



Who lives here?

- 70,000 residents
- 43,000 households
- 61% of residents are younger than 45 years old
- 68% of residents are college educated
- Income:
 - \$85,000 median household income
 - 43% of residents' income exceeds \$100,000
 - 12.5% of residents are 25-34 years old and earn more than \$100,000
 - 18% of residents' income exceeds \$200,000



Who works here?

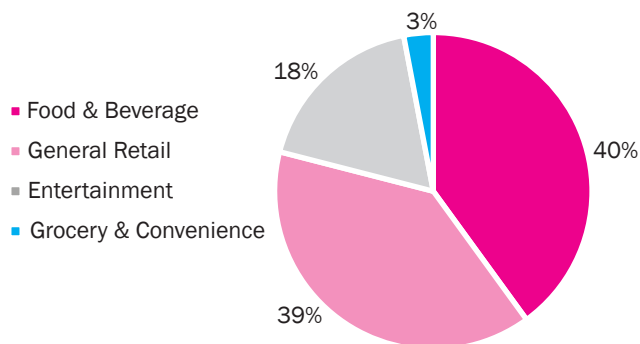
- 225,000 office workers
- 51,450,000 occupied square feet of commercial office space
- 25% of all midtown employees work in the greater Times Square area
- Area workers are concentrated in finance, professional services, and media



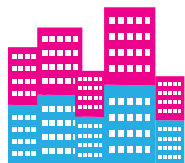
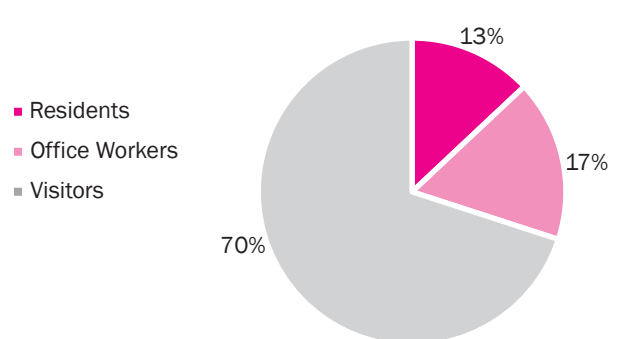
Is there money to be made here? YES!

- \$8.4 billion retail spending potential
- Times Square could reasonably capture an additional \$2.7 billion in retail and restaurant spending

Distribution of Retail Spending Potential by Purchase Category



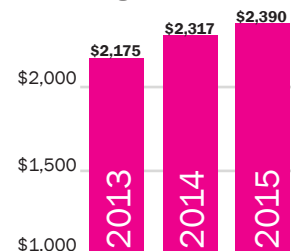
Distribution of Retail Spending Potential by Consumer Category



Asking about asking rents?

- Asking rents for retail spaces are strong and have grown steadily in recent years
- New & diverse retail tenants in the Times Square Market Area: GAP & Old Navy, Whole Foods, The Little Beet

Average Retail Asking Rents in Times Square, PSF



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- Source: Times Square Retail Study, 2016, HR&A Advisors
 - Study Area: 38th to 59th Streets, Sixth Avenue to Hudson River