

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.29/-74.5819

350 Princeton Hightstown Road, West Weston Township, NJ, USA	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2025)	2,445	43,579	101,050
Projected Population (2030)	2,379	42,690	100,290
Census Population (2020)	2,627	43,312	97,892
Census Population (2010)	2,534	40,653	91,054
Projected Annual Growth (2025-2030)	-65 -0.5%	-889 -0.4%	-760 -0.2%
Historical Annual Growth (2020-2025)	-182 -	267 0.1%	3,157 0.6%
Historical Annual Growth (2010-2020)	93 0.4%	2,658 0.7%	6,839 0.8%
Estimated Population Density (2025)	779 <i>psm</i>	1,542 <i>psm</i>	1,287 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
Households			
Estimated Households (2025)	837	16,503	37,558
Projected Households (2030)	822	16,432	37,878
Census Households (2020)	853	16,221	36,252
Census Households (2010)	828	15,260	34,083
Projected Annual Growth (2025-2030)	-15 -0.4%	-71 -	320 0.2%
Historical Annual Change (2010-2025)	9 -	1,243 0.5%	3,475 0.7%
Average Household Income			
Estimated Average Household Income (2025)	\$309,266	\$197,230	\$199,512
Projected Average Household Income (2030)	\$308,216	\$197,080	\$199,988
Census Average Household Income (2010)	\$198,351	\$129,762	\$124,637
Census Average Household Income (2000)	\$169,280	\$105,275	\$100,504
Projected Annual Change (2025-2030)	-\$1,050 -	-\$150 -	\$476 -
Historical Annual Change (2000-2025)	\$139,986 3.3%	\$91,956 3.5%	\$99,008 3.9%
Median Household Income			
Estimated Median Household Income (2025)	\$244,060	\$161,224	\$159,580
Projected Median Household Income (2030)	\$243,446	\$161,011	\$159,825
Census Median Household Income (2010)	\$152,675	\$105,390	\$103,824
Census Median Household Income (2000)	\$143,743	\$89,943	\$85,394
Projected Annual Change (2025-2030)	-\$614 -	-\$213 -	\$245 -
Historical Annual Change (2000-2025)	\$100,318 2.8%	\$71,281 3.2%	\$74,185 3.5%
Per Capita Income			
Estimated Per Capita Income (2025)	\$105,965	\$74,714	\$74,248
Projected Per Capita Income (2030)	\$106,518	\$75,884	\$75,627
Census Per Capita Income (2010)	\$64,843	\$48,703	\$46,636
Census Per Capita Income (2000)	\$49,125	\$38,629	\$38,264
Projected Annual Change (2025-2030)	\$553 0.1%	\$1,170 0.3%	\$1,379 0.4%
Historical Annual Change (2000-2025)	\$56,839 4.6%	\$36,085 3.7%	\$35,984 3.8%
Estimated Average Household Net Worth (2025)	\$2.83 M	\$1.87 M	\$1.88 M

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350 Princeton Hightstown Road, West Windsor Township, NJ, USA							
	1 mi radius		3 mi radius		5 mi radius		
Race and Ethnicity							
Total Population (2025)	2,445		43,579		101,050		
White (2025)	897	36.7%	17,692	40.6%	40,770	40.3%	
Black or African American (2025)	82	3.3%	3,965	9.1%	9,287	9.2%	
American Indian or Alaska Native (2025)	1	-	153	0.4%	311	0.3%	
Asian (2025)	1,341	54.8%	16,777	38.5%	38,587	38.2%	
Hawaiian or Pacific Islander (2025)	-	-	24	-	50	-	
Other Race (2025)	41	1.7%	2,483	5.7%	6,075	6.0%	
Two or More Races (2025)	83	3.4%	2,485	5.7%	5,969	5.9%	
Population < 18 (2025)	522	21.4%	9,425	21.6%	22,979	22.7%	
White Not Hispanic	115	22.0%	2,449	26.0%	5,941	25.9%	
Black or African American	15	2.8%	904	9.6%	2,198	9.6%	
Asian	345	66.0%	4,057	43.0%	9,940	43.3%	
Other Race Not Hispanic	13	2.4%	352	3.7%	812	3.5%	
Hispanic	35	6.7%	1,663	17.6%	4,088	17.8%	
Not Hispanic or Latino Population (2025)	2,305	94.3%	37,678	86.5%	86,942	86.0%	
Not Hispanic White	857	37.2%	16,327	43.3%	37,663	43.3%	
Not Hispanic Black or African American	72	3.1%	3,808	10.1%	8,890	10.2%	
Not Hispanic American Indian or Alaska Native	-	-	32	-	59	-	
Not Hispanic Asian	1,341	58.2%	16,748	44.5%	38,514	44.3%	
Not Hispanic Hawaiian or Pacific Islander	-	-	15	-	30	-	
Not Hispanic Other Race	-	-	62	0.2%	154	0.2%	
Not Hispanic Two or More Races	34	1.5%	686	1.8%	1,631	1.9%	
Hispanic or Latino Population (2025)	140	5.7%	5,900	13.5%	14,108	14.0%	
Hispanic White	39	28.3%	1,365	23.1%	3,106	22.0%	
Hispanic Black or African American	10	7.1%	157	2.7%	397	2.8%	
Hispanic American Indian or Alaska Native	1	1.1%	121	2.0%	251	1.8%	
Hispanic Asian	-	-	29	0.5%	73	0.5%	
Hispanic Hawaiian or Pacific Islander	-	-	8	0.1%	20	0.1%	
Hispanic Other Race	40	28.9%	2,421	41.0%	5,922	42.0%	
Hispanic Two or More Races	48	34.7%	1,800	30.5%	4,338	30.7%	
Not Hispanic or Latino Population (2020)	2,508	95.5%	38,108	88.0%	85,436	87.3%	
Hispanic or Latino Population (2020)	119	4.5%	5,203	12.0%	12,456	12.7%	
Not Hispanic or Latino Population (2010)	2,452	96.8%	37,224	91.6%	82,624	90.7%	
Hispanic or Latino Population (2010)	82	3.2%	3,429	8.4%	8,429	9.3%	
Not Hispanic or Latino Population (2030)	2,197	92.3%	36,161	84.7%	84,580	84.3%	
Hispanic or Latino Population (2030)	182	7.7%	6,529	15.3%	15,710	15.7%	
Projected Annual Growth (2025-2030)	43	6.1%	628	2.1%	1,602	2.3%	
Historical Annual Growth (2010-2020)	38	4.6%	1,774	5.2%	4,027	4.8%	

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		1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2025)							
Total Population	2,445		43,579		101,050		
Age Under 5 Years	71	2.9%	2,007	4.6%	4,875	4.8%	
Age 5 to 9 Years	139	5.7%	2,608	6.0%	6,361	6.3%	
Age 10 to 14 Years	185	7.6%	2,920	6.7%	7,186	7.1%	
Age 15 to 19 Years	184	7.5%	2,817	6.5%	6,758	6.7%	
Age 20 to 24 Years	125	5.1%	2,310	5.3%	5,383	5.3%	
Age 25 to 29 Years	85	3.5%	2,412	5.5%	5,855	5.8%	
Age 30 to 34 Years	54	2.2%	2,576	5.9%	6,058	6.0%	
Age 35 to 39 Years	100	4.1%	2,856	6.6%	7,028	7.0%	
Age 40 to 44 Years	188	7.7%	3,468	8.0%	8,464	8.4%	
Age 45 to 49 Years	231	9.5%	3,461	7.9%	8,418	8.3%	
Age 50 to 54 Years	198	8.1%	3,248	7.5%	7,484	7.4%	
Age 55 to 59 Years	192	7.9%	2,919	6.7%	6,536	6.5%	
Age 60 to 64 Years	205	8.4%	2,711	6.2%	5,801	5.7%	
Age 65 to 69 Years	145	5.9%	2,217	5.1%	4,584	4.5%	
Age 70 to 74 Years	126	5.1%	1,927	4.4%	3,751	3.7%	
Age 75 to 79 Years	101	4.1%	1,536	3.5%	2,931	2.9%	
Age 80 to 84 Years	67	2.7%	932	2.1%	1,893	1.9%	
Age 85 Years or Over	48	2.0%	653	1.5%	1,684	1.7%	
Median Age	46.9		41.7		40.4		
Age 19 Years or Less	579	23.7%	10,353	23.8%	25,180	24.9%	
Age 20 to 64 Years	1,378	56.4%	25,961	59.6%	61,026	60.4%	
Age 65 Years or Over	487	19.9%	7,265	16.7%	14,843	14.7%	
Female Age Distribution (2025)							
Female Population	1,242	50.8%	22,199	50.9%	51,057	50.5%	
Age Under 5 Years	28	2.3%	1,021	4.6%	2,430	4.8%	
Age 5 to 9 Years	70	5.6%	1,298	5.8%	3,112	6.1%	
Age 10 to 14 Years	91	7.3%	1,377	6.2%	3,442	6.7%	
Age 15 to 19 Years	84	6.8%	1,382	6.2%	3,254	6.4%	
Age 20 to 24 Years	68	5.4%	1,172	5.3%	2,670	5.2%	
Age 25 to 29 Years	41	3.3%	1,258	5.7%	2,932	5.7%	
Age 30 to 34 Years	32	2.6%	1,321	5.9%	3,093	6.1%	
Age 35 to 39 Years	58	4.7%	1,485	6.7%	3,736	7.3%	
Age 40 to 44 Years	105	8.5%	1,812	8.2%	4,425	8.7%	
Age 45 to 49 Years	112	9.0%	1,720	7.7%	4,186	8.2%	
Age 50 to 54 Years	103	8.3%	1,638	7.4%	3,697	7.2%	
Age 55 to 59 Years	95	7.7%	1,480	6.7%	3,326	6.5%	
Age 60 to 64 Years	101	8.1%	1,336	6.0%	2,899	5.7%	
Age 65 to 69 Years	74	6.0%	1,104	5.0%	2,310	4.5%	
Age 70 to 74 Years	69	5.5%	1,070	4.8%	2,064	4.0%	
Age 75 to 79 Years	51	4.1%	826	3.7%	1,563	3.1%	
Age 80 to 84 Years	32	2.6%	519	2.3%	1,035	2.0%	
Age 85 Years or Over	29	2.3%	381	1.7%	884	1.7%	
Female Median Age	47.0		41.9		40.8		
Age 19 Years or Less	273	21.9%	5,078	22.9%	12,238	24.0%	
Age 20 to 64 Years	715	57.6%	13,221	59.6%	30,963	60.6%	
Age 65 Years or Over	254	20.5%	3,900	17.6%	7,856	15.4%	

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Male Age Distribution (2025)							
Male Population	1,203	49.2%	21,379	49.1%	49,993	49.5%	
Age Under 5 Years	43	3.6%	987	4.6%	2,445	4.9%	
Age 5 to 9 Years	69	5.7%	1,310	6.1%	3,249	6.5%	
Age 10 to 14 Years	95	7.9%	1,543	7.2%	3,744	7.5%	
Age 15 to 19 Years	100	8.3%	1,435	6.7%	3,504	7.0%	
Age 20 to 24 Years	57	4.8%	1,138	5.3%	2,713	5.4%	
Age 25 to 29 Years	44	3.7%	1,154	5.4%	2,922	5.8%	
Age 30 to 34 Years	22	1.8%	1,255	5.9%	2,965	5.9%	
Age 35 to 39 Years	42	3.5%	1,371	6.4%	3,292	6.6%	
Age 40 to 44 Years	82	6.8%	1,656	7.7%	4,039	8.1%	
Age 45 to 49 Years	119	9.9%	1,741	8.1%	4,233	8.5%	
Age 50 to 54 Years	95	7.9%	1,610	7.5%	3,787	7.6%	
Age 55 to 59 Years	97	8.1%	1,439	6.7%	3,210	6.4%	
Age 60 to 64 Years	104	8.6%	1,375	6.4%	2,903	5.8%	
Age 65 to 69 Years	71	5.9%	1,113	5.2%	2,274	4.5%	
Age 70 to 74 Years	57	4.7%	856	4.0%	1,688	3.4%	
Age 75 to 79 Years	51	4.2%	711	3.3%	1,368	2.7%	
Age 80 to 84 Years	35	2.9%	413	1.9%	857	1.7%	
Age 85 Years or Over	19	1.6%	272	1.3%	800	1.6%	
Male Median Age	46.8		41.4		40.0		
Age 19 Years or Less	306	25.5%	5,275	24.7%	12,942	25.9%	
Age 20 to 64 Years	663	55.1%	12,740	59.6%	30,063	60.1%	
Age 65 Years or Over	233	19.4%	3,365	15.7%	6,987	14.0%	
Males per 100 Females (2025)							
Overall Comparison	97		96		98		
Age Under 5 Years	154	60.6%	97	49.2%	101	50.2%	
Age 5 to 9 Years	98	49.6%	101	50.2%	104	51.1%	
Age 10 to 14 Years	105	51.1%	112	52.8%	109	52.1%	
Age 15 to 19 Years	119	54.2%	104	50.9%	108	51.8%	
Age 20 to 24 Years	85	46.0%	97	49.3%	102	50.4%	
Age 25 to 29 Years	109	52.2%	92	47.8%	100	49.9%	
Age 30 to 34 Years	69	40.7%	95	48.7%	96	49.0%	
Age 35 to 39 Years	72	41.8%	92	48.0%	88	46.8%	
Age 40 to 44 Years	78	43.8%	91	47.8%	91	47.7%	
Age 45 to 49 Years	107	51.6%	101	50.3%	101	50.3%	
Age 50 to 54 Years	92	48.0%	98	49.6%	102	50.6%	
Age 55 to 59 Years	102	50.5%	97	49.3%	96	49.1%	
Age 60 to 64 Years	103	50.7%	103	50.7%	100	50.0%	
Age 65 to 69 Years	96	49.0%	101	50.2%	98	49.6%	
Age 70 to 74 Years	83	45.4%	80	44.4%	82	45.0%	
Age 75 to 79 Years	100	50.0%	86	46.2%	88	46.7%	
Age 80 to 84 Years	109	52.1%	80	44.3%	83	45.3%	
Age 85 Years or Over	67	40.2%	71	41.6%	91	47.5%	
Age 19 Years or Less	112	52.9%	104	51.0%	106	51.4%	
Age 20 to 39 Years	83	45.5%	94	48.4%	96	48.9%	
Age 40 to 64 Years	96	49.1%	98	49.5%	98	49.5%	
Age 65 Years or Over	92	47.8%	86	46.3%	89	47.1%	

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350 Princeton Hightstown Road, West Westborough Township, NJ, USA							
	1 mi radius		3 mi radius		5 mi radius		
Household Type (2025)							
Total Households	837		16,503		37,558		
Households with Children	344	41.1%	5,911	35.8%	14,346	38.2%	
Average Household Size	2.9		2.6		2.7		
Household Density per Square Mile	267		584		478		
Population Family	2,178	89.1%	36,421	83.6%	83,998	83.1%	
Population Non-Family	264	10.8%	7,090	16.3%	15,980	15.8%	
Population Group Quarters	4	0.1%	68	0.2%	1,072	1.1%	
Family Households	630	75.2%	11,186	67.8%	25,830	68.8%	
Married Couple Households	584	92.8%	9,308	83.2%	21,464	83.1%	
Other Family Households with Children	45	7.2%	1,878	16.8%	4,366	16.9%	
Family Households with Children	344	54.7%	5,906	52.8%	14,329	55.5%	
Married Couple with Children	322	93.6%	5,016	84.9%	12,068	84.2%	
Other Family Households with Children	22	6.4%	890	15.1%	2,262	15.8%	
Family Households No Children	285	45.3%	5,280	47.2%	11,500	44.5%	
Married Couple No Children	262	91.9%	4,292	81.3%	9,397	81.7%	
Other Family Households No Children	23	8.1%	988	18.7%	2,104	18.3%	
Non-Family Households	208	24.8%	5,317	32.2%	11,728	31.2%	
Non-Family Households with Children	-	-	5	-	17	0.1%	
Non-Family Households No Children	208	100.0%	5,313	99.9%	11,711	99.9%	
Average Family Household Size	3.5		3.3		3.3		
Average Family Income	\$379,635		\$247,770		\$247,165		
Median Family Income	\$277,131		\$194,877		\$194,534		
Average Non-Family Household Size	1.3		1.3		1.4		
Marital Status (2025)							
Population Age 15 Years or Over	2,049		36,043		82,628		
Never Married	415	20.3%	9,628	26.7%	23,119	28.0%	
Currently Married	1,348	65.8%	21,473	59.6%	47,988	58.1%	
Previously Married	286	14.0%	4,942	13.7%	11,522	13.9%	
Separated	71	25.0%	1,195	24.2%	2,819	24.5%	
Widowed	141	49.2%	1,709	34.6%	3,409	29.6%	
Divorced	74	25.8%	2,038	41.2%	5,294	45.9%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	1,741		30,915		70,487		
Elementary (Grade Level 0 to 8)	14	0.8%	584	1.9%	1,526	2.2%	
Some High School (Grade Level 9 to 11)	4	0.2%	520	1.7%	1,209	1.7%	
High School Graduate	113	6.5%	4,138	13.4%	9,448	13.4%	
Some College	131	7.5%	3,571	11.6%	6,809	9.7%	
Associate Degree Only	63	3.6%	1,458	4.7%	3,579	5.1%	
Bachelor Degree Only	485	27.8%	9,335	30.2%	21,874	31.0%	
Graduate Degree	931	53.5%	11,309	36.6%	26,042	36.9%	
Any College (Some College or Higher)	1,610	92.5%	25,673	83.0%	58,304	82.7%	
College Degree + (Bachelor Degree or Higher)	1,416	81.3%	20,644	66.8%	47,916	68.0%	

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Housing							
Total Housing Units (2025)	876		17,169		39,024		
Total Housing Units (2020)	885		17,074		38,279		
Historical Annual Growth (2020-2025)	-9	-	95	-	745	-	
Housing Units Occupied (2025)	837	95.6%	16,503	96.1%	37,558	96.2%	
Housing Units Owner-Occupied	788	94.0%	10,273	62.2%	22,984	61.2%	
Housing Units Renter-Occupied	50	6.0%	6,230	37.8%	14,574	38.8%	
Housing Units Vacant (2025)	39	4.4%	666	3.9%	1,466	3.8%	
Household Size (2025)							
Total Households	837		16,503		37,558		
1 Person Households	183	21.9%	4,324	26.2%	9,266	24.7%	
2 Person Households	178	21.2%	4,488	27.2%	10,389	27.7%	
3 Person Households	124	14.8%	2,816	17.1%	6,865	18.3%	
4 Person Households	272	32.5%	3,388	20.5%	7,695	20.5%	
5 Person Households	48	5.7%	969	5.9%	2,179	5.8%	
6 Person Households	24	2.8%	354	2.1%	788	2.1%	
7 or More Person Households	9	1.1%	163	1.0%	376	1.0%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	488	58.3%	5,360	32.5%	12,772	34.0%	
HH Income \$150,000 to \$199,999	92	11.0%	2,359	14.3%	5,270	14.0%	
HH Income \$125,000 to \$149,999	43	5.2%	1,307	7.9%	2,976	7.9%	
HH Income \$100,000 to \$124,999	40	4.8%	1,865	11.3%	3,711	9.9%	
HH Income \$75,000 to \$99,999	33	4.0%	1,559	9.4%	3,620	9.6%	
HH Income \$50,000 to \$74,999	44	5.3%	1,482	9.0%	3,443	9.2%	
HH Income \$35,000 to \$49,999	44	5.3%	1,072	6.5%	2,508	6.7%	
HH Income \$25,000 to \$34,999	5	0.5%	431	2.6%	1,035	2.8%	
HH Income \$15,000 to \$24,999	10	1.3%	367	2.2%	769	2.0%	
HH Income \$10,000 to \$14,999	3	0.4%	318	1.9%	517	1.4%	
HH Income Under \$10,000	34	4.0%	384	2.3%	937	2.5%	
Household Vehicles (2025)							
Households 0 Vehicles Available	6	0.7%	1,129	6.8%	2,694	7.2%	
Households 1 Vehicle Available	180	21.5%	6,263	37.9%	13,768	36.7%	
Households 2 Vehicles Available	453	54.1%	6,731	40.8%	15,428	41.1%	
Households 3 or More Vehicles Available	198	23.7%	2,380	14.4%	5,667	15.1%	
Total Vehicles Available	1,717		27,678		63,480		
Average Vehicles per Household	2.0		1.7		1.7		
Owner-Occupied Household Vehicles	1,607	93.6%	20,229	73.1%	45,274	71.3%	
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.0		
Renter-Occupied Household Vehicles	110	6.4%	7,448	26.9%	18,207	28.7%	
Average Vehicles per Renter-Occupied Household	2.2		1.2		1.2		
Travel Time (2025)							
Worker Base Age 16 years or Over	1,300		22,968		54,309		
Travel to Work in 14 Minutes or Less	165	12.7%	3,742	16.3%	9,316	17.2%	
Travel to Work in 15 to 29 Minutes	310	23.9%	6,732	29.3%	14,327	26.4%	
Travel to Work in 30 to 59 Minutes	211	16.2%	3,836	16.7%	9,159	16.9%	
Travel to Work in 60 Minutes or More	219	16.9%	3,057	13.3%	7,108	13.1%	
Work at Home	394	30.3%	5,601	24.4%	14,400	26.5%	
Average Minutes Travel to Work	29.8		25.6		24.9		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.29/-74.5819

350 Princeton Hightstown Road, West Windsor Township, NJ, USA							
	1 mi radius		3 mi radius		5 mi radius		
Transportation To Work (2025)							
Worker Base Age 16 years or Over	1,300		22,968		54,309		
Drive to Work Alone	601	46.3%	13,148	57.2%	29,385	54.1%	
Drive to Work in Carpool	37	2.9%	1,158	5.0%	3,315	6.1%	
Travel to Work by Public Transportation	226	17.4%	2,054	8.9%	4,596	8.5%	
Drive to Work on Motorcycle	1	-	30	0.1%	78	0.1%	
Bicycle to Work	12	0.9%	177	0.8%	331	0.6%	
Walk to Work	16	1.2%	340	1.5%	996	1.8%	
Other Means	13	1.0%	458	2.0%	1,208	2.2%	
Work at Home	394	30.3%	5,601	24.4%	14,400	26.5%	
Daytime Demographics (2025)							
Total Businesses	135		1,462		4,171		
Total Employees	2,013		17,201		67,511		
Company Headquarter Businesses	5	3.6%	52	3.6%	231	5.5%	
Company Headquarter Employees	663	32.9%	3,785	22.0%	20,076	29.7%	
Employee Population per Business	14.9	to 1	11.8	to 1	16.2	to 1	
Residential Population per Business	18.1	to 1	29.8	to 1	24.2	to 1	
Adj. Daytime Demographics Age 16 Years or Over	2,717		29,590		94,225		
Labor Force							
Labor Population Age 16 Years or Over (2025)	2,006		35,413		81,105		
Labor Force Total Males (2025)	970	48.3%	17,219	48.6%	39,787	49.1%	
Male Civilian Employed	713	73.5%	12,652	73.5%	29,438	74.0%	
Male Civilian Unemployed	20	2.1%	544	3.2%	1,134	2.9%	
Males in Armed Forces	-	-	53	0.3%	75	0.2%	
Males Not in Labor Force	237	24.4%	3,970	23.1%	9,139	23.0%	
Labor Force Total Females (2025)	1,036	51.7%	18,194	51.4%	41,318	50.9%	
Female Civilian Employed	588	56.8%	10,319	56.7%	24,877	60.2%	
Female Civilian Unemployed	20	1.9%	516	2.8%	1,206	2.9%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	428	41.3%	7,359	40.4%	15,234	36.9%	
Unemployment Rate	40	2.0%	1,060	3.0%	2,340	2.9%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	1,300		22,968		54,309		
Occupation Total Males	712	54.7%	12,649	55.1%	29,432	54.2%	
Occupation Total Females	588	45.3%	10,319	44.9%	24,877	45.8%	
Management, Business, Financial Operations	451	34.7%	6,461	28.1%	15,290	28.2%	
Professional, Related	568	43.7%	8,372	36.5%	19,483	35.9%	
Service	89	6.9%	2,197	9.6%	5,003	9.2%	
Sales, Office	125	9.6%	3,207	14.0%	8,172	15.0%	
Farming, Fishing, Forestry	2	0.1%	27	0.1%	80	0.1%	
Construction, Extraction, Maintenance	13	1.0%	574	2.5%	1,586	2.9%	
Production, Transport, Material Moving	51	4.0%	2,129	9.3%	4,697	8.6%	
White Collar Workers	1,144	88.0%	18,040	78.5%	42,944	79.1%	
Blue Collar Workers	155	12.0%	4,928	21.5%	11,365	20.9%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.29/-74.5819

350 Princeton Hightstown Road, West Weston Township, NJ, USA							
	1 mi radius		3 mi radius		5 mi radius		
Units In Structure (2025)							
Total Units	837		16,503		37,558		
1 Detached Unit	753	90.0%	8,218	49.8%	16,854	44.9%	
1 Attached Unit	55	6.6%	2,085	12.6%	6,183	16.5%	
2 Units	2	0.3%	175	1.1%	580	1.5%	
3 to 4 Units	2	0.2%	840	5.1%	1,973	5.3%	
5 to 9 Units	3	0.3%	1,233	7.5%	3,109	8.3%	
10 to 19 Units	5	0.6%	2,497	15.1%	5,195	13.8%	
20 to 49 Units	2	0.2%	512	3.1%	1,572	4.2%	
50 or More Units	15	1.7%	880	5.3%	2,005	5.3%	
Mobile Home or Trailer	-	-	63	0.4%	86	0.2%	
Other Structure	-	-	-	-	1	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	40	4.6%	294	1.7%	545	1.4%	
Homes Built 2010 to 2019	26	2.9%	545	3.2%	2,055	5.3%	
Homes Built 2000 to 2009	164	18.7%	2,114	12.3%	5,690	14.6%	
Homes Built 1990 to 1999	238	27.2%	2,478	14.4%	5,792	14.8%	
Homes Built 1980 to 1989	220	25.1%	3,954	23.0%	8,897	22.8%	
Homes Built 1970 to 1979	69	7.9%	2,588	15.1%	4,740	12.1%	
Homes Built 1960 to 1969	8	0.9%	2,007	11.7%	3,619	9.3%	
Homes Built 1950 to 1959	16	1.8%	1,050	6.1%	2,521	6.5%	
Homes Built 1940 to 1949	13	1.5%	342	2.0%	779	2.0%	
Homes Built Before 1939	44	5.0%	1,130	6.6%	2,920	7.5%	
Median Age of Homes	35.3	yrs	44.4	yrs	43.2	yrs	
Home Values (2025)							
Owner Specified Housing Units	788		10,273		22,984		
Home Values \$1,000,000 or More	110	14.0%	1,101	10.7%	2,170	9.4%	
Home Values \$750,000 to \$999,999	324	41.1%	2,049	19.9%	4,880	21.2%	
Home Values \$500,000 to \$749,999	220	27.9%	2,962	28.8%	7,099	30.9%	
Home Values \$400,000 to \$499,999	67	8.5%	1,985	19.3%	3,186	13.9%	
Home Values \$300,000 to \$399,999	32	4.0%	841	8.2%	2,268	9.9%	
Home Values \$250,000 to \$299,999	14	1.7%	332	3.2%	881	3.8%	
Home Values \$200,000 to \$249,999	6	0.7%	304	3.0%	765	3.3%	
Home Values \$175,000 to \$199,999	2	0.2%	97	0.9%	273	1.2%	
Home Values \$150,000 to \$174,999	5	0.6%	171	1.7%	509	2.2%	
Home Values \$125,000 to \$149,999	-	-	40	0.4%	161	0.7%	
Home Values \$100,000 to \$124,999	3	0.4%	111	1.1%	223	1.0%	
Home Values \$90,000 to \$99,999	-	-	55	0.5%	79	0.3%	
Home Values \$80,000 to \$89,999	-	-	2	-	6	-	
Home Values \$70,000 to \$79,999	-	-	9	-	11	-	
Home Values \$60,000 to \$69,999	-	-	35	0.3%	55	0.2%	
Home Values \$50,000 to \$59,999	2	0.3%	71	0.7%	89	0.4%	
Home Values \$35,000 to \$49,999	-	-	18	0.2%	69	0.3%	
Home Values \$25,000 to \$34,999	-	-	3	-	35	0.2%	
Home Values \$10,000 to \$24,999	-	-	45	0.4%	133	0.6%	
Home Values Under \$10,000	-	-	42	0.4%	91	0.4%	
Owner-Occupied Median Home Value	\$757,833		\$608,598		\$605,890		
Renter-Occupied Median Rent	\$1,923		\$1,634		\$1,648		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.29/-74.5819

350 Princeton Hightstown Road, West Windsor Township, NJ, USA		1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$148.1 M	\$2.36 B	\$5.46 B
Total Non-Retail Expenditure		\$81.64 M	\$1.28 B	\$2.97 B
Total Retail Expenditure		\$66.46 M	\$1.08 B	\$2.48 B
Alcoholic Beverages		\$899.18 K	\$14.48 M	\$33.42 M
Apparel		\$2.6 M	\$42.47 M	\$98.07 M
Contributions		\$5.1 M	\$80.05 M	\$184.86 M
Education		\$3.52 M	\$55.73 M	\$128.7 M
Entertainment		\$7.98 M	\$130.67 M	\$301.68 M
Food Away From Home		\$6.26 M	\$101.76 M	\$234.94 M
Grocery		\$7.37 M	\$129.99 M	\$299.89 M
Health Care		\$6.01 M	\$112.39 M	\$253.18 M
Household Furnishings and Equipment		\$3.84 M	\$62.12 M	\$143.42 M
Household Operations		\$2.61 M	\$42.52 M	\$98.28 M
Miscellaneous Expenses		\$2.41 M	\$39.43 M	\$90.93 M
Personal Care		\$1.54 M	\$26.59 M	\$61.35 M
Shelter		\$19.78 M	\$355.79 M	\$825.77 M
Tax and Retirement		\$51.79 M	\$744.65 M	\$1.73 B
Tobacco and Related		\$322.7 K	\$7.2 M	\$16.6 M
Transportation		\$20.95 M	\$324.01 M	\$743.79 M
Utilities		\$5.12 M	\$91.27 M	\$210.56 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$14,737	\$11,923	\$12,105
Total Non-Retail Expenditure		\$8,124 55.1%	\$6,463 54.2%	\$6,599 54.5%
Total Retail Expenditures		\$6,613 44.9%	\$5,460 45.8%	\$5,506 45.5%
Alcoholic Beverages		\$89 0.6%	\$73 0.6%	\$74 0.6%
Apparel		\$259 1.8%	\$214 1.8%	\$218 1.8%
Contributions		\$508 3.4%	\$404 3.4%	\$410 3.4%
Education		\$350 2.4%	\$281 2.4%	\$286 2.4%
Entertainment		\$794 5.4%	\$660 5.5%	\$669 5.5%
Food Away From Home		\$623 4.2%	\$514 4.3%	\$521 4.3%
Grocery		\$733 5.0%	\$656 5.5%	\$665 5.5%
Health Care		\$598 4.1%	\$568 4.8%	\$562 4.6%
Household Furnishings and Equipment		\$382 2.6%	\$314 2.6%	\$318 2.6%
Household Operations		\$260 1.8%	\$215 1.8%	\$218 1.8%
Miscellaneous Expenses		\$240 1.6%	\$199 1.7%	\$202 1.7%
Personal Care		\$154 1.0%	\$134 1.1%	\$136 1.1%
Shelter		\$1,968 13.4%	\$1,797 15.1%	\$1,832 15.1%
Tax and Retirement		\$5,153 35.0%	\$3,760 31.5%	\$3,839 31.5%
Tobacco and Related		\$32 0.2%	\$36 0.3%	\$37 0.3%
Transportation		\$2,085 14.1%	\$1,636 13.7%	\$1,650 13.6%
Utilities		\$510 3.5%	\$461 3.9%	\$467 3.9%