Hudson Square is a place for people

Neighborhood Demographics Profile
Over the last decade, Hudson Square has established itself as a place for people.

From its 20th century industrial roots as the former printing district, Hudson Square has transformed into a vibrant hub for the creative economy.
There is a palpable energy from the people and businesses that call this neighborhood “home,” with more than 60,000 people walking our streets on an average day.

Looking ahead, a significant pipeline of residential development—prompted by several rezonings—could produce a fourfold increase in residents and the realization of a truly mixed-use neighborhood. On the pages that follow, we’ll get to better know the people that are here.

The daytime population of Hudson Square is over 60,000 people—67% are office workers and 5% are residents.
Today, Hudson Square is primarily a commercial office neighborhood with office workers accounting for over 2/3 of the daytime population.

<table>
<thead>
<tr>
<th>Type</th>
<th>People</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Workers</td>
<td>40,500</td>
<td>67%</td>
</tr>
<tr>
<td>Daily Visitors¹</td>
<td>8,000</td>
<td>13%</td>
</tr>
<tr>
<td>Students</td>
<td>4,500</td>
<td>7%</td>
</tr>
<tr>
<td>Residents²</td>
<td>3,000</td>
<td>5%</td>
</tr>
<tr>
<td>Service Workers³</td>
<td>2,500</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel Guests</td>
<td>2,500</td>
<td>4%</td>
</tr>
<tr>
<td>Daytime Population</td>
<td>61,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

1. Includes Cultural + Office
2. Includes 70 Charlton + 261 Hudson—buildings scheduled for occupancy in 2017
3. includes School, Retail, Cultural + Office

Hudson Square is a place for people
Office Workers: Who Are They?

Our typical office worker is young, well-educated, and works in a creative field.

- The median age is 28
- 84% are under 45
- 62% are millennials (under 35)
- 86% have at least a college degree
- 21% have a graduate degree
- 71% are in creative industries
  - 48% Media + Communications
  - 9% Arts + Design
  - 8% Technology
  - 6% Architecture + Engineering
Office Workers: Where Do They Come From?

Most come from Manhattan or Brooklyn, and as many as 18% walk to work.

- 38% come from Manhattan
- 26% come from Brooklyn
- 12% come from New Jersey
- 11% come from Queens
- 6% come from other places
- 7% come from Long Island, Westchester, and Hudson Valley
- 26% come from Brooklyn

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Office Workers: What Drives Their Consumer Behavior?

They seek value, convenience, and experience.

Convenience is key, a culture of short breaks keep them from eating out and traveling far — 70% take a 30-minute break or less and 90% buy from grab and go.
Quality and price were voted as the top attributes that drive retail purchasing decisions.

Most learn about what is new or happening in Hudson Square through word of mouth.

There’s a strong preference for temporary and experiential offerings—almost 2/3 want food tasting events and pop-up markets.
Office Workers: What Do They Purchase During the Workweek?

They account for $310 million in annual retail spending.

- $189 million spent on food + beverages
  - 25% Grab + Go
  - 17% Full-service
  - 12% Bars/Lounges
  - 7% Groceries

- $121 million spent on merchandise
  - 21% Apparel + Accessories
  - 6% Technology
  - 5% Housewares
  - 3% Beauty
  - 3% Sports Gear
  - 1% Jewelry

Mean household income of $105,000
Median household income of $81,000
1/3 make over $100,000

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Residents: Looking Ahead

Rezonings have set the stage for a surge of residential development that could add up to 10,000 new residents—nearly 4x the current level—at full build out.

3 Rezonings since 2002

30 Development sites projected

>5,000 Projected dwelling units

10,000 Projected new residents
Residents: Current Population

Hudson Square residents, typically affluent and well-educated, are a growing portion of the current daytime population.

Median age of 40

18% of households have children

75% have at least a college degree
33% have a graduate degree

Mean household income of $225,000
Median household income of $130,000
Sources:

1. **Office workers**
   Hudson Square Consumer Survey conducted by Audience Research & Analysis during fall 2016

2. **Residents**
   2015 American Community Survey 5-Year Estimates, HSC Development Tracking Database

3. **Daytime population**
   HSC Daytime Population Study (2016 Update)
We are the Hudson Square Connection (HSC). Since July 2009, the Hudson Square Connection has overseen the transformation of Manhattan’s former Printing District into a major creative hub.

Our signature programs include our Pedestrian Traffic Managers, the award-winning Hudson Square Standard, and our nationally recognized streetscape program Hudson Square is Now, a $27 million public-private partnership with the City of New York. Our goal is to foster the physical, social, and economic connections that give rise to a community where the spirit of innovation can flourish inside and out.