

# New York by the Numbers

## Economic snapshots of the five boroughs

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### Inside

**Citywide Rankings:** p. 3 - 9

Top and Bottom ZIP Codes for National Retailers p. 10 - 11

#### **Borough Rankings:**

Top and Bottom ZIP codes for:

Manhattan p. 12

Brooklyn p. 13

Queens p. 14

Bronx p. 15

Staten Island p. 15

#### **Citywide Data:**

Full List of ZIP Codes with Number of Chain Stores p. 16 - 20

#### **Appendix:**

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 1.8 percent over the past year, as the 307 retailers that we included on last year's ranking expanded from a total of 6,882 stores in 2010<sup>1</sup> to 7,006 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 87 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 1.9 percent. Staten Island saw no growth in stores while Manhattan chain stores decreased by 1.6 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
- 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 15.6 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 9.1 percent and 1.1 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 9 chain stores each—Greenwich Village/SoHo (-9), Midtown West (-10), and Upper East Side (-13).

Overall, we found that there are 23 chain stores per square mile and 1,198 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
American Apparel	20	20	16	16	16	4	0	0	0
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

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Retail Chain	NYC Total				Boroughs 2011				
	2011	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Nine West	14	16	19	24	6	2	3	3	0
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
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
Johnny Rockets	5	7	4	N/A	2	0	2	1	0

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Retail Chain	NYC Total				Boroughs 2011				
	2011	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
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
Traffic Shoes	3	3	N/A	N/A	0	1	1	0	1

Continued on next page

Retail Chain	NYC Total				Boroughs 2011				
	2011	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
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
Montblanc	2	2	2	N/A	2	0	0	0	0

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Retail Chain	NYC Total				Boroughs 2011				
	2011	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
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	180	Manhattan
East Village	10003	169	Manhattan
Midtown East	10022	150	Manhattan
Midtown West	10019	146	Manhattan
Midtown West	10036	145	Manhattan
Corona/Elmhurst	11373	144	Queens
Flatlands	11234	143	Brooklyn
Midtown East	10017	138	Manhattan
Chelsea	10011	135	Manhattan
Brooklyn Heights	11201	130	Brooklyn
Greenwich Village/SoHo	10012	112	Manhattan
Murray Hill	10016	96	Manhattan
Upper West Side/Morningside Heights	10025	88	Manhattan
Upper West Side	10023	88	Manhattan
Midtown West	10018	87	Manhattan
Lower Manhattan/Financial District	10038	86	Manhattan
Gramercy Park	10010	85	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	70	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	180
East Village	10003	169
Midtown East	10022	150
Midtown West	10019	146
Midtown West	10036	145
Midtown East	10017	138
Chelsea	10011	135
Greenwich Village/SoHo	10012	112
Murray Hill	10016	96
Upper West Side	10023	88

## 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	10
Dyker Heights	11228	11
Prospect Heights	11238	15
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	180
East Village	10003	169
Midtown East	10022	150
Midtown West	10019	146
Midtown West	10036	145
Midtown East	10017	138
Chelsea	10011	135
Greenwich Village/SoHo	10012	112
Murray Hill	10016	96
Upper West Side/Morningside Heights	10025	88
Upper West Side	10023	88
Midtown West	10018	87
Lower Manhattan/Financial District	10038	86
Gramercy Park	10010	85
Upper East Side	10021	79
Upper East Side	10028	73
Central Harlem/Morningside Heights	10027	70
Upper West Side	10024	64
Spanish Harlem/East Harlem	10029	55
West Village	10014	52
Lower Manhattan/TriBeCa	10007	50
TriBeCa/Chinatown	10013	50
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	30
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

### Brooklyn

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	15
Dyker Heights	11228	11
Red Hook	11231	10
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

### Staten Island

New Springville	10314	186
Oakwood/New Dorp	10306	59
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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.

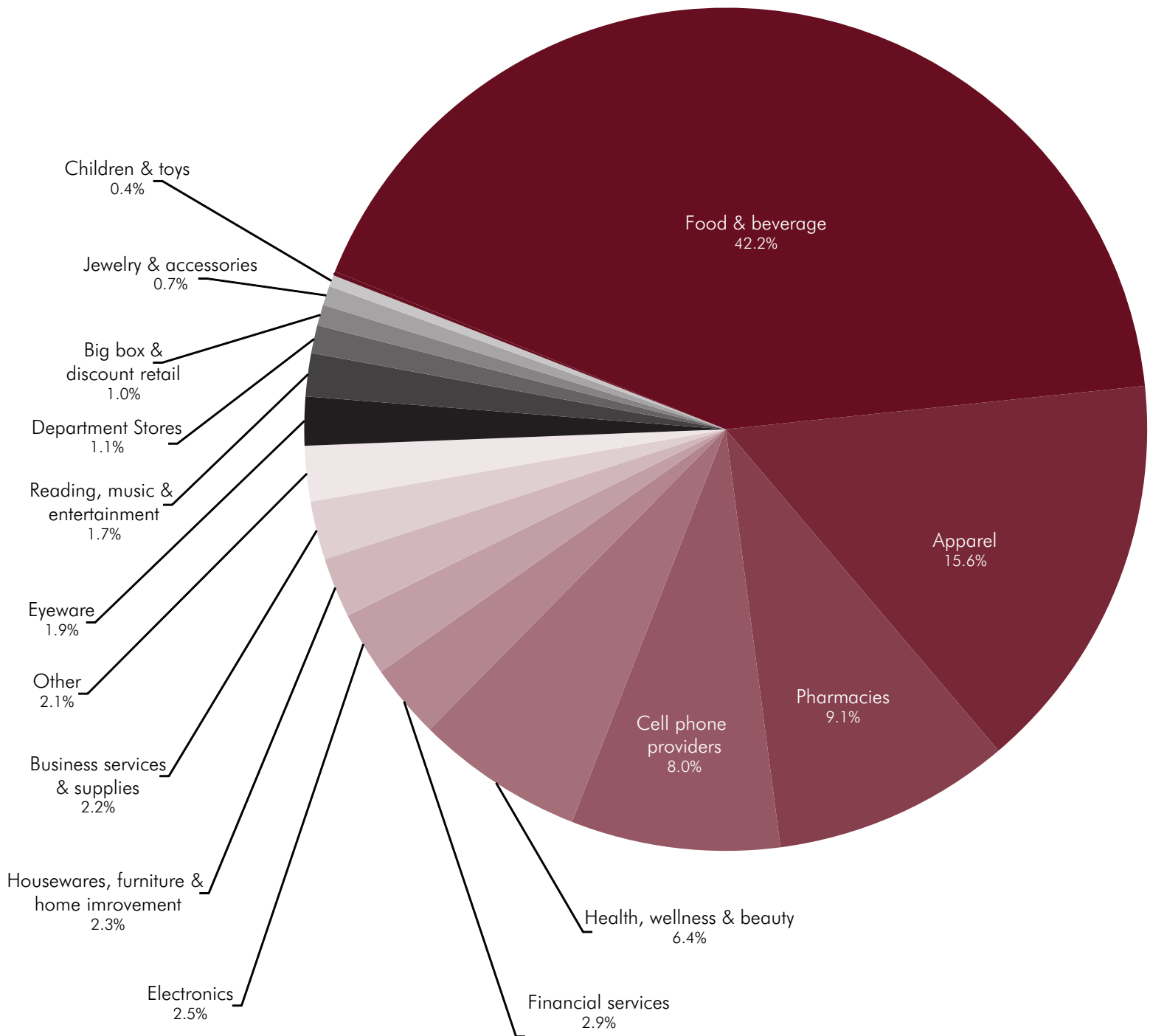
3. "Hollywood Video owner files for bankruptcy," Associated Press, February 3, 2010. Available at [http://www.msnbc.msn.com/id/35222092/ns/business-us\\_business/t/hollywood-video-owner-files-bankruptcy/#.Tq7ZT7LGCJV](http://www.msnbc.msn.com/id/35222092/ns/business-us_business/t/hollywood-video-owner-files-bankruptcy/#.Tq7ZT7LGCJV)

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

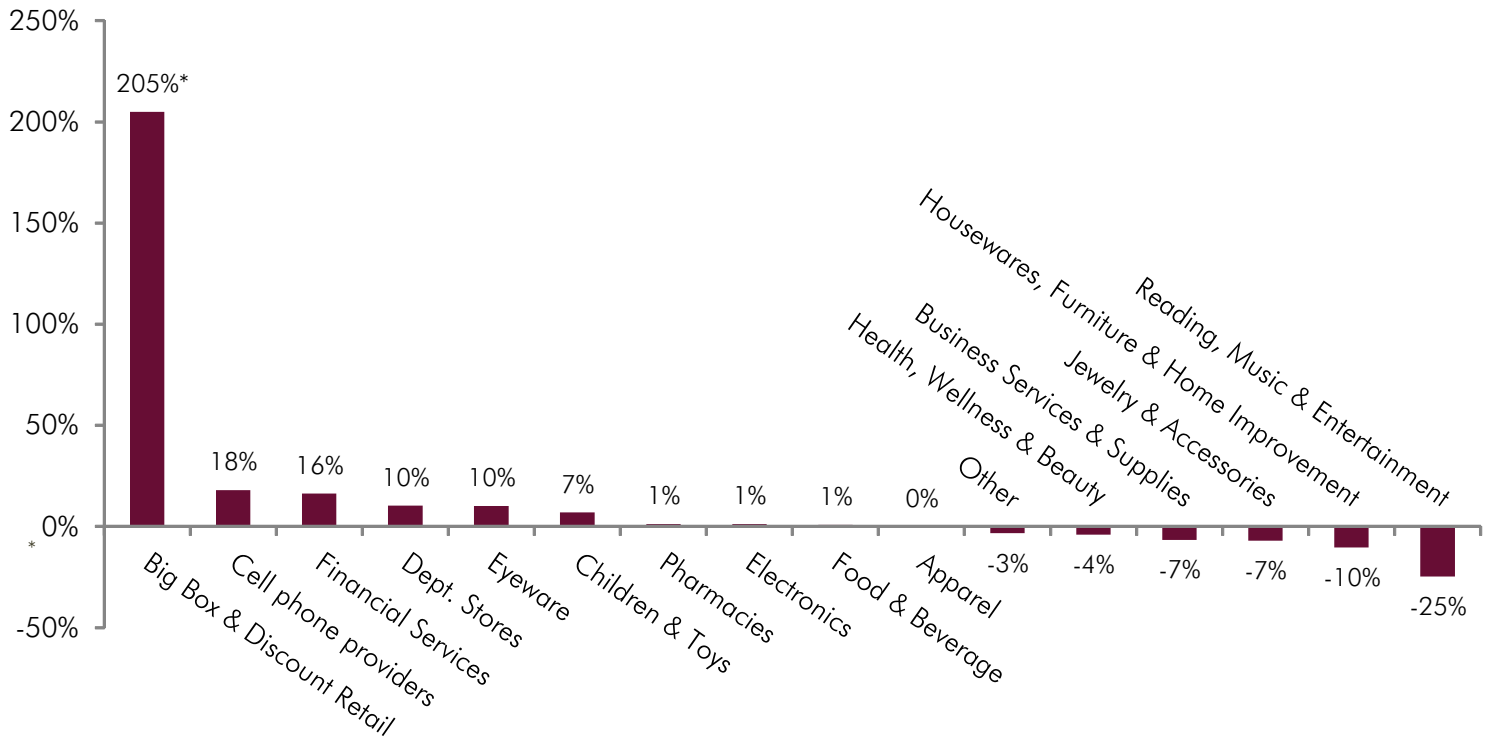
### Credits:

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

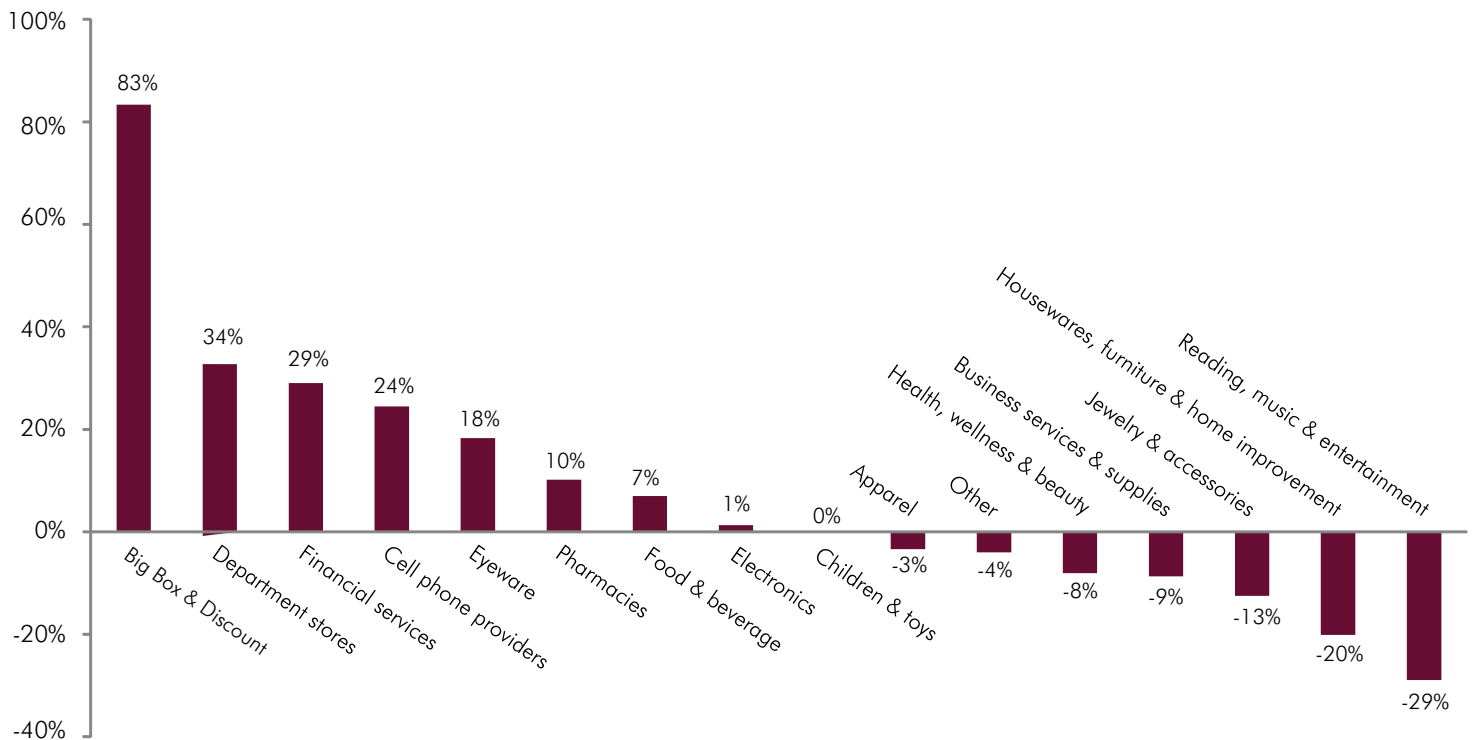


# Growth in Companies by Type, 2010-2011

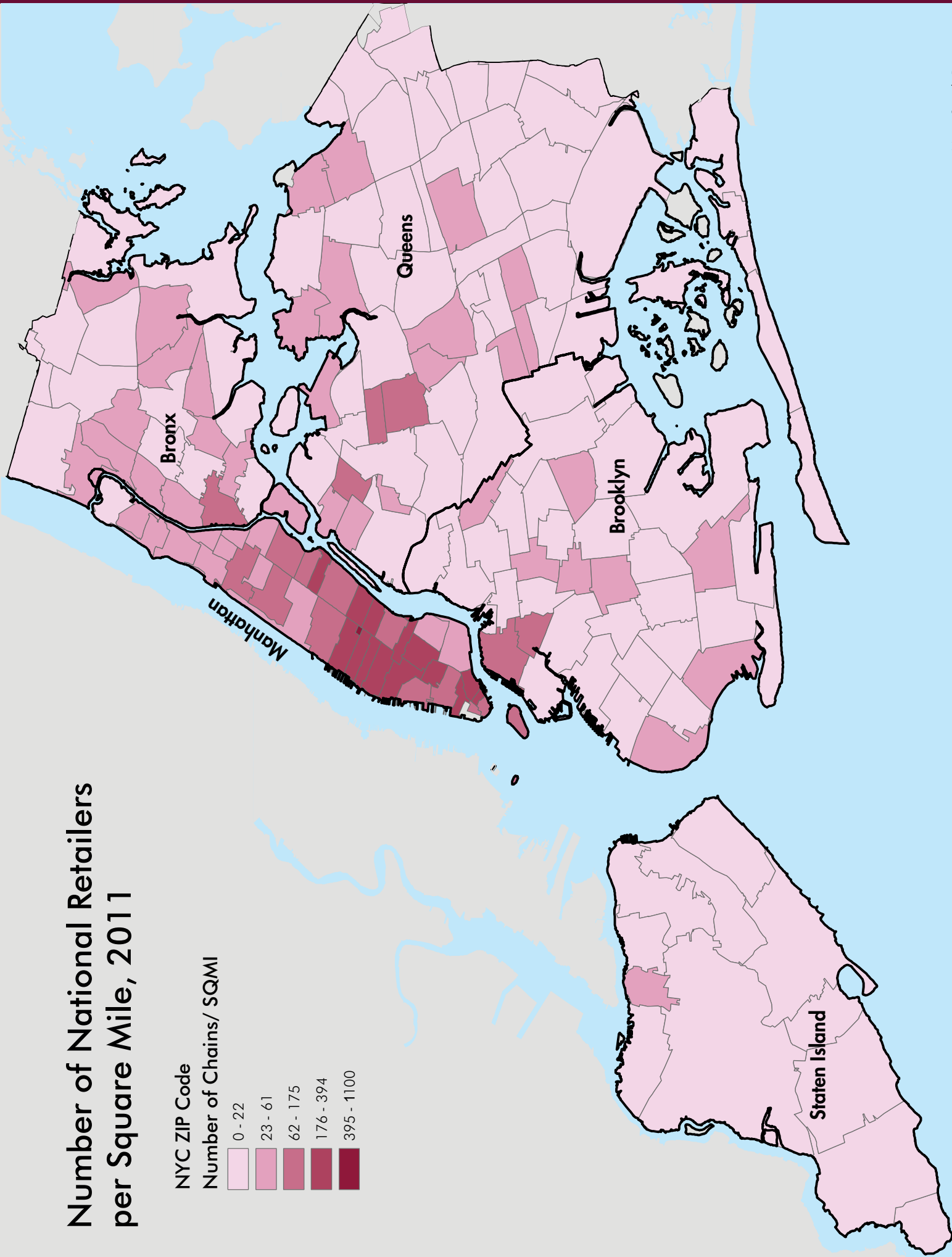
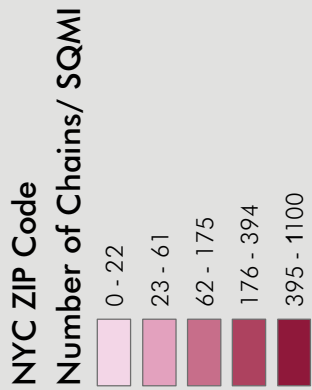


\*The large growth in this category is due to Family Dollar.

# Growth in Companies by Type, 2008-2011



# Number of National Retailers per Square Mile, 2011



# Number of National Retailers per ZIP Code, 2011

