,483	9,235	28,942
	Married Couple – count	1,091	7,434	21,675
	w/own children – count	533	2,917	8,325
	w/out own children – count	559	4,517	13,350
	Male Householder – count	158	643	2,450
	Female Householder – count	234	1,158	4,817
	Non-Family Households – count	403	1,172	3,739
	1 Person Household	38.4%	26.5%	28.3%
	2 Person Household	35.3%	35.1%	32.6%
	3 Person Household	13.8%	17.2%	17.1%
	4 Person Household	8.8%	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	0.6%	1.0%	1.1%	
% Households With Children	23.2%	25.8%	25.7%	

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Willow Springs Plaza Nashua, NH		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	3,163	14,543	47,352
	Owner Occupied Percent	23.7%	61.8%	60.4%
	Renter Occupied Percent	73.0%	35.5%	35.8%
	Vacant Housing Percent	3.2%	2.6%	3.8%
	Total Housing Units (Census 2000)	2,565	12,153	40,120
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.1%	5.8%	5.1%
	Property Value \$750,000 to \$999,999	6.2%	19.3%	16.3%
	Property Value \$500,000 to \$749,999	16.6%	40.5%	33.8%
	Property Value \$400,000 to \$499,999	12.9%	17.5%	18.4%
	Property Value \$300,000, to \$399,999	14.7%	6.7%	11.6%
	Property Value \$200,000 to \$299,999	22.3%	4.2%	7.3%
	Property Value \$150,000 to \$199,999	14.7%	2.7%	2.5%
	Property Value \$100,000 to \$149,999	6.0%	0.8%	1.7%
	Property Value \$60,000 to \$99,999	2.5%	0.6%	0.9%
	Property Value \$40,000 to \$59,999	1.0%	0.3%	0.3%
	Property Value \$0 to \$39,999	1.8%	0.4%	1.0%
	Median Home Value	\$311,268	\$603,080	\$546,476
<b>Wealth per Household</b>	\$0 and under - percent	19.3%	16.4%	17.0%
	\$1 to \$4999 - percent	9.8%	7.7%	8.2%
	\$5k to \$9999 - percent	5.3%	4.3%	4.4%
	\$10k to \$24999 - percent	6.9%	6.1%	6.2%
	\$25k to \$49999 - percent	6.8%	6.7%	6.8%
	\$50k to \$99999 - percent	9.6%	10.1%	10.2%
	\$100k to \$249999 - percent	16.4%	18.3%	18.2%
	\$250k to \$499999 - percent	12.1%	13.9%	13.5%
	\$500k+ - percent	13.9%	16.6%	15.6%
	Median HH Wealth	\$60,180	\$93,849	\$86,444
	Avg HH Wealth	\$224,159	\$261,360	\$249,801
<b>Economic Viability</b>	Economic Viability Local	330	311	300
	Economic Viability Indexed	119	112	108
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	3,691	20,079	63,921
	Managerial/Executive	15.6%	21.2%	18.8%
	Professional Specialty	36.8%	34.9%	27.7%
	Healthcare Support	2.9%	1.7%	2.3%
	Sales	11.4%	9.4%	9.2%
	Office & Administrative Support	6.9%	7.9%	9.6%
	Protective Service	0.7%	1.3%	1.5%
	Food Preparation	4.8%	3.8%	4.2%
	Building Maintenance & Cleaning	2.2%	2.0%	3.1%
	Personal Care	0.9%	1.9%	2.1%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.1%
	Construction	6.6%	6.3%	8.8%
	Production & Transportation	11.2%	9.6%	12.5%
	Percent White Collar Workers	73.6%	75.0%	67.7%
	Percent Blue Collar Workers	26.4%	25.0%	32.3%

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	Agriculture/Mining/Construction	4.5%	6.1%	8.9%
	Manufacturing	12.8%	14.4%	15.3%
	Transportation	6.1%	3.3%	3.7%
	Information	1.6%	1.9%	2.2%
	Wholesale/Retail	19.2%	16.0%	15.5%
	Finance, Insurance, Real Estate	6.1%	6.3%	5.9%
	Professional Services	16.6%	14.7%	10.9%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.3%	3.0%	3.6%
	Educational Services	16.8%	21.6%	21.4%
	Entertainment Services	7.6%	5.5%	6.0%
	Other Professional Services	1.7%	3.3%	3.5%
	Public Administration	3.5%	3.9%	3.0%
<b>Vehicles per HH</b>	No Vehicles	2.6%	4.1%	6.8%
	1 Vehicle	59.5%	35.4%	34.0%
	2 Vehicles	31.2%	40.3%	38.1%
	3 or more vehicles	6.7%	20.1%	21.1%
	Average Number of Vehicles	1.45	1.85	1.83
<b>Change</b>	Births (last 12 months)	80	325	1,028
	Deaths (last 12 months)	39	315	990
	Migration (last 12 months)	-73	36	491
<b>Work place</b>	Workplace Establishments	420	1,179	3,507
	Workplace Employees (FTE)	5,578	15,774	49,280