

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 42.18523 Longitude: -72.632386

Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	49,549	136,478	467,094
	Population Est 23Q1	49,286	135,652	467,817
	Population Est 22Q4	49,281	135,649	468,020
	Population Est 22Q3	49,311	135,662	468,070
	Population Est 22Q2	49,306	135,743	468,222
	Population Est 22Q1	49,376	135,971	468,577
	Population Est 21Q4	49,319	135,840	468,760
	Population Est 21Q3	49,349	135,850	468,806
	Population Est 21Q2	49,412	136,097	469,198
	Population Fcst	48,767	134,414	458,587
	2010 Census Population	51,364	137,652	465,702
	2000 Census Population	50,951	136,465	460,366
	1990 Census Population	55,256	142,658	463,198
	Current Year Daytime Population	53,447	162,498	535,885
	Average Seasonal Population	308	1,264	5,237
	Historical Annual Growth, 1990 – 2000	-0.81%	-0.44%	-0.06%
	Historical Annual Growth, 2000 – 2010	0.08%	0.09%	0.12%
	Estimated Annual Growth, 2010 – CY	-0.25%	-0.06%	0.02%
	Projected Annual Growth, CY to Y5	-0.32%	-0.30%	-0.37%
	Group Qtrs Est	1,498	2,251	18,596
Transient Est Average Last 4 Qtrs	2,145	9,092	15,583	
Households	Current Year Estimated Households	20,410	57,731	187,525
	Households Est 23Q1	20,278	57,314	187,587
	Households Est 22Q4	20,279	57,324	187,678
	Households Est 22Q3	20,295	57,333	187,704
	Households Est 22Q2	20,290	57,369	187,777
	Households Est 22Q1	20,320	57,466	187,915
	Households Est 21Q4	20,299	57,415	187,990
	Households Est 21Q3	20,305	57,413	188,007
	Households Est 21Q2	20,338	57,532	188,175
	Households Fcst	20,084	56,856	183,955
	2010 Census Households	20,182	56,828	182,905
	2000 Census Households	19,692	55,292	179,462
	1990 Census Households	20,650	55,275	174,036
	Historical Annual Growth, 1990 – 2000	-0.47%	0.00%	0.31%
	Historical Annual Growth, 2000 – 2010	0.25%	0.27%	0.19%
	Estimated Annual Growth, 2010 – CY	0.08%	0.11%	0.18%
	Projected Annual Growth, CY to Y5	-0.32%	-0.31%	-0.38%
Population per Household	2.35	2.33	2.39	

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Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	0.9%	1.2%	1.6%
	HH Income \$250,000 to \$499,999	1.1%	1.4%	1.9%
	HH Income \$200,000 to \$249,999	2.6%	3.3%	4.4%
	HH Income \$175,000 to \$199,999	2.3%	2.4%	3.6%
	HH Income \$150,000 to \$174,999	3.9%	4.2%	5.2%
	HH Income \$100,000 to 149,999	12.2%	15.2%	16.8%
	HH Income \$75,000 to 99,999	13.4%	12.6%	12.2%
	HH Income \$50,000 to 74,999	16.8%	16.2%	15.9%
	HH Income \$35,000 to 49,999	12.8%	11.0%	10.8%
	HH Income \$25,000 to 34,999	8.6%	8.8%	8.4%
	HH Income \$15,000 to 24,999	9.6%	9.3%	8.0%
	HH Income \$0 to 14,999	15.7%	14.3%	11.3%
	Average Household Income	\$72,622	\$79,530	\$91,681
	Median Household Income	\$54,511	\$60,074	\$67,613
	Per Capita Income	\$30,541	\$34,033	\$37,555
	Average Disposable Income	\$59,669	\$64,380	\$72,063
	Median Disposable Income	\$46,843	\$50,829	\$57,122
	Discretionary HH Income Over \$150,000	1.1%	2.1%	3.3%
	Discretionary HH Income \$125,000 to \$149,999	2.6%	2.9%	3.7%
	Discretionary HH Income \$100,000 to \$124,999	3.5%	4.4%	5.9%
	Discretionary HH Income \$75,000 to \$99,999	7.4%	8.5%	10.4%
	Discretionary HH Income \$50,000 to \$74,999	14.5%	16.5%	17.1%
	Discretionary HH Income \$25,000 to \$49,999	28.1%	26.3%	25.3%
	Discretionary HH Income Under \$25,000	42.8%	39.3%	34.3%
	Average Discretionary HH Income	\$39,582	\$43,977	\$50,078
	Median Discretionary HH Income	\$30,418	\$34,330	\$39,333
	Householder White – Count	9,982	33,221	117,222
	Median HH Income	\$70,599	\$76,004	\$82,958
	Average HH Income	\$80,904	\$85,518	\$91,939
	Householder Black or African-American – Count	660	2,293	12,184
	Median HH Income	\$50,454	\$53,294	\$55,464
	Average HH Income	\$50,215	\$59,055	\$68,376
	Householder Hispanic – Count	8,441	18,231	43,618
Median HH Income	\$38,825	\$36,475	\$41,577	
Average HH Income	\$53,172	\$51,706	\$56,369	
Householder Asian or Pacific Islander – Count	223	949	3,454	
Median HH Income	\$42,285	\$60,688	\$70,862	
Average HH Income	\$62,503	\$69,773	\$85,195	
Householder Other or Pacific Islander – Count	1,105	3,037	11,046	
Median HH Income	\$57,628	\$54,040	\$57,941	
Average HH Income	\$68,170	\$65,535	\$69,559	

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Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	23,454	65,383	221,910
	Female Population	26,095	71,095	245,184
Total Population by Age	Count of Pop 0 to 4 years	2,644	6,981	22,555
	Count of Pop 0 to 7 years	3,848	9,978	32,437
	Count of Pop 5 - 13	5,139	13,572	44,747
	Count of Pop 14 - 18	2,519	6,791	25,155
	Count of Pop 19 - 22	2,476	6,774	27,182
	Count of Pop 22 - 25	1,797	4,969	20,947
	Count of Pop 25 - 29	2,990	8,269	28,300
	Count of Pop 30 - 34	3,425	9,373	30,255
	Count of Pop 35 - 39	3,494	9,355	29,983
	Count of Pop 40 - 44	3,084	8,469	28,087
	Count of Pop 45 - 59	8,788	24,219	83,473
	Count of Pop 60 - 74	8,735	25,480	86,081
	Count of Pop 75 - 84	3,053	8,878	29,717
	Count of Pop 85+	1,406	3,349	10,610
	% of Pop 0 to 4 years	5.3%	5.1%	4.8%
	% of Pop 0 to 7 years	7.8%	7.3%	6.9%
	% of Pop 5 - 13	10.4%	9.9%	9.6%
	% of Pop 14 - 18	5.1%	5.0%	5.4%
	% of Pop 19 - 22	5.0%	5.0%	5.8%
	% of Pop 22 - 25	3.6%	3.6%	4.5%
	% of Pop 25 - 29	6.0%	6.1%	6.1%
	% of Pop 30 - 34	6.9%	6.9%	6.5%
	% of Pop 35 - 39	7.1%	6.9%	6.4%
	% of Pop 40 - 44	6.2%	6.2%	6.0%
	% of Pop 45 - 59	17.7%	17.7%	17.9%
	% of Pop 60 - 74	17.6%	18.7%	18.4%
	% of Pop 75 - 84	6.2%	6.5%	6.4%
	% of Pop 85+	2.8%	2.5%	2.3%
Median Age	40.5	41.3	40.8	
Average Age	41.5	42.0	41.7	
Male Population by Age	% of Pop 0 to 4 years	5.8%	5.5%	5.2%
	% of Pop 5 - 13	11.3%	10.7%	10.4%
	% of Pop 14 - 18	5.6%	5.4%	5.6%
	% of Pop 19 - 22	5.4%	5.3%	5.8%
	% of Pop 22 - 25	3.9%	3.9%	4.4%
	% of Pop 25 - 29	6.1%	6.2%	6.4%
	% of Pop 30 - 34	6.7%	6.9%	6.6%
	% of Pop 35 - 39	6.7%	6.7%	6.4%
	% of Pop 40 - 44	6.0%	6.1%	6.0%
	% of Pop 45 - 59	17.4%	17.5%	17.8%
	% of Pop 75 - 84	5.4%	5.8%	5.8%
	% of Pop 60 - 74	17.7%	18.3%	18.1%
	% of Pop 85+	2.0%	1.7%	1.6%
	Median Age	38.9	39.5	39.4
Average Age	40.1	40.7	40.5	

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	% of Pop 0 to 4 years	4.9%	4.8%	4.5%
	% of Pop 5 - 13	9.6%	9.2%	8.9%
	% of Pop 14 - 18	4.6%	4.6%	5.2%
	% of Pop 19 - 22	4.6%	4.6%	5.8%
	% of Pop 22 - 25	3.4%	3.4%	4.5%
	% of Pop 25 - 29	5.9%	5.9%	5.8%
	% of Pop 30 - 34	7.1%	6.8%	6.3%
	% of Pop 35 - 39	7.4%	7.0%	6.4%
	% of Pop 40 - 44	6.4%	6.3%	6.0%
	% of Pop 45 - 59	18.0%	18.0%	17.9%
	% of Pop 60 - 74	17.6%	19.0%	18.7%
	% of Pop 75 - 84	6.8%	7.1%	6.9%
	% of Pop 85+	3.6%	3.2%	2.9%
	Median Age	41.9	42.8	42.1
Average Age	42.8	43.3	42.7	
Race	Count of White	30,759	91,657	315,792
	Count of Black or African-American	2,439	6,910	40,396
	Count of Asian or Pacific Islander	723	2,651	13,840
	Count of Other races	15,628	35,260	97,066
	White	62.1%	67.2%	67.6%
	Black or African American	4.9%	5.1%	8.6%
	Asian	1.5%	1.9%	3.0%
	Other Races	31.5%	25.8%	20.8%
Language Spoken	Speak English at Home	60.6%	67.3%	72.9%
	Speak Spanish at Home	34.5%	25.6%	18.8%
	Speak French or French Creole at Home	0.6%	0.8%	0.6%
	Speak German at Home	0.1%	0.1%	0.2%
	Speak Other Indo-European Languages at Home	0.7%	1.3%	2.5%
	Speak Russian and Other Slavic Languages at Home	2.0%	2.5%	2.1%
	Speak Chinese at Home	0.1%	0.3%	0.5%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.0%	0.3%
	Speak Other Asian Languages at Home	0.6%	0.8%	0.8%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.1%
	Speak Other Language at Home	0.5%	1.1%	1.1%
Hispanic	Hispanic Population	22,389	48,355	122,952
	Hispanic Population Percent	45.2%	35.4%	26.3%
	Mexican	1.0%	1.9%	2.7%
	Puerto Rican	87.7%	85.0%	80.9%
	Cuban	1.6%	1.1%	1.1%
	Dominican	2.5%	3.5%	5.5%
	Central American	2.1%	2.7%	3.1%
	South American	2.7%	2.7%	3.2%
	Other Hispanic	2.3%	3.1%	3.5%
	2000 Hispanic Population Percent	34%	24%	15%
	1990 Hispanic Population Percent	23%	18%	10%

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Ancestry	American (percent of total population)	2.6%	2.3%	2.8%
	American	2.5%	2.1%	2.6%
	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)	1.3%	1.9%	2.9%
	Chinese	0.1%	0.4%	0.5%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.0%	0.0%	0.2%
	South Central Asian (ie. Indian)	0.5%	0.4%	0.8%
	South East Asian (ie. Vietnamese)	0.5%	0.5%	0.8%
	Other Asian	0.2%	0.3%	0.6%
	European (percent of total population)	21.2%	29.7%	34.3%
	British	1.5%	2.5%	3.7%
	Dutch	0.1%	0.1%	0.2%
	French	4.0%	5.5%	4.8%
	German	1.5%	2.1%	2.6%
	Italian	1.8%	3.1%	4.9%
	Polish	4.7%	6.5%	5.7%
	Scandinavian	0.1%	0.4%	0.7%
	Scotch/Irish	6.3%	7.4%	8.8%
Other European (ie. Greek/Russian)	1.1%	2.2%	3.0%	
Middle Eastern	0.3%	0.7%	0.7%	
Other Ancestry	20.2%	19.2%	20.6%	
Unclassified Ancestry	9.2%	10.9%	12.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	34,974	97,391	326,507
	Elementary (0 to 8)	7.0%	6.3%	5.3%
	Some High School (9 to 11)	12.7%	10.4%	8.0%
	High School Graduate (12)	31.7%	31.5%	28.9%
	Some College (13 to 16)	18.2%	17.6%	17.6%
	Associates Degree Only	8.9%	9.2%	9.6%
	Bachelors Degree Only	13.4%	15.2%	17.7%
	Graduate Degree	8.2%	9.8%	12.9%
	% College (4+)	21.5%	25.0%	30.6%
Household Type	Total Households – count	20,410	57,731	187,525
	One Person HHs – count	6,992	20,252	60,246
	Family HHs – count	11,797	33,277	113,676
	Married Couple – count	6,124	19,298	72,440
	w/own children – count	1,791	6,164	24,604
	w/out own children – count	4,333	13,134	47,837
	Male Householder – count	1,263	3,455	10,418
	Female Householder – count	4,410	10,524	30,818
	Non-Family Households – count	1,620	4,203	13,603
	1 Person Household	34.3%	35.1%	32.1%
	2 Person Household	30.3%	30.8%	31.5%
	3 Person Household	16.4%	15.4%	16.0%
	4 Person Household	10.8%	10.8%	12.0%
	5 Person Household	4.9%	4.8%	5.1%
6 Person Household	2.2%	2.0%	2.1%	
7+ Person Household	1.2%	1.2%	1.2%	
% Households With Children	23.3%	23.5%	24.8%	

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Housing	Total Housing Units	22,159	61,650	199,102
	Owner Occupied Percent	42.2%	48.4%	56.2%
	Renter Occupied Percent	49.9%	45.2%	38.0%
	Vacant Housing Percent	7.9%	6.4%	5.8%
	Total Housing Units (Census 2000)	21,197	58,544	189,137
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.1%	1.1%	1.5%
	Property Value \$750,000 to \$999,999	1.2%	2.7%	4.2%
	Property Value \$500,000 to \$749,999	7.0%	10.5%	13.5%
	Property Value \$400,000 to \$499,999	11.9%	13.1%	14.7%
	Property Value \$300,000, to \$399,999	26.3%	27.8%	26.2%
	Property Value \$200,000 to \$299,999	34.6%	29.5%	26.9%
	Property Value \$150,000 to \$199,999	7.6%	6.6%	5.5%
	Property Value \$100,000 to \$149,999	6.0%	4.2%	3.5%
	Property Value \$60,000 to \$99,999	1.4%	1.4%	1.1%
	Property Value \$40,000 to \$59,999	0.5%	0.5%	0.5%
	Property Value \$0 to \$39,999	2.0%	2.4%	2.2%
	Median Home Value	\$294,842	\$319,658	\$339,591
Wealth per Household	\$0 and under - percent	19.8%	19.0%	18.1%
	\$1 to \$4999 - percent	10.6%	10.0%	9.2%
	\$5k to \$9999 - percent	5.3%	5.1%	4.8%
	\$10k to \$24999 - percent	6.8%	6.7%	6.5%
	\$25k to \$49999 - percent	6.9%	6.8%	6.8%
	\$50k to \$99999 - percent	10.0%	10.1%	10.2%
	\$100k to \$249999 - percent	16.8%	17.3%	17.7%
	\$250k to \$499999 - percent	11.6%	12.1%	12.7%
	\$500k+ - percent	12.1%	12.9%	14.0%
	Median HH Wealth	\$53,121	\$61,693	\$72,497
	Avg HH Wealth	\$206,361	\$216,790	\$230,521
Economic Viability	Economic Viability Local	244	251	248
	Economic Viability Indexed	90	93	92
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	22,472	63,700	224,616
	Managerial/Executive	11.8%	12.3%	13.8%
	Professional Specialty	21.0%	21.5%	25.6%
	Healthcare Support	9.1%	7.6%	6.6%
	Sales	7.4%	8.1%	7.8%
	Office & Administrative Support	10.6%	11.3%	11.4%
	Protective Service	2.7%	3.1%	2.6%
	Food Preparation	5.3%	5.6%	5.5%
	Building Maintenance & Cleaning	4.4%	3.7%	3.2%
	Personal Care	3.0%	2.5%	2.6%
	Farming, Fishing, & Forestry	0.1%	0.5%	0.3%
	Construction	5.9%	6.5%	6.3%
	Production & Transportation	18.6%	17.2%	14.3%
	Percent White Collar Workers	60.0%	60.8%	65.2%
	Percent Blue Collar Workers	40.0%	39.2%	34.8%

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	Agriculture/Mining/Construction	4.1%	5.5%	4.9%
	Manufacturing	12.5%	12.4%	10.6%
	Transportation	4.4%	6.0%	6.1%
	Information	1.6%	1.4%	1.3%
	Wholesale/Retail	13.4%	13.7%	12.8%
	Finance, Insurance, Real Estate	6.1%	5.9%	6.2%
	Professional Services	5.5%	4.9%	5.2%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	2.8%	3.5%	3.2%
	Educational Services	35.3%	31.9%	32.9%
	Entertainment Services	7.4%	7.3%	7.9%
	Other Professional Services	3.6%	3.4%	4.3%
	Public Administration	3.2%	4.0%	4.5%
Vehicles per HH	No Vehicles	16.8%	15.4%	12.5%
	1 Vehicle	43.8%	41.0%	38.8%
	2 Vehicles	29.6%	32.1%	33.6%
	3 or more vehicles	9.8%	11.5%	15.1%
	Average Number of Vehicles	1.37	1.44	1.56
Change	Births (last 12 months)	489	1,317	4,337
	Deaths (last 12 months)	398	1,187	3,956
	Migration (last 12 months)	186	698	-1,226
Work place	Workplace Establishments	2,289	6,991	20,341
	Workplace Employees (FTE)	17,736	66,544	204,235