

In June of 2017, the Times Square Alliance and Times Square Advertising Coalition conducted a consumer research study, aimed at understanding demographics, visitation dynamics, shopping habits, advertising awareness and engagement of visitors, employees, and residents in the Times Square area (42nd to 47th Streets on 7th Avenue and Broadway).

Times Square is extremely attractive to advertisers.

- Contrary to typical attitudes towards advertising, in Times Square the billboards are the main attraction.



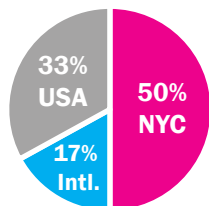
The median time spent in Times Square is **81 minutes**, with **8 minutes** spent looking at Billboards.



Each day, customers spend nearly **\$10,000,000** in Times Square, excluding the cost of hotels.

A young and diverse group of people visit Times Square.

- Times Square features an equal mix of local residents and out-of-towners. One in three survey respondents has an average household income greater than \$75k.



Roughly **50%** of people in Times Square are NYC locals, **33%** are domestic visitors and **17%** are international visitors.

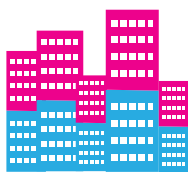


People spending time in Times Square are **young, diverse and educated.**

Median age: **32**
Non-White: **66%**
College degree: **48%**

People have high regard for Times Square.

- Regardless of their background, people come to Times Square as a destination. Over 90 percent of survey respondents consider Times Square the most recognizable part of NYC.



NYC residents visit Times Square an average of **25 times a year** (excluding those who work there). Non-residents expect to return in **19 months**, on average.



243,358 people in Times Square post about their experience in Times Square on social media each day.



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