

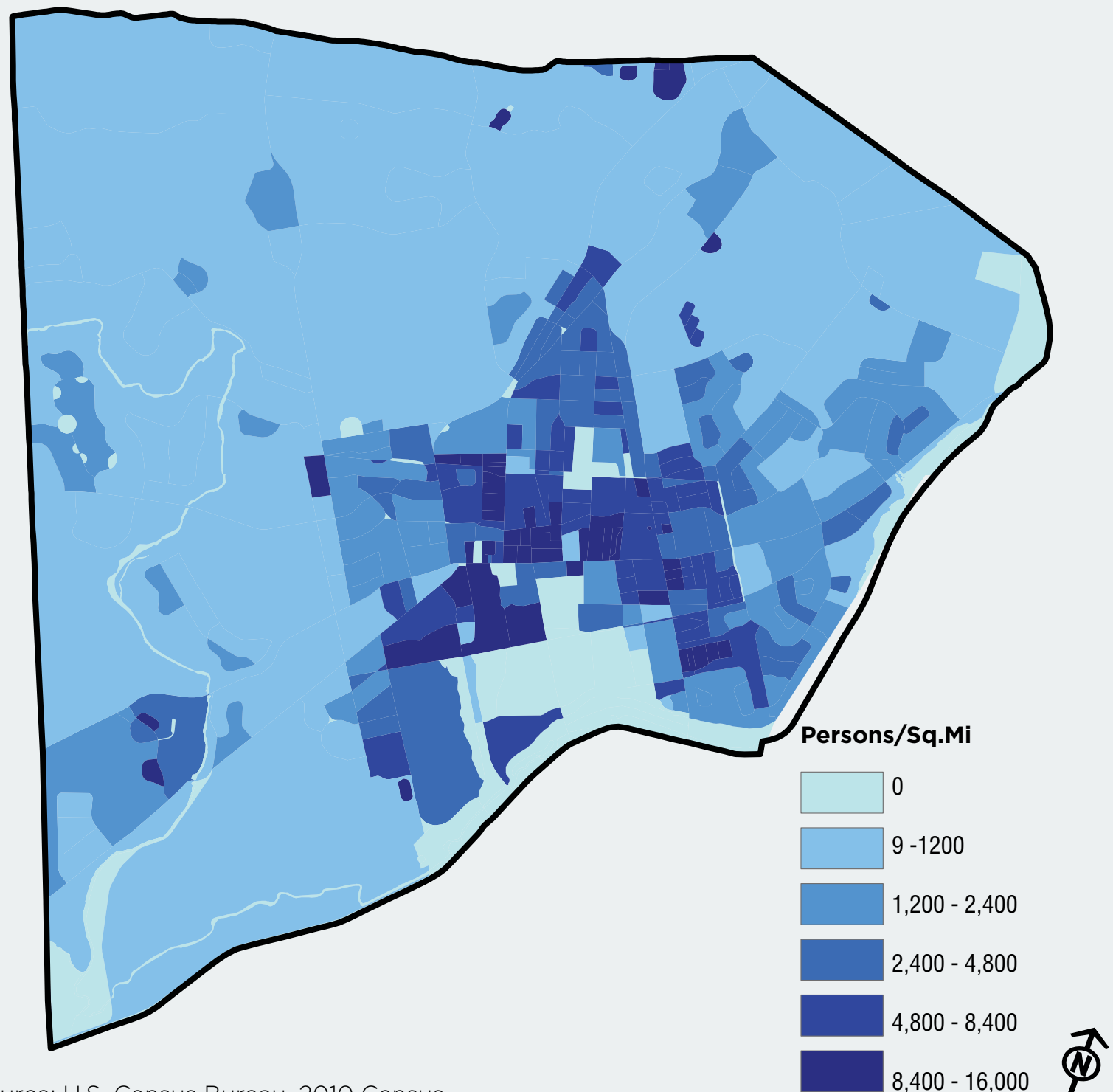


# PRINCETON

## bicycle master plan

### Population Characteristics

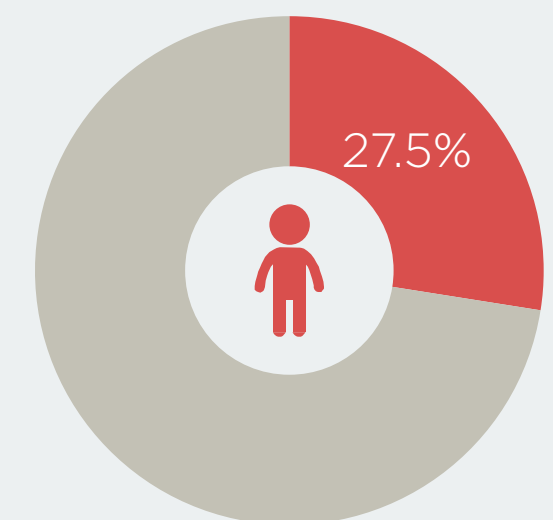
Population Density - 2010



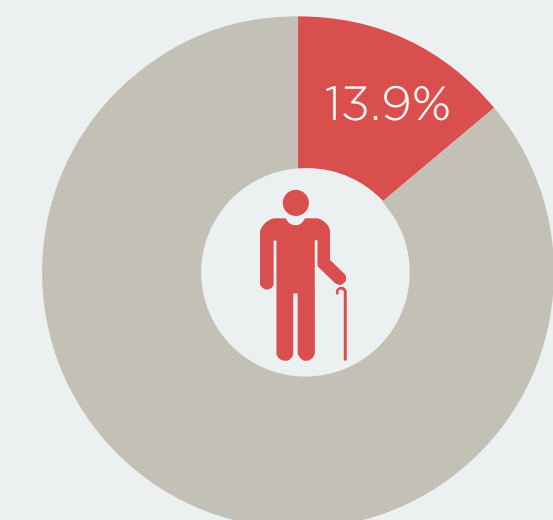
Princeton has a relatively dense population, making biking and walking viable alternatives to driving. As shown in the map to the left, the population is concentrated around the central business district, indicating a potential higher demand for bicycle access to this area.

- Population: 30,108 residents (2014 estimate)
- Population density: 1639.6/sq mi (approx 50% higher than the state average)
- The median age is 32.5 years, which is relatively young (NJ average: 39.0) and reflects the high percentage of college students living in town
- A significant portion of the population is under 19 or over 65, two age groups often associated with lower driving rates

Population Under 19



Population Over 65



Source: U.S. Census Bureau, 2010 Census.

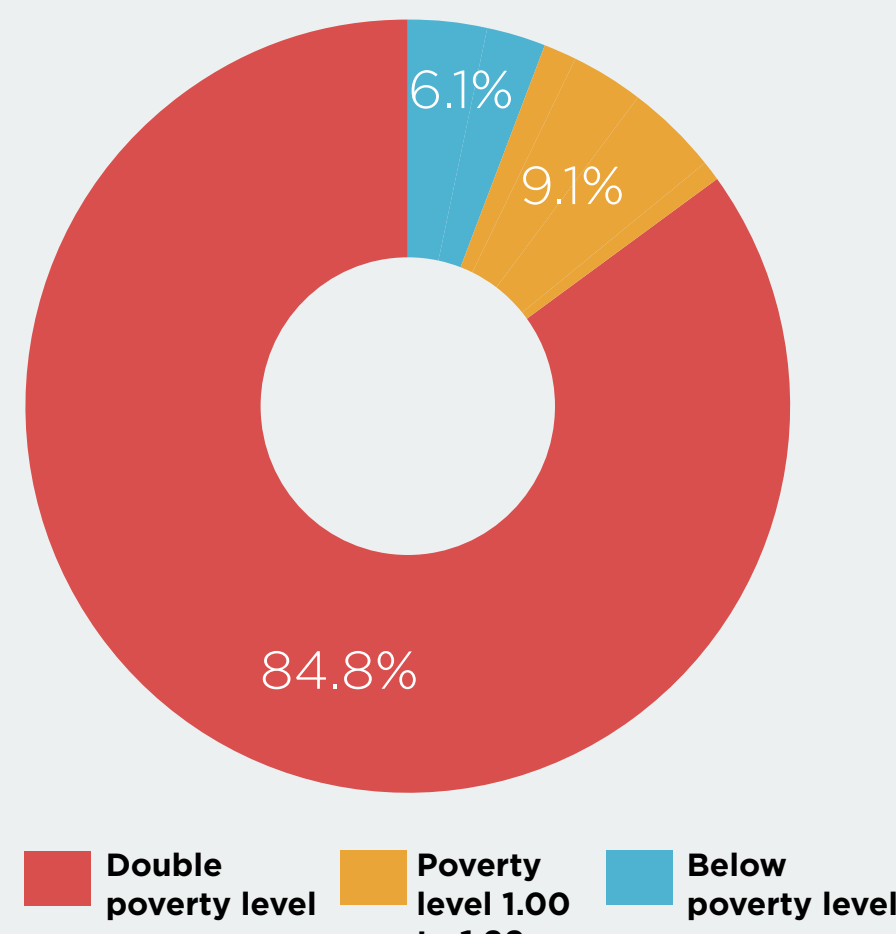
Population Characteristics Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

### Employment / Socio-economic Characteristics

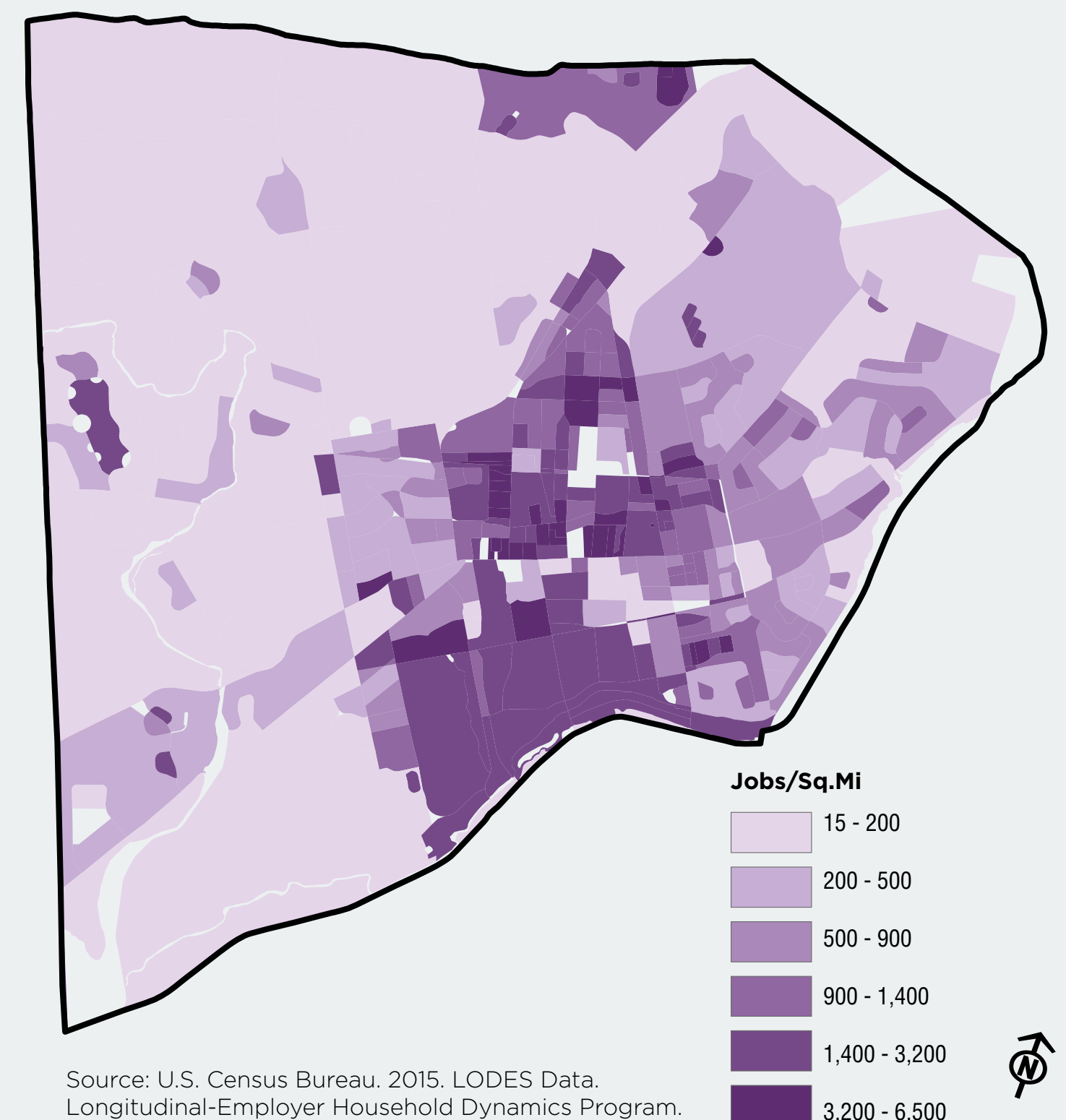
Princeton is a regional center and major employment hub, drawing large numbers of commuters from within and outside Princeton. As illustrated in the map to the right, these jobs are concentrated around the commercial business district, again underscoring a potential higher demand for bicycle access to this area.

- There are **over 30,000 jobs** within Princeton
- Princeton **ranks 23rd** as center for employment in New Jersey
- 6,886 Princeton residents also work in town
- Over 50% of workers** who live in Princeton also work in Princeton, compared to about 20% of most suburbs in New Jersey
- The disparity between the lowest 20% of household income and highest 20% is one of the widest in New Jersey

Socio-economic Characteristics



Employment Density - 2013



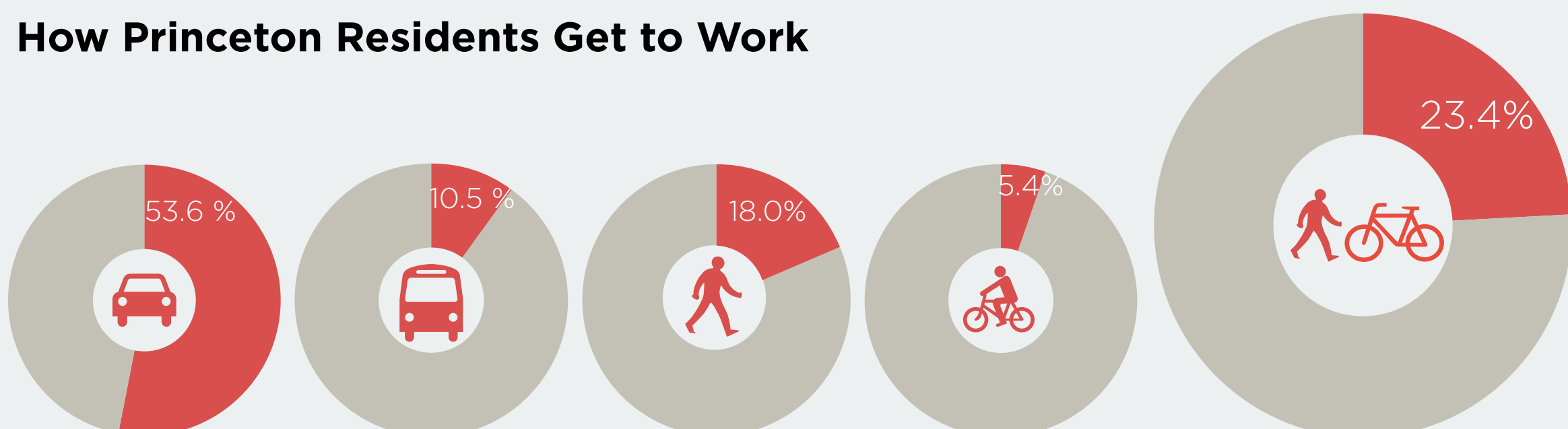
Employment/ Socio-economic Characteristics Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates and Widener, Ralph R. "Princeton's Profile 2014." (n.d.): n. pag. Web. 4 Nov. 2015.

Source: U.S. Census Bureau, 2015. LODES Data. Longitudinal-Employer Household Dynamics Program.

### Mobility

The combination of high population and employment densities make alternatives to driving, such as bicycling, an attractive commuting option for Princeton residents.

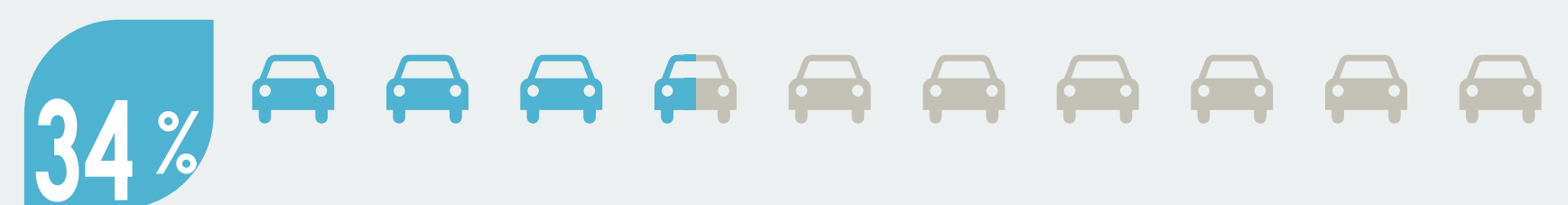
How Princeton Residents Get to Work



Zero Car Households in Princeton



One Car Households in Princeton



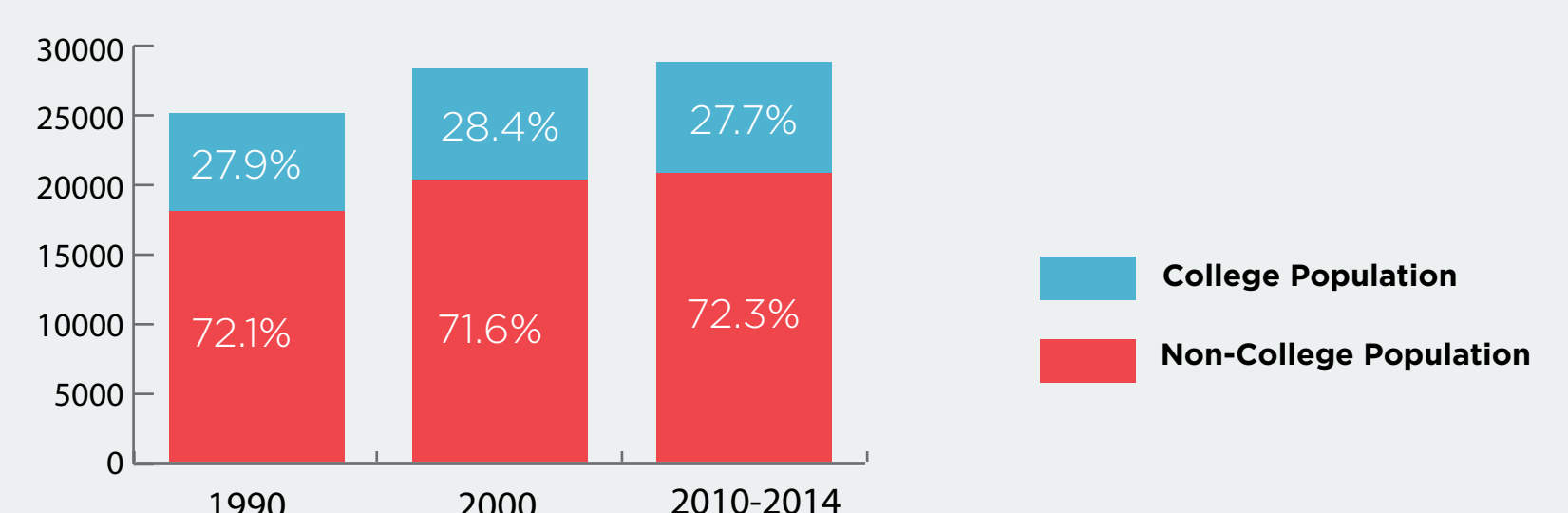
Mobility Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Princeton is a university town, which significantly shapes both the population and employment characteristics of the town. Bicycling may be a preferred, or even necessary, way to travel for the large number of university students and its employees living in Princeton.

- University students account for **approximately 30%** of the population. (8,029 students)
- Princeton University has more than 6,000 benefits-eligible faculty and staff, making it the **largest private employer** in Mercer County and one of the largest in central New Jersey

### University Demographics

How the University Population Compares to Princeton as a Whole



University Demographics Source: U.S. Census Bureau, 1990, 2000 U.S. Census and 2010-2014 American Community Survey 5-Year Estimates