

Community Profile

Rings: 1, 2 mile radii

4302 Goldfinch Blvd, Princeton, NJ 08540,

Latitude: 40.31270

Longitude: -74.63565

	1 mile	2 mile
Population Summary		
2010 Total Population	4,453	18,390
2020 Total Population	4,745	20,959
2020 Group Quarters	5	433
2025 Total Population	4,700	21,955
2025 Group Quarters	4	336
2030 Total Population	5,904	25,144
2025-2030 Annual Rate	4.67%	2.75%
2025 Total Daytime Population	21,305	38,187
Workers	19,086	28,434
Residents	2,219	9,753
Household Summary		
2010 Households	1,541	6,293
2010 Average Household Size	2.89	2.87
2020 Total Households	1,570	7,181
2020 Average Household Size	3.02	2.86
2025 Households	1,577	7,699
2025 Average Household Size	2.98	2.81
2030 Households	2,015	8,840
2030 Average Household Size	2.93	2.81
2025-2030 Annual Rate	5.02%	2.80%
2010 Families	1,164	4,871
2010 Average Family Size	3.38	3.30
2025 Families	1,173	5,812
2025 Average Family Size	3.57	3.29
2030 Families	1,469	6,580
2030 Average Family Size	3.51	3.29
2025-2030 Annual Rate	4.60%	2.51%
Housing Unit Summary		
2000 Housing Units	870	4,859
Owner Occupied Housing Units	74.4%	71.6%
Renter Occupied Housing Units	22.0%	26.4%
Vacant Housing Units	3.7%	2.0%
2010 Housing Units	1,618	6,542
Owner Occupied Housing Units	55.6%	64.3%
Renter Occupied Housing Units	39.6%	31.9%
Vacant Housing Units	4.8%	3.8%
2020 Housing Units	1,647	7,549
Owner Occupied Housing Units	56.2%	54.7%
Renter Occupied Housing Units	39.2%	40.4%
Vacant Housing Units	5.1%	5.1%
2025 Housing Units	1,653	8,077
Owner Occupied Housing Units	57.8%	53.4%
Renter Occupied Housing Units	37.6%	41.9%
Vacant Housing Units	4.6%	4.7%
2030 Housing Units	2,096	9,222
Owner Occupied Housing Units	46.8%	47.7%
Renter Occupied Housing Units	49.3%	48.1%
Vacant Housing Units	3.9%	4.1%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 23, 2025

	1 mile	2 mile
2025 Households by Income		
Household Income Base	1,574	7,692
<\$15,000	17.3%	7.2%
\$15,000 - \$24,999	3.2%	2.0%
\$25,000 - \$34,999	2.1%	2.3%
\$35,000 - \$49,999	6.3%	6.3%
\$50,000 - \$74,999	5.7%	6.3%
\$75,000 - \$99,999	5.2%	5.1%
\$100,000 - \$149,999	10.1%	12.5%
\$150,000 - \$199,999	12.2%	16.1%
\$200,000+	38.1%	42.0%
Average Household Income	\$190,772	\$213,691
2030 Households by Income		
Household Income Base	2,015	8,838
<\$15,000	13.4%	6.3%
\$15,000 - \$24,999	2.4%	1.6%
\$25,000 - \$34,999	1.8%	1.8%
\$35,000 - \$49,999	5.1%	5.3%
\$50,000 - \$74,999	5.1%	5.5%
\$75,000 - \$99,999	5.0%	4.5%
\$100,000 - \$149,999	10.1%	11.2%
\$150,000 - \$199,999	12.2%	15.6%
\$200,000+	45.0%	48.2%
Average Household Income	\$205,611	\$226,610
2025 Owner Occupied Housing Units by Value		
Total	954	4,309
<\$50,000	0.1%	0.2%
\$50,000 - \$99,999	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.0%
\$150,000 - \$199,999	0.5%	0.1%
\$200,000 - \$249,999	0.0%	0.1%
\$250,000 - \$299,999	0.2%	0.3%
\$300,000 - \$399,999	1.7%	2.0%
\$400,000 - \$499,999	4.7%	5.3%
\$500,000 - \$749,999	34.0%	43.6%
\$750,000 - \$999,999	54.8%	42.4%
\$1,000,000 - \$1,499,999	3.0%	4.2%
\$1,500,000 - \$1,999,999	0.6%	1.0%
\$2,000,000 +	0.0%	0.4%
Average Home Value	\$769,882	\$757,055
2030 Owner Occupied Housing Units by Value		
Total	979	4,397
<\$50,000	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%
\$300,000 - \$399,999	0.2%	0.3%
\$400,000 - \$499,999	1.7%	1.9%
\$500,000 - \$749,999	27.6%	34.7%
\$750,000 - \$999,999	65.6%	55.5%
\$1,000,000 - \$1,499,999	4.0%	5.4%
\$1,500,000 - \$1,999,999	0.9%	1.6%
\$2,000,000 +	0.0%	0.6%
Average Home Value	\$820,582	\$821,571

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.

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Median Household Income		
2025	\$150,789	\$171,440
2030	\$176,459	\$192,711
Median Home Value		
2025	\$788,719	\$739,428
2030	\$828,076	\$809,197
Per Capita Income		
2025	\$67,588	\$76,168
2030	\$73,555	\$80,871
Median Age		
2010	35.9	36.8
2020	38.1	38.1
2025	39.9	40.0
2030	41.0	40.8
2020 Population by Age		
Total	4,745	20,959
0 - 4	5.0%	4.5%
5 - 9	7.2%	7.1%
10 - 14	9.5%	8.9%
15 - 24	12.6%	13.5%
25 - 34	11.2%	11.5%
35 - 44	17.2%	16.6%
45 - 54	17.7%	16.6%
55 - 64	9.9%	10.9%
65 - 74	5.7%	6.1%
75 - 84	3.0%	3.2%
85 +	1.0%	1.1%
18 +	72.6%	74.1%
2025 Population by Age		
Total	4,702	21,956
0 - 4	4.5%	4.2%
5 - 9	6.4%	5.3%
10 - 14	8.5%	7.7%
15 - 24	13.7%	14.6%
25 - 34	10.3%	12.3%
35 - 44	16.7%	14.3%
45 - 54	19.2%	18.0%
55 - 64	10.5%	11.9%
65 - 74	5.8%	6.8%
75 - 84	3.3%	3.8%
85 +	1.1%	1.3%
18 +	75.2%	77.7%
2030 Population by Age		
Total	5,904	25,144
0 - 4	4.6%	4.2%
5 - 9	6.1%	5.1%
10 - 14	7.7%	6.2%
15 - 24	12.9%	14.1%
25 - 34	10.2%	12.8%
35 - 44	15.9%	13.6%
45 - 54	18.3%	17.0%
55 - 64	11.4%	13.0%
65 - 74	7.2%	8.0%
75 - 84	4.4%	4.6%
85 +	1.4%	1.5%
18 +	77.0%	80.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex		
Males	2,302	10,289
Females	2,443	10,670
2025 Population by Sex		
Males	2,302	10,866
Females	2,398	11,089
2030 Population by Sex		
Males	2,890	12,366
Females	3,015	12,778
2010 Population by Race/Ethnicity		
Total	4,454	18,390
White Alone	46.8%	52.0%
Black Alone	5.8%	4.5%
American Indian Alone	0.1%	0.1%
Asian Alone	43.4%	39.4%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.2%	1.2%
Two or More Races	2.7%	2.8%
Hispanic Origin	5.4%	5.1%
Diversity Index	63.1	61.3
2020 Population by Race/Ethnicity		
Total	4,745	20,959
White Alone	32.8%	34.4%
Black Alone	5.3%	5.4%
American Indian Alone	0.3%	0.2%
Asian Alone	52.9%	51.8%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.1%	1.9%
Two or More Races	6.6%	6.3%
Hispanic Origin	6.0%	5.9%
Diversity Index	65.0	65.0
2025 Population by Race/Ethnicity		
Total	4,699	21,955
White Alone	29.7%	31.3%
Black Alone	5.3%	5.6%
American Indian Alone	0.2%	0.3%
Asian Alone	56.7%	54.5%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.0%	1.9%
Two or More Races	6.2%	6.3%
Hispanic Origin	6.1%	6.4%
Diversity Index	63.2	64.5
2030 Population by Race/Ethnicity		
Total	5,904	25,143
White Alone	31.9%	30.0%
Black Alone	5.0%	5.7%
American Indian Alone	0.2%	0.3%
Asian Alone	53.8%	55.0%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.4%	2.3%
Two or More Races	6.6%	6.6%
Hispanic Origin	7.1%	7.1%
Diversity Index	65.4	65.2

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 23, 2025

	1 mile	2 mile
2020 Population by Relationship and Household Type		
Total	4,745	20,959
In Households	99.9%	97.9%
Householder	35.8%	34.9%
Opposite-Sex Spouse	22.4%	22.8%
Same-Sex Spouse	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.3%	1.0%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	34.0%	33.2%
Adopted Child	0.4%	0.3%
Stepchild	0.4%	0.3%
Grandchild	0.4%	0.4%
Brother or Sister	0.5%	0.4%
Parent	1.6%	1.4%
Parent-in-law	0.5%	0.6%
Son-in-law or Daughter-in-law	0.1%	0.2%
Other Relatives	0.6%	0.5%
Foster Child	0.0%	0.0%
Other Nonrelatives	1.7%	1.6%
In Group Quarters	0.1%	2.1%
Institutionalized	0.0%	0.3%
Noninstitutionalized	0.1%	1.7%
2025 Population 25+ by Educational Attainment		
Total	3,149	14,998
Less than 9th Grade	1.5%	0.8%
9th - 12th Grade, No Diploma	1.3%	0.6%
High School Graduate	8.9%	6.2%
GED/Alternative Credential	0.1%	0.2%
Some College, No Degree	3.1%	3.1%
Associate Degree	7.1%	3.4%
Bachelor's Degree	37.2%	36.9%
Graduate/Professional Degree	40.8%	48.6%
2025 Population 15+ by Marital Status		
Total	3,790	18,193
Never Married	29.1%	28.4%
Married	62.0%	63.2%
Widowed	2.0%	2.3%
Divorced	6.9%	6.0%
2025 Civilian Population 16+ in Labor Force		
Civilian Population 16+	2,639	12,990
Population 16+ Employed	95.2%	95.1%
Population 16+ Unemployment rate	4.8%	4.9%
Population 16-24 Employed	5.6%	8.1%
Population 16-24 Unemployment rate	25.8%	16.8%
Population 25-54 Employed	71.9%	68.6%
Population 25-54 Unemployment rate	1.7%	1.8%
Population 55-64 Employed	16.2%	16.8%
Population 55-64 Unemployment rate	6.5%	6.4%
Population 65+ Employed	6.2%	6.5%
Population 65+ Unemployment rate	10.3%	14.8%

	1 mile	2 mile
2025 Employed Population 16+ by Industry		
Total	2,513	12,351
Agriculture/Mining	0.0%	0.1%
Construction	0.0%	0.5%
Manufacturing	8.1%	7.9%
Wholesale Trade	2.3%	1.6%
Retail Trade	4.8%	5.7%
Transportation/Utilities	2.5%	1.4%
Information	4.1%	4.5%
Finance/Insurance/Real Estate	16.6%	13.9%
Services	59.2%	61.6%
Public Administration	2.4%	2.8%
2025 Employed Population 16+ by Occupation		
Total	2,513	12,351
White Collar	91.6%	91.4%
Management/Business/Financial	34.7%	32.9%
Professional	38.3%	44.7%
Sales	6.2%	6.6%
Administrative Support	12.5%	7.2%
Services	5.1%	5.2%
Blue Collar	3.3%	3.4%
Farming/Forestry/Fishing	0.0%	0.0%
Construction/Extraction	0.0%	0.3%
Installation/Maintenance/Repair	0.8%	0.5%
Production	1.9%	1.1%
Transportation/Material Moving	0.6%	1.5%
2020 Households by Type		
Total	1,570	7,181
Married Couple Households	63.8%	65.7%
With Own Children <18	38.0%	37.5%
Without Own Children <18	25.8%	28.3%
Cohabiting Couple Households	3.9%	3.0%
With Own Children <18	0.3%	0.4%
Without Own Children <18	3.5%	2.6%
Male Householder, No Spouse/Partner	12.4%	12.2%
Living Alone	8.2%	8.3%
65 Years and over	1.7%	1.8%
With Own Children <18	1.7%	1.5%
Without Own Children <18, With Relatives	1.4%	1.3%
No Relatives Present	1.0%	1.1%
Female Householder, No Spouse/Partner	19.9%	19.1%
Living Alone	10.8%	10.0%
65 Years and over	4.5%	3.5%
With Own Children <18	4.1%	4.2%
Without Own Children <18, With Relatives	3.8%	3.9%
No Relatives Present	1.3%	0.9%
2020 Households by Size		
Total	1,570	7,181
1 Person Household	19.0%	18.3%
2 Person Household	26.2%	26.6%
3 Person Household	19.0%	20.7%
4 Person Household	26.2%	25.3%
5 Person Household	6.9%	6.3%
6 Person Household	1.6%	1.8%
7 + Person Household	1.2%	1.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	2 mile
2020 Households by Tenure and Mortgage Status		
Total	1,570	7,181
Owner Occupied	58.9%	57.5%
Owned with a Mortgage/Loan	44.1%	41.4%
Owned Free and Clear	14.8%	16.1%
Renter Occupied	41.1%	42.5%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	61	75
Percent of Income for Mortgage	32.7%	27.0%
Wealth Index	168	194
2020 Housing Units By Urban/ Rural Status		
Total	1,647	7,549
Urban Housing Units	97.4%	96.9%
Rural Housing Units	2.6%	3.1%
2020 Population By Urban/ Rural Status		
Total	4,745	20,959
Urban Population	97.3%	96.7%
Rural Population	2.7%	3.3%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	2 mile
Top 3 Tapestry Segments		
1.	Urban Chic (H4)	Urban Chic (H4)
2.	Professional Pride (L2)	Top Tier (L3)
3.	Top Tier (L3)	Professional Pride (L2)
2025 Consumer Spending		
Apparel & Services: Total \$	\$6,066,159	\$33,608,415
Average Spent	\$3,846.64	\$4,365.30
Spending Potential Index	157	178
Education: Total \$	\$5,097,159	\$27,699,504
Average Spent	\$3,232.19	\$3,597.81
Spending Potential Index	181	202
Entertainment/Recreation: Total \$	\$10,238,443	\$56,056,622
Average Spent	\$6,492.35	\$7,281.03
Spending Potential Index	158	177
Food at Home: Total \$	\$17,361,697	\$96,162,887
Average Spent	\$11,009.32	\$12,490.31
Spending Potential Index	148	168
Food Away from Home: Total \$	\$10,469,785	\$57,938,291
Average Spent	\$6,639.05	\$7,525.43
Spending Potential Index	161	182
Health Care: Total \$	\$17,735,702	\$96,578,745
Average Spent	\$11,246.48	\$12,544.32
Spending Potential Index	145	162
HH Furnishings & Equipment: Total \$	\$7,215,354	\$39,458,318
Average Spent	\$4,575.37	\$5,125.12
Spending Potential Index	157	176
Personal Care Products & Services: Total \$	\$2,613,767	\$14,384,758
Average Spent	\$1,657.43	\$1,868.39
Spending Potential Index	158	178
Shelter: Total \$	\$68,419,310	\$378,355,801
Average Spent	\$43,385.74	\$49,143.50
Spending Potential Index	163	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,194,760	\$44,432,557
Average Spent	\$5,196.42	\$5,771.21
Spending Potential Index	157	175
Travel: Total \$	\$9,923,837	\$54,068,547
Average Spent	\$6,292.86	\$7,022.80
Spending Potential Index	174	195
Vehicle Maintenance & Repairs: Total \$	\$3,117,974	\$17,115,697
Average Spent	\$1,977.16	\$2,223.11
Spending Potential Index	147	165

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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