

# 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	

# 2024 Employees by Occupation comparing areas

Brooklyn, Manhattan, and Queens

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County comparison reports	Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
<b>Establishments</b>	<b>99,849</b>		<b>140,059</b>		<b>75,277</b>	
<b>Employees</b>	<b>652,594</b>		<b>2,129,505</b>		<b>522,216</b>	
Average employees per establishment	<b>6.54</b>		<b>15.20</b>		<b>6.94</b>	
<b>Occupations</b>						
		%		%		%
<b>Management and professions</b>	<b>292,679</b>	<b>44.8</b>	<b>1,195,175</b>	<b>56.1</b>	<b>214,186</b>	<b>41.0</b>
Management	68,377	23.4	339,179	28.4	58,518	27.3
Business and financial operations	38,357	13.1	234,009	19.6	28,371	13.2
Computers and mathematical sciences	19,023	6.5	122,675	10.3	11,644	5.4
Architecture and engineering	8,065	2.8	36,933	3.1	5,782	2.7
Life, physical and social sciences	6,071	2.1	21,867	1.8	5,389	2.5
Community and social service	21,061	7.2	31,535	2.6	11,848	5.5
Legal professions	9,114	3.1	82,072	6.9	7,796	3.6
Education, training, library professions	38,144	13.0	56,513	4.7	25,364	11.8
Arts, design, entertainment, sports, media	21,494	7.3	140,866	11.8	13,670	6.4
Health diagnosing, treating practice	42,496	14.5	90,072	7.5	28,665	13.4
Health technologists and technicians	20,477	7.0	39,454	3.3	17,139	8.0
<b>Service Occupations</b>	<b>129,289</b>	<b>19.8</b>	<b>269,955</b>	<b>12.7</b>	<b>102,625</b>	<b>19.7</b>
Healthcare support	33,299	25.8	64,562	23.9	22,885	22.3
Protective services	17,683	13.7	42,432	15.7	20,050	19.5
Food preparation and serving	43,075	33.3	72,956	27.0	33,458	32.6
Building and grounds maintenance	17,352	13.4	54,017	20.0	13,024	12.7
Personal care and service	17,880	13.8	35,988	13.3	13,208	12.9
<b>Sales and office occupations</b>	<b>135,338</b>	<b>20.7</b>	<b>467,354</b>	<b>21.9</b>	<b>105,908</b>	<b>20.3</b>
Sales	68,927	50.9	197,370	42.2	51,795	48.9
Office and administrative support	66,411	49.1	269,984	57.8	54,113	51.1
<b>Nat. resources, construction, maintenance</b>	<b>36,934</b>	<b>5.7</b>	<b>72,750</b>	<b>3.4</b>	<b>44,966</b>	<b>8.6</b>
Farming, fishing, forestry	441	1.2	1,883	2.6	233	0.5
Construction and extraction	22,988	62.2	42,042	57.8	32,201	71.6
Installation, maintenance, repair	13,505	36.6	28,825	39.6	12,532	27.9
<b>Production and transport</b>	<b>58,357</b>	<b>8.9</b>	<b>124,271</b>	<b>5.8</b>	<b>54,530</b>	<b>10.4</b>
Production	19,370	33.2	60,484	48.7	17,309	31.7
Transportation	20,670	35.4	32,000	25.8	22,439	41.1
Material moving	18,317	31.4	31,787	25.6	14,782	27.1

Minor category percent shares are based on the major category; major category percent shares are based on total employees.

County comparison reports	Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
Establishments	99,849		140,059		75,277	
Employees	652,594		2,129,505		522,216	
Average employees per establishment	6.54		15.20		6.94	
Establishments by business type						
		%		%		%
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/retail	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
Employment by business type						
		%		%		%
Industrial	78,187	12.0	134,913	6.3	93,322	17.9
Manufacturing	25,821	4.0	139,226	6.5	21,494	4.1
Commercial/retail	170,687	26.2	348,663	16.4	130,456	25.0
Office	211,865	32.5	1,191,709	56.0	154,283	29.5
Other	166,034	25.4	314,994	14.8	122,661	23.5
Establishments: retail						
		%		%		%
Retail trade	11,910	11.9	11,779	8.4	7,598	10.1
Restaurants and bars	6,791	6.8	7,553	5.4	5,272	7.0
Personal, rental and repair services	8,364	8.4	9,694	6.9	7,070	9.4
Auto repair services	1,205	1.2	937	0.7	1,343	1.8
Hotels and motels	203	0.2	789	0.6	204	0.3
Theaters and retail amusements	184	0.2	296	0.2	136	0.2
Equipment rental	299	0.3	210	0.1	213	0.3
Employment: retail						
		%		%		%
Retail trade	57,587	8.8	84,521	4.0	40,795	7.8
Restaurants and bars	51,223	7.8	81,096	3.8	40,721	7.8
Personal, rental and repair services	17,406	2.7	34,636	1.6	15,625	3.0
Auto repair services	3,607	0.6	2,149	0.1	3,791	0.7
Hotels and motels	1,520	0.2	32,356	1.5	2,464	0.5
Theaters and retail amusements	3,121	0.5	6,194	0.3	1,034	0.2
Equipment rental	1,229	0.2	1,426	0.1	1,060	0.2

Establishment and employment category percent shares are based on  
total establishments or total employees respectively.

County comparison reports	Kings, NY (County 36047)		New York, NY (County 36061)		Queens, NY (County 36081)	
<b>Establishments by industry (NAICS)</b>		%		%		%
Agriculture/forestry/fishing (11)	145	0.1	188	0.1	104	0.1
Mining (21)	20	0.0	55	0.0	23	0.0
Utilities (22)	100	0.1	170	0.1	105	0.1
Construction (23)	5,123	5.1	3,105	2.2	5,750	7.6
Manufacturing (31-3)	3,308	3.3	4,179	3.0	2,130	2.8
Wholesale trade(42)	4,864	4.9	7,617	5.4	3,141	4.2
Retail trade (44-5)	13,291	13.3	12,814	9.1	8,615	11.4
Transportation and warehousing (48)	2,545	2.5	1,868	1.3	3,211	4.3
Information (51)	2,604	2.6	6,472	4.6	1,478	2.0
Finance and insurance (52)	2,368	2.4	8,631	6.2	1,878	2.5
Real estate, rental and leasing (53)	5,110	5.1	7,638	5.5	3,489	4.6
Professional, scientific/technical services (54)	9,324	9.3	25,770	18.4	6,332	8.4
Company/enterprise management (55)	297	0.3	537	0.4	210	0.3
Administrative/waste mngt services (56)	7,990	8.0	13,947	10.0	6,488	8.6
Educational services (61)	2,244	2.2	2,464	1.8	1,409	1.9
Health care (621-3)	16,238	16.3	18,468	13.2	14,182	18.8
Social assistance (624)	2,079	2.1	1,847	1.3	1,240	1.6
Arts/entertainment/recreation (71)	1,755	1.8	3,869	2.8	1,175	1.6
Accommodation/food services (72)	7,088	7.1	8,436	6.0	5,520	7.3
Other services (81)	13,041	13.1	11,379	8.1	8,587	11.4
Public administration (92)	315	0.3	605	0.4	210	0.3

<b>Establishments by industry (SIC)</b>		%		%		%
Agriculture/forestry/fishing (01-09)	508	0.5	554	0.4	417	0.6
Mining (10-14)	22	0.0	71	0.1	24	0.0
Construction (15-17)	4,917	4.9	2,766	2.0	5,617	7.5
Manufacturing (20-39)	2,739	2.7	4,685	3.3	1,582	2.1
Transportation/comm/utilities (40-49)	4,342	4.3	4,420	3.2	4,515	6.0
Wholesale trade (50-51)	4,863	4.9	7,617	5.4	3,139	4.2
Retail trade (52-59)	21,072	21.1	21,240	15.2	14,627	19.4
Finance/insurance/real estate (60-67)	7,547	7.6	16,662	11.9	5,355	7.1
Services (70-89)	53,527	53.6	81,442	58.1	39,792	52.9
Government/other (91-99)	312	0.3	602	0.4	209	0.3

<b>Establishments by size</b>		%		%		%
1 - 4 employees	75,682	75.8	93,870	67.0	56,436	75.0
5 - 9 employees	14,325	14.3	18,919	13.5	10,745	14.3
10 - 19 employees	5,918	5.9	13,521	9.7	4,599	6.1
20 - 49 employees	2,520	2.5	7,340	5.2	2,205	2.9
50 - 249 employees	1,216	1.2	5,386	3.8	1,126	1.5
250+ employees	188	0.2	1,023	0.7	166	0.2

## County comparison reports

Kings, NY  
(County 36047)New York, NY  
(County 36061)Queens, NY  
(County 36081)**Employment by industry (NAICS)**

		%		%		%
Agriculture/forestry/fishing (11)	618	0.1	4,082	0.2	304	0.1
Mining (21)	158	0.0	613	0.0	210	0.0
Utilities (22)	1,040	0.2	2,062	0.1	1,478	0.3
Construction (23)	28,811	4.4	45,674	2.1	42,664	8.2
Manufacturing (31-3)	27,724	4.2	111,547	5.2	23,792	4.6
Wholesale trade(42)	35,799	5.5	109,593	5.1	24,357	4.7
Retail trade (44-5)	73,254	11.2	105,105	4.9	55,505	10.6
Transportation and warehousing (48)	17,715	2.7	29,755	1.4	25,006	4.8
Information (51)	16,172	2.5	153,280	7.2	10,296	2.0
Finance and insurance (52)	17,468	2.7	289,033	13.6	16,332	3.1
Real estate, rental and leasing (53)	19,557	3.0	70,346	3.3	15,072	2.9
Professional, scientific/technical services (54)	39,291	6.0	351,912	16.5	26,045	5.0
Company/enterprise management (55)	970	0.1	5,859	0.3	695	0.1
Administrative/waste mngt services (56)	33,221	5.1	181,788	8.5	28,357	5.4
Educational services (61)	49,770	7.6	79,797	3.7	33,548	6.4
Health care (621-3)	128,280	19.7	236,411	11.1	87,779	16.8
Social assistance (624)	27,246	4.2	36,712	1.7	17,456	3.3
Arts/entertainment/recreation (71)	10,849	1.7	44,217	2.1	6,480	1.2
Accommodation/food services (72)	53,526	8.2	115,297	5.4	43,490	8.3
Other services (81)	44,438	6.8	101,944	4.8	32,726	6.3
Public administration (92)	26,687	4.1	54,478	2.6	30,624	5.9

**Employment by industry (SIC)**

		%		%		%
Agriculture/forestry/fishing (01-09)	1,936	0.3	6,602	0.3	1,659	0.3
Mining (10-14)	179	0.0	754	0.0	216	0.0
Construction (15-17)	28,018	4.3	41,410	1.9	42,540	8.1
Manufacturing (20-39)	26,249	4.0	149,674	7.0	21,745	4.2
Transportation/comm/utilities (40-49)	31,557	4.8	86,703	4.1	39,225	7.5
Wholesale trade (50-51)	35,797	5.5	109,593	5.1	24,348	4.7
Retail trade (52-59)	129,354	19.8	193,526	9.1	99,733	19.1
Finance/insurance/real estate (60-67)	37,432	5.7	365,307	17.2	30,767	5.9
Services (70-89)	336,703	51.6	1,122,288	52.7	231,361	44.3
Government/other (91-99)	25,369	3.9	53,648	2.5	30,622	5.9