



Market Profile

8973 Bay Parkway Brooklyn NY 11214
 8973 Bay Parkway Brooklyn NY 11214
 Rings: 1, 3, 5 mile radii

Latitude: 40.5949
 Longitude: -74.0012

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	72,736	637,278	1,307,664
2010 Total Population	76,527	651,363	1,321,141
2016 Total Population	79,097	673,917	1,372,071
2016 Group Quarters	940	4,151	12,187
2021 Total Population	81,991	699,338	1,426,690
2016-2021 Annual Rate	0.72%	0.74%	0.78%
2016 Total Daytime Population	64,454	583,806	1,150,991
Workers	19,513	197,144	395,889
Residents	44,941	386,662	755,102
Household Summary			
2000 Households	27,593	238,658	468,627
2000 Average Household Size	2.60	2.65	2.76
2010 Households	27,990	238,720	470,640
2010 Average Household Size	2.70	2.71	2.78
2016 Households	28,628	244,409	484,345
2016 Average Household Size	2.73	2.74	2.81
2021 Households	29,558	252,606	501,629
2021 Average Household Size	2.74	2.75	2.82
2016-2021 Annual Rate	0.64%	0.66%	0.70%
2010 Families	19,031	156,877	312,105
2010 Average Family Size	3.32	3.43	3.46
2016 Families	19,353	159,442	318,925
2016 Average Family Size	3.37	3.48	3.51
2021 Families	19,925	164,165	329,072
2021 Average Family Size	3.39	3.50	3.53
2016-2021 Annual Rate	0.58%	0.59%	0.63%
Housing Unit Summary			
2000 Housing Units	28,474	247,847	488,502
Owner Occupied Housing Units	28.0%	29.3%	31.4%
Renter Occupied Housing Units	69.0%	67.0%	64.5%
Vacant Housing Units	3.1%	3.7%	4.1%
2010 Housing Units	30,589	265,778	514,846
Owner Occupied Housing Units	28.4%	28.8%	31.3%
Renter Occupied Housing Units	63.1%	61.0%	60.1%
Vacant Housing Units	8.5%	10.2%	8.6%
2016 Housing Units	31,571	274,740	533,767
Owner Occupied Housing Units	27.2%	27.9%	30.4%
Renter Occupied Housing Units	63.5%	61.1%	60.4%
Vacant Housing Units	9.3%	11.0%	9.3%
2021 Housing Units	32,666	284,309	553,065
Owner Occupied Housing Units	26.6%	27.5%	30.0%
Renter Occupied Housing Units	63.9%	61.3%	60.7%
Vacant Housing Units	9.5%	11.2%	9.3%
Median Household Income			
2016	\$41,393	\$44,406	\$47,766
2021	\$43,847	\$49,791	\$53,259
Median Home Value			
2016	\$656,689	\$666,806	\$593,172
2021	\$673,260	\$687,103	\$615,046
Per Capita Income			
2016	\$22,354	\$24,294	\$24,934
2021	\$24,541	\$26,717	\$27,327
Median Age			
2010	39.1	37.1	36.0
2016	39.7	37.8	36.8
2021	40.6	38.4	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	28,628	244,409	484,339
<\$15,000	18.3%	18.3%	16.7%
\$15,000 - \$24,999	12.1%	11.8%	11.2%
\$25,000 - \$34,999	12.3%	10.8%	10.6%
\$35,000 - \$49,999	14.6%	13.2%	13.0%
\$50,000 - \$74,999	15.6%	16.0%	16.3%
\$75,000 - \$99,999	9.9%	9.8%	10.5%
\$100,000 - \$149,999	10.3%	11.5%	12.0%
\$150,000 - \$199,999	4.4%	4.8%	5.2%
\$200,000+	2.5%	4.0%	4.4%
Average Household Income	\$60,679	\$66,563	\$69,979
2021 Households by Income			
Household Income Base	29,558	252,606	501,623
<\$15,000	18.3%	18.1%	16.5%
\$15,000 - \$24,999	11.8%	11.4%	10.8%
\$25,000 - \$34,999	13.9%	12.4%	12.2%
\$35,000 - \$49,999	9.1%	8.2%	7.7%
\$50,000 - \$74,999	14.3%	14.7%	15.4%
\$75,000 - \$99,999	11.2%	10.8%	11.7%
\$100,000 - \$149,999	12.8%	13.9%	14.3%
\$150,000 - \$199,999	5.6%	5.9%	6.3%
\$200,000+	3.0%	4.6%	5.0%
Average Household Income	\$67,013	\$73,557	\$77,087
2016 Owner Occupied Housing Units by Value			
Total	8,591	76,543	161,947
<\$50,000	2.2%	2.2%	2.1%
\$50,000 - \$99,999	1.5%	1.4%	1.3%
\$100,000 - \$149,999	1.0%	1.4%	1.7%
\$150,000 - \$199,999	2.5%	2.5%	3.0%
\$200,000 - \$249,999	3.2%	3.7%	3.9%
\$250,000 - \$299,999	2.9%	3.8%	4.3%
\$300,000 - \$399,999	6.3%	6.1%	10.0%
\$400,000 - \$499,999	7.6%	7.7%	12.7%
\$500,000 - \$749,999	36.5%	31.7%	29.2%
\$750,000 - \$999,999	28.1%	26.5%	20.5%
\$1,000,000 +	8.3%	12.9%	11.2%
Average Home Value	\$656,024	\$674,324	\$623,474
2021 Owner Occupied Housing Units by Value			
Total	8,688	78,246	166,029
<\$50,000	0.6%	0.6%	0.7%
\$50,000 - \$99,999	0.3%	0.3%	0.3%
\$100,000 - \$149,999	0.3%	0.4%	0.5%
\$150,000 - \$199,999	1.2%	1.3%	1.6%
\$200,000 - \$249,999	2.0%	2.3%	2.6%
\$250,000 - \$299,999	2.2%	3.2%	3.6%
\$300,000 - \$399,999	6.8%	6.7%	10.3%
\$400,000 - \$499,999	10.2%	10.3%	16.2%
\$500,000 - \$749,999	38.0%	33.4%	30.7%
\$750,000 - \$999,999	29.7%	28.2%	21.8%
\$1,000,000 +	8.6%	13.4%	11.6%
Average Home Value	\$688,466	\$709,509	\$656,449

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	76,527	651,361	1,321,142
0 - 4	5.9%	7.1%	7.0%
5 - 9	5.6%	6.4%	6.4%
10 - 14	5.4%	6.1%	6.2%
15 - 24	12.6%	13.5%	13.9%
25 - 34	14.8%	14.3%	15.2%
35 - 44	13.6%	12.4%	13.1%
45 - 54	13.9%	13.0%	13.4%
55 - 64	12.3%	12.1%	11.7%
65 - 74	7.3%	7.1%	6.6%
75 - 84	5.7%	5.4%	4.5%
85 +	2.9%	2.7%	2.1%
18 +	79.5%	76.6%	76.5%
2016 Population by Age			
Total	79,098	673,916	1,372,075
0 - 4	5.6%	6.8%	6.7%
5 - 9	5.4%	6.1%	6.3%
10 - 14	5.5%	6.1%	6.2%
15 - 24	12.1%	13.0%	13.1%
25 - 34	14.9%	14.6%	15.3%
35 - 44	13.3%	12.1%	12.9%
45 - 54	13.0%	12.0%	12.3%
55 - 64	12.7%	12.6%	12.4%
65 - 74	8.8%	8.7%	8.2%
75 - 84	5.6%	5.3%	4.4%
85 +	2.9%	2.8%	2.2%
18 +	80.2%	77.4%	77.2%
2021 Population by Age			
Total	81,990	699,337	1,426,689
0 - 4	5.6%	6.9%	6.7%
5 - 9	5.2%	6.0%	5.9%
10 - 14	5.2%	5.7%	5.9%
15 - 24	11.4%	12.0%	12.2%
25 - 34	14.9%	15.0%	15.5%
35 - 44	13.4%	12.4%	13.3%
45 - 54	12.3%	11.1%	11.7%
55 - 64	12.8%	12.5%	12.3%
65 - 74	10.2%	9.9%	9.4%
75 - 84	6.0%	5.6%	4.9%
85 +	3.0%	2.9%	2.3%
18 +	81.0%	78.2%	78.1%
2010 Population by Sex			
Males	36,943	315,545	634,886
Females	39,584	335,818	686,255
2016 Population by Sex			
Males	38,363	327,435	660,923
Females	40,734	346,482	711,149
2021 Population by Sex			
Males	39,863	340,631	689,764
Females	42,128	358,706	736,926

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

March 08, 2017



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2010 Population by Race/Ethnicity			
Total	76,525	651,363	1,321,140
White Alone	57.2%	67.7%	55.1%
Black Alone	2.6%	3.4%	17.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	31.2%	21.2%	16.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.7%	5.3%	7.2%
Two or More Races	2.0%	1.9%	2.6%
Hispanic Origin	13.4%	11.6%	16.2%
Diversity Index	67.4	59.8	73.5
2016 Population by Race/Ethnicity			
Total	79,096	673,917	1,372,072
White Alone	52.7%	64.9%	53.2%
Black Alone	2.5%	3.1%	16.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	36.2%	24.6%	19.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.1%	5.0%	7.0%
Two or More Races	2.1%	2.1%	2.8%
Hispanic Origin	12.4%	10.8%	15.7%
Diversity Index	67.9	61.0	74.2
2021 Population by Race/Ethnicity			
Total	81,992	699,338	1,426,690
White Alone	49.2%	62.8%	51.8%
Black Alone	2.3%	2.8%	16.0%
American Indian Alone	0.3%	0.2%	0.4%
Asian Alone	40.6%	27.5%	22.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.5%	4.5%	6.7%
Two or More Races	2.1%	2.1%	2.9%
Hispanic Origin	11.4%	10.1%	15.2%
Diversity Index	67.5	61.5	74.5
2010 Population by Relationship and Household Type			
Total	76,527	651,363	1,321,141
In Households	98.8%	99.4%	99.1%
In Family Households	84.7%	84.4%	84.2%
Householder	24.9%	24.1%	23.6%
Spouse	17.6%	17.8%	16.0%
Child	30.6%	33.3%	33.8%
Other relative	9.5%	7.5%	8.3%
Nonrelative	2.1%	1.8%	2.5%
In Nonfamily Households	14.1%	15.0%	14.8%
In Group Quarters	1.2%	0.6%	0.9%
Institutionalized Population	0.8%	0.4%	0.6%
Noninstitutionalized Population	0.4%	0.2%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	56,409	458,439	928,714
Less than 9th Grade	12.6%	11.8%	11.3%
9th - 12th Grade, No Diploma	12.6%	9.7%	9.5%
High School Graduate	26.4%	24.7%	23.7%
GED/Alternative Credential	3.4%	3.1%	3.5%
Some College, No Degree	10.4%	11.7%	13.1%
Associate Degree	6.3%	6.6%	6.7%
Bachelor's Degree	18.9%	20.5%	20.2%
Graduate/Professional Degree	9.3%	11.9%	12.1%
2016 Population 15+ by Marital Status			
Total	66,011	545,751	1,108,353
Never Married	33.9%	32.4%	37.0%
Married	52.4%	53.7%	49.7%
Widowed	6.6%	7.2%	6.3%
Divorced	7.2%	6.7%	7.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	94.9%	94.7%
Civilian Unemployed	5.3%	5.1%	5.3%
2016 Employed Population 16+ by Industry			
Total	35,037	294,200	630,221
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	7.3%	6.5%	6.3%
Manufacturing	5.2%	5.0%	4.4%
Wholesale Trade	3.3%	3.5%	2.7%
Retail Trade	9.9%	10.3%	9.6%
Transportation/Utilities	7.1%	6.2%	6.4%
Information	1.9%	1.9%	2.3%
Finance/Insurance/Real Estate	8.8%	8.6%	7.9%
Services	53.7%	54.8%	56.8%
Public Administration	2.7%	3.1%	3.6%
2016 Employed Population 16+ by Occupation			
Total	35,038	294,199	630,220
White Collar	56.7%	59.2%	57.6%
Management/Business/Financial	12.4%	12.5%	12.1%
Professional	19.6%	22.4%	23.0%
Sales	9.6%	10.6%	9.4%
Administrative Support	15.0%	13.7%	13.1%
Services	23.0%	23.1%	25.2%
Blue Collar	20.3%	17.7%	17.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	6.2%	5.4%	5.4%
Installation/Maintenance/Repair	2.1%	1.9%	2.0%
Production	4.5%	3.9%	3.5%
Transportation/Material Moving	7.5%	6.4%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	76,527	651,363	1,321,141
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	27,990	238,720	470,639
Households with 1 Person	27.4%	29.4%	27.9%
Households with 2+ People	72.6%	70.6%	72.1%
Family Households	68.0%	65.7%	66.3%
Husband-wife Families	48.1%	48.6%	45.0%
With Related Children	22.3%	23.3%	22.3%
Other Family (No Spouse Present)	19.9%	17.1%	21.3%
Other Family with Male Householder	6.1%	5.0%	5.6%
With Related Children	2.3%	1.8%	2.3%
Other Family with Female Householder	13.8%	12.1%	15.7%
With Related Children	6.5%	5.6%	8.3%
Nonfamily Households	4.6%	4.9%	5.8%
All Households with Children	31.4%	31.0%	33.2%
Multigenerational Households	6.7%	5.1%	6.1%
Unmarried Partner Households	4.0%	3.7%	4.8%
Male-female	3.4%	3.1%	4.0%
Same-sex	0.6%	0.6%	0.8%
2010 Households by Size			
Total	27,989	238,720	470,638
1 Person Household	27.4%	29.4%	27.9%
2 Person Household	27.9%	28.0%	27.3%
3 Person Household	17.5%	15.7%	16.5%
4 Person Household	14.5%	12.5%	13.1%
5 Person Household	6.6%	6.6%	7.2%
6 Person Household	3.1%	3.6%	3.8%
7 + Person Household	2.9%	4.1%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	27,990	238,720	470,640
Owner Occupied	31.0%	32.0%	34.2%
Owned with a Mortgage/Loan	17.3%	17.6%	21.5%
Owned Free and Clear	13.7%	14.4%	12.7%
Renter Occupied	69.0%	68.0%	65.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	30,589	265,778	514,846
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
	1. Downtown Melting Pot (8D)	Downtown Melting Pot (8D)	Downtown Melting Pot (8D)
	2. High Rise Renters (13E)	Golden Years (9B)	City Strivers (11A)
	3. Retirement Communities	High Rise Renters (13E)	Trendsetters (3C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$49,682,074	\$459,180,350	\$953,923,620
Average Spent	\$1,735.44	\$1,878.74	\$1,969.51
Spending Potential Index	86	93	98
Education: Total \$	\$42,099,859	\$384,920,463	\$793,837,233
Average Spent	\$1,470.58	\$1,574.90	\$1,638.99
Spending Potential Index	104	111	116
Entertainment/Recreation: Total \$	\$62,510,072	\$588,879,590	\$1,228,840,354
Average Spent	\$2,183.53	\$2,409.40	\$2,537.12
Spending Potential Index	75	83	87
Food at Home: Total \$	\$114,413,026	\$1,064,910,484	\$2,210,196,964
Average Spent	\$3,996.54	\$4,357.08	\$4,563.27
Spending Potential Index	80	87	92
Food Away from Home: Total \$	\$69,739,404	\$652,403,976	\$1,357,806,588
Average Spent	\$2,436.06	\$2,669.31	\$2,803.39
Spending Potential Index	79	86	91
Health Care: Total \$	\$107,204,186	\$1,014,380,391	\$2,107,180,811
Average Spent	\$3,744.73	\$4,150.34	\$4,350.58
Spending Potential Index	71	78	82
HH Furnishings & Equipment: Total \$	\$37,583,727	\$354,660,959	\$740,196,550
Average Spent	\$1,312.83	\$1,451.10	\$1,528.24
Spending Potential Index	74	82	87
Personal Care Products & Services: Total \$	\$16,104,786	\$151,999,607	\$316,426,882
Average Spent	\$562.55	\$621.91	\$653.31
Spending Potential Index	77	85	89
Shelter: Total \$	\$402,262,208	\$3,725,754,440	\$7,722,747,888
Average Spent	\$14,051.36	\$15,243.93	\$15,944.73
Spending Potential Index	90	98	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,241,154	\$407,394,272	\$854,438,405
Average Spent	\$1,475.52	\$1,666.85	\$1,764.11
Spending Potential Index	64	72	76
Travel: Total \$	\$40,497,874	\$383,201,822	\$799,833,650
Average Spent	\$1,414.62	\$1,567.87	\$1,651.37
Spending Potential Index	76	84	89
Vehicle Maintenance & Repairs: Total \$	\$20,878,964	\$198,106,310	\$414,354,603
Average Spent	\$729.32	\$810.55	\$855.49
Spending Potential Index	70	78	83

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.