

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.414022, -74.144782

12-Apr-2021

## 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>	2020 Estimated Population	8,515	73,433	131,864	501,229	
	2020 Daytime Population	11,459	71,293	125,497	485,324	
	2025 Population Forecast	8,594	74,098	133,505	511,647	
	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%	
	Estimated Annual Growth, 2010 to 2020	-0.11%	-0.37%	-0.24%	0.04%	
	Projected Annual Growth, 2020 to 2025	0.18%	0.18%	0.25%	0.41%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	3,135	25,996	47,553	180,148
		2025 Households Forecast	3,165	26,234	48,150	183,742
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%	
Estimated Annual Growth, 2010 to 2020		-0.12%	-0.39%	-0.25%	0.03%	
Projected Annual Growth, 2020 to 2025		0.19%	0.18%	0.25%	0.40%	
2020 % Households With Children		31%	30%	30%	31%	
2020 Persons per Household		2.67	2.79	2.75	2.76	
<b>INCOME 2020</b>		HH Income \$500,000 or more	3.00%	2.28%	2.52%	2.55%
	HH Income \$250,000 to \$499,999	3.61%	2.73%	3.02%	3.05%	
	HH Income \$200,000 to \$249,999	8.41%	6.40%	7.08%	7.14%	
	HH Income \$175,000 to \$199,999	11.06%	9.07%	10.01%	9.64%	
	HH Income \$150,000 to \$174,999	8.69%	8.14%	8.64%	8.07%	
	HH Income \$100,000 to \$149,999	18.18%	19.77%	20.04%	19.24%	
	HH Income \$75,000 to \$99,999	9.74%	12.66%	11.97%	11.63%	
	HH Income \$50,000 to \$74,999	12.30%	12.36%	12.22%	13.54%	
	HH Income \$35,000 to \$49,999	5.51%	7.47%	7.68%	8.16%	
	HH Income \$25,000 to \$34,999	5.08%	5.18%	5.18%	5.65%	
	HH Income \$15,000 to \$24,999	8.95%	6.60%	5.90%	5.30%	
	HH Income \$0 to \$14,999	5.47%	7.34%	5.74%	6.04%	
	Average Household Income	\$132,896	\$123,918	\$131,017	\$131,621	
	Median Household Income	\$107,962	\$96,261	\$102,869	\$99,259	
Per Capita Income	\$49,868	\$44,240	\$47,585	\$47,549		
2000 Average Household Income	\$90,891	\$81,022	\$86,318	\$85,019		
2000 Median Household Income	\$71,182	\$64,598	\$67,816	\$66,368		
<b>WRKPLACE 2020</b>	Workplace Establishments	350	1,878	3,293	13,014	
	Workplace Employees (Full Time Employees)	6,879	31,212	51,380	184,083	

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	409	3,922	7,026	27,412
	Count of Pop 5 to 14 years	814	7,368	13,384	51,714
	Count of Pop 14 to 22 years	802	7,343	13,246	50,855
	Count of Pop 22 to 30 years	923	8,082	14,351	53,921
	Count of Pop 30 to 45 years	1,135	11,031	19,647	79,700
	Count of Pop 45 to 60 years	1,823	15,666	28,283	107,474
	Count of Pop 60 to 75 years	1,815	14,591	26,228	95,283
	Count of Pop 75+ years	794	5,431	9,699	34,869
	Population 0 to 4 Years	4.80%	5.34%	5.33%	5.47%
	Population 5 to 13 Years	9.56%	10.03%	10.15%	10.32%
	Population 14 to 21 Years	9.42%	10.00%	10.05%	10.15%
	Population 22 to 29 Years	10.84%	11.01%	10.88%	10.76%
	Population 30 to 44 Years	13.33%	15.02%	14.90%	15.90%
	Population 45 to 59 Years	21.40%	21.33%	21.45%	21.44%
	Population 60 to 74 Years	21.31%	19.87%	19.89%	19.01%
	Population 74 Years Plus	9.33%	7.40%	7.36%	6.96%
	Median Age	46.7	43.6	43.7	42.6
<b>GENDER 2020</b>	Male Population	4,008	35,656	64,191	245,152
	Female Population	4,507	37,777	67,673	256,077
<b>RACE 2020</b>	2020 Estimated Population	8,515	73,433	131,864	501,229
	White	82.20%	88.15%	87.38%	83.50%
	Black or African American	1.09%	2.63%	3.19%	4.17%
	Asian or Pacific Islander	14.13%	5.79%	5.75%	6.75%
	Other Races	2.59%	3.44%	3.68%	5.57%
<b>HISPANIC</b>	2020 Hispanic Population	637	6,369	11,226	71,957
	2020 Hispanic Population %	7.48%	8.67%	8.51%	14.36%
	2025 Hispanic Population Forecast	662	6,592	11,533	74,692
	2025 Hispanic Population % Projected	7.70%	8.90%	8.64%	14.60%
	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+) 2020</b>	Adult Population (25 Years or Older)	6,131	51,671	92,633	350,418
	Elementary	1.93%	2.34%	1.88%	3.38%
	Some High School	5.65%	5.40%	4.32%	4.54%
	High School Graduate	23.76%	30.37%	27.45%	26.23%
	Some College	13.33%	16.97%	16.99%	16.49%
	Associates Degree	7.12%	7.63%	7.91%	7.41%
	Bachelors Degree	27.64%	23.99%	26.27%	25.65%
	Graduate Degree	20.58%	13.31%	15.18%	16.29%
	% College (4+)	48.21%	37.30%	41.45%	41.94%
<b>HOUSING 2020</b>	Total Housing Units	3,253	27,402	49,915	190,217
	Owner Occupied Percent	81.45%	77.18%	76.80%	70.09%
	Renter Occupied Percent	14.93%	17.69%	18.47%	24.62%
	Vacant Housing Percent	3.62%	5.13%	4.73%	5.29%

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<b>HOMES BUILT BY YEAR 2020</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) 2020</b>				
Property Value \$1,000,000 or more	1.92%	3.11%	3.53%	7.37%
Property Value \$750,000 to \$999,999	8.78%	7.97%	8.99%	15.05%
Property Value \$500,000 to \$749,999	24.75%	17.46%	18.70%	25.14%
Property Value \$400,000 to \$499,999	27.35%	20.39%	21.14%	18.01%
Property Value \$300,000 to \$399,999	21.71%	23.29%	23.09%	16.61%
Property Value \$200,000 to \$299,999	7.07%	15.90%	14.94%	9.24%
Property Value \$150,000 to \$199,999	0.82%	4.00%	3.49%	2.32%
Property Value \$100,000 to \$149,999	1.26%	2.13%	1.70%	1.27%
Property Value \$60,000 to \$99,999	2.56%	1.44%	0.97%	0.70%
Property Value \$40,000 to \$59,999	0.58%	0.71%	0.52%	0.37%
Property Value \$0 to \$39,999	1.86%	1.72%	1.27%	0.87%
Median Home Value	\$449,243	\$399,434	\$415,108	\$494,949
Median Rent per Month (Census 2000)	\$899	\$751	\$776	\$782
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	4,210	37,141	67,907	249,722
Managerial/Executive	21.83%	17.49%	19.43%	19.21%
Professional Specialty	32.72%	23.63%	25.48%	25.96%
Healthcare Support	1.94%	2.27%	2.05%	2.40%
Sales	11.77%	11.42%	11.19%	11.11%
Office & Administrative Support	10.10%	13.07%	12.20%	11.93%
Protective Service	2.10%	2.63%	2.77%	3.22%
Food Preparation	4.17%	4.44%	4.15%	3.65%
Building Maintenance & Cleaning	1.70%	2.48%	2.20%	2.31%
Personal Care	1.30%	2.84%	2.98%	2.48%
Farming, Fishing, & Forestry	0.00%	0.01%	0.11%	0.11%
Construction	6.35%	9.67%	8.42%	7.56%
Production & Transportation	6.02%	10.05%	9.02%	10.06%
Percent White Collar	78.36%	67.87%	70.35%	70.61%
Percent Blue Collar	21.64%	32.13%	29.65%	29.39%
Median Employee Salary	44,124	45,117	44,876	45,505
Average Employee Salary	54,051	54,343	53,860	54,425
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	155	1,735	2,871	10,902
2020 Estimated Unemployed (Age 16 and Up)	267	2,428	4,021	17,511
2020 Estimated Unemployed Rate (Age 16 and Up)	5.52%	6.19%	5.67%	6.58%

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<b>TRANSPORTATION TO WORK 2020</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 2020</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 2020</b>				
Grocery Store Market Basket Weekly Per Capita Spending	\$70.21	\$69.57	\$69.66	\$66.83
Apparel and Related Services	\$18.90	\$18.29	\$18.50	\$17.81
Transportation	\$109.25	\$106.49	\$107.83	\$106.42
Healthcare	\$75.70	\$73.81	\$74.40	\$68.60
Entertainment	\$29.92	\$28.83	\$29.16	\$27.93
<b>LIFESTYLE SEGMENTATION 2020</b>				
Category A - Crème de la Crème	6,797	27,387	52,251	159,481
Category B - Urban Cliff Climbers	0	0	0	100
Category C - Urban Cliff Dwellers	0	7,692	13,923	30,324
Category D - Seasoned Urban Dwellers	0	1,682	2,730	10,494
Category E - Thriving Alone	0	2,353	7,419	34,503
Category F - Going it Alone	0	17,461	23,571	53,604
Category G - Struggling Alone	0	1,158	1,158	2,456
Category H - Single in the Suburbs	0	0	0	2,164
Category I - Married in the Suburbs	100	5,043	11,330	119,979
Category J - Retired in the Suburbs	1,465	6,389	13,602	37,030
Category K - Living with Nature	0	0	0	1,181
Category L - Working with Nature	0	0	0	0
Category M - Harlem Gateway	0	0	0	0
Category N - Espaniola	0	0	0	37,795
Category O - Specialties	0	3,466	4,746	8,627

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