EASI Demographics on Demand Updated Site Selection Reports & Analysis

Shops at Windsor Green
3495 Route 1, West Windsor NJ 08540 **June, 2026**

Description	1 Mile	3 Miles	5 Miles
POPULATION BY YEAR			
Population (4/1/2020)	5,526	43,255	115,029
Population (1/1/2025)	5,680	42,557	115,295
Population (1/1/2030)	6,020	44,878	122,002
Percent Growth (2025/2020)	2.79	-1.61	0.23
Percent Forecast (2030/2025)	5.99	5.45	5.82
HOUSEHOLDS BY YEAR			
Households (4/1/2020)	2,127	13,456	40,589
Households (1/1/2025)	2,275	14,276	42,768
Households (1/1/2030)	2,451	15,391	46,206
Percent Growth (2025/2020)	6.96	6.09	5.37
Percent Forecast (2030/2025)	7.74	7.81	8.04
GENERAL POPULATION CHARACTERISTICS			
Median Age	37.2	35.2	40.6
Male	3,171	21,753	57,789
Female	2,509	20,804	57,506
Density	936.90	1258.60	1461.70
GENERAL HOUSEHOLD CHARACTERISTICS			
Households (1/1/2025)	2,275	14,276	42,768
Families	1,676	10,530	30,228
Non-Family Households	599	3,746	12,540
Average Size of Household	2.46	2.6	2.51
Median Age of Householder	45.6	49.9	53.6
Median Value Owner Occupied ($)	561,321	721,666	548,072
Median Rent ($)	2,000	2,000	1,938
GENERAL HOUSING CHARACTERISTICS			
Housing, Units	2,390	15,187	45,109
Housing, Owner Occupied	678	7,677	28,644
Housing, Renter Occupied	1,597	6,599	14,124
Housing, Vacant	115	911	2,341
POPULATION BY RACE			
White Alone	1,731	16,181	54,873
Black Alone	342	2,360	7,008
Asian Alone	2,965	19,420	38,908
American Indian and Alaska Native Alone	23	106	323
Other Race Alone	192	1,052	4,582
Two or More Races	427	3,438	9,601
POPULATION BY ETHNICITY			
Hispanic	488	3,249	10,642
White Non-Hispanic	1,652	15,492	52,495
GENERAL INCOME CHARACTERISTICS			
Median Household Income ($)	125,935	151,909	141,081
Average Household Income ($)	145,766	195,509	185,196
Per Capita Income ($)	58,490	67,203	70,041
RETAIL SALES			
Total Retail Sales (including Food Services) ($)	503,989	1,296,168	4,363,773