

2025 Market Comparison

Scan/US, Inc.

Brooklyn, Manhattan, and Queens

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		Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
Population	2025	2,625,939		1,665,743		2,324,184	
	2030	2,545,094		1,658,529		2,210,360	
	2020	2,736,074		1,694,251		2,405,464	
	2010	2,504,750	%	1,585,950	%	2,230,453	%
Race	White	1,040,061	39.6	829,090	49.8	643,029	27.7
	Black	860,174	32.8	305,745	18.4	481,522	20.7
	American Indian	13,823	0.5	7,612	0.5	22,921	1.0
	Asian & PI	346,303	13.2	228,209	13.7	651,468	28.0
	Other	365,578	13.9	295,086	17.7	525,244	22.6
Hispanic population		430,999	16.4	353,877	21.2	601,658	25.9
Sex	Male	1,245,748	47.4	782,275	47.0	1,127,379	48.5
	Female	1,380,191	52.6	883,467	53.0	1,196,805	51.5
Median age		37.1		39.2		41.4	
Education	Population 25+	1,853,866	70.6	1,292,397	77.6	1,710,377	73.6
	No high school diploma	286,772	15.5	133,769	10.4	291,590	17.0
	High school graduate	437,234	23.6	146,183	11.3	428,801	25.1
	Some college	341,415	18.4	166,221	12.9	367,865	21.5
	College graduate	469,165	25.3	435,771	33.7	380,016	22.2
	Graduate/professional degree	319,280	17.2	410,453	31.8	242,105	14.2
Households		1,003,015		824,752		841,044	
Average household size		2.56		1.90		2.70	
Household income	< \$25,000	191,661	19.1	150,267	18.2	122,140	14.5
	\$25,000 - \$49,999	155,048	15.5	89,522	10.9	128,255	15.2
	\$50,000 - \$74,999	133,337	13.3	82,326	10.0	124,096	14.8
	\$75,000 - \$99,999	104,311	10.4	66,422	8.1	99,438	11.8
	\$100,000+	418,314	41.7	436,113	52.9	367,088	43.6
Median household income		80,153		109,098		85,832	
Average household income		134,856		215,841		127,606	
Consumer spending (total annual, \$000)		93,144,574		82,433,895		82,705,402	
	Housing	35,011,650	37.6	35,716,553	43.3	29,079,172	35.2
	Transportation	7,997,177	8.6	6,128,568	7.4	8,959,036	10.8
	Food at home	8,582,565	9.2	5,809,467	7.0	7,683,557	9.3
	Food away from home	4,850,063	5.2	3,588,522	4.4	4,333,999	5.2
	Life insurance & pensions	12,172,113	13.1	10,026,163	12.2	10,887,596	13.2
	Entertainment	4,329,369	4.6	4,730,905	5.7	3,597,640	4.3
	Healthcare	7,974,221	8.6	5,569,685	6.8	7,476,675	9.0
	Apparel & related services	2,813,203	3.0	2,053,189	2.5	2,469,433	3.0
	Other	9,400,648	10.1	8,798,990	10.7	8,207,774	9.9
	Average consumer spending	89,264		90,416		94,346	
Business establishments		100,066		142,106		73,839	
	Industrial	11,400	11.4	8,626	6.1	10,935	14.8
	Manufacturing	2,676	2.7	4,384	3.1	1,442	2.0
	Commercial	34,111	34.1	39,434	27.7	24,558	33.3
	Office	43,778	43.7	81,960	57.7	32,371	43.8
	Other	8,101	8.1	7,702	5.4	4,533	6.1
Total employees		659,416		2,142,036		498,280	

2025 Employees by Occupation comparing areas

Brooklyn, Manhattan, and Queens

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	Kings, NY (County 36047)	New York, NY (County 36061)	Queens, NY (County 36081)
Establishments	100,066	142,106	73,839
Employees	659,416	2,142,036	498,280
Average employees per establishment	6.59	15.07	6.75

Occupations

		%		%		%
Management and professions	299,441	45.4	1,220,884	57.0	204,243	41.0
Management	72,028	24.1	343,056	28.1	55,232	27.0
Business and financial operations	40,272	13.4	245,515	20.1	27,071	13.3
Computers and mathematical sciences	17,004	5.7	133,471	10.9	11,616	5.7
Architecture and engineering	7,498	2.5	37,012	3.0	5,627	2.8
Life, physical and social sciences	5,842	2.0	20,899	1.7	3,515	1.7
Community and social service	18,262	6.1	33,134	2.7	11,337	5.6
Legal professions	9,590	3.2	85,357	7.0	7,720	3.8
Education, training, library professions	37,799	12.6	55,301	4.5	22,788	11.2
Arts, design, entertainment, sports, media	21,343	7.1	132,491	10.9	12,437	6.1
Health diagnosing, treating practice	48,960	16.4	95,277	7.8	31,543	15.4
Health technologists and technicians	20,843	7.0	39,371	3.2	15,357	7.5
Service Occupations	130,138	19.7	268,662	12.5	101,592	20.4
Healthcare support	33,335	25.6	63,787	23.7	24,557	24.2
Protective services	16,201	12.4	41,854	15.6	18,792	18.5
Food preparation and serving	45,321	34.8	75,830	28.2	33,680	33.2
Building and grounds maintenance	16,663	12.8	51,782	19.3	11,830	11.6
Personal care and service	18,618	14.3	35,409	13.2	12,733	12.5
Sales and office occupations	130,766	19.8	443,917	20.7	96,843	19.4
Sales	65,657	50.2	193,591	43.6	46,799	48.3
Office and administrative support	65,109	49.8	250,326	56.4	50,044	51.7
Nat.resources, construction, maintenance	35,663	5.4	71,250	3.3	42,472	8.5
Farming, fishing, forestry	357	1.0	1,761	2.5	190	0.4
Construction and extraction	22,914	64.3	40,982	57.5	30,486	71.8
Installation, maintenance, repair	12,392	34.7	28,507	40.0	11,796	27.8
Production and transport	59,776	9.1	126,360	5.9	50,922	10.2
Production	20,935	35.0	63,212	50.0	16,325	32.1
Transportation	19,603	32.8	30,719	24.3	20,889	41.0
Material moving	19,238	32.2	32,429	25.7	13,708	26.9

Minor category percent shares are based on the major category; major category percent shares are based on total employees.

	Kings, NY (County 36047)	New York, NY (County 36061)	Queens, NY (County 36081)
Establishments	100,066	142,106	73,839
Employees	659,416	2,142,036	498,280
Average employees per establishment	6.59	15.07	6.75

Establishments by business type

	%		%		%	
Industrial	11,400	11.4	8,626	6.1	10,935	14.8
Manufacturing	2,676	2.7	4,384	3.1	1,442	2.0
Commercial/retail	34,111	34.1	39,434	27.7	24,558	33.3
Office	43,778	43.7	81,960	57.7	32,371	43.8
Other	8,101	8.1	7,702	5.4	4,533	6.1

Employment by business type

	%		%		%	
Industrial	77,935	11.8	137,104	6.4	87,191	17.5
Manufacturing	25,333	3.8	137,740	6.4	19,606	3.9
Commercial/retail	170,692	25.9	350,354	16.4	125,540	25.2
Office	217,614	33.0	1,196,794	55.9	148,459	29.8
Other	167,842	25.5	320,044	14.9	117,484	23.6

Establishments: retail

	%		%		%	
Retail trade	11,642	11.6	11,965	8.4	7,314	9.9
Restaurants and bars	6,847	6.8	7,739	5.4	5,231	7.1
Personal, rental and repair services	8,435	8.4	9,831	6.9	6,961	9.4
Auto repair services	1,202	1.2	929	0.7	1,270	1.7
Hotels and motels	212	0.2	841	0.6	200	0.3
Theaters and retail amusements	177	0.2	303	0.2	137	0.2
Equipment rental	304	0.3	212	0.1	193	0.3

Employment: retail

	%		%		%	
Retail trade	56,761	8.6	85,589	4.0	38,156	7.7
Restaurants and bars	51,655	7.8	82,353	3.8	40,123	8.1
Personal, rental and repair services	17,542	2.7	33,737	1.6	15,332	3.1
Auto repair services	3,510	0.5	2,136	0.1	3,611	0.7
Hotels and motels	1,708	0.3	33,235	1.6	2,585	0.5
Theaters and retail amusements	3,028	0.5	6,205	0.3	1,115	0.2
Equipment rental	1,243	0.2	1,408	0.1	892	0.2

Establishment and employment category percent shares are based on
total establishments or total employees respectively.

	Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
Establishments by industry (NAICS)		%		%		%
Agriculture/forestry/fishing (11)	145	0.1	188	0.1	106	0.1
Mining (21)	20	0.0	57	0.0	21	0.0
Utilities (22)	100	0.1	175	0.1	100	0.1
Construction (23)	5,148	5.1	3,197	2.2	5,551	7.5
Manufacturing (31-3)	3,266	3.3	4,157	2.9	2,010	2.7
Wholesale trade(42)	4,770	4.8	7,598	5.3	2,986	4.0
Retail trade (44-5)	13,041	13.0	12,982	9.1	8,343	11.3
Transportation and warehousing (48)	2,532	2.5	1,914	1.3	3,100	4.2
Information (51)	2,694	2.7	6,622	4.7	1,507	2.0
Finance and insurance (52)	2,420	2.4	8,992	6.3	1,886	2.6
Real estate, rental and leasing (53)	5,227	5.2	7,782	5.5	3,440	4.7
Professional, scientific/technical services (54)	9,390	9.4	26,081	18.4	6,245	8.5
Company/enterprise management (55)	296	0.3	562	0.4	209	0.3
Administrative/waste mgnt services (56)	8,078	8.1	14,116	9.9	6,257	8.5
Educational services (61)	2,232	2.2	2,504	1.8	1,374	1.9
Health care (621-3)	16,239	16.2	18,481	13.0	14,183	19.2
Social assistance (624)	2,108	2.1	1,885	1.3	1,219	1.7
Arts/entertainment/recreation (71)	1,764	1.8	3,943	2.8	1,156	1.6
Accommodation/food services (72)	7,150	7.1	8,675	6.1	5,475	7.4
Other services (81)	13,121	13.1	11,578	8.1	8,464	11.5
Public administration (92)	325	0.3	617	0.4	207	0.3

Establishments by industry (SIC)		%		%		%
Agriculture/forestry/fishing (01-09)	507	0.5	558	0.4	406	0.5
Mining (10-14)	22	0.0	73	0.1	22	0.0
Construction (15-17)	4,928	4.9	2,826	2.0	5,414	7.3
Manufacturing (20-39)	2,719	2.7	4,650	3.3	1,471	2.0
Transportation/comm/utilities (40-49)	4,430	4.4	4,559	3.2	4,477	6.1
Wholesale trade (50-51)	4,769	4.8	7,598	5.3	2,984	4.0
Retail trade (52-59)	20,855	20.8	21,617	15.2	14,301	19.4
Finance/insurance/real estate (60-67)	7,700	7.7	17,208	12.1	5,341	7.2
Services (70-89)	53,814	53.8	82,403	58.0	39,216	53.1
Government/other (91-99)	322	0.3	614	0.4	207	0.3

Establishments by size		%		%		%
1 - 4 employees	75,589	75.5	95,219	67.0	55,313	74.9
5 - 9 employees	14,623	14.6	19,581	13.8	10,792	14.6
10 - 19 employees	5,927	5.9	13,554	9.5	4,439	6.0
20 - 49 employees	2,526	2.5	7,344	5.2	2,095	2.8
50 - 249 employees	1,218	1.2	5,382	3.8	1,050	1.4
250+ employees	183	0.2	1,026	0.7	150	0.2

Kings, NY
(County 36047)New York, NY
(County 36061)Queens, NY
(County 36081)**Employment by industry (NAICS)**

		%		%		%
Agriculture/forestry/fishing (11)	615	0.1	4,080	0.2	301	0.1
Mining (21)	158	0.0	627	0.0	191	0.0
Utilities (22)	1,000	0.2	2,066	0.1	1,021	0.2
Construction (23)	28,638	4.3	45,552	2.1	40,165	8.1
Manufacturing (31-3)	27,145	4.1	110,534	5.2	21,920	4.4
Wholesale trade(42)	35,327	5.4	109,020	5.1	22,624	4.5
Retail trade (44-5)	72,965	11.1	106,329	5.0	53,082	10.7
Transportation and warehousing (48)	17,945	2.7	31,087	1.5	24,319	4.9
Information (51)	16,762	2.5	154,405	7.2	10,501	2.1
Finance and insurance (52)	21,151	3.2	294,363	13.7	13,115	2.6
Real estate, rental and leasing (53)	19,725	3.0	69,864	3.3	14,529	2.9
Professional, scientific/technical services (54)	39,310	6.0	348,930	16.3	25,188	5.1
Company/enterprise management (55)	968	0.1	5,937	0.3	695	0.1
Administrative/waste mngt services (56)	33,404	5.1	181,781	8.5	26,490	5.3
Educational services (61)	49,771	7.5	79,361	3.7	29,311	5.9
Health care (621-3)	130,826	19.8	241,952	11.3	89,300	17.9
Social assistance (624)	27,408	4.2	37,081	1.7	16,604	3.3
Arts/entertainment/recreation (71)	10,967	1.7	43,348	2.0	6,422	1.3
Accommodation/food services (72)	54,079	8.2	117,442	5.5	43,030	8.6
Other services (81)	44,451	6.7	102,510	4.8	30,267	6.1
Public administration (92)	26,801	4.1	55,767	2.6	29,205	5.9

Employment by industry (SIC)

		%		%		%
Agriculture/forestry/fishing (01-09)	1,934	0.3	6,495	0.3	1,594	0.3
Mining (10-14)	179	0.0	768	0.0	197	0.0
Construction (15-17)	27,818	4.2	41,194	1.9	40,054	8.0
Manufacturing (20-39)	25,804	3.9	148,218	6.9	19,862	4.0
Transportation/comm/utilities (40-49)	32,511	4.9	86,832	4.1	37,263	7.5
Wholesale trade (50-51)	35,325	5.4	109,020	5.1	22,615	4.5
Retail trade (52-59)	129,331	19.6	195,999	9.2	96,615	19.4
Finance/insurance/real estate (60-67)	41,095	6.2	370,254	17.3	27,160	5.5
Services (70-89)	339,936	51.6	1,128,319	52.7	223,648	44.9
Government/other (91-99)	25,483	3.9	54,937	2.6	29,272	5.9