Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.779/-86.0798

500 S Waverly Rd Holland, MI 49423	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	4,974	44,629	96,965
2028 Projected Population	4,990	45,426	99,474
2020 Census Population	5,063	44,255	95,415
2010 Census Population	4,901	42,259	89,672
Projected Annual Growth 2023 to 2028	-	0.4%	0.5%
Historical Annual Growth 2010 to 2023	0.1%	0.4%	0.6%
Households			
2023 Estimated Households	2,055	16,707	36,240
2028 Projected Households	2,105	17,420	38,046
2020 Census Households	2,060	16,330	35,205
2010 Census Households	1,996	15,373	32,385
Projected Annual Growth 2023 to 2028	0.5%	0.9%	1.0%
Historical Annual Growth 2010 to 2023	0.2%	0.7%	0.9%
Age			
2023 Est. Population Under 10 Years	11.1%	12.7%	13.1%
2023 Est. Population 10 to 19 Years	11.9%	14.7%	14.7%
2023 Est. Population 20 to 29 Years	19.8%	17.1%	14.9%
2023 Est. Population 30 to 44 Years	17.4%	17.7%	18.8%
2023 Est. Population 45 to 59 Years	14.6%	15.2%	16.3%
2023 Est. Population 60 to 74 Years	14.2%	13.3%	14.7%
2023 Est. Population 75 Years or Over	11.0%	9.2%	7.5%
2023 Est. Median Age	37.6	35.8	36.3
Marital Status & Gender			
2023 Est. Male Population	47.7%	48.8%	49.4%
2023 Est. Female Population	52.3%	51.2%	50.6%
2023 Est. Never Married	43.7%	38.7%	32.6%
2023 Est. Now Married	36.2%	43.2%	50.7%
2023 Est. Separated or Divorced	12.5%	12.0%	11.7%
2023 Est. Widowed	7.6%	6.1%	5.0%
Income			
2023 Est. HH Income $200,000 or More	4.1%	8.1%	11.1%
2023 Est. HH Income $150,000 to $199,999	8.4%	6.8%	8.2%
2023 Est. HH Income $100,000 to $149,999	14.6%	15.5%	17.0%
2023 Est. HH Income $75,000 to $99,999	16.7%	16.1%	15.6%
2023 Est. HH Income $50,000 to $74,999	17.2%	18.7%	18.1%
2023 Est. HH Income $35,000 to $49,999	12.9%	10.8%	10.7%
2023 Est. HH Income $25,000 to $34,999	10.6%	9.8%	8.2%
2023 Est. HH Income $15,000 to $24,999	9.6%	7.3%	5.8%
2023 Est. HH Income Under $15,000	6.0%	6.8%	5.3%
2023 Est. Average Household Income	$78,552	$94,515	$108,901
2023 Est. Median Household Income	$65,506	$70,882	$81,271
2023 Est. Per Capita Income	$33,196	$36,191	$41,091
2023 Est. Total Businesses	460	2,437	3,747
2023 Est. Total Employees	9,944	35,922	55,264

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Race			
2023 Est. White	66.1%	69.2%	72.4%
2023 Est. Black	6.6%	4.2%	3.3%
2023 Est. Asian or Pacific Islander	8.7%	9.3%	7.8%
2023 Est. American Indian or Alaska Native	0.6%	0.7%	0.6%
2023 Est. Other Races	18.0%	16.7%	15.9%
Hispanic			
2023 Est. Hispanic Population	1,138	9,513	19,387
2023 Est. Hispanic Population	22.9%	21.3%	20.0%
2028 Proj. Hispanic Population	22.9%	21.3%	20.0%
2020 Hispanic Population	25.3%	24.3%	22.7%
Education (Adults 25 & Older)			
2023 Est. Adult Population (25 Years or Over)	3,244	28,007	62,456
2023 Est. Elementary (Grade Level 0 to 8)	3.8%	3.8%	4.0%
2023 Est. Some High School (Grade Level 9 to 11)	4.8%	6.0%	5.4%
2023 Est. High School Graduate	33.0%	29.3%	27.4%
2023 Est. Some College	28.0%	22.1%	20.8%
2023 Est. Associate Degree Only	5.9%	7.0%	8.8%
2023 Est. Bachelor Degree Only	15.3%	18.5%	20.6%
2023 Est. Graduate Degree	9.2%	13.3%	13.1%
Housing			
2023 Est. Total Housing Units	2,277	17,765	38,367
2023 Est. Owner-Occupied	48.6%	63.9%	69.6%
2023 Est. Renter-Occupied	41.7%	30.1%	24.8%
2023 Est. Vacant Housing	9.7%	6.0%	5.5%
Homes Built by Year			
2023 Homes Built 2010 or later	5.4%	4.9%	7.0%
2023 Homes Built 2000 to 2009	7.5%	10.2%	12.9%
2023 Homes Built 1990 to 1999	14.2%	16.3%	20.5%
2023 Homes Built 1980 to 1989	17.5%	11.9%	12.0%
2023 Homes Built 1970 to 1979	15.5%	11.2%	10.7%
2023 Homes Built 1960 to 1969	9.4%	8.4%	8.0%
2023 Homes Built 1950 to 1959	11.0%	9.4%	8.2%
2023 Homes Built Before 1949	9.8%	21.6%	15.2%
Home Values			
2023 Home Value $1,000,000 or More	0.6%	1.0%	1.8%
2023 Home Value $500,000 to $999,999	2.9%	5.1%	6.0%
2023 Home Value $400,000 to $499,999	8.0%	8.5%	9.1%
2023 Home Value $300,000 to $399,999	6.3%	10.3%	13.2%
2023 Home Value $200,000 to $299,999	40.0%	36.3%	36.6%
2023 Home Value $150,000 to $199,999	22.3%	17.6%	15.2%
2023 Home Value $100,000 to $149,999	11.9%	10.5%	7.5%
2023 Home Value $50,000 to $99,999	2.2%	3.7%	3.5%
2023 Home Value $25,000 to $49,999	1.3%	1.2%	1.5%
2023 Home Value Under $25,000	4.7%	5.9%	5.6%
2023 Median Home Value	$211,153	$222,998	$245,637
2023 Median Rent	$903	$910	$897

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Labor Force			
2023 Est. Labor Population Age 16 Years or Over	4,068	35,418	75,633
2023 Est. Civilian Employed	72.5%	65.2%	67.3%
2023 Est. Civilian Unemployed	0.6%	2.6%	2.4%
2023 Est. in Armed Forces	-	-	-
2023 Est. not in Labor Force	26.9%	32.2%	30.3%
2023 Labor Force Males	47.1%	47.9%	48.7%
2023 Labor Force Females	52.9%	52.1%	51.3%
Occupation			
2023 Occupation: Population Age 16 Years or Over	2,950	23,101	50,892
2023 Mgmt, Business, & Financial Operations	10.4%	12.2%	13.5%
2023 Professional, Related	22.0%	22.0%	22.1%
2023 Service	11.1%	14.1%	11.9%
2023 Sales, Office	19.5%	18.3%	18.2%
2023 Farming, Fishing, Forestry	0.5%	0.4%	0.4%
2023 Construction, Extraction, Maintenance	5.1%	6.7%	7.1%
2023 Production, Transport, Material Moving	31.4%	26.2%	26.9%
2023 White Collar Workers	51.9%	52.5%	53.8%
2023 Blue Collar Workers	48.1%	47.5%	46.2%
Transportation to Work			
2023 Drive to Work Alone	74.6%	73.0%	75.5%
2023 Drive to Work in Carpool	11.3%	10.1%	10.1%
2023 Travel to Work by Public Transportation	1.0%	0.7%	0.5%
2023 Drive to Work on Motorcycle	-	0.3%	0.1%
2023 Walk or Bicycle to Work	5.4%	6.4%	3.5%
2023 Other Means	-	0.9%	0.7%
2023 Work at Home	7.6%	8.7%	9.7%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	50.5%	52.9%	49.0%
2023 Travel to Work in 15 to 29 Minutes	27.1%	32.6%	35.2%
2023 Travel to Work in 30 to 59 Minutes	18.9%	11.8%	12.9%
2023 Travel to Work in 60 Minutes or More	3.6%	2.7%	2.9%
2023 Average Travel Time to Work	14.0	13.5	14.3
Consumer Expenditure			
2023 Est. Total Household Expenditure	$122.8 M	$1.13 B	$2.71 B
2023 Est. Apparel	$4.31 M	$39.89 M	$96.2 M
2023 Est. Contributions, Gifts	$6.8 M	$64.9 M	$159.32 M
2023 Est. Education, Reading	$3.78 M	$36.2 M	$90.01 M
2023 Est. Entertainment	$6.88 M	$64.11 M	$155.16 M
2023 Est. Food, Beverages, Tobacco	$18.97 M	$173.63 M	$412.57 M
2023 Est. Furnishings, Equipment	$4.28 M	$39.8 M	$96.2 M
2023 Est. Health Care, Insurance	$11.33 M	$104.12 M	$247.2 M
2023 Est. Household Operations, Shelter, Utilities	$40.07 M	$366.44 M	$871.97 M
2023 Est. Miscellaneous Expenses	$2.32 M	$21.42 M	$51.39 M
2023 Est. Personal Care	$1.65 M	$15.2 M	$36.37 M
2023 Est. Transportation	$22.41 M	$206.27 M	$493.96 M