# 2026 Market Comparison

Scan/US, Inc.

*Brooklyn, Manhattan, and Queens*



| | | Kings, NY (County 36047) | | New York, NY (County 36061) | | Queens, NY (County 36081) | |
|---|---|---|---|---|---|---|---|
| **Population** | 2026 | **2,654,954** | | **1,660,217** | | **2,361,425** | |
| | 2031 | 2,592,914 | | 1,672,901 | | 2,255,774 | |
| | 2020 | 2,736,074 | | 1,694,251 | | 2,405,464 | |
| | 2010 | 2,504,699 | *%* | 1,585,877 | *%* | 2,230,416 | *%* |
| **Race** | White | 1,052,083 | *39.6* | 815,220 | *49.1* | 643,219 | *27.2* |
| | Black | 855,995 | *32.2* | 308,270 | *18.6* | 490,555 | *20.8* |
| | American Indian | 14,202 | *0.5* | 7,603 | *0.5* | 23,525 | *1.0* |
| | Asian & PI | 357,088 | *13.4* | 234,386 | *14.1* | 665,031 | *28.2* |
| | Other | 375,586 | *14.1* | 294,738 | *17.8* | 539,095 | *22.8* |
| **Hispanic population** | | 440,071 | *16.6* | 353,367 | *21.3* | 618,068 | *26.2* |
| **Sex** | Male | 1,258,892 | *47.4* | 780,092 | *47.0* | 1,144,756 | *48.5* |
| | Female | 1,396,062 | *52.6* | 880,125 | *53.0* | 1,216,669 | *51.5* |
| **Median age** | | 37.3 | | 39.1 | | 41.3 | |
| **Education** | Population 25+ | 1,883,358 | *70.9* | 1,284,697 | *77.4* | 1,737,822 | *73.6* |
| | No high school diploma | 295,046 | *15.7* | 134,394 | *10.5* | 305,324 | *17.6* |
| | High school graduate | 441,055 | *23.4* | 152,666 | *11.9* | 435,559 | *25.1* |
| | Some college | 340,371 | *18.1* | 161,724 | *12.6* | 357,581 | *20.6* |
| | College graduate | 479,199 | *25.4* | 427,989 | *33.3* | 391,163 | *22.5* |
| | Graduate/professional degree | 327,687 | *17.4* | 407,924 | *31.8* | 248,195 | *14.3* |
| **Households** | | 1,027,295 | | 830,834 | | 858,672 | |
| | **Average household size** | 2.53 | | 1.90 | | 2.69 | |
| **Household income** | < $25,000 | 190,977 | *18.6* | 148,434 | *17.9* | 124,326 | *14.5* |
| | $25,000 - $49,999 | 146,879 | *14.3* | 84,833 | *10.2* | 121,583 | *14.2* |
| | $50,000 - $74,999 | 127,428 | *12.4* | 79,311 | *9.5* | 117,027 | *13.6* |
| | $75,000 - $99,999 | 114,196 | *11.1* | 68,813 | *8.3* | 108,290 | *12.6* |
| | $100,000+ | 447,766 | *43.6* | 449,442 | *54.1* | 387,445 | *45.1* |
| | **Median household income** | 83,747 | | 112,556 | | 88,252 | |
| | **Average household income** | 139,825 | | 220,236 | | 130,768 | |
| **Consumer spending (total annual, $000)** | | 95,050,782 | | 80,112,823 | | 84,481,285 | |
| | Housing | 37,281,530 | *39.2* | 36,356,888 | *45.4* | 30,912,920 | *36.6* |
| | Transportation | 6,874,254 | *7.2* | 4,541,891 | *5.7* | 8,077,345 | *9.6* |
| | Food at home | 8,944,505 | *9.4* | 5,935,559 | *7.4* | 8,059,510 | *9.5* |
| | Food away from home | 5,070,892 | *5.3* | 3,609,756 | *4.5* | 4,553,204 | *5.4* |
| | Life insurance & pensions | 12,123,781 | *12.8* | 9,586,119 | *12.0* | 10,880,963 | *12.9* |
| | Entertainment | 4,446,733 | *4.7* | 4,585,415 | *5.7* | 3,697,137 | *4.4* |
| | Healthcare | 7,945,000 | *8.4* | 5,352,522 | *6.7* | 7,466,506 | *8.8* |
| | Apparel & related services | 2,960,236 | *3.1* | 2,091,863 | *2.6* | 2,585,143 | *3.1* |
| | Other | 9,393,219 | *9.9* | 8,045,557 | *10.0* | 8,240,532 | *9.8* |
| | **Average consumer spending** | 89,392 | | 88,352 | | 94,738 | |
| **Business establishments** | | 100,342 | | 142,750 | | 74,701 | |
| | Industrial | 11,527 | *11.5* | 8,637 | *6.1* | 11,050 | *14.8* |
| | Manufacturing | 2,678 | *2.7* | 4,403 | *3.1* | 1,462 | *2.0* |
| | Commercial | 34,019 | *33.9* | 39,364 | *27.6* | 24,891 | *33.3* |
| | Office | 43,977 | *43.8* | 82,580 | *57.8* | 32,621 | *43.7* |
| | Other | 8,141 | *8.1* | 7,766 | *5.4* | 4,677 | *6.3* |
| **Total employees** | | 689,291 | | 2,250,851 | | 521,036 | |



Source: Scan/US Jan1, 2026 Estimates, US Census, Business dmPLUS(TM) Database 05/25/2026

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