

# New York by the Numbers

Economic snapshots of the five boroughs

Center *for an*  
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**Future**

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## Inside

|                                                    |            |
|----------------------------------------------------|------------|
| <b>Citywide Rankings:</b>                          | p. 3 - 9   |
| Top and Bottom ZIP Codes for National Retailers    | p. 10 - 11 |
| <b>Borough Rankings:</b>                           |            |
| Top and Bottom ZIP codes for:                      |            |
| Manhattan                                          | p. 12      |
| Brooklyn                                           | p. 13      |
| Queens                                             | p. 14      |
| Bronx                                              | p. 15      |
| Staten Island                                      | p. 15      |
| <b>Citywide Data:</b>                              |            |
| Full List of ZIP Codes with Number of Chain Stores | p. 16 - 20 |
| <b>Appendix:</b>                                   |            |
| Breakdown of retailers by type, 2011               | p. 21      |
| Growth in companies by type 2010-2011, 2008-2011   | p. 22      |
| Number of National Retailers per Square Mile, 2011 | p. 23      |
| Number of National Retailers per ZIP Code, 2011    | p. 24      |

## In this Issue:

### Chained Up: This year's borough-by-borough analysis of New York City's largest retailers

Our fourth annual ranking of national retailers in New York City shows that the sluggish economy and drop in consumer spending may finally be catching up with chain stores here. Indeed, for the first time in our rankings, we find that the explosion of national chains has slowed somewhat over the past year. Although some individual retailers in New York expanded in the past 12 months, fully 72 percent of companies saw no change or reduced their presence across the five boroughs.

Overall, the number of national retailers' locations in the city still grew by 1.6 percent over the past year, as the 307 retailers that we included on last year's ranking expanded from a total of 6,883 stores in 2010<sup>1</sup> to 6,993 stores in 2011. But whereas last year only 20 percent of national chains contracted, this year 31 percent of chains reduced their presence in the city. And as with last year, approximately 41 percent of chains had the same number of locations. The remaining 28 percent, or 86 companies, drove the citywide increase in chain locations.

There was a net gain in national retail store locations in every borough except Manhattan. Queens experienced the most significant growth of any borough, with a 5.4 percent jump in store locations. Similarly, chains grew in the Bronx by 3.8 percent and in Brooklyn by 1.8 percent. Staten Island saw no growth in stores while Manhattan chain stores decreased by 2.1 percent.

Topping our list for the fourth consecutive year, Dunkin Donuts continues to have a strong presence in all five boroughs. However, for the first time in the four years of our ranking, the number of Dunkin Donuts locations in the city did not grow. It remained the same from last year, at 466. Subway again ranked second on our list, but closed the gap between it and Dunkin Donuts by adding 41 new stores, an increase of 10.5 percent over last year. Although it added fewer stores this year than last, Starbucks also exhibited growth with 263 stores this year, an increase of three percent.

Just as last year, 14 companies have more than 100 locations in the city,<sup>2</sup> but there was a change here: Liberty Tax Service joined this list of national retailers with at least 100 stores, while Sleepy's dropped from 102 to 89 locations. T-Mobile, which just last year joined the list of companies with more than 100 locations, again grew significantly, by 44 stores, or 37.6 percent. Many other companies had significant growth this past year:

- Subway: 430 locations, up from 389 in 2010 (and from 335 in 2008)
- T-Mobile: 161 locations, up from 117 in 2010 (and nearly double their 82 stores in 2008)
- Metro PCS: 272 locations, up from 216 in 2010
- Liberty Tax Service: 111 locations, up from 84 in 2010

- H & R Block: 38 locations, up from 31 in 2010
- 7-Eleven: 83 locations, up from 74 in 2010 (and 57 in 2008)
- Sunglasses Hut: 32 locations, up from 19 in 2010
- Five Guys: 22 locations, up from 14 in 2010
- Aeropostale: 10 locations, up from 5 in 2010
- IHOP: 16 locations, up from 12 in 2010
- Family Dollar: 49 locations, up from 5 in 2010

Although several of these individual companies exhibited remarkable growth in the past year, 96 companies, or 31 percent, reduced their number of locations in the city. A few notable examples include:

- Borders: closed all of its 9 stores this past year when the company announced it was going out of business altogether
- Hollywood Video: closed its final 2 stores this year, after filing for bankruptcy in 2010<sup>3</sup>
- Blockbuster: 10 stores, down from 30 in 2010
- American Apparel: 7 stores, down from 20 in 2010
- New York Sports Club: 42 stores, down from 53 in 2010 (Curves, another health club, also closed several stores, reducing its presence from 25 stores to 19.)
- Ann Taylor: 10 stores, down from 19 in 2010
- Gap: 33 locations, from 37 in 2010 (We also anticipate even more stores to close in the coming year as Gap just announced it will be closing 189 stores, 21 percent of its locations, across the country.)<sup>4</sup>
- Verizon Wireless: 43 locations, down from 50 in 2010
- Sprint: 25 locations, down from 33 in 2010
- Sleepy's: 89 locations, down from 102 in 2010
- KFC: 60 locations, down from 71 in 2010
- Quizno's: 10 locations, down from 15 in 2010 (and 27 in 2008)

For the first time this year, we categorized the retailers included in the report by type. We created 16 categories, such as "food and beverage," which includes companies such as Starbucks and Chipotle, and "health, wellness and beauty," which includes companies such as NY Sports Club, Supercuts, and Sephora. Of all these categories, food and beverage makes up the largest portion of all stores, at 42.2 percent. Apparel makes up the next largest portion, at 15.4 percent. Pharmacies, such as Duane Reade and Rite Aid and larger department stores, such as Macy's and Sears, comprise a much smaller portion of all store locations, at 9 percent and 1 percent, respectively.

However, some specific sectors saw remarkable growth in the past year and since 2008. Cell phone company locations grew by over 18 percent this past year and by nearly 25 percent since 2008.

The number of chain locations continues to vary widely across neighborhoods. Staten Island's New Springville, in ZIP code 10314 continues to have the largest number of chains, likely due to the presence of the Staten Island Mall. Notably, several other ZIP codes appearing on our top list for most chains, are also home to malls—10001, Garment District/Koreatown (Manhattan Mall); 11373, Corona/Elmhurst (Queens Center Mall); 11234, Flatlands (Kings Plaza Shopping Center); 11201, Downtown Brooklyn/Brooklyn Heights (Fulton Mall). The remaining ZIP codes on our top list for sheer number of chains can be found later in this report. Additionally, there are many ZIP codes that have no or very few chain stores, noted in our bottom list for ZIP codes with chains.

Several neighborhoods also saw significant increases and decreases in chain store presence. Canarsie and Bushwick in Brooklyn each added 7 new chain locations this past year. Additionally, Flushing and Rego Park in Queens added 11 and 9 chain locations, respectively. In contrast, several neighborhoods in Manhattan lost at least 10 chain stores each—Greenwich Village/SoHo (-10), Midtown West (-11), and Upper East Side (-13).

Overall, we found that there are 23 chain stores per square mile and 1,200 people to every chain citywide. As would be expected, Manhattan has the densest geographic concentration of chain stores, at 113 per square mile. In contrast, the other boroughs have fewer chains per square mile: Bronx (17), Brooklyn (16), Queens (14), Staten Island (7).

The following pages of this report include a comprehensive ranking of national chains by their number of locations, the number of chains in each ZIP code, the top and bottom ZIP codes for number of chains and the top and bottom ZIP codes for chains in each borough.

# New York City's Largest National Retailers, 2011

| Retail Chain                      | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|-----------------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                                   | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Dunkin Donuts                     | 466       | 466  | 429  | 341  | 116           | 113      | 141    | 65    | 31            |
| Subway                            | 430       | 389  | 361  | 335  | 174           | 77       | 96     | 57    | 26            |
| Metro PCS                         | 272       | 216  | 7    | N/A  | 53            | 88       | 69     | 46    | 16            |
| Starbucks                         | 263       | 256  | 245  | 235  | 196           | 20       | 34     | 6     | 7             |
| Duane Reade                       | 247       | 248  | 229  | 216  | 166           | 30       | 33     | 11    | 7             |
| McDonalds                         | 242       | 241  | 258  | 248  | 68            | 56       | 65     | 42    | 11            |
| Rite Aid                          | 197       | 195  | 195  | 209  | 34            | 56       | 62     | 41    | 4             |
| Baskin-Robbins                    | 194       | 204  | 207  | 215  | 41            | 56       | 63     | 20    | 14            |
| T-Mobile                          | 161       | 117  | 96   | 82   | 42            | 43       | 47     | 24    | 5             |
| GNC                               | 131       | 121  | 110  | 115  | 44            | 27       | 33     | 22    | 5             |
| Radio Shack                       | 120       | 119  | 115  | 116  | 38            | 31       | 25     | 20    | 6             |
| CVS                               | 119       | 115  | 107  | 108  | 33            | 22       | 35     | 12    | 17            |
| Liberty Tax Service               | 111       | 84   | 51   | 43   | 16            | 30       | 31     | 28    | 6             |
| Payless                           | 105       | 107  | 106  | 109  | 20            | 34       | 26     | 20    | 5             |
| Burger King                       | 91        | 96   | 94   | 92   | 19            | 22       | 26     | 17    | 7             |
| Sleepy's                          | 89        | 102  | 108  | 105  | 30            | 17       | 24     | 10    | 8             |
| 7-Eleven                          | 83        | 74   | 59   | 57   | 12            | 19       | 38     | 7     | 7             |
| GameStop                          | 80        | 84   | 75   | 69   | 20            | 22       | 18     | 14    | 6             |
| Walgreen's                        | 77        | 74   | 64   | 48   | 12            | 23       | 20     | 12    | 10            |
| Popeye's                          | 75        | 68   | 61   | 57   | 14            | 23       | 22     | 15    | 1             |
| Domino's Pizza                    | 71        | 71   | 71   | 74   | 19            | 19       | 16     | 13    | 4             |
| Golden Krust                      | 66        | 69   | 70   | 72   | 8             | 29       | 14     | 14    | 1             |
| Petland Discounts                 | 62        | 62   | 61   | 59   | 11            | 16       | 19     | 12    | 4             |
| AT&T Wireless                     | 61        | 60   | 59   | 85   | 30            | 11       | 9      | 9     | 2             |
| KFC                               | 60        | 71   | 69   | 70   | 10            | 21       | 16     | 9     | 4             |
| Staples                           | 60        | 63   | 63   | 61   | 26            | 9        | 16     | 6     | 3             |
| Papa John's                       | 60        | 63   | 58   | 55   | 13            | 18       | 18     | 9     | 2             |
| Carvel                            | 55        | 61   | 62   | 62   | 3             | 12       | 23     | 9     | 8             |
| FedEx Office                      | 55        | 60   | 61   | 61   | 50            | 2        | 2      | 0     | 1             |
| Jackson Hewitt Tax Service        | 51        | 57   | 92   | 83   | 5             | 19       | 18     | 7     | 2             |
| Foot Locker*                      | 49        | 58   | 56   | 58   | 15            | 14       | 7      | 11    | 2             |
| Family Dollar                     | 49        | 5    | 5    | N/A  | 1             | 22       | 9      | 13    | 4             |
| Wendy's                           | 47        | 47   | 45   | 50   | 11            | 10       | 14     | 6     | 6             |
| Cohen's Fashion Optical           | 45        | 45   | 45   | 40   | 23            | 6        | 9      | 4     | 3             |
| Verizon Wireless                  | 43        | 50   | 45   | 41   | 17            | 10       | 8      | 5     | 3             |
| NY Sports Clubs                   | 42        | 53   | 54   | 55   | 33            | 5        | 3      | 0     | 1             |
| H&R Block***                      | 38        | 31   | 25   | 29   | 14            | 8        | 8      | 6     | 2             |
| Rent-A-Center                     | 37        | 38   | 40   | 38   | 5             | 11       | 9      | 9     | 3             |
| Au Bon Pain                       | 37        | 34   | 33   | 34   | 19            | 3        | 12     | 2     | 1             |
| Modell's                          | 35        | 33   | 34   | 33   | 10            | 9        | 9      | 4     | 3             |
| The Children's Place              | 35        | 32   | 26   | 21   | 9             | 9        | 9      | 6     | 2             |
| White Castle                      | 34        | 35   | 35   | 36   | 3             | 10       | 9      | 10    | 2             |
| Gap (including GapKids & BabyGap) | 33        | 37   | 34   | 35   | 18            | 3        | 9      | 1     | 2             |
| The Vitamin Shoppe                | 33        | 34   | 35   | 32   | 23            | 4        | 4      | 1     | 1             |
| Chipotle                          | 33        | 29   | 25   | 21   | 32            | 1        | 0      | 0     | 0             |
| Sunglass Hut                      | 32        | 19   | 20   | 21   | 18            | 3        | 8      | 1     | 2             |

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| Retail Chain           | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                        | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Pret A Manger          | 29        | 25   | 21   | 15   | 29            | 0        | 0      | 0     | 0             |
| V.I.M.                 | 27        | 27   | 27   | 27   | 5             | 14       | 3      | 5     | 0             |
| Jimmy Jazz             | 27        | 24   | 32   | 42   | 5             | 9        | 4      | 9     | 0             |
| Sprint                 | 25        | 33   | 24   | 25   | 11            | 4        | 6      | 3     | 1             |
| Aerosoles              | 25        | 25   | 27   | 21   | 17            | 4        | 3      | 0     | 1             |
| Famiglia               | 25        | 22   | 21   | 18   | 15            | 2        | 5      | 3     | 0             |
| Le Pain Quotidien      | 25        | 22   | 17   | 17   | 25            | 0        | 0      | 0     | 0             |
| Liberty Travel         | 24        | 26   | 27   | 27   | 9             | 5        | 6      | 2     | 2             |
| LensCrafters           | 24        | 23   | 18   | 22   | 20            | 2        | 1      | 0     | 1             |
| Ricky's                | 24        | 22   | 20   | 18   | 21            | 2        | 1      | 0     | 0             |
| Hale & Hearty Soups    | 24        | 22   | 19   | 20   | 23            | 1        | 0      | 0     | 0             |
| Applebee's             | 24        | 22   | 17   | 16   | 3             | 5        | 8      | 4     | 4             |
| Blimpie                | 23        | 28   | 37   | 50   | 12            | 1        | 3      | 7     | 0             |
| Nathan's               | 23        | 19   | 19   | 19   | 5             | 9        | 7      | 0     | 2             |
| Häagen-Dazs            | 22        | 24   | 20   | 19   | 9             | 4        | 5      | 3     | 1             |
| Taco Bell              | 22        | 23   | 19   | 19   | 5             | 5        | 7      | 3     | 2             |
| Sephora                | 22        | 21   | 16   | 15   | 17            | 0        | 2      | 1     | 2             |
| Mandee                 | 22        | 19   | 20   | 21   | 2             | 5        | 9      | 3     | 3             |
| Five Guys              | 22        | 14   | 8    | N/A  | 7             | 7        | 8      | 0     | 0             |
| Lucille Roberts        | 21        | 21   | 21   | 21   | 5             | 6        | 6      | 4     | 0             |
| Home Depot             | 21        | 21   | 21   | 20   | 2             | 5        | 8      | 3     | 3             |
| Aldo                   | 21        | 20   | 19   | 16   | 11            | 5        | 3      | 0     | 2             |
| P.C. Richard & Sons    | 20        | 20   | 19   | 19   | 4             | 6        | 7      | 2     | 1             |
| Curves                 | 19        | 25   | 36   | 47   | 1             | 6        | 6      | 4     | 2             |
| Equinox                | 19        | 19   | 19   | 20   | 18            | 1        | 0      | 0     | 0             |
| Victoria's Secret      | 19        | 19   | 18   | 16   | 10            | 3        | 5      | 0     | 1             |
| Bolton's               | 19        | 19   | 16   | 18   | 15            | 2        | 1      | 1     | 0             |
| Tasti D-Lite           | 18        | 26   | 41   | 53   | 16            | 2        | 0      | 0     | 0             |
| Toys "R" Us**          | 18        | 18   | 15   | 14   | 3             | 3        | 6      | 3     | 3             |
| Red Mango              | 18        | 14   | N/A  | N/A  | 9             | 1        | 6      | 0     | 2             |
| Banana Republic        | 17        | 18   | 18   | 20   | 13            | 1        | 2      | 0     | 1             |
| Old Navy               | 17        | 17   | 16   | 16   | 5             | 4        | 5      | 2     | 1             |
| Marshall's             | 17        | 14   | 13   | 11   | 3             | 3        | 5      | 5     | 1             |
| Best Buy               | 17        | 13   | 10   | 9    | 7             | 4        | 3      | 2     | 1             |
| Crumbs Cupcakes        | 17        | 12   | 10   | N/A  | 15            | 1        | 1      | 0     | 0             |
| Bally Total Fitness    | 16        | 17   | 17   | 17   | 5             | 4        | 4      | 3     | 0             |
| Ashley Stewart         | 16        | 17   | 16   | N/A  | 2             | 8        | 2      | 4     | 0             |
| Crown Fried Chicken    | 16        | 16   | 16   | N/A  | 3             | 9        | 3      | 1     | 0             |
| Avenue                 | 16        | 16   | 15   | N/A  | 2             | 5        | 3      | 4     | 2             |
| Pizza Hut              | 16        | 15   | 20   | 39   | 4             | 1        | 10     | 1     | 0             |
| IHOP                   | 16        | 12   | 11   | 10   | 2             | 4        | 5      | 4     | 1             |
| Strawberry             | 15        | 18   | 19   | 18   | 10            | 1        | 4      | 0     | 0             |
| Jamba Juice            | 15        | 17   | 20   | 18   | 15            | 0        | 0      | 0     | 0             |
| Cosi                   | 15        | 16   | 16   | 16   | 14            | 0        | 1      | 0     | 0             |
| Papyrus                | 15        | 15   | 23   | 19   | 15            | 0        | 0      | 0     | 0             |
| Dr. Jay's              | 15        | 15   | 15   | 15   | 4             | 4        | 2      | 5     | 0             |
| New York & Company     | 15        | 15   | 14   | 16   | 3             | 4        | 5      | 1     | 2             |
| Tim Hortons            | 15        | 15   | 12   | N/A  | 14            | 1        | 0      | 0     | 0             |
| Auntie Anne's Pretzels | 15        | 14   | 10   | N/A  | 6             | 1        | 7      | 0     | 1             |
| Nine West              | 14        | 16   | 19   | 24   | 6             | 2        | 3      | 3     | 0             |

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| Retail Chain                 | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|------------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                              | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Boston Market                | 14        | 15   | 15   | 15   | 2             | 1        | 7      | 1     | 3             |
| Barnes and Noble             | 14        | 15   | 15   | 16   | 7             | 2        | 3      | 1     | 1             |
| Cold Stone Creamery          | 14        | 15   | 14   | 15   | 4             | 3        | 5      | 0     | 2             |
| The Body Shop                | 14        | 14   | 16   | 17   | 9             | 1        | 3      | 0     | 1             |
| Motherhood Maternity         | 14        | 14   | 12   | 12   | 2             | 5        | 4      | 2     | 1             |
| Lids                         | 14        | 14   | 11   | 13   | 8             | 2        | 2      | 1     | 1             |
| T.G.I. Friday's              | 14        | 12   | 11   | 12   | 10            | 1        | 1      | 1     | 1             |
| Pinkberry                    | 13        | 15   | 15   | 12   | 13            | 0        | 0      | 0     | 0             |
| Supercuts                    | 13        | 14   | 15   | 16   | 9             | 1        | 2      | 0     | 1             |
| wichcraft                    | 13        | 13   | N/A  | N/A  | 13            | 0        | 0      | 0     | 0             |
| Dress Barn                   | 13        | 13   | 13   | 13   | 3             | 1        | 5      | 2     | 2             |
| H&M                          | 13        | 13   | 13   | 12   | 10            | 1        | 1      | 0     | 1             |
| Zales                        | 13        | 13   | 13   | 15   | 4             | 3        | 3      | 2     | 1             |
| Party City                   | 13        | 13   | 12   | 12   | 1             | 3        | 4      | 2     | 3             |
| Coach                        | 13        | 12   | 12   | 12   | 11            | 0        | 1      | 0     | 1             |
| J Crew                       | 13        | 11   | 9    | 6    | 13            | 0        | 0      | 0     | 0             |
| Sbarro                       | 12        | 15   | 15   | 18   | 5             | 1        | 5      | 0     | 1             |
| Beach Bum Tanning            | 12        | 15   | 13   | N/A  | 4             | 0        | 7      | 0     | 1             |
| Pax Wholesome Foods          | 12        | 13   | 14   | 14   | 12            | 0        | 0      | 0     | 0             |
| L'Occitane                   | 12        | 13   | 12   | 13   | 11            | 0        | 1      | 0     | 0             |
| Steve Madden                 | 12        | 11   | 11   | N/A  | 9             | 1        | 2      | 0     | 0             |
| Men's Warehouse              | 12        | 10   | 10   | 10   | 5             | 2        | 2      | 1     | 2             |
| Godiva                       | 11        | 13   | 15   | 16   | 9             | 1        | 1      | 0     | 0             |
| Bath & Body Works            | 11        | 13   | 12   | 12   | 3             | 2        | 5      | 0     | 1             |
| Ralph Lauren                 | 11        | 12   | 5    | N/A  | 11            | 0        | 0      | 0     | 0             |
| Express                      | 11        | 11   | 12   | 12   | 6             | 1        | 3      | 0     | 1             |
| Perfumania                   | 11        | 11   | 12   | 11   | 4             | 1        | 4      | 1     | 1             |
| Brooklyn Industries          | 11        | 10   | 9    | N/A  | 5             | 6        | 0      | 0     | 0             |
| Bed Bath & Beyond            | 11        | 9    | 9    | 9    | 4             | 1        | 3      | 1     | 2             |
| Urban Outfitters             | 11        | 8    | 7    | N/A  | 8             | 2        | 1      | 0     | 0             |
| Target                       | 10        | 9    | 7    | 7    | 1             | 3        | 3      | 2     | 1             |
| Blockbuster                  | 10        | 30   | 45   | 46   | 2             | 2        | 2      | 3     | 1             |
| Ann Taylor                   | 10        | 19   | 11   | 12   | 8             | 0        | 1      | 0     | 1             |
| Quizno's                     | 10        | 15   | 21   | 27   | 5             | 3        | 2      | 0     | 0             |
| Meineke                      | 10        | 12   | 12   | 12   | 0             | 5        | 2      | 1     | 2             |
| Sterling Optical             | 10        | 11   | 12   | N/A  | 2             | 3        | 2      | 1     | 2             |
| Claire's Accessories         | 10        | 11   | 11   | 12   | 2             | 3        | 4      | 0     | 1             |
| Sears                        | 10        | 11   | 9    | N/A  | 0             | 3        | 4      | 2     | 1             |
| Crunch                       | 10        | 10   | 10   | 12   | 8             | 2        | 0      | 0     | 0             |
| Raymour & Flanigan Furniture | 10        | 10   | 8    | N/A  | 3             | 2        | 2      | 2     | 1             |
| Macy's                       | 10        | 10   | 8    | 7    | 1             | 2        | 4      | 1     | 2             |
| Daffy's                      | 10        | 9    | 9    | 9    | 7             | 1        | 1      | 1     | 0             |
| Aeropostale                  | 10        | 5    | 3    | N/A  | 5             | 2        | 2      | 0     | 1             |
| Brookstone                   | 9         | 12   | 11   | N/A  | 3             | 0        | 5      | 0     | 1             |
| M·A·C Cosmetics              | 9         | 12   | 7    | N/A  | 6             | 2        | 1      | 0     | 0             |
| Ben & Jerry's                | 9         | 11   | 11   | 12   | 3             | 1        | 3      | 2     | 0             |
| FootAction USA               | 9         | 10   | 10   | N/A  | 2             | 3        | 0      | 3     | 1             |
| Pearle Vision                | 9         | 10   | 10   | 10   | 0             | 4        | 5      | 0     | 0             |
| Dashing Diva                 | 9         | 8    | 9    | N/A  | 6             | 3        | 0      | 0     | 0             |

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| Retail Chain               | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|----------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                            | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Dallas BBQ                 | 9         | 8    | 8    | 7    | 6             | 1        | 1      | 1     | 0             |
| Lane Bryant                | 8         | 10   | 11   | 13   | 1             | 3        | 2      | 1     | 1             |
| BCBGMAXAZRIA               | 8         | 9    | 8    | N/A  | 7             | 0        | 0      | 0     | 1             |
| American Eagle Outfitters  | 8         | 9    | 6    | N/A  | 4             | 2        | 2      | 0     | 0             |
| Qdoba                      | 8         | 8    | N/A  | N/A  | 7             | 0        | 1      | 0     | 0             |
| Easy Spirit                | 8         | 8    | 7    | 6    | 6             | 1        | 1      | 0     | 0             |
| Skechers                   | 8         | 8    | 6    | N/A  | 4             | 0        | 3      | 0     | 1             |
| Tiger Schulmann's          | 8         | 7    | 7    | N/A  | 1             | 2        | 4      | 0     | 1             |
| Panera Bread               | 8         | 7    | 6    | 4    | 0             | 0        | 5      | 1     | 2             |
| Forever 21                 | 8         | 7    | 6    | 6    | 5             | 1        | 1      | 0     | 1             |
| Dante Zeller Tuxedo        | 8         | 6    | 8    | N/A  | 1             | 2        | 1      | 2     | 2             |
| Guess                      | 8         | 6    | 5    | N/A  | 4             | 1        | 1      | 1     | 1             |
| American Apparel           | 7         | 20   | 20   | 16   | 5             | 2        | 0      | 0     | 0             |
| Mrs. Fields                | 7         | 9    | 9    | 9    | 4             | 1        | 2      | 0     | 0             |
| Uno Chicago Grill          | 7         | 8    | 9    | 9    | 3             | 1        | 3      | 0     | 0             |
| AAMCO Transmissions        | 7         | 8    | 9    | 9    | 0             | 2        | 3      | 1     | 1             |
| Tumi                       | 7         | 8    | 8    | N/A  | 7             | 0        | 0      | 0     | 0             |
| Two Boots Pizza            | 7         | 8    | 7    | N/A  | 6             | 1        | 0      | 0     | 0             |
| Bakers Shoes               | 7         | 8    | 7    | N/A  | 1             | 2        | 3      | 0     | 1             |
| Club Monaco                | 7         | 8    | 7    | 8    | 6             | 0        | 1      | 0     | 0             |
| Lot Less Closeouts         | 7         | 7    | N/A  | N/A  | 4             | 0        | 1      | 1     | 1             |
| Pretzel Time               | 7         | 7    | 7    | N/A  | 2             | 2        | 3      | 0     | 0             |
| Diesel                     | 7         | 7    | 7    | N/A  | 7             | 0        | 0      | 0     | 0             |
| Easy Pickins'              | 7         | 7    | 7    | 7    | 0             | 0        | 1      | 6     | 0             |
| Solstice Sunglass Boutique | 7         | 7    | 7    | N/A  | 5             | 0        | 1      | 0     | 1             |
| Pep Boys                   | 7         | 7    | 7    | 7    | 0             | 1        | 4      | 1     | 1             |
| Armani Exchange            | 7         | 7    | 6    | N/A  | 4             | 1        | 1      | 0     | 1             |
| Zara                       | 7         | 7    | 6    | N/A  | 7             | 0        | 0      | 0     | 0             |
| Brooks Brothers            | 7         | 6    | 5    | N/A  | 6             | 0        | 1      | 0     | 0             |
| The Art of Shaving         | 7         | 6    | 5    | N/A  | 7             | 0        | 0      | 0     | 0             |
| Bebe                       | 7         | 5    | 5    | N/A  | 5             | 0        | 1      | 0     | 1             |
| Benetton                   | 6         | 11   | 10   | 10   | 1             | 4        | 1      | 0     | 0             |
| Original SoupMan           | 6         | 9    | 6    | N/A  | 4             | 0        | 1      | 0     | 1             |
| Laila Rowe                 | 6         | 8    | 9    | N/A  | 5             | 0        | 1      | 0     | 0             |
| Lucky Brand Jeans          | 6         | 8    | 7    | 7    | 5             | 1        | 0      | 0     | 0             |
| Whole Foods                | 6         | 7    | 6    | 5    | 6             | 0        | 0      | 0     | 0             |
| Goodburger                 | 6         | 6    | N/A  | N/A  | 6             | 0        | 0      | 0     | 0             |
| Kmart                      | 6         | 6    | 7    | 7    | 2             | 0        | 1      | 2     | 1             |
| Outback Steakhouse         | 6         | 6    | 6    | 6    | 2             | 1        | 2      | 0     | 1             |
| Eileen Fisher              | 6         | 6    | 6    | 6    | 6             | 0        | 0      | 0     | 0             |
| Joyce Leslie               | 6         | 6    | 6    | N/A  | 1             | 2        | 2      | 0     | 1             |
| Michael's Stores           | 6         | 6    | 5    | 5    | 1             | 0        | 3      | 0     | 2             |
| Lululemon Athletica        | 6         | 5    | N/A  | N/A  | 5             | 1        | 0      | 0     | 0             |
| Chuck E. Cheese            | 6         | 5    | 5    | 5    | 1             | 1        | 2      | 1     | 1             |
| Journeys                   | 6         | 5    | 4    | N/A  | 3             | 1        | 1      | 0     | 1             |
| BJ's Wholesale Club        | 6         | 5    | 3    | 3    | 0             | 2        | 3      | 1     | 0             |
| Famous Footwear            | 6         | 4    | 4    | N/A  | 2             | 1        | 2      | 0     | 1             |
| Just Salad                 | 6         | N/A  | N/A  | N/A  | 6             | 0        | 0      | 0     | 0             |
| Hollywood Tans             | 5         | 9    | 8    | 13   | 2             | 3        | 0      | 0     | 0             |
| Ranch1                     | 5         | 8    | 6    | N/A  | 4             | 0        | 1      | 0     | 0             |

Continued on next page

| Retail Chain               | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|----------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                            | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Johnny Rockets             | 5         | 7    | 4    | N/A  | 2             | 0        | 2      | 1     | 0             |
| 1-800-Mattress             | 5         | 6    | 6    | 16   | 0             | 3        | 1      | 0     | 1             |
| True Religion              | 5         | 5    | N/A  | N/A  | 5             | 0        | 0      | 0     | 0             |
| Finish Line                | 5         | 5    | 5    | N/A  | 0             | 2        | 1      | 1     | 1             |
| Gymboree                   | 5         | 5    | 5    | 4    | 3             | 0        | 1      | 0     | 1             |
| Hugo Boss                  | 5         | 5    | 5    | N/A  | 4             | 0        | 1      | 0     | 0             |
| Justice                    | 5         | 5    | 5    | N/A  | 0             | 0        | 2      | 0     | 3             |
| Kay Jewelers               | 5         | 5    | 5    | 5    | 1             | 2        | 1      | 0     | 1             |
| Chico's                    | 5         | 5    | 4    | N/A  | 2             | 0        | 2      | 0     | 1             |
| Apple Store                | 5         | 5    | 4    | N/A  | 4             | 0        | 0      | 0     | 1             |
| Costco                     | 5         | 5    | 3    | 3    | 1             | 1        | 2      | 0     | 1             |
| DSW                        | 5         | 4    | 4    | 4    | 2             | 1        | 1      | 0     | 1             |
| Fossil                     | 5         | 4    | 4    | N/A  | 4             | 0        | 1      | 0     | 0             |
| Levi's                     | 5         | 4    | 4    | N/A  | 5             | 0        | 0      | 0     | 0             |
| Trader Joe's               | 5         | 3    | N/A  | N/A  | 3             | 1        | 1      | 0     | 0             |
| Stride Rite                | 4         | 7    | 5    | N/A  | 1             | 0        | 2      | 0     | 1             |
| Mail Boxes Etc.            | 4         | 6    | 10   | 10   | 4             | 0        | 0      | 0     | 0             |
| f.y.e.                     | 4         | 6    | 7    | 9    | 0             | 0        | 2      | 2     | 0             |
| Kenneth Cole               | 4         | 6    | 6    | 6    | 4             | 0        | 0      | 0     | 0             |
| Esprit                     | 4         | 5    | 6    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Free People                | 4         | 4    | N/A  | N/A  | 3             | 1        | 0      | 0     | 0             |
| Geox                       | 4         | 4    | N/A  | N/A  | 4             | 0        | 0      | 0     | 0             |
| Red Lobster                | 4         | 4    | 4    | N/A  | 1             | 1        | 1      | 1     | 0             |
| Afaze                      | 4         | 4    | 4    | N/A  | 1             | 1        | 2      | 0     | 0             |
| Betsey Johnson             | 4         | 4    | 4    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Champs Sports              | 4         | 4    | 4    | N/A  | 2             | 0        | 1      | 0     | 1             |
| Charlotte Russe            | 4         | 4    | 4    | N/A  | 1             | 1        | 1      | 0     | 1             |
| Thomas Pink                | 4         | 4    | 4    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Pier 1                     | 4         | 4    | 4    | N/A  | 1             | 0        | 2      | 0     | 1             |
| Williams Sonoma            | 4         | 4    | 4    | 4    | 4             | 0        | 0      | 0     | 0             |
| Anthropologie              | 4         | 4    | 3    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Oakley                     | 4         | 4    | 3    | N/A  | 2             | 0        | 1      | 0     | 1             |
| JCPenney                   | 4         | 4    | 3    | N/A  | 1             | 0        | 1      | 1     | 1             |
| Century 21                 | 4         | 3    | N/A  | N/A  | 2             | 1        | 1      | 0     | 0             |
| Kohl's                     | 4         | 3    | N/A  | N/A  | 0             | 1        | 2      | 0     | 1             |
| Burlington Coat Factory    | 4         | 3    | 5    | N/A  | 1             | 1        | 1      | 0     | 1             |
| Juicy Couture              | 4         | 3    | 3    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Lacoste                    | 4         | 3    | 3    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Naturalizer                | 4         | 3    | 3    | N/A  | 2             | 1        | 0      | 0     | 1             |
| Bare Escentuals            | 4         | 3    | 1    | N/A  | 3             | 0        | 1      | 0     | 0             |
| Stuart Weitzman            | 4         | 2    | 2    | N/A  | 4             | 0        | 0      | 0     | 0             |
| Potbelly Sandwich Shop     | 4         | N/A  | N/A  | N/A  | 4             | 0        | 0      | 0     | 0             |
| Juan Valdez                | 3         | 5    | 5    | N/A  | 1             | 0        | 2      | 0     | 0             |
| Crabtree & Evelyn          | 3         | 4    | 6    | 6    | 3             | 0        | 0      | 0     | 0             |
| Gold's Gym                 | 3         | 4    | 4    | 5    | 1             | 1        | 1      | 0     | 0             |
| White House   Black Market | 3         | 4    | 3    | N/A  | 2             | 0        | 1      | 0     | 0             |
| Capital Grill              | 3         | 3    | N/A  | N/A  | 3             | 0        | 0      | 0     | 0             |
| 7 For All Mankind          | 3         | 3    | N/A  | N/A  | 3             | 0        | 0      | 0     | 0             |
| Paul Smith                 | 3         | 3    | N/A  | N/A  | 2             | 1        | 0      | 0     | 0             |

Continued on next page

| Retail Chain             | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|--------------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                          | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Traffic Shoes            | 3         | 3    | N/A  | N/A  | 0             | 1        | 1      | 0     | 1             |
| West Elm                 | 3         | 3    | N/A  | N/A  | 2             | 1        | 0      | 0     | 0             |
| The Door Store           | 3         | 3    | 4    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Filene's Basement        | 3         | 3    | 4    | N/A  | 2             | 0        | 1      | 0     | 0             |
| Tourneau                 | 3         | 3    | 4    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Cache                    | 3         | 3    | 3    | N/A  | 2             | 0        | 0      | 0     | 1             |
| La Perla                 | 3         | 3    | 3    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Talbots                  | 3         | 3    | 3    | 3    | 3             | 0        | 0      | 0     | 0             |
| Underground Station      | 3         | 3    | 3    | N/A  | 0             | 1        | 1      | 0     | 1             |
| David Barton Gym         | 3         | 3    | 3    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Pottery Barn             | 3         | 3    | 3    | 4    | 3             | 0        | 0      | 0     | 0             |
| Guitar Center            | 3         | 3    | 3    | N/A  | 1             | 1        | 1      | 0     | 0             |
| Sam Ash Music Stores     | 3         | 3    | 3    | N/A  | 1             | 1        | 1      | 0     | 0             |
| Square One               | 3         | 3    | 3    | N/A  | 1             | 1        | 1      | 0     | 0             |
| Billabong                | 3         | 3    | 2    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Puma                     | 3         | 2    | 3    | N/A  | 3             | 0        | 0      | 0     | 0             |
| Hollister                | 3         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 1             |
| Jos. A. Bank             | 3         | 2    | 2    | N/A  | 2             | 0        | 1      | 0     | 0             |
| Disney Store             | 3         | 2    | 2    | N/A  | 1             | 0        | 1      | 0     | 1             |
| Uniqlo                   | 3         | 1    | N/A  | N/A  | 3             | 0        | 0      | 0     | 0             |
| Lowe's                   | 3         | N/A  | N/A  | N/A  | 0             | 2        | 0      | 0     | 1             |
| Tiffany's                | 2         | 3    | N/A  | N/A  | 2             | 0        | 0      | 0     | 0             |
| Olive Garden             | 2         | 3    | 3    | 3    | 2             | 0        | 0      | 0     | 0             |
| Arden B.                 | 2         | 3    | 3    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Le Château               | 2         | 3    | 3    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Gordon's Jewelers        | 2         | 3    | 3    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Arby's                   | 2         | 2    | N/A  | N/A  | 0             | 0        | 2      | 0     | 0             |
| Submarina CA Subs        | 2         | 2    | N/A  | N/A  | 1             | 0        | 1      | 0     | 0             |
| Rockport                 | 2         | 2    | N/A  | N/A  | 0             | 0        | 1      | 0     | 1             |
| Sur La Table             | 2         | 2    | N/A  | N/A  | 2             | 0        | 0      | 0     | 0             |
| Bose                     | 2         | 2    | N/A  | N/A  | 2             | 0        | 0      | 0     | 0             |
| Lego                     | 2         | 2    | N/A  | N/A  | 1             | 0        | 1      | 0     | 0             |
| Epic                     | 2         | 2    | 3    | N/A  | 0             | 1        | 1      | 0     | 0             |
| Arthur Treacher's        | 2         | 2    | 2    | N/A  | 1             | 1        | 0      | 0     | 0             |
| Gloria Jean's Coffees    | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Morton's Steakhouse      | 2         | 2    | 2    | N/A  | 1             | 1        | 0      | 0     | 0             |
| Sarku                    | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Abercrombie & Fitch      | 2         | 2    | 2    | 2    | 2             | 0        | 0      | 0     | 0             |
| DKNY                     | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Frederick's of Hollywood | 2         | 2    | 2    | N/A  | 0             | 1        | 0      | 0     | 1             |
| French Connection        | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Gucci                    | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Hot Topic                | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Johnston & Murphy        | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Crate and Barrel         | 2         | 2    | 2    | 2    | 2             | 0        | 0      | 0     | 0             |
| The Container Store      | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Yankee Candle            | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Bloomingdale's           | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Build-A-Bear Workshop    | 2         | 2    | 2    | N/A  | 1             | 0        | 0      | 0     | 1             |
| Helzberg's Diamonds      | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |

Continued on next page

| Retail Chain       | NYC Total |      |      |      | Boroughs 2011 |          |        |       |               |
|--------------------|-----------|------|------|------|---------------|----------|--------|-------|---------------|
|                    | 2011      | 2010 | 2009 | 2008 | Manhattan     | Brooklyn | Queens | Bronx | Staten Island |
| Montblanc          | 2         | 2    | 2    | N/A  | 2             | 0        | 0      | 0     | 0             |
| Spencer Gifts      | 2         | 2    | 2    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Coldwater Creek    | 2         | 1    | 3    | N/A  | 0             | 0        | 1      | 0     | 1             |
| Ecko Unltd.        | 2         | 1    | 2    | N/A  | 0             | 1        | 0      | 0     | 1             |
| Kyo Chon           | 2         | N/A  | N/A  | N/A  | 1             | 0        | 1      | 0     | 0             |
| Burritoville       | 1         | 3    | 0    | 11   | 1             | 0        | 0      | 0     | 0             |
| Chevy's Fresh Mex  | 1         | 2    | 2    | N/A  | 1             | 0        | 0      | 0     | 0             |
| Houston's          | 1         | 1    | N/A  | N/A  | 1             | 0        | 0      | 0     | 0             |
| J. Jill            | 1         | 1    | 2    | N/A  | 0             | 0        | 1      | 0     | 0             |
| Hard Rock Café     | 1         | 1    | 1    | N/A  | 1             | 0        | 0      | 0     | 0             |
| Delia's            | 1         | 1    | 1    | N/A  | 0             | 0        | 0      | 0     | 1             |
| The Athlete's Foot | 1         | 1    | 1    | 6    | 0             | 1        | 0      | 0     | 0             |
| OfficeMax          | 1         | 1    | 1    | 2    | 0             | 1        | 0      | 0     | 0             |
| Bandolino          | 1         | 0    | 3    | N/A  | 1             | 0        | 0      | 0     | 0             |
| Borders            | 0         | 9    | 8    | 6    | 0             | 0        | 0      | 0     | 0             |
| Hollywood Video    | 0         | 2    | 5    | 6    | 0             | 0        | 0      | 0     | 0             |
| Master Wok         | 0         | 1    | N/A  | N/A  | 0             | 0        | 0      | 0     | 0             |
| Levitz             | 0         | 0    | 0    | 9    | 0             | 0        | 0      | 0     | 0             |
| Circuit City       | 0         | 0    | 0    | 11   | 0             | 0        | 0      | 0     | 0             |
| K.B. Toys          | 0         | 0    | 0    | 5    | 0             | 0        | 0      | 0     | 0             |

## Top ZIP codes in NYC for number of national retailers

| Neighborhood                        | ZIP Code | Retailers | Borough       |
|-------------------------------------|----------|-----------|---------------|
| New Springville                     | 10314    | 186       | Staten Island |
| Garment district/Koreatown          | 10001    | 179       | Manhattan     |
| East Village                        | 10003    | 169       | Manhattan     |
| Midtown East                        | 10022    | 150       | Manhattan     |
| Midtown West                        | 10019    | 146       | Manhattan     |
| Midtown West                        | 10036    | 144       | Manhattan     |
| Corona/Elmhurst                     | 11373    | 144       | Queens        |
| Flatlands                           | 11234    | 143       | Brooklyn      |
| Midtown East                        | 10017    | 138       | Manhattan     |
| Chelsea                             | 10011    | 133       | Manhattan     |
| Brooklyn Heights                    | 11201    | 130       | Brooklyn      |
| Greenwich Village/SoHo              | 10012    | 111       | Manhattan     |
| Murray Hill                         | 10016    | 96        | Manhattan     |
| Midtown West                        | 10018    | 87        | Manhattan     |
| Upper West Side/Morningside Heights | 10025    | 87        | Manhattan     |
| Upper West Side                     | 10023    | 86        | Manhattan     |
| Lower Manhattan/Financial District  | 10038    | 86        | Manhattan     |
| Gramercy Park                       | 10010    | 84        | Manhattan     |
| Forest Hills                        | 11375    | 84        | Queens        |
| Upper East Side                     | 10021    | 79        | Manhattan     |
| Ridgewood                           | 11385    | 79        | Queens        |
| Parkchester                         | 10462    | 74        | Bronx         |
| Bay Ridge                           | 11209    | 74        | Brooklyn      |
| East Flatbush - Flatbush            | 11226    | 74        | Brooklyn      |
| Upper East Side                     | 10028    | 73        | Manhattan     |
| High Bridge - Morrisania            | 10451    | 71        | Bronx         |
| Jamaica                             | 11432    | 70        | Queens        |
| Central Harlem/Morningside Heights  | 10027    | 69        | Manhattan     |
| Flushing                            | 11354    | 67        | Queens        |
| Astoria                             | 11103    | 66        | Queens        |

## Bottom ZIP codes in NYC for number of national retailers

| Neighborhood                | ZIP Code | Retailers | Borough       |
|-----------------------------|----------|-----------|---------------|
| Midtown                     | 10165    | 0         | Manhattan     |
| Navy Yard                   | 11251    | 0         | Brooklyn      |
| Jamaica                     | 11431    | 0         | Queens        |
| Breezy Point                | 11697    | 0         | Queens        |
| Midtown                     | 10104    | 1         | Manhattan     |
| Midtown                     | 10105    | 1         | Manhattan     |
| Midtown                     | 10111    | 1         | Manhattan     |
| Harlem                      | 10116    | 1         | Manhattan     |
| Garment district/Koreatown  | 10123    | 1         | Manhattan     |
| Midtown                     | 10153    | 1         | Manhattan     |
| Midtown                     | 10166    | 1         | Manhattan     |
| Midtown                     | 10167    | 1         | Manhattan     |
| Midtown                     | 10168    | 1         | Manhattan     |
| Midtown                     | 10175    | 1         | Manhattan     |
| Midtown                     | 10176    | 1         | Manhattan     |
| Financial District          | 10271    | 1         | Manhattan     |
| Financial District          | 10279    | 1         | Manhattan     |
| Financial District          | 10285    | 1         | Manhattan     |
| Financial District          | 10286    | 1         | Manhattan     |
| New Hyde Park               | 11040    | 1         | Queens        |
| Greenpoint                  | 11202    | 1         | Brooklyn      |
| Kew Gardens                 | 11424    | 1         | Queens        |
| Jamaica                     | 11425    | 1         | Queens        |
| Garment district/Koreatown  | 10120    | 2         | Manhattan     |
| Midtown                     | 10169    | 2         | Manhattan     |
| Midtown                     | 10173    | 2         | Manhattan     |
| New Springville             | 10313    | 2         | Staten Island |
| Pelham Bay Park/City Island | 10464    | 2         | Bronx         |
| Fort Hamilton               | 11252    | 2         | Brooklyn      |
| Jamaica                     | 11439    | 2         | Queens        |
| Far Rockaway/Arverne        | 11692    | 2         | Queens        |

# Manhattan

## Top ZIP codes for national chain stores

| Neighborhood               | ZIP Code | Retailers |
|----------------------------|----------|-----------|
| Garment district/Koreatown | 10001    | 179       |
| East Village               | 10003    | 169       |
| Midtown East               | 10022    | 150       |
| Midtown West               | 10019    | 146       |
| Midtown West               | 10036    | 144       |
| Midtown East               | 10017    | 138       |
| Chelsea                    | 10011    | 133       |
| Greenwich Village/SoHo     | 10012    | 111       |
| Murray Hill                | 10016    | 96        |
| Midtown West               | 10018    | 87        |

## Bottom ZIP codes for national chain stores

| Neighborhood               | ZIP Code | Retailers |
|----------------------------|----------|-----------|
| Midtown                    | 10165    | 0         |
| Midtown                    | 10104    | 1         |
| Midtown                    | 10105    | 1         |
| Midtown                    | 10111    | 1         |
| Harlem                     | 10116    | 1         |
| Garment district/Koreatown | 10123    | 1         |
| Midtown                    | 10153    | 1         |
| Midtown                    | 10166    | 1         |
| Midtown                    | 10167    | 1         |
| Midtown                    | 10168    | 1         |
| Midtown                    | 10175    | 1         |
| Midtown                    | 10176    | 1         |
| Financial District         | 10271    | 1         |
| Financial District         | 10279    | 1         |
| Financial District         | 10285    | 1         |
| Financial District         | 10286    | 1         |

# Brooklyn

## Top ZIP codes for national chain stores

| Neighborhood             | ZIP Code | Retailers |
|--------------------------|----------|-----------|
| Flatlands                | 11234    | 143       |
| Brooklyn Heights         | 11201    | 130       |
| Bay Ridge                | 11209    | 74        |
| East Flatbush - Flatbush | 11226    | 74        |
| Park Slope               | 11217    | 64        |
| Canarsie                 | 11236    | 61        |
| Bensonhurst              | 11214    | 58        |
| Sheepshead Bay           | 11235    | 53        |
| Sheepshead Bay           | 11229    | 49        |
| Brownsville              | 11212    | 46        |

## Bottom ZIP codes for national chain stores

| Neighborhood                       | ZIP Code | Retailers |
|------------------------------------|----------|-----------|
| Navy Yard                          | 11251    | 0         |
| Greenpoint                         | 11202    | 1         |
| Fort Hamilton                      | 11252    | 2         |
| Downtown Brooklyn                  | 11241    | 3         |
| Red Hook                           | 11231    | 9         |
| Dyker Heights                      | 11228    | 11        |
| Prospect Heights                   | 11238    | 14        |
| Clinton Hill                       | 11205    | 15        |
| Bedford Stuyvesant - Crown Heights | 11233    | 15        |
| Midwood                            | 11230    | 17        |
| Canarsie                           | 11239    | 17        |

# Queens

## Top ZIP codes for national chain stores

| Neighborhood    | ZIP Code | Retailers |
|-----------------|----------|-----------|
| Corona/Elmhurst | 11373    | 144       |
| Forest Hills    | 11375    | 84        |
| Ridgewood       | 11385    | 79        |
| Jamaica         | 11432    | 70        |
| Flushing        | 11354    | 67        |
| Astoria         | 11103    | 66        |
| Jackson Heights | 11372    | 62        |
| Rego Park       | 11374    | 50        |
| JFK Airport     | 11430    | 49        |
| Bayside         | 11361    | 44        |

## Bottom ZIP codes for national chain stores

| Neighborhood               | ZIP Code | Retailers |
|----------------------------|----------|-----------|
| Jamaica                    | 11431    | 0         |
| Breezy Point               | 11697    | 0         |
| New Hyde Park              | 11040    | 1         |
| Kew Gardens                | 11424    | 1         |
| Jamaica                    | 11425    | 1         |
| Jamaica                    | 11439    | 2         |
| Far Rockaway/Arverne       | 11692    | 2         |
| Jamaica                    | 11436    | 5         |
| Cambria Heights            | 11411    | 6         |
| Far Rockaway/Broad Channel | 11693    | 6         |
| Rockaway Park              | 11694    | 6         |

# Bronx

## Top ZIP codes for national chain stores

| Neighborhood             | ZIP Code | Retailers |
|--------------------------|----------|-----------|
| Parkchester              | 10462    | 74        |
| High Bridge - Morrisania | 10451    | 71        |
| Fordham - Bronx Park     | 10458    | 61        |
| Williamsbridge           | 10467    | 53        |
| Westchester              | 10461    | 51        |
| Baychester/Co-op city    | 10475    | 51        |
| Kingsbridge              | 10463    | 46        |
| Hunts Point - Mott Haven | 10455    | 45        |
| Kingsbridge              | 10468    | 40        |
| Baychester               | 10469    | 36        |

## Bottom ZIP codes for national chain stores

| Neighborhood                | ZIP Code | Retailers |
|-----------------------------|----------|-----------|
| Pelham Bay Park/City Island | 10464    | 2         |
| Hunts Point                 | 10474    | 3         |
| Riverdale                   | 10471    | 7         |
| Woodlawn                    | 10470    | 8         |
| Mott Haven                  | 10454    | 9         |
| High Bridge - Morrisania    | 10456    | 11        |
| Pelham - Throgs Neck        | 10465    | 19        |
| Morris Heights              | 10453    | 22        |
| West Farms                  | 10460    | 24        |
| Tremont                     | 10457    | 25        |

# Staten Island

## All ZIP codes with number of chain stores

| Neighborhood                            | ZIP Code | Retailers |
|-----------------------------------------|----------|-----------|
| New Springville                         | 10314    | 186       |
| Oakwood/New Dorp                        | 10306    | 59        |
| Port Richmond                           | 10302    | 28        |
| South Beach, Linden-Park, Rosebank      | 10305    | 24        |
| Mariners Harbor                         | 10303    | 23        |
| Pleasant Plains/Princess Bay            | 10309    | 23        |
| Eltingville                             | 10312    | 19        |
| Tompkinsville/New Brighton/Saint George | 10301    | 18        |
| West New Brighton                       | 10310    | 14        |
| Great Kills                             | 10308    | 10        |
| Stapleton/Emerson Hill                  | 10304    | 6         |
| Tottenville                             | 10307    | 5         |
| New Springville                         | 10313    | 2         |

## Number of National Retail Outlets by ZIP Code

| Area                                 | ZIP Code | Number of Outlets |
|--------------------------------------|----------|-------------------|
| <b>Manhattan</b>                     |          |                   |
| Garment district/Koreatown           | 10001    | 179               |
| East Village                         | 10003    | 169               |
| Midtown East                         | 10022    | 150               |
| Midtown West                         | 10019    | 146               |
| Midtown West                         | 10036    | 144               |
| Midtown East                         | 10017    | 138               |
| Chelsea                              | 10011    | 133               |
| Greenwich Village/SoHo               | 10012    | 111               |
| Murray Hill                          | 10016    | 96                |
| Midtown West                         | 10018    | 87                |
| Upper West Side/Morningside Heights  | 10025    | 87                |
| Upper West Side                      | 10023    | 86                |
| Lower Manhattan/Financial District   | 10038    | 86                |
| Gramercy Park                        | 10010    | 84                |
| Upper East Side                      | 10021    | 79                |
| Upper East Side                      | 10028    | 73                |
| Central Harlem/Morningside Heights   | 10027    | 69                |
| Upper West Side                      | 10024    | 65                |
| Spanish Harlem/East Harlem           | 10029    | 55                |
| West Village                         | 10014    | 53                |
| Lower Manhattan/TriBeCa              | 10007    | 50                |
| TriBeCa/Chinatown                    | 10013    | 48                |
| East Harlem                          | 10035    | 42                |
| Upper East Side                      | 10128    | 38                |
| Chinatown/Lower East Side            | 10002    | 37                |
| Washington Heights                   | 10033    | 36                |
| Midtown                              | 10020    | 33                |
| Washington Heights                   | 10031    | 32                |
| Upper East Side                      | 10065    | 31                |
| Financial District/Battery Park City | 10004    | 29                |
| Financial District                   | 10005    | 26                |
| Washington Heights                   | 10032    | 26                |
| East Village/Alphabet City           | 10009    | 21                |
| Fort George/Inwood                   | 10040    | 17                |
| Garment district/Koreatown           | 10119    | 17                |
| Central Harlem/Morningside Heights   | 10026    | 16                |
| Inwood                               | 10034    | 16                |
| Upper East Side                      | 10075    | 14                |
| Financial District                   | 10006    | 12                |
| Midtown                              | 10112    | 12                |
| Central Harlem/Morningside Heights   | 10030    | 11                |
| Upper Harlem                         | 10039    | 9                 |
| Harlem                               | 10037    | 6                 |
| Garment district/Koreatown           | 10118    | 6                 |
| Financial District                   | 10281    | 5                 |
| Roosevelt Island                     | 10044    | 4                 |

Continued on next page

| Area                               | ZIP Code | Number of Outlets |
|------------------------------------|----------|-------------------|
| Midtown                            | 10103    | 4                 |
| Midtown                            | 10110    | 3                 |
| Garment district/Koreatown         | 10121    | 3                 |
| Midtown                            | 10170    | 3                 |
| Midtown                            | 10174    | 3                 |
| Financial District                 | 10282    | 3                 |
| Garment district/Koreatown         | 10120    | 2                 |
| Midtown                            | 10169    | 2                 |
| Midtown                            | 10173    | 2                 |
| Midtown                            | 10104    | 1                 |
| Midtown                            | 10105    | 1                 |
| Midtown                            | 10111    | 1                 |
| Harlem                             | 10116    | 1                 |
| Garment district/Koreatown         | 10123    | 1                 |
| Midtown                            | 10153    | 1                 |
| Midtown                            | 10166    | 1                 |
| Midtown                            | 10167    | 1                 |
| Midtown                            | 10168    | 1                 |
| Midtown                            | 10175    | 1                 |
| Midtown                            | 10176    | 1                 |
| Financial District                 | 10271    | 1                 |
| Financial District                 | 10279    | 1                 |
| Financial District                 | 10285    | 1                 |
| Financial District                 | 10286    | 1                 |
| Midtown                            | 10165    | 0                 |
| <b>Brooklyn</b>                    |          |                   |
| Flatlands                          | 11234    | 143               |
| Brooklyn Heights                   | 11201    | 130               |
| Bay Ridge                          | 11209    | 74                |
| East Flatbush - Flatbush           | 11226    | 74                |
| Park Slope                         | 11217    | 64                |
| Canarsie                           | 11236    | 61                |
| Bensonhurst                        | 11214    | 58                |
| Sheepshead Bay                     | 11235    | 53                |
| Sheepshead Bay                     | 11229    | 49                |
| Brownsville                        | 11212    | 46                |
| East New York                      | 11207    | 43                |
| Park Slope                         | 11215    | 43                |
| Bedford Stuyvesant - Crown Heights | 11216    | 37                |
| Flatbush/East Flatbush             | 11203    | 36                |
| Bay Ridge                          | 11220    | 34                |
| Flatbush/East Flatbush             | 11210    | 33                |
| East New York                      | 11208    | 32                |
| Williamsburg/Bushwick              | 11206    | 31                |
| Gravesend                          | 11223    | 30                |
| Bushwick                           | 11221    | 29                |
| Coney Island/Sheepshead Bay        | 11224    | 29                |
| Borough Park                       | 11204    | 28                |

Continued on next page

| Area                               | ZIP Code | Number of Outlets |
|------------------------------------|----------|-------------------|
| Bushwick                           | 11237    | 27                |
| Prospect Lefferts Gardens          | 11225    | 26                |
| Williamsburg                       | 11211    | 24                |
| Greenpoint                         | 11222    | 23                |
| Bedford Stuyvesant - Crown Heights | 11213    | 19                |
| Borough Park                       | 11219    | 19                |
| Kensington                         | 11218    | 18                |
| Sunset Park                        | 11232    | 18                |
| Midwood                            | 11230    | 17                |
| Canarsie                           | 11239    | 17                |
| Clinton Hill                       | 11205    | 15                |
| Bedford Stuyvesant - Crown Heights | 11233    | 15                |
| Adelphi                            | 11238    | 14                |
| Dyker Heights                      | 11228    | 11                |
| Red Hook                           | 11231    | 9                 |
| Downtown Brooklyn                  | 11241    | 3                 |
| Fort Hamilton                      | 11252    | 2                 |
| Greenpoint                         | 11202    | 1                 |
| Navy Yard                          | 11251    | 0                 |

### Queens

|                            |       |     |
|----------------------------|-------|-----|
| Corona/Elmhurst            | 11373 | 144 |
| Forest Hills               | 11375 | 84  |
| Ridgewood                  | 11385 | 79  |
| Jamaica                    | 11432 | 70  |
| Flushing                   | 11354 | 67  |
| Astoria                    | 11103 | 66  |
| Jackson Heights            | 11372 | 62  |
| Rego Park                  | 11374 | 50  |
| JFK Airport                | 11430 | 49  |
| Bayside                    | 11361 | 44  |
| Corona                     | 11368 | 41  |
| Long Island City           | 11101 | 40  |
| Woodside                   | 11377 | 37  |
| Rochdale Village/Jamaica   | 11434 | 35  |
| Flushing                   | 11356 | 34  |
| Bayside                    | 11360 | 33  |
| Long Island City - Astoria | 11106 | 31  |
| Middle Village             | 11379 | 30  |
| South Richmond Hill        | 11419 | 29  |
| LaGuardia Airport          | 11371 | 28  |
| Jamaica                    | 11435 | 28  |
| Astoria                    | 11105 | 26  |
| Flushing                   | 11358 | 25  |
| Fresh Meadows              | 11365 | 24  |
| Woodhaven                  | 11421 | 24  |
| Sunnyside                  | 11104 | 22  |
| Howard Beach               | 11414 | 22  |
| Springfield Gardens        | 11413 | 21  |

Continued on next page

| Area                       | ZIP Code | Number of Outlets |
|----------------------------|----------|-------------------|
| Ozone Park                 | 11417    | 21                |
| Flushing                   | 11357    | 18                |
| Hollis                     | 11423    | 18                |
| Astoria                    | 11102    | 17                |
| Little Neck                | 11362    | 17                |
| Ozone Park                 | 11416    | 17                |
| Rosedale                   | 11422    | 17                |
| Fresh Meadows              | 11366    | 16                |
| East Elmhurst              | 11369    | 15                |
| Maspeth                    | 11378    | 15                |
| North Floral Park          | 11004    | 14                |
| Flushing                   | 11355    | 13                |
| Oakland Gardens            | 11364    | 13                |
| Fresh Meadows              | 11367    | 13                |
| Queens Village             | 11429    | 13                |
| Far Rockaway               | 11691    | 13                |
| South Ozone Park           | 11420    | 12                |
| Queens Village             | 11428    | 11                |
| Jamaica                    | 11433    | 11                |
| East Elmhurst              | 11370    | 10                |
| Kew Gardens                | 11415    | 10                |
| Bellerose                  | 11426    | 10                |
| Queens Village             | 11427    | 10                |
| Kew Gardens/Richmond Hill  | 11418    | 9                 |
| Little Neck/Douglaston     | 11363    | 8                 |
| St. Albans                 | 11412    | 8                 |
| Cambria Heights            | 11411    | 6                 |
| Far Rockaway/Broad Channel | 11693    | 6                 |
| Rockaway Park              | 11694    | 6                 |
| Jamaica                    | 11436    | 5                 |
| Jamaica                    | 11439    | 2                 |
| Far Rockaway/Arverne       | 11692    | 2                 |
| New Hyde Park              | 11040    | 1                 |
| Kew Gardens                | 11424    | 1                 |
| Jamaica                    | 11425    | 1                 |
| Jamaica                    | 11431    | 0                 |
| Breezy Point               | 11697    | 0                 |
| <b>Bronx</b>               |          |                   |
| Parkchester                | 10462    | 74                |
| High Bridge - Morrisania   | 10451    | 71                |
| Fordham - Bronx Park       | 10458    | 61                |
| Williamsbridge             | 10467    | 53                |
| Westchester                | 10461    | 51                |
| Baychester/Co-op city      | 10475    | 51                |
| Kingsbridge                | 10463    | 46                |
| Hunts Point - Mott Haven   | 10455    | 45                |
| Kingsbridge                | 10468    | 40                |
| Baychester                 | 10469    | 36                |

Continued on next page

| Area                                    | ZIP Code | Number of Outlets |
|-----------------------------------------|----------|-------------------|
| Wakefield                               | 10466    | 34                |
| Hunts Point - Mott Haven                | 10459    | 31                |
| Soundview/Unionport                     | 10473    | 30                |
| High Bridge - Morrisania                | 10452    | 28                |
| Soundview/Unionport                     | 10472    | 27                |
| Tremont                                 | 10457    | 25                |
| West Farms                              | 10460    | 24                |
| Morris Heights                          | 10453    | 22                |
| Pelham - Throgs Neck                    | 10465    | 19                |
| High Bridge - Morrisania                | 10456    | 11                |
| Mott Haven                              | 10454    | 9                 |
| Woodlawn                                | 10470    | 8                 |
| Riverdale                               | 10471    | 7                 |
| Hunts Point                             | 10474    | 3                 |
| Pelham Bay Park/City Island             | 10464    | 2                 |
| <b>Staten Island</b>                    |          |                   |
| New Springville                         | 10314    | 186               |
| Oakwood/New Dorp                        | 10306    | 59                |
| Port Richmond                           | 10302    | 28                |
| South Beach, Linden-Park, Rosebank      | 10305    | 24                |
| Mariners Harbor                         | 10303    | 23                |
| Pleasant Plains/Princess Bay            | 10309    | 23                |
| Eltingville                             | 10312    | 19                |
| Tompkinsville/New Brighton/Saint George | 10301    | 18                |
| West New Brighton                       | 10310    | 14                |
| Great Kills                             | 10308    | 10                |
| Stapleton/Emerson Hill                  | 10304    | 6                 |
| Tottenville                             | 10307    | 5                 |
| New Springville                         | 10313    | 2                 |

#### Methodology:

The data in this report were gathered in September and October 2011. The number of stores for each retailer was gathered using that company's online store locator. If a store happens to have multiple locations inside the same structure, such as an airport or mall, each store was counted individually. We did, however, count chains inside sports stadiums as one location as they are not open to the public without a ticket purchase.

#### Endnotes:

1. When we published last year's edition of our chains report, it listed a total of 6,595 national retail locations in the city. We have since revised that total to 6,776 after discovering that we inadvertently undercounted the number of Metro PCS locations. This year, we counted 272. Last year, we listed 35 locations for Metro PCS. After speaking with representative of Metro PCS, we determined that there was not actually a growth of 237 stores in the past 12 months. Instead, we find that there were actually 216 locations. (It would have been 229 if you include the 13 Metro PCS stores that are embedded within Best Buy stores, but it is our practice to only include unique stores.)

2. In last year's report, we reported that there were 13 chains with more than 100 locations in the city. However, we inadvertently omitted Metro PCS on this list. We should have listed 14 companies with 100 or more stores in 2010.

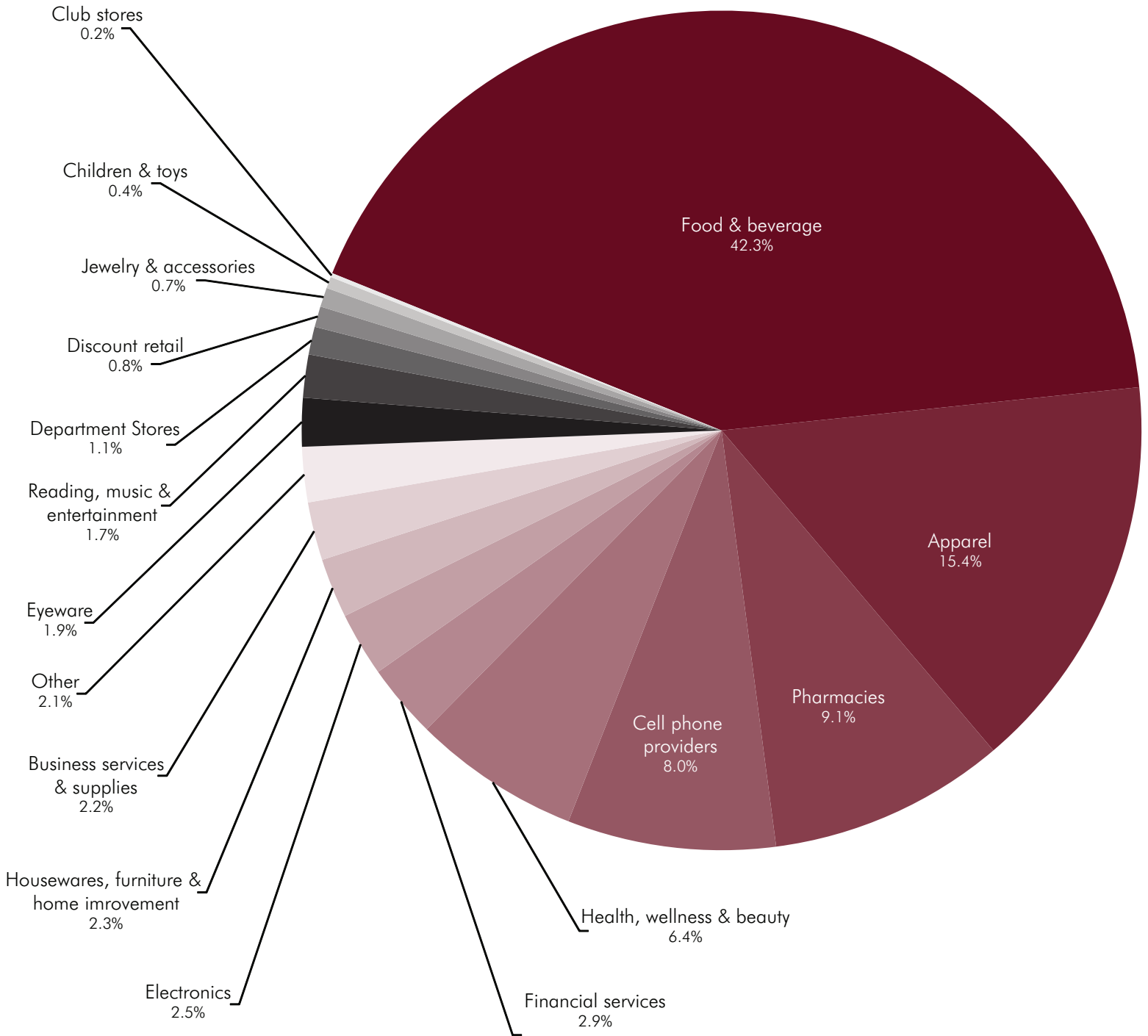
3. "Hollywood Video owner files for bankruptcy," Associated Press, February 3, 2010. Available at [http://www.msnbc.msn.com/id/35222092/ns/business-us\\_business/t/hollywood-video-owner-files-bankruptcy/#.Tq7ZT7LGCJV](http://www.msnbc.msn.com/id/35222092/ns/business-us_business/t/hollywood-video-owner-files-bankruptcy/#.Tq7ZT7LGCJV)

4. "Mind the Shrinking Gaps in Manhattan," Adrienne Pasquarelli, October 19, 2011. Available at [http://www.crainsnewyork.com/article/20111019/RETAIL\\_APPAREL/111019850](http://www.crainsnewyork.com/article/20111019/RETAIL_APPAREL/111019850)

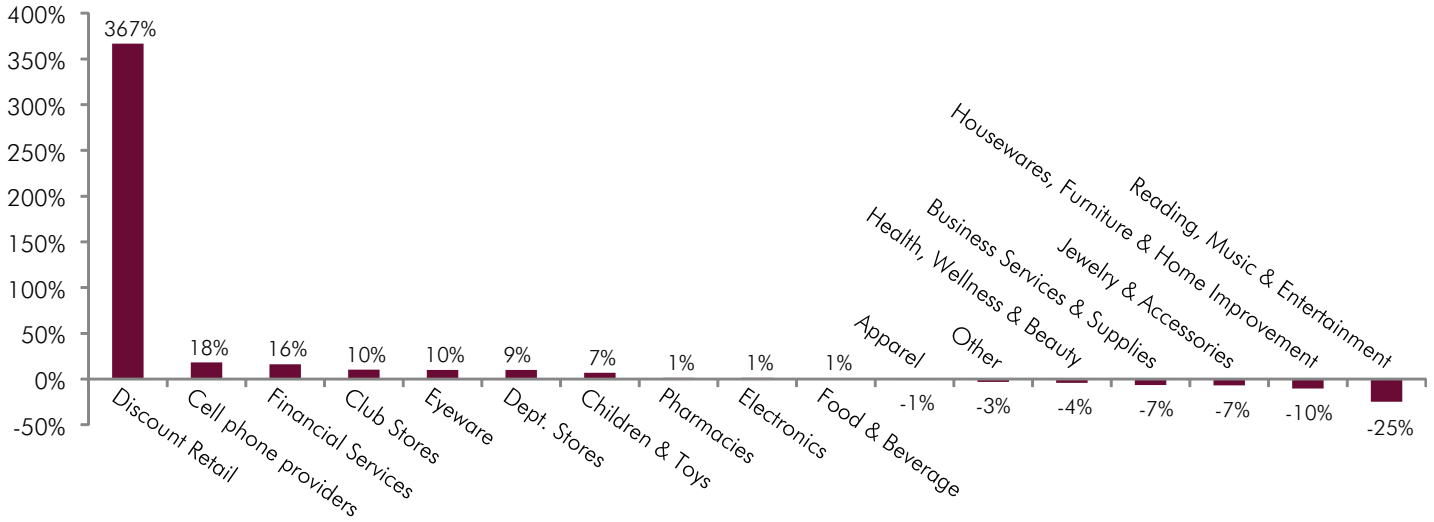
#### Credits:

This report was written by Sarah Brannen and researched by Lisa Yma with Jonathan Bowles, Krzysztof Sadlej, and Nicholas Chung; designed by Ahmad Dowla.

# Breakdown of Retailers by Type, 2011



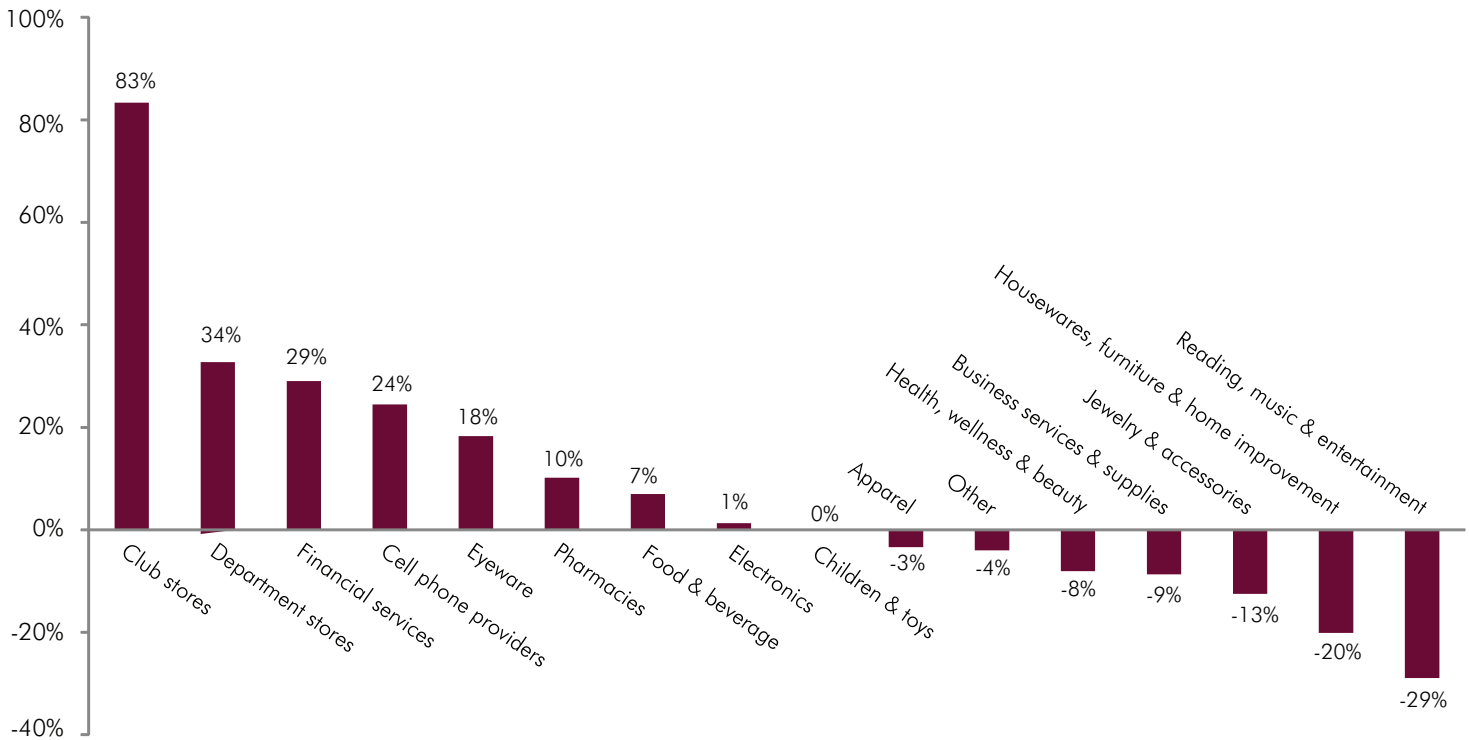
## Growth in Companies by Type, 2010-2011



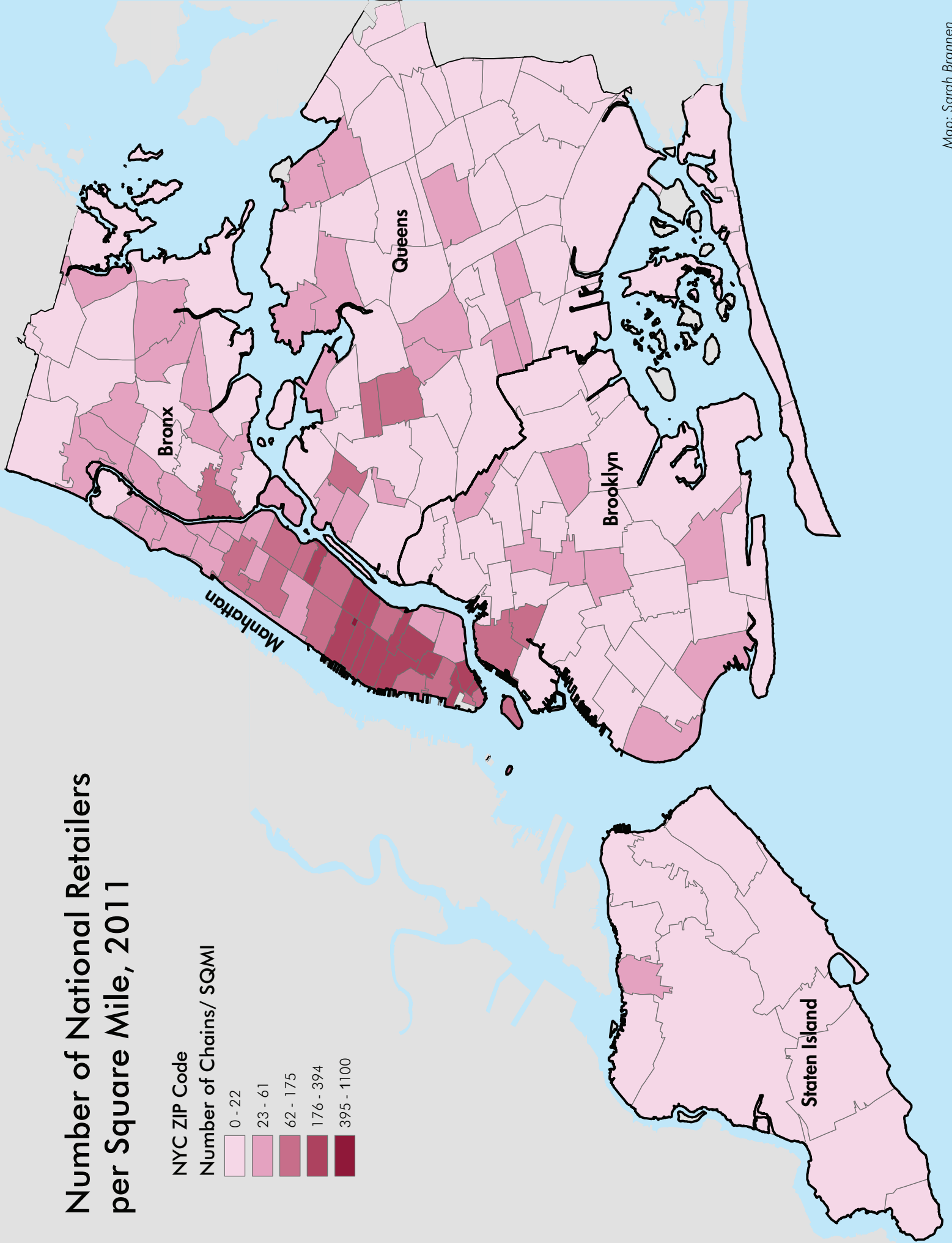
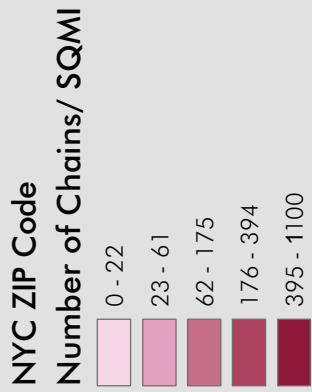
\*

\*The large growth in this category is due to Family Dollar.

## Growth in Companies by Type, 2008-2011



# Number of National Retailers per Square Mile, 2011



# Number of National Retailers per ZIP Code, 2011

