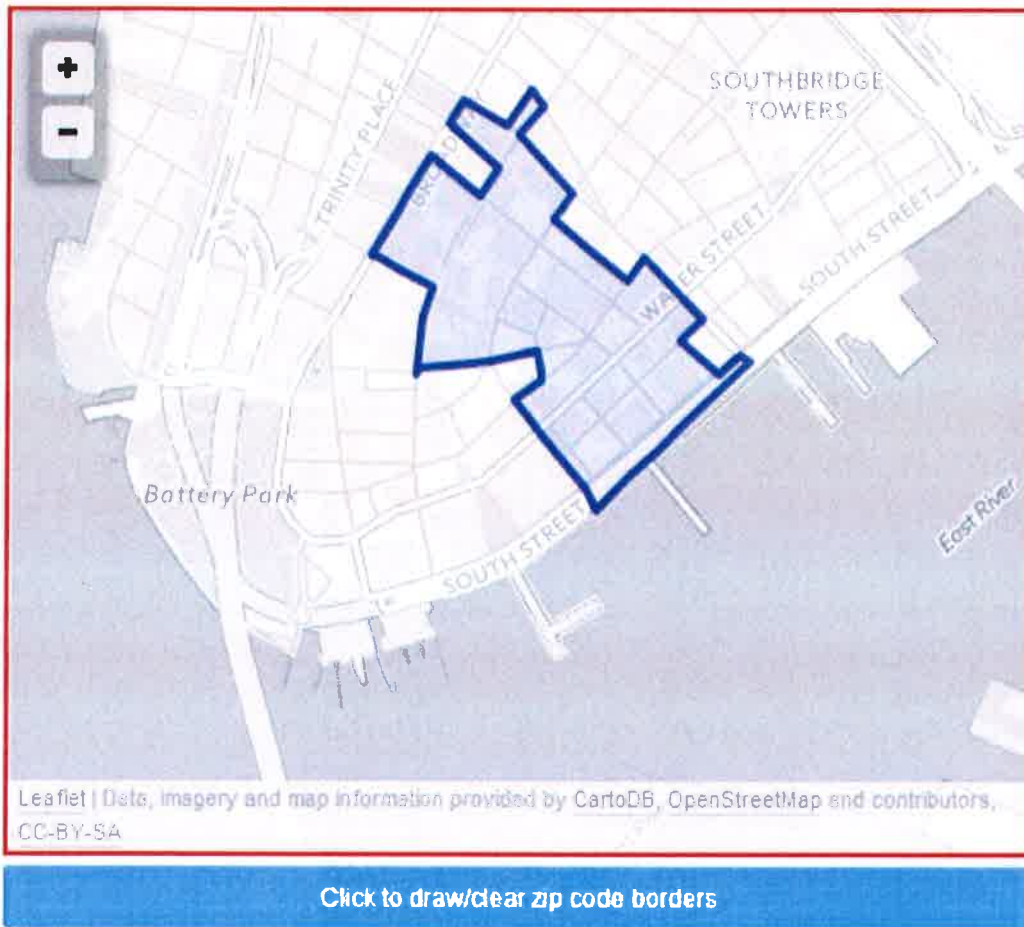


Market Research Data

Zip Code 10005, April 2017

This market report is a collection of relevant census data pulled to assist Cara in their understanding of the challenges, needs and specifics related to the market.



Population

- Population density: 110,596 people per square mile

Median age significantly below state average.

Median resident age: 29.4

Median household income above state average.

- Salary/wage: \$215,824 (reported on 84.6% of returns)
- Estimated median household income in 2015: \$124,194

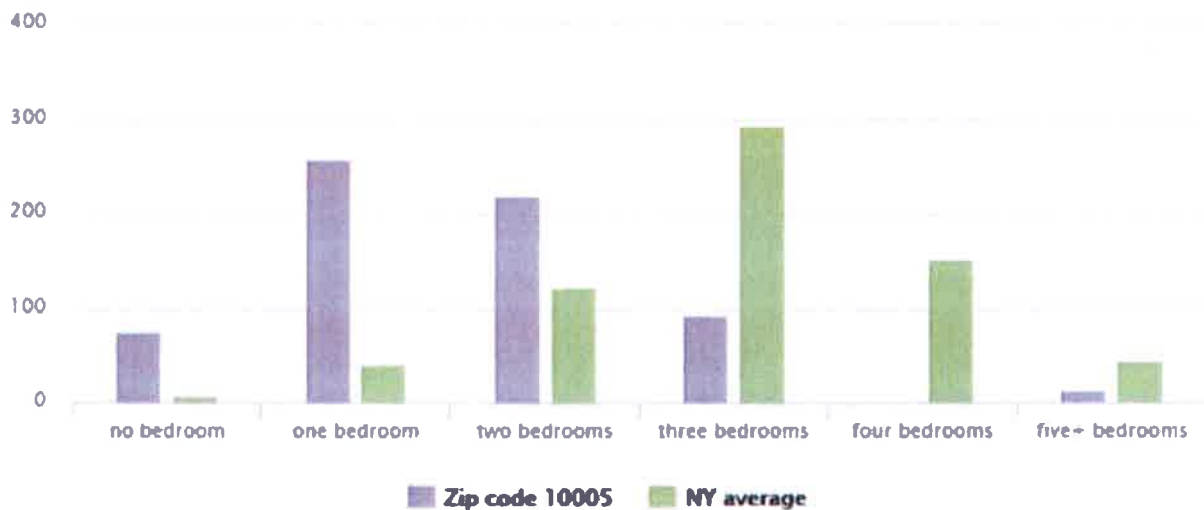
Median house value significantly above state average.

- Estimated median house/condo value in 2015: \$1,332,100
- Housing units in zip code 10005 with a mortgage: 454 (56 second mortgage, 46 home equity loan)
- Houses without a mortgage: 208
- Median gross rent in 2015: \$2,918.
- Median price asked for vacant for-sale houses and condos in 2015: \$700,000.

Renting percentage above state average.

- Houses and condos: 5,254
- Renter-occupied apartments: 3,590
- % of renters here: 84%
- Length of stay since moving in significantly below state average.

Bedrooms in owner-occupied houses and condos in New York, NY (10005)



no bedroom	76
1 bedroom	259
2 bedrooms	220
3 bedrooms	93
4 bedrooms	0
5+ bedrooms	14

Note: State values scaled to Zip code 10005 population

Households: 8,115

- In family households: 3,337 (651 male householders, 619 female householders)
- 1,151 spouses, 761 children (339 natural, 1 adopted, 423 stepchildren), 0 grandchildren, 30 brothers or sisters, 8 parents, 33 other relatives, 84 non-relatives
- In nonfamily households: 4,778
 - » 1,323 male householders (833 living alone)
 - » 1,659 female householders (1,167 living alone)
 - » 1,796 non-relatives
- In group quarters: 16 (0 institutionalized population)
- Size of family households:
 - » 760 2-persons
 - » 317 3-persons
 - » 174 4-persons
 - » 19 5-persons
- Size of nonfamily households:
 - » 2,000 1-person
 - » 777 2-persons
 - » 205 3-persons
- 652 married couples with children.
- 70 single-parent households (35 men, 35 women).

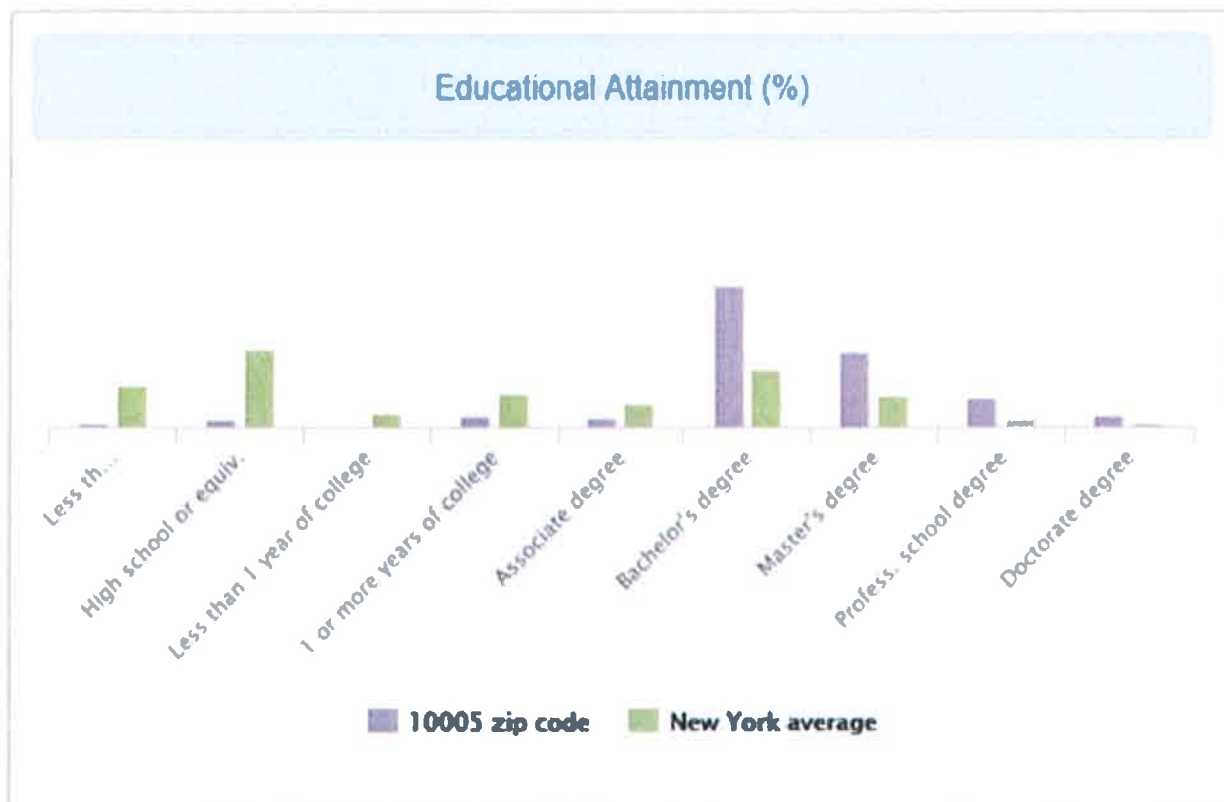
Students in private schools in grades 1 to 8 (elementary and middle school): 66

In this Zip Code: 21.2%

Percentage of population with a bachelor's degree or higher significantly above state average.

For population 25 years and over:

- High school or higher: 98.8%
- Bachelor's degree or higher: 88.2%
- Graduate or professional degree: 40.0%
- Unemployed: 3.7%



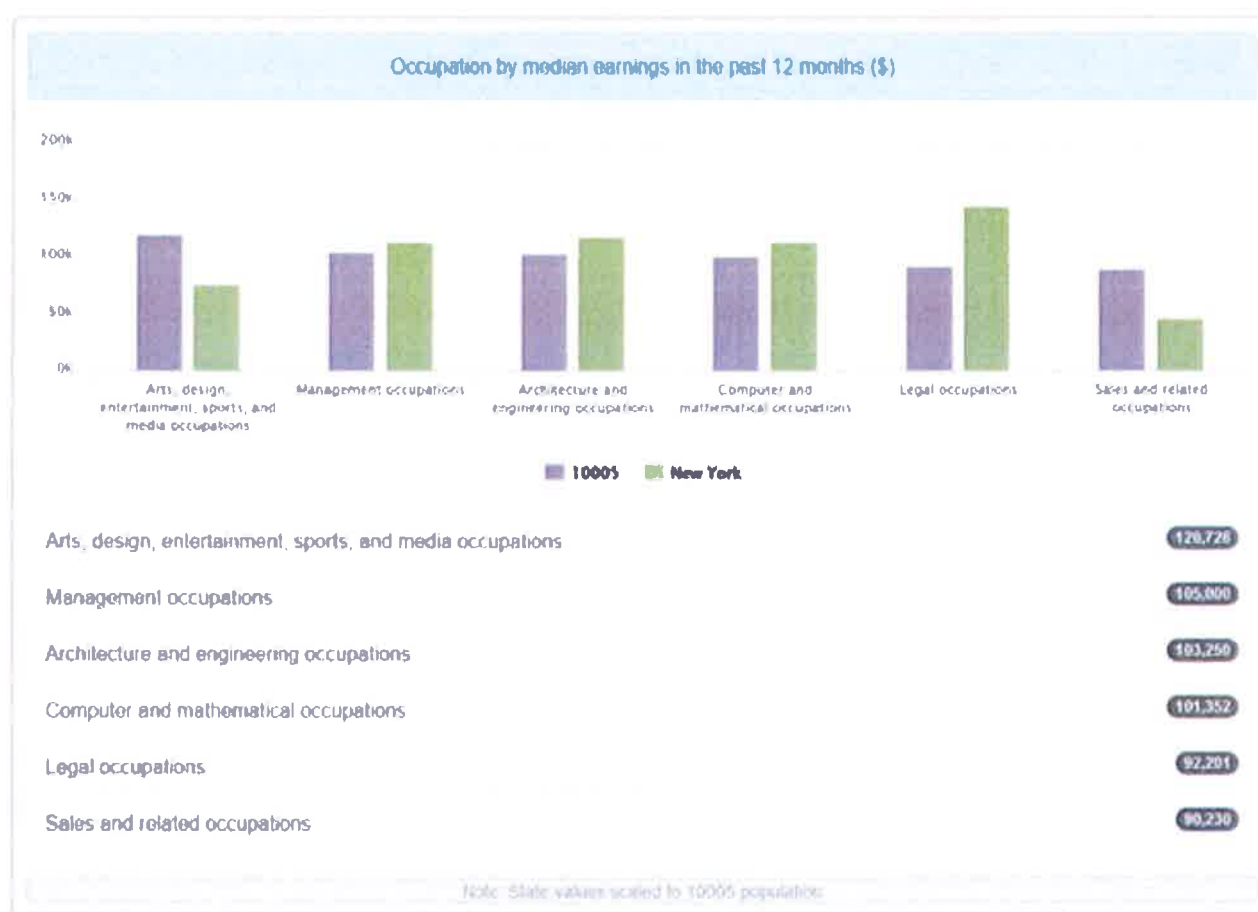
Area Information

Notable locations in zip code 10005: Wall Street Subway Station (A), New York Cocoa Exchange Building (B), Trump Building (C), New York Stock Exchange (D), Wall Street Plaza (E), Continental Center (F), American International Building (G), Wallace Building (H), Liberty Tower (I), New York Ladder Company 15 (J), Fire Department New York Engine 4 Ladder 15 (K).

- **Parks in zip code 10005 include:** Hanover Square, Federal Hall National Memorial
- **Tourist attraction (not listed on the city page):** AMER Geographical Society (Museums; 120 Wall Street).
- **Nearest zip codes:** 10271, 10006, 10279, 10038, 10007, 10280.
- **Businesses in Zip Code:** Total count within the zip code is 856 businesses.

Businesses in zip code 10005			
Name	Count	Name	Count
BMW	1	Hyatt	1
Chipotle	1	Sprint Nextel	1
DHL	1	Starbucks	5
FedEx	9	UPS	6
H&R Block	1	Verizon Wireless	1
Holiday Inn	1	Walgreens	1

Occupation by Median Earnings in the Past 12 Months (\$)



Top industries in this zip code by the number of employees in 2005:

- Finance and Insurance: Securities Brokerage (over 1000 employees: 1 establishment, 250-499 employees: 1 establishment, 100-249 employees: 11 establishments, 50-99 employees: 7 establishments, 20-49 employees: 12 establishments, 10-19 employees: 11 establishments, 5-9 employees: 17 establishments, 1-4 employees: 51 establishments)
- Finance and Insurance: Commercial Banking (over 1000: 2, 250-499: 1, 100-249: 2, 50-99: 1, 20-49: 6, 10-19: 6, 5-9: 1, 1-4: 2)
- Professional, Scientific, and Technical Services: Offices of Lawyers (250-499: 2, 100-249: 4, 50-99: 8, 20-49: 15, 10-19: 14, 5-9: 26, 1-4: 69)
- Finance and Insurance: Investment Banking and Securities Dealing (250-499: 3, 100-249: 2, 50-99: 3, 20-49: 7, 10-19: 18, 5-9: 34, 1-4: 36)
- Administrative and Support and Waste Management and Remediation Services: Security Guards and Patrol Services (250-499: 3, 100-249: 6, 50-99: 2, 10-19: 1, 1-4: 4)
- Health Care and Social Assistance: Services for the Elderly and Persons with Disabilities (over 1000: 1, 100-249: 1, 20-49: 2)
- Professional, Scientific, and Technical Services: Custom Computer Programming Services (500-999: 1, 100-249: 1, 50-99: 5, 20-49: 4, 10-19: 1, 5-9: 7, 1-4: 15)
- Finance and Insurance: Securities and Commodity Exchanges (500-999: 2, 1-4: 1)
- Finance and Insurance: Direct Property and Casualty Insurance Carriers (250-499: 2, 100-249: 2, 50-99: 1, 20-49: 2, 10-19: 3, 1-4: 5)
- Finance and Insurance: Insurance Agencies and Brokerages (100-249: 2, 50-99: 6, 20-49: 7, 10-19: 5, 5-9: 6, 1-4: 18)

Summary:

The market is unique and has certain factors which need to be considered. There is a high transient population. It is an affluent market which is nearly 4 times the average household income of the US national average. It has a lower population of children and families. The market has a significantly younger demographic than most other markets with a median age of 29.4. It is highly dense in population and has a strong list of thriving businesses.

Sources: <https://www.census.gov/>, www.usps.com, www.city-data.com, www.zillow.com

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