



# Executive Summary

729-729 Daniel Webster Hwy  
 729-729 Daniel Webster Hwy, Merrimack, New Hampshire, 03054  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 42.90184  
 Longitude: -71.45995

	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	3,751	21,493	68,097
2020 Population	4,055	22,805	71,667
2023 Population	4,536	23,548	74,458
2028 Population	4,757	24,053	75,842
2010-2020 Annual Rate	0.78%	0.59%	0.51%
2020-2023 Annual Rate	3.51%	0.99%	1.18%
2023-2028 Annual Rate	0.96%	0.43%	0.37%
2020 Male Population	48.7%	49.2%	49.2%
2020 Female Population	51.3%	50.8%	50.8%
2020 Median Age	41.7	42.8	42.3
2023 Male Population	48.9%	49.2%	49.1%
2023 Female Population	51.1%	50.8%	50.9%
2023 Median Age	39.1	41.5	42.0

In the identified area, the current year population is 74,458. In 2020, the Census count in the area was 71,667. The rate of change since 2020 was 1.18% annually. The five-year projection for the population in the area is 75,842 representing a change of 0.37% annually from 2023 to 2028. Currently, the population is 49.1% male and 50.9% female.

### Median Age

The median age in this area is 42.0, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	86.7%	87.2%	85.3%
2023 Black Alone	2.2%	1.4%	2.0%
2023 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2023 Asian Alone	3.9%	3.8%	3.8%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	1.3%	1.5%	2.3%
2023 Two or More Races	5.8%	5.8%	6.3%
2023 Hispanic Origin (Any Race)	4.6%	4.3%	6.0%

Persons of Hispanic origin represent 6.0% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 34.8 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	70	135	144
2010 Households	1,471	7,992	25,320
2020 Households	1,740	8,725	27,399
2023 Households	1,988	9,084	28,687
2028 Households	2,128	9,360	29,500
2010-2020 Annual Rate	1.69%	0.88%	0.79%
2020-2023 Annual Rate	4.19%	1.25%	1.42%
2023-2028 Annual Rate	1.37%	0.60%	0.56%
2023 Average Household Size	2.28	2.57	2.57

The household count in this area has changed from 27,399 in 2020 to 28,687 in the current year, a change of 1.42% annually. The five-year projection of households is 29,500, a change of 0.56% annually from the current year total. Average household size is currently 2.57, compared to 2.59 in the year 2020. The number of families in the current year is 20,562 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	18.9%	21.0%	22.5%
<b>Median Household Income</b>			
2023 Median Household Income	\$75,568	\$106,995	\$105,371
2028 Median Household Income	\$89,831	\$115,855	\$115,628
2023-2028 Annual Rate	3.52%	1.60%	1.88%
<b>Average Household Income</b>			
2023 Average Household Income	\$93,864	\$131,524	\$134,594
2028 Average Household Income	\$106,478	\$147,331	\$152,097
2023-2028 Annual Rate	2.55%	2.30%	2.48%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$41,251	\$50,743	\$51,740
2028 Per Capita Income	\$47,658	\$57,394	\$59,018
2023-2028 Annual Rate	2.93%	2.49%	2.67%
<b>GINI Index</b>			
2023 Gini Index	34.0	32.0	33.4

### Households by Income

Current median household income is \$105,371 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$115,628 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$134,594 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$152,097 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$51,740 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$59,018 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	109	100	94
2010 Total Housing Units	1,518	8,274	26,282
2010 Owner Occupied Housing Units	1,187	6,445	20,460
2010 Renter Occupied Housing Units	284	1,547	4,859
2010 Vacant Housing Units	47	282	962
2020 Total Housing Units	1,814	9,017	28,225
2020 Owner Occupied Housing Units	1,276	6,710	21,141
2020 Renter Occupied Housing Units	464	2,015	6,258
2020 Vacant Housing Units	78	299	795
2023 Total Housing Units	2,055	9,350	29,510
2023 Owner Occupied Housing Units	1,370	6,961	22,145
2023 Renter Occupied Housing Units	618	2,123	6,542
2023 Vacant Housing Units	67	266	823
2028 Total Housing Units	2,162	9,591	30,293
2028 Owner Occupied Housing Units	1,491	7,225	23,004
2028 Renter Occupied Housing Units	637	2,135	6,496
2028 Vacant Housing Units	34	231	793

### Socioeconomic Status Index

2023 Socioeconomic Status Index	55.3	60.3	56.4
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Currently, 75.0% of the 29,510 housing units in the area are owner occupied; 22.2%, renter occupied; and 2.8% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 28,225 housing units in the area and 2.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.38%. Median home value in the area is \$393,958, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.97% annually to \$434,313.

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