

# Who is in Manhattan after the Pandemic?

Using MTA turnstile data to identify trends in selected areas of Manhattan after the COVID 19 pandemic

# Intro

The pandemic had a huge impact on the Commercial Real Estate market in Manhattan

Two years later there are still countless vacant properties

How can we use data from the MTA and NYC government to identify areas of Manhattan where the demographic has shifted from office workers to residents or recreational visitors?

Using this information, we can target new businesses to open in these areas that previously wouldn't have been supported

# Methodology

Using turnstile-level data from the MTA in four select Manhattan Stations (Fulton St, Grand Central, 86th Street and 125th St)

Compare the average daily number of entries on weekends and weekdays

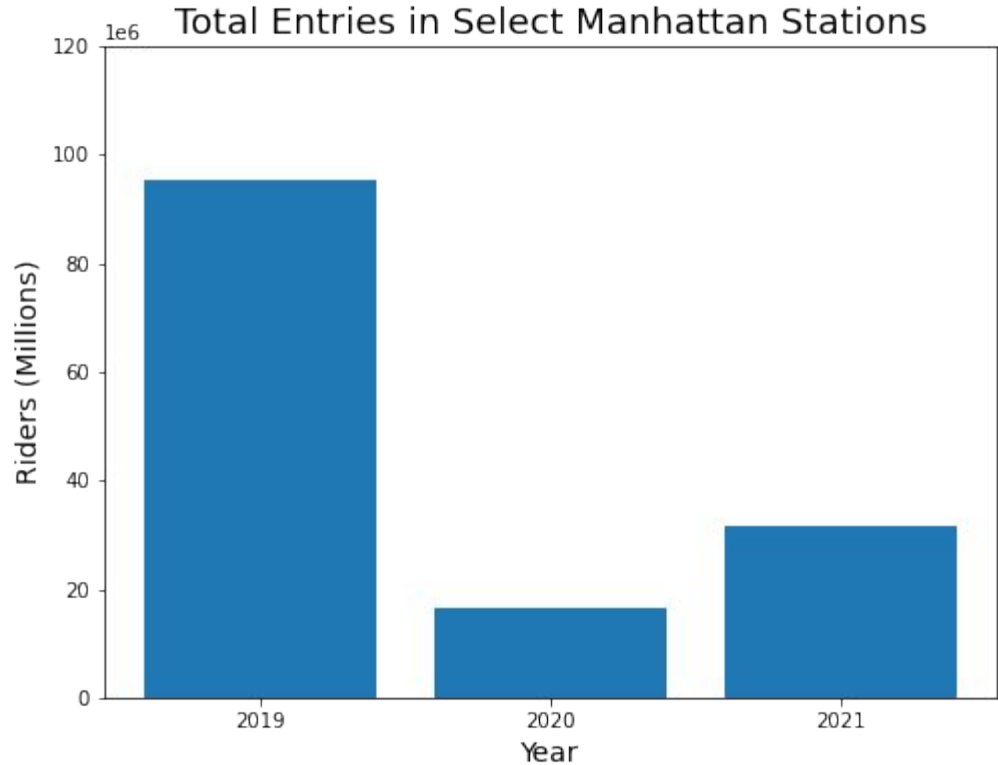
Take data from the months April to December of 2019, 2020 and 2021

Using NYC data on business licenses, find the number of new business licenses in the zip code of each station for each year

# Results

Sharp Decline in overall subway use after the pandemic began

Significant recovery in 2021, but overall traffic remains well short of pre-pandemic levels



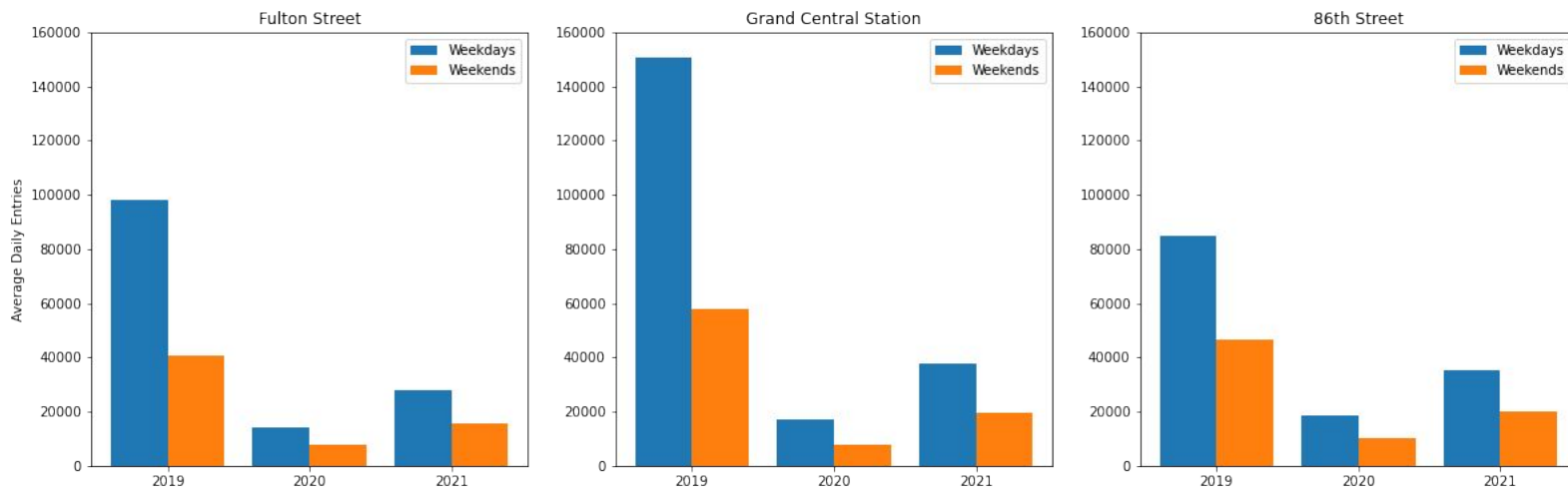
# Results

In 3 of the 4 stations, the proportion of weekend traffic to weekday traffic was significantly higher after the pandemic

There is now a different clientele for businesses in these areas than there was before the pandemic

Fulton Street saw the most profound change of all the stations

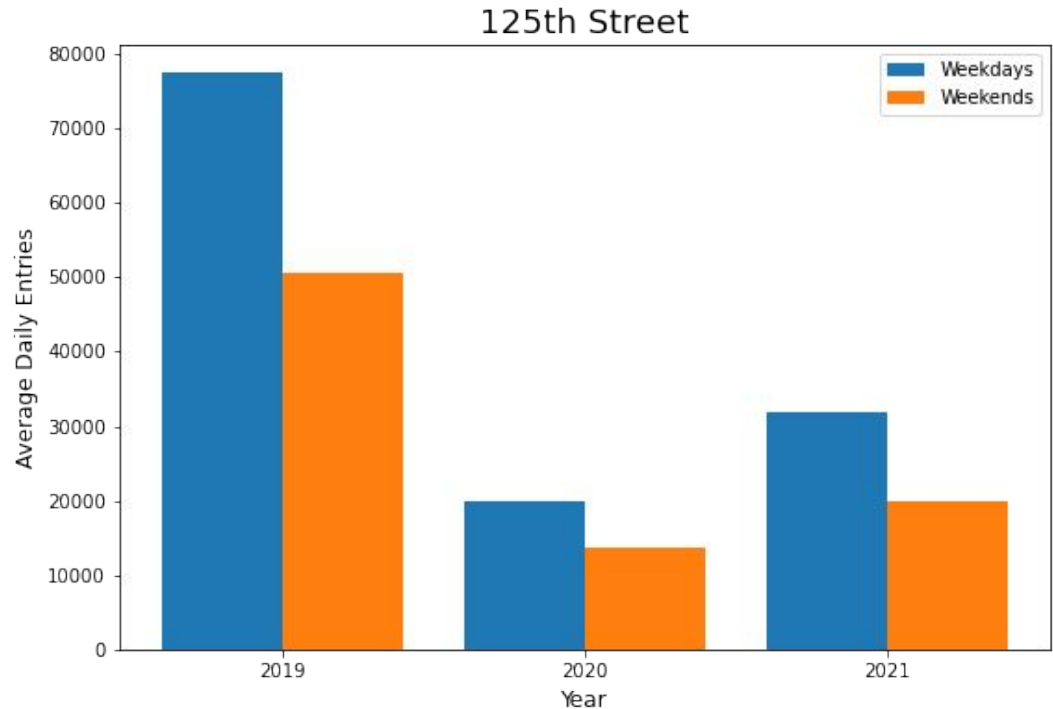
Average Daily Entries on Weekdays and Weekends



# Results

At 125th Street, the change in the proportion of weekday to weekend traffic was not as significant as at the other stations

The magnitude of traffic has declined meaningfully, but the composition of the riders appears to be similar to before the pandemic

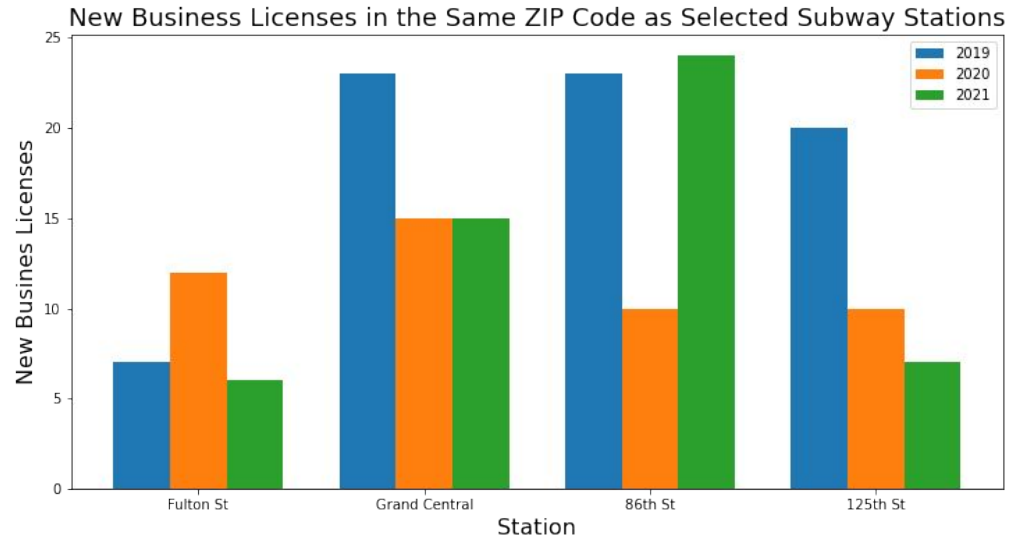


# Results

The number of new business licenses could give us an idea of how much each market has adjusted to changing demographics

Fulton Street and Grand Central areas seem to be lagging in new business licenses

Decline in 125th St area is consistent with subway data findings



# Conclusion

In 3 of the 4 areas we looked at, there has been a significant change in the proportion of subway riders on the weekends compared to the weekdays

These areas now have a different demographic than before the pandemic

Fulton Street and Grand Central saw the most change since the pandemic, but the number of new businesses there is lagging, suggesting that these are the areas to focus on attracting businesses to appeal to the new demographic

More research needs to be done to identify who exactly comprises the new demographic and what businesses might appeal to them