

MIXED USE PROPERTY

FOR LEASE

197 2ND AVENUE, NEW YORK, NY 10003

**PRIME EAST VILLAGE RETAIL/
RESTAURANT FOR LEASE
\$17,000 PER MONTH**

FOR MORE INFORMATION

Joseph T. Hamdan

Kimberly Fong

718.921.3100 x105

718.921.3100 x161

jhamdan@cbreliable.com

kimberly.fong@coldwellbanker.com



Reliable Real Estate

VIRTUALLY STAGED



Reliable Real Estate

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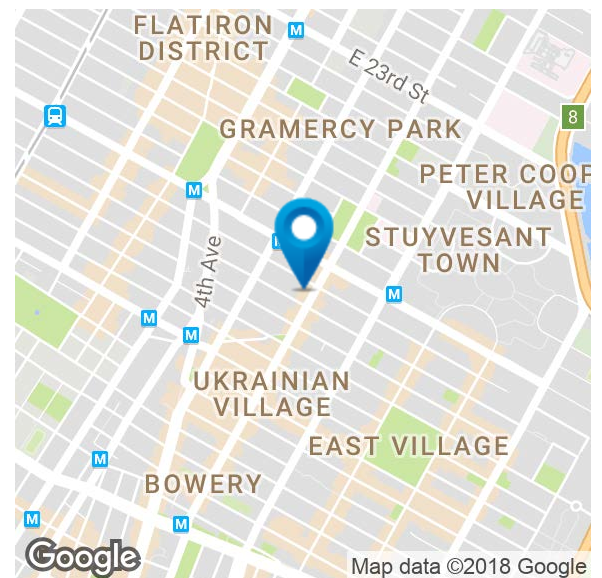
PRIME EAST VILLAGE RETAIL/RESTAURANT FOR LEASE \$17,000 PER MONTH

Property Description

Coldwell Banker Reliable Commercial Division is pleased to present approximately 1,600 SF of ground floor retail space plus basement space for lease in the East Village at 197 2nd Avenue, New York, NY 10003. The space is centrally located on 2nd Avenue, in proximity to New York University and its student housing, and in between Union Square and Stuyvesant Town. Nearby tenants include a mix of medical tenants such as Mount Sinai Beth Israel Hospital and New York University Langone, national tenants such as IHOP and KFC and numerous neighborhood fixtures such as Momofuku, Milk Bar and Village East Cinema. Suitable uses include but are not limited to food and bar, professional office and retail. All uses will be considered.

Property Highlights

- Close proximity to the L train and M14A, M14D and M15 buses.

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**OFFERING SUMMARY**

Available SF:	1,600 SF
Lease Rate:	\$17,000 per month (NN)
Lot Size:	0.04 Acres
Building Size:	7,500 SF
Zoning:	R7A, C1-5

PROPERTY OVERVIEW

Coldwell Banker Reliable Commercial Division is pleased to present approximately 1,600 SF of ground floor retail space plus basement space for lease in the East Village at 197 2nd Avenue, New York, NY 10003. The space is centrally located on 2nd Avenue, in proximity to New York University and its student housing, and in between Union Square and Stuyvesant Town. Nearby tenants include a mix of medical tenants such as Mount Sinai Beth Israel Hospital and New York University Langone, national tenants such as IHOP and KFC and numerous neighborhood fixtures such as Momofuku, Milk Bar and Village East Cinema. Suitable uses include but are not limited to food and bar, professional office and retail. All uses will be considered.

LOCATION OVERVIEW

The East Village is a neighborhood in Manhattan roughly defined as the area east of the Bowery and Third Avenue and between 14th Street to the north and Houston Street to the south.

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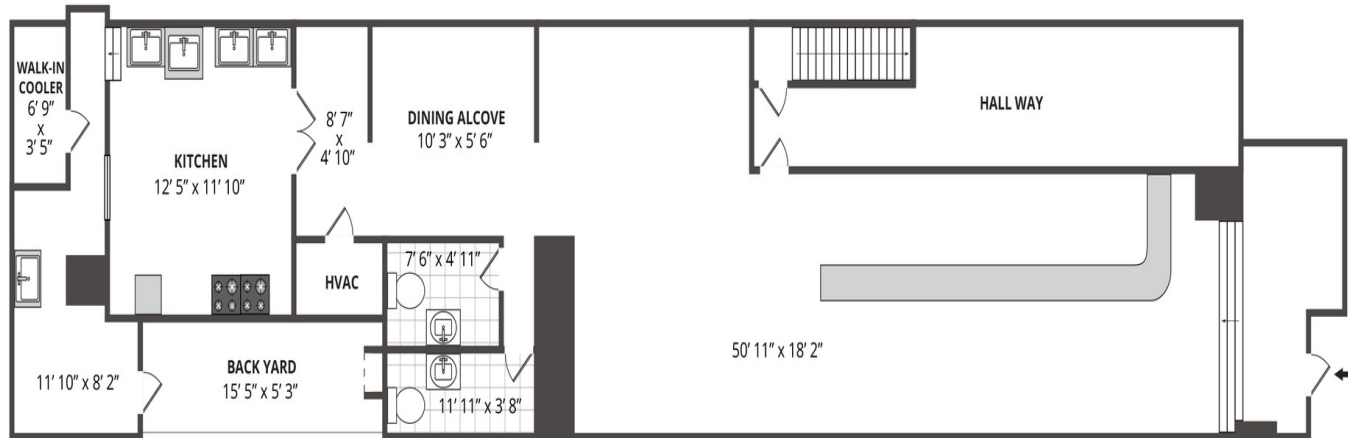
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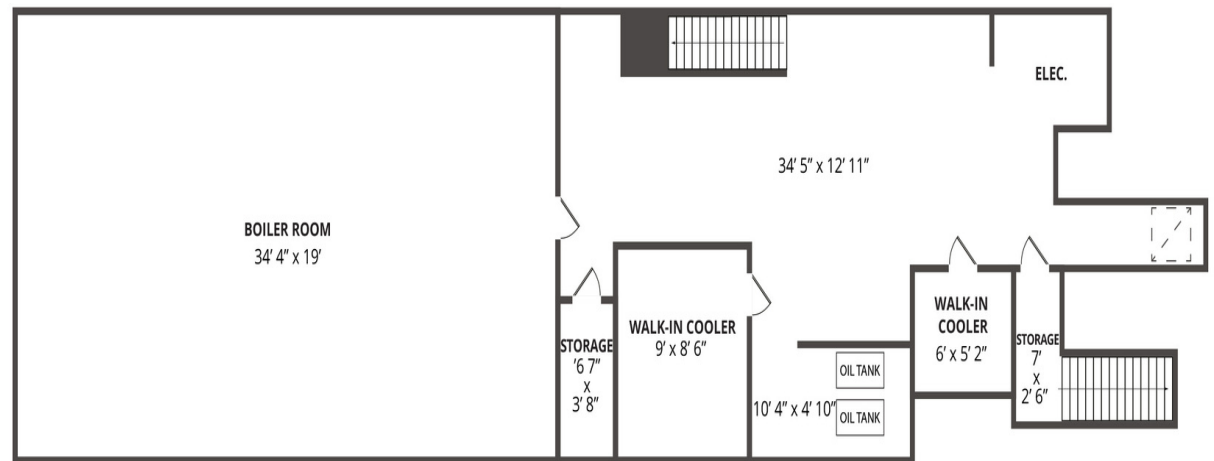
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FIRST FLOOR



BASEMENT



For illustration purposes only

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718.921.3100 x105
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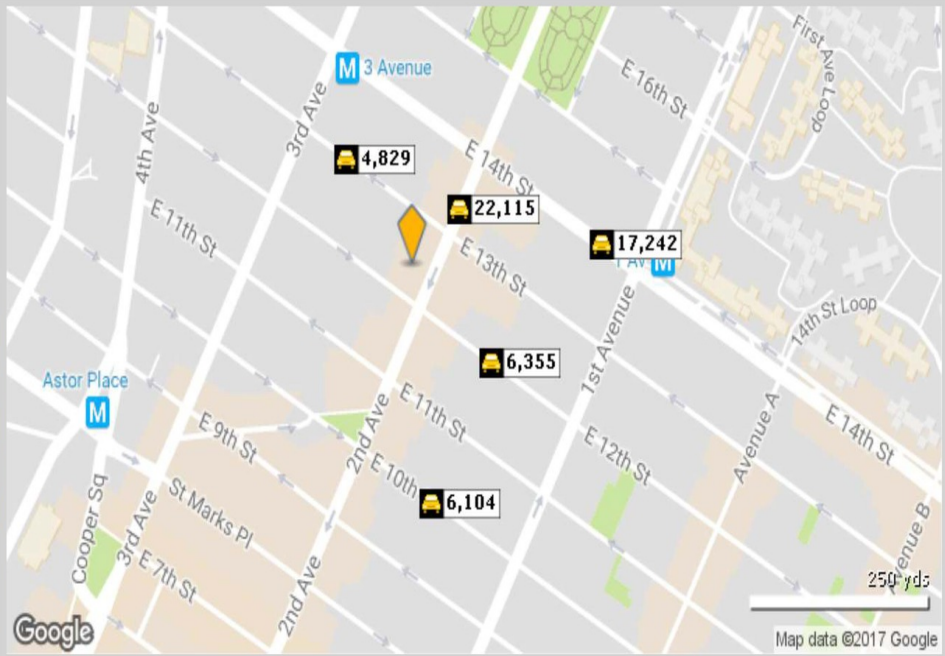
197 2ND AVENUE, NEW YORK, NY 10003

PRIME EAST VILLAGE RETAIL/RESTAURANT FOR LEASE \$17,000 PER MONTH

197 Second Ave, New York, NY 10003

Building Type: **General Retail**
 Secondary: **Storefront**
 GLA: **7,500 SF**
 Year Built: **1900**
 Total Available: **1,600 SF**





Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 2 Ave	E 13 St	0.02 SW	2014	39,745	MPSI	.05
2 2nd Ave		0.00	2016	22,115	MPSI	.05
3 E 13 St	3 Ave	0.04 NW	2010	4,891	AADT	.08
4 E 13th St		0.00	2016	4,829	MPSI	.08
5 E 12 St	2 Ave	0.07 NW	2014	7,920	MPSI	.09
6 E 12th St		0.00	2016	6,355	MPSI	.09
7 E 10 St	2 Ave	0.07 NW	2014	7,951	MPSI	.14
8 E 10th St		0.00	2016	6,104	MPSI	.14
9 E 14 St	1 Ave	0.03 SE	2014	17,520	MPSI	.15
10 E 14th St		0.00	2016	17,242	MPSI	.15

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 jhamdan@cbreliable.com

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Ring: 1 mile radius

197 2ND AVENUE, NEW YORK, NY 10003

Summary	Census 2010	2017	2022
Population	265,380	277,630	286,697
Households	138,668	144,723	149,400
Families	41,501	42,255	43,178
Average Household Size	1.77	1.79	1.79
Owner Occupied Housing Units	28,650	30,169	30,827
Renter Occupied Housing Units	110,018	114,554	118,574
Median Age	34.2	35.3	35.9
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	0.64%	0.49%	0.83%
Households	0.64%	0.44%	0.79%
Families	0.43%	0.32%	0.71%
Owner HHs	0.43%	0.18%	0.72%
Median Household Income	3.57%	2.10%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	16,168	11.2%	15,007	10.0%
\$15,000 - \$24,999	9,225	6.4%	8,374	5.6%
\$25,000 - \$34,999	7,792	5.4%	6,526	4.4%
\$35,000 - \$49,999	11,183	7.7%	9,187	6.1%
\$50,000 - \$74,999	18,521	12.8%	15,952	10.7%
\$75,000 - \$99,999	15,292	10.6%	15,132	10.1%
\$100,000 - \$149,999	22,715	15.7%	26,460	17.7%
\$150,000 - \$199,999	15,085	10.4%	18,899	12.7%
\$200,000+	28,742	19.9%	33,862	22.7%
Median Household Income	\$88,994		\$106,038	
Average Household Income	\$138,789		\$160,999	
Per Capita Income	\$74,253		\$85,729	

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,487	3.2%	8,306	3.0%	8,786	3.1%
5 - 9	6,278	2.4%	6,722	2.4%	6,922	2.4%
10 - 14	5,861	2.2%	6,264	2.3%	6,216	2.2%
15 - 19	13,861	5.2%	13,811	5.0%	13,409	4.7%
20 - 24	32,085	12.1%	28,320	10.2%	26,810	9.4%
25 - 34	70,512	26.6%	73,957	26.6%	76,829	26.8%
35 - 44	37,440	14.1%	39,900	14.4%	43,001	15.0%
45 - 54	30,993	11.7%	30,297	10.9%	29,621	10.3%
55 - 64	28,136	10.6%	30,747	11.1%	30,219	10.5%
65 - 74	17,317	6.5%	23,005	8.3%	25,763	9.0%
75 - 84	9,907	3.7%	11,116	4.0%	13,593	4.7%
85+	4,501	1.7%	5,186	1.9%	5,527	1.9%

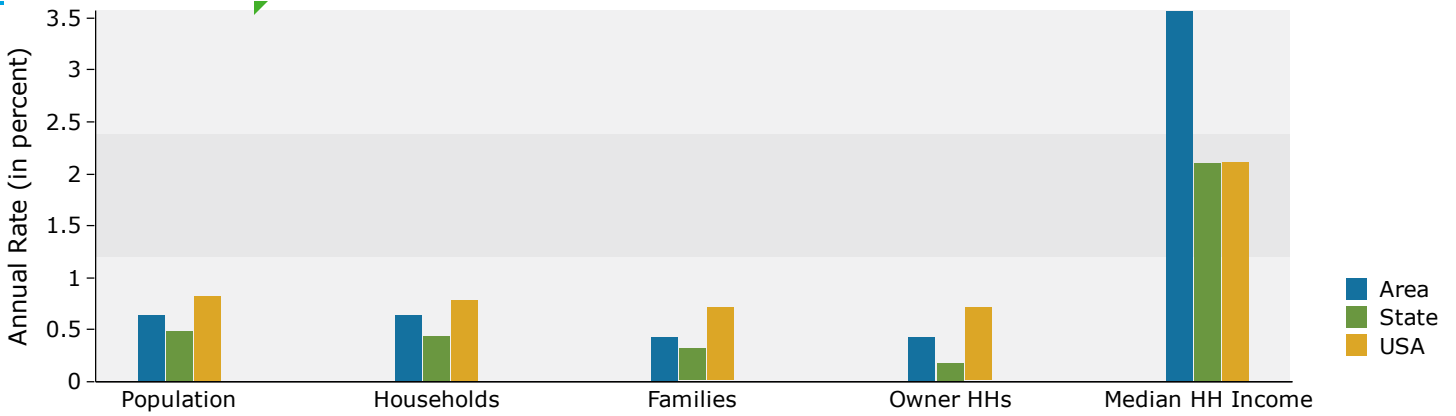
Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	183,234	69.0%	183,512	66.1%	184,949	64.5%
Black Alone	15,562	5.9%	15,601	5.6%	15,254	5.3%
American Indian Alone	803	0.3%	853	0.3%	872	0.3%
Asian Alone	43,336	16.3%	52,047	18.7%	58,733	20.5%
Pacific Islander Alone	115	0.0%	141	0.1%	152	0.1%
Some Other Race Alone	13,404	5.1%	14,927	5.4%	15,266	5.3%
Two or More Races	8,925	3.4%	10,549	3.8%	11,470	4.0%
Hispanic Origin (Any Race)	39,612	14.9%	43,918	15.8%	45,924	16.0%

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 718.921.3100 x105 718.921.3100 x161
jhamdan@cbreliable.com kimberly.fong@coldwellbanker.com

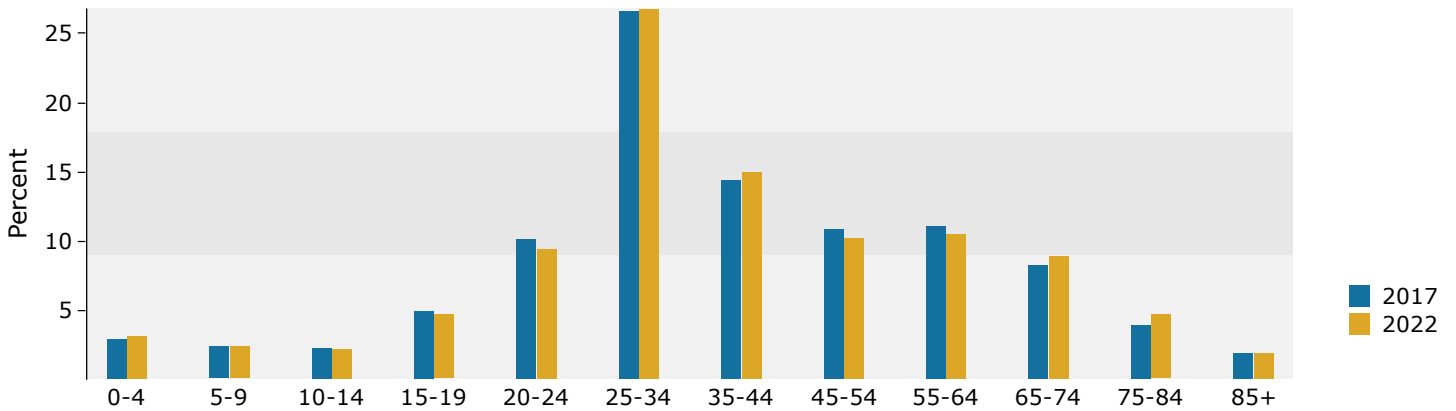
Ring: 1 mile radius

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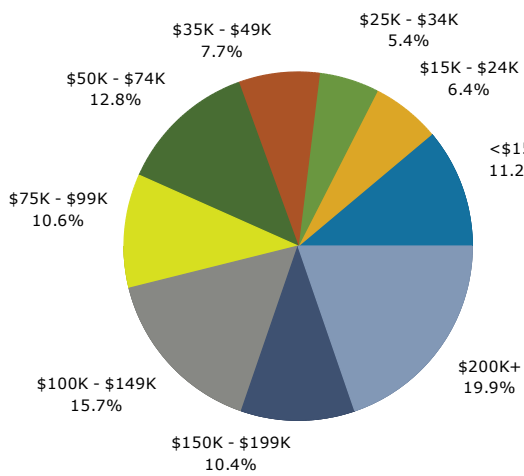
Trends 2017-2022



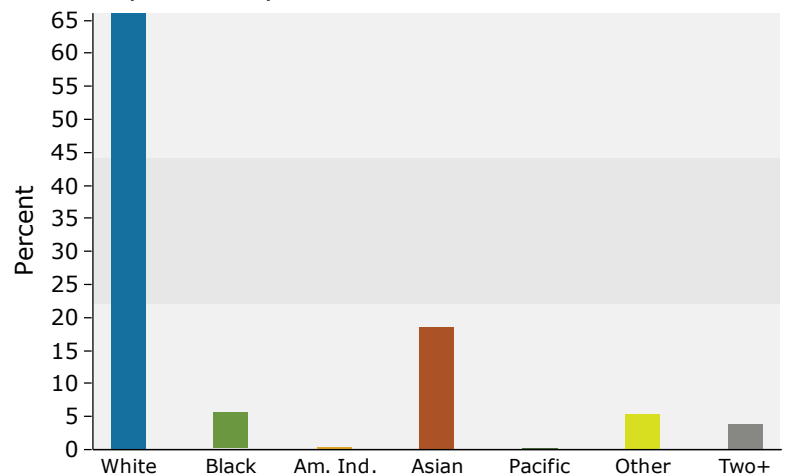
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 15.8%

Joseph T. Hamdan
718.921.3100 x105
jhamdan@cbreliable.com

Kimberly Fong
718.921.3100 x161
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Ring: 3 mile radius

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Summary	Census 2010	2017	2022
Population	1,031,882	1,119,932	1,176,813
Households	511,767	551,473	577,741
Families	187,767	199,274	207,585
Average Household Size	1.93	1.95	1.96
Owner Occupied Housing Units	124,757	134,018	139,144
Renter Occupied Housing Units	387,010	417,456	438,598
Median Age	34.3	35.4	36.1
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.00%	0.49%	0.83%
Households	0.93%	0.44%	0.79%
Families	0.82%	0.32%	0.71%
Owner HHs	0.75%	0.18%	0.72%
Median Household Income	3.48%	2.10%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	63,835	11.6%	61,882	10.7%
\$15,000 - \$24,999	37,453	6.8%	34,912	6.0%
\$25,000 - \$34,999	30,794	5.6%	26,710	4.6%
\$35,000 - \$49,999	41,970	7.6%	35,045	6.1%
\$50,000 - \$74,999	67,468	12.2%	58,546	10.1%
\$75,000 - \$99,999	57,810	10.5%	58,269	10.1%
\$100,000 - \$149,999	84,429	15.3%	99,885	17.3%
\$150,000 - \$199,999	51,968	9.4%	65,592	11.4%
\$200,000+	115,736	21.0%	136,891	23.7%
Median Household Income	\$88,277		\$104,728	
Average Household Income	\$140,513		\$161,471	
Per Capita Income	\$70,272		\$80,299	

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	53,262	5.2%	53,685	4.8%	57,548	4.9%
5 - 9	36,267	3.5%	41,960	3.7%	45,061	3.8%
10 - 14	31,055	3.0%	36,236	3.2%	37,515	3.2%
15 - 19	44,308	4.3%	47,068	4.2%	46,353	3.9%
20 - 24	97,743	9.5%	91,073	8.1%	87,828	7.5%
25 - 34	270,310	26.2%	282,574	25.2%	290,695	24.7%
35 - 44	155,833	15.1%	173,452	15.5%	191,330	16.3%
45 - 54	116,974	11.3%	122,142	10.9%	124,265	10.6%
55 - 64	103,935	10.1%	117,494	10.5%	117,735	10.0%
65 - 74	64,751	6.3%	88,451	7.9%	100,589	8.5%
75 - 84	39,854	3.9%	44,946	4.0%	55,558	4.7%
85+	17,590	1.7%	20,849	1.9%	22,335	1.9%

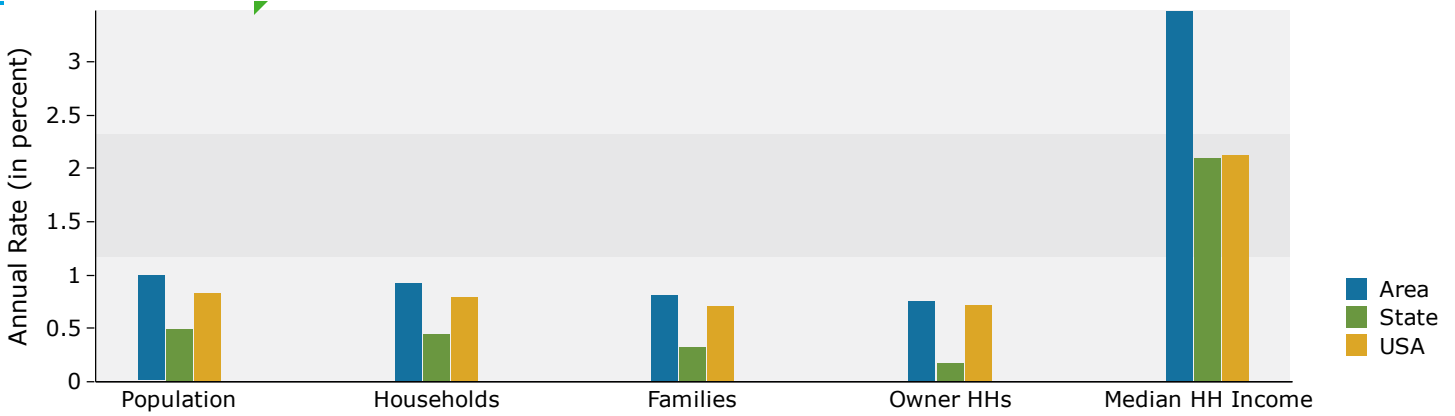
Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	698,727	67.7%	733,020	65.5%	754,755	64.1%
Black Alone	75,174	7.3%	75,115	6.7%	73,542	6.2%
American Indian Alone	3,241	0.3%	3,450	0.3%	3,598	0.3%
Asian Alone	164,758	16.0%	203,661	18.2%	233,894	19.9%
Pacific Islander Alone	532	0.1%	642	0.1%	705	0.1%
Some Other Race Alone	57,123	5.5%	64,376	5.7%	66,866	5.7%
Two or More Races	32,327	3.1%	39,668	3.5%	43,452	3.7%
Hispanic Origin (Any Race)	161,761	15.7%	181,838	16.2%	197,310	16.3%

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 718.921.3100 x105 718.921.3100 x161
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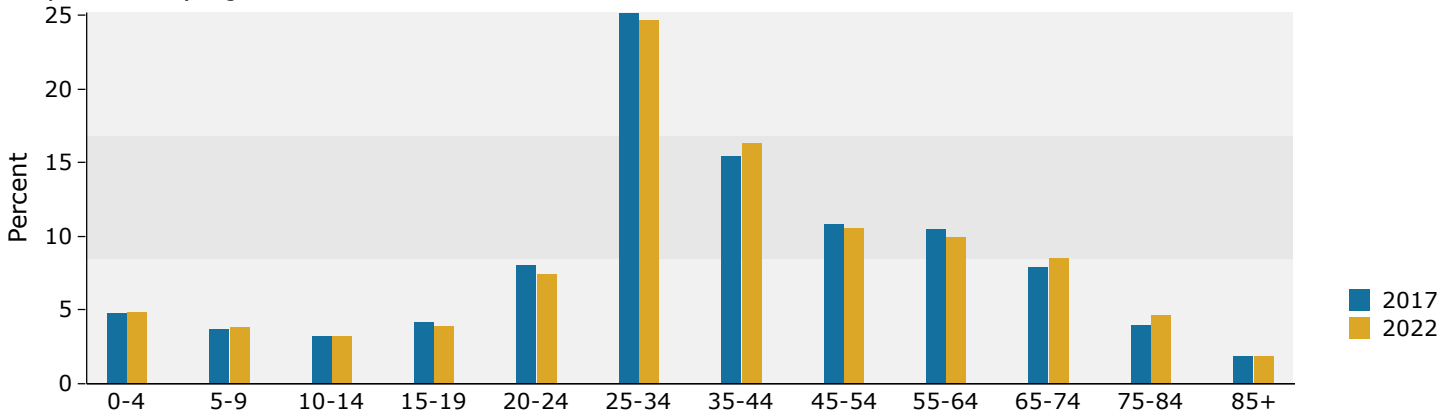
Ring: 3 mile radius

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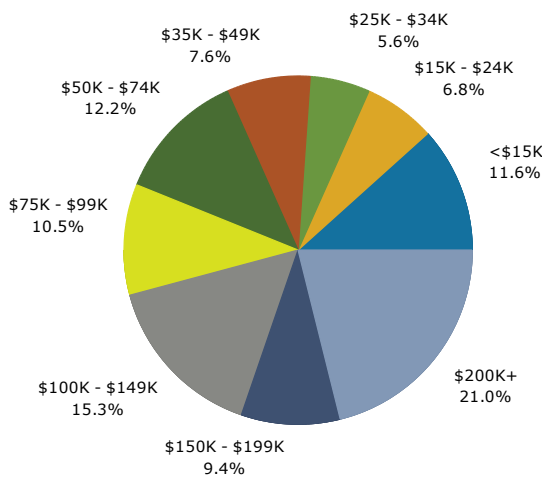
Trends 2017-2022



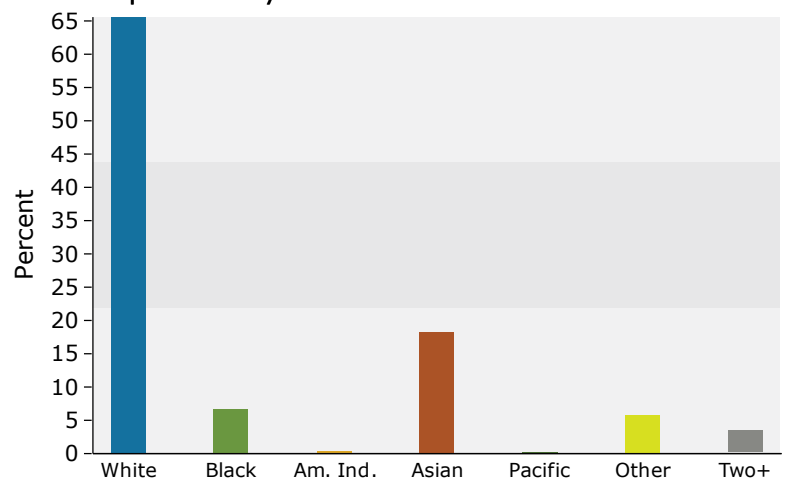
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 16.2%

Joseph T. Hamdan
718.921.3100 x105
jhamdan@cbreliable.com

Kimberly Fong
718.921.3100 x161
kimberly.fong@coldwellbanker.com

Ring: 5 mile radius

197 2ND AVENUE, NEW YORK, NY 10003

Summary	Census 2010	2017	2022
Population	2,629,140	2,833,478	2,977,057
Households	1,185,491	1,266,198	1,324,928
Families	536,289	565,192	588,721
Average Household Size	2.16	2.18	2.19
Owner Occupied Housing Units	294,564	308,441	319,501
Renter Occupied Housing Units	890,927	957,757	1,005,427
Median Age	34.8	36.1	36.9
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	0.99%	0.49%	0.83%
Households	0.91%	0.44%	0.79%
Families	0.82%	0.32%	0.71%
Owner HHs	0.71%	0.18%	0.72%
Median Household Income	3.31%	2.10%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	162,001	12.8%	160,494	12.1%
\$15,000 - \$24,999	102,665	8.1%	97,767	7.4%
\$25,000 - \$34,999	89,641	7.1%	80,303	6.1%
\$35,000 - \$49,999	118,724	9.4%	103,030	7.8%
\$50,000 - \$74,999	176,647	14.0%	157,766	11.9%
\$75,000 - \$99,999	136,142	10.8%	142,185	10.7%
\$100,000 - \$149,999	180,198	14.2%	216,361	16.3%
\$150,000 - \$199,999	100,838	8.0%	128,558	9.7%
\$200,000+	199,308	15.7%	238,431	18.0%
Median Household Income	\$71,861		\$84,560	
Average Household Income	\$118,745		\$136,661	
Per Capita Income	\$53,767		\$61,490	

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	151,146	5.7%	150,732	5.3%	160,161	5.4%
5 - 9	118,189	4.5%	131,883	4.7%	133,228	4.5%
10 - 14	109,206	4.2%	122,451	4.3%	123,803	4.2%
15 - 19	129,188	4.9%	133,772	4.7%	131,296	4.4%
20 - 24	216,230	8.2%	210,335	7.4%	205,265	6.9%
25 - 34	602,694	22.9%	614,500	21.7%	637,661	21.4%
35 - 44	403,960	15.4%	441,061	15.6%	478,891	16.1%
45 - 54	323,943	12.3%	337,855	11.9%	344,680	11.6%
55 - 64	267,597	10.2%	306,704	10.8%	316,969	10.6%
65 - 74	166,583	6.3%	223,719	7.9%	254,828	8.6%
75 - 84	98,673	3.8%	111,566	3.9%	137,615	4.6%
85+	41,729	1.6%	48,900	1.7%	52,661	1.8%

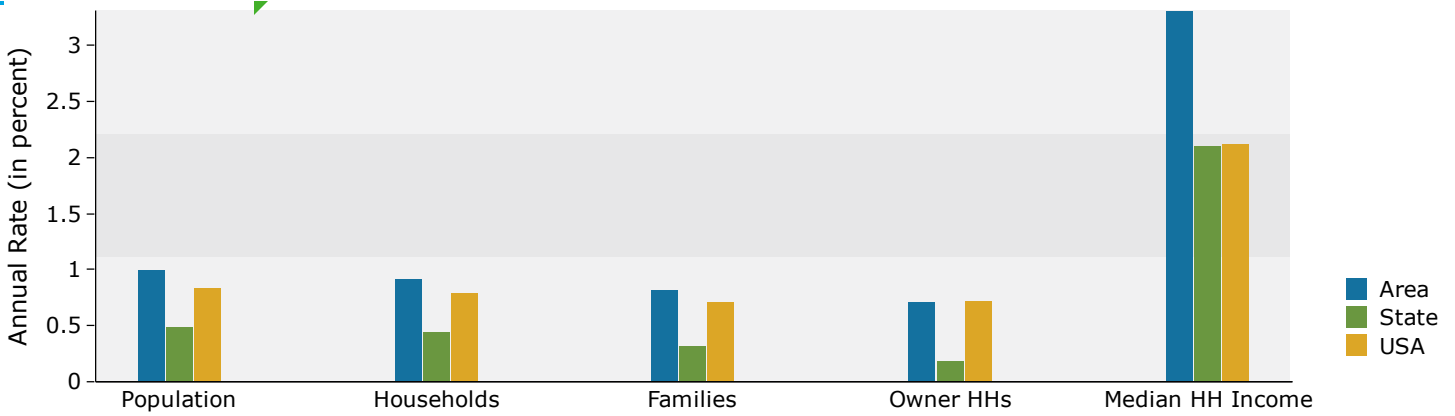
Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,532,496	58.3%	1,596,906	56.4%	1,644,070	55.2%
Black Alone	398,723	15.2%	404,705	14.3%	406,088	13.6%
American Indian Alone	13,494	0.5%	14,318	0.5%	15,270	0.5%
Asian Alone	328,163	12.5%	408,898	14.4%	475,495	16.0%
Pacific Islander Alone	1,438	0.1%	1,688	0.1%	1,812	0.1%
Some Other Race Alone	257,085	9.8%	288,811	10.2%	305,376	10.3%
Two or More Races	97,741	3.7%	118,153	4.2%	128,946	4.3%
Hispanic Origin (Any Race)	674,315	25.6%	752,087	26.5%	802,610	27.0%

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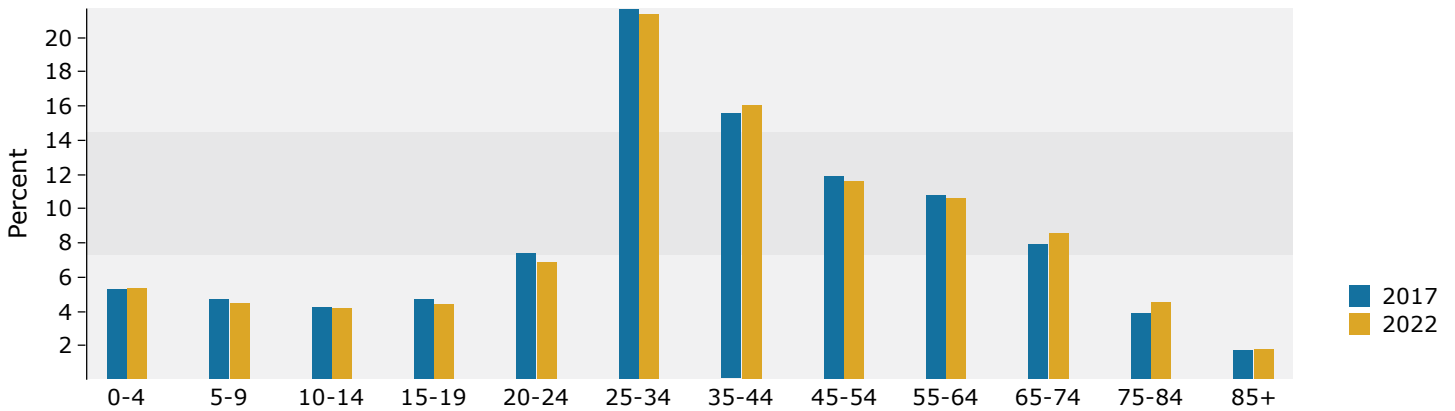
Ring: 5 mile radius

197 2ND AVENUE, NEW YORK, NY 10003

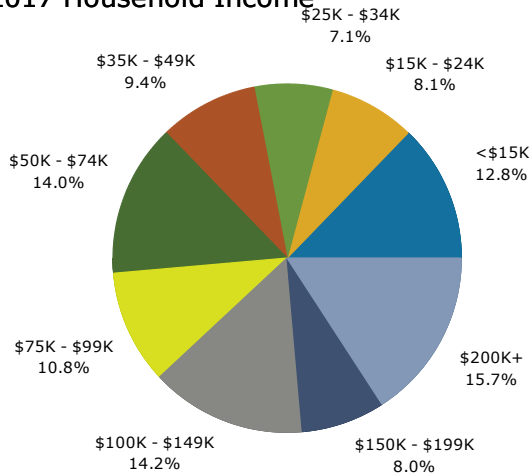
Trends 2017-2022



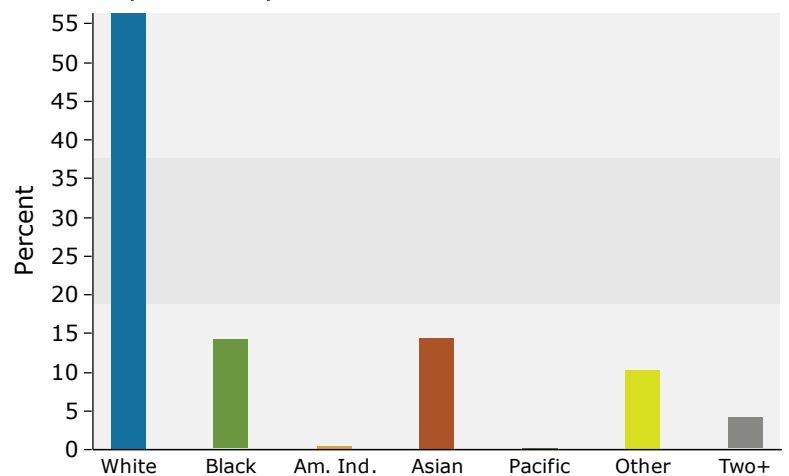
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 26.5%

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Demographic Summary		2017	2022	
-	Population	277,630	286,697	
	Households	144,723	149,400	
	Families	42,255	43,178	
	Median Age	35.3	35.9	
	Median Household Income	\$88,994	\$106,038	
		Spending Potential Index	Average Amount Spent	
			Total	
Assets				
	Value of Checking/Savings/Money Market Accounts & CDs	162	\$6,411.17	\$927,844,310
	Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	161	\$5,845.27	\$845,945,373
	Value of Stocks/Bonds/Mutual Funds	146	\$9,045.56	\$1,309,100,794
	Value of Stocks/Bonds/Mutual Funds (1 year ago)	145	\$8,197.31	\$1,186,339,509
	Value of Other Financial Assets	121	\$1,575.66	\$228,033,819
	Value of Other Financial Assets (1 year ago)	124	\$1,486.00	\$215,059,062
	Value of Retirement Plans	142	\$34,587.57	\$5,005,616,772
	Value of Retirement Plans (1 year ago)	143	\$32,508.71	\$4,704,758,141
	Surrender Value of Whole Life Policies	228	\$3,426.01	\$495,821,910
	Surrender Value of Whole Life Policies (1 year ago)"	229	\$2,785.46	\$403,120,422
Earnings				
	Interest/Dividends	145	\$1,573.37	\$227,702,493
	Royalty/Estate/Trust Income	146	\$598.19	\$86,571,600
Liabilities				
	Original Mortgage Amount (Owned Home)	153	\$16,719.01	\$2,419,625,741
	Vehicle Loan Amount (1)	139	\$3,778.19	\$546,791,172
	Value of Credit Card Debt	165	\$962.50	\$139,296,370
	Value of Credit Card Debt (1 year ago)	165	\$913.79	\$132,245,984
	Value Owed on Student Loans	240	\$3,499.94	\$506,522,421
	Value Owed on Student Loans (1 year ago)	238	\$3,241.52	\$469,122,226
	Value Owed on Non-student Loans	178	\$370.54	\$53,625,445
	Value Owed on Non-student Loans (1 year ago)	167	\$263.74	\$38,169,021
Amount Paid: Interest				
	Home Mortgage	134	\$4,850.80	\$702,021,779
	Lump Sum Home Equity Loan	150	\$79.32	\$11,479,609
	New Car/Truck/Van Loan	140	\$178.27	\$25,799,988
	Used Car/Truck/Van Loan	157	\$205.47	\$29,735,621
	Finance/Late/Interest Charges for Credit Cards	179	\$152.16	\$22,020,959
	Finance/Late/Interest Charges for Student Loans	208	\$89.98	\$13,021,780
	Finance/Late/Interest Charges for Non-student Loans	151	\$17.33	\$2,507,346
Amount Paid: Principal				
	Home Mortgage	126	\$2,448.25	\$354,317,541
	Lump Sum Home Equity Loan	146	\$121.51	\$17,585,378
	New Car/Truck/Van Loan	141	\$1,369.07	\$198,135,793
	Used Car/Truck/Van Loan	153	\$1,228.41	\$177,778,604
	Checking Account and Banking Service Charges	194	\$67.76	\$9,806,556

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Demographic Summary		2017	2022
Population	█	1,119,932	1,176,813
Households		551,473	577,741
Families		199,274	207,585
Median Age		35.4	36.1
Median Household Income		\$88,277	\$104,728
	Spending Potential Index	Average Amount Spent	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	164	\$6,496.67	\$3,582,739,592
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	163	\$5,926.84	\$3,268,491,932
Value of Stocks/Bonds/Mutual Funds	147	\$9,134.51	\$5,037,435,686
Value of Stocks/Bonds/Mutual Funds (1 year ago)	146	\$8,277.75	\$4,564,958,165
Value of Other Financial Assets	121	\$1,566.93	\$864,119,704
Value of Other Financial Assets (1 year ago)	123	\$1,480.64	\$816,531,950
Value of Retirement Plans	145	\$35,288.72	\$19,460,778,132
Value of Retirement Plans (1 year ago)	147	\$33,222.41	\$18,321,261,231
Surrender Value of Whole Life Policies	227	\$3,414.42	\$1,882,962,162
Surrender Value of Whole Life Policies (1 year ago)"	227	\$2,766.00	\$1,525,376,765
Earnings			
Interest/Dividends	148	\$1,607.55	\$886,520,636
Royalty/Estate/Trust Income	147	\$603.78	\$332,969,153
Liabilities			
Original Mortgage Amount (Owned Home)	153	\$16,743.95	\$9,233,835,247
Vehicle Loan Amount (1)	139	\$3,775.13	\$2,081,881,486
Value of Credit Card Debt	168	\$983.31	\$542,268,666
Value of Credit Card Debt (1 year ago)	168	\$934.02	\$515,086,240
Value Owed on Student Loans	239	\$3,489.49	\$1,924,358,776
Value Owed on Student Loans (1 year ago)	238	\$3,232.94	\$1,782,878,579
Value Owed on Non-student Loans	181	\$377.72	\$208,304,030
Value Owed on Non-student Loans (1 year ago)	169	\$268.01	\$147,798,126
Amount Paid: Interest			
Home Mortgage	136	\$4,918.92	\$2,712,654,072
Lump Sum Home Equity Loan	155	\$82.00	\$45,220,028
New Car/Truck/Van Loan	141	\$179.07	\$98,752,863
Used Car/Truck/Van Loan	157	\$206.09	\$113,652,371
Finance/Late/Interest Charges for Credit Cards	183	\$155.44	\$85,719,204
Finance/Late/Interest Charges for Student Loans	208	\$89.76	\$49,500,356
Finance/Late/Interest Charges for Non-student Loans	153	\$17.53	\$9,667,972
Amount Paid: Principal			
Home Mortgage	129	\$2,497.29	\$1,377,187,402
Lump Sum Home Equity Loan	152	\$126.18	\$69,585,957
New Car/Truck/Van Loan	142	\$1,378.81	\$760,376,796
Used Car/Truck/Van Loan	153	\$1,232.39	\$679,628,171
Checking Account and Banking Service Charges	198	\$69.10	\$38,105,700

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Demographic Summary		2017	2022
Population	▲	2,833,478	2,977,057
Households		1,266,198	1,324,928
Families		565,192	588,721
Median Age		36.1	36.9
Median Household Income		\$71,861	\$84,560
	Spending Potential Index	Average Amount Spent	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	138	\$5,468.27	\$6,923,909,628
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	138	\$4,992.71	\$6,321,756,545
Value of Stocks/Bonds/Mutual Funds	121	\$7,514.58	\$9,514,951,410
Value of Stocks/Bonds/Mutual Funds (1 year ago)	120	\$6,814.43	\$8,628,422,358
Value of Other Financial Assets	96	\$1,241.73	\$1,572,276,181
Value of Other Financial Assets (1 year ago)	98	\$1,177.08	\$1,490,419,656
Value of Retirement Plans	123	\$29,822.45	\$37,761,128,666
Value of Retirement Plans (1 year ago)	124	\$28,149.36	\$35,642,667,307
Surrender Value of Whole Life Policies	186	\$2,794.90	\$3,538,902,269
Surrender Value of Whole Life Policies (1 year ago)"	184	\$2,245.64	\$2,843,420,639
Earnings			
Interest/Dividends	125	\$1,355.65	\$1,716,516,522
Royalty/Estate/Trust Income	120	\$491.57	\$622,428,121
Liabilities			
Original Mortgage Amount (Owned Home)	126	\$13,759.78	\$17,422,608,319
Vehicle Loan Amount (1)	115	\$3,128.00	\$3,960,669,788
Value of Credit Card Debt	146	\$851.16	\$1,077,741,618
Value of Credit Card Debt (1 year ago)	146	\$808.19	\$1,023,334,859
Value Owed on Student Loans	199	\$2,905.67	\$3,679,148,254
Value Owed on Student Loans (1 year ago)	198	\$2,690.67	\$3,406,915,134
Value Owed on Non-student Loans	156	\$325.48	\$412,125,978
Value Owed on Non-student Loans (1 year ago)	145	\$229.90	\$291,102,156
Amount Paid: Interest			
Home Mortgage	114	\$4,146.90	\$5,250,802,232
Lump Sum Home Equity Loan	137	\$72.87	\$92,263,819
New Car/Truck/Van Loan	117	\$148.76	\$188,355,854
Used Car/Truck/Van Loan	132	\$172.93	\$218,963,868
Finance/Late/Interest Charges for Credit Cards	158	\$134.22	\$169,945,117
Finance/Late/Interest Charges for Student Loans	174	\$75.30	\$95,340,133
Finance/Late/Interest Charges for Non-student Loans	130	\$14.88	\$18,844,922
Amount Paid: Principal			
Home Mortgage	110	\$2,129.03	\$2,695,768,480
Lump Sum Home Equity Loan	136	\$113.38	\$143,561,775
New Car/Truck/Van Loan	119	\$1,149.99	\$1,456,109,301
Used Car/Truck/Van Loan	128	\$1,033.61	\$1,308,751,515
Checking Account and Banking Service Charges	171	\$59.78	\$75,688,668

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Demographic Summary	2017	2022	
Population	277,630	286,697	
Population 18+	252,648	261,296	
Households	144,723	149,400	
Median Household Income	\$88,994	\$106,038	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	173,120	68.5%	92
Went to family restaurant/steak house 4+ times/mo	55,268	21.9%	80
Spent at family rest/steak hse last 6 months: <\$31	17,381	6.9%	90
Spent at family rest/steak hse last 6 months: \$31-50	16,601	6.6%	76
Spent at family rest/steak hse last 6 months: \$51-100	28,616	11.3%	76
Spent at family rest/steak hse last 6 months: \$101-200	26,842	10.6%	95
Spent at family rest/steak hse last 6 months: \$201-300	11,197	4.4%	94
Spent at family rest/steak hse last 6 months: \$301+	15,529	6.1%	101
Family restaurant/steak house last 6 months: breakfast	22,904	9.1%	71
Family restaurant/steak house last 6 months: lunch	43,068	17.0%	89
Family restaurant/steak house last 6 months: dinner	101,139	40.0%	86
Family restaurant/steak house last 6 months: snack	6,584	2.6%	136
Family restaurant/steak house last 6 months: weekday	66,741	26.4%	86
Family restaurant/steak house last 6 months: weekend	88,246	34.9%	84
Fam rest/steak hse/6 months: Applebee`s	41,390	16.4%	72
Fam rest/steak hse/6 months: Bob Evans Farms	2,679	1.1%	29
Fam rest/steak hse/6 months: Buffalo Wild Wings	19,707	7.8%	82
Fam rest/steak hse/6 months: California Pizza Kitchen	18,513	7.3%	230
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,530	2.2%	66
Fam rest/steak hse/6 months: The Cheesecake Factory	26,000	10.3%	164
Fam rest/steak hse/6 months: Chili`s Grill & Bar	22,970	9.1%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	5,248	2.1%	53
Fam rest/steak hse/6 months: Cracker Barrel	10,542	4.2%	40
Fam rest/steak hse/6 months: Denny`s	14,645	5.8%	65
Fam rest/steak hse/6 months: Golden Corral	8,099	3.2%	43
Fam rest/steak hse/6 months: IHOP	23,864	9.4%	90
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,074	1.6%	43
Fam rest/steak hse/6 months: LongHorn Steakhouse	6,809	2.7%	55
Fam rest/steak hse/6 months: Olive Garden	30,929	12.2%	72
Fam rest/steak hse/6 months: Outback Steakhouse	19,861	7.9%	86
Fam rest/steak hse/6 months: Red Lobster	19,305	7.6%	67
Fam rest/steak hse/6 months: Red Robin	13,397	5.3%	82
Fam rest/steak hse/6 months: Ruby Tuesday	12,441	4.9%	85
Fam rest/steak hse/6 months: Texas Roadhouse	9,459	3.7%	47
Fam rest/steak hse/6 months: T.G.I. Friday`s	18,071	7.2%	103
Fam rest/steak hse/6 months: Waffle House	8,454	3.3%	61
Went to fast food/drive-in restaurant in last 6 mo	219,206	86.8%	96
Went to fast food/drive-in restaurant 9+ times/mo	83,107	32.9%	84
Spent at fast food/drive-in last 6 months: <\$11	11,144	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	18,874	7.5%	89
Spent at fast food/drive-in last 6 months: \$21-\$40	25,886	10.2%	82
Spent at fast food/drive-in last 6 months: \$41-\$50	17,889	7.1%	91
Spent at fast food/drive-in last 6 months: \$51-\$100	41,685	16.5%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	20,755	8.2%	75
Spent at fast food/drive-in last 6 months: \$201+	22,655	9.0%	91

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	79,286	31.4%	86
Fast food/drive-in last 6 months: home delivery	21,324	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	81,914	32.4%	70
Fast food/drive-in last 6 months: take-out/walk-in	57,979	22.9%	114
Fast food/drive-in last 6 months: breakfast	65,152	25.8%	79
Fast food/drive-in last 6 months: lunch	108,208	42.8%	87
Fast food/drive-in last 6 months: dinner	95,688	37.9%	84
Fast food/drive-in last 6 months: snack	37,642	14.9%	124
Fast food/drive-in last 6 months: weekday	128,189	50.7%	87
Fast food/drive-in last 6 months: weekend	104,099	41.2%	89
Fast food/drive-in last 6 months: A & W	4,143	1.6%	61
Fast food/drive-in last 6 months: Arby's	25,031	9.9%	61
Fast food/drive-in last 6 months: Baskin-Robbins	10,853	4.3%	127
Fast food/drive-in last 6 months: Boston Market	12,995	5.1%	148
Fast food/drive-in last 6 months: Burger King	54,328	21.5%	73
Fast food/drive-in last 6 months: Captain D's	1,707	0.7%	19
Fast food/drive-in last 6 months: Carl's Jr.	14,131	5.6%	99
Fast food/drive-in last 6 months: Checkers	7,114	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	43,956	17.4%	92
Fast food/drive-in last 6 months: Chipotle Mex. Grill	53,344	21.1%	177
Fast food/drive-in last 6 months: Chuck E. Cheese's	7,362	2.9%	90
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,474	1.4%	38
Fast food/drive-in last 6 months: Cold Stone Creamery	7,378	2.9%	103
Fast food/drive-in last 6 months: Dairy Queen	22,098	8.7%	59
Fast food/drive-in last 6 months: Del Taco	10,945	4.3%	122
Fast food/drive-in last 6 months: Domino's Pizza	29,589	11.7%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	47,638	18.9%	150
Fast food/drive-in last 6 months: Hardee's	2,823	1.1%	20
Fast food/drive-in last 6 months: Jack in the Box	15,721	6.2%	74
Fast food/drive-in last 6 months: KFC	34,566	13.7%	65
Fast food/drive-in last 6 months: Krispy Kreme	8,175	3.2%	65
Fast food/drive-in last 6 months: Little Caesars	13,941	5.5%	46
Fast food/drive-in last 6 months: Long John Silver's	3,121	1.2%	28
Fast food/drive-in last 6 months: McDonald's	110,186	43.6%	81
Went to Panda Express in last 6 months	21,942	8.7%	107
Fast food/drive-in last 6 months: Panera Bread	35,802	14.2%	123
Fast food/drive-in last 6 months: Papa John's	19,799	7.8%	91
Fast food/drive-in last 6 months: Papa Murphy's	7,315	2.9%	60
Fast food/drive-in last 6 months: Pizza Hut	28,012	11.1%	57
Fast food/drive-in last 6 months: Popeyes Chicken	19,100	7.6%	95
Fast food/drive-in last 6 months: Quiznos	8,632	3.4%	140
Fast food/drive-in last 6 months: Sonic Drive-In	10,092	4.0%	36
Fast food/drive-in last 6 months: Starbucks	73,262	29.0%	182
Fast food/drive-in last 6 months: Steak 'n Shake	6,483	2.6%	48
Fast food/drive-in last 6 months: Subway	71,951	28.5%	92
Fast food/drive-in last 6 months: Taco Bell	57,575	22.8%	75
Fast food/drive-in last 6 months: Wendy's	54,657	21.6%	80
Fast food/drive-in last 6 months: Whataburger	4,591	1.8%	41
Fast food/drive-in last 6 months: White Castle	9,125	3.6%	114

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

197 2ND AVENUE, NEW YORK, NY 10003

Reliable Real Estate

Went to fine dining restaurant last month	40,141	15.9%	149
Went to fine dining restaurant 3+ times last month	15,870	6.3%	203
Spent at fine dining rest in last 6 months: <\$51	4,533	1.8%	95
Spent at fine dining rest in last 6 months: \$51-\$100	7,906	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	9,735	3.9%	118
Spent at fine dining rest in last 6 months: \$201+	20,457	8.1%	242

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com**Kimberly Fong**

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Demographic Summary	2017	2022	
Population	1,119,932	1,176,813	
Population 18+	967,874	1,016,969	
Households	551,473	577,741	
Median Household Income	\$88,277	\$104,728	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	659,367	68.1%	91
Went to family restaurant/steak house 4+ times/mo	211,397	21.8%	80
Spent at family rest/steak hse last 6 months: <\$31	65,892	6.8%	89
Spent at family rest/steak hse last 6 months: \$31-50	63,375	6.5%	76
Spent at family rest/steak hse last 6 months: \$51-100	110,331	11.4%	77
Spent at family rest/steak hse last 6 months: \$101-200	99,655	10.3%	92
Spent at family rest/steak hse last 6 months: \$201-300	41,623	4.3%	91
Spent at family rest/steak hse last 6 months: \$301+	58,364	6.0%	99
Family restaurant/steak house last 6 months: breakfast	89,370	9.2%	73
Family restaurant/steak house last 6 months: lunch	160,741	16.6%	87
Family restaurant/steak house last 6 months: dinner	376,035	38.9%	84
Family restaurant/steak house last 6 months: snack	25,691	2.7%	139
Family restaurant/steak house last 6 months: weekday	247,596	25.6%	83
Family restaurant/steak house last 6 months: weekend	329,002	34.0%	82
Fam rest/steak hse/6 months: Applebee`s	167,107	17.3%	76
Fam rest/steak hse/6 months: Bob Evans Farms	10,636	1.1%	30
Fam rest/steak hse/6 months: Buffalo Wild Wings	74,713	7.7%	81
Fam rest/steak hse/6 months: California Pizza Kitchen	67,645	7.0%	220
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	21,625	2.2%	68
Fam rest/steak hse/6 months: The Cheesecake Factory	96,886	10.0%	160
Fam rest/steak hse/6 months: Chili`s Grill & Bar	84,920	8.8%	79
Fam rest/steak hse/6 months: CiCi`s Pizza	21,333	2.2%	56
Fam rest/steak hse/6 months: Cracker Barrel	40,763	4.2%	40
Fam rest/steak hse/6 months: Denny`s	56,878	5.9%	66
Fam rest/steak hse/6 months: Golden Corral	32,779	3.4%	45
Fam rest/steak hse/6 months: IHOP	93,871	9.7%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	15,921	1.6%	44
Fam rest/steak hse/6 months: LongHorn Steakhouse	26,762	2.8%	56
Fam rest/steak hse/6 months: Olive Garden	116,232	12.0%	71
Fam rest/steak hse/6 months: Outback Steakhouse	73,356	7.6%	83
Fam rest/steak hse/6 months: Red Lobster	76,340	7.9%	69
Fam rest/steak hse/6 months: Red Robin	50,848	5.3%	81
Fam rest/steak hse/6 months: Ruby Tuesday	46,094	4.8%	82
Fam rest/steak hse/6 months: Texas Roadhouse	35,693	3.7%	46
Fam rest/steak hse/6 months: T.G.I. Friday`s	72,648	7.5%	108
Fam rest/steak hse/6 months: Waffle House	32,208	3.3%	61
Went to fast food/drive-in restaurant in last 6 mo	833,704	86.1%	96
Went to fast food/drive-in restaurant 9+ times/mo	312,624	32.3%	82
Spent at fast food/drive-in last 6 months: <\$11	42,416	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	70,724	7.3%	88
Spent at fast food/drive-in last 6 months: \$21-\$40	100,956	10.4%	83
Spent at fast food/drive-in last 6 months: \$41-\$50	65,787	6.8%	87
Spent at fast food/drive-in last 6 months: \$51-\$100	155,255	16.0%	96
Spent at fast food/drive-in last 6 months: \$101-\$200	78,449	8.1%	74
Spent at fast food/drive-in last 6 months: \$201+	83,009	8.6%	87

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	299,936	31.0%	85
Fast food/drive-in last 6 months: home delivery	82,129	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	304,186	31.4%	68
Fast food/drive-in last 6 months: take-out/walk-in	211,772	21.9%	109
Fast food/drive-in last 6 months: breakfast	244,664	25.3%	77
Fast food/drive-in last 6 months: lunch	406,017	41.9%	85
Fast food/drive-in last 6 months: dinner	356,164	36.8%	82
Fast food/drive-in last 6 months: snack	137,168	14.2%	117
Fast food/drive-in last 6 months: weekday	476,535	49.2%	84
Fast food/drive-in last 6 months: weekend	389,436	40.2%	87
Fast food/drive-in last 6 months: A & W	16,401	1.7%	63
Fast food/drive-in last 6 months: Arby`s	91,816	9.5%	58
Fast food/drive-in last 6 months: Baskin-Robbins	42,622	4.4%	131
Fast food/drive-in last 6 months: Boston Market	51,340	5.3%	152
Fast food/drive-in last 6 months: Burger King	209,602	21.7%	73
Fast food/drive-in last 6 months: Captain D`s	7,688	0.8%	23
Fast food/drive-in last 6 months: Carl`s Jr.	58,842	6.1%	108
Fast food/drive-in last 6 months: Checkers	29,039	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	158,627	16.4%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	194,839	20.1%	169
Fast food/drive-in last 6 months: Chuck E. Cheese`s	29,534	3.1%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	16,100	1.7%	47
Fast food/drive-in last 6 months: Cold Stone Creamery	27,985	2.9%	102
Fast food/drive-in last 6 months: Dairy Queen	83,786	8.7%	58
Fast food/drive-in last 6 months: Del Taco	45,075	4.7%	131
Fast food/drive-in last 6 months: Domino`s Pizza	115,858	12.0%	99
Fast food/drive-in last 6 months: Dunkin` Donuts	183,262	18.9%	151
Fast food/drive-in last 6 months: Hardee`s	11,973	1.2%	22
Fast food/drive-in last 6 months: Jack in the Box	63,549	6.6%	79
Fast food/drive-in last 6 months: KFC	136,425	14.1%	67
Fast food/drive-in last 6 months: Krispy Kreme	31,338	3.2%	65
Fast food/drive-in last 6 months: Little Caesars	54,837	5.7%	48
Fast food/drive-in last 6 months: Long John Silver`s	13,251	1.4%	31
Fast food/drive-in last 6 months: McDonald`s	422,925	43.7%	81
Went to Panda Express in last 6 months	85,333	8.8%	109
Fast food/drive-in last 6 months: Panera Bread	132,620	13.7%	119
Fast food/drive-in last 6 months: Papa John`s	73,809	7.6%	89
Fast food/drive-in last 6 months: Papa Murphy`s	27,629	2.9%	59
Fast food/drive-in last 6 months: Pizza Hut	109,393	11.3%	58
Fast food/drive-in last 6 months: Popeyes Chicken	76,621	7.9%	100
Fast food/drive-in last 6 months: Quiznos	31,430	3.2%	133
Fast food/drive-in last 6 months: Sonic Drive-In	40,888	4.2%	38
Fast food/drive-in last 6 months: Starbucks	264,199	27.3%	171
Fast food/drive-in last 6 months: Steak `n Shake	24,545	2.5%	48
Fast food/drive-in last 6 months: Subway	268,656	27.8%	90
Fast food/drive-in last 6 months: Taco Bell	215,788	22.3%	74
Fast food/drive-in last 6 months: Wendy`s	205,967	21.3%	79
Fast food/drive-in last 6 months: Whataburger	18,487	1.9%	43
Fast food/drive-in last 6 months: White Castle	37,019	3.8%	121

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

197 2ND AVENUE, NEW YORK, NY 10003

Went to fine dining restaurant last month	147,594	15.2%	143
Went to fine dining restaurant 3+ times last month	57,009	5.9%	190
Spent at fine dining rest in last 6 months: <\$51	17,379	1.8%	95
Spent at fine dining rest in last 6 months: \$51-\$100	30,333	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	36,284	3.7%	115
Spent at fine dining rest in last 6 months: \$201+	74,593	7.7%	230

Joseph T. Hamdan **Kimberly Fong**
 718.921.3100 x105 718.921.3100 x161
 jhamdan@cbreliable.com kimberly.fong@coldwellbanker.com

Demographic Summary	2017	2022	
Population	2,833,478	2,977,057	
Population 18+	2,358,125	2,491,250	
Households	1,266,198	1,324,928	
Median Household Income	\$71,861	\$84,560	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,585,512	67.2%	90
Went to family restaurant/steak house 4+ times/mo	501,799	21.3%	78
Spent at family rest/steak hse last 6 months: <\$31	157,026	6.7%	87
Spent at family rest/steak hse last 6 months: \$31-50	150,062	6.4%	74
Spent at family rest/steak hse last 6 months: \$51-100	267,292	11.3%	77
Spent at family rest/steak hse last 6 months: \$101-200	226,960	9.6%	86
Spent at family rest/steak hse last 6 months: \$201-300	97,485	4.1%	87
Spent at family rest/steak hse last 6 months: \$301+	131,643	5.6%	91
Family restaurant/steak house last 6 months: breakfast	232,876	9.9%	78
Family restaurant/steak house last 6 months: lunch	368,681	15.6%	82
Family restaurant/steak house last 6 months: dinner	855,251	36.3%	78
Family restaurant/steak house last 6 months: snack	65,726	2.8%	146
Family restaurant/steak house last 6 months: weekday	554,821	23.5%	76
Family restaurant/steak house last 6 months: weekend	770,943	32.7%	79
Fam rest/steak hse/6 months: Applebee`s	463,207	19.6%	86
Fam rest/steak hse/6 months: Bob Evans Farms	27,317	1.2%	31
Fam rest/steak hse/6 months: Buffalo Wild Wings	172,583	7.3%	76
Fam rest/steak hse/6 months: California Pizza Kitchen	141,746	6.0%	189
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	52,244	2.2%	67
Fam rest/steak hse/6 months: The Cheesecake Factory	220,409	9.3%	149
Fam rest/steak hse/6 months: Chili`s Grill & Bar	185,865	7.9%	71
Fam rest/steak hse/6 months: CiCi`s Pizza	60,384	2.6%	65
Fam rest/steak hse/6 months: Cracker Barrel	99,954	4.2%	41
Fam rest/steak hse/6 months: Denny`s	158,233	6.7%	76
Fam rest/steak hse/6 months: Golden Corral	84,468	3.6%	48
Fam rest/steak hse/6 months: IHOP	247,239	10.5%	100
Fam rest/steak hse/6 months: Logan`s Roadhouse	41,828	1.8%	48
Fam rest/steak hse/6 months: LongHorn Steakhouse	66,975	2.8%	58
Fam rest/steak hse/6 months: Olive Garden	266,562	11.3%	67
Fam rest/steak hse/6 months: Outback Steakhouse	162,515	6.9%	75
Fam rest/steak hse/6 months: Red Lobster	192,717	8.2%	71
Fam rest/steak hse/6 months: Red Robin	117,477	5.0%	77
Fam rest/steak hse/6 months: Ruby Tuesday	103,464	4.4%	76
Fam rest/steak hse/6 months: Texas Roadhouse	86,576	3.7%	46
Fam rest/steak hse/6 months: T.G.I. Friday`s	205,103	8.7%	125
Fam rest/steak hse/6 months: Waffle House	84,887	3.6%	66
Went to fast food/drive-in restaurant in last 6 mo	2,012,731	85.4%	95
Went to fast food/drive-in restaurant 9+ times/mo	738,837	31.3%	80
Spent at fast food/drive-in last 6 months: <\$11	98,660	4.2%	92
Spent at fast food/drive-in last 6 months: \$11-\$20	172,722	7.3%	88
Spent at fast food/drive-in last 6 months: \$21-\$40	257,089	10.9%	87
Spent at fast food/drive-in last 6 months: \$41-\$50	150,844	6.4%	82
Spent at fast food/drive-in last 6 months: \$51-\$100	353,425	15.0%	90
Spent at fast food/drive-in last 6 months: \$101-\$200	178,069	7.6%	69
Spent at fast food/drive-in last 6 months: \$201+	201,175	8.5%	86

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	715,728	30.4%	83
Fast food/drive-in last 6 months: home delivery	219,093	9.3%	121
Fast food/drive-in last 6 months: take-out/drive-thru	710,333	30.1%	65
Fast food/drive-in last 6 months: take-out/walk-in	486,384	20.6%	102
Fast food/drive-in last 6 months: breakfast	581,504	24.7%	75
Fast food/drive-in last 6 months: lunch	945,876	40.1%	81
Fast food/drive-in last 6 months: dinner	823,915	34.9%	78
Fast food/drive-in last 6 months: snack	310,802	13.2%	109
Fast food/drive-in last 6 months: weekday	1,092,541	46.3%	79
Fast food/drive-in last 6 months: weekend	922,537	39.1%	85
Fast food/drive-in last 6 months: A & W	44,107	1.9%	69
Fast food/drive-in last 6 months: Arby's	209,015	8.9%	55
Fast food/drive-in last 6 months: Baskin-Robbins	110,294	4.7%	139
Fast food/drive-in last 6 months: Boston Market	147,530	6.3%	180
Fast food/drive-in last 6 months: Burger King	549,984	23.3%	79
Fast food/drive-in last 6 months: Captain D's	27,518	1.2%	33
Fast food/drive-in last 6 months: Carl's Jr.	164,090	7.0%	123
Fast food/drive-in last 6 months: Checkers	95,247	4.0%	128
Fast food/drive-in last 6 months: Chick-fil-A	312,815	13.3%	70
Fast food/drive-in last 6 months: Chipotle Mex. Grill	432,583	18.3%	154
Fast food/drive-in last 6 months: Chuck E. Cheese's	85,029	3.6%	112
Fast food/drive-in last 6 months: Church's Fr. Chicken	58,943	2.5%	70
Fast food/drive-in last 6 months: Cold Stone Creamery	70,087	3.0%	105
Fast food/drive-in last 6 months: Dairy Queen	186,145	7.9%	53
Fast food/drive-in last 6 months: Del Taco	117,273	5.0%	140
Fast food/drive-in last 6 months: Domino's Pizza	326,952	13.9%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	465,598	19.7%	157
Fast food/drive-in last 6 months: Hardee's	38,341	1.6%	29
Fast food/drive-in last 6 months: Jack in the Box	180,390	7.6%	92
Fast food/drive-in last 6 months: KFC	383,792	16.3%	77
Fast food/drive-in last 6 months: Krispy Kreme	81,434	3.5%	69
Fast food/drive-in last 6 months: Little Caesars	139,925	5.9%	50
Fast food/drive-in last 6 months: Long John Silver's	41,912	1.8%	40
Fast food/drive-in last 6 months: McDonald's	1,052,683	44.6%	83
Went to Panda Express in last 6 months	210,450	8.9%	110
Fast food/drive-in last 6 months: Panera Bread	288,397	12.2%	106
Fast food/drive-in last 6 months: Papa John's	179,193	7.6%	88
Fast food/drive-in last 6 months: Papa Murphy's	67,964	2.9%	60
Fast food/drive-in last 6 months: Pizza Hut	283,893	12.0%	62
Fast food/drive-in last 6 months: Popeyes Chicken	231,539	9.8%	124
Fast food/drive-in last 6 months: Quiznos	71,699	3.0%	125
Fast food/drive-in last 6 months: Sonic Drive-In	116,526	4.9%	44
Fast food/drive-in last 6 months: Starbucks	555,095	23.5%	147
Fast food/drive-in last 6 months: Steak 'n Shake	63,700	2.7%	51
Fast food/drive-in last 6 months: Subway	626,123	26.6%	86
Fast food/drive-in last 6 months: Taco Bell	524,617	22.2%	73
Fast food/drive-in last 6 months: Wendy's	502,168	21.3%	79
Fast food/drive-in last 6 months: Whataburger	52,824	2.2%	51
Fast food/drive-in last 6 months: White Castle	102,228	4.3%	137

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com

Kimberly Fong

718.921.3100 x161

kimberly.fong@coldwellbanker.com

197 2ND AVENUE, NEW YORK, NY 10003

Reliable Real Estate

Went to fine dining restaurant last month	316,086	13.4%	125
Went to fine dining restaurant 3+ times last month	113,238	4.8%	155
Spent at fine dining rest in last 6 months: <\$51	40,168	1.7%	90
Spent at fine dining rest in last 6 months: \$51-\$100	73,619	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	81,574	3.5%	106
Spent at fine dining rest in last 6 months: \$201+	152,198	6.5%	193

Joseph T. Hamdan

718.921.3100 x105

jhamdan@cbreliable.com**Kimberly Fong**

718.921.3100 x161

kimberly.fong@coldwellbanker.com

Demographic Summary		2017	2022
Population	█	277,630	286,697
Households		144,723	149,400
Families		42,255	43,178
Median Household Income		\$88,994	\$106,038
Males per 100 Females		91.7	92.0
Population By Age			
Population <5 Years		3.0%	3.1%
Population 65+ Years		14.2%	15.7%
Median Age		35.3	35.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	147	\$8,203.42	\$1,187,223,520
Medical Care	142	\$2,747.79	\$397,668,957
Physician Services	143	\$345.37	\$49,982,814
Dental Services	146	\$540.60	\$78,236,590
Eyecare Services	145	\$87.99	\$12,734,312
Lab Tests, X-Rays	126	\$77.26	\$11,180,980
Hospital Room and Hospital Services	134	\$232.74	\$33,682,585
Convalescent or Nursing Home Care	136	\$45.49	\$6,583,220
Other Medical services (1)	146	\$159.22	\$23,043,339
Nonprescription Drugs	152	\$194.40	\$28,134,605
Prescription Drugs	134	\$521.37	\$75,454,383
Nonprescription Vitamins	159	\$115.92	\$16,776,345
Medicare Prescription Drug Premium	133	\$150.73	\$21,813,457
Eyeglasses and Contact Lenses	151	\$142.95	\$20,688,783
Hearing Aids	119	\$33.04	\$4,782,321
Medical Equipment for General Use	167	\$9.41	\$1,361,992
Other Medical Supplies/Equipment (2)	154	\$91.30	\$13,213,233
Health Insurance	149	\$5,455.63	\$789,554,562
Blue Cross/Blue Shield	154	\$1,899.46	\$274,895,889
Fee for Service Health Plan	151	\$1,132.59	\$163,912,246
HMO	162	\$1,235.27	\$178,771,796
Medicare Payments	131	\$729.28	\$105,542,999
Long Term Care Insurance	137	\$137.56	\$19,908,793
Other Health Insurance (3)	129	\$321.46	\$46,522,839

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

Joseph T. Hamdan **Kimberly Fong**
 718.921.3100 x105 718.921.3100 x161
 jhamdan@cbreliable.com kimberly.fong@coldwellbanker.com

Demographic Summary		2017	2022
Population	█	1,119,932	1,176,813
Households		551,473	577,741
Families		199,274	207,585
Median Household Income		\$88,277	\$104,728
Males per 100 Females		94.2	94.3
Population By Age			
Population <5 Years		4.8%	4.9%
Population 65+ Years		13.8%	15.2%
Median Age		35.4	36.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	149	\$8,356.46	\$4,608,364,701
Medical Care	144	\$2,801.76	\$1,545,093,274
Physician Services	146	\$350.88	\$193,498,591
Dental Services	149	\$553.54	\$305,264,076
Eyecare Services	148	\$89.73	\$49,482,137
Lab Tests, X-Rays	129	\$78.81	\$43,460,818
Hospital Room and Hospital Services	135	\$235.00	\$129,593,592
Convalescent or Nursing Home Care	140	\$47.03	\$25,935,669
Other Medical services (1)	147	\$161.05	\$88,816,298
Nonprescription Drugs	155	\$197.73	\$109,044,532
Prescription Drugs	137	\$533.64	\$294,286,518
Nonprescription Vitamins	161	\$117.28	\$64,674,100
Medicare Prescription Drug Premium	137	\$155.16	\$85,564,817
Eyeglasses and Contact Lenses	154	\$145.69	\$80,343,096
Hearing Aids	123	\$34.12	\$18,815,115
Medical Equipment for General Use	173	\$9.77	\$5,389,341
Other Medical Supplies/Equipment (2)	155	\$92.34	\$50,924,575
Health Insurance	152	\$5,554.71	\$3,063,271,427
Blue Cross/Blue Shield	156	\$1,924.96	\$1,061,562,942
Fee for Service Health Plan	153	\$1,146.76	\$632,407,403
HMO	165	\$1,260.99	\$695,404,285
Medicare Payments	135	\$751.85	\$414,625,802
Long Term Care Insurance	140	\$140.62	\$77,550,326
Other Health Insurance (3)	133	\$329.52	\$181,720,670

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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Joseph T. Hamdan **Kimberly Fong**
 718.921.3100 x105 718.921.3100 x161
 jhamdan@cbreliable.com kimberly.fong@coldwellbanker.com

Demographic Summary		2017	2022
Population		2,833,478	2,977,057
Households		1,266,198	1,324,928
Families		565,192	588,721
Median Household Income		\$71,861	\$84,560
Males per 100 Females		92.8	93.3
Population By Age			
Population <5 Years		5.3%	5.4%
Population 65+ Years		13.6%	15.0%
Median Age		36.1	36.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	127	\$7,130.49	\$9,028,606,332
Medical Care	123	\$2,389.10	\$3,025,070,824
Physician Services	124	\$297.73	\$376,980,963
Dental Services	128	\$476.25	\$603,024,281
Eyecare Services	126	\$76.44	\$96,791,848
Lab Tests, X-Rays	110	\$67.55	\$85,526,103
Hospital Room and Hospital Services	113	\$196.36	\$248,629,347
Convalescent or Nursing Home Care	117	\$39.33	\$49,797,165
Other Medical services (1)	124	\$135.23	\$171,229,120
Nonprescription Drugs	132	\$168.56	\$213,429,430
Prescription Drugs	118	\$458.70	\$580,806,006
Nonprescription Vitamins	135	\$98.53	\$124,760,134
Medicare Prescription Drug Premium	118	\$134.37	\$170,138,742
Eyeglasses and Contact Lenses	132	\$124.59	\$157,753,012
Hearing Aids	105	\$29.10	\$36,841,323
Medical Equipment for General Use	154	\$8.68	\$10,994,266
Other Medical Supplies/Equipment (2)	131	\$77.69	\$98,369,086
Health Insurance	130	\$4,741.39	\$6,003,535,508
Blue Cross/Blue Shield	132	\$1,629.63	\$2,063,439,980
Fee for Service Health Plan	130	\$970.19	\$1,228,450,902
HMO	142	\$1,086.62	\$1,375,874,033
Medicare Payments	117	\$652.28	\$825,909,776
Long Term Care Insurance	118	\$118.22	\$149,690,734
Other Health Insurance (3)	115	\$284.45	\$360,170,083

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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 718.921.3100 x105 718.921.3100 x161
 jhamdan@cbreliable.com kimberly.fong@coldwellbanker.com