UNISEX HAIR SALON BUSINESS

GINGER ROSE
FOR SALE

$139,000

1804 SHEEPSHEAD BAY ROAD, BROOKLYN, NY 11235

PRESENTED BY

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EXECUTIVE SUMMARY

INVESTMENT OVERVIEW

Coldwell Banker Reliable Commercial Division is pleased to present Ginger Rose, a unisex hair salon for sale. Established in 1987, the business is a fixture of Sheepshead Bay and positioned to benefit from the high level of residential development in the area. The salon has been recently renovated and features $160,000 in renovations, upgraded plumbing and new 220 electric, 5 chairs and all equipment.

Investment Highlights:
• Established unisex hair salon operating for 30 years
• $160,000 in renovations including upgraded plumbing and new 220 electric

LOCATION OVERVIEW

Ginger Rose is located across the street from a newly completed ultra luxury 58 unit condo development on Emmons Ave and is steps away from the bay and marina. Sheepshead Bay is a neighborhood in South Brooklyn, bounded by Gravesend to the west, Gerritsen Beach to the east, Midwood to the north, and Brighton Beach and Manhattan Beach to the south. Sheepshead Bay is known for its high concentration of immigrants from the former Soviet Union.
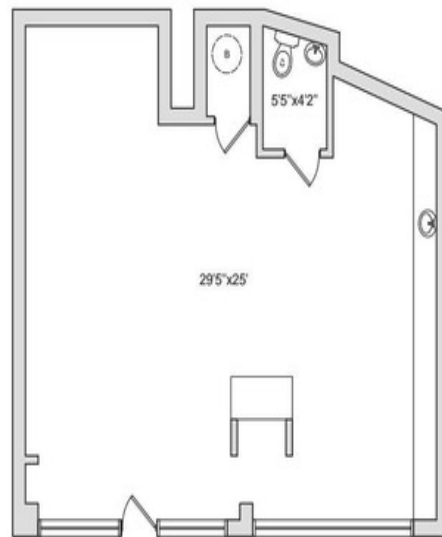
Location Highlights:
• Centrally located off Emmons Avenue
• High level of residential development

ADDITIONAL PHOTOS

Reliable Real Estate
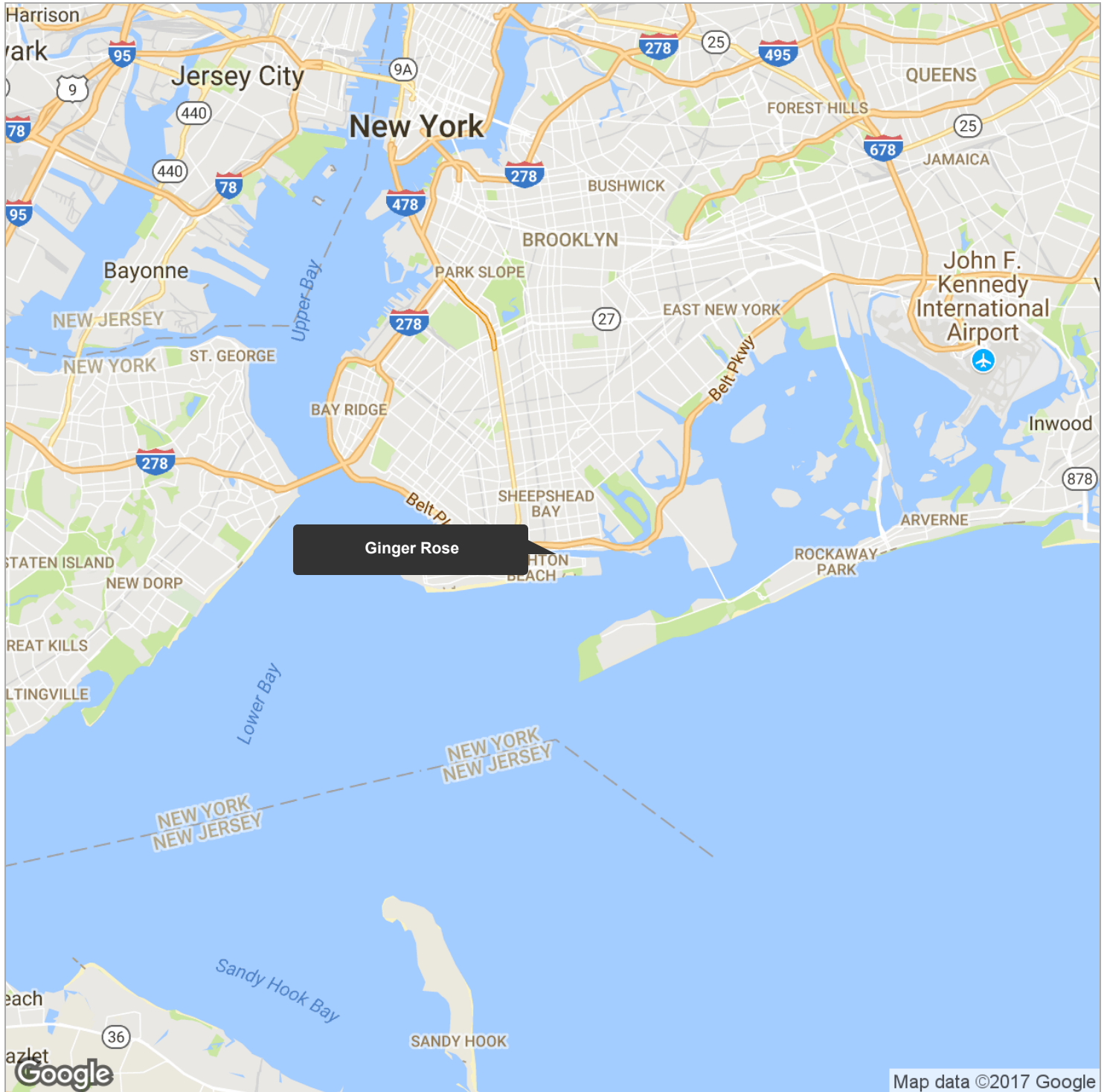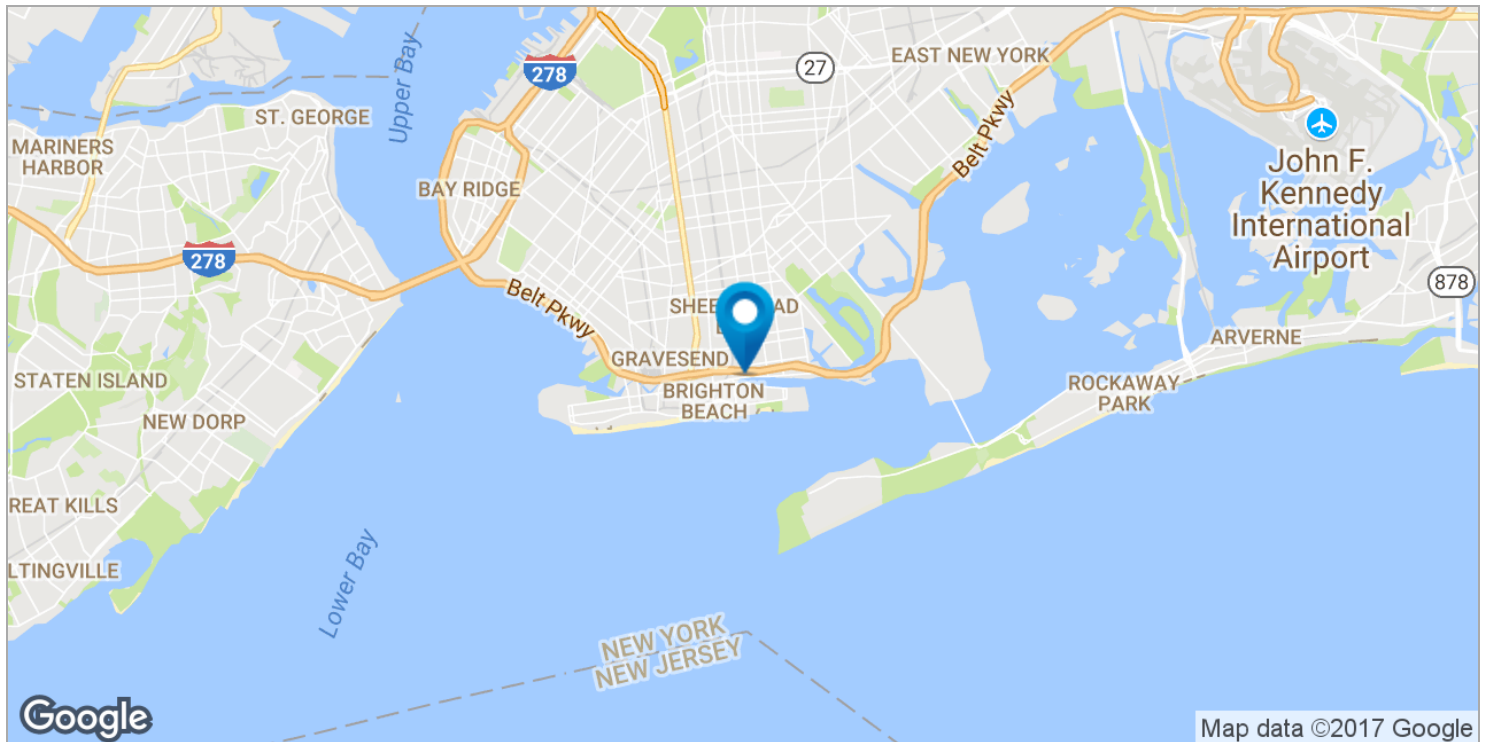
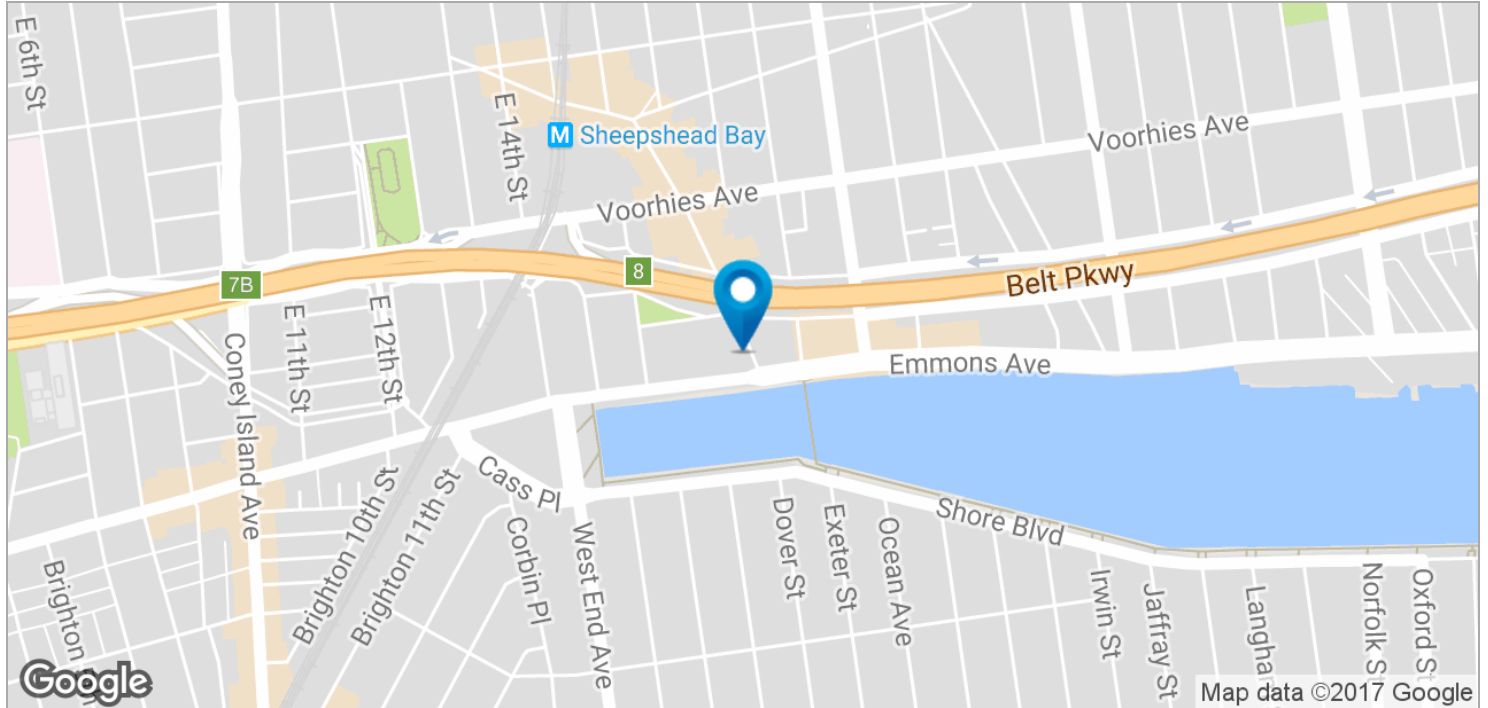# FLOOR PLAN

5'5"x4'2"

29'5"x25'

FLOOR PLAN

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PROPERTY INFORMATION

MAP

Ginger Rose

Map data ©2017 Google

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LOCATION MAPS

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Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 1 mile radius

Summary	Census 2010	2017	2022
Population	94,732	99,760	103,961
Households	39,510	41,181	42,716
Families	24,253	25,017	25,829
Average Household Size	2.37	2.39	2.41
Owner Occupied Housing Units	14,838	15,221	15,628
Renter Occupied Housing Units	24,672	25,960	27,088
Median Age	43.9	45.1	45.8
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.83%	0.49%	0.83%
Households	0.73%	0.44%	0.79%
Families	0.64%	0.32%	0.71%
Owner HHs	0.53%	0.18%	0.72%
Median Household Income	1.93%	2.10%	2.12%

			2017		2022	
Households by Income			Number	Percent	Number	Percent
<$15,000			8,434	20.5%	8,772	20.5%
$15,000 - $24,999			4,447	10.8%	4,493	10.5%
$25,000 - $34,999			4,002	9.7%	3,641	8.5%
$35,000 - $49,999			4,882	11.9%	4,420	10.3%
$50,000 - $74,999			5,917	14.4%	5,633	13.2%
$75,000 - $99,999			4,189	10.2%	4,799	11.2%
$100,000 - $149,999			4,888	11.9%	5,648	13.2%
$150,000 - $199,999			2,357	5.7%	2,802	6.6%
$200,000+			2,064	5.0%	2,507	5.9%
Median Household Income			$45,540		$50,098	
Average Household Income			$70,610		$79,374	
Per Capita Income			$29,404		$32,854	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,972	5.2%	4,908	4.9%	5,124	4.9%
5 - 9	4,455	4.7%	4,469	4.5%	4,562	4.4%
10 - 14	4,198	4.4%	4,446	4.5%	4,498	4.3%
15 - 19	4,853	5.1%	4,505	4.5%	4,436	4.3%
20 - 24	6,082	6.4%	5,911	5.9%	5,468	5.3%
25 - 34	12,508	13.2%	13,794	13.8%	14,257	13.7%
35 - 44	11,602	12.2%	11,677	11.7%	12,678	12.2%
45 - 54	13,411	14.2%	12,396	12.4%	11,943	11.5%
55 - 64	14,280	15.1%	15,357	15.4%	15,337	14.8%
65 - 74	8,362	8.8%	11,483	11.5%	13,572	13.1%
75 - 84	6,437	6.8%	6,734	6.8%	7,943	7.6%
85+	3,574	3.8%	4,079	4.1%	4,142	4.0%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	71,138	75.1%	72,421	72.6%	73,665	70.9%
Black Alone	2,629	2.8%	2,424	2.4%	2,235	2.1%
American Indian Alone	274	0.3%	244	0.2%	234	0.2%
Asian Alone	14,755	15.6%	18,638	18.7%	21,927	21.1%
Pacific Islander Alone	11	0.0%	10	0.0%	9	0.0%
Some Other Race Alone	4,184	4.4%	3,999	4.0%	3,801	3.7%
Two or More Races	1,741	1.8%	2,024	2.0%	2,089	2.0%
Hispanic Origin (Any Race)	8,992	9.5%	8,671	8.7%	8,400	8.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

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Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 1 mile radius

Trends 2017-2022

Legend: Area, State, USA

Population by Age

Legend: 2017, 2022

2017 Household Income

- $15K - $24K 10.8%
- $25K - $34K 9.7%
- $35K - $49K 11.9%
- $50K - $74K 14.4%
- $75K - $99K 10.2%
- $100K - $149K 11.9%
- $150K - $199K 5.7%
- $200K+ 5.0%
- <$15K 20.5%

2017 Population by Race

2017 Percent Hispanic Origin: 8.7%

RETAIL // 8

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Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 3 mile radius
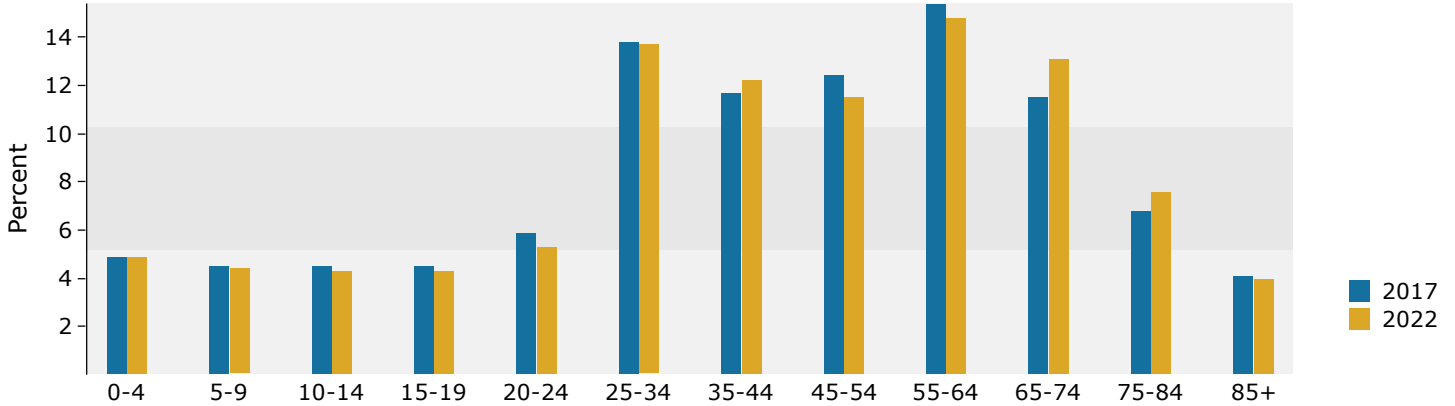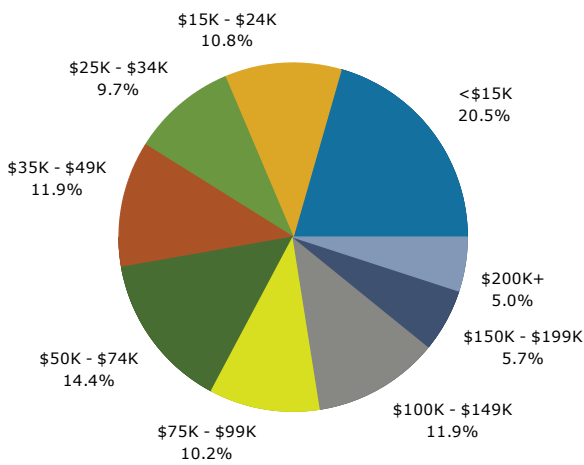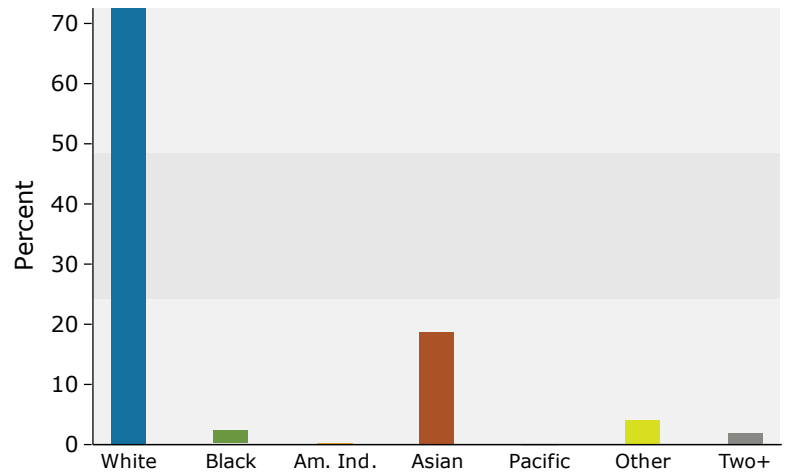
Summary	Census 2010	2017	2022
Population	499,821	525,468	546,830
Households	188,526	195,868	202,830
Families	125,151	128,772	132,782
Average Household Size	2.63	2.66	2.68
Owner Occupied Housing Units	71,808	73,473	75,380
Renter Occupied Housing Units	116,718	122,395	127,449
Median Age	39.6	40.5	41.2
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.80%	0.49%	0.83%
Households	0.70%	0.44%	0.79%
Families	0.62%	0.32%	0.71%
Owner HHs	0.51%	0.18%	0.72%
Median Household Income	1.59%	2.10%	2.12%

			2017		2022	
Households by Income			Number	Percent	Number	Percent
<$15,000			34,157	17.4%	35,485	17.5%
$15,000 - $24,999			22,392	11.4%	22,526	11.1%
$25,000 - $34,999			18,855	9.6%	17,197	8.5%
$35,000 - $49,999			24,040	12.3%	21,824	10.8%
$50,000 - $74,999			30,318	15.5%	28,860	14.2%
$75,000 - $99,999			21,063	10.8%	23,883	11.8%
$100,000 - $149,999			24,556	12.5%	28,435	14.0%
$150,000 - $199,999			10,977	5.6%	13,058	6.4%
$200,000+			9,510	4.9%	11,560	5.7%
Median Household Income			$48,770		$52,766	
Average Household Income			$72,407		$81,305	
Per Capita Income			$27,193		$30,355	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	31,055	6.2%	30,563	5.8%	32,285	5.9%
5 - 9	29,158	5.8%	29,271	5.6%	29,331	5.4%
10 - 14	29,163	5.8%	29,806	5.7%	29,451	5.4%
15 - 19	31,626	6.3%	30,032	5.7%	29,139	5.3%
20 - 24	34,490	6.9%	34,758	6.6%	33,300	6.1%
25 - 34	66,029	13.2%	73,165	13.9%	77,503	14.2%
35 - 44	60,589	12.1%	61,133	11.6%	66,478	12.2%
45 - 54	68,286	13.7%	63,477	12.1%	61,145	11.2%
55 - 64	66,308	13.3%	72,193	13.7%	72,026	13.2%
65 - 74	39,281	7.9%	53,573	10.2%	62,329	11.4%
75 - 84	29,169	5.8%	30,735	5.8%	36,380	6.7%
85+	14,668	2.9%	16,760	3.2%	17,463	3.2%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	340,956	68.2%	346,836	66.0%	352,490	64.5%
Black Alone	40,567	8.1%	37,725	7.2%	35,611	6.5%
American Indian Alone	1,429	0.3%	1,299	0.2%	1,270	0.2%
Asian Alone	83,052	16.6%	104,982	20.0%	123,308	22.5%
Pacific Islander Alone	148	0.0%	138	0.0%	133	0.0%
Some Other Race Alone	24,074	4.8%	23,281	4.4%	22,347	4.1%
Two or More Races	9,594	1.9%	11,206	2.1%	11,672	2.1%
Hispanic Origin (Any Race)	54,803	11.0%	53,568	10.2%	52,562	9.6%

Data Note: Income is expressed in current dollars.

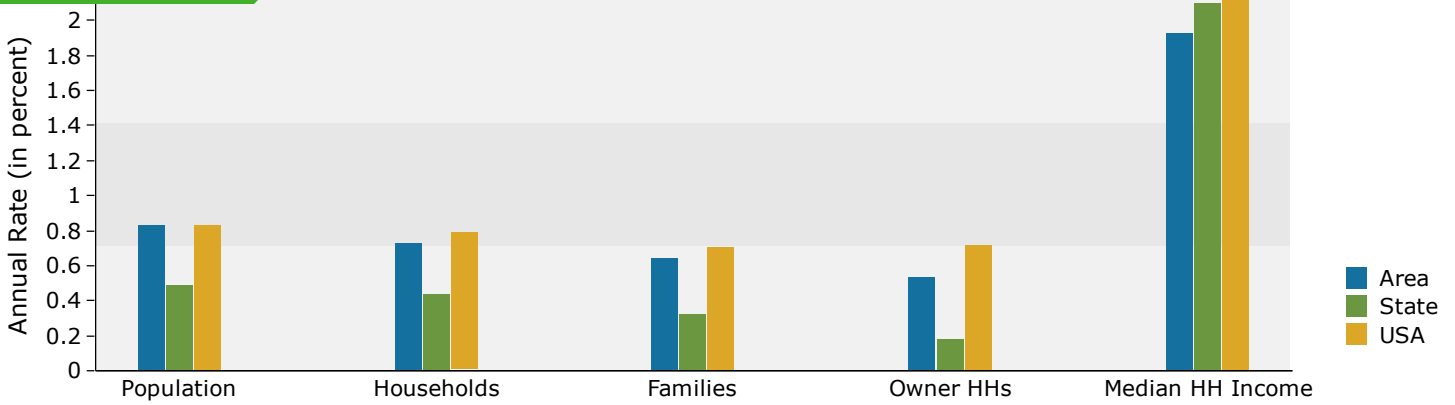**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

RETAIL // 9

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Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 3 mile radius

Trends 2017-2022

Legend: Area, State, USA

Categories: Population, Households, Families, Owner HHs, Median HH Income

Population by Age

Legend: 2017, 2022

Age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+

2017 Household Income

- <$15K 17.4%
- $15K - $24K 11.4%
- $25K - $34K 9.6%
- $35K - $49K 12.3%
- $50K - $74K 15.5%
- $75K - $99K 10.8%
- $100K - $149K 12.5%
- $150K - $199K 5.6%
- $200K+ 4.9%

2017 Population by Race

Categories: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2017 Percent Hispanic Origin: 10.2%

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Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 5 mile radius
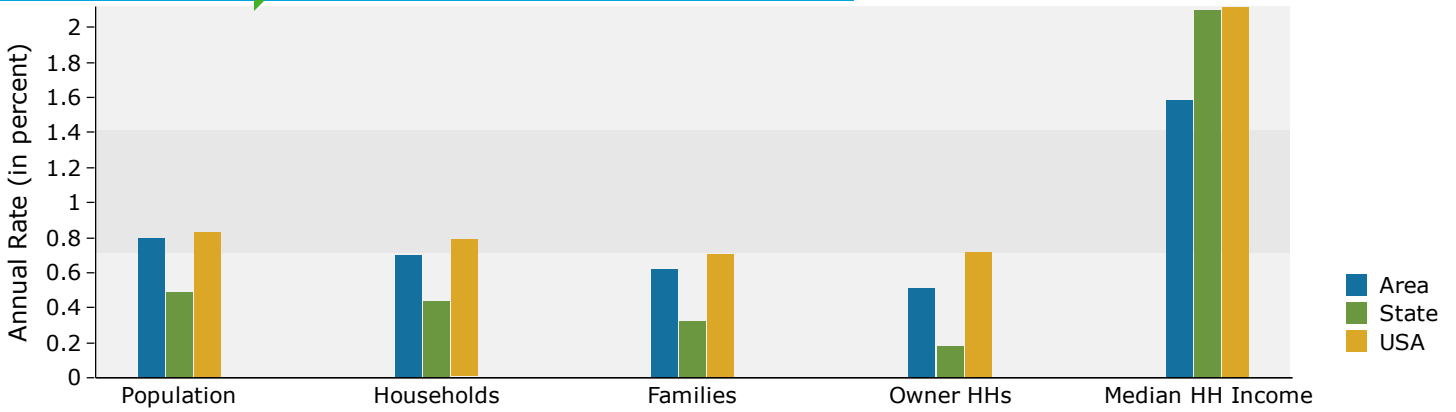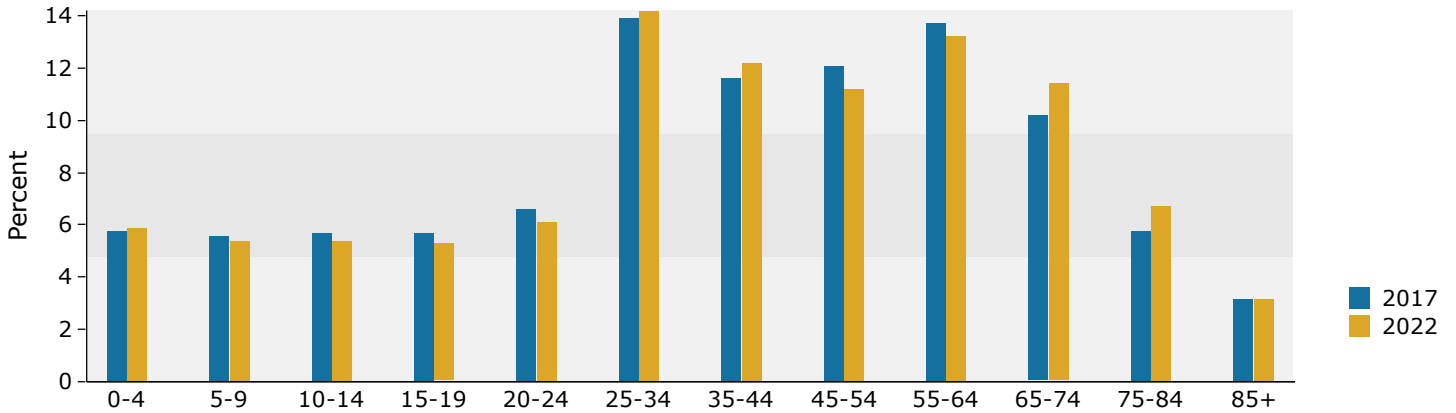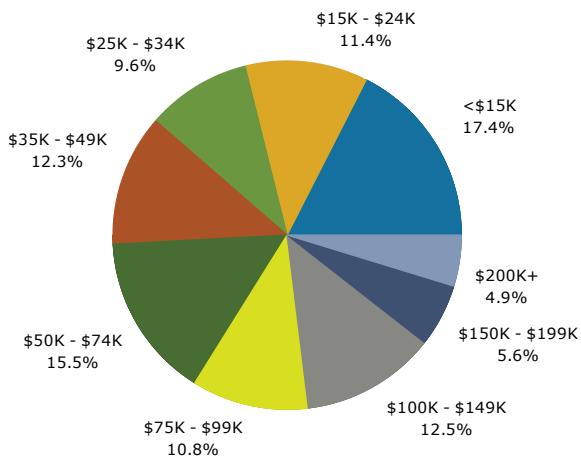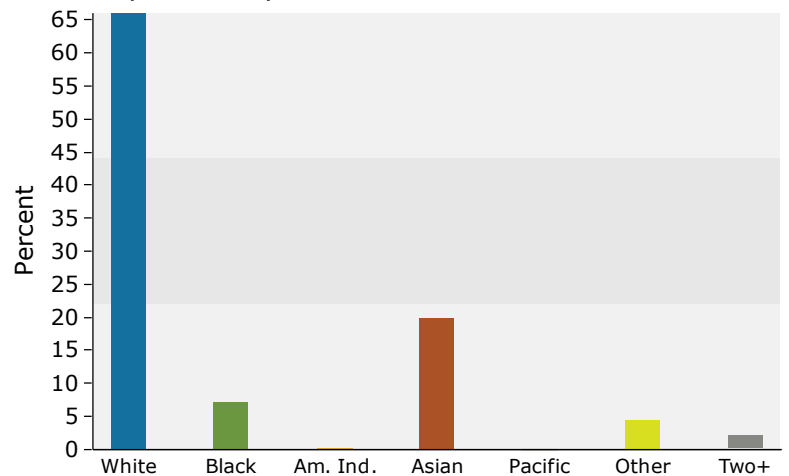
Summary	Census 2010	2017	2022
Population	1,192,690	1,258,040	1,310,674
Households	422,500	439,753	455,694
Families	286,797	295,890	305,443
Average Household Size	2.80	2.84	2.86
Owner Occupied Housing Units	148,191	151,891	155,866
Renter Occupied Housing Units	274,309	287,862	299,827
Median Age	36.5	37.3	38.3
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.82%	0.49%	0.83%
Households	0.71%	0.44%	0.79%
Families	0.64%	0.32%	0.71%
Owner HHs	0.52%	0.18%	0.72%
Median Household Income	1.51%	2.10%	2.12%

			2017		2022	
Households by Income			Number	Percent	Number	Percent
<$15,000			69,674	15.8%	72,314	15.9%
$15,000 - $24,999			48,897	11.1%	49,204	10.8%
$25,000 - $34,999			43,618	9.9%	39,628	8.7%
$35,000 - $49,999			56,018	12.7%	50,735	11.1%
$50,000 - $74,999			72,779	16.6%	68,799	15.1%
$75,000 - $99,999			48,869	11.1%	55,096	12.1%
$100,000 - $149,999			56,233	12.8%	66,669	14.6%
$150,000 - $199,999			24,308	5.5%	29,364	6.4%
$200,000+			19,350	4.4%	23,876	5.2%
Median Household Income			$50,386		$54,317	
Average Household Income			$71,796		$80,970	
Per Capita Income			$25,287		$28,335	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	83,198	7.0%	82,760	6.6%	87,706	6.7%
5 - 9	77,216	6.5%	78,863	6.3%	77,787	5.9%
10 - 14	75,802	6.4%	78,933	6.3%	77,345	5.9%
15 - 19	80,566	6.8%	77,030	6.1%	75,293	5.7%
20 - 24	86,745	7.3%	86,795	6.9%	84,174	6.4%
25 - 34	170,305	14.3%	186,023	14.8%	194,746	14.9%
35 - 44	151,451	12.7%	156,236	12.4%	170,018	13.0%
45 - 54	161,355	13.5%	151,729	12.1%	150,308	11.5%
55 - 64	144,235	12.1%	159,929	12.7%	161,862	12.3%
65 - 74	80,898	6.8%	112,023	8.9%	130,531	10.0%
75 - 84	54,791	4.6%	58,054	4.6%	69,871	5.3%
85+	26,128	2.2%	29,665	2.4%	31,033	2.4%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	611,264	51.3%	625,460	49.7%	637,748	48.7%
Black Alone	297,453	24.9%	293,567	23.3%	291,351	22.2%
American Indian Alone	4,067	0.3%	3,785	0.3%	3,754	0.3%
Asian Alone	191,148	16.0%	241,151	19.2%	282,513	21.6%
Pacific Islander Alone	434	0.0%	430	0.0%	424	0.0%
Some Other Race Alone	61,838	5.2%	61,482	4.9%	60,239	4.6%
Two or More Races	26,485	2.2%	32,164	2.6%	34,645	2.6%
Hispanic Origin (Any Race)	140,922	11.8%	140,785	11.2%	140,595	10.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

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Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 5 mile radius

Trends 2017-2022

Legend: Area, State, USA

Population by Age

Legend: 2017, 2022

2017 Household Income

- $15K - $24K: 11.1%
- $25K - $34K: 9.9%
- $35K - $49K: 12.7%
- $50K - $74K: 16.6%
- $75K - $99K: 11.1%
- $100K - $149K: 12.8%
- $150K - $199K: 5.5%
- $200K+: 4.4%
- <$15K: 15.8%

2017 Population by Race

2017 Percent Hispanic Origin: 11.2%

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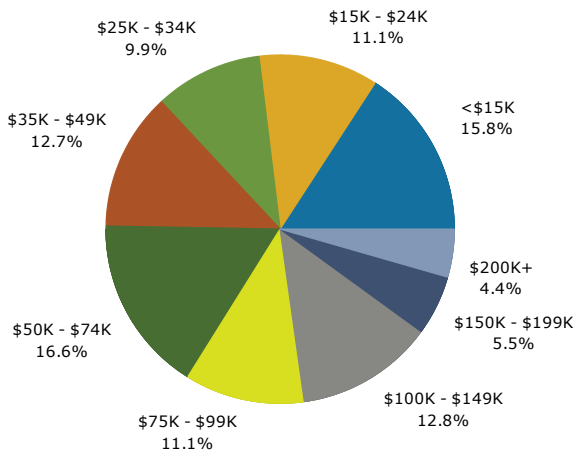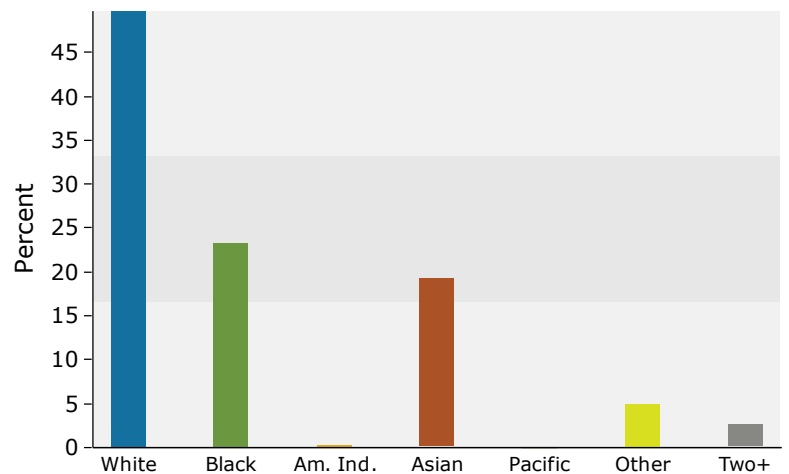
Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population			
2000 Population	94,471	497,823	1,191,719
2010 Population	94,732	499,821	1,192,690
2017 Population	99,760	525,468	1,258,040
2022 Population	103,961	546,830	1,310,674
2000-2010 Annual Rate	0.03%	0.04%	0.01%
2010-2017 Annual Rate	0.72%	0.69%	0.74%
2017-2022 Annual Rate	0.83%	0.80%	0.82%
2017 Male Population	47.7%	47.8%	47.6%
2017 Female Population	52.3%	52.2%	52.4%
2017 Median Age	45.1	40.5	37.3

In the identified area, the current year population is 1,258,040. In 2010, the Census count in the area was 1,192,690. The rate of change since 2010 was 0.74% annually. The five-year projection for the population in the area is 1,310,674 representing a change of 0.82% annually from 2017 to 2022. Currently, the population is 47.6% male and 52.4% female.

Median Age

The median age in this area is 45.1, compared to U.S. median age of 38.2.

Race and Ethnicity			
2017 White Alone	72.6%	66.0%	49.7%
2017 Black Alone	2.4%	7.2%	23.3%
2017 American Indian/Alaska Native Alone	0.2%	0.2%	0.3%
2017 Asian Alone	18.7%	20.0%	19.2%
2017 Pacific Islander Alone	0.0%	0.0%	0.0%
2017 Other Race	4.0%	4.4%	4.9%
2017 Two or More Races	2.0%	2.1%	2.6%
2017 Hispanic Origin (Any Race)	8.7%	10.2%	11.2%

Persons of Hispanic origin represent 11.2% of the population in the identified area compared to 18.1% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 72.9 in the identified area, compared to 64.0 for the U.S. as a whole.

Households			
2000 Households	38,589	187,644	423,648
2010 Households	39,510	188,526	422,500
2017 Total Households	41,181	195,868	439,753
2022 Total Households	42,716	202,830	455,694
2000-2010 Annual Rate	0.24%	0.05%	-0.03%
2010-2017 Annual Rate	0.57%	0.53%	0.55%
2017-2022 Annual Rate	0.73%	0.70%	0.71%
2017 Average Household Size	2.39	2.66	2.84

The household count in this area has changed from 422,500 in 2010 to 439,753 in the current year, a change of 0.55% annually. The five-year projection of households is 455,694, a change of 0.71% annually from the current year total. Average household size is currently 2.84, compared to 2.80 in the year 2010. The number of families in the current year is 295,890 in the specified area.

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Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Rings: 1, 3, 5 mile radii

Reliable Real Estate

	1 mile	3 miles	5 miles
Median Household Income			
2017 Median Household Income	$45,540	$48,770	$50,386
2022 Median Household Income	$50,098	$52,766	$54,317
2017-2022 Annual Rate	1.93%	1.59%	1.51%
Average Household Income			
2017 Average Household Income	$70,610	$72,407	$71,796
2022 Average Household Income	$79,374	$81,305	$80,970
2017-2022 Annual Rate	2.37%	2.35%	2.43%
Per Capita Income			
2017 Per Capita Income	$29,404	$27,193	$25,287
2022 Per Capita Income	$32,854	$30,355	$28,335
2017-2022 Annual Rate	2.24%	2.22%	2.30%
Households by Income			

Current median household income is $50,386 in the area, compared to $56,124 for all U.S. households. Median household income is projected to be $54,317 in five years, compared to $62,316 for all U.S. households

Current average household income is $71,796 in this area, compared to $80,675 for all U.S. households. Average household income is projected to be $80,970 in five years, compared to $91,585 for all U.S. households

Current per capita income is $25,287 in the area, compared to the U.S. per capita income of $30,820. The per capita income is projected to be $28,335 in five years, compared to $34,828 for all U.S. households

	1 mile	3 miles	5 miles
Housing			
2000 Total Housing Units	40,235	195,643	441,836
2000 Owner Occupied Housing Units	13,020	68,075	144,120
2000 Renter Occupied Housing Units	25,569	119,570	279,528
2000 Vacant Housing Units	1,646	7,998	18,188
2010 Total Housing Units	44,215	210,064	462,564
2010 Owner Occupied Housing Units	14,838	71,808	148,191
2010 Renter Occupied Housing Units	24,672	116,718	274,309
2010 Vacant Housing Units	4,705	21,538	40,064
2017 Total Housing Units	46,183	220,061	485,377
2017 Owner Occupied Housing Units	15,221	73,473	151,891
2017 Renter Occupied Housing Units	25,960	122,395	287,862
2017 Vacant Housing Units	5,002	24,193	45,624
2022 Total Housing Units	47,776	227,793	502,799
2022 Owner Occupied Housing Units	15,628	75,380	155,866
2022 Renter Occupied Housing Units	27,088	127,449	299,827
2022 Vacant Housing Units	5,060	24,963	47,105

Currently, 31.3% of the 485,377 housing units in the area are owner occupied; 59.3%, renter occupied; and 9.4% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 462,564 housing units in the area - 32.0% owner occupied, 59.3% renter occupied, and 8.7% vacant. The annual rate of change in housing units since 2010 is 2.16%. Median home value in the area is $591,818, compared to a median home value of $207,344 for the U.S. In five years, median value is projected to change by 1.40% annually to $634,407.

RETAIL // 14

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 1 mile radius

Reliable Real Estate

Demographic Summary	2017	2022
Population	99,760	103,961
Population 18+	83,329	87,196
Households	41,181	42,716
Median Household Income	$45,540	$50,098

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	16,554	19.9%	92
Typically spend 4-6 hours exercising per week	13,582	16.3%	78
Typically spend 1-3 hours exercising per week	21,701	26.0%	115
Exercise at home 2+ times per week	17,891	21.5%	74
Exercise at club 2+ times per week	10,292	12.4%	92
Exercise at other facility (not club) 2+ times/wk	4,348	5.2%	64
Own elliptical	2,804	3.4%	80
Own stationary bicycle	3,591	4.3%	85
Own treadmill	5,378	6.5%	71
Own weight lifting equipment	7,277	8.7%	70
Presently controlling diet	28,876	34.7%	99
Control diet for blood sugar level	7,200	8.6%	118
Control diet for cholesterol level	7,867	9.4%	121
Control diet to maintain weight	9,106	10.9%	102
Control diet for physical fitness	6,362	7.6%	75
Control diet for salt restriction	3,478	4.2%	154
Control diet for weight loss	9,374	11.2%	87
Used doctor`s care/diet for diet method	2,081	2.5%	91
Used exercise program for diet method	5,602	6.7%	94
Buy foods specifically labeled as fat-free	8,680	10.4%	103
Buy foods specifically labeled as gluten-free	3,705	4.4%	109
Buy foods specifically labeled as high fiber	6,100	7.3%	101
Buy foods specifically labeled as high protein	6,410	7.7%	124
Buy foods specifically labeled as lactose-free	5,779	6.9%	290
Buy foods specifically labeled as low-calorie	9,622	11.5%	137
Buy foods specifically labeled as low-carb	6,478	7.8%	127
Buy foods specifically labeled as low-cholesterol	7,803	9.4%	178
Buy foods specifically labeled as low-fat	8,098	9.7%	106
Buy foods specifically labeled as low-sodium	7,219	8.7%	97
Buy foods specifically labeled as natural/organic	8,976	10.8%	112
Buy foods specifically labeled as sugar-free	10,205	12.2%	144
Used meal/dietary/weight loss supplement last 6 mo	8,354	10.0%	142
Used vitamins/dietary supplements in last 6 months	46,100	55.3%	105
Provide services as a primary caregiver/caretaker	4,802	5.8%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co...
GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 15

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	59,234	71.1%	94
Visited doctor in last 12 months: 1-2 times	19,348	23.2%	97
Visited doctor in last 12 months: 3-5 times	17,010	20.4%	90
Visited doctor in last 12 months: 6+ times	22,890	27.5%	95
Visited doctor in last 12 months: cardiologist	8,973	10.8%	158
Visited doctor in last 12 months: chiropractor	4,449	5.3%	79
Visited doctor in last 12 months: dentist	24,418	29.3%	84
Visited doctor in last 12 months: dermatologist	7,807	9.4%	118
Visited doctor in last 12 months: ear/nose/throat	4,064	4.9%	107
Visited doctor in last 12 months: eye	13,872	16.6%	80
Visited doctor in last 12 months: gastroenterologist	3,283	3.9%	96
Visited doctor in last 12 months: general/family	29,017	34.8%	86
Visited doctor in last 12 months: internist	5,220	6.3%	108
Visited doctor in last 12 months: physical therapist	4,003	4.8%	106
Visited doctor in last 12 months: podiatrist	3,032	3.6%	121
Visited doctor in last 12 months: urologist	3,921	4.7%	124
Visited nurse practitioner in last 12 months	3,808	4.6%	91
Wear regular/sun/tinted prescription eyeglasses	27,433	32.9%	92
Wear bifocals	7,128	8.6%	56
Wear disposable contact lenses	3,648	4.4%	68
Wear soft contact lenses	5,290	6.3%	68
Wear transition lenses	3,499	4.2%	79
Spent on eyeglasses in last 12 months: <$100	1,867	2.2%	81
Spent on eyeglasses in last 12 months: $100-$199	3,919	4.7%	102
Spent on eyeglasses in last 12 months: $200-$249	1,993	2.4%	88
Spent on eyeglasses in last 12 months: $250+	5,807	7.0%	79
Spent on contact lenses in last 12 months: <$100	1,611	1.9%	80
Spent on contact lenses in last 12 months: $100-$199	2,820	3.4%	97
Spent on contact lenses in last 12 months: $200+	2,543	3.1%	87
Bought prescription eyewear: discount optical ctr	5,293	6.4%	77
Bought prescription eyewear: private eye doctor	14,800	17.8%	74
Bought prescription eyewear: retail optical chain	9,653	11.6%	101
Bought prescription eyewear: online	2,101	2.5%	92
Used prescription drug for allergy/hay fever	7,540	9.0%	62
Used prescription drug for anxiety/panic	6,376	7.7%	102
Used prescription drug for arthritis/osteoarthritis	5,314	6.4%	89
Used prescription drug for rheumatoid arthritis	4,961	6.0%	120
Used prescription drug for asthma	3,892	4.7%	90
Used prescription drug for backache/back pain	15,101	18.1%	87
Used prescription drug for depression	4,453	5.3%	59
Used prescription drug for diabetes (insulin dependent)	2,440	2.9%	111
Used prescription drug for diabetes (non-insulin depend)	7,255	8.7%	159
Used prescription drug for heartburn/acid reflux	7,416	8.9%	69
Used prescription drug for high blood pressure	10,207	12.2%	79
Used prescription drug for high cholesterol	10,040	12.0%	102
Used prescription drug for migraine headache	3,907	4.7%	69
Used prescription drug for sinus congestion/headache	6,529	7.8%	70
Used prescription drug for urinary tract infection	3,015	3.6%	101
Filled prescription last 12 months: discount/dept store	2,361	2.8%	71
Filled prescription last 12 months: drug store/pharmacy	30,002	36.0%	98
Filled prescription last 12 months: supermarket	5,532	6.6%	88
Filled prescription last 12 months: mail order	4,148	5.0%	67
Amount spent out of pocket for prescription drugs: <$10	3,797	4.6%	76
Amount spent out of pocket for prescription drugs: $10-19	3,976	4.8%	57
Amount spent out of pocket for prescription drugs: $20-29	4,765	5.7%	95
Amount spent out of pocket for prescription drugs: $30-49	3,106	3.7%	55
Amount spent out of pocket for prescription drugs: $50-99	5,716	6.9%	104
Amount spent out of pocket for prescription drugs: $100-149	2,523	3.0%	90
Amount spent out of pocket for prescription drugs: $150+	3,163	3.8%	120

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	14,913	17.9%	135
Used last 6 months: cold/sinus/allergy med (nonprescr)	38,294	46.0%	95
Used last 6 months: children`s cough syrup	13,810	16.6%	125
Used last 6 months: cough syrup/suppressant(nonprescr)	29,699	35.6%	108
Used last 6 months: medicated skin cream/lotion/spray	27,239	32.7%	112
Used last 6 months: nasal spray	12,284	14.7%	91
Used last 6 months: pain reliever/fever reducer (kids)	21,665	26.0%	117
Used last 6 months: pain relieving rub/liquid/patch	21,665	26.0%	117
Used last 6 months: sleeping aid/snore relief	6,864	8.2%	81
Used last 6 months: sore throat remedy/cough drops	37,961	45.6%	97
Used last 12 months: sunburn remedy	12,662	15.2%	105
Used last 12 months: suntan/sunscreen product	32,341	38.8%	99
Used last 12 months: SPF 15 suntan/sunscreen product	7,766	9.3%	107
Used last 12 months: SPF 30-49 suntan/sunscreen prod	12,904	15.5%	92
Used last 12 months: SPF 50+ suntan/sunscreen product	8,967	10.8%	85
Used last 6 months: toothache/gum/canker sore remedy	8,114	9.7%	103
Used last 6 months: vitamins/nutritional suppl (kids)	19,639	23.6%	163
Used body wash/shower gel in last 6 months	44,295	53.2%	91
Used breath freshener in last 6 months	33,450	40.1%	98
Used breath freshener in last 6 months: gum	21,558	25.9%	101
Used breath freshener in last 6 months: mints	12,319	14.8%	83
Used breath freshener in last 6 months: thin film	2,504	3.0%	128
Used breath freshener 8+ times in last 7 days	7,792	9.4%	90
Used complexion care product in last 6 months	43,178	51.8%	110
Used denture adhesive/fixative in last 6 months	5,347	6.4%	104
Used denture cleaner in last 6 months	10,358	12.4%	113
Used facial moisturizer in last 6 months	39,582	47.5%	111
Used personal foot care product in last 6 months	17,163	20.6%	105
Used hair coloring product (at home) last 6 months	21,113	25.3%	129
Used hair conditioning treatment (at home)/6 mo	25,736	30.9%	123
Used hair growth product in last 6 months	1,829	2.2%	81
Used hair spray (at home) in last 6 months	20,657	24.8%	76
Used hair styling gel/lotion/mousse in last 6 mo	28,149	33.8%	99
Used mouthwash in last 6 months	52,108	62.5%	95
Used mouthwash 8+ times in last 7 days	14,739	17.7%	95
Used whitening toothpaste in last 6 months	17,857	21.4%	67
Used tooth whitener (not toothpaste) in last 6 mo	10,403	12.5%	130
Used tooth whitener (gel) in last 6 mos	2,849	3.4%	177
Used tooth whitener (strips) in last 6 months	5,539	6.6%	127
Visited a day spa in last 6 months	4,463	5.4%	102
Purchased product at salon/day spa in last 6 mo	2,836	3.4%	63
Professional srv last 6 months: haircut	42,019	50.4%	83
Professional srv last 6 months: hair color/highlights	11,388	13.7%	86
Professional srv last 6 months: facial	3,372	4.0%	142
Professional srv last 6 months: massage	6,382	7.7%	105
Professional srv last 6 months: manicure	15,024	18.0%	149
Professional srv last 6 months: pedicure	14,794	17.8%	117
Spent $150+ at barber shops in last 6 months	2,358	2.8%	110
Spent $150+ at beauty salons in last 6 months	7,525	9.0%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co...
GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 17

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 3 mile radius

Reliable Real Estate

Demographic Summary		2017	2022
Population		525,468	546,830
Population 18+		418,032	438,495
Households		195,868	202,830
Median Household Income		$48,770	$52,766

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	86,754	20.8%	96
Typically spend 4-6 hours exercising per week	69,584	16.6%	79
Typically spend 1-3 hours exercising per week	107,218	25.6%	113
Exercise at home 2+ times per week	94,980	22.7%	78
Exercise at club 2+ times per week	51,927	12.4%	93
Exercise at other facility (not club) 2+ times/wk	22,087	5.3%	65
Own elliptical	13,377	3.2%	76
Own stationary bicycle	17,969	4.3%	84
Own treadmill	26,273	6.3%	69
Own weight lifting equipment	36,160	8.7%	70
Presently controlling diet	144,357	34.5%	99
Control diet for blood sugar level	35,009	8.4%	114
Control diet for cholesterol level	38,949	9.3%	119
Control diet to maintain weight	44,770	10.7%	100
Control diet for physical fitness	32,105	7.7%	75
Control diet for salt restriction	17,310	4.1%	152
Control diet for weight loss	46,030	11.0%	86
Used doctor`s care/diet for diet method	10,350	2.5%	90
Used exercise program for diet method	27,679	6.6%	92
Buy foods specifically labeled as fat-free	43,564	10.4%	103
Buy foods specifically labeled as gluten-free	18,720	4.5%	110
Buy foods specifically labeled as high fiber	30,186	7.2%	100
Buy foods specifically labeled as high protein	30,440	7.3%	117
Buy foods specifically labeled as lactose-free	27,696	6.6%	277
Buy foods specifically labeled as low-calorie	45,538	10.9%	130
Buy foods specifically labeled as low-carb	31,047	7.4%	121
Buy foods specifically labeled as low-cholesterol	36,635	8.8%	167
Buy foods specifically labeled as low-fat	39,209	9.4%	103
Buy foods specifically labeled as low-sodium	35,304	8.4%	94
Buy foods specifically labeled as natural/organic	43,839	10.5%	109
Buy foods specifically labeled as sugar-free	48,364	11.6%	136
Used meal/dietary/weight loss supplement last 6 mo	39,998	9.6%	136
Used vitamins/dietary supplements in last 6 months	231,236	55.3%	105
Provide services as a primary caregiver/caretaker	25,307	6.1%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co...
GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 18

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	299,501	71.6%	95
Visited doctor in last 12 months: 1-2 times	98,766	23.6%	99
Visited doctor in last 12 months: 3-5 times	86,462	20.7%	91
Visited doctor in last 12 months: 6+ times	114,286	27.3%	94
Visited doctor in last 12 months: cardiologist	41,922	10.0%	147
Visited doctor in last 12 months: chiropractor	22,017	5.3%	78
Visited doctor in last 12 months: dentist	126,643	30.3%	86
Visited doctor in last 12 months: dermatologist	36,926	8.8%	111
Visited doctor in last 12 months: ear/nose/throat	19,902	4.8%	105
Visited doctor in last 12 months: eye	71,501	17.1%	83
Visited doctor in last 12 months: gastroenterologist	16,568	4.0%	97
Visited doctor in last 12 months: general/family	146,886	35.1%	87
Visited doctor in last 12 months: internist	25,087	6.0%	104
Visited doctor in last 12 months: physical therapist	20,128	4.8%	106
Visited doctor in last 12 months: podiatrist	15,320	3.7%	122
Visited doctor in last 12 months: urologist	19,142	4.6%	121
Visited nurse practitioner in last 12 months	18,045	4.3%	86
Wear regular/sun/tinted prescription eyeglasses	136,074	32.6%	91
Wear bifocals	37,151	8.9%	59
Wear disposable contact lenses	18,980	4.5%	70
Wear soft contact lenses	27,064	6.5%	69
Wear transition lenses	17,172	4.1%	77
Spent on eyeglasses in last 12 months: <$100	9,455	2.3%	82
Spent on eyeglasses in last 12 months: $100-$199	18,867	4.5%	98
Spent on eyeglasses in last 12 months: $200-$249	9,682	2.3%	85
Spent on eyeglasses in last 12 months: $250+	29,225	7.0%	79
Spent on contact lenses in last 12 months: <$100	8,121	1.9%	80
Spent on contact lenses in last 12 months: $100-$199	13,759	3.3%	94
Spent on contact lenses in last 12 months: $200+	12,860	3.1%	88
Bought prescription eyewear: discount optical ctr	25,854	6.2%	75
Bought prescription eyewear: private eye doctor	74,212	17.8%	74
Bought prescription eyewear: retail optical chain	47,017	11.2%	98
Bought prescription eyewear: online	10,845	2.6%	95
Used prescription drug for allergy/hay fever	38,652	9.2%	63
Used prescription drug for anxiety/panic	31,210	7.5%	100
Used prescription drug for arthritis/osteoarthritis	25,900	6.2%	87
Used prescription drug for rheumatoid arthritis	24,891	6.0%	120
Used prescription drug for asthma	20,158	4.8%	93
Used prescription drug for backache/back pain	76,085	18.2%	87
Used prescription drug for depression	21,777	5.2%	58
Used prescription drug for diabetes (insulin dependent)	12,614	3.0%	114
Used prescription drug for diabetes (non-insulin depend)	34,627	8.3%	151
Used prescription drug for heartburn/acid reflux	35,454	8.5%	66
Used prescription drug for high blood pressure	52,080	12.5%	80
Used prescription drug for high cholesterol	50,059	12.0%	102
Used prescription drug for migraine headache	19,523	4.7%	69
Used prescription drug for sinus congestion/headache	32,165	7.7%	69
Used prescription drug for urinary tract infection	15,416	3.7%	103
Filled prescription last 12 months: discount/dept store	11,598	2.8%	70
Filled prescription last 12 months: drug store/pharmacy	147,693	35.3%	97
Filled prescription last 12 months: supermarket	25,756	6.2%	82
Filled prescription last 12 months: mail order	19,538	4.7%	63
Amount spent out of pocket for prescription drugs: <$10	18,845	4.5%	75
Amount spent out of pocket for prescription drugs: $10-19	19,630	4.7%	56
Amount spent out of pocket for prescription drugs: $20-29	23,398	5.6%	93
Amount spent out of pocket for prescription drugs: $30-49	15,937	3.8%	56
Amount spent out of pocket for prescription drugs: $50-99	27,227	6.5%	99
Amount spent out of pocket for prescription drugs: $100-149	11,920	2.9%	85
Amount spent out of pocket for prescription drugs: $150+	14,909	3.6%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co... GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	74,491	17.8%	135
Used last 6 months: cold/sinus/allergy med (nonprescr)	194,500	46.5%	97
Used last 6 months: children`s cough syrup	67,390	16.1%	122
Used last 6 months: cough syrup/suppressant(nonprescr)	149,292	35.7%	108
Used last 6 months: medicated skin cream/lotion/spray	135,623	32.4%	111
Used last 6 months: nasal spray	62,331	14.9%	92
Used last 6 months: pain reliever/fever reducer (kids)	106,829	25.6%	115
Used last 6 months: pain relieving rub/liquid/patch	106,829	25.6%	115
Used last 6 months: sleeping aid/snore relief	34,213	8.2%	81
Used last 6 months: sore throat remedy/cough drops	191,623	45.8%	97
Used last 12 months: sunburn remedy	61,719	14.8%	102
Used last 12 months: suntan/sunscreen product	161,772	38.7%	99
Used last 12 months: SPF 15 suntan/sunscreen product	37,352	8.9%	103
Used last 12 months: SPF 30-49 suntan/sunscreen prod	62,511	15.0%	89
Used last 12 months: SPF 50+ suntan/sunscreen product	44,845	10.7%	85
Used last 6 months: toothache/gum/canker sore remedy	42,224	10.1%	107
Used last 6 months: vitamins/nutritional suppl (kids)	93,595	22.4%	155
Used body wash/shower gel in last 6 months	223,840	53.5%	92
Used breath freshener in last 6 months	167,859	40.2%	98
Used breath freshener in last 6 months: gum	106,053	25.4%	99
Used breath freshener in last 6 months: mints	62,089	14.9%	84
Used breath freshener in last 6 months: thin film	12,472	3.0%	127
Used breath freshener 8+ times in last 7 days	38,169	9.1%	88
Used complexion care product in last 6 months	214,592	51.3%	109
Used denture adhesive/fixative in last 6 months	24,057	5.8%	93
Used denture cleaner in last 6 months	48,634	11.6%	105
Used facial moisturizer in last 6 months	197,809	47.3%	111
Used personal foot care product in last 6 months	87,374	20.9%	106
Used hair coloring product (at home) last 6 months	104,194	24.9%	127
Used hair conditioning treatment (at home)/6 mo	129,548	31.0%	123
Used hair growth product in last 6 months	10,825	2.6%	95
Used hair spray (at home) in last 6 months	106,145	25.4%	78
Used hair styling gel/lotion/mousse in last 6 mo	140,299	33.6%	98
Used mouthwash in last 6 months	264,144	63.2%	96
Used mouthwash 8+ times in last 7 days	75,490	18.1%	97
Used whitening toothpaste in last 6 months	92,528	22.1%	70
Used tooth whitener (not toothpaste) in last 6 mo	51,751	12.4%	129
Used tooth whitener (gel) in last 6 mos	14,594	3.5%	181
Used tooth whitener (strips) in last 6 months	26,333	6.3%	120
Visited a day spa in last 6 months	21,738	5.2%	99
Purchased product at salon/day spa in last 6 mo	14,747	3.5%	66
Professional srv last 6 months: haircut	212,357	50.8%	84
Professional srv last 6 months: hair color/highlights	56,532	13.5%	85
Professional srv last 6 months: facial	16,613	4.0%	139
Professional srv last 6 months: massage	31,353	7.5%	103
Professional srv last 6 months: manicure	74,653	17.9%	147
Professional srv last 6 months: pedicure	76,642	18.3%	121
Spent $150+ at barber shops in last 6 months	12,217	2.9%	113
Spent $150+ at beauty salons in last 6 months	37,237	8.9%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co... GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 20

COLDWELL BANKER COMMERCIAL

Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 5 mile radius

Demographic Summary		2017	2022
Population		1,258,040	1,310,674
Population 18+		971,584	1,022,991
Households		439,753	455,694
Median Household Income		$50,386	$54,317

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	203,891	21.0%	97
Typically spend 4-6 hours exercising per week	154,989	16.0%	76
Typically spend 1-3 hours exercising per week	255,238	26.3%	116
Exercise at home 2+ times per week	206,299	21.2%	73
Exercise at club 2+ times per week	114,550	11.8%	88
Exercise at other facility (not club) 2+ times/wk	48,943	5.0%	62
Own elliptical	28,331	2.9%	69
Own stationary bicycle	38,429	4.0%	78
Own treadmill	56,492	5.8%	64
Own weight lifting equipment	72,499	7.5%	60
Presently controlling diet	322,780	33.2%	95
Control diet for blood sugar level	80,474	8.3%	113
Control diet for cholesterol level	87,780	9.0%	115
Control diet to maintain weight	100,602	10.4%	96
Control diet for physical fitness	78,590	8.1%	79
Control diet for salt restriction	40,897	4.2%	155
Control diet for weight loss	95,774	9.9%	77
Used doctor`s care/diet for diet method	24,789	2.6%	93
Used exercise program for diet method	64,017	6.6%	92
Buy foods specifically labeled as fat-free	92,126	9.5%	94
Buy foods specifically labeled as gluten-free	45,054	4.6%	114
Buy foods specifically labeled as high fiber	68,928	7.1%	98
Buy foods specifically labeled as high protein	64,748	6.7%	107
Buy foods specifically labeled as lactose-free	57,275	5.9%	246
Buy foods specifically labeled as low-calorie	93,772	9.7%	115
Buy foods specifically labeled as low-carb	67,659	7.0%	114
Buy foods specifically labeled as low-cholesterol	79,463	8.2%	156
Buy foods specifically labeled as low-fat	81,640	8.4%	92
Buy foods specifically labeled as low-sodium	78,651	8.1%	90
Buy foods specifically labeled as natural/organic	93,610	9.6%	101
Buy foods specifically labeled as sugar-free	101,530	10.4%	123
Used meal/dietary/weight loss supplement last 6 mo	88,273	9.1%	129
Used vitamins/dietary supplements in last 6 months	509,455	52.4%	100
Provide services as a primary caregiver/caretaker	61,863	6.4%	92

RETAIL // 21

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	690,199	71.0%	94
Visited doctor in last 12 months: 1-2 times	244,671	25.2%	105
Visited doctor in last 12 months: 3-5 times	196,911	20.3%	89
Visited doctor in last 12 months: 6+ times	248,602	25.6%	88
Visited doctor in last 12 months: cardiologist	83,276	8.6%	125
Visited doctor in last 12 months: chiropractor	47,727	4.9%	73
Visited doctor in last 12 months: dentist	293,157	30.2%	86
Visited doctor in last 12 months: dermatologist	78,015	8.0%	101
Visited doctor in last 12 months: ear/nose/throat	44,702	4.6%	101
Visited doctor in last 12 months: eye	162,195	16.7%	81
Visited doctor in last 12 months: gastroenterologist	35,963	3.7%	90
Visited doctor in last 12 months: general/family	334,558	34.4%	85
Visited doctor in last 12 months: internist	50,590	5.2%	90
Visited doctor in last 12 months: physical therapist	47,136	4.9%	107
Visited doctor in last 12 months: podiatrist	31,640	3.3%	108
Visited doctor in last 12 months: urologist	41,325	4.3%	112
Visited nurse practitioner in last 12 months	40,979	4.2%	84
Wear regular/sun/tinted prescription eyeglasses	307,642	31.7%	89
Wear bifocals	86,638	8.9%	59
Wear disposable contact lenses	43,587	4.5%	70
Wear soft contact lenses	59,484	6.1%	65
Wear transition lenses	35,895	3.7%	69
Spent on eyeglasses in last 12 months: <$100	22,580	2.3%	84
Spent on eyeglasses in last 12 months: $100-$199	41,127	4.2%	92
Spent on eyeglasses in last 12 months: $200-$249	21,606	2.2%	82
Spent on eyeglasses in last 12 months: $250+	67,090	6.9%	78
Spent on contact lenses in last 12 months: <$100	19,701	2.0%	84
Spent on contact lenses in last 12 months: $100-$199	30,803	3.2%	91
Spent on contact lenses in last 12 months: $200+	28,676	3.0%	84
Bought prescription eyewear: discount optical ctr	54,010	5.6%	67
Bought prescription eyewear: private eye doctor	167,027	17.2%	71
Bought prescription eyewear: retail optical chain	101,283	10.4%	91
Bought prescription eyewear: online	25,204	2.6%	95
Used prescription drug for allergy/hay fever	89,914	9.3%	63
Used prescription drug for anxiety/panic	71,978	7.4%	99
Used prescription drug for arthritis/osteoarthritis	56,281	5.8%	81
Used prescription drug for rheumatoid arthritis	55,035	5.7%	114
Used prescription drug for asthma	48,318	5.0%	96
Used prescription drug for backache/back pain	157,186	16.2%	77
Used prescription drug for depression	53,445	5.5%	61
Used prescription drug for diabetes (insulin dependent)	28,537	2.9%	111
Used prescription drug for diabetes (non-insulin depend)	74,469	7.7%	140
Used prescription drug for heartburn/acid reflux	71,452	7.4%	57
Used prescription drug for high blood pressure	119,189	12.3%	79
Used prescription drug for high cholesterol	111,786	11.5%	98
Used prescription drug for migraine headache	43,036	4.4%	65
Used prescription drug for sinus congestion/headache	70,593	7.3%	65
Used prescription drug for urinary tract infection	35,239	3.6%	101
Filled prescription last 12 months: discount/dept store	26,121	2.7%	67
Filled prescription last 12 months: drug store/pharmacy	316,699	32.6%	89
Filled prescription last 12 months: supermarket	57,519	5.9%	79
Filled prescription last 12 months: mail order	38,437	4.0%	53
Amount spent out of pocket for prescription drugs: <$10	41,630	4.3%	71
Amount spent out of pocket for prescription drugs: $10-19	48,687	5.0%	60
Amount spent out of pocket for prescription drugs: $20-29	51,750	5.3%	89
Amount spent out of pocket for prescription drugs: $30-49	32,763	3.4%	50
Amount spent out of pocket for prescription drugs: $50-99	56,888	5.9%	89
Amount spent out of pocket for prescription drugs: $100-149	24,759	2.5%	76
Amount spent out of pocket for prescription drugs: $150+	31,700	3.3%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co... GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 22

Reliable Real Estate

Ginger Rose
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	168,214	17.3%	131
Used last 6 months: cold/sinus/allergy med (nonprescr)	443,842	45.7%	95
Used last 6 months: children`s cough syrup	156,182	16.1%	121
Used last 6 months: cough syrup/suppressant(nonprescr)	351,604	36.2%	110
Used last 6 months: medicated skin cream/lotion/spray	310,698	32.0%	110
Used last 6 months: nasal spray	145,381	15.0%	93
Used last 6 months: pain reliever/fever reducer (kids)	246,093	25.3%	114
Used last 6 months: pain relieving rub/liquid/patch	246,093	25.3%	114
Used last 6 months: sleeping aid/snore relief	77,906	8.0%	79
Used last 6 months: sore throat remedy/cough drops	455,426	46.9%	100
Used last 12 months: sunburn remedy	129,742	13.4%	92
Used last 12 months: suntan/sunscreen product	332,783	34.3%	87
Used last 12 months: SPF 15 suntan/sunscreen product	74,740	7.7%	88
Used last 12 months: SPF 30-49 suntan/sunscreen prod	124,348	12.8%	76
Used last 12 months: SPF 50+ suntan/sunscreen product	89,334	9.2%	72
Used last 6 months: toothache/gum/canker sore remedy	114,611	11.8%	124
Used last 6 months: vitamins/nutritional suppl (kids)	204,851	21.1%	146
Used body wash/shower gel in last 6 months	533,170	54.9%	94
Used breath freshener in last 6 months	397,189	40.9%	99
Used breath freshener in last 6 months: gum	244,786	25.2%	98
Used breath freshener in last 6 months: mints	146,275	15.1%	85
Used breath freshener in last 6 months: thin film	28,217	2.9%	124
Used breath freshener 8+ times in last 7 days	89,152	9.2%	88
Used complexion care product in last 6 months	483,396	49.8%	106
Used denture adhesive/fixative in last 6 months	50,016	5.1%	84
Used denture cleaner in last 6 months	109,348	11.3%	102
Used facial moisturizer in last 6 months	429,980	44.3%	104
Used personal foot care product in last 6 months	200,609	20.6%	105
Used hair coloring product (at home) last 6 months	226,782	23.3%	119
Used hair conditioning treatment (at home)/6 mo	305,235	31.4%	125
Used hair growth product in last 6 months	33,404	3.4%	126
Used hair spray (at home) in last 6 months	229,782	23.7%	73
Used hair styling gel/lotion/mousse in last 6 mo	316,588	32.6%	95
Used mouthwash in last 6 months	622,798	64.1%	98
Used mouthwash 8+ times in last 7 days	168,720	17.4%	94
Used whitening toothpaste in last 6 months	199,846	20.6%	65
Used tooth whitener (not toothpaste) in last 6 mo	123,625	12.7%	132
Used tooth whitener (gel) in last 6 mos	35,932	3.7%	192
Used tooth whitener (strips) in last 6 months	63,973	6.6%	126
Visited a day spa in last 6 months	44,086	4.5%	86
Purchased product at salon/day spa in last 6 mo	31,805	3.3%	61
Professional srv last 6 months: haircut	464,448	47.8%	79
Professional srv last 6 months: hair color/highlights	119,457	12.3%	77
Professional srv last 6 months: facial	34,471	3.5%	124
Professional srv last 6 months: massage	62,229	6.4%	88
Professional srv last 6 months: manicure	161,040	16.6%	137
Professional srv last 6 months: pedicure	172,184	17.7%	117
Spent $150+ at barber shops in last 6 months	30,293	3.1%	121
Spent $150+ at beauty salons in last 6 months	73,916	7.6%	66

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were co GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

RETAIL // 23

Ginger Rose 2
1804 Sheepshead Bay Rd, Brooklyn, New York, 11235
Rings: 1, 3, 5 mile radii

COLDWELL BANKER COMMERCIAL

Reliable Real Estate

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	Emmons Ave	E 16th St (0.03 miles W)	2012	21,162
0.10	Shore Pkwy	Ocean Ave (0.02 miles E)	1993	15,864
0.10	E 19th St	Shore Pkwy (0.01 miles S)	1993	1,512
0.11	Shore Pkwy	Sheepshead Bay Rd (0.02 miles E)	1992	3,944
0.12	Shore Blvd	Coleridge St (0.01 miles W)	2003	16,949
0.14	Sheepshead Foot Brg	Shore Blvd (0.01 miles SE)	1999	15,986
0.16	Ocean Ave	Shore Pkwy (0.04 miles S)	1992	11,410
0.18	Ocean Ave	Voorhies Ave (0.02 miles N)	1993	17,890
0.19	Shore Pkwy	E 16th St (0.03 miles SE)	2012	9,721
0.19	Coleridge St	Shore Blvd (0.08 miles N)	2004	877
0.19	Voorhies Ave	E 16th St (0.00 miles)	2012	15,082
0.20	Exeter St	Shore Blvd (0.07 miles N)	2004	875
0.22	Shore Blvd	Falmouth St (0.02 miles E)	2012	13,353
0.22	Shore Pkwy	E 14th St (0.01 miles SW)	2012	5,711
0.25	Ocean Ave	Jerome Ave (0.06 miles N)	1998	19,000
0.26	Cass Pl	Corbin Pl (0.01 miles W)	2012	12,700
0.27	Falmouth St	Shore Blvd (0.04 miles N)	2004	515
0.27	W End Ave	Ocean Ct (0.06 miles N)	1993	8,606
0.27	E 14th St	Shore Pkwy (0.08 miles S)	2012	4,452
0.29	Brighton 12th St	Corbin Pl (0.02 miles E)	1995	5,051
0.30	Brighton 11th St	Brighton 11 St (0.01 miles NE)	2010	3,829
0.31	Neptune Ave	Brighton 11 St (0.01 miles E)	2003	21,617
0.31	Corbin Pl	Brighton 13th St (0.01 miles N)	2012	4,083
0.32	Corbin Pl	Brighton 13th St (0.03 miles N)	2010	10,620
0.33	Emmons Ave	E 23rd St (0.02 miles E)	2012	17,494
0.33	Shore Pkwy	Homecrest Ave (0.01 miles W)	2012	10,008
0.33	W End Ave	Hampton Ave (0.01 miles S)	2012	9,631
0.33	Ave Z	Ocean Ave (0.02 miles E)	2010	8,724
0.34	Neptune Ave	Guider Ave (0.02 miles E)	2003	10,648
0.34	Guider Ave	E 11th St (0.01 miles SE)	2003	22,810

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2017 to 1963. Over 25% of the counts were taken between 2010 and 2017 and over 77% of the counts were taken between 2000 and 2017. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.
Source: ©2017 Kalibrate Technologies

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