

## TIMES SQUARE STATS



### Here are just a few interesting facts about the home of MTV 44½ and why it gives you such incredible exposure:

- Each day, an estimated 500,000 people pass through Times Square
- Over 30 million people visit Times Square annually
- Times Square is home to the world's largest New Year's Eve celebrations, attracting one million visitors, with another billion people worldwide watching the celebration on air
- More than 75 million people use public transportation into and out of Times Square each year
- \$1.2 billion in retail sales annually in the Times Square area
- Over 35 Broadway theaters and 300 restaurants in the immediate vicinity
- An estimated 158,000 people work in Times Square each day
- Approximately 35,000 residents live in the Times Square area
- Employee Spending Potential of \$460 million
- Residential Spending Potential of \$173 million
- Corporate headquarters for Condé Nast Publications, Ernst & Young, Lehman Brothers, Morgan Stanley, MTV Networks, The New York Times Company, Viacom.

Statistics provided by the Times Square Alliance



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