



# Holyoke, Massachusetts.

Current market data.

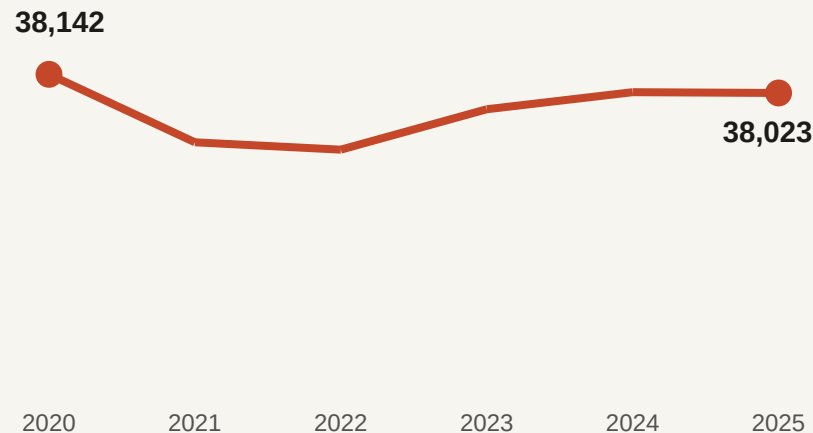
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 0.3% since 2020.

38,023

people, the 39th-largest of Massachusetts's cities and towns.

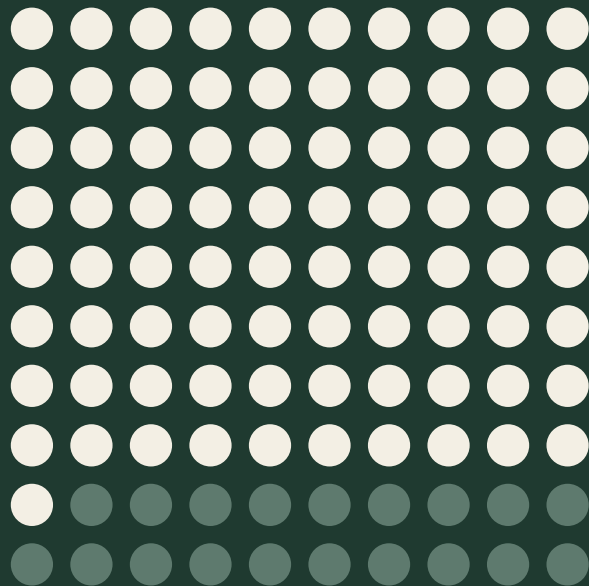


THE WORKDAY

8 in 10 jobs here go to  
people who live somewhere  
else.

81.4%

of 22,051 jobs located in Holyoke are filled by in-commuters.



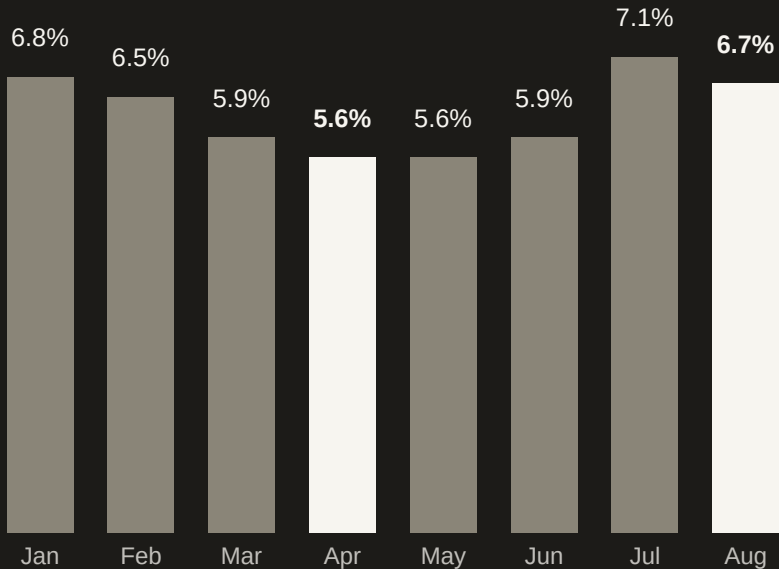
Each dot is 1% of jobs. Filled: held by in-commuters.

## UNEMPLOYMENT, 2026

The low came in April:  
5.6%.

6.7%

in August 2026, the latest month released. A year earlier it was 6.7%.

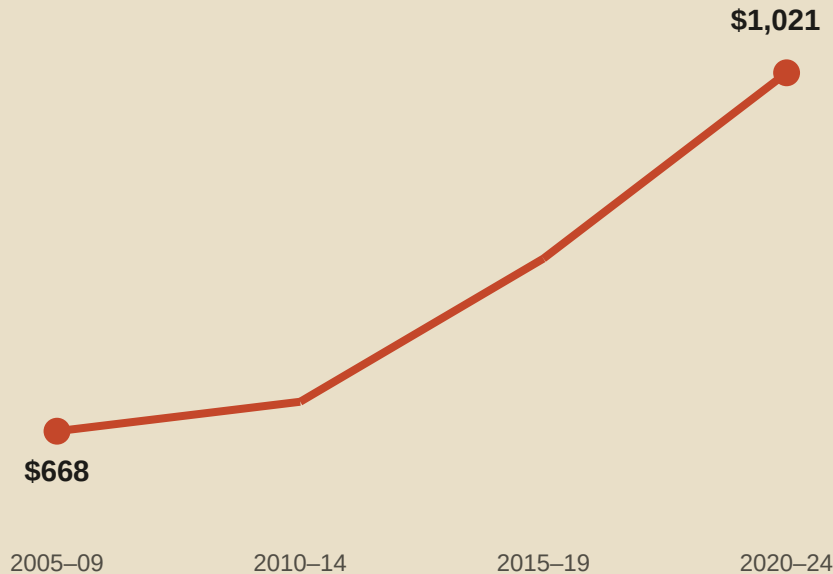


RENT

**Median rent is up 53%  
since the 2005–2009  
survey, before inflation.**

**\$1,021**

a month. Massachusetts's median is \$1,762.



## THE SEAM

# Cross one tract line and median rent doubles.

A \$1,626 gap between neighbors, the sharpest rent edge between adjacent tracts in Hampden County.

TRACT 8016.05

**\$524**

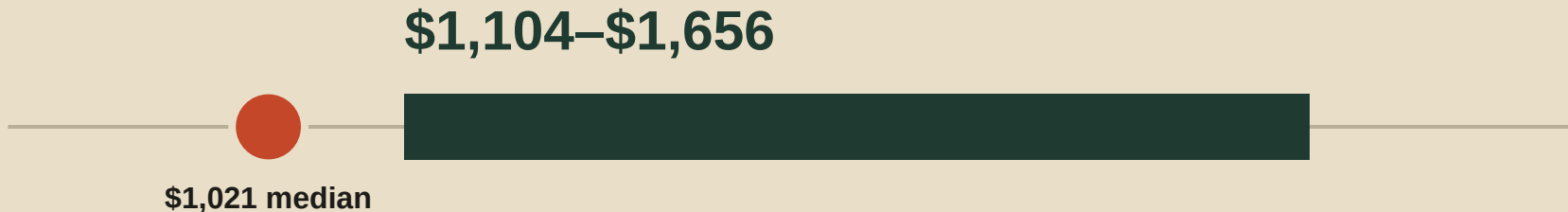
TRACT 8016.04

**\$2,150**



## ROOM TO BUILD

# Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

## BUILDING

# Most of the housing here is older than 2000.

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**84**

homes permitted in ten years,  
2016–2025

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**64%**

of those were in multifamily  
buildings

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**96%**

of all homes were built before 2000



UNITS NEEDED

**Closing the gap would add 1% to the 17,057 homes here.**

**93–221**

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



## HOME VALUE

A median home costs 51%  
less than  
Massachusetts's.

**\$274,100**

median home value in Holyoke.

Holyoke



\$274,100

Massachusetts



\$562,100

U.S.



\$332,700

THAT WAS HOLYOKE'S 2026

# Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [almanacdata.ai/e/ma/holyoke/](https://almanacdata.ai/e/ma/holyoke/)

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