

Retail Market Snapshot

This *Retail Market Snapshot* provides key and current information for businesses serving the 125th Street retail corridor. This snapshot includes:

- An overview of the retail supply on 125th Street
- Consumer demographics of community districts 9, 10, and 11 and Upper Manhattan
- Expenditure data for Upper Manhattan
- Additional comparative information for surrounding regions



Retail Supply on 125th Street

125th Street BID boundaries are on 125th Street between Morningside Avenue and Fifth Avenue. 125th Street is divided into three main retail districts:

1. Central district – between Morningside Avenue and Madison Avenue
2. West district – between Morningside Avenue and Twelfth Avenue
3. East district – between Madison Avenue and Second Avenue

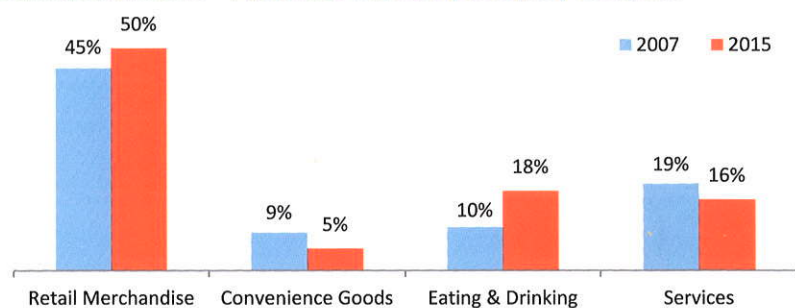
Central District

- The Central district (125th Street BID) is made up of 265 stores accounting for over half-a-million sq. ft. in retail space.
- The vast majority of this space is made up of retail-related merchandise such as apparel, electronics, and health & personal care-related merchandise.

Detailed Breakdown of Retail Inventory

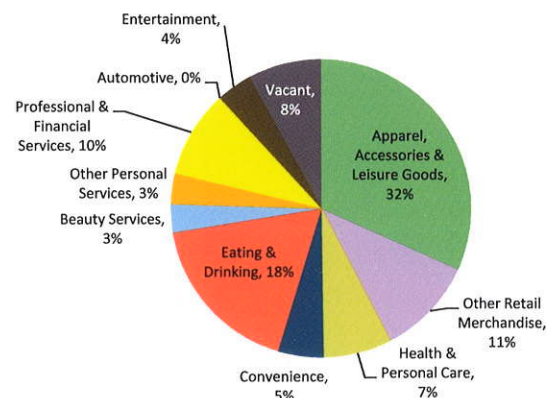
	% of Total # of Stores	% of Total Retail Space (Sq. Ft.)
Retail Merchandise		
Apparel & Accessories	19.2%	28.3%
Jewelry, Leather & Luggage	2.4%	0.9%
Appliances and Electronics	5.3%	2.7%
Health & Personal Care	6.4%	7.4%
Home Furnishings	3.0%	4.9%
Home Improvement	0.0%	0.0%
General Merchandise	2.6%	3.1%
Leisure	1.5%	2.5%
Total Retail Merchandise	40.4%	49.8%
Convenience Goods		
Grocery	2.6%	1.7%
Convenience/Grocery	4.5%	2.7%
Specialty Food and Alcohol	1.5%	0.5%
Total Convenience Goods	8.6%	4.9%
Eating & Drinking		
Café	2.6%	1.3%
Fast Food	6.8%	3.6%
Restaurant	9.1%	12.8%
Total Eating & Drinking	18.5%	17.7%
Services		
Personal Services – Beauty	8.7%	3.1%
Professional Services	5.7%	3.8%
Other Personal Services	2.6%	3.3%
Financial	4.5%	5.7%
Total Services	21.5%	15.9%
Other		
Automotive	0.0%	0.0%
Entertainment	1.5%	3.8%
Total Other	1.5%	3.8%
Vacant	9.5%	7.9%
TOTAL	265 Stores	519,600 Sq. Ft.

Central District 2015 – Percentage of Retail Space by Key Categories

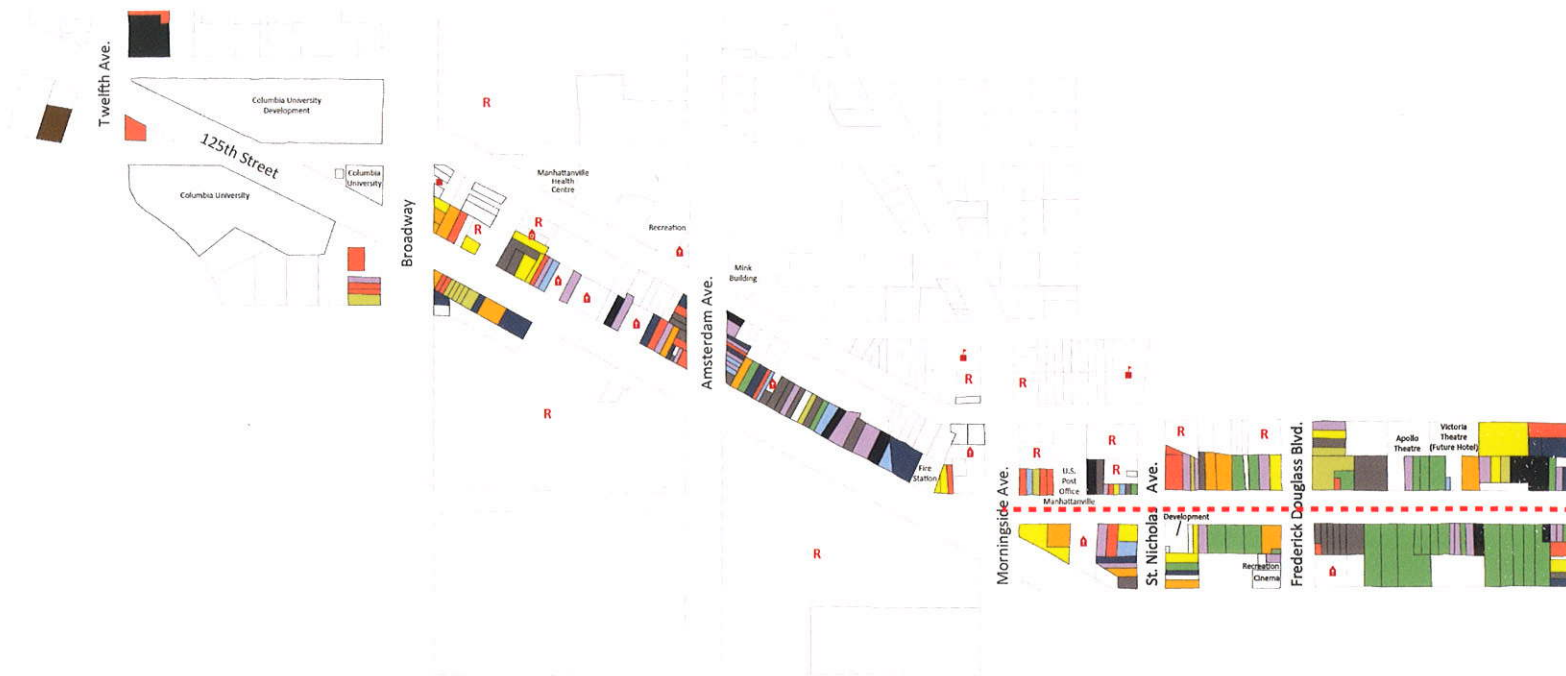


- The total retail space allocated to retail merchandise in the Central district has grown from 45% to 50%.
- Services, which accounted for 19% of total retail space in 2007, now accounts for 16% of total retail space.
- Eating & drinking has increased 8 percentage points from 2007.
- Convenience-type retail space, including grocery and convenience stores, has gone down.

Central District 2015 – Retail Space by Detailed Categories

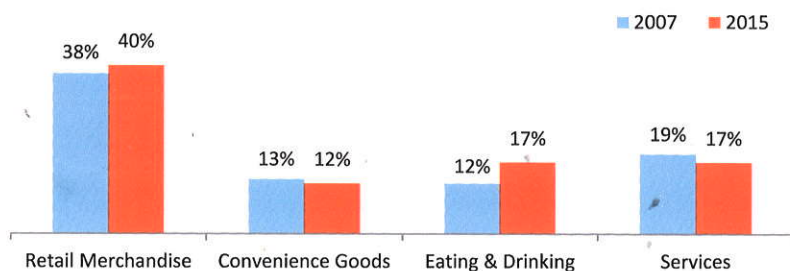


- Apparel, accessories, & leisure goods account for 32% of the retail stores in the Central district.
- Professional and financial services, including banks and tax services, account for 10% of total retail space.
- Other retail merchandise, like home furnishings and electronics, account for 11% of total retail.



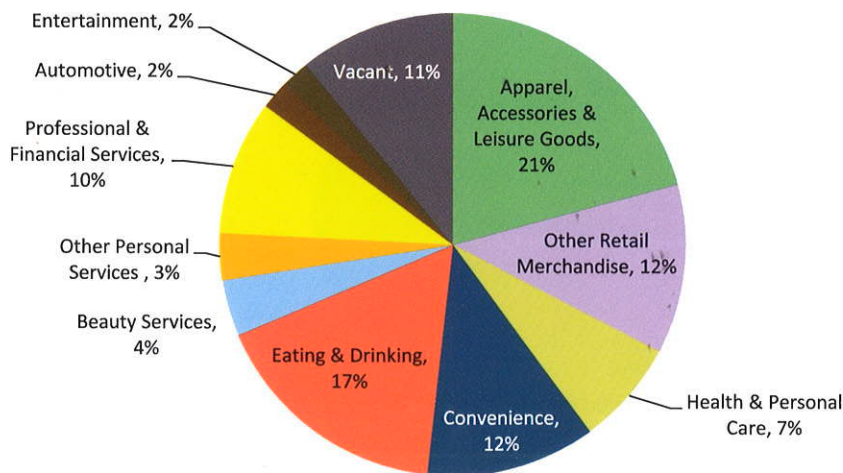
125th Street Retail – Hudson River to the East River (Central, East, and West Retail Districts)

Total 125th Street (all 3 districts) 2015 – Percentage of Retail Space by Key Categories



- The 125th Street commercial corridor has 491 stores accounting for 850,000 sq. ft. of retail space which covers four main categories: retail merchandise, convenience (and grocery) goods, eating & drinking places, and services.
- Retail merchandise has grown from 38% to 40% of the total retail space on 125th Street.
- Eating & drinking services such as restaurants and fast food places have also grown, from 12% to 17% of the total retail space.

Total 125th Street 2015 – Retail Space by Detailed Categories



- Apparel, accessories & leisure goods account for 21% of the retail stores in the 125th Street commercial corridor.
- Convenience space – including grocery and convenience stores – accounts for 12% of total retail space.
- Health & personal care stores, which includes CVS, Duane Reade, Rite Aid, and others, account for 7% of the total retail space.

125th Street Commercial Audit

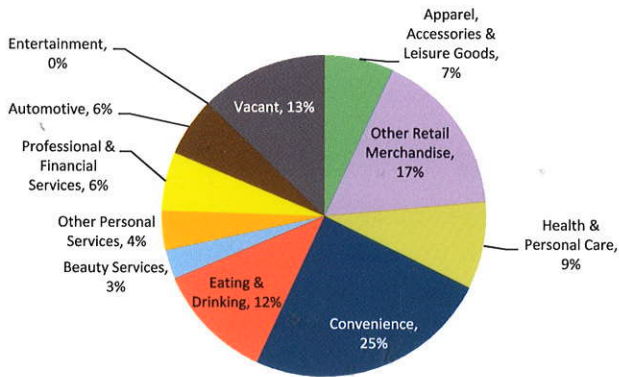
--- 125th Street BID Boundary

- Eating and Drinking
- Health Care/Pharmacy
- Apparel, Accessories, Sporting Goods
- Other Retail Merchandise
- Food and Beverage
- Beauty Services
- Other Personal Services
- Office, Professional Services
- Automotive
- Industry/Business Service
- Vacant
- R Residential
- ⛪ House of Worship
- 🎓 School



East 125th Street Retail District

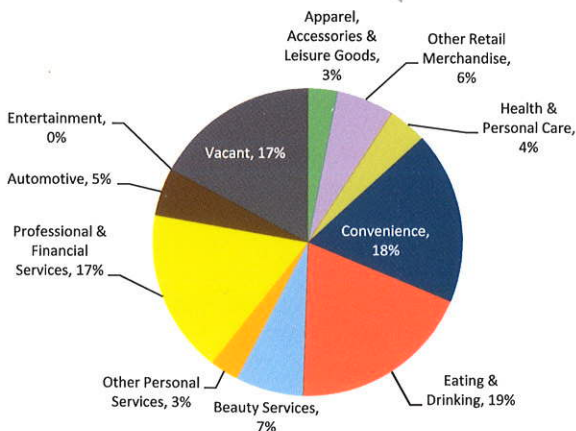
East District 2015 – Retail Space by Detailed Categories



- Other retail merchandise accounts for 17% of the total retail space (includes electronics, furniture, etc.).
- Apparel, accessories & leisure goods account for 7% of the retail stores in the East District.
- Eating & drinking retailers account for 12% while convenience retailers account for 25% of total retail space.

West 125th Street Retail District

West District 2015 – Retail Space by Detailed Categories



- Apparel, accessories & leisure goods account for less than 3% of the retail stores in the West District.
- Eating & drinking retailers account for 19% of total retail space.
- Convenience retailers such as grocery and convenience stores account for 18% of total retail space.

Harlem in Comparison – A Snapshot of the Consumer

- Upper Manhattan: Manhattan borough, north of 95th Street
- Bronx
- NYC: New York City
- Outer rim: 30 min. drive time from 125th Street and Adam Clayton Powell Blvd.

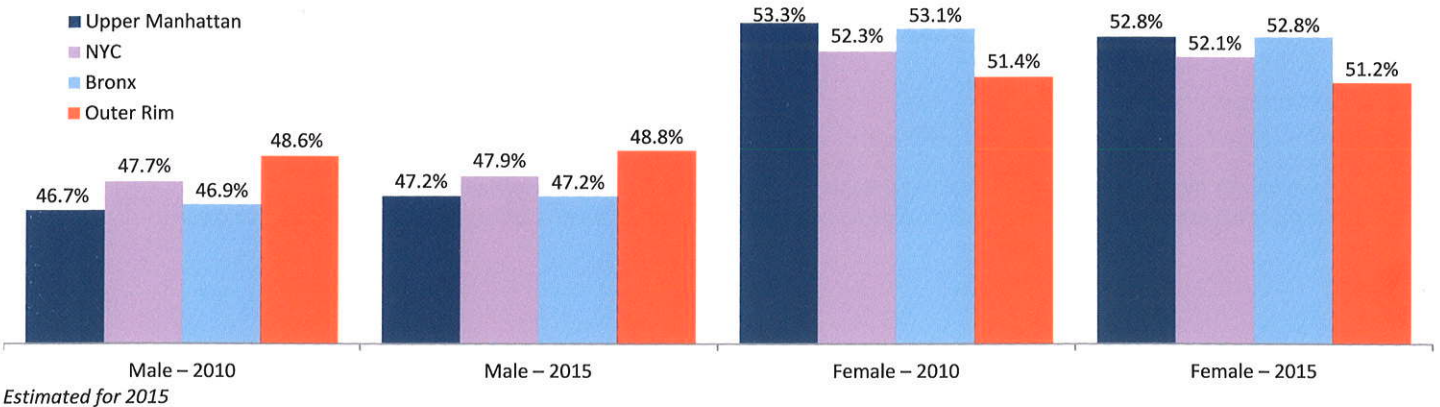
Regions defined above are exclusive of one another

Population Growth

Population	Upper Manhattan	Bronx	NYC	Outer Rim
2020 (Projected)	633,958	1,482,683	6,674,456	2,649,752
2015 (Estimate)	619,766	1,434,729	6,437,964	2,571,407
2010 Census	604,711	1,385,108	6,174,876	2,487,939
Projected Annual Growth Rate (2015–2020)	0.45%	0.66%	0.72%	0.60%

- The compound annual growth rate of the population in Upper Manhattan from 2015 to 2020 is estimated to be 0.45%.
- The Bronx is estimated to see 0.66% growth in its population over the next five years while the rest of New York City will experience a growth rate of 0.72%.

Gender Over Time



- The Outer Rim area has a slightly higher male population than the Upper Manhattan region, NYC, or the Bronx.

Transportation to Work

	Upper Manhattan	Bronx	NYC	Outer Rim
Public Transportation	68.7%	59.4%	54.0%	23.5%
Walked	11.4%	7.8%	10.4%	5.4%
Drove Alone	8.0%	22.8%	24.0%	57.3%
Worked at Home	6.2%	3.1%	4.0%	3.3%
Car Pooled	3.0%	5.3%	4.8%	8.6%

Estimated for 2015 for Workers 16+ years of age

- Public transportation is the most used method of transportation to get to work with 68.7% of residents in the Upper Manhattan area using public transportation.
- Walking is the second most popular means of getting to work in the Upper Manhattan area compared to driving alone in the Bronx, NYC, and Outer Rim areas.

Household Income

	Upper Manhattan	Bronx	NYC	Outer Rim
Under \$15,000	22.3%	26.1%	14.3%	12.4%
\$15,000 to \$24,999	12.3%	14.4%	9.9%	9.3%
\$25,000 to \$34,999	9.8%	11.3%	8.5%	8.7%
\$35,000 to \$49,999	11.9%	13.5%	11.3%	10.8%
\$50,000 to \$74,999	14.8%	14.5%	16.0%	15.9%
\$75,000 to \$99,999	9.1%	8.7%	11.3%	11.4%
\$100,000+	20.0%	11.5%	28.9%	31.4%
Average	\$69,847	\$48,216	\$89,299	\$91,707
Median	\$42,205	\$33,381	\$59,569	\$63,736
<i>Estimated for 2015</i>				

- The average household income in Upper Manhattan is \$69k, which is higher than the rest of NYC (\$48k) but lower than the outer rim where the average household earns \$91k.

Harlem Community Demographics

Ethnic Profile – Community Districts 9, 10, and 11

Change in Ethnicity	District 9		District 10		District 11		Total	
	2005	2015	2005	2015	2005	2015	2005	2015
Hispanic or Latino	43%	45%	17%	25%	53%	49%	38%	40%
White	21%	22%	8%	11%	15%	12%	15%	15%
Black or African American	13%	24%	60%	59%	12%	30%	28%	37%
Other	23%	9%	15%	5%	20%	9%	19%	8%

- The three community districts are populated mainly by Hispanic/Latino or Black/African-American residents.
- There is a higher concentration of Hispanic/Latino residents in Community Districts 9 and 11, though it has been declining slightly in District 11.

Age Profile – Community Districts 9, 10, and 11

	District 9		District 10		District 11		Total	
	2005	2015	2005	2015	2005	2015	2005	2015
Less than 15	19%	14%	23%	18%	23%	17%	22%	17%
Age 15 to 24	17%	18%	13%	13%	14%	15%	15%	15%
Age 25 to 34	17%	21%	14%	18%	15%	19%	16%	20%
Age 35 to 44	16%	13%	16%	14%	16%	13%	16%	13%
Age 45 to 54	12%	12%	13%	15%	12%	13%	12%	13%
Age 55 to 64	8%	10%	9%	11%	8%	10%	8%	10%
65+	11%	12%	12%	11%	12%	13%	11%	12%

- Overall there has been a decline in the 15 and younger and 35–44 age group since 2005.
- All other age groups have been on the rise, with the 25–34 segment seeing a marked incline from 16% to 20% of the population.

Consumer Expenditure

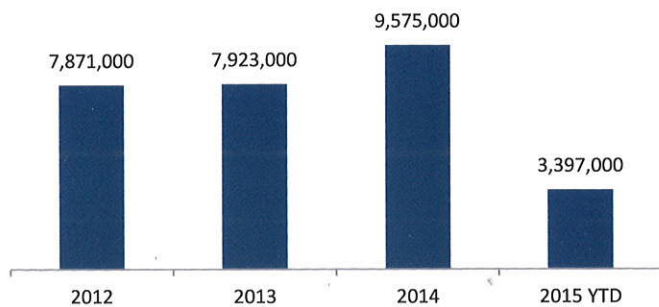
Expenditure on Key Retail Categories (per capita annual expenditure)

	Upper Manhattan	Bronx	NYC	Outer Rim
Retail Merchandise	\$4,945	\$3,893	\$5,669	\$5,740
Convenience & Grocery	\$2,863	\$2,413	\$3,052	\$3,054
Eating & Drinking	\$1,549	\$1,161	\$1,693	\$1,669

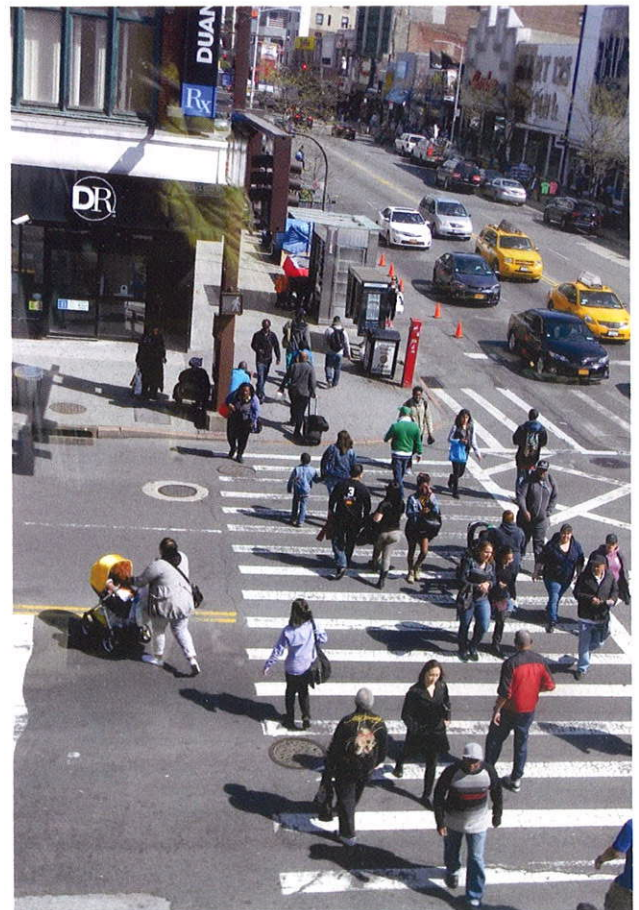
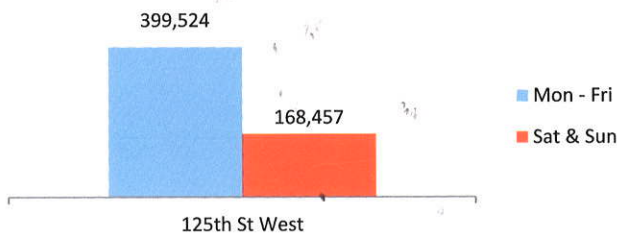
- On average, residents in the Upper Manhattan area spend \$4,945 on retail merchandise, which is lower than the average spent by residents elsewhere in NYC and the Outer Rim, but higher than the spend by Bronx residents.
- There is a relatively high per capita spend in Upper Manhattan on eating and drinking places (\$1,549), such as restaurants and fast food joints. The rest of NYC and the Outer Rim residents spend 7-9% more than the Upper Manhattan residents.

Pedestrian Traffic

Annual Pedestrian Counts



May 2015 Pedestrian Counts –7am to 7pm



Data Sources

- Claritas / Nielsen
- U.S Census Bureau (2000 & 2010 Census)
- Springboard



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