

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 42.185417 Longitude: -72.632428

Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	49,303	135,989	468,001
	Population Est 25Q1	49,441	136,356	468,875
	Population Est 24Q4	49,486	136,455	469,270
	Population Est 24Q3	49,494	136,488	469,268
	Population Est 24Q2	49,586	136,654	468,804
	Population Est 24Q1	49,530	136,526	469,282
	Population Est 23Q4	49,535	136,531	469,403
	Population Est 23Q3	49,559	136,518	469,322
	Population Est 23Q2	49,517	136,472	469,240
	Population Fcst	48,360	133,358	459,075
	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	54,619	168,674	554,074
	Average Seasonal Population	223	958	4,029
	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	-0.28%	-0.08%	0.03%
	Projected Annual Growth, CY to Y5	-0.39%	-0.39%	-0.38%
	Group Qtrs Est	1,498	2,251	18,596
Transient Est Average Last 4 Qtrs	2,004	8,532	14,641	
<b>Households</b>	Current Year Estimated Households	20,301	57,538	187,857
	Households Est 25Q1	20,343	57,653	188,093
	Households Est 24Q4	20,363	57,693	188,250
	Households Est 24Q3	20,365	57,707	188,234
	Households Est 24Q2	20,404	57,776	188,107
	Households Est 24Q1	20,382	57,719	188,244
	Households Est 23Q4	20,385	57,726	188,305
	Households Est 23Q3	20,392	57,717	188,269
	Households Est 23Q2	20,378	57,702	188,225
	Households Fcst	19,908	56,414	184,105
	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	0.04%	0.09%	0.18%
	Projected Annual Growth, CY to Y5	-0.39%	-0.39%	-0.40%
	Population per Household	2.35	2.32	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	1.2%	1.5%	2.1%
	HH Income \$250,000 to \$499,999	1.5%	1.8%	2.5%
	HH Income \$200,000 to \$249,999	3.4%	4.3%	5.8%
	HH Income \$175,000 to \$199,999	3.0%	3.1%	4.1%
	HH Income \$150,000 to \$174,999	4.8%	5.0%	5.8%
	HH Income \$100,000 to 149,999	15.0%	16.6%	17.4%
	HH Income \$75,000 to 99,999	12.9%	12.6%	12.3%
	HH Income \$50,000 to 74,999	16.2%	15.2%	15.4%
	HH Income \$35,000 to 49,999	11.9%	10.9%	10.3%
	HH Income \$25,000 to 34,999	6.9%	7.0%	7.0%
	HH Income \$15,000 to 24,999	9.9%	9.3%	7.7%
	HH Income \$0 to 14,999	13.2%	12.5%	9.7%
	Average Household Income	\$81,623	\$88,052	\$101,531
	Median Household Income	\$61,023	\$66,251	\$74,869
	Per Capita Income	\$34,240	\$37,648	\$41,501
	Average Disposable Income	\$66,122	\$70,485	\$78,773
	Median Disposable Income	\$51,655	\$56,010	\$63,235
	Discretionary HH Income Over \$150,000	1.9%	3.3%	5.4%
	Discretionary HH Income \$125,000 to \$149,999	3.3%	3.6%	4.8%
	Discretionary HH Income \$100,000 to \$124,999	4.4%	5.4%	7.0%
	Discretionary HH Income \$75,000 to \$99,999	9.3%	10.3%	11.3%
	Discretionary HH Income \$50,000 to \$74,999	14.4%	16.0%	16.3%
	Discretionary HH Income \$25,000 to \$49,999	26.7%	25.2%	24.0%
	Discretionary HH Income Under \$25,000	39.9%	36.2%	31.1%
	Average Discretionary HH Income	\$43,839	\$48,674	\$56,022
	Median Discretionary HH Income	\$33,044	\$37,695	\$43,760
	Householder White – Count	9,705	32,908	116,336
	Median HH Income	\$76,601	\$83,974	\$90,769
	Average HH Income	\$86,939	\$92,321	\$98,705
	Householder Black or African-American – Count	679	2,398	11,838
	Median HH Income	\$56,237	\$58,563	\$62,859
	Average HH Income	\$64,268	\$66,424	\$76,056
	Householder Hispanic – Count	8,590	18,184	44,473
Median HH Income	\$46,844	\$41,672	\$47,747	
Average HH Income	\$61,447	\$57,645	\$62,625	
Householder Asian or Pacific Islander – Count	228	797	3,361	
Median HH Income	\$50,350	\$60,142	\$78,272	
Average HH Income	\$69,551	\$73,443	\$90,899	
Householder Other or Pacific Islander – Count	1,098	3,251	11,849	
Median HH Income	\$62,383	\$60,795	\$63,973	
Average HH Income	\$73,533	\$70,826	\$77,003	

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Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	23,351	65,166	222,375
	Female Population	25,952	70,823	245,626
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	2,609	6,902	22,419
	Count of Pop 0 to 7 years	3,763	9,802	31,986
	Count of Pop 5 - 13	4,966	13,188	43,594
	Count of Pop 14 - 18	2,514	6,768	25,065
	Count of Pop 19 - 22	2,485	6,789	27,330
	Count of Pop 22 - 25	1,797	4,966	21,150
	Count of Pop 25 - 29	2,870	7,964	27,826
	Count of Pop 30 - 34	3,356	9,268	30,163
	Count of Pop 35 - 39	3,558	9,482	30,315
	Count of Pop 40 - 44	3,125	8,626	28,577
	Count of Pop 45 - 59	8,620	23,723	82,244
	Count of Pop 60 - 74	8,854	25,727	87,458
	Count of Pop 75 - 84	3,163	9,284	31,350
	Count of Pop 85+	1,386	3,303	10,510
	% of Pop 0 to 4 years	5.3%	5.1%	4.8%
	% of Pop 0 to 7 years	7.6%	7.2%	6.8%
	% of Pop 5 - 13	10.1%	9.7%	9.3%
	% 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%	3.7%	4.5%
	% of Pop 25 - 29	5.8%	5.9%	5.9%
	% of Pop 30 - 34	6.8%	6.8%	6.4%
	% of Pop 35 - 39	7.2%	7.0%	6.5%
	% of Pop 40 - 44	6.3%	6.3%	6.1%
	% of Pop 45 - 59	17.5%	17.4%	17.6%
	% of Pop 60 - 74	18.0%	18.9%	18.7%
	% of Pop 75 - 84	6.4%	6.8%	6.7%
% of Pop 85+	2.8%	2.4%	2.2%	
Median Age	40.8	41.5	41.1	
Average Age	41.8	42.3	41.9	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.7%	5.4%	5.2%
	% of Pop 5 - 13	10.9%	10.4%	10.1%
	% of Pop 14 - 18	5.6%	5.4%	5.5%
	% of Pop 19 - 22	5.5%	5.4%	5.9%
	% of Pop 22 - 25	4.0%	3.9%	4.5%
	% of Pop 25 - 29	6.0%	6.0%	6.3%
	% of Pop 30 - 34	6.7%	6.9%	6.6%
	% of Pop 35 - 39	6.8%	6.8%	6.5%
	% of Pop 40 - 44	6.1%	6.2%	6.1%
	% of Pop 45 - 59	17.1%	17.1%	17.5%
	% of Pop 75 - 84	5.6%	6.1%	6.1%
	% of Pop 60 - 74	18.0%	18.5%	18.3%
	% of Pop 85+	2.0%	1.7%	1.5%
	Median Age	39.1	39.8	39.6
Average Age	40.4	40.9	40.8	

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	% of Pop 0 to 4 years	4.9%	4.8%	4.5%
	% of Pop 5 - 13	9.3%	9.0%	8.6%
	% 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%	4.6%
	% of Pop 25 - 29	5.7%	5.7%	5.6%
	% of Pop 30 - 34	6.9%	6.7%	6.3%
	% of Pop 35 - 39	7.6%	7.1%	6.5%
	% of Pop 40 - 44	6.5%	6.4%	6.1%
	% of Pop 45 - 59	17.9%	17.8%	17.7%
	% of Pop 60 - 74	17.9%	19.3%	19.0%
	% of Pop 75 - 84	7.1%	7.5%	7.3%
	% of Pop 85+	3.6%	3.1%	2.9%
	Median Age	42.3	43.1	42.4
Average Age	43.1	43.5	43.0	
Race	Count of White	29,148	88,269	308,716
	Count of Black or African-American	2,339	6,704	40,229
	Count of Asian or Pacific Islander	715	2,640	13,771
	Count of Other races	17,102	38,375	105,285
	White	59.1%	64.9%	66.0%
	Black or African American	4.7%	4.9%	8.6%
	Asian	1.4%	1.9%	2.9%
	Other Races	34.7%	28.2%	22.5%
Language Spoken	Speak English at Home	60.9%	67.2%	73.3%
	Speak Spanish at Home	33.9%	25.6%	18.3%
	Speak French or French Creole at Home	0.6%	0.8%	0.6%
	Speak German at Home	0.1%	0.2%	0.3%
	Speak Other Indo-European Languages at Home	0.7%	1.6%	2.7%
	Speak Russian and Other Slavic Languages at Home	2.0%	2.2%	1.8%
	Speak Chinese at Home	0.1%	0.2%	0.4%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.0%	0.4%
	Speak Other Asian Languages at Home	0.9%	0.9%	0.8%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
	Speak Other Language at Home	0.8%	1.3%	1.2%
Hispanic	Hispanic Population	22,559	48,415	122,851
	Hispanic Population Percent	45.8%	35.6%	26.3%
	Mexican	1.0%	2.5%	2.8%
	Puerto Rican	86.5%	83.5%	80.9%
	Cuban	0.4%	0.5%	0.8%
	Dominican	4.1%	4.5%	5.7%
	Central American	2.4%	3.4%	3.6%
	South American	3.3%	2.8%	2.9%
	Other Hispanic	2.4%	2.8%	3.2%
	2000 Hispanic Population Percent	34%	24%	15%
	1990 Hispanic Population Percent	23%	18%	10%

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<b>Ancestry</b>	American (percent of total population)	2.9%	2.7%	3.4%
	American	2.7%	2.5%	3.3%
	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)	1.2%	1.7%	2.4%
	Chinese	0.1%	0.4%	0.6%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.0%	0.0%	0.1%
	South Central Asian (ie. Indian)	0.4%	0.7%	1.1%
	South East Asian (ie. Vietnamese)	0.3%	0.3%	0.4%
	Other Asian	0.2%	0.3%	0.3%
	European (percent of total population)	19.1%	27.2%	31.0%
	British	1.7%	2.6%	3.5%
	Dutch	0.1%	0.1%	0.2%
	French	3.4%	4.8%	4.2%
	German	1.3%	1.9%	2.3%
	Italian	1.8%	2.8%	4.5%
	Polish	3.6%	5.5%	5.0%
	Scandinavian	0.2%	0.4%	0.6%
	Scotch/Irish	6.0%	7.0%	7.9%
Other European (ie. Greek/Russian)	1.1%	2.0%	2.8%	
Middle Eastern	0.2%	0.5%	0.6%	
Other Ancestry	15.1%	13.7%	13.4%	
Unclassified Ancestry	10.4%	11.6%	12.0%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	34,932	97,376	328,442
	Elementary (0 to 8)	7.3%	6.4%	5.4%
	Some High School (9 to 11)	11.7%	9.7%	7.3%
	High School Graduate (12)	31.9%	31.4%	29.3%
	Some College (13 to 16)	17.8%	17.5%	17.7%
	Associates Degree Only	8.5%	9.1%	9.5%
	Bachelors Degree Only	13.9%	15.4%	17.5%
	Graduate Degree	8.9%	10.5%	13.4%
	% College (4+)	22.8%	26.0%	30.9%
<b>Household Type</b>	Total Households – count	20,301	57,538	187,857
	One Person HHs – count	6,949	20,185	60,282
	Family HHs – count	11,650	32,928	113,995
	Married Couple – count	5,925	19,259	72,610
	w/own children – count	1,559	6,184	24,491
	w/out own children – count	4,366	13,075	48,119
	Male Householder – count	1,209	3,371	10,388
	Female Householder – count	4,516	10,297	30,997
	Non-Family Households – count	1,702	4,426	13,580
	1 Person Household	34.2%	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	23.6%	23.7%	24.9%	

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Holyoke Shopping Center Holyoke, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	22,044	61,453	199,490
	Owner Occupied Percent	42.3%	48.4%	56.2%
	Renter Occupied Percent	49.8%	45.2%	37.9%
	Vacant Housing Percent	7.9%	6.4%	5.8%
	Total Housing Units (Census 2000)	21,197	58,544	189,137
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	0.9%	1.3%	2.0%
	Property Value \$750,000 to \$999,999	1.4%	3.4%	5.3%
	Property Value \$500,000 to \$749,999	9.1%	12.3%	15.7%
	Property Value \$400,000 to \$499,999	15.8%	15.8%	16.9%
	Property Value \$300,000, to \$399,999	28.5%	29.7%	26.9%
	Property Value \$200,000 to \$299,999	28.2%	24.8%	22.5%
	Property Value \$150,000 to \$199,999	6.6%	4.7%	4.1%
	Property Value \$100,000 to \$149,999	5.0%	3.3%	2.6%
	Property Value \$60,000 to \$99,999	1.5%	1.4%	1.0%
	Property Value \$40,000 to \$59,999	0.5%	0.5%	0.5%
	Property Value \$0 to \$39,999	1.8%	2.4%	2.0%
	Median Home Value	\$322,751	\$343,224	\$364,303
<b>Wealth per Household</b>	\$0 and under - percent	19.6%	18.9%	18.0%
	\$1 to \$4999 - percent	10.5%	9.9%	9.1%
	\$5k to \$9999 - percent	5.3%	5.0%	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	10.1%	10.1%	10.2%
	\$100k to \$249999 - percent	16.9%	17.3%	17.8%
	\$250k to \$499999 - percent	11.7%	12.2%	12.8%
	\$500k+ - percent	12.3%	13.1%	14.1%
	Median HH Wealth	\$55,039	\$63,352	\$73,670
	Avg HH Wealth	\$208,413	\$218,522	\$231,596
<b>Economic Viability</b>	Economic Viability Local	250	258	253
	Economic Viability Indexed	90	93	91
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	22,495	63,275	224,066
	Managerial/Executive	13.4%	13.2%	14.1%
	Professional Specialty	21.5%	22.5%	25.6%
	Healthcare Support	7.7%	7.1%	6.5%
	Sales	7.6%	8.5%	7.9%
	Office & Administrative Support	10.9%	11.3%	11.4%
	Protective Service	3.3%	2.9%	2.5%
	Food Preparation	5.2%	5.2%	5.2%
	Building Maintenance & Cleaning	4.8%	3.8%	3.3%
	Personal Care	2.7%	2.4%	2.7%
	Farming, Fishing, & Forestry	0.0%	0.5%	0.4%
	Construction	5.5%	6.7%	6.3%
	Production & Transportation	17.5%	15.9%	14.1%
	Percent White Collar Workers	61.0%	62.6%	65.5%
	Percent Blue Collar Workers	39.0%	37.4%	34.5%

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	Agriculture/Mining/Construction	4.8%	5.8%	5.2%
	Manufacturing	11.2%	10.8%	10.3%
	Transportation	4.2%	5.7%	6.2%
	Information	1.6%	1.6%	1.3%
	Wholesale/Retail	12.2%	14.0%	12.7%
	Finance, Insurance, Real Estate	7.2%	6.3%	6.3%
	Professional Services	5.2%	4.8%	5.3%
	Management Services	0.0%	0.1%	0.0%
	Administrative/Waste Services	3.4%	3.8%	3.2%
	Educational Services	33.9%	31.6%	32.4%
	Entertainment Services	7.7%	6.9%	7.8%
	Other Professional Services	4.6%	4.2%	4.6%
	Public Administration	4.0%	4.3%	4.6%
<b>Vehicles per HH</b>	No Vehicles	16.0%	14.6%	12.2%
	1 Vehicle	46.3%	42.3%	39.3%
	2 Vehicles	28.4%	32.1%	33.6%
	3 or more vehicles	9.3%	11.0%	14.9%
	Average Number of Vehicles	1.35	1.44	1.57
<b>Change</b>	Births (last 12 months)	483	1,295	4,298
	Deaths (last 12 months)	395	1,182	3,994
	Migration (last 12 months)	-336	-684	-824
<b>Work place</b>	Workplace Establishments	2,324	7,064	20,485
	Workplace Employees (FTE)	17,766	66,429	203,457