

Expanded Profile

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



Lat/Lon: 26.0184/-80.1694

N 30th Rd & Johnson St Hollywood, FL 33021		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)	18,696		171,894		395,350		
Projected Population (2028)	19,607		181,193		414,890		
Census Population (2020)	18,121		168,303		392,220		
Census Population (2010)	16,693		156,120		356,630		
Projected Annual Growth (2023 to 2028)	911	1.0%	9,299	1.1%	19,540	1.0%	
Historical Annual Growth (2020 to 2023)	575	1.1%	3,591	0.7%	3,130	0.3%	
Historical Annual Growth (2010 to 2020)	1,427	2.8%	12,183	2.6%	35,590	3.3%	
Estimated Population Density (2023)	5,954	psm	6,080	psm	5,035	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	7,602		70,719		162,217		
Projected Households (2028)	7,924		74,367		170,383		
Census Households (2020)	7,647		69,119		155,797		
Census Households (2010)	7,236		65,985		144,894		
Estimated Households with Children (2023)	1,357	17.9%	12,442	17.6%	35,728	22.0%	
Estimated Average Household Size (2023)	2.44		2.40		2.42		
Average Household Income							
Estimated Average Household Income (2023)	\$90,359		\$90,507		\$95,484		
Projected Average Household Income (2028)	\$94,589		\$92,659		\$98,172		
Estimated Average Family Income (2023)	\$105,888		\$110,918		\$117,453		
Median Household Income							
Estimated Median Household Income (2023)	\$61,509		\$64,168		\$69,533		
Projected Median Household Income (2028)	\$61,984		\$64,903		\$70,583		
Estimated Median Family Income (2023)	\$74,774		\$83,872		\$87,596		
Per Capita Income							
Estimated Per Capita Income (2023)	\$36,800		\$37,340		\$39,237		
Projected Per Capita Income (2028)	\$38,282		\$38,129		\$40,373		
Estimated Per Capita Income 5 Year Growth	\$1,482	4.0%	\$789	2.1%	\$1,135	2.9%	
Estimated Average Household Net Worth (2023)	\$334,021		\$412,934		\$450,081		
Daytime Demos (2023)							
Total Businesses	2,023		18,473		39,506		
Total Employees	14,038		101,852		218,566		
Company Headquarter Businesses	41	2.0%	418	2.3%	852	2.2%	
Company Headquarter Employees	1,171	8.3%	7,448	7.3%	18,813	8.6%	
Employee Population per Business	6.9		5.5		5.5		
Residential Population per Business	9.2		9.3		10.0		

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Race & Ethnicity

White (2023)	8,470	45.3%	74,267	43.2%	157,818	39.9%
Black or African American (2023)	3,903	20.9%	46,823	27.2%	108,067	27.3%
American Indian or Alaska Native (2023)	69	0.4%	772	0.4%	1,765	0.4%
Asian (2023)	490	2.6%	4,161	2.4%	10,764	2.7%
Hawaiian or Pacific Islander (2023)	10	-	91	-	178	-
Other Race (2023)	1,682	9.0%	15,432	9.0%	37,522	9.5%
Two or More Races (2023)	4,072	21.8%	30,347	17.7%	79,236	20.0%
Not Hispanic or Latino Population (2023)	11,485	61.4%	111,647	65.0%	241,077	61.0%
Hispanic or Latino Population (2023)	7,211	38.6%	60,247	35.0%	154,273	39.0%
Not Hispanic or Latino Population (2028)	12,055	61.5%	117,750	65.0%	253,755	61.2%
Hispanic or Latino Population (2028)	7,551	38.5%	63,442	35.0%	161,135	38.8%
Not Hispanic or Latino Population (2020)	10,909	60.2%	109,240	64.9%	243,578	62.1%
Hispanic or Latino Population (2020)	7,212	39.8%	59,064	35.1%	148,642	37.9%
Not Hispanic or Latino Population (2010)	11,415	68.4%	111,854	71.6%	245,829	68.9%
Hispanic or Latino Population (2010)	5,279	31.6%	44,266	28.4%	110,801	31.1%
Projected Hispanic Annual Growth (2023 to 2028)	340	0.9%	3,195	1.1%	6,862	0.9%
Historic Hispanic Annual Growth (2010 to 2023)	1,932	2.8%	15,982	2.8%	43,472	3.0%

Age Distribution (2023)

Age Under 5	985	5.3%	9,129	5.3%	21,251	5.4%
Age 5 to 9 Years	905	4.8%	8,659	5.0%	20,945	5.3%
Age 10 to 14 Years	965	5.2%	8,462	4.9%	20,958	5.3%
Age 15 to 19 Years	917	4.9%	8,460	4.9%	20,672	5.2%
Age 20 to 24 Years	1,001	5.4%	9,655	5.6%	22,225	5.6%
Age 25 to 29 Years	1,140	6.1%	10,620	6.2%	23,967	6.1%
Age 30 to 34 Years	1,384	7.4%	12,220	7.1%	28,128	7.1%
Age 35 to 39 Years	1,353	7.2%	12,052	7.0%	27,683	7.0%
Age 40 to 44 Years	1,316	7.0%	11,538	6.7%	26,626	6.7%
Age 45 to 49 Years	1,290	6.9%	10,961	6.4%	25,384	6.4%
Age 50 to 54 Years	1,374	7.4%	12,483	7.3%	27,882	7.1%
Age 55 to 59 Years	1,401	7.5%	12,942	7.5%	28,967	7.3%
Age 60 to 64 Years	1,267	6.8%	12,290	7.1%	27,114	6.9%
Age 65 to 74 Years	1,765	9.4%	18,554	10.8%	41,596	10.5%
Age 75 to 84 Years	1,069	5.7%	9,950	5.8%	22,974	5.8%
Age 85 Years or Over	563	3.0%	3,920	2.3%	8,979	2.3%
Median Age	41.9		42.3		41.9	

Gender Age Distribution (2023)

Female Population	9,455	50.6%	86,666	50.4%	202,080	51.1%
Age 0 to 19 Years	1,852	19.6%	16,767	19.3%	40,861	20.2%
Age 20 to 64 Years	5,687	60.2%	52,318	60.4%	120,251	59.5%
Age 65 Years or Over	1,915	20.3%	17,581	20.3%	40,969	20.3%
Female Median Age	42.8		43.2		43.0	
Male Population	9,241	49.4%	85,228	49.6%	193,270	48.9%
Age 0 to 19 Years	1,920	20.8%	17,941	21.1%	42,964	22.2%
Age 20 to 64 Years	5,839	63.2%	52,444	61.5%	117,725	60.9%
Age 65 Years or Over	1,482	16.0%	14,843	17.4%	32,580	16.9%
Male Median Age	41.0		41.3		40.7	

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Household Income Distribution (2023)

HH Income \$200,000 or More	427	5.6%	6,171	8.7%	15,849	9.8%
HH Income \$150,000 to \$199,999	451	5.9%	3,715	5.3%	10,205	6.3%
HH Income \$100,000 to \$149,999	1,177	15.5%	9,441	13.4%	23,734	14.6%
HH Income \$75,000 to \$99,999	961	12.6%	8,324	11.8%	20,282	12.5%
HH Income \$50,000 to \$74,999	1,304	17.2%	12,398	17.5%	27,003	16.6%
HH Income \$35,000 to \$49,999	1,104	14.5%	9,464	13.4%	20,452	12.6%
HH Income \$25,000 to \$34,999	707	9.3%	7,095	10.0%	15,052	9.3%
HH Income \$15,000 to \$24,999	709	9.3%	6,004	8.5%	12,109	7.5%
HH Income Under \$15,000	763	10.0%	8,108	11.5%	17,531	10.8%
HH Income \$35,000 or More	5,423	71.3%	49,513	70.0%	117,525	72.4%
HH Income \$75,000 or More	3,015	39.7%	27,651	39.1%	70,070	43.2%

Housing (2023)

Total Housing Units	8,513		82,060		189,993	
Housing Units Occupied	7,602	89.3%	70,719	86.2%	162,217	85.4%
Housing Units Owner-Occupied	4,495	59.1%	41,195	58.3%	93,644	57.7%
Housing Units, Renter-Occupied	3,107	40.9%	29,524	41.7%	68,572	42.3%
Housing Units, Vacant	911	12.0%	11,341	16.0%	27,777	17.1%

Marital Status (2023)

Never Married	5,397	34.1%	51,300	35.2%	111,639	33.6%
Currently Married	5,579	35.2%	55,180	37.9%	132,296	39.8%
Separated	1,047	6.6%	9,223	6.3%	21,624	6.5%
Widowed	1,302	8.2%	8,820	6.1%	19,872	6.0%
Divorced	2,515	15.9%	21,123	14.5%	46,768	14.1%

Household Type (2023)

Population Family	14,393	77.0%	132,143	76.9%	314,115	79.5%
Population Non-Family	4,144	22.2%	37,706	21.9%	78,411	19.8%
Population Group Quarters	160	0.9%	2,045	1.2%	2,824	0.7%
Family Households	4,501	59.2%	41,357	58.5%	97,827	60.3%
Non-Family Households	3,101	40.8%	29,362	41.5%	64,390	39.7%
Married Couple with Children	597	10.7%	5,121	9.3%	18,574	14.0%
Average Family Household Size	3.2		3.2		3.2	

Household Size (2023)

1 Person Households	2,347	30.9%	23,183	32.8%	52,102	32.1%
2 Person Households	2,527	33.2%	23,387	33.1%	51,698	31.9%
3 Person Households	1,306	17.2%	10,968	15.5%	25,307	15.6%
4 Person Households	859	11.3%	7,568	10.7%	18,442	11.4%
5 Person Households	370	4.9%	3,470	4.9%	8,858	5.5%
6 or More Person Households	193	2.5%	2,143	3.0%	5,811	3.6%

Household Vehicles (2023)

Households with 0 Vehicles Available	699	9.2%	6,220	8.8%	13,089	8.1%
Households with 1 Vehicles Available	3,094	40.7%	30,951	43.8%	72,210	44.5%
Households with 2 or More Vehicles Available	3,809	50.1%	33,548	47.4%	76,917	47.4%
Total Vehicles Available	12,224		109,945		256,337	
Average Vehicles Per Household	1.6		1.6		1.6	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	15,660		143,902		327,796	
Estimated Civilian Employed	10,750	68.6%	99,048	68.8%	221,309	67.5%
Estimated Civilian Unemployed	492	3.1%	4,027	2.8%	7,485	2.3%
Estimated in Armed Forces	-	-	63	-	167	-
Estimated Not in Labor Force	4,419	28.2%	40,765	28.3%	98,836	30.2%
Unemployment Rate	3.1%		2.8%		2.3%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	10,750		99,036		221,295	
Management, Business, Financial Operations	1,803	16.8%	16,441	16.6%	39,157	17.7%
Professional, Related	2,161	20.1%	19,573	19.8%	44,657	20.2%
Service	1,790	16.7%	19,276	19.5%	42,146	19.0%
Sales, Office	2,788	25.9%	22,403	22.6%	50,097	22.6%
Farming, Fishing, Forestry	4	-	198	0.2%	415	0.2%
Construct, Extraction, Maintenance	1,062	9.9%	9,763	9.9%	19,993	9.0%
Production, Transport Material Moving	1,142	10.6%	11,382	11.5%	24,831	11.2%
White Collar Workers	6,751	62.8%	58,416	59.0%	133,911	60.5%
Blue Collar Workers	3,998	37.2%	40,620	41.0%	87,384	39.5%

Consumer Expenditure (2023)

Total Household Expenditure	\$497.85 M		\$4.59 B		\$10.96 B	
Total Non-Retail Expenditure	\$263.05 M	52.8%	\$2.43 B	53.0%	\$5.81 B	53.0%
Total Retail Expenditure	\$234.8 M	47.2%	\$2.16 B	47.0%	\$5.15 B	47.0%
Apparel	\$17.46 M	3.5%	\$161.78 M	3.5%	\$388.06 M	3.5%
Contributions	\$16.02 M	3.2%	\$151.34 M	3.3%	\$363.69 M	3.3%
Education	\$14.56 M	2.9%	\$140.01 M	3.1%	\$340.33 M	3.1%
Entertainment	\$27.91 M	5.6%	\$258.44 M	5.6%	\$619.71 M	5.7%
Food and Beverages	\$73.65 M	14.8%	\$675.2 M	14.7%	\$1.61 B	14.7%
Furnishings and Equipment	\$17.36 M	3.5%	\$160.39 M	3.5%	\$384.46 M	3.5%
Gifts	\$12 M	2.4%	\$114.93 M	2.5%	\$276.89 M	2.5%
Health Care	\$42.51 M	8.5%	\$387.64 M	8.4%	\$919.46 M	8.4%
Household Operations	\$19.47 M	3.9%	\$180.91 M	3.9%	\$432.95 M	4.0%
Miscellaneous Expenses	\$9.45 M	1.9%	\$87.07 M	1.9%	\$207.95 M	1.9%
Personal Care	\$6.69 M	1.3%	\$61.55 M	1.3%	\$147.04 M	1.3%
Personal Insurance	\$3.44 M	0.7%	\$32.16 M	0.7%	\$77.57 M	0.7%
Reading	\$1.09 M	0.2%	\$10.05 M	0.2%	\$24 M	0.2%
Shelter	\$105.32 M	21.2%	\$971.01 M	21.2%	\$2.32 B	21.1%
Tobacco	\$3.14 M	0.6%	\$28.13 M	0.6%	\$65.68 M	0.6%
Transportation	\$90.47 M	18.2%	\$828.85 M	18.1%	\$1.98 B	18.1%
Utilities	\$37.32 M	7.5%	\$339.37 M	7.4%	\$803.05 M	7.3%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	13,923		127,530		289,300	
Elementary (Grade Level 0 to 8)	749	5.4%	6,665	5.2%	14,426	5.0%
Some High School (Grade Level 9 to 11)	924	6.6%	8,372	6.6%	17,580	6.1%
High School Graduate	3,577	25.7%	36,233	28.4%	79,629	27.5%
Some College	2,581	18.5%	23,089	18.1%	52,269	18.1%
Associate Degree Only	1,325	9.5%	13,275	10.4%	31,347	10.8%
Bachelor Degree Only	3,078	22.1%	23,277	18.3%	55,851	19.3%
Graduate Degree	1,689	12.1%	16,619	13.0%	38,198	13.2%

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Units In Structure (2023)

1 Detached Unit	3,705	51.2%	30,342	46.0%	65,658	45.3%
1 Attached Unit	304	4.2%	4,805	7.3%	11,303	7.8%
2 to 4 Units	469	6.5%	6,283	9.5%	11,603	8.0%
5 to 9 Units	410	5.7%	3,835	5.8%	9,303	6.4%
10 to 19 Units	731	10.1%	5,780	8.8%	11,726	8.1%
20 to 49 Units	962	13.3%	8,274	12.5%	18,177	12.5%
50 or More Units	901	12.4%	9,121	13.8%	30,910	21.3%
Mobile Home or Trailer	112	1.5%	2,260	3.4%	3,460	2.4%
Other Structure	8	0.1%	18	-	78	-

Homes Built By Year (2023)

Homes Built 2010 or later	401	5.5%	4,014	6.1%	11,181	7.7%
Homes Built 2000 to 2009	351	4.9%	5,421	8.2%	14,874	10.3%
Homes Built 1990 to 1999	389	5.4%	5,848	8.9%	14,253	9.8%
Homes Built 1980 to 1989	686	9.5%	9,722	14.7%	23,782	16.4%
Homes Built 1970 to 1979	1,357	18.8%	15,417	23.4%	37,682	26.0%
Homes Built 1960 to 1969	2,082	28.8%	14,435	21.9%	31,556	21.8%
Homes Built 1950 to 1959	1,967	27.2%	12,418	18.8%	23,246	16.0%
Homes Built Before 1949	368	5.1%	3,444	5.2%	5,643	3.9%

Home Values (2023)

Home Values \$1,000,000 or More	65	1.4%	1,100	2.7%	4,095	4.4%
Home Values \$500,000 to \$999,999	689	15.3%	6,691	16.2%	16,256	17.4%
Home Values \$400,000 to \$499,999	758	16.9%	5,233	12.7%	11,278	12.0%
Home Values \$300,000 to \$399,999	1,114	24.8%	8,259	20.0%	20,170	21.5%
Home Values \$200,000 to \$299,999	888	19.8%	8,330	20.2%	19,826	21.2%
Home Values \$150,000 to \$199,999	324	7.2%	3,593	8.7%	7,791	8.3%
Home Values \$100,000 to \$149,999	246	5.5%	3,399	8.3%	6,032	6.4%
Home Values \$70,000 to \$99,999	184	4.1%	1,807	4.4%	3,387	3.6%
Home Values \$50,000 to \$69,999	90	2.0%	590	1.4%	1,074	1.1%
Home Values \$25,000 to \$49,999	57	1.3%	793	1.9%	1,472	1.6%
Home Values Under \$25,000	79	1.8%	1,398	3.4%	2,263	2.4%
Owner-Occupied Median Home Value	\$332,296		\$308,923		\$337,936	
Renter-Occupied Median Rent	\$1,338		\$1,325		\$1,389	

Transportation To Work (2023)

Drive to Work Alone	7,066	65.7%	66,439	67.1%	154,273	69.7%
Drive to Work in Carpool	1,181	11.0%	8,688	8.8%	18,997	8.6%
Travel to Work by Public Transportation	327	3.0%	3,338	3.4%	6,035	2.7%
Drive to Work on Motorcycle	87	0.8%	344	0.3%	478	0.2%
Walk or Bicycle to Work	273	2.5%	2,435	2.5%	4,206	1.9%
Other Means	98	0.9%	2,150	2.2%	3,688	1.7%
Work at Home	1,716	16.0%	15,641	15.8%	33,618	15.2%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	1,812	16.9%	15,147	15.3%	30,320	13.7%
Travel to Work in 15 to 29 Minutes	3,020	28.1%	30,714	31.0%	68,966	31.2%
Travel to Work in 30 to 59 Minutes	3,012	28.0%	28,838	29.1%	70,392	31.8%
Travel to Work in 60 Minutes or More	1,189	11.1%	8,696	8.8%	17,999	8.1%
Average Minutes Travel to Work	26.2		25.9		26.9	