

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Heritage Square Plaza



Lat/Lon: 41.7379/-74.0331

600-604 NY-299 Highland, NY 12528	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	1,074		14,078		28,995		82,391	
Projected Population (2028)	1,043		13,826		28,420		82,481	
Census Population (2020)	1,011		14,030		29,043		82,115	
Census Population (2010)	1,023		13,624		28,038		80,528	
Projected Annual Growth (2023 to 2028)	-31	-0.6%	-252	-0.4%	-575	-0.4%	91	-
Historical Annual Growth (2020 to 2023)	63	2.1%	48	0.1%	-48	-	276	0.1%
Historical Annual Growth (2010 to 2020)	-12	-0.4%	405	1.0%	1,005	1.2%	1,587	0.7%
Estimated Population Density (2023)	342 psm		498 psm		369 psm		535 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2023)	416		4,825		10,816		31,168	
Projected Households (2028)	404		4,720		10,578		31,508	
Census Households (2020)	389		4,778		10,730		30,682	
Census Households (2010)	373		4,362		9,875		28,634	
Estimated Households with Children (2023)	127	30.4%	1,161	24.1%	2,910	26.9%	8,710	27.9%
Estimated Average Household Size (2023)	2.53		2.28		2.33		2.32	
Average Household Income								
Estimated Average Household Income (2023)	\$157,295		\$107,656		\$115,965		\$109,805	
Projected Average Household Income (2028)	\$174,421		\$118,364		\$127,430		\$116,828	
Estimated Average Family Income (2023)	\$186,434		\$134,654		\$139,186		\$125,296	
Median Household Income								
Estimated Median Household Income (2023)	\$115,480		\$80,016		\$89,336		\$78,446	
Projected Median Household Income (2028)	\$114,988		\$81,495		\$90,908		\$80,260	
Estimated Median Family Income (2023)	\$139,053		\$115,951		\$118,239		\$106,193	
Per Capita Income								
Estimated Per Capita Income (2023)	\$61,250		\$38,225		\$44,096		\$42,354	
Projected Per Capita Income (2028)	\$67,874		\$41,762		\$48,281		\$45,444	
Estimated Per Capita Income 5 Year Growth	\$6,625	10.8%	\$3,536	9.3%	\$4,185	9.5%	\$3,089	7.3%
Estimated Average Household Net Worth (2023)	\$1,439,277		\$988,042		\$1,066,146		\$959,633	
Daytime Demos (2023)								
Total Businesses	67		644		1,065		2,924	
Total Employees	517		5,292		8,696		35,527	
Company Headquarter Businesses	1	1.8%	17	2.6%	33	3.1%	120	4.1%
Company Headquarter Employees	98	19.0%	400	7.6%	760	8.7%	7,119	20.0%
Employee Population per Business	7.8		8.2		8.2		12.2	
Residential Population per Business	16.1		21.9		27.2		28.2	

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Race & Ethnicity								
White (2023)	872	81.2%	8,981	63.8%	21,002	72.4%	47,770	58.0%
Black or African American (2023)	78	7.2%	738	5.2%	1,708	5.9%	15,085	18.3%
American Indian or Alaska Native (2023)	2	0.2%	35	0.2%	67	0.2%	295	0.4%
Asian (2023)	25	2.3%	3,112	22.1%	3,552	12.2%	9,168	11.1%
Hawaiian or Pacific Islander (2023)	1	0.1%	7	-	12	-	29	-
Other Race (2023)	27	2.5%	371	2.6%	842	2.9%	4,390	5.3%
Two or More Races (2023)	69	6.4%	835	5.9%	1,811	6.2%	5,655	6.9%
Not Hispanic or Latino Population (2023)	971	90.4%	12,662	89.9%	25,908	89.4%	70,574	85.7%
Hispanic or Latino Population (2023)	103	9.6%	1,416	10.1%	3,087	10.6%	11,817	14.3%
Not Hispanic or Latino Population (2028)	943	90.4%	12,437	90.0%	25,382	89.3%	70,585	85.6%
Hispanic or Latino Population (2028)	100	9.6%	1,389	10.0%	3,039	10.7%	11,897	14.4%
Not Hispanic or Latino Population (2020)	912	90.2%	12,211	87.0%	25,685	88.4%	69,209	84.3%
Hispanic or Latino Population (2020)	99	9.8%	1,818	13.0%	3,358	11.6%	12,905	15.7%
Not Hispanic or Latino Population (2010)	954	93.3%	12,334	90.5%	25,747	91.8%	70,303	87.3%
Hispanic or Latino Population (2010)	68	6.7%	1,291	9.5%	2,291	8.2%	10,225	12.7%
Projected Hispanic Annual Growth (2023 to 2028)	-3	-0.6%	-27	-0.4%	-48	-0.3%	80	0.1%
Historic Hispanic Annual Growth (2010 to 2023)	34	3.9%	125	0.7%	795	2.7%	1,592	1.2%
Age Distribution (2023)								
Age Under 5	50	4.7%	497	3.5%	1,225	4.2%	4,153	5.0%
Age 5 to 9 Years	60	5.5%	566	4.0%	1,307	4.5%	4,012	4.9%
Age 10 to 14 Years	68	6.4%	634	4.5%	1,492	5.1%	4,181	5.1%
Age 15 to 19 Years	72	6.7%	2,122	15.1%	2,894	10.0%	8,236	10.0%
Age 20 to 24 Years	50	4.7%	2,532	18.0%	3,458	11.9%	8,927	10.8%
Age 25 to 29 Years	64	6.0%	843	6.0%	1,726	6.0%	5,788	7.0%
Age 30 to 34 Years	68	6.4%	755	5.4%	1,812	6.2%	5,652	6.9%
Age 35 to 39 Years	67	6.2%	646	4.6%	1,656	5.7%	4,736	5.7%
Age 40 to 44 Years	70	6.5%	605	4.3%	1,481	5.1%	4,339	5.3%
Age 45 to 49 Years	68	6.3%	571	4.1%	1,447	5.0%	4,060	4.9%
Age 50 to 54 Years	82	7.6%	664	4.7%	1,628	5.6%	4,671	5.7%
Age 55 to 59 Years	85	7.9%	729	5.2%	1,750	6.0%	5,111	6.2%
Age 60 to 64 Years	83	7.7%	764	5.4%	1,892	6.5%	5,114	6.2%
Age 65 to 74 Years	117	10.9%	1,127	8.0%	2,829	9.8%	7,357	8.9%
Age 75 to 84 Years	55	5.1%	710	5.0%	1,609	5.6%	4,104	5.0%
Age 85 Years or Over	15	1.4%	313	2.2%	791	2.7%	1,949	2.4%
Median Age	41.9		34.3		38.3		36.6	
Gender Age Distribution (2023)								
Female Population	522	48.6%	7,576	53.8%	15,253	52.6%	42,175	51.2%
Age 0 to 19 Years	115	22.0%	2,048	27.0%	3,577	23.5%	10,429	24.7%
Age 20 to 64 Years	322	61.6%	4,350	57.4%	8,759	57.4%	24,220	57.4%
Age 65 Years or Over	86	16.4%	1,178	15.6%	2,917	19.1%	7,527	17.8%
Female Median Age	42.0		34.4		39.1		37.7	
Male Population	552	51.4%	6,502	46.2%	13,742	47.4%	40,216	48.8%
Age 0 to 19 Years	136	24.6%	1,771	27.2%	3,340	24.3%	10,154	25.2%
Age 20 to 64 Years	315	57.2%	3,760	57.8%	8,090	58.9%	24,178	60.1%
Age 65 Years or Over	101	18.3%	971	14.9%	2,312	16.8%	5,884	14.6%
Male Median Age	41.6		33.7		37.3		35.4	

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1 mi radius 3 mi radius 5 mi radius 7 mi radius

Household Income Distribution (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
HH Income \$200,000 or More		80	19.2%	559	11.6%	1,374	12.7%	3,463	11.1%
HH Income \$150,000 to \$199,999		67	16.1%	506	10.5%	1,251	11.6%	2,993	9.6%
HH Income \$100,000 to \$149,999		85	20.3%	762	15.8%	1,926	17.8%	5,215	16.7%
HH Income \$75,000 to \$99,999		27	6.4%	665	13.8%	1,407	13.0%	3,713	11.9%
HH Income \$50,000 to \$74,999		53	12.8%	532	11.0%	1,402	13.0%	4,276	13.7%
HH Income \$35,000 to \$49,999		34	8.3%	439	9.1%	949	8.8%	2,859	9.2%
HH Income \$25,000 to \$34,999		17	4.2%	336	7.0%	758	7.0%	2,369	7.6%
HH Income \$15,000 to \$24,999		21	5.0%	455	9.4%	790	7.3%	2,592	8.3%
HH Income Under \$15,000		32	7.8%	571	11.8%	960	8.9%	3,688	11.8%
HH Income \$35,000 or More		345	83.0%	3,463	71.8%	8,309	76.8%	22,519	72.2%
HH Income \$75,000 or More		258	62.0%	2,492	51.7%	5,958	55.1%	15,384	49.4%
Housing (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Housing Units		448		5,214		11,709		34,374	
Housing Units Occupied		416	92.9%	4,825	92.5%	10,816	92.4%	31,168	90.7%
Housing Units Owner-Occupied		298	71.6%	2,844	58.9%	6,965	64.4%	16,152	51.8%
Housing Units, Renter-Occupied		118	28.4%	1,981	41.1%	3,852	35.6%	15,016	48.2%
Housing Units, Vacant		32	7.7%	390	8.1%	892	8.3%	3,206	10.3%
Marital Status (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Never Married		211	23.6%	6,185	50.0%	9,984	40.0%	30,796	44.0%
Currently Married		489	54.6%	3,902	31.5%	9,618	38.5%	23,756	33.9%
Separated		51	5.6%	412	3.3%	1,002	4.0%	2,975	4.2%
Widowed		26	2.9%	665	5.4%	1,620	6.5%	3,852	5.5%
Divorced		119	13.2%	1,217	9.8%	2,749	11.0%	8,665	12.4%
Household Type (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population Family		876	81.5%	7,599	54.0%	18,854	65.0%	53,827	65.3%
Population Non-Family		175	16.3%	3,395	24.1%	6,384	22.0%	18,533	22.5%
Population Group Quarters		23	2.1%	3,085	21.9%	3,757	13.0%	10,031	12.2%
Family Households		284	68.2%	2,597	53.8%	6,424	59.4%	17,578	56.4%
Non-Family Households		132	31.8%	2,227	46.2%	4,392	40.6%	13,590	43.6%
Married Couple with Children		92	18.8%	784	20.1%	1,977	20.6%	4,883	20.6%
Average Family Household Size		3.1		2.9		2.9		3.1	
Household Size (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
1 Person Households		103	24.8%	1,522	31.6%	3,133	29.0%	10,339	33.2%
2 Person Households		161	38.8%	1,870	38.8%	4,221	39.0%	10,658	34.2%
3 Person Households		63	15.0%	654	13.6%	1,572	14.5%	4,490	14.4%
4 Person Households		51	12.3%	465	9.6%	1,184	10.9%	3,210	10.3%
5 Person Households		25	5.9%	199	4.1%	465	4.3%	1,515	4.9%
6 or More Person Households		13	3.1%	114	2.4%	241	2.2%	956	3.1%
Household Vehicles (2023)		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Households with 0 Vehicles Available		29	7.1%	603	12.5%	941	8.7%	4,140	13.3%
Households with 1 Vehicles Available		129	31.0%	1,878	38.9%	3,984	36.8%	12,992	41.7%
Households with 2 or More Vehicles Available		258	61.9%	2,344	48.6%	5,891	54.5%	14,036	45.0%
Total Vehicles Available		755		7,694		18,694		47,909	
Average Vehicles Per Household		1.8		1.6		1.7		1.5	

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Labor Force (2023)									
Estimated Labor Population Age 16 Years or Over	881		12,246		24,660		69,223		
Estimated Civilian Employed	541	61.4%	6,476	52.9%	14,046	57.0%	39,312	56.8%	
Estimated Civilian Unemployed	28	3.1%	337	2.8%	673	2.7%	1,978	2.9%	
Estimated in Armed Forces	-	-	-	-	-	-	27	-	
Estimated Not in Labor Force	312	35.4%	5,433	44.4%	9,941	40.3%	27,906	40.3%	
Unemployment Rate	3.1%		2.8%		2.7%		2.9%		
Occupation (2023)									
Occupation: Population Age 16 Years or Over	541		6,474		14,044		39,302		
Management, Business, Financial Operations	116	21.4%	1,113	17.2%	2,570	18.3%	6,503	16.5%	
Professional, Related	152	28.1%	1,938	29.9%	4,739	33.7%	11,488	29.2%	
Service	73	13.5%	1,254	19.4%	2,490	17.7%	8,132	20.7%	
Sales, Office	99	18.3%	1,400	21.6%	2,383	17.0%	7,295	18.6%	
Farming, Fishing, Forestry	6	1.2%	20	0.3%	64	0.5%	154	0.4%	
Construct, Extraction, Maintenance	46	8.5%	295	4.6%	729	5.2%	2,082	5.3%	
Production, Transport Material Moving	48	8.9%	455	7.0%	1,067	7.6%	3,648	9.3%	
White Collar Workers	367	67.9%	4,450	68.7%	9,693	69.0%	25,286	64.3%	
Blue Collar Workers	174	32.1%	2,024	31.3%	4,351	31.0%	14,016	35.7%	
Consumer Expenditure (2023)									
Total Household Expenditure	\$40.6 M		\$354.13 M		\$839.59 M		\$2.34 B		
Total Non-Retail Expenditure	\$21.58 M	53.2%	\$188.07 M	53.1%	\$445.37 M	53.0%	\$1.24 B	53.2%	
Total Retail Expenditure	\$19.01 M	46.8%	\$166.06 M	46.9%	\$394.22 M	47.0%	\$1.09 B	46.8%	
Apparel	\$1.46 M	3.6%	\$12.61 M	3.6%	\$29.92 M	3.6%	\$83.22 M	3.6%	
Contributions	\$1.43 M	3.5%	\$11.99 M	3.4%	\$28.67 M	3.4%	\$79.18 M	3.4%	
Education	\$1.41 M	3.5%	\$11.55 M	3.3%	\$27.45 M	3.3%	\$76.29 M	3.3%	
Entertainment	\$2.37 M	5.8%	\$20.25 M	5.7%	\$48.25 M	5.7%	\$133.31 M	5.7%	
Food and Beverages	\$5.86 M	14.4%	\$51.74 M	14.6%	\$122.33 M	14.6%	\$341.11 M	14.6%	
Furnishings and Equipment	\$1.47 M	3.6%	\$12.57 M	3.5%	\$29.95 M	3.6%	\$82.73 M	3.5%	
Gifts	\$1.09 M	2.7%	\$9.06 M	2.6%	\$21.72 M	2.6%	\$60.57 M	2.6%	
Health Care	\$3.31 M	8.2%	\$29.44 M	8.3%	\$69.75 M	8.3%	\$193.66 M	8.3%	
Household Operations	\$1.64 M	4.0%	\$14.09 M	4.0%	\$33.51 M	4.0%	\$92.93 M	4.0%	
Miscellaneous Expenses	\$778.2 K	1.9%	\$6.73 M	1.9%	\$16 M	1.9%	\$44.48 M	1.9%	
Personal Care	\$544.88 K	1.3%	\$4.77 M	1.3%	\$11.3 M	1.3%	\$31.42 M	1.3%	
Personal Insurance	\$310.37 K	0.8%	\$2.57 M	0.7%	\$6.19 M	0.7%	\$16.93 M	0.7%	
Reading	\$90.18 K	0.2%	\$781.48 K	0.2%	\$1.86 M	0.2%	\$5.15 M	0.2%	
Shelter	\$8.53 M	21.0%	\$74.95 M	21.2%	\$176.86 M	21.1%	\$494.91 M	21.2%	
Tobacco	\$207.54 K	0.5%	\$2.02 M	0.6%	\$4.66 M	0.6%	\$13.3 M	0.6%	
Transportation	\$7.3 M	18.0%	\$63.62 M	18.0%	\$151.41 M	18.0%	\$418.98 M	17.9%	
Utilities	\$2.81 M	6.9%	\$25.4 M	7.2%	\$59.79 M	7.1%	\$167.34 M	7.2%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	773		7,727		18,620		52,881		
Elementary (Grade Level 0 to 8)	10	1.3%	107	1.4%	368	2.0%	1,832	3.5%	
Some High School (Grade Level 9 to 11)	34	4.4%	218	2.8%	670	3.6%	2,967	5.6%	
High School Graduate	193	24.9%	1,522	19.7%	3,920	21.1%	13,648	25.8%	
Some College	181	23.5%	1,374	17.8%	3,056	16.4%	9,490	17.9%	
Associate Degree Only	71	9.2%	633	8.2%	1,685	9.1%	5,413	10.2%	
Bachelor Degree Only	127	16.4%	1,826	23.6%	4,587	24.6%	10,626	20.1%	
Graduate Degree	157	20.3%	2,048	26.5%	4,334	23.3%	8,906	16.8%	

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Units In Structure (2023)									
1 Detached Unit	294	78.9%	2,665	61.1%	6,283	63.6%	14,947	52.2%	
1 Attached Unit	3	0.8%	70	1.6%	522	5.3%	1,110	3.9%	
2 to 4 Units	61	16.2%	977	22.4%	1,894	19.2%	6,369	22.2%	
5 to 9 Units	18	4.9%	410	9.4%	785	8.0%	2,432	8.5%	
10 to 19 Units	3	0.8%	186	4.3%	248	2.5%	1,498	5.2%	
20 to 49 Units	1	0.4%	77	1.8%	239	2.4%	1,308	4.6%	
50 or More Units	3	0.9%	315	7.2%	436	4.4%	2,510	8.8%	
Mobile Home or Trailer	32	8.5%	123	2.8%	408	4.1%	984	3.4%	
Other Structure	-	-	2	-	2	-	10	-	
Homes Built By Year (2023)									
Homes Built 2010 or later	12	3.2%	282	6.5%	814	8.2%	2,628	9.2%	
Homes Built 2000 to 2009	37	10.0%	582	13.3%	1,481	15.0%	3,074	10.7%	
Homes Built 1990 to 1999	32	8.6%	318	7.3%	853	8.6%	2,007	7.0%	
Homes Built 1980 to 1989	61	16.4%	690	15.8%	1,485	15.0%	3,168	11.1%	
Homes Built 1970 to 1979	60	16.1%	679	15.6%	1,504	15.2%	4,505	15.7%	
Homes Built 1960 to 1969	43	11.4%	435	10.0%	902	9.1%	2,880	10.1%	
Homes Built 1950 to 1959	54	14.4%	606	13.9%	1,154	11.7%	3,642	12.7%	
Homes Built Before 1949	117	31.5%	1,233	28.3%	2,623	26.6%	9,264	32.4%	
Home Values (2023)									
Home Values \$1,000,000 or More	2	0.6%	47	1.6%	128	1.8%	266	1.6%	
Home Values \$500,000 to \$999,999	38	12.6%	285	10.0%	714	10.3%	1,668	10.3%	
Home Values \$400,000 to \$499,999	69	23.2%	601	21.1%	1,656	23.8%	2,829	17.5%	
Home Values \$300,000 to \$399,999	52	17.3%	713	25.1%	1,616	23.2%	3,447	21.3%	
Home Values \$200,000 to \$299,999	68	22.8%	716	25.2%	1,601	23.0%	3,972	24.6%	
Home Values \$150,000 to \$199,999	31	10.4%	205	7.2%	553	7.9%	1,620	10.0%	
Home Values \$100,000 to \$149,999	32	10.9%	207	7.3%	403	5.8%	1,116	6.9%	
Home Values \$70,000 to \$99,999	4	1.4%	31	1.1%	86	1.2%	383	2.4%	
Home Values \$50,000 to \$69,999	-	-	6	0.2%	37	0.5%	146	0.9%	
Home Values \$25,000 to \$49,999	-	-	23	0.8%	55	0.8%	198	1.2%	
Home Values Under \$25,000	-	-	9	0.3%	115	1.6%	508	3.1%	
Owner-Occupied Median Home Value	\$323,519		\$330,618		\$337,981		\$302,587		
Renter-Occupied Median Rent	\$1,216		\$1,256		\$1,247		\$1,133		
Transportation To Work (2023)									
Drive to Work Alone	327	60.4%	3,426	52.9%	8,358	59.5%	24,848	63.2%	
Drive to Work in Carpool	24	4.5%	267	4.1%	588	4.2%	2,432	6.2%	
Travel to Work by Public Transportation	4	0.7%	49	0.8%	129	0.9%	1,344	3.4%	
Drive to Work on Motorcycle	-	-	-	-	-	-	8	-	
Walk or Bicycle to Work	31	5.7%	974	15.0%	1,298	9.2%	2,675	6.8%	
Other Means	6	1.1%	63	1.0%	140	1.0%	323	0.8%	
Work at Home	149	27.6%	1,695	26.2%	3,531	25.1%	7,672	19.5%	
Travel Time (2023)									
Travel to Work in 14 Minutes or Less	93	17.2%	1,726	26.7%	3,100	22.1%	10,158	25.8%	
Travel to Work in 15 to 29 Minutes	119	22.0%	1,346	20.8%	3,174	22.6%	10,475	26.7%	
Travel to Work in 30 to 59 Minutes	138	25.6%	1,134	17.5%	2,825	20.1%	7,407	18.8%	
Travel to Work in 60 Minutes or More	42	7.7%	573	8.8%	1,414	10.1%	3,590	9.1%	
Average Minutes Travel to Work	26.0		22.7		23.6		20.9		

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