WHO LIVES HERE?

WHO WORKS HERE?

IS THERE MONEY TO BE MADE HERE? YES!

IS TIMES SQUARE
CAPTURING ITS MARKET
POTENTIAL? NO!

CAN WE HELP?

38,272 HOUSEHOLDS

200,000 EMPLOYEES

\$2.1 BILLION POTENTIAL EARNINGS

\$323 MILLION LOST SALES POTENTIAL

YES!

- ightarrow 71% under 50 years old
- → Median income of \$109,000 for residents between 25 and 34 years old
- → 75% employed in creative occupations (arts, media, publishing, etc.)
- ightarrow 67% college-educated
- → Population is young and savvy: 28% "Bohemian Mix" and 25% "Young Digerati" as defined by Claritas. Inc.
- → Hell's Kitchen has seen **27**% residential growth since 2000

- → One in four Midtown office employees works in Times Square
- → Average salary in Times Square area is \$119,000
- → 53% employed in creative industries (finance, professional services, and media)
- → Times Square BID alone contains 29 million SF of office space, 70% of the total markets of Philadelphia, Austin, and Portland, OR.
- → Times Square's total retail spending potential is \$2.1 billion, of which \$1.1 billion represents a largely untapped local employee and resident market
- → According to research, \$2.1 billion could be spent in Times Square as follows:

RESIDENT SPENDING POTENTIAL

- → General Retail potential: \$249 million
- → Food and Beverage potential: \$87 million
- → Total: \$336 million

EMPLOYEE SPENDING POTENTIAL

- → General Retail potential: \$247 million
- → Food and Beverage potential: \$499 million
- → Total: **\$746 million**

TOURIST SPENDING POTENTIAL

- → General Retail potential: \$496 million
- → Food and Beverage Potential: \$521 million
- \rightarrow Total: **\$1017 million**

Times Square can optimistically expect to capture \$1.1 billion in office worker and resident retail and food and beverage

- → Times Square loses up to \$323 million in sales potential annually, largely due to office worker and resident spending "leaking" to other retail concentrations
- → Times Square's employees and residents represent the same young, urban consumer base eaged for the high quality, unique and original products and services that are currently underrepresented in this area

Times Square Alliance can provide you with:

- → Pedestrian Counts
- → Vacancy Information
- \rightarrow Demographics
- → Tourism Data
- → Transit Data
- \rightarrow Testimonials
- ightarrow Surveys and Focus Groups
- → Access to Local Employees and Residents
 And much more
 - ... And much more
- → The Times Square Alliance, which represents businesses, local employees and residents in the Times Square area, is committed to helping first-rate retailers, restaurateurs and merchants come to this area to serve the rapidly growing and still under-served local market.
- → Contact us at 212.452.5225 or www.timessquarenyc.org/do-businesshere/index.aspx

defined as 13 census tracts covering approximately 38th–59th Streets from the West Side of Avenue of the Americas to the Hudson River. SOURCE: HR&A

200,000 EMPLOYEES → Includes area between 40th and 53rd Streets from the West Side of Avenue of the Americas to the Hudson River, \$119,000 includes employee salaries in zip codes 10036 and 10019.

SOURCE: HR&A

SOURCE: HR&A