



QUEENS CENTER

ELMHURST, NY

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## MARKET PROFILE 2020

MAJOR RETAILERS Apple, H&M, JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT The Cheesecake Factory, Shake Shack, Applebee's Neighborhood Grill & Bar

FOOD COURT 15 units

PROPERTY TYPE Super-regional | TOTAL SQUARE FEET 965,000 | BUILT / RENOVATED 1973 / 2004

FOR MORE INFORMATION 718-592-3901 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2019 Total Population	1,271,713		2,365,324		20,425,856	
2024 Total Population	1,290,347		2,428,167		20,829,632	
2019-2024 Population Growth	1.5%		2.7%		2.0%	
HOUSEHOLDS						
2019 Total Households	424,097		814,984		7,426,240	
2024 Total Households	428,517		835,015		7,560,182	
2019-2024 Household Growth	1.0%		2.5%		1.8%	
INCOME						
Average Household Income	\$82,739		\$81,488		\$114,223	
Median Household Income	\$60,615		\$58,565		\$77,678	
Per Capita Income	\$27,667		\$28,139		\$41,630	
HOUSEHOLD INCOME RANGES						
\$50,000 +	253,153	59.7%	468,544	57.5%	4,882,312	65.7%
\$75,000 +	174,283	41.1%	327,503	40.2%	3,828,976	51.6%
\$100,000 +	119,321	28.1%	226,637	27.8%	2,975,773	40.1%
\$150,000 +	55,262	13.0%	105,766	13.0%	1,754,724	23.6%
AGE						
Median Age	38.0		36.9		38.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	268,869	29.9%	506,525	30.5%	5,757,475	40.4%
White Collar	321,999	52.4%	629,841	55.3%	6,586,802	64.8%
RACE / ETHNICITY						
White	478,726	37.6%	842,370	35.6%	11,501,831	56.3%
Black	100,720	7.9%	420,990	17.8%	3,564,031	17.4%
American Indian	10,031	0.8%	18,259	0.8%	100,233	0.5%
Asian	385,427	30.3%	570,362	24.1%	2,389,076	11.7%
Pacific Islander	958	0.1%	1,837	0.1%	10,042	0.0%
Other Race	295,851	23.3%	511,506	21.6%	2,860,643	14.0%
Hispanic or Latino	472,563	37.2%	809,735	34.2%	5,170,116	25.3%
Not Hispanic or Latino	799,150	62.8%	1,555,589	65.8%	15,255,740	74.7%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	3,017		10,274		21,453	
Total Employees	33,811		94,513		207,881	
Daytime Population	147,994		398,746		753,729	

# TRADE AREA MAP

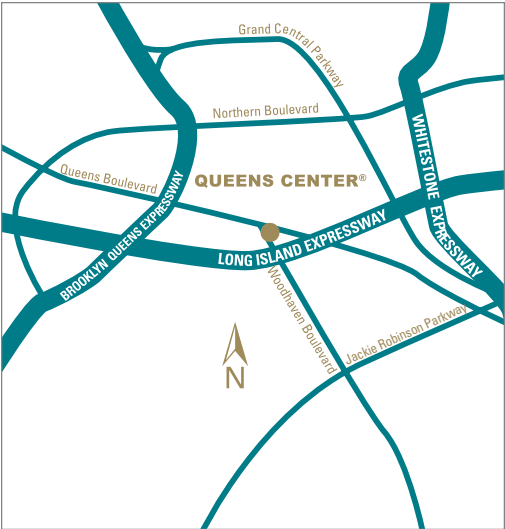


## LEGEND

- ★ QUEENS CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

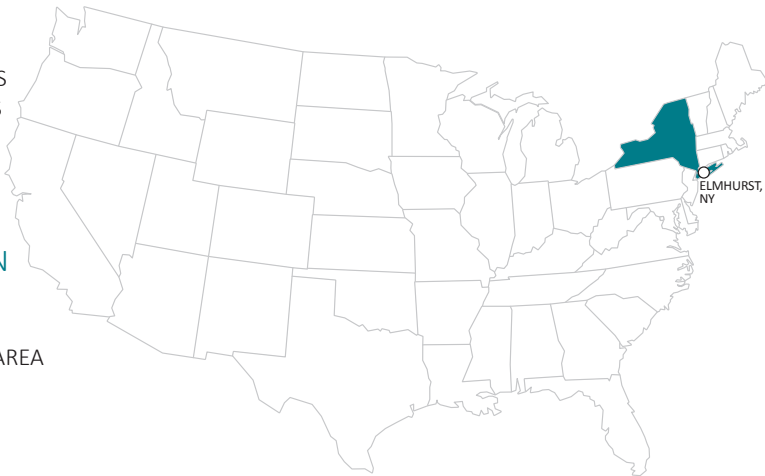
QUEENS CENTER ATTRACTS NEARLY  
**20 MILLION**  
**SHOPPERS ANNUALLY**  
WHICH IS MACERICH'S MOST  
HEAVILY TRAFFICKED SHOPPING  
CENTER IN ITS PORTFOLIO  
  
MOST ETHNICALLY DIVERSE URBAN  
AREA IN THE WORLD, REPRESENTING  
**100+ NATIONS,**  
**SPEAKING 138 LANGUAGES**

SEVERAL  
**FIRST TO MARKET CHAINS**  
SHAKE SHACK  
THE CHEESECAKE FACTORY  
CHICK-FIL-A  
  
MOST DIVERSE APPLE STORE WITH  
**130+ EMPLOYEES,**  
**SPEAKING 24 LANGUAGES**

FIRST-CLASS SHOPPING  
ENVIRONMENT TO A  
TRADE AREA OF NEARLY  
**2.4 MILLION PEOPLE**  
WHICH IS PROJECTED  
TO INCREASE BY 2.7%  
IN 5 YEARS

OVER 27.8% OF THE  
TOTAL TRADE AREA HAS A  
**HOUSEHOLD INCOME OF**  
**MORE THAN \$100,000**  
  
WOODHAVEN BOULEVARD  
SUBWAY STATION RANKS 60TH  
AMONG 421 STATIONS AND  
**7 MILLION ANNUAL RIDERS**

HOST OF THE  
U.S. OPEN TENNIS  
CHAMPIONSHIPS  
WITH OVERALL  
ATTENDANCE  
OVER 691,000  
AND AN  
**\$800 MILLION**  
**ECONOMIC**  
**IMPACT**  
ON NYC METRO AREA



**153 PUBLIC AND PRIVATE**  
NOT-FOR-PROFIT **COLLEGES AND**  
**UNIVERSITIES** WITHIN A 25-MILE  
RADIUS OF QUEENS

7 COLLEGES AND UNIVERSITIES  
IN THE BOROUGH OF QUEENS  
WITH A TOTAL ENROLLMENT OF  
**85,000 STUDENTS**

**TWO MAJOR AIRPORTS** ARE WITHIN A 9-MILE RADIUS OF QUEENS CENTER  
– LAGUARDIA AIRPORT: **29.8 MILLION PASSENGERS**; 12,341 EMPLOYEES;  
\$18.8 BILLION IN ECONOMIC ACTIVITY; 135,559 IN TOTAL JOBS; \$6.8 BILLION IN  
ANNUAL WAGES  
– JOHN F. KENNEDY INTERNATIONAL AIRPORT: 21ST BUSIEST AIRPORT IN THE WORLD;  
**59 MILLION PASSENGERS**; \$30 BILLION IN ECONOMIC ACTIVITY; EMPLOYS 35,000

HIGHLY SOUGHT AFTER DESTINATION FOR **FILM AND TV PRODUCTIONS**; KAUFMAN  
ASTORIA STUDIOS, SILVERCUP STUDIOS AND BROADWAY STAGES HAVE SEEN A  
MARKED INCREASE IN PRODUCTION DUE TO THE **NEW YORK STATE TAX INCENTIVES**

## YEARLY SALES

JAN	7.0%	MAY	7.8%	SEP	8.6%
FEB	7.3%	JUN	8.4%	OCT	8.7%
MAR	7.8%	JUL	7.8%	NOV	8.9%
APR	7.8%	AUG	7.9%	DEC	12.0%



QUEENS PLACE  
TARGET  
BEST BUY

MACY'S

PARKING

SHAKE SHACK

THE CHEESECAKE FACTORY

PARKING

JCPENNEY

QUEENS BLVD

WOODHAVEN BLVD

LONG ISLAND EXPRESSWAY