

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 42.185417 Longitude: -72.632428

Holyoke Shopping Center Holyoke, MA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	11,662	69,109	143,678
	Population Est 25Q1	11,681	69,313	144,115
	Population Est 24Q4	11,695	69,378	144,243
	Population Est 24Q3	11,700	69,387	144,283
	Population Est 24Q2	11,716	69,493	144,431
	Population Est 24Q1	11,703	69,421	144,298
	Population Est 23Q4	11,699	69,430	144,299
	Population Est 23Q3	11,703	69,449	144,269
	Population Est 23Q2	11,692	69,416	144,221
	Population Fcst	11,444	67,758	140,828
	2010 Census Population	12,283	71,028	144,800
	2000 Census Population	12,036	70,636	142,792
	1990 Census Population	12,273	75,722	147,587
	Current Year Daytime Population	15,295	74,266	170,299
	Average Seasonal Population	53	309	1,047
	Historical Annual Growth, 1990 – 2000	-0.19%	-0.69%	-0.33%
	Historical Annual Growth, 2000 – 2010	0.20%	0.06%	0.14%
	Estimated Annual Growth, 2010 – CY	-0.36%	-0.19%	-0.05%
	Projected Annual Growth, CY to Y5	-0.38%	-0.39%	-0.40%
	Group Qtrs Est	688	1,542	2,388
Transient Est Average Last 4 Qtrs	799	2,635	6,681	
<b>Households</b>	Current Year Estimated Households	4,686	29,142	59,902
	Households Est 25Q1	4,693	29,208	60,045
	Households Est 24Q4	4,699	29,240	60,097
	Households Est 24Q3	4,701	29,240	60,112
	Households Est 24Q2	4,707	29,284	60,170
	Households Est 24Q1	4,703	29,253	60,113
	Households Est 23Q4	4,701	29,259	60,119
	Households Est 23Q3	4,702	29,266	60,103
	Households Est 23Q2	4,697	29,254	60,086
	Households Fcst	4,594	28,562	58,700
	2010 Census Households	4,651	28,843	58,909
	2000 Census Households	4,540	28,052	57,229
	1990 Census Households	4,338	28,819	56,629
	Historical Annual Growth, 1990 – 2000	0.46%	-0.27%	0.11%
	Historical Annual Growth, 2000 – 2010	0.24%	0.28%	0.29%
	Estimated Annual Growth, 2010 – CY	0.05%	0.07%	0.12%
	Projected Annual Growth, CY to Y5	-0.40%	-0.40%	-0.40%
	Population per Household	2.34	2.32	2.36

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Holyoke Shopping Center Holyoke, MA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	1.6%	1.4%	1.7%
	HH Income \$250,000 to \$499,999	1.9%	1.6%	2.0%
	HH Income \$200,000 to \$249,999	4.5%	3.8%	4.6%
	HH Income \$175,000 to \$199,999	2.4%	2.9%	3.5%
	HH Income \$150,000 to \$174,999	4.2%	4.8%	5.3%
	HH Income \$100,000 to 149,999	15.0%	15.7%	17.2%
	HH Income \$75,000 to 99,999	17.1%	13.6%	12.9%
	HH Income \$50,000 to 74,999	18.1%	15.9%	15.5%
	HH Income \$35,000 to 49,999	10.2%	12.0%	11.0%
	HH Income \$25,000 to 34,999	5.0%	6.8%	6.8%
	HH Income \$15,000 to 24,999	8.6%	9.3%	8.3%
	HH Income \$0 to 14,999	11.5%	12.2%	11.2%
	Average Household Income	\$88,054	\$84,310	\$92,102
	Median Household Income	\$69,948	\$64,659	\$70,245
	Per Capita Income	\$36,853	\$36,022	\$38,794
	Average Disposable Income	\$70,798	\$68,515	\$73,394
	Median Disposable Income	\$59,122	\$54,672	\$59,362
	Discretionary HH Income Over \$150,000	2.4%	2.3%	3.6%
	Discretionary HH Income \$125,000 to \$149,999	4.4%	3.6%	3.9%
	Discretionary HH Income \$100,000 to \$124,999	4.6%	4.8%	6.1%
	Discretionary HH Income \$75,000 to \$99,999	9.3%	9.6%	10.8%
	Discretionary HH Income \$50,000 to \$74,999	16.1%	16.1%	16.6%
	Discretionary HH Income \$25,000 to \$49,999	31.4%	27.2%	25.8%
	Discretionary HH Income Under \$25,000	31.8%	36.4%	33.2%
	Average Discretionary HH Income	\$48,327	\$46,439	\$51,235
	Median Discretionary HH Income	\$38,332	\$36,029	\$40,419
	Householder White – Count	2,715	15,823	34,723
	Median HH Income	\$72,515	\$78,228	\$86,195
	Average HH Income	\$83,008	\$87,838	\$93,963
	Householder Black or African-American – Count	102	918	2,436
	Median HH Income	\$86,123	\$56,900	\$62,509
	Average HH Income	\$91,611	\$65,681	\$69,599
	Householder Hispanic – Count	1,588	10,443	18,388
Median HH Income	\$65,773	\$47,535	\$48,786	
Average HH Income	\$71,736	\$61,855	\$63,038	
Householder Asian or Pacific Islander – Count	64	364	809	
Median HH Income	\$55,128	\$58,201	\$60,762	
Average HH Income	\$77,157	\$73,358	\$73,844	
Householder Other or Pacific Islander – Count	217	1,594	3,545	
Median HH Income	\$69,744	\$65,536	\$62,805	
Average HH Income	\$77,352	\$74,955	\$72,966	

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Holyoke Shopping Center Holyoke, MA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Gender</b>	Male Population	5,568	33,033	68,956
	Female Population	6,094	36,076	74,723
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	569	3,596	7,145
	Count of Pop 0 to 7 years	776	5,138	10,131
	Count of Pop 5 - 13	989	6,754	13,685
	Count of Pop 14 - 18	540	3,399	7,145
	Count of Pop 19 - 22	559	3,350	7,233
	Count of Pop 22 - 25	419	2,419	5,327
	Count of Pop 25 - 29	601	4,019	8,369
	Count of Pop 30 - 34	756	4,730	9,516
	Count of Pop 35 - 39	799	4,959	9,823
	Count of Pop 40 - 44	769	4,344	8,998
	Count of Pop 45 - 59	2,009	12,179	25,527
	Count of Pop 60 - 74	2,222	12,831	27,477
	Count of Pop 75 - 84	894	4,664	9,992
	Count of Pop 85+	537	1,865	3,441
	% of Pop 0 to 4 years	4.9%	5.2%	5.0%
	% of Pop 0 to 7 years	6.7%	7.4%	7.1%
	% of Pop 5 - 13	8.5%	9.8%	9.5%
	% of Pop 14 - 18	4.6%	4.9%	5.0%
	% of Pop 19 - 22	4.8%	4.8%	5.0%
	% of Pop 22 - 25	3.6%	3.5%	3.7%
	% of Pop 25 - 29	5.2%	5.8%	5.8%
	% of Pop 30 - 34	6.5%	6.8%	6.6%
	% of Pop 35 - 39	6.8%	7.2%	6.8%
	% of Pop 40 - 44	6.6%	6.3%	6.3%
	% of Pop 45 - 59	17.2%	17.6%	17.8%
	% of Pop 60 - 74	19.1%	18.6%	19.1%
	% of Pop 75 - 84	7.7%	6.7%	7.0%
	% of Pop 85+	4.6%	2.7%	2.4%
Median Age	43.9	41.5	42.0	
Average Age	44.4	42.3	42.5	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.2%	5.6%	5.3%
	% of Pop 5 - 13	9.0%	10.6%	10.3%
	% of Pop 14 - 18	5.1%	5.4%	5.4%
	% of Pop 19 - 22	5.4%	5.3%	5.4%
	% of Pop 22 - 25	4.1%	3.8%	4.0%
	% of Pop 25 - 29	5.1%	5.9%	6.1%
	% of Pop 30 - 34	6.7%	6.8%	6.8%
	% of Pop 35 - 39	7.0%	6.9%	6.7%
	% of Pop 40 - 44	6.4%	6.1%	6.2%
	% of Pop 45 - 59	16.3%	17.3%	17.4%
	% of Pop 75 - 84	6.8%	5.9%	6.2%
	% of Pop 60 - 74	19.5%	18.5%	18.6%
	% of Pop 85+	3.5%	1.9%	1.7%
	Median Age	42.0	39.8	40.1
Average Age	42.9	40.9	41.1	

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	% of Pop 35 - 39	6.7%	7.4%	7.0%
	% of Pop 40 - 44	6.8%	6.4%	6.3%
	% of Pop 45 - 59	18.1%	17.9%	18.1%
	% of Pop 60 - 74	18.6%	18.7%	19.6%
	% of Pop 75 - 84	8.5%	7.5%	7.6%
	% of Pop 85+	5.6%	3.4%	3.1%
	Median Age	45.7	43.1	43.7
Average Age	45.6	43.6	43.8	
Race	Count of White	7,860	43,694	94,340
	Count of Black or African-American	357	3,023	7,335
	Count of Asian or Pacific Islander	177	1,098	2,587
	Count of Other races	3,268	21,294	39,416
	White	67.4%	63.2%	65.7%
	Black or African American	3.1%	4.4%	5.1%
	Asian	1.5%	1.6%	1.8%
	Other Races	28.0%	30.8%	27.4%
Language Spoken	Speak English at Home	68.5%	65.4%	68.6%
	Speak Spanish at Home	25.7%	28.7%	24.6%
	Speak French or French Creole at Home	1.2%	0.7%	0.8%
	Speak German at Home	0.1%	0.1%	0.1%
	Speak Other Indo-European Languages at Home	0.4%	0.9%	1.4%
	Speak Russian and Other Slavic Languages at Home	2.9%	2.1%	2.0%
	Speak Chinese at Home	0.1%	0.2%	0.3%
	Speak Korean at Home	0.1%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.0%	0.0%
	Speak Other Asian Languages at Home	0.4%	1.2%	0.9%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
	Speak Other Language at Home	0.6%	0.7%	1.0%
Hispanic	Hispanic Population	4,436	27,520	49,165
	Hispanic Population Percent	38.0%	39.8%	34.2%
	Mexican	0.7%	1.2%	2.5%
	Puerto Rican	84.7%	85.9%	84.2%
	Cuban	0.3%	0.4%	0.6%
	Dominican	5.6%	4.3%	4.1%
	Central American	2.1%	2.5%	3.4%
	South American	5.0%	3.2%	2.6%
	Other Hispanic	1.7%	2.5%	2.8%
	2000 Hispanic Population Percent	23%	28%	22%
	1990 Hispanic Population Percent	7%	19%	15%

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<b>Ancestry</b>	American (percent of total population)	4.2%	2.7%	2.6%
	American	4.1%	2.6%	2.5%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
	Asian (percent of total population)	1.4%	1.4%	1.6%
	Chinese	0.1%	0.2%	0.4%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.0%	0.0%	0.1%
	South Central Asian (ie. Indian)	0.7%	0.4%	0.5%
	South East Asian (ie. Vietnamese)	0.3%	0.3%	0.3%
	Other Asian	0.2%	0.4%	0.3%
	European (percent of total population)	23.5%	23.8%	27.9%
	British	1.9%	2.1%	2.8%
	Dutch	0.1%	0.2%	0.1%
	French	3.5%	4.7%	4.9%
	German	1.9%	1.6%	2.0%
	Italian	2.3%	2.2%	2.9%
	Polish	4.0%	4.9%	5.7%
	Scandinavian	0.2%	0.3%	0.4%
	Scotch/Irish	8.0%	6.4%	7.3%
Other European (ie. Greek/Russian)	1.7%	1.4%	1.9%	
Middle Eastern	0.2%	0.2%	0.4%	
Other Ancestry	15.5%	14.7%	14.1%	
Unclassified Ancestry	12.6%	11.4%	11.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	8,585	49,592	103,143
	Elementary (0 to 8)	4.9%	6.7%	5.7%
	Some High School (9 to 11)	8.7%	10.4%	9.1%
	High School Graduate (12)	34.1%	32.4%	31.4%
	Some College (13 to 16)	18.1%	17.2%	17.8%
	Associates Degree Only	9.6%	9.6%	9.6%
	Bachelors Degree Only	16.5%	14.4%	15.6%
	Graduate Degree	8.1%	9.4%	10.9%
	% College (4+)	24.6%	23.8%	26.4%
<b>Household Type</b>	Total Households – count	4,686	29,142	59,902
	One Person HHs – count	1,582	10,088	19,948
	Family HHs – count	2,647	16,653	35,385
	Married Couple – count	1,406	9,053	21,020
	w/own children – count	368	2,715	6,429
	w/out own children – count	1,037	6,338	14,591
	Male Householder – count	310	1,828	3,279
	Female Householder – count	932	5,772	11,086
	Non-Family Households – count	457	2,401	4,569
	1 Person Household	33.8%	34.6%	33.3%
	2 Person Household	30.8%	31.1%	31.5%
	3 Person Household	17.5%	15.7%	15.8%
	4 Person Household	10.4%	10.7%	11.2%
	5 Person Household	4.3%	4.7%	5.0%
6 Person Household	2.1%	2.0%	2.0%	
7+ Person Household	1.1%	1.1%	1.1%	
% Households With Children	20.4%	23.8%	23.5%	

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Holyoke Shopping Center Holyoke, MA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	5,060	31,386	63,800
	Owner Occupied Percent	47.1%	45.4%	53.0%
	Renter Occupied Percent	45.5%	47.5%	40.9%
	Vacant Housing Percent	7.4%	7.2%	6.1%
	Total Housing Units (Census 2000)	4,809	29,909	60,547
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.0%	1.1%	1.5%
	Property Value \$750,000 to \$999,999	1.1%	1.5%	3.6%
	Property Value \$500,000 to \$749,999	6.8%	9.0%	12.5%
	Property Value \$400,000 to \$499,999	13.9%	15.3%	15.9%
	Property Value \$300,000, to \$399,999	29.2%	32.3%	28.8%
	Property Value \$200,000 to \$299,999	29.8%	26.8%	25.7%
	Property Value \$150,000 to \$199,999	8.0%	5.7%	4.9%
	Property Value \$100,000 to \$149,999	3.2%	4.1%	3.2%
	Property Value \$60,000 to \$99,999	3.1%	1.2%	1.1%
	Property Value \$40,000 to \$59,999	0.7%	0.6%	0.4%
	Property Value \$0 to \$39,999	2.7%	2.0%	2.0%
	Median Home Value	\$308,274	\$329,868	\$343,809
<b>Wealth per Household</b>	\$0 and under - percent	18.9%	19.2%	18.4%
	\$1 to \$4999 - percent	9.9%	10.1%	9.6%
	\$5k to \$9999 - percent	5.1%	5.1%	4.9%
	\$10k to \$24999 - percent	6.7%	6.7%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.2%	10.1%	10.2%
	\$100k to \$249999 - percent	17.4%	17.2%	17.6%
	\$250k to \$499999 - percent	12.1%	12.0%	12.4%
	\$500k+ - percent	12.8%	12.7%	13.4%
	Median HH Wealth	\$61,965	\$59,659	\$67,939
	Avg HH Wealth	\$215,447	\$213,710	\$223,632
<b>Economic Viability</b>	Economic Viability Local	248	253	254
	Economic Viability Indexed	89	91	92
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	5,524	32,316	68,449
	Managerial/Executive	13.6%	13.0%	12.8%
	Professional Specialty	21.8%	22.2%	22.9%
	Healthcare Support	7.3%	7.3%	7.1%
	Sales	8.1%	7.5%	8.6%
	Office & Administrative Support	10.5%	10.4%	11.5%
	Protective Service	4.8%	3.0%	2.9%
	Food Preparation	5.4%	5.1%	5.2%
	Building Maintenance & Cleaning	2.6%	4.5%	3.5%
	Personal Care	3.7%	2.9%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.4%
	Construction	4.7%	6.7%	7.1%
	Production & Transportation	17.6%	17.2%	15.5%
	Percent White Collar Workers	61.2%	60.4%	62.8%
	Percent Blue Collar Workers	38.8%	39.6%	37.2%

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	Agriculture/Mining/Construction	5.4%	5.4%	5.6%
	Manufacturing	8.8%	11.0%	10.7%
	Transportation	4.7%	4.8%	5.8%
	Information	2.3%	1.6%	1.4%
	Wholesale/Retail	12.0%	13.2%	14.1%
	Finance, Insurance, Real Estate	7.5%	6.6%	6.2%
	Professional Services	5.4%	4.7%	4.5%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.0%	3.6%	3.4%
	Educational Services	33.5%	33.1%	32.1%
	Entertainment Services	8.4%	7.0%	7.1%
	Other Professional Services	3.6%	4.9%	4.3%
	Public Administration	5.3%	4.1%	4.7%
<b>Vehicles per HH</b>	No Vehicles	13.4%	14.3%	12.7%
	1 Vehicle	43.2%	45.3%	42.2%
	2 Vehicles	32.6%	30.0%	33.1%
	3 or more vehicles	10.8%	10.3%	12.1%
	Average Number of Vehicles	1.45	1.41	1.49
<b>Change</b>	Births (last 12 months)	104	666	1,341
	Deaths (last 12 months)	104	587	1,259
	Migration (last 12 months)	-53	-418	-736
<b>Work place</b>	Workplace Establishments	609	3,015	6,592
	Workplace Employees (FTE)	4,866	22,895	63,904