

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 40.414022, -74.144782

9-Mar-2023

## 110070-Holmdel Towne Center

### Holmdel, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
<b>POPULATION</b>				
2022 Estimated Population	8,744	76,417	138,790	521,653
2022 Daytime Population	10,515	67,507	121,346	472,602
2027 Population Forecast	8,767	76,332	140,001	530,709
2010 Census Population	8,618	76,412	135,300	499,049
2000 Census Population	8,466	77,716	135,692	483,135
1990 Census Population	6,636	74,959	133,206	441,735
Historical Annual Growth, 1990 to 2000	2.47%	0.36%	0.19%	0.90%
Historical Annual Growth, 2000 to 2010	0.18%	-0.17%	-0.03%	0.32%
CY Estimated Annual Growth, 2010 to 2022	0.11%	0.00%	0.20%	0.35%
FY Projected Annual Growth, 2022 to 2027	0.05%	-0.02%	0.17%	0.34%
<b>HOUSEHOLDS</b>				
2022 Estimated Households	3,221	27,083	50,128	187,642
2027 Households Forecast	3,230	27,052	50,580	190,771
2010 Census Households	3,175	27,123	48,868	179,519
2000 Census Households	2,961	26,632	47,588	170,343
1990 Census Households	2,124	24,563	44,560	150,753
Historical Annual Growth, 1990 to 2000	3.38%	0.81%	0.66%	1.23%
Historical Annual Growth, 2000 to 2010	0.70%	0.18%	0.27%	0.53%
CY Estimated Annual Growth, 2010 to 2022	0.11%	-0.01%	0.20%	0.35%
FY Projected Annual Growth, 2022 to 2027	0.06%	-0.02%	0.18%	0.33%
2022 % Households With Children	31%	30%	29%	30%
2022 Persons per Household	2.67	2.79	2.75	2.76
<b>INCOME 2022</b>				
HH Income \$500,000 or more	3.96%	3.13%	3.21%	2.99%
HH Income \$250,000 to \$499,999	4.73%	3.76%	3.85%	3.58%
HH Income \$200,000 to \$249,999	11.10%	8.75%	8.98%	8.36%
HH Income \$175,000 to \$199,999	5.41%	8.49%	9.43%	10.34%
HH Income \$150,000 to \$174,999	8.66%	8.41%	8.84%	8.30%
HH Income \$100,000 to \$149,999	16.78%	18.78%	21.34%	19.60%
HH Income \$75,000 to \$99,999	12.76%	13.21%	11.81%	11.32%
HH Income \$50,000 to \$74,999	12.24%	12.49%	12.53%	13.12%
HH Income \$35,000 to \$49,999	7.73%	6.93%	6.61%	7.40%
HH Income \$25,000 to \$34,999	6.28%	4.62%	4.30%	4.96%
HH Income \$15,000 to \$24,999	5.97%	5.16%	4.18%	4.40%
HH Income \$0 to \$14,999	4.36%	6.27%	4.92%	5.63%
Current Year Average Household Income	\$137,650	\$136,562	\$143,223	\$142,705
Current Year Median Household Income	\$101,660	\$102,999	\$111,138	\$107,198
Per Capita Income	\$51,466	\$48,834	\$52,102	\$51,619
2000 Average Household Income	\$90,891	\$81,022	\$86,318	\$85,019
2000 Median Household Income	\$71,182	\$64,598	\$67,816	\$66,368
2027 Projected Average Household Income	\$155,809	\$154,872	\$162,325	\$158,849
2027 Projected Median Household Income	\$115,249	\$118,898	\$126,413	\$119,863
<b>WRKPLACE 2022</b>				
Workplace Establishments	345	1,889	3,358	13,196
Workplace Employees (Full Time Employees)	5,843	27,443	45,771	166,098

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<b>POPULATION BY AGE 2022</b>	Count of Pop 0 to 4 years	423	4,098	7,412	28,398
	Count of Pop 5 to 14 years	822	7,620	13,951	53,333
	Count of Pop 14 to 22 years	779	7,181	13,177	50,235
	Count of Pop 22 to 30 years	947	8,424	15,184	56,524
	Count of Pop 30 to 45 years	1,242	11,990	21,551	85,131
	Count of Pop 45 to 60 years	1,717	15,117	27,693	105,228
	Count of Pop 60 to 75 years	1,938	15,789	28,659	102,906
	Count of Pop 75+ years	875	6,198	11,164	39,897
	Population 0 to 4 Years	4.84%	5.36%	5.34%	5.44%
	Population 5 to 13 Years	9.40%	9.97%	10.05%	10.22%
	Population 14 to 21 Years	8.91%	9.40%	9.49%	9.63%
	Population 22 to 29 Years	10.83%	11.02%	10.94%	10.84%
	Population 30 to 44 Years	14.21%	15.69%	15.53%	16.32%
	Population 45 to 59 Years	19.64%	19.78%	19.95%	20.17%
	Population 60 to 74 Years	22.17%	20.66%	20.65%	19.73%
	Population 74 Years Plus	10.01%	8.11%	8.04%	7.65%
Median Age	46.7	43.5	43.6	42.7	
<b>GENDER 2022</b>	Male Population	4,118	37,127	67,597	255,180
	Female Population	4,626	39,290	71,192	266,473
<b>RACE 2022</b>	2022 Estimated Population	8,744	76,417	138,790	521,653
	White	80.40%	87.24%	85.87%	80.99%
	Black or African American	1.26%	2.12%	3.20%	4.12%
	Asian or Pacific Islander	12.80%	5.23%	5.44%	7.05%
	Other Races	5.54%	5.41%	5.50%	7.85%
<b>HISPANIC</b>	2022 Hispanic Population	745	6,749	12,217	75,203
	2022 Hispanic Population %	8.52%	8.83%	8.80%	14.42%
	2027 Hispanic Population Forecast	805	6,974	12,683	78,016
	2027 Hispanic Population % Forecast	9.19%	9.14%	9.06%	14.70%
	2000 Hispanic Population %	4.57%	5.18%	5.31%	9.93%
1990 Hispanic Population %	2.66%	3.68%	3.64%	7.41%	
<b>EDUCATION (AGE 25+) 2022</b>	Adult Population (25 Years or Older)	6,361	54,299	98,440	368,061
	Elementary	1.83%	2.03%	1.61%	3.22%
	Some High School	4.37%	4.53%	3.46%	4.28%
	High School Graduate	23.47%	30.10%	26.41%	25.05%
	Some College	15.82%	17.92%	17.43%	16.33%
	Associates Degree	9.11%	8.16%	8.22%	7.60%
	Bachelors Degree	26.19%	24.89%	27.52%	26.53%
	Graduate Degree	19.22%	12.37%	15.34%	17.00%
% College (4+)	45.40%	37.26%	42.86%	43.53%	
<b>HOUSING 2022</b>	Total Housing Units	3,357	28,566	52,571	197,662
	Owner Occupied Percent	80.97%	76.78%	76.57%	70.14%
	Renter Occupied Percent	14.98%	18.03%	18.78%	24.79%
	Vacant Housing Percent	4.05%	5.19%	4.65%	5.07%

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<b>HOMES BUILT BY YEAR 2022</b>				
Homes Built 2010 or later	0.12%	0.13%	0.07%	0.17%
Homes Built 2000 to 2009	12.30%	7.11%	6.67%	8.89%
Homes Built 1990 to 1999	23.64%	8.75%	7.77%	11.63%
Homes Built 1980 to 1989	23.66%	13.29%	13.67%	15.17%
Homes Built 1970 to 1979	12.46%	14.79%	15.51%	14.67%
Homes Built 1960 to 1979	10.23%	14.35%	18.37%	16.17%
Homes Built 1950 to 1959	14.31%	24.49%	20.52%	15.33%
Homes Built 1940 to 1949	2.01%	6.56%	6.10%	5.33%
Homes Built 1939 or earlier	1.27%	10.53%	11.32%	12.63%
<b>HOME VALUE (OWNER OCCUPIED) 2022</b>				
Property Value \$1,000,000 or more	15.58%	12.01%	15.45%	20.53%
Property Value \$750,000 to \$999,999	16.89%	12.29%	13.00%	19.38%
Property Value \$500,000 to \$749,999	40.68%	37.01%	36.34%	31.24%
Property Value \$400,000 to \$499,999	11.32%	13.73%	13.34%	10.12%
Property Value \$300,000 to \$399,999	1.68%	9.05%	9.43%	5.85%
Property Value \$200,000 to \$299,999	1.79%	4.97%	3.95%	2.81%
Property Value \$150,000 to \$199,999	0.74%	0.74%	0.60%	0.64%
Property Value \$100,000 to \$149,999	1.44%	1.34%	0.91%	0.72%
Property Value \$60,000 to \$99,999	2.35%	1.41%	0.99%	0.66%
Property Value \$40,000 to \$59,999	1.39%	0.68%	0.53%	0.29%
Property Value \$0 to \$39,999	1.04%	1.21%	0.88%	0.80%
CY Median Home Value	\$657,970	\$595,164	\$617,438	\$697,068
CY Median Rent per Month (Census 2000)	\$899	\$751	\$776	\$782
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022</b>				
Employed Civilian Population 16+ by Occupation	4,562	41,130	75,803	273,721
Managerial/Executive	22.52%	19.92%	21.63%	20.54%
Professional Specialty	30.66%	23.20%	25.95%	26.96%
Healthcare Support	2.07%	2.88%	2.43%	2.54%
Sales	12.13%	11.60%	11.06%	9.89%
Office & Administrative Support	9.28%	11.35%	11.04%	11.13%
Protective Service	2.89%	3.14%	2.79%	3.30%
Food Preparation	4.84%	4.95%	3.98%	3.50%
Building Maintenance & Cleaning	2.50%	2.11%	1.91%	1.81%
Personal Care	2.51%	2.58%	2.40%	2.19%
Farming, Fishing, & Forestry	0.00%	0.03%	0.06%	0.09%
Construction	5.65%	8.41%	7.75%	7.67%
Production & Transportation	4.94%	9.84%	9.01%	10.39%
Percent White Collar	76.66%	68.95%	72.10%	71.06%
Percent Blue Collar	23.34%	31.05%	27.90%	28.94%
CY Median Employee Salary	\$46,585	\$48,182	\$48,182	\$48,624
CY Average Employee Salary	\$57,854	\$58,601	\$57,909	\$58,180
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	155	1,735	2,871	10,902
2022 Estimated Unemployed (Age 16 and Up)	128	878	1,657	7,608
2022 Estimated Unemployed Rate (Age 16 and Up)	2.40%	2.12%	2.15%	2.74%

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<b>TRANSPORTATION TO WORK 2022</b>	Drive to Work Alone	78.63%	76.45%	75.39%	70.79%
	Drive to Work Carpool	3.42%	8.25%	7.92%	8.27%
	Travel to Work by Public Transportation	13.38%	10.10%	10.71%	13.83%
	Drive to Work on Motorcycle	0.00%	0.01%	0.02%	0.03%
	Drive to Work on Bicycle	0.01%	0.32%	0.36%	0.22%
	Walk to Work	0.84%	1.13%	1.26%	1.78%
	Other Means	0.26%	0.61%	0.48%	0.53%
	Work at Home	3.23%	2.70%	3.53%	4.27%
<b>TRAVEL TIME TO WORK 2022</b>	Travel Time in Less than 5 minutes	2.13%	2.41%	2.32%	2.18%
	Travel to Work in 5 to 9 minutes	7.48%	8.77%	8.14%	6.97%
	Travel to Work in 10 to 14 minutes	13.06%	12.01%	11.79%	11.02%
	Travel to Work in 15 to 19 minutes	10.53%	10.04%	10.05%	10.83%
	Travel to Work in 20 to 29 minutes	15.29%	14.47%	15.38%	16.41%
	Travel to Work in 30 to 44 minutes	15.69%	19.36%	18.62%	17.81%
	Travel to Work in 45 to 59 minutes	9.59%	10.85%	10.44%	9.55%
	Travel to Work in 60 minutes or more	26.22%	22.09%	23.26%	25.23%
Average Travel Time to Work	36.5	34.3	35.0	37.1	
<b>SPENDING PATTERNS 2022</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$79.59	\$79.05	\$79.19	\$76.07
	Apparel and Related Services	\$14.53	\$14.22	\$14.39	\$13.91
	Transportation	\$99.63	\$98.58	\$99.70	\$98.60
	Healthcare	\$61.26	\$59.99	\$60.36	\$55.79
	Entertainment	\$26.98	\$26.28	\$26.63	\$25.57
<b>SPENDING 2022</b>	Med Disposable Inc-Inc minus taxes	\$84,426	\$85,153	\$90,344	\$87,674
	Avg Disposable Inc-Inc minus taxes	\$100,518	\$97,765	\$101,639	\$98,647
	Med Discretionary-Disp less food/shelter/clothing	\$59,963	\$59,397	\$65,264	\$61,983
	Avg Discretionary-Disp less food/shelter/clothing	\$68,593	\$67,091	\$70,453	\$68,243
<b>LIFESTYLE SEGMENTATION 2022</b>	Category A - Crème de la Crème	5,754	29,315	58,447	176,720
	Category B - Urban Cliff Climbers	0	667	667	781
	Category C - Urban Cliff Dwellers	0	6,383	14,292	32,162
	Category D - Seasoned Urban Dwellers	591	5,185	5,316	17,076
	Category E - Thriving Alone	577	2,291	9,460	43,685
	Category F - Going it Alone	0	15,542	21,629	56,911
	Category G - Struggling Alone	0	2,413	2,413	3,737
	Category H - Single in the Suburbs	0	0	0	173
	Category I - Married in the Suburbs	109	8,817	13,780	107,336
	Category J - Retired in the Suburbs	1,560	5,001	10,341	30,797
	Category K - Living with Nature	0	0	0	1,248
	Category L - Working with Nature	0	0	0	0
	Category M - Harlem Gateway	0	0	0	0
Category N - Espaniola	0	0	0	38,420	
Category O - Specialties	0	0	1,311	9,116	

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