



Community Profile

Rings: 1, 3, 5 mile radii

370 US-130, East Windsor, NJ 08520, USA

Latitude: 40.2766
Longitude: -74.53632

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,259	34,420	71,556
2010 Total Population	9,040	38,516	81,128
2019 Total Population	9,542	40,027	86,640
2019 Group Quarters	53	327	649
2024 Total Population	9,775	40,721	88,987
2019-2024 Annual Rate	0.48%	0.34%	0.54%
2019 Total Daytime Population	9,904	33,779	72,851
Workers	5,109	13,776	29,360
Residents	4,795	20,003	43,491
Household Summary			
2000 Households	3,177	12,861	27,911
2000 Average Household Size	2.59	2.65	2.55
2010 Households	3,551	14,377	31,474
2010 Average Household Size	2.53	2.66	2.56
2019 Households	3,729	14,884	33,368
2019 Average Household Size	2.54	2.67	2.58
2024 Households	3,810	15,127	34,178
2024 Average Household Size	2.55	2.67	2.58
2019-2024 Annual Rate	0.43%	0.32%	0.48%
2010 Families	2,396	10,265	21,765
2010 Average Family Size	3.06	3.15	3.12
2019 Families	2,512	10,621	23,180
2019 Average Family Size	3.08	3.17	3.14
2024 Families	2,566	10,796	23,800
2024 Average Family Size	3.09	3.17	3.14
2019-2024 Annual Rate	0.43%	0.33%	0.53%
Housing Unit Summary			
2000 Housing Units	3,301	13,436	29,022
Owner Occupied Housing Units	61.0%	61.4%	62.3%
Renter Occupied Housing Units	35.2%	34.3%	33.9%
Vacant Housing Units	3.8%	4.3%	3.8%
2010 Housing Units	3,743	15,265	33,431
Owner Occupied Housing Units	65.5%	67.7%	66.7%
Renter Occupied Housing Units	29.3%	26.5%	27.5%
Vacant Housing Units	5.1%	5.8%	5.9%
2019 Housing Units	3,810	15,715	35,275
Owner Occupied Housing Units	63.6%	64.9%	65.9%
Renter Occupied Housing Units	34.2%	29.8%	28.7%
Vacant Housing Units	2.1%	5.3%	5.4%
2024 Housing Units	3,861	15,933	36,028
Owner Occupied Housing Units	65.8%	66.2%	67.4%
Renter Occupied Housing Units	32.9%	28.7%	27.4%
Vacant Housing Units	1.3%	5.1%	5.1%
Median Household Income			
2019	\$80,114	\$95,678	\$101,834
2024	\$91,124	\$106,367	\$112,044
Median Home Value			
2019	\$315,052	\$352,808	\$413,760
2024	\$333,893	\$374,590	\$450,989
Per Capita Income			
2019	\$41,785	\$49,927	\$57,469
2024	\$48,754	\$56,509	\$63,864
Median Age			
2010	39.1	39.4	40.5
2019	41.3	41.1	42.5
2024	42.6	41.6	43.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	3,729	14,884	33,368
<\$15,000	7.5%	6.0%	5.4%
\$15,000 - \$24,999	6.2%	3.8%	3.5%
\$25,000 - \$34,999	7.0%	5.5%	5.6%
\$35,000 - \$49,999	7.9%	8.3%	8.5%
\$50,000 - \$74,999	17.9%	15.3%	14.6%
\$75,000 - \$99,999	13.4%	12.8%	11.6%
\$100,000 - \$149,999	17.4%	18.7%	16.9%
\$150,000 - \$199,999	11.5%	11.0%	10.5%
\$200,000+	11.2%	18.5%	23.5%
Average Household Income	\$107,545	\$134,979	\$149,446
2024 Households by Income			
Household Income Base	3,810	15,127	34,178
<\$15,000	6.9%	5.4%	4.8%
\$15,000 - \$24,999	5.5%	3.5%	3.1%
\$25,000 - \$34,999	5.9%	4.7%	4.7%
\$35,000 - \$49,999	6.8%	7.2%	7.4%
\$50,000 - \$74,999	16.0%	13.7%	13.3%
\$75,000 - \$99,999	12.7%	12.1%	11.1%
\$100,000 - \$149,999	17.8%	18.8%	17.4%
\$150,000 - \$199,999	13.4%	12.3%	11.5%
\$200,000+	15.1%	22.2%	26.7%
Average Household Income	\$125,855	\$152,996	\$166,556
2019 Owner Occupied Housing Units by Value			
Total	2,425	10,195	23,232
<\$50,000	1.1%	1.0%	1.0%
\$50,000 - \$99,999	1.6%	1.5%	1.9%
\$100,000 - \$149,999	1.3%	2.1%	4.4%
\$150,000 - \$199,999	6.8%	7.6%	8.6%
\$200,000 - \$249,999	14.2%	13.0%	8.3%
\$250,000 - \$299,999	19.5%	12.0%	7.4%
\$300,000 - \$399,999	35.8%	24.3%	16.5%
\$400,000 - \$499,999	15.7%	15.4%	13.9%
\$500,000 - \$749,999	3.6%	15.0%	25.6%
\$750,000 - \$999,999	0.3%	6.8%	9.7%
\$1,000,000 - \$1,499,999	0.0%	1.0%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$321,887	\$406,271	\$462,783
2024 Owner Occupied Housing Units by Value			
Total	2,539	10,554	24,282
<\$50,000	0.5%	0.4%	0.5%
\$50,000 - \$99,999	0.9%	0.9%	1.2%
\$100,000 - \$149,999	0.9%	1.6%	3.5%
\$150,000 - \$199,999	5.4%	6.8%	7.7%
\$200,000 - \$249,999	11.8%	11.7%	7.4%
\$250,000 - \$299,999	17.8%	10.9%	6.6%
\$300,000 - \$399,999	37.5%	23.7%	15.6%
\$400,000 - \$499,999	19.6%	16.9%	14.8%
\$500,000 - \$749,999	5.0%	17.3%	28.1%
\$750,000 - \$999,999	0.6%	8.3%	11.5%
\$1,000,000 - \$1,499,999	0.0%	1.2%	2.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$342,972	\$432,761	\$493,677

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,040	38,516	81,129
0 - 4	6.7%	6.4%	5.8%
5 - 9	5.8%	6.7%	6.7%
10 - 14	5.8%	6.9%	7.1%
15 - 24	10.7%	10.8%	10.3%
25 - 34	14.5%	12.4%	12.2%
35 - 44	15.8%	15.8%	15.0%
45 - 54	14.1%	15.5%	15.9%
55 - 64	13.6%	12.4%	12.0%
65 - 74	7.7%	7.5%	7.6%
75 - 84	3.7%	3.7%	4.9%
85 +	1.5%	1.9%	2.5%
18 +	78.3%	75.9%	76.0%
2019 Population by Age			
Total	9,542	40,027	86,643
0 - 4	5.7%	5.6%	5.2%
5 - 9	6.0%	6.5%	6.0%
10 - 14	6.4%	6.9%	6.5%
15 - 24	10.2%	10.7%	10.3%
25 - 34	12.6%	11.7%	12.1%
35 - 44	14.2%	14.1%	13.2%
45 - 54	14.1%	14.2%	13.7%
55 - 64	12.4%	12.7%	13.5%
65 - 74	10.9%	9.9%	10.6%
75 - 84	5.5%	5.3%	5.9%
85 +	1.9%	2.4%	3.0%
18 +	78.4%	77.1%	78.5%
2024 Population by Age			
Total	9,777	40,722	88,987
0 - 4	5.6%	5.7%	5.2%
5 - 9	5.5%	6.1%	5.7%
10 - 14	5.9%	6.3%	5.9%
15 - 24	10.1%	10.2%	9.4%
25 - 34	12.4%	12.5%	12.3%
35 - 44	13.8%	13.9%	13.6%
45 - 54	13.4%	13.2%	12.5%
55 - 64	12.4%	12.3%	13.3%
65 - 74	10.5%	10.1%	11.4%
75 - 84	7.9%	6.8%	7.5%
85 +	2.4%	2.8%	3.1%
18 +	79.3%	78.1%	79.7%
2010 Population by Sex			
Males	4,431	18,799	39,348
Females	4,609	19,717	41,780
2019 Population by Sex			
Males	4,685	19,507	41,958
Females	4,857	20,520	44,682
2024 Population by Sex			
Males	4,789	19,842	43,091
Females	4,985	20,879	45,896

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2019



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2010 Population by Race/Ethnicity			
Total	9,039	38,517	81,129
White Alone	65.2%	64.9%	61.5%
Black Alone	7.5%	7.6%	6.5%
American Indian Alone	0.4%	0.5%	0.3%
Asian Alone	14.2%	16.4%	24.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	9.2%	7.9%	4.4%
Two or More Races	3.5%	2.8%	2.5%
Hispanic Origin	21.4%	18.5%	11.5%
Diversity Index	70.1	68.3	64.7
2019 Population by Race/Ethnicity			
Total	9,543	40,027	86,639
White Alone	57.9%	56.9%	53.8%
Black Alone	7.8%	8.0%	6.9%
American Indian Alone	0.4%	0.5%	0.3%
Asian Alone	17.8%	21.3%	30.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.7%	9.8%	5.3%
Two or More Races	4.3%	3.4%	3.0%
Hispanic Origin	27.1%	23.2%	14.2%
Diversity Index	77.5	75.8	70.7
2024 Population by Race/Ethnicity			
Total	9,775	40,721	88,987
White Alone	53.7%	52.3%	49.3%
Black Alone	7.8%	7.9%	7.0%
American Indian Alone	0.5%	0.5%	0.3%
Asian Alone	20.1%	24.4%	34.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	13.2%	10.9%	5.9%
Two or More Races	4.7%	3.8%	3.2%
Hispanic Origin	30.6%	25.9%	15.9%
Diversity Index	80.8	79.1	73.2
2010 Population by Relationship and Household Type			
Total	9,040	38,516	81,128
In Households	99.5%	99.2%	99.2%
In Family Households	83.8%	86.3%	85.2%
Householder	26.4%	26.6%	26.8%
Spouse	20.5%	21.7%	22.9%
Child	28.7%	31.0%	30.2%
Other relative	5.6%	4.8%	3.9%
Nonrelative	2.7%	2.3%	1.5%
In Nonfamily Households	15.6%	12.9%	14.1%
In Group Quarters	0.5%	0.8%	0.8%
Institutionalized Population	0.0%	0.5%	0.6%
Noninstitutionalized Population	0.5%	0.3%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	6,838	28,116	62,377
Less than 9th Grade	7.2%	5.9%	3.4%
9th - 12th Grade, No Diploma	4.7%	2.6%	2.4%
High School Graduate	12.2%	14.7%	13.8%
GED/Alternative Credential	2.7%	1.9%	1.6%
Some College, No Degree	12.5%	12.0%	10.1%
Associate Degree	6.4%	6.1%	5.1%
Bachelor's Degree	34.3%	31.3%	32.3%
Graduate/Professional Degree	20.1%	25.5%	31.3%
2019 Population 15+ by Marital Status			
Total	7,815	32,395	71,323
Never Married	26.5%	26.4%	24.5%
Married	57.1%	59.7%	62.9%
Widowed	5.0%	5.3%	5.8%
Divorced	11.5%	8.6%	6.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	96.1%	96.3%
Civilian Unemployed (Unemployment Rate)	5.0%	3.9%	3.7%
2019 Employed Population 16+ by Industry			
Total	4,864	20,462	44,018
Agriculture/Mining	0.3%	0.3%	0.2%
Construction	1.7%	3.8%	3.0%
Manufacturing	10.8%	9.2%	9.4%
Wholesale Trade	6.3%	4.0%	3.8%
Retail Trade	11.1%	11.4%	9.0%
Transportation/Utilities	6.5%	7.0%	4.4%
Information	3.4%	3.4%	3.9%
Finance/Insurance/Real Estate	9.3%	10.4%	12.7%
Services	46.4%	46.5%	49.3%
Public Administration	4.1%	4.1%	4.4%
2019 Employed Population 16+ by Occupation			
Total	4,864	20,462	44,016
White Collar	66.1%	67.3%	77.1%
Management/Business/Financial	18.3%	19.1%	24.9%
Professional	24.8%	26.5%	32.4%
Sales	11.6%	11.1%	9.8%
Administrative Support	11.5%	10.6%	10.0%
Services	15.5%	13.8%	10.4%
Blue Collar	18.4%	19.0%	12.5%
Farming/Forestry/Fishing	0.4%	0.2%	0.1%
Construction/Extraction	1.4%	2.5%	1.9%
Installation/Maintenance/Repair	2.5%	2.5%	1.9%
Production	6.3%	4.4%	3.1%
Transportation/Material Moving	7.8%	9.3%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	9,040	38,516	81,128
Population Inside Urbanized Area	99.5%	95.8%	94.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	4.2%	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,551	14,377	31,474
Households with 1 Person	26.4%	23.9%	26.3%
Households with 2+ People	73.6%	76.1%	73.7%
Family Households	67.5%	71.4%	69.2%
Husband-wife Families	52.4%	58.2%	59.1%
With Related Children	23.5%	28.7%	29.4%
Other Family (No Spouse Present)	15.1%	13.2%	10.1%
Other Family with Male Householder	4.4%	3.7%	2.7%
With Related Children	2.3%	2.1%	1.4%
Other Family with Female Householder	10.7%	9.5%	7.4%
With Related Children	5.8%	5.3%	4.2%
Nonfamily Households	6.1%	4.7%	4.6%
All Households with Children	31.9%	36.4%	35.2%
Multigenerational Households	3.9%	4.2%	3.5%
Unmarried Partner Households	5.9%	4.7%	4.0%
Male-female	5.2%	4.1%	3.4%
Same-sex	0.8%	0.7%	0.6%
2010 Households by Size			
Total	3,551	14,377	31,473
1 Person Household	26.4%	23.9%	26.3%
2 Person Household	33.8%	31.3%	31.4%
3 Person Household	16.2%	17.0%	16.2%
4 Person Household	13.9%	16.8%	16.9%
5 Person Household	5.9%	6.9%	6.1%
6 Person Household	1.9%	2.5%	2.0%
7 + Person Household	2.0%	1.5%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,551	14,377	31,474
Owner Occupied	69.1%	71.9%	70.8%
Owned with a Mortgage/Loan	51.3%	54.8%	50.9%
Owned Free and Clear	17.8%	17.1%	20.0%
Renter Occupied	30.9%	28.1%	29.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,743	15,265	33,431
Housing Units Inside Urbanized Area	99.5%	96.2%	95.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	3.8%	4.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Enterprising Professionals	Enterprising Professionals
2.	City Lights (8A)	Professional Pride (1B)	Professional Pride (1B)
3.	Enterprising Professionals (2D)	City Lights (8A)	Top Tier (1A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$9,588,482	\$48,123,978	\$119,191,763
Average Spent	\$2,571.33	\$3,233.27	\$3,572.04
Spending Potential Index	120	151	167
Education: Total \$	\$8,059,905	\$40,362,601	\$96,357,907
Average Spent	\$2,161.41	\$2,711.81	\$2,887.73
Spending Potential Index	136	170	181
Entertainment/Recreation: Total \$	\$14,579,991	\$72,788,983	\$181,152,262
Average Spent	\$3,909.89	\$4,890.42	\$5,428.92
Spending Potential Index	120	150	166
Food at Home: Total \$	\$22,555,089	\$111,495,277	\$278,041,186
Average Spent	\$6,048.56	\$7,490.95	\$8,332.57
Spending Potential Index	117	145	161
Food Away from Home: Total \$	\$16,244,966	\$81,965,596	\$204,723,364
Average Spent	\$4,356.39	\$5,506.96	\$6,135.32
Spending Potential Index	119	150	167
Health Care: Total \$	\$25,328,810	\$125,589,757	\$318,860,011
Average Spent	\$6,792.39	\$8,437.90	\$9,555.86
Spending Potential Index	114	142	161
HH Furnishings & Equipment: Total \$	\$9,328,393	\$47,314,930	\$118,407,804
Average Spent	\$2,501.58	\$3,178.91	\$3,548.54
Spending Potential Index	117	149	166
Personal Care Products & Services: Total \$	\$3,903,888	\$19,856,664	\$50,455,108
Average Spent	\$1,046.90	\$1,334.09	\$1,512.08
Spending Potential Index	118	150	171
Shelter: Total \$	\$88,006,505	\$432,450,999	\$1,066,037,190
Average Spent	\$23,600.56	\$29,054.76	\$31,947.89
Spending Potential Index	128	157	173
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,000,291	\$55,101,232	\$140,459,185
Average Spent	\$2,949.93	\$3,702.04	\$4,209.40
Spending Potential Index	119	149	170
Travel: Total \$	\$10,677,174	\$53,994,598	\$134,531,061
Average Spent	\$2,863.28	\$3,627.69	\$4,031.74
Spending Potential Index	128	162	180
Vehicle Maintenance & Repairs: Total \$	\$4,886,581	\$24,332,620	\$61,244,268
Average Spent	\$1,310.43	\$1,634.82	\$1,835.42
Spending Potential Index	115	143	160

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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