

2024 Market Comparison

Scan/US, Inc.

Brooklyn, Manhattan, and Queens

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County comparison reports		Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
Population	2024	2,568,740		1,601,994		2,258,705	
	2029	2,440,908		1,618,195		2,151,715	
	2020	2,690,128		1,616,716		2,370,367	
	2010	2,504,750	%	1,585,950	%	2,230,453	%
Race	White	1,003,457	39.1	778,791	48.6	620,135	27.5
	Black	854,471	33.3	299,228	18.7	470,094	20.8
	American Indian	13,507	0.5	7,768	0.5	22,407	1.0
	Asian & PI	340,083	13.2	215,081	13.4	632,595	28.0
	Other	357,222	13.9	301,126	18.8	513,474	22.7
Hispanic population		424,132	16.5	364,321	22.7	589,763	26.1
Sex	Male	1,217,542	47.4	752,285	47.0	1,094,499	48.5
	Female	1,351,198	52.6	849,708	53.0	1,164,206	51.5
Median age		36.9		39.2		41.0	
Education	Population 25+	1,803,672	70.2	1,232,814	77.0	1,651,855	73.1
	No high school diploma	289,547	16.1	137,961	11.2	282,014	17.1
	High school graduate	441,906	24.5	148,390	12.0	425,242	25.7
	Some college	328,078	18.2	159,652	13.0	356,833	21.6
	College graduate	446,166	24.7	407,919	33.1	362,641	22.0
	Graduate/professional degree	297,975	16.5	378,892	30.7	225,125	13.6
Households		984,673		795,034		822,980	
	Average household size	2.56		1.92		2.70	
Household income	< \$25,000	200,074	20.3	153,842	19.4	121,291	14.7
	\$25,000 - \$49,999	152,187	15.5	87,151	11.0	125,059	15.2
	\$50,000 - \$74,999	128,043	13.0	79,190	10.0	121,539	14.8
	\$75,000 - \$99,999	109,521	11.1	68,893	8.7	106,904	13.0
	\$100,000+	394,520	40.1	405,957	51.1	348,152	42.3
	Median household income	77,196		103,191		84,087	
	Average household income	126,859		204,800		121,194	
Consumer spending (total annual, \$000)		89,901,507		77,872,216		79,947,100	
	Housing	34,391,736	38.3	34,374,995	44.1	28,610,403	35.8
	Transportation	7,064,067	7.9	5,071,650	6.5	8,040,545	10.1
	Food at home	8,162,335	9.1	5,469,358	7.0	7,311,585	9.1
	Food away from home	4,578,995	5.1	3,341,617	4.3	4,112,449	5.1
	Life insurance & pensions	11,887,912	13.2	9,640,976	12.4	10,711,142	13.4
	Entertainment	4,137,046	4.6	4,284,878	5.5	3,474,821	4.3
	Healthcare	7,776,265	8.6	5,314,598	6.8	7,268,456	9.1
	Apparel & related services	2,500,312	2.8	1,813,033	2.3	2,273,137	2.8
	Other	9,393,696	10.4	8,550,736	11.0	8,135,259	10.2
	Average consumer spending	88,488		90,069		94,538	
Business establishments		99,849		140,059		75,277	
	Industrial	11,411	11.4	8,456	6.0	11,337	15.1
	Manufacturing	2,696	2.7	4,429	3.2	1,555	2.1
	Commercial	34,306	34.4	38,915	27.8	25,184	33.5
	Office	43,398	43.5	80,631	57.6	32,591	43.3
	Other	8,038	8.1	7,628	5.4	4,610	6.1
Total employees		652,594		2,129,505		522,216	